Planner: Jason Pool

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

## **DOWNTOWN SPECIAL PROVISION SIGN DISTRICT - PERIMETER SUBDISTRICT**

CASE NUMBER: 2302150016 DATE FILED: February 15, 2023 LOCATION: 2551 Elm Street SIZE OF REQUEST: 103.5 sq. ft.

(N Good Latimer Expressway frontage)

**COUNCIL DISTRICT:** 2 **ZONING:** CA-2(A), PD No. 269, Tract B & H/46

**APPLICANT:** Josephine Gonzales of Chandler Signs, Inc.

**OWNER:** Epic Dallas Office, GP, Inc.

**TENANT:** Westdale Asset Management Group

**REQUEST:** An application for a Certificate of Appropriateness by Josephine Gonzales of

Chandler Signs, Inc., for a 103.5-square-foot illuminated detatched sign at

2551 Elm Street (N Good Latimer Expressway frontage).

**SUMMARY:** The applicant proposes to install a 103.5-square-foot LED-illuminated

detached sign, along the frontage facing N Good Latimer Expressway,

bearing the name Epic Deep Ellum with multi-tenant panels.

STAFF RECOMMENDATION: Approval

SSDAC RECOMMENDATION: Approval

**PRIOR CPC ACTION:** This item was held under advisement on April 20, 2023.

#### **BACKGROUND:**

• The subject site is located in the Downtown Special Provision Sign District within the Perimeter Subdistrict and the Deep Ellum/Near East Side Sign District on property zoned Central Area 2(A) and Planned Development District No. 269, Tract B, the Deep Ellum/Near East Side Special Purpose District. The Knights of Pythias Building, designated as Historic Overlay No. 46, is also located on the subject site. The sign itself is located within the Downtown SPSD on the portion of the property zoned CA-2(A), a business zoning district, just outside of the historic overlay district.

These regulations are established in: Sec. 51A-7.300 (Specific details included below).

- The applicant proposes to install a 103.5-square-foot LED-illuminated detached sign, along the frontage facing N Good Latimer Expressway, bearing the name Epic Deep Ellum with multi-tenant panels.
  - The sign is proposed to incorporate the use of an existing detached sign consisting of lollipop-mounted, back-lit, channel letters on a back-lit aluminum base, mounted to a new multi-tenant back-lit sign cabinet. All sign elements are constructed entirely of metal, plastic and LED lighting.
  - On the existing sign, the exterior of the four-inch deep, lollipop-mounted channel letters are painted silver. Each letter has a perforated aluminum face with the inside of each letter painted white and illuminated with white LED. The black aluminum base contains an 11-inch, back-lit, silver aluminum panel with routed-out graphics. The inside of the base is white and will illuminate with white LED. The white illumination will show through the routed-out lettering.
  - The new multi-tenant cabinet will be painted to match the existing sign base. The sign will be back-lit with white LED. Each tenant panel will have a silver metal face with routed-out graphics, so that only the words of the tenant name illuminate.
  - The finished sign will have a five-foot setback and will not exceed nine-foot, nine-inches in height or 10-foot, nine-inches in width.
- The single-sided monument sign is to be installed at the corner of the private drive and Good Latimer Expressway, to be visible to public transit, vehicular, and pedestrian traffic traveling southeast along N Good Latimer Expressway.
- Construction of the proposed sign is in accordance with SPSD regulations and meets the requirements of the Dallas City Code per Sec. 51A-7.300.
- On April 20, 2023, City Plan Commission moved that this application be held under advisement to May 18, to be re-noticed as located with the Downtown Special Provision Sign District.

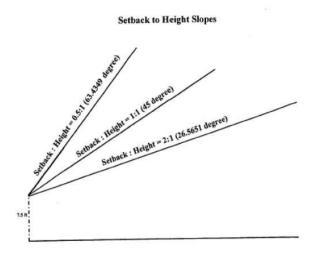
#### **51A-7.902** PURPOSE.

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)

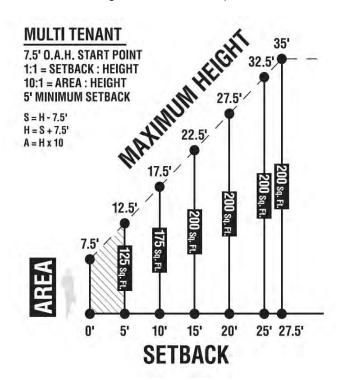
#### 51A-7.304 DETACHED SIGNS.

Detached signs are permitted in business zoning districts as follows:

- (a) Definitions. In this section:
- (1) EFFECTIVE-AREA-TO-HEIGHT RATIO means the ratio of the effective area of a sign to its height. For example, a sign with an effective area of 50 square feet and a height of 25 feet has an effective-area-to-height ratio of 2:1.
- (2) MONUMENT SIGN means a detached sign applied directly onto a ground-level support structure (instead of a pole support) with no separation between the sign and the ground, or mounted on a fence.
- (3) MULTI-TENANT SIGN means a detached sign that advertises two or more businesses on a single premise.
- (5) SETBACK-TO-HEIGHT SLOPE is a plane projected upward and inward from a point of beginning located at the property line 7.5 feet above a level plane going through the nearest point of the vehicular traffic surface of the adjacent improved public right-of-way other than an alley and extending infinitely, as illustrated below. A .5:1 setback-to-height slope moves one-half foot away from the point of beginning for every one foot the slope rises, resulting in a 63.4349 degree slope. A 1:1 setback-to-height slope moves one foot away from the point of beginning for every one foot the slope rises, resulting in a 45 degree slope. A 2:1 setback-to-height slope moves two feet away from the point of beginning for every one foot the slope rises, resulting in a 26.5651 degree slope.



- (b) General regulations applicable to all detached signs.
  - (1) Except as provided in Section 51A-7.306(a), detached signs must be premise signs.
- (2) No portion of a detached sign may be located above a residential proximity slope. See Section 51A-4.412.
  - (5) Detached signs on the same premise must be at least 200 feet apart.
  - (7) Detached signs may not be placed in a visibility triangle. See Section 51A-4.602(d).
- (8) The support structure for monument signs must be constructed of concrete, metal, or masonry; wood is prohibited. The board of adjustment may grant a special exception to this provision when, in the opinion of the board, an alternative material will be as durable as concrete, metal, or masonry. This provision does not control the material used for the sign itself.
- (9) Measurements of distance under this section are taken radially unless otherwise specified. "Radial" measurement is measurement taken along the shortest distance between a sign or proposed sign location and the nearest point of the object.
  - (d) Regulations applicable to multi-tenant signs.
    - (1) Setback.
- (A) Monument signs. The minimum setback for a multi-tenant monument sign is five feet.
- (2) Height. The height of a multi-tenant sign may not exceed a 1:1 setback-to-height slope or 35 feet, whichever is less.
  - (3) Effective area.
- (A) Monument signs. The effective area of a multi-tenant monument sign may not exceed a 10:1 effective-area-to-height ratio or 200 square feet, whichever is less.



Based on the provided five-foot setback, the maximum effective area allowance for this sign is 125-square-feet. The maximum height allowance, based on the setback, is 12.5-feet. At 103.5-square-feet in effective area and 9.75-feet in height, the proposed sign will fall within the established allowance for a five-foot setback. The sign is considered a monument sign. It must be applied directly onto a ground-level support structure with no separation between the sign and the ground. It is currently the only detached sign proposed for the site.

#### 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.

CA: 2302150016

## Property Ownership

Epic Dallas Office, GP, Inc. 2550 Pacific Ave Dallas, TX 75226

Officer names: Joseph G. Beard

## Tenant Ownership

Westdale Asset Management Group 2551 Elm St Dallas, TX 75226

Officer names: Joseph G. Beard

Ron Kimel

## **SSDAC Action:**

## March 14, 2023

MOTION: It was moved to approve:

An application for a Certificate of Appropriateness by Josephine Gonzales of Chandler Signs, Inc., for a 103.5-square-foot illuminated detatched sign at 2551 Elm Street (N Good Latimer Expressway frontage).

Maker: Hardin Second: Webster

Result: Carried: 3 to 0

For: 3 - Peadon, Webster, Hardin, Haqq, and

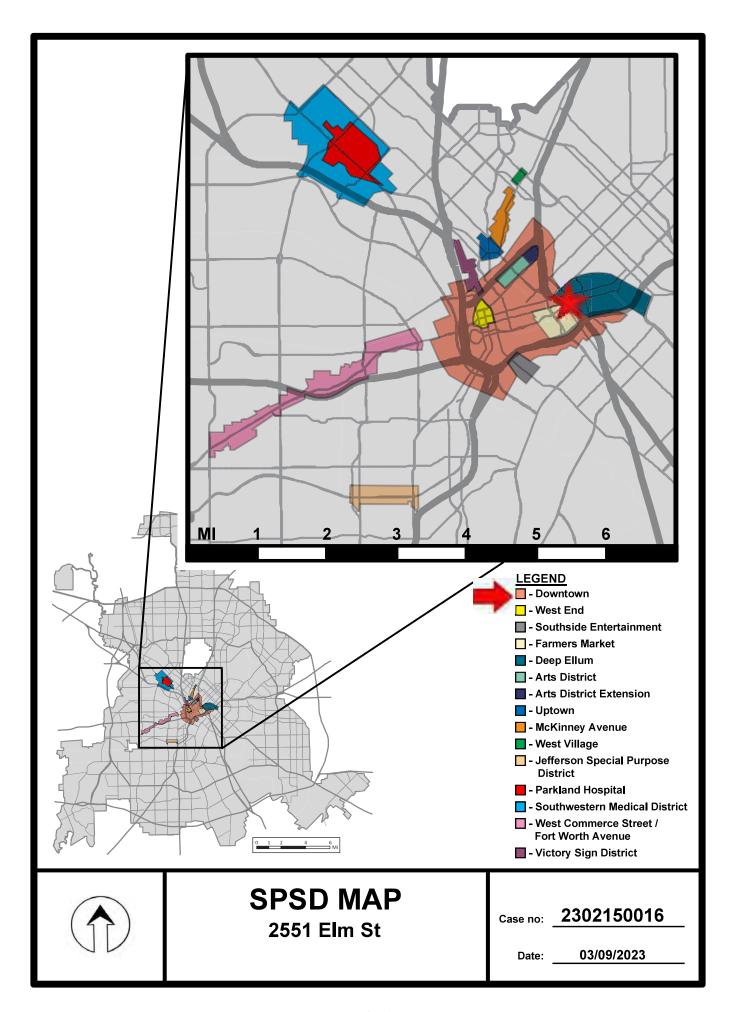
Dumas

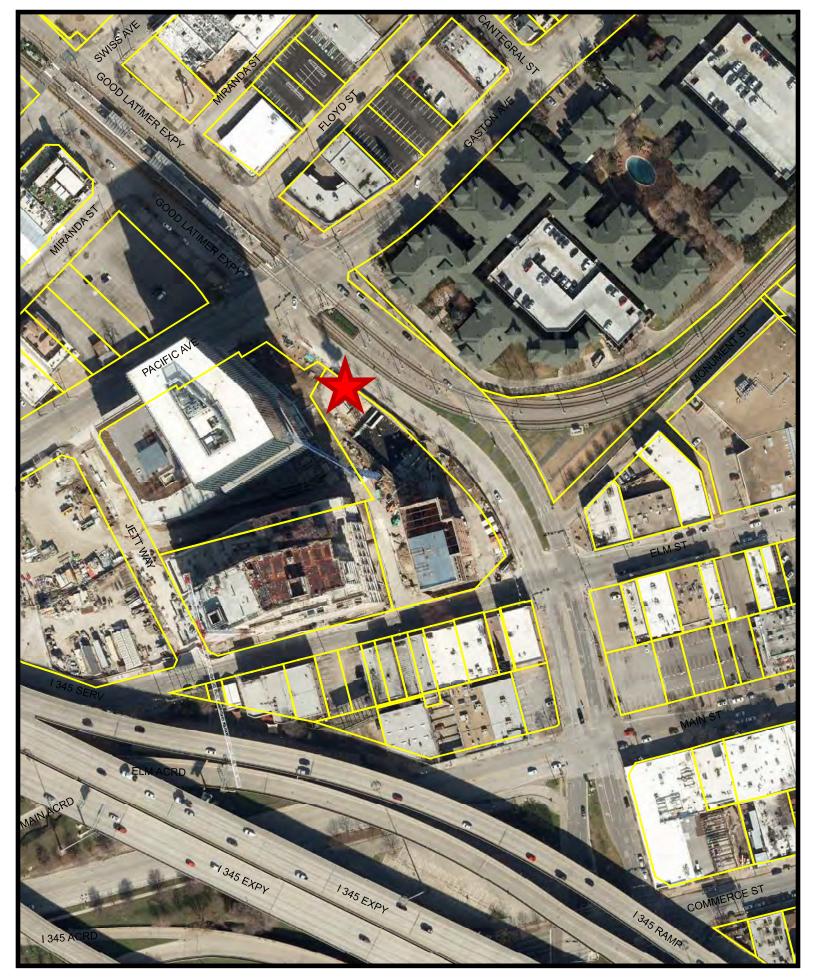
Against: 0 - none

Absent: 2 - Dumas and Haqq

Conflict: 0 - none

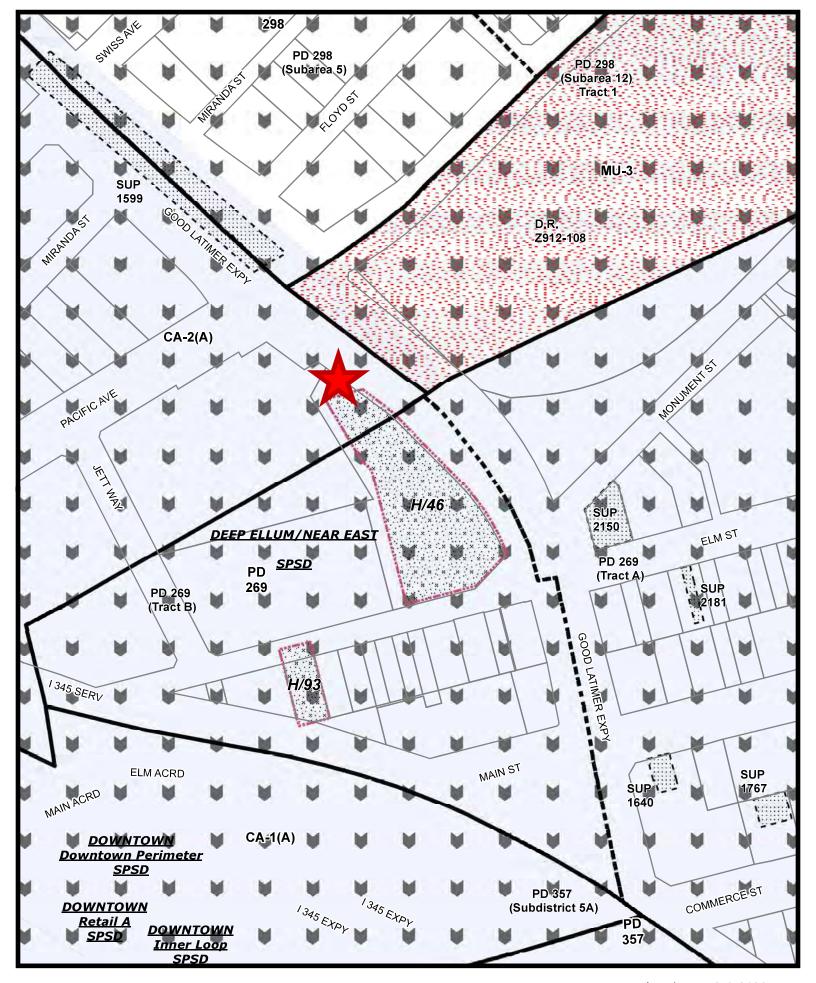
Speakers: Richard Brown of Chandler Signs







Printed Date: 3/9/2023





Printed Date: 3/9/2023

# Job 175729723-002 (2302150016)

# Job Edit

# Miscellaneous Transaction Job 175729723-002 (2302150016)

Sign (SI) DETACHED - SIGN A; GLE FRONTAGE (B) Alteration

Status: Paid Created By: SROPER083121 Date Created: Feb 15, 2023

Date Completed: Feb 15, 2023

Parent Job: 175729723-001 (2301091081)

Specific Location: 2551 ELM ST - 103.47 SF ILLUMINATED DETACHED SIGN - GOOD LATIMER

**Details** 

Customer Gonzales, Josephine

14201 Sovereign Rd Ste 101 14201 Sovereign Rd Ft Worth, TX 76155 (972) 739-6545

Fee Amount

FeeType JASON.POOL@DALLAS.GOV

Staff Email

# **Details**



Customer: Gonzales, Josephine 14201 Sovereign Rd Ste 101

Fees (EXT): 2302150016 5BN - Special Provision Sign District fee \$345.00

Adjusted:\$0.00 Paid:\$345.00 Owed:\$0.00

			Fe	es
Description				
Posted Date	Amount	Tax	Total	Balance
5BN - Special Provision Sign District fee				
	\$345.00	\$0.00	\$345.00	\$0.00
Receipt Number: 795697 \$345.00				
	(\$345.00)	\$0.00	(\$345.00)	

\$0.00

## **Processes**

			Sc	Scheduled Actu		Actual
Assigned To	Status	Outcome	Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected				Feb 15, 2023 14:00:44
Auto generated System Fee Col	lection					

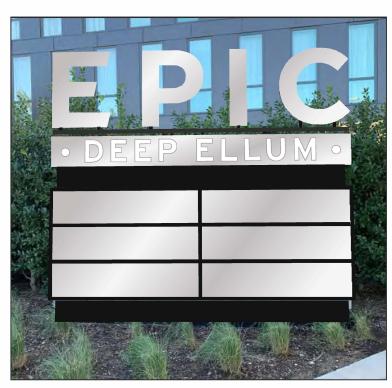
Feb 17, 2023 14:52







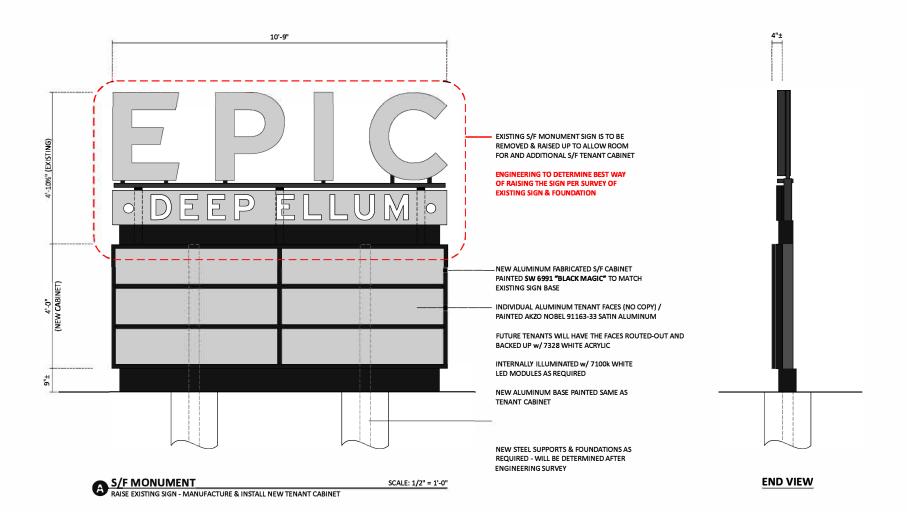
**EXISTING ELEVATION** 



A PROPOSED SIGNAGE

# **EPIC**

0419055Ar2 Sheet 1 of 3 Client THE EPIC 2525 PACIFIC AVENUE DALLAS, TEXAS Account Rep. RSB/SSS SDM Designer 11/21/22 Date Client Sales Estimating Art Engineering Landlord APV-MAB-12/14/22: Omit Sign r1-MAB- Add Site Plan R2 KMc 2/15/23: revised tenant faces to aluminum CHANDLER

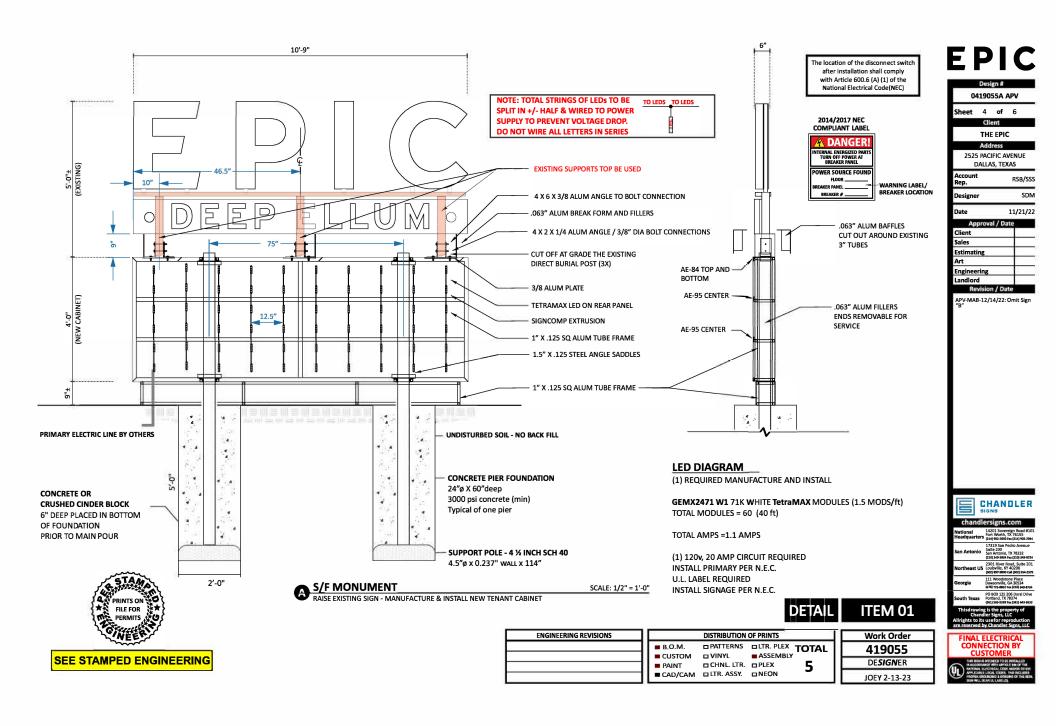


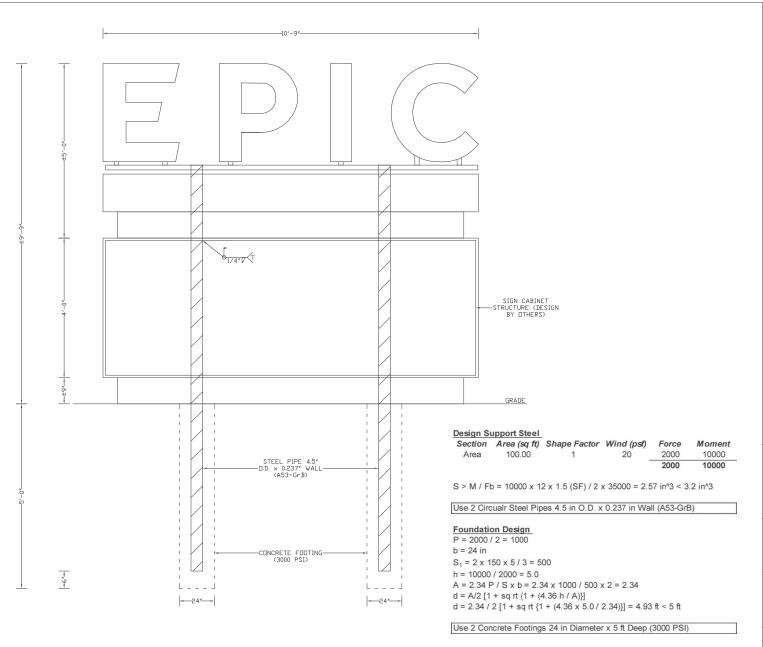
# **EPIC**



This drawing is the property of Chandler Signs, LLC All rights to its use for reproductio are reserved by Chandler Signs, LU







#### NOTES:

- 1. DESIGN IS BASED ON 2021 IBC WIND SPEED OF 115 MPH (3-SEC
- GUSTI, EXPOSURE C.

  2. THIS DESIGN IS INTENDED TO BE INSTALLED AT THE ADDRESS SHOWN AND SHALL NOT BE USED AT ANY OTHER LOCATIONS UNLESS CERTIFIED BY A PROFESSIONAL ENGINEER.

  3. ENGINEER IS NOT THE ENGINEER OF RECORD FOR THE OVERALL
- PROJECT AND SHALL ONLY BE RESPONSIBLE FOR THE DESIGN OF SHORT SHOWN ON THIS PAGE. (SIGN CABINET STRUCTURE DESIGN SHALL BE PROVIDED BY DTHERS).

- PAGE. (CIGN CABINET STRUCTURE DESIGN SHALL BE PROVIDED BY DITHERS)

  4. ALL HSS TUBE SECTIONS SHALL MEET ASTM A500 GRADE-B WITH MINIMUM YIELD STRESS Fy=46 KSI.

  5. ALL HSS ROUND SECTIONS SHALL MEET ASTM A500 GRADE-B WITH MINIMUM YIELD STRESS Fy=42 KSI.

  6. ALL WIDE FLANGE SECTIONS SHALL MEET ASTM A992 WITH MINIMUM YIELD STRESS Fy=50 KSI.

  7. ALL PIPE (DITHER THAN HSS ROUND) SHALL MEET ASTM A992 WITH MINIMUM YIELD STRESS Fy=35 KSI.

  8. ALL DITHER STREEL INCLUDING CONNECTION PLATES, ANGLES, ETC. SHALL MEET ASTM A36 WITH MINIMUM YIELD STRESS Fy=36 KSI.

  8. ALL DITHER STREEL INCLUDING CONNECTION PLATES, ANGLES, ETC. SHALL MEET ASTM A36 WITH MINIMUM YIELD STRESS Fy=60 KSI.

  9. ALL ALUMINUM USED SHALL BE GRADE 6053 UR 6061 UR EQUIVALENT WITH MINIMUM YIELD STRESS Fy=60 KSI.

  10. ALL STRUCTURAL BOLTS SHALL DE GALVANIZED.

  11. ALL STRUCTURAL BOLTS SHALL DE MADE WITH E70xx ELECTRODES AND SHALL BE PERFORMED BY CERTIFIED WELDERS IN ACCORDANCE WITH AWS STANDARDS.

  12. ALL ALUMINUM WELDING SHALL BE MADE WITH E40xx ELECTRODES AND SHALL BE PERFORMED BY CERTIFIED WELDERS IN ACCORDANCE WITH AWS STANDARDS.

  13. SDIL REPORT WAS NOT FURNISHED. FOUNDATION IS BASED ON A ALLOWABLE BEARING OF 1500 PSF AND ALLOWABLE LATERAL SOIL BEARING PRESSURE VALUES SHALL BE VERIFIED PRIDE TO CONCRETE PLACEMENT.

  14. NORMAL WEIGHT CONCRETE WITH MINIMUM COMPRESSIVE STERNISH DIF 3000 PSI (ATTAINED IN 28 DAYS) SHALL BE USED. CARE SHALL BE TAKEN FOR NOT PLACING CONCRETE DIVER SOIL FILL.



# **ENGINEERING. LLC**

WWW.SMB-ENGINEERING.COM TBPE REGISTRATION NUMBER - F10116

#### **CHANDLER SIGNS**

17319 SAN PEDRO AVE... SAN ANTONIO, TX 78232

# THE EPIC

2525 PACIFIC AVENUE, DALLAS, TX

PRJ #: 23-A024	DWG BY: QJB	SCALE: NTS		
DATE: JAN 2023	REV: 0	DWG #: S-01		



# SIGN PREMISE WARRANTY

In compliance with the provisions of the Dallas Building Code, Subchapter 61, and as defined in section 6101(b) of said Code, the following information is submitted as an integral part of an application for sign permit.

A.	Upon the premise* on which the proposed sign is to be erected, there presently exists One detached premise signs and Zero detached non-premise signs, as defined in Chapter 51A, Dallas City Code.
	This premise can be described as follows, Lot(s), Block(s), Tract(s) And/ or Address(es)
	*"Premise means a lot or unplatted tract that is reflected in the plat books of Building Inspection Division of the City of Dallas."
Com	E: Section 51A-7.208 requires that a lot or tract is part of a plat which is approved by the City Plan mission and filed in the plat records of Dallas County, Texas and the lot or tract has contact, through imple ownership, with a dedicated street.
is no	This application is for the erection of <u>single face monument</u> Sign(s) I am owner of the property named above, or am duly authorized to sign for the owner. (The sign contractor of authorized to sign for the owner). I understand that if any permit is issued as a result of the mation supplied herein being in error, it shall be revoked in accordance with Section 6101(t). No refund see shall be made and any sign erected shall be removed at my expense.
I her	reby affirm that the above statements are true and correct and, hereby agree that if an authorization is ed, all provisions of City Ordinances and State laws will be complied with.
Nan	ne (Type or Print) The Epic Deep Ellum
	cet address 2550 Pacific Ave - 2551 Elm City Dallas State Texas Zip 75226-1433
Sub	(Property Owner) escribed and sworn to before me, this 13th day of December 2000
SEA	DESIRE SILLS Notary Public, State of Texas Comm. Expires 09-28-2024 Notary ID 132699070