

STAFF REPORT

Case No.: 26-ZA-04

Request: Conduct a public hearing and consider adopting Ordinance No. 4012 for a comprehensive amendment to the Planned Development District No. 80 (PD-80) and an associated Conceptual Site Plan for an 8.703- acre site located at 5000 Alpha Road and platted as Lot 1R & 2R, Block A, Alpha West Addition; and take appropriate action.

Applicant: Stefano Farina, Kennedy Wilson

Planning & Zoning Commission Meeting: August 24, 2026

Summary:

The applicant requests to amend the existing Planned Development District (PD-80) to update the conceptual site plan and accommodate a new multifamily development. Surrounding zoning is primarily Light Industrial, while the uses are largely non-residential and span from office to hotels to retail. The Galleria Dallas lies 1,000 feet to the east across the Dallas North Tollway. The nearest multifamily developments to the site are Alvista Galleria directly to the south and Cortland Galleria half a mile to the south.

The subject site includes 8.703 acres of land located at the southwest corner of Alpha Road and Inwood Road, on the east side of Farmers Branch in Council District 4. The site is currently vacant and previously hosted a big box store and associated parking lot. The store closed in 2012 and was subsequently demolished in 2017, with only a portion of the original parking lot remaining.

Please note that the conceptual site plan amendment will only modify the northern 8.703 acres of PD-80. The remainder southern portion of PD-80 is developed as a 409-unit multifamily development (Alvista Galleria) and no changes are proposed for this area at the present time. The currently adopted conceptual plan shows a 155-room hotel and a seven-story, 205,000 square foot office building on the 8.703 acres north of the Alvista Galleria, along with retail, restaurant, and green space. The proposed conceptual plan will remove the commercial components and replace them with multifamily to be built in two phases. Phase 1 on the eastern 4.0306 acres is to be developed first, with 319 units, and Phase 2 on the western 4.673 acres to be developed later, with unit count not to exceed 80 units per acre in order to comply with the existing PD-80 requirements.

Multifamily apartments or multiple-family dwelling use is not currently entitled by right on this property, unless it is in combination with a commercial component (mixed-use). A zoning amendment is required to authorize single-use residential projects and to update the conceptual site plan that was previously approved as part of Ordinance No. 3442 in May 2017. All other established PD-80 standards will remain in place with no modifications. If this zoning amendment is approved by the City Council, the applicant will need to bring forward a detailed site plan for

both phases along with landscape plans and building elevations. This will necessitate a secondary round of public hearing, reviews, and approvals.

Adjacent Zoning Districts and Land Uses:

Direction	Zoning District	Land Use
North	Planned Development (PD-55)	Retail
South	Planned Development (PD-80)	Multifamily
East	Light Industrial (LI)	Offices & Dallas North Tollway
West	Light Industrial (LI)	Offices / Showroom

Proposed Development:

The applicant proposes rezoning approximately 8.703 acres to allow for multifamily use at the subject site addressed as 5000 Alpha Road. The first phase consists of 4.0306 acres with the conceptual site plan showing a 353,000 square foot multifamily building along with associated parking, landscaping, streetscape, and amenity improvements. The proposed building is a 319-unit, five-story apartment with a mix of studio, one- and two-bedroom units with a central five-story parking structure. This type of development is known as a ‘wrap’ style of construction because the residential building will wrap around and hide the parking garage from view of the streets. The height from ground floor to top plate will be approximately 65 feet, measured to the top of parapet. The building setbacks are 10 feet off of the Alpha Road and Inwood Road frontages, 30 feet off the western property line and 20 feet off the southern property line. The street facing setbacks will be similar to Alvista Galleria to the south, featuring wide sidewalks and private yards for ground level units.

For Phase 1, the residential unit composition is 38 studio units (11.9%), 208 one-bedroom units (65.2%), and 73 two-bedroom units (22.9%), with a total density of 79.14 units per acre, based on the 4.0306 acres in Phase 1. There will be an interior private courtyard with a pool and recreation area. Residents will also enjoy a ground floor clubhouse and indoor amenity space, along with two interior courtyards and a dog park.

Phase 2 is earmarked for future multifamily development under this proposed amendment. No details or development proposals are being considered at this time. This portion of the 8.703 acres is largely conterminous for where the 155-room full-service hotel was envisioned on the original PD-80, Ordinance No. 3442. Approving this zoning amendment would extinguish the allowance for a hotel and replace it with an allowance for multifamily at a density of up to 80 units per acre (maximum unit count of 373).

Site Access

The development would utilize existing road entries from Alpha Road and Inwood Road connecting to existing private driveways to provide vehicular access to the site. The private drives do not link up due to the placement of the dog park, which limits overall connectivity. The private drives will meet the minimum dimension of 24-foot for fire lanes, which will provide access to all

sides of the building for emergency vehicles and first responders. The plans do not indicate whether or not the parking garage will be gated to prevent pass-through traffic. If gates are installed then they will be equipped with Knox Boxes which would permit access for any first responders including the Fire Department.

Pedestrian access is provided on both street frontages where none exists currently. A recessed six-foot wide sidewalk will be added along Alpha Road, with an additional six-foot wide sidewalk being installed along Inwood Road. A series of private sidewalks are proposed internal to the site to provide connections to all building entrances. Striped crosswalks across the two vehicular access points will provide an additional layer of safety and visibility. A DART bus stop for route 227 is on Alpha Road and a separate stop for bus route 239 is located on Inwood Road. This affords an additional transportation option to potential residents and employees.

Parking

The existing requirement within PD-80 is one parking space per bedroom. Parking will be evaluated in detail on the subsequent detailed site plan submittal, but the framework for the concept plan appears to meet and exceed the parking minimums set forth in Ordinance No. 3442, and no changes to this ratio are proposed at this time.

PD-80 Requirement	Minimum Required	Total Provided	Type of Parking Provided	Complies?
1 space per bedroom	392 spaces	401 spaces	14 – surface spaces (parallel & head in) 387 – spaces in parking garage 1 – loading/unloading zone (45'x10')	Yes

Landscaping

The applicant is proposing to exceed the minimum requirements set forth in Ordinance No. 3442 for PD-80, which calls for at least 10% of the total acreage to dedicated to planted landscape areas. Street trees will be planted along the two street frontages, with additional ornamental trees and screening shrubs dispersed throughout the property. The interior courtyards are also programmed with extensive landscaping. A detailed landscape plan will be required to be submitted and reviewed by City staff at such time the detailed site plan application is processed, and the property must pass inspection for compliance prior to being granted a Certificate of Occupancy.

Building Elevations

The exterior materials include brick masonry and fiber cement panel on each street facing façade. The brickwork is concentrated on the lower four floors with the top floor being a contrast color composed of the fiber cement. Glazing, or windows and doors, also makes up a significant amount of the total surface area. Three of the facades (west, north, and east) are greater than 50% brick, with the south side being slightly less at 41.3% brick.

The applicant is proposing a contemporary architectural style, with large openings, clean surfaces and continuous lines to add a specific rhythm to the façades. The choice of finish materials was

imposed by the theme of the contemporary style the architectural team is aiming to accomplish. (See Renderings)

Multifamily Development Policy

The city's Multi-Family Development Policy (MFD) outlines the suitability of multi-family in various sectors of the city. With the adoption of Ordinance No. 3715 by City Council on November 16, 2021, the policy serves as a guide for desirable development standards to ensure the development of quality multifamily residential communities within the City. This project will be assessed against the MFD policy once it reaches the detailed site plan submittal, which is a secondary public hearing process that will be brought before Planning & Zoning Commission and City Council at a later date.

Comprehensive Plan Recommendation:

The Farmers Branch 2045 Comprehensive Plan designates this site as "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. Housing can take the form of medium- to high-density residential uses, in various formats and densities. Development should be carefully designed with appropriate transitions to moderate density neighborhoods or non-residential uses. There are no single-family residential areas proximal to the subject site.

Due to the proposed development being single-use with no commercial component, the proposed development is not consistent with the future land use designation in the Comprehensive Plan.

Public Response:

On August 13, 2026, 22 notification letters were mailed to the surrounding property owners and Carrollton-Farmers Branch and Dallas Independent School Districts. A zoning notification sign was posted on the site the same day. As of the writing of this report, no written correspondence has been received by the city.