

CITY PLAN COMMISSION

THURSDAY, FEBRUARY 20, 2025

Planner: Liliana Garza

FILE NUMBER: Z234-229(LG) **DATE FILED:** May 7, 2024

LOCATION: Northeast and northwest corners of Dallas North Tollway and President George Bush Turnpike

COUNCIL DISTRICT: 12

SIZE OF REQUEST: Approx. 19.345 acres **CENSUS TRACT:** 48085031722

REPRESENTATIVE: Rob Baldwin, Baldwin Associates

OWNER/APPLICANT: Multiple Owners

REQUEST: An application for 1) an MU-3 Mixed Use District, and 2) deed restrictions volunteered by the applicant on property zoned Subdistrict C and Subdistrict D within Planned Development No. 852 and RR Regional Retail District.

SUMMARY: The purpose of the request is to allow a mixed-use development.

STAFF RECOMMENDATION: Denial.

BACKGROUND INFORMATION:

- The area of request is currently undeveloped and is within Planned Development District No. 852, which was approved by City Council on June 22, 2011 and RR Regional Retail District.
- Under Planned Development District No. 852, uses are limited to those main uses permitted in the MO-1 Mid-Range Office District with the following uses permitted by right: Hotel or motel. [All guest room doors must enter into an enclosed interior area within the hotel or motel.] and Tower/antenna for cellular communication. [Limit of one monopole tower. The monopole tower must be stealth. Other types of tower/antenna are permitted. Treat as if in an MO-1 Mid-Range Office District.]. Certain commercial uses are prohibited.
- The applicant is proposing to develop the site with a mixed-use development; therefore, they are proposing an MU-3 Mixed Use District.
- The applicant has volunteered deed restrictions that would prohibit multifamily use.

Zoning History:

There have been no zoning cases in the area in the last five years.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Dallas North Tollway	Highway	--
President George Bush Turnpike	Highway	--

Traffic:

The Engineering Division of Planning & Development Department has no objections to the proposed general zoning case, with the understanding that the proposed development will be required to prepare a comprehensive engineering evaluation prior to permitting. Engineering staff will review the development impact of the proposed development. The evaluation will include a traffic analysis, focusing specifically on traffic assignment, access, sight distance assessments, and an evaluation of any potential impact on background traffic. The study will also assess parking needs for the proposed

development, including the proposed supply and projected peak demand, based on observations of similar land uses. Engineering studies are required through the platting and engineering review process, including paving, drainage, and utilities as well as transportation operations. Engineering studies are not required through the zoning review process; however, staff recommends the design team to volunteer a traffic impact study of proposed development as part of their zoning review given the complexity of seeking access to these sites. Staff is available to discuss purpose, scope, and coordination with other involved agencies.

STAFF ANALYSIS:

Comprehensive Plan:

The *forwardDallas! Comprehensive Plan* was adopted by the City Council in June 2006 outlining several goals and policies which can serve as a framework for assisting in evaluating the applicant's request.

The 2006 forwardDallas! Comprehensive Plan call for neighborhoods with compatible land uses and increasing Dallas neighborhood's quality of life and safety. They call for achieving these by encouraging acceptable neighborhood scale and fostering walkable environments for housing. While the proposed rezoning adds additional housing, it would do so in an isolated and potential detrimental site. The highway-oriented area of request is isolated from neighborhood services and schools, and would be a location that could potentially be loud and out of scale.

The request is **not consistent** with the following land use goals and policies of the Comprehensive Plan:

LAND USE ELEMENT

GOAL 1.4 COORDINATE PLANNING ACTIVITIES TO BALANCE
TRANSPORTATION, LAND USE, INFRASTRUCTURE AND THE
ENVIRONMENT

Policy 1.4.3 Embrace environmental sustainability.

ECONOMIC ELEMENT

GOAL 2.5 FOSTER A CITY OF GREAT NEIGHBORHOODS

Policy 2.5.1 Promote strong and distinctive neighborhoods to enhance
Dallas' quality of life.

URBAN DESIGN ELEMENT

GOAL 5.1 PROMOTE A SENSE OF PLACE, SAFETY, AND WALKABILITY

Policy 5.1.1 Promote pedestrian-friendly streetscapes/

Policy 5.1.3 Encourage complementary building height, scale, design, and character.

Policy 5.3.1 Direct pedestrian routes to home, school, or work.

NEIGHBORHOOD PLUS

GOAL 4 ATTRACT AND RETAIN THE MIDDLE CLASS

Policy 4.3 Enhance neighborhood desirability by improving infrastructure, housing stock, recreation, and safety.

Land Use:

	Zoning	Land Use
Site	PD No. 852 and RR District	Undeveloped
North	A(A) District and City of Plano	Railroad tracks, office, multifamily, and auto service
East	LI District and City of Plano	Railroad tracks and multifamily
South	PD No. 852 and LI District, MU-2 District	Undeveloped, multifamily
West	PD No. 165	Multifamily

Land Use Compatibility:

The area of request is an approximately 20-acre undeveloped parcel and is currently zoned Planned Development District No. 852 and RR Regional Retail District. Properties to the north are under the City of Plano and are developed with offices, auto service uses, gasoline station, and multifamily. Properties to the east are under City of Plano and are developed with multifamily. Properties to the south across President George Bush Turnpike are developed with multifamily and undeveloped. To the west of the area of request is multifamily.

The applicant proposes to develop the site with a mixed-use development. The existing zoning of PD No. 852 only allows office, lodging, and limited retail and personal service use; therefore, the applicant is requesting an MU-3 Mixed Use District.

Staff considers that the proposed request is not compatible with the existing land use in the surrounding area.

The size, orientation, and location of the property itself make it an unsuitable site for development under residential zoning category, due to the isolated, limited access nature of the site. The proximity to the Dallas North Tollway and President George Bush Turnpike contributes to a potentially loud residential environment, with little buffering. The site is disconnected from arterial roads and is not accessible by sidewalk. All of these factors contribute to significant quality of life concerns to staff.

Although the site could currently be developed as an office with its current zoning, this use would likely have less in-and-out traffic flow. Additionally, office development would be less negatively affected by noise and visual impacts of the highways, and as such office may be the preferable development format for this site.

The applicant has volunteered deed restrictions to prohibit multifamily use to lessen the impact of any future uses at the requested site would have on the surrounding area. However, the proposed deed restrictions do not offer significant regulatory oversight beyond the base district.

Development Standards

Following is a comparison of the development standards of the current Planned Development District No. 852 and RR District and the proposed MU-3 District.

District	Setback		Density	Height	Lot Cvrg.	Special Standards
	Front	Side/Rear				
Existing: PD 852	15 ft.	20 ft. adj. to Res. Other: No min.	2.0 FAR	240 ft. No max stories	80%	Proximity slope
Existing: RR	15 ft. 20 ft. UF	20 ft. adj. to Res. Other: No min.	0.5 FAR Office 1.5 FAR Overall	70 ft. 5 stories	80%	Proximity slope, U-form setback
Proposed: MU-3	15 ft. 20 ft. UF	20 ft. adj. to Res. Other: No min.	3.2 FAR base 4.0 FAR max + bonus for res	270 ft. 20 stories	80%	Proximity slope, tower spacing, U-form setback, development bonuses

Land Use Comparison

LEGEND

	Use prohibited
•	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

	Existing	Existing	Proposed
Use	PD 852 Subarea C & D	RR	MU-3
AGRICULTURAL USES			
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	L	•	•
Commercial bus station and terminal			
Commercial cleaning or laundry plant			
Custom business services		•	•
Custom woodworking, furniture construction, or repair			
Electronics service center	L	•	•
Job or lithographic printing			
Labor hall		S	S
Machine or welding shop			
Machinery, heavy equipment, or truck sales and services		R	
Medical or scientific laboratory	•	S	•
Technical school			
Tool or equipment rental		•	•
Vehicle or engine repair or maintenance		R	
INDUSTRIAL USES			
Alcoholic beverage manufacturing			
Gas drilling and production		S	S

	Existing	Existing	Proposed
Use	PD 852 Subarea C & D	RR	MU-3
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		★	★
INSTITUTIONAL AND COMMUNITY SERVICE USES			
Adult day care facility	L	•	•
Cemetery or mausoleum	S	S	S
Child-care facility	L	•	•
Church	•	•	•
College, university, or seminary	•	•	•
Community service center	S	•	S
Convalescent and nursing homes, hospice care, and related institutions			R
Convent or monastery	•	•	•
Foster home			•
Halfway house		S	S
Hospital	S	R	R
Library, art gallery, or museum	•	R	•
Open-enrollment charter school or private school		S	S
Public school other than an open-enrollment charter school		R	R
LODGING USES			
Extended stay hotel or motel		S	S
Hotel or motel	• [All guest room doors must enter into an enclosed interior area within the hotel or motel.]	R, S, ★	R
Lodging or boarding house		•	
Overnight general purpose shelter		★	★

	Existing	Existing	Proposed
Use	PD 852 Subarea C & D	RR	MU-3
MISCELLANEOUS USES			
Attached non-premise sign.	S	S	S
Carnival or circus (temporary)	★	★	★
Hazardous waste management facility			
Temporary construction or sales office	•	•	•
OFFICE USES			
Alternative financial establishment	S	S	S
Financial institution without drive-in window	•	•	•
Financial institution with drive-in window	D	D	D
Medical clinic or ambulatory surgical center	•	•	•
Office	•	•	•
RECREATION USES			
Country club with private membership	•	•	•
Private recreation center, club, or area	S	•	•
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			Prohibited by volunteered deed restriction
Residential hotel			•
Retirement housing			•
Single family			
RETAIL AND PERSONAL SERVICE USES			
Alcoholic beverage establishments.	★	★	★
Ambulance service		R	
Animal shelter or clinic without outside runs		R	R

	Existing	Existing	Proposed
Use	PD 852 Subarea C & D	RR	MU-3
Animal shelter or clinic with outside runs		S	
Auto service center		R	R
Business school	•	•	•
Car wash		R	R
Commercial amusement (inside)		S, ★	S, ★
Commercial amusement (outside)		S	S
Commercial motor vehicle parking			
Commercial parking lot or garage		R	R
Convenience store with drive-through		S	S
Drive-In theater			
Dry cleaning or laundry store	L	•	•
Furniture store		•	•
General merchandise or food store 3,500 square feet or less	L	•	•
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			
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	S
Pawn shop		•	
Personal service use	L [Body piercing studio, tattoo studio prohibited]	•	•
Restaurant without drive-in or drive- through service		R	R
Restaurant with drive-in or drive- through service		D	D
Surface parking			

	Existing	Existing	Proposed
Use	PD 852 Subarea C & D	RR	MU-3
Swap or buy shop		S	S
Taxidermist			
Temporary retail use		•	•
Theater	S	•	•
Truck stop			
Vehicle display, sales, and service		R	
TRANSPORTATION USES			
Airport or landing field			
Commercial bus station and terminal		D	
Heliport		S	S
Helistop	S	S	S
Private street or alley			
Railroad passenger station		S	S
Railroad yard, roundhouse, or shops			
STOL (short take-off or landing port)			
Transit passenger shelter		•	•
Transit passenger station or transfer center	S, ★	S, ★	S, ★
UTILITY AND PUBLIC SERVICE USES			
Commercial radio or television transmitting station	S	•	•
Electrical generating plant			
Electrical substation	•	•	•
Local utilities	S,R,★	S,R,★	S,R,★
Police or fire station	S	•	•
Post office	S	•	•
Radio, television, or microwave tower	S	S	S
Refuse transfer station			
Sanitary landfill			
Sewage treatment plant			
Tower/antenna for cellular communication	<ul style="list-style-type: none"> • [Limit of one monopole tower. The monopole tower must be stealth. Other types of tower/antenna are permitted. Treat as if in an MO-1 Mid-Range Office District.] 	★	★
Utility or government installation other than listed	S	S	S
Water treatment plant			

	Existing	Existing	Proposed
Use	PD 852 Subarea C & D	RR	MU-3
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	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			

Landscaping:

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

Parking:

Off-street parking must be provided pursuant to the Dallas Development Code, as amended. The off-street parking for retirement housing is one space per dwelling unit or suite. The off-street parking for office is one space per 333 square feet of floor area. The off-street parking requirements for retail and personal services uses are variable but range from one space per 100 square feet of floor area to 300 square feet of floor area.

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 “F” MVA area.

List of Officers

Crow Billingsley Holdings, Inc.

Henry Billingsley, President
Lucy Billingsley, Vice President
Kenneth Mabry, Senior Vice President
Kimberly Meyer, Senior Vice President

Crow Billingsley MLN, LTD

Crow-Billingsley Mark Lane North
19BCO, INC.

Lucy Billingsley, President
Kimberly Meyer, CEO
Kenneth Mabry, Vice President

Crow-Billingsley McKinney 380 Ltd.

19BCO, INC

Lucy Billingsley, President
Kimberly Meyer, CEO
Kenneth Mabry, Vice President

Crow Billingsley 635 Beltline Ltd.

Billingsley 380 North, GP, LLC

Kenneth Mabry, Manager
Kimberly Meyer, Manager
Lucy Billingsley, Manager

Parkway Investors Ltd. #1

Crow-Billingsley 20 Ltd.

Henry GP, LLC

Henry Billingsley, Manager
Kenneth Mabry, Manager
Brett Johansson, Manager

Billingsley Pin Oak Partners, Ltd.

Billingsley 380 North, GP, LLC

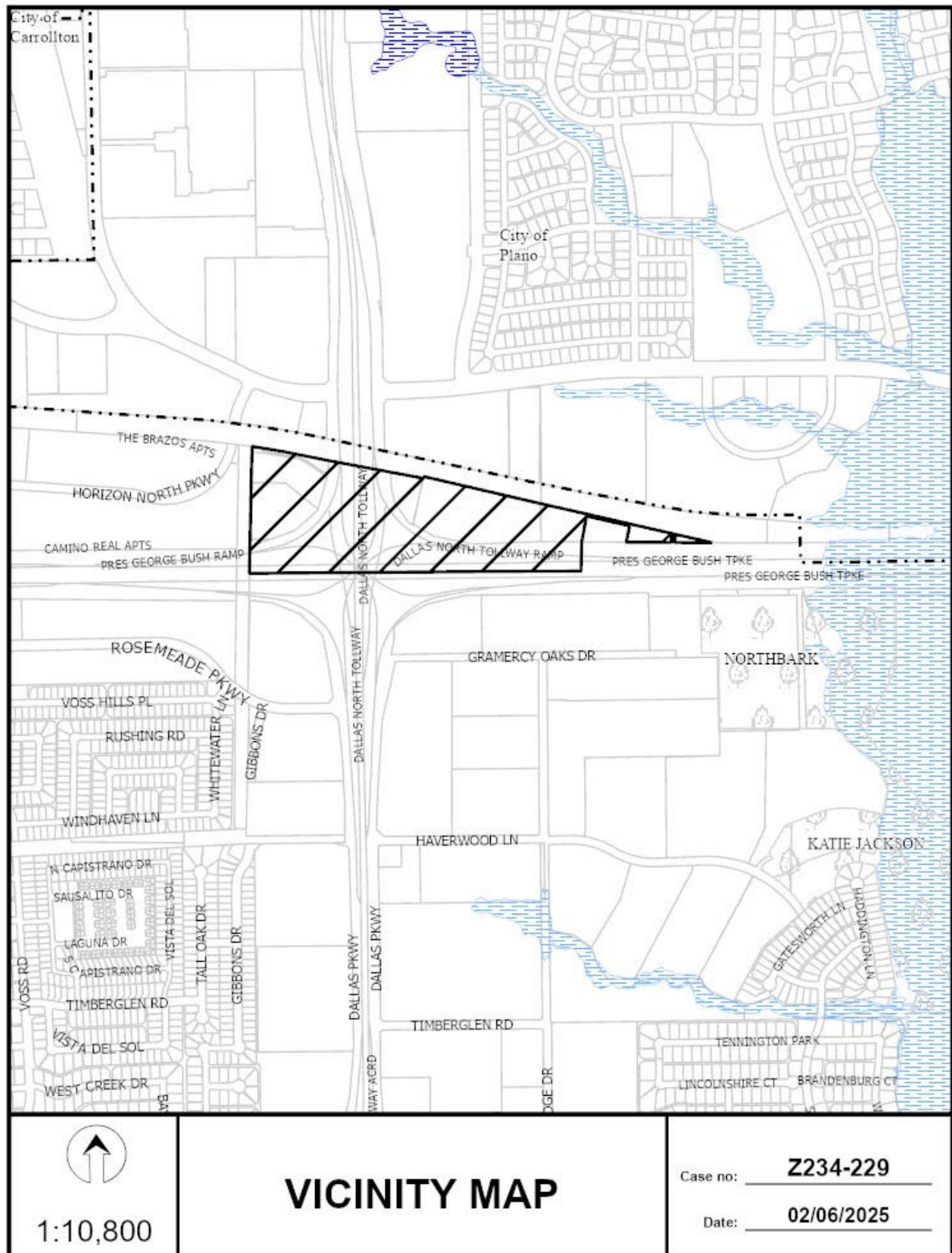
Kenneth Mabry, Manager
Kimberly Meyer, Manager
Lucy Billingsley, Manager

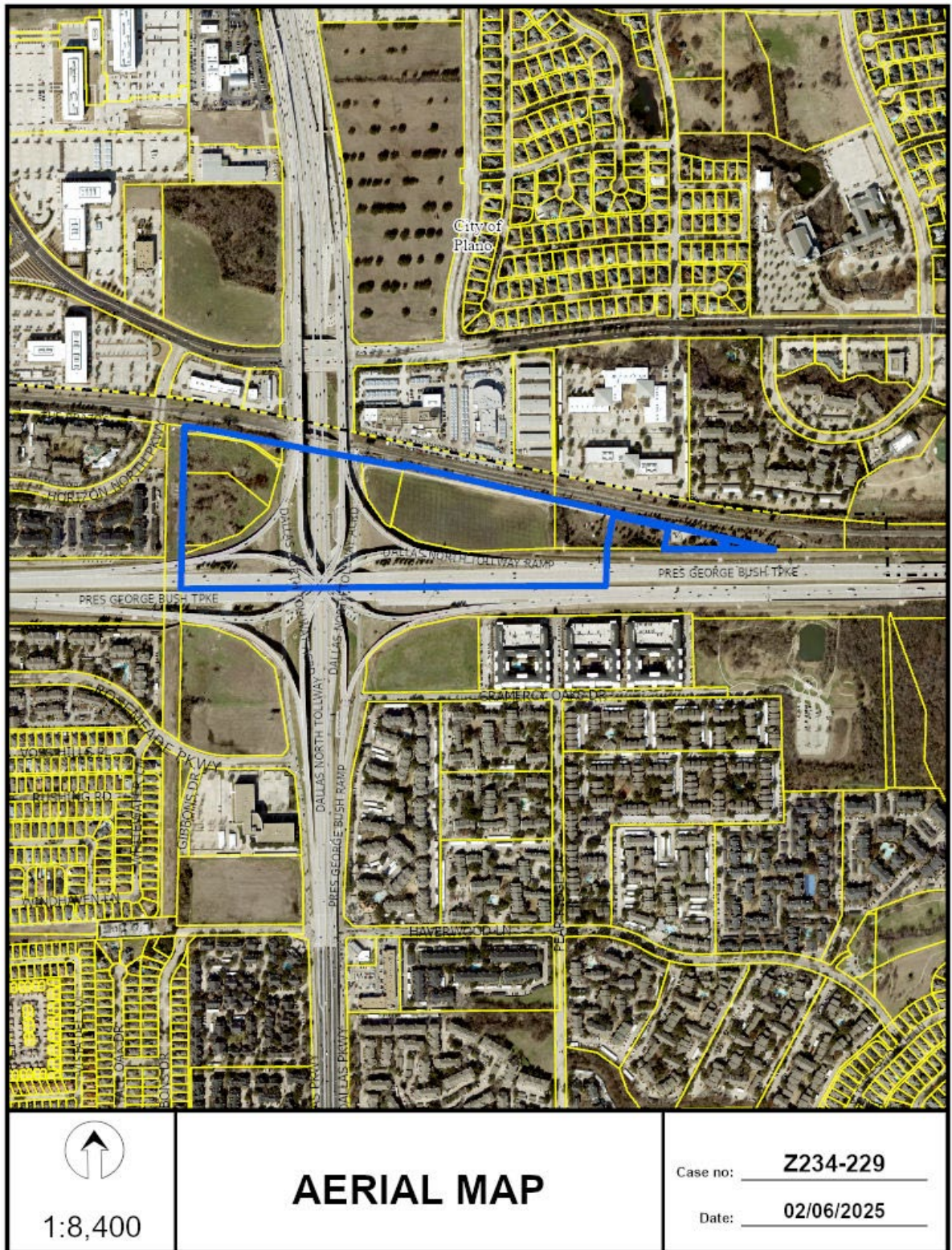
APPLICANT'S VOLUNTEERED DEED RESTRICTIONS

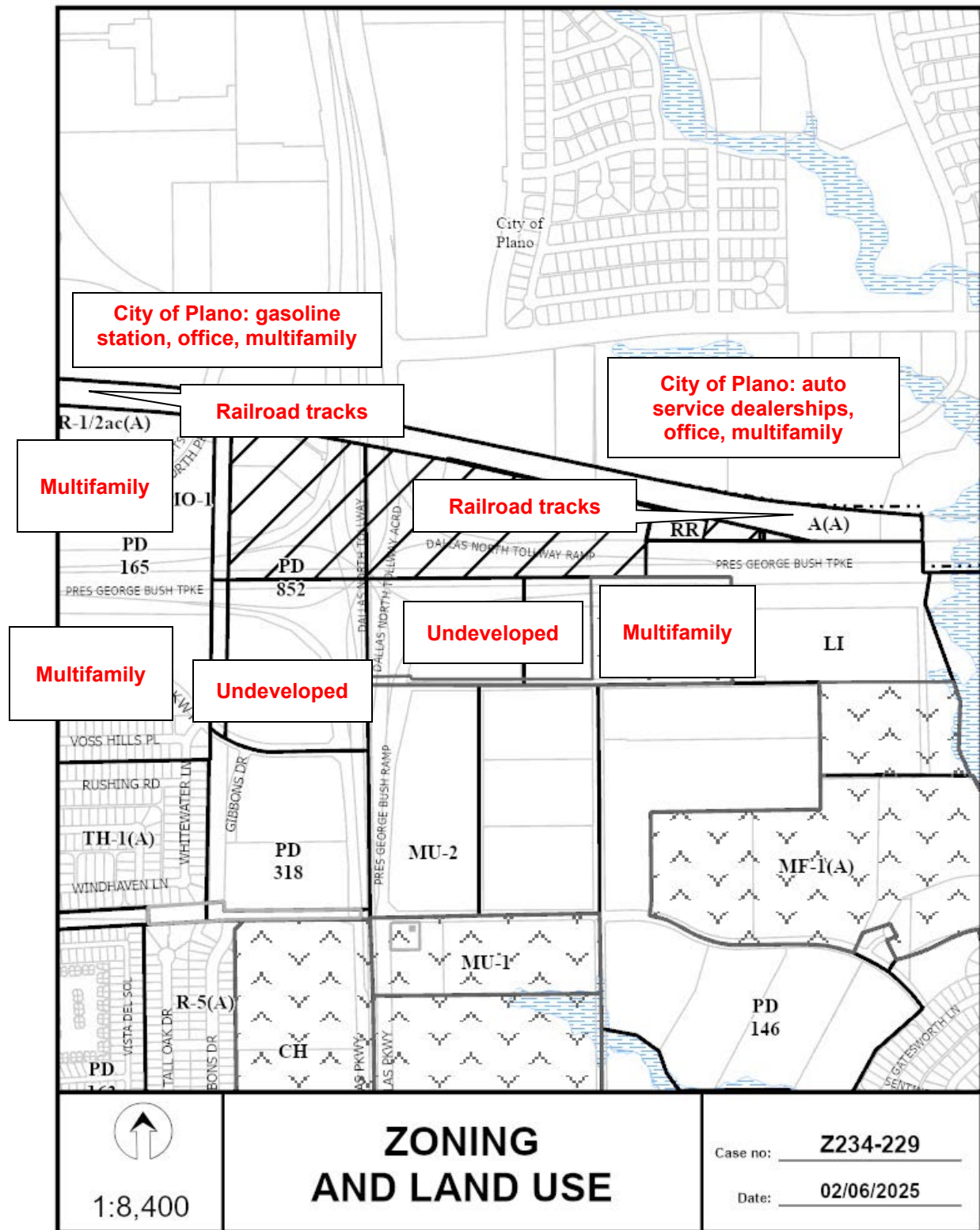
The Owner does hereby impress all of the Property with the following deed restrictions ("restrictions"), to wit:

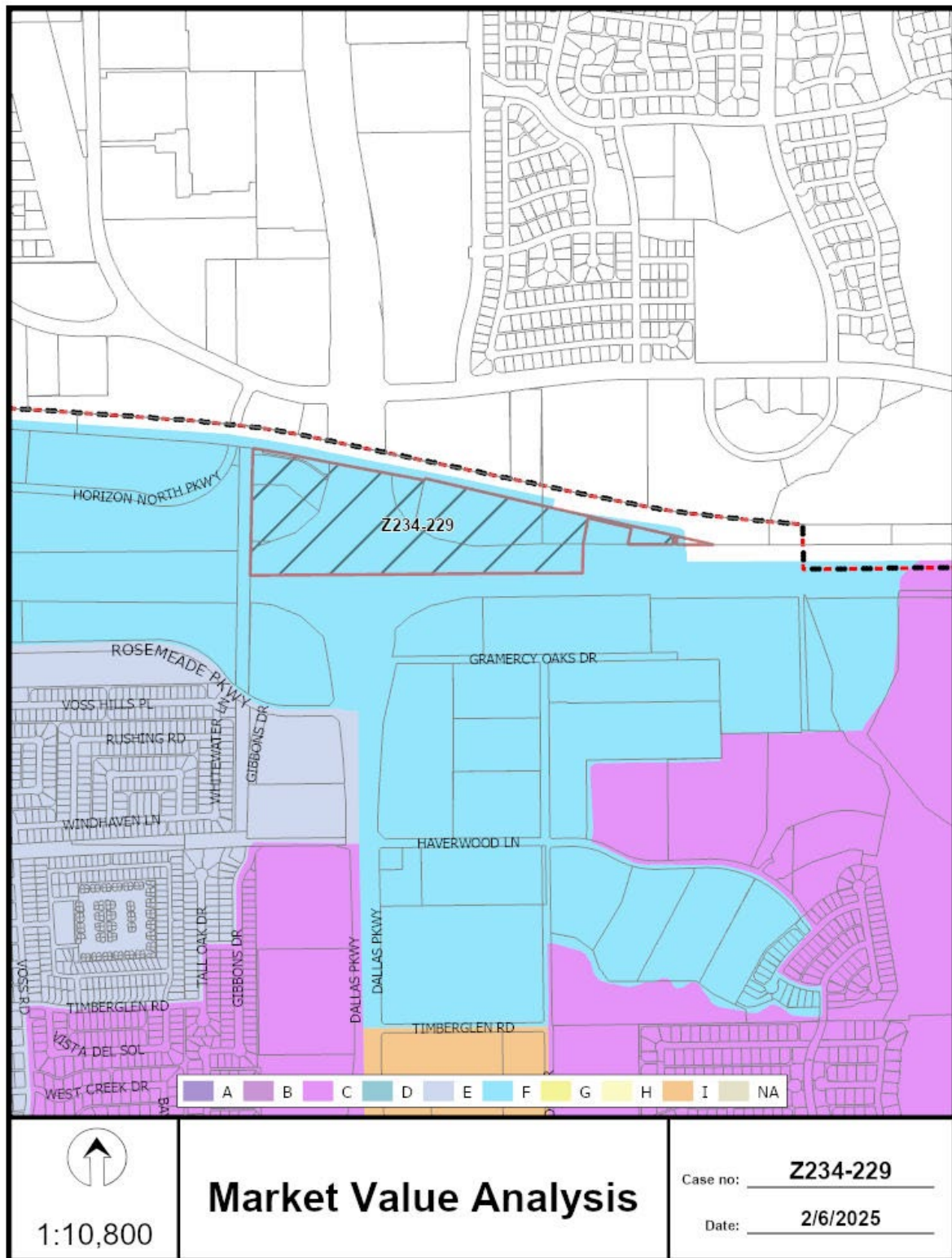
(1) The following use is not permitted:

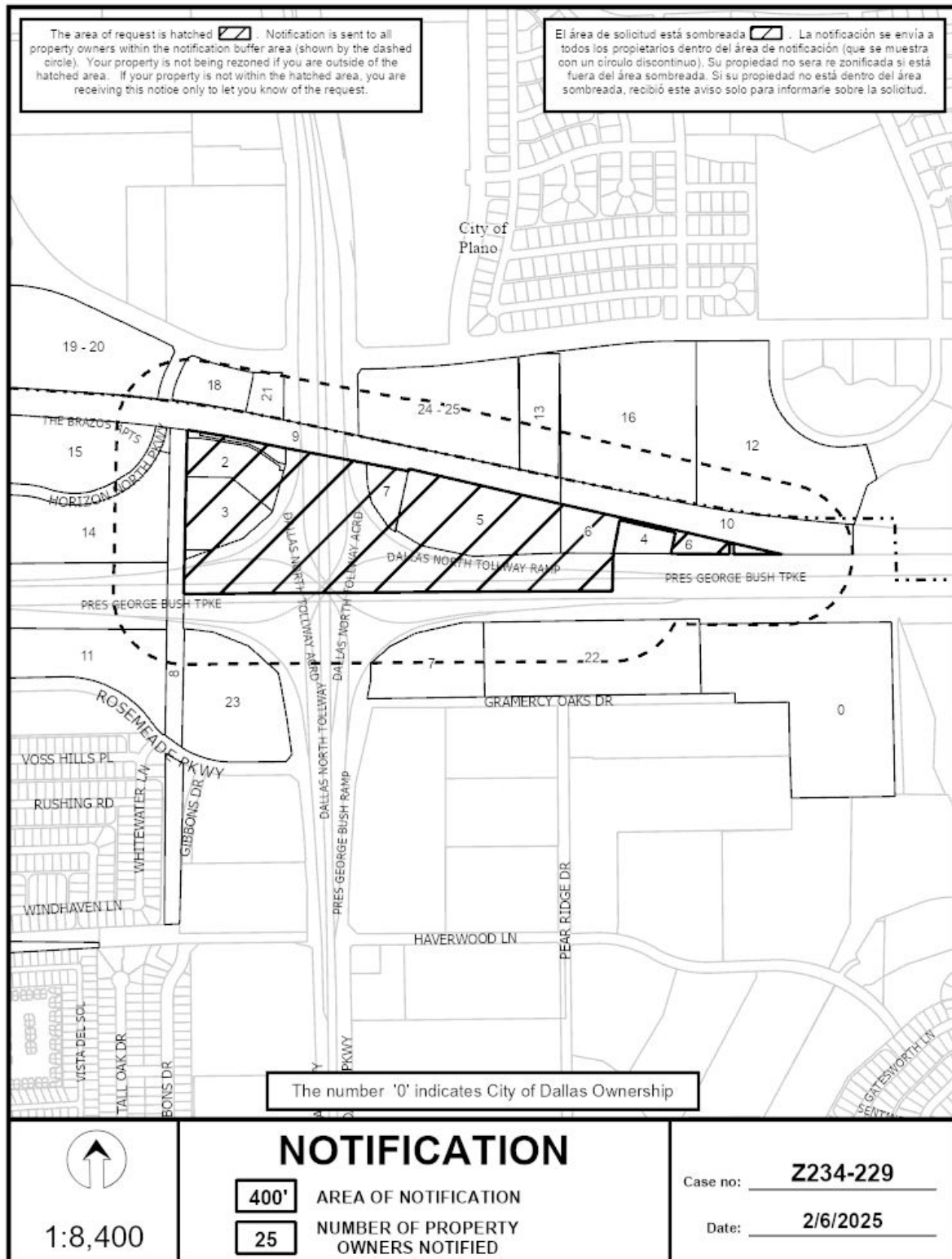
-- Multifamily.











02/06/2025

Notification List of Property Owners***Z234-229******25 Property Owners Notified***

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	PRESIDENT GEORGE BUSH HWY	SAS & ASSOCIATES INC
2	DALLAS PKWY CROW-BILLINGSLEY MLN LTD & CROW-BILLINGSLEY MCKINNEY 380	
3	PRESIDENT GEORGE BUSH HWY	CROW BILLINGSLEY HOLDING INC
4	PRESIDENT GEORGE BUSH HWY	ONCOR ELECTRIC DELIVERY COMPANY LLC
5	PRESIDENT GEORGE BUSH HWY	PARKWAY INVESTORS LIMITED #1
6	PRESIDENT GEORGE BUSH HWY	BILLINGSLEY PIN OAK PARTNERS LTD
7	GRAMERCY OAKS DR	PARKWAY INVESTORS LTD #1
8		ONCOR ELECTRIC DELIVERY COMPANY
9		KANSAS CITY SOUTHERN RAILWAY COMPANY THE
10		KANSAS CITY SOUTHERN RAILROAD COMPANY
11	4343 ROSEMEADE PKWY	TIDES AT PARK43 OWNER LLC
12	1100 MEREDITH LN	1100 MEREDITH LANE INC
13	5920 W PLANO PKWY	PS LPT PROPERTIES INVESTORS
14	4300 HORIZON NORTH PKWY	BMF V TX ALLURE LLC
15	4341 HORIZON NORTH PKWY	BRZ ASSOCIATES LLC
16	5900 W PLANO PKWY	NORTH TEXAS TOLLWAY AUTHORITY
17	PRESIDENT GEORGE BUSH HWY	SHEPPARD FARM VENTURE
18	6020 W PLANO PKWY	ALLIANCE PLANO MED LLC
19	6100 W PLANO PKWY	IBP XV LTD
20	PLANO PKWY/HORIZON N PKWY	PLANO CITY OF
21	6000 W PLANO PKWY	INGE BRAZOS I LLC
22	4755 GRAMERCY OAKS DR	WRPV XIII GRAMERCY DALLAS LLC
23	19101 DALLAS PKWY	BILLINGSLEY CHESTER PARTNERS LTD
24	5930 W PLANO PKWY	AUTO COMPANY VI INC
25	PLANO PKWY	PLANO CITY OF