

**FILE NUMBER:** Z-25-000114

**DATE FILED:** September 2, 2025

**LOCATION:** Southeast line of Main Street, between South Akard Street and South Ervay Street

**COUNCIL DISTRICT:** 14

**SIZE OF REQUEST:** 5,000 sq. ft.

**CENSUS TRACT:** 481130031011

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**OWNER:** Michael Tregoning - 1530 Main LP

**APPLICANT:** Erin Watkins - Big Outdoor Texas, LLC

**REPRESENTATIVES:** Victoria Morris and Suzan Kedron; Jackson Walker, LLP

**REQUEST:** An application for the renewal of Specific Use Permit No. 1796 for an attached projecting non-premise district activity videoboard sign on property zoned Subdistrict A within Planned Development District No. 619 with Specific Use Permit No. 2025 for a personal service use limited to a spa and Specific Use Permit No. 1796 for an attached projecting non-premise district activity videoboard sign.

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

**STAFF RECOMMENDATION:** **Approval**, subject to a site plan and revised conditions.

**CPC RECOMMENDATION:** **Approval** for a six-year period, subject to a site plan and revised conditions.

**BACKGROUND INFORMATION:**

- The property is zoned Subdistrict A within PD 619 CBD/Downtown Special Purpose Sign District and Demolition Delay Overlay District with Specific Use Permit No. 2025 for a personal service use limited to a spa and Specific Use Permit 1796 for an attached projecting non-premise district activity videoboard sign.
- Ordinance No. 27481, adopted by City Council on February 11, 2009, allowed for non-premise district activity videoboard signs in the Downtown Special Provision Sign District. In this ordinance, there was a limit of five videoboard signs.
- On February 24, 2010, City Council granted Specific Use Permit No. 1796 for an attached projecting non-premise district activity videoboard sign for a six-year time period with an expiration date of February 24, 2016.
- Ordinance No. 28347 was adopted by City Council on August 24, 2011, to increase the number of videoboard signs in the Downtown SPSD to a total of 15 and increase the area in which the videoboard signs are allowed.
- On August 14, 2013, City Council granted an amendment and renewal of Specific Use Permit No. 1796 to relocate the videoboard sign to the northeast corner of the building located at 1608 Main Street with an expiration date of August 14, 2019.
- On September 25, 2019, City Council approved the renewal of Specific Use Permit 1796 for an attached projecting non-premise district activity videoboard sign with an expiration date of October 23, 2025.
- The videoboard sign has been erected since 2013, and at its current location since 2019. The applicant seeks to continue the use of the videoboard sign with no changes to functionality or location.

**Zoning History:**

There have been 7 zoning cases within proximity of the subject site within a five year time period.

1. **Z234-336:** On March 26, 2025, City Council approved the renewal of Specific Use Permit 2582 for a commercial amusement (inside) on property on the north line of Main Street, east of South Akard Street.
2. **Z234-209:** On September 25, 2024, City Council approved an application for an amendment to Specific Use Permit 1959 for an attached projecting non-premise district activity videoboard sign on property located on the southeast corner of Elm Street and North Field Street.
3. **Z234-133:** On April 24, 2024, City Council approved an application for the renewal of SUP 2358 for an alcoholic beverage establishment limited to a microbrewery, micro-distillery, or winery on property located on the southeast corner of Commerce Street and Browder Street.
4. **Z212-234:** On September 28, 2022, City Council approved an application for a Specific Use Permit 2411 for an alcoholic beverage establishment limited to a bar, lounge, or tavern and a commercial amusement (inside) on property located on the northwest line of Elm Street, northeast of Akard Street.
5. **Z201-278:** On December 8, 2021, City Council approved an application for the renewal of Specific Use Permit 1791 for an attached projecting non-premise district activity videoboard sign on property located on the southeast corner of Elm Street and North Akard Street.
6. **Z201-268:** On October 13, 2021, City Council approved an application for the renewal of Specific Use Permit 1755 for two attached projecting non-premise district activity videoboard signs on property located on the south line of Elm Street, west of North Akard Street.
7. **Z189-340:** On January 8, 2020, City Council approved an application for an amendment to Specific Use Permit 2127 for a restaurant without drive-in or drive-through service on property located on the northwest corner of Main Street and Four Way Place Mall.

**Thoroughfares/Streets:**

| Thoroughfare/Street | Type (CBD Plan) | Right-of-Way |
|---------------------|-----------------|--------------|
| Main Street         | Two Way         | 80 feet      |
| Commerce Street     | One Way         | 80 feet      |

**Land Use:**

| Area         | Zoning                                | Land Use  |
|--------------|---------------------------------------|---|
| <b>Site</b>  | PD 619 with SUP 1796,<br>and SUP 2025 | Attached non-premise district activity<br>videoboard sign; Personal service use<br>limited to a spa |
| <b>North</b> | PD 619                                | Retail  |
| <b>East</b>  | PD 619                                | Retail  |
| <b>South</b> | PD 619                                | Office; Commercial parking  |
| <b>West</b>  | PD 619                                | Restaurant  |

**Traffic:**

The Transportation Development Services Division of the Transportation Department has reviewed the request and the Technical Traffic Memo and determined that it will not significantly impact the surrounding roadway system. Staff will continue to review engineering plans at the time of permitting to comply with city standards.

**Transit Access:**

The following transit services are located within ½ mile of the site:

DART Bus Routes: 003, 009, 013, 016, 018, 047, 102, 109, 145, 205, 214, 224, 230, 249, 383, 305, 308

## STAFF ANALYSIS

- **Comprehensive Plan Consistency Review:**

- ForwardDallas 2.0 is the citywide Comprehensive Plan for future land use in the City of Dallas. Adopted by the 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.

- **Consistency Review Recommendation**

- The proposed zoning change for the renewal of the SUP for the attached projecting district activity non-premise videoboard sign is consistent with Forward Dallas 2.0 as the site is completely within the City Center placetype which is primarily intended as a centrally located hub that serves as the most concentrated regional, commercial, tourism, and activity center, supported by high-density housing and ringed by a vibrant collection of historic landmarks and cultural neighborhoods. Ground floor windows of the numerous tall buildings in the City Center provide for visual interest and views into active storefronts. The streetscape incorporates trees for shade, wide sidewalks, easy-to-use signage, and wayfinding for locating the City Center's numerous destinations and points of interest

- **Placetype Summary**

Placetypes describe the long term vision and desired building and preservation characteristics for different places within the city including neighborhoods, mixed-use areas, employment and industry centers, and open spaces.

## Other Contextual comments related to long-range plan

### Area Plans

The 360 Plan is relevant for this area. The Plan is a strategic document that sets a clear, cohesive vision for Downtown Dallas and its surrounding neighborhoods, guiding the City Center to continued, long-term success.

Building upon the strategies found in the original plan, adopted in 2011, the *360 Plan* is organized around the idea of creating a complete and connected City Center that provides

an enriching urban experience for residents, workers, and visitors. The public-private planning process coalesced into a unified vision and three transformative strategies to:

- Advance urban mobility
- Build complete neighborhoods
- Promote great placemaking

Downtown is typically indicated as the area within the freeway loop of Interstates 30, 35, 345, and the Woodall Rodgers freeway. In the 360 Plan, Downtown is referred to as the area that aligns with the Downtown Improvement District, comprised of six districts within the freeway loop that are surrounded by more than one dozen others that sit adjacent, all crucial to the overall economic and social well-being of the City Center of Dallas – Downtown, Dallas Arts District, Main Street District, Dallas Farmers Market, Civic Center, Reunion, West End.

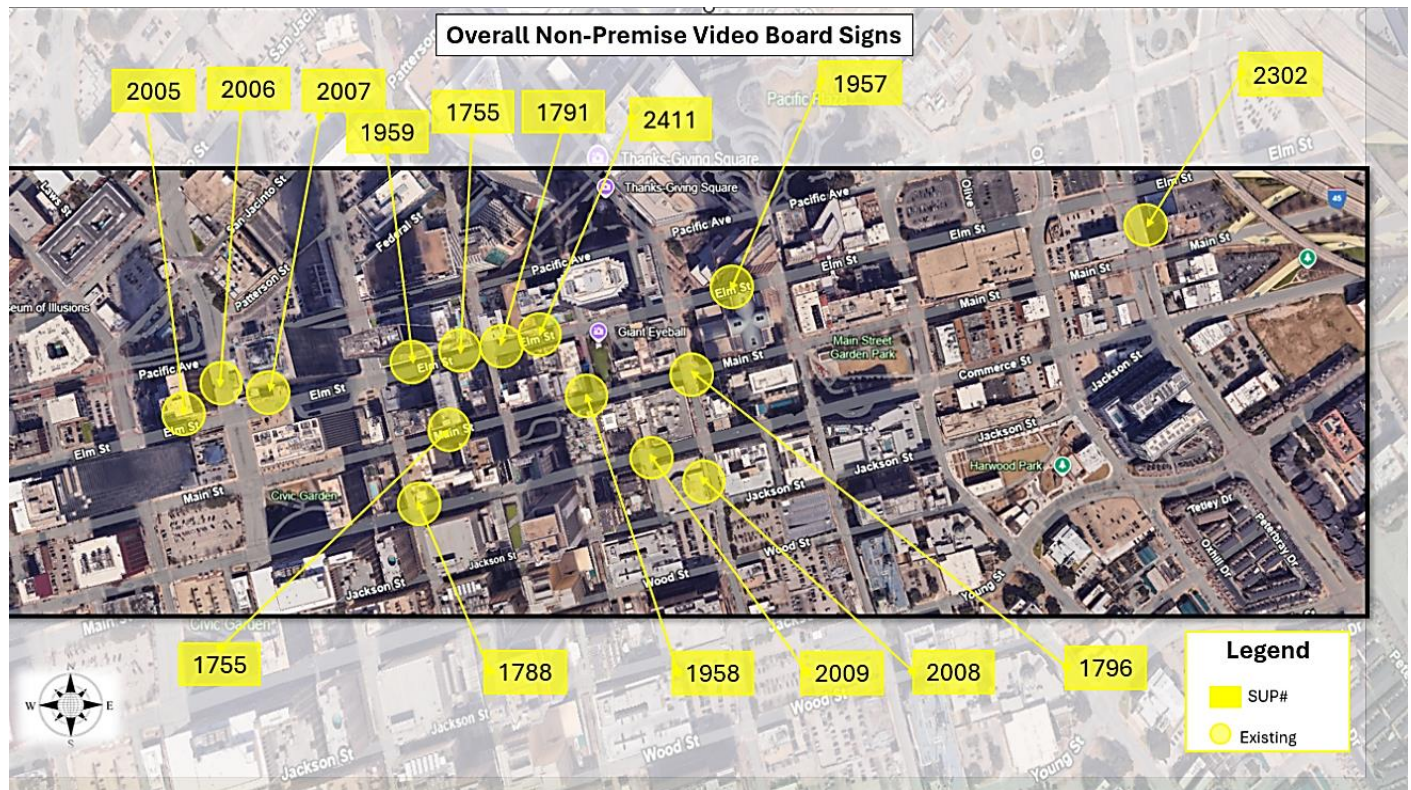
The subject site is located in the Main Street District - one of the most diverse and intensely mixed-use areas in Dallas. Home to the city's major retailers, hotels, and banks, Main Street contains some of Dallas' early buildings, including several landmark skyscrapers. As new development moved north from Main Street, in order to access nearby freeways, the modern image of Dallas as a center of finance and energy is now reflected in its iconic and growing skyline.

The main east-west thoroughfares in the Main Street District, Commerce and Elm Streets are primary vehicular access points to and through Downtown; both streets are wide, accommodating vehicle and bus traffic with little focus on the pedestrian experience. Numerous driveways and valet access lanes disrupt through traffic and impede pedestrian safety. However, in recent years, several plans for streetscape improvements have been discussed in order to enhance the pedestrian experience along Commerce and Elm Streets: traffic lane removal, curb cut reduction, and the creation of dedicated parking and/or valet lanes can reduce traffic speed, and improve safety throughout the Main Street District.

A maximum of 15 non-premise district activity videoboard signs are permitted 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. 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.

See map of existing non-premise video board signs below.



- Must have a minimum clearance of 15 feet above the sidewalk and a maximum clearance of 35 feet above the sidewalk
- Must have videos play 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 measures 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 am and 7:00 am Monday through Friday and 2:00 am and 8:00 am on Saturday and Sunday
- May not display light of such intensity or brilliance so as 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
- Must be able to display a high quality image with a minimum resolution equivalent to 19 mm 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
- No flashing, dimming, or brightening of message is permitted except to accommodate changes of message

In addition:

The general provisions for a Specific Use Permit in §51A-4.219 of the Dallas Development Code states: (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 zoning regulations and standards

Staff supports the renewal of SUP 1796 as it has complied with the conditions set forth from its granting, and has followed the standards set for Videoboard Signs and Specific Use Permits.



**Landscaping:**

The site is currently developed. Any future development of the property would necessitate compliance with Article X, Landscaping and Tree Conservation Regulations and PD 619.

**Parking:**

Under the requested Specific Use Permit (SUP) renewal, the applicant requests to maintain the existing attached projecting non-premise district activity videoboard sign.

At permitting, the applicant would be required to comply with the current standard parking ratio of no minimum parking spaces for the specified existing use. No additional parking shall be required for the proposed SUP renewal.

**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 area of request and all surrounding properties are within an “F” MVA Category.

Z-25-000114

**List of Owners**

1530 MAIN, L.P., a Texas Limited Partnership  
Headington Hotel Main Street G.P., LLC  
Michael Tregoning, President

Draft CPC Action  
November 6, 2025

**Motion:** It was moved to recommend approval of the renewal of Specific Use Permit 1796 for an attached projecting non-premise district activity videoboard sign for a six-year period, subject to a site plan and revised conditions, on property zoned Subdistrict A within Planned Development 619 with Specific Use Permit 2025 for a personal service use limited to a spa and Specific Use Permit 1796 for an attached projecting non-premise district activity videoboard sign, on the southeast line of Main Street, between S. Akard Street and S. Ervay Street.

Maker: Kingston  
Second: Housewright  
Result: Carried: 15 to 0  
For: 15 - Sims, Hampton, Herbert, Forsyth, Serrato,  
Carpenter, Wheeler-Reagan, Franklin  
Koonce, Housewright, Kocks, Coffman, Hall,  
Kingston, Rubin  
  
Against: 0  
Absent: 0  
Vacancy: 0

|                 |           |            |
|-----------------|-----------|------------|
| <b>Notices:</b> | Area: 200 | Mailed: 16 |
| <b>Replies:</b> | For: 5    | Against: 0 |

**Speakers:** For: Victoria Morris, 2323 Ross Avenue, Dallas, TX, 75201  
Against: None



# TECHNICAL MEMO



*Onkar V. Dhondkar*  
07/22/2025

**To:** Mr. Travis K. Hodges — Radiant Outdoor, Inc.

**From:** Mr. Onkar Dhondkar, P.E. — DeShazo Group, Inc.

**Date:** July 22, 2025

**Re:** Updated Traffic Analysis for Existing "Non-Premise District Activity Videoboard Sign" at 1608 Main Street (South Ervay Street Side) in Downtown Dallas

DeShazo Project No. 25108

## BACKGROUND

This analysis is provided to update the previous technical memorandum used to satisfy the requirement for a traffic study in a request for a Specific Use Permit (SUP) for a non-premise district activity videoboard sign (also known as, electronic messaging board, etc.), or "sign," located on the building at 1608 Main Street in Downtown Dallas, Texas. The scope of the requisite study, as outlined in Section 51A-7.909(d)(2) of the Dallas Development Code, is to update the report of the results of implementing the sign as observed within 300 feet of its location.

This report was prepared by traffic engineers from DeShazo Group, Inc. (DeShazo) of Dallas, Texas—an engineering consulting firm providing licensed engineers skilled in the field of traffic/transportation engineering. DeShazo updated studies using existing field data and observations conducted on July 22, 2025. An illustration of the existing sign installation location considered in this analysis is provided in Exhibit 1.

[NOTE: This analysis is specifically intended for this existing sign location as illustrated and does not apply to any other sign location. It is also assumed that the sign installation and operational parameters outlined in the respective City of Dallas sign ordinance, and any other applicable regulations, shall be in effect.]

## STUDY SCOPE

The ordinance mandates that the sign must not interfere with the effectiveness of traffic control devices within 300 feet. The sign's visibility to eastbound and westbound traffic on Main Street was assessed. Exhibit 1 graphically summarizes the existing sign location and the relevant traffic control devices within 300 feet.



## ANALYSIS

Electronic message boards are relatively new, with few specific design and application standards. Thus, this evaluation relies primarily on engineering judgment and discretion.

The primary traffic-related concern is whether the electronic message board could interfere with the regular operation of existing traffic control devices, potentially leading to accidents. This evaluation included the following considerations. Given this evaluation parameter, DeShazo's analysis consisted of the considerations listed and described below. Each of these analysis parameters is subjective and requires field inspection.

- Line of sight of existing traffic control devices — this evaluation considered whether the existing location of the sign is aligned with the line of sight of a motorist and an existing traffic control device to a degree that obscures or diminishes the effectiveness of the traffic control device.
- Spacing/proximity with existing traffic control devices — this evaluation considered whether the existing location of the sign is in such close proximity to an existing traffic control device that it diminishes the effectiveness of the traffic control device.
- Visual "competition" with existing traffic control devices — this evaluation considered whether the existing location of the sign is otherwise situated in such a manner to distract a motorist from becoming cognizant of an existing traffic control device.

Other assumptions:

- Only motorists traveling on Main Street were considered. (i.e., no cross streets or parallel streets were considered)
- The analysis applies to all vehicle types, including bicycles.
- Direct effects on pedestrians were not considered.

The following findings, summarized in Table 1, reflect DeShazo's evaluations based upon field observations. The detailed field visit documentation of the analysis parameters is presented in Exhibits 1, 2, and 3 of this memo.

**Table 1: Eastbound Main Street Proposed Sign Location Evaluation**

| Parameter          | Summary of Evaluation  | Recommendation |
|--------------------|--|----------------|
| Line of Sight      | The proposed sign location does not directly obstruct the view of any existing traffic control device within a critical distance.    | None           |
| Spacing/Proximity  | The sign is at a height of 20 feet from the sidewalk, 50 feet from the nearest traffic signal, with a vertical offset of 10-12 feet. | None           |
| Visual Competition | The sign does not visually compete with existing traffic control devices within critical distance.                                   | None           |

Table 2: Westbound Main Street Proposed Sign Location Evaluation

| Parameter          | Summary of Evaluation   | Recommendation |
|--------------------|---|----------------|
| Line of Sight      | The proposed sign location does not directly obstruct the view of any existing traffic control device within a critical distance. | None           |
| Spacing/Proximity  | The sign is beyond the traffic signals for southbound traffic, offset to the left of the motorist's line of sight.                | None           |
| Visual Competition | The sign does not visually compete with existing traffic control devices within critical distance.                                | None           |

**FINDINGS:** DeShazo's evaluation concluded that the proposed non-premise district activity videoboard sign on the 1608 Main Street building does not significantly interfere with the effectiveness of traffic control devices within 300 feet of the sign.

#### GENERAL RECOMMENDATIONS

- In accordance with the City regulations and industry standards, the sign image should not rapidly change or display images containing motion or flashing content (unless the street is closed to vehicular traffic).
- The sign shall not display images that intentionally or unintentionally depict or resemble an image of a traffic control device or the content of a traffic control device. This includes but is not limited to: red, yellow, or green circles.
- The sign should not have a bright flashing light during emergencies when the signal operates in safe mode due to breakdown or malfunction.

Table 2: Westbound Main Street Proposed Sign Location Evaluation

| Parameter          | Summary of Evaluation   | Recommendation |
|--------------------|---|----------------|
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| Visual Competition | The sign does not visually compete with existing traffic control devices within critical distance.                                | None           |

**FINDINGS:** DeShazo's evaluation concluded that the proposed non-premise district activity videoboard sign on the 1608 Main Street building does not significantly interfere with the effectiveness of traffic control devices within 300 feet of the sign.

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- The sign should not have a bright flashing light during emergencies when the signal operates in safe mode due to breakdown or malfunction.



## RECENT CRASH DATA ANALYSIS

To provide a comprehensive understanding of the impact of the proposed videoboard sign, recent crash data for the adjacent intersections were analyzed. The data includes the frequency, types, and causes of accidents over the past three years. This information is crucial for assessing any potential increase in traffic incidents due to the new sign.

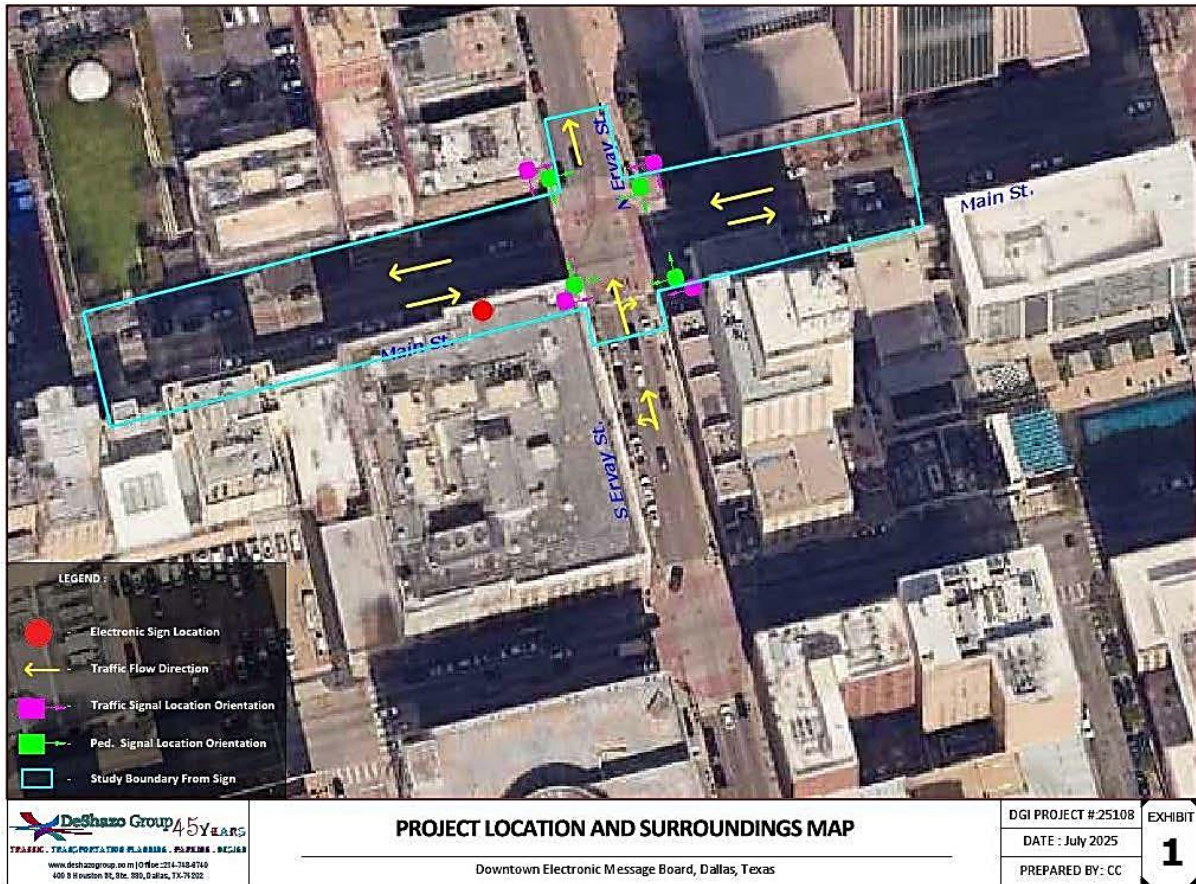
After analyzing the crash data from 2022 through 2025 in the close vicinity of the subject sign, the results of the analysis can be found below:


- There were no abnormal increases in crashes between 2022 and 2025.
- Of the crashes reported, there was no indication that any signage or public advertising was part of the contributing factors or driver distraction.
- Of the crashes reported, an overwhelming number had either no injury or minor injuries.

## CONCLUSION

Based upon DeShazo's evaluation of the existing non-premise district activity videoboard sign, or electronic message board located at 1608 Main Street, the location, as illustrated in Exhibits 2 and 3, does not significantly interfere with the effectiveness of traffic control devices within 300 feet of the sign.


END OF MEMO





**LEGEND :**

- Electronic Sign Location
- Traffic Flow Direction
- Traffic Signal Location Orientation
- Ped. Signal Location Orientation
- Location of View



**Sign Location - Main St.**

Downtown Electronic Message Board, Dallas, Texas

|                    |          |
|--------------------|----------|
| DGI PROJECT #25108 | EXHIBIT  |
| DATE : July 2025   | <b>2</b> |
| PREPARED BY: CC    |          |


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**LEGEND :**

- Electronic Sign Location
- ← - Traffic Flow Direction
- Traffic Signal Location Orientation
- Ped. Signal Location Orientation
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**Sign Location - Main St.**

Downtown Electronic Message Board, Dallas, Texas

DGI PROJECT #25108

DATE : July 2025

PREPARED BY: CC

EXHIBIT

3

### Proposed Conditions

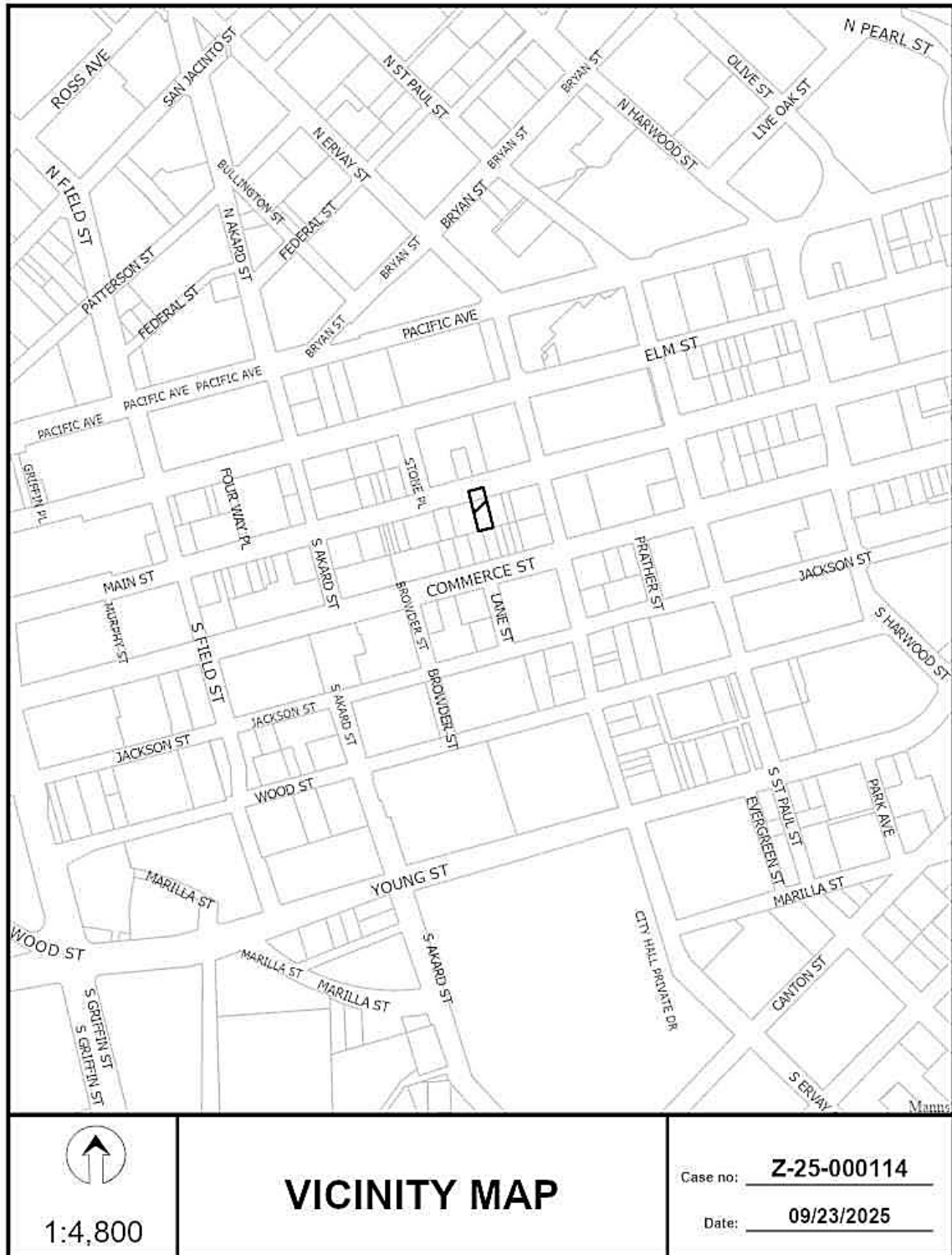
1. USE: The only use authorized by this specific use permit is an attached projecting non-premise district activity videoboard sign.
2. SITE PLAN: Use and development of the Property must comply with the attached site plan and elevation.
3. TIME LIMIT: This specific use permit expires on [six-years from the passage of this ordinance].~~terminates on on August 14, 2019~~

#### **Staff Recommendation:**

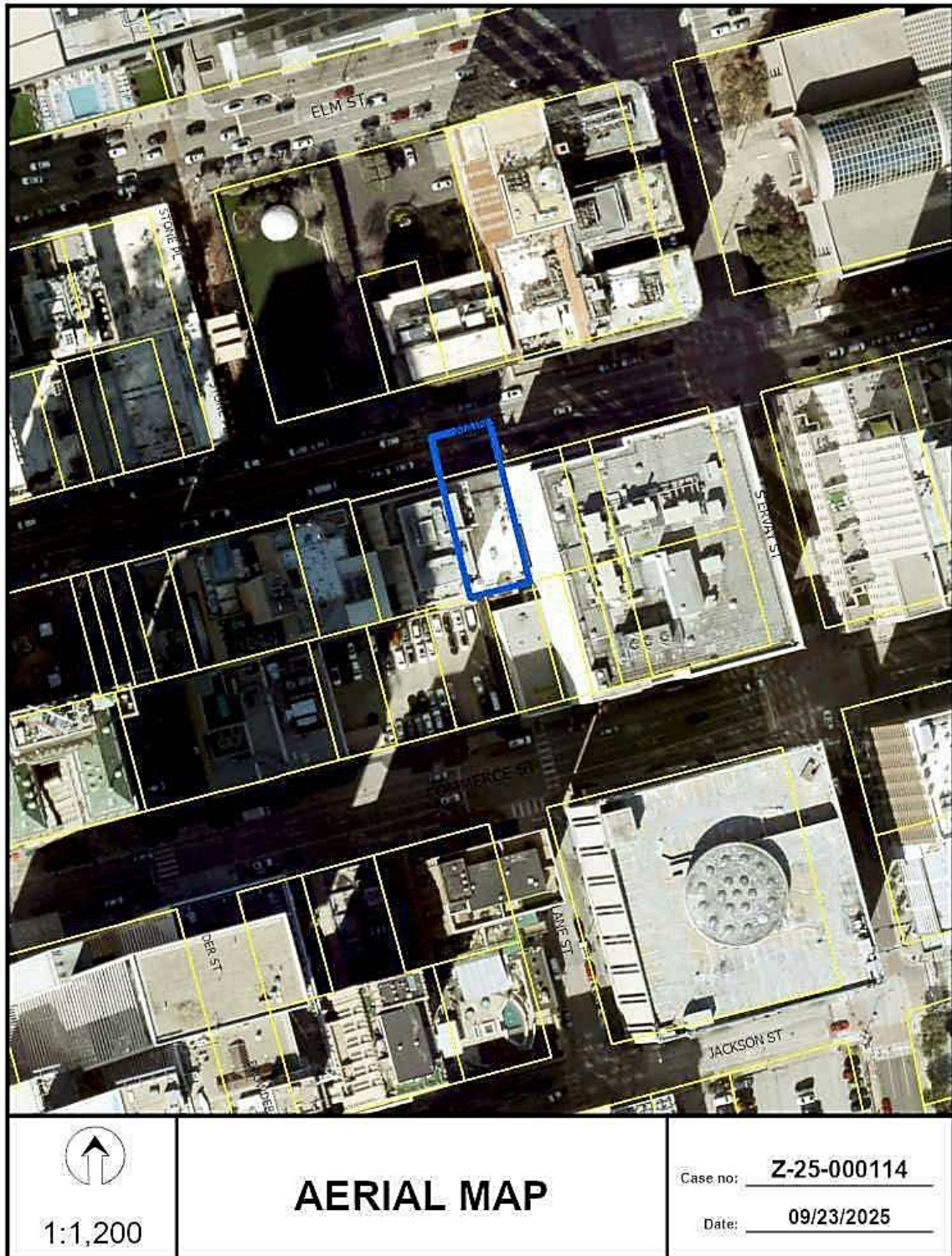
TIME LIMIT: This specific use permit shall not expire.

4. CLEARANCE: The attached projecting non-premise district activity videoboard sign must have a minimum clearance of 17 feet 9 inches above the sidewalk.
5. GUEST ROOM SEPARATION: A one-story separation must be provided between the highest point of the attached projecting non-premise district activity videoboard sign and any guest room.
6. DIMENSIONS: The attached projecting non-premise district activity videoboard sign may not exceed a vertical length of 16 feet as shown on the attached site plan and elevation.
7. SIZE: The attached projecting non-premise district activity videoboard sign is limited to a maximum effective area of 144 square feet as shown on the attached site plan and elevation.
8. MAINTENANCE: The Property must be properly maintained in a state of good repair and neat appearance.
9. 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. The sign must comply with Sections 51A-7.909 and 51A-7.910 of the Dallas Development Code.

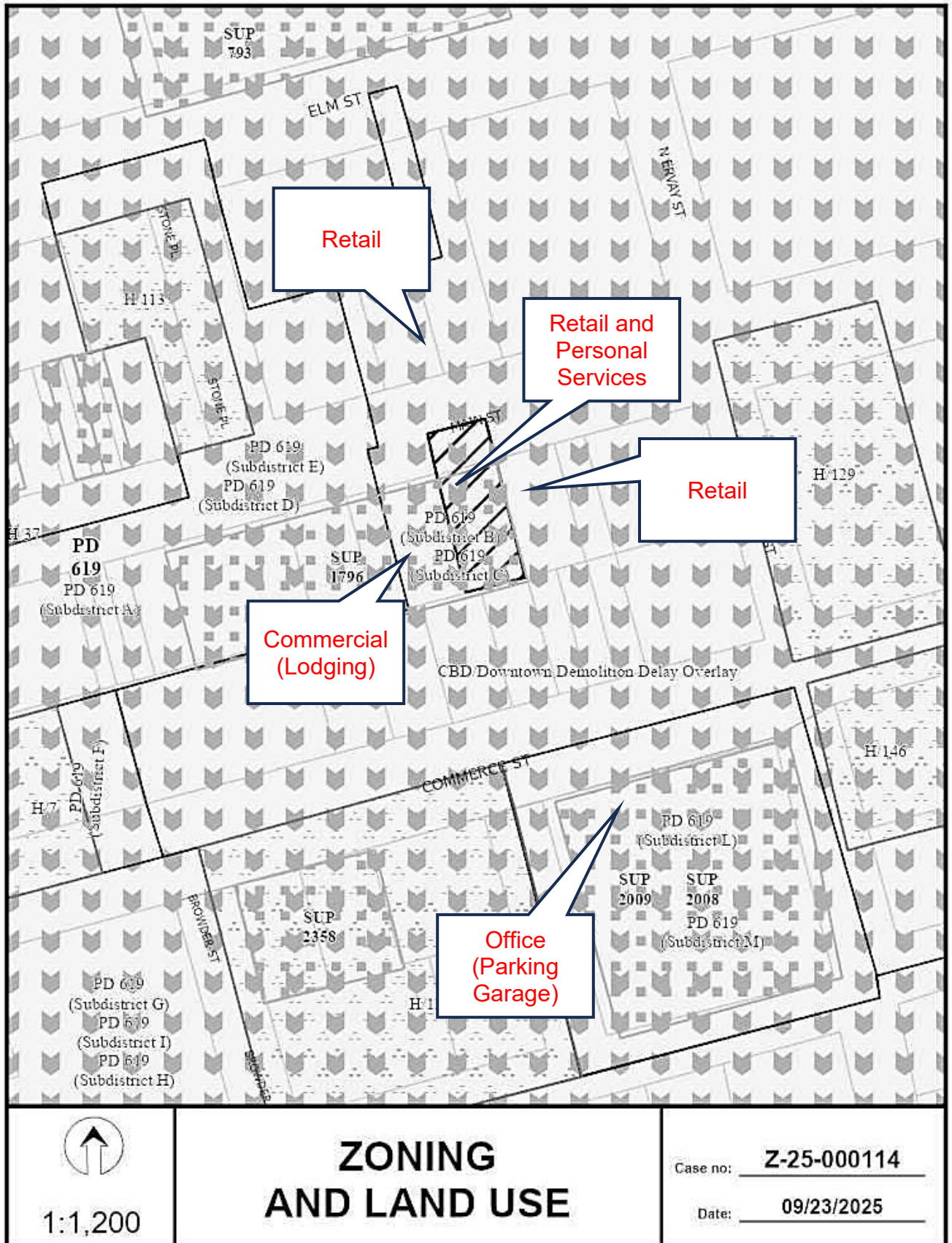


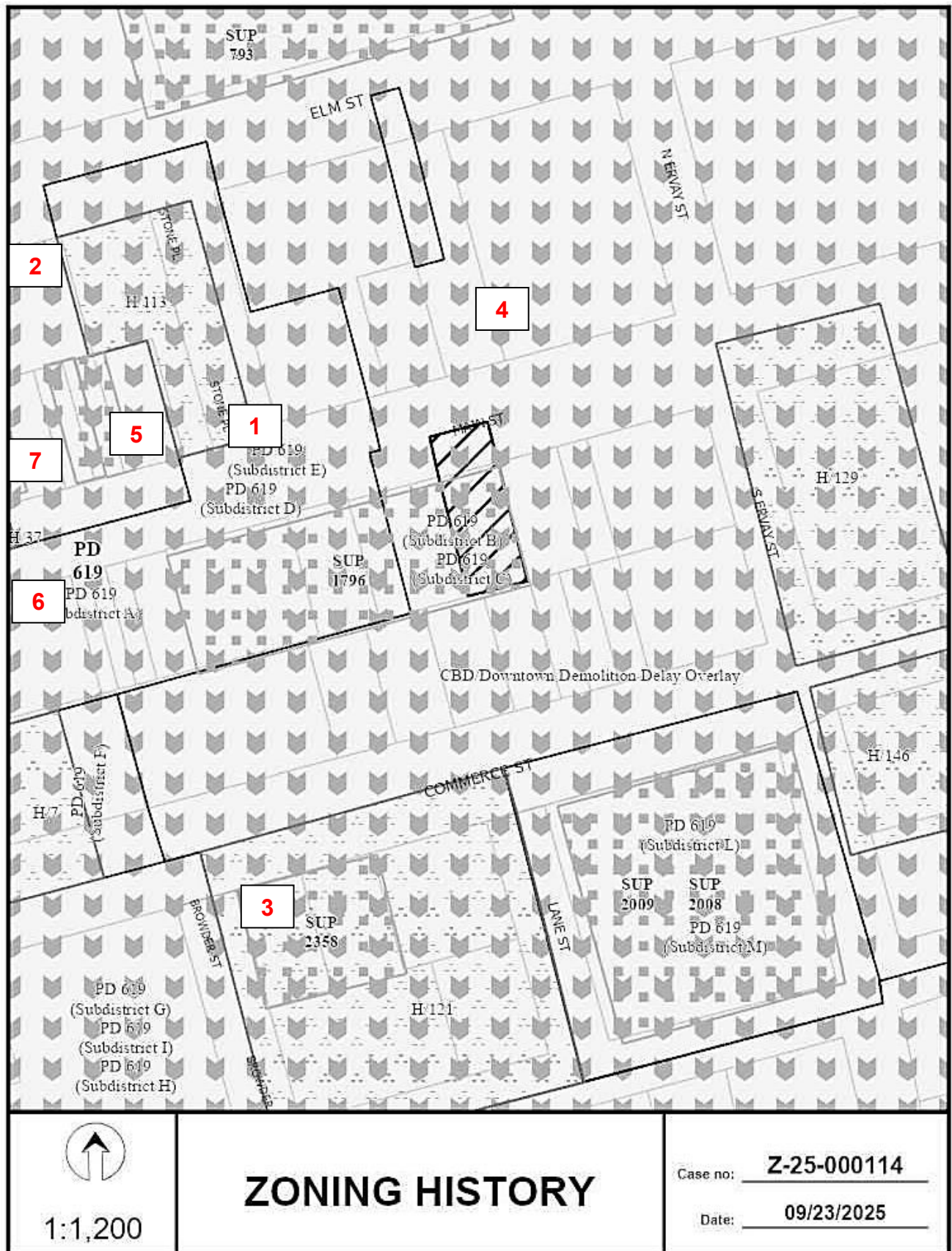




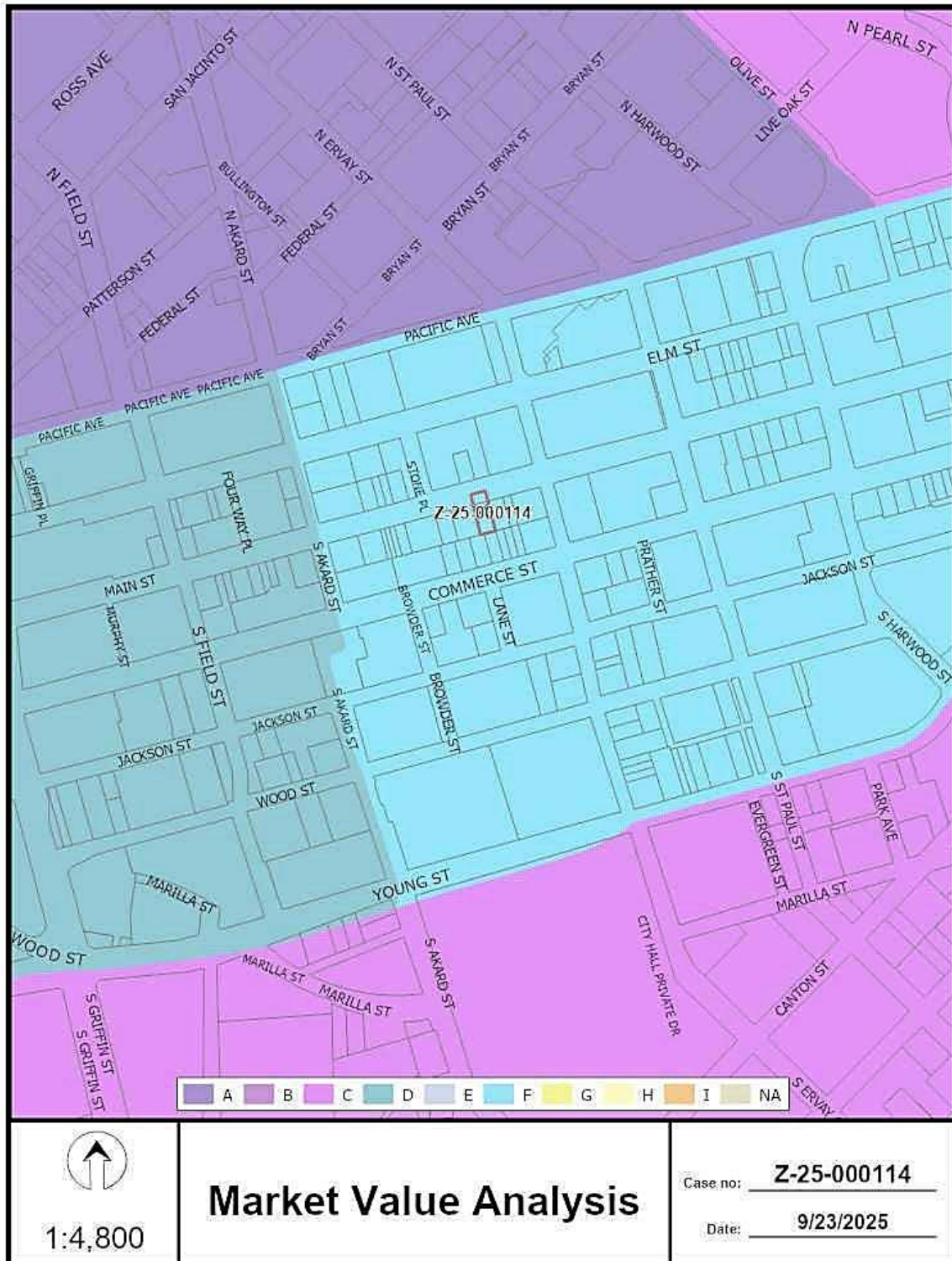














11/05/2025

***Reply List of Property Owners******Z-25-000114******16 Property Owners Notified      5 Property Owners in Favor      0 Property Owners Opposed***

| <b><i>Reply</i></b> | <b><i>Label #</i></b> | <b><i>Address</i></b> | <b><i>Owner</i></b>            |
|---------------------|-----------------------|-----------------------|--------------------------------|
| O                   | 1                     | 1501 COMMERCE ST      | 1600 MAIN STREET HOLDINGS LP   |
|                     | 2                     | 1623 MAIN ST          | FC WP BUILDING LLC             |
|                     | 3                     | 1603 COMMERCE ST      | NEIMAN MARCUS CO               |
|                     | 4                     | 1618 MAIN ST          | THE NEIMAN MARCUS GROUP INC    |
| O                   | 5                     | 1513 COMMERCE ST      | 1530 MAIN LP                   |
|                     | 6                     | 1517 COMMERCE ST      | 1530 MAIN LP                   |
|                     | 7                     | 1525 COMMERCE ST      | POLLOCK ROBERT ETAL            |
|                     | 8                     | 1603 COMMERCE ST      | KEATING PROPERTIES LLC         |
|                     | 9                     | 1607 COMMERCE ST      | PECAN BRANCH LLC &             |
|                     | 10                    | 1609 COMMERCE ST      | NEIMAN MARCUS GROUP INC        |
|                     | 11                    | 1616 MAIN ST          | DALLAS FOUNDATION              |
|                     | 12                    | 1512 COMMERCE ST      | DPL LOAN HOLDINGS LLC          |
| O                   | 13                    | 1600 COMMERCE ST      | DALPARK PARTNERS LTD           |
| O                   | 14                    | 1520 ELM ST           | ELM AT STONEPLACE HOLDINGS LLC |
| O                   | 15                    | 1530 MAIN ST          | DUNHILL 1530 MAIN LP           |
|                     | 16                    | 1603 COMMERCE ST      | KEATING PROPERTIES LLC         |