

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

FARMERS MARKET SIGN DISTRICT

CASE NUMBER: SIGN-25-001605

DATE FILED: November 17, 2025

LOCATION: 300 S PEARL EXPY
(NORTH ELEVATION)

SIZE OF REQUEST: 164.2 sq. ft.

COUNCIL DISTRICT: 2

ZONING: PD-357, SUBDISTRICT 4

APPLICANT: Monica Ortiz of Barnett Signs, Inc

OWNER: Loco Meletio Development LLC

OWNER REP.: Arcadis U.S., Inc

REQUEST: An application for a Certificate of Appropriateness by Monica Ortiz of Barnett Signs, Inc, for a 164.2-square-foot LED illuminated flat attached sign at 300 S PEARL EXPY (NORTH ELEVATION).

SUMMARY: The applicant proposes to install a 164.2-square-foot LED illuminated flat attached sign, composed of halo lit aluminum channel letters. Faces will be painted aluminum with painted aluminum returns. Sign will read 'ARCADIS' with logo.

STAFF RECOMMENDATION: Approval.

SSDAC RECOMMENDATION: Approval

BACKGROUND:

- The subject site is located in Farmers Marker SPSP and is zoned PD-357, Subdistrict 4, a business zoning sign district.
These regulations are established in: [Sec. 51A-7.1600](#) (Specific details included below).
- The applicant proposes to install a 164.2-square-foot LED illuminated flat attached sign, composed of halo lit aluminum channel letters. Faces will be painted aluminum with painted aluminum returns. Sign will read 'ARCADIS' with logo.
 - The sign is composed of a individually mounted channel letters. The five-inch deep reversed channel logo is painted 152 Orange, with white halo illuminated LED. The five-inch deep channel letters, "ARCADIS", are painted white with white halo illuminated LED. All sign elements are constructed entirely of metal, acrylic, and LED lighting.
- Construction of the proposed sign is in accordance with SPSP regulations and meets the requirements of the Dallas City Code per Sec. 51A-7.1600.

51A-7.1602 **PURPOSE.**

The purpose of this division is to promote signage that is compatible with the architectural character and design guidelines of the Farmers Market Planned Development District while encouraging artistic, creative, and innovative signs that are reflective of themes that have grown and developed in Farmers Market area.

51A-7.1603 **DEFINITIONS**

(5) FLAT ATTACHED SIGN means an attached sign projecting 18 inches or less from a building and parallel to the building facade.

51A-7.1606 **SPECIAL PROVISIONS FOR ATTACHED SIGNS.**

- (b) 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 is a flat attached sign that projects no more than 10-inches from the façade in which it is attached.

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

Loco Meletio Development LLC
400 N Ervay St, Ste 150
Dallas, TX 75201

Officer names: Elvia Reyes, Sr. Property Manager
Chad Jackson, Managing Director

Tenant Ownership

Arcadis U.S., Inc
630 Plaza Dr # 100
Highlands Ranch, CO 80129

Officer names: Matthew Usbeck, Principal

SSDAC Action:

December 9, 2025

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

An application for a Certificate of Appropriateness by Monica Ortiz of Barnett Signs, Inc, for a 164.2-square-foot LED illuminated flat attached sign at 300 S PEARL EXPY (NORTH ELEVATION).

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

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

Speakers: Nick Talbot



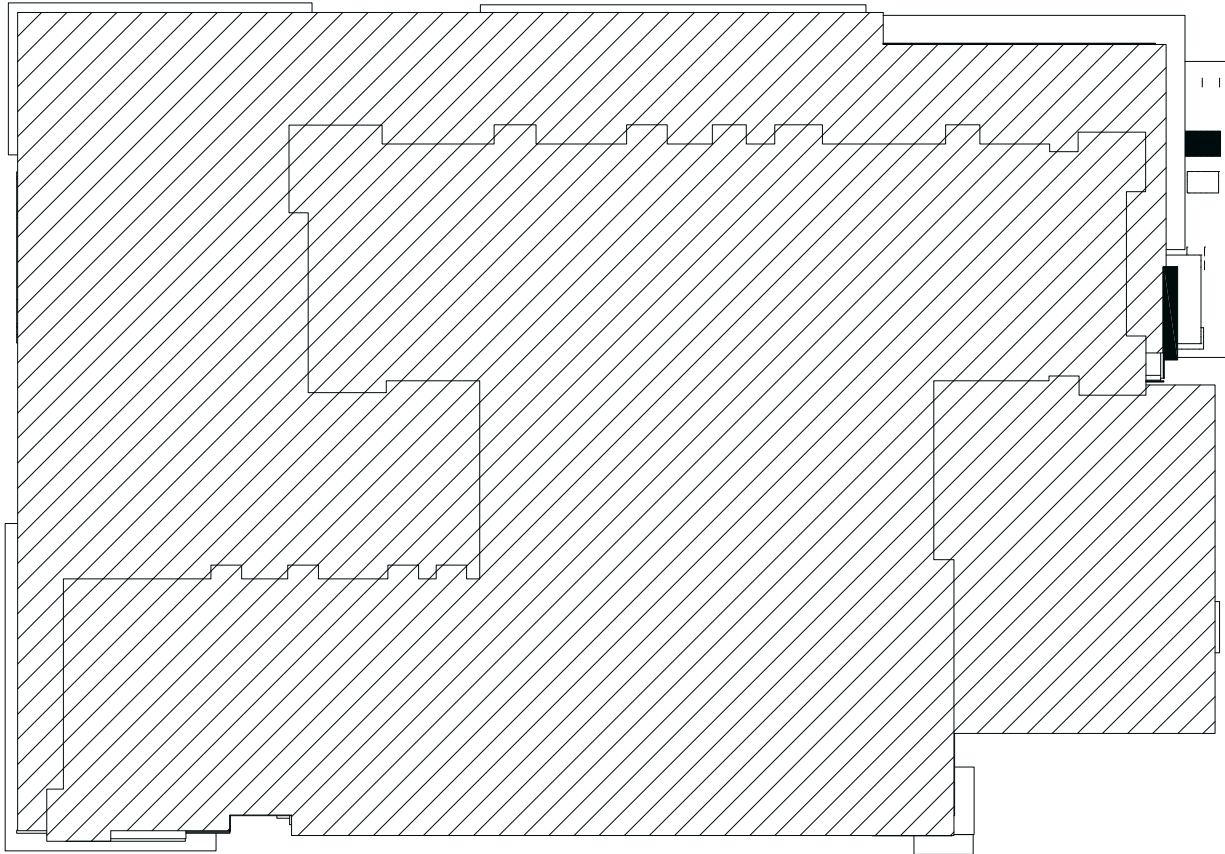
Printed Date: 12/1/2025

JACKSON STREET

1/A-001



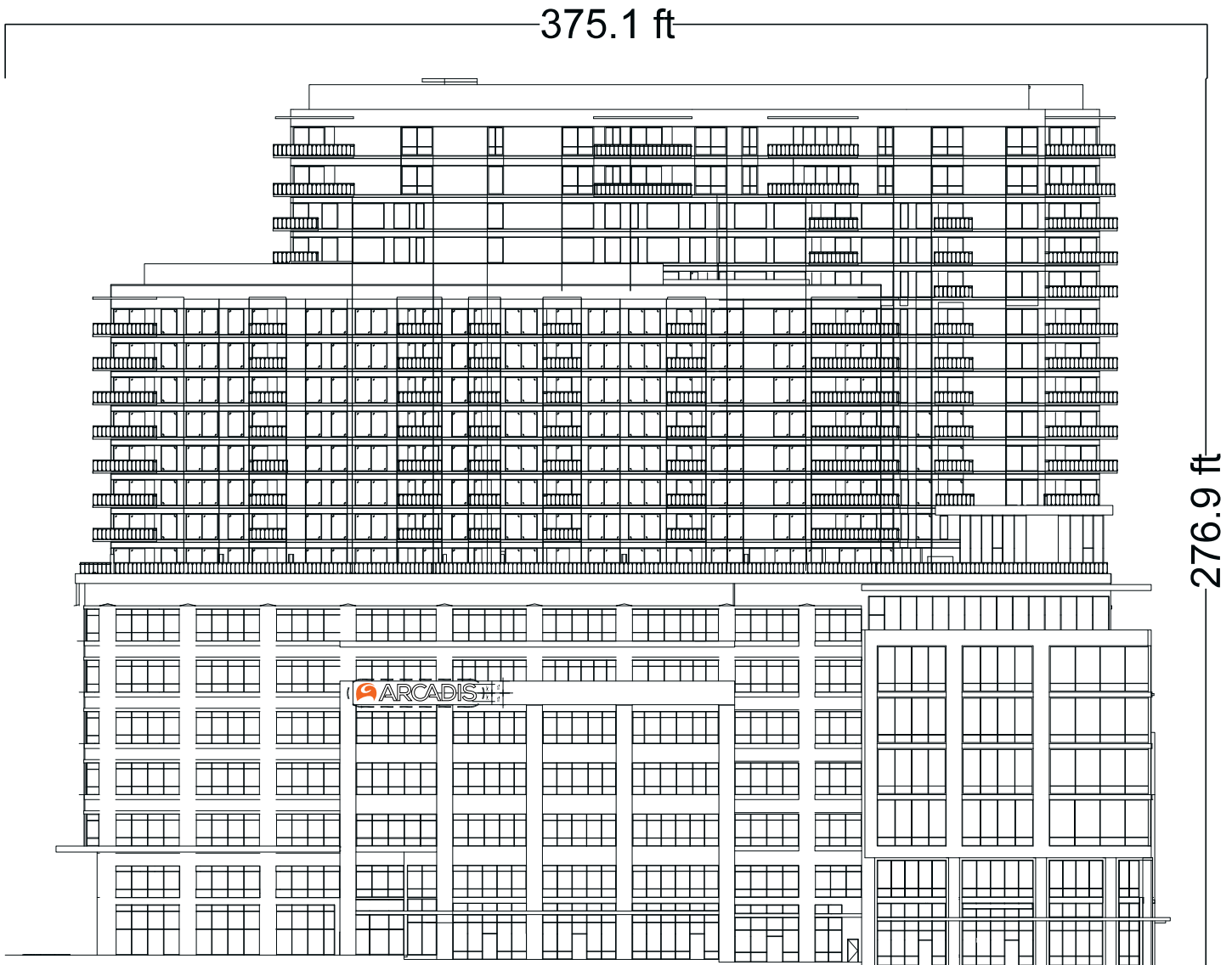
S. PEARL EXPRESSWAY



S. CESAR CHAVEZ BOULEVARD

KEY PLAN NOT TO SCALE

EXTERIOR ELEVATION - JACKSON STREET



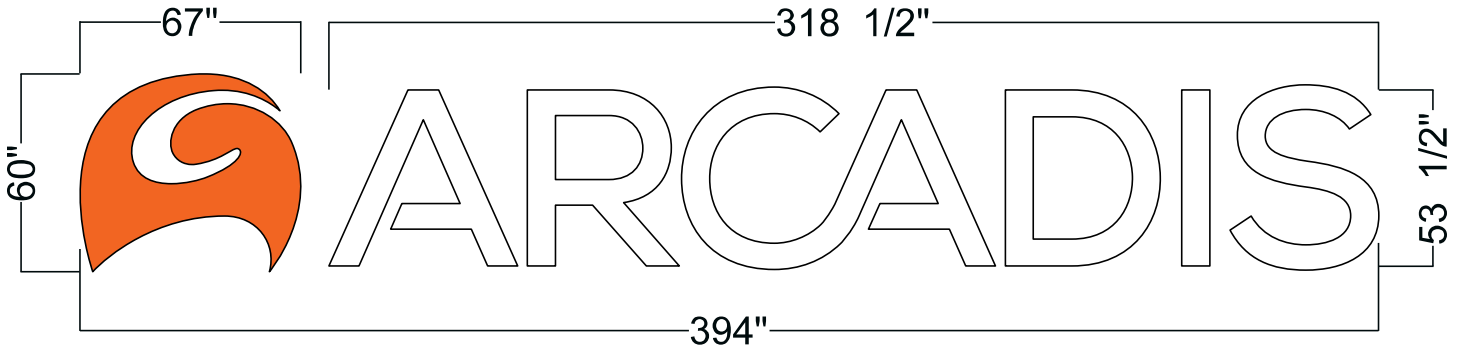
ZONING DATA - 300 S. PEARL EXPRESSWAY

- BLDG FRONTAGE: 375.1' (w) x 276.9' (h)

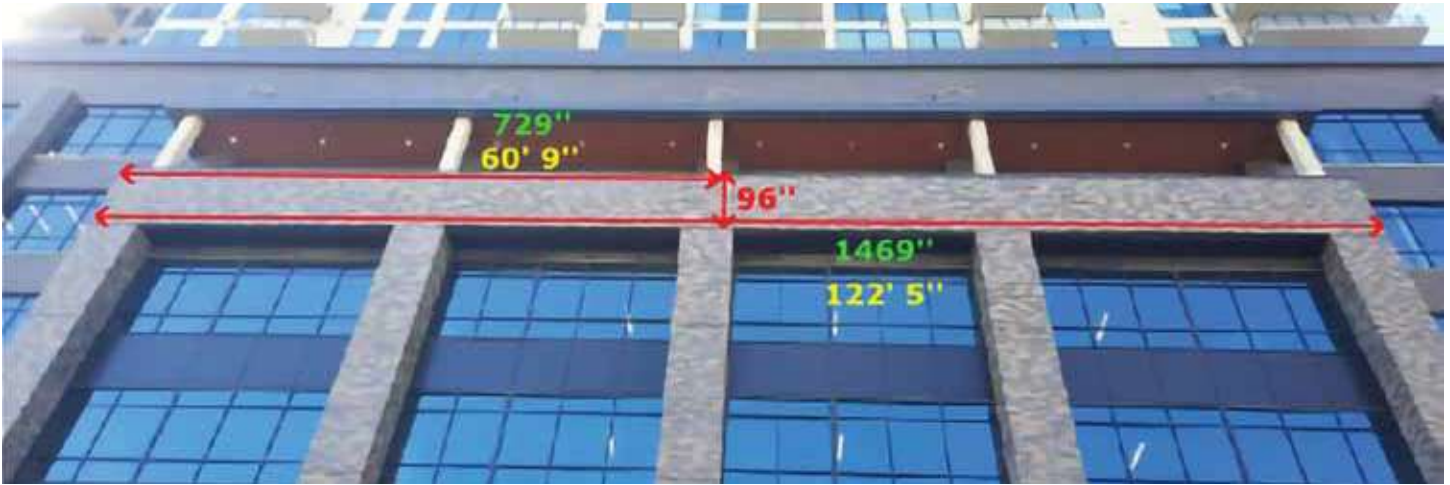
ZONING DISTRICT: PD357 Subdistrict 4 in FARMERS MARKET SPSD
(Dallas Zoning Ordinance Section 51A-7.1608)

- PERMITTED EFFECTIVE AREA OF ALL SIGNS = 50% OF FACADE FACING RIGHT OF WAY
- ILLUMINATION PERMITTED
- LUMINANCE NO GREATER THAN 200 FOOTLAMBERTS

**Custom Illuminated Halo Lit Channel Letters
(x1) 394"x60" Full Logo (Arcadis Text: 53.5" tall)
Sally Emblem (152 Orange), Logo Text White**



Installed onto 122' 5" x 8' Sign Band ~ 86' from Ground to Logo



Installed by crane pedestal on brick line on edge of street.
Per range finder, ~99' to top of sign band from brick line @ 70" AG.



The electrical will be coming up through the floor from where it runs through the ceiling in the suite below.

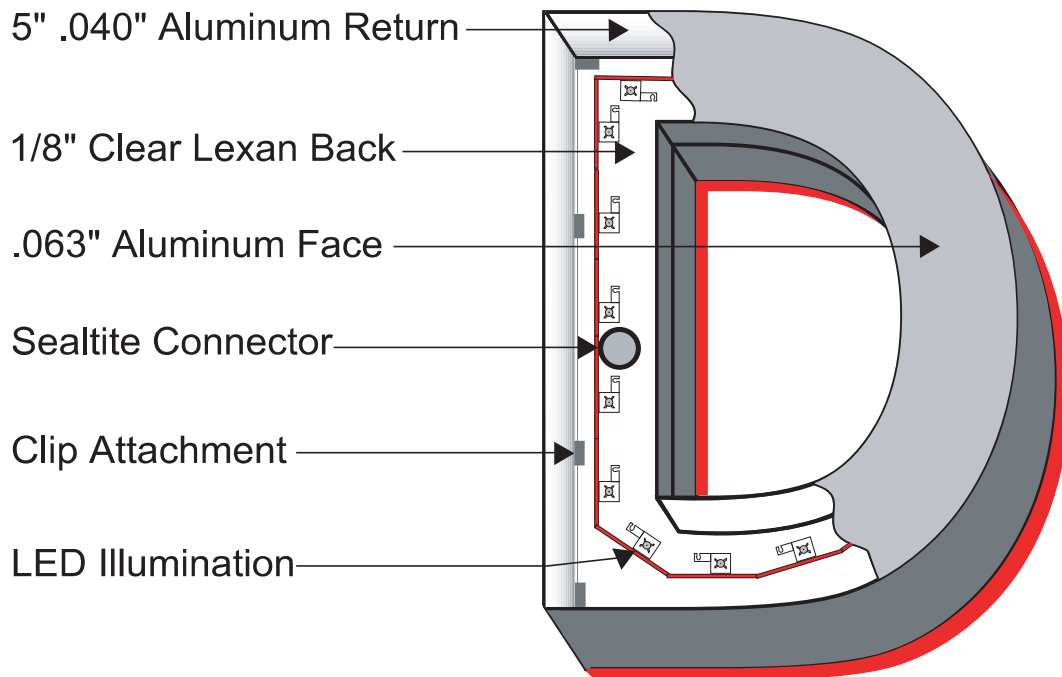
There will need to be wireways inside the patio. This will protect the wires that come through the backside of the wall until they reach the junction box that will be on the column.

The concrete columns inset 13" into the patio from the wall. Since the patio only contains 52" of the 96" sign band, all power/secondary penetration should be in the top of the letters/channels. The wall is 18" thick.



REVERSE LIT CHANNEL LETTERS

FRONT VIEW



SIDE VIEW

