

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

DEEP ELLUM/ NEAR EAST SIDE SIGN DISTRICT

CASE NUMBER: 2409160018

DATE FILED: September 17, 2024

LOCATION: 2727 Canton Street
(south elevation)

SIZE OF REQUEST: 16 sq. ft.

COUNCIL DISTRICT: 2

ZONING: PD-269, TRACT A

APPLICANT: Kenneth Waits of CITY SIGN SERVICES, INC.

OWNER: 2713 CANTON LTD

TENANT: Deep Ellum Live, LTD

REQUEST: An application for a Certificate of Appropriateness by Kenneth Waits of CITY SIGN SERVICES, INC., for a 16-square-foot illuminated attached sign at 2727 Canton Street (south elevation).

SUMMARY: The applicant proposes to install a 16-square-foot attached sign, composed of an LED illuminated cabinet with push thru acrylic letters, projecting two-feet from the south elevation, and bearing the name 'The Studio' and 'at the Bomb Factory'.

STAFF RECOMMENDATION: Approval.

SSDAC RECOMMENDATION: Approval.

BACKGROUND:

- The subject site is located in Deep Ellum/ Near East Side SPSD. This district follows Planned Development Number 269 (PD-269), Deep Ellum/ Near East Side, Tract A. These regulations are established in: [Sec. 51A-7.1300](#) (Specific details included below).
- The applicant proposes to install a 16-square-foot attached sign, composed of an LED illuminated cabinet with push thru acrylic letters, projecting two-feet from the south elevation, and bearing the name 'The Studio' and 'at the Bomb Factory'.
 - The sign is composed of a two-foot by eight-foot- by one-foot three sided cabinet. Faces are white push thru type, with red translucent vinyl applied. All sign elements are constructed entirely of metal and plastic. The overall projection of the sign from the surface in which it is attached will be two feet.
 - The exterior of the cabinet will be aluminum that is painted Black. The sign will be backlit by white LED illumination.
 - Mounting Hardware consists of 5/8-inch Dia Bolt with washers and nuts to be anchored directly to steel angle backer per engineering.
- This is the only application for this site. This sign is to be located on right side of the south elevation.
- Construction of the proposed sign is in accordance with SPSD regulations and meets the requirements of the Dallas City Code per Sec. 51A-7.1300.

51A-7.1302 PURPOSE.

The purpose of this division is to promote signage that is compatible with the architectural character and design guidelines of the Deep Ellum/Near East Side Planned Development District while encouraging artistic, creative, and innovative signs which are reflective of themes that have grown and developed in the Deep Ellum area. (Ord. 20596)

51A-7.1305 SPECIAL PROVISIONS FOR ALL SIGNS.

- (a) Signs in this district are permitted to overhang the public right-of-way subject to city franchising requirements.
- (b) Except for wallscape signs, painted applied signs, and district identification signs, no sign may exceed 150 square feet unless it is located more than 65 feet above grade, at which point no sign may exceed 300 square feet.
- (c) Except as otherwise provided in Subsections (d) and (e), the maximum effective area of all signs combined on a premise, not including A-frame signs, painted applied signs on certain facades, and district identification signs, is 10 percent of the total area of all building facades facing public right-of-way that is adjacent to the premise, not to exceed 1,200 square feet. Where a premise has only one facade facing an adjacent public right-of-way, the maximum effective area can be increased to 15 percent of that facade, not to exceed 500 square feet.

All proposed signs will project into the public right-of-way and franchise agreements have been applied for. Sign is less than 150-square-feet with a combined total of less than 10-percent of the total façade.

51A-7.1306 SPECIAL PROVISIONS FOR ATTACHED SIGNS.

- (a) Attached signs in general.
 - (1) No portion of an attached sign may be located:
 - (A) more than 10 feet from the facade to which it is attached; or
 - (B) less than two feet from the back of a street curb.

This sign will only project two feet from the façade in which it is attached. It is not located less than two feet from the street curb.

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:

October 8, 2024

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

An application for a Certificate of Appropriateness by Kenneth Waits of CITY SIGN SERVICES, INC., for a 16-square-foot illuminated attached sign at 2727 Canton Street (south elevation).

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

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

Speakers: none

CA: 2409160018

Property Ownership

2713 CANTON LTD
2550 Pacific Ave #1600
Dallas, TX 75226

Officer names: Joe Beard President

Tenant Ownership

Deep Ellum Live, LTD
2550 Pacific Ave #1600
Dallas, TX 75226

Officer names: Ken Carlson President

Job 193151389-002 (2409160018)

Job Edit

Miscellaneous Transaction

Job 193151389-002 (2409160018)

Electrical Sign (ES) ATTACHED - FRONT ELV (A) New Construction

Status: Paid Created By: TLUMSDEN Date Created: Sep 16, 2024
Date Completed: Sep 17, 2024

Parent Job: 193151389-001 (2409121029)

Specific Location: 16SF- 2727 CANTON ST - LED ILLUMINATED PROJECTING SIGN
CA#2409160018

Details

Customer: Waits, Kenneth
3914 Elm St.
Dallas, TX 75226
(214) 826-4475
css1956@aol.com

Fee Amount

FeeType

Staff Email: SCOTT.ROPER@DALLAS.GOV

Details

Fees (EXT): 2409160018 5BN - Special Provision Sign District fee \$397.00
Adjusted:\$0.00 Paid:\$397.00 Owed:\$0.00



Customer: Waits, Kenneth
3914 Elm St.
Dallas, TX 75226 (214) 826 4475

Fees (EXT): 2409160018 Technology Fee \$15.00
Adjusted:\$0.00 Paid:\$15.00 Owed:\$0.00

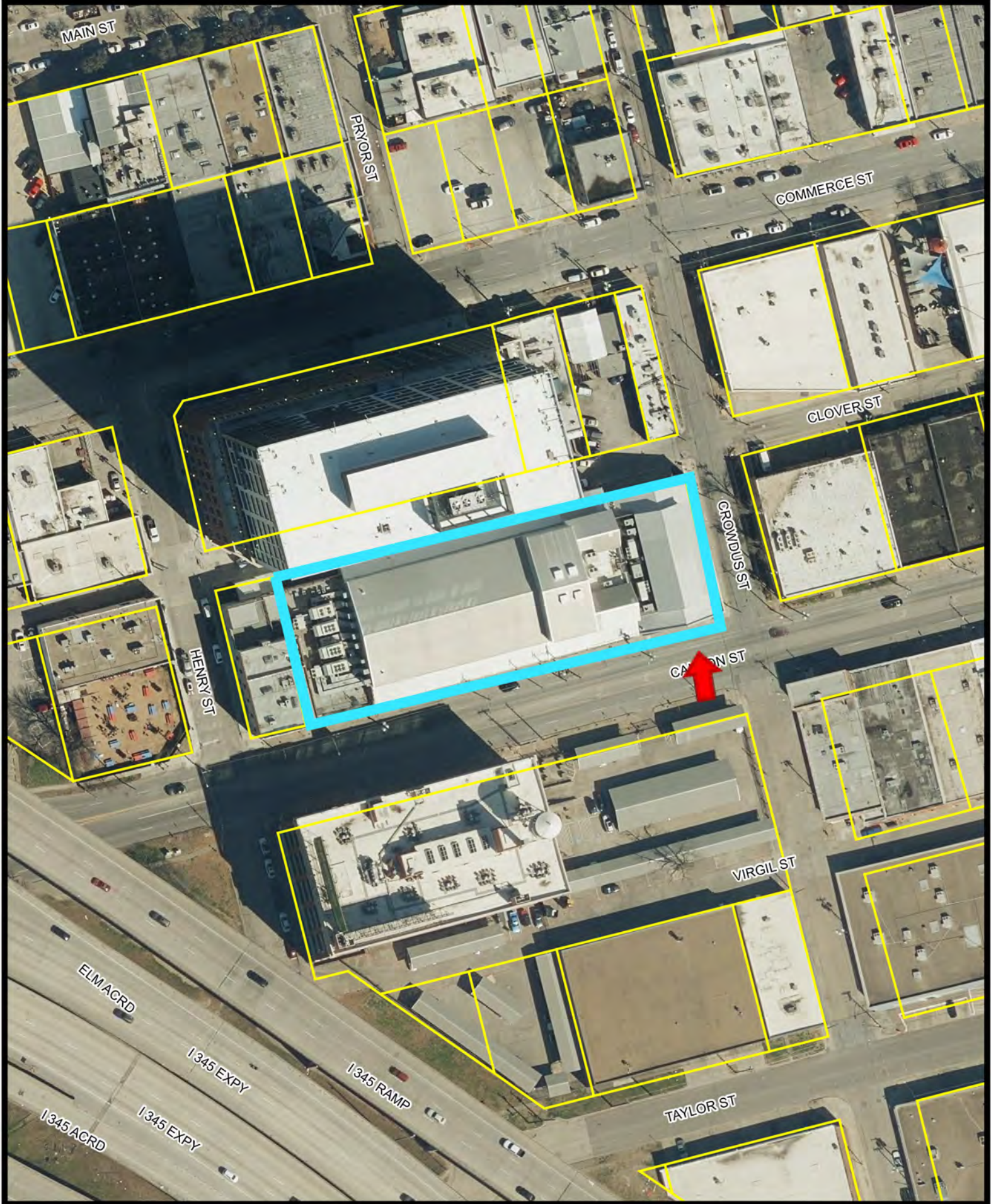
Fees

Description	Posted Date	Amount	Tax	Total	Balance
5BN - Special Provision Sign District fee		\$397.00	\$0.00	\$397.00	\$0.00
Receipt Number: 918165	\$412.00	(\$397.00)	\$0.00	(\$397.00)	
Technology Fee		\$15.00	\$0.00	\$15.00	\$0.00
Receipt Number: 918165	\$412.00	(\$15.00)	\$0.00	(\$15.00)	
					\$0.00

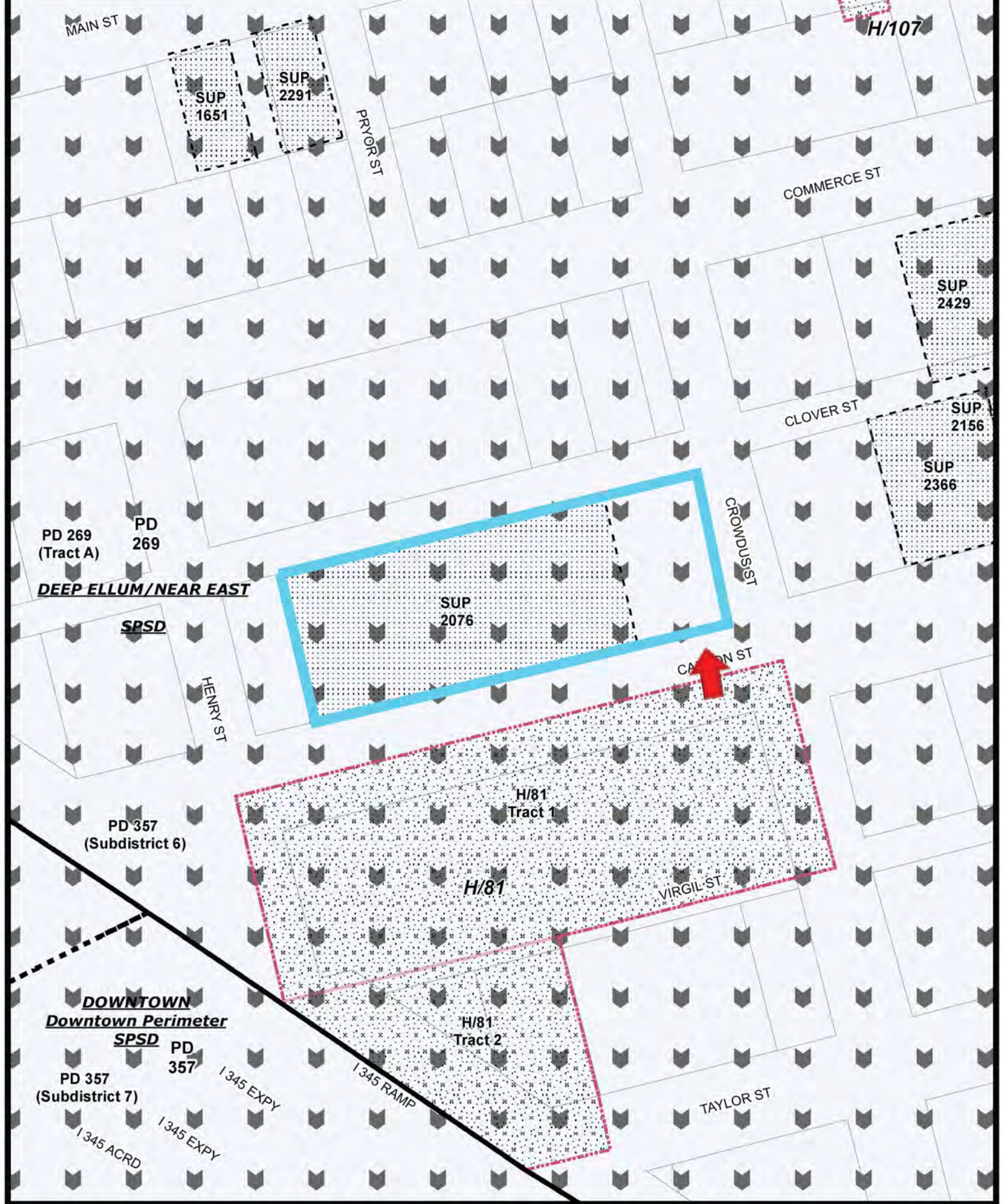
Job 193151389-002 (2409160018)

Processes

Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected				Sep 17, 2024 13:05:32
Auto generated System Fee Collection						



Printed Date: 10/2/2024



Printed Date: 10/2/2024





SITE PLAN - AERIAL VIEW



7923 E. McKinney St.
 Denton, TX 76208
 Office: 817.431.5700
 Fax: 817.431.5799

PRESENTATION DOCUMENT

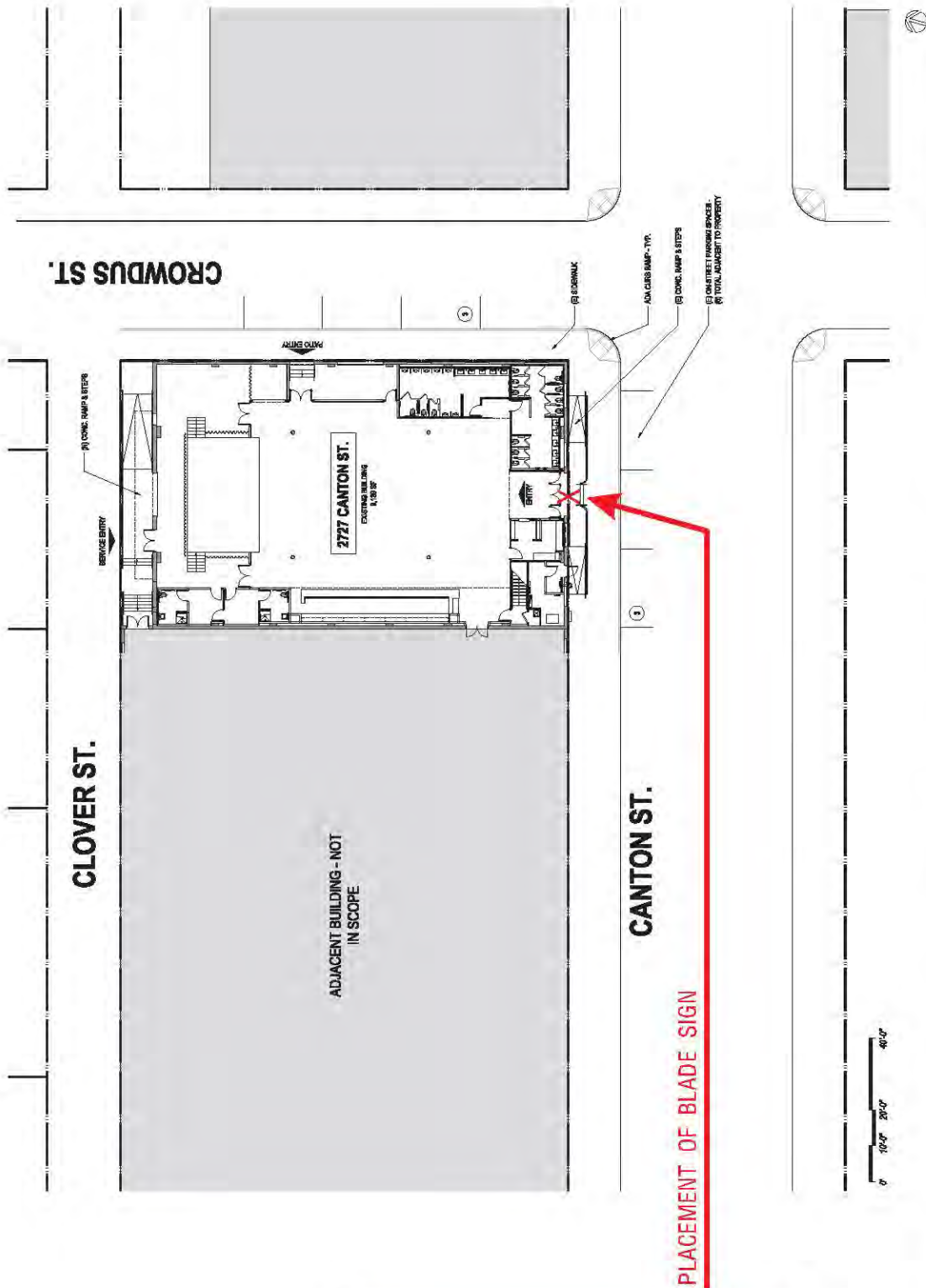
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JOB NUMBER	JOB DESCRIPTION	NO. JOB	DATE	BY	REV	NOTES
201910	BLANK SITE PLAN	07.13.24	CR	08		Added alignment to survey of the site.
	THE STUDIO AT THE BROAD FACILITY					
	2727 Canton St. Dallas, TX 75226					
	PROJECT MANAGER					

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32-13



PLACEMENT OF BLADE SIGN

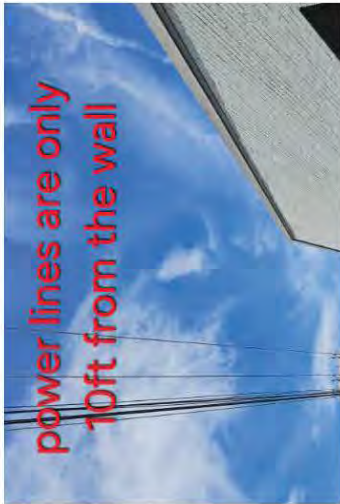
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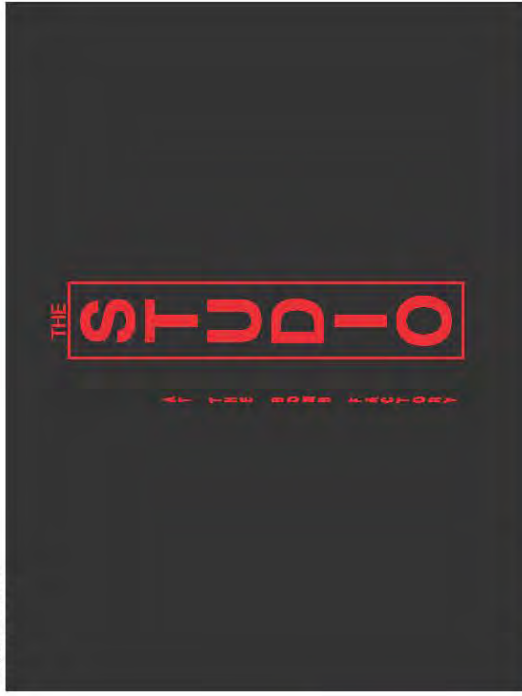
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JOB NUMBER	DATE	BY	REV	NOTES
240197	07/15/24	CR	RS	Added engineer's stamp/includes
JOB DESCRIPTION				
THE STUDIO AT THE DOME FACILITY				
JOB NAME				
2727 Canton St. Dallas, TX 75226				
ADDRESS				
SALES				
FRANK JOHNSON				
PROJECT MANAGER				

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NIGHT VIEW



32-14

A PROPOSED NEW SOUTH ELEVATION

(1) REQUIRED - MANUFACTURE & INSTALL

SCALE: 3/32" = 1'-0"

16 SQ. FT.

EXSTG. CONDITIONS



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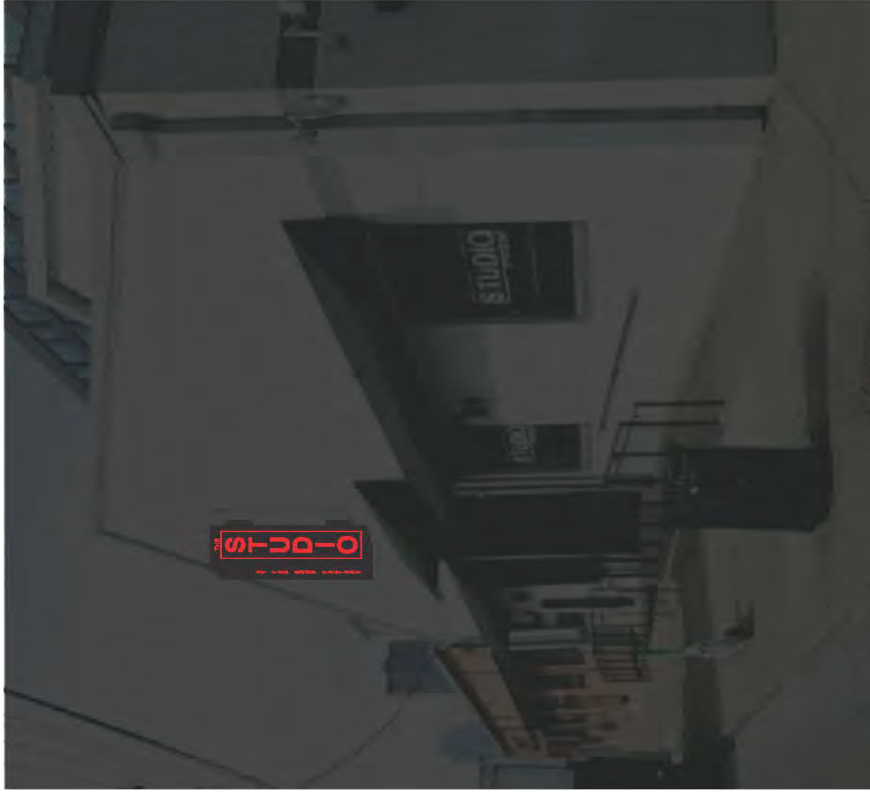
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JOB NUMBER	30077	BLADE SIGN	DATE	07.15.24	BY	CR	REV	06	NOTES
JOB DESCRIPTION	THE STUDIO AT THE BOMB FACTORY								Added sign per artist's survey dimensions
JOB NAME	2727 Cannon St. Dallas, TX 75226								
ADDRESS	2727 Cannon St. Dallas, TX 75226								
SALES	JESSIE JOHNSON								
PROJECT MANAGER									

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A PERSPECTIVE (STREET VIEW)



A NIGHT VIEW



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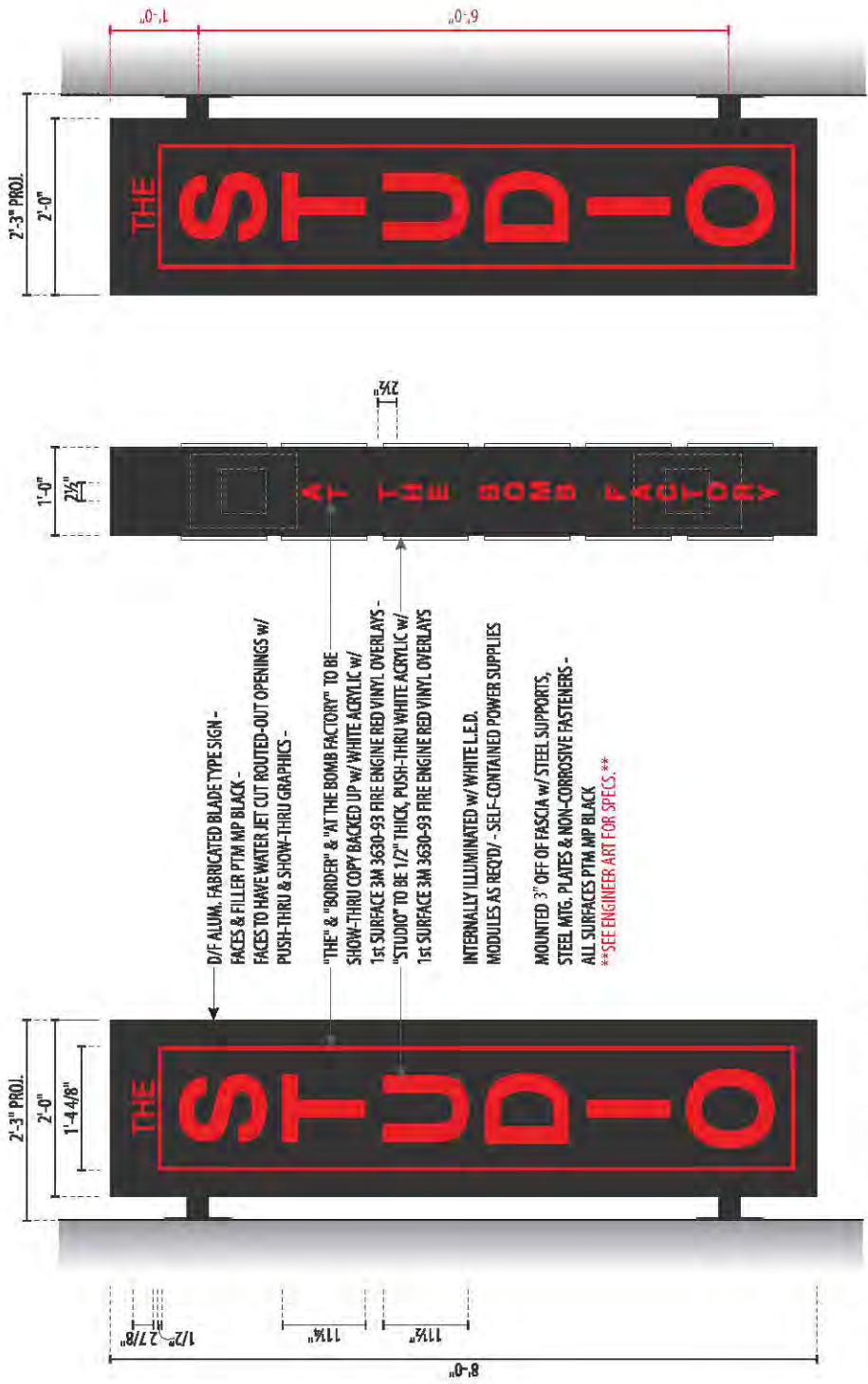
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JOB NUMBER	240197
JOB DESCRIPTION	BLADE SIGN
JOB NAME	THE STUDIO AT THE BOMB FACTORY
ADDRESS	2727 Canton St. Dallas, TX 75226
SALES	JEREMY JOHNSON
PROJECT MANAGER	

DATE	BY	REV	NOTES
07.15.24	CR	16	Added engineer and LS survey dimensions

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D/F ALUM. FABRICATED BLADE TYPE SIGN -
 FACES & FILLER PTM MP BLACK -
 FACES TO HAVE WATER JET CUT ROUTED-OUT OPENINGS W/
 PUSH-THRU & SHOW-THRU GRAPHICS -

"THE" & "BORDER" & "AT THE BOMB FACTORY" TO BE
 SHOW-THRU COPY BACKED UP W/ WHITE ACRYLIC W/
 1st SURFACE 3M 3630-93 FINE ENGINE RED VINYL OVERLAYS -
 "STUDIO" TO BE 1/2" THICK, PUSH-THRU WHITE ACRYLIC W/
 1st SURFACE 3M 3630-93 FINE ENGINE RED VINYL OVERLAYS

INTERNALLY ILLUMINATED W/ WHITE L.E.D.
 MODULES AS REQ'D - SELF-CONTAINED POWER SUPPLIES

MOUNTED 3" OFF OF FASCIA W/ STEEL SUPPORTS,
 STEEL MTG. PLATES & NON-CORROSIVE FASTENERS -
 ALL SURFACES PTM MP BLACK
 SEE ENGINEER ART FOR SPECS.

RIGHT SIDE VIEW

END VIEW

A D/F BLADE SIGN W/ R.O.P.T. & R.O.S.T. SCALE: 3/4" = 1'-0" **16 SQ. FT.**
 (1) REQUIRED - MANUFACTURE & INSTALL

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 CIP - TEXAS

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 PROPORTIONS WILL BE REQUIRED TO CHANGE UPON THE RESULTS OF A GENERAL SURVEY.

JOB NUMBER	DATE	BY	REV	NOTES
249197	07.15.24	CJR	RS	Added engineer at 53 survey line includes
JOB DESCRIPTION				
JOB NAME				
ADDRESS				
SALES				
PROJECT MANAGER				

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NOTES:

- DESIGN IS BASED ON 2003 IBC - WIND SPEED OF 115 MPH (3-SEC GUST). EXPOSURE C.
- ALL SIGNS SHALL BE INSTALLED AT THE ADDRESS SHOWN AND SHALL NOT BE USED FOR MULTIPLE LOCATIONS AT THIS OR ANY OTHER LOCATION UNLESS CERTIFIED BY A PROFESSIONAL ENGINEER.
- THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE OVERALL SIGN STRUCTURE DESIGN WHICH CALCULATIONS ARE SHOWN ON THIS PAGE. SIGN STRUCTURE DESIGN SHALL BE PROVIDED BY OTHERS.
- MINIMUM WIND SPEED SHALL BE ASH ASH (GRADE-B WITH MINIMUM WIND SPEED $F_{w0.6}$ KSI).
- ALL OTHER STEEL INCLUDING CONNECTION PLATES, ANGLES, ETC SHALL MEET ASH WITH MINIMUM YIELD STRESS $F_y = 36$ KSI.
- STRUCTURAL BOLTS SHALL CONFORM TO ASTM A325 UNLESS OTHERWISE SPECIFIED.
- ALL STEEL WELDING SHALL BE MADE WITH E70XX ELECTRODES AND SHALL BE PERFORMED BY CERTIFIED WELDERS IN ACCORDANCE WITH AWS STANDARDS.
- ALL WELDS SHALL BE MADE WITH E60XX ELECTRODES AND SHALL BE PERFORMED BY CERTIFIED WELDERS IN ACCORDANCE WITH STANDARDS.
- SIZE, LENGTH, NUMBER OF BOLTS, THE MINIMUM RECOMMENDED WIND SPEED, AND THE MINIMUM WIND SPEED TO BE MAINTAINED SHALL BE FURNISHED BY THE SIGN CONTRACTOR.
- SECURE SIGN FIRMLY INTO EXISTING BUILDING STRUCTURE (FRAMED) AT ALL LOCATIONS.
- ALL EXISTING STRUCTURE INFORMATION NOT PROVIDED BY SIGN CONTRACTOR.
- ANALYSIS OF EXISTING BUILDING STRUCTURE TO SUPPORT PROPOSED SIGNS IS THE SCOPE OF THE ENGINEER, LLC AND SHALL BE PROVIDED BY THE ENGINEER, 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

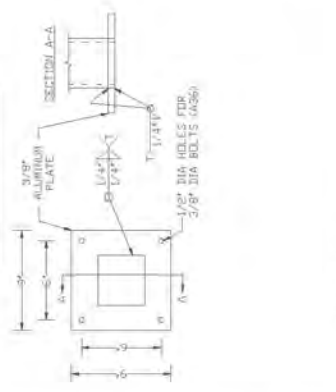
LEGACY SIGNS OF TEXAS

THE STUDIO @ THE BOMB FACTORY
2713 CANTON STREET,
DALLAS, TX

PRJ # : 24-0382 DWG BY : HWY SCALE : ITS
DATE : MAY 2024 REV : 0 PAGE : 1 OF 1

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WALL PLATE DETAILS



REMARKS:

BOLTS SHALL NOT BE CONNECTED TO EXISTING BUILDING FASTENING BRICK OR STONE CLASTER (EXISTING BUILDING FACADE) AT ANY LOCATION

Design Support Steel.

Section	Area (sq ft)	Shape Factor	Load (psf)	Force	Moment
WL	16.00	1	25	400	500
DL	16.00	1	15	240	300
				640	800

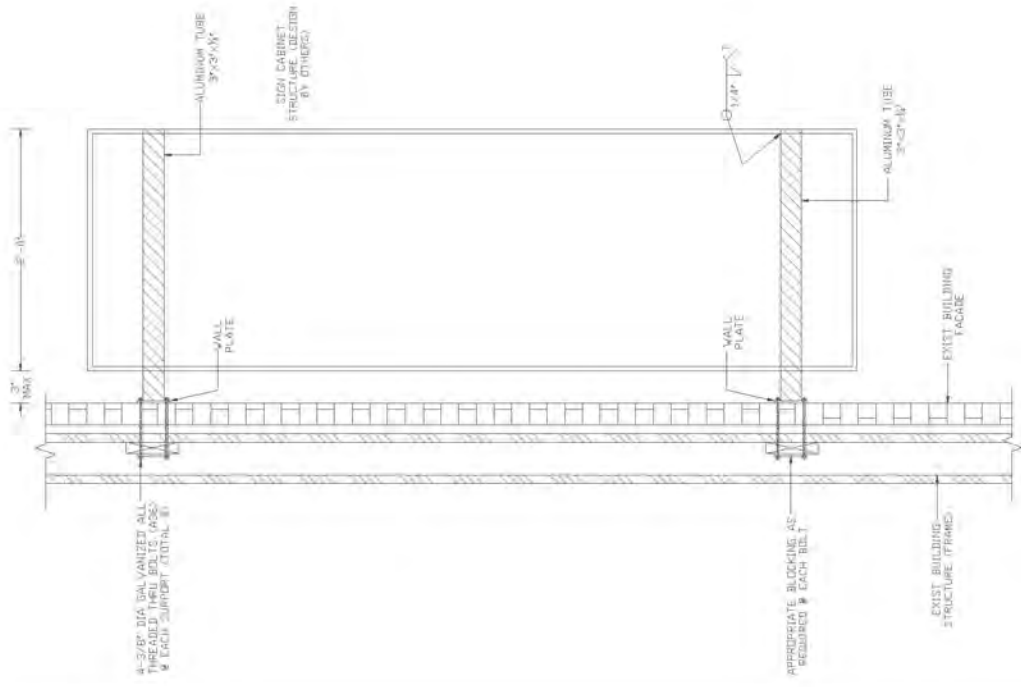
$S > M / F_b = 800 \times 12 \times 1.5 (SF) / 2 \times 20000 = 0.36 \text{ in}^3 < 2.01 \text{ in}^3$

Use 2 Square Aluminum Tubes 3 in x 3 in x 1/4 in Wall (Min $F_y = 20$ ksi)

Design Wall Connection (BOLTS)

Bolt Tension = $800 \times 12 \times 1.5 (SF) / 4$ (bolts/side) x 6 in (eps) = 600
Bolt Area (required) > $600 / 36000 = 0.02 \text{ sq in}$
Try 3/8 in Diameter Bolts ; A = 0.11 sq in ; C = 1.17 in

Use Min 4 - 3/8 in Dia All Threaded Thru Bolts (A36) @ Ea Supt (Total 8)
Use Aluminum Plate 9 in x 9 in x 3/8 in @ Ea Supt (Total 2)



PRESENTATION DOCUMENT

THE COLORS, SIZES AND PROPORTIONS INCLUDED IN THIS PRESENTATION DOCUMENT ARE BELIEVED TO BE TRUE AND ACCURATE. PROPOSED SIGNS SHOWN ON THIS PRESENTATION DOCUMENT ARE NOT TO BE CONSIDERED AS A FINAL DESIGN. ANY CHANGES OR MODIFICATIONS WILL BE REQUIRED TO CHANGE UPON THE RESULTS OF A TECHNICAL SURVEY.

7923 E. McKinney St.
Denton, TX 76208
Office: 817.431.5700
Fax: 817.431.5799



LEGACY SIGNS OF TEXAS

JOB NUMBER	JOB DESCRIPTION	DATE	BY	REV	NOTES
240197	BLADE SIGN	07/15/24	CR	RS	Add signpost and 4 way dimensions
	THE STUDIO @ THE BOMB FACTORY				
	JOB NAME				
	ADDRESS				
	SALES				
	PROJECT MANAGER				