



INFORMATION MEMORANDUM

TO: Mayor and City Council

THROUGH: Ben Williamson, City Manager

FROM: Brett Mangum, Lead Planner

DATE: August 5, 2025

SUBJECT: Conduct a public hearing and consider adopting Ordinance No. 3935 to rezone approximately 2.12 acres of property located at 14500 Landmark Boulevard from Light Industrial (LI) zoning district to Planned Development District No. 109 (PD-109) zoning district to allow multi-family residential development and establish related development standards; and take appropriate action.

Background:

The applicant, Daniel Box with Winstead PC, is requesting to rezone approximately 2.12 acres of land located at 14500 Landmark Boulevard, described as Lot 4, Block 1, Wellington Square Addition, from Light Industrial (LI) zoning district to Planned Development District No. 109 (PD-109) zoning district for the construction of a multi-family development. This request includes a proposed conceptual site plan, landscape plan, and building elevations.

The subject property is situated on the eastern periphery of the Farmers Branch city limits, and is accessed through Landmark Boulevard, by way of Inwood Road or Quorum Drive. The site is composed of two distinct parcels. This staff report and rezoning request will largely focus on the western parcel, which is 2.12 acres addressed as 14500 Landmark Boulevard within the incorporated boundaries of Farmers Branch. The eastern parcel, 4.69 acres, addressed as 14651 Dallas Parkway, is located outside Farmers Branch city limits and within the Town of Addison.

The two parcels have historically functioned together, with the eastern parcel hosting a 372,000 square foot office building, and the western parcel hosting a five-level parking structure that supports the office building. The office building, known as the Princeton, went into foreclosure in 2023 and was purchased by the developer in order to convert the office building into residential units. The current plans are to demolish the existing office tower and build a new multi-family

residential building on the eastern parcel, while retaining the existing parking garage on the western parcel, and adding three stories of multi-family residential on top of the garage.

Adjacent Zoning Districts and Land Uses:

Direction	Zoning District	Land Use
North	Planned Development No. 98 (PD-98)	Multifamily Residential
East	(Town of Addison)	Office Building (vacant) [proposed for multi-family residential]
South	Light Industrial (LI)	Railroad spur & electrical transformer yard
West	Light Industrial (LI)	Railroad spur & electrical transmission lines

Proposed Rezoning Request:

The applicant has provided a development proposal outlining the reasoning for this request, which is included as an attachment to this report. An analysis of the development proposal is below.

Site Layout - Building Placement

The applicant is proposing a modified podium-style environment for this multi-family development. The building will feature 135 units on the eastern tract. At 2.12 acres, this results in a density of approximately 64 units per acre. The unit mix will be composed of studios, 1-bedroom, 2-bedroom, and 3-bedroom units. The building footprint will only see minor modifications, as the existing garage structure will remain intact. Three pedestrian bridges are proposed to link the parking garage with the new multi-family building on the eastern (Addison) tract.

Building Design

Per the conceptual elevations, the building design contains a mix of different colors of brick, stucco, and siding as exterior materials, which helps promote architectural interest. The parking garage will have louvers added for ornamentation and to provide a vertical element. Overall, using these contrasting building materials, various colors, depths, and height variations helps to create urban-style aesthetics and eliminate any potential ‘blank wall’ effect.

Streetscape

The developer has indicated that some of the existing mechanical components near the western property line between the parking garage and Landmark Boulevard will be removed, which will significantly improve the public realm. In addition, the design has been refined to include bulb-outs and parallel parking along the eastern side of Landmark Boulevard, which should have a

calming effect on traffic. The sidewalk will be recessed further back from the street, granting additional safety to pedestrians, and street trees will supply shade for sidewalk users as well as for parked cars.

Landscape Open Space

The City's Multifamily Development Policy recommends a minimum of 150 square feet of usable open space per dwelling unit. At 135 dwelling units, a calculation yields 20,250 square feet of open space. The developer is providing 22,318 square feet of landscaped open space on the site, exceeding the minimum recommended amount.

Four existing trees on the site will be preserved, and ten new canopy tree plantings are proposed (Live Oak, Red Oak, Lacebark Elm, or similar). A small reduction in street trees is requested as part of the PD conditions, which requires a tree planting for every 25 linear feet of street frontage. Due to the constraints of the existing overhead power lines, power poles, and street lights, the applicant is instead requesting to plant at a ratio of one street tree per every 35 linear feet, resulting in four additional street trees being planted in the parkway to be maintained by the property owner.

In addition, four private rooftop courtyards are included in the plans, which will feature both amenities (programming to be determined) as well as ornamental tree plantings (magnolia, crape myrtle, holly, or similar).

Access and Parking

This property currently contains approaches that are oriented towards the east and the existing office building. With the redevelopment, a new two-way driveway will be added to provide access to the west, linking the parking garage with Landmark Boulevard. Additionally, the existing north-south fire lane will be punched out, providing a secondary access point to Landmark Boulevard as it wraps around the site towards the south. Additional entrance and exit points to the parking garage will remain on the eastern side. The five-level parking structure will accommodate 1226 parking spaces at 1.2 parking spaces per bedroom. In addition, the conceptual site plan shows an additional eight on-street parallel parking spaces within the Farmers Branch side, as well as seven on-street and 17 surface parking spaces on the Addison side.

Design Analysis

The location of this site is somewhat secluded from the rest of the city, and there is no single-family residential development anywhere in the vicinity. This rezoning request would be considered 'downzoning', reducing the potential negative externalities of the current Light Industrial (LI) to a less intensive land use category. Planned Development zoning gives the City Council the flexibility to add development conditions, while at the same time requiring a detailed Site Plan. This gives an added layer of certainty that what is built aligns with the form which City Council has approved.

Comprehensive Plan Recommendation:

The 2045 Farmers Branch 2045 Comprehensive Plan designates the site as future “Mixed-Use” on the Future Land Use Map. Mixed use areas are intended to contain a mix of complementary uses that may include housing, office, civic, commercial, limited industrial uses (compatible in size and scale with the other uses in the area), park and open space uses. These areas are designed and oriented as a cohesive district, neighborhood or corridor. The mix of uses may be in a common site, development area, or building. Individual developments may consist of a mix of two or more complementary uses that are compatible with and connected to surrounding uses. Although this proposal involves a single use and no commercial component, the addition of residential units has the potential to spur future commercial growth in the vicinity. As a result, the proposed development is consistent with the Comprehensive Plan.

Public Response:

Notice of this public hearing was published in the Dallas Morning News on July 18, 2025. On June 12, 2025, 10 notification letters were sent to affected property owners within 300 feet of the site as well as to both the Carrollton-Farmers Branch and Dallas Independent School Districts. A zoning notification sign was posted on the site on June 13, 2025. As of the writing of this staff report, no written correspondence has been received regarding this SUP request.

Recommendation:

On June 23, 2025, the Planning and Zoning Commission considered this request and recommended approval unanimously.