



INFORMATION MEMORANDUM

TO: Mayor and City Council

FROM: Charles S. Cox
City Manager

DATE: May 5, 2020

SUBJECT: Conduct a public hearing and consider adopting Ordinance No. 3635 for a Specific Use Permit to allow for on-site sale/consumption of alcoholic beverages, within a qualifying restaurant for an approximate 4.58-acre property located at 2727 LBJ Freeway; and take appropriate action.

Background:

The existing ten-story office building and associated parking garage located at 2727 LBJ Freeway has a restaurant on the first floor. The applicant, 1910 Beverage Service, LLC on behalf of the property owner, has applied for a Specific Use Permit to allow on-premise consumption of alcoholic beverages within this existing restaurant. This restaurant is an amenity for the tenants of the office building and serves primarily the employees and people working within the office building.

The subject property is located in Planned Development District No. 74 (PD-74), which allows for on-premise consumption of alcoholic beverages within a qualifying restaurant subject to approval of an SUP.

Subject Property:

Site acreage: 4.58 acres

Location: 2727 LBJ Freeway

Proposed Request:

The existing office building at 2727 LBJ Freeway consists of approximately 154,790 square feet and also has a three-story parking garage consisting of approximately 147,273 square feet. The

applicant is proposing to add on-premise consumption of alcoholic beverages within the existing restaurant located on the first floor. The restaurant is 2,415 square feet in area and alcoholic beverages will be served within the restaurant and adjacent lounge area, which is an additional approximately 701 square feet in area. Operating hours of the restaurant are Monday through Friday 8:00 a.m. to 7:00 p.m.; the restaurant is closed on Saturday and Sunday. The applicant intends to serve beer starting at 11:00 a.m. with wine and cocktails starting at 3:00 p.m.; these beverages will be served till 6:30 p.m. only. Five restaurant employees work on site.

The Planned Development No. 74 (PD-74) zoning district allows restaurants by right. As per PD-74 ordinance, any permitted land use, restaurant in this case, serving alcoholic beverages requires approval of an SUP. Additionally, the Comprehensive Zoning Ordinance requires restaurants to meet special performance standards related to alcoholic beverage sales for on-premise consumption. This includes limiting alcoholic beverage sales by requiring the minimum sale of food and non-alcoholic beverages be at least 50% of the restaurant's quarterly gross sales at the location, and requiring the applicant to provide an alcohol awareness program that outlines the restaurant's operations as it relates to alcoholic beverage sales.

The applicant has provided an alcohol awareness program which states that this establishment and personnel will meet and obtain the necessary permits for all local, state and federal agencies required for the sale of alcoholic beverages. Additionally, it states that the gross sales of food at this restaurant will be at least 50% of the total gross sales for each quarterly reporting period, and alcoholic beverage sales will be limited to on-site consumption only. A copy of the alcohol awareness program is provided as an attachment to this report.

Adjacent Zoning Districts and Land Uses:

Direction	Zoning District	Land Use
North	Planned Development District No. 74 (PD-74)	Office (across Villa Creek Drive)
South	N/A	City of Dallas (across LBJ Freeway)
East	Local Retail District-1 (LR-1)	Retail
West	Planned Development District No. 74 (PD-74)	Office

Access:

The existing site is accessible from the service road of LBJ Freeway and Villa Creek Drive. There are three drive approaches from Villa Creek Drive and two drive approaches from the service road.

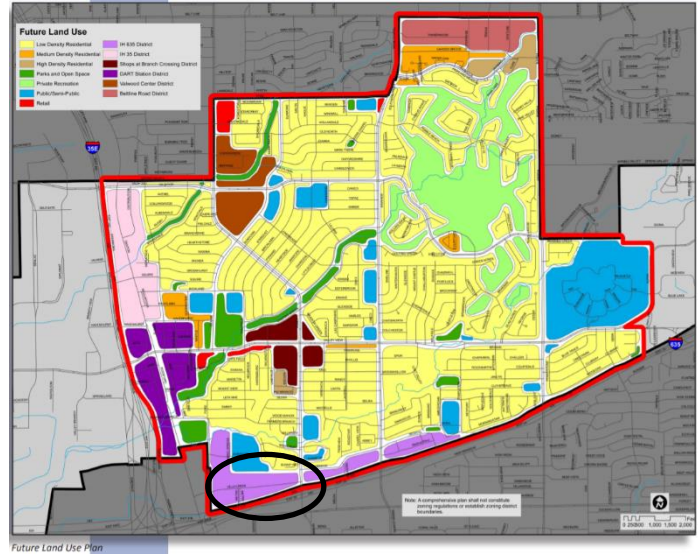
Parking:

The office building and restaurant at 2727 LBJ Freeway is served by 259 surface parking spaces and a three-story parking garage.

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Comprehensive Plan Recommendation:

The Central Area Plan designates the subject property as IH 635 District as provided for on the Future Land Use Map. This land use designation recommends quality office development with structured parking. Therefore, the existing office development and accessory restaurant use are consistent with the plan's recommendation. Allowing on-premise consumption of alcoholic beverages within the restaurant is perceived as an amenity for this site and supports the plan's goal of allowing retail services, such as restaurants, banks or other similar services which serve employees at nearby office centers and residents alike.



Public Response:

On April 3, 2020, eight zoning notification letters were mailed to the surrounding property owners in addition to both Carrollton-Farmers Branch and Dallas Independent School Districts. Two zoning notification signs were also placed on the site on the same day. Additionally, the required public hearing notice was published in the Dallas Morning News on April 17, 2020. No correspondence has been received by the city, as of writing this report.

Recommendation:

On April 13, 2020 the Planning and Zoning Commission considered this request and unanimously recommended approval of the Specific Use Permit, as presented in Ordinance No. 3635.

Possible Council Action:

1. Motion to adopt Ordinance No. 3635.
2. Motion to adopt Ordinance No. 3635 with the following modifications...
3. Motion to deny Ordinance No. 3635.
4. Motion to continue discussion at the next meeting.