

STAFF REPORT

Case Number: 17-ZA-03
Request: Amendment to Planned Development District No. 80 (PD-80)
Address: 5000 Alpha Road, 4951 Simonton Road
Petitioner: BV Eagle Alpha LLC / Bridgeview

Site design: 744,448 square feet of mixed use in multiple buildings

Multifamily residential: 406 dwelling units, 4-level building

Hotel: 155 rooms, 5-level building

Office: 204,970 sf, 7-level building

Restaurant – retail: 5 buildings, 27,650 sf, one and two stories in height

Masonry: 50% masonry product (brick, stone, ceramic tile)

Parking: two parking garages: 5-level with 516 parking spaces, 6-level with 1,068 parking spaces; additional surface parking along internal driveways

Landscape: approximately 14% of the site

Existing Conditions:

This 13.995-acre site is located 200 feet west of Dallas North Tollway, on the block between Alpha Road, Inwood Road, Simonton Road and Cambridge Concourse. The subject site zoned is Planned Development District No. 80 (PD-80). (See Location Map)

The Planned Development District No. 80 (PD-80) zoning district was created in 1999 to allow multi-use commercial complexes and land uses combinations of commercial and non-commercial uses or single-use commercial projects on this 13.995-acre district. The PD was created by combining two other Planned Development Districts, PD-48 and PD-43. Currently PD-80 allows general retail and office uses by right, and commercial and light industrial uses with a Specific Use Permit.

The current zoning amendment is a revision of PD-80 to expand the palette of allowed uses with compatible commercial uses, as hotels, and with residential, institutional and community serving uses. This revision includes an associated Conceptual Site Plan.

PD-80 is located on the east side of Farmers Branch. Recently, 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.” Furthermore, the East Side Plan recommends that entertainment uses should be permitted by

right in all areas of East Side, except the Residential Center, alcohol-related uses should be permitted by right in all subareas except the Residential Center including, but not limited to, on- and off-premise consumption, alcohol sales, and alcohol manufacturing.

Within the East Side Plan, PD-80 is included in the “Community Mixed-Use” District. For this District, the East Site Plan proposes that the City and the land owners to utilize the close proximity to the Galleria and Midtown to attract an interesting mixture of uses to East Side. Improving the walkability of the area, particularly along Alpha Road, would encourage the flow of residents, employees, and visitors back and forth across the Dallas North Tollway. Inwood Road and Alpha Road, both arterials, are two of the most important roadways within East Side. They provide connections in all four directions for a large part of the North Dallas region and accommodate traffic from several miles away. Because of the character of these streets and their importance in the region, both afford opportunities for new activities and development types, including dining, housing, and entertainment. The preferred use types for this District are: medium density mixed-use, restaurants, retail, high density to mid-rise offices, hotels, entertainment, high quality multi-family housing with ground floor commercial uses, shared space plazas.

The site is bordered to the north and east by a retail and light industrial uses, to the west by light industrial warehouses and to the south by Broadstone, a multifamily community. (See Aerial Map)

Proposed Amendments:

The intent of this proposed amendment to PD-80 is to accommodate the proposed mixed-use development also known as “Bridgeview”. Bridgeview is mixed-use community containing: 406 multifamily dwelling units, 74,000 sf hotel, 204,970 sf office and 27,650 sf of restaurant and retail area.

The main differences between the existing and proposed PD are regarding the allowable and conditional uses in the intent to keep up with the current trends in retail, entertainment and restaurant type of uses and to widen the possibilities for this particular site. The differences are as follows:

1. Additional new uses that would be allowed by right: food trucks, snack and sandwich shops, pop-up retail, wine bars and pubs, hotels, multifamily residential.
2. Uses that would be allowed with a Specific Use Permit: bars, micro-breweries and indoor theaters.

The PD contains definitions for all new uses.

Furthermore, the PD’s Development Standards were adjusted to better accommodate the new list of allowable uses as follows:

- The building setbacks along all streets are proposed to decrease from 25 and 30 feet to 10 feet
- The allowed site coverage is proposed to increase from 50% to 80%
- The landscaping area is proposed to increase from 5% to 10%

- All public streets shall have sidewalks
- Parking ratios for the new uses are included as well as parking discounts and shared parking agreement standards to encourage a continuous mix of uses
- A requirement for all street furniture to be generally uniform in design throughout the site
- Masonry materials will be allowed to a minimum of 50% of each façade; secondary materials will be allowed for the remainder and may be: stucco, composite wood panels, metal panels or glass. Stucco would be allowed on limited contiguous portions of the façade. EIFS would be allowed to a maximum of 10% of a façade.

(See Proposed Ordinance for PD-80)

Conceptual Site Plan

The applicant, BV Alpha LLC, is proposing to develop a master planned mixed use community containing one multifamily apartment building, one hotel, one office building and an area dedicated to retail, restaurant and entertainment uses.

The 5.42-acre multifamily tract will be situated along Simonton Road. The tract will include one 4-story building wrapped around a 5-level parking garage. The building will contain approximately 406 dwelling units, a clubhouse and leasing office and 2 courtyards. The units will be a combination of one and two-bedroom units averaging 850 sf. The proposed density is 75 DU/acre.

All elevations of the multifamily building will be a combination of stone, porcelain tile, metal panel and stucco. All façades will be at least 50% masonry product of stone and porcelain tile. Stucco will be allowed as a secondary material and will be applied on limited continuous surfaces on the upper levels of the façades. All façades will have large fenestration areas and a glass storefront tower covering the leasing office and clubhouse at the corner of Alpha Road and Simonton Roan. (See Elevations)

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)

The hotel will be situated at the corner of Alpha Road and Cambridge Concourse. The tract will include one 5-story hotel with a semi-open courtyard. The building will contain approximately 155 rooms. The elevations for the hotel will be submitted and approved at the Detailed Site Plan level.

The Office building will be situated at the corner of Alpha Road and Inwood Road. The building will be 7 stories in height and will contain 4,900 sf of restaurant on the first floor. All elevations will be primarily glass finish with accents of composite wood and metal panels. (See Elevations)

The Retail - Restaurant tract will be situated in the middle on the site at the western side and will have a wide promenade opening towards Inwood Road. The area will include five buildings, 1

and 2 stories in height, arranged around a series of amenitized open spaces. The area is proposed to be a combination of three stand-alone restaurants and two retail-strip type of buildings divided in units. The elevations for the restaurant-retail area will be submitted and approved at the Detailed Site Plan level.

The site contains a 6-level parking garage that will serve the entire community. The parking garage is situated in the middle of the site on the western portion towards Cambridge Concourse.

The Conceptual Site Plan also delineates an area around the restaurant-retail area and the office building where food trucks and pop-up retail will be allowed. (See Conceptual Site Plan)

The Conceptual Site Plan proposes approximately a 1.24 FAR.

Parking

The multifamily community will be served by approximately 528 parking spaces located in the parking garage and surface parking spaces along the internal driveway. The proposed parking ratio for the multifamily site is 1 parking space / 1 bed.

The rest of the site will be served by 1,199 parking spaces located in the shared parking garage (1,068 parking spaces) and in surface parking lots distributed along internal driveways (131 parking spaces). (See Conceptual Site Plan)

Landscape and Open Spaces

Approximately 18% of the site is proposed to be landscaped open space. The restaurant-retail area is placed in the middle of the site around a shared space plaza that will act as a cohesion area that ties in all the other uses proposed on the site. Trails and wide pedestrian pathways will connect and direct the pedestrian travels to the focal point of the development, the shared plaza at the restaurant-retail area.

The applicant is proposing to install 6-foot wide sidewalks along all streets. This site is at the intersection of proposed main trails throughout the East Side. The applicant is proposing to install min 12 feet wide trails along Cambridge Concourse and Alpha Road that will tie into main trail collectors for the East Side.

All frontages along public streets will be reworked to better accommodate the proposed development: utility poles will be removed, utility lines will be buried, sidewalks and street trees will be installed. (See Landscape Plan)

Signage

The applicant submitted a sign packet with this application. The package contains standards for all blade signs and wall signage that will be installed throughout the property. In addition, the applicant is proposing to install a multi-tenant pylon sign (40 feet tall and 150 square feet in

area), 4 monument signs (10 feet tall and max 80 square feet in area) and directional signs as needed. The sign package is in compliance with the City's Sign Ordinance. (See Sign Packet)

Comprehensive Plan

The 2017 "East Side" is the focus of a new Plan adopted by the City of Farmers Branch to redevelop east side area into a destination that will encourage the people who live, work and visit in 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; connect the District neighborhoods and parks or shared spaces where traveling via multiple modes is effective and pleasant.

East Site 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. East Side currently lacks sufficient entertainment and restaurant uses, but each would be perfectly suited to East Side's grid street pattern, public transit options, and large, adaptable buildings.

The subject site is located within the Community Mixed-Use District as designated by the East Side Plan. This District can be suitable for multi-story mixed uses, transitioning from high-intensity form and use to lesser intensity form and use towards the interior of East Side. The Community Mixed-Use Future Land Use Designation serves a vital role to the vision of East Side's form and development. With the high intensity frontages of LBJ Freeway and the Dallas North Tollway providing two perimeters of the District, it is necessary and appropriate to ensure a strategic transition in intensity to the inner core. This transition in intensity should be in the form of buildings (e.g. height) and in use (i.e. uses should be compatible with residential uses to allow for mixed-use developments and high quality workforce housing). Another transition is from the Industry Future Land Use Designation to the Residential and Learning Center areas. The Community Mixed-Use along Midway Road should provide a neighborhood-scaled mixture of uses that serve as valuable neighborhood services and as a compatible buffer between the Industry and Creative Core areas and the residential and institutional-type uses on the west side of the District.

The proposed zoning amendment of PD-80 and the associated Conceptual Site Plan are among the core proposals of the East Side Plan and at the forefront of the implementation of this Plan.

Thoroughfare Plan

The 2013 Thoroughfare Plan identifies Alpha Road as a 6 lane undivided street. The extensive redesign of the site will involve a redesign of Alpha Road to better meet the needs of the proposed development. The details of the Alpha Road redesign will be agreed at the Detailed

Site Plan phase. On the Thoroughfare Plan Simonton Road and Cambridge Concourse are identified as 4 lane undivided streets and Inwood Road as a 3 lane undivided street. The proposed development will not affect any of these streets.

Public Response

Twenty-one (21) zoning notification letters were mailed to the surrounding property owners on April 13th, 2017. Three (3) zoning notification signs were also placed on the site on the same day. As of April 20th, no letters of opposition have been received by the City.