

HONORABLE MAYOR & CITY COUNCIL

WEDNESDAY, APRIL 23, 2025

ACM: Robin Bentley

FILE NUMBER: Z245-147(TB)

DATE FILED: January 8, 2025

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

COUNCIL DISTRICT: 14

SIZE OF REQUEST: ±4, 500 SF

CENSUS TRACT: 48113003103

REPRESENTATIVE: Laura Lee Gunn - Masterplan

OWNER: 42 Downtown Dallas LP

APPLICANT: Blake Shirk - SOVA Hospitality, LLC

REQUEST: An application for a Specific Use Permit for a 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 that has 60 or fewer guest rooms.

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

STAFF RECOMMENDATION: Approval, subject to a site plan and 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 with a maximum of 25 rooms and amenities.
- Living and sleeping accommodations will be provided in each room, no kitchen or kitchenette are proposed 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.

Zoning History:

There have not been any zoning cases in the area in the last five years.

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 review of engineering plans at permitting to comply with city standards.

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 2.0 is a guidance plan, it is not a zoning document. This Comprehensive Plan outlines several goals and policies which can serve as a framework for assisting in evaluating the applicant's request.

The request would comply with the following placetype and primary/supporting land uses of the ForwardDallas 2.0 Comprehensive Plan:

The area of request is located in the City Center Placetype. This placetype allows for primary land uses like: Apartments, Mixed-Use, **Lodging**, Commercial, Office, Civic/Public Institutional in conjunction with supporting land uses that include: Agricultural, Public Open Space, Private Open Space, Multiplex, Utility, Light Industrial

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.

The request for a hotel or motel use is in alignment with the purpose of the City Center Placetype. The placement of this use within the heart of the city center furthers the character of the comprehensive plan by welcoming tourism. While supporting a vibrant walkable and transit connection to restaurants, shopping, and numerous activities downtown has to offer, this use will fit perfect into the fabric of the city center.

The area highlighted below shows the location of the area of request within the ForwardDallas 2.0 Placetype map.



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 serves as one of the most diverse and intensely mixed-use areas in Dallas. Home to the city's major retailers, hotels, and banks. The goal of this plan is to provides a framework for a complete and connected City Center that provides 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 request is currently developed with a vacant office building situated on two platted lots. 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. This renovation will bring the total square feet to approximately 13,500, which will accommodate 25 guest rooms and amenities associated with the hotel use.

The property is located in a CA-1(A) Central Area District. Surrounding properties consist of a parking garage, surface parking lots, and offices to the north and east, a medical clinic, SUP No. 2376 for a hotel or motel use (39 rooms), and an office to the south facing Commerce Street, and surface parking to the west.

The Dallas Development Code, as amended, defines the hotel or motel use as a facility containing six or more guest rooms that are rented to occupants on a daily basis.

Furthermore, in a CA-1(A) District, a hotel or motel use that has 60 or fewer guest rooms requires an 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.

The applicant's request, subject to a site plan and conditions, complies with the general provisions for consideration of a specific use permit. The request is located in an area anticipated to encourage the most appropriate future use of land, and to prevent the increase of street congestion. Additionally, the Central Area District is designated as an area of historical, cultural, and architectural importance and significance. Since, the applicant proposes to adaptively reuse the existing structure, staff considers this request an appropriate use for the location.

Staff recommends approval of this request with no expiration date to the 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 must be provided in accordance with the Dallas Development Code, as amended. Per section 51A-4.124(a)(5)(B)(i) for all uses except single-family and duplex, off-street parking is only required for a building built after June 26, 1967. Any addition to an existing building built prior to June 26, 1967, parking must be provided at a ratio of one parking space for each 2,000 square feet of floor area. Since the use is proposed to go into an

existing structure built in 1958, no parking is required for that portion of the structure. The third-floor addition must comply with the parking requirements of one parking space for each 2,000 square feet of floor area.

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.

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

MARCH 20, 2025 – DRAFT CITY PLAN COMMISSION MINUTES

Z245-147(TB)

Planner: Teaseia Blue

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

Maker: Rubin
Second: Housewright
Result: Carried: 12 to 0

For: 12 - Chernock, Hampton, Herbert* Forsyth,
Shidid, Carpenter, Sleeper, Housewright,
Nightengale, Hall, Kingston, Rubin

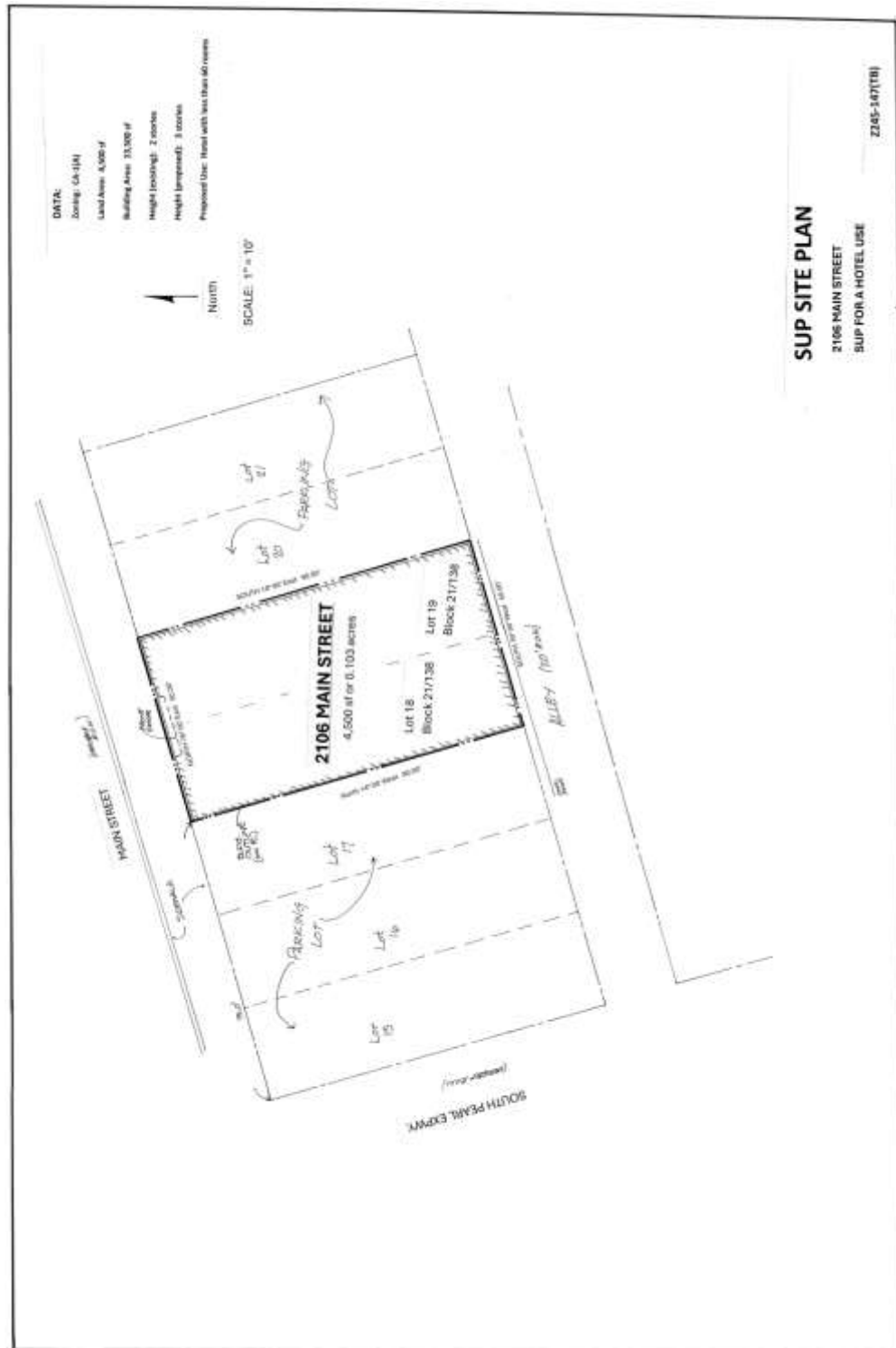
Against: 0
Absent: 3 - Wheeler-Reagan, Franklin, Haqq
Vacancy: 0

*out of room, shown voting in favor

Notices:	Area: 200	Mailed: 14
Replies:	For: 5	Against: 0

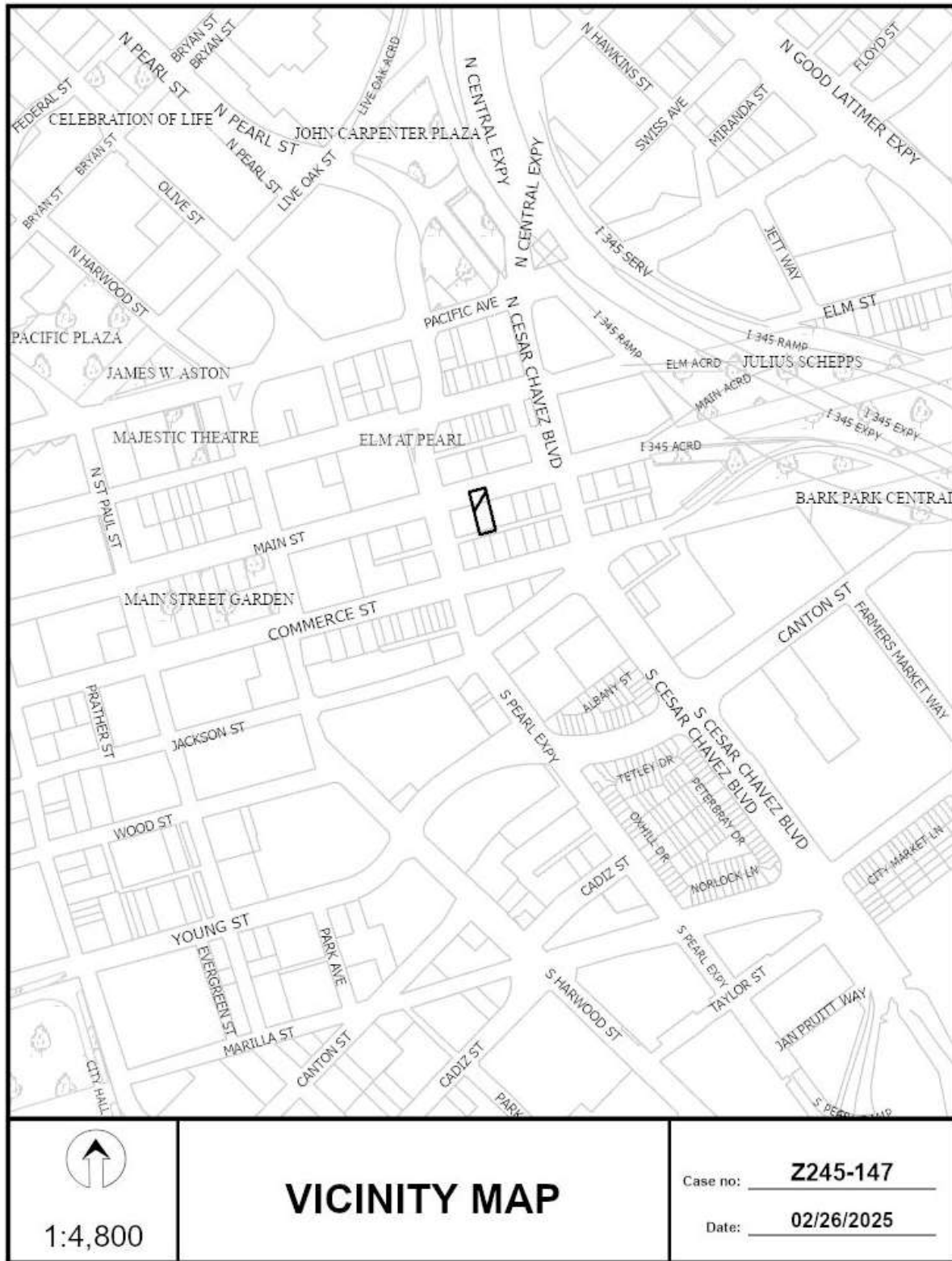
Speakers: None

CPC Recommended SUP Site Plan

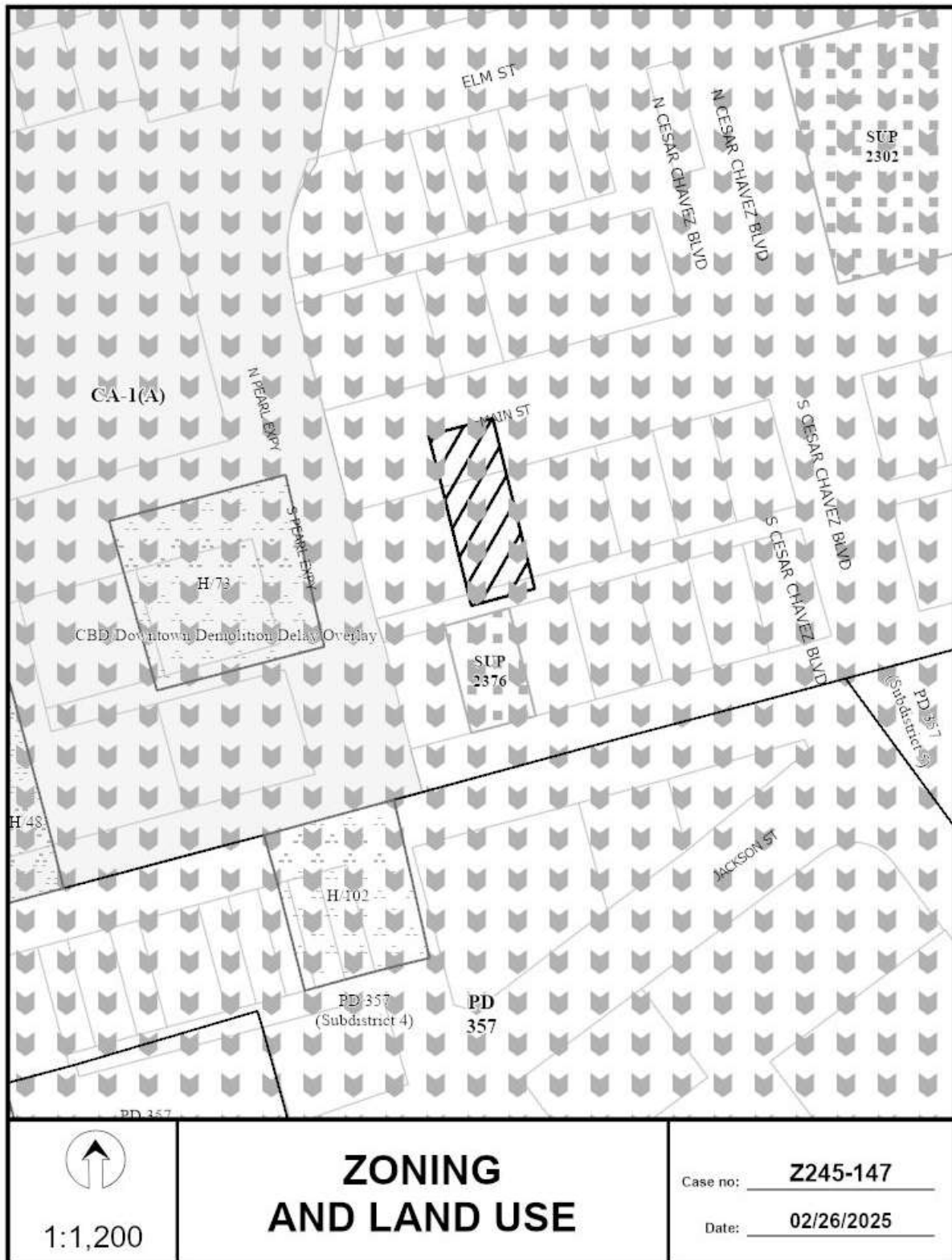


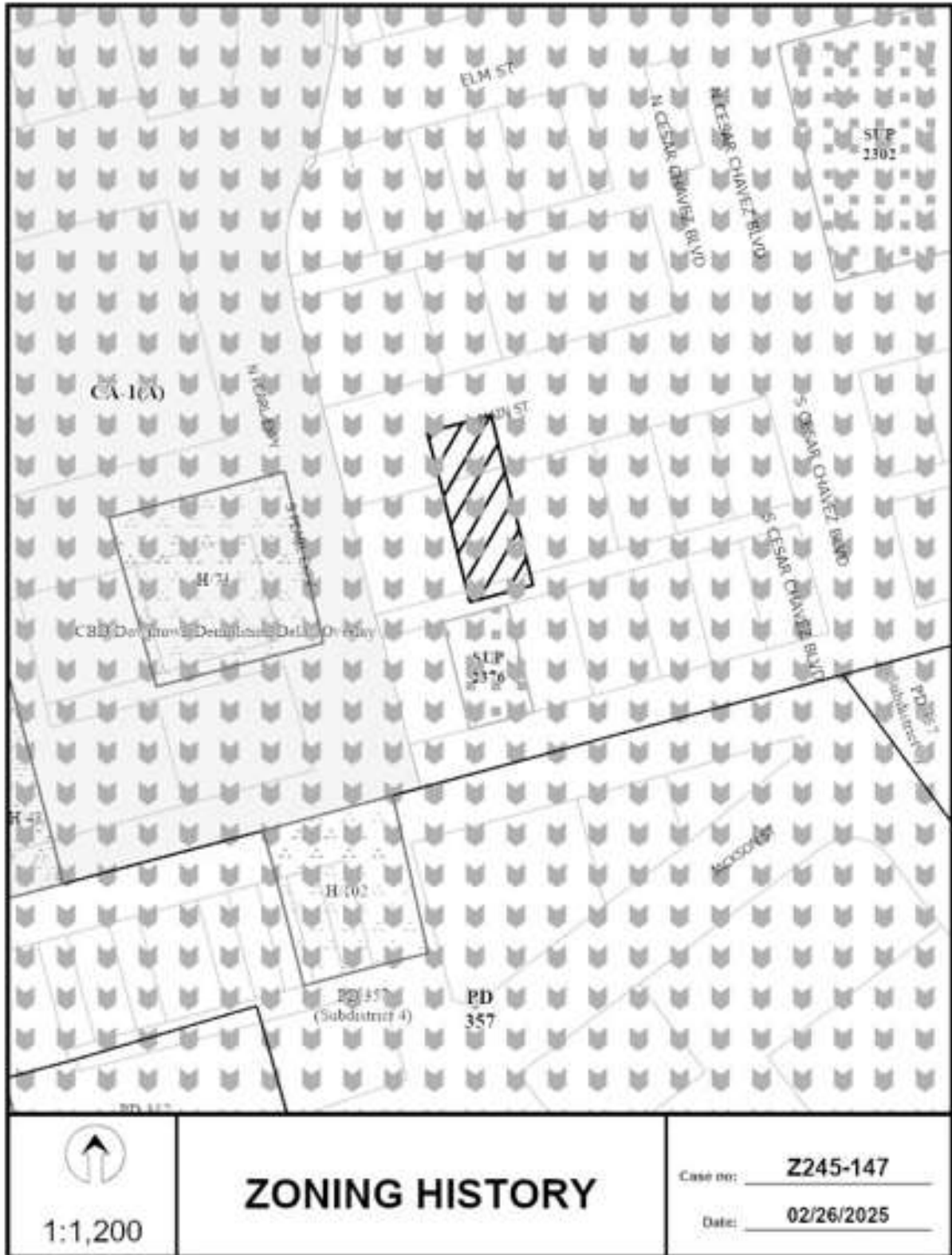
CPC Recommended Proposed SUP Conditions

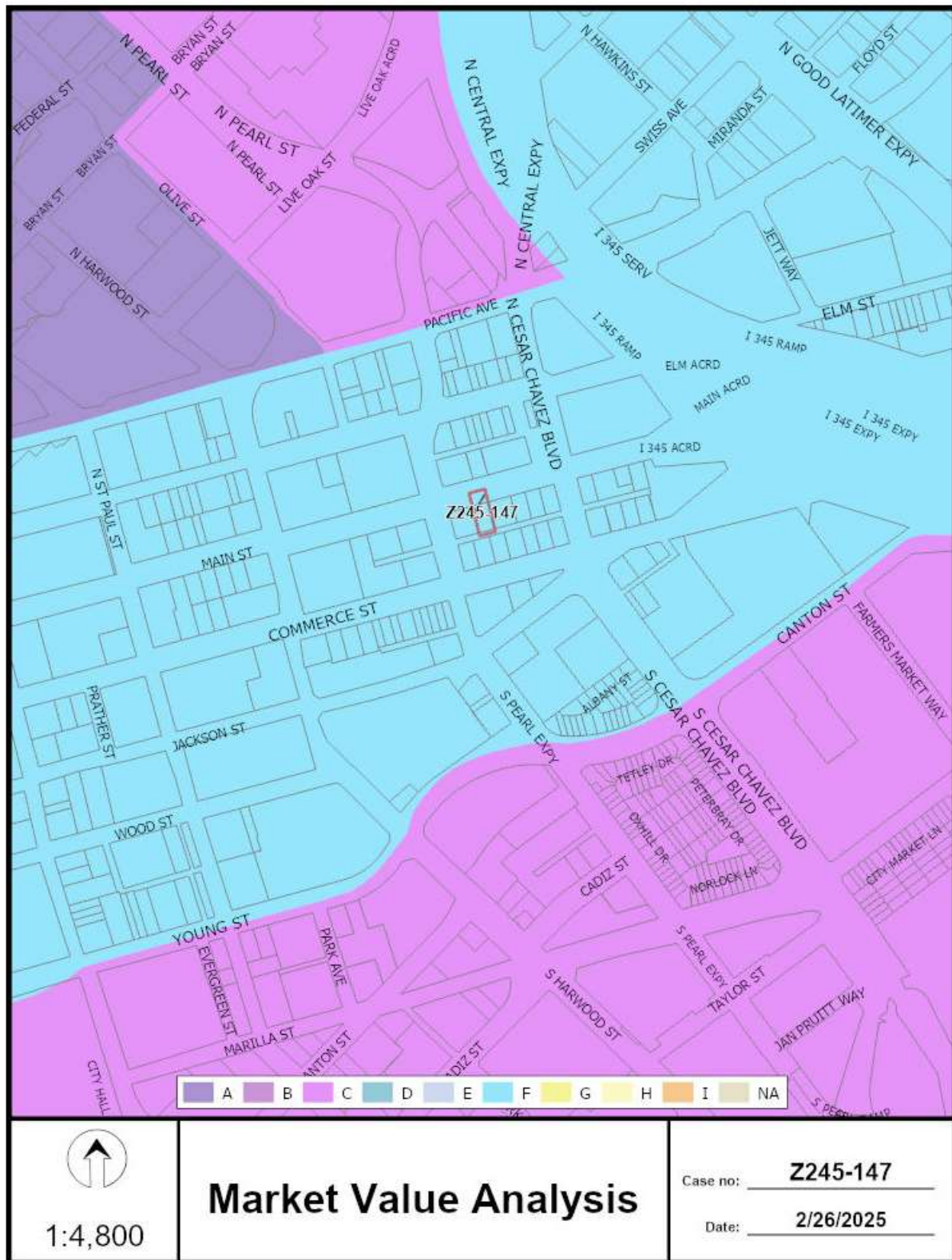
1. USE: The only use authorized by this specific use permit is a hotel or motel.
2. SITE PLAN: Use and development of the Property must comply with the attached site plan.
3. TIME LIMIT: This specific use permit has no expiration date.
4. OUTDOOR AMPLIFIED SOUND: Outdoor amplified sound is prohibited.
5. GUEST ROOMS: Maximum number of guest rooms is 25.
6. FLOOR AREA: Maximum floor area is 13,500 square feet in the location shown on the attached site plan.
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.

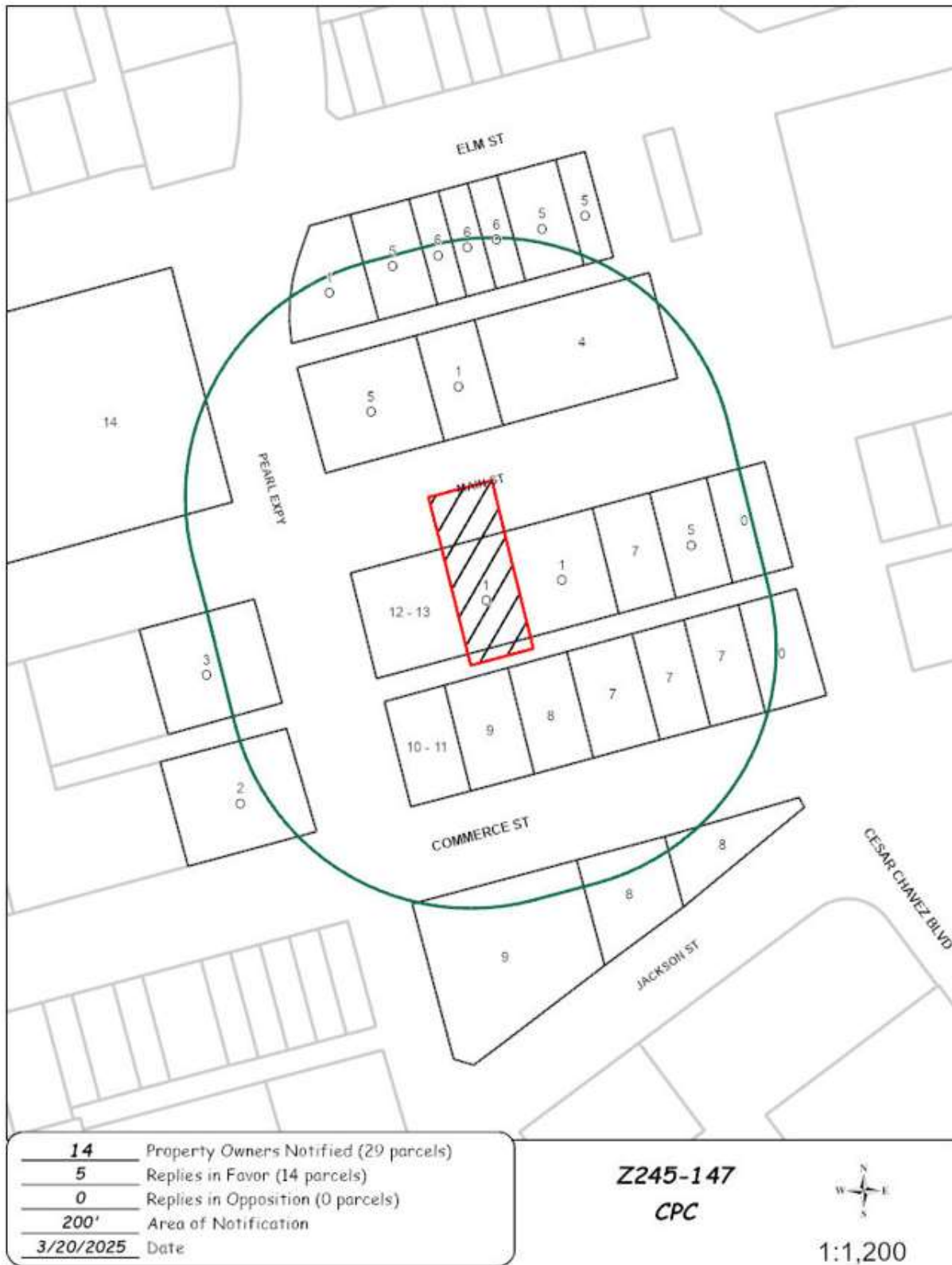












03/19/2025

Reply List of Property Owners***Z245-147******14 Property Owners Notified******5 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
	9	2105 COMMERCE ST	2105 COMMERCE LP
	10	2101 COMMERCE ST	FCG HOLDINGS LTD
	11	2101 COMMERCE ST	CATE JAMES L JR &
	12	2100 MAIN ST	FCG HOLDINGS LTD
	13	2100 MAIN ST	CATE JAMES L JR &
	14	2102 MAIN ST	1717 TOWER OWNER LLC