

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

**DOWNTOWN SPECIAL PROVISION SIGN DISTRICT**

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**CASE NUMBER:** 2309180012

**DATE FILED:** September 18, 2023

**LOCATION:** 1900 North Akard Street  
(N Akard Street frontage)

**SIZE OF REQUEST:** 19 sq. ft.

**COUNCIL DISTRICT:** 14

**ZONING:** CA-1(A)

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**APPLICANT:** Paul Santoyo of ARTOGRAFX, INC.

**OWNER:** Hunt Dallas Office L.P.

**TENANT:** JPMorgan Chase Bank, N.A. (“JPMCB”)

**REQUEST:** An application for a Certificate of Appropriateness by Paul Santoyo of ARTOGRAFX, INC., for a 19-square-foot illuminated detached landscape sign at 1900 North Akard Street (N Akard Street frontage).

**SUMMARY:** The applicant proposes to install a 19-square-foot detached landscape sign, composed of aluminum halo illuminated channel letters, mounted on a retaining wall facing Akard Street, and bearing the names Hunt | Chase with logos.

**STAFF RECOMMENDATION:** Approval

**SSDAC RECOMMENDATION:** Approval

**BACKGROUND:**

- The subject site is located in Downtown SPSD within the General CBD Subdistrict. This subdistrict follows base zoning. CA-2(A) 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 19-square-foot detached landscape sign, composed of aluminum halo illuminated channel letters, mounted on a retaining wall facing Akard Street, and bearing the names Hunt | Chase with logos.
  - The sign is composed of an two and a half-inch deep aluminum channel letters that measures 170.5-inches wide by 18-inches tall, mounted to a retaining wall. All sign elements are constructed entirely of metal, plastic, and LED lighting. The overall projection of the sign from the surface in which it is attached will be three-inches.
  - The exterior of the sign will be aluminum that is painted black. The face of the globe logo will be white translucent acrylic with globe graphics applied. The letters will be mounted one-half-inch from the surface of the retaining wall and will emit a white halo glow from the back. The globe logo will be mounted one-half-inch from the surface of the retaining wall and will emit a white halo glow from the back as well as white illumination through the acrylic face.
  - The finished sign will have a nine-foot setback and the retaining wall will not exceed four-foot in height or 21-foot four-inches in width.
- The single-sided detached sign is to be installed at the corner of Woodall Rodgers Freeway and North Akard Street, to be visible to public transit, vehicular, and pedestrian traffic traveling southeast along North Akard Street.
- Construction of the proposed sign is in accordance with SPSD 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.

**51A-7.903 DEFINITIONS**

(18) LANDSCAPE SIGN means a sign that is a part of a single landscape design which creates a base for the sign in conjunction with a retaining wall or an open space created with the use of water or planting material.

**51A-7.912 DETACHED PREMISE SIGNS.**

(a) Unless otherwise provided, all detached premise signs must be monument signs or landscape signs.

(b) No detached premise sign may be located within five feet of a public right-of-way, except for monument signs or landscape signs, which may be located at the building line.

(c) Except as provided in this section, detached premise signs located within 15 feet of a public right-of-way may not exceed 20 square feet in effective area, or five feet in height.

(d) Except as provided in this section, detached premise signs with a setback of 15 feet or greater from a public right-of-way may not exceed 50 square feet in effective area, or 15 feet in height.

(e) A detached premise sign may contain only the name, logo, and address of the premise building and its occupants.

(f) Section 51A-7.304(c) of the Dallas Development Code, as amended, does not apply to monument signs or landscape signs in this district.

(g) A premise having more than 450 feet of frontage along a street may have no more than one additional detached premise sign for each additional 100 feet of frontage or fraction thereof. For purposes of the subsection, "street" means a right-of-way that provides primary access to adjacent property.

*This is currently the only proposed detached sign on the site. This complies with the requirements for a landscape sign. The sign contains only the name, logo, and address of At 19-square-feet, this sign complies with the maximum allowance for all signs on the premise.*

**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:**

**November 14, 2023**

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

An application for a Certificate of Appropriateness by Paul Santoyo of ARTOGRAFX, INC., for a 19-square-foot illuminated detached landscape sign at 1900 North Akard Street (N Akard Street frontage).

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

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

Speakers: none

**Property Ownership**

Hunt Dallas Office L.P.  
1445 Ross Ave STE 1400  
Dallas, TX 75202-2703

Officer names: See Following Schedule

**Tenant Ownership**

JPMorgan Chase Bank, N.A. ("JPMCB")  
1900 N Akard St.  
Dallas, TX 75201

Officer names: See Following Schedule

**Property Owner Information:**

**TENANT:** JPMorgan Chase Bank, N.A. ("JPMCB")

**Executive officers** of JPMorgan Chase Bank, N.A. ("JPMCB"):

	JPMCB Officer Title
James Dimon	Chief Executive Officer and President
Ashley Bacon	Chief Risk Officer
Jeremy Barnum	Chief Financial Officer
Lori A. Beer	Chief Information Officer
Mary Callahan Erdoes	Chief Executive Officer of Asset & Wealth Management
Stacey Friedman	General Counsel
Marianne Lake	Co-Chief Executive Officer of Consumer & Community Banking
Robin Leopold	Head of Human Resources
Douglas B. Petno	Chief Executive Officer of Commercial Banking
Jennifer A. Piepszak	Co-Chief Executive Officer of Consumer & Community Banking
Daniel E. Pinto Investment Bank	Chief Operating Officer and Chief Executive Officer of Corporate &
Peter L. Scher	Vice Chair

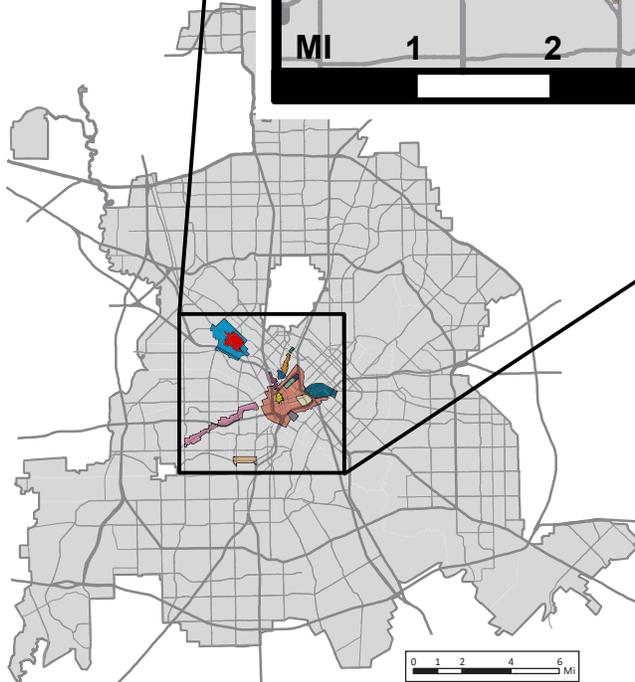
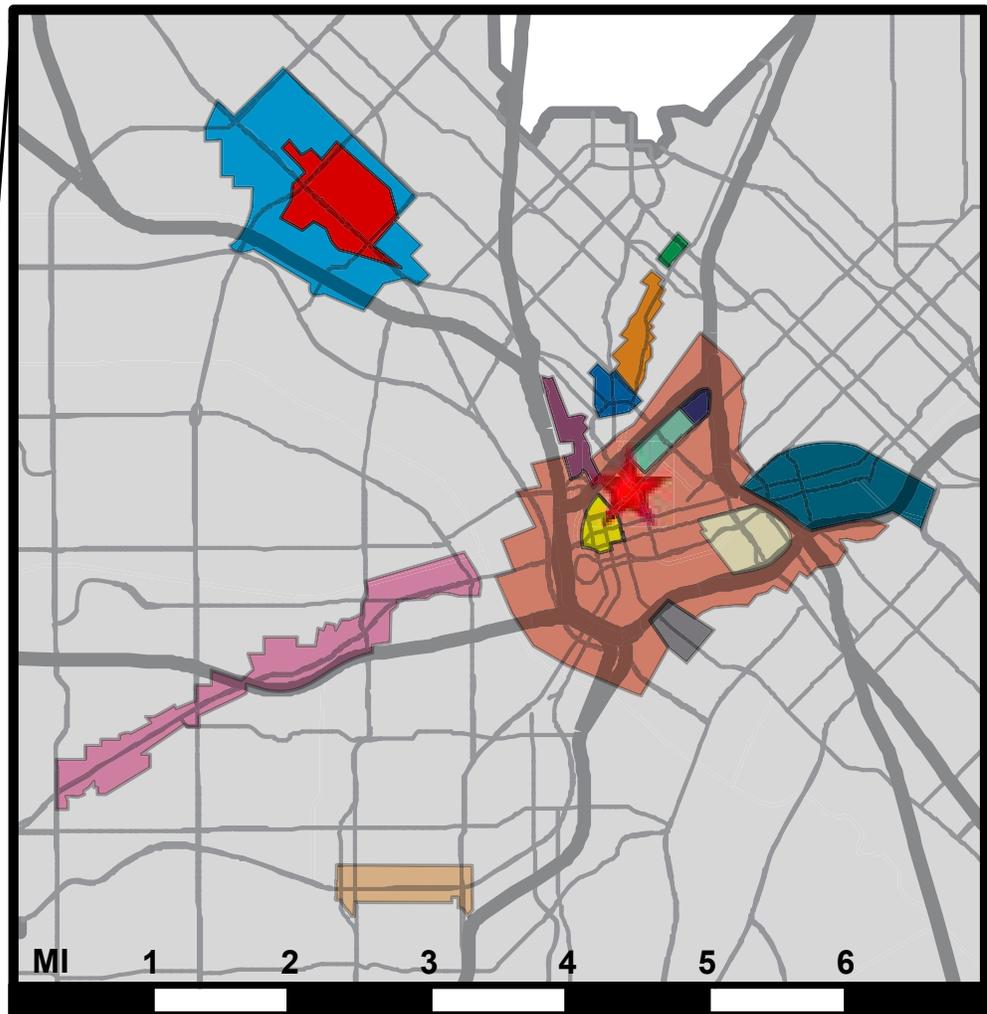
**LANDLORD:** Hunt Dallas Office L.P.

Via its partner,

**General Partner:** Hunt Dallas Office GP, LLC

**Officers** of Hunt Dallas Office GP, LLC

Christopher W. Kelinert - Manager  
Colin Fitzgibbons – Manager  
Diane B. Hornquist – Manager  
Michael E. Wallace – Manager  
Todd M. Watson - Manager  
J. Clayton Oliphint – Independent Manager



**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

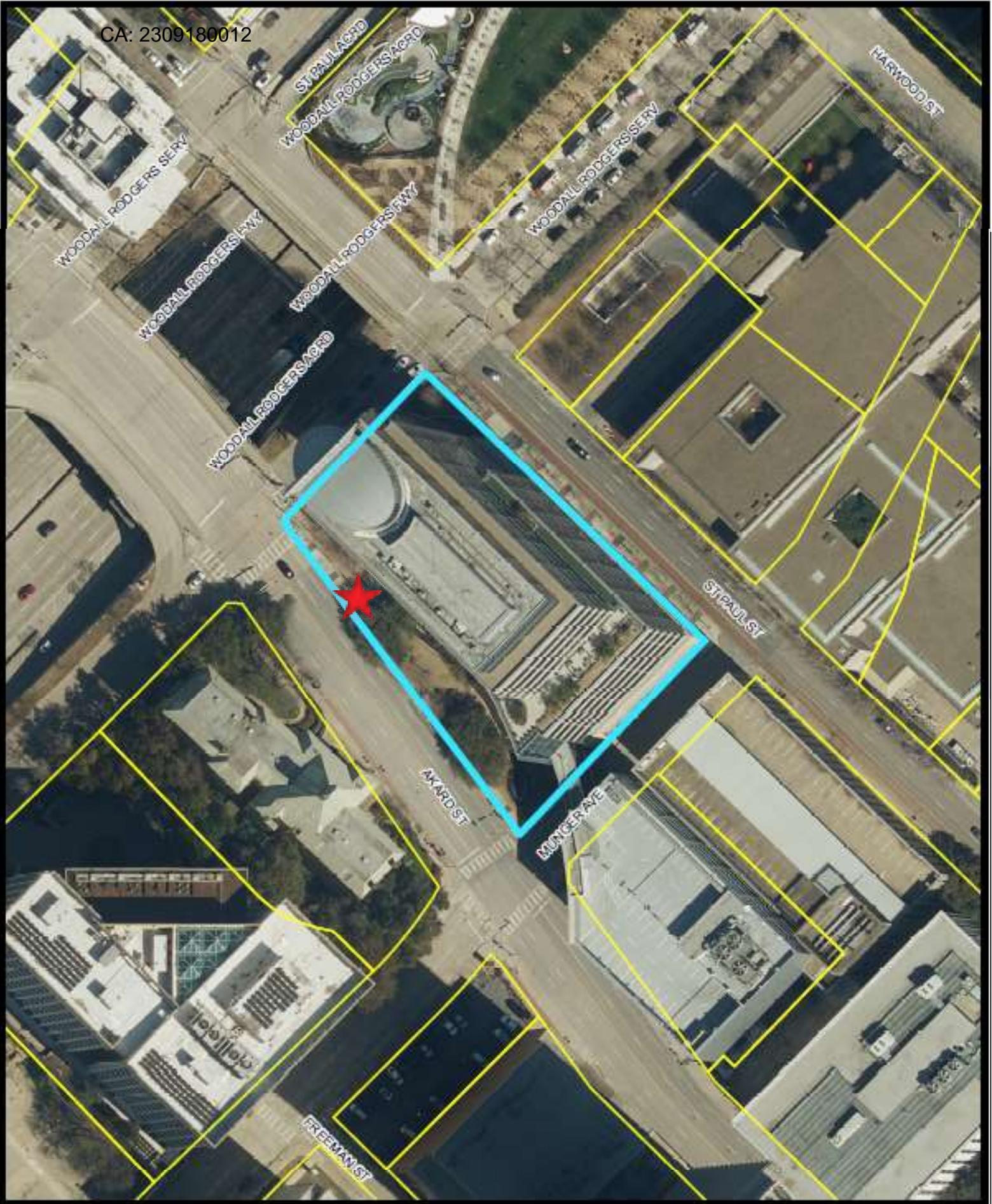
1900 N Akard St

Downtown Special Provision Sign District

Case no: 2309180012

Date: 10/13/2023

CA: 2309180012



Printed Date: 10/13/2023



1:1,200

# Aerial Map - 1900 N Akard St

339

CA. 2309180012

PD 193  
PDS 155  
Subarea 2

PD 193  
PDS 155  
Subarea 2

**DOWNTOWN**  
**Downtown Perimeter**

**SPSD**  
PD  
193

PD 193  
(HC)

WOODALL RODGERS FWY

WOODALL RODGERS SERV

HARWOOD ST

**ARTS DISTRICT**

PD  
145

**SPSD**

WOODALL RODGERS ACRO

H/42

MUNGER AVE

CA-1(A)

SUP  
1628

**DOWNTOWN**

**Inner Loop**

**SPSD**

**DOWNTOWN**

**General CBD\_area 1**

**SPSD**

AKARD ST

FREEMAN ST

Printed Date: 10/13/2023



1:1,200

# Zoning Map - 1900 N Akard St

# Job 183012866-002 (2309180012)

## Job Edit

### Miscellaneous Transaction Job 183012866-002 (2309180012)

Electrical Sign (ES) ERECT DETACHED SIGN (A) New Construction

Status: Paid Created By: SROPER083121 Date Created: Sep 18, 2023  
Date Completed: Sep 18, 2023

Parent Job: 183012866-001 (2307271047)

Specific Location: 19 SF - 1900 N AKARD - LED ILLUMINATED CHANNEL LETTERS ON RETAINING WALL  
CA#2309180012

## Details

Customer: Santoyo, Paul  
2611 Andjon Dr  
Dallas, TX 75220  
(0) -  
psantoyo@artografx.com

Fee Amount

FeeType

Staff Email: SCOTT.ROPER@DALLAS.GOV

## Details

Fees (EXT): 2309180012 5BN - Special Provision Sign District fee \$345.00  
Adjusted:\$0.00 Paid:\$345.00 Owed:\$0.00



Customer: Santoyo, Paul  
2611 Andjon Dr  
Dallas, TX 75220 (0)

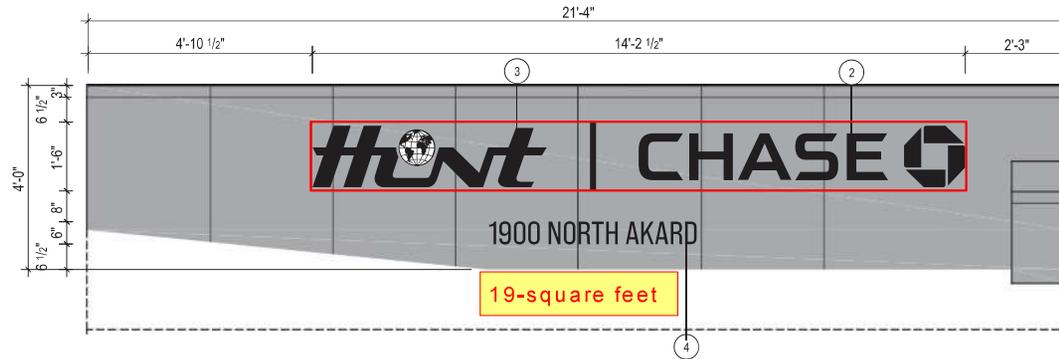
## Fees

Description	Posted Date	Amount	Tax	Total	Balance
5BN - Special Provision Sign District fee		\$345.00	\$0.00	\$345.00	\$0.00
Receipt Number: 839594 \$345.00		(\$345.00)	\$0.00	(\$345.00)	
					\$0.00

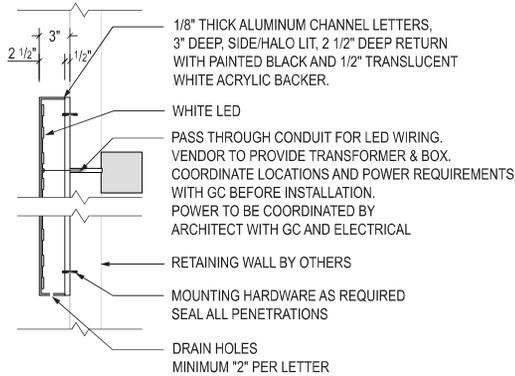
## Processes

Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected			Sep 18, 2023 11:44:43	
Auto generated System Fee Collection						

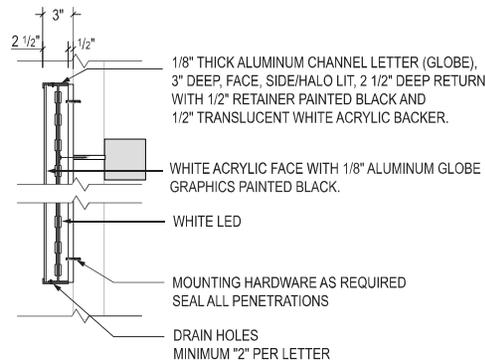




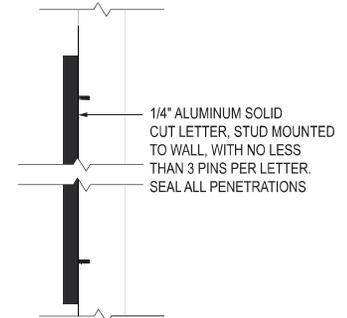
1 CONTEXT ELEVATION  
SCALE: 3/8" = 1'-0"



2 SECTION DETAIL - CHANNEL LETTER SIDE LIT  
SCALE: 1" = 1'-0"



3 SECTION DETAIL - CHANNEL LETTER - GLOBE  
SCALE: 1" = 1'-0"



4 SECTION DETAIL - SOLID CUT LETTER  
SCALE: 6" = 1'-0"

1900 NORTH AKARD

<b>ArtOGRAFAX</b> 1233 Round Table Dr. Dallas, Texas 75247 214.349.1075 Phone 214.349.0877 Fax www.artografax.com	APPROVED BY:  DATE:	PROJECT: SHARYLAND PARKING GARAGE DALLAS, TX.  CLIENT: OLIVE MILL HOLDINGS	NOTES:	DESIGNER: GREG BRACKE  SALESMAN/PM: JEFF BEATY	REVISIONS:	ELECTRICAL:  VOLTS:  AMPS:  CIRCUITS:      WET___ DRY___	 JOB NUMBER: #.....	FONTS:	FILE NAME: OLIVE MILL HOLDINGS / 1900 AKARD EXTERIOR INTERIOR PARKING R1  DATE: 4.12.23	SIGN TYPE: <b>E1</b>
	PAGE <b>2</b>									