

FILE NUMBER: Z212-185(OA/JM) **DATE FILED:** February 10, 2022
LOCATION: On the north side of Vantage Point, west of Greenville Avenue
COUNCIL DISTRICT: 10
SIZE OF REQUEST: ± 2.881 **CENSUS TRACT:** 78.04

REPRESENTATIVE: Rob Baldwin, Baldwin Associates

APPLICANT/ OWNER: 9835 Vantage Dallas TX Hotel, LLC

REQUEST: An application for an MU-3 Mixed Use District on property zoned an MC-4 Multiple Commercial District.

SUMMARY: The purpose of the request is to allow for a multifamily development on the site

CPC RECOMMENDATION: Approval.

STAFF RECOMMENDATION: Approval.

BACKGROUND INFORMATION:

- The subject site is approximately 2.881 acres in size with a hotel as the current use. According to a city records the hotel has a total of 136 rooms in 70,828 square feet of floor area.
- The site is currently zoned an MC-4 Multiple Commercial District which does not allow the multifamily use. The applicant proposes the adaptive reuse of the existing hotel building into a multifamily complex.
- The proposed MU-3(A) Mixed Use District would allow for the multifamily use.

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

1. **Z201-247:** On Wednesday, January 12, 2022, the City Council approved your application and an ordinance granting a CR Community Retail District on property zoned Tract 3 within Planned Development District No. 44, on the south side of Greenville Avenue, east of Lyndon B. Johnson Freeway.
2. **Z201-280:** On Thursday, September 23, 2021, the City Plan Commission recommended denial without prejudice of your application for a MU-2 Mixed Use District located at the southwest corner of Greenville Avenue and Markville Drive.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing ROW
Vantage Point	Local	100'
LBJ Expressway	Expressway	500'

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 ANALYSIS:

Comprehensive Plan:

The *forwardDallas! Comprehensive Plan* was adopted by the City Council in June 2006, outlining several goals and policies which 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:

GOAL 1.1 Align land use strategies with economic development priorities.

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.

GOAL 1.3 PROVIDE EQUITABLE OPPORTUNITIES FOR DALLAS RESIDENTS

Policy 1.3.1 Create housing opportunities throughout Dallas.

NEIGHBORHOOD PLUS

GOAL 6.0 Enhance rental housing options

Land Use:

	Zoning	Land Use
Site	MC-4 Multiple Commercial District	Motel
North	LO-2 Limited Office District	Offices and LBJ Expressway
East	MC-4 Multiple Commercial District	Restaurants uses
South	MU-3	Multifamily uses
West	PD No. 510	Multifamily uses

Land Use Compatibility:

The applicant is seeking approval for the rezoning of a 2.881-acre-site developed with a hotel from an MC-4 Multiple Commercial District to an MU-3 Mixed Use District to permit the adaptive reuse of the existing three-story, 70,828-square-foot hotel comprised of three structures. The surrounding land uses consist of restaurants uses and retail uses to the east, medium density apartment complexes to the west and south, and the LBJ Expressway to the north.

The site is adjacent to a mix of high density multifamily, commercial, and office zoning districts. Additionally, the property is adjacent to the LBJ Expressway to the north, a major thoroughfare road, and Vantage Point, a designated local street, to the south. The site has the LBJ / Central Station DART Transit Center located 1,200 feet southwest of the site. The mix of districts, uses, and transportation infrastructure are conducive to the proposed high density multifamily use for this site. Furthermore, staff believes the multifamily use is suitable and compatible with the existing multifamily, office, and commercial uses in the vicinity. The proposed MU-3 Mixed Use District complements these intense uses and will appropriately add needed housing supply to the city, while providing flexibility to allow a residential component/use with the new district. The applicant advised staff that the proposed development consist in repurposing of an existing three-story, 136-room hotel structure into an undisclosed number of apartments.

Use Comparison Table:

Following is a comparison table showing differences in the 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 MC-4	Proposed MU-3
Use		
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		

	Existing MC-4	Proposed MU-3
Use		
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		
Gas drilling and production	•	S
Gas pipeline compressor station		
Industrial (inside)		
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	•	•
INSTITUTIONAL AND COMMUNITY SERVICE USES		
Adult day care facility	•	•
Cemetery or mausoleum	•	S
Child-care facility	•	•
Church	•	•
College, university, or seminary	•	•
Community service center	•	S
Convalescent and nursing homes, hospice care, and related institutions		R
Convent or monastery	•	•
Foster home		•
Halfway house		S
Hospital	•	S
Library, art gallery, or museum	•	S
Public or private school	•	R
LODGING USES		
Extended stay hotel or motel	•	S

	Existing MC-4	Proposed MU-3
Use		
Hotel or motel	•	R
Lodging or boarding house		
Overnight general-purpose shelter	•	•
MISCELLANEOUS USES		
Carnival or circus (temporary)	•	•
Attached non-premise sign	S	S
Placement of fill material		
Temporary construction or sales office	•	•
OFFICE USES		
Alternative financial establishment	S	S
Financial institution without drive-in window	•	•
Financial institution with drive-in window	D	D
Medical clinic or ambulatory surgical center	•	•
Office	•	•
RECREATION USES		
Country club with private membership	•	•
Private recreation center, club, or area	•	•
Public Park, playground, or golf course	•	•
RESIDENTIAL USES		
College dormitory, fraternity, or sorority house	•	•
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		
Alcoholic beverage establishments	•	•
Ambulance service	R	
Animal shelter or clinic without outside runs	R	•
Animal shelter or clinic with outside runs		R
Auto service center	R	•
Business school	•	•
Car wash	R	•
Commercial amusement (inside)	S	•/S
Commercial amusement (outside)	S	•/S

	Existing MC-4	Proposed MU-3
Use		
Commercial motor vehicle parking		
Commercial parking lot or garage	R	R
Convenience store with drive-through	S	S
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	•	•
Liquor store	•	•
Mortuary Funeral home, or commercial wedding chapel	•	•
Motor vehicle fueling station	•	•
Nursery, garden shop, or plant sales	•	S
Outside sales		
Paraphernalia shop		S
Pawn shop		
Personal service use	•	•
Restaurant without drive-in or drive-through service	R	R
Restaurant with drive-in or drive-through service	D	D
Surface parking		
Swap or buy shop	S	S
Taxidermist		
Temporary retail use	•	•
Theater	•	•
Truck stop		
Vehicle display, sales, and service		
TRANSPORTATION USES		
Airport or landing field		
Commercial bus station and terminal		
Heliport	S	S
Helistop	S	S
Private street or alley		
Railroad passenger station	S	S
Railroad yard, roundhouse, or shops		
STOL (short take off or landing port)		
Transit passenger shelter	•	•
Transit passenger station or transfer center	S	S

	Existing MC-4	Proposed MU-3
Use		
UTILITY AND PUBLIC SERVICE USES		
Commercial radio or television transmitting station	•	•
Electrical generating plant		
Electrical substation	•	S
Local utilities	S	S
Police or fire station	•	•
Post office	•	•
Radio, television, or microwave tower	S	S
Refuse transfer station		
Sanitary landfill		
Sewage treatment plant		
Tower/antenna for cellular communication	•	•
Utility or government installation other than listed	•	S
Water treatment plant		
WHOLESALE, DISTRIBUTION, AND STORAGE USES		
Auto auction		
Building mover's temporary storage yard		
Contractor's maintenance yard		
Freight terminal		
Livestock auction pens or sheds		
Manufactured building sales lot		
Mini warehouse	•	S
Office showroom/warehouse		•
Outside storage		
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		

Development Standards:

District	Setbacks		Height	Lot Coverage/ Density	Special Standards	Primary Uses
	Front	Side/Rear				
Existing: MC-4	15' (blockface continuity applies) 20' for structures over 45' in height	20' for Residential Districts 0' Others	135'	45% none	RPS over 26 feet in height	Multiple commercial
Proposed: MU-3	15' (blockface continuity applies) 20' for structures over 45' in height	20' for Residential Districts 10' Others	270'	80% none	RPS over 26 feet in height for R, R(A), D, D(A), TH or TH (A)	Mixed-use including residential.

The permitted lot coverage will increase from 45 percent to 80 percent and the existing 15-foot setback would be maintained. The maximum allowable height will increase from 135 to 270 feet. However, the existing hotel structure is three stories-in-height. The applicant advised that there are no plans to increase the height of the existing three-story hotel structure; however, consideration of the increased development rights was found appropriate by staff. The property has MU-3 District adjacent to the west and south, the freeway to the north, and MC-4 contiguous to the east with MU-3 farther east. Therefore, staff does not have concerns about the height since much of the surrounding zoning allows a height of 270 feet and there are no adjacent R, R(A), D, D(A), TH or TH (A) zoning districts. The surrounding mix of uses containing higher density in the retail, office, and multifamily districts ensures the proposed increases in development rights is suitable for the area.

Parking:

Parking will be in accordance with the parking regulations of Chapter 51A. For a multifamily use, one parking space will be required 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.

Landscaping:

Landscaping will be in accordance with the landscape regulations of Article X, as amended.

Market Value Analysis

Market Value Analysis (MVA), is a tool to aid residents and policymakers 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 strengths or weaknesses. As illustrated in the attached MVA map, the colors range from purple representing the strongest markets to orange, representing the weakest markets. The area of request is not within an identifiable MVA Category; however, it is in proximity to an “E” MVA Cluster to the west and south of the proposed site.

CPC ACTION
June 16, 2022

Motion: It was moved to recommend **approval** of an MU-3 Mixed Use District on property zoned MC-4 Multiple Commercial District, on the north side of Vantage Point, west of Greenville Avenue.

Maker: Housewright
Second: Anderson
Result: Carried: 13 to 0

For: 13 - Popken, Hampton, Anderson, Shidid,
Carpenter, Blair, Jung, Housewright, Gibson,
Haqq, Stanard, Kingston, Rubin

Against: 0
Absent: 1 - Vann
Vacancy: 1 - District 3

Notices:	Area:	300	Mailed:	8
Replies:	For:	0	Against:	1

Speakers: For: Rob Baldwin, 3904 Elm St., Dallas, TX, 75226
Against: None

List of Officers

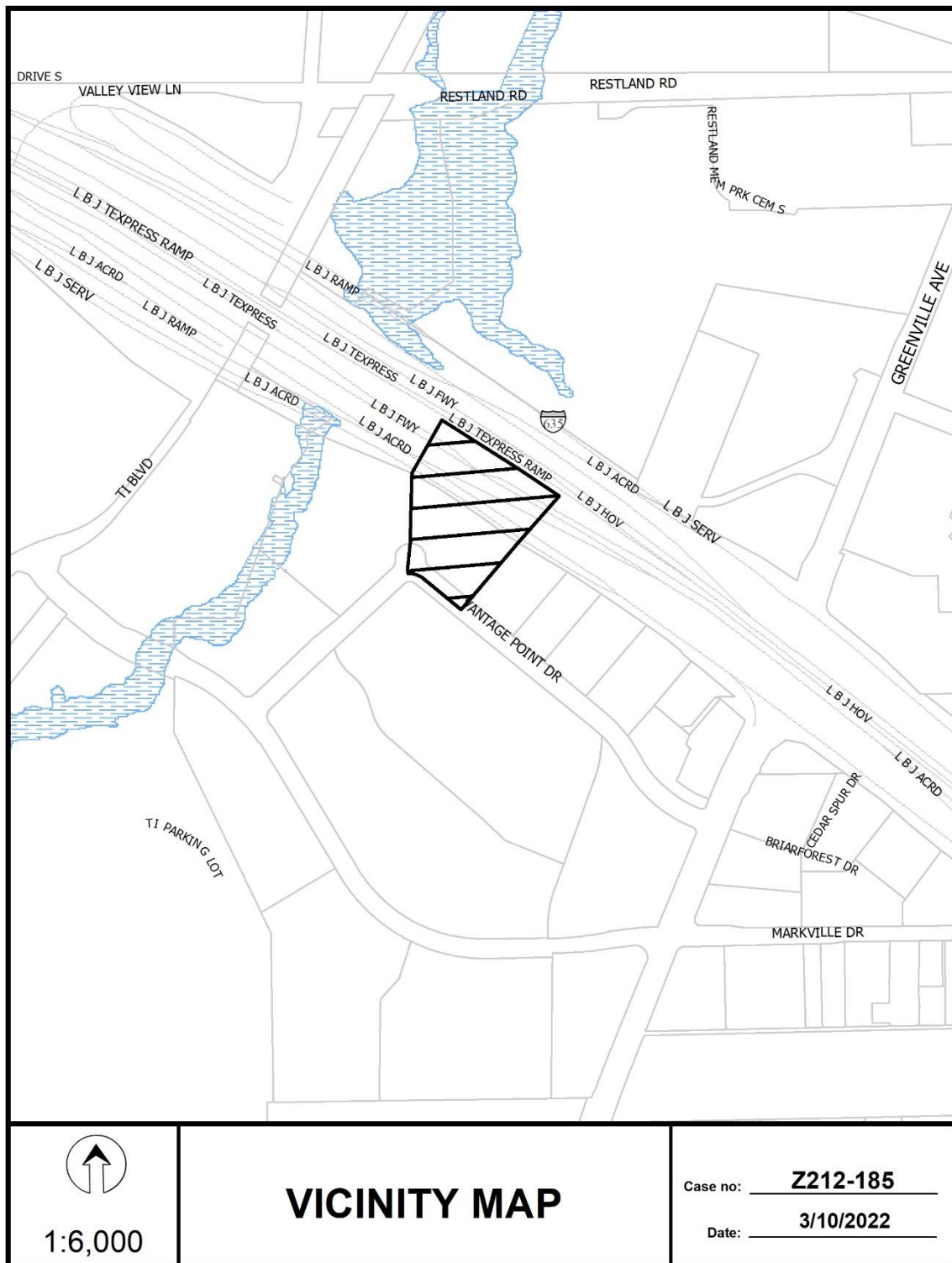
9835 Vantage Dallas TX Hotel, LLC

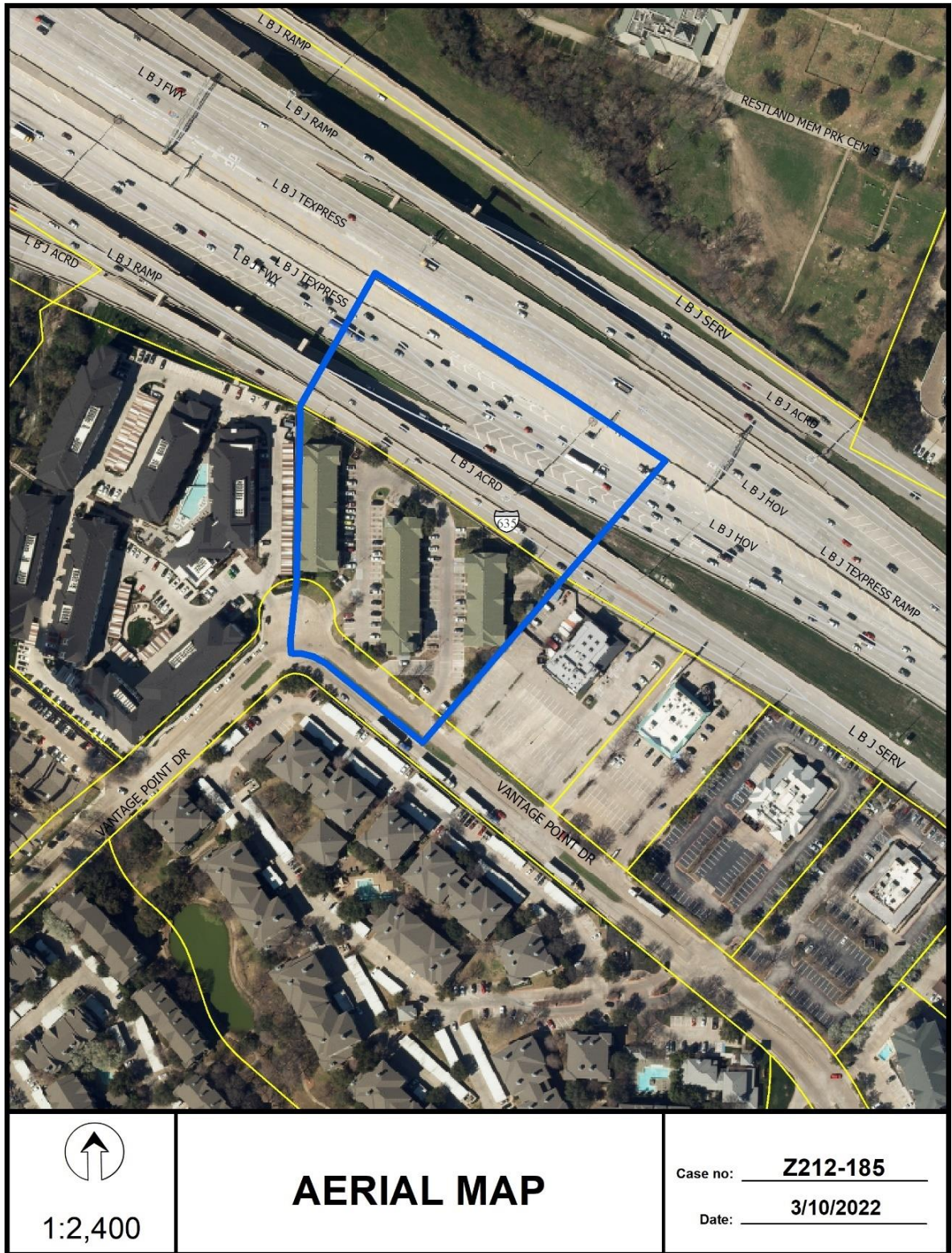
TWC-CFIC 2017 LLC

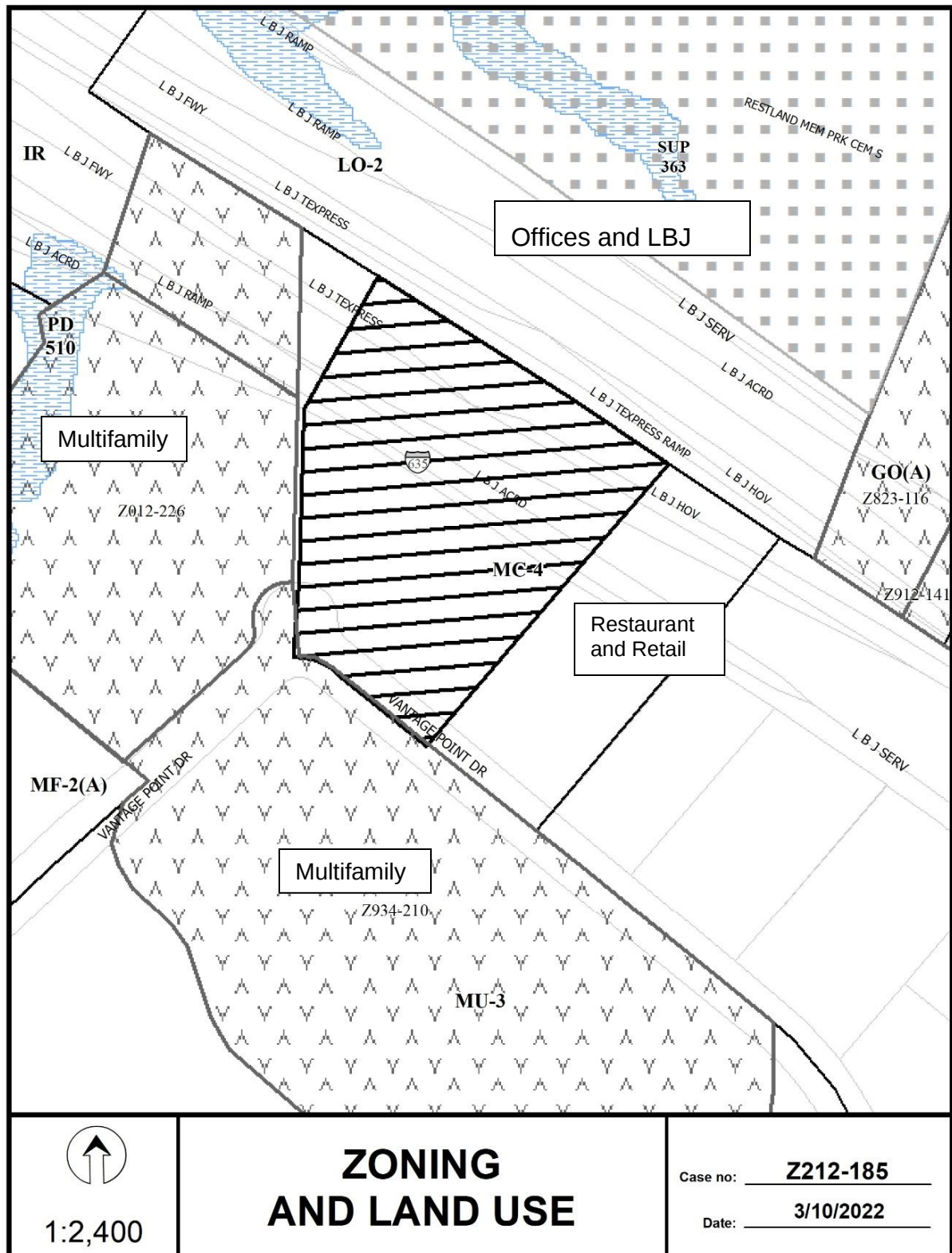
Alan Kanders, Managing Member

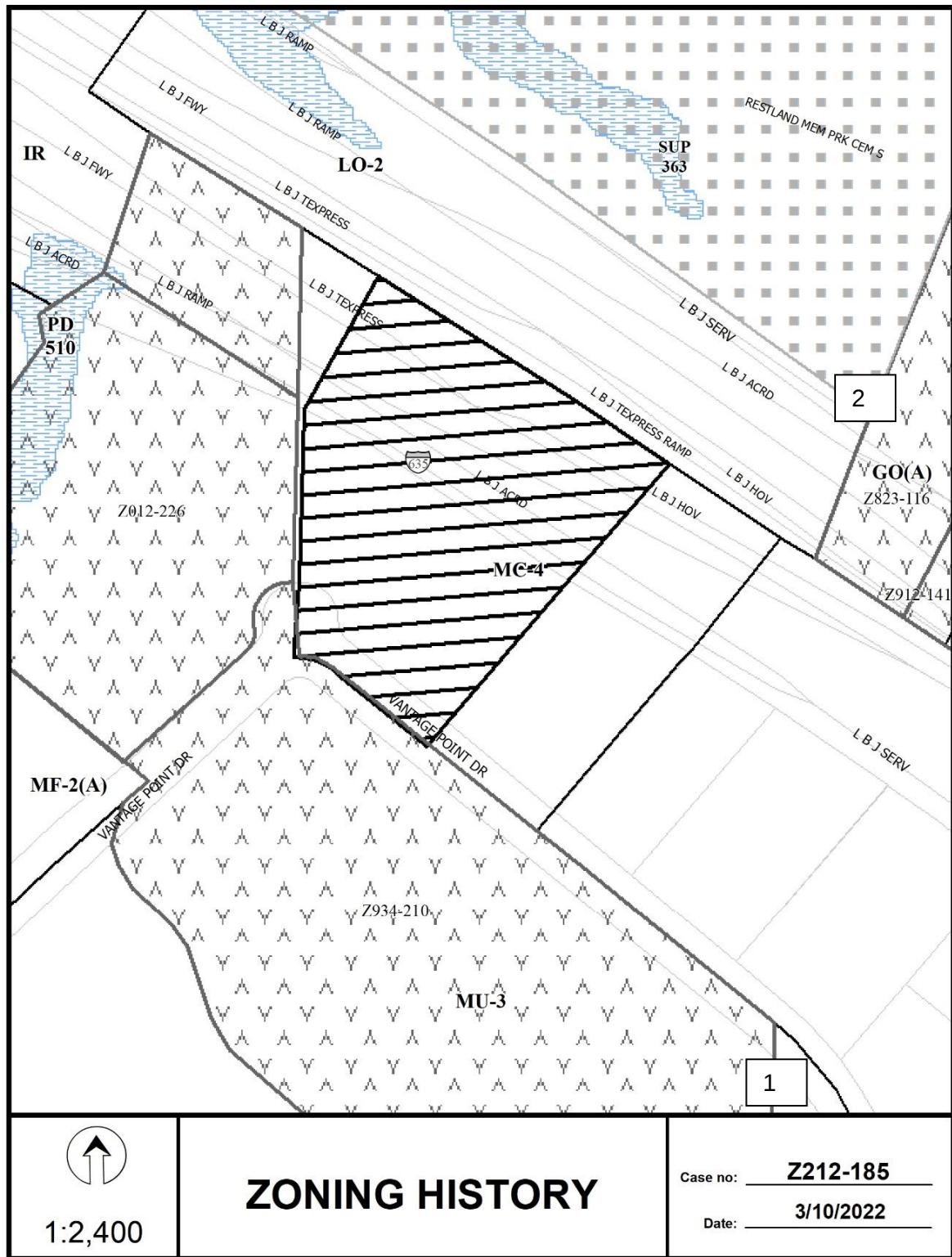
Raviraj Dave, Managing Director

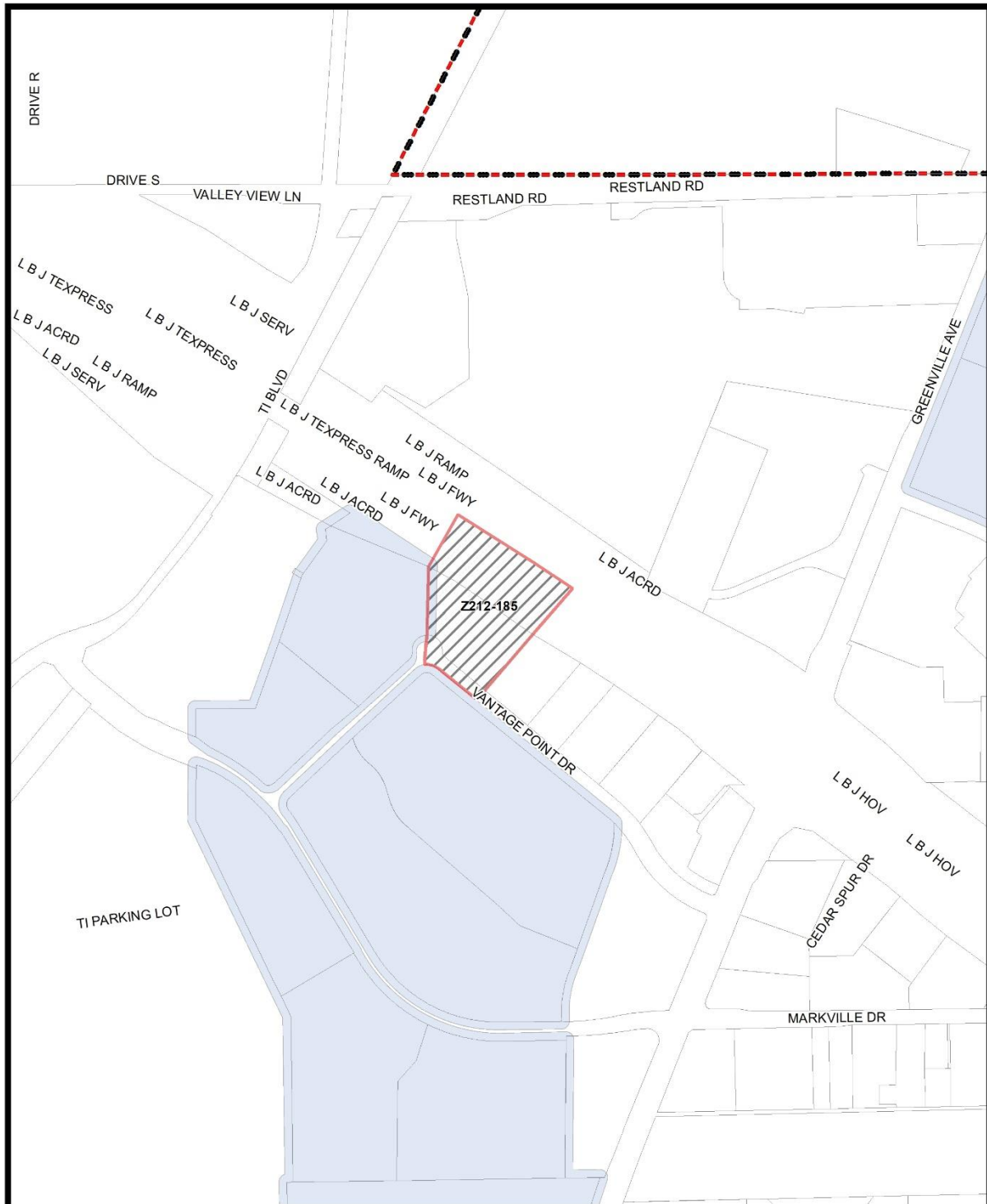
Michael Mao, Managing Director











Market Value Analysis A B C D E F G H I NA



1:6,000

Market Value Analysis

Printed Date: 3/10/2022



06/15/2022

Reply List of Property Owners

Z212-185

8 Property Owners Notified 0 Property Owners in Favor 1 Property Owners Opposed

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
	1	9019 VANTAGE POINT DR	9835 VANTAGE DALLAS TX HOTEL
	2	12705 GREENVILLE AVE	NORTHSTAR CEMETERY SERVICES OF
	3	12705 GREENVILLE AVE	NORTHSTAR CEMETERY SERVICES
	4	12700 GREENVILLE AVE	RESTLAND MEMORIAL PARK
	5	9049 VANTAGE POINT DR	NEW PRIVATE RESTAURANT PPTIES LLC
X	6	9039 VANTAGE POINT DR	DUCKWIN LLC
	7	8997 VANTAGE POINT DR	LBJ STATION LTD
	8	9000 VANTAGE POINT DR	BEL VANTAGE POINT LLC