



INFORMATION MEMORANDUM

TO: Mayor and City Council

THROUGH: Ben Williamson, City Manager

FROM: Perla Tavera, Director of Economic Development, Tourism, & Planning

DATE: December 10, 2024

SUBJECT: Conduct a public hearing and consider approving Resolution No. 2024-233 for a detailed site plan with special exceptions related to signage for property located at 1501 and 1505 LBJ Freeway within Planned Development District No. 78 (PD-78); and take appropriate action.

Summary:

The subject property includes two lots located at 1501 and 1505 LBJ Freeway. The site is developed with two seven-story multi-tenant office buildings (known as Park West 1 & 2) and associated structured parking garages constructed in the 1980s. The applicant, Forge Commercial, is requesting approval of a detailed site plan with special exceptions related to signage.

This current zoning of this site is Planned Development District No. 78 (PD-78), which limits the total number of signs per property to a maximum of two. The eastern office building (Park West 2) currently features two wall signs at the top level of the building for existing tenants. There is no wall signage currently installed on the western office building (Park West 1). The applicant is proposing to allow a total of six wall signs (three per building), requiring a special exception from PD-78 requirements. No other changes are proposed to the existing office development.

Adjacent Zoning Districts and Land Uses:

Direction	Zoning District	Land Use
North	Planned Development No. 99 (PD-99)	Single-Family Residences

East	Planned Development No. 88 (PD-88)	Future Multifamily
South	N/A	LBJ Freeway
West	Planned Development No. 78 (PD-78)	Vacant / Drainage Channel

Proposed Signage and Special Exception:

No wall signs are currently installed on the Park West 1 office tower. The Park West 2 tower features signs for two of the building's existing tenants: Haggard Clothing Co. and Dallas Nephrology Associates. A new tenant, South College, is proposing to install one additional wall sign on each building. The applicant also requests to allow for two additional wall signs on the Park West 1 tower to provide flexibility for future tenants. All signs are proposed along the top level of the southern building facades, oriented towards the adjacent LBJ Freeway, and will be comprised of individual channel lettering or logos.

PD-78 permits a maximum of two signs per property affixed at either ground level or on the face of the building, with a design and material consistent with the building itself. Because the applicant's proposal exceeds this allowance, a special exception is requested. Similar special exceptions to allow additional signs have been granted in the past for the adjacent office development east of Luna Road, which is also zoned PD-78.

All other signage requirements for this property shall comply with Chapter 62.10 of the Code of Ordinances. All existing and proposed signs currently comply with the maximum area of 300 square feet for properties with frontage on LBJ Freeway (IH-635). Specifically, the existing Haggard Clothing wall sign on the Park West 2 office tower measures approximately 160 square feet, and the existing Dallas Nephrology Associates wall sign measures approximately 109 square feet. Each new wall sign proposed for South College measures approximately 286 square feet each.

Comprehensive Plan Recommendation:

The Farmers Branch 2045 Comprehensive Plan designates the subject property as "High-Density Residential" on the Future Land Use Map, as well as the majority of the surrounding Mercer Crossing development. However, no change is proposed to the existing office development use or site layout. In addition, the proposed signage is oriented away from surrounding residential development and instead provides visibility from a major thoroughfare (LBJ Freeway).

Public Response:

On October 31, 2024, 29 notification letters were sent to surrounding property owners and Carrollton-Farmers Branch and Dallas Independent School Districts. A zoning notification sign was posted on the property on the same day. In addition, notice of this request was published in the Dallas Morning News on November 22, 2024. As of the writing of this report, no written correspondence has been received regarding this request.

Recommendation:

On November 11, 2024, the Planning & Zoning Commission unanimously recommended approval of this request.