

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

**DEEP ELLUM/ NEAR EAST SIGN DISTRICT**

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**CASE NUMBER:** SIGN-25-000461  
**LOCATION:** 2700 COMMERCE ST, STE 1500  
(W ELEVATION)

**DATE FILED:** June 26th, 2025  
**SIZE OF REQUEST:** 149 sq. ft.

**COUNCIL DISTRICT:** 2

**ZONING:** PD-269, TRACT A

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**APPLICANT:** Josephine Gonzales of Pattison ID

**OWNER:** HW Commerce Office LP

**TENANT:** WWEX Group

**REQUEST:** An application for a Certificate of Appropriateness by Josephine Gonzales of Pattison ID, for a 149-square-foot LED illuminated channel letter sign at 2700 COMMERCE ST, STE 1500 (W ELEVATION).

**SUMMARY:** The applicant proposes to install a 149-square-foot LED illuminated channel sign, Five inch white channel front lit channel letters emit white light from the front, to be mounted to a seven-inch raceway.

**STAFF RECOMMENDATION:** Approval.

**SSDAC RECOMMENDATION:** Approval.

**BACKGROUND:**

- The subject site is located in Deep Ellum/ Near East Sign District. This district is zoned PD No. 269, Tract A, Deep Ellum/Near East Side District.  
These regulations are established in: [Sec. 51A-7.1300](#) (Specific details included below).
- The applicant proposes to install a 149-square-foot LED illuminated channel sign, Five inch white channel front lit channel letters emit white light from the front, to be mounted to a seven-inch raceway.
  - The sign is composed of 5" aluminum channel letters, painted white with white acrylic faces and 1" metal retainers, painted white, mounted to a seven-inch raceway. Sign elements are constructed entirely of metal, plastic, and LED lighting. The overall height of the sign is 75' 9".
  - The sign will be back-lit by LED, emitting a white glow through the faces.
- This is the second of two applications under review by this body for this site. This sign is to be located on Henry Street, and is submitted as Sign B.
- Construction of the proposed sign is in accordance with SPSD regulations and meets the requirements of the Dallas City Code per Sec. 51A-7.1300.

**51A-7.1302 PURPOSE.**

The purpose of this division is to promote signage that is compatible with the architectural character and design guidelines of the Deep Ellum/Near East Side Planned Development District while encouraging artistic, creative, and innovative signs which are reflective of themes that have grown and developed in the Deep Ellum area.

**51A-7.1305 SPECIAL PROVISIONS FOR ALL SIGNS.**

(b) Except for wallscape signs, painted applied signs, and district identification signs, no sign may exceed 150 square feet unless it is located more than 65 feet above grade, at which point no sign may exceed 300 square feet.

*This proposed sign is 149 square-feet and is located between 71' 3" - 75' 9" above grade.*

**51A-7.1306 SPECIAL PROVISIONS FOR ATTACHED SIGNS.**

- (a) Attached signs in general.
  - (1) No portion of an attached sign may be located:
    - (A) more than 10 feet from the facade to which it is attached; or
    - (B) less than two feet from the back of a street curb.

*The total projection of the proposed sign will not exceed twelve-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.

**Property Ownership**

HW Commerce Office LP  
2700 Commerce Street, Suite #113  
Dallas, TX 75226

Officer names: SEE ATTACHED

**Tenant Ownership**

WWEX Group  
2700 Commerce Street, Suite #1500  
Dallas, TX 75226

Officer names: SEE ATTACHED

**Officer list for the tenant and building owner:**

**BUILDING OWNER :**

Owner: HW Commerce Office LP (2700 Commerce Street, Suite #113, Dallas, TX 75226)

HW COMMERCE OFFICE LP is a partnership between Hines, Westdale, and IvanhoeCambridge.

Contacts for each are below:

**Hines**

Corbin Eckel, Managing Director

**Westdale**

Jeff Allen, Executive Vice President, Commercial Division

Rhonda Thompson, Director

**IvanhoeCambridge**

Marc-Antoine Bedard

**TENANT :**

-Tenant: WWEX Group

-Tenant Officers:

-Tom Madine, CEO

-Jack Pearlstein, CFO

-Joel Clum, COO

**SSDAC Action:**

**July 15, 2025**

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

An application for a Certificate of Appropriateness by Josephine Gonzales of Pattison ID, for a 149-square-foot LED illuminated channel letter sign at 2700 COMMERCE ST, STE 1500 (W ELEVATION).

Maker: Hardin  
Second: Hall  
Result: Carried: 4 to 0

For: 4 - Peadon, Dumas, Hardin and Hall  
Against: 0 - none  
Absent: 1 - Webster  
Conflict: 0 - none

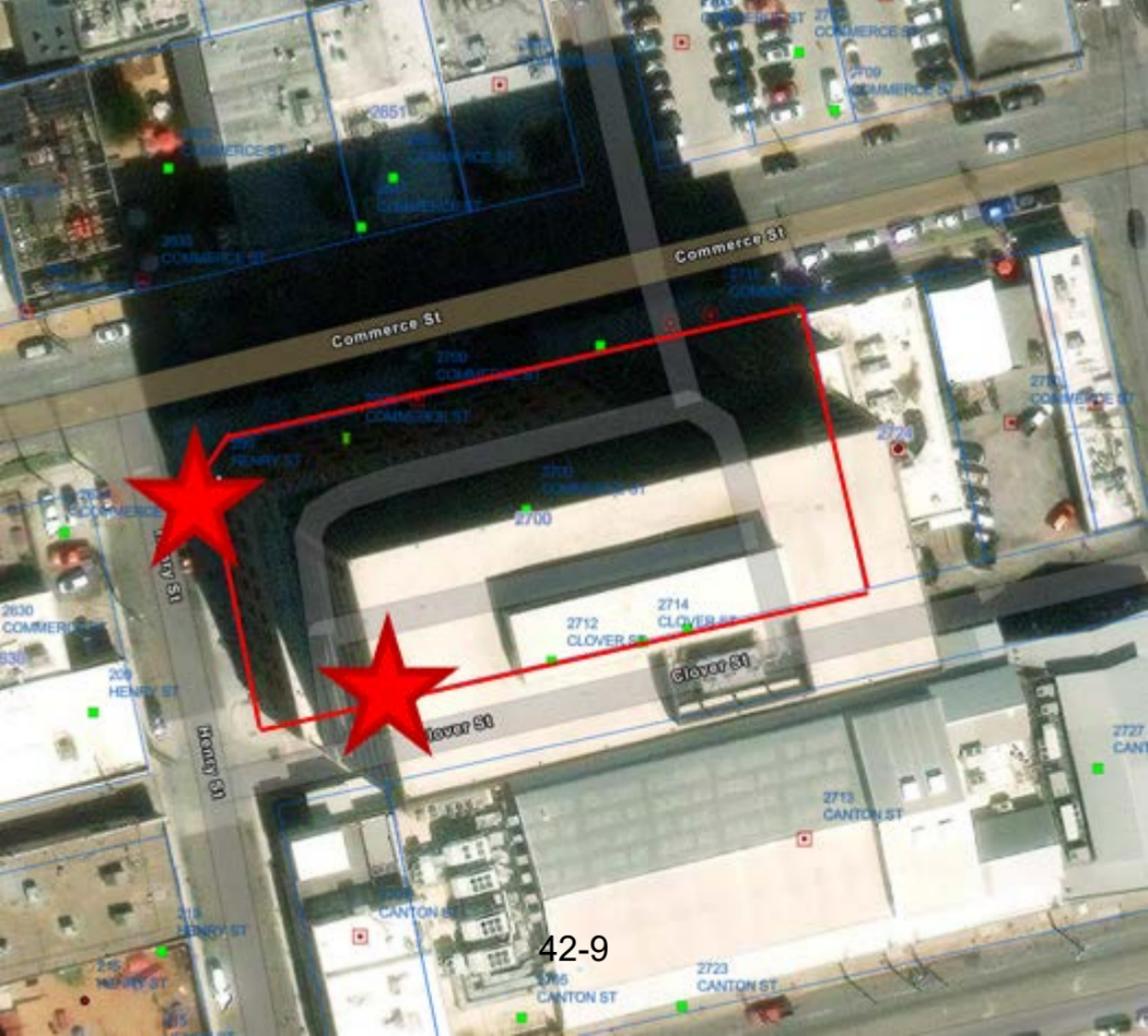
Speakers: Matt Wilson - Pattison ID

PD-269



42-8





Commerce St

Commerce St

US AVE

US AVE

Clover St

Clover St

42-9

CANTON ST

2713 CANTON ST

2715 CANTON ST

2723 CANTON ST

2700

2712 CLOVER ST

2714 CLOVER ST

2851

2700 COMMERCE ST

2700 COMMERCE ST

2700 COMMERCE ST

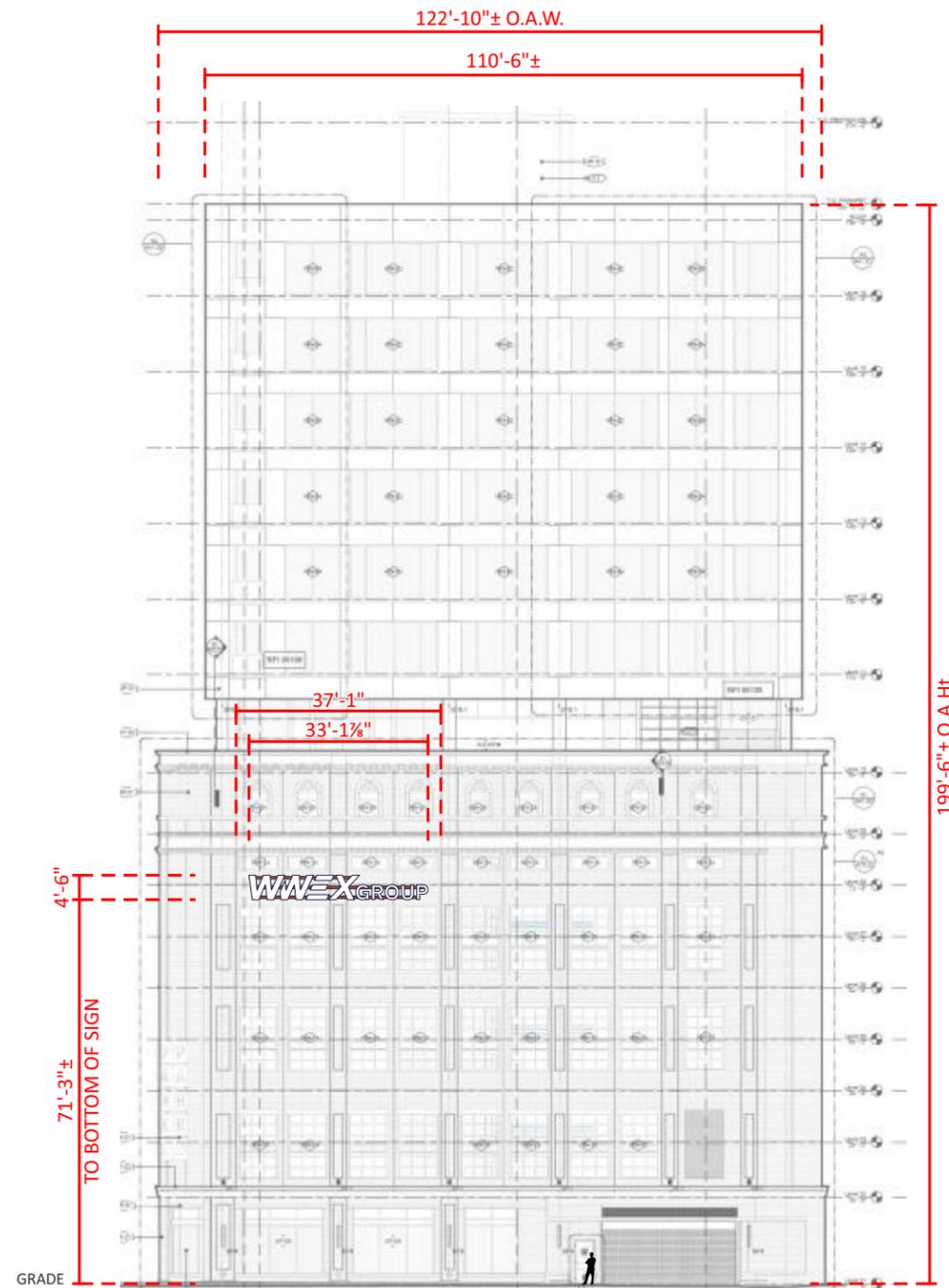
2727 CANTON ST

2600 COMMERCE ST

209 HENRY ST

215 HENRY ST

215 HENRY ST



**B WEST ELEVATION - PROPOSED SIGNAGE** SCALE: 1/32" = 1'-0"  
 (16 STORIES) EFFECTIVE AREA OF WEST ELEVATION: 24,339 Sq.Ft.

Project ID  
**0420531AR7**

**WVEX GROUP**  
 2700 COMMERCE ST  
 DALLAS, TX.

Date: 03.01.23  
 Contact: M WILSON  
 Designer: SDM

**Sign Item**  
**SIGN ITEM**

Scale:

**Revision Note**

R7 RFF 05.21.25

**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.

**Pattison**  
 1.866.635.1110  
 pattisonid.com



**WEST ELEVATION PERSPECTIVE - EXISTING SIGNAGE**

REMOVE & DISCARD ONE [1] EXISTING FACE-LIT CHANNEL LETTER SET -  
 PATCH & SEAL ALL HOLES IN BRICK - CAP ELECTRICAL



**B WEST ELEVATION PERSPECTIVE - PROPOSED SIGNAGE**

ONE [1] SET FACE-LIT CHANNEL LETTERS ON RACEWAYS REQUIRED - MANUFACTURE & INSTALL

**NOTE: REFER TO REWORK #419200 FOR RACEWAY DETAILS**

Project ID  
**0420531AR7**

**WVEX GROUP**  
 2700 COMMERCE ST  
 DALLAS, TX.

Date: 03.01.23  
 Contact: M WILSON  
 Designer: SDM

Sign Item  
**SIGN ITEM**

Scale:

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 pattisonid.com



**WEST ELEVATION - WALL CONDITION**



**WEST ELEVATION - WALL CONDITION**



**BEHIND WALL CONDITION**

Project ID  
**0420531AR7**

**WWEX GROUP**  
2700 COMMERCE ST  
DALLAS, TX.

Date: 03.01.23  
Contact: M WILSON  
Designer: SDM

**Sign Item**

**SIGN ITEM**

Scale:

**Revision Note**

R7 RFF 05.21.25

**Information Required  
for Production**

**Customer Approval**

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

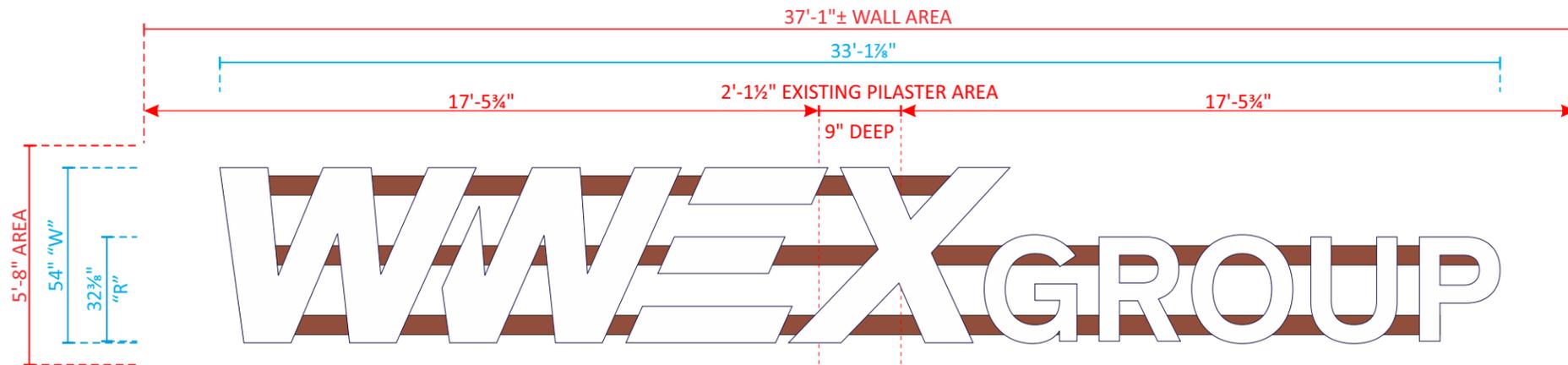
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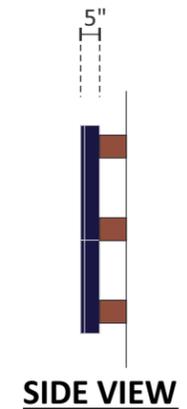


**B NORTH ELEVATION - CHANNEL LETTERS** SCALE: 1/4" = 1'-0"  
 ONE [1] SET REQUIRED - MANUFACTURE & INSTALL 149.89 Sq.Ft.

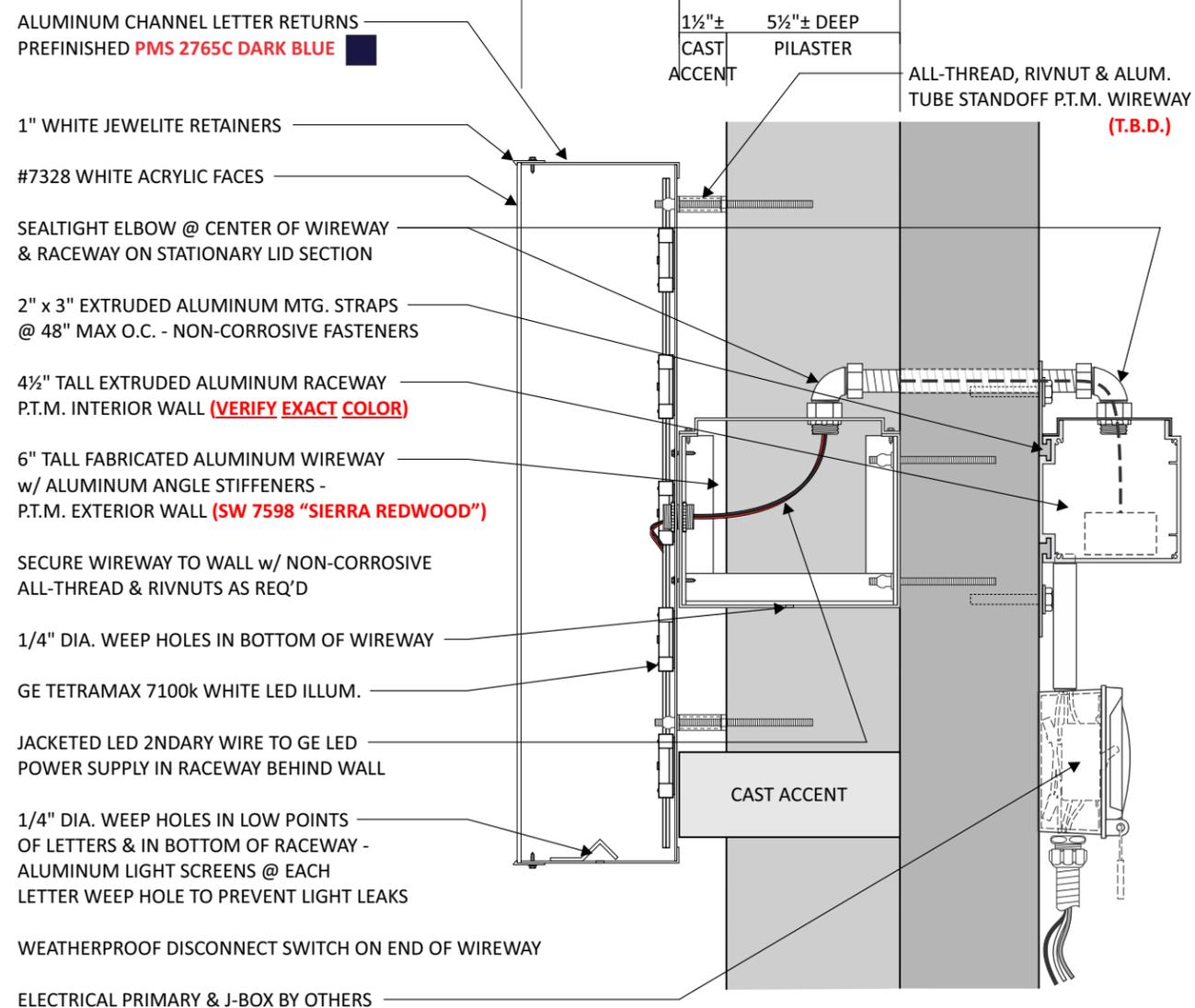
**NOTE: REFER TO REWORK #419200 FOR RACEWAY DETAILS**



**NIGHT VIEW**



**SIDE VIEW**



**FACE-LIT CHANNEL LETTER SECTION** 3/16" = 1"  
 RACEWAY-MOUNTED

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 2700 COMMERCE ST  
 DALLAS, TX.

Date: 03.01.23  
 Contact: M WILSON  
 Designer: SDM

**Sign Item**  
**SIGN ITEM**

Scale:  
**Revision Note**  
 R7 RFF 05.21.25

**Information Required for Production**

**Customer Approval**

Signature  
 MM/DD/YYYY

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**id** 1.866.635.1110  
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Sign Item  
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Scale:

**Revision Note**

R7 RFF 05.21.25

**Information Required  
for Production**

**Customer Approval**

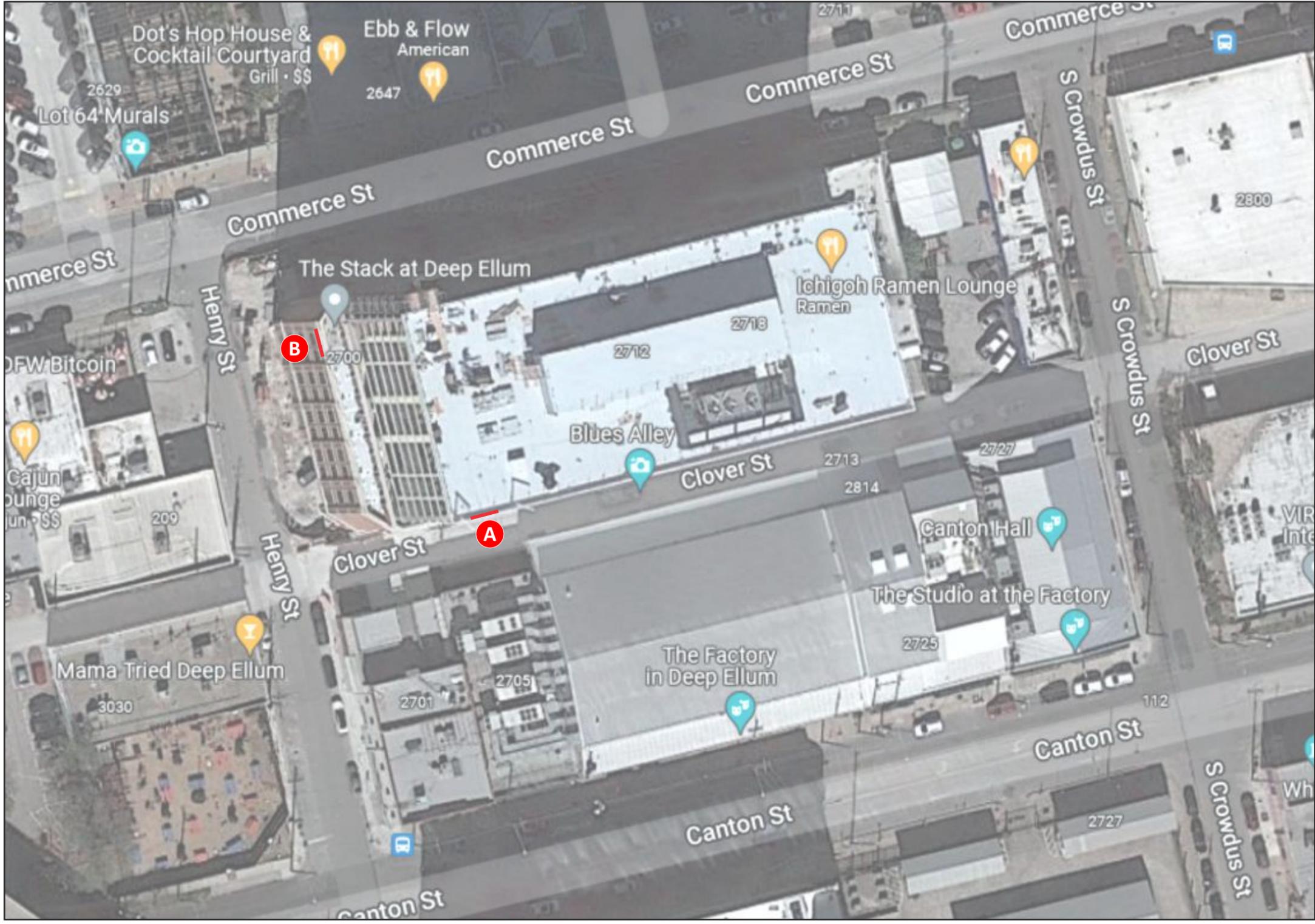
Signature

MM/DD/YYYY

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**Pattison**  
**id** 1.866.635.1110  
pattisonid.com



**AERIAL SITE VIEW - SIGN LOCATIONS**

PREPARED FOR:  
XXXX

WWEX GROUP  
2700 COMMERCE ST.,  
DALLAS, TX

PROJECT NUMBER:  
3151B

DATE: 01-23-2024

SCALE: NO SCALE

DRAWN BY: MTY

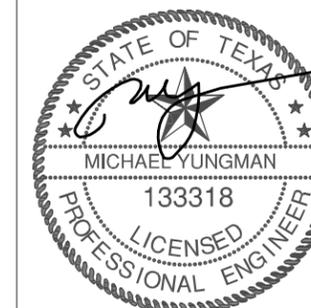
DESIGNED BY: MTY

REVISIONS:  
NO. DATE

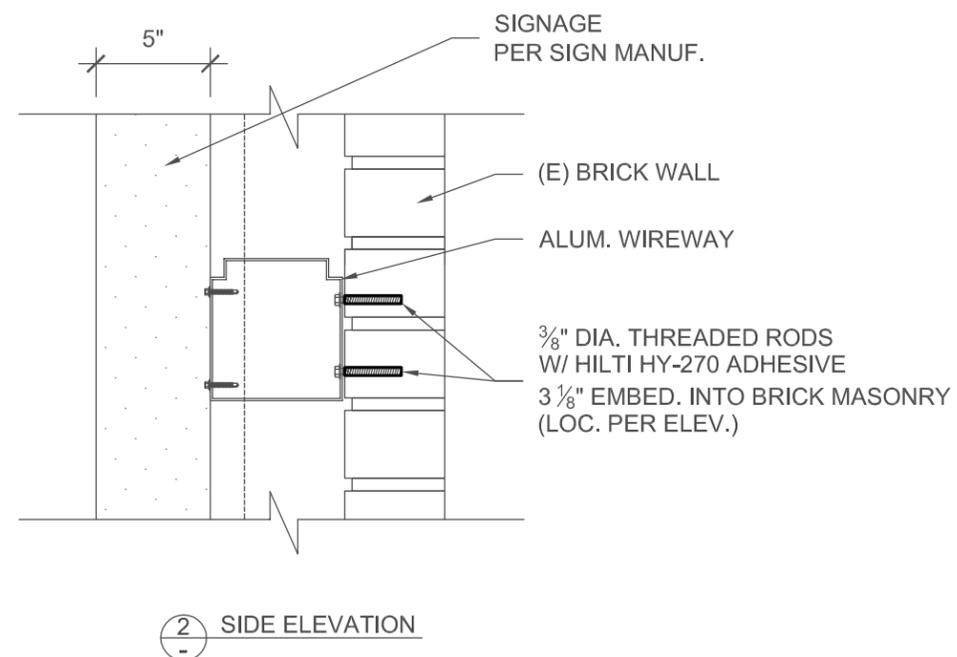
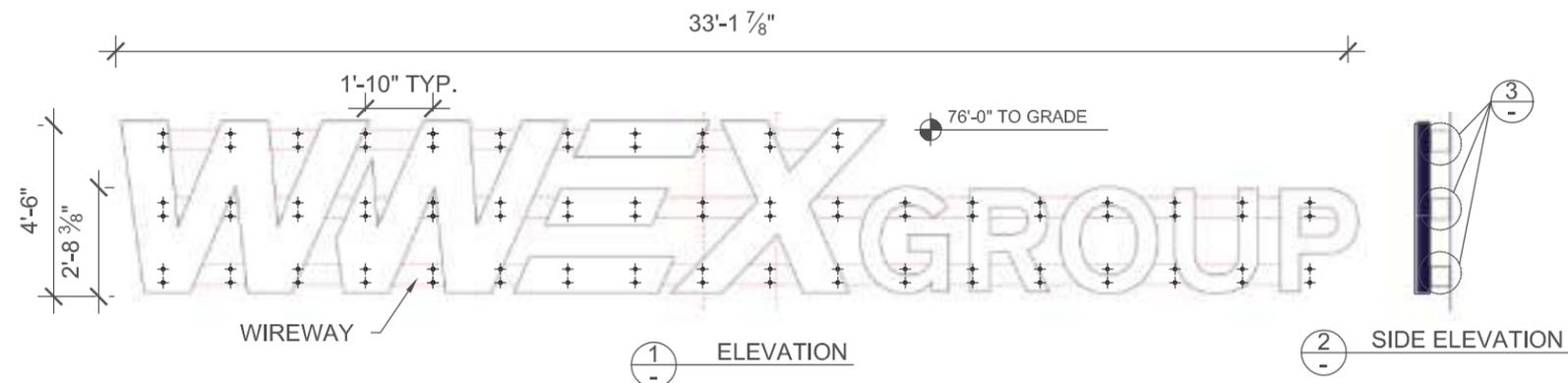
1

2

3



SHEET:  
S1



**GENERAL NOTES**

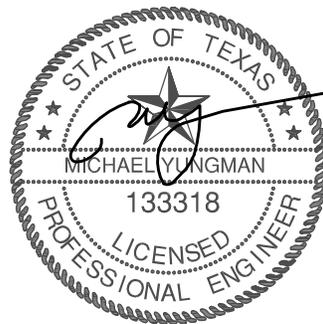
1. DESIGN CODE: IBC 2021 W/ DALLAS AMMENDMENTS
2. DESIGN LOADS: ASCE 7-16
3. WIND VELOCITY 105 MPH, RISK CATEGORY II, EXPOSURE C
4. TRE3ADED ROD ASTM A307
5. USE HOT DIPPED GALVANIZED HARDWARE
6. HILTI HY-270 ADHESIVE PER ICC ESR-4143
7. ALL BOLT HOLES SHALL BE DRILLED  $\frac{1}{32}$ " TO  $\frac{1}{16}$ " OVERSIZED
8. SCOPE OF WORK IS LIMITED TO THE DESIGN OF SIGN ATTACHMENTS TO BUILDING. SCOPE OF WORK EXCLUDES PERFORMING CAPACITY CHECKS OF WALL ELEMENTS, BUILDING STRUCTURE, OR OTHER EXISTING STRUCTURAL ELEMENTS, ALL OF WHICH ARE BY OTHERS
9. ALL FABRICATING TO BE PERFORMED IN AN APPROVED SHOP
10. INSTALLER/CONTRACTOR MUST VERIFY EXISTING CONDITIONS ARE ACCURATE WITH YUNGMAN ENGINEERING DRAWINGS BEFORE INSTALLATION. CONTACT YUNGMAN ENGINEERING IMMEDIATELY IF INCONSISTENCIES OR DISCREPANCIES ARE FOUND

## CALCULATIONS FOR:

WWEX GROUP  
2700 COMMERCE ST.,  
DALLAS, TX

PREPARED FOR:  
CHANDLER SIGNS  
by

YUNGMAN ENGINEERING  
PROJECT #3151B  
DATE: 1-23-24



PROJECT:	WWEX GROUP, 2700 COMMERCE ST., DALLAS, TX	DATE:	1/23/2024
PROJ. NO.:	3151	ENGINEER:	MTY
CLIENT:	CHANDLER SIGNS		
building code:	IBC 2021		

**Applied Wind Loads; from ASCE 7-16, Ch. 30 - part 3 (h > 60 ft)**

Width=	5	ft	Height=	5	ft	A=	25	s.f.
Kz=	1.21							(per Table 26.10-1)
Kzt=	1							(per Section 26.8.2)
Kd=	0.85							(per Table 26.6-1)
V=	105	mph						
Exp.=	C							
q=	.00256*Kz*Kzt*Kd*V^2 =		29.03	psf				(per EQ. 26.10-1)
Gcp=	0.90	-1.80						(per Figure 30.5-1)
Gcpi=	0	0						(per Table 26.13-1)
<b>P=</b>	26.13	<b>26.13</b>	P= q(GCp) - qi(GCpi)					(per eq. 30.5-1)
<b>P=</b>	<b>-52.25</b>	<b>-52.25</b>	P= q(GCp) - qi(GCpi)					(per eq. 30.5-1)

**Total Factored Sign Loads:** (USE LC 1.2DL+1.0WL) A= 95 sf signage

WL=	4964	#
DL=	475	#

**Check Conn: Use 3/8" Dia. Theaded Rods W/ Hilti HY-270 Adhesive:** n= 94

Tu=	53	#	
Tc=	905	#	
Vu=	5	#	
Vc=	1045	#	
T/Tc+V/Vc=	0.06	< 1	ok