



# **INFORMATION MEMORANDUM**

---

TO: Mayor and City Council

FROM: Charles S. Cox  
City Manager

DATE: September 5, 2017

SUBJECT: Ordinance 3461 – Specific Use Permit for Gasoline Service Center and associated Site Plan at 14054 North Stemmons Freeway

---

## **Existing Conditions:**

This 0.746-acre site is comprised of two lots located on the northeast corner of Valwood Parkway and the northbound frontage road of North Stemmons Freeway (I-35). This site is located within the “Freeway” subdistrict of Planned Development No. 70 (PD-70). (See Location Map) The Freeway subdistrict allows a convenience store by right, but requires a Specific Use Permit (SUP) for all gasoline service centers. In addition, this site also has been designated an Alcohol Sales Overlay subdistrict, which allows for the sale of beer and wine for off-premise consumption.

Currently the two lots comprising the subject site are occupied by two buildings, both one story in height. Both buildings are vacant.

The site is surrounded by retail and commercial type uses. To the east and north there are restaurants (Taco Bueno and Grandy’s). To the south of the site is another gas station with a convenience store (Chevron). To the west is the North Stemmons Freeway. (See Aerial Map)

## **Site Design:**

The applicant, 7-Eleven, is proposing a new gasoline service station and convenience store at this location. This corner has high visibility and heavy traffic volumes as well as convenient access from both Valwood Parkway and the I-35 frontage road.

### **The Convenience Store**

The proposed convenience store will be placed along the eastern property line facing the frontage road. The building will be a one story building (18.8 feet high) and contain approximately 3,010 square feet. (See Site Plan)

The building will be fully covered in masonry product (traditional brick). The western façade facing the frontage road will have the storefront access with a metal awning installed above the storefront. The southern façade facing Valwood Parkway will have a similar treatment as a main façade with a decorative storefront and a metal awning as well.

Wall signs will be placed on the western and southern façades of the convenience store, facing the I-35 Freeway frontage road and Valwood Parkway. (See Building Elevations)

### **Gas Service Center**

The proposed gas service center contains six double-sided gas pump stations and is covered by a large overhead canopy. The height of the canopy is approximately 14.6 feet. The canopy will be supported by structural metal posts covered with the same brick material used on the building. The canopy will be composed of preformed metal and will include flush mounted security lights on the underside. Internally illuminated wall signage (Exxon logo only) is proposed on the canopy. (See Canopy Elevations)

### **Parking**

The convenience store will provide twelve surface parking spaces. In addition, twelve vehicles can be served at the same time underneath the canopy above the gas pumps. PD-70 requires a minimum of eight parking spaces.

Access to the site will be provided from both Valwood Parkway and the I-35 frontage road. Final approval of the access points along the I-35 frontage road must be obtained from the Texas Department of Transportation (TxDOT).

A masonry dumpster enclosure is located in the northeast corner of the lot. (See Site Plan).

### **Landscaping**

Twenty-two percent (22%) of the site is proposed to be landscaped open space. Additional landscaping will be placed along the perimeter of the site. Street trees and flower beds will be added along both streets and the northern property line and a dense row of screening shrubs will be installed along the eastern property line. Landscaped parking islands are proposed in the parking area on the front sides of the convenience store. Sixteen (16) new trees (composed of Chinquapin Oak, Bald Cypress, Lacebark Elm and Crape Myrtle) are proposed to be installed on site. Sidewalks with ADA ramps will be installed along both public streets. (See Landscape Plan).

## **Signage**

A freestanding pole sign is proposed on the northern property line. The pole sign is proposed to be 30 feet in height with 72 square feet of sign area. In addition, a monument sign (6 feet in height with 30 square feet of sign area) is proposed on the corner of the I-35 frontage road and Valwood Parkway. Wall signage is proposed along both the western and southern façade of the convenience store and the gas canopy. All proposed signage complies with PD-70 requirements. (See Sign Exhibit)

## **Comprehensive Plan:**

The 2012 Central Area Plan identifies this area as Stemmons Freeway Corridor (I-35) and recommends additional landscaping and sign controls throughout this corridor area to ensure that it will continue to be a good location for future regional retail development. The Plan proposes retail improvement strategies that emphasize design and aesthetics to enhance the City's image along the major corridors, smaller parking lots with good landscaping, good quality building materials for at least 80% of the façades, smaller buildings with articulated façades. The proposed development of the 7-Eleven gas station with the convenience store follows the recommendations of the Central Area Plan.

## **Thoroughfare Plan:**

No additional improvements for Valwood Parkway are proposed or budgeted at this time.

## **Public Response:**

Six (6) zoning notification letters were mailed to the surrounding property owners on August 3, 2017. Two (2) zoning notification signs were also placed on the site on that same day. A public notice was published in Dallas Morning News on August 21<sup>st</sup>. As of September 5<sup>th</sup> one letter of opposition has been received by the City. This letter of opposition is from the property owner of 2360 Valwood Parkway, across the street to the south, and represents more than 20% of the area within the 200' radius of the subject site, therefore requiring a supermajority vote to approve this SUP.

*On August 14<sup>th</sup>, the Planning & Zoning Commission voted to recommend approval of this Specific Use Permit as outlined in Ordinance No. 3461. The vote was unanimous.*

## **Possible Council Action:**

1. I move to adopt Ordinance No. 3461
2. I move to adopt Ordinance No. 3461 with the following modification(s)...
3. I move to table the item or take no action.

Due to written opposition of at least 20% of the surrounding property owners, a supermajority vote (4 votes) is required to adopt Ordinance No. 3461.