

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

WEST END HISTORIC SIGN DISTRICT

CASE NUMBER: SIGN-25-001198

DATE FILED: Nov. 12th, 2025

LOCATION: 501 ELM ST, STE 100
(SOUTH ELEVATION)

SIZE OF REQUEST: 53.4 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 53.4-square-foot combination of non-illuminated canopy signs on the Elm Street façade at 501 ELM ST, STE 100 (SOUTH ELEVATION).

SUMMARY: The applicant proposes to install a combination of three canopy signs, totalling 53.4-square-foot. Each canopy sign totals 17.8 square-foot, and will be painted directly to the awning fabric.

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 three canopy signs, totalling 53.4-square-foot. Each canopy sign totals 17.8 square-foot, and will be painted directly to the awning fabric.
- This is the fourth of four applications under review by this body for this site. These signs are to be mounted on the canopies facing Elm 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.

- (2) CANOPY SIGN means a sign attached to, applied on, or supported by a canopy or awning.
- (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 floor windows or, if there are no first floor windows, below a point 12 feet above grade.

51A-7.1005(b) CANOPY SIGNS

- (1) No canopy sign may:
 - (A) be lower than 10 feet above grade, except that a sign may be as low as eight feet above grade if it does not project more than one-half inch from the surface of the canopy; or
 - (B) project vertically above the surface of the canopy or awning.
- (2) The total effective area permitted for all canopy signs combined on a premise is the product obtained by multiplying 20 square feet times the number of street entrances to the premise.

This premise has three street entrances, one on Elm Street, and Two on Houston Street providing for an allowance of 60-square-foot for canopy signs.

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

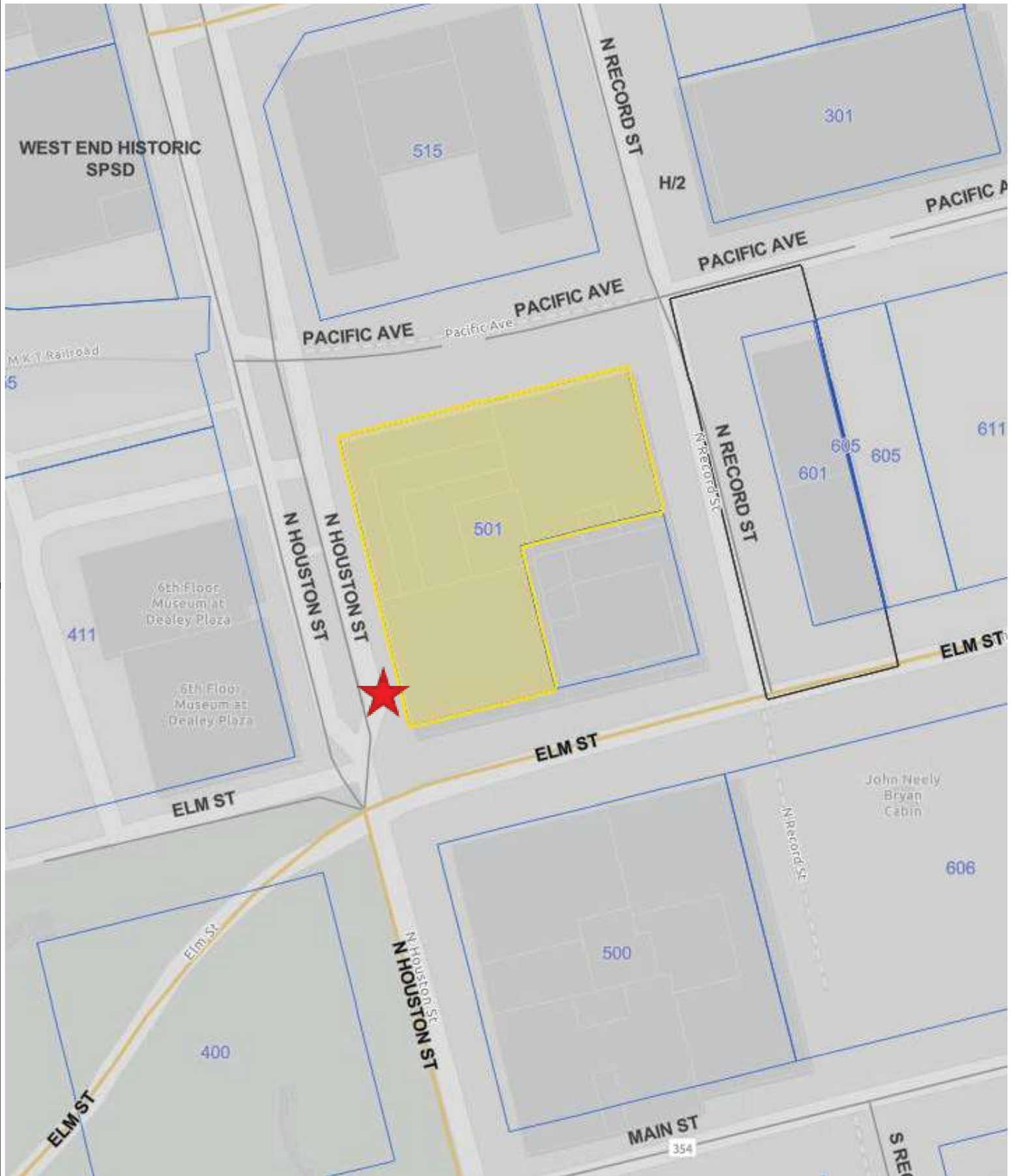
MOTION: It was moved to **approve**:

An application for a Certificate of Appropriateness by Polo Padilla of Fusion AE, for a 53.4-square-foot combination of non-illuminated canopy signs on the Elm Street façade at 501 ELM ST, STE 100 (SOUTH ELEVATION).

Maker: Dumas
Second: Hardin
Result: Carried: 3 to 1

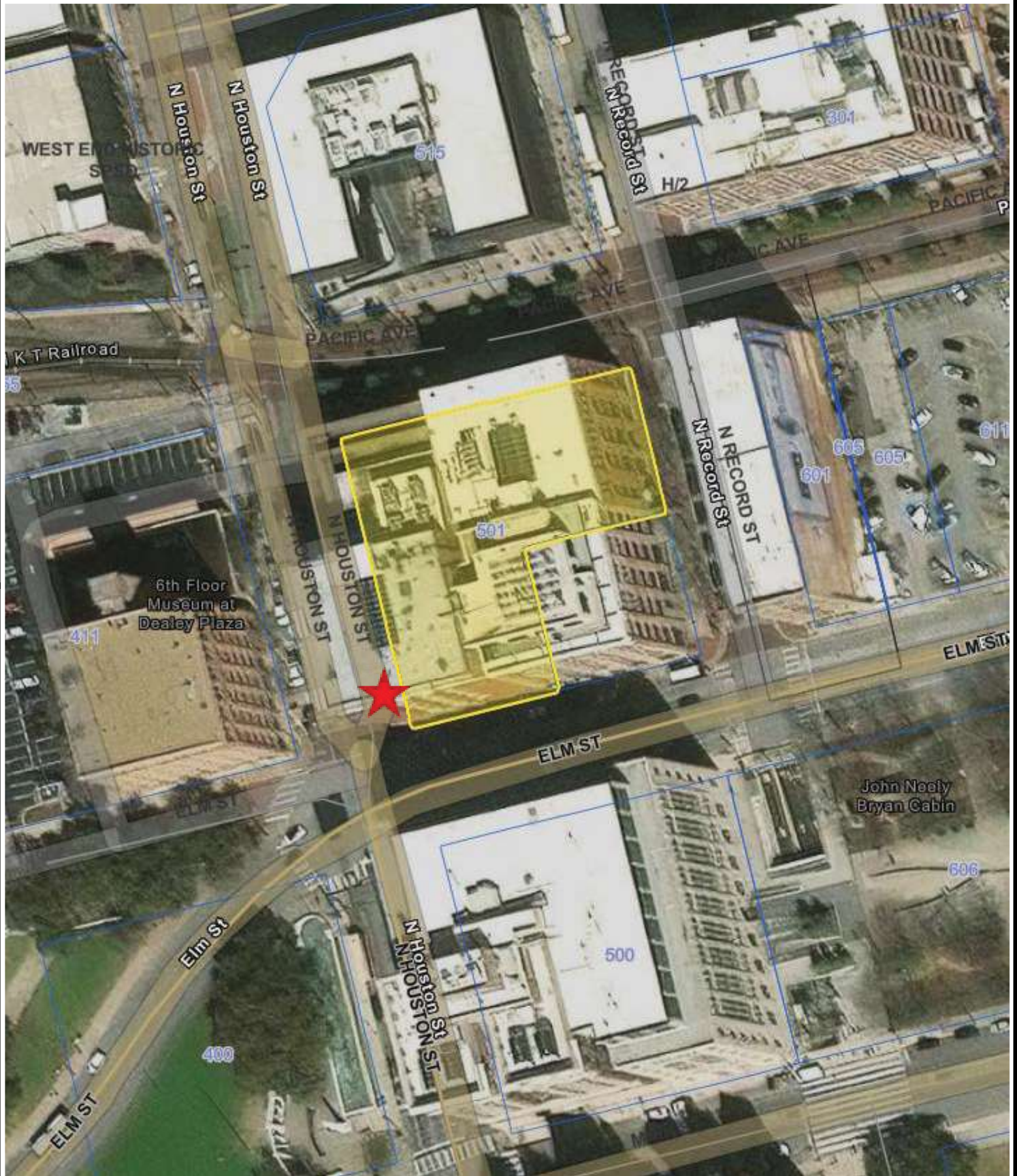
For: 3 - Dumas, Webster, and Hardin
Against: 1 - Peadon
Absent: 1 - none
Conflict: 0 - none

Speakers: Polo Padilla



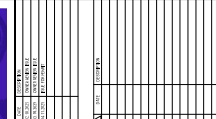
Zoning Map - 501 Elm St

Printed Date: 12/1/2025



Aerial Map - 501 Elm St

Printed Date: 12/1/2025



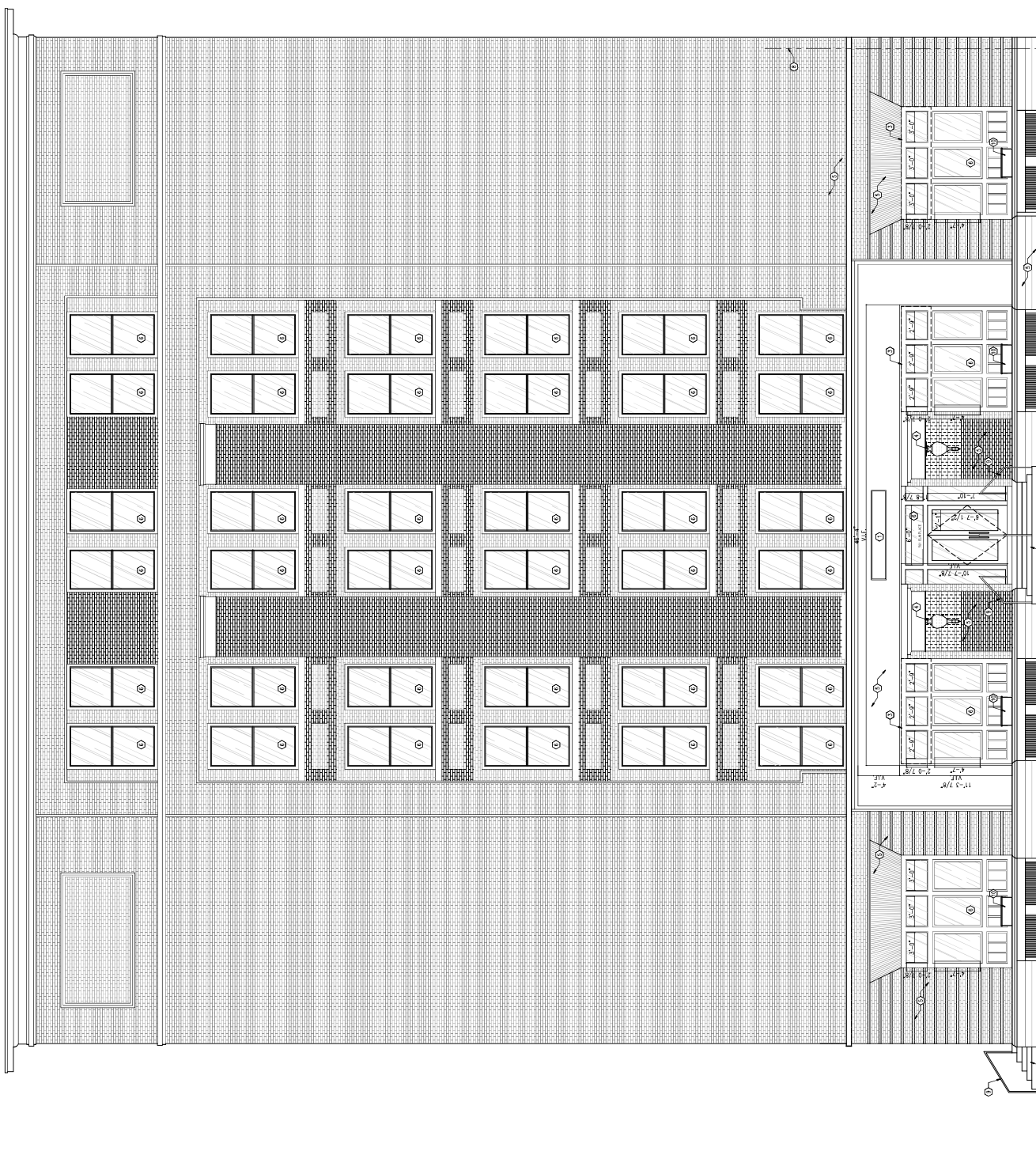
OW.MONEY - DOWNTOWN DALLAS
CURRENCY EXHIBIT & MUSEUM



oipstudio!
6201 CAMPUS CIRCLE DRIVE E
IRVING, TEXAS 75039
TEL: (972) 271-1788
WWW.OIPSTUDIO.COM

1

MAIN ENTRY

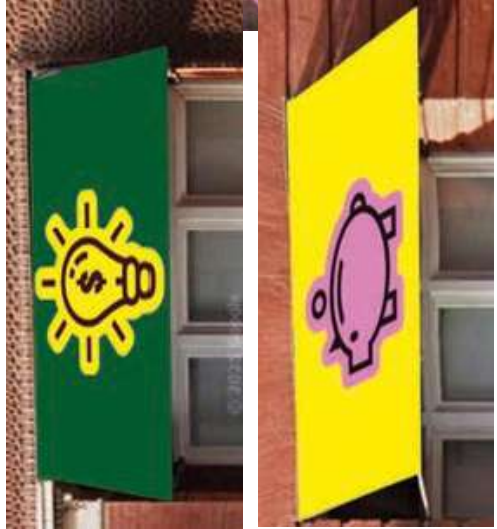


MOMONEY_DALLAS
501 Elm St, Dallas, TX 75202
AWNINGS

VISUAL BY DAY

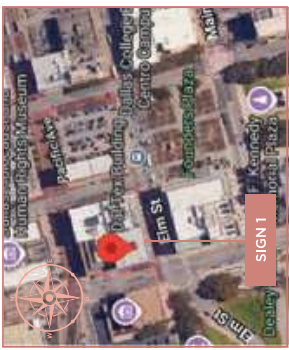


60-
EXISTING



MAPS

South



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



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




Project Date	08/04/2025
Sales Rep	Amy Lam
Design by	CP
SQ FT	
FAB	

SCOPE OF WORK	QTY: 3 Face Material: Printed fabric Return Material: N/A Channel letters back: N/A Trim Cap: N/A Vinyl: N/A Backplate: N/A Raceway: N/A Wireway: N/A Lighting: N/A Power Supply: N/A
---------------	---

COLOR CODE	Printed fabric
------------	----------------

SPECIAL INSTRUCTIONS	
----------------------	--

PROJECT COMPLETED	DATE: NAME: CLIENT APPROVAL:
LANDLORD APPROVAL:	



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 on or off sign. All wiring must be done by a licensed electrician and shall remain in place with or without the back installed.