

FILE NUMBER: Z-26-000012 **DATE FILED:** January 29, 2026

LOCATION: West corner of North Madison Avenue and Ballard Avenue

COUNCIL DISTRICT: 1

SIZE OF REQUEST: Approx. 8,245 Sq. Ft. **CENSUS TRACT:** 48113004201

OWNER/APPLICANT: Sarkis J. Kechejian, Kechejian Enterprises, LP

REPRESENTATIVE: Terri McMorris, Kechejian Enterprises, LP

REQUEST: An application for a WMU-3 Walkable Mixed Use Subdistrict C, on property zoned Residential Transition Subdistrict A within Planned Development District No. 468, the Oak Cliff Gateway Special Purpose District

SUMMARY: The purpose of the request is to allow residential and office uses.

STAFF RECOMMENDATION: Approval.

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

PLANNED DEVELOPMENT DISTRICT NO. 468

<https://dallascityhall.com/departments/city-attorney/pages/articles-data.aspx?pd=468>

BACKGROUND INFORMATION:

- The area of request is currently undeveloped and is zoned Tract 1, Subdistrict A, within Planned Development 468, the Oak Cliff Gateway Special District. Subdistrict A is the RTN Residential Transition District.
- The applicant is proposing to develop the site with residential and office use. Subdistrict A (RTN) within PD 468 does not allow office use. Therefore, they are requesting WMU-3 Walkable Mixed Use Subdistrict C.
- The proposed WMU-3 District is considered a low-density district.

Zoning History:

There have been two zoning cases in the area in the last five years.

1. Z-26-000030: An application for a Historic Overlay for The Wesley Inn (1159 N. Madison Avenue), on property zoned PD 830, Subdistrict 1 (Bishop Avenue), to add the additional use of lodging (short- and long- term accommodations) [Under review].
2. Z212-278: An application for a new Specific Use Permit for a public school other than an open-enrollment charter school on property zoned Subdistrict A Tract 1 within Planned Development District No. 468 (Oak Cliff Gateway Special Purpose District), bounded by North Madison Avenue, Ballard Avenue, Elsbeth Avenue, and Neches Street was submitted on June 9, 2022 [Under review].

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
N. Madison Avenue	Local Street	80 ft.
Ballard Avenue	Local Street	60 ft.

Traffic:

The Transportation Development Services Division of the Planning and Development Department, in coordination with the Transportation and Public Works Department, reviewed the request and determined that it will not significantly impact the surrounding roadway system pending commensurate improvements. The project will be responsible to mitigate development impact as determined through the engineering review process.

Transit Access:

The following transit services are located within ½ mile of the site:
Dallas Streetcar, 109, 147, 620

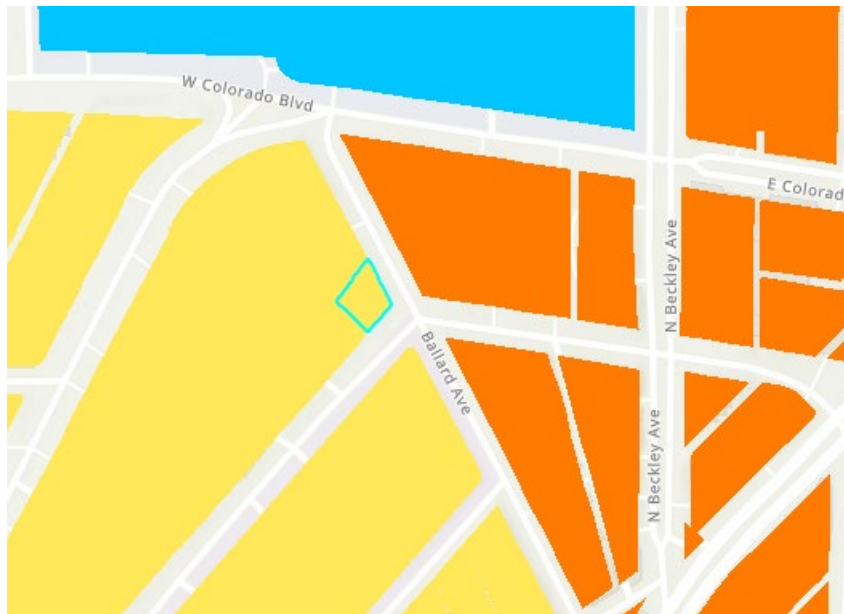
STAFF ANALYSIS:

Comprehensive Plan:

The forwardDallas! 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.

Placetypes:

Community Residential



This placetype allows for primary land uses like: Single Family Detached, Single Family Attached; in conjunction with supporting land uses like: Agricultural, Public Open Space, Private Open Space, Multiplex, Apartments, Mixed-Use, Commercial, Office, Civic/Public Institutional, Utility.

Community Residential neighborhoods are the

foundation of Dallas' housing landscape, offering predominantly single-family homes with integrated parks, schools, and community services. These areas support a suburban

lifestyle while allowing for strategic additions of duplexes and smaller multiplexes. They balance stability with modest growth, creating vibrant, family-friendly environments.

Sensitively integrated housing types, such as duplexes and smaller-scaled multiplexes, can be found in many of these areas. Local commercial and office uses, as well as neighborhood-scaled apartments, may also be found, generally along main streets and at intersections, offering convenient access to goods and services, promoting a greater mix of uses, and supporting active, walkable environments.

The request is within three transit oriented development (TOD), the 6th Street streetcar station, Beckley streetcar station, and Oakenwald streetcar station. Transit-Oriented Development (TOD) is a pattern of higher density residential, commercial, office, and civic uses with an urban design and high-quality support for walking, bicycling, transit use, and other forms of non-vehicular transportation, developed near high performance transit stations. It aims to spur economic growth, expand housing opportunities, increase connectivity around a mix of land uses, and promote revitalization around DART stations and transportation nodes.

The applicant's request is consistent with the characteristics of the Community Residential placetype and transit oriented development.

Land Use:

	Zoning	Land Use
Site	RTN Subdistrict A within PD 468	Vacant
Northwest	WR- 3 Subdistrict B with an SH-5 Shop front overlay within PD 468	Medical clinic or ambulatory surgical center, financial institution with drive-in window, gen merchandise or food store < 3500 sq. ft., and restaurant without drive-in service
Northeast	WMU-5 Subdistrict D within PD 468	Medical clinic or ambulatory surgical center
Southwest	Subdistrict 1 within PD 830	Single family
Southeast	RTN Subdistrict A within PD 468	Primary school

Land Use Compatibility:

The area of request is currently undeveloped and is zoned Tract 1, Subdistrict A, within Planned Development 468, the Oak Cliff Gateway Special District. Subdistrict A is the RTN Residential Transition District. The land use surrounding the area of request to the southwest is single family, and a public school to the southeast. Toward the northwest, there is a commercial plaza with multiple uses. To the northwest across Ballard avenue there is a medical clinic use.

The applicant proposes to develop the site with multifamily and office use under the standards of a WMU-3 Walkable Mixed-Use Subdistrict. Staff finds the applicant's requested land use to be compatible with existing land uses in the surrounding area. Additionally, a corner lot would be more appropriate for modest degrees of mixed use and would serve as a transition from the WMU-5 across the street. The enhanced development standards of the WMU-3 subdistrict emphasize walkability and pedestrian friendly environment, which are appropriate for this denser, urban style neighborhood with proximity to transit services and major medical employment center.

Overview of Form Districts

Form-based zoning differs from traditional zoning in that development standards focus primarily on the form of the building rather than its intended land use. Under form-based zoning, the desired form of buildings is typically more urban in style. Buildings are constructed with multiple stories and are located at the front of the site, closer to the street. This, coupled with enhanced standards for transparency, building articulation, and pedestrian amenities, are intended to ensure an active streetscape.

Another key feature that lends itself to a more urban development form is a requirement that buildings fill a percentage of the width of the lot with the building façade. This street frontage requirement creates a streetscape that encourages and supports pedestrian activity and screens parking. Benefits to property owners include additional buildable area on the site; increased height, density, and floor area; and reduced parking requirements that encourage the use of multi-modal transportation.

The applicant's request is for a WMU-3 District, which is classified as low intensity among the several WMU Walkable Mixed-Use districts available in Article XIII. The WMU districts are intended to accommodate a mix of compatible uses in close proximity to one another in a pedestrian-friendly environment. Although parcels of any size are eligible for a WMU district, Article XIII indicates these districts are intended for locations where a sufficient

critical mass of dense, walkable urban mixed-use development exists or is definitely planned. This critical mass is present when:

- A. The surrounding area consists of at least 40 acres of existing or definitely planned WMU or WR zoning, high density multifamily zoning, multiple use zoning, or planned development zoning with equivalent characteristics.
- B. The surrounding area consists of at least 25 acres proposed by and is part of and adopted area plan pursuant to forwardDallas! for WMU or WR zoning, high density multifamily zoning, multiple use zoning, or planned development zoning with equivalent characteristics; or
- C. The applicant demonstrates that the surrounding area is at least 25 acres and is or will be a mix of dense residential, commercial, and other uses that will achieve the intent of this article for increased walkability, reduced vehicular trip generation, and reduced parking demand.

The WMU districts are intended for use in the vicinity of rail transit stations, immediately adjacent to the Central Business District, and in the 23 study areas of the Trinity River Comprehensive Plan. These districts are also appropriate for major job centers and concentrations of multifamily housing where an area plan pursuant to forwardDallas! has been adopted.

Staff finds the area of request to be appropriate for a WMU-3 District due to its proximity to existing low density multifamily and mixed-use form districts in the surrounding area, as well as an example of transit oriented development.

Development Standards:

Beyond the regulation of land uses through development types in Article XIII, each development type includes more traditional development standards (setbacks, density, height, etc.) in addition to enhanced development standards that contribute to a pedestrian friendly environment (street frontage, parking setbacks, transparency, etc.).

The following is a comparison chart of the development standards for the current RTN Subdistrict A and the proposed WMU-3 Subdistrict C.

Standard	Existing: RTN – Sub. A within PD 468	Proposed: WMU-3 – Sub. C within PD 468
Front setback	Primary street: 5' min / 15' max (Th); 15' min / none (Mh, Sf) Side Street: 5' min / 15' max (Th); 10' min / none (Mh, Sf)	Primary street: 5' min / 15' max (Mu, Ss, Gc, Th); 15' min / none (Mh); 10' min / Side Street: 5' min / 15' max (Mu, Ss, Gc, Th); 10' min / none (Mh)
Required street frontage	Primary street: 70% min (Th); none (Mh, Sf) Side Street: 40% min (Th); none (Mh, Sf)	Primary street: 90% min (Mu, Ss); 70% min (Gc, Th); none (Mh) Side Street: 40% min (Mu, Ss, Gc, Th); none (Mh)
Parking setback	Primary street: 30' min (Th); none (Mh, Sf) Side Street: 5' min (Th); none (Mh, Sf) Adj multifamily, nonresidential district: 5' min (Th); none (Mh, Sf)	Primary street: 30' min (Mu, Ss, Gc, Th); none (Mh) Side Street: 5' min (Mu, Ss, Gc, Th); none (Mh) Adj multifamily, nonresidential district: 5' min (Mu, Ss, Gc, Th); none (Mh)
Side setback	Adj multifamily, nonresidential district: 0' or 5' min (Th) ; 5' min (Mh, Sf)	Adj multifamily, nonresidential district: 0' or 5' min (Mu, Ss, Gc, Th); 5' min (Mh)
Rear setback	Adj multifamily, nonresidential district: 24' min (Th); 15' min (Mh, Sf)	Adj multifamily, nonresidential district: 5' min (Mu, Ss, Gc); 24' min (Th); 15' min (Mh)
Density / Lot Area Required		
Height	1 story min 2.5 stories / 35' max	1 story min 3.5 stories / 50' max
Story height	Ground story: 10' min / 15' max (Th, Mh, Sf) Upper story: 10' min / 15' max (Th, Mh, Sf)	Ground story: 15' min / 30' max (Mu, Ss); 11' min / 22' max (Gc); 10' min / 15' max (Th, Mh) Upper story: 10' min / 15' max (Mu, Gc, Th, Mh); none (Ss)
Lot coverage	80% max (Th); 60% max (Mh, Sf)	100% max (Mu); 80% max (Th); 60% max (Mh)
Transparency	Ground story: 30% min (Th); 20% min (Mh) Upper story: 20% min (Th, Mh, Sf)	Ground story: 50% min (Mu, Ss); 30% min (Th); 20% min (Mh) Upper story: 20% min (Mu, Th, Mh); none (Ss)
Entrance	Required on primary street	Required on primary street
Blank wall area	Primary street: 30' max (Th, Mh, Sf)	Primary street: 20' Max (Mu, Ss); 30' max (Th, Mh)

Landscaping:

Landscaping must be provided in accordance with the landscaping requirements of Planned Development 468 and Article XIII, as amended.

Parking:

Under Planned Development 468, the “Required Parking in WMU and WR Districts Chart” in Section 51A-13.402(a)(2) is replaced by the Subdistricts B-G required parking chart (Exhibit 468C).

	Use Category	Number of Spaces Required
Residential	Household Living	2.00 per single family living unit
		1.00 per one-bedroom or smaller multifamily living unit
		2.00 per two-bedroom or larger multifamily living unit
		0.70 per retirement housing living unit
	Group Living	0.25 spaces per bed PLUS 1 per 200 SF office, min. 4 spaces
Civic	Community Service	1 per 200 SF
	Day Care	1 per 500 SF
	Educational	1.50 spaces per elementary classroom
		3.50 spaces per junior high or middle classroom
		9.5 spaces per senior high classroom
		1 per 4 seats in any other classroom
	Government Service	1 per 200 SF
	Park/Open Space	None
	Place of Worship	1.00 per 4 fixed seats or per 8-foot length of bench or pew. OR 1 per 28 SF floor area without seating
	Social Service	See Group Living
Utilities	Building official to apply similar use	
Office	Medical	1 per 200 SF
	Office except:	1 per 366 SF
	Art Studio, Gallery	1 per 500 SF
	Financial Services	1 per 300 SF
	Bank Call Center	1 per 167 SF
Retail	Restaurants, Bar, Private Club	1 per 125 SF
	Retail Sales	1 per 250 SF
	Indoor Recreation except:	1 per 250 SF
	Health Club or Spa	1 per 143 SF
	Movie Theater	1 per 4 seats
	Performing Arts Theater	0.40 per seat
	Personal Service	1 per 250 SF
Lodging	Overnight Lodging	1 per guest room

Market Value Analysis:

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

Z-26-000012

List of Officers

Kechejian Enterprises, LP

Comp Road, LLL, General Partner

Sarkis J Kechejian, President

CPC Action
March 26, 2026

Motion: In considering an application for WMU-3 Walkable Mixed Use Subdistrict C on property zoned Residential Transition Subdistrict A within Planned Development District No. 468, the Oak Cliff Gateway Special Purpose District, on the west corner of North Madison Avenue and Ballard Avenue, it was moved to **hold** this matter under advisement until April 9, 2026.

Maker: Sims
Second: Franklin
Result: Carried: 13 to 0

For: 13 - Sims, Hampton, Herbert, Serrato,
Carpenter, Wheeler-Reagan, Franklin
Koonce, Housewright, Coffman, Hall,
Kingston, Rubin

Against: 0
Absent: 2 - Forsyth, Kocks
Vacancy: 0

Notices: Area: 200 Mailed: 12
Replies: For: 0 Against: 0

Speakers: For: David Jones, 6510 Clubhouse Cir., Dallas, TX, 75240
For (Did not speak): Sarkis Kechechian, 5515 Edlen, Dallas, TX, 75220
Against: Mari Hidalgo King, 616 Haines Ave., Dallas, TX, 75208
Laura Palmer, 911 N. Madison Ave., Dallas, TX, 75208

**CPC Action
April 9, 2026**

Motion: It was moved to recommend **approval** of a WMU-3 Walkable Mixed Use Subdistrict C, subject to deed restrictions volunteered by the applicant, on property zoned Residential Transition Subdistrict A within Planned Development District No. 468, the Oak Cliff Gateway Special Purpose District, on the west corner of North Madison Avenue and Ballard Avenue.

Maker: Sims
Second: Housewright
Result: Carried: 13 to 0

For: 13 - Sims, Hampton, Herbert, Serrato,
Carpenter, Franklin, Koonce, Housewright,
Kocks, Coffman, Hall, Kingston, Rubin

Against: 0
Absent: 1 - Wheeler-Reagan
Vacancy: 1 - District 4

Notices: Area: 200 Mailed: 12
Replies: For: 0 Against: 0

Speakers: For: David Jones, 6510 Clubhouse Cir., Dallas, TX,
75240

Sarkis Kechejian, 5515 Edlen Dr., Dallas, TX, 75220
Rob Shear, 830 Woodlawn Ave., Dallas, TX, 75208

Against: Laura Palmer, 911 N. Madison Ave., Dallas, TX,

75208

APPLICANT'S VOLUNTEERED DEED RESTRICTIONS

The Owner does hereby impress all of the Property with the following deed restrictions ("restrictions"), to wit:

(1) The following uses are prohibited:

(A) Retail.

- Restaurants or Bars

(B) Services and Entertainment.

- Indoor Recreation

(C) Commerce.

- Overnight Lodging



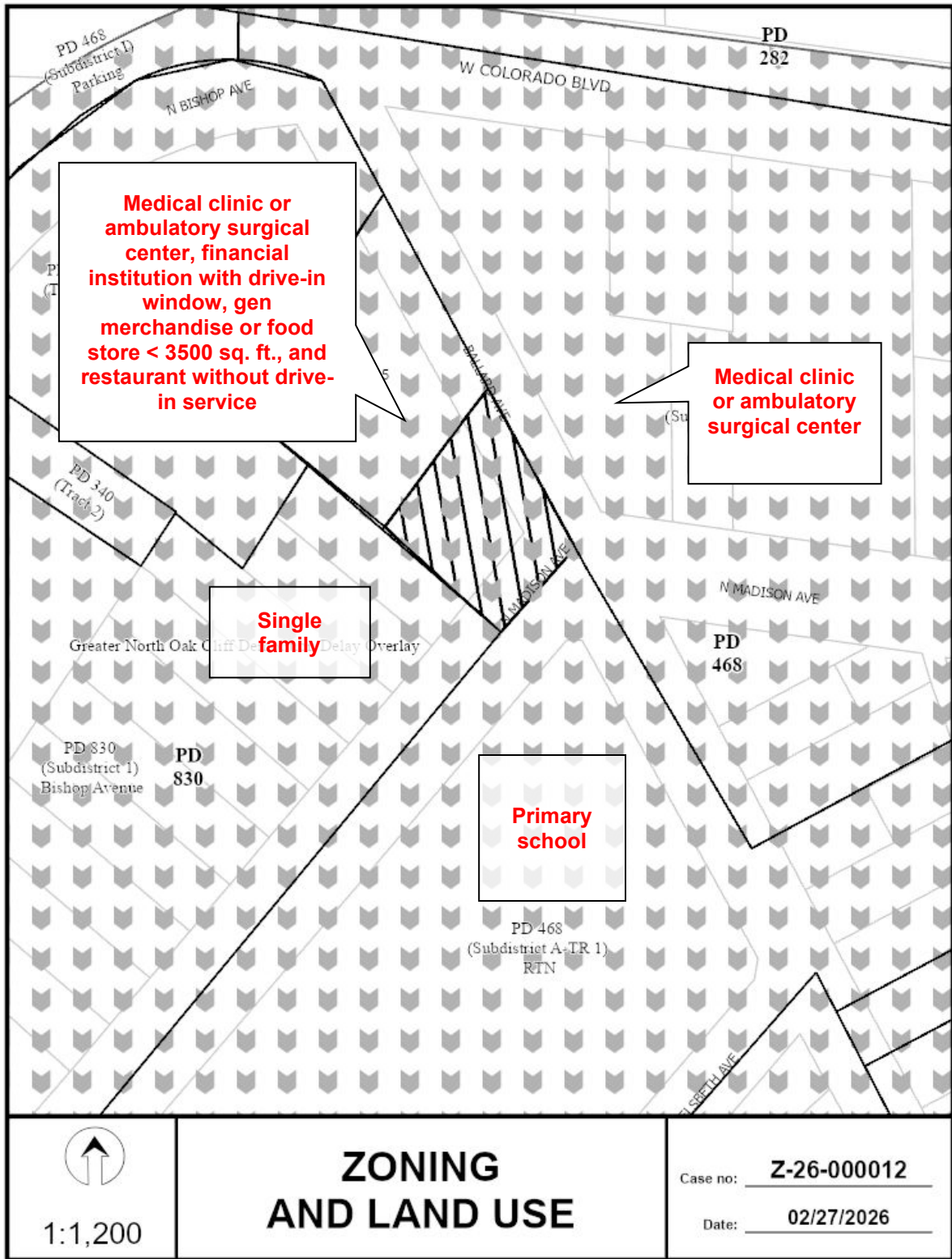


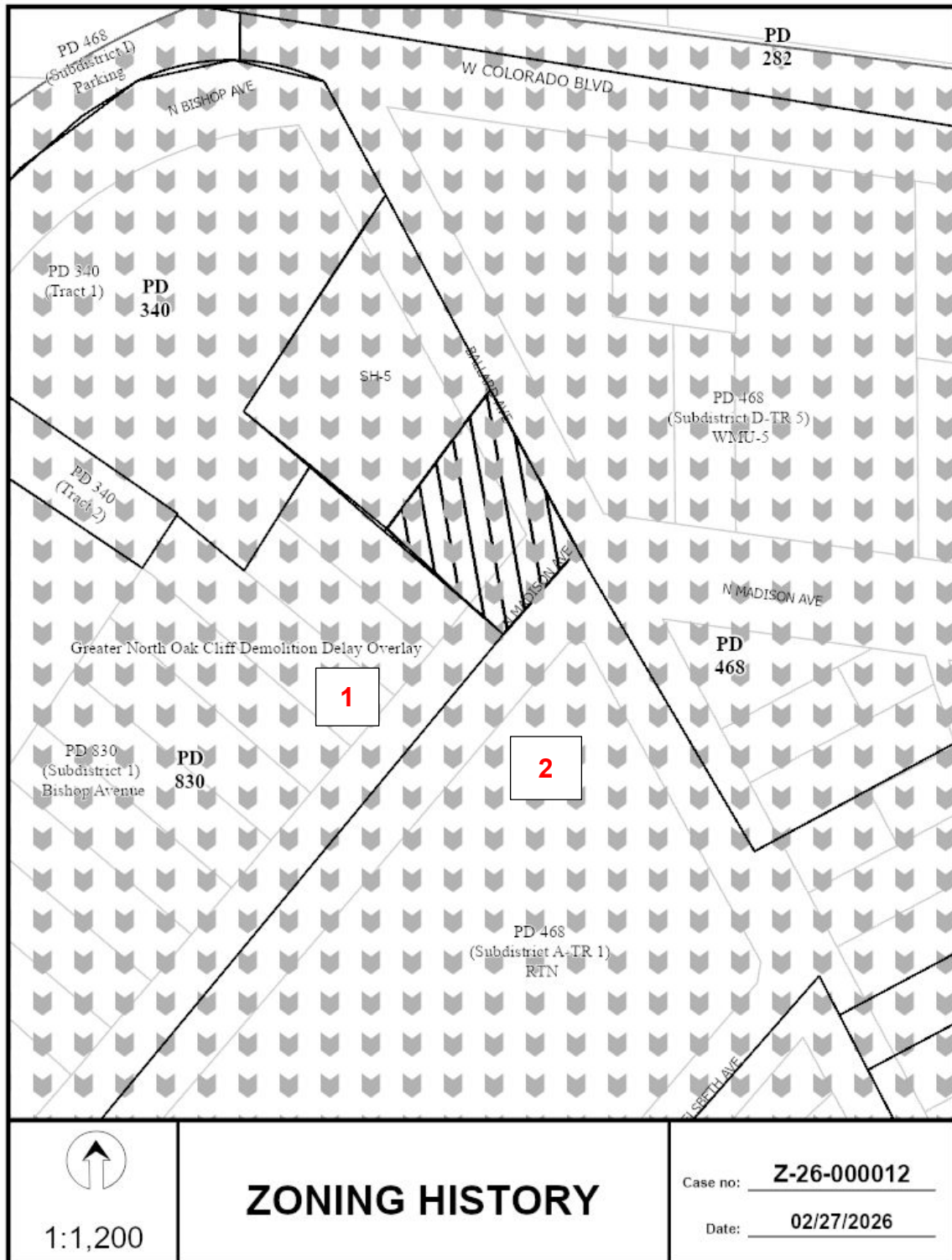
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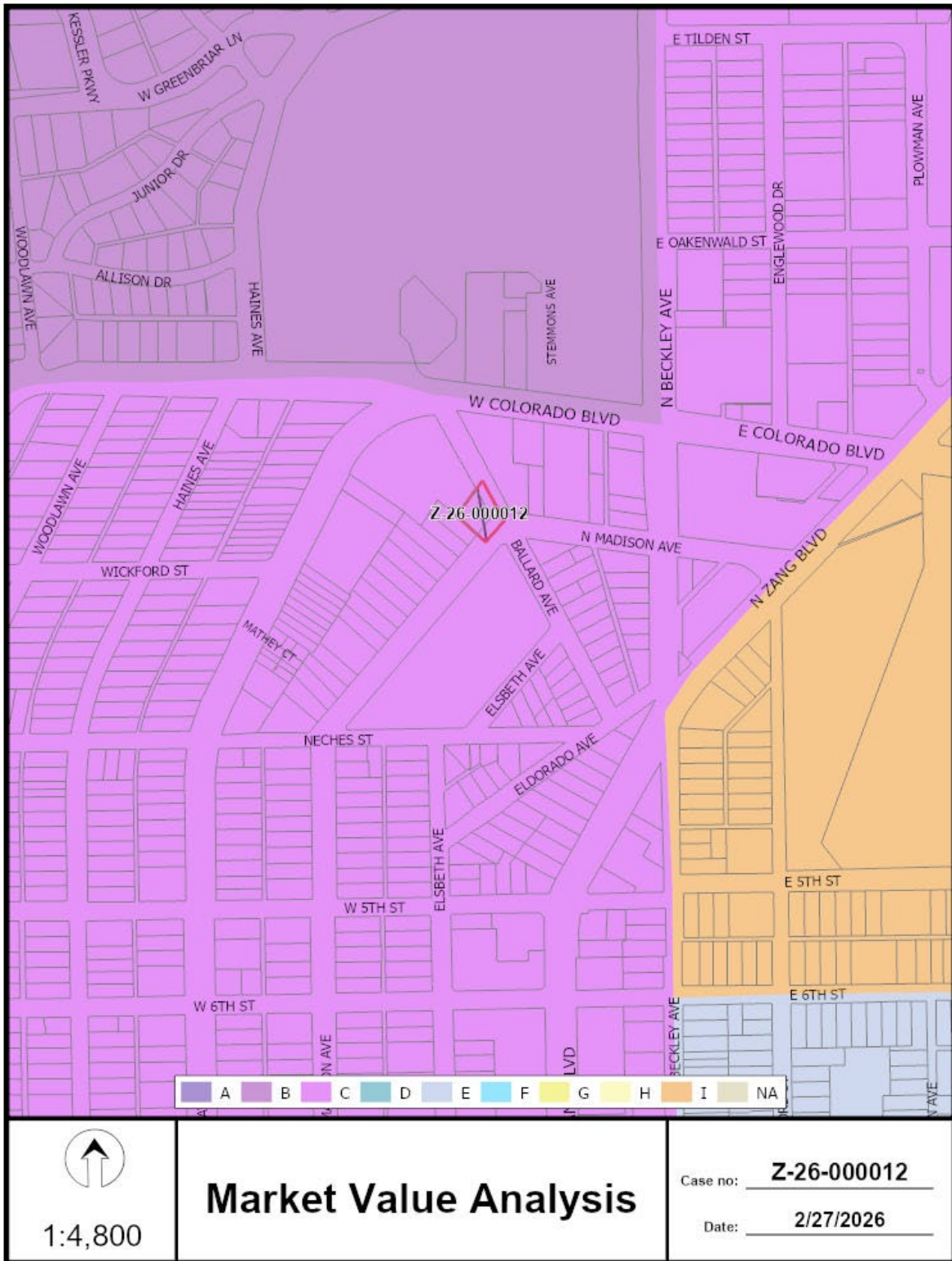
AERIAL MAP

Case no: Z-26-000012

Date: 02/27/2026









<u>12</u>	Property Owners Notified (15 parcels)
<u>0</u>	Replies in Favor (0 parcels)
<u>0</u>	Replies in Opposition (0 parcels)
<u>200'</u>	Area of Notification
<u>3/26/2026</u>	Date

Z-26-000012
CPC



1:1,200

04/08/2026

Reply List of Property Owners

Z-26-000012

12 Property Owners Notified

0 Property Owners in Favor

0 Property Owners Opposed

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	1207	N MADISON AVE	KECHEJIAN ENTERPRISES LP
2	1210	N MADISON AVE	METHODIST HOSPITALS OF DALLAS
3	1140	BALLARD AVE	METHODIST HOSPITALS OF DALLAS
4	200	W COLORADO BLVD	KECHEJIAN ENTERPRISES LP
5	1218	N BISHOP AVE	AXXIS ENTERPRISES
6	1167	N MADISON AVE	DELEON OLGA A
7	1159	N MADISON AVE	BISHOP MADISON LLC
8	1155	N MADISON AVE	LOMAS HOMAR C &
9	1151	N MADISON AVE	RIVERA ELOINA R
10	1144	N MADISON AVE	Dallas ISD
11	1222	N BISHOP AVE	1222 BISHOP LLC
12	1163	N MADISON AVE	ARELLANO JULIO &