

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

WEST END HISTORIC SIGN DISTRICT

CASE NUMBER: 2501140011

DATE FILED: January 17, 2025

LOCATION: 1907 N LAMAR
(southeast elevation)

SIZE OF REQUEST: 15.6 sq. ft.

COUNCIL DISTRICT: 14

ZONING: CA-1(A)

APPLICANT: Chase Singleton of Priority Signs and Graphics

OWNER: SUMMIT NCI JV 160, LLC

TENANT: SUMMIT HOTEL TRS 160, LLC

REQUEST: An application for a Certificate of Appropriateness by Chase Singleton of Priority Signs and Graphics, for a 15.6-square-foot faux neon illuminated upper level flat attached sign at 1907 N LAMAR (north elevation).

SUMMARY: The applicant proposes to install a 15.6-square-foot upper level flat attached sign, composed of open face channel letters illuminated by faux neon, bearing the name Springhill Suites by Marriott, that are installed on the north type-B facade of the building.

STAFF RECOMMENDATION: Approval.

SSDAC RECOMMENDATION: Approval.

BACKGROUND:

- The subject site is located in Westend SPSD and is zoned Central Area District 1 (CA-1(A)), a business zoning sign district.
These regulations are established in: [Sec. 51A-7.1000](#) (Specific details included below).
- The applicant proposes to install a 15.6-square-foot upper level flat attached sign, composed of open face channel letters illuminated by faux neon, bearing the name Springhill Suites by Marriott, that are installed on the north type-B facade of the building.
 - The sign is composed of a five-inch deep open-faced channel letters, painted white.
The sign will be back-lit by exposed LED that is intended to mimic the look and illumination of exposed neon.
- This is the forth of four applications under review by this body for this site. The intent is to replace the existing signs while refreshing the look. This sign is to be located on east façade of the building, and is submitted as Sign 4.
- Construction of the proposed sign is in accordance with SPSPD regulations and meets the requirements of the Dallas City Code per Sec. 51A-7.1000.

51A-7.1002 PURPOSE.

The purpose of this division is to regulate the construction of new signage and alterations made to existing signage with a view towards preserving the historic nature of this district. The general objectives of this division include those listed in Section 51A-7.101 as well as aesthetic considerations to insure that new signage is of appropriate historical design and does not visually obscure significant architectural features of a building or the district in general. (Ord. Nos. 19455; 21404; 22112; 26027)

51A-7.1003 DEFINITIONS.

(3) FLAT ATTACHED SIGN means an attached sign projecting four or less inches from a building.

(16) TYPE B FACADE means a facade with a total window area comprising less than 30 or more than 50 percent of the total facade area.

(17) UPPER LEVEL SIGN means a sign wholly situated above the top of the first floor windows or, if there are no first floor windows, above a point 12 feet above grade.

51A-7.1005(d) FLAT ATTACHED SIGNS ON TYPE B FACADES

(1) No premise may have more than three flat attached signs on each Type B facade.

(2) No flat attached sign on a Type B facade may contain more than eight words with characters four or more inches in height. Words consisting of characters less than four inches in height may be used without limit.

This façade will contain two flat attached signs. This sign will contain four words.

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

SUMMIT NCI JV 160, LLC
13215 BEE CAVE PKWY
AUSTIN, TX 78738

Officer names: SEE ATTACHED LIST

Tenant Ownership

SUMMIT HOTEL TRS 160, LLC
13215 BEE CAVE PKWY
AUSTIN, TX 78738

Officer names: SEE ATTACHED LIST

Officer List:

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

Building Owner: SUMMIT NCI JV 160, LLC(Legal Entity or Individual) Building

Owner Address: 13215 BEE CAVE PKWY AUSTIN, TX 78738

Officer for Building Owner: JOHN STANNER Title: PRESIDENT

Officer for Building Owner: CHRIS ENG Title: SECRETARY

Officer for Building Owner: _____ Title: _____

Tenant Name: SUMMIT HOTEL TRS 160, LLC (Full legal entity)

Corporate Address for Tenant: 13215 BEE CAVE PKWY AUSTIN, TX 78738

Officer for Building Owner: JOHN STANNER Title: PRESIDENT

Officer for Building Owner: CHRIS ENG Title: SECRETARY

Officer for Tenant: _____ Title: _____

SSDAC Action:

February 11, 2025

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

An application for a Certificate of Appropriateness by Chase Singleton of Priority Signs and Graphics, for a 15.6-square-foot faux neon illuminated upper level flat attached sign at 1907 N LAMAR (southeast elevation).

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

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

Speakers: Nickolas Caram

Job 193787850-002 (2501140011)**Job Edit****Miscellaneous Transaction****Job 193787850-002 (2501140011)****Electrical Sign (ES) ATTACHED - SIGN4 (A) New Construction**

Status: Paid

Created By: TLUMSDEN

Date Created: Jan 14, 2025

Date Completed: Jan 17, 2025

Parent Job: 193787850-001 (2410171056)

Specific Location: ***LANDMARK*** 15.6SF- FAUX NEON ILLUMINATED OPEN FACED CHANNEL LETTERS ON EAST ELEVATION \\\ CA#

Details

Customer
Singleton, Chase
1010 E Dallas Rd.
STE 100
Grapevine, TX 76051
(682) 331-6223
chase@psgdfw.com

Fee Amount

FeeType

Staff Email
SCOTT.ROPER@DALLAS.GOV

Details

Fees (EXT): 2501140011 Technology Fee \$15.00
Adjusted:\$0.00 Paid:\$15.00 Owed:\$0.00



Customer: Singleton, Chase
1010 E Dallas Rd.
STE 100

Fees (EXT): 2501140011 5BN - Special Provision Sign District fee \$397.00
Adjusted:\$0.00 Paid:\$397.00 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: 942371 \$412.00		(\$397.00)	\$0.00	(\$397.00)	
Technology Fee		\$15.00	\$0.00	\$15.00	\$0.00
Receipt Number: 942371 \$412.00		(\$15.00)	\$0.00	(\$15.00)	
					\$0.00

Job 193787850-002 (2501140011)

Processes

Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected				Jan 17, 2025 15:45:35
Auto generated System Fee Collection						

Certificate of Appropriateness

January 23, 2025

Routine

PLANNER: Rhonda Dunn**FILE NUMBER:** CA245-236(RD)**DATE FILED:** January 23, 2025**LOCATION:** 1907 N LAMAR ST**DISTRICT:** West End Historic District**COUNCIL DISTRICT:** 14**MAPSCO:** 45-K**ZONING:** CA-1(A)**CENSUS TRACT:** 0021.00**APPLICANT:** NICKOLAS CARAM**REPRESENTATIVE:****OWNER:** SUMMIT NCI JV 160 LLC

The staff decision is: Approved

Information regarding requests:

- 1) Remove/replace all exterior signage (total seven signs) on main building with new faux neon signage.
Approve

Conditions: Approve the proposed work in accordance with specifications dated 11/11/2024. The proposed work is consistent with Dallas City Code Section 51A-7.1005 pertaining to attached signs.

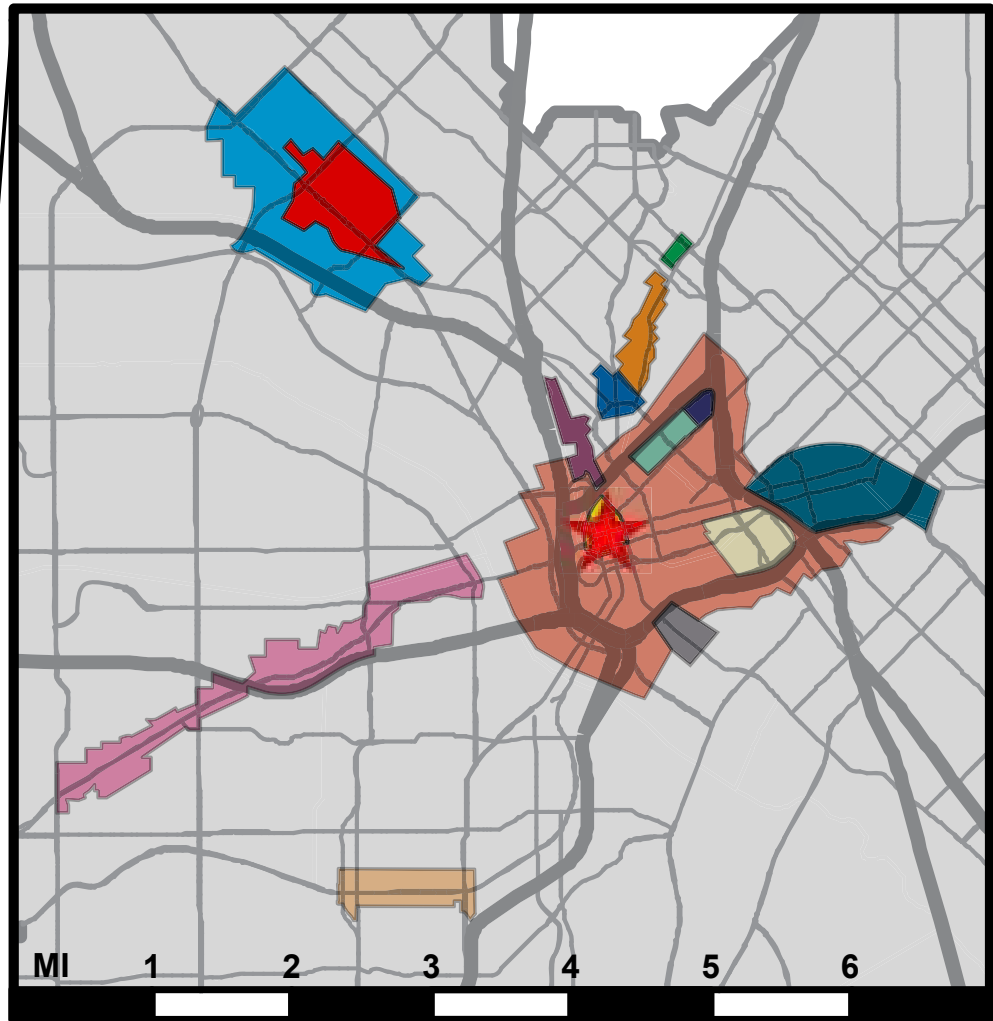
Rhonda Dunn, Ph.D.

Senior Planner

January 23, 2025

Date

Please take any signed drawings to Building Inspection for permits.



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



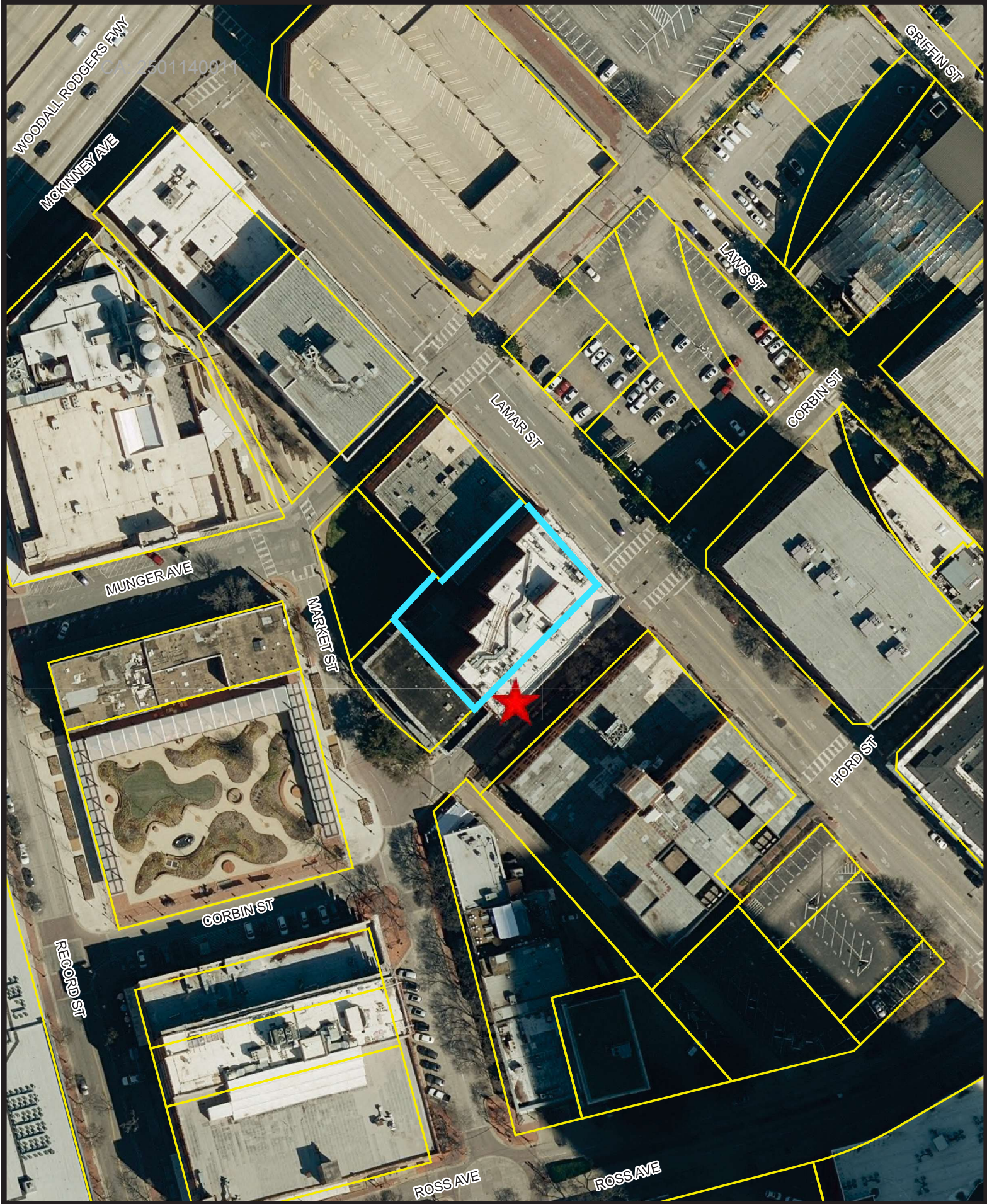
SPSD MAP

1907 N Lamar St

West End Historic Sign District

Case no: **2501140011**

Date: **01/24/2025**



1:1,200

Aerial Map

CA-193-140011

PD 193
(I-2)

DOWNTOWN
Downtown Perimeter
SPSD

SUP
1803

GRIFFIN ST

LAWS ST

DOWNTOWN
Inner Loop
SPSD

SUP
1514

DOWNTOWN
General CBD area 1
SPSD

CORBIN ST

MUNGER AVE

CA-1(A)

WEST END HISTORIC
SPSD

MARKET ST

H/2

HORD ST

CORBIN ST

RECORD ST

ROSS AVE

ROSS AVE



1:1,200

Zoning Map

4013


CA: 2501140011

PROJECT PROPOSAL



MARSHA: DALWE

OWNERSHIP: SUMMIT HOTEL PROPERTIES

Customer: SPRINGHILL SUITES	Date: 11/11/24	Prepared By: CTM/AL	Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.		Persona Signs, LLC 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com
Location: DALLAS, TX	File Name: 370595 - R17 - DALLAS, TX	40-14	Eng: -		

SITE PLAN

CA: 2501140011



SPRINGHILL SUITES BY MARRIOTT

1907 NORTH LAMAR STREET
DALLAS, TX 75202

EXISTING SIGNS:

- ① EXISTING CHANNEL LETTER SET
- ② EXISTING CHANNEL LETTER SET
- ③ EXISTING CHANNEL LETTER SET
- ④ 1'-10" X 10'-10" WALL SIGN
- ⑤ 1'-10" X 10'-10" WALL SIGN
- ⑥ 12'-0" X 1'-6 1/2" BLADE SIGN
- ⑦ EXISTING WALL SIGN

PROPOSED SIGNS:

- ① REMOVE - DO NOT REPLACE
- ② REMOVE - DO NOT REPLACE
- ③ REMOVE - DO NOT REPLACE
- ④ 10" CHANNEL LETTERS
- ⑤ 2'-0" X 2'-6" EXIT ONLY PANEL
- ⑥ 12'-0" X 1'-6 1/2" BLADE SIGN
- ⑦ 2'-1" X 139 1/2" +/- WALL SIGN

Customer:

SPRINGHILL SUITES

Date:

11/11/24

Prepared By: CTM/MW/

PG/AL/PG/AL

Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

Location:

DALLAS, TX

File Name:

370595 - R17 - DALLAS, TX

40-15

Eng:

-

persona
SIGNS | LIGHTING | IMAGE

Persona Signs, LLC
700 21st Street Southwest
PO Box 210
Watertown, SD 57201-0210
1.800.843.9888 • www.personasigns.com

SITE PLAN

CA: 2501140011



SPRINGHILL SUITES BY MARRIOTT

1907 NORTH LAMAR STREET
DALLAS, TX 75202

EXISTING SIGNS:

- ① EXISTING CHANNEL LETTER SET
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Customer:

SPRINGHILL SUITES

Date:

11/11/24

Prepared By:

AL

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Location:

DALLAS, TX

File Name:

370595 - R17 - DALLAS, TX

40-16

Eng:

-

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SIGNS | LIGHTING | IMAGE

Persona Signs, LLC
700 21st Street Southwest
PO Box 210
Watertown, SD 57201-0210
1.800.843.9888 • www.personasigns.com

BUILDING SIGNAGE

CA: 2501140011

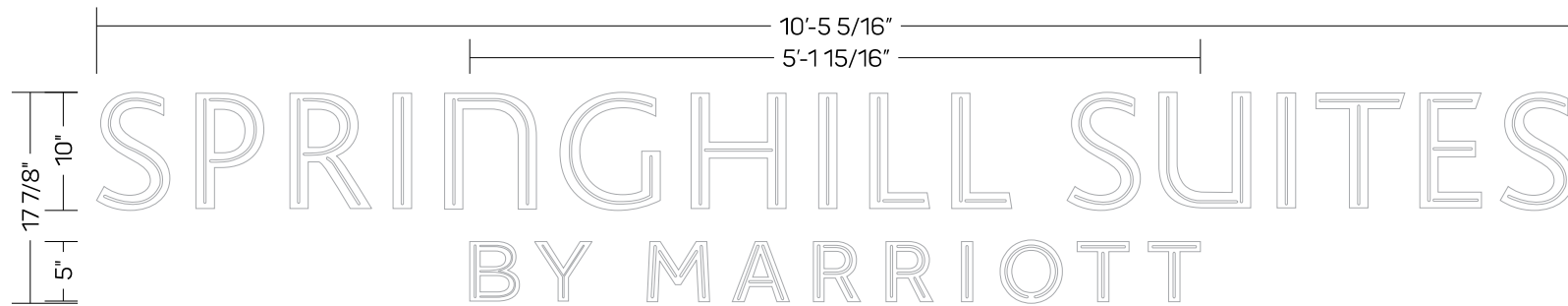
STANDARD SPECS ARE USED FOR THIS PROPOSAL

4

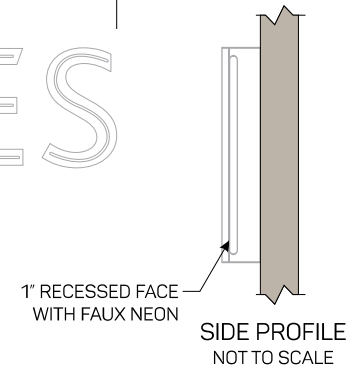


EXISTING:
HOTEL PARKING SIGN IS 22" X 130"
WALL SIGN IS 31" X 48"

PROPOSED:



GRAPHIC DETAIL
SCALE: 3/4" = 1'-0"



NOTE: EXISTING CABINET ALREADY REMOVED

NOTE: LETTERS TO BE FABRICATED FROM ALUMINUM WITH FAUX NEON / LETTERS WILL BE BLACK EXTERIOR WITH WHITE INTERIOR / LETTERS WILL ILLUMINATE WHITE AT NIGHT

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

Date

Customer: SPRINGHILL SUITES	Date: 18NOV24	Prepared By: CTM/PG/AL/PG/AL/SC	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>
Location: DALLAS, TX	File Name: 370595 - R17 - DALLAS, TX	40-17	Eng: -

persona
SIGNS | LIGHTING | IMAGE

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