

## STAFF REPORT

**Case Number:** 17-ZA-08  
**Request:** Zoning amendment to the Planned Development District No. 95 (PD-95)  
**Address:** 14175 & 14031 Dallas North Parkway  
**Petitioner:** JPI Real Estate Acquisitions, LLC

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### Summary

**Site design:** *Two (2) mixed-use buildings with retail ready units on the first floor and multiple family residential units on the upper floors*

**Units:** *Approximately 740 dwelling units (DU)*

**Masonry:** *Minimum 75% masonry*

**Parking:** *1.56 parking spaces/dwelling unit; 1,155 parking spaces in two garage structures and 24 on-street parking spaces along the interior spine road*

**Landscape:** *Approximately 35% of the property consisting of a public open space and interior courtyards; in addition the site will benefit from the adjacent ONCOR property that will be developed as a public open space with a wide trails network*

### Existing Conditions

This 9.6-acre site is comprised of three currently undeveloped lots. To the north of the site is the 15-story Centura Tower office complex. To the east is direct access to the southbound frontage road for the North Dallas Parkway. To the south is another multi-story office building. To the west is an ONCOR electrical transmission line and Inwood Road. All of the land uses surrounding the site are either commercial or professional in nature. The Telos Health Club is located approximately 600 feet south of the site. The closest residential development to the site is the Broadstone Apartments, approximately 2,500 feet to the south. Two other residential projects were approved on locations closer to this site along Inwood Road.

The subject property is located within the Planned Development District No. 95 (PD-95). 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.

PD-95 was developed, by Provident Realty Advisors Incorporated, and is the result of three combined planned development districts (PD-76, PD-42, and PD-41). Because none of these PDs allowed for residential development, Provident opted to create a new Planned Development

district specially designed for their proposed residential project. PD-95 established the development standards and prescriptions in regard to: building volumes and materials, site coverage and landscaping, parking, streets, sidewalks, and signs. A Conceptual Site Plan illustrating the main design elements of the project was included with the new PD. Provident proposal included approximately 648 multiple family residential units within two buildings wrapped around parking garages and internal courtyards, to be constructed in two phases.

JPI Real Estate Acquisitions, LLC currently has the property under contract and is proposing the current zoning amendment to the Conceptual Site Plan to better accommodate the design of “Jefferson East Branch,” a mixed-use community with several retail ready units at the corners of the buildings and multi-family units in the rest of the building. No use change is proposed with this zoning amendment of PD-95.

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

### **Proposed Amendments**

The intent of this proposed amendment is to adjust the Conceptual Site Plan and PD-95 to accommodate Jefferson East Branch, a proposed mixed-used community containing approximately 740 multi-family dwelling units and approximately 5,000 square feet of first floor retail space.

The main difference between the existing and proposed Conceptual Site Plans is the reconfiguration of the perimeter private streets to allow the buildings to come closer to the public spaces for a more urban character and to allow for parking garages with greater capacity.

JPI is proposing to develop approximately 740 multi-family residential units within this 9.6-acre site. The proposed project will be composed of two residential buildings, each with an internal parking structure and two courtyards. Each building will be five (5) stories in height (approximately 78 feet). The northernmost building will be slightly larger than the southern building, and will be approximately 442,500 square feet in size with 390 dwelling units and space for retail-ready units in the southwest corner, two internal courtyards and 630 parking spaces in the parking garage. The southern building will be approximately 399,350 square feet in size with 350 dwelling units and space for retail-ready units in the northwest corner, two courtyards and 525 parking spaces in the parking garage. All of the dwelling units will be either one or two bedroom floorplans.

The applicant is proposing the development of internal private streets to serve the project. The proposed project will be served by one main access point from the North Dallas Parkway and three access points along Inwood Road. The main spine road between the two buildings will connect to Inwood Road and the Dallas North Parkway frontage road. This street will include parallel parking and adhere to an urban streetscape design with large sidewalks, street trees and special paving treatments and buildings immediately adjacent to the sidewalk. This spine road will contain twenty-four (24) on-street parking spaces.

The project will be developed in two construction phases. The first phase will be the development of the northernmost lot and building. This phase will also include the construction of all the necessary infrastructure (water, sewer, etc.) eventually needed for both buildings, including the full development of Street A (central east/west street). The second phase will consist of the smaller southern building and lot.

### **Elevations**

All exterior building façades will be at least 75% masonry product. The applicant is proposing a combination of two colors of brick, stucco and metal panels. The clubhouse area will be designed with a typical storefront look.

The estimated cost for this proposed development is \$140 million.

### **Landscape and Open Spaces**

Although the proposed design of the project is very urban, the applicant is proposing to provide at least 35% landscaped open space along all internal streets and in the interior courtyards. All first floor residential units will have either direct front door access to the street and sidewalk or large patios facing open spaces. Approximately 71 new street trees are proposed within the site.

In addition, JPI will partner with the City to install a trail system throughout the ONCOR transmission area located along the western side of the site. This trail system is part of a larger trails network that is proposed on the East Side to connect all ONCOR easements and abandoned railways.

### **Market Study**

With this zoning amendment of PD-95, the applicant submitted a Supply and Demand Forecast to address the new mix of uses at this location. The analysis was completed by the Meyers Research Company. The objective of the analysis was to provide forecast of supply and demand conditions for the City of Farmers Branch in the Carrollton/Farmers Branch submarket in the Dallas-Plano-Irving metropolitan statistical area.

Knowing that the market occupancy has been strongly correlated with the Metro's job growth historically, Meyers Research Company expects the Farmers Branch apartment market to add an average of 756 dwelling units per year with an occupancy averaging at 94.5%.

## **Traffic Study**

JPI performed a traffic analysis to estimate the impact of the development on existing traffic routes within and around the site. Currently the office building to the south is using the JPI's property to access in and out on daily routes, through a driveway that loops around the southern lot and connects onto the Dallas North Parkway frontage road. The site design JPI is proposing will eliminate the existing driveway loop that offers an alternate connection of the office users to the Dallas North Parkway frontage road will reconfigure the driveway access from the frontage road. The traffic study the applicant performed showed that the driveway access is used intensively by the users of the office building. The site plan layout proposes to maintain this access point and slightly reconfigure it to allow right-in and right-out traffic into the frontage road.

## **Comprehensive Plan**

The 2017 "East Side Plan" adopted by the City of Farmers Branch will guide the redevelopment of the East Side area into a destination that will encourage the people who live, work and visit Farmers Branch to stay and play in Farmers Branch.

Among the Plan's goals are: establish through zoning or overlay regulations a visually appealing, functional, and compatible district for people-oriented spaces and synergistic development, create a system of shared spaces, parks and plazas that positively contribute to the aesthetics, livability, vitality, and functionality of the District; and connect the District neighborhoods and parks or shared spaces where traveling via multiple modes is effective and pleasant.

The East Side Plan proposes actions to accomplish the proposed goals: seek and encourage entertainment-related uses to add activity, vitality, and night-life to East Side such as restaurants with outdoor seating and patios, music shops and venues, food truck parks and spaces, culinary-related incubation spaces, movie theaters, etc. The East Side currently lacks sufficient entertainment and restaurant uses, but each would be perfectly suited to the East Side's grid street pattern, public transit options, and large, adaptable buildings.

The subject site is located within the Corporate Commerce District as designated by the East Side Plan. This District is designed for business campus-type development with multi-story buildings and uses to support the daytime population. This area also stand apart from other areas in the District because of their high quality office space with tall buildings along the Dallas North Tollway Corridor. Within this sub-district, there are areas where multi-family residential with ground floor commercial uses may be appropriate. Large mixed-use developments could take advantage of, and potentially help fund the construction of, new trails and connections proposed within the District. These trails could connect people and activities in the Corporate Commerce subareas to people and activities in other parts of East Side and beyond.

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

**Thoroughfare Plan**

Inwood Road is not identified for further expansion on the 2013 Thoroughfare Plan, no improvements for this street are budgeted at this time.

**Public Response**

Twelve (12) zoning notification letters were mailed to the surrounding property owners within 200 feet, as required by state law, on November 1, 2017. Two (2) zoning notification signs were also placed on the site on the same day. As of November 9<sup>th</sup>, no letters of opposition have been received by the City.