

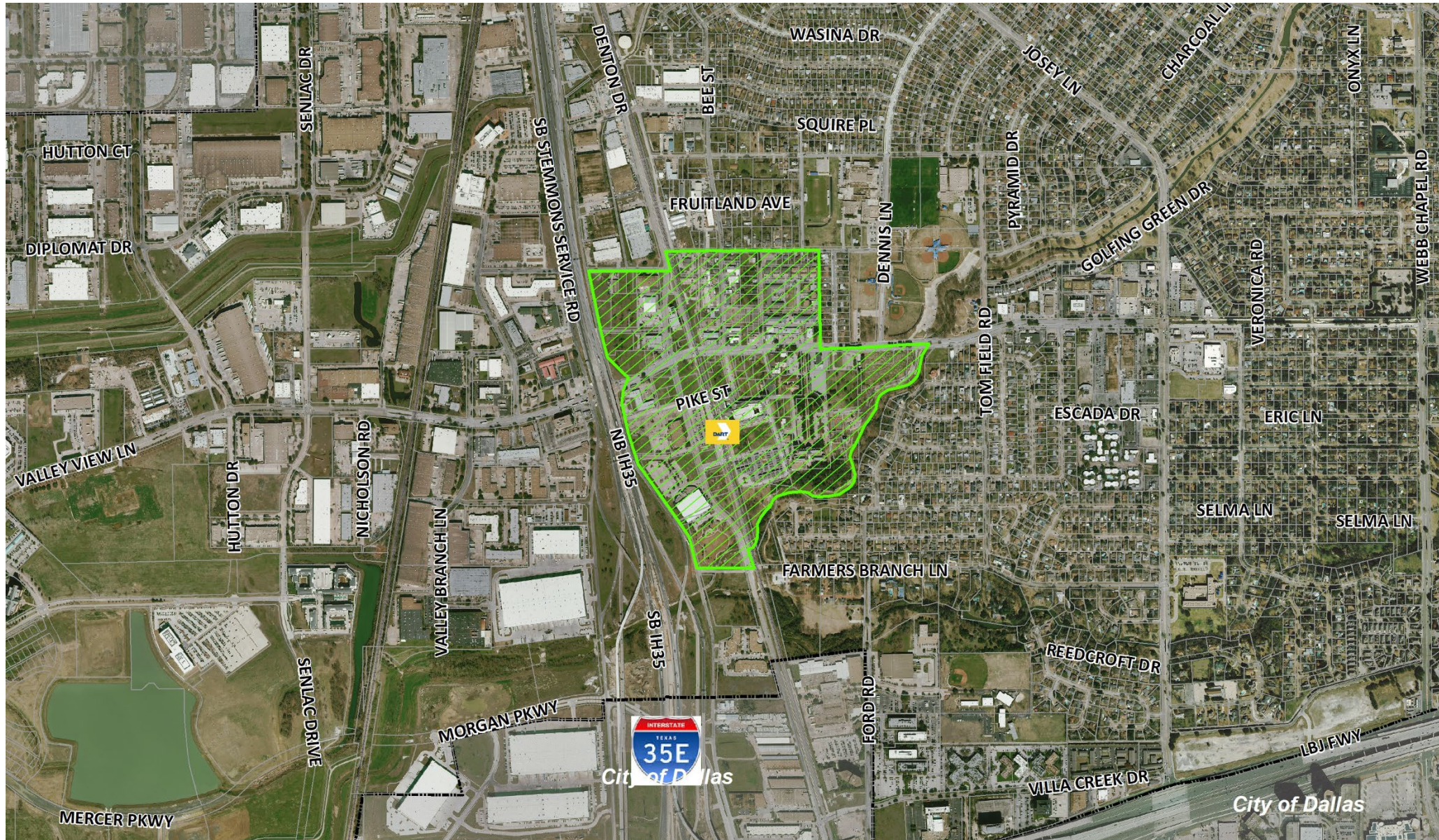


**FARMERS
BRANCH**

City Council

September 21, 2020

Zoning Amendment – PD-86 (Station Area Code)



Amendment to PD-86 (Station Area Code) – Signage

- The Station Area Code is a form-based code, which development standards emphasize physical form by setting building envelope standards that provide basic parameters governing height, siting, and building elements.
- The development standards are intended to create good public space towards the street that would lead to a quality and distinct district to create an urban form, including a vibrant pedestrian environment.
- The code does not currently allow for identification signs or murals which are the subject of this amendment.



Proposed Amendment – PD-86 (Station Area Code)

Chapter V., Section F. Architectural Standards

The addition of the text below defining and regulating ***Identification Signs*** is proposed:

- Identification signs which, by means of symbol or name, identifies a shopping center, commercial development, or other development that may contain a mixture of residential and/or non-residential uses but does not identify individual tenants, are permitted. Identification signs shall be free standing monument signs with a maximum area of 60 square feet and a maximum height of 8 feet. Landscaping shall be provided around the sign base. A maximum of one identification sign may be located at each main point of entry into the development.



Proposed Amendment – PD-86 (Station Area Code)

Chapter V., Section F. Architectural Standards

The addition of the text below regulating ***Murals*** is proposed:

- One mural may be installed, per building, and shall cover only one façade of that building. Murals shall not include the name of any product, company, logos or names of any business entity nor illustrate any activities, merchandise or services of the business occupying the building on which the mural is applied. A mural may wrap around the corner to an adjacent façade of the same building, subject to approval of a special exception as provided for in this ordinance.



Comprehensive Plan Recommendation

- The Station Area is located within the Central Area Plan, adopted in 2012, and is designated as the DART Station District within the Plan.
- The DART Station District is guided by the Station Area Conceptual Master Plan; adopted for the subject area in 2002 and later revised in 2012 that set a guide specifically for the development and redevelopment of all properties within the Station Area.
- The intention of the master plan is to create a more urban, walkable neighborhood that would serve and function as a vibrant core of Farmers Branch.
- On August 31, 2020 the Planning and Zoning Commission considered this request and unanimously recommended approval of Ordinance No. 3658.

