

**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: 2409160015
LOCATION: 2713 Canton Street
(south elevation)

DATE FILED: September 17, 2024
SIZE OF REQUEST: 48 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 48-square-foot LED illuminated changeable copy attached marquee sign at 2713 Canton Street (south elevation).

SUMMARY: The applicant proposes to install a 48-square-foot attached marquee sign, composed of two back-lit cabinets with changeable faces, mounted on a new canopy structure, on the South elevation

STAFF RECOMMENDATION: Approval.

SSDAC RECOMMENDATION: Approval.

BACKGROUND:

- The subject site is located in Deep Ellum/ Near East Side SPSP. 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 48-square-foot attached marquee sign, composed of two back-lit cabinets with changeable faces, mounted on a new canopy structure, on the South elevation
 - The sign is composed of two six-foot by four-foot- by three-and-a-half-inch cabinets, with white polycarbonate changeable copy faces, attached to a new canopy structure. All sign elements are constructed entirely of metal and plastic. The overall projection of the sign and canopy from the surface in which they are attached will be three feet.
 - The exterior of the cabinets will be aluminum that is painted Black. The changeable letters will be black in color, and eight inches in height. The sign will be backlit by Red/Green/Blue (RGB) 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 first of two applications for this site. This sign is to be located on left side of the south elevation. All proposed signs, for all applications at this site, are of similar construction.
- Construction of the proposed sign is in accordance with SPSP 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-7.1303 DEFINITIONS.

(a) In this division:

(6) MARQUEE SIGN means a sign attached to, applied on, or supported by a permanent canopy projecting over a pedestrian street entrance of a building, and consisting primarily of changeable panels or words.

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.

(d) Marquee signs.

(1) No premise may have more than one marquee sign.

(2) The length of a marquee sign must not exceed two-thirds of the length of the facade to which it is attached.

(3) Marquee signs may incorporate moving patterns or bands of light, except that the use of illumination to produce apparent motion of a visual image, such as expanding or contracting shapes, rotation, or similar effects of animation, is prohibited.

This premise will have only one marquee sign, the sign being applied for. The overall length does not exceed two-thirds of the façade and the sign will contain no animation or rotation.

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 48-square-foot LED illuminated changeable copy attached marquee sign at 2713 Canton Street (south elevation).

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

For: 3 - Peadon, Webster, Carpenter, and
Hardin

Against: 0 - none

Absent: 2 - Haqq, Dumas

Conflict: 0 - none

Speakers: none

CA: 2409160015

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 193151267-002 (2409160015)

Job Edit

Miscellaneous Transaction

Job 193151267-002 (2409160015)

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: 193151267-001 (2409121026)

Specific Location: 44.6SF- 2713 CANTON ST - LED ILLUMINATED MARQUEE SIGN
CA#2409160015

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



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

Fees (EXT): 2409160015 5BN - Special Provision Sign District fee \$397.00
Adjusted:\$0.00 Paid:\$397.00 Owed:\$0.00

Fees (EXT): 2409160015 Technology Fee \$15.00
Adjusted:\$0.00 Paid:\$15.00 Owed:\$0.00

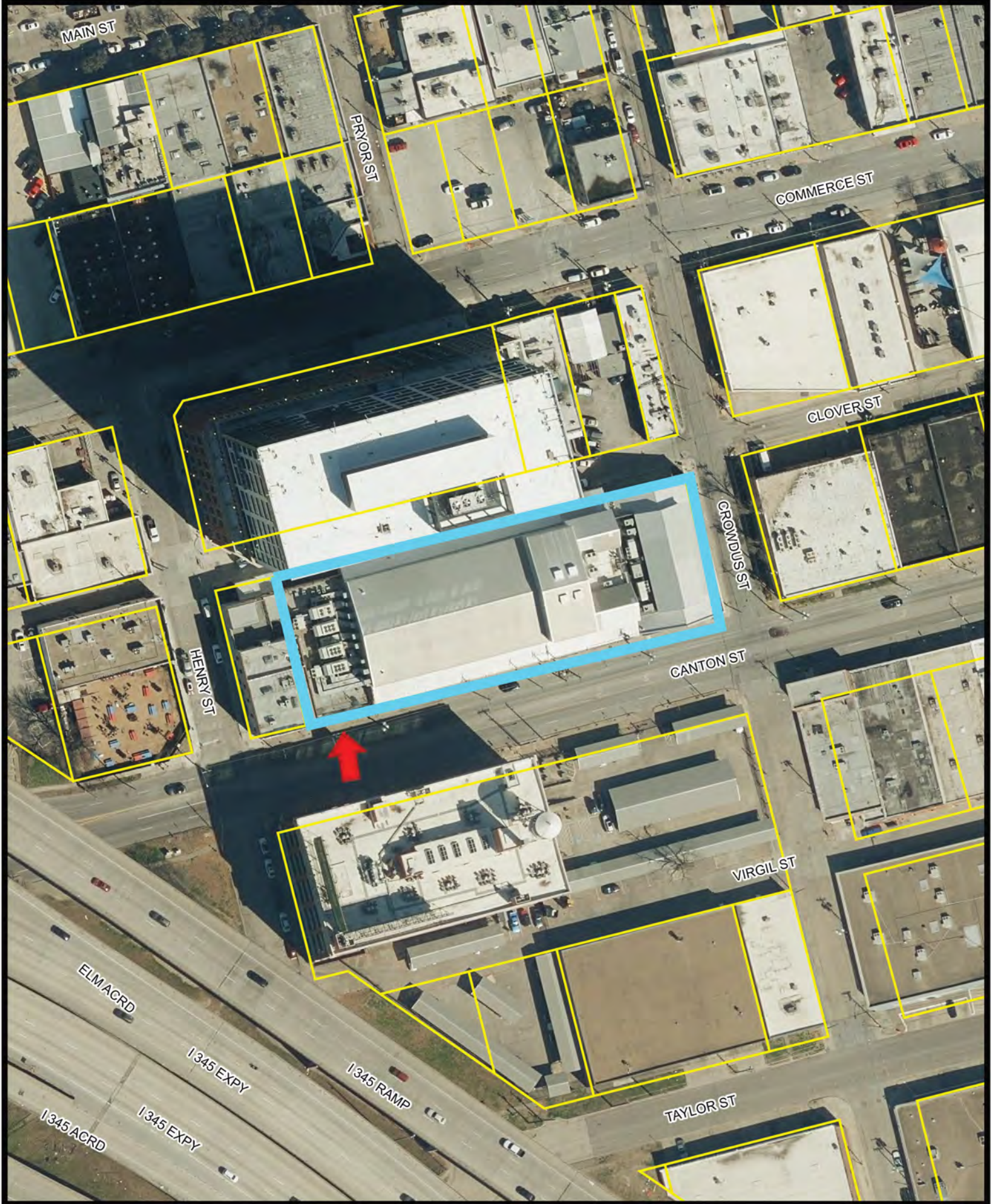
Fees

Description	Posted Date	Amount	Tax	Total	Balance
5BN - Special Provision Sign District fee		\$397.00	\$0.00	\$397.00	\$0.00
Receipt Number: 918174 \$412.00		(\$397.00)	\$0.00	(\$397.00)	
Technology Fee		\$15.00	\$0.00	\$15.00	\$0.00
Receipt Number: 918174 \$412.00		(\$15.00)	\$0.00	(\$15.00)	
					\$0.00


Job 193151267-002 (2409160015)

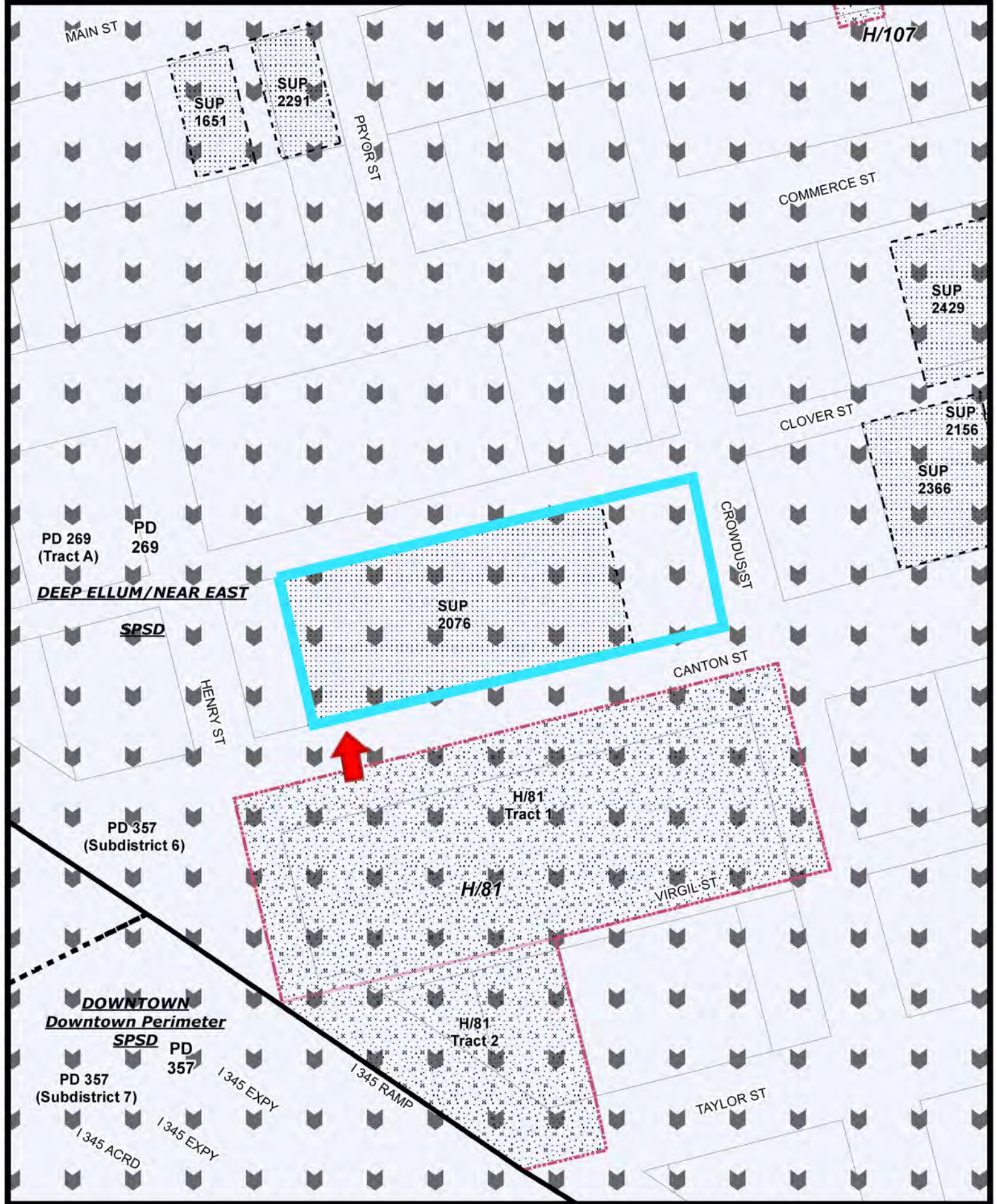
Processes

Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected				Sep 17, 2024 13:10:54
Auto generated System Fee Collection						



Printed Date: 10/2/2024

 1:1,200 Aerial Map - 2713 & 2727 Canton St



Printed Date: 10/2/2024

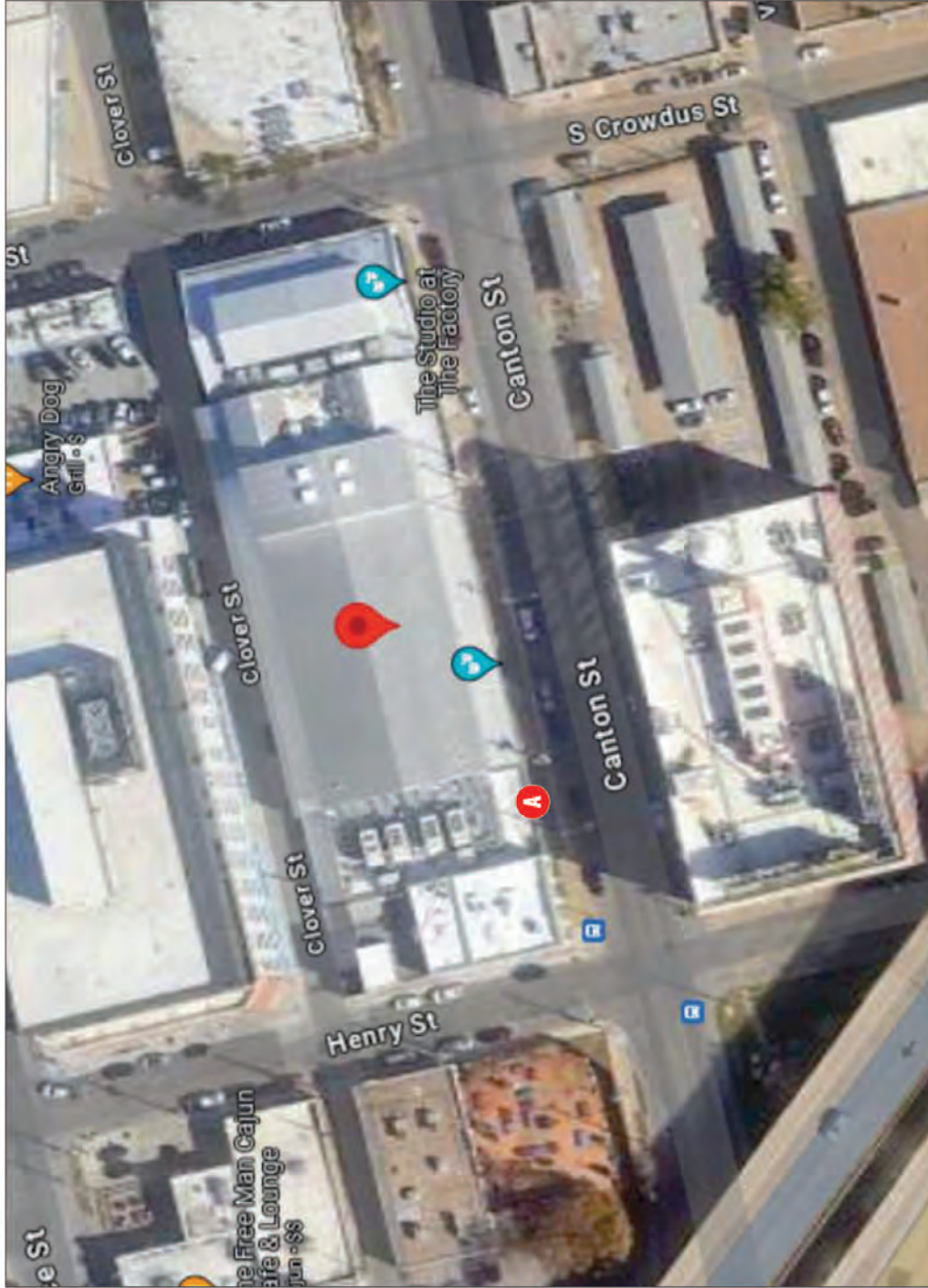


240194 THE BOMB FACTORY AT DEEP ELLUM

DALLAS, TX | 4.25.24

© BL 1225232 + TLR 18933





SITE PLAN - AERIAL VIEW

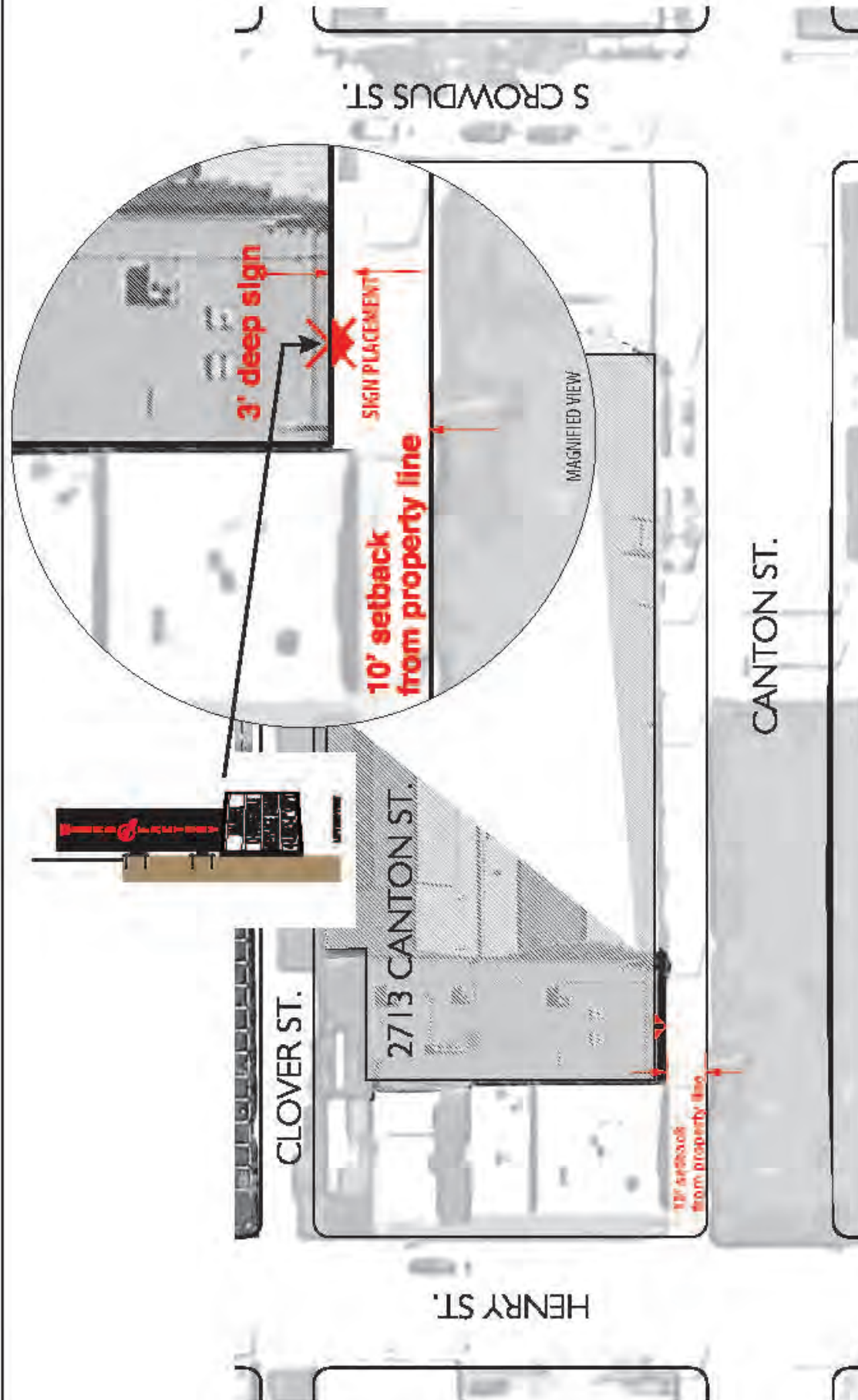
7923 E. McKinney St.
 Denton, TX 76208
 Office: 817.431.5700
 Fax: 817.431.5799



PRESENTATION DOCUMENT
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JOB NUMBER	DATE	BY	REV	NOTES
240154	5-14-24	JC	B6	CALL CONTRACTOR AND TO CHECK FOR REQUIRED SIGNAGE FOR NIGHT TRAINING
81435308	5-14-24	JC	B7	ADD SIGNAGE FOR NIGHT TRAINING
THE BONE FACTORY AT BEEHIVE	5-28-24	JC	B4	ADD SIGNAGE FOR NIGHT TRAINING
2713 CANTON ST DALLAS, TX 75226	6-10-24	JC	B9	REMOVE SIGNAGE FROM BEEHIVE
PROJECT MANAGER	7-15-24	CR	B7	REMOVE SIGNAGE FROM BEEHIVE

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SITE PLAN

7923 E. McKinney St.
 Denton, TX 76208
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DATE	BY	REV	NOTES
5.3.24	X	01	ADDITIONAL SIGNAGE FOR THE PROPERTY
5.3.24	X	02	ADDITIONAL SIGNAGE FOR THE PROPERTY
5.3.24	X	03	ADDITIONAL SIGNAGE FOR THE PROPERTY
5.3.24	X	04	ADDITIONAL SIGNAGE FOR THE PROPERTY
5.3.24	X	05	ADDITIONAL SIGNAGE FOR THE PROPERTY

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EXISTG. CONDITIONS



A PROPOSED NEW SOUTH ELEVATION

(1) REQUIRED - MANUFACTURE & INSTALL

SCALE: 1/8" = 1'-0"

132 SQFT

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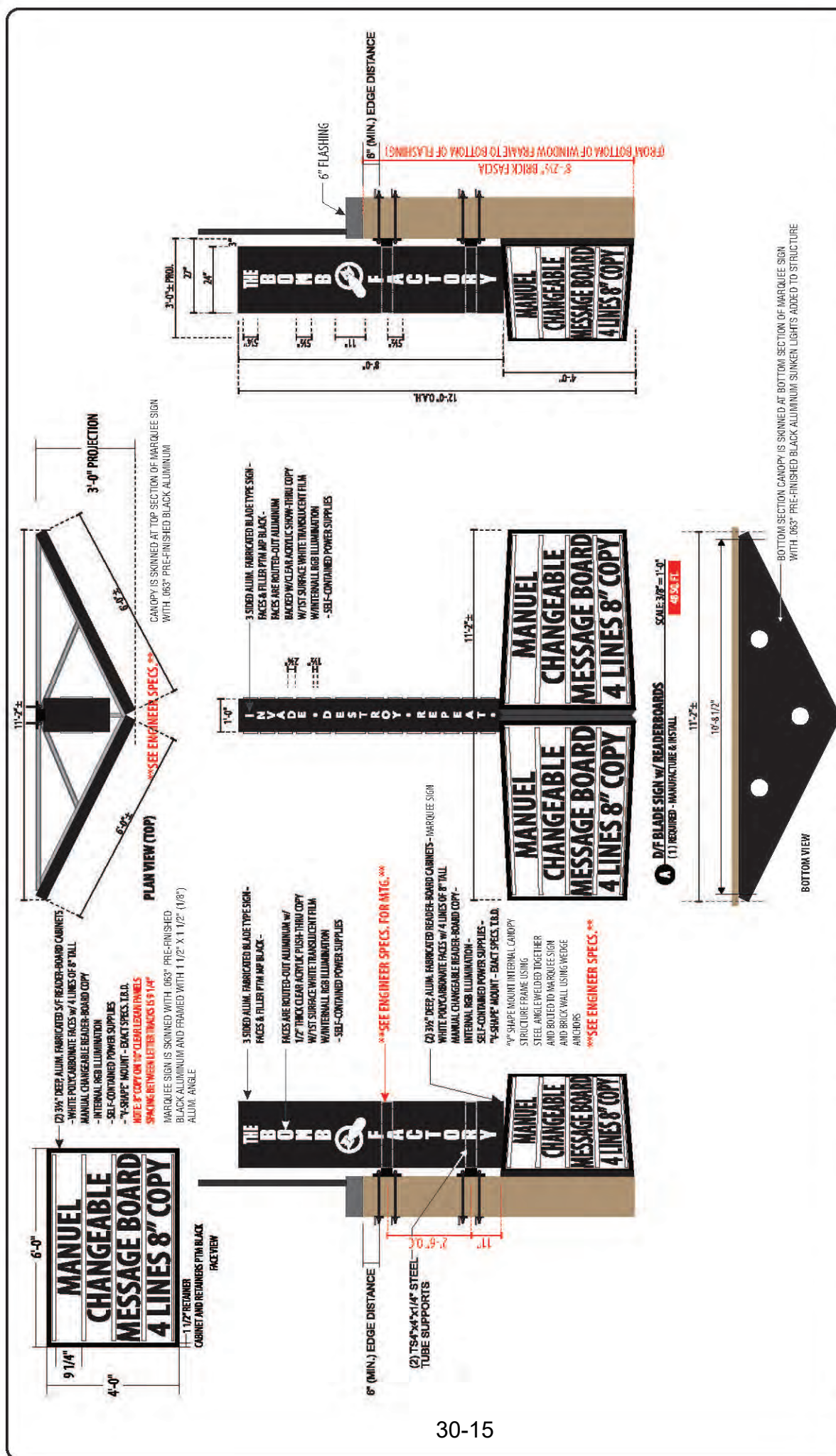


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DATE	BY	REV	NOTES
5-14-24	K	06	CALL OUT MATERIAL AND FINISHES FOR MANUFACTURE AND INSTALLATION APPROXIMATE DIMENSIONS
5-14-24	K	07	ADD SITE PLAN SHOWING SIGN LOCATION
5-24-24	K	08	ADD COLOR NOTES
6-10-24	K	09	REMOVE FINISHES TO BOTTOM OF SIGN
7-15-24	CR	01	ADDED SPAN/HEIGHT & SUPPORT DIMENSIONS

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DATE	BY	REV	NOTES
5/14/24	JK	87	CALL OUT MATERIALS ON CROSS SECTIONS FOR CORROSION PROTECTION MARQUEE CABINETS
5/14/24	JK	88	ADD 6" CLEARANCE BETWEEN BRICK AND SIGN
5/24/24	JK	89	ADD COLOR CODES
6/10/24	JK	89	SKIN W/ PRE-FINISHED BLACK ALUMINUM
7/15/24	CR	812	ADDITIONAL 6" CLEARANCE BETWEEN SIGN AND BRICK

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LEGACY SIGN OF TEXAS

Date:	3/20/24	City, State:	Dallas, TX	SHEET:	1 OF 2
Client:	Legacy Signs of Texas	Overall Height:	30'-0" Max.		Sean M. McFarland, P.E.
Sign:	The Bomb Factory at Deep Ellum	Wind Speed	105 mph		McFarland Engineering

Project Description 2713 Canton St

ME Job:	65617	Content:	Page
		Design Loads	1
		Connection Design	1-2

HORIZONTAL TUBE IN (2) PLACES
BASEPLATE DESIGN
ULTIMATE LOADS
 30 PSF
 Overall Size: 12'-0" x 11'-2"
 Mounting Height: 30'-0" Max.
 Mounting Style: Cantilevered Wall Sign
Structural Variables and Code Loading Specifications
 Sign Type: Cantilevered Wall Sign
 Existing Wall Material: Other
 Sign Weight Per Foot: 15
 Code: 2021 IBC W/ Amends
 Wind Speed: 105
 Wind Exposure: C
 Wind Loads Per ASCE 7-16

Connection Design

Using ASCE 7-16 (Simplified Procedure)
 Topography: Homogeneous
 Exposure: C
 Enclosure: Enclosed
 Structure: Components and Cladding
 Building: Category II
 I = 1.15 (Table 6-1)
 lambda = 1.40 (Figure 6-3, Exp. C, height = 30 ft)
 Zone = 5 (End-Wall - Worst Case)
 Effective Wind Area = 10 Sq. Ft.
 Net Wind Pressure = -19.5 (Figure 6-3)



Total Load
 $P_{net} = (\lambda mb d i a) \cdot P_{net}$
 $P_{net} (30) = -31.40$ PSF
Sign Loads
 Area = 105.36 FT²
 Pressure (Suction) Force = -3308 LBF
Horizontal Supports (2)
 Moment Arm = 1.5 FT
 Total Moment = 4961 LB FT (WL)
 Sxx Req'd = 1.86 in³ (Each Support (95% of Total Load Approx))
 Sxx Provided = 3.86 in³ (OK) (USE: (2) TS4x4x1/4" Steel Square Tubes, 46 KSI)
 Attach Reader Board Cabinets to Fully Welded 1-1/2"x1-1/2"x1/8" Triangulated Steel Tube Frame to Wall with Total (8) 1/2" Dia. Thru Bolts. Attach Each Reader Board Cabinet to Frame with (4) 3/8" Dia. Thru Bolts.

Date:	3/20/24	City, State:	Dallas, TX	SHEET:	2 OF 2
Client:	Legacy Signs of Texas	Overall Height:	30'-0" Max.		Sean M. McFarland, P.E.
Sign:	The Bomb Factory at Deep Ellum	Wind Speed	105 mph		McFarland Engineering

2713 Canton St

ME Job: 65617

Baseplate Design -

A36 Steel
 E70 Electrodes
 A307 A.B.'s
 # of Bolts = 4
 Column Mom = 4,714 #-FT
 Fy = 36ksi
 Fw = 928 #/in^{16h}
 Ft = 20 ksi
 Dia. Bolt = 0.625

Baseplate t = 0.75 IN

P Bolt = $M \cdot 12 \text{ (in/ft)}$

t req'd = $\frac{2 \text{ bolts (D + e + t)}}{[(6 \cdot P \cdot e \cdot 2 \text{ bolts}) / (.75 \cdot F_y \cdot (D + 2 \cdot t))] \cdot 1/2}$

Weld = $M \cdot 12 \text{ (in/ft)}$

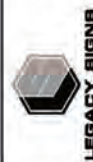
Fw $(b \cdot d + D \cdot 2/3)$

4,919 # < 6,100 #

.630 IN < 0.75 IN

2.86 16h's < 4.00 16h's

USE: (4) 5/8" Dia. Thru Bolts w/ 3/4" Baseplate. Weld to Support with (2) 3/16" Fillet Welds.



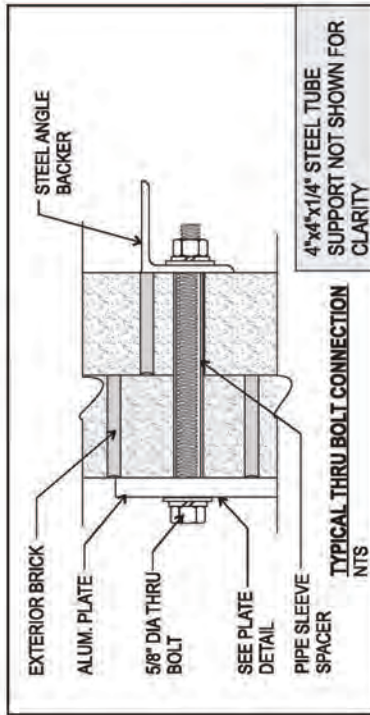
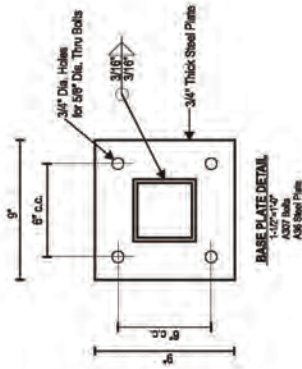
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 Fax: 817.431.5799

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DATE	BY	REV	NOTES
5-14-24	K.	85	ALL LOT MATERIAL AND THE ASSOCIATED MANUFACTURING SHALL BE APPROVED AND REGISTERED WITH THE STATE OF TEXAS.
5-14-24	K.	87	ADD SITE PLAN SIGNING AND SEALED FOR THE STATE OF TEXAS.
5-24-24	K.	88	JOB SPECIFIC NOTES
6-10-24	K.	89	REMOVE ANY HIGH RISES IDENTIFIED ON PLAN
7-15-24	CR.	91	REMOVE HIGH RISES & SURVEY DIMENSIONS

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The electronic seal appearing on this document was authorized by Sean M. McFarland, P.E. on March 20, 2024.

Date: 3-20-2024
 Sheet #: 5 OF 6
 NC Firm Registration: F-118
 License Expiration Date: 03/20/24
 Texas Firm Registration: F-8688



Initial Drawing: (68817) DS

ENGINEERING OF ATTACHMENT TO WALL ONLY. NO CABINET ENGINEERING OR EVALUATION OF AS BUILT WALL CONDITIONS PROVIDED OR IMPLIED.

THE BOMB FACTORY AT DEEP ELLUM
 Address: 2713 CANTON ST
 City/State: DALLAS, TX
 Client: LEGACY SIGNS OF TEXAS

Ph: (281) 813-7439
 Email: sean@sgstructures.com
 Web: www.sgstructures.com



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DATE	BY	REV	NOTES
5-14-24	K	B6	ALL OUT MATERIAL AND THE EXISTING PERMANENT SIGNAGE SHALL BE REMOVED AND REINSTALLED.
5-14-24	K	B7	ADD STEEL ANGLE BRACKETS FOR BRACKET.
5-24-24	K	B8	ADD STUD BOLT NOTES.
6-30-24	K	B9	REMOVE FINISH HOLES TO THE BOTTOM OF CANTON.
7-31-24	CP	B12	NOTE TO BE REAM & SMOOTH FINISHES.

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