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

DOWNTOWN SPECIAL PROVISION SIGN DISTRICT

CASE NUMBER: 2409120035
LOCATION: 400 S. St. Paul Street
(north elevation)

DATE FILED: September 12, 2024
SIZE OF REQUEST: 73.7 sq. ft.

COUNCIL DISTRICT: 2

ZONING: CA-1(A)

APPLICANT: Marie Byrum of BYRUM SIGN & LIGHTING

OWNER: St. Paul Apartment Venture LLC

TENANT: Modera St. Paul

REQUEST: An application for a Certificate of Appropriateness by Marie Byrum of BYRUM SIGN & LIGHTING, for a 73.7-square-foot LED illuminated attached channel letter sign at 400 S. St. Paul Street (north elevation).

SUMMARY: The applicant proposes to install a 73.7-square-foot upper level flat attached sign, composed of individually mounted channel letter/logo, mounted in accordance to engineered drawings, on the north elevation, and bearing the 'M' Logo

STAFF RECOMMENDATION: Approval.

SSDAC RECOMMENDATION: Approval.

BACKGROUND:

- The subject site is located in Downtown SPSD within the Central Business District Subdistrict, Area 2. This subdistrict follows base zoning. CA-2(A) is a business zoning sign district.
These regulations are established in: [Sec. 51A-7.900](#) (Specific details included below).
- The applicant proposes to install a 73.7-square-foot upper level flat attached sign, composed of individually mounted channel letter/logo, mounted in accordance to engineered drawings, on the north elevation, and bearing the 'M' Logo
 - Aluminum Fabricated Face Lit Channel Letters. Five-inch Aluminum Returns with "Cool Gray" Painted Finish. Faces to be White Acrylic with one-inch Trimcap. Faces to have first surface applied perforated black vinyl to give letters black appearance during day but will light up white at night. Internally Illuminated by LEDs.
 - The mounting surface will be a brick parapet wall with 2-inch by 12-inch wooden blocking located between wall studs for reinforcement.
 - Mounting Hardware consists of 1/2-inch Dia Lag Screws for Wood to be anchored directly to the building frame and/or blocking per engineering.
- This is the first of three applications for this site. This sign is to be located on north elevation. One permit has previously been issued after being reviewed 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)

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 ATTACHED PREMISE SIGNS.

(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.

(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.

The combined effective area of all signs on this façade is less than .2% of the total façade area. This sign contains one word/ Logo, "M", and is wholly located in the upper level sign area of the north façade.

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 Marie Byrum of BYRUM SIGN & LIGHTING, for a 73.7-square-foot LED illuminated attached channel letter sign at 400 S. St. Paul Street (north elevation).

Maker: Peadon
Second: Carpenter
Result: Carried: 3 to 0

For: 3 - Peadon, Carpenter, and Hardin
Against: 0 - none
Absent: 2 - Haqq, Dumas
Conflict: 1 - Webster

Speakers: Marie Byrum

Property Ownership

St. Paul Apartment Venture LLC
400 S. Saint Paul Street
Dallas, TX 75201

Officer names: Chad Boyette Title: Vice President - Dev.

Tenant Ownership

Moderer St. Paul
400 S. Saint Paul Street
Dallas, TX 75201

Officer names: Chad Boyette Title: Vice President - Dev.

Job 192649346-002 (2409120035)

Job Edit

Miscellaneous Transaction

Job 192649346-002 (2409120035)

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

Status: Paid Created By: TLUMSDEN

Date Created: Sep 12, 2024

Date Completed: Sep 12, 2024

Parent Job: 192649346-001 (2408151169)

Specific Location: 73.7SF - 400 S ST PAUL - LED HALO ILLUMINATED CHANNEL LETTER
CA#2409120035

Details

Customer: Byrum, Marie
305 N. Delaware Street Suite 106
Irving, TX 75061
(972) 723-8525
marie@byrumsign.com

Fee Amount

FeeType

Staff Email: SCOTT.ROPER@DALLAS.GOV

Details



Customer: Byrum, Marie
305 N. Delaware Street Suite 106
Irving, TX 75061 (972) 723 8525

Fees (EXT): 2409120035 Technology Fee \$15.00
Adjusted:\$0.00 Paid:\$15.00 Owed:\$0.00

Fees (EXT): 2409120035 5BN - Special Provision Sign District fee \$397.00
Adjusted:\$0.00 Paid:\$397.00 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: 917151 \$412.00		(\$397.00)	\$0.00	(\$397.00)	
Technology Fee		\$15.00	\$0.00	\$15.00	\$0.00
Receipt Number: 917151 \$412.00		(\$15.00)	\$0.00	(\$15.00)	
					\$0.00

Job 192649346-002 (2409120035)

Processes

Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected				Sep 12, 2024 14:11:00
Auto generated System Fee Collection						

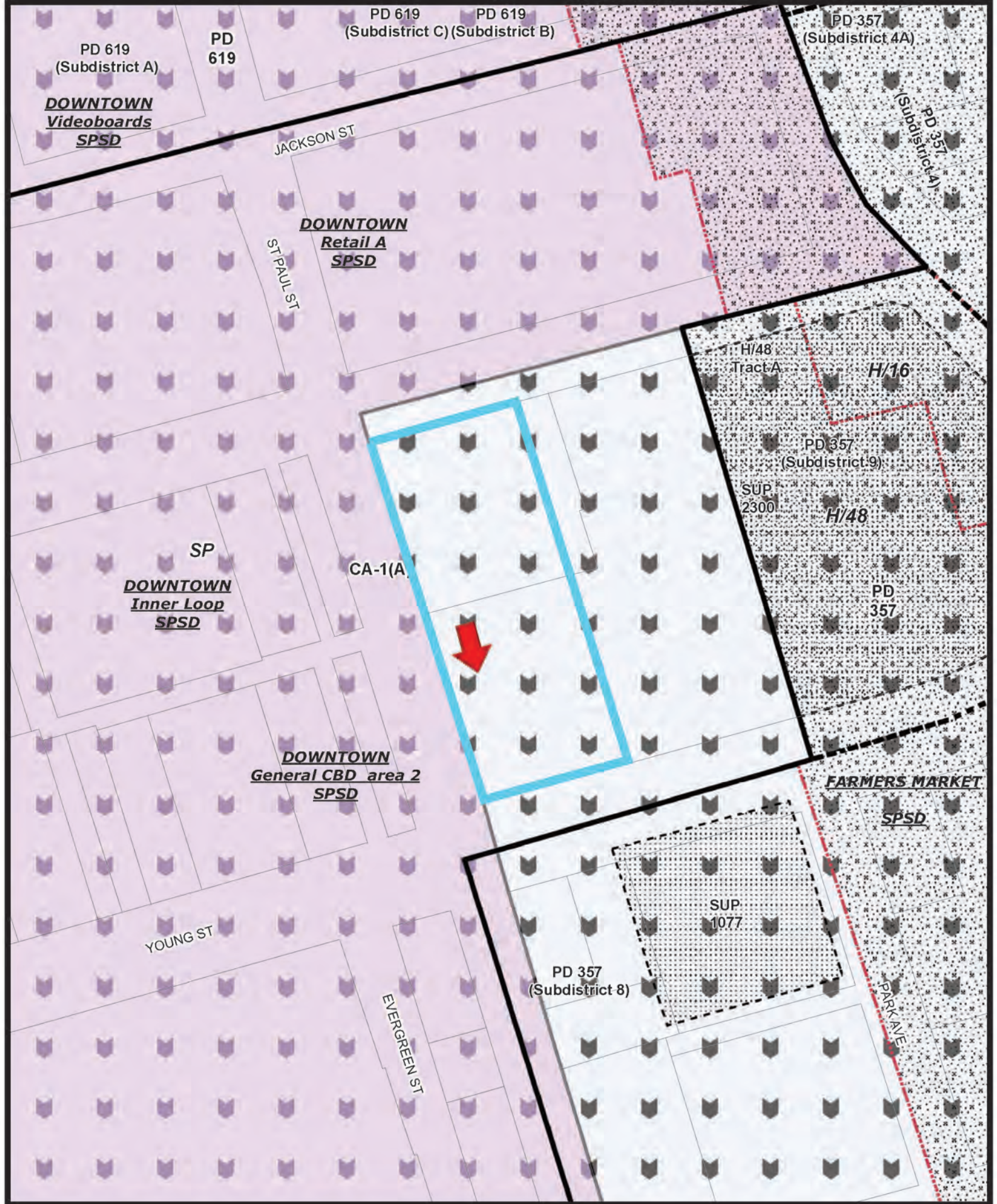


Printed Date: 10/2/2024



1:1,200

Aerial Map - 400 S St Paul St



SSDAC Submission
for Signs ■ B



MODERA® | ST. PAUL
BY MILL CREEK

400 South Saint Paul Street
Dallas, Texas 75201

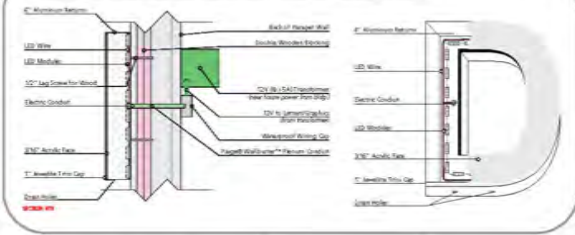


www.fource.net

1351 REGAL ROW DALLAS, TX 75247
ph. 214 630 2125 fax. 214 630 2314

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Lighted Channel Letters, Flush-Mounted to Parapet Wall



- Channel letters to read: "MODERA" & "M"
- Clear Acrylic Rear Lens
- .063" Face Skin (MP 31846 ONYX)
- 5" Aluminum Returns (MODERA Cool Gray)
- White LEDs
- LED Power Supplies (Mounted inside with master Disconnect Switch on inside spine above lowest armature tube)
- Letters to be Flush-Mounted to face of Blade Sign

Electrical Notes

Power must be provided by customer unless otherwise specified in writing. Access to back side of facade is required for installation. Each sign location must have:

1. Primary electrical of 120V.
2. J-box installed within 6 feet of sign.

Observer, customer is responsible for the power connection to the sign.

UL

SIGN(S) TO BE MANUFACTURED TO U.L. SPECIFICATIONS AND WILL BEAR THE U.L. LABEL(S). INSTALL IN ACCORDANCE WITH ARTICLE 800 OF NATIONAL ELECTRIC CODES

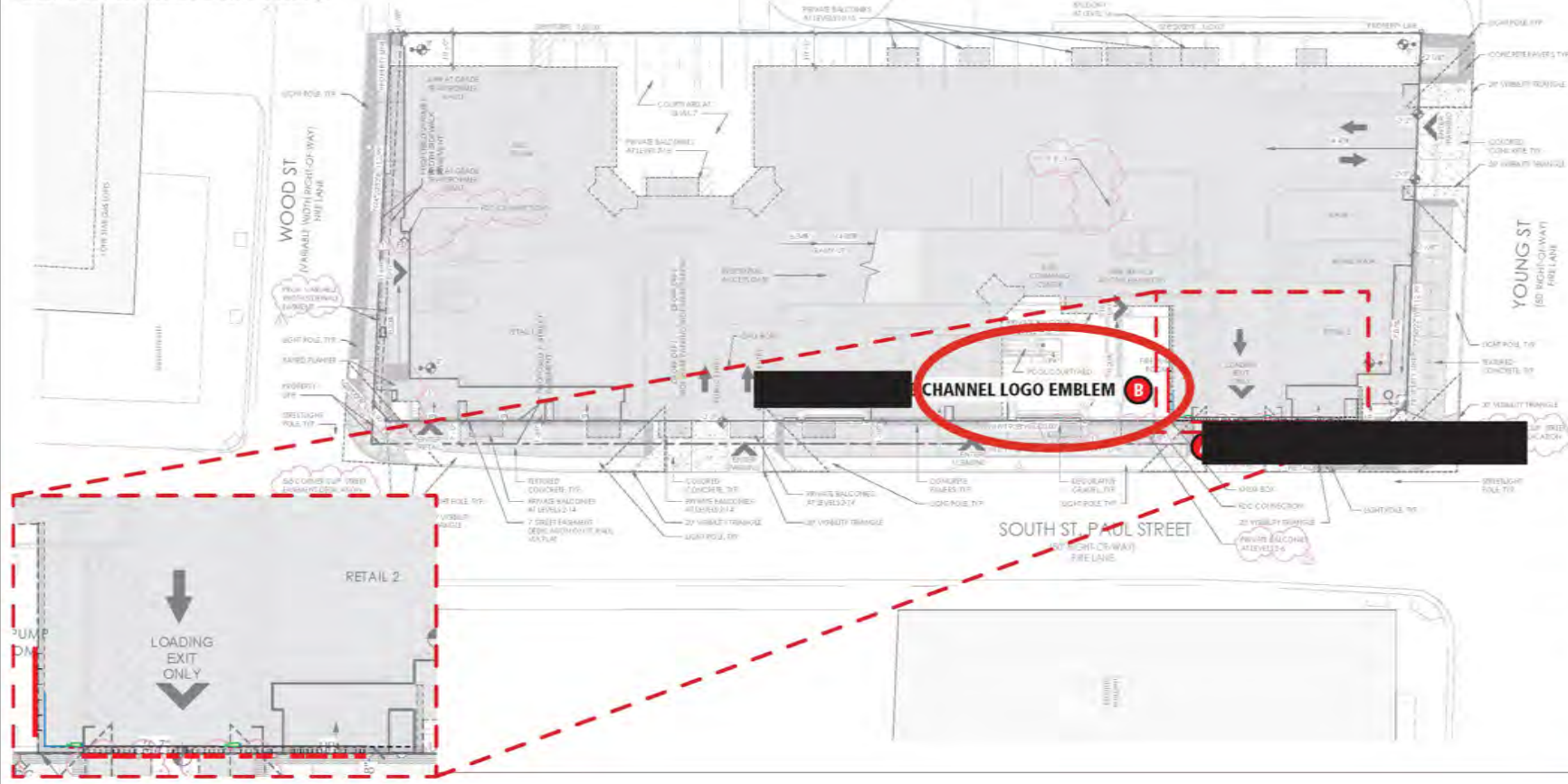
FOURCE COMMUNICATIONS

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JOB NUMBER
2403MCR01S

Area Calculation:
318 FT (FRTG.) X 183 FT (HEIGHT) = BLDG. FRTG. AREA
BLDG. FRTG. = 58194 S FT
ALLOWABLE AREA = 0.25 X 58194 S FT = 14548.5 S FT
AREA USED BY SIGN A = 155.5 S FT

Area Calculation:
318 FT (FRTG.) X 183 FT (HEIGHT) = BLDG. FRTG. AREA
BLDG. FRTG. = 58194 S FT
ALLOWABLE AREA = 0.25 X 58194 S FT = 14548.5 S FT
AREA USED BY SIGN B = 73.6 S FT



**Modera St Paul
Mill Creek Residential**
Dallas, Texas

APPROVAL

Signature
I/We
Your signature acknowledges full approval of the design layout and its content, releasing Fource Communications, Ltd. from any responsibility regarding incorrect information and design.

Any colors shown are only representative of actual colors to be used. Final colors will be matched as closely as possible. Colors shown tend to vary due to some materials used in the industry.

DESIGNER INITIALS

JEH

DATE

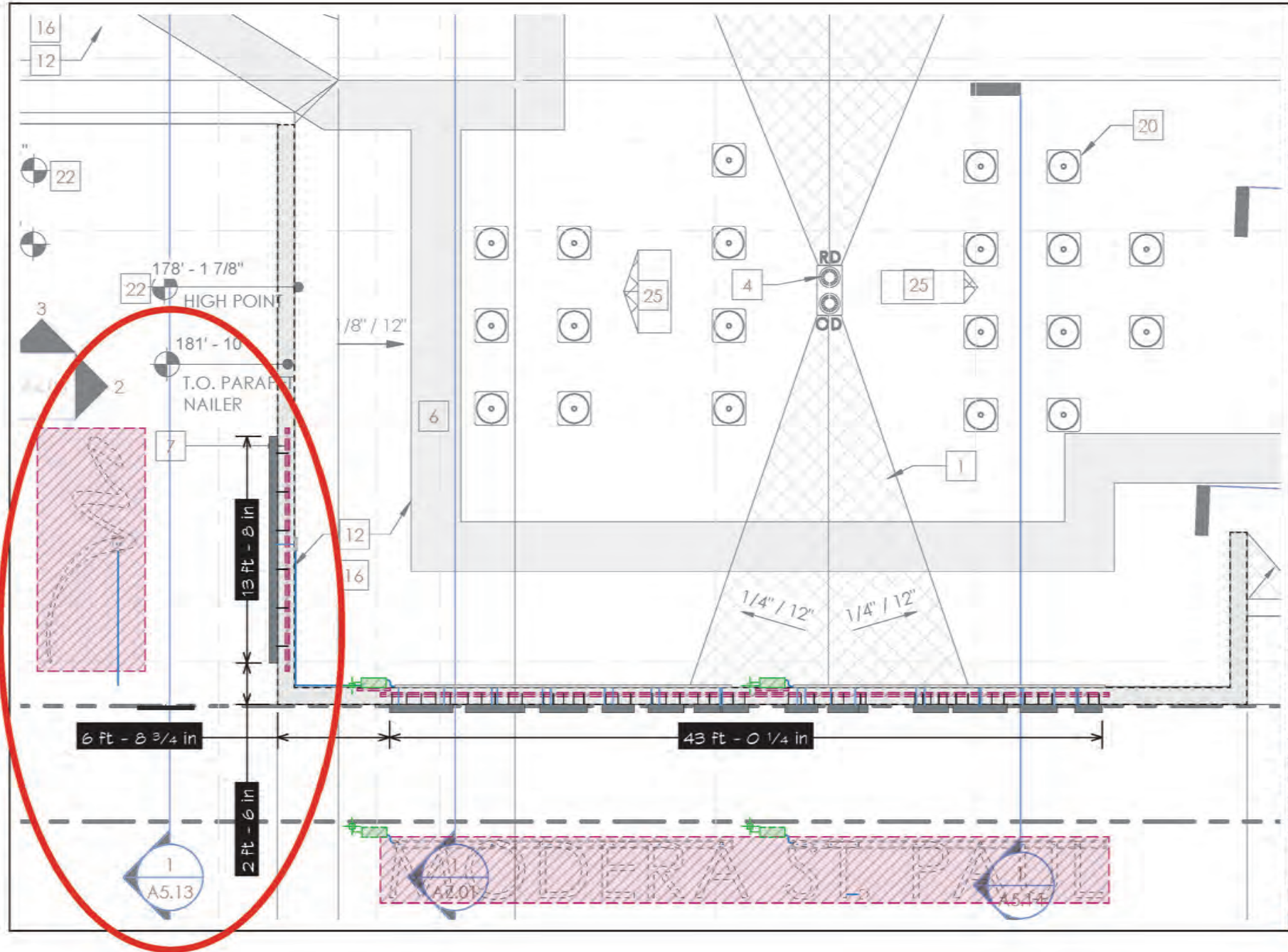
09/16/2024

SHEET TITLE

ENTRY SIGNAGE

SHEET NUMBER

ES.01-MAP.01



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DESIGNER INITIALS

JEH

DATE

09/16/2024

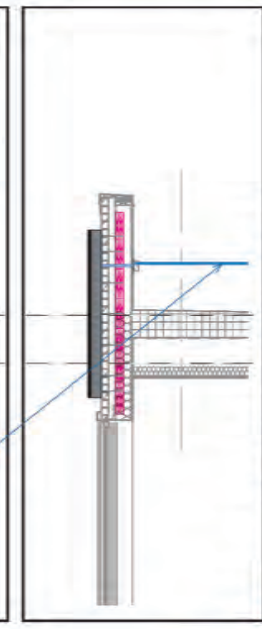
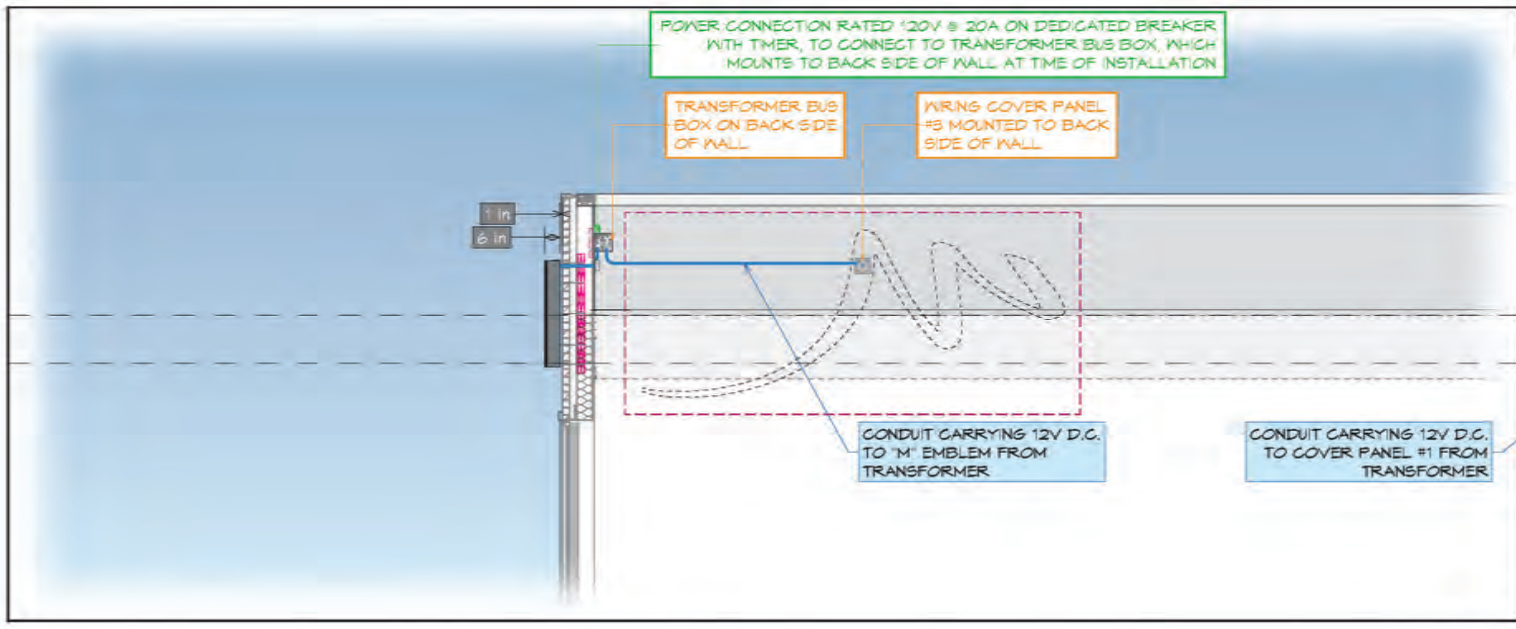
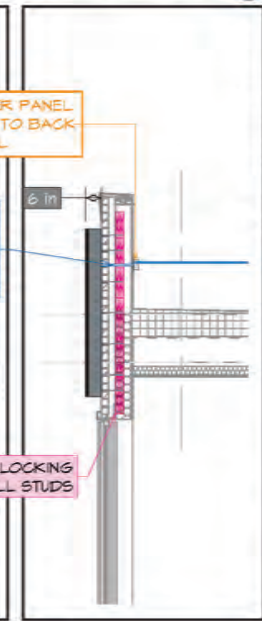
SHEET TITLE

ENTRY SIGNAGE

SHEET NUMBER

ES.01-PLAN.01

FACE-LIT CHANNEL LOGO EMBLEM X 1 **B**



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09/16/2024

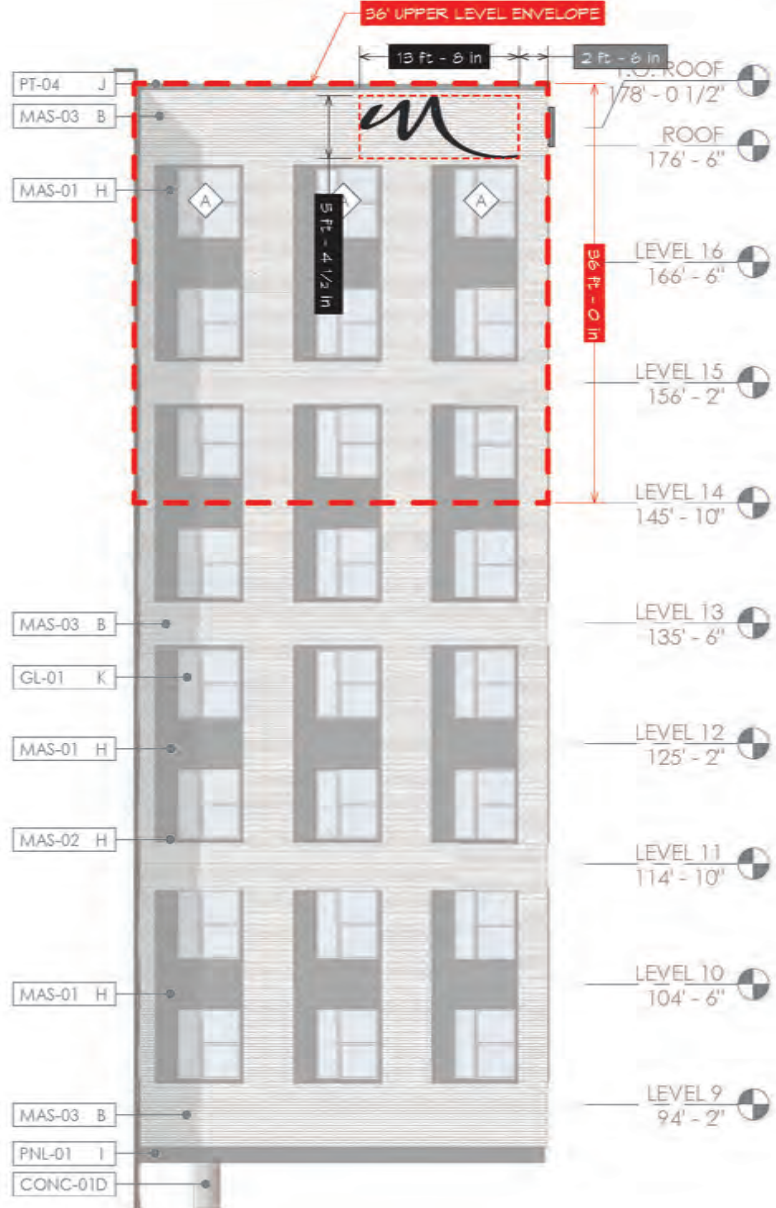
SHEET TITLE

ENTRY SIGNAGE

SHEET NUMBER

ES.02.01

ELEVATION: FACE-LIT CHANNEL LOGO EMBLEM B



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DATE

09/16/2024

SHEET TITLE

ENTRY SIGNAGE

SHEET NUMBER

ES.02A.01



NIGHT VIEW: FACE-LIT CHANNEL LETTERS **A**



NIGHT VIEW: FACE-LIT CHANNEL LOGO EMBLEM **B**



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09/16/2024

SHEET TITLE

ENTRY SIGNAGE

SHEET NUMBER


ES.02B.01

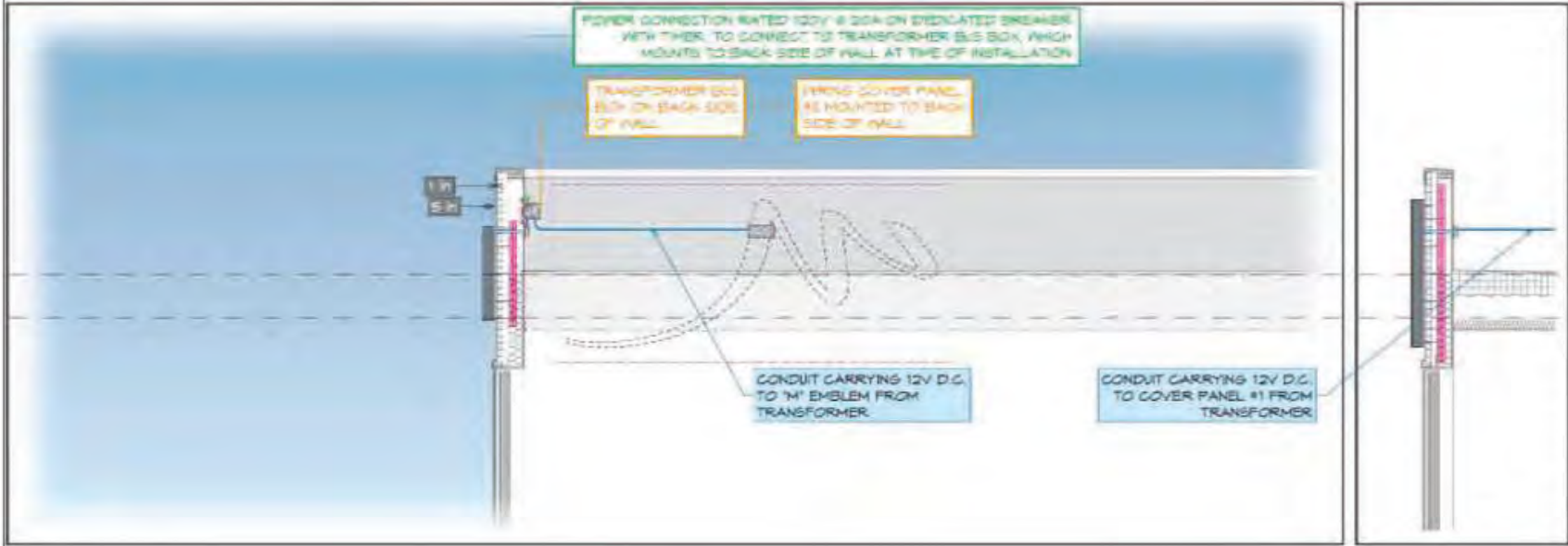
General Notes:

- ① Design is based on IBC 2021 & Wind speed of 105 mph at 3 sec gust (Risk Cat 2, Exp C)
- ② These drawings shall only be used for the intended reasons when issued and should not be used for any other purpose on this project and shall not be used on any other project either by the recipient or others without the prior approval of TMM Consultants.
- ③ TMM Consultants is not the Engineer of Record for overall project and shall only be responsible for the design of the sign structure and/or sign anchors shown on the drawing. Sign cabinet structure design shall be provided by others.
- ④ Contractor shall be responsible for any discrepancies on the drawings. Any such discrepancies shall immediately be reported to TMM Consultants for verification and adjustments.
- ⑤ If any part of existing structure does not meet specifications listed or dimensions shown, contractor shall not proceed with construction and request for a redesign
- ⑥ All HSS sections shall meet ASTM 500 Grade B with minimum yield stress $F_y=46$ ksi for HSS Square & Rectangular Sections and $F_y=42$ ksi for HSS Round Sections.
- ⑦ All Standard Steel Pipes and Tubes shall meet minimum yield stress $F_y=35$ ksi.
- ⑧ All other existing and new steel including plates, angles, anchor rods, etc. shall meet ASTM A36 with minimum yield stress $F_y=36$ ksi.
- ⑨ All Aluminum Tubes and Plates shall meet 6061 or 6063 specs
- ⑩ All existing and new structural bolts shall conform to ASTM A325 unless noted otherwise.
- ⑪ Bolts Shall not be connected to existing building facia, brick or stone veneer at any location. It should be properly anchored to the building frame w/ appropriate blocking or to Concrete wall or CMU walls that has cells filled with grout
- ⑫ All Steel welding shall be made with E70xx electrodes and All Aluminum welding shall be made with E40xx electrodes. Weldings shall be performed by certified welders in accordance with latest AWS standards
- ⑬ All Rebars shall conform to ASTM A615 and will be Grade 60 steel.
- ⑭ Analysis of existing building structure, where applicable, to support proposed loads not in scope of TMM Consultants and hence not performed and provided.
- ⑮ Wall type information, where applicable, provided by the Sign Installer. The Contractor shall not proceed with the installation if the actual Wall type is other than shown and request for a redesign
- ⑯ For Concrete Masonry Unit Construction, Masonry Units shall conform to ASTM C90 and the cells shall be fully grouted and will have fm of 2000 psi minimum (attained @ 28 days)
- ⑰ Concrete Piers and Spread footing shall have normal weight concrete with minimum compressive strength of 3000 psi (attained in 28 days. Care shall be taken for not placing concrete over soil fill.
- ⑱ Prior to construction contractor shall verify dimensions and grade of existing steel and concrete.
- ⑲ Field verification for accuracy and structural integrity of all elements of existing structure - including but not limited to - steel support, foundation, connections - not in scope of TMM Management.
- ⑳ TMM Consultants shall not be held responsible for damage caused to existing Building due to the Sign Project.



M.A. Bootwala 9/2/2024

Prepared for	
Force Communications 1351 Regal Row Dallas, TX 75247	
Project #:	23934
Date:	September 2024
Drawn by:	MB
Scale:	Not to Scale
Revision:	0
Drawing #:	0
Project & Location:	
Modera St. Paul 400 South Saint Paul Street, Dallas, Texas 75201	
Engineer	
 TMM CONSULTANTS ENGINEERING & DESIGN SERVICES 19902 Stanton Lake Drive Cypress, TX 77433	



NOTE:
 MOUNT THE LOGO WITH MIN (12) FASTENERS
 THE FASTENERS SHALL BE 3/8\"/>



M.A. Bootwala 9/2/2024

Prepared for

Force Communications
 1351 Regal Row
 Dallas, TX 75247

Project #:	23934
Date:	September 2024
Drawn by:	MB
Scale:	Not to Scale
Revision:	0
Drawing #:	4

Project & Location:

Modera St. Paul
 400 South Saint Paul Street,
 Dallas, Texas 75201

Engineer

TMM CONSULTANTS
 ENGINEERING & DESIGN SERVICES
 19902 Stanton Lake Drive
 Cypress, TX 77433

ELEVATION: HALO-LIT REVERSE CHANNEL LOGO EMBLEM

8



M.A. Bootwala 9/2/2024

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Force Communications 1351 Regal Row Dallas, TX 75247	
Project #:	23934
Date:	September 2024
Drawn by:	MB
Scale:	Not to Scale
Revision:	0
Drawing #:	5
Project & Location:	
Modera St. Paul 400 South Saint Paul Street, Dallas, Texas 75201	
Engineer	
TMM CONSULTANTS ENGINEERING & DESIGN SERVICES 19902 Stanton Lake Drive Cypress, TX 77433	

Project: Modera_Sign B @ 400 South Saint Paul Street, Dallas, Texas 75201
 Risk Category II
 Exposure C
 V 105
 Applicable Design Code IBC 2021

Design Loads

Type	B	# of Cabinet	B _{per Cabinet} (ft)	s (ft)	h (ft)	DL (psf)	WL _(factored) (psf)	WL _(factored) (lb)	DL (lb)
LOGO	13.67	1.00	13.67	5.39	178.00	8.0	35.11	2,585	589

LOGO

Vertical Distance between Bolts = 2.69 ft
 Distance Cabinet to Wall = 0.00 in
 Cabinet Depth = 5.00 in
 Number of Bolts per Bolt Line = 6.0
 Bolt Type = A307
 Bolt Diameter = 0.38 in
 Eff Factor = 0.35
 Bolt Tension = 0.078 k
 Bolt Shear = 0.034 k
 f_{rv} (ksi) = 0.31 OK
 Ω = 2.00
 $F'_{nt}/\Omega = (1.3 * F_{nt} - (2 * F_{nt}/F_{nv}) * f_{rv})/2 = 22.50$
 f_{nv} (ksi) = 0.71 OK



MA. Bootwala 9/2/2024

Prepared for
Force Communications
 1351 Regal Row
 Dallas, TX 75247

Project #: 23934
 Date: September 2024
 Drawn by: MB
 Scale: Not to Scale
 Revision: 0
 Drawing #: 5A

Project & Location:
Modera St. Paul
 400 South Saint Paul Street,
 Dallas, Texas 75201

Engineer
TMM CONSULTANTS
 ENGINEERING & DESIGN SERVICES
 19902 Stanton Lake Drive
 Cypress, TX 77433

Lighted Push-thru Letters, beneath Skin of Vertical Wall Sign



- Push-thru letters to read: "MODERA" / "BY MILL CREEK" / "ST. PAUL"
- 1/2" Acrylic Faces (white)
- 3" Deep Light Reflector tray (white)
- White LEDs
- LED Power Supplies (Mounted inside with master Disconnect Switch on inside spine above lowest armature tube)
- Letters to protrude 3/8" from face of Vertical Wall Sign



Electrical Notes

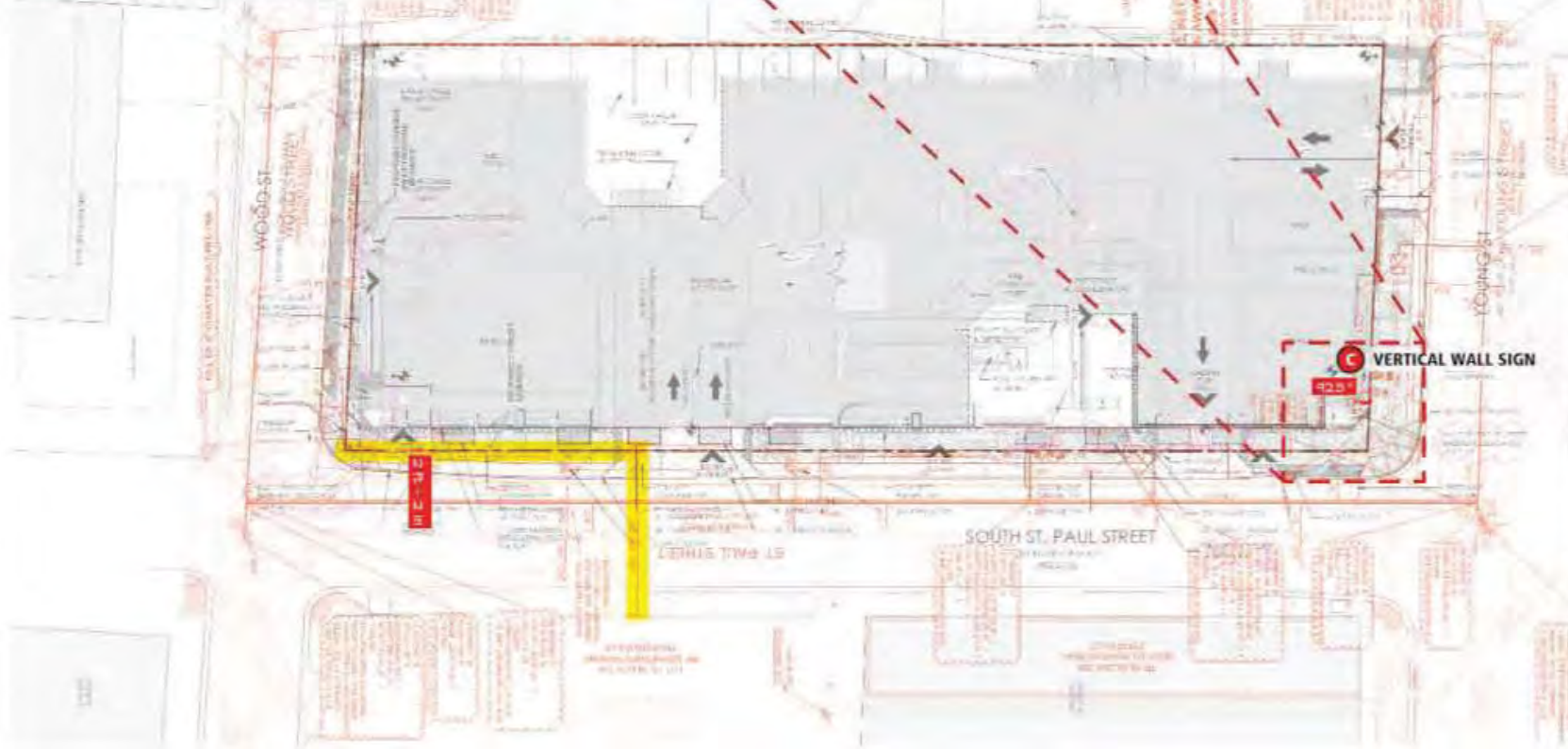
Please refer to project electrical schedule for lighting fixture and electrical equipment specifications. See drawings for details.

1. Primary electrical of 120V.
2. J-box installed within 6 feet of sign.

Manufacturer is responsible for the proper installation of the sign.

UL SIGN(S) TO BE MANUFACTURED TO U.L. SPECIFICATIONS AND WILL BEAR THE U.L. LABEL(S). INSTALL IN ACCORDANCE WITH ARTICLE 800 OF NATIONAL ELECTRIC CODES.

Area Calculation:
 318 FT (FRGT.) X 183 FT (HEIGHT) = BLDG. FRGT. AREA
 BLDG. FRGT. = 58194 S FT
 ALLOWABLE AREA = 0.25 X 58194 S FT = 14548.5 S FT
 AREA USED BY THIS SIGN = 94.31 S FT



M.A. Bootwala 9/2/2024

Prepared for

Force Communications
 1351 Regal Row
 Dallas, TX 75247

Project #:	23934
Date:	September 2024
Drawn by:	MB
Scale:	Not to Scale
Revision:	0
Drawing #:	6

Project & Location:

Modera St. Paul
 400 South Saint Paul Street,
 Dallas, Texas 75201

Engineer

TMM CONSULTANTS
 ENGINEERING & DESIGN SERVICES
 19902 Stanton Lake Drive
 Cypress, TX 77433