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

MCKINNEY AVENUE SIGN DISTRICT

CASE NUMBER: 2401170013

DATE FILED: January 17, 2024

LOCATION: 2828 Routh Street, Suite 130
(Routh St. Frontage)

SIZE OF REQUEST: 60 sq. ft.

COUNCIL DISTRICT: 14

ZONING: PD-193, Oaklawn Special Purpose District, PDS 152

APPLICANT: Tony McMillen of Environmental Signage, dba. ASI MODULEX

OWNER: Summit NCI JV 160, LLC

TENANT: Summit Hotel TRS 160, LLC

REQUEST: An application for a Certificate of Appropriateness by Tony McMillen of Environmental Signage, dba. ASI MODULEX, for a 60-square-foot illuminated detached sign at 2828 Routh Street, Suite 130 (Routh St. Frontage).

SUMMARY: The applicant proposes to install a 60-square-foot externally illuminated detached subdivision sign, composed of four aluminum channel letters spelling QUAD, mounted within an aluminum plate frame.

STAFF RECOMMENDATION: Approval

SSDAC RECOMMENDATION: Approval

BACKGROUND:

- The subject site is located in the Quad Subdistrict of the McKinney Avenue Sign District. This district is zoned PD No. 193, Oaklawn Special Purpose District, PD Subdistrict 152. These regulations are established in: [Sec. 51A-7.1500](#) (Specific details included below).
- The applicant proposes to install a 60-square-foot externally illuminated detached subdivision sign, composed of four aluminum channel letters spelling QUAD, mounted within an aluminum plate frame.
 - The sign is composed of four aluminum channel letters that measure approximately 3.5-feet tall and 2.25-feet wide, mounted to a quarter inch aluminum plate framework, concealing steel support. All sign elements are constructed entirely of aluminum and steel.
 - The exterior of the sign framework will be painted Metal Champagne in color to match the interior building wall panels. The channel letters will have a powder coat finish in P-01 Sunshine (PMS 123C).
 - The finished sign will have a ten-foot setback and will not exceed 10-foot in height.
- The detached subdivision sign is to be installed on Routh Street, north of the Howell Street corner at the main pedestrian entrance for the retail area.
- 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.

51A-7.1509 SPECIAL PROVISIONS FOR SUBDIVISION SIGNS

- (a) Except as provided in this section, subdivision signs are permitted in accordance with Section 51A-7.303(d).
- (b) The maximum effective area of each subdivision sign may not exceed 65 square
- (c) Subdivision signs may be internally illuminated.
- (d) The highest part of a subdivision sign may not exceed 10 feet in height.
- (e) For the purposes of permitting, Section 51 A-7.303(d)(10) does not apply."

The total effective area is 60 square-feet and the overall height of this proposed subdivision sign does not exceed 10-feet.

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:

March 12, 2024

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

An application for a Certificate of Appropriateness by Tony McMillen of Environmental Signage, dba. ASI MODULEX, for a 60-square-foot illuminated detached sign at 2828 Routh Street, Suite 130 (Routh St. Frontage).

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

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

Speakers: Tony McMillen

Property Ownership

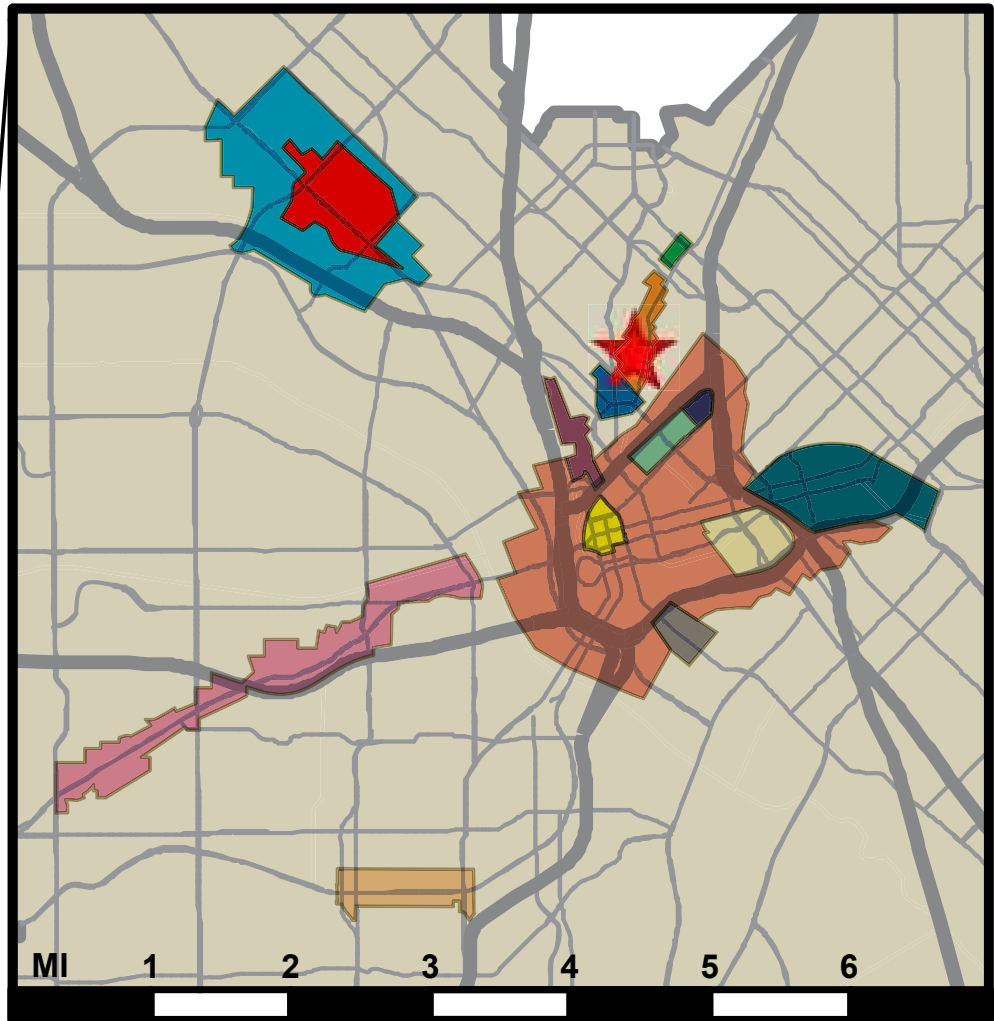
Summit NCI JV 160, LLC
13215 BEE CAVE PARKWAY SUITE B-300
AUSTIN, TX 78738

Officer names: Jon Stanner, President
Chris Eng, Secretary

Tenant Ownership

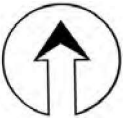
Summit Hotel TRS 160, LLC
13215 BEE CAVE PARKWAY SUITE B-300
AUSTIN, TX 78738

Officer names: Jon Stanner, President
Chris Eng, Secretary



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

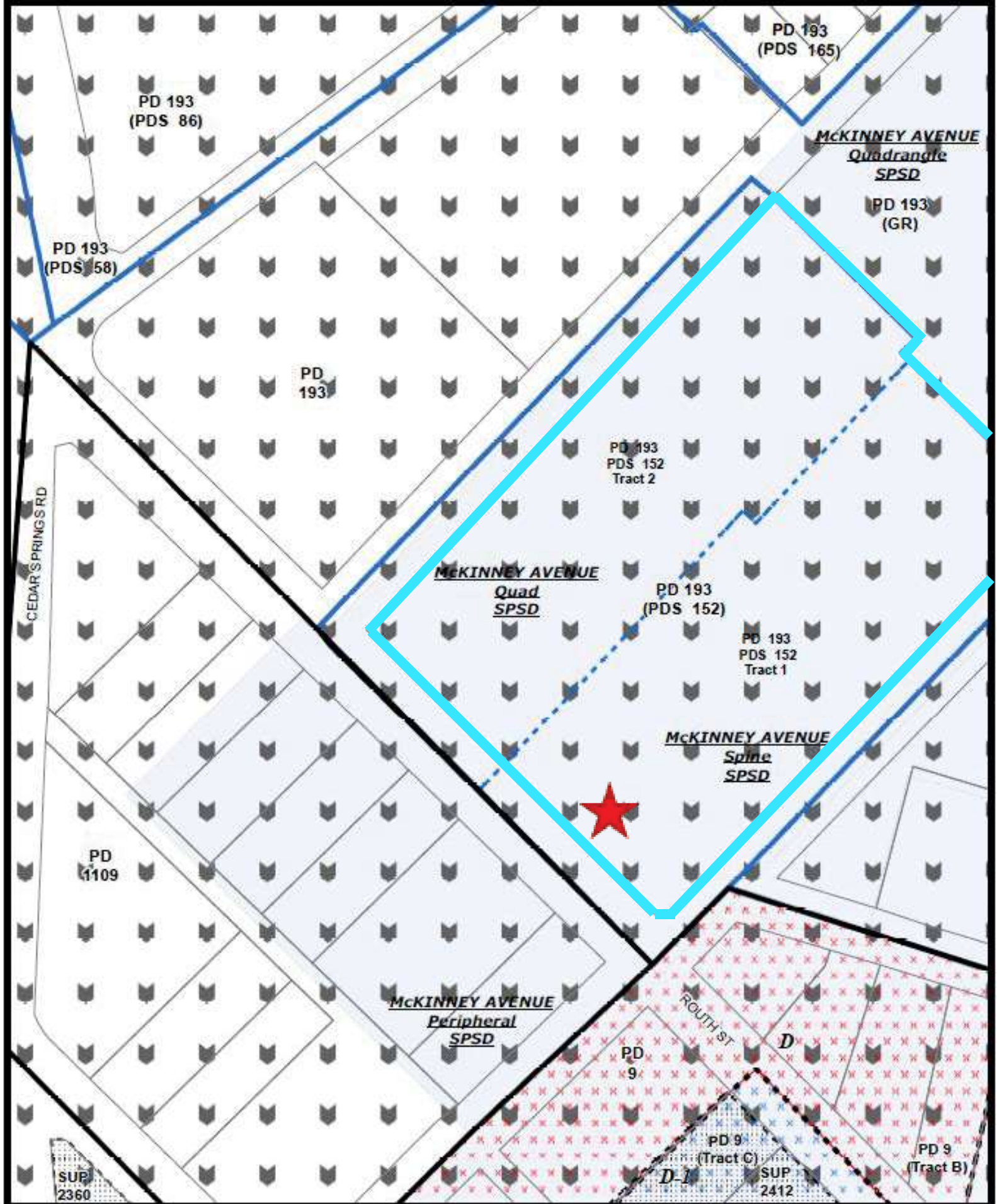
2828 Routh St

McKinney Avenue Sign District

Case no: 2401170013

Date: 3/1/2024





Job 186785844-002 (2401170013)

Job Edit

Miscellaneous Transaction Job 186785844-002 (2401170013)

Electrical Sign (ES) ERECT DETACHED SIGN (A) New Construction

Status: Paid Created By: MMARTIN

Date Created: Jan 17, 2024

Date Completed: Jan 17, 2024

Parent Job: 186785844-001 (2312191007)

Specific Location: PERMIT # 2312191007

Details

Customer: McMillen, Tony
8181 Jetstar Dr
Irving, TX 75063
(214) 704-4511
tony.mcmillen@asisignage.com

Fee Amount
FeeType
Staff Email

Details

Fees (EXT): 2401170013 5BN - Special Provision Sign District fee \$345.00
Adjusted:\$0.00 Paid:\$345.00 Owed:\$0.00



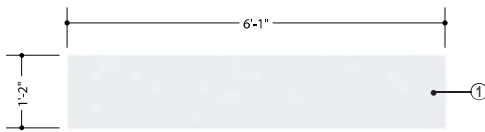
Customer: McMillen, Tony
8181 Jetstar Dr
Irving, TX 75063 (214) 704 4511

Fees

Description	Posted Date	Amount	Tax	Total	Balance
5BN - Special Provision Sign District fee		\$345.00	\$0.00	\$345.00	\$0.00
Receipt Number: 863679 \$345.00		(\$345.00)	\$0.00	(\$345.00)	
					\$0.00

Processes

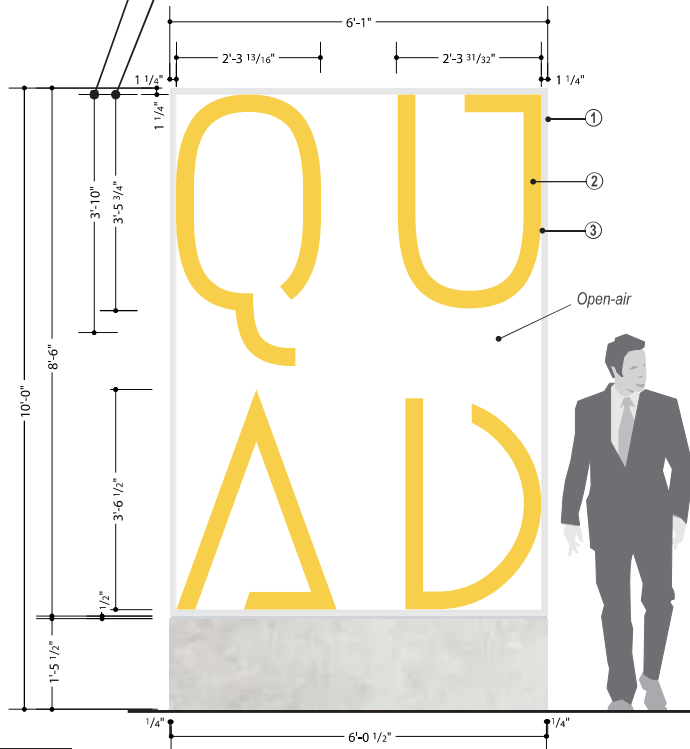
Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected			Jan 17, 2024	11:36:29
Auto generated System Fee Collection						



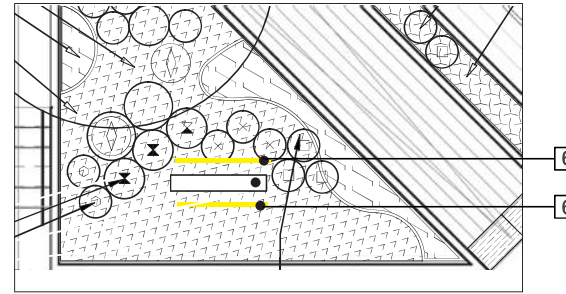
Plan View: Scale: 1/2" = 1'-0"

THESE DIMENSIONS DO NOT FIT AS IT WILL INCREASE THE SIZE OF THE LETTERS AND WILL NOT FIT IN THE APPLICABLE AREA

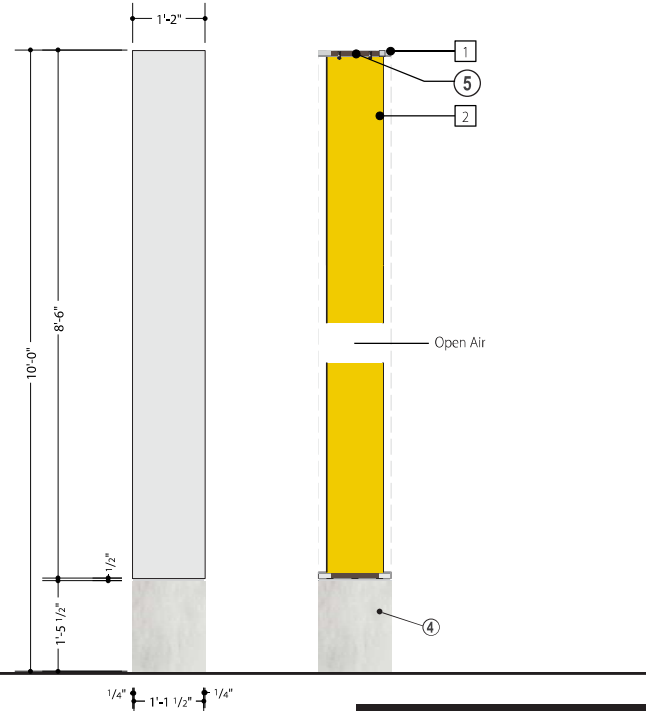
THESE DIMENSIONS ARE THE CORRECT LETTER HEIGHT



Quad Site ID @ Routh St.,E: Scale: 1/2" = 1'-0"



Tarjetti Fixture location | Plan view: NTS



Side View: Scale: 1/2" = 1'-0"

Material Description:
Fabricated powder coated channel letters
1 1/2" deep mounted to composite frame with
1/4" bolts on concrete base.

- | | |
|--|---|
| Material Type: | Process: |
| <input type="checkbox"/> Clear Gloss Acrylic | <input type="checkbox"/> Screen Print |
| <input type="checkbox"/> P95 Matte Acrylic | <input type="checkbox"/> Flat Bed Digital |
| <input type="checkbox"/> Non Glare Acrylic | <input type="checkbox"/> Vinyl Digital |
| <input type="checkbox"/> Photopolymer | <input type="checkbox"/> Hermes |
| <input checked="" type="checkbox"/> Other | <input type="checkbox"/> Vinyl Graphics |

Fonts:
Client provided logo

- Paint Colors:**
- P-01 Sunshine - (PMS 123 C)
 - Metal Champagne (28-0017 SATIN NICKEL)
 - PC-02 COTTON - (PURE WHITE)

- Clear Coat:**
- | | |
|--------------------------------|---|
| <input type="checkbox"/> Gloss | <input checked="" type="checkbox"/> Satin |
| <input type="checkbox"/> Matte | <input type="checkbox"/> None |

- Detail Notes:**
- .080" Aluminum Frame
Champagne color to match interior building wall panels. (Field verify interior office panels.)
 - Aluminum channel letters w/ powder coat finish. All joints to be filled and ground smooth. Color: P-01 Sunshine.
 - 1/4" Aluminum plate framework. Powder coat finish. Interior frame mounted to steel frame with concealed fasteners painted PC-02 COTTON.
 - M-02 concrete base. Smooth finish to match interior concrete columns. (Field verify interior concrete column finish.)
 - 3/4" x 12" steel support "box"
 - LIGHTS BY JMEG.

QTY: 1

Sign Type A



8181 Jetstar Dr
Suite 110
Irving, TX 75063
972.915.3800
www.asisignage.com

Project:	The Quad	
Location:	Dallas, TX	
Date:	11-28-22	Project Manager: DB
Scale:	As Noted	Artist: ES

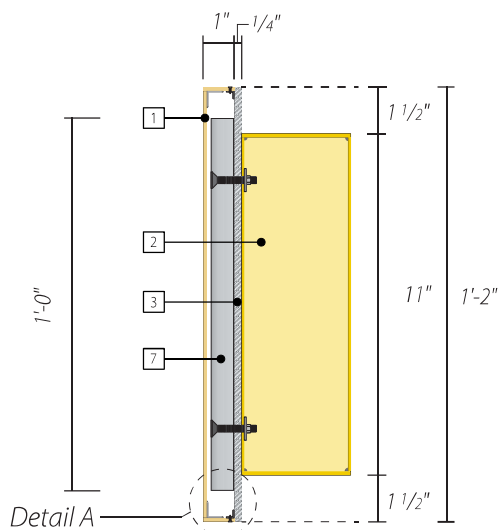
Revisions:	Initials	Date
CORRECTED DIMENSIONS, ADDED MEASUREMENTS, CORRECTED COLORS	JP	5/30

Projects Server
Projects 2022
↳ Q
↳ The QUAD
↳ SHOP DRAWINGS
↳ ST_A Quad - 10ft

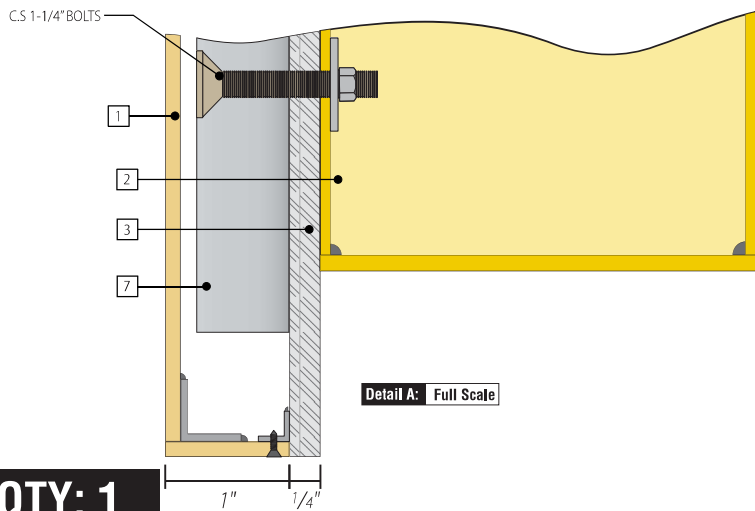
ST A

Sheet 1 of 3

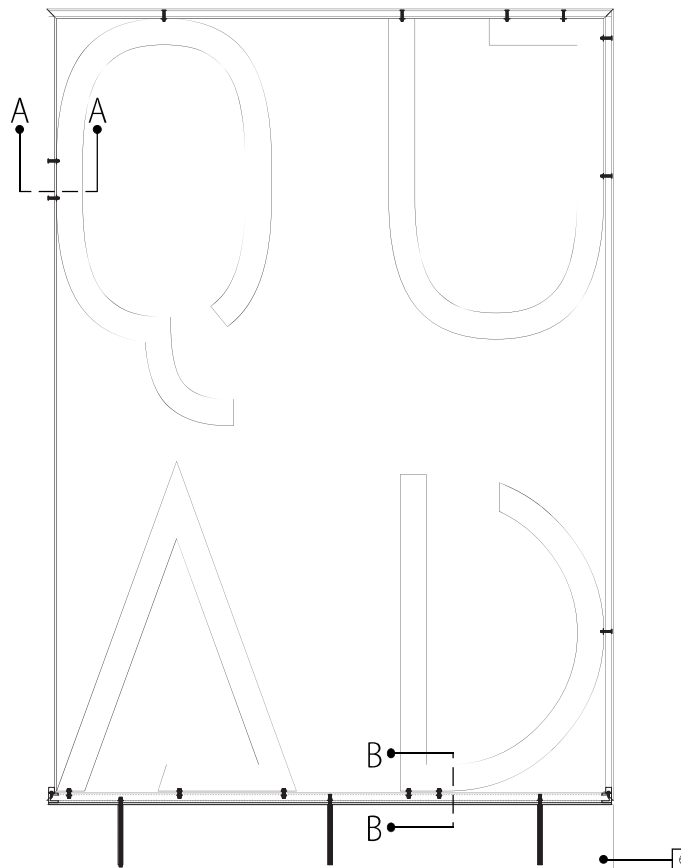
Sign Type A



Section A Plan View: Scale: 3" = 1'-0"



Detail A: Full Scale



Mounting View | ST A: Scale: 3/4" = 1'-0"

Detail Notes:

1. .080" Aluminum Frame Champagne color to match interior building wall panels. (Field verify interior office panels)
2. Aluminum channel letters w/ powder coat finish. All joints to be filled and ground smooth. Color: P-01 Sunshine.
3. 1/4" Aluminum plate framework. Powder coat finish. Interior frame mounted to steel frame with concealed fasteners painted PC-02 COTTON.
4. 1" perimeter architectural C-channel reveal inset within aluminum frame. Mounted onto 1/4 aluminum plates using countersunk screws. PTM frame color.
5. 1/4" plate welded to base of C-Channel frame mounted to base with chemical concrete anchors.
6. M-02 concrete base. Smooth finish to match interior concrete columns. (Field verify interior concrete column finish.)
7. 3/4" x 12" steel support "box"
8. LIGHTS BY JMEG

Foundation to include additional structural support (TBD)

QTY: 1



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Location:	Dallas, TX	
Date:	11-28-22	Project Manager: DB
Scale:	As Noted	Artist: ES

Revisions:	Initials	Date

Initials	Date

Projects Server
Projects 2022
↳ Q
↳ The QUAD
↳ SHOP DRAWINGS
↳ ST_A Quad - 10ft

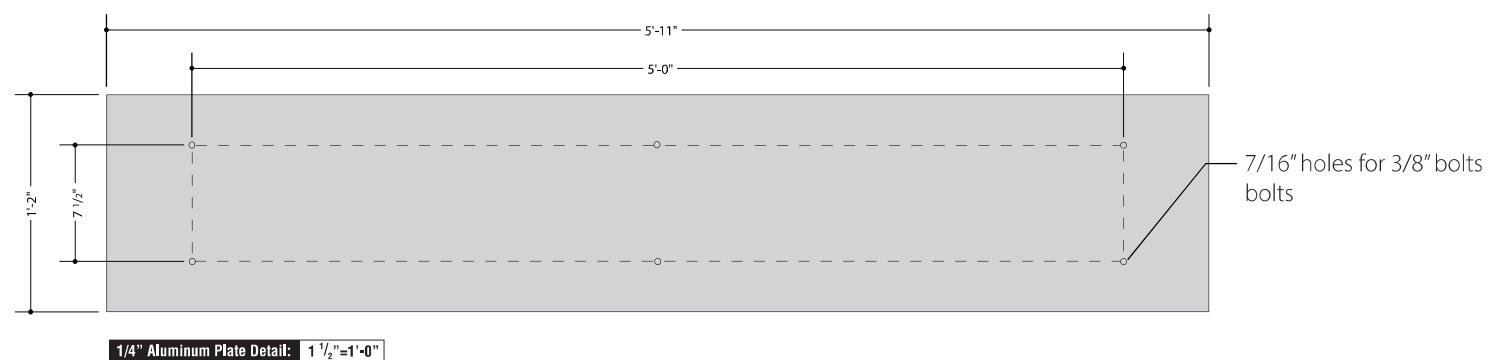
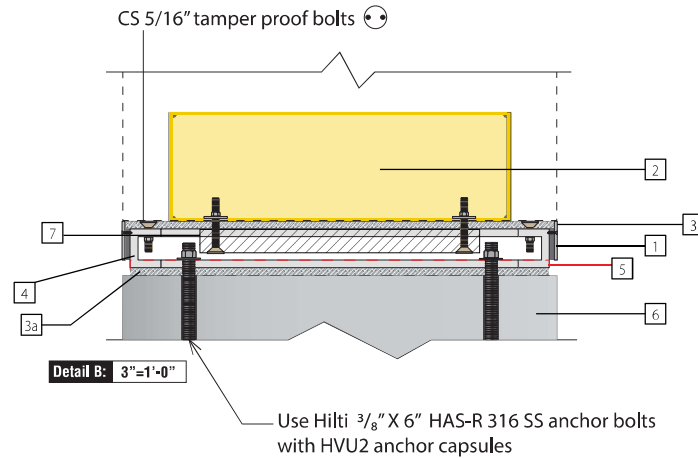
ST A

Sheet 2 of 3

Sign Type A

Detail Notes:

1. .080" Aluminum Frame
Champagne color to match interior building wall panels.
(Field verify interior office panels)
2. Aluminum channel letters w/
powder coat finish. All joints to be filled and ground smooth.
Color: P-01 Sunshine.
3. 1/4" Aluminum plate framework.
Powder coat finish. Interior frame mounted to steel frame with concealed fasteners.
- 3a. 1/4" plate welded to base of C-Channel frame mounted to base
4. 1 1/4" perimeter architectural C-channel reveal inset within aluminum frame.
Mounted onto 1/4 aluminum plates using countersunk screws.
PTM frame color.
5. 1/2"W. x 1/4" D. reveal with finish to match Champagne color.
6. M-02 concrete base. Smooth finish to match interior concrete columns. (Field verify interior concrete column finish.)
7. 3/4" x 9" steel support "box"
8. LIGHTS BY JMEG



QTY: 1

<p>8181 Jetstar Dr Suite 110 Irving, TX 75063 972.915.3800 www.asisignage.com</p>	Project: The Quad		Revisions:		Initials	Date	Projects Server Projects 2022 ↳ Q ↳ The QUAD ↳ SHOP DRAWINGS ↳ ST_A Quad - 10ft	ST A Sheet 3 of 3
	Location: Dallas, TX		CORRECTED REVEAL, ADDED 3/4 STEEL SUPPORT, CORRECTED COLORS		JP	5/31		
	Date: 11-28-22	Project Manager: DB						
	Scale: As Noted	Artist: ES						



Existing Quadrangle Office Tenant Sign [NIC]
Position on separate planallows for additional detached sign on Routh St

Existing Quadrangle Office Tenant Sign [NIC]
Position within 200' radius of Sign Type C not allowed per code
Only (1) Detached Sign per street frontage [Sign Type C] per code

KEY | SITE SIGNAGE

SITE IDENTIFICATION

- A** QUAD Site ID at Routh Street
- B** QUAD Site ID at Howell Street
- C** QUAD Site ID at LaCledde Street
- D** QUAD Site ID at East Elevation

SITE DIRECTIONAL

- E** Site Pedestrian Directional
- F** Site Vehicular Directional

PARKING ENTRANCE ID

- G** Parking Garage Entrance ID
- H** Parking ID Blade Sign
- K** Parking Garage Elevator Vestibule ID

RETAIL TENANT ID

- L** Tenant Identification at Routh St.

Note: Sign Type I and J omitted

- Site Signage
- Exterior Building Signage
- ✱ Art Installation | Mural Opportunity [by others]

Secker Brink Design

QUADRANGLE
Site Signage
Design Intent Drawings
4.27.21