

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

DOWNTOWN SPECIAL PROVISION SIGN DISTRICT

CASE NUMBER: 2410280019

DATE FILED: October 28, 2024

LOCATION: 750 N ST PAUL ST
(northwest elevation)

SIZE OF REQUEST: 82.2 sq. ft.

COUNCIL DISTRICT: 14

ZONING: PD-708, Subdistrict 1

APPLICANT: Josephine Gonzales of Pattison ID

OWNER: 750 NPS Holdings, LLC

TENANT: Mayer LLP

REQUEST: An application for a Certificate of Appropriateness by Josephine Gonzales of Pattison ID for a 82.2-square-foot LED illuminated middle level flat attached sign at 750 N. ST. PAUL ST. (northwest elevation).

SUMMARY: The applicant proposes to install a 82.2-square-foot middle level flat attached sign, composed of face lit channel letters, mounted on a backer panel with a reverse lit channeled border, on the northwest elevation, and bearing the name 'MAYER'.

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 82.2-square-foot middle level flat attached sign, composed of face lit channel letters, mounted on a backer panel with a reverse lit channeled border, on the northwest elevation, and bearing the name 'MAYER'.
 - Aluminum Fabricated Face Lit Channel Letters. Five-inch Aluminum Returns with black Painted Finish. Faces to be White Acrylic with one-inch White Trimcap. Internally Illuminated by White LEDs. Backer is constructed of aluminum and painted PMS 11c "Cool Gray" with a channeled border painted PMS 7746c "Olive". Border is reverse lit with white LED.
 - The mounting surface will be 2 1/4" mullions and 24" slate fascia tile. Blocking will be used for reinforcement per engineering.
 - Mounting Hardware consists of a minimum of 12 3/8-inch all threaded thru bolts to be used in conjunction with the blocking 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.

(22.1) MIDDLE LEVEL SIGN means an attached sign wholly or partially situated within the middle level sign area.

(22.2) MIDDLE LEVEL SIGN AREA means the portion of a building facade that is between the lower level sign area and the upper level sign area.

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:

(B) 20 percent of the area in the middle level sign area;

(e) Flat attached signs.

(2) Middle level flat attached signs.

(E) Middle level flat attached signs are only permitted on buildings with 10 or more stories.

(F) One middle level flat attached sign is permitted for every 100 feet of building height or portion thereof, up to a maximum of three signs, per facade.

(G) Middle level flat attached signs must have a vertical separation of 75 feet from any other flat attached sign on the same facade in the lower, middle, or 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 one word, "MAYER", and is wholly located in the middle level sign area of the northwest façade. This proposed sign is the only middle level sign and is located 90-feet from the nearest sign.

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 82.2-square-foot LED illuminated middle level flat attached sign at 750 N ST PAUL ST (northwest elevation).

Maker: Webster
Second: Hardin
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

750 NPS Holdings, LLC
750 N. St. Paul Street, Suite 1725
Dallas, TX 75201

Officer names: Keely Gillmore Title: Senior Property Manager
William Prewitt Title: Owner

Tenant Ownership

Mayer LLP
750 N. St. Paul Street, Suite 700
Dallas, TX 75201

Officer names: Zach Mayer Title: Partner
Rob Rickman Title: Partner
Melanie Cheairs Title: Partner

Job 193755108-002 (2410280019)

Job Edit

Miscellaneous Transaction Job 193755108-002 (2410280019)

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

Status: Paid Created By: TLUMSDEN Date Created: Oct 28, 2024
Date Completed: Oct 28, 2024

Parent Job: 193755108-001 (2410161003)

Specific Location: 82.2SF - 750 N ST PAUL ST Ste:900 - LED ILLUMINATED - MIDDLE LEVEL FLAT ATTACHED SIGN ///CA#2410280019

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): 2410280019 Technology Fee \$15.00
Adjusted:\$0.00 Paid:\$15.00 Owed:\$0.00

Fees (EXT): 2410280019 5BN - Special Provision Sign District fee \$397.00
Adjusted:\$0.00 Paid:\$397.00 Owed:\$0.00



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

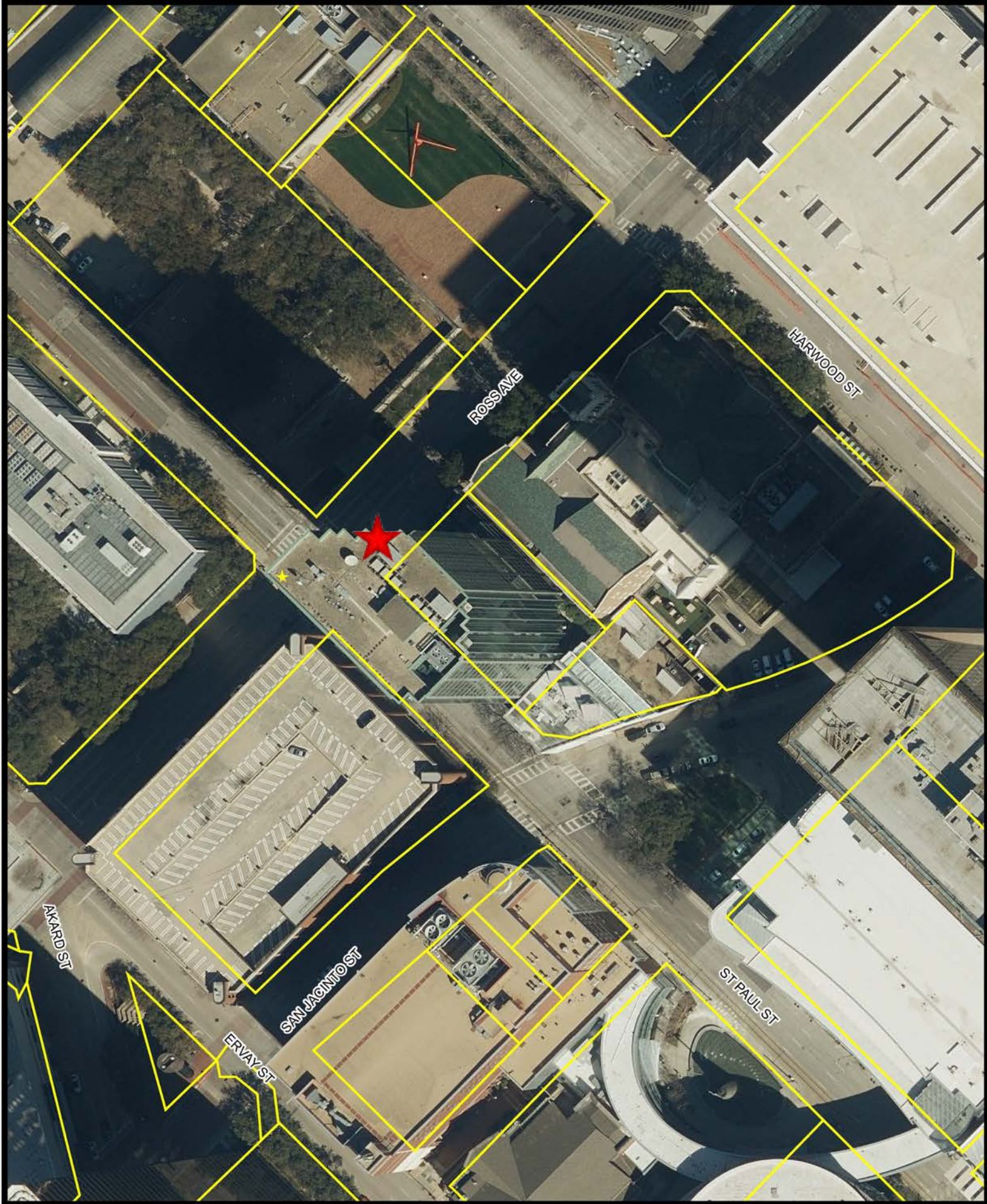
Fees

Description	Posted Date	Amount	Tax	Total	Balance
5BN - Special Provision Sign District fee		\$397.00	\$0.00	\$397.00	\$0.00
Receipt Number: 927094 \$412.00		(\$397.00)	\$0.00	(\$397.00)	
Technology Fee		\$15.00	\$0.00	\$15.00	\$0.00
Receipt Number: 927094 \$412.00		(\$15.00)	\$0.00	(\$15.00)	
					\$0.00

Job 193755108-002 (2410280019)

Processes

Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected			Oct 28, 2024 11:36:20	
Auto generated System Fee Collection						



Printed Date: 12/4/2024



1:1,200

Aerial Map - 750 N St Paul St

46-9

ARTS DISTRICT
SPSD

PD
145

PD 708
(Subdistrict 1)

PD
708

ROSS AVE

HARWOOD ST

SP

CA-1(A)

AKARD ST

SAN JACINTO ST

ST PAUL ST

ERVAY ST

SUP
1467

SUP
1792



1:1,200

Zoning Map - 750 N St Paul St

46-10

Printed Date: 12/4/2024



EXISTING SIGN ELEVATION

REMOVE EXISTING SIGNAGE, BRING TO PLANT FOR UPGRADES, & REINSTALL AT NEW POSITION ON NORTH FACE



A PROPOSED SIGNAGE PLACEMENT

Project ID
0426557Ar2

MAYER
750 N ST. PAUL ST,
DALLAS, TEXAS

Date: 8/20/2024
Contact: RICHARD BROWN
Designer: ES

Sign Item

ELEVATION

Scale:

Revision Note

R1 TS-8/27/24: Added Opt.2
Moved all to the North elev.
11th and 12th, 13th floor
R2 RFF 08.28.24 added sign a
new photos with sign locations

**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



A PROPOSED NORTH ELEVATION

Project ID
0426557Ar2

MAYER
750 N ST. PAUL ST,
DALLAS, TEXAS

Date: 8/20/2024
Contact: RICHARD BROWN
Designer: ES

Sign Item

RENDERS

Scale:

Revision Note

R1 TS-8/27/24: Added Opt.2
Moved all to the North elev.
11th and 12th, 13th floor
R2 RFF 08.28.24 added sign a
new photos with sign locations

**Information Required
for Production**

Customer Approval

Signature

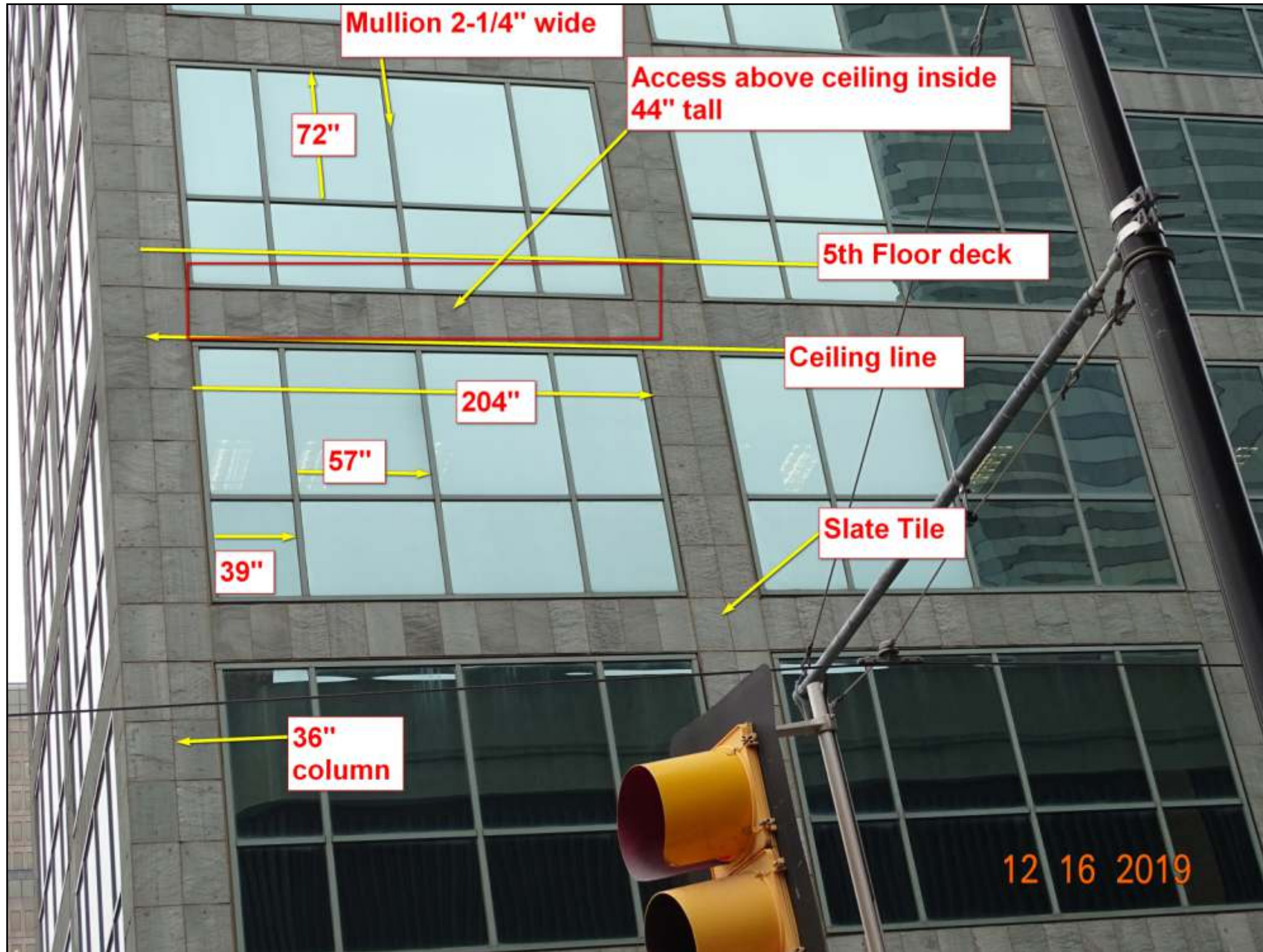
MM/DD/YYYY

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SURVEY DETAILS

Sign Item

SIGN SPECS.

Scale:

Revision Note

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Moved all to the North elev.
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**Information Required
for Production**

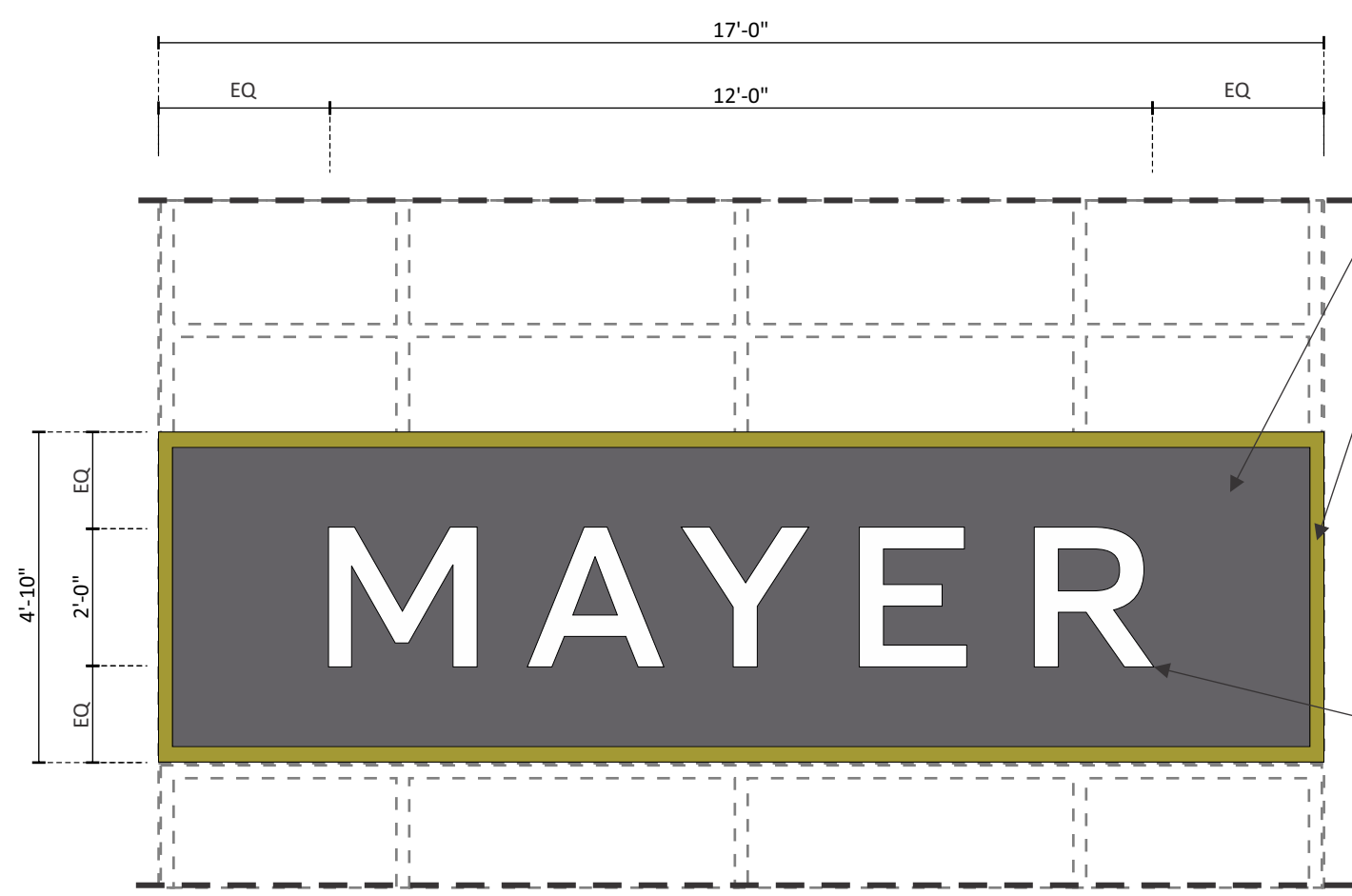
Customer Approval

Signature _____

MM/DD/YYYY _____

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- EXISTING ALUMINUM PAN-TYLE BACKGROUND PANEL
- PANEL MOUNTS TO EXISTING WINDOW MULLIONS & SLATE FASCIA TILE
- REVERSE CHANNEL BORDER AROUND BACKGROUND PERIMETER
- ALUMINUM RETURNS PREFINISHED BLACK FACE P.T.M. PMS 7746c OLIVE
- BACK LIT WITH WHITE LED'S
- ALUMINUM PAN-STYLE BACKGROUND PANEL PAINTED TO MATCH PMS COOL GRAY 11C
- CHANNEL LETTERS : ALUMINUM RETURNS PRE-FINISHED BLACK - FACES PAINTED WHITE INTERNALLY ILLUMINATED w/ WHITE LEDS
- FACELIT CHANNEL LETTER W/ACRYLIC WHITE FACE
- 5" BLACK RETURNS.
- WIRE DETAIL ON SHEET 5

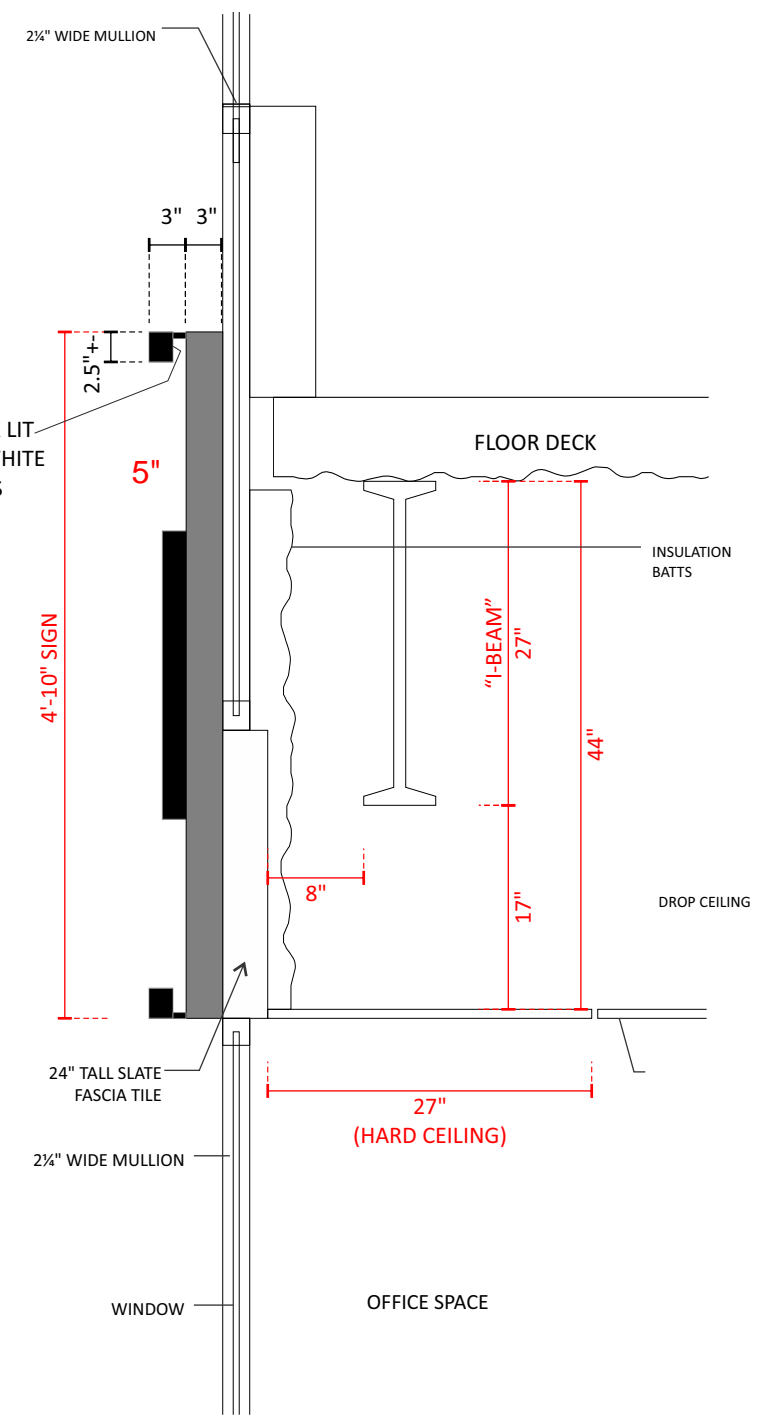
A SIGN REFURBISHMENT DETAIL

SCALE: 3/8" = 1'-0"

- SCOPE:**
- REMOVE** EXISTING SIGN & BRING TO PLANT FOR UPGRADES
 - SEAL PREVIOUS MOUNTING HOLES w/ WATER TIGHT SEALANT
 - REMOVE & DISCARD** EXISTING REVERSE CHANNEL LETTERS
 - MANUFACTURE** REPLACEMENT "MAYER" CHANNEL LETTERS
 - #7328 WHITE ACRYLIC FACES
 - WHITE JEWELITE RETAINERS
 - 5" BLACK RETURNS
 - GE TETRAMAX 7100K WHITE LEDS
 - REMOTE LED POWER SUPPLIES
 - REMOVE/DISCARD** EXISTING GREEN BORDER
 - MANUFACTURE** REPLACEMENT SAME SIZE USING
 - REVERSE CHANNEL TREATMENT w/ WHITE LED HALO ILLUMINATION
 - RETURNS PAINTED PMS 7746c OLIVE
 - BACK LIT WITH GE TETRAMAX 7100K WHITE LEDS
 - REINSTALL** NEWLY REFURBISHED SIGN ON EXISTING BACKER PANEL



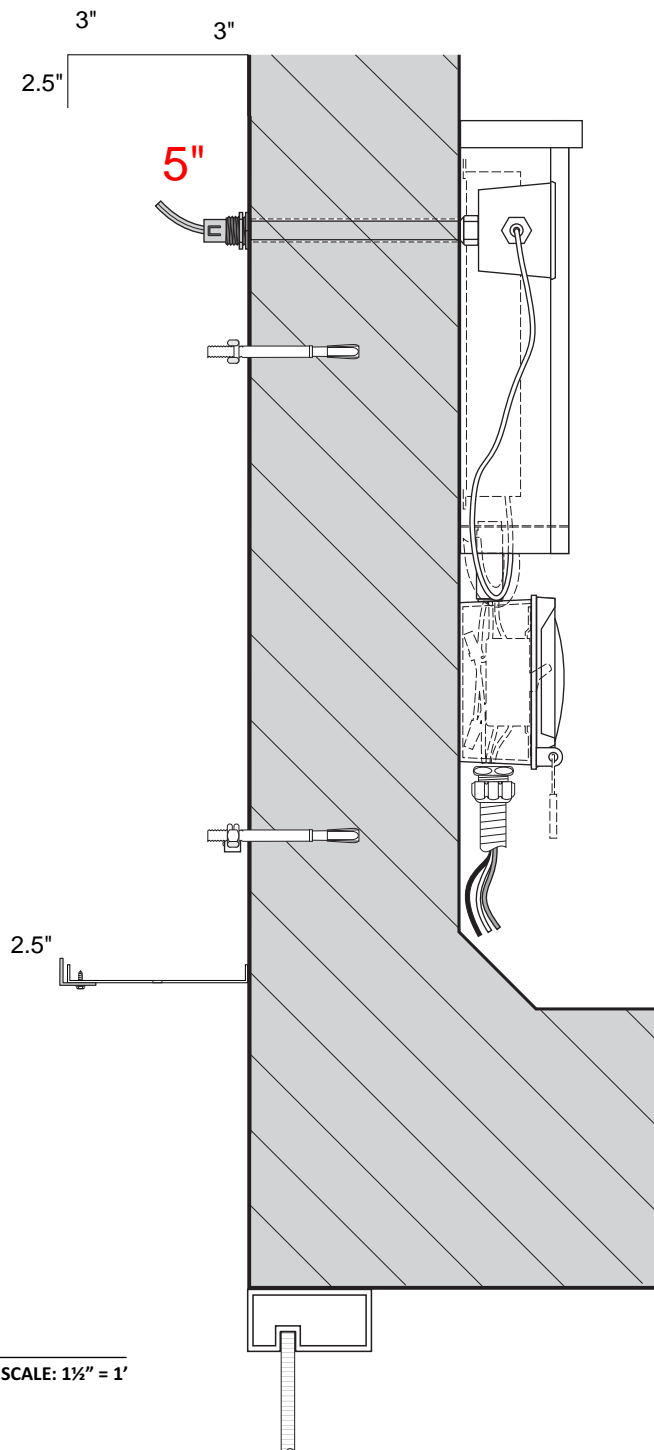
LIGHTING SIMULATION



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

FACE-LIT CHANNEL LETTER: ALUMINUM RETURNS
FACES PAINTED WHITE.

BACK LIT WITH
WHITE LED'S



A SECTION
SCALE: 1/4" = 1'

DISTRIBUTION OF PRINTS			
<input checked="" type="checkbox"/> B.O.M.	<input checked="" type="checkbox"/> CAD/CAM	<input type="checkbox"/> CHNL. LTR.	<input type="checkbox"/> CUSTOM
<input checked="" type="checkbox"/> VINYL	<input checked="" type="checkbox"/> PATTERNS	<input type="checkbox"/> LTR. PLEX	<input checked="" type="checkbox"/> PLEX
<input checked="" type="checkbox"/> PAINT	<input checked="" type="checkbox"/> ASSEMBLY	<input type="checkbox"/> LTR. ASSY.	<input type="checkbox"/> NEON

QUANTITY OF SIGNS REQUIRED **1**

CHANDLER SIGNS
A division of Pattison ID
1.866.635.1110 pattisonid.com

MAYER
THIS SIGN IS AUTHORIZED TO BE
INSTALLED AT THE FOLLOWING ADDRESS:
750 N. St Paul Street
Dallas, Texas 75201-3236

SA **UL** **US**
If electrified and illuminated, this sign is intended to be installed in accordance with the requirements of National Electrical Code (NEC) or NFPA 70 and of the Canadian Electrical Code (CE Code) or CSA C22.1 and/or other applicable local codes. This includes proper grounding and bonding of the sign.

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6			
5			
4			
3			
2			
1	-----	-	--/--
#	REVISION DESCRIPTION:	By:	Date:

DOCUMENT USE: MANUFACTURING	CURRENT REVISION 1
DRAWING #: 0426557	DATE:
DRAWN BY:	JOB:
CHECKED BY:	PAGE: 3 OF: 4
PROJECT ID: 57 PCL5 SG VY LED FLU	



Project ID
0426557Ar2

MAYER
750 N ST. PAUL ST,
DALLAS, TEXAS

Date: 8/20/2024
Contact: RICHARD BROWN
Designer: ES

Sign Item

AERIAL VIEW

Scale:

Revision Note

R1 TS-8/27/24: Added Opt.2
Moved all to the North elev.
11th and 12th, 13th floor
R2 RFF 08.28.24 added sign a
new photos with sign locations

**Information Required
for Production**

Customer Approval

Signature

MM/DD/YYYY

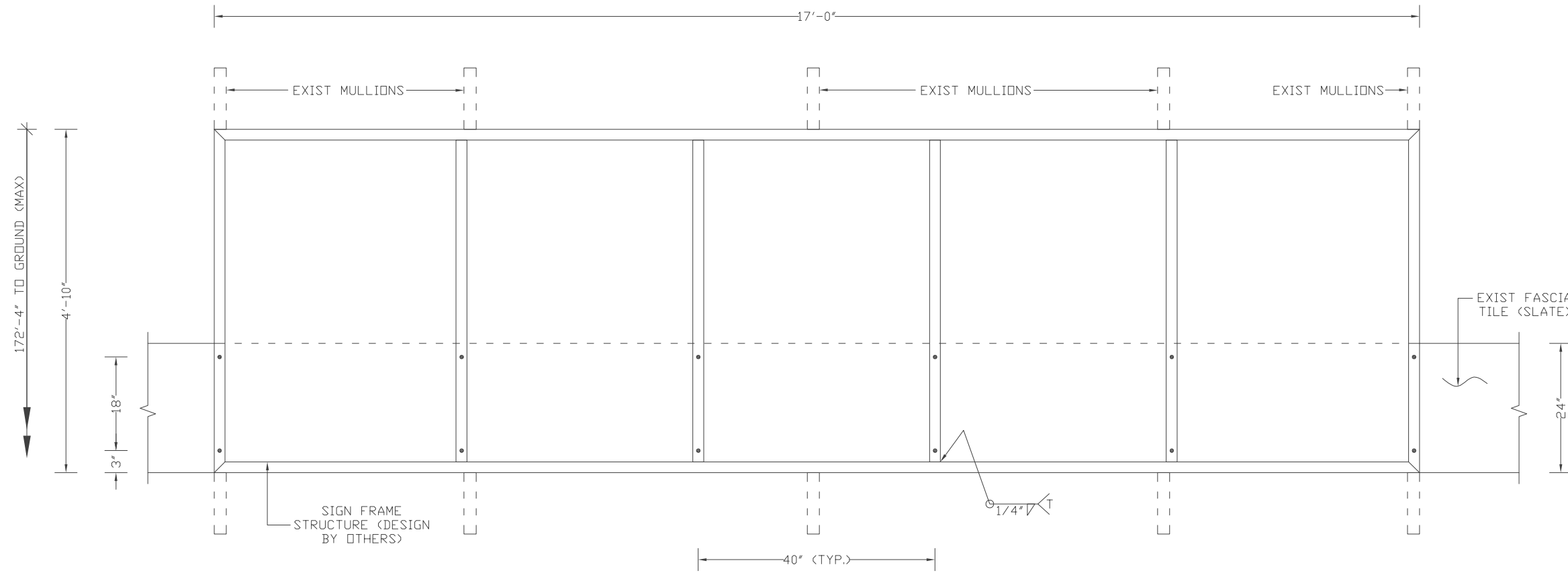
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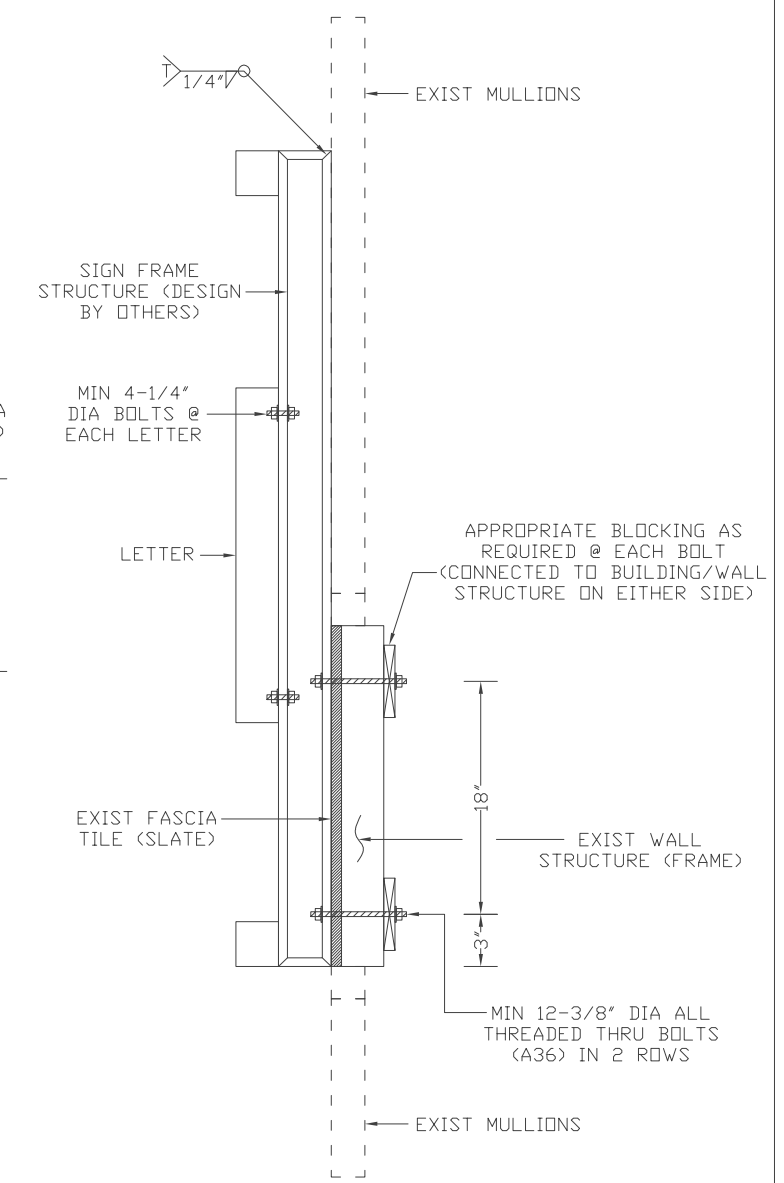


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214.902.2000 chandler signs.com

ELEVATION



SIDE VIEW



IMPORTANT NOTE:

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



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) SIGN 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 6053 OR 6061 OR EQUIVALENT WITH MINIMUM YIELD STRESS $F_y=20$ 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 ADDITION OF PROPOSED LOADS.

Design Wall Connection (BOLTS)

Section	Area (sq ft)	Shape Factor	Wind (psf)	Force	Moment
Area	83.00	1	42	3486	8715
				3486	8715

Bolt Tension = $8715 \times 12 \times 1.5$ (SF) / 6 (bolts/side) \times 18 in (spc) = 1453

Bolt Area (required) $> 1453 / 36000 = 0.05$ sq in

Try 3/8 in Diameter Bolts ; A = 0.11 sq in ; C = 1.17 in

Use Min 12 - 3/8 in Diameter All Threaded Thru Bolts (A36) in 2 Rows

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

TEXAS REGISTRATION NUMBER : F-10116

CHANDLER SIGNS
 17319 SAN PEDRO AVE.,
 SAN ANTONIO, TX 78232

MAYER
 750 NORTH SAINT PAUL STREET,
 DALLAS, TX

PRJ # : 24-K070	DWG BY : HMN	SCALE : NTS
DATE : OCT 2024	REV : 0	PAGE : 1 OF 1