



INFORMATION MEMORANDUM

TO: Mayor and City Council

FROM: Charles S. Cox
City Manager

DATE: April 10, 2017

SUBJECT: Ordinance No. 3438 – Specific Use Permit for Vehicle Sales, Outdoor Display and Storage

Existing Conditions:

The subject property is a 1.5-acre site located along the northbound frontage road of US Interstate 35 (Stemmons Freeway). The property is located in Planned Development Number 70 (PD-70) which allows a wide range of commercial and light industrial uses. PD-70 requires that all vehicle sales and outdoor storage/display must obtain a Specific Use Permit (SUP). (See Location Map)

In 2006, the City granted a SUP to the SUNL Motorsports Corporation to sell motorcycles at this location. In 2008, SUNL discontinued selling motorcycles at this location. In 2009 the property was leased to two separate companies (the building was subdivided into two suites), Dream Machines and RPM, both in the retail motorcycle sales business. In 2010, the City granted an Interim SUP to Dream Machines and RPM to sell motorcycles with associated outdoor storage and display.

The current applicant, Freedom Power Sports would like to renew and revise the existing SUP by expanding the outdoor display area. The site plan attached to the original SUP approved in 2006 had provided very limited outdoor display along the front of the building. The revised, Interim SUP, approved in 2010 slightly expanded the area and now the current applicant would like to expand the display area again.

The site is surrounded by commercial land uses. To the south is another motorcycle sales business (Dream Machines). To the north is a retail/wholesale tile business (Tile Expo) and an

additional ATV/motorcycle sales business (Nitro Power Sports). To the west of the site is Interstate 35.

Site Design:

The subject property is fully developed. The existing 1-story masonry building contains approximately 20,000 square feet. The business sells new and used motorcycles, ATVs, utility vehicles and personal watercrafts and provides maintenance and repair services to their clients. No expansion of the existing building is proposed with this request. (See Site Plan)

Outdoor Display:

The existing outdoor display for the site is limited to an area of approximately 180 square feet located in the center of the western side of the building (facing the freeway). The applicant would like to expand the outdoor display area to approximately 2,800 square feet, which would allow approximately 20 vehicles. The area would be comprised of a combination of pavement and crushed stone. The applicant plans to install 3 display ramps for the vehicles as well. On the southern side, the applicant proposes to provide space for approximately 15 new motorcycles directly alongside the building.

Outdoor Storage:

There is no proposed expansion for this area. The applicant will utilize the previously designated area for outdoor storage area, located on the northeast corner of the building for approximately 20 motorcycles waiting for repair or maintenance. The proposed Outdoor Storage areas are not visible from the Stemmons Freeway frontage road. (See Site Plan)

Landscaping:

The site has approximately 330 linear feet of frontage along Stemmons Freeway. With the approval of this new SUP, the applicant proposes installing new landscaping along the freeway frontage.

For example, five Live Oak and nine Red Yucca tree will be added to the existing trees along the western portion of the site. In addition, a combination of Dwarf Holly, Korean Boxwood and Switchgrass will also be installed in front of the building and along the southern parking area. (See Landscape Plan)

Parking:

The new site plan provides 35 automobile parking spaces for customers and employees. 14 of these parking spaces are on the south side of the site. 6 automobile parking spaces are located on the north side and 15 are located along the rear portion of the site.

The site plan also proposes the location of a new masonry dumpster enclosure in the northeast corner of the site.

Special Exception:

The approved SUP and associated site plan in 2006 and 2010 granted a Special Exception from the PD-70 onsite automobile parking standards. This proposed site plan also requires the same

Exception from the PD-70 onsite parking standards; however, this site plan does increase the parking count from 22 to 35. PD-70 requires 37 parking spaces. However, since many of the customers and employees of the business ride motorcycles and there has not been a history of a parking problem at this location, City Administration is comfortable with this minor parking adjustment.

Signage:

No additional signage is being requested with this SUP and site plan. There is one existing freestanding sign on the site and two wall signs as well. (See Signage)

Comprehensive Plan:

The 1989 Farmers Branch Comprehensive Plan recommends “general commercial” for the subject site. The property’s close proximity to Stemmons Freeway makes it appropriate for commercial businesses requiring high visibility. Therefore, the proposed specific use permit request is consistent with the Comprehensive Plan.

Thoroughfare Plan:

US Interstate 35 (Stemmons Freeway) is in the process of expansion. Based on the most recent design plans available to the City, no additional right of way is needed from this site for the freeway expansion.

Public Response:

Eleven (11) notification letters were sent out to the surrounding property owners on March 1, 2017. Two (2) zoning notification signs were also placed onsite the same day.

On March 27th, the Planning & Zoning Commission voted to recommend approval of this Specific Use Permit as outlined in Ordinance No. 3438. The vote was unanimous.

Possible Council Action:

1. I move to adopt Ordinance No. 343
2. I move to adopt Ordinance No. 3438with the following modification(s)...
3. I move to table the item or take no action.