

**HONORABLE MAYOR & CITY COUNCIL**

**WEDNESDAY, JUNE 25, 2025**

**ACM: Robin Bentley**

**FILE NUMBER:** Z245-174(LC) **DATE FILED:** March 4, 2025

**LOCATION:** North side of Royal Lane, between Newkirk Street and Goodnight Lane

**COUNCIL DISTRICT:** 6

**SIZE OF REQUEST:** 8.57 acres **CENSUS TRACT:** 48113009900

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**OWNER:** Orlando Alameda, DISD

**APPLICANT:** Sergio Godinez

**REPRESENTATIVE:** Bill Dahlstrom, Jackson Walker LLP

**REQUEST:** An application for a CS Commercial Service District, on property zoned Planned Development District No. 635.

**SUMMARY:** The purpose of the request is to allow commercial uses specific to job or lithographic printing on site.

**STAFF RECOMMENDATION:** Approval.

**CPC RECOMMENDATION:** Approval, subject to deed restrictions volunteered by the applicant.

**BACKGROUND INFORMATION:**

- The area of request is currently zoned PD. No. 635 with an existing building (formerly Tom W. Field Elementary School), driveway, parking lot and open green space next to commercial and industrial uses (approx. 8.57 acres in total size).
- This lot has frontage on Royal Lane.
- The purpose of the request is to rezone to a CS Commercial Service District to allow for commercial uses on site, specifically proposing the job or lithographic printing use. The existing PD 635 only permits R-7.5(A) Single Family District uses in addition to a public school.
- The applicant proposes adaptive reuse of existing building for the new facility.
- Applicant has volunteered deed restrictions to the allowed uses within base CS zoning.
- Staff does not find necessity for deed restrictions on the subject site and recommends approval without the volunteered deed restrictions.

**Zoning History:**

There have not been any zoning cases in the area of notification in the last five years.

**Thoroughfares/Streets:**

| Thoroughfare/Street | Type               | Existing/Proposed ROW |
|---------------------|--------------------|-----------------------|
| Royal Lane          | Principal Arterial | 107' ROW<br>Bike Plan |

**Traffic:**

The Engineering Division of the Planning & Development Department has reviewed the request, had no objection and determined that it will not significantly impact the surrounding roadway system. Currently, the applicant does not propose any new construction. A development impact review will apply should the project expand to trigger platting or engineering plans. Staff will review engineering plans at permitting to comply with city standards.

**Transit Access:**

The following transit services are located within ½ mile of the site:

None.

**STAFF ANALYSIS:**

**Comprehensive Plan:**

The Forward Dallas Comprehensive Plan (2.0) was adopted by the City Council in September 2024 and, outlines several goals and policies which can serve as a framework for assisting in evaluating the applicant's request.

The area of request is situated within the Special Purpose Centers, Flex Commercial Placetype. This placetype allows the following primary land uses: Mixed-Use, Commercial and Office; in conjunction with secondary land uses including: Agricultural, Public Open Space, Private Open Space, Multiplex, Apartments, Single Family Detached & Attached, Lodging, Civic/Public Institutional and Utility.

The Flex Commercial placetype are typically located in areas that transition from heavy industrial uses to more compatible and less impactful uses near residential areas and environmental resources. These areas have limited residential, and retail uses nearby to complement employment in the neighborhood. Some key features of this placetype include adaptive reuse, redevelopment and building retrofits. This proposal would fall within the secondary use category of commercial or light industrial.

The area of request is an existing an existing building (formerly Tom W. Field Elementary School), driveway, parking lot and open green space, but it is important to add a note that new development in this placetype should align with the established building form and character of the flex commercial development patterns. These new developments should be well-integrated within the natural landscape and consideration should be given a connectivity approach to preserve existing fabric of the area.

The applicant's request is consistent with the characteristics of the Flex Commercial placetype. As Flex Commercial would suggest a transition that phases out residential only zoning in the area, the zoning change is consistent with Forward Dallas without deed restrictions.

**Land Use:**

|              | <b>Zoning</b>                   | <b>Land Use</b> |
|--------------|---------------------------------|-----------------|
| <b>Site</b>  | PD No. 635                      | Public school   |
| <b>North</b> | IR Industrial Research District | Industrial      |

|              |                                 |   |
|--------------|---------------------------------|---|
| <b>South</b> | IR Industrial Research District | Retail, restaurant, financial institution       |
| <b>East</b>  | IR Industrial Research District | Light industrial / Office showroom / Warehouse  |
| <b>West</b>  | IR Industrial Research District | Vehicle or engine repair or maintenance, church |

### **Land Use Compatibility:**

The area of request is currently developed with a public school building. North of the property is an industrial inside facility. To the east there are light industrial uses and office showroom warehouses. South of the property across Royal there are retail uses. West of the site, there are vehicle repair facilities and a church. All these surrounding properties are zoned IR Industrial Research.

Based on the land use guidance of Forward Dallas, which calls for Flex Commercial, the property is appropriate for a general purpose CS District, rather than the existing residential district.

The proposed CS base zoning with deed restrictions does not accomplish the goal of long-term land use planning. Deed restrictions, especially those that remove all, but a select few uses desired by an operator in the immediate term, cannot serve as a replacement for thoughtful distribution of zoning districts throughout the city, and conflict with the intended function of zoning districts altogether.

Arbitrary deed restrictions conflict with the Comprehensive Plan Goal to “Remove Land Use and Zoning Barriers That Hinder Small Business Development” and would further the inequitable system of land use regulation in the City of Dallas. While commercial deed restrictions may fit the needs of one tenant, they will act as a hindrance in the future to otherwise appropriate businesses development, specifically deterring small business without the resource or ability to engage with or amend deed restrictions.

In this case, the proposed district would allow only small list of commercial uses by right. The approval of narrow use entitlements in lieu of general purpose zoning districts does not serve the interest of the City, community, or property owners.

Staff supports the applicant’s requested district. This compatibility is further reflected in the development standards comparison table below.

### **Development Standards:**

The following is a comparison chart of the development standards for the current PD 635 and the proposed CS Commercial Service District.

| District            | Setback  |  | Density  | Height           | Lot Cvrg | Special Standards                   | Primary Uses   |
|---------------------|--|--|--|------------------|----------|-------------------------------------|--|
|                     | Front  | Side/Rear                                      |  |                  |          |                                     |  |
| Existing:<br>PD 635 | 20'  | Per DP   | 1 Dwelling Unit/<br>7,500 sq. ft.                              | 30'              | 25%      |                                     | Single Family, Public School   |
| Proposed:<br>CS     | 15' adj.<br>to an<br>exwy<br>0' in all<br>other<br>cases | 20'<br>adjacent<br>to res<br>OTHER:<br>No min. | 0.75 FAR overall<br>0.5 office/<br>lodging/<br>retail combined | 45'<br>3 stories | 80%      | Proximity Slope<br>Visual Intrusion | Commercial &<br>business service,<br>supporting retail &<br>personal service &<br>office |

### Land Use Comparison

Following is a comparison table showing differences in permitted uses between the existing and proposed zoning districts.

#### LEGEND

|   |  |
|---|--|
|   | Use prohibited, <b>highlighted row = use prohibited by deed restrictions</b> |
| • | Use permitted by right   |
| S | Use permitted by Specific Use Permit   |
| D | Use permitted subject to Development Impact Review                           |
| R | Use permitted subject to Residential Adjacency Review                        |
| ★ | Consult the use regulations in Section 51A-4.200, 51A-4.213                  |

|   | Existing | Proposed |
|---|----------|----------|
| Use   | PD 635   | CS       |
| <b>AGRICULTURAL USES</b>                                    |          |          |
| Animal production   |          |          |
| Commercial stable   |          |          |
| Community garden  |          |          |
| Crop production   | •        | •        |
| Market garden   |          |          |
| Private stable  |          |          |
| <b>COMMERCIAL AND BUSINESS SERVICE USES</b>                 |          |          |
| Building repair and maintenance shop                        |          | R        |
| Bus or rail transit vehicle maintenance or storage facility |          | R        |
| Catering service  |          | •        |
| Commercial bus station and terminal                         |          | S, R, ★  |
| Commercial cleaning or laundry plant                        |          | R        |

|  | Existing | Proposed |
|--|----------|----------|
| Use  | PD 635   | CS       |
| Custom business services   |          | •        |
| Custom woodworking, furniture construction, or repair                  |          | •        |
| Electronics service center   |          | •        |
| Job or lithographic printing   |          | R        |
| Labor hall   |          | S        |
| Machine or welding shop  |          | R        |
| Machinery, heavy equipment, or truck sales and services                |          | R        |
| Medical or scientific laboratory                                       |          | •        |
| Technical school   |          | •        |
| Tool or equipment rental   |          | •        |
| Vehicle or engine repair or maintenance                                |          | R        |
| <b>INDUSTRIAL USES</b>   |          |          |
| Alcoholic beverage manufacturing                                       |          |          |
| Gas drilling and production  | S        | S        |
| Gas pipeline compressor station  |          |          |
| Industrial (inside)  |          |          |
| Industrial (inside) for light manufacturing                            |          | •        |
| Industrial (outside)   |          |          |
| Medical/infectious waste incinerator                                   |          |          |
| Metal salvage facility   |          |          |
| Mining   |          |          |
| Municipal waste incinerator  |          |          |
| Organic compost recycling facility                                     |          |          |
| Outside salvage or reclamation   |          |          |
| Pathological waste incinerator   |          |          |
| Temporary concrete or asphalt batching plant                           | S        | S        |
| <b>INSTITUTIONAL AND COMMUNITY SERVICE USES</b>                        |          |          |
| Adult day care facility  |          |          |
| Cemetery or mausoleum  | S        | S        |
| Child-care facility  | ★        | D        |
| Church   | •        | •        |
| College, university, or seminary                                       | S        | •        |
| Community service center   | S        | S        |
| Convalescent and nursing homes, hospice care, and related institutions |          |          |
| Convent or monastery   | S        | •        |
| Foster home  | S        |          |
| Halfway house  |          | S        |
| Hospital   |          | R        |

|  | Existing | Proposed |
|--|----------|----------|
| Use  | PD 635   | CS       |
| Library, art gallery, or museum                                      | S        |          |
| Open enrollment charter school or private school                     |          | S        |
| Public or private school   | •        | R        |
| Surface accessory remote parking                                     |          |          |
| <b>LODGING USES</b>  |          |          |
| Extended stay hotel or motel   |          | S        |
| Hotel or motel   |          | R, S, ★  |
| Lodging or boarding house  |          | •        |
| Overnight general purpose shelter                                    |          | ★        |
| Short-term rental lodging  |          |          |
| <b>MISCELLANEOUS USES</b>  |          |          |
| Attached non-premise sign  |          | S        |
| Carnival or circus (temporary)                                       | ★        | ★        |
| Hazardous waste management facility                                  |          |          |
| Placement of fill material   |          |          |
| Temporary construction or sales office                               | •        | •        |
| <b>OFFICE USES</b>   |          |          |
| Alternative financial establishment                                  |          | S        |
| Financial institution without drive-in window                        |          | •        |
| Financial institution with drive-in window                           |          | R        |
| Medical clinic or ambulatory surgical center                         |          | •        |
| Office   |          | •        |
| <b>RECREATION USES</b>   |          |          |
| Country club with private membership                                 | S        | •        |
| Private recreation center, club, or area                             | S        | •        |
| Public park, playground, or golf course                              | •        | •        |
| <b>RESIDENTIAL USES</b>  |          |          |
| College dormitory, fraternity, or sorority house                     |          | •        |
| Duplex   |          |          |
| Group residential facility   |          |          |
| Handicapped group dwelling unit                                      | ★        |          |
| Live-work unit. [Only one dwelling unit per lot.]                    |          |          |
| Manufactured home park, manufactured home subdivision, or campground |          |          |
| Multifamily  |          |          |
| Residential hotel  |          |          |
| Retirement housing   |          |          |
| Single family  | •        |          |
| <b>RETAIL AND PERSONAL SERVICE USES</b>                              |          |          |

|   | Existing | Proposed |
|---|----------|----------|
| Use   | PD 635   | CS       |
| Alcoholic beverage establishments                                       |          | S ★      |
| Ambulance service   |          | R        |
| Animal shelter or clinic without outside runs                           |          | R        |
| Animal shelter or clinic with outside runs                              |          | S        |
| Auto service center   |          | R        |
| Business school   |          | •        |
| Car wash  |          | R        |
| Commercial amusement (inside)   |          | S, ★     |
| Commercial amusement (outside)  |          | D        |
| Commercial motor vehicle parking  |          | S        |
| Commercial parking lot or garage  |          | R        |
| Convenience store with drive-through                                    |          | S        |
| Drive-in theater  |          | S        |
| Dry cleaning or laundry store   |          | •        |
| Food or beverage store. [SUP if less than 5,000 sf.]                    |          |          |
| Furniture store   |          | •        |
| General merchandise store.  |          |          |
| General merchandise or food store 3,500 square feet or less             |          | •        |
| General merchandise or food store greater than 3,500 square feet        |          | •        |
| General merchandise or food store 100,000 square feet or more           |          | S        |
| Home improvement center, lumber, brick or building materials sales yard |          | R        |
| Household equipment and appliance repair                                |          | •        |
| Liquefied natural gas fueling station                                   |          | S        |
| Liquor store  |          | •        |
| Mortuary, funeral home, or commercial wedding chapel                    |          | •        |
| Motor vehicle fueling station   |          | •        |
| Nursery, garden shop, or plant sales                                    |          | •        |
| Outside sales   |          | S        |
| Paraphernalia shop  |          | S        |
| Pawn shop   |          | •        |
| Personal service use  |          | •        |
| Restaurant without drive-in or drive-through service                    |          | R        |
| Restaurant with drive-in or drive-through service                       |          | D        |
| Surface parking   |          |          |
| Swap or buy shop  |          | S        |



|  | Existing | Proposed |
|--|----------|----------|
| Use  | PD 635   | CS       |
| Taxidermist  |          | •        |
| Temporary retail use                                 |          | •        |
| Theater  |          | •        |
| Tobacco shop   |          |          |
| Truck stop   |          | S        |
| Vehicle display, sales, and service                  |          | R        |
| <b>TRANSPORTATION USES</b>                           |          |          |
| Airport or landing field                             |          |          |
| Commercial bus station and terminal                  |          | D        |
| Heliport   |          | S        |
| Helistop   |          | S        |
| Private street or alley                              | S        |          |
| Railroad passenger station                           |          | S        |
| Railroad yard, roundhouse, or shops                  |          |          |
| STOL (short take-off or landing port)                |          |          |
| Transit passenger shelter                            | ★        | •        |
| Transit passenger station or transfer center         | S        | S, ★     |
| <b>UTILITY AND PUBLIC SERVICE USES</b>               |          |          |
| Commercial radio or television transmitting station  |          | •        |
| Electrical generating plant                          |          |          |
| Electrical substation                                | S        | •        |
| Local utilities                                      | S, R, ★  | S, R, ★  |
| Police or fire station                               | S        | •        |
| Post office  |          | •        |
| Radio, television, or microwave tower                | S        | R        |
| Refuse transfer station                              |          |          |
| Sanitary landfill                                    |          |          |
| Sewage treatment plant                               |          |          |
| Tower/antenna for cellular communication             | ★        | ★        |
| Utility or government installation other than listed | S        | S        |
| Water treatment plant                                |          |          |
| <b>WHOLESALE, DISTRIBUTION, AND STORAGE USES</b>     |          |          |
| Auto auction   |          | S        |
| Building mover's temporary storage yard              |          | S        |
| Contractor's maintenance yard                        |          | R        |
| Freight terminal                                     |          | R        |
| Livestock auction pens or sheds                      |          |          |
| Manufactured building sales lot                      |          | R        |

|  | Existing | Proposed |
|--|----------|----------|
| Use  | PD 635   | CS       |
| Mini-warehouse                                     |          | •        |
| Office showroom/warehouse                          |          | •        |
| Outside storage                                    |          | •        |
| Petroleum product storage and wholesale            |          | S        |
| Recycling buy-back center                          |          | ★        |
| Recycling collection center                        |          | ★        |
| Recycling drop-off container                       | ★        | ★        |
| Recycling drop-off for special occasion collection | ★        | ★        |
| Sand, gravel, or earth sales and storage           |          | S        |
| Trade center                                       |          | •        |
| Vehicle storage lot                                |          | S        |
| Warehouse  |          | R        |
| Accessory Use                                      | PD 635   | CS       |
| Community center (private)                         | S        |          |
| Day home   |          |          |
| Game court (private)                               |          |          |
| General waste incinerator                          |          |          |
| Helistop   |          | S        |
| Home occupation                                    |          |          |
| Medical/infectious waste incinerator               |          | S, ★     |
| Outside display of merchandise                     |          |          |
| Outside sales                                      |          |          |
| Outside storage                                    |          |          |
| Pathological waste incinerator                     |          |          |
| Pedestrian skybridge                               |          |          |
| Private stable                                     |          |          |
| Swimming pool (private)                            |          |          |

**Landscaping:**

Landscaping must be provided in accordance with the landscaping requirements in Article X, as amended.

**Parking:**

Pursuant to the Dallas Development Code, as updated May 14, 2025, there is no off-street parking requirement for the job or lithographic printing use.

**Market Value Analysis:**

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

Z245-174(LC)

## **List of Partners**

Versa Printing

## **APPLICANT'S VOLUNTEERED DEED RESTRICTIONS**

Subject to the restrictions set forth below, the only main uses permitted on the Property are those main uses permitted in the CS Commercial Service District, subject to the same conditions applicable in the CS Commercial Service District, as set out in the Dallas Development Code, as amended. For example, a use permitted in the CS Commercial Service District only by specific use permit (SUP) is permitted on the Property only by SUP, and a use subject to development impact review (DIR) in the CS Commercial Service District is subject to DIR on the Property; provided, however, that the following uses, as defined in the Dallas Development Code, are prohibited upon the Property:

Bus or rail transit vehicle maintenance or storage facility.  
Commercial bus station and terminal.  
Commercial cleaning or laundry plant.  
Labor hall.  
Machinery, heavy equipment, or truck sales and services.  
Vehicle or engine repair or maintenance.  
Gas drilling and production.  
Temporary concrete or asphalt batching plant.  
Cemetery or mausoleum.  
Convent or monastery.  
Halfway house.  
Extended stay hotel or motel.  
Hotel or motel.  
Lodging or boarding house  
Overnight general purpose shelter.  
Country club with private membership.  
College dormitory, fraternity, or sorority house.  
Car wash.  
Commercial amusement (outside).  
Commercial motor vehicle parking.  
Drive-in theater.  
Liquefied natural gas fueling station.  
Mortuary, funeral home, or commercial wedding chapel.  
Paraphernalia shop.  
Outside sales.  
Taxidermist.  
Truck stop.  
Vehicle display, sales, and service.  
Commercial bus station and terminal.  
Heliport.  
Helistop.  
Railroad passenger station.  
Auto auction.  
Building mover's temporary storage yard.  
Contractor's maintenance yard.

## Z245-174(LC)

Freight terminal.  
Manufactured building sales lot.  
Mini-warehouse.  
Outside storage.  
Petroleum product storage and wholesale.  
Recycling buy-back center.  
Recycling collection center.  
Sand, gravel, or earth sales and storage.  
Trade center.  
Vehicle storage lot.  
Warehouse.

The following uses are prohibited on the Property unless contained entirely within those improvements existing on the Property as of June 1, 2025:

- Industrial (inside) for light manufacturing.
- Office showroom/warehouse.

In addition, the following accessory uses are prohibited on the Property:

Accessory community center (private).  
Home occupation.  
Private stable.  
Accessory helistop.  
Accessory medical/ infectious waste incinerator.  
Accessory pathological waste incinerator

**Draft CPC Action**  
**June 12 2025**

**Motion:** It was moved to recommend **approval** of a CS Commercial Service District, subject to deed restrictions volunteered by the applicant, on property zoned Planned Development District No. 635, on the north side of Royal Lane, between Newkirk Street and Goodnight Lane.

Maker: Carpenter  
Second: Rubin  
Result: Carried: 13 to 0

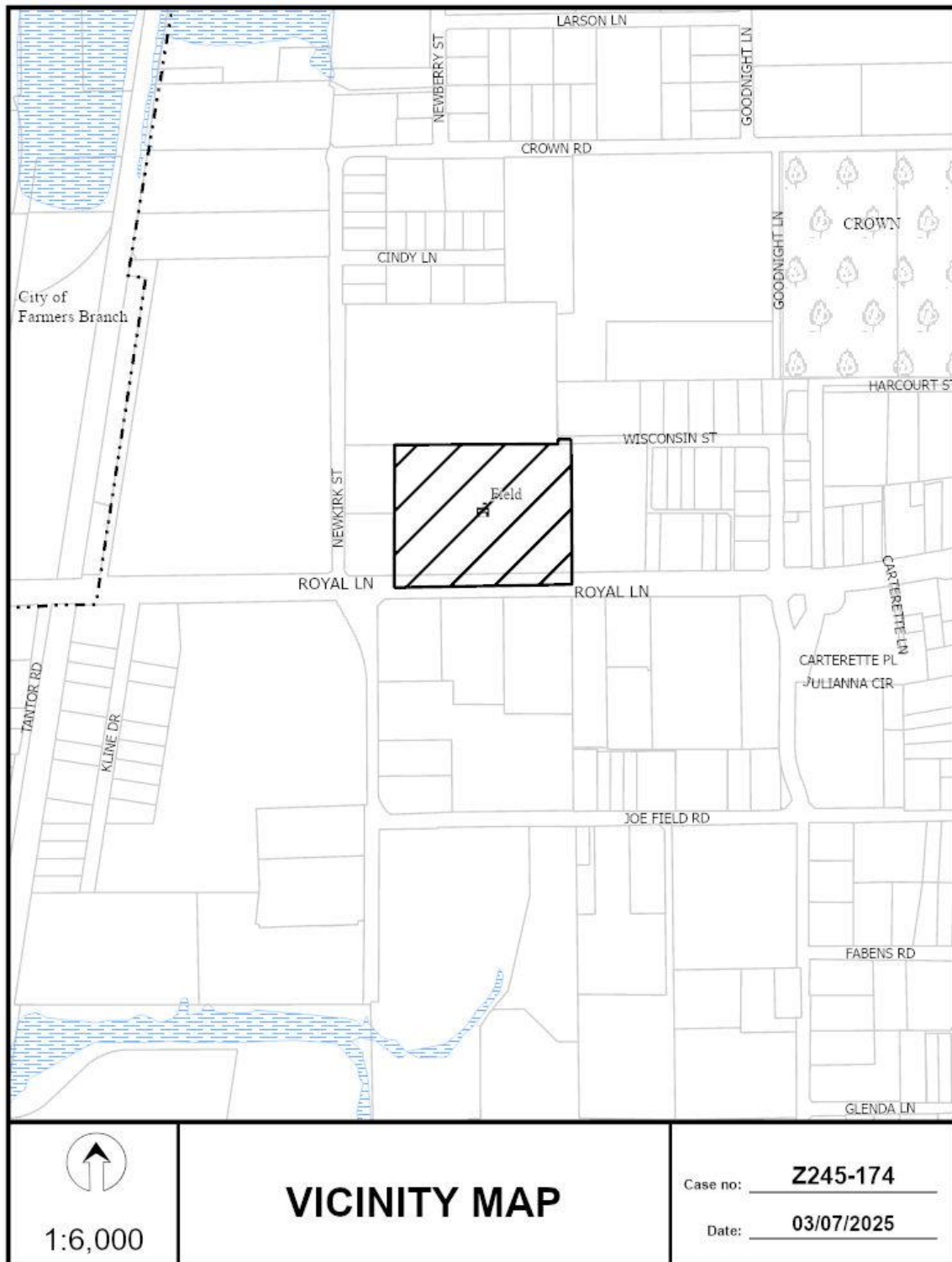
For: 13 - Drobinski, Herbert, Forsyth, Shidid,  
Carpenter, Wheeler-Reagan, Franklin,  
Sleeper, Sims\*, Haqq, Hall, Kingston, Rubin

Against: 0  
Absent: 2 - Hampton, Housewright  
Vacancy: 0

\*out of room, shown voting in favor

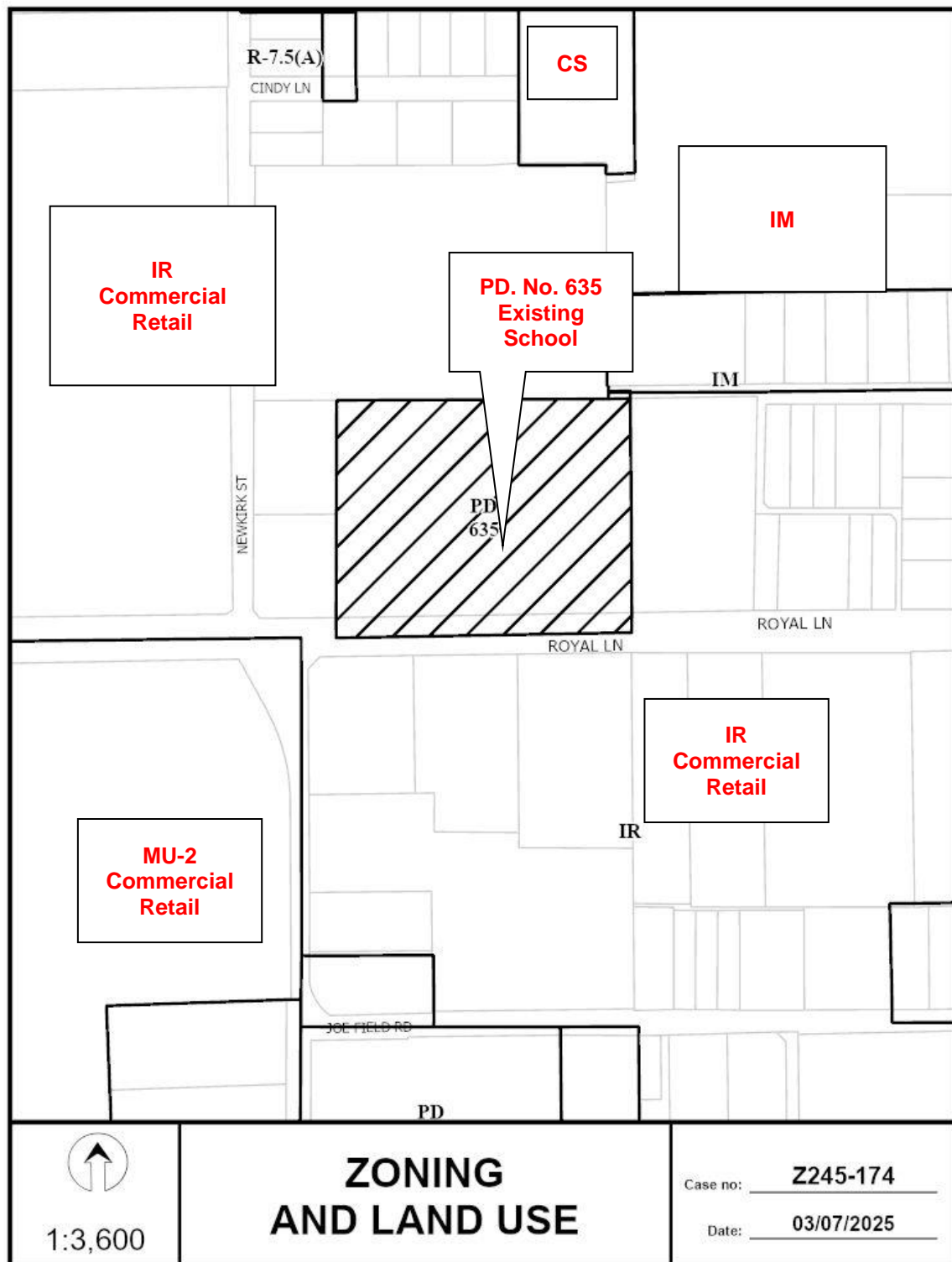
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| <b>Notices:</b> | Area: 300 | Mailed: 15 |
| <b>Replies:</b> | For: 1    | Against: 1 |

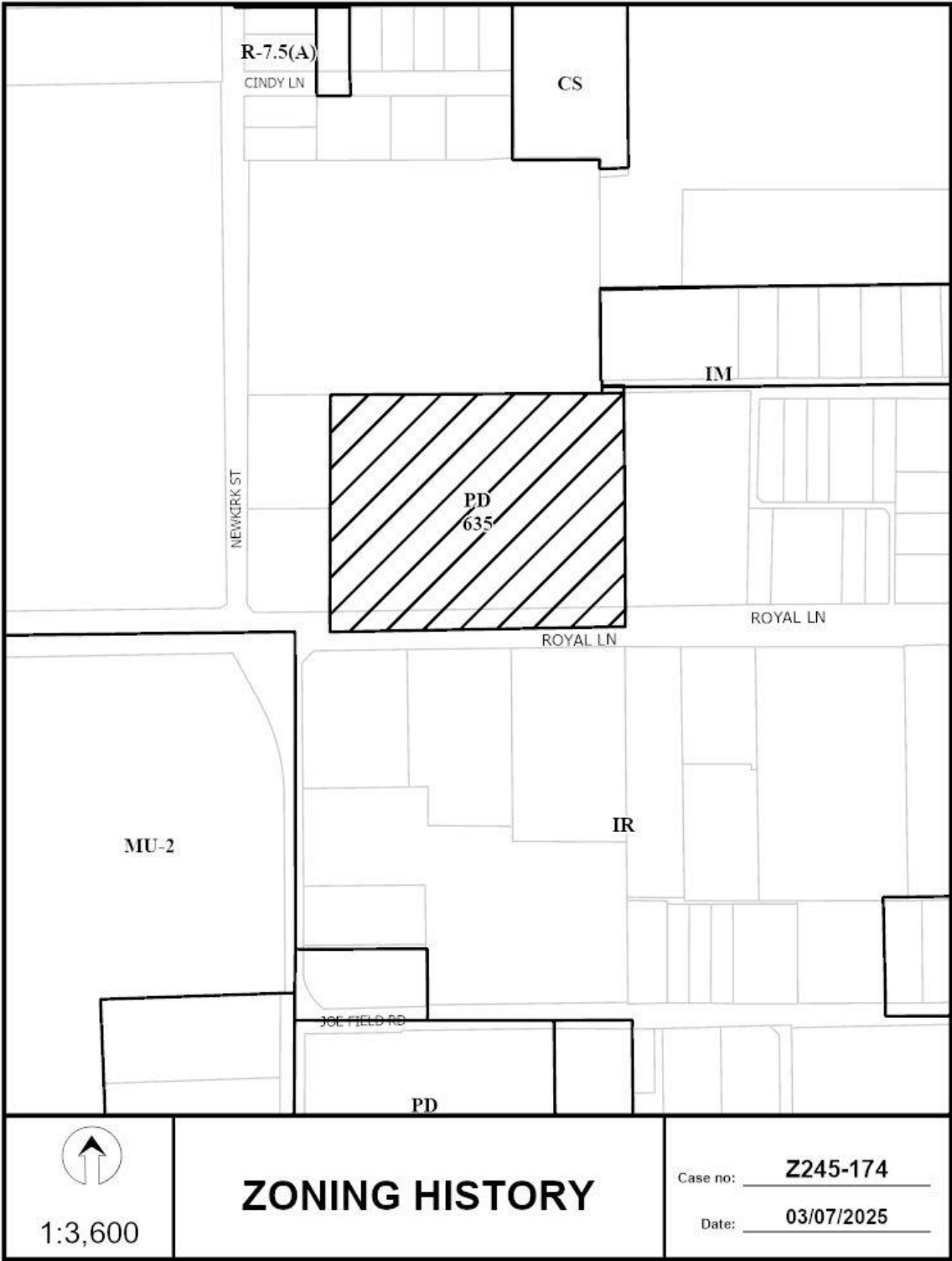
**Speakers:** For: Jonathan Vinson, 2323 Ross Ave., Dallas, TX, 75201  
Against: None

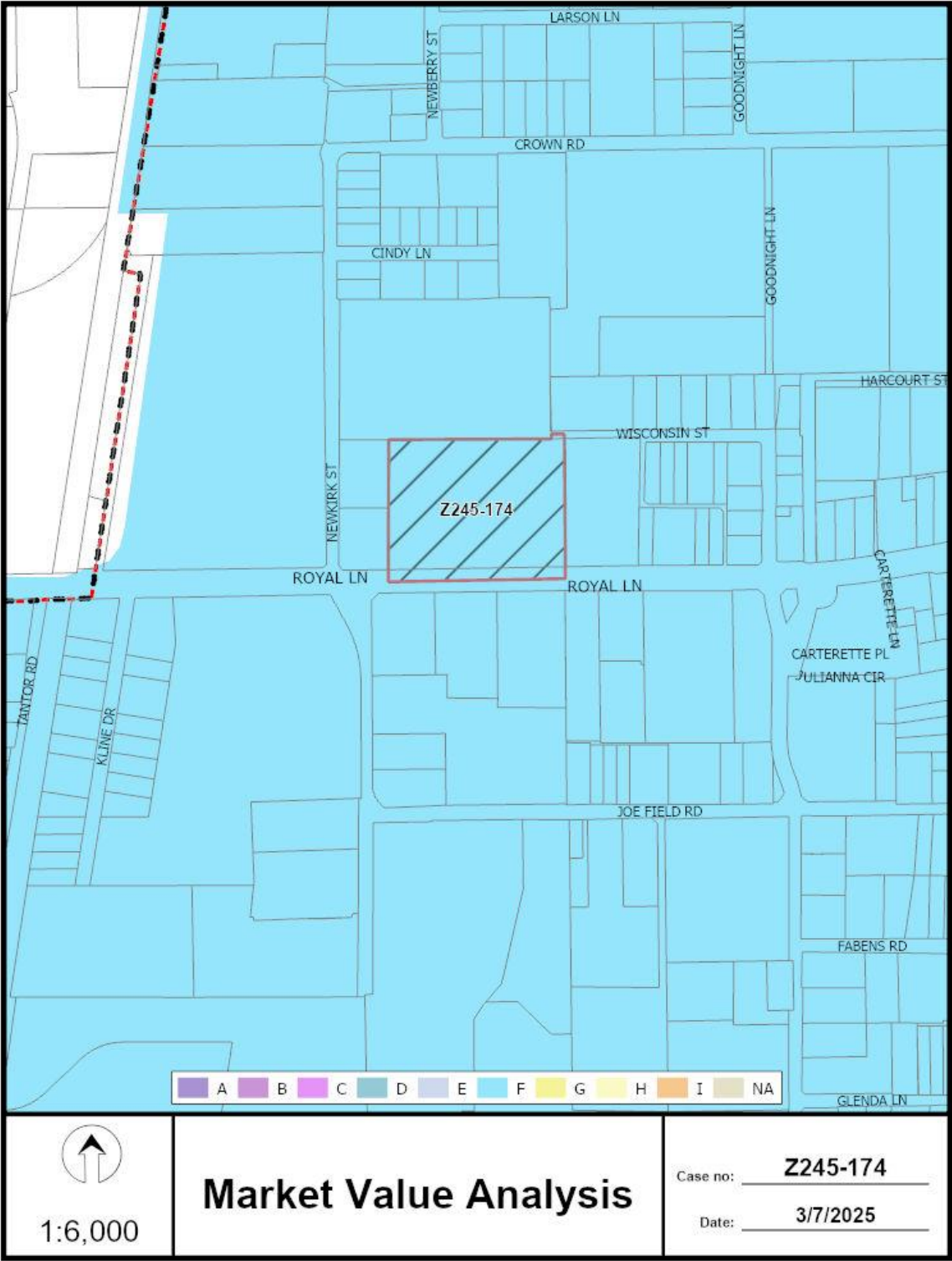




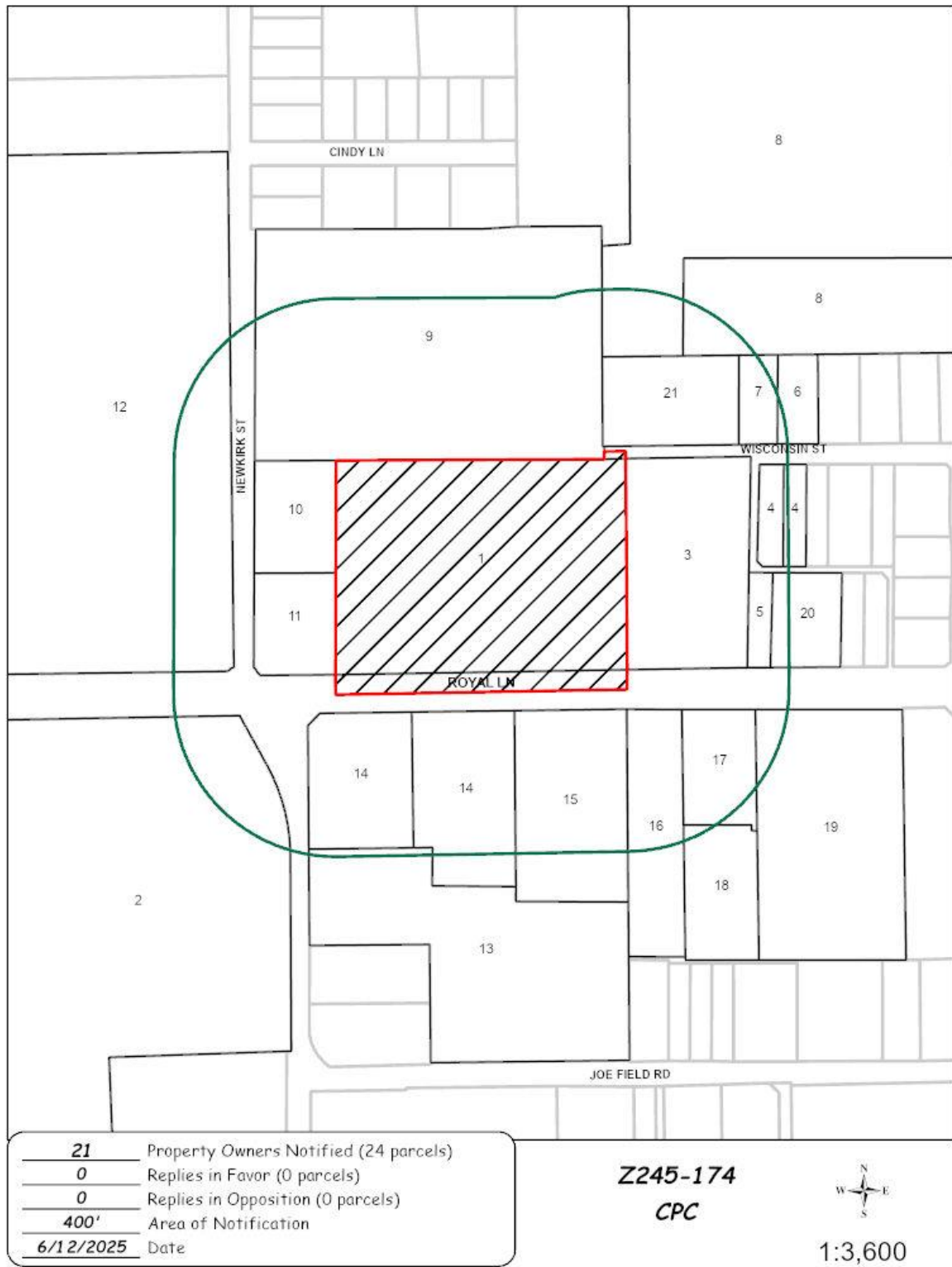












06/11/2025

***Reply List of Property Owners******Z245-174******21 Property Owners Notified      0 Property Owners in Favor      0 Property Owners Opposed***

| <b><i>Reply</i></b> | <b><i>Label #</i></b> | <b><i>Address</i></b> | <b><i>Owner</i></b>              |
|---------------------|-----------------------|-----------------------|----------------------------------|
| 1                   | 2151                  | ROYAL LN              | Dallas ISD                       |
| 2                   | 11349                 | NEWKIRK ST            | ROYAL LANE VILLAGE LTD           |
| 3                   | 2205                  | ROYAL LN              | DALLAS EK LLC                    |
| 4                   | 2234                  | WISCONSIN ST          | LANCE REAL ESTATE LTD            |
| 5                   | 2223                  | ROYAL LN              | I SQUAD CORPORATION              |
| 6                   | 2237                  | WISCONSIN ST          | SANTIAGO IRON WORKS INC          |
| 7                   | 2227                  | WISCONSIN ST          | ELK RIDGE PARTNERS LLC           |
| 8                   | 11447                 | GOODNIGHT LN          | GILBERT G A HOLDINGS LTD         |
| 9                   | 11430                 | NEWKIRK ST            | DUGAN OF DALLAS LLP              |
| 10                  | 11412                 | NEWKIRK ST            | HODGE ROGER STEPHEN              |
| 11                  | 2105                  | ROYAL LN              | LAKE CITY HOLDINGS LLC           |
| 12                  | 2007                  | ROYAL LN              | G&I IX ROYAL LN LLC              |
| 13                  | 2154                  | ROYAL LN              | GRAND KING SPA DALLAS LLC        |
| 14                  | 2144                  | ROYAL LN              | TOZEE ONE LLC                    |
| 15                  | 2164                  | ROYAL LN              | KING SPA PROPERTY MANAGEMENT LLC |
| 16                  | 2208                  | ROYAL LN              | MAHESHWARI DALLAS LP             |
| 17                  | 2216                  | ROYAL LN              | JBS INTERNATIONAL LLC            |
| 18                  | 2216                  | ROYAL LN              | DALLAS PACIFIC INV LTD           |
| 19                  | 2240                  | ROYAL LN              | DALLAS PACIFIC INVST LTD         |
| 20                  | 2237                  | ROYAL LN              | WILSHIRE STATE BANK              |
| 21                  | 2209                  | WISCONSIN ST          | JPH LP                           |