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

DOWNTOWN SPECIAL PROVISION SIGN DISTRICT

CASE NUMBER: SIGN-26-000135

DATE FILED: Mar. 24th, 2026

LOCATION: 555 EVERGREEN ST
(WEST ELEVATION)

SIZE OF REQUEST: 391 sq. ft.

COUNCIL DISTRICT: 2

ZONING: CA-1(A)

APPLICANT: Josephine Gonzales of Pattison ID

OWNER: Butler Brothers Hospitality Group, LLC

TENANT: Butler Brothers Hospitality, LLC

REQUEST: An application for a Certificate of Appropriateness by Josephine Gonzales of Pattison ID, for a 391-square-foot LED illuminated channel letter sign on a backer panel to read 'BUTLER BROTHERS BLDG. APARTMENTS' at 555 EVERGREEN ST (WEST ELEVATION).

SUMMARY: The applicant proposes to install a 391-square-foot LED illuminated five inch deep channel letters sign mounted on a one-inch backer panel/ eight-inch mounting frame and emitting a gold glow at night, with a black appearance during the day.

STAFF RECOMMENDATION: Approval.

SSDAC RECOMMENDATION: Approval.

BACKGROUND:

- The subject site is located in Downtown Special Provision Sign District, Central Business District. This district is zoned ZONING: Central Area District 1 (CA-1). These regulations are established in: [Sec. 51A-7.900](#) (Specific details included below).
- The applicant proposes to install a 391-square-foot LED illuminated five inch deep channel letters sign mounted on a one-inch backer panel/ eight-inch mounting frame and emitting a gold glow at night, with a black appearance during the day.
 - The sign is composed of 5" aluminum channel letters, painted Black with Black Jewelite Retainers. The faces are white acrylic covered in gold metallic vinyl and 3M black dual-color vinyl film. Sign is illuminated by White LED modules.
 - Sign elements are constructed entirely of metal, plastic, and LED lighting. Sign will be mounted on the elevator bulkhead, approximately 25-feet above the roof.
- This is the only application under review by this body for this Tenant and is referred to as sign "B". Two applications were previously approved with conditions at this location for separate tenants by SSDAC/CPC (Case # SIGN-25-001443, SIGN-25-001444). This sign is to be mounted on the façade facing South Ervay 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-7.211 SIGNS ATTACHED TO STRUCTURES LOCATED ON BUILDINGS.

- (a) Except as provided in Paragraph (b), no sign may be attached to the following structures located on a building:
- (1) Elevator penthouse or bulkhead.
- (b) A sign may be attached to a structure located on a building if the sign refers exclusively to:
- (1) the identification of the premise; or
 - (2) a tenant that occupies in excess of 50 percent of the floor area of the premise. (Ord. 20343)

51A-7.911 ATTACHED PREMISE SIGNS.

- (a) Attached signs in general.
- (1) Attached signs must be securely attached.
 - (2) Attached signs overhanging the public way are permitted, except that no sign may project closer than two feet to the vertical plane extending through the back of a street curb.
 - (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:
 - (A) 30 percent of the area in the lower level sign area;
 - (B) 20 percent of the area in the middle level sign area; and
 - (C) 30 percent of the area in the upper level sign area.Projecting attached signs are not included in these effective area calculations. See additional restrictions on sign area in the provisions for specific sign types.
 - (4) Except as provided in this paragraph, attached signs may not project more than four feet above the roof line. Attached signs in the Convention Center Subdistrict may not project more than nine feet above the roof line.
- (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.

No modifications to 51A-7.211 exist in this paragraph. This is the only sign proposed on this façade for this occupant. The sign occupies approximately 50% of the 980 square-foot structure.

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

Butler Brothers Hospitality Group, LLC
500 S. Ervay St.
Dallas, TX 75201

Officer names: Jose Quesada, Officer

Tenant Ownership

Butler Brothers Hospitality, LLC
500 S. Ervay St.
Dallas, TX 75201

Officer names: Jose Quesada, Officer

SSDAC Action:

April 14, 2026

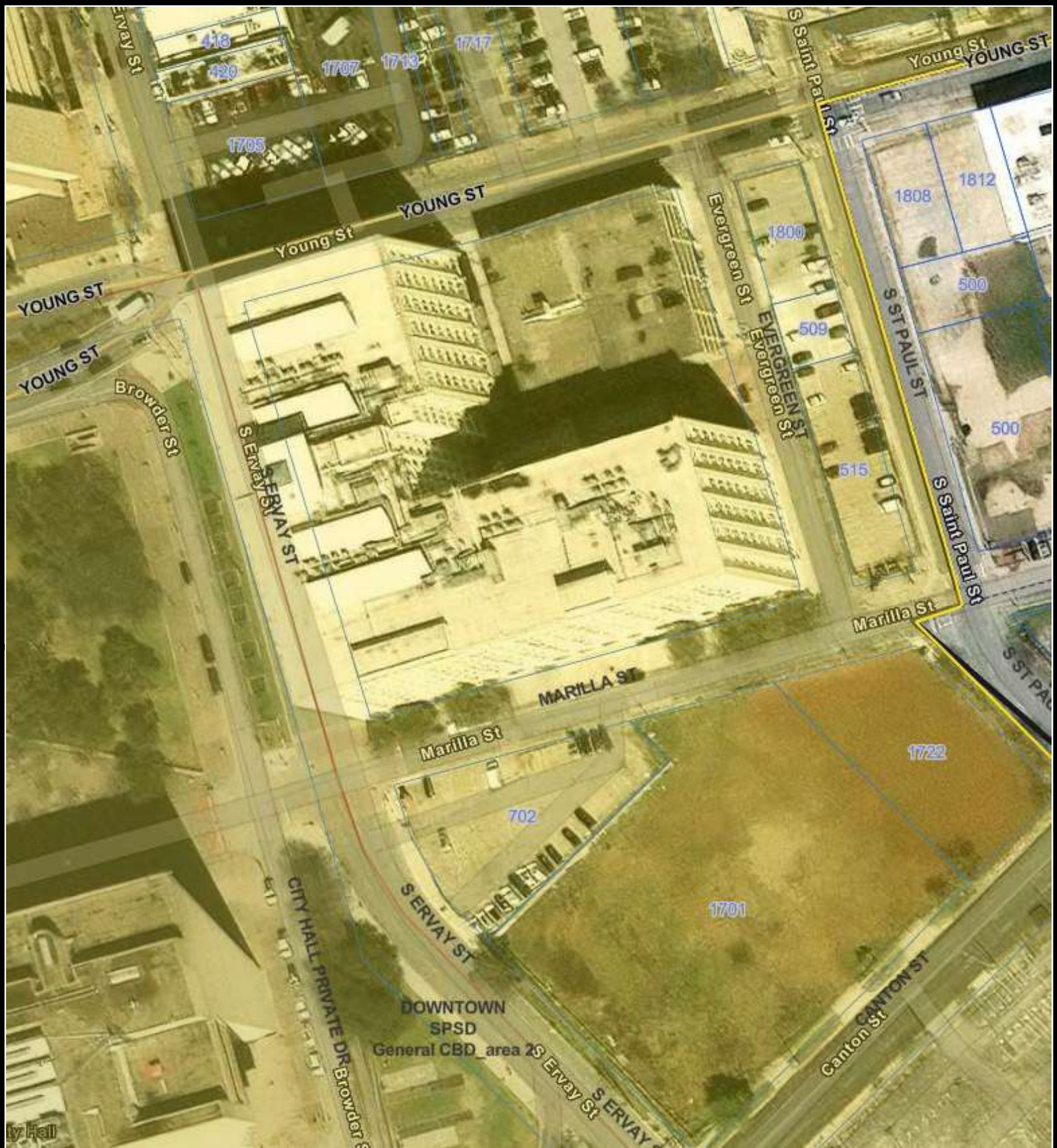
MOTION: It was moved to **approve**:

An application for a Certificate of Appropriateness by Gary Houser of 4D Signworx LTD., for a 72.3-square-foot back lit channel letters sign mounted on a four-inch deep pan on the Eastern facing façade at 1845 WOODALL RODGERS FWY (EAST ELEVATION).

Maker: Hardin
Second: Webster
Result: Carried: 3 to 0

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

Speakers: none



Printed Date: 4/13/2026



Aerial Map - 555 Evergreen St



Printed Date: 4/13/2026



Zoning Map - 555 Evergreen St



Design Proposal

PROJECT ID:	0428627A
CLIENT:	FAIRFIELD INN TOWNEPLACE SUITES
ADDRESS:	555 EVERGREEN STREET DALLAS, TX
DATE:	2.24.25
CONTACT:	MD/SL
DESIGNER:	JMC

Pattison



1.866.635.1110
pattisonid.com

Project ID
0428627A

FAIRFIELD INN
555 EVERGREEN STREET
DALLAS, TX

Date: 12/24/2024
Contact: MD/SL
Designer: JMC

Sign Item

WEST ELEVATION

Scale: NOTED

Revision Note

Information Required
for Production

Customer Approval

Signature

MM/DD/YYYY

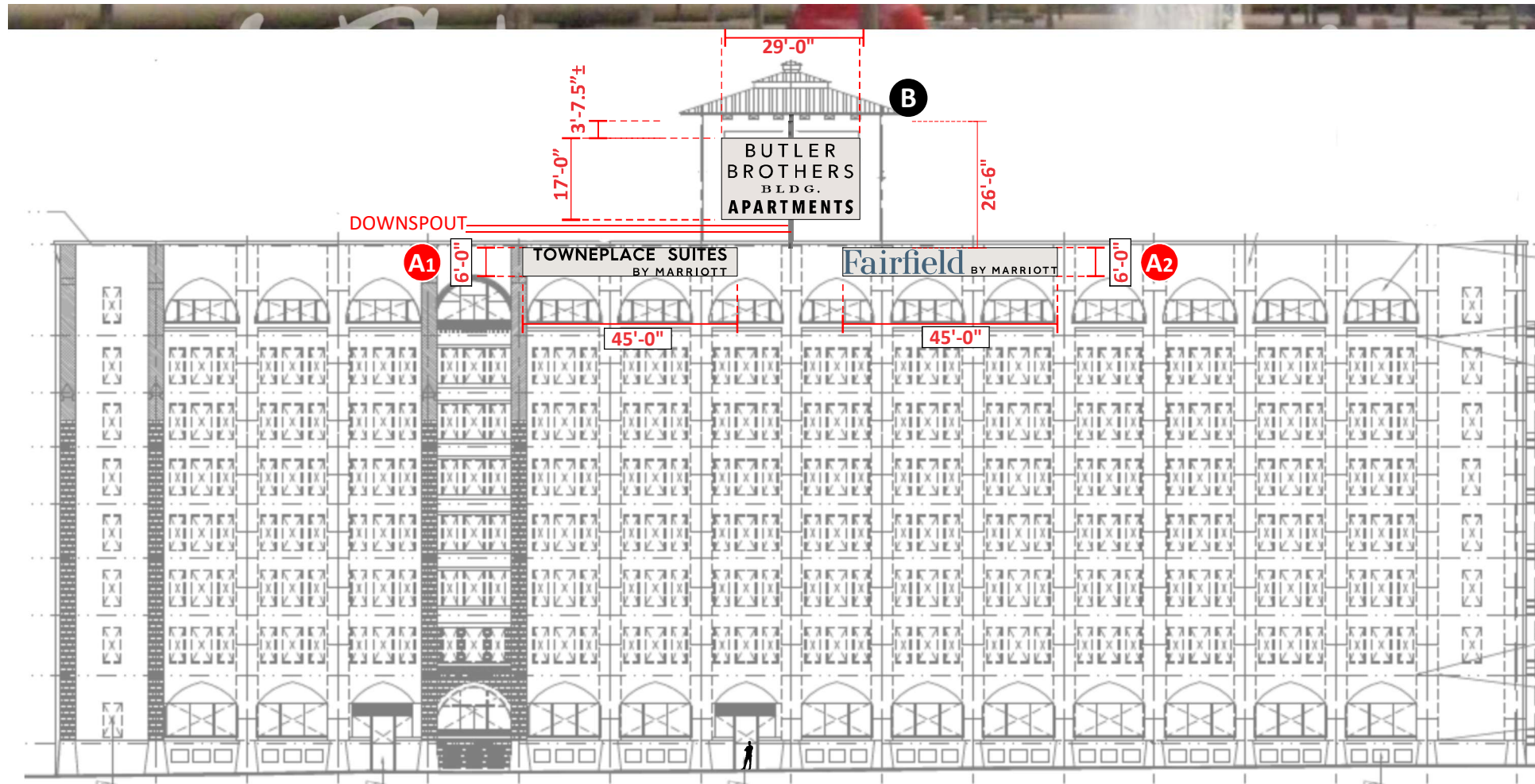
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It is the Customer's responsibility to ensure that the sign installation location is suitable to accept and support the installation of the signs being ordered. Notify Pattison ID immediately if further details are required.

Pattison

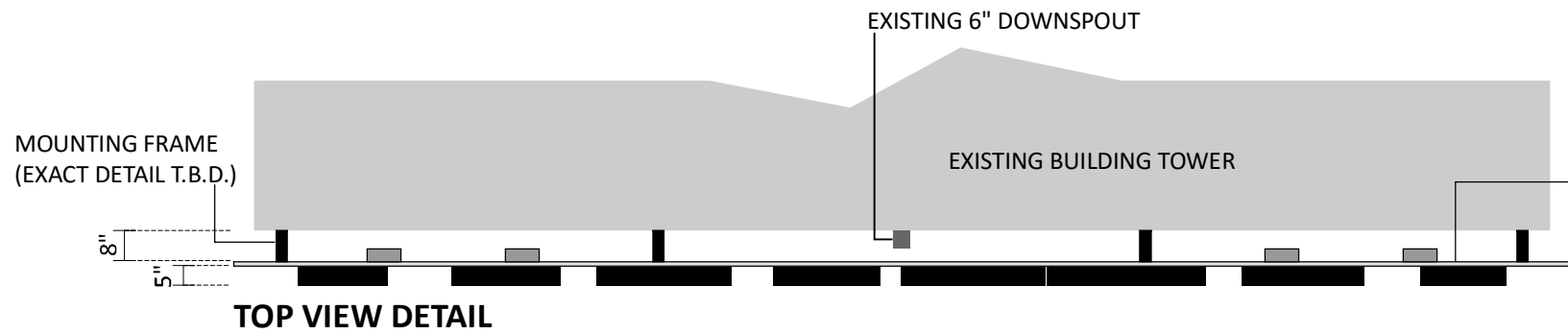


1.866.635.1110
pattisonid.com



WEST BUILDING ELEVATION | PROPOSED SIGNAGE

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



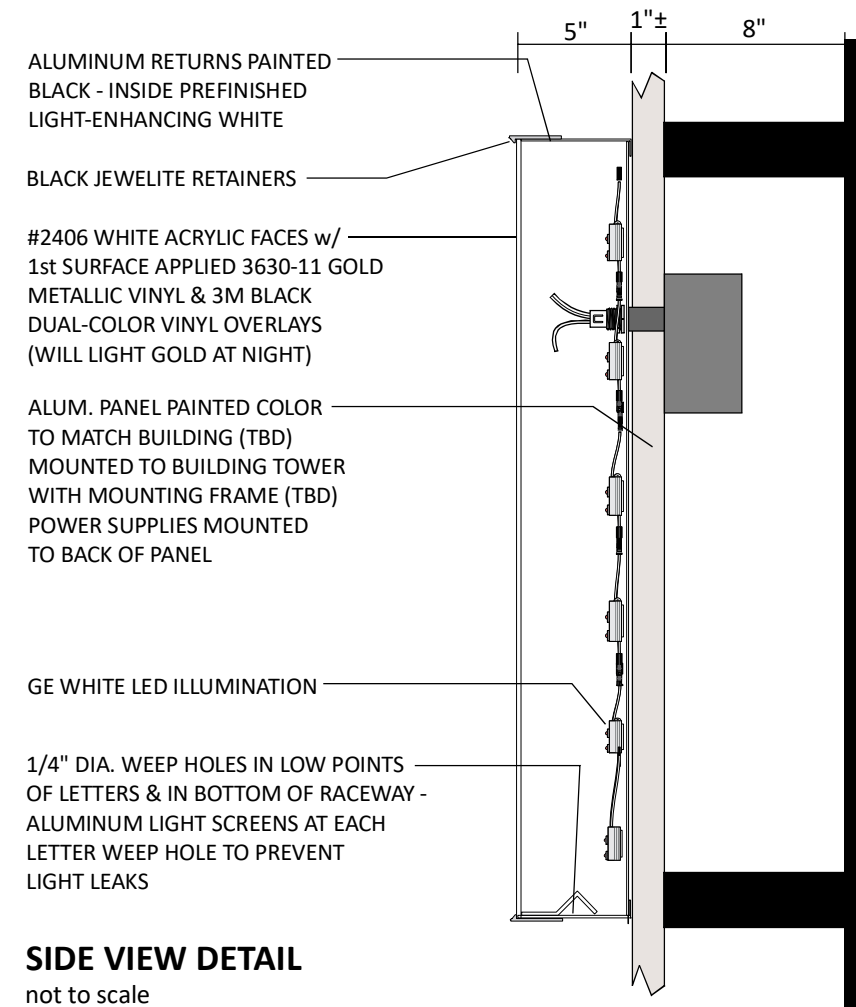
ALUM. PANEL PAINTED COLOR TO MATCH BUILDING (T.B.D.) - MOUNTED TO BUILDING TOWER w/ MOUNTING FRAME (T.B.D.) - POWER SUPPLIES MOUNTED TO BACK OF PANEL



B FACE-LIT CHANNEL LETTERS w/ ALUM. PAN BACKER PANEL
ONE [1] SET REQUIRED - MANUFACTURE & INSTALL

SCALE: 1/4" = 1'-0"
Sq.Ft. = 391.5

SIDE VIEW DETAIL
not to scale



LIGHTING SIMULATION

Project ID
0428627A

FAIRFIELD INN
555 EVERGREEN STREET
DALLAS, TX

Date: 12/24/2024
Contact: MD/SL
Designer: JMC

Sign Item

Scale:

Revision Note

Information Required for Production

Customer Approval

Signature _____

MM/DD/YYYY _____

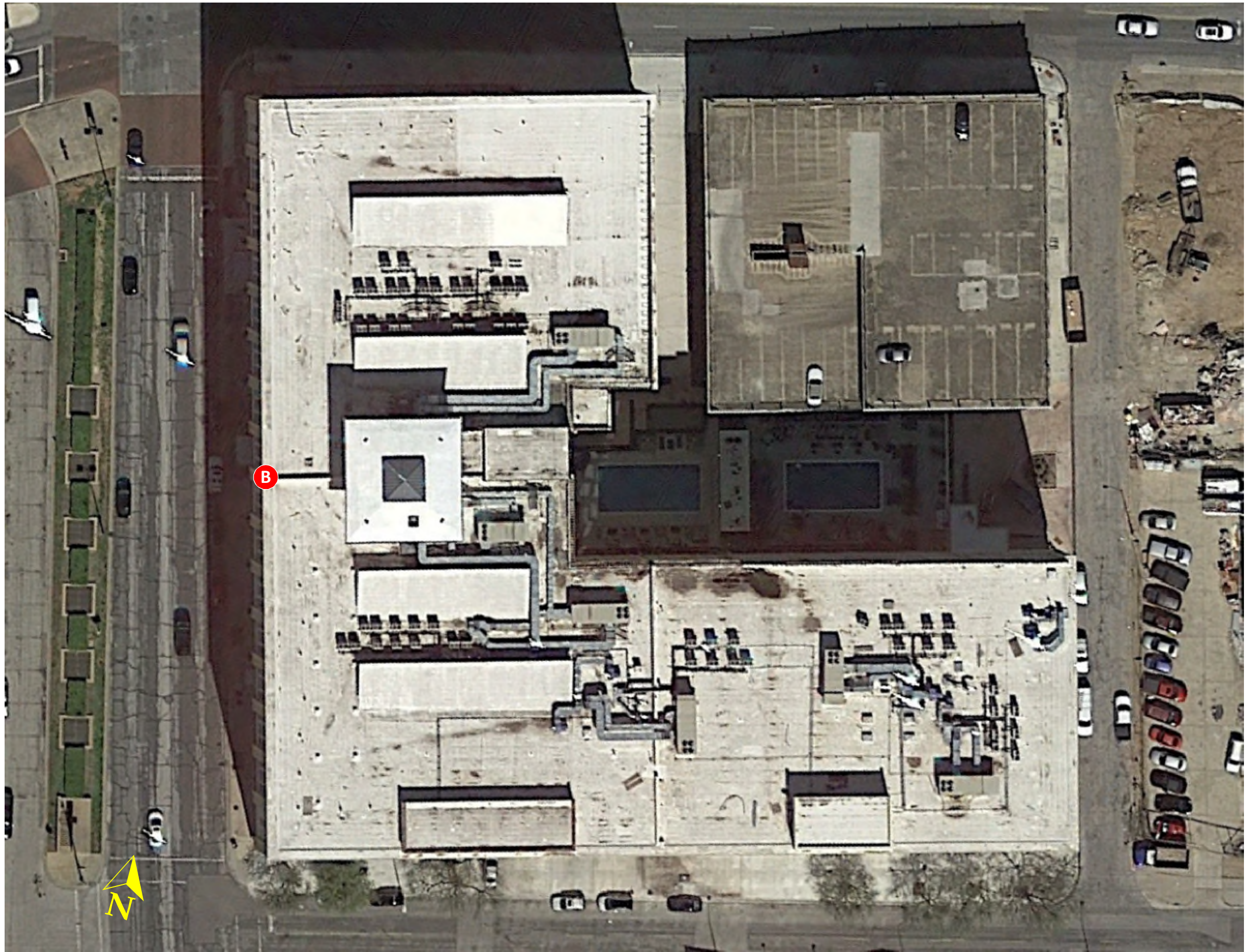
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Pattison



1.866.635.1110
pattisonid.com



AERIAL SITE VIEW | SIGN LOCATIONS

Project ID
0428627A

FAIRFIELD INN
555 EVERGREEN STREET
DALLAS, TX

Date: 12/24/2024
Contact: MD/SL
Designer: JMC

Sign Item

AERIAL VIEW

Scale: NO SCALE

Revision Note

Information Required
for Production

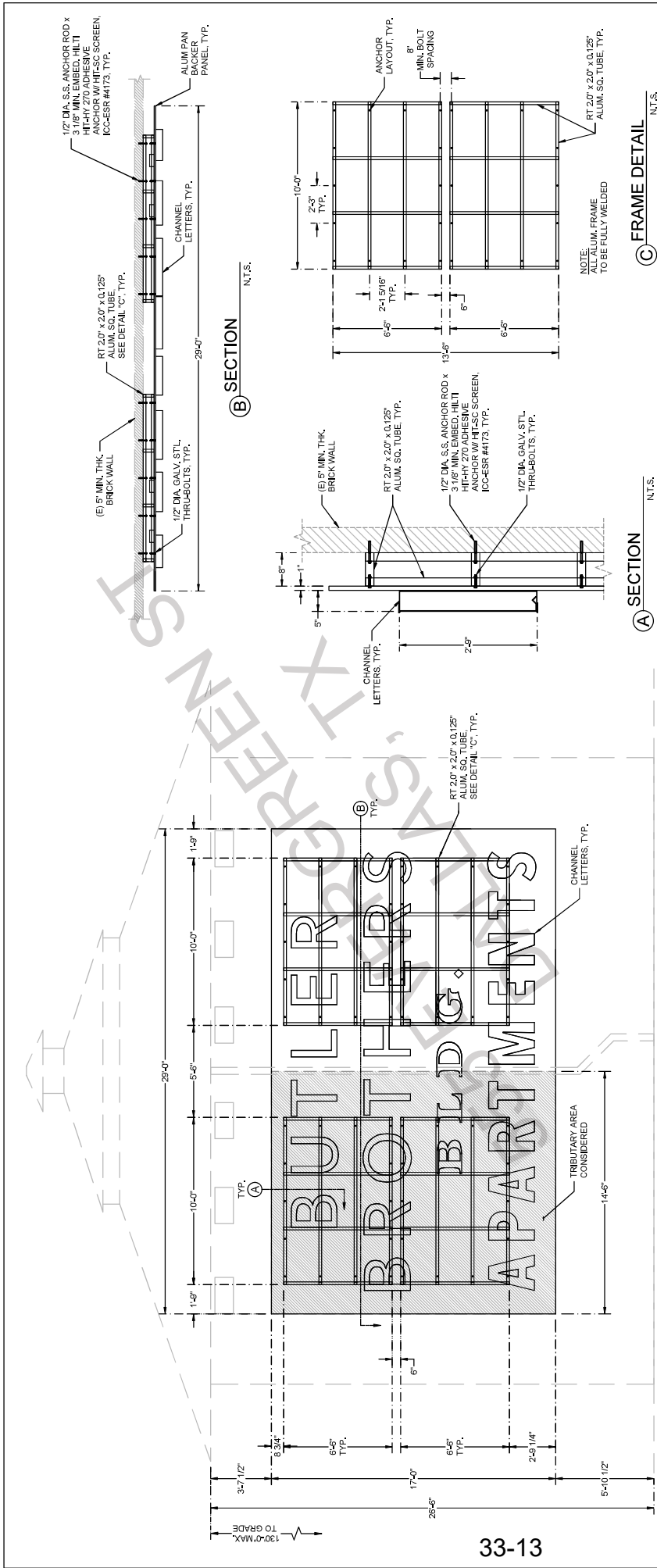
Customer Approval

Signature

MM/DD/YYYY

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33-13

ELEVATION N.T.S.



DATE SIGNED: 02/23/2026
 Y.J. Inc.
 F-19272

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

NOTES:

GENERAL:

- DESIGN IS BASED ON ADEQUATE EXISTING SUPPORT ELEMENTS.
- PROVIDE ISOLATION OF UNSIMILAR MATERIALS.
- COAT ALUMINUM IN CONTACT WITH CONCRETE WITH ZINC RICH PAINT.
- PROVIDE FULLY WELDED END CAPS AT EXPOSED OPEN ENDS OF ALUMINUM.
- WELDS SHALL BE MADE WITH A FILLER METAL THAT CAN PRODUCE ALL WELDS THAT HAVE A MINIMUM CHARPY VANTON TOUGHNESS OF 20FT-LB AT ZERO ° AS DETERMINED BY THE APPROPRIATE AWS AS CLASSIFICATION TEST METHOD OR MPG'S CERTIFICATION.
- SURFE TOP OF EXPOSED FOOTING AWAY FROM DIRECT BURIAL POSTS.
- ALL EXPOSED STEEL TO BE PRIMED & PAINTED (POWDER COAT AS AN OPTION) OR ALTERNATIVELY USE GALVANIZED STEEL.

STEEL:

- DESIGN AND FABRICATION ACCORDING TO 2021 IBC W/ DALLAS
- PLATE ANGLE: CHANNEL TEE: ASTM A36
- WIDE FLANGE: ASTM A992
- SS ROUND SQUARE AND RECTANGULAR TUBE: ASTM A500 GRADE B OR EQUIVALENT.
- STAINLESS STEEL ROUND SQUARE AND RECTANGULAR TUBE: STAINLESS STEEL ROUND SQUARE OR ASTM F1554 OR ASTM F893 T304 LINO.
- ALL ANCHORS BOLTS SHALL BE ASTM A307, A325 OR A449 LINO.
- ALL STEEL MACHINED BOLTS SHALL BE ASTM F893 T304 LINO.
- ALL STEEL MACHINED NUTS SHALL BE ASTM F893 T304 LINO.
- STEEL REINFORCING REBAR: ASTM A615 GRADE 60.

ALUMINUM:

- DESIGN AND FABRICATION ACCORDING TO 2020 ALUM. DESIGN MANUAL
- ALLOY: 6061-T6 WITH 0.088 LBS PER CUBIC INCH.
- DESIGN AND FABRICATION ACCORDING TO THE LATEST EDITION OF THE AWS A5.10.
- FILLER ALLOYS PER TABLES W5.1 & M3.2 OF 2020 ALUMINUM DESIGN MANUAL.

WELDING:

- WELD SIZE (LEG LENGTH) SHALL BE EQUAL TO THE THICKNESS OF THE THINNER MEMBER UNLESS NOTED OTHERWISE.
- E70 XX ELECTRODE FOR SMAW PROCESS.
- E70 XX ELECTRODE FOR GTAW PROCESS.
- E70 XX ELECTRODE FOR FCW PROCESS.
- E70 XX ELECTRODE FOR FCAW PROCESS.

ANCHORS:

- BRAND NAME APPROVED ANCHORS SPECIFIED ON PLANS MAY BE SUBSTITUTED BY APPROVED EQUAL.

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DRNBY I.G.		DATE LAST REVISED	REV. NO.	REV. DATE	REVISED BY	PROJECT LOCATION	TOWNEPLACE SUITES
CHK BY	T.J.	PROJ. START DATE	1	01/07/26	AS SHOWN	655 EVERGREEN STREET	DALLAS, TX
REV BY	T.J.	SCALE	1	01/07/26	AS SHOWN	655 EVERGREEN STREET	DALLAS, TX
PLOTTED BY	Needle	ON	2/26/2026	12:03:27 PM	2	---	---
SHEET TITLE		TOWNEPLACE SUITES WALL SIGN 3					
www.yjinc.com		SHEET # 1 OF 1					
P.O. BOX 802050							
SANTA CLARITA, CA 91380							
TEL: (661)253-0700 FAX: (661)253-0900							

Y.J. INC.

P. O. Box 802050
Santa Clarita, CA 91380

DATE 2/6/2026

TEL: (661) 259-0700
FAX: (661) 259-0900

Sign Design Based On 2021 IBC w/ Dallas Amendments

Job # JTS_206822
Project Towneplace Suites - Wall Sign 3
Job Location 555 Evergreen Street
Dallas, TX

INPUT DATA

Exposure category (B, C or D) = C
Risk Category = II
Ultimate Design Windspeed V_{ULT} = 105 MPH
Topographic factor K_{zt} = 1 Flat
Height of the sign h = 130.00 FT
Vertical dimension (for wall, $s = h$) s = 17.00 FT
Horizontal dimension B = 29.00 FT
Dimension of return corner L_r = 0.50 FT

ANALYSIS

Velocity pressure

$q_z = 0.00256 K_z K_{zt} K_d V^2 K_e$ = 32.03 PSF

where:

q_z = velocity pressure at height h . (Eq. 26.10-1 page. 268)

K_z = velocity pressure exposure coefficient = 1.34

evaluated at height above gRnd. level, h (Tab. 26.10-1, page 268)

K_d = wind directionality factor. (Tab. 26.6-1, page 266) = 0.85

K_e = ground elevation factor, see (Tab. 26.9-1, page 268) = 1.00

Wind Force Low Rise Buildings (Sec. 30.4.2 & 29.3)

Max horizontal wind pressure = $p = q_z GC_p$ = 28.82 PSF

GC_p = external pressure coefficients (Fig. 30.5-1, page 363) = 0.90

$A_s = B s$ = the gross area = 493.0 FT²

DESIGN SUMMARY

Allowable Stress Design Wind Factor = 0.6
Design Wind Pressure = $0.6 \times p$ = 17.29 PSF
Design Windforce, F = $17.29 \times A_s$ = 8.53 KIPS

Sign Parameters:

Weight of cabinet, DL = 1,973 LBS
Average Vertical distance between anchors, y = 7.00 FT
 b (return) = 0.50 FT
Offset from wall = 0.67 FT
Min. no. of top or bott. anchors = 14 NO.

Anchor Design

HILTI HIT-HY 270 + HAS-R 316 ADHESIVE ANCHOR

Tension Req'd. USE ICC-ESR #4143 w/HIT- SC SCREEN

$T = 348$ 1/2" DIA., S.S. ANCHOR ROD x $T = 510$

Shear Req'd. 3 1/8" MIN. EMBED.

$V = 76$ $V = 1930$

Unity = $(348 / 510) + (76 / 1930) = 0.72 < 1$ (OK)

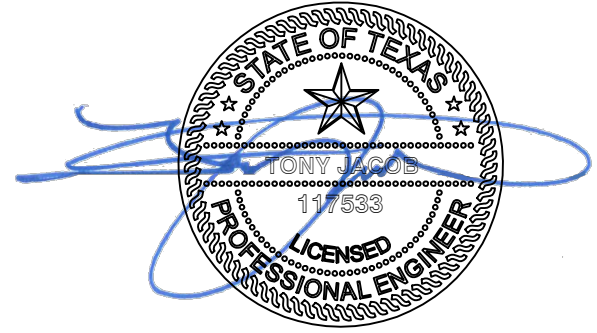
Consider Tributary Area of Frame

Tributary Area = 246.50 FT²
Design Windforce, F = $17.29 \times A_s$ = 4.26 KIPS

Frame Design

ALUM. SQ. TUBE

Sec. Mod. Req'd. USE 6061-T6 W
 $S = 0.75$ RT 2.0" x 2.0" x 0.25" $S = 0.91$ (OK)



Y.J. Inc.
F-19272

DATE SIGNED: 02/23/2026