



# **INFORMATION MEMORANDUM**

TO: Mayor and City Council

FROM: Charles S. Cox  
City Manager

DATE: June 15, 2021

SUBJECT: Conduct a public hearing and consider adopting Ordinance No. 3688 for a Specific Use Permit and associated Detailed Site Plan for an auto/truck leasing or rental with outdoor storage on an approximate 2.23-acre property located at 13210 Senlac Drive; and take appropriate action.

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## **Background:**

The City of Farmers Branch has received a request from Heather Max, Enterprise Truck Rental, for a specific use permit (SUP) and associated detailed site plan for auto/truck leasing or rental with outdoor storage for the existing Enterprise Truck Rental business located at 13210 Senlac Drive. City Council had approved an interim SUP for the subject property (Ordinance No. 3133) on April 19, 2011, allowing this use for 10 years. The existing business intends to continue its operations at this location and with the interim SUP expiring during April 2021, has applied to renew their SUP. The subject property is located in Planned Development District No. 77 (PD-77), which requires approval of an SUP for auto/truck leasing or rental as well as for any outside storage.

## **Subject Property:**

Site acreage: 2.23 acres

Location: 13210 Senlac Drive

## **Existing Condition:**

The subject property is currently developed as an auto/truck leasing or rental with outdoor storage use, and includes a small approximate 2,812 SF office building, surface parking, gated vehicle inventory area, and a vehicle washing facility that is not accessible to the public. This site is used as a local truck leasing customer pick-up location. Pick-up trucks, cargo vans, and box trucks are

stored on this site. Vehicles are rented and leased on a daily, weekly, and annual basis. No work on vehicles is done on this site. Business hours for this location are: Monday through Friday 7:30 a.m. to 5:30 p.m.; Saturday 9:00 a.m. to 12:00 noon; and closed on Sundays. There are six employees working at this location.

All outside storage of vehicles is located towards the eastern portion of the property, approximately 147 feet east of Senlac Drive, behind an 8-foot tall solid wood fence with masonry columns. This wood fence is located only along the side fronting Senlac Drive and continues for an additional 82 feet along the northern edge of the property line in an easterly direction. The outside vehicle storage area is also screened with 10 closely planted Crepe Myrtle trees along the southern edge of the storage area. There is an existing pipe rail fence along the north and south sides of the vehicle storage area and a chain-link fence along the east property line for security purposes. No changes to the building exterior are being proposed.

#### **Adjacent Zoning Districts and Land Uses:**

<b>Direction</b>	<b>Zoning District</b>	<b>Land Use</b>
<b>North</b>	Planned Development-77 (PD-77)	Office/warehouse
<b>South</b>	Planned Development-77 (PD-77)	Vacant land
<b>East</b>	Planned Development-77 (PD-77)	Warehouse
<b>West</b>	Planned Development-77 (PD-77)	Office, and Public building, shop or yard of local government (across Senlac Drive)

#### **Access:**

The site is accessible from Senlac Drive through an existing driveway.

#### **Parking:**

<b>Required Parking Ratio per PD-77</b>	<b>Total Minimum Parking Required</b>	<b>Total Parking Provided</b>	<b>Type of Parking Provided</b>	<b>Complies</b>
• Office: 1 space/300 SF	10	14	Surface	Yes

*(continued on next page)*

**Landscaping:**

% Required per PD-77	% Provided	Location Provided	Complies
Not less than 5% of the total property area shall be landscaped between the building and all street right-of-way lines	13%	<p>Landscaping is provided throughout the site. The majority of the landscape area is along Senlac Drive and along the southern property line.</p> <p>There are 15 existing Crepe Myrtle trees along the southern property line.</p> <p>A solid row of existing Red Tip Photenia shrubs provides screening of parking areas visible from Senlac Drive.</p> <p>A solid row of Fraser's Photenia shrubs are being proposed along the north property line to the existing wood fence.</p>	Yes

**Street Trees Required:**

Street Name	Minimum Number Required	Number Provided	Tree Variety/Type	Complies
Senlac Drive	6	6	<p>1 – existing Chinese Pistache</p> <p>2 – proposed Chinese Pistache</p> <p>2 – existing Crepe Myrtle</p> <p>1 – existing Red Tip Photenia</p>	Yes

**Screening for Outside Storage:**

PD-77 requires any allowed outside storage to be screened from all sides fronting on a street. The existing vehicle storage area towards the east of the site is screened by an 8-ft tall solid wood fence with masonry columns along the portion facing Senlac Drive. This wall continues for an additional 82 feet along the north edge of the vehicle storage area. A row of closely planted 10 existing Crepe Myrtle trees provides some screening along the south property line.

The applicant has proposed additional landscape screening for the outside storage area. A row of Nellie R. Stevens shrubs, minimum 36 inches tall at the time of planting, shall be installed along the southern edge of the entire vehicle storage area at six feet on center. This row of shrubs shall be maintained to grow at least six feet tall within two years of planting. To achieve effective screening of box trucks that are taller than six feet in height, nine Live Oak and six Chinese Pistache trees are proposed along the southern edge of the storage area, to be planted 25 feet on center.

### Signage:

There is an existing monument sign along Senlac Drive and a wall sign on the front façade of the building. No additional signage is proposed or allowed under PD-77.

### Proposed SUP Request:

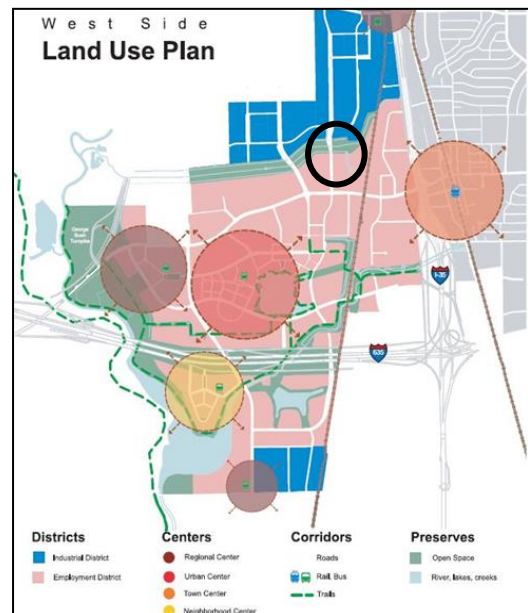
The subject property is located within a primarily non-residential area dominated mostly by office, warehouse, distribution, and outside storage uses. PD-77 allows a wide range of light industrial uses along with several motor vehicle and related service uses requiring approval of an SUP. Auto/truck leasing or rental uses can be appropriate uses within an area depending on adjacent land uses. During the consideration and review of the original SUP for this use in 2011, it was anticipated that adoption of the original Mercer Crossing Code (Planned Development District No. 88; adopted 2006) might allow this area along Senlac Drive to become more suitable for non-automotive related land uses in the longer term, and the interim SUP was recommended to be in effect for 10 years. However, during these past 10 years, the formerly vacant property north of this location has been developed recently with an office/warehouse/distribution use, and the land use character of this area remains unchanged and primarily industrial in nature.

To address the outside storage of vehicles on this site and its visibility from Senlac Drive, the applicant has agreed to provide aggressive landscape screening that will effectively hide the storage operations from Senlac Drive. A concrete sidewalk along Senlac Drive will also be constructed to provide continuity with the newly built sidewalk on the property north of the subject site. An 8-ft tall solid masonry screening wall with landscaping is also proposed around the existing dumpster. Given these additional improvements proposed by the applicant and the current land use characteristics of this area, staff believes that granting this SUP will not be detrimental for the long-term growth and development of properties along Senlac Drive.

### Comprehensive Plan Recommendation:

The West Side Plan, adopted in 2003, designates the subject property as Employment District as provided for on the Future Land Use Map. This land use designation recommends predominantly employment land uses with office and research and development uses.

Even though the West Side Plan recommends office and employment land uses for this area, since the Plan's adoption 18 years ago, this area has maintained its predominantly industrial land use character. The PD-77 zoning district, originally adopted in 1998 and amended twice in 2018 and 2019, continues to allow more industrial and warehouse uses. Therefore, this requested use while not wholly consistent with the Plan recommendation, is consistent with other surrounding land uses and provides employment opportunities.



**Public Response:**

On May 12, 2021, seven zoning notification letters were mailed to the surrounding property owners in addition to both Carrollton-Farmers Branch and Dallas Independent School Districts. One zoning notification sign was also placed on the site on the same day. Additionally, the required public hearing notice was published in the Dallas Morning News on May 28, 2021. As of the writing of this report, no written correspondence has been received by the city.

**Recommendation:**

On May 24, 2021 the Planning and Zoning Commission considered this request and unanimously recommended approval of the Specific Use Permit and associated Detailed Site Plan, as presented in Ordinance No. 3688.

**Possible Council Action:**

1. Motion to adopt Ordinance No. 3688.
2. Motion to adopt Ordinance No. 3688 with the following modifications...
3. Motion to deny Ordinance No. 3688.
4. Motion to continue discussion at the next meeting.

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

Date Approved	Case Number	Description
12/10/2019 Ordinance No. 3618	19-ZA-07	Amended and restated development standards of Planned Development District No. 77 (PD-77).
07/17/2018 Ordinance No. 3511	18-ZA-05	Amended and restated development standards of Planned Development District No. 77 (PD-77).
04/19/2011 SUP Ordinance No. 3133	11-SU-01	Interim SUP for auto/truck leasing or rental with outdoor storage.
09/08/1998 Ordinance No. 2424	NA	Established the Planned Development District No. 77 (PD-77) zoning district.