

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

DEEP ELLUM/ NEAR EAST SIDE SIGN DISTRICT

CASE NUMBER: 2403150011

DATE FILED: March 15, 2024

LOCATION: 3309 Elm Street, Suite 100
(west elevation)

SIZE OF REQUEST: 36 sq. ft.

COUNCIL DISTRICT: 2

ZONING: PD-269, Tract A

APPLICANT: Marie Byrum of BYRUM SIGN & LIGHTING

OWNER: 3309 ELM OWNER, LLC

TENANT: UNCO CGB, LLC

REQUEST: An application for a Certificate of Appropriateness by Marie Byrum of BYRUM SIGN & LIGHTING, for a 36-square-foot neon illuminated attached projecting sign at 3309 Elm Street, Suite 100 (west elevation).

SUMMARY: The applicant proposes to install a 36-square-foot attached projecting sign, composed of white border neon, mounted on a painted projecting aluminum structure, on the west elevation, and bearing the name Culpepper

STAFF RECOMMENDATION: Approval

SSDAC RECOMMENDATION: Approval

BACKGROUND:

- The subject site is located in Deep Ellum/ Near East Side Sign District. This district is zoned PD No. 269, Tract A, Deep Ellum/ Near East Side Sign District.
These regulations are established in: [Sec. 51A-7.1300](#) (Specific details included below).
- The applicant proposes to install a 36-square-foot attached projecting sign, composed of white border neon, mounted on a painted projecting aluminum structure, on the west elevation, and bearing the name Culpepper
 - The sign is composed of 15mm green neon illuminating ivory painted letters, on an aluminum skin painted green with 15mm 3500 white border neon. All sign elements are constructed entirely of metal, and neon lighting. The overall projection of the sign from the surface in which it is attached will be 39 inches.
 - The finished sign will be mounted 14-feet above grade on the west elevation of the building.
- This is the only application for this site. This sign is to be located on west elevation. Application has also been submitted to the Office of Historic Preservation to obtain a certificate of appropriateness.
- 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. (Ord. 20596)

51A-7.1305 SPECIAL PROVISIONS FOR ALL SIGNS.

(c) Except as otherwise provided in Subsections (d) and (e), the maximum effective area of all signs combined on a premise, not including A-frame signs, painted applied signs on certain facades, and district identification signs, is 10 percent of the total area of all building facades facing public right-of-way that is adjacent to the premise, not to exceed 1,200 square feet. Where a premise has only one facade facing an adjacent public right-of-way, the maximum effective area can be increased to 15 percent of that facade, not to exceed 500 square feet.

The total area of all building facades facing a public right-of-way is approximately 34,290-square-feet. This allows for a maximum effective area for all signs of approximately 3,429-square-feet. The overall effective area for this proposed sign is approximately 36-square-feet and all existing signs total approximately 1,000-square-feet totalling 1,036-square-feet. This is approximately 3% of the maximum allowed sign area for this premise. All signs are considered premise signs.

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.
 - (2) Although not required, the use of three-dimensional projecting attached signs is encouraged.

This proposed signs will not project more than 39 inches from the façade, and is more than two feet from the street curb. This proposed sign is a three-dimensional projecting attached 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:

April 9, 2024

MOTION: It was moved to approve:

An application for a Certificate of Appropriateness by Marie Byrum of BYRUM SIGN & LIGHTING, for a 36-square-foot neon illuminated attached projecting sign at 3309 Elm Street, Suite 100 (west elevation).

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

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

Speakers: Marie Byrum

Property Ownership

3309 ELM OWNER, LLC
3309 Elm St, Ste. 101
Dallas, TX 75226

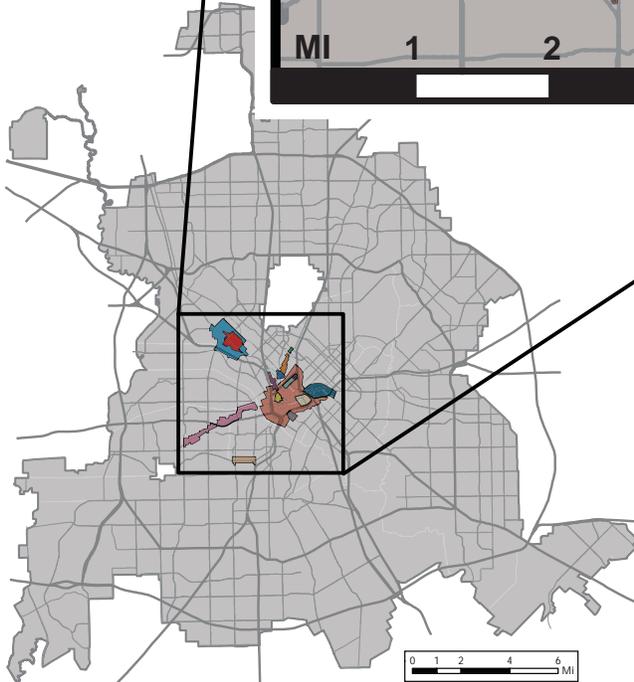
Officer names: Jordan August, Owner
Evan August, Owner

Tenant Ownership

UNCO CGB, LLC
3309 Elm St, Ste. 101
Dallas, TX 75226

Officer names: Elias Pope, Co- CEO
Sameer Patel, Co-CEO

CA: 2403150011



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



SPSPD MAP

3309 Elm St

Deep Ellum/ Near East Side Sign District

Case no: 2403150011

Date: 3/15/2024

CRUTCHER ST

CBD FAIR PARK LINK

INDIANA ST

HALL ST

ELM ST

TRUNK AVE

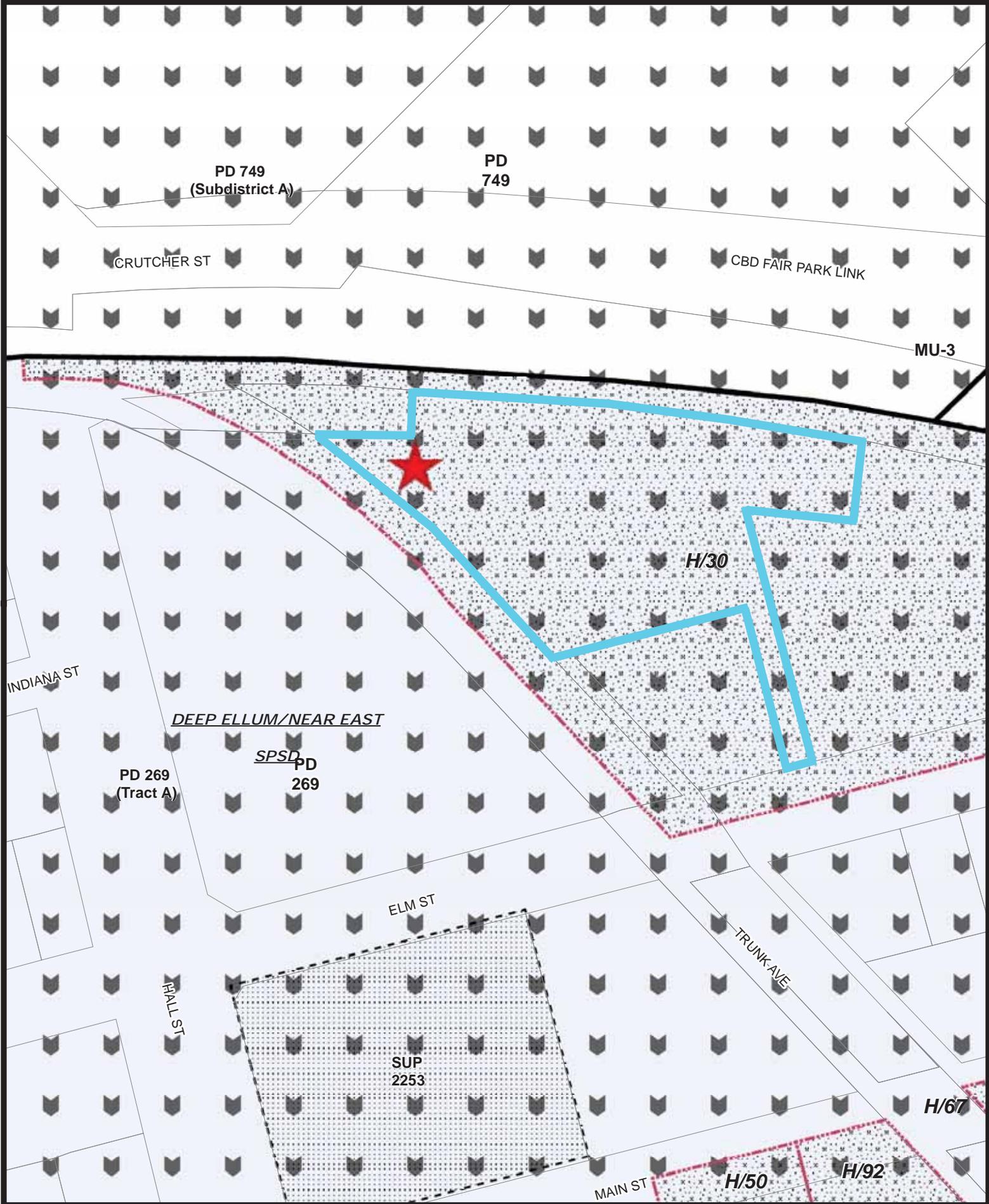
MAIN ST



1:1,200

Aerial Map 45-83309 Elm St

Printed Date: 3/29/2024



Printed Date: 3/29/2024

1:1,200

Zoning Map 45-9 3309 Elm St

Job 187081403-002 (2403150011)

Job Edit

Miscellaneous Transaction

Job 187081403-002 (2403150011)

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

Status: Paid

Created By: JPOOL

Date Created: Mar 15, 2024

Date Completed: Mar 15, 2024

Parent Job: 187081403-001 (2401101030)

Specific Location: 36 SF - ILLUMINATED PROJECTING SIGN ON W ELEVATION CA#
// CONTINENTAL GIN HISTORIC

Details

Customer: Byrum, Marie
305 N. Delaware Street
Suite 106
Irving, TX 75061
(972) 723-8525
marie@byrumsign.com

Fee Amount

FeeType

Staff Email: scott.roper@dallas.gov

Details

Fees (EXT): 2403150011 SPSPD Plan Review \$345.00
Adjusted:\$0.00 Paid:\$345.00 Owed:\$0.00



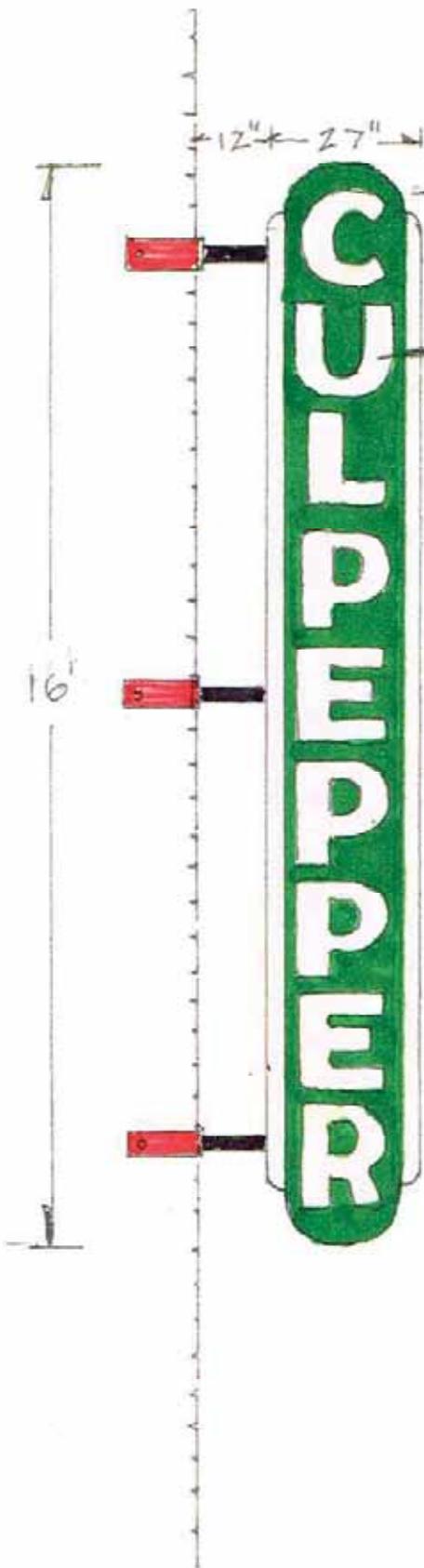
Customer: Byrum, Marie
305 N. Delaware Street
Suite 106

Fees

Description	Posted Date	Amount	Tax	Total	Balance
SPSPD Plan Review		\$345.00	\$0.00	\$345.00	\$0.00
Receipt Number: 876728 \$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			Mar 15, 2024 12:57:45	
Auto generated System Fee Collection						



.080 ALUMINUM SKIN ON
 $1\frac{1}{2}$ " X $1\frac{1}{2}$ " X $\frac{1}{8}$ " ALUMINUM
 SQUARE TUBE TRUSS
 FRAME.

CUT AND SPRAYED, PAINTED
 GRAPHICS, MATHEWS POLY.
 IVORY LTBS, W/ 15 MM
 GREEN NEON.

GREEN PAINTED BACK GRND.

15 MM 3500 WHITE BORDER NEON.

ALL NEON CONNECTIONS
 PENETRATE THROUGH GLASS
 HOUSING RECEPTALS NOT
 REQUIRING WRT LOCATION PRODUCTS.
 NEON TRANSFORMERS LOCATED
 INSIDE SIGN. SERVICABLE THRU
 SIDE DOORS.

PROJECTING POST ATTACHMENT:

2 " X 2 " X $\frac{1}{4}$ " STEEL BOLTED TO
 ALUMINUM FRAME.

CORNER MOUNT, $\frac{1}{4}$ " FLAT

IRON, $\frac{3}{8}$ " LAG BOLTS / SHIELDS

12 " BACK FROM EDGE, QTY 6

POSSIBLE THRU BOLT; REQUIRING
 LONGER FEET TO GO BEYOND
 WALL THICKNESS.

POWER REQUIREMENT:

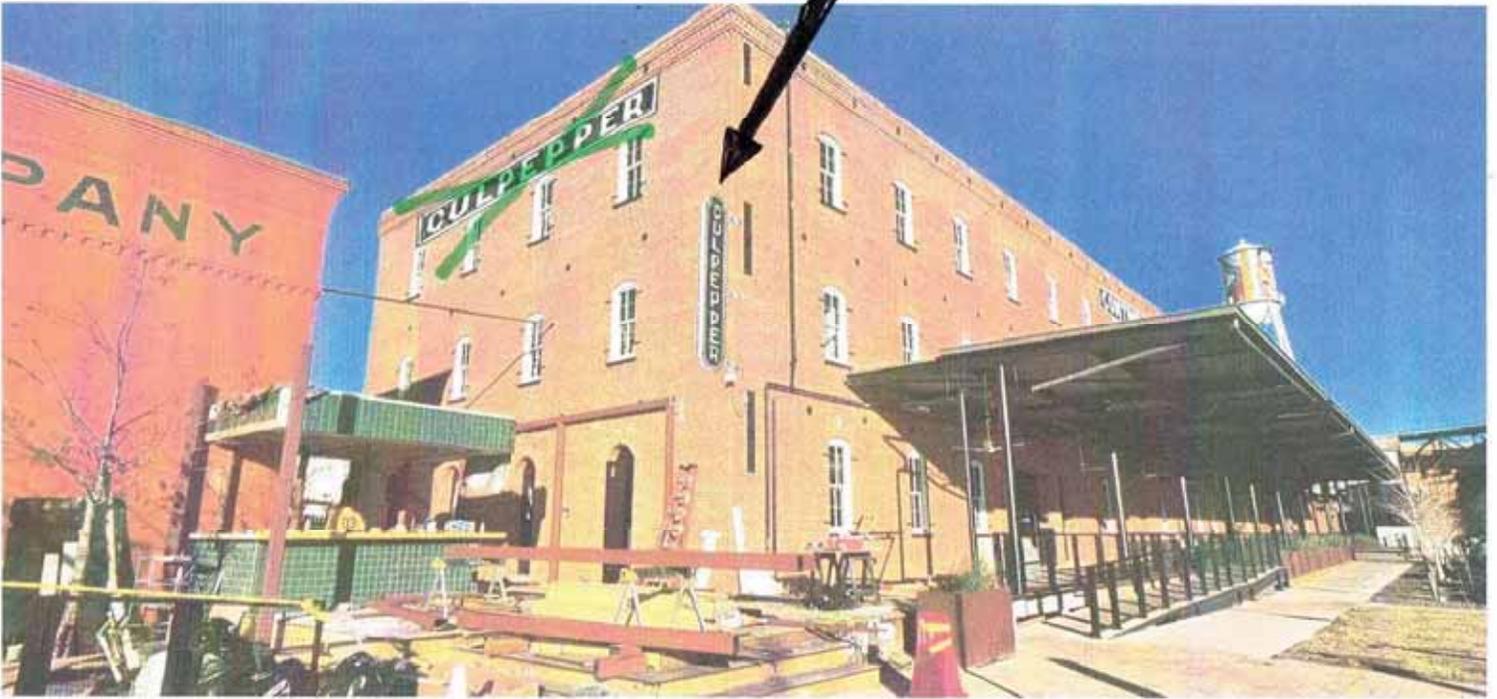
120 V 15 AMPS

CULPEPPER CATTLE COMPANY

3309 ELM ST STE. 100 75226

PERMIT # 2305031060

PROPOSED SIGN

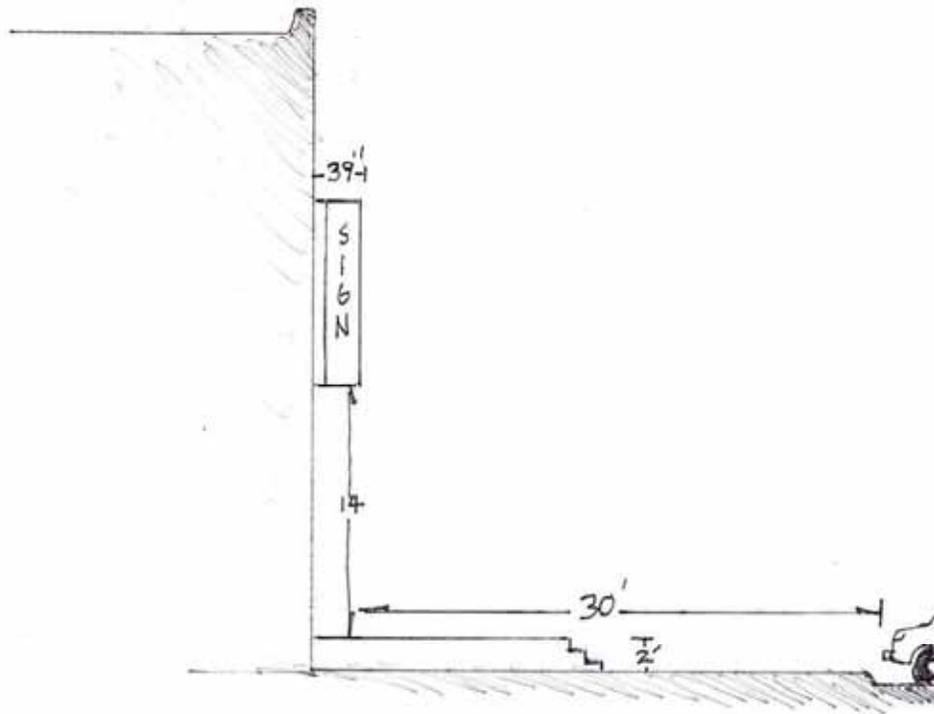


CULPEPPER CATTLE COMPANY
3309 ELM ST. STE. 100 75226

PROPOSED SIGN



**CULPEPPER CATTLE COMPANY
3309 ELM ST. STE. 100 75226**



CULPEPPER CATTLE CO.
3309 ELM ST. STE 100 75226

1/2" THRU BOLTS TO PENETRATE THRU MORTAR JOINTS. SPOIL THREADS OR TACK WELD NUT TO PREVENT BACKOFF

STRAP LENGTH V.I.F. EA. SIDE

HSS2x2x1/4 (GALV.) (A500 GR. C)

SIGN BY OTHERS

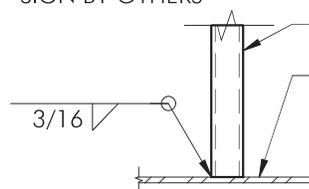
HSS2x2x1/4 (GALV.)

4"x1/2" GALV. A36 STEEL PL STRAP

L5x5x5/16 RUNS VERTICAL UP INSIDE WALL. DIRECTLY CENTER THRU BOLTS IN EACH LEG

4"x1/2" GALV. A36 STEEL PL STRAP

EXISTING FOUR WYTHE MASONRY WALL (VERIFY IN FIELD AND NOTIFY E.O.R. PRIOR TO CONSTRUCTION)



02

01 SIGN CONNECTION



8140 Walnut Hill Lane, Suite 905
Dallas, Texas 75231

3001 S. Lamar
Austin, Texas 78704

TEL: 214.295.5775
Firm Registration #F-13169

TITLE COTTON GIN CULPEPPER SIGN

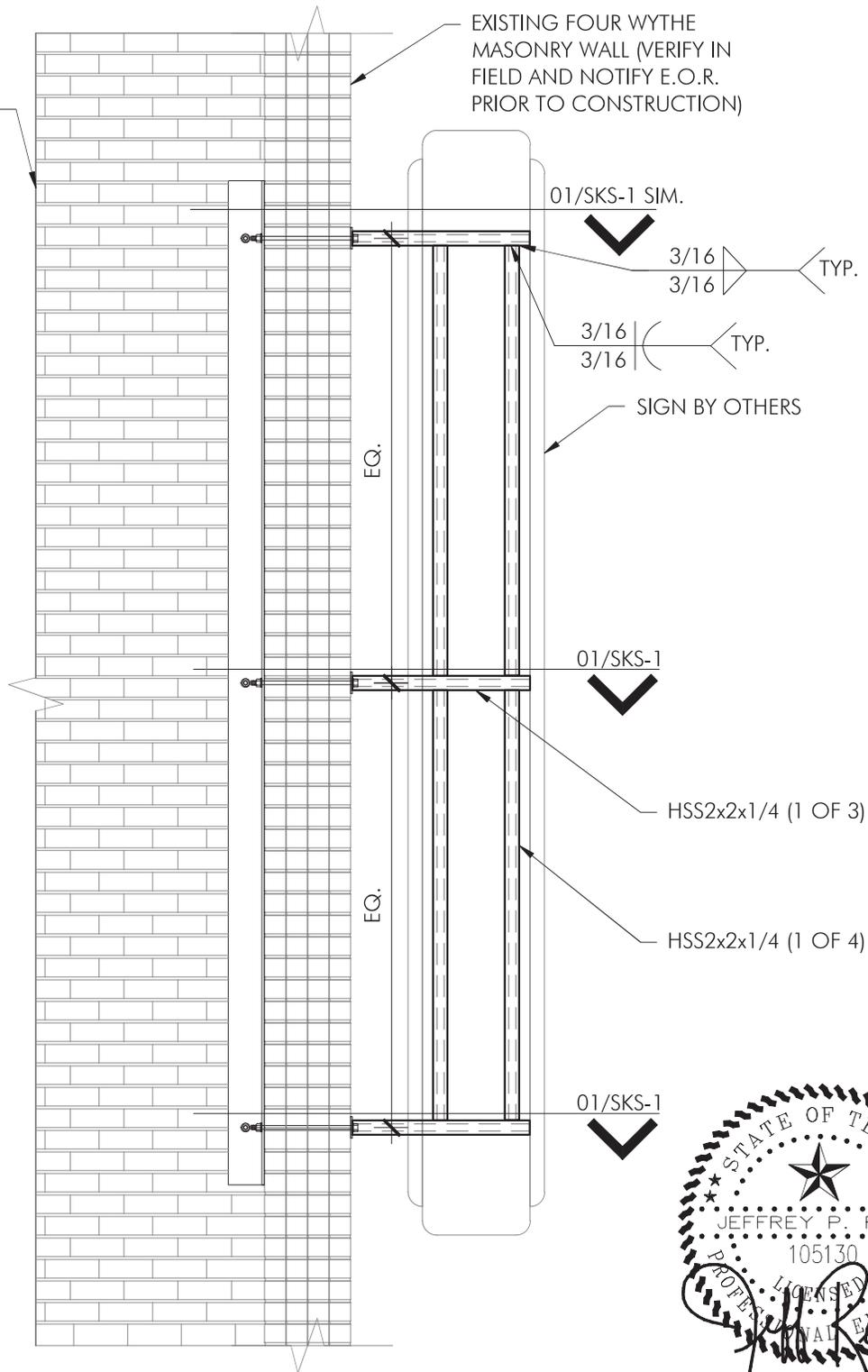
DATE 03-04-2024

JOB NO. 24016

SHEET SKS-1

EXISTING FOUR WYTHE
MASONRY WALL BEYOND
(VERIFY IN FIELD AND
NOTIFY E.O.R. PRIOR TO
CONSTRUCTION)

EXISTING FOUR WYTHE
MASONRY WALL (VERIFY IN
FIELD AND NOTIFY E.O.R.
PRIOR TO CONSTRUCTION)



01 SIGN ELEVATION



8140 Walnut Hill Lane, Suite 905
Dallas, Texas 75231

3001 S. Lamar
Austin, Texas 78704

TEL: 214.295.5775
45-16
Firm Registration #F-13165

TITLE
COTTON GIN CULPEPPER SIGN

DATE
03-04-2024

JOB NO.
24016

SHEET
SKS-2