



CITY OF DALLAS

APPLICATION FOR A VARIANCE FROM THE MINIMUM DISTANCE REGULATIONS RELATED TO THE SALE OF ALCOHOLIC BEVERAGES

Chapter 6—Alcoholic Beverages, City of Dallas Code of Ordinances

Applicant LA MICHOACANA SUPERMARKET #38

(Must match the business name on TABC application)

Contact person, title Jennifer Hiromoto, representative

(Land owner, business owner, representative)

Property owner's name ROADE PROPERTIES, LTD

Contact person's phone 469-275-2414

Address of request site 9009 Bruton Road Ste 426

Contact person's address 10233 E. Northwest Hwy #36586, Dallas 75238

Protected use's address 8915 Greenmound Ave

Type of protected use:

- Church
- Public school / open-enrollment charter school
- Private school
- Public hospital
- Daycare/child-care facility

Type of business seeking to sell alcohol:

- Alcoholic beverage manufacturing
- General merchandise or food store with 10,000 square feet or more floor area
- Microbrewery, microdistillery, or winery
- Restaurant without drive-in or drive-through service

Type of TABC permit(s) to be sought:

- Brewer's permit, "B" / Manufacturer's license, "BA"
- Distiller's and rectifier's permit, "D"
- Food and beverage certificate, "FB"
- Mixed beverage permit, "MB"
- Wine and beer retailer's off-premise permit, "BQ"
- Wine and beer retailer's permit, "BG"
- Winery, "G"

The nonrefundable variance application fee is \$1,200.00 and the sign fee, which is between \$10 and \$50 depending on street frontages. A statement explaining how the request meets the standard below is required as part of this application. The burden of proving that the request meets the standard is solely the responsibility of the applicant. Additional evidence supporting the request may be submitted along with this application.

Enforcement of the spacing requirements in this particular instance (1) is not in the best interest of the public; (2) constitutes waste or inefficient use of land or other resources; (3) creates an undue hardship on an applicant for an alcohol permit; (4) does not serve its intended purpose; is not effective or necessary; or (5) for any other reason that the city council, after consideration of the health, safety, and welfare of the public and the equities of the situation, determines is in the best interest of the community.

REQUIRED ATTACHMENTS:

- Statement of request
- Sealed alcohol survey showing 300 foot radius and door to door measurements (*protected use must be indicated on this survey*)
- List of officers for alcohol business and property owner

AUTHORIZATION BY PROPERTY OWNER(S)

I, Rafael Ortega, the owner of the property to be considered, hereby authorize the above business and representative to file this application for a variance from the requirements of Chapter 6, Section 6-4 of the City of Dallas Code of Ordinances.

Rafael Ortega

Owner's Printed Name

Rafael Ortega
Owner's Signature

APPLICANT ACKNOWLEDGEMENT AND AFFIDAVIT

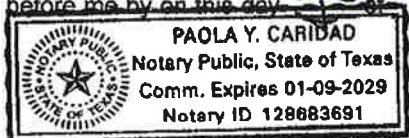
I have read, examined, and completed this application; and know the information provided to be true and correct. I hereby apply for a variance from the distance requirements in Chapter 6, Section 6-4 of the City of Dallas Code of Ordinances. I understand that this application, including all submitted documentation, are public information and can be made available through an Open Records Request per the Texas Public Information Act (Texas Government Code, Chapter 552).

Rafael Ortega

Applicant's Printed Name

Rafael Ortega
Applicant Signature

Sworn to and subscribed before me by on this day 1st April in the year 2026 to certify which witness my hand and seal of office.



Paola Y. Caridad
Notary Public in and for the State of Texas

Date received: _____

Receipt No.: _____

Case number: _____

Statement of Request:

Alcohol Variance to the Spacing Requirements from a Public School

This request is being made to allow a variance for a general merchandise or food store 10,000 square feet or greater located within 300 feet (property line to property line measurement) of a DISD public school, Annie Webb Blanton Elementary, located at 8915 Greenmound Avenue.

The general merchandise or food store is located at 9009 Bruton Road, will be approximately 15,000 square feet of floor area, and doing business as La Michoacana Supermarket (“La Michoacana”). The requested TABC license is for a BQ Wine and Beer Retail Dealer’s Off-Premise Permit. This will allow La Michoacana to sell beer and wine to customers for take-away as a component of the grocery store. No on-premise consumption of alcohol is proposed with this business and variance request.

La Michoacana Meat Market is a family-founded Hispanic supermarket chain established in Houston, Texas in 1986, now operating approximately 170 locations across Texas with a focus on fresh meats, prepared foods, and authentic Mexican products. As the largest, independent Hispanic supermarket chain in the United States, the company has a longstanding commitment to serving diverse communities throughout Texas, including the Dallas area.

The front door of the grocery store faces Bruton Road and the store is part of the Bruton Terrace Shopping Center. The shopping center does not directly face the elementary school, and a row of single family homes physically separates the shopping center from the school, which provides a meaningful buffer between these non-residential uses.

Granting this variance is in the best interest of the community and consistent with the purposes the spacing requirement was designed to serve. The distance regulation exists to protect students from exposure to alcohol-oriented businesses — a concern that is not meaningfully present here. The functional relationship between this grocery store and the nearby school is no different than that of any supermarket operating in proximity to a residential neighborhood.

La Michoacana will bring a quality grocery option to a neighborhood that has limited access to fresh food, create local employment, and contribute to the City's tax base — all within an existing commercial center. Notably, the requested permit is for off-premise sales only — beer and wine — with no on-site consumption permitted. Denying the variance would not make the school safer; it would simply prevent a family-oriented grocery store from offering the same products available at other full-service supermarkets in Dallas.

Ortega LMMM Interests Limited Partnership, a Texas limited partnership

EIN: 46-1617568

File number with TX SOS: 801669068

Breakdown of Ortega LMMM Interests Limited Partnership

RO Member GP, L.L.C (managing general partner) 100% member is Rafael Ortega EIN is 80-0878896 File number with TX SOS is 801667819	0.5%
EO Member GP, L.L.C. (general partner) 100% member is Elvira Ortega EIN is 80-0878947 File number with TX SOS is 801667815	0.5%
Ortega Business Interests Limited Partnership (OBILP) EIN is 83-4433074 File number with TX SOS is 803057496 See below for breakdown of OBILP	99%

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EO Member GP, L.L.C. (general partner) 100% member is Elvira Ortega EIN is 80-0878947 File number with TX SOS is 801667815	0.5%
Denys Ortega-Herrera 2020 Family Trust EIN is 85-6282511 Denys is the sole trustee and primary beneficiary	33%
Omar Ortega 2020 Family Trust EIN is 85-6282471 Omar is the sole trustee and primary beneficiary	33%
Arely Ortega 2020 Family Trust EIN is 85-6284618 Arely is the sole trustee and primary beneficiary	33%