

FILE NUMBER: Z201-280(KC) **DATE FILED:** June 14, 2021
LOCATION: Southwest corner of Greenville Avenue and Markville Drive
COUNCIL DISTRICT: 10 **MAPSCO:** 16 Z
SIZE OF REQUEST: Approx. 3.87 acres **CENSUS TRACT:** 78.04

REPRESENTATIVE: Rob Baldwin, Baldwin Associates

APPLICANT/OWNER: Norina Properties, LP

REQUEST: An application for an MU-2 Mixed Use District on a property zoned MU-1 Mixed Use District.

SUMMARY: The purpose of the request is to allow for a liquor store within the existing commercial building.

STAFF RECOMMENDATION: Approval.

BACKGROUND INFORMATION:

- The request site is currently developed as a commercial building. The building is occupied by a variety of commercial uses such as retail, personal services, and restaurants.
- The proposal includes remodeling the building and the opening of a new liquor store.
- The site is currently zoned as MU-1 Mixed Use which does not permit for a liquor store. A zoning district of MU-2 Mixed Use would permit this proposed use.

Zoning History:

There have been no zoning cases in the area near the request site in the past five years.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Marksville Dr.	Community Collector	80'
Greenville Ave.	Principle Arterial	100'

Traffic:

The Engineering Division of the Sustainable Development and Construction 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. The *forwardDallas! Comprehensive Plan* outlines several goals and policies which can serve as a framework for assisting in evaluating the applicant's request.

The request complies with the following land use goals and policies of the Comprehensive Plan:

ECONOMIC ELEMENT

GOAL 2.1 PROMOTE BALANCED GROWTH

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

Policy 2.2.6 Restore Dallas as the foremost retail location in the region.

URBAN DESIGN

GOAL 5.2 STRENGTHEN COMMUNITY AND NEIGHBORHOOD IDENTITY

Policy 5.2.4 Enhance retail, industrial and business operations.

GOAL 5.3 ESTABLISHING WALK-TO CONVENIENCE

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

Land Use:

	Zoning	Land Use
Site	MU-1 Mixed Use	Retail, personal services, restaurant
North	MU-1 Mixed Use	Office
East	MU-3 Mixed Use	Mini storage
South	MF-2(A)	Multi-family
West	MF-2(A)	Multi-family

Land Use Compatibility:

The area of request is currently developed with a commercial building that is occupied by a variety of uses such as retail, personal services, and restaurants. The areas to the west and south of the site are developed as multi-family uses. The area to the north is an office building. East of the site is a mini-storage facility and a vacant parking lot.

The current zoning of MU-1 Mixed Use District does not allow for the liquor store use. The proposal includes remodeling the site and opening a liquor store.

The Department of Housing & Neighborhood Revitalization has conveyed that there is an existing conversation about developing the currently vacant site located at 12000 Greenville Ave into a campus that helps individuals and families transition out of crisis by providing resources such as food, shelter, recovery centers, serving as advocates in court, and providing job training and vocational skills. This project has performed public outreach in the surrounding area and received opposition from the neighboring property owners. If this development was to be approved in the future, it may not be ideal for a liquor store to be located across the street due to the nature of the proposed use, per Housing & Neighborhood Revitalization staff. However, it would not require any spatial distancing from the liquor store as per Chapter 6 of the Dallas Development Code since it would not include uses that require distancing, such as a church, public or private school, public hospital, or day-care center or a child-care facility.

Although the proposal for this site includes operating a liquor store, the request is solely for the general zone change to MU-2 Mixed Use and is not limiting to only a liquor store. This would allow all uses permitted in the MU-2 Mixed Use district. The table below provides a list of the permitted uses that are exclusively allowed in the existing and proposed zoning districts of MU-1 and MU-2, respectively. The proposed MU-2 Mixed Use district includes nine more intensive uses that are not permitted in the existing MU-1 Mixed Use district. The existing MU-1 Mixed Use district includes some residential uses that are not permitted in the proposed MU-2 Mixed Use district. The uses not listed in this matrix are the same in MU-1 and MU-2.

MUTUALLY EXCLUSIVE PERMITTED USES

MU-1 Mixed Use (Existing)	MU-2 Mixed Use (Proposed)
Handicapped group dwelling unit	Tool or equipment rental
Single-Family	Halfway house
	Overnight general purpose shelter
	Alternative financial establishment
	Convenience store
	Household equipment and appliance repair
	Liquor store
	Helistop
	Railroad passenger station

The request site is currently located across the street from a MU-3 Mixed Use district which consists of more intensive uses than what is being requested. The proposed MU-2 Mixed Use district would serve as a transition from the MF-2 Multi-family district uses to the MU-3 Mixed Use district uses. The existing development is located at the intersection of a community collector road and a principle arterial road which both

accommodate for heavier traffic patterns. Staff believes the proposed district is complementary to the surrounding uses and is in support of this request.

Development Standards:

The Floor to Area Ratio (FAR) increases from 0.8 base and 1.1 maximum in the existing MU-1 Mixed Use district to 1.6 base and 2.25 maximum in the proposed MU-2 Mixed Use district (it varies based on mixed use project type). This would potentially allow for the density to be twice as much as it is currently allowed. The height increases from 90’ (seven stories) or 120’ (nine stories) with retail in the existing MU-1 Mixed Use district to 135’ (10 stories) or 180’ (14 stories) with retail in the proposed MU-2 Mixed Use district. This would include a height difference of 45’ and 60’ with residential than what is currently permitted. No changes would occur in the allowed setbacks or lot coverage.

District	Setbacks		Density	Height	Lot Coverage	Special Standards	Primary Uses
MU-1	15’	20’ adjacent to residential OTHER: No Min	0.8 base 1.1 max (varies based on project type)	90’ 7 stories 120’ 9 stories with retail	80%	Proximity Slope U-form setback Tower spacing Visual Intrusion	Office, retail & personal service, lodging, residential
MU-2	15’	20’ adjacent to residential OTHER: No Min	1.6 base 2.25 max (varies based on project type)	135’ 10 stories 180’ 14 stories with retail	80%	Proximity Slope U-form setback Tower spacing Visual Intrusion	Office, retail & personal service, lodging, residential

Landscaping:

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

Parking:

Off-street parking will be provided in accordance with the requirements of the Dallas Development Code, as amended. The required ratio of parking spaces varies depending on the use. The parking is evaluated when a building permit is issued for each use, confirming that the site is providing adequate parking for all existing and proposed uses within the site. The required parking ratio for the use of a liquor store is one space per 200 square feet of floor area.

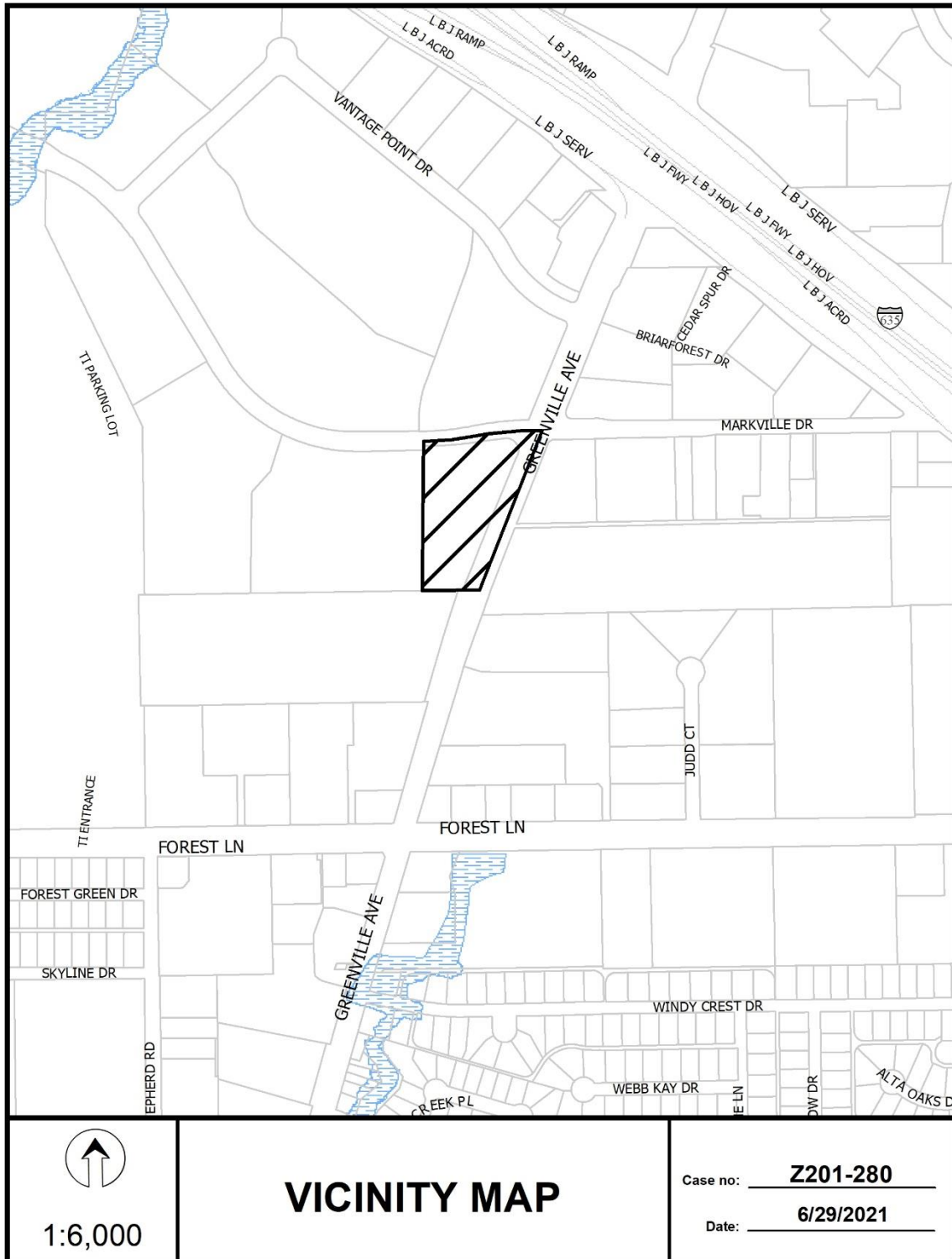
Market Value Analysis:

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). The area of request is not in an MVA cluster. West of the site is an "E" MVA cluster.

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List of Partners/Principals/Officers

Norina Properties LP
Michael Hashim, General Partner
Tazim Hashim, Limited Partner

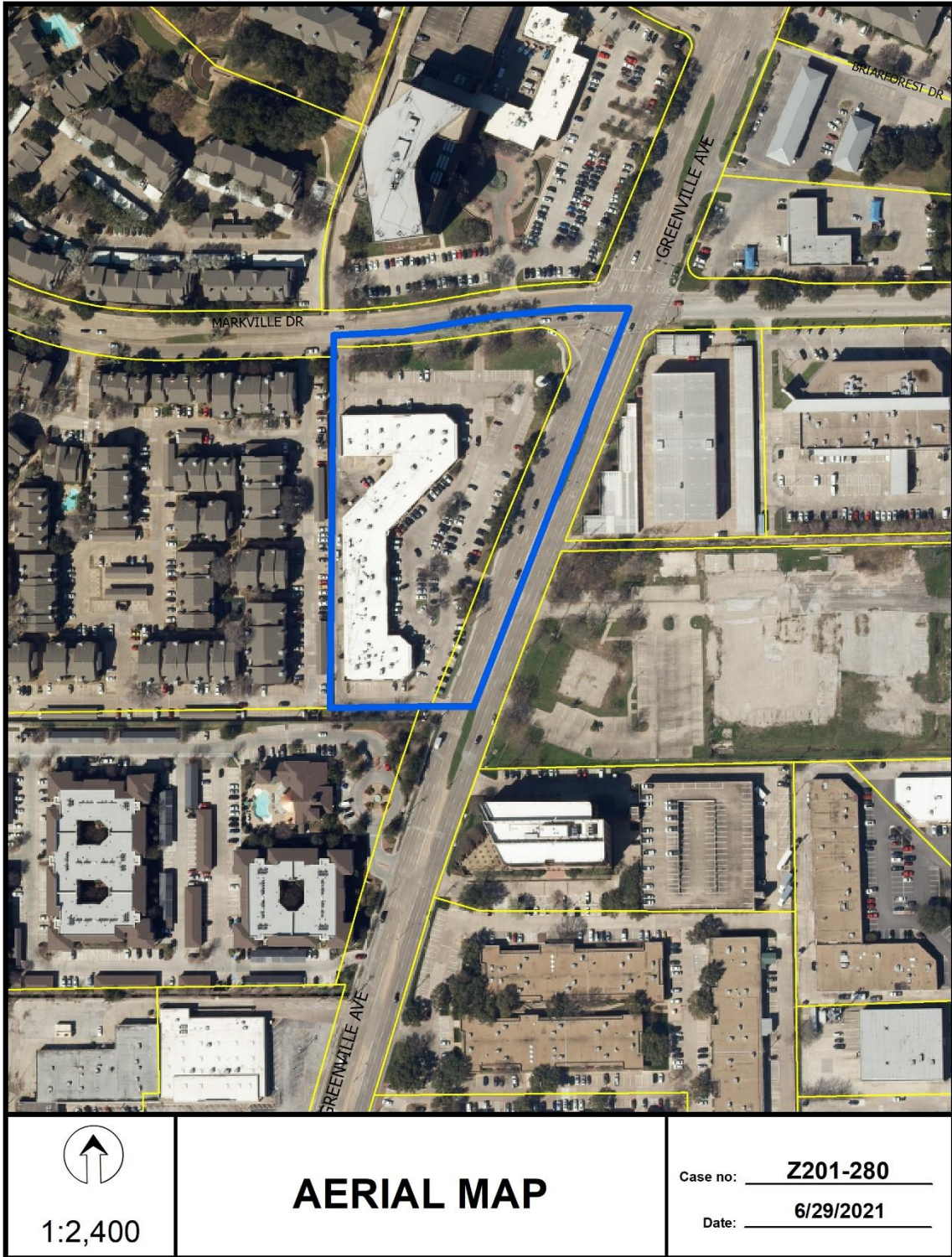


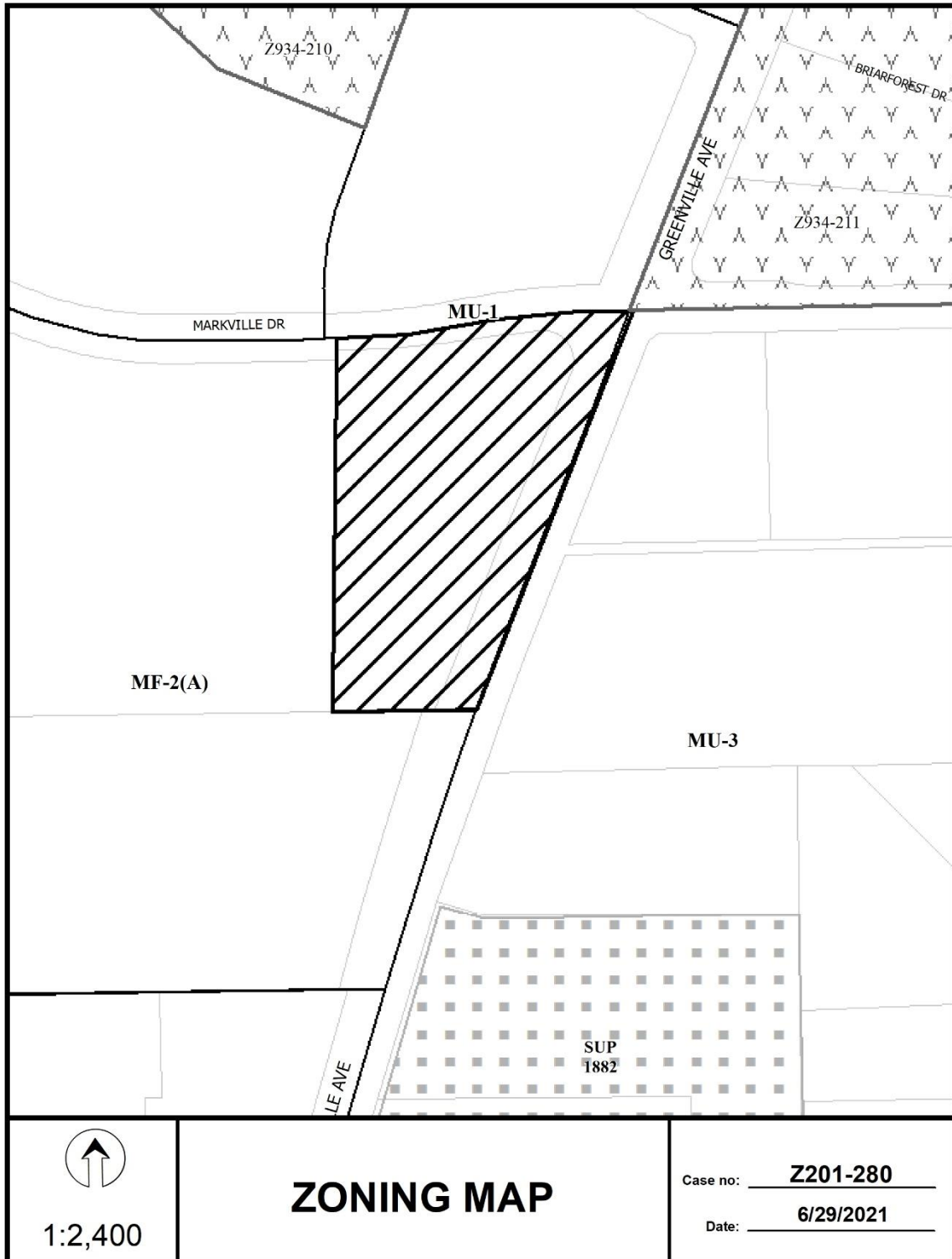
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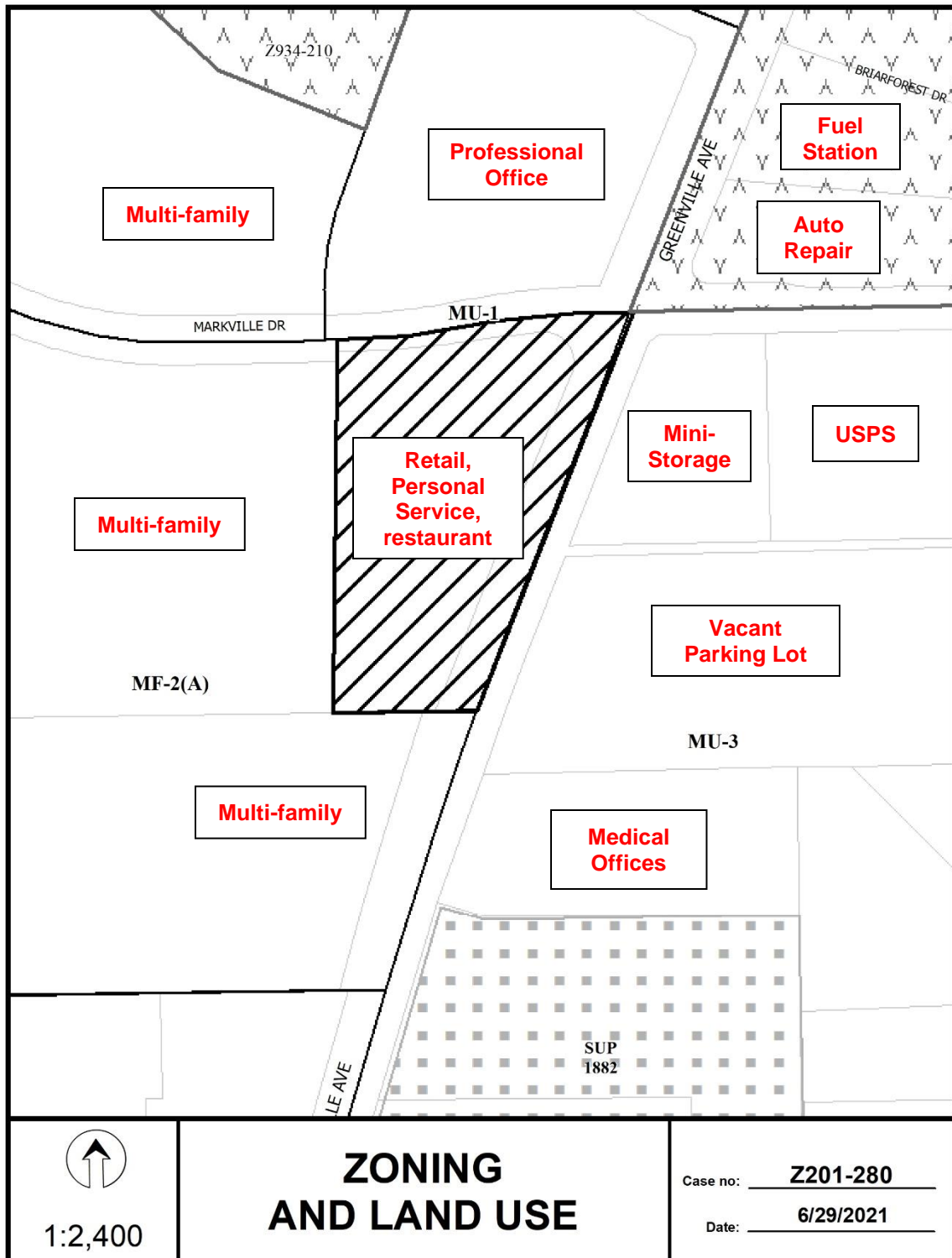
VICINITY MAP

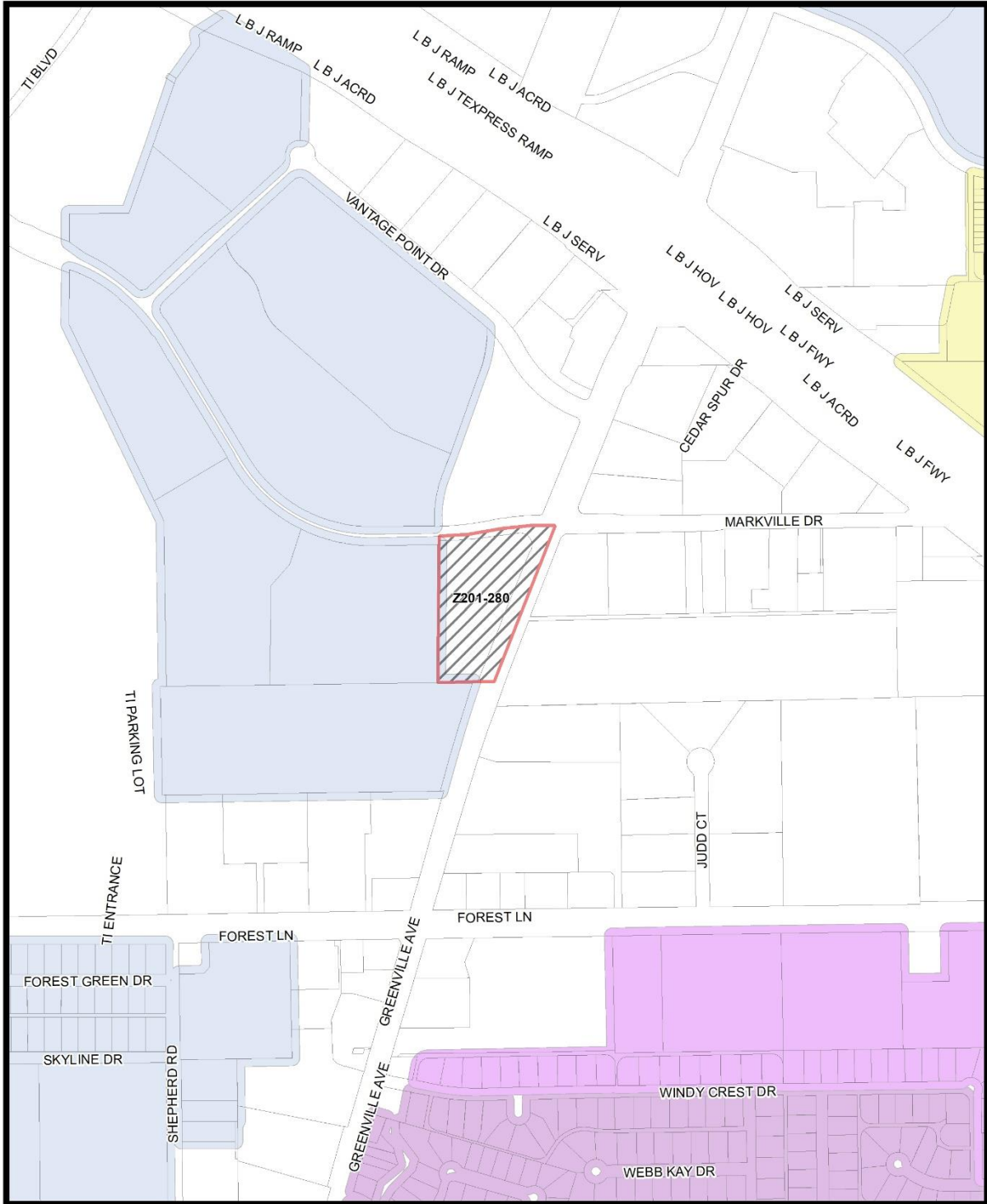
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Date: 6/29/2021







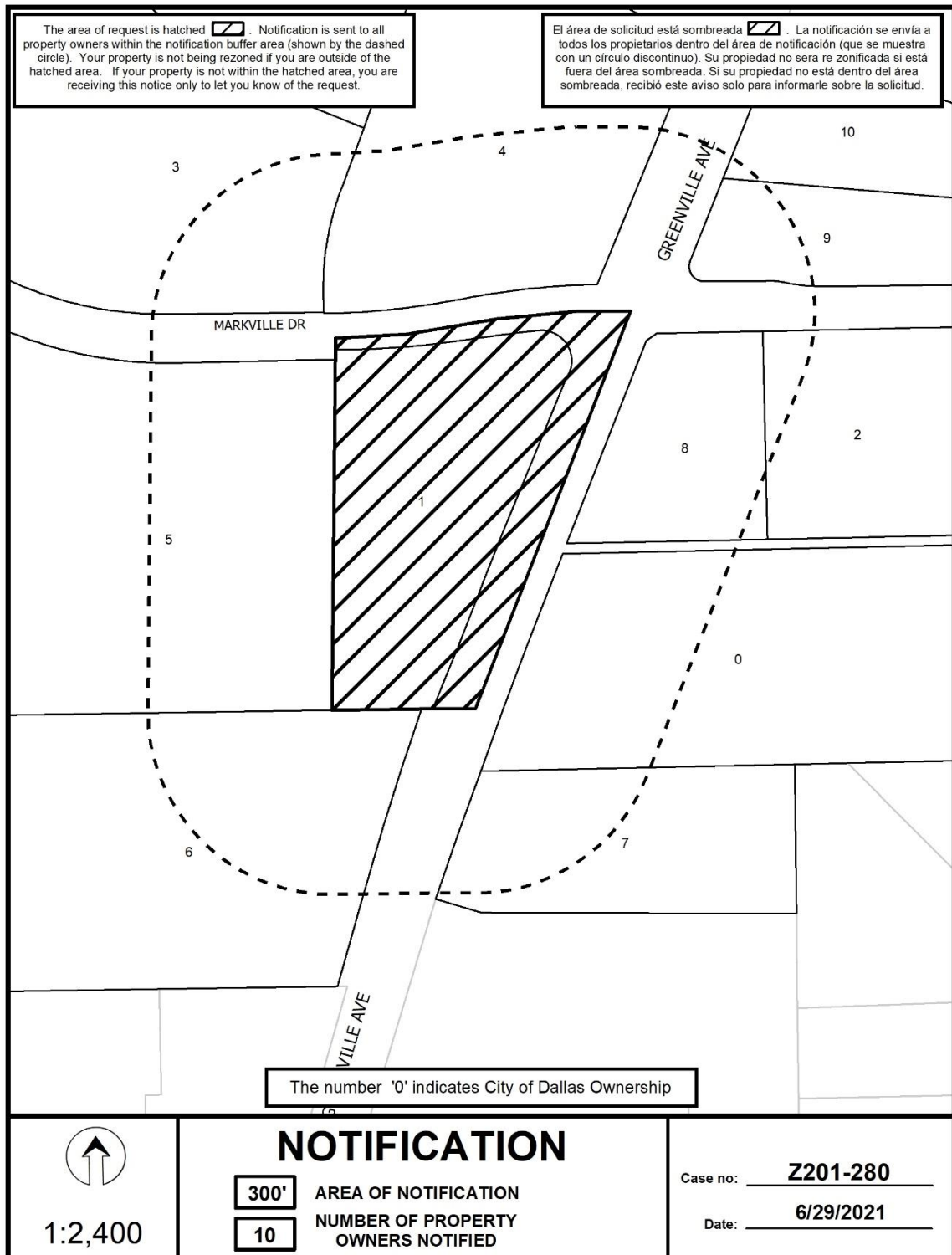


Market Value Analysis A B C D E F G H I NA



Market Value Analysis

Printed Date: 8/24/2021



Z201-280(KC)

06/25/2021

Notification List of Property Owners

Z201-280

10 Property Owners Notified

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	12101 GREENVILLE AVE	NORINA PROPERTIES LP
2	9144 MARKVILLE DR	U S POSTAL SERVICE
3	9001 MARKVILLE DR	Taxpayer at
4	12225 GREENVILLE AVE	HIGH POINT RICCHI LLC
5	9050 MARKVILLE DR	PRCP DALLAS INVESTMENT LP
6	11911 GREENVILLE AVE	GREENVILLE PROPERTY OWNER LLC
7	11910 GREENVILLE AVE	SOHO DACIS FG LLC
8	9100 MARKVILLE DR	PUBLIC STORAGE INC
9	12220 GREENVILLE AVE	Taxpayer at
10	12250 GREENVILLE AVE	GINGERCREST INC