



ORDINANCE NO. 3442

AN ORDINANCE OF THE CITY OF FARMERS BRANCH, TEXAS, AMENDING THE COMPREHENSIVE ZONING ORDINANCE OF THE CITY OF FARMERS BRANCH, TEXAS, AS AMENDED; BY AMENDING THE DEVELOPMENT STANDARDS RELATING TO THE USE AND DEVELOPMENT OF REGULATIONS OF PLANNED DEVELOPMENT NO. 80 (PD-80); ADOPTING ADDITIONAL DEVELOPMENT REGULATIONS, CONCEPTUAL SITE PLAN, SIGN PLAN, AND CONCEPTUAL ELEVATIONS RELATING TO THE USE AND DEVELOPMENT OF LOTS 1 AND 2, BLOCK A, THE GREAT OUTDOORS ADDITION; PROVIDING A SAVINGS CLAUSE; PROVIDING A SEVERABILITY CLAUSE; PROVIDING A CONFLICTS RESOLUTION CLAUSE; PROVIDING FOR INJUNCTIVE RELIEF; PROVIDING FOR A PENALTY OF FINE NOT TO EXCEED TWO THOUSAND DOLLARS (\$2,000.00); AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Planning and Zoning Commission of the City of Farmers Branch and the governing body of the City of Farmers Branch, in compliance with the laws of the State of Texas and the ordinances of the City of Farmers Branch, have given requisite notice by publication and otherwise, and after holding due hearings and affording a full and fair hearing to all property owners generally and to all persons interested and situated in the affected area and in the vicinity thereof, the governing body, in the exercise of the legislative discretion, has concluded that the Comprehensive Zoning Ordinance and Zoning Map should be amended;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, THAT:

SECTION 1. The Comprehensive Zoning Ordinance of the City of Farmers Branch, Texas, be, and the same is hereby amended by amending in their entirety the use and development regulations of Planned Development No. 80 (PD-80) as set forth in Exhibit "B" of Ordinance No. 2481 to read as follows:

DEVELOPMENT STANDARDS FOR PLANNED DEVELOPMENT DISTRICT NUMBER 80 (PD-80)

STATEMENT OF PURPOSE:

This PD-80 zoning ordinance and the development standards contained herein amend and repeal all existing PD-80 ordinance(s).

This district is established for the following purposes:

1. To encourage a more creative approach in land planning, and superior site and structural

- design and development.
2. To provide for a use of land with high functional value.
 3. To assure compatibility of land uses, both within the district and with adjacent areas.
 4. To provide maximum adaptability and feasibility in zoning and development controls to meet the changing and diverse needs of the City of Farmers Branch.

The Planned District is designed to permit, within a single zoning district, multi-use commercial complexes, or land use combinations of commercial and non-commercial uses, or single-use commercial projects. The primary objective is to encourage development which achieves a high degree of excellence in planning, design or function, and can be intermixed, grouped or otherwise uniquely located with maximum cohesiveness and compatibility.

A. USES

- (1) The following uses shall be permitted within the District:

Retail Uses

Antique shop	Snack and sandwich shops (without drive-through)
Art gallery or museum	Temporary outside sales
Bakery or confection shop (retail)	Pop-up retail ² (maximum of 10).
Barber shop or beauty salon	Studio for photographer, musician, artist or health
Cafeteria	Restaurant (without drive-in or drive-through) with or without outside sales window
Cleaning, pressing small shop and pickup	Wine bar or pub ³ (25% food sales requirement)
Dry cleaners	Beauty shop
Florist or garden shop	Optical stores
Household appliance sales with minor service	Lab, medical or dental
Pet shop	Mimeograph, stationery or letter shop
Pet groomer and dog care, no outside runs	Paint, wallpaper and related
Mobile food preparation vehicle/food truck ¹	General retail stores and shops – other than listed

¹ . Mobile food preparation vehicles or food trucks may be located in the area(s) shown on the Conceptual Development Plan

² Pop-up retail” means the retail sale of goods, wares, or merchandise at a location which is not within a permanent building from a motorized or non-motorized vehicle, trailer, kiosk, pushcart, stand, display, tent or other device designed to be portable and not permanently attached to the ground. Pop-up retail may be located in the area(s) shown on the Conceptual Development Plan.

³ “Pub/wine bar” means an establishment having as its principal or predominant use the serving of alcoholic beverages for consumption on the premises. Light food service and/or full-service meals are available for consumption on the premises and make up at least 25% of the total sales of such establishment but are not the principal or predominant use of the establishment.

Office Uses

Offices, professional and administrative
Bank, savings and loan, or similar financial institutions

Commercial Uses

Hotel (full or limited service)⁴⁵
Medical and dental offices and clinics
Travel agencies

Residential Uses

Multi-family Dwelling (max. 80 units/acre)

Institutional Uses

School, Business or Trade

Community Serving Uses

Library
Park or playground

(2) The following uses shall be permitted only by the grant of a Specific Use Permit:

Commercial Uses

Bar (10% food sales requirement)
Small micro-brewery (max. 5,000 square feet)
Theater (Indoor)

B. DEVELOPMENT STANDARDS

The following standards shall be followed in the design, location, and siting of structures and other development features within Planned Development No. 80 (PD-80). A detailed site plan will be required for each development as described in Section C.2 of this Ordinance. Exceptions to these development standards may be requested by the developer and shall be considered as a part of the site plan approval.

1. Use

- a. All development within PD-80, whether constructed at one time or in phases, shall be done in strict accordance with all requirements established by the City, including but not limited to these standards.

⁴ A “full service” hotel means a hotel that provides services and amenities beyond basic linen, maid service, and use of furnishings and contains at a minimum: a restaurant, conference room(s) (minimum 3,000 square feet), a reception area, concierge, room service, 100 or more guest rooms or suites, and recreational facilities such as a fitness room.

⁵ A “limited service” hotel means a hotel that provides basic services such as linen, maid service, and use of furnishings and contains at a minimum: 90 or more guest rooms or suites; prepared food sales; a lounge area; a reception area; business services such as meeting space or a business center, and wi-fi service. A limited service hotel may also provide self-service breakfast buffets and recreational facilities.

- b. All uses shall be permitted only in locations specifically designated on the Conceptual Site Plan, approved by the City Council following a recommendation of the Planning and Zoning Commission.
- c. No significant change to an approved site plan shall be permitted unless an amended Conceptual Site Plan showing the proposed change is resubmitted in accordance with all requirements herein stipulated and approved by the City Council following a recommendation of the Planning and Zoning Commission.
- d. Buildings containing multiple retail uses (e.g., an open market) may be open to the elements.
- e. The exterior display, storage, or sales of merchandise or products (other than temporary outside sales or pop-up retail allowed by right) is allowed only following approval of a Specific Use Permit, provided such display or storage is:
 - i. Accessory to a primary use of the structure immediately adjacent to the location of the exterior display or storage area;
 - ii. Located immediately adjacent to the primary structure but not within any required setback;
 - iii. Less than two (2) percent of the total gross floor area of the enclosed structures and buildings immediately adjacent to the exterior display or storage area; and
 - iv. Effectively contained by a solid or ornamental fence that is architecturally compatible in design and material with the primary structure. Chain link fence shall not be allowed.

2. Floor Area Ratio (FAR)

Overall maximum floor to area ratio (FAR) for the entire PD-80 is 4:1.

For purposes of PD-80, “floor area” is defined as the gross area of any built structure from grade level up, excluding cellars, mechanical enclosures such as rooftop mechanical penthouses and screens. Above-grade parking structures are not included in FAR calculations.

3. Building Heights

The maximum building height shall not exceed the height approved by the FAA (if FAA approval is required), but in

any case not exceeding two hundred (200) feet.

4. Building Setbacks

Front Setbacks

Minimum front setback distances from the right-of-way line of public streets and adjacent property lines are as follows:

Alpha Road: Above ground building structures shall be setback a minimum of 10 feet from the street right-of-way.

Cambridge Concourse, Inwood Road: Above ground building structures shall be setback a minimum of 10 feet from the street right-of-way.

Simonton Road: Above ground building structures shall be setback a minimum of 10 feet from the street right-of-way.

Interior Streets: Above ground building structure setbacks from interior streets within the District shall be established by site plan approval.

Encroachments: The following structures may project up to 5 feet into a required front yard setback: balconies, gates/fencing and retaining walls.

Ground Level Access: Ground level multifamily units facing a public street are encouraged to have direct access from the adjacent sidewalk.

Side and Rear Setbacks

All above ground building structure setbacks from side and rear property lines shall be established by detailed site plan approval.

Paving Setbacks

All pavement of interior parking lots, vehicle maneuvering areas, or driveways running parallel to a public street shall be setback a minimum of ten feet from property lines fronting Inwood Road and Simonton Road. The ten (10) foot setback between the pavement area and the property line shall be landscaped.

Other Setbacks

All setbacks other than listed herein shall be established on the detailed site plan.

5. Site Coverage

The gross ground floor area of buildings shall not exceed 80% of the gross site area for each phase. The remaining site area may be utilized for surfaced parking or maneuvering areas, and landscaping.

6. Landscaping

The landscaped open space shall not be less than ten percent

(10%) of the gross area on any proposed site plan (inclusive of internal courtyards/ private landscaped areas).

Landscaped areas may include a combination of zones of grass, ground cover, trees and shrubs, fountains and water treatments, and sculptures.

Trees shall have a minimum caliper size of three (3) inches at time of planting, measured at a point four feet (4.0') above the root ball.

Street trees requirement: There shall be one (1) tree per 25 feet of lineal street frontage, exclusive of driveways and visibility triangles.

A minimum of ten (10) percent of any parking lot area shall be landscaped.

Sidewalks shall be a minimum of six (6) feet in width along public and private streets along the perimeter of the property fronting Alpha Road, Inwood Road, Simonton Road, and Cambridge Concourse.

Any significant changes to the approved landscaping shall require an amendment to the approved site plan.

7. Parking

Parking shall be provided for the proposed uses at the following minimum ratio and shall be accommodated in surface level parking areas, garage or in structures.

- a) **Offices** - One space per 300 square feet of gross area
- b) **Eating establishments**- One space per 100 square feet of gross area
- c) **Retail**- One space per 200 square feet of gross area
- d) **Pop-up retail and mobile food preparation vehicle/food truck** – no off-street parking spaces required.
- e) **Hotel** – One space per rental unit for the first 250 rooms, one-half (1/2) space per rental unit for each between 251 and 500 rooms, one-quarter (1/4) per rental unit for additional room over 500 rooms plus spaces required by restaurants, and any other affiliated facilities.
- f) **Multi-family Dwelling** – 1 space per bedroom.
- g) For purposes of calculating required off-street parking in accordance with this Section 7, “gross area” does not

include outside seating or activity areas that may or may not be covered by a roof, awning, canopy, or similar structure.

- h) Mixed-use Parking Discounts. In order to provide adequate off-street parking for large scale mixed-use projects, the following discounts shall be applied in the calculation of off-street parking requirements when approved as part of a detailed site plan.
 - i. The minimum parking required for an office use may be reduced by ten percent (10%) if:
 - (1) the gross floor area of the office use is greater than 100,000 square feet; and
 - (2) the office building is located on the same building site with a hotel, retail, or restaurant use described in this Subsection h.
 - ii. The minimum required parking for a hotel use may be reduced by fifty percent (50%) if the hotel is developed:
 - (1) with more than 140 guest rooms; and
 - (2) on the same building site with (i) an office; and (ii) retail or restaurant uses described in this Subsection h.
 - iii. The required minimum parking for all retail and restaurant uses may be reduced by twenty-five percent (25%) if the uses:
 - (1) total more than 10,000 square feet of gross floor area; and
 - (2) are developed on the same building site with an office or hotel use described in this Subsection h.
 - iv. The required minimum parking for all entertainment, uses (e.g., theater) may be reduced by ten percent (10%) when developed on the same building site with an office or hotel use.
- i) Shared Parking Agreement Reduction. To foster mixed-use interaction between existing and future uses, the Planning and Zoning Commission may approve a reduction in the required minimum parking as set forth in this subsection if the property owners of adjacent properties enter into acceptable shared parking agreements or provide for perpetual mutual parking easements on adjacent properties. The reduction in required minimum parking shall be shown on the approved detailed site plan.

- j) Director Approved Reduction. The Director of Community Services may approve a shared parking reduction in the required minimum parking as set forth in this subsection for the use of the same off-street parking stall(s) to satisfy the off-street parking requirements for two or more uses upon submittal of a parking demand study showing the overlap in the hours of operation for all uses sharing parking.

For purposes of calculating required parking, this district is considered one lot or building site.

The minimum parking space dimensions are nine feet by eighteen feet (9' X 18'). Parking columns may encroach up to seven inches (7") into a parking space.

8. Loading Area

Uses shall provide and maintain off-street loading facilities in the quantities stated below:

Office uses

- 0 to 50,000 gross square feet: no spaces
- 50,000 to 150,000 gross square feet: 1 space
- Each additional 100,000 gross square feet: 1 space

Commercial uses

- 0 to 10,000 gross square feet: no spaces
- 10,000 to 50,000 gross square feet: 1 space
- Each additional 100,000 square feet: 1 space

Restaurant uses

- 0 to 5,000 gross square feet: no spaces
- 5,000 to 25,000 gross square feet: 1 space
- 25,000 to 50,000 gross square feet: 2 spaces
- Each additional 50,000 square feet: 1 space

Hotel Uses

- 0 to 50,000 gross square feet: no spaces
- 50,000 to 100,000 gross square feet: 1 space
- 100,000 to 300,000 gross square feet: 2 spaces
- Each additional 200,000 square feet: 1 space

Multi-family Dwelling

- 0 to 50,000 gross square feet: no spaces
- 50,000 to 500,000 gross square feet: 1 space
- Above 500,000 gross square feet: 2 spaces

For purposes of loading requirements, this district is considered one lot or building site.

9. Streets and Pavement

All streets and drives shall be constructed in conformance with City engineering design criteria.

Private internal streets and drives may have pave-stone, cobbles, pressed concrete, or other landscape treatments to enhance the overall appearance of the project, if approved on the site plan.

All pavement (e.g.: fire lanes, vehicle parking, maneuvering areas, sidewalks, etc.) shall be constructed of concrete. Enhanced pavement materials may also be used provided they meet the City's engineering standards and are approved on the site plan.

All street lights, trash receptacles, street furniture, and street signs shall be generally uniform in design and included with the Detailed Site Plan for approval.

10. Exterior Finish

Primary Material: Minimum of 50% of each exterior wall of any building shall be constructed of any one or a combination of the following masonry materials: brick, stone, ceramic tile. Office and retail uses may be constructed of glass walls as a primary material.

Secondary Material: The remainder of each exterior wall of any building may be constructed of any one or more of the following: composite wood, Hardie board or similar cementitious plank, high quality metal panel intended for wall application (no corrugated metal allowed), glass. Buildings may be constructed of stucco (applied with a sand finish) as a secondary material as follows:

(a) Maximum continuous surface area of stucco located within the first three stories of a building facade is 800 square feet.

(b) Within the fourth story of a building facade, no more than 2,000 square feet of continuous surface area of stucco may be provided without a material change or break in plane.

(c) Parapet walls may be stucco.

Accent Material: A maximum of 10% of each exterior wall of any building may be constructed of E.I.F.S.

Multi-family and office buildings shall be in general conformance with the building design shown on the conceptual elevations attached hereto as Exhibit “_”.

Elevations for hotel, and retail buildings shall be required as part of any detailed site plan application for these uses.

11. Signs

Signs shall be in accordance with the Sign Package,

(**Exhibit “C”**).

The full design of the 40 foot tall, 150 square foot Multi-Tenant pylon sign described in the Sign Package will be provided at the time of Detailed Site Plan submittal for approval with the Detailed Site Plan.

12. Hotel Use

The use of screened or non-screened Packaged Terminal Air Conditioners (PTAC’s) is allowed only for a hotel use.

C. REQUIRED SUBMISSIONS

1. Conceptual Development Plan

A conceptual development plan is attached as **Exhibit “A”**. The following are submittal requirements for approval of a conceptual development plan under the Planned Development District:

- a) A vicinity map
- b) A boundary survey of the property, including the following:
 - i. metes and bounds of all property lines
 - ii. total area of property
 - iii. scale and north arrow
 - iv. names and route numbers of boundary streets and rights-of-way
- c) A statement confirming the ownership of the subject property and stating the place of the record of the latest instrument in the chain of title.
- d) An aerial photograph of the subject property and all adjacent properties within 500 feet.
- e) A generalized land use plan showing the approximate location of proposed land uses, circulation corridors and public utility corridors. This should include a statement of maximum allowable building and parking space and anticipated building heights as allowed by the Planned Development District Ordinance.
- e) A statement or visual presentation of how adjacent and neighboring properties shall be affected by the proposed development. This statement should address vehicular access plan, site context and existing and anticipated land uses.
- f) A conceptual landscape plan.
- g) A traffic impact analysis of the relevant site area defined by staff including implications of proposed development pertaining to subject site as well as potential development on adjoining sites.
- h) Phasing plan.
- i) Conceptual elevations:
 - i. The building design of multi-family dwellings and office buildings shall be in general conformance with the conceptual elevations attached as **Exhibit “B”**. Development of the office building with a primary masonry material (stone, brick, or ceramic tile) in lieu of glass shall be considered a minor variation to the conceptual elevations.
 - ii. The Director of Community Services or his/her designee may approve minor variations to the conceptual elevations.

2. Detailed Site Plan

A detailed site plan is required to address each particular phase of a project before the City may accept applications for building permits for that phase. Detailed site plans may be submitted for each phase as the project develops. The following are submittal requirements for approval of a detailed site plan under PD-80:

- a) A vicinity map
- b) A boundary survey of the property, including the following:
 - i. metes and bounds of all property lines.
 - ii. total area of property.
 - iii. graphic scale and north arrow.
 - iv. names and route numbers of boundary streets and rights-of-way.
 - v. Existing topography with a maximum contour interval of 2 feet.
- c) A detailed, scaled site plan showing:
 - i. existing and proposed public or private streets
 - ii. existing and proposed building or parking structure locations, including size in number of square feet, number of floors and proposed approximate average height above grade.
 - iii. existing and proposed utility easements and fire lanes
 - iv. landscape plan showing vegetation zones and their relationship to adjacent properties, size and spacing at time of planting and a statement on the plan that all landscaping to be automatically irrigated
 - v. proposed at grade parking lots and loading facilities
 - vi. a statement of proposed floor to area ratio, site coverage, landscaped area and the relationship between these figures and the standards set forth in the Planned Development District Ordinance.
 - vii. Proposed on site and directional signage
- d) If a Director approved parking reduction is requested pursuant to Section 7(j), a parking study justifying the shared parking reduction.
- e) Detailed elevations.
 - f) Detailed landscape plan. Deviations to the conceptual landscape plan due to conflicts with utilities, driveways, or similar conflicts may be approved by the Director of Community Services or his/her designee at the time of detailed landscape plan approval.
 - g) Except as otherwise provided, any changes to the approved Detailed Site Plan for this ordinance shall be considered a site plan amendment and shall require approval from the City Council following a recommendation from the Planning and Zoning Commission. The Director of Community Services or his/her designee may approve minor variations to the detailed elevations.

SECTION 2. The Comprehensive Zoning Ordinance of the City of Farmers Branch, Texas, be, and the same is hereby amended by amending the regulations related to the use and development of Lots 1 and 2, Block A, of The Great Outdoors Addition, an addition to the City of Farmers Branch, Texas, according to the plat thereof recorded in Volume 2000222, Page 1787, Deed Records, Dallas County, Texas (“the Property”), presently in Planned Development No. 80 (PD-80), as follows:

- A. **Conceptual Site Plan.** The Property shall be developed substantially in accordance with the Conceptual Site Plan attached hereto as Exhibit “A” and incorporated herein by reference (“the Concept Plan”).
- B. **Elevations.** The Multi-Family buildings and office buildings shall be designed and constructed generally in conformance with the elevations attached hereto as Exhibit “B” and incorporated herein by reference. No building permits shall be issued for any other building constructed on the Property until the building elevation(s) have been approved as part of a detailed site plan.
- C. **Signs.** Signs shall be located as generally set forth on the Sign Plan attached hereto as Exhibit “C” and incorporated herein by reference (“the Sign Plan”). Notwithstanding anything to the contrary in other provisions of the PD-80 development standards, the design and size of signs installed on the Property shall be Sign Plan.
- D. **Parking.** Notwithstanding anything to the contrary in other provisions of the PD-80 development standards, the location and number of off-street parking stalls shall be as set forth on the Site Plan. Structured parking shall be constructed as shown on the Site Plan prior to the issuance of a certificate of occupancy for any other building constructed on the Property.
- E. **Landscaping.** A detailed landscaping plan shall be submitted and approved prior to issuance of any building permits for construction on the Property.

SECTION 3. In the event of an irreconcilable conflict between the provisions of another previously adopted ordinance of the City of Farmers Branch and the provisions of this Ordinance as applicable to the use and development of the Property, the provisions of this Ordinance shall be controlling.

SECTION 4. Should any sentence, paragraph, subdivision, clause, phrase or section of this Ordinance be adjudged or held to be unconstitutional, illegal or invalid, the same shall not affect the validity of this Ordinance as a whole, or any part or provision thereof other than the part so decided to be invalid, illegal or unconstitutional, and shall not affect the validity of the Comprehensive Zoning Ordinance as a whole.

SECTION 5. An offense committed before the effective date of this ordinance is governed by prior law and the provisions of the Comprehensive Zoning Ordinance, as amended, in effect when the offense was committed and the former law is continued in effect for this purpose.

SECTION 6. Any person, firm or corporation violating any of the provisions or terms of this Ordinance shall be subject to the same penalty as provided for in the Comprehensive Zoning Ordinance of the City of Farmers Branch, as heretofore amended, and upon conviction shall be punished by a fine not to exceed the sum of Two Thousand Dollars (\$2,000.00) for each offense; and each and every day such violation shall continue shall be deemed to constitute a separate offense.

SECTION 7. This Ordinance shall take effect immediately from and after its passage and the publication of the caption, as the law and charter in such case provide.

DULY PASSED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, ON THIS DAY, THE 16th OF MAY, 2017.

ATTEST:

APPROVED:

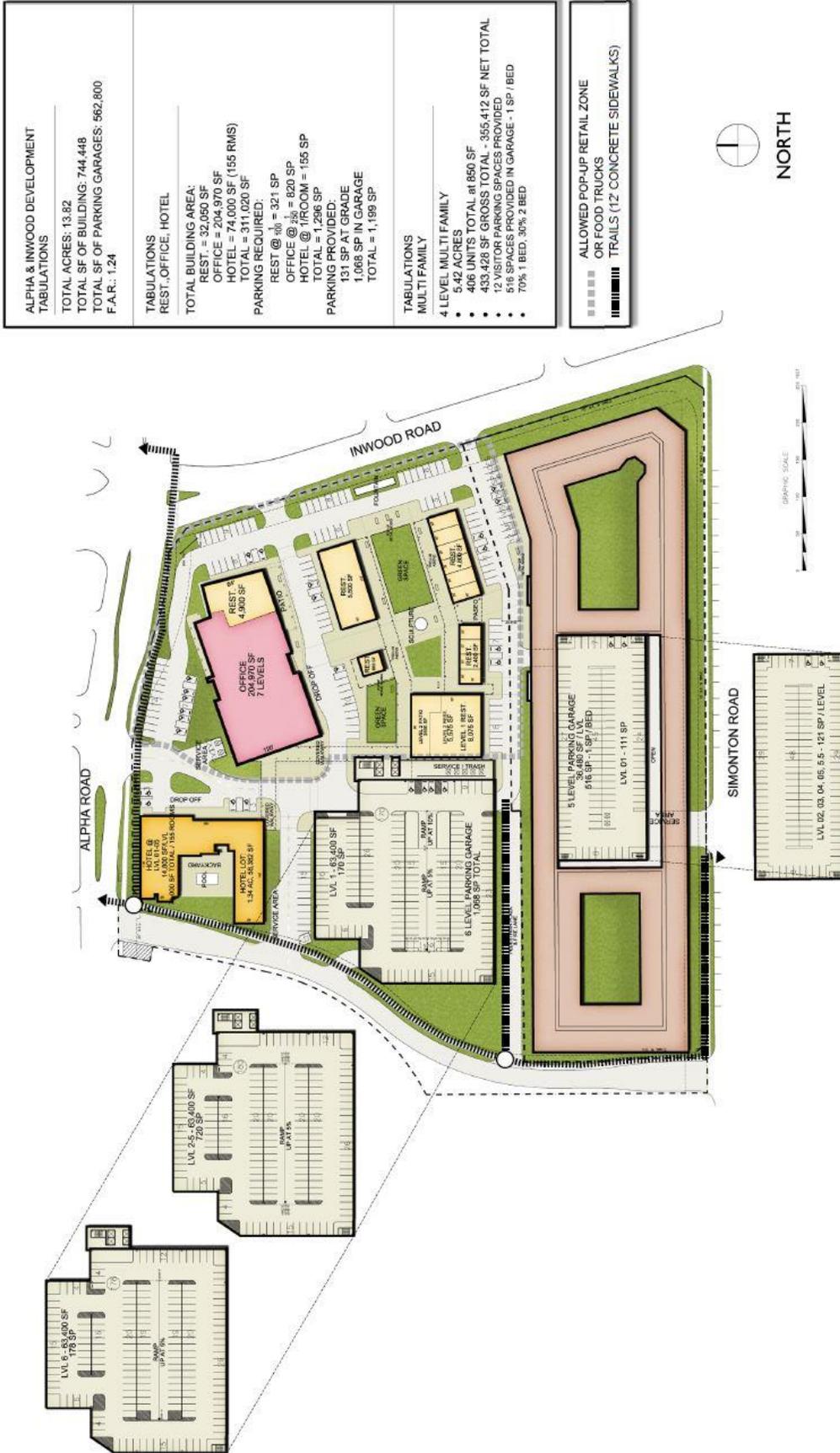
Amy Piukana, City Secretary

Bob Phelps, Mayor

APPROVED AS TO FORM:

Peter G. Smith, City Attorney
(kbl:5/9/17:86025)

ORDINANCE NO. 3442 EXHIBIT "A" – Conceptual Site Plan



<p>ALPHA & INWOOD DEVELOPMENT TABULATIONS</p> <p>TOTAL ACRES: 13.82 TOTAL SF OF BUILDING: 744,448 TOTAL SF OF PARKING GARAGES: 662,800 F.A.R.: 1.24</p>	<p>TABULATIONS REST-OFFICE, HOTEL</p> <p>TOTAL BUILDING AREA: REST = 32,060 SF OFFICE = 204,970 SF HOTEL = 74,000 SF (155 RMS) TOTAL = 311,020 SF</p> <p>PARKING REQUIRED: REST @ 200' = 321 SP OFFICE @ 250' = 820 SP HOTEL @ 1/RROOM = 155 SP TOTAL = 1,296 SP</p> <p>PARKING PROVIDED: 131 SP AT GRADE 1,068 SP IN GARAGE TOTAL = 1,199 SP</p>	<p>TABULATIONS MULTI FAMILY</p> <p>4 LEVEL MULTI FAMILY 540 ACRES 406 UNITS TOTAL @ 860 SF 433,420 SF GROSS TOTAL - 355,412 SF NET TOTAL 121 SP AT GRADE PROVIDED 516 SPACES PROVIDED IN GARAGE - 1 SP / BED 70% 1 BED, 30% 2 BED</p>
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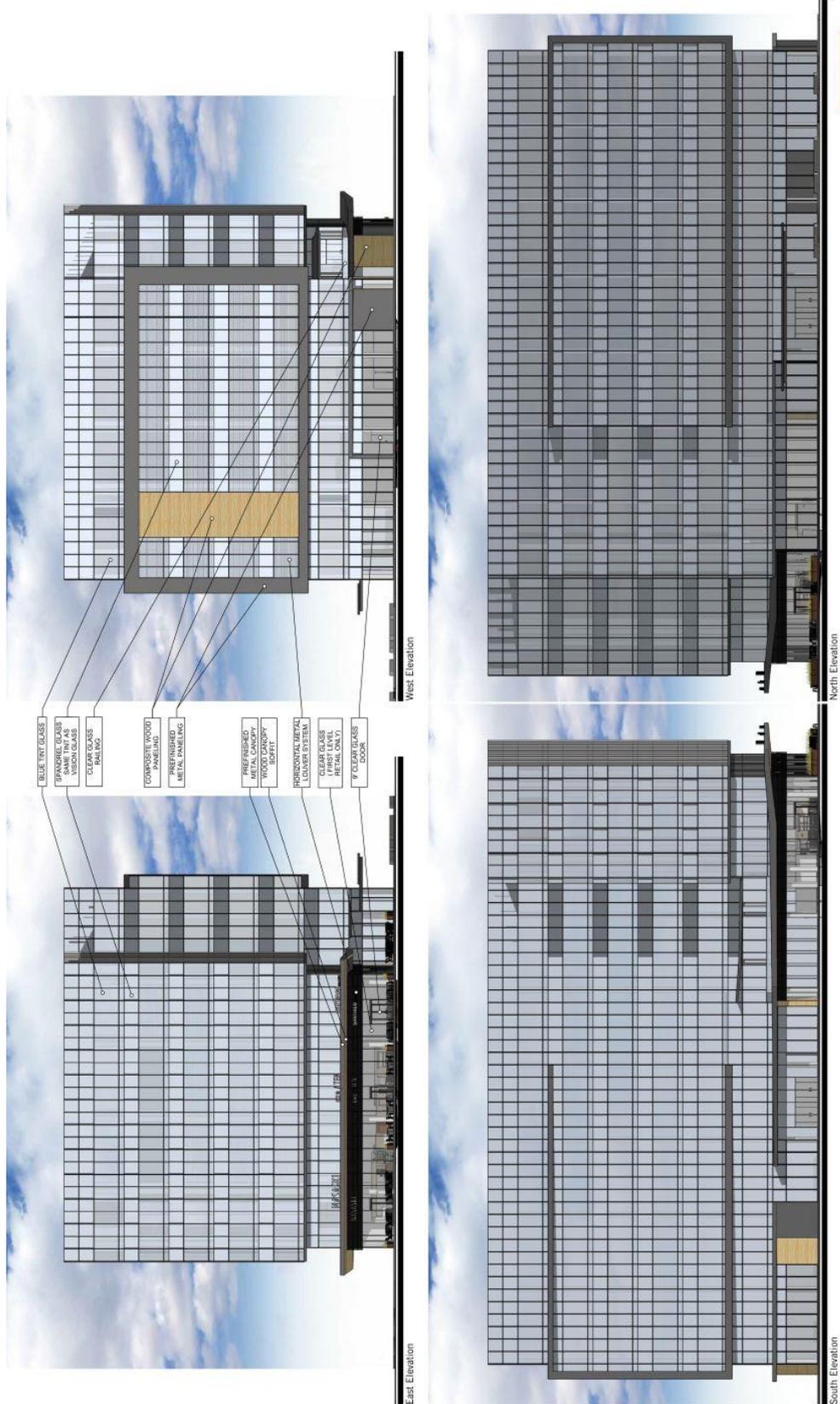
- ALLOWED POP-UP RETAIL ZONE
- OR FOOD TRUCKS
- TRAILS (12' CONCRETE SIDEWALKS)



NORTH



ORDINANCE NO. 3442 EXHIBIT "B" – Elevations (Office)








ALPHA-INWOOD
PHASES B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z
02.17.2017

OFFICE EXTERIOR ELEVATIONS



ALPHA & INWOOD

Design #	0613125-AF3
Sheet	2 of 10
Location	The Great Historic
Address	ALPHA RD. & INWOOD RD., FARMERS BRANCH, TEXAS
Artist/Designer	STAN MACIELM NICOLE WANCE
Client	P. AGUIAR
Date	01/20/17
CDMS	Approval / Date
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Revision / Date	
1. INITIAL CONCEPT DEVELOPMENT	
2. PRELIMINARY DESIGN DEVELOPMENT	
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100. PRELIMINARY DESIGN DEVELOPMENT	



ORDINANCE NO. 3442 EXHIBIT “C” – Sign Plan

TENANT SIGNAGE CRITERIA

Project Description:

Alpha & Inwood is a first class open-air retail development that preserves the essence of its natural surroundings. Alpha & Inwood will transcend conventional mixed-use developments; it will be consistently alive with activity and commerce.

Purpose of Tenant Signage Design Criteria:
This Signage Design Criteria is provided to guide designers, architects, and Tenants in the development of Tenant Identity signs at Alpha & Inwood.

- A. The objectives are:
- To generate varied and creative Tenant signage through application of imaginative design treatments and distinctive logos and typologies.
 - To establish signage as a design element that contributes to a "shopping district" environment unique to Alpha & Inwood.
 - To provide standards of acceptability for signs in order to facilitate the review and approval process.
- B. A map of designated areas is located on the Tenant Signage Zoning Plan. Tenants and their designers are to refer to that map and select a combination of at least two sign types, and no more than three, from the designated district assigned to their store.

Tenant Signage Within Alpha & Inwood, Farmers Branch:

All Tenants are encouraged to push the boundaries and design exciting signage. Every signage submission approval is at the discretion of the Landlord and the Landlord may approve signage that exceeds the limits listed in the following criteria on a case-by-case basis.

Tenants are required to use LED type lighting in their signage where the lighting source will be hidden from view.

The Tenant signage for Alpha & Inwood is divided into four (4) district "districts" to assist the Tenant in choosing the appropriate signage type, location, and quantity for their identity. All stores and their corresponding elevations fit within a particular district. Please refer to the included Tenant Zoning Plan for the location.

All tenants in each district must abide by signage height restrictions, reference sheet 3 of 10

Tenant Signage Allowed Within Each District:

The Tenants in each district must have certain required sign types. They are listed below. In addition to the two required sign types, Tenants are allowed to have signs selected from the "optional" signage in the indicated areas. A maximum selection of three sign types are allowed per Tenant, as noted in the zone descriptions below.

If a tenant has two distinct retail concepts and a separate entrance for each concept, they are allowed a sign above each entrance. The two concepts will be viewed independently and linear foot of storefront will be calculated based upon denaturing wall or other significant interior transition between the two concepts.

Variations away from these designated areas need approval from the Landlord prior to being submitted to the City for permit. The maximum allowable square footage area of each sign is to be determined based on the linear footage of the storefront. It's location in Alpha & Inwood.

Tenants Located in Multiple Districts: When a Tenant's facade is located in multiple signage "districts", each particular facade is dictated by the regulations for that district.

Note: A separate sign permit is required from the City of Farmers Branch prior to installation. All signs require review by the City of Farmers Branch Review Committee.

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ORDINANCE NO. 3442 EXHIBIT “C” – Sign Plan (cont.)

ALPHA & INWOOD

Design #	0613125AFG
Sheet	3 of 10
Location	The Grand Towers
Address	
ALPHA RD. & INWOOD RD. FARMERS BRANCH, TEXAS	
Client	STAN MACGRIFF INWOOD APARTMENTS
Design	P. AGUIAR
Date	01/20/17
Sheet	Approval / Date
Notes	
Revisions	
Drawn	
Checked	
Reviewed	
Approved	
By	
Date	

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2800 W. 24th St. Suite 200 Frisco, TX 75034 Phone: 972-242-3344 Fax: 972-242-3344	2800 W. 24th St. Suite 200 Frisco, TX 75034 Phone: 972-242-3344 Fax: 972-242-3344
2800 W. 24th St. Suite 200 Frisco, TX 75034 Phone: 972-242-3344 Fax: 972-242-3344	2800 W. 24th St. Suite 200 Frisco, TX 75034 Phone: 972-242-3344 Fax: 972-242-3344

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Signage Details and Specifications:

A. Address Signage:

The suite number or building address needs to be applied to the exterior facade as determined by the Landlord and local jurisdiction. The numbers must be visible to the street and color contrast to the facade for visibility. Please refer to design drawing for specifications.

1. Numbers to be dimensional metal.
2. Out-parcel Tenants primary building address numerals to be 12 inches high, with rear door address 6 inches in height.
3. All other Tenants to have a minimum of 6 inches in letter height.
4. 1/2" Aluminum flat cut-out. Color TBD by landlord.
5. Flush to the architecture.
6. Mounted on the pier closest to the entrance.
7. Vinyl letters applied to glass not allowed.
8. Address signs are required for each Tenant and not included in square area calculations or not counted towards the three-maximum sign limit.

B. Blade Signs:

A double-sided sign mounted perpendicular to the building facade and suspended on a decorative metal bracket. Usually placed near the storefront entrances.

1. Each tenant is required to have one double-faced hanging sign per public customer entrance.
2. The creative use of logo shapes is encouraged in the design of the blade sign.
3. Tenants are encouraged to utilize a variety of colors and graphic elements along with typestyle to create a whimsical and energetic signing solution. Painted flat forms layered to give a 3-dimensional effect are encouraged.
4. Blade signs are to be fabricated of painted metal only. Seitra and acrylic are not allowable materials for blade signs.
5. Signs are to be wall mounted from a metal bracket, or suspended from the canopy with metal supports. If suspended, sign to be centered within the walkway.
6. Placement to be reviewed with consideration of all adjacent signs and will be free from visual obstruction. The sign will not be located less than 4' to the adjacent Tenant's blade sign.
7. External illumination with Landlord approved fixtures is encouraged.
8. Signs to be mounted with minimum of 10' of clearance from finished floor.
9. Signs to project a maximum of 4', inclusive of bracket, not to exceed 10 sq. feet, blade sign square footage will not count towards tenant overall allowable area of signage.
10. Trade name or logo only, no taglines, slogans, products, services, or advertising allowed, centered within the walkway.

B. Office District Signage Guidelines:

Located on the second level, over the retail signage, the office signage will be understated and elegant. As such, non-illuminated signage will be the primary signage option. Office signage will only be allowed for Tenants with over 4,000 square feet of leased area.

Allowable Sign Types:

1. Primary Signage:
 - a. Non-illuminated dimensional letters
 - b. Halo-illuminated dimensional letters

Signage Calculation Guidelines:

FRONT ELEVATION. For tenants over 4,000 square feet of leased area, tenant is allowed 40 square feet regardless of the linear foot of frontage of the tenant space.
Each linear foot of tenant space frontage in excess of twenty-five (25) feet will be allowed one point six (1.6) square feet of additional sign area.

REAR FLOOR ELEVATION. Tenant will be allowed 80% of the front elevation total allowable square footage.

C. Hotel District Signage Guidelines:

The Hotel District will be occupied by a Nationally recognized hospitality group. Implementation of a visual identity system is encouraged and size of signs will be approved by Landlord as negotiated in the lease.

Blade signs are allowed and will not be included in square footage calculation. There are not any restrictions on quantity of signs in the Hotel District and the Maximum Letter or Logo height is 8'.

There is allowed up to 350 Square Feet of Sign Area per Elevation - up to 3 elevations maximum.

D. Multi-Family District Signage Guidelines:

The Multi-Family District will have a clean and sophisticated feel, with signage intended to complement the architecture.

The District will be allowed signage on (4) four fascades.

There are no restrictions on the number of signs, however, the maximum area is 200 square feet per building elevation.

E. Freestanding Signage:

1. (1) One 40' Tall 150 Square foot Multi-Tenant pylon sign will be allowed for the entire development.
2. A quantity of (4) Four - 10' tall monument signs at no greater than 80 Square Feet of sign area are allowed. Signs have to be spaced a minimum of 100' apart.
3. The maximum number of directional signs on the perimeter of the development is (2) two per each egress or regress point on per each plateted lot.

These signs may not exceed 40 square feet in sign area. Additional signage and regulatory signage interior to the property will be allowed at the landlord's discretion.

A. Restaurants / Retail District Signage Guidelines:

The Restaurant / Retail District is premium retail in an inviting environment characterized by quality materials, soft light, natural materials and external illumination. A sense of quality is reinforced through a careful attention to scale.

The primary viewing of the Tenant signage will be from the pedestrian areas. As such, Tenant signage should respond to the appropriate scale. Tenant logos will be encouraged and are recommended. To ensure clarity in the district, adjacent Tenants will be required to use different sign types, materials, and colors.

Allowable Sign Types:

1. Primary Signage: **REQUIRED**
 - a. Reverse pan channel halo lit individual dimensional letters with LED type lighting - OR -
 - b. Dimensional letters, externally illuminated with projecting fixtures (i.e. goose neck - OR -
 - c. Canopy sign
 - d. Horizontal Blade sign

2. Secondary Signage: REQUIRED

- a. Blade sign
3. Optional Signage:
 - a. Wall mounted plaques
 - b. Identity on valance of awning

FRONT ELEVATION. Each tenant is allowed 40 square feet regardless of the linear foot of frontage of the tenant space.

Each linear foot of tenant space frontage in excess of twenty-five (25) feet will be allowed one point six (1.6) square feet of additional sign area.

Signage to be placed in designated area above tenant space without any height limitations on multi-story buildings.

BACK ELEVATION. Tenant will be allowed 80% of the front elevation total allowable square footage.

Signage to be placed in designated area above tenant space without any height limitations on multi-story buildings.

All Tenants in the Shops / Office / Outparcel Must Comply with Maximum Logo / Letter Heights in chart referenced below:

Tenant Building Square Footage	Maximum Letter/Logo Height Allowed
0 - 2,499	24"
2,500 - 4,999	30"
5,000 - 9,999	36"