



**LANDMARK COMMISSION**

**JUNE 1, 2026**

FILE NUMBER: COA-26-000213  
LOCATION: 3750 Cotton Bowl Plz  
STRUCTURE: Contributing  
COUNCIL DISTRICT: 7  
ZONING: CR,CS,IM,MF-2(A),NS(A),PD-288

PLANNER: Rhonda Dunn, Ph.D.  
DATE FILED: April 27, 2026  
DISTRICT: Fair Park Historic District  
MAPSCO: 46-K, 46-L, 46-P, 46-Q, 46-R  
CENSUS TRACT: 0203.00

**APPLICANT:** Jason Hays

**REPRESENTATIVE:** N/A

**OWNER:** DALLAS CITY OF

**REQUEST**

A Certificate of Appropriateness to install eight (8) 5 foot wide by 9-foot high SEG “Snap” frame systems on the south facing exterior walls of the east and west team rooms at the Cotton Bowl Stadium (i.e., signage).

**STAFF RECOMMENDATION**

That the request for a Certificate of Appropriateness to install eight (8) 5-foot-wide by 9-foot-high SEG “Snap” frame systems on the south-facing exterior walls of the east and west team rooms at the Cotton Bowl Stadium (i.e., signage) be approved as submitted in accordance with drawings and specifications dated April 27, 2026. The proposed work is located within the Rehabilitation Zone, specifically the Cotton Bowl Subdistrict, where preservation, rehabilitation, restoration, and reconstruction are the preferred treatments, and alterations or additions may be permitted when compatible with the character of the subdistrict and when they do not diminish historic features (Section 5; Cotton Bowl Subdistrict criteria, especially 5.3). The installation of wall mounted SEG frame systems does not affect any protected historic materials, architectural elements, or artwork, and the proposed work is reversible and limited to non-character defining facades within the stadium complex. The work is compatible with the character of the Cotton Bowl Subdistrict and maintains the historic axial relationships and protected views described in Section 5.3. The proposed work is consistent with the following preservation criteria Section 5.3 under Cotton Bowl Subdistrict and Section 9.4 (permitted signage systems that do not obscure or damage

historic features); meets the standards in City Code Section 51-4.501(g)(6)(C)(i) for contributing structures; and the Secretary of the Interior's Standards for Rehabilitation.

### **TASK FORCE RECOMMENDATION**

That the request for a Certificate of Appropriateness to install eight (8) 5-foot-wide by 9-foot-high SEG "Snap" frame systems on the south-facing exterior walls of the east and west team rooms at the Cotton Bowl Stadium (i.e., signage) be approved as submitted.

### **BACKGROUND / HISTORY:**

The Cotton Bowl Stadium that exists today remains in its original 1930 location at the center of Fair Park, though its form has changed substantially through successive phases of expansion and modernization. The stadium was first constructed by excavating the former racetrack and lowering the playing field, with an earthen berm shaped around the perimeter to establish the original seating bowl with a capacity of approximately 46,200. In preparation for the 1936 Texas Centennial Exposition, architectural enhancements were added to the north and south entrances, including plaster-faced entry portals and pylons that emphasized the stadium's role within the Exposition's axial planning.

Significant post-war expansion occurred in 1948 and 1949, when the north and south berms were lowered and a new upper deck was added along the sidelines, increasing capacity to roughly 71,500. Subsequent improvements in 1968, 1993, 2002, and 2004 addressed seating upgrades, locker room modernization, and restroom expansion, along with incremental increases in capacity. The most extensive renovation occurred in 2008, when the upper deck was fully enclosed to create a continuous seating bowl. This effort expanded capacity to approximately 92,000 and introduced new media facilities, VIP spaces, and upgrades to lighting, utilities, circulation, and life-safety systems.

The current request involves work on the exterior of the east and west team rooms on the south side of the stadium. These areas, while part of the larger contributing structure, do not contain protected architectural finishes or historic artwork, and the proposed installation of standardized SEG "Snap" frames represents a contemporary intervention intended to support event-related messaging. The work must be evaluated for compatibility with the historic character of the Cotton Bowl Subdistrict and the preservation criteria governing signage within the Fair Park Historic District.

There are no previous applications for Certificates of Appropriateness (or Demolition) filed for this property that are pertinent to this CA.

The Cotton Bowl stadium is a Texas State Antiquities Landmark (SAL).

## RELEVANT PRESERVATION CRITERIA:

### Fair Park Historic District (H-33), Ordinance No. 27079

#### SEC. 5. REHABILITATION ZONE

##### 5.3 Cotton Bowl Subdistrict.

###### b. Preservation criteria

###### 1. Cotton Bowl.

A. Redevelopment and continued year-round use is encouraged.

B. Preservation, restoration, or rehabilitation is encouraged.

C. Reconstruction of the original Cotton Bowl based on historic documentation is encouraged.

D. New construction, alterations, or additions are permitted in accordance with the following:

i. No addition may be visible behind the State of Texas Building when viewed axially from the farthest edge of the Esplanade fountain. Additions must not disrupt the prominence of the State of Texas Building from any viewpoint within the Esplanade of State Subdistrict.

ii. Entries on the north (Agrarian side) and south (Cotton Bowl Plaza facing the Lagoon) must be maintained.

iii. The axial relationship to Stadium Plaza, John Reagan Plaza, and the Lagoon must be maintained.

iv. The current footprint may not be enlarged by more than 20 percent.

v. No addition may connect to, or hover over, other historic buildings.

vi. Alterations are encouraged to be located on the rear (south end zone) side of the structure.

vii. Pylons, flag poles, and lighting similar to, or as an accurate reconstruction of, the historic elements are encouraged.

viii. Creation of lighting effects similar to the 1936 bank of lights is encouraged. The 1936 bank of lights is illustrated as Exhibit C6 (in the preservation criteria).

## SEC. 9. SIGNS

### 9.4 New permanent banner systems are permitted if appropriate and:

- a. the banner system does not cause damage to historic materials or features;
- b. the banner system does not obscure historic elements such as entrances, art, or other special features; and
- c. the banner system is of appropriate design.

### **RELEVANT SECRETARY OF THE INTERIOR'S STANDARDS FOR THE TREATMENT OF HISTORIC PROPERTIES:**

*2. The historic character of a property shall be retained and preserved. The removal of distinctive materials or alteration of features and spaces that characterize a property shall be avoided.*

*5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.*

*9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*

*10. New additions and adjacent or related new construction shall be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*

### **RELEVANT DALLAS CITY CODE:**

#### **Section 51A-4.501. Historic Overlay District**

(g) Certificate of Appropriateness.

(6) Standard certificate of appropriateness review procedure.

(C) Standard for approval. The landmark commission must grant the application if it determines that:

(i) for contributing structures:

(aa) *the proposed work is consistent with the regulations contained in this section and the preservation criteria contained in the historic overlay district ordinance.*

(bb) *the proposed work will not have an adverse effect on the architectural features of the structure.*

(cc) *the proposed work will not have an adverse effect on the historic overlay district; and*

*(dd) the proposed work will not have an adverse effect on the future preservation, maintenance and use of the structure or the historic overlay district.*

## SITE MAP

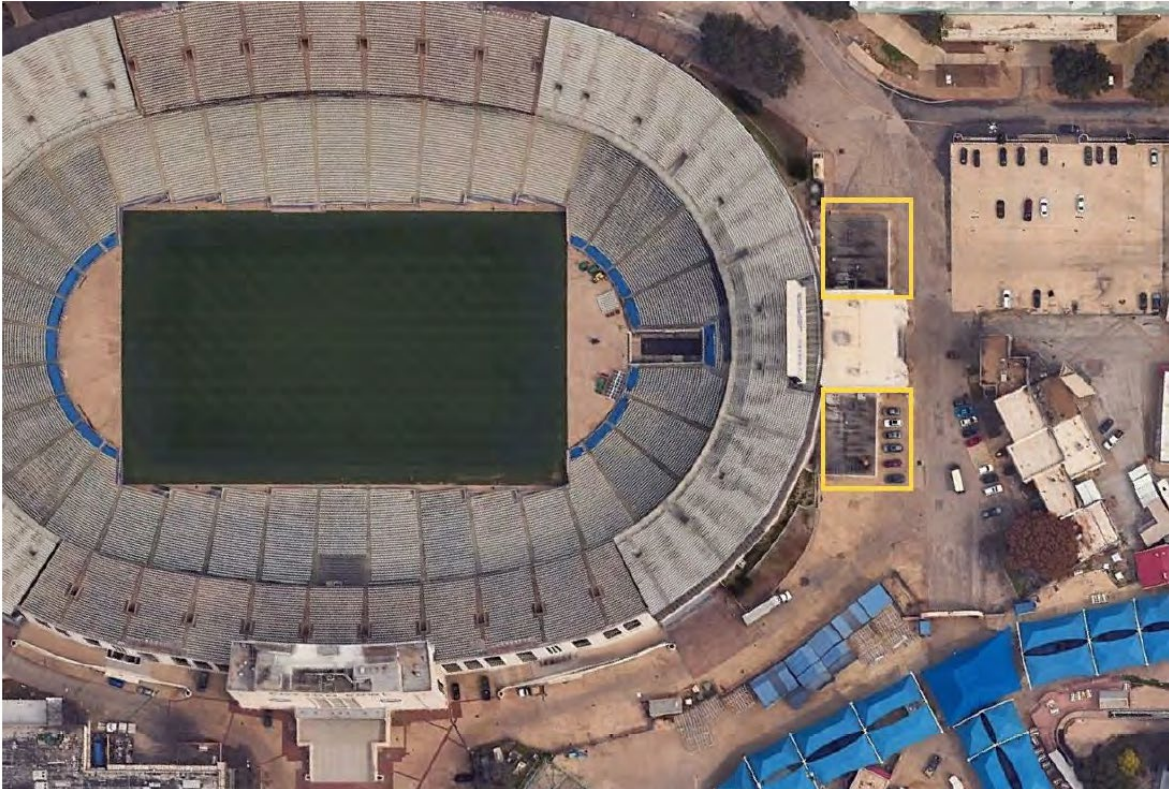
3750 Cotton Bowl Plaza

Basemap Source: Google Earth

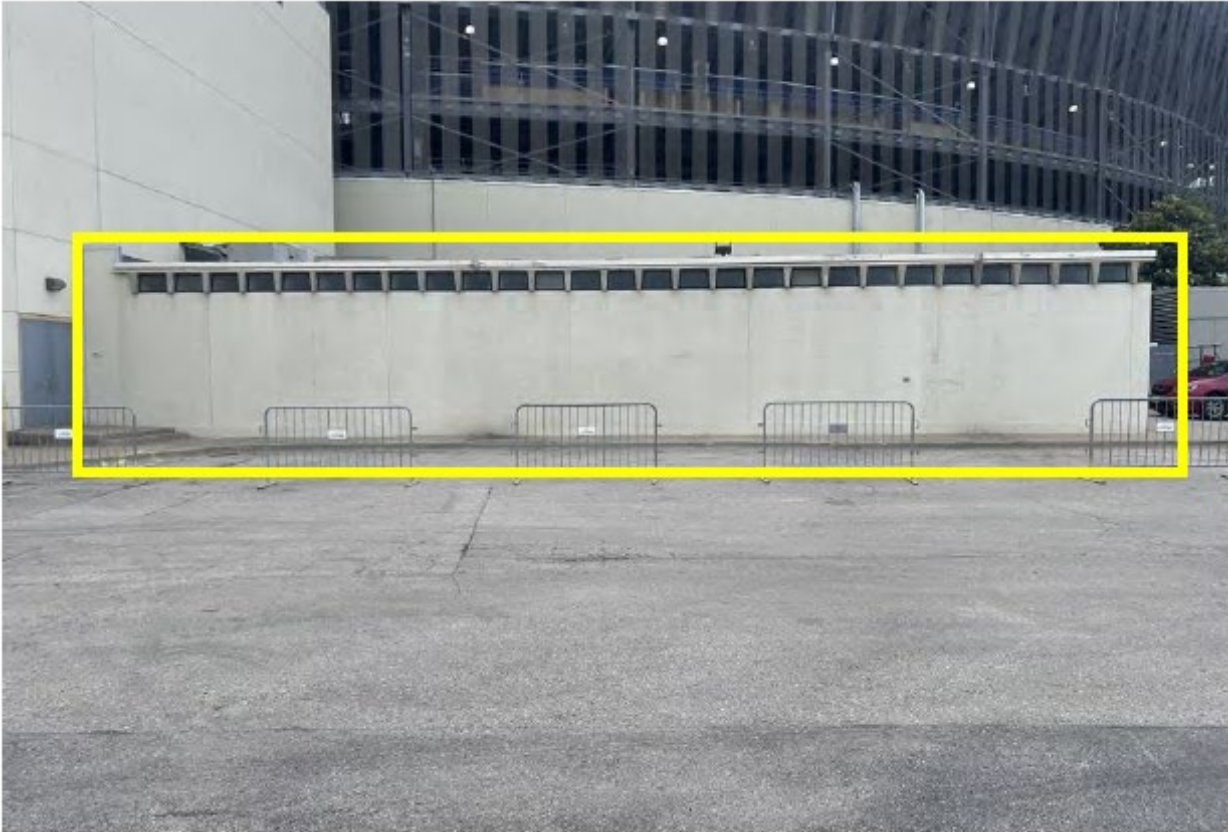


**Subject property:** The small red balloon demarcates the Cotton Bowl Stadium. The purple shading indicates Fair Park Historic District coverage.

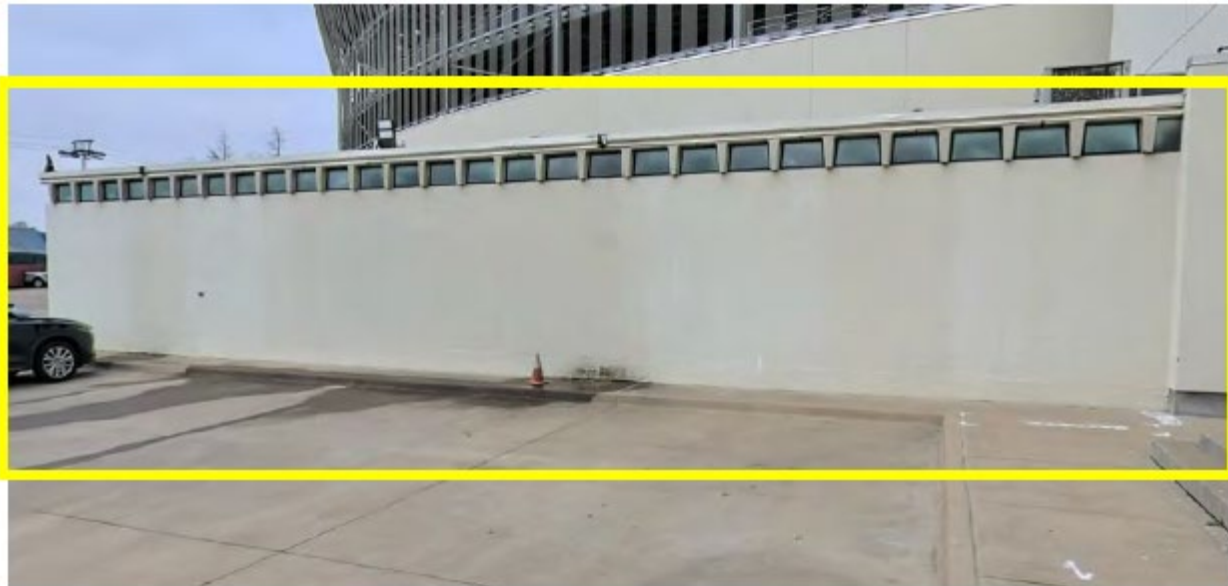
**CURRENT PHOTOS**  
**3750 Cotton Bowl Plaza**



**Subject property: Aerial view, East and West Team rooms are highlighted in yellow. Source: Photo provided by the applicant.**



**Close up of the East Team Room. Source: Photo provided by the applicant.**



**Close up of the West Team Room. Source: Photo provided by the applicant.**

**ATTACHMENTS:**

- **Task Force Recommendation Form**
- **Certificate of Appropriateness Application**

**TASK FORCE RECOMMENDATION REPORT**  
**FAIR PARK**

DATE: 05/13/2026  
TIME: 11:00 am  
MEETING PLACE: 2922 Swiss Ave, Wilson House

Applicant Name: Jason Hays  
Address: 3750 Cotton Bowl Plz – Cotton Bowl Stadium  
CA/CD/CR Request: 4/27/2026

**RECOMMENDATION:**

Approve     Approve with conditions     Deny     Deny without prejudice

Recommendation / comments / basis:

Task force members present

<input checked="" type="checkbox"/> Ann Piper	<input checked="" type="checkbox"/> David Chase (Chair)	<input type="checkbox"/> Nancy McCoy (Vice Chair)
<input checked="" type="checkbox"/> Jason Hays	<input checked="" type="checkbox"/> Jade Broadnax	<input checked="" type="checkbox"/> Brett Wulke <input type="checkbox"/> Lindsey Rider
<input checked="" type="checkbox"/> Faith Golden	<input type="checkbox"/> Gary Skotnicki	<input checked="" type="checkbox"/> Matt Wood

Ex Officio staff members Present  Rhonda Dunn, Ph.D.

Simply Majority Quorum:  yes     no (five makes a quorum)

Maker: MW

2<sup>nd</sup>: AP

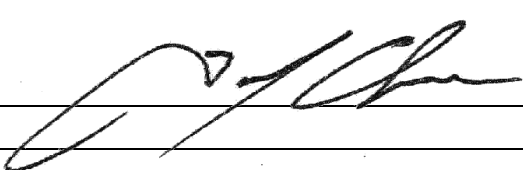
Jason Hays recused himself from vote

Task Force members in favor: ALL

Task Force members opposed: NONE

Basis for opposition:

CHAIR, Task Force



DATE: 05/13/2026

The task force recommendation will be reviewed by the landmark commission in the City Council chamber, Room 6ES, starting at 9:30 am with a staff briefing.

The Landmark Commission public hearing begins at 1:00 pm in Room 6ES, the Council Chamber, which allows the applicant and citizens to provide public comment(s).



## Cotton Bowl Stadium:

# SEG Systems “Snap” Signage Frames

### Fair Park Task Force

Jason Hays, SVP – Brand Experience  
State Fair of Texas



## Summary

- The State Fair of Texas is seeking approval to install eight (8), 5' W x 9' H SEG "Snap" frame systems on exterior the east and west team rooms of Cotton Bowl Stadium.
- SEG Snap frame systems are wall-mounted graphic frames that would allow the State Fair of Texas, Fair Park, Fair Park tenants, and special events to promote activities occurring in the park.
- These frame systems, planned to be permanently installed on the south facing walls of the team rooms, would provide a standardized opportunity for promotional signage in this key zone.
- Per Exhibit B1 (Historic overlay district zones) in Ordinance 27079, the team rooms are in the Renovation Zone of Fair Park.



# Location

## Cotton Bowl Stadium East and West Team Rooms

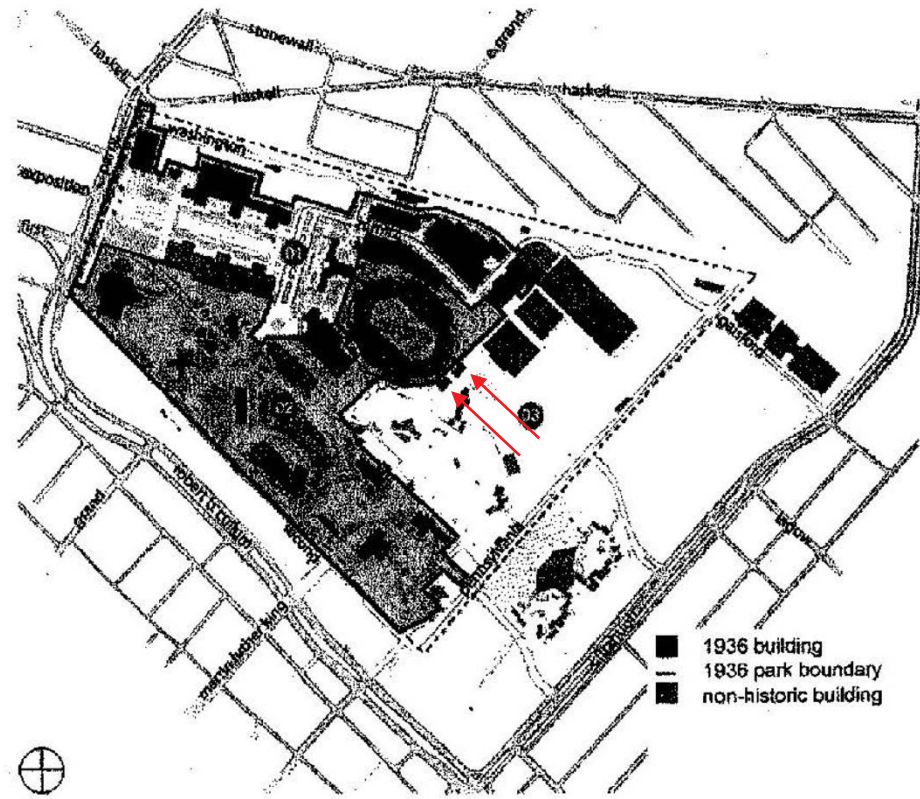


Exhibit B1. Historic Overlay District Zones

27079

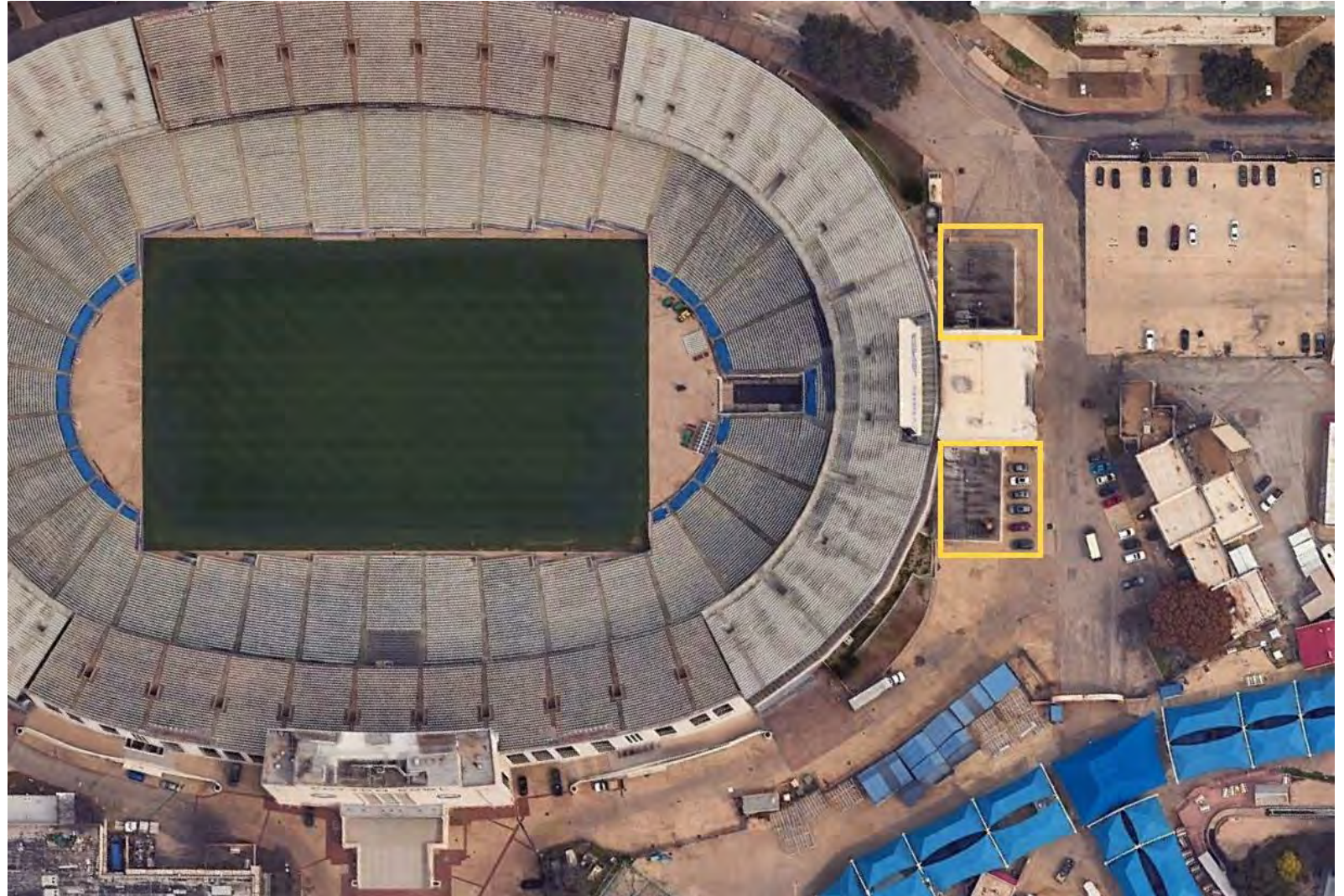
080437

2078-121(MD) (Expand and Amend Fair Park Historic District) – Page 56



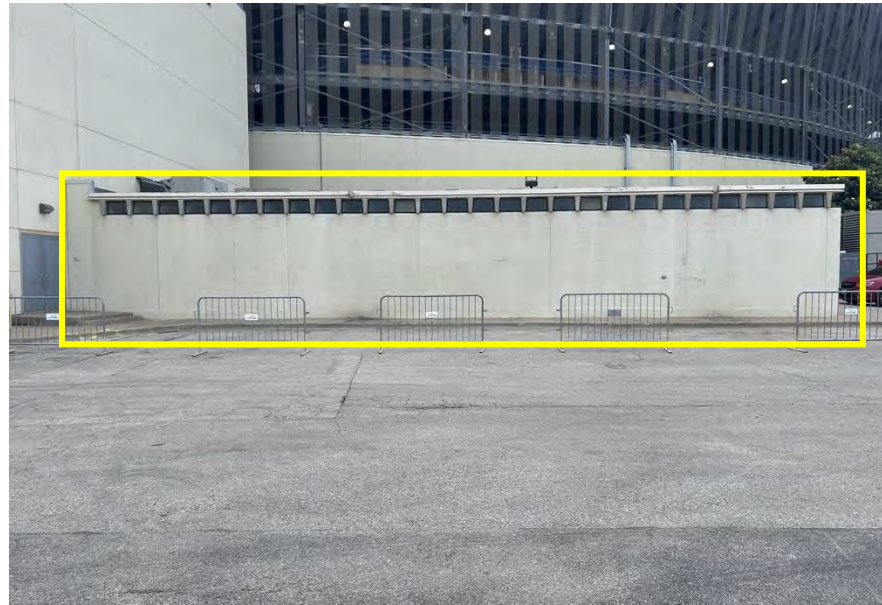
# Location

## Cotton Bowl Stadium East and West Team Rooms

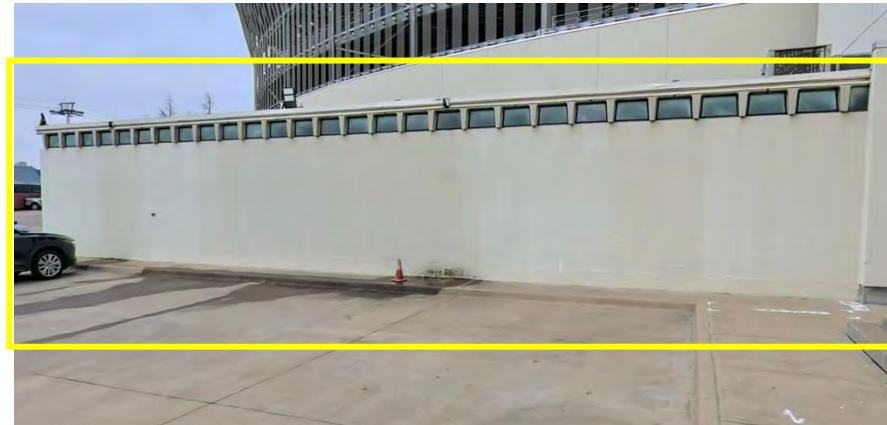


## Location

### Cotton Bowl Stadium East and West Team Rooms



**East Team Room**



**West Team Room**



# History

## Cotton Bowl Stadium East and West Team Rooms

- 1921: Fair Park Football Stadium Built
- 1930: Fair Park Bowl constructed on site of Fair Park Football Stadium
- 1936: Cavalcade of History presented at Bowl (Texas Centennial Exposition)
- 1937: First Cotton Bowl Classic game played
- 1949: First team rooms added to Cotton Bowl Stadium
- 2008: Most recent renovation to the Cotton Bowl team rooms



# SEG Snap Frames

VIBRANT FABRIC GRAPHICS



7/8" LOW-PROFILE

SEG SNAP FRAME



# SEG Snap Frames Installation

## Fixed to Wall

- Pre-drilled holes for direct wall mounting. Screws inserted through holes and into wall anchors.

Drywall Anchors & Screws: #2140

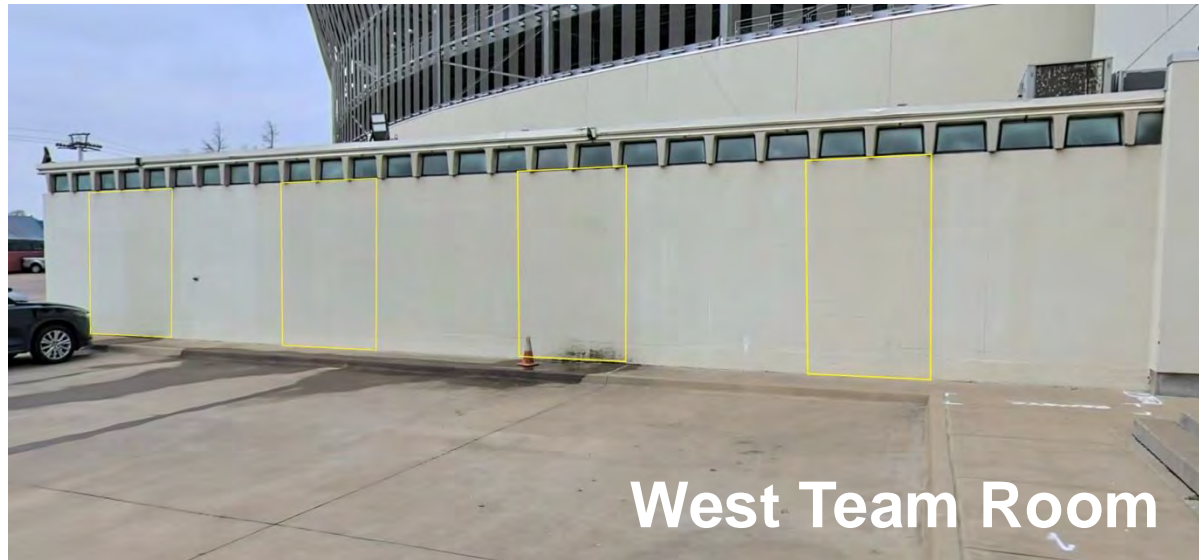
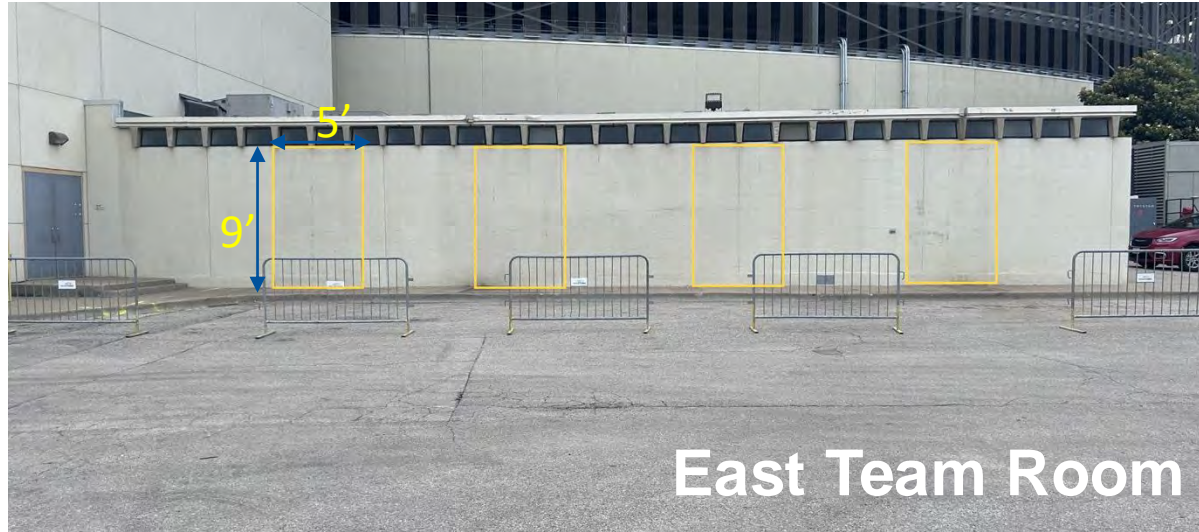


Side View



# Proposed Installation

- Four (4) 5' W x 9' H frames would be installed on each south facing wall of the east and west team rooms.
- Each frame would be powder coated with PMS P 169-1C, the closest Pantone match to the current paint color on the team rooms.



**PANTONE®**  
P 169-1 C

COA-26-000213

# Frame with Signage Rendering





# Discussion