

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

**JEFFERSON AREA SPECIAL PURPOSE DISTRICT**

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**CASE NUMBER:** 2503121101\_198931354-001

**DATE FILED:** May 29th, 2025

**LOCATION:** 541 W JEFFERSON AVE.  
(S ELEVATION)

**SIZE OF REQUEST:** 185 sq. ft.

**COUNCIL DISTRICT:** 1

**ZONING:** PD-316, SA-1

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**APPLICANT:** Shahneela Sagani of Surani Signs

**OWNER:** 541 Jefferson LLC

**TENANT:** ADN DFW LLC

**REQUEST:** An application for a Certificate of Appropriateness by Shahneela Sagani of Surani Signs, for a 185-square-foot LED illuminated channel letter sign at 541 W JEFFERSON AVE. (S ELEVATION).

**SUMMARY:** The applicant proposes to install a 185-square-foot LED illuminated channel sign, Three inch red channel front lit channel letters emit white light from the front and also have a bluish halo glow effect, to be mounted to a raceway.

**STAFF RECOMMENDATION:** Approval.

**SSDAC RECOMMENDATION:** Approval.

**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 185-square-foot LED illuminated channel sign, Three inch red channel front lit channel letters emit white light from the front and also have a bluish halo glow effect, to be mounted to a raceway.
  - The sign is composed of 3" aluminum channel letters, painted red with white acrylic faces and mounted to a raceway with standoffs. Backs of channel letters will consist of polycarbonate material with translucent blue material applied. Sign elements are constructed entirely of metal, plastic, and LED lighting. The overall height of the sign will not exceed 29-feet.
  - The sign will be back-lit by LED, emitting a white glow through the faces. A bluish halo effect will also be emitted from the backs of the channel letters.
- This is the first of two applications under review by this body for this site. This sign is to be located on Jefferson Ave, and is submitted as Sign 1.
- 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.

**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**

541 Jefferson LLC  
4848 Lemmon Ave, Ste. #100-305  
Dallas, TX 75219

Officer names: Madalyn McKissack, Property Manager

**Tenant Ownership**

ADN DFW LLC  
3050 Post Oak Blvd, Ste. 110  
Houston, TX 77056

Officer names: Adam, Officer

**SSDAC Action:**

**June 17, 2025**

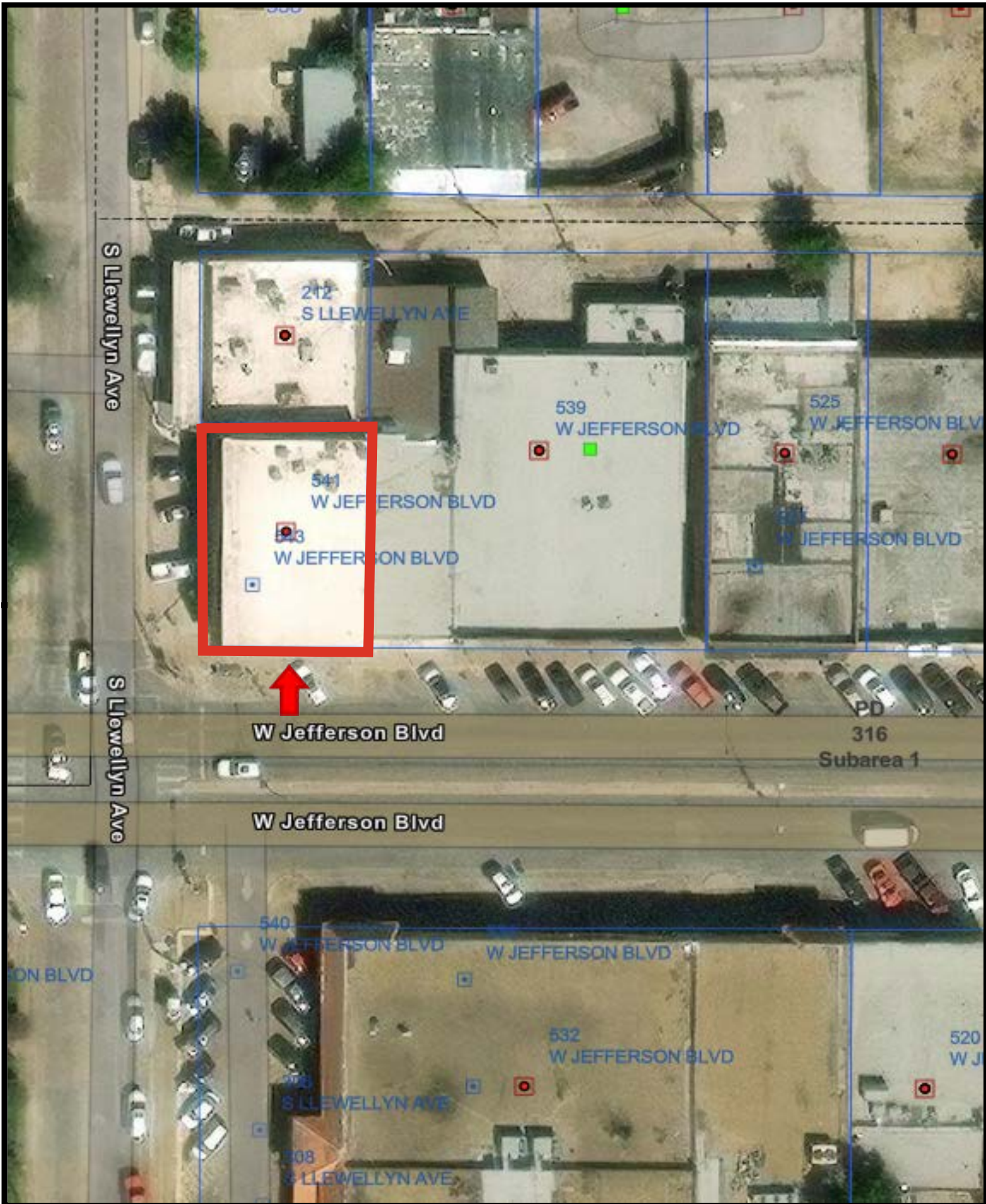
**MOTION:** It was moved to **approve**:

An application for a Certificate of Appropriateness by Shahneela Sagani of Surani Signs, for a 185-square-foot LED illuminated channel letter sign at 541 W JEFFERSON AVE. (S ELEVATION).

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

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

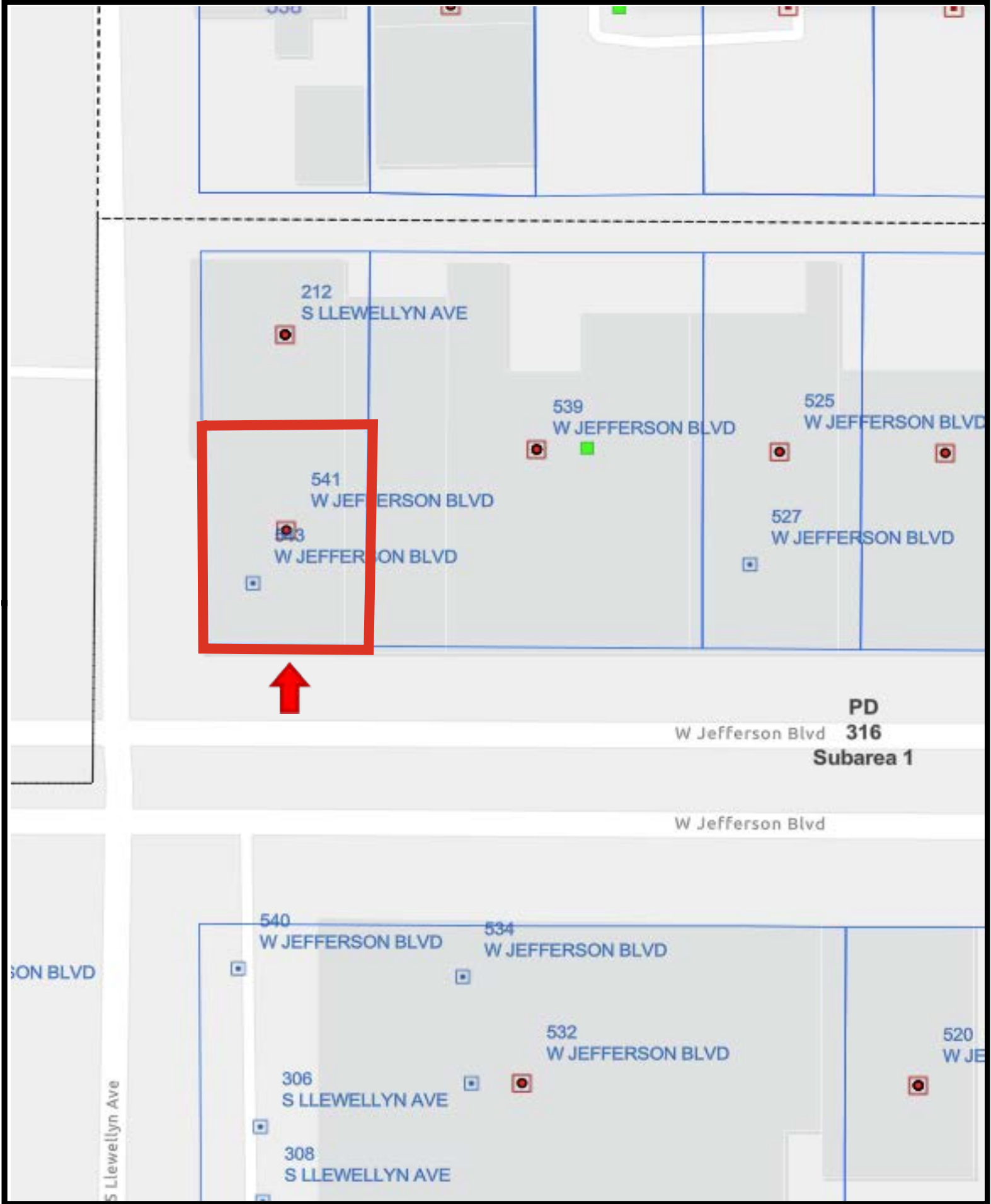
Speakers: none



Printed Date: 6/6/2025

Aerial Map - 541 W Jefferson Ave





PD  
W Jefferson Blvd 316  
Subarea 1

W Jefferson Blvd



# Zoning Map - 541 W Jefferson Ave

Printed Date: 6/6/2025





**SURANI  
SIGNS**

214-876-6784

info@suranisigns.com

2099 VALLEY VIEW LANE #120  
FARMERS BRANCH, TX 75234

CLIENT APPROVAL SIGNATURE:

LANDLORD APPROVAL SIGNATURE:

27-9

Client:

**Total Wireless**

Address:

541 W JEFFERSON BLVD,  
DALLAS, TX 75208

Client: Adam

Project: As Built

Title:

Date: 1-18-2024

Drawn by: Kais

Page: 1

SURANISIGNS.COM










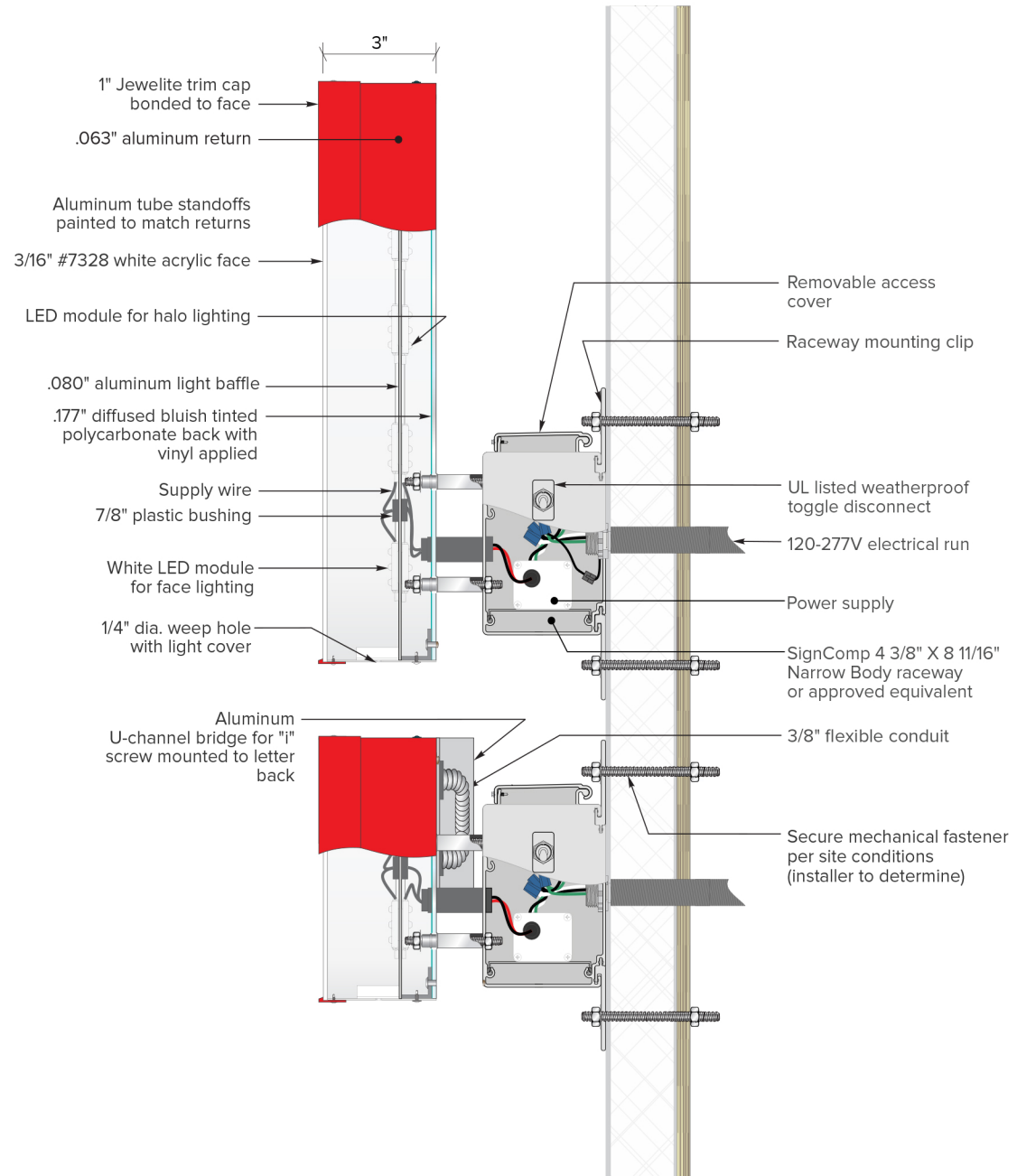
SIGN TO BE U.L. LISTED  
AND SHALL MEET N.E.C STANDARDS

 Underwriters  
Laboratories Inc.  
LISTED  
**ELECTRIC SIGN**

# Material & Color Used

## COLOR SPECIFICATIONS

-  FACE: 3/16" #7328 White acrylic
-  RETURN: .063" aluminum painted Total Red (PMS 2035C), satin finish; reflective white interior surface
-  TRIM CAP: 1" Red Jewelite
-  BACK: .177" bluish tint polycarbonate with vinyl applied
-  BAFFLE: .080" pre-coated white aluminum
-  FILM: 3M Translucent Film #3630-236 Turquoise applied around perimeter of cabinet back
-  LED: White LED modules; 6500K



|  |                              |   |                     |  |
|--|------------------------------|---|---------------------|--|
|  <b>SURANI SIGNS</b><br>214-876-6784<br>info@suranisigns.com<br>2099 VALLEY VIEW LANE #120<br>FARMERS BRANCH, TX 75234 | CLIENT APPROVAL SIGNATURE:   | Client: <b>Total Wireless</b>                   | Client: <b>Adam</b> |  SURANISIGNS.COM<br>SIGN TO BE U.L. LISTED AND SHALL MEET N.E.C STANDARDS<br> Underwriters Laboratories Inc. LISTED <b>ELECTRIC SIGN</b> |
|  | LANDLORD APPROVAL SIGNATURE: | Address: 541 W JEFFERSON BLVD, DALLAS, TX 75208 | Project: As Built   |  |
|  | 27-10                        | Date: 1-18-2024                                 | Title:              |  |
|  |                              | Drawn by: Kais                                  | Page: 1             |  |



CA: 2503121101\_198931354-001



**SURANI  
SIGNS**

214-876-6784  
info@suranisigns.com  
2099 VALLEY VIEW LANE #120  
FARMERS BRANCH, TX 75234

CLIENT APPROVAL SIGNATURE:

LANDLORD APPROVAL SIGNATURE:

27811

Client:

**Total Wireless**

Address:

541 W JEFFERSON BLVD,  
DALLAS, TX 75208

Client: **Adam**

Project: **As Built**

Title:

Date: **1-18-2024**

Drawn by: **Kais**

Page: 1

[SURANISIGNS.COM](http://SURANISIGNS.COM)



SIGN TO BE U.L. LISTED  
AND SHALL MEET N.E.C STANDARDS



Underwriters  
Laboratories Inc.  
LISTED  
**ELECTRIC SIGN**

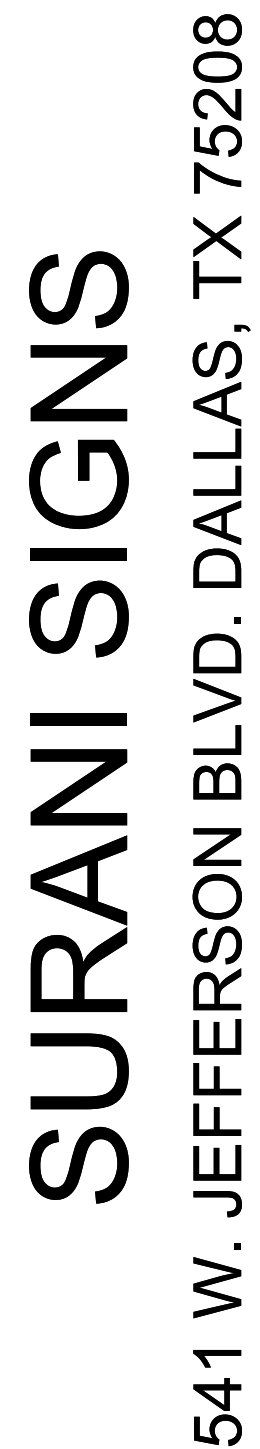
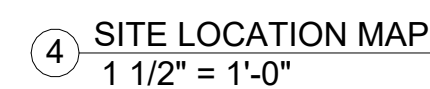
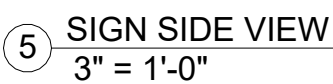


1. THE BUILDING CODE USED IS INTERNATIONAL BUILDING CODE (IBC), 2021 EDITION AS AMENDED AND ADOPTED BY THE CITY OF DALLAS.
2. THE CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND CONDITIONS IN THE FIELD PRIOR TO COMMENCING WORK. THE ENGINEER SHALL BE NOTIFIED OF ANY DISCREPANCIES WHICH MAY EXIST.
3. DESIGN CODES:
  - A. ALL DESIGN AND CONSTRUCTION SHALL CONFORM TO THE INTERNATIONAL BUILDING (IBC) 2021 EDITION AS AMENDED AND ADOPTED BY THE CITY OF DALLAS, TEXAS.
  - B. ALL CONSTRUCTION SHALL COMPLY WITH THE PROVISIONS OF THE NOTED TO THE CONTRARY ON DRAWINGS AND SPECIFICATIONS OR:

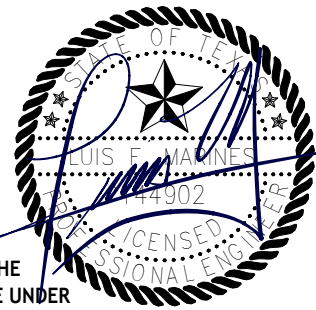
|          |   |
|----------|---|
| MCIB     | "SPECIFICATIONS FOR CONCRETE WORK"  |
| ACI 117  | "STANDARD SPECIFICATIONS FOR TOLERANCE FOR CONCRETE CONSTRUCTION MATERIALS"       |
| ACI 301  | "SPECIFICATIONS FOR STRUCTURAL CONCRETE FOR BUILDINGS"                            |
| ACI 318  | "BUILDING CODE REQUIREMENTS FOR REINFORCED CONCRETE"                              |
| ACI 530  | "BUILDING CODE REQUIREMENTS FOR MASONRY STRUCTURES"                               |
| AISC 360 | "SPECIFICATIONS FOR THE DESIGN OF COLD-FORMED STEEL STRUCTURAL MEMBERS"           |
| AISI     | "SPECIFICATIONS, LOAD TABLES AND WEIGHT TABLES FOR STEEL JOIST AND JOIST GIRDERS" |
| SDI      | "STEEL DECK MANUAL FOR FLOOR DECKS AND ROOF DECKS"                                |
| AWS S1.1 | "STRUCTURAL WELDING CODE - STEEL"   |

|   |          |
|---|----------|
| RISK CATEGORY   | II       |
| ULTIMATE DESIGN WIND SPEED, $V_{ult}$ (3-SECOND GUST) | 115 MPH  |
| NOMINAL DESIGN WIND SPEED, $V_{asd}$                  | 115 MPH  |
| WIND EXPOSURE   | B        |
| INTERNAL PRESSURE COEFFICIENT                         | +/- 0.18 |

|    |  |  |
|----|--|--|
| 1. | STRUCTURAL STEEL ROLLED SHAPES SHALL CONFORM TO THE FOLLOWING ASTM DESIGNATIONS:   |  |
|    | ASTM A992 GRADE 50   | ALL FRAMING NOTED ON DRAWINGS AND ALL W-SHAPES UNLESS NOTED OTHERWISE.   |
|    | ASTM A572 GRADE 50<br>ASTM A36   | COLUMN BASE PLATES UP TO AND INCLUDING 4" THICK. ALL C-, MC-, AND L-SHAPES, AND ALL MISCELLANEOUS STEEL PLATES NOTED ON DRAWINGS UNLESS NOTED OTHERWISE. |
|    | ASTM 325<br>ASTM A307  | HIGH STRENGTH BOLTS (SLIP CRITICAL JOINTS, IF SPECIFIED). CARBON STEEL BOLTS (60 KSI TENSILE STRENGTH); ALL OTHER ANCHOR BOLTS UNLESS NOTED OTHERWISE.   |
|    | ASTM A500 GRADE B  | ALL ROUND AND RECTANGULAR HOLLOW STRUCTURAL SECTIONS (HSS).  |
|    | ASTM A53 GRADE B<br>ASTM F46   | ALL STRUCTURAL STEEL PIPES.<br>HARDENED STEEL WASHERS.   |
| 2. | ALL STRUCTURAL STEEL DETAILS AND CONNECTIONS SHALL CONFORM TO THE AISC STANDARDS.  |  |
| 3. | FOR ALL HIGH STRENGTH BOLTS, HARDENED WASHERS SHALL BE PROVIDED UNDER THE TURNING ELEMENT OF BOLT FOR TORQUING AS REQUIRED.  |  |
| 4. | ALL WELDING SHALL CONFORM TO THE STANDARDS OF THE AMERICAN WELDING SOCIETY. ALL FILLET WELDS UNLESS NOTED OTHERWISE ON DRAWINGS OR BY TYPICAL DETAILS SHALL BE IN ACCORDANCE WITH AWS D1.1, TABLE 5.8. |  |
| 6. | ALL TEMPORARY SHORING OR BRACING DURING THE CONSTRUCTION PHASE BEFORE COMPLETION OF CONNECTION AND POURING OF FLOOR SLAB IS THE RESPONSIBILITY OF THE CONTRACTOR.                                      |  |

[illegible]

SANFER ENGINEERING LLC.  
TEXAS REGISTERED ENGINEERING FIRM  
F-26623  
THE SEAL APPEARING ON THIS  
DOCUMENT WAS AUTHORIZED BY  
LUIS F. MARINES, P.E. #144902  
ON THE DATE INDICATED.  
ALTERATION OF A SEALED DOCUMENT  
WITHOUT PROPER NOTIFICATION TO THE  
RESPONSIBLE ENGINEER IS AN OFFENSE  
UNDER THE TEXAS ENGINEERING ACT. THE SEAL  
IS VALID WITHOUT SIGNATURE.



|                              |                               |
|------------------------------|-------------------------------|
| DESIGNER<br>LM               | ENGINEER<br>LM                |
| PROJECT NUMBER<br>25001      | PROJECT NAME<br>SURANI SIGNS  |
| ORIGINAL ISSUE<br>05/02/2025 | CURRENT DOCUMENT STAGE<br>IFP |

SHEET NUMBER