

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

DOWNTOWN SPECIAL PROVISION SIGN DISTRICT

CASE NUMBER: SIGN-25-002009

DATE FILED: Dec. 19th, 2025

LOCATION: 1909 BRYAN ST

SIZE OF REQUEST: 76.6 sq. ft.

(EAST ELEVATION)

COUNCIL DISTRICT: 14

ZONING: CA-1(A)

APPLICANT: Francisco Silva of Silva Signs & Service

OWNER: Dallas Plaza Garage LLC, DBA Arkview Capital

TENANT: 7-Eleven Inc.

REQUEST: An application for a Certificate of Appropriateness by Francisco Silva of Silva Signs & Service, for a 76.6-square-foot LED illuminated flat attached sign at 1909 BRYAN ST (EAST ELEVATION).

SUMMARY: The applicant proposes to install a 76.6-square-foot LED illuminated flat attached sign, composed of front lit aluminum channel letters. Faces will be white acrylic with vinyl with painted aluminum returns. Sign will read 'ARKVIEW' with logo.

STAFF RECOMMENDATION: Approval

SSDAC RECOMMENDATION: Approval

BACKGROUND:

- The subject site is located in the Downtown Special Provision Sign District, Central Business District. This district is zoned Central Area District 1 (CA-1(A)), a business zoning sign district.
These regulations are established in: [Sec. 51A-7.900](#) (Specific details included below).
- The applicant proposes to install a 76.6-square-foot LED illuminated flat attached sign, composed of front lit aluminum channel letters. Faces will be white acrylic with vinyl with
 - The sign is composed of 5" aluminum channel letters, painted black with blue and grey vinyl lettering, mounted to a 2" wireway. Sign elements are constructed entirely of metal, acrylic, and vinyl.
- This sign is to be mounted on the façade facing Bryan Street.
- Construction of the proposed sign is in accordance with SPSD regulations and meets the requirements of the Dallas City Code per Sec. 51A-7.900.

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-7.903 DEFINITIONS.

- (14) FLAT ATTACHED SIGN means an attached sign projecting 12 inches or less from a building, and the face of which is parallel to the building facade.
- (33) UPPER LEVEL SIGN means an attached sign wholly situated within the upper level sign area.
- (34) UPPER LEVEL SIGN AREA means the portion of a facade more than 36 feet above grade and within the top 12 feet of a facade on buildings 18 stories or less, or within the top 36 feet of a facade on buildings more than 18 stories.

51A-7.911(a) ATTACHED SIGNS IN GENERAL

- (3) The total effective area for all signs on a facade, excluding media wall signs in the Discovery Subdistrict and gateway signs in the Chase Tower Subdistrict, may not exceed:
 - (C) 30 percent of the area in the upper level sign area.

This is the only sign proposed on this façade. The sign is allowed up to 30% of the façade but only occupies approximately 2% of it.

51A-7.911(e) FLAT ATTACHED SIGNS

- (3) Upper level flat attached signs.
 - (A) Each upper level flat attached sign may have a maximum of eight words that contain any character of a height equal to or exceeding four inches.
 - (B) Upper level flat attached signs must be wholly located within the upper level sign area.

This sign will contain two words, and is wholly located within the upper level sign area.

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

Dallas Plaza Garage LLC, DBA Arkview Capital
263Tresser Blvd, 9th Flr
Stamford, CT 06901

Officer names: Pavel Chernyshov, Owner
Jessica Mainhardt, Operations

Tenant Ownership

7-Eleven Inc.
3200 Hackberry Rd
Irving, TX 75063

Officer names: Andrea Benedetto, Property Manager (LAZ)

SSDAC Action:

January 13, 2026

MOTION: It was moved to approve:

An application for a Certificate of Appropriateness by Francisco Silva of Silva Signs & Service, for a 76.6-square-foot LED illuminated flat attached sign at 1909 BRYAN ST (EAST ELEVATION).

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

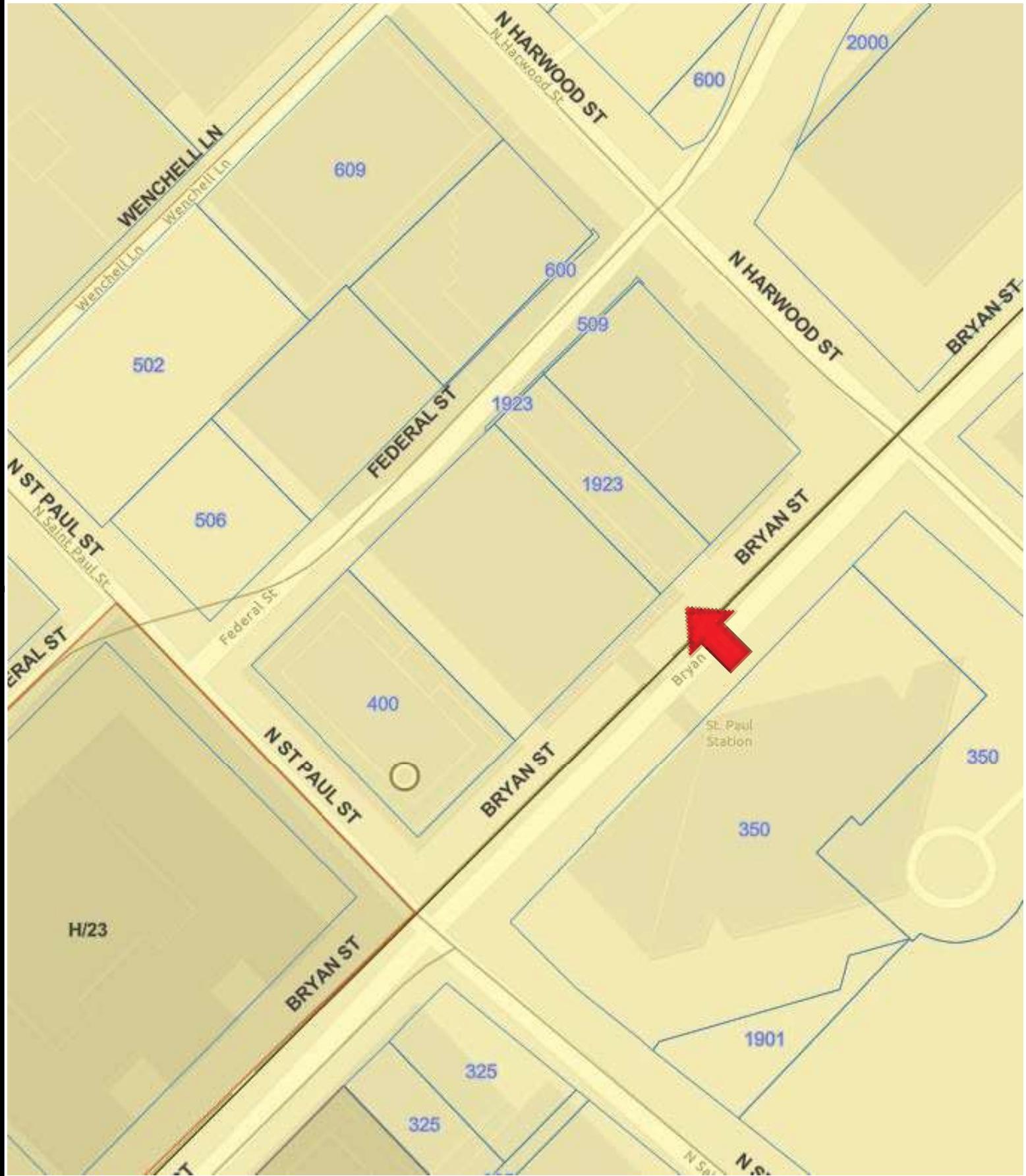
For: 4 - Peadon, Dumas, Hardin and Coffman
Against: 0 - none
Absent: 1 - Webster
Conflict: 0 - none

Speakers: none



Aerial Map - 1909 Bryan St

Printed Date: 1/6/2025



Zoning Map - 1909 Bryan St

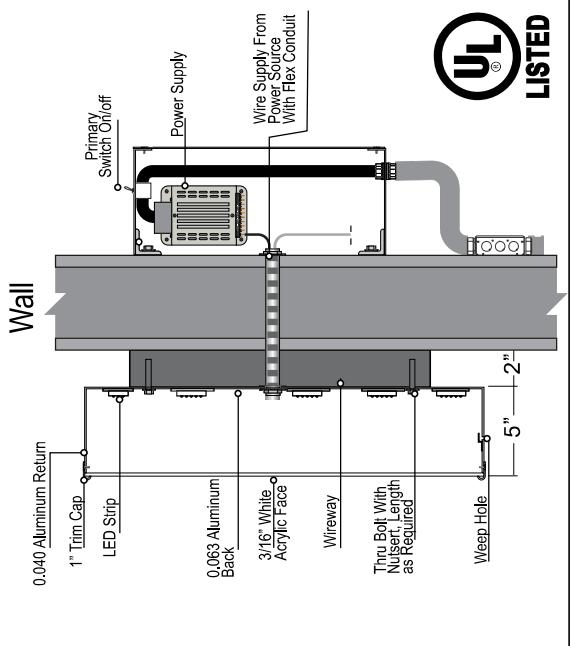
Printed Date: 1/6/2025



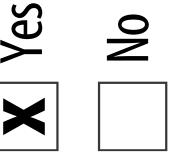
<p>2129 S Great Southwest Pkwy, Suite 309 Grand Prairie, Tx 75051 TEL: 972.352.2898</p>	<p>Client: FASTSIGNS Love Field Site: 1919 Bryan Street TEL: 972.352.2898</p>

SECTION

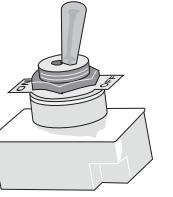
FRONT LIT CHANNEL LETTER



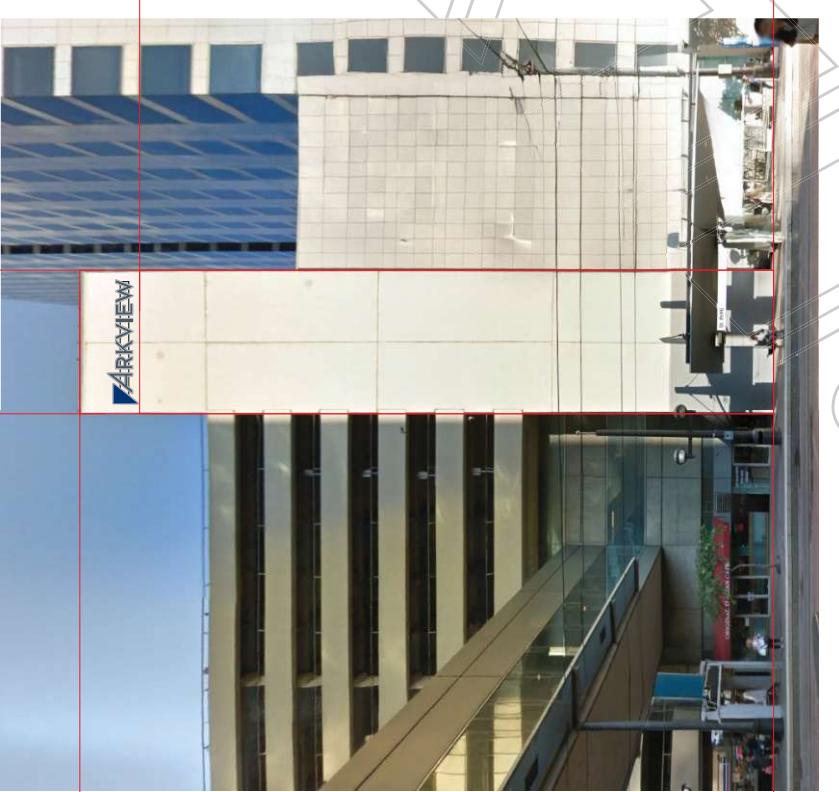
On A Wireway



External Disconnect Switch



20'-0"



L-96 48-10



is the intent and purpose of this color rendering to provide a basic color representation of your sign. Linen 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.

Field	Page #
Date: 11/19/2025	Page #
Designer: Lucio Garza	3-3
Drawing Title: Arkview - Dallas	5220
Sales: Charis Peterson	

Client: FASTSIGNS Love Field

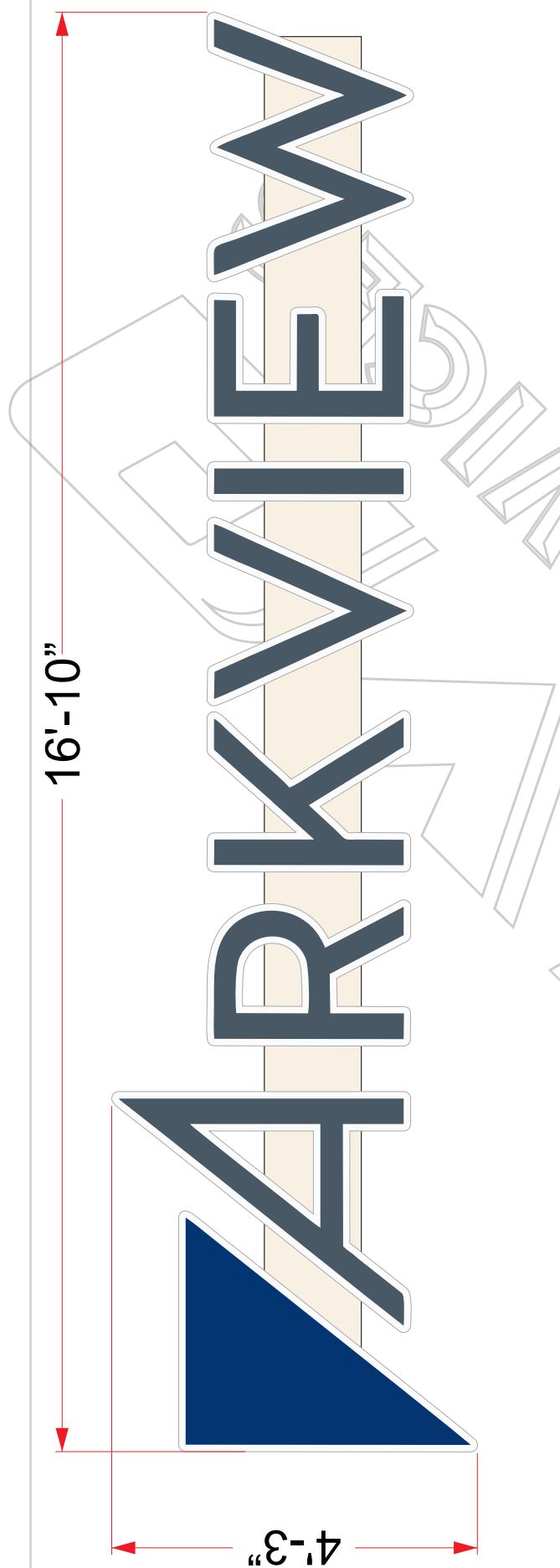
Site:

1909 Bryan Street

of the sign.

monahan hu | mona Malina | no (mona) which name the country's relaxation hu

THE JOURNAL OF CLIMATE VOL. 19, 2006



16'-10"

4'3"

48-11

Total of 1.34 sq ft

Element: **FASTSIGNS** | **Love Field**
Actual colors will vary from actual paint finish and color. Existing painted surface

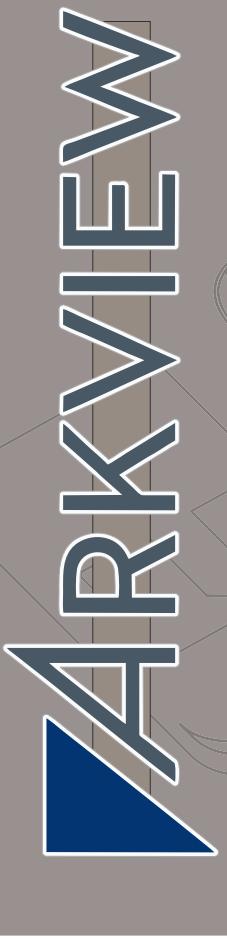
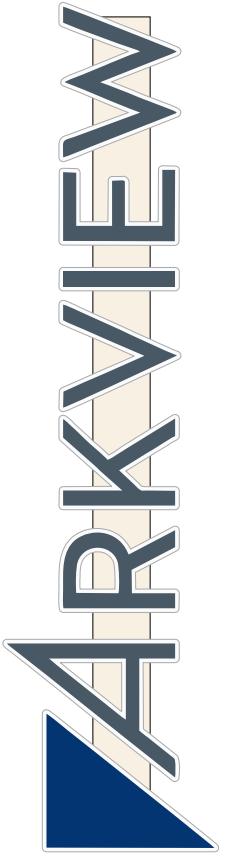
Page 10 of 10

2125 Great Southwest
Pkwy, Suite 309
Grand Prairie, Tx 75051
TEL: 972.352.2898

The diagram illustrates a vertical sign structure. At the top, a horizontal dimension line indicates a width of 2'5". Below this, a series of vertical panels are shown, each consisting of a dark blue outer frame and a light beige inner panel. The panels are arranged in a staggered, zigzag pattern. A horizontal dimension line at the bottom indicates a total width of 3'6". The bottom-most panel is a solid dark blue triangle.

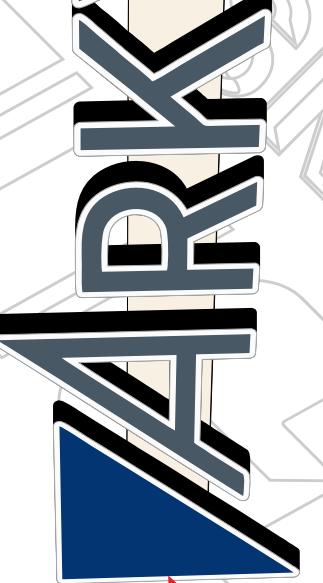
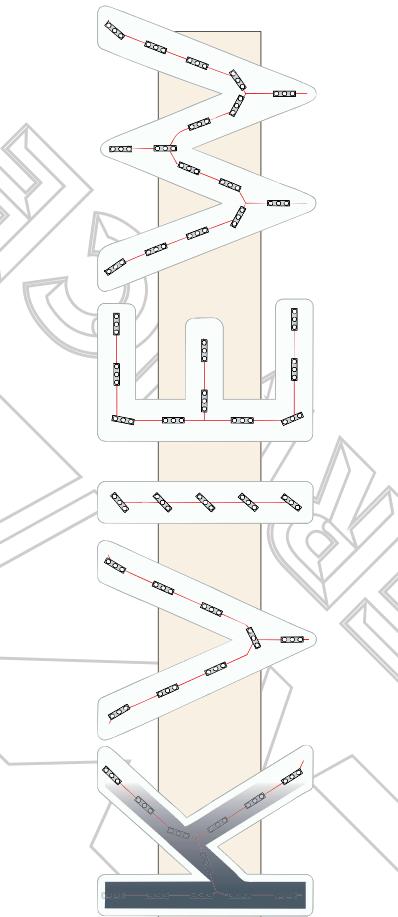
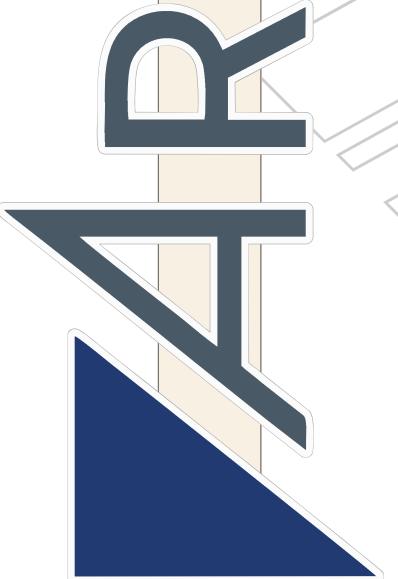
It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your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

 <p>2129 S Great Southwest Pkwy, Suite 309 Grand Prairie, TX 75051 TEL: 972.352.2898</p>	<p>MAINT. PLANT - UL #43305001</p> <p>141 U.S.P.C. 44, can conform to UL-48-2181 label, accordingly & can conform to UL-1 install procedure, Canada all signs must be C.S.A. compliant. This sign is intended to be installed in accordance with all applicable codes and ordinances. This sign is not intended to be used as a cover for any other sign. This sign is not intended to be used as a cover for any other sign.</p>	<p>Client: FASTSIGNS Love Field Site: 1909 Bryan Street Date: 11/19/2025 Designer: Lucio Garza Drawing Title: Arkview - Dallas Sales: Charis Peterson</p>
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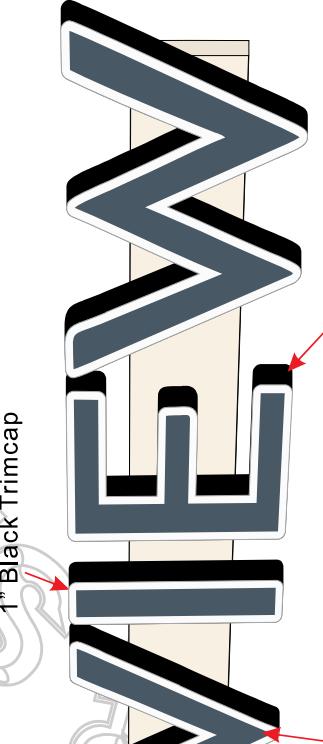


Day View

Night View



Vinyl
3M 3630-287
Marine Blue



5" Black Return

3M 3630-061
Vinyl
Slate Gray

1" Black Trimcap

48-12

is the intent and purpose of this color rendering to provide a basic color representation of your sign finish. 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 to Matthews paint color formula will minimize the differences.

 NAPA PLANT 14309 Napa Street #43095-001	Client: FASTSIGNS Love Field Site: 1909 Bryan Street	Date: 11/19/2025 Designer: Lucio Garza Drawing Title: Arkview - Dallas Sales: Charis Peterson
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YJ SIGN INC.

P.O. Box 802050 Santa Clarita, CA 91380 - (877) 600-9444 - info@yjinc.com
 Sign Design Based On - 2021 IBC w/ Dallas Amendments

Authorization Number:
 JTS-265025
 Project:
 Arkview - Channel Letters
 Job Location:
 1919 Bryan Street
 Dallas, TX

INPUT DATA

Exposure Category (B, C or D)
 Risk Category
 Ultimate Design Wind Speed
 Topographic Factor
 Height of the sign
 Vertical dimension (for wall, $s = h$)
 Horizontal dimension
 Dimension of return corner

Area Considered: 4'-3" x 16'-10"

ANALYSIS

Velocity pressure
 $q_2 = 0.0256 K_2 K_d V_p K_e$
 $q_2 = \text{Velocity pressure at a height } h, (Eq. 26.10-1 \text{ page: 268})$
 $K_2 = \text{Velocity pressure exposure coefficient evaluated at height above ground level, in (Tab. 26.10-1, page 268)}$
 $K_d = \text{Wind directionality factor, (Tab. 26.6-1, page 266)}$
 $K_e = \text{Ground elevation factor, see (Tab. 26.9-1, page 268)}$

Wind Force Low Rise Buildings (See: 30.3.2 & 29.3.2)
 Max horizontal wind pressure = $p = q_2 G_C p$
 $G_C = \text{External pressure coefficients (Fig. 30.5-1, page 363)}$
 $As = B \cdot s = \text{the gross area}$

DESIGN SUMMARY

Allowable Stress Design Wind Factor
 Design Wind Pressure
 Design Windforce, F

Sign Parameters

Weight of cabinet, DL
 Vertical distance between anchors, y
 $b = \text{return}$
 $o = \text{Offset from wall}$
 $m = \text{no. of top or bottom anchors}$

ANCHOR DESIGN

Hilti KB-TZ 2 S.S. Expansion Anchor
 308 Dia. Nom. Embed. 3 1/2"
 $P = 1088$
 $V = 180$
 $U = 121$
 $V = 24$
 $U = 1068$
 $(121 / 1068) * (24 / 180) = 0.25 < 1.0(K)$

NOTES :

NOTE: PERIODIC SPECIAL INSPECTION REQUIRED IN ACCORDANCE WITH IBC CHAPTER 17 FOR ALL POST INSTALLED CONCRETE & MASONRY ANCHORS.

ALUMINUM:
 DESIGN AND FABRICATION ACCORDING TO 2020 ALUM. DESIGN MANUAL PLATES, ANGLES, CHANNELS, TEE, AND SQUARE TUBING, ALUMINUM ALLOY 6061 - T6 WITH 0.008 LBS PER CUBIC INCH.
 ALUMINUM DESIGN AND FABRICATION ACCORDING TO AWS D1.2: ALL WELDING IN CONCORDANCE WITH THE LATEST EDITION OF THE AWS A5.15, FILLER ALLOYS PER TABLES M.5 & M.22 OF 2020 ALUMINUM DESIGN MANUAL.

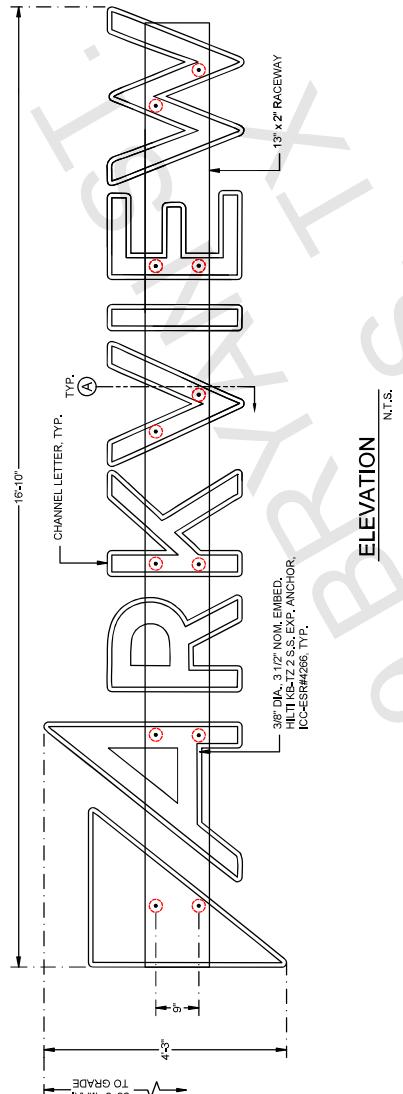
WELDING:
 WELD LENGTH SHALL BE EQUAL TO THE THICKNESS OF THE THINNEST MEMBER AT THE JOINT, UNLESS NOTED OTHERWISE.
 - E70XX ELECTRODE FOR SMAW PROCESS.
 - E70XX ELECTRODE FOR GTAW PROCESS.
 - E70XX ELECTRODE FOR FCAW PROCESS.

ALL WELDS SHALL BE MADE WITH A FILLER METAL THAT CAN PRODUCE WELDS THAT HAVE A MINIMUM CHARPY TOUGHNESS OF 207-LB AT ZERO DEGREE AS DETERMINED BY THE APPROPRIATE AWS AS CLASSIFICATION TEST METHOD OR NFGS. CERTIFICATION.

ANCHORS:

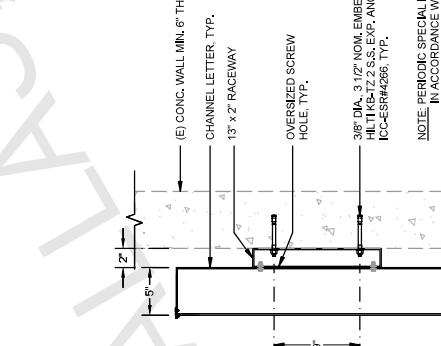
BOND NAME: APPROVED ANCHORS SPECIFIED ON PLANS MAY BE SUBSTITUTED BY APPROVED EQUAL.

DEI BY A.V.	DATE LAST REVISED	CHK BY T.J.	PROJ. START DATE	REV. NO.	REV. DATE	REVISER BY	PROJECT LOCATION	AS/NZS	SHEET #
	Dec 18, 2025		Dec 12, 2025	1	1-1	-	280525-Arkview, Bryan St, Dallas, TX	10330151 ST.	1 of 1



ELEVATION N.T.S.

308 Dia. 3 1/2" NOM. EMBED.
 Hilti KB-TZ 2 S.S. EXP. ANCHOR.
 ICC-ESR#4265 TYP.



SECTION A-A

N.T.S.

YJ, LLC.

E-10272

DATE SIGNED: 12/18/2025

NOTICE: IT IS A VIOLATION OF THE LAW FOR ANY PERSON, UNLESS ACTING UNDER THE DIRECTION OF A LICENSED PROFESSIONAL, TO ALTER AN ITEM IN ANY WAY, IF AN ITEM BEARING THE SEAL OF A LICENSED PROFESSIONAL IS ALTERED. THE ALTERED LICENSED PROFESSIONAL SHALL AFFIX TO THEIR ITEM THEIR SEAL AND THE NOTATION "ALTERED" FOLLOWED BY THEIR SIGNATURE AND THE DATE OF SUCH ALTERATION, AND A SPECIFIC DESCRIPTION OF THE ALTERATION.

ARKVIEW CHANNEL LETTER

SHEET TITLE:

