

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

DOWNTOWN SPECIAL PROVISION SIGN DISTRICT

CASE NUMBER: SIGN-26-001413

DATE FILED: June 29, 2026

LOCATION: 1445 ROSS AVE
(SOUTHEAST ELEVATION)

SIZE OF REQUEST: 366.3 sq. ft.

COUNCIL DISTRICT: 14

ZONING: CA-1(A)

APPLICANT: Victoria Morris of Jackson Walker LLP

OWNER: 1445 Ross Ave, LLC

TENANT: Morgan Stanley

REQUEST: An application for a Certificate of Appropriateness by Victoria Morris of Jackson Walker LLP, for a 366.3-square-foot back-lit channel letter sign mounted on the Southeastern facing façade at 1445 ROSS AVE (SOUTHEAST ELEVATION).

SUMMARY: The applicant proposes to install an illuminated flat attached sign, totalling 366.3-square-foot. Three-inch back-lit channel letters mounted on three-inch square tube frame that stands one and one eighth inch from the surface, reading 'Morgan Stanley'.

STAFF RECOMMENDATION: Approval

SSDAC RECOMMENDATION: Approval

BACKGROUND:

- The subject site is located in Downtown Special Provision Sign District, Central Business District (CBD) Subdistrict, Area 1. This district is zoned CA-1(A).
These regulations are established in: [Sec. 51A-7.900](#) (Specific details included below).
- The applicant proposes to install an illuminated flat attached sign, totalling 366.3-square-foot. Three-inch back-lit channel letters mounted on three-inch square tube frame that stands one and one eighth inch from the surface, reading 'Morgan Stanley'.
 - The sign is composed of three-inch aluminum channel letters, painted Akzo Satin White. The faces of the letters are to be white Lexan. Sign is illuminated by 6500K White LED modules. The frame will also be painted Satin White to match.
- This is the first of four applications under review by this body for this site and is submitted as "Morgan Stanley SE ELV". This sign is to be mounted on the Southeast elevation, facing Ross Avenue.
- 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-7.911 ATTACHED PREMISE SIGNS.

(a) Attached signs in general.

(1) Attached signs must be securely attached.

(2) Attached signs overhanging the public way are permitted, except that no sign may project closer than two feet to the vertical plane extending through the back of a street curb.

(3) The total effective area for all signs on a facade, excluding media wall signs in the Discovery Subdistrict, may not exceed:

(A) 30 percent of the area in the lower level sign area;

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

(C) 30 percent of the area in the upper level sign area.

(e) Flat attached signs.

(2) Middle level flat attached signs.

(A) Each middle level flat attached sign may have a maximum of eight words that contain any character of a height equal to or exceeding four inches.

(B) Middle level flat attached signs must be wholly or partially located within the middle level sign area.

(C) Except as provided in this subparagraph, the maximum effective area for a middle level flat attached sign is 500 square feet. In the Whitacre Tower Subdistrict the maximum effective area for a middle level flat attached sign is 784 square feet.

(D) Middle level flat attached signs may only display the names or symbols or a combination thereof representing tenants occupying one or more full floors or 20,000 square feet or more of leasable building area, whichever is greater.

(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.

This is the only sign proposed on this façade for this occupant. The sign occupies approximately 0.003% of the 138,240 square-foot façade, which is less than the 20% allowance. This sign will have one word and a logo.

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

1445 Ross Ave, LLC
1445 Ross Ave
Dallas, TX 75202

Officer names: Robert C Goddard, III - CEO and Chairman

Tenant Ownership

Morgan Stanley
1445 Ross Ave.
Dallas, TX 75202

Officer names: Joseph Chiovitti, Managing Director

SSDAC Action:

July 14, 2026

MOTION: It was moved to approve:

An application for a Certificate of Appropriateness by Victoria Morris of Jackson Walker LLP, for a 366.3-square-foot back-lit channel letter sign mounted on the Southeastern facing façade at 1445 ROSS AVE (SOUTHEAST ELEVATION).

Maker: Dumas
Second: Hardin
Result: Carried: 5 to 0

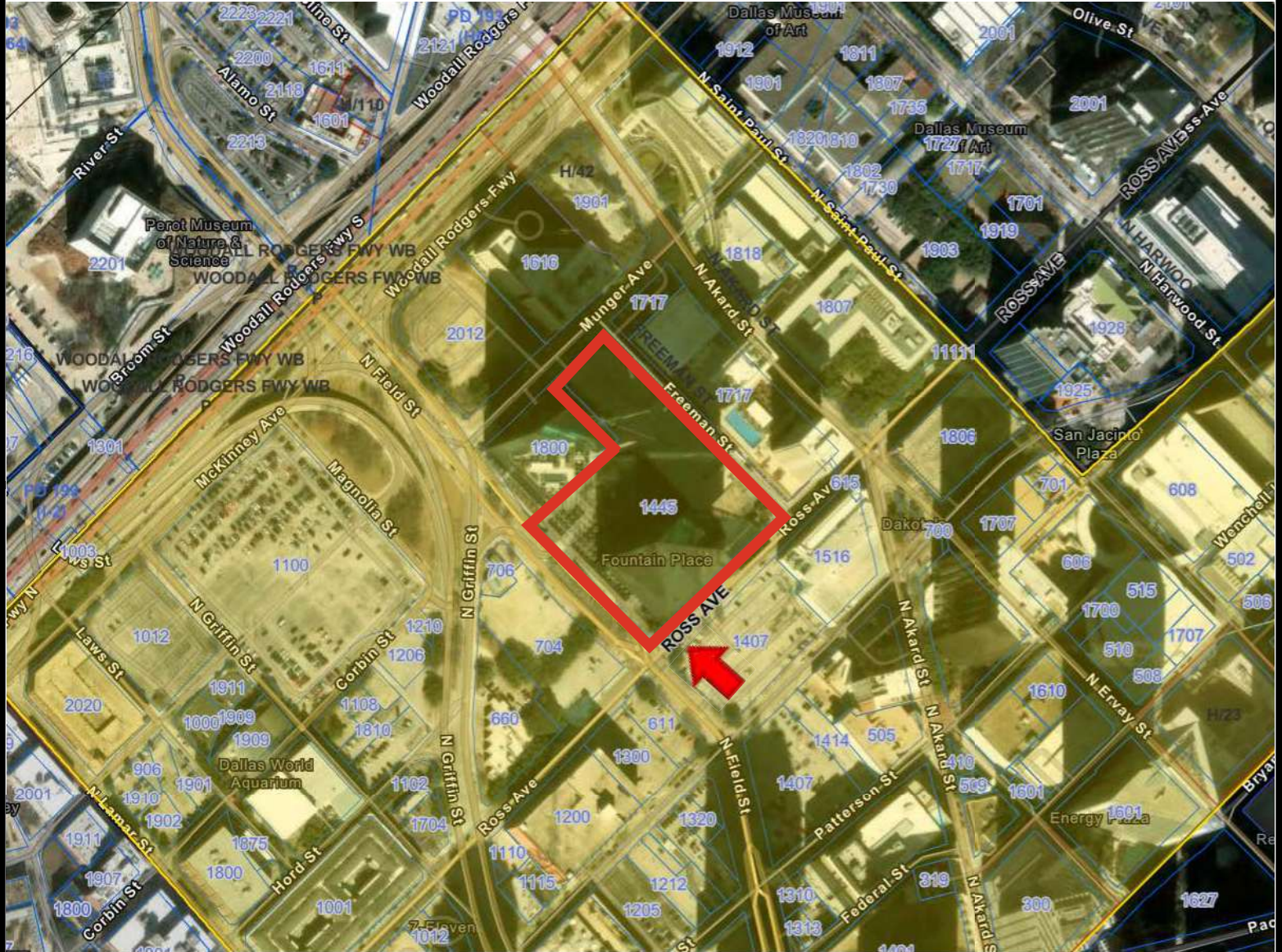
For: 5 - Peadon, Hardin, Dumas, Webster,
and Kingston

Against: 0 - none

Absent: 1 - Coffman

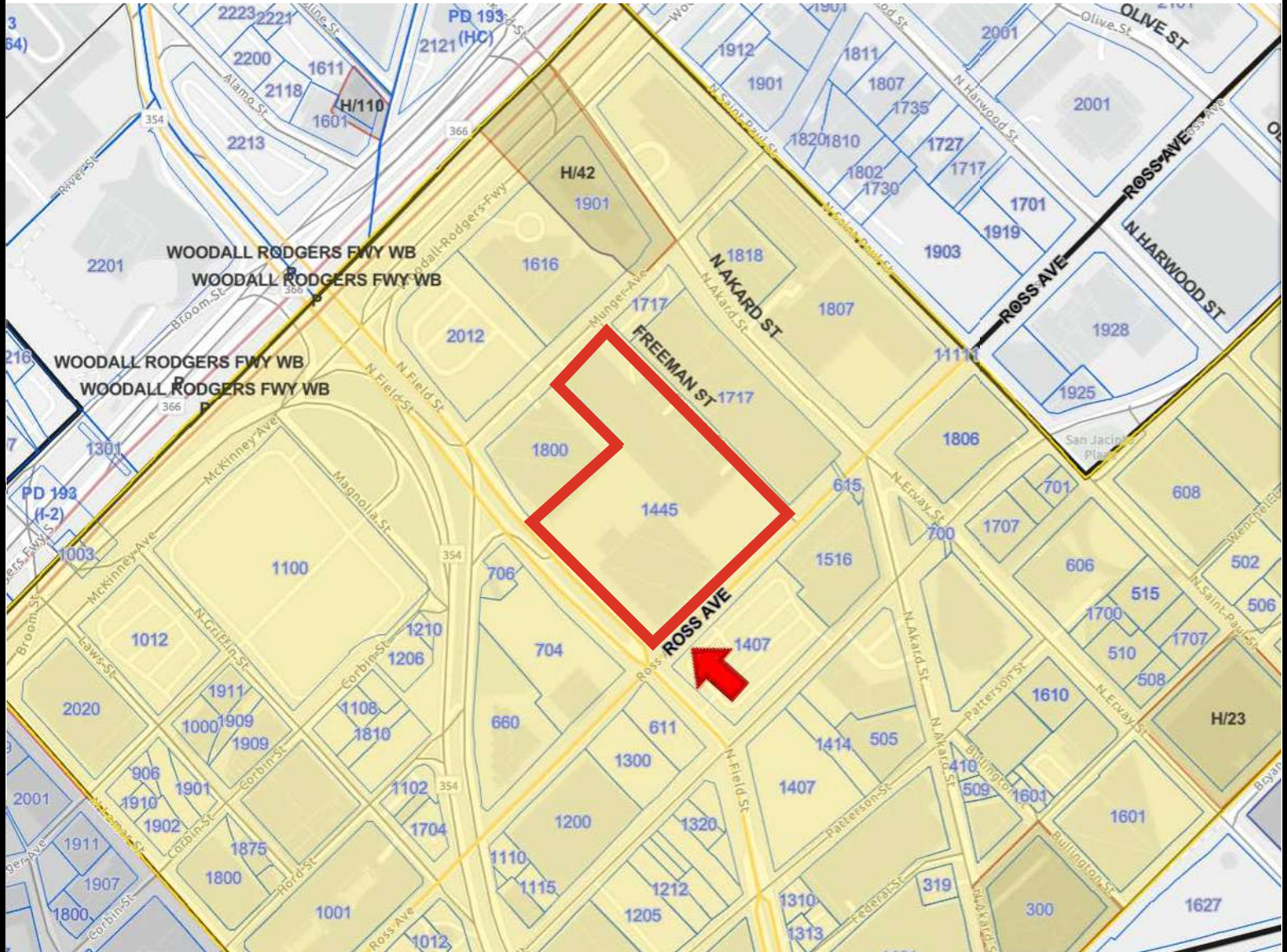
Conflict: 0 - none

Speakers: Victoria Morris - Jackson Walker
Suzan Kedron - Jackson Walker



Aerial Map - 1445 Ross Ave

Printed Date: 7/6/2026



Zoning Map - 1445 Ross Ave

Printed Date: 7/6/2026

Jul 6, 2026 at 13:09:35
1445 Ross Ave
Dallas TX 75202
United States



Jul 6, 2026 at 13:10:05
1445 Ross Ave
Dallas TX 75202
United States

WELLS FARGO

WELLS FARGO

SPECIAL PROVISION
SIGN DISTRICT
CASE NO:
SIGN-26-001416

SPECIAL PROVISION
SIGN DISTRICT
CASE NO:
SIGN-26-001415

SPECIAL PROVISION
SIGN DISTRICT
CASE NO:
SIGN-26-001414

SPECIAL PROVISION
SIGN DISTRICT
CASE NO:
SIGN-26-001413

FOUNTAIN PLACE SIGNAGE SUPPORT - MORGAN STANLEY

1445 ROSS AVENUE, DALLAS TEXAS



SHEET LIST - MORGAN STANLEY		
SHEET NUMBER	CONTRACT	SHEET NAME
S400	GENERAL NOTES	
S401	GENERAL NOTES	
S402	GENERAL NOTES	
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S405	GENERAL NOTES	
S406	GENERAL NOTES	
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214.740.0000
Project Name

FOUNTAIN PLACE
SIGNAGE SUPPORT -
MORGAN STANLEY

Client

FOUNTAIN
PLACE

Project

Issued For Review

ISSUE FOR CONSTRUCTION

No.	Date	Description
1	06/24/20	ISSUE FOR CONSTRUCTION

Approved By:	Checked By:
Signature:	Signature:
Date: 06/24/2020	Date: 06/24/2020
AN	AN
JPS	JPS

TO THE BEST OF THE ENGINEER'S KNOWLEDGE
THIS DOCUMENT IS IN ACCORDANCE WITH
THE APPLICABLE MINIMUM BUILDING CODES.



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NO. 147003 06/24/2020

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COVER SHEET

Sheet No.:

CVR

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FOUNTAIN PLACE

Management Company
N/A

Property Name & Address
Fountain Place
4445 Ross Ave
Suite 5100
Dallas, TX 75205

Opportunity Number
29064

DeNyse Representative
[Kogel]Designer
S. Clemence | DP

Date 06.25.2026

Revision Date DesTech
XXXXXX XXXX

11

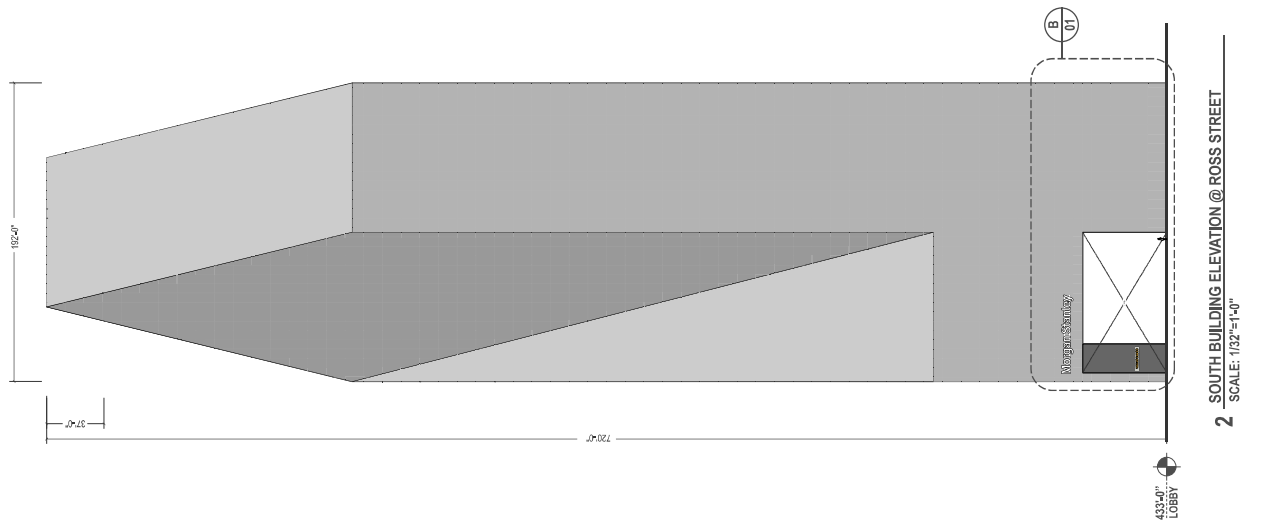
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Graphics/Fountain Place -
Dallas, TX (Preliminary)
EPJ @tense1MS/3.cdr

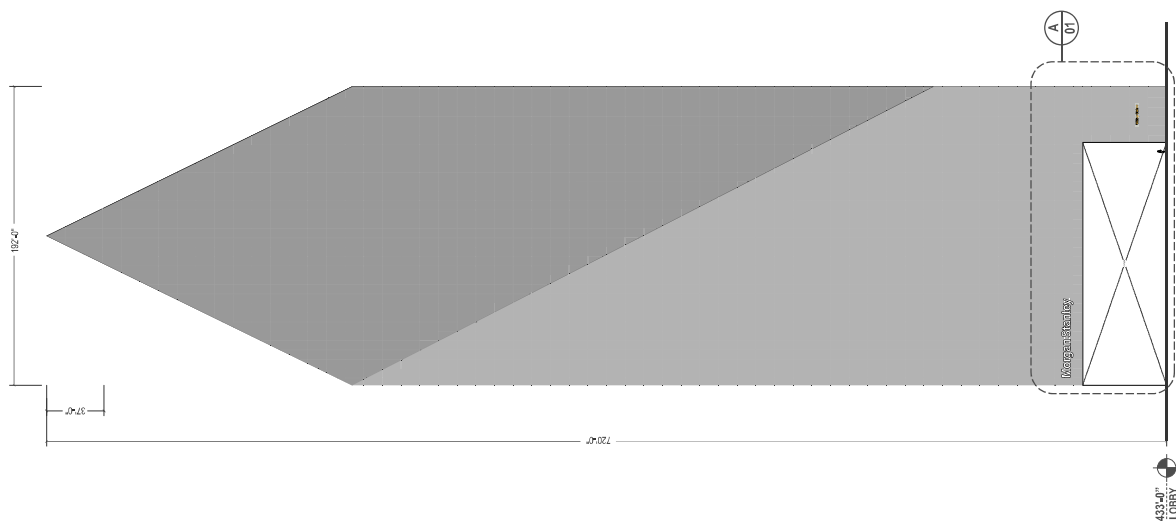
○ Concept
● Preliminary

1



2 SOUTH BUILDING ELEVATION @ ROSS STREET
SCALE: 1/32"=1'-0"

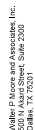
SCALE: 1/32"=1'-0"



WEST BUILDING ELEVATION @ FIELD STREET
SCALE: 1/32"=1'-0"

SCALE: 1/32"=1'-0"

DENYSE ARCHITECTURAL 1,800.841.7446 denyse.com DENYSE ARCHITECTURAL is a professional architectural firm providing architectural services to clients in the Dallas-Fort Worth area. We are a full-service architectural firm with a focus on commercial and institutional projects. Our team consists of architects, interior designers, and landscape architects. We are committed to providing high-quality, innovative, and sustainable design solutions for our clients.	B DETAIL SOUTH CURTAIN WALL ELEVATION @ ROSS AVE. 01 SCALE: 1/16"=1'-0"	BUILDING 4 - LETTER SET ROSS STREET ELEVATION SCALE: AS NOTED	2 MORGAN STANLEY LETTERSET - FRONT VIEW SCALE: 1/4"=1'-0" 1 MORGAN STANLEY LETTERSET - FRONT VIEW SCALE: 3/8"=1'-0" BUILDING 4 - LETTER SET SCALE: AS NOTED GENERAL NOTES 1. All dimensions are to the centerline of the letterset unless otherwise noted. 2. All dimensions are to the centerline of the letterset unless otherwise noted. 3. All dimensions are to the centerline of the letterset unless otherwise noted. 4. All dimensions are to the centerline of the letterset unless otherwise noted. 5. All dimensions are to the centerline of the letterset unless otherwise noted. 6. All dimensions are to the centerline of the letterset unless otherwise noted. 7. All dimensions are to the centerline of the letterset unless otherwise noted. 8. All dimensions are to the centerline of the letterset unless otherwise noted. 9. All dimensions are to the centerline of the letterset unless otherwise noted. 10. All dimensions are to the centerline of the letterset unless otherwise noted. COLORS & FINISHES 1. All colors are to be as shown on the color chart. 2. All colors are to be as shown on the color chart. 3. All colors are to be as shown on the color chart. 4. All colors are to be as shown on the color chart. 5. All colors are to be as shown on the color chart. 6. All colors are to be as shown on the color chart. 7. All colors are to be as shown on the color chart. 8. All colors are to be as shown on the color chart. 9. All colors are to be as shown on the color chart. 10. All colors are to be as shown on the color chart. CONSTRUCTION SPECIFICATIONS 1. All construction is to be as shown on the construction details. 2. All construction is to be as shown on the construction details. 3. All construction is to be as shown on the construction details. 4. All construction is to be as shown on the construction details. 5. All construction is to be as shown on the construction details. 6. All construction is to be as shown on the construction details. 7. All construction is to be as shown on the construction details. 8. All construction is to be as shown on the construction details. 9. All construction is to be as shown on the construction details. 10. All construction is to be as shown on the construction details. ENGINEERING REFERENCE: WALTER P. MOORE SHEETS S-200 + S-300 FOR SIGN MOUNTING BRACKET DETAIL AT MULLIKIN. 1. All engineering is to be as shown on the engineering details. 2. All engineering is to be as shown on the engineering details. 3. All engineering is to be as shown on the engineering details. 4. All engineering is to be as shown on the engineering details. 5. All engineering is to be as shown on the engineering details. 6. All engineering is to be as shown on the engineering details. 7. All engineering is to be as shown on the engineering details. 8. All engineering is to be as shown on the engineering details. 9. All engineering is to be as shown on the engineering details. 10. All engineering is to be as shown on the engineering details. 2
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FOUNTAIN
PLACE

Result:

Conclusion:

Issues/Revisions : **ISSUE FOR CONSTRUCTION**

[illegible]

Project Number :	Drawn By :
004.26002.00	AN
Approved By :	Checked By :

Certification Statement :
TO THE BEST OF THE ENGINEER'S KNOWLEDGE,
THE PLANS AND SPECIFICATIONS COMPLY WITH
THE APPLICABLE MINIMUM BUILDING CODES.



TYPE FIRM
REGISTRATION
NO. 1856
6-24-2026
PROFESSIONAL ENGINEER

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Traveling Time

PARTIAL ELEVATIONS

Abstract

S-200



