

FILE NUMBER: Z-26-000018

DATE FILED: January 27, 2026

LOCATION: South corner of Inspiration Drive and North Stemmons Fwy.

COUNCIL DISTRICT: 6

SIZE OF REQUEST: Approx. 12.82 Acres

CENSUS TRACT: 481130100001

REPRESENTATIVE: Suzan Kedron / Jackson Walker LLP

OWNER/APPLICANT: Steven Garfinkel / DSG Practice Facility LLC

REQUEST: An application for an amendment to Subdistrict 1I within Planned Development District 621, the Old Trinity and Design District Special Purpose District.

SUMMARY: The purpose of the request is to modify the existing sign standards.

STAFF

RECOMMENDATION: Approval, subject to conditions.

PD 621: <https://dallascityhall.com/departments/city-attorney/pages/articles-data.aspx?pd=621>

BACKGROUND INFORMATION:

- Planned Development District 621 was established by City Council on June 8, 2011, and has been amended over time to create additional subdistricts. Subdistrict 1I was approved on January 24, 2017, to allow a regional sports facility.
- The request area is currently developed as the Dallas Mavericks practice facility and headquarter.
- The purpose of the request is to modify the existing sign standards.

Zoning History:

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

Thoroughfares/Streets:

Thoroughfare/Street	Type	Proposed ROW
North Stemmons Freeway	Interstate highway	-
Inspiration Drive	Local Street	-

Traffic:

The Transportation Development Services Division of the Transportation Department has reviewed the request and determined that it will not have a significant impact on the surrounding roadway system. Staff will continue reviewing engineering plans at permitting to ensure compliance with city standards.

Transit Access:

The area of request is close to both the DART Victory Station and DART Market Center Station, although it is outside of the half-mile TOD parking reduction area.

DART Rail: Green, Orange
DART Bus: Route 230
Trinity Railway Express (Victory Station)

STAFF ANALYSIS:

Comprehensive Plan:

The forwardDallas 2.0! Comprehensive Plan was adopted by the City Council in September 2024. ForwardDallas 2.0 is a refreshed guide that takes into account how our



Land Use

	Zoning	Land Use
Site	PD 621 Subdistrict 11	Indoor athletic and entertainment center
Northwest	PD 621 Subdistrict 1	Multifamily
West	PD 621 Subdistrict 1	Office showroom / warehouse, furniture store
South	PD 621 Subdistrict 1	Office showroom / warehouse, furniture store
East	PD 582 North Subdistrict	Interstate highway

Land Use Compatibility:

The subject site is located within Planned Development District 621, Subdistrict 11 and is currently developed as the Indoor athletic and entertainment center which includes office and practice facilities.

The surrounding area is primarily characterized by office, commercial, and multifamily uses. Properties to the northwest are zoned PD 621, Subdistrict 1 and are developed with multifamily residential uses. Properties to the west and south, also zoned PD 621, Subdistrict 1, are developed with office/showroom and warehouse uses, including furniture retail. To the east, across North Stemmons Freeway, properties are zoned PD 582, North Subdistrict and include office and commercial uses, along with surface parking areas associated with nearby development.

The requested amendment is limited to modifications to the existing sign regulations, including provisions intended to bring an existing nonconforming sign into compliance with the district’s sign standards and to establish regulations for digital signage. No changes are proposed to the existing land use, building intensity, or site layout. As such, the request will not alter the current use of the property as indoor athletic and entertainment center or its relationship to the surrounding commercial, office, and multifamily development pattern. The proposed sign modifications are intended to update

the existing sign standards while remaining compatible with the surrounding development context along the North Stemmons Freeway corridor.

Development Standards:

The request does not propose any changes to the underlying development standards or permitted land uses for the site. The property will continue to be developed and regulated as a practice facility, and those standards are already established and considered appropriate for the surrounding context. As such, development intensity, height, setbacks, and land use compatibility are effectively settled and are not a focus of this amendment, which is limited solely to modifications to the sign regulations.

Parking:

Pursuant to the standards of Planned Development District 621, Subdistrict 1I, off-street parking requirements are governed by Section 51P-621.109. For uses specifically listed in the district regulations, parking must be provided at the ratios established in PD 621. For an indoor athletic and entertainment center requires one parking space per 500 square feet of floor area. For uses not listed in the district regulations, the off-street parking requirements in Division 51A-4.200, "Use Regulations," of the Dallas Development Code apply.

The current request does not propose any changes to the existing land use or development intensity, and therefore the existing parking requirements remain unchanged. Additional provisions in PD 621 regarding parking reductions, shared parking, remote parking, and special parking are not applicable to this request.

Landscaping:

The amendment does not propose any changes to the existing landscaping regulations. Landscaping will continue to be governed by the established standards of PD 621.

Signs:

The purpose of the current request is to amend the sign regulations in Planned Development District 621, Subdistrict 1I, to modify the existing sign standards, bring an existing nonconforming sign into compliance, and establish provisions for a digital display.

Except as otherwise provided in this section, signs must comply with the provisions for business zoning districts in Article VII of the Dallas Development Code. In addition to the signs permitted for business zoning districts, one additional detached premise sign is permitted along North Stemmons Freeway, subject to limitations regarding height, effective area, and setback. The sign may include a digital display. The proposed conditions generally maintain the operational standards for digital signs consistent with

Section 51A-7.216 of the Code, while modifying certain standards as specified in the proposed conditions.

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 in an “F” MVA area.

List of Officers

DSG PRACTICE FACILITY LLC

Steven Garfinkel, Vice President and General Counsel

DSG EVENT SPACE LLC

Steven Garfinkel, Vice President and General Counsel

DSG PROPERTY LLC

Steven Garfinkel, Vice President and General Counsel

**Proposed PD Conditions
ARTICLE 621.**

PD 621.

Old Trinity and Design District Special Purpose District

SEC. 51P-621.101. LEGISLATIVE HISTORY.

OMITTED FOR BREVITY.

SEC. 51P-621.102. PROPERTY LOCATION AND SIZE.

OMITTED FOR BREVITY.

SEC. 51P-621.102.1. CREATION OF SUBDISTRICTS.

OMITTED FOR BREVITY.

SEC. 51P-621.103. DEFINITIONS AND INTERPRETATIONS.

(a) Unless otherwise stated, the definitions in Chapter 51A apply to this article. The following definitions apply to this special purpose district:

(1) ANTIQUE SHOP means an establishment for the retail sale of articles such as glass, china, furniture, or similar furnishings and decorations that have value and significance as a result of age, design, or sentiment.

(2) ART GALLERY means an establishment where original works of art or limited editions of original works of art are bought, sold, loaned, appraised, or exhibited to the general public.

(3) ART OR CRAFT PRODUCTION FACILITY means a facility for the production of handcrafted art or craft products through processes such as kiln firing, glass blowing, welding, or woodworking and for sale of the products to the general public.

(4) BEER OR WINE MANUFACTURING means an enclosed facility that processes and manufactures alcoholic beverages. This use does not include the processing or manufacturing of distilled spirits.

(5) BUS OR RAIL TRANSIT VEHICLE MAINTENANCE OR STORAGE FACILITY means a facility for the maintenance, repair, or storage of bus, rail, or other transit vehicles, including the following accessory uses: sleeping facilities for bus, rail or transit vehicle drivers, vehicle paint and body shop, vehicle washing, vehicle fueling facilities, sanitary hoppers,

oil storage, package express services, bus charter sales, offices, training facilities, vehicle storage, vehicle sales, and communication antennas.

(6) CANOPY TREE means a species of tree that normally bears crown foliage no lower than six feet above ground upon maturity.

(7) DUMPSTER means a movable container holding two cubic yards or more of garbage.

(8) FACADE means any separate face of a building that is visible from a street, alley, or railbed.

(8.1) INDOOR ATHLETIC AND ENTERTAINMENT CENTER means, within Subdistrict 3, an establishment with separate suites dedicated for athletic competition, training, and games of skill within private rooms. Other forms of indoor entertainment or games are also permitted in conjunction with this use as an accessory use. Sale and consumption of food and beverages is permitted on the premises and may be prepared and served as an accessory use.

(8.2) LEGACY BUILDING means a building constructed on or before 1963 that:

(A) contains a hotel or motel use; and

(B) is individually listed in the National Register of Historic Places.

(8.3) LEGACY BUILDING MIXED-USE PROJECT means a project containing more than two uses developed as a single project that includes at least one use in a legacy building.

(9) MAJOR MODIFICATION means reconstruction, alteration, or renovation of an original building that exceeds 50 percent of the value of the original building assessed by the Dallas Central Appraisal District or any increase in the floor area of an original building if the expansion is over 50 percent for nonresidential projects, over 65 percent for mixed use projects, and over 75 percent for residential projects.

(10) MASSAGE ESTABLISHMENT means any building, room, place, or establishment, other than a regularly licensed hospital, where manipulated massage or manipulated exercises are practiced upon the human body by anyone not a duly licensed physician or chiropractor whether with or without the use of mechanical, therapeutic, or bathing devices, and includes Turkish bathhouses. This term does not include, however, duly licensed beauty parlors or barbershops or a place wherein registered physical therapists treat only patients recommended by a licensed physician and operated only under such physician's direction. "MASSAGE" means any process consisting of kneading, rubbing, or otherwise manipulating the skin of the body of a human being, either with the hand or by means of electrical instruments or apparatus, or other special apparatus, but does not include massage by duly licensed physicians and chiropractors, and registered physical therapists who treat only patients recommended by a licensed physician and

who operate only under such physician's direction, nor massage of the face practiced by beauty parlors or barbershops duly licensed under the penal code of the state.

(11) MEANDERS OF THE OLD TRINITY RIVER CHANNEL means the old Trinity River channel within this special purpose district, as shown on the map labeled Exhibit 621C.

(12) MIXED USE PROJECT means a development, on a single building site, that contains more than one use.

(13) NEW CONSTRUCTION means construction of a main structure that is not an original building.

(13.1) NEW DEVELOPMENT means any work that increases the total floor area on a building site.

(14) OPENING means a door, window, passageway, or any other similar architectural feature through which light or solid objects may pass.

(15) ORIGINAL BUILDING means a structure existing on the date of the establishment of this special purpose district, but does not include a structure that has undergone a major modification.

(16) OUTSIDE SEATING means the area between an omitted wall line and the structural wall when the area is used solely for seating of patrons.

(17) PIERCING SALON means a facility in which body piercing is performed. BODY PIERCING means the creation of an opening in an individual's body, other than in an individual's earlobe, to insert jewelry or another decoration.

(17.1) PREMISE SIGN means a premise sign as defined in Section 51A-7.102(28) and, in Subdistrict II, includes:

(A) Products or services sold by a sponsor of or a company affiliated with a sports practice facility on the premises.

(18) SPORTS PRACTICE FACILITY means a private recreation center, club, or area that includes a combination of the following: two full basketball courts, locker rooms, plunge pools, weight room and training area, a lounge area, and offices for staff.

(19) RAILBEDS means the areas shown on the map labelled Exhibit 621D.

(20) TATTOO STUDIO means an establishment in which tattooing is performed. TATTOOING means the practice of producing an indelible mark or figure on the

human body by scarring or inserting a pigment under the skin using needles, scalpels, or other related equipment.

(21) WALKING DISTANCE means the distance from the nearest point of a parking lot to the nearest public entrance of a main use, measured along the most convenient pedestrian walkway.

(b) Unless otherwise stated, all references to articles, divisions, or sections in this article are to articles, divisions, or sections in Chapter 51A.

(c) This special purpose district is considered to be a mixed use zoning district.

(d) The following rules apply in interpreting the use regulations in this article:

(1) The absence of a symbol appearing after a listed use means that the use is permitted by right.

(2) The symbol *[L]* appearing after a listed use means that the use is permitted by right as a limited use only. (For more information regarding limited uses, see Section 51A-4.218, “Limited Uses.”)

(3) The symbol *[SUP]* appearing after a listed use means that the use is permitted by specific use permit only.

(4) The symbol *[DIR]* appearing after a listed use means that a site plan must be submitted and approved in accordance with the requirements of Section 51A-4.803, “Site Plan Review.” (“DIR” means “development impact review.” For more information regarding development impact review generally, see Division 51A-4.800, “Development Impact Review.”)

(5) The symbol *[RAR]* appearing after a listed use means that, if the use has a residential adjacency as defined in Section 51A-4.803, “Site Plan Review,” a site plan must be submitted and approved in accordance with the requirements of that section. (“RAR” means “residential adjacency review.” For more information regarding residential adjacency review generally, see Division 51A-4.800, “Development Impact Review.”) (Ord. Nos. 25013; 25560; 28231; 30347; 31235; 32135)

SEC. 51P-621.103.1. EXHIBITS.

OMITTED FOR BREVITY.

SEC. 51P-621.104. CONCEPTUAL PLAN.

OMITTED FOR BREVITY.

SEC. 51P-621.105. DEVELOPMENT PLAN.

OMITTED FOR BREVITY.

SEC. 51P-621.106. MAIN USES PERMITTED.

OMITTED FOR BREVITY.

SEC. 51P-621.107. ACCESSORY USES.

OMITTED FOR BREVITY.

SEC. 51P-621.108. CREATION OF A BUILDING SITE.

OMITTED FOR BREVITY.

SEC. 51P-621.109. YARD, LOT, AND SPACE REGULATIONS.

OMITTED FOR BREVITY.

SEC. 51P-621.110. OFF-STREET PARKING AND LOADING.

OMITTED FOR BREVITY.

SEC. 51P-621.111. ENVIRONMENTAL PERFORMANCE STANDARDS.

OMITTED FOR BREVITY.

SEC. 51P-621.112. LANDSCAPING.

OMITTED FOR BREVITY.

SEC. 51P-621.113. ARCHITECTURAL DESIGN GUIDELINES.

OMITTED FOR BREVITY.

SEC. 51P-621.114. SITE DESIGN REQUIREMENTS.

OMITTED FOR BREVITY.

SEC. 51P-621.115. SCREENING REGULATIONS.

OMITTED FOR BREVITY.

SEC. 51P-621.116. SIGNS.

(a) Except as otherwise provided in this section, signs must comply with the provisions for business zoning districts in Article VII.

(b) In Subdistrict 2, detached premise signs existing on the date of establishment of this special purpose district may remain, provided the sign and sign supports are maintained in a state of good repair and neat appearance at all times. See Section 51A-7.210, "General Maintenance."

(c) Projecting attached premise signs for retail and personal service uses are allowed, provided they do not project more than five feet from the building façade and are between nine and 15 feet above the sidewalk. For purposes of this provision, a "projecting attached premise sign" means an attached premise sign projecting more than 12 inches from a building at an angle other than parallel to the façade.

(d) In Subdistrict 1E, one rooftop-mounted metal framework premise sign is permitted, subject to the following conditions:

(1) A rooftop-mounted metal framework premise sign may be illuminated internally or externally or both.

(2) A rooftop-mounted premise sign may not exceed 1,200 square feet in effective area.

(3) A rooftop-mounted premise sign must comply with the Dallas Fire Code and must be approved by the fire marshal before a sign permit may be approved by the director.

(e) Subdistrict 1I.

(1) One additional detached premise sign is permitted along Stemmons Freeway, subject to the following conditions:

(A) Maximum sign height is 55 feet.

(B) Maximum effective area is 850 square feet.

(C) Minimum setback is 25 feet.

(D) The sign may be a monument or non-monument sign.

(E) The sign may contain a digital display, subject to the following conditions:

(i) Digital displays may include static or moving images similar to television images that are displayed by LED/LCD or other similar technology.

eight seconds. (ii) Each static message must be displayed for a minimum of

seconds. (iii) Changes of message must be accomplished within two

sign face. (iv) Changes of message must occur simultaneously on the entire

permitted except to accommodate changes of message. (v) No flashing, dimming, or brightening of message is

so that the brightness level of the sign is no more than 0.3 footcandles over ambient light conditions at a distance that is equal to the square root of the effective area multiplied by 100 from the sign. A digital display sign must be equipped with both a dimmer control and a photocell that automatically adjusts the display's intensity according to natural ambient light conditions. (vi) The brightness of digital displays must automatically adjust

(vii) The provisions of Section 51A-7.216 do not apply. (Ord. Nos. 25013; 25560; 31150)

SEC. 51P-621.116.1. MIXED-INCOME HOUSING FOR SUBDISTRICT 1J.

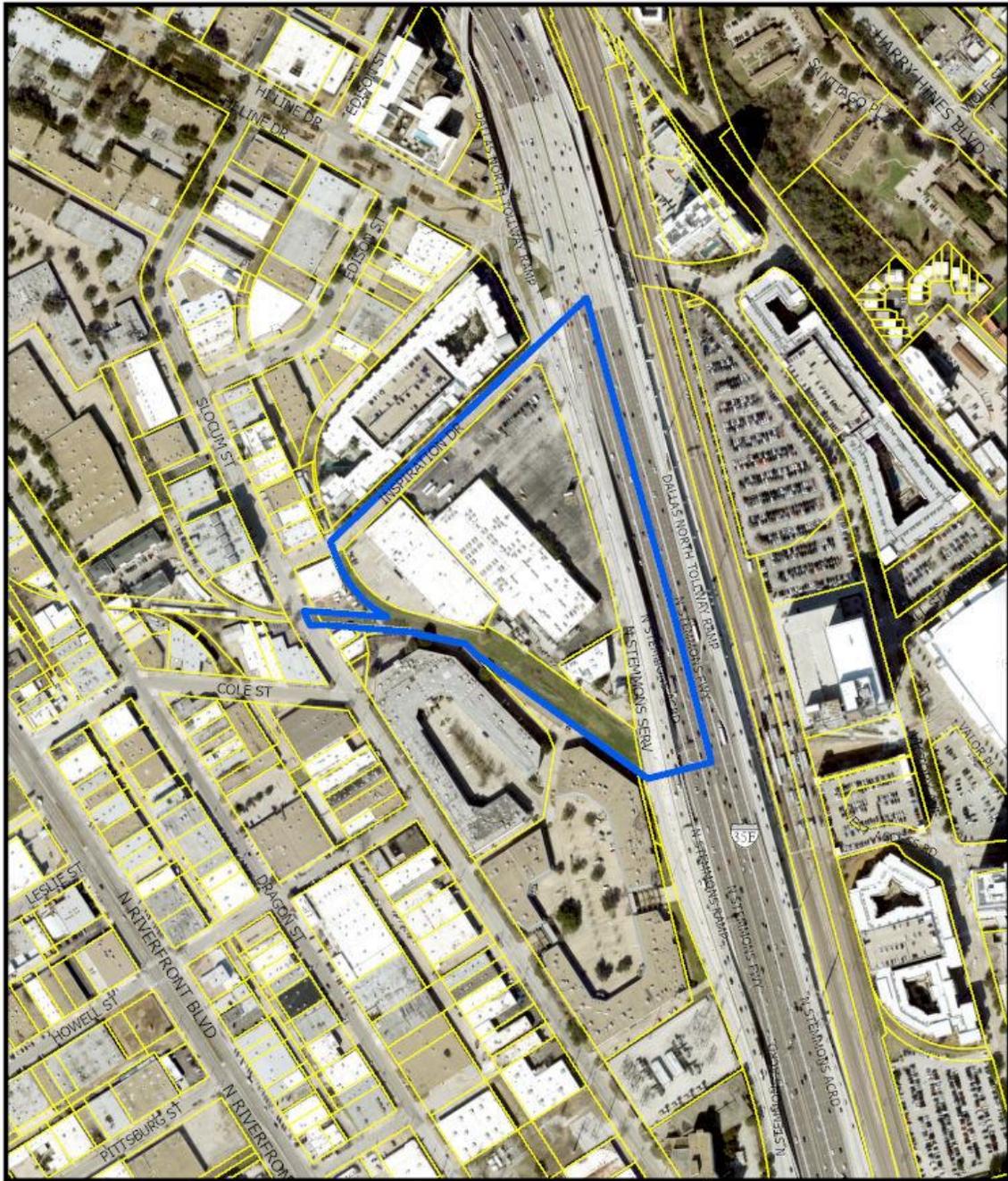
OMITTED FOR BREVITY.

SEC. 51P-621.117. ADDITIONAL PROVISIONS.

OMITTED FOR BREVITY.

SEC. 51P-621.118. COMPLIANCE WITH CONDITIONS.

OMITTED FOR BREVITY.

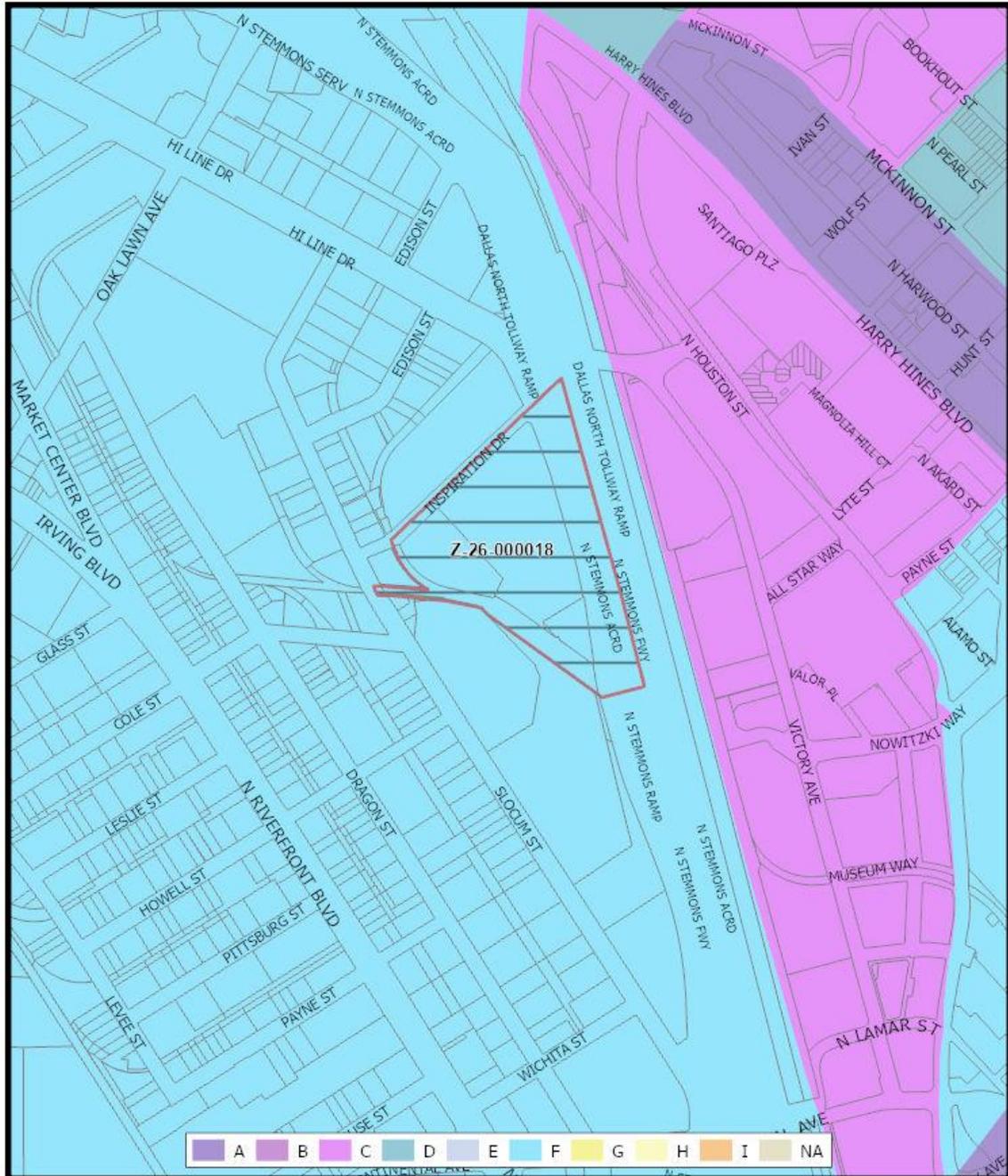


1:4,800

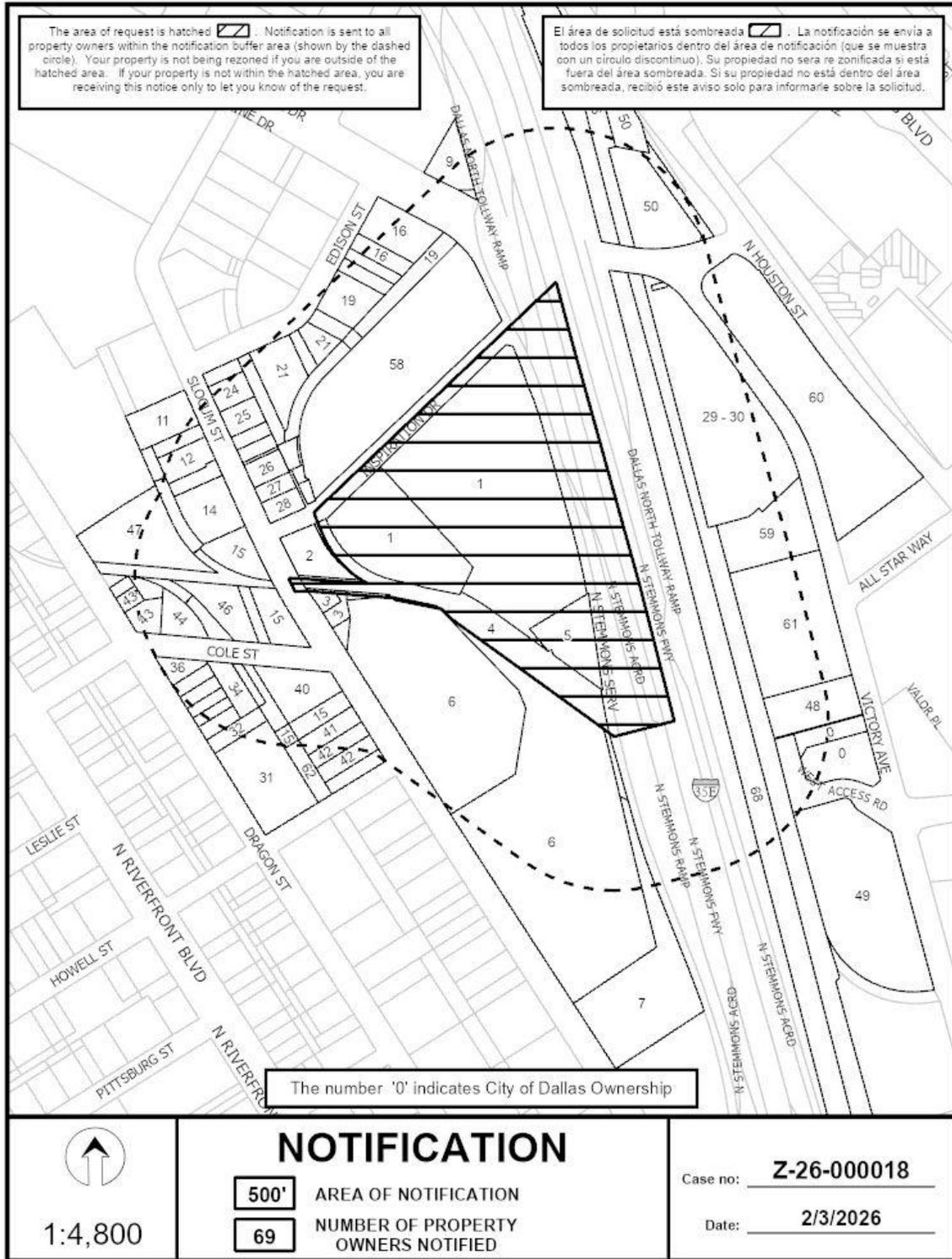
AERIAL MAP

Case no: Z-26-000018

Date: 02/03/2026



 1:7,200	<h1>Market Value Analysis</h1>	Case no: <u>Z-26-000018</u> Date: <u>2/3/2026</u>
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02/03/2026

Notification List of Property Owners***Z-26-000018******69 Property Owners Notified***

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	1530 INSPIRATION DR	DSG PRACTICE FACILITY LLC
2	1322 SLOCUM ST	YCT INVESTMENT LLC
3	1316 SLOCUM ST	RADICAL SLOCUM ACQUISITION LP
4	1500 INSPIRATION DR	DSG PROPERTY LLC
5	1323 N STEMMONS FWY	DSG EVENT SPACE LLC
6	1025 N STEMMONS FWY	DDD PROPERTY HOLDINGS LLC
7	1023 N STEMMONS FWY	ONCOR ELEC RIC DELIVERY COMPANY
8	930 N RIVERFRONT BLVD	TEXAS UTILITIES ELEC CO
9	1330 HI LINE DR	STUDIO 1330 LTD
10	1332 HI LINE DR	NEUHOFF TRACT JV
11	1435 SLOCUM ST	ENGLISH DANNA
12	1423 SLOCUM ST	TOMLIN GERALD &
13	1411 SLOCUM ST	KING SIU FONG
14	1403 SLOCUM ST	DRAGON POPEY FUND LTD
15	1333 SLOCUM ST	RADICAL SLOCUM ACQUISITION II LP
16	1550 EDISON ST	1550 EDISON LLC
17	1546 EDISON ST	GETZENDANER WM H JR
18	1544 EDISON ST	SDR PROPERTIES LLC
19	1532 EDISON ST	1532 EDISON LLC
20	1526 EDISON ST	WILLIAMSEDISON PROPERTIES LLC
21	1522 EDISON ST	SKL INVESTMENT
22	1516 EDISON ST	SKL INVESTMENT COMPANY
23	1436 SLOCUM ST	COUNTRY FRENCH ANTIQUES LLC
24	1428 SLOCUM ST	COUNTRY FRENCH ANTIQUES
25	1418 SLOCUM ST	SENECA FAMILY INVESTMENTS LP
26	1408 SLOCUM ST	MFW PROPERTIES LLC

02/03/2026

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
27	1404 SLOCUM ST	TIMBERLAND PARTNERS LP
28	1400 SLOCUM ST	DESIGN DISTRICT TRUST
29	1200 FLYNN ST	ST LOUIS S W RAILWAY CO
30	2825 ALAMO ST	ANLAND NORTH COMMERCIAL LP
31	1202 DRAGON ST	DRAGON ST PROPERTIES LP
32	1230 DRAGON ST	1230 DRAGON ST LP
33	1300 DRAGON ST	P4 HOLDINGS LLC
34	318 COLE ST	318 COLE INVESTMENTS LP
35	1302 DRAGON ST	GLASS DRAGON LLC
36	1330 DRAGON ST	DRAGON STREET CAPITAL LLC
37	1310 DRAGON ST	1310 DRAGON STREET LLC
38	1308 DRAGON ST	1215 SLOCUM INVESTMENT
39	1304 DRAGON ST	KINGBUSH PPTIES LP
40	1227 SLOCUM ST	RADICAL SLOCUM HOLDINGS LP
41	1215 SLOCUM ST	DORSEY CHAD
42	1209 SLOCUM ST	LISPORT PROPERTIES LP
43	1400 DRAGON ST	RUTT CAPITAL LLC
44	315 COLE ST	STANZEL RICHARD C &
45	1308 SLOCUM ST	ZUEGER FIRST FAMILY LP
46	331 COLE ST	WENDOVER COLE LLC
47	1430 DRAGON ST	DRAGON PROPERTY FUND LTD
48	2525 VICTORY AVE	DALLAS AREA RAPID TRANSIT
49	2425 VICTORY AVE	TX VICTORY PARK APARTMENTS LLC
50	1400 ALAMO ST	PR GENESIS KATY LP
51	1400 SLOCUM ST	TOMLIN GERALD JR
52	1414 SLOCUM ST	ZAMIN ENTERPRISES LLC
53	1410 SLOCUM ST	DOLEN JULIE GARRETT VAN
54	1522 EDISON ST	SKL INVESTMENT CO LTD
55	1504 EDISON ST	SKL INVESTMENT CO LTD
56	1526 EDISON ST	WILLIAMS EDISON PROPERTIES LLC
57	1400 INSPIRATION DR	MCNALLY ANNICK

02/03/2026

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
58	1531 INSPIRATION DR	SRGMF IV INSPIRATION DALLAS LLC
59	2825 ALAMO ST	ANLAND NORTH COMM LP
60	2823 N HOUSTON ST	CAMDEN PROPERTY TRUST
61	2601 VICTORY AVE	2601 VICTORY LLC
62	300 HOWELL ST	SOMERSET ASSET MGMT LLC
63	300 COLE ST	AZIMI MASOUD ET AL
64	300 COLE ST	STANZEL INVESTMENTS LLC
65	1400 DRAGON ST	DRAGON PROPERTY FUND LTD
66	555 2ND AVE	DART
67	555 2ND AVE	DART
68	1900 OAK LAWN AVE	DART & FT WORTH TRANSP AUTH
69	1900 OAK LAWN AVE	DART & FT WORTH TRANSP AU