



# INFORMATION MEMORANDUM

TO: Mayor and City Council  
FROM: Charles Cox  
City Manager  
DATE: August 31, 2016  
SUBJECT: Proposed Resolution No. 2016-058 to approve a Detailed Site Plan for a mixed-use development

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## Summary

**Site design:** 4 mixed-use buildings - 3 and 4 stories in height, 2 clubhouses - 1 story  
**Uses:** residential: apartment units and rentable townhomes, first floor retail, additional retail use within the proposed clubhouses (17,840 sf) and additional retail-ready space within 5 ground floor units (4, 567 sf)  
**Units:** 586 dwelling unit (DU)  
**Masonry:** minimum 80% brick  
**Parking:** 920 parking spaces, combination of individual garages, internal parking structures and surface and on-street parking, 1.56 parking spaces/DU  
**Landscape:** 21.4% of the property consisting of a public open space and a wide trail around Blue Lake, landscaped open space and wide sidewalks with streetscape

## Existing Conditions

This 16.140-acre site is comprised of 5 lots, 4 corner lots and one lot around Blue Lake. The site is a rectangle shaped tract bordered by Blue Lake Circle and McEwen Drive. The site is located approximately 330 feet east of Alpha Road and approximately 150 feet west of Midway Road. There are currently 4 office buildings placed around Blue Lake. All of these buildings have surface parking orientated towards the main streets.

The site is located within Planned Development Distract No. 90 (PD-90) (See Location Map). In 2007, the City approved the Planned Development No. 90 (PD-90) for an approximately 40-acre area between Alpha Road, Midway Road and Blue Lake Circle to be completely redeveloped into a mixed-use community. The Conceptual Site Plan for PD-90 illustrates the future development as a combination of live-work multi-family residential community with a required commercial component. This original Site Plan included 500 to 900 dwelling units and 30,000 sf of retail space.

Tract 3 is surrounded by institutional and office uses to the east, north and west. To the south are retail land uses. (See Aerial Map)

## Site Design

The applicant, Leeds Real Estate Services Inc., is proposing to remove the four existing office buildings and create a new mixed-use development called “Midway Urban Village” in two phases. Phase One will include the north and east tracts. Phase Two will include the south west corner.

Midway Urban Village is a proposed a mixed-used community composed of: 586 multifamily units (all one and two bedroom apartments) 3 and 4-story high buildings, and 17,840 sf of first floor retail in the two eastern buildings. Three buildings (Lot B, C and D) will be wrapped around 2-level garage structures / parking facilities and one lot (Lot A) will be designed as a rentable townhome community with individual garages for each unit. There are also two information centers / clubhouses proposed on this site. The overall proposed site coverage is 74%.

The Site Plan places the four buildings around a new interior private street that cuts through the tract north of Blue Lake connecting McEwen Drive on both sides parallel with Blue Lake Circle. This interior street will serve as main access to the buildings. All proposed garages will have access from this interior street. This interior street will include a pedestrian-friendly walkway with wide sidewalks and an urban look with on-street parking, first floor retail and street trees. Another proposed interior street is the southern continuation of Greenview Boulevard. This Greenview extension will include a landscaped median.

The primary design element for Tract 3 is the existing water feature known as “Blue Lake”. This small lake is the remains of an old quarry and is fed by natural springs. Over the years this lake has been an urban landmark on the east side of Farmers Branch.

The applicant, Leeds Real Estate Services Inc., is proposing Midway Urban Village to be constructed in two phases.

- **Phase One** will consist of approximately 12.014 acres and three lots (Lot A, B and C) plus an information center with a clubhouse. The lot coverage for this Phase is 71%. Phase One will include 351 dwelling units.
  - **Lot A**, at the southeast corner, has a special layout being a community of rentable 3-story townhomes / individual units and mixed use buildings with first floor retail and apartment units in two extra upper floors. Lot A will contain 70,036 sf

of multifamily and 5,679 sf of first-floor retail. 66 units (96% one bedroom) are proposed: 52 rentable townhomes (1,238 sf in area) and 14 apartment units (690 sf to 1,250 sf in area) are proposed for this area. The townhomes will take full advantage of lake views and frontage along Midway Road. The retail portion will be distributed along the interior street, on the northern side of the building.

- **Lot B** at the northeast corner, consist of one building containing 145,057 sf of multifamily and 5,161 sf of retail, wrapped around a 2-level parking garage (191 parking spaces) and a courtyard (4,382 sf). 163 units (67% one-bedroom) are proposed for Lot B. In addition to the dedicated 5,161 sf of retail, the applicant is proposing 5 “retail-ready” units (4,567 square feet) to be built to commercial standards and will be ready to be used under a potential retail demand in the future. The initial use of these 5 units will be residential. The retail portion is distributed along the interior street, on the southern side of the building.
- **Lot C** will consist of one building at the northwest corner, containing 99,878 sf of multifamily wrapped around a 2-level parking garage (167 parking spaces) and a courtyard (2,577 sf). 122 units (79% one bedroom) are proposed for Lot C. No retail space is proposed within this building.
- **Phase Two** will consist of 4.126 acres on the southwest corner of the block and contains one building (Building D) plus an information center with a clubhouse. The lot coverage for this Phase will be 83%. Phase Two will include 235 dwelling units.
  - **Lot D** will contain 211,436 sf of multifamily and 235 units (48% one bedroom). The building on Lot D will be wrapped around a 2-level parking garage (298 parking spaces) and an internal courtyard (7,256 sf). No retail space is proposed within this building. This building will take full advantage of the lake view. Two additional semi-open courtyards are proposed to face the lake. To the south east corner of this building is placed the clubhouse with the information center for Phase Two (3,500 sf).

(See Site Plan, Floor Plans)

## Elevations

All exterior building façades will be at least 80% masonry product (brick). For the residential façades, the applicant is proposing a combination of two colors of brick, fiber cement panels, and metal wall panels for accent materials. The façades will contain metal awnings and canopies. All retail space will be a typical storefront design. The clubhouses / information centers will contain a combination of masonry (brick) with painted metal and metal panels as accents. The clubhouses will also have painted metal trellis, painted metal awnings and aluminum storefronts. (See Elevations)

All units will contain an outdoor patio or balcony. First floor units will contain private gardens oriented towards the sidewalks or the lake. Most of the HVAC equipment will be placed on the roof and all HVAC units will be hidden from public view as much as possible.

Estimated cost for this proposed development is \$85 million.

## **Parking**

Midway Urban Village will incorporate both structured and on-street parking. Overall 920 on-site parking spaces are provided (1.56 spaces per dwelling unit). PD-90 requires a minimum of 835 parking spaces (1.25 spaces per each one bedroom dwelling unit and 1.75 per each 2 bedroom unit). Approximately 82.6 % of the proposed on-site parking is within structured parking or individual garages (760/920 spaces): 104 parking spaces for Lot A are within individual garages for each townhome unit, 191 parking spaces for Lot B, 167 parking spaces for Lot C and 298 parking spaces for Lot D. All parking garages will have access from the interior street. Lot A, C and D will have 2 access points including access points from McEwen Drive and Blue Lake Circle in addition to the new interior street access point.

In addition, 209 surface parking spaces will be incorporated into the community, 180 head-in parking spaces along both sides of new interior streets and 29 parallel parking spaces along the northern side of Blue Lake Circle. No street parking is proposed along McEwen Drive. (See Site Plan)

## **Landscape and Open Spaces**

Approximately 21.4 % of the site is proposed to be natural or landscaped open space. The design team has oriented the proposed site layout to take full advantage of the views of Blue Lake: many of the courtyards, the community pool and both clubhouses are proposed to face Blue Lake. In addition, the area around the lake is enhanced and developed as a public park open to the general public. A new 10-ft wide trail will be installed around the lake. Most of the existing mature trees will be kept. A new overlook area will be installed adjacent to the lake.

The new interior street will include on-street parking, street trees and planters, urban style sidewalks (8 feet wide) with urban streetscape elements to encourage and sustain the first floor retail areas. A 6-foot wide sidewalk will be installed around the perimeter along Blue Lake Circle and McEwen Drive. (See Landscape Plan)

Within Phase One, Buildings B and C will contain courtyards with a passive design: trees and seating areas. The townhomes within Lot A will benefit more of the immediate proximity of the lake. The 2-story clubhouse for Phase One will serve as main amenity for the community, containing a community pool orientated towards the lake. Within Phase Two, Building D will have the 2 courtyards open to the lake. One courtyard is passive in design and another courtyard will contain a large pool overlooking the lake. The clubhouse for Phase Two is placed at southwest corner of the lake.

Since this is a redevelopment of an existing area, removal of a large amount of mature trees spread throughout the site will be necessary. 113 trees will be removed, species varying from Oak and Elm trees to Cypress and Crape Myrtle trees. The applicant is planning to maintain all trees around Blue Lake and enhance the tree count around the lake (See Existing Tree Plan). To compensate the removal of the trees, the applicant is proposing to install 322 new trees, mainly species of large trees (182 will be species of Oak and Elm). The total number of trees on this site will be 380. The trees will be placed along all streets and driveways, either being street trees

either grouped in small landscaped open spaces and inside all courtyards. (See Colored Landscape Plan)

## **Signage**

The applicant submitted a Conceptual Signage Packet with this application. Midway Urban Village will incorporate the use of directional signs, wall signs (on the façade and on the towers), blade and button signs and monolith ground signs. Illuminated numbers and other types of directional signs will be placed on all buildings where needed.

Blade signs (30 sf) at the corners of the buildings within Lot A, C and D along McEwen Dr. and the new interior street. Wall signs (78 sf) will be placed on the towers in the buildings within Lots A, B and C to be visible from McEwen Drive and Midway road. The clubhouses will contain a combination of wall and letter signs (wall sign 78 sf). A freestanding Multi-tenant monument sign (60 sf, 10 feet in height) will be placed along McEwen Drive on the Midway Road side. (See Signage Packet)

## **Market Study**

The applicant submitted a Rent and Unit Mix Analysis completed by the Meyers Research Company. In their analysis of this area and the specific location of this site in the Addison / Bent Tree Submarket, the researchers make informed recommendations for rent positioning, unit counts and overall average unit sizes. Meyers Research Group compared Midway Urban Village proposal with its future competitors on the market: Aura Prestonwood, VV&M, Fiori at Vitruvian, Elan City Center, Alegro Addison Circle and Savoye.

For Midway Urban Village, Meyers Research Group's Analysis indicated a strong overall weighted average occupancy of 94% with an average monthly rent of \$1,676 per month or 1.85 per square foot. Leeds Real Estate Services, Inc. proposes to lease the multi-family units for an approximate average monthly rent of \$1,600 or \$1.77 per square foot with monthly rent per unit would ranging from \$1,000 to \$2,000.

## **Traffic Impact Analysis**

The applicant submitted a Traffic Impact Analysis completed by Pacheco-Koch to estimate the incremental impact on the background traffic caused by the proposed development. The following findings and recommendations were determined by the traffic engineer:

- The overall site trip generation will increase, by replacing the existing office uses with the proposed multifamily uses, but the inbound trip ends during the morning peak period and outbound trip ends during afternoon peak periods will remain generally the same.
- Even with the proposed on-street parking along Blue Lake Circle, that will take one of the existing traffic lanes, the roadway will continue to provide sufficient capacity to accommodate future traffic volumes.
- Several existing DART bus stops are located along McEwen Drive and Blue Lake Circle. Pacheco-Koch reached out to DART to discuss the impact of this proposed development.

DART would allow the possibility of relocating and consolidating these bus stations. The applicant will coordinate with DART for all necessary work around this site.

- The increase in site-generated traffic would have some impact to roadway intersections around the subject site but would not result in changes in Level of Service for these streets.
- Pacheco-Koch recommended a Traffic Control System and proposed STOP sign locations in some key intersections throughout the development. (See Traffic Control Map)

### **Comprehensive Plan**

The City of Farmers Branch is currently in the process of updating its 1989 Comprehensive Plan. A new Eastside Plan aims to create a new vision for this area of the city that will include a variety of land uses including residential, to create a more attractive and active East Side. The development of PD-90, especially Tract 3 will play an important role in this new vision for the East Side of Farmers Branch.

### **Thoroughfare Plan**

Midway Road is not identified for further expansion on the 2013 Thoroughfare Plan. Greenvue Boulevard, Blue Lake Circle and McEwen Drive are not designated on the Thoroughfare Plan on this site.

### **Possible Council Action:**

1. I move to adopt Resolution No. 2016-058.
2. I move to adopt Resolution No. 2016-058 with the following modification(s)...
3. I move to table the item or take no action.