

Technical Memorandum

To: City of Dallas

From: Steve E. Stoner, P.E., PTOE
Westwood Professional Services, Inc.
TBPELS Firm #10074301, Firm #11756

Date: October 24, 2024

CC: Santos Martinez—La Sierra Planning Group
Tanya Lillie—Outfront Media

Subject: Traffic Review of Existing Videoboard at 2201 Main Street
Westwood Project R0058438.00

The services of Westwood Professional Services (Westwood) were retained by Outfront Media to conduct a review of the “attached non-premise district activity videoboard signs (a.k.a., “videoboard”) located at 2201 Main Street in downtown Dallas. Pursuant to Section 51A-7.909(d)(2) of the Dallas City Code, “all applications for non-premise district activity videoboard signs must include a report from a traffic engineer stating that the placement of the sign will not interfere with the effectiveness of traffic control devices within 300 feet of the sign.” A similar study was previously conducted for the site, prior to installation, by Pacheco Koch in 2018, which found that the then-proposed sign was not anticipated to interfere with the effective of any traffic control devices within 300 feet of the proposed location. The sign has been operational for several years.

The subject videoboard is visible from northbound and southbound lanes on Cesar Chavez Boulevard. Within 300 feet of the sign, Cesar Chavez Boulevard is two-way operation with six travel lanes (three, per direction) and a raised center median. The videoboard is located directly adjacent to the northbound travel lanes (right side, above the sidewalk) but is on the opposite side of the roadway from the southbound travel lanes. Therefore, the sign is more readily visible to northbound motorists.

As depicted in the image below, two traffic-signal-controlled intersections are located within the study area:

- Cesar Chavez Boulevard and Main Street
- Cesar Chavez Boulevard and Elm Street

Westwood



As required by Code, the sign appears to provide the minimum vertical clearance of fifteen (15) feet above the sidewalk. Westwood conducted a field observation of the subject videoboard on September 10, 2024 and obtained the photographs of the sign within the 300-foot radius.

Based on field observations, it is the Engineer's opinion that the videoboard is visible to motorists and pedestrians on Cesar Chavez Boulevard but does not interfere with the effectiveness of existing traffic control devices. Existing traffic control devices are not obstructed by the videoboard and are able to operate as intended.

END OF MEMO

Westwood

Image 1 of 5: View from northbound travel lanes of Cesar Chavez Boulevard, approximately 120 feet in advance of videoboard



Westwood

Image 2 of 5: View from northbound travel lanes of Cesar Chavez Boulevard, approximately 250 feet in advance of videoboard



Westwood

Image 3 of 5: View from northbound travel lanes of Cesar Chavez Boulevard, approximately 320 feet in advance of videoboard



Westwood

Image 4 of 5: View from southbound travel lanes on Cesar Chavez Boulevard, approximately 145 feet in advance of videoboard



Westwood

Image 5 of 5: View from southbound travel lanes on Cesar Chavez Boulevard, approximately 275 feet in advance of videoboard

