

FILE NUMBER: Z223-315(LC) **DATE FILED:** July 20, 2023
LOCATION: Northwest corner of East Jefferson Boulevard and South Marsalis Avenue
COUNCIL DISTRICT: 1
SIZE OF REQUEST: 1.72 acres **CENSUS TRACT:** 48113004800

REPRESENTATIVE: Rob Baldwin, Baldwin Associates

OWNER/APPLICANT: 549 E. Jefferson Blvd., LLC

REQUEST: An application for an MU-3 Mixed Use District on property zoned an RR Regional Retail District with H/90 Oak Cliff United Methodist Church Historic District Overlay.

SUMMARY: The purpose of the request is to allow mixed use commercial and residential units on the property.

STAFF RECOMMENDATION: Approval.

BACKGROUND INFORMATION:

- The area of request is currently zoned an RR Regional Retail District and developed with an existing vacant building previously used as a church, an existing vacant building previously used as a youth center, and an existing parking lot (approx. 1.72 acres total in size).
- Geographically located in southern Dallas, approx. 3 miles from downtown.
- This is a corner lot at an intersection, with frontage on both East Jefferson Boulevard and South Marsalis Avenue.
- The purpose of the request is to renovate the Historic Oak Cliff United Methodist Church and allow mixed use retail consisting of commercial and residential units while maintaining the historical aspect of the original building.
- Applicant proposes the property be rezoned to allow for the renovation of the church and mixed-use development.
- To accomplish this, the applicant is requesting a general zoning change to an MU-3 Mixed Use District.

Zoning History:

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

1. **Z201-106:** On May 26, 2021, City Council approved a Specific Use Permit for a commercial surface parking lot on property zoned Subdistrict F (WMU-12) within Planned Development District 468, the Oak Cliff Gateway Special Purpose District, on the northwest corner of East 11th Street and South Ewing Avenue.
2. **Z212-314:** On February 22, 2023, City Council approved a Planned Development District for MF-2(A) Multifamily District uses on property zoned an RR Regional Retail District, located on the northwest corner of East 9th Street and Lansing Street.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
East Jefferson Boulevard	Minor Arterial	Existing ROW
South Marsalis Avenue	Community Collector	44' pavement, 60' ROW

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.

GOAL 1.2 PROMOTE DESIRED DEVELOPMENT

Policy 1.2.1 Use Vision Building Blocks as a general guide for desired development patterns

GOAL 1.3 PROVIDE EQUITABLE OPPORTUNITIES FOR DALLAS RESIDENTS

Policy 1.3.1 Create housing opportunities throughout Dallas.

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

GOAL 2.5 **Policy 2.2.2** Maximize development opportunities around DART stations.
FOSTER A CITY OF GREAT NEIGHBORHOODS

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

Policy 2.5.2 Ensure that existing and future residential areas are appropriately linked in order to enhance economic development and urban design benefits.

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.

GOAL 5.2 STRENGTHEN COMMUNITY AND NEIGHBORHOOD IDENTITY

Policy 5.2.1 Maintain neighborhood scale and character.

Policy 5.2.3 Ensure attractive gateways into the city.

GOAL 5.3 ESTABLISHING WALK-TO CONVENIENCE

Policy 5.3.1 Encourage a balance of land uses within walking distance of each other.

ENVIRONMENT ELEMENT

GOAL 6.3 IMPROVE ENERGY EFFICIENCY AND AIR QUALITY

Policy 6.3.1 Promote green building practices.

GOAL 6.5 PROVIDE ACCESS TO PARKS, OPEN SPACES AND RECREATIONAL

OPPORTUNITIES

NEIGHBORHOOD PLUS

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

POLICY 5.2 Encourage infill development and existing home improvements in target neighborhoods to attract and retain homeowners.

The 360 Plan:

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.

The request complies with, but not limited to, the following transformative strategies and their respective goals of the 360 Plan:

I. BUILD COMPLETE NEIGHBRHOODS

- Family-Friendly Housing
- Diversity in Price Point
- Diversity in Product Type

II. ADVANCE URBAN MOBILITY

- The 360 Plan Urban Mobility Principles
- Pedestrian District Connector

III. PROMOTE GREAT PLACEMAKING

- Activate The Public Realm

Land Use:

	Zoning	Land Use
Site	RR	Vacant church and youth center with parking lot
North	RR	Commercial retail, bus terminal
South	RR, MF-2(A), NS(A)	Multifamily, Commercial retail, public library
East	PD. No. 468	Commercial retail
West	RR, MF-2(A)	Community Retail, Single family

Land Use Compatibility:

The area of request is currently developed with an existing vacant building previously used as a church, an existing vacant building previously used as a youth center, and an existing parking lot (approx. 1.72 acres total in size), all zoned an RR Regional Retail District.

To the north of the property are Regional Retail uses, developed with a bus terminal, parking and other commercial retail uses. To the south, southeast, and east of the property are MF-2(A) multifamily uses, a public library, commercial retail uses and PD 468 Subdistrict C Tr.2 WMU-3; developed with retail uses, as well as DART bus stops. To the west of the property are more regional retail and commercial uses. With this area being under development, staff finds the applicant’s requested MU-3 District with proposed mixed use commercial and residential to be appropriate and compatible with the surrounding area.

Staff supports the applicant’s request and finds the proposed rezoning from an RR District to an MU-3 District to be appropriate for this area that would benefit from a well-designed mixed use development that includes accessible commercial retail and residential uses. This compatibility is further reflected in the development standards comparison table below.

Development Standards

Following is a comparison chart of the development standards for the current RR Regional Retail District and the proposed MU-3 Mixed Use District.

District	Setback		Density	Height	Lot Cvrg	Special Standards	Primary Uses
	Front	Side/Rear					
Existing: RR	15'	20' adjacent to residential OTHER: No Min.	1.5 FAR overall 0.5 office	70' 5 stories	80%	Proximity Slope U-form setback Visual Intrusion	Retail & personal service, office
Proposed: MU-3	15'	20' adjacent to residential OTHER: No Min.	3.2 FAR base 4.0 FAR maximum + bonus for residential	270' 20 stories	80%	Proximity Slope U-form setback Tower spacing Visual Intrusion	Office, retail & personal service, lodging, residential, trade center

Following is a detail of the development bonuses available in an MU-3 District if affordable units are provided at various percentages and income bands.

District	FAR	Lot Coverage
MU-3 5% at 61-80%*	3.2 FAR base 4.0 FAR maximum +1.0 bonus for residential	80%
MU-3 10% at 61-80%*	3.2 FAR base 4.0 FAR maximum +2.0 bonus for residential	85%
MU-3 10% at 61-80%, 5% at 81-100%*	3.2 FAR base 4.0 FAR maximum +3.0 bonus for residential	85%

* Property is located in an "F" MVA area

To obtain the development bonuses listed above, the applicant would also need to adhere to the design standards for mixed-income housing provided in Chapter 51A. In general, these standards prioritize pedestrians and follow design principles compatible with the City of Dallas Complete Streets program. Development must also follow additional regulations related to fencing, parking location and design, transparency, and ground-floor doorways. Development must also include sidewalks, pedestrian lighting, and open space.

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	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		•
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	RR	MU-3
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	RR	MU-3
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	RR	MU-3
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	RR	MU-3
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:

Pursuant to the Dallas Development Code, the off-street parking requirement for multifamily is one space per bedroom with a minimum of one space per dwelling unit. An additional one-quarter space per dwelling unit must be provided for guest parking if the required parking is restricted to resident parking only. No additional parking is required for accessory uses that are limited principally to residents.

If the applicant provides affordable units as part of the development, the off-street parking requirement for multifamily can be reduced to a minimum of 0.5 space per dwelling unit, provided that at least 15 percent of the required parking is available for guest parking. This would simply be the *minimum* number of required spaces – the applicant could still provide additional spaces in excess of the required minimum. The applicant would be required to comply with standard parking ratios at permitting.

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 “F” MVA area. To the north of the site are “E”, “F” and “I” MVA areas. To the east, south, and west of the site is the “F” MVA area.

Z223-315(LC)

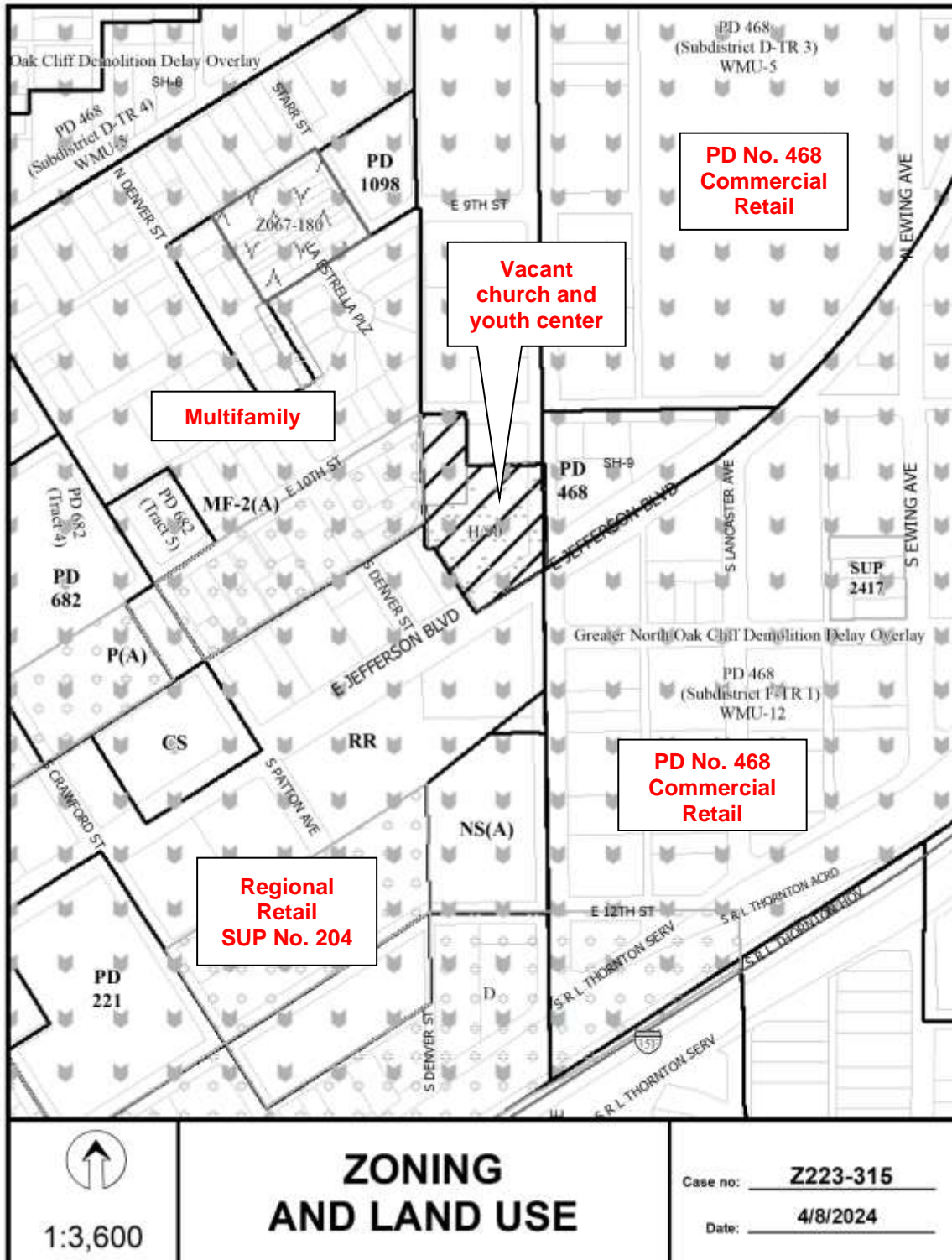
List of Officers

549 E. Jefferson Blvd., LLC

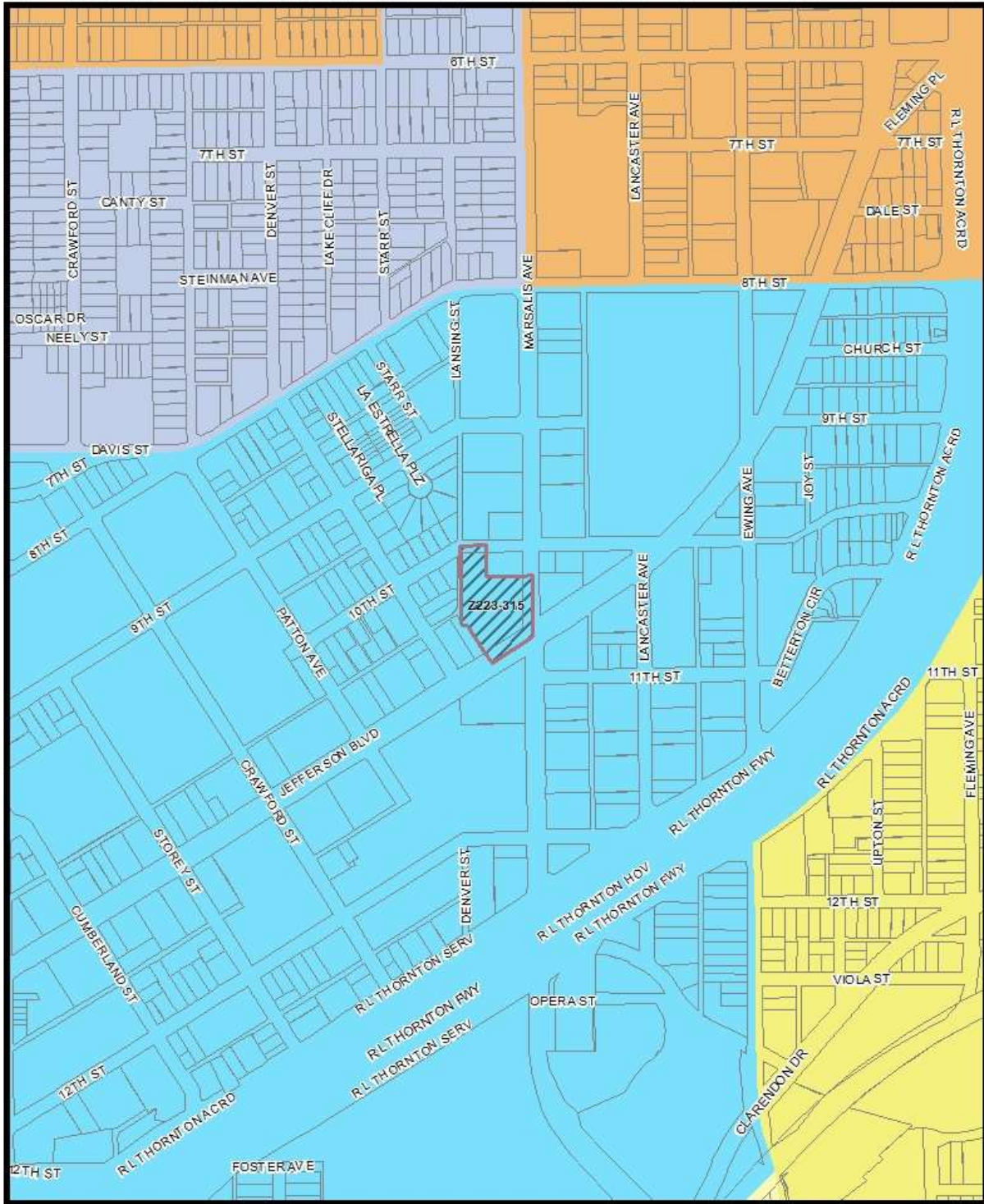
549 E. Jefferson Manager, LLC

Andrew Ramler



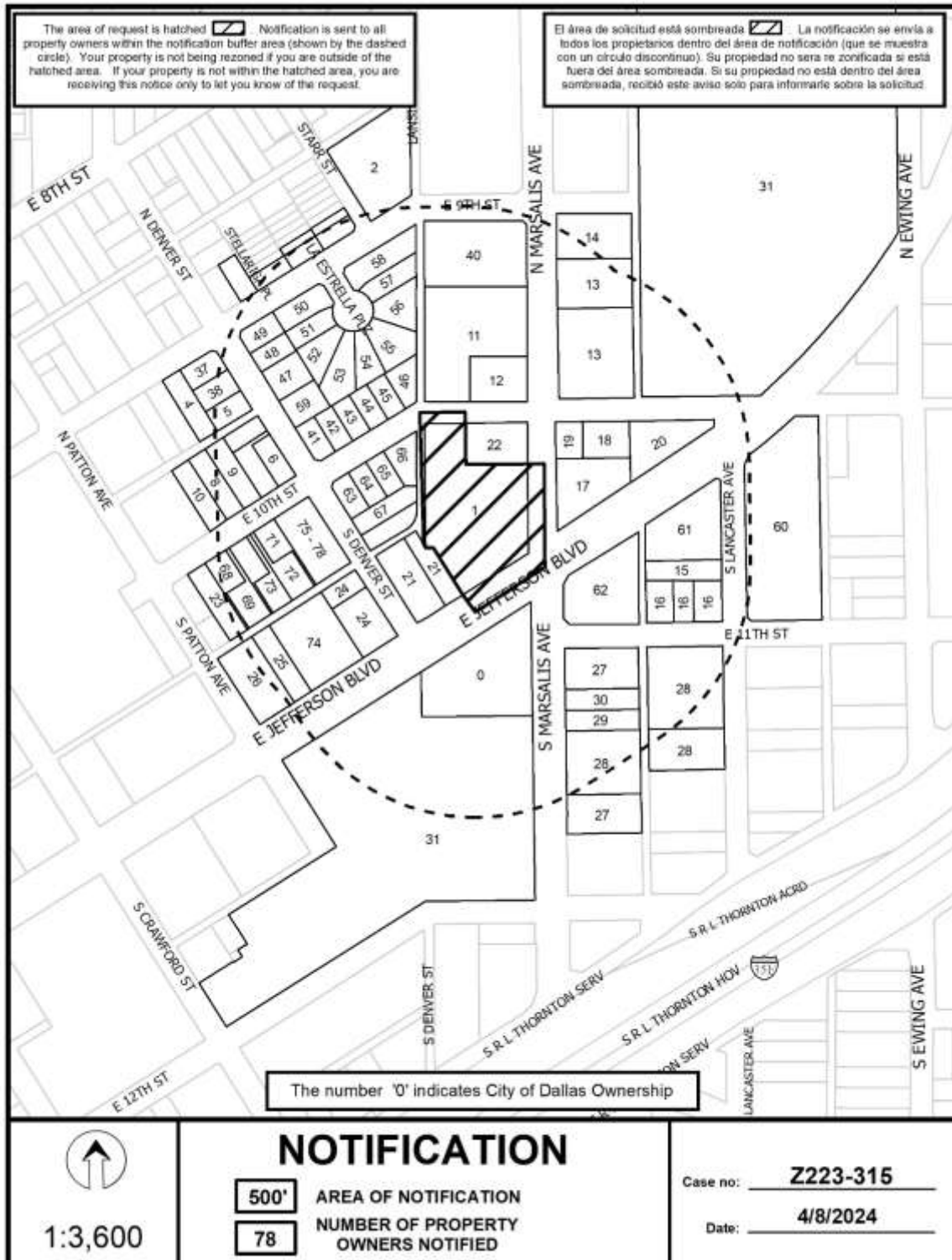






Market Value Analysis

Printed Date: 4/8/2024



04/08/2024

Notification List of Property Owners***Z223-315******78 Property Owners Notified***

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	549 E JEFFERSON BLVD	549 E JEFFERSON BLVD LLC
2	529 E 9TH ST	529 E 9TH LLC
3	505 E 9TH ST	PEREA DIANA ELENA
4	420 E 9TH ST	SEARLES BRIAN & VICTORIA
5	119 DENVER ST	JENSEN RYAN A
6	429 E 10TH ST	BETJO MANAGEMENT LLC
7	111 DENVER ST	MARIAS JUANA MARIA &
8	417 E 10TH ST	SONICK LLC
9	421 E 10TH ST	CABRALES HECTOR
10	413 E 10TH ST	FAMILY PLACE THE
11	111 N MARSALIS AVE	MACIAS IMELDA
12	101 N MARSALIS AVE	CAHUA ROSA E
13	124 N MARSALIS AVE	DEVONSHIRE VENTURES LLC
14	134 N MARSALIS AVE	VILLAFRANCO INVESTMENTS LLC
15	129 S LANCASTER AVE	TORRES MIGUEL A
16	133 S LANCASTER AVE	BMH OAK CLIFF LLC
17	611 E JEFFERSON BLVD	Taxpayer at
18	610 E 10TH ST	Taxpayer at
19	600 E 10TH ST	Taxpayer at
20	620 E 10TH ST	Taxpayer at
21	535 E JEFFERSON BLVD	VAZQUEZ HOLDINGS GROUP LP
22	105 S MARSALIS AVE	Taxpayer at
23	404 E 10TH ST	RODRIGUEZ SANTIAGO
24	109 DENVER ST	VAZQUEZ JUAN
25	509 E JEFFERSON BLVD	FIGUEROA FRANCISCO
26	501 E JEFFERSON BLVD	TRANSPORTIES J L RANGEL

04/08/2024

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
27	228 S MARSALIS AVE	202 SOUTH MARSALIS LLC
28	220 S MARSALIS AVE	SECKER BETTY 1
29	206 S MARSALIS AVE	SIERRA ALFREDO JR &
30	212 S MARSALIS AVE	BUENO MARIA AUDELIA
31	700 E 8TH ST	Dallas ISD
32	203 STARR ST	BAKER CHRISTOPHER B
33	201 STARR ST	MACDONALD ANGELA MECHELLE
34	203 LA ESTRELLA PLZ	AHMED NAUREEN
35	201 LA ESTRELLA PLZ	GRANADOS JORGE DAVID &
36	202 STELLARIGA PLC	MARTINEZ JUAN MARCEL SANTIAGO
37	127 N DENVER ST	MONTANO JESUS &
38	123 N DENVER ST	SOLACHE ERASTO
39	425 E 10TH ST	ALVAREZPENA TERESA
40	542 E 9TH ST	JLK LTD
41	503 E 10TH ST	HUERTA LORENA SALAS &
42	507 E 10TH ST	HUERTA LORENA SALAS &
43	511 E 10TH ST	MEDINA JOSE & ELVIA
44	515 E 10TH ST	SANTANA JUANA &
45	519 E 10TH ST	MARTINEZ MIRTHA
46	521 E 10TH ST	CORREA ERIKA
47	114 N DENVER ST	GROSSMAN STEFFANIE D &
48	120 N DENVER ST	Taxpayer at
49	124 N DENVER ST	GONZALEZ GUADALUPE J
50	113 LA ESTRELLA PLZ	DE LEON MARIA TORRES &
51	109 LA ESTRELLA PLZ	QUINTANILLA JAVIER
52	107 LA ESTRELLA PLZ	ALVARADO ROSALVA & JUAN MIGUEL
53	105 LA ESTRELLA PLZ	LEON CARLOS OVIDIO
54	103 LA ESTRELLA PLZ	MARTINEZ MARIA E &
55	104 LA ESTRELLA PLZ	ALVARADO EDUARDO &
56	108 LA ESTRELLA PLZ	CORTEZ JOSE R
57	112 LA ESTRELLA PLZ	VALDERRAMA JOSE M

04/08/2024

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
58	116 LA ESTRELLA PLZ	SOLIS RAMON P &
59	108 N DENVER ST	MENDEZ AMADOR
60	702 E JEFFERSON BLVD	EAST JEFFERSON PARTNERS INC
61	620 E JEFFERSON BLVD	TORRES MIGUEL A
62	610 E JEFFERSON BLVD	JEFFERSONMARSALIS LLC
63	504 E 10TH ST	DIAZ JUAN & ANITA
64	508 E 10TH ST	GOCHEZ CRUZ &
65	512 E 10TH ST	ALVARADO ARTURO &
66	516 E 10TH ST	GALINDO JESUS &
67	108 S DENVER ST	400 N ZANG LLC
68	408 E 10TH ST	GUTIERREZ EDUARDO P &
69	410 E 10TH ST	LUNA FRANCISCA SUAREZ
70	414 E 10TH ST	LUNA ABELARDO & FRANCISCA ETAL
71	422 E 10TH ST	EPPS MARGARET
72	418 E 10TH ST	VALDEZ MARTIN &
73	416 E 10TH ST	RODRIGUEZ JUAN JOSE &
74	517 E JEFFERSON BLVD	OCCIDENTAL CAPITAL INVESTORS LLC
75	101 S DENVER ST	DAVILA EDUVIDIGES
76	103 S DENVER ST	WHITMAN MARIA L
77	105 S DENVER ST	SAVEDRA ABDIAS B &
78	107 S DENVER ST	VAZQUEZ MARTIN & MARIA E