

STAFF REPORT

Case No.: 19-SP-16

Request: Conduct a public hearing and consider the request for a Detailed Site Plan amendment with Special Exceptions for a multi-family development on a 14.96-acre site located at 1900 and 1911 Knightsbridge Road; and take appropriate action.

Applicant: Jefferson Mercer Crossing LLC

Planning & Zoning Commission Meeting: October 28, 2019

Background:

The applicant, Jefferson Mercer Crossing LLC, is proposing an amendment to the approved Detailed Site Plan as it relates to signage for a multi-family development. The Detailed Site Plan for this development was originally approved in 2018 by Resolution No. 2018-004.

The subject site is zoned Planned Development District No. 88 (PD-88), commonly known as Mercer Crossing Code, which requires signs to be approved with the Detailed Site Plan. With this proposed Detailed Site Plan amendment, the applicant is requesting two new wall signs and three monument signs.

Subject Property:

Site acreage: 14.96-acres

Location: 1900 and 1911 Knightsbridge Road; this multi-family development is located on two separate lots separated by Knightsbridge Road.

Adjacent Zoning Districts and Land Uses:

Direction	Zoning District	Land Use
North	Planned Development District No. 88 (PD-88)	Multi-family residential developments (across Knightsbridge Road)
South	Planned Development District No. 22 (PD-22)	Retail and office/warehouse (across Crown Drive)
East	Planned Development District No. 88 (PD-88)	Retention pond (drainage)
West	Institutional-Religious Uses District (I-RU)	Place of Worship/Church

Existing Conditions

This 14.96-acre site is located along Knightsbridge Road at the north intersection of Crown Road. The subject site is zoned Planned Development District No. 88 (PD-88) and designated Mid-Density Residential in the Regulating Plan.

In 2012, Mid-Density Residential district was adopted as part of PD-88's Regulating Plan by Ordinance No. 3190. Sign standards for this district were not provided for in the ordinance. In 2014, PD-88 was amended by Ordinance No. 3291 to include sign provisions specifically for developments in Mid-Density Residential.

The subject properties are under construction for a multi-family residential development on two individual lots that are separated by Knightsbridge Road. The leasing office and residential buildings 1-5 are located on the 11.63-acre tract (Tract 2) on the northwest corner of Knightsbridge Road and Crown Road. Residential buildings 6 and 7 are located on the 3.33-acre tract (Tract 1A) on the northeast corner of Knightsbridge Road and Crown Road.

The Detailed Site Plan for this development was approved by City Council in 2018 by Resolution 2018-004. This approved Detailed Site Plan did not include approval of any signs; thus the need for this request.

Signage Proposal

With this Detailed Site Plan amendment, the applicant is requesting two wall signs and three monument signs.

Signs A are wall signs on the leasing office building along Knightsbridge Road. These wall signs are proposed to be 4.79 feet tall by 10 feet wide. The applicant is proposing to place a wall sign on the west and north building elevations that will be visible from Knightsbridge Road.

Sign B:1 is a monument sign proposed to be located near the northernmost driveway access on Tract 1A (easternmost) along Knightsbridge Road. The sign is proposed to be 7 feet tall and 3 feet wide, with an overall area of 21 square feet and setback 20.8 feet from the street curb on private property.

Sign B:2 is a monument sign proposed to be located near the easternmost driveway access on Tract 1A along Crown Road. The sign is proposed to be 7 feet tall and 3 feet wide, with an overall area of 21 square feet and setback 20.3 feet from the street curb on private property.

Sign C is a monument sign proposed to be located on Tract 2 (westernmost) along Crown Road. The sign is proposed to be 6 feet tall and 2.5 feet wide, with an overall area of 15 square feet and setback 74.5 feet from the street curb on private property.

Special Exceptions:

The applicant is requesting the following special exceptions as described below.

Special Exception #1 – Article V, Section F Wall Signage

The PD-88 zoning district requires that the overall height of a wall sign (i.e. height of the horizontal band) not exceed 2 feet. Additionally, the maximum height and width of the letters within the wall sign cannot exceed 18 inches. The applicant is seeking approval of a special exception to allow for two wall signs, proposed on the leasing office, that exceed the maximum dimensions allowed. The overall height of the signs proposed are 4.79 feet (instead of 2 feet) and the letters are approximately 42 inches in height and 31 inches in width.

Staff believes that the requested special exception is appropriate due to the nature of the proposed development, multi-family residential, and its location. The sign standards developed for PD-88 were prior to the creation of the Mid-Density Residential district. These sign standards are intended for a pedestrian scale, urban environment. The subject development is within the Mid-Density Residential development district of PD-88, which does not have the same development characteristics originally anticipated within PD-88.

Special Exception #2 – Article V, Section F Mid-Density Residential Monument Signs

The PD-88 zoning district allows a maximum height of 6 feet above grade for monument signs within Mid-Density Residential districts. The applicant is proposing two monument signs (B:1 and B:2) that have an overall height of 7 feet. Therefore, the applicant is seeking approval of a special exception to exceed the maximum height allowed for monument signs by 1 foot.

Staff believes that the requested special exception is appropriate given that this multi-family development is not a contiguous property. The proposed monument signs will allow for proper and clear identification of the development by providing direction to each building within the development given its location on separate properties; therefore reducing potential confusion for the public and emergency services.

Public Response:

On October 18, 2019, 16 zoning notification letters were mailed to the surrounding property owners, in addition to both Carrollton-Farmers Branch and Dallas school districts. Two zoning notification signs were also placed on the sites on the same day. As of October 24, 2019 no written correspondence has been received by the City.

Staff Recommendation:

Staff recommends approval of the proposed Detailed Site Plan and associated Special Exceptions.

Applicable Zoning and Development Case History: *(most recent to oldest)*

Date Approved	Case Number	Description
01/23/2018 Resolution No. 2018-04	17-SP-15	Detailed Site Plan approval for the subject multi-family residential development on 14.96-acres consisting of 416 residential units. Planning & Zoning Commission voted unanimously to recommend approval of the Detailed Site Plan at their January 8, 2018 meeting.
07/15/2014 Ordinance No. 3291	14-ZA-05	Amended to PD-88 sign standards for Mid-Density Residential district. This amendment provided for specific design standards for monument signs in Mid-Density Residential.
07/17/2012 Ordinance No. 3190	12-ZA-04	Amendment to PD-88 by adopting Mid-Density Residential to the Mercer Crossing Code (PD-88). Set forth development regulation of property designated as Mid-Density Residential in Mercer Crossing Code Regulating Plan.
08/21/2006 Ordinance No. 2868	-	Adoption of PD-88 Mercer Crossing Code.