

December 10, 2021

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



 **Pacheco Koch**

7557 Rambler Road, Suite 1400

Dallas, Texas 75231-2388

(972) 235-3031 [www.pkce.com](http://www.pkce.com)

TX.REG: ENGINEERING FIRM F-469

TX. REG. SURVEYING FIRM LS-100080-00

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

**TABLE OF CONTENTS**

INTRODUCTION .....	1
<i>Project Description</i> .....	1
<i>TMP Objectives</i> .....	2
Traffic Management Plan.....	3
<i>Remote Parking and Shuttle Services</i> .....	3
<i>Passenger Loading/Unloading Area</i> .....	4
<i>Vehicular Site Access</i> .....	4
<i>Pedestrian Improvements</i> .....	5

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

## 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 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.

## **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.

## 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:

- 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

December 10, 2021

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.

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EXHIBIT 1 - POTENTIAL OFF-SITE PARKING LOCATIONS FOR INDOOR OR OUTDOOR EVENTS (NO SHUTTLE SERVICE)  
(CONCEPTUAL)  
LONGHORN BALLROOM TRAFFIC MANAGEMENT PLAN

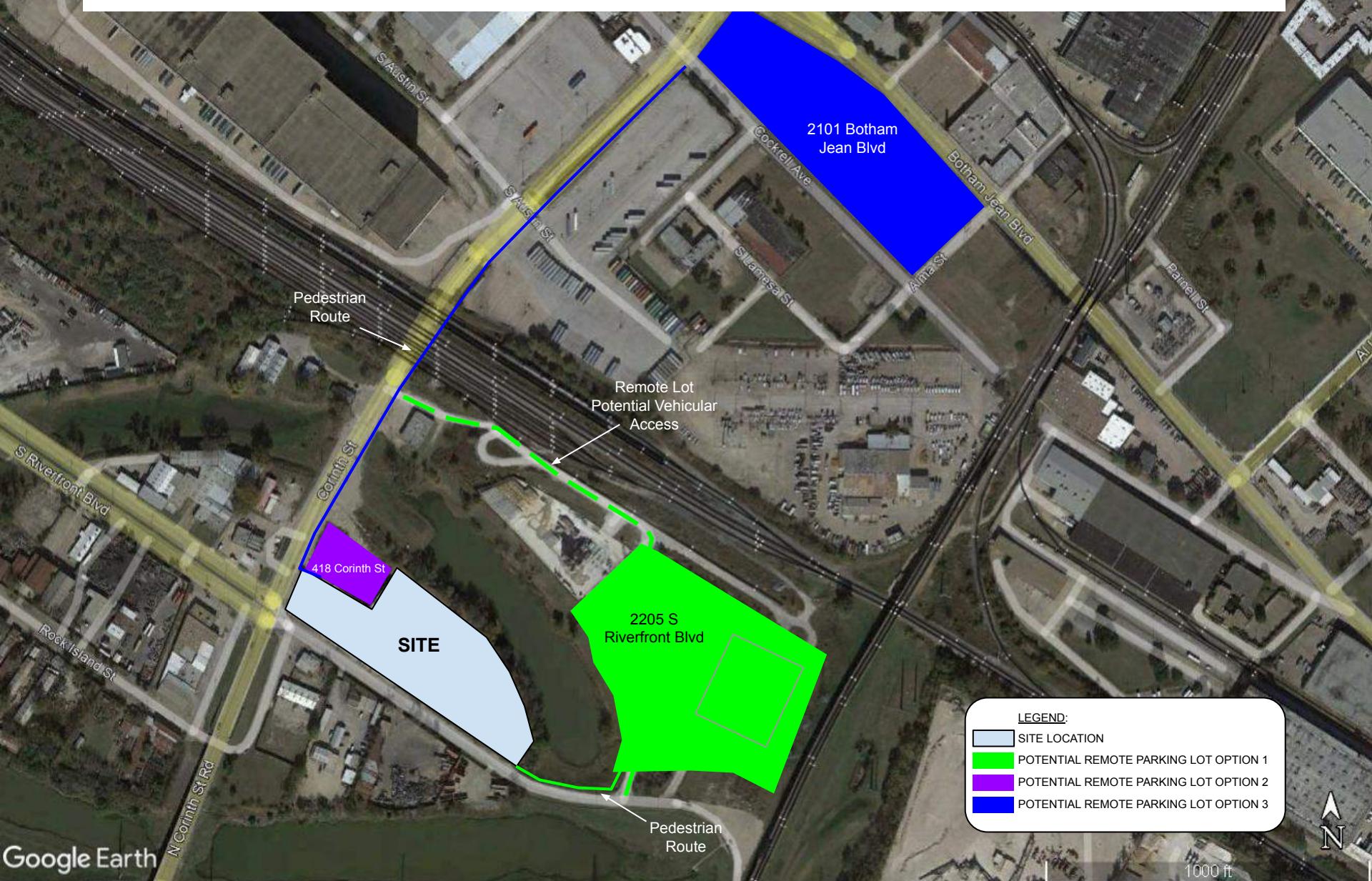
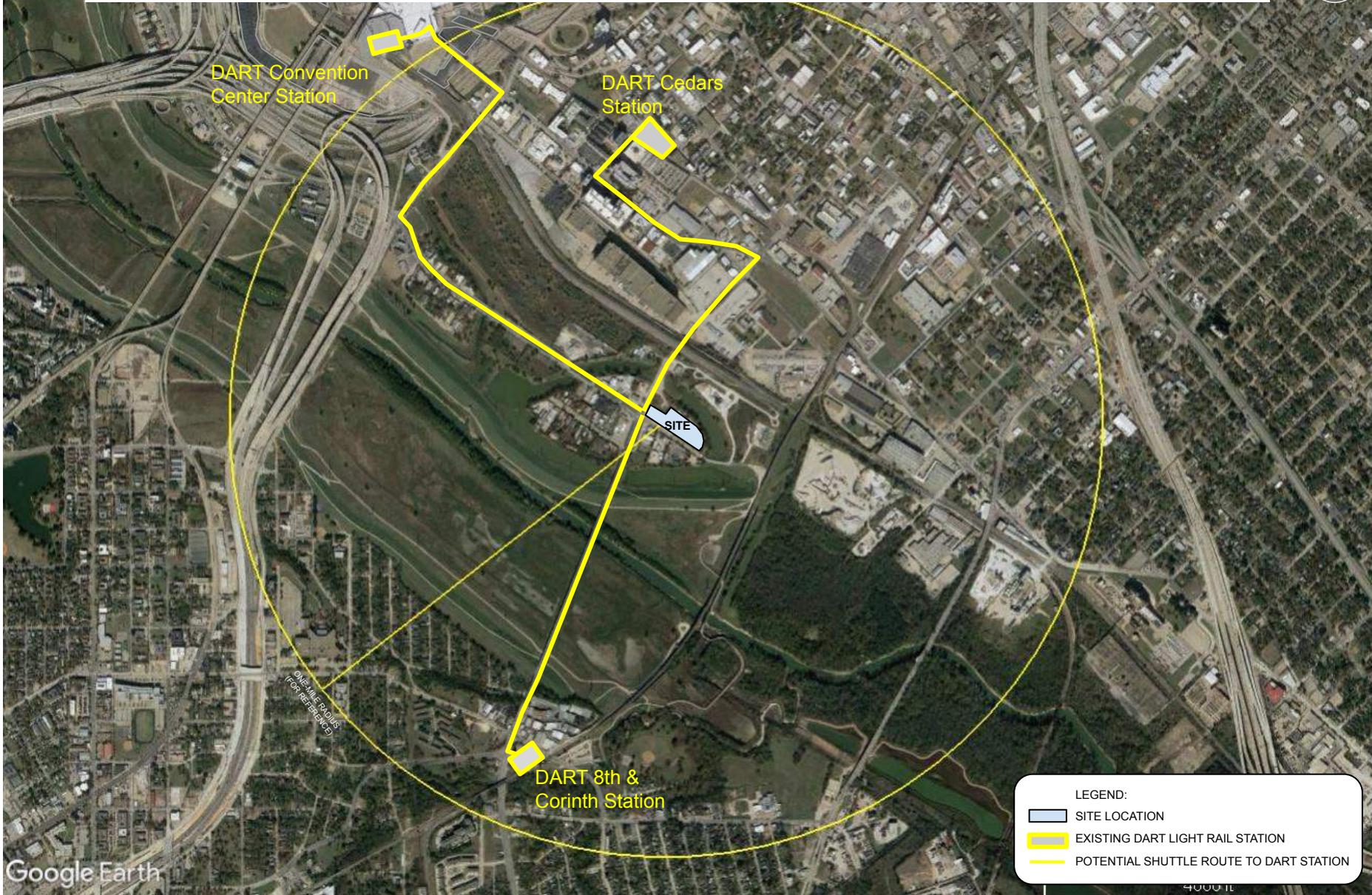




EXHIBIT 2 - POTENTIAL SHUTTLE ROUTES TO/FROM TRANSIT STATIONS FOR MAJOR OUTDOOR EVENTS (CONCEPTUAL)  
LONGHORN BALLROOM TRAFFIC MANAGEMENT PLAN





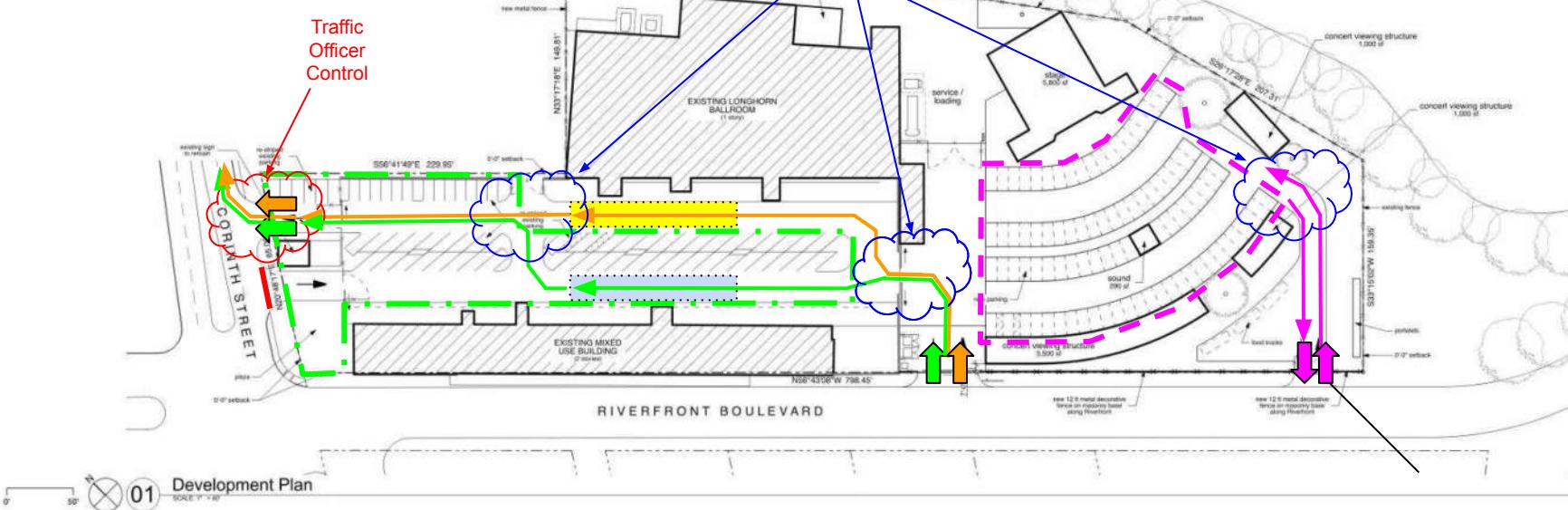
07 December 2021  
Issue Date/ Rev  
25 Oct 21 Issue for Application  
07 Dec 21 Issue for Application

Development Plan  
**Case**  
**Z201-337**



**SITE DATA TABLE**  
**PLANNED DEVELOPMENT DISTRICT**

TOTAL SITE AREA	192,090 sf / 4.4 acres
LAND USE	Mixed Use
MAX. BUILDING HEIGHT	36 feet
MAX. LOT COVERAGE	80%
MINIMUM SETBACKS: None required.	
PARKING	
EXISTING PARKING (RE-STRIPED)	65 spaces
NEW OVERFLOW PARKING	88 spaces



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



**Issue Date/ Rev**  
25 Oct 21 Issue for Application  
07 Dec 21 Issue for Application

**Development Plan Case**  
**Z201-337**

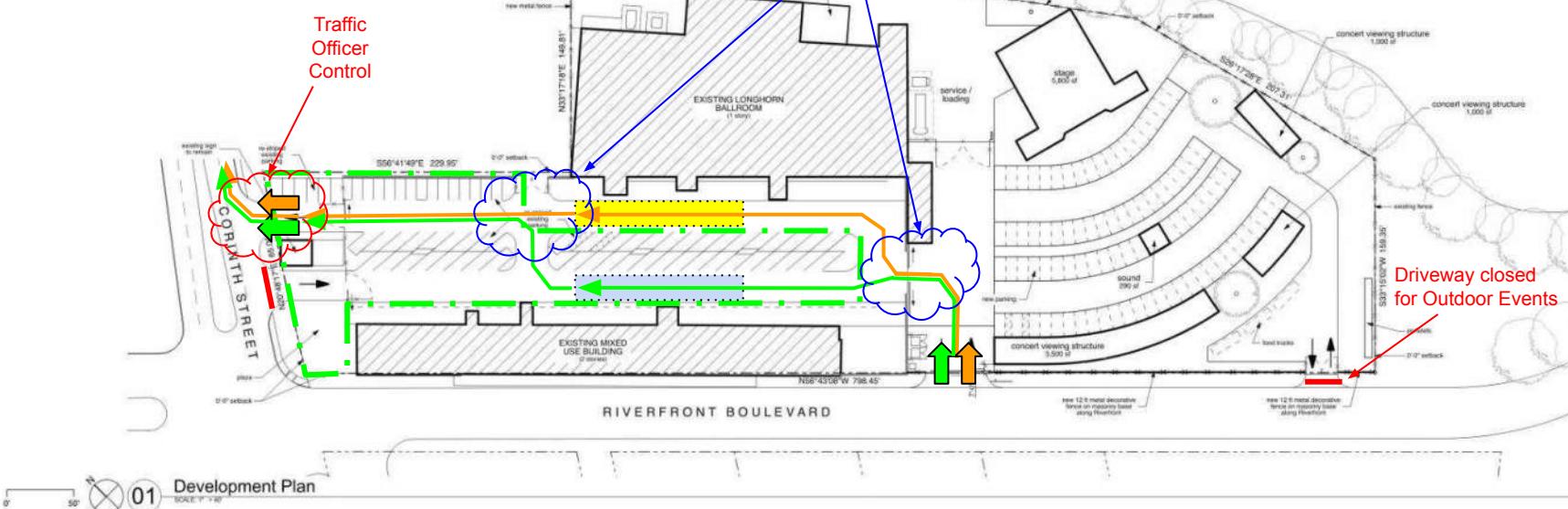


**LEGEND:**

- Orange arrow: TNC/SHUTTLE ENTRY/EXIT AND CIRCULATION ROUTE
- Yellow dashed box: TNC/SHUTTLE PASSENGER LOADING/UNLOADING AREA
- Green dashed box: VALET PARKING AREA
- Green arrow: VALET ENTR/EXIT AND CIRCULATION ROUTE
- Dotted blue box: VALET DROP-OFF/PICK-UP AREA

**SITE DATA TABLE**  
**PLANNED DEVELOPMENT DISTRICT**

TOTAL SITE AREA	192,090 sf / 4.4 acres
LAND USE	Mixed Use
MAX. BUILDING HEIGHT	36 feet
MAX. LOT COVERAGE	80%
<b>MINIMUM SETBACKS: None required.</b>	
PARKING	
EXISTING PARKING (RE-STRIPEDED)	65 spaces
NEW OVERFLOW PARKING	88 spaces



**EXHIBIT 4 - PROPOSED ON-SITE CIRCULATION FOR OUTDOOR EVENTS (CONCEPTUAL)**  
**LONGHORN BALLROOM TRAFFIC MANAGEMENT PLAN**