

**APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS FOR  
A SIGN IN A SPECIAL PROVISION SIGN DISTRICT (SPSD)**

**DOWNTOWN SPECIAL PROVISION SIGN DISTRICT**

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**CASE NUMBER:** 2402160021  
**LOCATION:** 903 Slocum Street  
(southeast elevation)

**DATE FILED:** February 16, 2024  
**SIZE OF REQUEST:** 448.9 sq. ft.

**COUNCIL DISTRICT:** 6

**ZONING:** PD-621

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**APPLICANT:** Benjamin Hampton of BARNETT SIGNS, INC.

**OWNER:** SS SLOCUM STREET, LP

**TENANT:** Public Storage #22093

**REQUEST:** An application for a Certificate of Appropriateness by Benjamin Hampton of BARNETT SIGNS, INC., for a 448.9-square-foot illuminated attached sign at 903 Slocum Street (southeast elevation).

**SUMMARY:** The applicant proposes to install a 448.9-square-foot attached sign, composed of illuminated channel letters, mounted on a backer panel, on the southeast elevation, and bearing the name Public Storage

**STAFF RECOMMENDATION:** Approval

**SSDAC RECOMMENDATION:** Approval

**BACKGROUND:**

- The subject site is located in Perimeter of the Downtown Special Provision Sign District. This district is zoned PD No. 621, Subdistrict 1, Old Trinity and Design District. These regulations are established in: [Sec. 51A-7.900](#) (Specific details included below).
- The applicant proposes to install a 448.9-square-foot attached sign, composed of illuminated channel letters, mounted on a backer panel, on the southeast elevation, and bearing the name Public Storage
  - The sign is composed of five-inch deep aluminum channel letters that measure 52-inches tall, mounted to a three inch backer panel. All sign elements are constructed entirely of metal, plastic, and LED lighting. The overall projection of the sign from the surface in which it is attached will be eight-inches.
  - The exterior of the backer panel will be aluminum that is painted PPG PS 101 Orange. The returns of the letters will be painted black and the faces white plastic with one-inch black trimcap. The letters will be illuminated by LED and will emit a white illumination from the face.
  - The finished sign will be mounted 47-feet above grade on the southeast elevation of the building.
- This is the final of two applications for this site. This sign is to be located on southeast elevation, and is submitted as Sign 3. All are proposed to replace the previous tenant's signage. All proposed signs, for all applications at this site, are of similar construction.
- Construction of the proposed sign is in accordance with SPSD regulations and meets the requirements of the Dallas City Code per Sec. 51A-7.900.

**51A-7.902      PURPOSE.**

The purpose of this division is to regulate both the construction of new signs and the alterations of existing signs with a view towards enhancing, preserving, and developing the unique character of the downtown area while addressing the diversity of businesses and promoting the economy of downtown. The general objectives of this division include those listed in Section 51A-7.101 as well as aesthetic considerations to ensure that signs are appropriate to the architecture of the district, do not obscure significant architectural features of its buildings, and lend themselves to the developing retail and residential uses and the pedestrian character of the area. The district regulations are in large part inspired by the high level of pedestrian activity and the need to maximize effective orientation of signage toward the walking public.

**51A-7.305      ATTACHED SIGNS.**

(b) All signs and their words shall be mounted parallel to the building surface to which they are attached, and shall project no more than 18 inches from that surface except as provided in Subsection (e) below.

(c) On the primary facade, the combined effective area of all attached signs may not exceed 25 percent of the total area of the primary facade. On each secondary facade, the combined effective area of all attached signs may not exceed 15 percent of the total area of that secondary facade. As applied to a building with multiple occupants, the facade area of each use with a separate certificate of occupancy shall be treated as a separate facade. On any building facade, there may be a maximum of eight words which contain any character of a height equal to or exceeding four inches and pertain to any premise or any non-residential occupancy. Words consisting of characters less than four inches high may be used without limit.

*This is the only sign proposed on this façade. The sign occupies approximately 3% of the 13,520 square-foot façade and less than 18% of the allowance for a secondary facade.*

**51A-7.505 PERMIT PROCEDURES FOR SPECIAL PROVISION SIGN DISTRICTS.**

(B) **Factors the committee shall consider.** In reviewing an application, the committee shall first consider whether the applicant has submitted sufficient information for the committee to make an informed decision. If the committee finds the proposed sign to be consistent with the special character of the special provision sign district, the committee shall make a recommendation of approval to the city plan commission. **The committee shall consider the proposed sign in terms of its appropriateness to the special provision sign district with particular attention to the effect of the proposed sign upon the economic structure of the special provision sign district and the effect of the sign upon adjacent and surrounding premises without regard to any consideration of the message conveyed by the sign.** After consideration of these factors, the committee shall recommend approval or denial of the application and forward that recommendation to the city plan commission.

(6) **Decision by the commission.** Upon receipt of a recommendation by the committee, the commission shall hold a public hearing to consider the application. At least 10 days before the hearing, notice of the date, time, and place of the hearing, the name of the applicant, and the location of the proposed sign must be published in the official newspaper of the city and the building official shall serve, by hand-delivery or mail, a written notice to the applicant that contains a reference to this section, and the date, time, and location of this hearing. A notice sent by mail is served by depositing it properly addressed and postage paid in the United States mail. In addition, if the application is for a detached sign or for an attached sign that has more than 100 square feet of effective area, the applicant must post the required number of notification signs in accordance with Section 51A-1.106. **In making its decision, the commission shall consider the same factors that were required to be considered by the committee in making its recommendation.** If the commission approves the application, it shall forward a certificate of appropriateness to the building official within 15 days after its approval. If the commission denies the application, it shall so inform the building official in writing. Upon receipt of the written denial, the building official shall so advise the applicant within five working days of the date of receipt of the written notice.

**SSDAC Action:**

**March 12, 2024**

**MOTION:** It was moved to **approve:**

An application for a Certificate of Appropriateness by Benjamin Hampton of BARNETT SIGNS, INC., for a 448.9-square-foot illuminated attached sign at 903 Slocum Street (southeast elevation).

Maker: Hardin  
Second: Webster  
Result: Carried: 4 to 0

For: 4 - Peadon, Webster, Hardin, and Dumas  
Against: 0 - none  
Absent: 1 - Haqq  
Conflict: 0 - none

Speakers: Frank Bowler

**Property Ownership**

SS SLOCUM STREET, LP  
903 Slocum Street  
Dallas, TX 75207

Officer names: See Following Schedule

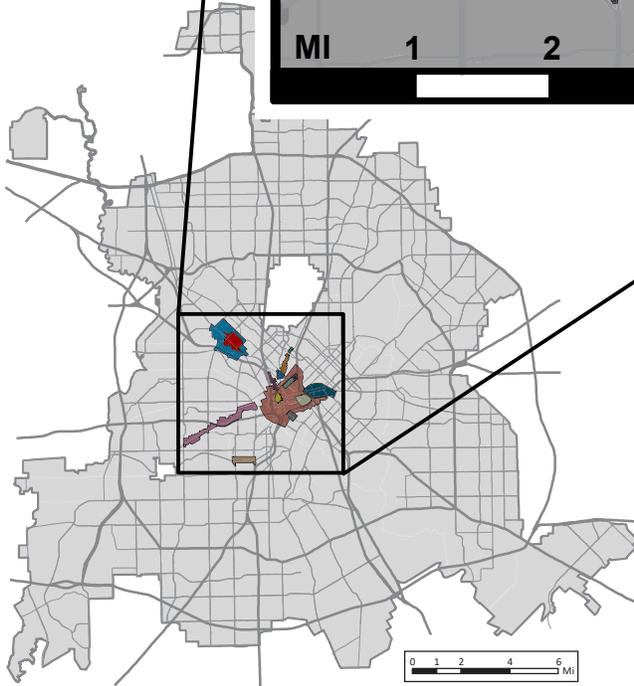
**Tenant Ownership**

Public Storage #22093  
903 Slocum St  
Dallas, TX 75207

Officer names: See Following Schedule

## List of Officers: Public Storage

Name	Title
Nicholas Kangas	President
Terrance Spidell	Vice President and Treasurer
Nathan Vitan	Vice President and Secretary
Drew Adams	Vice President and Assistant Treasurer
Steven Babinski	Vice President and Assistant Secretary
Sharon Linder	Vice President
Dan Fabricant	Vice President
Andres Friedman	Vice President
Michael McGowan	Vice President
Robbie Williams	Vice President



**LEGEND**

- Downtown
- West End
- Southside Entertainment
- Farmers Market
- Deep Ellum
- Arts District
- Arts District Extension
- Uptown
- McKinney Avenue
- West Village
- Jefferson Special Purpose District
- Parkland Hospital
- Southwestern Medical District
- West Commerce Street / Fort Worth Avenue
- Victory Sign District



# SPSD MAP

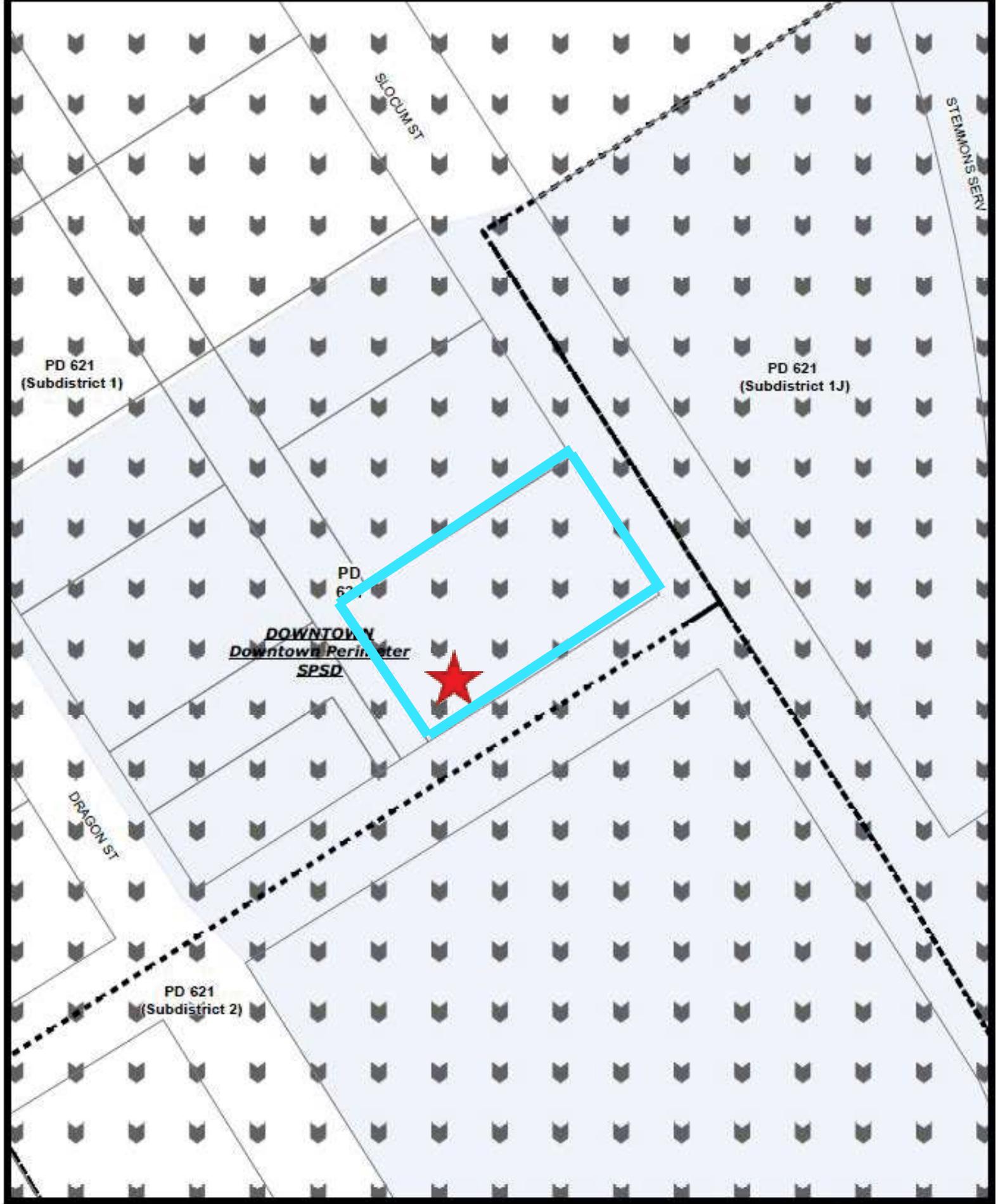
903 Slocum St

Downtown Special Provision Sign District

Case no: 2402160021

Date: 3/1/2024





# Job 188002393-002 (2402160021)

## Job Edit

### Miscellaneous Transaction Job 188002393-002 (2402160021)

Electrical Sign (ES) ATTACHED - 3; SE ELV (A) New Construction

Status: Paid Created By: SROPER083121 Date Created: Feb 16, 2024  
Date Completed: Feb 16, 2024

Parent Job: 188002393-001 (2402161130)

Specific Location: 903 SLOCUM - 448.9 SF ILLUMINATED ATTACHED SIGN - SE ELV  
CA# 2402160021

## Details

Customer: Ortiz, Monica  
4250 Action Dr  
Mesquite, TX 75150  
(972) 362-8774  
monica@barnettsigns.com

Fee Amount  
FeeType  
Staff Email: SCOTT.ROPER@DALLAS.GOV

## Details



Customer: Ortiz, Monica  
4250 Action Dr  
Mesquite, TX 75150 (972) 362 8774

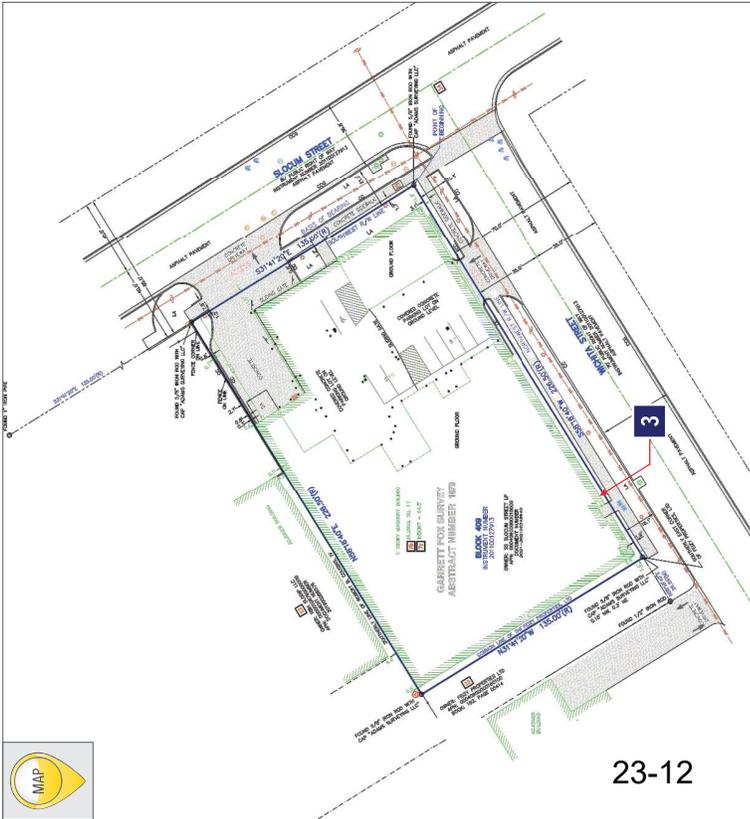
Fees (EXT): 2402160021 5BN - Special Provision Sign District fee \$345.00  
Adjusted:\$0.00 Paid:\$345.00 Owed:\$0.00

## Fees

Description	Posted Date	Amount	Tax	Total	Balance
5BN - Special Provision Sign District fee		\$345.00	\$0.00	\$345.00	\$0.00
Receipt Number: 870661 \$345.00		(\$345.00)	\$0.00	(\$345.00)	
					\$0.00

## Processes

Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected			Feb 16, 2024	17:05:13
Auto generated System Fee Collection						



23-12



AERIAL VIEW  
SCALE: 1/32" = 1'-0"

DESIGN SIGN STATUS - MAIN ID WALL SIGNS		
SIGN #	LOCATION	TECHNICALLY VERIFIED
3	SOUTH EAST ELEV.	CHANNEL LETTERS - ILLUMINATED ON BACKER PANEL
		SIGN TYPE
		X

**PAINT CODE**  
PAINT ONLY COUNTS AGAINST SIGN SQUARE FOOTAGE IF IT IS INTEGRAL TO SIGN

**REVISIONS**

- 1) REMOVED SIGNS 2 & 4 - Sb
- 2) REMOVED ALL SIGNS BESIDES SIGN #2 - Sb
- 3)
- 4)

Home Details Elevation	<b>File:</b> PBS-22093-DallasTX-SE Elev-012924-R2 <b>Page No.</b> 2 of 3
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<b>Date:</b> 01/29/24 <b>Designer:</b> Sb <b>Account Manager:</b> JG	<b>Engineer:</b> XX
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<b>Client:</b> PUBLIC STORAGE <b>Site:</b> #22093 903 SLOCUM ST. DALLAS, TX 75207	<b>Client:</b> NAMPAA PLANT - UL #433195-001 U.S. & P.A. - All signs conform to UL-482 (E1 (labeled accordingly)) & must comply with UL-471 (UL-471 is not required for signs). This sign is intended to be installed in accordance with requirements of article 600 of the National Electrical Code and/or applicable local codes. Includes proper grounding and bonding of this sign.
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It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Mathews paint color formula will minimize the differences.

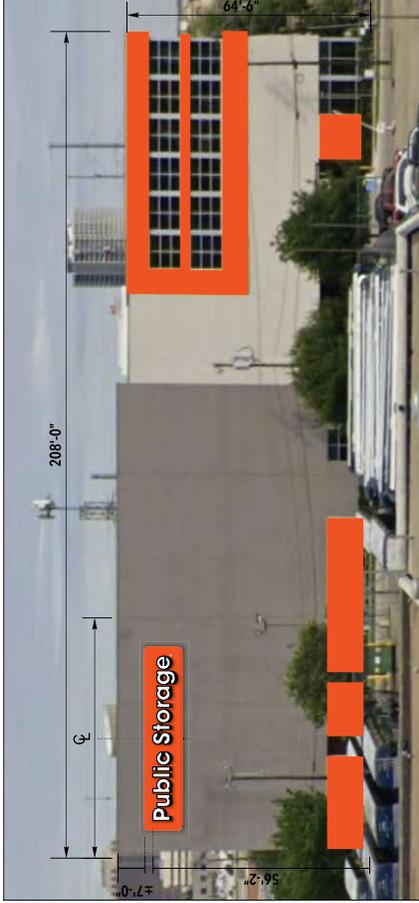
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**EXISTING CONDITIONS**



**PROPOSED CONDITIONS**



**SPECIAL NOTES**

**CITY CODE & ALLOWANCES**

25% OF TOTAL AREA  
IF 4" OR MORE LETTER HEIGHT-LIMITED TO 8 WORDS.  
UNDER 4" LETTER HEIGHT-UNLIMITED WITHIN FORMULA



VIEW FROM FREEWAY

**SOUTH EAST ELEVATION**

SCALE: 1/32" = 1'-0"

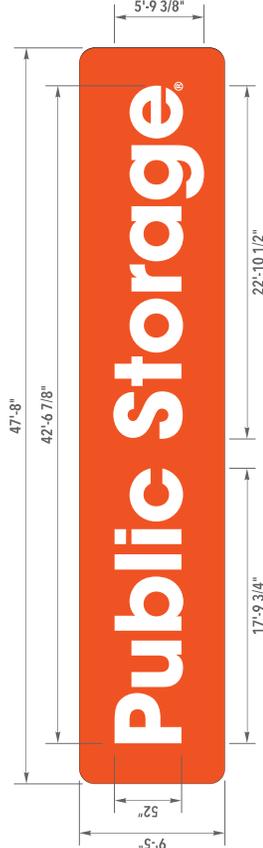
EXISTING SQ. FT.: 449.4  
ALLOWED SQ. FT.: ±3000  
PROPOSED SQ. FT.: 448.9

23-13



**SIMULATED NIGHT VIEW**

SCALE: N.T.S.



**3 ILLUMINATED CHANNEL LETTERS - BACKER PANEL**

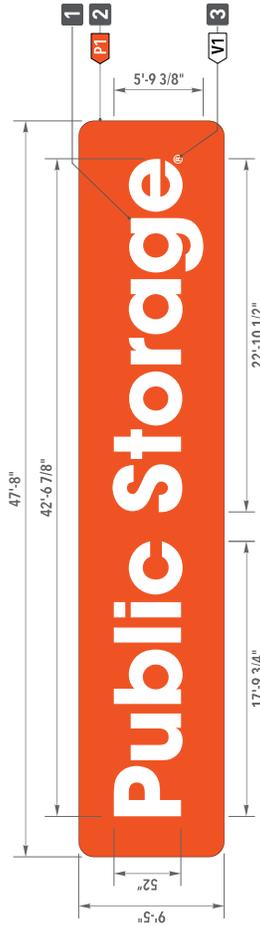
SCALE: 1/8" = 1'-0"



It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Mathews paint color formula will minimize the differences.

 <b>image national signs</b> <i>...bringing your image to light!</i> 16265 Star Rd., Nampa, ID 83887 - toll free: 800.592.8058 - tele: 208.345.4020 imagenational.com	 NEMPA PLANT - CLIENT: PUBLIC STORAGE SITE: #22093 903 SLOCUM ST. DALLAS, TX 75207	 Date: 01/29/24 Designer: Sb Account Manager: JG	 Engineer: XX	 File: PBS-22093-DallasTX-012924-R2	Page No. <b>5 of 14</b>
	<b>Public Storage</b>				

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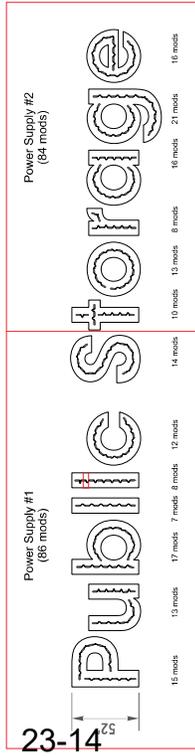


**PART # PBSLB52LPSWH**

**ILLUMINATED CHANNEL LETTERS - BACKER PANEL**

**3** SCALE: 1/8" = 1'-0"

AREA: 448.9



LED LAYOUT

SCALE: 1/8" = 1'-0"

FABRICATION SPECIFICATIONS	
<b>1</b> PAN CHANNEL	.150 WHITE POLYCARBONATE
FACE COLOR	BLACK
TRIM CAP SIZE	1"
RETURN	.040 OR .050 ALUMINUM
RETURN COLOR	PRE-PAINTED BLACK
RETURN DEPTH	5"
BACKS	3MM ACM
LED	(170) GE GEMX2471-W1S TETRA MAX 24V WHITE SMALL
POWER SUPPLY	(2) GE PS24-100U-NA
ELECTRICAL	2.2 AMPS @ 120V
WATTS	142.8
LUMENS	22,610
MATERIAL	ALUMINUM
COLOR	PER COLOR KEY (P1)
MATERIAL	VINYL
COLOR	PER COLOR KEY (V1)
<b>2</b> BACKER PANEL	
MATERIAL	ALUMINUM
COLOR	PER COLOR KEY (P1)
MATERIAL	VINYL
COLOR	PER COLOR KEY (V1)
<b>3</b> TRADEMARK	
MATERIAL	VINYL
COLOR	PER COLOR KEY (V1)

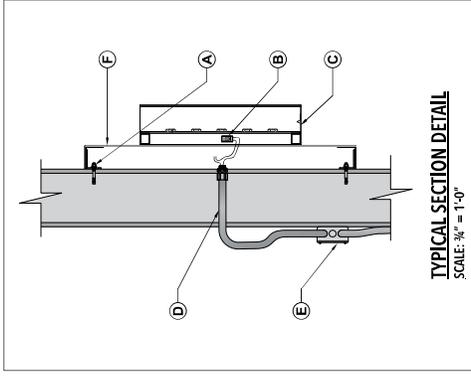
**GENERAL NOTES**

- DISCONNECT SWITCH ON LEFT SIDE OF BACKER PANEL
- PAINT ANY EXISTING J-BOX OR CONDUIT TO MATCH WALL SURFACE.
- ANY PENETRATIONS INSIDE STORAGE UNITS ARE REQUIRED TO BE INSTALLED USING SEALTIGHT AND INSTALLATION ABOVE THE ROOFLINE.
- MUST INSTALL USING RACEWAYS. EITHER TO BE SUPPLIED BY INSTALLER.

**COLOR KEY**

<b>P1</b> PAINT	PPG PS 101 ORANGE
<b>V1</b> VINYL	3M WHITE

NOTE: THE COLORS DERIVED ON THIS RENDERING REPRESENT COLOR INTENT ONLY AND MAY NOT MATCH ACTUAL COLORS ON FINISHED PRODUCT. PLEASE REFER TO COLOR CALL-OUTS AND SPECIFIED VENDOR SAMPLES FOR APPROVED COLOR SPECIFICATIONS.



TYPICAL SECTION DETAIL  
SCALE: 3/8" = 1'-0"

**INSTALL**

- Non-Corrosive Securement Using Appropriate Mounting Hardware Painted to Match Background
- Disconnect Switch at Left End of Raceway
- 1/4" Drain Holes Required in Letter Returns & Retainers w/ Baffles as required.
- 1/2" (MFG) Plastic Pass-Through
- 20 amp 120 V. Circuits Required (Brought to within 6' of sign BY OTHERS)
- Backer Panel

APPROVED FASTENER SCHEDULE

	3/8" IAS SCREW	FOR USE WITH WOOD OR BBS WALL 1 1/2" MIN PENETRATION (EXCLUDING TP)
	3/8" TRUSSBO ROD	FOR USE WITH WOOD CONCRETE BACK OR SP. WALL SYSTEMS



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Home            Details            Elevation		<b>File:</b> PBS-22093-DallasTX-012924-R2	<b>Page No.</b> D
<b>Date:</b> 01/29/24 <b>Designer:</b> Sb <b>Account Manager:</b> JG		<b>Public Storage</b>	
<b>Client:</b> PUBLIC STORAGE <b>Site:</b> #22093 903 SLOCUM ST. DALLAS, TX 75207		<b>Engineer:</b> XX	
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