



INFORMATION MEMORANDUM

TO: Mayor and City Council

FROM: Charles S. Cox
City Manager

DATE: July 6, 2017

SUBJECT: Ordinance 3452 – Specific Use Permit for Off-Premise Wine Sales at 13612
Midway Road, Suite 331-1

Existing Conditions:

The subject site is located on a 2.386 acre tract near the northwest corner of Midway Road and Alpha Road and is zoned Light Industrial (LI). The site is surrounded by existing commercial and office uses. (See Location and Aerial Map)

The applicant is requesting a Specific Use Permit (SUP) for the off-premise sale of wine within a suite of an existing building located at 13612 Midway Road, Suite 331-1. The applicant intends to operate a wine club office from the space. This zoning district allows the sale of off-premise beer and wine sales with the approval of a SUP. The building is part of the Midway/Alpha Center, which is comprised of ten buildings. (See Site Plan)

Alcohol Overlay:

In 2014, the City passed Ordinance 3283, which established the “Beer and Wine Sales Overlay Districts” to allow by right retail businesses within their boundaries to sell packaged and sealed beer and wine for off-premise consumption. The subject property, however, is not located in a Beer and Wine Overlay District.

Properties located within Light Industrial (LI) zoning districts are eligible for beer and wine sales for off-premise consumption only after first obtaining a Specific Use Permit. (See Alcohol Overlay Districts Map)

The Texas Alcohol and Beverage Commission (TABC) requires that the applicant obtain an “off-premise” permit, which requires prior City approval. The granting of the Specific Use Permit would satisfy the TABC requirement.

Proposal/Operation:

The applicant, Cordon Wines, is proposing to occupy Suite 331-1, which is approximately 100 square feet, located on the third floor of the existing six-story office building. The space will only be used as an office to conduct the wine club business. No “drop in” traffic will occur, as clients typically sign up for the club features online. No retail sales will occur at the location either. The wine product is purchased from a distributor, repackaged, and delivered to the end customer by the applicant. The proposed hours of operation shall be limited to between 8:00 a.m. and 5:00 p.m. (See Floor Plan.) Staff recommends that the regulations set forth in the ordinance granting the SUP limit the proposed business operations in the manner described in the applicant.

Site Design, Landscaping and Open Space:

The applicant is not proposing any changes to the site or to the landscaping. No outside activity or outdoor storage is proposed for this use at this location.

Parking:

The existing office building at 13612 Midway is part of a complex of several similar buildings that share parking. The parking required for an office use is one space for every 300 square feet of gross leasing space (1:300). The applicant will be leasing approximately 100 square feet, requiring only one parking space. These spaces are already provided on the site with no need for additional parking to be provided.

Signage:

The applicant is not proposing any outdoor signage.

Comprehensive Plan:

The East Side Plan designated the area north of Alpha and east of Midway as the Creative Center. The “Creative Center” is considered the East Side’s core, defined as a showcase of "making" and "innovating," with low intensity commercial uses, mixed residential uses, and complementary dining/ service/ entertainment uses. The proposed SUP request is consistent with the East Side Plan, which acts as the Comprehensive Plan in this area of Farmers Branch.

Public Response:

Twelve (12) notification letters were mailed to the surrounding landowners on May 31, 2017. One (1) zoning notification sign was also posted on the site on that day. . A public notice was placed in Dallas Morning News on June 19th. As of July 6th, 2017 no letters of opposition to this Specific Use Permit request have been received by the City.

On June 12th, the Planning & Zoning Commission voted to recommend approval of this Detailed Site Plan as outlined in Ordinance No. 3452. The vote was unanimous.

Possible Council Action:

1. I move to adopt Ordinance No. 3452
2. I move to adopt Ordinance No. 3452 with the following modification(s)...
3. I move to table the item or take no action.