

FILE NUMBER: Z-26-000020 **DATE FILED:** February 10, 2026
LOCATION: East line of Greenville Avenue, between Prospect Avenue and Richmond Avenue
COUNCIL DISTRICT: 14
SIZE OF REQUEST: 1,207 sq. ft. **CENSUS TRACT:** 48113001101

REPRESENTATIVE: Andrea Trimble / Sheils Winnunbst PC

APPLICANT: Roger Albright / Sheils Winnunbst PC

OWNER: Jon Hetzel, Greenville 2100 Ltd

REQUEST: An application for an amendment to Specific Use Permit No. 1889 for a late-hours establishment of an alcoholic beverage establishment limited to a bar, lounge, or tavern on property zoned Planned Development District No. 842.

SUMMARY: The purpose of the request is to continue to operate an existing bar, lounge, or tavern [Single Wide] during late hours 12:00 a.m. to 2:00 a.m.

STAFF RECOMMENDATION: Approval, subject to staff's recommended conditions.

CPC RECOMMENDATION: Approval for a five-year period, subject to conditions.

PDD No. 842:

<https://dallascityhall.com/departments/city-attorney/pages/articles-data.aspx?pd=842>

BACKGROUND INFORMATION:

- The property is zoned Planned Development District 842. PDD 842 was established on January 26, 2011 and allows a variety of commercial uses.
- The PDD requires a specific use permit for operations between midnight and 6:00 AM.
- On September 14, 2011 the City Council approved SUP 1889 for a two year period. On August 28, 2013, it was renewed for a three year period. On June 22, 2016 it was renewed for a five year period. On June 9, 2021 it was renewed for a five year period. This SUP would expire June 9, 2026.
- The applicant requests to renew the SUP to continue operating between 12:00 a.m. to 2:00 a.m Monday through Sunday.
- No changes are proposed to the site plan, property, or conditions.

Zoning History:

There have been eleven zoning cases in the area of notification in the last five years.

1 Z-25-000187: An application for an amendment to Specific Use Permit 2506 for a late-hours establishment limited to a restaurant without drive-in or drive-through service use on property zoned Planned Development District 842, on the east line of Greenville Ave, north of Oram St. [Under review]

2 Z-25-000188: An application for an amendment to Specific Use Permit 2515 for a late-hours establishment limited to a restaurant without drive-in or drive-through service use on property zoned Planned Development District 842, in an area bounded by Greenville Ave, La Vista Dr, Lewis St, and Hope St. [Under review]

3 Z-25-000180: On January 24, 2026, City Council approved an amendment to Specific Use Permit 1905 for a late-hours establishment limited to a restaurant without drive-in or drive-through service use on property zoned Planned Development District 842, on the west line of Greenville Avenue, south of Sears Street for a period of five years.

4 Z223-289 On September 10, 2025, City Council approved a renewal of Specific Use Permit 1879, on the on the east line of Greenville Avenue, north of La Vista Road, south of Oram Road, for a period of two years with eligibility for automatic renewals for additional two-year periods.

5 Z245-187: On June 25, 2025, City Council approved an amendment to Specific Use Permit 1912 for a late hours establishment on property zoned Planned Development District 842, the Lower Greenville Avenue Special Provision District, with Specific Use

Permit 1289 and Specific Use Permit 1912, on the west line of Greenville Avenue, south of Sears Street, for a period of five years.

6 Z234-194 On November 13, 2024 City Council approved a Specific Use Permit for a late-hours establishment limited to a restaurant without drive-in or drive-through service on property zoned Planned Development District 842, the Lower Greenville Avenue Special Provision District, on the west side of Greenville Avenue, between Sears Street and Alta Avenue, for a three year period.

7 Z223-105 On December 13, 2023, City Council approved a Specific Use Permit for a late-hours establishment limited to a restaurant without drive-in or drive-through service use on property zoned Planned Development District 842 for CR Community Retail District uses with an MD-1 Modified Delta Overlay, on the east line of Greenville Avenue, between Prospect Avenue and Oram Street, for a two year period.

8 Z223-129 On July 6, 2023, the City Plan Commission recommended denial of an application for a Specific Use Permit for a late-hours establishment limited to a restaurant without drive-in or drive-through service use on property within Planned Development District 842 with an MD-1 Modified Delta Overlay, located on the southeast corner of Greenville Avenue and Oram Street.

9 Z223-135 On July 6, 2023, the City Plan Commission recommended denial of an application for a Specific Use Permit for a late-hours establishment limited to a restaurant without drive-in or drive-through service use on property zoned Planned Development District 842 for CR Community Retail District uses with an MD-1 Modified Delta Overlay, on the north line of Alta Avenue, west of Greenville Avenue.

10 Z223-123 On May 18, 2023 the City Plan Commission moved to recommend denial of an application to amend Subdistrict No. 1 within Planned Development District 842 with a MD-1 Modified Delta Overlay, on the west side of Greenville Avenue, north of Alta Avenue.

11 Z223-124 On May 18, 2023 the City Plan Commission moved to recommend denial of an application for a Specific Use Permit to operate a late hours establishment on property zoned Subdistrict No. 1 within Planned Development District 842 with an MD-1 Modified Delta Overlay located on the west side of Greenville Avenue, north of Alta Avenue.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing / Proposed ROW
Greenville Ave	Community Collector	36 ft./56 ft. BIKE PLAN

Traffic:

The Transportation Development Services Division of the Planning and Development

Department, in coordination with the Transportation Department, has 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 3

STAFF ANALYSIS:

Comprehensive Plan Consistency Review

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.

Subject Property Place-type(s) City Residential

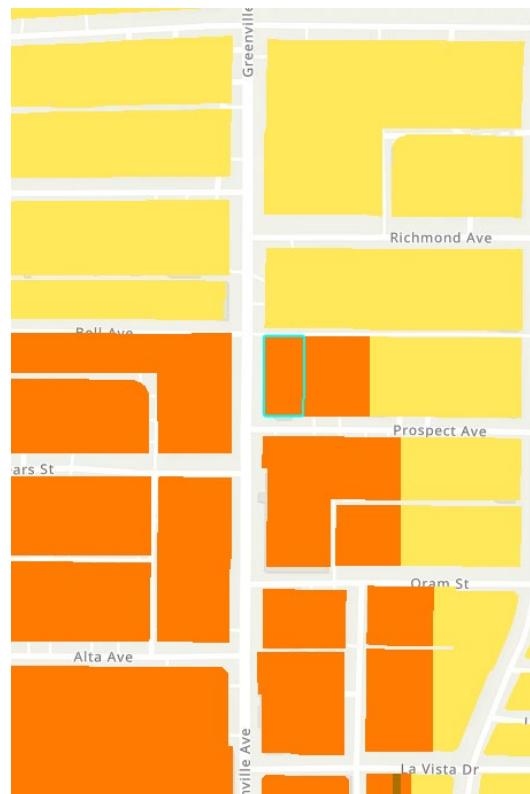
This placetype allows for primary land uses like: multiplex, apartments, and mixed-use; in conjunction with supporting land uses like: Agricultural, Public Open Space, Private Open Space, Single Family Detached, Single Family Attached, Lodging, Commercial, Office, Civic/Public Institutional, Utility.

Consistency Review Recommendation

Forward Dallas generally speaks more to matters of land use and development than to business operations. With that said, the proposed renewal is generally **consistent** with Forward Dallas.

Non-renewal of the SUP could conflict with the Economic Development + Revitalization Theme Goal to "Promote equitable development of Dallas' diverse communities across the city, through the revitalization of neighborhood centers, commercial corridors, employment centers, and transit areas.

Objective D: Remove land use and zoning barriers that hinder small business development"



PLACETYPE CATEGORIES

A placetype represents a holistic, larger scale vision for a community or place that incorporates a desired mix of land uses, design, and density.



Land Use:

	Zoning	Land Use
Site	Planned Development District 842	Bar, lounge, or tavern
North	PD 842	Retail and restaurants
East	PD 167	Surface parking
South	PD 842	Retail and restaurants
West	PD 842	Retail and restaurants

Land Use Compatibility:

The request site is an approximately 1,000 square foot suite within a larger commercial block. The applicant proposes to continue operating the existing bar from 12:00 a.m. to 2:00 a.m.

The property is bounded by Greenville to the west and does not have direct residential adjacency. To the north and south are primarily more restaurants. West across Greenville are retail and restaurant uses. To the east, there are surface parking lots.

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 PDD gives additional criteria for evaluating a request for a specific use permit for a late-hours establishment:

(e) Factors to be considered for a specific use permit for a late-hours establishment. The city plan commission and city council shall consider the following factors when making the findings required by Section 51A-4.219(a)(3):

- (1) the number of citations issued by police to patrons of the establishment;
- (2) the number of citations issued by police for noise ordinance violations by the establishment;
- (3) the number of arrests for public intoxication or disorderly conduct associated with the establishment;
- (4) the number of Texas Alcoholic Beverage Code violations of the establishment; and
- (5) the number of violent crimes associated with the establishment, with emphasis on violent crimes originating inside the establishment.

Based on the limited size of the use and the commercial context, the use is unlikely to cause land use impacts to the surrounding area. Late night operation is an entitlement not regulated in commercial zoning in the City at large, so long term approval of the SUP permits more typical and predictable business operations. Staff recommendation does not consider an operator of an SUP, rather the use itself and the built environment the SUP prescribes. With that in mind, staff cannot find a land use rationale for an expiration date.

Landscaping:

Landscaping is provided in accordance with Article X, as amended of the Dallas Development Code. No additions are proposed; therefore, no new landscaping is required.

Parking:

In general, the parking requirements in PDD 842 default to Chapter 51A. However in the MD-1 Modified Delta Overlay, uses must provide parking with the 1987 parking minimums for various uses including restaurant uses, which is one space per 100 square feet of floor area. The applicant provides the required 10 spaces for the 1,000 sqft suite on the site and through agreements.

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 located with an "B" 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 June 2021 to the present. The information is provided in the subsequent charts. There were a total of 38 calls, 4 offense, and 3 arrests over the time period.

2110 Greenville Ave, Dallas, TX75206

06/09/2021-02/10/2026

Response_Date	Response_Time	Problem	Priority_Description	Location_Name
6/24/2021	2:28:00 PM	12B - Business Alarm	3 - General Service	SINGLE WIDE
6/25/2021	1:06:00 AM	40/01 - Other	2 - Urgent	SINGLE WIDE BAR
7/24/2021	10:15:00 AM	12B - Business Alarm	3 - General Service	SINGLE WIDE
7/24/2021	12:08:00 PM	12B - Business Alarm	3 - General Service	SINGLE WIDE BAR
8/5/2021	7:48:00 AM	12B - Business Alarm	3 - General Service	SINGLE WIDE
8/5/2021	10:25:00 AM	12B - Business Alarm	3 - General Service	SINGLE WIDE BAR
8/15/2021	7:40:00 AM	12B - Business Alarm	3 - General Service	SINGLE WIDE BAR
8/28/2021	12:03:00 AM	08 - Intoxicated Person	3 - General Service	SINGLE WIDE BAR
12/2/2021	2:36:00 PM	12B - Business Alarm	3 - General Service	SINGLE WIDE BAR
12/29/2021	11:49:00 PM	40 - Other	3 - General Service	SINGLE WIDE BAR
1/5/2022	4:23:00 AM	12B - Business Alarm	3 - General Service	SINGLE WIDE
1/5/2022	11:16:00 AM	12B - Business Alarm	3 - General Service	SINGLE WIDE
2/28/2022	12:06:00 AM	40/01 - Other	2 - Urgent	single wide
4/30/2022	1:13:00 AM	40 - Other	3 - General Service	single wide
4/30/2022	7:43:00 AM	12B - Business Alarm	3 - General Service	SINGLE WIDE BAR
8/22/2022	4:13:00 AM	12B - Business Alarm	3 - General Service	SINGLE WIDE BAR
10/20/2022	1:50:00 AM	46 - CIT	2 - Urgent	SINGLE WIDE
1/6/2023	3:49:00 AM	12B - Business Alarm	3 - General Service	SINGLE WIDE
		6X - Major Dist		
1/7/2023	10:54:00 PM	(Violence)	2 - Urgent	LEELAS WINE BAR
		6X - Major Dist		
1/7/2023	10:54:00 PM	(Violence)	2 - Urgent	LEELAS WINE BAR
2/5/2023	12:00:00 PM	12B - Business Alarm	3 - General Service	SINGLE WIDE
2/7/2023	4:26:00 AM	12B - Business Alarm	3 - General Service	SINGLE WIDE BAR
		6X - Major Dist		
3/9/2023	12:49:00 AM	(Violence)	2 - Urgent	SINGLE WIDE BAR
		6X - Major Dist		
5/7/2023	11:06:00 PM	(Violence)	2 - Urgent	
8/17/2023	1:11:00 AM	40 - Other	3 - General Service	
		6X - Major Dist		
11/5/2023	1:39:00 AM	(Violence)	2 - Urgent	single wide

12/10/2023	12:57:00 AM	6X- Major Dist (Violence)	2 - Urgent	singlewide
3/17/2024	12:25:00 AM	6X- Major Dist (Violence)	2 - Urgent	
3/17/2024	12:25:00 AM	6X- Major Dist (Violence)	2 - Urgent	
4/21/2024	1:12:00 AM	6X- Major Dist (Violence)	2 - Urgent	THE SINGLEWIDE
12/18/2024	8:27:00 PM	6X- Major Dist (Violence)	2 - Urgent	
1/27/2025	5:17:00 AM	12B- Business Alarm	3 - General Service	SINGLE WIDE BAR
2/8/2025	10:15:00 PM	40 - Other	3 - General Service	
3/3/2025	10:02:00 PM	6X- Major Dist (Violence)	2 - Urgent	SINGLEWIDE BAR
4/9/2025	3:14:00 AM	12B- Business Alarm	3 - General Service	SINGLE WIDE BAR
5/25/2025	12:08:00 AM	6X- Major Dist (Violence)	2 - Urgent	
5/28/2025	2:07:00 AM	6X- Major Dist (Violence)	2 - Urgent	SINGLE WIDE BAR
7/2/2025	9:06:00 PM	46 - CIT	2 - Urgent	
Date l	Time l	OffIncident	Address	
12/29/2022	11:55:00 PM	ASSAULT-OFFENSIVE CONTACT	2110 GREENVILLE AVE	
11/5/2023	1:39:00 AM	ASSAULT-BODILY INJURYONLY	2110 GREENVILLE AVE	
11/5/2023	1:39:00 AM	ASSAULT-OFFENSIVE CONTACT	2110 GREENVILLE AVE	
12/18/2024	8:00:00 PM	ASSAULT-VERBAL THREAT	2110 GREENVILLE AVE	
ArArrestDate	ArArrestTime	ChargeDesc	ArLAddress	
1/8/2023	12:21:00 AM	ASSAULT-FAMILY VIOLENCE - BODILY INJURYONLY	2110 GREENVILLE AVE	
5/25/2025	12:45:00 AM	PUBLIC INTOXICATION APOWW(SOCIAL	2110 GREENVILLE AVE	
7/3/2025	9:56:00 PM	SERVICES REFERRAL)	2110 GREENVILLE AVE	

Texas Alcoholic Beverage Commission (TABC) Information:

TABC License numbers, information, and statuses may be retrieved here by searching an address: <https://apps.tabc.texas.gov/publicinquiry/StatusNewLayout.aspx>

TABC Complaint Information, including criminal allegations and administrative allegations, may be retrieved here by searching an address or license number:

<https://apps.tabc.texas.gov/publicinquiry/ComplaintInvestigation.aspx>

List of Officers

GREENVILLE 2100, LTD is a private limited company

Its partners are:

1. General Partner - 2100 Management, Inc. a Texas corporation whose members are:

(a) Larry Vineyard, Vice President;

Its limited partners are:

1. RGCT Texas Limited Partnership;
2. Susan B. Reese;
3. Frances E. Vineyard;
4. Katherine T. Reese;
5. MERSUZ Partners LP; and
6. SULU Partners LP.

CPC Action
March 5, 2026

Motion: It was moved to recommend **approval** of an amendment to Specific Use Permit 1889 for a late-hours establishment limited to an alcoholic beverage establishment limited to a bar, lounge, or tavern for a five-year period, subject to conditions, on property zoned Planned Development District 842, on the east line of Greenville Avenue, between Prospect Avenue and Richmond Avenue.

Maker: Hampton
Second: Housewright
Result: Carried: 13 to 0

For: 13 - Sims, Hampton, Herbert, Forsyth, Serrato,
Carpenter, Franklin, Koonce, Housewright,
Kocks, Coffman, Hall, Rubin

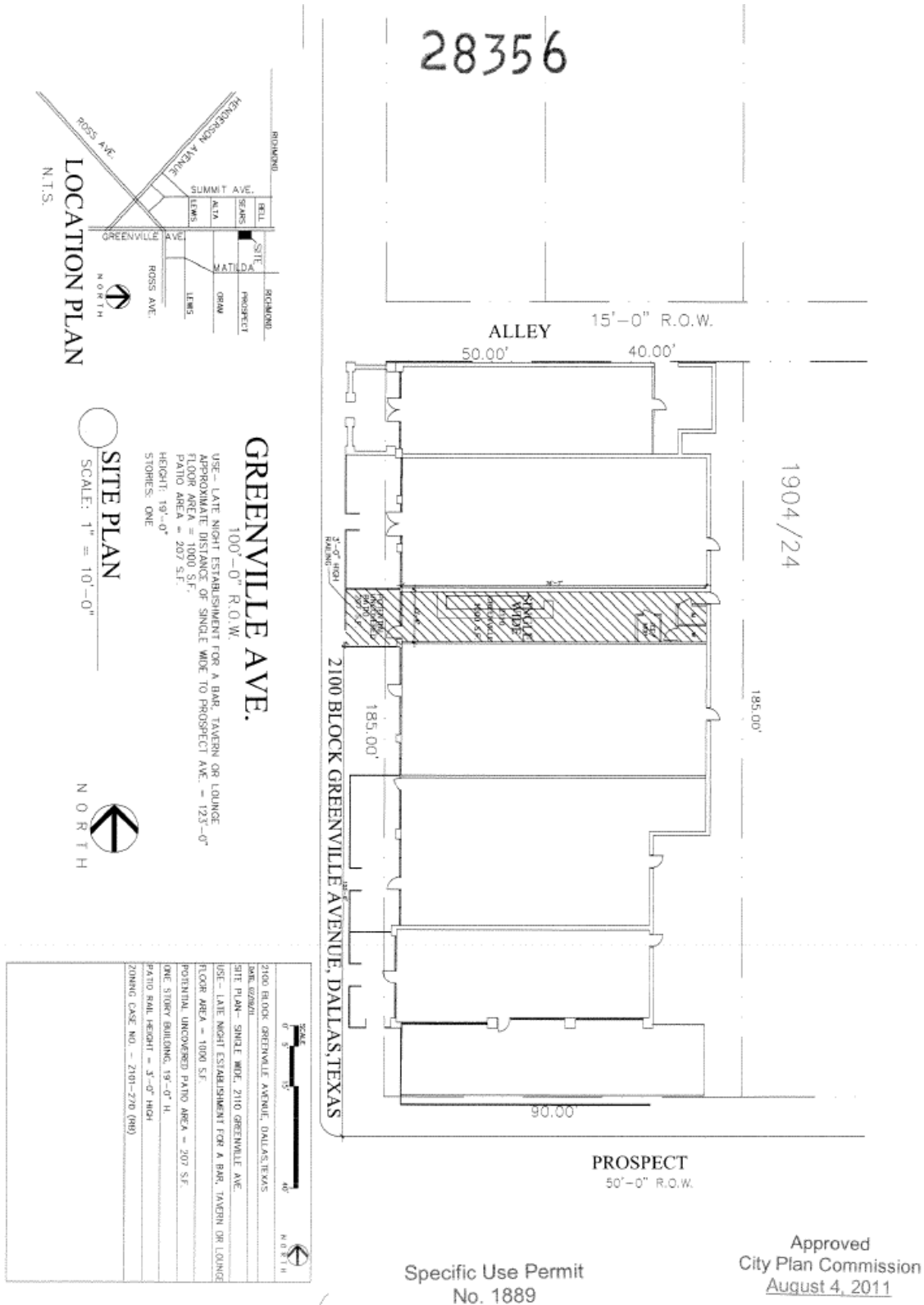
Against: 0
Absent: 1 - Wheeler- Reagan
Vacancy: 0
Conflict: 1 - Kingston**

**Out of room when voting

Notices:	Area: 200	Mailed: 20
Replies:	For: 0	Against: 0

Speakers: For: Roger Albright, 1701 N. Collins Blvd., Richardson, TX,
75080
Against: None

EXISTING SITE PLAN (NO CHANGES)



Specific Use Permit
No. 1889

Approved
City Plan Commission
August 4, 2011

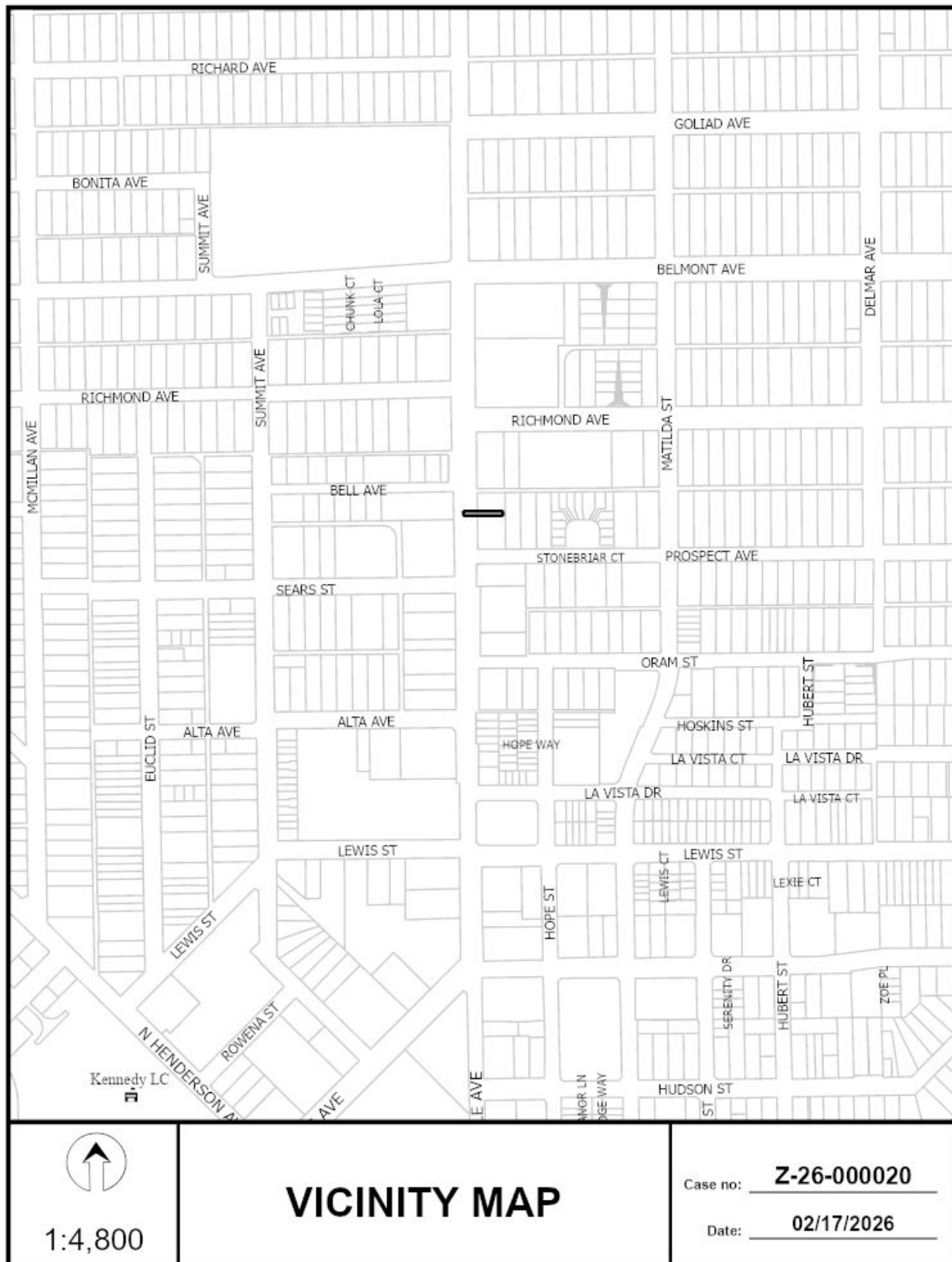
PROPOSED CONDITIONS

1. USE: The only use authorized by this specific use permit is a late-hours establishment limited to an alcoholic beverage establishment limited to a bar, lounge, or tavern.
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 date of this ordinance]. ~~June 9, 2026~~

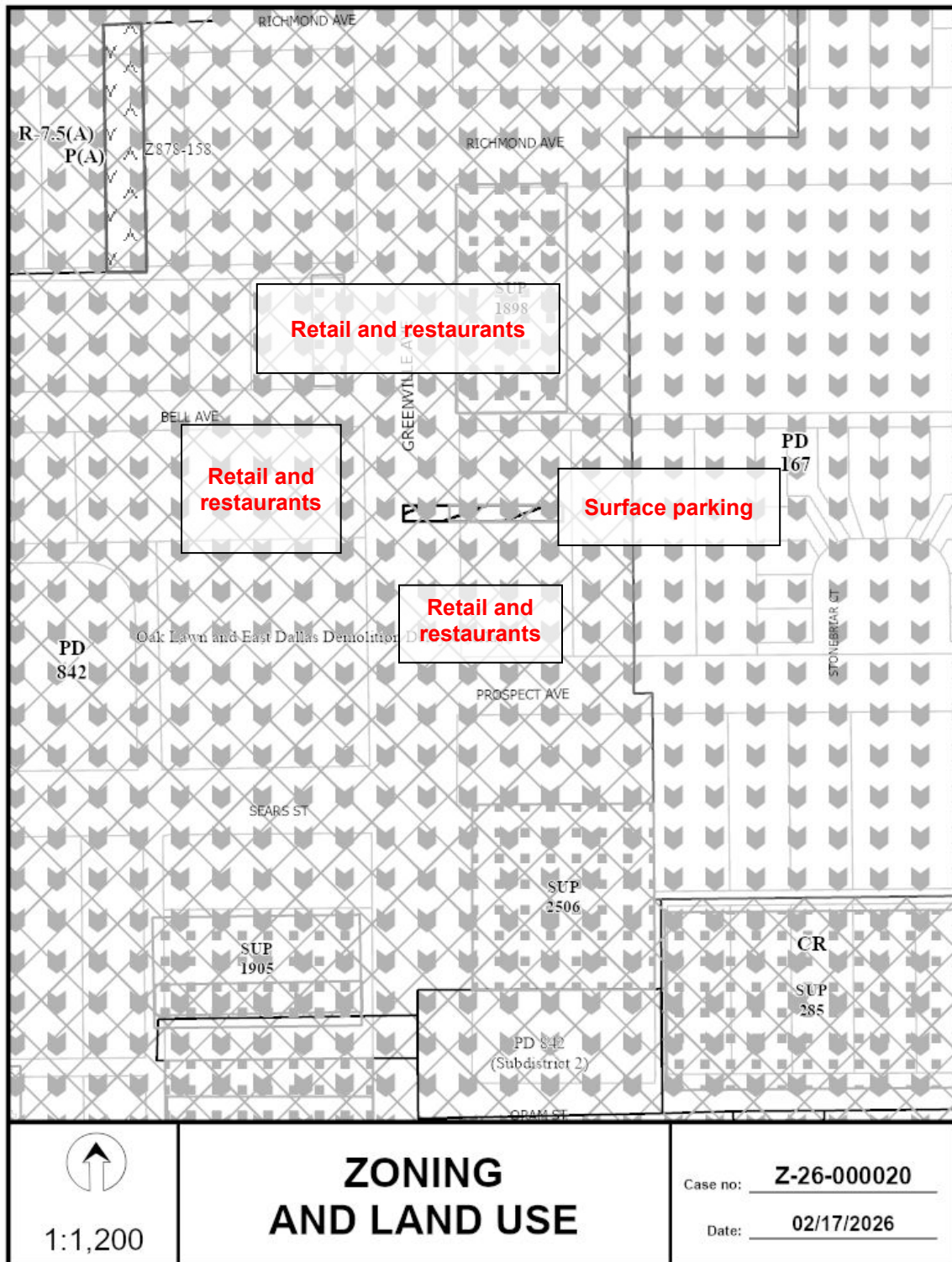
Staff Recommendation:

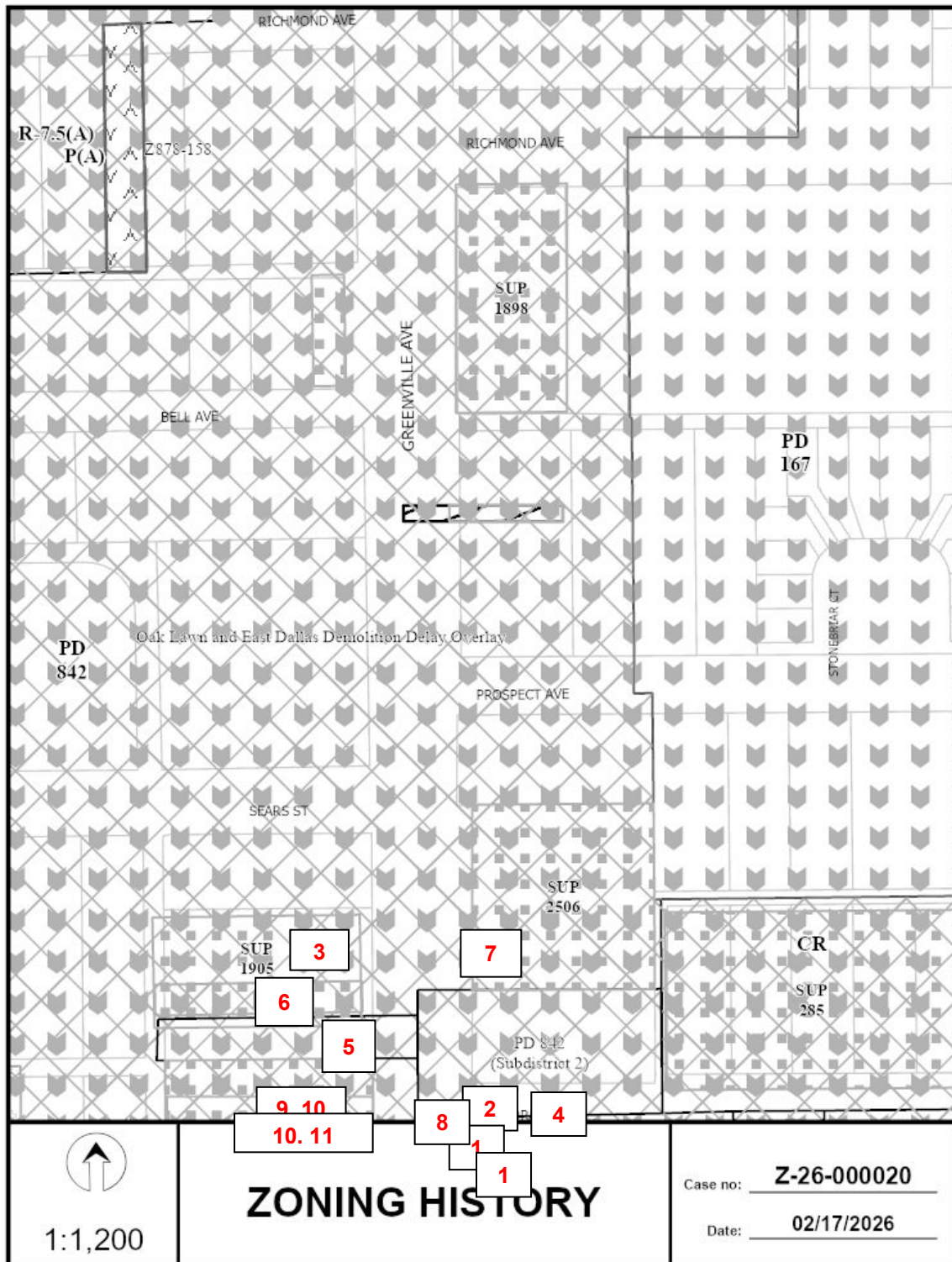
3. TIME LIMIT: This specific use permit shall not expire. ~~expires on June 9, 2026~~

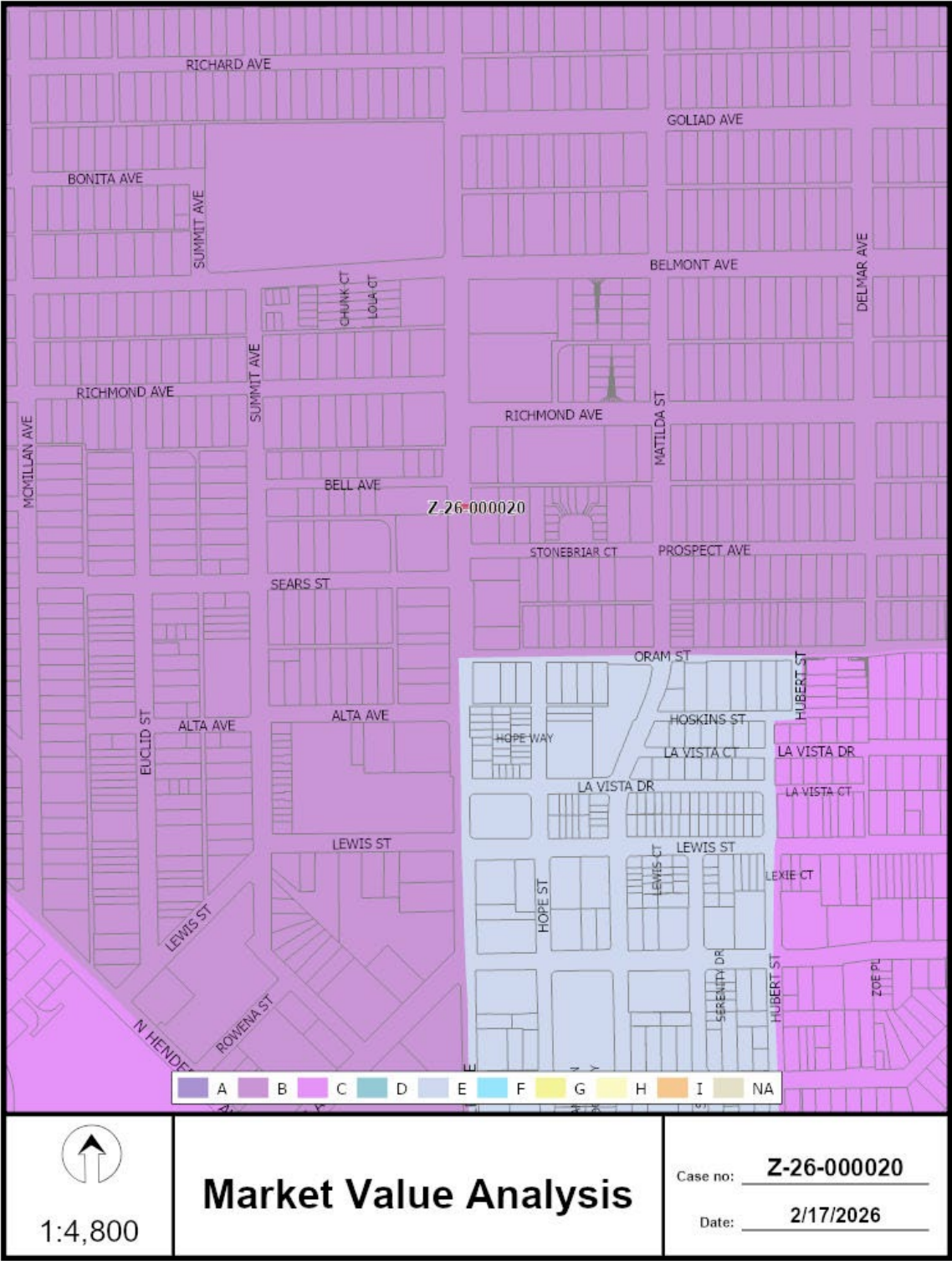
4. FLOOR AREA: The maximum floor area is 1,000 square feet.
5. HOURS OF OPERATION:
 - A. The late-hours establishment may only operate between 12:00 a.m., (midnight), and 2:00 a.m., Monday through Sunday.
 - B. All customers must leave the Property by 2:15 am.
6. OUTDOOR LOUDSPEAKERS: Use of outdoor loudspeakers on the Property is prohibited.
7. OUTDOOR PATIO:
 - A. The maximum outdoor patio area is 207 square feet in the location shown on the attached site plan.
 - B. The patio must be uncovered.
 - C. The owner or operator must obtain a private license for an outdoor patio, with a copy of the private license provided to the building official, before the outdoor patio may be used by customers.
8. MAINTENANCE: The Property must be properly maintained in a state of good repair and neat appearance.
9. 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.

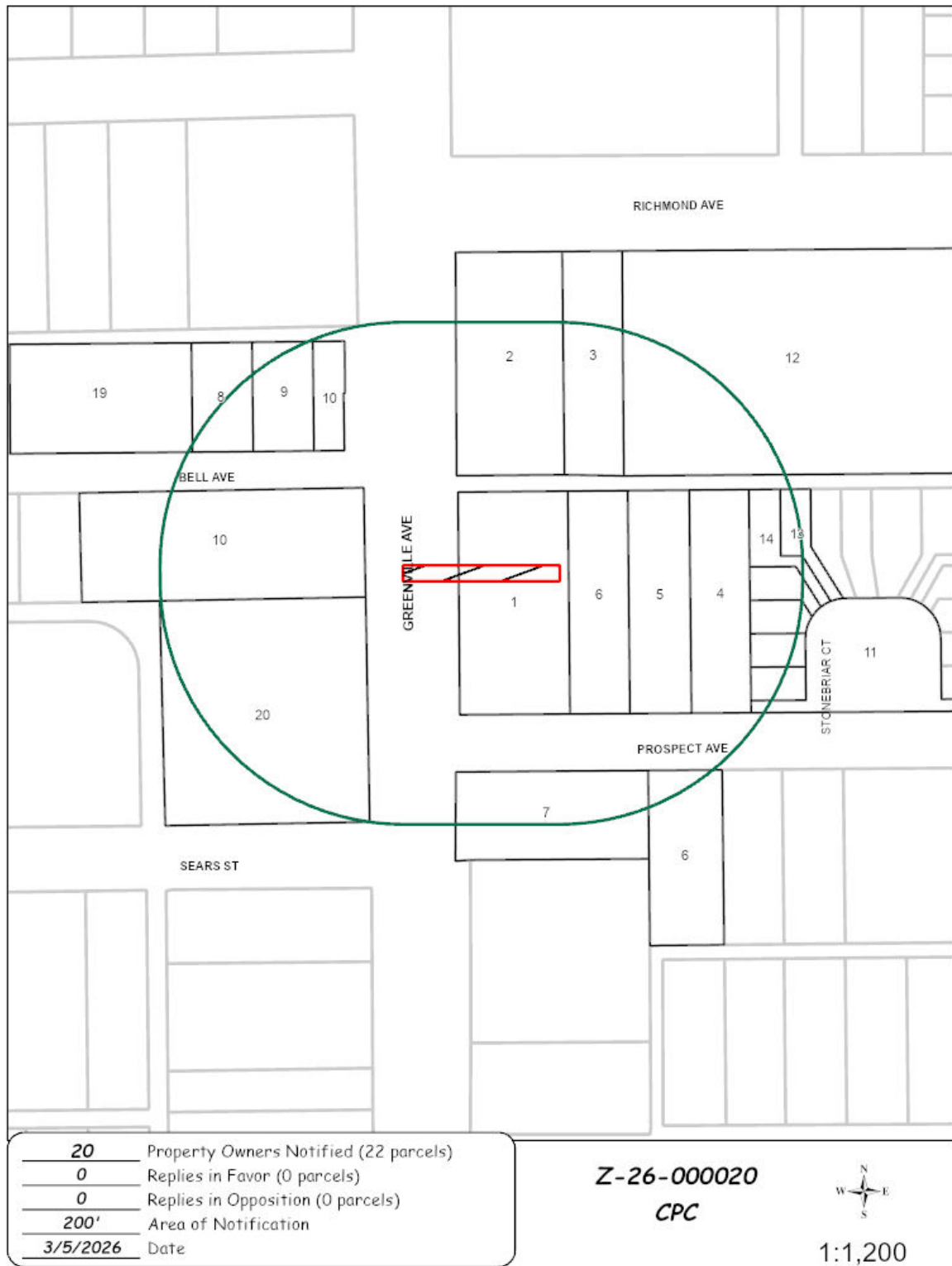












03/04/2026

Reply List of Property Owners***Z-26-000020******20 Property Owners Notified******0 Property Owners in Favor******0 Property Owners Opposed***

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	2100	GREENVILLE AVE	GREENVILLE 2100 LTD
2	5702	RICHMOND AVE	GREENVILLE ROSS PTNR LTD
3	5710	RICHMOND AVE	SANCHEZ FIDENCIO
4	5719	PROSPECT AVE	MADISON PACIFIC DEV COM
5	5715	PROSPECT AVE	REESE GRANDCHILDRENS
6	5711	PROSPECT AVE	ANDRES FAMILY TRUST
7	2026	GREENVILLE AVE	ANDRES FAMILY TRUSTS THE
8	5639	BELL ST	BELL AVENUE HOLDINGS LLC
9	5643	BELL ST	BELL AVENUE HOLDINGS LLC
10	2101	GREENVILLE AVE	2001 GREENVILLE VENTURE
11	2100	STONEBRIAR CT	STONEBRIAR CT H O A
12	5714	RICHMOND AVE	GREENVILLE DALLAS OWNER LP
13	6	STONEBRIAR CT	KELLEY STEPHANIE C &
14	5	STONEBRIAR CT	HAREWOOD NATALIE
15	4	STONEBRIAR CT	STOKES ROBERT CHARLES
16	3	STONEBRIAR CT	MATTHEW JOHN W &
17	2	STONEBRIAR CT	GERDES ANDREW KIRK &
18	1	STONEBRIAR CT	HOOPER NICOLE E
19	5627	BELL ST	LEFEBVRE DALE
20	2001	GREENVILLE AVE	2001 GREENVILLE VENTURE LTD