

**FILE NUMBER:** Z234-329(LC) **DATE FILED:** August 28, 2024

**LOCATION:** Northeast corner of Botham Jean Boulevard and South Boulevard

**COUNCIL DISTRICT:** 7

**SIZE OF REQUEST:** 10,048 square feet **CENSUS TRACT:** 48113020900

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**APPLICANT:** Shawanna Sullemon

**OWNER:** Melissa Investments, LLC

**REQUEST:** An application for the renewal of Specific Use Permit No. 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 No. 595, the South Dallas/Fair Park Special Purpose District, with an SH Shopfront Overlay.

**SUMMARY:** The purpose of the request is to allow the continued use of the bar, lounge, or tavern use with a dance floor [Cowboys Lounge] on site.

**STAFF RECOMMENDATION:** **Approval** for a five-year period with eligibility for automatic renewals for additional five-year periods, subject to conditions.

**CPC RECOMMENDATION:** **Approval** for a five-year period with eligibility for automatic renewals for additional five-year periods, subject to conditions.

**BACKGROUND INFORMATION:**

- The area of request is currently zoned an FWMU-3 Form Walkable Mixed-Use Subdistrict within Planned Development District No. 595 with existing SUP No. 2392 and developed with an existing building and parking lot.
- Geographically located near the Design District, approximately 3 miles west of downtown Dallas.
- This is a corner lot and has frontage on both Botham Jean Blvd and South Blvd
- Applicant does not propose any new changes to the land use or the existing Specific Use Permit.
- Applicant is requesting a five-year time period, with eligibility for additional five-year period through autorenewal for the SUP.

**Zoning History:**

There have been two zoning case in the area in the last five years.

1. **Z212-229** - On Wednesday, October 12, 2022, the City Council approved an application to renew Specific Use Permit No. 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 No. 595, the South Dallas/Fair Park Special Purpose District, with an SH Shopfront Overlay, located on the northeast corner of South Lamar Street and South Boulevard, for a two-year period, subject to the existing site plan and conditions. [ subject site].
2. **Z234-101** - On Wednesday, May 22, 2024, the City Council approved an application for a Specific Use Permit 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, on the northeast line of Botham Jean Boulevard, southeast of South Boulevard.

**Thoroughfares/Streets:**

Thoroughfare/Street	Type	Existing/Proposed ROW
Botham Jean Boulevard	Principal Arterial (PA)	100'

South Boulevard	Local Street	-
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**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.

**STAFF ANALYSIS:**

**Comprehensive Plan:**

The *forwardDallas! Comprehensive Plan* was adopted by the City Council in June 2006 and outlines several goals and policies which can serve as a framework for assisting in evaluating the applicant's request.

The request complies with the following land use goals and policies of the Comprehensive Plan:

**LAND USE ELEMENT**

**GOAL 1.1** ALIGN LAND USE STRATEGIES WITH ECONOMIC DEVELOPMENT PRIORITIES.

**Policy 1.1.5** Strengthen existing neighborhoods and promote neighborhoods' unique characteristics.

**ECONOMIC ELEMENT**

**GOAL 2.5** FOSTER A CITY OF GREAT NEIGHBORHOODS

**Policy 2.5.1** Promote strong and distinctive neighborhoods to enhance Dallas' quality of life.

**URBAN DESIGN ELEMENT**

**GOAL 5.1** PROMOTE A SENSE OF PLACE, SAFETY AND WALKABILITY

**Policy 5.1.1** Promote pedestrian-friendly streetscapes

**Policy 5.1.2** Define urban character in Downtown and urban cores.

**Active Area & Land Use Plans:**

**The 360 Plan**

**South Dallas/Fair Park Economic Development Plan**

**The Trinity River Corridor Comprehensive Land Use Plan**

**The 360 Plan:**

The 360 Plan was adopted by the City Council in December 2017 as a guide to future actions concerning land use and development regulations, transportation, economic development and capital improvement expenditures in the area generally bounded by a two-and-a-half-mile radius centered on the intersection of Main Street and Akard Street. This plan outlines three transformative strategies suggested by City Council with an overall goal that focuses on a complete and connected city center for future growth and development throughout the city.

Staff finds the request does not comply with the following transformative strategies and their respective goals of the 360 Plan, as this plans' main focus is housing ranging from type, affordability, variety/diversity and placement. Staff felt it important to give mention to the plan due to the location of the request.

**South Dallas/Fair Park Economic Development Plan:**

The South Dallas Fair Park Economic Development Plan focuses on providing economic development revitalization strategy recommendations for the Dallas/Fair Park commercial corridor. It provides an analysis of the current conditions of the area, including land use and demographics. Development plan studies of both the neighborhood and community commercial areas are also done to guide zoning and prevent potential negative impacts of mixed-use development. Current revitalization initiatives in both the public and private sector were outlined and followed by these fundamental objectives guiding corridor revitalization:

Objective One: Holistic Strategy

Objective Two: Improve Basic Attributes

Objective Three: Increase Resources

Objective Four: Financial Support and Technical Assistance

Objective Five: Encourage Corridor Reinvestment

The applicant's request complies with the recommendations of the South Dallas Fair Park Economic Development Plan. The proposed development furthers Objective Five. The objectives listed above are overall intended to encourage revitalization and reinvestment within the existing framework and implemented into existing neighborhoods. The proposed request aligns with the goals by corridor reinvestment into small businesses.

## **The Trinity River Corridor Comprehensive Land Use Plan:**

The Trinity River Corridor includes approximately 44,000 acres in size - about 20% of the land area in Dallas. The boundaries of the corridor span from Royal Lane in the north to I-20 in southern Dallas, and approximately 1.5 miles on either side of the Trinity River.

### Vision:

The 2050 Vision Statement for the Trinity River Corridor in Dallas: 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

### Summary:

This Comprehensive Land Use Plan is an important tool for the individuals and organizations that make decisions affecting the Trinity River Corridor. Its broad vision describes the character this corridor should have in the future. It establishes the general principles that will direct preparation of detailed plans for smaller parts of this large area. It provides guidance about the appropriate land uses and development patterns for the corridor that can be used by citizens, property owners and City officials as they review specific development proposals. The Trinity River Corridor Comprehensive Land Use Plan is the 'blueprint' for this future. The plan's main sections are:

- A Vision to Transform Dallas' Trinity River Corridor, which imagines the future of this corridor and describes its key features;
- Land Use and Urban Design Throughout the Trinity Corridor, which explains the overall principles that should guide land use and urban design in all parts of the Trinity Corridor;
- Implementation Strategies Throughout the Trinity Corridor, which explains the capital projects and other tools needed to carry out this plan;
- Trinity Corridor District Plans, which provides more detailed direction about the development patterns parts of the corridor;
- Creating This Plan, which summarizes the process used to prepare this plan; and

- Background Documents, which lists the resource reports produced during the planning process.

**Land Use:**

	<b>Zoning</b>	<b>Land Use</b>
<b>Site</b>	PD. No. 595 w/ Tract 1 FWMU-3 with SH shopfront Subdistrict	Bar, lounge or tavern w/ existing surface parking
<b>North</b>	PD. No. 595 w/ Tract 1 FWMU-3 Subdistrict & PD No. 354	Commercial retail and Undeveloped land
<b>South</b>	IM Industrial Manufacturing District	Commercial retail and small warehouse, manufacturing
<b>East</b>	PD. No. 595 w/ Tract 1 FWMU-3 with SH shopfront Subdistrict	Commercial Retail, Auto related uses, Undeveloped
<b>West</b>	PD. No. 595	Commercial retail

**Land Use Compatibility:**

The area of request is currently developed with an existing building and parking lot (approx. 10,048 square feet in total size), currently zoned an FWMU-3 Form Walkable Mixed-Use Subdistrict within Planned Development District No. 595 with existing SUP No. 2392.

To the north, south and west of the property is PD. No. 595 with commercial retail, warehouses, showrooms and industrial manufacturing uses. To the east of the property are more commercial retail uses. Due to the existing uses immediately around the subject site and surrounding area, staff believes the requested renewal to be compatible with the area. Staff supports the applicant’s request.

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 supports the request because the use is unforeseen to be a harmful impact to the surrounding uses, properties and residents.

**Landscaping:**

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

**Parking:**

The parking regulations in PD No. 595 establish that the off-street parking requirement for an alcoholic beverage establishment limited to a bar, lounge, or tavern, and a commercial amusement (inside) use limited to a dance hall is one space per 25 square feet of floor area for the dance floor (150 square feet), equaling 6 spaces, plus one space for each 100 square feet of floor area for the alcoholic beverage establishment (3,200 square feet) equaling 32 spaces. A total of 38 off-street parking spaces is required. The site plan indicates 17 parking spaces, and the applicant has 21 spaces via remote parking agreement.

At permitting, the applicant would be required to comply with the standard parking ratios for the specified requested use, as well as any other uses permitted under the proposed and approved zoning district.

**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 target intervention strategies more precisely 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

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strongest markets (A through C) to orange, representing the weakest markets (G through I). The area of request is currently in a "I" MVA area. The area of request has the "I" MVA area in the immediate adjacencies in all directions, north, south, east and west.



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**List of Partners**

**Melissa Investments, LLC**

Andy Bfrench Jr., Partner

George S. Henry, Partner

**CPC Action**

**February 6, 2025**

**Motion:** It was moved to recommend **approval** of an amendment to and renewal of Specific Use Permit No. 2392 for an alcoholic beverage establishment limited to a bar, lounge, or tavern, and a commercial amusement (inside) use limited to a dance hall for a five-year period with eligibility for automatic renewal for additional five year periods, subject to conditions, on property zoned an FWMU-3 Form Walkable Mixed-Use Subdistrict within Planned Development District No. 595, the South Dallas/Fair Park Special Purpose District, with an SH Shopfront Overlay, on the northeast corner of Botham Jean Blvd and South Boulevard.

Maker: Hampton  
Second: Housewright  
Result: Carried: 11 to 0

For: 11 - Hampton, Forsyth, Shidid, Carpenter,  
Wheeler-Reagan, Franklin, Housewright,  
Nightengale, Hall, Kingston, Rubin

Against: 0  
Absent: 4 - Chernock, Herbert, Sleeper, Haqq  
Vacancy: 0

**Notices:** Area: 200                      Mailed: 10  
**Replies:** For: 1                              Against: 0

**Speakers:** None

### CPC RECOMMENDED SUP CONDITIONS

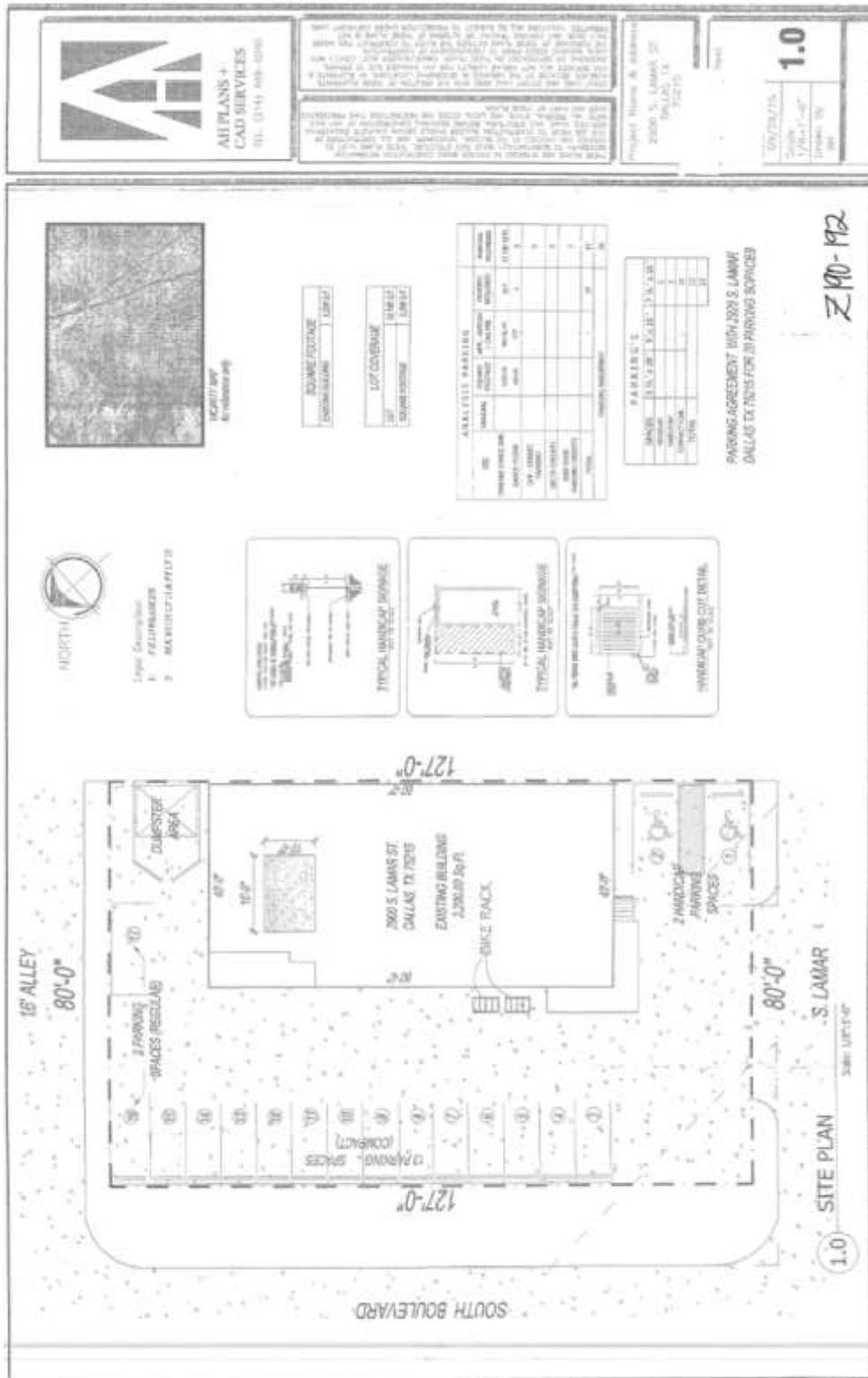
1. USE: The only uses authorized by this specific use permit are an alcoholic beverage establishment limited to a bar, lounge, or tavern and a commercial amusement (inside) limited to a dance hall.
2. SITE PLAN: Use and development of the Property must comply with the attached site plan.
3. TIME LIMIT: This specific use permit expires on ~~October 12, 2024~~ .... (five years from passage of this ordinance) but is eligible for automatic renewal for additional five-year periods pursuant to Section 51A-4.219 of Chapter 51A of the Dallas City Code, as amended. For automatic renewal to occur, the Property owner must file a complete application for automatic renewal with the director before the expiration of the current period. Failure to timely file a complete application will render this specific use permit ineligible for automatic renewal. (Note: The Code currently provides that applications for automatic renewal must be filed after the 180th but before the 120th day before the expiration of the current specific use permit period. The Property owner is responsible for checking the Code for possible revisions to this provision. The deadline for applications for automatic renewal is strictly enforced.)
5. FLOOR AREA:
  - A. The maximum floor area of the alcoholic beverage establishment limited to a bar, lounge, or tavern and the commercial amusement (inside) limited to a dance hall is 3,200 square feet in the location shown on the attached site plan.
  - B. The maximum floor area for the dance floor is 150 square feet in the location shown on the attached site plan.
7. 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 5:00 p.m. and 2:00 a.m. (the next day), Monday through Saturday, and between 12:00 p.m. (noon) and 2:00 a.m. (the next day) on Sunday.
8. INGRESS/EGRESS: Ingress and egress must be provided in the location shown on the attached site plan. No other ingress or egress is permitted.
9. OFF-STREET PARKING:
  - A. Off-street parking must be provided in the locations shown on the attached site plan.
  - B. If required parking is provided by remote parking agreement and the remote parking site is located along the northeast line of Lamar Street, the building official may extend the walking distance for remote parking up to 600 feet.

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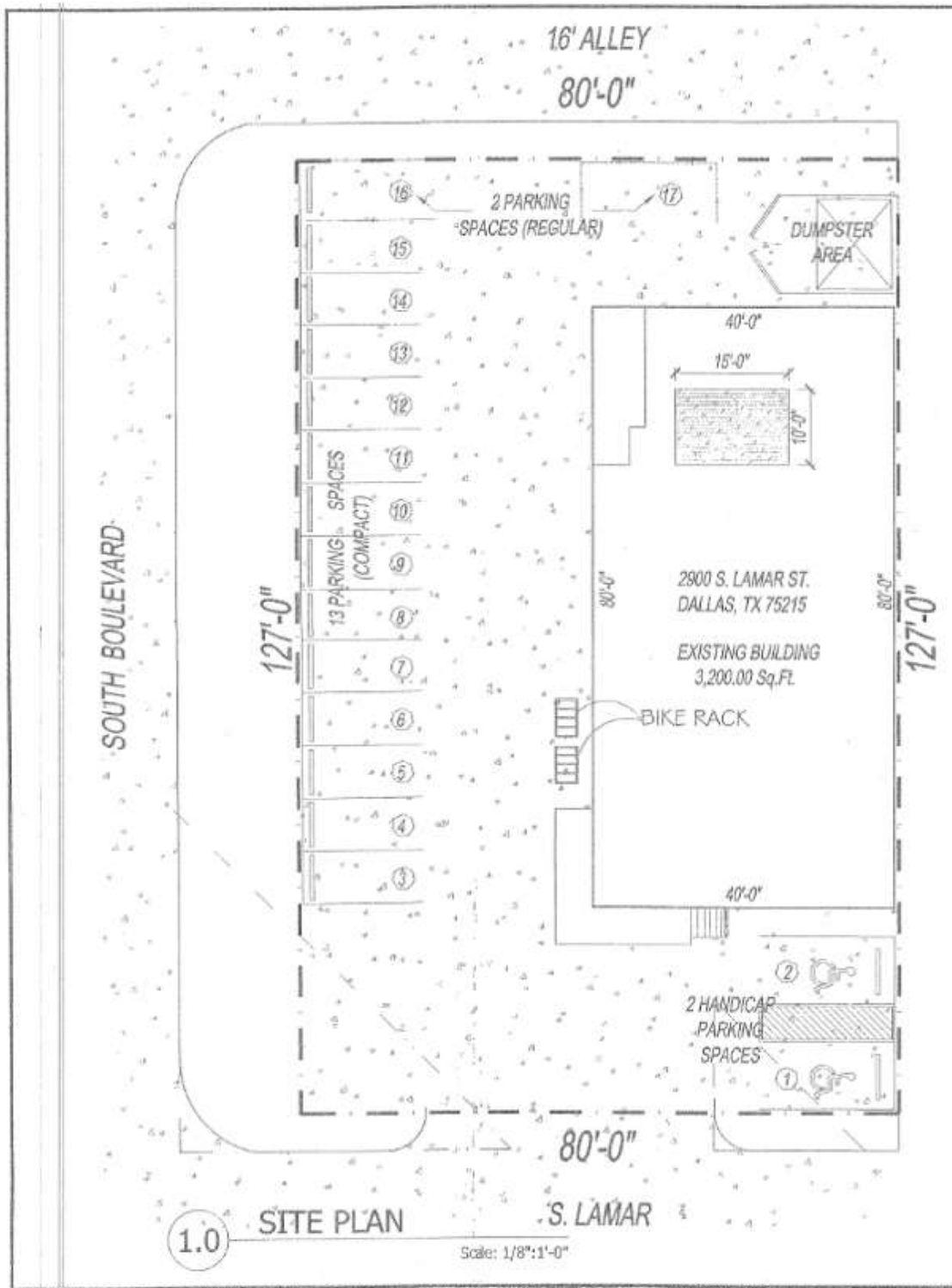
10. MAINTENANCE: The Property must be properly maintained in a state of good repair and neat appearance.

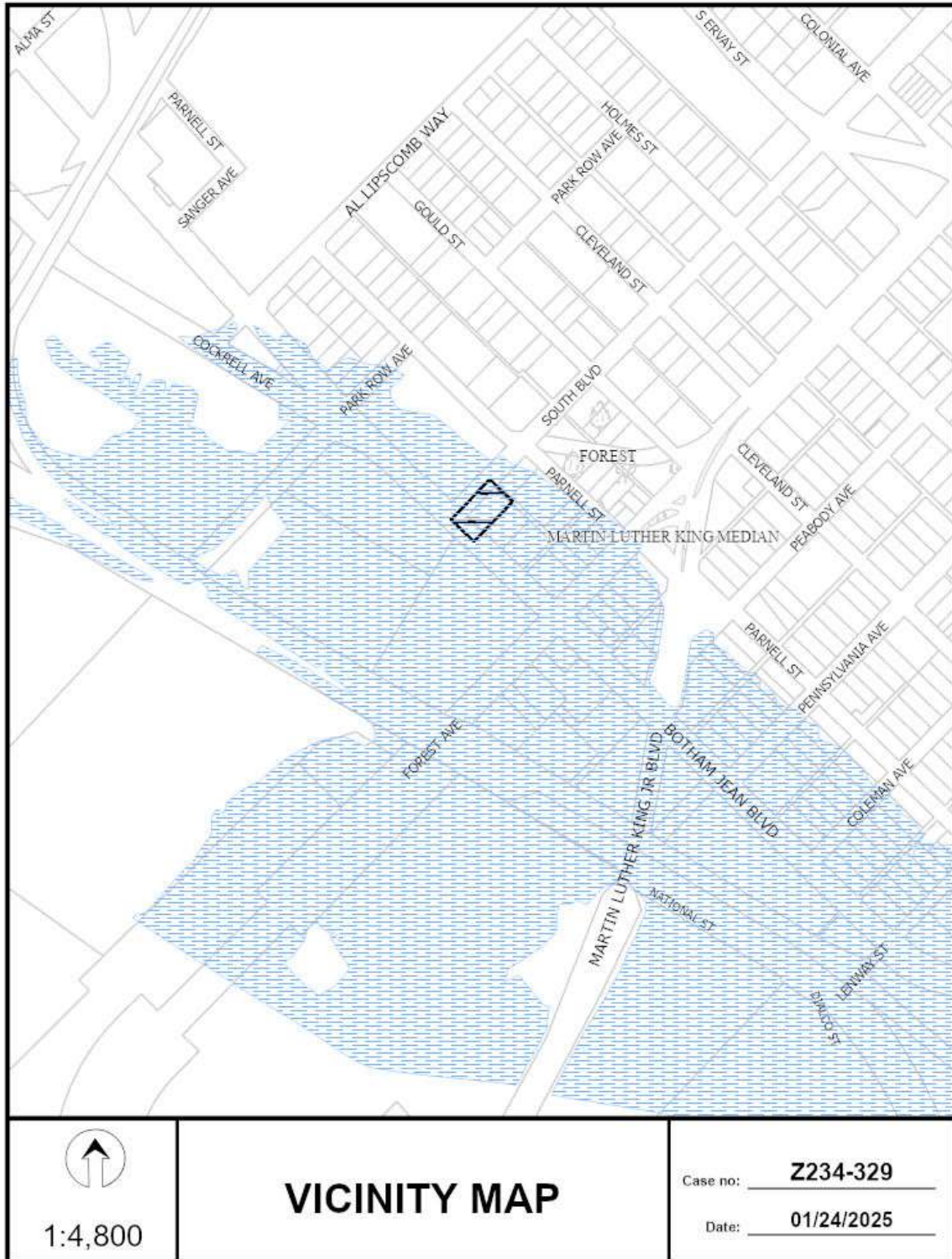
11. GENERAL REQUIREMENTS: Use of the property must comply with all federal and state laws and regulations, and with all ordinances, rules, and regulations of the City of Dallas.

EXISTING SITE PLAN (NO CHANGES)



**EXISTING SITE PLAN ENLARGEMENT (NO CHANGES)**

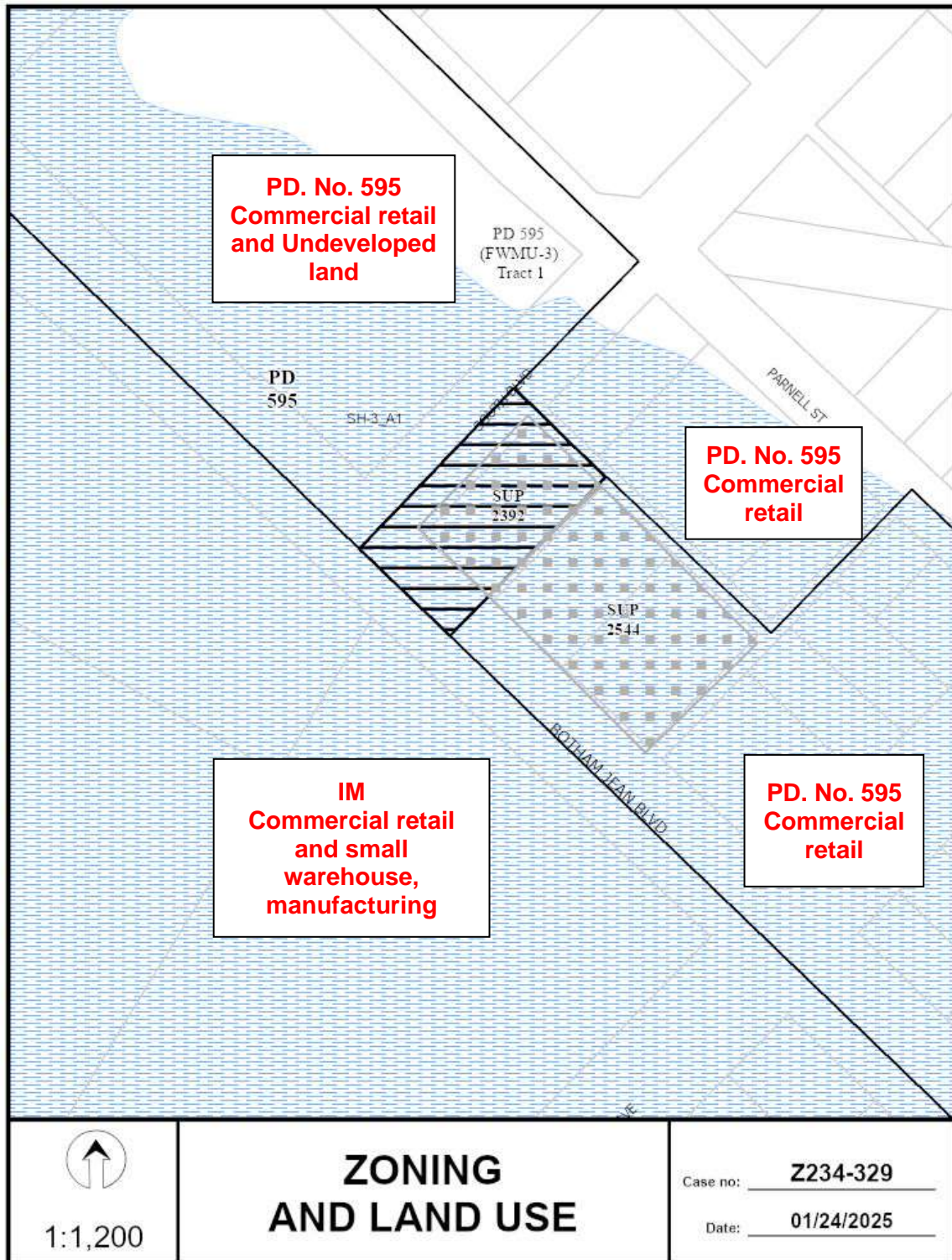


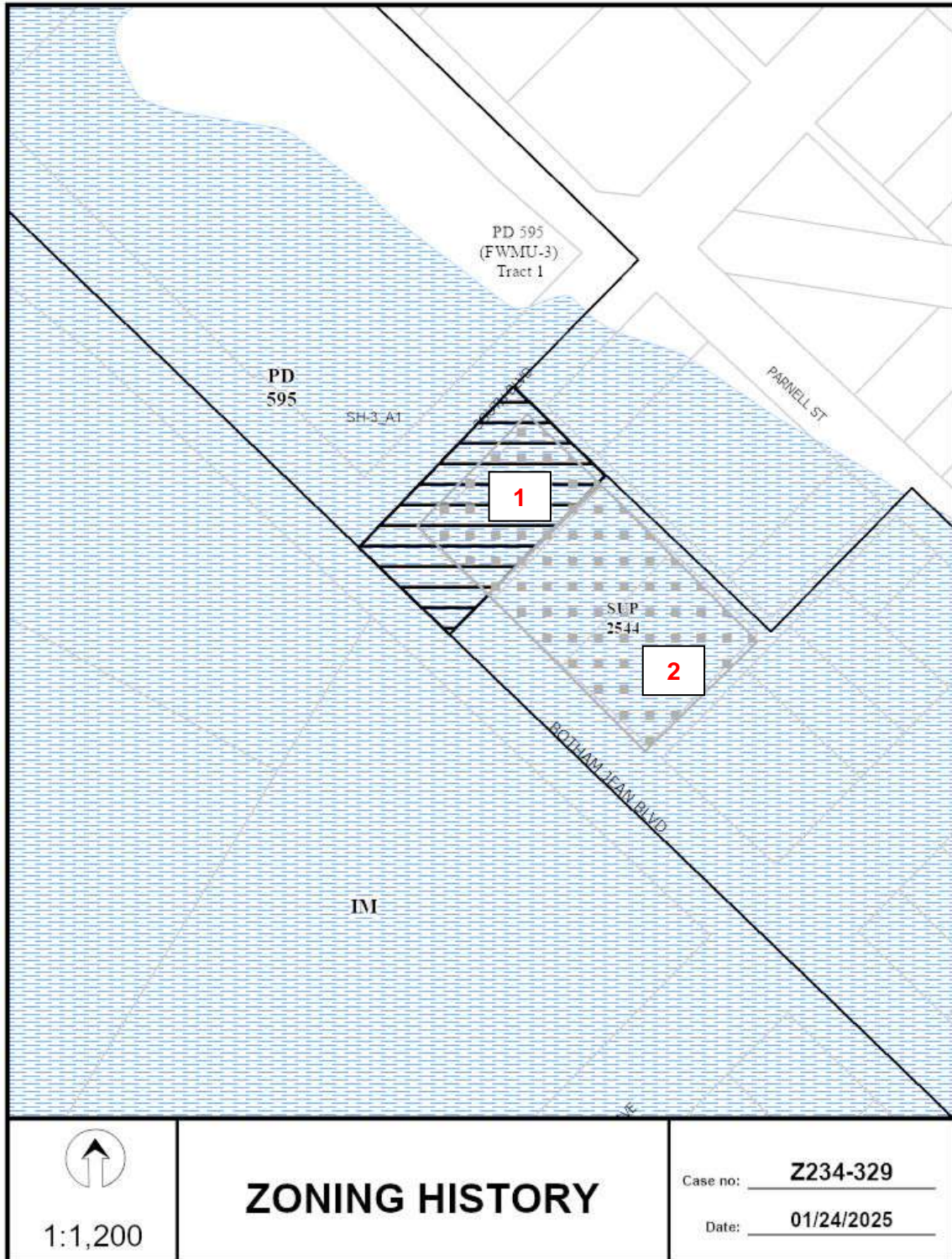




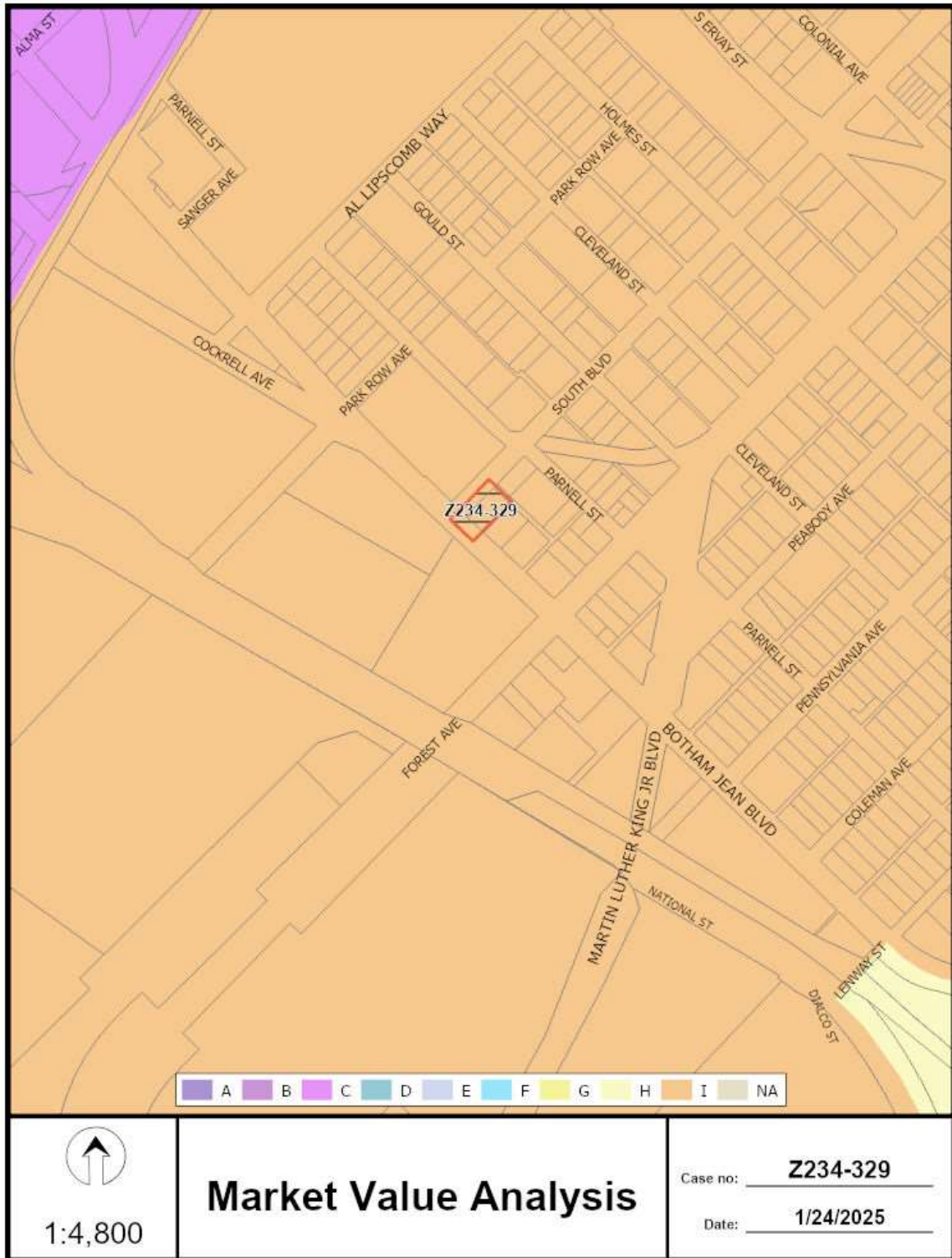


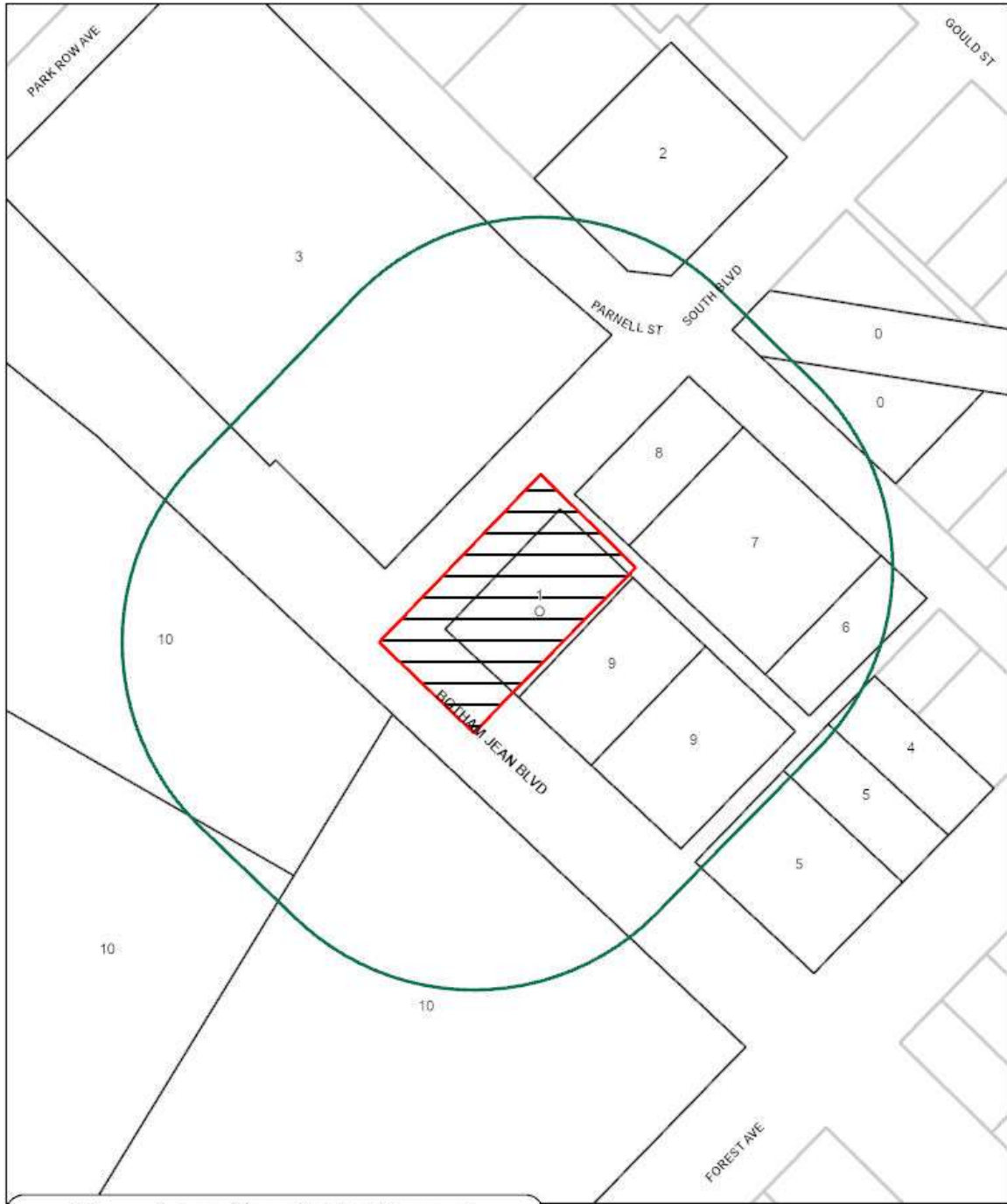












<u>10</u>	Property Owners Notified (16 parcels)
<u>1</u>	Replies in Favor (1 parcel)
<u>0</u>	Replies in Opposition (0 parcels)
<u>200'</u>	Area of Notification
<u>2/6/2025</u>	Date

**Z234-329**  
**CPC**



1:1,200

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02/05/2025

## *Reply List of Property Owners*

**Z234-329**

*10 Property Owners Notified    1 Property Owners in Favor    0 Property Owners Opposed*

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
O	1	2900 BOTHAM JEAN BLVD	MELISSA INVESTMENTS LLC
	2	2828 PARNELL ST	MEZZOCORONA LLC
	3	1200 PARK ROW AVE	FOREST PARK ROW
	4	1213 FOREST AVE	GODFREY LETITIA LASHAWN &
	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	2910 BOTHAM JEAN BLVD	LOVEJOY KEVIN BROOKS
	10	2927 BOTHAM JEAN BLVD	SOUTH SIDE STUDIOS