

ACM: Robin Bentley

FILE NUMBER: Z-25-000148 **DATE FILED:** October 21, 2025
LOCATION: Northwest line of Elm Street, northeast of North Akard Street
COUNCIL DISTRICT: 14
SIZE OF REQUEST: Approx. 0.13-acre **CENSUS TRACT:** 481130031011

REPRESENTATIVE: Mattin Frost & Hill / Kyle V. Hill

OWNER: Tower Garage

APPLICANT: Sweet Tooth Hotel, Inc.

REQUEST: An application for an amendment to Specific Use Permit No. 2467 for an alcoholic beverage establishment limited to a bar, lounge, or tavern and a commercial amusement (inside) on property zoned Planned Development District No. 619 with Specific Use Permit No. 2411 for an attached projecting non-premise district activity videoboard sign

SUMMARY: The purpose of the request is to continue to allow an alcoholic beverage establishment limited to a bar, lounge, or tavern and a commercial amusement (inside) on the site.

STAFF RECOMMENDATION: Approval, subject to conditions.

CPC RECOMMENDATION: Approval for a five-year period, subject to conditions.

PD No. 619:

<https://dallascityhall.com/departments/city-attorney/pages/articles-data.aspx?pd=619>

BACKGROUND INFORMATION:

- The area of request is currently developed with a 5,698-sf. commercial amusement located on the ground floor and part of a structure with multiple uses, including multifamily, personal service use, and commercial parking lot or garage.
- Planned Development District 619 requires an SUP for an alcoholic beverage establishment limited to a bar, lounge, or tavern and a commercial amusement (inside). Thus, the applicant requests a renewal of the SUP to continue both uses.
- The request area also has an attached projecting non-premise district activity videoboard sign allowed by Specific Use Permit No. 2411, which is not proposed to be modified.
- On September 28, 2022, the City Council approved Specific Use Permit 2467, which allows the sale of alcoholic beverages in conjunction with a bar, lounge, or tavern and a commercial amusement inside.
- The proposed hours of operation for both uses are limited to 10:00 a.m. to 2:00 a.m., Monday through Sunday.
- No changes are proposed to the property, site plan, or conditions aside from the time period.

Zoning History:

There have been six zoning cases in the area in the last five years.

1. **Z190-370:** On March 24, 2021, City Council approved Specific Use Permit 2411 for an attached projecting non-premise district activity videoboard sign for a six-year period on property zoned Planned Development District No. 619 on the northwest line of Elm Street, east of North Akard Street. [Subject Site]
2. **Z201-268:** On October 13, 2021, City Council approved the renewal of Specific Use Permit No. 1755 for two attached projecting non-premise district activity videoboard signs for a six-year period on property zoned Planned Development District 619 on the south line of Elm Street, west of North Akard Street.
3. **Z201-278:** On December 8, 2021, City Council approved the renewal of Specific Use Permit No. 1791 for an attached projecting non-premise district activity videoboard sign for a six-year period on property zoned Planned Development District 619 with H/37 Kirby Building Historic Overlay at the southeast corner of Elm Street and North Akard Street.
4. **Z212-234:** On September 28, 2022, City Council approved Specific Use Permit 2467, which allows for the sale of alcoholic beverages and a commercial

amusement (inside) on property zoned Planned Development District 619 with Specific Use Permit 2411 for an attached projecting non-premise district activity videoboard sign on the northwest line of Elm Street, east of North Akard Street.
[Subject Site]

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Elm Street	One-way street per CBD	80 feet
North Akard Street	Two-way street per CBD	50 feet

Traffic:

The Transportation Development Services Division of the Transportation Department has reviewed the request and determined that it will not significantly impact the surrounding roadway system.

Transit Access:

The area of request is within a mile of the following transit services:

Train Station

Red Line, Blue Line, Green Line, Orange Line (Akard St Station)

Bus Routes

Route 3, 5, 9, 13, 16, 18, 47, 102, 109, 145, 205, 207, 214, 224, 230, 237, 249, 305, 308, 383,

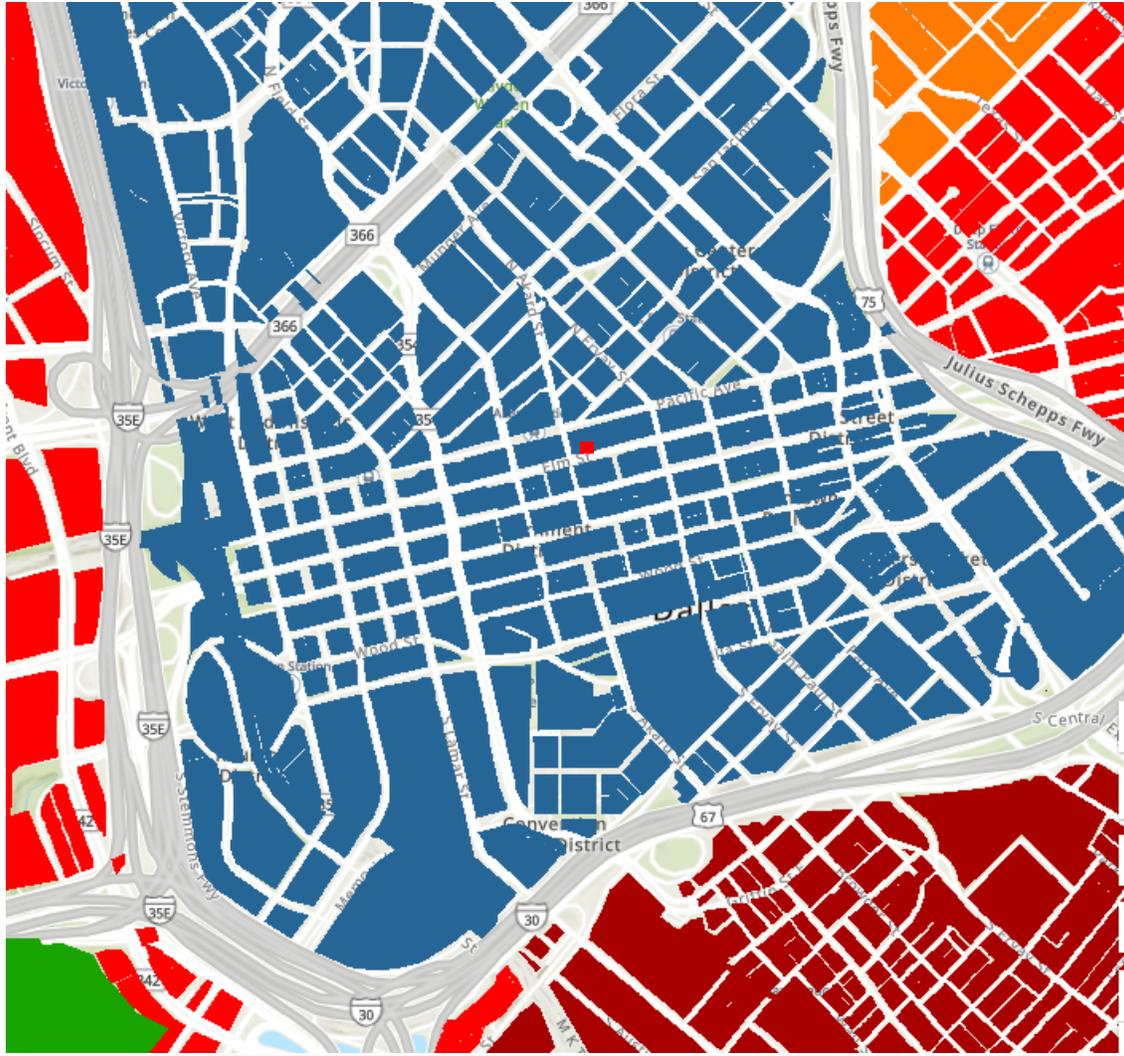
STAFF ANALYSIS:

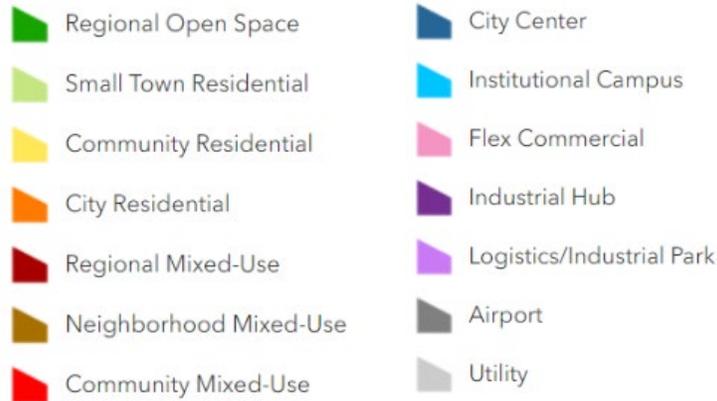
Comprehensive Plan:

ForwardDallas 2.0 is the citywide Comprehensive Plan for future land use in the City of Dallas. Adopted by City Council in September 2024, the plan includes a future land use map and guidance for a future vision of the City of Dallas. It also establishes goals and guidelines for land use and other decisions by the City. According to the City of Dallas's Development Code, the comprehensive plan serves merely as a guide for rezoning requests but does not establish zoning boundaries, nor does it restrict the City's authority to regulate land use.

The proposed zoning change is generally **consistent** with Forward Dallas 2.0. Commercial Land Use is identified as a primary use within the City Center placetype; in

Forward Dallas 2.0, Commercial land use is in this land-use matrix, and the site is within Planned Development District 619 and adjacent to similar uses such as hotel, parking, restaurant, retail, and multifamily with all these uses located to the east, west, north, and south of the site. The property fronts Elm Street, which is classified as a four-lane westbound one-way per the CBD plan and is within two blocks of the Akard St Station. Therefore, the proposed rezoning aligns with the vision and recommendations of Forward Dallas 2.0.





Area Plans:

The 360 Plan

The 360 Plan is a strategic document that sets a clear, cohesive vision for Downtown Dallas and its surrounding neighborhoods, guiding the City Center to continued, long-term success. Building on the strategies in the Downtown Dallas 360 plan adopted in 2011, the 360 Plan is organized around the idea of creating a complete, connected City Center that provides an enriching urban experience for residents, workers, and visitors.

Staff finds the applicant's request consistent with the 360 Plan, as it will enhance the urban experience, especially for downtown visitors. The proposal would add a unique retail and entertainment venue downtown, contributing to the existing mix of office, residential, and commercial uses.

Trinity River Corridor Comprehensive Land Use Study

The Trinity River Corridor Comprehensive Land Use Study was adopted by City Council in March 2005 and later revised in December 2009.

The Trinity River Corridor is a unified collection of diverse neighborhoods and business centers at the heart of a unified and thriving Dallas, connected by a ribbon of blue water and green spaces that is the Trinity River. Additionally, the Trinity River Corridor is the City's model for economic growth without physical, social, or economic barriers, attracting residents and visitors to live, learn, work, shop, and play within a cosmopolitan urban core alongside the river's meandering environment.

Five objectives for future development in the Trinity Corridor add detail to the 2050 Vision Statement. They provide guidance that shapes this plan's recommendations for each part of this very large corridor. The five objectives are:

- Reconnect North and South Dallas
- Establish the role of economic development along the Trinity River
- Create a vibrant central city
- Establish the Trinity River floodplain as the front yard of the City

- Enhance the City’s urban form to increase the appeal of urban life

Staff finds the applicant’s request to be consistent with the Trinity River Corridor Comprehensive Land Use Study in that it contributes to the creation of a vibrant central city and increases the appeal of urban life.

Land Use:

	Zoning	Land Use
Site	Specific Use Permit 2467 for the sale of alcoholic beverages and a commercial amusement (inside) on property zoned Planned Development 619, with Specific Use Permit 2411 for an attached projecting non-premise district activity videoboard sign.	Multifamily, personal service use, commercial parking lot or garage, attached projecting non-premise district activity videoboard sign
Northwest	CA-1(A) Central Area District with H/126 Fidelity Union Life Complex Historic Overlay	Multifamily, hotel, restaurant without drive-in or drive-through service
Northeast	PD No. 619	Hotel or motel, restaurant without drive-in or drive-through service
Southeast	PD No. 619 with SUP Nos. 1791 and 1958 for attached projecting non-premise district activity videoboard signs	Restaurant without drive-in or drive-through service, multifamily, commercial parking lot or garage, general merchandise or food store 3,500 square feet or less, attached projecting non-premise district activity videoboard sign.
Southwest	PD No. 619	Office, multifamily, Hotel, parking garage

Land Use Compatibility:

The area of request is currently developed with a variety of uses such as multifamily, personal service use, commercial parking lot or garage, and attached projecting non-premise district activity videoboard sign. There are also a variety of uses in the surrounding downtown area, including restaurants without drive-in or drive-through service, general merchandise or food stores, and offices. Staff finds the applicant’s request to be consistent with surrounding land uses.

The general provisions for a Specific Use Permit in Section 51A-4.219 of the Dallas Development Code specifically state: (1) The SUP provides a means for developing certain uses in a manner in which the specific use will be consistent with the character of the neighborhood; (2) Each SUP application must be evaluated as to its probable effect on the adjacent property and the community welfare and may be approved or denied as the findings indicate appropriate; (3) The city council shall not grant an SUP for a use except upon a finding that the use will: (A) complement or be compatible with the surrounding uses and community facilities; (B) contribute to, enhance, or promote the welfare of the area of request and adjacent properties; (C) not be detrimental to the public health, safety, or general welfare; and (D) conform in all other respects to all applicable zoning regulations and standards. The regulations in this chapter have been established in accordance with a comprehensive plan to promote the health, safety, morals, and general welfare of the city.

Staff supports the request because the use is not foreseen to be detrimental to surrounding properties. The proposed use is also consistent with several goals of the comprehensive plan, the 360 Plan, and the Trinity River Corridor Comprehensive Land Use Study, as it will contribute to a vibrant central city. In addition, this area is surrounded by similar businesses with compatible uses in the Central Business District, and this SUP has been compliant with all SUP conditions without issue. Hence, the staff recommends approval of the request, with no expiration period, subject to conditions.

Landscaping:

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

Parking:

Pursuant to the Parking Dallas Development Code, there is no minimum off-street parking requirement for any use within ½ mile of light rail and streetcar stations within this zoning district.

Market Value Analysis:

Market Value Analysis (MVA) is a tool to help residents and policymakers understand elements of their local residential real estate markets. It is an objective, data-driven tool built on local administrative data and validated with local experts. The analysis was prepared for the City of Dallas by The Reinvestment Fund. Public officials and private actors can use the MVA to more precisely target intervention strategies in weak markets and support sustainable growth in stronger markets. The MVA identifies nine market

types (A through I) on a spectrum of residential market strength or weakness. As illustrated in the attached MVA map, the colors range from purple, representing the strongest markets (A through C), to orange, representing the weakest markets (G through I). The area of request is currently within an “F” MVA area.

Crime Report:

The Dallas Police Department provided a crime report for the period between September 28, 2022, and October 30, 2025. The area has had 31 incident calls, three offenses, and two arrests.

Calls

Calls (Summary)	Count of Problem
12B General Service	14
13 Prowler	1
16 Injured Person	1
32 Suspicious Person	1
40 Other	6
46 CIT	1
6X Major Dist (Violence)	8
6XA Major Dist (Ambulance)	1
7X - Major Accident	1
Grand Total	34

Offenses

Offenses (Summary)	Count of Incidents
THEFT FROM MOTOR VEHICLE	2
UNAUTHORIZED USE OF MOTOR VEH - AUTOMOBILE	1
Grand Total	3

Arrests

Arrests (Summary)	Count of Incidents
ARRANT DALLAS PD (ALIAS/CAPIAS)	1
APOWW (SOCIAL SERVICES REFERRAL)	1
Grand Total	2

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Texas Alcoholic Beverage Commission (TABC) Information:

TABC License numbers, information, and statuses may be retrieved here by searching an address: <https://apps.tabc.texas.gov/publicinquiry/StatusNewLayout.aspx>

TABC Complaint Information, including criminal allegations and administrative allegations, may be retrieved here by searching an address or license number: <https://apps.tabc.texas.gov/publicinquiry/ComplaintInvestigation.aspx>

CPC Action
January 15, 2026

Motion: It was moved to recommend **approval** of an amendment to Specific Use Permit 2467 for an alcoholic beverage establishment limited to a bar, lounge, or tavern and a commercial amusement (inside) for a five-year period, subject to conditions, on property zoned Planned Development District 619 with Specific Use Permit 2411 for an attached projecting non-premise district activity videoboard sign, on the northwest line of Elm Street, northeast of North Akard Street.

Maker: Hampton
Second: Housewright
Result: Carried: 13 to 0

For: 13 - Sims, Hampton, Forsyth, Serrato,
Carpenter, Wheeler-Reagan, Franklin
Koonce, Housewright, Kocks, Coffman, Hall,
Sims

Against: 0
Absent: 2 - Herbert, Kingston
Vacancy: 0

Notices: Area: 200 Mailed: 74
Replies: For: 0 Against: 0

Speakers: None

List of Officers

Tower Garage

Jonas Wood, President
John Helton, Executive Vice President
William Prewitt, Executive Vice President

Sweet Tooth Hotel, Inc.

Applicant is STH Dallas, LLC. Its sole manager is Robert Cornog. Its sole member is STH Brandco, LLC

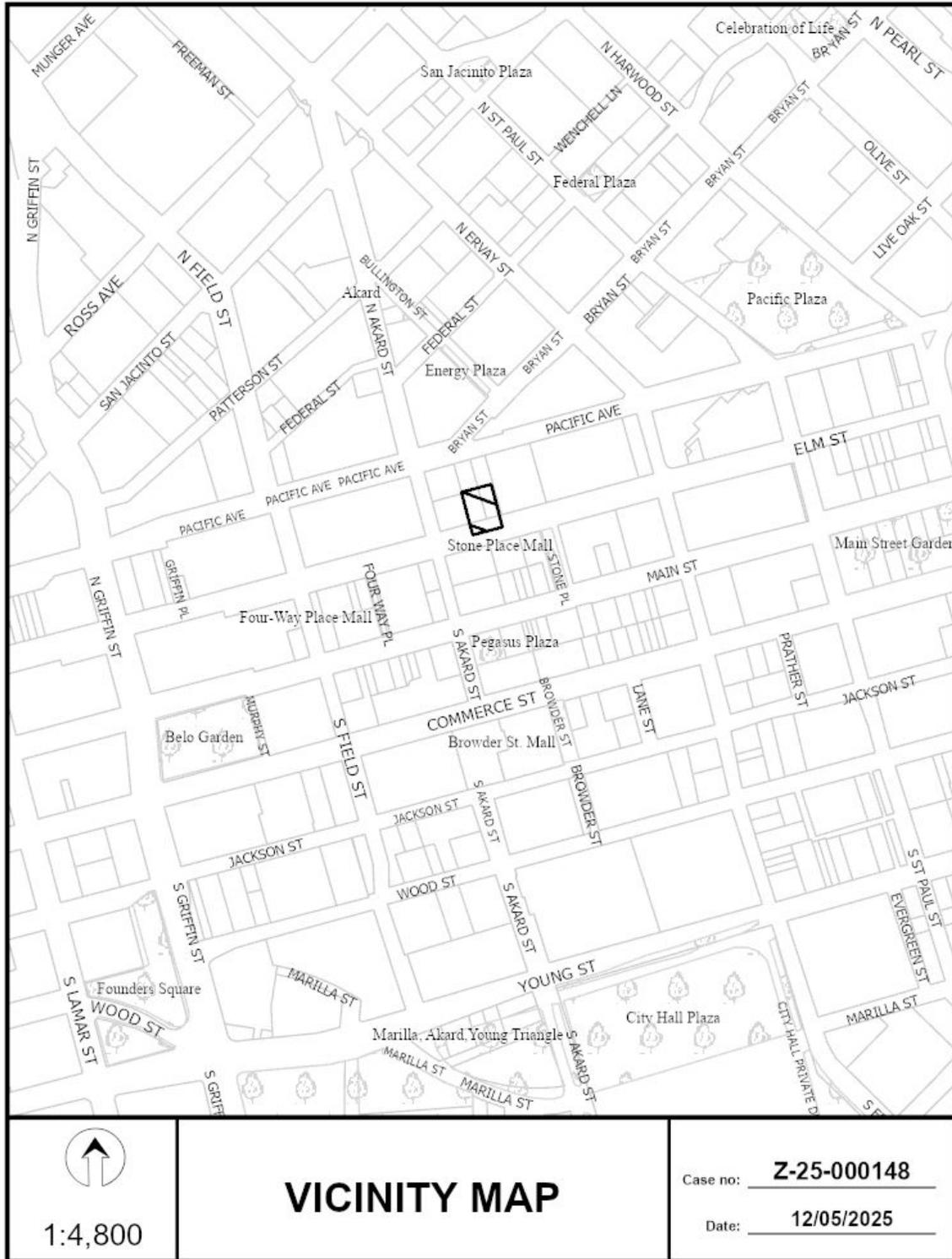
PROPOSED CONDITIONS

1. USE: The only uses authorized by the specific use permit are an alcoholic beverage establishment limited to a bar, lounge, or tavern, and a commercial amusement (inside).
2. SITE PLAN: Use and development of the Property must comply with the site plan.
3. TIME LIMIT: ~~This Specific Use permit expires on September 28, 2025.~~ This specific use permit expires [5 years from the date of this ordinance].

Staff Recommendation:

3. TIME LIMIT: This specific use permit shall not expire.

4. HOURS OF OPERATION: The alcoholic beverage establishment, limited to a bar, lounge, or tavern, and the commercial amusement (inside) may only operate between 10:00 a.m. and 2:00 a.m. (the next day), Monday through Sunday.
5. MAINTENANCE: The Property must be properly maintained in a state of good repair and neat appearance.
6. GENERAL REQUIREMENTS: Use of the Property must comply with all federal and state laws and regulations, and with all ordinances, rules, and regulations of the City of Dallas.

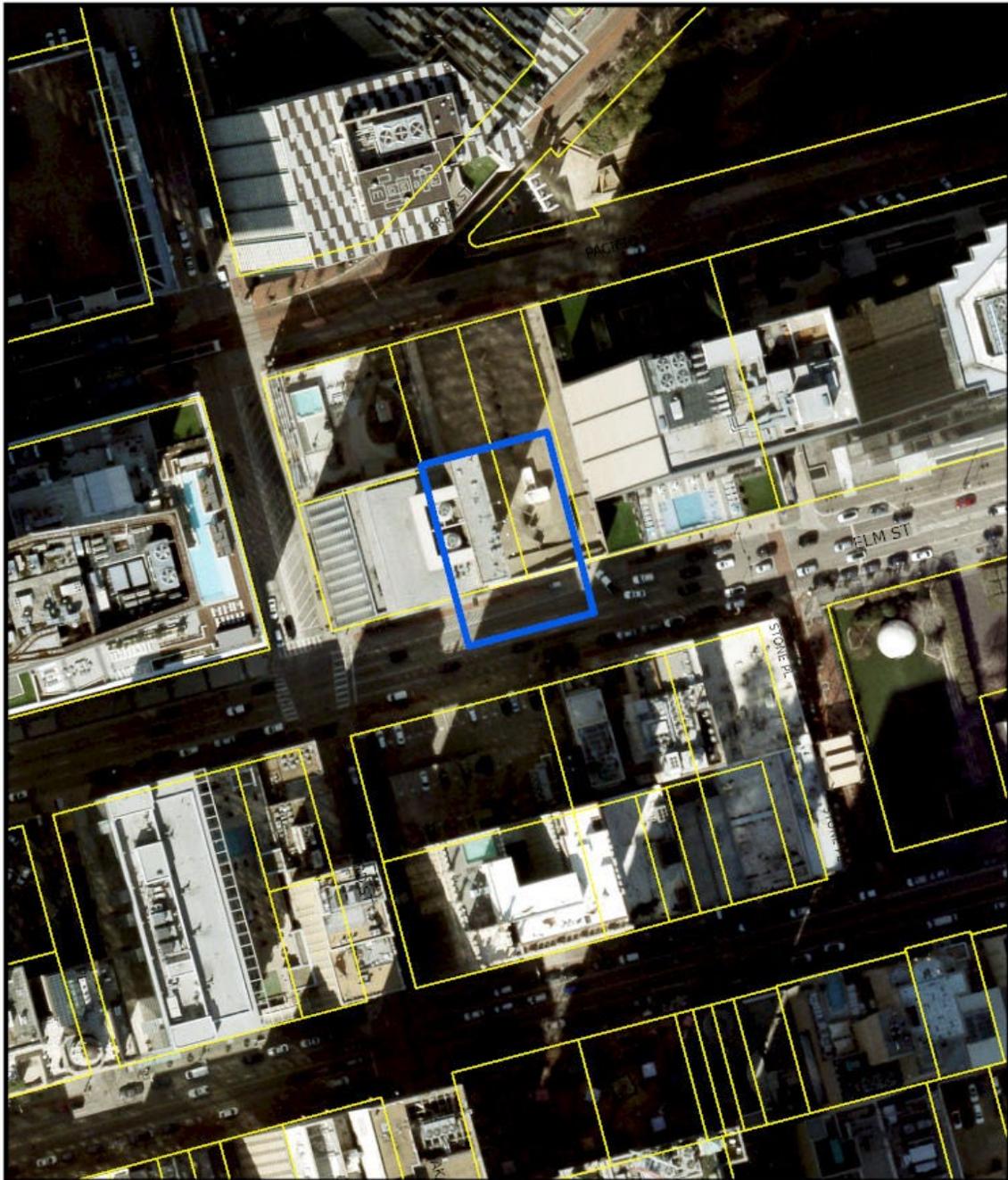


VICINITY MAP

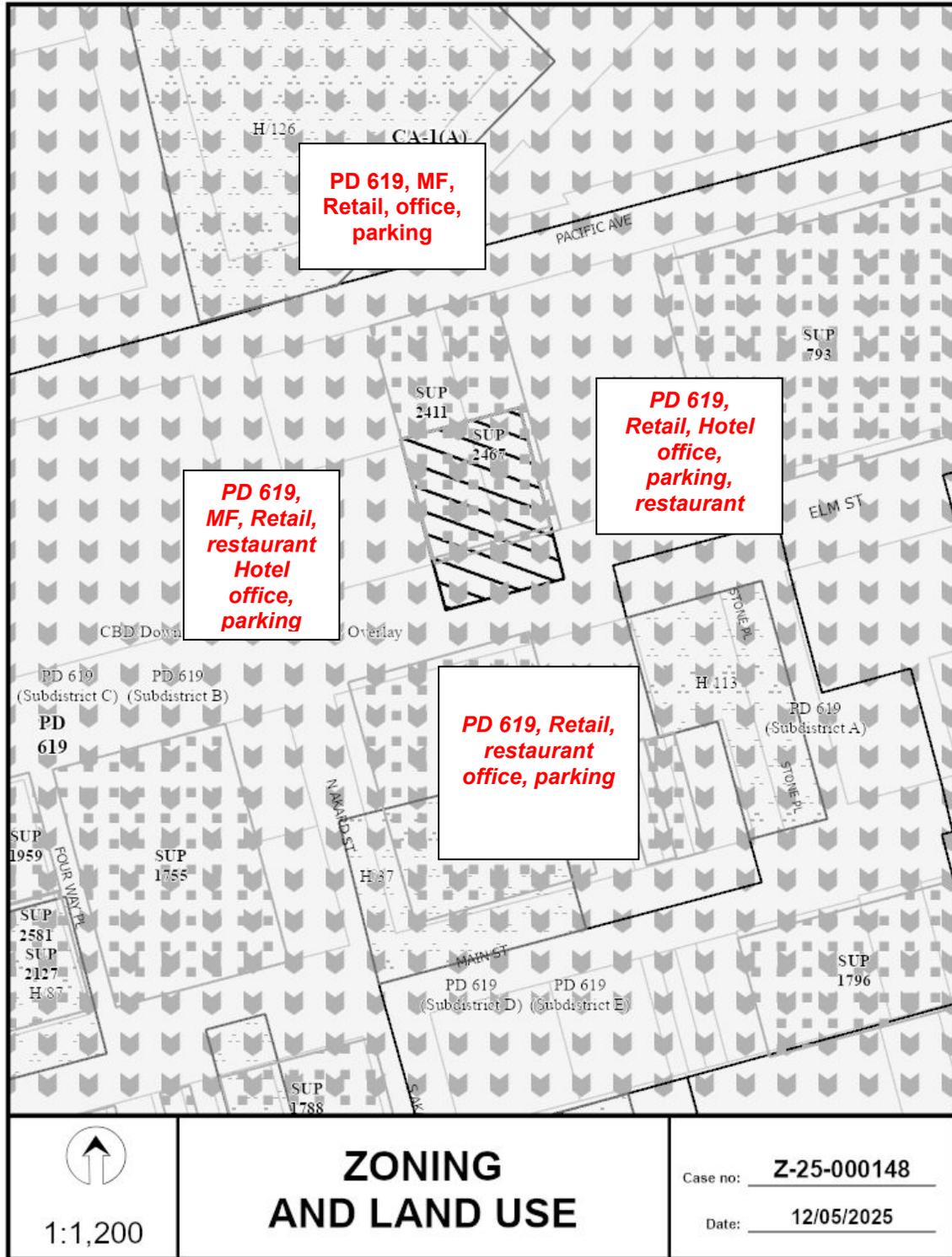
Case no: Z-25-000148

Date: 12/05/2025

1:4,800



 1:1,200	AERIAL MAP	Case no: <u>Z-25-000148</u> Date: <u>12/05/2025</u>
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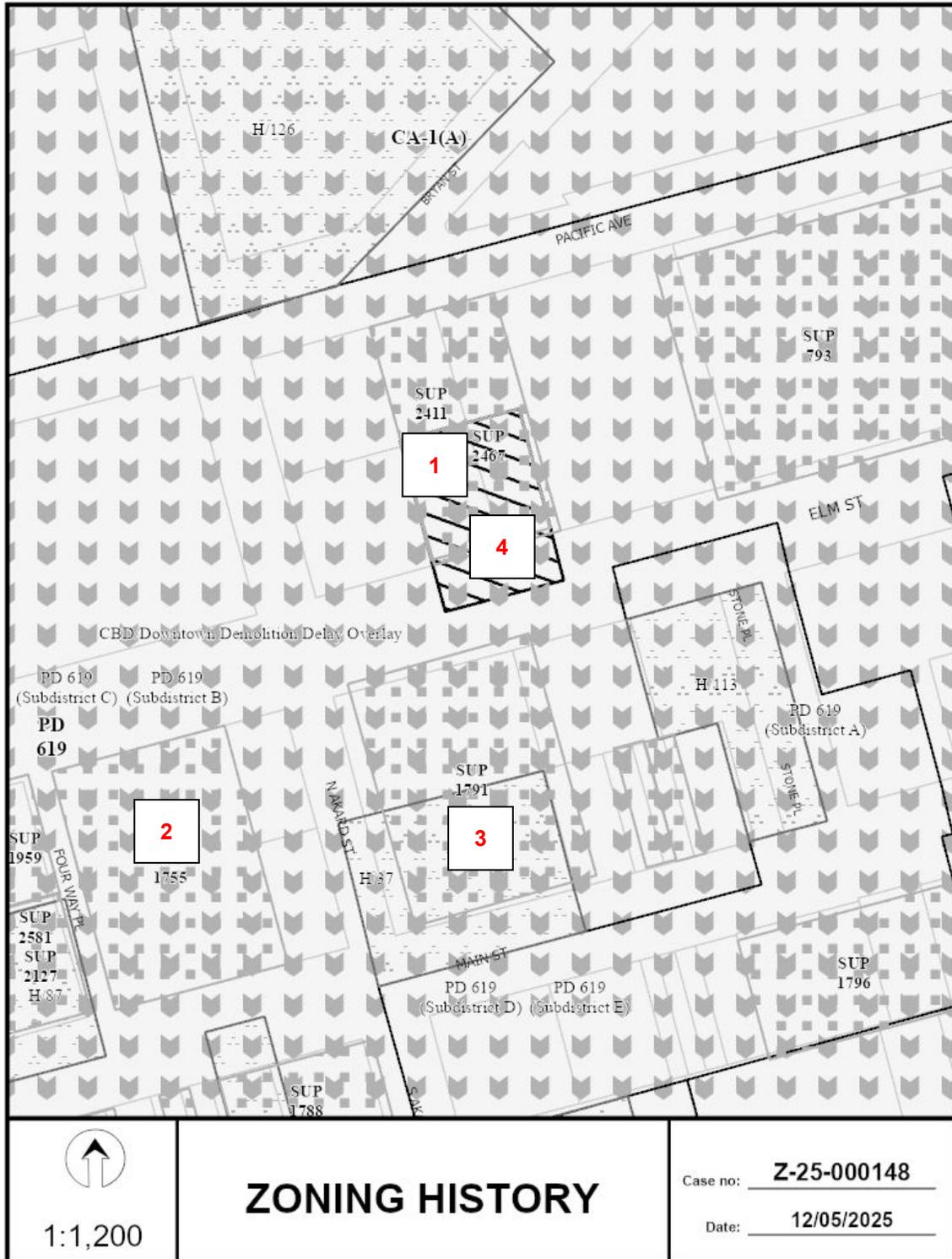


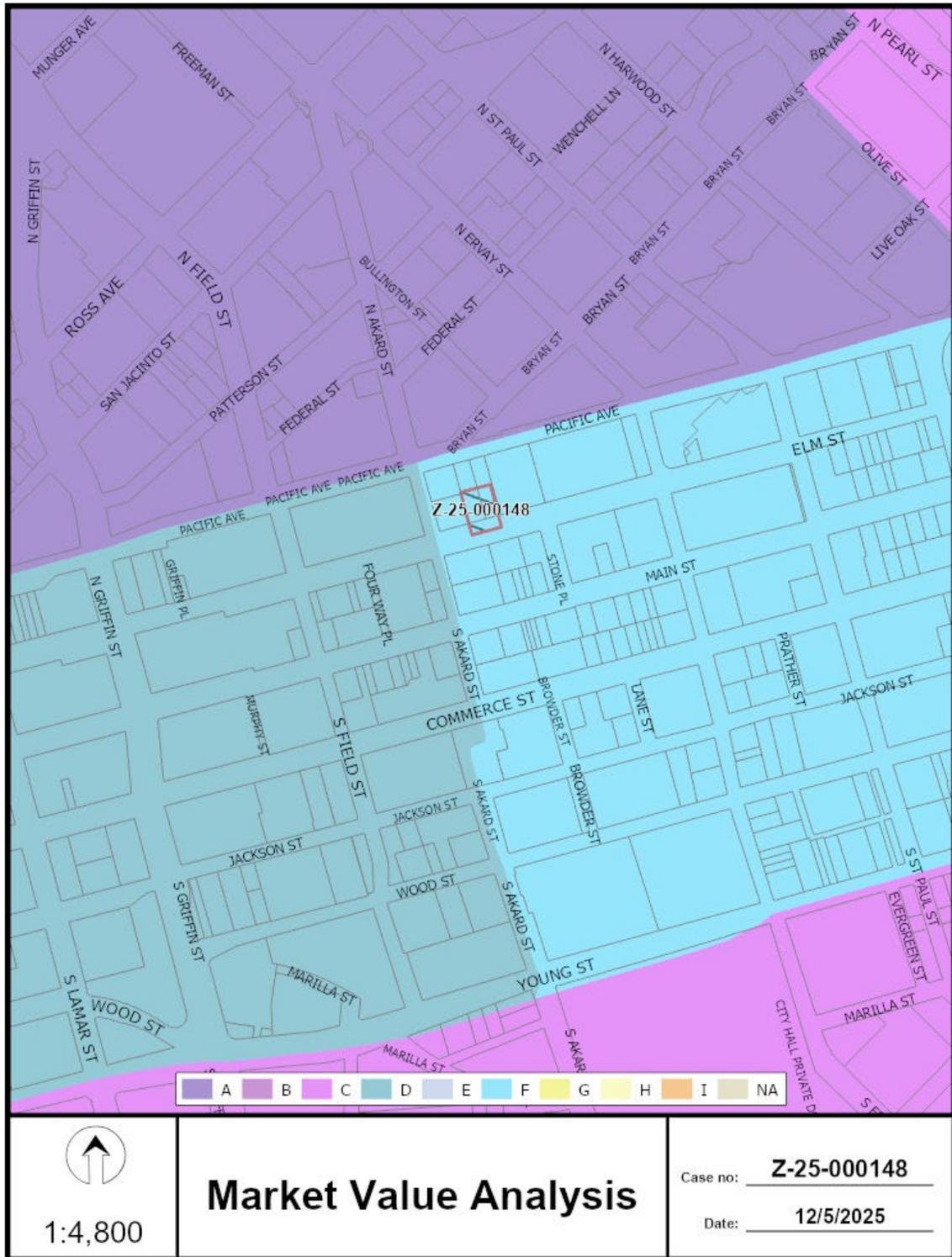
1:1,200

ZONING AND LAND USE

Case no: Z-25-000148

Date: 12/05/2025







<u>74</u>	Property Owners Notified (19 parcels)
<u>0</u>	Replies in Favor (0 parcels)
<u>0</u>	Replies in Opposition (0 parcels)
<u>200'</u>	Area of Notification
<u>1/15/2026</u>	Date

Z-25-000148
CPC



1:1,200

01/14/2026

Reply List of Property Owners***Z-25-000148******74 Property Owners Notified 0 Property Owners in Favor 0 Property Owners Opposed***

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
	1	1511 ELM ST1601	ELM HOLDINGS LP
	2	1401 ELM ST	MT PENTELICUS DEVCO LLC
	3	208 N AKARD ST	208NAKARD LLC
	4	1517 MAIN ST	MEADOWCREST LLC
	5	1521 MAIN ST	SJC RC
	6	1519 MAIN ST	1519 MAIN PROPERTY LP
	7	1515 MAIN ST	LEGAL AID OF NORTHWEST TEXAS
	8	1627 PACIFIC AVE	THANKSGIVING SQUARE FDN
	9	1502 ELM STKIRBY	APARTMENTS LP THE
	10	1520 ELM ST	ELM AT STONEPLACE HOLDINGS LLC
	11	1514 ELM ST	MID ELM LP
	12	1414 ELM ST	THIRD RAIL APARTMENTS LP
	13	300 N AKARD ST	AMFP VI MOSAIC DALLAS LLC
	14	1505 ELM ST	DUCOTEY WARREN 2002 TR
	15	1505 ELM ST	WHITEMAN EXA
	16	1505 ELM ST	KNZ ALUM ENTERPRISE LLC
	17	1505 ELM ST	BUTLER KELLY A LIVING TRUST
	18	1505 ELM ST	DELEON JOSE & ALMA FLORES
	19	1505 ELM ST	QOFFERS A LLC
	20	1505 ELM ST	TEXAS KEEN FINANCE LLC
	21	1505 ELM ST	LEE DANIEL
	22	1505 ELM ST	PAYNE KEATH & SHANQUITA
	23	1505 ELM ST	BRAINARD SYDNEY
	24	1505 ELM ST	ZAMORA KERRY N
	25	1505 ELM ST	WALLACE KEVIN
	26	1505 ELM ST	TURPIN KAREN

01/14/2026

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
	27	1505 ELM ST	CARTER JAMES & PAULA
	28	1505 ELM ST	HAGGARD SCOTT JR
	29	1505 ELM ST	VO LAWRENCE
	30	1505 ELM STB	LANDER TONYA
	31	1505 ELM ST	DENNEY JESSE A III & ROBERTA J
	32	1505 ELM ST	BASSAMPOUR FATEMAH &
	33	1505 ELM ST	ANIA NICHOLAS MAXIMILLIAN L
	34	1505 ELM ST	SCAGLIONE HEATHER L
	35	1505 ELM ST	GBB LIVING TRUST
	36	1505 ELM ST	PATHFIELD INVESTMENTS LLC
	37	1505 ELM ST	MENDENHALL MYLES E & KATHERINE M
	38	1505 ELM ST	BULLARD DUSTIN MILES &
	39	1505 ELM ST	HALSTON HUGH & ALI GALARPE
	40	1505 ELM ST	AULT MELISSA
	41	1505 ELM ST	REDBURN SANDRA KAY
	42	1505 ELM ST	HARDMAN CHRISTOPHER &
	43	1505 ELM ST	CASON ZACHARY SKIDMORE &
	44	1505 ELM ST	SMITH VALERIE R TRUST
	45	1505 ELM ST	ANTERHAUS ROBERT &
	46	1505 ELM ST	WANGARI FAMILY TRUST
	47	1505 ELM ST	HOTEL TRUST
	48	1505 ELM ST	MCKNIGHT BILLY REA
	49	1505 ELM ST	DILENA R J
	50	1505 ELM ST	FREIFELD MARK & RAYNA HANDELMAN
	51	1505 ELM ST	HOLLOWAY MICHAEL S &
	52	1505 ELM STV	ANCE BARBARA A
	53	1505 ELM ST	BENGE JAY D & TRACY L
	54	1505 ELM ST	MEYERS LUCY ELIZABETH &
	55	1505 ELM ST	LEE EUNJOO JULIE &
	56	1505 ELM ST	ABENDSCHEIN FREDERICK
	57	1505 ELM ST	ROBERTSON RON & DONNA

01/14/2026

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
	58	1505 ELM ST	DEVERGES GEORGE L & JOLENE M
	59	1505 ELM ST	NIENDORFF CARL A IV
	60	1505 ELM ST	HALL MICHAEL D &
	61	1505 ELM ST	HARVEY BARBARA ANN
	62	1505 ELM ST	STEWART AMY & EDWARD
	63	1505 ELM ST	CAMPBELL ANDREW
	64	1505 ELM ST	BOLDEN PAUL &
	65	1505 ELM ST	ROBERTS FINES OLIVER
	66	1505 ELM ST	LEE EUNJOO JULIE & DAVID L HWANG
	67	1505 ELM ST	MASON LISA
	68	1505 ELM ST	WIEDEMANN CYNTHIA
	69	1505 ELM ST	CASH CHRISTOPHER E & SONIA
	70	1505 ELM ST	ELDREDGE WENDY PAIGE & SCOTT
	71	1505 ELM ST	MAK GLOBAL CORPORATION
	72	1600 PACIFIC AVE	1600 PACIFIC LANDLORD LLC
	73	1555 ELM ST	RBHRIP DALLAS MULTIFAMILY LLC
	74	1601 ELM ST	1601 ELM HOLDINGS LP