
FILE NUMBER: Z234-336(CR) **DATE FILED:** August 30, 2024
LOCATION: North line of Main Street, east of South Akard Street
COUNCIL DISTRICT: 14
SIZE OF REQUEST: ± 2,500 sq. ft. **CENSUS TRACT:** 48113003103

REPRESENTATIVE: Rob Baldwin, Baldwin Associates, LLC
OWNER: 1519 Main Property, LP
APPLICANT: Hospitality Alliance 1519 Main, LLC
REQUEST: An application for a Specific Use Permit for a commercial amusement (inside) on property zoned Planned Development District No. 619.
SUMMARY: The purpose of the request is to allow a commercial amusement (inside) use within an existing unit.

CPC RECOMMENDATION: Approval for a five-year period, subject to a site plan and amended conditions.

STAFF RECOMMENDATION: Approval for a five-year period, subject to a site plan and amended conditions.

BACKGROUND INFORMATION:

- The approximately 2,500-square-foot area of request is developed with a multi-story building built in 1928. The commercial amusement (inside) use would occupy approximately 4,473 square feet of the existing building, which is currently vacant.
- The proposed request is to allow for commercial amusement (inside) use, which is defined as the following per Section 51A-4.210(b)(7) of the Dallas Development Code: “a facility wholly enclosed in a building that offers entertainment or games of skill to the general public for a fee. This use includes but is not limited to an adult arcade, adult cabaret, adult theater, amusement center, billiard hall, bowling alley, children’s amusement center, dance hall, motor track, or skating rink.”
- The area of request is located within Subdistricts A, B, and C within Planned Development District No. 619.
- Specific Use Permit No. 1958 allows for an attached projecting non-premise district activity videoboard sign on the western portion of the property. This case does not modify this SUP.

Zoning History:

There have been three zoning cases in the area in the last five years:

1. **Z212-234:** On September 28, 2022, the City Council approved an application for a Specific Use Permit for an alcoholic beverage establishment limited to a bar, lounge, or tavern and a commercial amusement (inside) on property zoned Planned Development District No. 619 with Specific Use Permit No. 2411 for an attached projecting non-premise district activity videoboard sign, located on the northwest line of Elm Street, northeast of North Akard Street.
2. **Z201-278:** On December 8, 2021, the City Council approved an application for the renewal of Specific Use Permit No. 1791 for an attached projecting non-premise district activity videoboard sign on property zoned Planned Development District No. 619 with H/37 Kirby Building Historic Overlay, located on the southeast corner of Elm Street and North Akard Street.
3. **Z201-269:** On October 13, 2021, the City Council approved an application for the renewal of Specific Use Permit No. 1788 for an attached projecting non-premise district activity videoboard sign on property zoned Planned Development District No. 619, with H/36 Adolphus Historic District Overlay, located on the south line of Main Street, east of South Field Street.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Main Street	Two-way in two directions, on the Central Business District (CBD) Plan	80 feet

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.

STAFF ANALYSIS:

Comprehensive Plan:

The *forwardDallas!* Comprehensive Plan was adopted by the City Council in June 2006. The *forwardDallas!* Comprehensive Plan outlines several goals and policies which can serve as a framework for assisting in evaluating the applicant’s request.

The request complies with the following land use goals and policies of the Comprehensive Plan:

ECONOMIC ELEMENT

GOAL 2.3 BUILD A DYNAMIC AND EXPANDED DOWNTOWN

Policy 2.3.3 Work with property owners and stakeholders to preserve and enhance the image of Downtown Dallas.

URBAN DESIGN ELEMENT

GOAL 5.2 PROMOTE A SENSE OF PLACE, SAFETY AND WALKABILITY

Policy 5.1.2 Define urban character in Downtown and urban cores.

GOAL 5.3 ESTABLISH WALK-TO CONVENIENCE

Policy 5.3.1 Encourage a balance of land uses within walking distance of each other.

Area Plan(s):

The *Downtown Dallas 360 Plan* was adopted in April 2011 and updated in December 2017. The Plan was adopted as a guide to future City Council actions concerning land use and development regulations, transportation and economic development, and capital improvement expenditures in the area generally bounded by a two-and-a-half-mile radius centered on the intersection of Main Street and Akard Street.

The area of request is located within the Main Street District, one of the core-supporting districts, as identified by the Plan.

As Downtown's historic heart of commerce, the Main Street District remains the geographic center and primary gathering space for a large, expansive city core. New residential towers and adaptive re-use projects also help to make Main Street a vibrant mixed-use district.

The separate detailed Main Street District Retail Activation Strategy focuses on the core area of Main Street between Harwood and Field. This core of activity is also one of the five Focus Areas studied in greater depth in the 360 Plan. As the Main Street District implements components of the Retail Activation Strategy, the district is envisioned to continue its evolution into a contemporary, dynamic retail destination. Boutique retailers, unique restaurants, and a lively, artistic public realm will complement each other in an exciting environment that is second to none in the region. As the core Retail Activation Area is fully revitalized, blocks in other parts of the Main Street District should embrace improvements to the public realm to spark additional investment along streets such as Commerce and Elm.

Furthermore, the area of request is located within the Primary Retail Area / Activity Node as identified by the Main Street District Retail Activation Strategy proposed by the 360 Plan. By proposing the redevelopment and activation of vacant retail space, staff find the applicant's request is consistent with the *Downtown Dallas 360 Plan*.

Land Use:

	Zoning	Land Use
Site	Subdistricts A, B, and C, within Planned Development District No. 619.	Vacant
North	Subdistricts A, B, and C, within Planned Development District No. 619.	Miscellaneous retail, hotel, multifamily, and restaurant without drive-in or drive-through service uses
East	Subdistricts A, D, and E, within Planned Development District No. 619.	Miscellaneous retail, hotel, multifamily, and restaurant without drive-in or drive-through service uses
South	Subdistricts A, D, and E, within Planned Development District No. 619.	Miscellaneous retail, hotel, multifamily, and restaurant without drive-in or drive-through service uses
West	Subdistricts A, B, and C, within Planned Development District No. 619.	Miscellaneous retail, hotel, multifamily, and restaurant without drive-in or drive-through service uses

Land Use Compatibility:

The approximately 2,500-square-foot area of request is developed with a multi-story building. The commercial amusement (inside) use would occupy approximately 4,473 square feet of the existing building, which is currently vacant. The proposed request is to allow for commercial amusement (inside) use, which is defined as the following per Section 51A-4.210(b)(7) of the Dallas Development Code: “a facility wholly enclosed in a building that offers entertainment or games of skill to the general public for a fee. This use includes but is not limited to an adult arcade, adult cabaret, adult theater, amusement center, billiard hall, bowling alley, children’s amusement center, dance hall, motor track, or skating rink.”

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.

The applicant's request, subject to the attached conditions, is consistent with the intent of the Dallas Development Code. Similar commercial amusement (inside) uses are also found in the surrounding area, including that approved by Specific Use Permit No. 2467 located on the block north of the area of request.

Landscaping:

Landscaping must be provided in accordance with Article X of the Dallas Development Code, as amended.

Parking:

The proposed development will comply with the requirements of the Dallas Development Code for parking. According to CA-1(A) district regulations, no parking is required for a use located within a building built before 1967.

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 currently in an "F" MVA area.

LIST OF OFFICERS

1519 Main Property, LP

Scott Remphrey, Owner, General Partner

Michael D. Decker, Owner, General Partner

Hospitality Alliance 1519 Main, LLC

Kevin P. Lillis, Applicant, President and Managing Principal

CPC ACTION
February 6, 2025

Motion: It was moved to recommend **approval** of an application for a Specific Use Permit for a commercial amusement (inside) for a five-year period with the following change: no outdoor amplified sound permitted, subject to conditions and a site plan, on property zoned Planned Development District No. 619, on the north line of Main Street, east of South Akard Street.

Maker: Kingston
Second: Hampton
Result: Carried: 10 to 0

For: 10 - Hampton, Herbert, Forsyth, Shidid,
Carpenter, Wheeler-Reagan, Franklin,
Housewright, Hall, Kingston

Against: 0
Absent: 4 - Chernock, Sleeper, Haqq, Rubin
Vacancy: 0
Conflict: 1 - Nightengale*

*out of the room when vote was taken

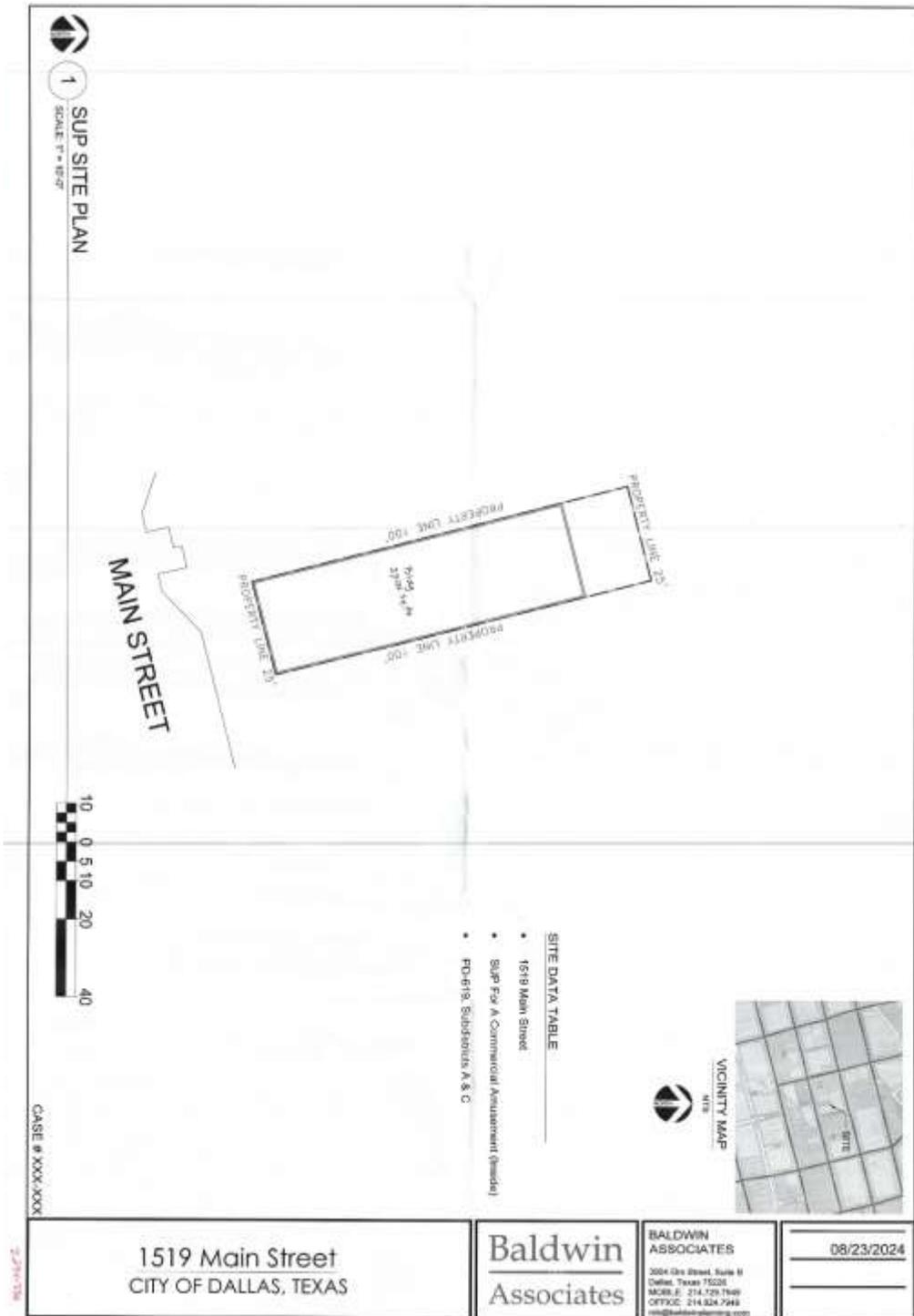
Notices: Area: 500 Mailed: 66
Replies: For: 0 Against: 2

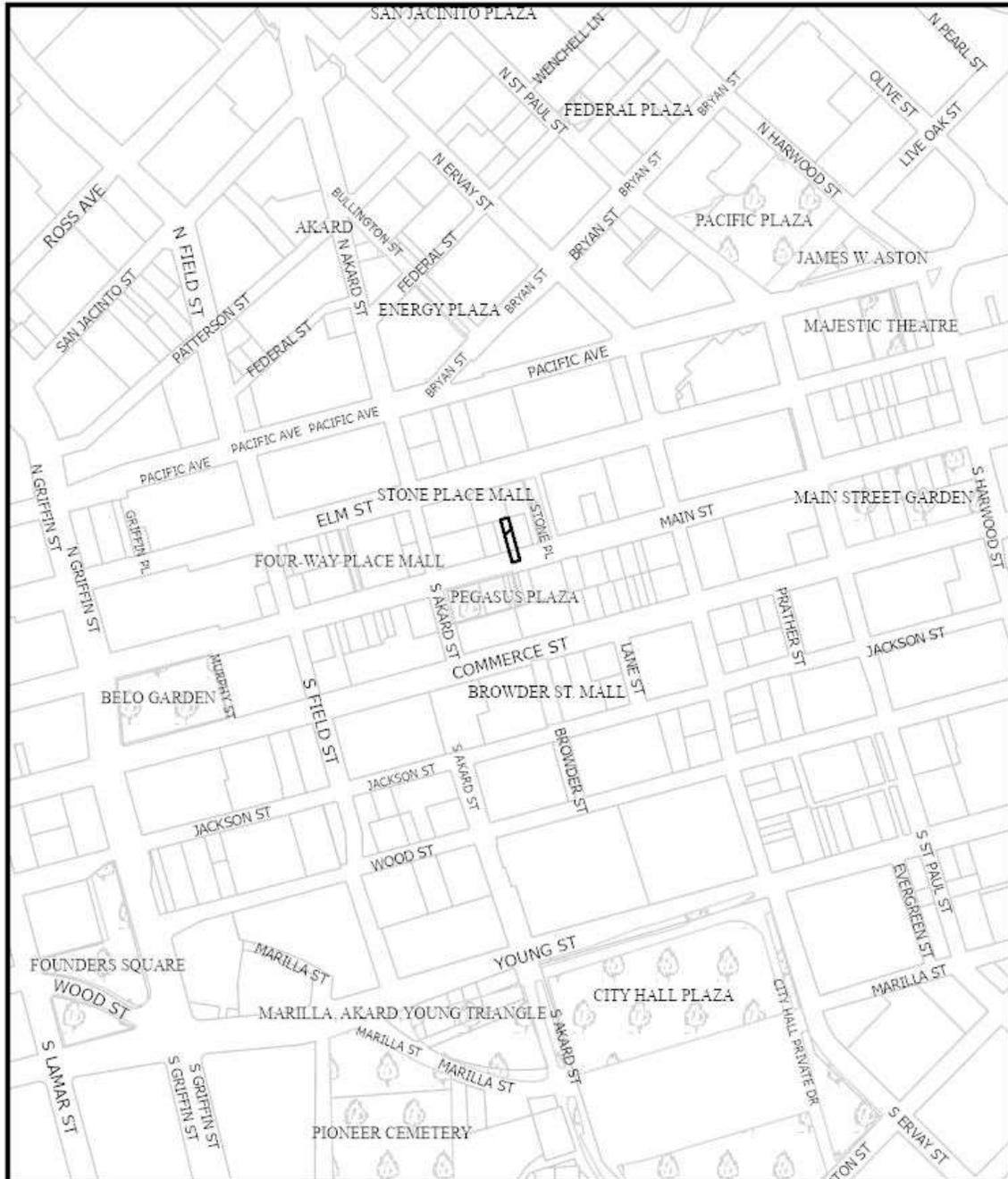
Speakers: For: Rob Baldwin, 3904 Elm St., Dallas, TX, 75226
Against: None

CPC RECOMMENDED CONDITIONS

1. **USE:** The only use authorized by this specific use permit is a commercial amusement (inside).
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 from the passage of this ordinance).
4. **FLOOR AREA:** The maximum floor area for a commercial amusement (inside) is 4,473 square feet.
5. **OUTDOOR SPEAKERS:** No outdoor speakers are permitted.
6. **MAINTENANCE:** The Property must be properly maintained in a state of good repair and neat appearance.
7. **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.

CPC RECOMMENDED SITE PLAN



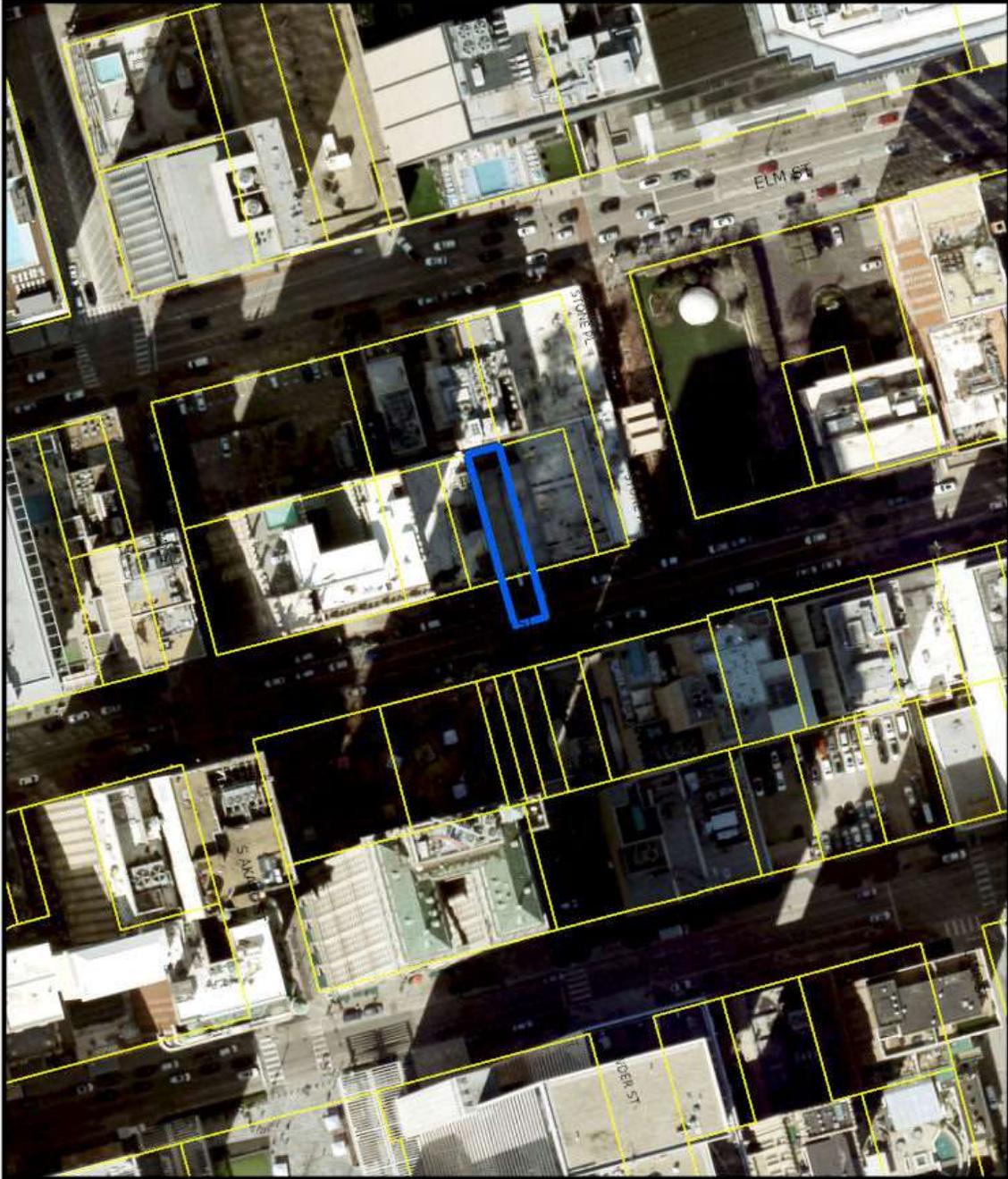


1:4,800

VICINITY MAP

Case no: **Z234-336**

Date: **01/10/2025**

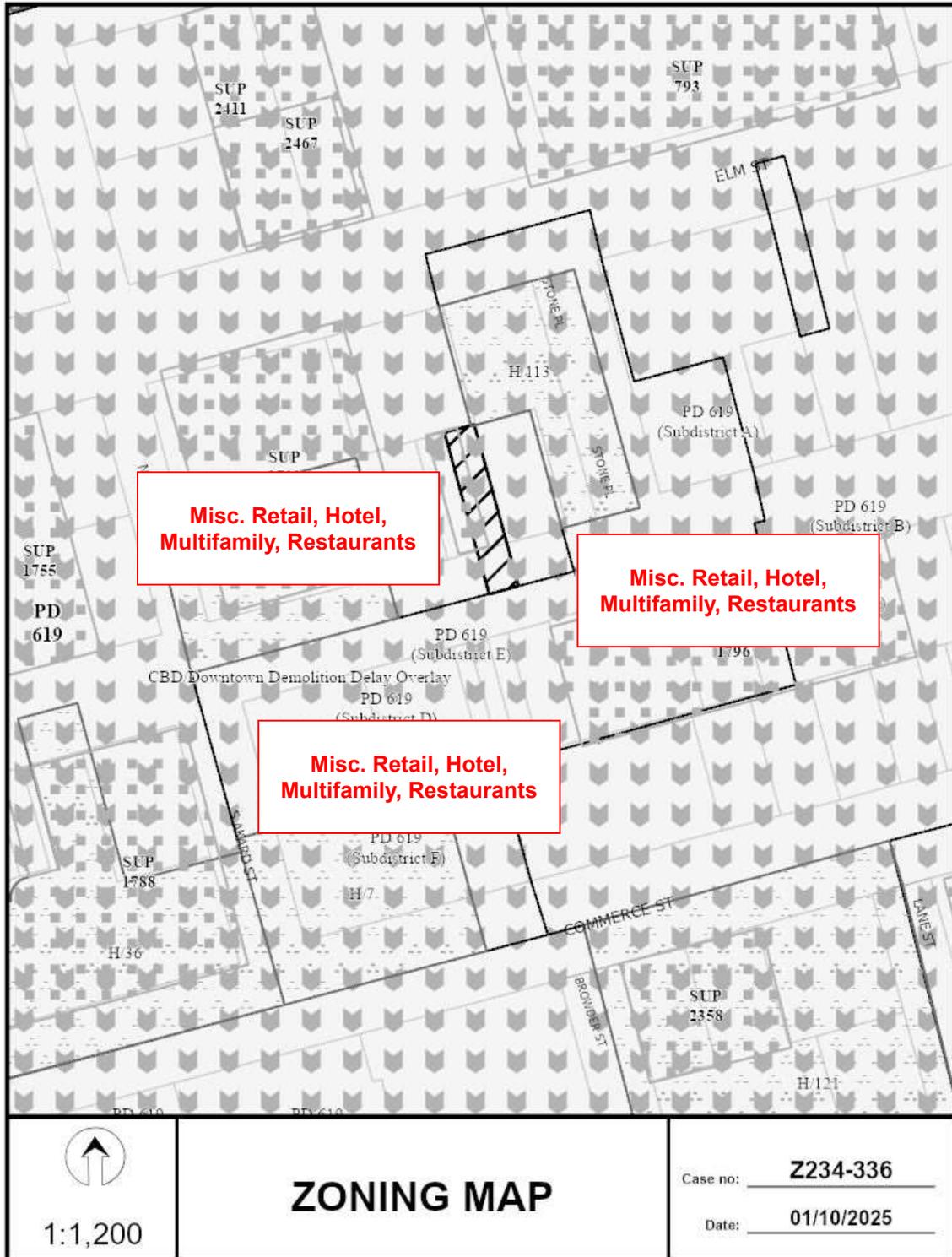


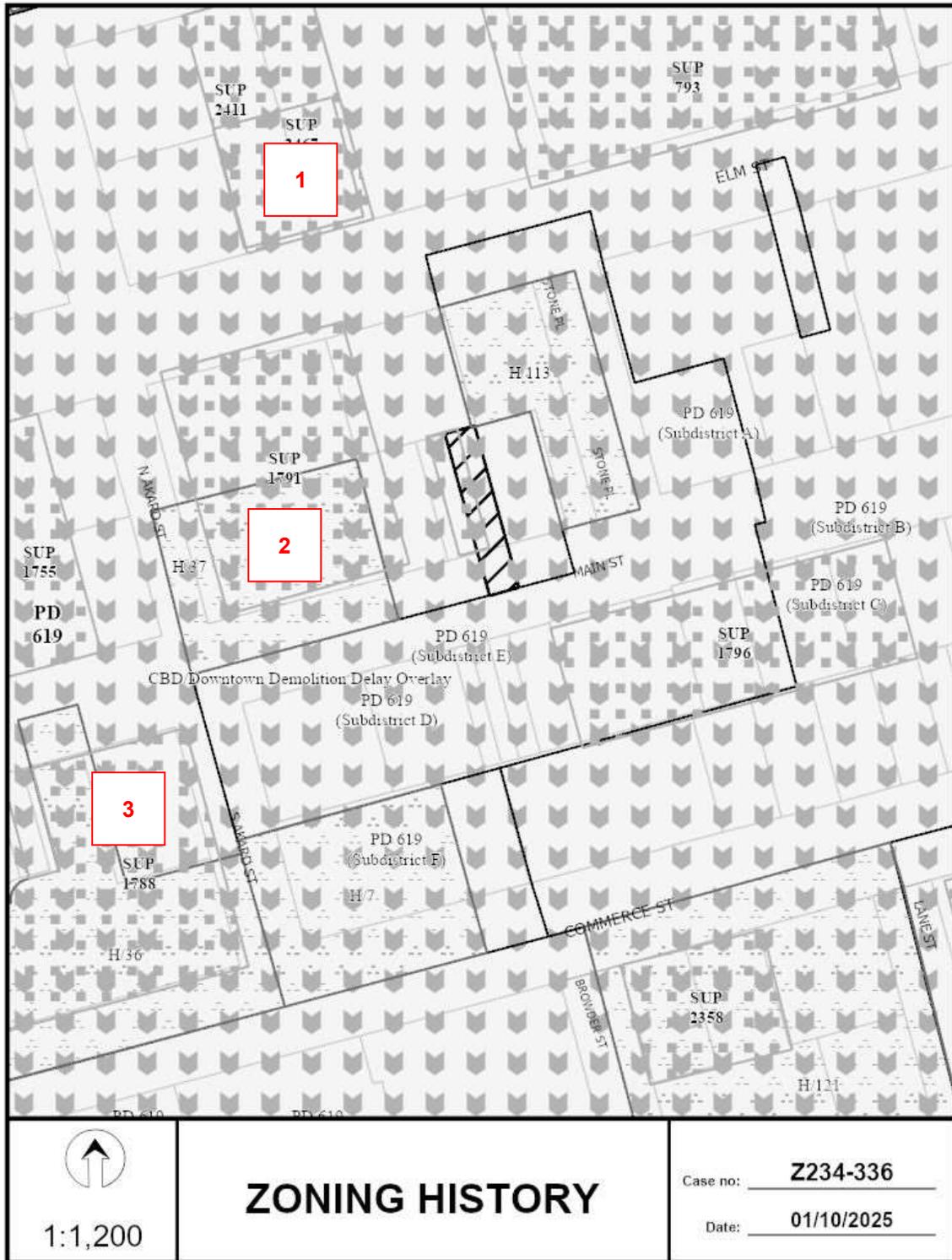
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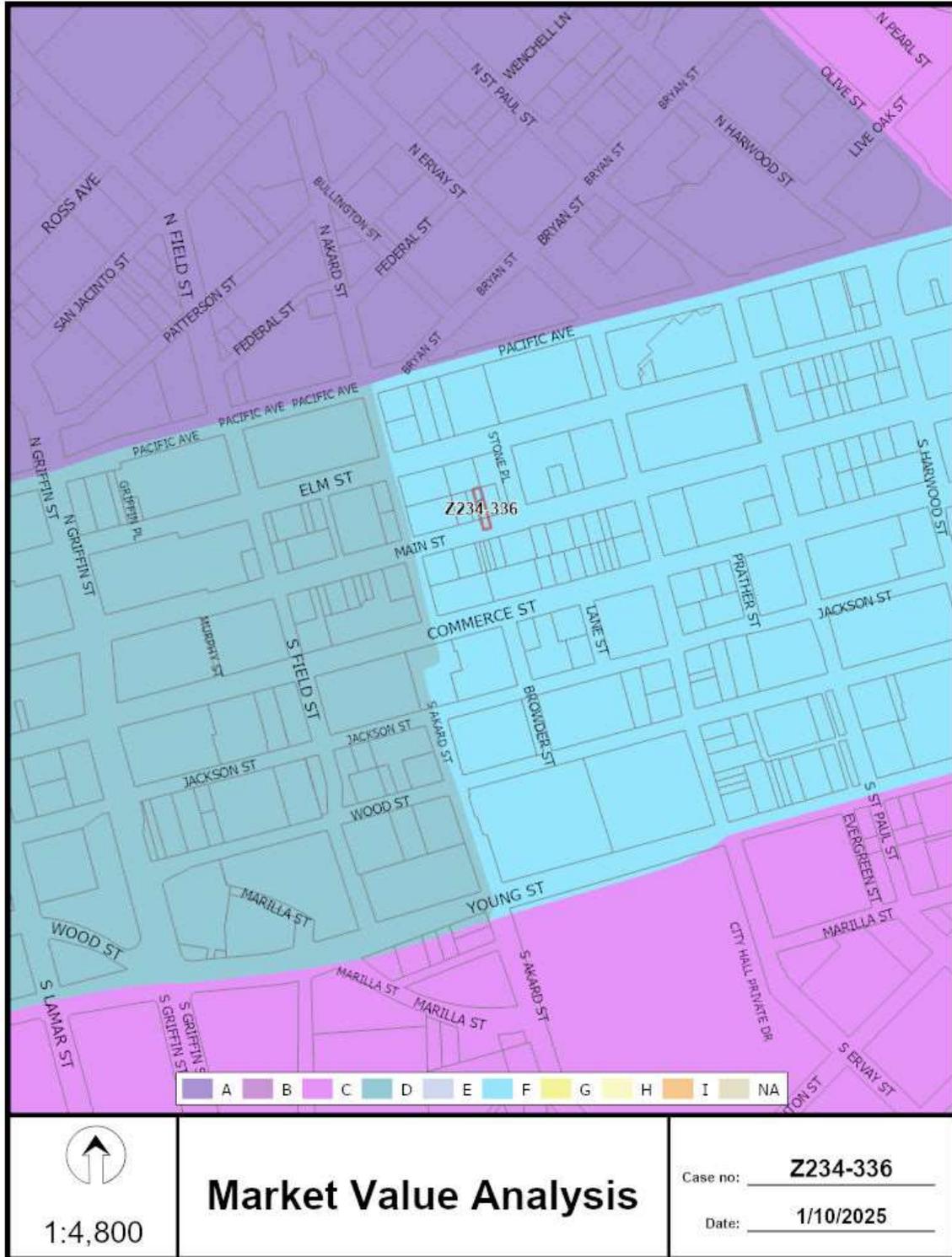
AERIAL MAP

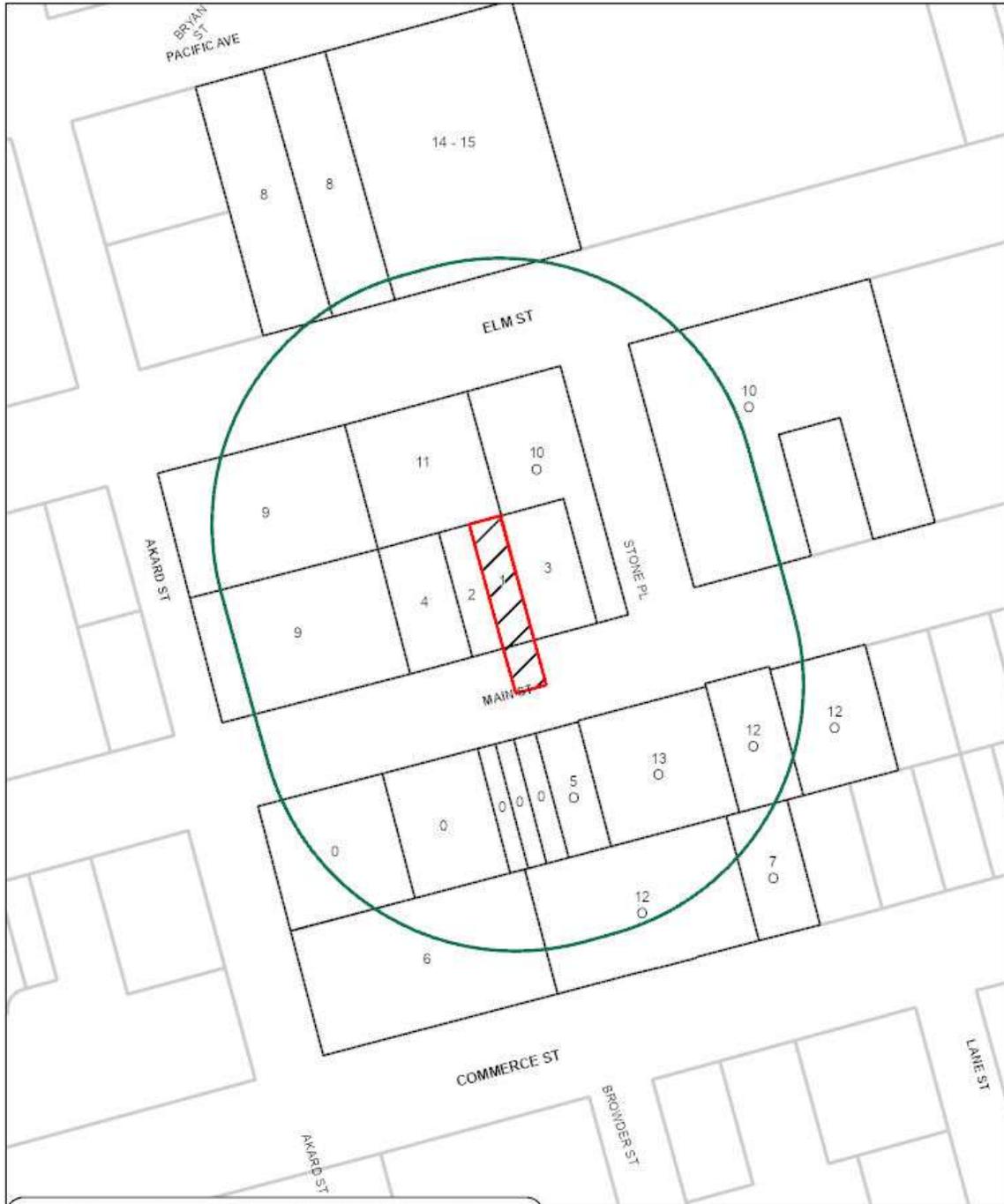
Case no: Z234-336

Date: 01/10/2025









15	Property Owners Notified (24 parcels)
5	Replies in Favor (8 parcels)
0	Replies in Opposition (0 parcels)
200'	Area of Notification
2/6/2025	Date

Z234-336
CC



1:1,200

02/05/2025

Reply List of Property Owners

Z234-336

15 Property Owners Notified

5 Property Owners in Favor

0 Property Owners Opposed

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
	1	1519 MAIN ST	1519 MAIN PROPERTY LP
	2	1517 MAIN ST	MEADOWCREST LLC
	3	1521 MAIN ST	SJC RC
	4	1515 MAIN ST	LEGAL AID OF NORTHWEST TEXAS
O	5	1520 MAIN ST	1520 MAIN LLC
	6	1401 COMMERCE ST	SUPREME BRIGHT DALLAS IV LLC
O	7	1513 COMMERCE ST	1530 MAIN LP
	8	1511 ELM ST	1601 ELM HOLDINGS LP
	9	1502 ELM ST	KIRBY APARTMENTS LP THE
O	10	1520 ELM ST	ELM AT STONEPLACE HOLDINGS LLC
	11	1514 ELM ST	MID ELM LP
O	12	1501 COMMERCE ST	1600 MAIN STREET HOLDINGS LP
O	13	1530 MAIN ST	DUNHILL 1530 MAIN LP
	14	1600 PACIFIC AVE	1600 PACIFIC LANDLORD LLC
	15	1555 ELM ST	RBHRIP DALLAS MULTIFAMILY LLC