

March 4, 2026

Hon. Chair and Members, Panel A
Zoning Board of Adjustment
c/o Mr. Bryant Thompson, Senior Planner
c/o Ms. Diana Barkume, Project Coordinator – Development
Planning and Development Department
City of Dallas
1500 Marilla Street, Room 5CN
Dallas, Texas 75201

Re: BOA-25-000101; 2628 Maple Avenue.

Dear Members of Panel A:

We are providing this letter, through the City Staff, for your agenda packet to provide factual background and to explain the rationale for our request for a variance of 24 off-street parking spaces, from 65 spaces required for a proposed potential mix of future uses to the 41 spaces currently provided on the site, for a 12,567 square foot development as constructed in 1979 (per the Dallas Central Appraisal District).

The subject property is addressed as 2628 Maple Avenue, and is described as Block 3/950, Lots 13, 15, 17, and 19 consisting of 0.7030 acres of land (the “Property”). The Property was developed in 1979 as a two story building with retail and restaurant uses varying over time. We are providing you with this letter to affirm for you how we meet all of the required variance standards, including demonstrable property hardship conditions, and to respectfully ask for your approval of our variance request at our March 17 public hearing.

I. Our Request. The existing building is currently vacant. The purpose of our request is to be able to accommodate re-use of the existing building for a combination of retail and restaurant uses. There are 41 existing spaces on the site. The current zoning is P.D. 193/HC (Heavy Commercial) Subdistrict.

Our requested variance would allow for the reutilization of the existing space (with no expansion of the building) to 3,398 square feet of Restaurant uses and 9,169 square feet of Retail uses, by providing the existing 41 spaces (as constructed) out of the otherwise-required 65 parking spaces (as determined from the P.D. 193 Mixed Use Parking Chart).

Actual projected peak parking demand, as summarized on Page 6 of our submitted Parking Demand Analysis, is 39 spaces. Therefore, the existing supply of 41 spaces is more than sufficient to accommodate parking demand, even at peak.

II. Why We Are required to Apply for a Variance and not a Special Exception. The relevant portion of the Dallas Development Code on parking special exceptions is found at Sec. 51A-4.311(a)(6) and says in relevant part that “*The board shall not grant a special exception under Paragraph (1) to reduce the number of off-street parking spaces expressly required in the text or development plan of an ordinance establishing or amending regulations governing a specific planned development district*”. Because of the fact that P.D. 193 has its own required parking ratios, this provision has historically been interpreted by the City to mean that parking special exceptions are not available in P.D. 193 – any parking reduction request to the Board within P.D. 193 must be a variance request.

III. The Site; Existing Conditions. The Property as stated above was developed in 1979, prior to both the extensive redevelopment of Uptown Dallas as well as long before changes in policy on the need for extensive vehicle parking. Included in our accompanying presentation is an aerial photograph of the Property, as well as several street view photos illustrating the extensive redevelopment which has occurred all around the Property subsequent to its original development.

IV. How We Meet the Variance Standard. This variance request meets the variance standards mandated by Sec. 51A-3.102(d)(10) of the *Dallas Development Code* in every respect. First, several property conditions exist to support our variance request in the following respects:

1. The building to be re-used is already built, and the existing parking is already in place. As you can see from the photos, the building is well-maintained and attractively landscaped on the street-facing frontages. There is no room for additional parking without demolishing at least large parts of the building.
2. The property itself is clearly irregularly-shaped. This would represent a challenge for any kind of development or redevelopment, including as to parking area configuration and circulation.
3. The property is bounded by what appear to be three front yards (Maple Avenue, Cedar Springs Road, and Howell Street), as well as by a public alley on the northeast side, also representing a challenge for any kind of development or redevelopment. As you know, cedar Springs and Maple are high-traffic streets, with no opportunity for on-street parking here.

Without the requested reduction, this otherwise retail- and restaurant-ready space would be largely unusable, unlike the many other P.D. 193/HC office and mixed-use developments in the Uptown neighborhood, which clearly have developed at much greater height and density (allows 100 percent lot coverage, 240 feet maximum height and 4:1 FAR by right), which goes to the element regarding commensurate development.

V. The Public Interest; Commensurate Development. Finally, the granting of this variance would not in any way be contrary to the public interest. In fact, the granting of this variance will strongly support the public interest by allowing for the above-described 13,836 square feet of space to be activated with new restaurant and retail uses, which will add to the walkable, pedestrian-friendly character of this area of Uptown, and in fact will provide a nice contrast in scale with the surrounding existing, and likely future, high-rise development.

Further, our request was prompted by, and is intended to facilitate, the prospective relocation of two first class retail businesses from University Park and from Highland Park Village, respectively, to Uptown Dallas, which supports the public interest of Uptown Dallas and its community, as well as that of the City of Dallas.

The Applicant is purposefully and thoughtfully refraining from trying to maximize lot coverage, building height, or floor area ratio on a site where that otherwise would be likely, and is instead adaptively re-using the existing building. P.D. 193/HC allows by right 100 percent lot coverage, 240 feet in maximum height, and 4:1 floor area ratio (or 4.5:1 with a 1:1 residential component, as in many vertical mixed-use developments), so our request certainly aligns with allowing “commensurate development”, and really much less, in the P.D. 193/HC zoning classification.

In addition, the Applicant is a long-standing property owner and excellent corporate citizen in the area, and in fact their main offices are about a block away at 2808 Fairmount. They have done extensive outreach to all of the neighbors, and we appeared at the Oak Lawn Committee on March 3. Accompanying this letter are the support emails we have received as of March 2, and we anticipate that more will follow prior to our hearing.

VI. Parking Demand Analysis Conclusions. Our Parking Demand Analysis makes the following findings on Page 5, which further support our position that approval of the requested variance meets all of the applicable standards and is strongly in the public interest:

SUMMARY OF FINDINGS

The following findings are based upon Westwood’s analysis of parking demand characteristics for the proposed development outlined in the Project Description section of this report.

FINDING: Due to a projection of actual parking need for an existing multi-tenant commercial building located at 2404 Cedar Springs Road, the Applicant is seeking to obtain a Variance to the Parking Code requirements of the City of Dallas for 24 spaces to decrease the total requirement from 65 spaces to 41. The variance would equate to a total reduction of 36.9%.

FINDING: The projected peak parking demand for the proposed use based upon published data from the Institute of Transportation Engineers (ITE) Parking Generation manual, 6th Edition (2023) is 3.13 parked vehicles per 1,000 square feet of floor area at full occupancy.

That ratio translates into the 39 space peak parking demand. Finally, for more perspective on the parking requirements applicable to the Property, as being in P.D. 193, in comparison to recent City-wide parking reform, we note that if the parking reform Code changes applied to this development, it could easily accommodate the prospective change in the mix of uses, as follows:

Restaurant (3,398 SF): 5 spaces required (none required for first 2,500 SF; 1:200 thereafter).

Retail (9,169 SF): No minimum requirement.

VII. Conclusion. We appreciate your consideration of this information. As you can see, we meet all of the required variance criteria for the granting of this request. We will be respectfully asking, on the basis of our foregoing points, for Panel A to *approve* our off-street parking variance request at your March 17 hearing. Thank you very much.

Very truly yours,

A handwritten signature in blue ink that reads "Jonathan G. Vinson". The signature is fluid and cursive, with the first name being the most prominent.

Jonathan G. Vinson

cc: Todd Petty
Travis Bond
Steve Stoner
Suzan Kedron
Will Guerin



VICEROY

February 13, 2026

City of Dallas
1500 Marilla Street
Dallas, Texas 75201

RE: Support for Greenway Investment Company Variance Request for reduced parking at 2628 Maple Avenue

Dear City of Dallas,

Please allow this letter to serve as Viceroy's support for the for the Greenway Investment Company Variance Request for reduced parking at 2628 Maple Avenue. Viceroy has owned property in the neighboring block for over 30 years. We support the variance, and believe it is reasonable.

We are very encouraged about this opportunity, which will activate and greatly improve this site, and which will serve the surrounding office and residential population of our neighborhood. The following properties are owned by Viceroy under various limited partnerships in the Uptown market:

2600 Fairmount
2611 Fairmount
2706 Fairmount
2708 Fairmount
2711 Fairmount
2716 Fairmount
2719 Fairmount
2722 Fairmount
2723 Fairmount
2750 Fairmount
2711 Routh
2719 Routh
2723 Routh

Most of these properties are located within one block of 2628 maple. We wish Greenway success with this project.

Sincerely,

Stephen J. Rogers
Asset Manager
Viceroy Investments, LLC

Vinson, Jonathan

From: Van Shaw <van@shawlaw.net>
Sent: Thursday, February 12, 2026 4:38 PM
To: diana.barkume@dallas.gov; mary.williams1@dallas.gov
Cc: Vinson, Jonathan
Subject: BOA-26-000101 - 2628 Maple

Caution: **External Email.

Dear City of Dallas –

I am writing in support of the above-referenced request. I have met with the property owner and am supportive of the variance request for reduced parking. We are excited to have this new concept in our neighborhood. I am responsible for the following addresses:

- 2723 Fairmount St.
- 2719 Fairmount St.

Sincerely,

Van Shaw
Law Offices of Van Shaw
2723 Fairmount St.
Dallas, TX 75201
214/754-7110
214/754-7115 Fax



<Click and Follow us
www.shawlaw.net

Vinson, Jonathan

From: Williams, Mary <mary.williams1@dallas.gov>
Sent: Wednesday, February 18, 2026 11:41 AM
To: Ramsey March; Barkume, Diana
Cc: Vinson, Jonathan
Subject: RE: BOA-26-000101 - 2628 Maple

Caution: **External Email.

Your letter was received

We value your feedback!

Tell us how we did at: <https://bit.ly/pddsurvey25-26>

Mary F. Williams

Board Coordinator / Board of Adjustment

Planning & Development Department

1500 Marilla Street 5CN

Dallas, TX 75201

Office: 214-670-4127

Email: mary.williams1@dallas.gov



SERVICE FIRST, NOW!

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From: Ramsey March <rmarch@streamrealty.com>
Sent: Wednesday, February 18, 2026 11:31 AM
To: Barkume, Diana <diana.barkume@dallas.gov>; Williams, Mary <mary.williams1@dallas.gov>
Cc: Vinson, Jonathan <jvinson@jw.com>
Subject: BOA-26-000101 - 2628 Maple

External Email!

Dear City of Dallas,

I am writing in support of the above-referenced request. I have met with the property owner and am supportive of the variance request for reduced parking. We are excited to have this new concept in our neighborhood. I am responsible for the following property addresses:

- 2828 Routh St.
- 2699 Howell St.
- 2718 Boll St.

Sincerely,

Ramsey March

Ramsey March
Executive Managing Director & Partner | [Office Development Services](#)

T. 214.267.0447 | M. 214.354.4100
rmarch@streamrealty.com | www.streamrealty.com



Stream Realty Partners
2001 Ross Avenue, Suite 400 | Dallas, TX 75225

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Vinson, Jonathan

From: Chase Prospere <CProspere@LPC.com>
Sent: Wednesday, February 18, 2026 2:39 PM
To: diana.barkume@dallas.gov; mary.williams1@dallas.gov
Cc: Vinson, Jonathan
Subject: RE: BOA-26-000101 - 2628 Maple

Caution: **External Email.

Lincoln supports this project & variance.

Thank you

Lincoln

Chase Prospere
Senior Vice President
C 214.808.9121 | O 214.740.3312
Lincoln Property Company
8111 Douglas Ave. | Suite 600 | Dallas, TX 75225

lpc.com

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From:
Sent: None
To: diana.barkume@dallas.gov; mary.williams1@dallas.gov
Cc: Jonathan Vinson <jvinson@jw.com>
Subject: BOA-26-000101 - 2628 Maple

Dear City of Dallas –

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- 2808 Fairmount St.
- 2812 Fairmount St.
- 2816 Fairmount St.
- 2811 Routh St.
- 2813 Routh St.
- 2817 Routh St.
- 2821 Routh St.
- 2901 Routh St.

- 2907 Routh St.
- 2911 Routh St.

Sincerely,

Royal 2500 Cedar Springs LLC

Vinson, Jonathan

From: Todd Petty <Todd@greenwayinvestment.com>
Sent: Friday, February 20, 2026 2:16 PM
To: diana.barkume@dallas.gov; mary.williams1@dallas.gov
Cc: Vinson, Jonathan; Travis Bond
Subject: BOA-26-000101 - 2628 Maple

Caution: **External Email.

Dear City of Dallas –

I am writing in support of the above-referenced request. I have met with the property owner and am supportive of the variance request for reduced parking. We are excited to have this new concept in our neighborhood. I am responsible for the following addresses:

- 2408 Cedar Springs Rd.

Sincerely,

Greenway-Maple L.P.

By: Maple I GP, LLC its general partner

By: Todd Petty, Vice President