

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

WEST END HISTORIC SIGN DISTRICT

CASE NUMBER: SIGN-25-001197

DATE FILED: Nov. 12th, 2025

LOCATION: 501 ELM ST, STE 100

SIZE OF REQUEST: 6.8 sq. ft.

(WEST & SOUTH ELEVATIONS)

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 6.8-square-foot combination of non-illuminated flat attached signs on the North Houston Street and Elm Street façades at 501 ELM ST, STE 100 (WEST & SOUTH ELEVATIONS).

SUMMARY: The applicant proposes to install a combination of three flat attached signs, totalling 6.8-square-foot. Each is a 2.25 square-foot, five-inch deep lower level flat attached sign.

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 flat attached signs, totalling 6.8-square-foot. Each is a 2.25 square-foot, five-inch deep lower level flat attached sign.
 - The signs are composed of 5" reversed aluminum channel cans, painted green with green and black vinyl lettering. Sign elements are constructed entirely of metal, and vinyl.
- This is the third of four applications under review by this body for this site. One of these signs is to be mounted on the façade facing North Houston Street and the other two are to be mounted on the facade 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 SPSD 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 FAÇADE 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(d) FLAT ATTACHED SIGNS ON TYPE B FAÇADES

- (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.

These three signs are the remaining allowed flat attached signs on the two facades. None of the proposed signs have words exceeding four-inches.

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

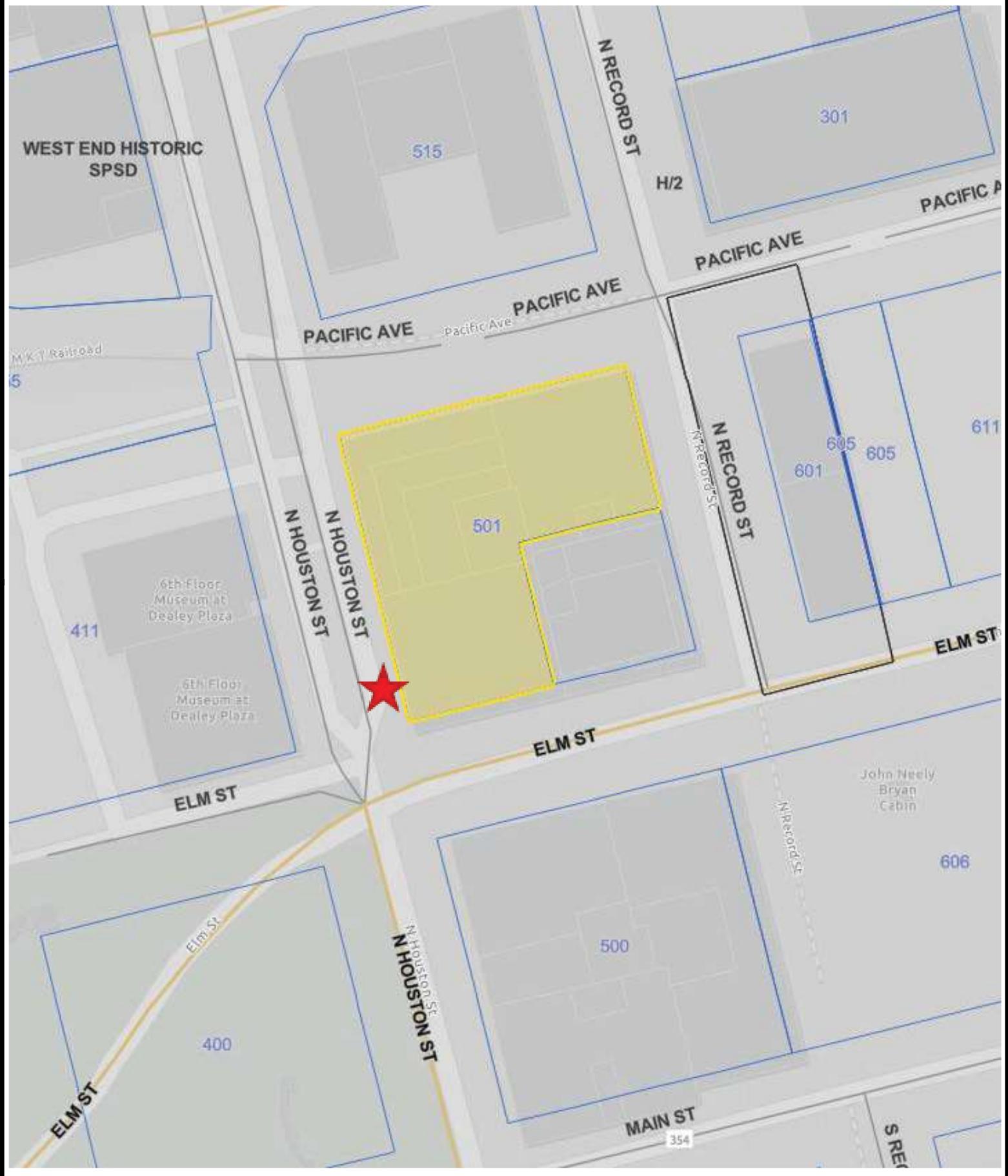
MOTION: It was moved to approve:

An application for a Certificate of Appropriateness by Polo Padilla of Fusion AE, for a 6.8-square-foot combination of non-illuminated flat attached signs on the North Houston Street and Elm Street façades at 501 ELM ST, STE 100 (WEST & SOUTH ELEVATIONS).

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

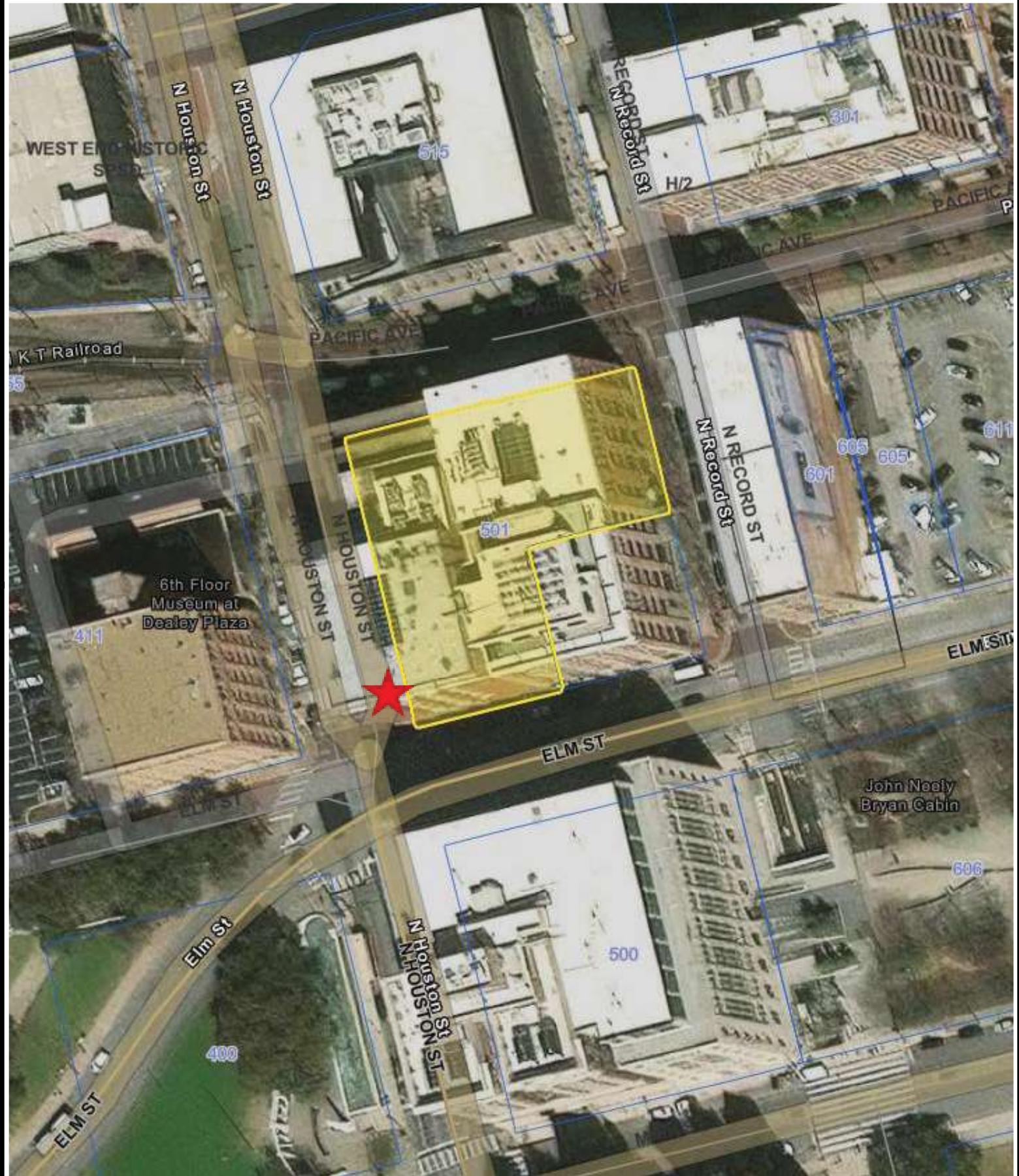
For: 4 - Peadon, Dumas, Webster, and Hardin
Against: 0 - none
Absent: 1 - none
Conflict: 0 - none

Speakers: Polo Padilla



Zoning Map - 501 Elm St

Printed Date: 12/1/2025



Aerial Map - 501 Elm St

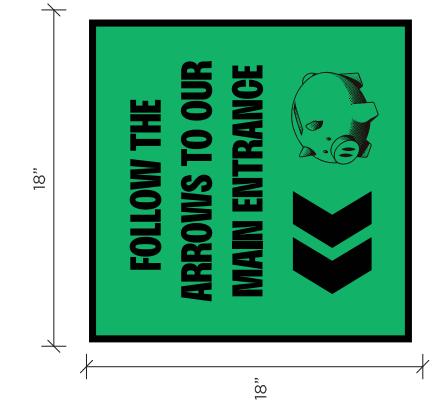
Printed Date: 12/1/2025

MOMONEY_DALLAS
501 Elm St, Dallas, TX 75202
NON LIT BOX SIGN

VISUAL BY DAY (ARTWORK TBD)

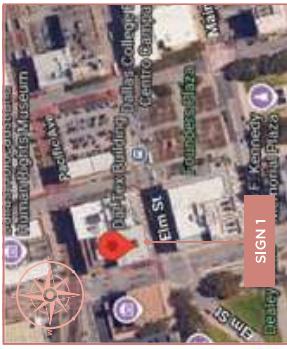


MEASUREMENTS



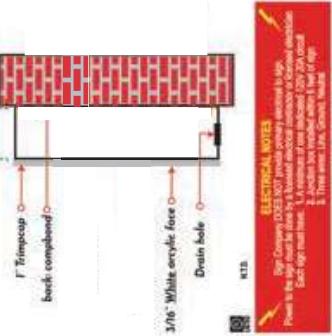
VISUAL BY NIGHT

MAPS



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

CROSS SECTION



PROJECT COMPLETED

DATE:	
NAME:	
CLIENT APPROVAL:	
LANDLORD APPROVAL:	
COLOR CODE	SPECIAL INSTRUCTIONS
<input type="checkbox"/> 3/16" translucent white acrylic <input checked="" type="checkbox"/> 5" black returns <input checked="" type="checkbox"/> 1" black jewelite <input checked="" type="checkbox"/> Pantone 7479 C	



South

deSIGN CO
Your vision is our business

CONTACT INFO

Info@deSIGNcoTx.com
469.882.8441
www.deSIGNcoTx.com



SCOPE OF WORK

Project Date	08/04/2025
Sales Rep	Amy Lam
Design by	CP
SQ FT	2.25
Power Supply	FAB

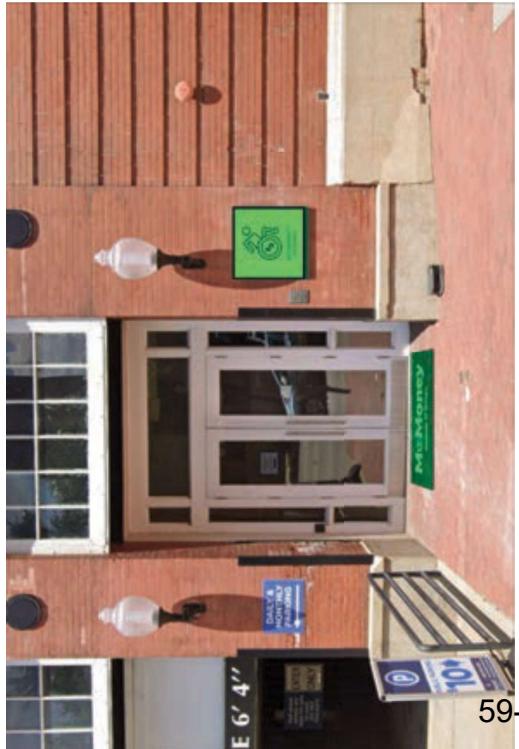
UNDERWATERS LABORATORY

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 timers by others. All signs shall be installed on or the switch or circuit breaker used as the disconnecting means and shall remain in place with or without the sign installed.

MOMONEY_DALLAS
5001 Elm St, Dallas, TX 75202
NON HIT BOX SIGN

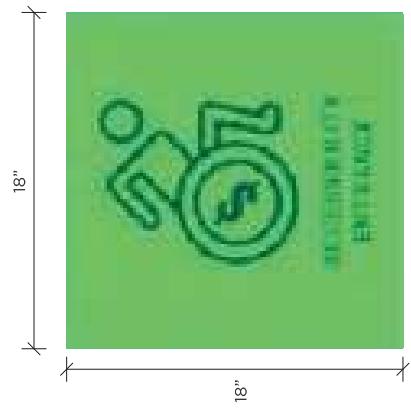
VISUAL BY DAY (ARTWORK TBD)



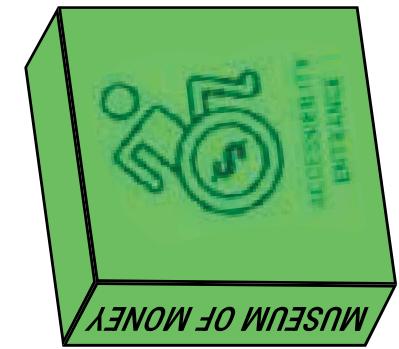
59-**WISHL BY NIGHT**



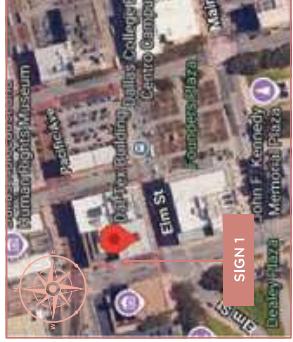
MEASUREMENTS



A green rectangular plaque with a wheelchair accessibility symbol in the center. The text "WHEELCHAIR ACCESSIBLE" is written in a sans-serif font, with "BY 1 JANUARY" in a smaller font below it. The plaque is mounted on a wooden surface, likely a door or wall, with a dark handle visible on the left. A small metal plate is attached to the wall below the plaque.



CROSS SECTION



West

West

IMAGES ARE AN APPROXIMATE.
ALL MEASUREMENTS MUST BE VIEWED IN COLOR.

Project Date	08/04/2025	Scope of Work	Color Code	Special Instructions	Project Completed
Sales Rep	Amy Lam	QTY: 1 Face Material: 3/16" translucent white acrylic Return Material: 5" translucent white acrylic Channel letters back: 3mm ACM Trim Cap: 1" black jewelite Vinyl: Pantone 7479 C	<input type="checkbox"/> 3/16" translucent white acrylic <input checked="" type="checkbox"/> 5" black returns <input checked="" type="checkbox"/> 1" black jewelite Pantone 7479 C		Date: Name:
Design by	CP				Client Approval:
SQ FT	2.25				Landlord Approval:
FAB					



UNDERWRITERS LABORATORY

600 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

LOCKING TO THE SIGHT SITE
Primary, Photo cell or timers by others
Locking or adding a lock to the disconnect means shall be installed on or at the switch or circuit breaker used as the disconnecting means and shall remain in place with or without the lock installed