

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

MCKINNEY AVENUE SIGN DISTRICT

CASE NUMBER: SIGN-25-002012

DATE FILED: Dec. 16th, 2025

LOCATION: 2717 HOWELL ST
(SOUTHWEST ELEVATION)

SIZE OF REQUEST: 80 sq. ft.

COUNCIL DISTRICT: 14

ZONING: CA-1(A)

APPLICANT: David Brown of ASI Signage Innovations

OWNER: PPF AMLI 2717 Howell St, LLC, DBA AMLI Quadrangle

TENANT: PPF AMLI 2717 Howell St, LLC, DBA AMLI Quadrangle

REQUEST: An application for a Certificate of Appropriateness by David Brown of ASI Signage Innovations, for a 80-square-foot LED illuminated flat attached sign at 2717 HOWELL ST (SOUTHWEST ELEVATION).

SUMMARY: The applicant proposes to install a 80-square-foot LED illuminated flat attached sign, composed of two-inch deep aluminum cabinet with push thru acrylic letters. Sign will read 'AMLI QUADRANGLE'.

STAFF RECOMMENDATION: Approval

SSDAC RECOMMENDATION: Approval

BACKGROUND:

- The subject site is located in McKinney Avenue Sign District, Quadrangle Subdistrict and is zoned PD-193, Oak Lawn Special Purpose District, (GR), a business zoning district. These regulations are established in: [Sec. 51A-7.1500](#) (Specific details included below).
- The applicant proposes to install a 80-square-foot LED illuminated flat attached sign, composed of two-inch deep aluminum cabinet with push thru acrylic letters. Sign will read 'AMLI QUADRANGLE'.
 - The sign is composed of 2" aluminum cabinet, painted SW 6258 Tricorn Black with White (Gerber #230-20) and Sunflower (Gerber #230-25) vinyl lettering on push thru acrylic faces. Sign elements are constructed entirely of metal, acrylic, and vinyl.
- This sign is to be mounted on the southwest corner of façade facing Howell 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-7.1504 DEFINITIONS.

- (2) FLAT ATTACHED SIGN means an attached sign projecting from a building and parallel to the building facade.
- (3) HIGHRISE BUILDING means a building that has a height of more than 36 feet.
- (4) LOWER FACADE means the area of a highrise building facade that is 36 feet or less above grade when measured vertically.

51A-7.1507 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;
- (c) Flat attached signs.
 - (1) No flat attached sign may project more than eight inches from a building.
 - (2) A flat attached sign may be erected on an arcade, but it may not project above the roof of the attached building.

This façade will only contain this flat attached sign. The effective area will not exceed 3% of the lower façade. This sign will only project two-inches from the surface in which it is attached.

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

PPF AMLI 2717 Howell St, LLC, DBA AMLI Quadrangle
2717 Howell St
Dallas, TX 75204

Officer names: Brooke Thomas, Community Manager

Tenant Ownership

PPF AMLI 2717 Howell St, LLC, DBA AMLI Quadrangle
2717 Howell St
Dallas, TX 75204

Officer names: Brooke Thomas, Community Manager

SSDAC Action:

January 13, 2026

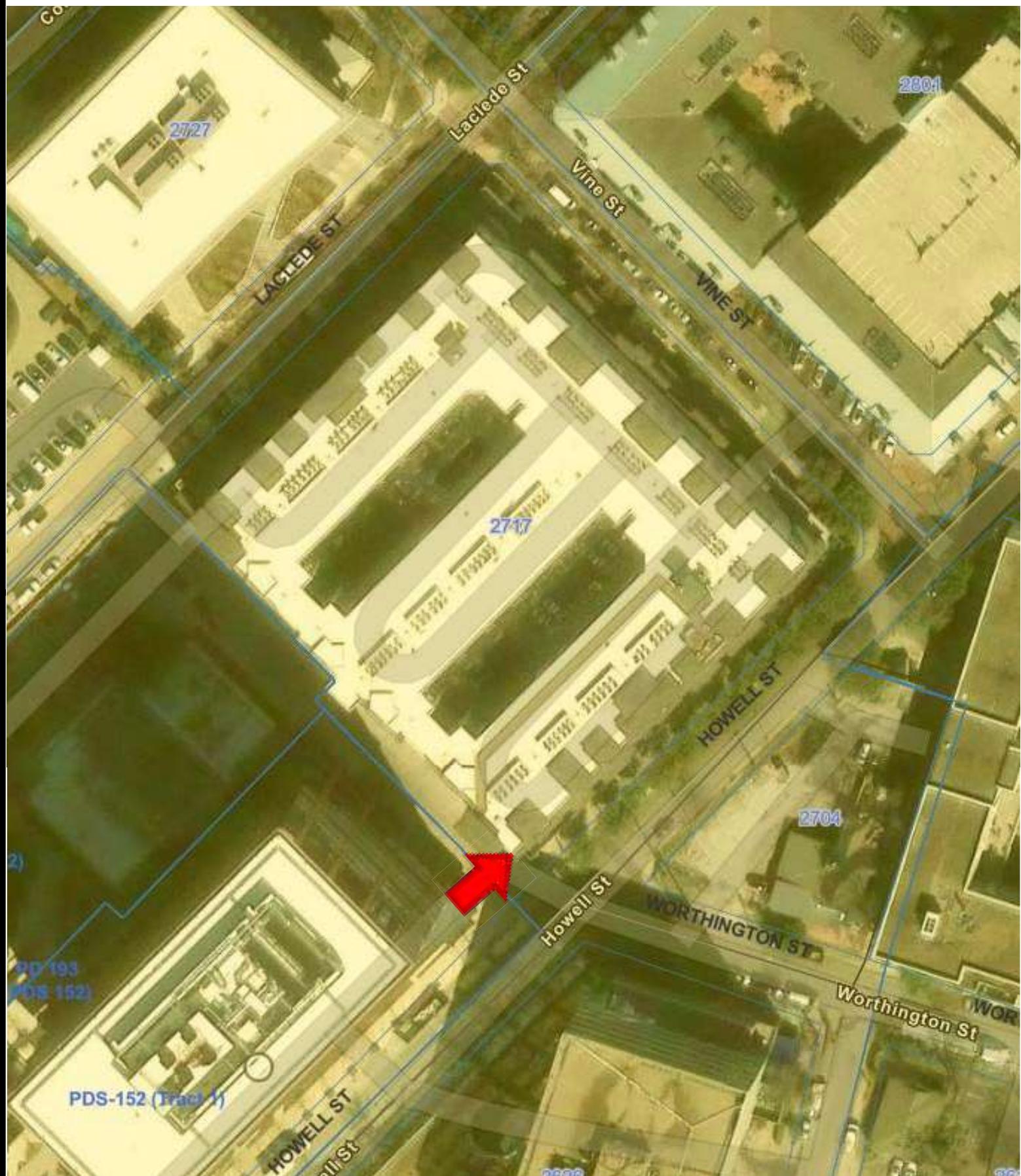
MOTION: It was moved to approve:

An application for a Certificate of Appropriateness by David Brown of ASI Signage Innovations, for a 80-square-foot LED illuminated flat attached sign at 2717 HOWELL ST (SOUTHWEST ELEVATION).

Maker: Peadon
Second: Coffman
Result: Carried: 4 to 0

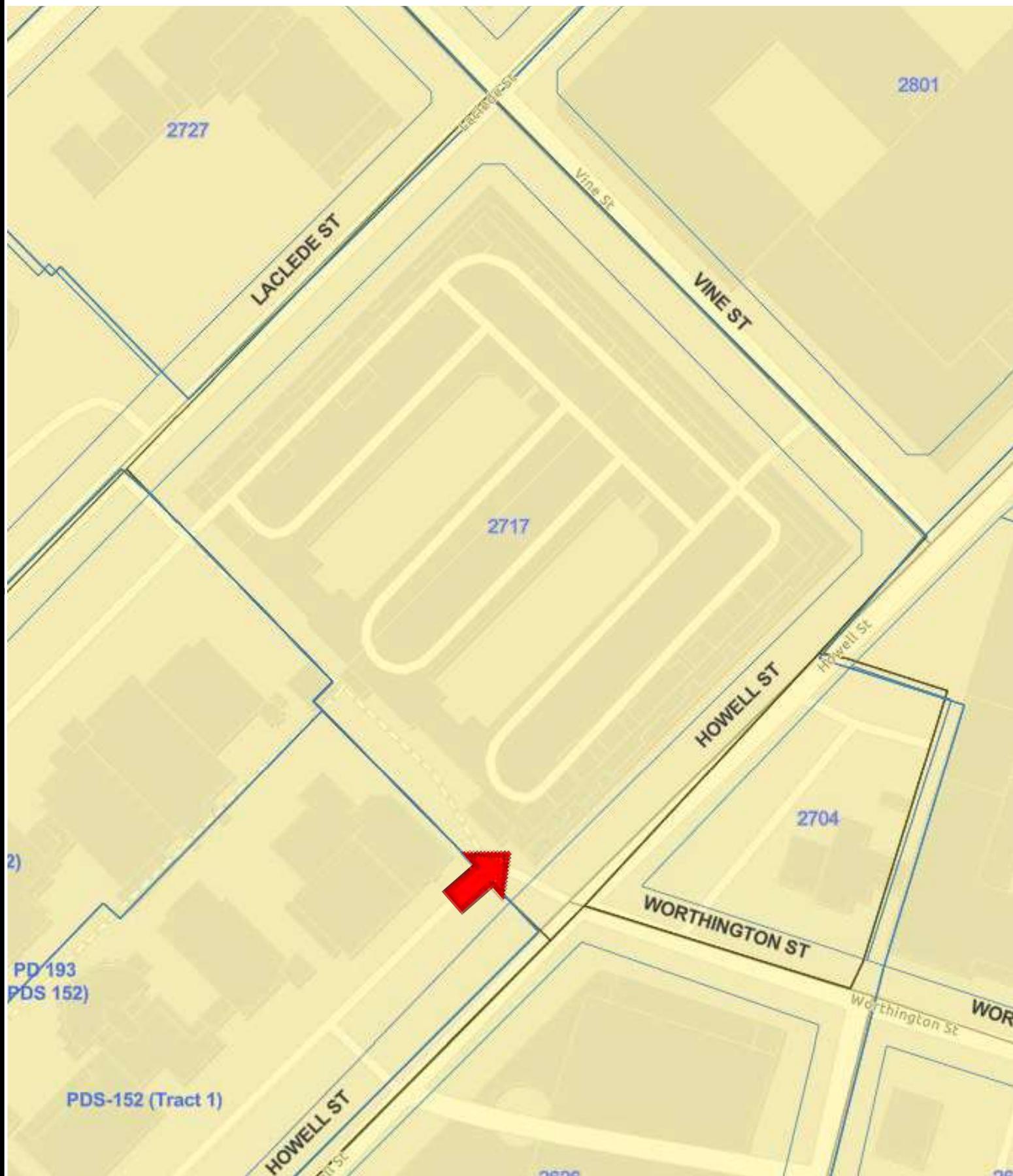
For: 4 - Peadon, Dumas, Hardin and Coffman
Against: 0 - none
Absent: 1 - Webster
Conflict: 0 - none

Speakers: Sarah Ketchum - ASI



Aerial Map - 2717 Howell St

Printed Date: 1/6/2025



Zoning Map - 2717 Howell St

Printed Date: 1/6/2025



AMLI Quadrangle
Shop Drawings

March 20, 2025

2717 HOWELL ST, DALLAS TX

Revised: 11.20.2025

Legal Notice

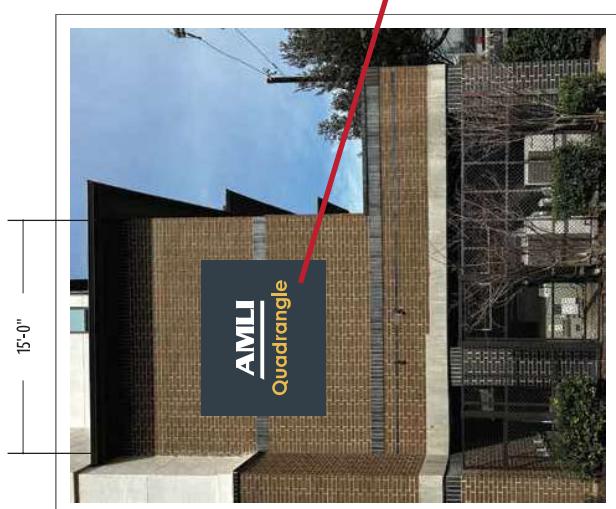
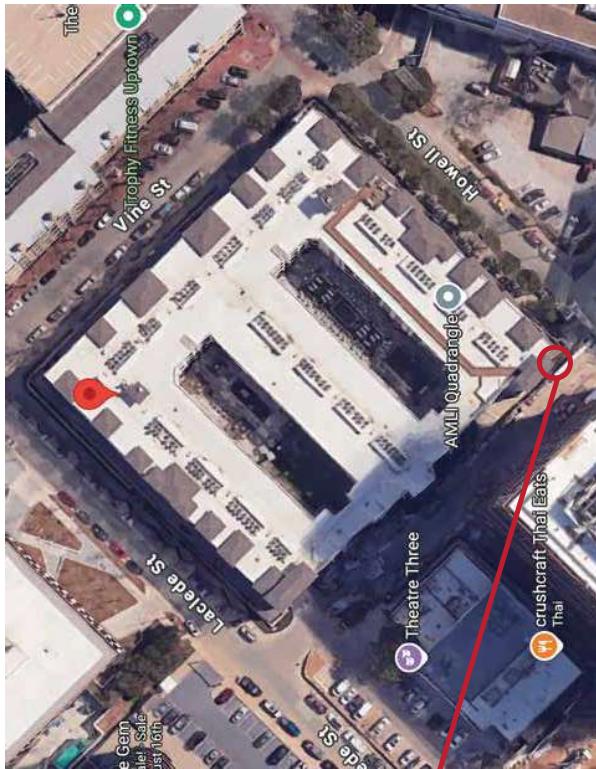
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Signage Innovations

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972-915-3800
www.asisignage.com

MATERIAL DESCRIPTION Fabricated Aluminum Sign Cabinet, Internally Illuminated with Bright White LED Routed Graphics and Push Thru Acrylic. Translucent Vinyl Graphics for "AMLI" Graphics for "QUADRANGLE."	
MATERIAL TYPE <input checked="" type="checkbox"/> clear Gloss Acrylic <input checked="" type="checkbox"/> Vinyl Graphics <input checked="" type="checkbox"/> Aluminum	PROCESS Routed out Graphics, Push-Thru Flush Acrylic with Gerber White Translucent Vinyl Overlays. "Quadrangle" copy to be Routed out Graphics, Push-Thru Flush Acrylic with Gerber Sunflower Translucent Vinyl Overlays.
FONTS Century Gothic	IMAGE COLORS <input checked="" type="checkbox"/> Matthews Custom Match <input checked="" type="checkbox"/> SW 6258 Icorn Black <input checked="" type="checkbox"/> Matthews Custom Match <input checked="" type="checkbox"/> PMS 207 C <input checked="" type="checkbox"/> Matthews Custom Match <input checked="" type="checkbox"/> Standard White <input checked="" type="checkbox"/> "AMLI" Faces & Rule: <input checked="" type="checkbox"/> Gerber #230-20 White <input checked="" type="checkbox"/> "Quadrangle" Faces <input checked="" type="checkbox"/> Gerber #230-25 Sunflower
Mounting: Sign assembly to mount to existing brick wall with anchors/toggle bolts and silicone for all penetrations.	
Mounting: 	
Detail Descriptions: <ol style="list-style-type: none"> 1. Fabricated Aluminum Cabinet Surface painted Matthews Custom Match (SW 6258 Tricorn Black) 2. "AMLI" copy and Rule to be Routed out Graphics, Push-Thru Flush Acrylic with Gerber Sunflower Translucent Vinyl Overlays. 3. "Quadrangle" copy to be Routed out Graphics, Push-Thru Flush Acrylic with Gerber Sunflower Translucent Vinyl Overlays. 	
Mounting: 	
Mounting	



		Initials	Date	Folder Location
Projects -2014 to Current Projects		AC	08.06.25	> A
> AMLI Quadrangle		AC	08.13.25	> 2 - 2 - SHOP DRAWINGS/AMLI Quadrangle-june 2025
				> S1_Q1.ai