

FILE NUMBER: Z-26-000079

DATE FILED: April 16, 2026

LOCATION: Southeast corner of Alpha Road and Preston Road.

COUNCIL DISTRICT: 11

SIZE OF REQUEST: 10.7 acres

CENSUS TRACT: 48113013608

REPRESENTATIVE: Rob Baldwin / Baldwin Associates, LLC

APPLICANT: John Falb / Gilliland Properties II, LLC

OWNERS: John Falb / Gilliland Properties II, LLC
Mitchell Fonberg / Fonberg Holdings, Ltd.
Larry Vineyard / Arnold Square Investments

REQUEST: An application for an amendment to Planned Development District No. 17.

SUMMARY: The purpose of the request is to update and modernize the PD conditions to reflect the existing development and current Dallas Development Code regulations.

STAFF

RECOMMENDATION: **Approval**, subject to staff's recommended conditions.

PRIOR CPC ACTION: At the July 23, 2026 hearing, the City Plan Commission moved to hold the item under advisement to August 20.

PD 17: <https://dallascityhall.com/departments/city-attorney/pages/articles-data.aspx?pd=17>

BACKGROUND INFORMATION:

- PD 17 was originally established on February 12, 1962, and has been amended multiple times, most recently in 1984.
- The site is developed as a shopping center containing a mix of retail, restaurant, and office uses.
- According to the applicant, the existing development contains a substantial amount of underutilized surface parking that remains largely vacant during typical operating conditions.
- The request proposes amendments to the PD conditions to modernize the district regulations, codify the development plan, apply current Dallas Development Code parking regulations, and remove outdated conversion and dedication provisions. Many of the existing regulations were codified in the PD when it was established and are no longer consistent with the format and structure of the current code.
- No expansion of the existing development or changes to the PD boundaries are proposed as part of this request.

Zoning History:

There have been two zoning cases in the area in the past five years:

1. **Z212-241:** On October 26, 2022, the City Council approved an amendment to Specific Use Permit 502 for a private recreation center, club, or area limited to a private tennis club on property generally located on the south line of Dilbeck Lane, east of Preston Road. The amendment replaced the property description, updated the site/landscape plan, and revised conditions related to landscaping, lighting, parking, screening, signage, ingress and egress, and development standards.
2. **Z212-254:** On April 26, 2022, staff received an application for an amendment to Planned Development District No. 16 on the east line of Preston Road, north of Lyndon B. Johnson Freeway.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Proposed ROW
Preston Road	Principal Arterial	112'
Alpha Road	Community Collector	60'
Dilbeck Lane	Local Street	-

Traffic:

The Transportation Development Services Division of the Transportation Department has reviewed the request and determined that it will not have a significant impact on the surrounding roadway system. The request includes the removal of an outdated dedication provision; however, any required right-of-way dedication will continue to be addressed through the City's standard development review and permitting processes. Staff will continue reviewing engineering plans at permitting to ensure compliance with applicable city standards.

Transit Access:

The following transit services are located within ½ mile of the site:

DART Bus Routes:

22, 237

STAFF ANALYSIS:

Comprehensive Plan:

The forwardDallas 2.0! Comprehensive Plan was adopted by the City Council in September 2024. ForwardDallas 2.0 is a refreshed guide that takes into account how our City has evolved over the last two decades and how we should plan for what is on the horizon - from our continued economic growth to our long-term social vibrancy. ForwardDallas is a guidance plan; it is not a zoning document. This Comprehensive Plan outlines several goals and policies that can serve as a framework for assisting in evaluating the applicant's request.

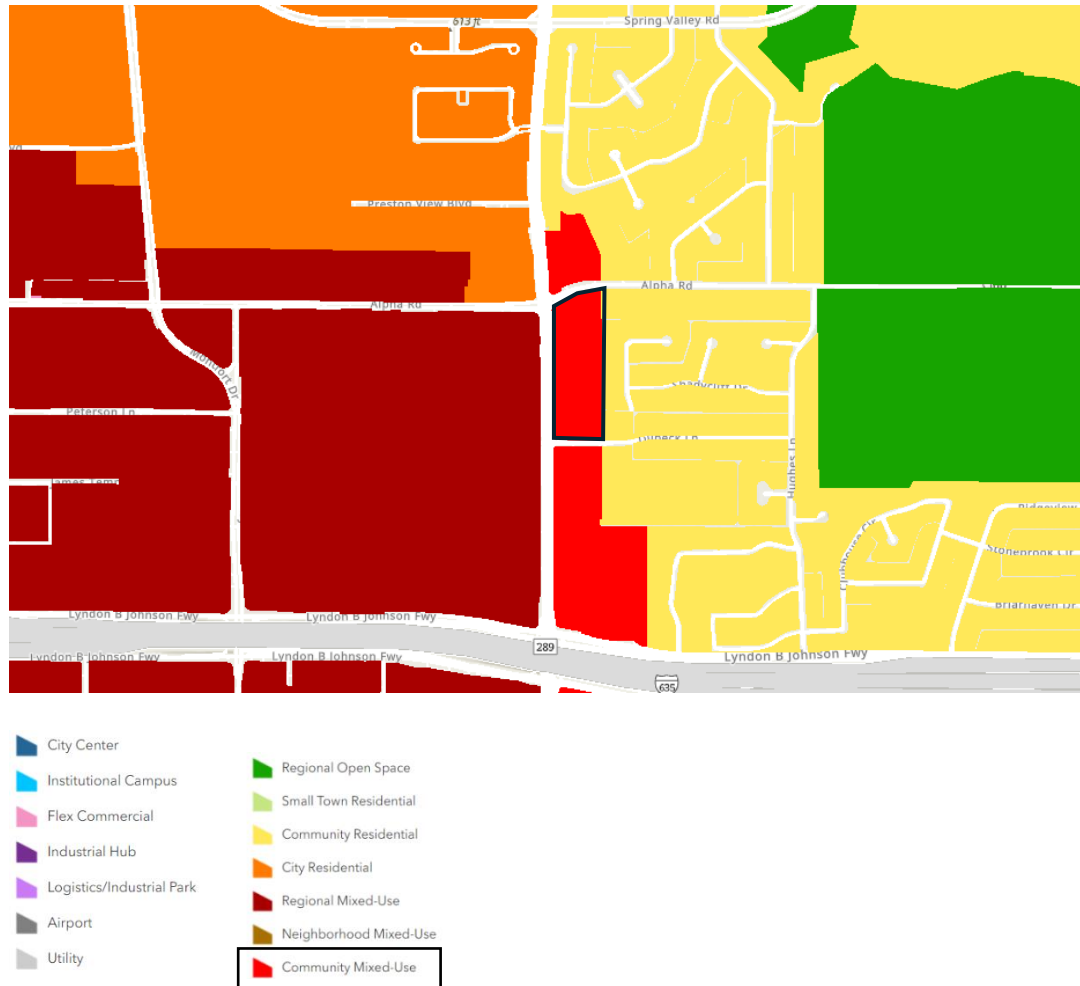
The subject site is located within the **Community Mixed Use** placetype:

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

Community Mixed-Use areas are located at major intersections and along key corridors, serving multiple surrounding neighborhoods and attracting retailers and services that require a larger market area. A mix of commercial, office, residential, retail, and services are concentrated adjacent to larger nodes of activity. Commercial centers, commercial corridors, and office parks are representative of this placetype. These districts accommodate broader market needs while reinforcing neighborhood access to goods, jobs, and services in a compact, mixed-use environment.

The proposal is consistent with the Community Mixed Use placetype, as it maintains the existing mixed-use shopping center and supports updated parking regulations in an area intended for compact, mixed-use development where excessive surface parking is discouraged.

The map below illustrates the site's location within the forwardDallas 2.0 placetype framework.



Land Use

	Zoning	Land Use
Site	PD 17	Retail, personal service use, restaurant with and without drive-in or drive-through service, financial institution with drive-in window
North	RR Regional Retail District	Retail, personal service use, restaurant with and without drive-in or drive-through service
East	R-16(A) Single Family District	Undeveloped, Single family
South	RR Regional Retail District	Single family
West	Subdistrict 1 within PD 887, the Valley View-Galleria Area Special Purpose District	Undeveloped

Land Use Compatibility:

The subject site is zoned Planned Development District 17 and is developed with retail, restaurant, office, and personal service uses. The existing PD generally allows the range of uses permitted in the former LR-3 Local Retail District, which historically accommodated a variety of neighborhood- and community-serving commercial uses. The request would modernize the district by replacing references to the former LR-3 regulations with current CR Community Retail District regulations **with certain CR uses specifically prohibited**. LR-3 functioned similarly to CR except it allowed used car lot and vulcanizing shop, uses that would be prohibited in the proposed zoning.

Surrounding properties include Regional Retail (RR) District zoning to the north and south developed with retail, restaurant, and personal service uses; R-16(A) Single Family District zoning to the east developed with single-family residential uses; and Subdistrict 1 within Planned Development District 887, the Valley View-Galleria Area Special Purpose District to the west, which is currently undeveloped.

Staff find that the request maintains compatibility with surrounding land uses because it does not propose an expansion of the existing shopping center, introduce new development areas, or alter the site's established commercial character. Rather, the request updates the regulatory framework governing the site by replacing references to obsolete zoning regulations with current code standards while preserving the site's longstanding commercial use within an established retail corridor. Given the surrounding commercial context and the absence of any significant change to the existing development pattern, staff finds the request to be compatible with the surrounding area.

Development Standards

Without causing a substantial change to the site's established commercial character, the proposed change updates the PD to reference current CR Community Retail District regulations in place of the former LR-3 Local Retail District standards. As a result, certain development standards will be updated to reflect current code requirements. Although some portions of the existing development may become nonconforming with respect to the updated standards, the request does not propose any physical modifications to those areas. The site will continue to function as an established commercial shopping center, and staff finds the updated regulatory framework to be appropriate and compatible with the surrounding context.

District	Setbacks		Density	FAR	Height	Lot Cvrg.
	Front	Side/Rear				

Existing: PD 17 (Generally referencing LR-3 Local Retail regulations)	25'	Retail: Side: 0 Rear: 0 Adj. Residential: Side: 10' min. (5' min., 15' max.) Rear: 20% of lot depth Corner Lot: Side: 10'	No max	No maximum	2.5 stories (approximately 31 feet)	No maximum specified
Proposed: PD 17 (Generally referencing CR Community Retail regulations)	Along Dilbeck Lane: 14' OTHER: 15'	20' adjacent to residential OTHER: No Min.	No max	0.75 FAR overall 0.5 FAR office	45 ft	60%

Parking:

Pursuant to the existing standards of Planned Development District 17, off-street parking is required at specific ratios established within the PD, including one parking space per 200 square feet of retail floor area, one parking space per 250 square feet of office floor area, and one parking space per 150 square feet of restaurant, medical clinic, or doctor's office floor area.

According to the applicant, the shopping center contains a substantial amount of parking that remains underutilized during typical operating conditions. The proposed amendment would replace these use-specific ratios with a uniform requirement of one parking space for every 300 square feet of floor area, regardless of use. However, staff recommends that parking requirements default to the applicable Dallas Development Code standards rather than establishing a separate parking ratio within the PD.

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 in an "B" MVA area.

List of Officers

Gilliland Properties, II, Ltd.

- John Falb, Partner
- Lynn G. O'Neil
Leigh Crow

Fonberg Holdings, Ltd.

- Mitchell Fonberg

Arnold Square Investments, LLC

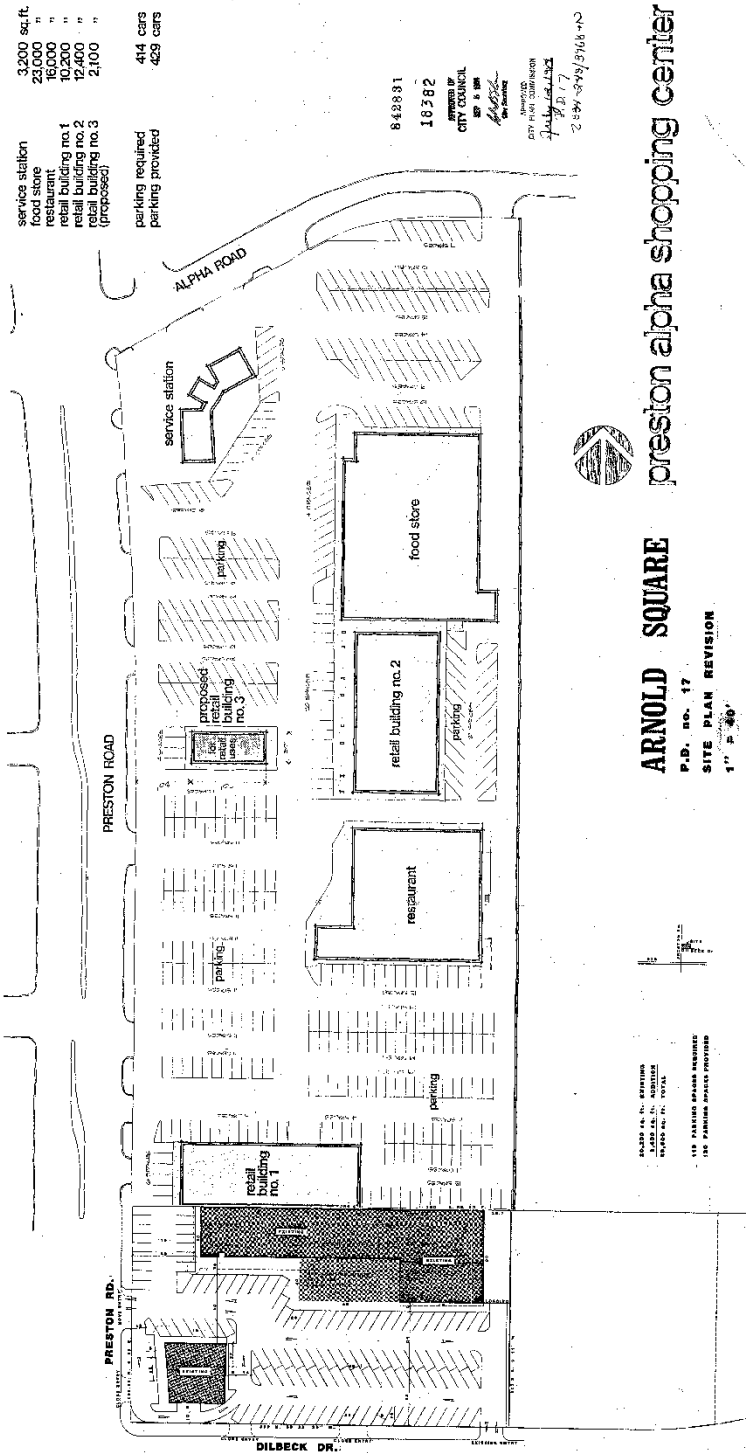
- Laurence B. Vineyard

Arnold Square

- Laurence B. Vineyard

Existing Development Plan

Exhibit 17A



Baldwin
Associates

BALDWIN ASSOCIATES
3904 Elm Street, Suite B
Dallas, Texas 75226
MOBILE: 214.729.7949
OFFICE: 214.824.7949
rob@baldwinplanning.com

VICINITY MAP

Exhibit 17A
DEVELOPMENT PLAN

1 DEVELOP
SCALE: 1"=50'-0"



Z-26-000079(MH)

PROPOSED PD CONDITIONS

ARTICLE 17.

PD 17.

SEC. 51P-17.101. LEGISLATIVE HISTORY.

PD 17 was established as a special permit by Ordinance No. 9148, passed by the Dallas City Council on February 12, 1962. Ordinance No. 9148 amended basic Zoning Ordinance No. 5238, passed by the Dallas City Council on August 28, 1951. Ordinance No. 9148 was subsequently amended by Ordinance No. 10290, passed by the Dallas City Council on April 6, 1964, and Resolution No. 64-6694, passed by the Dallas City Council on December 7, 1964. The special permit created by Ordinance No. 9148, as amended, was converted to PD 17 by Comprehensive General Zoning Ordinance No. 10962, passed by the Dallas City Council on March 29, 1965. Subsequently, Ordinance No. 9148 was amended by Resolution No. 70-3827, passed by the Dallas City Council on September 8, 1970; Ordinance No. 13671, passed by the Dallas City Council on June 5, 1972; Resolution No. 76-0734, passed by the Dallas City Council on March 15, 1976; Ordinance No. 16339, passed by the Dallas City Council on August 29, 1979; and by Ordinance No. 18382, passed by the Dallas City Council on September 5, 1984.

SEC. 51P-17.102. PROPERTY LOCATION AND SIZE.

PD 17 is established on property located at the southeast corner of Alpha Road and Preston Road. The size of PD 17 is approximately 10.732 acres.

SEC. 51P-17.103. DEFINITIONS AND INTERPRETATIONS.

- (a) Unless otherwise stated, the definitions and interpretations contained in Chapter 51A apply to this article.
- (b) Unless otherwise stated, all references to uses, articles, divisions, or sections in this article are to uses, articles, divisions, or sections in Chapter 51A.
- (c) This district is considered to a nonresidential zoning district.

SEC. 51P-17.104. MAIN USES PERMITTED.

(a) Except as provided in this section, the only main uses permitted are those main uses permitted in the CR Community Retail District, subject to the same conditions applicable in the CR Community Retail District, as set out in Chapter 51A. For example, a use permitted in the CR Community Retail 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 CR Community Retail District is subject to DIR in this district; etc.

~~[Only Local Retail 3 District uses are permitted on the property. See Appendix A.]~~

- (b) The following uses are prohibited:

(1) Commercial and business service uses.

--Building repair and maintenance shop.

--Electronics service center.

(2) Institutional and community service uses.

--Cemetery or mausoleum.

(3) Lodging uses.

--Lodging or boarding house.

--Overnight general purpose shelter.

(4) Miscellaneous uses.

--Attached non-premise sign.

--Carnival or circus (temporary).

(5) Residential uses.

--College dormitory, fraternity, or sorority house.

(6) Retail and personal service uses.

--Ambulance service.

(7) Utility and public service uses.

--Commercial radio and television transmitting station.

SEC. 51P-17.104.1. 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-17.104.2. YARD, LOT, AND SPACE REGULATIONS.

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

(a) In general. Except as provided in this section, the yard, lot, and space regulation for the CR Community Retail District apply.

(b) Front yard.

(1) Except as provided in this subsection, the minimum front yard is 15 feet.

(2) The minimum front yard along Dilbeck Lane is 14 feet.

(c) Side and rear yard. Minimum side and rear yard is: 20 feet where adjacent to or directly across an alley from an R, R(A), D, D(A), TH, TH(A), CH, MF, or MF(A) district; and no minimum in all other cases.

(d) Height. The maximum structure height is 45 feet.

SEC. 51P-17.105. OFF-STREET PARKING AND LOADING.

~~Off street parking must be provided at the following minimum ratios: One space for every 200 square feet of retail floor area; one space for every 250 square feet of office area; one space for every 150 square feet of floor area used for doctor's offices, medical clinics or restaurants; and one and one half spaces for each apartment unit.~~

~~For all uses, a minimum of one parking space per 300 square feet of floor area must be provided.~~

Staff Recommendation:

SEC. 51P-17.105. OFF-STREET PARKING AND LOADING.

~~Off street parking must be provided at the following minimum ratios: One space for every 200 square feet of retail floor area; one space for every 250 square feet of office area; one space for every 150 square feet of floor area used for doctor's offices, medical clinics or restaurants; and one and one half spaces for each apartment unit.~~

~~Off-street parking is required in accordance with Chapter 51A, as amended.~~

SEC. 51P-17.106. LANDSCAPING [PAVING].

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

(b) Plant materials must be maintained in a healthy, growing condition. ~~[All service drives, entrances, and parking areas must have a minimum surfacing of six inches of compacted gravel and two coats of penetration asphalt. The developer shall bear the total cost and maintenance of these improvements, including curb and drainage structures that may be necessary.]~~

SEC. 51P-17.107. SIGNS.

(a) Except as provided below, no signs or billboards are permitted other than those pertaining to the occupancy of the premises or commodities sold on the premises, which must be of the flat wall, parapet wall, marquee, ground, or pole type.

(b) Except as provided below, no sign may exceed 28 feet, 9 inches in height.

(c) No pole sign may exceed 36 square feet in area for any exposed single surface or 72 square feet in area for double exposed surfaces. If the pole sign contains more than two exposed surfaces,

the maximum permitted exposed area for all surfaces combined is 72 square feet.

(d) No flat wall, parapet wall, marquee, or pole type sign may project into or over the right-of-way of any public thoroughfare by more than 18 inches.

(e) A maximum of one special project or shopping center sign may be erected for each four acres in the site or tract on which the project is located. The maximum height of a special project or shopping center sign is 50 feet.

(f) All special project, shopping center, billboard, or ground signs must be located a minimum of 25 feet from all property lines. In addition, these signs may not be located closer to an adjacent residential district than a distance equal to twice the height of the proposed sign.

(g) The total exposed surface of all signs facing or visible from a dedicated street which may be placed on any lot, site, or tract may not exceed in square feet the product of four times the lineal feet of frontage of that lot, site, or tract exposed to the street. In the event a tract is exposed to more than one street and signs are to be placed along these additional exposures, then the exposures are considered front yards and must meet all requirements for a front yard.

(h) Flashing, revolving, rotating, or intermittently-lighted signs are prohibited.

SEC. 51P-17.108. SCREENING.

Screening must be provided in accordance with Section 51A-4.602 ~~[to protect the surrounding areas as deemed necessary in the approval of the site plan].~~

SEC. 51P-17.109. ENVIRONMENTAL PERFORMANCE STANDARDS [CONVERSION].

See Article VI. ~~[No conversion, expansion, or use of existing buildings or structures is permitted except on the basis of plans approved by the city plan commission. Plans must show the use that is intended, the relation of yards, off street parking, and other open spaces to surrounding properties.]~~

SEC. 51P-17.110. ADDITIONAL PROVISIONS [DEDICATION].

(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. [Prior to the issuance of a building permit or certificate of occupancy, property must be dedicated along Preston Road and Alpha Road to widen those thoroughfares as provided for in the Major Thoroughfare Plan.]

SEC. 51P-17.109. COMPLIANCE WITH CONDITIONS.

(1) All paved areas, permanent drives, streets, and drainage structures, if any, must be constructed in accordance with standard city specifications and completed ~~[adopted for such purpose, and the same must be done]~~ to the satisfaction of the city ~~[director of public works and transportation].~~

(2) The building official shall not issue a building permit to authorize work, or a [No] certificate

of occupancy to authorize the operation of a use, [may be issued by the building official] until there has been full compliance with [the provisions of] this article, the Dallas Development Code, the construction codes, and all other ordinances, rules, and regulations of the city [and any applicable provisions of the zoning ordinance and the building codes].

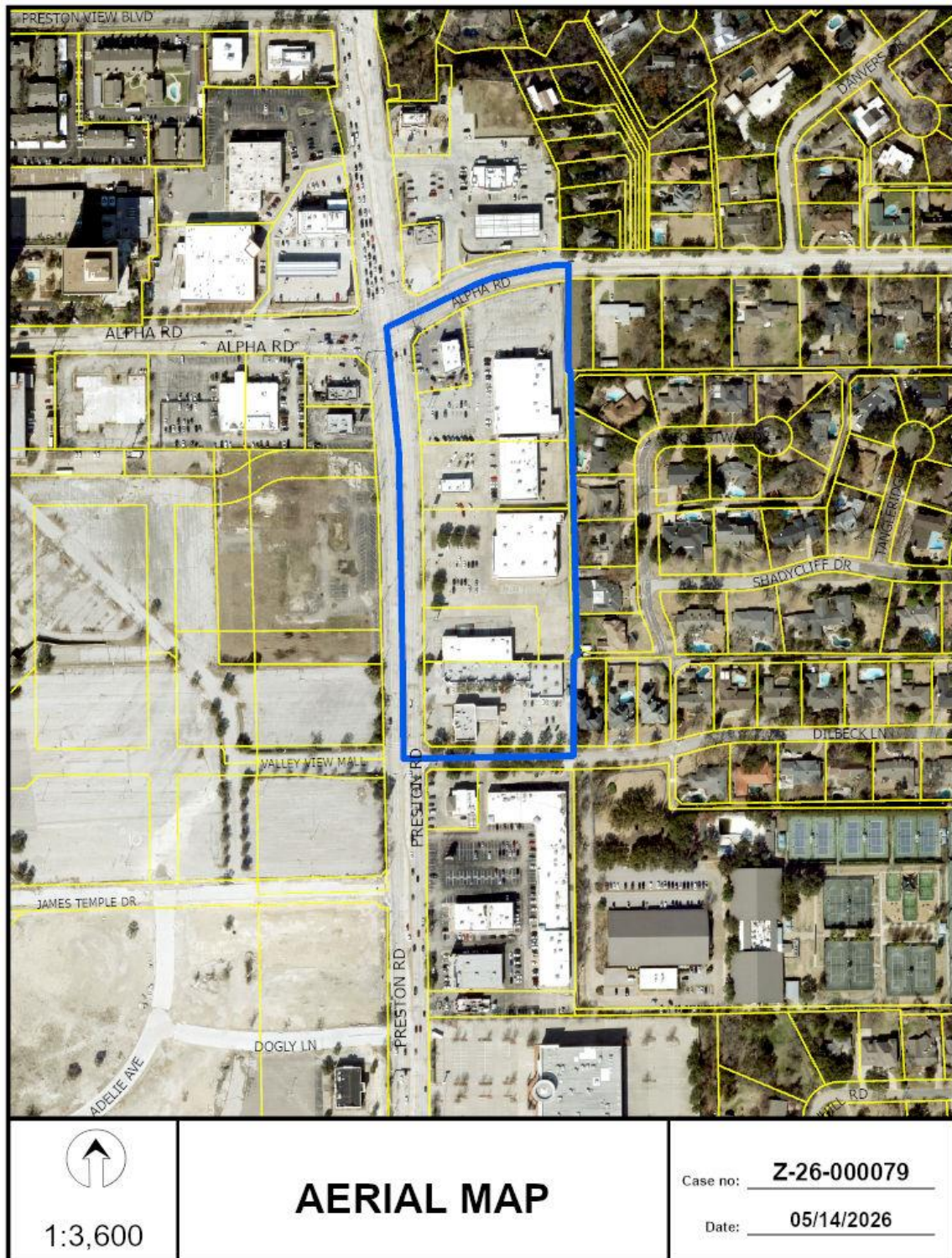
~~SEC. 51P-17.110.~~ ~~ZONING MAP.~~

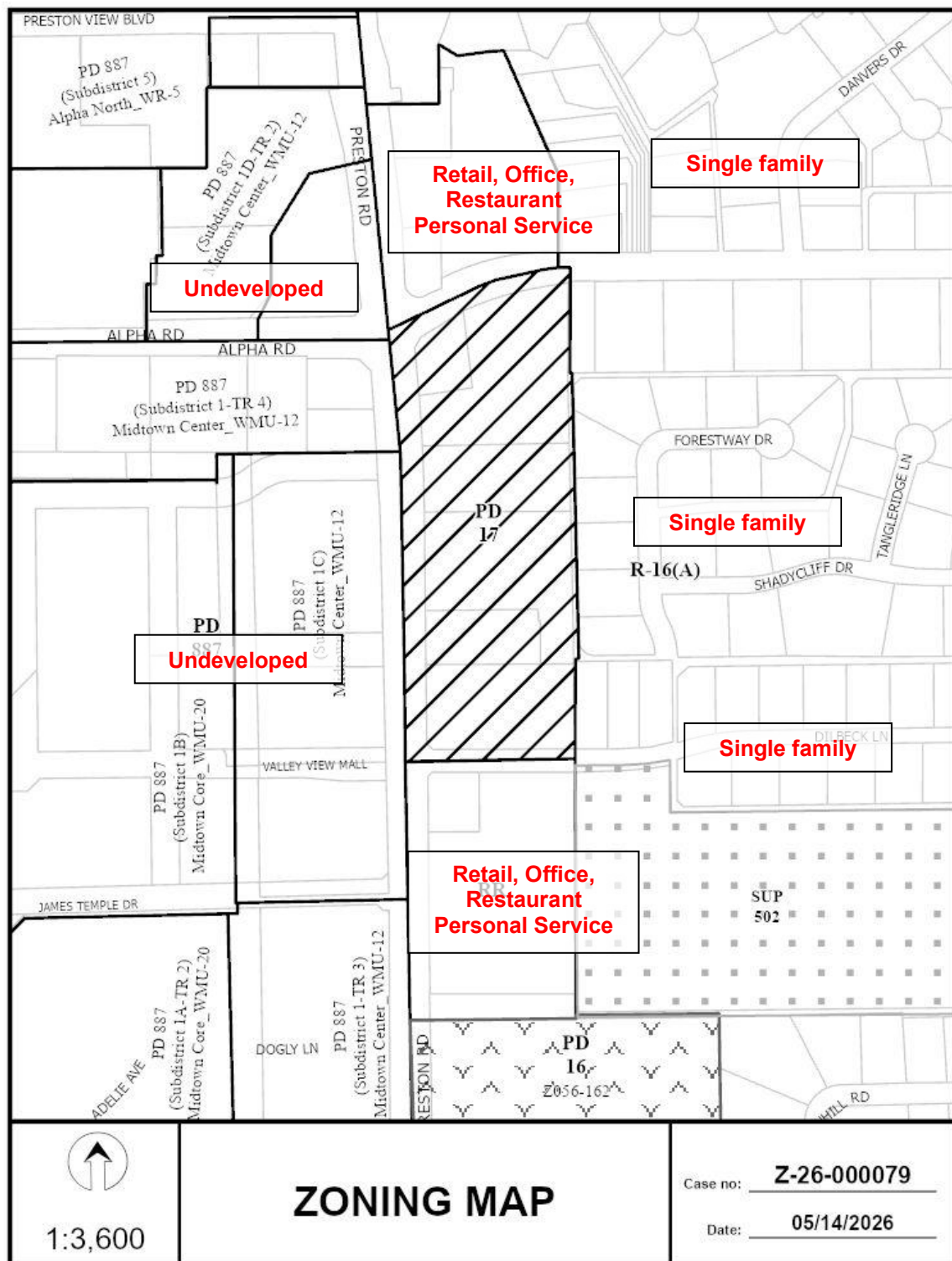
~~PD 17 is located on Zoning Map No. C-7.~~

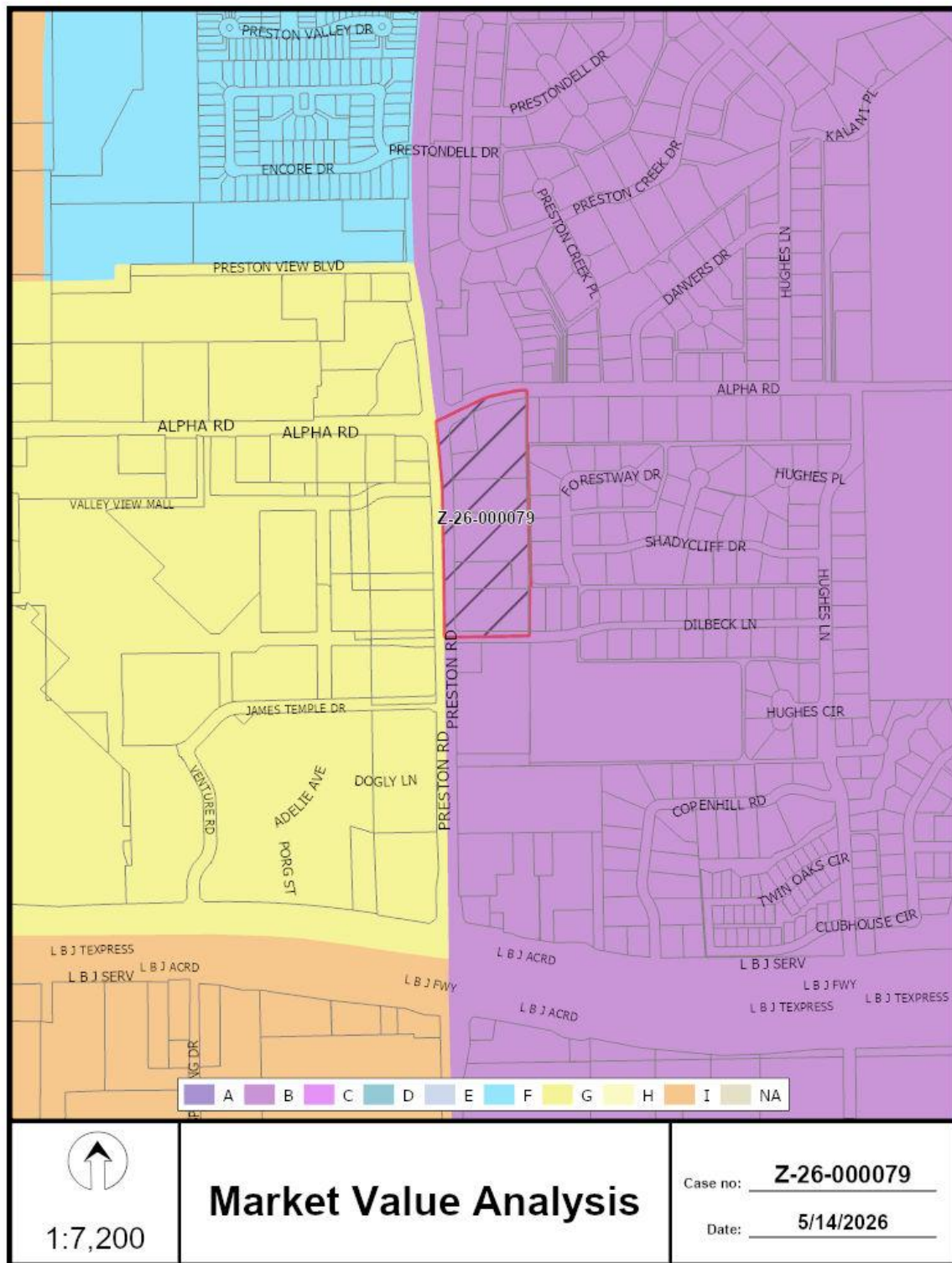
~~SEC. 51P-17.111.~~ ~~PLAN.~~

~~Development must comply with Exhibit 17.~~







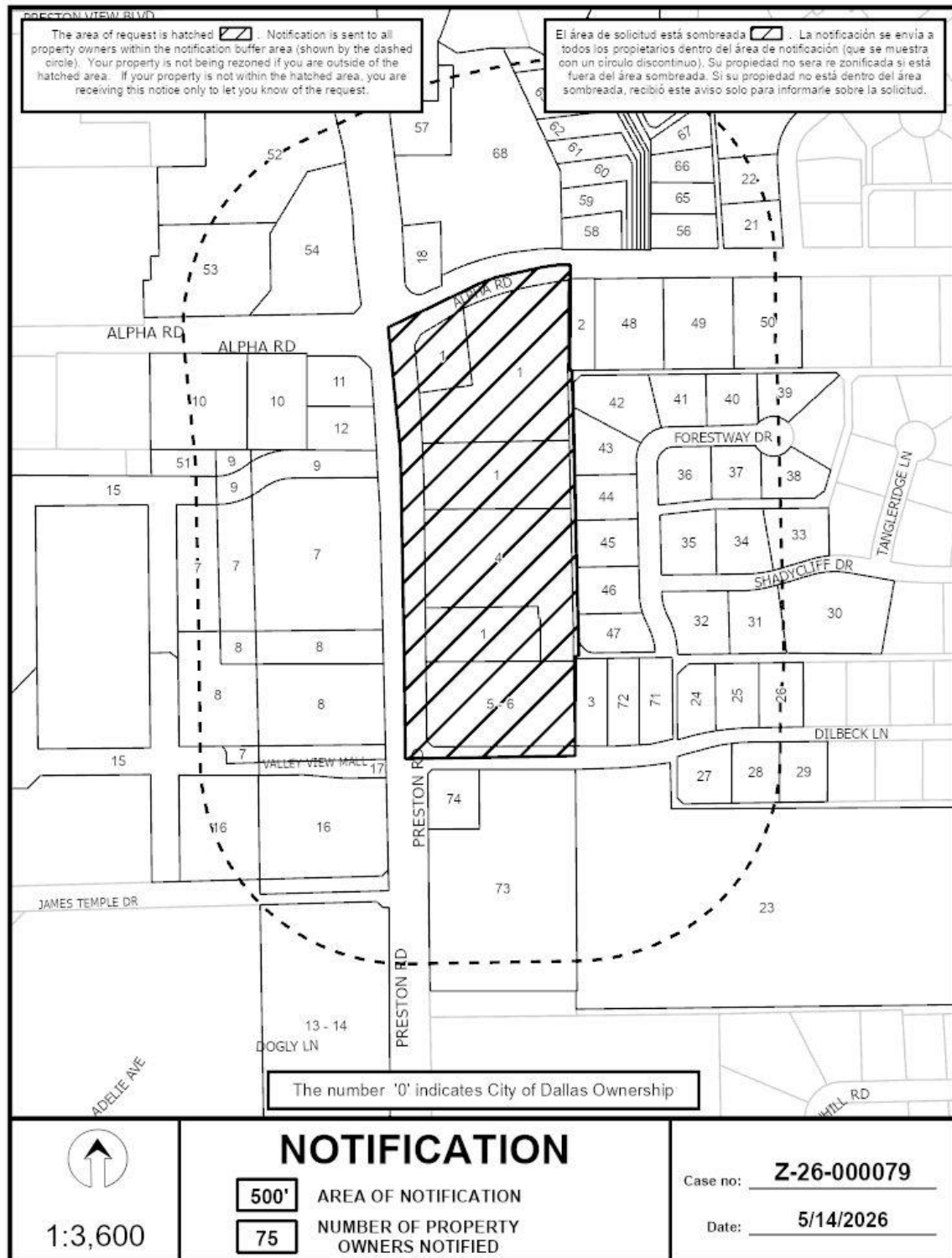


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Market Value Analysis

Case no: **Z-26-000079**

Date: **5/14/2026**



05/14/2026

Notification List of Property Owners***Z-26-000079******75 Property Owners Notified***

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	13548 PRESTON RD	GILLILAND PPTIES II LTD
2	6030 ALPHA RD	GILLILAND PPTIES II LTD
3	6061 DILBECK LN	ADAMS ROBERT M &
4	13444 PRESTON RD	FONBERG HOLDINGS LTD
5	13410 PRESTON RD	ARNOLD SQUARE INVESTMENTS LLC
6	13410 PRESTON RD	ARNOLD SQUARE
7	13439 PRESTON RD	SJM LT MIDTOWN LP
8	13439 PRESTON RD	SJM BLOCK 2 LP
9	13439 PRESTON RD	ALGODON I LP
10	5954 ALPHA RD	LAU FAMILY PS LTD
11	13555 PRESTON RD	FOODMAKER INC
12	13535 PRESTON RD	PRESTON ALPHA INVESTMENTS
13	13131 PRESTON RD	SERITAGE SRC FINANCE LLC
14	13149 PRESTON RD	STERLING JEWELER INC
15	13131 PRESTON RD	13331 PRESTON RD LP
16	13131 PRESTON RD	SJM BLOCK 1 LLC
17	13331 PRESTON RD	13331 PRESTON RD LP
18	13608 PRESTON RD	SCHWARTZ HYMIE TRUST ETAL
19	6136 PRESTON CREEK DR	WANG CHYUNG YAU
20	6166 PRESTON CREEK PL	KNOCH DAVID C & DESIREE A
21	6151 ALPHA RD	DIAMANTINA LLC
22	13713 DANVERS DR	WARLOW RALPH C
23	6060 DILBECK LN	TENNIS CLUB PARTNERS LLC
24	6107 DILBECK LN	BONSACK BRADFORD CARR FAM TR &
25	6117 DILBECK LN	MILLER ANTHONY E &
26	6127 DILBECK LN	HAMMON JASON ROYCE & ANGELA M

05/14/2026

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
27	6110 DILBECK LN	WHITE CYNTHIA G
28	6120 DILBECK LN	PICKAR LORA
29	6130 DILBECK LN	AVERITT PAUL & WENDY
30	6116 SHADYCLIFF DR	KASHI MEHRI
31	6110 SHADYCLIFF DR	TALLEY JANETTE
32	6104 SHADYCLIFF DR	RENBURG BENJAMIN R & APRIL L
33	6115 SHADYCLIFF DR	RONCK DAVID K &
34	6109 SHADYCLIFF DR	EHMKE ANDREW S & KAREN
35	6103 SHADYCLIFF DR	RAMIREZ JOSE
36	13430 FORESTWAY DR	KHOURY ANDREA & MICHAEL J
37	13436 FORESTWAY DR	CAO JASON &
38	13442 FORESTWAY DR	HELMS CHARLES R
39	13441 FORESTWAY DR	M & E KINDE LLC
40	13435 FORESTWAY DR	EMIG JUDITH C LIFE EST
41	13429 FORESTWAY DR	HANKS AARON K & ASHLEY
42	13423 FORESTWAY DR	MARSHALL DEBRA L LIFE EST
43	13417 FORESTWAY DR	HEINTGES MILTON PAUL & MICHELLE
44	13411 FORESTWAY DR	BOWEN PROPERTY GROUP LLC
45	13405 FORESTWAY DR	KARPATY SAMUEL
46	13327 FORESTWAY DR	NELSON DAVID & MELANIE &
47	13321 FORESTWAY DR	CURRY ANNA MARIA TRUST
48	6040 ALPHA RD	JAPANESE BAPTIST CH OF
49	6044 ALPHA RD	MOYAL RON &
50	6048 ALPHA RD	ALLEN EDWARD LEE
51	5820 ALPHA RD	SOUTHWESTERN BELL
52	5955 ALPHA RD	VALK PPTIES ONE LLC
53	5959 ALPHA RD	PSA INVESTORS ONE LP
54	13635 PRESTON RD	7-ELEVEN INC
55	6117 ALPHA RD	WOOD MAC DEVELOPMENT JV
56	6119 ALPHA RD	PRESTON CREEKVIEW EST HOA
57	13670 PRESTON RD	NORTH TEXAS BELLS INVESTMENTS LLC

05/14/2026

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
58	6103 ALPHA RD	HUMPHREYS PATRICIA J
59	6105 ALPHA RD	GONZALEZ EVAN & ANDRA
60	6107 ALPHA RD	RENOUARD GEORGIANNA BUSBOOM
61	6109 ALPHA RD	RAMOSBONNER LUZ
62	6111 ALPHA RD	ABBASI PAYAM
63	6113 ALPHA RD	FLYNN MARC MANUEL
64	6115 ALPHA RD	MITTERER MICHAEL &
65	6121 ALPHA RD	SIDDONS SCOTT V & JULIET
66	6123 ALPHA RD	PODOLSKY IRIS
67	6125 ALPHA RD	ROGERS DENNIS
68	13612 PRESTON RD	QT SOUTH LLC
69	13731 DANVERS DR	IMJ LIVING TRUST
70	6174 PRESTON CREEK PL	BOYETTE AMANDA S
71	6069 DILBECK LN	JURGENS DAVID K & JOANNA M
72	6065 DILBECK LN	WALSH THOMAS
73	13330 PRESTON RD	PRESTON VALLEY VIEW LTD
74	13398 PRESTON RD	PALADIN COMPANY LLC
75	11111 SOUTH BLVD	DALLAS TIF#151 MONFORT-IH 635-DALLAS