

# 1794-Z

**PUBLIC HEARING** Case 1794-Z/Prestonwood Place. Public hearing, discussion, and take action on a recommendation regarding an ordinance changing the zoning on property located at 5290 Belt Line Road, which property is currently zoned Local Retail (LR), by approving a new Planned Development (PD) district.

## LOCATION MAP



**INFRASTRUCTURE &  
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May 16, 2019

**STAFF REPORT**

RE: Case 1794-Z/Prestonwood Place

LOCATION: 5290 Belt Line Road

REQUEST: Approval of an ordinance changing the zoning from Local Retail (LR) to a new Planned Development (PD) district in order to permit façade improvements, additional landscaping, pedestrian improvements, and an allowance for a mixed-use parking ratio. The property owner is also proposing to convert the vacant former Service Merchandise building to a new co-working office building with additional ground floor retail.

APPLICANT: Ryan Muscott, Northwood Retail LLC

DISCUSSION:

Background: The Prestonwood Place shopping center is located at the southeast corner of Belt Line Road and Montfort Drive. The 10.88-acre site is currently zoned Local Retail (LR). The site contains five buildings, totaling 135,000 square feet. Building A (13,371 square feet), Building B (11,974 square feet), and Building C (41,031 square feet) consist of a variety of retail and restaurant uses. Building D (63,701 square feet) is a vacant retail building and Building E (3,523 square feet) is a standalone restaurant building, currently occupied by Flower Child.

Northwood Retail LLC, a Dallas-based commercial real estate development and management firm purchased the property in 2016 with the intent to make improvements across the site. However, the site's current zoning restrictions limit improvement opportunities and feasibility.

Proposed Plan: The applicant is proposing to make façade improvements to all existing buildings, landscape and pedestrian improvements throughout the site, and convert Building D to a new co-working office space with ground floor retail. The applicant is also proposing to demolish the one-story retail portion attached to Building D in order to create additional parking in the southeast corner of the lot.

It should be noted that while part of the larger Prestonwood Place shopping center, Building E, currently occupied by Flower Child, is a standalone pad site that has recently gone through the SUP process for interior and exterior façade improvements. Therefore, no exterior changes are being proposed for Building E.

A new Planned Development district is being proposed based, in part, on the LR zoning district standards, with modifications to the design standards and parking ratios. The new PD will also reflect the streetscape standards established in the Master Transportation Plan (MTP) where feasible. The remainder of this report will note how the proposed development does and does not follow these requirements.

Building Height: The LR district standards require that no structure exceed 2 ½ stories in height (29 feet). The applicant is proposing cosmetic and material improvements to the existing buildings on this site and will not be increasing any building heights. The submitted façade plans show Buildings A, B, C, and E as one-story buildings. Building D is shown as a two-story building, but because of unconventionally tall ceiling heights, the total height of this building is 40 feet. While this does not meet the LR district requirements, this is an existing building and decreasing the height would render the project impracticable without demolishing the building and starting over. Staff believes that the height is acceptable given that it is an existing condition, the adjacent buffer of mature trees, and another existing office building between this building and the adjacent residential neighborhood.

Building Setback: There are no proposed changes to the building setbacks.

Building Elevations: The LR district standards require at least 80% of the exterior walls of all structures to be of masonry construction. Existing Buildings A, B, and C are currently primarily of stucco and do not comply with the current requirement. Building D is currently primarily constructed of red brick. The submitted façade plans show the addition of brick cladding to Buildings A, B, and C, as well as metal and Nichiha panels as accents across all the buildings in order to provide a more cohesive and modern aesthetic throughout the shopping center. The submitted façade plans for Building D show most of the existing brick painted and additional accents of metal and Nichiha panels to match the color scheme and design of the rest of the site.

Nichiha is a relatively new, lightweight, cementitious panel system, which replaces most of the silica filler in their composition formula with fly ash, a by-product of coal-burning, uses a proprietary procedure that puts tremendous pressure on the product during the stamping process, and has three protective coats, all of this provides for a more durable, weather and impact resistant product.

While the proposed elevations do not meet the LR district requirements, staff believes that the proposed additional masonry and other materials meet the intent of providing quality construction while allowing design flexibility and visual interest.



Parking: The LR district parking requirement ratio for retail use is 1 parking space per 200 square feet, restaurant use is 1 parking space per 70 square feet, and office use is 1 parking space per 300 square feet. Based on conversations with staff, the applicant is proposing one modified parking ratio of 1 parking space per 200 square feet across all uses. Given the mix of uses on this site and their varied hours of operation, as well as differing peak times, staff believes that this is a sufficient parking ratio in this particular development. Using this ratio, the 135,000 square-foot shopping center would require 675 parking spaces. The submitted site plan shows a total of 768 parking spaces.

Landscaping: The landscape plans have been reviewed by the Parks Department for compliance with the Town's Landscape Ordinance. The site currently has 5% landscape coverage, out of the required 20%; the proposed landscape plans show a 5% increase, to a total of 10% landscape coverage. The site currently has 4% interior parking lot planting, out of the required 5%; the proposed landscape plans show a 6% increase, to a total of 10% interior parking lot planting. The existing street landscape buffer varies from 6 feet to 10 feet, of the required 25 feet; the proposed landscape plans show that a 12-foot to 20-foot street landscape buffer will be provided. Given the existing conditions and limitations of this site, staff believes that while the landscape plans do not fully meet all of the requirements, the proposed improvements move the site closer into compliance while balancing the need to provide sufficient parking.

It should be noted that in lieu of being able to fully comply with the landscape regulations and the Master Transportation Plan requirements, the applicant has provided an improved bus stop and shelter along Montfort Drive, as well as a landscaped pedestrian connection across the parking lot, connecting the newly converted office/retail building to Montfort Drive.

Streetscape: The recently adopted Master Transportation Plan (MTP) established streetscape standards for the various street types throughout the Town. Belt Line Road is identified as a Principal Arterial, which requires an 8-foot sidewalk and 6-foot parkway buffer, and Montfort Drive is a Minor Arterial, which requires a 6-foot sidewalk and 5-foot parkway buffer. The existing frontage along Belt Line Road does not currently comply with the MTP requirements. Due to the existing site limitations and complications associated with removing all the parking along that frontage, at the present time the applicant is unable to make these improvements. However, the submitted plans show improvements along Montfort Drive where portions of the frontage meet the streetscape requirements. Given the difficulties of working with an existing development and the site limitations, staff believes that the proposed improvements move the site closer into compliance.

The property owner has also agreed to close two of the four existing driveways on Montfort to bring the property closer to compliance with current access control policies in the Master Transportation Plan. This should improve traffic flow on Montfort Drive.

Fire Access: Plans have been reviewed by the Fire Marshal to ensure sufficient site access and building coverage. The submitted site plans show all requirements will be met.

**RECOMMENDATION: APPROVAL WITH CONDITIONS**

This is one of the older existing shopping centers that is long overdue for upgrades. Given the limitations that come with an existing development, the applicant has proposed a number of improvements that will move the site closer into compliance with the Town's regulations, as well as provide a safer and more pedestrian friendly environment.

Staff recommends approval of the request, subject to the following condition.

- The proposed east to west pedestrian connection across the parking lot should be further improved to provide landscaping along both sides of the sidewalk in order to ensure a buffer from vehicular traffic on both sides, as well as create a more pleasant pedestrian experience.

Given the limitations of fully meeting the pedestrian enhancements along the Belt Line Road and Montfort Drive frontages, this condition is important to provide additional pedestrian improvements throughout the interior of the site. The intent of the pedestrian connection across the parking lot is to provide a clear, safe, and inviting entry point into the center, as well as a potential future connection to the Village on the Parkway development across Montfort Drive.

A similar pedestrian connection was provided at Vitruvian, from Marsh Lane across the Brookhaven shopping center parking lot to Tom Thumb (Exhibit A).



**Exhibit A**





Case 1794-Z/Prestonwood Place

May 21, 2019

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on May 21, 2019, voted to recommend approval of an ordinance changing the zoning on property located at 5290 Belt Line Road, which property is currently zoned Local Retail (LR), by approving a new Planned Development (PD) district in order to permit façade improvements, additional landscaping, pedestrian improvements, an allowance for a mixed-use parking ratio, and conversion of the vacant former Service Merchandise building to a new co-working office building with additional ground floor retail subject to the following condition:

- The proposed east to west pedestrian connection across the parking lot should be improved to provide an 8-foot wide sidewalk

Voting Aye: Dougan, Groce, Meleky, Resnik, Souers, Wheeler

Voting Nay: none

Absent: Catalani

SPEAKERS AT THE PUBLIC HEARING:

For: none

On: Jack Shisler, 14917 Oaks North Drive.

Against: none