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**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:** 2409120037  
**LOCATION:** 400 S. St. Paul Street  
(west elevation)

**DATE FILED:** September 12, 2024  
**SIZE OF REQUEST:** 78 sq. ft.

**COUNCIL DISTRICT:** 2

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

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**APPLICANT:** Marie Byrum of BYRUM SIGN & LIGHTING

**OWNER:** St. Paul Apartment Venture LLC

**TENANT:** Modera St. Paul

**REQUEST:** An application for a Certificate of Appropriateness by Marie Byrum of BYRUM SIGN & LIGHTING, for a 78-square-foot LED illuminated attached projecting sign at 400 S. St. Paul Street (west elevation).

**SUMMARY:** The applicant proposes to install a 78-square-foot attached sign, composed of LED illuminated cabinet, with channel letters and push thru acrylic letters, projecting five-feet from the west elevation, and bearing the name Modera by Mill Creek St. Paul

**STAFF RECOMMENDATION:** Approval.

**SSDAC RECOMMENDATION:** Approval.

**BACKGROUND:**

- The subject site is located in Downtown SPSD within the Central Business District Subdistrict, Area 2. 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 78-square-foot attached sign, composed of LED illuminated cabinet, with channel letters and push thru acrylic letters, projecting five-feet from the west elevation, and bearing the name Modera by Mill Creek St. Paul
  - Aluminum Fabricated Face Lit Channel Letters to read "Modera". Four-inch Aluminum Returns with "White Wonder" Painted Finish. Faces to be White Acrylic with one-inch Trimcap. Internally Illuminated by LEDs.
  - Push thru acrylic letters to read "By Mill Creek". One-half-inch white acrylic. Internally Illuminated by LEDs.
  - Push thru acrylic letters to read "St. Paul". One-half-inch white acrylic with .063" black light mask to give a "halo" glow appearance. Internally Illuminated by LEDs.
- This is the third of three applications for this site. This sign is to be located on west elevation. One permit has previously been issued after being reviewed under director procedure.
- 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. (Ord. Nos. 19455; 20167; 21404; 24606)

**51A-7.903 DEFINITIONS.**

(25) PROJECTING ATTACHED SIGN means an attached sign projecting more than 12 inches from a building at an angle other than parallel to the facade.

(34) UPPER LEVEL SIGN AREA means the portion of a facade more than 36 feet above grade and within the top 12 feet of a facade on buildings 18 stories or less, or within the top 36 feet of a facade on buildings more than 18 stories.

**51A-7.911 ATTACHED PREMISE SIGNS.**

(a) Attached signs in general.

(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.

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

(g) Projecting attached signs.

(2) Upper projecting attached signs.

(A) No premise may have more than one upper projecting attached sign.

(B) No upper projecting attached sign may project more than five feet into the public right-of-way.

(C) An upper projecting attached sign:

(i) may be located outside the upper level sign area; and

(ii) may not be lower than 12 feet above grade.

(D) The lowest point of an upper projecting attached sign must be located within 36 feet above grade.

(E) No upper projecting attached sign may exceed 180 square feet in effective area.

*This is the only upper projecting sign on this premise. The proposed sign will not project more than five feet into public right of way. This sign contains six words, "Modera by Mill Creek, St. Paul".*

**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:**

**October 8, 2024**

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

An application for a Certificate of Appropriateness by Marie Byrum of BYRUM SIGN & LIGHTING, for a 78-square-foot LED illuminated attached projecting sign at 400 S. St. Paul Street (west elevation).

Maker: Peadon  
Second: Carpenter  
Result: Carried: 3 to 0

For: 3 - Peadon, Carpenter, and Hardin  
Against: 0 - none  
Absent: 2 - Haqq, Dumas  
Conflict: 1 - Webster

Speakers: Marie Byrum

**Property Ownership**

St. Paul Apartment Venture LLC  
400 S. Saint Paul Street  
Dallas, TX 75201

Officer names: Chad Boyette      Title: Vice President - Dev.

**Tenant Ownership**

Moderia St. Paul  
400 S. Saint Paul Street  
Dallas, TX 75201

Officer names: Chad Boyette      Title: Vice President - Dev.

# Job 192649590-002 (2409120037)

## Job Edit

### Miscellaneous Transaction Job 192649590-002 (2409120037)

Electrical Sign (ES) ATTACHED - WELV (A) New Construction

Status: Paid Created By: TLUMSDEN Date Created: Sep 12, 2024  
Date Completed: Sep 12, 2024

Parent Job: 192649590-001 (2408151172)  
Specific Location: 78SF- 400 S ST PAUL ST - LED ILLUMINATED PROJECTING SIGN  
CA#2409120037

## Details

Customer: Byrum, Marie  
305 N. Delaware Street Suite 106  
Irving, TX 75061  
(972) 723-8525  
marie@byrumsign.com  
Fee Amount: \$397.00  
Fee Type:  
Staff Email: SCOTT.ROPER@DALLAS.GOV

## Details



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

Fees (EXT): 2409120037 Technology Fee \$15.00  
Adjusted: \$0.00 Paid: \$15.00 Owed: \$0.00

## Fees

Description	Posted Date	Amount	Tax	Total	Balance
Technology Fee		\$15.00	\$0.00	\$15.00	\$0.00
Receipt Number: 917153		(\$15.00)	\$0.00	(\$15.00)	
					<b>\$0.00</b>

## Processes

Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected			Sep 12, 2024 14:13:31	
Auto generated System Fee Collection						





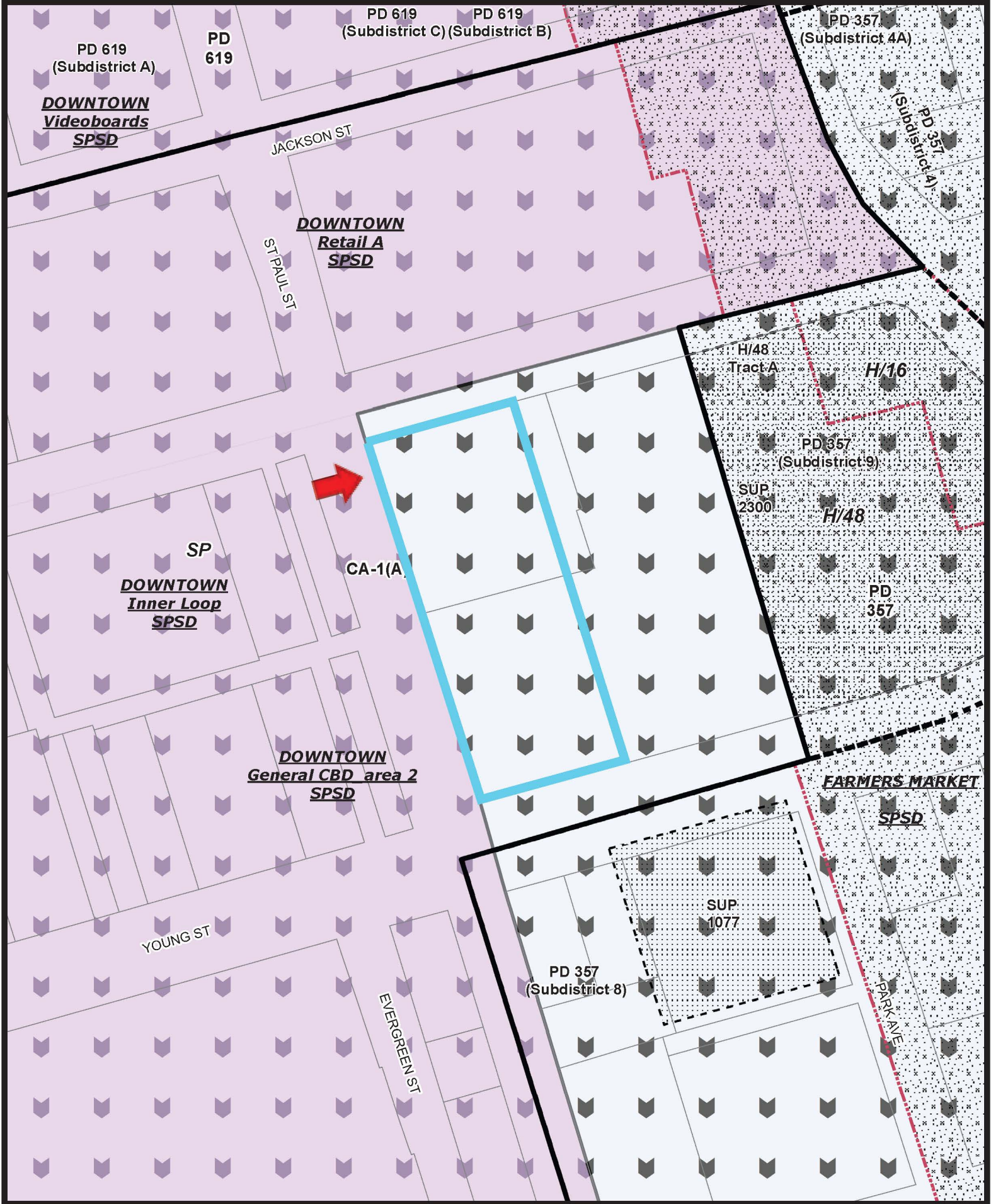
Printed Date: 10/2/2024



1:1,200

# Aerial Map - 400 S St Paul St





1:1,200

# Zoning Map - 400 S St Paul St

2919

Printed Date: 10/2/2024



General Notes:

- ① Design is based on IBC 2021 & Wind speed of 105 mph at 3 sec gust (Risk Cat 2, Exp C)
- ② These drawings shall only be used for the intended reasons when issued and should not be used for any other purpose on this project and shall not be used on any other project either by the recipient or others without the prior approval of TMM Consultants.
- ③ TMM Consultants is not the Engineer of Record for overall project and shall only be responsible for the design of the sign structure and/or sign anchors shown on the drawing. Sign cabinet structure design shall be provided by others.
- ④ Contractor shall be responsible for any discrepancies on the drawings. Any such discrepancies shall immediately be reported to TMM Consultants for verification and adjustments.
- ⑤ If any part of existing structure does not meet specifications listed or dimensions shown, contractor shall not proceed with construction and request for a redesign
- ⑥ All HSS sections shall meet ASTM 500 Grade B with minimum yield stress  $F_y=46$  ksi for HSS Square & Rectangular Sections and  $F_y=42$  ksi for HSS Round Sections.
- ⑦ All Standard Steel Pipes and Tubes shall meet minimum yield stress  $F_y=35$  ksi.
- ⑧ All other existing and new steel including plates, angles, anchor rods, etc. shall meet ASTM A36 with minimum yield stress  $F_y=36$  ksi.
- ⑨ All Aluminum Tubes and Plates shall meet 6061 or 6063 specs
- ⑩ All existing and new structural bolts shall conform to ASTM A325 unless noted otherwise.
- ⑪ Bolts Shall not be connected to existing building facia, brick or stone veneer at any location. It should be properly anchored to the building frame w/ appropriate blocking or to Concrete wall or CMU walls that has cells filled with grout
- ⑫ All Steel welding shall be made with E70xx electrodes and All Aluminum welding shall be made with E40xx electrodes. Weldings shall be performed by certified welders in accordance with latest AWS standards
- ⑬ All Rebars shall conform to ASTM A615 and will be Grade 60 steel.
- ⑭ Analysis of existing building structure, where applicable, to support proposed loads not in scope of TMM Consultants and hence not performed and provided.
- ⑮ Wall type information, where applicable, provided by the Sign Installer. The Contractor shall not proceed with the installation if the actual Wall type is other than shown and request for a redesign
- ⑯ For Concrete Masonry Unit Construction, Masonry Units shall conform to ASTM C90 and the cells shall be fully grouted and will have  $f_m$  of 2000 psi minimum (attained @ 28 days)
- ⑰ Concrete Piers and Spread footing shall have normal weight concrete with minimum compressive strength of 3000 psi (attained in 28 days. Care shall be taken for not placing concrete over soil fill.
- ⑱ Prior to construction contractor shall verify dimensions and grade of existing steel and concrete.
- ⑲ Field verification for accuracy and structural integrity of all elements of existing structure - including but not limited to - steel support, foundation, connections - not in scope of TMM Management.
- ⑳ TMM Consultants shall not be held responsible for damage caused to existing Building due to the Sign Project.



9/2/2024

Prepared for

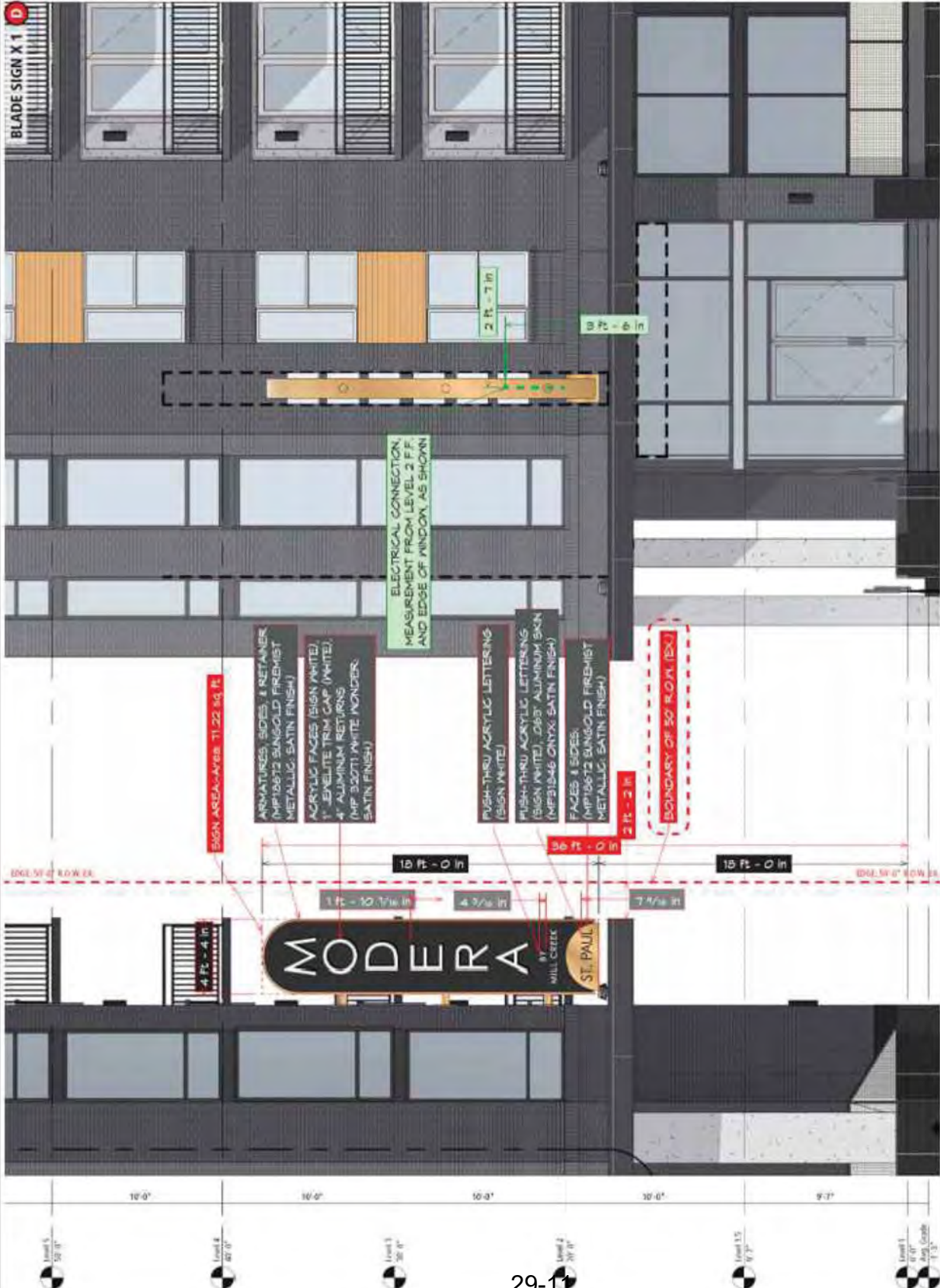
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1351 Regal Row  
Dallas, TX 75247

Project #:	23834
Date:	September 2024
Drawn by:	MB
Scale:	Not to Scale
Revision:	0
Drawing #:	0
Project & Location:	

**Modera St. Paul**  
400 South Saint Paul Street,  
Dallas, Texas 75201

Engineer





Prepared for  
**Force Communications**  
 1351 Regal Row  
 Dallas, TX 75247

Project #:	23934
Date:	September 2024
Drawn by:	MB
Scale:	Not to Scale
Revision:	0
Drawing #:	9
Project & Location:	Modera St. Paul 400 South Saint Paul Street, Dallas, Texas 75201

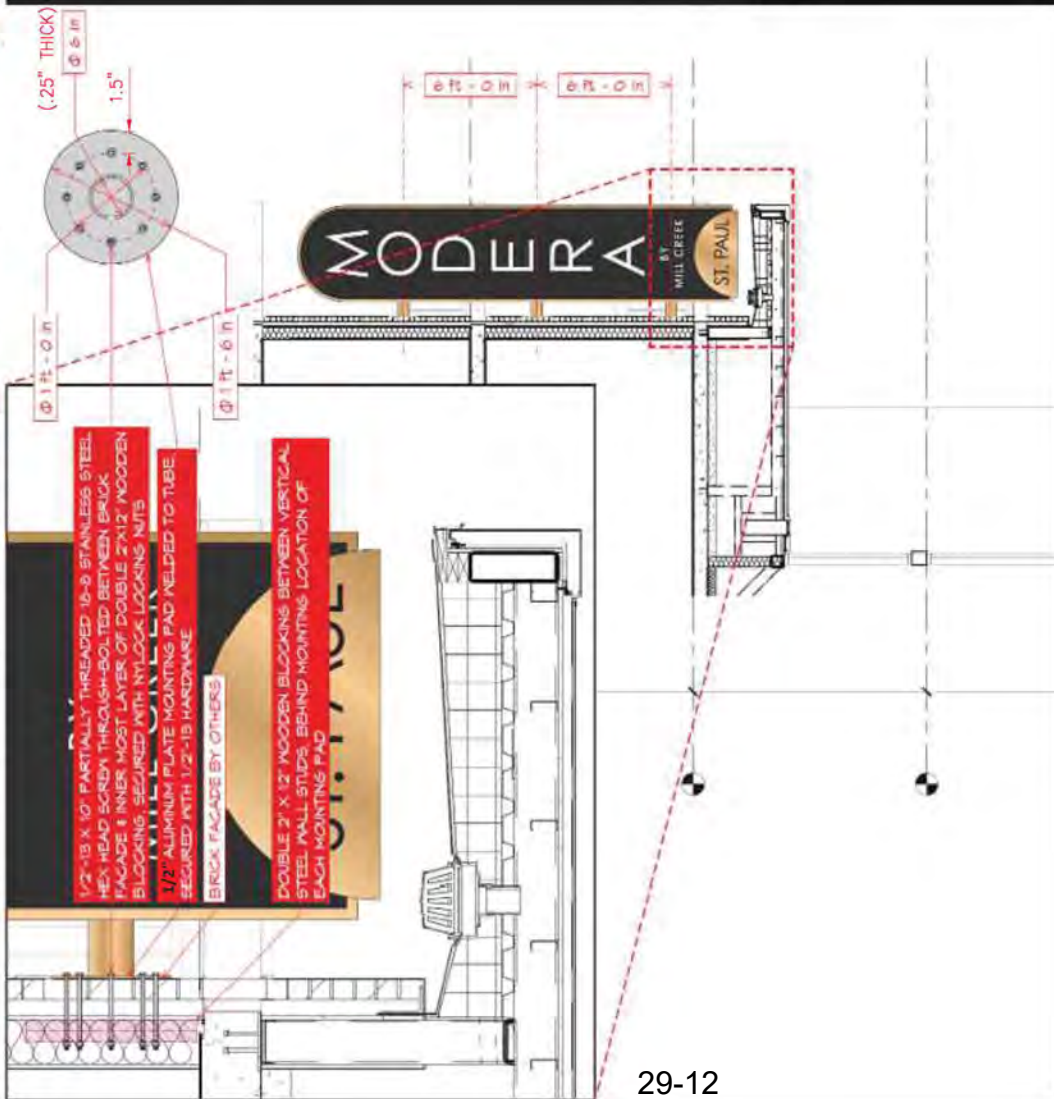
Engineer  
**TMM CONSULTANTS**  
 ENGINEERING & DESIGN SERVICES  
 19002 Stanton Lake Drive  
 Cypress, TX 77433



**MOUNTING DETAILS (CLOSE-UP WITH DESCRIPTION): BLADE SIGN**



**MOUNTING DETAILS: BLADE SIGN**



**APPROXIMATE LIGHTING: BLADE SIGN**



MA Bootwala  
9/2/2024

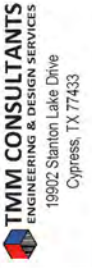
Prepared for

**Force Communications**  
1351 Regal Row  
Dallas, TX 75247

Project #:	23834
Date:	September 2024
Drawn by:	MB
Scale:	Not to Scale
Revision:	0
Drawing #:	10
Project & Location:	

**Moderer St. Paul**  
400 South Saint Paul Street,  
Dallas, Texas 75201

Engineer







9/2/2024

M.A. Bootwala

Prepared for

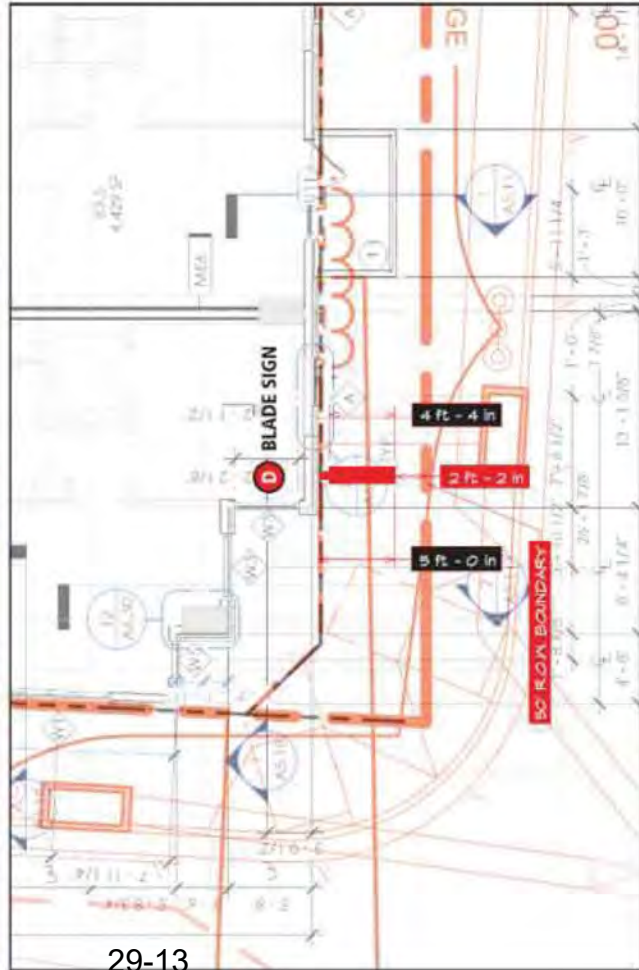
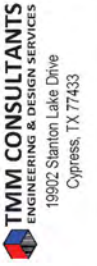
**Force Communications**  
 1351 Regal Row  
 Dallas, TX 75247

Project #: 23834  
 Date: September 2024  
 Drawn by: MB  
 Scale: Not to Scale  
 Revision: 0  
 Drawing #: 11

Project & Location:

**Moder St. Paul**  
 400 South Saint Paul Street,  
 Dallas, Texas 75201

Engineer



Project: Modera\_Sign D @ 400 South Saint Paul Street, Dallas, Texas 75201  
 Risk Category II  
 Exposure C  
 V 105  
 Applicable Design Code IBC 2021

**Anchor Loads**

Sign	B (ft)	s (ft)	h (ft)	K <sub>h</sub>	K <sub>d</sub>	K <sub>zt</sub>	V (mph)	q <sub>r</sub> (psf)	G	C <sub>f</sub>	ASD LF	Force (lb)	Centroid (ft)	Moment (lb-ft)
Sign Cabinet	4.33	18.00	37.25	1.02	0.85	1.00	105	24.5	0.85	1.83	0.60	1,780	4.167	7,416

**Dead Loads**

DL = 12.00 psf  
 DL = 0.052 k/ft

**At Top Support**

M<sub>DL</sub> = 0.72 k-ft  
 V<sub>DL</sub> = 0.28 k  
 F (pull-out force) = 0.14 k

**At Middle Support**

M<sub>DL</sub> = 0.85 k-ft  
 V<sub>DL</sub> = 0.37 k

**Wind Loads**

M<sub>WL</sub> = 7.42 k-ft  
 V<sub>WL</sub> = 1.78 k

No. of Support = 3

M<sub>(WL per support)</sub> = 2.47 k-ft  
 V<sub>(WL per support)</sub> = 0.59 k

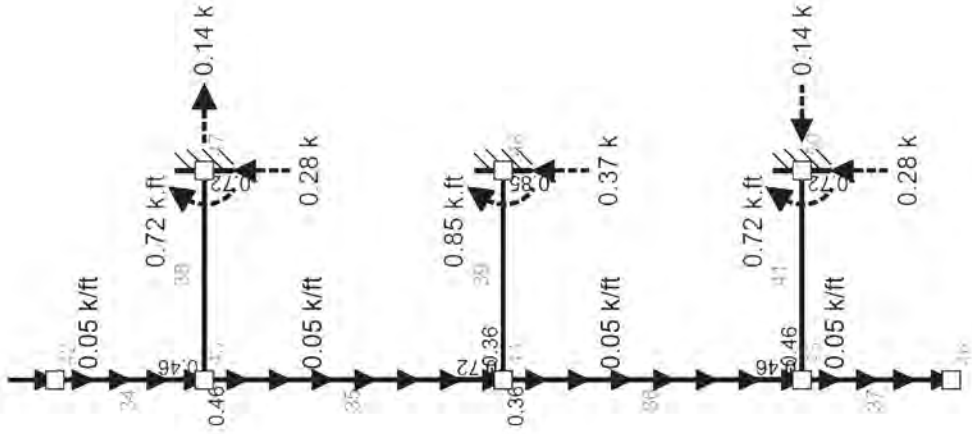
M<sub>combined</sub> = 2.61 k-ft

V<sub>combined</sub> = 0.70 k

for 6" OD x 0.25" W ALUM PIPE, M<sub>r</sub>/Ω = 9.65 k-ft

**Anchor Bolts @ Top Support**

Min Spacing between bolts = 7.00 in  
 Number of Bolts per Bolt Line = 3  
 Bolt Type = A307  
 Bolt Diameter = 0.50 in  
 Bolt Tension = 1.8 k  
 Bolt Shear = 0.13 k  
 f<sub>rv</sub> (ksi) = 0.66 OK  
 Ω = 2.00  
 F<sub>nt</sub>/Ω = (1.3 \* F<sub>nt</sub> - (2 \* F<sub>rv</sub>/F<sub>rv</sub>) \* F<sub>nt</sub>)/2 = 22.50  
 f<sub>nv</sub> (ksi) = 9.41 OK



Prepared for  
 Signature: MVA Bootwala  
 Date: 9/2/2024

**Force Communications**  
 1351 Regal Row  
 Dallas, TX 75247

Project #: 23834  
 Date: September 2024  
 Drawn by: MB  
 Scale: Not to Scale  
 Revision: 0  
 Drawing #: 11A  
 Project & Location:

Modera St. Paul  
 400 South Saint Paul Street,  
 Dallas, Texas 75201





SSDAC Submission for  
Sign D  
West Elevation



MODERA® | ST. PAUL

BY MILL CREEK

400 South Saint Paul Street  
Dallas, Texas 75201



[www.fource.net](http://www.fource.net)  
1351 REGAL ROW DALLAS, TX 75247  
ph. 214 630 2125 fax. 214 630 2314

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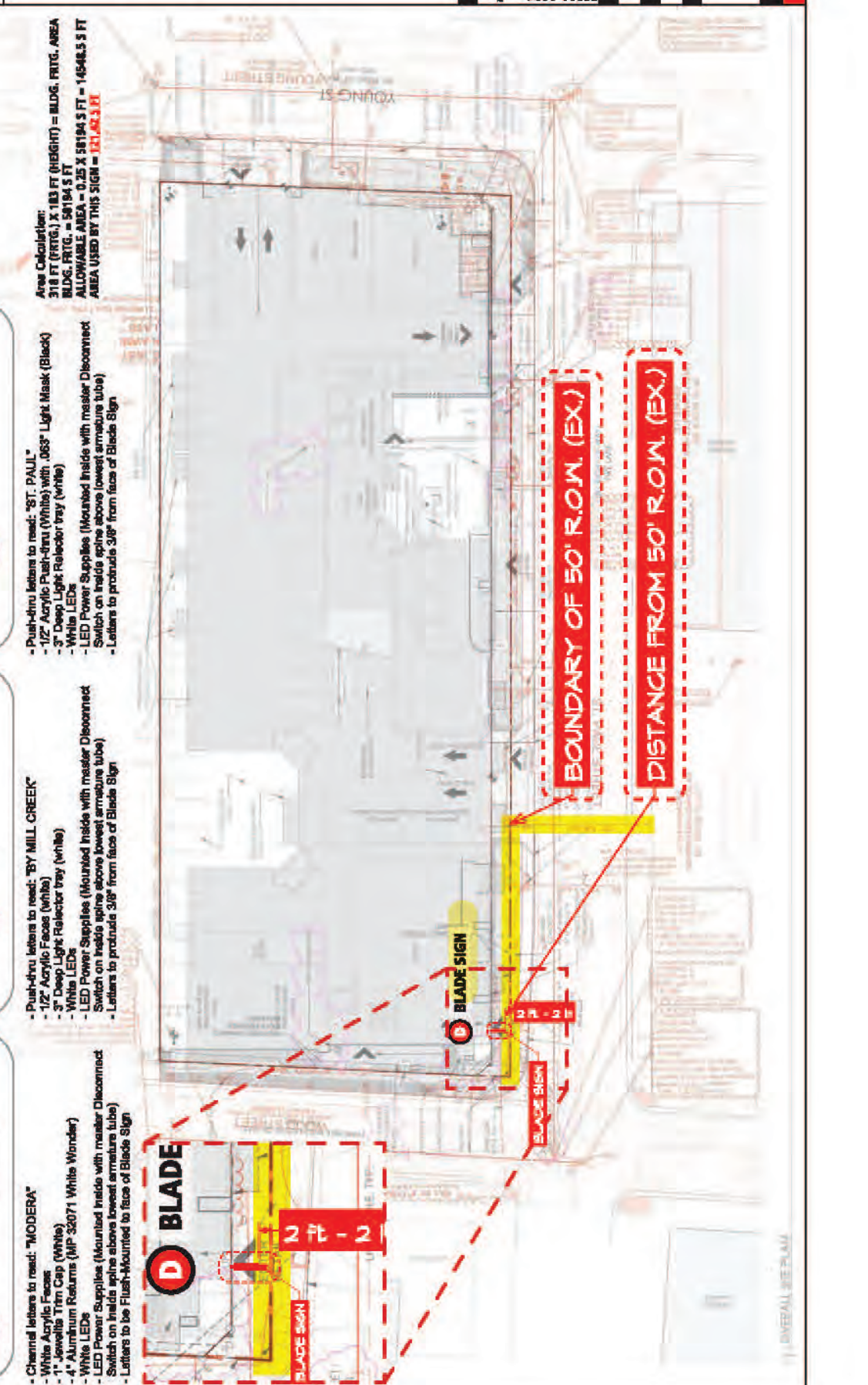
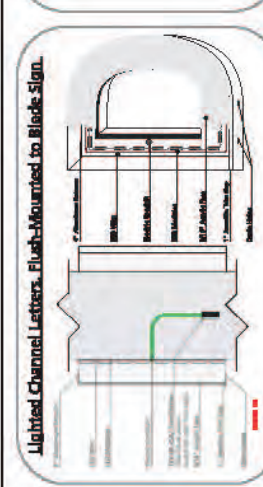
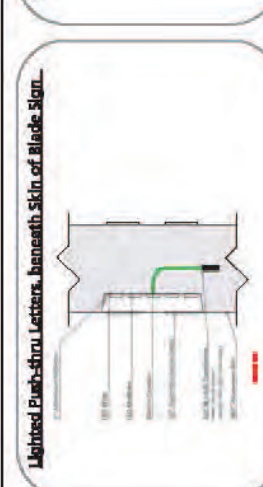
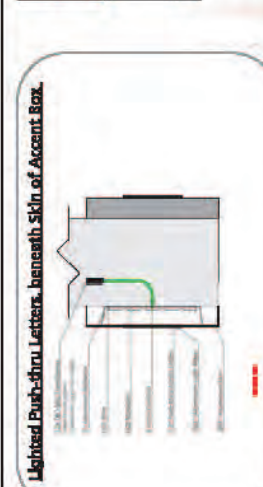
**UL**

**Signs to be manufactured to UL specifications and will bear the UL label (UL). Install in accordance with National Electric Codes.**

**UL**

**Signs to be manufactured to UL specifications and will bear the UL label (UL). Install in accordance with National Electric Codes.**

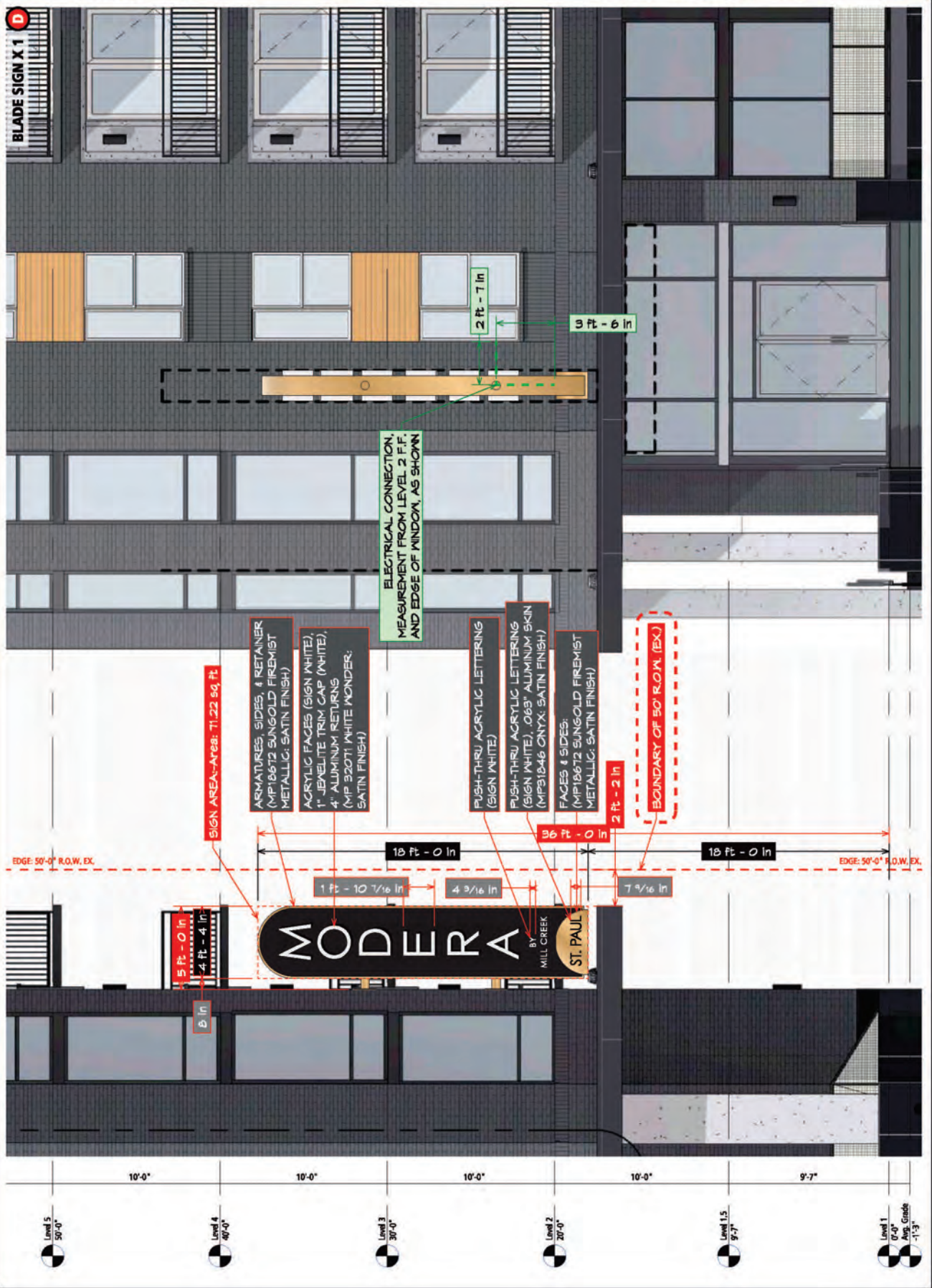
**Area Calculation:**  
 318 FT (FRONT) X 183 FT (HEIGHT) = BLDG. FRNTG. AREA  
 BLDG. FRNTG. = 58194.5 FT<sup>2</sup>  
 ALLOWABLE AREA = 0.25 X 58194.5 FT<sup>2</sup> = 14548.6 FT<sup>2</sup>  
 AREA USED BY THIS SIGN = 131,643.1 FT<sup>2</sup>





**Modera St Paul**  
**Mill Creek Residential**  
Dallas, Texas

APPROVAL	DESIGNER INITIALS
DATE	JEH
SHEET TITLE	08/27/2024
ENTRY SIGNAGE	ES.04.01
SHEET NUMBER	







FOURCE  
COMMUNICATIONS, LLC  
All ideas, arrangements and plans are the property of Fource Communications, LLC. No part of this drawing shall be used in connection with the specified project. No part of the drawings, specifications, or notes shall be reproduced, duplicated or used for any purpose without the written consent of Fource Communications, LLC.

JOB NUMBER  
**2403MCR015**

# Modera St Paul Dallas, Texas

APPROVAL

Signature: \_\_\_\_\_  
Your signature acknowledges full approval of the drawings and specifications. It is the responsibility of the signatory to ensure that the drawings and specifications are complete and correct. It is the responsibility of the signatory to ensure that the drawings and specifications are in accordance with the applicable codes and regulations. Any colors shown are only representative of the actual colors and are not to be used as a guide. Colors shown are subject to change without notice due to some materials used in the drawings.

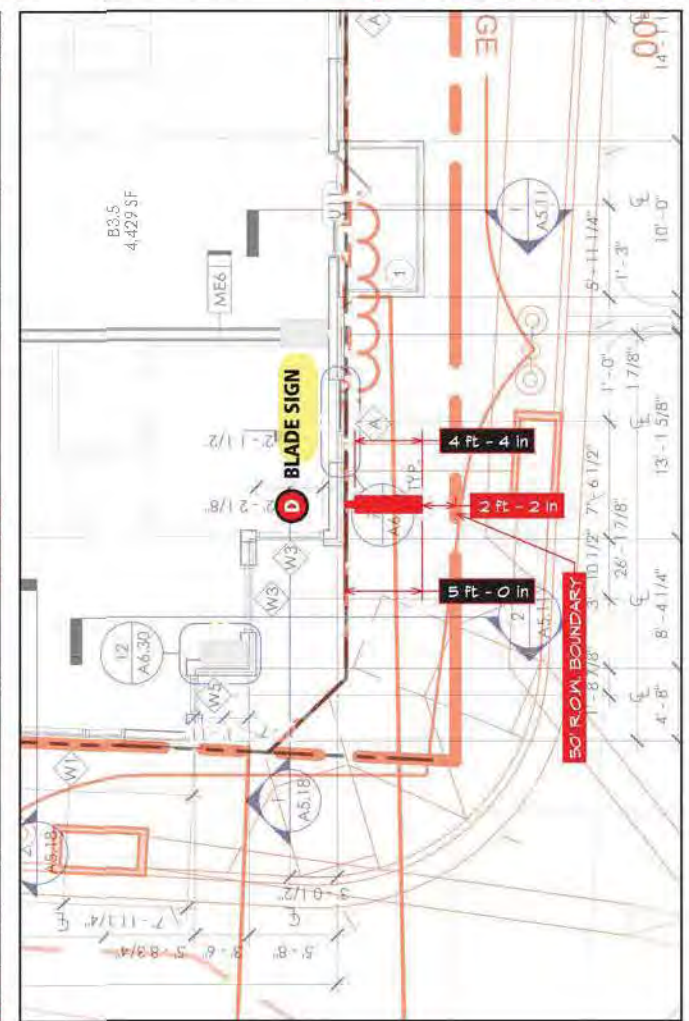
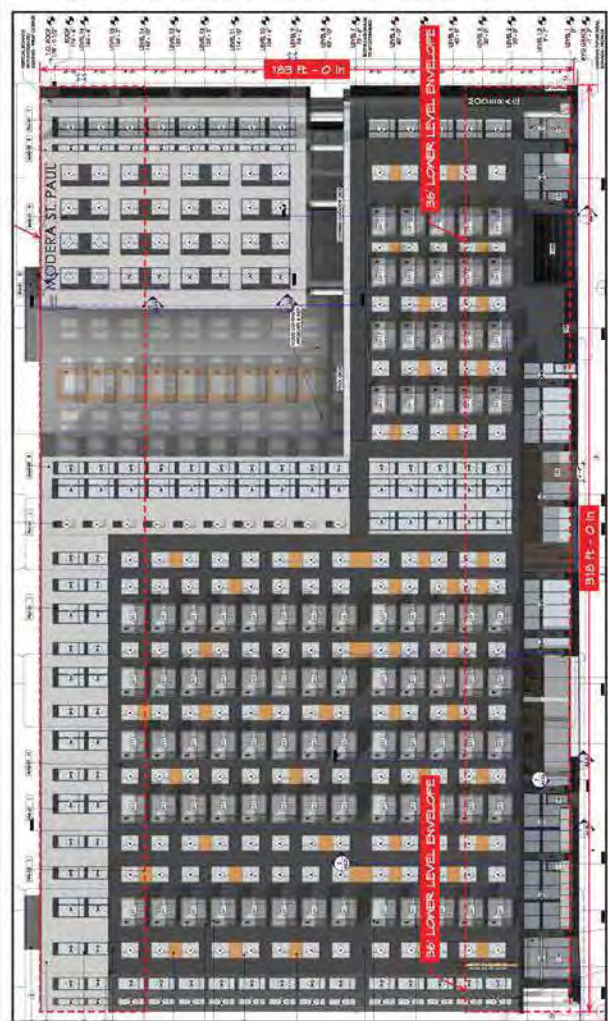
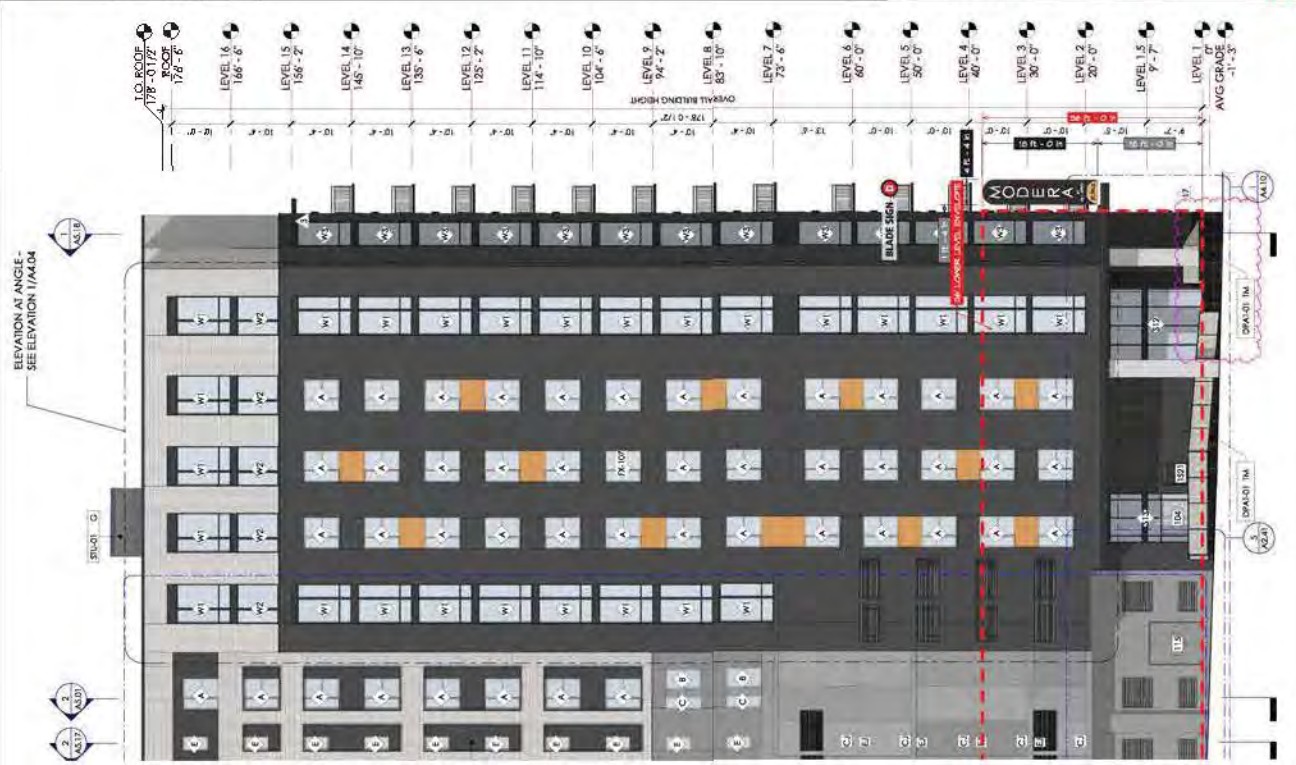
DESIGNER INITIALS  
**JEH**

DATE  
**08/27/2024**

SHEET TITLE

ENTRY SIGNAGE

SHEET NUMBER  
**ES.04A.01**



**BLADE SIGN X 1** **D**



**FOURCE**  
COMMUNICATIONS  
INC.

All ideas, drawings, notes and plans submitted to FOURCE COMMUNICATIONS, INC. are the property of FOURCE COMMUNICATIONS, INC. and shall remain the confidential property of FOURCE COMMUNICATIONS, INC. for use on and in connection with the specified project. No part of the drawings, specifications, or any other information prepared or used for any purpose whatsoever may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written consent of FOURCE COMMUNICATIONS, INC.

**JOB NUMBER**  
**2403MCR015**

**Modera St Paul**  
**Mill Creek Residential**  
**Dallas, Texas**

**APPROVAL**

Signature: \_\_\_\_\_  
Your signature acknowledges full approval of the design and construction of the sign as shown on this drawing. It is the responsibility of the sign contractor to ensure that the sign is constructed in accordance with the engineering, structural information and design.  
Any colors shown are only for reference and are not intended to be used as a guide. Colors shown are for reference only. Due to some materials used in the industry, some colors may vary slightly from those shown.

**DESIGNER INITIALS**

**JEH**

**DATE**

**08/27/2024**

**SHEET TITLE**

**ENTRY SIGNAGE**

**SHEET NUMBER**

**ES.04B.01**