

FILE NUMBER: Z-25-000020 **DATE FILED:** July 24, 2025

LOCATION: Northeast line of Botham Jean Boulevard, southeast of South Boulevard

COUNCIL DISTRICT: 7

SIZE OF REQUEST: Approx. 22,942 sq ft **CENSUS TRACT:** 481130034001

OWNER: Kevin Lovejoy

APPLICANT: Cee Gilmore

REQUEST: An application for an amendment to Specific Use Permit No. 2544 for an alcoholic beverage establishment limited to a bar, lounge, or tavern and a commercial amusement (inside) limited to a dance hall on property zoned an FWMU-3-SH Walkable Urban Mixed Use Form Subdistrict with a Shopfront Overlay within Planned Development District No. 595, the South Dallas/Fair Park Special Purpose District.

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

STAFF RECOMMENDATION: **Approval**, subject to site plan and conditions.

CPC RECOMMENDATION: **Approval** for a one-year period, subject to site plan and conditions.

BACKGROUND INFORMATION:

- In May 2024, the City Council approved SUP 2544 for an alcoholic beverage establishment limited to a bar, lounge, or tavern and a commercial amusement (inside) limited to a dance hall for 1 year, with no automatic renewal.
- The structure is a single-story building that was built in 1939 and is approximately 2,688 square feet.
- The only uses authorized by this specific use permit are a bar, lounge, or tavern and a commercial amusement (inside) limited to a dance hall.

Zoning History:

1. **Z212-229:** On October 12, 2022, City Council approved a renewal of Specific Use Permit 2392 for an alcoholic beverage establishment limited to a bar, lounge, or tavern, and a commercial amusement (inside) use limited to a dance hall, on property zoned an FWMU-3 Form Walkable Mixed-Use Subdistrict within Planned Development District 595, the South Dallas/Fair Park Special Purpose District, with an SH Shopfront Overlay, located on the northeast corner of Botham Jean Boulevard and South Boulevard.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Botham Jean Boulevard	Principal Arterial	100 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 following transit services are located within ½ mile of the site:

DART Bus Routes:

13, 104

STAFF ANALYSIS:

Comprehensive Plan:

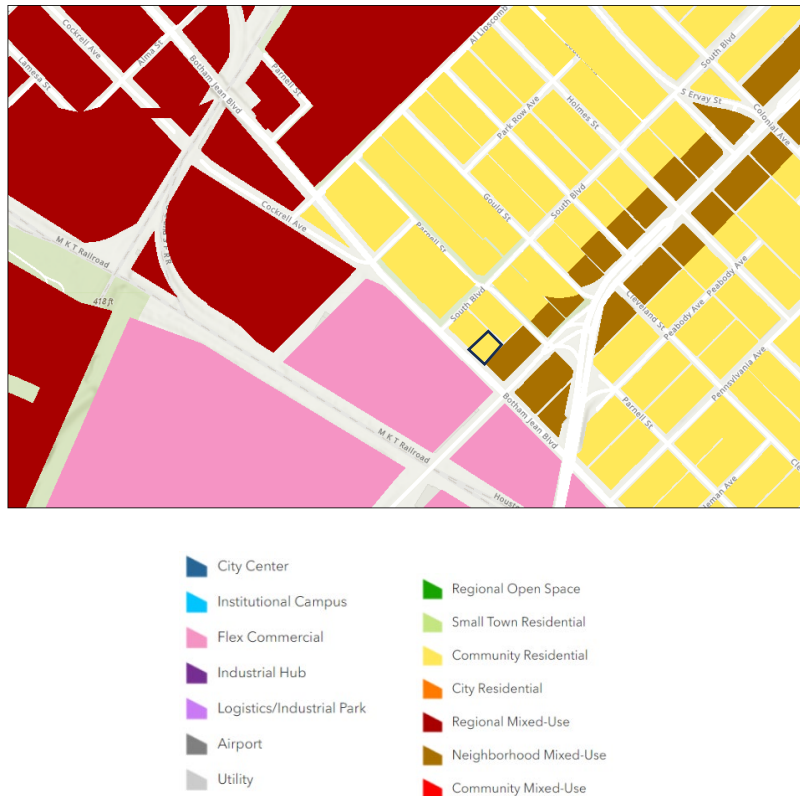
The forwardDallas 2.0! Comprehensive Plan was adopted by the City Council in September 2024. ForwardDallas 2.0 is a refreshed guide that takes into account how our City has evolved over the last two decades and how we should plan for what is on the horizon - from our continued economic growth to our long-term social vibrancy. ForwardDallas is a guidance plan; it is not a zoning document. This Comprehensive Plan outlines several goals and policies that can serve as a framework for assisting in evaluating the applicant's request.

The subject site is located within the Community Residential placetype:

Community Residential areas primarily accommodate single-family detached and single-family attached housing, supported by uses such as agriculture, public and private open space, multiplexes, apartments, mixed-use, commercial, office, civic/institutional, and utility facilities. These neighborhoods form the backbone of Dallas' housing landscape, integrating parks, schools, and community services. The plan emphasizes protecting and enhancing existing neighborhoods, fostering new walkable communities, and supporting revitalization where needed.

Although the ForwardDallas Future Placetype Map identifies this site as Community Residential, staff finds the request compatible due to its edge location and adjacency to more intense uses. These factors distinguish the site from the core residential areas the placetype is intended to protect, and the request remains consistent with the broader goals of ForwardDallas 2.0.

The map below illustrates the site's location within the Forward Dallas 2.0 placetype.



Area Plans:

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, which attracts residents and visitors to live, learn, work, shop, and play within a cosmopolitan urban core, and 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

The request supports economic development goals and contributes to reconnecting communities through active, mixed-use destinations along key corridors tied to the Trinity River.

South Dallas/Fair Park Area Plan

The South Dallas/Fair Park Area Plan (July 2025) provides a community-driven framework to guide growth and redevelopment within Planned Development District 595. It emphasizes implementation, balanced growth, and preservation of neighborhood character while encouraging compatible redevelopment. Its guiding principles focus on:

- Land Use + Zoning (A): Updating land use policies and zoning regulations to support the repurposing of vacant and underutilized parcels in alignment with the plan's vision.
- History + Culture (B): Protecting, supporting, and celebrating the area's historic character, cultural assets, people, and architecture.
- Economic Development (C): Promoting sustainable economic growth and investment to create catalytic opportunities for both commercial and residential development.
- Infrastructure (D): Advancing safe, compact, and walkable development patterns supported by transit and improved connectivity to jobs and housing.
- Community Well-Being (E): Implementing land use tools and incentives that enhance health, safety, and overall quality of life for residents.
- Housing + Design (F): Preserving existing housing stock, addressing displacement risks, and aligning opportunities for diverse, high-quality housing choices.

The request is consistent with the South Dallas/Fair Park Area Plan's guiding principles by promoting Economic Development (C) through reinvestment along commercial corridors, supporting History + Culture (B) by reinforcing the district's role as a cultural hub, and aligning with Land Use + Zoning (A) by activating an underutilized site in a walkable mixed-use subdistrict.

Land Use:

	Zoning	Land Use
Site	PD 595, FWMU-3-SH	Bar, Lounge, or Tavern
Northeast	PD 595, FWMU-3	Forest Park
Southwest	IM Industrial Manufacturing	Manufacturing
East	PD 595, FWMU-3-SH	Auto Service Center and Vehicle Display Sales and Service

Northwest	PD 595, FWMU-3-SH	Undeveloped
West	PD 595, FWMU-3-SH with SUP 2392	Bar, Lounge, or Tavern

Land Use Compatibility:

The site is located within the FWMU-3 Walkable Urban Mixed Use Form Subdistrict, with a Shopfront Overlay, and is characterized by nonresidential and transitional uses such as parks, commercial amusement, industrial activity, and auto-oriented businesses.

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 for the purpose of promoting the health, safety, morals, and general welfare of the city.

Staff finds the request for permanent approval of SUP 2544 to be compatible with surrounding land uses and consistent with the intent of area plans. Given its location and adjacency to more intense uses, the proposed amendment is not expected to create adverse impacts on nearby residential neighborhoods. In addition, the introduction of active ground-floor uses would provide evening activation and cultural amenities that align with the historic identity of the South Dallas/Fair Park District while supporting continued economic reinvestment.

Landscaping:

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

Parking:

Parking must be provided in accordance with the requirements of PD No. 595 and Chapter 51A, as amended. There is no minimum parking requirement for buildings 2,500 square feet or less. For buildings over 2,500 square feet, the requirement is one space per 200 square feet of floor area. With 2,688 square feet of floor area, this equates to 13 required parking spaces. The applicant is currently showing eight provided parking spaces on their existing site plan.

Market Value Analysis:

[Market Value Analysis \(MVA\)](#), is a tool to aid residents and policy-makers in understanding the 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 "I" MVA area.

Crime Report:

On September 18, 2025, the Central Patrol Division of the Dallas Police Department provided the following comments regarding 2910 Botham Jean Blvd. The statistics cover the period from May 1, 2024 (the date of the last Council approval for a one-year permit) through September 17, 2025.

Offenses (Summary)	Count of Incidents
ASSAULT -BODILY INJURY ONLY	1
Grand Total	1

Z-25-000020

List of Officers

Kevin Lovejoy

Cee Gilmore

Draft CPC Action
October 09, 2025

Motion: It was moved to recommend **approval** of an amendment to Specific Use Permit 2544 for an alcoholic beverage establishment limited to a bar, lounge, or tavern and a commercial amusement (inside) limited to a dance hall on property zoned FWMU-3-SH Walkable Urban Mixed Use Form Subdistrict with a shopfront overlay in Planned Development District 595, on the northeast line of Botham Jean Blvd, southeast of South Blvd.

Maker: Wheeler-Reagan
Second: Housewright
Result: Carried: 10 to 0

For: 10 - Hampton, Herbert, Forsyth, Carpenter,
Wheeler-Reagan, Franklin, Housewright,
Hall, Kingston, Rubin

Against: 0
Absent: 4 – Sims*, Koonce, Kocks*, Coffman*
Vacancy: 1 - District 5

Notices:	Area: 200	Mailed: 10
Replies:	For: 0	Against: 0

Speakers: For: Cee Gilmore
Against: None

CPC RECOMMENDED SUP CONDITIONS

1. USE: The only uses authorized by this specific use permit are an alcoholic beverage establishment limited to a bar, lounge, or tavern and a commercial amusement (inside) limited to a dance hall.
2. SITE PLAN: Use and development of the Property must comply with the attached site plan.
3. TIME LIMIT: This specific use permit expires [ONE YEAR from the passage of this ordinance.

Staff's Recommendation

TIME LIMIT: This specific use permit has no expiration date.

Applicant's Request

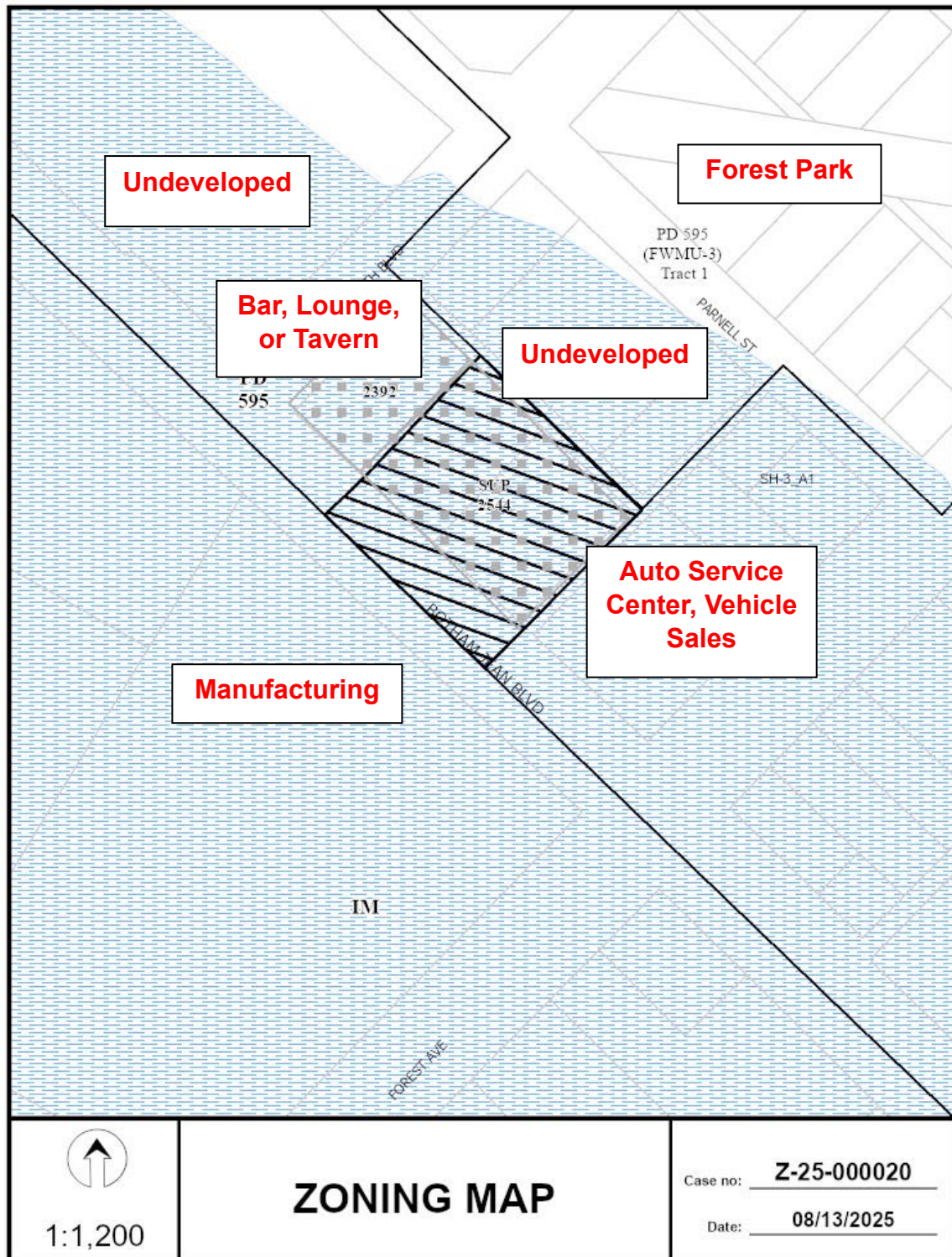
TIME LIMIT: This specific use permit expires on May 22, 2030.

4. HOURS OF OPERATION: The alcoholic beverage establishment limited to a bar, lounge, or tavern and commercial amusement (inside) limited to a dance hall may only operate between 8:00 a.m. and 1:30 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.

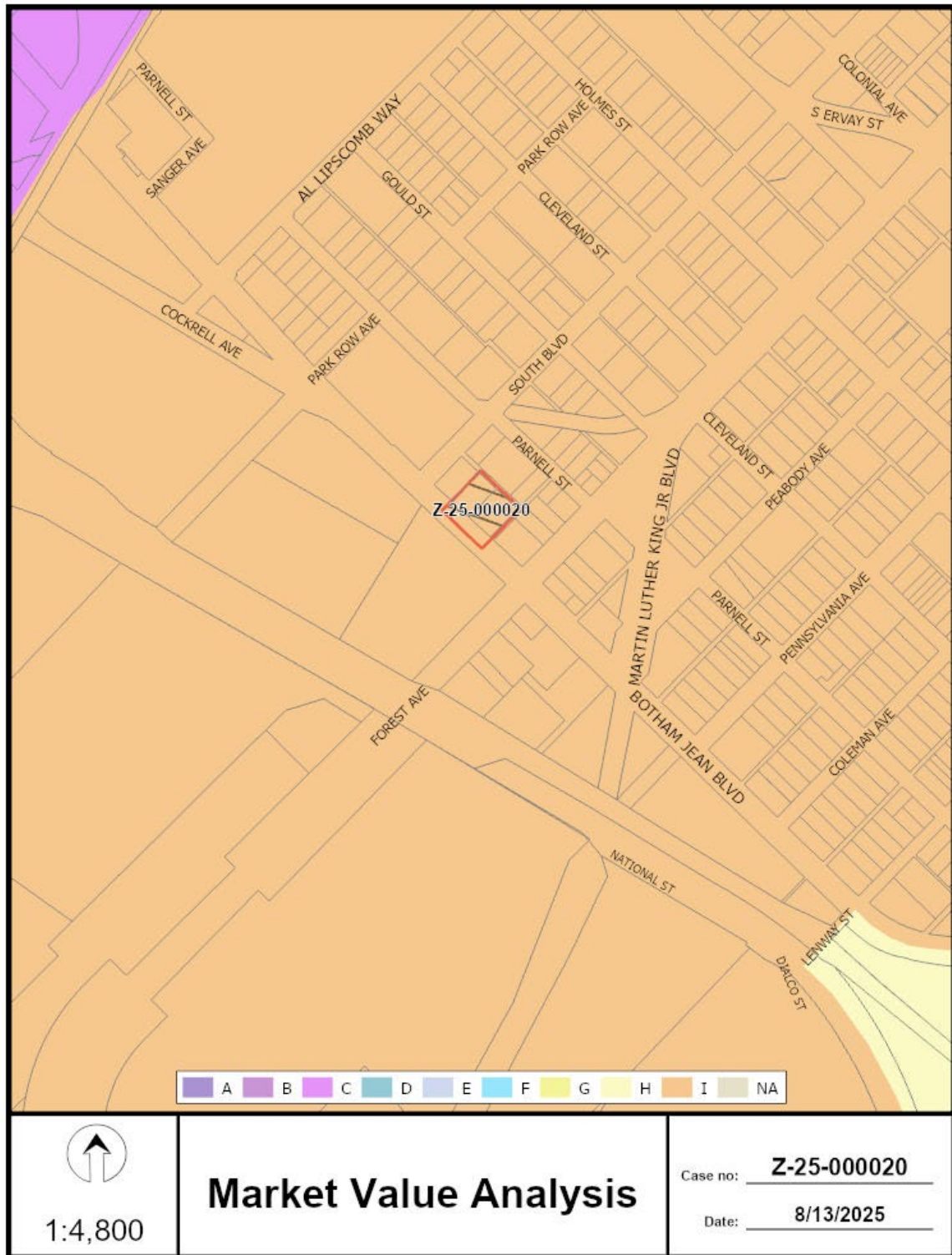














10/08/2025

Reply List of Property Owners***Z-25-000020******10 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	2910 BOTHAM JEAN BLVD	LOVEJOY KEVIN BROOKS
	2	1200 PARK ROW AVE	FOREST PARK ROW
	3	1217 FOREST AVE	GODFREY LETITIA LASHAWN &
	4	2923 PARNELL ST	WAEYENBERGE CAMILLA VAN
	5	1209 FOREST AVE	JOHNSON RODNEY E
	6	2915 PARNELL ST	HARRIS & HARRIS PROPERTIES LLC
	7	2909 PARNELL ST	Taxpayer at
	8	2901 PARNELL ST	W2E INVESTMENTS LLC
	9	2900 BOTHAM JEAN BLVD	MELISSA INVESTMENTS LLC
	10	2927 BOTHAM JEAN BLVD	SOUTH SIDE STUDIOS