

Zoning Map Amendment

Case Manager: [Lynn Jordan](#)

Owner / Applicant: Darin McReynolds Norman, Urbanworth LLC / 2050 Montgomery LLC

Site Location: 3621 Bryce Avenue (2050 Montgomery Street) **Acreage:** 3.08 acres

Request

Proposed Use: Mixed-Use, Hotel, Restaurant and Multifamily

Request: From: “J” Medium Industrial and “CR” Low Density Multifamily

To: “PD/MU-2” Planned Development for all uses in “MU-2” High Density Mixed-Use excluding short-term rental, event center, rental hall, service station, pawn shop, height of 85’; site plan waiver requested

Recommendation

Land Use Compatibility: Requested change is **compatible (five stories)**

Comprehensive Plan Map Consistency: Requested change is **not consistent**

Comprehensive Plan Policy Consistency: Requested change is **not consistent**

Staff Recommendation: **Denial of the proposed request/Approval for height max at 5 stories, site plan required**

Zoning Commission Recommendation: **Denial without Prejudice by a vote of 11-0**

Table of Contents

1. [Project Description and Background](#)
2. [Surrounding Zoning and Land Uses](#)
3. [Recent Zoning History](#)
4. [Public Notification](#)
5. [Development Impact Analysis](#)
 - a. [Land Use Compatibility](#)
 - b. [Comprehensive Plan Consistency](#)
 - c. [Site Plan Comments](#)
6. Zoning Map with 300 ft. Notification Area
7. Site Plan
6. Area Map
7. Future Land Use Map
8. Aerial Photograph

Project Description and Background

The subject area consists of approximately 3.08 acres, currently a vacant parcel. The vicinity is primarily characterized by multifamily two-story structure and one-story commercial office to the north, two story apartment and single-family to the north, vacant lot, parking lot and one-story retail/office building to the south, five story parking structure / Dickie's Arena to the east. The applicant is proposing a rezoning of the property to accommodate specific land uses and adhere to design criteria outlined in the "MU-2" High-Intensity Mixed-Use zoning district, excluding certain uses with a height capped at 85' with a site plan waiver.

The subject property is not part of the Council-initiated rezoning request known as ZC-25-036. The subject area is just west of Montgomery and south of Bryce Avenue.

On February 20, 2025, the Urban Design Commission voted to deny the request for the above Planned Development at 3621 Bryce Avenue on the condition that the PD be tied to a site plan. Staff also supports this request, since the proposed use is not consistent with the Future Land Use Map (which shows the property as Low Density Residential and Neighborhood Commercial) and the 2023 Comprehensive Plan.

Surrounding Zoning and Land Uses

North "CR" Low Density Multifamily, "J" Medium Industrial / Apartments and Office
East "CR" Low Density Multifamily/ Apartments
South "CR" Low Density Multifamily, "J" Medium Industrial, "PD1229" Planned Development for "E" Neighborhood Commercial plus boutique hotel, bar and coffee shop / Single-family, Commercial, Retail and Hotel
West "J" Medium Industrial / Office, Retail, Warehouse

Recent Zoning History

PD896-ZC-19-099 Amend PD896 to add property and sign regulations as depicted in Exhibit A; ZC-10-189- "PD/I" Planned Development for all uses in "I" Light Industrial plus uses and excluding uses; site plan waived (Approved December 2013)
PD1077-ZC-15-170 "PD/E" Planned Development for all uses in "E" Neighborhood Commercial plus bar in a separate building only as accessory to restaurant; site plan approved (Approved April 2016)
PD973-ZC-12-079 Amend "PD449 plus "A-5" Planned Development/Specific Use for church, accessory buildings and parking; site plan approved (May 2013)
PD485-SP-07-025 Site plan approved for church parking lot (Approved June 2007)
PD1229-ZC-18-205 "PD/E" Planned Development for all uses in "E" Neighborhood Commercial plus boutique hotel with accessory bar and coffee shop; site plan approved (Approved June 2019)

Public Notification

Written Notice

Written notice of the Zoning Commission public hearing was mailed to the owners of real property lying within 300 feet on February 28, 2025.

Posted Notice

A sign was erected on the property not less than 10 days before the Zoning Commission public hearing date.

Published Notice

A notice of the public hearing before the City Council will be published in the Fort Worth Star Telegram at least 15 days before the hearing.

Courtesy Notice

The following organizations were notified: emailed February 24, 2025

Organizations Notified	
West Side Alliance	Crestline Area NA
Alamo Heights NA	North Hi Mount NA
Arlington Heights NA*	
Cultural District Alliance	Camp Bowie District, Inc.
Trinity Habitat for Humanity	Streams and Valleys Inc.
Fort Worth ISD	

Development Impact Analysis

Land Use Compatibility

The applicant is requesting to rezone the site to “PD/MU-2” Planned Development for all uses in “MU-2” High Intensity Mixed-Use excluding certain uses; request maximum height of 85 ft; site plan waiver requested. Surrounding land uses include multifamily (apartments), commercial (office, retail) residential (single family homes), Dickies Arena and a parking lot.

The proposed zoning is **compatible** with surrounding land uses with the caveat that the height be reduced to five stories.

Comprehensive Plan Consistency– Arlington Heights

The adopted Comprehensive Plan currently designates the subject property as Neighborhood Commercial and Low Density Multifamily on the future land use map. The current “J” Medium Industrial allows for more intense uses that are not appropriate, adjacent to a residential neighborhood.

- **Separate incompatible land uses with buffers or transitional uses. Some land uses have attributes such as height, proportion, scale, operational characteristics, traffic generated, or appearance that may not be compatible with the attributes of other uses.**

COMMERCIAL		
Neighborhood Commercial	Retail, services, offices and mixed uses serving daily needs for a local market area	ER, E, MU-1, Applicable Form-Based Codes
General Commercial	Retail, services, offices and mixed uses serving occasional needs for a larger market area	All Commercial, MU-1, MU-2, Applicable Form-Based Codes
MIXED-USE		
Mixed-Use	Retail, services, offices, entertainment, mixed uses, and multifamily residential (>36 units/acre multifamily, mixed-use multifamily and pedestrian-oriented development)	UR, MU-1, MU-2, Form-Based Codes, All Commercial
Mixed-Use Growth Center	Retail, services, offices, entertainment, mixed uses, and multifamily residential; Community Growth Centers are less intensive, and Regional Growth Centers are more intensive	UR, MU-1, MU-2, Form-Based Codes, All Commercial

me

The proposed zoning district is appropriate in a mixed-use growth center, which is located on the

east side of Montgomery. Neighborhood commercial type uses would be appropriate this close to the neighborhood.

MIXED-USE GROWTH CENTERS

Mixed-use growth centers are highly urbanized places containing many characteristics of a downtown including a high concentration of jobs and housing, schools, parks, and other public facilities, public transportation hubs, and pedestrian activity. Its predominant land uses are residential and commercial. Within a small geographic area, different land uses are found side by side or within the same building. These places tend to be bustling and diverse, with a sense of place.

The potential benefits of mixed-use growth centers include:

- Additional economic development opportunities
- Protection of single-family neighborhoods
- Development of multifamily housing at appropriate locations
- Convenience for residents and workers
- Reduced reliance upon automobile usage
- Efficiency in the provision of public facilities and services
- Protection of the environment
- Improved health due to increased

The proposed zoning district is not consistent with the land use designations and policies for this area.

- Promote appropriate development of vacant lots, old commercial centers (greyfields), and contaminated sites (brownfields) within developed areas, particularly in the central city.
- Encourage compatible development between residential and commercial properties along the west side of Montgomery.

Based on lack of conformance with the future land use map designations and with the policies stated above, the proposed zoning is **not consistent** with the Comprehensive Plan.