CITY PLAN COMMISSION

THURSDAY, SEPTEMBER 19, 2024

PLANNER: Oscar Aguilera

FILE NUMBER: SPSD223-003 DATE FILED: January 3, 2024

LOCATION: The proposal is located on the northwest corner of McKinney Avenue at

St. Paul Street, along Akard Street and Cedar Springs Road.

COUNCIL DISTRICT: 14

SIZE OF REQUEST: Approximately 1.603 acres CENSUS TRACT: 019.01

REPRESENTATIVE: Tommy Mann & Daniel Box, Winstead PC

APPLICANT: Frontier Communications Parent, Inc.

OWNER: HSK Buildings LP

REQUEST: An application to create "The Frontier Subdistrict" within the Downtown

Special Provision Sign District on a property zoned Planned Development

District 193 Heavy Commercial District.

SUMMARY: This request proposes to create a subdistrict within the Downtown Special

Provision Sign District that would allow a 12.5-foot-tall, 160-square-foot

area, and slow-rotating on-premises rooftop logo sign.

STAFF RECOMMENDATION: <u>Approval</u>, subject to all signs on the property being

turned off from 10 p.m. to 6 a.m. Sunday to Thursday and

from 11:59 p.m. to 6 a.m. Friday to Saturday.

SSDAC RECOMMENDATION: Approval.

PRIOR CPC ACTION: On August 22, 2024, the City Plan Commission held

this matter under advisement until September 19,

2024.

DOWNTOWN SPECIAL PROVISION SIGN DISTRICT:

https://codelibrary.amlegal.com/codes/dallas/latest/dallas_tx/0-0-0-86472

BACKGROUND INFORMATION:

- The Downtown Sign District was established by Ordinance No. 19455 in 1989. The
 district has a total of 10 subdistricts which are Subdistrict A, Retail Subdistrict B,
 the General CBD Subdistrict, the Downtown Perimeter Subdistrict, the Main Street
 Subdistrict, the Convention Center Subdistrict, the Akard Station Subdistrict, the
 Whitacre Tower Subdistrict, the Discovery Subdistrict, and the Chase Tower
 Subdistrict.
- The request is to create "The Frontier Subdistrict" within the Downtown Special Provision Sign District on a property zoned Planned Development District 193 Heavy Commercial District that would allow a 12.5-foot-tall, 160-square-foot area, and slow-rotating on-premises rooftop logo sign.
- A roof sign is defined as a sign attached by supports to the roof of a building.
- The roof sign must comply with the Dallas Fire Code and IBC's Chapters 16, 17 & Appendix H signs provisions to assure public safety.
- On July 9, 2024, the Special Sign District Advisory Committee recommended approval of this request.
- On August 22, 2024, the City Plan Commission held this matter under advisement until September 19, 2024.

STAFF ANALYSIS:

The property is in the Uptown Neighborhood. In 1993, the eastern part of Oak Lawn became known as Uptown due to the establishment of a public improvement district (UPID). The Uptown Neighborhood comprises high-rise office buildings, residential buildings, high-density retail, and entertainment. The high-density development within Uptown has made this neighborhood a unique and important area to the City of Dallas and the region. Uptown consists of heavily dense zoning districts and special provision sign districts. These dense zoning districts and this special provision sign district regulations ensure land compatibility, promote the downtown economy, and promote the safety of persons and property.

The current SPSD code regulation for downtown does not include on-premises or non-premise roof signs for any of the 10 subdistricts. Therefore, roof signs are not allowed in any of the Downtown subdistricts. The proposed Frontier Subdistrict seeks to allow one roof sign. Roof signs will have a max height of 25 feet (above the parapet of the building), a 160-square-foot area, and a slow-rotating on-premises rooftop logo sign.

Staff compared the request to the Farmers Market Sign District, the Victory Special Provision Sign District, and PD 621. Farmers Market Center Sign Subdistrict allows a maximum of two signs and each sign is limited to 1,200 square feet in effective area. Victory's Sign District allows 13 roof signs for Subdistrict A, Subdistrict B allows two roof signs, and Subdistrict D allows two roof signs to be displayed. PD 621 allows roof signs with similar provisions as the above SPSDs. The roof sign's height and dimension differ depending on the Victory Sign Subdistricts. Finally, in the proposed Frontier Subdistrict, the roof sign's height and dimensions are shorter and have a lesser foot area than the Victory and the Farmers Market Sign Districts.

Staff **recommends approval**. The proposed Special Provision Sign Subdistrict, Frontier Subdistrict, within the Downtown Special Provision Sign District, is compatible with the surrounding uses within the Uptown neighborhood. This proposal would allow one roof sign for this proposed SPSD subdistrict. The subdistrict would be eligible only for major tenants of this property. The roof sign would only allow an on-premises sign for one individual building. The proposal would not impact public safety as the roof sign structure must comply with the Dallas Fire Code and the current International Building Code's Chapters 16, 17 & Appendix H signs provisions that would ensure public safety.

Comparison of roof sign regulations

	PD 621	Victory Sign District	The Frontier Subdistrict	Farmers Market SPSD
Number	1	17	1	2
Maximum effective area	1,200 sf	100 sf - 8,500 sf	160 sf	1, 200 sf
Allow per building	One	One	One	one
Height	15-25 feet	25-100 feet	25 feet above the parapet	No limit
Rotation	Yes	Yes	yes.	yes

SSDAC action July 9, 2024

MOTION: It was moved to <u>approve</u> an application to create "The Frontier Subdistrict" within the Downtown Special Provision Sign District on a property zoned Planned Development District 193 Heavy Commercial District, located on the northwest corner of McKinney Avenue at St. Paul Street, along Akard Street and Cedar Springs Road.

Maker: Dumas Second: Hardin

Result: Carried: 4 to 0

For: 4 – Peadon, Webster, Hardin, and Dumas

Against: 0

Absent: 1 - Aaliyah Haqq

Conflict: 0

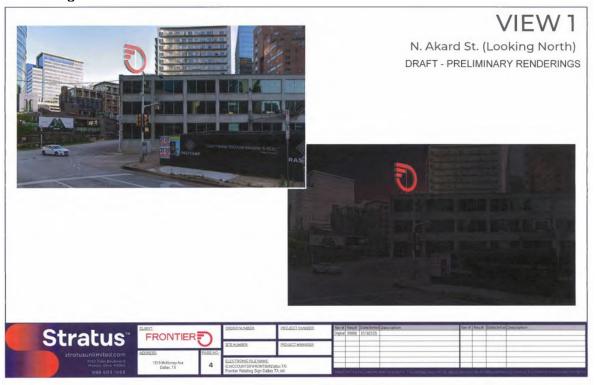
 $Speakers-Kelly\ Stewart,\ Tommy\ Mann,\ Robert\ Schaeffer,\ and$

Jesse Copeland

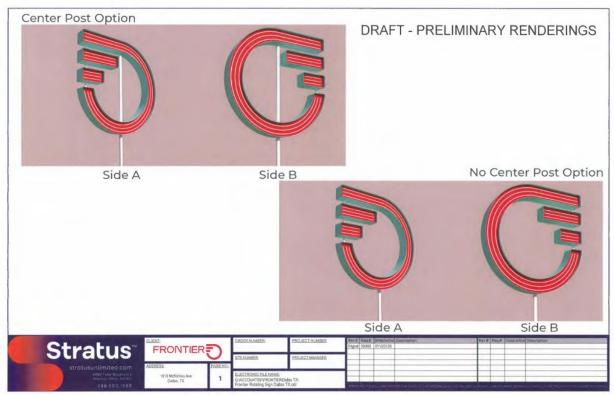
Location Map

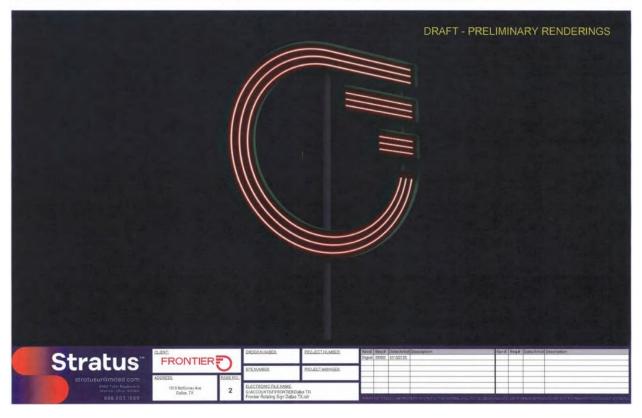


Rendering

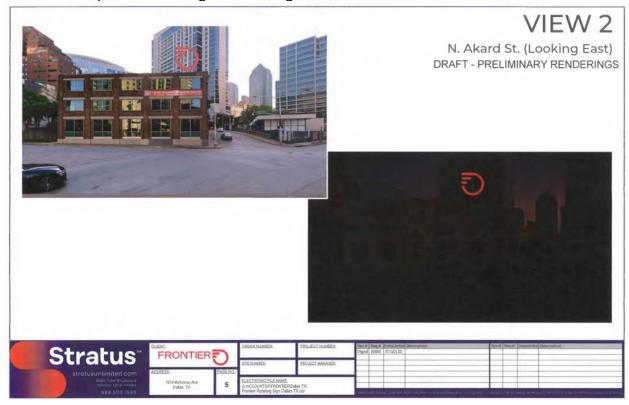


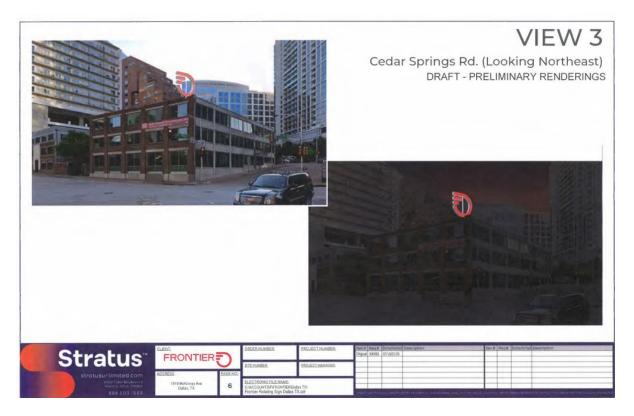
Proposed Roof Sign Renderings





Continue Proposed Roof Sign Renderings





List of Officers

Frontier Communications Partner, Inc.

Managing Member: Nicholas Jeffery Managing Member: Scott Beasley

HKS BUILDING, L.P.

Managing Member: HKS Investments, LLC Managing Member: WMN-HKS Holdings, LLC

HKS INVESTMENTS, LLC

Managing Member/President: Jose A. Esteve

Managing Member/Vice President: William M. Nabors

Managing Member/Secretary: Carol L. Salaiz

Treasurer: Amanda Houser

WMN-HKS HOLDINGS, LLC

Managing Member/President: William M. Nabors

Managing Member/ Secretary, Treasurer: Leann Nabors

PROPOSED DOWNTOWN SPSD THE FRONTIER SUBDISTRICT

Division 51A-7.900 Downtown Special Provision Sign District

SEC. 51A-7.901 DESIGNATION OF DOWNTOWN SPECIAL PROVISION SIGN DISTRICT.

[Omitted for brevity]

SEC. 51A-7.901.1. DESIGNATION OF SUBDISTRICTS.

(a) This district is divided into 11 subdistricts: Retail Subdistrict A, Retail Subdistrict B, the General CBD Subdistrict, the Downtown Perimeter Subdistrict, the Main Street Subdistrict, the Convention Center Subdistrict, the Akard Station Subdistrict, the Whitacre Tower Subdistrict, the Discovery Subdistrict, the Chase Tower Subdistrict, and the Frontier Subdistrict.

[Omitted for brevity]

(1) Th	ne Frontier	Subdistrict i	s that area	a of downtow	n within 1	the boundaries	described in
the Exhibit A	attached to	Ordinance N	lo	passed by th	e Dallas C	ity Council on	
, 2024.							

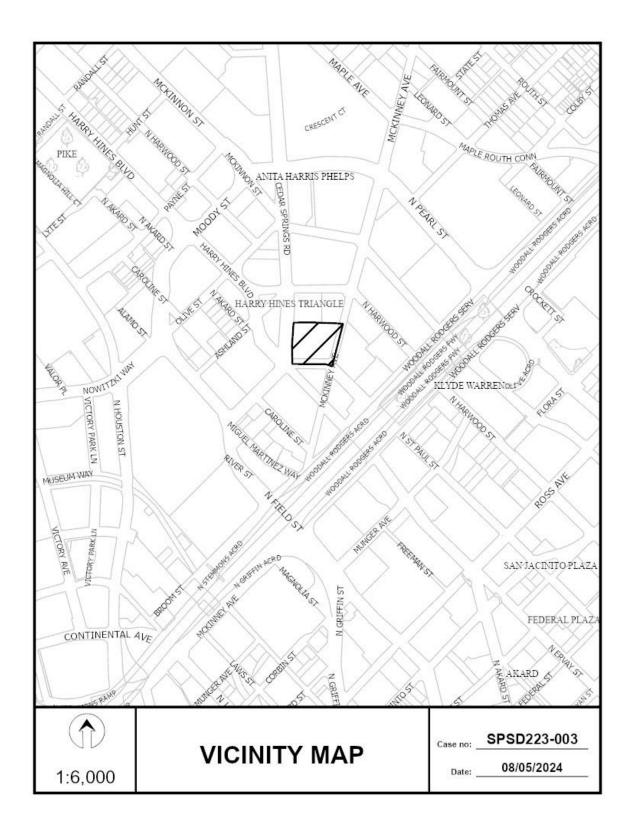
[Omitted for brevity]

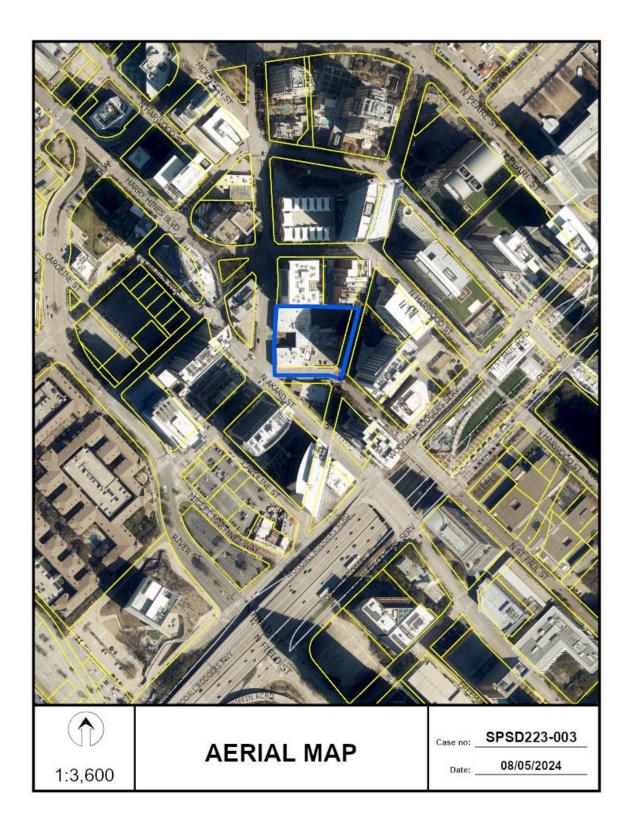
SPECIAL PROVISIONS FOR SIGNS WITHIN THE FRONTIER SUBDISTRICT.

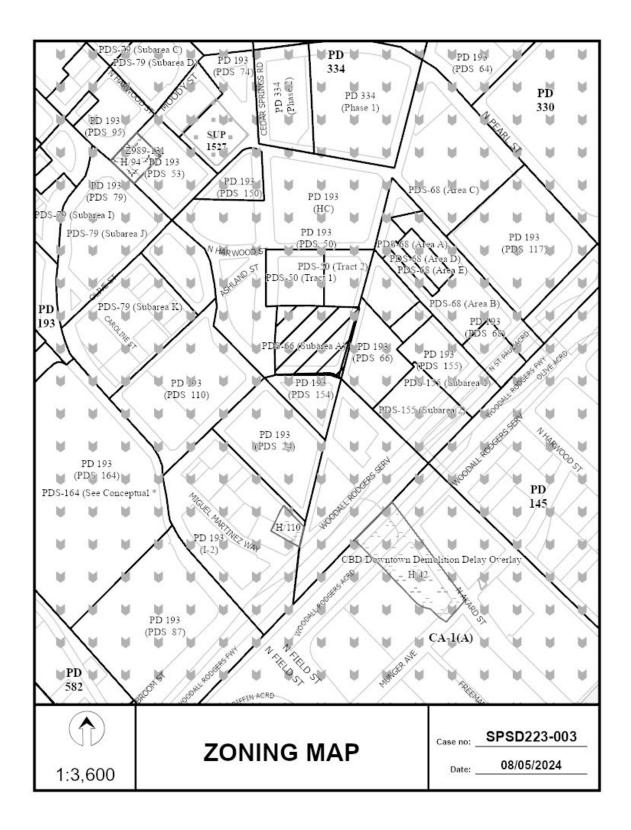
SEC. 51A-7.933. GENERAL PROVISIONS.

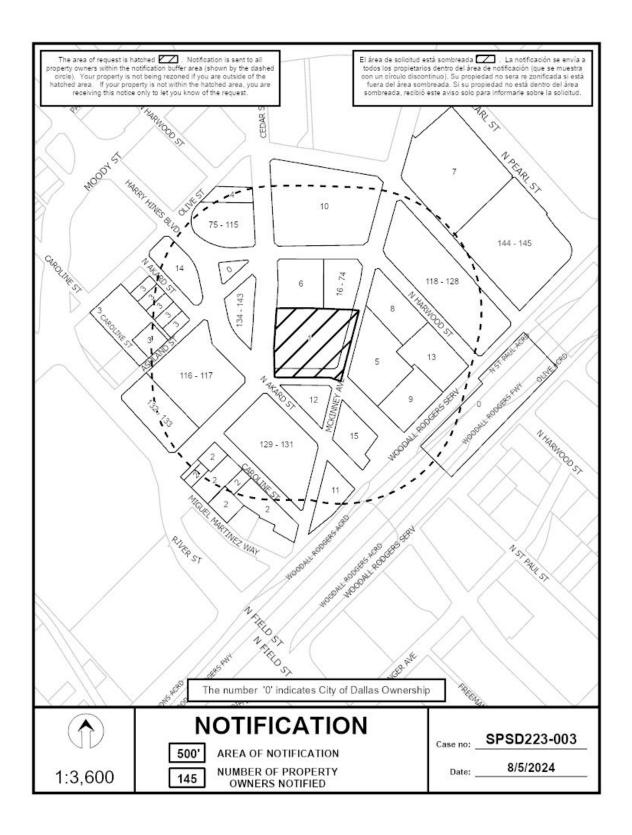
- (a) <u>In general</u>. Except as provided in this division, the provisions of the Downtown Perimeter Sign District apply in this subdistrict.
- (b) Roof sign. For buildings constructed before 1930 and less than 100 feet in height, a maximum of one on-premises attached sign located above the roof is permitted, subject to the following restrictions:
- (1) <u>Rotation</u>. No sign or part of a sign may move or rotate at a rate faster than one complete 360-degree rotation each 30 seconds.
- (2) <u>Maximum effective area</u>: 160 square feet, with no single face of a three-dimensional sign exceeding 160 square feet.

- (3) <u>Maximum height</u>: 12.5 feet, not inclusive of any pole(s) or mounting structure(s) to which the sign is affixed.
- (4) <u>Building height</u>: The sign may extend no higher than 25 feet above the parapet of the building.
- (5) <u>Vertical plane</u>: The sign may not project from the vertical plane of the building.
- (6) <u>Public right-of-way</u>: No part of the sign may project into or over any public right-of-way.
- (7) <u>Content</u>: The contents of the sign must be limited to a registered trademark or logo that contains no word or character.









Notification List of Property Owners SPSD223-003

145 Property Owners Notified

Label #	Address		Owner
1	1919	MCKINNEY AVE	HKS BUILDINGS LP
2	1602	CEDAR SPRINGS RD	FIREBIRD DOWNTOWN INC &
3	2407	N AKARD ST	FSR LP
4	2017	CEDAR SPRINGS RD	AVALON INVESTORS 17 LLC
5	1900	MCKINNEY AVE	MCP 1900 MCKINNEY LLC
6	1900	CEDAR SPRINGS RD	MIRO GCP LLC
7	2100	MCKINNEY AVE	MCPP 2100 MCKINNEY LLC
8	1920	MCKINNEY AVE	1900 MCKINNEY HARWOOD LLC
9	1909	WOODALL RODGERS I	FWY L & W REAL ESTATE LLC
10	2021	MCKINNEY AVE	GPI HRLP M&O LP
11	2121	N AKARD ST	2121 AKARD PS LP
12	1899	MCKINNEY AVE	RPC 1899 MCKINNEY LLC
13	2121	N HARWOOD ST	L & W REAL ESTATE LLC
14	2422	AKARD ST.	LINK AT UPTOWN LLC THE
15	1845	WOODALL RODGERS	FWY WDC FUB OFFICE OWNER LLC
16	1999	MCKINNEY AVE	SIROIS RICHARD N & MARY
17	1999	MCKINNEY AVE	MOORE F DAVID & REBECCA L
18	1999	MCKINNEY AVE	HUMPHREYS SPENCER BROWN
19	1999	MCKINNEY AVE	PRIOLO LEO JR & MICHELLE D
20	1999	MCKINNEY AVE	1999 MCKINNEY 405 HOLDINGS &
21	1999	MCKINNEY AVE	KALIL STEPHEN A &
22	1999	MCKINNEY AVE	GARRETT MICHAEL L &
23	1999	MCKINNEY AVE	RIDDICK FAMILY LIVING TRUST THE
24	1999	MCKINNEY AVE	KUBA BRYSON
25	1999	MCKINNEY AVE	PALMER RICHARD W & BETH G
26	1999	MCKINNEY AVE	ALLEN THOMAS PATRICK

Label #	Address		Owner
27	1999	MCKINNEY AVE	CURTIS AUDREY A THE LIVING TRUST
28	1999	MCKINNEY AVE	STONE JANE
29	1999	MCKINNEY AVE	EDMONDSON DAVID & NATALIE
30	1999	MCKINNEY AVE	SHARP THOMAS L
31	1999	MCKINNEY AVE	DE LA ROSA MAURICIO &
32	1999	MCKINNEY AVE	ABLON BARON P & MARLA K
33	1999	MCKINNEY AVE	CHIU REVOCABLE TRUST
34	1999	MCKINNEY AVE	MEDINA MICHAEL A
35	1999	MCKINNEY AVE	STEHNEY JEFFREY ALLEN & JOYCE KAY
36	1999	MCKINNEY AVE	CHIP BRIGITTE A
37	1999	MCKINNEY AVE	STUVE OLAF &
38	1999	MCKINNEY AVE	LASSITER ANNA
39	1999	MCKINNEY AVE	GOTTBERG TERRY D &
40	1999	MCKINNEY AVE	HOUSE JAMES A &
41	1999	MCKINNEY AVE	HALBERT LINDSEY &
42	1999	MCKINNEY AVE	BARTLETT CHARLES M & MELISSA S
43	1999	MCKINNEY AVE	VANGORDEN JULIA K &
44	1999	MCKINNEY AVE	MOORE FAMILY REVOCABLE TRUST
45	1999	MCKINNEY AVE	SCHUBERT FRANK B &
46	1999	MCKINNEY AVE	DOWLING MAUREEN F
47	1999	MCKINNEY AVE	PRAGADA JESSICA E & ROBERT V
48	1999	MCKINNEY AVE	MANDT KEVIN A & DAWN M THE
49	1999	MCKINNEY AVE	TOORNBURG SCOTT L & KIM
50	1999	MCKINNEY AVE	HODGE LIVING TRUST
51	1999	MCKINNEY AVE	MEYBERG JAMES B &
52	1999	MCKINNEY AVE	PAYNE TARA FORD & MALO BOYD
53	1999	MCKINNEY AVE	GALLAGHER TIMOTHY O & TERRI M
54	1999	MCKINNEY AVE	BRADFORD TED R
55	1999	MCKINNEY AVE	ARNOLD THOMAS D
56	1999	MCKINNEY AVE	WOMACK STEVEN W
57	1999	MCKINNEY AVE	FULLERTON CLIFFORD T &

Label #	Address		Owner
58	1999	MCKINNEY AVE	BROWN LEONARD SCOTT &
59	1999	MCKINNEY AVE	SAWYER MARK WILLIAM
60	1999	MCKINNEY AVE	CRAMM HOPE & GENE
61	1999	MCKINNEY AVE	ABINGTON THOMAS EDWARD
62	1999	MCKINNEY AVE	MILLER JAMES H & ROSANNE T
63	1999	MCKINNEY AVE	NAIK SURAJ
64	1999	MCKINNEY AVE	WINTER F DAVID JR & RENEE
65	1999	MCKINNEY AVE	WILKINS SARA
66	1999	MCKINNEY AVE	BALDOR JORGE L
67	1999	MCKINNEY AVE	PETERS WALTER R JR & STACY R
68	1999	MCKINNEY AVE	WUNDERLICK JOHN ROBERT
69	1999	MCKINNEY AVE	MCLAREN JEFFREY
70	1999	MCKINNEY AVE	PAPADIMITRIOU ALEX & LINDA
71	1999	MCKINNEY AVE	HOPKIN DANIEL J
72	1999	MCKINNEY AVE	WETTERAU MARK STEPHEN JR
73	1999	MCKINNEY AVE	ACKERMAN JOHN & SUNNY
74	1999	MCKINNEY AVE	LEDBETTER FINLEY & JONI
75	2011	CEDAR SPRINGS RD	HUFFMAN HENRY T
76	2011	CEDAR SPRINGS RD	REIFSCHNEIDER ERIC
77	2011	CEDAR SPRINGS RD	HERMAN JOHN H &
78	2011	CEDAR SPRINGS RD	LIMBURG JOHANNES & ALICIA
79	2011	CEDAR SPRINGS RD	TOLER KATHY A
80	2011	CEDAR SPRINGS RD	SAH AKASH
81	2011	CEDAR SPRINGS RD	SCHAEFER STEVEN & HOLLY
82	2011	CEDAR SPRINGS RD	BENMAR LTD
83	2011	CEDAR SPRINGS RD	RODINE LIVING TRUST
84	2011	CEDAR SPRINGS RD	RAHHAL STEVEN
85	2011	CEDAR SPRINGS RD	BRIGGS CHARLES A &
86	2011	CEDAR SPRINGS RD	SAH AKASH
87	2011	CEDAR SPRINGS RD	MILLER SHANNON
88	2011	CEDAR SPRINGS RD	BLOUNT JAMES G & KELLY A THE

Label #	Address		Owner
89	2011	CEDAR SPRINGS RD	ROBERTS RANDY C & JACKIE
90	2011	CEDAR SPRINGS RD	DOHERTY TERENCE & MARINE
91	2011	CEDAR SPRINGS RD	PORTER JONATHAN & AMY
92	2011	CEDAR SPRINGS RD	PORTER JON & AMY FAMILY
93	2011	CEDAR SPRINGS RD	DAVIDOW JOAN C
94	2011	CEDAR SPRINGS RD	SMARTT MICHAEL A & STEVA
95	2011	CEDAR SPRINGS RD	PALERMO ALEXANDER &
96	2011	CEDAR SPRINGS RD	SEIDENFELD STEVEN M &
97	2011	CEDAR SPRINGS RD	BARON JAMES D & ELIZABETH S
98	2011	CEDAR SPRINGS RD	GANO HEATHER M
99	2011	CEDAR SPRINGS RD	COIL JOHN A
100	2011	CEDAR SPRINGS RD	LEVITAN DANIEL S
101	2011	CEDAR SPRINGS RD	FINEGOLD ELIEZER MOSHE
102	2011	CEDAR SPRINGS RD	LINCK VICTOR T & KAREN S
103	2011	CEDAR SPRINGS RD	INGRUM ANDREW & AMY
104	2011	CEDAR SPRINGS RD	CEDAR COWBOYS LLC
105	2011	CEDAR SPRINGS RD	SMITH JAMES B TRUSTEE OF JAMES B SMITH REV TRUST
106	2011	CEDAR SPRINGS RD	TAYLOR LARRY W
107	2011	CEDAR SPRINGS RD	KHANNA VIKRAM
108	2011	CEDAR SPRINGS RD	KHANNA VIKRAM
109	2011	CEDAR SPRINGS RD	SOLOMON GERALD &
110	2011	CEDAR SPRINGS RD	HOWELL KEVIN & TRACY P
111	2011	CEDAR SPRINGS RD	LITTLE TIMOTHY E &
112	2011	CEDAR SPRINGS RD	WATTERSON RONALD E &
113	2011	CEDAR SPRINGS RD	DALE JIMMIE FLOYD JR & MELINDA
114	2011	CEDAR SPRINGS RD	CRUZ PONCIANO D JR
115	2011	CEDAR SPRINGS RD	LIBRE VENTURES LLC
116	2380	N FIELD ST	2300 NORTH AKARD OWNER LLC
117	2323	N AKARD ST	CHRISTOPHER APARTMENTS
118	2000	MCKINNEY AVE	UNION INVESTMENT REAL EST GMBH
119	2025	WOODALL RODGERS	FWY CLUNIS KEVIN A & AYANNA N

Label #	Address	Owner		
120	2025	WOODALL RODGERS	FWY	MADRAZO ALEX & JANET
121	2025	WOODALL RODGERS	FWY	SMITH BRITT WILLIAM &
122	2025	WOODALL RODGERS	FWY	BLUE DOG RESIDENTIAL TRUST
123	2025	WOODALL RODGERS	FWY	NASH GEORGE CAMERON
124	2025	WOODALL RODGERS	FWY	LEVY WALTER M &
125	2025	WOODALL RODGERS	FWY	THREE LITTLE BIRDS TRUST
126	2025	WOODALL RODGERS	FWY	HATTON PHILLIPS & SHARON L
127	2025	WOODALL RODGERS	FWY	KOZEL DAVID F
128	2025	WOODALL RODGERS	FWY	SYDEPARK LTD
129	1717	MCKINNEY AVE	GAE	DEKE HOLDINGS XIV LTD
130	1700	CEDAR SPRINGS RD	LG C	EDAR SPRINGS LP
131	1717	MCKINNEY AVE	GAE	DEKE HOLDINGS XIV LTD
132	2380	N FIELD ST	UNIC	ON UPTOWN DALLAS LLC
133	2323	N AKARD ST	CHR	ISTOPHER APARTMENTS
134	1925	CEDAR SPRINGS RD	WIN	DHAM MINERALS LTD
135	1925	CEDAR SPRINGS RD	TNM	DI INVESTMENTS LLC
136	1925	CEDAR SPRINGS RD	ECC	COPPOLA FAMILY LTD PS
137	1925	CEDAR SPRINGS RD	ROM	ANO PHILIP J
138	1925	CEDAR SPRINGS RD	THO	MA WORKS LLC
139	1925	CEDAR SPRINGS RD	CAR	L & MARILYNN THOMA
140	1925	CEDAR SPRINGS RD	DAW	SON WILLIAM B &
141	1925	CEDAR SPRINGS RD	WIN	DHAM MINERALS LTD
142	1925	CEDAR SPRINGS RD	REEL	DER JAMES B
143	1925	CEDAR SPRINGS RD	BALI	DRIDGE JERALD TR ETAL
144	2121	N PEARL ST	TC U	PTOWN ASSOCIATES LLC
145	2100	N OLIVE ST	JPMC	DRGAN CHASE BANK NATIONAL