

FILE NUMBER: Z-25-000239 **DATE FILED:** January 27, 2026
LOCATION: Northeast corner of South Buckner Boulevard and Kipling Drive
COUNCIL DISTRICT: 5
SIZE OF REQUEST: Approx. 4.9 ac **CENSUS TRACT:** 48113011701

REPRESENTATIVE: Baldwin Associates – Rob Baldwin
OWNER: What’s Hot Fun World, LTD – Robert Milligan
APPLICANT: Promotions Iguana, LLC – Gabriela Rodriguez
REQUEST: An application for an amendment to Specific Use Permit No. 1730 for an alcoholic beverage establishment limited to a private-club bar on property zoned IM Industrial Manufacturing District and Subarea 4 within Planned Development District No. 366, Buckner Boulevard Special Purpose District.
SUMMARY: The purpose of the request is to continue to allow a private club bar.
STAFF RECOMMENDATION: Approval for a five-year period, subject to conditions.
CPC RECOMMENDATION: Approval for a five-year period, subject to conditions.

BACKGROUND INFORMATION:

- The area of request is currently zoned Subarea 4, within Planned Development District 366, Buckner Boulevard Special Purpose District and is developed with a club.
- The surrounding area is predominantly industrial and commercial, with single family residential nearby.
- The applicant wishes to continue to use the site for a private club bar. As such, they request a Specific Use Permit.
- A private-club bar means an establishment holding a private club permit under Chapter 32 or 33 of the Texas Alcoholic Beverage Code that derives 35 percent or more of its gross revenue from the sale or service of alcoholic beverages for on-premise consumption and that is located within a dry area as defined in Title 6 (Local Option Elections) of the Texas Alcoholic Beverage Code. PRIVATE-CLUB BAR does not include a fraternal or veterans organization, as defined in the Texas Alcoholic Beverage Code, holding a private club permit under Chapter 32 or 33 of the Texas Alcoholic Beverage Code. PRIVATE-CLUB BAR does not include the holder of a food and beverage certificate, as defined in the Texas Alcoholic Beverage Code.
- The property is within a D-1 Liquor Control Overlay District which, by code, a person shall not sell or serve alcoholic beverages, or setups for alcoholic beverages, for consumption on or off the premises, unless the sale or service is part of the operation of a use for which a specific use permit has been granted by the city council.
- No changes are proposed to the site plan, property, or conditions aside from the time period.

Zoning History:

There have been four (4) zoning cases in the area within the last five years:

1. **Z223-314:** On June 26, 2024, City Council approved an application for an amendment to Specific Use Permit No. 1730 for an alcoholic beverage establishment to be used as a private club bar, on property zoned Subarea 4 within Planned Development District No. 366, Buckner Special Purpose District, with a D-1 Liquor Control Overlay to allow an alcoholic beverage establishment to be used as a private club bar.
2. **Z212-351:** On June 28, 2023, City Council approved an application for the amendment and renewal of Specific Use Permit No. 1850 for the sale of alcoholic

beverages in conjunction with a general merchandise or food store 3,500 square feet or less, on property within Subarea 4 of Planned Development District No. 366, the Buckner Boulevard Special Purpose District, with a D-1 Liquor Control Overlay District to allow the continued sale of alcoholic beverage within a convenience store associated with a gas station [7 Eleven].

3. **Z234-226:** On November 13, 2024, City Council approved An application for (1) a Planned Development District for WMU-5 Walkable Urban Mixed Use District uses and standards; (2) the termination of Specific Use Permit No. 1646 for a transit passenger station or transfer center; and (3) the termination of a D-1 Liquor Control Overlay on property zoned an IM Industrial Manufacturing District, a CS Commercial Service District, and Subarea 4 within Planned Development District No. 366, the Buckner Boulevard Special Purpose District to allow for modified development standards primarily related to height, landscaping, streetscapes, parking, signs, open space, mixed income housing, and design standards to develop the site with residential uses.

4. **Z234-140:** On September 24, 2025, City Council approved an application for a new Specific Use Permit for the sale of alcoholic beverages on property zoned Subarea 2A within Planned Development District No. 366, the Buckner Boulevard Special Purpose District with a D-1 Liquor Control Overlay allow alcohol sales in conjunction with a general merchandise store less than 3,500 square feet.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
S Buckner Blvd	Principal Arterial	107' ROW
Kipling Dr	Local Street	-

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 15 and 38

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 (SUP) is generally consistent with the policies of Forward Dallas 2.0. Commercial use is identified as a primary land use within the Community Mixed-Use placetype, although it is less prevalent within the immediate vicinity of the subject site. The property is located on a principal arterial roadway, South Buckner Boulevard, and occupies a corner lot. Surrounding land uses include established commercial development, such as a gas station, medical offices, and a post office, with residential and industrial uses located in close proximity. The subject property appears to be currently utilized as a club.

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

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 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.

Area Plan:

Dallas TOD Buckner Station Area: The applicable area plan designates the subject property as Urban Mixed-Use, a land use category intended to accommodate a combination of residential, employment, and commercial activities. This designation emphasizes access to transit and promotes bicycle and pedestrian mobility. Urban Mixed-Use areas are characterized by a diverse mix of housing types, employment opportunities, and retail uses. Development within this area may range from small-scale commercial uses and townhomes to mid-rise residential or commercial buildings, with appropriate transitions to adjacent single-family neighborhoods. The area is intended to provide strong, pedestrian-oriented connectivity to nearby transit stations and Eastfield College.

Land Use:

	Zoning	Land Use
Site	Subarea 4, Planned Development 366, Buckner Boulevard Special Purpose District	Club
North	Subarea 4, Planned Development 366, Buckner Boulevard Special Purpose District / CR Community Retail	Gas station, medical offices
South	Subarea 4, Planned Development 366, Buckner Boulevard Special Purpose District / IM Industrial Manufacturing	Postal Office
East	R-7.5(A) Single Family District	Single Family
West	Planned Development 1121, Palladium at Buckner Station	Multifamily

Land Use Compatibility:

The subject property is currently developed with a club, and the applicant proposes to continue operating the existing structure for the same use.

The site is situated within a predominantly commercial context. Adjacent uses include a gas station and medical offices immediately to the north, and a post office immediately to the south.

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 approval of the requested Specific Use Permit (SUP). The subject property is situated along a major arterial and is adjacent to established commercial, office, and residential uses, reflecting a mixed-use context appropriate for the proposed development. The site is located in proximity to an existing commercial node along Buckner Boulevard and is served by DART bus routes and the DART Green Line. Access to multimodal transportation infrastructure supports reduced vehicular dependency and advances the City’s mobility and connectivity objectives.

The proposed use is compatible with the established commercial character of the Buckner Boulevard corridor and is not anticipated to adversely impact surrounding development patterns. Furthermore, the request supports economic reinvestment along the corridor. The proposal is consistent with the applicable goals, policies, and land use direction outlined in ForwardDallas. Staff recommends a five-year time period due to the rapidly changing land uses in the area. This time frame will allow for necessary adjustments to plans and conditions in the future.

Development Standards

Following is a comparison table showing the development standards of the current Subarea 4, Planned Development District 366, Buckner Boulevard Special Purpose District.

District	Setback		Density/Lot Size	Height	Lot Cvrg.
	Front	Side/Rear			
Current: PD 366	15' along expressway or throughfare	0' in other cases	None; FAR 0.5 for retail and personal service uses	110'	80%

	0' in other cases		0.75 for any combination of lodging, office, and retail and personal service uses		
			2.0 for all uses combined.		

Landscaping:

Landscaping must be provided in accordance with Article X and PD 366

Parking:

Parking must be provided in accordance with the Dallas Development Code. Under the Parking Reform Development Code Amendment, the following would be required:

- No minimums for buildings 2,500 sf. or less.
- For buildings over 2,500 sf.: Minimum 1 space per 200 sf. of floor area

However, because the site is located within a half-mile of rail transit, the required parking is zero.

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 "H" MVA area.

Crime Statistics:

Crime statistics are included for informational purposes and are not a factor in staff recommendation.

The Dallas Police Department provided crime statistics from January 2025 to the present. The information is provided in the subsequent charts. There was a total of 24 calls.

Response Date	Response Time	Problem	Priority Description	Location Name	Call Disposition
1/12/2025	3:22:00 AM	DASV-Dist Active Shooter Veh	1 - Emergency	FAR WEST	R - Report
2/16/2025	1:34:00 AM	15 - Assist Officer	1 - Emergency	FAR WEST	R - Report
2/19/2025	12:38:00 PM	40 - Other	3 - General Service		NC - No Complainant
2/23/2025	1:45:00 AM	DAEV-Dist Armed Encounter Veh	1 - Emergency	FAR WEST	R - Report
2/23/2025	1:45:00 AM	DAEV-Dist Armed Encounter Veh	1 - Emergency	FAR WEST	R - Report
3/5/2025	11:26:00 AM	40/01 - Other	2 - Urgent	FAR WEST	C - Cover Only
3/29/2025	2:30:00 AM	6XA - Major Dist Ambulance	2 - Urgent	03/28 6X FAR WEST	NC - No Complainant
3/30/2025	2:05:00 AM	15A - Assist Officer w/Amb	1 - Emergency	FAR WEST	R - Report
3/30/2025	2:49:00 AM	6X - Major Dist (Violence)	2 - Urgent	FAR WEST	NC - No Complainant
4/26/2025	2:53:00 AM	6X - Major Dist (Violence)	2 - Urgent	FAR WEST	NP - No Police Action
4/27/2025	8:49:00 PM	6X - Major Dist (Violence)	2 - Urgent	FAR WEST	NC - No Complainant
4/29/2025	8:54:00 PM	40 - Other	3 - General Service		NULL
5/1/2025	2:30:00 PM	07 - Minor Accident	3 - General Service	FAR WEST	R - Report
5/17/2025	5:12:00 AM	DASV-Dist Active Shooter Veh	1 - Emergency	FAR WEST	NP - No Police Action

6/9/2025	5:03:00 PM	AC - Animal Cruelty	3 - General Service	FAR WEST	NP - No Police Action
6/23/2025	5:16:00 PM	7X - Major Accident	2 - Urgent	FAR WEST	R - Report
8/3/2025	2:08:00 AM	6XA - Major Dist Ambulance	2 - Urgent	FAR WEST	NP - No Police Action
8/16/2025	1:31:00 AM	40/01 - Other	2 - Urgent	FAR WEST	NC - No Complianant
8/16/2025	2:13:00 AM	20 - Robbery	2 - Urgent	FAR WEST	C - Cover Only
9/11/2025	1:21:00 PM	7X - Major Accident	2 - Urgent	FAR WEST	M - Mark Out Only
9/11/2025	1:21:00 PM	7X - Major Accident	2 - Urgent	FAR WEST	M - Mark Out Only
9/26/2025	8:07:00 AM	6XA - Major Dist Ambulance	2 - Urgent	FAR WEST	NP - No Police Action
10/5/2025	3:32:00 AM	6XEA - Disturbance Emergency Amb	1 - Emergency	FAR WEST	R - Report
10/20/2025	1:51:00 PM	09 - Theft	4 - non-Critical	FAR WEST	R - Report

CPC Action

March 5, 2026

Motion: It was moved to recommend **approval** of an amendment to Specific Use Permit 1730 for an alcoholic beverage establishment limited to a private-club bar for a five-year period, subject to conditions, on property zoned IM Industrial Manufacturing District and Subarea 4 within Planned Development District 366, Buckner Boulevard Special Purpose District, on the northeast corner of South Buckner Boulevard and Kipling Drive.

Maker: Serrato
Second: Sims
Result: Carried: 14 to 0

For: 14 - Sims, Hampton, Herbert, Forsyth, Serrato,
Carpenter, Franklin Koonce, Housewright,
Kocks, Coffman, Hall, Kingston, Rubin

Against:
Absent: 1 - Wheeler-Reagan
Vacancy: 0

Notices: Area: 300 Mailed: 16
Replies: For: 1 Against: 0

Speakers: For: Rob Baldwin, 3904 Elm St., Dallas, TX, 75226
Against: None

List of Officers

Promotions Iguana, LLC

Alfredo Hinojosa, President

Gabriela Rodriguez, Operator / Manager

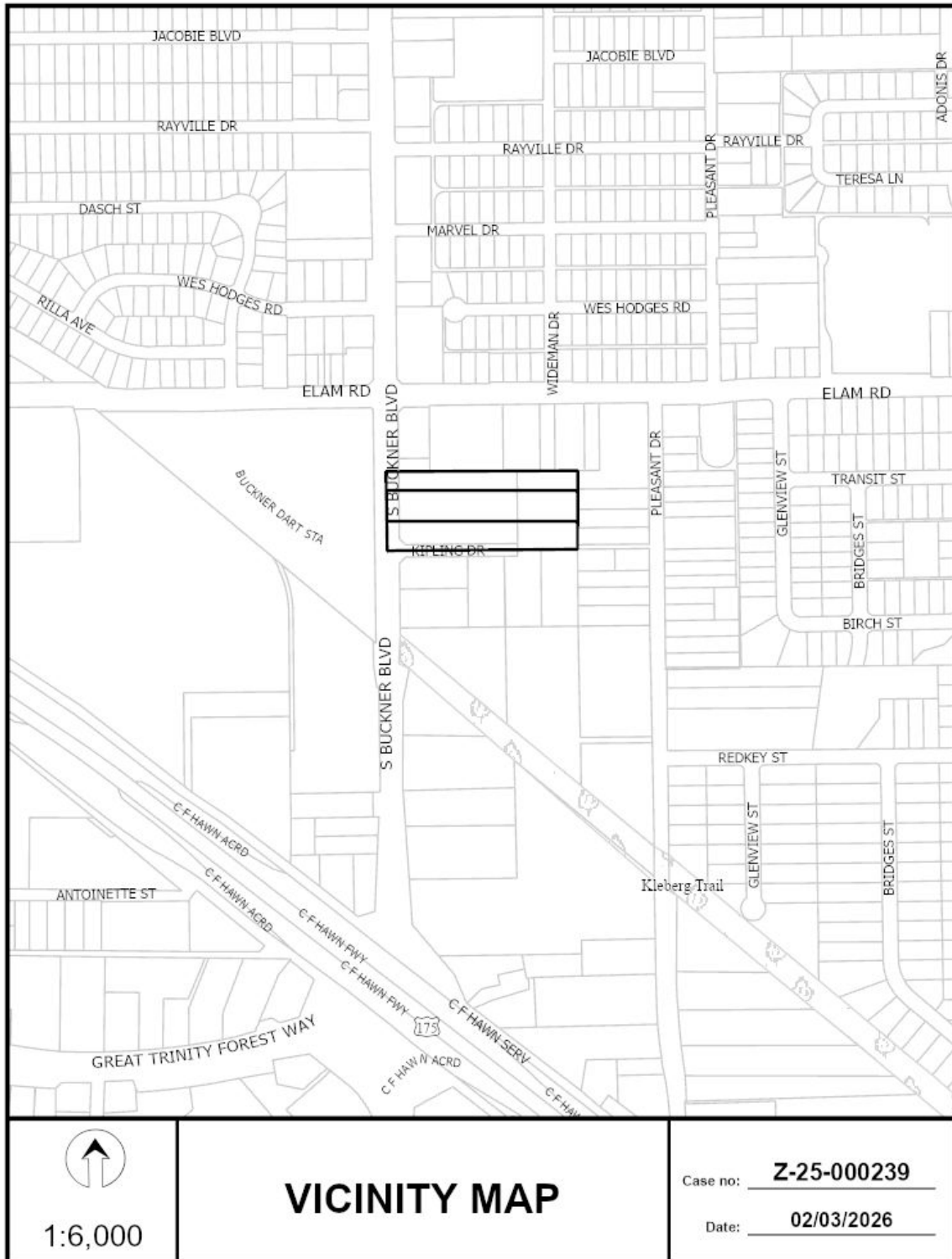
What's Hot Fun World, Ltd.

What's Hot Fun World GP, LLC

Robert Milligan, Director

Existing SUP 1730 Conditions

1. USE: The only use authorized by this specific use permit is an alcoholic beverage establishment limited to a private-club bar.
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 [five years after passage] [June 26, 2026].
4. LANDSCAPING: Landscaping must be provided and maintained in accordance with Article X of the Dallas Development Code, as amended. A minimum landscape buffer of 10 feet must be maintained on the eastern property line. Trees must be provided in accordance with the landscape buffer requirements of Article X.
5. FLOOR AREA: The maximum floor area is 33,000 square feet.
6. HOURS OF OPERATION: The alcoholic beverage establishment limited to a private-club bar may only operate between 11:00 a.m. and 12:00 a.m. (midnight), Sunday through Thursday, and between 11:00 a.m. and 2:00 a.m. (the next day), Friday through Saturday.
7. INGRESS AND EGRESS: Ingress and egress must be provided in the locations shown on the attached site plan. No other ingress or egress is allowed.
8. ON-SITE SECURITY: When the alcoholic beverage establishment limited to a private club-bar is operating, a minimum of two security guards must be provided on site after 9:00 p.m. The security guards must monitor the Property and required parking areas.
9. PARKING LOT LIGHTING: All parking lot light fixtures within 250 feet of the eastern property line must be full cutoff fixtures mounted so light is contained on-site and does not cross a property line. The maximum height of light fixtures is 30 feet. No light fixture may be located within 40 feet of the eastern property line.
10. SCREENING: A six-foot-high solid screening fence must be provided along the eastern boundary of the Property, as shown on the attached site plan.
11. MAINTENANCE: The Property must be properly maintained in a state of good repair and neat appearance
12. 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.



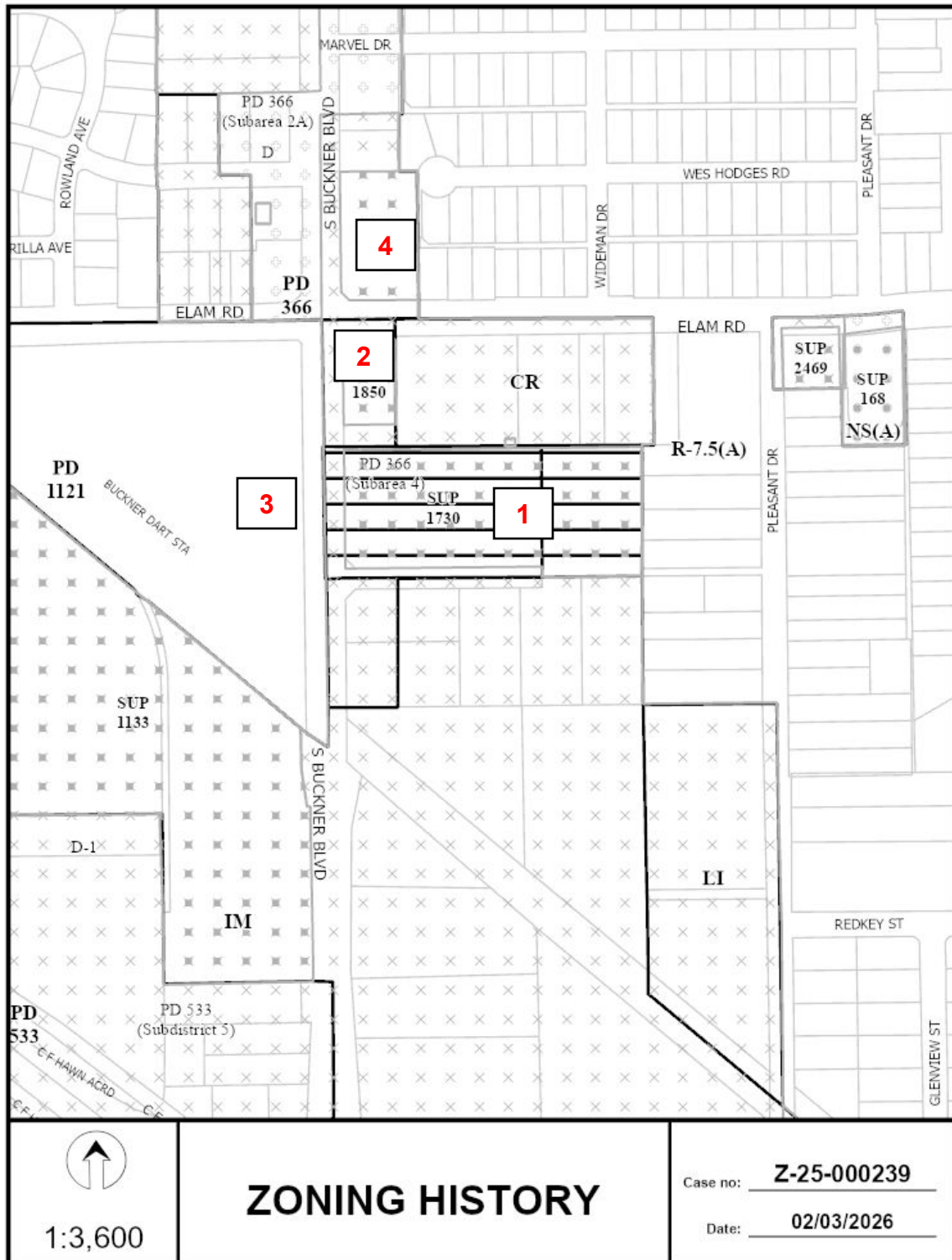


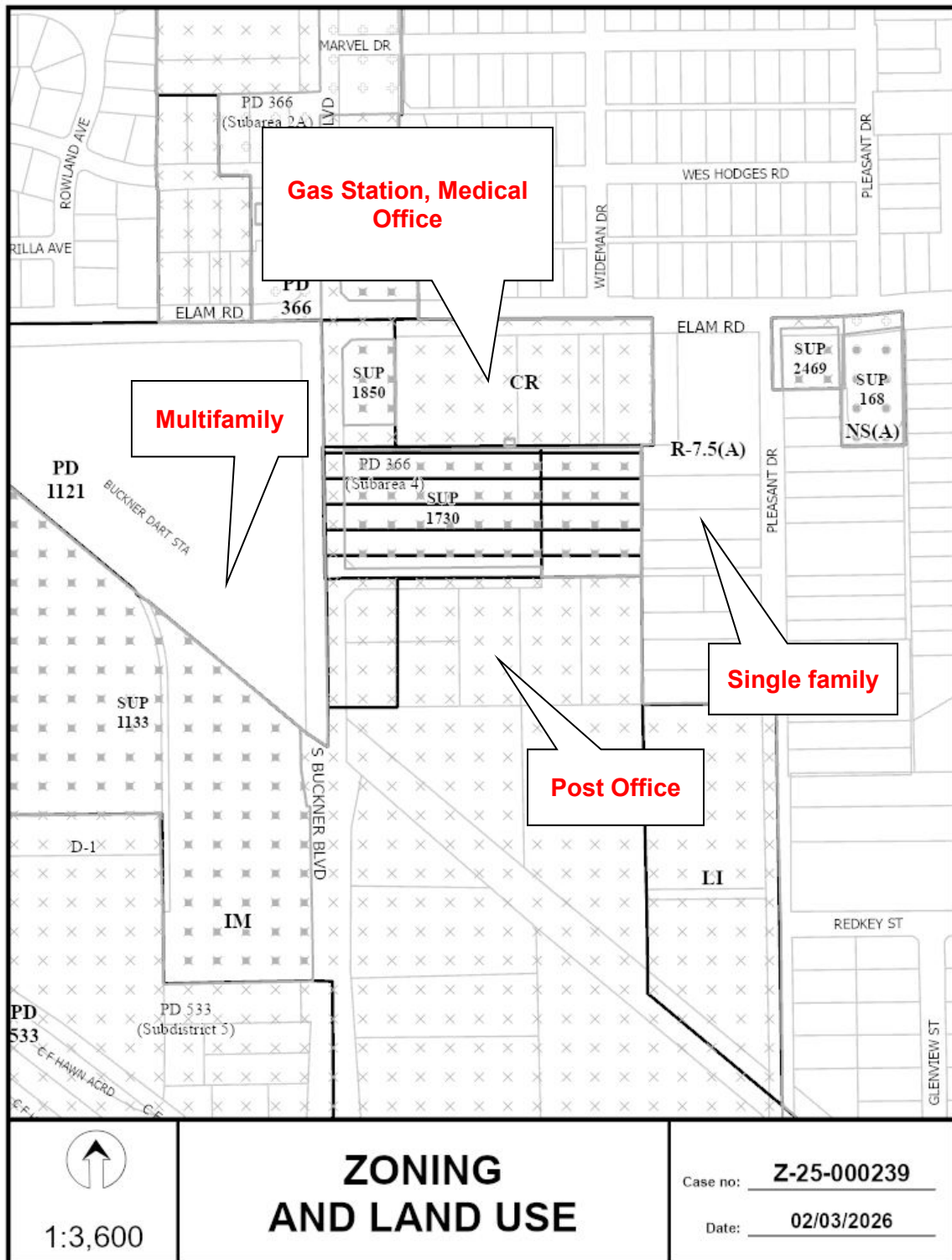
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AERIAL MAP

Case no: **Z-25-000239**

Date: **02/03/2026**

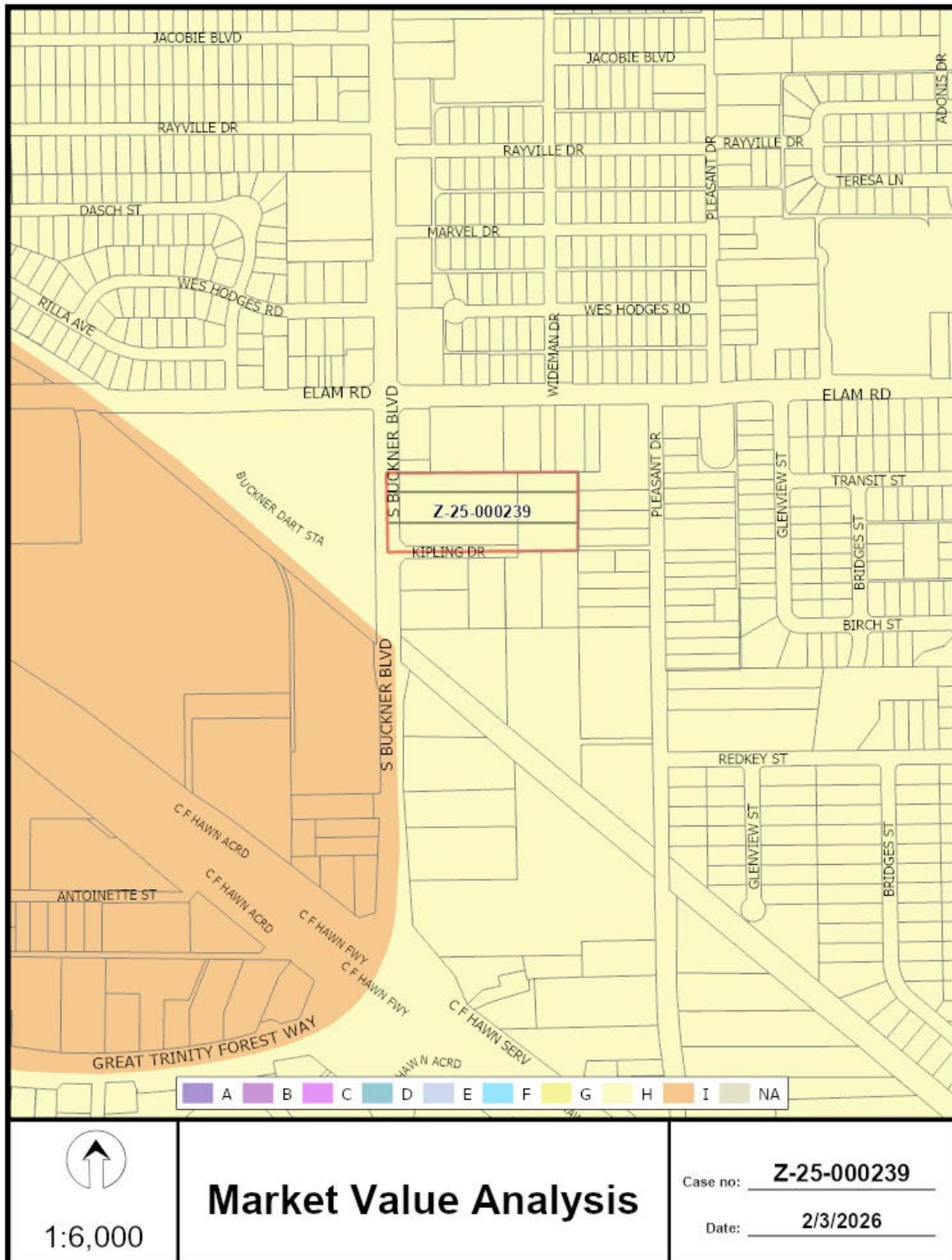


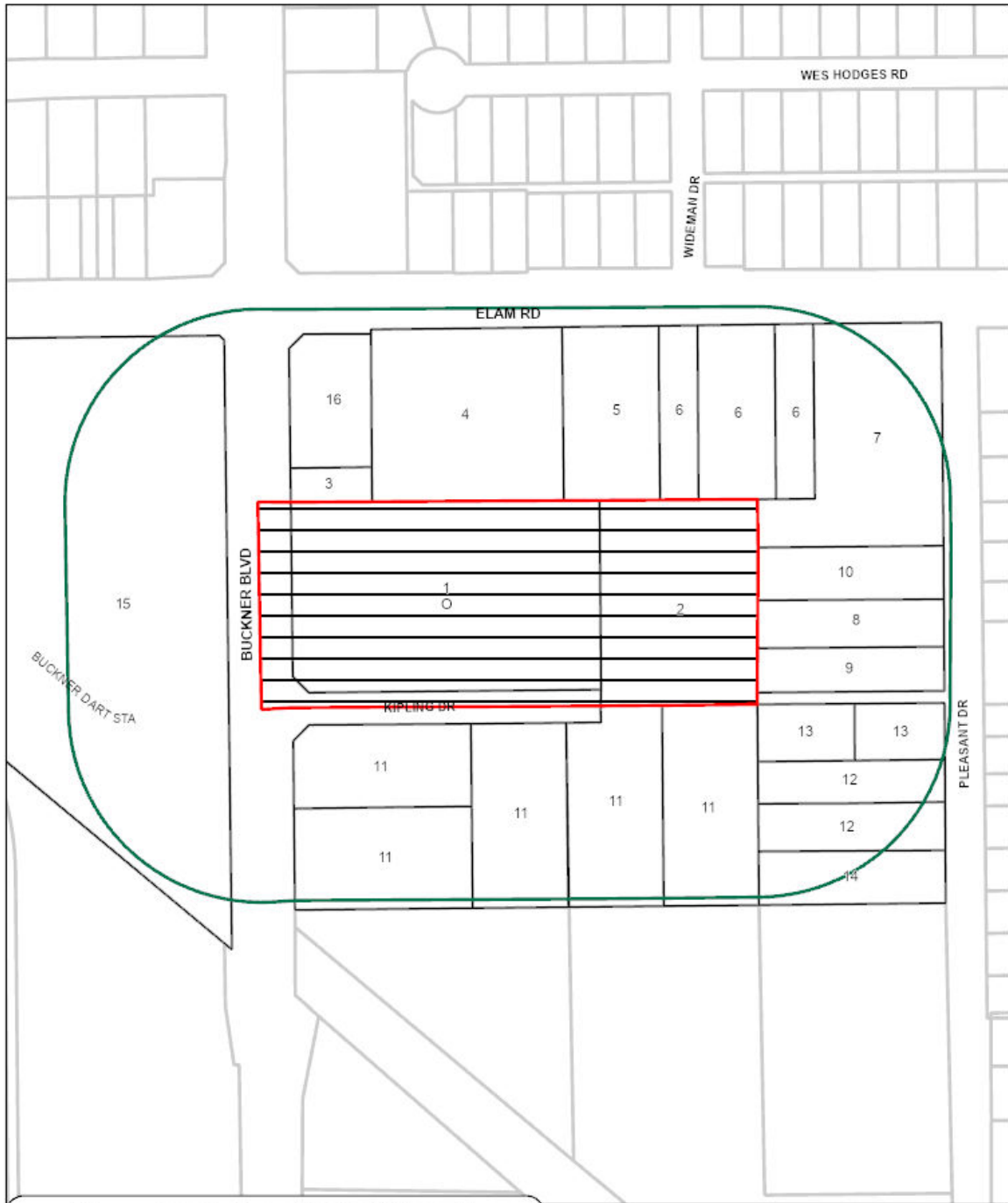


ZONING AND LAND USE

Case no: **Z-25-000239**

Date: **02/03/2026**





<u>16</u>	Property Owners Notified (24 parcels)
<u>1</u>	Replies in Favor (1 parcel)
<u>0</u>	Replies in Opposition (0 parcels)
<u>300'</u>	Area of Notification
<u>3/5/2026</u>	Date

Z-25-000239
CPC



1:2,400

03/04/2026

Reply List of Property Owners

Z-25-000239

16 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	400 S BUCKNER BLVD	WHATS HOT FUND WORLD LTD
	2	8106 KIPLING DR	MILLIGAN ROBERT K
	3	426 S BUCKNER BLVD	PREECE & PREECE INC
	4	8114 ELAM RD	SOUTHWESTERN BELL
	5	8202 ELAM RD	AMDAS LLC
	6	8214 ELAM RD	MILLIGAN ROBERT
	7	8238 ELAM RD	IGLESIA BAUTISTA NUEVA
	8	411 PLEASANT DR	BELTRAN MARTIN &
	9	405 PLEASANT DR	AGUILAR PRISCILLA M
	10	415 PLEASANT DR	CASTANEDA JOSE
	11	316 S BUCKNER BLVD	U S POSTAL SERVICE
	12	351 PLEASANT DR	BUSSELL FAMILY LIVING TRUST
	13	363 PLEASANT DR	ESPINOSA ROCIIA JAIME
	14	343 PLEASANT DR	BUSSELL JAMES P
	15	8008 ELAM RD	DALLAS AREA RAPID TRANSIT
	16	440 S BUCKNER BLVD	ELAM CROSSING LP