



INFORMATION MEMORANDUM

TO: Mayor and City Council

FROM: Charles S. Cox
City Manager

DATE: May 29, 2018

SUBJECT: Resolution No. 2018-52 – Detailed Site Plan Amendment Related to Signage for a Multi-Family Development located at 1901 Knightsbridge Road

Existing Conditions

This 15.2-acre site is located on the north side of newly extended Knightsbridge Road, approximately 600 feet east of Luna Road. The subject site is zoned Planned Development District No. 88 (PD-88).

The site is currently under construction for a new multi-family residential community. The zoning for this multi-family residential development was approved in February 2016 with the adoption of Ordinance 3356 amending Planned Development District No 88 (PD-88). The amendment rezoned a 30.1-acre lot located along both sides of Knightsbridge Road, from “Commerce” subdistrict to “Mid-Density Residential” subdistrict. For the 30.1-acre property, the applicant, JPI Real Estate Acquisition, proposed to develop a mid-density residential community containing approximately 840 dwelling units in 19 buildings, to be constructed in two phases. Phase One consists of approximately 15.2 acres and 10 buildings and is located north of Knightsbridge Road. Phase Two includes the remaining southern portion of the project on the south side of Knightsbridge Road and extending to Crown Road, and consists of approximately 15.1 acres and 11 buildings.

The Detailed Site Plan for Phase One was subsequently approved in October 2016 with Resolution No. 2016-090. With this application, JPI is proposing to amend the approved Detailed Site Plan for Phase One, and is requesting a special exception to allow for additional signage.

Signage Proposal / Special Exception

The approved Detailed Site Plan for Phase One included the approval of a freestanding monument sign (maximum 60 sf, 5 feet in height) along the north side of Knightsbridge Road at the driveway access point. The applicant is proposing to install the monument sign.

Ordinance No. 3291 that regulates the signage for the Mid-Density Residential zoning subdistrict within Planned Development District No. 88 (PD-88) specifies that a monument sign for a single tenant may be developed within the Mid-Density Residential Subdistrict. This ordinance does not provide for any wall signage.

The Mercer Crossing Code / PD-88 specifies that “Wall signs are permitted within the area between the second story floor line and first floor ceiling, with a horizontal band not to exceed 2 feet in height. In no case shall this band be higher than 18 feet or lower than 12 feet above the adjacent sidewalk”. The wall signs allowed are suited for a pedestrian scale, walkable development and did not consider signage at higher levels on the building.

With this Detailed Site Plan amendment request, the applicant is requesting a special exception in order to install additional signage consisting of three wall signs, at a size and placement not provided for in the existing zoning ordinances.

Building 1, located along Knightsbridge Road, will contain two wall signs. The proposed wall sign B will be located on the western façade right below the roof cornice, be a maximum 70 square feet in area (14 feet wide by 5 feet high), and approximately 34 feet above the ground level.

The proposed wall sign A will be located on the southern façade above the main entrance for the leasing center, be maximum 64 square feet in area (16 feet wide by 4 feet high), and will be approximately 17 feet above the ground level.

Building 4, located along the lake, to the northern side of the property, will contain a wall sign on the northern façade facing the proposed lake. Wall sign D will be located just below the roof cornice and will be maximum 120 square feet in area (30 feet wide by 4 feet high), and approximately 40 feet above the ground level.

The intent of Mercer Crossing Code is to regulate signage for mixed-use buildings in a compact layout, with signage oriented towards pedestrians standing at the sidewalk level. However, this multi-family development was approved with a different spatial layout with buildings recessed from the sidewalk, therefore having different signage visibility needs from Knightsbridge Road and LBJ Freeway. Staff is in support of the proposed Special Exception.

Public Response:

Eight (8) zoning notification letters were mailed to the surrounding property owners on April 26, 2018. Two zoning notification signs were also placed on the site on the same day. A public notice was placed in Dallas Morning News on May 14, 2018. As of May 29, 2018 no written correspondence has been received by the city.

Recommendation:

On May 7, 2018, the Planning and Zoning Commission voted unanimously to recommend approval of the Detailed Site Plan amendment as presented in the Resolution No. 2018-52.

Possible Council Action:

1. Motion to approve Resolution No. 2018-52.
2. Motion to approve Resolution No. 2018-52 with the following modifications ...
3. Motion to deny Resolution No. 2018-52.
4. Motion to continue discussion at the next meeting.