
FILE NUMBER:	Z245-146(CC)	DATE FILED:	January 6, 2025
LOCATION:	Northeast corner of North Griffin Street and Elm Street		
COUNCIL DISTRICT:	14	MAPSCO:	45-K
SIZE OF REQUEST:	Approx. 0.25 acres	CENSUS TRACT:	48113003102

OWNER: Apple Ten Hospitality Ownership, Inc.

APPLICANT: Outfront Media

REPRESENTATIVE: Rob Baldwin, Baldwin Associates

REQUEST: An application for the renewal of Specific Use Permit No. 2007 for an attached projecting non-premise district activity videoboard sign on property zoned Planned Development District No. 619.

SUMMARY: The purpose of the request is to continue the display of an existing attached projecting sign on the southern façade of an existing commercial building.

STAFF RECOMMENDATION: Approval for a six-year period, subject to conditions.

BACKGROUND INFORMATION:

- The area of request is zoned Planned Development District No. 619 with Specific Use Permit No. 2007 for an attached projecting non-premise district activity videoboard sign.
- The site is located in the Retail Subdistrict A within the Downtown Special Provision Sign District and is developed with a ten-story hotel building
- Ordinance No. 28347 was adopted by City council on August 24, 2011. Among the amendments in this ordinance, was to increase the number of videoboard signs allowed in the Downtown SPSP to a total of 15 and increase the area in which the videoboard signs are allowed.
- SUP No. 2007 was approved by City Council on January 23, 2013, for a six-year period. [Expiration date: January 23, 2019]. This application for the renewal of the SUP was submitted on November 30, 2018.
- On August 8, 2018, the City Council denied an application for a Specific Use Permit for an attached projecting non-premise district activity videoboard sign for the area of request proposed on the North Griffin facade.
- On March 21, 2019, the City Plan Commission recommended approval of a waiver of the two-year limitation on the subject property to allow for the SUP renewal to be processed.
- On May 22, 2019, the City Council approved the renewal of SUP No. 2007 for a six-year period for the 2018-approved location on the Elm Street facade.
- The current renewal request is for existing video board sign is located on the south facade of the building, along Elm Street.

Zoning History: There has been one zoning change in the vicinity during the last five years.

1. **Z212-128** On May 11, 2022, the City Council approved specific use permit No. 2006 for an attached projecting non-premise district activity videoboard sign; located on the southeast corner of Elm Street and North Griffin Street.

Thoroughfares/Streets:

Thoroughfare/Street	Type	Existing ROW
North Griffin Street	Minor Arterial	100 feet
Elm Street	Major Arterial	80 feet

Traffic:

The Transportation Development Services Division of the Planning and Development Department, in coordination with the Transportation and Public Works Department, reviewed the request and determined that it will not significantly impact the surrounding roadway system pending commensurate improvements. The project will be responsible to mitigate development impact as determined through the engineering review process.

STAFF ANALYSIS:

Comprehensive Plan:

ForwardDallas 2.0 is the citywide Comprehensive Plan for future land use in the City of Dallas. Adopted by City Council in September 2024, the plan includes a future land use map and guidance for a future vision of the City of Dallas. It also establishes goals and guidelines for land use and other decisions by the City. According to the City of Dallas's Development Code, the comprehensive plan serves merely as a guide for rezoning requests, but does not establish zoning boundaries nor does it restrict the City's authority to regulate land use. The site is situated in the City Center Placetype.

As a high-level citywide policy document, ForwardDallas 2.0 does not include recommendations at the scale of this request or about the renewal of a Specific Use Permit for an attached projecting non-premise district activity videoboard sign land use.

Land Use Compatibility:

The approximate 0.25-acre area of request is zoned Planned Development District No. 619 with SUP No. 2007 for a non-premise district activity videoboard sign and is developed with a 10-story hotel use. The site is also within Subdistrict Retail A within the Downtown Special Provision Sign District.

SUP No. 2007 was renewed by City Council on January 23, 2019, for a six-year period. [Expiration date: January 23, 2025]. The purpose of the request is to renew the SUP to continue the display of an existing attached projecting videoboard sign on the southern façade of the hotel building.

Building Inspections' records show that the existing projecting videoboard sign was installed in August of 2014.

Uses surrounding the area of request include a transit passenger station or transfer center, and a commercial parking lot to the northwest and north; an office building, retail and personal service uses are to the east, hotel, office building, financial institution without drive-in window, retail and personal service uses are to the west, southwest and south.

The general provisions for a Specific Use Permit in Section 51A-4.219 of the Dallas Development Code specifically state: (1) The SUP provides a means for developing certain uses in a manner in which the specific use will be consistent with the character of the neighborhood; (2) Each SUP application must be evaluated as to its probable effect on the adjacent property and the community welfare and may be approved or denied as

the findings indicate appropriate; (3) The city council shall not grant an SUP for a use except upon a finding that the use will: (A) complement or be compatible with the surrounding uses and community facilities; (B) contribute to, enhance, or promote the welfare of the area of request and adjacent properties; (C) not be detrimental to the public health, safety, or general welfare; and (D) conform in all other respects to all applicable zoning regulations and standards. The regulations in this chapter have been established in accordance with a comprehensive plan for the purpose of promoting the health, safety, morals, and general welfare of the city.

The existing projecting sign is consistent with the general provision for a Specific Use Permit and with the provisions for attached non-premise district activity video board signs in Section 51A-7.909 as they pertain to: content, location and number, size, SUP requirement, installation, projecting, and building occupancy requirements.

Staff is in support of the request and recommends approval for a six-year period, subject to conditions.

Land Use:

	Zoning	Land Use
Site	PD No. 619 with SUP No. 2007	Hotel w/videoboard sign installed
Northwest /North	CA-1(A)	Transit passenger station or transfer center, commercial parking lot.
East	PD No. 619 with SUP No. 644	Retail and personal service, office
South	PD No. 619 with H/150	Hotel, office, restaurant, personal service.
West	CA-1(A) with SUP No. 2005	Hotel

Development Standards:

A maximum of 15 non-premise district activity videoboard signs are permitted within the Downtown SPSPD and may only be erected on buildings with frontage on streets within the Retail Subdistrict bounded by Jackson Street, Lamar Street, Pacific Street, and Cesar Chavez Boulevard.

Non-premise district activity videoboard signs may not be placed on Pacific Avenue between Akard Street and Ervay Street. Additionally, non-premise district activity videoboard signs may not be placed on building facades facing Main Street Garden or Belo Garden.

A maximum of one non-premise district activity videoboard sign is permitted per block face. Non-premise district activity videoboard signs must have a minimum of 100 square feet in effective area and may have a maximum of 150 square feet in effective area.

Non-premise district activity videoboard signs are only permitted by SUP.

Non-premise district activity videoboard signs are only permitted on buildings with retail and personal service uses, lodging uses, or office uses occupying at least 75 percent of the leasable ground floor area and an overall building occupancy of at least 50 percent. Non-premise district activity videoboard signs are not allowed on a lot containing a commercial surface parking lot use.

Projecting non-premise activity videoboard signs:

- must have a vertical orientation with height exceeding the width at a minimum of 16:9 width-to-height ratio;
- may project a maximum of 12 feet into the right-of-way;
- must have a minimum clearance of 15 feet above the sidewalk and a maximum clearance of 35 feet above the sidewalk; and
- must have video displays on both sides of the sign.

All videoboard signs:

- must contain a default mechanism that freezes the image in one position in case of malfunction;
- must automatically adjust the sign brightness based on natural ambient light conditions in compliance with the following formula:
 - the ambient light level measure in luxes, divided by 256 and then rounded down to the nearest whole number, equals the dimming level; then
 - the dimming level, multiplied by .0039 equal the brightness level; then
 - the brightness level, multiplied by the maximum brightness of the specific sign measured in nits, equals the allowed brightness, measured in nits;
- must be turned off between 1:00 a.m. and 7:00 a.m. Monday through Friday and 2:00 a.m. and 8:00 a.m. on Saturday and Sunday; and
- may not display light of such intensity or brilliance to cause glare, impair the vision of an ordinary driver, or constitute a nuisance.

Non-premise district activity videoboard signs:

- must have a full color display able to display a minimum of 281 trillion color shades; and
- must be able to display a high-quality image with a minimum resolution equivalent to 19mm maximum pixel size.

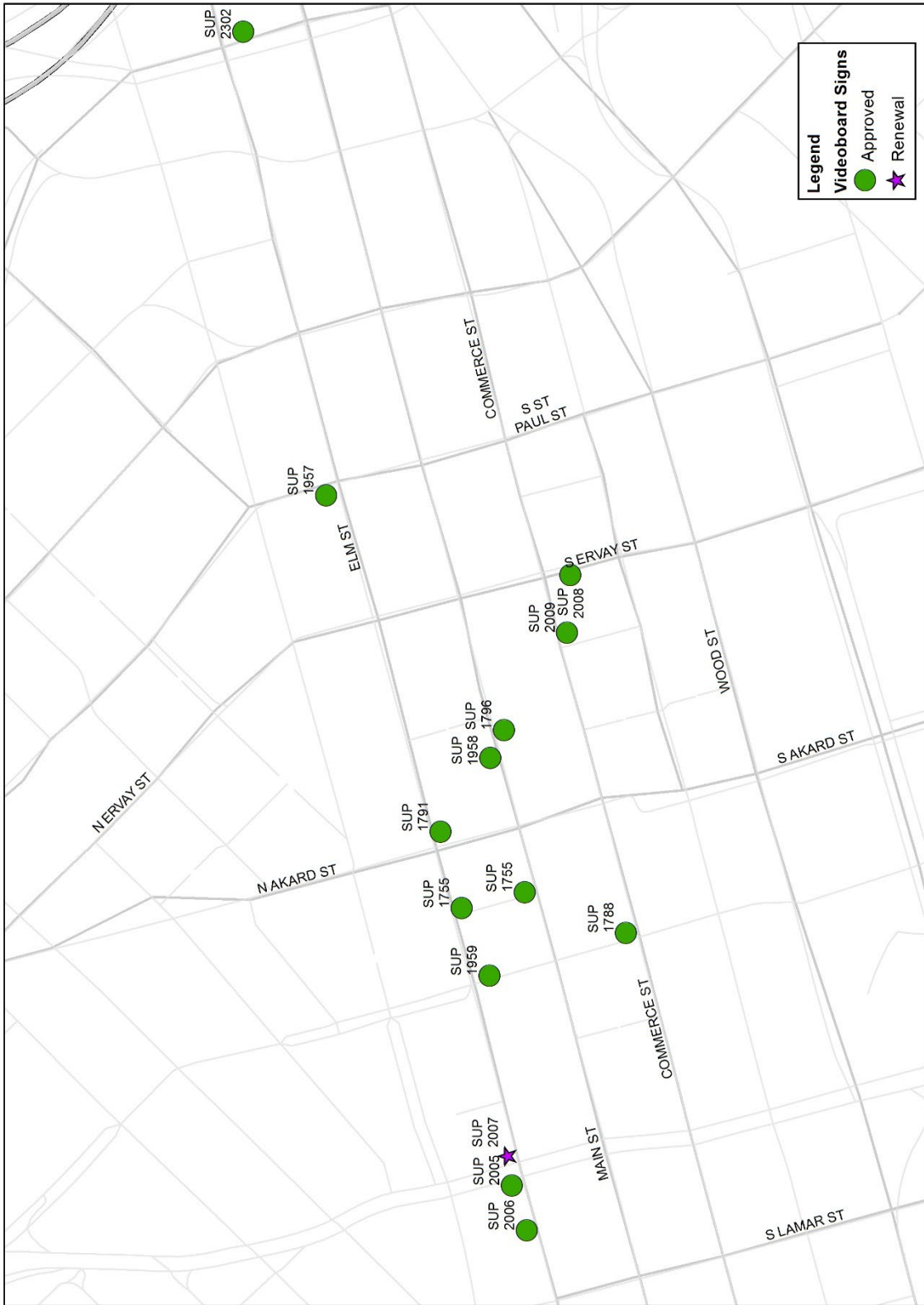
Changes of message must comply with the following:

- Each message must be displayed for a minimum of eight seconds;
- Changes of message must be accomplished within two seconds;
- Changes of message must occur simultaneously on the entire sign face; and
- No flashing, dimming, or brightening of message is permitted except to accommodate changes of message

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 more precisely target intervention strategies 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 to orange, representing the weakest markets. The site is not within an identifiable MVA Category; however, it is in proximity to an “E” MVA Cluster to the east North Field Street.

VIDEOBOARD LOCATIONS (From May 22, 2019 Renewal)



Current Signs



LIST OF OFFICERS

Outfront Media.

- Jeremy J. Male CEO
- Matthew Siegel Executive Vice President
- Clive Punter Executive Vice President
- Richard Sauer Executive Vice President
- Jodi Senese Executive Vice President
- Andrew R. Sriubas Chief Commercial Officer
- Nancy Tostanoski Executive Vice President
- Steve Hillwig Executive Vice President
- Chris Steinbacher Executive Vice President
- Liz Carpio Director
- Art Martinez Director
- Marc Miller Director
- Chris Pezzello Director
- Dan Scherer Director
- Phil Stimpson Director
- Dana Wells Director
- Dave Wood Director

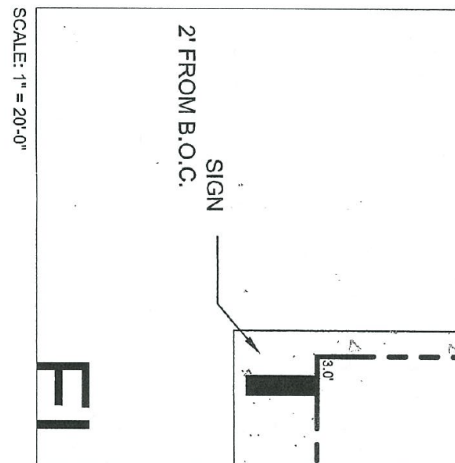
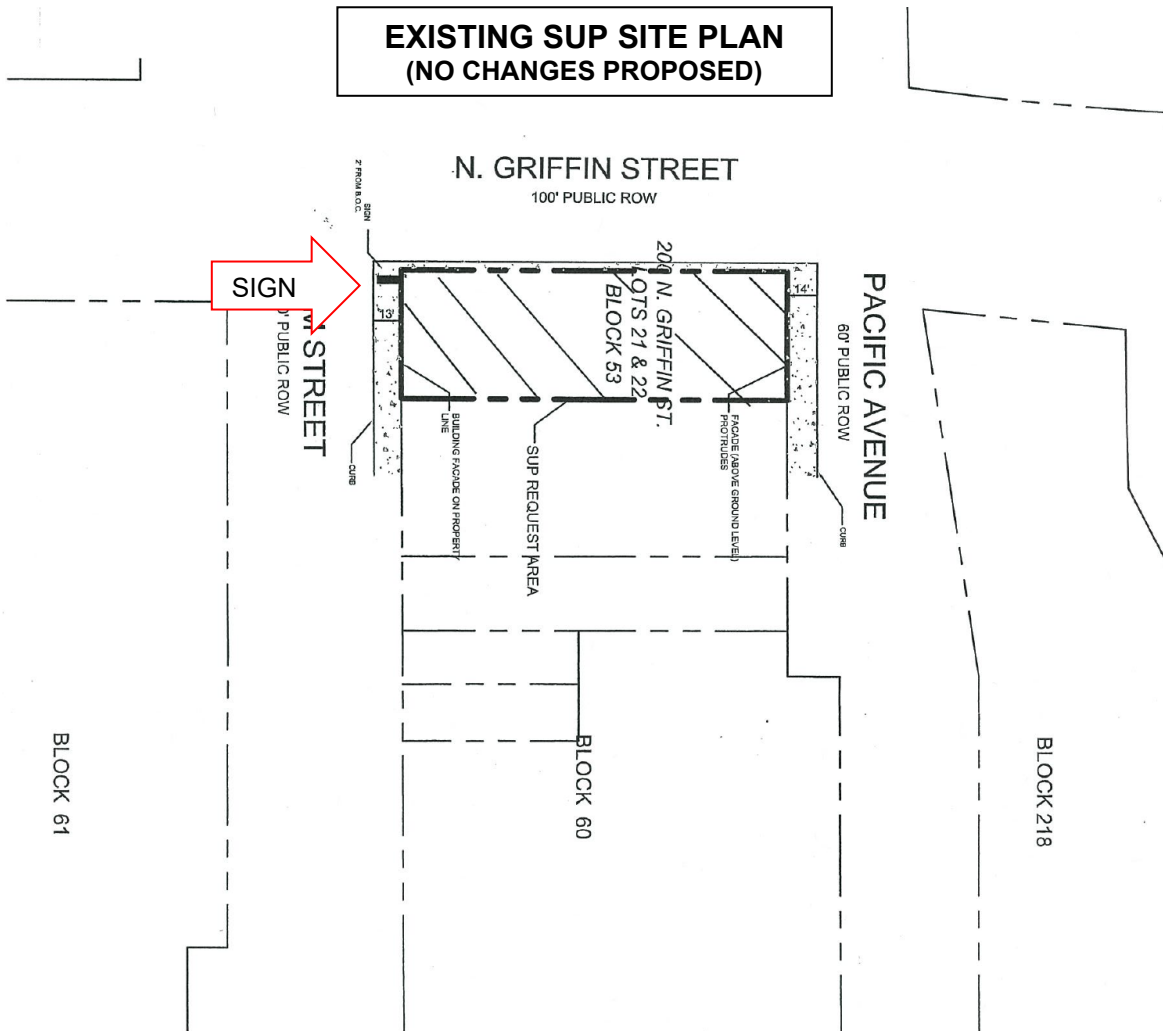
LIST OF OFFICERS

Apple Ten Hospitality Texas Service III, Inc.

- Glade M, Knight Executive Chairman
- Justin Knight President and CEO
- Kristian Gathright Executive Vice President and COO
- Robert McGuire General Manager

PROPOSED SUP No. 2007 AMENDED CONDITIONS

1. USE: The only use authorized by this specific use permit is an attached projecting non-premise district activity videoboard sign.
2. SITE PLAN: Use and development of the Property must comply with the attached site plan and elevation.
3. TIME LIMIT: This specific use permit automatically terminates on (six years after the passage of this ordinance) [May 22, 2025].
4. MAINTENANCE: The Property must be properly maintained in a state of good repair and neat appearance.
5. GENERAL REQUIREMENTS: Use of the Property must comply with all federal and state laws and regulations, and with all ordinances, rules and regulations of the City of Dallas.



200 N. GRIFFIN STREET
ELM FACADE SIGN

LOTS 21, 22, & 23, BLOCK 53
CITY OF DALLAS
DALLAS COUNTY, TEXAS

Michael R. **COKER** Company



Issue/Revisions	
No.	Date Description
M1	09/21/11 ISSUE
N2	01/19/12 REVISIONS
N3	01/27/12 REVISIONS

SITE PLAN

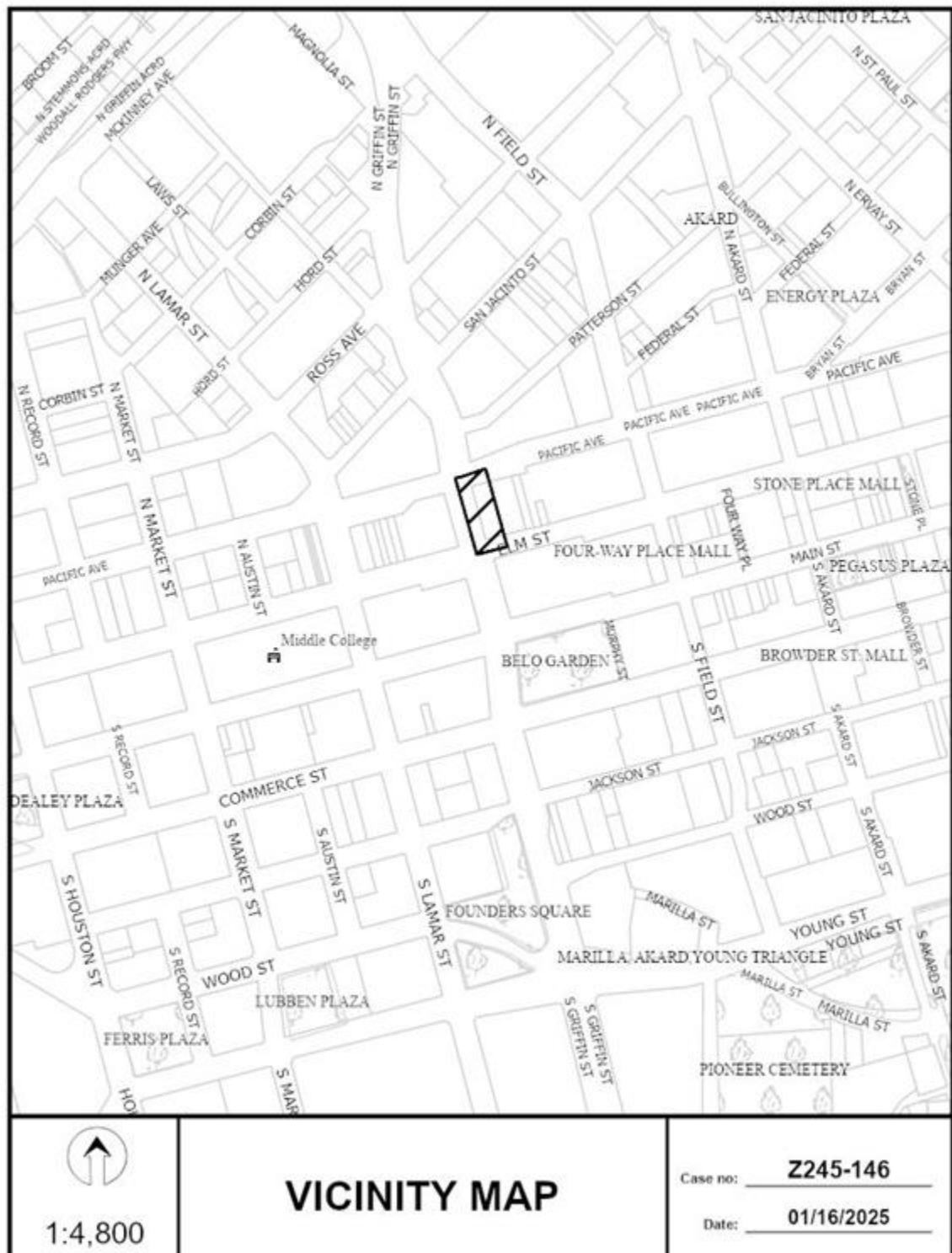
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Coker Co Project:	21422
Reviewed By:	MRC
Drawn By:	ecs

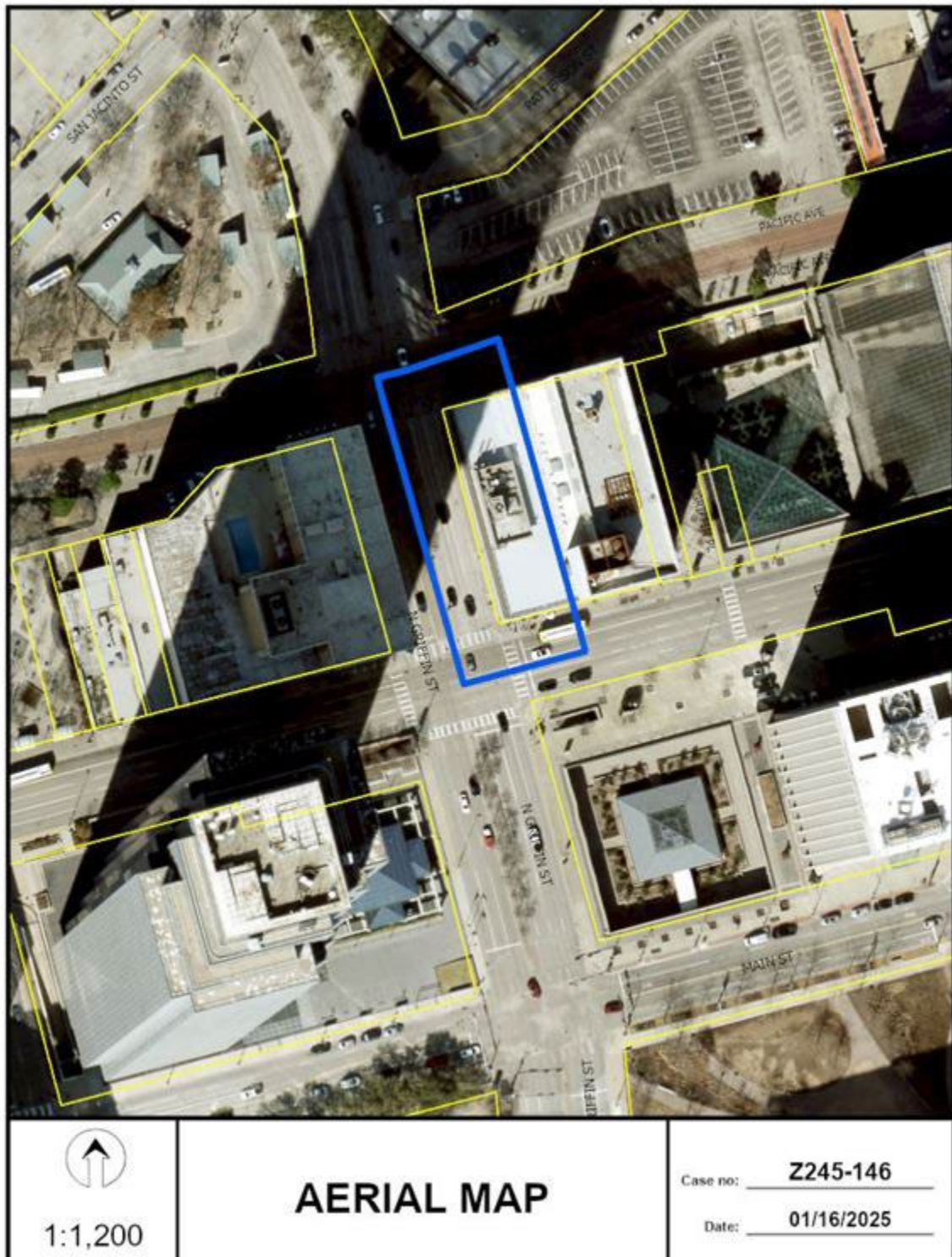
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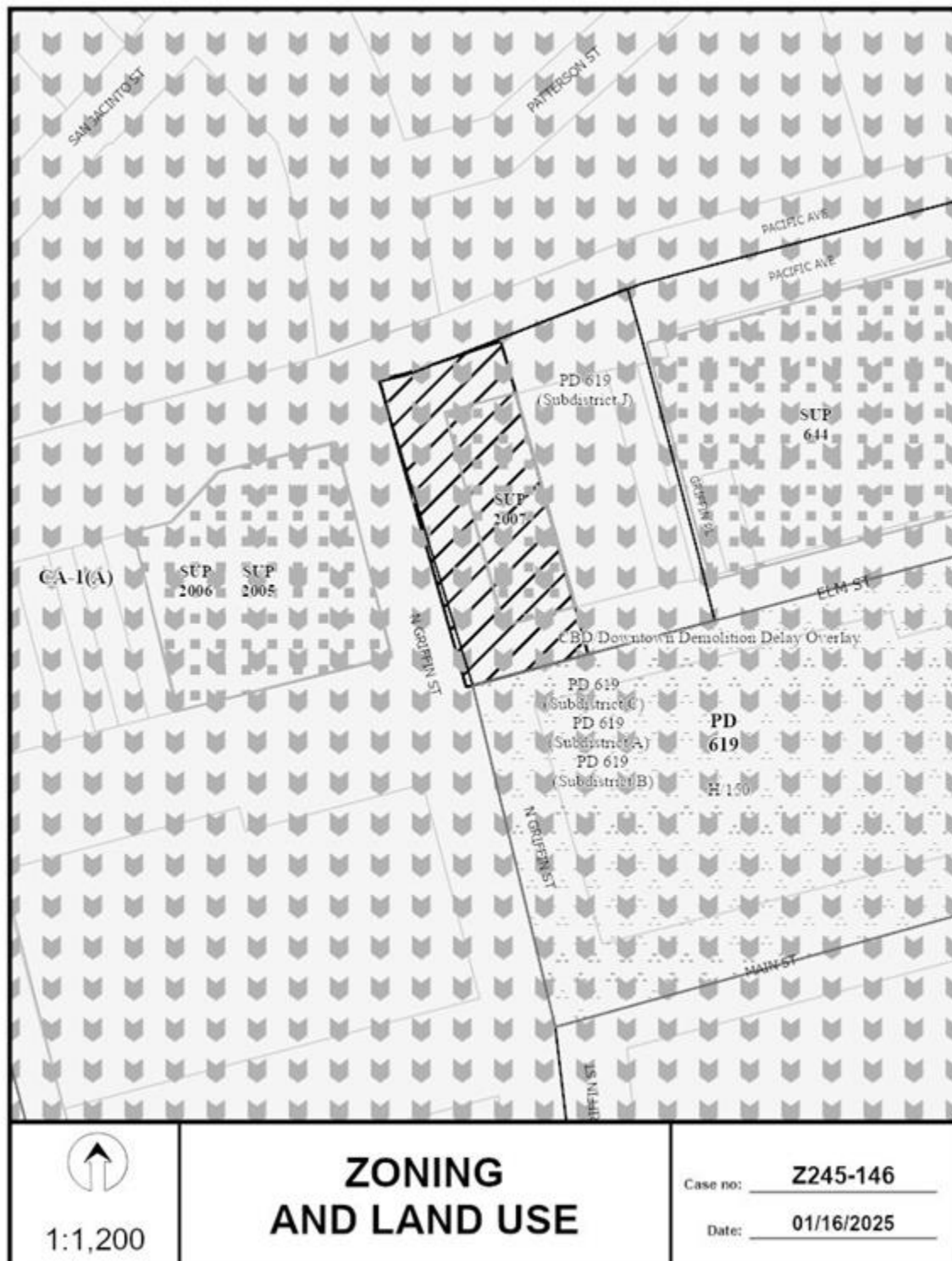
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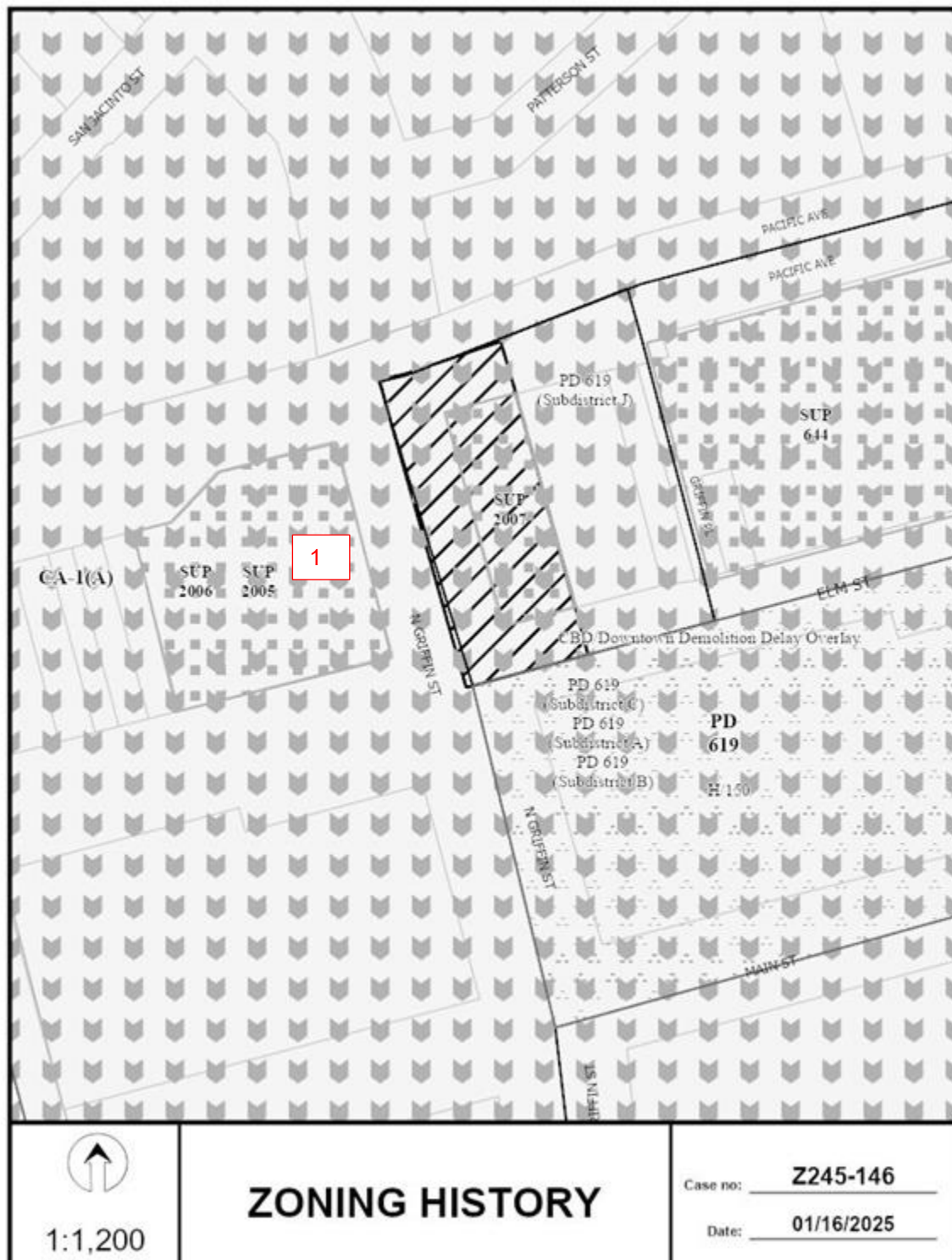


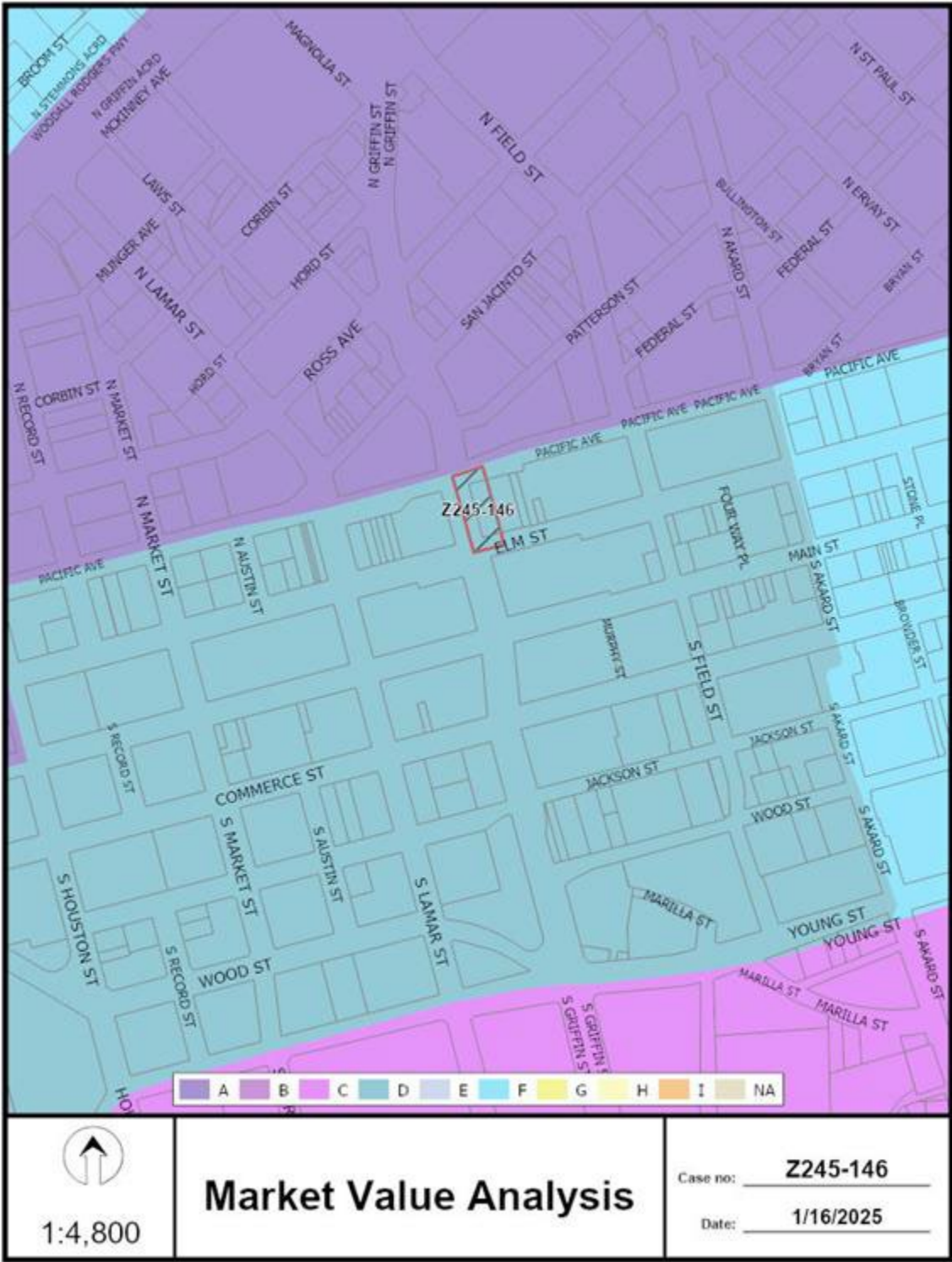
NORTH











01/16/2025

Notification List of Property Owners

Z245-146

12 Property Owners Notified

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	1025 ELM ST	APPLE TEN HOSPITALITY
2	1015 ELM ST	TOG HOTELS DOWNTOWN
3	901 MAIN ST	DALLAS MAIN LP
4	101 S LAMAR ST	INTERFIRST BANK DALLAS
5	901 MAIN ST	INTERFIRST BANK DALLAS
6	1201 ELM ST	GS 1201 ELM LLC
7	1201 ELM ST	SILBERSTEIN LISA
8	202 N LAMAR ST	DALLAS AREA RAPID TRANSIT
9	400 N GRIFFIN ST	DALLAS FORT WORTH ARGYLE
10	1100 PATTERSON AVE	CHAVEZ LAND INCOME
11	1201 MAIN ST	ONE MAIN PLACE HOTEL LLC
12	1201 MAIN ST	ONE MAIN PLACE OFFICE LLC