

FILE NUMBER: Z234-342(JG)/Z-25-000126

DATE FILED: September 13, 2024

LOCATION: East line of North Ceasar Chavez Boulevard, between Elm Street and Main Street

COUNCIL DISTRICT: 2

SIZE OF REQUEST: Approx. 1.46 acres

CENSUS TRACT: 48113003103

REPRESENTATIVE: Santos T. Martinez, La Sierra Planning Group

OWNER/APPLICANT: Spencer Kelly, 2201 Main, LLC.

REQUEST: An application for an amendment to Specific Use Permit No. 2302 for an attached projecting non-premise district activity videoboard sign on property zoned CA-1(A) Central Area District.

SUMMARY: The purpose of the request is to maintain an existing attached projecting non-premise district activity videoboard sign.

STAFF RECOMMENDATION: Approval, subject to conditions.

CPC RECOMMENDATION: Approval for a six-year period subject to conditions.

BACKGROUND INFORMATION:

- The area of request is zoned CA-1(A) Central Area District within the Downtown Special Provision Sign District (SPSD) with Specific Use Permit 2302 for an attached projecting non-premise district activity videoboard sign.
- The site is developed with an office building and attached parking structure.
- Ordinance No. 28347 was adopted by City Council on August 24, 2011. Among the amendments in this ordinance, was to increase the number of videoboard signs allowed in the Downtown SPSP to a total of 15 and increase the area in which the videoboard signs are allowed.
- SUP 2302 was approved by City Council on September 26, 2018, for a six-year period. [Expiration date: September 26, 2024]. This application for the renewal of the SUP was submitted on September 13, 2024.
- The current renewal request is for existing video board sign is located on the west facade of the building, along Cesar Chavez Boulevard.

Zoning History:

There have not been any recent zoning change requests in the area in the last five years.

1. **Thoroughfares/Streets:**

Thoroughfare/Street	Type	Existing/Proposed ROW
Elm Street	Major Arterial	-
Cesar Chavez Boulevard	Major Arterial	-
Main Street	Minor Arterial	-

Traffic:

The Transportation Development Services Division of the Planning and Development Department, in coordination with the Transportation and Public Works Department, reviewed the request and determined that it will not significantly impact the surrounding roadway system. The renewal included a traffic memo which did not find a significant impact.

STAFF ANALYSIS:

Comprehensive Plan:

ForwardDallas 2.0 is the citywide Comprehensive Plan for future land use in the City of Dallas. Adopted by City Council in September 2024, the plan includes a future land use map and guidance for a future vision of the City of Dallas. It also establishes goals and guidelines for land use and other decisions by the City. According to the City of Dallas’s Development Code, the comprehensive plan serves merely as a guide for rezoning requests, but does not establish zoning boundaries nor does it restrict the City’s authority to regulate land use. The site is situated in the City Center Placetype.

As a high-level citywide policy document, ForwardDallas 2.0 does not include recommendations at the scale of this request or about the renewal of a Specific Use Permit for an attached projecting non-premise district activity videoboard sign land use.

Area Plans:

360 Plan – The 360 Plan is a strategic framework intended to guide the continued growth and long-term success of Downtown Dallas by establishing a clear, coordinated vision for the city center. The plan builds on recent population, employment, and investment growth by aligning public and private resources to reinforce downtown development. The document is organized around transformative strategies, which include building complete neighborhoods, advancing urban mobility, and promoting great placemaking to enhance quality of life and economic value. Implementation is coordinated through time-bound action items that are tied to specific responsible parties and funding sources. The primary goal is to create a vibrant, walkable, mixed-use urban environment.

The plan does not address signage beyond general design-level guidelines.

Land Use:

	Zoning	Land Use
Site	CA-1(A), Central Area District, the Downtown Special Provision Sign District (SPSD), SUP 2302	Office Building + Attached Parking Garage Structure, Surface Parking
North	CA-1(A), Central Area District, the Downtown Special Provision Sign District (SPSD)	Surface Parking Lot
East	CA-1(A), Central Area District	I-45
South	CA-1(A), Central Area District, the Downtown Special Provision Sign District (SPSD)	Office Building

West	CA-1(A), Central Area District, the Downtown Special Provision Sign District (SPSD)	Office Building, Surface Parking Lot
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Land Use Compatibility:

The approximate 1.46-acre area of request is zoned CA-1(A), Central Area District, with SUP 2302 for a non-premise district activity videoboard sign and is developed with an office building with an attached garage structure and ground floor retail. The site is also within Subdistrict I: Inner Loop within the Downtown Special Provision Sign District.

SUP 2302 was approved by City Council on September 26, 2018, for a six-year period. [Expiration date: September 26, 2024]. The purpose of the request is to renew the SUP to continue the display of an existing attached projecting videoboard sign on the western façade of the hotel building.

Uses surrounding the area of request include a surface parking lot to the north, a surface parking lot and office building to the west, and another office building to the south. To the east of the subject site is I-45 expressway.

The general provisions for a Specific Use Permit in Section 51A-4.219 of the Dallas Development Code specifically state: (1) The SUP provides a means for developing certain uses in a manner in which the specific use will be consistent with the character of the neighborhood; (2) Each SUP application must be evaluated as to its probable effect on the adjacent property and the community welfare and may be approved or denied as the findings indicate appropriate; (3) The city council shall not grant an SUP for a use except upon a finding that the use will: (A) complement or be compatible with the surrounding uses and community facilities; (B) contribute to, enhance, or promote the welfare of the area of request and adjacent properties; (C) not be detrimental to the public health, safety, or general welfare; and (D) conform in all other respects to all applicable zoning regulations and standards. The regulations in this chapter have been established in accordance with a comprehensive plan for the purpose of promoting the health, safety, morals, and general welfare of the city.

The existing projecting sign is consistent with the general provision for a Specific Use Permit and with the provisions for attached non-premise district activity video board signs in Section 51A-7.909 as they pertain to: content, location and number, size, SUP requirement, installation, projecting, and building occupancy requirements.

Staff is in support of the request and recommends approval with no expiration date, subject to conditions.

Development Standards:

A maximum of 15 non-premise district activity videoboard signs are permitted within the Downtown SPSD and may only be erected on buildings with frontage on streets within the Retail Subdistrict bounded by Jackson Street, Lamar Street, Pacific Street, and Cesar Chavez Boulevard.

Non-premise district activity videoboard signs may not be placed on Pacific Avenue between Akard Street and Ervay Street. Additionally, non-premise district activity videoboard signs may not be placed on building facades facing Main Street Garden or Belo Garden.

A maximum of one non-premise district activity videoboard sign is permitted per block face. Non-premise district activity videoboard signs must have a minimum of 100 square feet in effective area and may have a maximum of 150 square feet in effective area.

Non-premise district activity videoboard signs are only permitted by SUP.

Non-premise district activity videoboard signs are only permitted on buildings with retail and personal service uses, lodging uses, or office uses occupying at least 75 percent of the leasable ground floor area and an overall building occupancy of at least 50 percent. Non-premise district activity videoboard signs are not allowed on a lot containing a commercial surface parking lot use.

Projecting non-premise activity videoboard signs:

- must have a vertical orientation with height exceeding the width at a minimum of 16:9 width-to-height ratio;
- may project a maximum of 12 feet into the right-of-way;
- must have a minimum clearance of 15 feet above the sidewalk and a maximum clearance of 35 feet above the sidewalk; and
- must have video displays on both sides of the sign.

All videoboard signs:

- must contain a default mechanism that freezes the image in one position in case of malfunction;
- must automatically adjust the sign brightness based on natural ambient light conditions in compliance with the following formula:
 - the ambient light level measure in luxes, divided by 256 and then rounded down to the nearest whole number, equals the dimming level; then

- the dimming level, multiplied by .0039 equal the brightness level; then
- the brightness level, multiplied by the maximum brightness of the specific sign measured in nits, equals the allowed brightness, measured in nits;
- must be turned off between 1:00 a.m. and 7:00 a.m. Monday through Friday and 2:00 a.m. and 8:00 a.m. on Saturday and Sunday; and
- may not display light of such intensity or brilliance to cause glare, impair the vision of an ordinary driver, or constitute a nuisance.

Non-premise district activity videoboard signs:

- must have a full color display able to display a minimum of 281 trillion color shades; and
- must be able to display a high-quality image with a minimum resolution equivalent to 19mm maximum pixel size.

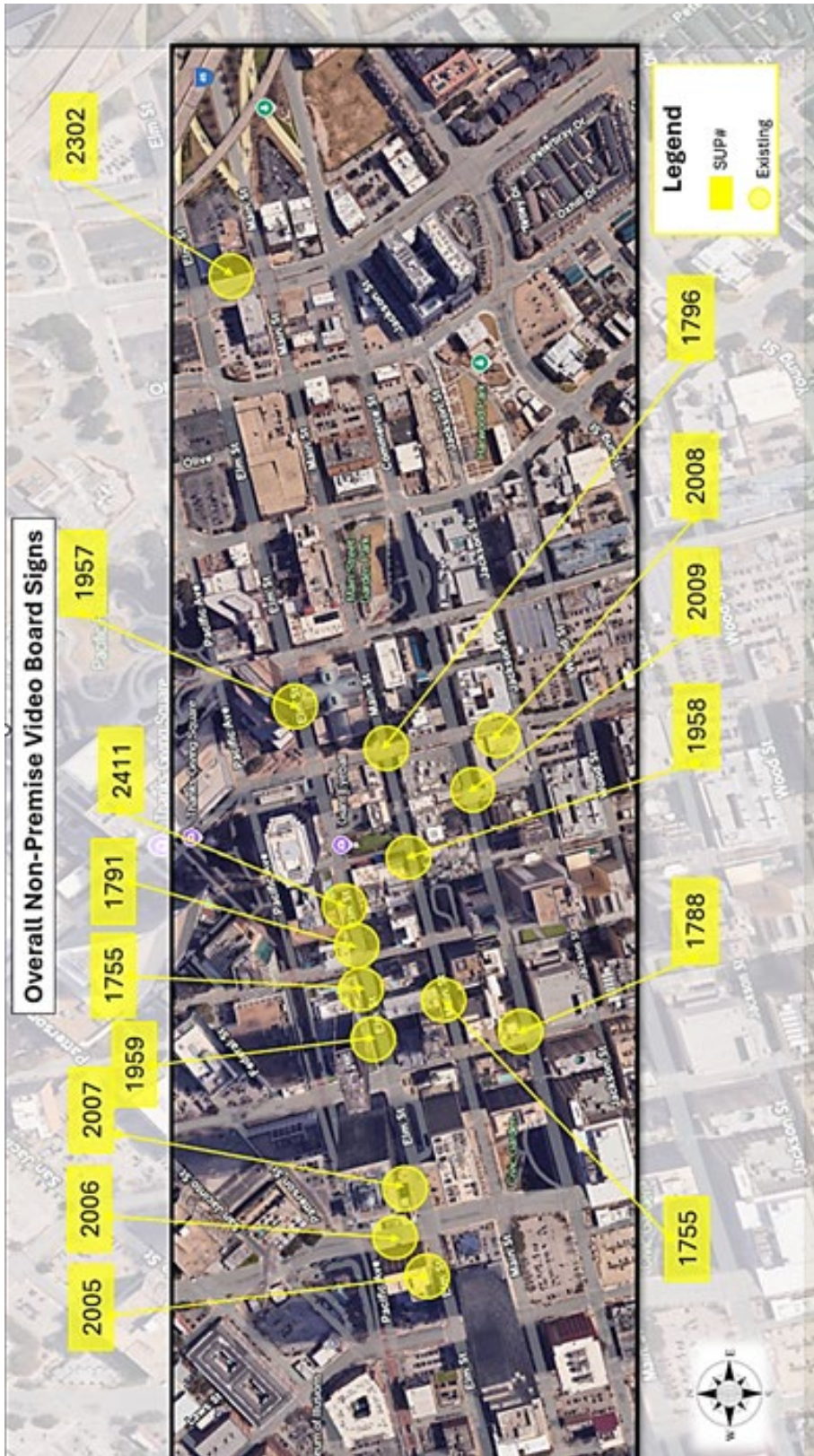
Changes of message must comply with the following:

- Each message must be displayed for a minimum of eight seconds;
- Changes of message must be accomplished within two seconds;
- Changes of message must occur simultaneously on the entire sign face; and
- No flashing, dimming, or brightening of message is permitted except to accommodate changes of message

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 I). The area of request is currently in an “F” MVA cluster. The area to the northeast continues that “F” cluster. The area to the northwest includes MVA clusters of “A” and “C.” The area to the south is primarily made up of a “C” MVA cluster.

VIDEOBOARD LOCATIONS



List of Officers

2201 Main, LLC.

- John Salazar, President
- Eva Salazar, Manager
- Spencer Kelly, Manager

CPC ACTION
May 7, 2026

Motion: It was moved to recommend **approval** of an amendment to Specific Use Permit No. 2302 for an attached projecting non-premise district activity videoboard sign for a six-year period, subject to conditions, on property zoned CA-1(A) Central Area District, on the east line of North Ceasar Chavez Boulevard, between Elm Street and Main Street.

Maker: Hampton
Second: Carpenter
Result: Carried: 14 to 0

For: 14 - Sims, Hampton, Herbert, Serrato,
Carpenter, Wheeler-Reagan, Franklin
Koonce, Housewright, Kocks, Coffman, Hall,
Kingston, Rubin
Against: 0
Absent: 0
Vacancy: 1 - District 4

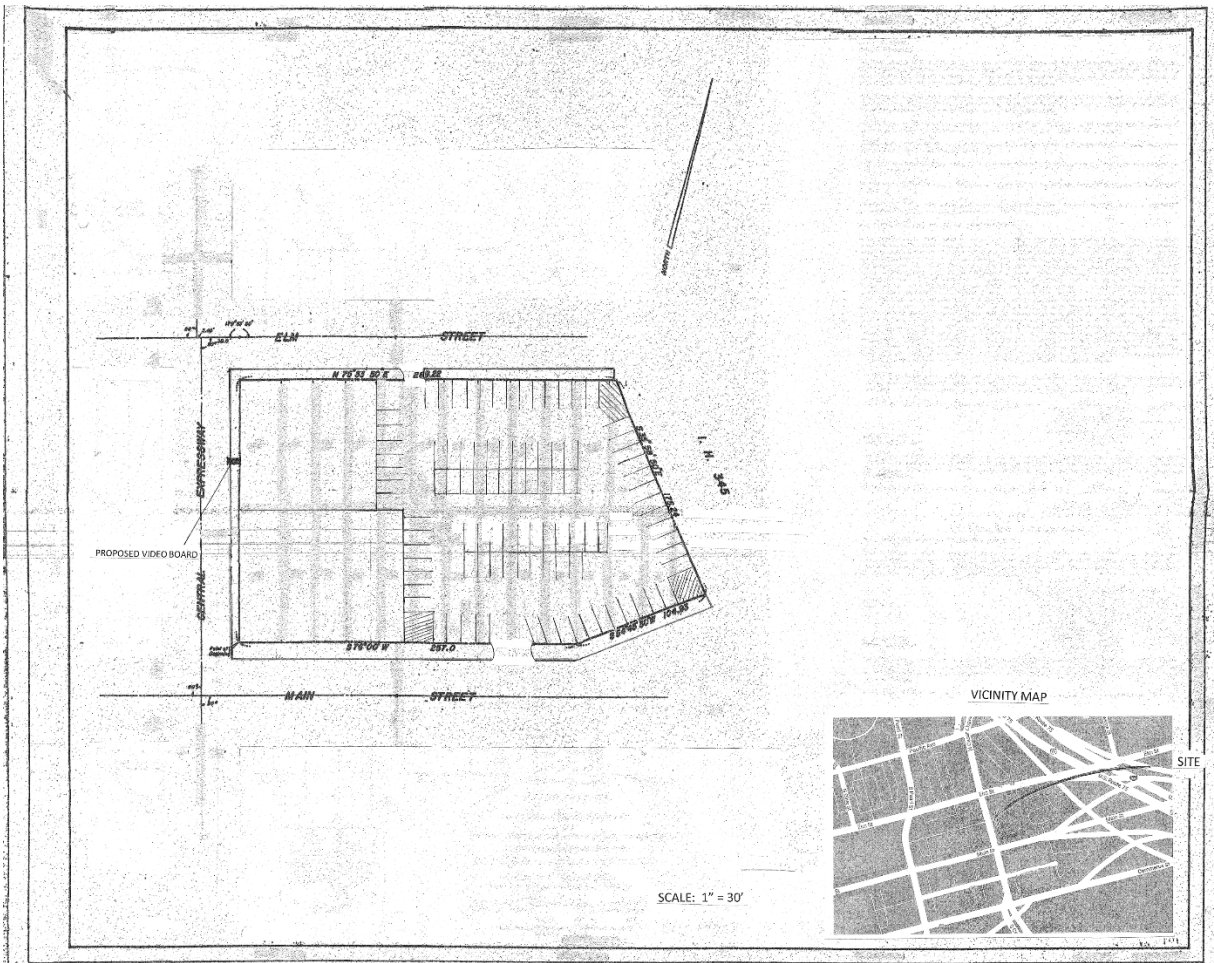
Notices: Area: 300 Mailed: 16
Replies: For: 0 Against: 3

Speakers: For: Santos Martinez, 2489 Camino Plata Loop NE, Rio Chanco, NM, 87144
Against: None

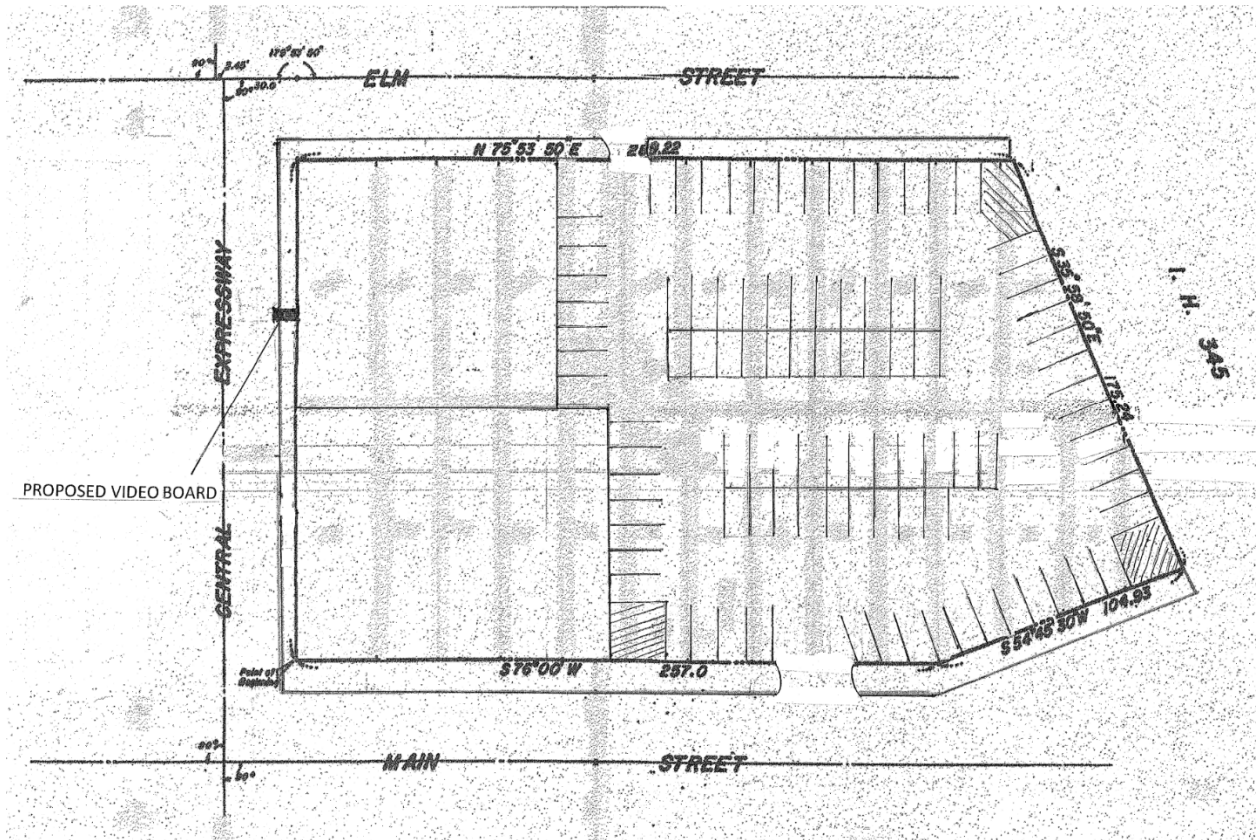
Proposed Conditions

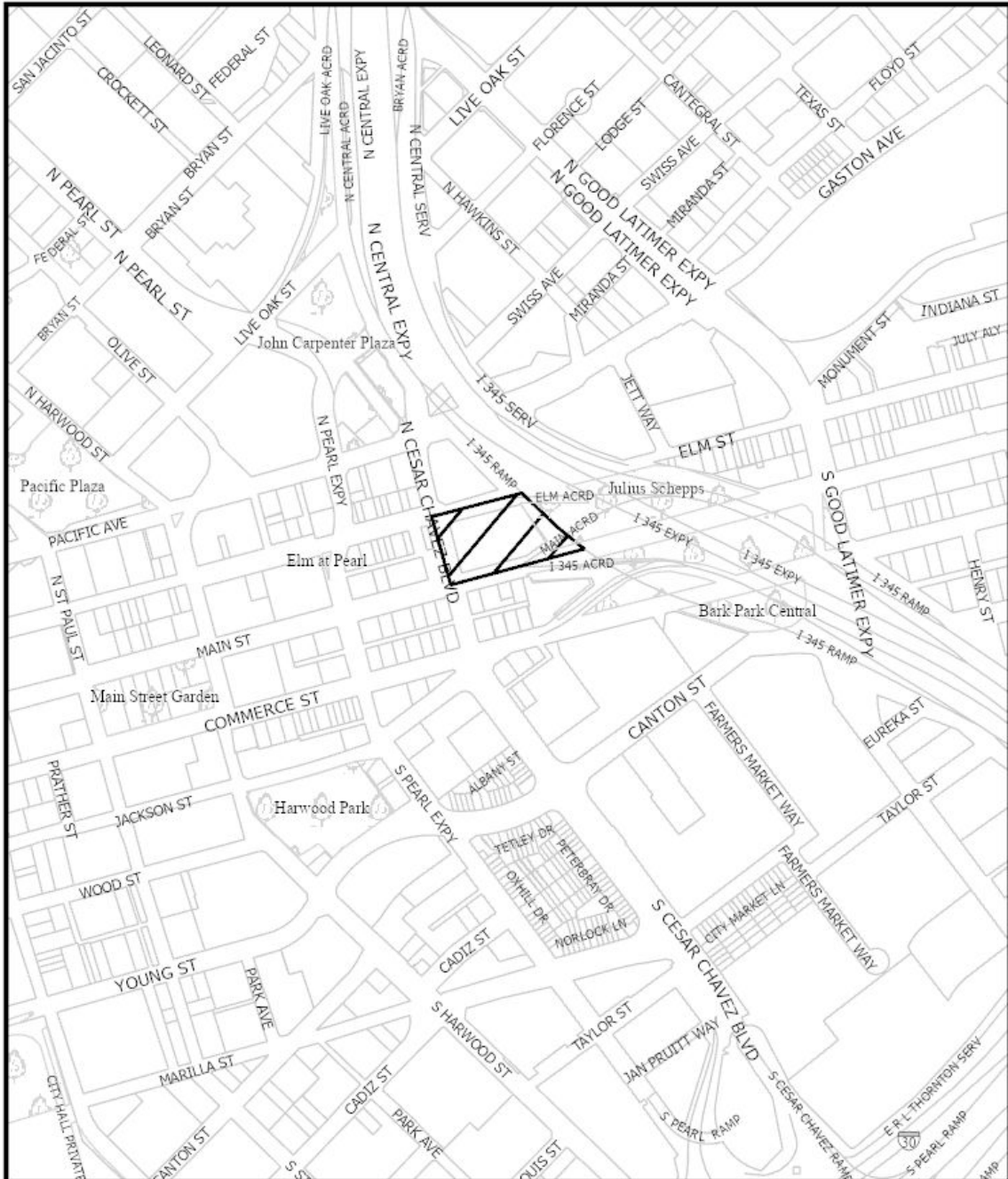
1. USE: The only use authorized by this specific use permit is an attached projecting non-premise district activity videoboard sign.
2. SITE PLAN: Use and development of the Property must comply with the attached site plan.
3. TIME LIMIT: This specific use permit ~~expires on September 24, 2026.~~ (six years after approval)
4. MAINTENANCE: The Property must be properly maintained in a state of good repair and neat appearance.
5. GENERAL REQUIREMENTS: Use of the Property must comply with all federal and state laws and regulations, and with all ordinances, rules, and regulations of the City of Dallas.


Existing Site Plan
No changes



Existing Site Plan (Enlarged)

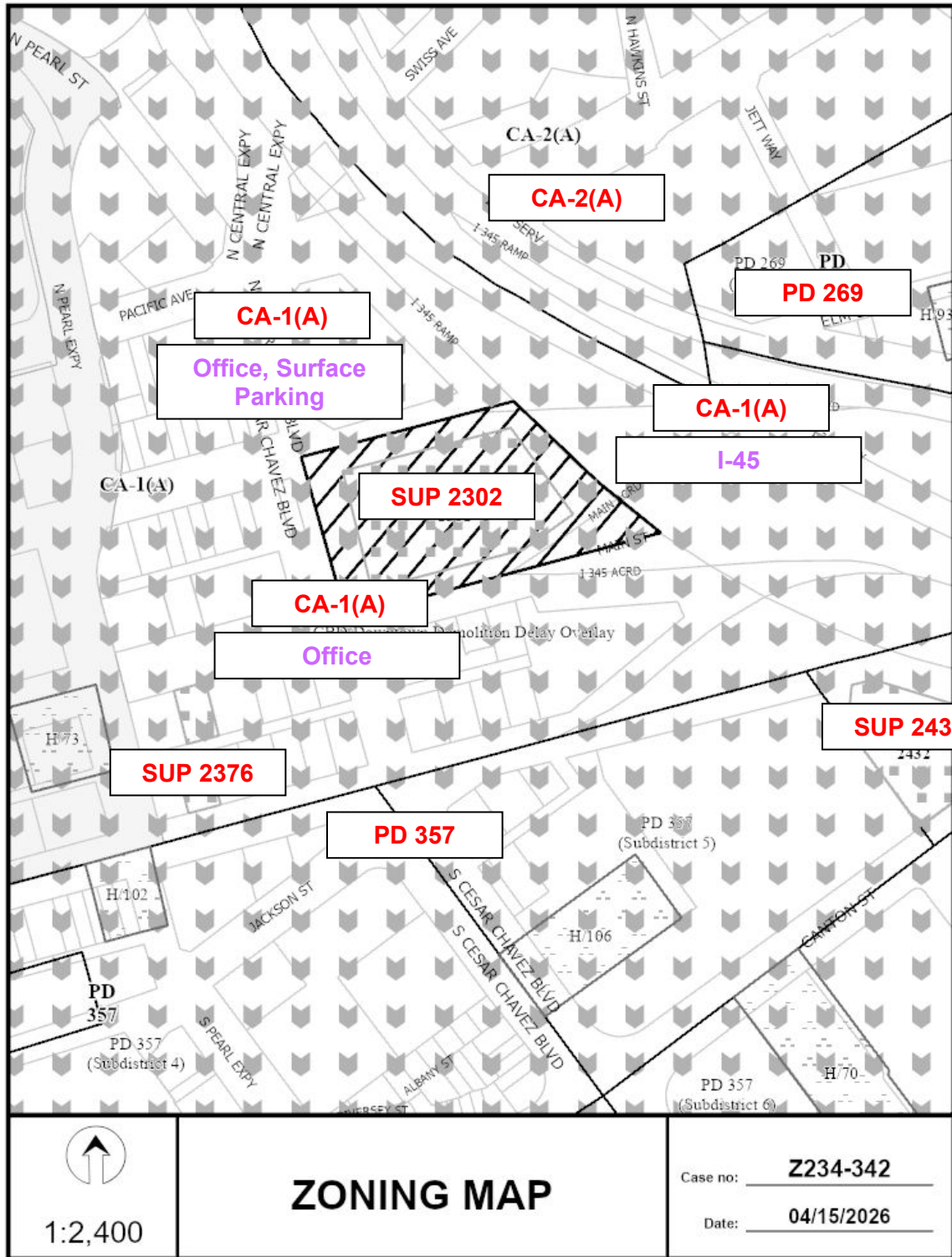




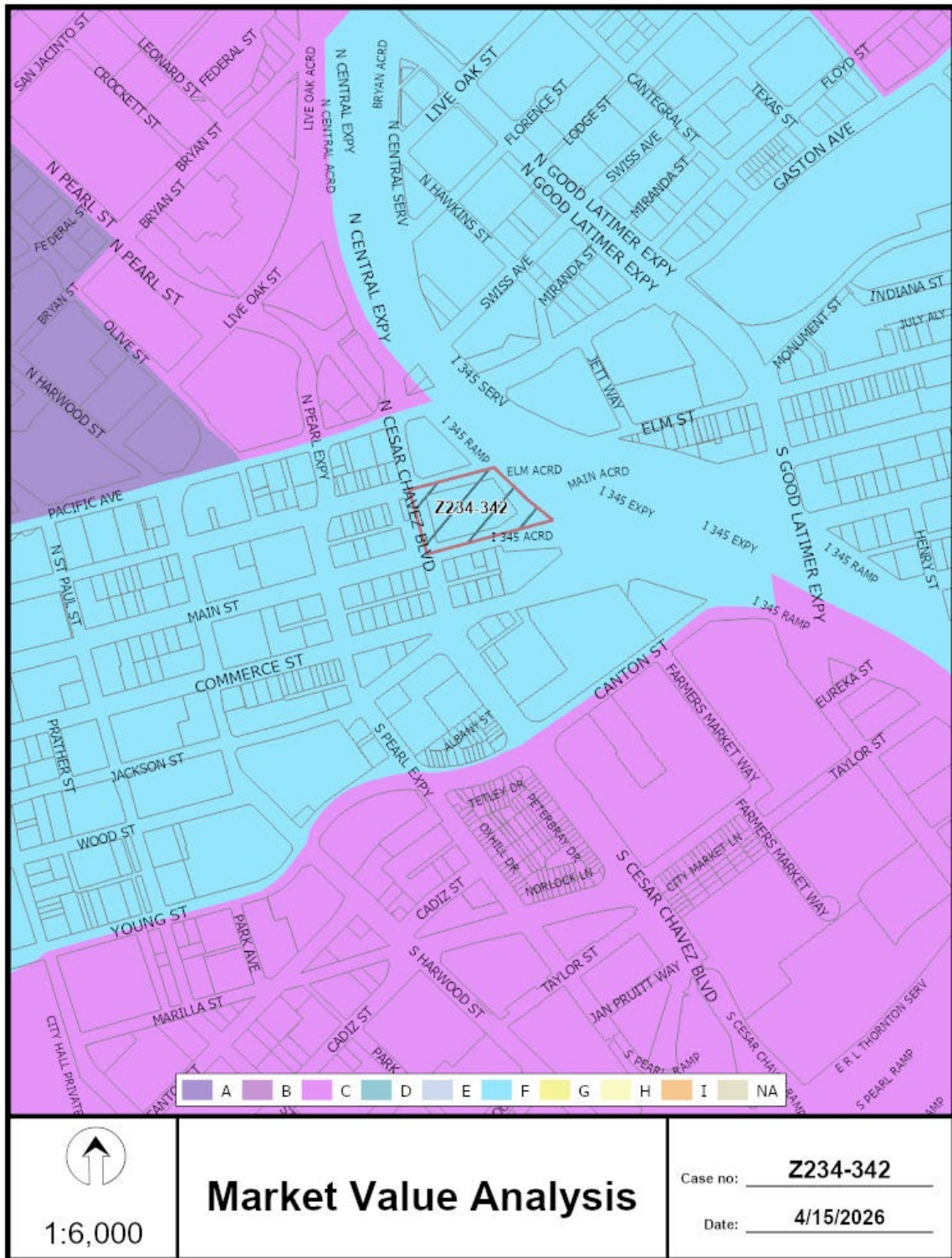
 1:6,000	<h2>VICINITY MAP</h2>	Case no: Z234-342 Date: 04/15/2026
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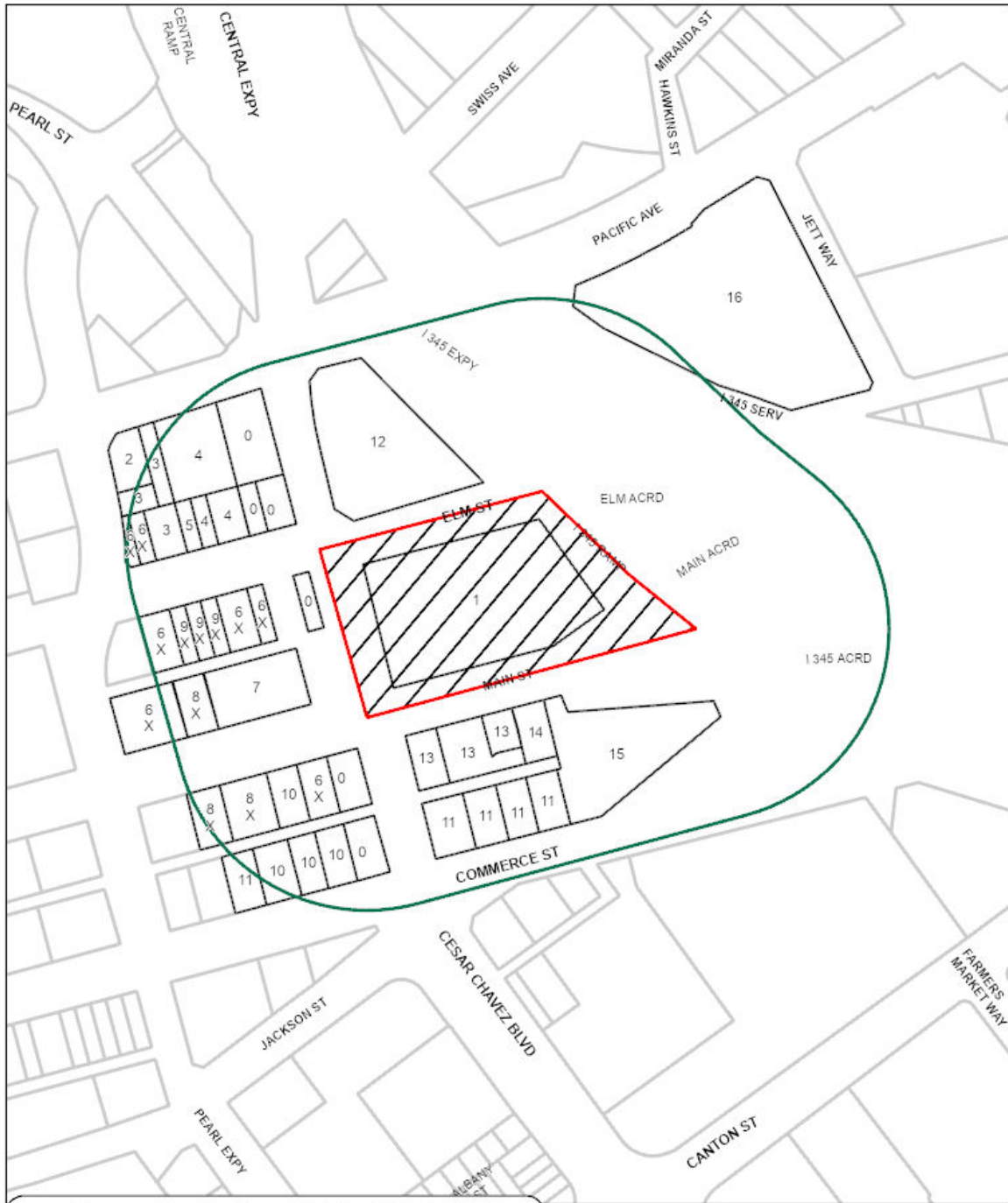


 1:2,400	<h2>AERIAL MAP</h2>	Case no: <u> Z234-342 </u> Date: <u> 04/15/2026 </u>
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- Zoning
- Land Use





16	Property Owners Notified (45 parcels)
0	Replies in Favor (0 parcels)
3	Replies in Opposition (13 parcels)
300'	Area of Notification
5/7/2026	Date

Z234-342
CPC



1:2,400

05/06/2026

Reply List of Property Owners**Z234-342****16 Property Owners Notified****0 Property Owners in Favor****3 Property Owners Opposed**

Reply	Label #	Address	Owner
	1	2201 MAIN ST	2201 MAIN LLC
	2	2200 PACIFIC AVE	GREY JAMES
	3	210 S PEARL EXPY	GREY JAMES C
	4	2217 ELM ST	OCONNOR J C ESTATE ET AL
	5	2211 ELM ST	GREY JAMES C &
X	6	2205 ELM ST	42 EADO LP
	7	2121 MAIN ST	PAN COASTAL LIMITED PS
X	8	2107 MAIN ST	42 DOWNTOWN DALLAS LP
X	9	2210 ELM ST	DPC CEDARS LLC
	10	2121 COMMERCE ST	W&K REAL ESTATE LIMITED
	11	2109 COMMERCE ST	GHOST SIGN DEVELOPMENT LLC
	12	2306 PACIFIC AVE	PAN COASTAL LIMITED PS
	13	2200 MAIN ST	GHOST SIGN DEVELOPMENT LLC
	14	2214 MAIN ST	GHOST SIGN DEVELOPMENT LLC
	15	2222 MAIN ST	ISOSCELES DEVELOPMENT
	16	2500 PACIFIC AVE	EPIC DALLAS PHASE 2 LP