

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

**MCKINNEY AVENUE SIGN DISTRICT**

---

**CASE NUMBER:** 2308030009  
**LOCATION:** 3200 McKinney Avenue  
(west elevation)

**DATE FILED:** August 18, 2023  
**SIZE OF REQUEST:** 310.3 sq. ft.

**COUNCIL DISTRICT:** 14

**ZONING:** PD-193, PDS 113

---

**APPLICANT:** Breana Wright of Barnett Signs Inc.

**OWNER:** McKinney TX Partners, LLC

**TENANT:** McKinney TX Partners, LLC

**REQUEST:** An application for a Certificate of Appropriateness by Breana Wright of Barnett Signs Inc., for a 310.3-square-foot illuminated attached sign at 3200 McKinney Avenue (west elevation).

**SUMMARY:** The applicant proposes to install a 310.3-square-foot flat attached sign, composed of aluminum halo illuminated channel letters and logo, against the façade facing McKinney Avenue, and bearing the name Cortland with a logo.

**STAFF RECOMMENDATION:** Approval

**SSDAC RECOMMENDATION:** Approval

**BACKGROUND:**

- The subject site is located in McKinney Avenue SPSD within the Spine Subdistrict and is zoned Planned Development District No. 193, the Oak Lawn Special Purpose District, Subdistrict 113, a business zoning sign district.  
These regulations are established in: [Sec. 51A-7.1500](#) (Specific details included below).
- The applicant proposes to install a 310.3-square-foot flat attached sign, composed of aluminum halo illuminated channel letters and logo, against the façade facing McKinney Avenue, and bearing the name Cortland with a logo.
  - The sign is composed of six-inch deep channeled letters mounted to backer plates with spacers to provide a halo style glow. All sign elements are constructed entirely of metal and LED lighting. The overall projection of the sign will not exceed eight-inches.
  - Each channel letter is proposed to have a halo glow and will be back-lit with white LED. The "Cortland" channel letters will be painted white with white illumination against green (PMS-2301-C) painted back plates. The logo will be painted green with white illumination against a white painted back plate.
- This sign is to be located on west elevation 80-feet above grade. Two additional signs have been previously approved for this tenant. The previous signs at were approved 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-7.1500.

**51A-7.1503 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 this district. These sign regulations have been developed with the following objectives in mind:

- (a) To protect the historical and architectural character of this district from inappropriate signs in terms of number (clutter), style, color, and materials.
- (b) To ensure that significant architectural features in this district are not obscured.
- (c) To encourage signs that are complimentary to the architectural styles and historical nature of the buildings and trolley in this district.
- (d) To ensure that the size and orientation of signs are geared toward the high number of pedestrians in this district.
- (e) To attract the public to the goods and services available in the district by enhancing the aesthetic quality of signs in this district.
- (f) To encourage artistic, creative, and innovative signs that reflect the themes of the area.
- (g) To promote safety, communications efficiency, and landscape quality and preservation as described in Section 51A-7.101. (Ord. 21145)

**51A-7.1504. DEFINITIONS.**

(2) FLAT ATTACHED SIGN means an attached sign projecting from a building and parallel to the building facade.

**51A-7.1507 (c) FLAT ATTACHED SIGNS.**

- (1) No flat attached sign may project more than eight inches from a building.
- (2) A flat attached sign may be erected on an arcade, but it may not project above the roof of the attached building.

*The combined effective area of all signs on this façade is less than 11% of the total façade area. This sign contains one word and a logo. The overall projection of this sign will not exceed 8-inches.*

**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 10, 2023**

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

An application for a Certificate of Appropriateness by Breana Wright of Barnett Signs Inc., for a 310.3-square-foot illuminated attached sign at 3200 McKinney Avenue (west elevation).

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

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

Speakers: none

**Property Ownership**

McKinney TX Partners, LLC  
3424 Peachtree Rd, NE, Suite 300  
Atlanta, GA 30326

Officer names: See Following Schedule

**Property Ownership**

McKinney TX Partners, LLC  
3424 Peachtree Rd, NE, Suite 300  
Atlanta, GA 30326

Officer names: See Following Schedule

CA: 2308030009

**Officer List:**

Please format your officer list accordingly, use as many lines as needed:

Building Owner: McKinney TX Partners, LLC (Legal Entity or Individual)

Building Owner Address: 3424 Peachtree Rd, NE, Suite 300, Atlanta, GA 30326

Officer for Building Owner: Steven J. DeFrancis Title: President

Officer for Building Owner: Michael E. Altman Title: Vice President

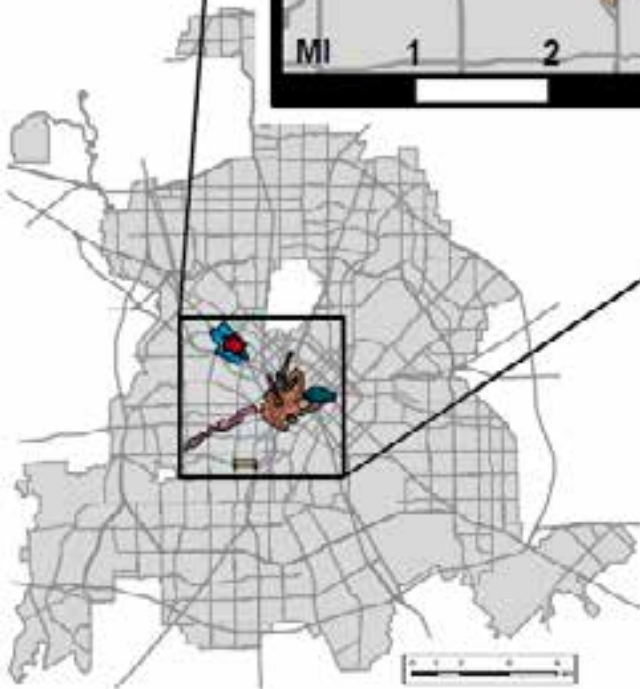
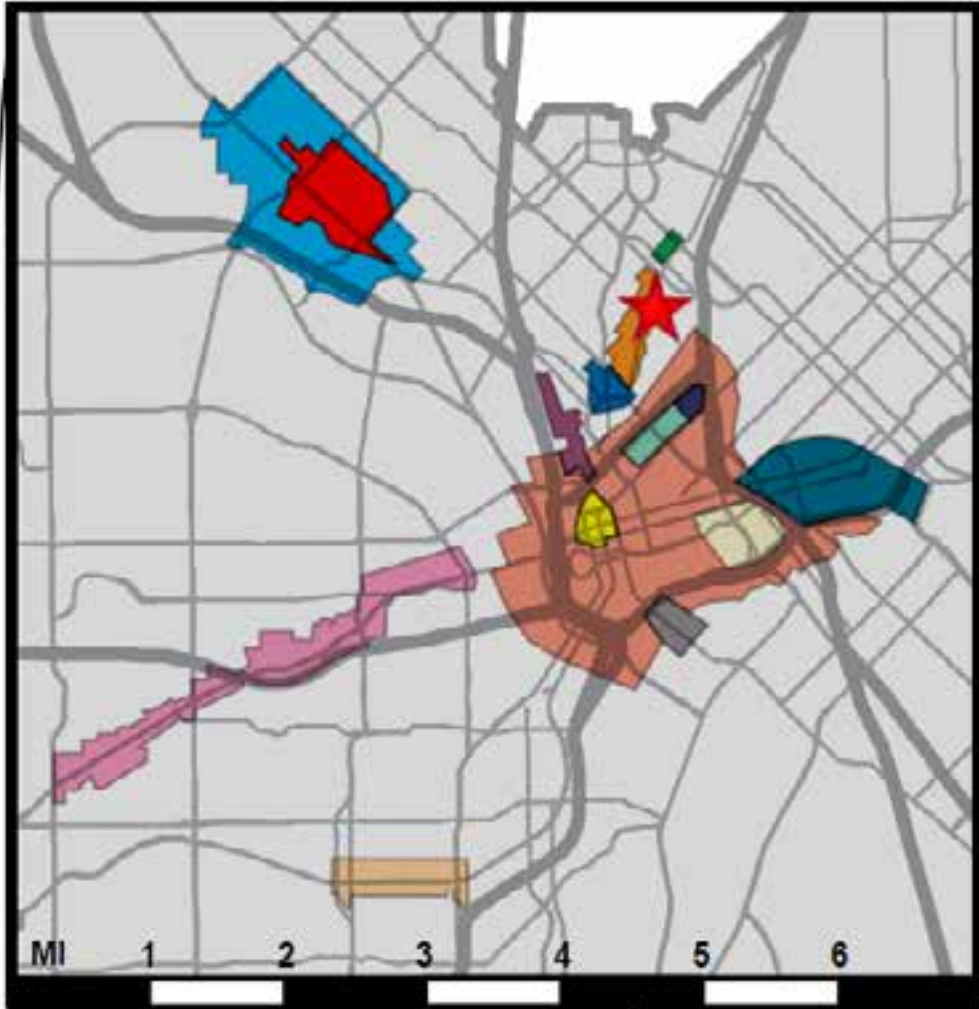
Tenant Name: \_\_\_\_\_ (Full legal entity)

Corporate Address for Tenant: \_\_\_\_\_

Officer for Tenant: \_\_\_\_\_ Title: \_\_\_\_\_

Officer for Tenant: \_\_\_\_\_ Title: \_\_\_\_\_

Officer for Tenant: \_\_\_\_\_ Title: \_\_\_\_\_



**LEGEND**

- Downtown
- West End
- Southside Entertainment
- Farmers Market
- Deep Ellum
- Arts District
- Arts District Extension
- Uptown
- McKinney Avenue
- West Village
- Jefferson Special Purpose District
- Parkland Hospital
- Southwestern Medical District
- West Commerce Street / Fort Worth Avenue
- Victory Sign District



**SPSD MAP**  
**3200 MCKINNEY AVE**  
 McKinney Avenue Sign District

Case no: 2308030009

Date: 08/18/2023



CA: 2308650009



CA: 2308030009

PD 193 (P)  
PD 193 (O-2)

D.R. Z990-208

PD 193 (MF-2)

HALL ST

McKINNEY AVENUE  
Peripheral  
SPSD

PD 193 (PDS 111)

PD 193 (PDS 35)

PD BOWEN ST 193



PD 193 (PDS 113)

McKINNEY AVENUE  
Spine  
SPSD

McKINNEY AVE

PD 193 (LC)

OAK GROVE AVE

GREENWOOD CEMETERY

GREENWOOD CEMETERY NW

SUP 113

MF 2(A)

# Job 177597459-002 (2308030009)

## Job Edit

### Miscellaneous Transaction

### Job 177597459-002 (2308030009)

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

Status: Paid Created By: SROPER083121 Date Created: Aug 03, 2023  
Date Completed: Aug 18, 2023

Parent Job: 177597459-001 (2304261026)

Specific Location: 3200 MCKINNEY AVE - 310.3 SF - ILLUMINATED CHANNEL LETTERS

## Details

Customer: Wright, Breana  
4250 Action Drive  
4250 Action Drive  
Mesquite, TX 75150  
(972) 362-8772  
breana@barnettsigns.com  
  
Fee Amount:  
FeeType:  
Staff Email: scott.roper@dallas.gov

## Details



Customer: Wright, Breana  
4250 Action Drive  
4250 Action Drive

Fees (EXT): 2308030009 5BN - Special Provision Sign District fee \$345.00  
Adjusted:\$0.00 Paid:\$345.00 Owed:\$0.00

## Fees

Description	Posted Date	Amount	Tax	Total	Balance
5BN - Special Provision Sign District fee		\$345.00	\$0.00	\$345.00	\$0.00
Receipt Number: 832975 \$345.00		(\$345.00)	\$0.00	(\$345.00)	
					<b>\$0.00</b>

## Processes

Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected				Aug 18, 2023 07:12:44
Auto generated System Fee Collection						



CLIENT'S CONCEPT

Mounting Surface Wall Construction	Mounting Hardware
Concrete with limited embed depth	Installed using at least Four(4) 1/2"-13 Internal Thread Carbon Steel Mini Drop-In Expansion Anchor, 5/8" Drill Hole x 3/4" Embed
Solid Concrete, Masonry, Stone or Brick	Installed using at least Four(4) 3/8" Dia Wedge expansion bolts embedded 3" deep into wall or LDT Heavy Duty Tapcon ® Screws embedded 3" deep
CMU, Hollow Masonry	Installed using at least Four(4) 3/8" Dia. Liberty Anchors or Zip Toggles
Non Structural Fascia of ACM , EIFS, Cement Board or other	Installed using at least Four(4) 3/8" Dia. A307 grade thru- bolts engaging angle iron or Unistrut across studs or 3/8" Dia Lag Screws engaging adequate wood frame blocking or at least 2 layers of 3/4" plywood sheathing. Use 3/8" Dia Toggle Bolts thru wood sheathing. Use Pipe Spacers Thru Non Structural Fascia Materials to prevent damage.

**Colors & Finishes**

Colors shown here may not exactly match manufacturers color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve DeNyse color samples or color specifications

- C2  White
- C3  PMS 2301C

**Electrical Notes**

- Disconnect switch(s) UL & ID labels  Vent Location
- FINAL ELECTRICAL CONNECTION AT PANEL BOX BY OTHERS**
- ELECTRICAL CONNECTION WITHIN 5' OF SIGN IS INCLUDED**
- Suitable for Wet Location
- Electrical Requirement: \_\_\_\_\_ Volts
- Number of Circuits: \_\_\_\_\_ 20 amp Dedicated Branch Circuit(s)
- Max. Line Current: Circuit #01: \_\_\_\_\_
- Connection Type: permanent continuous operation
- Primary Wire Size: 12 AWG / conduit size: 1/2", Secondary Wire Size: 18 awg
- Inspected and labeled in accordance with UL Standard for Electric Signs Installed using UL listed parts and methods of installation in accordance with Article 600 of the National Electric Code and other applicable local codes. This includes proper grounding and bonding.
- This lighted product may contain Fluorescent, Neon, HID lamps or components that use Mercury in them. Dispose of these lamps & components according to the laws of the authority having jurisdiction.
- This sign fabricated using UL approved Acrylic Adhesive for chemical bonding

**Main ID - 2 (wall mount)**

**Logo:** fabricated aluminum reverse-lit channel letters, painted faces/returns, include weep hole covers; pin mounted to wall/reflector plates  
**Reflector Plates:** 0.25" routed and painted aluminum



Qty: 1

**NOTE:**  
Power provision to be coordinated with architect/G.C.

end view

© Copyright 2022 All designs and drawings are the sole property of DeNyse Companies, Inc., and may not be reproduced, published, changed or used in any way without written permission and consent. In addition, all ideas, contents of proposals, and all specifications of any project entered into with DeNyse Companies, Inc. are all rights reserved. The described information may not be used in securing price comparisons. Violators will be prosecuted to the full extent of the law.

**Management Company**  
Cortland

**Property Name & Address**  
Cortland M-Line  
3200 McKinney Ave  
Dallas, TX 75204

**Opportunity Number**  
42578

**DeNyse Representative**  
Earl Raymond

**Designer**  
hi

**Date**  
12.12.2022

**Revision Date**  
2 05.19.2023 hi  
 05.26.2023 hi

**Filepath**  
V:\Drawings and Graphics\C\Cortland Partners\Cortland M-Line - Dallas, TX\Preliminary\ Sign Package 1 v3

- Concept
- Preliminary
- Production



**Field Survey Required**

All measurements & site conditions are to be field verified prior to production. Patterns may be required for production.



MATERIAL LEGEND

	WALL COLOR 1		WALL COLOR 2		WALL COLOR 3
	WALL COLOR 4		WALL COLOR 5		WALL COLOR 6
	WALL COLOR 7		WALL COLOR 8		WALL COLOR 9

Channel Letters



2 ENLARGED ELEVATION WEST



Based-Crew Company

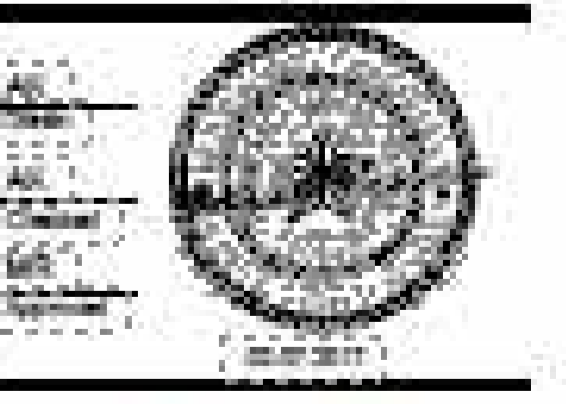
M-LINE TOWER

3200 WASHINGTON AVENUE  
DALLAS, TX 75204

ISSUE FOR CONSTRUCTION

REVISIONS

NO.	DATE	DESCRIPTION
1	08/21/15	ISSUE FOR CONSTRUCTION



WEST EXTERIOR ELEVATIONS

Project No.	14421.00
Date	08/21/15
File Name	020715