LAMBETH ENGINEERING

Z-25-000139(CC)
Z245-127
SUP 2008
EAST FACADE

# Traffic Memo


**To:** Mrs. Julie O'Connell, Baldwin Associates LLC

**From:** Christy Lambeth, P.E., PTOE, Lambeth Engineering Associates, PLLC, *F-19508*

**Date:** September 5, 2025

**Re:** Traffic Study for the Videoboard Sign on the Eastern Side of 1600 Commerce Street in Dallas, Texas

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## Introduction

The services of Lambeth Engineering Associates, PLLC, (herein Lambeth Engineering) were retained to conduct a traffic study for the 2025 renewal of Specific Use Permit (SUP) No. 2008 for the existing videoboard sign located on the eastern facade of 1600 Commerce Street, Dallas, Texas. In accordance with Section 51A-7.909(d)(2) of the Dallas Development Code, this study evaluates whether the videoboard interferes with the effectiveness of traffic control devices within 300 feet of its location.

The study area map provided in the **Appendix** illustrates the existing sign location and identifies all traffic control devices within 300 feet.

## Analysis

The sign is located on the eastern facade of 1600 Commerce Street, Dallas, Texas. S. Ervay Street is a three-lane, one-way roadway in the northbound direction. The videoboard is located adjacent to the western lane (left side, above sidewalk). The study area map provided in the **Appendix** illustrates the existing sign location and identifies all traffic control devices within 300 feet.

As shown on the study area map, the following roadway intersections were studied in this analysis along S. Ervay Street:

- S. Ervay Street at Commerce Street (Signalized)
- S. Ervay Street at Jackson Street (Signalized)

As required by Dallas City Code, the sign provides a minimum vertical clearance of fifteen (15) feet above the sidewalk. Lambeth Engineering Associates, PLLC, conducted a field observation of the videoboard on August 20, 2025, and reviewed the sign location along with all traffic control devices within a 300 feet radius. Site pictures of the videoboard sign and study area are included in the **Appendix**.

Based on the field observations, the existing videoboard is clearly visible to motorists and pedestrians along S. Ervay Street and does **not** interfere with the effectiveness of traffic control devices within 300 feet of the sign.

## Crash Analysis

Using the TxDOT Crash Information Record System (CRIS), a crash study was conducted on S. Ervay Street within 300 feet of the sign. A total of 27 crashes in the last five (5) years have been recorded. Four (4) crashes involved a suspected serious injury, and there were no fatal crashes. CRIS results are provided in the **Appendix**. Crash severity is summarized in **Table *1***.

**Table 1. Trip Generation Summary**

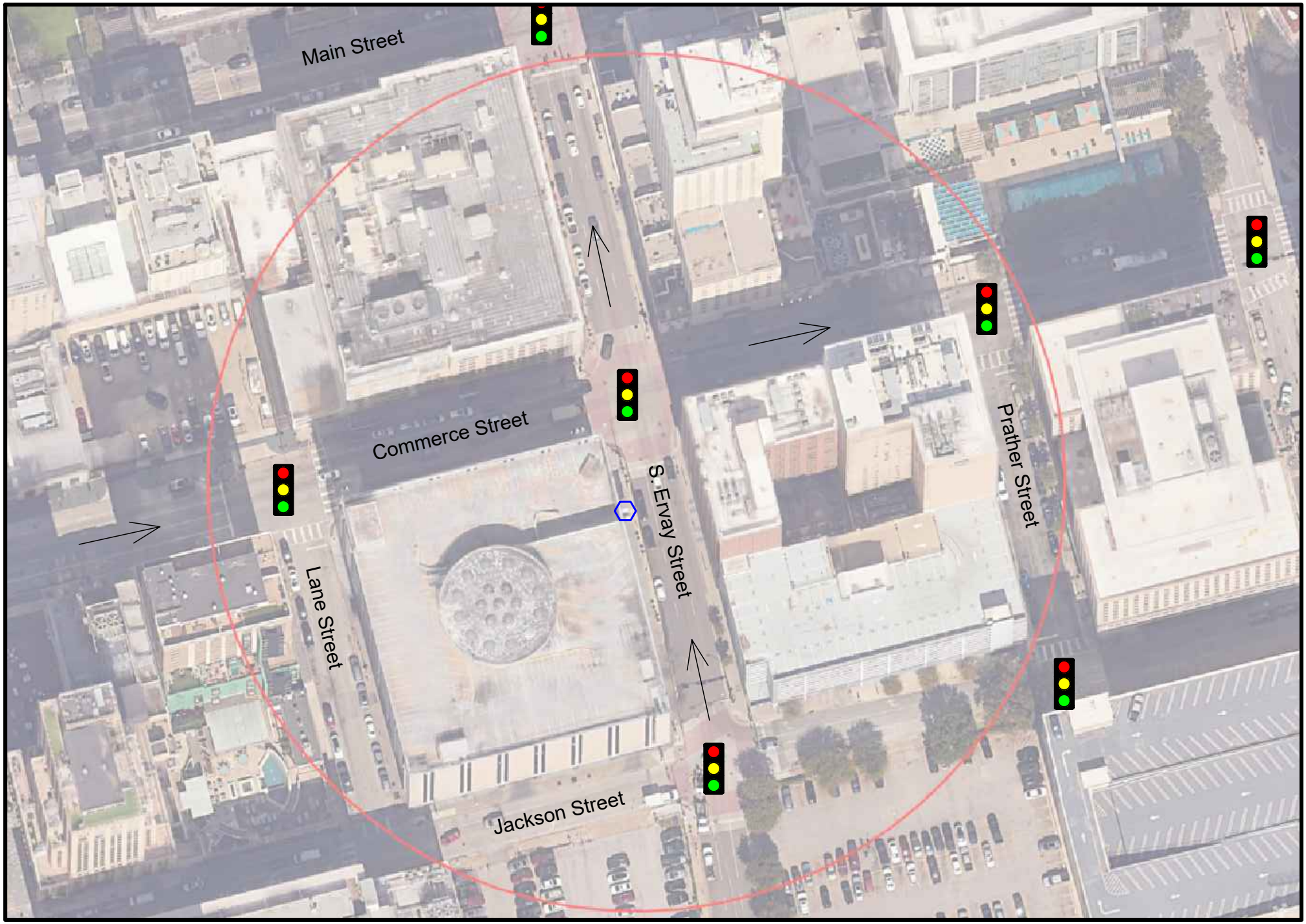
| Crash Severity | Crashes |
|---|---|
| A - SUSPECTED SERIOUS INJURY | 2 |
| B - SUSPECTED MINOR INJURY | 4 |
| C - POSSIBLE INJURY | 4 |
| N - NOT INJURED | 13 |
| K - FATAL INJURY | 0 |
| 99 - UNKNOWN | 4 |
| **Total:** | **27** |

# Conclusions

Based on field observations, the existing videoboard is clearly visible to motorists and pedestrians along S. Ervay Street and does **not** interfere with the effectiveness of traffic control devices within 300 feet of the videoboard sign. Accordingly, the videoboard complies with the requirements of Section 51A-7.909(d)(2) of the *Dallas Development Code* in support of the 2025 renewal of SUP No. 2008.

***END***

# Appendix




○ = 300 feet Radius ⬡ = Videoboard Sign Location → = One-Way Road

NORTH

A Study Area Map
Not to Scale

**Videoboard Sign on the Eastern Facade of 1600 Commerce Street**
Southwest of Commerce Street at S. Evray Street
Dallas, Texas

L.A.M.B.E.T.H. ENGINEERING
TEXAS REGISTERED ENGINEERING FIRM F-19508

Map Obtained from Google Earth 09.02.25

BLOCK 77

BLOCK 135/96

COMMERCE STREET

80' PUBLIC ROW

CURB

CURB

BUILDING FACADE
ON PROPERTY LINE

existing sign

*1600 COMMERCE ST.*
*LOTS 1-8, BLOCK 78 1/2*

BUILDING FACADE
ON PROPERTY LINE

SUP REQUEST AREA

BLOCK 78 1/4

LANE STREET
50' PUBLIC ROW

ERVAY STREET
50' PUBLIC ROW

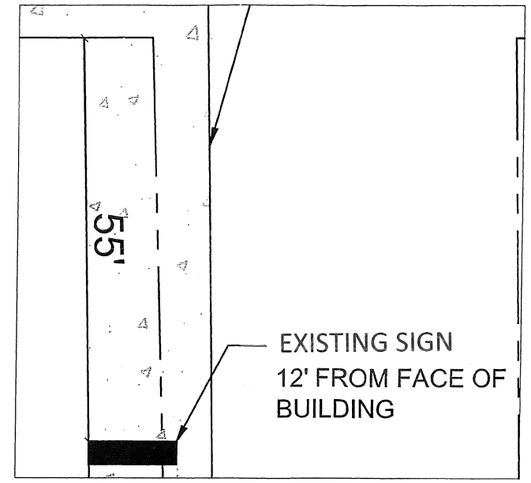
BLOCK 97 1/4

JACKSON STREET

50' PUBLIC ROW

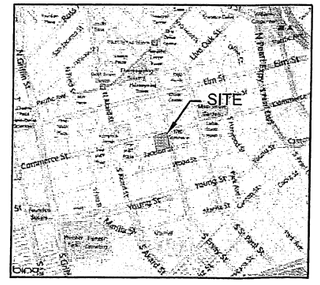
BLOCK 79

BLOCK 98




SCALE: 1" = 20'-0"

LOCATION MAP (N.T.S.)




NORTH

SCALE: 1" = 60'-0"

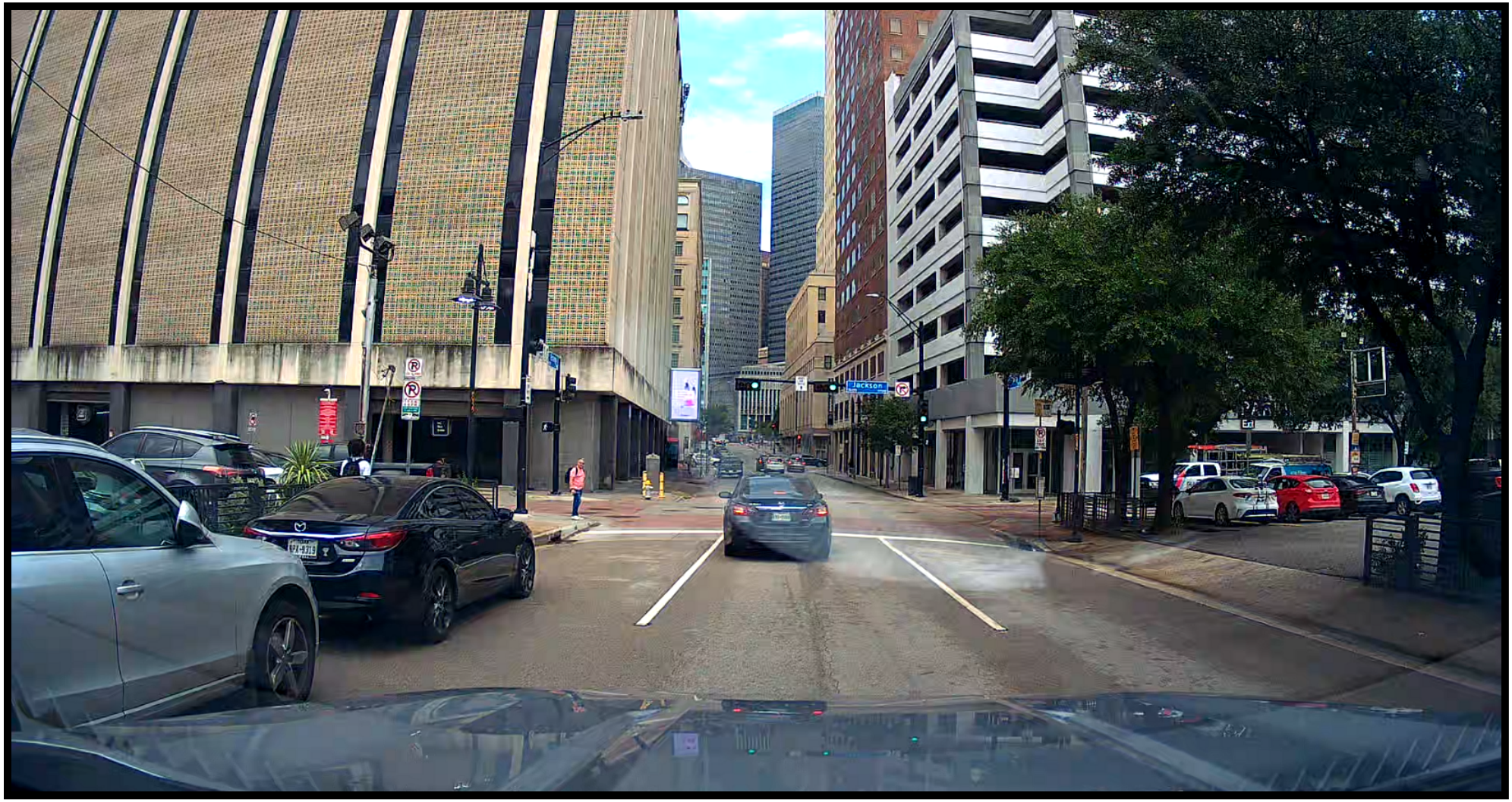
# *1600 COMMERCE STREET*
## *ERVAY FACADE SIGN*

*LOTS 1-8, BLOCK 78 1/2*
*CITY OF DALLAS*
*DALLAS COUNTY, TEXAS*

Issue/Revisions

| No. | Date | Description |
|---|---|---|
| N1 | 091211 | ISSUE |

SITE PLAN

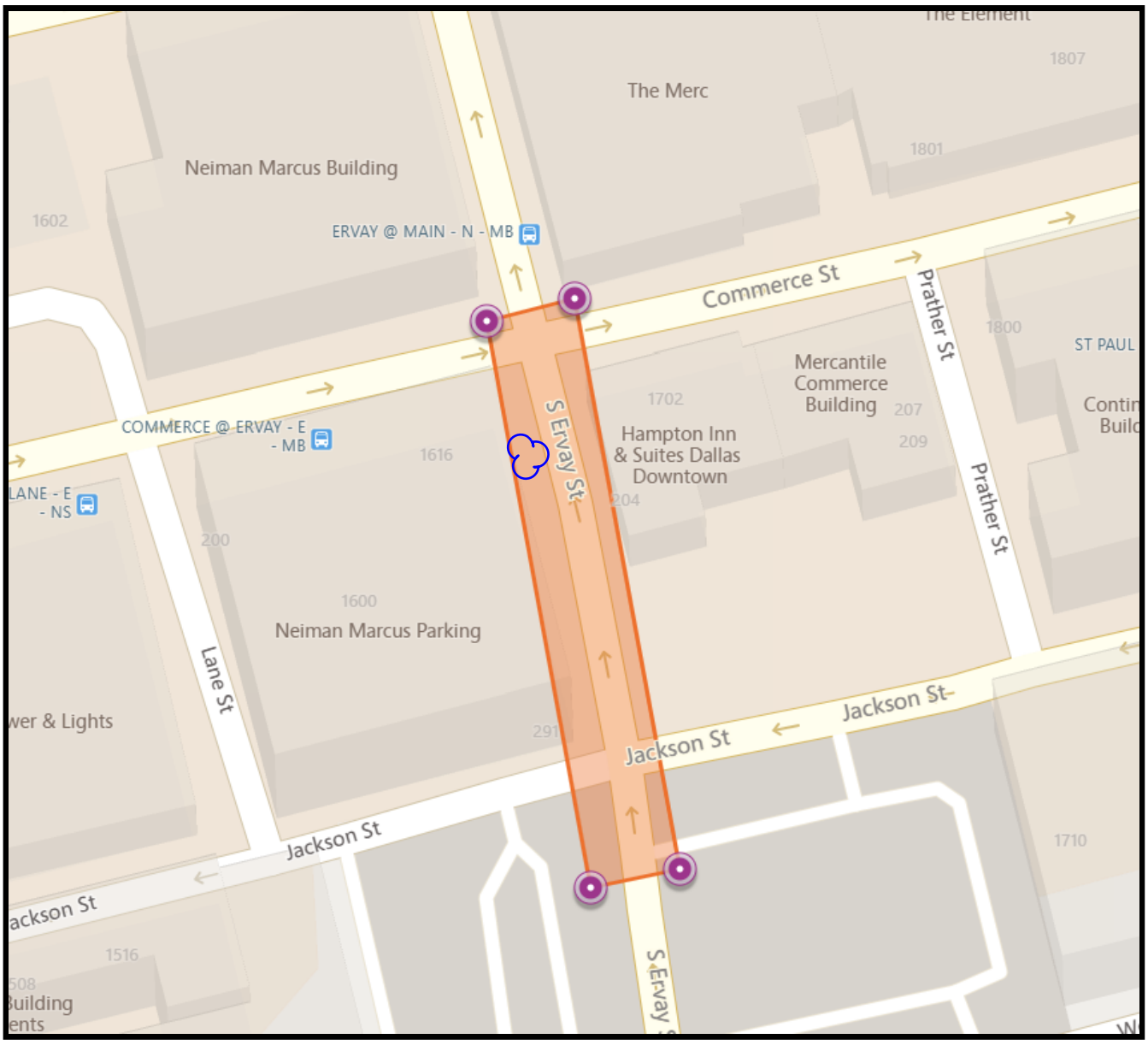



**Site Picture of The Existing Videoboard Sign on the Eastern Facade of 1600 Commerce Street**

**TxDOT Crash Reports for Videoboard Sign at 1600 Commerce Street**

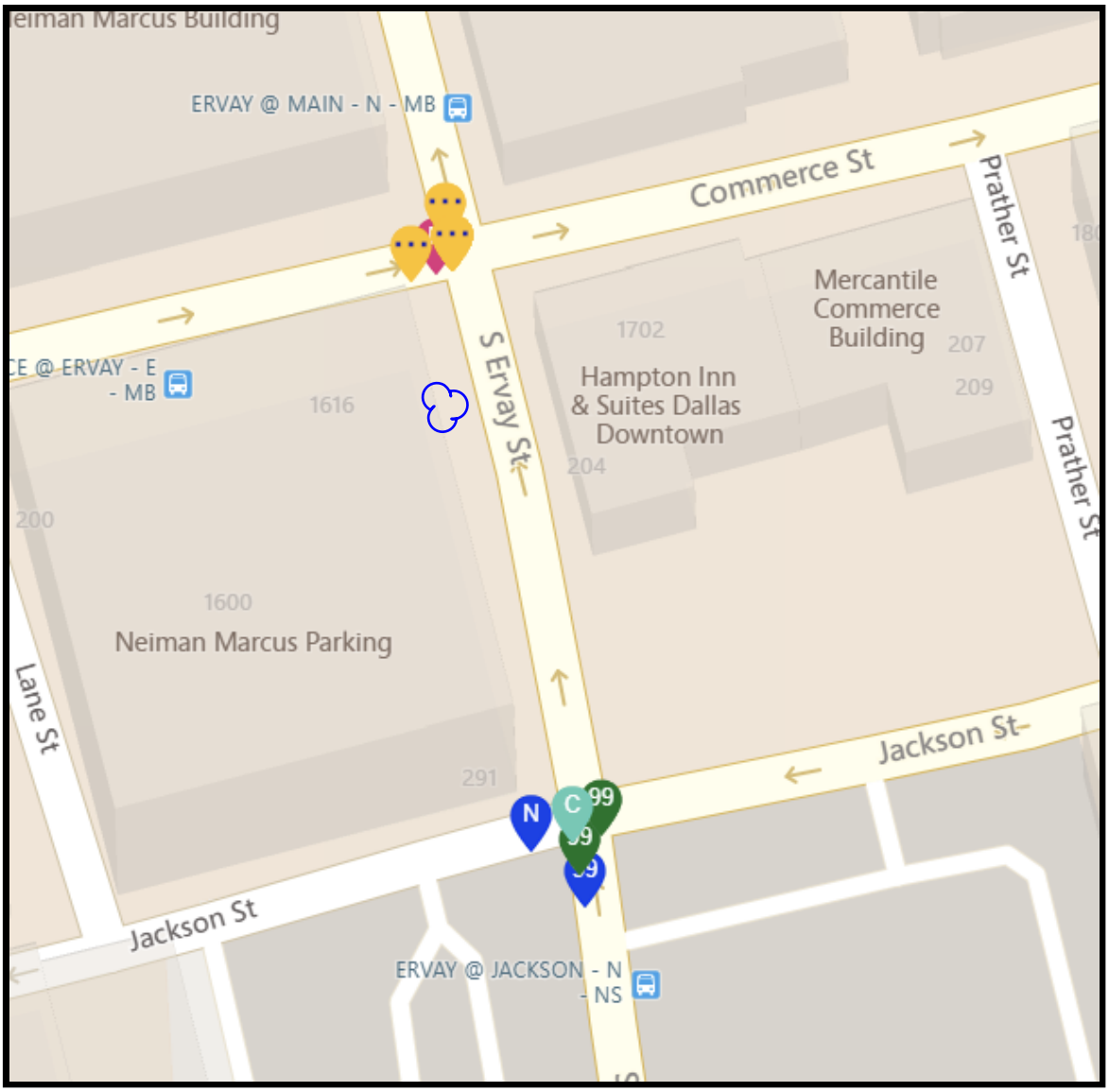
All crash data available through the Crash Records Information System (CRIS) represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3), processed by the Texas Department of Transportation (TxDOT) as of September 02, 2025. CRIS serves as a critical tool for understanding traffic patterns, identifying high-risk areas, and supporting initiatives aimed at improving road safety in Texas. While the system offers comprehensive insights into vehicle crashes, the Department does not provide any warranty, representation, or guarantee regarding the content, accuracy, timeliness, or completeness of the information. The data should be used with caution, and any conclusions, interpretations, or analyses made using this crash data must be represented as the user's own and not attributed to the State of Texas or TxDOT. The CRIS database is a valuable resource for public safety officials, transportation planners, and researchers looking to make data-driven decisions. The CRIS website (https://cris.dot.state.tx.us/public/Query/app/home) was used to access the crash data.

When applying the filter for the years 2021, 2022, 2023, 2024, and 2025, the query returned a total of 27 Crashes involving 55 Units and 74 Persons.




= Videoboard Sign Location

| | Crash ID | Crash Date | Crash Severity | Crash Severity | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | A - SUSPECTED SERIOUS INJURY | B - SUSPECTED MINOR INJURY | C - POSSIBLE INJURY | N - NOT INJURED | K - FATAL INJURY | 99 - UNKNOWN |
| 1 | 18163227 | 3/23/2021 | B - SUSPECTED MINOR INJURY | 0 | 1 | 0 | 0 | 0 | 0 |
| 2 | 18286293 | 5/21/2021 | C - POSSIBLE INJURY | 0 | 0 | 1 | 0 | 0 | 0 |
| 3 | 18702090 | 1/1/2022 | 99 - UNKNOWN | 0 | 0 | 0 | 0 | 0 | 1 |
| 4 | 18812399 | 3/9/2022 | N - NOT INJURED | 0 | 0 | 0 | 1 | 0 | 0 |
| 5 | 18960656 | 6/6/2022 | 99 - UNKNOWN | 0 | 0 | 0 | 0 | 0 | 1 |
| 6 | 19091768 | 9/2/2022 | N - NOT INJURED | 0 | 0 | 0 | 1 | 0 | 0 |
| 7 | 19144852 | 9/22/2022 | C - POSSIBLE INJURY | 0 | 0 | 1 | 0 | 0 | 0 |
| 8 | 19300166 | 12/11/2022 | N - NOT INJURED | 0 | 0 | 0 | 1 | 0 | 0 |
| 9 | 19362452 | 1/23/2023 | N - NOT INJURED | 0 | 0 | 0 | 1 | 0 | 0 |
| 10 | 19423673 | 2/20/2023 | N - NOT INJURED | 0 | 0 | 0 | 1 | 0 | 0 |
| 11 | 19423728 | 2/21/2023 | N - NOT INJURED | 0 | 0 | 0 | 1 | 0 | 0 |
| 12 | 19736942 | 9/3/2023 | B - SUSPECTED MINOR INJURY | 0 | 1 | 0 | 0 | 0 | 0 |
| 13 | 19780960 | 9/21/2023 | N - NOT INJURED | 0 | 0 | 0 | 1 | 0 | 0 |
| 14 | 19846691 | 10/28/2023 | C - POSSIBLE INJURY | 0 | 0 | 1 | 0 | 0 | 0 |
| 15 | 19884860 | 11/22/2023 | A - SUSPECTED SERIOUS INJURY | 1 | 0 | 0 | 0 | 0 | 0 |
| 16 | 19915881 | 12/1/2023 | 99 - UNKNOWN | 0 | 0 | 0 | 0 | 0 | 1 |
| 17 | 19935027 | 12/9/2023 | N - NOT INJURED | 0 | 0 | 0 | 1 | 0 | 0 |
| 18 | 20140567 | 4/14/2024 | C - POSSIBLE INJURY | 0 | 0 | 1 | 0 | 0 | 0 |
| 19 | 20155248 | 4/18/2024 | N - NOT INJURED | 0 | 0 | 0 | 1 | 0 | 0 |
| 20 | 20501012 | 11/3/2024 | A - SUSPECTED SERIOUS INJURY | 1 | 0 | 0 | 0 | 0 | 0 |
| 21 | 20669144 | 2/6/2025 | N - NOT INJURED | 0 | 0 | 0 | 1 | 0 | 0 |
| 22 | 20697060 | 3/3/2025 | N - NOT INJURED | 0 | 0 | 0 | 1 | 0 | 0 |
| 23 | 20748219 | 4/7/2025 | N - NOT INJURED | 0 | 0 | 0 | 1 | 0 | 0 |
| 24 | 20885875 | 6/22/2025 | 99 - UNKNOWN | 0 | 0 | 0 | 0 | 0 | 1 |
| 25 | 20932800 | 7/28/2025 | B - SUSPECTED MINOR INJURY | 0 | 1 | 0 | 0 | 0 | 0 |
| 26 | 20961381 | 8/15/2025 | N - NOT INJURED | 0 | 0 | 0 | 1 | 0 | 0 |
| 27 | 20968883 | 8/16/2025 | B - SUSPECTED MINOR INJURY | 0 | 1 | 0 | 0 | 0 | 0 |
| **Total:** | | | | **2** | **4** | **4** | **13** | **0** | **4** |

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