



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 Northern Side of 1600 Commerce Street in Dallas, Texas

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. 2009 for the existing videoboard sign located on the northern 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 northern facade of 1600 Commerce Street, Dallas, Texas. Commerce Street is a three-lane, one-way roadway in the eastbound direction. The videoboard is located adjacent to the southern lane (right 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 Commerce Street:

- Commerce Street at Lane Street (Signalized)
- Commerce Street at S. Ervay 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 Commerce 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 Commerce Street within 300 feet of the sign. A total of nine (9) crashes in the last five (5) years have been recorded. None of the crashes involved a suspected serious injury or a fatality. CRIS results are provided in the **Appendix**. Crash severity is summarized in **Table 1**.

Table 1. Trip Generation Summary

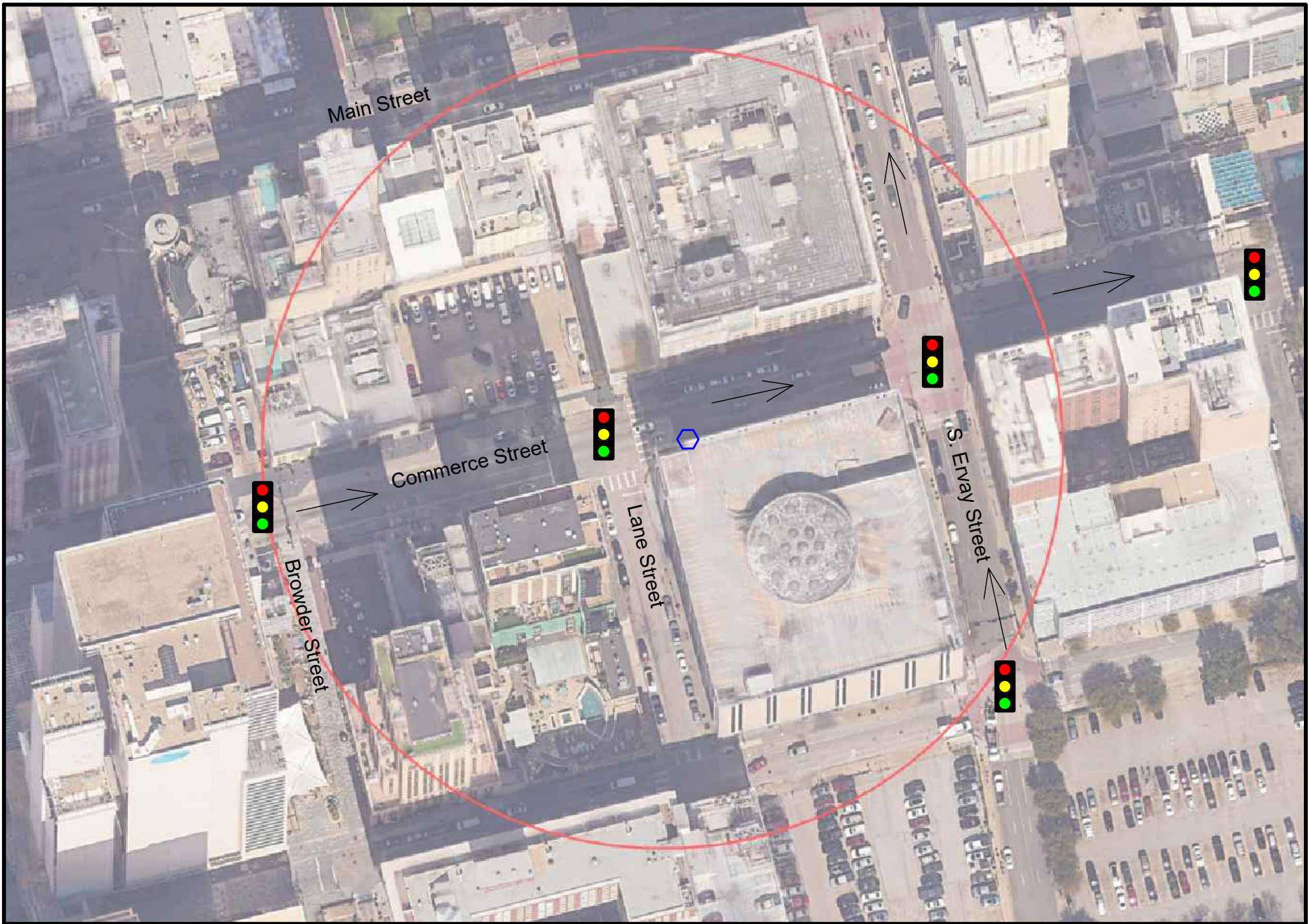
Crash Severity	Crashes
A - SUSPECTED SERIOUS INJURY	0
B - SUSPECTED MINOR INJURY	1
C - POSSIBLE INJURY	1
N - NOT INJURED	6
K - FATAL INJURY	0
99 - UNKNOWN	1
Total:	9

Conclusions

Based on field observations, the existing videoboard is clearly visible to motorists and pedestrians along Commerce 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. 2009.

END

Appendix



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



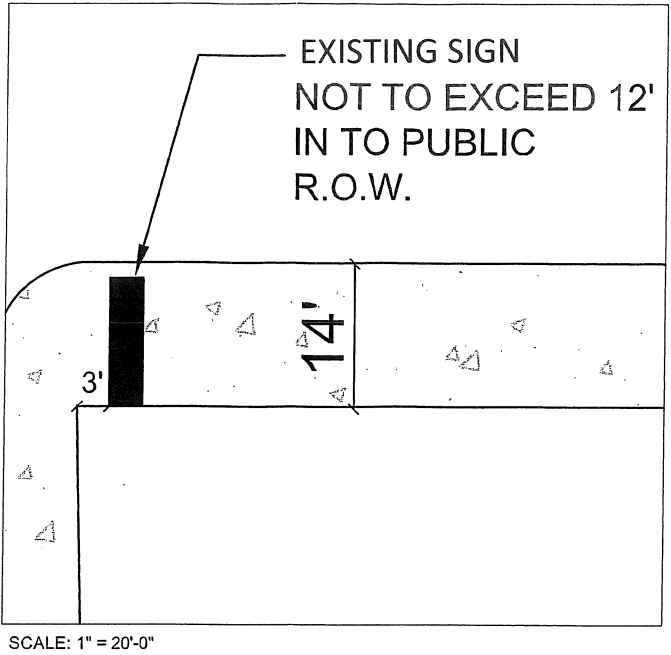
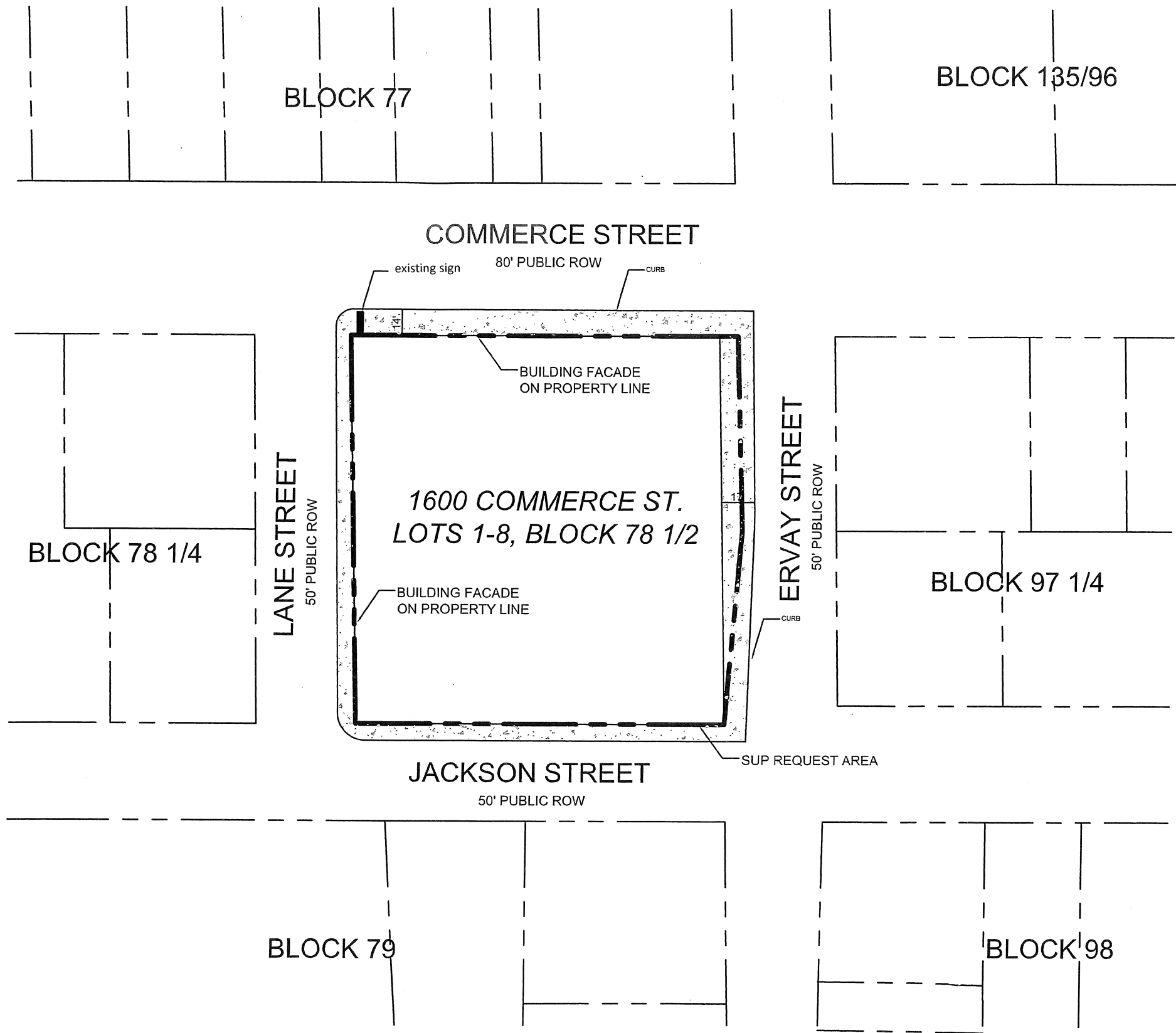
A

Study Area Map
Not to Scale

Videoboard Sign on the Northern Facade of 1600 Commerce Street
Southeast of Commerce Street at Lane Street
Dallas, Texas

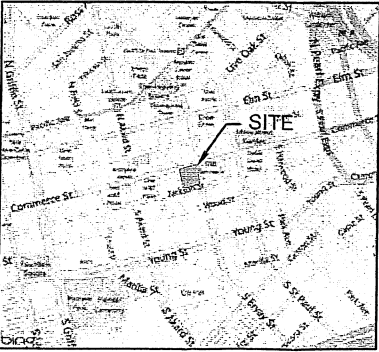
L.A.M.B.E.T.H.
ENGINEERING
TEXAS REGISTERED ENGINEERING FIRM 115508

Map Obtained from Google Earth 08.20.25



SCALE: 1" = 20'-0"

LOCATION MAP (N.T.S.)



SCALE: 1" = 60'-0"

1600 COMMERCE STREET
COMMERCE FACADE SIGN

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

Issue/Revisions		
No.	Date	Description
N1	09/12/11	ISSUE

SITE PLAN

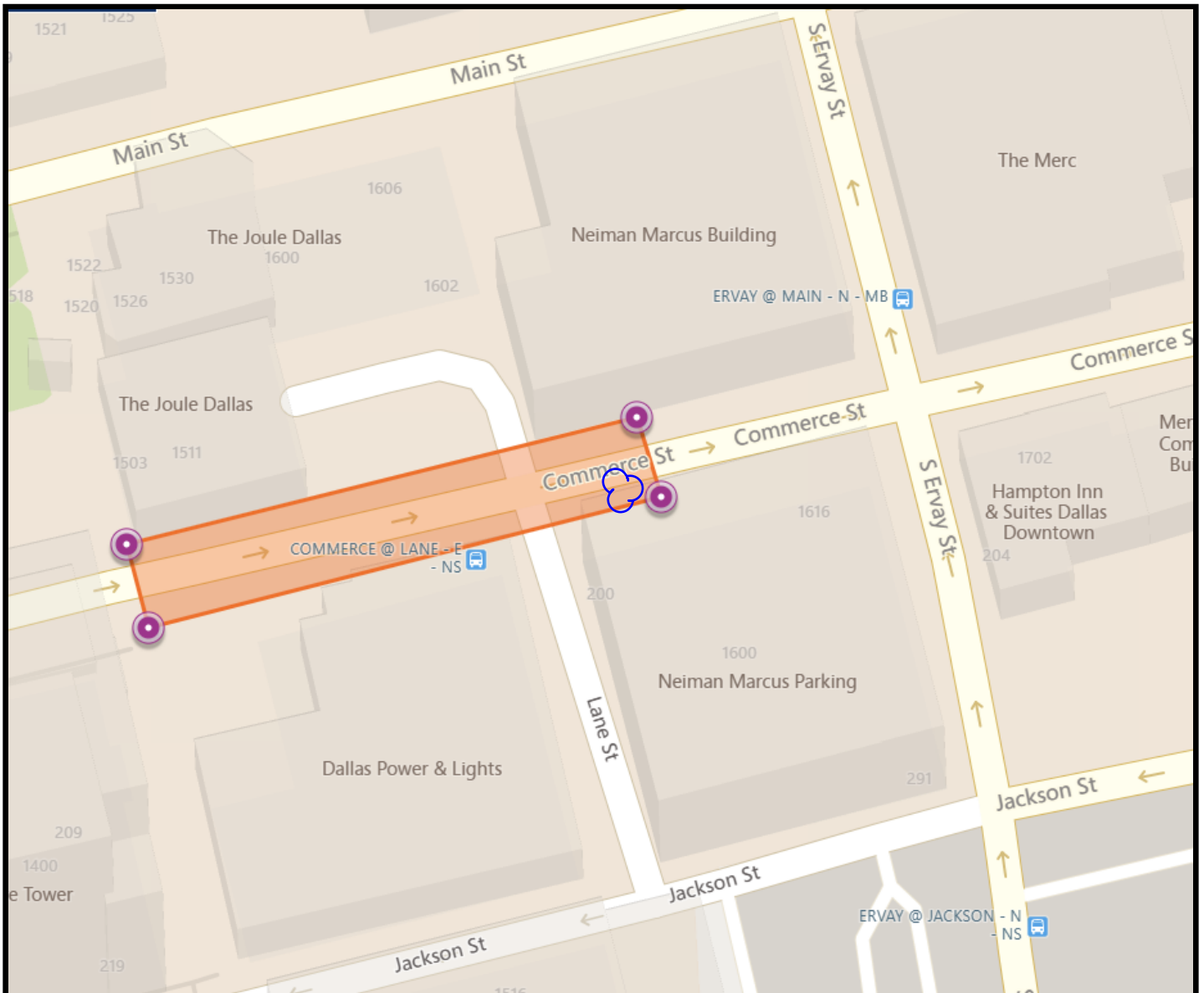


Site Picture of The Existing Videoboard Sign on the Northern Facade of 1600 Commerce Street

TxDOT Crash Reports for Videoboard Sign at 1600 Commerce Street

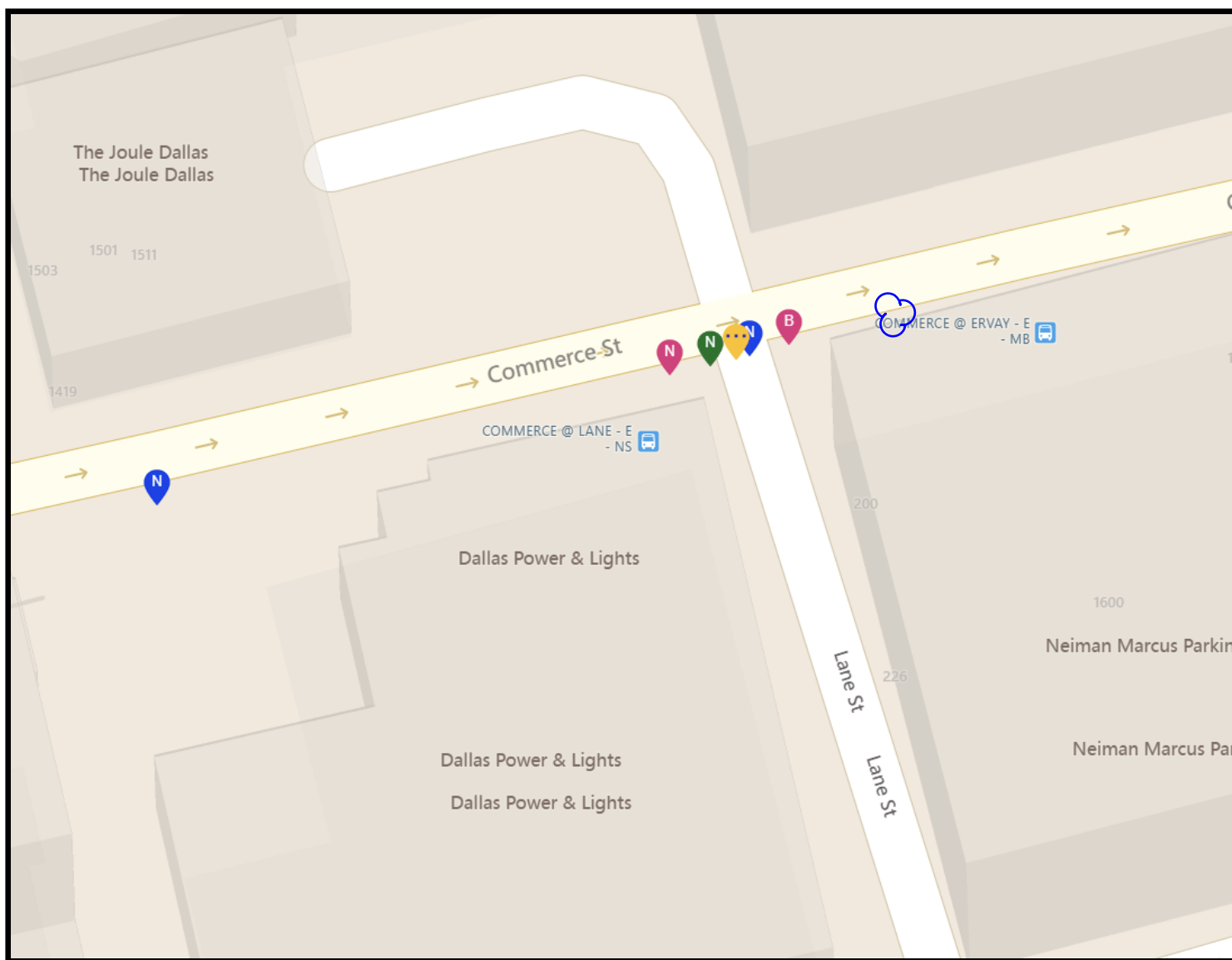
All crash data available through the Crash Records Information System (CRIS) represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3), processed by the Texas Department of Transportation (TxDOT) as of August 20, 2025. CRIS serves as a critical tool for understanding traffic 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 9 Crashes involving 20 Units and 23 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 18206831	4/11/2021	N - NOT INJURED	0	0	0	1	0	0
2 18304805	6/8/2021	B - SUSPECTED MINOR INJURY	0	1	0	0	0	0
3 18571530	10/22/2021	N - NOT INJURED	0	0	0	1	0	0
4 18689986	1/1/2022	C - POSSIBLE INJURY	0	0	1	0	0	0
5 18809339	3/18/2022	N - NOT INJURED	0	0	0	1	0	0
6 19640114	7/4/2023	N - NOT INJURED	0	0	0	1	0	0
7 19651428	7/6/2023	N - NOT INJURED	0	0	0	1	0	0
8 19811358	10/9/2023	N - NOT INJURED	0	0	0	1	0	0
9 19882102	11/14/2023	99 - UNKNOWN	0	0	0	0	0	1
Total:			0	1	1	6	0	1



 = Videoboard Sign Location