

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

JEFFERSON AREA SPECIAL PURPOSE DISTRICT

CASE NUMBER: SIGN-25-000640
LOCATION: 436 W JEFFERSON AVE
(NORTH ELEVATION)

DATE FILED: July 28th, 2025
SIZE OF REQUEST: 126.4 sq. ft.

COUNCIL DISTRICT: 1

ZONING: PD-316, SA-1

APPLICANT: Bobby Esh of Esh Sign Services

OWNER: PIAP Properties, LLC

OWNER REP.: OSD Clean Oak Cliff, LLC

REQUEST: An application for a Certificate of Appropriateness by Bobby Esh of Esh Sign Services, for a 126.4-square-foot LED illuminated channel letter sign at 436 W JEFFERSON AVE (NORTH ELEVATION).

SUMMARY: The applicant proposes to install a 126.4-square-foot LED illuminated channel sign, five inch white front lit channel letters with printed translucent vinyl, to be mounted to a backplate on an aluminum wireway.

STAFF RECOMMENDATION: Approval.

SSDAC RECOMMENDATION: Pending.

BACKGROUND:

- The subject site is located in Jefferson Area Special Purpose District and is zoned Mixed Use Projects (MUP), a business zoning sign district.
These regulations are established in: [Sec. 51P-316.113](#) (Specific details included below).
- The applicant proposes to install a 126.4-square-foot LED illuminated channel sign, five inch white front lit channel letters with printed translucent vinyl, to be mounted to a backplate on an aluminum wireway.
 - The sign is composed of 5" aluminum channel letters, painted white with white acrylic faces covered in printed translucent vinyl and mounted to wireway with backplate. Sign elements are constructed entirely of metal, plastic, and LED lighting. The overall height of the sign will not exceed 25-feet.
- This is the first of three applications under review by this body for this site. This sign is to be located on Jefferson Ave, and is submitted as Front Elevation.
- Construction of the proposed sign is in accordance with SPSD regulations and meets the requirements of the Dallas City Code per Sec. 51P-316.113.

51P-316.113(a) PURPOSE.

The purpose of this article 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 this district. These sign regulations have been developed with the following objectives in mind:

- (1) To protect the historical and architectural character of this district from inappropriate signs in terms of number (clutter), style, color and materials.
- (2) To ensure that significant architectural features in this district or of a building within this district are not obscured.
- (3) To promote the economic success of each business within this district and, in turn, the collective success of this district.
- (4) To ensure that the size and orientation of signs are geared toward the high number of pedestrians in this district.
- (5) To enhance the aesthetics of this district.
- (6) To promote safety, communications efficiency, and landscape quality and preservation.

51P-316.113(e) ATTACHED SIGNS.

- (1) Attached signs in general.

(A) Except as provided in this paragraph and except for marquee signs, awning signs, and blade signs all attached signs must be mounted parallel to the building surface to which they are attached and may not project more than 18 inches from that building.

This sign meets all requirements of PD-316 and Article VII.

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

PIAP Properties, LLC
2101 Sylvan Ave.
Dallas, TX 75208

Officer names: Brian Dimock Owner

Tenant Ownership

OSD Clean Oak Cliff, LLC
1818 Chestnut St.
Dallas, TX 75226

Officer names: Dylan Salvo Owner

SSDAC Action:

September 17, 2025

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

An application for a Certificate of Appropriateness by Bobby Esh of Esh Sign Services, for a 126.4-square-foot LED illuminated channel letter sign at 436 W JEFFERSON AVE (NORTH ELEVATION).

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

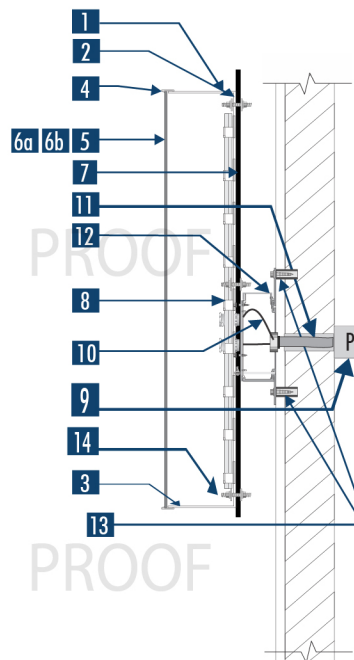
For: 4 - Peadon, Webster, Hardin and Hall
Against: 0 - none
Absent: 1 - Dumas
Conflict: 0 - none

Speakers: None





- 5" depth front lit channel letters (overall size is 66"(t) x 275.75"(w))
- Letter "L" in the word Laundromat is 25.43" tall, letter "o" with lines above and below is 32.39" tall
- Installed on wireway (painted to match building color as close as possible (Sherwin Williams ???))
- "TIDE" bullseye is 66" diameter with color codes as specified, printed Translucent face with colors as specified, trim cap (low profile) Yellow to match outer yellow band of bullseye, White returns, flush mounted to wall
- "Laundromat" with white acrylic face covered with 3M-3630-157 "Sultan Blue" Perforated Dual-Color Vinyl trim, trim cap (low profile) to match perforated vinyl, White returns, mounted to Wireway
- LED internal lighting (face-lit)
- Dedicated 20 amp circuit required
- UL approved.



CHANNEL LETTERS ON BACKPLATE/WIREWAY(S) WITH LED LIGHTING				
ITEM	DESCRIPTION			
BASIC STRUCTURE				
1	RETURN	5"	.040 ALUM.	PTD Black or Bronze
2	BACK	.050 ALUM.	PREFINISHED WHITE INTERIORS	
3	WEEP HOLES	YES		
FACE/DECORATION				
4	RETAINER	1"	JEWELITE	PTD. Duranodic Bronze
5	FACE	1/8"	ACRYLIC	
6a	LTR. VINYL	1st SURFACE	WHITE ACRYLIC	
6b	LOGO VINYL	1st SURFACE	PRINTED TRANSLUCENT VINYL	
7	BACKPLATE	.125" ACM	(ALUMINUM COMPOSITE MATERIAL) BACKPLATE	
LIGHTING/ASSEMBLY				
8	L.E.D. LIGHTING	WHITE LED		
9	POWER SUPPLY	MOUNTED INSIDE EXTERIOR WALL		
10	SECONDARY	SUPPLY CABLE w/GROUND		
11	WIRE FEED	LB-STYLE CONDUIT BODY		
12	WIREWAY	7" x 3"	EXTRUDED ALUM.	CENTERED PAINTED (TO MATCH BUILDING)
SUPPORT				
13	MOUNTING	EXTRUDED CLIPS TOP & BOTTOM NON-CORROSIVE MOUNTING SCREWS IN ANCHORS		
14	LTR. MOUNTING	1/4" ALL-THREAD w/NUTS & WASHERS (NON-CORROSIVE)		



**BANNER
& SIGN
EXPRESS**

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22-9

Authorized Signature

Date of Signature