

AGENDA
CITY OF GRAPEVINE
QUARTERLY WORKSHOP
PLANNING & ZONING COMMISSION
THURSDAY, JUNE 4, 2015 AT 6:00 P.M.
PLANNING & ZONING CONFERENCE ROOM
SECOND FLOOR
200 SOUTH MAIN STREET

CALL TO ORDER

WORK SESSION

1. Discuss strategy for commuter rail station area planning.
2. Consider the minutes of the May 12, 2015 Planning and Zoning Workshop and take any necessary action.

ADJOURNMENT

If you plan to attend this briefing session and you have a disability that requires special arrangements at the meeting, please contact the office of Development Services at (817) 410-3154 at least 24 hours in advance. Reasonable accommodations will be made to assist your needs.

In accordance with Texas Government Code, Chapter 551.001 et. seq. Acts of the 1993 Texas Legislature, the Planning and Zoning Commission Workshop Agenda was prepared and posted on this the 1st day of June 2015 at 5:00 p.m.



Scott Williams
Development Services Director

MEMO TO: PLANNING AND ZONING COMMISSION
FROM: SCOTT WILLIAMS, DEVELOPMENT SERVICES DIRECTOR
MEETING DATE: JUNE 4, 2015
SUBJECT: WORKSHOP— COMMUTER RAIL STATION AREA PLANNING

RECOMMENDATION:

Planning and Zoning Commission to discuss strategy for commuter rail station area planning, and take any necessary action.

BACKGROUND INFORMATION:

Following the last (third) Planning and Zoning Commission workshop, the Commission asked the staff to do the following:

- 1) Clean up and refine the draft of the proposed transit district to reflect the work that has been performed to-date;
- 2) Develop a working draft of a purpose statement for the proposed district;
- 3) Develop a draft of potential residential uses that reflect small scale, low impact, and integration with other uses, as a starting point for further discussion and refinement.
- 4) Incorporate the city owned property containing The REC, Convention Center and Library into the map of the study area.

The requested information is provided in your packet. Items that warrant further discussion and/or clarification are highlighted in red. The residential information is intentionally brief, as staff would like the Commission's input as to whether we are headed in the right direction. Also included in your packet is an article provided by Commissioner Tiggelaar regarding mixed use development.

Following the upcoming meeting, it is anticipated that the Commission will provide staff with comments on the work performed on the district so far, provide input on the purpose statement, and give staff further direction on the potential residential uses that could be utilized in the district. Lastly, at the request of the Commission, a joint P&Z/Council workshop will be scheduled in the near future.

DRAFT – Grapevine Commuter Rail Overlay District

PURPOSE: The purpose of the (**Grapevine Commuter Rail Overlay District?**) is to encourage the combination of appropriate small-scale transit oriented uses within individual developments, and to group or cluster these individual developments in a manner that is compatible with the adjacent Historic Districts, and that complement the nearby commuter rail depot. The (**Grapevine Commuter Rail Overlay District?**) is also intended to encourage redevelopment of obsolete structures, promote creative design flexibility, and allow the Planning and Zoning Commission and City Council to review and approve unique and/or appropriate projects that may not meet all of the use or design criteria set forth within this section, and/or other sections of the Zoning Ordinance.

USES GENERALLY: Language to be determined

A. PRINCIPAL USES:

1. Commercial uses:
 - a. Restaurants excluding drive-ins or drive-through facilities.
2. Retail uses:
 - a. Antique shop.
 - b. Art Gallery.
 - c. Bakery, retail sales only.
 - d. Barber/beauty shop, nail salon and spa services.
 - e. Book or stationery store.
 - f. Cameras, film developing, printing and photographic supplies.
 - g. Candy store.
 - h. Cigar and tobacco store.
 - i. Cleaning, dyeing and laundry pick-up station for receiving and delivery of articles to be cleaned, dyed, and laundered, but no actual work to be done on the premises.
 - j. Drug store.

- k. Electronics store.
 - l. Florist, retail sales only.
 - m. Hardware.
 - n. Sporting goods.
 - o. Toy Store.
 - p. Home decor and furnishings.
 - q. Jewelry store.
 - r. Musical instruments.
 - s. Photographers and artist studios.
 - t. Public parking garage.
 - u. Retail store or shop.
 - v. Seamstress, dressmaker, or tailor.
 - x. Shoe repair shop.
 - y. Studios, dance, music, drama.
 - z. Wearing apparel.
 - aa. Copy shop, office supply and mail/shipping store.
 - bb. Cinema (limited) (further discussion needed)
 - cc. Resale shop in an enclosed building provided the space does not exceed 3,000 (three thousand square feet in area.)
 - dd. Museum
4. Office
- a. Governmental Uses, higher education, vocational education,
 - b. Professional offices for the conduct of the following professional and semiprofessional occupations: Accountant, architect, attorney, engineer, insurance agent, real estate agent, or any other office or

profession which is the same general character as the foregoing, but excluding animal grooming salons, dog kennels, funeral homes, veterinarian and veterinary hospitals.

B. **ACCESSORY USES:** The following uses shall be permitted as accessory uses, strictly in accordance with an approved Site Plan as provided for herein below:

1. Banks (similar to what you see in a grocery store)
2. Parking and parking structures.
3. Other uses customarily incidental to the permitted uses.

C. **CONDITIONAL USES:** The following uses may be permitted, provided they meet the provisions of Section 48 of the Zoning Ordinance, and a Conditional Use Permit is issued, and is strictly in accordance with an approved Site Plan as provided herein below.

1. Day care facility.
2. Alcoholic beverage sales provided a special permit is issued in accordance with Section 42.B of the Zoning Ordinance, including wineries, wine tasting facilities, breweries or distilleries. All alcoholic beverage sales shall be consistent with the Texas Alcoholic Beverage Code.
3. Health clubs.
4. Medical offices. Dentist, personal or family counselor, chiropractor, physical therapist, physician, surgeon, or any other office or profession with a state license or certification, but excluding veterinarian and veterinary hospitals.
5. Any use allowed within this district with amplified sound or outdoor speakers.
6. Boutique hotels, provided the following design criteria is met:
 - a. Each guestroom shall have a minimum area of 380 square feet.
 - b. A full service restaurant with full kitchen facilities and which provides service to the general public shall be required. (Optional)

- c. On-site staff is required 24-hours a day, seven days a week.
- 7. Indoor commercial amusement.
- 8. Any commercial business or service not included in any of the other commercial districts provided that all such uses shall be completely within an enclosed building and are not noxious or offensive by reason of the emission of odor, dust, gas fumes, noise, or vibration and provided that no warehousing or manufacturing or treatment of products or equipment shall be permitted, except when such is clearly incidental to the conduct of a permitted use.
- 9. Residential Uses:
 - a. Townhomes/Rowhomes, in accordance with Sec 20, R-TH Townhouse District Regulations
 - b. Multi-Family Uses
 - (1) Only permitted in buildings with two or more uses (not including parking structures)
 - (2) May not exceed more than (80%?) of the total area of uses (not including parking garages)
 - c. Limited to no more than (20?, 30?) units per structure
 - d. Live/Work Units? (possibly allow within townhome/rowhome, and multi-family?)

END OF DISCUSSION FOLLOWING THIRD WORKSHOP
ALL SUBSEQUENT PAGES ARE FROM
THE OLD MXU MIXED USE ZONING DISTRICT

- D. REQUEST FOR MIXED USE DISTRICT ZONING CLASSIFICATION: The procedure to follow to establish a Mixed Use Zoning (MXU) classification shall be the same as that required to amend, repeal or alter the zoning on a tract, or parcel of land as specified under Section 48 of the Zoning Ordinance relating to Conditional Uses, except as otherwise provided for herein. In the event of a conflict between Section 48 and this ordinance, the terms of this ordinance shall take precedence. MXU zoning shall permit development only in accordance with a Site Plan that has been approved by the City Council. Property zoned MXU

may only be used and/or developed in accordance with its approved Site Plan. No amendment(s) to an approved Site Plan are permitted without City Council approval. A request to amend a Site Plan in a MXU district is a request to re-zone the tract. Uses permitted under an approved Site Plan are only permitted in strict accordance with the corresponding, approved Site Plan.

If the project is to be developed in phases, a proposed phasing plan that identifies the anticipated sequence of development is required at the time of application. The phasing plan shall delineate areas, building sites, land use and improvements to be constructed in independent phases, and the scheduled time frames, and sequencing of such phases.

E. **SITE PLAN REQUIREMENTS:** No application for a building permit for construction of a principal building shall be approved unless:

1. A Plat, meeting all requirements of the City of Grapevine has been approved by the City Council and recorded in the official records of Tarrant County.
2. A Site Plan meeting the requirements of Section 47 of the Zoning Ordinance has been approved as specified under Section 48, Conditional Uses.
3. A Landscape Plan, meeting the requirements of Section 53 of the Zoning Ordinance and Section N, has been approved.

F. **PERIOD OF VALIDITY.** No Site Plan for the Mixed Use District shall be valid for a period longer than one (1) year from the date on which the City Council grants approval, unless within such one (1) year period: (1) a Building Permit is obtained and the erection or alteration of a structure is started, or (2) an Occupancy Permit is obtained and a use commenced. The City Council may grant one additional extension not exceeding one (1) year, upon written application, without notice or hearing. No additional extension shall be granted without complying with the notice and hearing requirements for an initial application for a zone change.

Upon expiration of an MXU Site Plan, the property cannot be developed until a change in zoning is approved by the City Council. There shall be no vested right to uses permitted by a Site Plan under MXU upon the expiration of the Site Plan.

G. **GENERAL CONDITIONS:** To insure that development within the "MXU" Mixed Use District is consistent with the City's Comprehensive Master Plan, the following special conditions shall be established:

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1. Ground Level Retail: Buildings fronting on streets must be designed to accommodate ground level retail. The ground level floor area may be used for office uses.
 2. Free Standing Retail: Free standing retail is prohibited.
 3. Free Standing Banks: Free standing banks are prohibited.
 4. Free Standing Movie Theaters: Free standing movie theaters are prohibited.
 5. Maximum Retail Floor Area: The maximum allowable gross floor area per retail establishment is 5,000 square feet. Any retail establishment greater than 5,000 square feet shall be considered a Conditional Use.
 6. Office Uses: A building which has “office” as a predominant use shall not be permitted unless a detailed facilities study which includes a traffic impact analysis demonstrating that the project can be adequately supported by the utilities and transportation facilities in a timely manner is approved by the city.
- H. DENSITY AND AREA STANDARDS: The density and area standards shall apply:
1. Maximum Lot Coverage: The combined area occupied by all main and accessory structures shall not exceed eighty (80) percent of the total lot area.
 - a. The area of an above grade parking structure is included in the calculations of lot coverage
 - b. The area of a porch or arcade fronting a public street is not included in the calculation of lot coverage.
 2. Minimum Density/FAR – The gross minimum density/floor area ratio (FAR) for the Mixed Use District shall be 1.5.
 3. Minimum Floor Area per Dwelling Unit:
 - a. Townhouse /Rowhouse - 1,600 square feet
 - b. Multifamily use:
 1. Efficiency - 600 square feet
 2. 1 Bedroom - 750 square feet

- 3. 2 Bedroom - 900 square feet
 - 4. 3 Bedroom - 1,000 square feet
4. Height: Minimum and maximum height of buildings shall be:
- a. Townhouse/Rowhouse – Minimum height of 24-feet and maximum height of 42-feet.
 - b. Multifamily use – Minimum height of 40-feet and maximum height of 92-feet*.
 - c. Hotel use – Minimum height of 40-feet and maximum height of 92-feet*.
 - d. Retail use – Minimum height of 40-feet and maximum height of 92-feet*.
 - e. Office use – Minimum height of 40-feet and maximum height of 92-feet*.
 - f. Mixed use – Minimum height of 40-feet and maximum height of 92-feet*.

*No building shall exceed fifty (50) feet in height unless the additional height is set back from the setback line/build to line one (1) additional foot for each two (2) feet of height above the 50-foot limit.

A turret, spire or tower may exceed maximum height of a building provided that any such structure is no more than 15-feet higher than the maximum permitted height and has a floor area which is ten percent, or less, of the ground floor area of the building of which it is a part.

I. AREA REGULATIONS: The following minimum standards shall be required:

1. Minimum Lot Width and Depth:

Use	Minimum Width of Lot (Feet)	Minimum Depth of Lot (Feet)
Townhouse/ Rowhouse	25	60
Multifamily use	200	200
Hotel use	200	200
Retail use	200	200
Office use	200	200
Mixed use	200	200

2. Setbacks:
 - a. Build-to line: The build-to line for primary buildings, structures, walls and fences shall be ten (10) feet on all public street frontages. Twenty-five (25) percent of any street frontage of a building shall be located five (5) feet from the front property line.
 1. The zone between the right-of-way line and the build-to line shall be landscaped in accordance with Section N of this section.
 2. There shall be no build-to-line/setback for temporary buildings, structures or tents erected in accordance with Section Q, provided sidewalks are not obstructed.
 - b. Perimeter Setbacks: Primary buildings and parking structures shall be setback from the district boundary lines a minimum of ten (10) feet.
 - c. Accessory buildings and detached garages – accessory buildings and parking structures shall be set back from lot lines as provided below for the applicable use of the lot. The zone between the right-of-way line and the setback line shall be landscaped in accordance with Section N.
 1. Townhouse/Rowhouse – 40-feet from public right-of-way
 2. Multifamily use – same as setback for primary buildings
 3. Hotel use - same as setback for primary buildings
 4. Retail use - same as setback for primary buildings
 5. Office use - same as setback for primary buildings
 6. Mixed use - same as setback for primary buildings
 - d. Overhangs and fireplaces: The minimum setback requirements shall apply in all cases, except that fireplaces, eaves, bays, balconies and fireproof stairways located above the first floor may extend up to a maximum of five (5) feet into the required setbacks.

- e. Patios: Patios may not be constructed within the required setback zones. This limitation, however, does not apply to sidewalk cafes.

J. OPEN SPACE:

- 1. Land proposed to be dedicated as public open space shall be clearly shown on the Site Plan.
- 2. Sufficient land for open space shall be provided in each phase of the development to assure that the recreational needs of district residents are satisfied, taking into consideration the nature of open space required to serve the district, and the amount of land previously provided, or to be provided, in conjunction with the phase of the development.
- 3. In its approval of the Site Plan, the City shall impose such conditions as deemed necessary to assure that the intent and purpose of this section is satisfied.

K. PARKING: Off-street and on-street facilities shall be provided for multifamily uses, hotel uses, retail uses, office uses, civic uses and mixed uses, in accordance with this section.

- 1. All at-grade parking lots fronting streets designated on the thoroughfare plan shall be set back not less than ten- (10) feet from the right-of-way line of such roadways, and screened from view as outlined in Section N.
- 2. Parking garages that have frontage on public streets shall comply with standards established in Section I.2.b and Section N.
 - a. A maximum of two hundred (200) feet of frontage for parking structures shall be allowed along any one-block.
 - b. Ramps shall not be placed on the face of parking structures fronting, or visible from, public streets.
 - c. Steel parking garages and steel guard cables on garage facades are prohibited.
- 3. Off-street below grade parking is permitted to the lot lines, but must be designed to allow planting of landscape as defined in Section N.
- 4. Off-street parking spaces for the applicable use classification shall meet the following minimum number of spaces.

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- a. Residential – One (1) space per bedroom to a maximum of two (2) spaces per unit.
 - b. Hotel – One (1) space per hotel room plus one (1) space per every 300 square feet of conference/banquet facilities.
 - c. Retail - One (1) space for every 200 square feet of gross floor area.
 - d. Office – One (1) space for every 300 square feet of gross floor area.
 - e. Mixed use – Number of spaces resulting from application of ratios provided above for respective uses in the development.
 - f. Conditional uses – As specified in Section X, Design Requirements for conditional uses.
5. On-Street Parking: On-street parking within three hundred (300) feet of the proposed use may be counted to meet the parking requirements for retail uses and other conditional uses. Assignment of on-street parking shall be at the time of approval of the Site Plan and shall be allocated at the time of the Site Plan’s approval.
6. Shared Parking: Uses may join in establishing shared parking areas if it can be demonstrated that the parking for two or more specific uses occurs at alternating time periods. Required parking shall be determined based on parking demand for the peak parking period, as determined by a parking analysis study approved by the Director of Development Services.
- L. **STREETS:** All streets and blocks in the Mixed Use District shall conform to the provisions of this section.
1. Street Standards: It is the intent of this ordinance to encourage pedestrian oriented streetscapes within the Mixed Use District. Standards for streets within the district shall be as set forth in Appendix E, Construction Standards of the City of Grapevine Subdivision Ordinance. Alternate street widths and standards may be considered at the time of application.
 2. Street Type and Pattern: The types and pattern of all streets in the district shall be in conformity with the Thoroughfare Plan for the City. The location of streets on the Thoroughfare Plan is approximate. Precise location of streets shall be determined in conjunction with approval of the Site Plan. Street patterns shall be based upon a small-scale grid system of interconnecting streets.

3. Block Length: The length of a block shall not be less than two hundred (200) feet, or more than six hundred (600) feet.

M. EXTERIOR APPEARANCE

1. Materials:

- a. At least ninety (90) percent of the exterior cladding of all exterior walls fronting or visible from public streets (including above grade parking structures) shall be brick construction. An applicant however may submit a design that employs alternative construction materials for exterior cladding with an application for a Mixed Use District designation. The alternative may be approved by the City upon determination that such construction will result in an appearance that is compatible with surrounding buildings and the overall character of the district.

1. Upon a finding that the alternative design will result in an appearance that is compatible with surrounding buildings and the overall character of the district, waivers may be granted for alternatives employing a minimum of forty (40) percent brick cladding, provided that the ground floor of the structure (up to a height of twelve [12] feet), is a minimum of ninety (90) percent brick.

- b. At least eighty (80) percent of the exterior cladding of all walls not fronting, or not visible from public ways (including above grade parking structures) shall be brick construction, exterior cement plaster, or a combination thereof.

- c. The exterior cladding, (excluding glass), of all buildings, (including above grade parking structures), shall be composed of not more than three (3) materials, (excluding roofs).

- d. The following materials are prohibited as primary cladding materials:

1. Aluminum siding or cladding.
2. Galvanized steel or other bright metal.
3. Wood or plastic siding.
4. Wood roof shingles.

5. Unfinished concrete block (architecturally finished concrete block is permitted as a cladding material).
 - e. The following materials are prohibited as primary roofing materials:
 1. Wood roof shingles.
 2. Composition shingles on any portion of a roof visible from any adjacent street. Where composition shingles are allowed, they must meet a minimum standard of U.L. Class A fire rating and U.L. wind rating.
 2. Colors:
 - a. The dominant color of all buildings (including above grade parking structures) shall be shades of red, beige, gray with red tones (warm gray) and/or brown. Black and stark white shall not be used. There are no restrictions on accent colors, except that fluorescent colors are prohibited.
 - b. The roof colors shall be a shade of cool gray, warm gray, brown or red.
 3. Windows:
 - a. Where a retail use occupies the first floor, at least seventy (70) percent of the first floor exterior wall facing a thoroughfare, street, boulevard or parking plaza shall be transparent glazing.
 - b. The exterior wall surface of all buildings above the first floor shall not be more than fifty (50) percent glass.
 - c. Glass is to be clear or tinted, not reflective.
 4. Walls: Walls attached to buildings shall be developed as architectural extensions of the buildings, constructed of the same material and in the same style.
 5. Lighting: All on-site lighting must meet the requirements of Section 55.A.5 of the Zoning Ordinance.
- N. **LANDSCAPE REQUIREMENTS:** Landscaping within the Mixed Use District shall comply with the provisions in this section and with the standards contained in Section 53, Landscaping Regulations of the City of Grapevine Zoning Ordinance. Where conflicts exist between this article and the landscaping regulations, requirements in this article shall be applied.

1. Street Trees: Street trees shall be large shade tree species having a minimum caliper of three (3) inches, selected in accordance with the city's landscape regulations.
 2. Plant Material: Front yards shall be landscaped except at building entries, seating areas, and adjacent to commercial uses, where the front yard may be paved. Plant materials shall consist of shade trees, ornamental trees, shrubs, evergreen ground covers, vines, and seasonal color.
 3. Paving Material:
 - a. Paving material in front yards and on sidewalks shall be warm toned, natural materials such as brick, stone and concrete.
 - b. Asphalt and gravel as paving materials are prohibited.
 4. Parking Lot Landscape:
 - a. Surface parking lots shall be screened from all adjacent public streets and neighboring sites. The screen must extend along all edges of the parking lot and must be three (3) feet in height, eighty (80) percent opaque, and may be accomplished through the use of masonry walls, ornamental metal, evergreen plant materials, or a combination thereof. Planting beds for screen planting shall be a minimum of three (3) feet in width.
 - b. Interior parking lot landscaping shall be consistent with Section 53, Landscape Regulations of the City of Grapevine Zoning Ordinance.
 - c. Parking spaces shall not exceed twelve (12) spaces in a row without being interrupted by a landscaped island (nine-foot minimum). Islands shall be planted with a minimum of one shade tree per every twelve (12) cars.
- O. Screening:
1. Mechanical equipment shall be screened from view of all public roadways and located to minimize noise intrusion off the lot. The required screening must be composed of the same exterior materials as the buildings on the lot, or through the use of masonry walls, ornamental fence (eighty [80] percent opaque), evergreen landscape material, or combination thereof.
 2. Loading, service and trash storage areas shall be screened from all public roadways. Refuse containers must be placed on a designed, reinforced

concrete pad and approach. The required screening must be composed of the same exterior materials as the buildings on the lot.

3. All roof-mounted mechanical elements must be screened from view of the public right-of-way and neighboring properties. Screening must be architecturally compatible with the building design.

P. **SIGNS:** Signage within the Mixed Use District shall comply with the provisions in this section and with the standards contained in Section 60, Sign Standards of the City of Grapevine Zoning Ordinance. Where conflicts exist between this article and the Sign Standards, requirements in this article shall be applied.

1. Functional/Structural Types Permitted:

The following permitted functional uses shall be limited to the associated structural types of signs:

- a. Nameplate Signs:
 1. Wall
- b. On-Premise Signs:
 1. Wall signs
 2. Awning, canopy, marquee
 3. Projecting
 4. Portable sandwich board
- c. Real Estate Signs:
 1. Wall

2. Number Of Signs Permitted:

- a. Nameplate: One (1) per storefront.
- b. On-Premise Signs: Awning, canopy, marquee, and either one (1) wall sign per each individual wall for each lease space or one (1) projecting sign per storefront.
- c. Real Estate: One (1) per storefront.

3. Maximum Gross Surface Area:

- a. Nameplate: Two (2) square feet.
- b. Projecting Signs: Twenty-five square feet.

- c. Real Estate: Sixteen (16) square feet except that signs located on lots fronting State Highways 114, 121, 360 and State Highway 26 east of Texan Trail/Ruth Wall Street may be thirty-two (32) square feet.
 - d. Wall Signs: Fifteen (15) percent of the wall.
 - e. Awning, Canopy and Marquee: Twenty-five (25) percent of the awning, canopy or marquee.
4. Maximum Height: No sign shall protrude above the roof or eave line of the principal structure. Projecting signs shall be a minimum of eight (8) feet above sidewalk grade and shall not protrude above the roof or eave line of the principal structure.
5. Illumination: Illuminated signs are permitted for nameplate and on-premise signs only.

Q. OUTSIDE SALES AND/OR COMMERCIAL PROMOTIONS:

- 1. Any temporary outside sales shall be required to obtain a permit and be subject to the requirements of this section.
- 2. Temporary outside sales may be permitted for a period of fourteen (14) days each calendar year with a maximum two (2) permits allowed per calendar year, providing such goods, products or merchandise is displayed on a sidewalk within ten (10) feet of the business building.
- 3. Temporary outside sales shall be deemed to include merchandise-dispensing units placed adjacent to, and outside of, a business building.
- 4. In order to qualify for a permit, the applicant must:
 - a. Provide a plan showing the location of the outside display.
 - b. Provide the City with a Site Plan showing location(s) of all tents (if applicable). Submit documentation showing compliance with all building and fire codes including, but not limited to, flame spread certificate(s).
 - c. Provide a map, plan, or drawing to indicate adequate off-street parking for patrons, employees and delivery trucks; such map, plan or drawing should also indicate that no fire lanes, streets or other public rights-of-way will be blocked as a result of the sale or promotion.

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- d. If food is served, provide food service facilities in accordance with the Grapevine food and food establishment ordinance.
 - e. Provide for adequate trash and waste removal and cleanup of the area.
 - f. Comply with all other reasonable conditions imposed by the City.
- R. **OUTSIDE STORAGE OR OUTSIDE DISPLAY:** Except for the equipment and/or the materials stored on a construction site and used for a temporary construction project, the outside storage or outside display of equipment, building and/or other materials, goods and products shall be prohibited within the district, with the exception of outside dining shown on an approved Site Plan.
- S. **PATIOS AND BALCONIES:** Balconies and patios facing public streets shall not extend beyond the build-to-line except as permitted in Sections I.2.d and I.2.e.
- T. **DESIGN GUIDELINES:** From time to time, the City may develop and amend design guidelines, which shall be approved by resolution of the City Council, as an aid to implementation of this article. Such guidelines shall be used by the City to assist decision-makers in interpreting standards applicable to development within the Mixed Use District.
- U. **FLEXIBLE STANDARDS**
- 1. **Alternative Uses or Phases:** In order to encourage an integrated development pattern of mixed uses over time within the district, it is understood that flexibility in the development of phases or sites may be necessary. Whenever an applicant of a Mixed Use District proposes alternative land uses or phases of an approved Mixed Use District, such alternative uses or phases shall be incorporated in a zoning amendment to the Mixed Use District. The zoning amendment for alternative land uses or phases shall follow the same procedures established in Section D, **REQUEST FOR A MIXED USE DISTRICT ZONING CLASSIFICATION.** In no case, however, may the Council approve an alternative use not allowed within Sections A, B and C of the Mixed Use District.
 - 2. **Flexible Design Standards:** It is intended that the general conditions, as well as the dimensional and design standards set forth in Sections G, H and M of this article be flexible in order to encourage development in the Mixed Use District. In some cases, Sections G, H and M set forth limits within which specific standards may be varied. For requests other than those set out in Sections G, H and M, the developer must request a waiver from a specific standard. The Council may approve such waiver in conjunction with its decision to establish or amend the district in those cases where the waiver addresses a standard applicable to the Site Plan.

V. WAIVER PROCEDURE

1. Procedure: An application for a waiver to a development standard authorized under Section U of this article must be made by a property owner, lessee, or contract purchaser at the time of submission of an application to establish a “MXU” Mixed Use District. A contract purchaser or lessee must file with the application, a copy of the contract, or lease, or other form of written statement containing the property owners’ endorsement of the application. The application shall be filed in duplicate with Department of Development Services on forms provided by the City. Upon a determination that the waiver application is complete, the Director of Development Services shall forward the request to the Planning and Zoning Commission and the City Council for decision in conjunction with its decision on the application to establish a Mixed Use District.
2. Standards for Granting Waiver: The Planning and Zoning Commission in making its recommendations, and the City Council in deciding whether to grant the request for waiver, shall determine that the following standards are met:
 - a. The waiver for the specific development site is in harmony with the policies in the Comprehensive Master Plan.
 - b. The waiver is in harmony with the general purpose and intent of this article and the zoning ordinance.
 - c. The waiver shall not adversely affect the use of neighboring property, and the public’s use and enjoyment of public areas, in accordance with the provisions of this article.
 - d. The waiver is in conformity with the approved Site Plan.
3. Conditions: In granting a waiver to a development standard authorized under Section U of this article, the Planning and Zoning Commission may recommend, and the City Council may impose such conditions and safeguards as it deems necessary to insure harmony with the general purpose and the intent of this article. Any such condition shall be satisfied as a condition precedent to issuance of a certificate of occupancy for the development to which the waiver applies.
4. Lapse of Waiver: A waiver granted under this section shall lapse with the lapse of the approved Site Plan or amendment to the “MXU” Mixed Use District, in accordance with Section F of this article.

W. AMENDMENTS OF A SITE PLAN

General Requirement: Amendments of any Site Plan shall be made in accordance with the procedure required for approval of the initial plan. Amendments to a Site Plan shall be considered amendment to the “MXU” Mixed Use Zoning District.

X. DESIGN REQUIREMENTS

1. Day Care Facility:
 - a. Freestanding day care facilities shall not be permitted.
 - b. Day care facilities shall only be permitted on the ground floor level.
 - c. Maximum allowable size for a day care facility shall be 5,000 square feet.
 - d. Parking for a day care facility shall be provided at a minimum ratio of one (1) space per every ten (10) students.
2. Restaurant: A restaurant may be permitted in the Mixed Use District as a conditional use, subject to the following requirements:
 - a. Freestanding restaurants shall not be permitted.
 - b. Drive-through restaurants shall not be permitted.
 - c. Maximum allowable size for a restaurant shall be 7,000 square feet.
 - d. Required parking shall be provided at a ratio of one (1) parking space for every 70 square feet of gross floor area.
3. Outdoor Seating Area: Outdoor seating (i.e. side walk cafes) may be permitted in the Mixed Use District, subject to the following requirements:
 - a. Preparation of food outside is prohibited.
 - b. Food service facilities must be provided in accordance with the Grapevine food and food establishment ordinance.
 - c. Adequate trash and waste removal and cleanup of the area must be provided.
4. Health Clubs:

**DRAFT TOD OVERLAY
05.12.15**

- a. The maximum allowable size for a health club in the Mixed Use District is 10,000 square feet, unless the club entrances are directly adjacent to required parking.
 - b. Parking shall be provided at a ratio of one (1) space per every three (3) people, maximum occupancy capacity.
5. Medical Office:
- a. Freestanding medical office buildings are not permitted.
 - b. Maximum allowable size for a medical office is 3,000 square feet.
 - c. Parking shall be provided at a ratio of one (1) space per every two hundred (200) square feet.

FEATURES	MARKET DATA	PEOPLE	EVENT CALENDAR	VIDEO	ARCHIVES	SEARCH
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FEATURES, PEOPLE

PERSPECTIVES ON PLACEMAKING

INDUSTRY EXPERTS GIVE THEIR VIEWPOINT ON PLACEMAKING AND MIXED-USE

April 20, 2015 - 11:08am Christine Perez

Scott Rohrman - Founder: 42 Real Estate LLC

Q: What components are required for a successful mixed-use development?

Our mood, outlook, and disposition are directly influenced by where we live out our lives. The feeling we innately sense in the middle of our surroundings tends to bleed into our very nature. The architecture, landscape, and view corridors we experience are perspectives we carry over into our internal context, acting on our thoughts and actions with us rarely knowing their effect. However, studying people and their tendencies gives real estate developers clues as to how to enhance rather than detract from this dance of life in the midst of man-made structures.

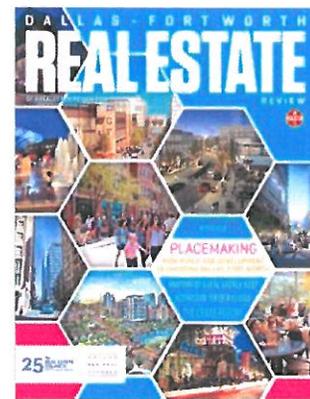
Why is it that night after night a certain patio has the same end full of people while the other end only has people in it when there is no more room anywhere else? It is because for some mysterious reason the customers have an innate sense that one end provides a superior experience over the other end? We all ask why. We don't always agree on the answer.

Why is it that sometimes all the services and amenities one needs are in one place, but the customer traffic is too low to support all the businesses providing those services? We ask why all the time. We don't always perceive the answer. However, through quiet reflection, reading, research, interviews, and mentor input, I have developed my own general theoretical answer about how this happens. The theoretical answer can be stated in one word: relationships.

Where relationships flourish, places are born. There is that word: places. I can't get away from this word and I don't even know how to define it. I think the word or concept of place is a lot like the quote famously used in 1964 by U.S. Supreme Court Justice Potter Stewart when he said that he may never succeed in defining pornography, but "I know it when I see it". Place is like that. We can't define place, but place is known instantly by almost everyone when they experience it.

Place is created in many ways in our environments including but not limited to inputs such as familiarity, structure, emotion, light, materials, height, temperature, perspective, and color. But in my opinion, the most reliable creative input for a specific environment to become a place is relationships. We all want to develop environments where people say, "That is a place I want to frequent". See, the word place is there.

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Relationships create places. How does a person relate to the environment? Does the environment foster relationships with other people? Does the environment relate to the human parts of us: mind, emotion, physical and will? Does the environment cause us to relate to a stimulant causing an experience in us that stretches us or challenges us? If so, then that environment ceases to be simply an environment, but rather becomes a place. Some environments can be a place for some but not for others. Therefore, design and development should identify the relationships desired.

However, many times the desired outcome is lost because the process drives the decisions. Sometimes profit drives a taller building to maximize the land value, but the height overpowers the people. Sometimes the desire is to have a list of as many uses as possible so leasing agents can pitch something for everyone, but the site itself does not foster the relationships of people to use.

Mixed-use projects are simply environments where multiple uses are installed. One can develop a mixed use project with or without relationship building as a focus and outcome, but if human relationships are ignored, the project will simply be a mixed-use project—a project where uses are mixed. However, a place where relationships with other people, the buildings, and the views are the leading design criteria, then place is discovered.

Q: The words “placemaking” and “mixed-use” are often intermingled. How do you differentiate between the two?



THE X-FACTOR OF PLACE

"I have a problem with the term 'mixed-use,' as I think it is just a description. I also have a problem with 'placemaking.' I think to believe one can simply decide to 'make a place' is pretty arrogant. I think place is discovered. ... Mixed-use projects are wonderful and need to be championed, but just because there are a lot of different uses in one place does not mean it will be a place. I can't define a place, but I know it when I see it, and I know I am a better person when I am in a place, and I know my relationships have been enhanced as I leave that place. I also make plans to visit again."

—Scott Rohrman, Founder, 42 Real Estate LLC

I don't think Michelangelo picked just any block of marble to carve "David" out of it. I think Michelangelo perceived the David inside a particular block of marble.

I think it is a developer's responsibility to discern aspects of a particular environment and develop that environment's qualities and characteristics. I believe many times developers buy a tract of land, then meaning well, hire architects and consultants to have them "make" a place through designing multiple uses mixed together on that tract of land. The project is designed with the uses all mixed together, but that project's place by default is not considered in the overall fabric of the broader context, due to multiple ownerships and other restraints.

However, I do think developers can enhance the discovery of place in a particular environment with contemplative design. I was recently in Washington, D.C. It has a lot of "places." However, it also has a lot of mixed-use environments that will never become places.

At one new project, the developer built a wonderful office tower with condos in it and the leasing is fast and furious and above proforma due to its proximity to government offices. However, the ground floor was designed as "mixed use." They installed high-end retailers and popular restaurants (with subsidies), a courtyard, a light show, a water fountain, and expensive landscaping. The courtyard is full and overflowing during office hours because the land is near desired centers of business and government and companies have filled it with office workers. To exit or enter the building one has to pass through the courtyard.

However, as soon as working hours are over, the courtyard empties. There are no people in this area. The condo residents exit the courtyard on their way to places for the evening and the restaurants are destinations. The courtyard is empty crying out for relationships. It is destitute because even though it is mixed use, it has nothing to offer other than a label and an expensive passageway with a lot of "toys." No one is experiencing a place that fosters relationships.

I admit I do not know how to create a place. I simply discover them sometimes, and sometimes I miss out on them. However, I do know that focusing on the people in the environment is the right starting point.

THE WOW FACTOR

"From my builder/owner point of view, 'placemaking' and 'mixed-use' are two very different things. Mixed-use represents a mix of residential, retail, and office use all in one area or building. Placemaking may involve that same mix of uses, but must include additional items to create a place that can be described with the word "wow." The "wow" factor is what creates place. And when we create place, it attracts people, and people make projects successful. ... The formula of entertainment, beauty, art, and safety will work in most areas to create thriving, successful places."

—DON DAY, Owner, DFA Ltd.



Q: The words “placemaking” and “mixed-use” are often intermingled. How do you differentiate between the two?

I have been involved in the renovation of downtown McKinney for approximately 20 years. My company has renovated more than 30 buildings in downtown McKinney and has constructed several new downtown buildings. Over that time, downtown McKinney has changed from a forgotten, bypassed, location to a thriving successful

"place." That change happened because of a joint public-private effort to add these three necessary elements:

- **Entertainment.** This has been a key component in downtown McKinney's revitalization. In today's America, people look for places where they can spend quality time. Entertainment in downtown McKinney involves food, drink, and music supplied

by thriving establishments; art galleries; a historic Performing Art Center; and numerous privately owned boutique retail shops. Downtown McKinney went from one eatery 20 years ago to more than 20 such establishments today. Those restaurants, cafes, pubs, bars, and delis combined serve approximately 2 million meals each year. And many of those 2 million customers also visit our retail shops. The energy created while serving those customers attracts office users.

- **Beauty.** In addition to entertainment, we added beauty by restoring the historic buildings to original beauty and by the city adding a new pedestrian-friendly streetscape involving wider sidewalks, patios for dining, landscaping, safer streets and enhanced lighting. Beauty was also added with the placement of public art pieces, art galleries, and the performing arts center.

- **Safety.** Humans want to feel safe, and they will visit places where they feel safe. Downtown McKinney's enhanced lighting, police bicycle patrols, and police horseback patrols add both charm and safety. Safety is one of the main pillars of civilized society. Without safety, commerce cannot thrive. In McKinney we support our police and appreciate them.

Because of these changes to McKinney's downtown, the city was Money magazine's pick for the best place to live in America last year, primarily because of its "gem of a downtown." "Gem" translates to "wow."

Q: What are some other successful "places" in Dallas-Fort Worth?

Downtown Fort Worth is a hugely successful place because of the same factors mentioned above. It has many beautiful buildings, it has entertainment, it has art museums, it has fine dining, it is safe and it is thriving.

Frisco is also a successful place, with its focus on sports entertainment, art, and quality developments. Allen has a place in the Watters Creek development which encompasses retail, office, and residential uses, along with art, entertainment, beauty, and safety.

These are just a few of the places that make Dallas-Fort Worth one of the fastest-growing urban areas in America today. The formula of entertainment, beauty, art, and safety will work in most areas to create thriving, successful places.



CREATIVE COLLISIONS

"Standard definitions aside, to me, 'placemaking' is about the social environment of the physical realm. When we engage in placemaking initiatives, we aim to create spaces for people that encourage creative collisions, interaction that crosses socio-economic divides, and experiences that enhance quality of life."

—**KOURTNY GARRETT**, Executive Vice President, Downtown Dallas Inc.

Q: The words "placemaking" and "mixed-use" are often intermingled. How do you differentiate between the two?

The scale varies. Often we create these experiences through highly programmed initiatives driven by entertainment, wellness, or cultural value, or the same goals can be achieved through the creation of simple elegant spaces that encourage thought, reflection, or chance encounters. "Mixed-use" addresses the physical development. It is the intermingling of uses—office, retail, and residential, for example—in a particular location, most prevalent today in downtown areas or urban centers. Within mixed-use developments, placemaking occurs, either by design or often spontaneously, as the uses interact to create gathering spots and shared space—particularly when the development incorporates great urban design principles.

Q: What components are required for a successful mixed-use development?

Successful mixed-use developments meaningfully integrate uses, as opposed to designing the different uses to operate parallel to one another. For example, residential, retail, office, and restaurant uses all have unique needs related to peak hours of use, ingress/egress, incorporation of public space, public transit and vehicular usage, walking paths, and so on. When the developer considers these needs holistically, the physical development then naturally creates the symbiotic social fabric that promotes place. Furthermore, the interaction and communication between the public and private realm of a mixed-use development is critical, with considerations such as ground floor design, which can balance human scale experiences no matter the overall size of the project. And finally, consideration of adjacencies is a key trait of some of the most successful mixed use developments across the country. Too often, mixed-use projects are designed to be insular, self-sufficient, internalized communities that turn their backs on surrounding neighborhoods. Instead, 360-degree development and design is not only good for the community, but also yields greater economic success for the project.

Q: What do you see for the future of urban planning in Dallas-Fort Worth?

Dallas-Fort Worth is on the cusp of a paradigmatic shift related to several fundamental planning issues. We are reevaluating how our transportation systems function (overall mobility), from highways to urban street grids and public transit, and how, particularly in our urban neighborhoods, overall consumer behavior is changing and priority is now on the pedestrian. Development and investment interest in the region is greater than we've seen in decades,

fueling conversations about land use and neighborhood character. Building density is yet another burning topic, with the greatest opportunity for capacity and demand existing in the urban core. And in Downtown Dallas, specifically, a long list of catalyst and infill projects either completed in just the last five years or on the horizon in the next five, will recreate the physical and social core of our city.

Q: If you were doing a map of “placemaking” developments in the region, which ones would be on your short list, and why?

Number one, of course, is downtown Dallas. But more specifically, through our strategic plan [Downtown Dallas 360](#), we articulate that downtown is comprised of 15 districts, multiple neighborhoods, each of which offers a unique identity and experiences—placemaking—but all working together as a symbiotic whole.

STICKY INFRASTRUCTURE

“A successful mixed-used destination is not only sustained by those who live there, but is also well-connected within the community and attracts people from surrounding neighborhoods. A critical mass of people should want to be there and feel compelled to stay for a while. The infrastructure must be ‘sticky.’ By ‘sticky,’ I mean that the streets and sidewalks are more pedestrian-friendly than vehicle-friendly. Although good circulation is important, cars should not be able to speed through the streets, and people should feel comfortable walking around. Also, the offerings in the mixed-use project should satisfy several needs, such as work, services, food and beverage and entertainment, and cater to the demographic.”



—HEATH JOHNSON, Managing Director of Commercial Development, Hines

Q: How do you define mixed-use?

I define mixed-use as simply a combination of more than one use, such as residential, office, retail, or hotel. However, placemaking is the next iteration of mixed-use development. The truly thriving destinations have a unique sense of character and community. They connect to the urban fabric in an authentic way that attracts people. Some successful examples of placemaking in Dallas-Fort Worth over the past several years include West Village in Dallas and Sundance Square in Fort Worth, which have both become 24/7 destinations.

Q: What components are required for a successful mixed-use development?

I like to use the three-legged stool analogy. You need all three components to work together, and each one of the legs should be thoughtful in its execution. First, there must be a sense of place. Second, a diversified and complementary tenant mix. Lastly, a warm and inviting urban design. One other thing that I haven't mentioned, but could be the death of a mixed-use development if not completely addressed- adequate parking.

Jim Lake Jr. - CEO and Partner: Jim Lake Cos.

Q: The words “placemaking” and “mixed-use” are often intermingled. How do you differentiate between the two?

Placemaking, for us, is when you redevelop the project, you integrate it with a neighborhood. Over in Bishop Arts, we are on a grid, so we are not cut off from the neighborhood. We added bike racks and widened the sidewalks, making it more walkable and making it, particularly in the neighborhood, family-friendly. We don't have late night hours over there. So we don't disturb the neighbors.

THE POWER OF 10

“One of the things that you’ve heard of is the power of 10 for public spaces. The closer you can get to 10 things happening in that area, the more successful it is going to be. It could be sitting on a bench. It could be listening to music. It could be going to a place to go eat. You can look at the public art, which we do in Bishop Arts as murals. I think we have some dog watering stations over there. You’ve got patio space for sitting, and so on. But the closer you can get to that ‘10,’ the more successful your public space is going to be.”

—Jim Lake Jr., CEO and Partner, Jim Lake Cos.

A portrait of Jim Lake Jr., a man with short brown hair, wearing a dark suit jacket, white shirt, and patterned tie. The portrait is set within a blue hexagonal frame.

Also, what we did unintentionally I later found out is a term called “friction.” There has to be something interesting about every 30 feet or so, which is about the size of the storefronts. So there's either a plant, a door, or something to keep you interested while you're walking. And you know, a bench for a guy to sit on while his wife goes into a clothing store for 30 minutes. It's those kinds of things that are important.

Q: What components are required for a successful mixed-use development?

I'll use Jefferson Tower as an example of one of our successes, as well as Trinity Lofts. Jefferson Tower is a historic office building built in 1912. We've got an eight-story office component. We've got retail that we've just renovated and leasing on the ground floor. And we've got second-story lofts. So you get eyes on the street, you get activity, not only from the ground floor but also from above looking down on the streets. This improves what you see on the street in those areas where we are pioneering.

The other mixed-use project we did was Trinity Lofts, the first residential project in the Design District. I've seen a lot of mixed-use done wrong, replicated across the nation by different apartment builders. In this case, we were already

in the Design District and understood what the commercial market was. We felt that there was a need for residential and got the area rezoned to allow that. We built Trinity Lofts, a four-story project with ground-level retail and three stories of residential. We created two separate communities in there with surface parking. That's another thing that I think is important—which we have both at Bishop Arts and at Jefferson Tower. I think it's important that we knew the area and catered to that.

It doesn't happen overnight. You have to be patient. You have to have staying power because it may not happen right away.



ENERGY AND DENSITY

"The reason mixed-use places and districts or neighborhoods work so well is the energy that is created from densification. These areas are active 24/7/365, and the activity of each use adds value to the other uses. People want to be around other people and feel safer and more energized with others around, above, and below."

—**TERRY MONTESI**, CEO, Trademark Property Co.

Q: What components are required for a successful mixed-use development?

In my opinion, the components required for successful mixed-use development are two or more commercial uses, vertically integrated with enough critical mass of each use to successfully stand alone as a substantial project. For example, a multifamily project with 10,000 to 20,000 square feet of retail that is in a non-primary retail location is not a mixed-use project. Also, the location has to be a viable location for each use, and the uses should be more than a token effort or only included because of a municipal requirement. Otherwise, I believe most successful mixed-use projects need a shared public space of some significance and a shared parking arrangement also is key to most successful mixed-use developments.

THE SHARING ECONOMY

"The sharing economy presages yet another iteration in the way in which real estate is supported and implemented. Between the evolution of communication and commerce, along with the simultaneous overlay of a generational hand-off from the consumer economy to the experience economy, cities and buildings inevitably echo the societal impact on a larger scale."

—**MICHAEL ABLON**, Principal, PegasusAblon



A CHANGE IN ATTITUDE

"People like active, memorable spaces, so you'll see more of this. People are beginning to appreciate benefits of density and the way it contributes mightily to activity and placemaking. It wasn't that long ago that density had a negative connotation. But with the advent of places like West Village, Legacy Town Center, Uptown, and the new vibrancy downtown, that's changing."

—**DUNCAN FULTON**, Founding Principal, President, and CEO, Good Fulton & Farrell

Q: The words "placemaking" and "mixed-use" are often intermingled. How do you differentiate between the two?

They are related but different. Placemaking is all about creating memorable spaces between buildings—regardless of type—while mixed-use generally refers to a specific type of building or project. Where it gets interesting is that some types of building have a special capacity to contribute to placemaking because they have uses that activate the spaces around them—think restaurant, entertainment, and retail uses. Since these uses are often the building blocks of a mixed-use development, that means that mixed-use buildings have extra horsepower when it comes to placemaking.

Q: What do you see for the future of urban planning in Dallas-Fort Worth?

Perhaps the most significant and encouraging development regarding the future of urban planning in Dallas-Fort Worth is the degree to which it has caught the general public's interest and attention. Thanks to projects like Klyde Warren Park and the Trinity, it seems that everyone is following and talking about urban planning in ways that were unimaginable just a few years ago. As such, it's clear there is a growing and broad-based appreciation for urban design that bodes well for the future and for North Texas.

Q: What differentiates Dallas-Fort Worth, in terms of placemaking?

We are still pretty car-centric, so a lot of cars come with the activity associated with great placemaking, and that shapes DFW development in a couple of distinctive ways. First, our placemaking is often in nodes versus the

districts you see in older cities. We have West Village, Legacy Town Center, and Mockingbird Station, versus Kansas City's Country Club Plaza, Boston's Back Bay, Washington, D.C.'s Georgetown, and Chicago's Magnificent Mile. Second, those cars have to be hidden away in discrete ways so as not to detract from the people places—with ground-floor retail, underground parking, or architecturally enhance facades being common strategies in DFW development. As DART matures we may have more Transit Orient Developments, and this may abate at some point, but parking still takes up a disproportionate amount of time, energy, attention, and resources in when it comes to placemaking in DFW.

Scott Polikov - President: Gateway Planning Group

Q: The words “placemaking” and “mixed-use” are often intermingled. How do you differentiate between the two?

Placemaking is about creating the character of the neighborhood—the place for people. On the other hand, mixed-use is like pornography: you know it when you see it, but it is hard to define. Mixed-use is often executed, however, with little regard for placemaking. In the projects we've set up in terms of a design and zoning, we work to bring together both placemaking and mixed-use. In setting up **CityLine in Richardson**, for example, we established the essential block structure appropriate for the site and how the site should relate to the Bush DART Station and the surrounding properties. We then layered a performance-based mixed-use entitlement over a connected street network, focusing on the character of the street design to ensure that, regardless of the use allocation within the blocks and buildings, the new development would feel good for people from day one.

For downtown McKinney, we reconceived the “square” for human interaction by redesigning the streets for people, rather than just cars blowing through downtown. We then rezoned greater downtown as form-based, to allow the market to decide where and how much any particular use will be activated for infill.

From a real estate perspective, this approach of marrying placemaking with performance-based mixed-use zoning yields premiums for the land seller and allows for more public investment in amenities, which makes it more attractive from a tenant perspective. This is one of the reasons why developer KDC purchased the site from our client, the Parliament Group.

Q: What differentiates Dallas-Fort Worth, in terms of placemaking?

Dallas-Fort Worth's placemaking mirrors its risk taking-ethos. Cities and developers are willing to try new approaches to an old craft—the art of neighborhood design. The key to implementing walkable neighborhoods in a modern context is setting up adjacency predictability through walkability from property ownership to property ownership.

Conventional zoning and finance treats every project in physical isolation. More and more, however, we are finding that cities and developers—especially in many of the suburbs of DFW—are embracing a design and zoning approach that connects neighboring ownerships under a single place-based regulatory framework. This creates more value in total. Each separate ownership benefits because neighboring developers are adding to the overall character of the larger context rather than buffering. This creates adjacency predictability from separate ownership to ownership, which in turn reduces risk and drives more value.

This approach has been developed in our practice from the techniques of city building we've garnered from our years of involvement with the Congress for the New Urbanism.

Q: What are your thoughts on placemaking as the new frontline in Dallas-Fort Worth real estate?



NEW ECONOMICS OF PLACE

“Placemaking is the new front line of economic development. What I call the “new economics of place,” placemaking looks to create neighborhoods rather than “product.” When we focus just on product, we are creating a commodity for investments that are more focused on merchant-building and cap rates, rather than community assets that can regenerate value over multiple life cycles. I’m not knocking merchant building. In fact, merchant building can be contextualized in a placemaking strategy. But when you focus on the neighborhood form first in a project, the place doesn’t become obsolete when the buildings are at the useful end of their life cycle. Rather, in that context, buildings become part of the redevelopment process rather than the project obsolescence process, which we see so often in our suburban patterns. The key—especially in the suburbs—is to create places that will reinvent themselves over and over and over.”

—Scott Polikov, President, Gateway Planning Group

From a present value perspective (privately), this creates more value. From a taxbase perspective (publicly), this creates sustainable growth and fiscal capacity over time. That is true economic development. Plus, people get to enjoy lovable and enduring neighborhoods from generation to generation. You don't have to look beyond DFW's own Highland Park, a “New Urbanist” neighborhood at the time developed by Henry Exall.

THE ROMANCE OF OUTDOOR ROOMS

“The placemaking artistry critical to any successful mixed-use development is the careful choreography and harmony of shelter, scale, detail, materiality, connectivity, sensation, and romance found in the walkable ‘outdoor rooms’ between the buildings. It is in these rare and sometimes accidental spaces where individual human experiences inspire the countless memories that attach us and compel us to return again—like to a home—to those certain familiar and special places in our built environment.”



—**BARRY HAND**, Studio Director and Regional Mixed-Use Practice Area Leader, Gensler



Q: The words “placemaking” and “mixed-use” are often intermingled. How do you differentiate between the two?

Quality mixed-use developments are often seen as more complex than most development typologies; and they are absolutely not formulaic. The long-term sustainability of a successful, exciting, and vibrant mixed-use development is rooted in the balance, variety, and flexibility of uses, event programming, and authenticity of its response to its neighborhood context and stakeholders. Neighborhood is key.

Ultimately, placemaking elements amidst plazas, passages, landscaping, open spaces, seating, event spaces, and carefully programmed activities generally aren't enough on their own to buoy a development for the generations. Successful developments also require a strategic diversity of uses (retail, workplace, dining, residential, hospitality, entertainment, etc.), accessible and intuitive mobility/transit and parking, and connected patrons that will supply footfall, activity, and excitement as the project transitions from casual daytime through happy hour to nightlife on weekdays and weekends.

Q: What do you see for the future of urban planning in Dallas-Fort Worth?

The story about urban planning in DFW is revealing itself to be about infill, the value of choreographed open spaces, and the stitching together of neighborhoods as the city densifies itself fueled by growth and demand for walkable communities.

Q: What differentiates Dallas-Fort Worth, in terms of placemaking?

Dallas-Fort Worth is a relatively new metropolitan area, which is also seeing some of the highest rates of growth in the nation. Texans are bold, and there will be countless opportunities to compose, reshape, and refine many areas into those coveted and sought-after memorable places that tie the community to particular neighborhoods and districts.



BEYOND THE BUDGET

“We are given such a gift in life to be able to engage in creating places. And yet we feel the pressure of our budgets. We feel the pressure of the expected norms. Somehow we need to emancipate ourselves—to do what we know is right, needed, and creative. If we will be so bold to do this, we will create places that are seen as natural fabric of our society and of nature. In doing this, we will have fulfilled our purpose.”

—**LUCY BILLINGSLEY**, Partner, Billingsley Co.

Q: The words “placemaking” and “mixed-use” are often intermingled. How do you differentiate between the two?

Placemaking starts with thinking about the public arena and then framing up the private buildings so as to make the public area fabulous. Placemaking starts with thinking about activities, reasons to come together, programming, special spots for fun or for quiet moments of solitude. Whatever the words that are used, it all just boils down to humanity and understanding ourselves, our yearnings and our habits. We all desire to love and be loved, to think, to reflect, to engage to live lives of purpose, to enhance our skills and self perception. Placemaking has to be set in this context.

How do we leverage our lives? We all know that there are great cities on earth, Paris, Rome, and London are obvious examples. They create environments that make us feel alive. They have a scale, a texture, broad swaths of nature and beauty in architecture. They are not too tall, nor too dominated by cars, nor too harsh or cold in their architecture.

Q: What do you see for the future of urban planning in Dallas-Fort Worth?

Dallas-Fort Worth is creating a series of small nodes with great personality. It feels as if we are following the model of Los Angeles. Across that major metro are many fabulous spots with special personalities. DFW has this in our older areas in Oak Cliff, Bishop Arts, Fort Worth, Deep Ellum, downtown Dallas, and the list goes on, then into our newer neighborhoods in Legacy, Austin Ranch, Southlake, and **Cypress Waters**. The future of urban planning in the suburban areas will create pedestrian zones with great Texas roots. We are bringing forth our music, our nature, our technology, and our urbanity. We will have special retail nodes, celebrate the nature of trees and water (if they are anywhere nearby), and offer convenience and down-to-earth experiences. This is the Texas can-do spirit of tomorrow. Pretty nice.

HOLISTIC DESIGN APPROACH

“Placemaking is a holistic design approach that is focused on how users interact with a project at the human level. It really applies at many different scales of a project from the buildings, plazas, and parks, to the streetscape. It takes a talented and collaborative project team of not just consultants but owners who understand what it takes to make a place. We approach placemaking as a responsibility when designing. I always envision my family



walking through the project. I want it not to just be safe and feel good, I also want it to create lasting memories."



Q: The words "placemaking" and "mixed-use" are often intermingled. How do you differentiate between the two?

Mixed-use is a catch-all phrase these days for a project or specific building that incorporates more than one use. Many projects are mixed-use by definition but do not take placemaking into consideration.

Larry Good - Founding Principal and Chairman: Good Fulton & Farrell

Q: What are your thoughts on the differences between vertical and horizontal mixed-use?

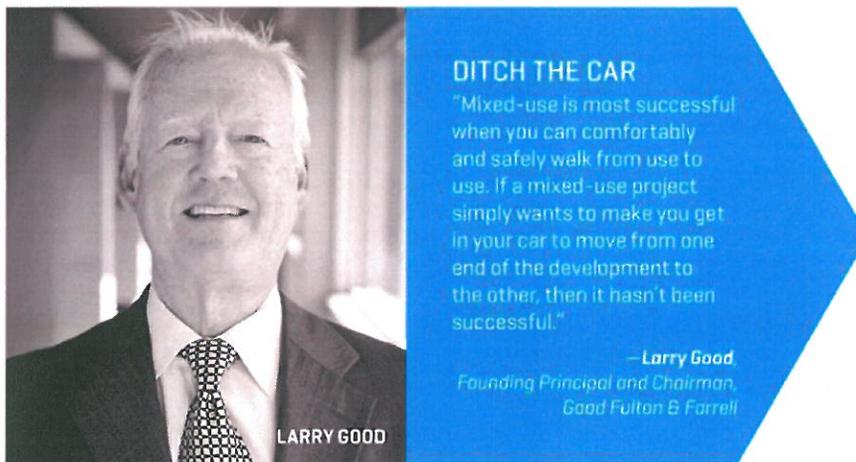
The two are both valid, but they're very different. When most people think about mixed-use projects, they think about one use, such as residential or office, stacked on top of street-level restaurant or retail. These are the ones that are harder to do, harder to finance. They're the ones that are challenges, because you're really mixing two building types, two product types in the same building.

Q: What factors contribute to the success of a mixed-use project?

I can think of six factors. The first is critical mass. This can come from developing a smaller-mixed use project within a larger scene. Two examples of this are recent West Village developments, 3636 McKinney and 3700M. It can also come from project that is huge itself by itself to create critical mass. An example of this is Park Lane.

A second component of successful mixed-use projects is an advantageous sharing of parking, in which office workers use the parking during the day, while entertainment-seekers use it during the evening. This makes a project more financially feasible, because you're not overbuilding the parking, but you've got that wonderful sharing, which benefits mixed-use.

A third component is walkability.



A fourth component to mixed-use success is making the project transit-adjacent. **Park Lane, Mockingbird Station, and West Village** are all successful examples of this.

A fifth necessity is the creation of a pleasant public realm. This means when you stand on the sidewalk, in the streets of the mixed-use development, it feels safe, comfortable, lively, and vibrant. And for a mixed-use development to be successful, it should have that.

Lastly, intentional, thoughtful developer partnerships can be the key to a successful project.

John Ruggieri - Vice President: RTKL

Q: The words "placemaking" and "mixed-use" are often intermingled. We'd like your take on it.

This is a good observation. And its answer has many parts. I often hear the words "mixed-use" used by developers to mean the horizontal mix of uses, where planners and designers mean vertical. Both terms are right, but they imply entirely different intentions and results. It really depends upon how the uses are integrated—or maybe better said, how they are not separated.

Many times in city council meetings, the developer will say the project is mixed-use, as if it is the magic key that opens the doors of increased or facilitated entitlement. In fact, the buildings are separated by vast parking lots that require one to drive from one parking space to another. That is not to say there cannot be an admirable "place" within the project that is lauded as its testimony to placemaking. Unfortunately, this has become the typical urban form of mixed-use and placemaking since the end of WWII and the suburbanization of America. Let's say we are going to discount this type of urban form for that sake of what makes places really great. Or vital. Or memorable. Better yet, what is it about a place that makes you want to return, again and again, and ven take an emotional ownership in it?

Let's start with scale. People only realistically relate to great urban spaces at the size of a district in part, because that is what we can perceive, comprehend, and access. Districts also hang together by the ability to support a

cohesive commercial function. By the way, that does include residential, because living in a place is part of the commerce of a full daily life. Districts come in all shapes and sizes, but what we find is there are seven district types that are differentiated by their principal purpose. They also range from about 15 to 100 acres. Legacy Town Center, a project we did some years ago in Plano, is considered a successfully performing district. It is about 80 acres. We consider this to be two districts, with the retail, food and beverage, and office district interlocking with the larger residential district around the lake and open space.

Back to district types. A major sports and entertainment district, like LA Live in Los Angeles and the San Francisco 49er's district in Santa Clara, are vastly different from a primarily residential or education-based district like Addison Circle or State Thomas in Uptown. Recognizing their functions in a society are different, our design of these districts are vastly different in both use and design. All of them are mixed-use and considered good placemaking. The ingredients that are required for that district to function vitality are different.

This may sound obvious, but without understanding the role of density, intensity of use, block size, street widths, entrances, parking areas, and the proper mix and type of uses, the district will be inherently dulled and eventually underperform. The underperformance is both a result of poor patronage and its cause. Which leads to answering the question of what makes places great. This is a slightly different way of saying, what is great placemaking because it refers to the design and programming elements that relate to overall performance. The making of place requires finer design and programming details that relate to people on an intimate scale. I think both need to be present to making mixed-use districts and their places great.

Q: What other components are required for a successful mixed-use development?

Once we have a district that is the proper size with all of the above attributes, we have created the basic ingredients for a district to be perceived by people as a desirable place to be. Yet, many districts are designed or have been functioning for decades or centuries that are not considered great places. Why is this? Why do people say that Times Square in New York is better than Main Street in Dallas or LA Live is better performing than Victory Park?

The answer is complex, and it evolves periodically based upon the sensitivities and expectations of the generations of current users. Let's consider two fundamentally understood terms, genuine and relevant. We can say that older districts that have aged are less attractive because they may be in disrepair, but this does not hold up for many of the world's great historic places that just entered your mind. They are genuine and still relevant because we find value in honoring past cultures as well as its current vibrancy. Conversely, an older district in disrepair may be a poor place despite good architecture because it does not provide a sense of relevancy or genuineness.



They reflect this position in a society by the height of their buildings, the width of the street, the attention to detail in the walks, spaces, streetscape, location of spaces that provide respite and opportunity for congregating, pedestrian level architecture, distance between alcove and doorways, sizes of windows, and about 50 other design considerations that we feel but can't easily identify.

What needs to happen in downtown Dallas, while it assumes great place status, is to pay attention to these details. It needs to find ways to make its public spaces better. These are its streets, sidewalks, spaces, and facades and how they make people feel comfortable and pleased. The aesthetics of the place needs to be both inviting, engaging, and safe. The combination of these tactics, whether along a street or at a destination, is critical to creating a successful bigger place at the district level.

In Dallas, streets and their accompanying facades and streetscape materials need to be better designed for pedestrians. Facades need to be activated whenever possible, which may not work if improvements made at the lot or building do not address the needs of the whole block and its relationship within a multi-block area. When we as a society or business concern only consider the building, we lose the opportunity to provide for people's essential needs. Consideration must be given to the reduction of intrusions such as noise, pollution, and smells, as well as places to collect sunlight in winter and shade in summer, etc. Additionally, the uses in the places and district need to be relevant to today's consumer, be it a place to live, play, or work—or all!

Q: What makes a great place, in today's terms, for Dallas?

Once again, it depends on its relevancy to us and the age-old principles of design, which Dallas, and most cities, have generally abdicated for the benefit of driving and parking our cars. That is not to say that neighborhoods with streets are not great places. But most would admit that the M Streets in Dallas, off Main Street in Grapevine, and downtown McKinney feel better than a subdivision on the periphery simply because the buildings have more diverse materials, scale is more human, front yards have better opportunity for landscape, the trees have matured—and let's not forget that there are windows on the street instead of garage doors. So I vote for good old-style neighborhoods as great mixed-use and placemaking, as long as it has a corner store and coffee shop where you can walk to and meet your neighbors along the way. I will admit, the above are horizontal mixed use places. But for the most part, the streets and parking do not give a sense of separation. Also, if design is used as a means to separate society rather than to promote a more diverse interaction, it likely loses its great place status for me.

In today's world of institutionally funded real estate, it requires some courage and finesse to include these ingredients in a way that performs for the investors as well as for you and me when we visit it. Let's talk about this concept of performance, because like it or not, its every bit as real as that door on the front of the building and it has

everything to do with the great mixed use places and placemaking of our future. Greatness requires that places perform for all of society, not just a few.

If a place is high performing, then it holds meaning for people in a manner that encourages repeat visits and creates energy in the commerce of that place. These can be of all shapes and sizes, look different and have different urban designs. The design of these places is an important contributing factor, but so is its mix of uses, types of retail, housing and workplaces, and the mix and balance of retail and food and beverage. A lot of time is spent on understanding these relationships in a given place to make sure that both the design and its programming is responsive to the commercial needs and sensitivities of its surrounding market(s). More than likely, it does not happen by chance unless nature protects us from failing.

Q: How can the success of a mixed-use district be measured?

The latest technologies and social media now allow us to understand the DNA of successful mixed-use districts as places that people adopt. Social media, urban shopping, the changing nature of work and the conscious consumer is requiring both revisions in design and programming—or maybe more accurately stated, a return to and modification of the age-old wisdom of designing mixed use places and not just shopping town centers.

We have found that actively communicating the personality, character, and value of a place through branding and an ongoing communications effort is vital in keeping us plugged in. Younger people especially are requiring them to converge all the aspects of a person's life into a place where they can fully do so. As the recent downtrends in the homeownership market has taught us, younger buyers of housing have dropped out and are opting for more flexible lifestyles that require a variety of housing options to be integrated into a flexible work place. Work can occur both in and outside the building. The days of chat around the coffee or water cooler are history. That takes place at the coffee shop or in flexible outside Wi-Fi spaces that we refer to as "The Third Place." Shopping is integrated with eating and working so that all is connected and porous.

For today's mixed use districts to be great, they need to integrate most aspects of a person's life, especially those of us who are now just discovering how we want to live. They need to be immersive and highly experiential yet speak to eternal values. The design and function of the place needs to enter our beings not just through our eyes but also through our hearts and minds. Just as we demand more from our cars, we also demand more from our places.

See Also:

[The Evolution of Mixed-Use](#)

[Placemaking](#)

[Roundtable: Mixed Use](#)

Your name _____

Comment * _____

Save

- | | | |
|--------------------------------------|--------------------------------|----------------------------|
| CONTACT US | FEATURES | MY ACCOUNT |
| ABOUT US | MARKET DATA | LOG IN |
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| TERMS OF USE | EVENT CALENDAR | |
| COMMUNITY GUIDELINES | VIDEO | |
| ADVERTISE | ARCHIVES | |

STATE OF TEXAS
COUNTY OF TARRANT
CITY OF GRAPEVINE

The Planning and Zoning Commission of the City of Grapevine, Texas met in Workshop on this the 12th day of May 2015 in the Planning and Zoning Conference Room, 200 South Main Street, 2nd Floor, Grapevine, Texas with the following members present-to-wit:

Larry Oliver	Chairman
B J Wilson	Member
Monica Hotelling	Member
Jimmy Fechter	Member
Gary Martin	Member
Beth Tiggelaar	Member
Dennis Luers	Alternate
Theresa Mason	Alternate

constituting a quorum with Herb Fry absent and the following City Staff:

Scott Williams	Development Services Director
Ron Stombaugh	Development Services Asst. Director
Albert Triplett, Jr.	Planner II
Susan Batte	Planning Technician

CALL TO ORDER

Chairman Oliver called the meeting to order at 6:03 p.m.

WORKSHOP

ITEM 1.

Discussion was held regarding the commuter rail area planning. The Commission discussed whether Dallas Road would become a pedestrian friendly road with medians and crosswalks to include the walkability factor to the business on the south side of Dallas Road as well as The Rec, Library and Convention Center.

Residential uses were discussed as long as it was a mixed use project with a small amount of residential units, perhaps restricting the amount of residential-live/work space in the buildings.

Wineries, wine tasting, breweries, distilleries and a catch all phrase should be included in the conditional use section.

Density, height, scale and orientation of the development should be considered. Green development should also be discussed.

Following is a draft summary of uses as agreed to by the Commission:

A. PRINCIPAL USES:

1. Commercial uses:
 - a. Restaurants excluding drive-ins or drive-through facilities.
2. Retail uses:
 - a. Antique shop.
 - b. Art Gallery.
 - c. Bakery, retail sales only.
 - d. Barber/beauty shop, nail salon and spa services.
 - e. Book or stationery store.
 - f. Cameras, film developing, printing and photographic supplies.
 - g. Candy store.
 - h. Cigar and tobacco store.
 - i. Cleaning, dyeing and laundry pick-up station for receiving and delivery of articles to be cleaned, dyed, and laundered, but no actual work to be done on the premises.
 - j. Drug store.
 - k. Electronics store.
 - l. Florist, retail sales only.
 - m. Hardware.
 - n. Sporting goods.
 - o. Toy Store.
 - p. Home decor and furnishings.

- q. Jewelry store.
 - r. Musical instruments.
 - s. Photographers and artist studios.
 - t. Public parking garage.
 - u. Retail store or shop.
 - v. Seamstress, dressmaker, or tailor.
 - x. Shoe repair shop.
 - y. Studios, dance, music, drama.
 - z. Wearing apparel.
 - aa. Copy shop, office supply and mail/shipping store.
 - bb. Cinema (limited) (further discussion needed)
 - cc. Resale shop in an enclosed building provided the space does not exceed 3,000 (three thousand square feet in area).
 - dd. Museum
4. Office
- a. Governmental Uses, higher education, vocational education,
 - b. Professional offices for the conduct of the following professional and semiprofessional occupations: Accountant, architect, attorney, engineer, insurance agent, real estate agent, or any other office or profession which is the same general character as the foregoing, but excluding animal grooming salons, dog kennels, funeral homes, veterinarian and veterinary hospitals.
- B. ACCESSORY USES: The following uses shall be permitted as accessory uses, strictly in accordance with an approved Site Plan as provided for herein below:
- 1. Banks (similar to what you see in a grocery store)
 - 2. Parking and parking structures.

3. Other uses customarily incidental to the permitted uses.
- C. CONDITIONAL USES: The following uses may be permitted, provided they meet the provisions of Section 48 of the Zoning Ordinance, and a Conditional Use Permit is issued, and is strictly in accordance with an approved Site Plan as provided herein below.
1. Day care facility.
 2. Alcoholic beverage sales provided a special permit is issued in accordance with Section 42.B of the Zoning Ordinance, including wineries, wine tasting facilities, breweries or distilleries. All alcoholic beverage sales shall be consistent with the Texas Alcoholic Beverage Code.
 3. Health clubs.
 4. Medical offices. Dentist, personal or family counselor, chiropractor, physical therapist, physician, surgeon, or any other office or profession with a state license or certification, but excluding veterinarian and veterinary hospitals.
 5. Any use allowed within this district with amplified sound or outdoor speakers.
 6. Boutique hotels, provided the following design criteria is met:
 - a. Each guestroom shall have a minimum area of 380 square
 - b. A full service restaurant with full kitchen facilities and which provides service to the general public shall be required.
(Optional)
 - c. On-site staff is required 24-hours a day, seven days a week.
 7. Indoor commercial amusement.
 8. Any commercial business or service not included in any of the other commercial districts provided that all such uses shall be completely within an enclosed building and are not noxious or offensive by reason of the emission of odor, dust, gas fumes, noise, or vibration and provided that no warehousing or manufacturing or treatment of products or equipment shall be permitted, except when such is clearly incidental to the conduct of a permitted use.
 9. Residential Uses:

- a. Townhomes/Rowhomes, in accordance with Sec 20, R-TH
Townhouse District Regulations
- b. Multi-Family Uses
 - (1) Only permitted in buildings with two or more uses (not including parking structures)
 - (2) May not exceed more than (80%?) of the total area of uses (not including parking garages)
- c. Limited to no more than (20?, 30?) units per structure
- d. Live/Work Units? (possibly allow within townhome/rowhome, and multi-family?)

ITEM 2.

Consider the minutes of the March 31, 2015 Planning and Zoning Workshop. No action was taken on this item.

ADJOURNMENT

Chairman Oliver adjourned the meeting at 7:40 p.m.

PASSED AND APPROVED BY THE PLANNING AND ZONING COMMISSION OF THE CITY OF GRAPEVINE, TEXAS ON THIS THE 4th DAY OF JUNE 2015.

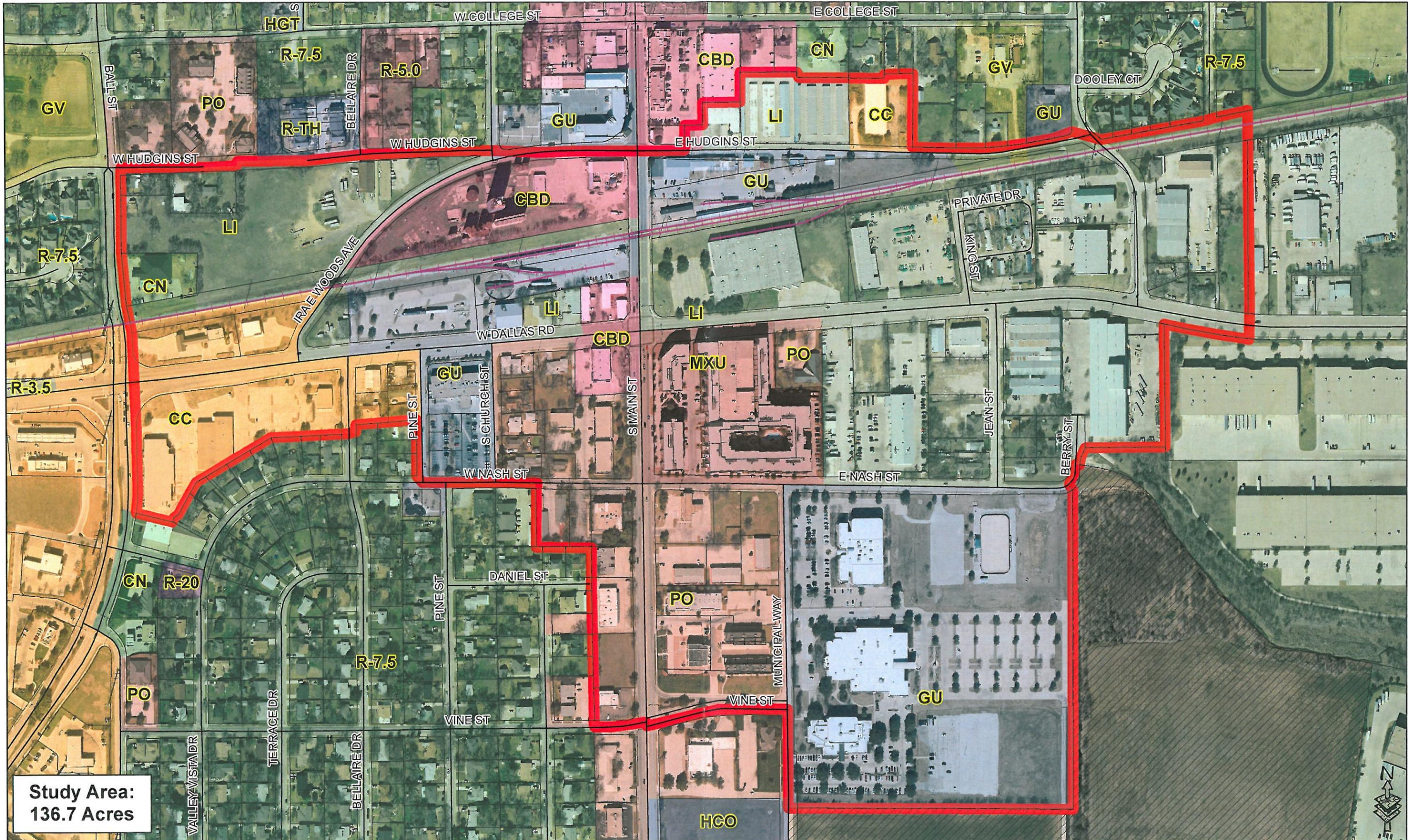
APPROVED:

CHAIRMAN

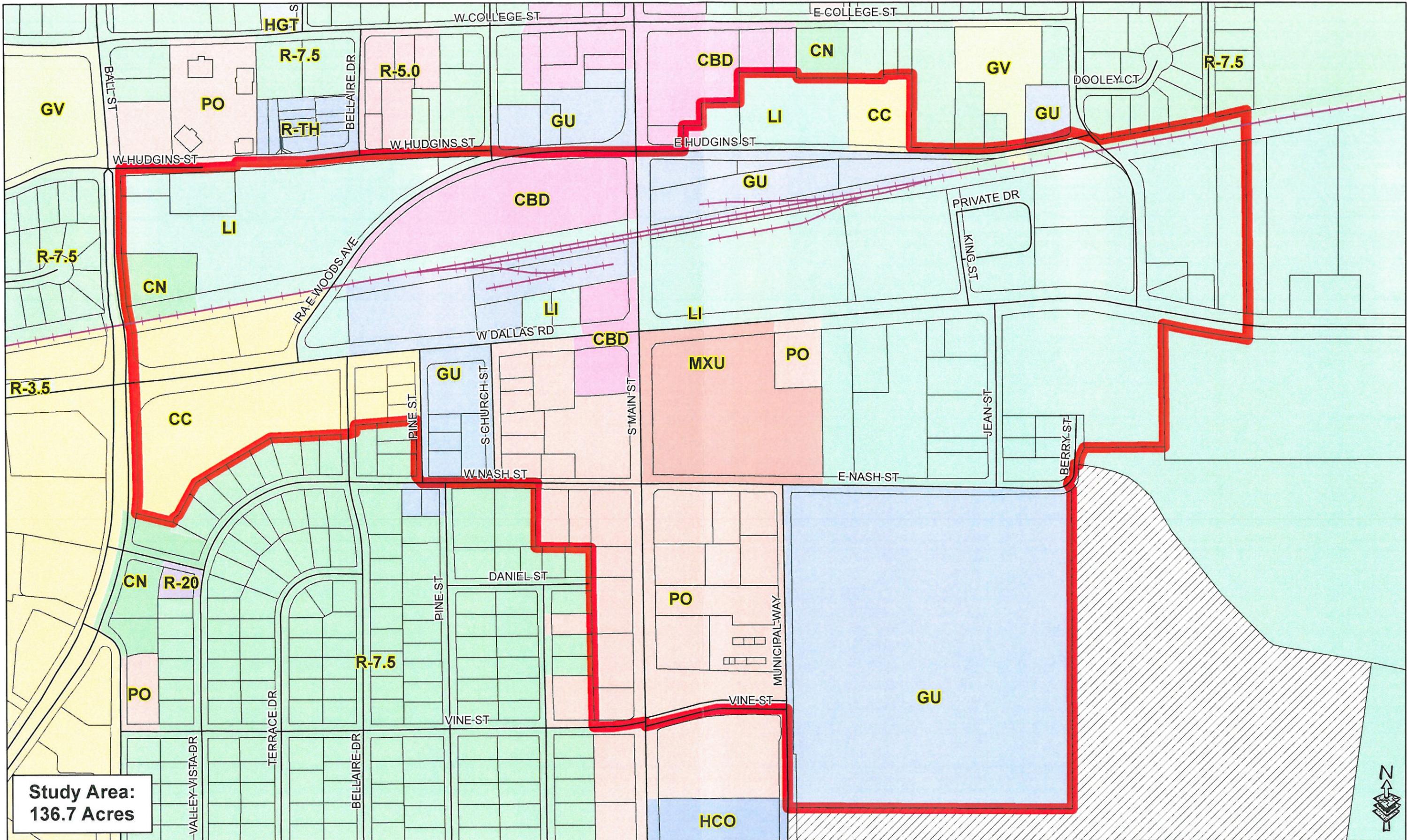
ATTEST:

PLANNING TECHNICIAN

Rail Corridor Study - Zoning



Rail Corridor Study - Zoning



Study Area:
136.7 Acres

0 250 500 1,000 Feet

