

April 3, 2026

Hon. Chair and Members, Panel A  
Zoning Board of Adjustment  
c/o Mr. Bryant Thompson, Senior Planner  
c/o Ms. Diana Barkume, Project Coordinator – Development  
Planning and Development Department  
City of Dallas  
1500 Marilla Street, Room 5CN  
Dallas, Texas 75201

Re: BOA-25-000101; 2628 Maple Avenue.

Dear Members of Panel A:

**I. Updated Information.** Since our last meeting on March 17, we have done intensive work to make sure we have a fully accurate understanding of our parking requirement, as well as our actual, and technically Code-compliant, parking supply in comparison with our actual parking demand. We will provide more detail below, but our actual parking demand number per our updated (April 2) Parking Demand Analysis (*accompanying this letter*) is 40 spaces, while the actual number of spaces on the site (44 spaces) is more than sufficient to serve that actual peak parking demand.

**II. Additional Study and Discussion.** To study this and refine it further, we reexamined and recalculated all of our numbers, and one of our consulting team, Rob Baldwin, had conversations and exchanged emails with Mr. David Nevarez of the City's Engineering Staff. We also communicated extensively with the Board Staff, who also engaged in internal discussions. Based on all of that information, we revised our request so that the notification would be correct going forward.

The short summary of our revised request is as follows. It has been determined based on all of our mutual conversations and further study that the actual parking requirement is 66 spaces, based on the weekday peak in Exhibit 193F, the Oak Lawn P.D. Mixed Use Parking Chart. We have further determined that, although there are actually 44 parking spaces existing on the site per the *attached 2004 as-built Survey* (which has not changed since that time). Under the most conservative and restrictive possible interpretation of whether those spaces can count for Code purposes, there are 36 Code-compliant spaces without question.

We actually believe that at least seven additional spaces on the property, which have been there since the inception of the development in 1979, should also count for Code purposes, but we have taken a conservative stance so as not to allow for any gray area during permitting. *Our actual total of spaces present on the site is 44, which exceeds our 40 space peak parking demand by four spaces.* A reduction from 66 spaces required to 44 actually present is only a 33 percent reduction.

**III. Revised Variance Request.** Therefore, based on the foregoing, our variance request is now for a **variance of 30 spaces**, that is, **66 required minus 36 inarguably Code-compliant spaces**, which is three spaces more than our original notification. Again, this is our most conservative, worst-case scenario, and we believe that at least 43 spaces should count. As a practical matter visitors to the property will continue to use all 44 spaces on site, just as they have since 1979. In addition, there are good arguments that we should also be able to count the alley-adjacent spaces for Code purposes, and Mr. Nevarez has indicated that they would be acceptable. However, as said above, we want to avoid any potential gray area at permitting, hence our request for the 30 space variance as explained above.

**IV. Explanation of Our Request.** I also want to emphasize that as regards the proposed leasing of the building, the existing building was developed in 1979 has not expanded since that time, and we are making absolutely no exterior changes to, or expansion of, the building to accommodate the new users. The two new users will be occupying the space for a combination of retail and restaurant uses.

While the identity of these prospective users has not been publicly announced in the media, they have been disclosed to the Oak Lawn Committee, and therefore I am comfortable telling you that the prospective tenants are Holland & Holland, a retail and restaurant combination use, relocating from the deBoule Diamond and Jewelry building on Preston Road in University Park, and the Beretta Gallery Dallas, a retail use relocating from Highland Park Village. These retailers are affiliates and are hundreds of years-old European high-end sporting goods and clothing retailers who will be an exciting addition to the City of Dallas, and to the Uptown neighborhood in particular.

**V. Request for Removal of 1979 Conditions.** In connection with the location of the restaurant use on the property, we are asking that your approval of our request include in the conditions the removal of the conditions which were imposed in the August 28, 1979, Board of Adjustment approval on this site under BDA 79-245/4951 (*a copy of the approval letter from that case being attached*) because these conditions, in particular with respect to the restriction on the opening time of a restaurant, are clearly outmoded and much too restrictive for the prospective restaurant operations on the site. For example, this would preclude any lunch business for the restaurant, which in turn makes it impossible for a restaurant to succeed here.

I also want to refer you back to my letter of March 4, 2026, to reiterate that we very clearly meet the required variance standard as detailed below, and that we also meet the standards with respect to permitting commensurate development of the site and supporting the public interest. For ease of reference, I have restated those points below.

**IV. How We Meet the Variance Standards.** This variance request meets the variance standards mandated by Sec. 51A-3.102(d)(10) of the *Dallas Development Code* in every respect. First, several property conditions exist to support our variance request in the following respects:

1. The building to be re-used is already built, and the existing parking is already in place. As you will see, the building is very well-maintained and attractively landscaped on the street-facing frontages. There is no room for additional parking without demolishing at least large parts of the building.

2. The site is unusually small in size, especially compared to other nearby development sites, including those zoned P.D. 193/HC.

3. The property is clearly irregularly-shaped. This would represent a challenge for any kind of development or redevelopment, including as to parking area configuration and circulation.

4. The property is bounded by what appear to be three front yards (Maple Avenue, Cedar Springs Road, and Howell Street), as well as by a public alley on the northeast side, also representing a challenge for any kind of development or redevelopment. As you know, Cedar Springs and Maple are high-traffic streets, with no opportunity for on-street parking here.

**V. Commensurate Development.** Without the requested reduction, this otherwise retail- and restaurant-ready space would be largely unusable, unlike the many other P.D. 193/HC office and mixed-use developments in the Uptown neighborhood, which clearly have developed at much greater height and density (allows 100 percent lot coverage, 240 feet maximum height and 4:1 FAR by right), which goes to the element regarding commensurate development.

The Applicant is purposefully and thoughtfully refraining from trying to maximize lot coverage, building height, or floor area ratio on a site where that otherwise would be likely, and is instead adaptively re-using the existing building. P.D. 193/HC allows by right 100 percent lot coverage, 240 feet in maximum height, and 4:1 floor area ratio (or 4.5:1 with a 1;1 residential component, as in many vertical mixed-use developments), so our request certainly aligns with allowing “commensurate development”, and really much less, in the P.D. 193/HC zoning classification.

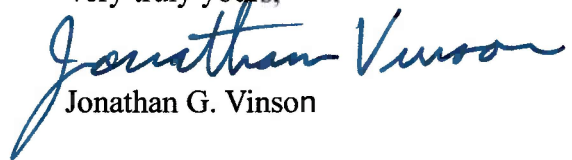
**V. The Public Interest.** Finally, the granting of this variance would not in any way be contrary to the public interest. In fact, the granting of this variance will strongly support the public interest by allowing for the existing building to be activated with new restaurant and retail uses relocating from the Park Cities, which will add to the walkable, pedestrian-friendly character of this area of Uptown, and in fact will provide a nice contrast in scale with the surrounding existing, and likely future, high-rise development.

Further, our request was prompted by, and is intended to facilitate, the prospective relocation of two first class retail businesses from University Park and from Highland Park Village, respectively, to Uptown Dallas, which strongly supports the public interest of Uptown Dallas and its community, as well as that of the City of Dallas.

In addition, the Applicant is a long-standing property owner and excellent corporate citizen in the area, and in fact their main offices are about a block away at 2808 Fairmount. They have done extensive outreach to all of the neighbors, and we appeared at the Oak Lawn Committee on March 3, which voted to support our request. We also, as previously provided to you, have received support from numerous neighboring property owners.

**VII. Conclusion.** We appreciate your consideration of all of this updated information. As you can see, we meet all of the required variance criteria for the granting of this request, and we will be respectfully asking, on the basis of our foregoing points, that you *approve* our off-street parking variance request at your April 14 hearing. Thank you very much.

Very truly yours,

  
Jonathan G. Vinson

cc: Todd Petty  
Travis Bond  
Steve Stoner  
Suzan Kedron  
Will Guerin

**2004 As-Built Survey**  
**(site is in same configuration today)**  
**(following page)**



**Site plan (existing building)  
with proposed uses within the building**

**Retail: 5304 SF (first floor)  
          4182 SF (second floor)  
Total retail: 9486 SF**

**Restaurant: 3398 SF (first floor:  
          maximum square footage, but  
          location subject to adjustment)**

**(following page)**



**August 28, 1979 Board of Adjustment Approval  
(following page)**

September 5, 1979

James P. Christon  
Pearcy/Christon, Inc.  
3131 Turtle Creek, Suite 100  
Dallas, TX. 75219

RE: Board of Adjustment  
Appeal No. BDA 79-245/4951

Dear Mr. Christon:

*2404 Cedar Springs*

The Board of Adjustment, at its regularly scheduled Hearing on Tuesday, August 28, 1979, granted your request for an off-street parking variance in order that you may construct a 2-story masonry building for office, retail, and restaurant use on property located at 2404 Cedar Springs, subject to the following conditions:

1. That the owner will execute and file a deed restriction limiting any restaurant operation to an opening time of not earlier than 6 p.m., and that such restriction can only be removed by the Board of Adjustment.
2. That the applicant shall comply with the Traffic Memo dated August 16, 1979.
3. That the tenant's lease must state that the opening time of the restaurant will be restricted to 6 p.m.
4. That the Board is granting the variance for the uses proposed, and that the restaurant use is not to exceed 3,330 sq. ft.
5. That the Board of Adjustment must approve the deed restriction prior to issuance of the Certificate of Occupancy Permit.

Please see Noble Jones in the Building Inspector's Office at 1500 W. Mockingbird to get your Building Permit which must be obtained within 90 days, or prior to November 28, 1979, under the Board of Adjustment's approval.

If I may be of further assistance, please contact me at 670-4207.

Sincerely,

Jim Self, Administrative Coordinator  
Board of Adjustment, City of Dallas

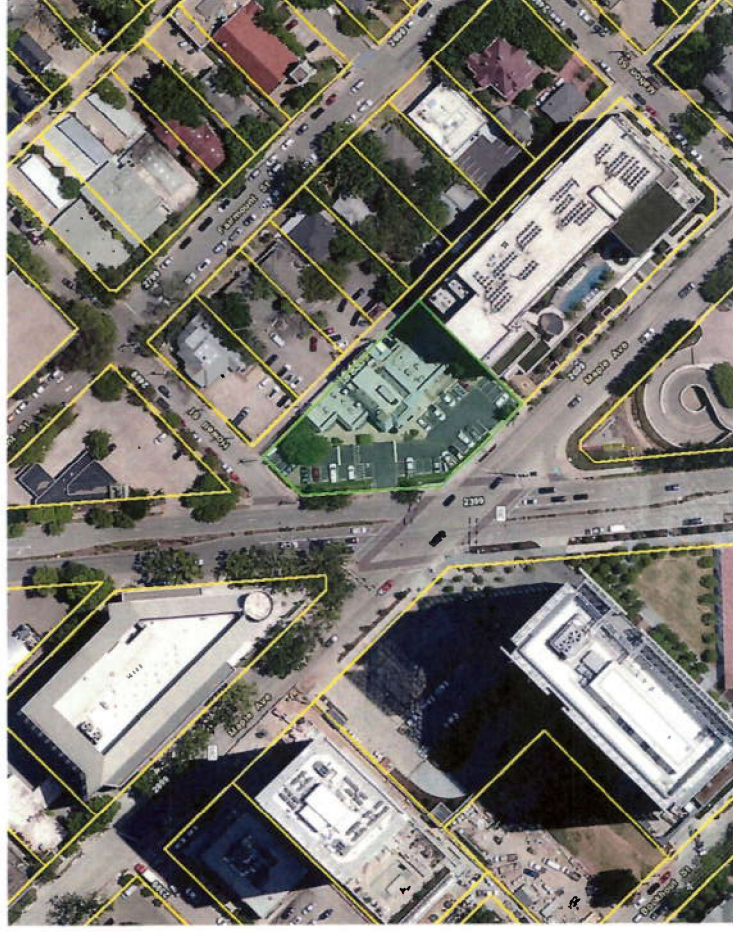
JS:tym

cc: Mr. Noble Jones, Building Inspection ✓  
1500 W. Mockingbird

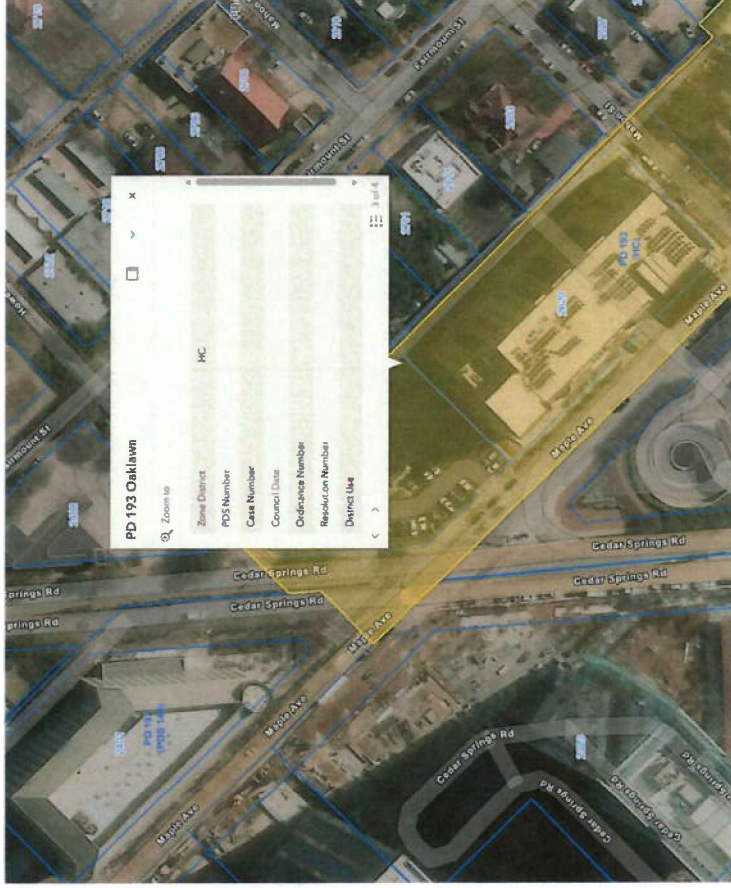
Mr. John DeShazo  
8350 N. Central Expwy.  
Dallas, TX. 75206

**Site photos  
(following pages)**

# DCAD Map and Aerial Photo (site highlighted in green)

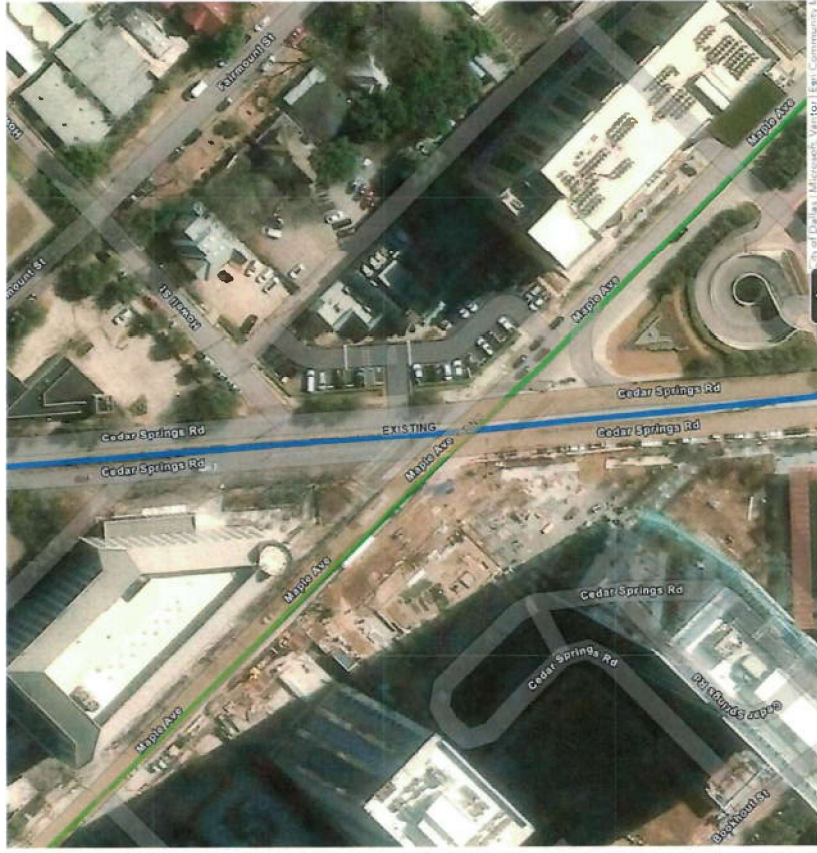


# City of Dallas Zoning Map (P.D. 193/HC)



**Thoroughfare Plan  
Map Excerpt**

The site faces Cedar Springs Road (Minor Arterial) and Maple Avenue (Community Collector). Neither provides for any on-street parking at this location.



**View of the site (August 2025 image);  
very well-maintained and attractively landscaped.**



**Nearby development looking southeast  
on Cedar Springs (site is on left).**



# Nearby development looking northwest on Cedar Springs (from site).



# Another view of the site (from Howell and Cedar Springs)

