



Legislation Text

File #: ORD-3658, Version: 1

Conduct a public hearing and consider adopting Ordinance No. 3658 amending Planned Development District No. 86 (PD-86) including but not limited to modifying signage regulations, approximately 143.39 acres generally bounded by: Havenhurst Street on the north; Harry Hines Boulevard/IH35 frontage road on the west; Farmers Branch Lane on the south; Rawhide Creek, Valley View Lane, and the rear property line of properties on Nestle Street on the east; and take appropriate action.

BACKGROUND:

This zoning request is a city-initiated amendment to Planned Development District No. 86 (PD-86), also known as the Station Area Code. The purpose of this request is to amend Chapter V. Architectural Standards to allow identification signs and murals, and amend Chapter VII. Definitions of the Station Area Code in order to define murals.

The Station Area Code currently does not allow for identification signs or murals. The development of multi-tenant and mixed-use developments within the Station Area, such as the Shops at Mustang Station, has brought to light the need for identification signs so that these developments can advertise at an appropriate pedestrian scale. Murals are also not currently permitted within the Station Area since painted wall signs are prohibited. Businesses have expressed an interest in developing murals within the district, and the proposed amendment will allow businesses to develop murals, support Council's vision for the development of the Station Area as an arts and cultural district, as well as contribute to the development of a vibrant pedestrian environment within the Station Area.

The proposed amendments allowing for identification signs and murals within the Station Area will add variation and diversity to the streetscape and enhance the pedestrian environment. A vibrant pedestrian environment is an objective for the area identified in both the Station Area Code and the Central Area Plan, and approval of the proposed amendments will support the vision of both plans.

RECOMMENDATION:

On August 31, 2020 the Planning and Zoning Commission considered this request and unanimously recommended approval of the Zoning request presented in Ordinance No. 3658.

POSSIBLE COUNCIL ACTION:

1. Motion to close the public hearing and adopt Ordinance No. 3658.
2. Motion to close the public hearing and adopt Ordinance No. 3658 with the following modifications...
3. Motion to close the public hearing and deny Ordinance No. 3658.
4. Motion to continue discussion at the next meeting.

ATTACHMENT(S):

1. Aerial Map
2. Location Map

3. Information Memorandum
4. Ordinance No. 3658
5. Proposed Ordinance with Redline
6. August 31, 2020 Planning and Zoning Commission Meeting Minutes (Draft excerpt - Items A.2 and D.2)
7. Staff Presentation (Draft)