

FILE NUMBER: Z-25-000117

DATE FILED: September 8, 2025

LOCATION: Southeast line of Swiss Avenue, northeast of North Haskell Avenue

COUNCIL DISTRICT: 2

SIZE OF REQUEST: Approx. 1.0238 acres

CENSUS TRACT: 48113001504

OWNER: Gaston Shopping Center, LLC / Mike Nayebe

APPLICANT: San Luis Foods, LLC / Leticia Espinoza

REPRESENTATIVE: Brackin Schwartz, PLLC / Marcus Schwartz

REQUEST: An application for the removal of D Liquor Control Overlay, with consideration for a D-1 Liquor Control Overlay and a new Specific Use Permit for the sale of alcoholic beverages on property zoned Subarea 11 within Planned Development District No. 298, the Bryan Area Special Purpose District with a D Liquor Control Overlay.

SUMMARY: The purpose of the request is to allow the sale of alcoholic beverages in conjunction with a general merchandise or food store greater than 3,500 square feet on the site [El Rancho Supermercado].

STAFF RECOMMENDATION: **Approval** of the removal of D Liquor Control Overlay.

CPC RECOMMENDATION: **Approval** of (1) D-1 Liquor Control Overlay; and (2) a new Specific Use Permit for the sale of alcoholic beverages, for a two-year period, subject to a site plan and conditions.

BACKGROUND INFORMATION:

- The area of request is currently developed with a one-story 23,102 square foot building erected in 1966 according to Dallas County Appraisal District, it is currently utilized as a grocery store.
- The applicant is proposing to sell alcoholic beverages in conjunction with the general merchandise store or food store.
- The general merchandise or food store greater than 3,500 square feet is permitted by right; however, the sale of alcoholic beverages is not allowed within a D Liquor Control Overlay.
- Therefore, the applicant requests to remove the D Liquor Control Overlay, similar to the majority of commercial areas in the surrounding area.
- Since the original hearing, a Specific Use Permit has been proposed in conjunction with a proposed D-1 Overlay. City Plan Commission recommended this approach, typing along with an Specific Use Permit for sales in the store.

Zoning History:

There have not been any zoning cases in the area of notification in the last five years.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing/Proposed ROW
Gaston Ave	Community Collector	44' pavement, 60' ROW
Swiss Ave	Local	

Traffic:

The Transportation Development Services Division of the Planning and Development Department, in coordination with the Transportation and Public Works Department, reviewed the request and determined that it will not significantly impact the surrounding roadway system.

Transit Access:

The following transit services are located within ½ mile of the site:
DART Routes 9, 23

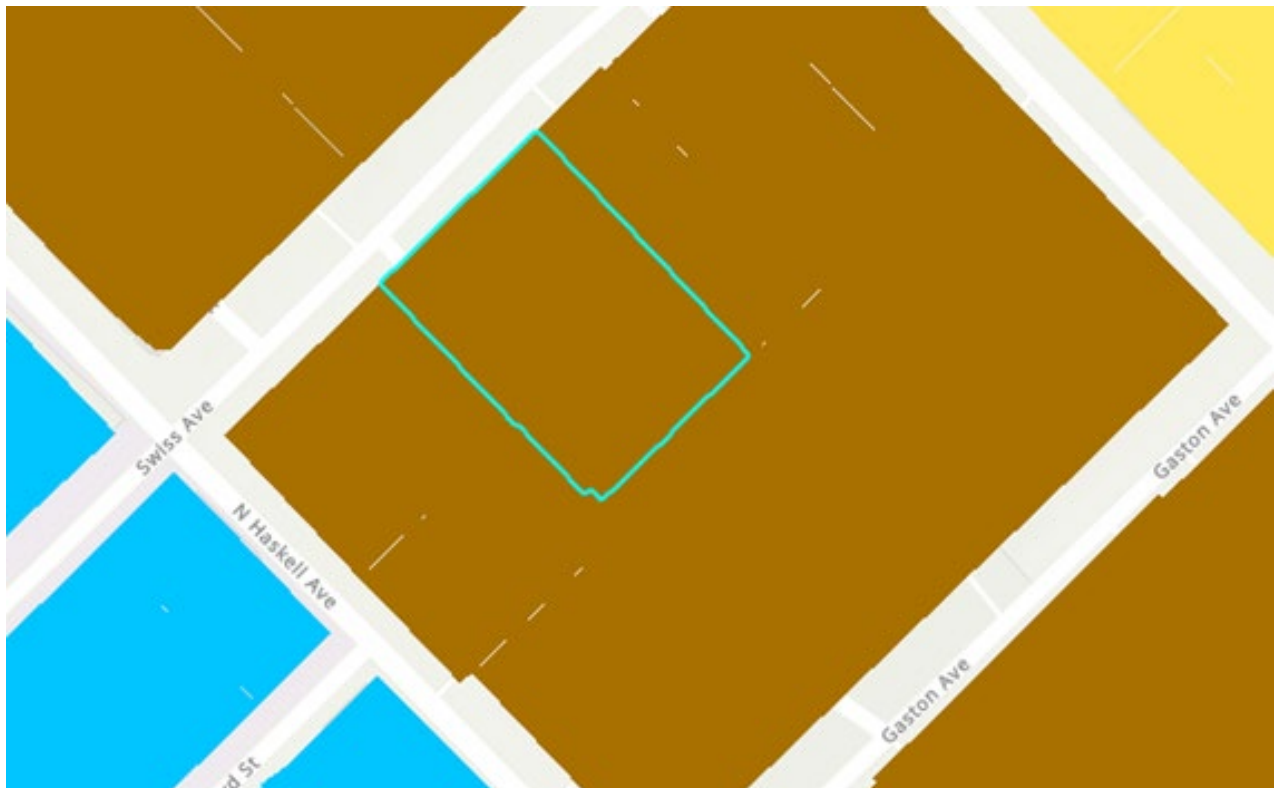
STAFF ANALYSIS:

Comprehensive Plan:

The forwardDallas! Comprehensive Plan (2.0) was adopted by the City Council in September 2024 and, outlines several goals and policies which can serve as a framework for assisting in evaluating the applicant's request.

Placetypes:

Neighborhood Mixed-Use



This placetype allows for primary land uses like: Multiplex, Apartments, Mixed-Use, Lodging, Commercial, Office; in conjunction with supporting land uses like: Agricultural, Public Open Space, Private Open Space, Single Family Detached, Single Family Attached, Civic/Public Institutional, Utility.

Neighborhood Mixed-Use areas blend residential, retail, and small-scale commercial uses to meet local needs. Found at key intersections or corridors, these areas emphasize walkability and compatibility with surrounding neighborhoods, fostering a sense of community.

Areas comprising the Neighborhood Mixed-Use placetype are anchors of commercial and social activity for the surrounding neighborhoods. This placetype incorporates local-serving retail, services and dining options and a mix of low and medium-density residential. These areas are typically located at key intersections in nodes or along corridors where small commercial shopping centers and corner stores provide access to daily needs for residents. It can include vertical mixed-use development as well as horizontally mixed-use centers that are compatibly scaled with surrounding neighborhoods.

The applicant's request is consistent with the characteristics of the Neighborhood Mixed-Use placetype, being supportive of retail and small business.

Land Use:

	Zoning	Land Use
Site	Tract 7, Subarea 11 within PD 298 with a D overlay	General merchandise or food store greater than 3,500 square feet
Northeast	Tract 7, Subarea 11 within PD 298 with a D overlay	Single family
Southeast	Subarea 13 within PD 298	Shopping center, parking lot
Southwest	Tract 7, Subarea 11 within PD 298	Multifamily, office building
Northwest	Tract 7, Subarea 11 and Tract 2, Subarea 10 within PD 298	Multifamily, single family

Land Use Compatibility:

The area of request is currently developed with a one-story 23,102 square foot building erected in 1966 according to Dallas County Appraisal District and is currently utilized as a grocery store.

The "D" Overlay District is a Liquor Control Overlay District which prohibits an individual from selling or serving alcoholic beverages, or setups for alcoholic beverages, for consumption on or off the premises.

Removal of the D Overlay only permits alcohol sales in accordance with Dallas Code Chapter 6 and all the regulations of the Texas Alcoholic Beverage Commission. All review to prove compliance with these standard must be demonstrated at permitting and at the time they may apply for an alcoholic beverage license from the State. The Plan Commission's standard for review is the consistency of land use and zoning in the area. Typical commercial standards for sale of alcohol is typical across the surrounding area, including within this block, which is mostly commercially zoned without any D overlays. There exists across Gaston a similar grocery store, constructed more recently than the subject site, without a D Overlay. Primarily, the existing D Overlays in the area only apply to institutional entities like Baylor Hospital and Dallas Theological Seminary.

D-1 Overlay would permit the sale of alcoholic beverages only with the application of a SUP. This requires the ongoing maintenance of an SUP site plan, which could present problems for the long term operation of a grocery store. As the sale of alcoholic beverages is regulated by the Texas Alcoholic Beverage Commission, the City is limited in what can be regulated by these SUPs.

Landscaping:

Landscaping and tree preservation must be provided in accordance with the landscaping requirements of Article X, as amended. No new development is proposed, so no changes to landscaping are triggered.

Parking:

Off-street parking must be provided pursuant to the Dallas Development Code, as amended. Based on the May 14, 2025, Code Amendment, the off-street parking requirement for a general merchandise or food store greater than 3,500 square feet is 0.

As with any minimum required parking, these ratios only reflect the minimum amount required. The owner may provide additional parking beyond these.

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 within an “C” MVA area.

List of Owners and Officers

San Luis Foods, LLC

Darren Karst – CFO

Eric Stover – President

James Douglas Sanders – CEO

Leticia Espinoza – Corporate Secretary

Gaston Shopping Center, LLC

Farhad Nayeb – Pres/Dir

Fawad Nayeb – VP

CPC Minutes
March 5, 2026

Motion: It was moved to recommend **approval** of a D-1 Liquor Control Overlay and a new Specific Use Permit for the sale of alcoholic beverages for a two-year period, subject to the site plan and conditions, on property zoned Subarea 11 within Planned Development District 298, the Bryan Area Special Purpose District with a D Liquor Control Overlay, on the southeast line of Swiss Avenue, northeast of North Haskell Avenue.

Maker: Hampton
Second: Carpenter
Result: Carried: 14 to 0

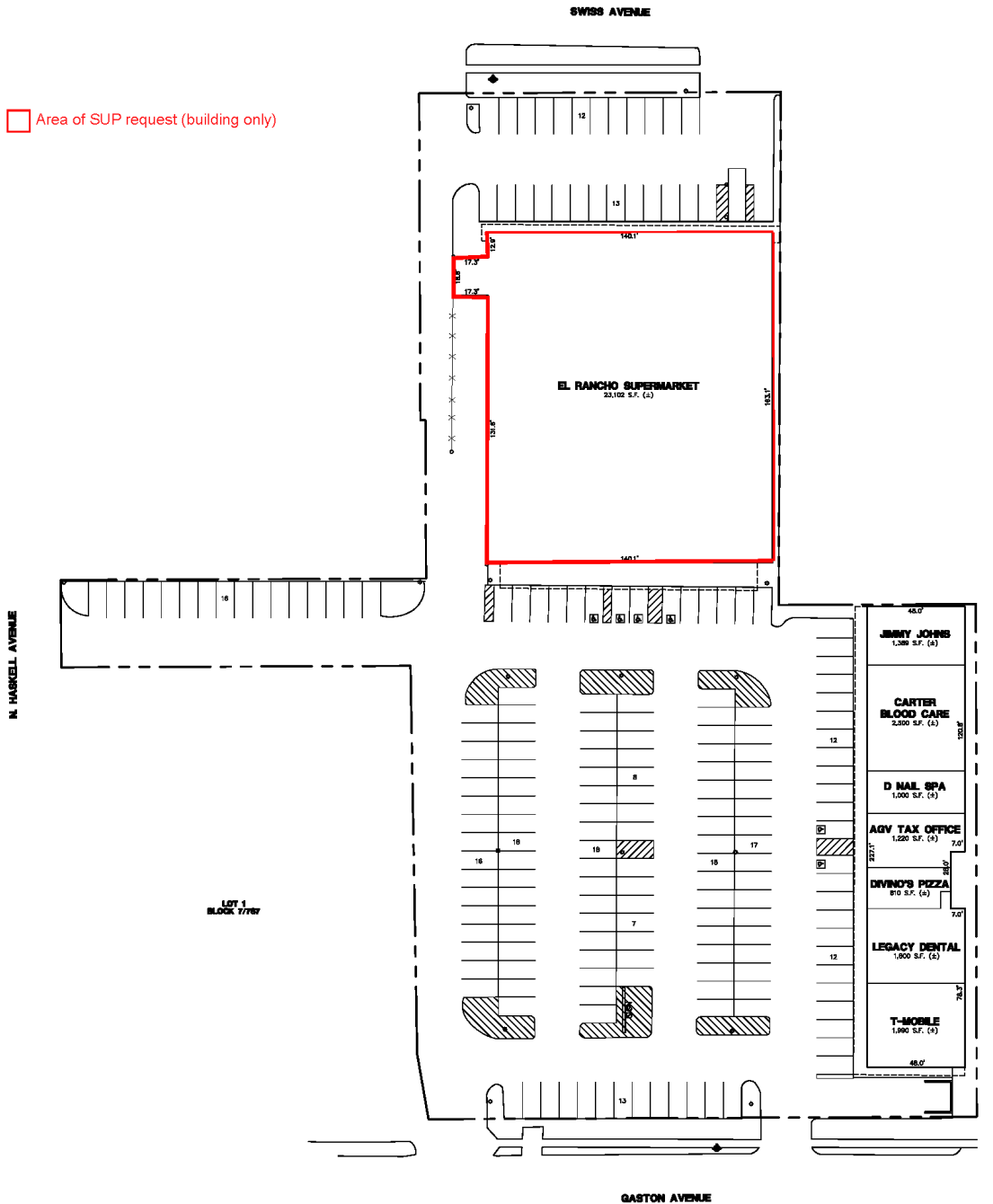
For: 14 - Sims, Hampton, Herbert, Forsyth, Serrato,
Carpenter, Franklin Koonce, Housewright,
Kocks, Coffman, Hall, Kingston, Rubin

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

Notices:	Area: 300	Mailed: 61
Replies:	For: 1	Against: 0

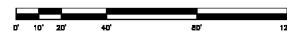
Speakers: For: Catherine Chamblee, 511 W. 7th St., Austin, TX, 78701
Against: None
Neutral (Did not speak): Juan Torres, 4121 Gatson Ave., Dallas, TX, 75246

Proposed SUP Site Plan



SITE PLAN

NOTE: EXISTING TENANTS & PARKING
AS SHOWN MAY CHANGE.



GASTON PLACE
4201 GASTON AVENUE
Dallas, Texas 75246

Proposed SUP Conditions

1. USE: The only use authorized by this specific use permit is the sale of alcoholic beverages in conjunction with a general merchandise or food store greater than 3,500 square feet.
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 (two-year period from the passage of this ordinance).

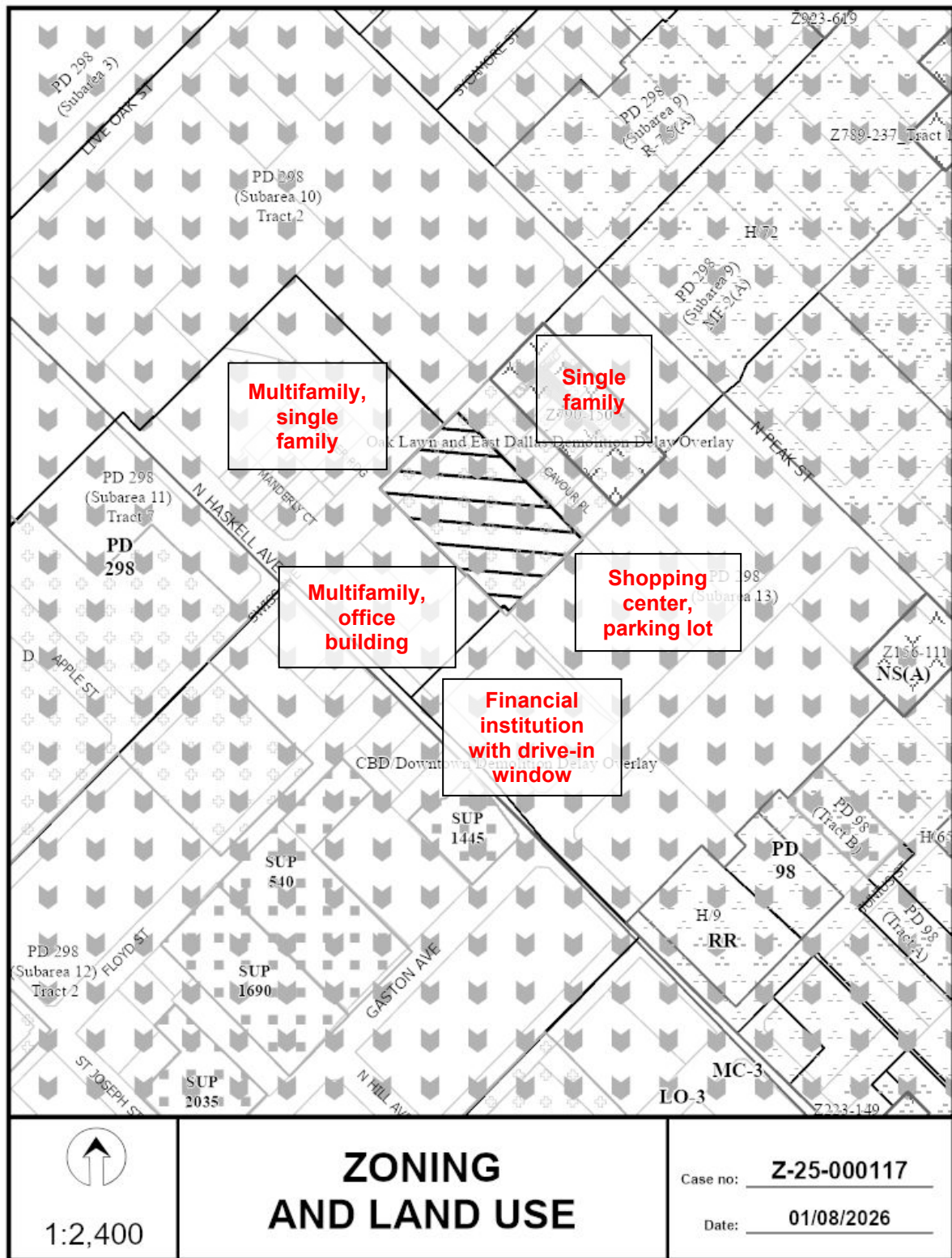
Staff Recommendation, should the body approve an SUP:

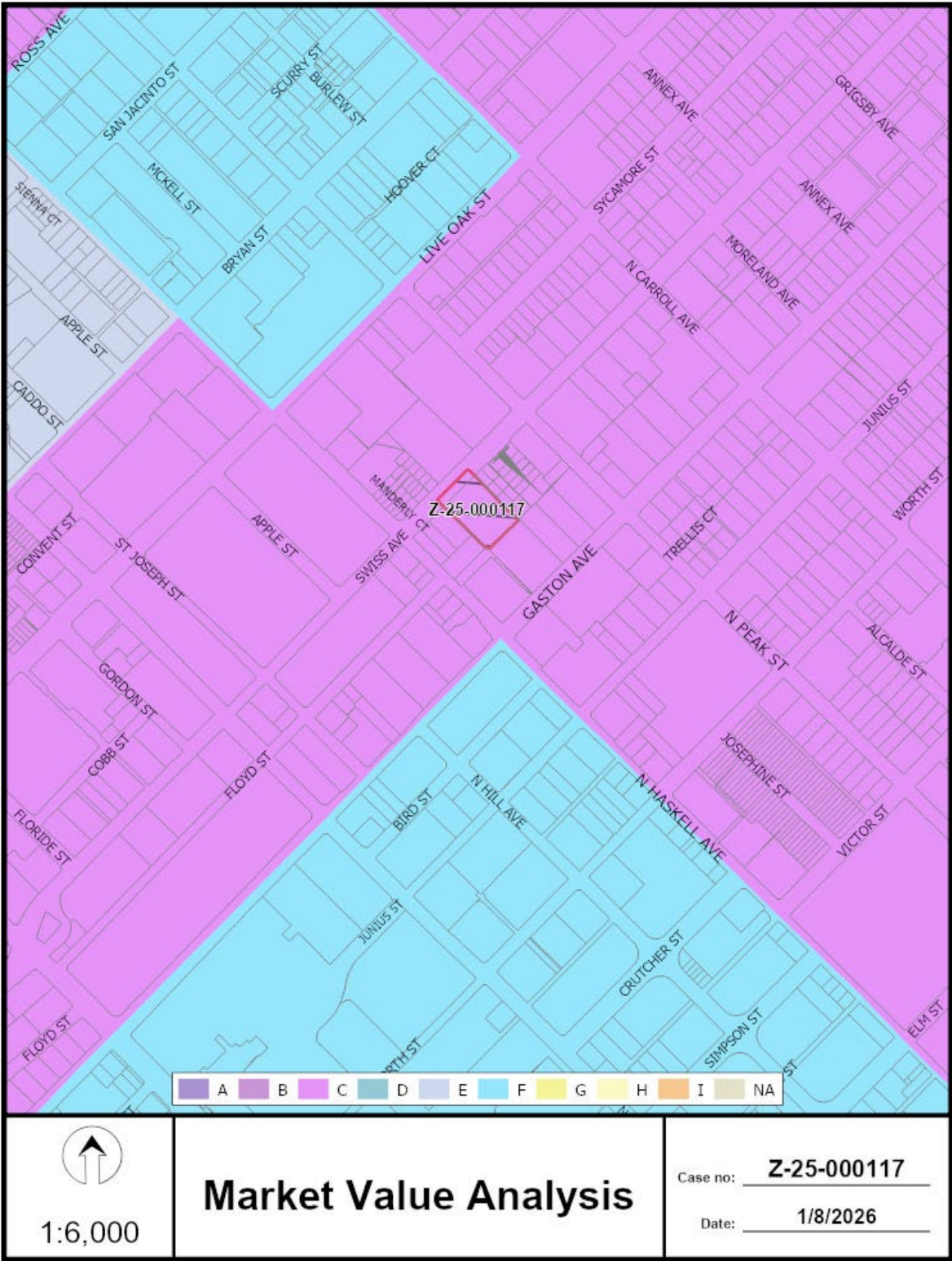
3. TIME LIMIT: This specific use permit shall not expire.

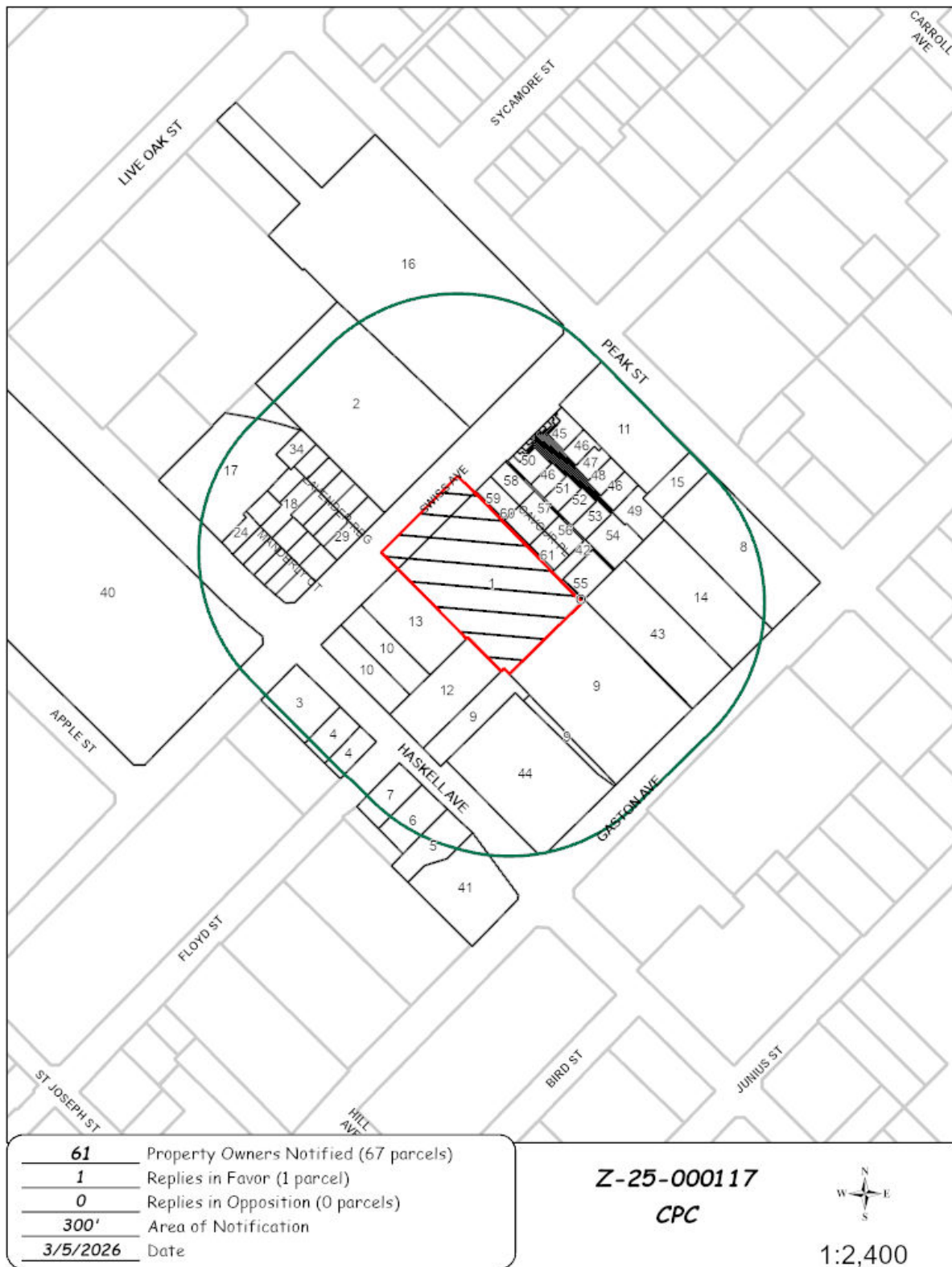
4. MAINTENANCE: The Property must be properly maintained in a state of good repair and neat appearance.
5. GENERAL REQUIREMENTS: Use of the Property must comply with all federal and state laws and regulations, and with all ordinances, rules and regulations of the City of Dallas.











03/04/2026

Reply List of Property Owners***Z-25-000117******61 Property Owners Notified******1 Property Owners in Favor******0 Property Owners Opposed***

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	4121	GASTON AVE	GASTON SHOPPING CENTER LLC
2	4125	SWISS AVE	4125 SWISS LLC
3	4030	SWISS AVE	MATTOX JANICE L
4	1001	N HASKELL AVE	EVF PS LTD
5	911	N HASKELL AVE	FAIREY JEFF
6	917	N HASKELL AVE	180 MF CAP EAST DALLAS 4 LLC
7	919	N HASKELL AVE	EVF PARTNERSHIP LTD
8	911	N PEAK ST	NORTH PEAK CENTER LLC
9	4111	GASTON AVE	GASTON SHOPPING CENTER LLC
10	4108	SWISS AVE	RCP INTL LLC
11	4224	SWISS AVE	SWISS MEDICAL BULDING LLC
12	922	N HASKELL AVE	SHAMMAS LINDA
13	4112	SWISS AVE	0101 LP
14	4211	GASTON AVE	MI GASTON PARTNERS LTD
15	921	N PEAK ST	WELCOME HOUSE INC
16	4217	SWISS AVE	LUXIA SWISS AVE LLC
17	1190	N HASKELL AVE	MONTANA MANAGEMENT LLC
18	1136	MANDERLY CT	CENTRE LIVING SWISS LLC
19	1105	MANDERLY CT	AMADOR NATHALIE
20	1113	MANDERLY CT	DMJ TRUST THE
21	1121	MANDERLY CT	MUNOZ NOEL III &
22	1129	MANDERLY CT	WEAKLEND MEGAN ELYSE &
23	1137	MANDERLY CT	KIRK SANDRA
24	1145	MANDERLY CT	ISSAC RANJI
25	1146	MANDERLY CT	DURIBE VICTOR CHIJOKE
26	1122	MANDERLY CT	COLE CHRISTOPHER

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<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
	27	1114 MANDERLY CT	Taxpayer at
	28	1106 MANDERLY CT	MAHON ASHLEY
	29	1103 LAVENDER RDG	Taxpayer at
	30	1111 LAVENDER RDG	RAMOS JOSE &
	31	1119 LAVENDER RDG	FLYNN FAMILY TRUST
	32	1127 LAVENDER RDG	EATON JONATHAN REILLY
	33	1135 LAVENDER RDG	KEMMERER BRYAN JEFFREY
	34	1144 LAVENDER RDG	DALY CHRISTOPHER J &
	35	1136 LAVENDER RDG	AHR CAPITAL LLC
	36	1128 LAVENDER RDG	JAIME KARINA IMELDA
	37	1120 LAVENDER RDG	JOHNSON JAMES
	38	1112 LAVENDER RDG	HART JOSHUA
	39	1104 LAVENDER RDG	KIEU KAYLA KHANH &
	40	1200 APPLE ST	DALLAS THEOLOGICAL SEMINARY
	41	4025 GASTON AVE	4025 GASTON LLC
	42	1009 CAVOUR PL	CLH20 LLC
	43	4111 GASTON AVE	GASTON SHOPPING CENTER LLC
	44	4111 GASTON AVE	BCS INVESTMENTS LLC
	45	4214 SWISS AVE	MORGAN SCOTT
	46	4214 SWISS AVE	Taxpayer at
	47	4214 SWISS AVE	HERNANDEZ DANIELLE
	48	4214 SWISS AVE	LARKIN MATTHEW G
	49	4214 SWISS AVE	LIN CINDY T &
	50	4214 SWISS AVE	KONERSMAN WILLIAM EDMUND
	51	4214 SWISS AVE	AUSTEN KAROLLINE & CONRAD
	52	4214 SWISS AVE	TATUM HEATHER
	53	4214 SWISS AVE	ROWELL JAMES P
	54	4214 SWISS AVE	CANTRELL LISA P & GORDON T
O	55	1005 CAVOUR PL	SLOAN EMILY LYNN
	56	1012 CAVOUR PL	Taxpayer at
	57	1020 CAVOUR PL	MONTEIRO ARIANA SEVERINI &

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<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
	58	1028 CAVOUR PL	WEEDON JANETTE
	59	1029 CAVOUR PL	Taxpayer at
	60	1021 CAVOUR PL	HARRISON RONALD JR &
	61	1013 CAVOUR PL	KOONJBEARRY KARMAVEER