



Zoning Commission

Date: November 9, 2021

Case Number: SP-21-023

Council District: 9

Site Plan Amendment

Case Manager: [Sevanne Steiner](#)

Owner / Applicant: 3017 Morton LLC/ Urbanworth, LLC – Darin Norman

Site Location: 3033 Morton Street

Acreage: 1.422 acres

Request

Proposed Use: Mixed - Use

Request: To: Amend the site plan for PD 1058

Recommendation

Staff Recommendation: Approval

Zoning Commission Recommendation: Approval by a vote of 7-0

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Project Description and Background

The proposed development is located within the W. 7th Urban Village. High density mixed uses are encouraged within these areas in order to take advantage of proximity to employment areas, proximity to public amenities, and proximity to public transit. This vibrant, walkable, live/work environment is an important link between Downtown and the Cultural District. Mid- and high-rise housing, retail, and offices overlook the Trinity River corridor, providing scenic and recreational opportunities.

The property is located on the corners of University Street, Bledsoe and Morton Streets. The applicant is proposing to amend the site plan for PD 1058. The PD is based on “MU-2” for a single use building with a maximum 85 feet height.

Originally a multi-story hotel with parking garage was proposed. The applicant is now proposing a ten (10) story mixed-use structure with office, multifamily, hotel and retail with ground floor garage parking. Additionally, the new proposed project will encompass the entire block.

Surrounding Zoning and Land Uses

- ZC-15-124 to “PD/MU-2” Planned Development for all uses in “MU-2” High Intensity Mixed Use allowing a single use building to have a maximum 85 ft. height, 0’ rear yard, including façade variation for two scaling elements, low e efficient glass, integrated mechanical shading/glazing or other thermal light heat energy measure, metal, porcelain, spandrel panels or curtain walls for masonry requirement and utilize landscaping architectural elements for screening parking garage facade; site plan included
- ZC-02-221, from “G” Intensive Commercial and “J” Medium Industrial to “MU-2” High Intensity Mixed-use, effective 10/2/02 (subject property)

Surrounding Zoning and Land Uses

North “MU-2” High Intensity Mixed-Use / restaurant, commercial, car wash

East “MU-2” High Intensity Mixed-Use / bar, automotive

South “MU-2” High Intensity Mixed-Use / office, spa

West “PD/897” Planned Development for all uses in “CF” Community Facilities plus alcohol sales, with development standards; site plan waived / Modern Art Museum

Public Notification

300-foot Legal Notifications were mailed on September 21, 2021.
The following organizations were notified: (emailed September 24, 2021)

Organizations Notified	
Westside Alliance	Cultural District Alliance*
Linwood NA	Trinity Habitat for Humanity
Monticello NA	Streams And Valleys Inc
Camp Bowie District Inc.	Fort Worth ISD

* *This Neighborhood Association is located closest to the subject property*

Development Impact Analysis

Site Plan Comments

The original site plan had the hotel facing University Boulevard with Morton and Bledsoe Streets as secondary street. The parking was tucked at the rear (east elevation) of the building with access to Morton and Bledsoe. The parking had minimum frontage on the secondary streets.

The current MU-2 parking structure façade standards state the following:

Parking Structure Facades

- Façade design: All parking structure facades that face a public space must be designed to incorporate architectural elements and materials that complement the adjacent building or buildings in the area.
- Ground level screening: Screening must be incorporated to minimize the visual impact of garages and parked cars at the pedestrian level. Landscaping, including trees and shrubs, may be utilized for screening purposes but must screen at least 50% of pedestrian level parking garage facades immediately upon installation, with species selected to eventually provide a full 100% screening.
- Parking structure openings along primary and secondary street frontages must not exceed 50 percent (%) of the total ground floor façade.

The proposed site plan meets the above standards; however, at the last the Zoning Commission meeting (to be approved by City Council October 12, 2021) it was recommended to City Council that the standards be changed:

- Remove green screen system, planter walls, or similar vegetation from fenestration alternatives.
- Require parking structure openings to not exceed 20 feet per entrance.

- Require ground floor occupiable space for multifamily buildings and limiting the street façade allowance for parking structure openings, parking structures or both combined.

The western portion of the site located in PD 1058 conforms conceptually to MU-2 standards adopted in 2018 and thus staff is recommending **approval**. The remainder of the site (Zoned MU-2) will need to conform to the recently adopted MU-2 standards. It is staff's understanding that the applicant is proposing pedestrian garage parking along all of the secondary streets. This would not meet the new MU-2 standards nor does it meet the following guiding principles of the MU-2 ordinance:

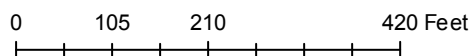
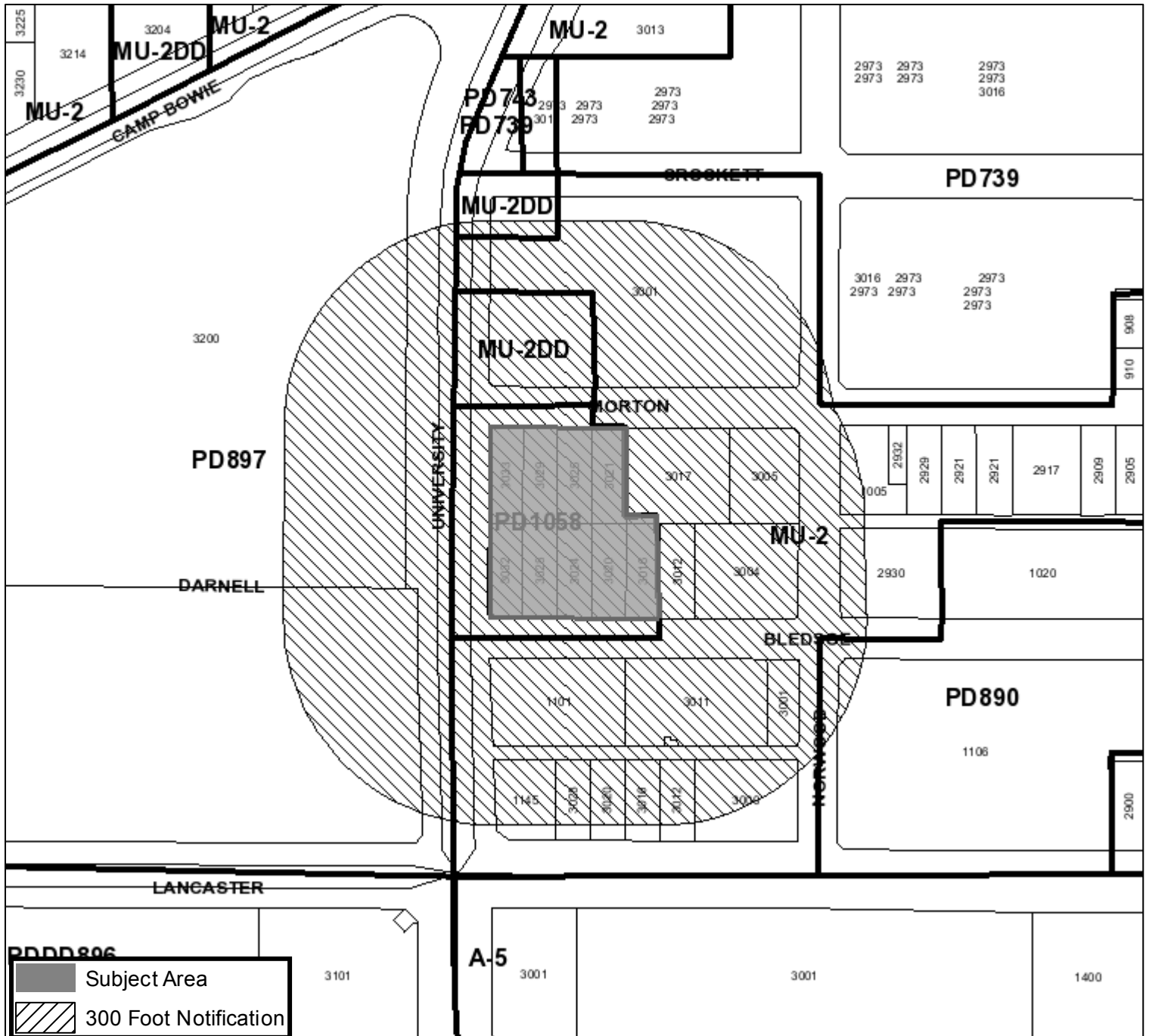
- **Promote a pedestrian-oriented urban form.** In contrast to conventional zoning standards that place a primary emphasis on the regulation of land uses, mixed-use development standards and guidelines focus on promoting a walkable, urban form of development, consistent with the surrounding areas historic urban development patterns. The focus on form promotes buildings that conform to tested urban design principles.
- **Require excellence in design of the public realm and of buildings that front public spaces.** The most successful and memorable urban environments are those in which walking down the street is appealing. Streets, plazas, parks, and other public spaces should be comfortable and inviting, and buildings fronting those spaces should be active and visually interesting at the pedestrian level.
- **Promote walkability.** Walkable communities are desirable places to live, work, and play. Walkable communities give higher priority to pedestrian activity by creating streetscapes that are safe, comfortable, interesting, and that accommodate a wide range of transportation modes and users. To foster walkability, development patterns should promote a mix of land uses and density, have an emphasis on the placement and orientation of buildings, have properly placed parking, place a high value on the design of quality streetscapes, provide access to transit, and provide unimpeded pedestrian connections to multiple destinations and open space.

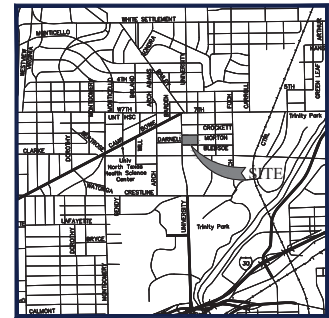
At the time of permitting the applicant will either need to conform to the MU-2 standards or ask for a waiver from the Urban Design Commission (UDC).



Area Zoning Map

Applicant: 3017 Morton LLC
 Address: 3000 blocks Bledsoe & Morton Streets
 Zoning From: PD 1058 for MU-2 uses with development standards
 Zoning To: Site Plan for hotel
 Acres: 1.4065829
 Mapsco: 76A
 Sector/District: Arlington Heights
 Commission Date: 10/13/2021
 Contact: 817-392-8012





VICINITY MAP
NOT TO SCALE

OWNER/DEVELOPER
Goldenrod Industries
5700 Granite Parkway, Suite 200
Plano, TX 75024

ENGINEER / PLANNER / SURVEYOR
Dunaway Associates
550 Bailey Ave., Suite 400
Fort Worth, TX 76107

LEGEND

— — — — — PROPERTY LINE

— — — — — EXISTING RIGHT OF WAY (R.O.W.)

- - - - - EXISTING ZONING BOUNDARY

- NOTES:**
1. ALL LIGHTING WILL CONFORM TO THE LIGHTING CODE.
 2. ALL SIGNAGE WILL CONFORM TO ARTICLE 4, SIGNS.
 3. THIS PROJECT WILL COMPLY WITH 6.301, LANDSCAPING AND SECTION 6.302 URBAN FORESTRY.
 4. ALL SETBACKS WILL MEET ZONING REGULATIONS.
 5. ALL PREVIOUS WAIVERS FOR PD 1058 SHALL STILL BE IN EFFECT.
 6. PROPOSED HOTEL / APARTMENTS AND OFFICE USES ARE ABOVE PARKING GARAGE.



NORTH

GRAPHIC SCALE

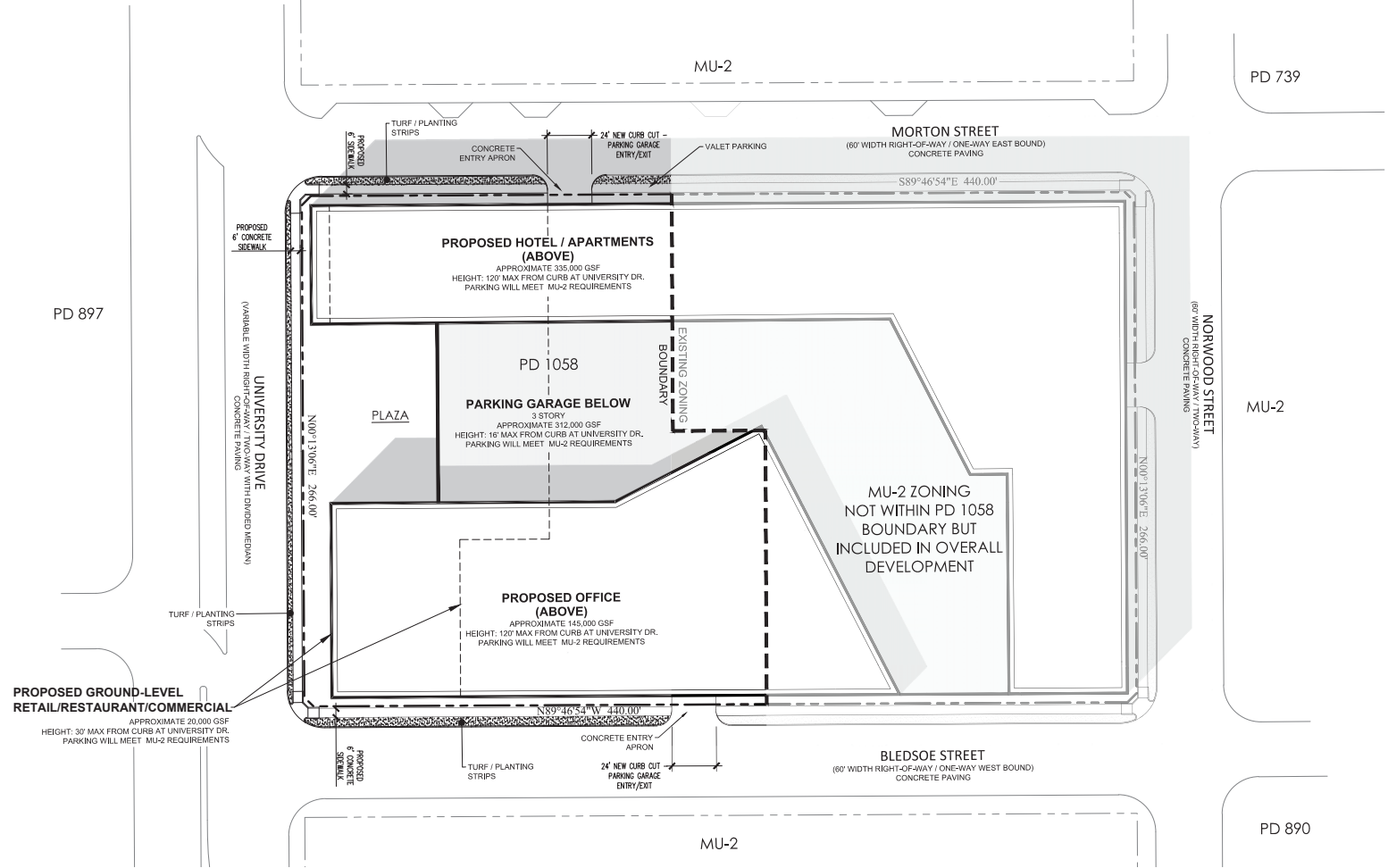
0 30 60

1 inch = 30'

PD 1058
REVISED SITE PLAN
UNIVERSITY DRIVE HOTEL
1.422 ACRES
LOTS 1R-4R, 14R-18R
BLOCK 11
VAN ZANDT'S PARK ADDITION
September 3, 2021



DA 19077445.02



SITE PLAN - PROPOSED
SCALE: 1" = 30'

SP-21- (ASSOCIATED WITH APPROVED ZC-15-124)









DIRECTOR OF PLANNING AND DEVELOPMENT DATE

PREPARED BY: CHERRY L. WALKER, CIVIL ENGINEER, LICENSE NO. 12424, STATE OF TEXAS. DATE: 09/03/2021. PROJECT NO.: 19077445.02. ALL RIGHTS RESERVED. NO PART OF THIS DOCUMENT IS TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, WITHOUT PERMISSION IN WRITING FROM DUNAWAY ASSOCIATES.






Area Map



Council Districts






-  2 - Carlos E. Flores
-  3 - Michael D. Crain
-  4 - Cary Moon
-  5 - Gyna Bivens
-  6 - Jared Williams
-  7 - Leonard Firestone
-  8 - Chris Nettles
-  9 - Elizabeth M. Beck

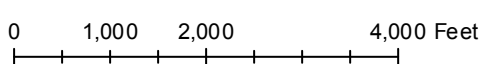
Overlay Districts

-  Airport Overlay District
-  I-35W
-  TU PERIPHERAL
-  DESIGN DISTRICT
-  CONSERVATION DISTRICT

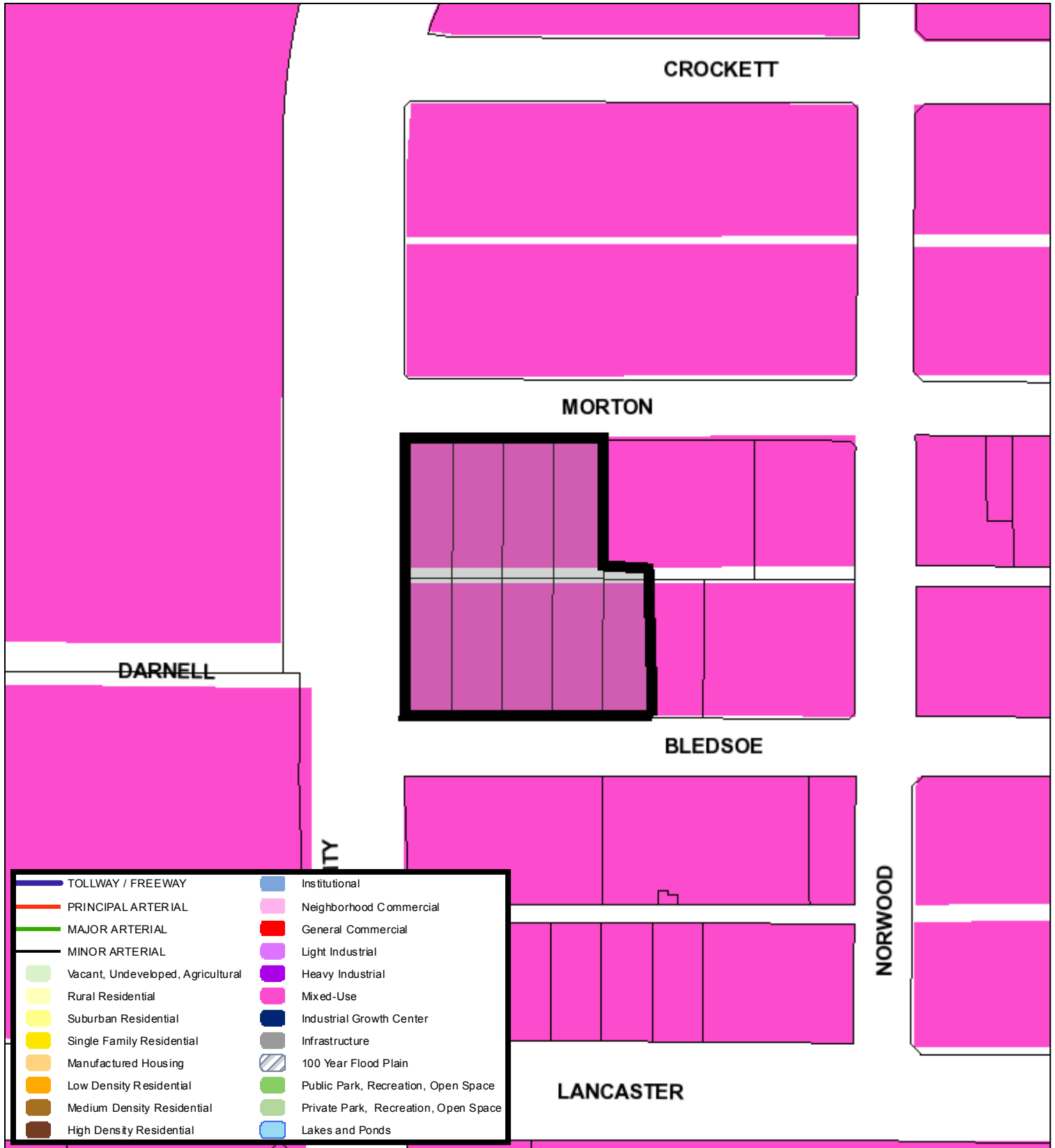
Noise Contours

DECIBEL

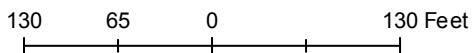
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-  70
-  75
-  80
-  85



Future Land Use



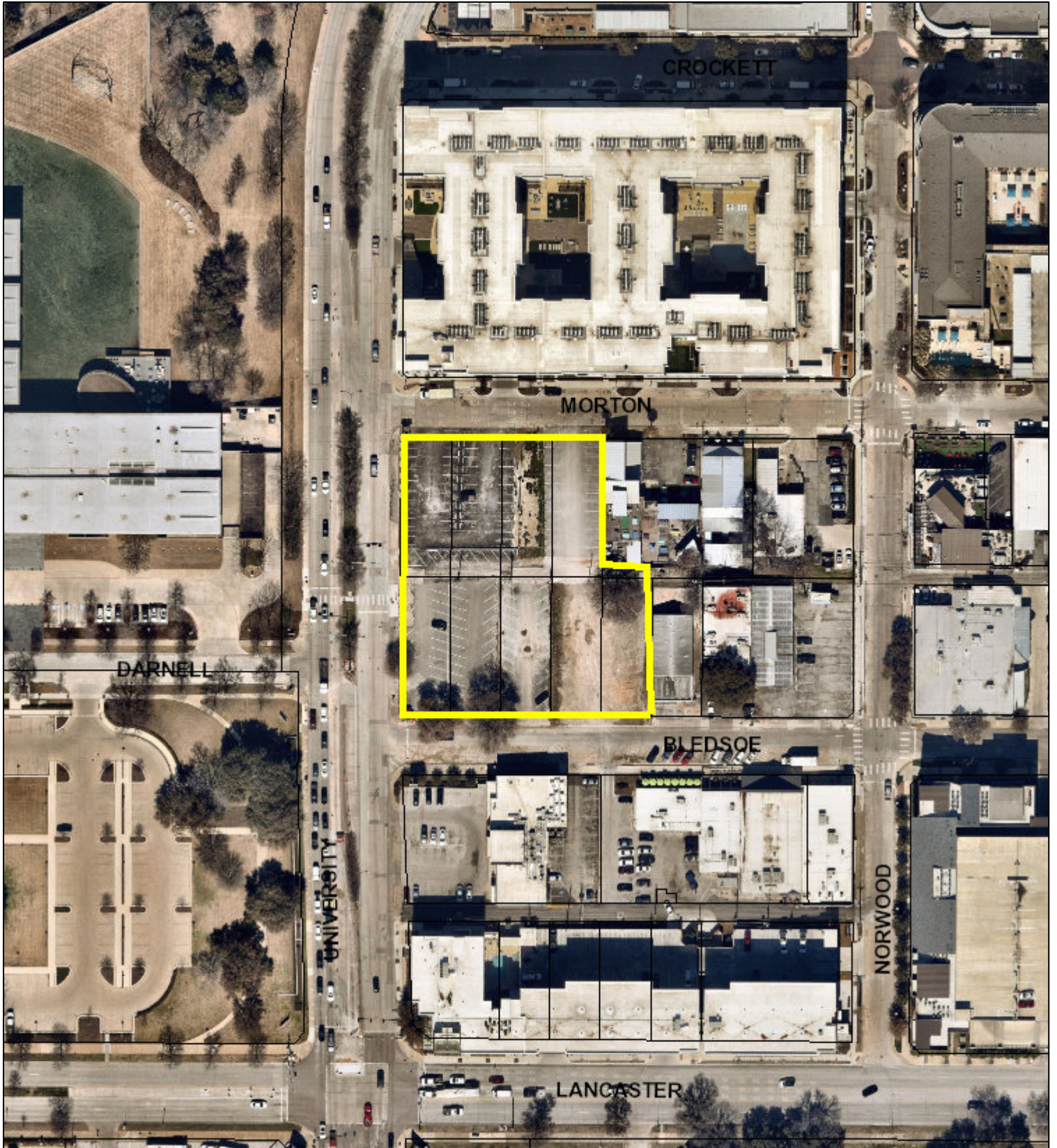
	TOLLWAY / FREEWAY		Institutional
	PRINCIPAL ARTERIAL		Neighborhood Commercial
	MAJOR ARTERIAL		General Commercial
	MINOR ARTERIAL		Light Industrial
	Vacant, Undeveloped, Agricultural		Heavy Industrial
	Rural Residential		Industrial Growth Center
	Suburban Residential		Infrastructure
	Single Family Residential		100 Year Flood Plain
	Manufactured Housing		Public Park, Recreation, Open Space
	Low Density Residential		Private Park, Recreation, Open Space
	Medium Density Residential		Lakes and Ponds
	High Density Residential		



A Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries. (Texas Local Government Code, Section 213.005.) Land use designations were approved by City Council on March 6, 2018.



Aerial Photo Map



0 80 160 320 Feet

