



AGENDA MEMO
6/6/2017 Agenda

TO: Honorable Mayor and City Council

FROM: Patrick Baugh, Community Development Director

SUBJECT: Conduct a Public Hearing to receive comment regarding creation of a
Planned Development District for Jarrell Company, 2651 Fondren Drive

BACKGROUND:

Mr. Richard Sowan, applicant, requests the City create a Planned Development District for the property at 2651 Fondren Drive, site of the Jarrell Company building. The Jarrell Company is an appliance, plumbing fixture and decorative hardware showroom and sales business, continuously in operation since 1964. The ownership, changed in 2014, has restructured the operations to reduce product warehousing on-site, allowing approximately half of the building's one-acre of floor area to be leased to product and design showroom tenants.

The site is bounded by commercial/office uses, the City's elevated water storage site and municipal solid waste transfer station/bulk materials storage yard. The Dallas Area Rapid Transit light rail line borders the site on the west, and the south property line is the southern edge of University Park's City limits.

Like many other non-residential properties in University Park, the site does not meet current requirements for staff and customer parking. By ordinance, this Commercial District zoning requires one space per 300 square feet of gross floor area, meaning the 43,575 square-foot building should have 146 parking spaces. On-site parking is currently marked for 69 spaces, leaving a 77 space deficit. For this reason, the owners seek creation of a Planned Development District.

The façade of the building will be refreshed, but no structural modifications are proposed. A number of signage improvements are being requested, prompting action elsewhere on this same agenda for creation of a special sign district, and retaining the iconic roto-sphere sign.

RECOMMENDATION:

Staff recommends that the City Council conduct a public hearing to receive comments on this proposal concerning community compatibility.