



Information

MEMORANDUM

TO: Mayor and City Council

FROM: Gary D. Greer
City Manager

DATE: August 18, 2015

SUBJECT: Ordinance No. 3337 – SUP allowing outside sales and storage at 12895 Josey Ln.

Existing Conditions:

This 3.1 acre site is located on the southeast corner of Josey Lane and Valley View Lane, in the existing Farmers Branch Shopping Centre. This site is located in Planned Development District No. 8 (PD-8). The PD allows for a variety of local retail uses. The city requires any outdoor storage and outside sales to obtain a Specific Use Permit.

To the south of the site is an additional existing shopping center and the Chase Bank. To the west of the site is the Farmers Dell residential neighborhood (zoned R-6) and to the east of the site is Josey Lane and Walmart Neighborhood Market. (See Location Map.)

Westlake Ace Hardware recently purchased the Turner Hardware business and inventory. As part of their new business plan for this store, the applicant is requesting the opportunity for both temporary and permanent outdoor sales and storage areas. These areas include:

- a. outdoor sales area with permanent and temporary areas on the eastern portion of the lot, in the parking lot, in front of the existing store,
- b. a permanent, outdoor storage area, located on the western portion of the lot, in the rear parking lot,
- c. a sidewalk display redesign, located in the improved colonnade area, along the front façade of the building.

Site Design:

The site is comprised of the existing 28,878 square foot building, including parking areas to the west and east. The proposed site improvements are part of the applicant's overall plan to rehabilitate the Turner Hardware store to meet the standards of the Westlake Ace Hardware store. The improvements include; façade restoration (See Elevations), resurfacing of the existing parking lot, new signage and new landscaping. The applicant also proposed temporary and permanent outdoor sales and storage areas, as outlined above.

Outdoor Sales:

The proposed outdoor sales area is located in the existing eastern parking lot, in front of the building. This area is an adjustable sales space that is comprised of a total of 9,559 square feet (121' x 79'). The area is made up of a temporary sales side to the north, approximately 5,203 square feet, and a permanent sales side to the south, approximately 4,356 square feet. From March 1st through June 15th, Westlake Ace Hardware will utilize the temporary and permanent sales area as part of their seasonal sales space. After June 15th, the temporary area will no longer be necessary and will be taken down, converting the outside sales area to the smaller, permanent sales area. The permanent sales area will remain in place all year round. (See Site Plan).

These two sales area will store mainly plants, bagged goods, hardscapes and gardening supplies. The area will be secured with a 6' tall metal wire fence. The south and east sides of the permanent sales area will be covered with a black 80% blockage fabric screening material applied to the fence. Fencing around north side of the permanent sales area will be covered with the same 80% blockage wrap from June 16 through the end of February, once the temporary sales area has been removed. The temporary sales area used from March 1 to June 1 will be merchandised as to showcase ornamental vegetation and colorful live goods along Josey frontage. (See Detailed Site Plan and Photographs with the Proposed Structures). The applicant proposes to have a drive lane in the middle of the sales area for the loading of supplies for their customers. The plants are stored on 6' tall garden storage racks which allows the plants to be watered manually.

The proposed sidewalk sales area will be located adjacent to the building, within the existing colonnade and will contain planters and other items for sale. The products in this area will fluctuate based on the store's inventory and retail needs.

Outdoor Storage Areas:

The permanent outdoor storage area is proposed to be located in the existing western parking lot, at the rear of the building. This storage area will be approximately 4,032 square feet and will be secured with the same 6' tall metal fencing as the sales area mentioned above. The fencing will also be covered with a black 80% blockage fabric screening material and will be gated and locked permanently. The area will also have an overhead shade structure, 10 feet in height, and covered with the same black screening material as described above. The area will be used for product overflow and will contain bags of soil, fertilizer, mulch, etc.

The operating hours for the store are as follows; Monday to Saturday 8:00 am to 9:00 pm, Sundays 9:00 am to 6:00 pm.

Parking:

The proposed sales and storage areas will impact the existing parking, but the proposed site still provides adequate parking for the store. The site provides 142 parking spaces during peak season (March to June) and 152 parking spaces off season (July to February). The difference occurs because of the footprint of their proposed outdoor sales and storage area located to the east (See Parking Ratio Analysis). The minimum required by the City is 82 parking spaces. Access to the site will be provided from Josey Lane, Valley View Lane and Lineville Drive.

Landscaping:

The Landscape Plan is proposing a set of improvements and a general enhancement of the parking lot. All existing parking islands will be landscaped with a combination of ground cover and trees. A total of twelve new trees will be planted on the site, including three Oaks and six Crepe Myrtles. Nine of these new trees will be planted along Josey Lane in new and improved landscape islands. All landscaped areas will be irrigated with an automatic irrigation system, with underground hardware. (See Landscape Plan)

Signage:

Along with the façade improvement the wall signage will be replaced. The front façade will include a letter sign, Westlake ACE Hardware, erected against the parapet wall, parallel to the wall, and two small sign areas on each side of the letter sign (See Elevations).

Comprehensive Plan:

In 2008 the city adopted the Four Corners Vision Plan which set forth the planning framework for the area. The applicant's request is consistent with the Vision Plan.

Thoroughfare Plan:

City staff is recommending eventual east/west extension of Lineville Way to Josey Lane. A 50' wide right of way (ROW) section will be required along the southern edge of this site. The property owner, David Claassen is considering this future expansion. The site plan design for this store has taken this future alignment into consideration.

Public Response:

One hundred and ninety-one (191) zoning notification letters were mailed to the surrounding property owners on July 2nd, 2015. Two (2) zoning notification signs were also placed on the site on that same day. As of July 10th, one letter of opposition had been received by the City.

Possible Council Action:

1. I move to close the public hearing and to adopt Ordinance No. 3337 granting a SUP for outside sales and storage located at 12895 Josey Lane.
2. I move to close the public hearing and to adopt Ordinance No. 3337 granting a SUP for outside sales and storage located at 12895 Josey Lane, with modifications.
3. I move to table the item or take no action.