

FILE NUMBER: Z-25-000024 / Z245-197(LG) **DATE FILED:** April 3, 2025

LOCATION: Northwest corner of Southern Boulevard and Noel Road

COUNCIL DISTRICT: 11

SIZE OF REQUEST: Approx. 1.82 acres **CENSUS TRACT:** 48113013626

OWNER/APPLICANT: Dallas Lodging, LLC

REPRESENTATIVE: Baldwin Associates, LLC

REQUEST: An application for a new planned development district on property zoned MU-3(SAH) with deed restrictions [Z801-292].

SUMMARY: The purpose of the request is to develop the site with multifamily, restaurant and retail and modify the development standards for an MU-3 Mixed-Use District, primarily related to floor area ratio.

STAFF RECOMMENDATION: Approval, subject to conditions.

CPC RECOMMENDATION: Approval, subject to conditions.

BACKGROUND INFORMATION:

- The area of request is currently developed with a nine-story steel/concrete frame structure on top of a two-floor underground parking garage and is zoned an MU-3(SAH) District with deed restriction [Z801-292].
- Deed restrictions exist on the property at this time, DR Z801-292.
 - Restriction one restricts the maximum height of buildings on the said tract to 150 feet in height.
 - Restriction two restrict the maximum floor area on said tract to 575,000 square feet excluding parking structures.
 - According to the applicant, the proposed development will comply with these restrictions. Therefore, they are not proposing to terminate them.
- According to the applicant, construction of a 12-story boutique hotel began in 2020; however, the previous developer stopped mid-construction in late 2022.
- The applicant proposes to develop the site with a with multifamily, restaurant and retail.

Zoning History:

There has been one zoning case in the area in the last five years.

1. **Z212-163:** On June 22, 2022, the City Council recommended approval for an application for a new subdistrict on property within Planned Development District No. 216. subject to a development plan, landscaping plan, and conditions.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Southern Boulevard	Minor Arterial	--
Noel Road	Community Collector	90 ft. of ROW, 65 ft of pavement with bike lanes

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:
DART Routes 22, 200, 202, 227, 239

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:

Regional Mixed-Use

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

Regional Mixed-Use areas serve as bustling hubs of activity, combining residential, commercial, and office uses in high-density developments. These areas are strategically located near major transportation corridors and offer dynamic spaces for living, working, and shopping, catering to regional and local needs alike.

The applicant's request is consistent with the characteristics of the Regional Mixed-Use placetype.

Land Use:

	Zoning	Land Use
Site	MU-3(SAH) District	Steel/concrete structure
North	GO(A) District with DR Z801-290	Hotel
East	Planned Development No. 216	Multifamily

Southeast	Subdistrict 4A within PD No. 887	Post office
South	Subdistrict 6 within PD No. 887	Office building
West	MU-3(SAH) District	Gen. merchandise or food store > 3500 sq. ft.

Land Use Compatibility:

The area of request is currently developed with a nine-story steel/concrete frame structure on top of a two floor underground parking garage. The property to the north is developed with a hotel, and the property to the east is developed with multifamily. The property to the south across Southern Boulevard is developed with an office building and the property to the southeast is developed with a post office. There is a general merchandise or food store greater than 3,500 square feet on the west. Staff finds the applicant's requested land use to be compatible with the surrounding area.

The applicant proposes to develop the site with a mixed use development. The existing zoning of MU-3(SAH) District allows mixed-uses and encourages the provision of affordable housing. However, the required floor area ratio under the current district will not allow the development of the proposed multifamily development. Therefore, the applicant is requesting a planned development to modify the development standards related to floor area ratio.

Staff supports the request because it will allow the applicant's proposed use of the site while ensuring that development will be compatible in scale and intensity of use with the adjacent residential uses.

Development Standards:

Following is a comparison of the development standards of the current MU-3(SAH) District and the proposed.

District	Setback		Density	FAR	Height	Lot Cov.
	Front	Side/ Rear				
Existing: MU-3(SAH)	15 ft. 20 ft. UF	20 ft. adj. to Res. OTHER: No min.	Max. dwelling unit density varies depending on whether a density bonus is obtained in accordance with Division 51A-4.900	MUP with Mix of 3 or more: No Res: 3.2 FAR Retail & Personal Service 3.6 FAR Lodging & Office	270 ft. 20 stories	80%

			and whether the development is a "mixed use project"	4.0 FAR Overall With Res: 3.75 FAR Retail & Personal Service 3.8 FAR Lodging, Office, & Residential 4.5 FAR Overall		
Proposed: PD (MU-3)	15 ft. 20 ft. UF	20 ft. adj. to Res. OTHER: No min.	No Max. dwelling unit density	4.5 FAR Max	270 ft. 20 stories	80%

The area of request has deed restrictions [Z801-292]. Restriction one limits the maximum height of buildings to 150 feet and restriction two limits the maximum floor area to 575,000 square feet excluding parking structures, which equates to 7.25 FAR. According to the applicant, the proposed development will comply with these restrictions. The square footage that a 4.5 FAR would allow at the site that is 1.82 acres is 356,756.4 square feet.

The amendment to the development standards would allow the applicant to reach the max FAR of MU-3 without a specific mix of uses limited by a Mixed Use Project. Staff finds this acceptable in an area where mixed use is already significantly established horizontally.

Design Standards

Staff recommends the following design standards within the new plan development district: bicycle racks, benches, and trash receptacles are required along each street frontage. Additionally, unobstructed sidewalks are required along all street frontages, with a minimum width of six feet. Pedestrian scale lighting must be provided at regular intervals along all building facades facing a public street.

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.

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.

List of Officers

Dallas Lodging, LLC

WSC-CCC Investments 2, LLC, General Partner

WSC Texas Manager, LLC, Manager

F James McNeil, Manager

Loren E. Stone, Manager

Duke Stone, Manager

CPC ACTION
June 12, 2025

Motion: It was moved to recommend **approval** of a new planned development district, subject to conditions, on property zoned MU-3(SAH) Mixed Use District with deed restrictions [Z801-292], on the northwest corner of Southern Boulevard and Noel Road.

Maker: Franklin
Second: Sleeper
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

Notices:	Area: 500	Mailed: 49
Replies:	For: 0	Against: 1

Proposed PD Conditions

ARTICLE ____.

PD ____.

SEC. 51P-____.101. LEGISLATIVE HISTORY.

PD ____ was established by Ordinance No.____, passed by the Dallas City Council on ____.

SEC. 51P- ____ .102. PROPERTY LOCATION AND SIZE.

PD ____ is established on property located at the northwest corner of Noel Road and Southern Boulevard. The size of PD ____ is approximately 1.83 acres.

SEC. 51P- ____ .103. DEFINITIONS AND INTERPRETATIONS.

(a) Unless otherwise stated, the definitions and interpretations in Chapter 51A apply to this article.

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

(c) This district is considered to be a nonresidential zoning district.

SEC. 51P- ____ .104. DEVELOPMENT PLAN.

No development plan is required, and the provisions of Section 51A-4.702 regarding submission of or amendments to a development plan, site analysis plan, conceptual plan, development schedule, [and landscape plan (*coordinate with the landscape section*)] do not apply.

SEC. 51P- ____ .105. MAIN USES PERMITTED.

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. 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.

SEC. 51P- ____ .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-____.107. YARD, LOT, AND SPACE REGULATIONS.

(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) Floor area ratio. Maximum floor area ratio is 4.5:1.

SEC. 51P-____.108. OFF-STREET PARKING AND LOADING.

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

SEC. 51P-____.109. ENVIRONMENTAL PERFORMANCE STANDARDS.

See Article VI.

SEC. 51P-____.110. LANDSCAPING.

(a) Landscaping must be provided in accordance with Article X.

(b) Plant materials must be maintained in a healthy, growing condition.

SEC. 51-____.111. DESIGN STANDARDS.

(a) Sidewalks.

- i. A minimum six-foot-wide unobstructed sidewalk is required along Noel Road and Southern Boulevard.
- ii. Sidewalks must be continuous and level across all driveways and curb cuts and designed to be at the same grade as the existing sidewalk subject to approval of the director.

- iii. At the intersection of each driveway with a sidewalk or pedestrian path, driveways must be clearly marked by colored concrete, patterned or stamped concrete, or brick pavers for pedestrian crossing.

(b) Pedestrian amenities.

- i. Each of the following pedestrian amenities must be provided at a quantity of at least one per every 300 feet of public street frontage, excluding frontage within visibility triangles or driveways:
 - (a) Bench.
 - (b) Trash receptable.
 - (c) Bicycle rack.

(c) Pedestrian lighting. Pedestrian scale lighting that provides a minimum maintained average illumination level of 1.5 footcandles 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 and public works.

SEC. 51P- ____ .112. SIGNS.

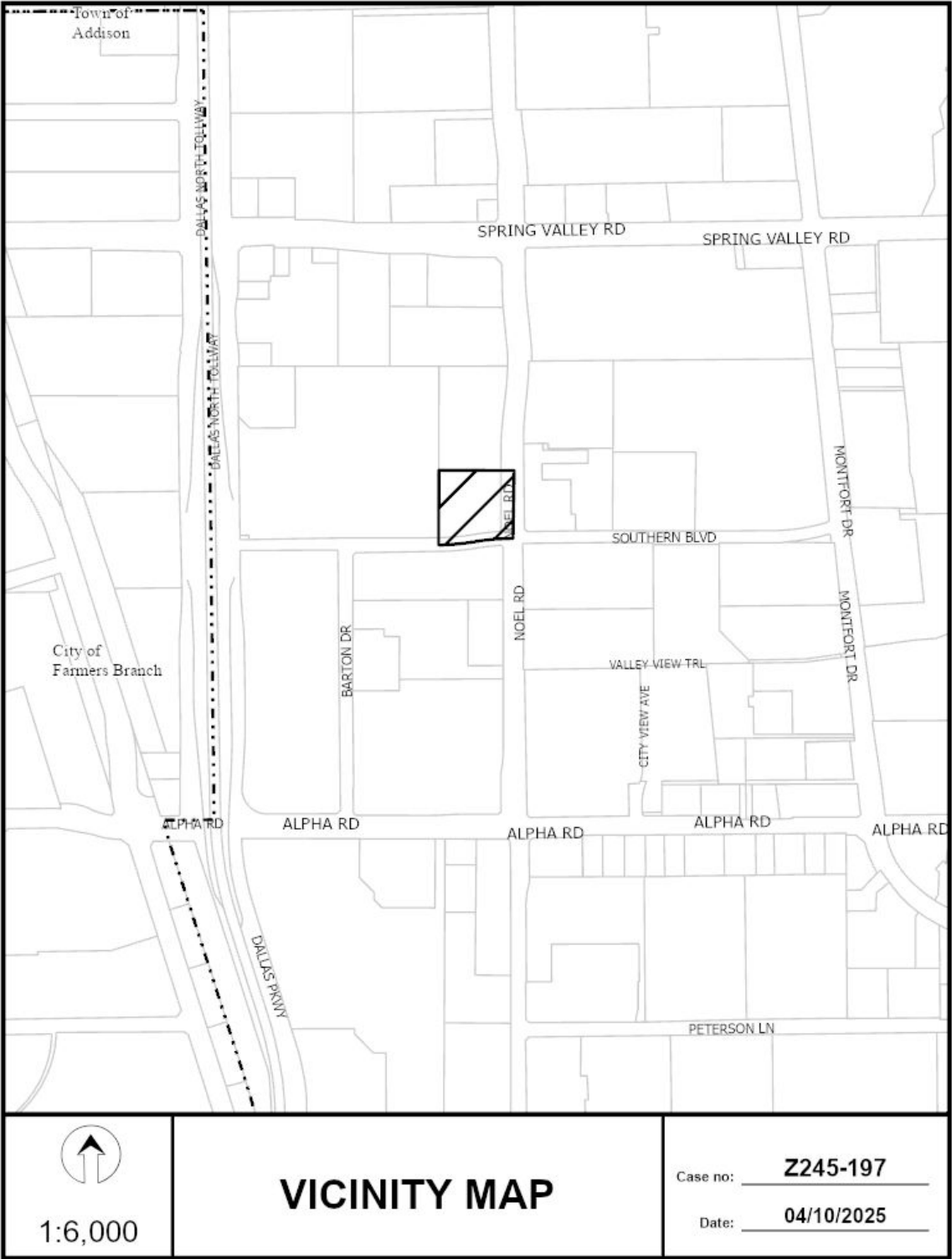
Signs must comply with the provisions for business zoning districts in Article VII.

SEC. 51P- ____ .113. ADDITIONAL PROVISIONS.

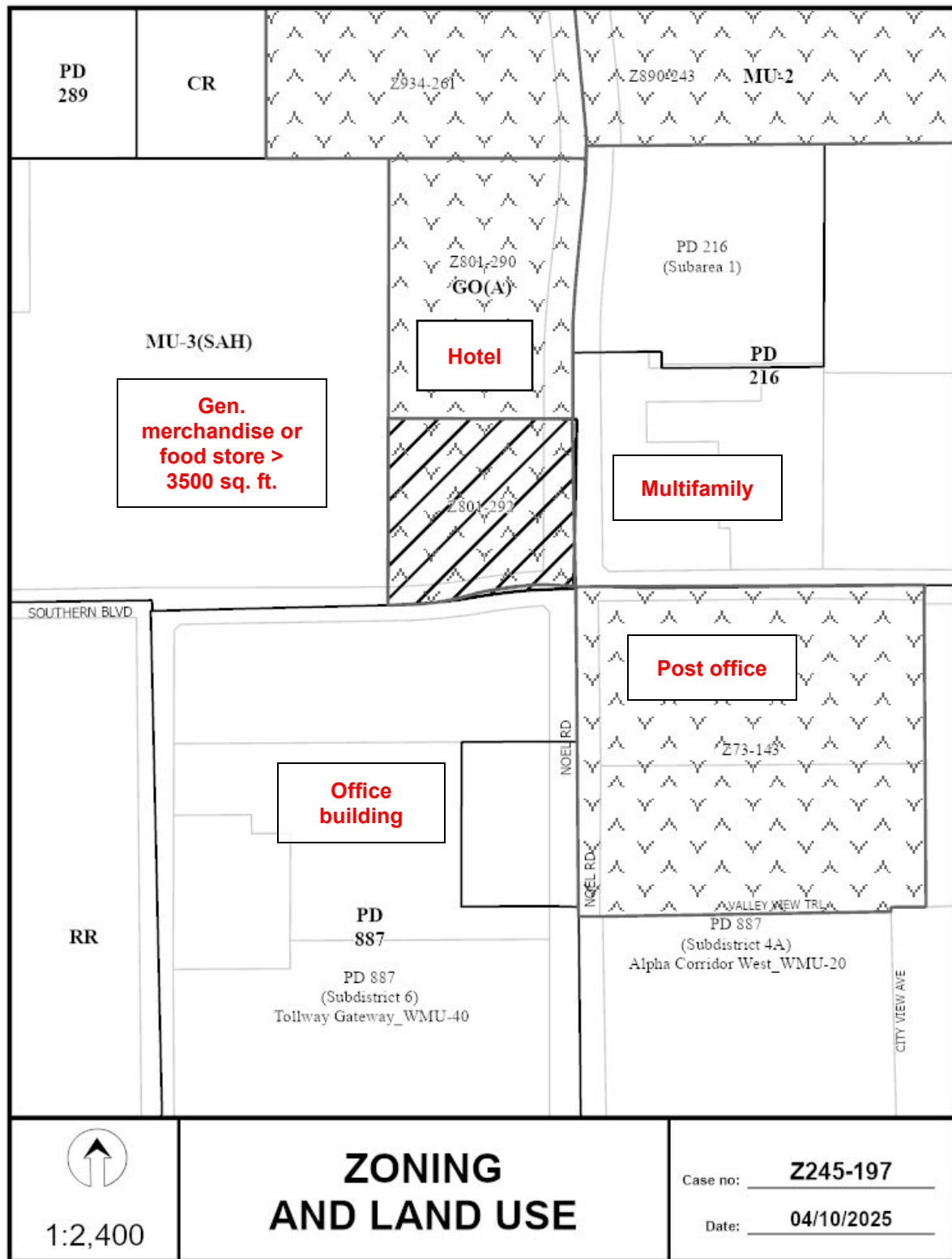
- (a) The Property must be properly maintained in a state of good repair and neat appearance.
- (b) Development and use of the Property must comply with all federal and state laws and regulations, and with all ordinances, rules, and regulations of the city.

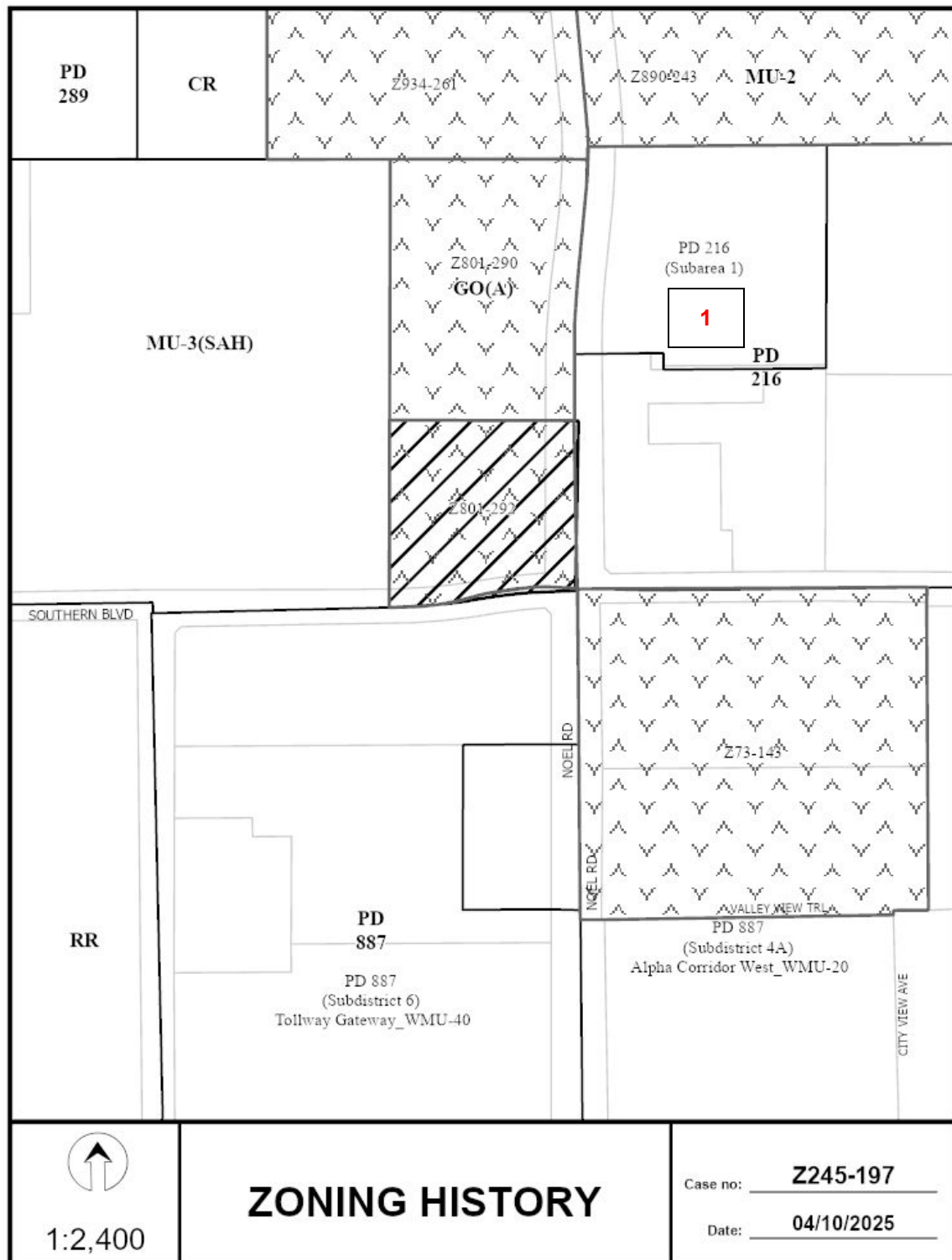
SEC. 51P- ____ .114. COMPLIANCE WITH CONDITIONS.

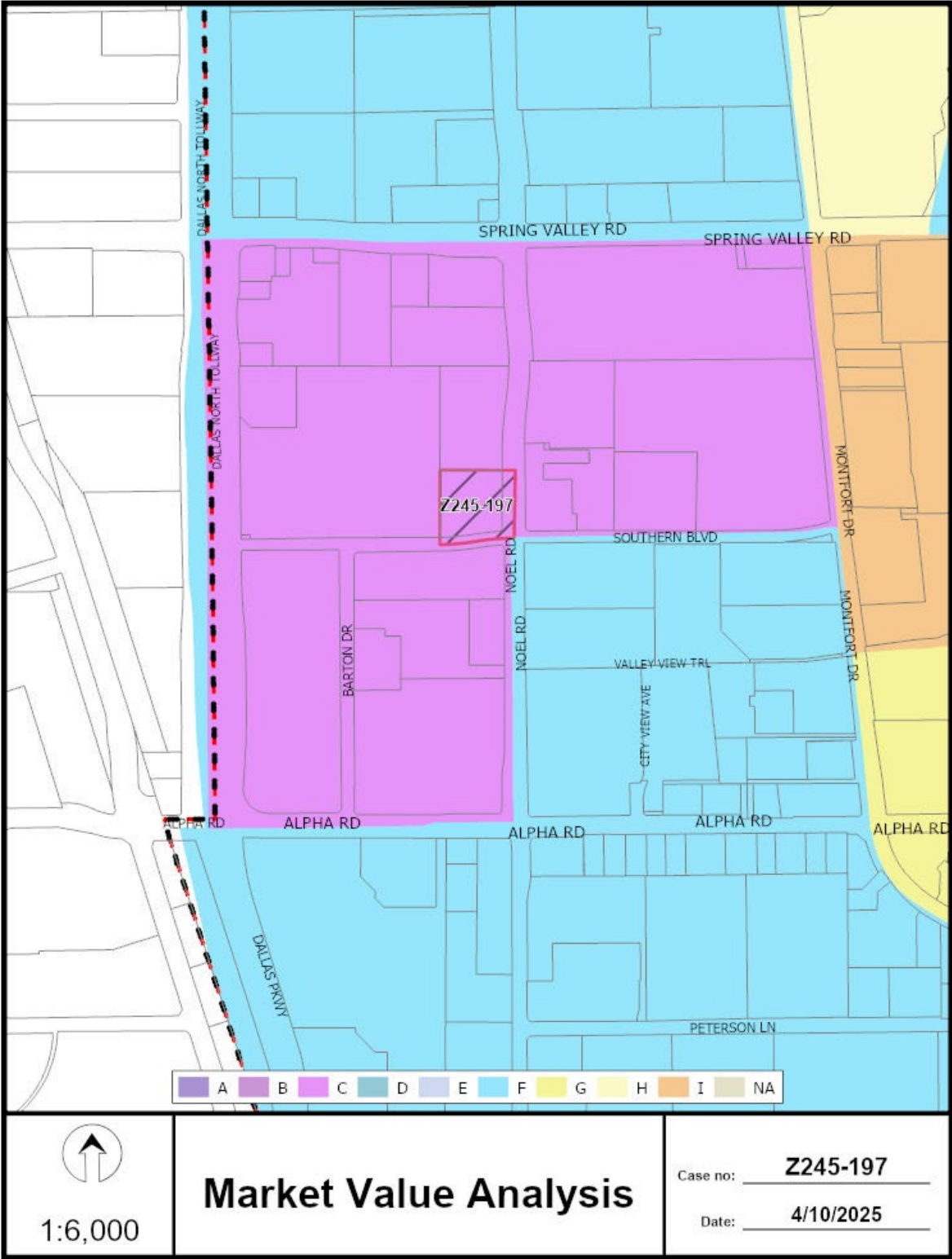
- (a) All paved areas, permanent drives, streets, and drainage structures, if any, must be constructed in accordance with standard city specifications, and completed to the satisfaction of the city.
- (b) The building official shall not issue a building permit to authorize work, or a certificate of occupancy to authorize the operation of a use, until there has been full compliance with this article, the Dallas Development Code, the construction codes, and all other ordinances, rules, and regulations of the city.

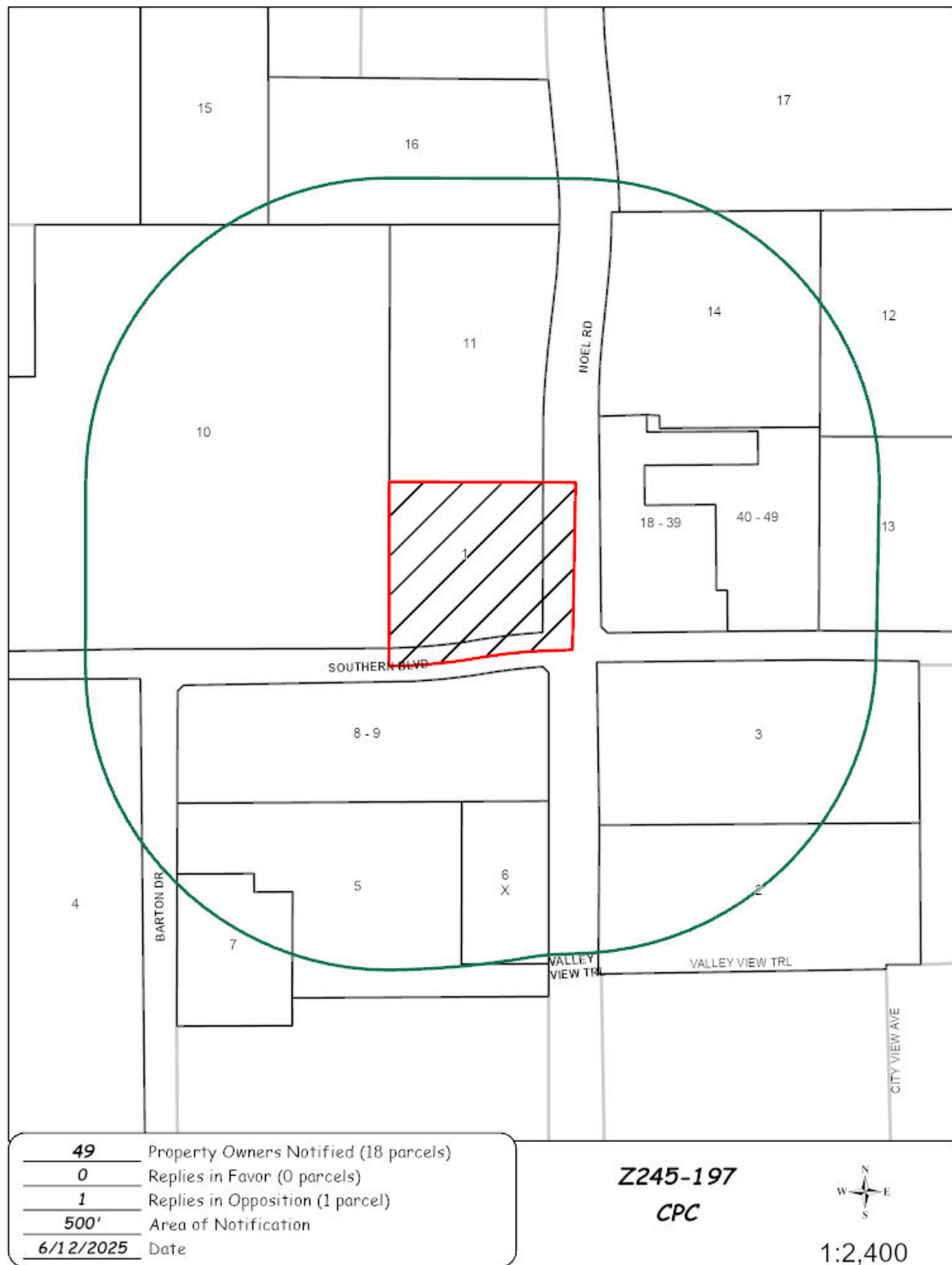












06/11/2025

Reply List of Property Owners***Z245-197******49 Property Owners Notified******0 Property Owners in Favor******1 Property Owners Opposed***

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
	1	13931 NOEL RD	DALLAS LODGING LLC
	2	13760 NOEL RD	ST NOEL LP
	3	13780 NOEL RD	U S POSTAL SERVICE
	4	13710 DALLAS PKWY	GALLERIA ALPHA PLAZA LTD
	5	13737 NOEL RD	IPERS GALLERIA NORTH TOWER I INC
X	6	13651 NOEL RD	GALLERIA HORIZONTAL ASSET LLC
	7	13727 NOEL RD	GALLERIA NORTH II LP
	8	13741 NOEL RD	IPERS GALLERIA NORTH TOWER I &
	9	13741 NOEL RD	GALLERIA HORIZONTAL ASSET LLC
	10	13910 DALLAS PKWY	FRC RETAIL DALLAS PKWY LLC
	11	13939 NOEL RD	HPT CW PROPERTIES TRUST
	12	13907 MONTFORT DR	FATH BROWNSTONE LIMITED PS
	13	5383 SOUTHERN BLVD	KRE DFWT MONTFORT OWNER LLC
	14	13970 NOEL RD	AGA APARTMENTS VENTURE LLC
	15	5220 SPRING VALLEY RD	SPRING VALLEY CENTER LAND LLC
	16	14021 NOEL RD	ASHFORD DALLAS LP
	17	14000 NOEL RD	DORCHESTER PPTIES LTD
	18	13900 NOEL RD	CORREA HERMINIA
	19	13900 NOEL RD	EVANS AMY
	20	13900 NOEL RD	ZHONG XIN
	21	13900 NOEL RD	LASHLEY DIANNE
	22	13900 NOEL RD	CLAYPOOL CHRISTOPHER
	23	13900 NOEL RD	MALIK IMAD
	24	13900 NOEL RD	FALCON RAUL M SANCHEZ
	25	13900 NOEL RD	BROOKSHIRE JOSEPH
	26	13900 NOEL RD	HILL CHRISTOPHER M

06/11/2025

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
27	13900	NOEL RD	BERGEN JACQUELINE A &
28	13900	NOEL RD	VERRANDO PETE
29	13900	NOEL RD	NAMALA ABHINAV
30	13900	NOEL RD	IGETA DAVID T
31	13900	NOEL RD	NGO MAI T
32	13900	NOEL RD	ROBINSON MARIA C
33	13900	NOEL RD	MONTGOMERY WENDY A
34	13900	NOEL RD	BELLERBY THOMAS MICHAEL III &
35	13900	NOEL RD	WATSON ROBERT
36	13900	NOEL RD	WYLIE CINDY L
37	13900	NOEL RD	WINSLOW WARREN A III
38	13900	NOEL RD	HERNANDEZ SONIA
39	13900	NOEL RD	JMC REAL ESTATE LLC
40	13900	NOEL RD	CHAVIRA CARLOS &
41	13900	NOEL RD	OTTITIGBE OCHUKO
42	13900	NOEL RD	HUETER SAMUEL BRAYDEN
43	13900	NOEL RD	PIDGEON BRYCE EVAN &
44	13900	NOEL RD	MCKAY TYLER &
45	13900	NOEL RD	CHENG SIDI &
46	13900	NOEL RD	BAYLESS ALEXANDER GRANT &
47	13900	NOEL RD	ROH MIN KYOUNG
48	13900	NOEL RD	SEALEY ROBERT R &
49	13900	NOEL RD	GAUCYS VYGANTAS & STACY