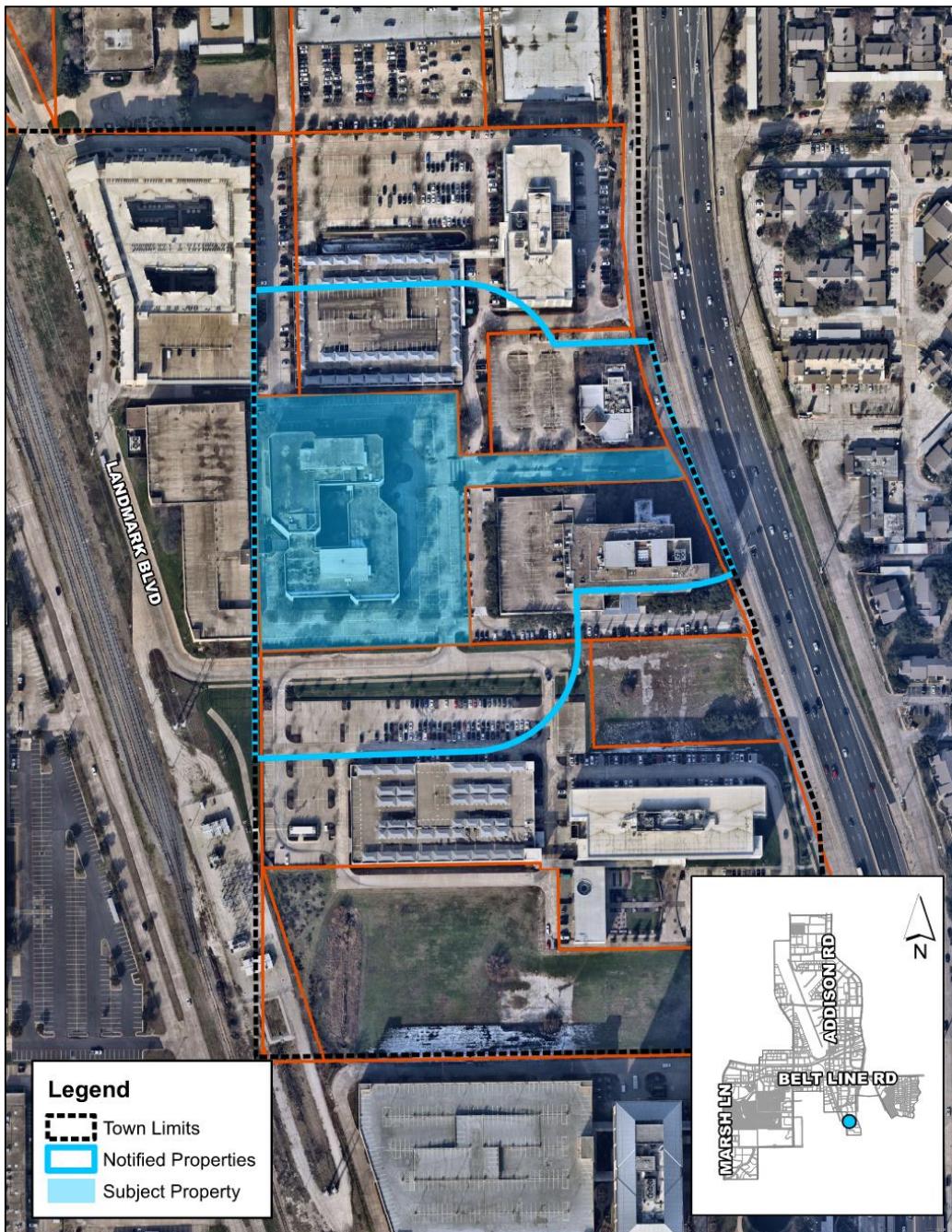


1925-Z

PUBLIC HEARING Case 1925-Z/The Princeton. Hold a public hearing, present, discuss, and consider action on a request to rezone a $4.7\pm$ acre property generally located north and east of Landmark Boulevard, bordering the Addison town boundary on the west and the Dallas North Tollway to the east, addressed as 14651 Dallas Parkway, from Planned Development (PD) to a new Planned Development (PD) district to allow for a development comprised of 400 multifamily dwelling units and associated private open space and common areas, through the approval of development plans and standards.

Location Map





August 19, 2025

STAFF REPORT

RE: 1925-Z/The Princeton

LOCATION: 4.7± acres generally located north and east of Landmark Boulevard, bordering the Addison town boundary on the west and the Dallas North Tollway to the east, addressed as 14651 Dallas Parkway

REQUEST: Approval to rezone a property from Planned Development District (PD, Ordinance No. 079-517) to a new Planned Development (PD) district with use and development standards for multifamily residential and associated private open space and common areas (Application Date: 10/08/2024).

APPLICANT: Scot Florsheim, JP-Prin Development, LP

DISCUSSION:

Background: This rezoning request is for The Princeton Building, a 4.69-acre site located west of the Dallas North Tollway and east of Landmark Boulevard. The western property line also serves at the Town Boundary, immediately adjacent to the City of Farmers Branch. The Princeton Building is an existing office building, with approximately 60,000 square feet of floor area, that was constructed in 1981. The existing office has struggled for several years due to competition along the Dallas North Tollway and the effects of the pandemic. The property is currently zoned Planned Development (PD) through Ordinance No. 079-517.

The applicant purchased the property in 2024 with the intent to convert the office into for-sale condominium units, however, that effort proved to be cost prohibitive and lacked market demand. With this request, the applicant proposes to rezone the property from the Planned Development District (PD, Ordinance No. 079-517) to a new Planned Development District (PD) with use and development standards to develop multifamily residential and associated private open space and common areas.

This property is unique as the current improvements are split across two jurisdictions: Addison and Farmers Branch. The improvements that exist within Farmers Branch to serve the existing office building include a 5-story parking garage. This request also utilizes the existing parking garage to provide required parking for the new multi-family units within Addison.

The applicant submitted a zoning request to the City of Farmers Branch to construct 135 multifamily units above the existing parking garage. The City of Farmers Branch approved the zoning request on August 5, 2025.

The intent of the property owner is to develop the project and have JPI serve as the property manager. JPI is a multifamily developer that develops, constructs, and manages apartment communities across the country. The JPI Addison Heights project is currently under construction at the southeast corner of Addison Road and Airport Parkway.

Proposed Concept Plan: The proposed development includes one building, accommodating 400 rental units within Addison, two common courtyard areas, and ground floor leasing/amenity space. Exterior ground floor units will have exterior access. The site amenities provided will include an outdoor pool, landscaped courtyards, fitness center, clubroom, tenant lounge, dog wash, and game room. The buildings include an elevator, which is unusual for multifamily buildings of this scale, and will include universal design features and floor plans.

The site is primarily access from the Dallas North Tollway via the existing private access drive. The site is also accessible from Landmark Boulevard from the south. Parking is proposed to be provided via surface parking, along the north and south sides of the building, and in the existing parking garage located within Farmers Branch. Solid waste service is provided at the northwest corner of the site, which is screened from public rights of way.

Building Facades: The multifamily building will be 5 and 6 stories tall with a maximum height of 77 feet. The exterior building façades are comprised of approximately 30 percent masonry materials. The remaining materials include stucco and fiber cement panel. Building articulation is achieved through vertical and horizontal expression of the building façade, material color changes, and the placement of recessed and projecting balconies throughout the façade. Ground floor units will be accessible from the exterior of the building, primarily on the north and south facades, and outdoor living space will be provided.

Parking: For this new Planned Development District (PD), the applicant proposes to provide 1.2 parking space per rental multifamily bedroom (including units within Addison and Farmers Branch). The applicant is proposing to continue the use of the existing parking garage, which is located within Farmers Branch, to satisfy the minimum requirements. The required parking includes 838 spaces. The total parking provided, including structured and surfacing parking, is 1,233 spaces.

Landscaping/Open Space and Trails: The Town's requirement for non-industrial sites to maintain at least 20 percent of the gross area of a site as landscape area. This proposal includes 23% landscaped area, exceeding the minimum requirement. The application meets or exceeds all landscaping requirements, including landscape buffers, islands, and screening. Connectivity will be provided to the sidewalk along Dallas Parkway. It is also the intent to provide future sidewalk and trail improvements within Farmers Branch, west of the project. The applicant has also committed to providing at least one public art installation on the site.

This project submitted applications prior to the adoption of the Parkland Dedication Ordinance; therefore, staff did not require compliance with the parkland requirements and park development fee.

Unit Mix, Interior Construction, and Sustainability Features: Within Addison, the proposed multifamily rental unit mix includes 20 studio units, 240 one-bedroom units, 120 two-bedroom units, and 20 three-bedroom units. The average unit size is 900 square feet.

The applicant has committed to meeting the following standards for interior construction and sustainability:

- The multifamily building shall comply with U.S. Green Building Council's and Energy Star Standards; and
- The project will provide a minimum of 3% of the required off-street parking to serve electric vehicle (EV) charging.

Compliance with Town Land Use and Development Policies: In considering rezoning requests, it is important for Town leadership to utilize the Town's long range planning documents to evaluate compliance with Town land use and development policies. Most notably for this request, this includes consideration of the Town's Comprehensive Plan and the Addison Housing Policy. Key considerations include:

2013 Comprehensive Plan

The [2013 Comprehensive Plan](#) does not specifically reference the subject property. The plan does reference that aging office may face challenges with newer competition, however, it encourages investment through façade and common area improvements. The Comprehensive Plan also encourages preservation of land along the Tollway corridor for high-density office buildings.

Addison Housing Policy

In order to help guide future housing decisions, the City Council adopted a [Housing Policy](#) in 2015 and amended it in early 2017. Components of the policy are provided below:

1. Where feasible and appropriate, new housing should increase the proportion of fee-simple ownership in Addison's housing mix. Apartment-only rezoning is unlikely to be approved, as currently the ratio of rental to ownership properties is higher than desired.
2. A proposal should offer a 'best fit' mix of uses and housing choices within the context of the surrounding Addison community. The Town may use a study area committee (with staff, elected, and appointed members such as area residents and business representatives) to evaluate a proposal's fit in Addison.
3. New housing should create or enhance neighborhoods of urban character rather than locate on a stand-alone, nonintegrated property and should continue the high quality design and walkability that make Addison's existing neighborhoods distinctive.
4. Proposals for independent and/or assisted living may be considered by the Town of Addison. Since there are no assisted living housing units in Addison today, the Town will conduct research to understand how this housing could or should be included in Addison's future.
5. The City Council acknowledges that there may be exceptional projects that do not comply with elements of this policy. The Council encourages developers and staff to pursue projects that represent the highest and best use of each property and that advance portions of this policy or other Town goals.

As can be expected with a policy addressing such a broad consideration, evaluating alignment of this proposal with this policy can be a very nuanced exercise.

This proposal does not achieve the goal of “increasing the proportion of fee simple ownership in Addison” that is called for in the first component of the Housing Policy. Due to the location of the subject property, including proximity to major throughfares, high value of existing improvements, and incompatible adjacent land uses, fee-simple ownership is unlikely to be feasible.

When evaluating an apartment-only rezoning in relation to the housing policy, it is critical that the proposal represents the highest and best use for the site and be deemed exceptional due to its high quality and amenities provided. Staff evaluated this project against the housing policy and did not find that it met the objectives outlined for the following reasons:

- This proposal constitutes a stand-alone multifamily residential project, surrounded by existing offices within Addison.
- Due to many constraints, this project is limited in opportunities for connectivity and walkability.
- The existing office is aging and has experienced limited reinvestment. New Class A office space could be successful given its access to the Dallas North Tollway.

Development Impacts: In the review of this rezoning request, assessment of anticipated impacts of the development should be carefully considered. These considerations include:

Residential Compatibility

The subject property does not have any existing residential adjacencies within Addison. The property is surrounded by existing office buildings and a free-standing restaurant (former Lawry's). There is a nearby apartment complex, Jewel on Landmark, however, this is within the City of Farmers Branch.

Traffic Generation and Circulation

The Town did not require a Traffic Impact Analysis for this proposal as the increase in possible trip generation from a 60,000 square foot office to a 400-unit multifamily complex did not constitute a significant change in traffic demand. Additionally, this site is unique in that the secondary access to the site and primary access to the structured parking is within the City of Farmers Branch. Site circulation was evaluated to ensure adequate access for emergency services, vehicular traffic, and solid waste disposal.

Utility and Drainage Analysis

At this feasibility stage, the applicant has demonstrated the capacity to connect to the Town's utility network and to mitigate the impacts of any surface runoff generated by this site. If this project is approved, detailed civil engineering plans will be prepared for the proposed connections to the Town's water and sanitary sewer systems, and the required drainage infrastructure needed to convey site generated runoff.

Tree Mitigation

The subject property is currently built out and features many mature trees around the perimeter of the building. The proposed redevelopment will not accommodate preservation of any tree's interior to the site, however, many trees along the property lines are able to be preserved.

With this proposal, 535.1 caliper inches of trees will be preserved, and 1011.1 caliper inches of protected trees will be removed. The applicant proposed to mitigate 408 caliper inches on

site and the remaining 603.1 caliper inches to be mitigated via fee in lieu of. The fee in lieu of on-site mitigation for protected trees is \$192 per caliper inch, resulting in a fee of \$115,795.20.

Public Services Capacity

This site is served by Dallas Independent School District (DISD) and given the anticipated demographics of the project, DISD is unlikely to have issues serving this property. This development provides sufficient access for emergency services through its three points of access from Dallas Parkway and Landmark Boulevard. The site will also have vehicular connectivity from adjacent office building properties.

Given the constraints of the property, there was not substantial opportunity for on-site open space. There was also limited opportunity for connectivity to nearby Town open space, with major land constraints (Dallas North Tollway and rail corridor). The proposed development will include social amenities such as a pool and fitness center. As Town residents, tenants will also have the opportunity to become members of the Addison Athletic Club.

Community Input: The applicant elected to not conduct community meetings related to this project.

At the time of packet posting, the applicant provided fifteen (15) letters of support from various property owners and tenants surrounding the subject property within Addison and Farmers Branch. Staff has not received any letters of opposition.

RECOMMENDATION: DENIAL

While this proposed rezoning request does meet the Town's minimum development standards, it does not align with the Addison Housing Policy or advance other Town goals. The project is an apartment-only rezoning proposal that is not integrated with the surrounding community.

The Town does need to explore reuse and redevelopment scenarios for our aging office; this area has offers premium opportunities for office along the Tollway corridor and may continue to do so in the future with new development or significant reinvestment to compete with surrounding markets.

Staff recommends denial of the request.