The background of the cover is a dark red topographic map with intricate contour lines. A red dashed line runs vertically through the center, and a solid red dot is located near the bottom of this line.

PARKING DEMAND ANALYSIS FOR

2404 Cedar Springs Road

Dallas, Texas

DECEMBER 23, 2025

PREPARED BY:

Westwood

PROJECT R0061077.01

Parking Demand Analysis For:

2404 Cedar Springs Road

Dallas, Texas

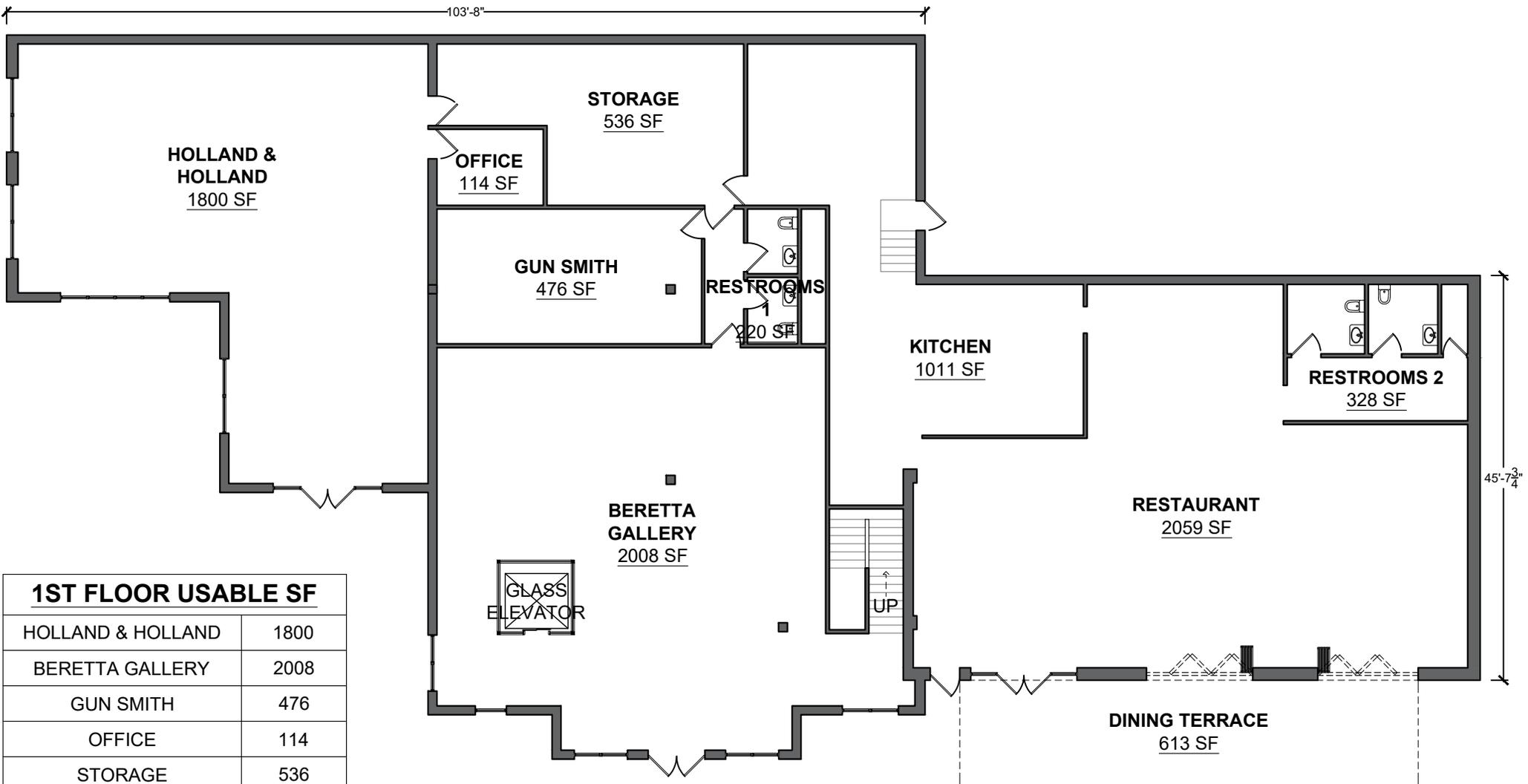
Commissioned By: Beretta U.S.A. Corp.

For Submittal To: City of Dallas

Reference: BOA-25-000101

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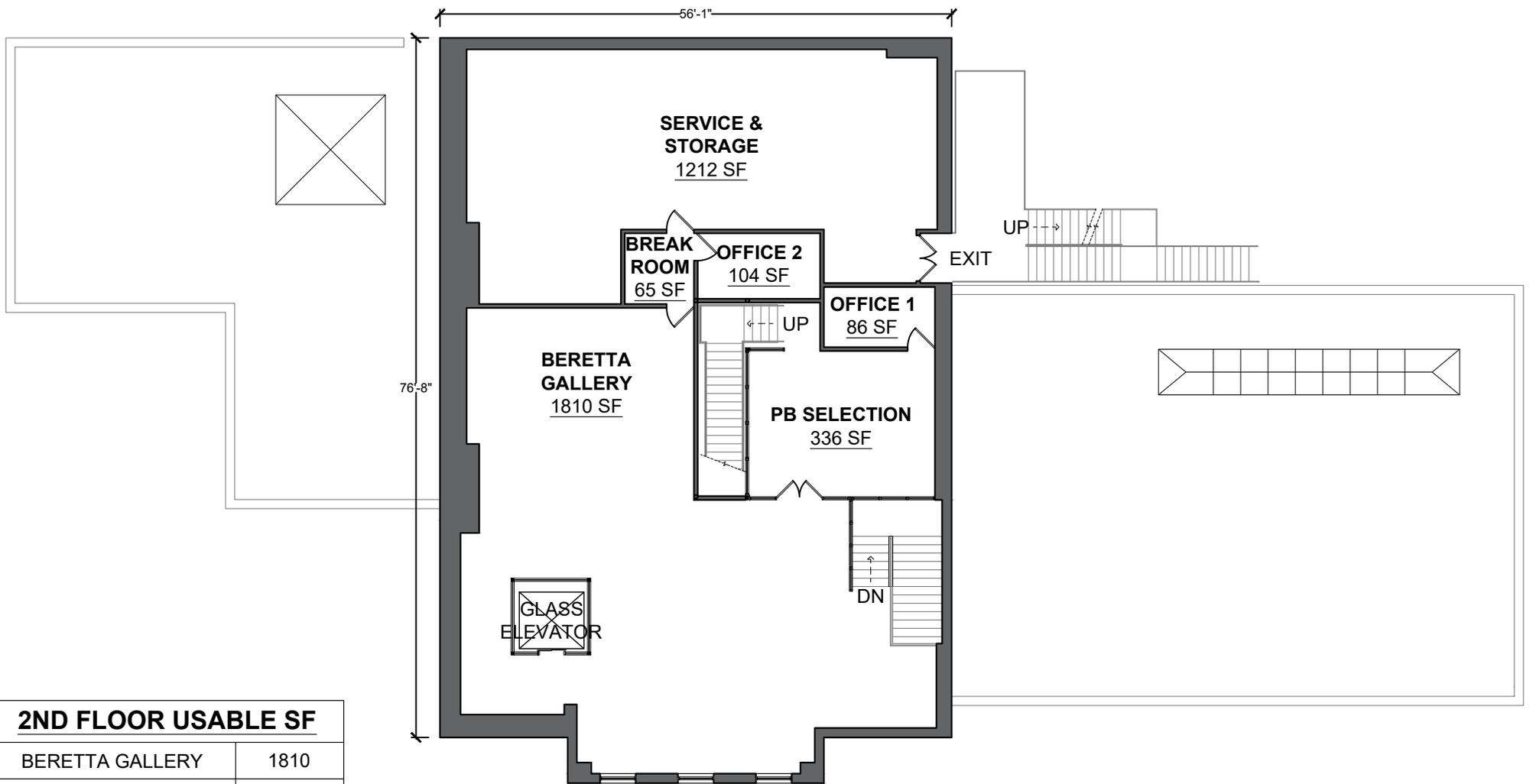


| 1ST FLOOR USABLE SF | |
|----------------------------|----------------|
| HOLLAND & HOLLAND | 1800 |
| BERETTA GALLERY | 2008 |
| GUN SMITH | 476 |
| OFFICE | 114 |
| STORAGE | 536 |
| RESTROOMS 1 | 220 |
| KITCHEN | 1011 |
| RESTAURANT | 2059 |
| RESTROOMS 2 | 328 |
| TOTAL | 8552 SF |
| RENTABLE SF | 9237 SF |

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2404 CEDAR SPRINGS
 1ST FLOOR
 2404 CEDAR SPRINGS RD, DALLAS, TX

SK1 10/09/25 PROGRESS-NFC
 SCALE 1/16"=1'-0"



INTRODUCTION

The services of **Westwood Professional Services** (Westwood) were retained by **Beretta U.S.A. Corp.** (the “Applicant”) to conduct a Parking Demand Analysis (PDA) for the proposed commercial use located at 2404 Cedar Springs Road (listed as 2628 Maple Avenue by Dallas County Appraisal District) in Dallas, Texas. The development will be referred to herein as *Beretta Gallery* (the “Project”). A copy of the Project’s preliminary floor plan—prepared by ERA Architects PLLC and provided to Westwood for use in the study—is included herein.

Beretta U.S.A. Corp. is requesting for a Parking Variance to reduce the parking required for the subject property (the “Request”) to facilitate occupancy of the existing commercial building. The Request is subject to the approval of City of Dallas (the “Approving Agency”). Submittal of a technical study evaluating the merits of the Request is recommended to aid in the review process.

This PDA was prepared by registered professional engineers from Westwood who have technical knowledge on matters related to parking demand that were applied in this evaluation. Westwood is a national, multi-disciplined firm that provides professional services in traffic engineering, transportation planning, parking analysis, and related fields.

Purpose

A PDA is an investigation of parking demand characteristics for a specific land use(s). Where available, site-, project-, or use-specific factors affecting parking demand can also be considered. Therefore, the results presented in this analysis are intended for the subject site and may not apply to other similar projects.

Parking demand is theoretically represented by local zoning ordinances, which provide a good baseline point of reference. However, in many cases, these ordinances can be overly simplified, over generalized, or simply out of date and do not sufficiently reflect actual parking needs of a project. The purpose of this PDA is to provide a more focused evaluation of the parking needs of the Project relative to the corresponding code requirements to illustrate the differences. The results may then validate a potential adjustment to the code parking requirement. Procedures for and formal approval of a deviation from the standard parking code requirements are subject to the ordinances and procedures established by the Approving Agency.

Project Description

The proposed uses will occupy an existing multi-tenant commercial building of approximately 12,567 square feet. The building is currently vacant. Prior uses contained within the building include retail, restaurant, office, and others.

Based upon data provided to Westwood by Beretta U.S.A. Corp., which was considered to be current at the time of this analysis, the Project consists of the uses and quantities summarized in **Table 1**.

Table 1. Development Program

| USE | PROPOSED AMOUNT (FLOOR AREA) |
|--------------|---------------------------------|
| Retail* | 9,169 SF |
| Restaurant** | 3,398 SF |
| TOTAL | 12,567 SF |

** Includes:*

Holland & Holland – clothing, accessories, and bespoke firearms

Beretta Gallery (two stories, upstairs floor area based on prior Certificates of Occupancy) – clothing, accessories, optics, and standard and bespoke firearms

Anticipated retail hours of operation: 10:00 AM-5:00 (or 6:00) PM (Mon.-Sat., closed on major holidays)

*** Restaurant use – fine dining*

Anticipated restaurant hours of operation: 11:00 AM-2:00 PM and 5:00-10:00 PM (Mon.-Sat.)

The subject site provides an existing parking supply of 41 surface parking spaces (to remain).

BASE CODE PARKING REQUIREMENT

The subject property of this analysis is currently zoned the Oak Lawn Special Purpose District (PD No. 193) (HC). As outlined in Section 51P-193.107 of the City of Dallas zoning ordinance, the following base parking ratios currently apply:

- Retail: 1.0 parking space per 220 square feet of building area
- Restaurant: 1.0 parking space per 100 square feet of building area

...less the mixed use, time-of-day factors, as described in 51P-193.113(g)(4) and in Exhibit 193F of the PD ordinance.

The parking requirement for the subject property is calculated by applying the base parking ratios to the corresponding land use quantities, less applicable reductions. For the proposed uses, the base parking requirement for the property with would typically require 65 parking spaces under typical parking requirements as summarized in the following table.

It should be noted that the subject site has been the recipient of several actions of the Board of Adjustments that cases (variances, etc.) to reduce parking requirements in the past. However, for purposes of this study, it was determined internally (and subject to City's approval) that the terms of those prior actions may not be applicable under current conditions. Therefore, no further reductions have been applied.

PARKING DEMAND ANALYSIS

This Parking Demand Analysis was prepared to provide relevant information to consider in the Approving Agency's evaluation of the Applicant's Request.

Approach

The existing multi-tenant building is well-suited for boutique retail, restaurant, and other commercial uses, which anecdotally generate a lower parking demand rate than large retail centers.

To validate the parking demand for the subject site, information was compiled from published, empirical parking demand data from credible industry sources.

These resulting parking demand data points were tabulated then compared to the base code parking requirement to provide the basis for the Request.

Published Parking Data

Parking Generation (6th Edition, 2023) is an industry-standard reference manual maintained and published by the **Institute of Transportation Engineers (ITE)**. The Manual contains a series of empirical parking generation rates and equations for several land uses based on actual data points collected across the United States over many years by credible sources. Though the manual is not comprehensive, data are provided for several, common land uses. Use of the Manual's equations and rates to project peak parking demand is widely recognized; however, application of engineering judgment to interpret the data is strongly advised.

The ITE land use with the most relevant parking demand data for the subject site is "Strip Retail Plaza" (Land Use Code 822), which ITE describes as "...an integrated group of commercial establishments that is planned, developed, owned, and managed as a unit. Each study site in this land use has less than 40,000 square feet of gross leasable area" (and do not contain a supermarket).

Table 3 provides a summary of the projected parking demand for the Project based upon ITE rates.

Table 3. Projected Peak Parking Generation Summary Based Upon Published Data

| LAND USE | QUANTITY | PEAK PARKING DEMAND RATE* (PER 1,000 SF OF GLA) | PROJECTED PEAK PARKING DEMAND |
|---|-----------|--|-------------------------------|
| Strip Retail Plaza (<40,000 SF) (ITE Land Use Code 822) | 12,567 SF | Weekday: 2.79 Friday: 3.13 Saturday: 2.77 | 39 (Friday) |

* Average peak parking demand rate.

As shown in **Table 3** above, the projected peak parking demand for the proposed building is 39 parked vehicles at peak on a typical Friday.

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.

A summary of the analysis and Special Exception request is provided in **Table 4**.

Table 4. Parking Demand Analysis Summary

| QUANTITY | PARKING SPACES (SUPPLY) / PARKED VEHICLES (DEMAND) | PARKING RATE |
|---|--|--|
| Base Parking Code Requirement per Direct Application of the Dallas Development Code | 65 spaces | 1.0 per 220 SF (retail), and 1.0 per 100 SF (restaurant) |
| Existing Parking Supply | 41 spaces | -- |
| Requested Reduction (Special Exception) | 24 (36.9%) | -- |
| Projected Peak Parking Demand Based Upon Institute of Transportation Engineers <i>Parking Generation Manual</i> , 6 th Edition | 39 | 3.13 per 1,000 square feet of leasable area (Friday) |

END OF MEMO