

**FILE NUMBER:** Z201-337(RM) **DATE FILED:** September 7, 2021

**LOCATION:** Northeast corner of South Riverfront Boulevard and Corinth Street

**COUNCIL DISTRICT:** 2

**SIZE OF REQUEST:** Approx. 4.11 acres **CENSUS TRACT:** 0204.00

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**REPRESENTATIVE:** Suzan Kedron, Jackson Walker LLP

**APPLICANT:** Island Rock Holding, LLC

**OWNER:** Big D Eastside Holdings

**REQUEST:** An application for a new subdistrict within the Cedars West Subarea of Planned Development District No. 784, the Trinity River Corridor Special Purpose District.

**SUMMARY:** The purpose of the request is to allow modified development standards primarily related to permitted uses, setbacks, floor area ratio, height, lot coverage, lot size, off-street parking and loading, environmental performance standards, landscaping, and signs to allow specific residential and nonresidential uses on site.

**CPC RECOMMENDATION:** **Approval**, subject to a development plan, a landscape plan, a traffic management plan, and conditions.

**STAFF RECOMMENDATION:** **Approval**, subject to a development plan, a landscape plan, a traffic management plan, and conditions.

**PD No. 784:** <https://dallascityhall.com/departments/city-attorney/Articles/PDF/Article%20784.pdf>

**PD No. 784 Exhibits:** <https://dallascityhall.com/departments/city-attorney/Pages/articles-data.aspx>

**BACKGROUND INFORMATION:**

- The area of request is currently located within the Cedars West Subarea of Planned Development District No. 784, the Trinity River Corridor Special Purpose District. The site is currently developed with multiple structures, parking, and open space. The site was previously used as a commercial amusement (inside).
- The applicant proposes to utilize the existing structures and add structures for an outdoor concert venue to the site.
- To accomplish this, the applicant requests a new subdistrict within the Cedars West Subarea of PD No. 784. By default, the existing development standards of the Cedars West Subarea would apply to the proposed subdistrict. The only exception would be for a mixed-use entertainment venue, which would be permitted by right.
- The applicant defines the mixed-use entertainment venue as a development that includes an indoor concert and event facility and an outdoor concert venue with an amphitheater. This use may also include the following main uses by right when located in a legacy building and in additional buildings which may not exceed an additional cumulative 2,000 square feet of floor area:
  - Alcoholic beverage establishments
  - Commercial amusement (inside)
  - Commercial amusement (outside)
  - Personal service use
  - Office
  - Restaurant without drive-in or drive-through service
  - General merchandise or food store 3,500 square feet or less
  - Multifamily
  - Hotel or motel
- The applicant defines a legacy building as the existing longhorn ballroom and existing mixed-use building as shown on the development plan and that were built before 1955, and an additional 2,000 square feet are permitted to be constructed as an addition to the existing building.
- The applicant also proposes modified development standards primarily related to setbacks, floor area ratio, height, lot coverage, lot size, off-street parking and loading, environmental performance standards, landscaping, and signs.

**Zoning History:**

There has been one zoning case in the area in the past five years.

1. **Z201-331:** On August 26, 2021, an application for 1) a new subdistrict within the Cedars West Subarea of Planned Development District No. 784, the Trinity River Corridor Special Purpose District; and 2) the termination of Specific Use Permit No. 1484 for a commercial amusement (inside) limited to a Class A dance hall was received by staff. The case is scheduled to be heard by the City Plan Commission on March 24, 2022.

**Thoroughfares/Streets:**

Thoroughfare/Street	Type	Existing/Proposed ROW
South Riverfront Boulevard	Principal Arterial	107'
Corinth Street	Principal Arterial	80'

**Traffic:**

The Transportation Development Services Division of the Transportation Department reviewed a traffic assessment for the area of request dated December 10, 2021. The report provides a summary of the project description, anticipated traffic operations, parking conditions and roadway conditions. The assessment includes a list of recommendations for the operation of concerts and special events. The applicant also submitted a traffic management plan for special events and a supplemental traffic impact evaluation to identify opportunities to improve walkability on roads immediately adjacent to the subject site.

The evaluation of the proposed development, however, does not provide a technical justification to validate the anticipated parking demand generated by the proposed development during peak special event. According to the applicant, parking for this facility is expected to be supported by transportation network companies and public transit or shuttle services to remote areas (namely, 418 Corinth Street and 2101 Botham Jean Boulevard). The roadway infrastructure in the immediate vicinity of the site is in severe disrepair. Possible improvements needed include curb, gutter, sidewalk, ADA compliant ramps, on-street drop-off, traffic signal upgrades, and corresponding pedestrian amenities.

Therefore, the proposed conditions include a provision for a minimum eight-foot-wide sidewalk with a minimum five-foot-wide buffer along Corinth Street. This condition for a sidewalk and buffer would trigger requirements for related improvements including ramps, crosswalk enhancements, receiving ramps and pedestrian buttons – ultimately requiring full upgrades to any outdated traffic signal infrastructure.

**STAFF ANALYSIS:**

**Comprehensive Plan:**

The *forwardDallas! Comprehensive Plan* was adopted by the City Council in June 2006 outlining several goals and policies which can serve as a framework for assisting in evaluating the applicant's request.

The request complies with the following land use goals and policies of the Comprehensive Plan:

**LAND USE ELEMENT**

**GOAL 1.1    ALIGN LAND USE STRATEGIES WITH ECONOMIC DEVELOPMENT PRIORITIES**

**Policy 1.1.2** Focus on Southern Sector development opportunities.

**Policy 1.1.3** Build a dynamic and expanded Downtown.

**1.1.3.4** Strengthen connections between Downtown, the Trinity River Corridor, and adjacent neighborhoods.

**ECONOMIC ELEMENT**

**GOAL 2.1    PROMOTE BALANCED GROWTH**

**Policy 2.1.1** Ensure that zoning is flexible enough to respond to changing economic conditions.

**Policy 2.1.3** Support efforts to grow retail and residential opportunities in the Southern Sector.

**GOAL 2.2    ENGAGE IN STRATEGIC ECONOMIC DEVELOPMENT**

**Policy 2.2.1** Focus economic development efforts on revitalization of the Trinity River Corridor.

**2.2.1.3** Stimulate high-value, high-quality economic development in the Trinity River Corridor.

**2.2.1.4** Support new residential and commercial developments that strengthen connections between the Trinity River Corridor and Downtown and the surrounding urban core neighborhoods.

## **Area Plan:**

### **Trinity River Corridor Comprehensive Land Use Study**

The Trinity River Corridor Comprehensive Land Use Study was adopted by City Council in March 2005 and later revised in December 2009.

The Trinity River Corridor is a unified collection of diverse neighborhoods and business centers at the heart of a unified and thriving Dallas, connected by a ribbon of blue water and green spaces that is the Trinity River. Additionally, The Trinity River Corridor is the City's model for economic growth without physical, social, or economic barriers, which attracts residents and visitors to live, learn, work, shop, and play within a cosmopolitan urban core, and alongside the river's meandering environment.

Five objectives for future development in the Trinity Corridor add detail to the 2050 Vision Statement. They provide guidance that shapes this plan's recommendations for each part of this very large corridor. The five objectives are:

- Reconnect North and South Dallas
- Establish the role of economic development along the Trinity River
- Create a vibrant central city
- Establish the Trinity River floodplain as the front yard of the City
- Enhance the City's urban form to increase the appeal of urban life

The request is consistent with the goals and policies of the Trinity River Corridor Comprehensive Land Use Study, which envisions higher density, mixed-use development with a focus on the Trinity River.

### **The 360 Plan**

The 360 Plan was adopted by City Council in April 2011 and updated in 2015, 2016, and 2017. The plan includes recommendations for West Dallas and emphasizes connections between Downtown and West Dallas, recommending strategies for improved pedestrian and bike connections to the Trinity River, as well as multimodal improvements to District Connectors such as Singleton, Commerce, Sylvan, and Beckley, and recognizes that new development should be sensitive to West Dallas history, preserving culturally rich areas like La Bajada and supporting long-term residents through the preservation and enhancement of historic, diverse neighborhoods.

The request is consistent with the 360 Plan, which envisions this area as appropriate for high density, mixed use development.

**Land Use:**

	<b>Zoning</b>	<b>Land Use</b>
<b>Site</b>	Cedars West Subarea of Planned Development District No. 784, the Trinity River Corridor Special Purpose District	Vacant
<b>Northeast</b>	Cedars West Subarea of Planned Development District No. 784, the Trinity River Corridor Special Purpose District	Motor vehicle fueling station, temporary concrete or asphalt batching plant
<b>Southeast</b>	Cedars West Subarea of Planned Development District No. 784, the Trinity River Corridor Special Purpose District	Local utilities
<b>Southwest</b>	Cedars West Subarea of Planned Development District No. 784, the Trinity River Corridor Special Purpose District	General merchandise or food store 3,500 square feet or less, industrial (outside)
<b>Northwest</b>	Cedars West Subarea of Planned Development District No. 784, the Trinity River Corridor Special Purpose District	Auto service center

**Land Use Compatibility:**

The area of request is currently surrounded by industrial uses such as temporary concrete or asphalt batching plant and industrial (outside). The request area is also surrounded by commercial uses including motor vehicle fueling station, general merchandise or food store 3,500 square feet or less, and auto service center. Southeast of the site are local utilities. Staff assesses the applicant's request as compatible with surrounding uses in the area.

The site is currently developed with multiple structures, parking, and open space and was previously used as a commercial amusement (inside). It is currently within the Cedars West Subarea of Planned Development District No. 784, the Trinity River Corridor Special Purpose District. With this request, the applicant proposes to utilize the existing structures and add structures for an outdoor concert venue to the site. To accomplish this, the applicant requests a new subdistrict within the Cedars West Subarea of PD No. 784.

By default, the existing development standards of the Cedars West Subarea would apply to the proposed subdistrict. The only exception would be for a mixed-use entertainment venue, which would be permitted by right. The applicant defines the mixed-use entertainment venue as a development that includes an indoor concert and event facility and an outdoor concert venue with an amphitheater. This use may also include the

following main uses by right when located in a legacy building and in additional buildings which may not exceed an additional cumulative 2,000 square feet of floor area:

- Alcoholic beverage establishments
- Commercial amusement (inside)
- Commercial amusement (outside)
- Personal service use
- Office
- Restaurant without drive-in or drive-through service
- General merchandise or food store 3,500 square feet or less
- Multifamily
- Hotel or motel

The applicant defines a legacy building as the existing longhorn ballroom and existing mixed-use building as shown on the development plan and that were built before 1955, and an additional 2,000 square feet are permitted to be constructed as an addition to the existing building.

The applicant also proposes modified development standards primarily related to setbacks, floor area ratio, height, lot coverage, lot size, off-street parking and loading, environmental performance standards, landscaping, and signs.

### Select Development Standards Comparison Chart

Following is a select development standards comparison chart showing differences between the development standards of the Cedars West Subarea within PD No. 784 and those of the mixed-use entertainment venue within the proposed subdistrict. All other uses within the proposed subdistrict would still be subject to the existing standards of the Cedars West Subarea. For a full comparison of development standards, see PD No. 784.

Standard	Cedars West SA within PD No. 784	Mixed Use Entertainment Venue within SD
Front setback	Corinth Street: Minimum 75% frontage on build-to line, remainder must be at or behind build-to line Riverfront Boulevard: Minimum 75% frontage on build-to line, remainder must be at or behind build-to line	Corinth Street: 10' w/ signage Riverfront Boulevard: None required
Side setback	No minimum required	No minimum

<b>Standard</b>	<b>Cedars West SA within PD No. 784</b>	<b>Mixed Use Entertainment Venue within SD</b>
Rear setback	No minimum required	No minimum
Density	No maximum FAR	No maximum FAR
Height	36' minimum 300' maximum	1 story minimum 3 stories maximum
Lot coverage	No maximum required	80% max
Lot size	None	No minimum

Lastly, the applicant proposes to modify the noise regulations under Article VI of Chapter 51A to accommodate the use of the outdoor concert venue. The maximum decibel limit typically allowed in a mixed-use district is 63 dBA. The applicant proposes that for the mixed-use entertainment venue, the maximum decibel limit is 85 dBA, from 10:00 a.m. until 12:00 a.m. Monday through Thursday, and from 10:00 a.m. until 1:00 a.m. Friday through Sunday. At all other times, the maximum decibel limit is 65 dBA. Code compliance staff has reviewed the applicant's proposed conditions for noise and did not have any objections.

Overall, staff supports the applicant's request because it will allow the adaptive reuse of a landmark site while honoring the intent and function of the existing form district zoning. The proposed use is not foreseen to be detrimental to surrounding uses, which are largely heavy commercial or industrial in nature. Additionally, there are no existing residential uses in the immediate vicinity of the site that would be impacted by the site. Lastly, the proposed use could serve as a catalyst project in the continued development of the Trinity River Corridor.

### **Landscaping:**

In lieu of meeting the landscaping conditions of PD No. 784, the applicant proposes that for a mixed-use entertainment venue in the proposed subdistrict, landscaping must be provided as shown on the landscape plan.

It should be noted the landscape plan may create possible utility conflicts. The proposed plantings along the Corinth Street frontage may not be allowed due to wastewater underground restrictions. The applicant has been made aware of this possible conflict and would like to proceed with the landscape plan as presented.

To avoid conflicts with the landscape plan at permitting, the proposed conditions include a landscaping provision that trees shall not be planted within 10 feet of public utilities or



within a visibility triangle except on the approval of the Director. If the plan location is not approved, the tree must be planted as near as possible to the adjacent property line and the relocation will not require a plan amendment. This condition would allow the planting of trees in the front yard of Corinth Street if utility conflicts prevented them from being planted directly along the street.

The proposed conditions also include a landscaping provision that would require the PD landscape plan to be adapted to a standard permit landscape plan when it is submitted for permitting. This condition would require the PD landscape plan to comply in form and content with the requirements of Section 51A-10.123(c) and Section 51A-10.104 for a building permit.

**Parking:**

The applicant has provided a definition for a mixed-use entertainment venue and incorporated other associated uses into this definition. This will allow the use to be subject to one parking requirement as outlined in the off-street parking and loading section of the proposed conditions. Otherwise, Building Inspections staff would require each individual associated use to be parked at the standard ratio outlined in Chapter 51A.

The applicant has provided a traffic assessment that identifies 72 spaces required for the restaurant, retail, and office uses; 400 spaces for the dancehall; and 633 spaces for the commercial amusement (outside). The proposed site plan is providing 156 parking spaces on site. Of these parking spaces, 86 are shown as unpaved and intended to serve as the outdoor pavilion when not in use. The assessment provided identifies several possible off-site parking opportunities in the surrounding area and also details shuttle services from the DART stations nearby. At the time of permitting, the applicant will be responsible for identifying and contracting all off-site parking spaces.

**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 (A through C) to orange, representing the weakest markets (G through

l). The area of request is not currently within an MVA *cluster*, nor are any of the surrounding properties in the immediate vicinity of the site. The overall area is currently within an “E” MVA *area*.

**List of Officers**

**Applicant:** Island Rock Holdings LLC

- Edwin Cabaniss, Managing Member
- Diana Cox, Secretary

**Owner:** Big D Eastside Holdings

- Renee Lorenz, President
- Laura Whitfield, Vice President.

**CPC ACTION**  
**MARCH 24, 2022**

**Motion:** It was moved to recommend **approval** of a new subdistrict within the Cedars West Subarea of Planned Development District No. 784, the Trinity River Corridor Special Purpose District, subject to a revised development plan, revised landscape plan, traffic management plan, and revised conditions; with the following changes:

1) Sec.\_\_.110 Environmental Performance Standards

- Change 65 dBA to 63 dBA for all days of the week
- add item 4 as follows: "If a City of Dallas code enforcement official takes two sound measurements annually that are not compliant with this provision the property owner must complete a new environmental noise assessment and feasibility study.";

2) Sec.\_\_.111 Landscape

Item (3) change 'possible' to 'practicable';

3) Sec.\_\_203 (F) Mixed Use Entertainment Venue

- Include provision for a multi-functional facility as follows: "where a combination of social, recreational, entertainment, retail or residential uses are provided to the public. For purposes of this definition, a minimum of 3 uses must be provided. A legacy building where only one use occurs is not considered to be a mixed use entertainment venue.";

4) Sec.\_\_.203 (m) Off-street parking and loading item (1)(B) revise romanette ii, to strike "when outdoor music venue is not in use" to read "...except when the outdoor music venue is in use";

5) Sec.\_\_.304 (3) Mixed Use Entertainment subdistrict

- Legacy Building definition, add existing 58,500 square feet
- Setbacks; Corinth Street setback, change 10 feet to 35 feet. Add: Parking is allowed in the front yard setback at the north-east property line on Corinth [Street]
- Floor Area: 1.0 maximum
- Height: 54 ft maximum height
- Lot Coverage: maximum lot coverage 40%
- Sidewalks: a minimum of 6 ft clear, unobstructed clear width is required;

6) Sec. 51P-784.304 the traffic management plan for outdoor events:

1. Include a purpose provision to read as follows:

"A transportation management plan (TMP) for this planned development district must be prepared by the owner of the Property or its agent. The TMP is a document containing strategies and mechanisms the owner or its agent must implement to ensure the fluidity of vehicular movement on and surrounding the Property. The TMP must also offer methods of safely accommodating the transportation of visitors to and from remote parking

locations in a safe and efficient manner while minimizing impacts on the surrounding community.”

2. Add the following requirements:

“If the strategies include operations of off-site parking facilities, the TMP must contain the information required for a special parking application in the special parking regulations of the Dallas Development Code. The TMP must also contain the following:

- (1) A schedule of special events and an estimate of the number of remote parking spaces required to accommodate visitors of the event
  - (2) A list of and the location of remote parking sites for special event days, the number of spaces needed for all uses on the Property at each remote site, the consent of the owner of each remote site for its use, and the distance of each remote site from the Property
  - (3) The method, type, and quantity of vehicles to be used to transport visitors to and from the remote parking locations, and their frequency and hours of operation
  - (4) The routes to be used by the transporting vehicles.
  - (5) Methods to be used to prevent visitor parking on neighborhood streets and to direct vehicles to remote parking sites from the Property
  - (6) Promotional strategy outlining the educational and instructional material on remote parking availability and describing how this material will be conveyed to the visitor before coming to the Property.”; and
- 7) Include maximum number of outdoor events is 54 annually; and
- 8) Add: 12 ft metal decorative sound attenuation wall. Wall to be on masonry base along Riverfront [Boulevard]  
at the northeast corner of South Riverfront Boulevard and Corinth Street.

Maker: Hampton

Second: Rubin

Result: Carried: 11 to 0

For: 11 - Hampton, Shidid, Carpenter, Blair, Jung, Housewright, Gibson, Haqq, Stanard, Kingston, Rubin

Against: 0

Absent: 2 - Popken, Anderson

Vacancy: 2 - District 3, District 7

**Notices:** Area: 500

Mailed: 101

**Replies:** For: 30

Against: 0

**Speakers:** For: Erwin Cabaniss, Address not given  
Suzan Kedron, 2323 Ross Ave., Dallas, TX, 75201  
Joe Nick Patoski, 706 Deer Run, Wimberly, TX, 78676  
Steph McDougal, 2219 Brae Ln., League City, TX, 77573  
David Preziosi, 2922 Swiss Ave., Dallas, TX, 75204  
Melvin Saunders, 3419 St. Cloud Cir., Dallas, TX, 75229  
Chris Heinbaugh, 2403 Flora St., Dallas, TX, 75201  
Blayne Tucker, 2423 N. St. Mary's St., San Antonio, TX, 78212  
Chris Weiss, 2222 Vantage St., Dallas, TX, 75207  
David Haedge, 203 N. Rosemont Ave., Dallas, TX, 75208  
Hannah Hargrove, 1903 Rock Island St., Dallas, TX, 75207  
Louis Okon, 5901 S. Lamar St., Dallas, TX, 75215  
David Marquis, 3110 W. Kiest Blvd., Dallas, TX, 75233  
Jeffrey Liles, 502 N. Winnetka Dallas, TX, 75208  
Lester Houston, 1403 Whitaker Ave., Dallas, TX, 75216  
Paul Carden, 2007 Harlandale Ave., Dallas, TX, 75216  
For (Did not speak): Luke Franz, 2323 Ross Ave., Dallas, TX, 75201  
Robert Mecfessel, 1427 Haines Ave., Dallas, TX, 75208  
Rebecca Reynolds, 615 Gaylor St., Austin, TX, 78752  
Against: None  
Against (Did not speak/Technical Issues): Janet Long, 1942 Cedar Crest Blvd., Dallas, TX,  
75203

## **CPC RECOMMENDED CONDITIONS**

### **SEC. 51P-784.104.1. EXHIBITS.**

The following exhibits are incorporated into this article:

- (1) Exhibit 784A: Cedars West Subdistrict No. 2 site plan and elevation.
- (2) Exhibit 784\_: Cedars West Subdistrict No. \_ development plan.
- (3) Exhibit 784\_: Cedars West Subdistrict No. \_ landscape plan.
- (4) Exhibit 784\_: Cedars West Subdistrict No. \_ traffic management plan.

### **SEC. 51P-784.106. CONCEPTUAL AND DEVELOPMENT PLANS.**

(a) Except as provided in this section, no conceptual plan or development plan is required, and the provisions of Section 51A-4.702 regarding submission of or amendments to a conceptual plan, development plan, site analysis plan, and development schedule do not apply.

(b) For a mixed-use entertainment venue in the Cedars West Subdistrict No. \_, development and use of the property must comply with the Cedars West Subdistrict No. \_ development plan (Exhibit 784\_). If there is a conflict between the text of the article and the Cedars West Subdistrict No. \_ development plan, the text of this article controls.

### **SEC. 51P-784.110. ENVIRONMENTAL PERFORMANCE STANDARDS.**

(a) Except as provided in this section, see Article VI.

(b) Mixed use entertainment venue in Cedars West Subdistrict No. \_.

(b) Definitions.

(1) For purposes of this subsection, SOUND MARKERS means points of measurement for decibel limits as shown on the Cedars West Subdistrict No. \_ development plan.

(2) The maximum permissible decibel limits contained in Section 51A-6.102(c) do not apply to the Property and are replaced by the following restrictions on Equivalent Sound Pressure Level (Leq). The maximum permissible equivalent sound pressure level on any day, as measured on the A scale over an eight-minute-period, at the average of the four points identified as Sound Markers on the development plan, may not exceed the following decibel limits during the following time periods:

Monday – Thursday:  
Maximum Permitted

*Time Period Decibel Limit*

From 10 a.m. until **12:00 a.m.** 85dBA

All other times, 63dBA

**Friday – Sunday:**

Maximum Permitted

*Time Period Decibel Limit*

From 10 a.m. until **1:00 a.m.** 85dBA

All other times, 63dBA

(3) All measurements shall be taken within ten feet of the Sound Markers as shown on the development plan. Measurements shall be taken at a height of up to six feet from the ground level without any obstructions other than permanent buildings or fences.

(4) If a City of Dallas code enforcement official takes two sound measurements annually that are not compliant with this provision the property owner must complete a new environmental noise assessment and feasibility study.

**SEC. 51P-784.111. LANDSCAPING.**

(h) Mixed use entertainment venue in Cedars West Subdistrict No. \_\_.

(1) Landscaping must be provided as shown on the Cedar West Subdistrict No. \_\_ landscape plan (Exhibit 784\_\_). If there is a conflict between the text of this article and the landscape plan, the text of this article controls.

(2) The landscape plan (Exhibit 784\_\_) must comply in form and content with the requirements of Section 51A-10.123(c) and Section 51A-10.104 for a building permit.

(3) Trees shall not be planted within 10 feet of public utilities or within a visibility triangle except on the approval of the Director. If the plan location is not approved, the tree must be planted as near as practicable to the adjacent property line, and the relocation will not require a plan amendment.

(4) Plant materials must be maintained in a healthy, growing condition.

**SEC. 51P-784.203. URBAN VILLAGE FORM DISTRICT REGULATIONS.**

(l) Uses permitted.

(1) Use definitions. In this district:

(A) BAIL BONDS OFFICE means an office for the issuance, brokerage, or procurement of bail bonds, whether as an accessory use or a main use.



(B) DETENTION FACILITY means a facility operated for the confinement of inmates.

(C) INTEGRATED RENEWAL ENERGY SOURCE means an accessory electrical power system for on-site generation and consumption that is mounted on the roof of a main structure.

(D) LEVEE WALKS means a structure constructed above grade primarily for crossing the Trinity River levee.

(E) MESSAGE ESTABLISHMENT and MESSAGE means a massage establishment or massage as defined by Texas Occupation Code Chapter 455, as amended.

(F) MIXED USE ENTERTAINMENT VENUE means a venue that includes an indoor concert and event facility and an outdoor concert venue with an amphitheater where a combination of social, recreational, entertainment, retail, or residential uses are provided to the public. For purposes of this definition, a minimum of three uses must be provided. A legacy building where only one use occurs is not considered to be a mixed use entertainment venue. This use may also include the following main uses by right when located in a legacy building and in additional buildings which may not exceed an additional cumulative 2,000 square feet of floor area:

This use allows a commercial amusement (outside) as a main use by right, plus the following additional main uses by right if located in a legacy building:

- Alcoholic beverage establishments
- Commercial amusement (inside)
- Personal service use
- Office
- Restaurant without drive-in or drive-through service
- General merchandise or food store 3,500 square feet or less
- Multifamily
- Hotel or motel
- Recording studio

(G) TATTOO OR BODY PIERCING STUDIO means a business in which tattooing or body piercing is performed. TATTOOING means the practice of producing an indelible mark or figure on the human body by scarring or inserting a pigment under the skin using needles, scalpels, or other related equipment. BODY PIERCING means the piercing of body parts, other than ears, for purposes of allowing the insertion of jewelry.

(H) WIND TURBINE means an accessory wind-driven turbine for generating electricity.

**Table 203.12. Main uses permitted in the urban village form district.**

Uses		Additional provisions
<b>Agriculture</b>		
Crop production		No minimum acreage is required for raising or harvesting agricultural crops.
<b>Commercial and business service uses</b>		
Building repair and maintenance	Permitted	
Catering service	Permitted	
Custom business services	Permitted	
Custom woodworking, furniture construction, or repair	Permitted	
Electronics service center	Permitted	
Job or lithographic printing	Permitted	
Medical or scientific laboratory	SUP	
Technical school	Permitted	Must be wholly enclosed. Traffic management plan approved by the building official and updated annually.
Tool or equipment rental	Permitted	Must be wholly enclosed.
<b>Industrial uses</b>		
Industrial (inside) for light manufacturing	SUP	
Temporary concrete or asphalt batching plant	Permitted	By special authorization of the building official.
<b>Institutional and community service uses</b>		
Adult day care facility	Permitted	
Child-care facility	Permitted	
Church	Permitted	
College, university, or seminary	Permitted	
Community service center	Permitted	
Convalescent and nursing homes, hospice care, and related institutions	Permitted	
Convent or monastery	Permitted	
Foster home	Permitted	
Hospital	Permitted	
Library, art gallery, or museum	Permitted	
Public school	SUP	Traffic management plan approved by the building official and updated annually.
Private school or open enrollment charter school	SUP	Traffic management plan approved by the building official and updated annually.
<b>Lodging uses</b>	Permitted	SUP required for overnight general purpose shelter. SUP required for 60 or fewer guest rooms.
<b>Miscellaneous uses</b>		

Attached non-premise sign	SUP	
Placement of fill material	SUP	
Temporary construction or sales office	Permitted	
<b>Office uses</b>	Permitted	SUP required for bail bonds office.
<b>Recreation uses</b>	Permitted	
<b>Residential uses</b>		
College dormitory, fraternity, or sorority house	Permitted	
Duplex	Permitted	
Group residential facility	Permitted	
Handicapped group dwelling unit	Permitted	
Multifamily	Permitted	
Residential hotel	Permitted	
Retirement housing	Permitted	
Single family	Permitted	Accessory structures may be rented.
<b>Retail and personal services use</b>		
Alcoholic beverage establishments	SUP	Not eligible for automatic renewal.
Animal shelter or clinic without outside run	Permitted	
Auto service center	Permitted	Must be wholly enclosed with no exterior vehicle storage.
Business school	Permitted	
Car wash	Permitted	Must be wholly enclosed with no exterior vehicle storage.
Commercial amusement (inside)	SUP	Not eligible for automatic renewal.
Commercial amusement (outside)	SUP	
Commercial parking lot or garage	Permitted	
Dry cleaning or laundry store	Permitted	
Furniture store	Permitted	
General merchandise or food store 3,500 square feet or less	Permitted	

General merchandise or food store greater than 3,500 square feet	Permitted	Uses greater than 50,000 square feet must (1) be located on a minimum of two floors, (2) be integrated into a multi-story mixed use development that has lodging, office, or residential uses located on upper floors, or (3) have a maximum street-level street frontage of 100 feet per block face, excluding vehicular ingress, egress, and visibility triangles, with the remaining frontage on that block face being separate retail and personal service or office uses that have direct access to a sidewalk and a minimum depth of 40 feet, measured from the building facade.
General merchandise or food store 100,000 square feet or more	SUP	Must (1) be located on a minimum of two floors, (2) be integrated into a multi-story mixed use development that has lodging, office, or residential uses located on upper floors, or (3) have a maximum street-level street frontage of 100 feet per block face, excluding vehicular ingress, egress, and visibility triangles, with the remaining frontage on that block face being separate retail and personal service or office uses that have direct access to a sidewalk and a minimum depth of 40 feet, measured from the building facade.
Home improvement center, lumber, brick, or building materials sales yard	SUP	<ul style="list-style-type: none"> <li>Any portion of a building open to the sky may not exceed five percent of the total lot area and must be screened from all sides by an eight-foot-high solid wall similar in appearance to the main building. The eight-foot-high wall must be screened with evergreen shrubs planted four feet on center that are capable of reaching nine feet in height within five years of planting.</li> <li>Uses greater than 50,000 square feet must (1) be located on a minimum of two floors, (2) be integrated into a multi-story mixed use development that has lodging, office, or residential uses located on upper floors, or (3) have a maximum street-level street frontage of 100 feet per block face, excluding vehicular ingress, egress, and visibility triangles, with the remaining frontage on that block face being separate retail and personal service or office uses that have direct access to a sidewalk and a minimum depth of 40 feet, measured from the building facade.</li> </ul>
Household equipment and appliance repair	Permitted	
Liquor store	Permitted	
Massage establishment	SUP	Not eligible for automatic renewals.

Mixed use entertainment venue	Permitted	Permitted only in Cedars West Subdistrict No. 1
Mortuary, funeral home, or commercial wedding chapel	Permitted	
Motor vehicle fueling station	SUP	
Nursery, garden shop, or plant sales	Permitted	
Pawn shop	Permitted	
Personal services use	Permitted	Tattoo or body piercing studios are prohibited.
Restaurant without drive-in or drive-through service	Permitted	
Restaurant with drive-in or drive-through service	SUP	Limited to Cedars West Subdistrict No. 1 only.
Theater	Permitted	
Vehicle display, sales, and service	SUP	Must be wholly enclosed with no exterior vehicle storage.
<b>Transportation uses</b>		
Commercial bus station or terminal	Permitted	Traffic management plan approved by the building official and updated annually.
Heliport	SUP	
Helistop	SUP	
Private street or alley	Permitted	Private street or alleys may not be gated.
Railroad passenger station	Permitted	
Transit passenger shelter	Permitted	
Transit passenger station or transfer center	Permitted	
<b>Utility and public service uses</b>		
Commercial radio or television transmitting station	Permitted	
Electrical substation	Permitted	
Local utilities	Permitted	
Police or fire station	Permitted	
Post office	Permitted	
Tower/antenna for cellular communication	Permitted	Except as otherwise provided, only mounted cellular antenna permitted. In Cedars West Subdistrict No. 2, a tower/antenna for cellular communication must comply with Exhibit 784A.
Utility or government installation other than listed	Permitted	Detention facility prohibited.
<b>Wholesale, distribution, and storage uses</b>		
Auto auction	Permitted	Must be wholly enclosed in a single building.
Mini-warehouse	Permitted	Must be wholly enclosed in a single building, and no storage unit may have direct exterior access.
Office showroom/warehouse	Permitted	
Recycling collection center	Permitted	Limited to the collection of aluminum cans, steel cans, glass, paper, clothing, and plastics.
Recycling drop-off container	Permitted	
Recycling drop-off for special occasion collection	Permitted	

Trade center	Permitted	
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(m) Off-street parking and loading.

(1) In general.

(A) Except as provided in this section, consult the use regulations in Division 51A-4.200 for the specific off-street parking and loading requirements for each use. If there is a conflict between this section and Division 51A-4.200, this section controls.

(i) Bail bonds office. One space for every 333 square feet of floor area.

(ii) Massage establishment. One space for every 200 square feet of floor area.

(B) Mixed use entertainment venue in Cedars West Subdistrict No. .

(i) A minimum of 65 parking spaces in the existing paved parking area shown on the development plan is required, and

(ii) A minimum of 88 parking spaces on cellular grass paving or decomposed granite is required except when the outdoor music venue is in use,

(iii) Loading must be from the existing paved parking area as shown on the development plan.

## **SEC. 51P-784.302. CREATION OF SUBAREAS.**

(a) Subareas are geographic areas within the district. The form district regulations are applied to the subareas.

(b) The following subareas are incorporated into the Trinity River Special Purpose District (See Illustration 302A):

(1) Mixmaster Riverfront Subarea.

(A) Mixmaster Riverfront Subarea Tract 1 (Able Pump Station).

(B) Mixmaster Riverfront Subarea Tract 2.

(2) Cedars West Subarea.

(A) Cedars West Subdistrict No. 1.

(B) Cedars West Subdistrict No. 2.

(C) Cedars West Subdistrict No. \_.

**SEC. 51P-784.304.**

**CEDARS WEST SUBAREA.**

(d) Form district regulations.

(1) In general. Except as provided in this subsection, the Cedars West Subarea is subject to the urban village form district regulations. Build-to lines, height standards, and additional information is shown on Illustration 304A.

(3) Mixed use entertainment venue in Cedars West Subdistrict No. \_.

(A) In general. The build-to lines and key intersections on the regulating plan, the streetscape standards, meanders regulations, and the regulations for primary street types do not apply. The urban village form district regulations apply only as to Section 51P-784.203(l) and (m) concerning uses permitted and off-street parking and loading.

(B) Definitions.

(1) LEGACY BUILDING means the existing 58,500 square feet of existing longhorn ballroom and existing mixed use buildings as shown on the Cedars West Subdistrict No. \_ development plan and that were built before 1955, and an additional 2,000 square feet are permitted to be constructed as an addition to the existing buildings.

(C) Front yard.

(1) Corinth Street: Minimum front yard is 35 feet. Parking and signage are permitted in the front yard.

(2) Riverfront Boulevard: None required.

(D) Side and rear yard. No minimum.

(E) Floor area ratio. 1.0 maximum.

(F) Height. Maximum structure height is 54 feet.

(G) Stories.

(1) Maximum structure height is three stories.

(2) Minimum structure height is one story.

(H) Lot coverage. Maximum lot coverage is 40 percent. Aboveground parking structures are included in lot coverage calculations; surface parking lots and underground structures are not.

(I) Lot size. No minimum lot size.

(J) Signs. Signs must comply with the provisions for business zoning districts in Article VII.

(K) Sidewalks. A minimum eight-foot-wide sidewalk with a minimum six-foot-wide unobstructed width and a minimum five-foot-wide buffer is required along Corinth Street. The eight-foot-wide sidewalk must be unobstructed, except for tree grates, pedestrian streetlamps, and street furnishings. Sidewalks are encouraged to be continuous and level across all driveways and curb cuts and designed to be at the same grade as the existing sidewalk, subject to approval of the Director.

(L) Fencing. A twelve-foot metal decorative sound attenuation wall on masonry base is required in the location shown on the development plan.

(M) Outdoor events.

(1) In general. A maximum of fifty-four outdoor events are permitted each calendar year.

(2) Traffic management plan.

(a) In general. Operation of outdoor events must comply with the Cedars West Subdistrict No. \_ traffic management plan (Exhibit 784\_).

*CPC Recommendation*

(b) Purpose. A traffic management plan for this planned development district must be prepared by the owner of the Property or its agent. The traffic management plan is a document containing strategies and mechanisms the owner or its agent must implement to ensure the fluidity of vehicular movement on and surrounding the Property. The traffic management plan must also offer methods of safely accommodating the transportation of visitors to and from remote parking locations in a safe and efficient manner while minimizing impacts on the surrounding community.

(c) Requirements. If the strategies include operations of off-site parking facilities, the traffic management plan must contain the information required for a special parking application in the special parking regulations of the Dallas Development Code. The traffic management plan must also contain the following:

(1) A schedule of special events and an estimate of the number of remote parking spaces required to accommodate visitors of the event.



(2) A list of and the location of remote parking site for special event days, the number of spaces needed for all uses on the Property at each remote site, the consent of the owner of each remote site for its use, and the distance of each remote site from the Property.

(3) The method, type, and quantity of vehicles to be used to transport visitors to and from the remote parking locations, and their frequency and hours of operation.

(4) The routes to be used by the transporting vehicles.

(5) Methods to be used to prevent visitor parking on neighborhood streets and to direct vehicles to remote parking sites from the Property.

(6) Promotional strategy outlining the educational and instructional material on remote parking availability and describing how this material will be conveyed to the visitor before coming to the Property.

#### *Applicant's Request*

~~(b) Purpose. A traffic management plan for this planned development district must be prepared by the owner of the Property or its agent. The traffic management plan is a document containing strategies and mechanisms the owner or its agent must implement to ensure the fluidity of vehicular movement on and surrounding the Property. The traffic management plan must also offer methods of safely accommodating the transportation of visitors to and from remote parking locations in a safe and efficient manner while minimizing impacts on the surrounding community.~~

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(4) The routes to be used by the transporting vehicles.

(5) Methods to be used to prevent visitor parking on neighborhood streets and to direct vehicles to remote parking sites from the Property.

(6) Promotional strategy outlining the educational and instructional material on remote parking availability and describing how this material will be conveyed to the visitor before coming to the Property.

(d) Traffic study.

(1) The Property owner or operator shall prepare a traffic study evaluating the sufficiency of the traffic management plan. The initial traffic study must be submitted to the director by August 1, 2022. After the initial traffic study, the Property owner or operator shall submit annual updates of the traffic study to the director by August 1st of each year.

(2) The traffic study must be in writing, performed by a licensed engineer, and must contain an analysis of the following:

(A) ingress and egress points;

(B) queue lengths;

(C) drop-off and pick-up locations;

(D) circulation.

(3) Within 30 days of submission of a traffic study, the director shall determine if the current traffic management plan is sufficient.

(A) If the director determines that the current traffic management plan is sufficient, the director shall notify the applicant in writing.

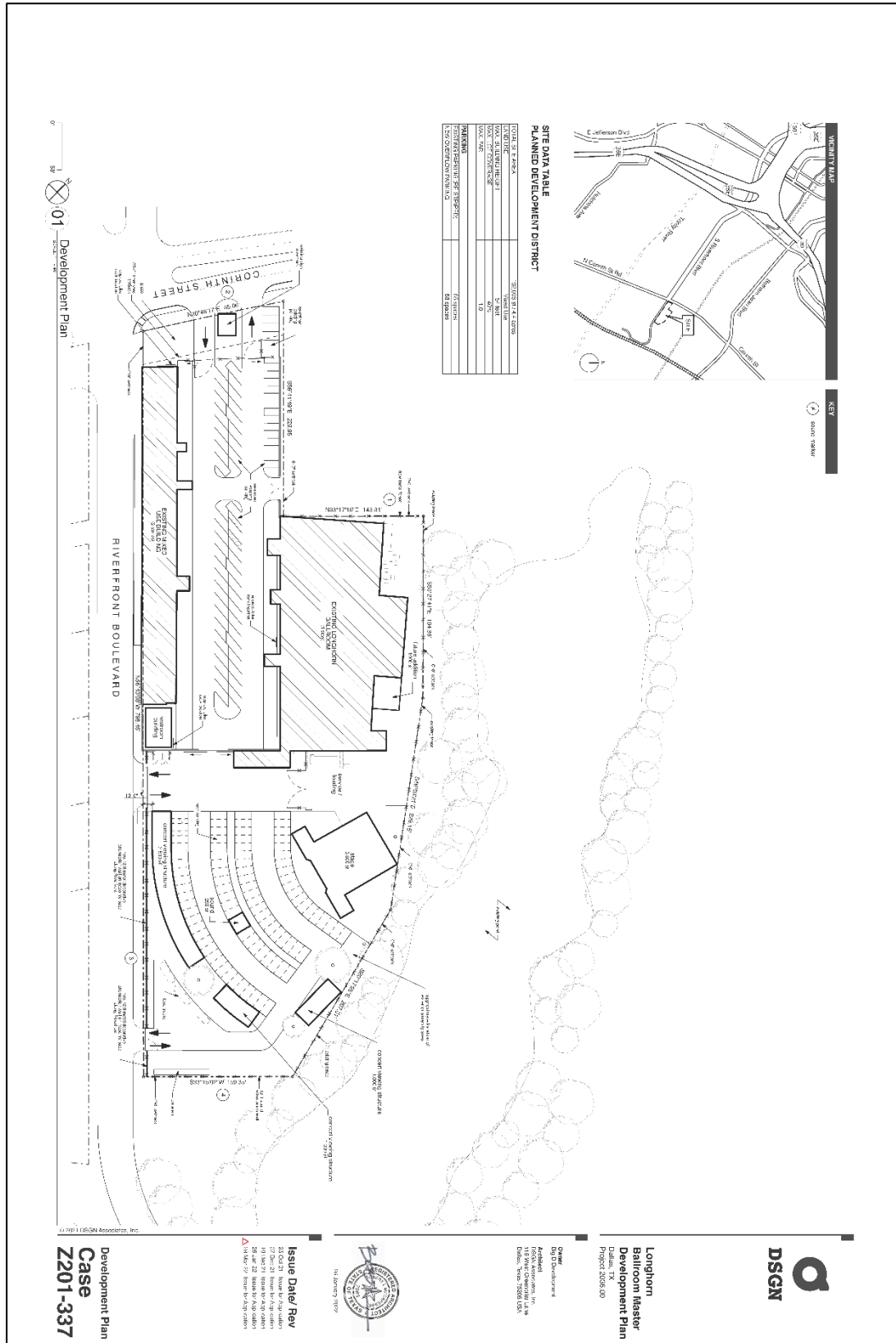
(B) If the director determines that the current traffic management plan results in traffic hazards or traffic congestion, the director shall require the Property owner to submit an amended traffic management plan. If the Property owner fails to submit an amended traffic management plan within 30 days, the director shall notify the city plan commission.

(e) Amendment process.

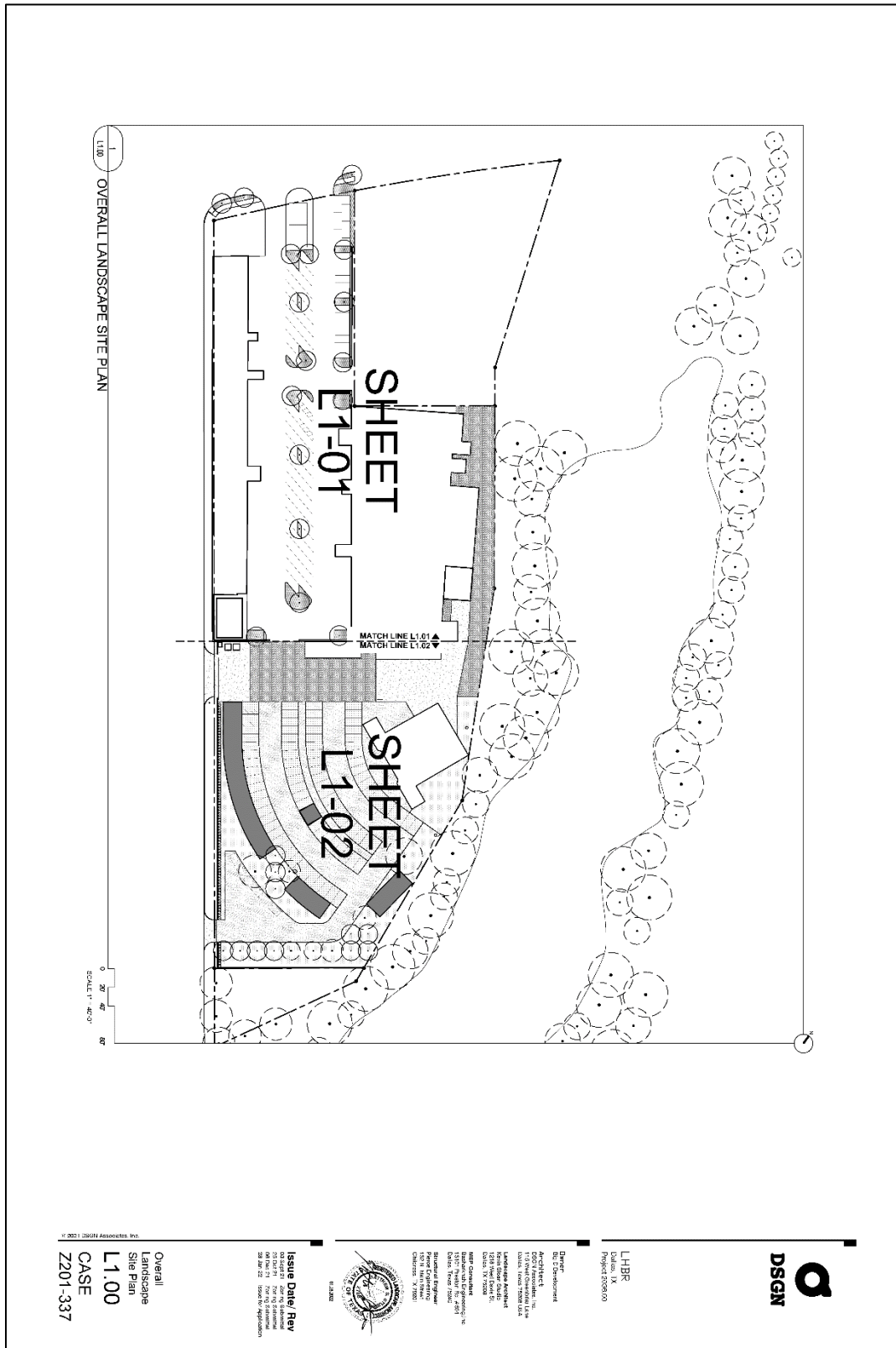
(1) A traffic management plan may be amended using the minor plan amendment fee and public hearing process in Section 51A-1.105(k)(3) of Chapter 51A of the Dallas City Code, as amended.

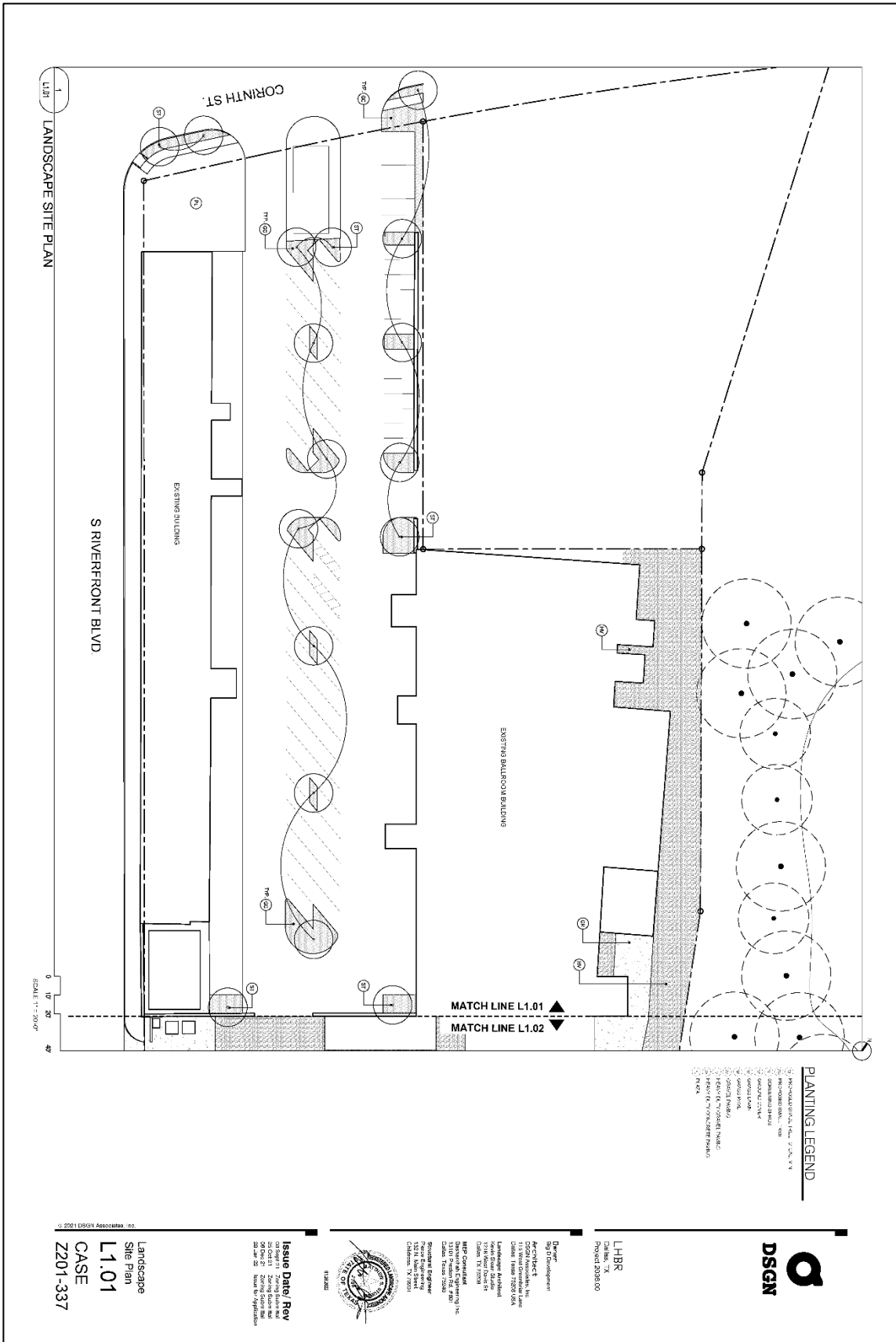
(2) The city plan commission shall authorize changes in a traffic management plan if the proposed amendments improve queuing or traffic circulation, eliminate traffic hazards, or decrease traffic congestion.

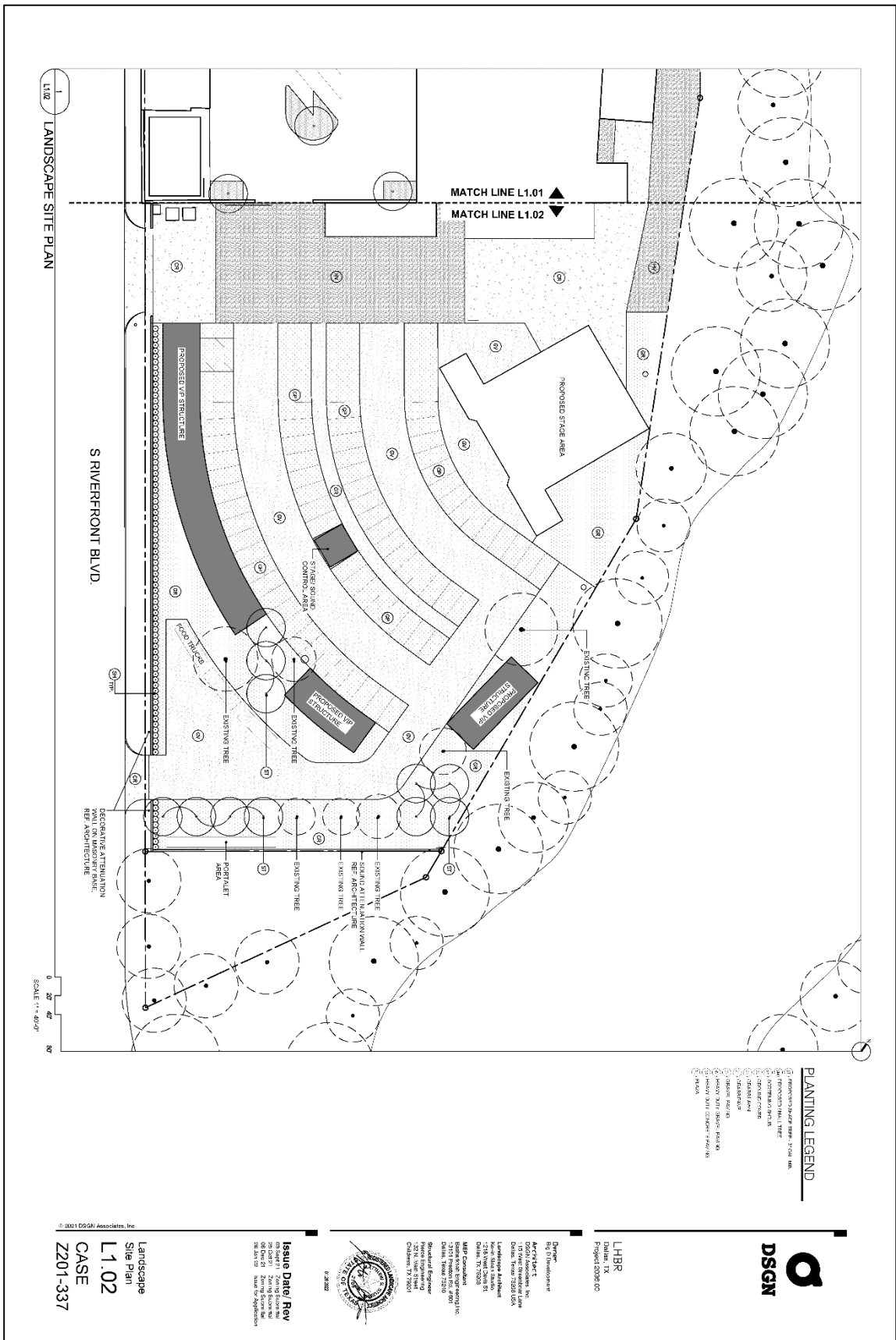
## CPC RECOMMENDED DEVELOPMENT PLAN

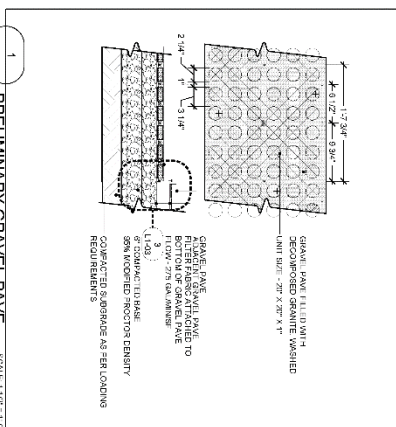


## CPC RECOMMENDED LANDSCAPE PLAN

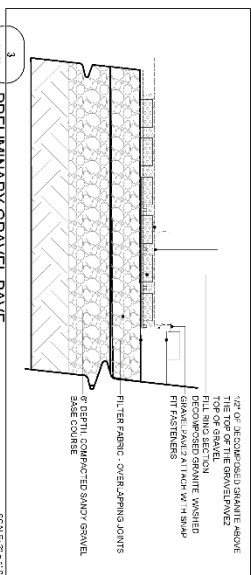




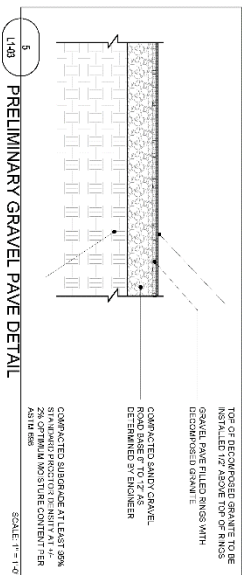




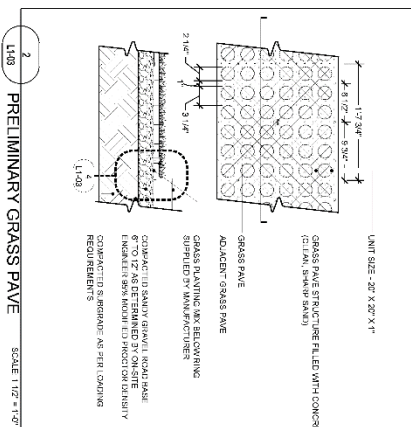
L-103 PRELIMINARY GRAVEL PAVE  
DETAIL



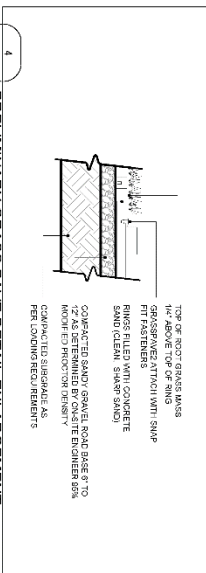
PRELIMINARY GRAVEL PAVE  
DETAIL ENLARGEMENT



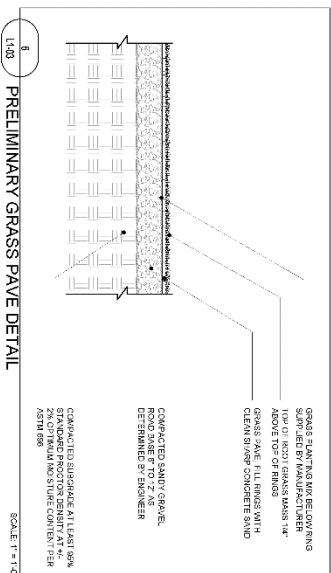
PRELIMINARY GRAVEL PAVE DETAIL



PRELIMINARY GRASS PAVE  
DETAIL

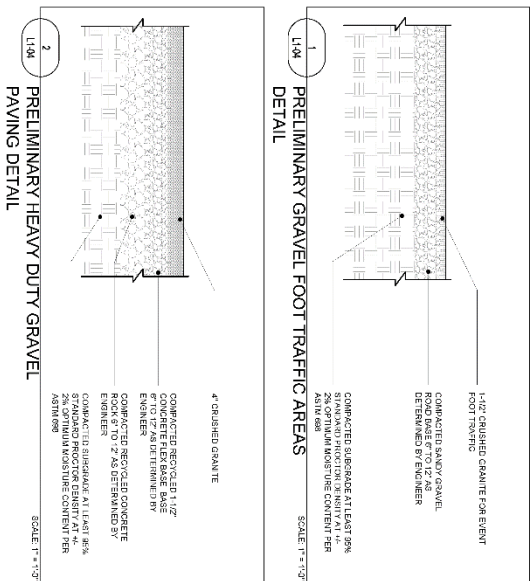


4  
L1-03 PRELIMINARY GRASS PAVE DETAIL ENLARGEMENT



PRELIMINARY GRASS PAVE DETAIL





## CPC RECOMMENDED TRAFFIC MANAGEMENT PLAN

Revised April 7, 2022

PK# 4902-21.081

**Z201-337**

# TRAFFIC MANAGEMENT PLAN

Project:

**Longhorn Ballroom**

*In Dallas, Texas*

Prepared for:

**City of Dallas**

On behalf of:

**Island Rock Holdings, LLC**

Prepared by:

*Steve E. Stoner*

Steve E. Stoner, P.E., PTOE



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TX. REG. SURVEYING FIRM LS-100080-00

April 7, 2022



**TRAFFIC MANAGEMENT PLAN**  
**Longhorn Ballroom**  
Dallas, Texas

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Exhibits

Proposed Site Plan

Exhibit 1. Potential Off-Site Parking Locations For Indoor or Outdoor Events  
(No Shuttle Service)

Exhibit 2. Potential Shuttle Routes To/From Transit Stations For Major  
Outdoor Events

Exhibit 3. Proposed On-Site Circulation For Indoor Events

Exhibit 4. Proposed On-Site Circulation For Outdoor Events

Changelog:

2022-04-04 – Added "requirements" section per CPC recommendation.

April 7, 2022



## INTRODUCTION

The services of **Pacheco Koch** (PK) were retained by **Island Rock Holdings, LLC** (the Applicant and facility “Operator”) to prepare a Traffic Management Plan (TMP) for the Longhorn Ballroom—a mixed-use entertainment venue—located in the eastern quadrant of the intersection of S Riverfront Boulevard and Corinth Street in Dallas, Texas. This TMP is site-specific and relates to the peak traffic activity associated with planned special events at the site, such as concerts and other organized gatherings. **[NOTE: This TMP only applies to special events held on the subject site.]**

Island Rock Holdings, LLC is seeking a zoning change to a Planned Development District from the City of Dallas (the “Approving Agency”) to facilitate development of the Project. Submittal of a TMP, prepared by a registered professional engineer experienced and skilled in the field of traffic/transportation engineering, has been requested by the Approving Agency for review. This TMP was prepared by registered professional engineers employed by Pacheco Koch. Pacheco Koch is a licensed engineering firm based in Dallas, Texas, that provides professional services in traffic engineering, transportation planning, and other fields.

### ***Project Description***

The Longhorn Ballroom was constructed in 1950 and has functioned as a dance hall, music venue, and event space off-and-on since that time. The existing buildings on site include a 25,000-SF ballroom and a 20,000-SF, linear, two-story commercial building that contains a restaurant, recording studio, and a former motel. The proposed development will rehabilitate the existing uses and promote the ballroom venue for Indoor Events (up to 2,000 attendees) and create a new outdoor, live-performance venue (a.k.a., the “pavilion”) for Outdoor Events approximately 50 times per year (up to 5,000 attendees) on the immediately adjacent two acres.

The adjacent pavilion property has previously served as open-field parking for Indoor Events. The property will be enhanced with a permeable surface suitable for spectators during Outdoor Events and vehicular parking during Indoor Events. The pavilion will contain a new, permanent stage structure of approximately 4,200 square feet of floor space along with a limited number of small structures containing suites with covered seating areas. But, the primary viewing area will be the open lawn that contains no fixed seating. Both “Indoor Events” and “Outdoor Events” will mostly occur during evenings and weekends but will be nonconcurrent.

The site currently provides approximately 68 marked, paved parking spaces located in the courtyard between the ballroom and motel building, which are intended to remain. The paved surface parking will be available for day-to-day use by the businesses within the redeveloped motel building and during events. As has been the case in the past, the rear pavilion area will be available for surface parking for Indoor Events. Off-site and remote parking will be used on an as-needed basis.

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### ***TMP Objectives***

The City staff specifically requested that the Traffic Management Plan (TMP) for the Longhorn Ballroom special events address the following items:

1. Location of remote parking areas
2. Loading/Unloading areas for Transportation Network Companies (a.k.a., "TNCs")—e.g., Uber, Lyft, etc.
3. Proposed access point(s) to remain open/closed during peak event periods to minimize traffic congestion
4. Need for any pedestrian amenities or enhanced crosswalks to access remote parking facilities

NOTE #1: This TMP addresses two special event scenarios: (1) "Outdoor Events" (concerts, etc.) during which time the lawn area CANNOT be used for vehicular parking, and (2) "Indoor Events" during which time the lawn area CAN be used for vehicular parking. Separate exhibits/descriptions are provided for each scenario, where applicable.

NOTE #2: This TMP is written for conditions where each event operates at maximum capacity. However, attendance will vary for each event; therefore, some measures identified herein may not be needed in all cases. The Event Operator will be responsible for determining the appropriate measures required for each individual event based on the anticipated attendance.

April 7, 2022



## TRAFFIC MANAGEMENT PLAN

Indoor Events are anticipated to attract between 500 and 2,000 attendees. In accordance with the assumptions outlined in the Preliminary Traffic Assessment, the corresponding estimated parking demand would range between 167 and 667 vehicles. For these events, the Operator intends to provide/utilize the following:

- TNC (Transportation Network Companies)
- On-site parking in both the paved interior lot and the permeable eastern lot
- Valet parking services
- Remote parking within one-half mile

Outdoor Events are anticipated to attract between 1,500 and 5,000 attendees. In accordance with the assumptions outlined in the Preliminary Traffic Assessment, the corresponding estimated parking demand would range between 400 and 1,333 vehicles. For these events, the Operator intends to provide/utilize the following:

- TNC (Transportation Network Companies)
- On-site parking in the paved interior lot only
- Valet parking services
- Remote parking within one-half mile
- Off-site parking within 1.25 miles with private shuttle service
- Off-duty Police officers for traffic control

### ***Remote Parking and Shuttle Services***

The need for remote parking during events will vary based on the size of event. Due to the variability of the needs, the Operator intends to procure the appropriate amount of remote parking needed on a case-by-case basis based on the anticipated attendance (e.g., derived from ticket sales, advanced reservations, etc.). For very large outdoor events, it may be necessary for the Operator to provide shuttle services to a nearby DART Rail Station. For each event, the Operator will communicate key information to patrons attendees as part of the digital ticket-purchase or reservation process. Information to be provided includes remote parking locations/fees, shuttle service pick-up/drop-off locations (if provided), TNC information, and self-parking options.

The Operator intends to utilize the most convenient and appropriate remote parking option(s) for each individual event based on a number of factors. As needed, the Operator will enter into either a private or formal arrangement with the remote parking lot Owner to utilize the property. Below are several potential remote parking locations that may be considered:

April 7, 2022



- 2205 S Riverfront Boulevard (over 500 parked vehicles)
- 418 Corinth Street\* (approximately 200 parked vehicles)  
[\* NOTE: this property is currently under purchase contract by the Applicant]
- 2101 Botham Jean Boulevard (>600 parked vehicles)

**Exhibit 1** graphically depicts potential locations for off-site parking within walking distance relative to the subject site.

For large Outdoor Events where additional options may be required, the Operator has the ability to provide a private shuttle service to transfer patrons between the site and one of several nearby DART Light Rail Stations. The candidate stations include:

- DART Convention Center Station
- DART Cedars Station
- DART 8<sup>th</sup> & Corinth Station

**Exhibit 2** graphically depicts potential locations for off-site parking within walking distance relative to the subject site.

### ***Passenger Loading/Unloading Area***

To maximize pedestrian safety a designated passenger loading/unloading area is proposed to be provided within the site in proximity to the venue as shown in **Exhibit 3** and **Exhibit 4**. The passenger loading/unloading area should be used to serve: TNC passengers, shuttle passengers, valet parkers, and any other attendee that would be dropped off and picked up for an event. Passenger loading or unloading within the public right-of-way will be discouraged.

### ***Vehicular Site Access***

To reduce traffic congestion during events, an internal site traffic circulation pattern for all pick-up and drop-off vehicles should be employed consistently. The specific recommendations relative to the site access points are also depicted in **Exhibit 3** and **Exhibit 4** and are described below:

#### Indoor Events (i.e., parking allowed in pavilion):

Eastern Driveway on S Riverfront Boulevard – entry/exit for self-park vehicles and service vehicles

Western Driveway on S Riverfront Boulevard – entry only for TNC and valet

North Driveway on Corinth Street – exit only for TNC and valet

South Driveway on Corinth Street – closed

April 7, 2022



Outdoor Events (i.e., no parking allowed in pavilion):

Eastern Driveway on S Riverfront Boulevard – closed (other than service vehicles)

Western Driveway on S Riverfront Boulevard – entry only for TNC and valet

North Driveway on Corinth Street – exit only for TNC and valet

South Driveway on Corinth Street – closed

The Operator will provide security staff—consisting of private security service(s) and one or more off-duty Dallas Police officers—during events. Internal valet parking may also be provided. [NOTE: The specific number and composition of personnel will vary depending on the size and type of event.] If required to facilitate traffic flow, off-duty Police officers should assist with traffic control and the site driveways, and qualified private security personnel should facilitate traffic flow within the site. Traffic cones or similar devices should be used at the site driveways and within the site to delineate the intended vehicle circulation path and separate pedestrians from the vehicle circulation.

### ***Pedestrian Improvements***

Pedestrian safety in the vicinity of the site and between the site and nearby remote parking locations—where a private shuttle service is NOT provided—is paramount. Although on-street passenger loading/unloading is discouraged, improvement to the existing sidewalks around the perimeter of the site that meet or exceed City standards is recommended. Prior to opening of the facility, crosswalk markings at the intersection of S Riverfront Boulevard and Corinth Street should be replaced. In the long term, replacement of the traffic signal and upgrade to current ADA standards at the intersection are also recommended.

Beyond the site, since a consistent remote parking location is not defined, specific sidewalk improvements cannot be currently identified. However, it is generally recommended that the Operator provide a robust private shuttle service to/from any remote parking location intended to be used during events.

If a remote parking location is provided across Corinth Street that is within a short walking distance (i.e., within a 10- to 15-minute walk) that is not conveniently accessible to the existing pedestrian crosswalk at the S Riverfront Boulevard traffic signal, it is recommended that an off-duty Police officer(s) be provided to facilitate safety pedestrian crossings on Corinth Street. If such crossing remote parking is used on a regular basis, installation of a permanent pedestrian crossing (with appropriate signage and pavement markings and, potentially, enhanced warning devices) may be considered in the future.

### ***Requirements***

A transportation management plan (TMP) for this planned development district must be prepared by the owner of the Property or its agent. The TMP is a document containing strategies and mechanisms the owner or its agent must implement to insure the fluidity of vehicular movement on and surrounding the Property. The TMP



April 7, 2022

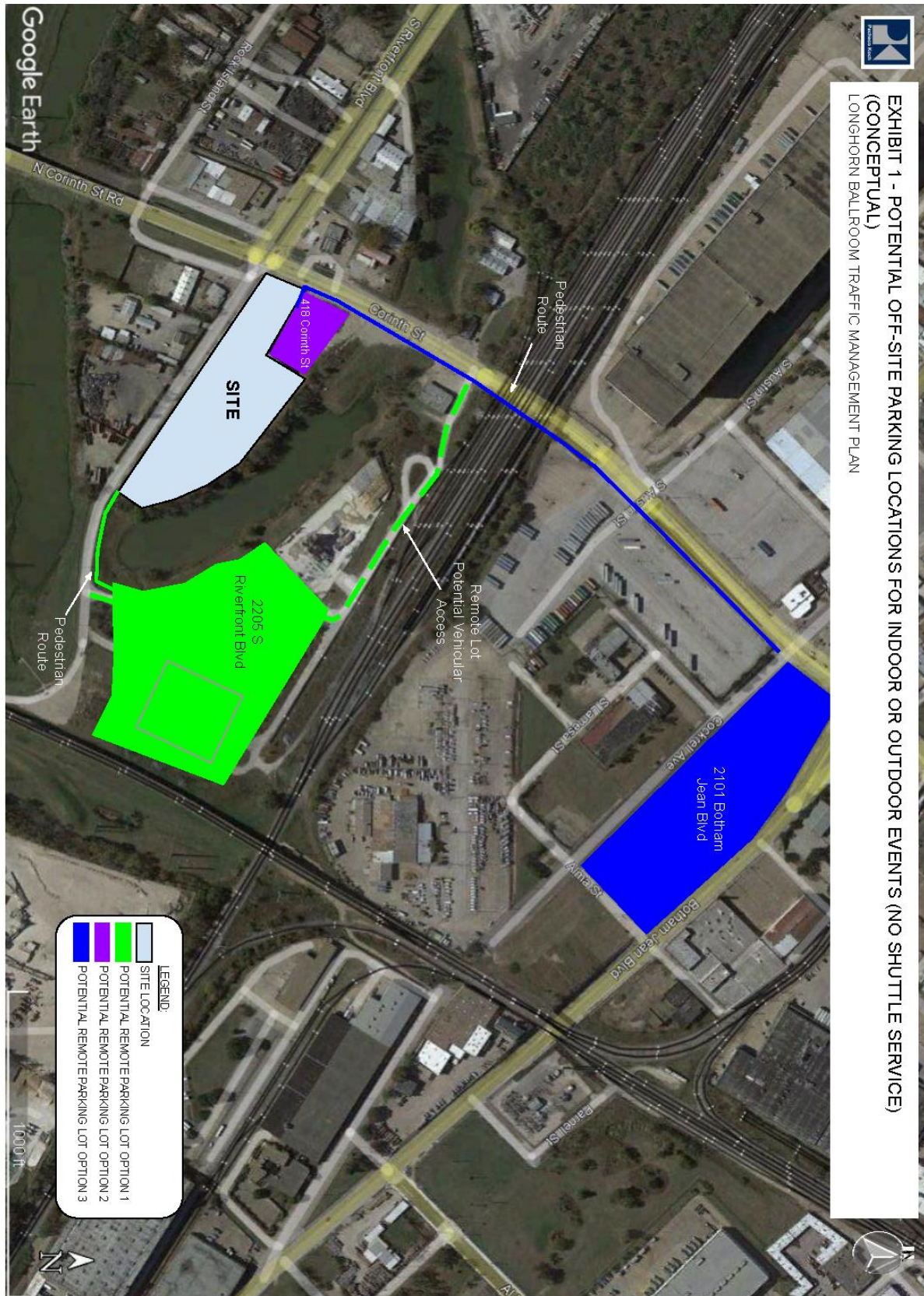


must also offer methods of safely accommodating the transportation of visitors to and from remote parking locations in a safe and efficient manner while minimizing impacts on the surrounding community.

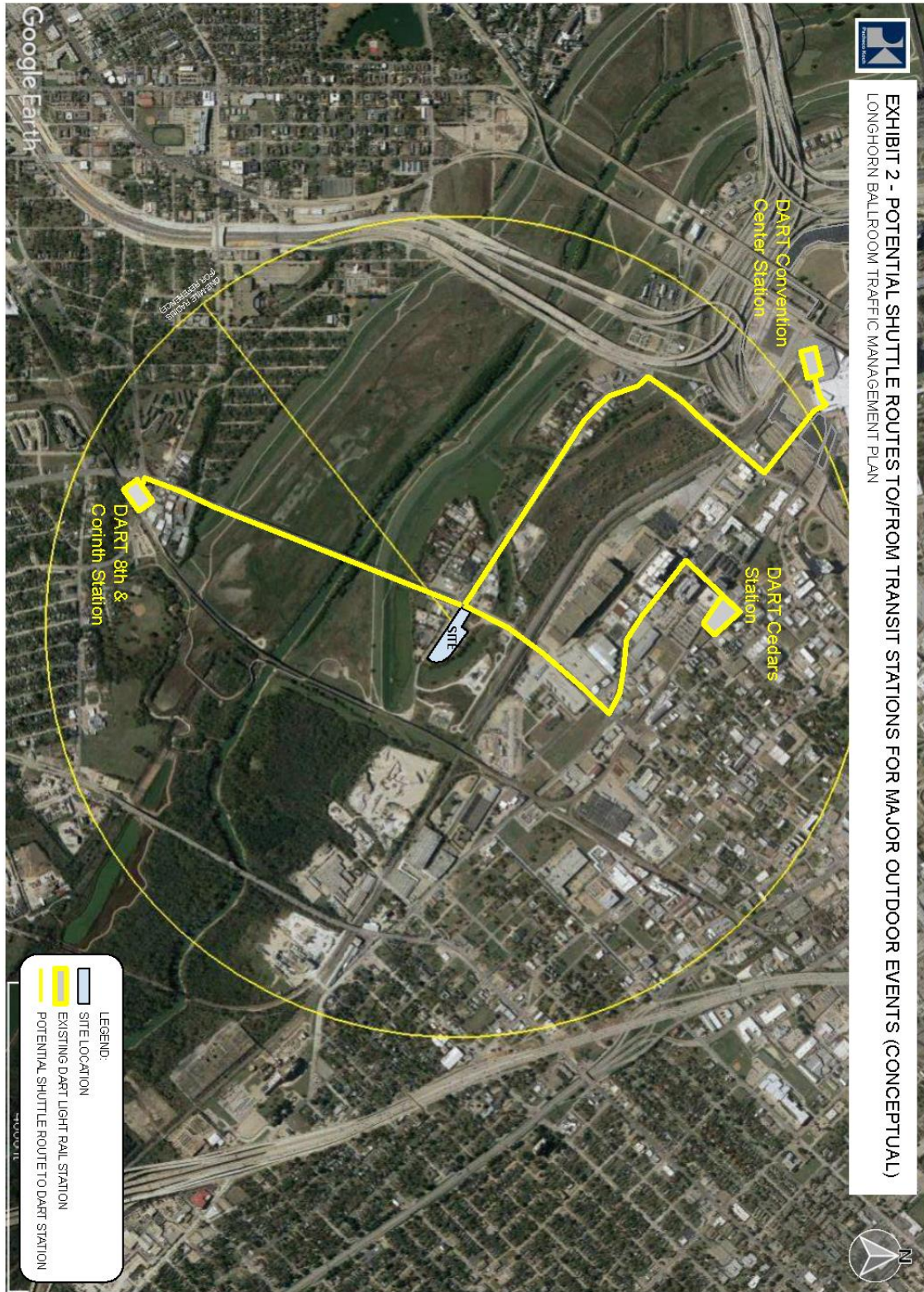
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- (5) Methods to be used to prevent visitor parking on neighborhood streets and to direct vehicles to remote parking sites from the Property.
- (6) Promotional strategy outlining the educational and instructional material on remote parking availability and describing how this material will be conveyed to the visitor before coming to the Property.

END OF MEMO











[illegible]

**APPLICANT'S PROPOSED TRAFFIC MANAGEMENT PLAN**

**April 7, 2022**

PK# 4902-21.081

**Z201-337**

# TRAFFIC MANAGEMENT PLAN

*Project:*

**Longhorn Ballroom**

*In Dallas, Texas*

*Prepared for:*

**City of Dallas**

*On behalf of:*

**Island Rock Holdings, LLC**

*Prepared by:*

*Steve E. Stoner*

Steve E. Stoner, P.E., PTOE



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April 7, 2022



**TRAFFIC MANAGEMENT PLAN**  
**Longhorn Ballroom**  
Dallas, Texas

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## INTRODUCTION

The services of **Pacheco Koch** (PK) were retained by **Island Rock Holdings, LLC** (the Applicant and facility “Operator”) to prepare a Traffic Management Plan (TMP) for the Longhorn Ballroom—a mixed-use entertainment venue—located in the eastern quadrant of the intersection of S Riverfront Boulevard and Corinth Street in Dallas, Texas. This TMP is site-specific and relates to the peak traffic activity associated with planned special events at the site, such as concerts and other organized gatherings. **[NOTE: This TMP only applies to special events held on the subject site.]**

Island Rock Holdings, LLC is seeking a zoning change to a Planned Development District from the City of Dallas (the “Approving Agency”) to facilitate development of the Project. Submittal of a TMP, prepared by a registered professional engineer experienced and skilled in the field of traffic/transportation engineering, has been requested by the Approving Agency for review. This TMP was prepared by registered professional engineers employed by Pacheco Koch. Pacheco Koch is a licensed engineering firm based in Dallas, Texas, that provides professional services in traffic engineering, transportation planning, and other fields.

### ***Project Description***

The Longhorn Ballroom was constructed in 1950 and has functioned as a dance hall, music venue, and event space off-and-on since that time. The existing buildings on site include a 25,000-SF ballroom and a 20,000-SF, linear, two-story commercial building that contains a restaurant, recording studio, and a former motel. The proposed development will rehabilitate the existing uses and promote the ballroom venue for Indoor Events (up to 2,000 attendees) and create a new outdoor, live-performance venue (a.k.a., the “pavilion”) for Outdoor Events approximately 50 times per year (up to 5,000 attendees) on the immediately adjacent two acres.

The adjacent pavilion property has previously served as open-field parking for Indoor Events. The property will be enhanced with a permeable surface suitable for spectators during Outdoor Events and vehicular parking during Indoor Events. The pavilion will contain a new, permanent stage structure of approximately 4,200 square feet of floor space along with a limited number of small structures containing suites with covered seating areas. But, the primary viewing area will be the open lawn that contains no fixed seating. Both “Indoor Events” and “Outdoor Events” will mostly occur during evenings and weekends but will be nonconcurrent.

The site currently provides approximately 68 marked, paved parking spaces located in the courtyard between the ballroom and motel building, which are intended to remain. The paved surface parking will be available for day-to-day use by the businesses within the redeveloped motel building and during events. As has been the case in the past, the rear pavilion area will be available for surface parking for Indoor Events. Off-site and remote parking will be used on an as-needed basis.



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### ***TMP Objectives***

The City staff specifically requested that the Traffic Management Plan (TMP) for the Longhorn Ballroom special events address the following items:

1. Location of remote parking areas
2. Loading/Unloading areas for Transportation Network Companies (a.k.a., "TNCs")—e.g., Uber, Lyft, etc.
3. Proposed access point(s) to remain open/closed during peak event periods to minimize traffic congestion
4. Need for any pedestrian amenities or enhanced crosswalks to access remote parking facilities

NOTE #1: This TMP addresses two special event scenarios: (1) "Outdoor Events" (concerts, etc.) during which time the lawn area CANNOT be used for vehicular parking, and (2) "Indoor Events" during which time the lawn area CAN be used for vehicular parking. Separate exhibits/descriptions are provided for each scenario, where applicable.

NOTE #2: This TMP is written for conditions where each event operates at maximum capacity. However, attendance will vary for each event; therefore, some measures identified herein may not be needed in all cases. The Event Operator will be responsible for determining the appropriate measures required for each individual event based on the anticipated attendance.

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## TRAFFIC MANAGEMENT PLAN

Indoor Events are anticipated to attract between 500 and 2,000 attendees. In accordance with the assumptions outlined in the Preliminary Traffic Assessment, the corresponding estimated parking demand would range between 167 and 667 vehicles. For these events, the Operator intends to provide/utilize the following:

- TNC (Transportation Network Companies)
- On-site parking in both the paved interior lot and the permeable eastern lot
- Valet parking services
- Remote parking within one-half mile

Outdoor Events are anticipated to attract between 1,500 and 5,000 attendees. In accordance with the assumptions outlined in the Preliminary Traffic Assessment, the corresponding estimated parking demand would range between 400 and 1,333 vehicles. For these events, the Operator intends to provide/utilize the following:

- TNC (Transportation Network Companies)
- On-site parking in the paved interior lot only
- Valet parking services
- Remote parking within one-half mile
- Off-site parking within 1.25 miles with private shuttle service
- Off-duty Police officers for traffic control

### ***Remote Parking and Shuttle Services***

The need for remote parking during events will vary based on the size of event. Due to the variability of the needs, the Operator intends to procure the appropriate amount of remote parking needed on a case-by-case basis based on the anticipated attendance (e.g., derived from ticket sales, advanced reservations, etc.). For very large outdoor events, it may be necessary for the Operator to provide shuttle services to a nearby DART Rail Station. For each event, the Operator will communicate key information to patrons attendees as part of the digital ticket-purchase or reservation process. Information to be provided includes remote parking locations/fees, shuttle service pick-up/drop-off locations (if provided), TNC information, and self-parking options.

The Operator intends to utilize the most convenient and appropriate remote parking option(s) for each individual event based on a number of factors. As needed, the Operator will enter into either a private or formal arrangement with the remote parking lot Owner to utilize the property. Below are several potential remote parking locations that may be considered:

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- 2205 S Riverfront Boulevard (over 500 parked vehicles)
- 418 Corinth Street\* (approximately 200 parked vehicles)  
[\* NOTE: this property is currently under purchase contract by the Applicant]
- 2101 Botham Jean Boulevard (>600 parked vehicles)

**Exhibit 1** graphically depicts potential locations for off-site parking within walking distance relative to the subject site.

For large Outdoor Events where additional options may be required, the Operator has the ability to provide a private shuttle service to transfer patrons between the site and one of several nearby DART Light Rail Stations. The candidate stations include:

- DART Convention Center Station
- DART Cedars Station
- DART 8<sup>th</sup> & Corinth Station

**Exhibit 2** graphically depicts potential locations for off-site parking within walking distance relative to the subject site.

### ***Passenger Loading/Unloading Area***

To maximize pedestrian safety a designated passenger loading/unloading area is proposed to be provided within the site in proximity to the venue as shown in **Exhibit 3** and **Exhibit 4**. The passenger loading/unloading area should be used to serve: TNC passengers, shuttle passengers, valet parkers, and any other attendee that would be dropped off and picked up for an event. Passenger loading or unloading within the public right-of-way will be discouraged.

### ***Vehicular Site Access***

To reduce traffic congestion during events, an internal site traffic circulation pattern for all pick-up and drop-off vehicles should be employed consistently. The specific recommendations relative to the site access points are also depicted in **Exhibit 3** and **Exhibit 4** and are described below:

#### Indoor Events (i.e., parking allowed in pavilion):

Eastern Driveway on S Riverfront Boulevard – entry/exit for self-park vehicles and service vehicles

Western Driveway on S Riverfront Boulevard – entry only for TNC and valet

North Driveway on Corinth Street – exit only for TNC and valet

South Driveway on Corinth Street – closed

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Outdoor Events (i.e., no parking allowed in pavilion):

Eastern Driveway on S Riverfront Boulevard – closed (other than service vehicles)

Western Driveway on S Riverfront Boulevard – entry only for TNC and valet

North Driveway on Corinth Street – exit only for TNC and valet

South Driveway on Corinth Street – closed

The Operator will provide security staff—consisting of private security service(s) and one or more off-duty Dallas Police officers—during events. Internal valet parking may also be provided. [NOTE: The specific number and composition of personnel will vary depending on the size and type of event.] If required to facilitate traffic flow, off-duty Police officers should assist with traffic control and the site driveways, and qualified private security personnel should facilitate traffic flow within the site. Traffic cones or similar devices should be used at the site driveways and within the site to delineate the intended vehicle circulation path and separate pedestrians from the vehicle circulation.

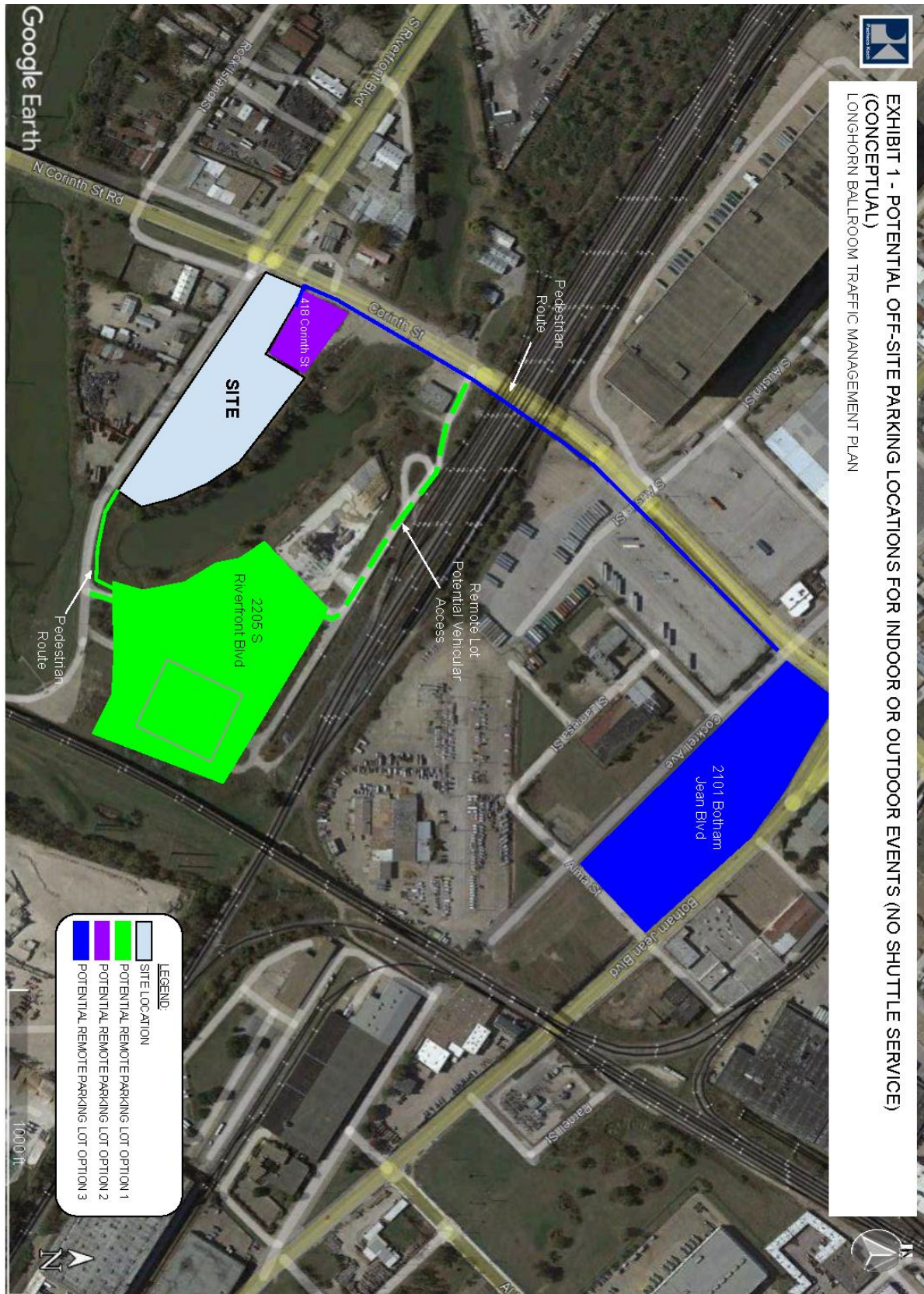
***Pedestrian Improvements***

Pedestrian safety in the vicinity of the site and between the site and nearby remote parking locations—where a private shuttle service is NOT provided—is paramount. Although on-street passenger loading/unloading is discouraged, improvement to the existing sidewalks around the perimeter of the site that meet or exceed City standards is recommended. Prior to opening of the facility, crosswalk markings at the intersection of S Riverfront Boulevard and Corinth Street should be replaced. In the long term, replacement of the traffic signal and upgrade to current ADA standards at the intersection are also recommended.

Beyond the site, since a consistent remote parking location is not defined, specific sidewalk improvements cannot be currently identified. However, it is generally recommended that the Operator provide a robust private shuttle service to/from any remote parking location intended to be used during events.

If a remote parking location is provided across Corinth Street that is within a short walking distance (i.e., within a 10- to 15-minute walk) that is not conveniently accessible to the existing pedestrian crosswalk at the S Riverfront Boulevard traffic signal, it is recommended that an off-duty Police officer(s) be provided to facilitate safety pedestrian crossings on Corinth Street. If such crossing remote parking is used on a regular basis, installation of a permanent pedestrian crossing (with appropriate signage and pavement markings and, potentially, enhanced warning devices) may be considered in the future.

END OF MEMO





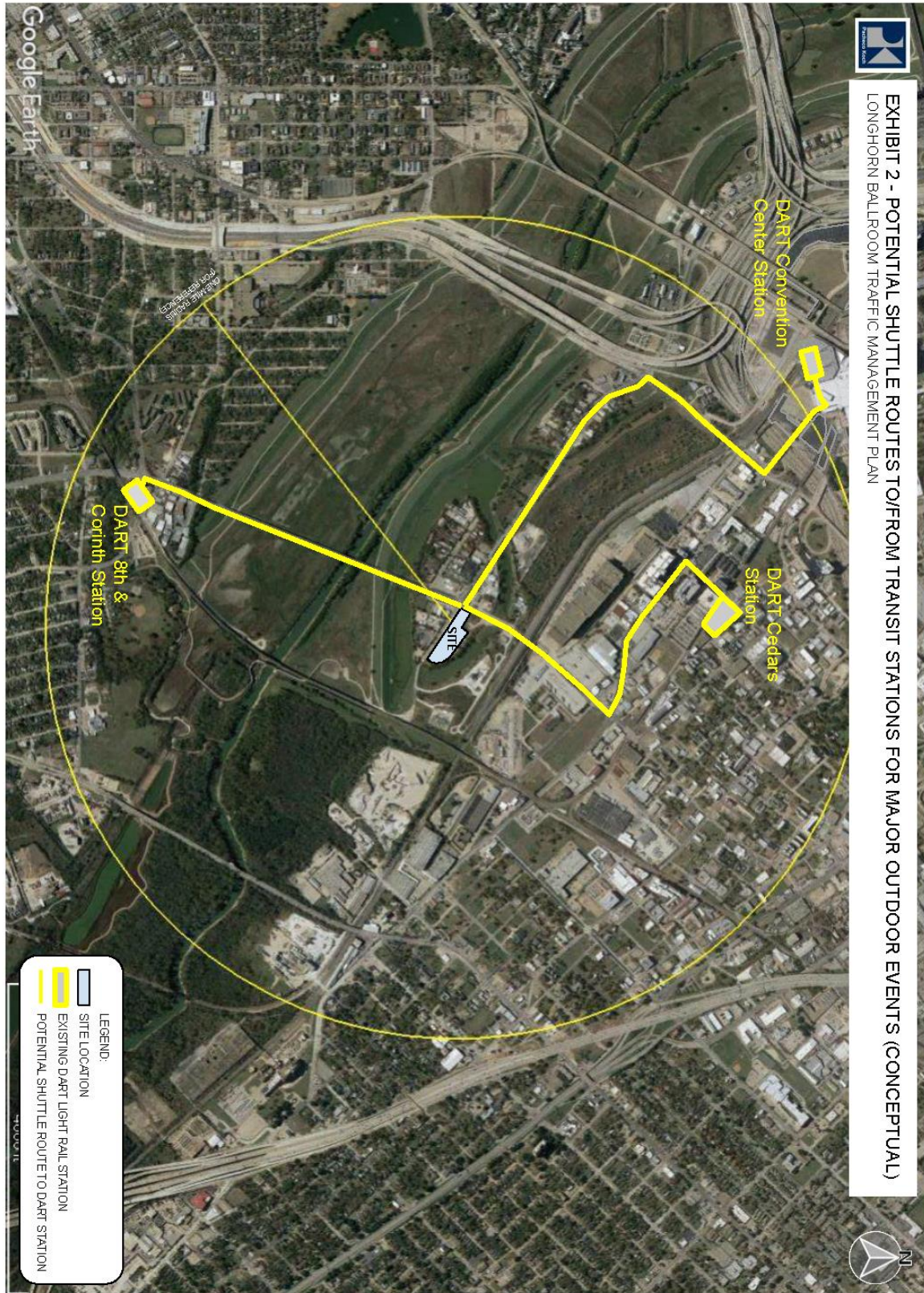
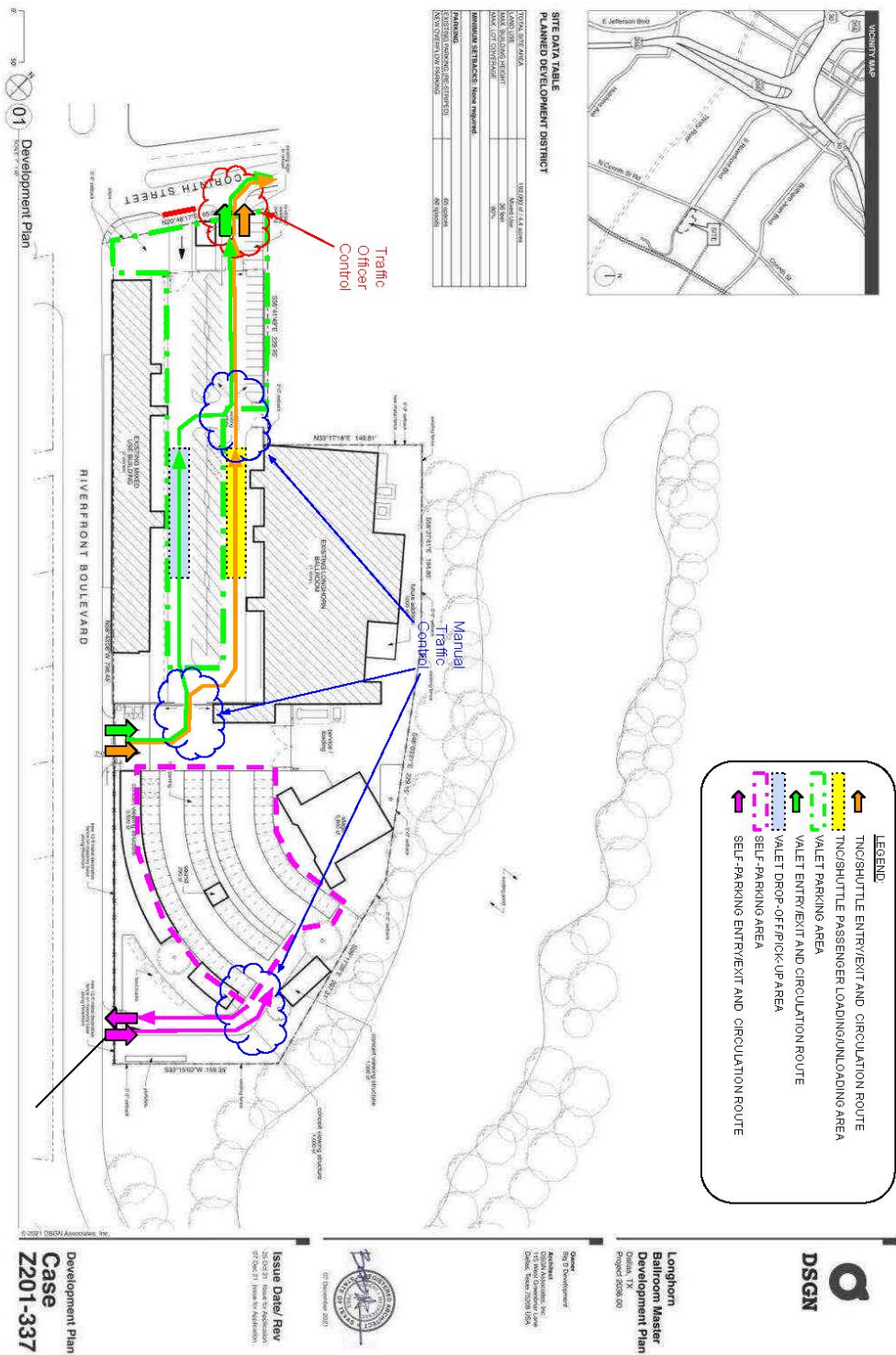




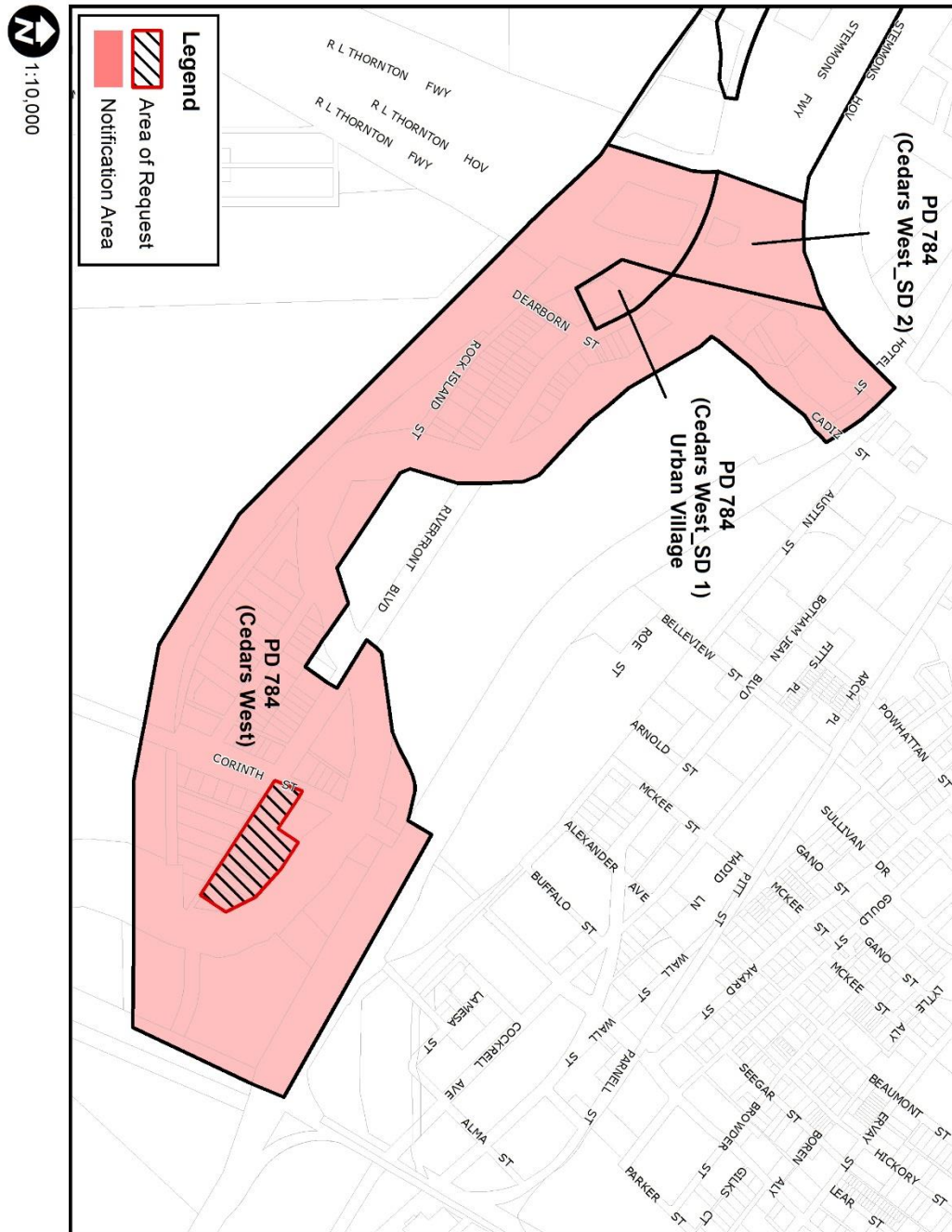


EXHIBIT 3 - PROPOSED ON-SITE CIRCULATION FOR INDOOR EVENTS (CONCEPTUAL)  
LONGHORN BALLROOM TRAFFIC MANAGEMENT PLAN

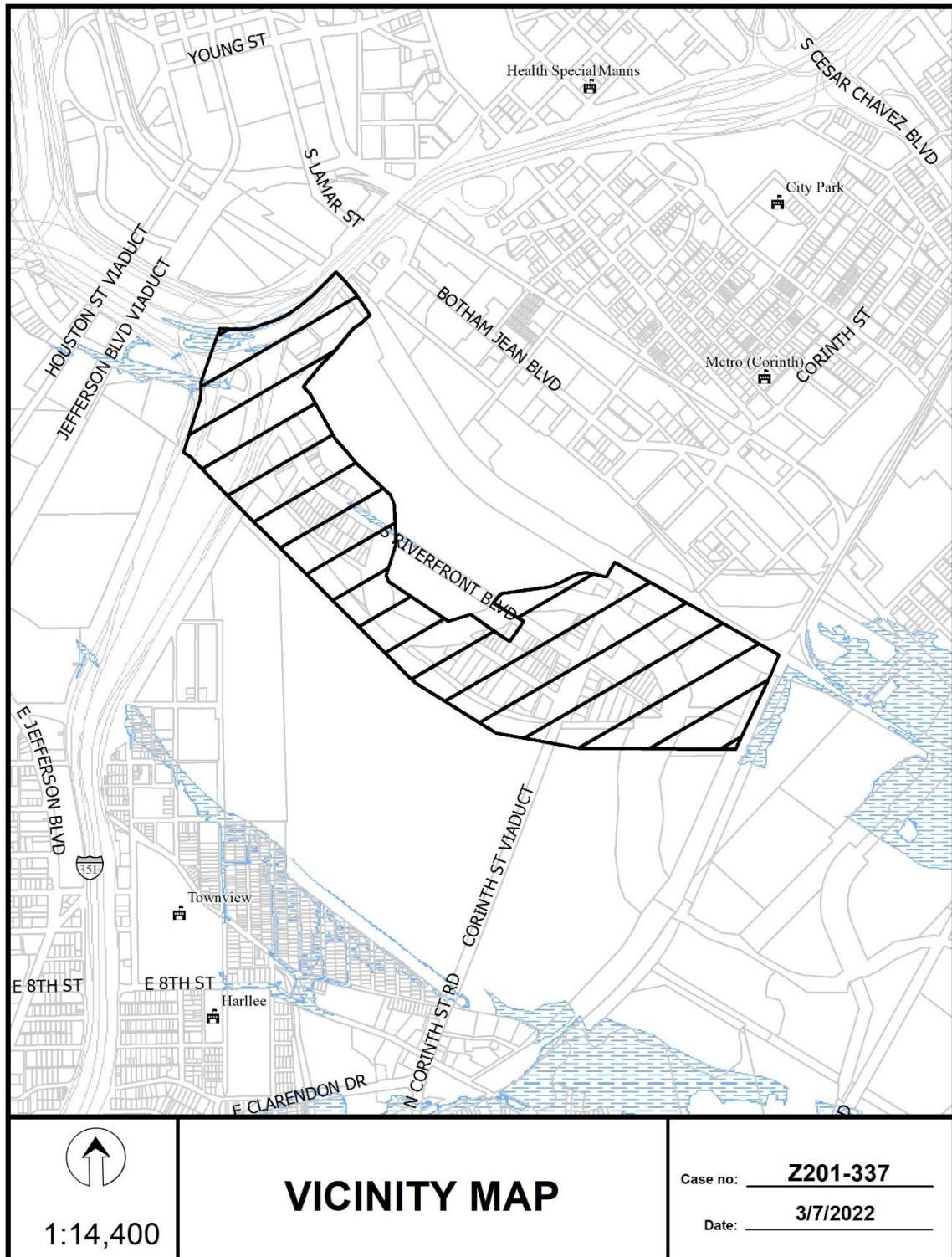


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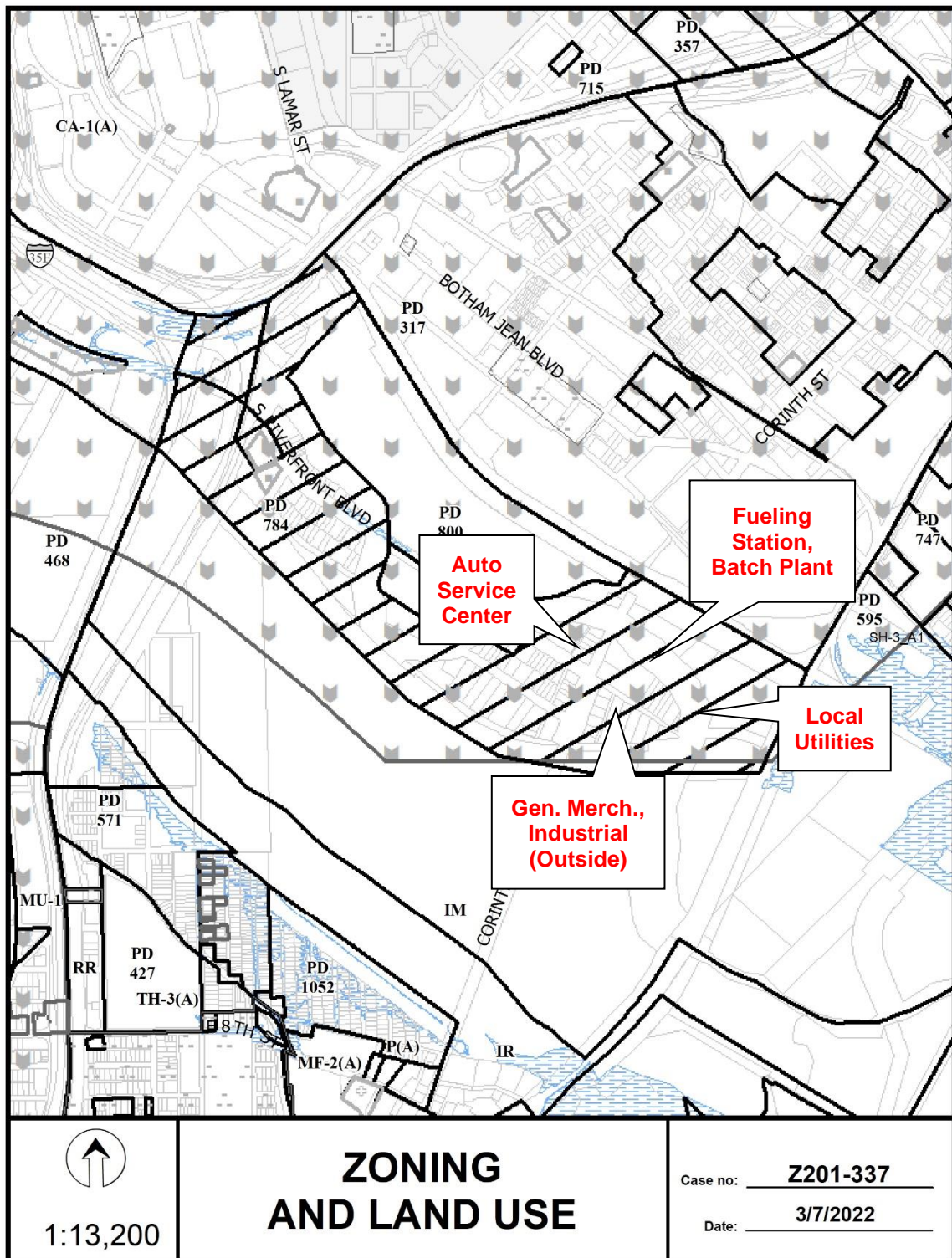
Z201-337 Area of Request Exhibit

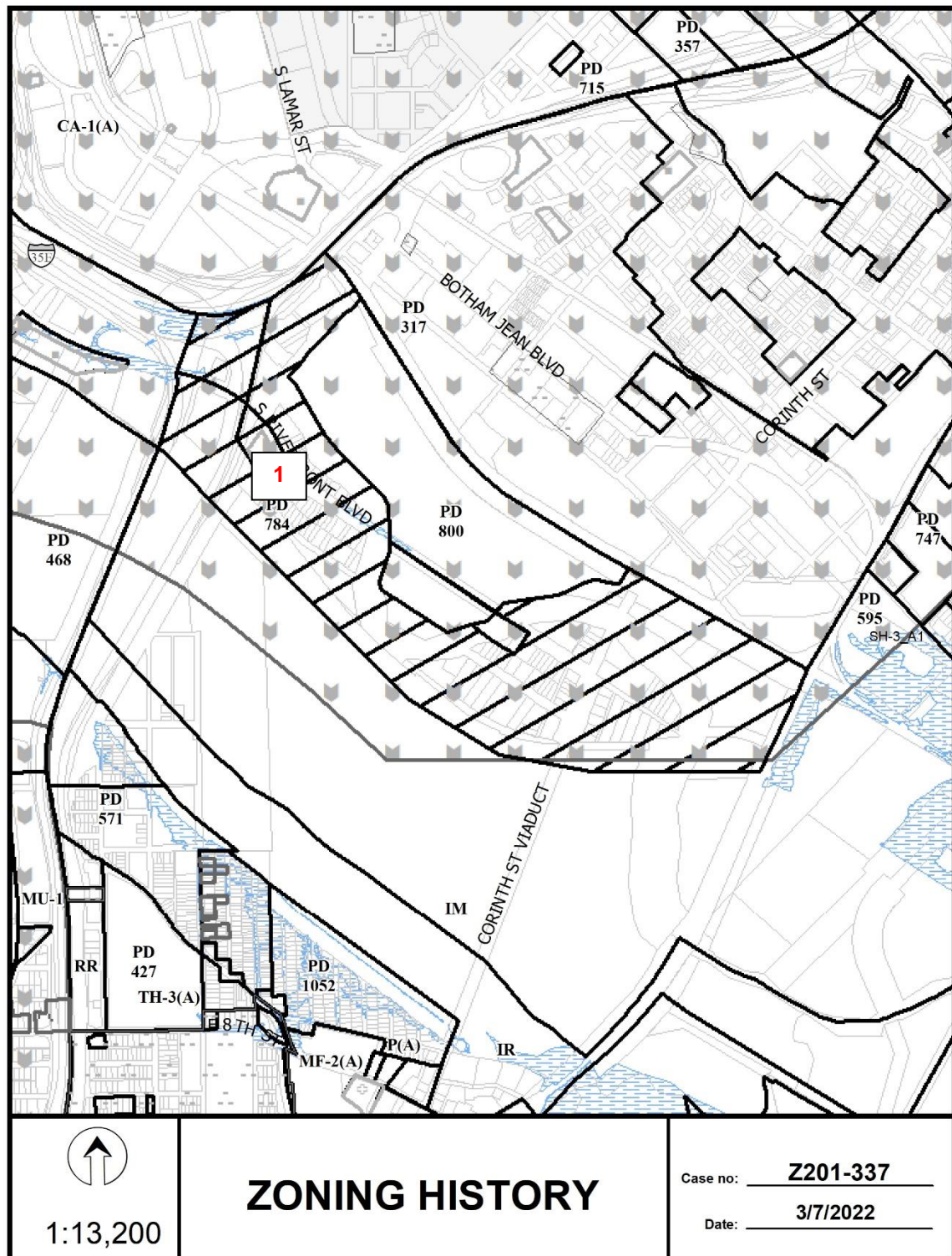






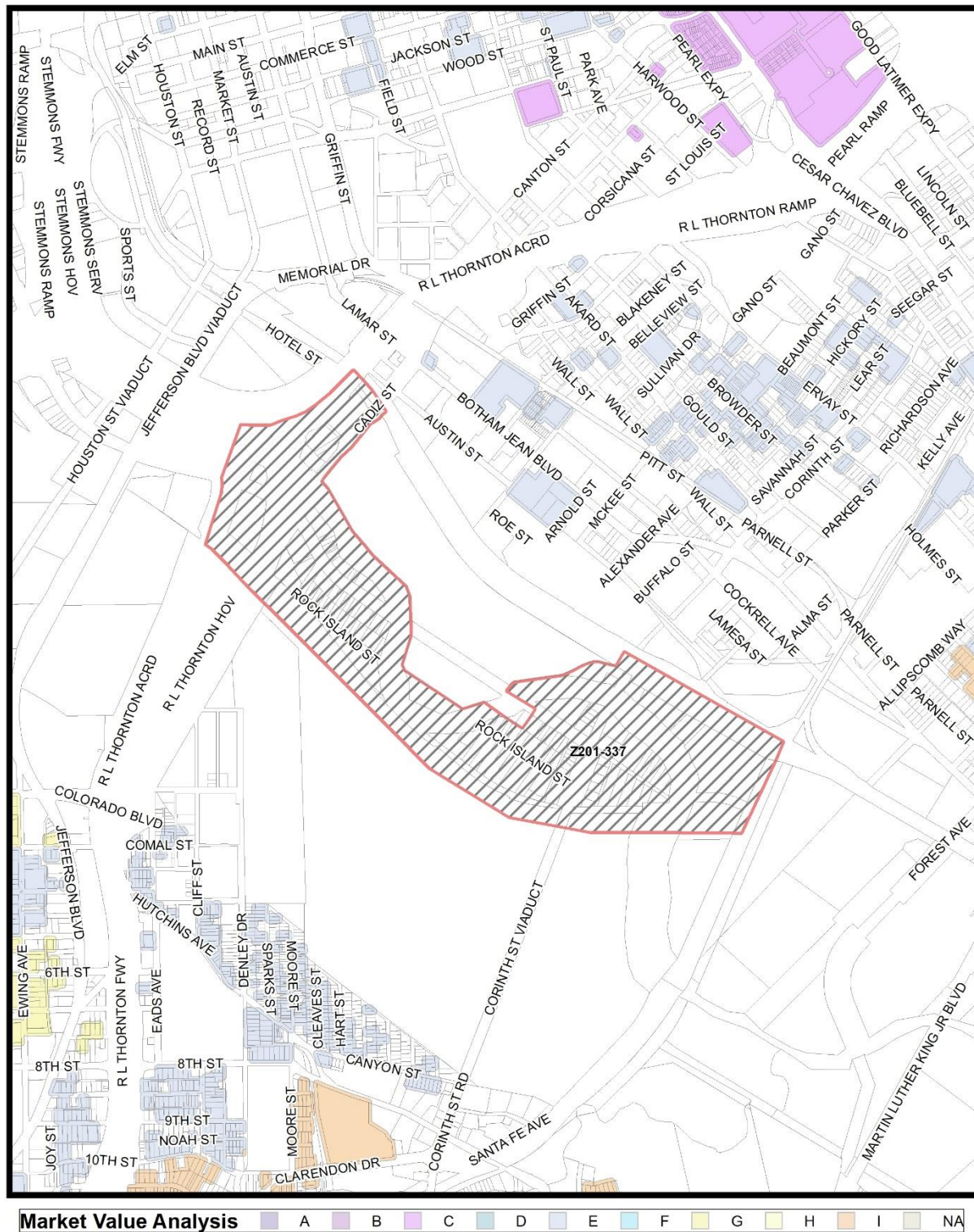








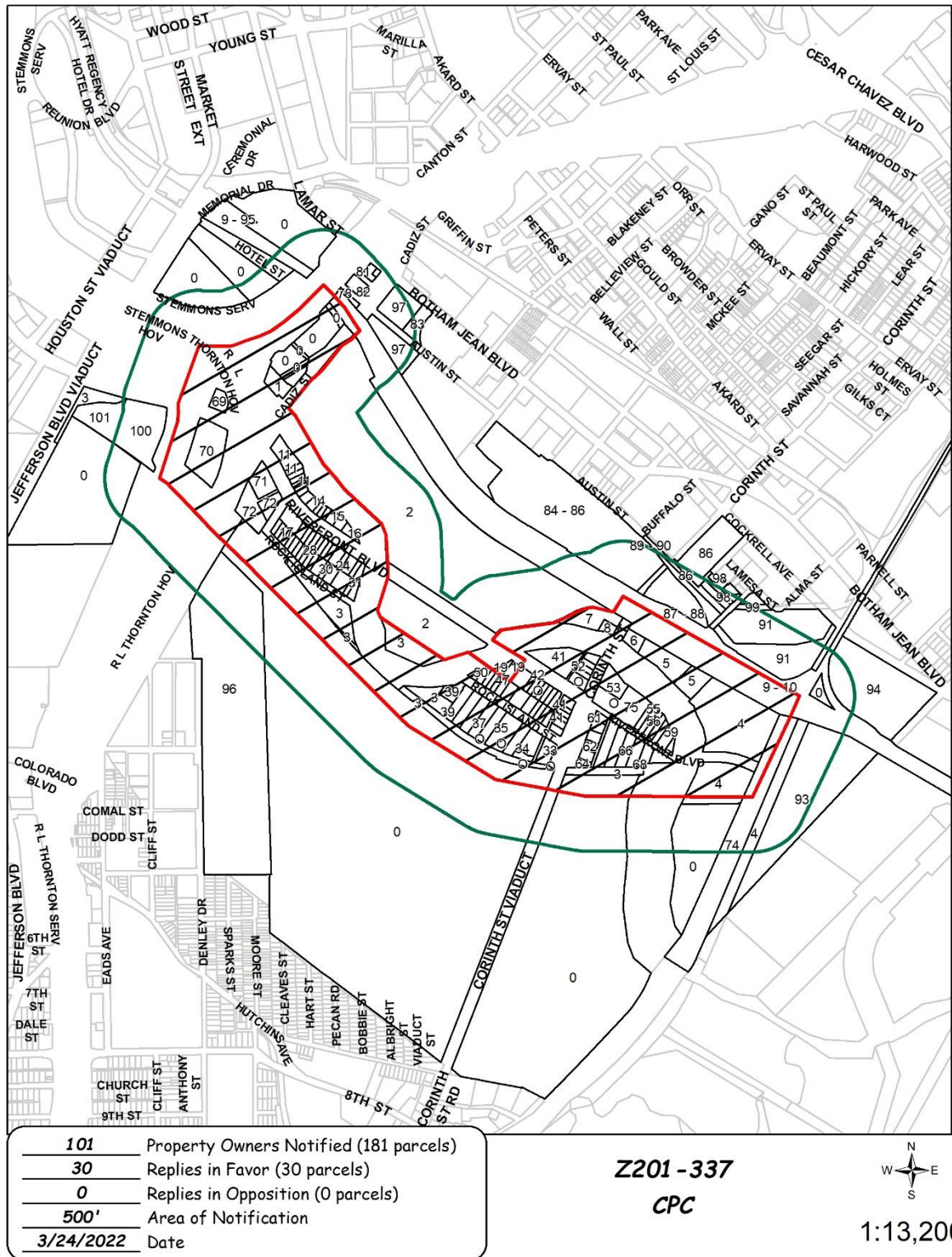
Z201-337(RM)



1:14,400

## Market Value Analysis

Printed Date: 3/7/2022



03/23/2022

***Reply List of Property Owners******Z201-337******101 Property Owners Notified 30 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>
1	327	CADIZ ST	SHERO INDUSTRIAL PPTIES LP
2	318	CADIZ ST	TEXAS CENTRAL REAL ESTATE
3	1415	S RIVERFRONT BLVD	DALLAS COUNTY FLOOD
4	2205	S RIVERFRONT BLVD	ONCOR ELECRCIC DELIVERY COMPANY
5	505	CORINTH ST	TXI OPERATIONS LP
6	520	CORINTH ST	TEXAS CENTRAL RAILROAD &
7	503	CORINTH ST	TEASLEY DOLORES LIFE ESTATE
8	501	CORINTH ST	TES SAM & KATHERINE MAO
9	4401	LINFIELD RD	ST LOUIS S W RAILWAY CO
10	9999	NO NAME ST	UNION PACIFIC RR CO
11	1006	S RIVERFRONT BLVD	CADIZ RIVERFRONT LAND
12	1008	S RIVERFRONT BLVD	Taxpayer at
13	1010	S RIVERFRONT BLVD	Taxpayer at
14	1018	S RIVERFRONT BLVD	CADIZ RIVERFRONT LAND HOLDINGS
15	1208	S RIVERFRONT BLVD	1212 SOUTH RIVERFRONT BLVD
16	1222	S RIVERFRONT BLVD	DOAN MISTY
17	1119	S RIVERFRONT BLVD	HURT & HARDIE INC
18	1121	S RIVERFRONT BLVD	UHRICK PPTIES LLC
19	1203	S RIVERFRONT BLVD	THREE RIVERFRONT PPTIES LP
20	1207	S RIVERFRONT BLVD	MARTINEZ SILVERIO
21	1209	S RIVERFRONT BLVD	TSEGU RUSOM T
22	1211	S RIVERFRONT BLVD	Taxpayer at
23	1213	S RIVERFRONT BLVD	FC RIVERFRONT LLC
24	1219	S RIVERFRONT BLVD	1219 S INDUSTRIAL LLC
25	1223	S RIVERFRONT BLVD	Taxpayer at
26	1227	S RIVERFRONT BLVD	BJS REAL ESTATE



03/23/2022

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
27	1100	ROCK ISLAND ST	UNIFIED TEXAS PROPERTIES LLC
28	1130	ROCK ISLAND ST	1130 ROCK ISLAND LLC
29	1210	ROCK ISLAND ST	Taxpayer at
30	1214	ROCK ISLAND ST	Taxpayer at
31	1216	ROCK ISLAND ST	BJS REAL ESTATE LLC
32	1228	ROCK ISLAND ST	Taxpayer at
38	1811	ROCK ISLAND ST	ROSEBUD HOLDINGS LLC
39	1809	ROCK ISLAND ST	BUCKLEY OIL CO
41	149	CORINTH ST	BISHOP INDUSTRIAL PROPERTIES
42	2011	S RIVERFRONT BLVD	HML HOLDINGS LLC
44	1919	S RIVERFRONT BLVD	Taxpayer at
47	1824	ROCK ISLAND ST	SHERARD SCOTT THOMAS
48	1820	ROCK ISLAND ST	SHERARD SCOTT T
49	1808	ROCK ISLAND ST	HML HOLDINGS LLC
50	1800	ROCK ISLAND ST	ROCKALONG LLC
54	2202	S RIVERFRONT BLVD	Taxpayer at
55	2206	S RIVERFRONT BLVD	Taxpayer at
56	2210	S RIVERFRONT BLVD	Taxpayer at
57	2214	S RIVERFRONT BLVD	Taxpayer at
58	2218	S RIVERFRONT BLVD	Taxpayer at
59	2222	S RIVERFRONT BLVD	Taxpayer at
61	2101	S RIVERFRONT BLVD	NGUYEN RANDY DAC &
62	132	CORINTH ST	BISHOP ENGINE REPLACEMENT
63	112	CORINTH ST	BISHOP ENGINE REPLACEMENT
64	106	CORINTH ST	BISHOP ENGINE REPLACEMENT
65	2205	S RIVERFRONT BLVD	OWENS SANDRA
66	2209	S RIVERFRONT BLVD	ATLAS IRON & METAL
67	2215	S RIVERFRONT BLVD	EISENBERG JOE ETAL
68	2221	S RIVERFRONT BLVD	ATLAS IRON & METAL
69	908	S RIVERFRONT BLVD	Taxpayer at
70	919	S RIVERFRONT BLVD	ONCOR ELECRTIC DELIVERY COMPANY

03/23/2022

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
71	1005	S RIVERFRONT BLVD	ARLINGTON LAKESIDE GROCERY & GRILL INC
72	106	DEARBORN ST	RIVERFRONT DEARBORN PARTNERS
73	1103	S RIVERFRONT BLVD	UHRICK PROPERTIES LLC
74	555	2ND AVE	DART
75	216	CORINTH ST	Taxpayer at
76	1212	S RIVERFRONT BLVD	1212 SOUTH RIVERFRONT BLVD
77	1212	S RIVERFRONT BLVD	DUNCAN JENNIFER INHERITORS
78	905	S AUSTIN ST	DALLAS TERM RY & UN DEPOT
79	971	BOTHAM JEAN BLVD	CCH LAMAR PARTNERS I LP
80	969	BOTHAM JEAN BLVD	LIM SCOTT
81	967	BOTHAM JEAN BLVD	LADDS ZELVA WARNER
82	969	TERMINAL ST	Taxpayer at
83	1111	BOTHAM JEAN BLVD	DESIGN & PRODUCTION INC
84	702	BELLEVIEW ST	DALLAS TERM RY & UN DEPOT
85	1803	WALL ST	BLACKSTONE MINERALS
86	2121	COCKRELL AVE	1600 ROE STREET LLC
87	2125	N AUSTIN ST	DALLAS TERM RY & UN DEPOT
88	1900	S AUSTIN ST	1600 ROE STREET LLC
89	7010	HENNING AVE	DALLAS TERM RY & UN DEPOT
90	700	HENNING ST	1600 ROE STREET LLC
91	710	HENNING AVE	Dallas ISD
92	800	HENNING AVE	TWIN G 2 LLC
93	1005	FOREST AVE	BROWN FOREST PPTY INC
94	2601	COCKRELL AVE	WILLOW DISTRIBUTORS INC
95	4401	LINFIELD RD	ST LOUIS S W RAILWAY CO
96	101	CADIZ ST	CITY & COUNTY LEVEE
97	1005	BOTHAM JEAN BLVD	CCH ALAMO LP
98	812	MONTGOMERY ST	TWIN G 2 LLC
99	2320	LAMESA ST	EVERGREEN PLAZA PARTNERS LLC
100	801	S RIVERFRONT BLVD	Taxpayer at
101	701	S RIVERFRONT BLVD	Taxpayer at

03/23/2022

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
O	A1	201 CORINTH ST	WHITLOCK PPTIES LLC
O	A2	215 CORINTH ST	WHITLOCK PPTIES LLC
O	A3	401 CORINTH ST	Taxpayer at
O	A4	403 CORINTH ST	WHITLOCK PPTIES LLC
O	A5	407 CORINTH ST	WHITLOCK PPTIES LLC
O	A6	2224 S RIVERFRONT BLVD	2224 S RIVERFRONT LLC
O	A7	418 CORINTH ST	MAHANTRAJ DT LLC
O	A8	1915 S RIVERFRONT BLVD	HML HOLDINGS LLC
O	A9	1921 S RIVERFRONT BLVD	HML HOLDINGS LLC
O	A10	1923 S RIVERFRONT BLVD	HML HOLDINGS LLC
O	A11	2001 S RIVERFRONT BLVD	HML HOLDINGS LLC
O	A12	2003 S RIVERFRONT BLVD	HML HOLDINGS LLC
O	A13	2011 S RIVERFRONT BLVD	HML HOLDINGS LLC
O	A14	1908 ROCK ISLAND ST	HML HOLDINGS LLC
O	A15	1910 ROCK ISLAND ST	HML HOLDINGS LLC
O	A16	1918 ROCK ISLAND ST	HML HOLDINGS LLC
O	A17	2000 ROCK ISLAND ST	HML HOLDINGS LLC
O	A18	2006 ROCK ISLAND ST	Taxpayer at
O	A19	2010 ROCK ISLAND ST	HML HOLDINGS LLC
O	A20	2014 ROCK ISLAND ST	HML HOLDINGS LLC
O	A21	103 CORINTH ST	Taxpayer at
O	A22	1815 ROCK ISLAND ST	HTB CASINO HOLDINGS LLC
O	A23	1901 ROCK ISLAND ST	HTB CASINO HOLDINGS LLC
O	A24	2001 ROCK ISLAND ST	HTB CASINO HOLDINGS LLC
O	A25	2017 ROCK ISLAND ST	HTB CASINO HOLDINGS LLC
O	A26	1915 ROCK ISLAND ST	HTB GAMING & SLOTS LLC
O	A27	2003 ROCK ISLAND ST	HTB GAMING & SLOTS LLC
O	A28	2205 S RIVERFRONT BLVD	OWENS SANDRA
O	A29	2017 S RIVERFRONT BLVD	RBB INDUSTRIAL LLC
O	A30	1903 ROCK ISLAND ST	HARGROVE JOHN INVESTMENTS