

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

DOWNTOWN SPECIAL PROVISION SIGN DISTRICT

CASE NUMBER: 2409120036
LOCATION: 400 S. St. Paul Street
(west elevation)

DATE FILED: September 12, 2024
SIZE OF REQUEST: 155.5 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 155.5-square-foot LED illuminated attached channel letter sign at 400 S. St. Paul Street (west elevation).

SUMMARY: The applicant proposes to install a 155.5-square-foot upper level flat attached sign, composed of individually mounted channel letters, mounted in accordance to engineered drawings, on the west elevation, and bearing the name Modera St. Paul

STAFF RECOMMENDATION: Approval.

SSDAC RECOMMENDATION: Approval.

BACKGROUND:

- The subject site is located in Downtown SPSP 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 155.5-square-foot upper level flat attached sign, composed of individually mounted channel letters, mounted in accordance to engineered drawings, on the west elevation, and bearing the name Modera St. Paul
 - 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 second of three applications for this site. This sign is to be located on west elevation. One permit has previously been issued after being reviewed under director procedure.
- Construction of the proposed sign is in accordance with SPSP 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 .4% of the total façade area. This sign contains three words, "Modera St. Paul", and is wholly located in the upper level sign area of the west 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 155.5-square-foot LED illuminated attached channel letter sign at 400 S. St. Paul Street (west 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 192649258-002 (2409120036)

Job Edit

Miscellaneous Transaction Job 192649258-002 (2409120036)

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

Status: Paid Created By: TLUMSDEN Date Created: Sep 12, 2024
Date Completed: Sep 12, 2024

Parent Job: 192649258-001 (2408151166)

Specific Location: 155.5SF- 400 S ST PAUL ST - LED HALO ILLUMINATED CHANNEL LETTERS
CA#2409120036

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

Fees (EXT): 2409120036 Technology Fee \$15.00
Adjusted:\$0.00 Paid:\$15.00 Owed:\$0.00

Fees (EXT): 2409120036 5BN - Special Provision Sign District fee \$397.00
Adjusted:\$0.00 Paid:\$397.00 Owed:\$0.00



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

Fees

Description	Posted Date	Amount	Tax	Total	Balance
5BN - Special Provision Sign District fee		\$397.00	\$0.00	\$397.00	\$0.00
Receipt Number: 917145 \$412.00		(\$397.00)	\$0.00	(\$397.00)	
Technology Fee		\$15.00	\$0.00	\$15.00	\$0.00
Receipt Number: 917145 \$412.00		(\$15.00)	\$0.00	(\$15.00)	
					\$0.00

Job 192649258-002 (2409120036)

Processes

Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected				Sep 12, 2024 14:06:38
Auto generated System Fee Collection						

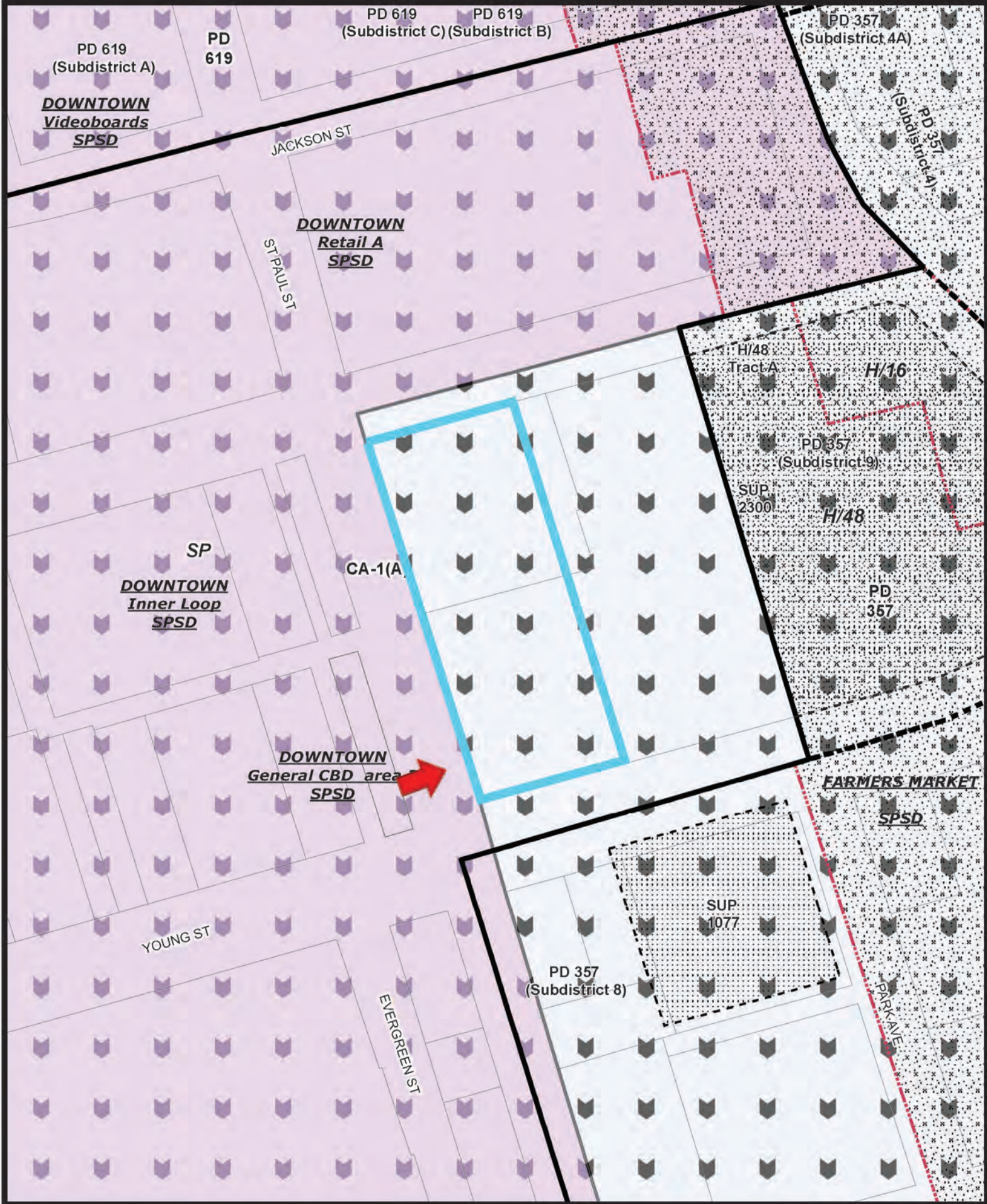


1:1,200

Aerial Map - 400 S St Paul St

280

Printed Date: 10/2/2024



Printed Date: 10/2/2024



1:1,200

Zoning Map - 400 S St Paul St

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 f_m 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 #:	23834
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





M.A. Bootwala
9/2/2024

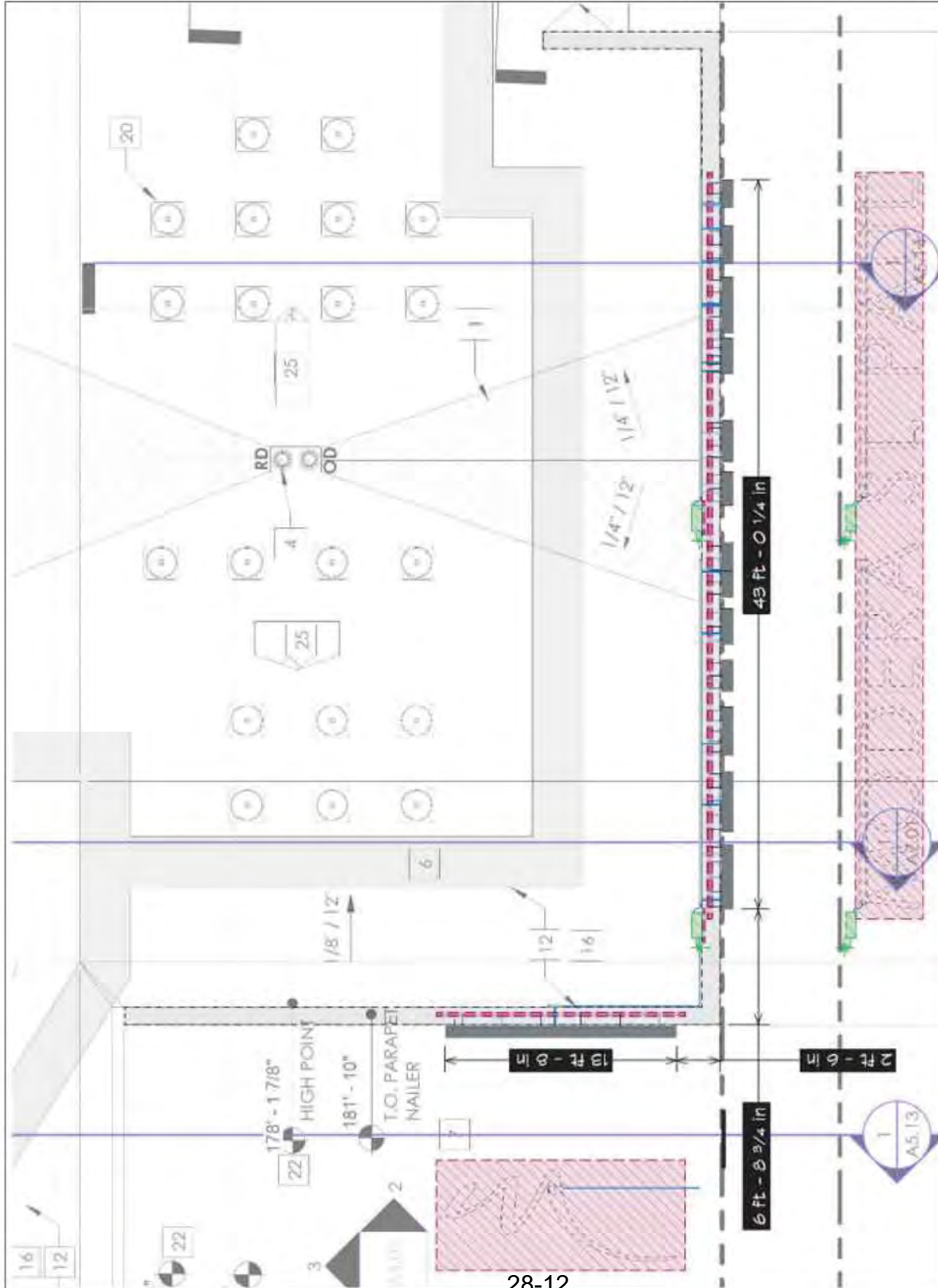
Prepared for

Force Communications
1351 Regal Row
Dallas, TX 75247

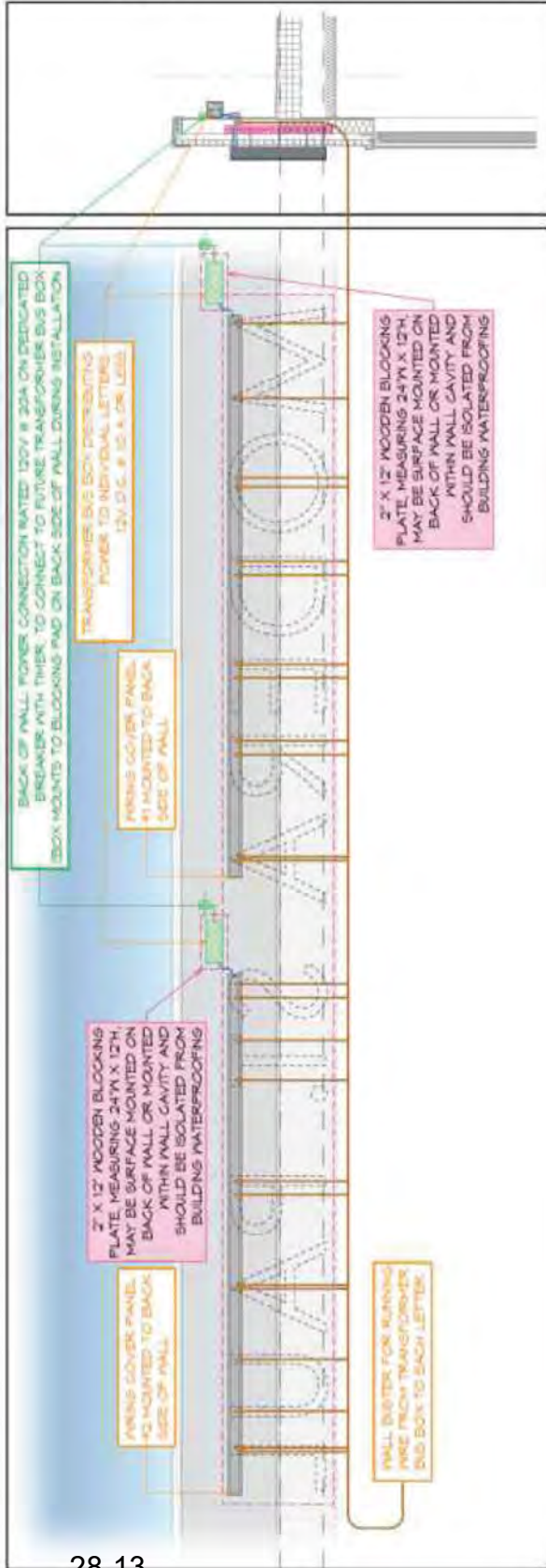
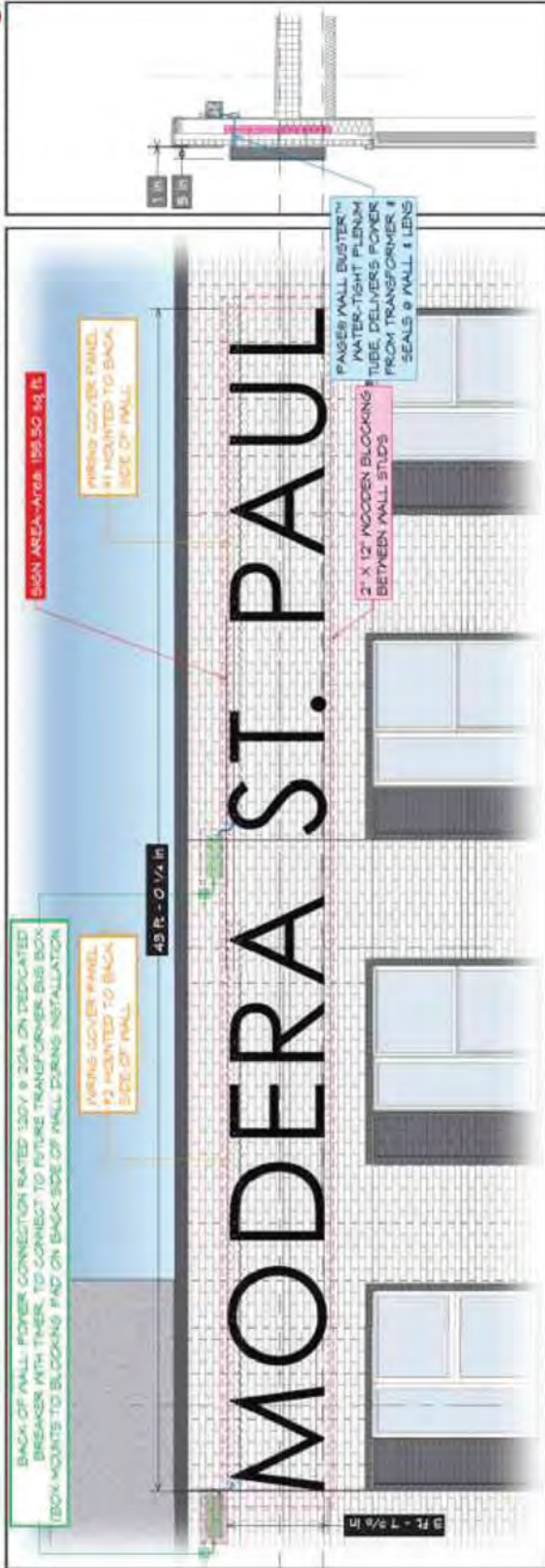
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Date:	September 2024
Drawn by:	MB
Scale:	Not to Scale
Revision:	0
Drawing #:	1

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

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



HALO-LIT REVERSE CHANNEL LETTERS X 1 A



NOTE:
 MOUNT EACH LETTER WITH MIN (4) FASTENERS
 THE FASTENERS SHALL BE 3/8" Ø NON-CORROSIVE AND APPROPRIATE FOR THE WALL TYPE
 BLOCKING AS NOTED ON THE DRAWING SHALL BE PROVIDED
 SEAL ALL PENETRATIONS INTO THE WALL



M.A. Bootwala
 9/2/2024

Prepared for

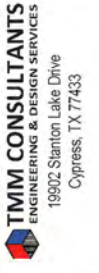
Force Communications
 1351 Regal Row
 Dallas, TX 75247

Project #:	23834
Date:	September 2024
Drawn by:	MB
Scale:	Not to Scale
Revision:	0
Drawing #:	2

Project & Location:

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

Engineer





9/2/2024
M.A. Bootwala

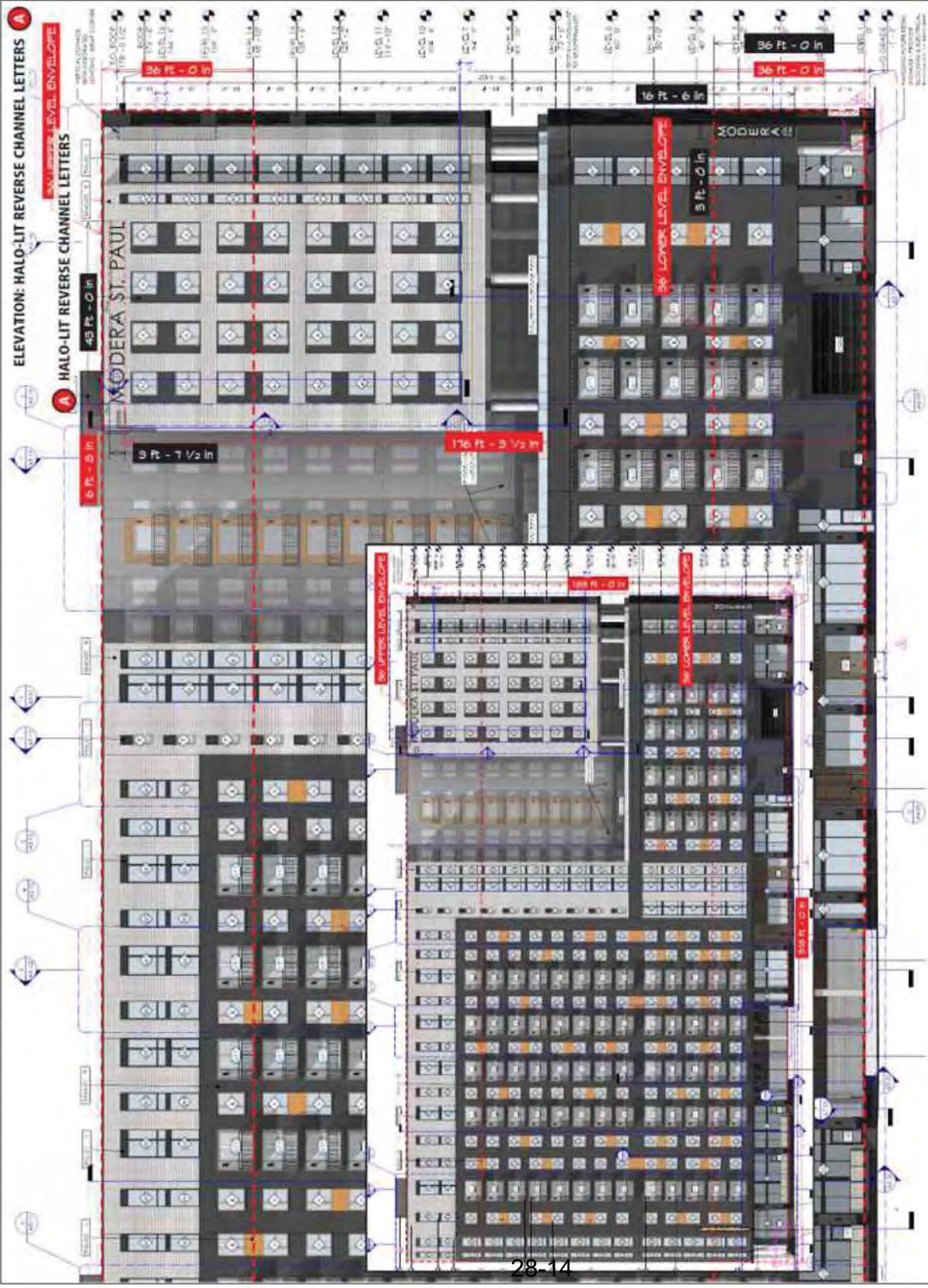
Prepared for

Force Communications
1351 Regal Row
Dallas, TX 75247

Project #: 23934
Date: September 2024
Drawn by: MB
Scale: Not to Scale
Revision: 0
Drawing #: 3

Project & Location:
Moderia 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 A @ 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)	W _{L(factored)} (psf)	W _{L(factored)} (lb)	DL (lb)
INDV CH LETTERS	3.61	1	3.61	3.61	178.00	8.0	37	483	105

INDV CH LETTERS

Vertical Distance between Bolts = 1.81 ft
 Distance Cabinet to Wall = 0.00 in
 Cabinet Depth = 5.00 in
 Number of Bolts per Bolt Line = 2.0
 Bolt Type = A307
 Bolt Diameter = 0.38 in
 Eff Factor = 0.50
 Bolt Tension = 0.063 k
 Bolt Shear = 0.026 k
 f_{rv} (ksi) = 0.24 OK
 Ω = 2.00
 $F'_{nt}/\Omega = (1.3 * F_{nt} - (2 * F_{nt}/F_{nv}) * f_{rv}) / 2 = 22.50$
 f_{nv} (ksi) = 0.57 OK

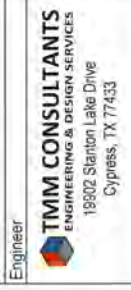


Prepared for: *MVA Bootwala*
 Date: 9/2/2024

Force Communications
 1351 Regal Row
 Dallas, TX 75247

Project #: 23834
 Date: September 2024
 Drawn by: MB
 Scale: Not to Scale
 Revision: 0
 Drawing #: 3A
 Project & Location:

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



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

Anchor Loads

Sign	B (ft)	s (ft)	h (ft)	K _h	K _d	K _{zt}	V (mph)	q _r (psf)	G	C _f	ASD LF	Force (lb)	Centroid (ft)	Moment (lb-ft)
Sign Cabinet	4.33	18.00	37.25	1.02	0.85	1.00	105	24.5	0.85	1.83	0.60	1,780	4.167	7,416

Dead Loads

DL = 12.00 psf
 DL = 0.052 k/ft
 At Top Support
 $M_{dl} = 0.72$ k-ft
 $V_{dl} = 0.28$ k
 F (pull-out force) = 0.14 k
 At Middle Support
 $M_{dl} = 0.85$ k-ft
 $V_{dl} = 0.37$ k

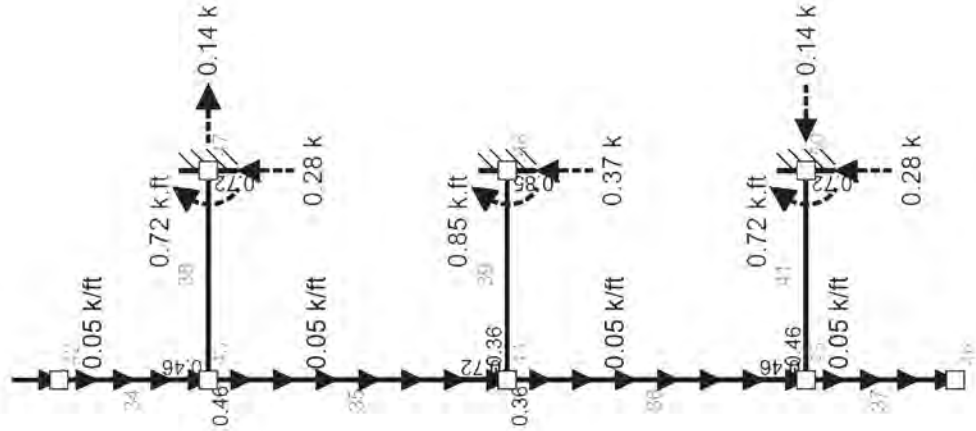
Wind Loads

$M_{wl} = 7.42$ k-ft
 $V_{wl} = 1.78$ k
 No. of Support = 3
 $M_{(wl \text{ per support})} = 2.47$ k-ft
 $V_{(wl \text{ per support})} = 0.59$ k
 Mcombined = 2.61 k-ft
 Vcombined = 0.70 k

for 6" OD x 0.25" W ALUM PIPE, $M_r/\Omega = 9.65$ k-ft

Anchor Bolts @ Top Support

Min Spacing between bolts = 7.00 in
 Number of Bolts per Bolt Line = 3
 Bolt Type = A307
 Bolt Diameter = 0.50 in
 Bolt Tension = 1.8 k
 Bolt Shear = 0.13 k
 f_{rv} (ksi) = 0.66 OK
 $\Omega = 2.00$
 $F'_{nt}/\Omega = (1.3 * F_{nt} - (2 * F_{nv}/F_{nv}) * F_{nt})/2 = 22.50$
 f_{nv} (ksi) = 9.41 OK



Prepared for: *MVA Bootwala*
 Date: 9/2/2024

Force Communications
 1351 Regal Row
 Dallas, TX 75247

Project #: 23834
 Date: September 2024
 Drawn by: MB
 Scale: Not to Scale
 Revision: 0
 Drawing #: 11A
 Project & Location:

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



SSDAC Submission
for Signs A 



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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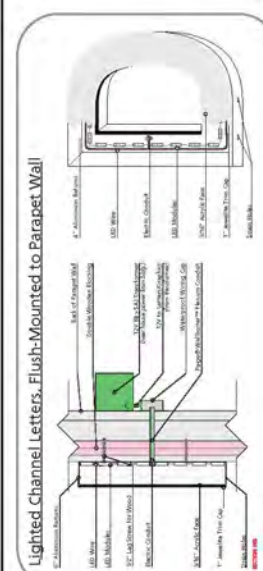
Electrical Notes

1. Primary electrical of 120V.
 2. J-box installed within 8 feet of sign.

Obtain electrical approval for all power connections to this sign.

UL

SIGNS TO BE MANUFACTURED TO U.L. SPECIFICATIONS AND WILL BEAR THE U.L. LABEL(S). INSTALL IN ACCORDANCE WITH ARTICLE 610 OF THE NATIONAL ELECTRICAL CODES



- 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

Area Calculation:
 318 FT (FRGT.) X 183 FT (HEIGHT) = BLDG. FRGT. AREA
 BLDG. FRGT. = 58194.5 FT²
 ALLOWABLE AREA = 0.25 X 58194.5 FT² = 14548.5 S FT²
 AREA USED BY SIGN A = **133.3 S FT**

Area Calculation:
 318 FT (FRGT.) X 183 FT (HEIGHT) = BLDG. FRGT. AREA
 BLDG. FRGT. = 58194.5 FT²
 ALLOWABLE AREA = 0.25 X 58194.5 FT² = 14548.5 S FT²
 AREA USED BY SIGN B = **73.6 S FT**

Modera St Paul

Mill Creek Residential

Dallas, Texas

FOURCE
COMMERCIAL

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JOB NUMBER
 2403MCR015

APPROVAL

Signature: _____

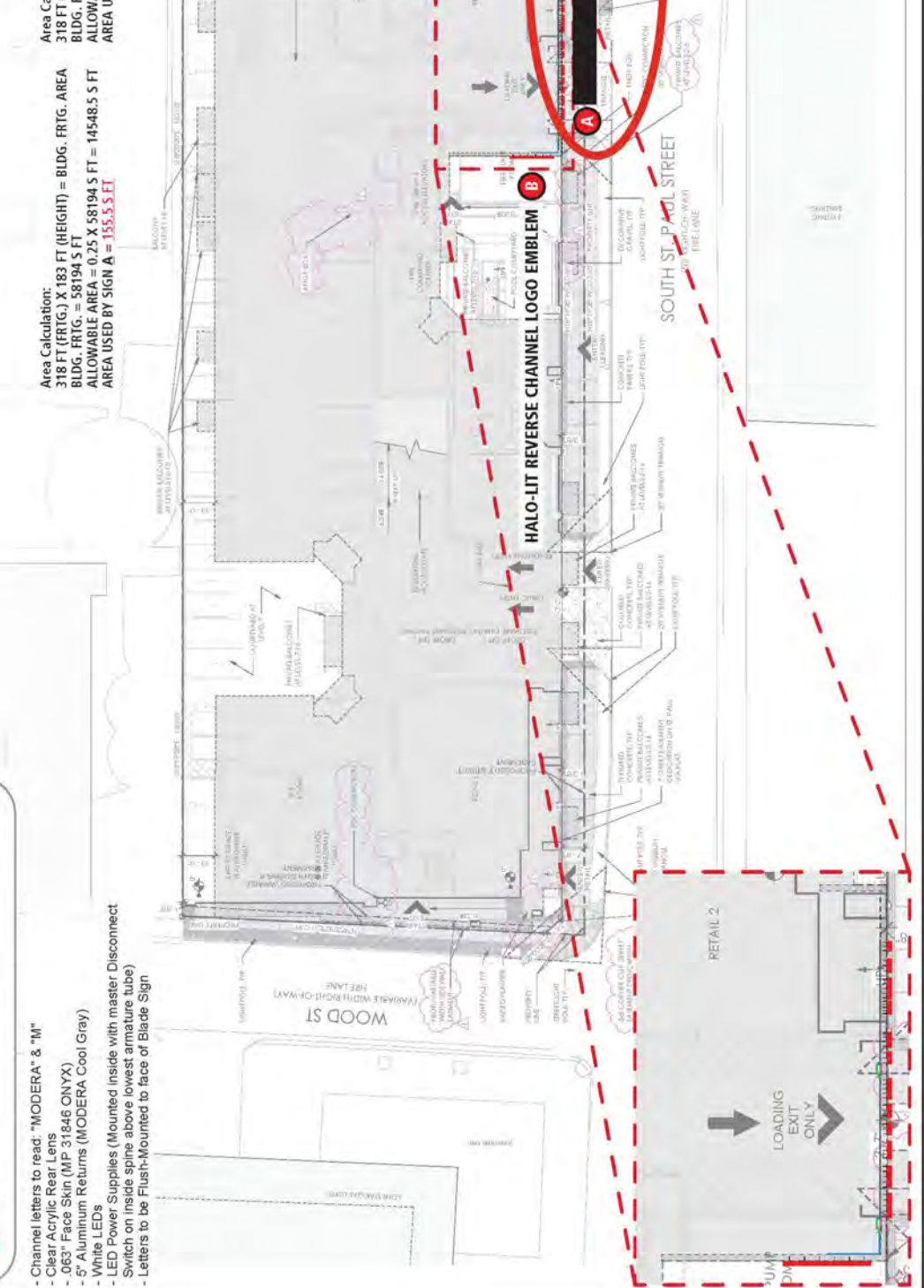
Your signature acknowledges full approval of the project and that you are responsible for the accuracy of the information and design. Any errors or omissions in the drawings are the responsibility of the client. This information is provided for your information only and is not intended to be used for any other purpose. Colors shown are for reference only and are not to scale. Use the industry standard for color materials used in the industry.

DESIGNER INITIALS
 JEH

DATE
 09/16/2024

SHEET TITLE
 ENTRY SIGNAGE

SHEET NUMBER
 ES.01-MAP.01





FOURCE
CONSULTANTS

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2403MCR015

Modera St Paul Mill Creek Residential Dallas, Texas

APPROVAL

Signature

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DESIGNER INITIALS

JEH

DATE

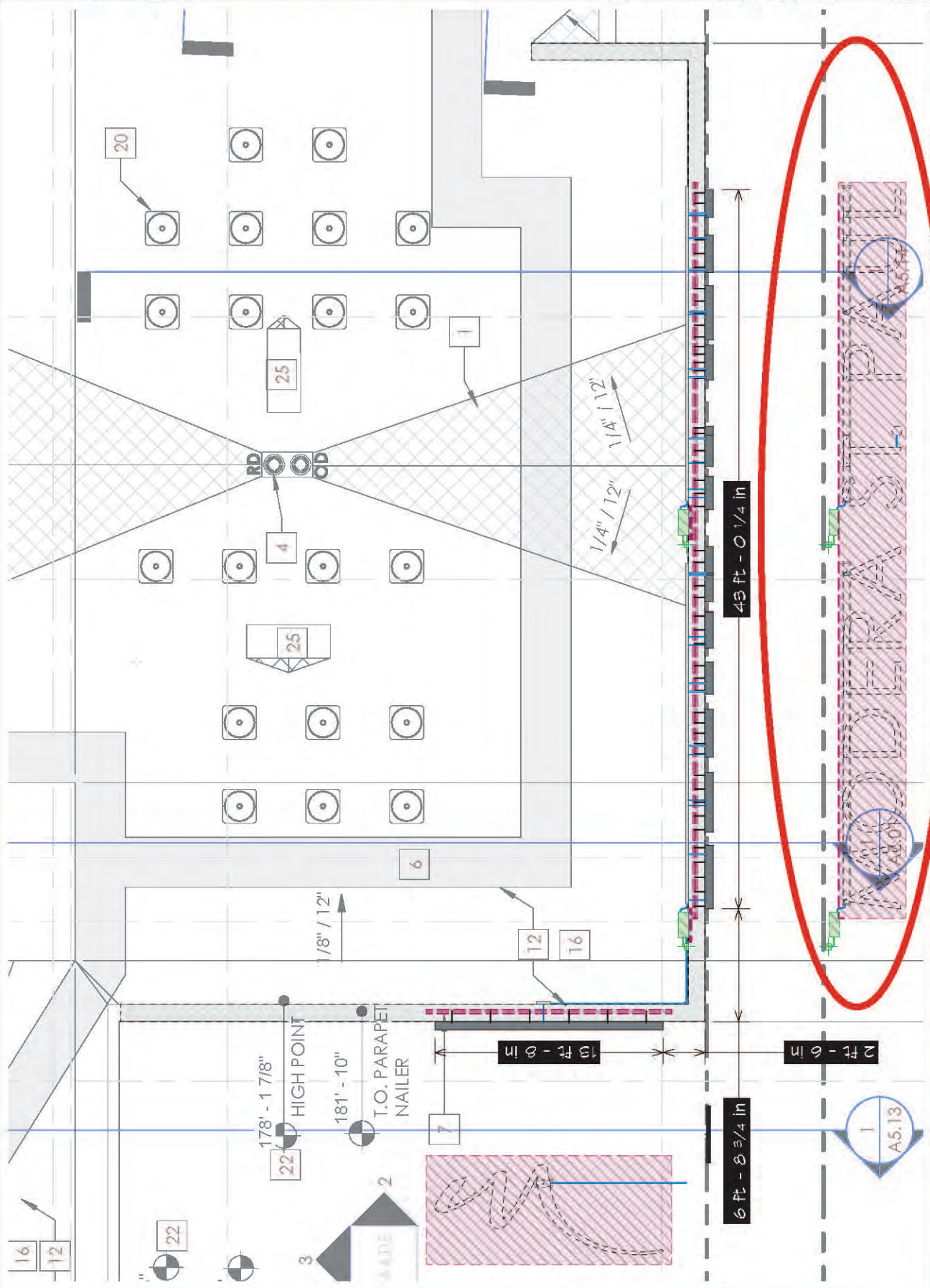
09/16/2024

SHEET TITLE

ENTRY SIGNAGE

SHEET NUMBER

ES.01-PLAN.01



FACE-LIT CHANNEL LETTERS X 1 A

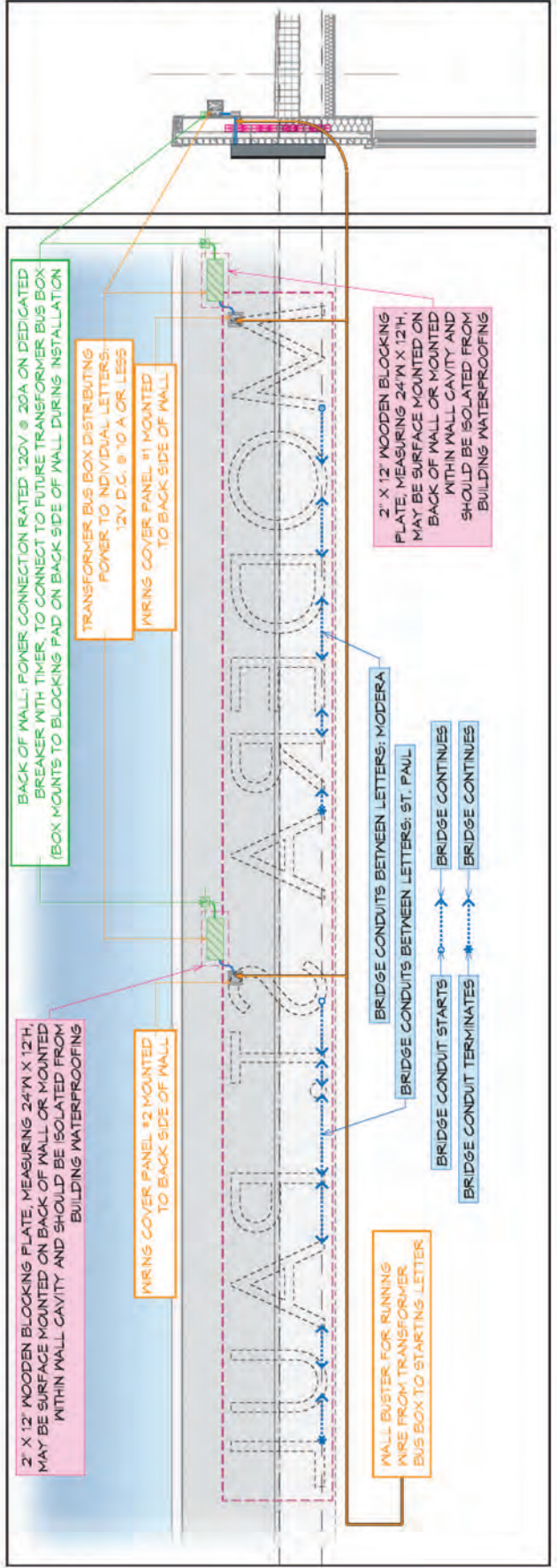
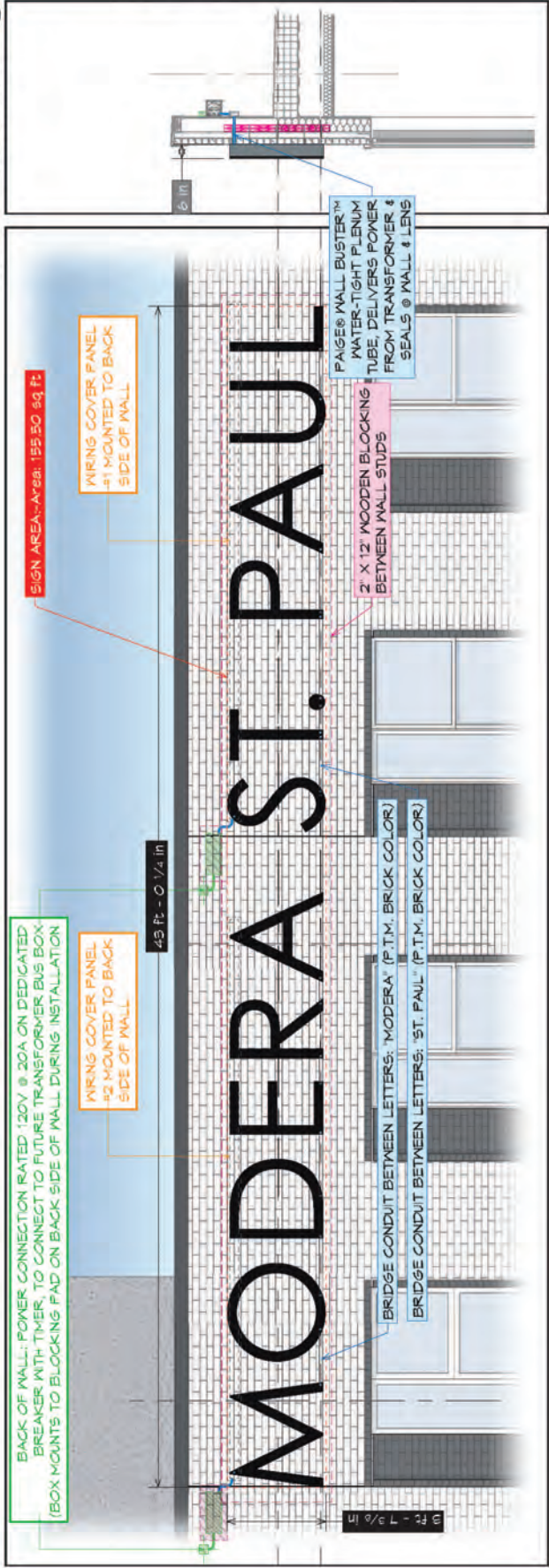


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COMMUNICATIONS, LLC

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JOB NUMBER
2403MCR015

Modera St Paul
Mill Creek Residential
Dallas, Texas



APPROVAL

Signature

Your signature acknowledges full approval of the drawings and specifications. It is the responsibility of the Designer to ensure that all drawings, specifications, and notes are complete and correct. Any errors or omissions are the responsibility of the Designer. The Designer shall be responsible for obtaining all necessary permits and approvals. The Designer shall be responsible for ensuring that all materials and workmanship meet the requirements of the drawings and specifications. The Designer shall be responsible for ensuring that all work is completed in accordance with the drawings and specifications. The Designer shall be responsible for ensuring that all work is completed in a timely manner. The Designer shall be responsible for ensuring that all work is completed in a safe manner. The Designer shall be responsible for ensuring that all work is completed in a professional manner. The Designer shall be responsible for ensuring that all work is completed in a high-quality manner. The Designer shall be responsible for ensuring that all work is completed in a cost-effective manner. The Designer shall be responsible for ensuring that all work is completed in a sustainable manner. The Designer shall be responsible for ensuring that all work is completed in an ethical manner. The Designer shall be responsible for ensuring that all work is completed in a responsible manner. The Designer shall be responsible for ensuring that all work is completed in a socially responsible manner. The Designer shall be responsible for ensuring that all work is completed in an environmentally responsible manner. The Designer shall be responsible for ensuring that all work is completed in a community responsible manner. The Designer shall be responsible for ensuring that all work is completed in a globally responsible manner.

DESIGNER INITIALS
JEH

DATE
09/16/2024

SHEET TITLE
ENTRY SIGNAGE

SHEET NUMBER
ES.01.01

Modera St Paul
Mill Creek Residential
Dallas, Texas

