

FILE NUMBER: Z-26-000115 **DATE FILED:** May 22, 2026
LOCATION: West corner of Woodall Rodgers Fwy and N. Harwood Street
COUNCIL DISTRICT: 14
SIZE OF REQUEST: Approx. 0.92 acres **CENSUS TRACT:** 48113001705

OWNER/APPLICANT: Sawako Miyama of L&W Real Estate, LLC

APPLICANT: William Preuitt of PE Parkside Tower, LLC

REPRESENTATIVE: Suzan Kedron / Jackson Walker LLP

REQUEST: An application to create a new subdistrict within the Downtown Special Provision Sign District on property zoned Subarea 1 of Subdistrict 155 within Planned Development No. 193, with a Downtown Perimeter Subdistrict SPSP Overlay.

SUMMARY: The purpose of the request is to allow for a new digital display sign.

STAFF RECOMMENDATION: Approval, subject to conditions.

SSDAC RECOMMENDATION: Approval, subject to amended conditions.

Downtown Special Provision Sign District

https://codelibrary.amlegal.com/codes/dallas/latest/dallas_tx/0-0-0-86472

BACKGROUND INFORMATION:

- The site is currently under construction with an office tower (Bank of America Tower at Parkside) and is within the Downtown Special Provision Sign District, Downtown Perimeter Subdistrict.
- The Downtown Sign District was established by Ordinance No. 19455 in 1989. The Downtown Special Provision Sign District (SPSD) is an overlay zoning area that regulates sign size, brightness, placement, and type. This district is divided into nine subdistricts: Retail Subdistrict A, Retail Subdistrict B, the General CBD Subdistrict, the Downtown Perimeter Subdistrict, the Main Street Subdistrict, the Convention Center Subdistrict, the Akard Station Subdistrict, the Whitacre Tower Subdistrict, and the Discovery Subdistrict.
- PD Subdistrict 155 was established by Ordinance No. 31580 on June 24, 2020, it allows a mix of commercial and residential uses and permits a bank or savings and loan office by right.
- The Texas Stock Exchange is pursuing an office in the Bank of America Tower at Parkside and is seeking to include a digital “ticker” sign. Therefore, they are requesting a new subdistrict within the Downtown SPSP to modify sign regulations to allow the new digital display.
- On July 14, 2026 Special Sign District Advisory Committee held the case until a special called meeting on July 21.
- On July 21 the Special Sign District Advisory Committee recommended approval of the request with the following change: Change the shut off time of the Harwood Street portion of the digital display from 11:00 PM to 10:00 PM.

STAFF ANALYSIS:

The area of request is currently under construction with an office tower (Bank of America Tower at Parkside) and is within the Downtown Special Provision Sign District. The site is surrounded by office, retail, and residential buildings to the north, east, and west and Klyde Warren Park to the south.

The purpose of the request is to create a new subdistrict within the Downtown Special Provision Sign District for the sole purpose of allowing one “changeable message sign” for a stock exchange attached to two facades of the building. The applicant is seeking to

attach the changeable message sign on the southeast corner of the office tower along Woodall Rogers and Harwood frontages.

The sign is proposed to have a maximum 2,470 square feet effective area and will wrap around a building corner. The proposed height may not be located at a point on the façade above 40 feet. Although digital premise signs are generally allowed on site, the applicant is proposing for each static message to be displayed a minimum of eight seconds in lieu of the required 20 seconds, similar to the operational change of message requirements for videoboard signs under the General CBD, Main Street, Convention Center, Retail, and Discovery Subdistricts. Aside from this allowance, all other provisions will remain the same as the existing Downtown Perimeter Subdistrict. The proposed sign must pertain to premise sign contents, which means contents of the sign must pertain to the on-site stock exchange, and not external advertising. The amendment also does not allow for the attached non-premise district activity videoboard signs present in the General CBD, Main Street, Convention Center, Retail, and Discovery Subdistricts, which in contrast do permit non-premise advertising.

Therefore, staff supports the request because the proposal meets the purpose of the Downtown Special Provision Sign District, and provisions set forth as the purpose of Article VII.

List of Officers

PROPERTY OWNER:

L&W Real Estate

- Julien Devereux – Officer & Director
- Barbara Devereux – Member
- Dana Office, L.P. – Authorized Representative
 - Dana Office GP, LLC
 - Sawako Miyama – Manager

BUILDING OWNER:

PE Parkside Tower, LLC

- William Prewitt – CEO

SSDAC action
July 21, 2026

MOTION: It was moved to approve the creation of the Parkside Subdistrict, within the Downtown Special Provision Sign District. The Special Sign District Advisory Committee recommended approval of the creation of the Parkside Subdistrict, within the Downtown Special Provision Sign District, with the condition that the ticker sign fronting Harwood Street is to turn completely off at 10:00 pm rather than 11:00 pm.

Maker: Webster
Second: Coffman
Result: Carried: 5 to 0

For: 5 - Peadon, Webster, Coffman, Kingston & Carpenter.
Against: 0
Absent: 2 – Hardin and Dumas
Conflict: 0

Speakers – Victoria Morris
Suzan Kedron
Joshua Metzger
Damon Gaffney
Tom Boyer

PROPOSED CONDITIONS

Division 51A-7.900. Downtown Special Provision Sign District.

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SEC 51A-7.901.1. DESIGNATION OF SUBDISTRICTS.

(a) This district is divided into 10 [nine] subdistricts: Retail Subdistrict A, Retail Subdistrict B, the General CBD Subdistrict, the Downtown Perimeter Subdistrict, the Main Street Subdistrict, the Convention Center Subdistrict, the Akard Station Subdistrict, the Whitacre Tower Subdistrict, [and] the Discovery Subdistrict, and the Parkside Subdistrict.

...

(e) The Downtown Perimeter Subdistrict is that area outside of the freeway loop within the downtown sign district, save and except the Parkside Subdistrict.

...

(k) The Parkside Subdistrict is that area of downtown within the boundaries described in the Exhibit A attached to Ordinance No. _____, passed by the Dallas City Council on _____, 2026.

...

SEC. 51A-7.9 __. PARKSIDE SUBDISTRICT. (All new text)

(a) Purpose. It is the purpose of this subdistrict to:

(1) create an aesthetically pleasing environment that promotes an atmosphere of vitality appropriate for a place where thousands of citizens gather for business activities, entertainment, and celebration;

(2) encourage the use of innovative, colorful, and entertaining signs that bring a distinctive character and attract people to this subdistrict;

(3) identify and promote Parkside as a vibrant centerpiece of business and economic growth in the city;

(4) encourage signs with a style, orientation, and location that take into consideration the high number of pedestrians and visitors expected within this district;

(5) communicate clear directions to and through the subdistrict; and

(6) promote the economic success of businesses within the subdistrict.

(b) In general. Except as provided in this section, signs must comply with the Downtown Perimeter Subdistrict of the Downtown Special Provision Sign District in Division 51A-7.900. If there is a conflict between the text of this section and this division, the text of this section controls.

(c) Definitions. In this division:

(1) **CHANGEABLE MESSAGE SIGN** means an attached premise sign displaying static or moving images (similar to television images) that may display different designs, messages, live or full motion video, or advertisements, and that may include LED/LCD elements, slide lettering, slated rotating surfaces, or other changeable message technology.

(2) **STOCK EXCHANGE** means a centralized market in which interest and securities of businesses and financial instruments are bought and sold.

(d) Sign permit requirement for changeable message sign.

(1) A sign permit for a changeable message sign in this subdistrict is subject to the director procedure in Section 51A-7.505(4).

(2) A sign permit is not required to change the text or display on a changeable message sign.

(d) Changeable message signs. Changeable message signs shall comply with the following:

(1) One changeable message sign for a stock exchange is permitted in this district.

(2) A changeable message sign may be attached to a maximum of two facades, so that it wraps a building corner. A changeable message sign that wraps a building corner is considered one sign.

(3) The maximum effective area of a changeable message sign is 2,470 square feet. When calculating the permitted effective area of other attached signs in this district, the effective area of a changeable message sign shall not be included.

(4) No portion of a changeable message sign may be located at a point on the facade above 40 feet in height.

(5) There is no limit as to the number of words containing characters of a height equal to or exceeding four inches on a changeable message sign.

(6) Operational and luminance requirements.

(A) A changeable message sign must contain a default mechanism that freezes the image in one position in case of malfunction.

(B) A changeable message sign must automatically adjust the sign brightness based on the following conditions:

(i) From dawn until dusk, no illuminated changeable message sign shall have a luminance greater than 6,500 nits, nor shall any such sign have a luminance greater than 6,500 nits for any portion of the sign. The measurements of luminance shall be taken from any premise or public right-of-way other than an alley.

(ii) From dusk until dawn, no illuminated changeable message sign shall have a luminance greater than 300 nits, nor shall any such sign have a luminance greater than 300 nits for any portion of the sign. The measurements of luminance shall be taken from any premise or public right-of-way other than an alley, outside this district.

SSDAC Recommendation:

(C) The portion of a changeable message sign with frontage on Harwood Street must be turned off between 10:00 p.m. and 6:00 a.m. (the next day) Monday through Sunday.

Applicant's Request:

(C) The portion of a changeable message sign with frontage on Harwood Street must be turned off between 11:00 p.m. and 6:00 a.m. (the next day) Monday through Sunday.

(7) Change of message. Except as otherwise provided, changes of message must comply with the following:

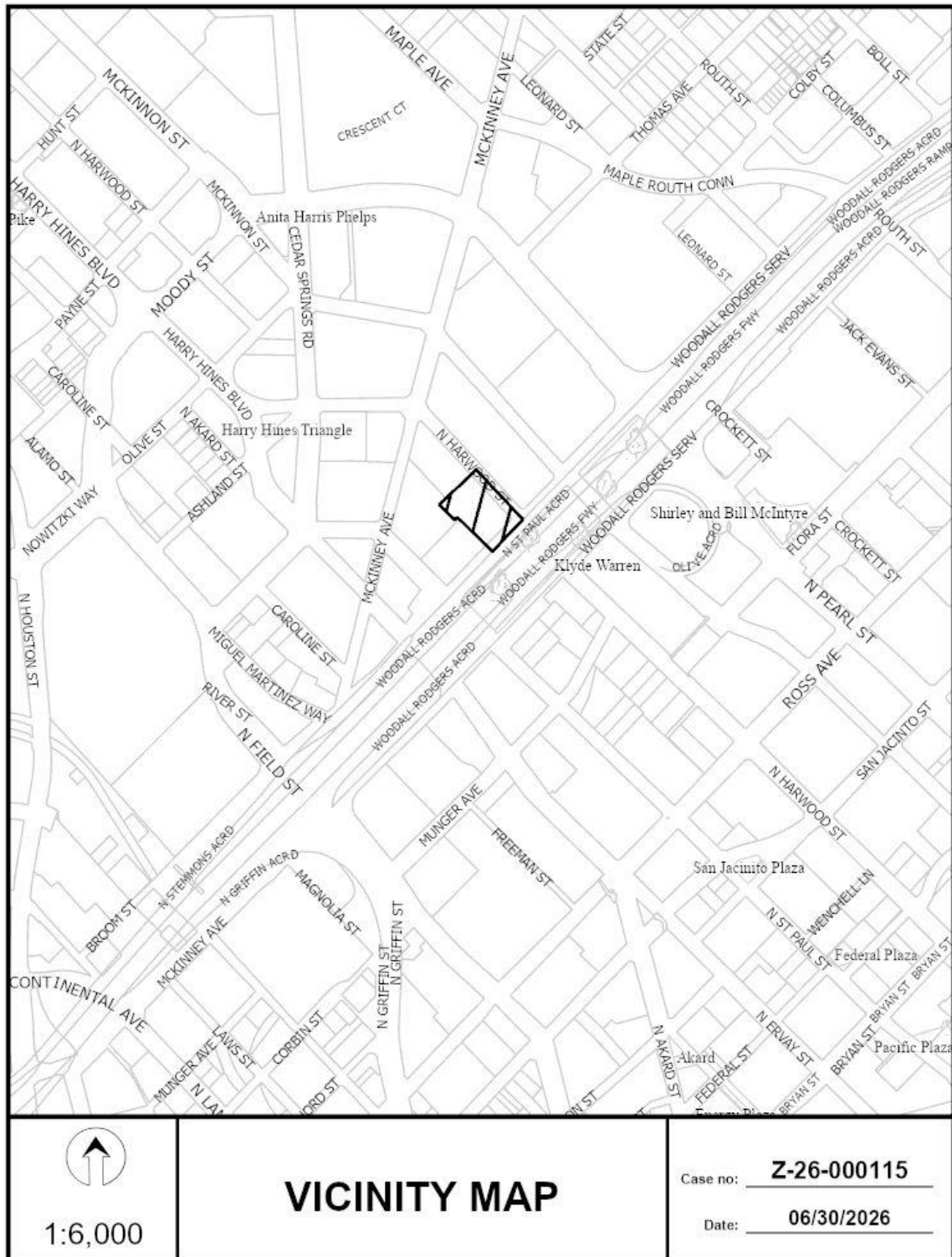
- (A) Each static message must be displayed for a minimum of eight seconds.
- (B) Changes of static message must be accomplished within two seconds.
- (C) Changes of static message must occur simultaneously on the entire sign face.

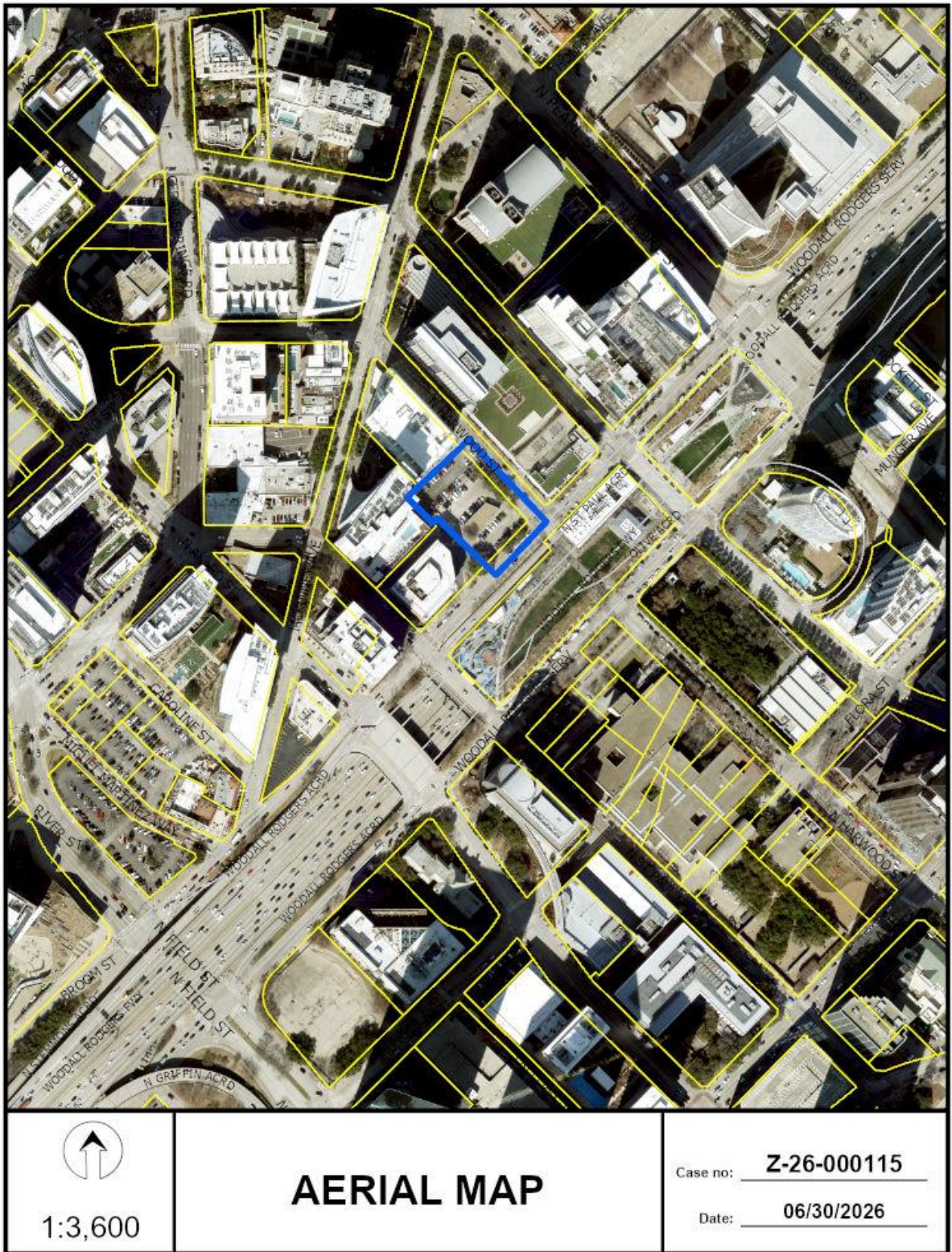
(D) No flashing, dimming, or brightening of message is permitted except to accommodate changes of message.

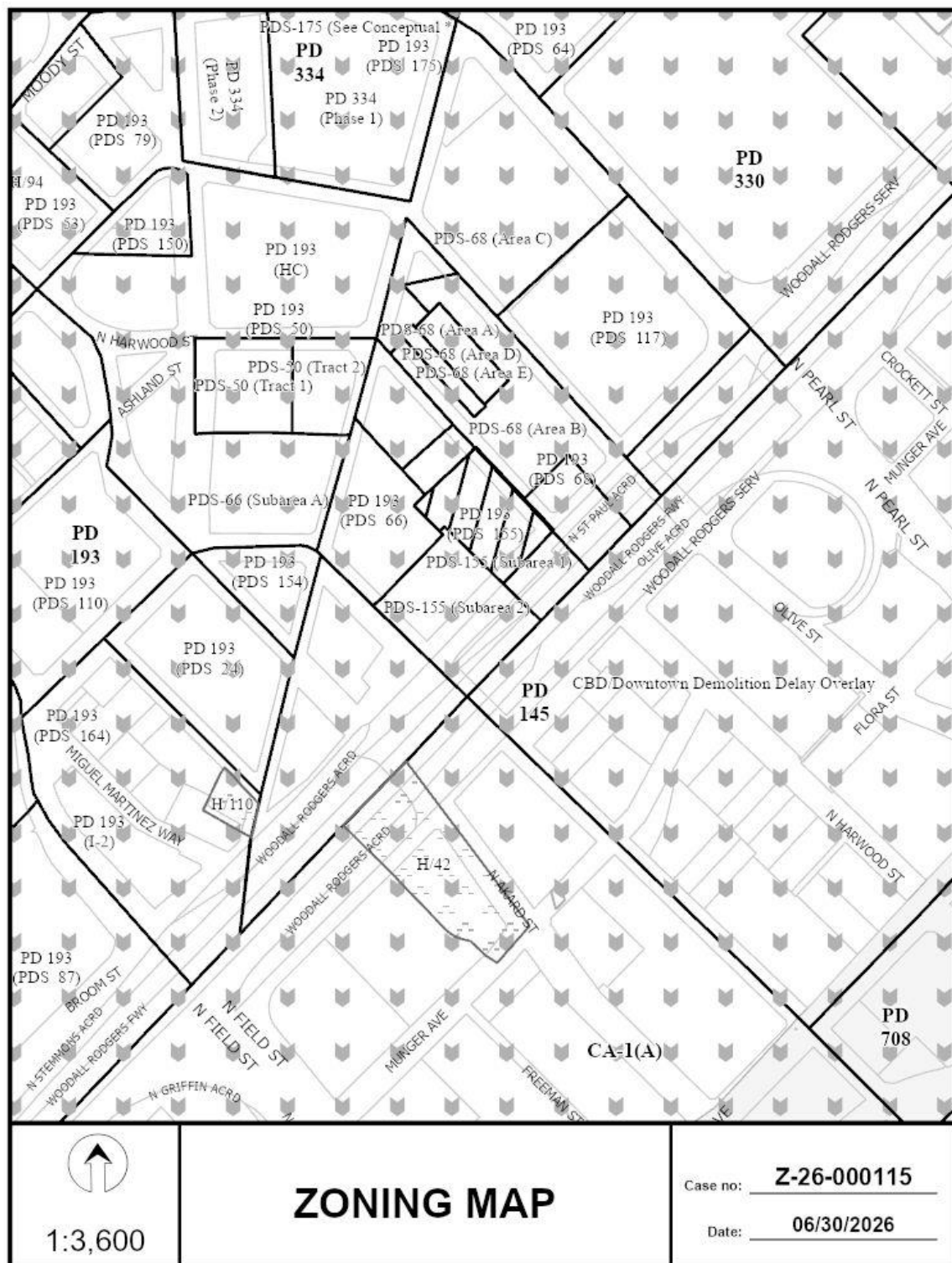
(8) Moving images and streaming information. Moving images and video streaming is permitted at all times when the changeable message sign is operating.

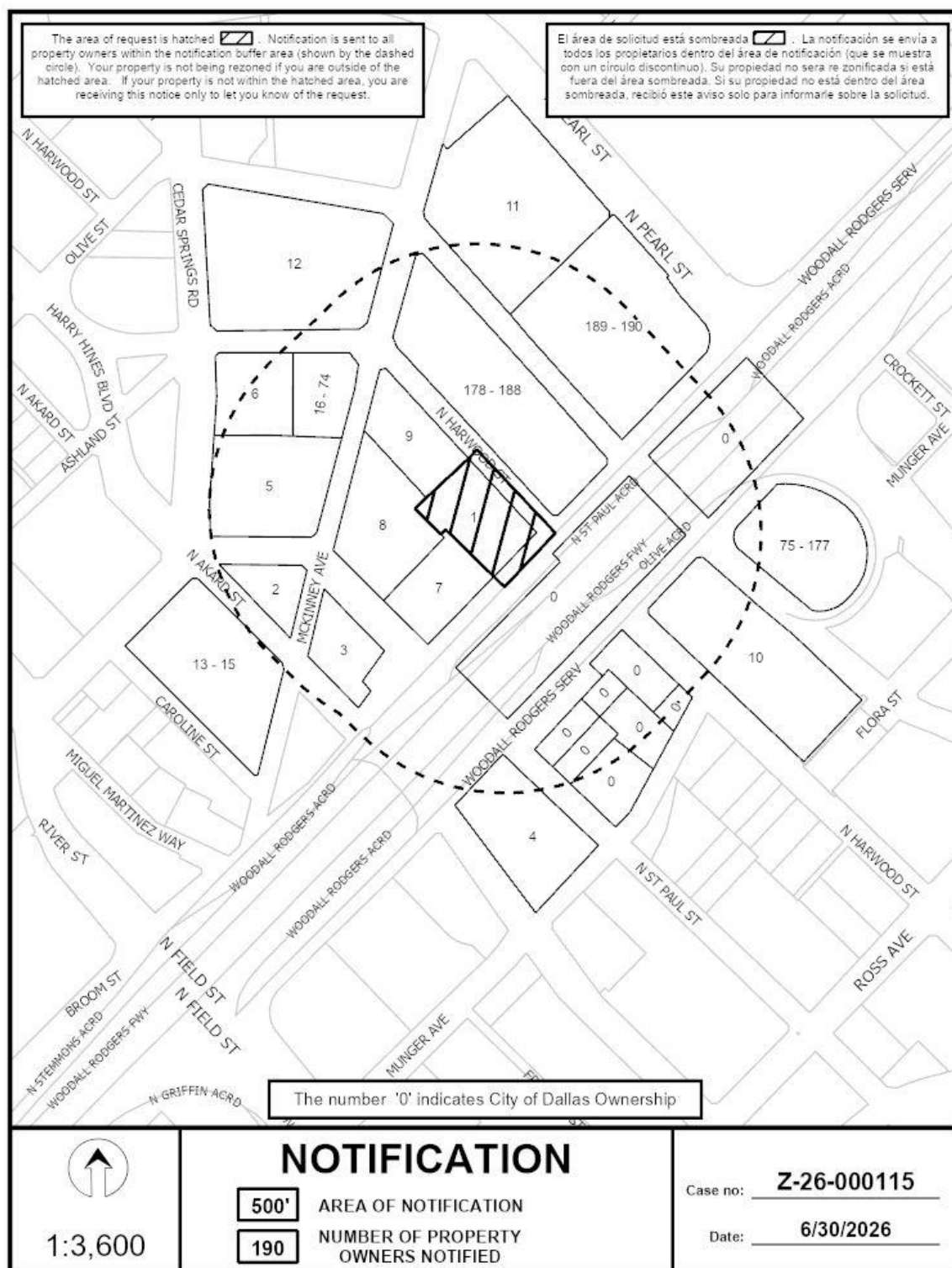
(9) The provisions of Section 51A-7.216 do not apply to a changeable message sign. (Ord. No. _____)

Z-26-000115









06/30/2026

Notification List of Property Owners***Z-26-000115******190 Property Owners Notified***

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	2121 N HARWOOD ST	L & W REAL ESTATE LLC
2	1899 MCKINNEY AVE	RPC 1899 MCKINNEY LLC
3	1845 WOODALL RODGERS FWY	WDC FUB OFFICE OWNER LLC
4	1900 N AKARD ST	HUNT DALLAS OFFICE LP
5	1919 MCKINNEY AVE	HKS BUILDINGS LP
6	1900 CEDAR SPRINGS RD	MIRO GCP LLC
7	1909 WOODALL RODGERS FWY	L & W REAL ESTATE LLC
8	1900 MCKINNEY AVE	MCKINNEY AVE TX PARTNERS LP
9	1920 MCKINNEY AVE	1900 MCKINNEY HARWOOD LLC
10	2021 FLORA ST	NASHER FOUNDATION THE
11	2100 MCKINNEY AVE	MCPP 2100 MCKINNEY LLC
12	2021 MCKINNEY AVE	GPI HRLP M&O LP
13	1717 MCKINNEY AVE	GAEDEKE HOLDINGS XIV LTD
14	1700 CEDAR SPRINGS RD	LG CEDAR SPRINGS LP
15	1717 MCKINNEY AVE	GAEDEKE HOLDINGS XIV LTD
16	1999 MCKINNEY AVE	SIROIS RICHARD N & MARY
17	1999 MCKINNEY AVE	MOORE F DAVID & REBECCA L
18	1999 MCKINNEY AVE	HUMPHREYS SPENCER BROWN
19	1999 MCKINNEY AVE	PRIOLO LEO JR & MICHELLE D
20	1999 MCKINNEY AVE	1999 MCKINNEY 405 HOLDINGS &
21	1999 MCKINNEY AVE	KALIL STEPHEN A &
22	1999 MCKINNEY AVE	GARRETT MICHAEL L &
23	1999 MCKINNEY AVE	RIDDICK FAMILY LIVING TRUST THE
24	1999 MCKINNEY AVE	KUBA BRYSON
25	1999 MCKINNEY AVE	PALMER RICHARD W & BETH G
26	1999 MCKINNEY AVE	ALLEN THOMAS PATRICK

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<i>Label #</i>	<i>Address</i>	<i>Owner</i>
27	1999 MCKINNEY AVE	CURTIS AUDREY A THE LIVING TRUST
28	1999 MCKINNEY AVE	STONE JANE REVOCABLE
29	1999 MCKINNEY AVE	SEND 1999 LLC
30	1999 MCKINNEY AVE	SHARP THOMAS L
31	1999 MCKINNEY AVE	DE LA ROSA MAURICIO &
32	1999 MCKINNEY AVE	PARULIDAE LLC
33	1999 MCKINNEY AVE	CHIU REVOCABLE TRUST
34	1999 MCKINNEY AVE	MEDINA MICHAEL A
35	1999 MCKINNEY AVE	STEHNEY JEFFREY ALLEN & JOYCE KAY
36	1999 MCKINNEY AVE	YOPP ADAM
37	1999 MCKINNEY AVE	STUVE OLAF &
38	1999 MCKINNEY AVE	LASSITER ANNA
39	1999 MCKINNEY AVE	GOTTBERG TERRY D &
40	1999 MCKINNEY AVE	EDWARDS CEAZON TRISMEGISTUS &
41	1999 MCKINNEY AVE	DOUGLAS ROBERT
42	1999 MCKINNEY AVE	BARTLETT CHARLES M & MELISSA S
43	1999 MCKINNEY AVE	GUSTIN JASON
44	1999 MCKINNEY AVE	MOORE FAMILY REVOCABLE TRUST
45	1999 MCKINNEY AVE	SCHUBERT FRANK B &
46	1999 MCKINNEY AVE	GRIFFITH TODD R & SELVA E
47	1999 MCKINNEY AVE	PRAGADA JESSICA E & ROBERT V
48	1999 MCKINNEY AVE	MANDT KEVIN A & DAWN M THE
49	1999 MCKINNEY AVE	TOORNBURG SCOTT L & KIM
50	1999 MCKINNEY AVE	HODGE LIVING TRUST
51	1999 MCKINNEY AVE	MEYBERG JAMES B &
52	1999 MCKINNEY AVE	PAYNE TARA FORD & MALO BOYD
53	1999 MCKINNEY AVE	GALLAGHER TIMOTHY O & TERRI M
54	1999 MCKINNEY AVE	BRADFORD TED R
55	1999 MCKINNEY AVE	ARNOLD THOMAS D
56	1999 MCKINNEY AVE	EATON PAUL
57	1999 MCKINNEY AVE	DEGALA VIRGILIO JR

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<i>Label #</i>	<i>Address</i>	<i>Owner</i>
58	1999 MCKINNEY AVE	BROWN LEONARD SCOTT &
59	1999 MCKINNEY AVE	SAWYER MARK WILLIAM
60	1999 MCKINNEY AVE	CRAMM HOPE & GENE
61	1999 MCKINNEY AVE	ABINGTON THOMAS EDWARD
62	1999 MCKINNEY AVE	MILLER JAMES H & ROSANNE T
63	1999 MCKINNEY AVE	NAIK SURAJ
64	1999 MCKINNEY AVE	WINTER F DAVID JR & RENEE
65	1999 MCKINNEY AVE	LUCAS MARK & LESLIE
66	1999 MCKINNEY AVE	BALDOR JORGE L
67	1999 MCKINNEY AVE	PETERS WALTER R JR & STACY R
68	1999 MCKINNEY AVE	WUNDERLICK JOHN ROBERT
69	1999 MCKINNEY AVE	KIM PAUL & LORI
70	1999 MCKINNEY AVE	PAPADIMITRIOU ALEX & LINDA
71	1999 MCKINNEY AVE	BENSON NICOLE & TODD
72	1999 MCKINNEY AVE	SEDRAK PETER & LORI ANN
73	1999 MCKINNEY AVE	WENDLAND ROBERT C & PAMELA
74	1999 MCKINNEY AVE	LEDBETTER FINLEY & JONI
75	1918 OLIVE ST	SHAH BIPIN C & MRUNALINI
76	1918 OLIVE ST	STAVIRAINES JACQUELINE & WILLIAM
77	1918 OLIVE ST	TOLBERT ROBERT W & KATHLEEN M
78	1918 OLIVE ST	BROWN STEPHEN L & ANN B
79	1918 OLIVE ST	NICHOLS CHAD M
80	1918 OLIVE ST	OWENS GARY W & CARA G
81	1918 OLIVE ST	MILLER ROBERT H
82	1918 OLIVE ST	FITZGERALD ROSE M
83	1918 OLIVE ST	STENZLER MARTIN &
84	1918 OLIVE ST	LEMAK JOHN & ELEANOR
85	1918 OLIVE ST GALLAGHER TR	BICKFORD MICHAEL ALLEN & KATHY
86	1918 OLIVE ST	SHINN BARBARA
87	1918 OLIVE ST	REGEN INVESTMENTS LTD
88	1918 OLIVE ST	STROUD ERIC M & SARA B

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<i>Label #</i>	<i>Address</i>	<i>Owner</i>
89	1918 OLIVE ST	HANGAR STRAIGHT REVOCABLE
90	1918 OLIVE ST	HEIKEN LIVING TRUST
91	1918 OLIVE ST	PANT MUKTESH & VINITA
92	1918 OLIVE ST	HEBERTSCHECHTER TRUST THE
93	1918 OLIVE ST	SOLOMON MARK S
94	1918 OLIVE ST	WAISANEN LARRY J & MARILYN J
95	1918 OLIVE ST	KRISHNA SHAIENDRA & RITU
96	1918 OLIVE ST	DALLAS MT TRUST
97	1918 OLIVE ST	NELSON MARGARET J REVOCABLE
98	1918 OLIVE ST	MT 902 LLC
99	1918 OLIVE ST	MUELLER TERRY
100	1918 OLIVE ST	JJM GLADIATOR LLC
101	1918 OLIVE ST	HENDERSON REBECCA & RALPH
102	1918 OLIVE ST	ILLMER RICHARD A & NANCY D
103	1918 OLIVE ST	HOWELL DOUG & DIANNE
104	1918 OLIVE ST	HUTCHESON JAMES
105	1918 OLIVE ST	NANDA SERVICES LTD
106	1918 OLIVE ST	NELSON GREGORY J & KATHERINE A
107	1918 OLIVE ST	NAVIAS CRAIG & ESTHER TRUST THE
108	1918 OLIVE ST	BRAVCO PARTNERS LTD
109	1918 OLIVE ST	L&B FAMILY TRUST
110	1918 OLIVE ST	OSIER GARY B
111	1918 OLIVE ST	HEBERTSCHECHTER TRUST
112	1918 OLIVE ST	FISCHER STEPHANIE S
113	1918 OLIVE ST	WILSON FAMILY TRUST
114	1918 OLIVE ST	HINOJOSA NOE JR & MARCIA G
115	1918 OLIVE ST	POP LIFE LLC
116	1918 OLIVE ST	GRUBER MIKE & DIANE
117	1918 OLIVE ST	CASHON KELLIE W
118	1918 OLIVE ST	HIDUKE MARK ANDREW
119	1918 OLIVE ST	ESREY CARL

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<i>Label #</i>	<i>Address</i>	<i>Owner</i>
120	1918 OLIVE ST	PARK & PEARL LLC
121	1918 OLIVE ST	MUSSELMAN JAMES & JULIE
122	1918 OLIVE ST	SLYM REVOCABLE TRUST THE
123	1918 OLIVE ST	CARTY DONALD J & ANA M
124	1918 OLIVE ST	GENDRON FAMILY TRUST
125	1918 OLIVE ST	HAGGE TIFFANY
126	1918 OLIVE ST	NICKELL ROBERT A
127	1918 OLIVE ST	LAMBKA MICHAEL
128	1918 OLIVE ST	HSIEH JACKSON & MINALIE CHEN
129	1918 OLIVE ST	JAMA LIVING TRUST
130	1918 OLIVE ST	FISCHER BENNO JOHN &
131	1918 OLIVE ST	RISKEY DWIGHT R & CYNTHIA L
132	1918 OLIVE ST	NAFTALIS RICHARD C &
133	1918 OLIVE ST	EDWARDS JULIA Z
134	1918 OLIVE ST	CRAIG REVOCABLE TRUST
135	1918 OLIVE ST	
136	1918 OLIVE ST	JEFFERS HARRIET REVOCABLE TRUST
137	1918 OLIVE ST	OLSON CURTIS REVOCABLE TRUST
138	1918 OLIVE ST	GARTNER JAY S & MARY JO HERNANDEZGARTNER
139	1918 OLIVE ST	LMR 2013 TRUST
140	1918 OLIVE ST	MADDREY WILLIS
141	1918 OLIVE ST	BULA PROPERTIES III LLC
142	1918 OLIVE ST	BASS ALICE WORSHAM
143	1918 OLIVE ST	LEE WEIPING ANDREW &
144	1918 OLIVE ST	FOX PATRICK & CYNTHIA E
145	1918 OLIVE ST	TELFER GEOFFREY DAVID
146	1918 OLIVE ST	BAGHERI MAMAD
147	1918 OLIVE ST	SIMON KAREN J REVOCABLE TRUST
148	1918 OLIVE ST	GIBBS REVOCABLE LIVING TRUST THE
149	1918 OLIVE ST	B 29 PROPERTIES LLC
150	1918 OLIVE ST	ARAL PROPERTIES LLC

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<i>Label #</i>	<i>Address</i>	<i>Owner</i>
151	1918 OLIVE ST	KOCUREK SCOTT L &
152	1918 OLIVE ST	DOERING JOAN
153	1918 OLIVE ST	DO TUAN ANH & THUY T L
154	1918 OLIVE ST	HOPKINS TRUST
155	1918 OLIVE ST	AJD 2019 FAMILY TRUST
156	1918 OLIVE ST	CAPELA JILL D
157	1918 OLIVE ST	SINGH LIVING TRUST
158	1918 OLIVE ST	WONG DENNIS JASON
159	1918 OLIVE ST	KAPLAN ROBERT S
160	1918 OLIVE ST	HASKE MICHAEL R & NANCY
161	1918 OLIVE ST	TRIEB MARK ALAN & SHAUNA J
162	1918 OLIVE ST	FITZSIMONS HUGH ASA IV
163	1918 OLIVE ST	WANG THOMAS J & LINDA L
164	1918 OLIVE ST	Y&O BARNES LLC
165	1918 OLIVE ST	RUBINSTEIN LISA G & YOAV
166	1918 OLIVE ST	MEDINA DAVID
167	1918 OLIVE ST	TRAWEK JAMES W JR &
168	1918 OLIVE ST	IVY R STEVEN &
169	1918 OLIVE ST	DTHP PROPERTY LLC
170	1918 OLIVE ST	ANNESE DANIEL M &
171	1918 OLIVE ST	MOONLIGHT TRUST
172	1918 OLIVE ST	FERRY THOMAS A &
173	1918 OLIVE ST	HICKS THOMAS O & CINDA CREE
174	1918 OLIVE ST	CHRIST FAMILY TRUST THE
175	1918 OLIVE ST	PHH REVOCABLE MANAGEMENT TRUST
176	1918 OLIVE ST	1918 OLIVE STREET TRUST
177	1918 OLIVE ST	SIEGERT PAUL ERIC
178	2000 MCKINNEY AVE	UNION INVESTMENT REAL EST GMBH
179	2025 WOODALL RODGERS FWY	CLUNIS KEVIN A & AYANNA N
180	2025 WOODALL RODGERS FWY	MADRAZO ALEX & JANET
181	2025 WOODALL RODGERS FWY	SMITH BRITT WILLIAM &

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<i>Label #</i>	<i>Address</i>	<i>Owner</i>
182	2025 WOODALL RODGERS FWY	BLUE DOG RESIDENTIAL TRUST
183	2025 WOODALL RODGERS FWY	NASH GEORGE CAMERON
184	2025 WOODALL RODGERS FWY	LEVY WALTER M &
185	2025 WOODALL RODGERS FWY	THREE LITTLE BIRDS TRUST
186	2025 WOODALL RODGERS FWY	HATTON PHILLIP S & SHARON L
187	2025 WOODALL RODGERS FWY	KOZEL DAVID F
188	2025 WOODALL RODGERS FWY	SYDEPARK LTD
189	2121 N PEARL ST	TC UPTOWN ASSOCIATES LLC
190	2100 N OLIVE ST	JPMORGAN CHASE BANK NATIONAL