



INFORMATION MEMORANDUM

TO: Mayor and City Council

THROUGH: Ben Williamson, City Manager

FROM: Sam Chavez, AICP, Director of Community Services

DATE: November 18, 2025

Case No.: 25-SU-06

Request: Conduct a public hearing and consider the request for a Specific Use Permit (SUP) for an Indoor Commercial Amusement use (baseball practice facility) on a portion of an approximately 1-acre property located at 13850 North Stemmons Freeway and located within the Planned Development District No. 70 (PD-70) zoning district; and take appropriate action.

Background:

Andrew Guerra with Pendulum Swing Lab, is requesting approval of a Specific Use Permit (SUP) for a baseball practice facility within an approximately 5,100 square foot suite of the existing building located at 13850 North Stemmons Freeway, specifically Suite No. 100.

The subject property is an approximately 1-acre lot located south of Valwood Parkway, between North Stemmons Freeway and Denton Drive. The subject site is located in Planned Development District No. 70 (PD-70), and specifically within the Freeway (“OFB-FW”) subdistrict of the PD, which is governed by Ordinance No. 3569, which requires approval of a SUP for indoor commercial amusement uses within this district.

Adjacent Zoning Districts and Land Uses:

Direction	Zoning District	Land Use
North	Planned Development District No. 70 (PD-70)	Office; Commercial; Warehousing; Light Industrial and Manufacturing

South	Planned Development District No. 70 (PD-70)	Office; Commercial; Warehousing; Light Industrial and Manufacturing
East	Dallas Area Rapid Transit (DART) rail line; Planned Development District No. 70 (PD-70)	Rail line; Office; Commercial; Warehousing; Light Industrial and Manufacturing
West	Interstate 35 (IH-35E)	Freeway

Proposed Use:

The applicant is requesting SUP approval for Pendulum Swing Lab, a baseball training facility offering private use of batting cages and onsite instruction on an appointment basis.

The proposed hours of operation are 10:00 AM to 10:00 PM Monday through Friday. Staff will consist of three employees in total, with 2 full-time employees and one part-time employee.

PD-70 Ordinance No. 3569 defaults to the Comprehensive Zoning Ordinance (CZO) for parking requirements for indoor commercial amusement uses, which requires one parking space per 1,000 square feet of gross floor area for this use. Therefore, the subject 5,100 square foot suite requires 6 parking spaces. There are two adjoining suites within the building; Suite Nos. 110 and 120. Suite No. 110 is currently occupied by Azuma Catering, and Suite No. 120 is currently occupied by WS Construction, with both businesses primarily using these suites for warehousing. PD-70 Ordinance No. 3569 requires one space per 1,000 square feet of gross floor area for warehouse uses, which given the combined total square footage of 8,000 square feet for both Suites 110 and 120, a total of 8 spaces are required. Therefore, the total number of parking spaces required between the three businesses is 14 spaces. The subject property currently has 23 total parking spaces. Given Pendulum Swing Lab's appointment-based business model, current onsite parking should be sufficient.

Ordinance No. 3569 requires at least five percent of any lot to be landscaped, with the required front yard being used exclusively as landscaped open space and one tree per 30 lineal feet being planted along all street frontages. For the subject property, a total of four trees are required to be planted, each along both North Stemmons Freeway and Denton Drive. Per the landscape plan, 15 percent of the subject property is currently landscaped with 11 trees provided along North Stemmons Freeway and five trees along Denton Drive. The applicant proposes to maintain this landscaping, which exceeds the required threshold.

The applicant plans to utilize the existing building in its current form. Modifications will be limited to those needed to suit business operations, including the interior layout per the proposed floor plan.

Farmers Branch 2045 Plan Recommendation:

The Farmers Branch 2045 Plan designates the subject property and the surrounding area as Regional Commercial, which recommends single-use commercial land uses at a scale compatible

with and visible from regional throughfares and highways. Recommended land uses include: commercial, office, and services. Given this, the proposed use is consistent with the recommendations of the Farmers Branch 2045 Plan. Furthermore, the proposed use has the potential to bring about additional economic vitality and consumer activity to the area.

Public Response:

On October 16, 2025, 20 zoning notification letters were mailed to all affected property owners within 300 feet of the subject property in addition to both the Carrollton-Farmers Branch and Dallas independent school districts. A zoning notification sign was also placed on the property the same day. As of the writing of this staff report, no correspondence regarding this case has been received by the staff.

Planning and Zoning Commission Recommendation:

At their October 27, 2025, meeting, the Planning and Zoning Commission unanimously recommended approval of the request.