



INFORMATION MEMORANDUM

TO: Mayor and City Council
FROM: Charles S. Cox
City Manager
DATE: September 4, 2018
SUBJECT: Ordinance 3515 – Amend Planned Development District No. 95 (PD-95) as it relates to landscaping, building materials and signage requirements located at 14175 and 14031 Dallas North Tollway

Zoning Request

The City has received a request from JPI Real Estate Acquisition, LLC, the applicant, to amend Planned Development District No. 95 (PD-95) as it relates to landscaping, building materials and signage requirements.

The subject property is an approximately 9.6-acre site and is comprised of three currently undeveloped lots. To the north and south of the site there are high-rise office buildings. To the east is the southbound frontage road for the Dallas North Tollway. To the west is an ONCOR electrical transmission line and Inwood Road.

Existing Zoning

PD-95 zoning district was created in February 2012 to allow residential uses to better foster the development of a mixed-use community of urban-style multifamily residential, retail and office uses in the area along Inwood Road. In December 2017 the City adopted Ordinance 3478 to amend PD-95 to accommodate the development of “Jefferson East Branch,” a mixed-use community to be developed by the applicant. A Conceptual Site Plan was approved as part of the Ordinance. The Conceptual Site Plan includes approximately 740 multi-family dwelling units and approximately 5,000 square feet of first floor retail space, to be developed in two phases.

Proposed Amendments

The applicant is proposing to amend the PD-95 standards as follows:

Site Coverage and Landscape

Due to the proposed configuration of the buildings (high density with buildings close to the sidewalks) combined with the existing and proposed utility easements and the other site constraints, the applicant is proposing to remove the requirement that trees shall be installed along the private driveways and travel ways at a distance not greater than 65 feet apart. The reason for this request is because the PD also requires a minimum 100 square feet of planting area for the trees along the internal drives, thus resulting conflicting dimensional provisions. The proposed PD amendment allows for flexibility in the placement of the street trees along internal drives, taking into consideration the minimum planting area.

Staff supports this proposed text amendment.

Building Materials

The applicant is proposing to use a few types of specialty exterior materials (metal panel and higher quality cementitious panels (NichihaTH)) to accentuate portions of the buildings. To accomplish the desired architectural style, the applicant is proposing to change the minimum masonry percentage requirement to 65%. PD-95 currently requires a minimum of 75% masonry for each exterior wall.

PD-95 contains a definition for masonry products, and specifies requirements and limitations for other types of materials to ensure the durability and high quality standards for all buildings within PD-95. PD-95 limits stucco to 25% of the exterior façade, cementitious fiberboard to 10% of the exterior façade and wood to 10% of the exterior façade. The applicant is proposing to amend the PD and include metal panel as an allowable material and add limitations for cementitious fiberboard and metal panels to not exceed 20% of the exterior façade. The requirements and limitation for stucco and wood will remain unchanged.

Considering the conditions contained within PD-95 regarding all permissible materials and considering the quality of the proposed elevations and the materials proposed, staff is in support of this text amendment.

Signs

PD-95 allows freestanding signs not to exceed 75 square feet in area, wall signs not to exceed 100 square feet in area, marquee signs not to exceed 100 square feet in area and awning signs not to exceed 75 square feet in area.

The applicant is proposing to add blade signs (signs perpendicular to the façade) on the buildings for better visibility from major thoroughfares; however PD-95 does not allow for blade signs.

The applicant is proposing to amend PD-95 to allow a maximum area of 100 square feet for this type of sign.

Considering the location of the subject property along Dallas North Tollway, a regional highway, and Inwood Road west of the ONCOR easement, combined with the visibility challenges of this site, staff is in support of this text amendment.

Comprehensive Plan

PD-95 is located within the east side of Farmers Branch. In January 2017, the City approved the East Side Plan which proposes to create and adopt revised zoning regulations to encourage complementary uses within the East Side subareas that provide the desired synergistic land use mix in each subarea. PD-95 is located in the Corporate Commerce subarea which recommends business, campus-type development with high-quality multi-family housing and ground floor commercial uses along with an integrated network of trails to connect people to activities.

The proposed zoning amendment of PD-95 supports the core proposals of the East Side Plan and are at the forefront of the implementation of this Plan.

Public Response

Staff mailed 12 zoning notification letters on August 17, 2018. Two (2) zoning notification signs were also placed on the site on August 2, 2018. Additionally, the required public hearing notice was published in the Dallas Morning News on August 23, 2018. Staff has not received any letters related to this zoning amendment.

Recommendation

On August 27, 2018, the Planning and Zoning Commission voted unanimously to recommend approval of the Zoning amendment as presented in Ordinance No. 3515.

Possible Council Action:

1. Motion to adopt Ordinance No. 3515.
2. Motion to adopt Ordinance No. 3515 with the following modifications ...
3. Motion to deny Ordinance No. 3515.
4. Motion to continue discussion at the next meeting.