

BACKGROUND:

- The subject site is located in Downtown SPSD within the Perimeter Subdistrict and is zoned PD No. 317, Subdistrict 2, Mixed Use Corridors, a business zoning sign district. These regulations are established in: [Sec. 51A-7.900](#) (Specific details included below).
- The applicant proposes to install a 117-square-foot sign, composed of an LED-illuminated set of channel letters mounted on a raceway, against the façade facing Corinth Street, and bearing the name Cedars Village Market.
 - The sign is composed of four-inch deep channeled letters mounted to a raceway. All sign elements are constructed entirely of metal, plastic, and LED lighting. The overall projection of the sign will not exceed 12-inches.
 - Each channel letter is proposed to have an 1/8" acrylic face with orange vinyl and will be back-lit with white LED. The channel letters will appear orange during the day and illuminate orange at night.
- This is the second of two applications under review by this body for this site. This sign is to be located on southeast elevation, and is submitted as Sign 002. This is to be the only sign for this tenant proposed on this façade. The remaining signs at were approved under director procedure.
- 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. (Ord. Nos. 19455; 20167; 21404; 24606)

51P-317.125 ATTACHED SIGNS.

(a) In general. Signs must comply with the provisions in Article VII. For purposes of complying with this section, the premise is the Property.

- (1) The use of neon lighting is permitted, except in the Subdistrict 4.
- (2) Only the wording on a sign can be illuminated by back-lighting.
- (3) No sign may be illuminated by an independent, external light source (such as an external floodlight).
- (4) Attached and detached signs are allowed in all subdistricts.

Only the letters on the sign will be illuminated.

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.

The combined effective area of all signs on this façade is less than 4% of the total façade area. This sign contains three words. The overall projection of this sign will not exceed 12-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

2000 Harwood LLC.
6988 Lebanon Road
Frisco, TX 75034

Officer names: Stephanie Harvey, Tenant Manager

Tenant Ownership

Cedars Village
2020 South Harwood Street
Dallas, TX 75215

Officer names: Stephanie Harvey, Tenant Manager

SSDAC Action:

August 8, 2023

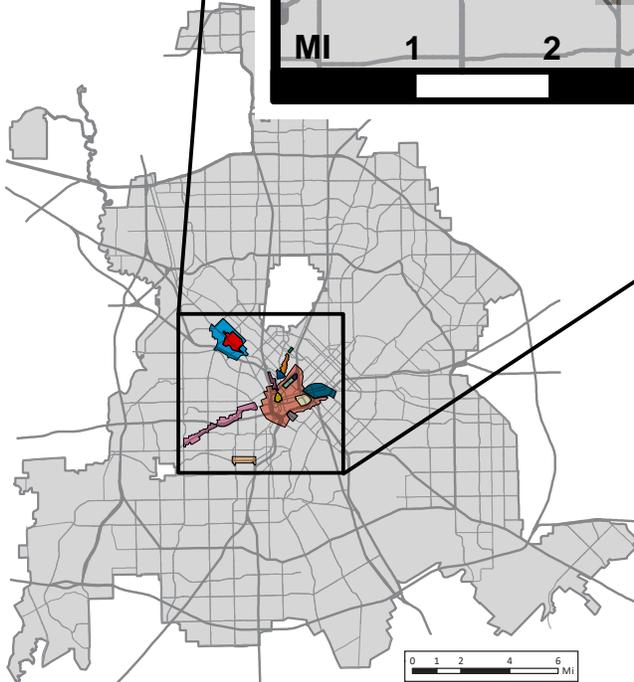
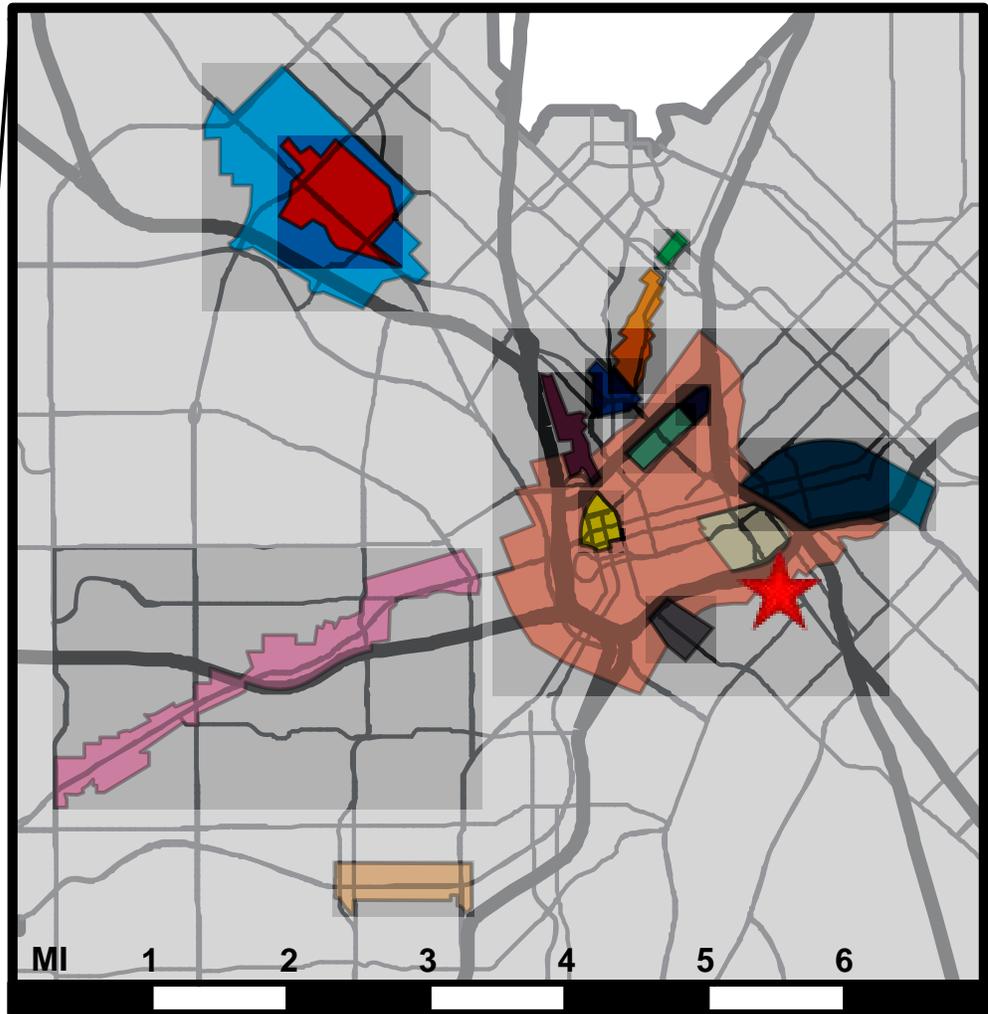
MOTION: It was moved to **approve**:

An application for a Certificate of Appropriateness by Jim DeCicco of SignBuildersDFW.com, for a 117-square-foot illuminated attached sign at 2020 South Harwood Street (southeast elevation).

Maker: Hardin
Second: Webster
Result: Carried: 3 to 0

For: 3 - Peadon, Webster, and Hardin
Against: 0 - none
Absent: 2 - Haqq and Dumas
Conflict: 0 - none

Speakers: None



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

2551 Elm St

Deep Ellum/Near East Side Sign District

Case no: 2306071096

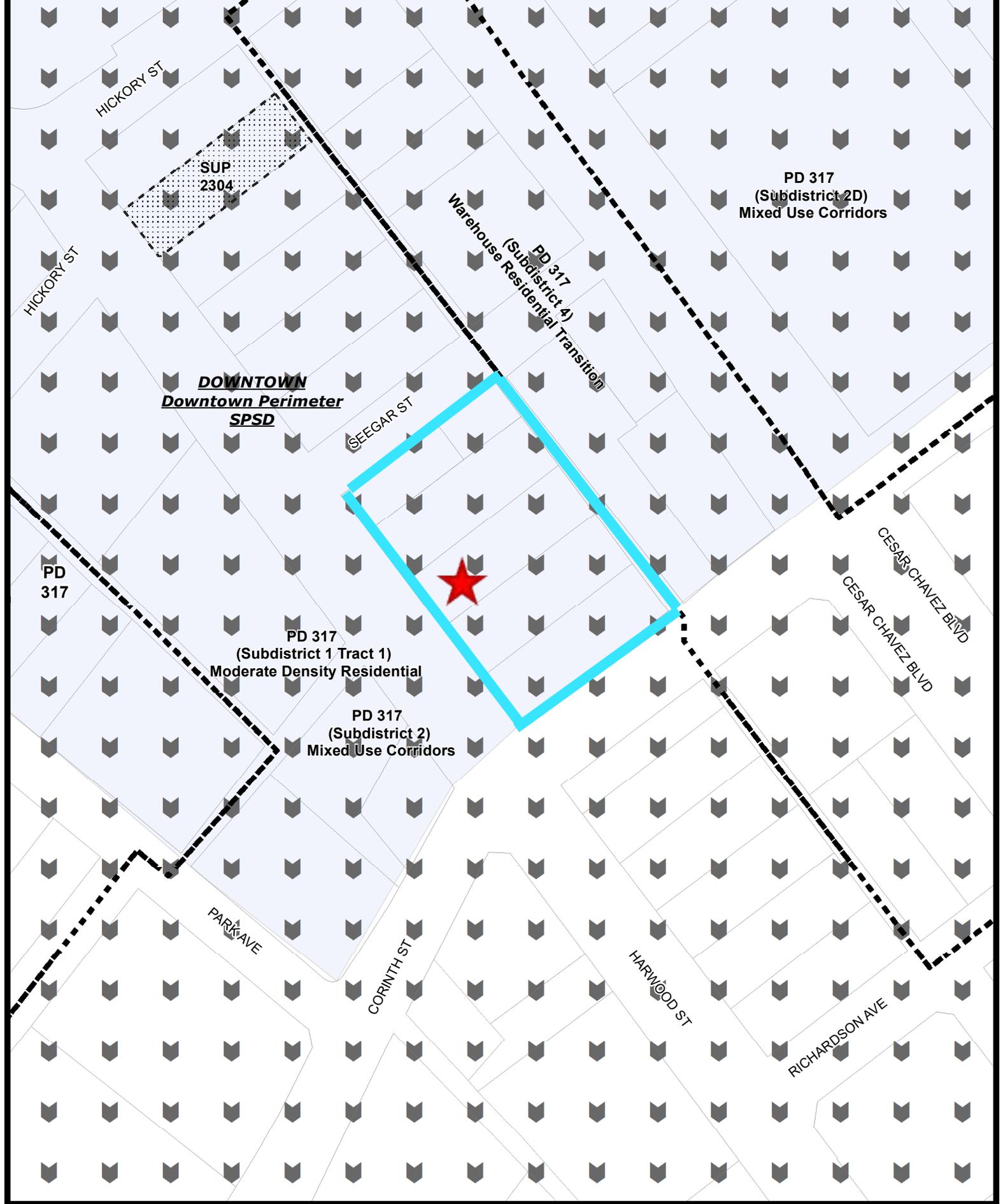
Date: 07/14/2023



Printed Date: 7/19/2023

 1:1,200

AerialMap



Job 181607764-002 (2306070028)

Job Edit

Miscellaneous Transaction

Job 181607764-002 (2306070028)

Electrical Sign (ES) ATTACHED - E ELV BUILDING (A) New Construction

Status: Paid Created By: SROPER083121 Date Created: Jun 07, 2023
Date Completed: Jul 11, 2023

Parent Job: 181607764-001 (2306071096)

Specific Location: 2020 S HARWOOD ST - 117 SF - LED ILLUMINATED ATTACHED SIGN - E ELV
DOWNTOWN - PERIMETER

Details

Customer: DeCicco, Jim
11259 Goodnight Ln.
Dallas, TX 75229
(972) 522-8578
sales@signbuildersdfw.com

Fee Amount

FeeType

Staff Email: jason.pool@dallas.gov

Details



Customer: DeCicco, Jim
11259 Goodnight Ln.
Dallas, TX 75229 (972) 522-8578

Fees (EXT): 2306070028 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: 824301 \$345.00		(\$345.00)	\$0.00	(\$345.00)	
					\$0.00

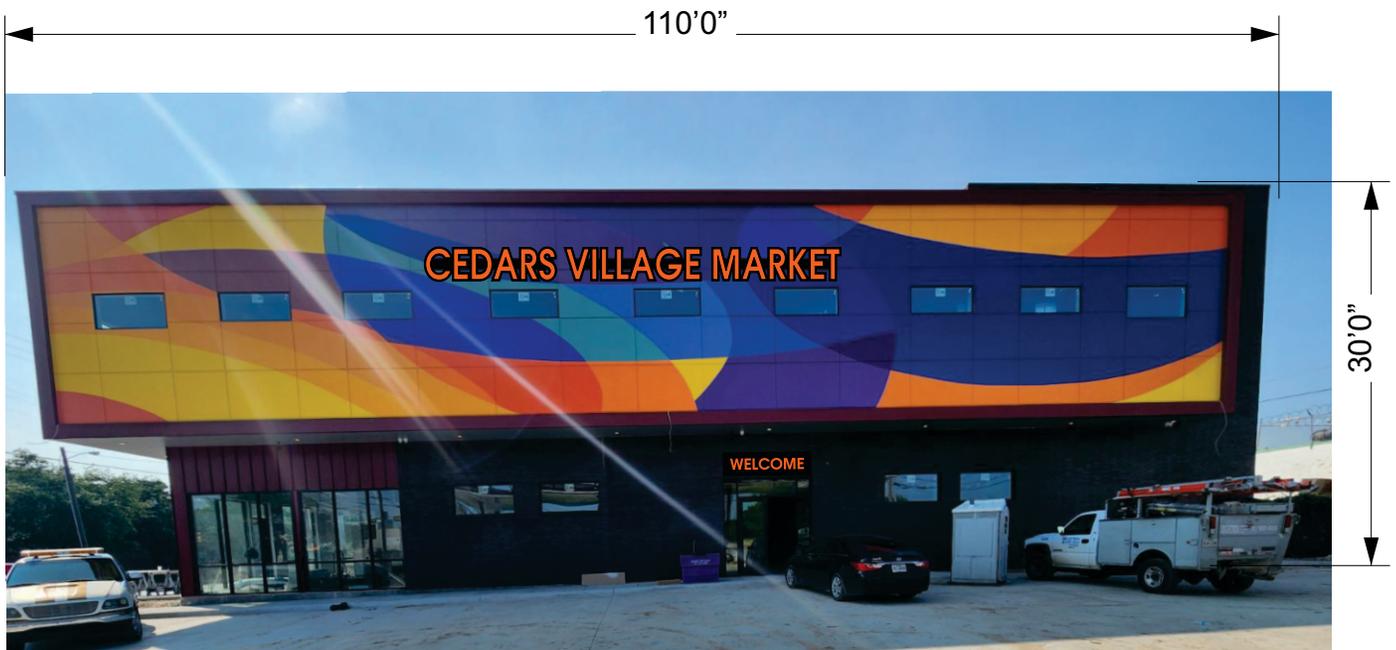
Processes

Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected			Jul 11, 2023 10:30:00	
Auto generated System Fee Collection						



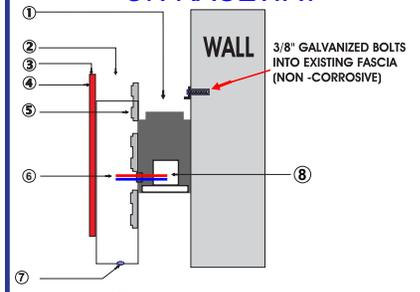
DATE:

CLIENT APPROVAL:



SIDE-SECTION VIEW

LED CHANNEL LETTER ON RACEWAY



- RACEWAY: 2"X8" ALUMINUM PTM
- RETURNS: 4" ALUMINUM BLACK
- TRIM CAP: 1" BLACK
- FACES: 1/8" ACRYLIC W/ VINYL OVERLAY ORANGE
- LED: .79W WHITE

- ① RACEWAY
- ② RETURN
- ③ TRIM CAP
- ④ ACRYLIC FACE
- ⑤ LEDS
- ⑥ LED 18G WIRE
- ⑦ WEEP HOLED
- ⑧ LED POWER SUPPLY

CLIENT: CEDAR VILLAGE MARKET
 PHONE:
 EMAIL:

ADDRESS: 2020 S. HARWOOD
 CITY/STATE: DALLAS, TX 75215

SQ FT: 117
 ELEVATION: EAST
 30-12

SIGNBUILDERSDFW.COM
 972 • 522 • 8578 DALLAS, TX

