

FILE NUMBER: Z-26-000022

DATE FILED: February 10, 2026

LOCATION: South line of Main Street, east of South Pearl Expressway

COUNCIL DISTRICT: 14

SIZE OF REQUEST: ±4,500 sq. ft.

CENSUS TRACT: 48113003103

REPRESENTATIVE: Karl Crawley - Masterplan

OWNER: 42 Downtown Dallas LP

APPLICANT: Blake Shirk - SOVA Hospitality, LLC

REQUEST: An application for an amendment to Specific Use Permit No. 2586 for hotel or motel use on property zoned CA-1(A) Central Area District.

SUMMARY: The purpose of this request is to allow for a hotel or motel use limited to no more than 60 guest rooms.

STAFF RECOMMENDATION: Approval, subject to conditions.

CPC RECOMMENDATION: Approval, subject to conditions.

BACKGROUND INFORMATION:

- The proposed new hotel or motel use will go into an existing office building that was built in 1958.
- The applicant is proposing to remodel the existing structure and add an additional third floor to allow for the construction of a hotel or motel use.
- Living and sleeping accommodations will be provided in each room; no kitchen or kitchenette is offered for this location.
- The area of request is geographically located in the City Center- Downtown area.
- This lot has 50 feet of frontage on Main Street.
- On April 4, 2025, City Council approved Specific Use Permit 2586 for hotel or motel use on property zoned CA-1(A) Central Area District, limited to 25 maximum of guest rooms, and prohibiting outdoor amplified sound.
- On March 26, 2026, the City Plan Commission moved to recommend approval of an amendment to Specific Use Permit 2586 for a hotel or hotel use, subject to conditions, on property zoned CA-1(A) Central Area District, on the south line of Main Street, east of South Pearl Expy.

Zoning History:

There has been one zoning case in the area in the last five years.

- **Z245-147-** On April 4, 2025, City Council approved a Specific Use Permit 2586 for hotel or motel use on property zoned CA-1(A) Central Area District, limited to 25 maximum of guest rooms, and prohibiting outdoor amplified sound [current site].

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Main Street	CBD Plan	80 feet

The Engineering Division of the Planning and Development Department has reviewed the request and determined that it will not significantly impact the surrounding roadway system. Staff will continue reviewing engineering plans at permitting to ensure compliance with city standards.

Transit Access:

The area of request is within 1/2 mile of the following transit services:

DART Rail:

St Paul Station

DART Bus routes:

Route 03, 09, 016, 16, 018, 102, 109,145, 147, 205, 214, & 230

STAFF ANALYSIS:

Comprehensive Plan:

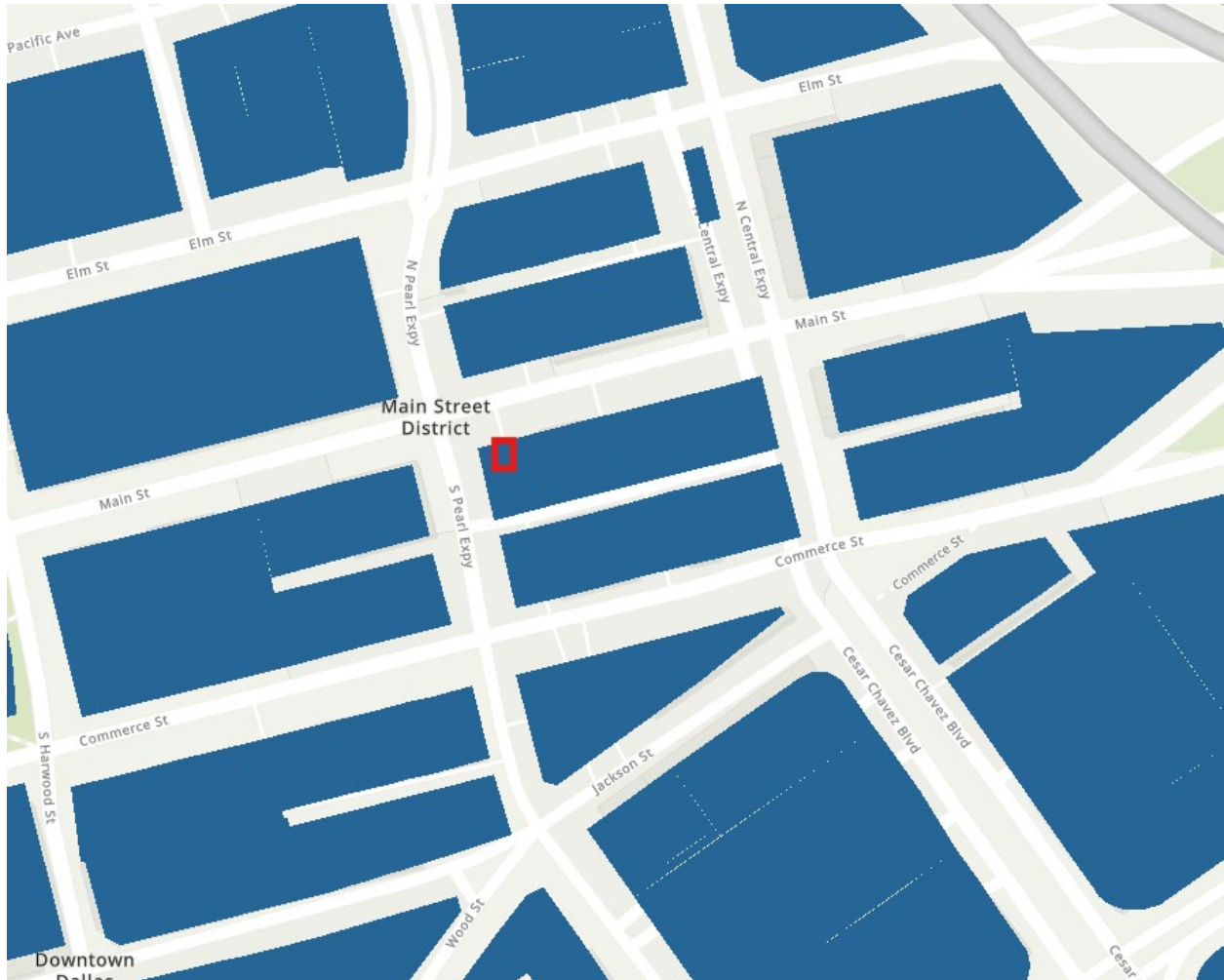
ForwardDallas 2.0 is the citywide Comprehensive Plan for future land use in the City of Dallas. Adopted by City Council in September 2024, the plan includes a future land use map and guidance for a future vision of the City of Dallas. It also establishes goals and guidelines for land use and other decisions 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 amendment to Specific Use Permit 2586 is generally **consistent** with Forward Dallas 2.0. Specific Use Permit 2586 for hotel or motel use on property zoned CA-1(A) Central Area Districts identified as a primary use within the City Center placetype. The site is adjacent to similar uses within the CA-1(A) Central Area Districts, such as multifamily, retail, and lodging within a half-mile radius. Also, the site is within half a mile of DART St Paul Train Station and several bus routes, providing easy access to different points not only within the City of Dallas but within the DFW region. The proposed hotel-motel provides the community and visitors with additional lodging options and welcoming tourism. Therefore, the proposed amendment to Specific Use Permit 2586 aligns with the vision and recommendations of Forward Dallas 2.0

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 City Center Placetype is a vibrant and dense urban core. This placetype offers a mix of high-rise offices, apartments, retail spaces, and cultural institutions. Designed for walkability and transit access, this area fosters economic vitality and serve as hubs for entertainment and innovation.



- | | |
|--|---|
|  Regional Open Space |  City Center |
|  Small Town Residential |  Institutional Campus |
|  Community Residential |  Flex Commercial |
|  City Residential |  Industrial Hub |
|  Regional Mixed-Use |  Logistics/Industrial Park |
|  Neighborhood Mixed-Use |  Airport |
|  Community Mixed-Use |  Utility |

Downtown Dallas 360 Plan – Main Street District

The area of request is within the Main Street District of the Downtown Dallas 360 Plan. The Main Street District is one of the most diverse and intensively mixed-use areas in Dallas. Home to the city’s major retailers, hotels, and banks. The goal of this plan is to provide a framework for a complete, connected City Center that offers enhanced opportunities for living, employment, education, and open space.

Land Use:

	Zoning	Land Use
Site	CA-1(A) Central Area District	Vacant office building built in 1958
North	CA-1(A) Central Area District	Parking Garage, Surface Parking & Office
East	CA-1(A) Central Area District	Surface Parking & Office
South	CA-1(A) Central Area District	Medical Clinic, SUP 2376 Hotel or Motel use (39 rooms), & Office
West	CA-1(A) Central Area District	Surface Parking

Land Use Compatibility:

The approximately 4,500-square-foot area of the request is currently occupied with a vacant two-story building. The existing two-story building is approximately 9,000 square feet. The applicant is proposing to remodel the existing structure and add a third story to accommodate a hotel with fewer than 60 rooms. This renovation will bring the total square footage to approximately 13,500, which will accommodate fewer than 60 guest rooms and the hotel's associated amenities. Note that a hotel with 61 rooms does not require an SUP within the CA-1(A) Central District. However, the business model for this hotel should only provide 35 to 40 rooms. However, the applicant would like to have the ability to increase the number of rooms if the lodging market changes, not to exceed 60 guest rooms.

The property is located in a CA-1(A) Central Area District. Surrounding property consists of a parking garage, surface parking lots, and offices to the north and east; a medical

clinic; SUP No. 2376 for hotel/motel use; a high-rise apartment complex; an office to the south facing Commerce Street; and surface parking to the west. Furthermore, several hotels are within half a mile of this property, including Hotel Indigo, Hilton Statler Dallas, Renaissance St. Elm Hotel, and Hampton Inn.

The Dallas Development Code, as amended, defines the hotel or motel use as a facility containing six or more guest rooms rented to occupants on a daily basis. According to the Code, a hotel or motel in a CA-1(A) District with 60 or fewer guest rooms requires a SUP.

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 that each of these criteria are met by the proposed SUP.

Staff supports the request because the use is not foreseen to be detrimental to surrounding properties. The proposed Hotel or Motel use, with fewer than 60 rooms, is compatible with the adjacent land uses. The request is located in an area anticipated to encourage the most appropriate use of land. Since the Central Area District is designated as an area of historical, cultural, and architectural importance and significance. It is an additional benefit that the applicant proposes to adaptively reuse the existing structure while preserving the area's character.

Staff recommends approval of this request with no time limit, subject to a site plan and conditions.

Landscaping:

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

Parking:

Parking Reform Development Code Amendment does not require any off-street parking for any use within a TOD & Downtown, or within a CA 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 strongest markets (A through C), to orange, representing the weakest markets (G through I). The area of request is in an “F” MVA area. The site is surrounded by the “F” MVA area in all directions, immediately adjacent to the site.

CPC Action
March 26, 2026

Motion: It was moved to recommend **approval** of an amendment to Specific Use Permit 2586 for a hotel or hotel use, subject to conditions, on property zoned CA-1(A) Central Area District, on the south line of Main Street, east of South Pearl Expressway.

Maker: Carpenter
Second: Herbert
Result: Carried: 12 to 0

For: 12 -Sims, Hampton, Herbert, Serrato, Carpenter,
Franklin, Koonce, Housewright, Coffman,
Hall, Kingston, Rubin

Against: 0
Absent: 3 - Forsyth, Wheeler-Reagan, Kocks
Vacancy: 0

Notices: Area: 200 Mailed: 14
Replies: For: 0 Against: 0

Speakers: None

List of Officers

Sova Hospitality Advisory Principal Partners:

Blake Shirk: Co-Founder

Brandon Shirk: Co-Founder

Morgan Shirk: Operations Manager

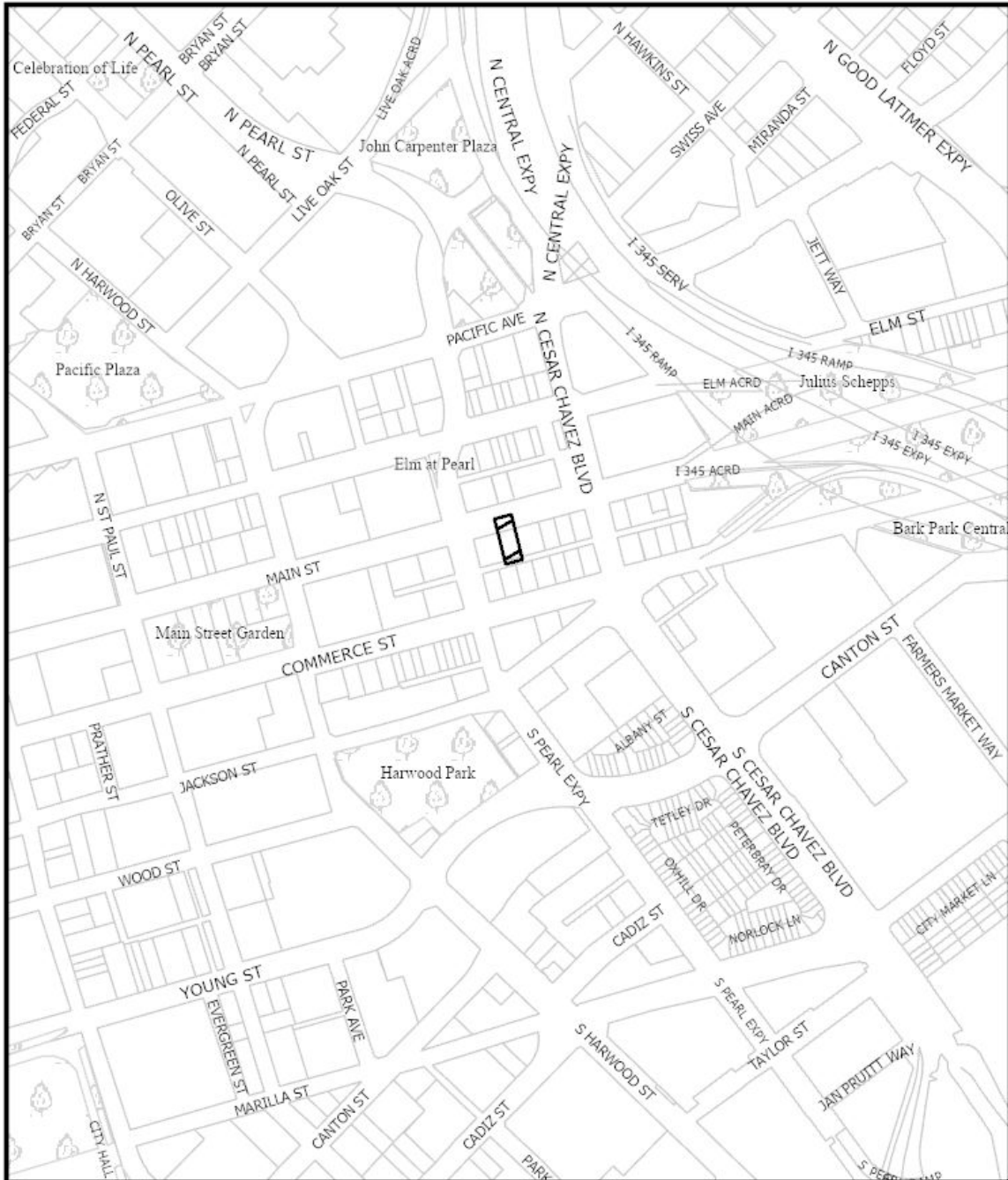
42 Downtown Dallas, LP

42 A, LLC, General Partner

Scott Rohrman, Manager of GP

Proposed Conditions

1. USE: The only use allowed by this specific use permit is a hotel/motel use with less than **60** ~~25~~ rooms.
2. TIME PERIOD: This specific use permit has no expiration date.
3. SITE PLAN: Utilization of the Property shall be in conformance with the attached site plan.
4. OUTDOOR AMPLIFIED SOUND: Outdoor amplified sound is prohibited.
5. MAINTENANCE: The entire premises must be properly maintained in a state of good appearance at all times.
6. GENERAL REQUIREMENTS: Utilization of this property must be in compliance with the requirements of all other applicable codes and regulations of the City of Dallas.



1:4,800

VICINITY MAP

Case no: **Z-26-000022**

Date: **02/27/2026**

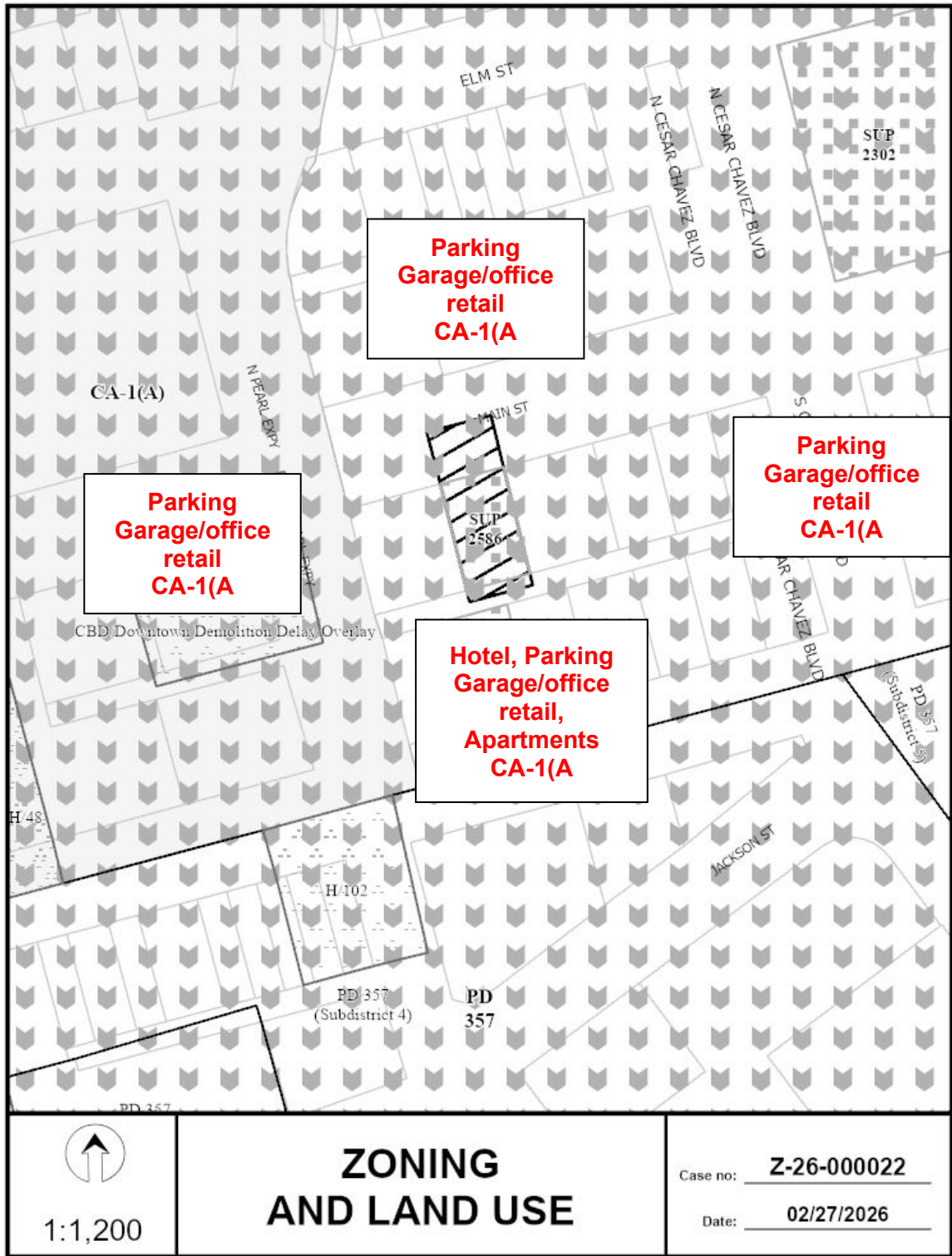


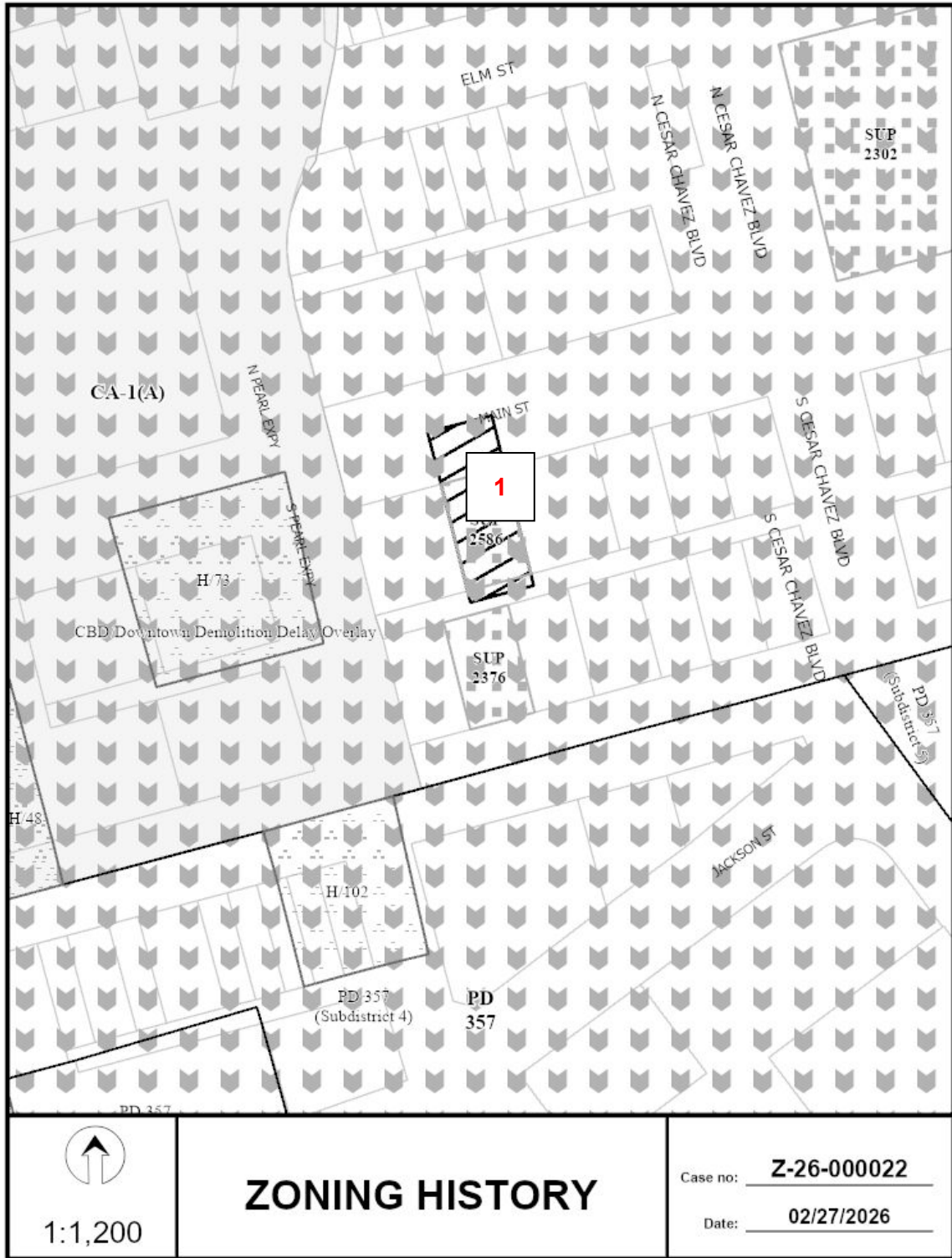
1:1,200

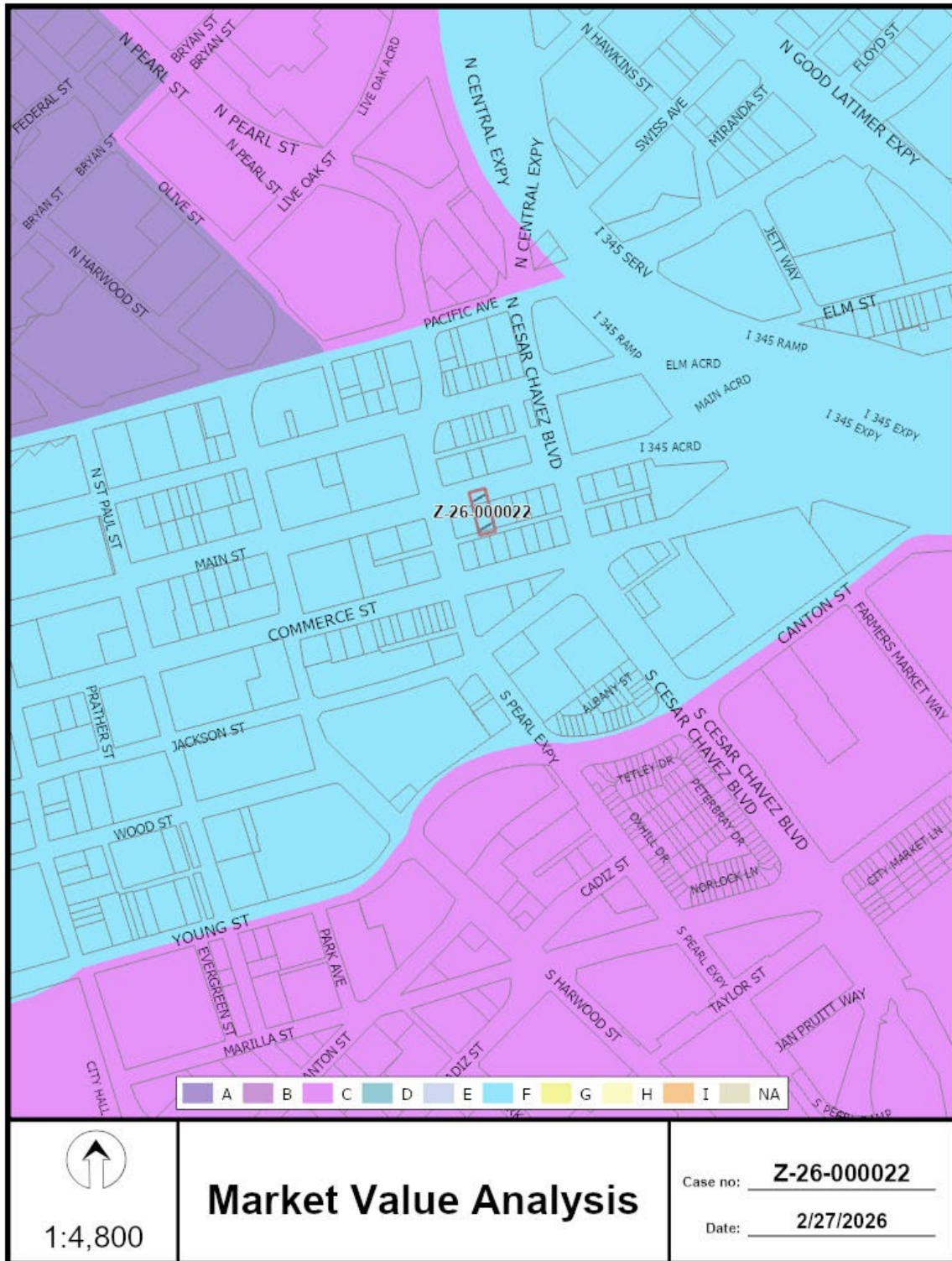
AERIAL MAP

Case no: Z245-147

Date: 02/26/2025









<u>14</u>	Property Owners Notified (29 parcels)
<u>10</u>	Replies in Favor (18 parcels)
<u>0</u>	Replies in Opposition (0 parcels)
<u>200'</u>	Area of Notification
<u>3/26/2026</u>	Date

Z-26-000022
CPC



1:1,200

03/25/2026

Reply List of Property Owners

Z-26-000022

14 Property Owners Notified

10 Property Owners in Favor

0 Property Owners Opposed

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
O	1	2107 MAIN ST	42 DOWNTOWN DALLAS LP
O	2	2033 COMMERCE ST	SOUTHERN METHODIST UNIVERSITY &
O	3	2030 MAIN ST	42 MASONIC LP
	4	2121 MAIN ST	PAN COASTAL LIMITED PS
O	5	2101 MAIN ST	42 EADO LP
O	6	2210 ELM ST	DPC CEDARS LLC
	7	2121 COMMERCE ST	W&K REAL ESTATE LIMITED
	8	2109 COMMERCE ST	GHOST SIGN DEVELOPMENT LLC
O	9	2105 COMMERCE ST	2105 COMMERCE LP
O	10	2101 COMMERCE ST	FCG HOLDINGS LTD
O	11	2101 COMMERCE ST	CATE JAMES L JR TRUST THE &
O	12	2100 MAIN ST	FCG HOLDINGS LTD
O	13	2100 MAIN ST	CATE JAMES L JR TRUST THE &
	14	2102 MAIN ST	SREC 1717 TOWER OWNER LLC