

FILE NUMBER: Z234-158(MB) **DATE FILED:** January 22, 2024

LOCATION: South line of LBJ Freeway, west of Bankway Lane

COUNCIL DISTRICT: 13

SIZE OF REQUEST: Approx. 672 sqft **CENSUS TRACT:** 48113009605

REPRESENTATIVE: Carlos Talison, La Sierra Planning Group

OWNER/APPLICANT: LBJ Metroplex LP

REQUEST: An application for an amendment to Specific Use Permit No. 2071 for a detached non-premise sign (billboard) on property zoned Planned Development District No. 1013 with deed restrictions [Z845-227].

SUMMARY: The purpose of the request is to continue use of the site as a detached non-premise sign (billboard).

STAFF RECOMMENDATION: Approval for a ten-year period, subject to amended conditions.

BACKGROUND INFORMATION:

- The area of request is currently zoned Planned Development District No. 1013.
- The request site is an existing detached non-premise sign (billboard).
- SUP No. 2071 was approved by City Council on February 12, 2014 for a detached non-premise sign (billboard) for a period of ten years.
- SUP No. 2071 expired on February 12, 2024. Applicant filed for renewal on January 22, 2024.
- The applicant requests the renewal of SUP No. 2071 for a ten-year period to continue use of a detached non-premise sign (billboard). Applicant does not propose any changes to the site plan or other conditions.

Zoning History:

There have been no zoning cases in the area in the last five years.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
LBJ Freeway	Frontage road	-
Bankway Lane	Local Street	-

Traffic:

The Transportation Development Services Division of the Planning and Development Department, in coordination with the Transportation Department, has reviewed the current request and determined that it will not have a significant impact on traffic.

STAFF ANALYSIS:

Comprehensive Plan:

The *forwardDallas! Comprehensive Plan* was adopted by the City Council in June 2006 and outlines several goals and policies which can serve as a framework for assisting in evaluating the applicant’s request. The request complies with the following land use goals and policies of the Comprehensive Plan:

ECONOMIC ELEMENT

GOAL 2.1 PROMOTE BALANCED GROWTH

Policy 2.1.1 Ensure that zoning is flexible enough to respond to changing economic conditions.

GOAL 2.3 BUILD A DYNAMIC AND EXPANDED DOWNTOWN

Policy 2.3.3 Work with property owners and stakeholders to preserve and enhance the image of Downtown Dallas.

Land Use:

	Zoning	Land Use
Site	PD No. 1013 w/ Deed Restrictions [Z845-227]	Detached non-premise sign (billboard), office building
North	City of Farmers Branch	IH 635 LBJ Freeway
South	CR-D Community Retail with a D Liquor Control Overlay	Hotel, motor vehicle fueling station
West	MU-2 Mixed Use	Retail
East	PD No. 140	Office building

Land Use Compatibility:

The request site consists of the detached non-premise sign (billboard) and an office building. The site has frontage on IH 635 LBJ Freeway, as well as Bankway Drive, a local street that connects to the IH 635 frontage road. The surrounding area is a mix of office buildings, retail uses, and a hotel and motor vehicle fueling station to the south of the site.

The general provisions for a Specific Use Permit in Section 51A-4.219 of the Dallas Development Code specifically state: (1) The SUP provides a means for developing certain uses in a manner in which the specific use will be consistent with the character of the neighborhood; (2) Each SUP application must be evaluated as to its probable effect on the adjacent property and the community welfare and may be approved or denied as the findings indicate appropriate; (3) The city council shall not grant an SUP for a use except upon a finding that the use will: (A) complement or be compatible with the surrounding uses and community facilities; (B) contribute to, enhance, or promote the welfare of the area of request and adjacent properties; (C) not be detrimental to the public health, safety, or general welfare; and (D) conform in all other respects to all applicable zoning regulations and standards. The regulations in this chapter have been established

in accordance with a comprehensive plan for the purpose of promoting the health, safety, morals, and general welfare of the city.

Staff's analysis considers the surrounding land uses and history of the subject site. The detached non-premise sign (billboard) was authorized by a Specific Use Permit under provisions of 51A-7.307(i)(2), which allows for the relocation of a Highway Beautification Act sign or expressway sign in an LO(A), MO(A), or GO(A) district by Specific Use Permit.

When SUP No. 2071 was approved, the subject site was zoned a GO(A) General Office District. In 2019, PD No. 1013 was approved by City Council. PD No. 1013 uses the base regulations of the GO(A) district, with additional uses permitted. As such, the proposed use remains compatible with the existing zoning.

As the surrounding area includes a major interstate highway, surface parking, and office uses, staff finds that the request is compatible with the surrounding uses and is not detrimental to the public health, safety, or general welfare. Staff supports the request to renew the SUP for a period of ten years.

Landscaping:

Landscaping must be provided in accordance with Article X.

Parking:

No parking is required for this use.

Market Value Analysis:

Market Value Analysis (MVA), is a tool to aid residents and policy-makers in understanding the elements of their local residential real estate markets. It is an objective, data-driven tool built on local administrative data and validated with local experts. The analysis was prepared for the City of Dallas by The Reinvestment Fund. Public officials and private actors can use the MVA to more precisely target intervention strategies in weak markets and support sustainable growth in stronger markets. The MVA identifies nine market types (A through I) on a spectrum of residential market strength or weakness. As illustrated in the attached MVA map, the colors range from purple representing the strongest markets (A through C) to orange, representing the weakest markets (G through I). The area of request is within an "E" MVA area.

List of Officers

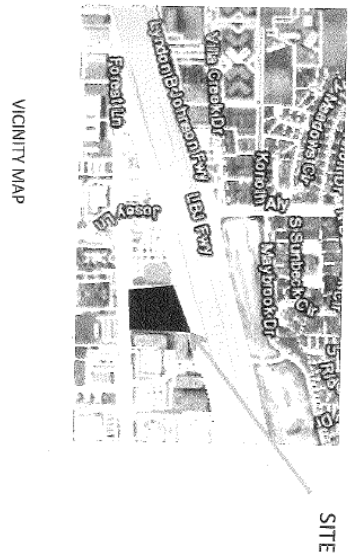
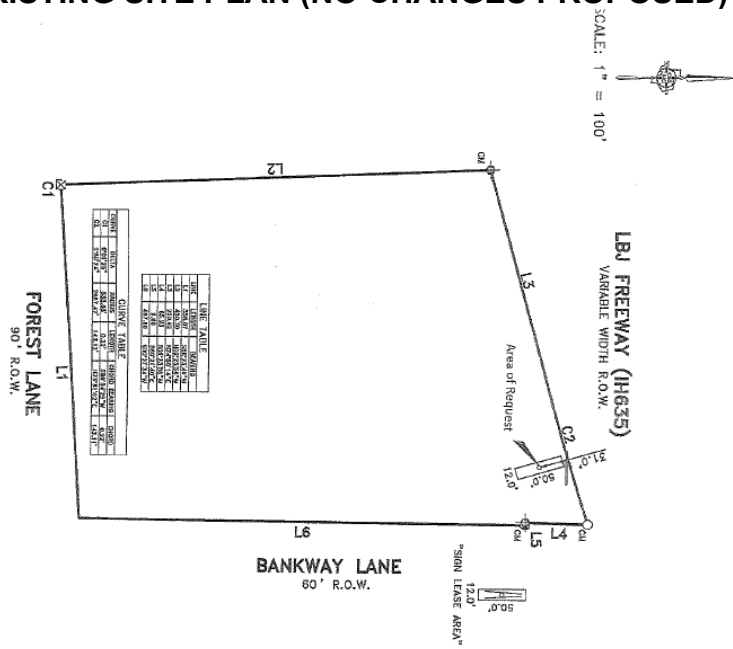
McDonalds USA, LLC

Desiree Ralls-Morrison, Executive Vice President, General Counsel and Secretary
Angela K. Steele, Vice President, US General Counsel and Assistant Secretary
Sarah K. Lee, Assistant Secretary
Savan N. Vaghani, Assistant Secretary

PROPOSED CONDITIONS

1. USE: The only use authorized by this specific use permit is a detached non-premise sign (billboard).
2. SITE PLAN: Use and development of the Property must comply with the attached site plan.
3. TIME LIMIT: This specific use permit expires on ~~February 12, 2024~~ [ten years from the passage of this ordinance].
4. MAINTENANCE: The Property must be properly maintained in a state of good repair and neat appearance.
5. GENERAL REQUIREMENTS: Use of the Property must comply with all federal and state laws and regulations, and with all ordinances, rules, and regulations of the City of Dallas.

EXISTING SITE PLAN (NO CHANGES PROPOSED)

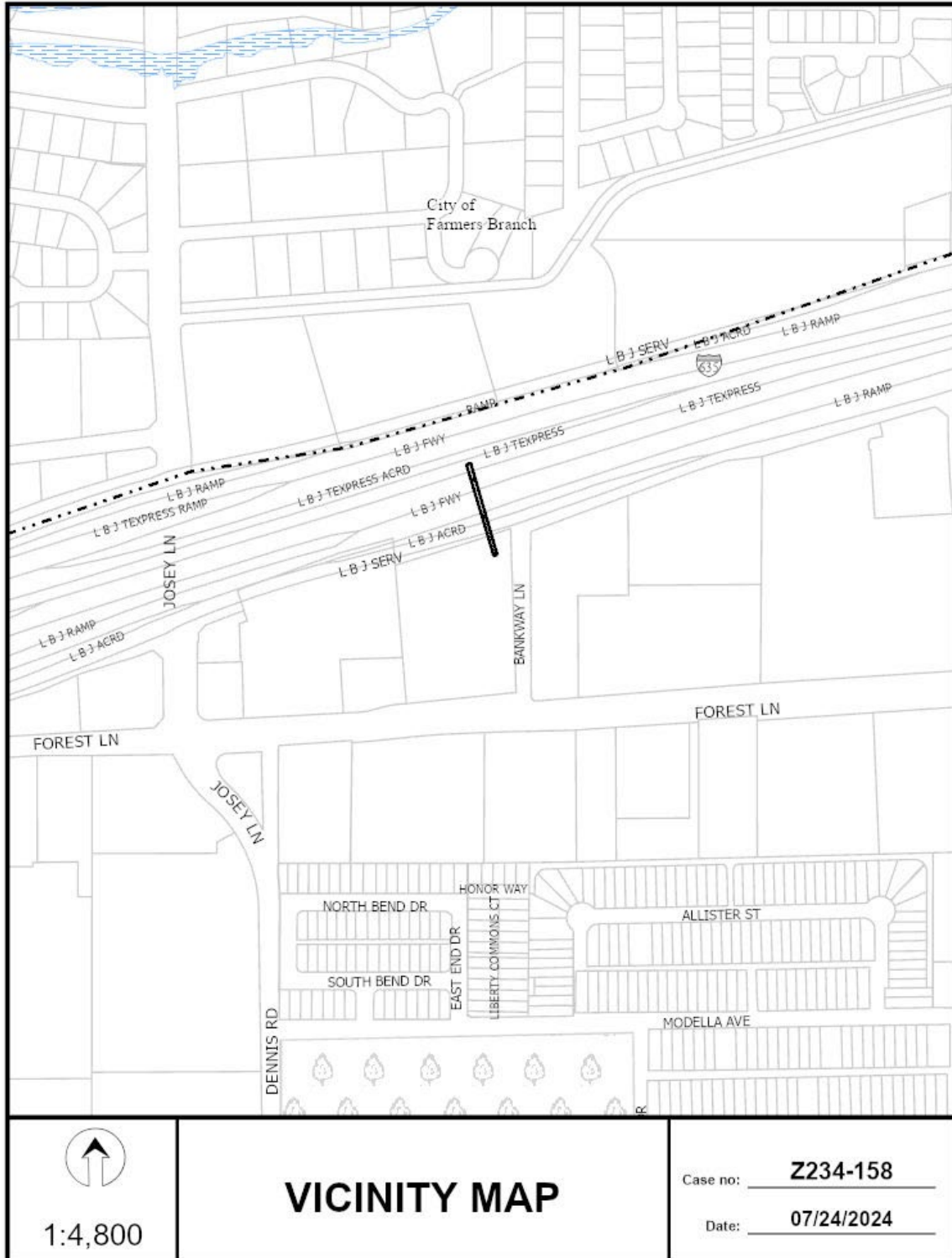


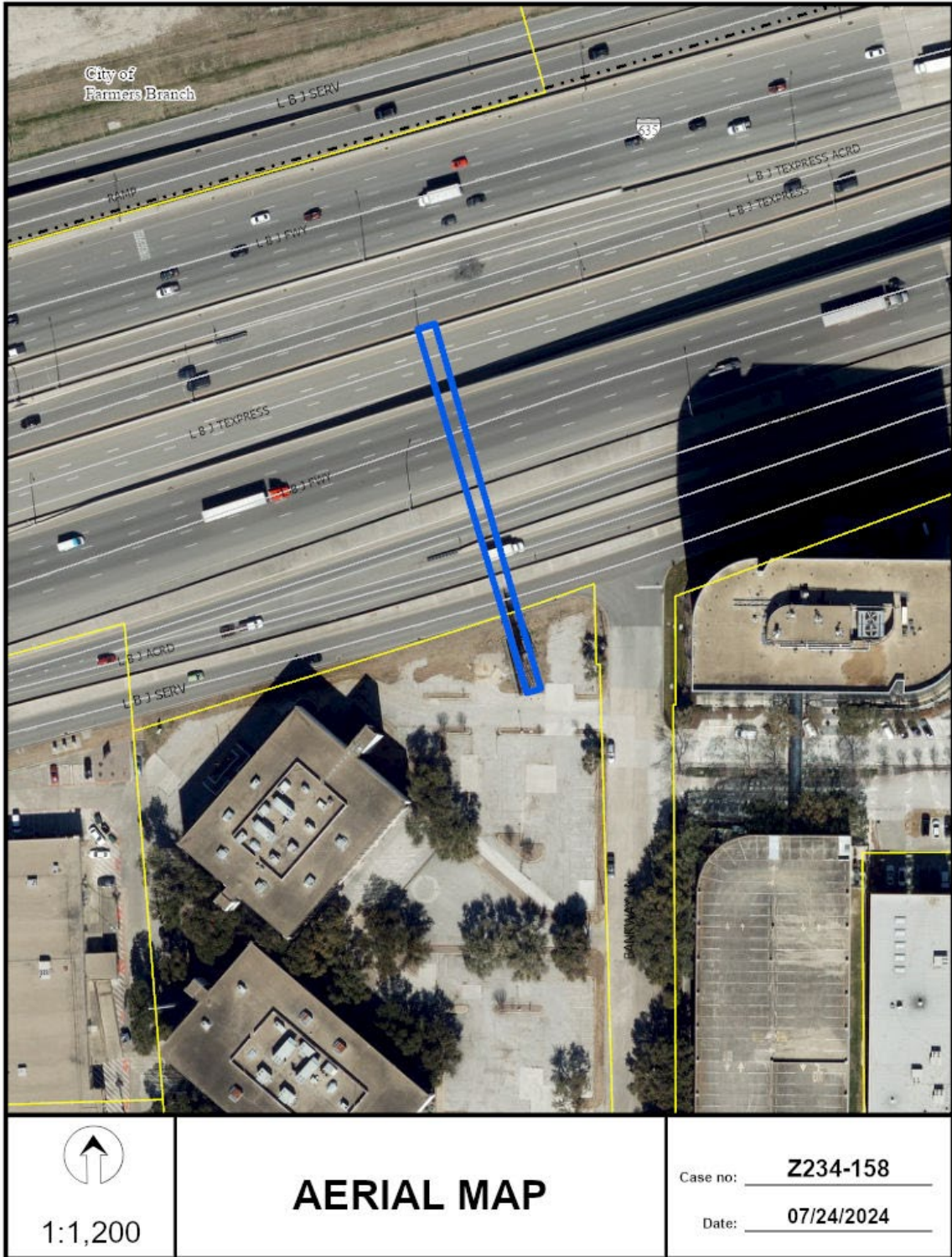
SITE SUMMARY

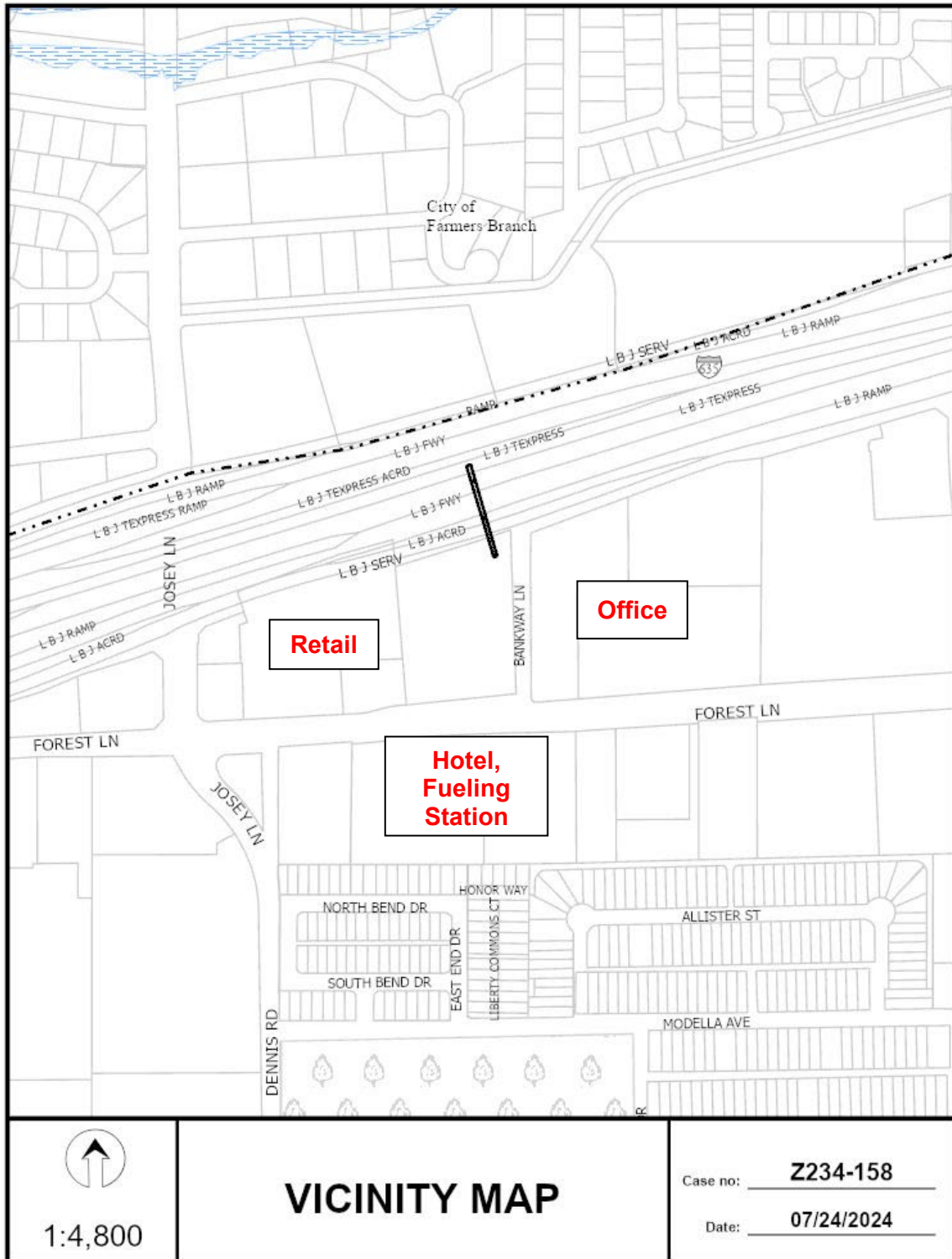
- Existing Zoning: GO(A)
- Request: SUP for detached non-premise sign
- Area of Request: 670 s.f.
- Required Parking: 0

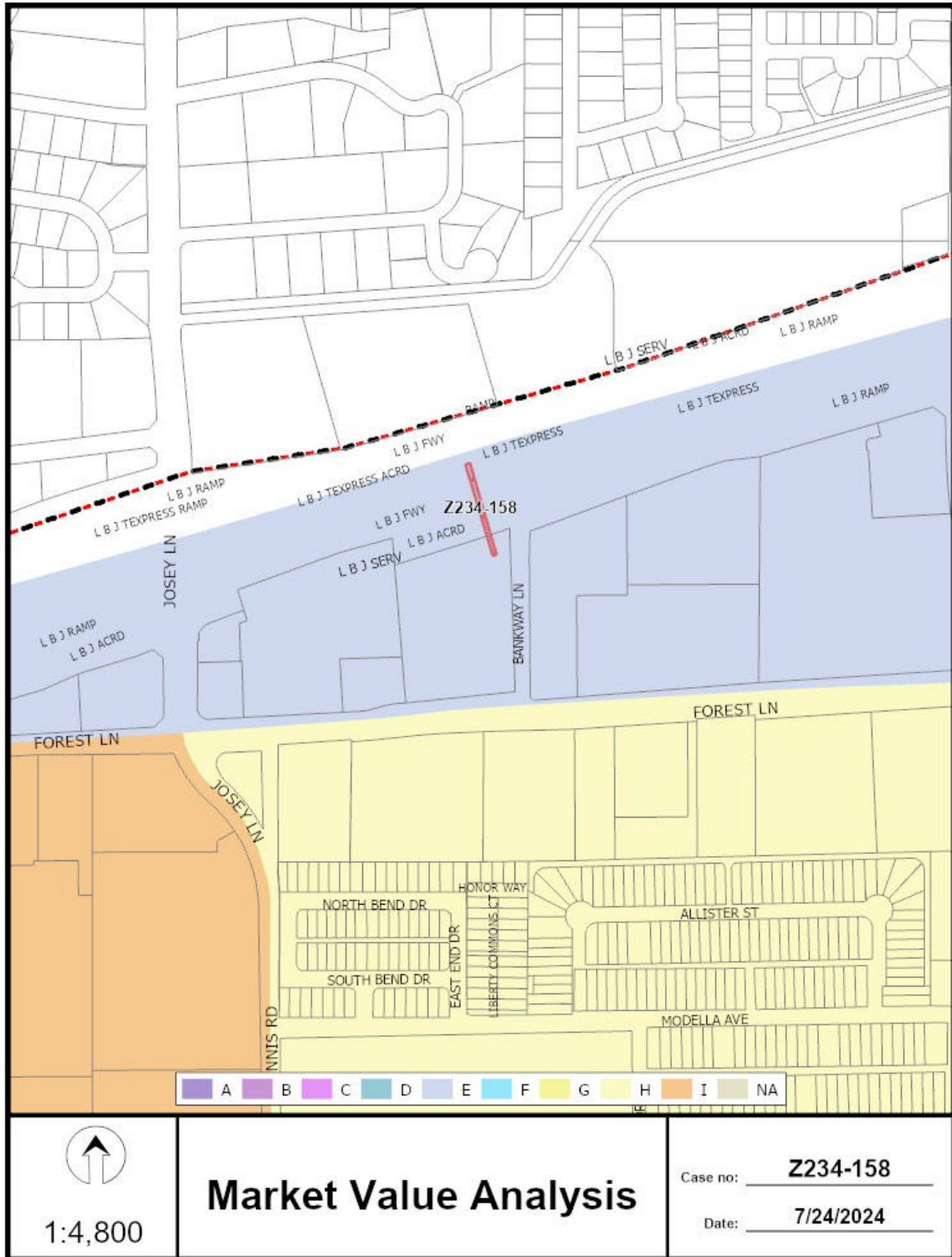
SITE PLAN
Specific Use Permit
No. 2071

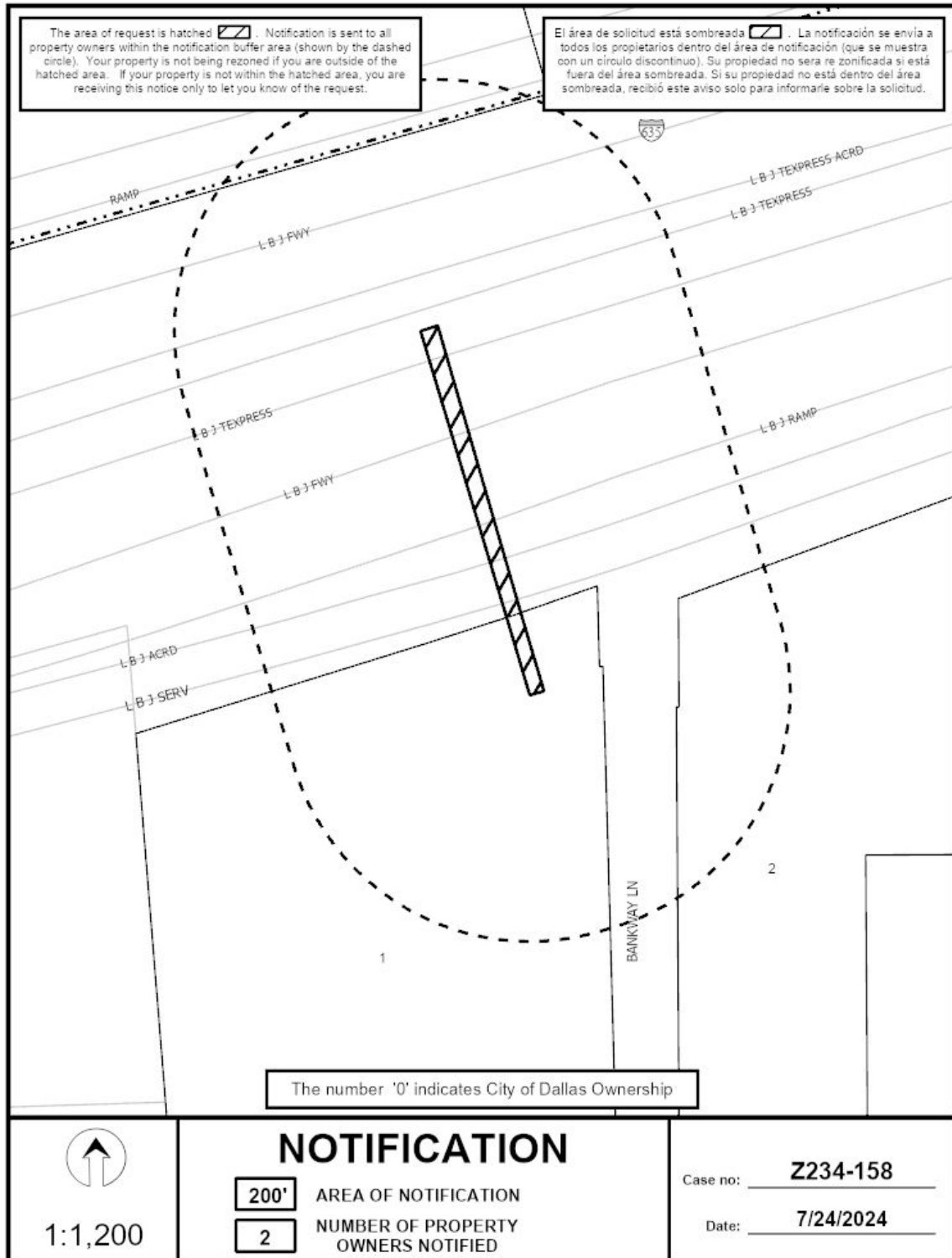
Z123-361 SITE PLAN











Z234-158(MB)

07/24/2024

Notification List of Property Owners

Z234-158

2 Property Owners Notified

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	2964 LBJ FWY	LBJ METROPLEX LP
2	3010 LBJ FWY	GRAYSTONE GREEN LP