

ACM: Robin Bentley

FILE NUMBER: Z-25-000183 **DATE FILED:** December 5, 2025
LOCATION: Southwestern corner of Main Street and Malcolm X Boulevard
COUNCIL DISTRICT: 2
SIZE OF REQUEST: 5,000 sq. ft. **CENSUS TRACT:** 481130204002

APPLICANT Rob Baldwin/Baldwin Associates
REPRESENTATIVE: Michael Ziemer/Puzzles Concepts, LCC
OWNER: Adel Fromm/Blade Properties, LLC
REQUEST: An application for an amendment to Specific Use Permit No. 2569 for a bar, lounge, or tavern and inside commercial amusement limited to a live music venue on property zoned Tract A within Planned Development No. 269, the Deep Ellum/Near East Side District.
SUMMARY: The purpose of the request is to continue to allow a bar, lounge, or tavern, and, inside, a commercial amusement limited to a live music venue on the site.
STAFF RECOMMENDATION: Approval, subject to conditions.
CPC RECOMMENDATION: Approval for a three-year period, subject to conditions.

BACKGROUND INFORMATION:

- The site is currently developed as a bar, lounge, or tavern, and inside commercial amusement limited to a live music venue on property zoned Tract A within Planned Development District 269, the Deep Ellum/Near East Side District.
- On December 10, 2024, the City Council approved Specific Use permit 2569 for the above stated uses.
- The applicant is requesting an amendment (to renew) to Specific Use Permit 2569 to continue the specific use permit.
- No changes are proposed to the site plan or conditions, aside from the time period.
- On February 5, 2026, the City Plan Commission moved to hold this case under advisement until February 19, 2026, due to a planned stakeholder meeting scheduled for February 10, 2026. No changes have been proposed at this time.

Zoning History:

There have been four zoning cases in the area over the past five years.

1. **Z201-294** – On July 9, 2021, the City Council approved a new Specific Use Permit 2429, for a microbrewery and bar, lounge, or tavern, for a three year time period on a property zoned Tract A within Planned Development District 269, the Deep Ellum/Near East Side District, on the south line of Commerce Street between South Crowds Street and South Malcolm X Boulevard. The Specific Use Permit was renewed on February 5, 2024, as case number **Z223-323**.
2. **Z234-223** – On September 25, 2024, the City Council approved a new Specific Use Permit for a microbrewery, micro distillery, or winery on a property zoned Tract A within Planned Development District 269, the Deep Ellum/Near East Side District, on the northwest corner of North Crowds Street and Main Street.
3. **Z234-172** – On July 29, 2024, the City Council approved a new Specific Use Permit 2551 for a body piercing and tattoo studio on a property zoned Tract A within Planned Development District 269, on the north line of Elm Street east of North Crowds Street.
4. **Z234-306** – On December 10, 2024, the City Council approved a new Specific Use Permit 2569 for a for a bar, lounge, or tavern and inside commercial amusement limited to a live music venue on property zoned Tract A within Planned Development District 269, the Deep Ellum/Near East Side District on the Southwestern corner of Main Street and Malcolm X Boulevard [site].

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Main Street	Local	-
S Malcolm X Boulevard	Community Collector	60 ft.

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 to review engineering plans at the permitting stage to ensure compliance with city standards.

Transit Access:

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

Train Station:

Baylor Station & Deep Ellum Station

Bus routes:

Route 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.

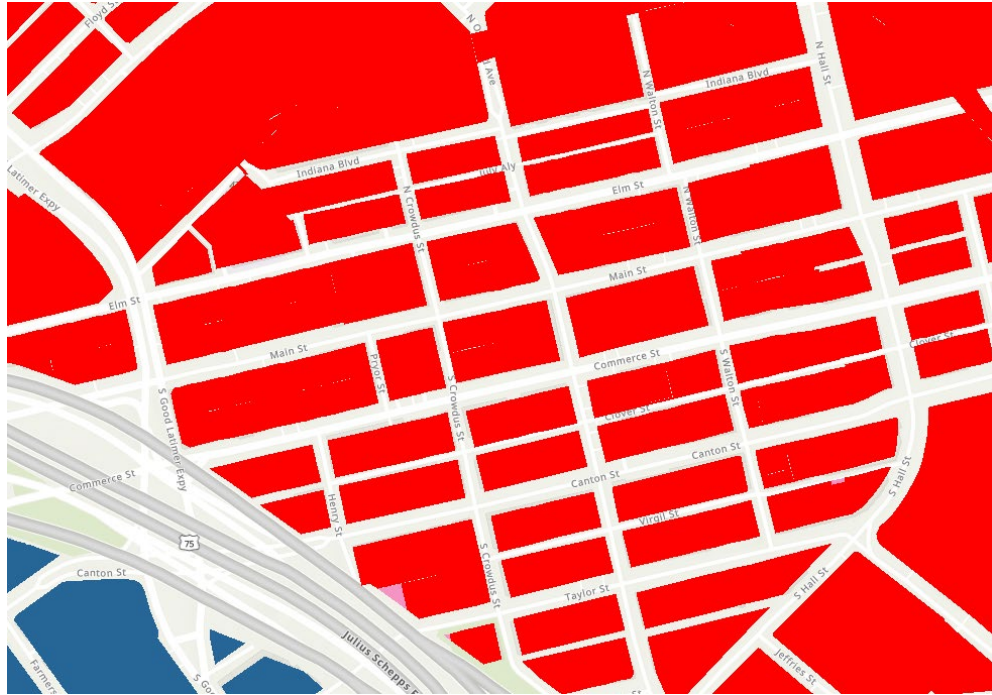
The proposed amendment to Specific Use Permit 2569 is generally **consistent** with Forward Dallas 2.0. A bar, lounge, or tavern, and an indoor commercial amusement limited to a live music venue, are identified as primary uses within the Community Mixed-Use placetype. The site is adjacent to similar uses within PD 269. The site is within a mile of Baylor Station & Deep Ellum Station and several bus routes. The proposed bar, lounge, or tavern, and an indoor commercial amusement limited to a live music venue, provides the community with entertainment and social gathering opportunities for enjoyment.

Therefore, the proposed Specific Use Permit 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.

Community Mixed-Use areas combine housing, retail, and office spaces to serve multiple neighborhoods. Located along transit corridors, these areas prioritize walkability, community interaction, and access to essential services, creating vibrant and inclusive spaces.



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|--|---|
|  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 |

Land Use:

	Zoning	Land Use
Site	Tract A, Planned Development District No 269	Alcoholic Beverage Establishment with Inside Amusement/ SUP 2569
North	Tract A, Planned Development District No 269	Retail, lounge, and Parking
South	Tract A, Planned Development District No 269	Retail, bar, parking, and restaurants
West	Tract A, Planned Development District No 269	Retail, bar, and restaurants
East	Tract A, Planned Development District No 269	Retail, bar, and restaurants

Land Use Compatibility:

The request site is zoned Planned Development District No 269, the Deep Ellum/Near East Side District, and is currently developed with Specific Use Permit 2569 for a bar, lounge, or tavern and inside commercial amusement limited to a live music venue. Other uses surrounding the area of request include a parking lot, lounge, and retail uses to the north, retail, bar, restaurants, and parking uses to the east, west, and south. The use of a bar, lounge, or tavern with a live-music venue component is compatible with the surrounding uses and with Deep Ellum.

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 support the request because the use is not foreseen to be detrimental to surrounding properties. Staff recommends approval, subject to a site plan and conditions.

Landscaping:

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

Parking:

Planned Development District 269 does not require off-street parking for the first 2,500 square feet of floor area for a bar, lounge, or tavern located within an original building. Otherwise, one space is required for every 100 square feet of floor area.

Crime Statistics:

The Dallas Police Department provided crime statistics from January 1, 2024 to January 1, 2026. The information is provided in the subsequent charts. There were 0 calls, 0 incidents, and 0 arrests over this time frame.

Incidents

Offenses (Summary)	Count of Incidents
None	0
Grand Total	0

Calls

Calls (Summary)	Count of Problem
None	0
Grand Total	0

Arrests

Arrests (Summary)	Count of Incidents
None	0
Grand Total	0

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 the request and the immediate surrounding areas are located in an “F” MVA area.

CPC-Action
FEBRUARY 19, 2026

Motion: It was moved to recommend **approval** of an amendment to Specific Use Permit 2569 for a bar, lounge, or tavern and inside commercial amusement limited to a live music venue for a three-year period, subject to conditions, on property zoned Tract A within Planned Development District 269, the Deep Ellum/Near East Side District, on the southwestern corner of Main Street and Malcolm X Boulevard.

Maker: Hampton
Second: Housewright
Result: Carried: 13 to 0

For: 13 - Sims, Hampton, Herbert, Serrato,
Carpenter, Wheeler-Reagan, Franklin
Housewright, Kocks, Coffman, Hall,
Kingston, Rubin

Against: 0
Absent: 2 - Forsyth, Koonce
Vacancy: 0

Notices: Area: 200 Mailed: 15
Replies: For: 0 Against: 0

Speakers: None

Z-25-000183

List of Officers

Owner: Blade Properties
Adele Fromm, Director

Applicant: Puzzle Concepts, LLC
Michael Ziemer, Managing Partner

PROPOSED 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 live music venue.
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 December 11, 2025~~, on [three years from the date of ordinance].

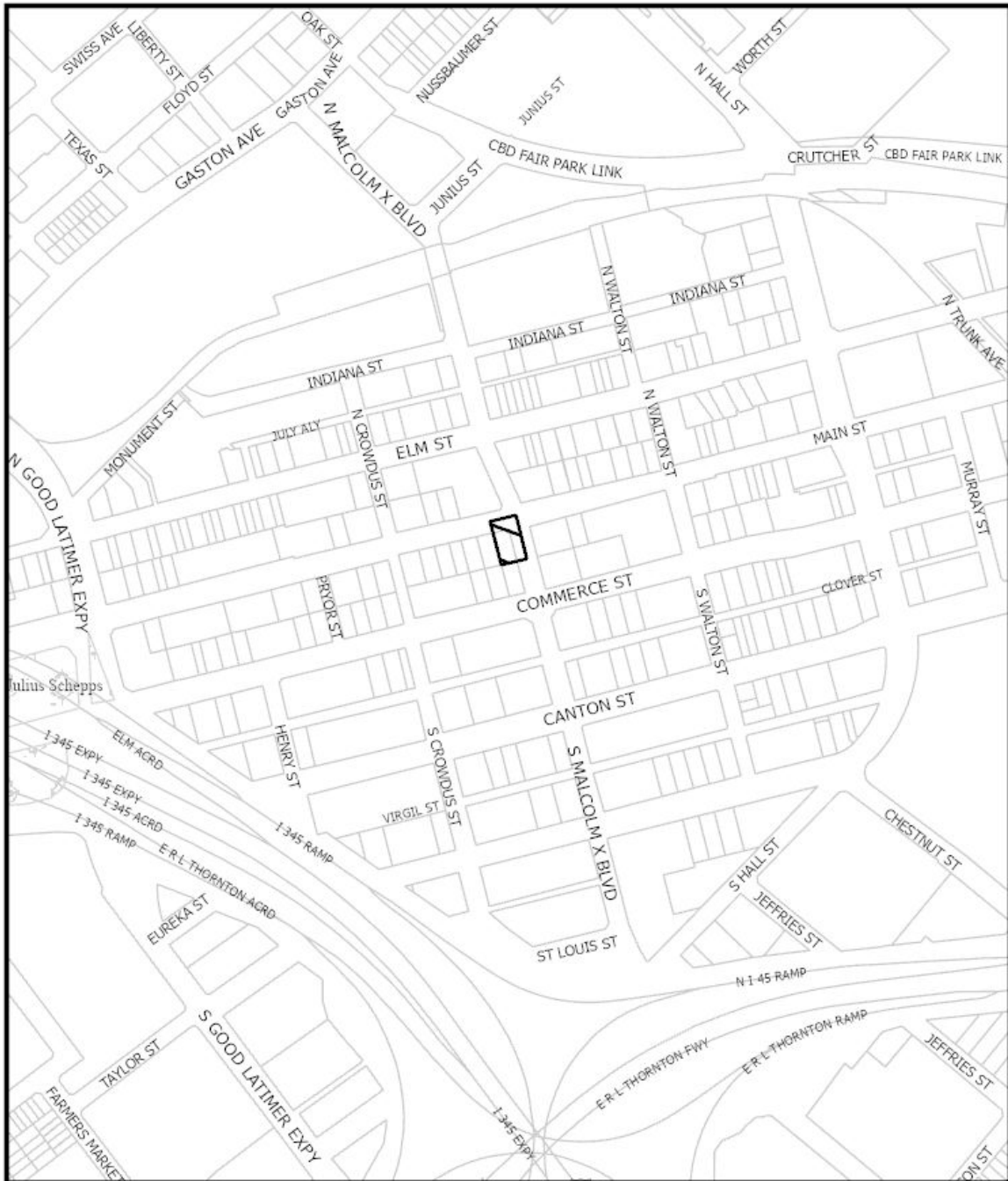
Staff recommendation:

3. <u>TIME LIMIT</u> : This specific use permit expires on December 11, 2025. No expiration period.
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4. FLOOR AREA: The maximum floor area for the bar, lounge, or tavern and inside commercial amusement limited to a live music venue is 5,000 square feet in the location shown on the attached site plan.
5. HOURS OF OPERATION: The bar, lounge, or tavern and inside commercial amusement limited to a live music venue may only operate between 12:00 p.m. (noon) and 2:00 a.m. (next day) Sunday – Saturday.
6. OUTDOOR SPEAKERS: Outside speakers are prohibited.
7. PARKING: Parking must be provided in accordance with the requirements of Planned Development District No. 269.
8. MAINTENANCE: The Property must be properly maintained in a state of good repair and neat appearance.
9. 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)





 1:4,800	<h3>VICINITY MAP</h3>	Case no: Z-25-000183 Date: 01/13/2026
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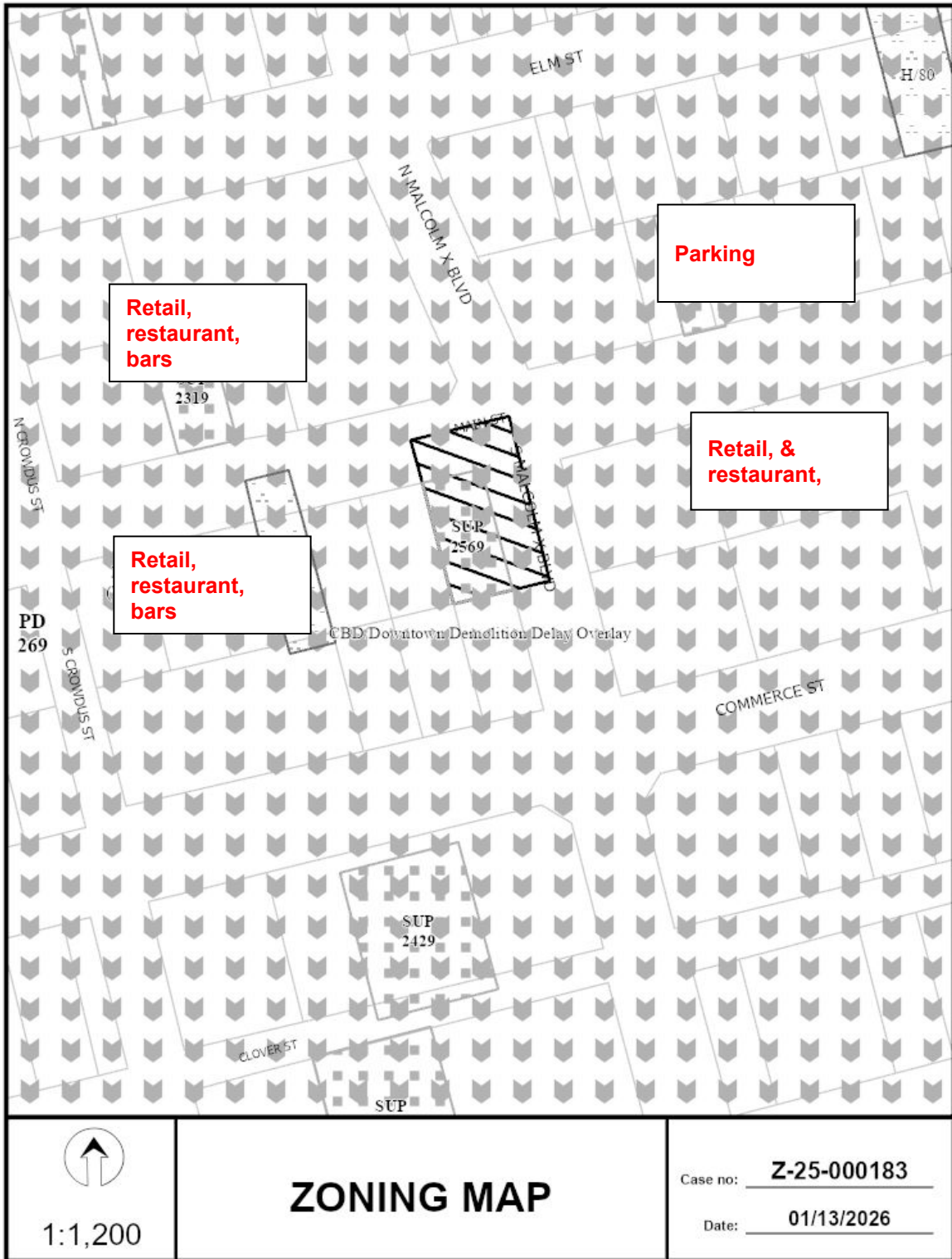


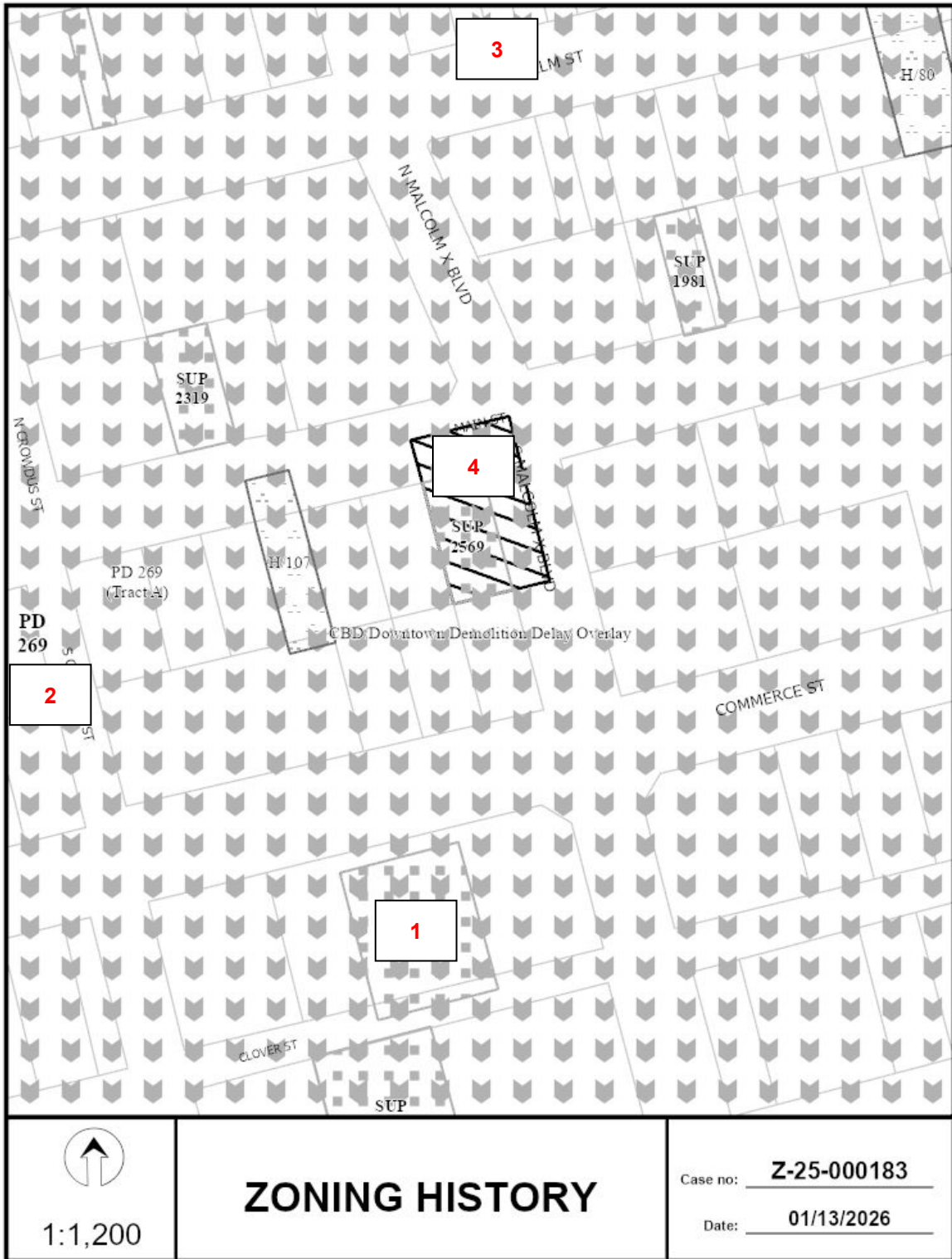
1:1,200

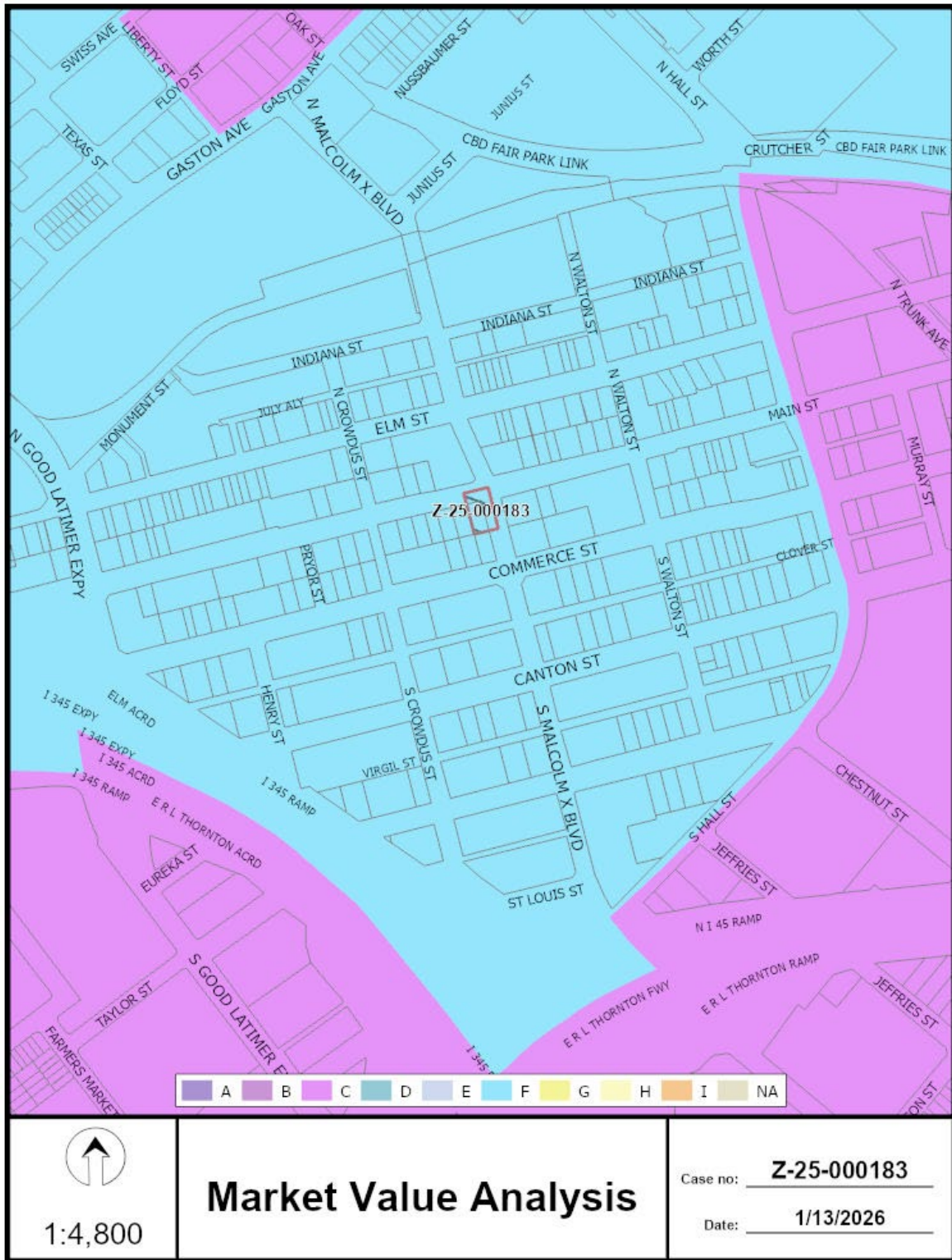
AERIAL MAP

Case no: Z-25-000183

Date: 01/13/2026









<u>15</u>	Property Owners Notified (28 parcels)
<u>0</u>	Replies in Favor (0 parcels)
<u>0</u>	Replies in Opposition (0 parcels)
<u>200'</u>	Area of Notification
<u>2/5/2026</u>	Date

Z-25-000183
CPC



1:1,200

02/04/2026

Reply List of Property Owners

Z-25-000183

15 Property Owners Notified 0 Property Owners in Favor 0 Property Owners Opposed

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
	1	2824 MAIN ST	BLADE PROPERTIES LLC
	2	2904 MAIN ST	SDL PARTNERS LTD &
	3	2919 COMMERCE ST	SDL PARTNERS LTD
	4	2900 MAIN ST	WARZONE PROPERTIES LLC
	5	2901 COMMERCE ST	SDL PARTNERS LTD
	6	2820 MAIN ST	AP DEEP ELLUM LLC
	7	2814 MAIN ST	640 LAND LLC
	8	2801 COMMERCE ST	WESTDALE PPTIES AMERICA I
	9	2815 COMMERCE ST	2815-2819 COMMERCE STREET VENTURES LLC
	10	2825 COMMERCE ST	AN JADHAVJI INVESTMENTS LLC
	11	2815 MAIN ST	CASS DON E TR
	12	2809 MAIN ST	WESTDALE PROPERTIES AMERICA I LTD
	13	2912 ELM ST	ANDREASON JUSTINE POKLADNIK
	14	2816 COMMERCE ST	AP BLANTON DEEP ELLUM LLC
	15	2904 COMMERCE ST	CITY PARK A LOT LP