

FILE NUMBER: Z234-190(LC) **DATE FILED:** March 14, 2024

LOCATION: Southeast line of Telephone Road, between North Dallas Avenue and Van Horn Drive

COUNCIL DISTRICT: 8

SIZE OF REQUEST: 6.56 acres **CENSUS TRACT:** 48113016709

REPRESENTATIVE: Cherrell Charles, Masterplan

OWNER/APPLICANT: Barranco Properties, LLC

REQUEST: An application for a CS Commercial Service District on property zoned an A(A) Agricultural District.

SUMMARY: The purpose of the request is to allow machinery, heavy equipment, or truck sales and service and warehouse uses.

STAFF RECOMMENDATION: Approval.

BACKGROUND INFORMATION:

- The area of request is currently zoned an A(A) Agricultural District with undeveloped land (approx. 6.56 acres total in size).
- Geographically located in Southern Dallas.
- This lot has frontage only on Telephone Road.
- The purpose of the request is to allow machinery, heavy equipment, or truck sales and service and warehouse uses.
- To accomplish this, the applicant is requesting a general zoning change to a CS Commercial Service District.

Zoning History:

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

1. **Z223-106:** On December 13, 2023, City Council approved An application for 1) a CS Commercial Service District with deed restrictions volunteered by the applicant; and 2) a Specific Use Permit for commercial motor vehicle parking on property zoned an A(A) Agricultural District on the southeast line of Telephone Road, at the terminus of Van Horn Drive.
2. **Z201-149:** On May 12, 2021, City Council approved An application for (1) an LI Light Industrial District; and (2) a Specific Use Permit for a Commercial Motor Vehicle Parking use on property zoned an A(A) Agricultural District with deed restrictions volunteered by the applicant, located on the Southeast side of Telephone Road, east of Dallas Avenue.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Telephone Road	Principal Arterial	80 feet
Van Horn Drive	Community Collector	60 feet

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:

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

The request complies with the following land use goals and policies of the Comprehensive Plan:

LAND USE ELEMENT

GOAL 1.1 ALIGN LAND USE STRATEGIES WITH ECONOMIC DEVELOPMENT PRIORITIES

Policy 1.1.2 Focus on Southern Sector development opportunities.

Policy 1.1.5 Strengthen existing neighborhoods and promote neighborhoods' unique characteristics.

ECONOMIC ELEMENT

GOAL 2.1 PROMOTE BALANCED GROWTH

Policy 2.1.1 Ensure that zoning is flexible enough to respond to changing economic conditions.

Policy 2.1.2 Ensure that Area Plans include an economic development component to address the economic factors of the areas in the context of the city as a whole.

Policy 2.1.3 Support efforts to grow retail and residential opportunities in the Southern Sector.

Policy 2.1.4 Support efforts to expand targeted business and industry development within the Southern Sector.

GOAL 2.2 ENGAGE IN STRATEGIC ECONOMIC DEVELOPMENT

Policy 2.2.4 Focus on logistics-related jobs for the expansion of employment opportunities, particularly in the Southern Sector.

Policy 2.2.5 Focus on companies that represent the greatest potential for job growth and investment.

Policy 2.2.6 Restore Dallas as the foremost retail location in the region.

Policy 2.2.8 Target business recruitment to match industry with specific geographic areas.

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 5.2 STRENGTHEN COMMUNITY AND NEIGHBORHOOD IDENTITY

Policy 5.2.1 Maintain neighborhood scale and character.

Land Use:

	Zoning	Land Use
Site	A(A)	Undeveloped land
North	LI	Commercial, Warehouse
South	A(A), R-7.5(A) with SUP No. 666	Undeveloped land, Single Family
East	CS with deed restrictions [Z223-106]	Undeveloped land
West	A(A)	Undeveloped land, Commercial

Land Use Compatibility:

The area of request is currently zoned an A(A) Agricultural District with undeveloped land (approx. 6.56 acres total in size), located on the south side of Telephone Road between North Dallas Avenue and Van Horn Drive.

To the north of the property are light industrial commercial uses, to the south are both agricultural and single family uses. To the east and west are agricultural uses. With this area being mostly agricultural and commercial uses, staff finds the applicant's requested

zoning change to a CS District to be appropriate and compatible with the surrounding area.

Staff supports the applicant’s request and finds the proposed rezoning to be appropriate for this area as it would not be detrimental to surrounding uses. 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 A(A) Agricultural District and the proposed CS Commercial Services District.

District	Setback		Density	Height	Lot Cvrg	Special Standards	Primary Uses
	Front	Side/Rear					
Existing: A(A)	50'	20'/50'	1 Dwelling Unit/3 Acres	24'	10%		Agricultural & Single Family
Proposed: CS	15' 0' on minor	20' adjacent to residential OTHER: No Min.	0.75 FAR overall 0.5 office/lodging/ retail combined	45' 3 stories	80%	Proximity Slope Visual Intrusion	Commercial & business service, supporting retail & personal service & office

Land Use Comparison

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

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	Proposed
Use	A(A)	CS
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		•
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		S
Gas drilling and production	S	S
Gas pipeline compressor station		
Industrial (inside)		

Use	A(A)	CS
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
INSTITUTIONAL AND COMMUNITY SERVICE USES		
Adult day care facility	•	•
Cemetery or mausoleum	S	S
Child-care facility	•	•
Church	•	•
College, university, or seminary	S	•
Community service center	S	•
Convalescent and nursing homes, hospice care, and related institutions		•
Convent or monastery	•	•
Foster home		•
Halfway house		S
Hospital		•
Library, art gallery, or museum	•	•
Public or private school	R	S
LODGING USES		
Extended stay hotel or motel		S
Hotel or motel		•
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	•	•

Use	A(A)	CS
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	S	•
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		
Ambulance service		•
Animal shelter or clinic without outside runs		
Animal shelter or clinic with outside runs		
Auto service center		•
Business school		•
Car wash		
Commercial amusement (inside)		S, ★
Commercial amusement (outside)		•
Commercial motor vehicle parking		
Commercial parking lot or garage		•
Convenience store with drive-through		
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		
Motor vehicle fueling station		•
Nursery, garden shop, or plant sales		•
Outside sales		•
Paraphernalia shop		

Use	A(A)	CS
Pawn shop		
Personal service use	•	•
Restaurant without drive-in or drive-through service	R	•
Restaurant with drive-in or drive-through service		S
Surface parking		
Swap or buy shop		S
Taxidermist		•
Temporary retail use		•
Theater		•
Truck stop		
Vehicle display, sales, and service		S
TRANSPORTATION USES		
Airport or landing field		
Commercial bus station and terminal		D
Heliport		S
Helistop		S
Private street or alley		S
Railroad passenger station		•
Railroad yard, roundhouse, or shops		•
STOL (short take-off or landing port)		S
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	S	•
Local utilities	★	★
Police or fire station	S	•
Post office	S	•
Radio, television, or microwave tower	S	•
Refuse transfer station		
Sanitary landfill		
Sewage treatment plant		S
Tower/antenna for cellular communication	★	★
Utility or government installation other than listed	S	•
Water treatment plant		S
WHOLESALE, DISTRIBUTION, AND STORAGE USES		
Auto auction		
Building mover's temporary storage yard		
Contractor's maintenance yard		
Freight terminal		D

Use	A(A)	CS
Livestock auction pens or sheds		
Manufactured building sales lot		
Mini-warehouse		•
Office showroom/warehouse		•
Outside storage		S
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 will be provided in accordance with the landscaping requirements in Article X, as amended.

Parking:

Under the requested CS District, the applicant proposes machinery, heavy equipment, or truck sales and service and warehouse uses. Pursuant to the Dallas Development Code, the off-street parking requirement for machinery, heavy equipment, or truck sales and service is one space per 1,000 square feet of sales area (whether inside or outside). The parking requirement for a warehouse is one space per 1,000 square feet of floor area up to 20,000 square feet, and one space per 4,000 square feet of floor area over 20,000 square feet.

At permitting, the applicant would be required to comply with the standard parking ratios for these uses, as well as any other uses permitted under the proposed CS District.

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

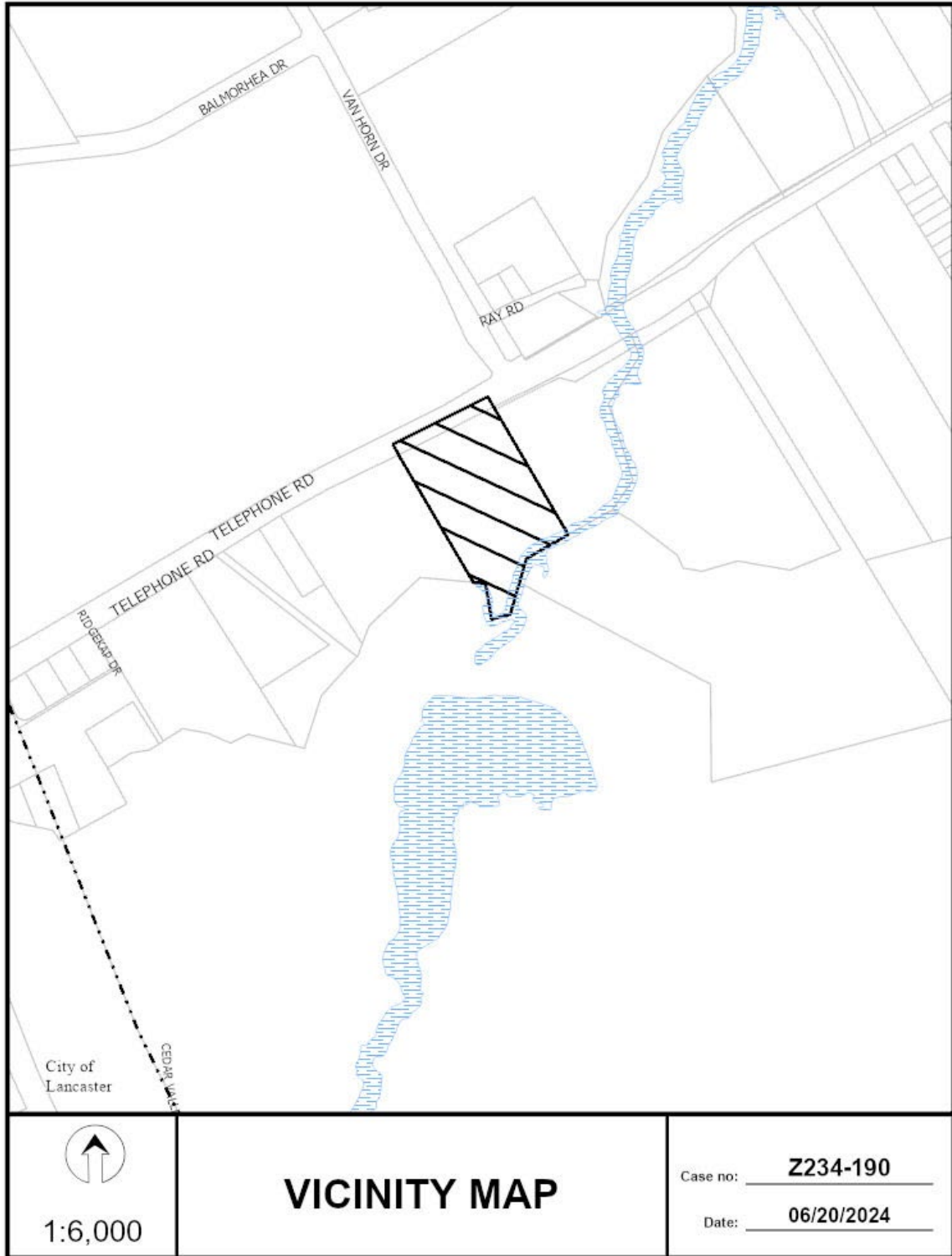
weak markets and support sustainable growth in stronger markets. The MVA identifies nine market types (A through I) on a spectrum of residential market strength or weakness. As illustrated in the attached MVA map, the colors range from purple representing the strongest markets (A through C) to orange, representing the weakest markets (G through I). The area of request is currently in an “H” MVA area. To the north, south, east and west of the site is only the “H” MVA area.

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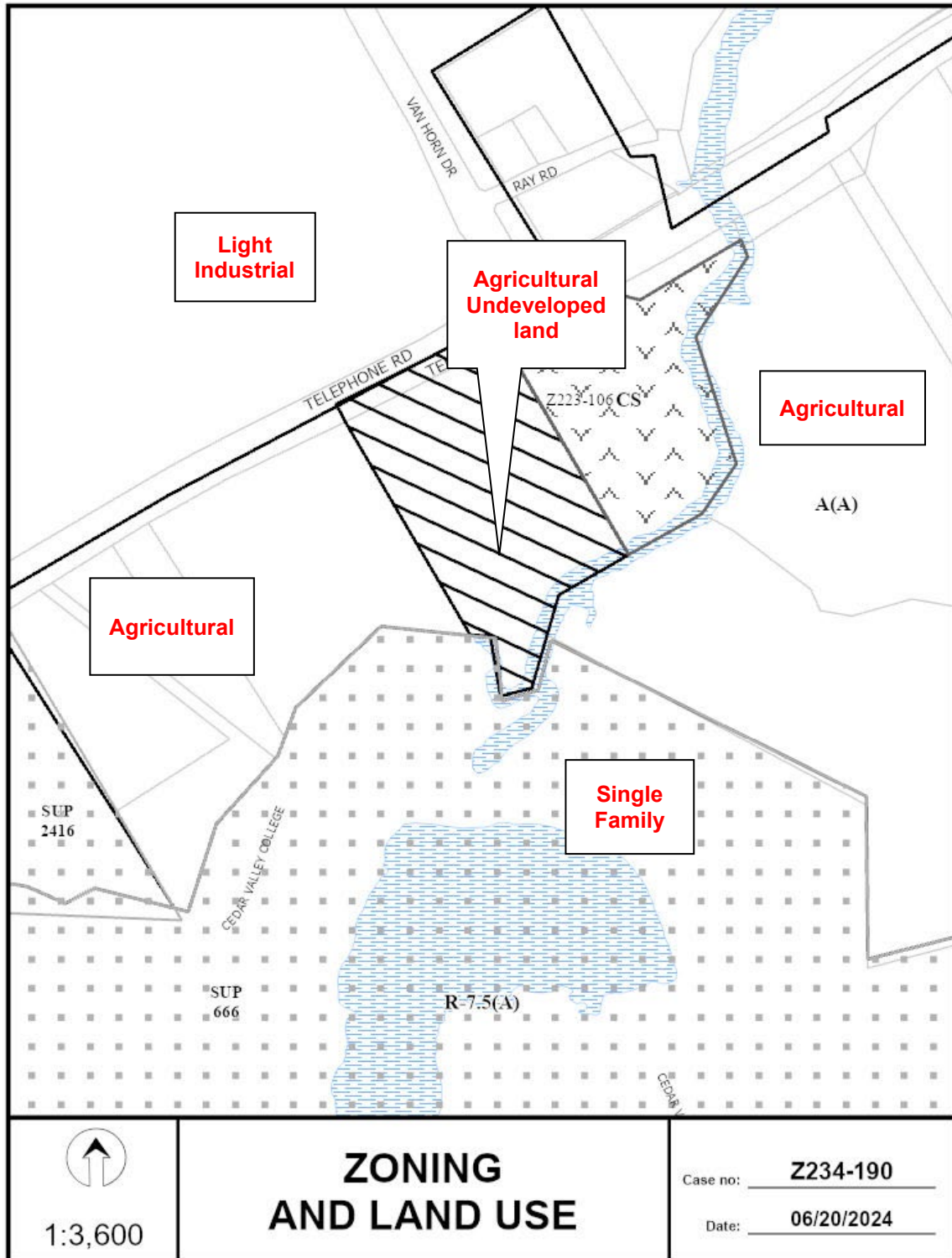
List of Officers

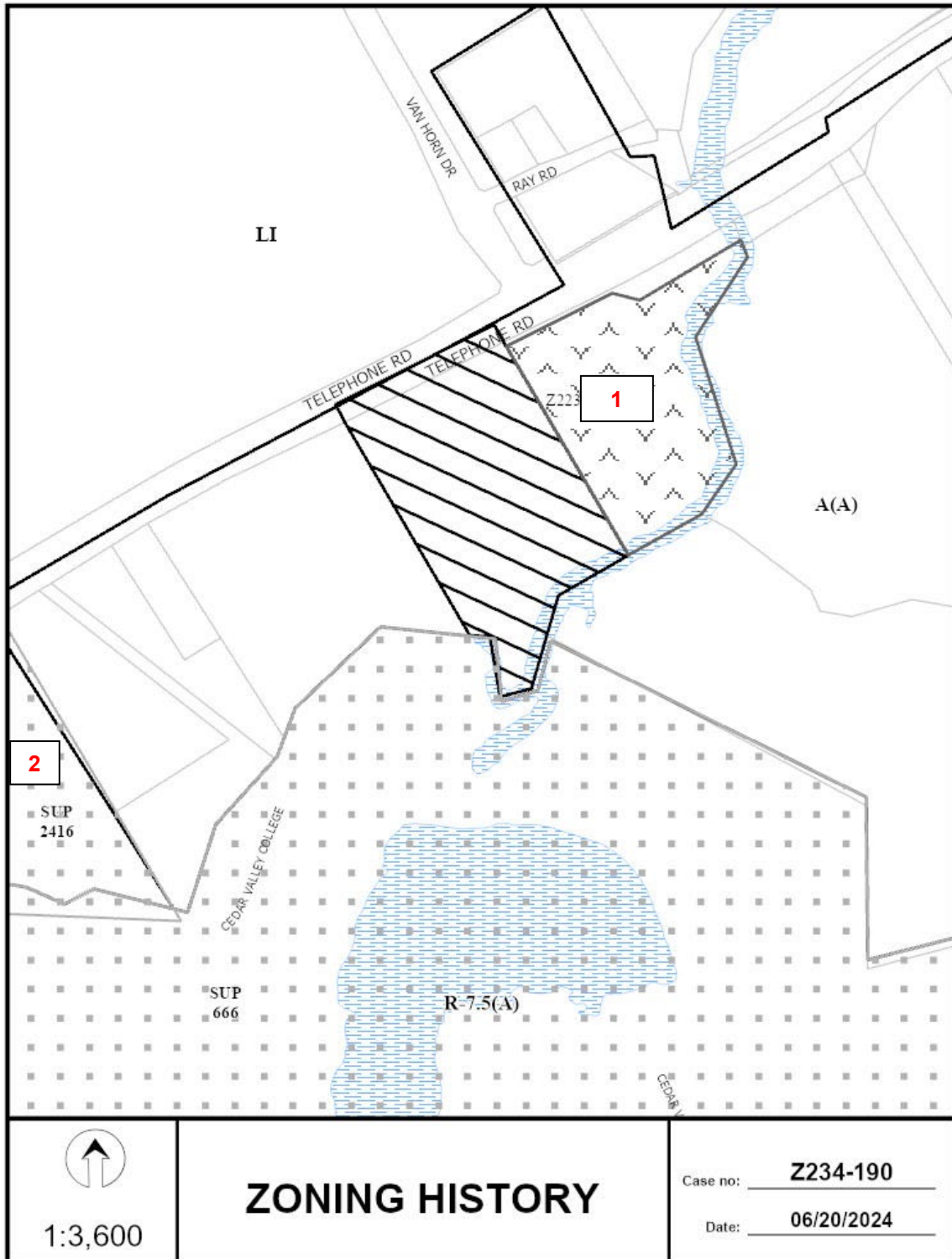
Barranco Properties, LLC

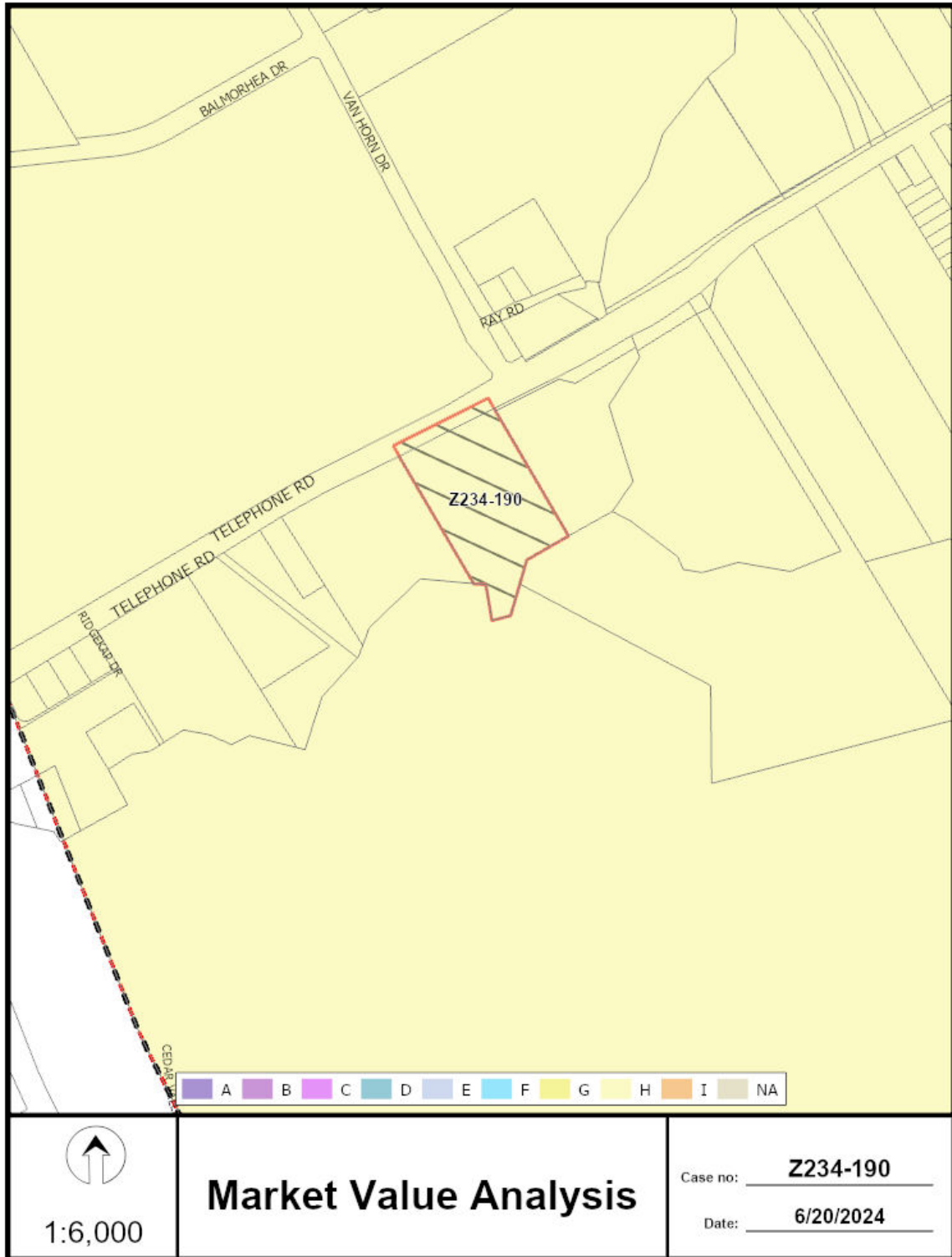
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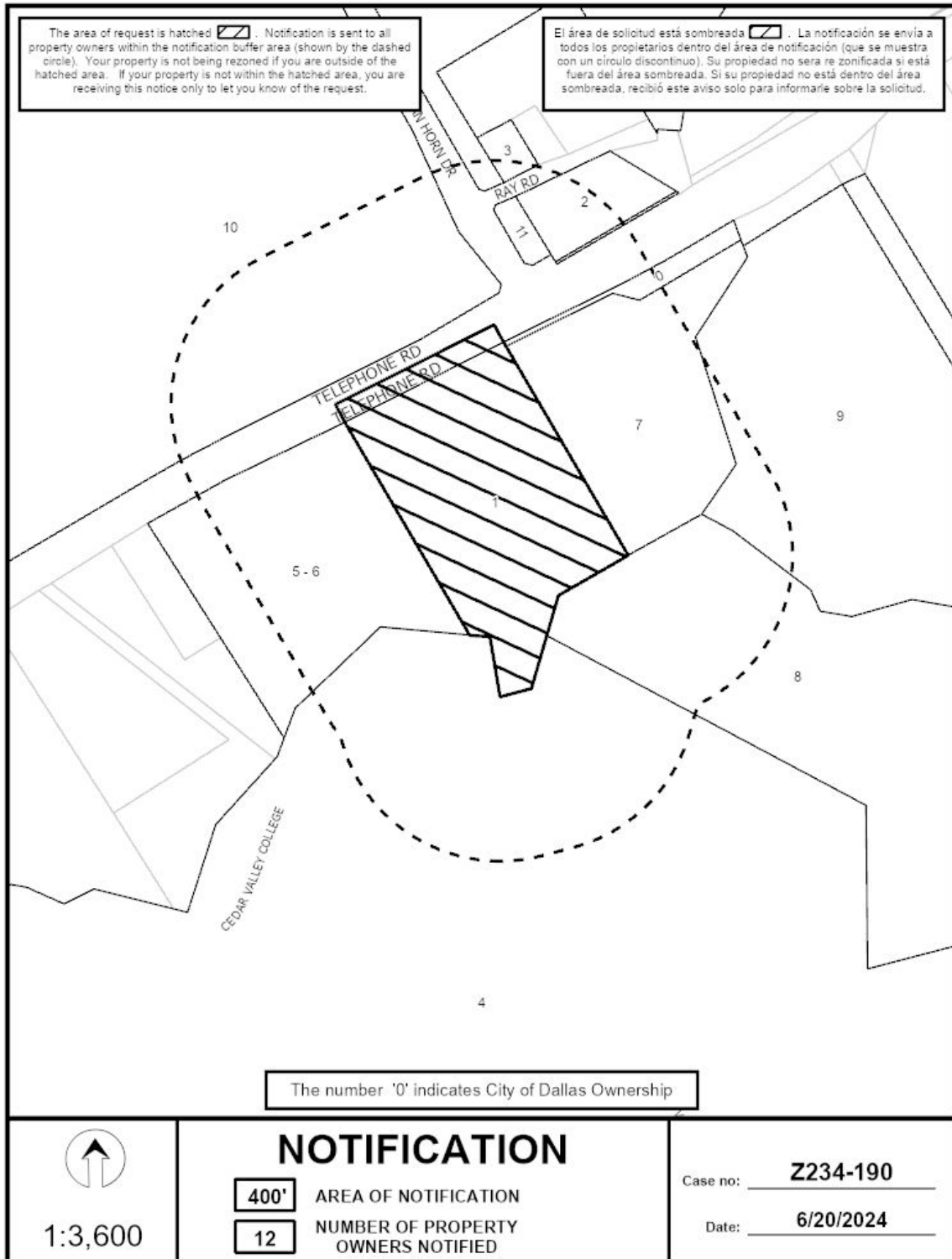












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06/20/2024

Notification List of Property Owners

Z234-190

12 Property Owners Notified

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	3500 TELEPHONE RD	BARRANCO PROPERTIES LLC
2	3595 RAY RD	ERI HOLDINGS LLC
3	3575 RAY RD	GOMEZ SYLVANO
4	10300 S LANCASTER RD	DALLAS COLLEGE
5	3342 TELEPHONE RD	MAJORS JESSIE
6	3342 TELEPHONE RD	MAJORS JESSIE
7	3500 TELEPHONE RD	SAPO REAL ESTATE LLC TELEPHONE
8	3510 TELEPHONE RD	ALLEN STEPHEN &
9	3510 TELEPHONE RD	MALDONADO ADRIAN
10	3199 TELEPHONE RD	PROPERTY RESERVE INC
11	1 VAN HORN DR	TC ALTAMOORE PHASE 1 VENTURE LLC
12	9280 VAN HORN DR	ALTAMOORE OWNER LLC