

**FILE NUMBER:** Z-25-000066                      **DATE FILED:** November 26, 2025  
**LOCATION:** Southwest line of Lemmon Avenue, between McKinney Avenue and Noble Avenue  
**COUNCIL DISTRICT:** 14  
**SIZE OF REQUEST:** Approx. 1.73 ac.                      **CENSUS TRACT:** 48113001703

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**REPRESENTATIVE:** Marcus Schwartz

**OWNER:** Webster Interests 300 South / JG Webster

**APPLICANT:** Walgreens Co / Brian Brown

**REQUEST:** An application for the termination of D-1 Liquor Control Overlay property zoned LC Light Commercial Subdistrict with deed restrictions Z978-258, within Planned Development District 193, the Oak Lawn Special Purpose District.

**SUMMARY:** The purpose of the request is to remove the D-1 Liquor Control Overlay to allow the sale of alcoholic beverages within the existing general merchandise store.

**STAFF RECOMMENDATION:** Approval.

**PRIOR CPC ACTION:** On February 5, 2026, the City Plan Commission moved to hold this matter under advisement until March 26, 2026, with directions to renotify for the removal of a D-1 Overlay.

**BACKGROUND INFORMATION:**

- The area of request is currently zoned LC within Planned Development District 193, the Oak Lawn Special Purpose District, and is developed with a pharmacy (Walgreens).
- The surrounding area is predominantly commercial, with multifamily development in the area.
- The applicant wishes to allow the sale of alcoholic beverages. As such, they request a Specific Use Permit.
- This property has a deed restriction, Z978-258. The deed restriction does not affect the applicant's request.
- A portion of the property is within the D-1 Liquor Control Overlay District. This prohibits properties from selling or serving alcoholic beverages, or setups for alcoholic beverages, for consumption on or off the premises, unless the sale or service is part of the operation of a use for which a specific use permit has been granted by the city council.
- On February 5, 2026, the City Plan Commission moved to hold this matter under advisement until March 26, 2026, with directions to renotify for the removal of a D-1 Overlay, a change with which the applicant concurred.
- No changes are proposed to the building or the property; the termination of the D-1 Liquor Control Overlay would simply permit additional products for sale within the existing store.

**Zoning History:**

There have been three (3) zoning cases in the area within the last five years:

1. **Z-25-000087:** An application to Amend PD-372 to allow for an adaptive reuse of the existing building for an H-E-B Central Market grocery store, which also includes accessory interior restaurant and retail areas. [Under review]
2. **Z-25-000125:** On January 14, 2026, the City Plan Commission approved an application for an amendment to Planned Development 201.
3. **Z245-126:** On September 10, 2025, the City Plan Commission recommended approval, subject to a development plan and conditions, for an application for an amendment to Planned Development 153.

**Thoroughfares/Streets:**

<b>Thoroughfare/Street</b>	<b>Type</b>	<b>Existing/Proposed ROW</b>
McKinney Avenue	Minor Arterial	60-80 feet
Lemmon Avenue	Principal Arterial	Existing ROW
Noble Avenue	Local Street	-

**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. Staff will continue review of engineering plans at permitting to comply with city standards.

**Transit Access:**

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

DART Light Rail: Orange, Blue, and Red lines.  
 DART Bus: Routes 207, 209

**STAFF ANALYSIS:**

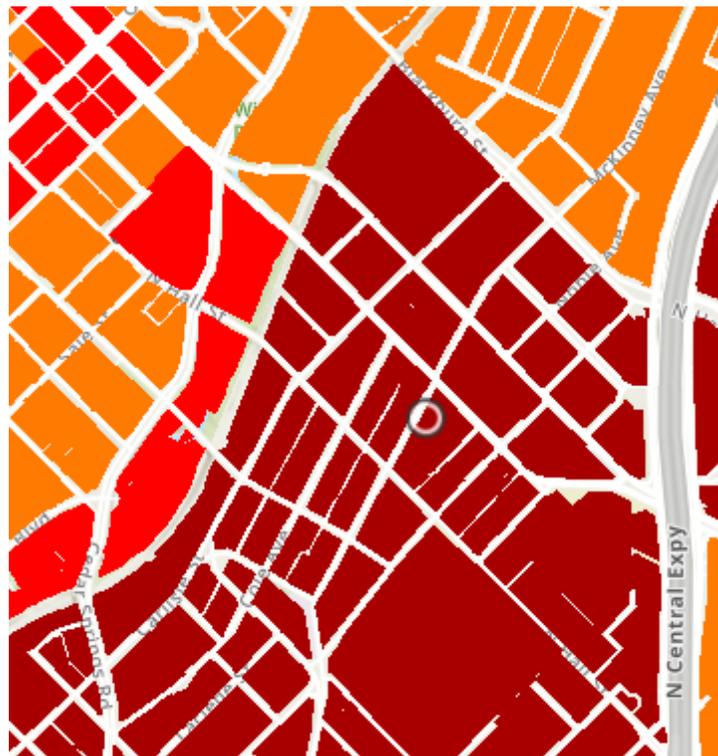
**Comprehensive Plan:**

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 termination of the overlay is generally **consistent** with Forward Dallas 2.0. Commercial is a primary land use in the Regional Mixed-Use placetype. It is a prevalent land use in the area. The subject property is located on a major street, West Jefferson Boulevard. It is located on a corner lot but adjacent to an existing commercial and multifamily. The property appears to be currently used as a pharmacy.

The design recommendations in Forward Dallas 2.0 are applicable in this case, but this general zoning change provides only limited review of the consistency with those recommendations. In this placetype, for this future land use, Forward Dallas 2.0 recommends that the design be sensitive to the context of the community and that include community engagement should occur early on and be given significant weight in decision making.

The map below illustrates the site's location within the forwardDallas 2.0 placetype framework.



### Placetype Summary

Placetypes describe the long-term vision and desired building and preservation characteristics for different places within the city including neighborhoods, mixed-use

areas, employment and industry centers, and open spaces. They provide a high-level guide for the desired mix of land uses, design and the recommended intensity and scale of the different uses. Due to the macro scale of the plan, not all uses or design considerations described within the placetypes may be suitable for every individual property.

The Regional Mixed-Use placetype accommodates a wide range of large retail, commercial, office and institutional uses connected by Dallas’ major roadways. This placetype provides major employment and shopping destinations outside of the City Center placetype. Additionally, high-rise office towers, multifamily dwelling units, and low- to mid-rise residential buildings for condominiums or apartments are located throughout this placetype.

**Land Use:**

	<b>Zoning</b>	<b>Land Use</b>
<b>Site</b>	Planned Development District 193, the Oak Lawn Special Purpose District, LC Light Commercial Subdistrict	Pharmacy
<b>North</b>	Planned Development 372, McKinney-Lemmon Development	Vacant (Developed)
<b>South</b>	Planned Development District 193, the Oak Lawn Special Purpose District, LC Light Commercial Subdistrict	Apartments
<b>East</b>	Planned Development District 193, the Oak Lawn Special Purpose District	Apartments
<b>West</b>	Planned Development District 193, the Oak Lawn Special Purpose District, LC Light Commercial Subdistrict	Restaurants

**Land Use Compatibility:**

The request site is currently developed with a pharmacy. The applicant proposes to utilize the existing structure as a pharmacy, but to include the sale of alcoholic beverages.

The immediate surroundings of the site are predominantly commercial, with multifamily development in the area.

Staff supports the requested overlay termination, as the subject site is located adjacent to both commercial and residential uses. The primary use of the property will remain a

pharmacy, with alcoholic beverage sales functioning strictly as a secondary use. Because alcohol sales are not the principal activity—and the establishment is not operating as a liquor store or bar—patrons will not be frequenting the business for those purposes. The requested overlay termination is not expected to diminish community property values, nor will it negatively impact the character of the surrounding area.

**Development Standards:**

Following is a comparison table showing the development standards of the current Planned Development District 193, the Oak Lawn Special Purpose District.

District	Setback		Density/Lot Size	Height	Lot Cvrg.
	Front	Side/Rear			
Current: PD 193 (LC Subdistrict)	10' first 36' height  25' above 36' height	10'	None; min. lot size is 7,500 sqft	240'	60%

**Landscaping:**

Landscaping must be provided in accordance with Article X. According to PD 193, the following applies:

1. Landscape site area designation. At least 10 percent of a lot, including at least 60 percent of the required front yard, must be designated by the property owner as landscape site area.
2. General planting area designation. At least 12 percent of the required front yard must be designated by the property owner as general planting area.
3. Special planting area designation. At least six percent of the required front yard must be designated by the property owner as special planting area.

**Parking:**

Parking must be provided in accordance with PD 193.

**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 within an “D” MVA area.



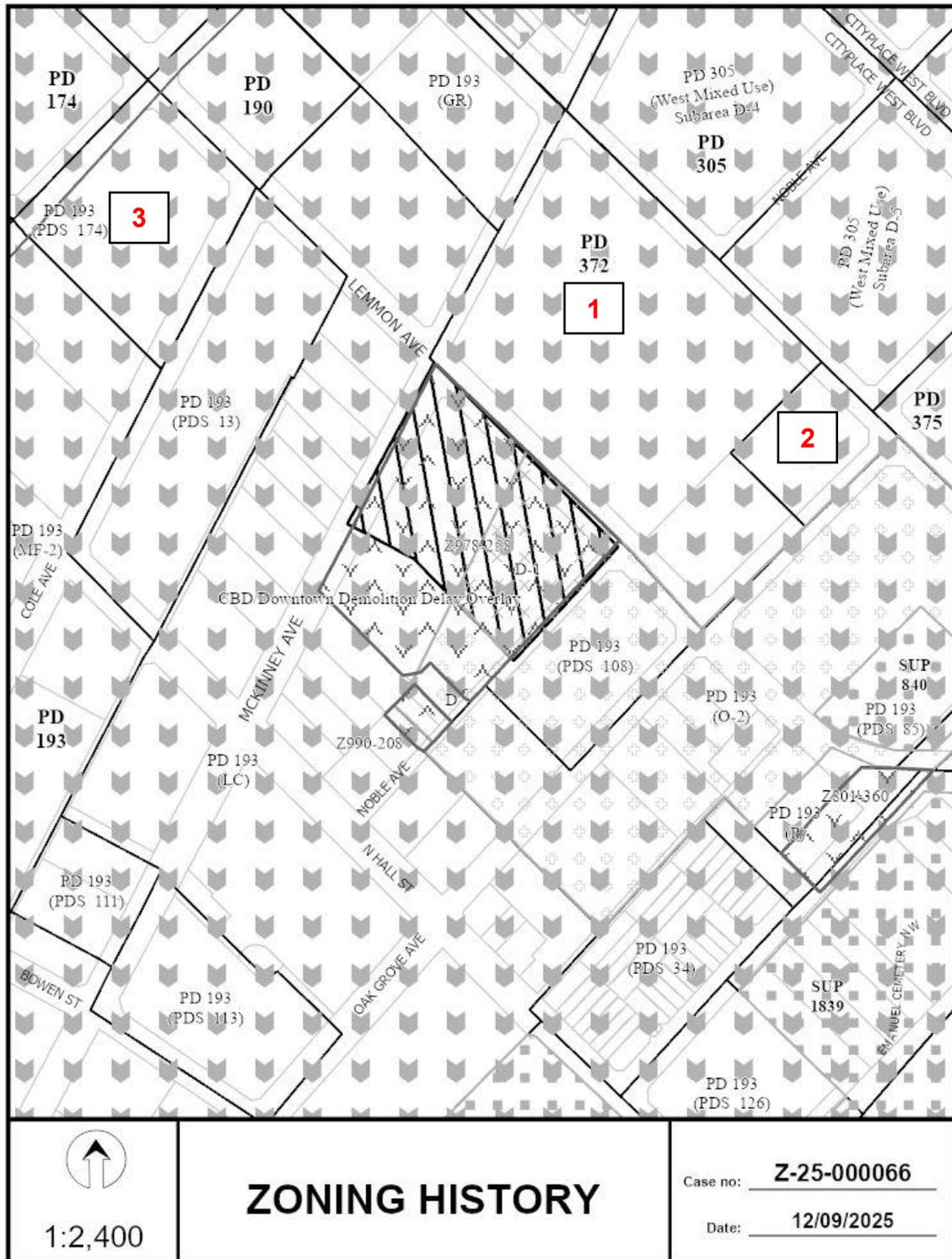


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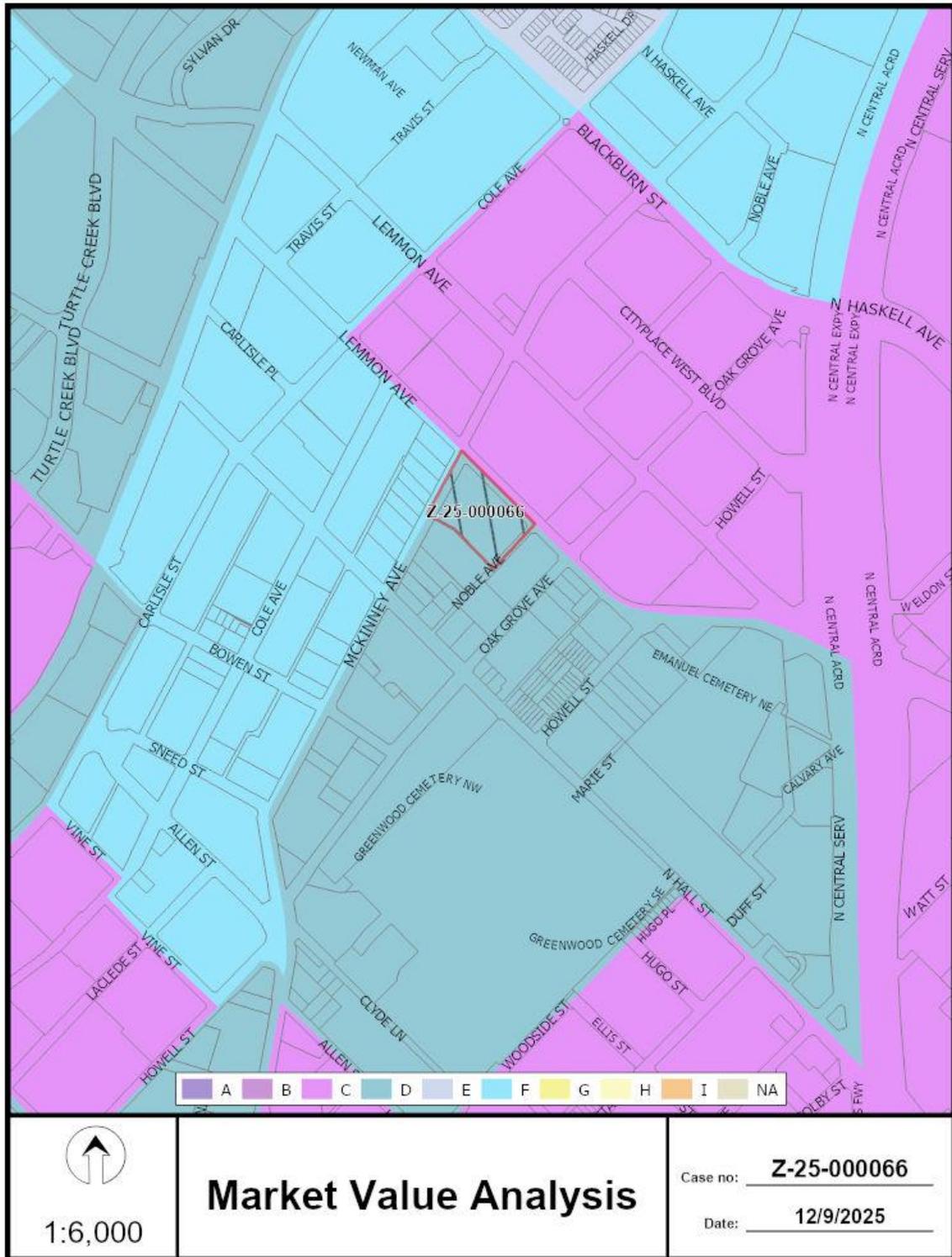
# AERIAL MAP

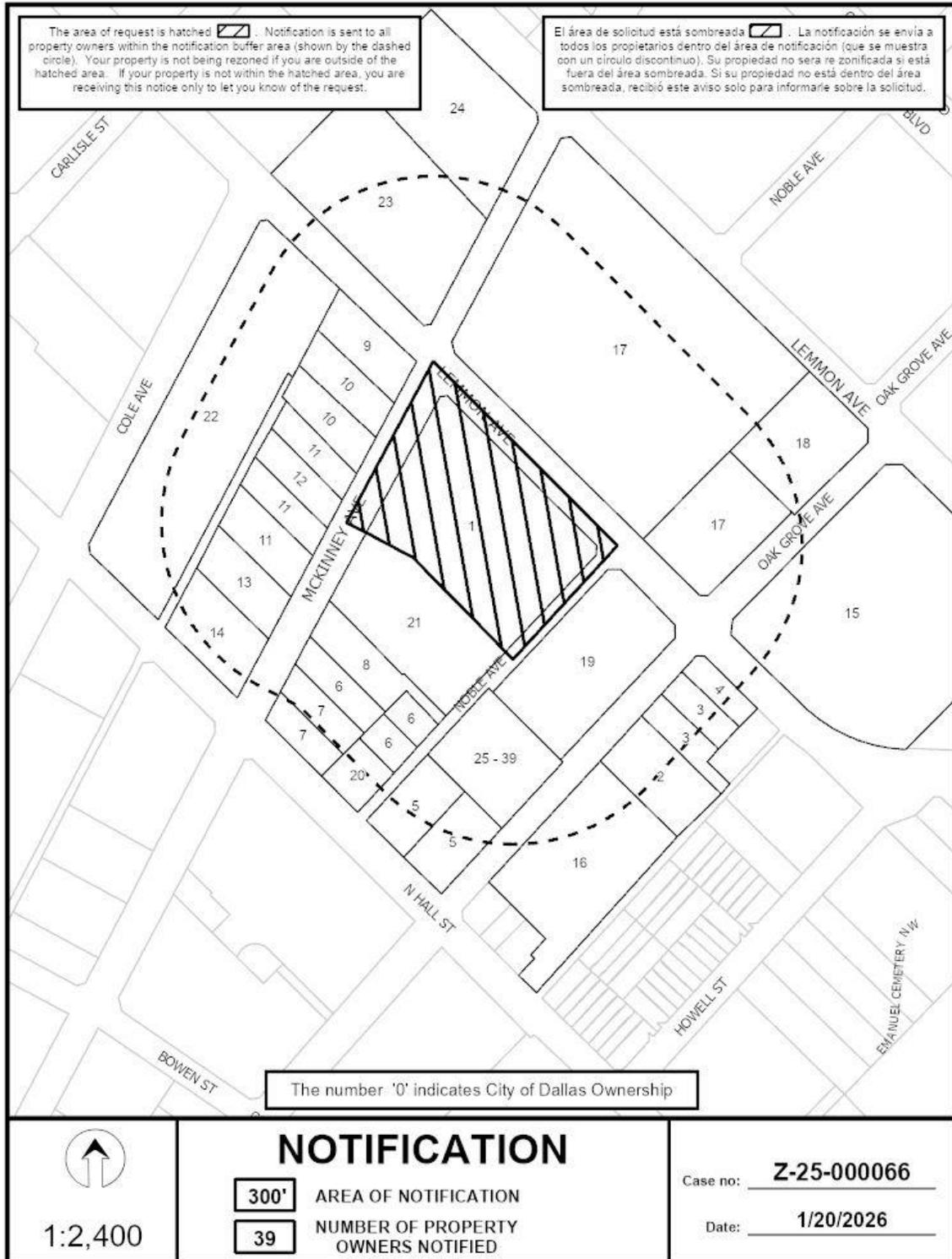
Case no: Z-25-000066

Date: 12/09/2025









01/20/2026

***Notification List of Property Owners******Z-25-000066******39 Property Owners Notified***

<b><i>Label #</i></b>	<b><i>Address</i></b>	<b><i>Owner</i></b>
1	3418 MCKINNEY AVE	WEBSTER INTERESTS 300 SOUTH
2	3400 OAK GROVE AVE	BLACKBELT PROPERTIES LLC
3	3416 OAK GROVE AVE	TWS&K REALTY LLP
4	3420 OAK GROVE AVE	BLACKBELT PROPERTIES LLC
5	2910 N HALL ST	PG PDP DALLAS UPTOWN LLC
6	3307 NOBLE AVE	PORTOLANI FAMILY LP
7	3300 MCKINNEY AVE	3300 3600 MCKINNEY AVE LLC
8	3312 MCKINNEY AVE	3312 MCKINNEY AVENUE LLC
9	3103 LEMMON AVE	AJM LEMMON LLC
10	3413 MCKINNEY AVE	HLS HOLDINGS LP
11	3407 MCKINNEY AVE	PDC INTERESTS LLC
12	3403 MCKINNEY AVE	DOWLING PAMELA G &
13	3309 MCKINNEY AVE	RACHOFISKY M J TRUST ETAL
14	3301 MCKINNEY AVE	BW ENTERPRISES USA I LLC
15	3515 HOWELL ST	L2 2828 LLC
16	3330 OAK GROVE AVE	CRP MAPLE OAK GROVE OWNER LP
17	3524 MCKINNEY AVE	PAN COASTAL LIMITED PS
18	3521 OAK GROVE AVE	MESSINA MARIO L
19	3411 OAK GROVE AVE	ONE OAK GROVE LLC
20	2934 N HALL ST	J CLEO THOMPSON & JAMES C
21	3324 MCKINNEY AVE	MCKINNEY UPTOWN OWNER LP
22	3402 COLE AVE	POST APARTMENT HOMES LP
23	3501 MCKINNEY AVE	3501 MCKINNEY LTD
24	3133 LEMMON AVE	RP TOWN & COUNTRY SC LP
25	3321 OAK GROVE AVE	CANNON MARK & ELIZABETH
26	3321 OAK GROVE AVE	SECORE RACHEL MARISA

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<i>Label #</i>	<i>Address</i>	<i>Owner</i>
27	3321 OAK GROVE AVE	LAMB MICHAEL D
28	3321 OAK GROVE AVE	GODFREY DANIEL E
29	3321 OAK GROVE AVE	JOKINIEMI JANI
30	3321 OAK GROVE AVE	MAHMALJI DAVID
31	3321 OAK GROVE AVE	CONNER CRAIG
32	3321 OAK GROVE AVE	MESSICK WILEY & CAROL
33	3321 OAK GROVE AVE	DIGREGORIO NINA C
34	3321 OAK GROVE AVE	NOBLE JEFFREY S
35	3321 OAK GROVE AVE	TINDLE AUSTIN
36	3321 OAK GROVE AVE	SCHOTT ERIC R
37	3321 OAK GROVE AVE	BORG STEPHEN W
38	3321 OAK GROVE AVE	SEAGRAVE JOSEPH WILLIAM &
39	3321 OAK GROVE AVE	GOODING BRAD E