

CITY PLAN COMMISSION

THURSDAY, MARCH 20, 2025

Planner: LeQuan Clinton

FILE NUMBER: Z245-118(LC) **DATE FILED:** November 11, 2024

LOCATION: Northeast corner of West Commerce Street and Pittman Street.

COUNCIL DISTRICT: 6

SIZE OF REQUEST: 3.227 acres **CENSUS TRACTS:** 48113004300

REPRESENTATIVE: Angela Hunt, Munsch Hardt Kopf & Harr, P.C.

OWNER/APPLICANT: EQR-Westerly, LP

REQUEST: An application for a new subdistrict, on property zoned Subdistrict 1A within Planned Development District No. 714, the West Commerce Street/Fort Worth Avenue Special Purpose District.

SUMMARY: The purpose of the request is to create a new subdistrict to allow a reduced mix of retail and personal service uses for a mixed-use project, to allow live-work units, and to reduce the minimum floor-to-floor dimension for ground floors.

STAFF RECOMMENDATION: Approval, subject to amended conditions.

BACKGROUND INFORMATION:

- The area of request is currently developed with existing residential building (apartment complex) with retail and office, existing parking lot, parking garage and amenity spaces, on property zoned Planned Development District No. 714 (approx. 3.227 acres in total size).
- Geographically located in West Dallas, approx. 2 miles from downtown.
- This lot has frontage on both Pittman and West Commerce Streets.
- The purpose of the request is to amend the text of existing Planned Development District No. 714 to create a new subdistrict within the existing PD to allow a reduction in mix of retail and personal service uses for a mixed-use project, live-work units as new allowable use, and to reduce the minimum floor-to-floor dimension for ground floors.
- Applicant requests a PD amendment.

Zoning History:

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

1. **Z212-129:** On Wednesday, February 23, 2022, the City Council approved an application for a Specific Use Permit for an alcoholic beverage manufacturing use on property zoned Subdistrict 1D within Planned Development District No. 714, the West Commerce Street/Fort Worth Avenue Special Purpose District, on the south line of Powell Street, between Haslett Street and Sulphur Street.
2. **Z234-205:** On Wednesday, September 11, 2024, the City Council approved an application for 1) an amendment to Subdistrict 1D within Planned Development District No. 714, the West Commerce Street/Fort Worth Avenue Special Purpose District; and 2) an amendment to Specific Use Permit No. 2437 for alcoholic beverage manufacturing on the south side of Powell Street between Haslett Street and Sulphur Street, north of Yorktown Street.
3. **Z234-291:** On Wednesday, February 26, 2025, the City Council approved an application for a Planned Development Subdistrict on property zoned Subdistrict 1A within Planned Development District No. 714, the West Commerce Street/Fort Worth Avenue Special Purpose District, bound by West Commerce Street, Haslett Street, Yorktown Street, and Pittman Street.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Pittman Street	Local Street	-
West Commerce Street	PA – Principal Arterial	100' w/bicycle facilities
Herbert/Haslet Street	CC – Community Collector	90' w/bicycle facilities

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 new forwardDallas 2.0! Comprehensive Plan was adopted by the City Council in September 2024. ForwardDallas 2.0 is a refreshed guide that considers how our City has evolved over the last two decades and how to plan for changes in the very near future, from our continued economic growth to our long-term social vibrancy.

ForwardDallas 2.0 is a guidance plan, it is not a zoning document. This Comprehensive Plan outlines several goals and policies which can serve as a framework for assisting in evaluating the applicant’s request.

The request would comply with the following placetypes and primary/supporting land uses of the ForwardDallas 2.0 Comprehensive Plan:

The area of request is situated within the **Neighborhood Mixed-Use Placetype**. This placetype allows the following primary land uses: Multiplex, Apartments, Mixed-Use, Lodging, Commercial and Office; in conjunction with secondary land uses including: Agricultural, Public Open Space, Private Open Space, Single Family Detached & Attached, Civic/Public Institutional and Utility. The primary focus of the Neighborhood Mixed-Use placetype is to anchor commercial and social activity. These neighborhoods typically include a mix of single-family homes, commercial such as restaurants and personal service and office uses. This placetype maintains a transitional type of development that prioritizes pedestrian connectivity, while preserving the community’s character with compatibly scaled mixed-use development. Local amenities such as parks and small-scale retail may be present,

in conjunction with the residential creates hubs of low and medium density providing access to daily needs for residents and visitors.

The area of request is an existing and established business, but it is important to add a note that new development in this placetype should align with the established building form and character of the neighborhood mixed-use development patterns. These new developments should be well-integrated within the natural landscape and consideration should be given a connectivity approach to preserve existing fabric of the area.

Active Area & Land Use Plans:

The subject site sits within the boundaries of each of the area and land use plans listed below.

The 360 Plan – <https://dallascityhall.com/departments/pnv/Pages/The-360-Plan---landing-page.aspx>

West Dallas Urban Structures and Guidelines –

<https://dallascityhall.com/departments/pnv/Pages/West-Dallas-Urban-Structure-landing-page.aspx>

The Trinity River Corridor Comprehensive Land Use Plan –

<https://dallascityhall.com/departments/pnv/Pages/Trinity-River-Corridor-Landing-page.aspx>

West Dallas Comprehensive Land Use Study –

<https://dallascityhall.com/departments/pnv/Strategic%20Planning%20Division%20Documents/plans/1990/West%20Dallas%20Comprehensive%20Land%20Use%20study%20Revised%201999.pdf>

Fort Worth Avenue Land Use Plan, 2005 –

<https://dallascityhall.com/departments/pnv/Pages/Fort-Worth-Avenue-Corridor-Land-Use-and-Urban-Design-Plan---Landing-Page.aspx>

The 360 Plan:

Summary:

The 360 Plan was adopted by the City Council in December 2017 as a guide to future actions concerning land use and development regulations, transportation, economic development and capital improvement expenditures in the area generally bounded by a two-and-a-half-mile radius centered on the intersection of Main Street and Akard Street. This plan outlines three transformative strategies suggested by City Council with an overall goal that focuses on a complete and connected city center for future growth and development throughout the city.

Staff finds the request **does not comply with the following transformative strategies and their respective goals of the 360 Plan, as this plans' main focus is housing ranging from type, affordability, variety/diversity and placement. Staff felt it important to give mention to the plan due to the location of the request.**

West Dallas Urban Structures and Guidelines Area Plan:

Summary:

The objective for the Urban Structure is to facilitate the organic revitalization and urbanization of a portion of West Dallas. The Urban Structure outlines both the conservation and revitalization of an established single-family neighborhood. Additionally, it describes incremental and organic change in urban form along with the

potential for comprehensive re-development to support a truly livable, sustainable, attractive and engaging community. The plan outlines urban guidelines on park and open space, street and public realm guidelines and architecture. It advocates an approach to implementation that allows for flexibility and adaptability over time as redevelopment unfolds.

The area is divided into nine neighborhoods, and is identified for describing a unique character, vision, and combination of land uses for the Urban Structure.

Vision:

The development objectives for the area include:

1. Preserve, enhance, conserve the La Bajada community in its entirety;
2. Re-Create Singleton Boulevard and Commerce Street as handsome "parkway" streets entering the inner city;
3. Create a new neighborhood spine street of retail and services with high-density mixed-use clustered along it;
4. Step-down in density from the new neighborhood spine east, west and toward La Bajada
5. Development of three to four (3-4) active mixed-use nodes at major intersections
6. Allow for incremental rehabilitation and infill re-development of properties east, west, and south of new neighborhood spine as demand emerges, and;
7. Create a high-density, residentially focused neighborhood along the levee with connections into the Trinity Park.

Staff finds the request **does not comply with the following transformative strategies and their respective goals of the 360 Plan, as this plans' main focus is housing ranging from type, affordability, variety/diversity and placement. Staff felt it important to give mention to the plan due to the location of the request.**

The Trinity River Corridor Comprehensive Land Use Plan:

The Trinity River Corridor includes approximately 44,000 acres in size - about 20% of the land area in Dallas. The boundaries of the corridor span from Royal Lane in the north to I-20 in southern Dallas, and approximately 1.5 miles on either side of the Trinity River.

Vision:

The 2050 Vision Statement for the Trinity River Corridor in Dallas: The Trinity River Corridor is a unified collection of diverse neighborhoods and business centers at the heart of a unified and thriving Dallas, connected by a ribbon of blue water and green spaces that is the Trinity River. Additionally, the Trinity River Corridor is the City's model for economic growth without physical, social or economic barriers, which attracts residents and visitors to live, learn, work, shop and play within a cosmopolitan urban core, and alongside the river's meandering environment. Five objectives for future development in the Trinity Corridor add detail to the 2050 Vision Statement. They provide guidance that shapes this plan's recommendations for each part of this very large corridor. The five objectives are:

- Reconnect North and South Dallas
- Establish the role of economic development along the Trinity River
- Create a vibrant central city
- Establish the Trinity River floodplain as the front yard of the City
- Enhance the City's urban form to increase the appeal of urban life

Summary:

This Comprehensive Land Use Plan is an important tool for the individuals and organizations that make decisions affecting the Trinity River Corridor. Its broad vision describes the character this corridor should have in the future. It establishes the general principles that will direct preparation of detailed plans for smaller parts of this large area. It provides guidance about the appropriate land uses and development patterns for the corridor that can be used by citizens, property owners and City officials as they review specific development proposals. The Trinity River Corridor Comprehensive Land Use Plan is the 'blueprint' for this future. The plan's main sections are:

- A Vision to Transform Dallas' Trinity River Corridor, which imagines the future of this corridor and describes its key features;
- Land Use and Urban Design Throughout the Trinity Corridor, which explains the overall principles that should guide land use and urban design in all parts of the Trinity Corridor;
- Implementation Strategies Throughout the Trinity Corridor, which explains the capital projects and other tools needed to carry out this plan;
- Trinity Corridor District Plans, which provides more detailed direction about the development patterns parts of the corridor;
- Creating This Plan, which summarizes the process used to prepare this plan; and
- Background Documents, which lists the resource reports produced during the planning process.

Staff finds the request **does not comply with the following transformative strategies and their respective goals of the 360 Plan, as this plans' main focus is housing ranging from type, affordability, variety/diversity and placement. Staff felt it important to give mention to the plan due to the location of the request.**

West Dallas Comprehensive Land Use Study:

Staff finds the request **does not comply with the following transformative strategies and their respective goals of the 360 Plan, as this plans' main focus is housing ranging from type, affordability, variety/diversity and placement. Staff felt it important to give mention to the plan due to the location of the request.**

Fort Worth Avenue Land Use Plan, 2005:

Summary:

In March 2003, Dallas City Council directed the Development Services Department to conduct the Fort Worth Avenue Corridor Land Use and Urban Design Plan. A Steering

Committee led the effort and included key City departments, other governmental agencies, area residents, property and business owners. The Fort Worth Avenue Development Group (FWADG) helped organize broad-based representation of area residential, business, property owner and citizen interests.

The study analysis examined needs associated with code compliance, economic development, infrastructure improvements, crime and public safety, transportation, land use, and zoning. The plan identifies opportunities to create a more walkable, mixed use urban development pattern.

The plan provides a 'vision' of the community's desires for re-development and lists the tools needed to get there. Special Purpose District (PD 714), the West Commerce Street/Fort Worth Avenue Special Purpose District, was adopted in February 2005 using the study as its basis.

Vision:

To "...create a more balanced mix of neighborhood friendly development; improve and support the overall stability of existing single family residential neighborhoods that abut the corridor; incorporate high quality development and redevelopment; enhance pedestrian connections between neighborhoods across the corridor; respect the value of historic properties; and address infrastructure and transportation needs".

Staff finds the request **does not comply with the following transformative strategies and their respective goals of the 360 Plan, as this plans' main focus is housing ranging from type, affordability, variety/diversity and placement. Staff felt it important to give mention to the plan due to the location of the request.**

Land Use:

	Zoning	Land Use
Site	PD. No. 714; Subdistrict 1A	Residential, Retail & Office
North	PD. No. 714; Subdistrict 1A, PD. No. 891, IR Industrial Research District & SUP No. 573	Retail, commercial and multifamily uses; vacant lots
South	PD. No. 714; Subdistrict 1A & 1D, IR Industrial Research District	Multifamily and retail uses
East	PD. No. 714; Subdistrict 1A w/ SUP No. 2383	Residential and mixed-use
West	PD. No. 714; Subdistrict 1B	Residential, retail and commercial uses.

Land Use Compatibility:

The area of request is currently developed with existing residential building (apartment complex) with retail and office, existing parking lot, parking garage and amenity spaces, on property zoned Planned Development District No. 714 (approx. 3.227 acres in total size), located on the Northeast corner of West Commerce Street and Pittman Street.

PD No. 714 establishes the following criteria for...

To the north of the property are institutional uses (Lovers Lane United Methodist Church), parking and residential uses. To the south, east and west of the property are all residential uses. With the immediate area being mostly residential uses and the subject site having an existing private school staff, finds the applicant's request for a new private school to be appropriate and compatible with the surrounding area. However, staff does not support the path the applicant has chosen to take, the creation of a new PD and termination of the existing SUP, to achieve the request.

Landscaping:

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

Parking:

At permitting, the applicant would be required to comply with the standard parking ratios for the specified use(s), as well as any other uses permitted under the existing Planned Development District No. 714.

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 a "C" MVA area.

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There is the "C" MVA area immediately surrounding the subject property in all directions. To the far north is the "E" MVA area and to the far south is "B" MVA area.

List of Officers

411 W Commerce
EQR-Westerly GP, LLC

President	Benjamin Stoll
Vice President	Caroline Hammond
Vice President	Daniel Henning
Vice President	Tiffany Higgins
Vice President	Drew Sullins
Vice President	Mark Trager
Secretary	Christopher Maher

APPLICANT'S PROPOSED PD CONDITIONS

**ARTICLE
714.**

PD 714.

West Commerce Street/Fort Worth Avenue Special Purpose District

SEC. 51P-714.101. LEGISLATIVE HISTORY.

PD 714 was established by Ordinance No. 25898, passed by the Dallas City Council on February 23, 2005. (Ord. 25898)

SEC. 51P-714.102. PROPERTY LOCATION AND SIZE.

PD 714 is established on property located north and south of West Commerce Street and Fort Worth Avenue from North Beckley Avenue to Westmoreland Road. The size of PD 714 is approximately 410.427 acres. (Ord. Nos. 25898; 26876; 27056; 28505; 31570; 32073)

SEC. 51P-714.103. CREATION OF SUBDISTRICTS.

(a) This district is divided into the following subdistricts:

(1) Subdistrict 1. This subdistrict is for medium density mixed-use development that respects existing businesses but gives incentive for new mid-rise commercial and residential development. Development should support West Commerce Street as the gateway from downtown into the area, and strengthen the Sylvan Avenue-Fort Worth Avenue intersection as a retail anchor. New development should support future light rail along the northern edge of the subdistrict. Preserving historic buildings through adaptive re-use is a priority. This subdistrict will be the most densely developed urban subdistrict due to its proximity to the Trinity River and downtown. The mix of uses should lean more to commercial, although residential development is essential to the success of the mixed uses. Buildings should front the street with broad sidewalks. Street trees should line the street edge. On-street parking should be parallel parking along West Commerce Street and Fort Worth Avenue. Off-street parking should be provided behind buildings or in parking structures and shared between adjacent lots. This subdistrict should have an overall urban feel, but still provide pedestrian amenities. Subdistricts 1A, 1B, 1C, 1D, ~~and 1E, and 1F~~ have maximum building heights and maximum stories that reflect the rising topography and protect the downtown view. Buildings should have minimum or no setbacks, with commercial and retail uses at the ground level and office and residential above. Pedestrian protections from traffic, such as street trees, planters, and crosswalks, are desired. Subdistricts 1A, 1B, 1C, 1D, 1D, ~~and 1E, and 1F~~ are part of Subdistrict 1. Except as provided in this article, Subdistrict 1 regulations apply in Subdistricts 1A, 1B, 1C, 1D, ~~and 1E, and 1F~~.

[omitted for brevity]

SEC. 51P-714.104. DEFINITIONS.

[omitted for brevity]

(10) MIXED-USE PROJECT means, except in Subdistrict 1F, a development containing uses in two or more of the following categories, and with the combined floor areas of the uses in each category equaling or exceeding the following percentages of the total floor area of the project:

<u>Use category</u>	<u>Percentage of total floor area</u>
Lodging	10%
Office	15%
Residential	10%
Retail and personal service	5%

In Subdistrict 1F, the following floor area percentages apply:

<u>Use category</u>	<u>Percentage of total floor area</u>
<u>Lodging</u>	<u>10%</u>
<u>Office</u>	<u>15%</u>
<u>Residential</u>	<u>10%</u>
<u>Retail and personal service</u>	<u>2%</u>

[omitted for brevity]

SEC. 51P-714.105. INTERPRETATIONS.

[omitted for brevity]

SEC. 51P-714.105.1. EXHIBITS.

[omitted for brevity]

SEC. 51P-714.106. CONCEPTUAL PLAN.

[omitted for brevity]

SEC. 51P-714.107. DEVELOPMENT PLAN.

[omitted for brevity]

SEC. 51P-714.108. USE REGULATIONS AND DEVELOPMENT STANDARDS IN SUBDISTRICT NOS. 1A, 1B, ~~AND 1D,~~ AND 1F.

(a) Uses. The following listed uses are the only main uses permitted in this subdistrict:

(9) Residential uses.

- College dormitory, fraternity, or sorority house.
- Live/work unit. [Subdistrict 1F only.] [The entire area of a live/work unit is considered a retail and personal service use for purposes of a mixed-use project.]
- Multifamily. [Only as a component of a mixed-use project.]
- Retirement housing. [RAR]
- Single family. [A minimum of eight single family structures must be attached together with a minimum of 15 feet between each group of eight single family structures.]

[omitted for brevity]

(c) Yard, lot, and space regulations.

(5) Height.

(A) Maximum structure height in Subdistricts 1A, ~~and 1D~~, and 1F is 145 feet.

(B) Maximum structure height in Subdistrict 1B is 40 feet.

[omitted for brevity]

(8) Stories.

(A) Maximum number of stories above grade in Subdistricts 1A, ~~and 1D~~, and 1F is 11.

[omitted for brevity]

SEC. 51P-714.108.1 USE REGULATIONS AND DEVELOPMENT STANDARDS IN SUBDISTRICT NO. 1C.

[omitted for brevity]

SEC. 51P-714.108.2 USE REGULATIONS AND DEVELOPMENT STANDARDS IN SUBDISTRICT NO. 1E.

[omitted for brevity]

SEC. 51P-714.109. USE REGULATIONS AND DEVELOPMENT STANDARDS IN SUBDISTRICT NO. 2.

[omitted for brevity]

SEC. 51P-714.110. USE REGULATIONS AND DEVELOPMENT STANDARDS IN SUBDISTRICT NO. 3.

[omitted for brevity]

SEC. 51P-714.111. USE REGULATIONS AND DEVELOPMENT STANDARDS IN SUBDISTRICT NO. 4.

[omitted for brevity]

SEC. 51P-714.112. USE REGULATIONS AND DEVELOPMENT STANDARDS IN SUBDISTRICT NO. 5.

[omitted for brevity]

SEC. 51P-714.113. OFF-STREET PARKING AND LOADING.

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[omitted for brevity]

SEC. 51P-714.114. LANDSCAPING.

[omitted for brevity]

SEC. 51P-714.115. STREET AND SIDEWALK STANDARDS.

[omitted for brevity]

SEC. 51P-714.116. SCREENING REGULATIONS.

[omitted for brevity]

SEC. 51P-714.117. SIGNS.

[omitted for brevity]

SEC. 51P-714.118. ARCHITECTURAL DESIGN STANDARDS.

[omitted for brevity]

(j) Story dimensions.

(3) Except as provided in this subsection, a minimum 14-foot floor-to-floor dimension is required for the ground floor of multi-story nonresidential structures and multi-story mixed-use projects. In Subdistrict 1F, a minimum 11-foot floor-to-floor dimension is required for the ground floor of multi-story mixed-use projects.

[omitted for brevity]

SEC. 51P-714.118.1 MIXED INCOME HOUSING.

[omitted for brevity]

SEC. 51P-714.119. ADDITIONAL PROVISIONS.

[omitted for brevity]

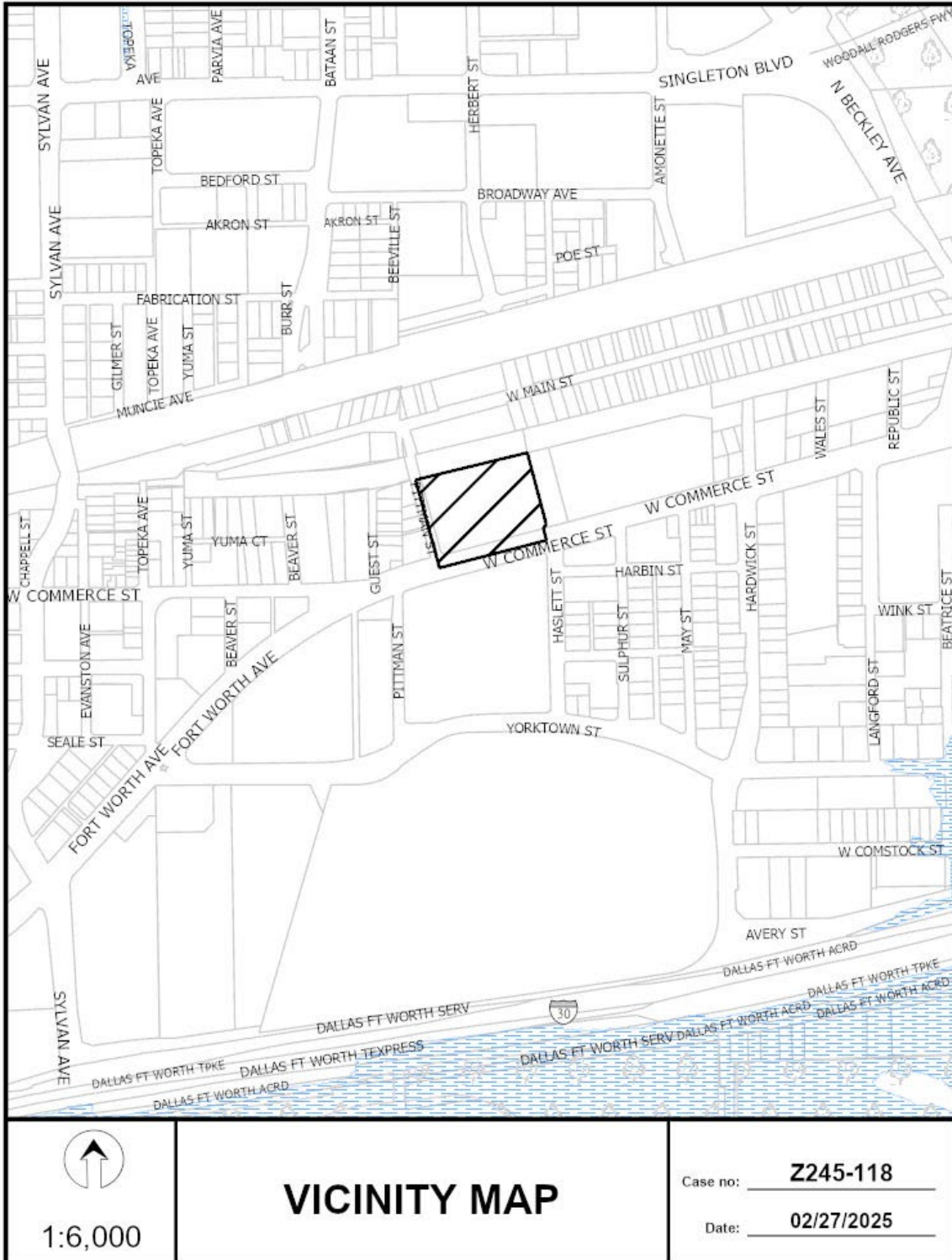
SEC. 51P-714.120. COMPLIANCE WITH CONDITIONS.

[omitted for brevity]

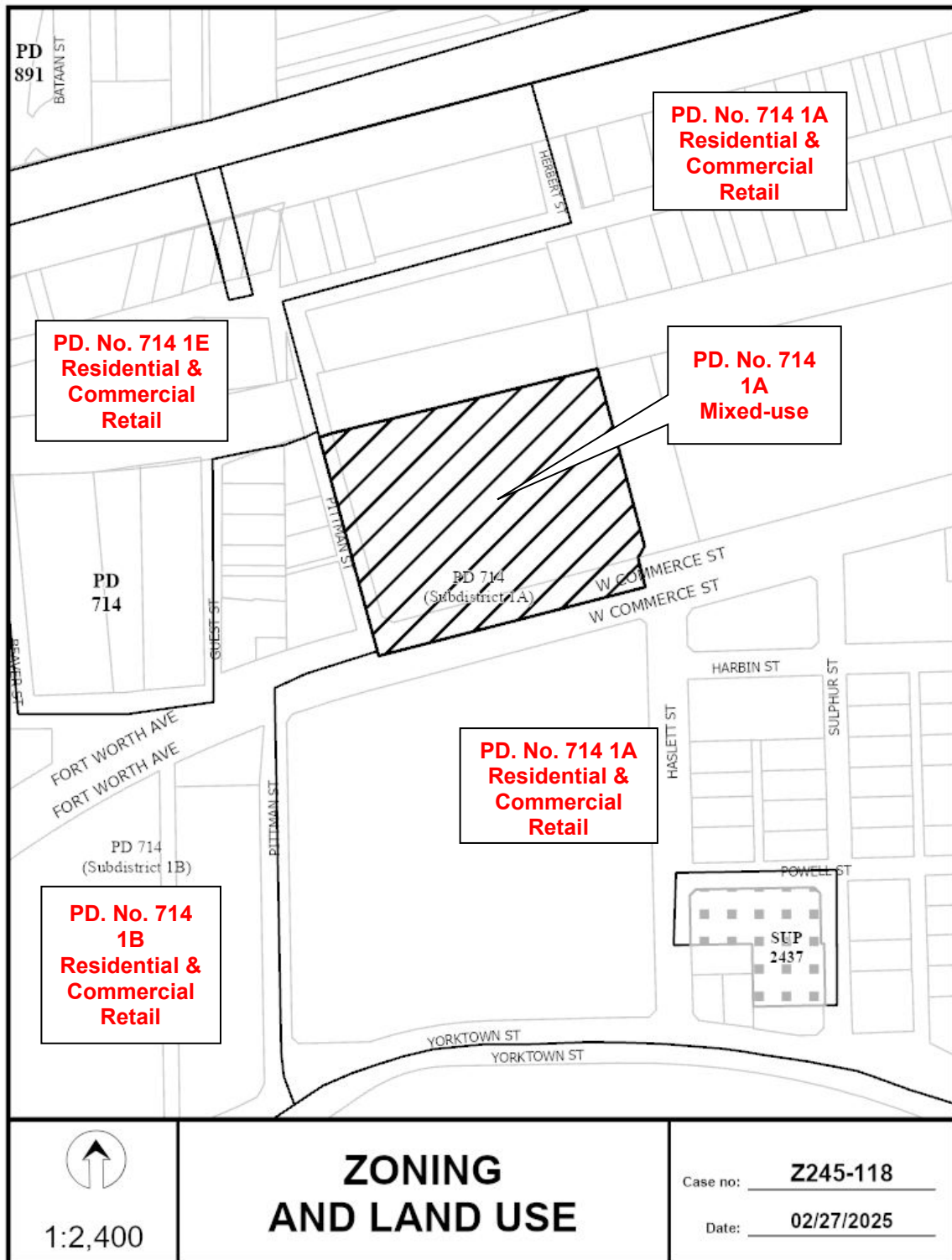
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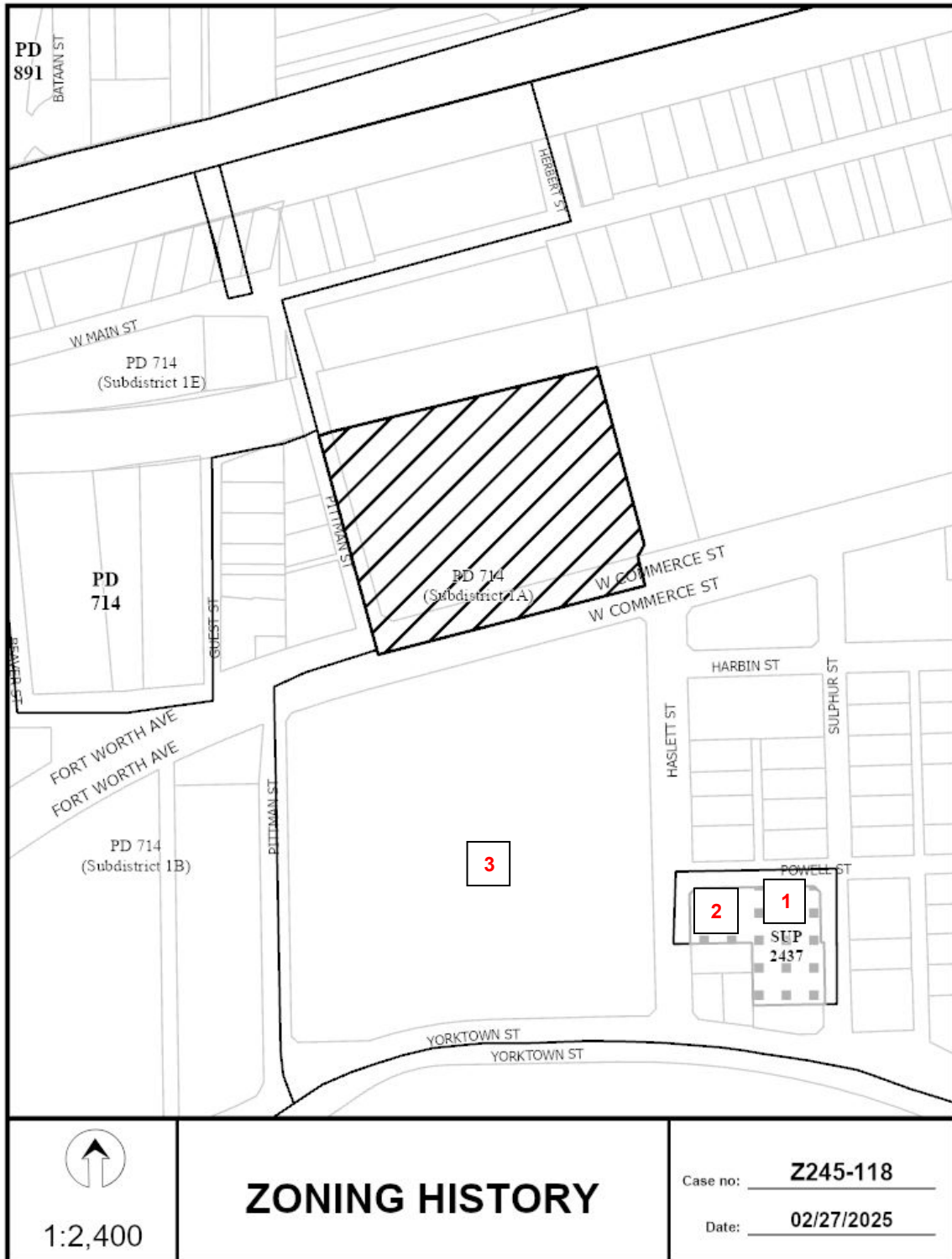
APPLICANT'S PROPOSED DEVELOPMENT PLAN

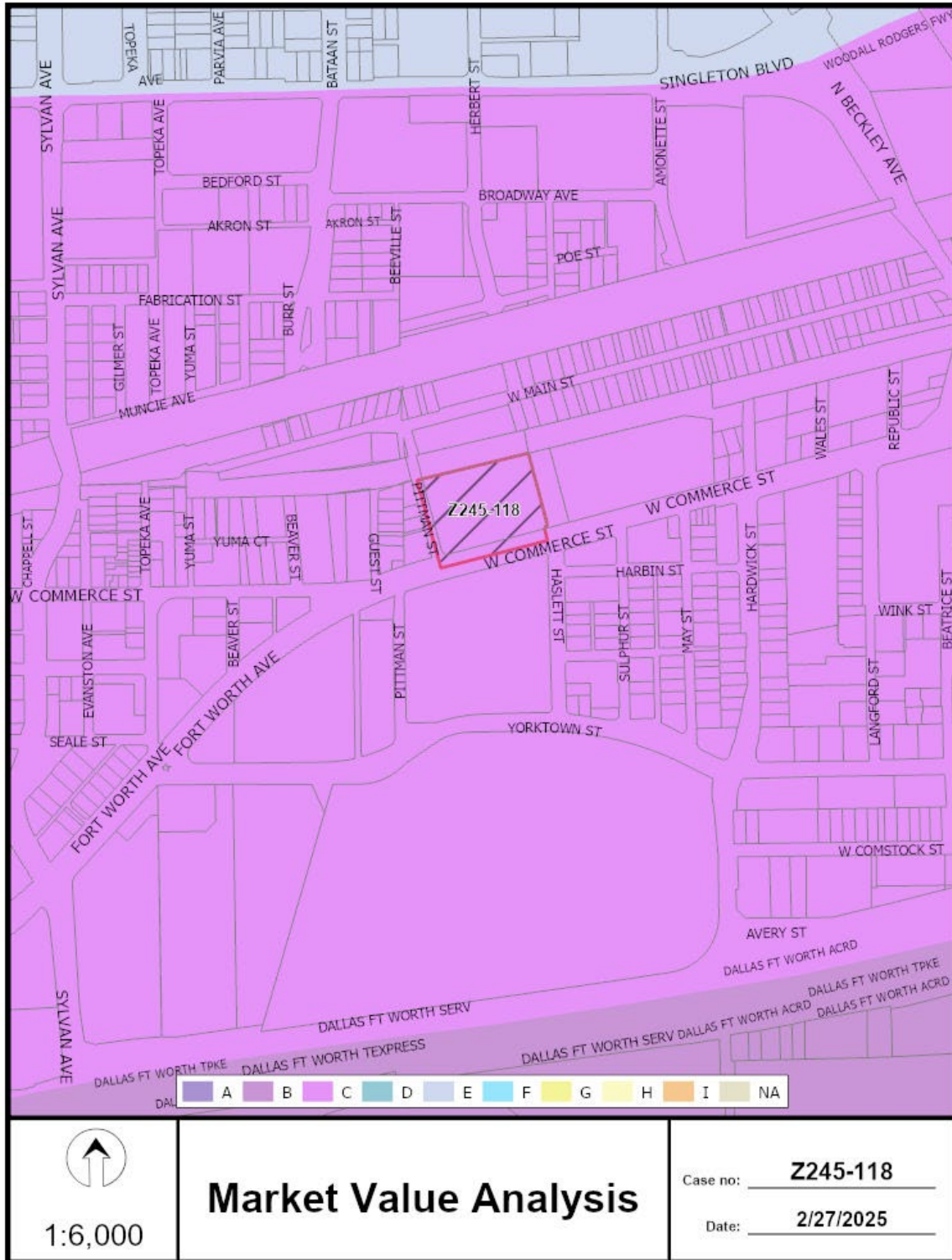
As per [51P-714.107(a)]. no Development Plan is required

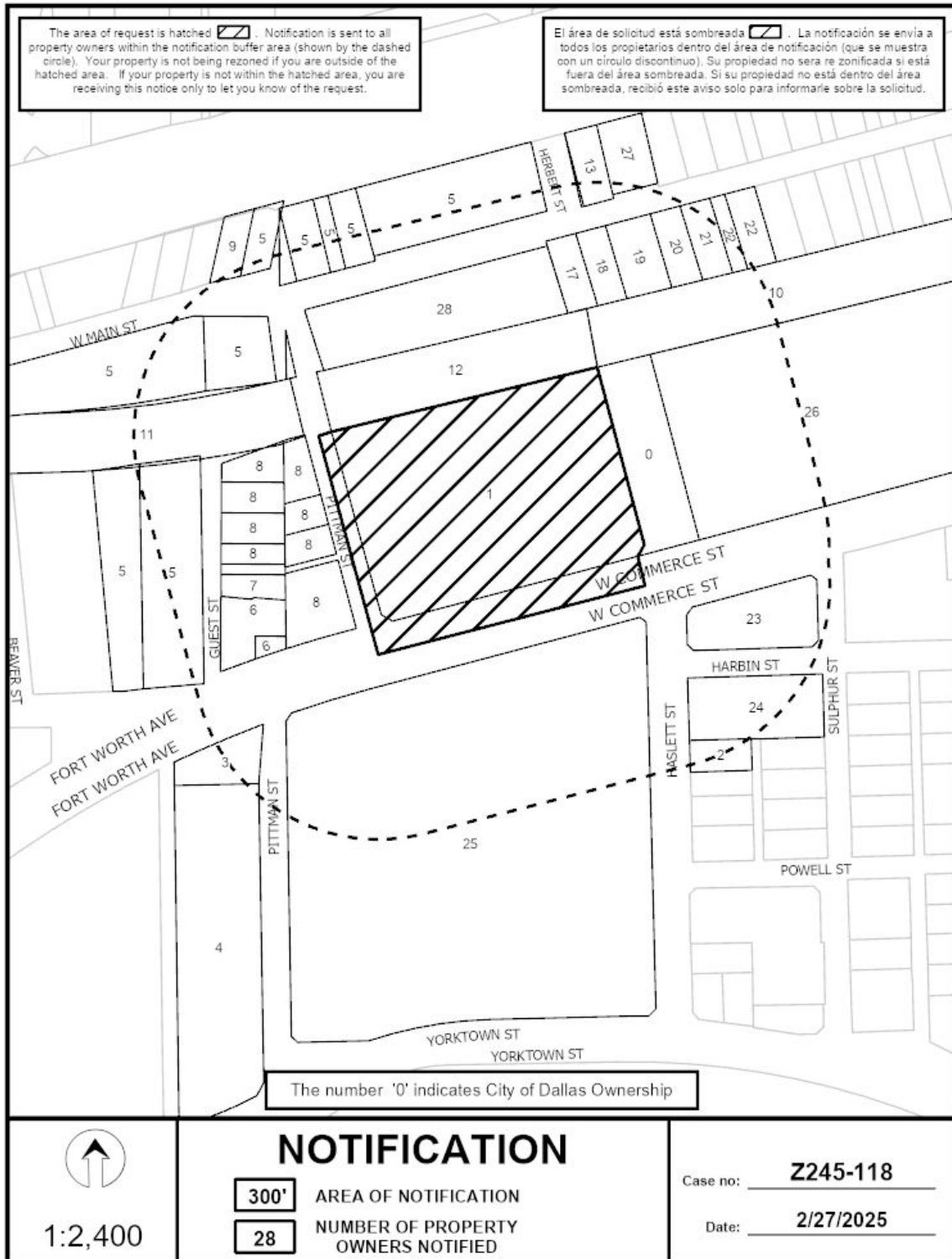












02/27/2025

Notification List of Property Owners***Z245-118******28 Property Owners Notified***

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	411 W COMMERCE ST	EQR-WESTERLY LP
2	2314 HASLETT ST	DONALDSON CAROLYN &
3	510 W COMMERCE ST	OMERTA INTERESTS LLC
4	510 W COMMERCE ST	OMERTA INTERESTS LLC
5	501 W MAIN ST	PSW WEST DALLAS URBAN
6	439 W COMMERCE ST	MNS PROPERTIES INC
7	2408 GUEST ST	MNS PROPERTIES LLC
8	2414 GUEST ST	MNS PROPERTIES INC
9	507 W MAIN ST	HUTCHISON MAUREEN &
10	2500 HARDWICK ST	FOUNTAIN GRASS LLC
11	2500 HARDWICK ST	PSW WEST DALLAS URBAN VILLAGE LLC
12	2500 HARDWICK ST	PSW WEST DALLAS URBAN VILLAGE
13	337 W MAIN ST	PSW WEST DALLAS URBAN VILLAGE
14	339 W MAIN ST	COMMERCE PROPERTIES WEST LC
15	425 W MAIN ST	PSW REAL ESTATE LLC
16	428 W MAIN ST	MOXIE INVESTMENTS LTD
17	338 W MAIN ST	CUNNINGHAM J W
18	336 W MAIN ST	CALCOTE BEVERLY &
19	330 W MAIN ST	LONE STAR MISSIONARY BAPTIST
20	324 W MAIN ST	Taxpayer at
21	322 W MAIN ST	BECKLEY COMMERCE ACQUISITIONS LLC
22	318 W MAIN ST	BLUE OAT GRASS LLC
23	332 W COMMERCE ST	AGESHEN MALCOM
24	2322 HASLETT ST	VAFEE ABDOL H
25	444 W COMMERCE ST	TW COMMERCE TEN 10 LLC &
26	305 W COMMERCE ST	305 WEST COMMERCE LLC

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<i>Label #</i>	<i>Address</i>	<i>Owner</i>
27	331 W MAIN ST	LONE STAR BAPTIST CHURCH
28	400 W MAIN ST	PSW WEST DALLAS URBAN