

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

DOWNTOWN SPECIAL PROVISION SIGN DISTRICT

CASE NUMBER: 2410290011
LOCATION: 2100 ROSS AVE Ste:1900
(north elevation)

DATE FILED: October 29, 2024
SIZE OF REQUEST: 107.3 sq. ft.

COUNCIL DISTRICT: 14

ZONING: PD-708, Subdistrict 1

APPLICANT: Josephine Gonzales of Pattison ID

OWNER: Dallas 2100 ROSS LP

TENANT: Employer Direct Healthcare dba. Lantern Specialty Care

REQUEST: An application for a Certificate of Appropriateness by Josephine Gonzales of Pattison ID for a 107.3-square-foot LED illuminated upper level flat attached channel letter sign at 2100 ROSS AVE. Ste:1900 (north elevation).

SUMMARY: The applicant proposes to install a 107.3-square-foot upper level flat attached sign, composed of channel letters, mounted to aluminum angle stringers in accordance to engineered drawings, on the north elevation, and bearing the name 'Lantern' with LOGO.

STAFF RECOMMENDATION: Approval.

SSDAC RECOMMENDATION: Approval.

BACKGROUND:

- The subject site is located in Downtown SPSP within the Central Business District Subdistrict, Area 1. This subdistrict follows base zoning. PD-708, Subdistrict 1 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 107.3-square-foot upper level flat attached sign, composed of channel letters, mounted to aluminum angle stringers in accordance to engineered drawings, on the north elevation, and bearing the name 'Lantern' with LOGO.
 - Aluminum Fabricated Face Lit Channel Letters. Five-inch Aluminum Returns with Black Painted Finish. Faces to be White Acrylic with one-inch black aluminum retainers. Mounted to two 3"x3"x1/4" Aluminum Angle Stringers, painted to match the building. Internally Illuminated by LEDs.
 - The mounting surface will be a concrete wall of building and any needed blocking.
 - Mounting Hardware consists of minimum of seven 1/2-inch Diameter threaded bolts at each stringer, reenforced with epoxy per engineering.
- 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 .2% of the total façade area. This sign contains two words, "Lantern" and the LOGO, 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:

December 10, 2024

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

An application for a Certificate of Appropriateness by Josephine Gonzales of Pattison ID, for a 107.3-square-foot LED illuminated upper level flat attached channel letter sign at 2100 ROSS AVE Ste:1900 (northwest elevation).

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

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

Speakers: Richard Brown

Property Ownership

Dallas 2100 Ross LP
2100 Ross Ave. Ste 865
Dallas, TX 75201

Officer names: Matt Turney Title: CEO

Tenant Ownership

Employer Direct Healthcare dba Lantern Specialty Care
2100 Ross Ave. Ste 1900
Dallas, TX 75201

Officer names: Jeff Vanderbilt Title: Chief Financial Officer
Kayla Davidoff Title: VP, Human Resources

Job 193382985-002 (2410290011)

Job Edit

Miscellaneous Transaction Job 193382985-002 (2410290011)

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

Status: Paid Created By: TLUMSDEN Date Created: Oct 29, 2024
Date Completed: Oct 29, 2024

Parent Job: 193382985-001 (2409251009)

Specific Location: 107.3SF - 2100 ROSS AVE Ste:1900 - LED ILLUMINATED - UPPER LEVEL FLAT ATTACHED SIGN ///CA#2410290011

Details

Customer: Gonzales, Josephine
14201 Sovereign Rd
Ft Worth, TX 76155
(972) 739-6545
jbgonzales@pattisonid.com

Fee Amount

FeeType

Staff Email: SCOTT.ROPER@DALLAS.GOV

Details

Fees (EXT): 2410290011 5BN - Special Provision Sign District fee \$397.00
Adjusted:\$0.00 Paid:\$397.00 Owed:\$0.00

Fees (EXT): 2410290011 Technology Fee \$15.00
Adjusted:\$0.00 Paid:\$15.00 Owed:\$0.00



Customer: Gonzales, Josephine
14201 Sovereign Rd
Ft Worth, TX 76155 (972) 739 6545

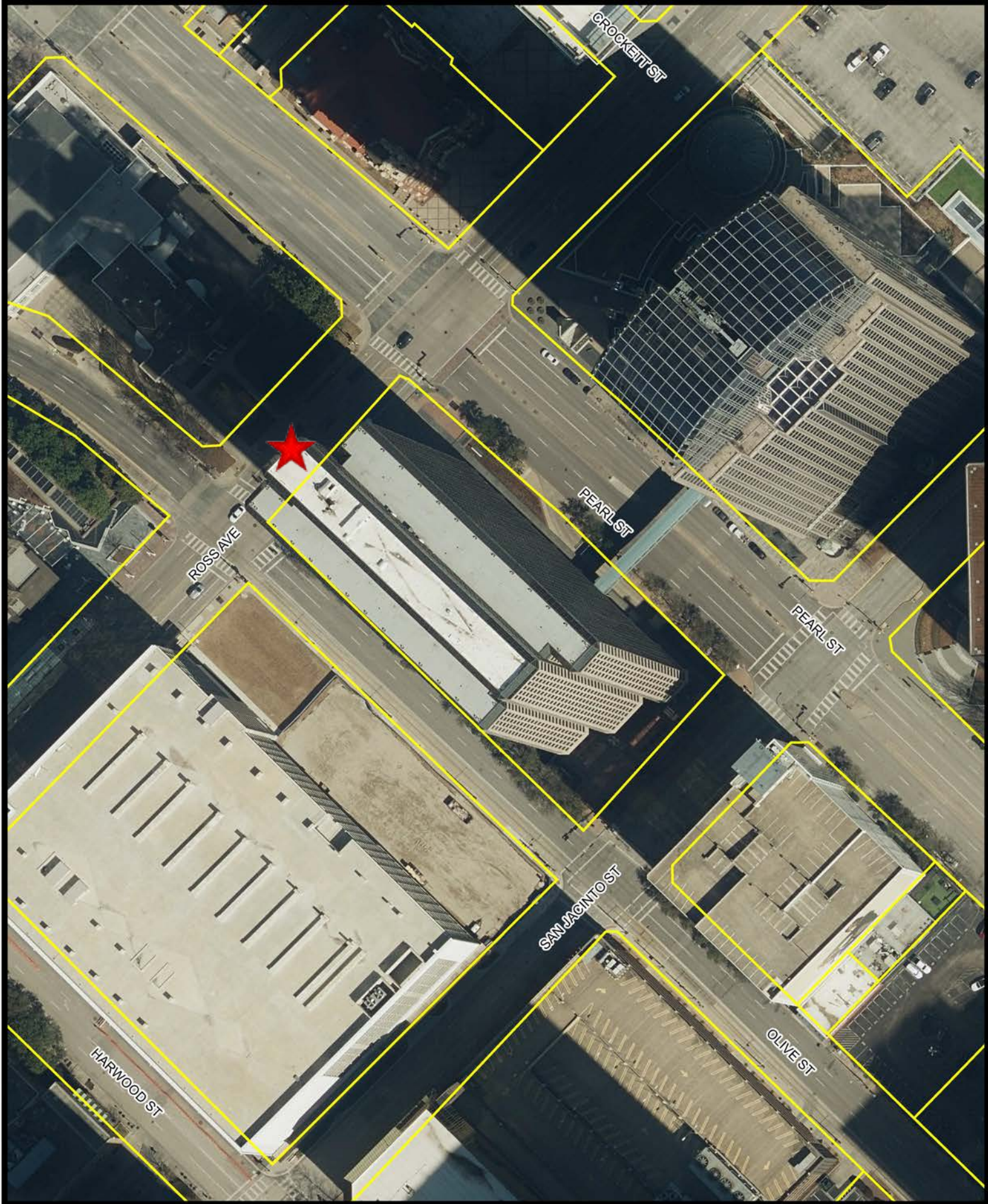
Fees

Description	Posted Date	Amount	Tax	Total	Balance
5BN - Special Provision Sign District fee		\$397.00	\$0.00	\$397.00	\$0.00
Receipt Number: 927365 \$412.00		(\$397.00)	\$0.00	(\$397.00)	
Technology Fee		\$15.00	\$0.00	\$15.00	\$0.00
Receipt Number: 927365 \$412.00		(\$15.00)	\$0.00	(\$15.00)	
					\$0.00

Job 193382985-002 (2410290011)

Processes

Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected				Oct 29, 2024 08:55:06
Auto generated System Fee Collection						



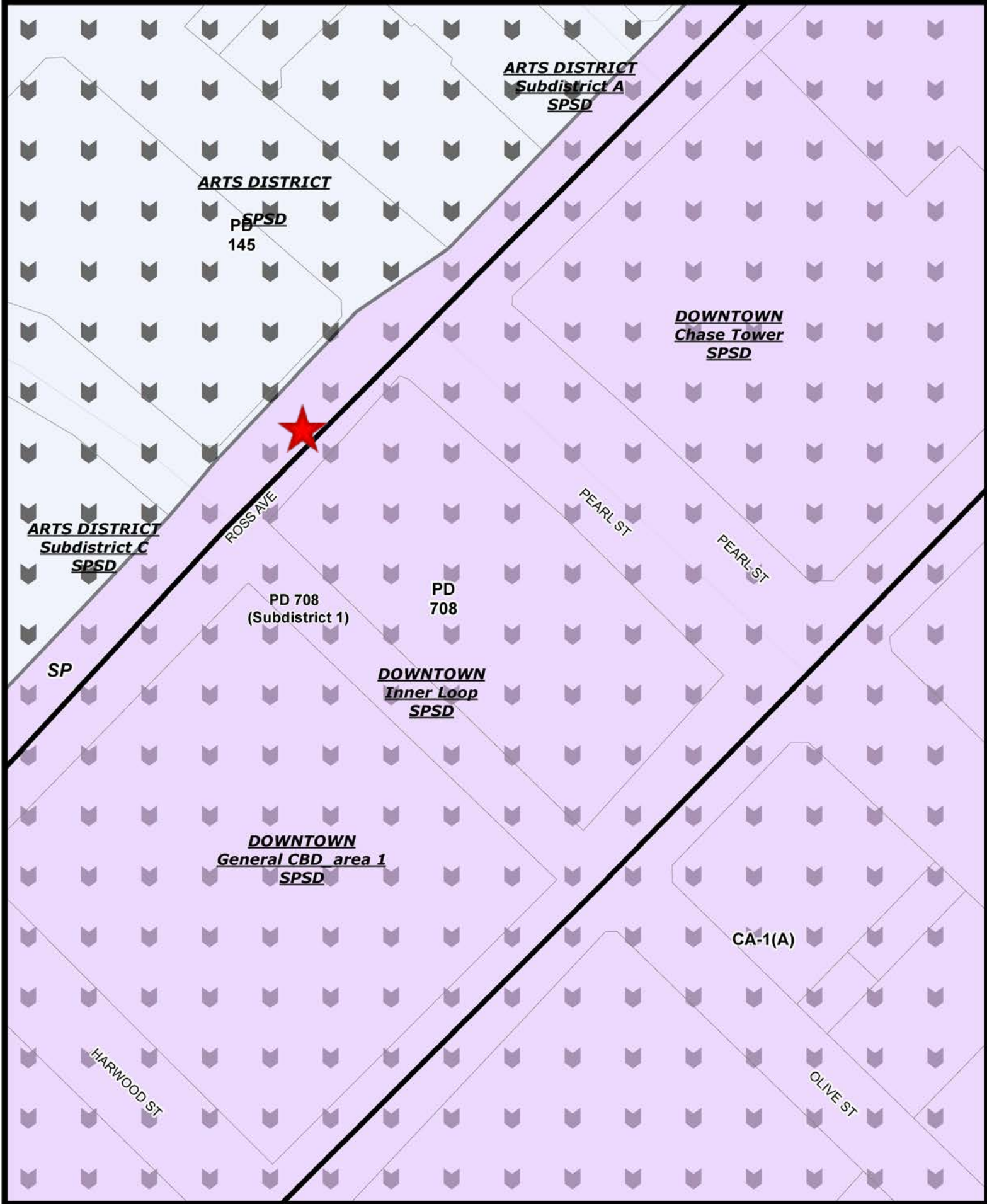
Printed Date: 12/4/2024



1:1,200

Aerial Map - 2100 Ross Ave

47-9

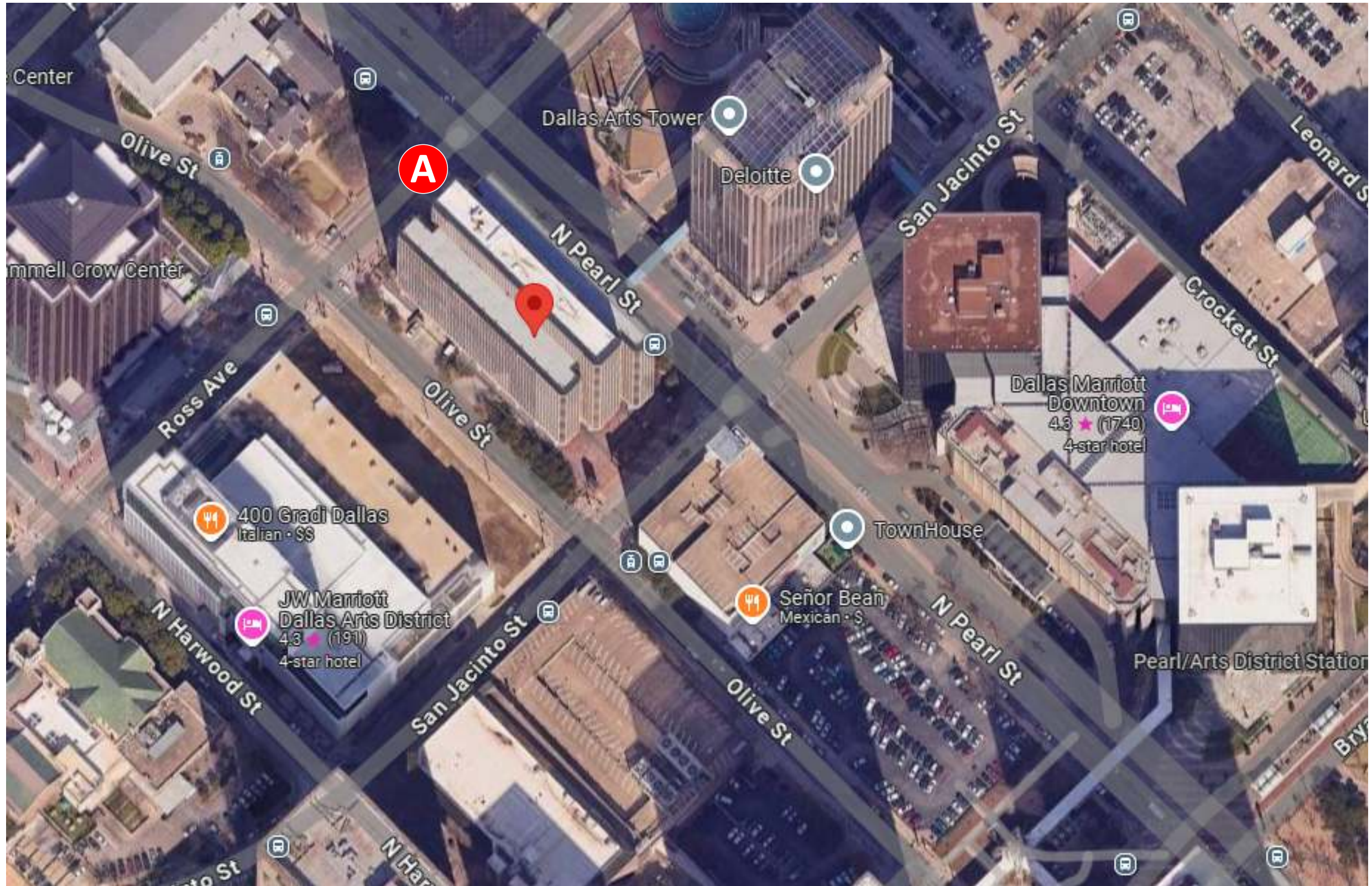


Printed Date: 12/4/2024



Zoning Map 2100 Ross Ave

47-40



AERIAL VIEW

NOT TO SCALE

Project ID
0426912A

LANTERN
2100 ROSS AVE.
DALLAS, TX

Date: 9/6/24
Contact: RB
Designer: TS

Sign Item

SITE PLAN

Scale: AS NOTED

Revision Note

RT TS-9/20/24 Dim notes & angle note

Information Required for Production

Customer Approval

Signature

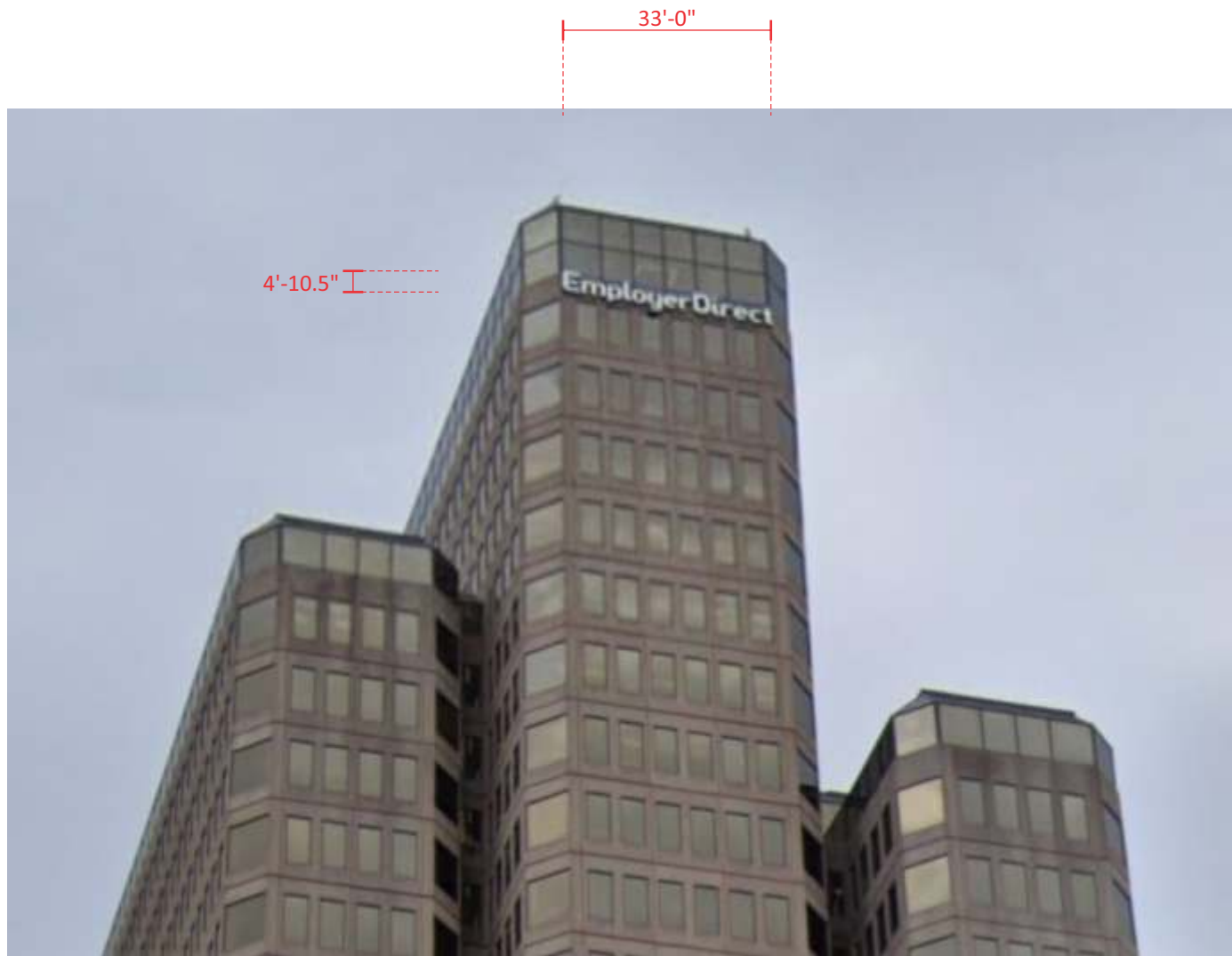
MM/DD/YYYY

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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.

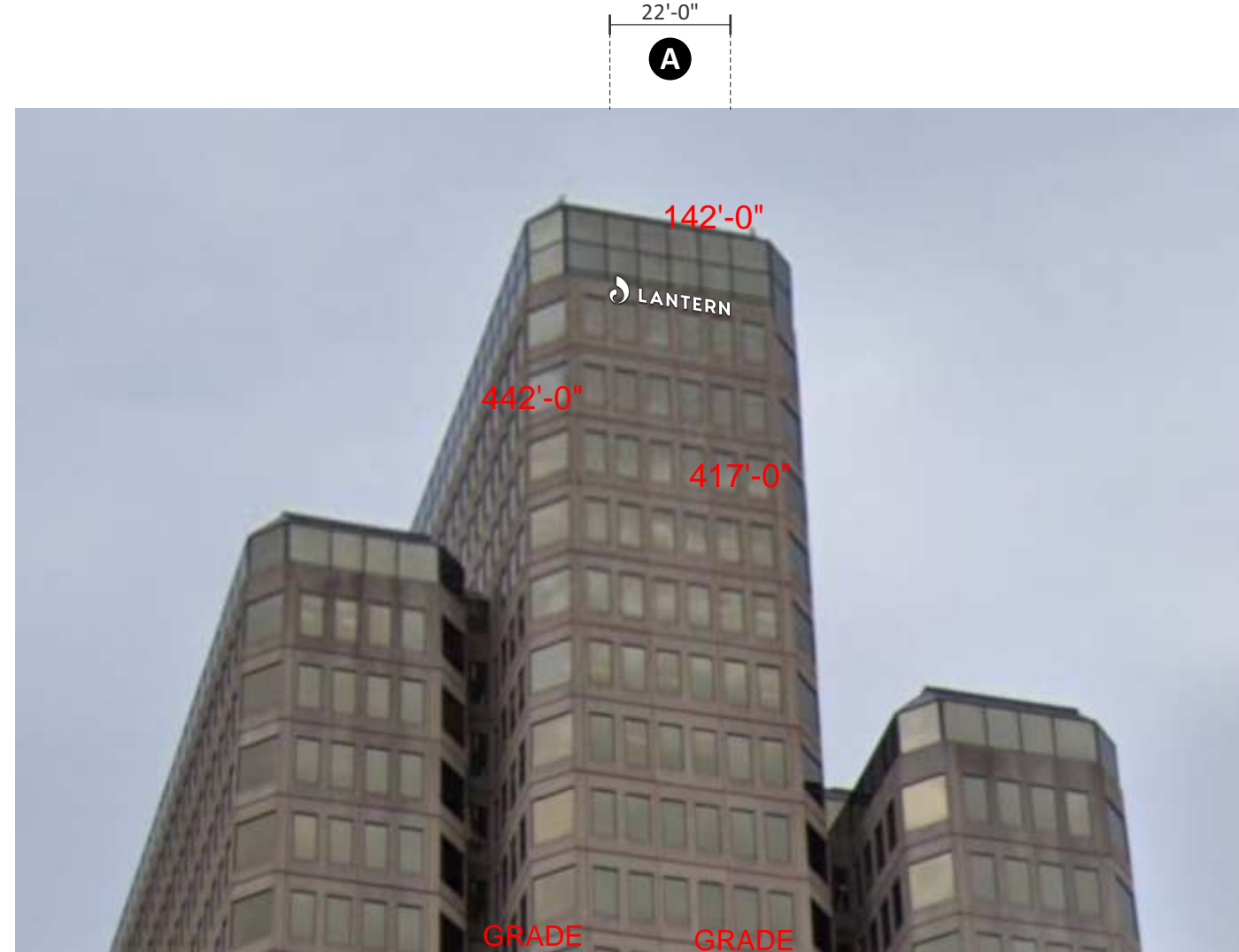


A division of Pattison ID
214.902.2000 chandler signs.com



EXISTING CONDITIONS

REMOVE AND DISCARD CLIP MOUNTED SIGN AND BUILDING FACE RESTORED



A PROPOSED ILLUMINATED CHANEL LETTERS - NORTH ELEVATION



ENLARGED NORTH ELEVATION

Project ID
0426912A

LANERN
2100 ROSS AVE.
DALLAS, TX

Date: 9/6/24
Contact: RB
Designer: TS

Sign Item

SIGN A

Scale: AS NOTED

Revision Note

RT TS-9/20/24 Dim notes & angle note

Information Required for Production

Customer Approval

Signature _____

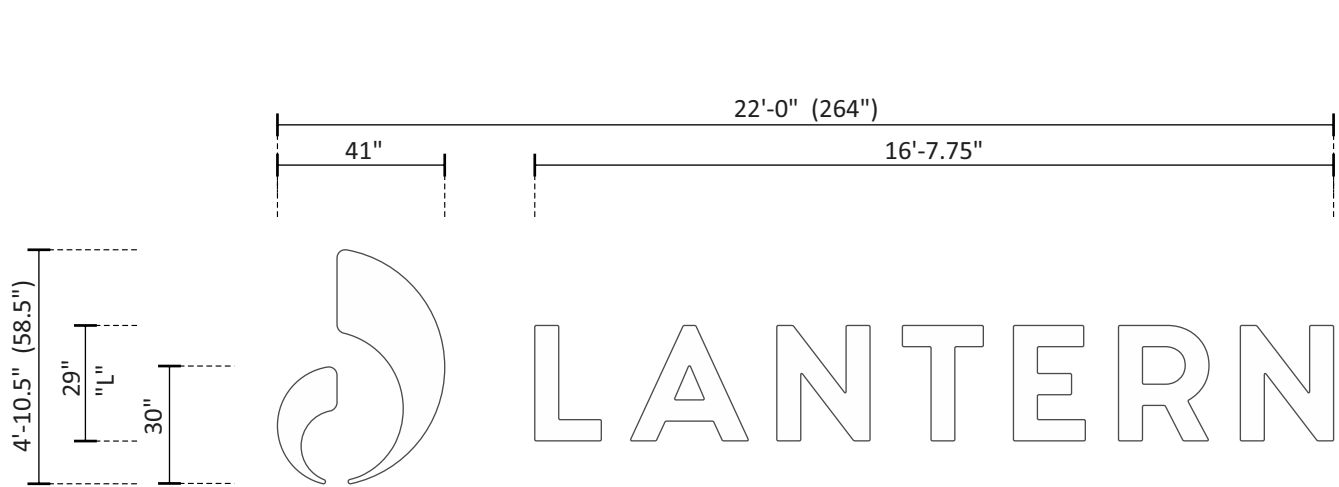
MM/DD/YYYY _____

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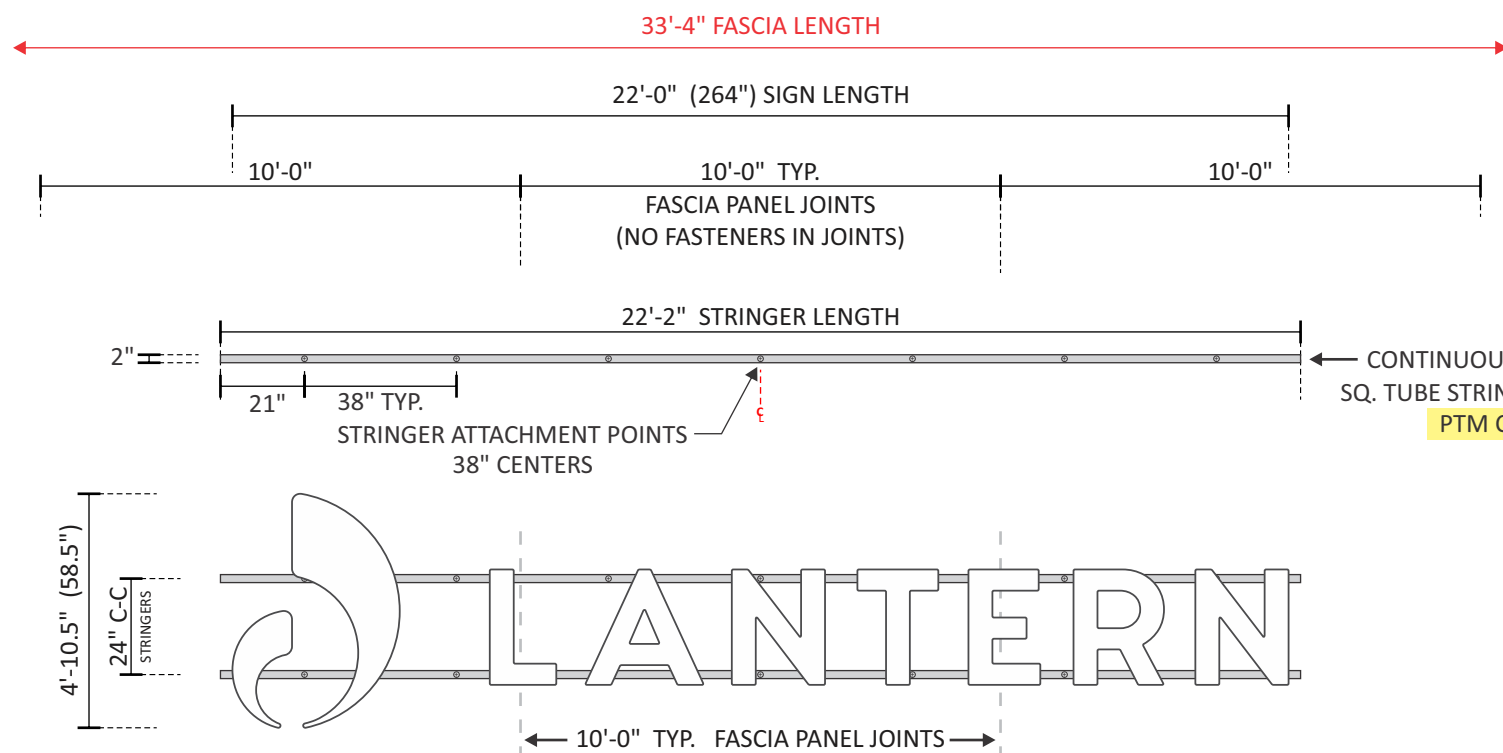
A ILLUMINATED CL LOGO SIGN

ONE [1] REQUIRED - MANUFACTURE & INSTALL

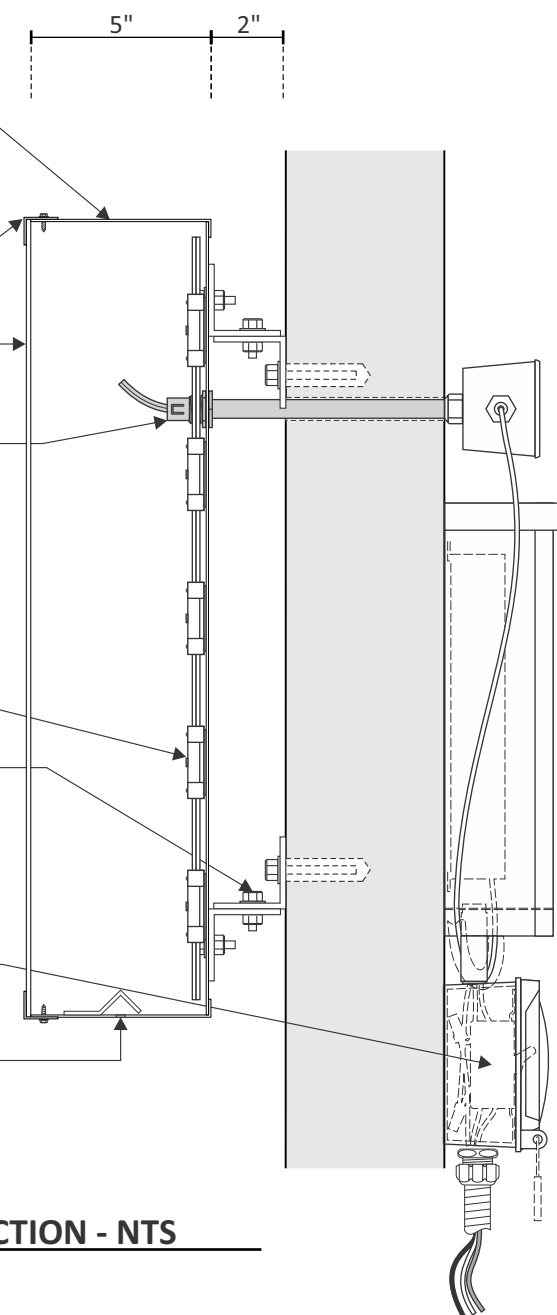
SCALE: 1/4" = 1'-0"

107.25 Sq.Ft.

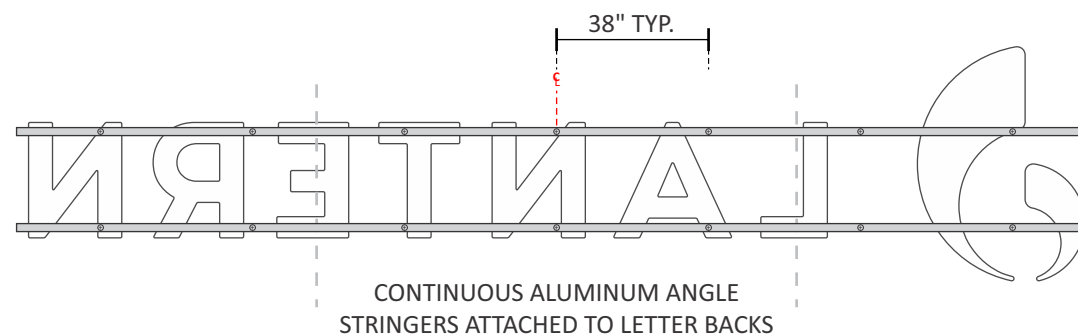
REMOVE AND DISCARD CLIP MOUNTED SIGN AND RESTORE BUILDING FACADE AS NEEDED
5" DEEP ILLUMINATED SIGN WITH BLACK RETURNS AND 1" BLACK RETAINERS
 FACE TO BE #7328 WHITE WITH WHITE LED ILLUMINATION - REMOTE POWER SUPPLIES
 SUPPLY CABLE WITH GROUND AND CUT-OFF SWITCH
 WEEP HOLES WITH LIGHT SHIELDING COVER, LOCATED AT THE BOTTOM OF EACH LETTER
MOUNTING: 2" X 2" X 3/16" STRINGER SYSTEM, HILTI KB-TZ 5/8" X 4 3/4" ANCHOR WITH 3 1/8" EMBEDMENT
 NEW SIGNAGE SIGN WILL BE INSTALLED CENTERED LEFT AND RIGHT ON THE BUILDING IN THE
 SAME GENERAL AREA



- ALUMINUM CHANNEL LETTERS
PAINTED BLACK (SATIN)
 INSIDE PRE-FINISHED
 LIGHT-ENHANCING WHITE
- 1" ALUM. RETAINERS
 PTD BLACK (SATIN)
- WHITE ACRYLIC FACES
 #7328
- PAIGE "RIP STRIP" 18AWG 2NDARY
 WIRE THRU PAIGE "WALL BUSTER"
 PLASTIC PASS-THRU TO WEATHERPROOF
 SPLICE BOX & LED POWER SUPPLY
 IN PAIGE BOX BEHIND WALL WITH
 CUT OFF SWITCH
NOTE: PRIMARY ELECTRICAL
 CONNECTION BY OTHERS
- WHITE LED ILLUMINATION
- CLIP-MOUNTED w/ 2" x 2"
 ALUMINUM ANGLE MOUNTING
 BRACKETS, NON-CORROSIVE FASTENERS
 & HILTI KB-TZ STUD ANCHORS
- 120 - 277 VAC 20A 2-POLE
 SWITCH w/ BELL MX1050 COVER
- 1/4" DIA. WEEP HOLES IN LOW
 POINTS OF LETTERS w/ ALUMINUM
 LIGHT SCREENS @ EACH WEEP
 HOLE TO PREVENT LIGHT LEAKS



FACE-LIT CHANNEL LETTER SECTION - NTS
 CLIP-MOUNTED - REMOTE POWER SUPPLIES



Project ID
0426912A

LANTERN
 2100 ROSS AVE.
 DALLAS, TX

Date: 9/6/24
 Contact: RB
 Designer: TS

Sign Item
 A SPECS

Scale: AS NOTED

Revision Note
 RT TS-9/20/24 Dim notes &
 angle note

**Information Required
 for Production**

Customer Approval

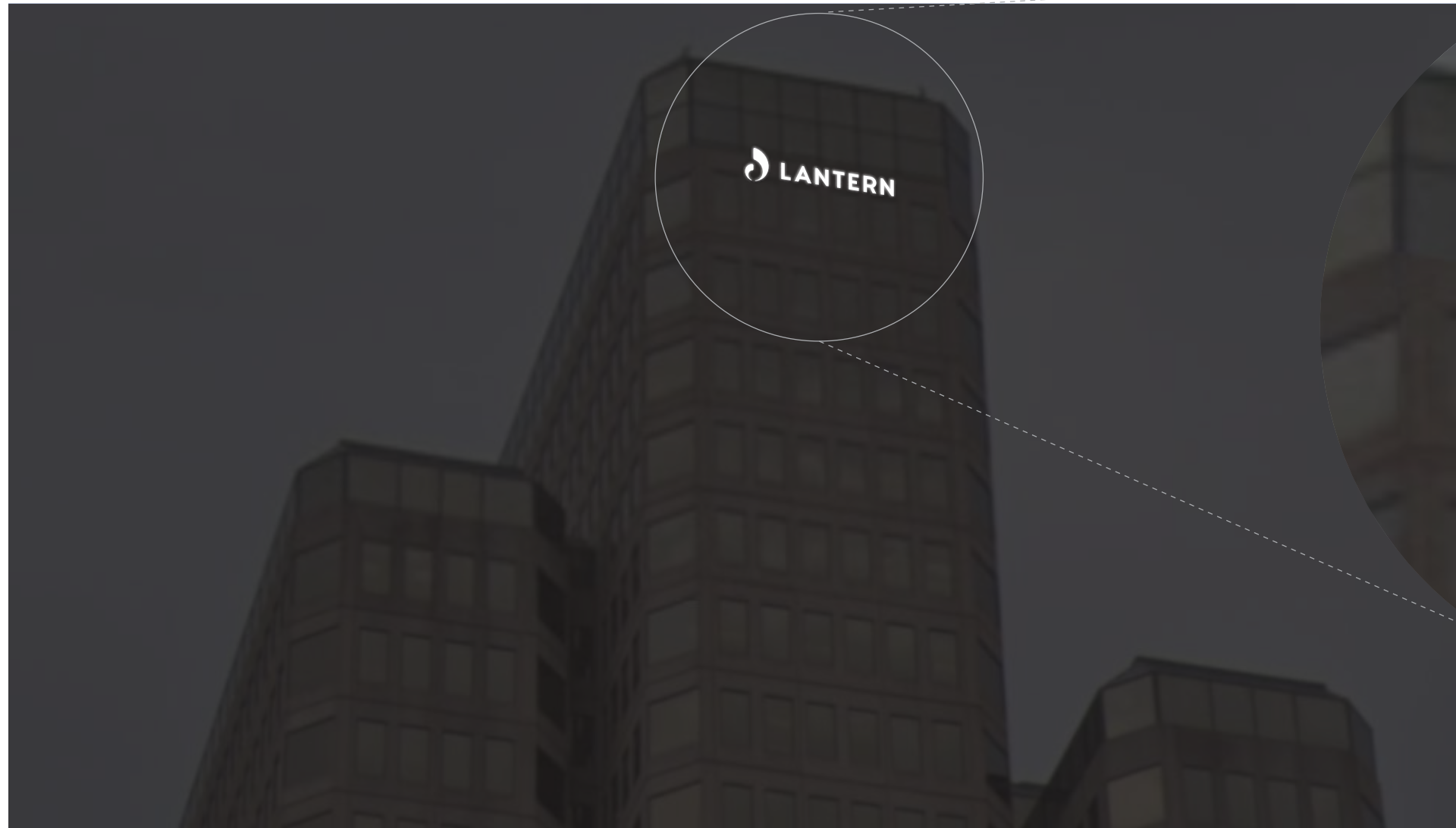
Signature _____
 MM/DD/YYYY _____

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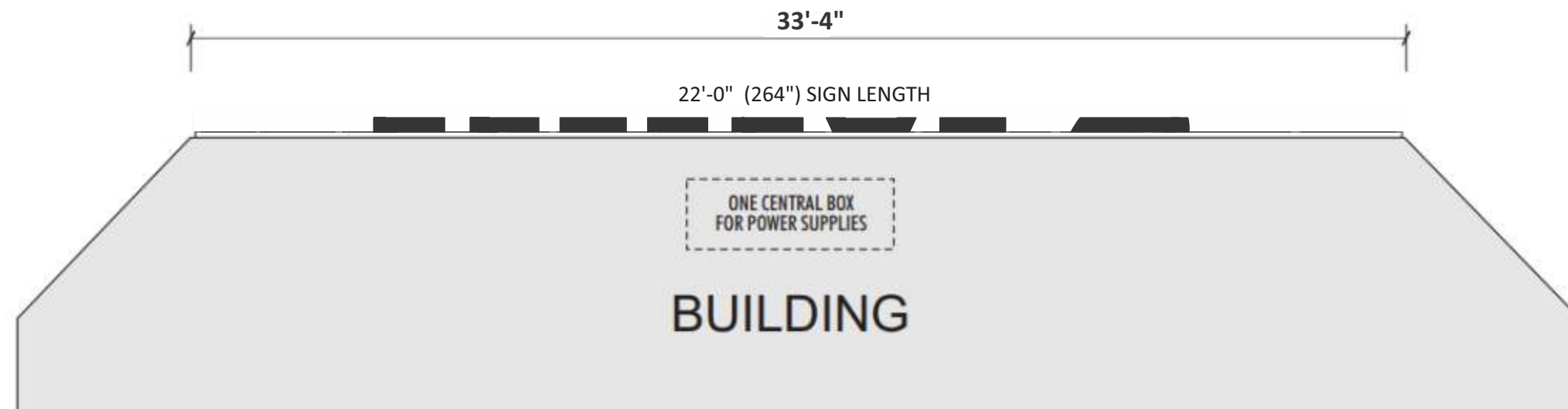
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A division of Pattison ID
 214.902.2000 chandler-signs.com



SIMULATED NIGHT VIEW



PLAN VIEW

N.T.S.

Project ID
0426912A

LANTERN
2100 ROSS AVE.
DALLAS, TX

Date: 9/6/24
Contact: RB
Designer: TS

Sign Item

A PLAN/NIGHT VIEW

Scale: AS NOTED

Revision Note

RT TS-9/20/24 Dim notes & angle note

Information Required for Production

Customer Approval

Signature

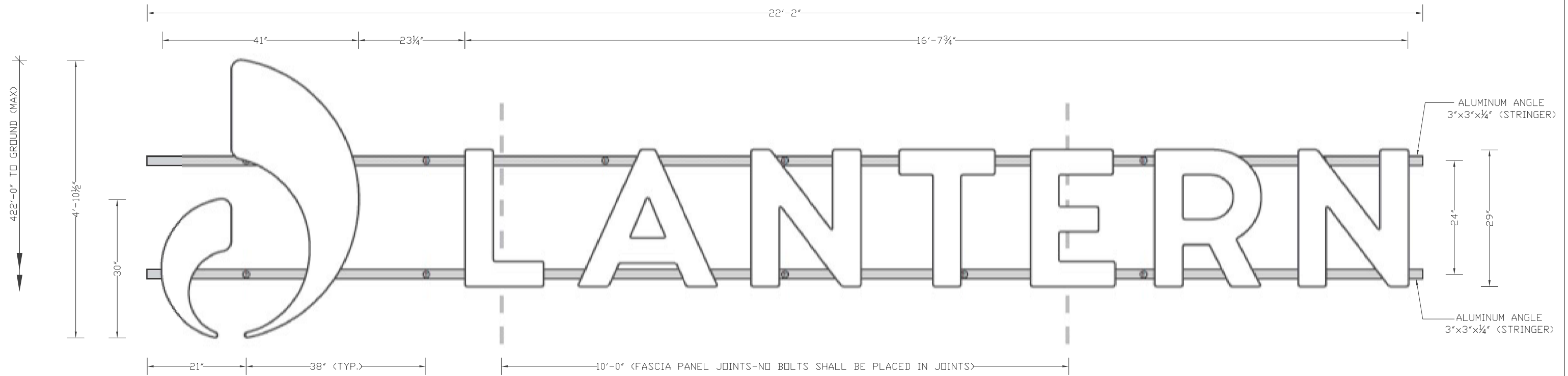
MM/DD/YYYY

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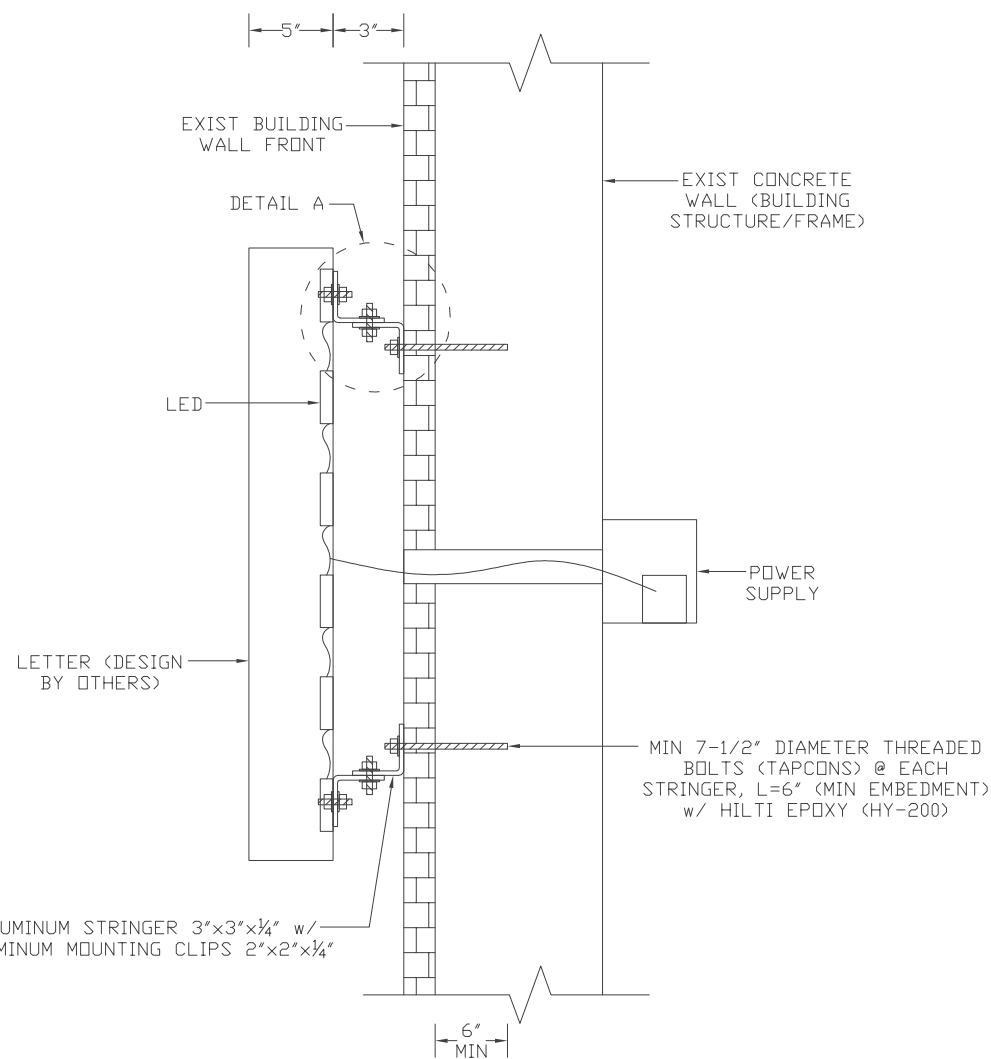


A division of Pattison ID
214.902.2000 chandlersigns.com

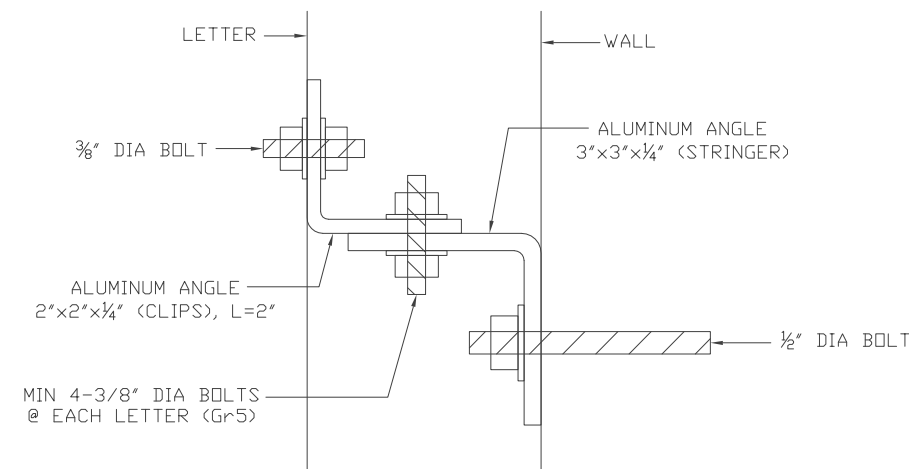


IMPORTANT NOTE:
 BOLTS SHALL NOT BE CONNECTED TO EXISTING BUILDING FASCIA, BRICK OR STONE VENEER (EXISTING BUILDING FACADE) AT ANY LOCATION.

SIDE VIEW



DETAIL A



NOTES:

- DESIGN IS BASED ON 2021 IBC - WIND SPEED OF 115 MPH (3-SEC GUST), EXPOSURE C.
- THIS DESIGN IS INTENDED FOR A SINGLE (1) THAT SHALL BE INSTALLED AT THE ADDRESS SHOWN AND SHALL NOT BE USED FOR MULTIPLE SIGN/S AT THIS OR ANY OTHER LOCATION/S UNLESS CERTIFIED BY A PROFESSIONAL ENGINEER.
- ENGINEER IS NOT THE ENGINEER OF RECORD FOR THE OVERALL PROJECT AND SHALL ONLY BE RESPONSIBLE FOR THE DESIGN OF SIGN STRUCTURE FOR WHICH CALCULATIONS ARE SHOWN ON THIS PAGE. (SIGN FRAME STRUCTURE DESIGN SHALL BE PROVIDED BY OTHERS).
- ALL HSS TUBE SECTIONS SHALL MEET ASTM A500 GRADE-B WITH MINIMUM YIELD STRESS $F_y=46$ KSI.
- ALL OTHER STEEL INCLUDING CONNECTION PLATES, ANGLES, ETC. SHALL MEET ASTM A36 WITH MINIMUM YIELD STRESS $F_y=36$ KSI.
- ALL ALUMINUM USED SHALL BE GRADE 6061-T6 OR EQUIVALENT WITH MINIMUM YIELD STRESS $F_y=35$ KSI.
- STRUCTURAL BOLTS SHALL CONFORM TO ASTM A325 UNLESS OTHERWISE NOTED AND SHALL BE GALVANIZED.
- ALL STEEL WELDING SHALL BE MADE WITH E70xx ELECTRODES AND SHALL BE PERFORMED BY CERTIFIED WELDERS IN ACCORDANCE WITH AWS STANDARDS.
- ALL ALUMINUM WELDING SHALL BE MADE WITH E40xx ELECTRODES AND SHALL BE PERFORMED BY CERTIFIED WELDERS IN ACCORDANCE WITH AWS STANDARDS.
- SIZE, LENGTH & NUMBER OF BOLTS ARE MINIMUM RECOMMENDED AND SHALL BE INCREASED DEPENDING ON FIELD CONDITIONS TO SECURE SIGN FIRMLY ONTO EXISTING BUILDING STRUCTURE.
- BOLTS SHALL BE CONNECTED TO EXISTING BUILDING STRUCTURE (FRAME) AT ALL LOCATIONS.
- EXISTING BUILDING STRUCTURE INFORMATION NOT PROVIDED BY SIGN CONTRACTOR.
- ANALYSIS OF EXISTING BUILDING STRUCTURE TO SUPPORT PROPOSED LOADS NOT IN SCOPE OF SMB ENGINEERING, LLC AND DESIGN ENGINEER AND HENCE NOT PERFORMED AND PROVIDED.
- SMB ENGINEERING, LLC AND DESIGN ENGINEER SHALL NOT BE HELD RESPONSIBLE FOR DAMAGE CAUSED TO EXISTING BUILDING DUE TO OVERLOADING OF PROPOSED LOADS.



SMB
ENGINEERING, LLC
 WWW.SMB-ENGINEERING.COM
 TEL: 832-443-7328

TEXAS REGISTRATION NUMBER : F-10116

CHANDLER SIGNS

LANTERN
 2100 ROSS AVENUE,
 DALLAS, TX

PRJ # : 24-K069	DWG BY : HMN	SCALE : NTS
DATE : OCT 2024	REV : 0	PAGE : 1 OF 1