



Zoning Staff Report

Date: August 12, 2025

Case Number: ZC-25-029

Council District: 2

Zoning Map Amendment & Site Plan

Case Manager: [Sandy Michel](#)

Owner / Applicant: Piyush Patel, Roger Sotelo, Marshall Strawn / Samantha Garbarino/ John Ainsworth

Site Location: 312 NW 28th St. & 2810, 2812, 2814 Clinton Ave.

Acreage: 1.243 acres

Request

Proposed Use: Dual-Brand Franchise Hotel

Request: From: “FR” General Commercial Restricted & “J” Medium Industrial
To: “PD/FR” Planned Development for all uses in “FR” General Commercial Restricted plus hotel within 1000 ft of a One or Two-Family district with development standards for a zero front yard setback, increase in height, ingress and egress along Clinton Avenue, site plan included.

Recommendation

Land Use Compatibility: Requested change **is compatible**

Comprehensive Plan Map Consistency: Requested change **is consistent**

Comprehensive Plan Policy Consistency: Requested change **is consistent**

Staff Recommendation: **Approval**

Zoning Commission Recommendation: **Approval by a vote of 8-0**

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](#)
6. Zoning Map with 300 ft. Notification Area
7. Exhibit: Proposed Light Industrial Uses
8. Conceptual Plan
9. Area Map
10. Future Land Use Map
11. Aerial Photograph

Project Description and Background

The subject property, approximately 1.243 acres in size, is located at the corner of NW 28th Street and Clinton Avenue (**Figures 1-2**). It is currently being used for automotive repair, paint, and body shop services (**Figure 3**). The surrounding area includes a mix of commercial and residential uses and is situated just northwest of the Fort Worth Stockyards. The property is currently zoned “FR” (General Commercial Restricted), with surrounding zoning classifications including “FR,” “MU-2” (High-Intensity Mixed-Use), “CF” (Community Facilities), and “J” (Medium Industrial).

The applicant is proposing the development of a 128-room hotel (**Figure 7**). The building would feature parking on the first floor and rise to a maximum height of five stories (65 feet) (**Figure 4**). Along the street frontage, the building would be limited to two stories, stepping up in height toward the rear of the property (**Figure 5**). Further details can be found in the ‘Applicant’s Description’ section below.

A site plan has been included with this application, as required for Planned Developments (PD) (**Figure 7**). Per Ordinance 4.301.b ([‘Site Plan Requirements’](#)), a site plan is necessary to ensure zoning compliance and appropriate integration with the surrounding neighborhood. It also illustrates the potential impact of the proposed rezoning.

The applicant is requesting a Planned Development to allow all uses permitted under the “FR” (General Commercial Restricted) zoning category, in addition to allowing a Hotel, Motel, or Inn use with supplemental standards. The applicant is also seeking waivers from specific design standards applicable under “FR” zoning.

These waivers include:

Requirement	“FR” General Commercial Restricted*	Proposed PD/FR (Provided per site plan)
Height	3 stories or 45 feet maximum provided, however, stealth telecommunication towers are permitted to a height of 60 feet; the urban design commission must approve the design of all stealth telecommunication towers; telecommunication towers are permitted to a height of 45 feet as a special exception approved by the board of adjustment	To increase the maximum height by 20 feet, allowing for a total of 5 stories or a maximum height of 65 feet. The building would be two stories along the street frontage, gradually stepping up to five stories toward the rear (Figures 4-6).
Requirement	5.116 Hotel, Motel or Inn**	Proposed PD/FR (Provided per site plan)
Ingress/egress	Ingress/egress should be taken from the major street furthest from the residential district	To provide vehicular ingress/egress from Clinton Avenue instead of NW 28th Street (Figure 7).
Requirement	6.101 YARDS***	Proposed PD/FR (Provided per site plan)
Ingress/egress	Where a corner lot abuts on the side of a lot facing the other intersecting street, there shall be a side yard on the corner lot equal to the front yard required on the lot adjacent to the rear of the corner lot or separated only by an alley.	To reduce the projected front yard setback requirement on Clinton Avenue (Figure 7).

* To find more information, please visit [4.902 “FR” General Commercial Restricted](#) for additional information.

** To find more information, please visit [5.116 Hotel, Motel or Inn](#) for additional information

*** To find more information, please visit [6.101 Yards](#) for additional information

Applicant's Description

The applicant has provided a detailed project description to help us understand the reason for the request. The applicant has written, *"The 28th St Hotel is a dual-branded franchise hotel. The hotel is 4 stories above a one-story parking podium totaling 5 stories at 65 feet tall. We believe the proposed hotel just off NW 28th St and North Main St will be a needed addition to the area, given the increasing popularity and commercial activity of the greater Stockyards National Historic District. The site plan of the proposed new hotel tries to take into consideration the context and potential concerns of the adjacent neighborhood and land uses in the following ways:*

- We have moved the hotel building to the southern end of the site, as far away as possible from the surrounding uses that may have concerns about the hotel's height. The placement of the main mass of the building is in the parcel currently zoned as 'J', and we proposed the building would have two story portions at street frontage and stepping up to additional 3 stories. J Zoning allows for a maximum height of 120ft, but our proposed change from J to FR would reduce this height considerably, with the proposed waiver from 45ft to 65ft in the PD site plan.*
- The church has a large parking lot to the west of the main church building. We have placed our parking adjacent to that since it is a similar use.*
- A benefit of the site topography is that the proposed new parking lot will be recessed, further screening it from the surrounding uses. The site topography also naturally screens the lower portion of the building from the residential area and gives it the perception of being shorter than 5 stories.*
- Along Clinton Ave. we are proposing additional landscaping to further screen the parking, and proposing a new sidewalk to provide safer access from the neighborhood to 28th street.*

Half of our site is currently zoned as 'J - Medium Industrial' and the other half as 'FR - General Commercial restricted'. We are asking to move the 'J' zoning district into 'FR', and create a Planned Development with FR as the base zoning. The reason is because a Hotel use is permitted in the FR zoning district, but per 5.116 (a) Supplemental Use Standards, when a hotel is less than 1,000 feet away from a one-family district a planned development district shall be created. Therefore, a PD is required for this project, and we would like to create a PD-FR. The design and ownership team are requesting 2 waivers to the base FR zoning:

1. Per 4.902 (c) Property Development Standards: FR height – 3 stories or 45 feet maximum.

Requested variance: *To increase the maximum height by 20 feet to 5 stories or 65 feet maximum. We have moved the hotel building to the southern end of the site, as far away as possible from the surrounding uses that may have concerns about the hotel's height. This placement of the main mass of the building is in the current J zoning parcel, and we proposed the building would have two story portions at street frontage and stepping up to additional 3 stories. J Zoning allows for 120ft, our proposed change to from J to FR would reduce this height considerably, with the proposed waiver from 45ft to 65ft in the PD site plan.*

2. Per 5.116 (b) (1) Hotel, Motel or Inn: Ingress/Egress should be taken from the major street furthest from the residential district;

Requested variance: *To provide vehicular Ingress/Egress from Clinton Avenue instead of NW 28th St. The primary vehicular entry to the site reuses an existing curb cut off Clinton at the far southern end of the site. We are introducing one new curb cut further north on Clinton to provide a secondary access point, but it is our expectation that the southern curb cut will carry the majority of the vehicular traffic. We believe that a vehicular ingress/egress directly onto 28th would be less safe than the arrangement shown on the site plan.*






Figure 1: Site Photos taken by staff on 5/29/2025 from NW 28th Street looking north



Figure 2: Site Photos taken by staff on 5/29/2025 from the corner of Clinton Avenue and NW 28th Street looking north



Figure 3: Site Photos taken by staff on 5/29/2025 from Clinton Avenue looking southeast

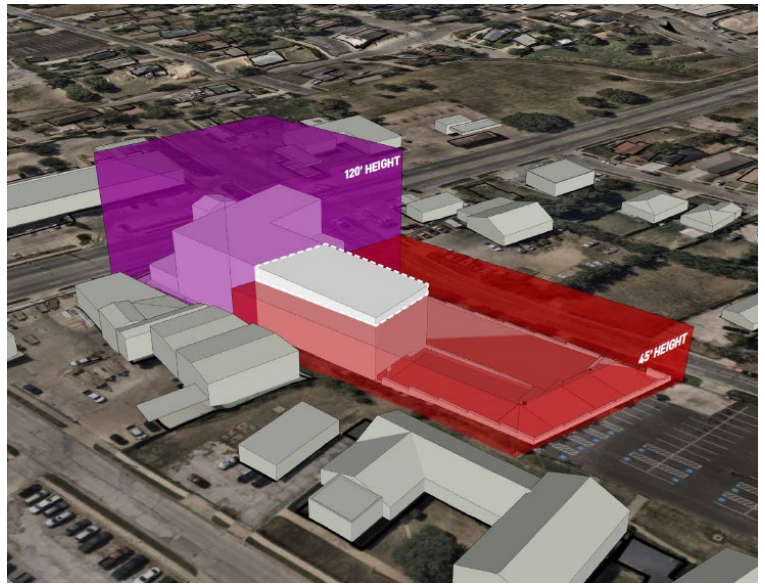
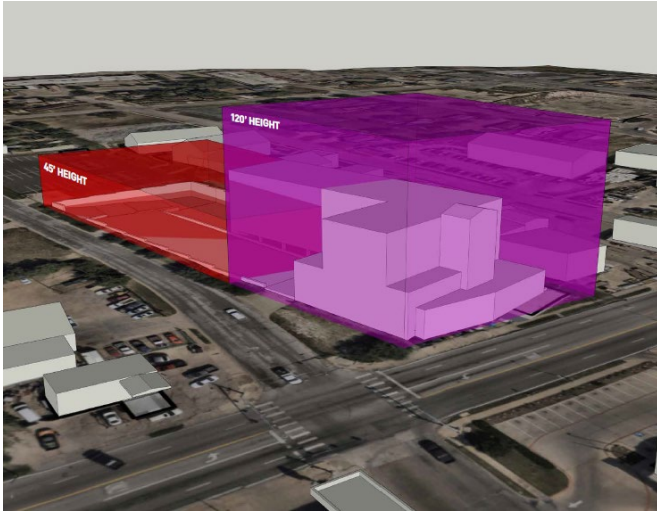


Figure 4: Proposed Hotel diagrams showing the existing zoning districts with the height step down for more of a pedestrian scale.

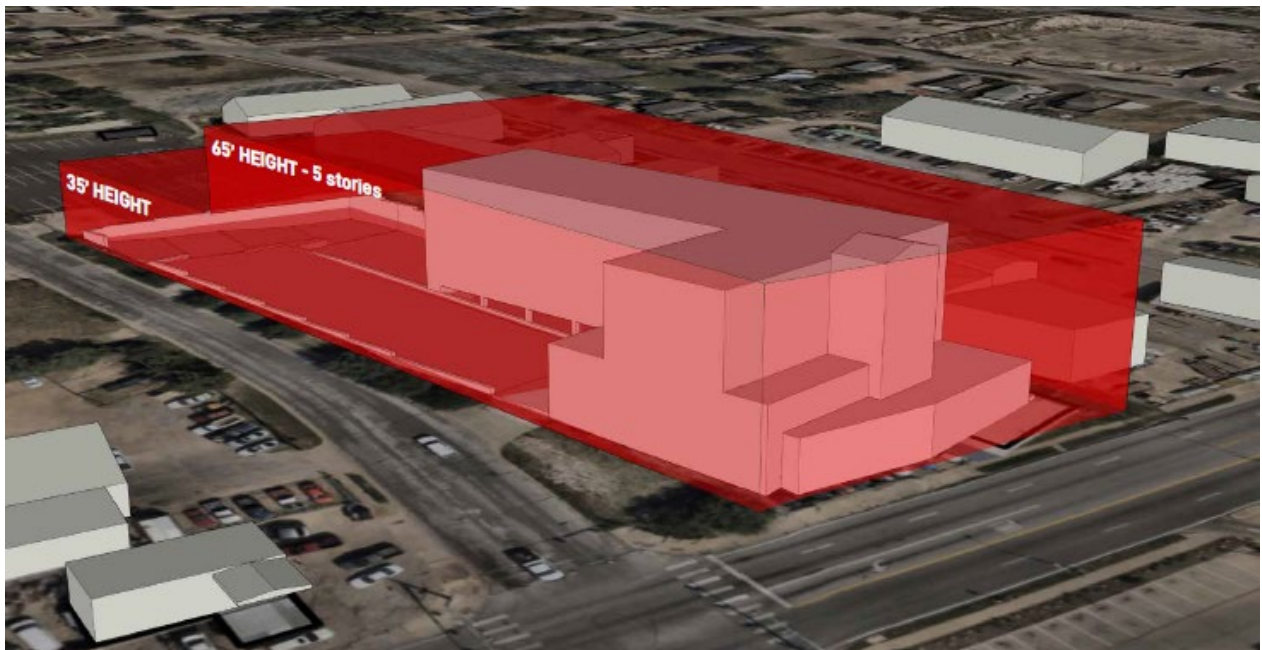


Figure 5: Proposed Hotel diagrams showing the proposed planned development zoning district with the height step down for more of a pedestrian scale.

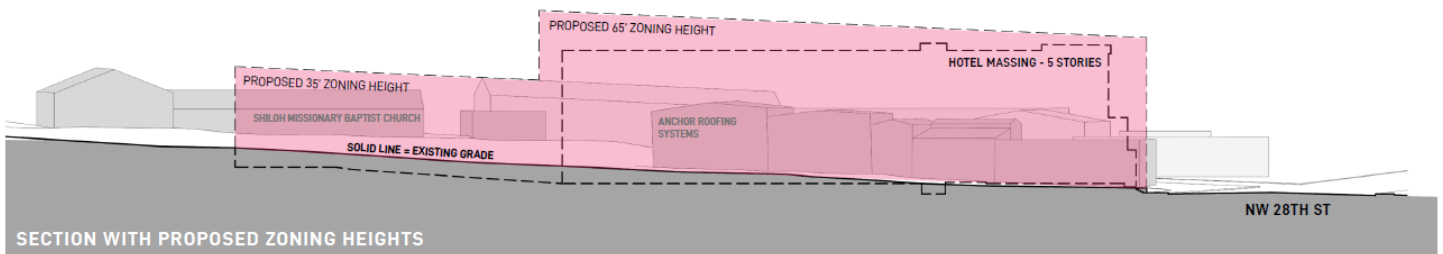


Figure 6: Proposed Hotel diagrams showing the proposed planned development zoning district with the height step down for more of a pedestrian scale.



RIGHT OF WAY & ALLEY IMPROVEMENTS

1. New sidewalk
2. New street trees
3. New pedestrian lighting
4. Enhanced landscaping
5. Completing the landscape buffer on 28th St sidewalk
6. Retaining wall and landscaping to screen parking lot on North and East sides
7. Proposed new trees on South end of church's parking lot

Figure 7: Site Plan Exhibit

*The ordinance information used in this section can be found [here](#).

Surrounding Zoning and Land Uses

North: “CF” Community Facilities/ Parking lot
East- north: “CF” Community Facilities/ Church
East- south: “J” Medium Industrial / Commercial
South: “MU-2” High-Intensity Mixed-Use / Commercial
West: “FR” General Commercial Restricted/ Commercial- Auto related

Recent Zoning History

- **ZC-10-116:** City of Fort Worth Planning and Development; From B, C, D, E, FR, F, I, J, K, and PD 834; To A-5, B, CF, ER, E, FR, F, I, J, PD 848, and PD for FR uses plus compressor sales & service, max. 50 hp on any 1 machine, no metal cutting, welding, or acid washes; site plan waiver requested. Case was approve as amended/ deny w/o prejudice 2813 Ellis/ Continue to 8/17/10 312 NW 28th St., 2911, 2913, 3107, 3221 North Main 9-0 at the City Council meeting on August 3, 2010
- **ZC-10-116B:** City of Fort Worth Planning and Development; From FR, I, J, and PD 834; To PD for limited I uses and Retain PD 834 (PD/E plus hotel). Case was approve as Amended on 9/21/10 and deny 312 NW 28th Street at City Council on September 14, 2010

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 June 27, 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 emailed on June 27, 2025:

Organizations Notified	
Inter-District 2 Alliance	Far Greater Northside Historical NA
Trinity Habitat for Humanity	Streams and Valley's Inc

* *Closest registered Neighborhood Organization*

Development Impact Analysis

Land Use Compatibility

The adjacent properties are all commercially zoned, making the proposed land use generally consistent with the surrounding area. Additionally, this request is for a Planned Development, which includes specific height restrictions and design considerations to minimize potential impacts to the neighborhood to the north (Figures 4-6) (Figure 8).

Given the nature of the proposed use and the applicant's efforts to include protective measures, the proposed zoning **is compatible** with the surrounding land uses.

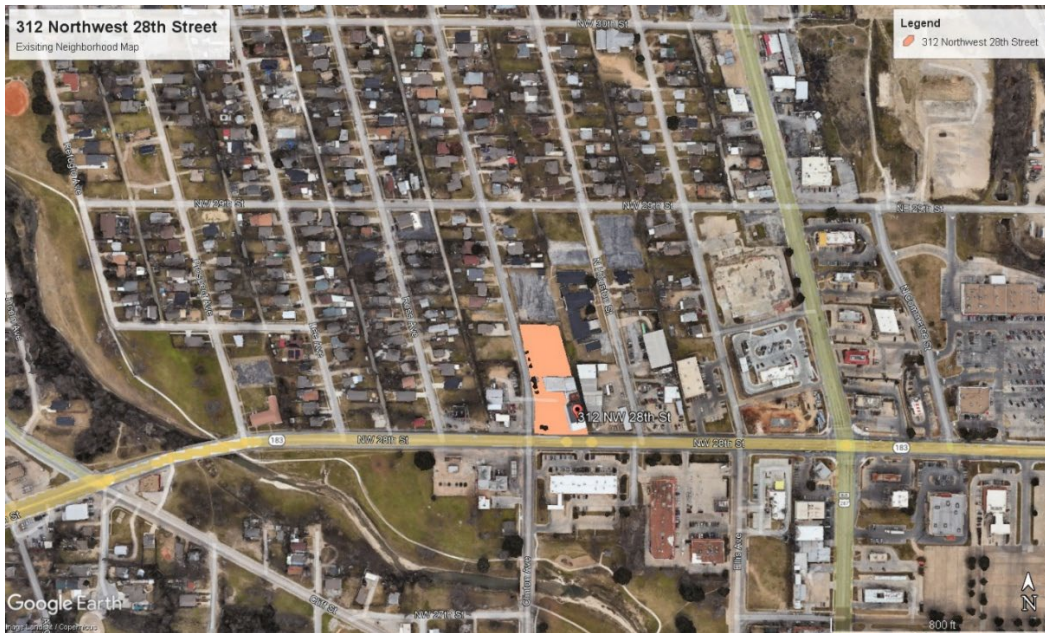


Figure 8: Google map showing the existing neighborhood in reference to the site.

Comprehensive Plan- Map Consistency

The adopted Comprehensive Plan designates the subject property as Mixed-Use, as indicated on the Future Land Use (FLU) Map.

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

The rezoning request to 'PD/FR' Planned Development for all uses permitted in 'FR' General Commercial Restricted, including a hotel with specific development standards, is consistent with the Future Land Use (FLU) designation, as 'FR' is listed among the approved zoning districts under this designation. The FLU category allows for the following zoning districts:

- “UR” Urban Residential
- “ER” Neighborhood Commercial Restricted
- “E” Neighborhood Commercial

- “MU-1” Low-Intensity Mixed-Use
- “MU-2” High-Intensity Mixed-Use
- **“FR” General Commercial Restricted**
- “F” General Commercial
- “G” Intensive Commercial

****Note:** There are no applicable form-based codes for this area.

The Comprehensive Plan supports locating large-scale commercial uses adjacent to arterial streets, where access and visibility are optimal. A hotel at this location is appropriate due to its proximity to key destinations, including the Stockyards to the east, which draws significant visitor traffic. This proposal aligns with the intent of the FLU category by promoting commercial development that serves both local and regional needs. Additionally, the Comprehensive Plan emphasizes the importance of expanding suitable commercial uses in this area to support economic growth and meet demand—an objective clearly reflected in the Future Land Use (FLU) map, which designates this area for such development.

Key policies guiding this vision include:

- *Locate large commercial and institutional uses adjacent to arterial streets, preferably at the intersections of other arterials and highways.*
- *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.*

Based on conformance with the policies stated above, the proposed zoning is **consistent** with the Comprehensive Plan FLU Map and Policies.

Site Plan Comments

Zoning and Land Use

The site plan complies with proposed plan development PD/FR with the development waivers. As well as the zoning regulations for Site plan submissions for planned developments outlined in Ordinance 4.301.b (‘*Site Plan Requirements*’).

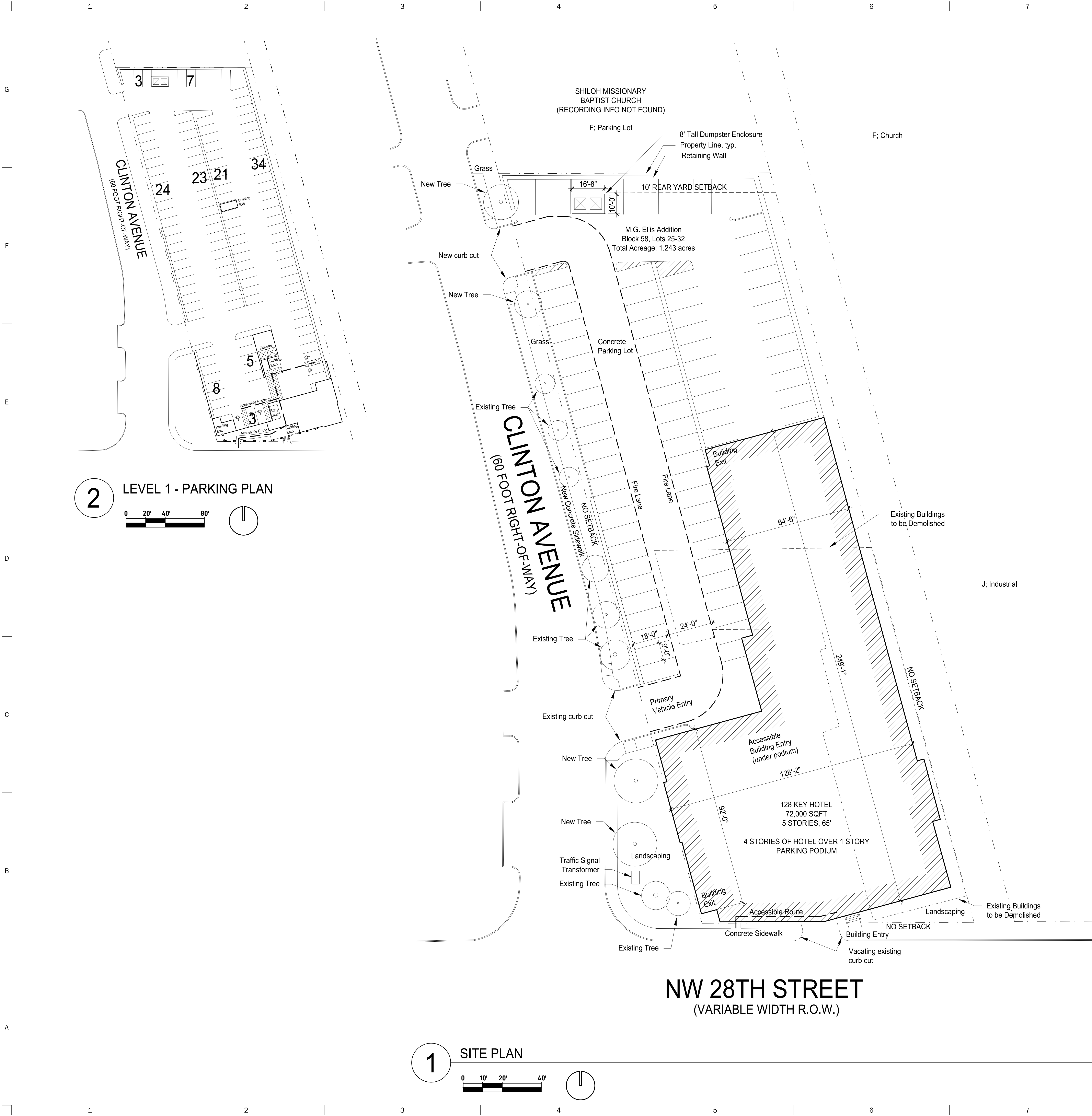
Transportation Development

Reviewer: Stu Burzette, 817-392-2593

Contact: stuart.burzette@fortworthtexas.gov

- Driveways are subject to Access Management Policy spacing requirements where TxDOT's do not - 250 feet of spacing required from intersections and other driveways, 75 feet on Clinton Ave. **Site plan appears to be in compliance on Clinton. TDS supports sole access to site on Clinton instead of NW 28th.**
- NW 28th is a TxDOT road. You will want to check in with them regarding ROW width needs, if any.
- Sidewalks will likely need to be expanded to 10 feet wide along NW 28th
- Sidewalks on Clinton must be 5 feet wide or 6 feet if back of curb.
- Project may require a Traffic Impact Analysis prior to building permit approval.

Plot: Feb 03, 2025 - 10:36am mstraw
Last Save: Feb 03, 2025 - 10:36am
File: E:\no25102.00 Stockyards 28th Street Hotel\07 CADD\07-02 ACAD\2025-01-27 28th St Hotel - Site Plan.dwg



VICINITY MAP

NOTES

1. ALL DUMPSTERS, GROUND LEVEL EQUIPMENT, AND LOADING DOCK BAYS SHALL BE SCREENED FROM PUBLIC RIGHT OF WAY
2. ALL SIGNAGE WILL COMPLY WITH TO ARTICLE 4, SIGNS.
3. ALL LIGHTING WILL CONFORM TO THE LIGHTING CODE.
4. PROJECT WILL COMPLY WITH SECTION 6.301, LANDSCAPING.
5. PROJECT WILL COMPLY WITH SECTION 6.302 URBAN FORESTRY
6. PEDESTRIAN SIDEWALKS WILL BE CONSTRUCTED INTERCONNECTING ALL BUILDING AND STREET R.O.W.
7. LANDSCAPE AREAS SHALL BE IRRIGATED IN ACCORDANCE WITH CITY OF FORT WORTH CODE.
8. FIRE HYDRANTS WILL BE LOCATED THROUGHOUT THE DEVELOPMENT IN ACCORDANCE WITH CITY OF FORT WORTH CODE.

ZONING DATA

Setbacks	Existing: FR	Existing: J	Proposed: PD-FR
Front Yard	None	None	None
Rear Yard	10 ft	10 ft	10 ft
Side Yard - Corner Lot	None	None	None
Other Requirements			
Max Height	3 Stories or 45 ft	12 Stories or 120 ft	5 Stories or 65 ft

BUILDING DATA

Number of Rooms:	
LEVEL 01	0 KEYS
LEVEL 02	26 KEYS
LEVEL 03	34 KEYS
LEVEL 04	34 KEYS
LEVEL 05	34 KEYS
TOTAL	128 KEYS

Required Parking:	
HOTEL	1 PER BED
	1 PER 4 PATRON SEATS
	5 PER 1,000 SQFT BALLROOM
TOTAL REQUIRED PARKING	128 SPACES
TOTAL PROVIDED PARKING	128 SPACES

ARCHITECT / REPRESENTATIVE:
BENNETT PARTNERS
640 TAYLOR STREET, SUITE 2323
FORT WORTH, TEXAS 76102
CONTACT: MICHAEL BENNETT
PHONE: 817-335-4991

OWNER:
PIYUSH PATEL
3501 OLYMPUS BLVD, STE 340
DALLAS, TEXAS 75019
PHONE: 469-327-1000

28TH ST FRANCHISE HOTEL

Zoning #: 25TMP-000379

PD SITE PLAN OF
312 NW 28TH ST

Lots 25-32, Block 58
M.G. Ellis Addition
± 1.243 acres

PREPARED: February 3, 2025

DIRECTOR OF DEVELOPMENT SERVICES

SIGNATURE

DATE

ZONING APPLICATION

Project No: 25102.00
Issue Date: 03 FEBRUARY 2025

SITE PLAN

AS101

28TH STREET FRANCHISE HOTEL
312 NW 28TH ST
FORT WORTH, TEXAS 76164

bennett
partners
ARCHITECTURE
INTERIORS
PLANNING

640 Taylor Street Suite 2323
Fort Worth, Texas 76102
Tel 817.335.4991 Fax 817.877.1861
www.bennettpartners

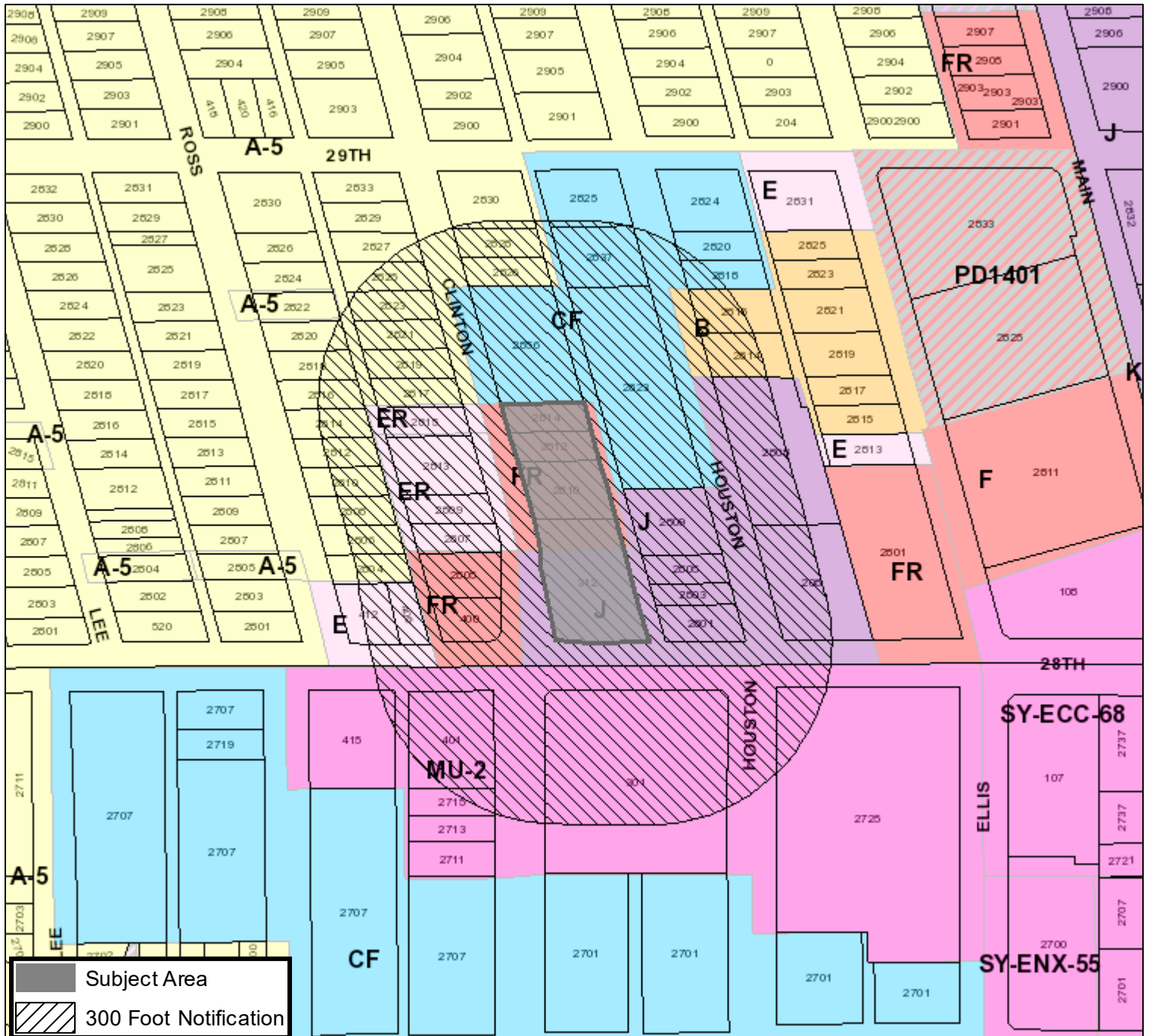
plotted by: Marshall Strawn
date/time: 2/3/2025 10:36 AM



ZC-25-029

Area Zoning Map

Applicant: Stockyards Lodging LLC / Marshall Strawn
Address: 312 NW 28th Street & 2810, 2812, & 2814 Clinton Avenue
Zoning From: FR, J
Zoning To: PD for FR uses plus hotel with development waivers for height & access
Acres: 2.66927287
Mapsc0: Text
Sector/District: Northside
Commission Date: 6/11/2025
Contact: 817-392-2806



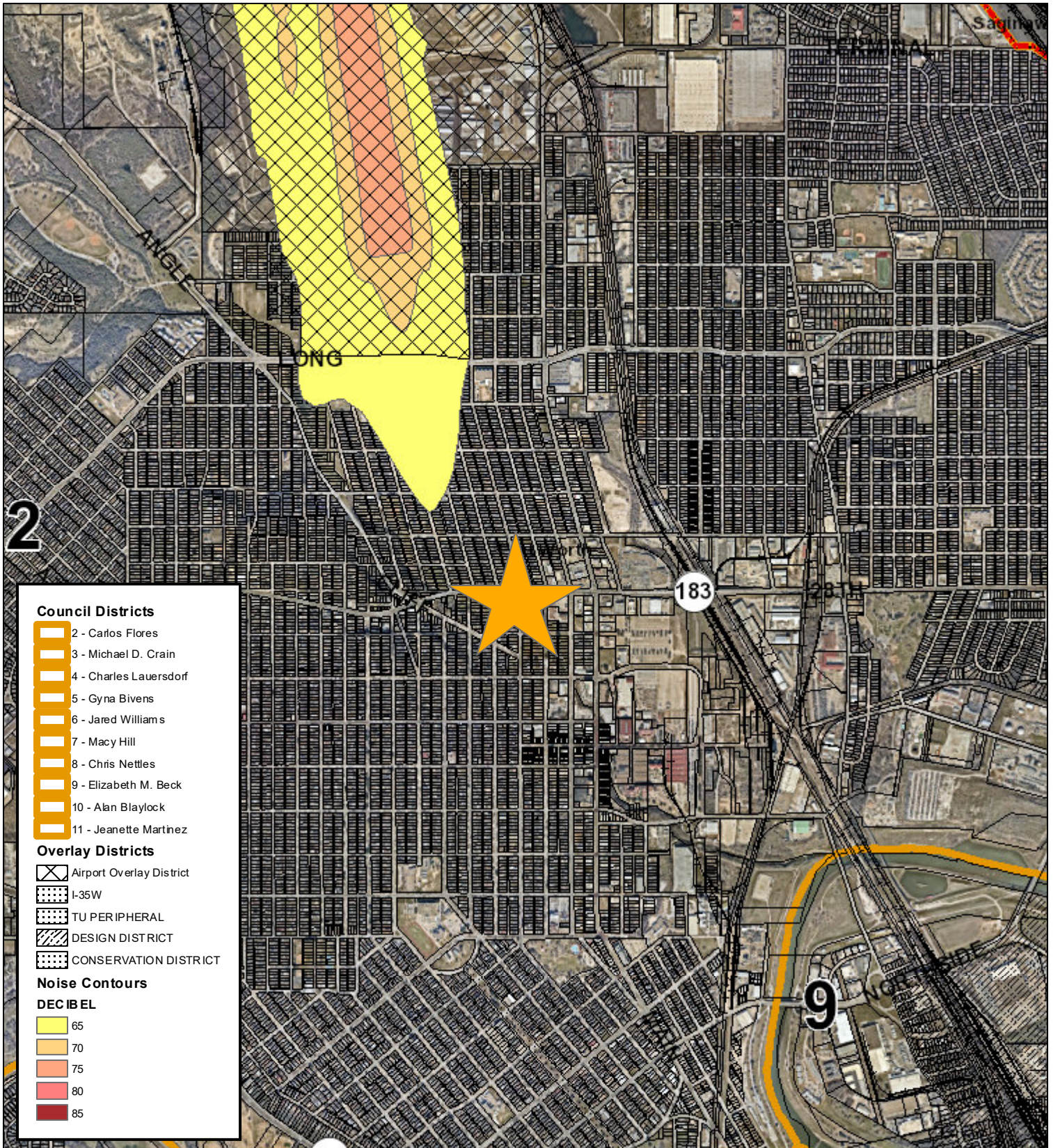
0 115 230 460 Feet

Created: 5/30/2025 9:01:05 AM



ZC-25-029

Area Map

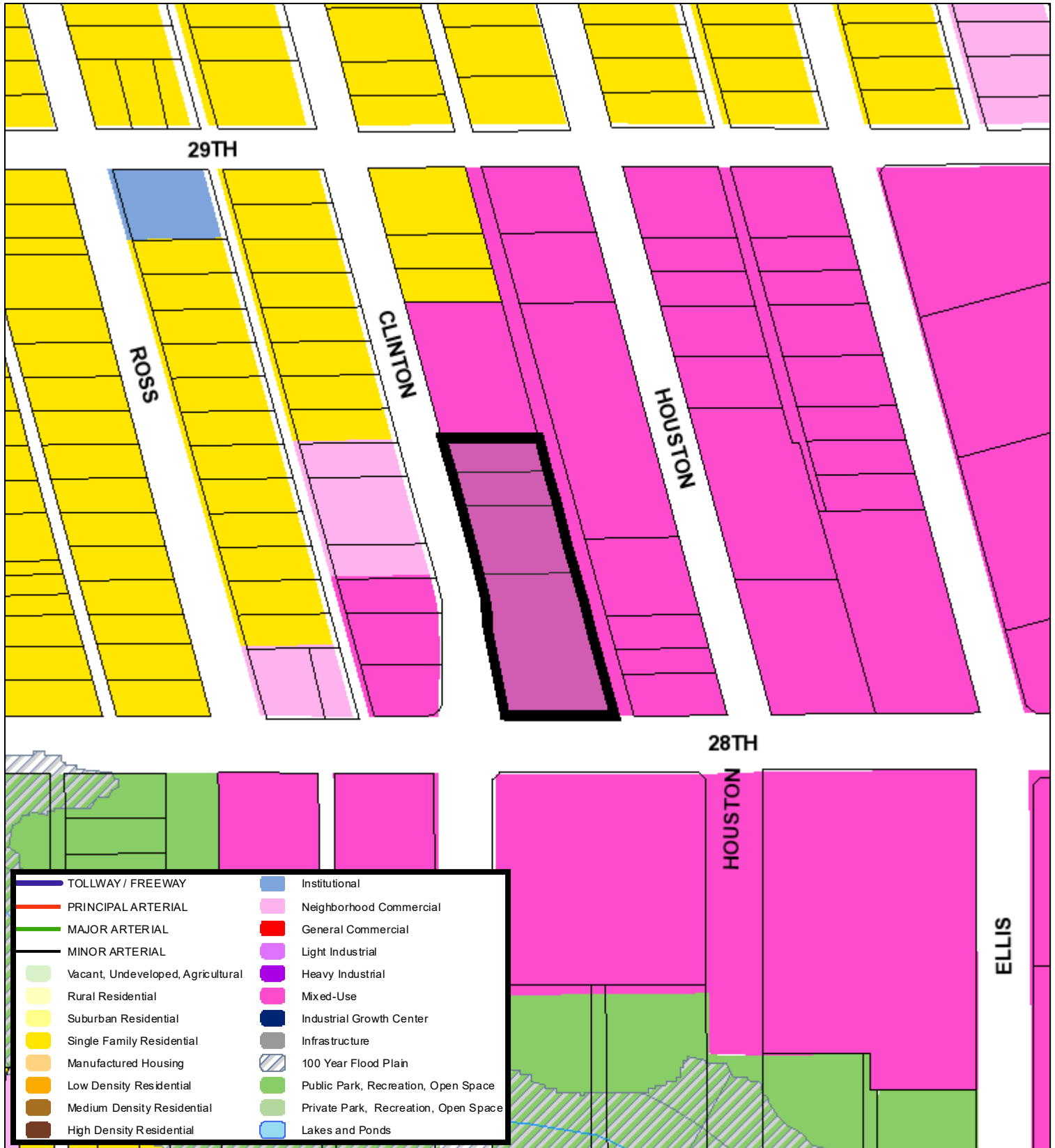


0 1,000 2,000 4,000 Feet



ZC-25-029

Future Land Use



180 90 0 180 Feet

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.





ZC-25-029

Aerial Photo Map



0 120 240 480 Feet

