

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

WEST END HISTORIC SIGN DISTRICT

CASE NUMBER: SIGN-25-001191
LOCATION: 501 ELM ST, STE 100
(WEST ELEVATION)

DATE FILED: Nov. 12th, 2025
SIZE OF REQUEST: 33.6 sq. ft.

COUNCIL DISTRICT: 14

ZONING: CA-1(A)

APPLICANT: Polo Padilla of Fusion AE

OWNER: 501 Elm Lofts LLC

TENANT: TME Ventures LLC

REQUEST: An application for a Certificate of Appropriateness by Polo Padilla of Fusion AE, for a 33.6-square-foot combination of non-illuminated flat attached signs on the North Houston Street façade at 501 ELM ST, STE 100 (WEST ELEVATION).

SUMMARY: The applicant proposes to install a combination of two flat attached signs, totalling 33.6-square-foot. One set of non-illuminated individually mounted channel letters with non-illuminated block-letters, and a non-illuminated flat panel.

STAFF RECOMMENDATION: Approval.

SSDAC RECOMMENDATION: Approval

BACKGROUND:

- The subject site is located in Westend SPSD and is zoned Central Area District 1 (CA-1(A)), a business zoning sign district.
These regulations are established in: [Sec. 51A-7.1000](#) (Specific details included below).
- The applicant proposes to install a combination of two flat attached signs, totalling 33.6-square-foot. One set of non-illuminated individually mounted channel letters with non-illuminated block-letters, and a non-illuminated flat panel.
 - The first sign is composed of two inch deep non-illuminated flush mounted green aluminum channel letters with one clear two inch deep acrylic box "coin" outlined in green vinyl and a set of 3D block letters securely mounted under the primary channel letters, to be constructed of aluminum painted green with green vinyl.
 - The second sign is composed of a digitally printed foam board, mounted on the wall to the right of the West entrance.
- This is the first of four applications under review by this body for this site. These signs are to be mounted on the façade facing North Houston Street. Applicant has submitted for a Certificate of Appropriateness to the Office of Historic Preservation which was approved on 12/2/2025 - COA-25-000470
- Construction of the proposed sign is in accordance with SPSPD regulations and meets the requirements of the Dallas City Code per Sec. 51A-7.1000.

51A-7.1002 PURPOSE.

The purpose of this division is to regulate the construction of new signage and alterations made to existing signage with a view towards preserving the historic nature of this district. The general objectives of this division include those listed in Section 51A-7.101 as well as aesthetic considerations to insure that new signage is of appropriate historical design and does not visually obscure significant architectural features of a building or the district in general. (Ord. Nos. 19455; 21404; 22112; 26027)

51A-7.1003 DEFINITIONS.

(3) FLAT ATTACHED SIGN means an attached sign projecting four or less inches from a building.

(16) TYPE B FACADE means a facade with a total window area comprising less than 30 or more than 50 percent of the total facade area.

(5) LOWER LEVEL SIGN means a sign partially or wholly situated below the top of the first

51A-7.1005(d) FLAT ATTACHED SIGNS ON TYPE B FACADES

(1) No premise may have more than three flat attached signs on each Type B facade.

(2) No flat attached sign on a Type B facade may contain more than eight words with characters four or more inches in height. Words consisting of characters less than four inches in height may be used without limit.

This façade will contain three flat attached signs. One sign will contain five words, the second will contain zero words equal to or greater than four inches, and the third sign is submitted under a separate application.

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

501 Elm Lofts LLC
200 N Kimball Ave Suite 221 #1144
Southlake, Tx 76092

Officer names: Joseph Slezak, CEO

Tenant Ownership

TME Ventures LLC
508 Centennial Blvd, Suite 102
Richardson, TX 75081

Officer names: Houss El Marabti, Manager
Subhi Gharbieh, Manager

SSDAC Action:

December 9, 2025

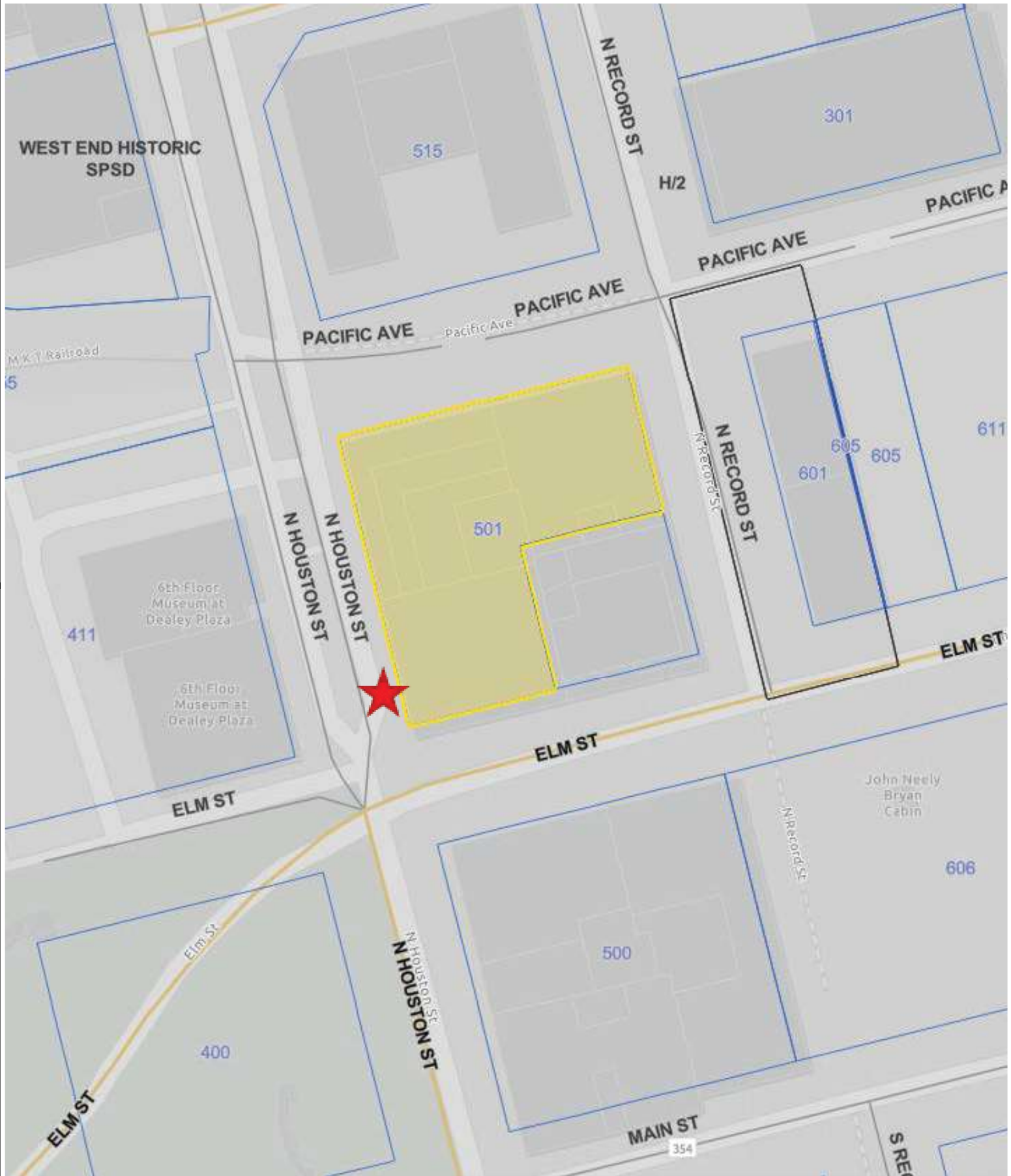
MOTION: It was moved to **approve**:

An application for a Certificate of Appropriateness by Polo Padilla of Fusion AE, for a 33.6-square-foot combination of non-illuminated flat attached signs on the North Houston Street façade at 501 ELM ST, STE 100 (WEST ELEVATION).

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

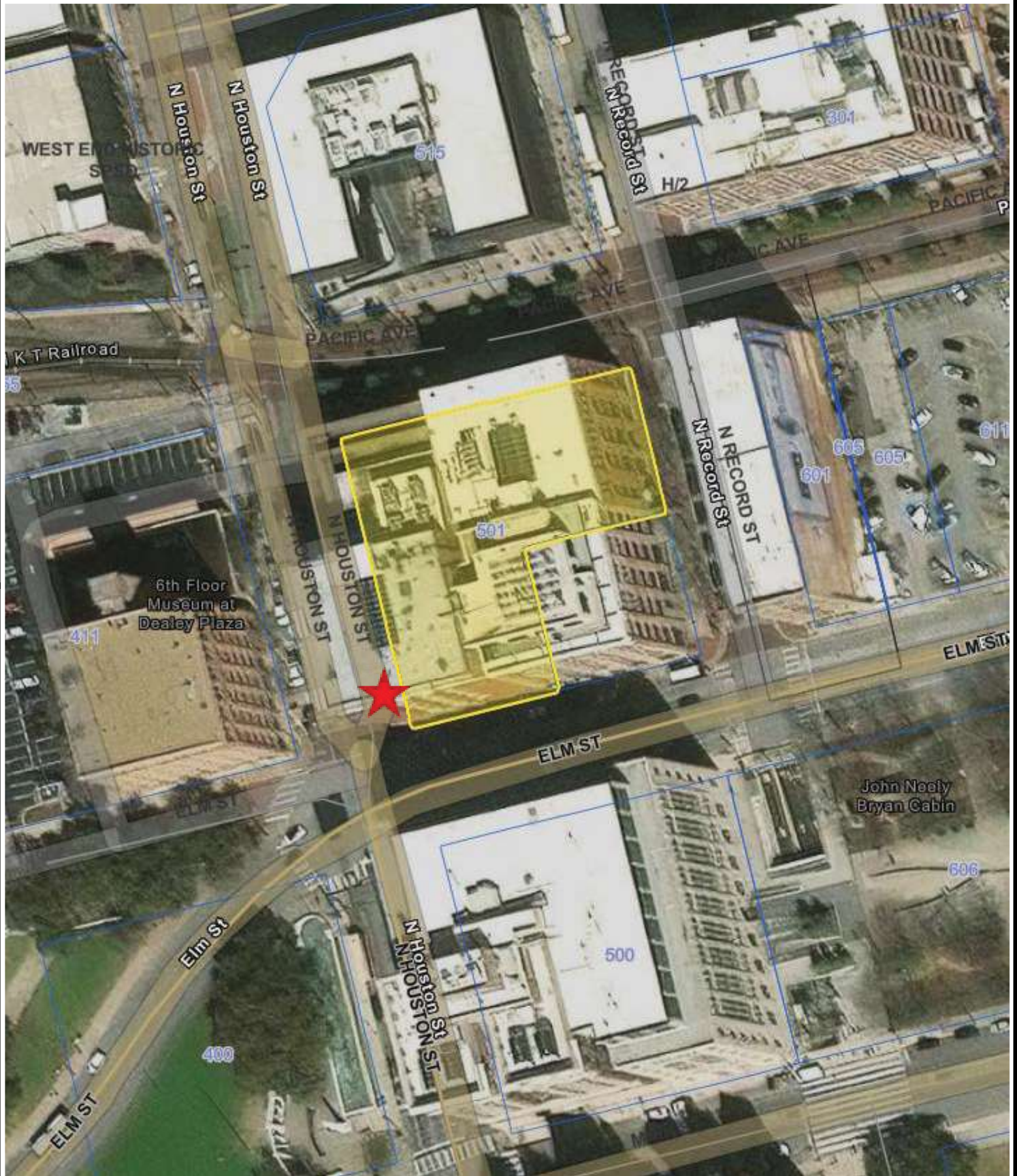
For: 4 - Peadon, Dumas, Webster, and Hardin
Against: 0 - none
Absent: 1 - Coffman
Conflict: 0 - none

Speakers: Polo Padilla



Zoning Map - 501 Elm St

Printed Date: 12/1/2025



Aerial Map - 501 Elm St

Printed Date: 12/1/2025

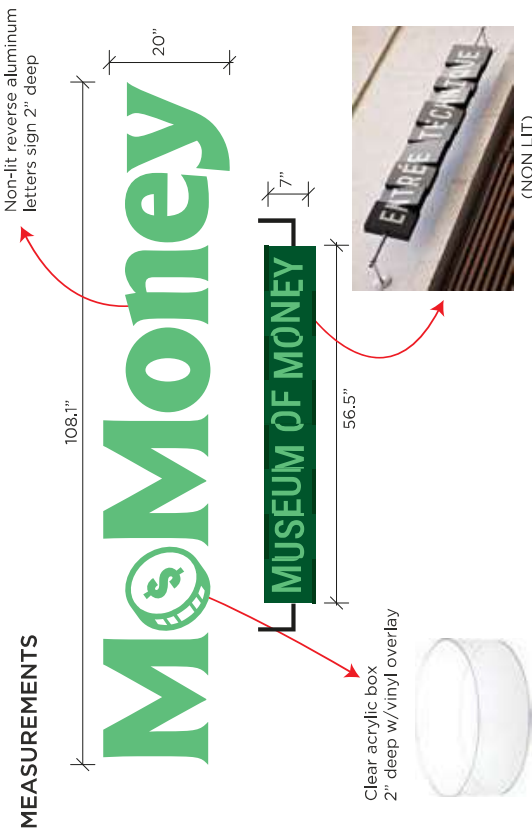
MOMONEY_DALLAS
501 Elm St, Dallas, TX 75202
INDIVIDUAL REVERSE NON LIT CHANNEL LETTER - 3D LETTER BLOCK SIGN

VISUAL BY DAY



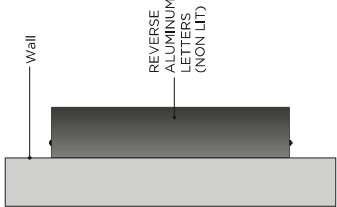
57-10
EXISTING

VISUAL BY NIGHT

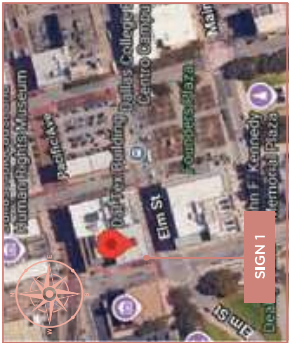


(NON LIT)

CROSS SECTION



MAPS



IMAGES ARE AN APPROXIMATE.
ALL MEASUREMENTS MUST BE VERIFIED IN FIELD.



CONTACT INFO
Info@deSIGNcoTX.com
469.882.8441
www.deSIGNcoTX.com



| | |
|--------------|------------|
| Project Date | 08/27/2025 |
| Sales Rep | Amy Lam |
| Design by | CP |
| SQ FT | 17.76 |
| FAB | |

| SCOPE OF WORK |
|---|
| QTY: 1 Face Material: Clear acrylic, Green aluminum Return Material: 2" aluminum returns Channel letters back: N/A Trim Cap: N/A Vinyl: Pantone 7479 C Backplate: N/A Raceway: N/A Wireway: N/A Lighting: N/A Power Supply: N/A |

| COLOR CODE |
|---|
| <input type="checkbox"/> Clear acrylic <input checked="" type="checkbox"/> Aluminum (PMS 7479 C) <input checked="" type="checkbox"/> Aluminum (PMS 357 C) <input checked="" type="checkbox"/> Green vinyl (PMS 7479 C) |

| SPECIAL INSTRUCTIONS |
|----------------------|
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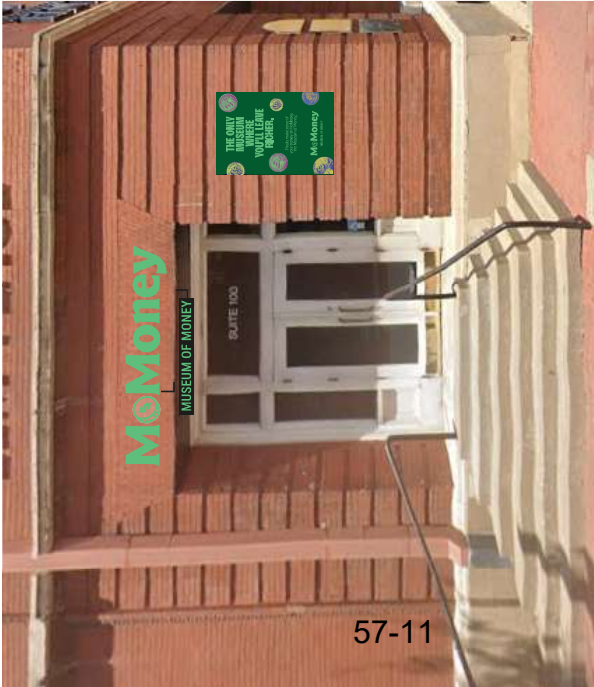
| |
|--------------------|
| PROJECT COMPLETED |
| DATE: |
| NAME: |
| CLIENT APPROVAL: |
| LANDLORD APPROVAL: |

UP UNDERWATERS LABORATORY
Upon request, this sign is intended to be fabricated & installed in accordance to UL standards and the requirements of article 600 of The National Electric Code and/or other applicable local codes. This includes proper grounding and bonding. The location of the disconnect switch after installation shall comply with Article 600.6 (A)(1) of the National Electrical Code.

ELECTRICAL HOOK UP
SIGN COMPANY DOES NOT PROVIDE ELECTRIC TO THE SIGN SITE
Primary, Photo cell or timer by others
Locking or adding a lock to the disconnect means shall be installed on the disconnect switch after installation and shall remain in place with or without the lock installed.

MOMONEY_DALLAS
501 Elm St, Dallas, TX 75202
BANNER

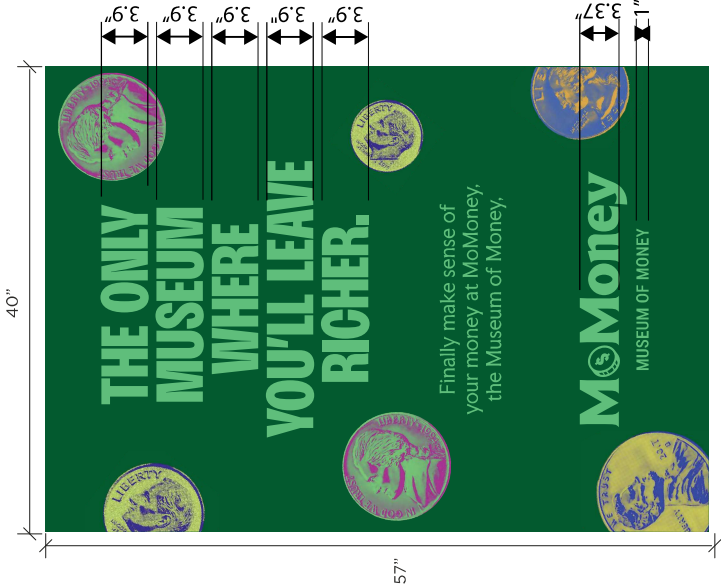
VISUAL BY DAY



57-11

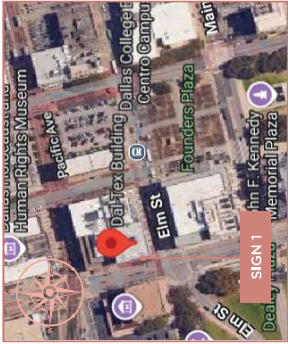


MEASUREMENTS



MAPS

West



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ALL MEASUREMENTS MUST BE VERIFIED IN FIELD.





Your vision is our business

CONTACT INFO
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www.deSIGNcoTX.com



INTERNATIONAL SIGN ASSOCIATION

| | | | | | |
|--------------|------------|---|--|----------------------|------------------------------------|
| Project Date | 08/04/2025 | SCOPE OF WORK | COLOR CODE | SPECIAL INSTRUCTIONS | PROJECT COMPLETED |
| Sales Rep | Amy Lam | QTY: 1 Face Material: Printed foam board Return Material: N/A Channel letters back: N/A Trim Cap: N/A Vinyl: N/A Lighting: N/A Power Supply: N/A |  Printed foam board | | DATE: NAME: CLIENT APPROVAL: |
| Design by | CP | | | | |
| SQ FT | 40.75 | | | | LANDLORD APPROVAL: |
| FAB | | | | | |



UPON REQUEST, THIS SIGN IS INTENDED TO BE FABRICATED & INSTALLED IN ACCORDANCE TO UL STANDARDS AND THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRIC CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING. THE LOCATION OF THE DISCONNECT SWITCH AFTER INSTALLATION SHALL COMPLY WITH ARTICLE 600.6 (A)(1) OF THE NATIONAL ELECTRICAL CODE.

ELECTRICAL HOOK UP
SIGN COMPANY DOES NOT PROVIDE ELECTRIC TO THE SIGN SITE
Primary, Photo cell or timer by others
Locking or adding a lock to the disconnect means shall be installed on or near the disconnect means and shall remain in place with or without the lock installed.