



**CITY OF DENISON
PLANNING AND ZONING COMMISSION MEETING
AGENDA**

Tuesday, May 26, 2026

After determining that a quorum is present, the Planning and Zoning Commission of the City of Denison, Texas will convene in a Regular Meeting on **Tuesday, May 26, 2026, at 10:00 AM** in the Council Chambers at City Hall, 300 W. Main Street, Denison, Texas, at which the following items will be considered:

- 1. CALL TO ORDER**
- 2. INVOCATION AND PLEDGE OF ALLEGIANCE**
- 3. PUBLIC COMMENTS**

Citizens may speak on action items listed on the Agenda. A “Request to Speak Card” should be completed and returned to the Deputy City Clerk upon arrival, prior to the Commission reaching the Public Comment section of the agenda. Citizen comments are limited to three (3) minutes, unless otherwise required by law. Comments related to the Public Hearings listed below, if any, will be heard when the specific hearing starts.

4. CONSENT AGENDA

- A. Receive a report, hold a discussion, and take action on approving the Minutes from the May 12, 2026, Planning and Zoning Commission Meeting.

5. PUBLIC HEARINGS

- A. Receive a report, hold a discussion, conduct a public hearing, and make a recommendation on a request to rezone an approximately 0.98 acre tract of land commonly known as 2016 W. MacGregor Drive from the C – Commercial District to the LI – Light Industrial District. (Case No. 2026-23Z).
- B. Receive a report, hold a discussion, conduct a public hearing, and make a recommendation on a request to rezone an approximately 1.936 acre tract of land commonly known as 315 W. Coffin Street from the MF-2, Multi-Family Residential to the LR – Local Retail District. (Case No. 2026-22Z).
- C. Receive a report, hold a discussion, conduct a public hearing, and make a

recommendation on a request for approval of a Conditional Use Permit (CUP) to allow for the Hall, Reception/Banquet Meeting use at property commonly known as 315 W. Coffin Street. (Case No. 2025-64CUP).

- D. Receive a report, hold a discussion, conduct a public hearing, and make a recommendation on a request for a Conditional Use Permit (CUP) to allow for an auto dealer (used) at property commonly known as 519 S. Armstrong Avenue. (Case No. 2026-42CUP).
- E. Receive a report, hold a discussion, conduct a public hearing, and make a recommendation on a request for a Conditional Use Permit (CUP) to allow for the used auto dealer (used) use at property commonly known as 519 S. Armstrong Avenue. (Case No. 2026-42CUP).

6. STAFF UPDATES

7. ADJOURNMENT

CERTIFICATION

I do hereby certify that a copy of this Notice of Meeting was posted on the front window of City Hall readily accessible to the general public at all times, and posted on the City of Denison website on the 19th day of May 2026.

Karen L. Avery, Deputy City Clerk

In compliance with the Americans with Disabilities Act, the City of Denison will provide for reasonable accommodations for persons attending City Council meeting. To better serve you, requests should be received 48 hours prior to the meetings. Please contact the City Clerk's Office at 903-465-2720, Ext: 2437.



**CITY OF DENISON
PLANNING AND ZONING COMMISSION MEETING
MINUTES**

Tuesday, May 12, 2026

1. CALL TO ORDER

Announced the presence of a quorum.

Commissioner Ernie Pickens called the meeting to order at 10:00 a.m. Present for the Commission were Commissioners Ernie Pickens, Kurt Cichowski, Angela Harwell, and Alternate Commissioners Linda Anderson and George Mason. Absent were Chair Charlie Shearer and Vice Chair Robert Sylvester.

Present for staff were Director of Development, Mary Tate; Dianne York, Planning Manager; Justin Castleberry, Planner; Felecia Winfrey, Development Coordinator; and Karen L. Avery, Deputy City Clerk.

2. INVOCATION AND PLEDGE OF ALLEGIANCE

The Invocation was delivered by Commissioner Kurt Cichowski, followed by the Pledge of Allegiance led by Commissioner Harwell.

3. PUBLIC COMMENTS

No comment cards were returned to staff; therefore, public comments were not received.

4. CONSENT AGENDA

- A. Receive a report, hold a discussion, and take action on approving the Minutes from the April 28, 2026, Planning and Zoning Commission Meeting.

Commission Action

On motion by Commissioner Cichowski, seconded by Commissioner Anderson, the Planning and Zoning Commission approved the Consent Agenda.

5. PUBLIC HEARINGS

- A. Receive a report, hold a discussion, conduct a public hearing, and make a recommendation on a request to rezone an approximately $\pm$ 1.26 acre tract of land commonly known as 1313, 1317, and 1331 W. Thatcher Street from SF-7.5, Single Family Residential to the C – Commercial District to allow for retail use. (Case No. 2026-32Z).

Commission Action

Dianne York, Planning Manager, presented this agenda item. Ms. York stated that this item is a request to rezone approximately 1.26 acres located at 1313, 1317, and 1331 West Thatcher Street from SF-7.5 Single-Family Residential District to Commercial District to allow for retail use. Ms. York presented the subject property, located at the corner of Thatcher Street and Woodlawn Boulevard, noting that adjacent lots to the east are already zoned commercial. Ms. York explained that rezoning the property would allow the Applicant to proceed with additional development applications, including site plan and civil engineering review for construction of retail space. The Commission was reminded that a replat for the property had been approved at the previous meeting, creating one legal lot of record. Ms. York also noted that improvements to Thatcher Street would be required during development, including roadway improvements up to the property line for access purposes. The Future Land Use Plan designates the property for mixed commercial development and identifies the area as a revitalization area. Ms. York stated that all applicable development standards, including landscaping and sidewalk requirements, would apply to the new construction. Staff recommended approval of the request. Ms. York noted that the Applicant was not present at the meeting. In response to Commissioner Cichowski's inquiry, Ms. York stated that the Applicant will be required to plat or develop screening in compliance with the applicable section of the Ordinance regarding screening requirements between residentially zoned property and non-residentially zoned property.

Commissioner Pickens asked if there was anyone who wished to speak on this item, to which there were none. With that, the Public Hearing was closed.

On motion by Commissioner Harwell, seconded by Commissioner Cichowski, the Planning and Zoning Commission approved a recommendation on a request to rezone an approximately $\pm$ 1.26 acre tract of land commonly known as 1313, 1317, and 1331 W. Thatcher Street from SF-7.5, Single Family Residential to the C – Commercial District to allow for retail use.

- B. Receive a report, hold a discussion, conduct a public hearing, and make a recommendation on a request to rezone an approximately $\pm$ 0.34 acre tract of land commonly known as 1700 W. Walker Street from the 2F-Two-Family (Duplex) Residential District to the SF-5, Single Family Residential District to allow for single family residential development. (Case No. 2026-28Z)

Commission Action

Dianne York, Planning Manager, presented this agenda item. Ms. York stated that the Applicant is seeking to rezone an approximately 0.34-acre tract of land, commonly known as 1700 W. Walker Street, from the Two-Family Duplex Residential District to the SF-5 Single-Family Residential District to allow for single-family residential development. The subject property is located at the corner of W. Walker Street and N. Bush Avenue. Ms. York noted that the property directly across the street at 1701 W. Walker Street is zoned SF-5, while the surrounding neighborhood is predominantly zoned Two-Family Duplex Residential, although the area has largely developed with single-family homes. Only a few duplexes exist in the area, none of which are located on the subject block. Ms. York explained that under the current Two-Family Duplex Residential zoning regulations, construction of a single-family home must comply with SF-7.5 development standards, including a required two-car garage and a minimum dwelling size of 1,200 square feet. Ms. York stated that meeting these requirements on 50-foot-wide lots is difficult due to site constraints. Ms. York further explained that the property is currently subdivided into four lots, including two smaller lots located along the alley and two lots fronting Walker Street. Similar lot configurations exist on adjacent properties to the west. In order for the Applicant to construct two single-family homes and utilize the rear lots, a replat will be required. Ms. York stated that the applicant seeks the SF-5 zoning designation because it would allow retention of the 50-foot lot widths, which would not be permitted under SF-7.5 standards. Ms. York noted that the Future Land Use Plan designates the area for neighborhood-style development and stated that the request is consistent with the Future Land Use Plan. Ms. York stated that staff recommends approval of the request and noted that the Applicant was not present at the meeting.

Commissioner Pickens asked if there was anyone who wished to speak on this item, to which there were none. With that, the Public Hearing was closed.

On motion by Commissioner Cichowski, seconded by Commissioner Harwell, the Planning and Zoning Commission approved a recommendation on a request to rezone an approximately ± 0.34 acre tract of land commonly known as 1700 W. Walker Street from the 2F-Two-Family (Duplex) Residential District to the SF-5, Single Family Residential District to allow for single family residential development

- C. Receive a report, hold a discussion, conduct a public hearing and make a recommendation to amend Section 28.49 – Use Regulation (Charts) to update permitted districts for “Data Center” and to create a new use category for “Telecommunications Facility” and to amend Section 28.63. – Definitions to update the definition for “Data Center” and to add a definition for “Telecommunications Facility”. (Case No. 2026-41ZO)

Commission Action

Dianne York, Planning Manager, presented this agenda item. Ms. York explained that the proposed text amendment modifies the City’s Zoning Ordinance to update

regulations related to Data Centers. This is a City-initiated amendment prompted by the discovery that Data Centers are currently permitted by right in multiple zoning districts under the existing ordinance. Currently, Data Centers are allowed by right within the Regional Retail (RR), Commercial (C), Business Park (BP), Light Industrial (LI) and the Heavy Industrial (HI) Districts, which does not adequately account for the potential impacts or ensure compatibility with surrounding uses. The proposed amendment removes the by right allowance in all zoning districts and instead limits the use to the Light Industrial (LI) and Heavy Industrial (HI) Districts, subject to approval of a Conditional Use Permit (CUP). Requiring a Conditional Use Permit (CUP) introduces a level of review, allowing Staff, the Planning and Zoning Commission and City Council to evaluate each proposal on a case-by-case basis. Given the lack of development standards for this use, the Conditional Use Permit (CUP) process provides the opportunity for the City to consider site-specific factors such as location, infrastructure capacity, and compatibility with adjacent development, as well as to incorporate appropriate conditions to mitigate potential impacts. Lastly, the amendment revises the definition of “Data Center” to better align with current industry terminology and operational characteristics. The proposed definition language is provided as backup to this item within the agenda. In conjunction with these changes, the creation of the “Telecommunications Facility” use ensures that existing fiber hub developments, previously approved under the broader “Data Center” classification, may continue to operate as legally conforming structures and uses. This distinction recognizes the functional difference between large-scale data centers and smaller telecommunications infrastructure, while preventing unintended nonconformities resulting from the proposed amendments. Additionally, the proposed amendments provide a definition for the newly created use of “Telecommunications Facility”. The proposed definition language is provided as backup to this item within the agenda. The proposed amendments reflect the evolving nature and impacts of data center development and establish a more deliberate regulatory framework. By limiting the use to industrial districts and requiring a Conditional Use Permit (CUP), the City retains a greater oversight and discretion in evaluating whether such uses are appropriate in the future. The creation of a separate use category for Telecommunications Facilities further ensures smaller-scale infrastructure may continue to operate and provides a path forward for future infrastructure without creating nonconforming situations. Staff believes the amendments strengthen the City’s ability to promote compatibility with surrounding development and to carefully consider the long-term land use implications of these land uses. Discussion ensued amongst Commissioners regarding the distinction between data centers and telecommunications facilities, noting that the definitions can be difficult to differentiate, particularly with evolving technologies such as 5G cellular infrastructure. Commissioners discussed whether additional standards related to power consumption should be considered to better define and regulate such facilities, as the intended use alone may not provide a clear distinction. It was noted that telecommunications facilities generally operate at significantly lower power capacities, with current facilities often ranging from approximately 8 to 10 kilowatts, while a threshold in the range of 100 kilowatts could provide flexibility for future 5G and related telecommunications infrastructure without requiring a Conditional Use Permit. Commissioners further discussed that larger-scale facilities with substantially greater power demands are more characteristic of major data centers

associated with increased utility usage, light pollution, and broader infrastructure impacts. Additional comments emphasized that smaller-scale facilities may primarily serve the local community by improving internet and business services, while larger facilities present different considerations related to scalability and regional impacts. Commissioners acknowledged that future design standards could address these distinctions in greater detail, but agreed that clarifying the current ordinance language was necessary to close potential loopholes.

Commissioner Pickens asked if there was anyone who wished to speak on this item, to which there were none. Mrs. Mary Karam came forward and provided the following information for the record:

Name: Mary Karam

Address: 2117 Park Village
Denison, TX 75020

Mrs. Karam stated that she was addressing the Commissioner both as an individual and former Commissioner and appreciated the opportunity to be heard. Mrs. Karam expressed that her comments were primarily informational and focused on future planning considerations. She referenced past discussions from approximately 10 years ago regarding the City's growth direction, noting that there were differing perspectives at the time about whether development would primarily follow the Highway 75 corridor or occur in other areas of the community. She emphasized the importance of considering available land within the City's extraterritorial jurisdiction (ETJ) and potential annexation areas when evaluating future development, including the possible siting of data centers. Mrs. Karam also raised concerns related to health and safety impacts and the importance of incorporating appropriate stipulations to ensure community well-being. She noted the possibility that future regulatory authority over data center placement could shift to the state, limiting local control over siting decisions. In that context, Mrs. Karam suggested identifying suitable areas—particularly currently unannexed land—that could be appropriate for such uses if needed. Additionally, Mrs. Karam acknowledged that technological changes could alter the impacts of data centers over time, potentially making them safer or more suitable in different locations in the future. She referenced the community's long-term vision to maintain a small-town atmosphere and expressed concern about avoiding overly dense industrial development patterns. Mrs. Karam suggested considering limitations or caps on the number of data centers allowed, in order to balance growth with community character and population impacts.

Commissioner Pickens asked if there was anyone else who wished to speak on this item, to which there were none. With that, the Public Hearing was closed.

On motion by Commissioner Harwell, seconded by Commissioner Mason, the Planning and Zoning Commission approved a recommendation to amend Section 28.49 – Use Regulation (Charts) to update permitted districts for “Data Center” and to create a new use category for “Telecommunications Facility” and to amend Section 28.63. – Definitions to update the definition for “Data Center” and to add a definition for “Telecommunications Facility.”

6. STAFF UPDATES

Planning Manager Dianne York presented this agenda item. Ms. York stated that she recently attended an Accessory Dwelling Unit (ADU) Policy Panel held in Lewisville and hosted by Texans for Housing and Dallas Housing Coalition. She noted the session provided valuable insight into approaches being used by other North Texas communities to accommodate a variety of housing types, including ADUs, within existing neighborhoods. Ms. York encouraged the Board to begin considering potential standards and broader allowances for ADUs throughout the City. Ms. York expressed intent to bring forward a workshop on ADU standards, potentially in June, ahead of forthcoming discussions on Data Center Development Standards.

7. ADJOURNMENT

There being no further business to come before the Commission, the meeting was adjourned at 10:26 a.m.

ERNIE PICKENS, Commissioner

ATTEST:

Karen L. Avery, Deputy City Clerk

Planning and Zoning Commission
Staff Report
May 26, 2026



Agenda Item: Receive a report, hold a discussion, conduct a public hearing, and make a recommendation on a request to rezone an approximately 0.98 acre tract of land commonly known as 2016 W. MacGregor Drive from the C – Commercial District to the LI – Light Industrial District. (Case No. 2026-23Z).

Staff Contact:

Dianne York, Planning Manager
dyork@denisontx.gov
903-465-2720

Summary

- The applicant is requesting to rezone the subject property from the C – Commercial District to the LI – Light Industrial District.
- The property is located at 2016 MacGregor Drive.
- Property has been utilized in an industrial manner.

Staff Recommendation

Staff recommends approval of this request.

Recommended Motion

"I move to recommend approval of changing the zoning of the subject property from the C – Commercial District to the LI – Light Industrial District."

Background Information and Analysis

Staff have received an application from JCN Holdings, LLC requesting a rezone of the subject property from the C – Commercial District to the LI – Light Industrial District.

The subject property, located at 2016 MacGregor Drive, has been utilized in an industrial manner, accommodating a port-a-potty business. The applicant is seeking approval of the proposed rezone in order to develop the property in a warehouse manner. Approval of the zoning will allow the applicant to move forward with submitting additional development applications

such as Site Plan Application, and Civil Engineering Plans.

The Future Land Use Plan details this area to be developed in a “Mixed Commercial” manner and designates this property to be located within a “Revitalization Area”. The proposed zoning meets the definitions listed within the Comprehensive Plan for “Mixed Commercial” and the minimum development standards required for new development will meet the intent listed within the Comprehensive Plan for areas denoted as a “Revitalization Area.”

According to Ordinance Section 28.10, City staff and the Planning and Zoning Commission shall consider the following factors when reviewing rezone requests:

1. Whether the uses permitted by the proposed change will be appropriate in the immediate area concerned, and their relationship to the general area and to the city as a whole;

MacGregor Drive has developed in a unique manner with mostly industrial or warehouse spaces. However, there are a few single-family structures located within the area. The subject property is adjacent to single-family zoning on both the west and east sides of the property. The majority of the area is zoned Light Industrial. The Future Land Use Plan designates this area to be developed in a “Mixed Commercial” manner. The proposed rezoning complies with this designation. Screening requirements will be required and enforced to adequately screen the non-residential use from residential zoning.

2. Whether the proposed change is in accord with any existing or proposed plans for providing public schools, streets, water supply, sanitary sewers, and other utilities to the area;

N/A

3. The amount of vacant land currently classified for similar development in the vicinity and elsewhere in the city, and any special circumstances that may make a substantial part of such vacant land unavailable for development;

Rezoning of this property will not impact the availability of similar land for development.

4. The recent rate at which land is being developed in the same zoning classification as the request, particularly in the vicinity of the proposed change;

MacGregor Dive has developed in a light industrial manner along with a few single-family structures. The majority of the area near the subject property, specifically along Juanita Drive, has seen new industrial development.

5. How other areas designated for similar development will be, or are likely to be, affected if the proposed amendment is approved;

N/A

6. Whether the zoning petition is consistent with the current land use plan; and

The Future Land Use Map calls for the subject area to be developed in a “Mixed Commercial” manner. This rezoning request complies with the Future Land Use Plan.

7. Any other factors that will substantially affect the public health, safety, morals, or general welfare.

Other factors which may substantially affect general welfare have been addressed above.

Financial Considerations

- N/A

Prior Board or Council Action

- N/A

Alternatives

- The Planning and Zoning Commission may table, recommend denial or recommend approval with conditions.



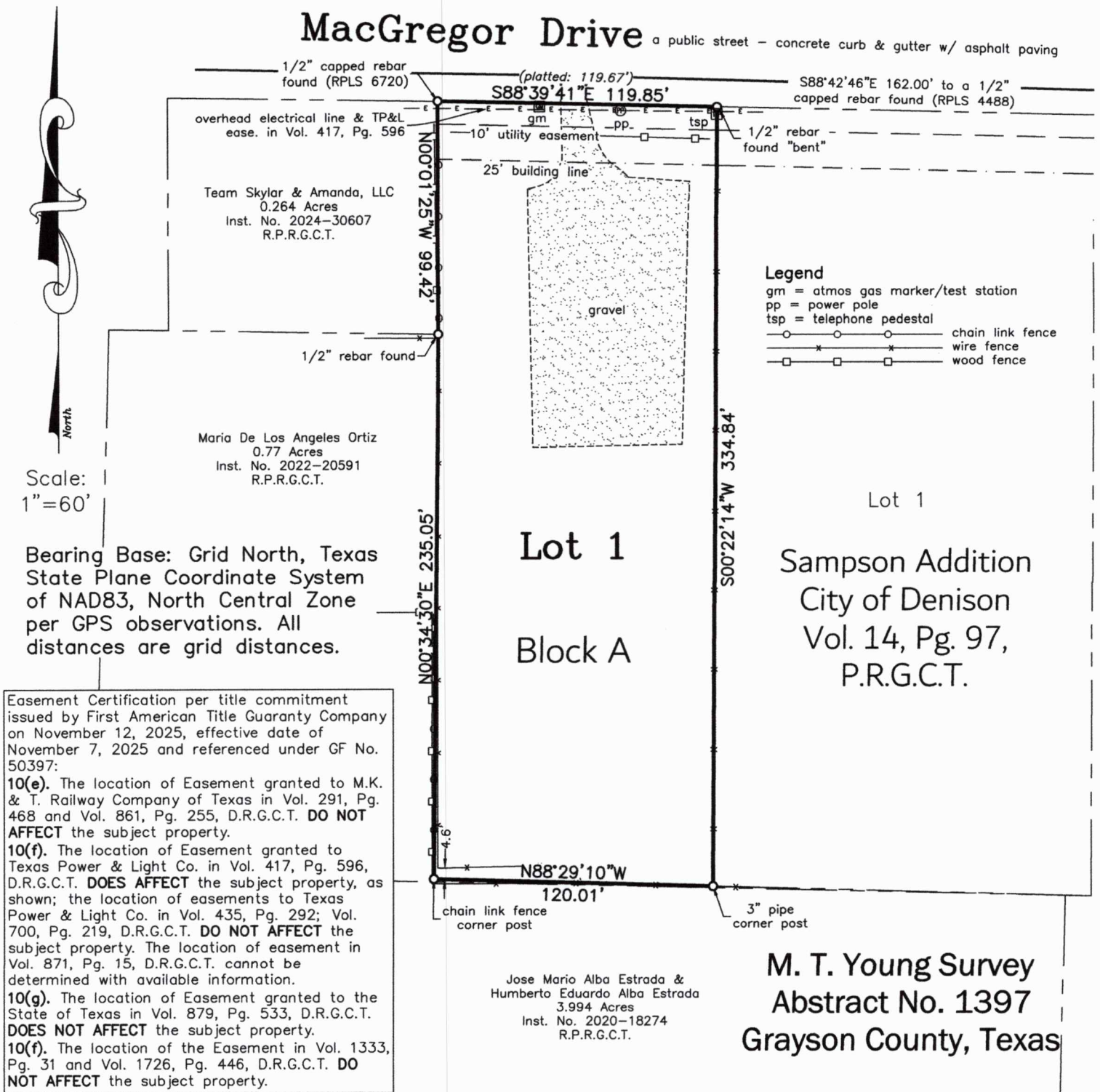
Wed Nov 12 2025

Imagery © 2026 Nearmap, HERE

100 ft

MacGregor Drive

a public street - concrete curb & gutter w/ asphalt paving



Owner: David Couch, II, aka David R. Couch, II
Buyer: 1306 Parker, LLC
Address: 2016 MacGregor Drive
Denison, Texas

This survey is for the sole benefit of the Owners and Buyers Stated hereon and Grayson County Title Co. and is null and void for any other transaction. Any unauthorized use of this survey without the sole consent of the undersigned surveyor will infringe upon state and federal copyright statutes. Any violation of said statutes will be aggressively pursued.

I, Kate A. Wagner, Registered Professional Land Surveyor, do hereby certify that a survey was performed on the ground of the property shown hereinabove and that this survey complies with the current Texas Society of Professional Surveyors Manual of Practice for a Category 1A, Condition 3, TSPS Land Title Survey and is a true and correct representation of the property shown hereon to the best of my knowledge and belief.

Legal Description is as follows: Lot 1, Block A, Couch Industrial, an addition to the City of Denison, Texas, as per plat of record in Doc. No. 2025-186, Plat Records, Grayson County, Texas.

The subject property shown hereon does not lie within the limits of any designated 100-year Flood Hazard Areas, as shown on the "FEMA" Flood Insurance Rate Map for Grayson County, Texas, Map No. 48181C0165 F, Revised Date: September 29, 2010.

Job No. AGD110126

Helvey-Wagner Surveying, Inc.
222 W. Main St., Denison, Texas 75020
Phone (903) 463-6191
Email: kate@helveywagnersurvey.net
TBPELS Firm Registration No. 10088100



Kate A. Wagner, R. P. L. S. No. 6578
Copyright Date: January 7, 2026

JCN Holdings LLC
4350 Beltway Dr
Addison, TX 75001

2016 Macgregor - Project Narrative

Why is the Zoning Change being requested?

We are changing the property's current zoning from Commercial (C) to Light Industrial (LI) in order to construct a speculative warehouse on this property. With there being other warehouses and industrial buildings in the surrounding area, we feel this is the highest and best use with this land. Current Commercial zoning excludes many uses that could be suitable with the Light Industrial zoning.

Compliance with the adopted Comprehensive Plan

This property complies with the adopted comprehensive plan. Within the planned zoning on the comprehensive plan, this parcel falls into the area intended to be used for Industrial zoning, where the rezoning will help fulfill the city's plan and intention of making this area more predominantly industrial.

Is there vacant land that is zoned for your proposed use available in other areas of the City? If so, why are those vacant areas not appropriate for your proposed project?

Applicant has already purchased 4 Light Industrial parcels in this immediate area. This commercial zoning is an outlier due to the saturation of Light Industrial buildings and land parcels. In our initial discussions with the City of Denison at the pre-development meeting, there appears to be a similar consensus that the zoning for Light Industrial is the best use. The subject property has an advantageous location close to US 75 and Texoma Pkwy. This site/warehouse is prime to serve businesses in North Texas and Southern Oklahoma.

If approved, how will your request affect other areas designated for similar development?

If approved, our request will further solidify this area as a Light Industrial and warehouse subregion. It will help confirm the identity of, and hopefully drive more businesses and traffic to this area, promoting more potential future development.

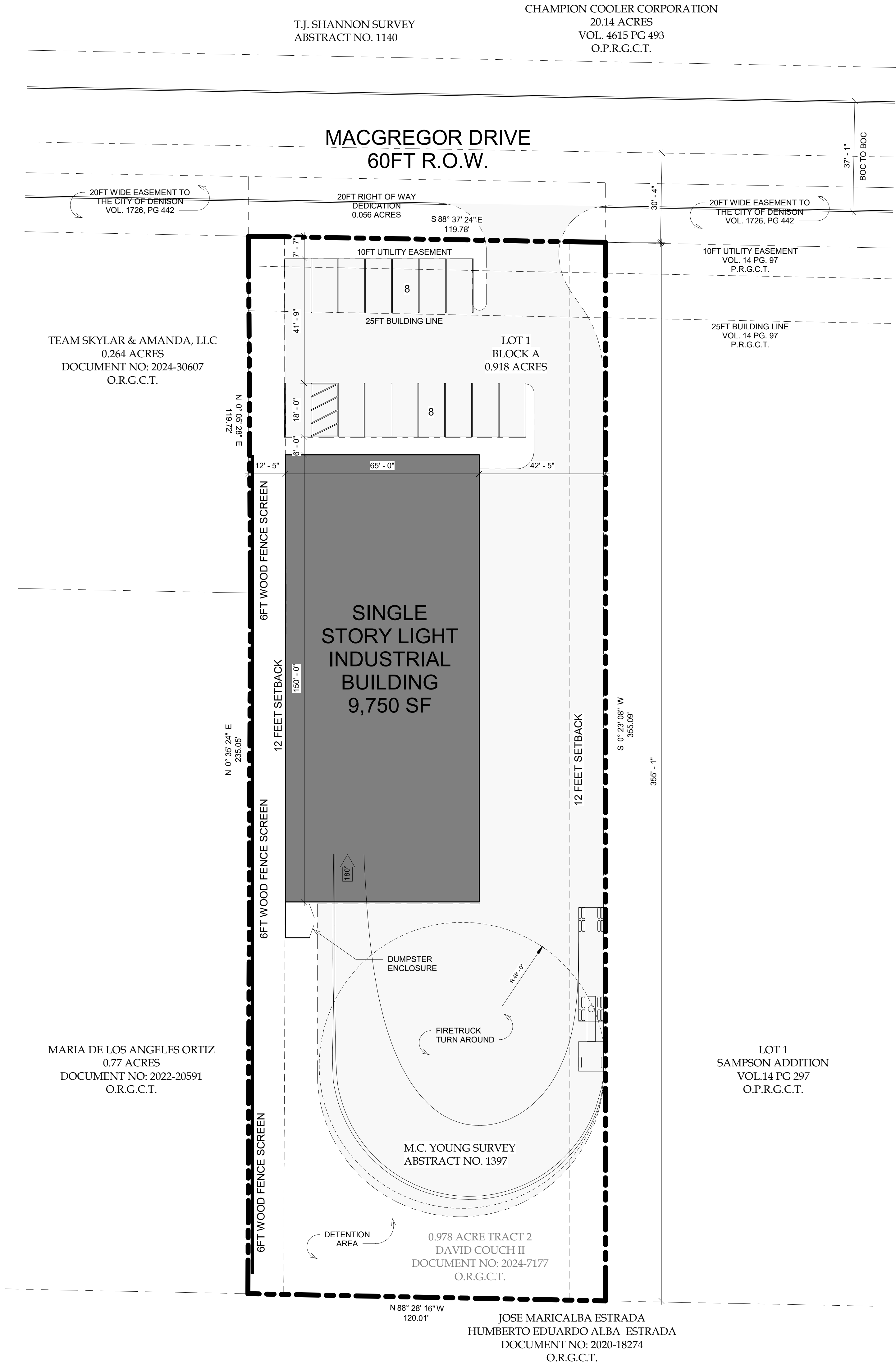
How are the uses permitted by the requested zoning district appropriate in the immediate area surrounding the subject property and the City as a whole?

There are several existing warehouses along Juanita and Macgregor roads. There are several existing contractor shops, like overhead doors, building material companies, as well as nautical companies that serve as an ancillary support to Lake Texoma. Our usage will be consistent with the current existing usages on the surrounding properties, and will fit into the overall scheme of

the industrial area. Some of the existing businesses include: Tex-Oma Builders Supply Co., ACS Manufacturing, & Champion Cooler Corp.

ZONING REQUIRMENTS:

- B. *Size of yards:*
- Minimum front yard*—Twenty-five (25) feet from ultimate right-of-way line of roadway; all yards adjacent to a street shall be considered a front yard (see article V for additional setback requirements).
 - Minimum rear yard adjacent to a residential zoning district:*
 - No main residential building shall be located nearer than ten (10) feet.
 - The main residential building and all accessory buildings shall not cover more than fifty (50) percent of that portion of the lot lying to the rear of a line erected joining the midpoint on one (1) side lot line with the opposite side lot line.
 - Minimum side and rear yards not adjacent to a residential zoning district*—When nonresidential uses are platted adjacent to other nonresidential uses and integrated into an overall development with lots or lease spaces abutting one another, no side yard is required provided that the city's building code requirements have been met.
 - Minimum side yard adjacent to a residential district*—Ten (10) percent of the lot width as measured along the front property line but need not to exceed fifty (50) feet.
- C. *Maximum lot coverage:* Seventy (70) percent including main and accessory buildings; maximum ninety (90) percent impervious coverage (including all buildings, parking areas, sidewalks, etc.).
- D. *Maximum floor area ratio (F.A.R.):* The gross square footage of all structures, including primary and all accessory structures, shall not exceed an amount equal to two (2) times the square footage of the lot or tract in which they are located (2:1).
- E. *Parking requirements:* As established by [section 28.50](#), Off-Street Parking and Loading Requirements.
- 28.38.5. *Special requirements:*
- A. *Driveway spacing (i.e., distance between driveways, measured edge-to-edge):*
- Arterial street*—One (1) driveway per one hundred (100) linear feet of frontage or TxDOT regulations, whichever is applicable.
 - Collector street*—One (1) driveway per one hundred (100) feet linear feet of frontage.
 - Local street*—One (1) driveway per fifty (50) linear feet of frontage.
 - Minimum distance from driveway to street corner*—Fifty (50) feet, as measured from the street corner radius point of tangency.
- B. *Landscaping requirements:* See [section 28.51](#).
- C. *Screening requirements:* See [section 28.53](#).
- D. *[Open storage limitations]:* Open storage is limited to a maximum of five (5) percent of the total lot area, shall not be located in front of (i.e., on the street side of) or on top of the building, and must be screened in accordance with the provisions of section 53 (i.e., cannot be visible from any public street or adjacent property).
- E. *[Prohibited purposes]:* Recreational vehicles, travel trailers, motor homes or temporary buildings may not be used for on-site dwelling or permanent nonresidential purposes.
- F. *Other regulations:* As established in the development standards, article V.



A PROPOSED INDUSTRIAL BUILDING FOR:

OWNER:
JON NYLUND

3515 BROWN ST, STE 109
DALLAS, TEXAS 75219
JCNYLUND@GMAIL.COM

214-578-0431

PREPARED BY:
BRIAN ANDREW HAYES, RA
ARCHITECTURE GRAVITAS, LLC

7736 MEADOW ROAD #102
DALLAS, TEXAS 75230
DREW@ARCHGRAVITAS.COM

972-992-8660

CITY OF DENISON NOTES

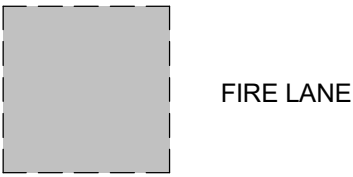
ACTION	
APPROVED	DENIED
STAFF _____ Date _____	Initials _____
P&Z _____ Date _____	Initials _____
Neighborhood # _____	

See the Staff Approval Letter or P&Z Result Memo for any conditions associated with the approval of the project

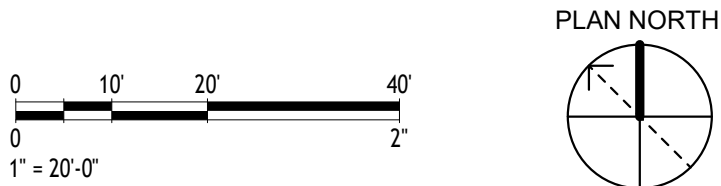
ACCESSIBLE PARKING NOTE

1. ACCESSIBLE PARKING IS PROVIDED IN ACCORDANCE WITH ADA STANDARDS

SITE HATCH LEGEND



VICINITY MAP (NTS)



1 SITE PLAN
1" = 20'-0"

LONGHORN INDUSTRIAL PARK

LOT 1, BLOCK A, DENISON INDUSTRIAL PARK EAST, SECTION 4
WAYNE CABANISS DRIVE & HWY 91
DENISON, GRAYSON CITY, TEXAS
SITE PLAN APPROVAL

NOT FOR CONSTRUCTION
OR REGULATORY REVIEW

10-08-2024
Author _____
Drawn By _____
Approver _____
Reviewed By _____

Project No. 2307
Date 10-08-2024

SITE PLAN

A0

Planning and Zoning Commission
Staff Report
May 26, 2026



Agenda Item: Receive a report, hold a discussion, conduct a public hearing, and make a recommendation on a request to rezone an approximately 1.936 acre tract of land commonly known as 315 W. Coffin Street from the MF-2, Multi-Family Residential to the LR – Local Retail District. (Case No. 2026-22Z).

Staff Contact:

Dianne York, Planning Manager
dyork@denisontx.gov
903-465-2720

Summary

- The subject property is currently split zoned between the MF-2, Multi-Family Residential District and the LR – Local Retail District.
- The applicant has submitted the rezone request in order to zone the entire property to the LR-Local Retail District.
- The applicant wishes to remodel the existing structure in order to accommodate an event space.
- The applicant has submitted a Conditional Use Permit (CUP) for the proposed use. This application (Case No. 2025-64CUP) is a companion item on this agenda.

Staff Recommendation

Staff recommends approval of this request.

Recommended Motion

"I move to recommend approval of changing the zoning of the subject property from the MF-2, Multi-Family Residential District to the LR – Local Retail District."

Background Information and Analysis

Staff have received an application from Maria Borja and Felipe Santibanez requesting a rezone of the subject property from the MF-2, Multi-Family Residential District to the LR – Local Retail District.

The subject property is located at 315 W. Coffin and has been developed in a non-residential manner. The applicant is seeking the proposed rezone in order to clean up the current split zoning of the property between the MF-2 and LR Districts. Rezoning the subject property to the LR – Local Retail District will allow the applicant to move forward with a Conditional Use Permit (CUP) request for Paloma Event Center under the Hall, Reception/Banquet/Meeting use.

The Future Land Use Plan details this area to be developed in a “Mixed Commercial” manner and designates this property to be located within a “Revitalization Area”. The proposed zoning meets the definition listed within the Comprehensive Plan for “Mixed Commercial” and the proposed improvements to the existing site meet the intent of the “Revitalization Area”.

According to Ordinance Section 28.10, City staff and the Planning and Zoning Commission shall consider the following factors when reviewing rezone requests:

1. Whether the uses permitted by the proposed change will be appropriate in the immediate area concerned, and their relationship to the general area and to the city as a whole;

W. Coffin Street has been developed in a predominantly non-residential manner. Given the adjacency to S. Austin Avenue, the proposed rezoning to LR – Local Retail is appropriate.

2. Whether the proposed change is in accord with any existing or proposed plans for providing public schools, streets, water supply, sanitary sewers, and other utilities to the area;

N/A

3. The amount of vacant land currently classified for similar development in the vicinity and elsewhere in the city, and any special circumstances that may make a substantial part of such vacant land unavailable for development;

Rezoning of this property will not impact the availability of similar land for development.

4. The recent rate at which land is being developed in the same zoning classification as the request, particularly in the vicinity of the proposed change;

The area around the subject property is predominantly developed in a non-residential manner. There are no vacant non-residential properties near the property.

5. How other areas designated for similar development will be, or are likely to be, affected if the proposed amendment is approved;

N/A

6. Whether the zoning petition is consistent with the current land use plan; and

The Future Land Use Map calls for the subject area to be developed in a “Mixed Commercial”

manner. This rezoning request complies with the Future Land Use Plan.

7. Any other factors that will substantially affect the public health, safety, morals, or general welfare.

Other factors which may substantially affect general welfare have been addressed above.

Financial Considerations

- N/A

Prior Board or Council Action

- N/A

Alternatives

- The Planning and Zoning Commission may table, recommend denial or recommend approval with conditions.

Zoning Change Request: 315 W Coffin **Multi-Family (MF-2) To Local Retail (LR) District:**

Applicant: Maria Borja Felipe Santibanez

Project: Paloma Event Center

Purpose of request

- The subject property at 315 W. Coffin St. is currently designated Local Retail (LR) and Multi-Family (MF-2). The applicant requests consolidation to Local Retail (LR) only to clarify permitted uses and support neighborhood-serving commercial redevelopment.

Consistency with City standards and Comprehensive Plan

- The proposal complies with the Comprehensive Plan priorities to improve gateway corridors, encourage economic activity, and provide community gathering spaces. The design will improve the Hwy 75 entrance and create a smoother transition from Spur 503 to Armstrong/Main Street through building scale, materials, and landscaping consistent with the City's design guidance.
- Site design will meet Denison zoning and development standards for setbacks, lot coverage, height, pavement, and buffer requirements, or request only explicit variances with justification.

Why here?

- While there are limited vacant properties across Denison, not many combine the necessary zoning, vehicle access, infrastructure readiness, size/shape, alignment with the City's Revitalization Overlay, private on-site parking, appropriate loading entrances, and direct street access like 315 W. Coffin St. Therefore, this site is the most appropriate and practical location for the proposed LR redevelopment.

What kind of Affect will we have?

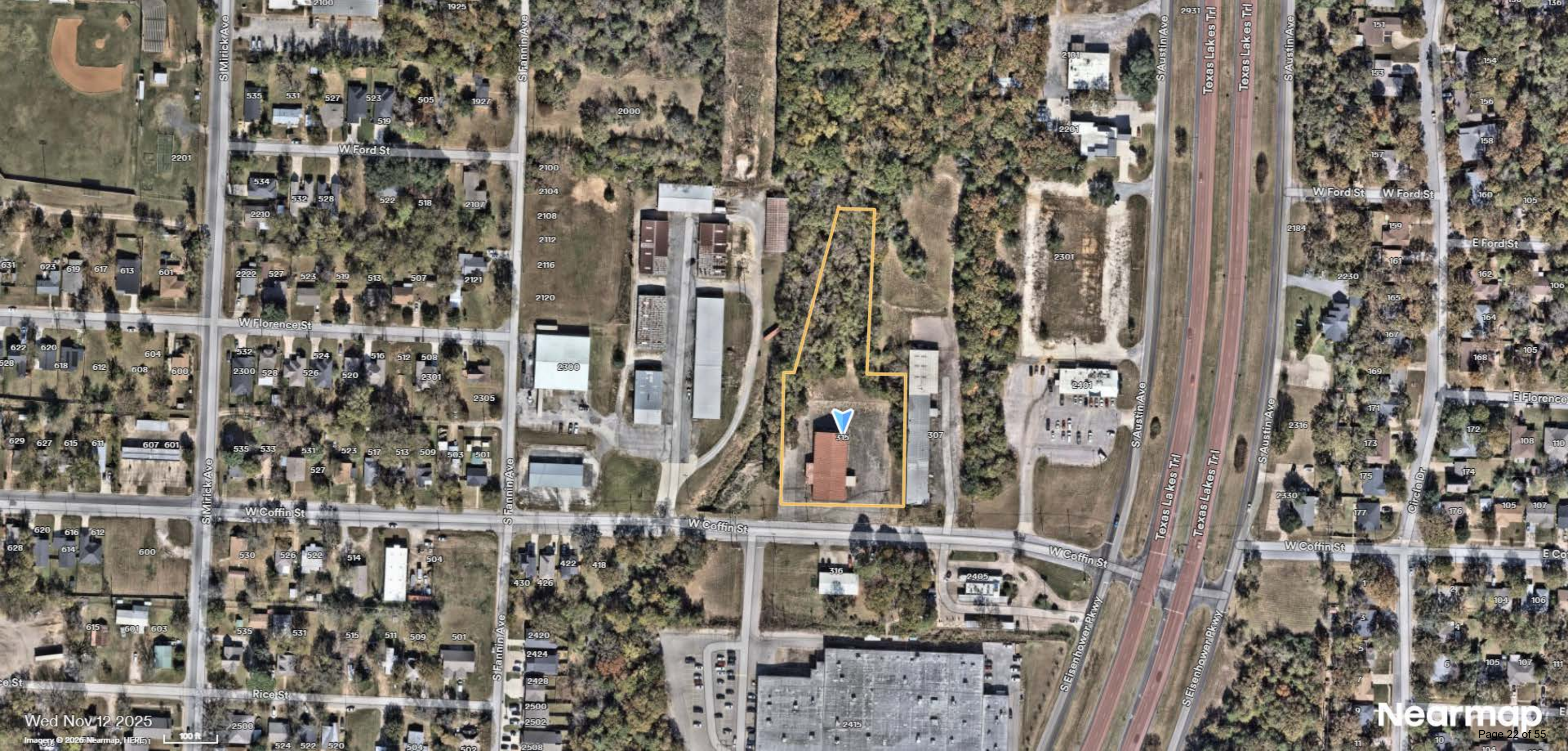
Consolidating the site to LR-only (removing the mixed LR/Multi-Family designation) will clarify permitted uses and streamline review, making the corridor easier to plan and develop. This cleanup of zoning reduces uncertainty for property owners and helps focus future investment on compatible neighborhood retail, encouraging gradual, coordinated revitalization rather than piecemeal or conflicting development.

Appropriateness of Permitted LR Uses for the Immediate Neighborhood.

The requested rezoning to LR-only will allow neighborhood retail uses while removing mixed commercial/residential ambiguity. The proposed LR redevelopment will emphasize affordable, modern design and higher business standards. By clarifying permitted uses and raising the bar for appearance and quality, the rezoning and redevelopment are intended to spark coordinated reinvestment along the corridor, encouraging nearby property owners and businesses to follow suit and driving broader revitalization.

Summary: Requesting Rezoning of 315 W. Coffin St. to Local Retail (LR) to consolidate zoning, clarify land use, and promote coordinated redevelopment.

Supports the City's revitalization encouraging Commercial: Local Retail reinvestment along the corridor.



Wed Nov 12 2025

Imagery © 2025 Nearmap, HE 051

100 ft

Nearmap

Page 22 of 55



Situated in the County of Grayson, State of Texas, being a part of the Isham G. Belcher Survey, Abstract No. 133 and being all of Tract A, Tract B, and Tract C conveyed to Felipe Santibanez and Maria Borja as recorded in Document Number 2017-20711, Official Public Records, Grayson County, Texas, and being all of Lots 5, 4, 11, 12, 13, and 14 and part of Lots 2, 3, 6, 15, Block 21, and all of Lot 13 and part of Lots 4, 5, 11, and 12, Block 18, of the Fairmount Addition, an addition to the City of Denison, Texas, as shown by plat of record in Volume 84, Page 513, Deed Records, Grayson County, Texas, and being described by metes and bounds as follows:

Beginning at a 5/8" steel rod found for the southwest corner of said Tract A, common to the southwest corner of said Lot 11, Block 21, also common to the southeast corner of a 4.593 acre tract of land described in the deed to James E. Steward, Jr., recorded in Volume 5543, Page 197, said Official Public Records;

Thence North 01°10'07" East, with the westerly line of said Tract A and Tract B, a distance of 250.00 feet to a 1/2" steel rod set for the northwest corner of said Tract B;

Thence South 88°49'53" East, with the northerly line of said Tract B, a distance of 22.83 feet to a 1/2" steel rod set for the southwest corner of said Tract C;

Thence North 13°44'59" East, with the westerly line of said Tract C, a distance of 307.38 feet to a 1/2" steel rod set for the northwest corner of said Tract C;

Thence South 88°49'53" East, with the northerly line of said Tract C, a distance of 60.00 feet to a 1/2" steel rod set for the northeast corner of said Tract C;

Thence South 01°07'38" West, with the easterly line of said Tract C, a distance of 300.00 feet to a 1/2" steel rod set for the southeast corner of said Tract C;

Thence South 88°49'53" East, with the northerly line of said Tract B, a distance of 75.00 feet to a 1/2" steel rod set for the northeast corner of said Tract B;

Thence South 01°10'07" West, with the easterly line of said Tract B, a distance of 250.00 feet to a 1/2" steel rod set for the southeast corner of said Tract B;

Thence North 88°49'53" West, with the southerly line of said Tract A and Tract B, and with the southerly line of said Block 21, and with the northerly Right-of-Way line of W. Coffin Street, a distance of 225.00 feet to the Point of Beginning and containing 1.936 acres of land, more or less.

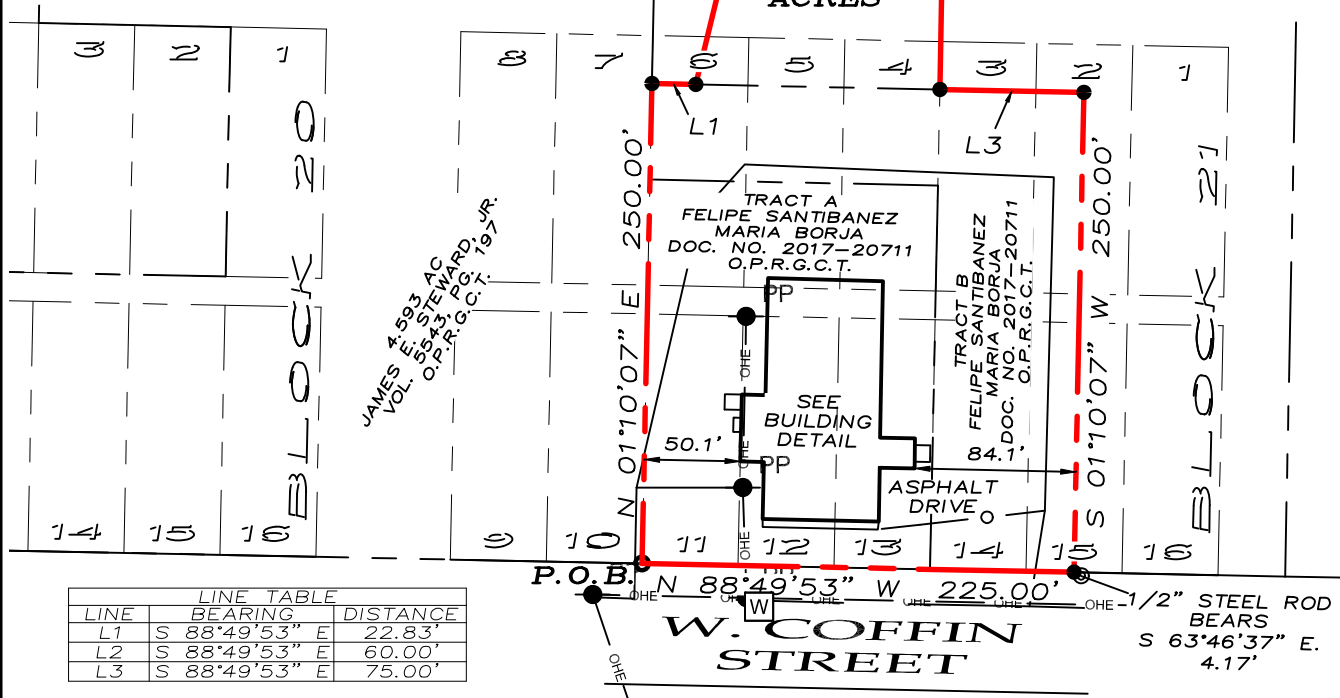
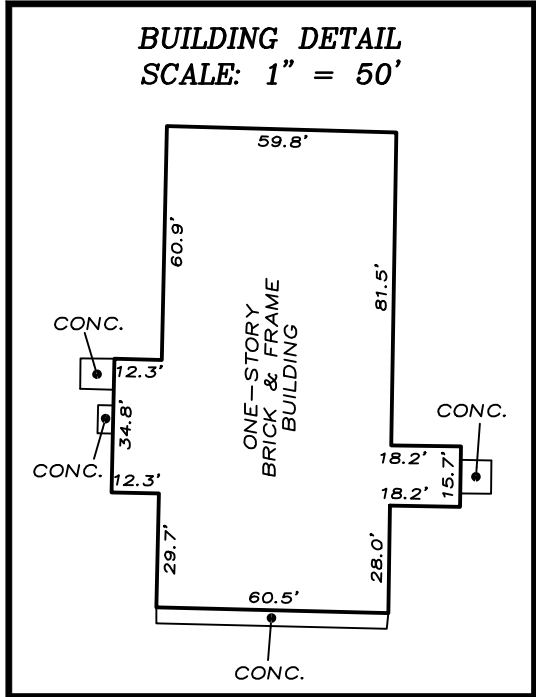
I, Douglas W. Underwood, Registered Professional Land Surveyor, hereby certify that a survey was made on the ground on the property legally described herein, and that the plat herewith is a true, correct and accurate representation of the property legally described hereinabove.



Douglas W. Underwood

Douglas W. Underwood
Registered Professional
Land Surveyor No. 4709
Firm No. 10006300

DATE OF SURVEY: 07/26/23

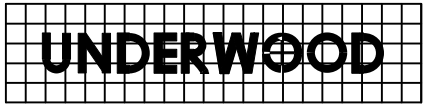


~ BASIS OF BEARINGS ~
GRID NORTH, NAD 83
TEXAS STATE PLANE COORDINATE SYSTEM
NORTH CENTRAL ZONE

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DRAFTING & SURVEYING

3404 INTERURBAN ROAD

DENISON, TEXAS 75021

(903)465-2151

Planning and Zoning Commission
Staff Report
May 26, 2026



Agenda Item: Receive a report, hold a discussion, conduct a public hearing, and make a recommendation on a request for approval of a Conditional Use Permit (CUP) to allow for the Hall, Reception/Banquet Meeting use at property commonly known as 315 W. Coffin Street. (Case No. 2025-64CUP).

Staff Contact:

Dianne York, Planning Manager
dyork@denisontx.gov
903-465-2720

Summary

- The applicant is requesting a Conditional Use Permit (CUP) to allow for the operation of Paloma Event Center under the Hall, Reception/Banquet/Meeting use.
- The subject property is located at 315 W. Coffin.
- The applicant has submitted a rezoning application requesting to rezone the subject property to the LR – Local Retail District to further accommodate the proposed use. This rezone request is a companion item (Case No. 2026-22Z) on this agenda.

Staff Recommendation

Staff recommends approval of the Conditional Use Permit with the following conditions:

- The applicant provides a parking plan and landscape plan to be reviewed and approved by staff.
- Hours of operation include: Monday – Thursday: 10:00 a.m. – 9:00 p.m., Friday – Saturday: 10:00 a.m. – 12:00 a.m., and Sunday 12:00 p.m. – 9:00 p.m.
- All building and fire codes are met as the structure is remodeled.

Recommended Motion

"I move to recommend approval of a Conditional Use Permit to allow for the use of a Hall, Reception/Banquet Meeting for Paloma Event Center with the following conditions:

- The applicant provides a parking plan and landscape plan to be reviewed and approved by staff.
- Hours of operation include: Monday – Thursday: 10:00 a.m. – 9:00 p.m., Friday – Saturday: 10:00 a.m. – 12:00 a.m., and Sunday 12:00 p.m. – 9:00 p.m.
- All building and fire codes are met as the structure is remodeled.”

Background Information and Analysis

The applicants, Maria Borja and Felipe Santibanez, are seeking approval of a Conditional Use Permit (CUP) to allow for the operations of Paloma Event Center under the use of Hall, Reception/Banquet/Meeting for property located at 315 W. Coffin Street. In addition to this Conditional Use Permit (CUP) request, the applicants have also submitted a rezone request seeking to rezone the subject property from the MF-2, Multi-Family Residential District to the LR – Local Retail District. This request is a companion item on this agenda. Per Section 28.49., the use of Hall, Reception/Banquet/Meeting requires an approved Conditional Use Permit (CUP) within the LR – Local Retail District.

The applicant wishes to remodel the existing structure to accommodate an event center focused on family events. They have proposed hours of operation to include: Monday – Thursday: 10:00 a.m. – 9:00 p.m., Friday – Saturday: 10:00 a.m. – 12:00 a.m., and Sunday 12:00 p.m. – 9:00 p.m. Staff recommends including the proposed hours of operation as a condition of the Conditional Use Permit (CUP).

In addition to remodeling the existing structure, the applicant is proposing to redevelop the existing parking lot and to provide landscaping. Staff recommends adding a condition that the applicant provide a parking and landscaping plan to be reviewed and approved by staff to ensure adequate parking and means of ingress/egress is provided in addition to adequate landscaping in attempt to meet requirements found within Section 28.51.

Per the Future Land Use Map, the subject property is to be developed in a “Mixed Commercial” manner and designates this area as a “Revitalization Area”. The proposed use meets the definition of “Mixed Commercial” and the remodel of the existing structure along with the redevelopment of the parking lot and addition of landscaping meet the intent of a Revitalization Area.

City staff has reviewed each Conditional Use Permit Criteria outlined within the City Ordinance and listed below, before reaching its recommendation for approval.

Conditional Use Permit Criteria for Approval:

1. The proposed use at the specified location is consistent with the policies embodied in the adopted comprehensive plan;

This location and use are compatible with the Comprehensive Plan.

2. The proposed use is consistent with the general purpose and intent of the applicable zoning district regulations;

The proposed Conditional Use Permit is compatible with uses found in Commercial zoning districts.

3. The proposed use is compatible with and preserves the character and integrity of adjacent development and neighborhood and includes improvements either on site or within the public rights-of-way to mitigate development-related adverse impacts, such as traffic, noise, odors, visual nuisances, drainage or other similar adverse effects to adjacent development and neighborhoods;

The proposed use is compatible with the integrity of nearby existing developments.

4. The proposed use does not generate pedestrian and vehicular traffic which will be hazardous or conflict with the existing and anticipated traffic in the neighborhood.

N/A

5. The proposed use incorporates roadway adjustments, traffic control devices or mechanisms, and access restrictions to control traffic flow or divert traffic as may be needed to reduce or eliminate development generated traffic on neighborhood streets;

Staff does not anticipate the need for additional traffic mitigation or traffic control for the surrounding area is required.

6. The proposed use incorporates features to minimize adverse effects, including visual impacts, of the proposed conditional use on adjacent properties; and

N/A

7. The proposed use meets the standards for the zoning district, or to the extent variations from such standards have been requested, that such variations are necessary to render the use compatible with adjoining development and the neighborhood.

No variance is applied or needed.

Financial Considerations

Prior Board or Council Action

Alternatives

Project Proposal & Conditional Use Permit (CUP)

Application: Paloma Event Center

Project Name: Paloma Event Center

Applicants: Maria Borja & Felipe Santibanez

Project Address: 315 W Coffin St, Denison, Texas

Project Proposal Overview:

- **Proposed Use:**
 - A CUP is requested to allow its use as an Event Hall / Banquet / Reception / Meeting venue.
 - The center will serve as a venue for family celebrations and community gatherings. Such as weddings, meetings, rehearsals, civic/nonprofit events.
 - Facilities include an indoor event hall and on-site parking.
- **Business Plan:**
 - Revenue generation through event rentals.
- **Hours of Operation:**
 - Monday - Thursday: 10 AM – 9 PM
 - Friday – Saturday: 10 AM – 12 AM
 - Sunday: 12 PM – 9 PM

Compatibility & Traffic Impact

This project follows the Comprehensive Plan by improving the Hwy 75 gateway, creating a smoother transition from Spur 503 to Armstrong/Main Street between commercial and residential areas, and bringing a well-managed event center that supports local businesses.

Located in a commercial/mixed-use area to minimize disruption to neighbors.

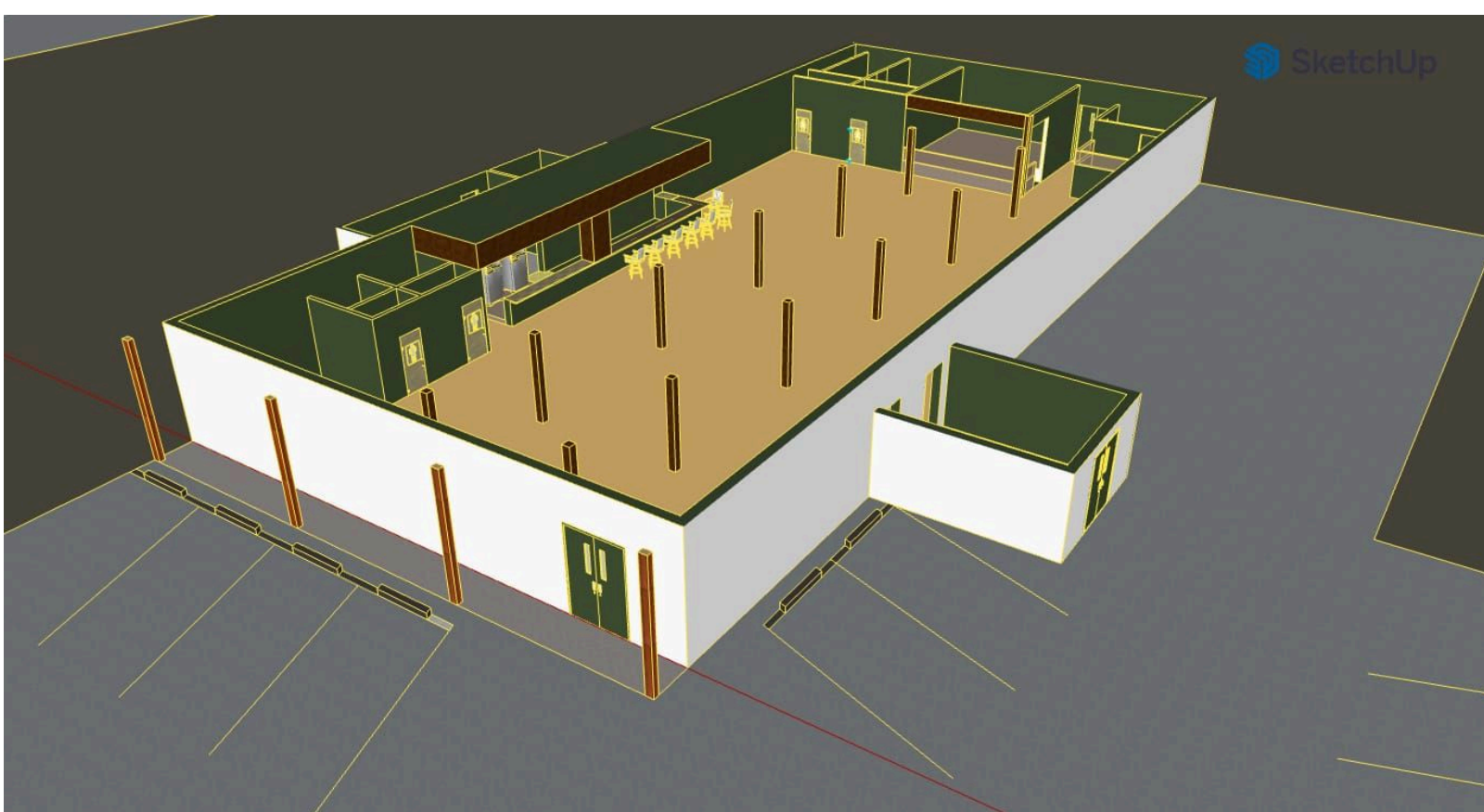
- Dedicated parking and proximity to major roads aim to ensure smooth traffic flow, with event scheduling designed to avoid congestion.
- Onsite parking: **68 marked spaces** including loading/delivery zone located on-site to avoid curbside loading

Fire Protection

- Installation of a wet-pipe fire sprinkler system, upon approval.
- Installation of a dry-pipe sprinkler system in the attic.
- An additional water line will be installed to support the sprinkler system.
- Completions are contingent upon CUP approval

Parking & Site Improvements

- **Parking lot and landscaping** completion are contingent upon CUP approval.
 - Parking will use a dedicated, one-way entrance and exit to streamline vehicle flow and minimize on-site congestion
- **Landscaping:**
 - To be completed in compliance with ordinance 28.51.6, and in accordance with approved plans. **A landscaping plan is attached.**
- **Additional Notes/Requirements:**
 - The proposed use is compatible with surrounding properties, as one side features a commercial warehouse and the other a commercial office
 - Photos of both adjacent buildings have been provided.







Situated in the County of Grayson, State of Texas, being a part of the Isham G. Belcher Survey, Abstract No. 133 and being all of Tract A, Tract B, and Tract C conveyed to Felipe Santibanez and Maria Borja as recorded in Document Number 2017-20711, Official Public Records, Grayson County, Texas, and being all of Lots 5, 4, 11, 12, 13, and 14 and part of Lots 2, 3, 6, 15, Block 21, and all of Lot 13 and part of Lots 4, 5, 11, and 12, Block 18, of the Fairmount Addition, an addition to the City of Denison, Texas, as shown by plat of record in Volume 84, Page 513, Deed Records, Grayson County, Texas, and being described by metes and bounds as follows:

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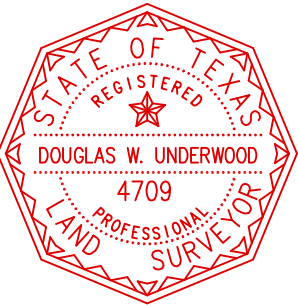
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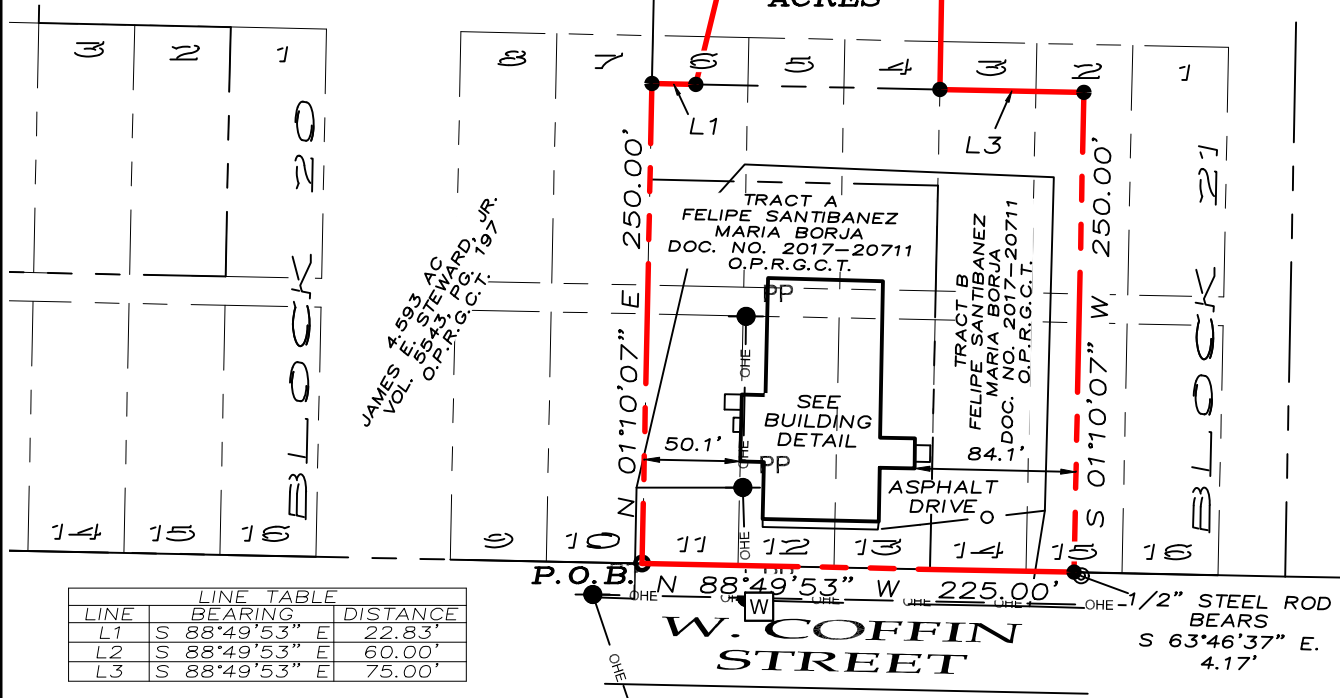
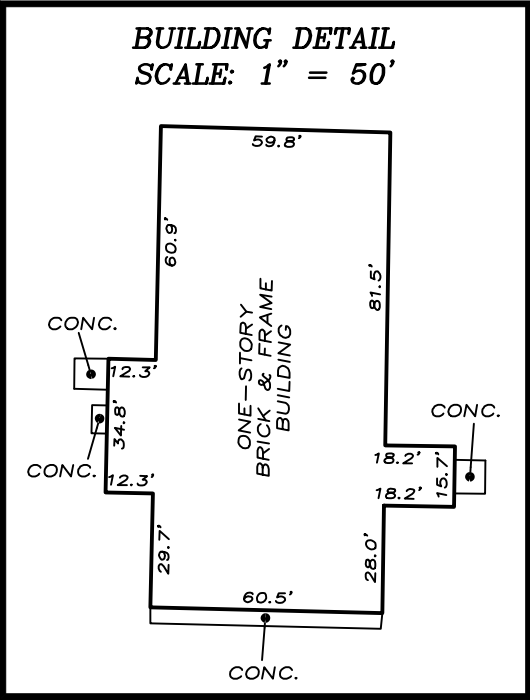
I, Douglas W. Underwood, Registered Professional Land Surveyor, hereby certify that a survey was made on the ground on the property legally described herein, and that the plat herewith is a true, correct and accurate representation of the property legally described hereinabove.



Douglas W. Underwood

Douglas W. Underwood
Registered Professional
Land Surveyor No. 4709
Firm No. 10006300

DATE OF SURVEY: 07/26/23

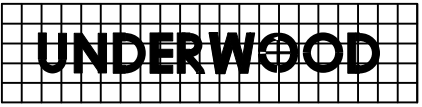


~ BASIS OF BEARINGS ~
GRID NORTH, NAD 83
TEXAS STATE PLANE COORDINATE SYSTEM
NORTH CENTRAL ZONE

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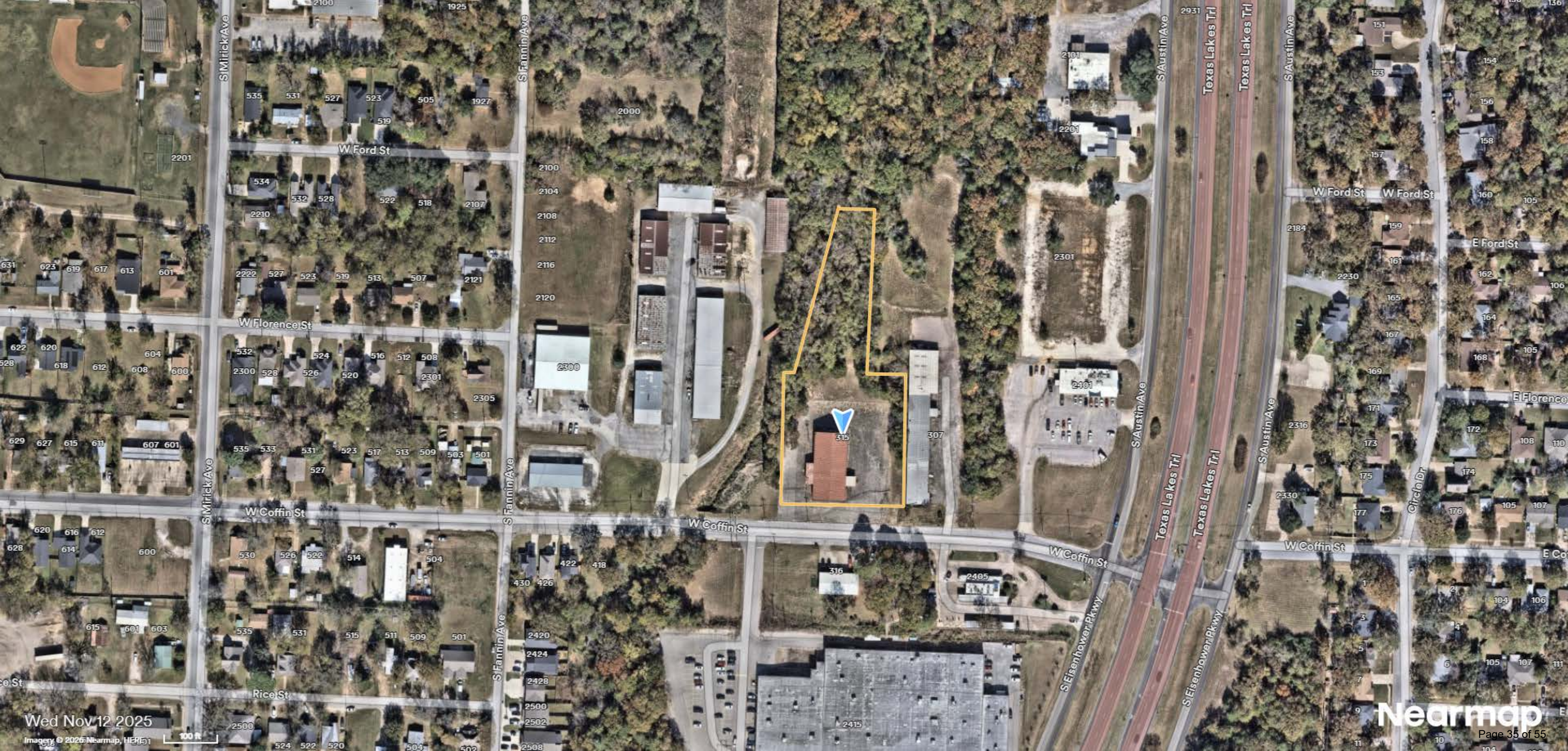
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DRAFTING & SURVEYING

3404 INTERURBAN ROAD DENISON, TEXAS 75021 (903)465-2151



Wed Nov 12 2025

Imagery © 2025 Nearmap, HE 151

100 ft

Nearmap

Page 35 of 55

Planning and Zoning Commission
Staff Report
May 26, 2026



Agenda Item: Receive a report, hold a discussion, conduct a public hearing, and make a recommendation on a request for a Conditional Use Permit (CUP) to allow for an auto dealer (used) at property commonly known as 519 S. Armstrong Avenue. (Case No. 2026-42CUP).

Staff Contact:

Dianne York, Planning Manager
dyork@denisontx.gov
903-465-2720

Summary

- The applicant is requesting a Conditional Use Permit (CUP) in order to operate an auto dealership (used) for property located at 519 S. Armstrong Avenue.
- The subject property is zoned LI – Light Industrial and has been developed in a non-residential manner.

Staff Recommendation

Staff recommends approval of the Conditional Use Permit with the following conditions:

- Landscape planters are located near the existing structure and along the frontage of S. Armstrong Avenue.
- Open storage of materials is prohibited.
- Repair of vehicles is prohibited.
- Parking of vehicles for sale must be located on an improved surface. Parking on grass or unimproved surfaces is prohibited.

Recommended Motion

"I move to recommend approval of a Conditional Use Permit to allow for the use of an auto dealer (used) with the following conditions:

- Landscape planters are located near the existing structure and along the frontage of S. Armstrong Avenue.

- Open storage of materials is prohibited.
- Repair of vehicles is prohibited
- Parking of vehicles for sale must be located on an improved surface. Parking on grass or unimproved surfaces is prohibited.”

Background Information and Analysis

The applicant, Dave-O Motor Co, Inc, is seeking approval of a Conditional Use Permit (CUP) to allow for an auto dealer (used) operation for property located at 519 S. Armstrong Avenue. The subject property is zoned LI – Light Industrial and appears to have been developed in a manner accommodating a car dealership in the past. However, the site has been vacant for several years. Per Section 28.49., the use of an auto dealer (used) requires an approved Conditional Use Permit (CUP) within the LI – Light Industrial District.

The applicant is proposing to make minor improvements to the site. Per the Project Narrative, they are proposing to paint the existing structure but do not intend to remodel the structure. Staff have made the applicant aware that if the structure is remodeled, it will need to meet the current building codes. In addition to painting the existing structure, the applicant is proposing to add landscape planters near the existing structure and along the frontage of S. Armstrong Avenue in attempt to meet landscaping requirements.

Lastly, City staff is awaiting the submittal of a survey for the subject property. This is a requirement of all zoning, rezoning or Conditional Use Permit (CUP) applications. Staff will not be able to forward the project to a City Council meeting without the required document.

Per the Future Land Use Map, the subject property is to be developed in a “Mixed Commercial” manner and designates this area as a “Revitalization Area”. The proposed use complies with the Future Land Use Plan.

City staff has reviewed each Conditional Use Permit Criteria outlined within the City Ordinance and listed below, before reaching its recommendation for approval.

Conditional Use Permit Criteria for Approval:

1. The proposed use at the specified location is consistent with the policies embodied in the adopted comprehensive plan;

This location and use are compatible with the Comprehensive Plan.

2. The proposed use is consistent with the general purpose and intent of the applicable zoning district regulations;

The proposed Conditional Use Permit use is compatible with uses found in Light Industrial

zoning districts.

3. The proposed use is compatible with and preserves the character and integrity of adjacent development and neighborhood and includes improvements either on site or within the public rights-of-way to mitigate development-related adverse impacts, such as traffic, noise, odors, visual nuisances, drainage or other similar adverse effects to adjacent development and neighborhoods;

The proposed use is compatible with the integrity of nearby existing developments.

4. The proposed use does not generate pedestrian and vehicular traffic which will be hazardous or conflict with the existing and anticipated traffic in the neighborhood.

N/A

5. The proposed use incorporates roadway adjustments, traffic control devices or mechanisms, and access restrictions to control traffic flow or divert traffic as may be needed to reduce or eliminate development generated traffic on neighborhood streets;

No additional traffic mitigation or traffic control for the surrounding area is required.

6. The proposed use incorporates features to minimize adverse effects, including visual impacts, of the proposed conditional use on adjacent properties; and

N/A

7. The proposed use meets the standards for the zoning district, or to the extent variations from such standards have been requested, that such variations are necessary to render the use compatible with adjoining development and the neighborhood.

No variance is applied or needed.

Financial Considerations

- N/A

Prior Board or Council Action

- N/A

Alternatives

- The Planning and Zoning Commission may table the item, recommend denial, or recommend approval with conditions.

PROJECT NARRATIVE

We are proposing to use the property at 519 S Armstrong Ave as a Used Car Dealership. We will only be selling and financing vehicles at the location, and will not be doing any recon or repairs to the vehicles on site to comply with city code. We will be open to the public Monday-Saturday 9am-6pm and closed all major holidays.

The proposed use of the property located at 519 S Armstrong Avenue, Denison, Texas 75020 as a used car dealership is consistent with the policies and goals embodied in the City of Denison Comprehensive Plan because it supports the continued productive use, redevelopment, and reinvestment of an existing commercial property along South Armstrong Avenue, also identified in planning documents as part of the TX 91 / Armstrong Avenue corridor.

This property was originally built and designed for use as an automobile dealership. It has historically operated as a dealership, and the proposed Conditional Use Permit does not represent a new or incompatible change in use. Rather, the applicant is seeking to continue the same general use for which the property was originally designed, approved, and historically used. Approval of the CUP would allow an existing dealership property to remain active, maintained, and economically productive instead of sitting vacant or underutilized.

South Armstrong Avenue is the appropriate location for this type of use because it is already heavily developed with existing and former automobile dealerships, automotive-related businesses, and similar commercial uses. The City has historically directed and allowed automobile dealership activity along this corridor, and the surrounding area reflects that established pattern of development. The proposed used car dealership therefore fits naturally within the existing character of South Armstrong Avenue and is compatible with adjacent development.

The Comprehensive Plan supports the reuse and redevelopment of existing properties for similar or compatible uses. The plan specifically recognizes that existing commercial and industrial properties may be rehabilitated, rebuilt, or reused for similar purposes, stating in substance that a retail property may be rehabilitated or rebuilt for new retail, and an industrial site may find a new industrial tenant. The proposed use follows that exact policy direction. This is an existing automobile dealership property being reused for automobile sales, which is a compatible and historically appropriate commercial use.

The Comprehensive Plan and related City economic development efforts also emphasize reinvestment in existing areas, revitalization of older commercial corridors, and bringing life back to vacant or underutilized buildings. Denison's Development Alliance offers site improvement and façade grant programs intended to improve the appearance of business sites in highly visible areas, including gateway corridors such as Armstrong Avenue and Woodlawn Avenue. These programs demonstrate the City's goal of encouraging reinvestment, occupancy, and visual improvement in existing commercial areas rather than allowing buildings to remain vacant.

The proposed dealership is compatible with the surrounding area and will preserve the character and integrity of adjacent development and the neighborhood. Because the property was designed as a dealership and is located on a corridor already characterized by dealerships and automotive-related commercial uses, the proposed use will not alter the established character of the area. Instead, it will continue the historical and intended commercial function of the site.

Overall, approval of the Conditional Use Permit would further the Comprehensive Plan's goals by allowing an existing, historically appropriate commercial property to be occupied, maintained, and reused for the same general purpose for which it was originally built and approved. The request supports redevelopment, economic activity, business occupancy, and reinvestment along the TX 91 / South Armstrong corridor, while preserving the established character of an area already known for automobile dealerships and similar commercial uses.

We will not be adding or building any structures on the site so there will not be any development-related adverse effects on the surrounding neighborhoods. To improve the appearance of the property, we will be repainting the building white, giving it a new fresh appearance from the street. In addition, we will be adding potted plants around the building to mitigate a negative view from the street. We will also be lining the South side of the property with potted plants so that anyone traveling north on Armstrong will see a wall of plants before they notice the business itself. Customer parking and the fire lane will be stripped on the property in accordance with city regulations. Attached are visuals of what the building and property will look like after improvements are made.

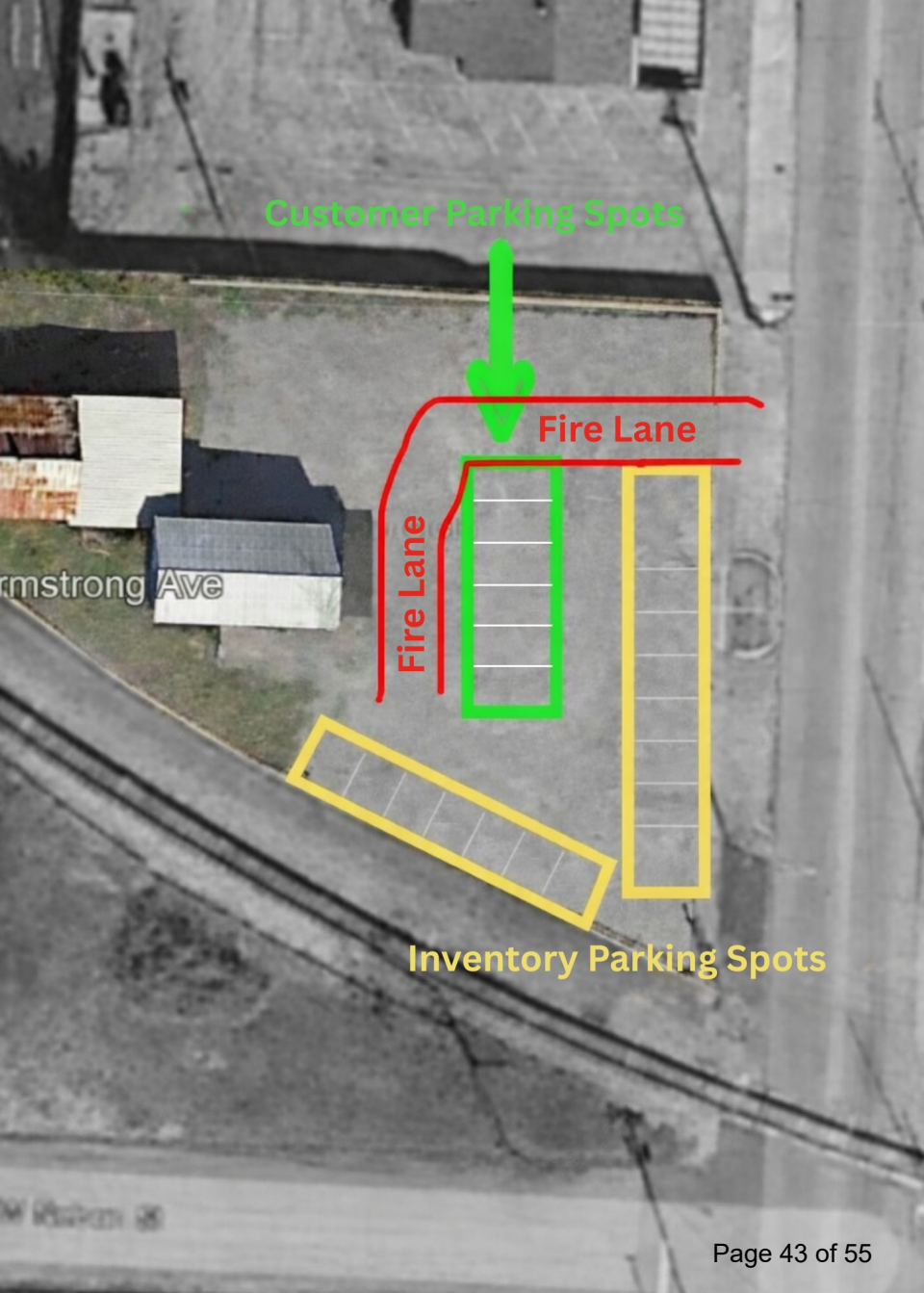
A survey has been ordered with a rush put on it but will still take a couple of weeks to get done. As soon as it is finished, I will submit. The sewer line in question runs through the alley of the property so we should not need an easement. After inspection, the open entrance to the property appears to be concrete in good condition, if a reseal is necessary

that will be accommodated. The paved surface of the property also appears to be in good condition, and we will only be parking on the approved surfaces, not on grass areas.

Please feel free to reach out with any questions or concerns. We look forward to the opportunity of working with you and being a member of the Denison community.

Jake Davis

214-676-6896



Customer Parking Spots

Fire Lane

Fire Lane

Armstrong Ave

Inventory Parking Spots



DAVE-O
MOTORS



DAVE-O-MOTORS



64%





Planning and Zoning Commission
Staff Report
May 26, 2026



Agenda Item: Receive a report, hold a discussion, conduct a public hearing, and make a recommendation on a request for a Conditional Use Permit (CUP) to allow for the used auto dealer (used) use at property commonly known as 301 N. Houston Avenue. (Case No. 2026-45CUP).

Staff Contact:

Dianne York, Planning Manager
dyork@denisontx.gov
903-465-2720

Summary

- The applicant is requesting a Conditional Use Permit (CUP) in order to operate an auto dealership (used) for property located at 301 N. Houston Avenue.
- The subject property is zoned C – Commercial and has been developed in a non-residential manner.

Staff Recommendation

Staff recommends approval of the Conditional Use Permit with the following conditions:

- Include landscape planters located along the east side of the building.
- Open storage of materials is prohibited.
- Repair of vehicles is prohibited.

Recommended Motion

"I move to recommend approval of a Conditional Use Permit to allow for the use of an auto dealer (used) with the following conditions:

- Include landscape planters located along the east side of the building.
- Open storage of materials is prohibited.
- Repair of vehicles is prohibited."

Background Information and Analysis

The applicant, DollarSharp Motors, is seeking approval of a Conditional Use Permit (CUP) to allow for an auto dealer (used) operation for property located at 301 N. Houston Avenue. The subject property is zoned C - Commercial and has been developed in a non-residential manner. Per Section 28.49., the use of an auto dealer (used) requires an approved Conditional Use Permit (CUP) within the C – Commercial District.

As the site is developed in a non-residential manner. The applicant stated that all vehicles in inventory will be parked interior to the property and will not be visible to the public. The applicant is providing customer and employee parking on the south side of the property. They are also proposing to add landscaping throughout the property to include landscape planters along the east side of the building.

Per the Future Land Use Map, the subject property is to be developed in a “Mixed Commercial” manner. The proposed use complies with the Future Land Use Plan.

City staff has reviewed each Conditional Use Permit Criteria outlined within the City Ordinance and listed below, before reaching its recommendation for approval.

Conditional Use Permit Criteria for Approval:

1. The proposed use at the specified location is consistent with the policies embodied in the adopted comprehensive plan;

This location and use are compatible with the Comprehensive Plan.

2. The proposed use is consistent with the general purpose and intent of the applicable zoning district regulations;

The proposed Conditional Use Permit use is compatible with uses found in Commercial zoning districts.

3. The proposed use is compatible with and preserves the character and integrity of adjacent development and neighborhood and includes improvements either on site or within the public rights-of-way to mitigate development-related adverse impacts, such as traffic, noise, odors, visual nuisances, drainage or other similar adverse effects to adjacent development and neighborhoods;

Given the existing screening and low impact of the operation, the proposed use is compatible with the integrity of nearby existing developments.

4. The proposed use does not generate pedestrian and vehicular traffic which will be hazardous

or conflict with the existing and anticipated traffic in the neighborhood.

N/A

5. The proposed use incorporates roadway adjustments, traffic control devices or mechanisms, and access restrictions to control traffic flow or divert traffic as may be needed to reduce or eliminate development generated traffic on neighborhood streets;

No additional traffic mitigation or traffic control for the surrounding area is required.

6. The proposed use incorporates features to minimize adverse effects, including visual impacts, of the proposed conditional use on adjacent properties; and

N/A

7. The proposed use meets the standards for the zoning district, or to the extent variations from such standards have been requested, that such variations are necessary to render the use compatible with adjoining development and the neighborhood.

No variance is applied or needed.

Financial Considerations

- N/A

Prior Board or Council Action

- N/A

Alternatives

- The Planning and Zoning Commission may table the item, recommend denial, or recommend approval with conditions.

Site Plan & Operations Overview

Property Address: 301 N Houston Ave, Denison, TX
Business: DollarSharp Motors

Project Overview

This document outlines the proposed site layout, transportation flow, parking arrangement, and planned landscaping/beautification improvements for the property located at 301 N Houston Ave, Denison, Texas. The property will operate as a specialty used vehicle dealership with an emphasis on maintaining a clean, organized, and visually appealing property consistent with City of Denison standards.

Landscaping & Beautification

Landscaping improvements will be implemented throughout the property to enhance visual appearance and comply with City of Denison expectations. Improvements include:

- Installation of grass areas along street-facing portions of the property.
- Decorative planter pots placed near building entrances and garage areas.
- Landscaping around utility poles and existing green spaces.
- Routine maintenance of all landscaping to ensure the property remains clean and visually appealing.

Parking Plan

Customer parking will be provided on-site off W Gandy St. All parking areas will be contained within the property boundaries and will not require street parking. Parking areas will remain clear and organized to maintain safe vehicle access. All parking areas are concrete, no gravel parking is available.

Transportation & Vehicle Flow

All vehicle transport loading and unloading will occur within the property and not on public streets. Transport trucks will enter the property from the designated transport entrance on N Houston Ave and exit through the designated transport exit on N Houston Ave. This circulation pattern ensures that transport operations remain off public roadways and eliminates any traffic impact.

Fencing & Security

The property will include non-see-through metal fencing surrounding the back of the property. Access gates will be metal automatic-opening gates to control access to the secured area.

Signage

All signage will consist of professionally manufactured metal signage attached directly to the building structure. No freestanding signage is proposed. The signage will identify the business as DollarSharp Motors and will be mounted on the exterior wall of the building.

Fire Safety

A fire department lock box will be installed on the building to allow emergency personnel access to the facility in compliance with local safety requirements.

Hours of Operation

Mon: 9:00am – 6:00pm

Tue: 9:00am – 6:00pm

Wed: 9:00am – 6:00pm

Thur: 9:00am – 6:00pm

Fri: 9:00am – 6:00pm

Sat: 9:00am – 2:00pm

Sun: Closed

Adverse Impacts

All vehicles will be stored inside the building during all hours, which eliminates visual nuisances from cars being scattered/parked outside the building. Our business does not provide any mechanical services, vehicle detailing, or any type of maintenance on site, therefore eliminating any noise pollution, drainage issues, or any adverse effects on any nearby homes or businesses. All of our maintenance work is performed locally by Fred Pilkilton Motors in Downtown Denison.

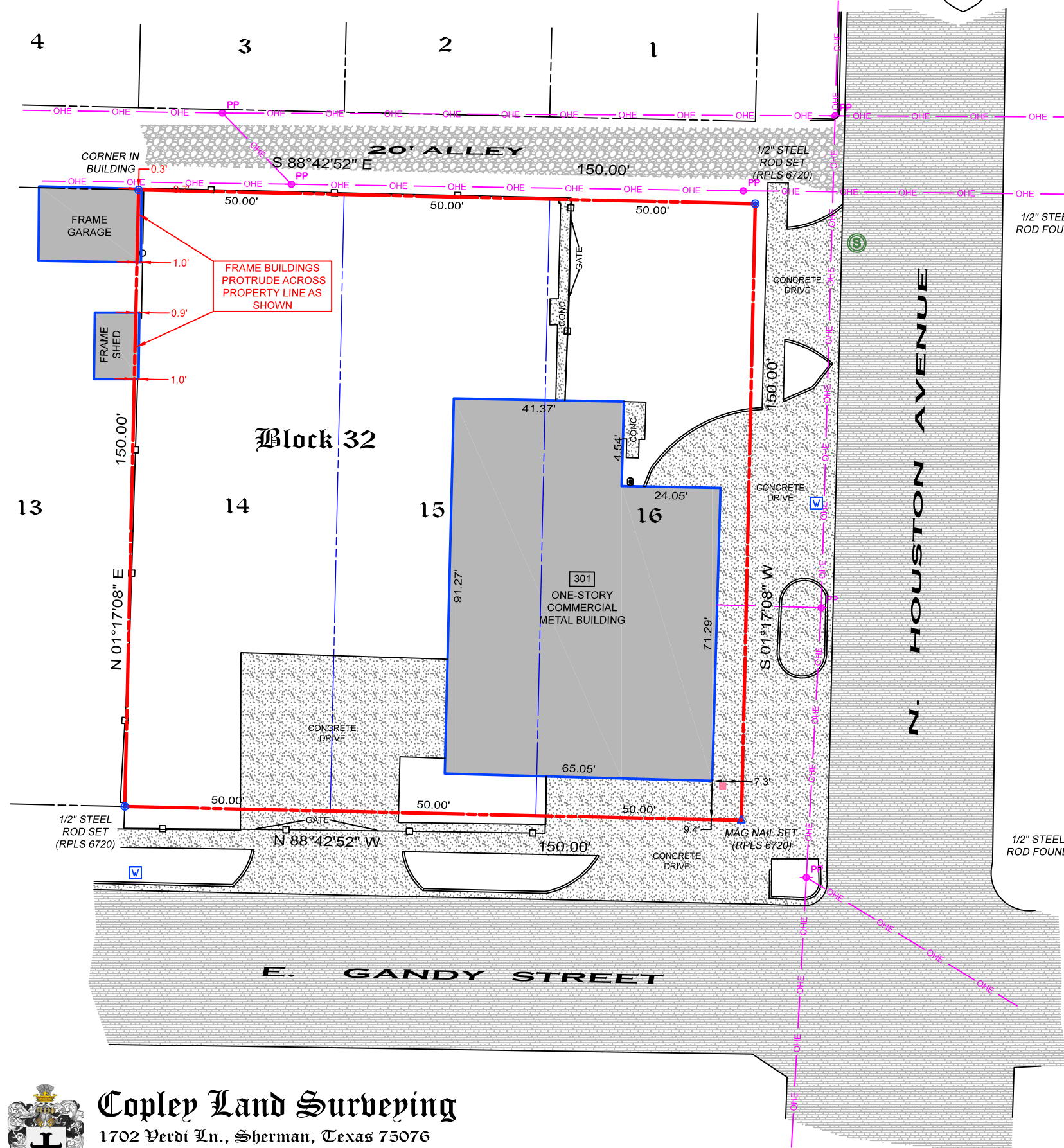
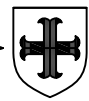
DollarSharp Motors is locally owned and operated by Veteran and 2009 Denison High School graduate Dustin Monroe, who embodies the growth and heritage of Denison Texas. DollarSharp Motors operates in a manor that meets and supports all city requirements. The operation is primarily online based, and supports other local businesses and strives to bring a new style of dealership experience to downtown Denison.

Reference Images

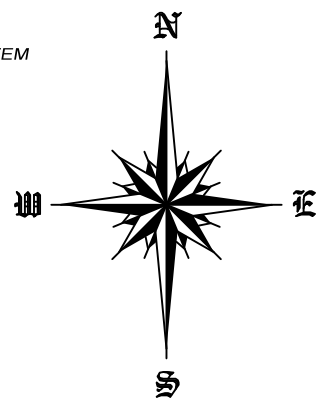


Annotated Site Plan



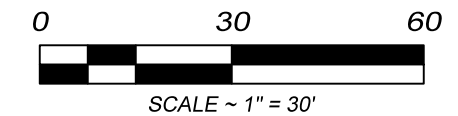


~ BASIS OF BEARINGS ~
GRID NORTH, NAD 83
TEXAS STATE PLANE COORDINATE SYSTEM
NORTH CENTRAL ZONE (4202)



Legend

- GAS METER
- SEWER MANHOLE
- DRAIN GRATE
- POWER POLE
- WATER METER
- BOUNDARY LINE
- PROPERTY LINE
- OVERHEAD ELECTRIC
- BUILDING
- STOCKADE FENCE
- CHAINLINK FENCE
- ASPHALT
- GRAVEL
- CONCRETE



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All rights reserved.

I, John C. Copley, Registered Professional Land Surveyor do hereby certify that on the 14th day of February, 2023, a survey was made on the ground of the property shown hereon, described as **Lots 14, 15, and 16, Block 32, ORIGINAL TOWN PLAT OF DENISON**, an addition to the City of Denison, Texas, as shown by plat of record in Volume 28, Page 362 & 363, Deed Records, Grayson County, Texas and is correct, and that there are no discrepancies, conflicts, shortages in area, boundary line conflicts, encroachments, overlapping of improvements, easements or right-of-way, except as shown on the plat herewith, and that the plat herewith is a true, correct and accurate representation of the property legally described hereinabove.

The building on said lot is known as **301 N. Houston Ave., Denison, Texas**, and is wholly located on said lot; there are no encroachments or protrusions from buildings on adjoining lots or tracts of land except as shown.

John Copley

John C. Copley
Registered Professional
Land Surveyor No. 6720
Firm No. 10194429



Copley Land Surveying
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CIS Job# 19090222JFI





Wed Nov 12 2025

Imagery © 2025 Nearmap, HERE

50 ft

Nearmap

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