

**FILE NUMBER:** Z190-158(RM) **DATE FILED:** December 6, 2019

**LOCATION:** Northeast corner of Gulden Lane and Singleton Boulevard

**COUNCIL DISTRICT:** 6 **MAPSCO:** 44 Q

**SIZE OF REQUEST:** ± 3.76 acres **CENSUS TRACT:** 101.02

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**REPRESENTATIVE:** Laura Hoffman & Tommy Mann, Winstead PC

**APPLICANT/OWNER:** West Dallas Investments, L.P.

**REQUEST:** An application for a Planned Development District for office and mixed uses on property zoned an IR Industrial Research District.

**SUMMARY:** The applicant proposes to develop the site with a special office project and mixed uses. The applicant requests to create a Planned Development District to increase the maximum height; define and create allowance of a community memorial plaza; removal of the residential proximity slope on Tract 1; and deviate from the streetscape, landscape, and sign regulations.

**CPC RECOMMENDATION:** Denial without prejudice.

**STAFF RECOMMENDATION:** Approval, subject to a revised development plan, a revised streetscape exhibit, and staff's recommended conditions.

**BACKGROUND INFORMATION:**

- The request site consists of nine undeveloped parcels utilized as required parking for the existing retail and personal service uses to the west across Gulden Lane. Currently, a parking agreement exists that provides 241 required off-street parking spaces to satisfy the parking requirement for the existing uses.
- According to 2013 Google aerials, the request site was once developed with auto-related and industrial warehouse uses along the larger portion of the property fronting Singleton Boulevard while two single family dwellings appear to be developed on the remaining seven parcels fronting along Gulden Lane.
- According to Google aerials, the industrial warehouse uses, and single-family dwellings appear to have been demolished between October 2013 and March 2015.
- The applicant requests to create a new Planned Development District with two tracts (Tract 1 and Tract 2) to allow a special office project that proposes the following:
  - 1) definition and allowance of a “community tribute plaza” on Tract 2;
  - 2) remove the residential proximity slope on Tract 1;
  - 3) allow a maximum height of 400 feet in Tract 1;
  - 4) deviate from the front and side yard setbacks as permitted within a GO General Office District;
  - 5) remove the urban form setback and tower spacing setback requirements;
  - 6) deviating from the streetscape standards as required by the West Dallas Urban Structure and Guidelines Area Plan (the Structure);
  - 7) allow Tract 1 and Tract 2 to be considered as one lot when calculating the floor area ratio;
  - 8) allow office uses to require one space for each 366 square feet of floor area or in Chapter 51A, whichever is less rather than complying with the required ratio of one space for each 333 square feet of floor area, require no off-street parking for the proposed community memorial plaza;
  - 9) increase the number of allowable signs and sign types; and,

- 10) Allow shared improvements between Tract 1 and Tract 2 consisting of driveways, paved areas, fire lanes, and similar horizontal improvements.
- The proposed development plan has been revised to reflect a wider and longer pedestrian path, an open space area along the southeastern portion of the site, and the conditions have been revised removing the request for district identification signs and roof signs. The City Attorney Office, CAO has outlined concerns with roof tops signs, requested in PDs. As a result of the determination, rooftop signs are now limited to district identification signs, as an alternative. Staff does not support the inclusion of the open space due to the location along a major arterial road and the open space encroaching into a required 26-foot-wide fire land that encircles the development and prevents the open space from containing pedestrian amenities.
- As requested by the Commission, the development plan fails to provide an elevation for the office tower or garage podium and/or a varied height plan (like Z190-180) to better determine how the proposed height would be staggered with the maximum height moving east and away from the residential properties.

**Zoning History:** There have been four recent zoning cases within the vicinity in the past five years.

1. **Z190-180:** On January 7, 2021, the City Plan Commission will hear a request for a Planned Development District for office and mixed uses on property zoned an R-5(A) Single Family District, an IR Industrial Research District, and a CS Commercial Service District, located on the north side of Singleton Boulevard, between Bataan Street and Herbert Street.
2. **Z189-350:** On March 25, 2020, the City Council approved an amendment to Planned Development District No. 891 by incorporating property zoned an IR District into and expanding PD No. 891.
3. **Z156-302:** On September 28, 2016, City Council approved the expansion of Planned Development District No. 891 for certain Mixed Uses on property zoned an IR Industrial Research District.
4. **Z112-319:** On June 13, 2016, City Council approved Planned Development District No. 891 for certain Mixed Uses on property zoned an IR Industrial Research District.

**Thoroughfares/Streets:**

Thoroughfare/Street	Type	Thoroughfare Plan Dimension; ROW
Singleton Boulevard	Major Arterial	88 feet
Gulden Street	Collector	56 feet

**Traffic:**

The Engineering Division of the Sustainable Development and Construction Department reviewed the request and finds that the deviation from the Complete Streets Manual regarding streetscape standards will not significantly impact the surrounding roadway system.

**Comprehensive Plan:**

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

The applicant's request generally complies with the following goals and policies of the Comprehensive Plan.

**LAND USE ELEMENT**

**GOAL 1.1** Align land use strategies with economic development priorities.

Policy 1.1.1 Implement the Trinity River Corridor Plan.

Policy 1.1.5 Strengthen existing neighborhoods and promote neighborhoods' unique characteristics. Acknowledge the importance of neighborhoods to the city's long-term health and vitality.

**ECONOMIC ELEMENT**

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

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

**GOAL 2.4 CREATE AND MAINTAIN AN ENVIRONMENT FRIENDLY TO BUSINESSES AND ENTREPRENEURS**

Policy 2.4.2 Restore Dallas as the premier city for conducting business within the region.

**URBAN DESIGN**

**GOAL 5.1 PROMOTE A SENSE OF PLACE, SAFETY AND WALKABILITY**

Policy 5.1.1 Promote pedestrian-friendly streetscapes.

Implementation Measure 5.1.1.3 Apply urban design tools in pedestrian or transit-oriented districts when approving zoning cases and when developing Area Plans.

Policy 5.1.2 Define urban character in Downtown and urban cores.

Policy 5.1.3 Encourage complementary building height, scale, design, and character.

The *Neighborhood Plus Plan* was adopted by the City Council in October 2015 to set a new direction and shape new policy for housing and neighborhood revitalization in Dallas. The final chapter, Strategic Goals, delineates six strategic goals to shift our approach, policies, and actions to achieve greater equity and prosperity for all Dallas residents, expand the range of housing options, and enhance the quality of neighborhoods.

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

This project has the potential to meet several goals of the comprehensive plan. This distinctive neighborhood offers a variety of eating, shopping, working, and living opportunities. The proposed development will extend those options by adding a large format specialty office use, specialty retail and a community open space that honors notable members of the community. The proximity to the Margaret Hunt Hill Bridge and the quality of the design will make the site a feature within the neighborhood and of the City.

**Area Plans:**

On March 9, 2011, Council approved the **West Dallas Urban Structure and Guidelines Area Plan (the Structure)**. This document provides a template for redevelopment of an area generally bounded by Canada Drive/Beckley Avenue, IH-30, and Sylvan Avenue; and envisions dense, pedestrian-oriented, mixed-use neighborhoods along the Singleton Boulevard and Herbert Street corridors. This expansion of the planned development district helps to implement the West Dallas Urban Structure and Guidelines.

The development objectives 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.

The seven objectives listed above can be boiled down to three primary goals: to enhance and protect La Bajada, encourage incremental development, and foster new development that complies with the vision. The key to achieving these objectives successfully lies in the concept of reorienting development pressure away from La Bajada and concentrating the opportunities for density along a newly-established Herbert Street spine that runs from Singleton to West Commerce Street. As an investment in this key move to reformat the built environment in the area, the City of Dallas included \$34 million in the 2012 Bond Program to design and construct underpasses under the existing Union Pacific Railroad. This improved connectivity places the target for growth south of Singleton Boulevard; however, its success hinges on concentrating growth in a manner that establishes Herbert Street as the central spine street that includes key development nodes and high density from W. Commerce Street

to Single Boulevard with a step-down in density from east, west, and north toward La Bajada. **The West Dallas Urban Structure and Guidelines Area Plan (the Structure)** for purposes of brevity will be referred to as “The Structure” in this report.

The Structure outlines the request site as being within the Trinity Point neighborhood. The vision of Trinity Point is to ensure that the West Dallas Gateway for the Margaret Hunt Hill & Continental Bridges is developed with a range of building heights announcing arrival from the east with strong orientation to the Trinity River. The recommended uses consist of high density residential with retail at grade, high density office with retail at grade, hospitality, multifamily with retail at grade plus office, townhome, outdoor/indoor market, and a park.

The **Trinity River Corridor Comprehensive Land Use Plan**, adopted by Dallas City Council in March 2005 and revised by Dallas City Council on December 9, 2009, serves as a framework for a coordinated approach to the Trinity Project infrastructure improvements, land use and economic development. Its broad vision describes the character this corridor should have for the future. It establishes general principles that direct preparation of detailed plans for smaller parts of the corridor. It provides guidance regarding appropriate land uses and development patterns for the corridor that can be used by citizens, property owners, City officials, and staff as they review specific development proposals. Within this larger plan lies West Dallas. With its strategic location across the Trinity from downtown, it is envisioned to follow a mixed-use development pattern. This pattern should incorporate a vibrant mix of residential and employment uses at a lower density than that found in downtown but providing residents with a vibrant blend of opportunities to live, work, shop and play within a closely defined area.

### **The Preferred Land Use Plan**

The Preferred Land Use Plan serves as the long-range land use and development plan for the Corridor. The Trinity defines a set of 33 land use types that are appropriate in one or more locations throughout the Trinity River Corridor. These land use types are then combined into 15 land use modules. Each module includes several land use types; the mix of these types within a module defines the character of an area’s development. Finally, the land use modules are applied to the map of the Trinity River Corridor to create a Preferred Land Use Plan. Each land use module has a core land use type that serves as the primary focus of the area. Several secondary land uses support the primary use. Recommended land use percentages provide a balanced mix of primary and supporting uses. The land use mix by these percentages create an opportunity for balance of land use and transition. Optional land uses can be substituted for the secondary land uses, but not the primary land use type. A flexibility factor for the

primary and secondary land uses allows the mix of land use types in each module to vary as necessary to take advantage of market trends while maintaining community values.

The Trinity designates the request site as a Community Corridor module with a primary land use of Retail-Community at a flexibility factor of 25%, Office-Regional at a flexibility factor of 25%. Secondary land uses consist of mixed use A with a flexibility factor of 20%, Residential-Multi-Family 3 with a flexibility factor of 5%, Entertainment with a flexibility factor of 5%, and Civic with a flexibility factor of 5%. Optional land uses consist of park and open space at a flexibility factor of 5%, Industrial-Distribution with a flexibility of 5%, and Retail-Neighborhood at a flexibility factor of 10%. For reference, please see the Community Corridor preferred land use description below.

The Retail-Community land use describes a preferred land use pattern of retail uses that serve community populations within a two-mile radius and is comprised of a major anchor tenant and multiple inline lease spaces. While the Office-Regional land use describes a preferred land use pattern of uses that provides office space for professional services and clients seeking multi-story office spaces with maximum stories ranging between four-to-nine story commercial development. For reference, please see the Office-Regional preferred land use description below.

## **STAFF ANALYSIS:**

### **Surrounding Land Uses:**

	<b>Zoning</b>	<b>Land Use</b>
<b>Site</b>	IR	Surface parking lot
<b>North</b>	IR, A(A)	Undeveloped, walking trail
<b>East</b>	A(A)	Trinity River Floodway, walking trail, Margaret Hunt Hill Bridge
<b>South</b>	IR, SUP No. 573	Concrete Batch Plant, Electrical Substation
<b>West</b>	IR, R-5(A) w/NSO No. 13	Restaurant, personal service, single family

### **Land Use Compatibility:**

The combined site contains 3.76 acres of land exclusive of right-of-way. According to City records a Certificate of Occupancy for a building with approximately 9,760 square feet containing an auto-related and industrial warehouse use operated in the portion



fronting along Singleton Boulevard in 2013. Similarly, Google aerials depict the parcels fronting along Gulden Lane containing two single family dwellings in 2013. All improvements appear to have been razed between 2013 and 2015. Currently, the request site contains off-street parking spaces. These off-street spaces serve to satisfy required parking requirements for the development across Gulden Lane to the west. Through an executed document, the parking agreement provides 241 required spaces for the restaurant and retail uses.

Surrounding land uses consist of an undeveloped tract and a walking trail to the north; the Trinity River Floodway, and Margaret Hunt Hill Bridge to the east; a concrete batch plant and electrical substation to the south; and restaurant and personal service use to the west, and single family use to the southwest.

The request seeks to develop the site with two tracts, (Tract 1 and Tract 2). Tract 1 proposes a 400-foot office tower use with a maximum floor area of 650,000 square feet, and mixed uses to include an institutional and community service use consisting of a community tribute plaza, office uses, a financial institution without drive-in window, a commercial parking lot or garage, general merchandise or food store 3,500 square feet or less, a general merchandise or food store greater than 3,500 square feet, personal service uses excluding tattoo or body piercing studio or massage establishment, and a restaurant without drive-in or drive-through service use. Tract 2 proposes only the development of a community tribute plaza, as defined in the conditions.

The area encompassing the request site is unique in the aspect of having adjacency to Downtown, the Design District, Victory Park, and the recreational opportunities of the planned Trinity Park. The area is home to a strong and vibrant Mexican American neighborhood that comprises the residential core for the community. Having undergone decades of disinvestment the area is burdened by negative external perceptions. Since the completion of the Margaret Hunt Hill Bridge, the area and request site acts as a gateway into West Dallas, "Trinity Groves" and the La Bajada Neighborhood.

**Development Standards:**

SUBDISTRICT	SETBACKS		FAR	Height	Lot Coverage	Additional Provisions	PRIMARY Uses
	Front	Side/Rear					
IR Industrial	15'	30' res adj OTHER: No min.	.5 Retail & personal svc .75 lodging, office, retail & personal sv 2.0 all combined	200'	80%	RPS	Light industrial, office and supporting commercial uses
PD Applicant's Request	6'/50' for portions above 85'	10'	650,000 sqft 4.5 Tract 1 3.9 Tract 1 & 2 combined	400' 30' Tract 2	80%, 40% of bldgs over 85' & 30% of bldgs. over 120'	RPS on Tract 2	Office tower, institutional and community service, retail and personal service uses
PD Staff's Recommendation	6'/50' for portions above 85'	10'	650,000 sqft 4.5 Tract 1 3.9 Tract 1 & 2 combined	300' Tract 1 30' Tract 2	80%, 40% of bldgs over 85' & 30% of bldgs. over 120'	RPS on Tract 2	Office tower, institutional and community service, retail and personal service uses

The following development standards are proposed with this request:

- Reduce the front yard setback from 15 feet to six feet and 50 feet for portions of a building above 85 feet in height along Gulden Lane and prohibit urban form setback and towering spacing. Staff supports this request because it creates a more urban environment along the street frontages and orients the portion of the property designated for the proposed tower portion on the parcel fronting Singleton Boulevard. Additionally, the applicant has sought to provide a kind of tower spacing by conditioning and varying maximum lot coverage percentages to varied heights. For example, the maximum lot coverage for any portion of a building greater than 85 feet in height is 40 percent.
- Define and allow a community tribute plaza on Tract 2. Staff supports this request since the proposed development seeks to facilitate commercial and social interaction by simply placing people together in a relatively compact and walkable space. The compactness of people, buildings and activities make urban amenities possible promoting vitality and diversity. By allowing a community tribute plaza the development is creating open spaces where local residents can meet, socialize, and provide the community a sense of pride, place, and

belonging. Further, The Community Corridor Module describes parks and open space as an optional land use. The preferred land use pattern of uses includes public and private parks, open space, golf courses, equestrian centers, large gardens, and outdoor structure placements. provides guidelines for public art that connects people to one another and builds strong communities.

- Remove the residential proximity slope on Tract 1, increase the FAR from 2.0 as allowed in an IR District to 4.5-to-one, and increase the height from 200 feet to 400 feet. The underlying GO General Office District proposed by the request allows a maximum FAR of 4.0 and a maximum height of 240 feet. This tract is currently zoned an IR Industrial Research District and allows a maximum height of 200 feet. RPS originates from the residential dwellings northwest of the request site. Staff believes that the location of the proposed Tract 1 along Singleton Boulevard and the Margaret Hunt Hill Bridge combined with the request to ensure that Tract 2 seeks to provide a balance between private development and public good that incorporates the social, economic and environmental needs of the desired vision and objectives therefore, staff recommends a maximum height of 300 feet. Additionally, staff considered the design which provides reduced lot coverages for the development at varied heights to break-up massing and support The Trinity's general design concepts encourages patterns of development with building orientation that do not restrict views from the river's edge. Staff also researched PD's that have adjacency to the Trinity River for comparative analyses. In reviewing PD No. 784, the Trinity River Corridor Special Purpose District, and PDD No. 468, the Oak Cliff Gateway Special Purpose District, staff surmised these PDs work to enforce the guideline and protection of the view and policies of the Trinity Plan. The purpose of PD No. 784, the Trinity River Corridor Special Purpose District is to integrate urban design into land use and development regulations and to define the desired scale and character of a particular area. Form-based zoning focuses on controlling the form and placement of buildings on a lot by describing the building types that may be developed, what the sidewalks and public spaces should look like, and how these elements relate to one another. Form-based zoning also uses simple graphic depictions to illustrate the required zoning and development regulations. As such, the district has prescribed regulating plans with maximum height regulations and yard, lot, and space regulations to control the form and placement of buildings along the river. To do so, the regulating plan permits a maximum height of 300 feet with a minimum height of 36 feet. Similarly, PD No. 468, the Oak Cliff Gateway Special Purpose District is a gateway just as the request site is a gateway from Downtown to West Dallas. As such, the district has prescribed a maximum height of 300 feet with a maximum number of 20 stories allowed above grade.

The adjacent properties to the south and west are largely zoned an IR Industrial District with a maximum allowable height of 200 feet. Since an IR District allows a maximum height of 200 feet with a maximum of 15 stories, the plate height for each story is approximately 13 feet. Making allowance for the urban design standards, the public amenity of approximately 21,715 square feet, and architectural design standards, outlined in staff's recommendation, the trade-off in an additional 100-feet will provide a maximum height of 300 feet and a maximum allowable stories of 20. Considering the encouragement of density envisioned along Singleton Boulevard, the existing height allowance will prevent the skyscraper effect, and protect views.

- Utilizing both Tract 1 which proposes the office tower and Tract 2 which proposes the community tribute plaza being considered as one lot when calculating the floor area ratio. The request does seek to consider Tract 1 and Tract 2 as one lot for the purpose of reducing the floor area ratio calculation. If allowed the total of both lots provides a lot area of 163,744. The maximum proposed floor area for the new development is 650,000 square feet. This will provide a maximum FAR of 3.96 or 4.0-to-one while only utilizing Tract 1 in the calculation with a lot area of 142,089 and the same maximum floor area for the proposed developed being 650,000 square feet, the maximum FAR will be slightly more at 4.5-to-one. Since the difference of 4.0-to-one and 4.5-to-one is minimal, staff supports the request to consider both lots as one when calculating the floor area ratio.
- Decreasing the off-street parking requirement by increasing the ratio from one per 333 to one per 366 and requiring no parking requirements for the community tribute plaza on Tract 2. Staff recognizes that an office use typically generates less parking than retail and personal service uses and can support a reduction of the off-street parking ratio for office uses. Additionally, the request site currently provides a parking agreement providing 241 required spaces for the adjacent retail and personal service uses to the west across Gulden Lane. Staff has concerns with how the off-street parking compliance can be met for the adjacent property during construction of this project which has not been addressed.
- Increase the number of allowable signs and sign types. The Structure provides guidelines for signage to provide effective communication with the public requiring clear, concise delivery of understandable message through a certain medium. Signage in West Dallas should be of high quality and designed to offer a positive image and identity. Signage should enhance overall property values and the visual environment in West Dallas by discouraging signs which contribute to the visual clutter of the streetscape. Staff has reviewed the request

and determined that the requested signs and sign types will not support the vision for the area.

The proposed two project announcement signs propose an increased effective area of 1,000 square feet, and 1,500 square feet, respectively. Under the current zoning regulations for signs on this site, attached signs are allowed to cover up to 25% of the primary elevation and up to 15% of the secondary elevations. However, any attached sign located within 100' of private property in a non-business zoning district, is restricted to 40 sq. ft. A digital display is allowed where any other sign is allowed, however the size must be reduced to 50% of the allowed square footage for that sign or 50 sq. ft., whichever is more. It is important to note that PD No. 891 which lies west of the request site along Singleton Boulevard allows ten project announcement signs with a maximum effective area of 1,500 square feet. While none of these signs have been permitted or requested, staff believes it is reasonable to assume that because the signs require an SUP application that require a site plan and renderings to be considered, application submittals for these signs are hampered. Staff is of the opinion that having the added provision, regulation, and oversight of an SUP discourages application submittal since a site plan and elevation renderings are required to be submitted for review. Additionally, in reviewing these requests, PD 891 and PD 468 allows staff, the Commission, and Council to consider the following criteria when determining whether to grant a Specific Use Permit:

- 1) Effect on view corridors into and out of the Property.
- 2) Effect on views to and from area parks and landmarks, including the Trinity River Park and the Margaret Hunt Hill Bridge.
- 3) Effect on public open space and parks.
- 4) Effect on residential uses within the Property.

Attached signs are limited to eight words over four-inches-tall per façade (words less than four inches in height can be used with restriction as to number). Similarly, staff also researched PD 784 and PD 468 due to river proximity. PD No. 784 does not permit these kinds of signage. Subdistrict H within PD No. 468 also allows ten project announcement signs with a maximum effective area of 1,500 square feet. In addition to the provisions of 51A, the ordinance requires staff to consider factors similar to the criteria for an SUP as previously mentioned and does not allow these signs on structures over 200 feet. Again, none of these signs have ever been permitted. While staff strongly discourages permitting these signs, staff makes the reasonable suggestion that

should the Commission choose to permit these signs that these signs are permitted by SUP only, utilizing the added SUP language above. All things considered and the proximity of the site to the protected single family residential district to the southwest, The Trinity Plan not permitting these signs and only allowing signs per the Development Code, and the vision and purpose of The Trinity Plan and The Structure, staff cannot support the sign request for project announcement signs.

- Allow shared improvements between Tract 1 and Tract 2 consisting of driveways, paved areas, fire lanes, and similar horizontal improvements.

Staff does not support the request to allow surface parking on Tract 2. The request has received staff support due to the designation of Tract 2 being allowed only that of an open space or public amenity for the benefit of the community. Building Inspections has similar concerns with the lack of definition that can lend itself to subjective interpretation of “similar horizontal improvements.” While the conditions do not state the intention for surface parking, staff strongly believes that parking is the intention due to the added language of “similar horizontal improvements” that can only be interpreted as surface pavement. If the concern lies with utilizing a shared drive for access or a fire lane, BI has confirmed that the condition, is not needed and strongly discouraged, since a mutual access agreement can be submitted at permitting.

Overall, staff supports the request subject to staff’s recommended conditions as described in this report. However, staff does believe that more consideration should be given to the development of Tract 2 to ensure that the requested increases in development rights are contingent on the development of the public amenity being offered to the community. Staff’s support comes from conservation of the existing La Bajada neighborhood, encouragement of incremental growth, and the creation of a dense east/west center spine focusing development pressure away from the existing neighborhood, as described in The Trinity. Additionally, the request site’s location at a major entry point into West Dallas from downtown, the proximity to the Margaret Hunt Hill Bridge and the Trinity River offers more of a transitional character that can support more height and density with attention to design consideration at the edge of the existing La Bajada neighborhood.

### **Parking:**

Off-street parking will be provided for each use in accordance with the Development Code. The applicant proposes an office project with a mix of uses consisting of retail, restaurant and office uses. Office uses require one space per 333 square feet of floor

area however the request seeks to reduce the off-street parking requirement by increasing the ratio to one space per 366 square feet of floor area. Retail related uses generally require one space per 220 square feet of floor area. Restaurant uses require one space per 100 square feet of floor area. Staff supports the request since it is understood that office uses usually generate less parking than is required and because the additional permitted uses will not deviate from the Code requirement.

**Signs:**

The Sign Division has reviewed the requested sign provisions and cannot support the request for the following reasons:

- 1) As required in Article VII, banner signs are only allowed on streetlight poles however the request does not clarify where the signs are allowed. Requests for banner signs are regulated by Special Events and the PD cannot circumvent the processes. Further banner signs are not allowed for individual tenants or businesses and cannot be regulated if permits are not required, as requested.
- 2) Projections of light cannot be projected across property line, but the request proposes to do so with residential adjacency;
- 3) Promotional signs as defined in the request seek to allow signs that benefit the city. This objective and clarification on the events that benefit the city should be clearly stated. As an example, from another part of the Code, Sec. 51A-7.903(26)(C) - "supported by a resolution of the city council that recognizes the activity or event as significantly benefiting the city"; and,
- 4) Generally, temporary signs are not allowed in most of the city. To allow two at any given time, located anywhere in the district, attached, or detached, up to 1,500 sq. ft. for 180 days at a time is excessive. Especially, if they are allowed to promote individual tenants. Essentially these are supergraphics that can also be detached signs and should be discouraged near residential districts.

Tailoring the proposed sign request to the proposed development, staff understands that the building is more than 200 feet wide and may be allowed with a maximum height of 400 feet. Per my calculation, one façade allows a minimum of 12,000 square feet of allowed sign area for all signs to share on each side of the building under the provision for business rules for attached signs. Additionally, for secondary facades a minimum of 20,000 square feet of allowed sign area will be permitted to share on each side of the building. Per [51A-7.216\(a\)](#) 50% of that allowed area could be digital displays. There is nothing in business rules that would limit them from putting another digital sign, of the same size or larger next to the ones being proposed and advertising premise based messages on them. Based on this, the allowed square footage does not support the request for additional square footage for these signs. They will need to comply with what is allowed by right, other than the message. Further, it is also worth mentioning

that Sec. 51A-7.308(e)(5) and Sec 51A-7.308(e)(4) of the Development Code states that digital display signs may not be located within 300 feet of any lot located in a residential district, measured radially, and digital display signs may not be located within 2,000 feet of the Trinity River, measured from the center line of the Trinity River. To staff, this expresses the importance of protecting residential districts and development along the Trinity River from large signs of this nature since they more often than not are distracting and nuisances.

Banners signs or temporary signs often referred to as special purpose signs are not allowed outside of SPSDs and a very limited number of PDs. Several years ago, Council remove these types of signs entirely from the general zoning districts. Those that remain in the city have specific requirements that limit the location specifying where these signs can be hung (light poles only) and the advertised content (promotional or district identification). Therefore, should the Commission choose to approve the use of banner signs, staff suggest the same limitations imposed by Council regarding location and content.

### **Landscaping:**

The mandatory requirements of Sec. 10.125 and landscape design option points in Sec. 10.126 of Article X, as amended are not applicable in this district since none of the conditions below exist.

- No site trees
- No landscape design option points
- No interior zone landscaping (including site trees)
- No residential buffer zone
- No screening of off-street loading (NA)

This directs all landscaping to the street exhibits and text for planting the tower site and the multipurpose area.

The site is highly developed in close proximity to the street frontage and the proposed structure encompasses the bulk of the lot. It provides minimal ability to meet Article X provisions, so the reductions are to scale to the availability of space. Added Singleton easements would hinder site tree planting along the frontage and ROW near the bridge. This site best conforms to this type of limited landscape ordinance or to a landscape plan for approval by Council. The building and pervious surface is not likely to be scaled back.



**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). Portions of the property to the north along Pueblo Street are within an identifiable “H” MVA cluster while the remaining parcels are not within an identifiable MVA cluster. The request is immediately adjacent to an “H” MVA cluster to the west, northwest, northeast and an “E” MVA cluster to the southeast across Singleton Boulevard to the southeast.

**LISTS OF OFFICERS**

West Dallas Investments, LP  
J. Stuart Fitts, Managing Partner  
Philip Romano, Managing Partner  
Larry McGregor, Managing Partner

Z190-158(RM)

**CPC ACTION  
JULY 15, 2021**

**Z190-158(RM)**

**Motion:** It was moved to recommend **denial without prejudice** of a Planned Development District for office and mixed uses on property zoned an IR Industrial Research District, on the northeast corner of Gulden Lane and Singleton Boulevard.

Maker: Carpenter  
Second: Rubin  
Result: Carried: 13 to 0

For: 13 - MacGregor, Hampton, Stinson, Johnson,  
Shidid, Carpenter, Jackson, Blair, Suhler,  
Schwope, Murphy, Garcia, Rubin

Against: 0  
Absent: 1 - Jung  
Vacancy: 1 - District 10

**Notices:** Area: 500 Mailed: 60  
**Replies:** For: 1 Against: 0

**Speakers:** For: Laura Hoffman, 2728 N. Harwood St., Dallas, TX, 75201  
For (Did not speak): Tommy Mann, 2728 N. Harwood St., Dallas, TX, 75201  
Against: None

Z190-158(RM)

**CPC ACTION  
APRIL 22, 2021**

**Z190-158(PD)**

**Motion:** In considering an application for a Planned Development District for office and mixed uses on property zoned an IR Industrial Research District, on the northeast corner of Gulden Lane and Singleton Boulevard, it was moved to **hold** this case under advisement until July 15, 2021.

Maker: Carpenter  
Second: Schwope  
Result: Carried: 14 to 0

For: 14 - MacGregor, Hampton, Stinson, Johnson,  
Shidid, Carpenter, Jackson, Blair, Jung,  
Suhler, Schwope, Murphy, Garcia, Rubin

Against: 0  
Absent: 0  
Vacancy: 1 - District 10

<b>Notices:</b>	Area: 500	Mailed: 60
<b>Replies:</b>	For: 1	Against: 0

**Speakers:** For: Tommy Mann, 500 Winstead Building, Dallas, TX, 75201  
Against: None

**CPC ACTION  
JANUARY 21, 2021**

**Z190-158(PD)**

**Motion:** In considering an application for a Planned Development District for office and mixed uses on property zoned an IR Industrial Research District, on the northeast corner of Gulden Lane and Singleton Boulevard, it was moved to **hold** this case under advisement until April 22, 2021.

Maker: Carpenter  
Second: Murphy  
Result: Carried: 14 to 0

For: 14 - MacGregor, Hampton, Stinson, Johnson,  
Shidid, Carpenter, Jackson, Blair, Jung,  
Suhler, Schwope, Murphy, Garcia, Rubin

Against: 0  
Absent: 0  
Vacancy: 1 - District 10

**Notices:** Area: 500 Mailed: 60  
**Replies:** For: 1 Against: 0

**Speakers:** For: Tommy Mann, 2728 N. Harwood St., Dallas, TX, 75201  
Clifford Loomis, 2610 Sumac Leaf Ct., Dallas, TX, 75212  
For (Did not speak): Jim Reynolds, 331 Singleton Blvd., Dallas, TX, 75212  
Laura Hoffmann, 2728 N. Harwood St., Dallas, TX, 75201  
Zach Edwards, 5005 Greenville Ave., Dallas, TX, 75206  
Richard Carrizales, 3137 Gulden Ln., Dallas, TX, 75212  
Karimah Seals, 2546 El Camino Ln., Dallas, TX, 75212  
Mark Laster, 2546 El Camino Ln., Dallas, TX, 75212  
Heather Hanson, 2547 La Altura Ln., Dallas, TX, 75212  
Lori Lesnansky, 2565 La Altura Ln., Dallas, TX, 75212  
Clifford Wang, 2639 El Camino Ln., Dallas, TX, 75212  
Julia La, 2639 El Camino Ln., Dallas, TX, 75212  
Brandi Patterson, 2601 La Altura Ln., Dallas, TX, 75212  
Marc Link, 2617 La Altura Ln., Dallas, TX, 75212  
Ronnie Mestas, 3215 Rutz St., Dallas, TX, 75215  
Mandy Watkins, 2412 Oak Manor, Arlington, TX, 76015  
Frank De Leon, 3306 Herbert St., Dallas, TX, 75212  
Lisa Garcia, 3315 Herbert St., Dallas, TX, 75212  
Joe Chabolla Jr., 3315 Herbert St., Dallas, TX, 75212  
Helen Foley, 3338 Herbert St., Dallas, TX, 75212  
Enrique Chavez, 4515 Singleton Blvd., Dallas, TX, 75212

Vicki Solaja, 3105 Pastor St., Dallas, TX, 75212  
Against: Wendi Macon, 3622 Ladd St., Dallas, TX, 75212  
Marquez Johnson, 1212 Singleton Blvd., Dallas, TX, 75212  
Raul Reyes, 3455 Borger St., Dallas, TX, 75212  
James Armstrong, 1839 Leath St., Dallas, TX, 75212  
Stephanie Champion, 1842 McBroom St., Dallas, TX, 75212  
Sylvia Lagos, 131 N. Montclair Ave., Dallas, TX, 75208  
Victoria Almazan, 3103 Gulden Ln., Dallas, TX, 75212  
Earl Thomas, 1963 Life Ave., Dallas, TX, 75212  
Against (Did not speak): Debbie Solis, 2322 Kensaw Dr., Dallas, TX, 75212  
Susybelle Gosslee, 9511 Fair Crest Dr., Dallas, TX, 75236  
Ruben Florido, 3311 Bataan St., Dallas, TX, 75212  
Sarah Ortiz, 219 Larry Dr., Duncanville, TX, 75137  
Alesia Ortiz, 219 Larry Dr., Duncanville, TX, 75137  
David Villalobos, Address not given  
Collin Yarbrough, 9114 Loma Vista Dr., Dallas, TX, 75243  
Devron Armstrong, 320 Singleton Blvd., Dallas, TX, 75212  
Henry Martinez Jr., 5227 Normas St., Dallas, TX, 75212  
Cassandra Lizardi, 3338 Crossman Ave., Dallas, TX, 75212  
Victoria Ferrell Ortiz, 1215 Hoke Smith Dr., Dallas, TX, 75225

**CPC ACTION  
DECEMBER 17, 2020**

**Z190-158(PD)**

**Motion I:** It was moved to recommend **approval** of a Planned Development District for office and mixed uses, subject to a revised development plan, streetscape exhibit, and applicant's recommended conditions with the following changes: 1) to follow staff's recommendations for Sec. 51P-113 (b) (2) and (5) and 113 (e); 2) to amend Sec 51P-106 (e) to read "Shared improvements between Tract 1 and Tract 2. Driveways, paved areas, and fire lanes for uses on Tract 1 may be located on Tract 2"; and 3) to add Sec 51P-113 (d) (3) "Hardware must be properly maintained in a state of good repair and neat appearance" on property zoned an IR Industrial Research District, on the northeast corner of Gulden Lane and Singleton Boulevard.

Maker: Carpenter  
Second: Murphy  
Result: Failed: 6 to 8

For: 6 - Hampton, Carpenter, Myers, Suhler, Schwope,  
Murphy

Against: 8 - MacGregor, Stinson, Shidid, Jackson, Blair,  
Jung, Garcia, Rubin

Absent: 1 - Johnson

Vacancy: 0

**Motion II:** It was moved to recommend **approval** of a Planned Development District for office and mixed uses, subject to a revised development plan, a streetscape exhibit, and staff's recommended conditions with the following changes: 1) to amend Sec 51P-106 (e) to read "Shared improvements between Tract 1 and Tract 2. Driveways, paved areas, and fire lanes for uses on Tract 1 may be located on Tract 2"; and 2) to add Sec 51P-113 (d) (3) "Hardware must be properly maintained in a state of good repair and neat appearance" on property zoned an IR Industrial Research District, on the northeast corner of Gulden Lane and Singleton Boulevard.

Maker: Carpenter  
Second: Hampton  
Result: **Commissioner Carpenter withdrew the motion and  
Commissioner Hampton withdrew the second.**

**Motion III:** In considering an application for a Planned Development District for office and mixed uses on property zoned an IR Industrial Research District, on the northeast corner of Gulden Lane and Singleton Boulevard, it was moved to **hold** this case under advisement until January 21, 2021.

Maker: Carpenter  
Second: Rubin  
Result: Carried: 14 to 0

For: 14 - MacGregor, Hampton, Stinson, Shidid,  
Carpenter, Jackson, Blair, Jung, Myers, Suhler, Schwope,  
Murphy, Garcia, Rubin

Against: 0  
Absent: 1 - Johnson  
Vacancy: 0

**Notices:** Area: 500 Mailed: 60  
**Replies:** For: 1 Against: 0

**Speakers:** For: Laura Hoffman, 2728 N. Harwood St., Dallas, TX, 75201  
Jim Reynolds, 331 Singleton Blvd., Dallas, TX, 75212  
Zach Edwards, 5005 Greenville Ave., Dallas, TX, 75206  
Tommy Mann, 2728 N. Harwood St., Dallas, TX, 75201  
Frank Deleon, 3306 Herbert St., Dallas, TX, 75212  
Mandy Watkins, 2412 Oak Manor, Arlington, TX, 76015  
For (Did not speak): Paul Chapel, 9604 Orchard Hill, Dallas, TX, 75243  
Against: Brent Brown, 7135 Wildgrove Ave., Dallas, TX, 75214  
James Armstrong, 1839 Leath St., Dallas, TX, 75212  
Earl Thomas, 1963 Life Ave., Dallas, TX, 75212  
Lisa Neergaard, 1414 Belleview St., Dallas, TX, 75215



Z190-158(RM)

**CPC ACTION  
DECEMBER 3, 2020**

**Z190-158(PD)**

**Motion:** In considering an application for a Planned Development District for office and mixed uses on property zoned an IR Industrial Research District, on the northeast corner of Gulden Lane and Singleton Boulevard, it was moved to **hold** this case under advisement until December 17, 2020.

Maker: Carpenter  
Second: Schwope  
Result: Carried: 15 to 0

For: 15 - MacGregor, Hampton, Stinson, Johnson,  
Shidid, Carpenter, Jackson, Blair, Jung, Myers,  
Suhler, Schwope, Murphy, Garcia, Rubin

Against: 0  
Absent: 0  
Vacancy: 0

<b>Notices:</b>	Area: 500	Mailed: 60
<b>Replies:</b>	For: 1	Against: 0

**Speakers:** None

Z190-158(RM)

**CPC ACTION  
NOVEMBER 5, 2020**

**Z190-158(PD)**

**Motion:** In considering an application for a Planned Development District for office and mixed uses on property zoned an IR Industrial Research District, on the northeast corner of Gulden Lane and Singleton Boulevard, it was moved to **hold** this case under advisement until December 3, 2020.

Maker: Carpenter  
Second: Murphy  
Result: Carried: 13 to 0

For: 13 - MacGregor, Hampton, Stinson, Johnson,  
Shidid, Carpenter, Jackson, Jung, Myers,  
Suhler, Murphy, Garcia, Rubin  
Against: 0  
Absent: 2 - Blair, Schwope  
Vacancy: 0

**Notices:** Area: 500 Mailed: 60  
**Replies:** For: 1 Against: 0

**Speakers:** For: None

For (Did not speak): Tommy Mann, 2728 N. Harwood St., Dallas, TX, 75201  
Frank Deleon, 3306 Herbert St., Dallas, TX, 75212

Against: None

## **APPLICANT'S PROPOSED PD CONDITIONS**

**ARTICLE \_\_\_\_.**

PD \_\_\_\_.

### **SEC. 51P-\_\_\_\_-101.**

#### **LEGISLATIVE HISTORY**

PD \_\_\_\_ was established by Ordinance No. \_\_\_\_\_, passed by the Dallas City Council on \_\_\_\_\_, 2020. (Ord. No. \_\_\_\_\_)

### **SEC. 51P-\_\_\_\_-102.**

#### **PROPERTY LOCATION AND SIZE.**

PD \_\_\_\_ is established on property generally bounded by Singleton Boulevard on the south, Gulden Lane to the west, and the Trinity River to the north and east. The size of PD \_\_\_\_ is approximately 3.76 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.

(d) **COMMUNITY TRIBUTE PLAZA** means a building, monuments, enhanced pavement, outdoor seating, shade structures, pedestrian pathways, lighting, or other improvements and structures on Tract 2 containing information intended to honor current and past community residents and stakeholders.

(e) **MASSAGE ESTABLISHMENT** means a massage establishment as defined by the Texas Occupation Code 455, as amended, where massage is practiced by anyone not a duly licensed physician or chiropractor. This term does not include, however, duly licensed beauty parlors or barbershops, gyms, fitness studios, or a place wherein registered physical therapists treat only patients recommended by a licensed physician. **MASSAGE** means a massage as defined by the Texas Occupation Code 455, as amended, but does not include massage by duly licensed physicians and chiropractors, registered physical therapists who treat only patients recommended by a licensed physician, massage services provided in conjunction with a gym or fitness studio, or massage practiced by beauty parlors or barbershops duly licensed under the penal code of the state.

(f) **PARKWAY** means the portion of a street right-of-way between the projected street curb and the front lot line.

(g) **TATTOO OR BODY PIERCING STUDIO** means a business in which tattooing or body piercing is performed. **TATTOOING** means the practice of producing an indelible mark or figure on the human body by scarring or inserting a pigment under the skin using needles, scalpels, or other related equipment. **BODY PIERCING** means the piercing of body parts, other than ears, for purposes of allowing the insertion of jewelry.

(h) TRANSPARENCY means the total area of window opening, door opening, or other opening, expressed as a percentage of the total facade area by story.

**SEC. 51P-\_\_\_\_-104. EXHIBITS.**

The following exhibits are incorporated into this article:

- (a) Exhibit A: Development plan.
- (b) Exhibit B: Streetscape Standards.

**SEC. 51P-\_\_\_\_-105. DEVELOPMENT PLAN.**

(a) Development and use of the Property must comply with the development plan (Exhibit \_\_A). In the event of a conflict between the text of this article and the development plan, the text of this article controls.

(b) This district is divided into two tracts: Tract 1 and Tract 2 as shown on the development plan.

**SEC. 51P-\_\_\_\_-106. MAIN USES PERMITTED.**

(a) Tract 1. On Tract 1, the following uses are the only main uses permitted:

(1) Institutional and community service uses.

-- Community tribute plaza.

(2) Office uses.

-- Financial institution without drive-in window. [*only in the same building as an office use.*]

-- Office.

(3) Retail and personal service uses. [*See Section 51P-\_\_\_\_-106(b) for use restrictions.*]

-- Commercial parking lot or garage

-- General merchandise or food store 3,500 square feet or less.

-- General merchandise or food store greater than 3,500 square feet.

-- Personal service uses. [*Excluding tattoo or body piercing studio or massage establishment.*]

-- Restaurant without drive-in or drive-through service.

(b) Tract 2. Except as otherwise provided in Section 51P-\_\_106(e), on Tract 2, the following uses are the only main uses permitted:

(1) Institutional and community service uses.

-- Community tribute plaza.

(c) Additional provisions for retail and personal service uses on Tract 1.

(1) A general merchandise or food store, personal service use, or restaurant without drive-in or drive through service is only allowed on the first two floors in the same building as an office use.

(2) A commercial parking lot or garage is only allowed if located on the same building site as an office use.

(d) Additional provisions for Tract 2. The only structures permitted on Tract 2 are architectural elements, such as spires or pillars; flag poles; sculptures; tables and seating areas; pavilions, shade structures, colonnades, pergolas, gazebos, or other similar structures that are not fully enclosed. Any structures on Tract 2 are not required to be shown on the development plan.

*Staff Recommendation:*

~~(e) Shared improvements between Tract 1 and Tract 2. Driveways, paved areas, and fire lanes, for uses on Tract 1 may be located on Tract 2.~~

*Applicant's Request:*

(e) Shared improvements between Tract 1 and Tract 2. Driveways, paved areas, and fire lanes for uses on Tract 1 may be located on Tract 2.

**SEC. 51P-\_\_\_\_-107.**

**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-\_\_\_\_-108.**

**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 otherwise provided in this section, the yard, lot, and space regulations in the GO(A) General Office district apply to this district.

(b) On Tract 1, the residential proximity slope does not apply.

(c) On Tract 2, no building may be located above the residential proximity slope.

*Staff's Recommendation:*

(d) Height for Tract 1. Maximum structure height is ~~400~~ 300 feet.

*Applicant's Request:*

(d) Height for Tract 1. Maximum structure height is 400 feet.

(e) Height for Tract 2. Maximum structure height is 30 feet.

(f) Front Yard.

(1) Except as otherwise provided, minimum front yard is 6 feet.

a. For portions of a building above 85 feet in height, minimum front yard is 50 feet.

b. No urban form setback is required.

(g) Side and Rear Yard.

(1) Minimum side and rear yard is 10 feet.

(2) No tower spacing setback is required.

(h) Lot coverage.

(1) Except as otherwise provided in this paragraph, maximum lot coverage is 80 percent.

(2) Maximum lot coverage for any portion of a building greater than 85 feet in height is 40 percent.

(3) Maximum lot coverage for any portion of a building greater than 120 feet in height is 30 percent.

(4) Aboveground parking structures are included in lot coverage calculations; surface parking lots and underground parking structures are not.

(i) Tract 1 and Tract 2 are considered one lot for purposes of floor area ratio calculations.

**SEC. 51P-\_\_\_\_-109.**

**URBAN DESIGN REQUIREMENTS FOR TRACT 1.**

(a) In general. Development on Tract 1 must comply with the following urban design requirements.

(b) Architectural elements. A minimum of one architectural element, such as the following, must be provided at all pedestrian entry points to a parking structure or building:

(1) Arcade,

(2) Arch,

(3) Canopy,

(4) Awning,

- (5) Turret,
- (6) Portal,
- (7) Cantilevered building above entrance, or
- (8) Similar architectural feature.

(c) Ground story transparency. The portion of the main building indicated on the development plan as wrapping around the parking garage must have a minimum transparency of 50 percent for the portion of the building on the ground level between grade and 13 feet in height.

(d) Parking structures.

(1) Parking levels must be concealed by floor area of the main building where indicated on the development plan. Except where parking levels are concealed by the main building, sloping ramps located at the perimeter of garage structures must be screened through the use of vegetation, panels, solid walls, or other architectural elements to obscure at least half of the sloping ramps' length from view. If panels are used, panels such as metal panels or perforated metal panels are recommended. The garage is not required to be fully enclosed to satisfy this condition.

(2) Exterior parking structure facade openings must provide solid screening with a painted, stained, or recommended masonry finish a minimum of 42 inches from the floor level within the parking structure to screen vehicles and vehicle headlights.

(3) Along Gulden Lane, a minimum of every 200' of facade length must provide variation within the vertical plane of a minimum of 5'.

(4) The ground-level must contain pedestrian entrances separate from the entrances for vehicular traffic. At least two pedestrian entrances must be located on Gulden Lane, and at least one must be located along the northern façade of a building or parking structure on Tract 1 facing Tract 2.

(5) All vehicular garage entrances adjacent to a street shall incorporate an enhanced paving strip of at least 10 feet in width, consisting of unit pavers, textured/scored concrete, or other enhanced paving materials.

*Staff's Recommendation:*

(6) Murals, ~~enhanced lighting and imaging, or similar artistic installments~~ may be utilized on exposed portions of the garage to enhance visual appeal and compliment the pedestrian experience.

*Applicant's Request:*

(6) Murals, enhanced lighting and imaging, or similar artistic installments may be utilized on exposed portions of the garage to enhance visual appeal and compliment the pedestrian experience.

**SEC. 51P-\_\_\_\_-110.**

**OFF-STREET PARKING AND LOADING.**

- (a) In general. Except as provided in this section, consult the use regulations in Division 51A 4.200 for the specific off-street parking and loading requirements for each use.
- (b) Off-street parking spaces may be used to provide parking for community events during evenings, weekends, and holidays with permission of the property owner.
- (c) Office use. One off-street parking space for each 366 square feet of floor area or as provided in Chapter 51A, whichever is less.
- (d) Community Tribute Plaza. No parking is required for a community tribute plaza.
- (e) Below grade parking structures. Below grade parking structures may extend to the lot line and across lot lines within this district.

**SEC. 51P-\_\_\_\_-111.**

**ENVIRONMENTAL PERFORMANCE STANDARDS.**

See Article VI.

**SEC. 51P-\_\_\_\_-112.**

**LANDSCAPING.**

- (a) Application. This section only becomes applicable to a lot or tract when the nonpermeable coverage on the lot or tract is increased by more than 2,000 square feet within a 24-month period, not including portions of pedestrian pathways that are between three feet in width and 15 feet in width.
- (b) Definitions and standards. Except as provided in this section, the definitions and conditions of Article X apply. If there is a conflict, the text of this section controls.
- (c) Mandatory landscaping requirements.
  - (1) Perimeter landscape buffer strip. A landscape buffer strip must be provided along the entire length of the portion of the perimeter of the lot where adjacent to an existing single family use, exclusive of driveways and accessways at points of ingress and egress to and from the lot. The buffer strip must be at least 10 feet wide.
  - (2) Community plaza buffer and trees. A minimum five-foot-wide landscaped strip must be located along the northern and eastern boundaries of Tract 2. A minimum four-inch-caliper large tree must be located every 30 feet, or fraction thereof within the landscaped strip, unless prohibited by existing conditions in which case the trees shall be spaced as recommended by the arborist. The buffer may be included as part of the perimeter landscape buffer strip.
  - (3) Surface parking lot trees. No surface parking space may be located more than 75 feet from the trunk of a large tree. Each tree must have a caliper of at least four inches and may not be planted closer than two and one-half feet from any pavement. Each large tree must be provided a minimum of 160 square feet of surface area.
- (d) Street buffer zone and street trees.
  - (1) Definitions.



(A) TREE PLANTING ZONE means an area measured from the back edge of, and parallel and 15 feet from the back of the projected street curb, or if there is no street curb, from the edge of street pavement.

(B) TREE PLANTING STRIP means an area that is a minimum of five-feet-wide and a minimum of 10 feet in length, or that otherwise provides a minimum horizontal root expansion area of 60 square feet.

(2) Gulden Lane tree planting strip. A tree planting strip is required adjacent to the sidewalk along Gulden Lane as shown on the Streetscape Standards (Exhibit \_\_\_B).

(3) Number, location, and type of street trees required.

(A) Except as provided in this section, one large tree must be provided for every 30 linear feet of lot frontage along a public street. The number of required street trees is calculated by dividing the number of feet of lot frontage along a public street by 30. Fractions are rounded to the nearest whole number, with .5 being rounded up to the next higher whole number. Driveway entrances, calculated where the entrance crosses the property line, are not included in lot frontage calculations. When existing conditions prohibit planting large trees, the building official may approve either (i) one medium tree; or (ii) two small trees be substituted for each large tree, and such trees shall be spaced per the requirements of Article X.

(B) Required large street trees shall be spaced 30 feet apart, except where such spacing is made impractical due to overhead or underground utility conflicts or easement restrictions, the location of vehicular access points, conflicts with city signs, signals, crosswalk signs or DART bus signs, or where otherwise recommended by the city arborist.

(C) All required street trees must have a caliper of at least four inches.

(D) Except when tree grates are provided in sidewalks, street trees must be planted within a tree planting strip within the tree planting zone.

(E) Tree planting zones and tree planting strips may be located in the right-of-way in accordance with SEC. 51P-\_\_\_114.

(F) If the property owner is unable to locate a tree within the tree planting strip or tree planting zone due to overhead or underground utility conflicts or proximity to structures, the building official may approve a reduction in the number or the size of the required street trees.

(G) It is a defense to prosecution for a violation of the requirements of this section if trees are required to be removed or altered due to conflicts with city signs, signals, crosswalk signs, DART bus signs, or similar structures.

(4) Minimum clearance above pavement for large street trees. The property owner shall maintain large street trees that are five years of age or older at least 14 feet above street pavement and at least eight feet above a public sidewalk located on public or private property.

(5) Tree grates required in sidewalks. Tree grates must be provided for all trees with trunks located in a sidewalk that are not located within a tree planting strip. Suspended brick, pave stones, or similar materials may be used instead of a metal grate to protect tree roots and provide a pedestrian surface. These materials must conform to state standards and specifications adopted to eliminate, insofar

as possible, architectural barriers encountered by aged, handicapped, or disabled persons. The grates or containment areas must be large enough to permit healthy tree growth.

(e) Plant requirements. Plants used to satisfy the landscape requirements in Article X must comply with the following requirements:

(1) Except for evergreen shrubs located in a special planting area, a large evergreen shrub must have the ability to grow to a minimum height of three feet within three years.

(2) Artificial plant materials may not be used.

(3) Any required landscaping that dies must be replaced.

(f) The provisions of 51A-125 and 51A-10.126 are not applicable in this district.

(g) If the property owner is unable to comply with any of the requirements in this section, the property owner may apply to the board of adjustment for a special exception in accordance with the procedures set forth in Section 51A-10.110.

(h) Completion. All landscaping must be completed in accordance with this article before the final certificate of occupancy for the new construction or surface parking lot.

**SEC. 51P-\_\_\_\_-113.**

**SIGNS.**

(a) Except as provided herein, signs must comply with the provisions for business zoning districts in Article VII.

(b) Definitions.

(1) BANNER SIGN means a sign applied on a strip of cloth, vinyl, or similar material and attached to a structure. Awnings, canopy signs, and flags are not banners.

*Staff's Recommendation:*

~~(2) PROJECT ANNOUNCEMENT SIGN means an attached sign that announces a project or displays a promotional message. Project announcement signs may be digital signs or may be constructed of rigid material, mesh, or a fabric surface. A project announcement sign may not advertise individual tenants of a building on the property.~~

*Applicant's Request:*

(2) PROJECT ANNOUNCEMENT SIGN means an attached sign that announces a project or displays a promotional message. Project announcement signs may be digital signs or may be constructed of rigid material, mesh, or a fabric surface. A project announcement sign may not advertise individual tenants of a building on the property.

(3) PROMOTIONAL MESSAGE means a message that identifies or promotes a cultural activity within this district or within the broader district known as Trinity Groves, any special event being conducted in this district or Trinity Groves, an event conducted by or on behalf of the La Bajada community group, or any other event that will benefit the city. Benefit to the city is established by:

- (A) use of city property in accordance with a contract, license, or permit;
- (B) the receipt of city monies for the activity or event; or

(C) an ordinance or resolution of the city council that recognizes the activity or event as benefitting the city.

*Staff's Recommendation:*

~~(c) In addition to those signs otherwise allowed by Article VII, one project announcement sign is allowed on Tract 1 facing Gulden Lane and one project announcement sign is allowed on Tract 1 facing the Margaret Hunt Hill Bridge.~~

~~(1) Maximum effective area of the project announcement sign facing Gulden Lane is 1,000 square feet. Maximum effective area of the project announcement sign facing the Margaret Hunt Hill Bridge project announcement sign is 1,500 square feet.~~

~~(2) May contain a changeable message.~~

~~(3) A project announcement sign constructed of rigid material, mesh or a fabric surface may be displayed no more than 90 days before the project or activity commences and the sign must be removed no more than 15 days after the project or activity is completed. The sign hardware for a project announcement sign may be left in place between displays of a sign. A digital sign may display a message no more than 90 days before a project or activity commences and must change its message no more than 15 days after the project or activity is completed.~~

~~(4) May not be located above 75 feet in height.~~

~~(5) The project announcement sign on Gulden Lane may not be illuminated after 12:00 am.~~

~~(6) The project announcement sign facing Gulden Lane must be at least 100 feet away from private property in any non-business zoning district.~~

~~(7) Acceptable illumination examples include up lighting or down lighting with a concealed lamp from an external light source, back lit LED, or digital signs.~~

~~(8) May not cover windows of a main building facade. May cover windows or openings of a parking structure facade.~~

*Staff Suggestion if approved:*

~~(9) No more than 10 percent of the effective area of a project announcement sign may be devoted to sponsorship identification.~~

~~(i) A contrasting surrounding box must be provided around the sponsorship area.~~

~~(10) A sign permit is required prior to the erection of a project announcement sign.~~

*Staff's Recommendation:*

~~For a digital project announcement sign, after a sign permit is obtained for the initial erection of the sign no additional sign permits for a change in message are required.~~

~~(d) Subject to any special event permitting requirements for special event banners, in addition to those signs otherwise allowed by Article VII, banner signs are allowed on light poles within the district. No sign permit is required to erect or remove a banner in this district. Banner signs are allowed on streetlight poles within the right-of-way subject to the following requirements:~~

~~(1) A banner must display a promotional message, generic graphics, or the name or logo of Trinity Groves.~~

~~(2) A banner having a promotional message may not be erected more than 90 days prior to the beginning of the advertised activity or event, and must be removed no later than 15 days after that activity or event has ended. The sign hardware for a banner may be left in place between displays of a banner.~~

*Staff's Suggestion, if approved:*

~~(3) A banner and its sign hardware must:~~

~~(A) Hardware must be properly maintained in a state of good repair and neat appearance.~~

~~(AB) be mounted on a light pole;~~

~~(BC) meet the sign construction and design standards in the Dallas Building Code;~~

~~(CD) be at least 12 feet above grade, unless it overhangs a roadway, in which case it must be at least 15 feet above grade;~~

~~(DE) be made out of weather resistant and rust proof material;~~

~~(EF) not project more than three feet from the pole onto which it is mounted;~~  
and

~~(FG) not exceed 20 square feet in effective area.~~

*Staff's Recommendation:*

~~(e) On Tract 1, the facades of a building facing the Margaret Hunt Hill Bridge may have building accent lighting consisting of LED or similar technology that changes colors and brightness. This accent lighting may display images, symbols, logos, or words that are associated with holidays, local sports teams, identification of Trinity Groves, or a promotional message.~~

(g) Signage for Tract 2.

(1) The following are the only signs allowed on Tract 2:

(A) Banners, subject to the requirements of SEC. 51P-\_\_\_\_-113(b);

(B) One monument sign a maximum of forty feet in effective area and setback a minimum of ten feet from the property line; and

~~(C) One attached sign a maximum of forty feet in effective area.~~

(2) A plaque or similar improvement that is part of a community tribute plaza and explains the purpose of the community tribute plaza, lists individuals recognized by the community tribute plaza, or contains similar information is not considered a sign.

*Applicant's Request:*

(c) In addition to those signs otherwise allowed by Article VII, one project announcement sign is allowed on Tract 1 facing Gulden Lane and one project announcement sign is allowed on Tract 1 facing the Margaret Hunt Hill Bridge.

(1) Maximum effective area of the project announcement sign facing Gulden Lane is 1,000 square feet. Maximum effective area of the project announcement sign facing the Margaret Hunt Hill Bridge project announcement sign is 1,500 square feet.

(2) May contain a changeable message.

(3) A project announcement sign constructed of rigid material, mesh or a fabric surface may be displayed no more than 90 days before the project or activity commences and the sign must be removed no more than 15 days after the project or activity is completed. The sign hardware for a project announcement sign may be left in place between displays of a sign. A digital sign may display a message no more than 90 days before a project or activity commences and must change its message no more than 15 days after the project or activity is completed.

(4) May not be located above 75 feet in height.

(5) The project announcement sign on Gulden Lane may not be illuminated after 12:00 am.

(6) The project announcement sign facing Gulden Lane must be at least 100 feet away from private property in any non-business zoning district.

(7) Acceptable illumination examples include up-lighting or down-lighting with a concealed lamp from an external light source, back-lit LED, or digital signs.

*Applicant's Request:*

(8) May not cover windows of a main building facade. May cover windows or openings of a parking structure façade.

(8) No more than 10 percent of the effective area of a project announcement sign may be devoted to sponsorship identification.

(9) A sign permit is required prior to the erection of a project announcement sign. For a digital project announcement sign, after a sign permit is obtained for the initial erection of the sign no additional sign permits for a change in message are required.

(10) A sign permit is required prior to the erection of a project announcement sign. For a digital project announcement sign, after a sign permit is obtained for the initial erection of the sign no additional sign permits for a change in message are required.

(d) Subject to any special event permitting requirements for special event banners, in addition to those signs otherwise allowed by Article VII, banner signs are allowed on light poles within the district. No sign permit is required to erect or remove a banner in this district. Banner signs are allowed on streetlight poles within the right-of-way subject to the following requirements:

(1) A banner must display a promotional message, generic graphics, or the name or logo of Trinity Groves.

(2) A banner having a promotional message may not be erected more than 90 days prior to the beginning of the advertised activity or event, and must be removed no later than 15 days after that activity or event has ended. The sign hardware for a banner may be left in place between displays of a banner.

(3) A banner and its sign hardware must:

(A) be mounted on a light pole;

(B) meet the sign construction and design standards in the Dallas Building Code;

(C) be at least 12 feet above grade, unless it overhangs a roadway, in which case it must be at least 15 feet above grade;

(D) be made out of weather-resistant and rust-proof material;

(E) not project more than three feet from the pole onto which it is mounted; and

(F) not exceed 20 square feet in effective area.

(e) On Tract 1, the facades of a building facing the Margaret Hunt Hill Bridge may have building accent lighting consisting of LED or similar technology that changes colors and brightness. This

accent lighting may display images, symbols, logos, or words that are associated with holidays, local sports teams, identification of Trinity Groves, or a promotional message.

*Applicant's Request:*

(f) Signage for Tract 2.

(1) The following are the only signs allowed on Tract 2:

(A) Banners, subject to the requirements of SEC. 51P-\_\_\_\_-113(b);

(B) One monument sign a maximum of forty feet in effective area and setback a minimum of ten feet from the property line; and

(C) One attached sign a maximum of forty feet in effective area.

(2) A plaque or similar improvement that is a part of a community tribute plaza and explains the purpose of the community tribute plaza, lists individuals recognized by the community tribute plaza, or contains similar information is not considered a sign.

**SEC. 51P-\_\_\_\_-114.**

**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.

(c) Traffic Impact Study. Before the issuance of a building permit for new construction on Tract 1, a traffic impact study must be submitted to the director to determine if additional traffic improvements are necessary; and, if so, the extent which such additional improvements are attributable to the proposed development. Traffic improvements necessitated by and wholly attributable to new development of the property, which have been identified in the traffic impact study, shall either be (i) made by the owner as part of the new development; or (ii) a payment in amount equal to the estimated cost of constructing the improvement must be provided to the city. For traffic improvements partially attributable to the new development of the property, which have been identified in the traffic impact study, the property owner shall make a payment to the city in an amount equal to the property owner's roughly proportionate share of the estimated cost of constructing the improvements. Either the contract for any improvements made by the developer or payment in an amount equal to the property owner's roughly proportionate share of the estimated cost of constructing the improvements must be completed or provided prior to the issuance of a final certificate of occupancy for Tract 1. The owner shall only be responsible for constructing or paying the cost (or portion thereof, as applicable), of any additional improvements to the extent such improvements are attributable to the new development. All right-of-way or easement dedication shall be determined through the platting process.

(d) Streetscape and Sidewalk Standards.

(1) In general. Streets and sidewalks must comply with the Streetscape Standards (Exhibit \_\_\_\_B). If there is a conflict between Exhibit B and this article, the text of this article controls.

(2) Crosswalks. Crosswalks must be delineated through the use of contrasting pavement, texture, material, or color. Anti-slip material is encouraged.

(3) Gulden Lane sidewalk.

(A) A minimum seven-foot sidewalk is required along the east side of Gulden Lane, with a minimum of six feet unobstructed, except for tree grates, pedestrian street lamps, street furnishings, utility poles, and service boxes. A portion of the sidewalk may be located within a sidewalk easement, as shown on the Streetscape Standards.

(B) Sidewalks must be level across all driveways and curb cuts.

(4) Pedestrian amenities. A minimum of three of each of the following pedestrian amenities must be provided along Gulden Lane: (i) a bench; (ii) a bicycle rack; and (iii) a trash receptacle.

(5) Lighting.

(A) Lighting should be provided at regular intervals with a spacing of no greater than 100 feet along Gulden Lane, with the exception of visibility triangles and vehicular drives, in order to provide lighting on sidewalks, walkways, and plazas to enhance pedestrian safety.

(B) Lighting must be directed away from residential districts or residential uses.

(e) Pedestrian path on Tract 2. A minimum 10-foot wide pedestrian path shall be provided at-grade on Tract 2 in the area shown on the development plan (Exhibit \_\_\_\_B).

**SEC. 51P-\_\_\_\_-115.**

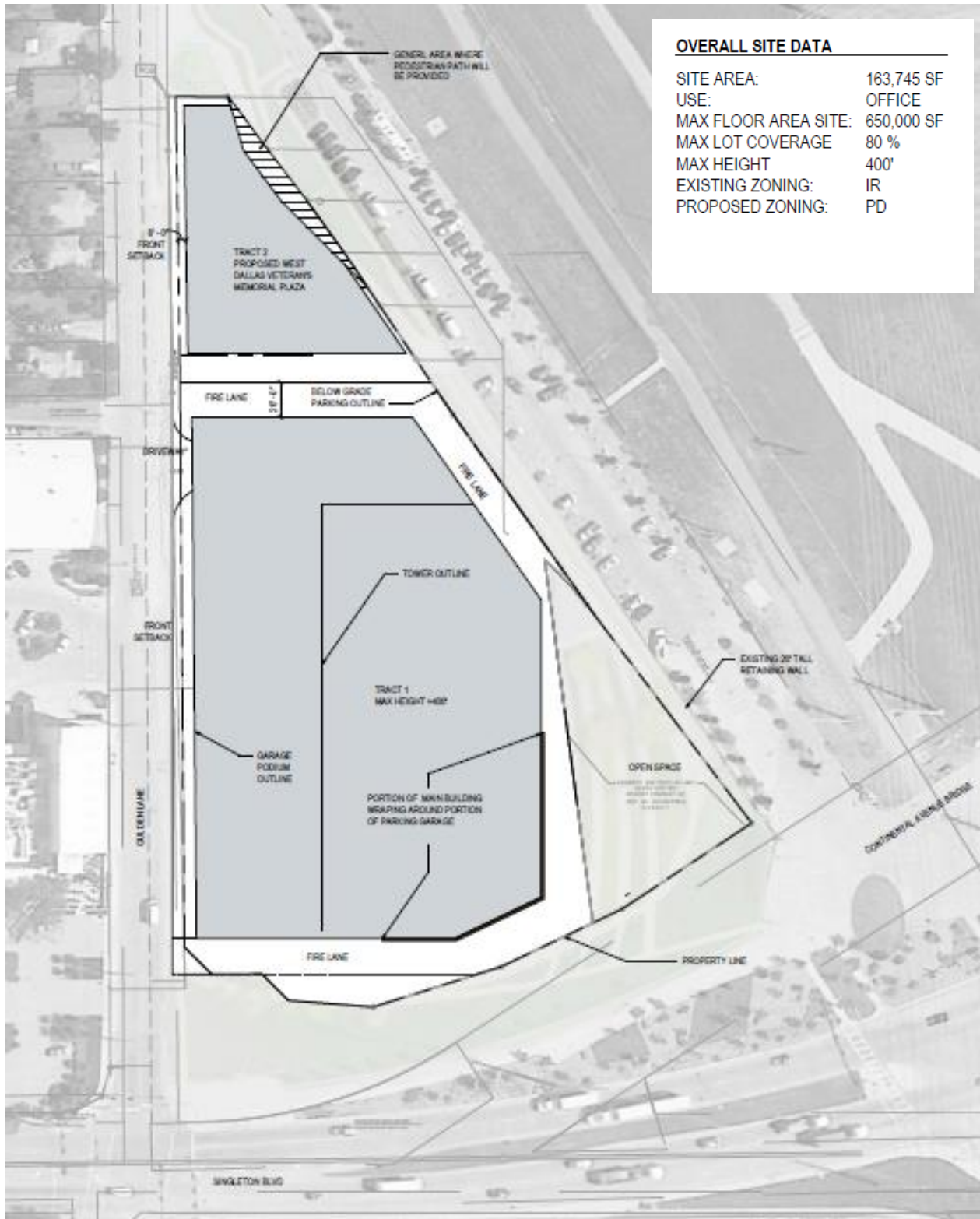
**COMPLIANCE WITH CONDITIONS.**

(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.

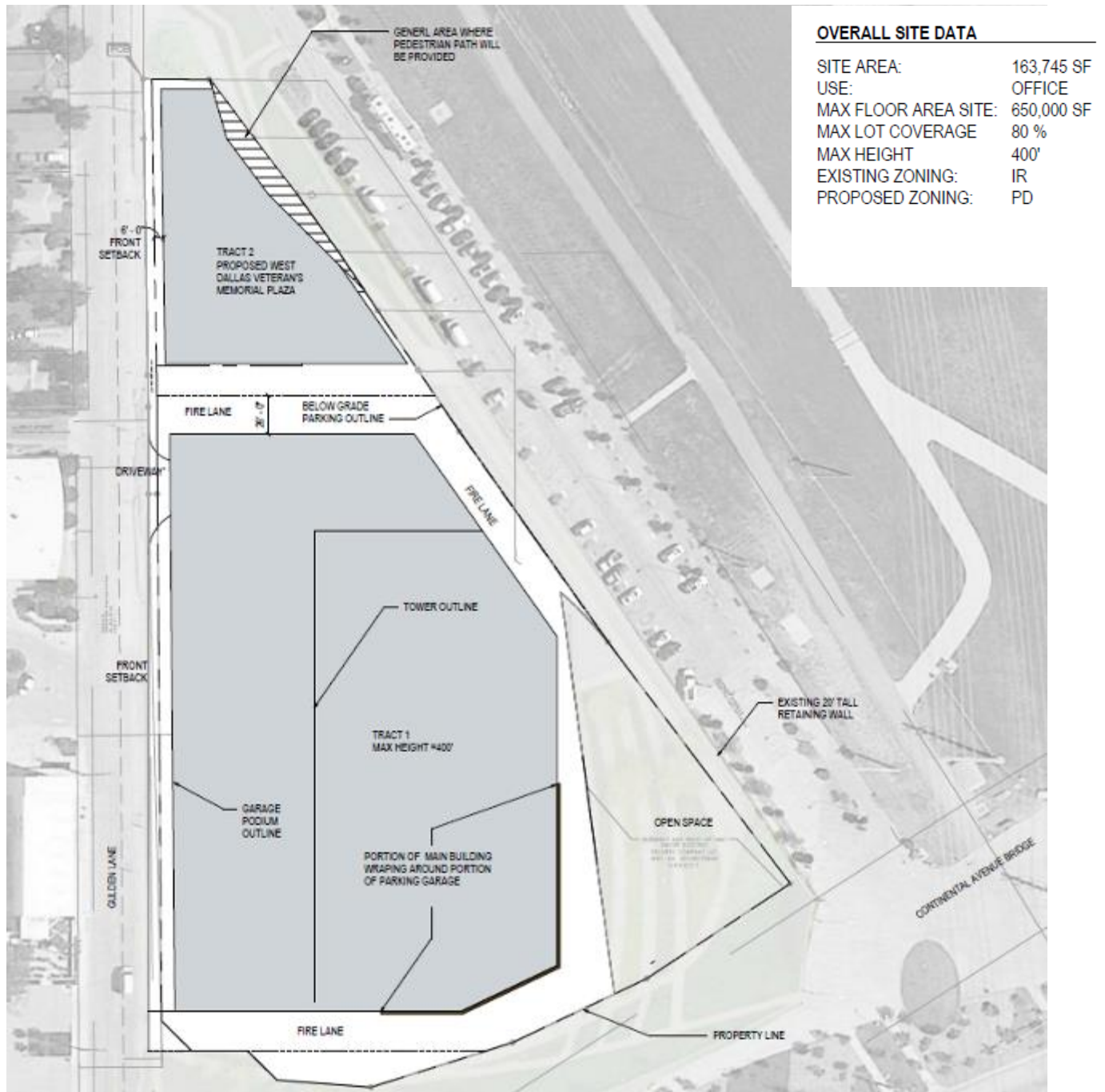
(b) The building official shall not issue a building permit to authorize work, or a certificate of occupancy to authorize the operation of a use, until there has been full compliance with this article, the Dallas Development Code, the construction codes, and all other ordinances, rules, and regulations of the city.



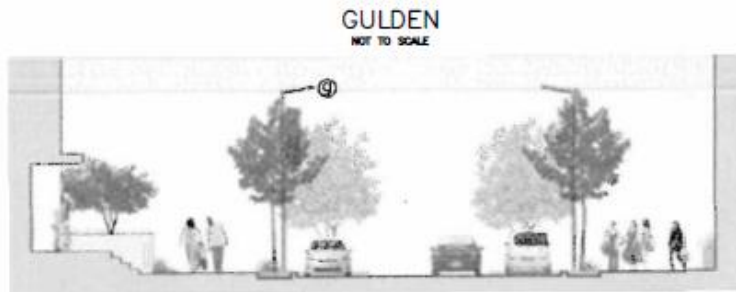
## APPLICANT'S PROPOSED DEVELOPMENT PLAN



## APPLICANT'S PROPOSED DEVELOPMENT PLAN (ENLARGED)



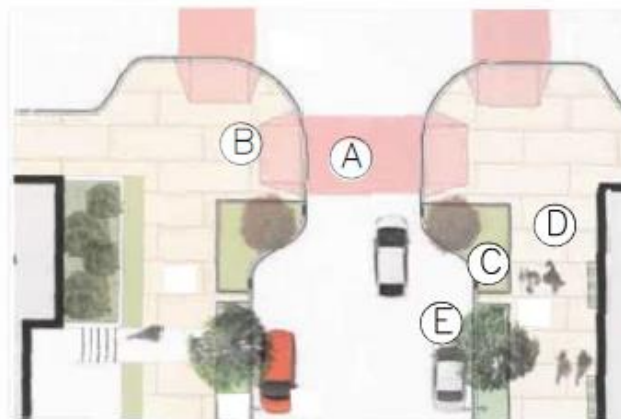
**APPLICANT'S PROPOSED STREETSCAPE EXHIBIT**



3'	4'	5'	8.5'	2 LANES	8.5'	5'	4'	3'
SIDEWALK EASEMENT	SIDEWALK	PLANTING SPACE	PARKING	2-13' LANES	PARKING	PLANTING SPACE	SIDEWALK	SIDEWALK EASEMENT
56' ROW								

**LOCAL INTERSECTION**

- A) CROSSWALK
- B) CURB EXTENSION
- C) PLANTING STRIP
- D) SIDEWALK
- E) PARKING



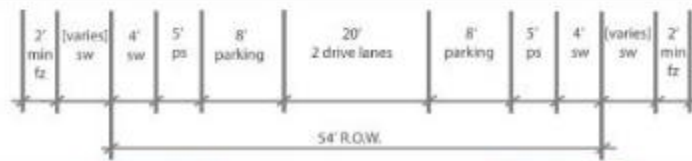
Stantec Consulting Services Inc.  
12222 Merit Drive, Suite 400  
Dallas, Texas 75251  
Tel: +1.972.991.0011  
www.stantec.com

DBE # F-6324  
TIPLS # 101 94229

**EXHIBIT B - STREETSCAPE STANDARDS**  
CITY OF DALLAS, DALLAS COUNTY, TEXAS

**APPLICANT'S PROPOSED AREA PLAN STREETSCAPE EXHIBIT  
for Local Street (mixed use)**

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



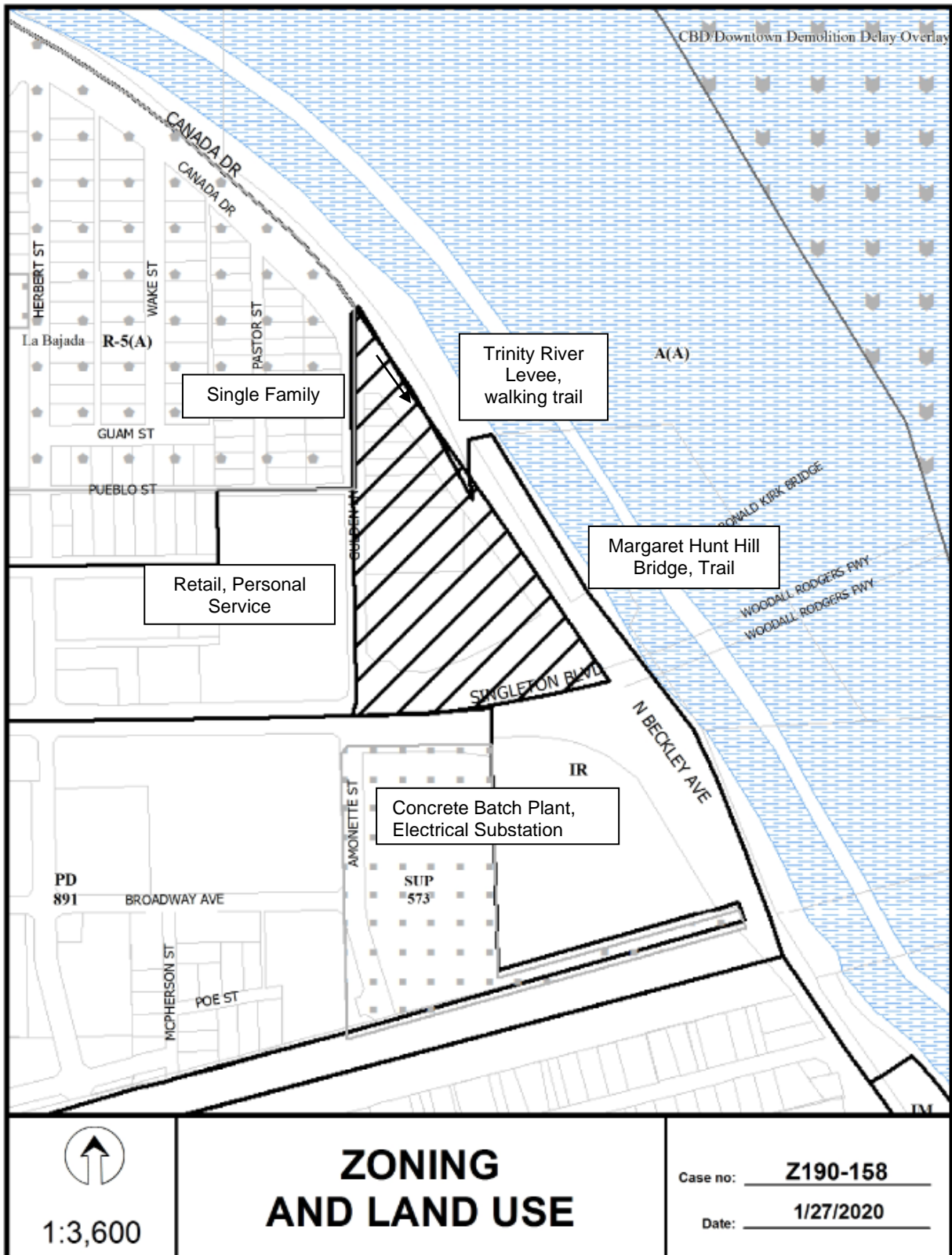
Street Section and Partial Street Plan shown for illustrative purpose

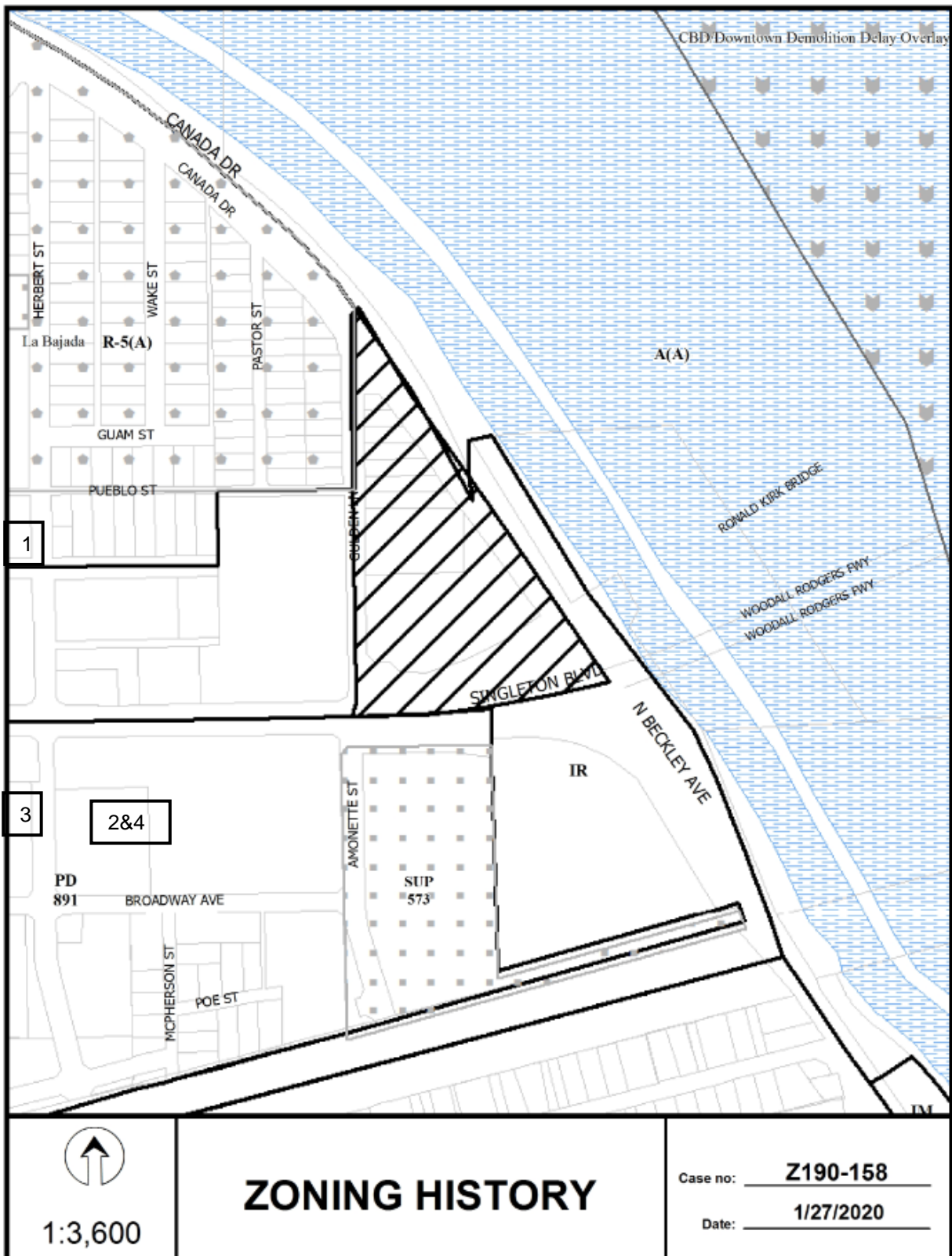




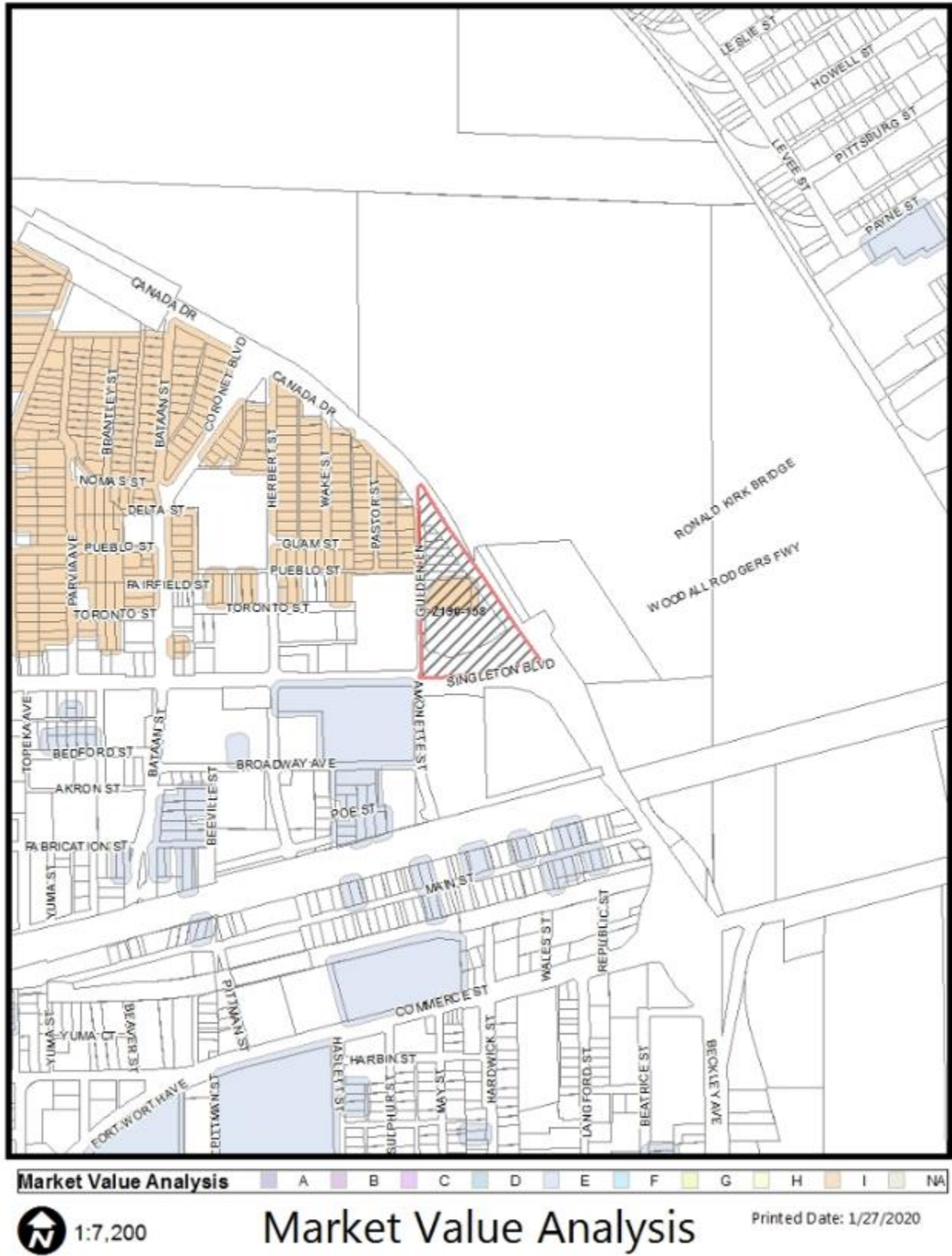




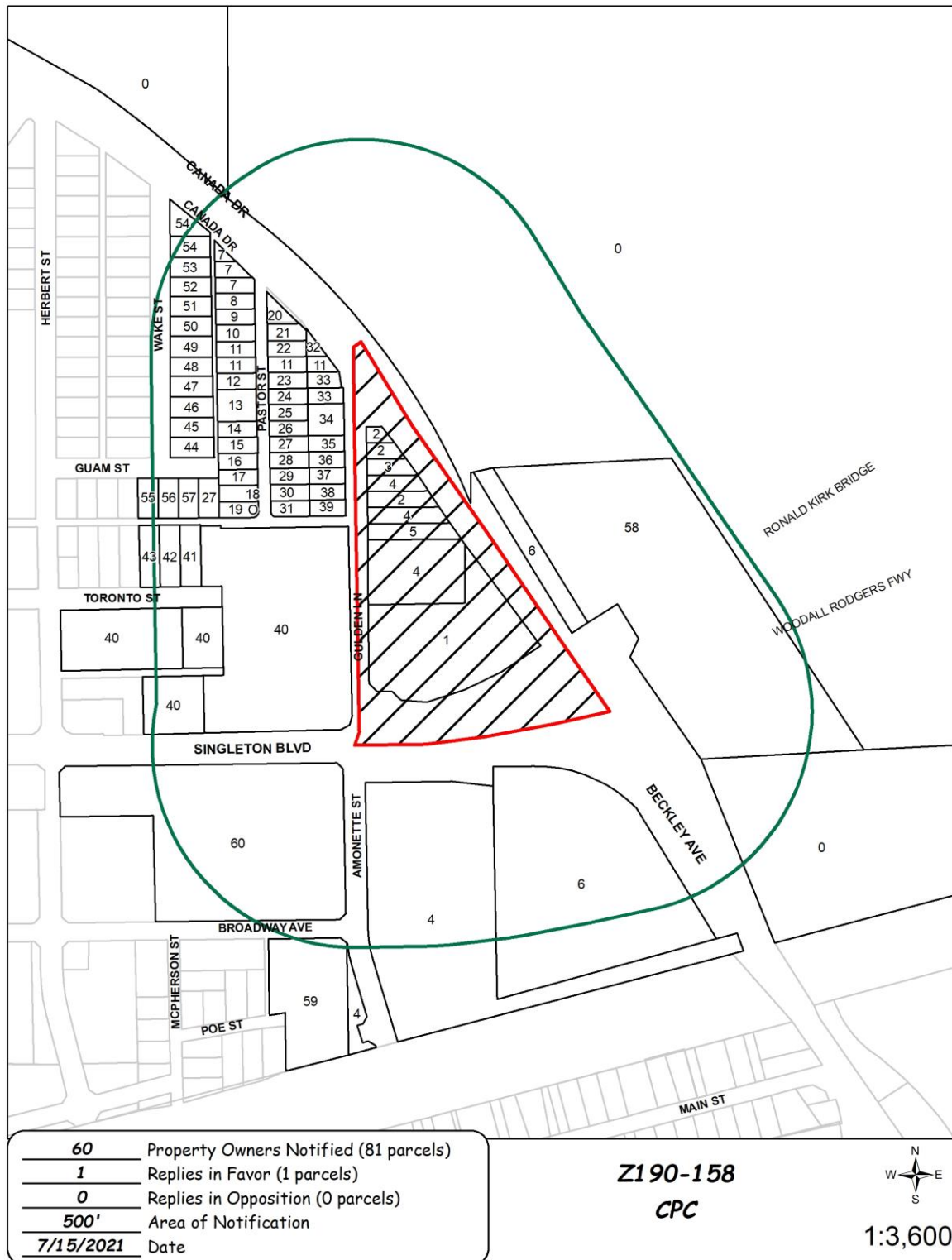








## CPC Responses



07/14/2021

***Reply List of Property Owners******Z190-158******60 Property Owners Notified******1 Property Owners in Favor******0 Property Owners Opposed***

<b><i>Reply</i></b>	<b><i>Label #</i></b>	<b><i>Address</i></b>	<b><i>Owner</i></b>
	1	3016 GULDEN LN	WEST DALLAS INVESTMENT LP
	2	3118 GULDEN LN	WEST DALLAS INV LP
	3	3110 GULDEN LN	WEST DALLAS INV L P
	4	240 SINGLETON BLVD	WEST DALLAS INVESTMENTS LP
	5	3046 GULDEN LN	WEST DALLAS INVESTMENTS LP
	6	2901 N BECKLEY AVE	ONCOR ELECRTIC DELIVERY COMPANY
	7	3149 CANADA DR	MENDEZ JOE
	8	3145 PASTOR ST	MENDEZ JOSE N
	9	3141 PASTOR ST	RODRIGUEZ VIVIAN
	10	3139 PASTOR ST	GARCIA TOMASA C
	11	3135 PASTOR ST	ALVAREZ JOSE M & MARY E
	12	3127 PASTOR ST	RODRIGUEZQUIROZ PETE
	13	3121 PASTOR ST	MARTINEZ JOSEFINA RODRIGUEZ
	14	3119 PASTOR ST	LARA IGNACIO JR & ESTHER
	15	3115 PASTOR ST	GUZMAN JUAN GARCIA
	16	3111 PASTOR ST	MENDEZ JOE N
	17	3109 PASTOR ST	PADILLA MARY T
O	18	3105 PASTOR ST	SOLAJA STEVE & VICKI
	19	3101 PASTOR ST	DELAROSA THELMA
	20	3140 PASTOR ST	PEREZ VINCENT
	21	3138 PASTOR ST	PEREZ DOLORES REYNOSA ESTATE OF
	22	3134 PASTOR ST	ESTATE OF PEREZ DOLORES REYNOSA
	23	3126 PASTOR ST	MENDEZ DANIEL
	24	3124 PASTOR ST	CARRASCO JUAN
	25	3120 PASTOR ST	GARCIA SAN JUANA R
	26	3118 PASTOR ST	GARICA SAN JUANA R &

07/14/2021

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
27	3114	PASTOR ST	RIOS GUADALUPE REVOCABLE LIVING TRUST
28	3110	PASTOR ST	MARTINEZ SILVERIO &
29	3108	PASTOR ST	RANGEL ANTONIO P
30	3104	PASTOR ST	SHETH HEMANG A
31	3102	PASTOR ST	AGUERO VERA
32	310	CANADA DR	HMK LTD
33	3123	GULDEN LN	CARRIZALES RICHARD E &
34	3119	GULDEN LN	HERNANDEZ PRISCILLA A &
35	3115	GULDEN LN	MARTINEZ SILVERIO
36	3111	GULDEN LN	RAMIREZ CONSUELO
37	3109	GULDEN LN	GONZALEZ MARGARITO S
38	3107	GULDEN LN	PARNELL WINFRED
39	3103	GULDEN LN	LOPEZ MARIA EUGENIA &
40	3011	GULDEN LN	WEST DALLAS INVMTS LP
41	331	TORONTO ST	NUNCIO MARGARET
42	335	TORONTO ST	WEST DALLAS INVESTMENTS
43	339	TORONTO ST	WEST DALLAS INVESTMENTS
44	3202	WAKE ST	MARTINEZ NICHOLAS R
45	3206	WAKE ST	GILDED ASPIRATIONS LLC
46	3210	WAKE ST	MONTES JOSEPHINA
47	3214	WAKE ST	MARTINEZ FRED
48	3218	WAKE ST	HERNANDEZ JULIA MARTINEZ
49	3222	WAKE ST	YAZDANI ENTERPRISES LLC
50	3302	WAKE ST	MEDRANO MARY A &
51	3306	WAKE ST	ZAMORA MARIO
52	3310	WAKE ST	MOJICA BENITO
53	3314	WAKE ST	FAZ MARIA ELENA
54	3320	WAKE ST	BUENTELLO REGINA
55	336	GUAM ST	DIAZ JUANITA NUNCIO
56	332	GUAM ST	ALCALA ARTHUR &
57	328	GUAM ST	ESQUIVEL ARTURO O &

Z190-158(RM)

07/14/2021

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
58	1001	CONTINENTAL ST VIADUCT	DALLAS CITY & COUNTY
59	302	BROADWAY BLVD	WEST DALLAS INVESTMENTS LP
60	320	SINGLETON BLVD	TRINITY GROVES RESIDENTIAL I LP