

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

McKINNEY AVENUE SIGN DISTRICT

CASE NUMBER: SIGN-25-001389
LOCATION: 2626 HOWELL ST, STE 840
(SOUTH ELEVATION)

DATE FILED: Sept. 26th, 2025
SIZE OF REQUEST: 223.3 sq. ft.

COUNCIL DISTRICT: 14

ZONING: PD-193, GR

APPLICANT: Josephine Gonzales of Pattison ID

OWNER: Merit Advisors LLC

TENANT: Merit Advisors LLC

REQUEST: An application for a Certificate of Appropriateness by Josephine Gonzales of Pattison ID, for a 223.3-square-foot LED illuminated channel letter sign at 2626 HOWELL ST, STE 840 (SOUTH ELEVATION).

SUMMARY: The applicant proposes to install a 223.3-square-foot LED illuminated three inch deep reverse lit channel letters sign emitting a white and gold halo glow, to be mounted two inches from façade surface using standoffs.

STAFF RECOMMENDATION: Approval.

SSDAC RECOMMENDATION: Approval.

BACKGROUND:

- The subject site is located in McKinney Avenue Sign District, Spine Subdistrict. This district is zoned ZONING: PD-193, General Retail District (GR), Oak Lawn Special Purpose District.
These regulations are established in: [Sec. 51A-7.1500](#) (Specific details included below).
- The applicant proposes to install a 223.3-square-foot LED illuminated three inch deep reverse lit channel letters sign emitting a white and gold halo glow, to be mounted two inches from façade surface using standoffs.
 - The sign is composed of 3" aluminum channel letters, painted PMS 7546 C (Dark Blue) and PMS 457 C (Gold) mounted 2" from the building façade using standoffs.
 - Sign elements are constructed entirely of metal and LED lighting. The overall height of the sign is 80' 9".
- This is the only application under review by this body for this site. This sign is to be mounted on the façade facing Boll Street.
- Construction of the proposed sign is in accordance with SPSD regulations and meets the requirements of the Dallas City Code per Sec. 51A-7.1500.

51A-7.1503 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 this district. These sign regulations have been developed with the following objectives in mind:

- (a) To protect the historical and architectural character of this district from inappropriate signs in terms of number (clutter), style, color, and materials.
- (b) To ensure that significant architectural features in this district are not obscured.
- (c) To encourage signs that are complimentary to the architectural styles and historical nature of the buildings and trolley in this district.
- (d) To ensure that the size and orientation of signs are geared toward the high number of pedestrians in this district.
- (e) To attract the public to the goods and services available in the district by enhancing the aesthetic quality of signs in this district.
- (f) To encourage artistic, creative, and innovative signs that reflect the themes of the area.
- (g) To promote safety, communications efficiency, and landscape quality and preservation as described in Section 51A-7.101. (Ord. 21145)

51A-7.1506 SPECIAL PROVISIONS FOR ALL SIGNS.

- (b) Materials.
 - (1) The use of plastic is prohibited, except when it is:
 - (A) used as a decoration (as opposed to a character) on the exterior face of a sign, in which case no more than five percent of the effective area of the sign may consist of plastic;
 - (B) placed behind the exterior face of a sign in places where that face has been cut in the shape of a character; or
 - (C) used in or on a marquee sign.

This proposed sign utilizes metal channel letters with reverse lighting. No plastic is used.

51A-7.1507 SPECIAL PROVISIONS FOR ATTACHED SIGNS.

- (b) Effective area.
 - (1) Spine and Quadrangle Subdistricts. In the Spine and Quadrangle Subdistricts, the combined effective area of all attached signs:
 - (A) on a lowrise building or a lower facade may not exceed ten percent of the total area of the building facade or the lower facade, as the case may be; and
 - (B) on an upper facade may not exceed five percent of the total area of the lower facade.
 - (c) Flat attached signs.
 - (1) No flat attached sign may project more than eight inches from a building.

The proposed sign will be 223.3-square-feet and located in the upper façade. Based on square footage of the lower façade, the allowance would be 234-square feet. The sign does not project more than eight inches.

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.

Property Ownership

Merit Advisors LLC
801 E. California, 4th floor
Gainsville TX 76240

Officer names: Will Presson, President
Tony Kroschewsky, CEO
Christopher Roush, CFO
Carolyn Shantz, EVP

Tenant Ownership

Merit Advisors LLC
801 E. California, 4th floor
Gainsville TX 76240

Officer names: Will Presson, President
Tony Kroschewsky, CEO
Christopher Roush, CFO
Carolyn Shantz, EVP

SSDAC Action:

October 14, 2025

MOTION: It was moved to approve:

An application for a Certificate of Appropriateness by Josephine Gonzales of Pattison ID, for a 223.3-square-foot LED illuminated channel letter sign at 2626 HOWELL ST, STE 840 (SOUTH ELEVATION).

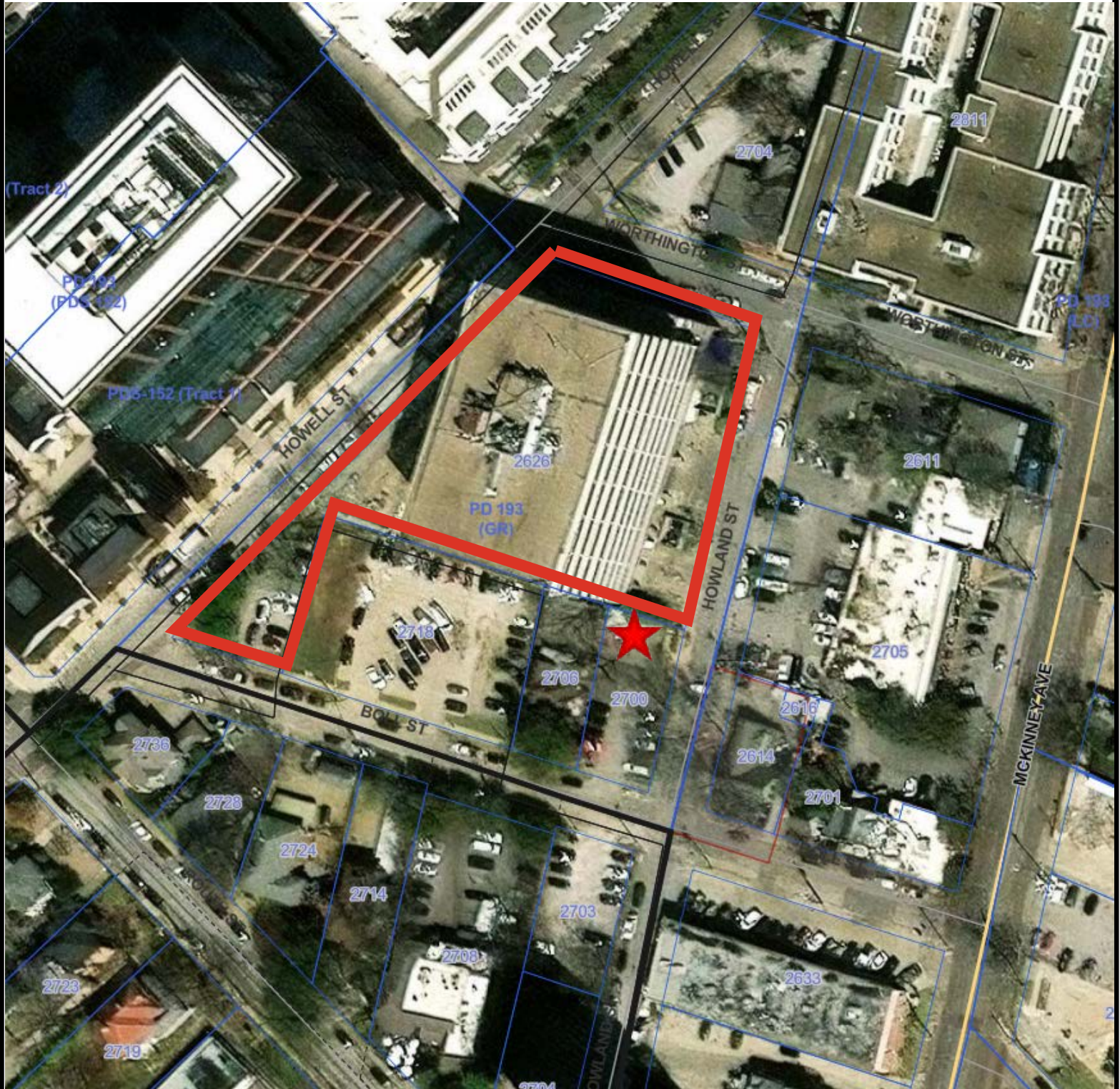
Maker: Webster
Second: Hardin
Result: Carried: 5 to 0

For: 5 - Peadon, Dumas, Webster, Hardin and
Against: 0 - none
Absent: 0 - none
Conflict: 0 - none

Speakers: Richard Brown - Pattison ID









Design Proposal

PROJECT ID:	0430147Ar1
CLIENT:	MERIT ADVISORS
ADDRESS:	2626 HOWELL ST. DALLAS, TX
DATE:	6/17/25
CONTACT:	RB
DESIGNER:	TS

Pattison



1.866.635.1110
pattisonid.com



AERIAL VIEW

NOT TO SCALE

Project ID
0430147Ar1

MERIT ADVISORS
2626 HOWELL ST.
DALLAS, TX

Date: 6/18/25
Contact: WF
Designer: TS

Sign Item

SG A

Scale: AS NOTED

Revision Note

**Information Required
for Production**

Customer Approval

Signature

MM/DD/YYYY

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It is the Customer's responsibility to ensure that the sign installation location is suitable to accept and support the installation of the signs being ordered. Notify Pattison ID immediately if further details are required.

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○ SITE PLAN

Project ID
0430147Ar1

MERIT ADVISORS
2626 HOWELL ST.
DALLAS, TX

Date: 6/18/25

Contact: WF

Designer: TS

Sign Item

SG A

Scale: AS NOTED

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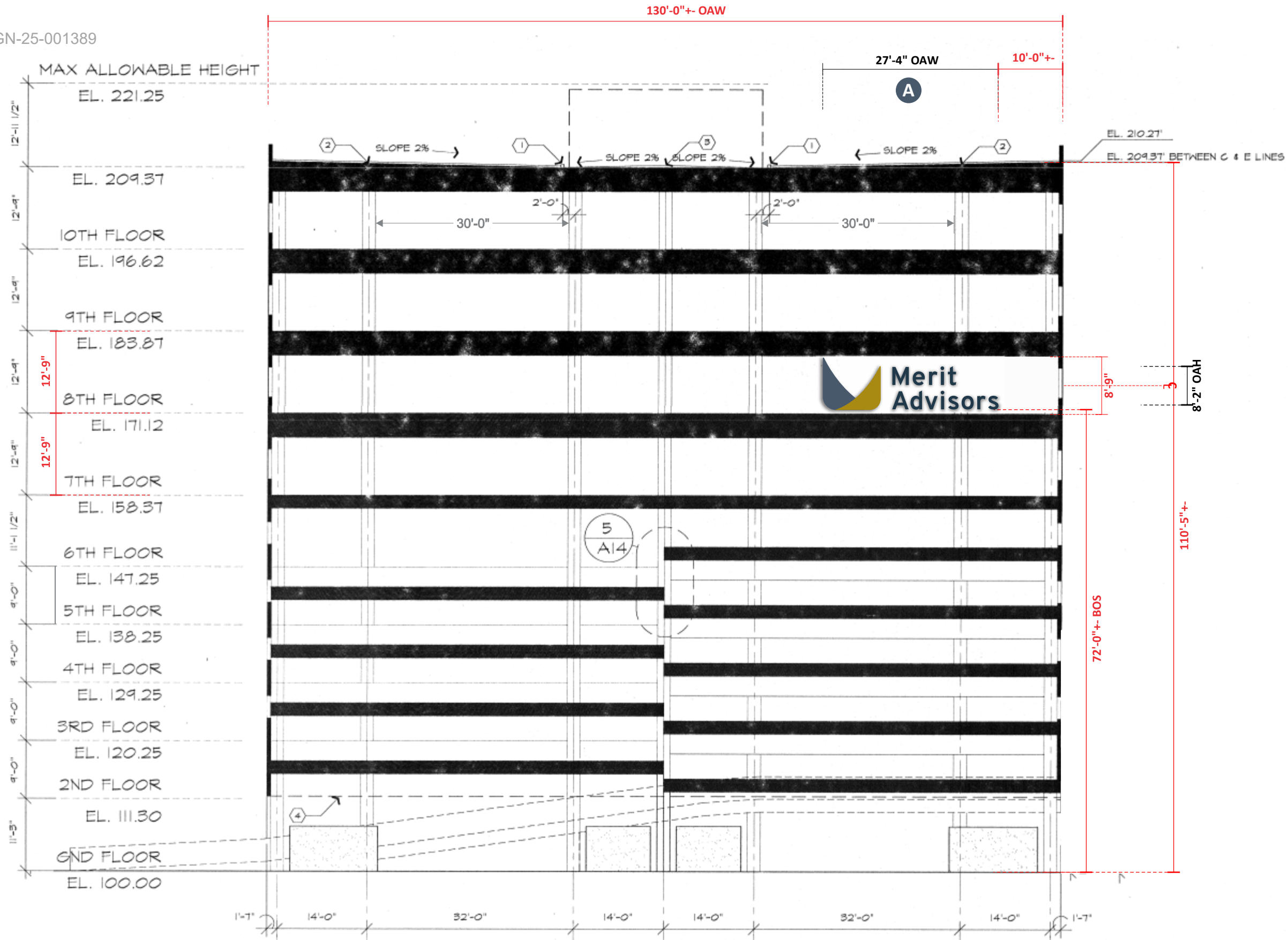
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A ELEVATION SCALE: 1/16" = 1'-0"
ONE [1] REQUIRED - MANUFACTURE & INSTALL

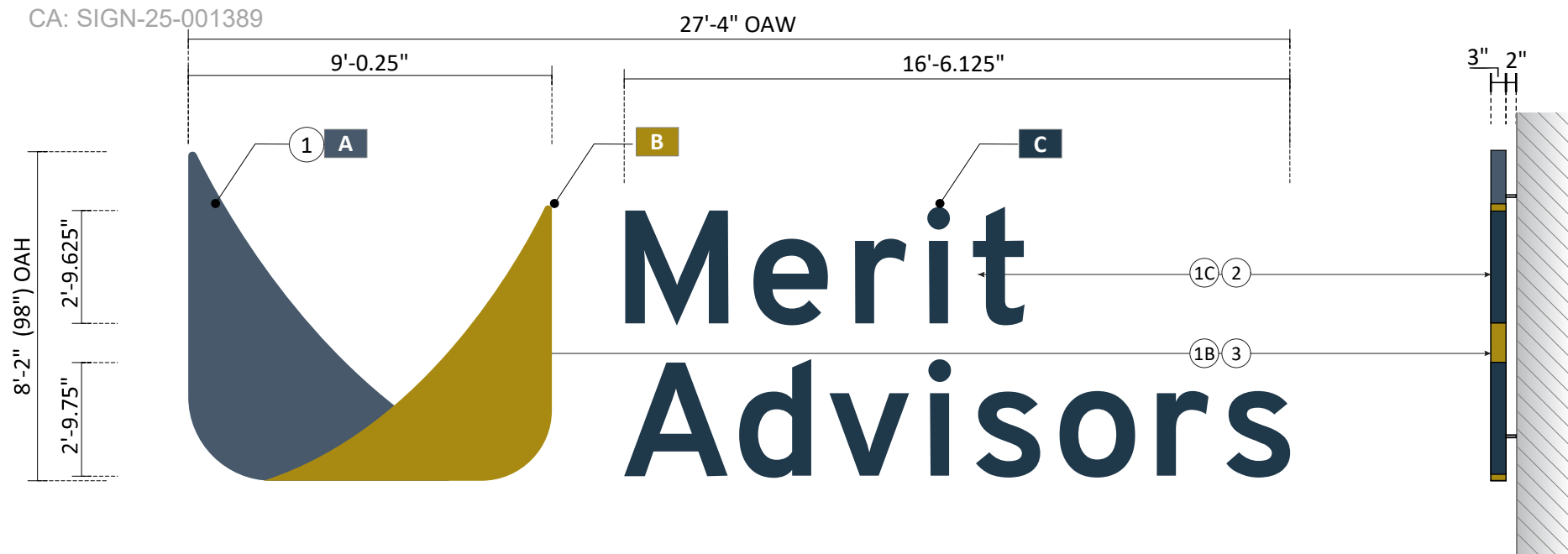
Signature

MM/DD/YYYY

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CA: SIGN-25-001389



A REV CHANNEL LOGO SIGN - HALO ILLUMINATED SCALE: 1/4" = 1'-0"
 ONE [1] SET REQUIRED - MANUFACTURE & INSTALL 223.26 Sq. Ft.

****NOTE** - colors and vector art Logo provided by customer.

Supply & Install (1) set halo illuminated 3" deep alum. painted letters to match brand standards.

Description:

1. Use a 3" deep alum. fabricated, reverse channel treatment with the returns and face painted in their standard colors. Clear polycarbonate backs with white diffuser vinyl.
2. GE Tertamax illumination -7100 white on all letters and left side of the logo.
3. GE Tertamax illumination -7100 Gold LED Illum. for right side of logo.

Colors:

A	PMS 7546 C at 75%
B	PMS 457 C
C	PMS 7546 C



PMS 7546 C	PMS 457 C	PMS 7546 C at 75%
CMYK: 73,45,24,66	CMYK: 9,24,100,32	CMYK: 54,33,18,50
RGB: 30,56,75	RGB: 169,138,19	RGB: 72,90,108

END VIEW

Existing



SCALE: 1/16" = 1'-0"+-

Proposed



SCALE: 1/16" = 1'-0"+-

Note: Size of signage in relation to the building is approximate. This photo mock-up is intended for location purposes only and may not accurately represent the scale of the proposed signage to the building. A site survey is required.

Project ID
0430147Ar1

MERIT ADVISORS
 2626 HOWELL ST.
 DALLAS, TX

Date: 6/18/25

Contact: WF

Designer: TS

Sign Item

SG A

Scale: AS NOTED

Revision Note

Information Required for Production

Customer Approval

Signature

MM/DD/YYYY

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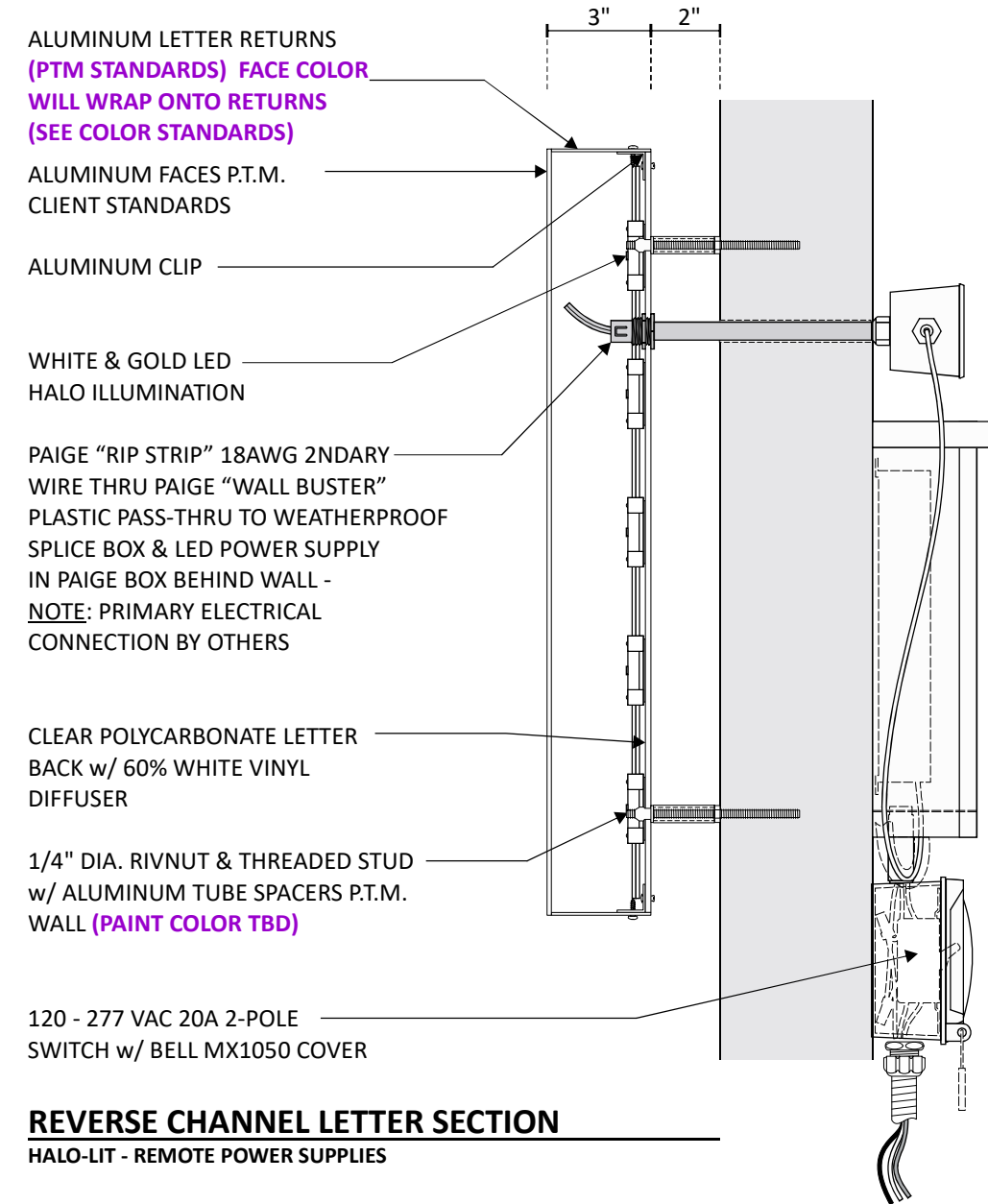


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SHEET 5 OF 6



SIMULATED NIGHT VIEW



Project ID
0430147Ar1

MERIT ADVISORS
2626 HOWELL ST.
DALLAS, TX

Date: 6/18/25
Contact: WF
Designer: TS

Sign Item

SG A

Scale: AS NOTED

Revision Note

Information Required
for Production

Customer Approval

Signature

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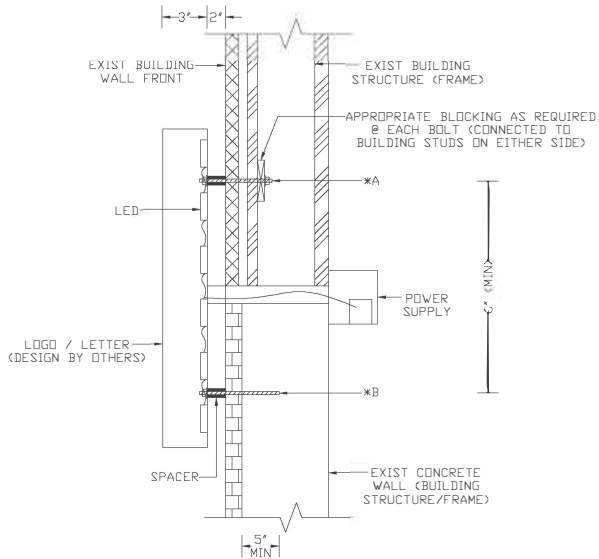
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SIDE VIEW @ LOGO / EACH LETTER



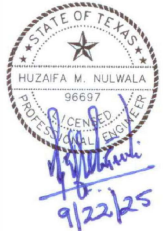
- *A: 3/8" DIAMETER ALL THREADED THRU BOLTS (A36)
- * MIN 8 BOLTS @ LOGO
- * MIN 4 BOLTS @ EACH LETTER

OR

- *B (CONCRETE/CMU WALL ONLY): 3/8" DIAMETER THREADED BOLTS (TAPCONS) w/ EPOXY @ EACH BOLT, L=5" (MIN EMBEDMENT IN CONCRETE/CMU)
- * MIN 8 BOLTS @ LOGO
- * MIN 4 BOLTS @ EACH LETTER

IMPORTANT NOTE:

BOLTS SHALL NOT BE CONNECTED TO EXISTING BUILDING FASCIA, BRICK OR STONE VENEER (EXISTING BUILDING FACADE) AT ANY LOCATION



NOTES:

1. DESIGN IS BASED ON 2024 IBC - WIND SPEED OF 115 MPH (3-SEC GUST), EXPOSURE C
2. THIS DESIGN IS INTENDED FOR A SINGLE (1) SIGN THAT SHALL BE INSTALLED AT THE ADDRESS SHOWN AND SHALL NOT BE USED FOR MULTIPLE SIGN/S AT THIS OR ANY OTHER LOCATION/S UNLESS CERTIFIED BY A PROFESSIONAL ENGINEER.
3. ENGINEER IS NOT THE ENGINEER OF RECORD FOR THE OVERALL PROJECT AND SHALL ONLY BE RESPONSIBLE FOR THE DESIGN OF SIGN STRUCTURE FOR WHICH CALCULATIONS ARE SHOWN ON THIS PAGE. (SIGN FRAME STRUCTURE DESIGN SHALL BE PROVIDED BY OTHERS)
4. ALL HSS TUBE SECTIONS SHALL MEET ASTM A500 GRADE-B WITH MINIMUM YIELD STRESS Fy=46 KSI.
5. ALL OTHER STEEL INCLUDING CONNECTION PLATES, ANGLES, ETC. SHALL MEET ASTM A36 WITH MINIMUM YIELD STRESS Fy=36 KSI.
6. ALL ALUMINUM USED SHALL BE GRADE 6053 OR 6061 OR EQUIVALENT WITH MINIMUM YIELD STRESS Fy=20 KSI.
7. STRUCTURAL BOLTS SHALL CONFORM TO ASTM A325 UNLESS OTHERWISE NOTED AND SHALL BE GALVANIZED.
8. ALL STEEL WELDING SHALL BE MADE WITH E70xx ELECTRODES AND SHALL BE PERFORMED BY CERTIFIED WELDERS IN ACCORDANCE WITH AWS STANDARDS.
9. ALL ALUMINUM WELDING SHALL BE MADE WITH E40xx ELECTRODES AND SHALL BE PERFORMED BY CERTIFIED WELDERS IN ACCORDANCE AWS STANDARDS.
10. SIZE, LENGTH & NUMBER OF BOLTS ARE MINIMUM RECOMMENDED AND SHALL BE INCREASED DEPENDING ON FIELD CONDITIONS TO SECURE SIGN FIRMLY ONTO EXISTING BUILDING STRUCTURE.
11. BOLTS SHALL BE CONNECTED TO EXISTING BUILDING STRUCTURE (FRAME) AT ALL LOCATIONS
12. EXISTING BUILDING STRUCTURE INFORMATION NOT PROVIDED BY SIGN CONTRACTOR
13. ANALYSIS OF EXISTING BUILDING STRUCTURE TO SUPPORT PROPOSED LOADS NOT IN SCOPE OF SMB ENGINEERING, LLC AND DESIGN ENGINEER AND HENCE NOT PERFORMED AND PROVIDED.
14. SMB ENGINEERING, LLC AND DESIGN ENGINEER SHALL NOT BE HELD RESPONSIBLE FOR DAMAGE CAUSED TO EXISTING BUILDING DUE TO ADDITION OF PROPOSED LOADS.

SMB
ENGINEERING, LLC
 WWW.SMB-ENGINEERING.COM
 TEL: 832-443-7328
 TEXAS REGISTRATION NUMBER : F-10116

PATTISON ID

MERIT ADVISORS
 2626 HOWELL STREET,
 DALLAS, TX

PRJ # : 25-J083	DWG BY : HMN	SCALE : NTS
DATE : SEPT 2025	REV : 0	PAGE : 1 OF 1