

HONORABLE MAYOR & CITY COUNCIL

WEDNESDAY, JANUARY 14, 2026

ACM: Robin Bentley

FILE NUMBER: Z-25-000125 **DATE FILED:** September 4, 2025

LOCATION: West corner of Oak Grove Avenue and Lemmon Avenue East

COUNCIL DISTRICT: 14

SIZE OF REQUEST: Approx. 26,391 sq. ft. **CENSUS TRACT:** 48113000704

REPRESENTATIVE: Suzan Kedron

OWNER/APPLICANT: Brian Hennessy [Vision Hospitality Group]

REQUEST: An application for an amendment to Planned Development District No. 201.

SUMMARY: The purpose of the request is to modify allowed uses, height, FAR, setbacks, and landscaping in order to allow a hotel.

STAFF RECOMMENDATION: Approval, subject to an amended development plan, landscape plan, and staff's recommended conditions.

CPC RECOMMENDATION: Approval, subject to an amended development plan, landscape plan, and amended conditions.

BACKGROUND INFORMATION:

- The area of request is currently zoned PD 201 and is developed with a structure formerly used as a restaurant.
- The applicant wishes to develop the site with a hotel.
- The current yard, lot, space, and use regulations of PD 201 do not permit a hotel or the applicant's desired development.
- As such, the applicant requests an amendment to PD 201 to modify uses and development standards. The applicant proposes using an MU-3 Mixed Use District as the base district for the PD, which allows hotels.
- On November 20, 2025, CPC recommended approval of the request with changes to conditions. Additionally, staff has recommendations regarding these conditions.

Zoning History:

There has been one zoning case in the area of notification in the last five years:

1. Z201-178: On May 26, 2021, City Council approved an application for an amendment to Planned Development District No. 372, located south of McKinney Avenue, between Lemmon Avenue East and Lemmon Avenue.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Oak Grove Avenue	Local street	-
Lemmon Avenue E	Principal Arterial	Variable width

Transit Access:

The area of request is within a half mile of the following transit services:

DART Bus
Route 207, Route 209

DART Rail
Cityplace/Uptown Station (Blue / Orange / Red)

McKinney Avenue Trolley (M-Line)

Traffic:

The Transportation Development Services Division of the Transportation Department has reviewed the request and determined that it will not significantly impact the surrounding roadway system. Staff will continue review of engineering plans at permitting to comply with city standards.

STAFF ANALYSIS:

Comprehensive Plan:

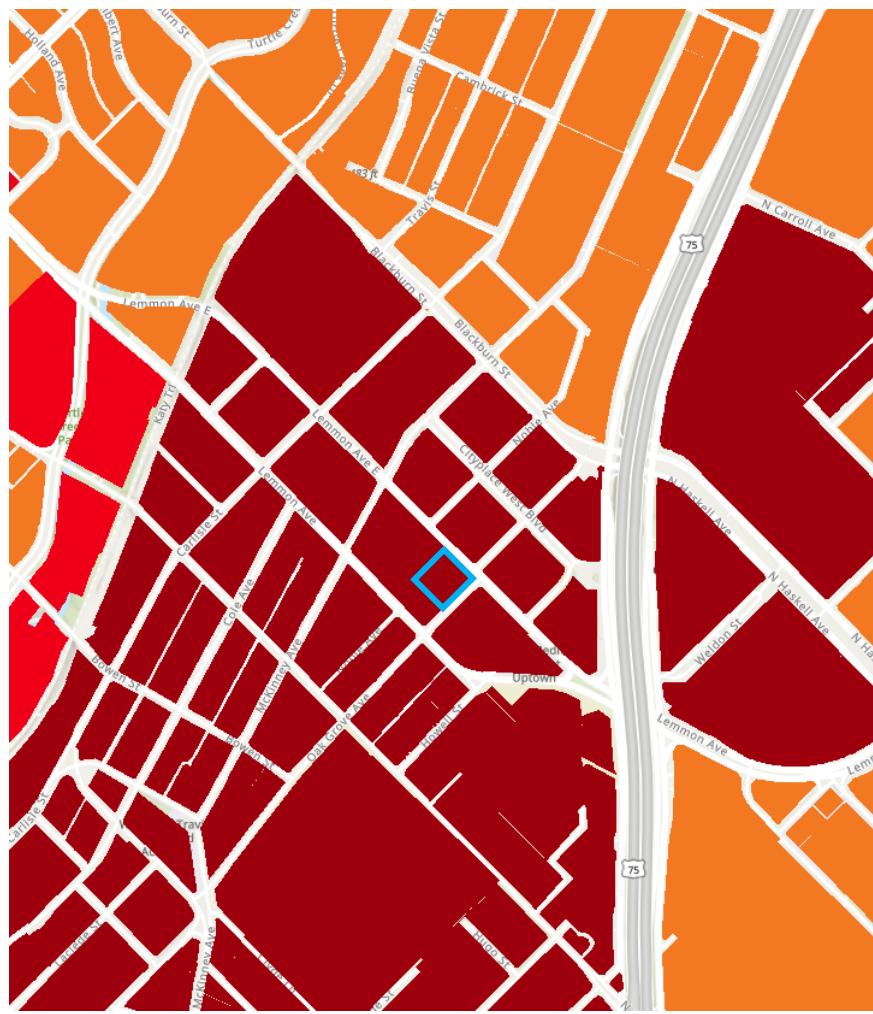
ForwardDallas 2.0 is the citywide Comprehensive Plan for future land use in the City of Dallas. Adopted by City Council in September 2024, the plan includes a future land use map and guidance for a future vision of the City of Dallas. It also establishes goals and guidelines for land use and other decisions by the City. According to the City of Dallas's Development Code, the comprehensive plan serves merely as a guide for rezoning requests, but does not establish zoning boundaries nor does it restrict the City's authority to regulate land use.

The proposed zoning change is generally **consistent** with Forward Dallas 2.0. Lodging is a primary land use in the Regional Mixed-Use placetype. The location of the site along a principal arterial supports the proposed use, and the site is located well within an area designated as Regional Mixed-Use, supporting the greater height and FAR requested.

Placetype Summary

Placetypes describe the long-term vision and desired building and preservation characteristics for different places within the city including neighborhoods, mixed-use areas, employment and industry centers, and open spaces. They provide a high-level guide for the desired mix of land uses, design and the recommended intensity and scale of the different uses. Due to the macro scale of the plan, not all uses or design considerations described within the placetypes may be suitable for every individual property.

The Regional Mixed-Use placetype accommodates a wide range of large retail, commercial, office and institutional uses. This placetype provides major employment and shopping destinations outside of the City Center placetype. Additionally, high-rise office towers, multifamily dwelling units, and low- to mid-rise residential buildings for condominiums or apartments are located throughout this placetype.



Legend

	Regional Open Space		City Center
	Small Town Residential		Institutional Campus
	Community Residential		Flex Commercial
	City Residential		Industrial Hub
	Regional Mixed-Use		Logistics/Industrial Park
	Neighborhood Mixed-Use		Airport
	Community Mixed-Use		Utility

Land Use:

	Zoning	Land Use
Site	PD 201	Vacant (former restaurant)
North	PD 305, PD 372	Vacant (former GMFS), multifamily
South	PD 372, PD 193 (O-2)	Multifamily
East	PD 375	Surface parking
West	PD 372	Restaurant

Land Use Compatibility:

The area of request is developed with a vacated structure formerly used as a restaurant.

The surrounding area is a mix of mid-rise and high-rise buildings, primarily multifamily housing as well as lodging to the northeast. There are also several low-rise buildings primarily along McKinney Avenue with a mix of retail and other uses. The proposed development standards would be generally compatible with the surrounding uses. When considering a development with substantial lot coverage, consideration must be given to design standards which improve the pedestrian realm. The proposed transparency and articulation requirements, as well as sidewalk widths, will provide a higher quality pedestrian activation.

As such, staff finds that the request is compatible with the surrounding land uses. The proposed MU-3 base allows for a variety of uses that are generally compatible within the regional mixed-use placetype, with residential adjacency reviews or specific use permits being required for the most intensive uses.

Land Use Comparison

Following is a comparison table showing differences in permitted uses between the existing and proposed zoning districts. Uses that differ between districts (e.g., one is allowed in the existing district and not allowed in the proposed district, or vice versa) are highlighted in yellow.

LEGEND

	Use prohibited
	Use permitted by right
	Use permitted by Specific Use Permit
	Use permitted subject to Development Impact Review

R	Use permitted subject to Residential Adjacency Review
★	Consult the use regulations in Section 51A-4.200

Use	Existing	Proposed
AGRICULTURAL USES	PD 201	PD 201 MU-3 Base w/ changes
Animal production		
Commercial stable		
Crop production		•
Private stable		
COMMERCIAL AND BUSINESS SERVICE USES		
Building repair and maintenance shop		
Bus or rail transit vehicle maintenance or storage facility		
Catering service		•
Commercial cleaning or laundry plant		
Custom business services		•
Custom woodworking, furniture construction, or repair		
Electronics service center		•
Job or lithographic printing		
Labor hall		S
Machine or welding shop		
Machinery, heavy equipment, or truck sales and services		
Medical or scientific laboratory		•
Technical school		
Tool or equipment rental		•
Vehicle or engine repair or maintenance		
INDUSTRIAL USES		
Alcoholic beverage manufacturing		
Gas drilling and production		
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		

Use	Existing PD 201	Proposed PD 201 MU-3 Base w/ changes
Outside salvage or reclamation		
Pathological waste incinerator		
Temporary concrete or asphalt batching plant		
INSTITUTIONAL AND COMMUNITY SERVICE USES		
Cemetery or mausoleum		S
Child or adult care facility		•
Church		•
College, university, or seminary		•S
Community service center		S
Convalescent and nursing homes, hospice care, and related institutions		R
Convent or monastery		•
Foster home		•
Halfway house		S
Hospital		R
Library, art gallery, or museum		•
Open-enrollment charter school or private school		S
Public school other than an open-enrollment charter school		R
LODGING USES		
Extended stay hotel or motel		S
Hotel or motel		R
Lodging or boarding house		
Overnight general purpose shelter		★
MISCELLANEOUS USES		
Carnival or circus (temporary)		
Hazardous waste management facility		
Placement of fill material		
Temporary construction or sales office		•
OFFICE USES		
Alternative financial establishment		S
Financial institution without drive-in window		•
Financial institution with drive-in window		D
Medical clinic or ambulatory surgical center		•
Office	•	•
RECREATION USES		
Country club with private membership		•
Private recreation center, club, or area		•

	Existing	Proposed
Use	PD 201	PD 201 MU-3 Base w/ changes
Public park, playground, or golf course		•
RESIDENTIAL USES		
College dormitory, fraternity, or sorority house		•
Duplex		•
Group residential facility		★
Handicapped group dwelling unit		★
Manufactured home park, manufactured home subdivision, or campground		
Multifamily		•
Residential hotel		•
Retirement housing		•
Single family		
RETAIL AND PERSONAL SERVICE USES		
Alcoholic beverage establishment		★
Ambulance service		
Animal shelter or clinic without outside runs		R
Animal shelter or clinic with outside runs		
Auto service center		
Business school		•
Car wash		
Commercial amusement (inside)		★
Commercial amusement (outside)		S
Commercial motor vehicle parking		
Commercial parking lot or garage		R
Convenience store with drive-through		
Drive-in theater		
Dry cleaning or laundry store		•
Furniture store		•
General merchandise or food store 3,500 square feet or less		•
General merchandise or food store greater than 3,500 square feet		•
Home improvement center, lumber, brick or building materials sales yard		
Household equipment and appliance repair		•
Liquefied natural gas fueling station		
Liquor store		•

Use	Existing	Proposed
PD 201	PD 201 MU-3 Base w/ changes	
Mortuary, funeral home, or commercial wedding chapel		•
Motor vehicle fueling station		•
Nursery, garden shop, or plant sales		•
Outside sales		
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		
Surface parking		
Swap or buy shop		S
Taxidermist		
Temporary retail use		•
Theater		•
Truck stop		
Vehicle display, sales, and service		
TRANSPORTATION USES		
Airport or landing field		
Commercial bus station and terminal		
Heliport		S
Helistop		S
Private street or alley		
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
UTILITY AND PUBLIC SERVICE USES		
Commercial radio or television transmitting station		•
Electrical generating plant		
Electrical substation		
Local utilities		★
Police or fire station		•
Post office		•
Radio, television, or microwave tower		
Refuse transfer station		

Use	Existing PD 201	Proposed PD 201 MU-3 Base w/ changes
Sanitary landfill		
Sewage treatment plant		
Tower/antenna for cellular communication		★
Utility or government installation other than listed		S
Water treatment plant		
WHOLESALE, DISTRIBUTION, AND STORAGE USES		
Auto auction		
Building mover's temporary storage yard		
Contractor's maintenance yard		
Freight terminal		
Livestock auction pens or sheds		
Manufactured building sales lot		
Mini-warehouse		S
Office showroom/warehouse		•
Outside storage		
Petroleum product storage and wholesale		
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		
Trade center		•
Vehicle storage lot		
Warehouse		

Development Standards

<u>DISTRICT</u>	<u>SETBACKS</u>		<u>Lot Size / Dwelling Unit Density</u>	<u>FAR</u>	<u>Height</u>	<u>Lot Coverage</u>
	<u>Front</u>	<u>Side/Rear</u>				
<u>Existing PD 201</u>	20 feet	10 feet	N/A	0.46	36 feet	34% max.
<u>MU-3 with modifications</u>	5 feet (15 feet base)	No min.	N/A	5.0 (3.2 base)	270 feet	80% max.

Design Standards

The applicant proposes the following design standards in order to improve and activate the pedestrian realm:

- Unobstructed pedestrian zones of six and seven feet are provided along Oak Grove and Lemmon Ave E, respectively.
- Sidewalk planting zones along Lemmon Ave E and, where feasible, along Oak Grove Ave shall be a minimum of four feet wide
- One trash receptacle and one pet refuse container shall be provided along Oak Grove Ave and Lemmon Ave E
- A minimum of 30% transparency must be provided for street-facing facades for the first 20 feet in height
- Blank facades longer than 45 feet are prohibited; where they occur, articulation is required.
- Pedestrian-scale lighting must be provided.
- Roof equipment and parking structures shall be screened.
- Micro-mobility charging areas must be provided.

These proposed design standards improve the built environment and mitigate the proposed additional FAR and the amended landscaping.

Landscaping:

The applicant proposes a landscape plan for the planned development district. The development as proposed is unable to meet Article X standards due to maximization of the building footprint and the proposed drop-off lane; as such, the applicant's landscape plan provides eight ornamental screening trees on the southwest line of the property, five canopy trees on the northeast side, as well as shrubs and groundcover on Oak Grove Avenue.

Parking:

Parking must generally be provided in accordance with Chapter 51A. As the site is within a half-mile of a light rail and streetcar station, there is no minimum parking required. However, the applicant has indicated that 111 parking spaces will be provided.

The CPC recommendation includes changes to the parking to require parking at one space per 100 sqft of floor area for a restaurant or 250 sqft of floor area for a general merchandise or food store. This recommendation is counter to the city's recently adopted parking reform, which removed the parking requirement for general merchandise or food stores and modified the parking requirement for restaurants.

While increased parking minimums may be appropriate in certain areas, they are not appropriate in this context. The site is within a fairly dense urban environment that is poised to continue increasing in density; indeed, the staff recommendation of approval for this request is partly based on the high-density nature and vision for this neighborhood. Parking minimums in excess of what the city requires, especially within a half-mile TOD zone, go against the long-range plan for this area. As such, staff recommends that the PD refer to the parking requirements in Chapter 51A, as amended.

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 within a "C" MVA area.

List of Officers

Vision Hospitality Group, Inc.

Mitch Patel, Founder & CEO

Mary Beth Cutshall, Chief Growth Officer

Kevin Warwick, Vice President of Design and Construction

Brian Hennessy, Director of Investments

Estate of Mario L Messina and Estate of Jennie Messina

Caroline Elizabeth Quinlan, Executor

Draft CPC Action
November 20, 2025

Motion: It was moved to recommend **approval** of an amendment to Planned Development 201, subject to an amended development plan, landscape plan, and amended conditions with the following changes: 1) Sec. 51P-201.105, subsection (a), add at the beginning, "Except as provided in this section"; 2) add subsection (b), The following uses are prohibited: Auto Service Center, Convenience store with drive-through, Electrical substation, Gas drilling and production, Radio, television microwave tower, Restaurant with drive-in or drive-through service, Temporary concrete or asphalt batching plant, Carnival or circus (temporary), Carwash, or financial institution with drive-in or drive-through.; 3) in Sec. 51P-201.107, subsection (b) Front yard, add subsection (1) For the project shown on the development plan. (A) Minimum front yard is 5 feet. (B) No urban form setback is required.; add subsection (2) For all other projects, MU-3 standards apply.; 4) Sec. 51P-201.108, subsection (A) add at the beginning, "In general. Except as provided in this section, add (1) Restaurant without drive-in or drive-through service. One space per 100 square feet of floor area., (2) General merchandise or food store. One space per 250 square feet floor area.;" 5) in Sec. 51P-201.111, strike the words, "or turret", in subsection (e) add subsection (2) Light colored roof materials that minimize cooling loads must be used on all roofs.;" in subsection (f) to read, "Parking structure screening. An above-grade parking structure must be screened with material that is architecturally compatible with the main building and expressed in the same façade as the main building. Screening must be provided to shield vehicles and vehicle headlights from adjacent properties.;" add subsection (h) Outdoor Amplified Sound. Outdoor amplified sound is prohibited.; add subsection (i) Recycling. Recycling containers must be available for all users.;" add subsection (j) Bicycle parking. A minimum of five bicycle storage spaces must be provided."; on the west corner of Oak Grove Avenue and Lemmon Avenue E.

Maker: Kingston
Second: Herbert
Result: **Motion was not voted on**

Motion: It was moved to table an application for an amendment to Planned Development 201, on the west corner of Oak Grove Ave and Lemmon Ave E.

Maker: Kingston
Second: Carpenter
Result: Carried: 15 to 0

For: 15 - Sims, Hampton, Herbert, Forsyth, Serrato, Carpenter, Wheeler-Reagan, Franklin, Koonce, Housewright, Kocks, Coffman, Hall, Kingston, Rubin
Against: 0
Absent: 0
Vacancy: 0

ARTICLE 201.

PD 201.

SEC. 51P-201.101. LEGISLATIVE HISTORY.

PD 201 was established by Ordinance No. 18696, passed by the Dallas City Council on May 8, 1985. Ordinance No. 18696 amended Ordinance No. 10962, Chapter 51 of the Dallas City Code, as amended. (Ord. Nos. 10962; 18696; 25711; _____)

SEC. 51P-201.102. PROPERTY LOCATION AND SIZE.

PD 201 is established on property generally located at the west corner of Lemmon Avenue East and Oak Grove Avenue. The size of PD 201 is approximately 26,680 square feet. (Ord. Nos. 18696; 25711; _____)

SEC. 51P-201.103. DEFINITIONS AND INTERPRETATIONS.

Unless otherwise stated, the definitions and interpretations in Chapter 51 apply to this article. In this article,

HABITAT GARDEN means any planting areas that are native or native adaptive species to North Texas with low water or very low water consumption characteristics with the intention of attracting or providing habitat for bees, birds, butterflies, or other pollinators or a combination thereof.

MICRO-MOBILITY CHARGING SPACE means an electrical charging station or outlet available for charging a micro-mobility vehicle such as an e-scooter or e-bike.

Unless otherwise stated, all references to articles, divisions, or sections in this article are to articles, divisions, or sections in Chapter 51.

This district is considered a nonresidential zoning district.

SEC. 51P-201.103.1. EXHIBITS.

The following exhibits are incorporated into this article:

- Exhibit 201A: development plan.
- Exhibit 201B: landscape plan.

SEC. 51P-201.104. DEVELOPMENT PLAN.

Development and use of the Property must comply with the development plan (Exhibit 201A). If there is a conflict between the text of this article and the development plan, the text of this article controls.

~~[Utilization of the Property must be in accordance with the city plan commission approved site layout and landscape plan.]~~

SEC. 51P-201.105. MAIN USES PERMITTED.

(a) Except as provided in this section, The only main uses permitted are those main uses permitted in the MU-3 Mixed Use District, subject to the same conditions applicable in the MU-3 Mixed Use District, as set out in Chapter 51A. [The only permitted uses on the Property are one restaurant with alcoholic beverages and office.] For example, a use permitted in the MU-3 Mixed Use District only by specific use permit (SUP) is permitted in this district only by SUP; a use subject to development impact review (DIR) in the MU-3 Mixed Use District is subject to DIR in this district; etc.

(b) The following uses are prohibited:

- Auto service center
- Convenience store with drive-through
- Electrical substation
- Gas drilling and production
- Radio, television microwave tower
- Restaurant with drive-in or drive-through service
- Temporary concrete or asphalt batching plant
- Carnival or circus (temporary)
- Car wash

SEC. 51P-201.106. ACCESSORY USES.

As a general rule, an accessory use is permitted in any district in which the main use is permitted. Some specific accessory uses, however, due to their unique nature, are subject to additional regulations in Section 51A-4.217. For more information regarding accessory uses, consult Section 51A-4.217.

SEC. 51P-201.107[106]. YARD, LOT, AND SPACE REGULATIONS [MAXIMUM FLOOR AREA].

(Note: The yard, lot, and space regulations in this section must be read together with the yard, lot, and space regulations in Division 51A-4.400. If there is a conflict between this section and Division 51A-4.400, this section controls.)

(a) In general. Except as provided in this section, the yard, lot, and space regulations for the MU-3 Mixed Use District apply.

(b) Front yard.

(1) For the project shown on the development plan,

- (A) Minimum front yard is 5 feet.
- (B) No urban form setback is required.
- (2) For all other projects, MU-3 standards apply.
- (c) Side and rear yard. No minimum side yard or rear yard.
- (d) Floor area ratio. Maximum floor area ratio is 5.0. [The restaurant use may not exceed 3,300 square feet of floor area. All office uses combined may not exceed 8,790 square feet.]

SEC. 51P-201. 108[107]. OFF-STREET PARKING AND LOADING.

(a) In general. Except as provided in this section, consult the use regulations in Division 51A-4.200 for the specific off-street parking and loading requirements for each use.

(1) Restaurant without drive-in or drive-through service. One space per 100 square feet of floor area.

(2) General merchandise or food store. One space per 250 square feet of floor area.

STAFF RECOMMENDED CONDITIONS

Consult the use regulations in Division 51A-4.200 for the specific off-street parking and loading requirements for each use.

[Off street parking must be provided as follows:

Restaurant use. 1 space for each 100 square feet of floor area.]

SEC. 51P-201.109.

ENVIRONMENTAL PERFORMANCE STANDARDS.

See Article VI.

SEC. 51P-201.108.

MAXIMUM FLOOR AREA RATIO.

Maximum permitted floor area ratio is 0.46. (Ord. Nos. 18696; 25711)

SEC. 51P-201.109.

LOT COVERAGE.

Maximum permitted lot coverage is 34 percent. (Ord. Nos. 18696; 25711)

SEC. 51P 201.110. SETBACKS.

Minimum setbacks for all structures are as follows:

Front: 20 feet, measured from the street right of way lines after any required dedications.

Side: 10 feet.

Rear: 10 feet. (Ord. Nos. 18696; 25711)

SEC. 51P 201.111. MAXIMUM HEIGHT.

Maximum permitted height for all structures is 36 feet. (Ord. Nos. 18696; 25711)]

SEC. 51P-201. 110[112]. LANDSCAPING [LANDSCAPE PLAN].

(a) Except as otherwise provided in this section, landscaping must be provided as shown on the Landscape Plan (Exhibit 201B).

(b) Required landscape may be planted in the right of way.

(c) All landscaping must consist of habitat gardens and conform to the following standards:

(1) The landscaping must be maintained with industry best practices to promote the healthy development and maintenance of pollinator habitats.

(2) Turf and lawn areas are considered planting areas, provided, however, that turf and lawn areas may use grasses that are not considered low or very low water consumption.

(d) Irrigation. The following irrigation tools must be utilized for landscaping and plantings:

(1) Drip and spray irrigation shall be utilized for maintenance of plantings.

(2) Condensate from mechanical equipment must be captured and reused for irrigation.

(3) Detention and rainwater harvesting must be utilized for irrigation.

Plant materials must be maintained in a healthy, growing condition. [A minimum of 10 percent of the lot area of each lot, including at least 60 percent of the required 20 foot front yard, must be landscaped in accordance with the approved site layout and landscape plan. All plant material must be maintained in a healthy, growing condition at all times. (Ord. Nos. 18696; 25711)]

SEC. 51P 201.113. HIGHLY REFLECTIVE GLASS.

~~No highly reflective glass may be used as an exterior building material. Highly reflective glass means glass with an exterior visible reflectance percentage of 27 percent or higher. (Ord. Nos. 18696; 25711)~~

SEC. 51P 201.114. RIGHT-OF-WAY.

~~The applicant must dedicate sufficient right of way to establish a 32 foot right of way for Lemmon Avenue East, and a 28 foot right of way for Oak Grove Avenue, measured from the currently existing center lines of those streets. (Ord. Nos. 18696; 25711)~~

SEC. 51P 201.115. PLATTING.

~~No building permit may be issued prior to the approval of the city plan commission of a final plat of the Property. (Ord. Nos. 18696; 25711)]~~

SEC. 51P-201.111 DESIGN STANDARDS.

(a) Sidewalks.

(1) Along Oak Grove Avenue, a minimum unobstructed pedestrian zone width of six feet must be provided.

(2) Along Lemmon Avenue East, a minimum unobstructed pedestrian zone width of seven feet must be provided.

(3) Along Lemmon Avenue East and where feasible along Oak Grove Avenue, sidewalk planting zones must be a minimum of four feet wide, must implement the strategy of ground level planting or raised planters, and must begin after a clear 18-inch zone has been achieved. This 18-inch zone begins immediately at back of curb. Subject to Section 51P.201.110, all trees must be planted at a density of one for each 50 feet of street frontage and within planting zones or tree grates.

(b) Pedestrian amenities. A minimum of one trash receptacle and one pet refuse container shall be provided along Oak Grove Avenue and Lemmon Avenue East.

(c) Building design.

(1) Transparency. A minimum 30 percent transparency must be provided for the street-facing facade, up to 20 feet in height.

(2) Facade articulation. Blank facades longer than 45 feet are prohibited. Where blank facades occur, horizontal or vertical articulation is required. The following are examples of articulation that may be provided to meet this requirement:

- (i) A minimum of one change in plane for each 30 feet of horizontal or vertical articulation, such as an offset, reveal, recess, or projection. Changes in plane must have a width of no less than 24 inches and depth of at least eight inches and may include columns, planters, arches, and niches;
- (ii) Architectural details such as raised bands or cornices.
- (iii) Architecturally prominent entrances.
- (iv) Increased transparency.
- (v) Attached tower.
- (vi) Variations in fenestration or building massing.
- (vii) Canopies.
- (viii) Awnings.
- (ix) Balconies.
- (x) Change in building materials.

(d) Pedestrian scale lighting. Pedestrian scale lighting that provides a minimum maintained average illumination level of 1.5 foot candles must be provided along public sidewalks and adjacent to public streets. The design and placement of both the standards and fixtures must be approved by the director of transportation.

(e) Roofs.

- (1) All roof mounted equipment must be screened so as not to be seen from the street level.
- (2) Light colored roof materials that minimize cooling loads must be used on all roofs.

(f) Parking structure screening. An above-grade parking structure must be screened with a material that is architecturally compatible with and located within the envelope of the main building. Screening must be provided to shield vehicles and vehicle headlights from adjacent properties.

(g) Micro-mobility charging. Two micro-mobility charging spaces must be provided at grade level and accessible from the public rights-of-way. Micro-mobility charging spaces must accommodate a minimum of five micro-mobility vehicles.

- (h) Outdoor amplified sound. Outdoor amplified sound is prohibited.
- (i) Recycling. Recycling containers must be provided for all users.
- (j) Bicycle parking. A minimum of five bicycle storage spaces must be provided.

SEC. 51P-201.112. SIGNS.

Signs must comply with the provisions for business zoning districts in Article VII. (Ord. ____)

SEC. 51P-201.113. ADDITIONAL PROVISIONS.

The Property must be properly maintained in a state of good repair and neat appearance.

Development and use of the Property must comply with all federal and state laws and regulations, and with all ordinances, rules, and regulations of the city. (Ord. ____)

SEC. 51P-201. 114[116]. COMPLIANCE WITH CONDITIONS [GENERAL REQUIREMENTS].

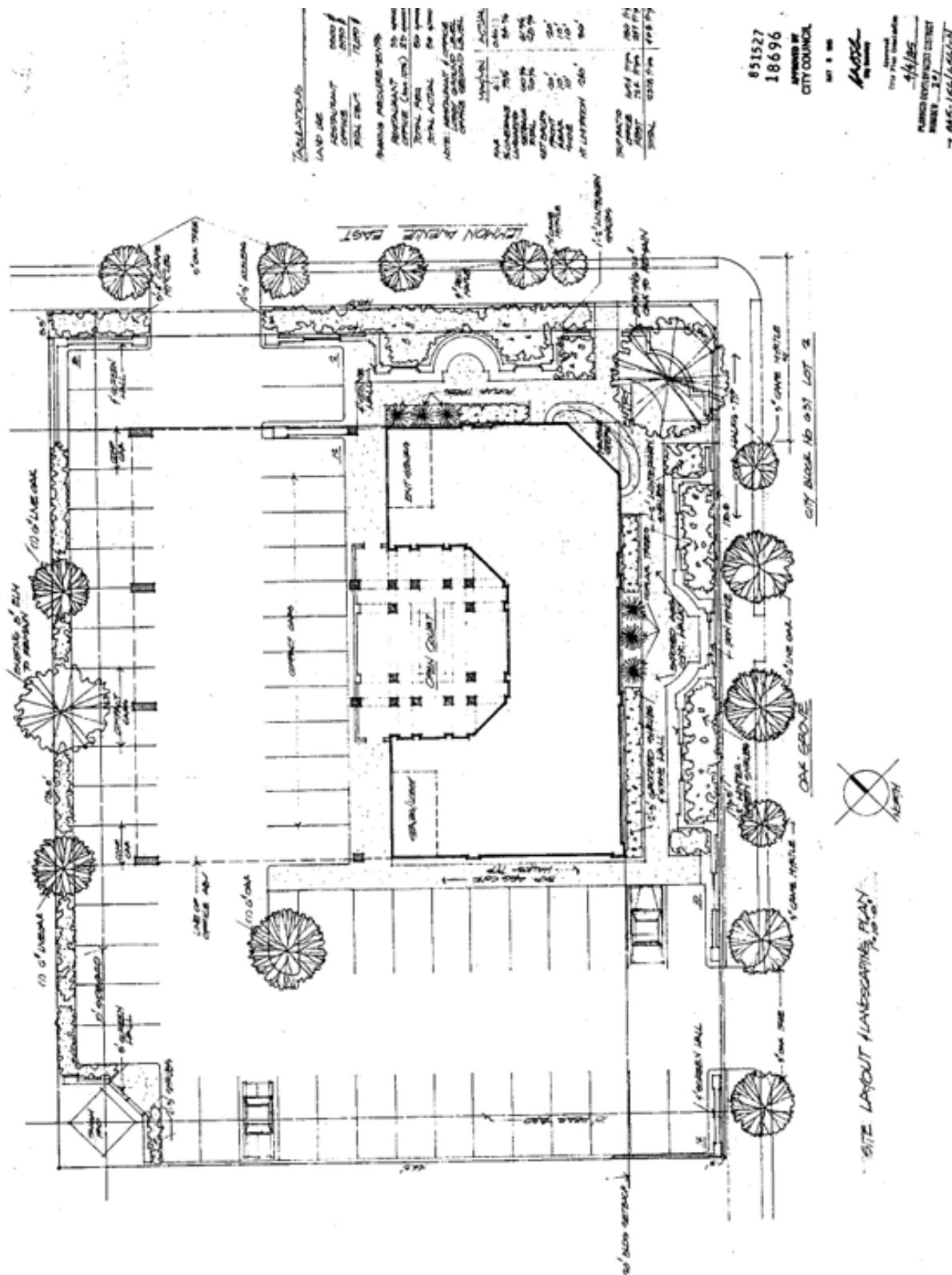
(a) All paved areas, permanent drives, streets, and drainage structures, if any, must be constructed in accordance with standard city specifications, and completed to the satisfaction of the director of public works and transportation.

(b) The building official shall not issue a building permit or certificate of occupancy for a use in this PD until there has been full compliance with this article, the Dallas Development Code, the construction codes, and all other applicable ordinances, rules, and regulations of the city. (Ord. Nos. 18696; 25711; ____)

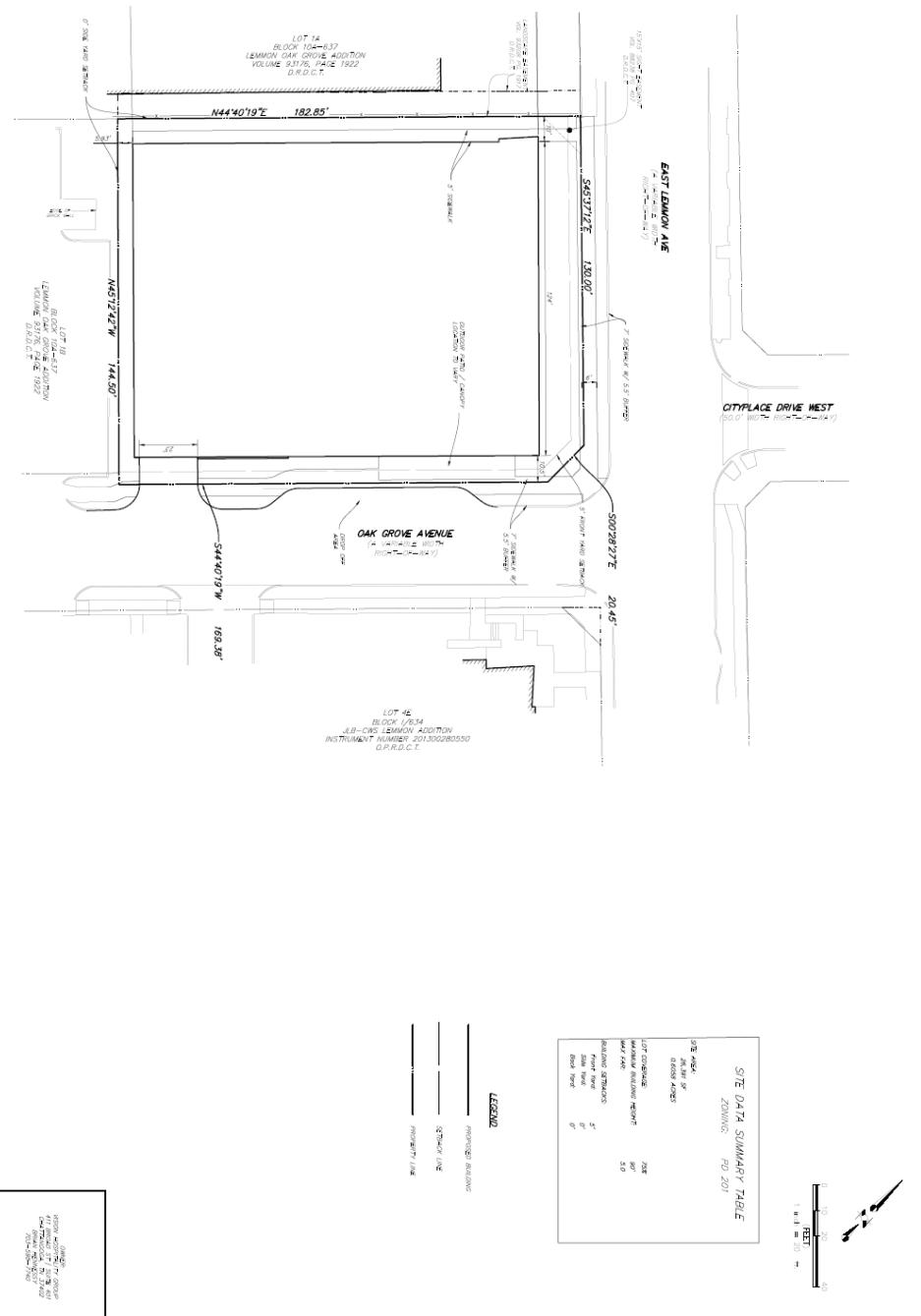
[SEC. 51P-201.117. ZONING MAP.]

PD 201 is located on Zoning Map No. I 7. (Ord. Nos. 18696, 25711)]

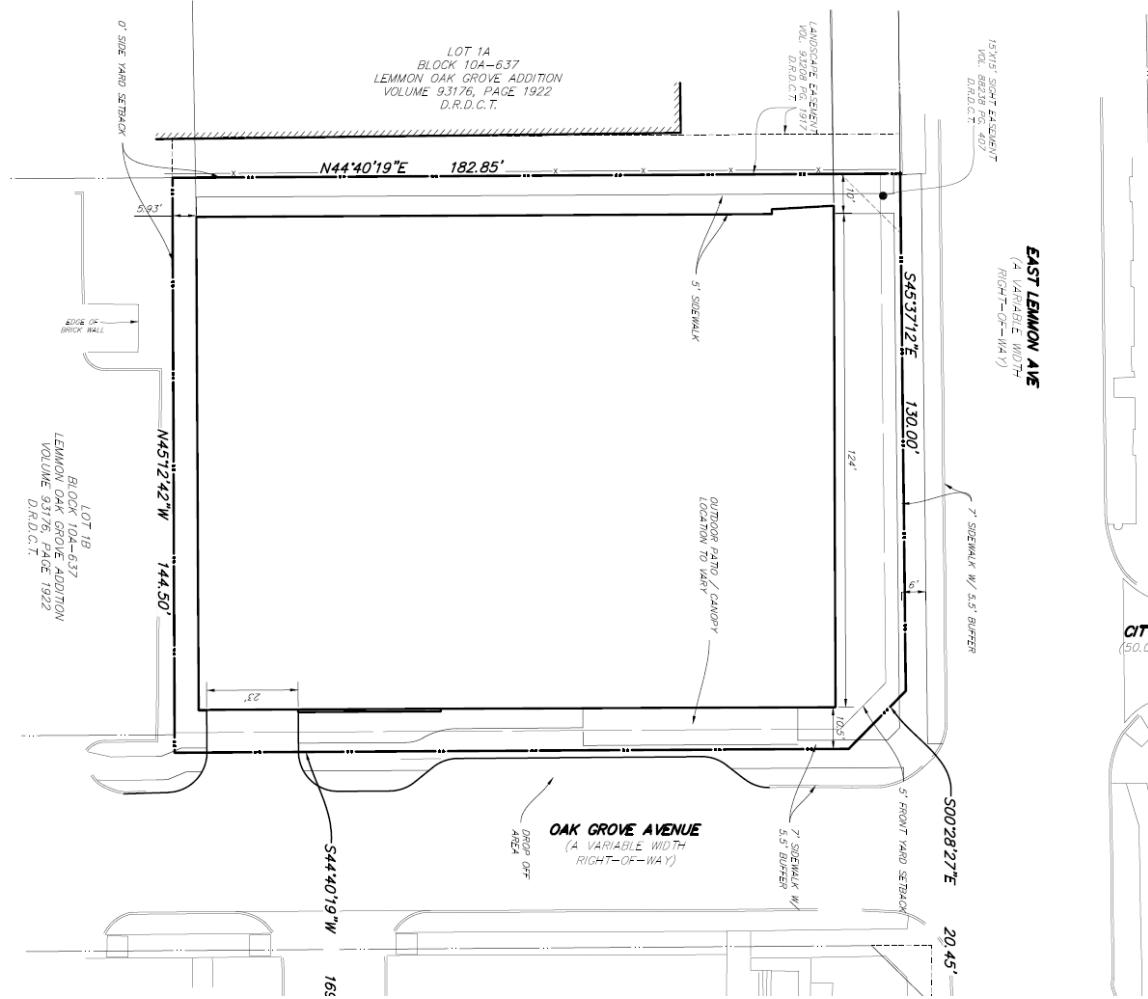
EXISTING DEVELOPMENT PLAN



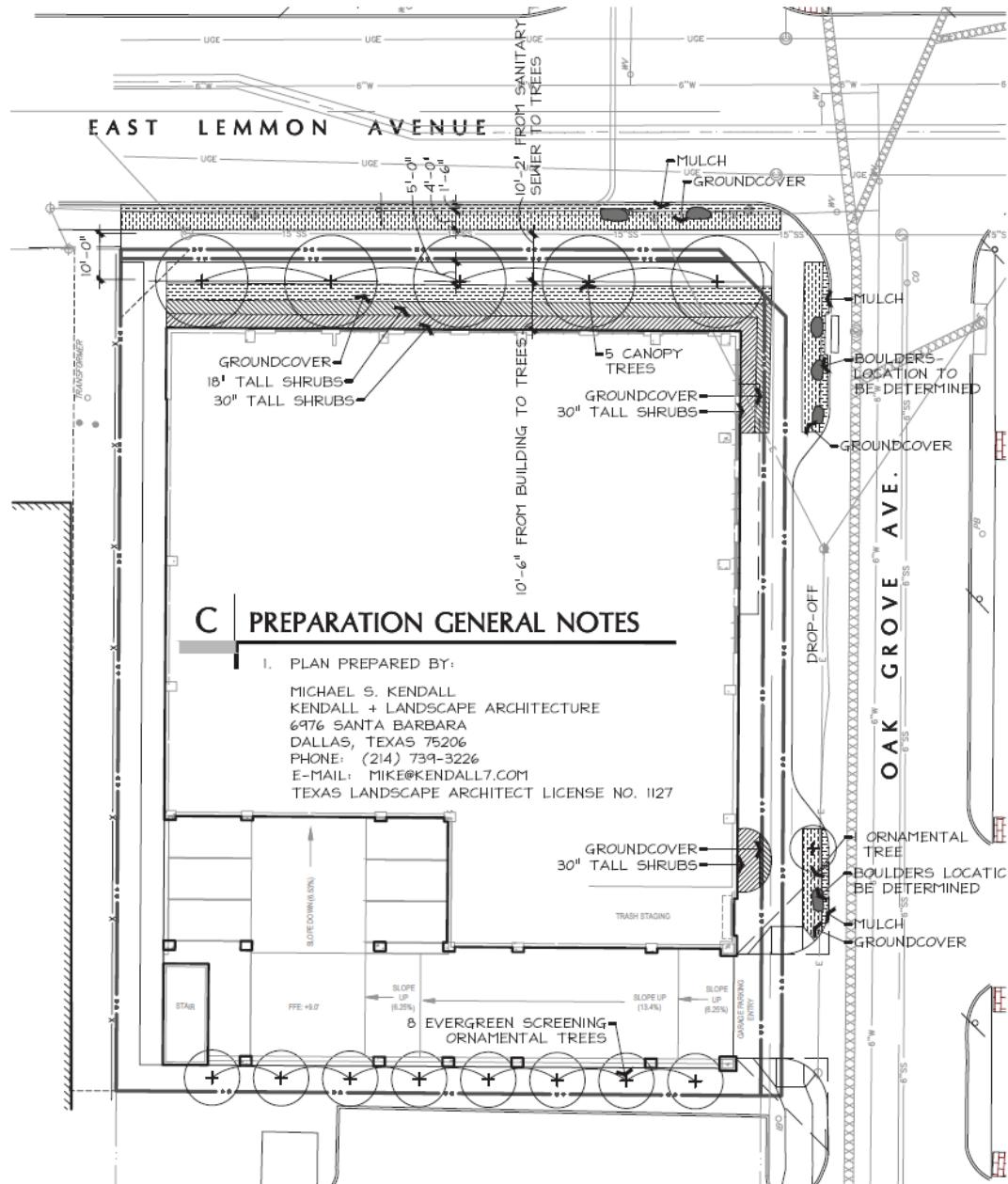
PROPOSED DEVELOPMENT PLAN



PROPOSED DEVELOPMENT PLAN (DETAIL)



PROPOSED LANDSCAPE PLAN



C | PREPARATION GENERAL NOTES

I. PLAN PREPARED BY:

MICHAEL S. KENDALL
KENDALL + LANDSCAPE ARCHITECTURE
6976 SANTA BARBARA
DALLAS, TEXAS 75206
PHONE: (214) 739-3226
E-MAIL: MIKE@KENDALL7.COM
TEXAS LANDSCAPE ARCHITECT LICENSE NO. 1127

A | PLANNED DEVELOPMENT LANDSCAPE PLAN

1' = 20'-0"

0 10' 20' 40'

Issue Date

5 November 2025

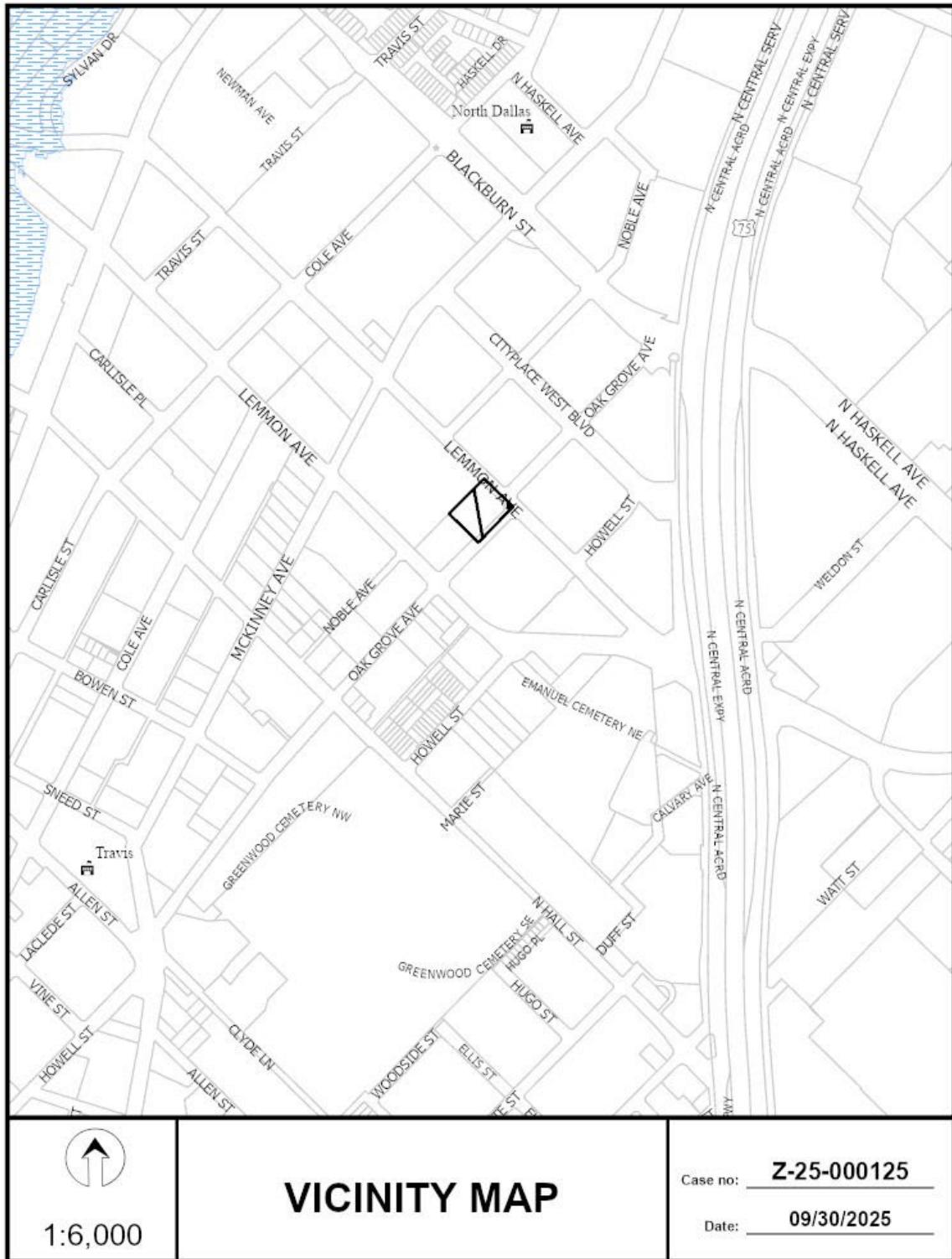
Sheet Name

PLANNED DEVELOPMENT
LANDSCAPE PLAN

Sheet Number

L1

Hotel
DALLAS, TEXAS



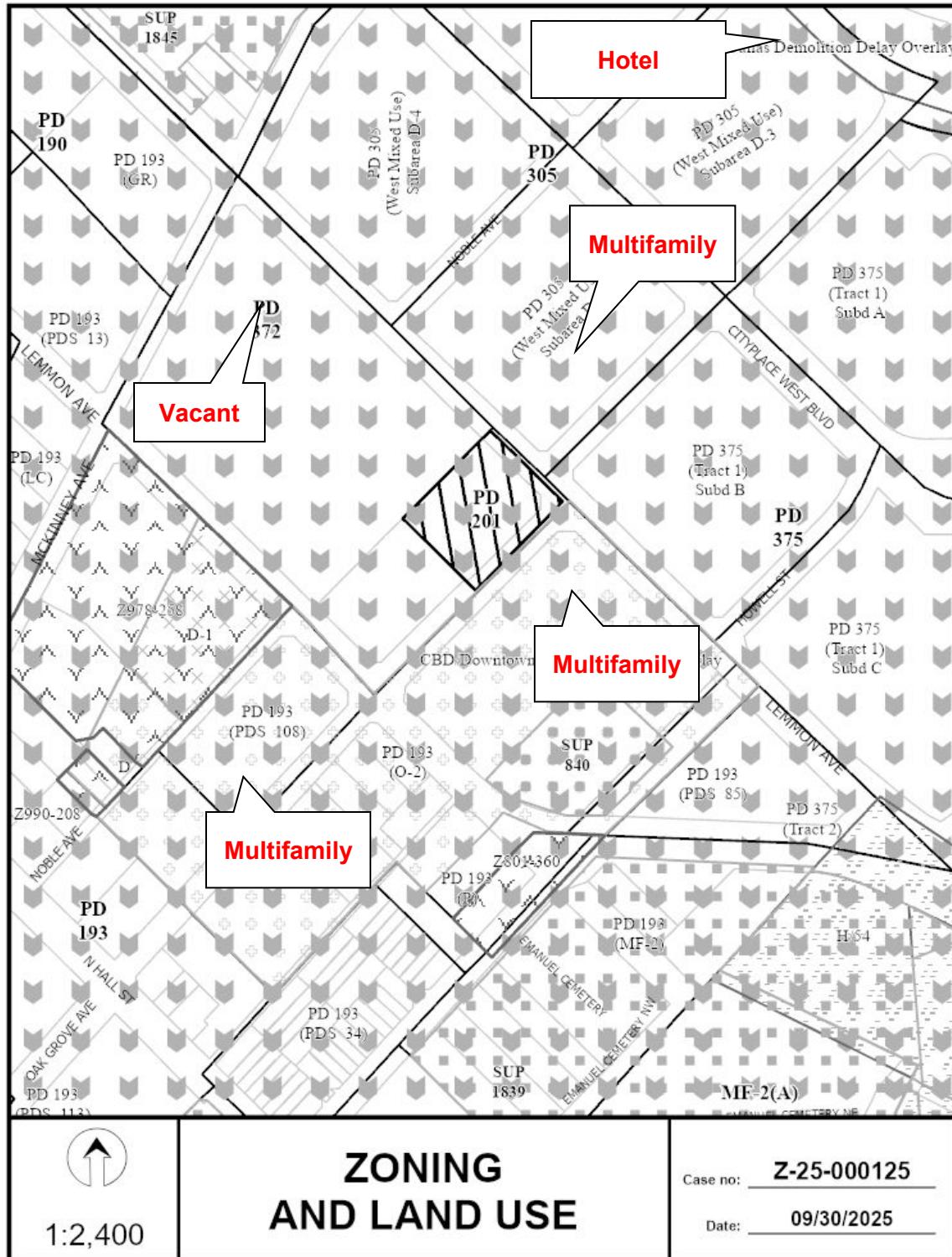


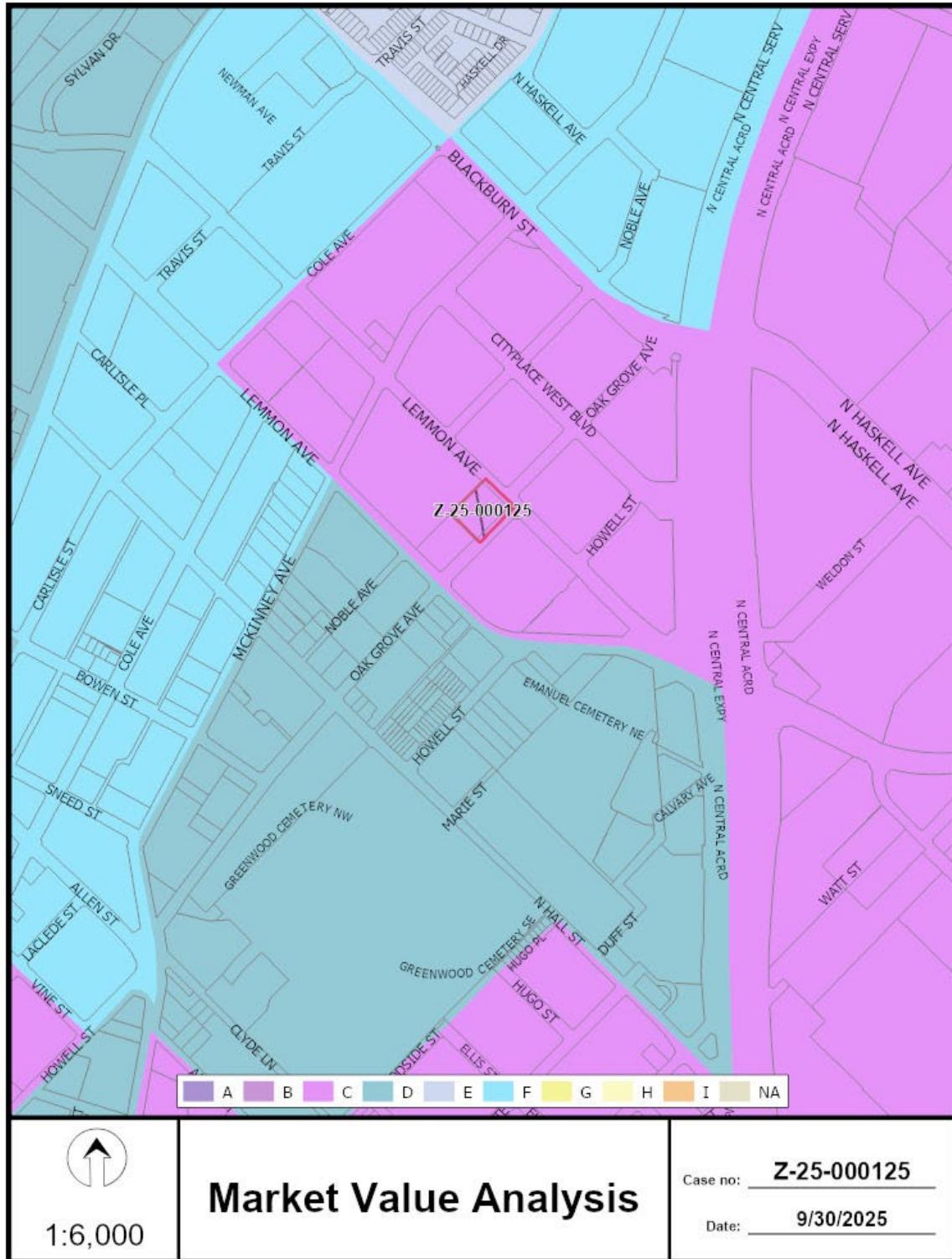
1:2,400

AERIAL MAP

Case no: Z-25-000125

Date: 09/30/2025







14 Property Owners Notified (22 parcels)

0 Replies in Favor (0 parcels)

0 Replies in Opposition (0 parcels)

500' Area of Notification

11/20/2025 Date

Z-25-000125

CPC



1:2,400

11/19/2025

Reply List of Property Owners

Z-25-000125

14 Property Owners Notified 0 Property Owners in Favor 0 Property Owners Opposed

Reply	Label #	Address	Owner
1	3521	OAK GROVE AVE	MESSINA MARIO L
2	3502	HOWELL ST	CONGREGATION EMANU EL
3	3400	OAK GROVE AVE	BLACKBELT PROPERTIES LLC
4	3416	OAK GROVE AVE	TWS&K REALTY LLP
5	2817	LEMMON AVE	2801 INVESTMENTS LTD
6	3420	OAK GROVE AVE	BLACKBELT PROPERTIES LLC
7	2727	E LEMMON AVE	HC 2727 E LEMMON AVENUE LLC
8	3515	HOWELL ST	L2 2828 LLC
9	3524	MCKINNEY AVE	PAN COASTAL LIMITED PS
10	2889	W CITYPLACE BLVD	BLACKBURN CENTRAL
11	3411	OAK GROVE AVE	ONE OAK GROVE LLC
12	3324	MCKINNEY AVE	MCKINNEY UPTOWN OWNER LP
13	3418	MCKINNEY AVE	WEBSTER INTERESTS 300 SOUTH
14	2901	W CITYPLACE BLVD	CITYPLACE TX PARTNERS LP