

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

DOWNTOWN SPECIAL PROVISION SIGN DISTRICT

CASE NUMBER: SIGN-25-001443

DATE FILED: Oct. 17th, 2025

LOCATION: 555 EVERGREEN ST
(WEST ELEVATION)

SIZE OF REQUEST: 350 sq. ft.

COUNCIL DISTRICT: 2

ZONING: CA-1(A)

APPLICANT: Josephine Gonzales of Pattison ID

OWNER: Butler Brothers HospitalityGroup, LLC

TENANT: Evergreen Dallas Hospitality, LP

REQUEST: An application for a Certificate of Appropriateness by Josephine Gonzales of Pattison ID, for a 350-square-foot LED illuminated channel letter sign on a backer panel to read 'TOWNPLACE SUITES BY MARRIOTT' at 555 EVERGREEN ST (WEST ELEVATION).

SUMMARY: The applicant proposes to install a 350-square-foot LED illuminated five inch deep channel letters sign mounted on at four-inch backer panel and emitting a white glow at night, with a black appearance during the day.

STAFF RECOMMENDATION: Approval.

SSDAC RECOMMENDATION: Approval.

BACKGROUND:

- The subject site is located in Downtown Special Provision Sign District, Central Business District. This district is zoned ZONING: Central Area District 1 (CA-1).
These regulations are established in: [Sec. 51A-7.900](#) (Specific details included below).
- The applicant proposes to install a 350-square-foot LED illuminated five inch deep channel letters sign mounted on at four-inch backer panel and emitting a white glow at night, with a black appearance during the day.
 - The sign is composed of 5" aluminum channel letters, painted Matte Black with Black Jewelite Retainers. The faces are white acrylic covered in black perforated vinyl film. Sign is illuminated by White LED modules.
 - Sign elements are constructed entirely of metal, plastic, and LED lighting. The overall height of the sign is 112' 3".
- This is the first of two applications under review by this body for this site and is referred to as sign "A1". This sign is to be mounted on the left side of the façade facing South Ervay Street.
- Construction of the proposed sign is in accordance with SPSPD 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 and gateway signs in the Chase Tower 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.

Projecting attached signs are not included in these effective area calculations. See additional restrictions on sign area in the provisions for specific sign types.

(4) Except as provided in this paragraph, attached signs may not project more than four feet above the roof line. Attached signs in the Convention Center Subdistrict may not project more than nine feet above the roof line.

(5) Attached premise signs may be videoboard signs, provided that the message content concerns businesses on the premise which are open for business for a minimum of 50 weeks per year with employees present a minimum of 30 hours per week. For operational and maintenance requirements, see Section 51A-7.910.

(e) Flat attached signs.

(3) Upper level flat attached signs.

(A) Each upper 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) Upper level flat attached signs must be wholly located within the upper level sign area.

This is the only sign proposed on this façade for this occupant. The sign occupies approximately 10% of the 3702 square-foot upper level sign area. The total effective area for all signs in the upper level sign area will be 700 square-foot which is 20% of the upper level sign area and less than the 30% allowance. This sign will have four words and is wholly located in the upper level sign area.

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

Butler Brothers HospitalityGroup, LLC
500 S. Ervay St.
Dallas, TX 75201

Officer names: Jose Quesada, Authorized Signatory

Tenant Ownership

Evergreen Dallas Hospitality, LP
1920 Enchanted Way, Ste 200
Grapevine, TX 76051

Officer names: Ajay Desai, VP
Sanjay Naik, VP

SSDAC Action:

November 20, 2025

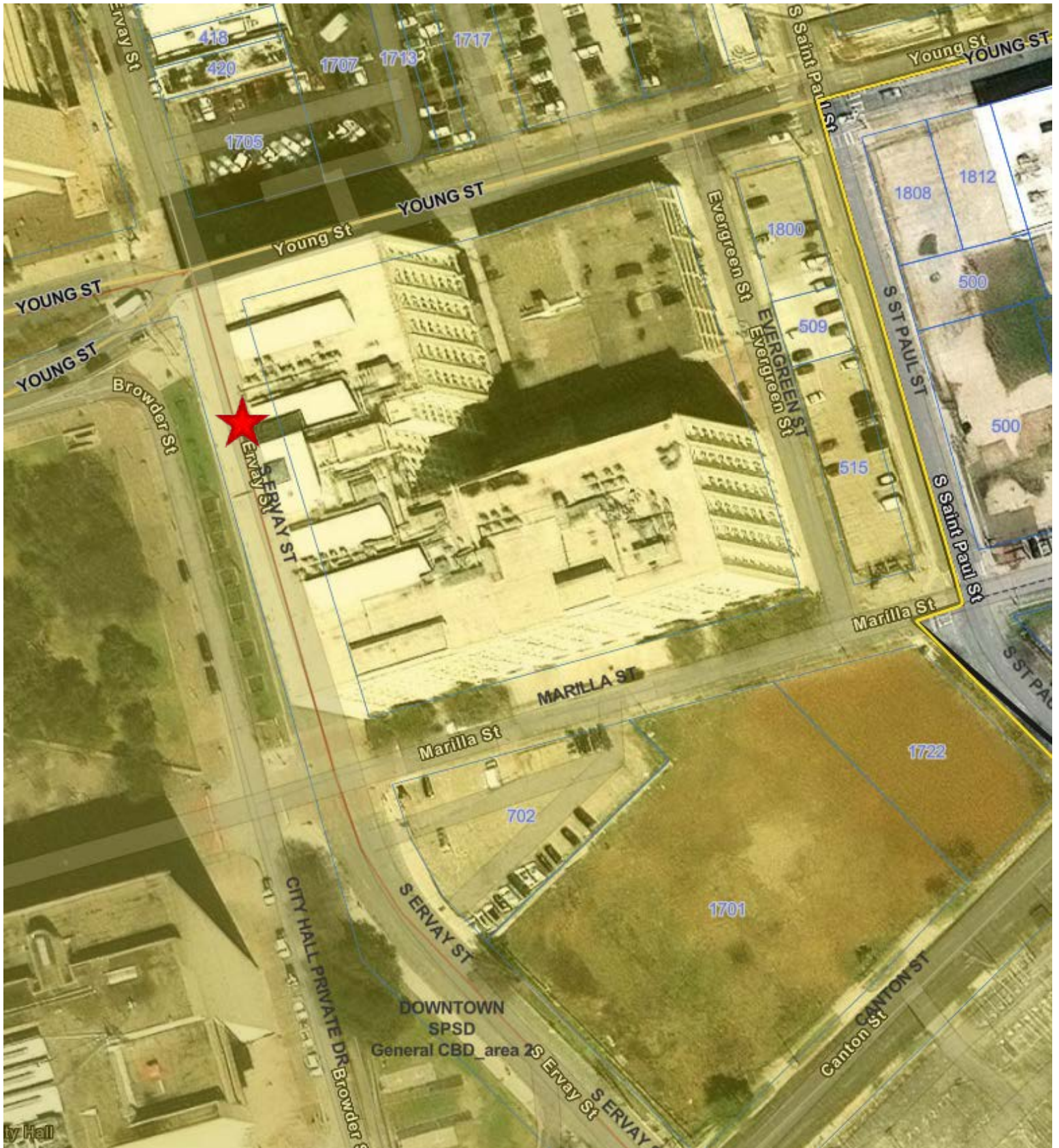
MOTION: It was moved to approve:

An application for a Certificate of Appropriateness by Josephine Gonzales of Pattison ID, for a 350-square-foot LED illuminated channel letter sign on a backer panel to read 'TOWNPLACE SUITES BY MARRIOTT' at 555 EVERGREEN ST (WEST ELEVATION).

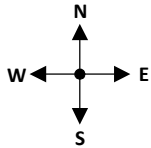
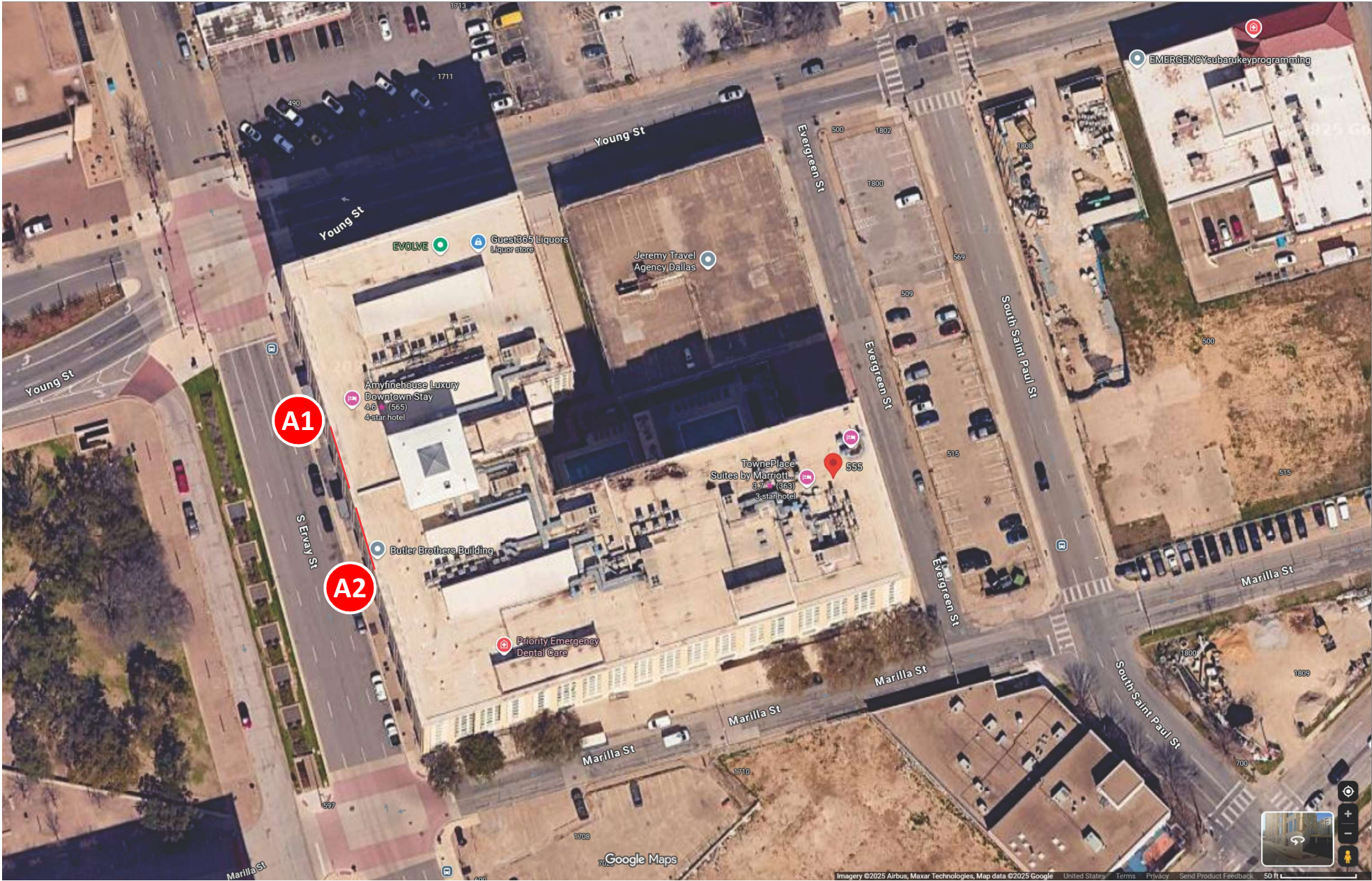
Maker: Hardin
Second: Dumas
Result: Carried: 3 to 0

For: 3 - Peadon, Dumas, and Hardin
Against: 0 - none
Absent: 2 - Murphy and Hall
Conflict: 0 - none

Speakers: Richard Brown - Pattison Sign Group
Stratton Sheldon - Pattison Sign Group







AERIAL VIEW

SCALE: SEE LEGEND

Project ID

0426334Ar11_PERMIT

TPS / FFI

555 EVERGREEN STREET
DALLAS, TEXAS 75201-3603

Date: 8/20/24

Contact: MJD/SSL

Designer: RFF

Sign Item

Scale:

Revision Notes

r1-RFF-9/5/24: Switch Signs A & B locations & rev. specs

r2-MAB-9/10/24: Sign A separation - Sign B layout

r3-JMc-9/25/24: Revise Sign B

r4-JMc-10/1/24: Revise Sign B

r5-AC-10/10/24: Rev. Sign B size

r6-RFF-10/31/24: Rev. Sign B layout

r7-JMc-2/24/25: Remove Sign B & place it in new WO#0428627

r8-JMc-3/20/25

r9-MAB-9/16/25: Add mounting brackets to Signs A1 & A2

R10 KMc 9/25/2025 - applied stamped eng

r11_Permit:JH:10/03/25- Create Permit Dwg. for 'A1' and 'A2'

Information Required for Production

Customer Approval

Signature

MM/DD/YYYY

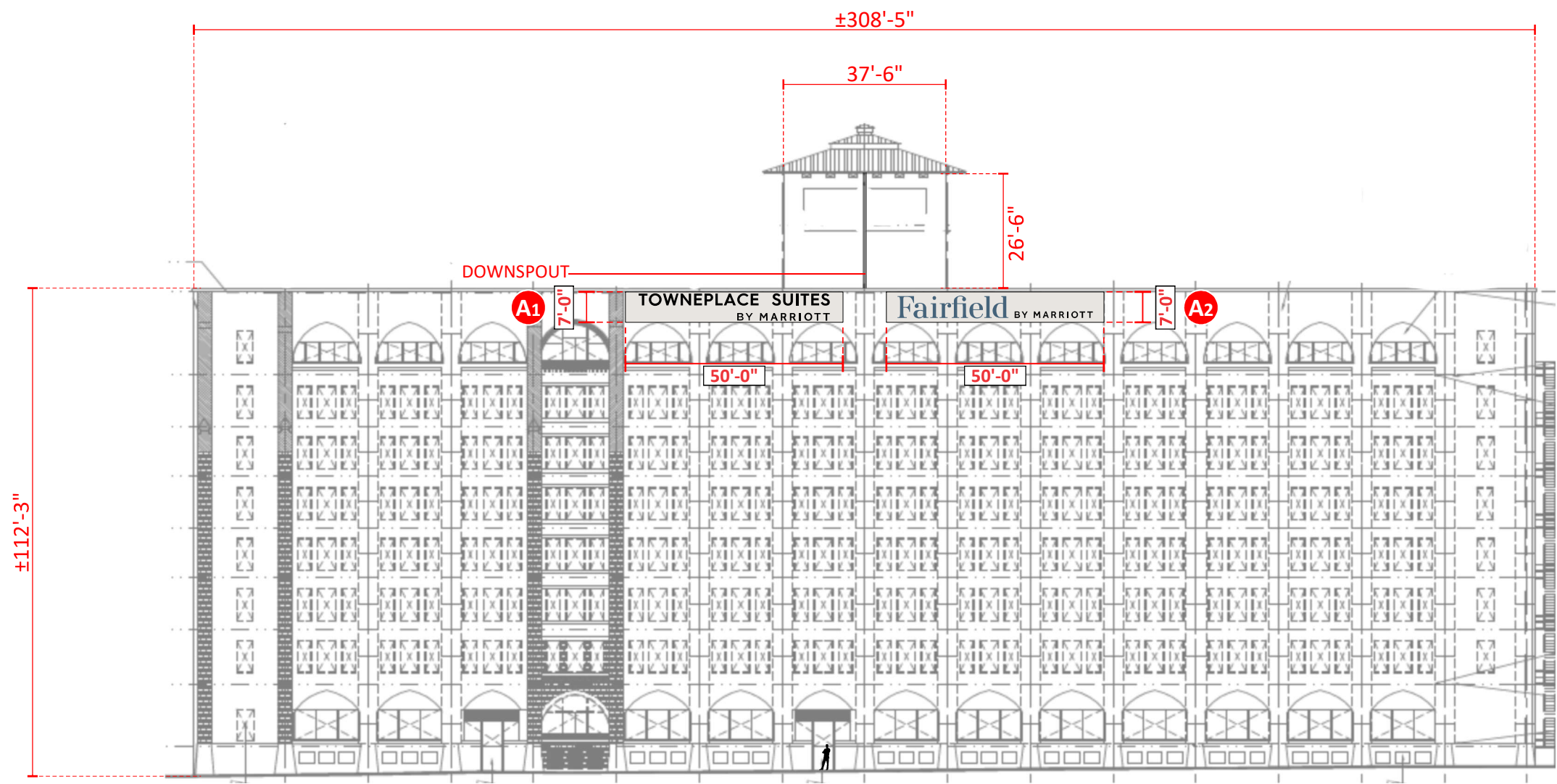
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Pattison



1.866.635.1110
pattisonid.com



WEST BUILDING ELEVATION | PROPOSED SIGNAGE
SCALE: 1/32" = 1'-0"

Project ID

0426334Ar11_PERMIT

TPS / FFI

555 EVERGREEN STREET
DALLAS, TEXAS 75201-3603

Date: 8/20/24

Contact: MJD/SSL

Designer: RFF

Sign Item

A1 & A2: WEST ELEV.

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

Revision Notes

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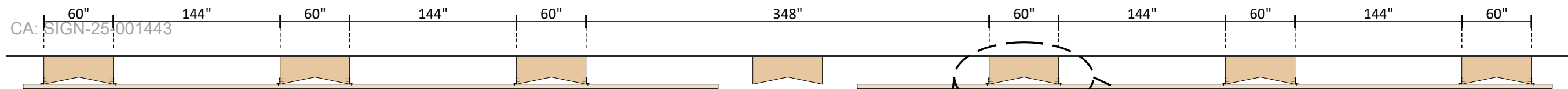
Customer Approval

Signature

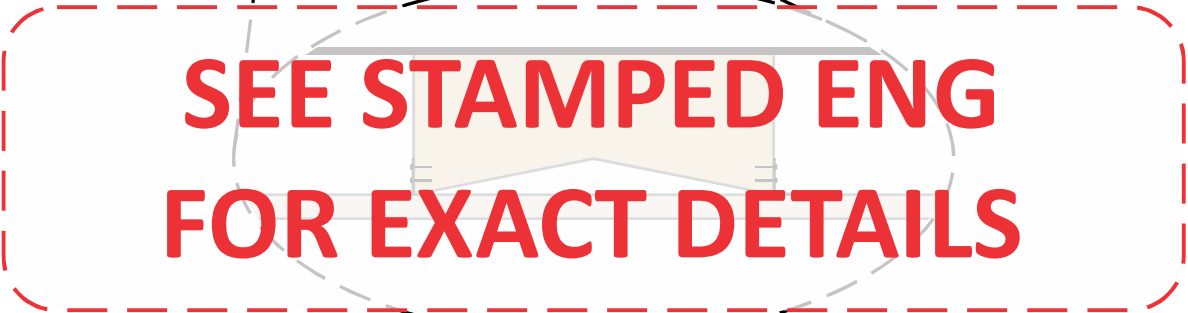
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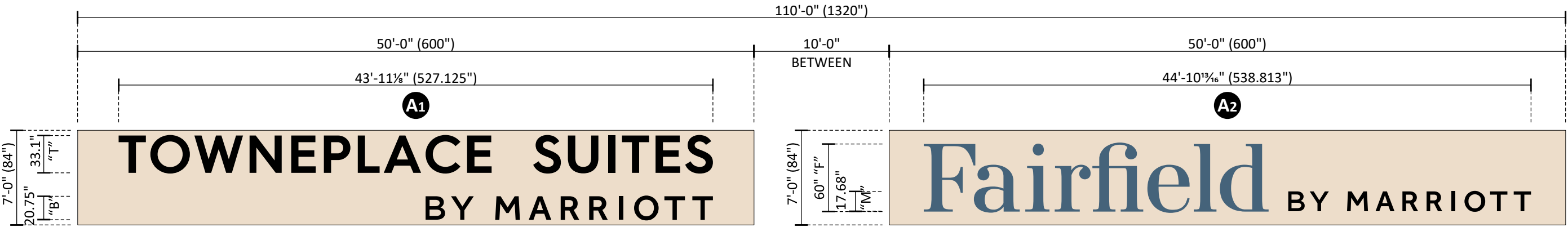
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PLAN VIEW SHOWING INDENTED “V” COLUMNS



ZOOM MOUNTING DETAIL SCALE: 3/8" = 1'-0"



A

FACE-LIT CHANNEL LETTERS w/ ALUM. PAN BACKER PANELS

ONE [1] SET REQUIRED - MANUFACTURE & INSTALL

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

Sq.Ft. = 700



LIGHTING SIMULATION

Project ID

0426334Ar11_PERMIT

TPS / FFI

555 EVERGREEN STREET
DALLAS, TEXAS 75201-3603

Date: 8/20/24

Contact: MJD/SSL

Designer: RFF

Sign Item

A1 & A2: C/L's/BACKERS

Scale: 1/8" = 1'-0"

Revision Notes

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Customer Approval

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TOWNEPLACE SUITES

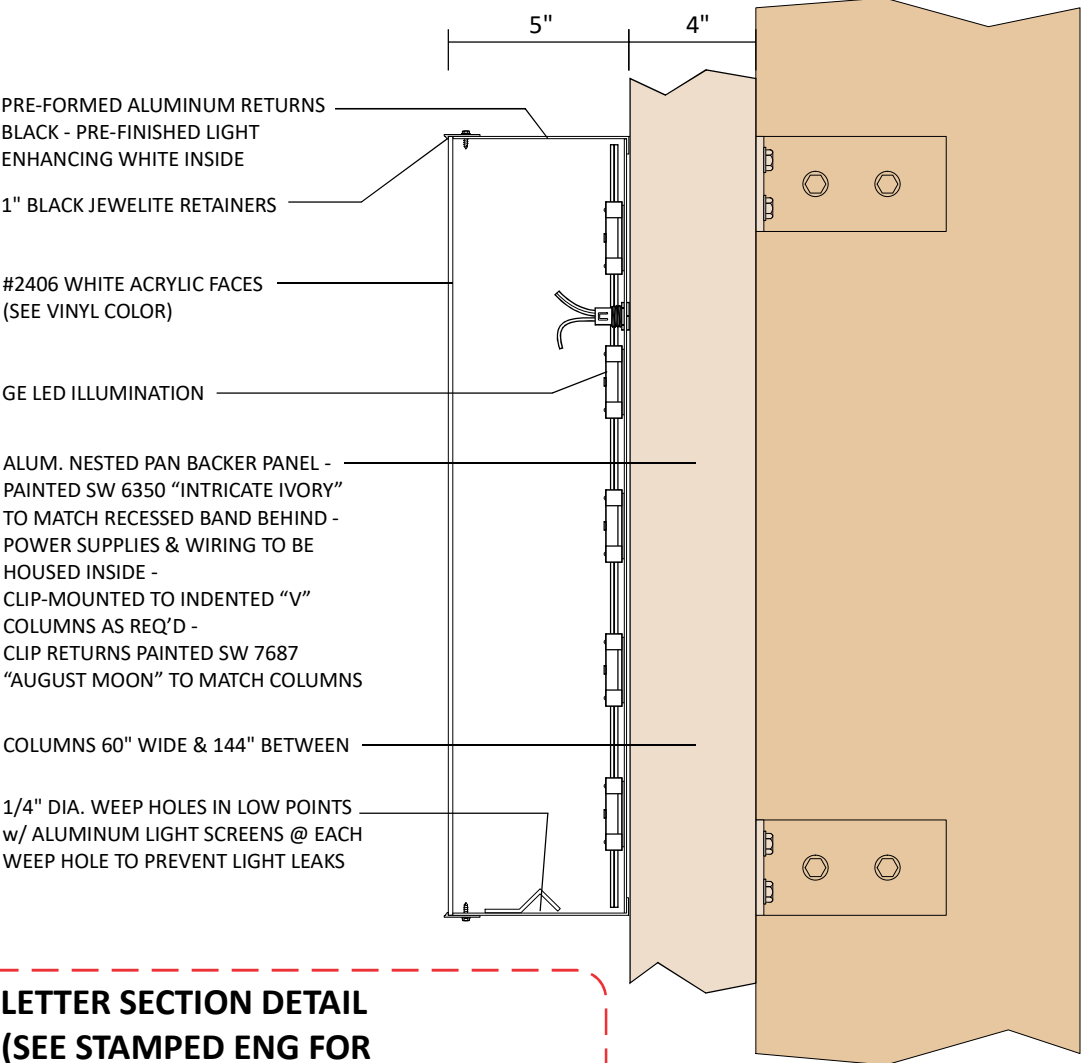
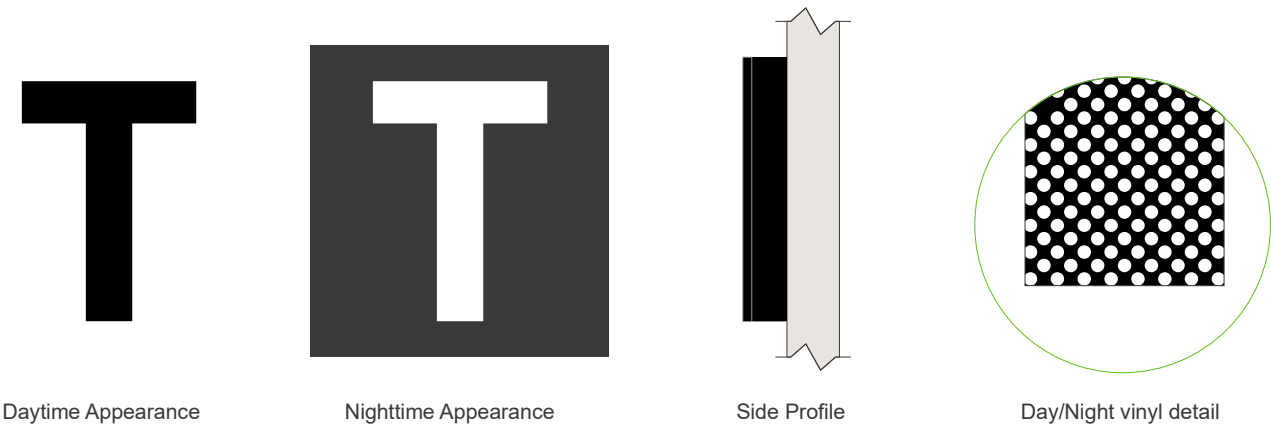
BY MARRIOTT

A1 ALUMINUM RETURNS / ALUMET PRE-FINISHED MATTE BLACK

BLACK JEWELITE RETAINERS

#2406 WHITE ACRYLIC FACES w/ BLACK DUAL COLOR FILM OVERLAYS

WHITE GE LED INTERNAL ILLUMINATION



LETTER SECTION DETAIL
(SEE STAMPED ENG FOR
EXACT DETAILS / FOLLOWING PAGE)

Project ID

0426334Ar11_PERMIT

TPS / FFI

555 EVERGREEN STREET
DALLAS, TEXAS 75201-3603

Date: 8/20/24

Contact: MJD/SSL

Designer: RFF

Sign Item

A1: C/L DETAILS

Scale: N.T.S.

Revision Notes

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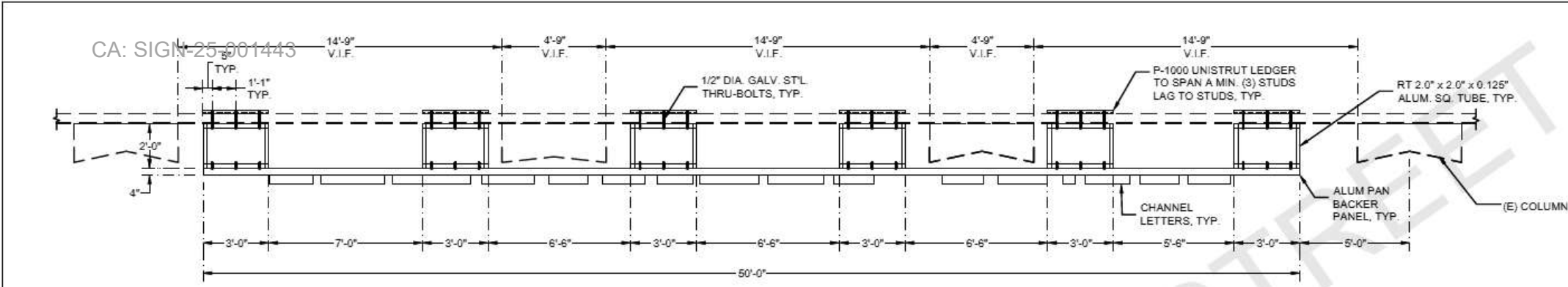
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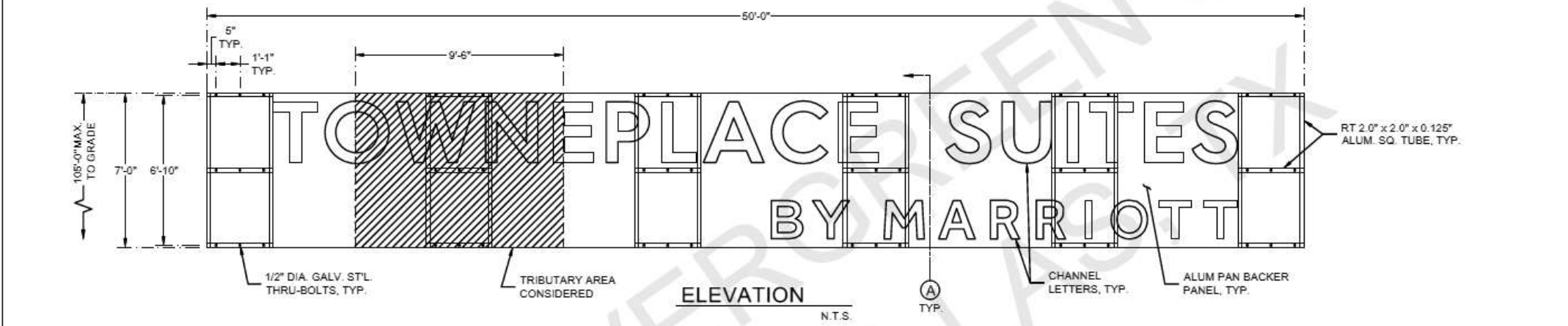
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PLAN VIEW

N.T.S.



ELEVATION

N.T.S.



Y.J. Inc.
F-19272

DATE SIGNED: 09/23/2025

NOTICE: IT IS A VIOLATION OF THE LAW FOR ANY PERSON, UNLESS ACTING UNDER THE DIRECTION OF A LICENSED PROFESSIONAL, TO ALTER AN ITEM IN ANY WAY. IF AN ITEM BEARING THE SEAL OF A LICENSED PROFESSIONAL IS ALTERED, THE ALTERING LICENSED PROFESSIONAL SHALL AFFIX TO THEIR ITEM THEIR SEAL AND THE NOTATION "ALTERED BY" FOLLOWED BY THEIR SIGNATURE AND THE DATE OF SUCH ALTERATION, AND A SPECIFIC DESCRIPTION OF THE ALTERATION.

www.yjinc.com
P.O. BOX 802050
SANTA CLARITA, CA 91380
TEL (661)259-0700 FAX (661)259-0900

SHEET TITLE:

TOWNEPLACE SUITES WALL SIGN 1

DRN BY: I.G.
CHK BY: T.J.
REV BY: T.J.
PLOT BY: Gabriela

DATE LAST REVISED: Sep 23, 2025
PROJ. START DATE: Sep 09, 2025
SCALE: AS SHOWN
ON 9/23/2025 2:58:07 PM

PROJECT JOB #: JTS_206825_Towneplace Suites_Evergreen Street_Dallas_TX.dwg
REV. NO. REV. DATE REVISED BY
1 --/--/--
2 --/--/--

PROJECT LOCATION: TOWNEPLACE SUITES
655 EVERGREEN STREET
DALLAS, TX

SHEET #

1 OF 1

Sign Design Based On 2021 IBC w/ Dallas Amendments			
Job #	JTS_206822		
Project	Towneplace Suites - Wall Sign 1		
Job Location	555 Evergreen Street Dallas, TX		
INPUT DATA			
Exposure category (B, C or D)		=	C
Risk Category		=	II
Ultimate Design Windspeed	V _{ult}	=	105 MPH
Topographic factor	K _z	=	1 Flat
Height of the sign	h	=	105.00 FT
Vertical dimension (for wall, s = h)	s	=	7.00 FT
Horizontal dimension	B	=	50.00 FT
Dimension of return corner	L _r	=	0.42 FT
ANALYSIS			
Velocity pressure	q _z = 0.00256 K _z K _e K _d V ²	=	30.53 PSF
where:			
q _z = velocity pressure at height h. (Eq. 26.10-1 page 268)			
K _z = velocity pressure exposure coefficient			
evaluated at height above g.Rnd. level, h (Tab. 26.10-1, page 268)			
K _d = wind directionality factor. (Tab. 26.6-1, page 266)			
K _e = ground elevation factor, see (Tab. 26.9-1, page 268)			
Wind Force Low Rise Buildings (Sec. 30.4.2 & 29.3)			
Max horizontal wind pressure = p = q _z GC _p			
GC _p = external pressure coefficients (Fig. 30.5-1, page 363)			
A _g = B s = the gross area			
DESIGN SUMMARY			
Allowable Stress Design Wind Factor =			
Design Wind Pressure =			
Design Windforce, F =			
Sign Parameters:			
Weight of cabinet, DL =			
Vertical distance between anchors, y =			
b (return) =			
Offset from wall =			
Min. no. of top or bott. anchors =			
Anchor Design			
Tension Req'd			
T = 310			
Shear Req'd			
V = 64			
Unity =			
Consider Tributary Area of Frame			
Tributary Area =			
Design Windforce, F =			
Frame Design			
Sec. Mod. Req'd			
S = 0.29			

NOTES :

GENERAL :

- SIGN DESIGN IS BASED ON ADEQUATE EXISTING SUPPORT ELEMENTS.
- PROVIDE ISOLATION OF DISSIMILAR MATERIALS.
- COAT ALUMINUM IN CONTACT WITH CONCRETE WITH ZINC RICH PAINT.
- PROVIDE FULLY WELDED END CAPS AT EXPOSED OPEN ENDS OF STEEL / ALUM. TUBES, MATCH THICKNESS LIKE FOR LIKE.
- SLOPE TOP OF EXPOSED FOOTING AWAY FROM DIRECT BURIAL POSTS.
- ALL EXPOSED STEEL TO BE PRIMED & PAINTED (POWDER COAT AS AN OPTION) OR ALTERNATIVELY USE GALVANIZED STEEL.

STEEL :

- DESIGN AND FABRICATION ACCORDING TO 2021 IBC W/ DALLAS AMENDMENTS
- PLATE, ANGLE, CHANNEL TEE: ASTM A36
- WIDE FLANGE: ASTM A992
- ROUND PIPE: ASTM A53 GRADE B OR EQUIVALENT.
- HSS ROUND, SQUARE, AND RECTANGULAR TUBE: ASTM A500 GRADE B OR EQUIVALENT.
- STAINLESS STEEL ROUND, SQUARE, AND RECTANGULAR TUBE: ASTM A276 T304 OR EQUIVALENT.
- ALL ANCHORS BOLTS SHALL BE: ASTM F1554 OR ASTM F593 T304 U.N.O.
- ALL STEEL MACHINED BOLTS SHALL BE: ASTM A307, A325 OR A449 U.N.O.
- ALL STAINLESS STEEL MACHINED BOLTS SHALL BE: ASTM F593 T304 U.N.O.
- ALL BOLTS TO BE ZINC COATED: ASTM B633
- STORMED REINFORCING REBAR: ASTM A615 GRADE 60.
- DESIGN AND FABRICATION ACCORDING TO AWS D1.1, / D1.3 & D1.6
- AWS CERTIFICATION REQUIRED FOR ALL STRUCTURAL WELDERS.

ALUMINUM :

- DESIGN AND FABRICATION ACCORDING TO 2020 ALUM. DESIGN MANUAL
- PLATES, ANGLES, CHANNELS, TEE, AND SQUARE TUBING: ALUMINUM
- ALLOY 6061 - T6 WITH 0.098 LBS PER CUBIC INCH.

WELDING :

- WELD SIZE (LEG LENGTH) SHALL BE EQUAL TO THE THICKNESS OF THE THINNEST MEMBER AT THE JOINT, UNLESS NOTED OTHERWISE.
- E70 XX ELECTRODE FOR SMAW PROCESS.
- E70S XX ELECTRODE FOR GMAW PROCESS.
- E70T XX ELECTRODE FOR GTAW PROCESS.
- E70T XX ELECTRODE FOR FCAW PROCESS.
- ALL WELDS SHALL BE MADE WITH A FILLER METAL THAT CAN PRODUCE WELDS THAT HAVE A MINIMUM CHARPY V-NOTCH TOUGHNESS OF 20FT-LB AT ZERO 0° AS DETERMINED BY THE APPROPRIATE AWS A5 CLASSIFICATION TEST METHOD OR MFG'S. CERTIFICATION.

ANCHORS :

- BRAND NAME APPROVED ANCHORS SPECIFIED ON PLANS MAY BE SUBSTITUTED BY APPROVED EQUAL.

Project ID
0426334Ar11_PERMIT

TPS / FFI
555 EVERGREEN STREET
DALLAS, TEXAS 75201-3603

Date: 8/20/24
Contact: MJD/SSL
Designer: RFF

Sign Item

Scale:

Revision Notes
r1-RFF-9/5/24: Switch Signs A & B locations & rev. specs
r2-MAB-9/10/24: Sign A separation - Sign B layout
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Information Required for Production

Customer Approval
Signature
MM/DD/YYYY

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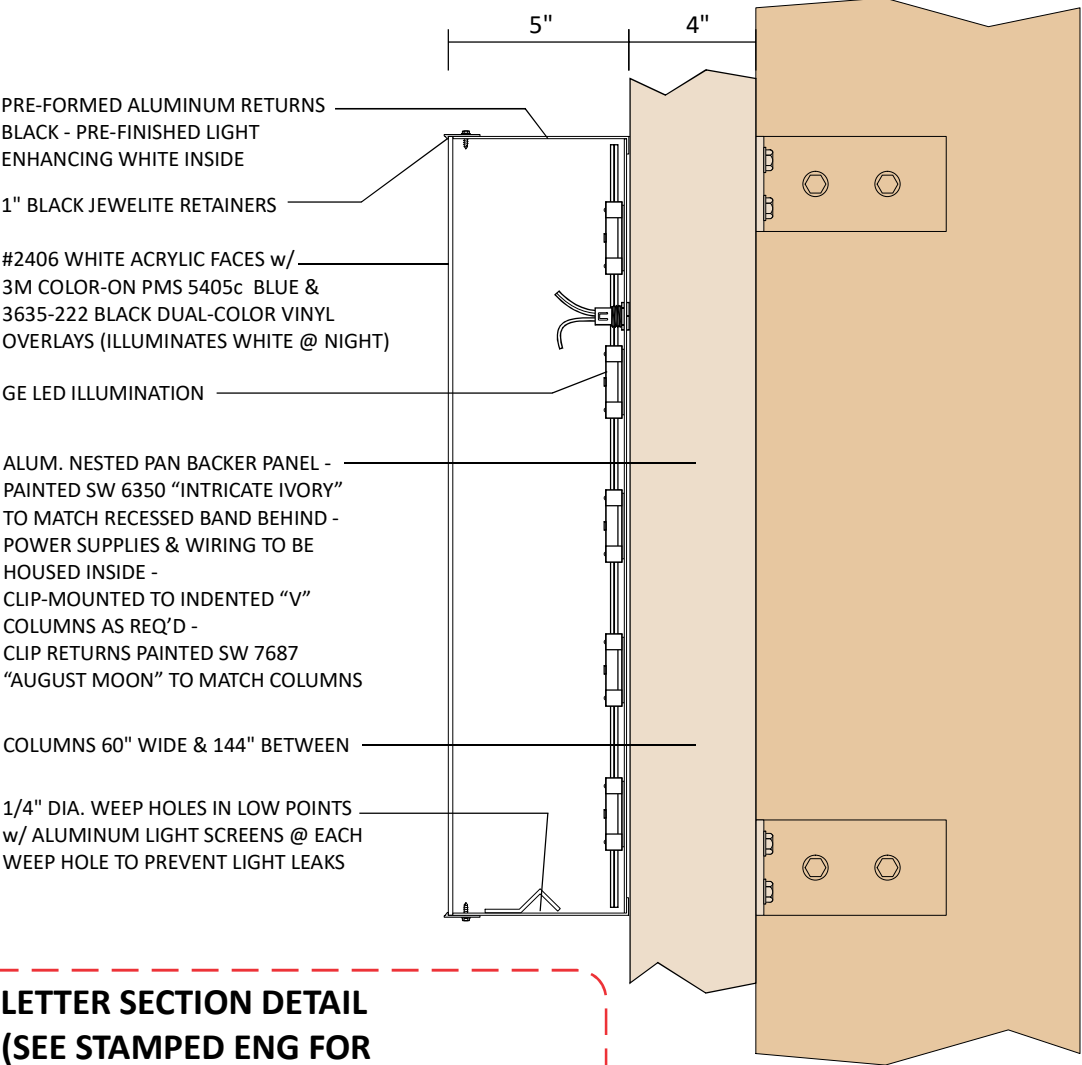
Pattison
id

1.866.635.1110
pattisonid.com

Fairfield

BY MARRIOTT

A2



LETTER SECTION DETAIL
(SEE STAMPED ENG FOR
EXACT DETAILS / FOLLOWING PAGE)

Project ID

0426334Ar11_PERMIT

TPS / FFI

555 EVERGREEN STREET
DALLAS, TEXAS 75201-3603

Date: 8/20/24

Contact: MJD/SSL

Designer: RFF

Sign Item

A2: C/L DETAILS

Scale: N.T.S.

Revision Notes

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