

December 4, 2024

Dear Mayor Johnson and Honorable Members of the Dallas City Council:

In partnership with you and your predecessors on the Dallas City Council, we have worked for decades to transform our urban neighborhoods into walkable, livable, safe urban environments that inspire and restore. Together, we leveraged public and private dollars for parks, housing, offices, restaurants, arts, and more. These investments have also helped grow our tax base exponentially. Thanks to our collaborative work with you, Downtown, Uptown, Oak Lawn, Deep Ellum, Lower Greenville, and surrounding areas today are destinations that evoke pride and promise.

One of the key principles that each of us values is to preserve and expand public spaces for the benefit of the public. Thankfully, Dallas City Council members have also consistently endorsed visionary plans for wider sidewalks, safer streets, and a connected park and trail system, including strategies to manage signage and reduce visual clutter in public spaces. We firmly believe adding large digital advertising boards on public sidewalks throughout our urban core would contradict our collective goals as a city and provide minimal benefit to the public.

As noted in your Dec. 4 briefing materials, the greater Downtown area is already saturated with static sidewalk advertising tied to a 20-year contract. Our hope is that the end of that existing contract in June of 2028 coincides with a deliberative process on the appropriate place for advertising in our public spaces.

We appreciate your consideration of our concerns. We are grateful for your service.

Best,



Robert W. Dechard
Chair
Downtown Dallas Parks Conservancy



Ray Washburne
President
Charter Holdings



Ted Hamilton
CEO
Hamilton Properties Corporation



Shawn Todd
Chairman/Founder
Todd Interests



Jody Grant
Chair
Klyde Warren Park



Jonas Woods
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Headington Companies, LLC

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Jennifer Scripps
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Lily Weiss
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Noelle LeVeaux
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Uptown Dallas Inc.

Krista Nightengale
Executive Director
Better Block