

FILE NUMBER: Z234-223(LC) **DATE FILED:** April 29, 2024
LOCATION: Northwest corner of Main Street and North Crowds Street
COUNCIL DISTRICT: 2
SIZE OF REQUEST: 3,920 square feet **CENSUS TRACT:** 48113020401

REPRESENTATIVE: Audra Buckley, Permitted Development

OWNER: Main Properties, LLC

APPLICANT: Trinity Cider

REQUEST: An application for a Specific Use Permit, for a microbrewery, microdistillery, or winery, located on property zoned Tract A within Planned Development District No. 269, the Deep Ellum/Near East Side District.

SUMMARY: The purpose of the request is to allow a microbrewery, microdistillery, or winery on the property.

STAFF RECOMMENDATION: Denial.

BACKGROUND INFORMATION:

- The area of request is currently a vacant building zoned PD. No 269, Tract A.
- Geographically located in Deep Ellum, approx. 1.5 miles from downtown Dallas.
- This is a corner lot and has frontage on both Main Street and North Crowdus Street.
- Proposed hours of operation will be between 11:00 a.m. and 12:00 a.m. (midnight), Monday through Sunday.
- Applicant is requesting a five-year time period for the new SUP.

Zoning History:

There have been seven zoning case in the area in the last five years.

1. **Z190-219:** On August 12, 2020, City Council approved an application for the renewal of Specific Use Permit No. 2050 for a bar, lounge, or tavern on property zoned Tract A within Planned Development District No. 269, the Deep Ellum/Near East Side District, located on the south line of Elm Street, west of North Crowdus Street.
2. **Z190-257:** On October 28, 2020, City Council approved an application for a Specific Use Permit for an alcoholic beverage establishment limited to a bar, lounge, or tavern use on property zoned Tract A within Planned Development District No. 269, the Deep Ellum/Near East Side Special Purpose District, located on the south line of Elm Street, west of Crowdus Street.
3. **Z190-267:** On October 13, 2021, City Council approved an application for the renewal of Specific Use Permit No. 1982 for a bar, lounge, or tavern with commercial amusement (inside) for a dance hall use on property zoned Tract A within Planned Development District No. 269, the Deep Ellum/Near East Side Special Purpose District, located on the southwest corner of Elm Street and Crowdus Street.
4. **Z212-137:** On March 12, 2022, City Council approved an application for a Specific Use Permit for a bar, lounge or tavern and an inside commercial amusement use limited to live music venue on property within the Tract A portion of Planned Development District No. 269, the Deep Ellum/Near East Side Special Purpose District located on the South Line of Elm Street, West of Crowdus Street.
5. **Z212-255:** On November 9, 2022, City Council approved an application for a Specific Use Permit for a bar, lounge or an inside commercial amusement use limited to a live music venue on property within the Tract A portion of Planned

Development District No. 269, the Deep Ellum/Near East Side Special Purpose District, located on the south line of Elm Street, west of North Crowdus Street.

6. **Z212-334:** On May 10, 2023, City Council denied without prejudice an application for a Specific Use Permit for an alcoholic beverage establishment limited to a bar, lounge, or tavern use on property zoned Tract A within Planned Development District No. 269, the Deep Ellum/Near East Side District on the north side of Main Street at the terminus of Pryor Street, between North Good Latimer Expressway and North Crowdus Street.
7. **Z234-104:** On April 10, 2023, City Council approved an application for an amendment to Specific Use Permit No. 1982 for a bar, lounge, or tavern and an inside commercial amusement limited to a Class A dance hall on property zoned Tract A within Planned Development District No. 269, the Deep Ellum/Near East Side District, on the southwest corner of Elm Street and North Crowdus Street.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Main Street	Local Street	-
North Crowdus Street	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.

STAFF ANALYSIS:

Comprehensive Plan:

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

The request does not comply with the following land use goals and policies of the Comprehensive Plan:

LAND USE ELEMENT

GOAL 1.1 ALIGN LAND USE STRATEGIES WITH ECONOMIC DEVELOPMENT PRIORITIES

Policy 1.1.3 Build a dynamic and expanded Downtown.

Policy 1.1.5 Strengthen existing neighborhoods and promote neighborhoods' unique characteristics.

Policy 1.1.7 Ensure appropriately located capacity to achieve growth targets.

GOAL 1.2 PROMOTE DESIRED DEVELOPMENT

Policy 1.2.1 Use Vision Building Blocks as a general guide for desired development patterns.

Policy 1.2.2 Establish clear and objective standards for land use planning.

ECONOMIC ELEMENT

GOAL 2.5 FOSTER A CITY OF GREAT NEIGHBORHOODS

Policy 2.5.1 Promote strong and distinctive neighborhoods to enhance Dallas' quality of life.

URBAN DESIGN ELEMENT

GOAL 5.1 PROMOTE A SENSE OF PLACE, SAFETY AND WALKABILITY

Policy 5.1.1 Promote pedestrian-friendly streetscapes

Policy 5.1.2 Define urban character in Downtown and urban cores.

Policy 5.1.3 Encourage complementary building height, scale, design and character

Policy 5.1.4 Enhance visual enjoyment of public space.

Land Use:

	Zoning	Land Use
Site	PD. No. 269	Vacant building
North	PD. No. 269	Commercial retail
South	PD. No. 269	Commercial retail
East	PD. No. 269	Commercial retail
West	PD. No. 269	Commercial retail

Land Use Compatibility:

The area of request is currently a vacant building (approx. 3,920 square feet in total size), zoned PD. No 269, Tract A.

To the north, south, east, and west of the property are commercial retail uses including restaurants and bars. To the immediate west of the subject site is a barber school. Although there are existing commercial uses around the subject site and in the immediate surrounding area, staff is not in support of the proposed request, as staff believes it may be inappropriate next to the mentioned institutional use directly adjacent. Therefore, staff finds the applicant’s requested SUP to allow a microbrewery, microdistillery, or winery on the property to not be compatible with the area. Staff does not support the applicant’s request.

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

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in accordance with a comprehensive plan for the purpose of promoting the health, safety, morals, and general welfare of the city.

Staff does not support the request because the use is foreseen to be detrimental to surrounding uses and properties.

Landscaping:

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

Parking:

The parking regulations in PD No. 269 establish that no off-street parking spaces are required for the first 5,000 square feet of floor area in a retail-related use or professional, personal service, and custom crafts use that has a separate certificate of occupancy if the use is located in an original building. Given the area of request for the new SUP is under the 5,000 square feet requirement, as mentioned above, the request does not have off-street parking requirements to meet.

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 currently in a “F” MVA area. There is an “F” MVA area to the north, south, east, and west of the subject site.

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List of Officers

Trinity Cider, LLC

Bryan Meyer, Managing Member/Principal
Evan Kalstad, Managing Member/Principal

Main Properties, LLC

DECCO, LLC Managing Member
Don E Cass, Managing Member
Richard D Cass, Managing Member

APPLICANT'S PROPOSED CONDITIONS

1. USE: The only use authorized by this specific use permit is a microbrewery, microdistillery, or winery.
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 passage of ordinance.)
4. FLOOR AREA: The maximum floor area for a microbrewery, microdistillery, or winery is limited to 2,250 square feet in the location shown on the attached site plan.
5. HOURS OF OPERATION: The microbrewery, microdistillery, or winery may only operate between 11:00 a.m. and 12:00 a.m. (midnight), Monday through Sunday.
6. OUTSIDE SPEAKERS: Outside speakers are prohibited.
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 follow all federal and state laws and regulations and with all conditions, rules, and regulations of the City of Dallas.

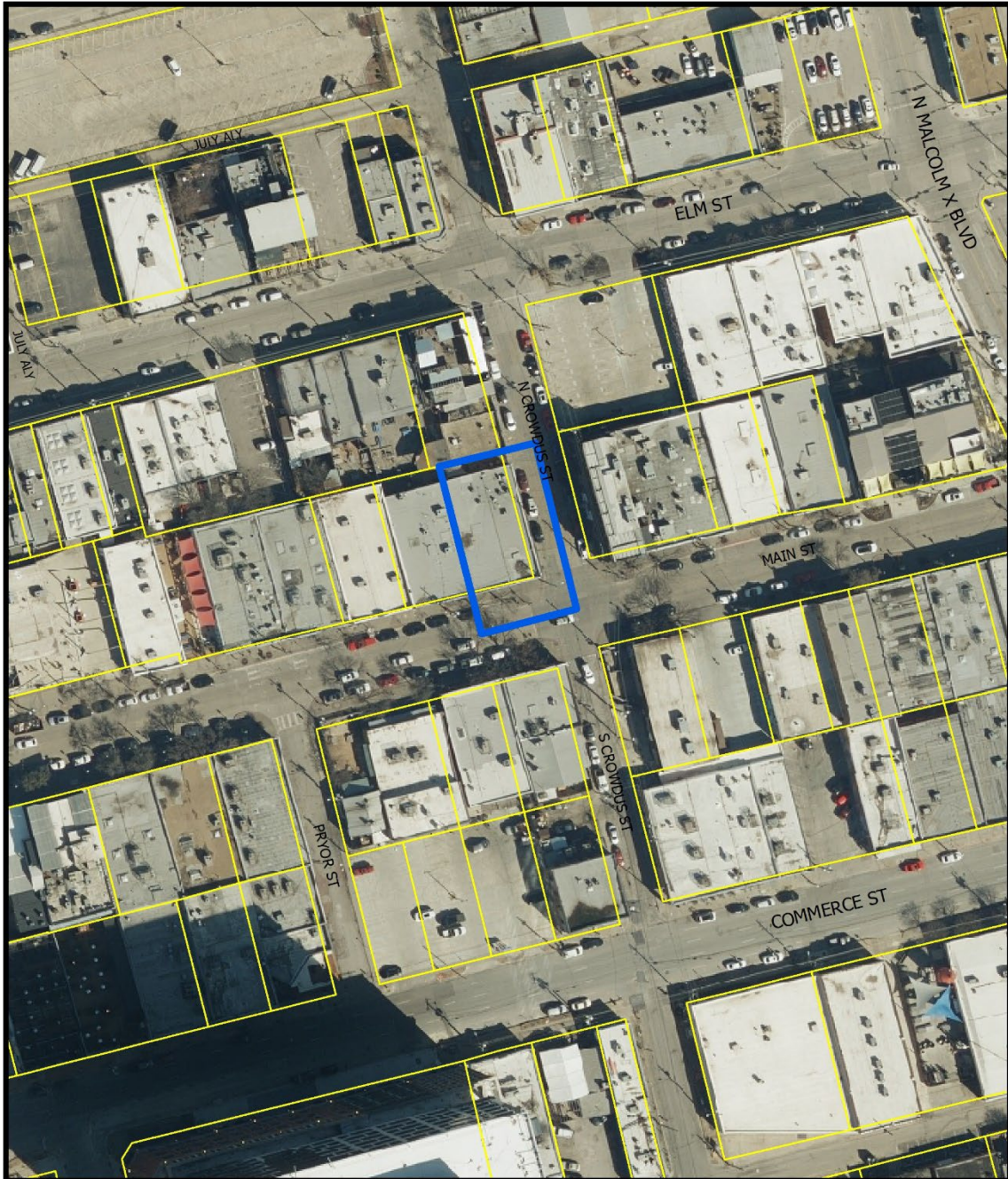
APPLICANT'S PROPOSED SITE PLAN



SUP Site Plan - Trinity Cider

SCALE: 1/16"=1'-0"



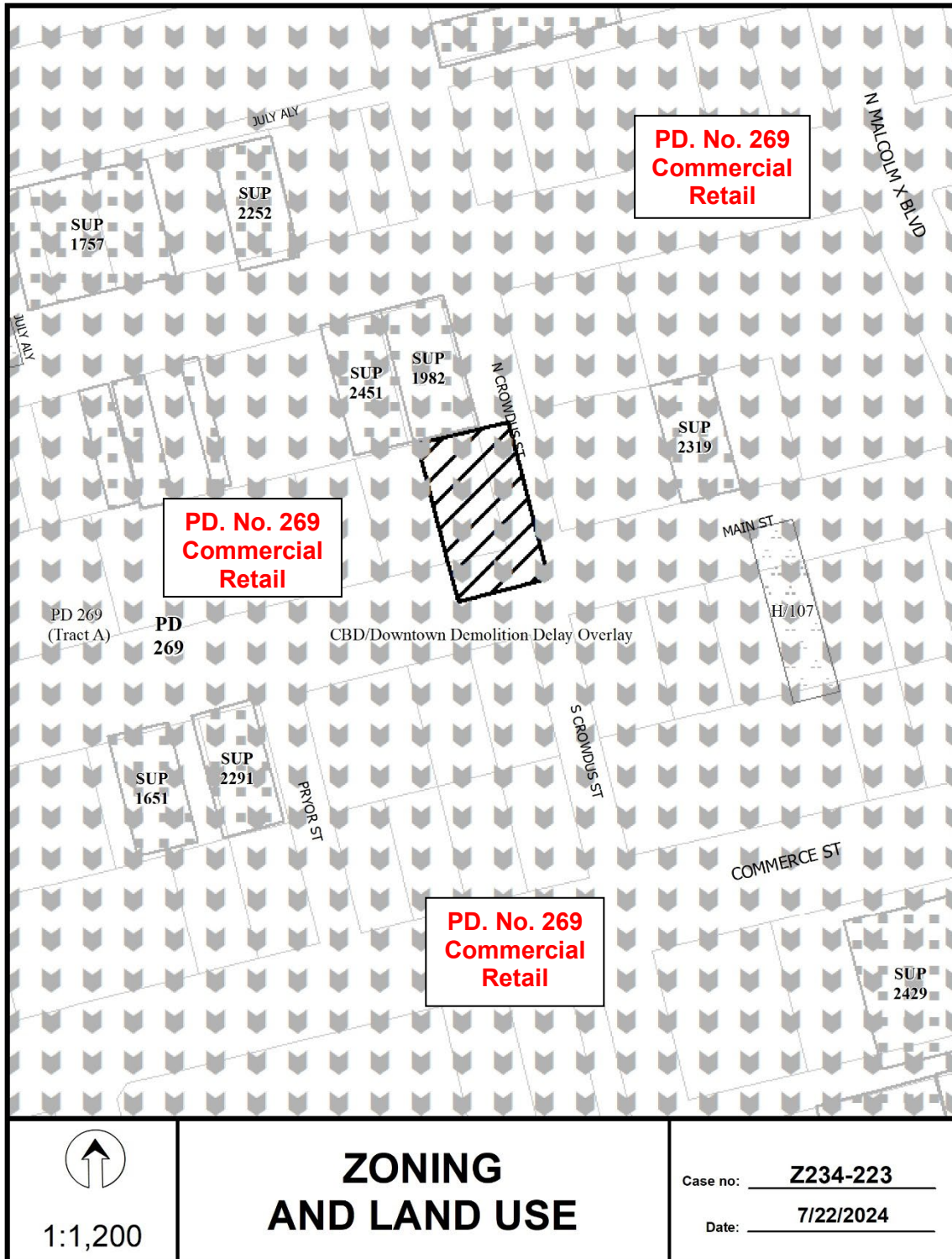


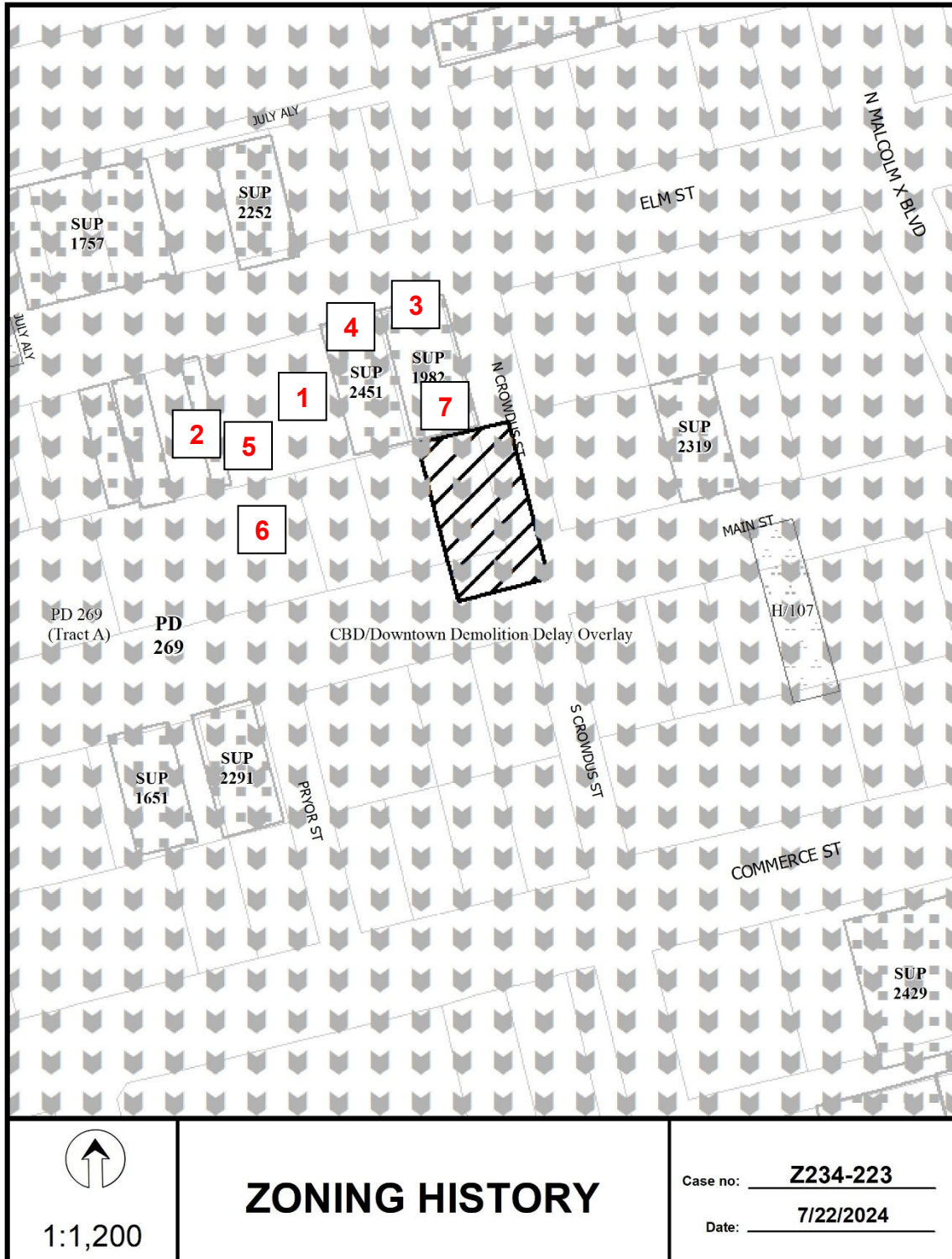
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AERIAL MAP

Case no: Z234-223

Date: 7/22/2024



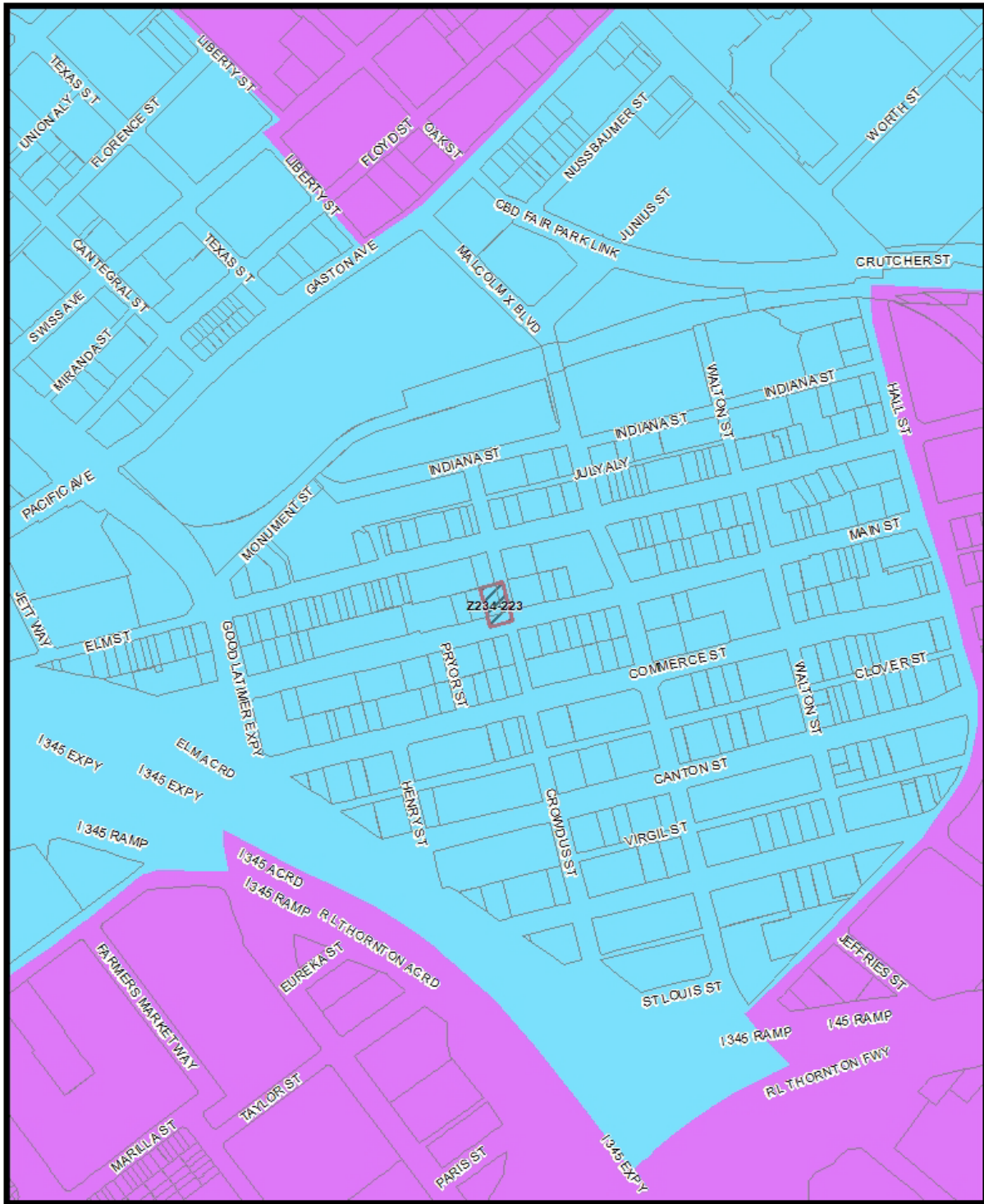


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ZONING HISTORY

Case no: Z234-223

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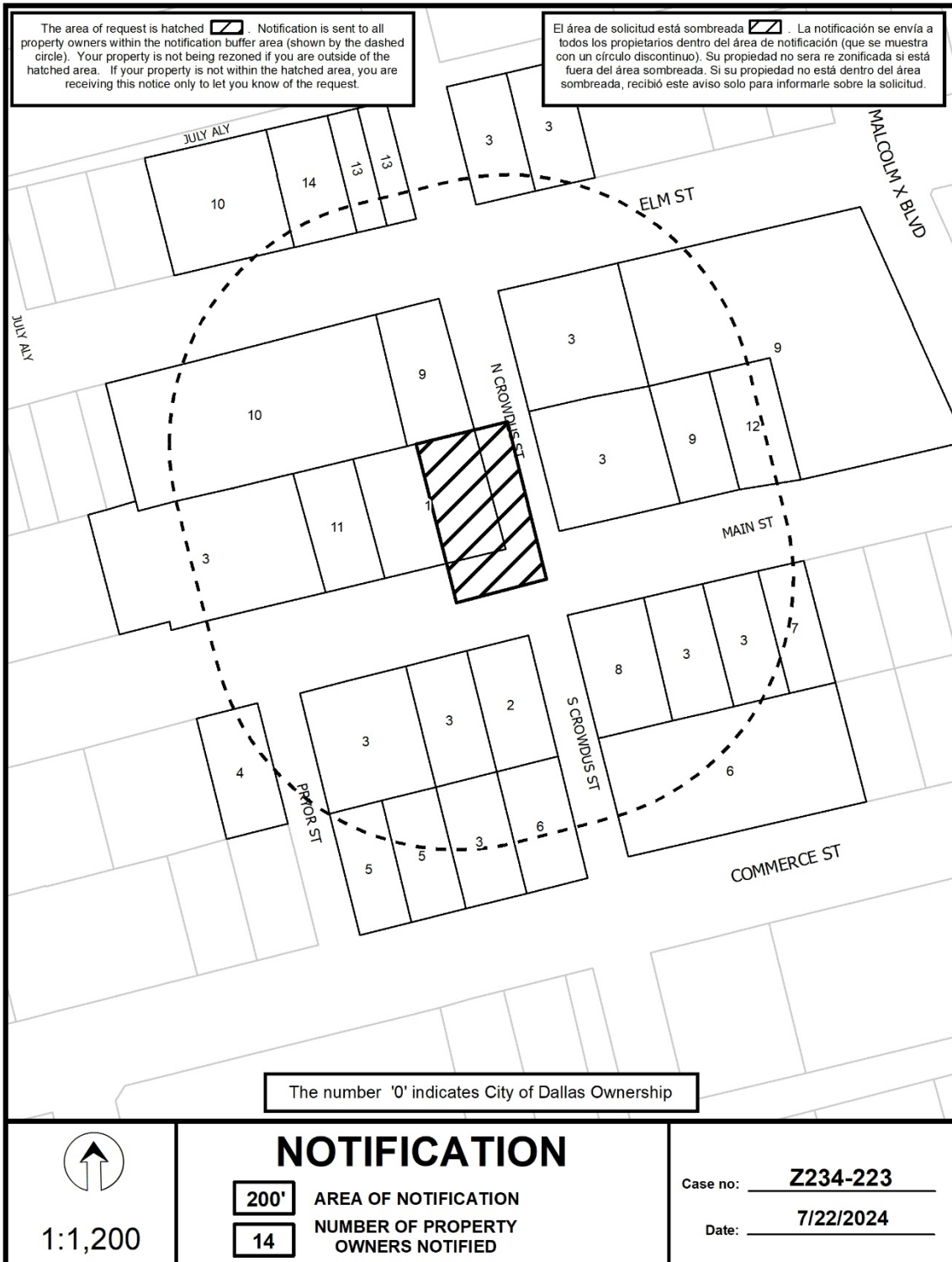
Market Value Analysis

- A
- B
- C
- D
- E
- F
- G
- H
- I
- NA

1:4,800

Market Value Analysis

Printed Date: 7/22/2024



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07/22/2024

Notification List of Property Owners

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14 Property Owners Notified

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	2715 MAIN ST	Taxpayer at
2	2712 MAIN ST	Taxpayer at
3	2708 MAIN ST	AP DEEP ELLUM LLC
4	2656 MAIN ST	MEADOWCREST LLC
5	2701 COMMERCE ST	ABBOTT LLC
6	2713 COMMERCE ST	WESTDALE PPTIES AMERICA I
7	2814 MAIN ST	640 LAND LLC
8	2800 MAIN ST	AP 2800 MAIN ST LLC
9	2724 ELM ST	WESTDALE PROPERTIES AMERICA I LTD
10	2704 ELM ST	ELM STREET REALTY LTD
11	2707 MAIN ST	AP 2707 MAIN ST LLC
12	2815 MAIN ST	CASS DON E TR
13	2723 ELM ST	2723 ELM STREET JV
14	2717 ELM ST	WESTDALE PPTIES AMERICA LTD