

FILE NUMBER: Z-26-000136 **DATE FILED:** June 24, 2026

LOCATION: South line of Elm Street, east of N. Good Latimer Expwy., west of N. Crowdus Street, [AKA 2638 Elm Street].

COUNCIL DISTRICT: 2

SIZE OF REQUEST: Approx. 5,000 sqft **CENSUS TRACT:** 48113020401

REPRESENTATIVE: Audra Buckley

OWNER: MGP Holdings, LLC / Margot Okowita

APPLICANT: Trakass Bar & Lounge, LLC / Tomas Alonzo

REQUEST: An application for a new Specific Use Permit for an alcoholic beverage establishment limited to a bar, lounge, or tavern and an inside commercial amusement use limited to a dance hall, on property zoned Tract A within Planned Development No. 269, Deep Ellum/Near East Side District.

SUMMARY: The purpose of the request is to allow an alcoholic beverage establishment and a dance hall within the existing building.

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

PRIOR CPC ACTION: On August 6, 2026, the City Plan Commission moved to hold the case under advisement to August 20.

BACKGROUND INFORMATION:

- The area of request is currently zoned Tract A within Planned Development 269, Deep Ellum/Near East Side District and is developed with a commercial building.
- The surrounding area is predominantly commercial.
- The applicant wishes to allow the sale of alcoholic beverages in a bar, lounge, tavern and include a dance hall. As such, they request a Specific Use Permit.
- The building was constructed in 1926 and is approximately 4,500 square feet.
- No changes have been proposed since the previous hearing.

Zoning History:

There have been one zoning case in the area of notification within the last five years:

1. **Z223-235:** On January 24, 2024, the City Council approved an application for an amendment to Specific Use Permit No. 2019 for a bar, lounge, or tavern and an inside commercial amusement limited to a live music venue on property zoned Tract A within Planned Development District No. 269, the Deep Ellum/Near East Side Special Purpose District.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Elm Street	Community Collector	38' pavement; 60' ROW

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: Green Line

DART Bus: Routes 1, 9, 18, 214, 249

STAFF ANALYSIS:

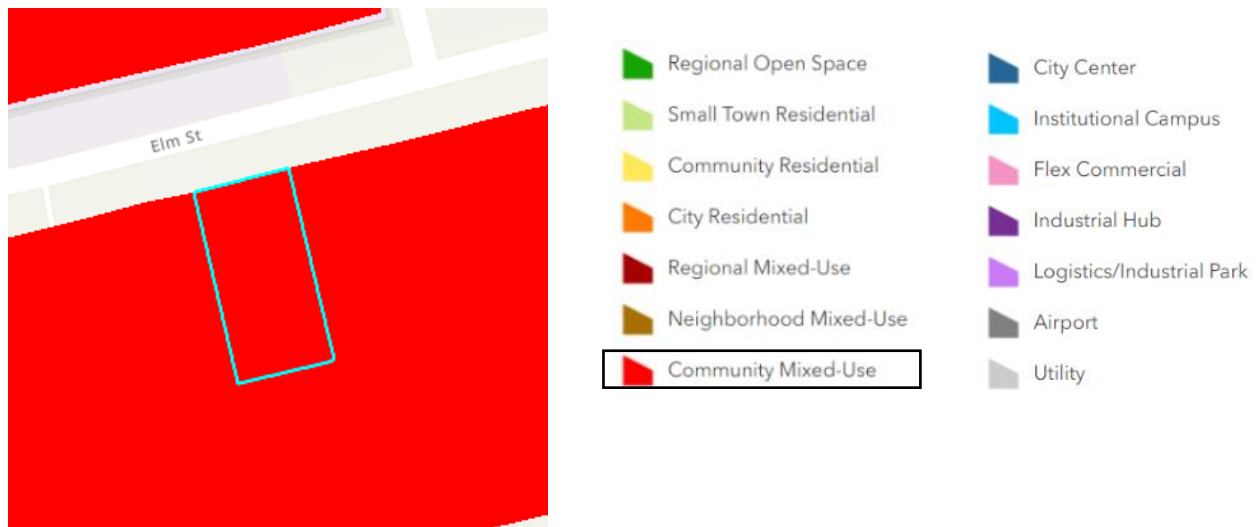
Comprehensive Plan:

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 specific use permit is generally consistent with Forward Dallas 2.0. commercial is a primary land use in the Community Mixed-Use placetype. It is a prevalent land use in the area. The subject property is located on a community collector, Elm Street. It is located in the mid-block but adjacent to existing commercial uses. The property appears to be currently used as a bar.

The design recommendations in Forward Dallas 2.0 are applicable in this case, but this specific use permit 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

Community Mixed-Use areas are located at major intersections and along key corridors, serving multiple surrounding neighborhoods and attracting retailers and services that require a larger market area. A mix of commercial, office, residential, retail, and services are concentrated adjacent to larger nodes of activity. Commercial centers, commercial corridors, and office parks are representative of this placetype. Residential uses are accommodated within mid-rise buildings, and some mixed-use structures are connected by internal and external pedestrian pathways.

Land Use:

	Zoning	Land Use
Site	Tract A within Planned Development 269, Deep Ellum/Near East Side District	Commercial
North	Tract A within Planned Development 269, Deep Ellum/Near East Side District	Commercial
South	Tract A within Planned Development 269, Deep Ellum/Near East Side District	Commercial
East	Tract A within Planned Development 269, Deep Ellum/Near East Side District	Commercial, SUP for bar, lounge, or tavern and inside commercial amusement
West	Tract A within Planned Development 269, Deep Ellum/Near East Side District	Commercial

Land Use Compatibility:

The request site is currently developed with a commercial building. The applicant proposes to utilize the existing structure as an bar and dance hall. The immediate surroundings of the site are predominantly commercial.

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 requested Specific Use Permit, as the subject site is located adjacent to commercial uses and along a major thoroughfare. The proposed use is compatible with the surrounding land uses and is not expected to have a significant adverse impact on the character of the surrounding area. The site is limited in scope and scale by the site plan and conditions.

Development Standards

Following is a table showing the development standards of the current Planned Development 269.

District	Setback		Density/Lot Size	Height	Lot Cvrgr.
	Front	Side/Rear			
Current: PD 269	0'	0'	None; Max FAR: 4.0	200'	None

Landscaping:

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

Parking:

Parking must be provided in accordance with PD 269. Current requirements are one space per 200 square feet of floor area, but then no parking is required for the first 2,500 of an original building.

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 "F" MVA area.

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List of Partners/Principals/Officers

Trakass Bar & Lounge

Tomas Cortes Alonzo, Business Owner

MGP Holdings, LLC

Margot Okowita, President, Managing Member

Garry Okowita, Property Manager

Proposed SUP Conditions

1. USE: The only use authorized by this specific use permit is a bar, lounge, or tavern and an inside commercial amusement 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 _____ (one year from the passage of this ordinance).

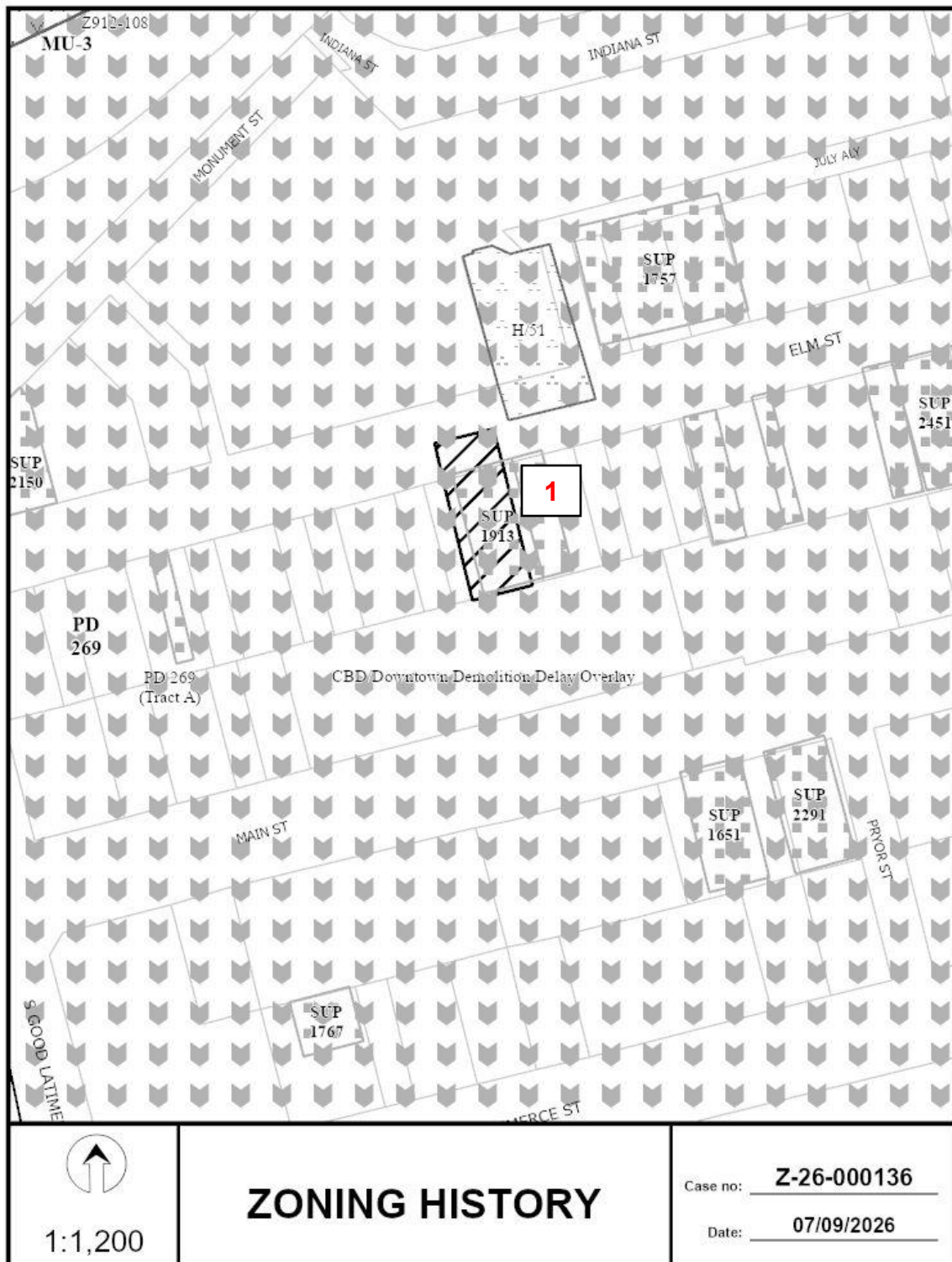
Staff Recommendation:

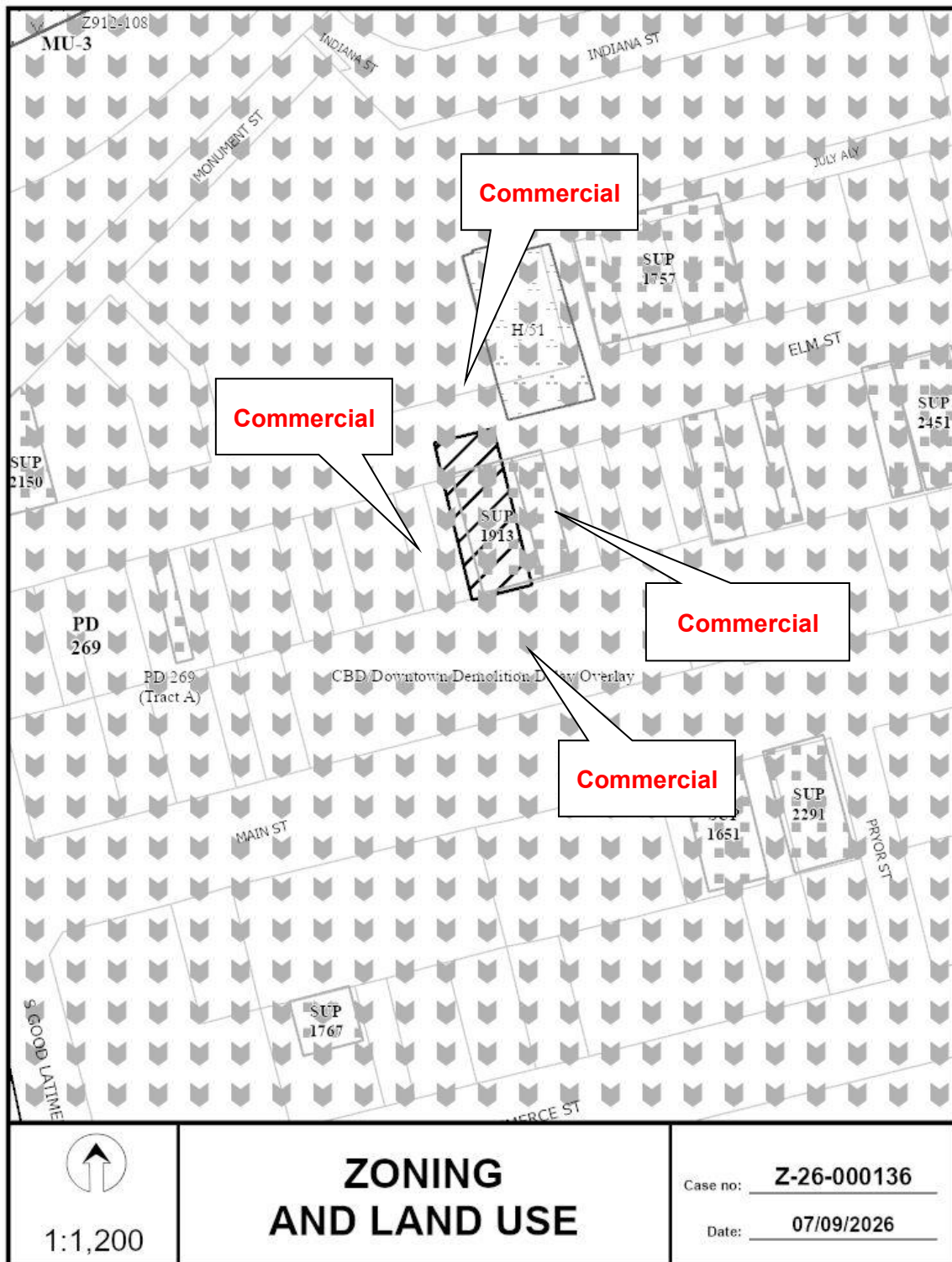
3. TIME LIMIT: This specific use permit has no expiration date

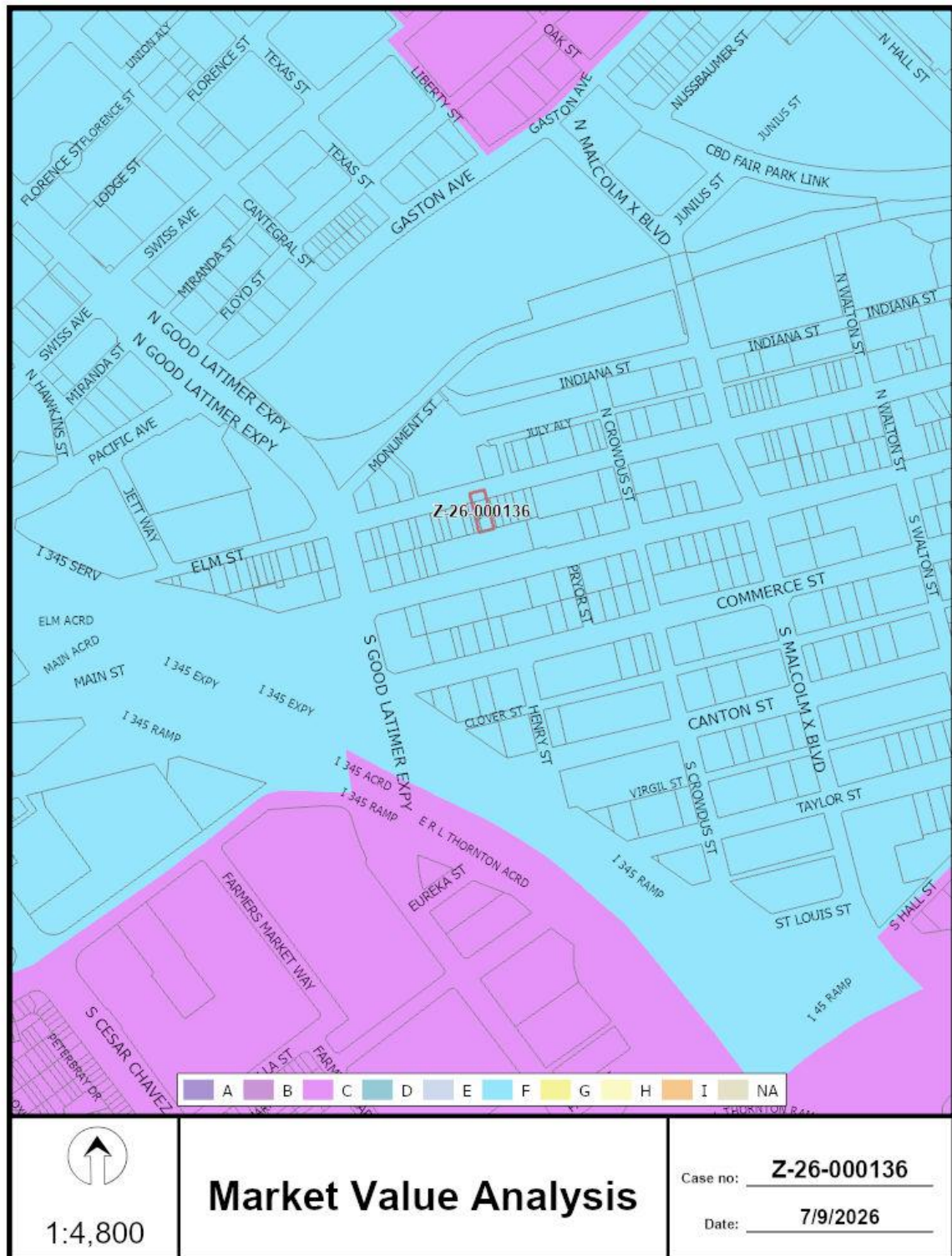
4. HOURS OF OPERATION:
 - a. The bar, lounge, or tavern may only operate between 11:00 a.m. and 2:00 a.m. (the next day), Monday through Sunday.
 - b. The inside commercial amusement limited to a dance hall may only operate between 7:00 p.m. and 2:00 a.m. (the next day), Monday through Sunday.
5. OFF-STREET PARKING: Parking must be provided in accordance with the requirements of Planned Development District No. 269, the Deep Ellum/Near East Side District. Delta credits, as defined in Section 51A-4.704(b)(4)(A), may not be used to meet the off-street parking requirement.
6. OUTDOOR SPEAKERS: Outdoor speakers are prohibited.
7. MAINTENANCE: The Property must be properly maintained in a state of good repair and neat appearance.
8. 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.

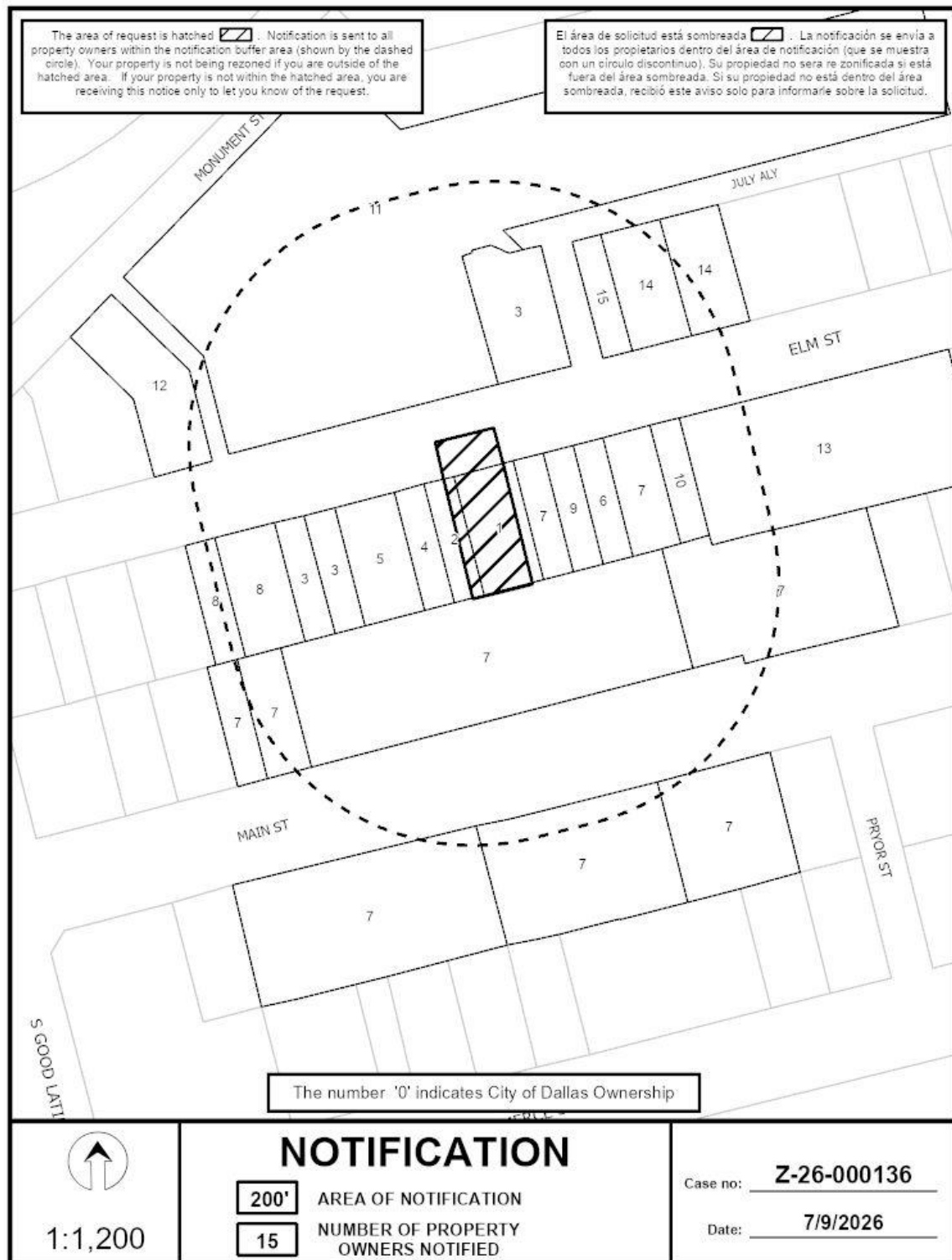












07/09/2026

Notification List of Property Owners

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15 Property Owners Notified

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	2638 ELM ST	MGP HOLDINGS LLC
2	2634 ELM ST	2634 ELM ST LLC
3	2626 ELM ST	ELM STREET LOFTS LTD
4	2634 ELM ST	ROSE BARSHOP RESIDUARY TR
5	2628 ELM ST	ROSE BARSHOP RESIDUARY TR
6	2644 ELM ST	ONE MAN PARADE LLC
7	2621 MAIN ST	AP DEEP ELLUM LLC
8	2620 ELM ST	WESTDALE PROPERTIES AMERICA I LTD
9	2642 ELM ST	LALCO INC
10	2650 ELM ST	ELM ELM LLC
11	2625 ELM ST	RXR KORMAN DEEP ELLUM OWNER LLC
12	2615 ELM ST	WESTDALE PPTIES AMERICA I LTD
13	2704 ELM ST	ELM STREET REALTY LTD
14	2707 ELM ST	BELMOR CORP
15	2701 ELM ST	BELMOR CORP