

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

DOWNTOWN SPECIAL PROVISION SIGN DISTRICT

CASE NUMBER: SIGN-26-000890

DATE FILED: May 21, 2026

LOCATION: 1919 WOODALL RODGERS FWY
(SOUTHEAST ELEVATION)

SIZE OF REQUEST: 383.3 sq. ft.

COUNCIL DISTRICT: 14

ZONING: PD-193, PDS-155, SA-1

APPLICANT: Victoria Morris / Jackson Walker LLP

OWNER: PE Parkside Tower, LLC

TENANT: TXSE Group Inc.

REQUEST: An application for a Certificate of Appropriateness by Victoria Morris of Jackson Walker LLP, for a 383.3-square-foot back lit channel letter sign mounted on the Southwestern facing façade at 1919 WOODALL RODGERS FWY (SOUTHEAST ELEVATION).

SUMMARY: The applicant proposes to install an illuminated flat attached sign, totalling 383.3-square-foot. Six-inch back-lit channel letters mounted with two-inch stand-offs on a three-inch surround for halo glow effect, reading 'TXSE TEXAS STOCK EXCHANGE'.

STAFF RECOMMENDATION: Approval

SSDAC RECOMMENDATION: Approval

BACKGROUND:

- The subject site is located in Downtown Special Provision Sign District, Perimeter Subdistrict. This district is zoned PD-193, PDS-155, Subarea 1.
These regulations are established in: [Sec. 51A-7.900](#) (Specific details included below).
- The applicant proposes to install an illuminated flat attached sign, totalling 383.3-square-foot. Six-inch back-lit channel letters mounted with two-inch stand-offs on a three-inch surround for halo glow effect, reading 'TXSE TEXAS STOCK EXCHANGE'.
 - The sign is composed of six-inch aluminum channel letters, painted matte black. The faces of the letters are to be acrylic with second surface applied white vinyl. Sign is illuminated by White LED modules. The backer will also be painted matte black to match.
- This is the second of two applications under review by this body for this site and is submitted as "Woodall Rodgers Frontage". This sign is to be mounted on the Southeast elevation, facing Woodall Rodgers Fwy.
- Construction of the proposed sign is in accordance with SPSD regulations and meets the requirements of the Dallas City Code per Sec. 51A-7.900.

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.

51A-7.305 **ATTACHED SIGNS.**

Attached signs are permitted in business areas in accordance with the following provisions:

(a) Except as otherwise permitted under Sections 51-4.213(25), 51-4.217(b)(5), 51A-4.206(1), and 51A-4.217(b)(9), all attached signs must be premise signs or convey a noncommercial message.

(b) All signs and their words shall be mounted parallel to the building surface to which they are attached, and shall project no more than 18 inches from that surface except as provided in Subsection (e) below.

(c) On the primary facade, the combined effective area of all attached signs may not exceed 25 percent of the total area of the primary facade. On each secondary facade, the combined effective area of all attached signs may not exceed 15 percent of the total area of that secondary facade. As applied to a building with multiple occupants, the facade area of each use with a separate certificate of occupancy shall be treated as a separate facade. On any building facade, there may be a maximum of eight words which contain any character of a height equal to or exceeding four inches and pertain to any premise or any non-residential occupancy. Words consisting of characters less than four inches high may be used without limit.

This is the only sign proposed on this façade for this occupant. The sign occupies approximately 0.6% of the 66,725 square-foot façade, which is less than the 25% allowance. This sign will have four words.

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.

LIST OF PARTNERS/PRINCIPALS/OFFICERS

PROPERTY OWNER:

L&W Real Estate

- Julien Devereux – Officer & Director
- Barbara Devereux – Member
- Dana Office, L.P. – Authorized Representative
 - Dana Office GP, LLC
 - Sawako Miyama – Manager

BUILDING OWNER:

PE Parkside Tower, LLC

- William Prewitt – CEO

TENANT:

TXSE Group Inc.

- James H Lee – Director

SSDAC Action:

June 9, 2026

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

An application for a Certificate of Appropriateness by Victoria Morris of Jackson Walker LLP, for a 383.3-square-foot back lit channel letter sign mounted on the Southwestern facing façade at 1919 WOODALL RODGERS FWY (SOUTHEAST ELEVATION).

Maker: Dumas
Second: Coffman
Result: Carried: 5 to 0

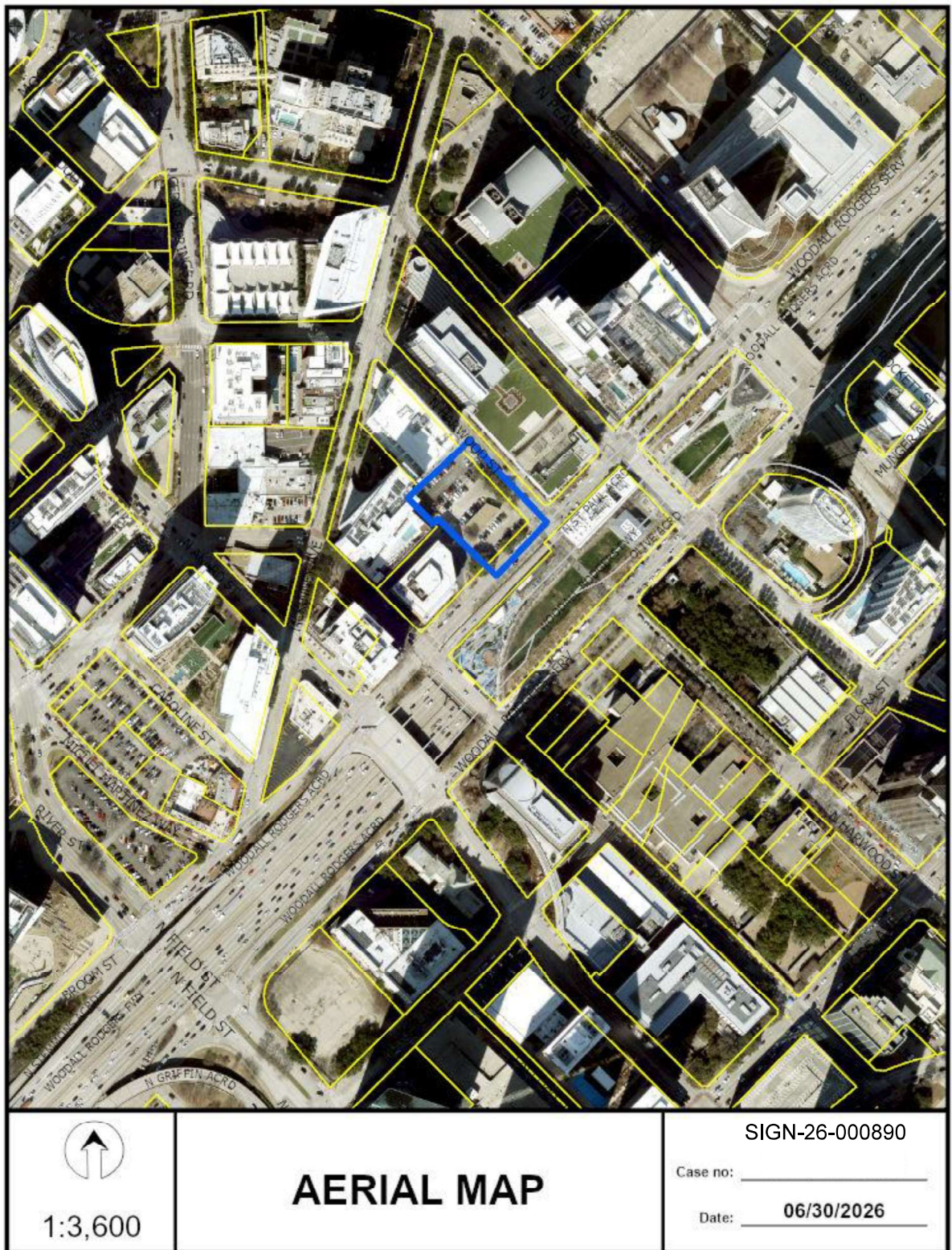
For: 5 - Peadon, Dumas, Hardin, Coffman and Kingston

Against: 0 - none

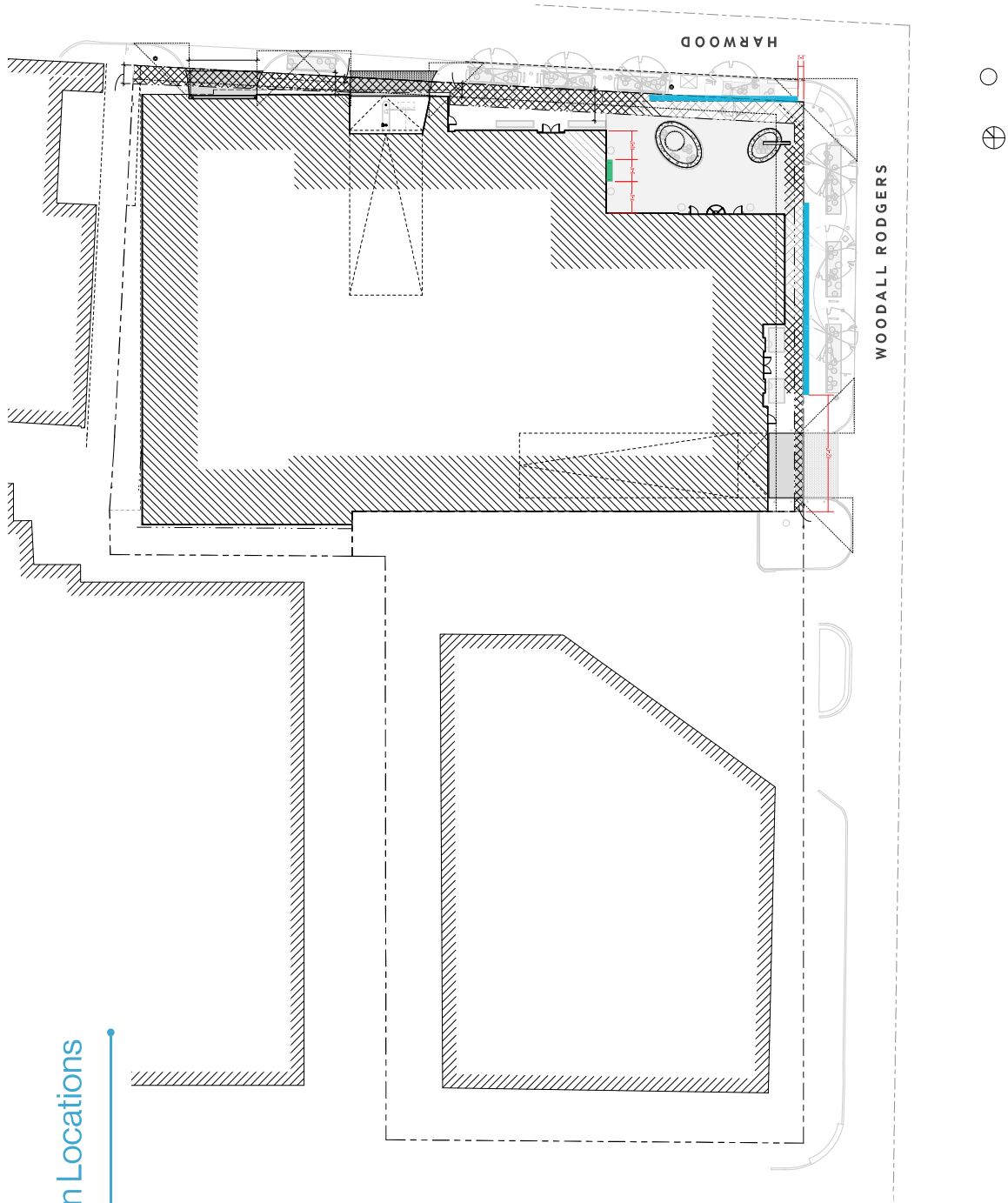
Absent: 1 - Webster

Conflict: 0 - none

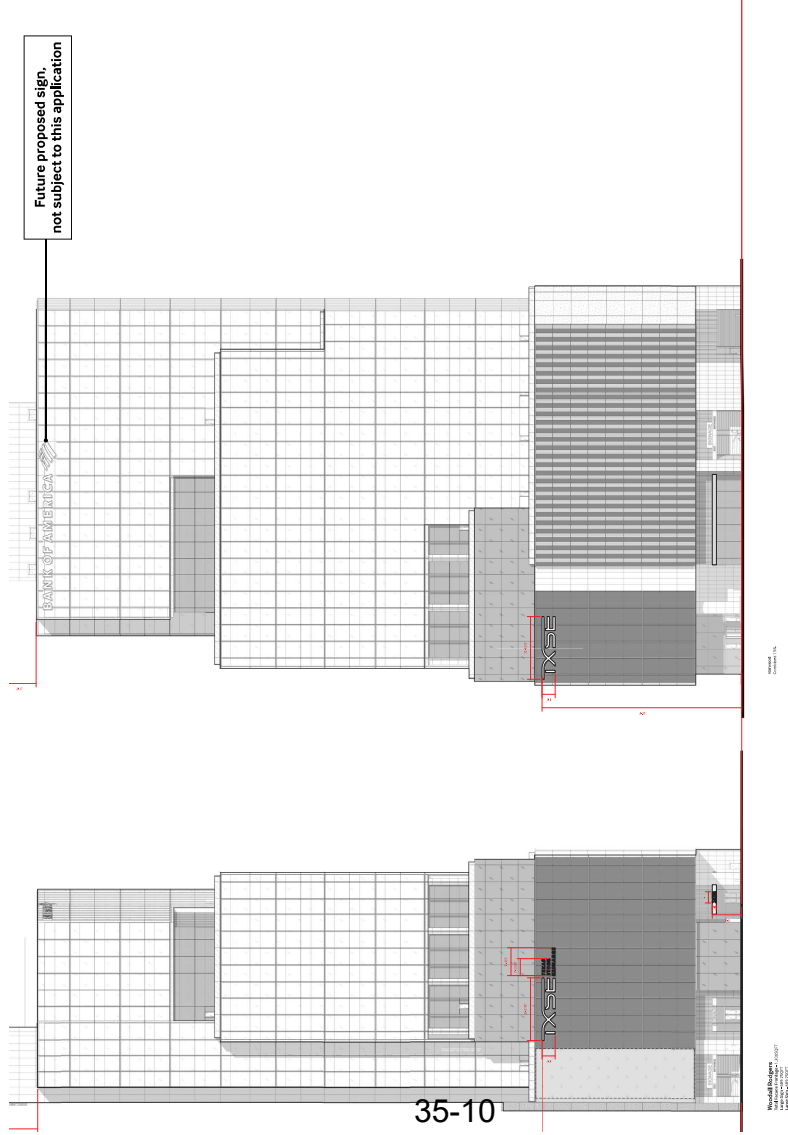
Speakers: Damon Gaffner - Big Outdoor
Suzan Kedron - Jackson Walker LLP
Victoria Morris - Jackson Walker LLP



CA SITE PLAN 001-000000
2.1 Site Plan with Sign Locations



CA SIGNAGE 1000000
1.2 IXSE Sign Elevation



WOODALL RODGERS

HARWOOD



CA SIGN-25-000890

35-11



CA_SIGN425-000890

General Notes:

- ① Design is based on IBC 2021 & Wind speed of 105 mph at 3 sec gust (Risk Cat 2, Exp C)
- ② These drawings shall only be used for the intended reasons when issued and should not be used for any other purpose on this project and shall not be used on any other project either by the recipient or others without the prior approval of TMM Consultants.
- ③ TMM Consultants is not the Engineer of Record for overall project and shall only be responsible for the design of the sign structure and/or sign anchors shown on the drawing. Sign cabinet structure design shall be provided by others.
- ④ Contractor shall be responsible for any discrepancies on the drawings. Any such discrepancies shall immediately be reported to TMM Consultants for verification and adjustments.
- ⑤ If any part of existing structure does not meet specifications listed or dimensions shown, contractor shall not proceed with construction and request for a redesign
- ⑥ All HSS sections shall meet ASTM 500 Grade B with minimum yield stress $F_y=46$ ksi for HSS Square & Rectangular Sections and $F_y=42$ ksi for HSS Round Sections.
- ⑦ All Standard Steel Pipes and Tubes shall meet minimum yield stress $F_y=35$ ksi.
- ⑧ All other existing and new steel including plates, angles, anchor rods, etc. shall meet ASTM A36 with minimum yield stress $F_y=36$ ksi.
- ⑨ All Aluminum Tubes and Plates shall meet 6061 or 6063 specs
- ⑩ All existing and new structural bolts shall conform to ASTM A325 unless noted otherwise.
- ⑪ Bolts Shall not be connected to existing building facia, brick or stone veneer at any location. It should be properly anchored to the building frame w/ appropriate blocking or to Concrete wall or CMU walls that has cells filled with grout
- ⑫ All Steel welding shall be made with E70xx electrodes and All Aluminum welding shall be made with E40xx electrodes. Weldings shall be performed by certified welders in accordance with latest AWS standards
- ⑬ All Rebars shall conform to ASTM A615 and will be Grade 60 steel.
- ⑭ Analysis of existing building structure, where applicable, to support proposed loads not in scope of TMM Consultants and hence not performed and provided.
- ⑮ Wall type information, where applicable, provided by the Sign Installer. The Contractor shall not proceed with the installation if the actual Wall type is other than shown and request for a redesign
- ⑯ For Concrete Masonry Unit Construction, Masonry Units shall conform to ASTM C90 and the cells shall be fully grouted and will have fm of 2000 psi minimum (attained @ 28 days)
- ⑰ Concrete Piers and Spread footing shall have normal weight concrete with minimum compressive strength of 3000 psi (attained in 28 days. Care shall be taken for not placing concrete over soil fill.
- ⑱ Prior to construction contractor shall verify dimensions and grade of existing steel and concrete.
- ⑲ Field verification for accuracy and structural integrity of all elements of existing structure - including but not limited to - steel support, foundation, connections - not in scope of TMM Management..
- ⑳ TMM Consultants shall not be held responsible for damage caused to existing Building due to the Sign Project.



M.A. Bootwalla

05/06/2026

TMMCONSULTANTS, PLLC
ENGINEERING & DESIGN SERVICES
Call: 510 876 8848
TBPESL - PRM #: 20203

CONSULTANTS

SCALE: NOT TO SCALE

PREPARED FOR

Big Outdoor
3811 Turtle Creek Blvd. No 1200
Dallas, TX 75219

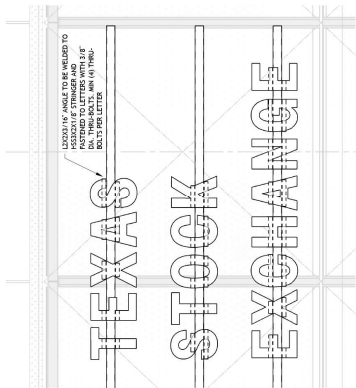
PROJECT # 25784

PROJECT NAME

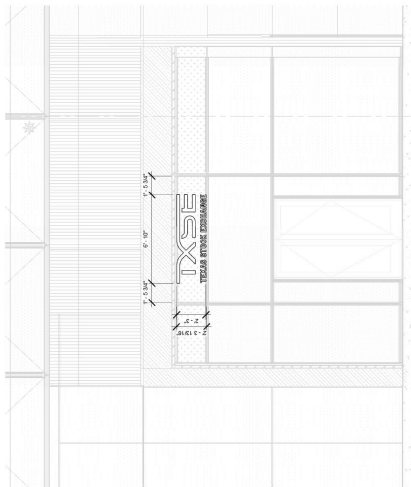
TEXAS STOCK EXCHANGE
1919 Woodall Rodgers,
Dallas, TX 75021

SHEET 0

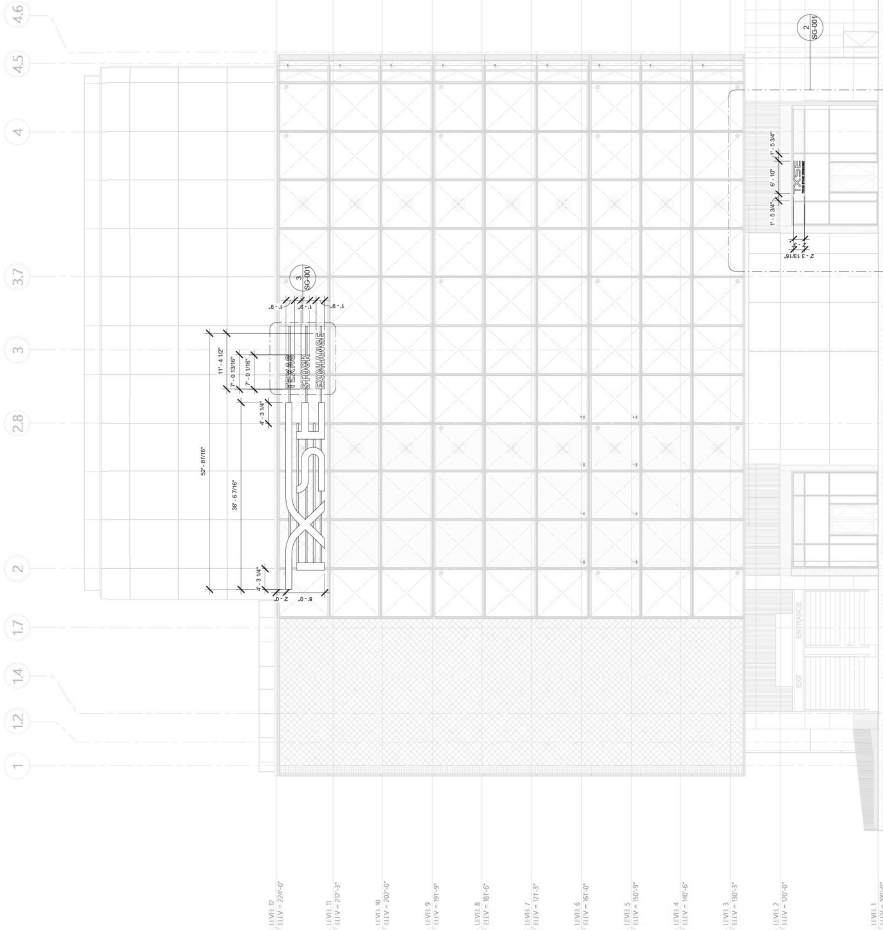
CA: SIGN-26-000890



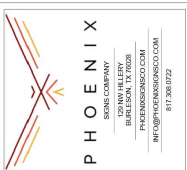
③ ENLARGED DETAIL
1/2" = 1'-0"



② ENTRY DISPLAY - ELEVATION
1/4" = 1'-0"



① WOODALL RODGERS - ELEVATION
3/32" = 1'-0"



CUSTOMER
TXSE

JOB LOCATION
Dallas, TX

CONTACT
Approval

DATE
05/06/2008

PROJECT NUMBER
051826

DATE
05/18/08

DRAWN BY
Author

CHECKED BY
Checker

THE PHOENIX SIGN COMPANY, INC. IS A PROFESSIONAL SERVICE FIRM. IT IS NOT A CONTRACTOR. IT IS NOT A DESIGNER. IT IS NOT A MANUFACTURER. IT IS NOT A DISTRIBUTOR. IT IS NOT A RETAILER. IT IS NOT A WHOLESALE. IT IS NOT A SERVICE. IT IS NOT A PRODUCT. IT IS NOT A BRAND. IT IS NOT A TRADE. IT IS NOT A BUSINESS. IT IS NOT A COMPANY. IT IS NOT A FIRM. IT IS NOT A CORPORATION. IT IS NOT A PARTNERSHIP. IT IS NOT A JOINT VENTURE. IT IS NOT A CONSORTIUM. IT IS NOT A COLLABORATION. IT IS NOT A ALLIANCE. IT IS NOT A JOINTLY OWNED ENTITY. IT IS NOT A PARTNERSHIP. IT IS NOT A JOINT VENTURE. IT IS NOT A CONSORTIUM. IT IS NOT A COLLABORATION. IT IS NOT A ALLIANCE. IT IS NOT A JOINTLY OWNED ENTITY.

REV	DESCRIPTION	DATE
1	Revised Details	05/18/08
2		
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TXSE

ELEVATION

PROJECT NUMBER
TXSE

DATE
05/18/08

DRAWN BY
Author

CHECKED BY
Checker

SHEET NO.
SG-001



05/06/2008
M.A. Bootwalla

TWMCONSULTANTS, PLLC
ENGINEERING & DESIGN SERVICES
Call: 510.876.8848
TXPELS - FIRM # 20203

CONSULTANTS

SCALE: NOT TO SCALE

PREPARED FOR

Big Outdoor
3811 Turtle Creek Blvd. No 1200
Dallas, TX 75219

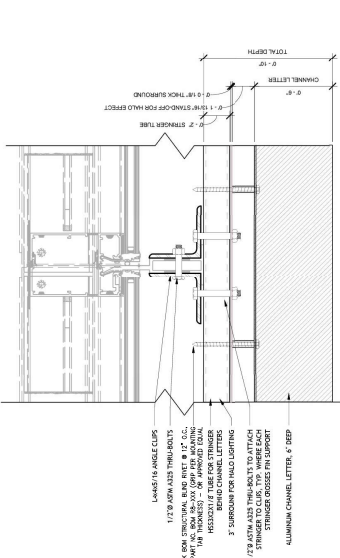
PROJECT # 25784

PROJECT NAME

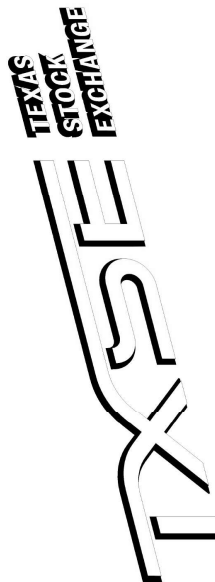
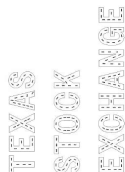
TEXAS STOCK EXCHANGE
1919 Woodall Rodgers,
Dallas, TX 75021

SHEET 1

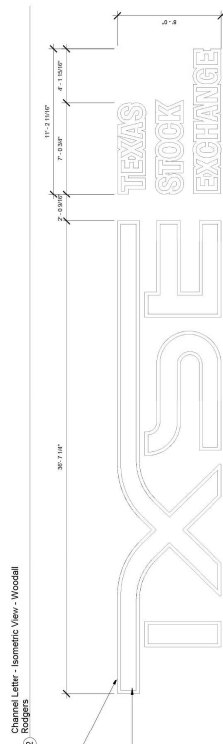
1. ALL FINISHES COLOUR TO BE APPROVED BY OWNER PRIOR TO FABRICATION AND INSTALLATION
2. ALL RETURNING AND TRIM TO BE WHITE BLACK, SIZE
3. ALL LETTERS TO BE WHITE
4. ALL LETTERS TO BE APPROVED PRIOR TO FABRICATION AND INSTALLATION
5. ALL FINISHES TO BE APPROVED PRIOR TO FABRICATION AND INSTALLATION
6. ALL FINISHES TO BE APPROVED PRIOR TO FABRICATION AND INSTALLATION
7. ALL FINISHES TO BE APPROVED PRIOR TO FABRICATION AND INSTALLATION
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11. ALL FINISHES TO BE APPROVED PRIOR TO FABRICATION AND INSTALLATION
12. ALL FINISHES TO BE APPROVED PRIOR TO FABRICATION AND INSTALLATION



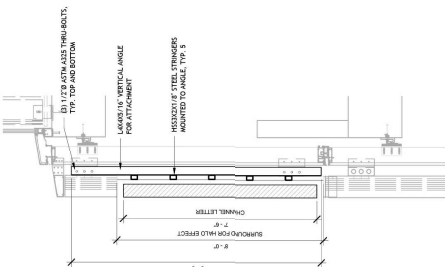
Plan View - Nounting Detail
 $3'' = 1'-0''$



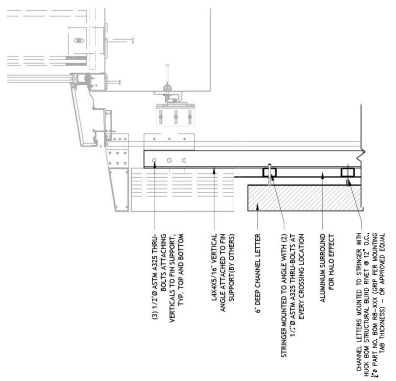
LED POPULATION - WOODALL
RODGERS
1/4" = 1'-0"



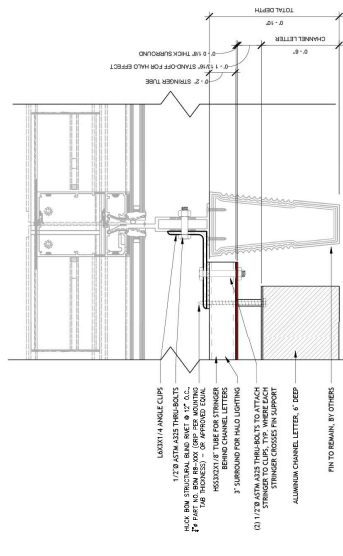
Channel Letter - Isometric View - Woodall
Rodgers



5 Section View Mounting Detail
1/2" = 1'-0"



6 Enlarged Section Detail
1" = 1'-0"



7 Plan View - End Mounting Detail (Typical)

PRELIMINARY

TXSE

CHANNEL LETTER DETAILS

PROJECT NUMBER:	TXSE
DATE:	03/18/28
DRAWN BY:	DE
CHECK BY:	DB
SHEET NO:	

SG-100

Project: A: SIGN-26-000890 TSE @ 1919 Woodall Rodgers, Dallas, TX 75021

Risk Category II
Exposure C
V 105
Applicable Design Code IBC 2021

Design Loads

Type	B	# of Cabinet	B _{per cabinet} (ft)	s (ft)	h (ft)	q _h (psf)	GCp	P (psf)	ASD LF	DL (psf)	W _{L(factored)} (psf)	W _{L(factored)} (lb)	DL (lb)
LETTER X	8.75	1	8.75	8.00	124.00	31.8	1.7	54.5	0.6	10.0	33	2,290	700
LETTER I	1.58	1	1.58	5.75	122.00	31.7	1.8	57.0	0.6	10.0	34	311	91
LETTER S	4.87	1	4.87	5.75	122.00	31.7	1.8	56.6	0.6	10.0	34	950	280
LETTER E	4.35	1	4.35	5.75	122.00	31.7	1.8	56.7	0.6	10.0	34	851	250
TOTAL												4,403	1,321

of Vertical Angles = 4
of Horizontal Stringers = 5
of Connection Points = 20
W_L per connection point = 0.220 k
D_L per connection point = 0.066 k

4"x4"x5/16" Vertical Angle to Fin Connection

Force @ Each End
S_{ax} = 0.550 k
S_{ay} = 0.165 k
D_L = 0.183 k
of Through bolts @ each end = 3
W_L per through bolt = 0.055 k
D_L per through bolt = 0.192 k
Shear per bolt = 0.5 in
Bolt dia = 0.196 in²
Bolt Area = 0.975 ksi
Shear stress =

Moment in Vertical Angles

M_{max} = 1.49 k-ft
For 4"x4"x5/16" Steel Angle
S_x = 1.27 in³
f_y = 36 ksi
M_{avai} = 2.28 k-ft

LETTER X

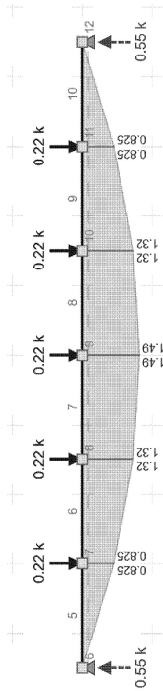
Vertical Distance between Bolts = 4.00 ft
Distance Cabinet to Wall = 2.00 in
Cabinet Depth = 6.00 in
Number of Bolts per Bolt Line = 10.0
Bolt Type = A307
Bolt Diameter = 0.38 in
Eff Factor = 1.00
Bolt Tension = 0.122 k
Bolt Shear = 0.070 k
f_{nv} (ksi) = 0.63 OK
Ω = 2.00
F_{nv}/Ω = (1.3*F_{nt} - (2*F_{nv}/F_{nv})*f_{nv})/2 = 22.50
f_{nv} (ksi) = 1.10 OK

LETTER I

Vertical Distance between Bolts = 2.88 ft
Distance Cabinet to Wall = 2.00 in
Cabinet Depth = 6.00 in
Number of Bolts per Bolt Line = 2.0
Bolt Type = A307
Bolt Diameter = 0.38 in
Eff Factor = 1.00
Bolt Tension = 0.084 k
Bolt Shear = 0.046 k
f_{nv} (ksi) = 0.41 OK
Ω = 2.00
F_{nv}/Ω = (1.3*F_{nt} - (2*F_{nv}/F_{nv})*f_{nv})/2 = 22.50
f_{nv} (ksi) = 0.76 OK

LETTER S

Vertical Distance between Bolts = 2.88 ft
Distance Cabinet to Wall = 2.00 in
Cabinet Depth = 6.00 in
Number of Bolts per Bolt Line = 2.0
Bolt Type = A307
Bolt Diameter = 0.38 in
Eff Factor = 1.00
Bolt Tension = 0.258 k
Bolt Shear = 0.140 k
f_{nv} (ksi) = 1.27 OK
Ω = 2.00
F_{nv}/Ω = (1.3*F_{nt} - (2*F_{nv}/F_{nv})*f_{nv})/2 = 22.50
f_{nv} (ksi) = 2.33 OK



05/06/2026
M.A. Bootwalla

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TWPBLS - FRM #: 20203

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Dallas, TX 75219

PROJECT # 25784

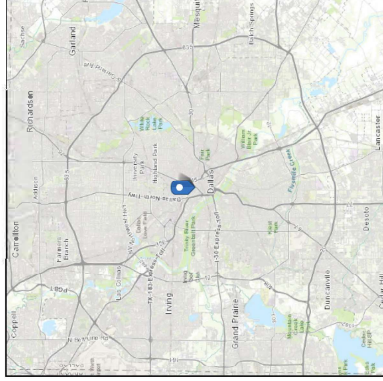
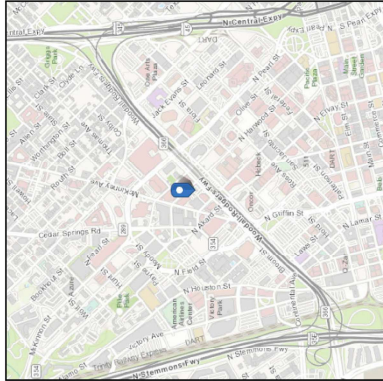
PROJECT NAME

TEXAS STOCK EXCHANGE
1919 Woodall Rodgers,
Dallas, TX 75021

SHEET C1

ASCE Hazards Report

Address: 1919 Woodall Rodgers Fwy
Dallas, Texas 75201
Standard: ASCE/SEI 7-16
Latitude: 32.78951
Risk Category: II
Longtitude: -96.802679
Soil Class: E - Soft Clay Soil
Elevation: 459.76134642496106 ft (NAVD 88)



Wind

Results:

Wind Speed 105 Vmph
10-year MRI 74 Vmph
25-year MRI 80 Vmph
50-year MRI 85 Vmph
100-year MRI 91 Vmph

Data Source: ASCE/SEI 7-16, Fig. 26.5-1B and Figs. CC-2-1-CC-2-4, and Section 26.5.2
Date Accessed: Sat Apr 25 2026

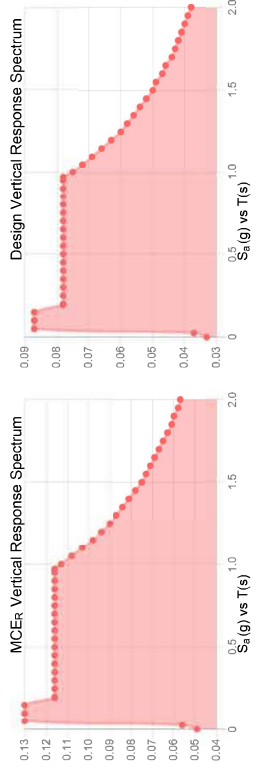
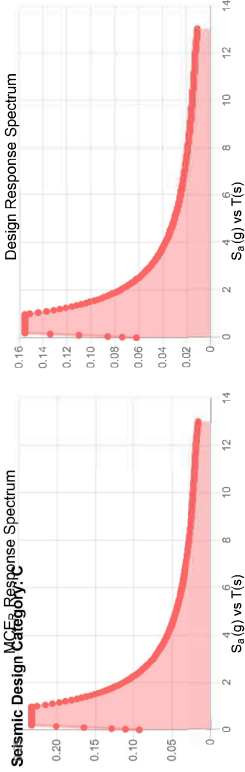
Value provided is 3-second gust wind speeds at 33 ft above ground for Exposure C Category, based on linear interpolation between contours. Wind speeds are interpolated in accordance with the 7-16 Standard. Wind speeds correspond to approximately a 7% probability of exceedance in 50 years (annual exceedance probability = 0.00143, MRI = 700 years).

Site is not in a hurricane-prone region as defined in ASCE/SEI 7-16 Section 26.2.

Site Soil Class: E - Soft Clay Soil
Results:

S_s : 0.097
 S_1 : 0.054
 F_a : 2.4
 F_v : 4.2
 S_{MS} : 0.233
 S_{M1} : 0.226
 S_{05} : 0.155
 S_{01} : 0.151
 T_L : 12
 PGA : 0.047
 PGA_M : 0.112
 F_{PGA} : 2.4
 I_e : 1
 C_v : 0.7

Seismic Design Category: C



Data Accessed: Sat Apr 25 2026

Date Source: USGS Seismic Design Maps based on ASCE/SEI 7-16 and ASCE/SEI 7-16 Table 1.5-2. Additional data for site-specific ground motion procedures in accordance with ASCE/SEI 7-16 Ch. 21 are available from USGS.



The ASCE Hazard Tool is provided for your convenience, for informational purposes only, and is provided "as is" and without warranties of any kind. The location data included herein has been obtained from information developed, produced, and maintained by third-party providers, or has been extrapolated from maps incorporated in the ASCE standard. While ASCE has made every effort to use data obtained from reliable sources or methodologies, ASCE does not make any representations or warranties as to the accuracy, completeness, reliability, currency, or quality of any data provided herein. Any third-party links provided by this Tool should not be construed as an endorsement, affiliation, relationship, or sponsorship of such third-party content by or from ASCE.

ASCE does not intend, nor should anyone interpret, the results provided by this Tool to replace the sound judgment of a competent professional having knowledge and experience in the appropriate field(s) of practice, nor to substitute for the standard of care required of such professionals in interpreting and applying the contents of this Tool or the ASCE Standard.

In using this Tool, you expressly assume all risks associated with your use. Under no circumstances shall ASCE or its officers, directors, employees, members, affiliates, or agents be liable to you or any other person for any direct, indirect, special, incidental, or consequential damages arising from or related to your use of or reliance on, the Tool or any information obtained therein. To the fullest extent permitted by law, you agree to release and hold harmless ASCE from any and all liability of any nature arising out of or resulting from any use of data provided by the ASCE Hazard Tool.