This meeting was held virtually via Zoom teleconferencing in accordance with the temporary suspension of the Open Meetings Act to allow telephone or videoconference granted by Texas Governor Greg Abbott, in order to mitigate the spread of COVID-19.

Study Session Meeting – 5:30 PM

Present 17 - Chairman David Moore, Commissioner Tim Yarbrough, Commissioner Linda Berti, Commissioner Giovanni Zavala, Commissioner Jarrod Williams, Commissioner Bonnie Potraza, Alternate Commissioner Barrett Cole, Vice Chairman Sergio De Los Santos, Tina Furgens AICP Director of Planning, Jenifer Paz AICP Lead Planner, Surupa Sen AICP Senior Planner, Brian Campbell Planning Technician, Kyra McCord Planning Consultant, Allison Cook Economic Development Director, Tom Bryson Communications Director, Amy Piukana City Secretary and John Land Deputy City Manager

A. STUDY SESSION

A.1 20-146 Discuss Regular Agenda items.

Chairman Moore called the Study Session to order at 5:30 PM.

Chairman Moore stated the following: That this was the first virtual meeting of the Planning and Zoning Commission; if the meeting was hacked, staff would stop the meeting and the Commission would reconvene at a future date uncertain; and he thanked the Commissioners for their service.

Chairman Moore opened discussion on Study Session Agenda item A.1 Discuss Regular Agenda items.

Chairman Moore asked for any questions regarding the Regular Agenda or Public Hearing items.

Regarding Public Hearing item D.1:

- Chairman Moore gave an overview of the proposed sign package.
- Vice Chairman De Los Santos commented that he liked the proposed sign package.
- Commissioner Bertl commented that she liked the proposed sign package, and asked if the signs would be easily interchangeable should the buildings change tenants in the future.

Regarding Public Hearing item D.2:

- Commissioner Bertl asked about the types of alcoholic beverages to be sold.
- Commissioner Yarbrough asked about the following: whether the Specific Use Permit would preside with the property or the business owner pending approval; and whether it was typical for a tenant to file for a Specific Use Permit related to the sale and consumption of alcoholic beverages on behalf of the property owner.
- Commissioner Potraza asked about the following: whether this request was similar to a previous case heard by the Commission regarding the existing office building located at International Plaza; and for clarification regarding the types of alcoholic beverages to be sold.

Hearing no further questions or comments from the Commissioners, Chairman Moore closed discussion on this agenda item.

A.2 20-206

Discuss the IH-35E Corridor Vision Study including review of analysis and research conducted for the corridor.

Chairman Moore opened discussion on Study Session Agenda item A.2 Discuss the IH-35E Corridor Vision Study including review of analysis and research conducted for the corridor.

Ms. Tina Furgens, Director of Planning, stated that this agenda item was originally scheduled for the March 30, 2020 Study Session of the Planning and Zoning Commission, but was postponed due challenges related to the COVID-19 situation. Ms. Furgens then introduced Ms. Stacey Chen of Interface Studio, LLC, consultant for the study.

Ms. Chen and Mr. Scott Page, principle of Interface Studio, LLC, gave a presentation regarding the IH-35E Corridor Vision Study, including: an overview of the subject area and project timeline; key takeaways from analysis and research of current conditions within the subject area; analysis of the corridor related to the North Texas region; analysis of current land uses and conditions within the corridor, including building typologies, parking and loading, potential opportunities for enhanced landscaping, and statistics on violent crime; challenges related to mobility within the corridor related to the Dallas Area Rapid Transit (DART) rail line and insufficient bike and sidewalk infrastructure; potential opportunities related to the Texas Department of Transportation's (TxDOT) expansion of IH-35E; the importance of the corridor creating a sense of place for the City; key questions to consider in determining the overall vision for the corridor; and an overview of next steps for the corridor study.

Questions and comments from the Commissioners regarding Ms. Chen's and Mr. Page's presentation were as follows:

- Chairman Moore commented that he liked the presentation and then discussed the following: potential implications of TxDOT's expansion of IH-35E; stakeholders interviewed by the consultant team; clarification regarding
the employment districts identified within the North Texas region; whether a major goal of development within the corridor should be more office land uses versus industrial uses, and how this would be accomplished; number of Essilor employees residing within Carrollton, Texas and the amount of housing within the City; whether issues of land vacancy were due to challenges related to mobility and connectivity within the corridor, and if other cities within the North Texas area have addressed this similar issue; whether the proposed road diet for Valley View Lane would help with safety of pedestrians and bikers within the area; that he liked the graphics illustrating what other cities have done related to public art and placemaking; and that analysis should begin with the areas closest to the Station Area.

• Commissioner Zavala commented that he liked the presentation.

• Commissioner Yarbrough discussed the following: the number of employers interviewed by the consultants; whether there was a threshold goal for the percentage of stakeholders to be interviewed in relation to public outreach efforts; requested clarification on the slide discussing three-tiered zip codes; statistics related to bicycle and pedestrian safety within the corridor and how these statistics compared with other areas of the corridor elsewhere within the metroplex; why the consultants believed there were many underutilized parking lots within the City; and whether the consultants had any conceptual plans for how the underutilized parking lots could be repurposed.

• Ms. Furgens discussed the following related to public engagement efforts and the COVID-19 situation: the postponement of the open house and interviews with employees of employers within the corridor and obtaining their feedback; the postponement of pop up events at various locations within the City to engage residents living within proximity of the corridor and obtaining their feedback; and the reevaluation of current public engagement efforts including incorporating utilizing technology to engage stakeholders and the public such as online surveying, as well as determining how best to move these efforts forward.

• Commissioner Williams discussed the following: whether the consultant team had received feedback from developers related to development within the corridor; how to redevelop the area of the corridor west of IH-35E featuring the former El Mio hotel development and other motel developments; requested clarification on what was meant by wholesale retail uses related to the business use categories presented; and the importance of redevelopment of the area west of IH-35E and Valley View Lane in relation to encouraging ridership of DART public transit service.

• Commissioner Potraza discussed the following: properties within the corridor that could be potentially affected by TxDOT’s IH-35E expansion; the importance of walkability and connectivity within the corridor, including connected sidewalks; wait time and the “last mile” connection related to public transit; bicycle and scooter use within the Central Business district of Dallas, Texas, and a cost-benefit analysis of these transportation modes and other last mile connectivity options within the corridor; and the importance of improving connectivity under the overpasses.

• Commissioner Berti discussed the following: development at the intersections of IH-35E with both Valley View Lane and Valwood Parkway; the importance of walkability and mobility within the corridor; and potential opportunities
related to greenspace development for both existing parking lots and adjacent to existing buildings. Commissioner Bertl commented that she liked the presentation.

- Alternate Commissioner Cole asked whether the Mayor’s IH-35E Betterments Task Force was related to the corridor vision study, and if information was being shared with the consultant team related to the betterments efforts.

- Vice Chairman De Los Santos discussed the following: options for connectivity between the east and west sides of IH-35E, citing the important of connecting areas on both sides of the corridor; concerns related to crime rates near the intersections of IH-35E at both Valley View Lane and Valwood Parkway; concerns regarding walkability and mobility within the corridor, as well as pedestrian safety; and underutilized parking within the corridor.

- Chairman Moore thanked the Commissioners for their questions and feedback.

Hearing no further questions or comments from the Commissioners, Chairman Moore closed discussion on this agenda item.

**A.3 20-198**

**Discuss a future driving tour of Farmers Branch with the Planning and Zoning Commission.**

Chairman Moore stated due to time constraints, discussion on this agenda item was being postponed to the May 11, 2020 Study Session meeting of the Planning and Zoning Commission.

Hearing no questions or comments from the Commissioners, Chairman Moore closed discussion on this agenda item.

**A.4 20-147**

**Discuss agenda items for future Planning and Zoning Commission consideration.**

Chairman Moore opened discussion on Study Session agenda item A.4 Discuss agenda items for future Planning and Zoning Commission consideration.

Chairman Moore asked for any items to be added to the list.

No items were requested by the Commissioners.

Hearing no questions or comments from the Commissioners, Chairman Moore closed discussion on this agenda item and adjourned the Study Session at 6:59 PM. Staff and the Commissioners reconvened in Council Chambers for the Regular Meeting at 7:00 PM.

**B. CITIZEN COMMENTS**

Chairman Moore stated that those citizens desiring to address the Commission at this meeting could do so by contacting the Planning department by 12:00 PM today.

Chairman Moore stated that the Planning department received no Citizen Comments.

**C. REGULAR AGENDA ITEMS**

**C.1 20-120**

**Consider approval of the Attendance Matrix for the Planning and**
Zoning Commission as presented; and take appropriate action.

A motion was made by Commissioner Bertl, seconded by Commissioner Zavala, that the Attendance Matrix be approved. The motion carried unanimously.

Aye: 7 – Chairman Moore, Commissioner Yarbrough, Commissioner Bertl, Commissioner Zavala, Commissioner Williams, Commissioner Potraza and Vice Chairman De Los Santos

C.2 20-203

Consider approval of the March 16, 2020 Planning and Zoning Commission Minutes; and take appropriate action.

A motion was made by Commissioner Bertl, seconded by Commissioner Potraza, that the Minutes be approved. The motion carried unanimously.

Aye: 7 – Chairman Moore, Commissioner Yarbrough, Commissioner Bertl, Commissioner Zavala, Commissioner Williams, Commissioner Potraza and Vice Chairman De Los Santos

D. PUBLIC HEARING

D.1 20-SP-02

Conduct a public hearing and consider a Detailed Site Plan request for special exceptions from Chapter 6.F – Signage of Planned Development Ordinance No. 86 (PD-86) to allow for multiple wall signs within the multi-tenant retail/restaurant development, located on an approximately 3.74-acre property at the southeast and southwest corners of Valley View Lane and Bee Street; and take appropriate action.

The applicant, FB Land, Ltd., is requesting approval of special exceptions from Chapter 6.F. - Signage of Planned Development Ordinance No. 86 (PD-86), commonly known as the Station Area Code, to allow for multiple wall signs within the existing multi-tenant retail/restaurant development. The Detailed Site Plan for this development was originally approved in 2017 by Resolution No. 2017-066. PD-86 has specific requirements for wall signs including limited area and height, thereby promoting signage appropriate for pedestrian-scaled developments. The applicant is requesting approval of wall signs that are larger and taller than what the code allows, thus the request for special exceptions from the PD ordinance. PD-86 authorizes the Planning and Zoning Commission to consider and approve special exception requests. Staff recommends approval of this Detailed Site Plan as presented.

Ms. Surupa Sen, Senior Planner, gave a presentation regarding the proposed detailed site plan.

Chairman Moore invited Ms. Elise Mikus, the applicant, 2626 Howell Street, Dallas, Texas, to speak on behalf of the proposed development.

Ms. Mikus discussed the following: the opening of the Cox Farmers Market; the challenges faced by businesses related to the COVID-19 situation; the construction timing of the Cedar Creek Brewery and Starwood Café restaurants; the delay in construction of three additional restaurant uses; the importance of signage for this development being large enough to be noticed at both pedestrian and vehicle levels; she requested that the Commission approve the proposed Detailed Site Plan as she
believed the proposed signage would help contribute to the success of the businesses within this development.

Chairman Moore commended Ms. Mikus for the Cox Farmers Market business opening and then asked for any questions or comments.

Commissioner Bertl commented that she liked the Cox Farmers Market and agreed on the proposed increased sizes of the signage. Commissioner Bertl then asked why the originally approved Detailed Site Plan for this development did not include this sign package. Ms. Furgens stated that it is not uncommon for sign packages to be designed and developed at a later date, once tenants have been determined and construction nearing completion.

Hearing no further questions or comments from the Commissioners, Chairman Moore opened the public hearing. No one came forward to address this agenda item. Chairman Moore closed the public hearing and asked for a motion.

A motion was made by Vice Chairman De Los Santos, seconded by Commissioner Bertl, that this Detailed Site Plan be approved. The motion carried unanimously.

Aye: 7 – Chairman Moore, Commissioner Yarborough, Commissioner Bertl, Commissioner Zavala, Commissioner Williams, Commissioner Potraza and Vice Chairman De Los Santos

D.2 20-SU-01

Conduct a public hearing and consider the request for a Specific Use Permit to allow for on-site sale/consumption of alcoholic beverages, within a qualifying restaurant for an approximate 4.58-acre property located at 2727 LBJ Freeway; and take appropriate action.

The existing ten-story office building and associated parking garage located at 2727 LBJ Freeway has a restaurant on the first floor. The applicant, 1910 Beverage Service, LLC on behalf of the property owner, has applied for a Specific Use Permit to allow on-premise consumption of alcoholic beverages within this existing restaurant. This restaurant is an amenity for the tenants of the office building and serves primarily the employees and people working within the office building. The subject property is located in Planned Development District No. 74 (PD-74), which allows for on-premise consumption of alcoholic beverages within a qualifying restaurant subject to approval of a SUP. Staff recommends approval of this Specific Use Permit as presented.

Ms. Surupa Sen, Senior Planner, gave a brief presentation regarding the Specific Use Permit proposal.

Chairman Moore invited Ms. Jordan Berkstresser, the applicant, 2727 Lyndon B. Johnson Freeway, Farmers Branch, Texas, to speak on behalf of the proposal.

Ms. Berkstresser discussed the following: the success of this concept at other locations; potential social and employee engagement opportunities associated with this concept; the potential to attract additional employees to work inside the existing office building; and the types of alcoholic beverages to be served.

Chairman Moore asked for any questions.

Commissioner Bertl asked about the restaurant type and menu options.
Hearing no further questions or comments from the Commissioners, Chairman Moore opened the public hearing. No one came forward to address this agenda item. Chairman Moore closed the public hearing and asked for a motion.

A motion was made by Commissioner Yarbrough, seconded by Commissioner Bertl, that this Specific Use Permit be recommended for approval. The motion carried unanimously.

Aye: 7 – Chairman Moore, Commissioner Yarbrough, Commissioner Bertl, Commissioner Zavala, Commissioner Williams, Commissioner Pfortz and Vice Chairman De Los Santos

Chairman Moore thanked the Commissioners and that he believed this meeting to be successful, as well as thanked staff for their work related to conducting the meeting virtually.

E. ADJOURNMENT

Being no further business, Chairman Moore adjourned the meeting at 7:38 PM.

Chairman

Brian Campbell
City Administration