

## **PLANNING AND ZONING COMMISSION DRAFT MINUETS DECEMBER 7, 2015**

PUBLIC HEARING AGENDA Item #8 – S151201 - Site Plan - Ikea (City Council District 2). Chief City Planner Jim Hinderaker presented the case report and gave a Power Point presentation for a Site Plan authorizing the development of a 296,836 sq. ft. IKEA, an international retail store that specializes in selling ready to assembly furniture, home appliances and décor, on Lot 1 (a 31.5908 acre tract) of the proposed Mayfield Road Retail Addition. The Site Plan includes a 13.7544 acre out lot, Lot 2 of the proposed Mayfield Road Retail Addition that is being reserved for future development. The subject 45.3452 acre property, zoned Planned Development 294 (PD-294) for General Retail (GR) District uses, is located at the southeast corner of S.H. 161 and Mayfield Road. The property is also located within the S.H. 161 Corridor Overlay District. The applicant is Michael Doggett, Winkelmann and Associates and the owner is Rick O'Brien, Campbell-Mayfield Road LP.

Mr. Hinderaker stated IKEA, an international retail store that specializes in selling ready to assembly furniture, home appliances and décor, seeks to construct and operate a retail store. Phase 1 of the proposal includes: a 296,836 sq.ft. single-story, steel framed w/metal-insulated-panel exterior walled building, concrete paved private access roads, concrete parking & drive aisles, loading docks, detention ponds and landscape improvements. Phase 2 of the proposal includes a 40,222 sq.ft. expansion of the store and converts a portion of the landscape area located at the south end of the Phase 1 parking lot into additional parking. The balance of the property, specifically the 15.577 acre out-parcel to be legally known as Lot 2 of the proposed Mayfield Road Retail Addition, is being reserved for future commercial development. A separate site plan will review will be required at the time of development of this out-parcel.

Mr. Hinderaker stated staff has classified the proposed retail store/use as a Furniture Store as listed by the North America Industry Classification System as Code No. 442110 and defined as “[An] industry comprises establishments primarily engaged in retailing new furniture, such as household furniture and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, or floor coverings.” In accordance with Article 4 of the Unified Development Code, a Furniture Store is a permitted use by right in the General Retail District. As such, the proposed use complies with PD-294.

Mr. Hinderaker noted the subject property is zoned PD-294 with General Retail District standards. As proposed, the development meets or exceeds all minimum lot & dimensional standards. Access to the subject property is proposed from two new private roadway locations – one onto S.H. 161, to be named IKEA Place, and another onto Mayfield Road, to be named IKEA Way. As the subject property, the 29.70 acre tract, is part of larger retail tract totaling 45.3452 acre, these access points and private roadways are being established as mutual-access easements to ensure that there is legal access to the balance of the future retail development and to also limit the necessity for additional access drives onto these arterial streets to serve future development. The necessity for additional access drives onto these arterial streets to serve future development. As part the Mayfield Road Retail Addition preliminary plat, a third access connection at Robinson Road and an extension of the east/west internal private road is being provided. However, this access connection and internal roadway are not needed as part of the

IKEA development and therefore the connection and internal roadway will not be built with this project, but will be deferred to a future date when the development of the surrounding property warrants the connection and construction of the roadway. IKEA is a very unique company with a very strong corporate identity. The IKEA logo was designed in 1943. They are truly an international retailer that is at the forefront of international business. Their corporate identity is unique in that their name sells products. From a brand recognition standpoint, they are very similar to Apple. IKEA strongly believes that their international success is based on their strong corporate identity and strong corporate brand. In order for the Grand Prairie site to be considered as a potential site for an IKEA store, its corporate image for the store is non-negotiable. This gives IKEA a high “brand recognition” in whatever market they decide to open a store.

Mr. Hinderaker stated during staff's initial conversations with IKEA representatives, staff was informed that any decision by IKEA to locate in Grand Prairie would be predicated on the city's willingness to grant full adherence to their worldwide corporate branding and image, which includes the use of bright blue and gold colors, interstate navigation signage, and a building construction style that is industrial in appearance with straight lined facades with little to no embellishments. IKEA representatives further stated to staff that any requirement or mandate by the city to require IKEA to adhere to the city's adopted S.H. 161 Corridor Overlay District standards was a non-starter for their corporate decision makers looking at sites in which to locate a new store in the Metroplex. While staff does not discount the importance of the overlay's building facade standards, staff contends that an IKEA store is a unique and a one-of-a-kind opportunity. IKEA is an exceptional and sought after retailer. Staff suggests that the approval of an IKEA store along the State Highway 161 Corridor, without adherence to our building design standards, simply out-weighs the benefit of an enhanced building design. Much like the Outlet Mall from a regional draw perspective the approval of the store will most definitely create an environment that attracts other retailers to the corridor and will likely create the needed synergy to kick start the full development of the area. Staff anticipates that not only will Grand Prairie benefit from the regional draw of IKEA shoppers here to spend their out of town dollars in Grand Prairie, but those same shoppers will have an opportunity to see and discover other shopping venues and attractions in our community that may make Grand Prairie a future destination spot for these individuals and families that may not have otherwise ever considered Grand Prairie. For these reasons, staff is very supportive of IKEA store as presented.

Mr. Hinderaker stated the landscape and screening requirements of the subject site are governed Planned Development 294, Article 8 of the UDC, and Section 4 of Appendix F of the UDC as shown below. Perimeter screening are not proposed or required as there is no residential adjacency or proposal for outdoor storage, which are triggers for screening requirements. The applicant is proposing to utilize a trash compactor that will be located at the north side of the building along the east side loading dock/doors. The applicant further proposes to utilize two large roll-off dumpsters that will be screened by a 10-foot chain link fence with a grey mesh screening material. The dumpsters are located next to the trash compactor. In addition to the screening fence, the applicant has bolstered the level of landscaping along the northwest corner of the property to better screen the back off house operations including the loading dock area and dumpsters.

Mr. Hinderaker stated no outdoor storage or display of product is proposed or considered as part of this review. Mr. Hinderaker noted the applicant is appealing the Building Exterior Façade Standards – the façade of the building is proposed to be a constructed of metal insulated structural panel painted bright blue with gold lettered signage, the Building Articulation Standards – the applicant is seeking a full waiver of all articulation standards.

PUBLIC HEARING AGENDA Item #9 – USP151201 - Unified Signage Plan - Ikea (City Council District 2). Chief City Planner Jim Hinderaker presented the case report and gave a Power Point presentation for a request to approve a Unified Signage Plan for IKEA, a proposed 296,836 sq. ft. international retail store that specializes in selling ready to assembly furniture, home appliances and décor. The signage plan includes a request for an off-premise sign to be located approximately 100 feet east of the SH 161 right-of-way line and approximately 1,150 feet south of the S. Forum Drive right-of-way line. The subject 45.3452 acre property, zoned Planned Development 294 (PD-294) for General Retail (GR) District uses, is located at the southeast corner of S.H. 161 and Mayfield Road. The property is also located within the S.H. 161 Corridor Overlay District. The applicant is Michael Doggett, Winkelmann and Associates and the owner is Rick O'Brien, Campbell-Mayfield Road LP.

Mr. Hinderaker stated during staff's initial conversations with IKEA representatives, staff was informed that any decision by IKEA to locate in Grand Prairie would be predicated on the city's willingness to grant full adherence to their worldwide corporate branding and image, which includes the use of bright blue and gold colors, interstate navigation signage, and increased on-premise signage. T

Mr. Hinderaker stated the unified signage plan is a variance request of the minimum/maximum standards of Article 9: Sign Standards of the Unified Development Code. As proposed, the requested variance will: 1) increase the amount of permissible wall signage area from 15% of the front façade to 22.13%, 2) permit the placement of a number of directional and informational signs, of a greater height and area then permitted by right, at the entrances and parking areas of the IKEA development, 3) increase the permissible multi-tenant signage area from 400 feet to 860 feet, and 4) allow for the placement of a three sided off-premise sign, at a height of 108 feet from grade to top and sign and with an signage area of 575 sq.ft. per panel, to be located approximately 100 feet east of the SH 161 right-of-way line and approximately 1,150 feet south of the S. Forum Drive right-of-way line. In accordance with Section 9.16.1 of Article 9 of the Unified Development Code, an applicant for a sign permit that has a unique use, site conditions, or other unusual factors for consideration, may elect to submit a Unified Signage Plan for review and approval by Development Review Committee. While the Development Review Committee supports the requested Unified Signage Plan, due to the scale of the off-premise navigation sign and increase in the sign area of the on-premise signage, DRC has recommended that the request also be forwarded to the Planning and Zoning Commission for recommendation and onto City Council for action.

Mr. Hinderaker stated due to the volume of customers that are anticipated to shop at IKEA, staff supports the increase in the number, area, and height of all directional/informational signs and wall signage as proposed. Staff also supports that placement of the multi-tenant sign, but recommends that the sign meet the maximum height, sign area standards and include the name of

the multi-tenant development. Also, staff recommends that the base of the sign be designed to look less like a pole sign. Staff recommends that the multi-tenant sign be modified to include a more substantial base wrapped in a complimentary stone or brick veneer. In regards to the off-premise navigation sign, the pad site for this sign is located within 200 feet of the 100-year floodplain. The floodplain is not located on the pad site. However, the City's Unified Development Code Article 15 requires that a floodplain development permit application be submitted for the proposed project on this property.

Mr. Hinderaker stated staff anticipates that not only will Grand Prairie benefit from the regional draw of IKEA shoppers here to spend their out of town dollars in Grand Prairie, but those same shoppers will have an opportunity to see and discover other shopping venues and attractions in our community that may make Grand Prairie a future destination spot for these individuals and families that may not have otherwise ever considered Grand Prairie. For these reasons, staff is very supportive of IKEA unified signage plan as presented.

Mr. Hinderaker stated staff recommends approval of this request.

Chairperson Garrett noted there were no questions for staff, opened the public hearing, and asked for speakers.

Chuck Coker, Real Estate Manager for Ikea, 420 Alanwood Road, Conshohocken, PA was present representing the case and to respond to questions from the Commission. Mr. Coker gave a presentation on the Ikea project. He stated they are very excited to bring this project to Grand Prairie.

Chairperson Garrett noted several speaker cards submitted in support of this request, but did not wish to speak. Keith Johnston, Red Bank, New Jersey, Dharmesh Shah, 1039 Bandelier Drive, Allen, TX, and Michael Doggett with Winkelmann & Associates, 6750 Hillcrest Plaza, Ste 325, Dallas, TX.

Janine Kornegay, 854 Brian Drive, Grand Prairie, TX was present in opposition to this request. Mrs. Kornegay said she travels Mayfield Road and is concerned with the traffic and the construction of this facility, what is the time frame of construction.

Mr. Crolley stated the applicant would need to go through the platting process, this would take several months before construction begins all of the work would be conducted on the property and does not anticipate a traffic issue along Mayfield road during construction.

There being no further discussion on the case, Commissioner Moser moved to close the public hearing and approved cases S151201 and case USP151201 as presented and recommended by staff. The action and vote being recorded as follows:

Motion: Moser

Second: Spare

Ayes: Garrett, Johnson, Lopez, Moser, Motley, Philipp, Spare, and Womack

Nays: None

Approved: **8-0**  
Motion: **carried**