

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

JEFFERSON AREA SPECIAL PURPOSE DISTRICT

CASE NUMBER: 2503121104_198931354-001

DATE FILED: May 29th, 2025

LOCATION: 541 W JEFFERSON AVE.
(W ELEVATION)

SIZE OF REQUEST: 185 sq. ft.

COUNCIL DISTRICT: 1

ZONING: PD-316, SA-1

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. (W 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 second of two applications under review by this body for this site. This sign is to be located on Llewellyn Ave, and is submitted as Sign 2.
- 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

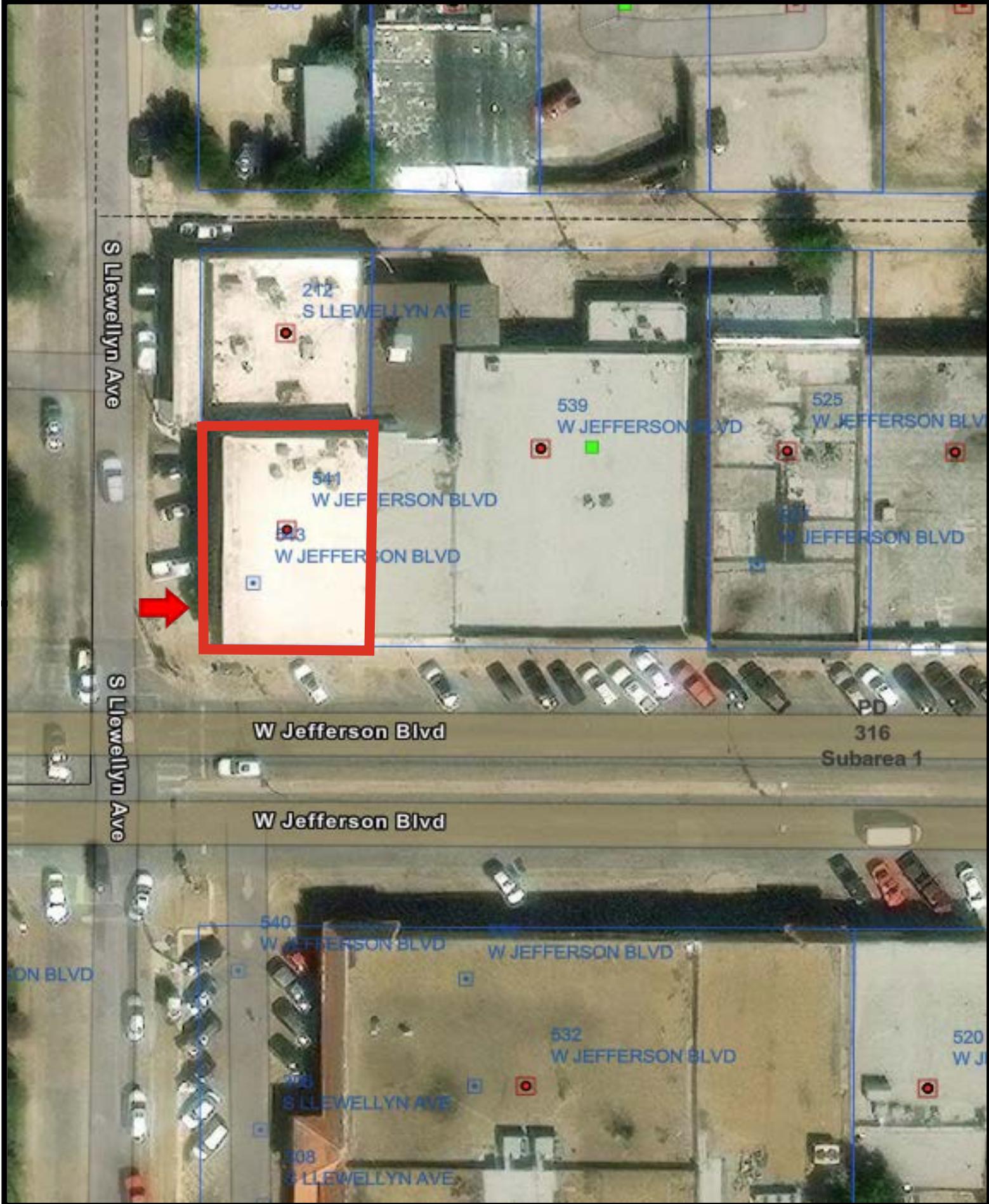
MOTION: It was moved to **approve:**

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. (W 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

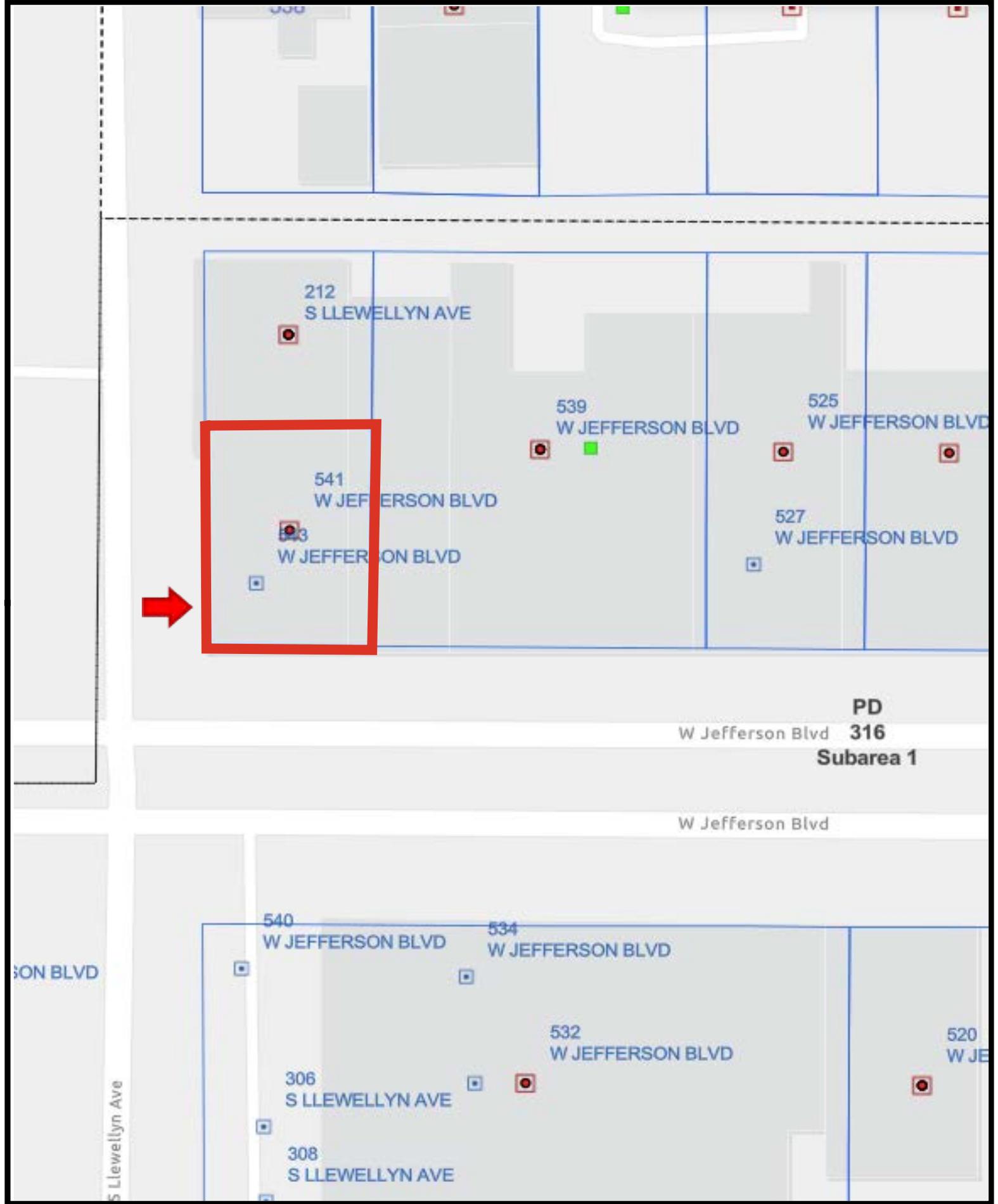
Speakers: none



Printed Date: 6/6/2025

Aerial Map - 541 W Jefferson Ave



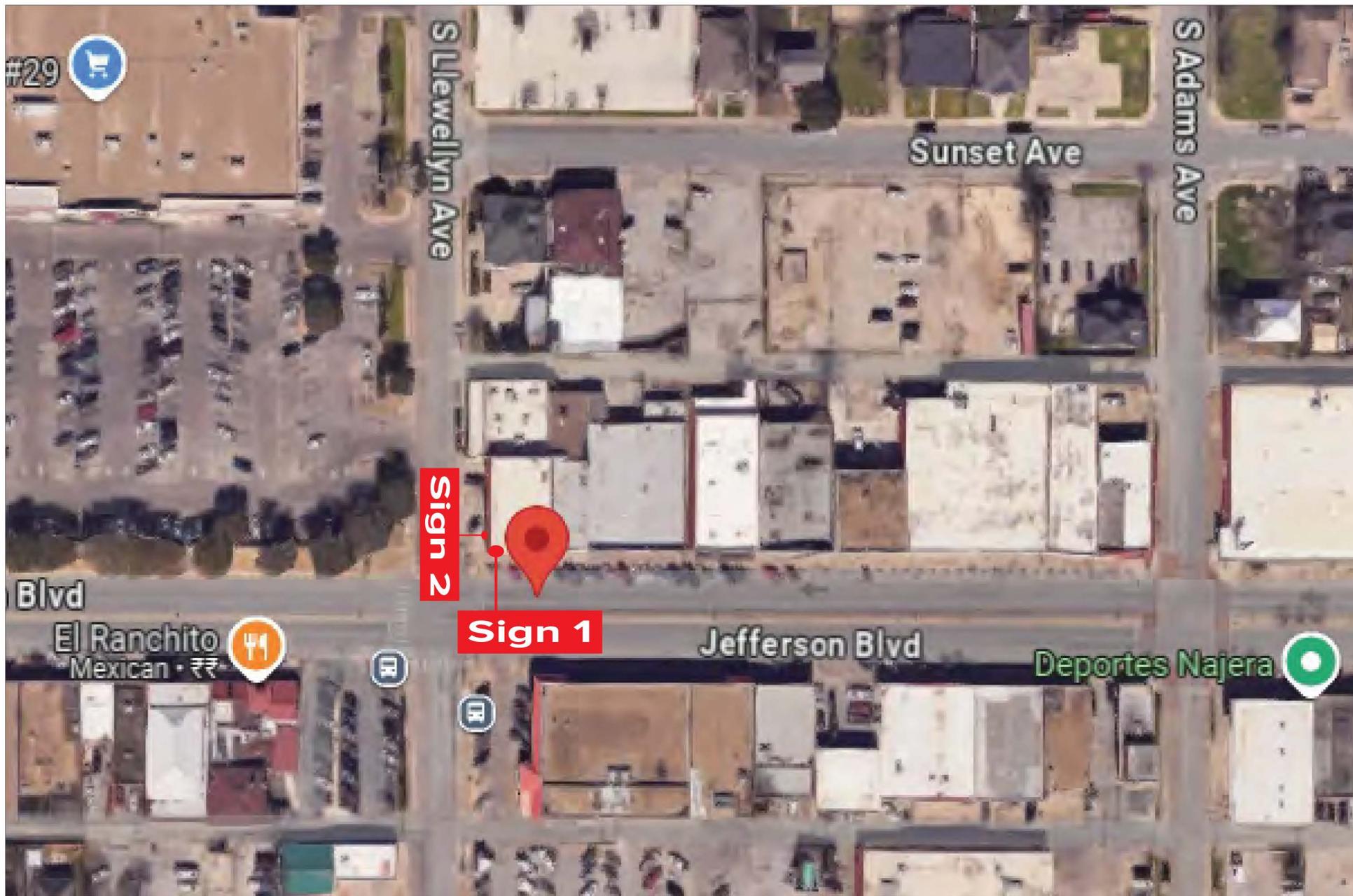


PD
W Jefferson Blvd 316
Subarea 1
W Jefferson Blvd

Printed Date: 6/6/2025



Zoning Map - 541 W Jefferson Ave



**SURANI
SIGNS**

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

CLIENT APPROVAL SIGNATURE:

LANDLORD APPROVAL SIGNATURE:

28-9

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

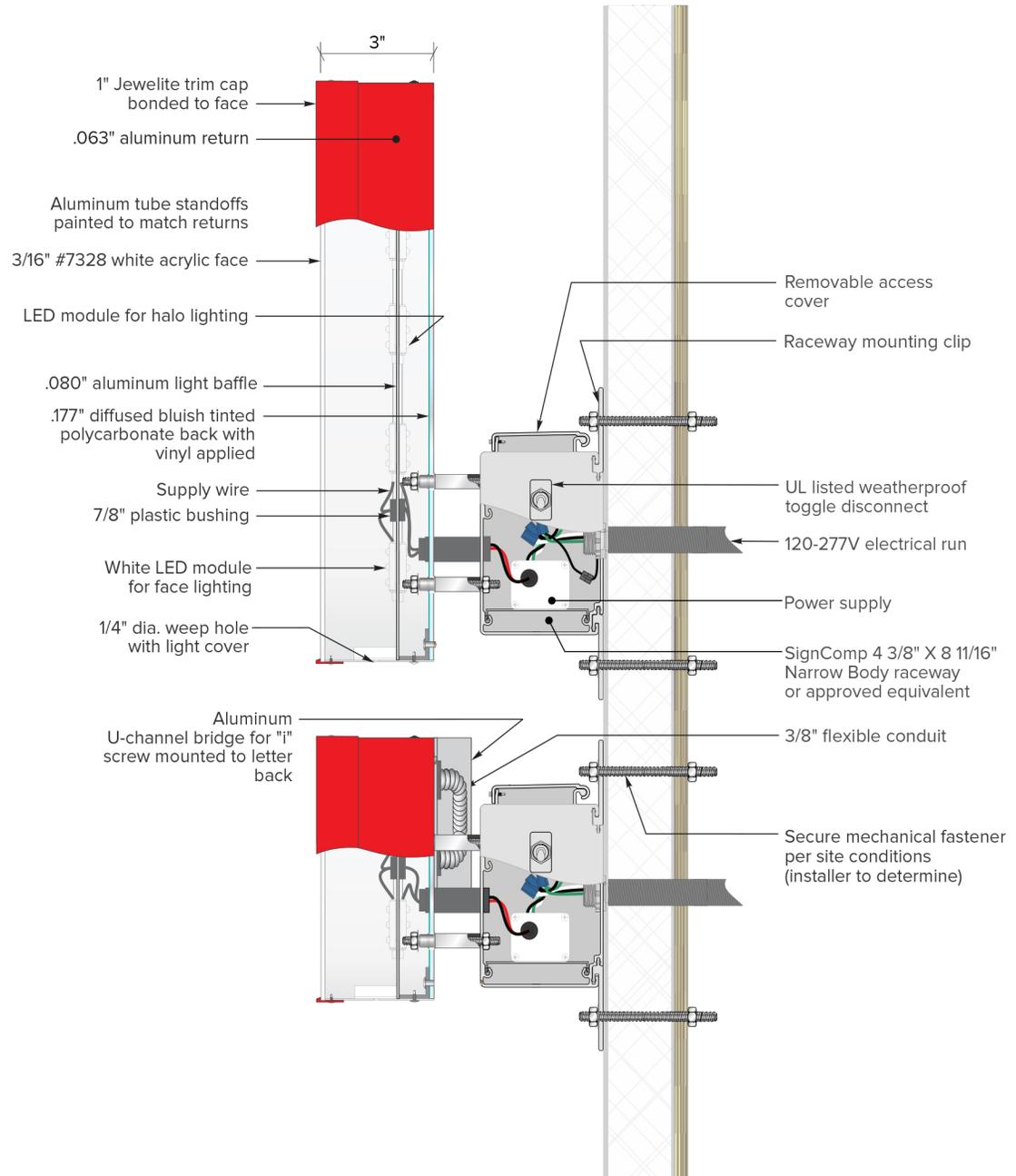
ELECTRIC SIGN

Material & Color Used

CA: 2503121104 198931354-001

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



 SURANI SIGNS 214-876-6784 info@suranisigns.com 2099 VALLEY VIEW LANE #120 FARMERS BRANCH, TX 75234	CLIENT APPROVAL SIGNATURE:	Client: Total Wireless	Client: Adam	 SURANISIGNS.COM	SIGN TO BE U.L. LISTED AND SHALL MEET N.E.C STANDARDS  Underwriters Laboratories Inc. LISTED ELECTRIC SIGN
	LANDLORD APPROVAL SIGNATURE: 28710	Address: 541 W JEFFERSON BLVD, DALLAS, TX 75208	Project: As Built		

CA: 2503121104_198931354-001

18' 6"

10' total wireless



82' 3"



29'



20'



**SURANI
SIGNS**

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

CLIENT APPROVAL SIGNATURE:

LANDLORD APPROVAL SIGNATURE:

28811

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

GENERAL

- THE BUILDING CODE USED IS INTERNATIONAL BUILDING CODE (IBC), 2021 EDITION AS AMENDED AND ADOPTED BY THE CITY OF DALLAS.
- 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.
- DESIGN CODES:
 - ALL DESIGN AND CONSTRUCTION SHALL CONFORM TO THE INTERNATIONAL BUILDING CODE (IBC) 2021 EDITION AS AMENDED AND ADOPTED BY THE CITY OF DALLAS, TEXAS.
 - 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"
ASIS	"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"

4. STRUCTURAL DESIGN LOADS

DEAD LOADS:

SIGN WEIGHT	302 LBS
SIGN AREA	185 SQFT

WIND LOADS:

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

WIND PRESSURE FOR COMPONENT AND CLADDING ELEMENTS WITH EFFECTIVE WIND AREA LESS THAN OR EQUAL TO 185 SQ.FT.:

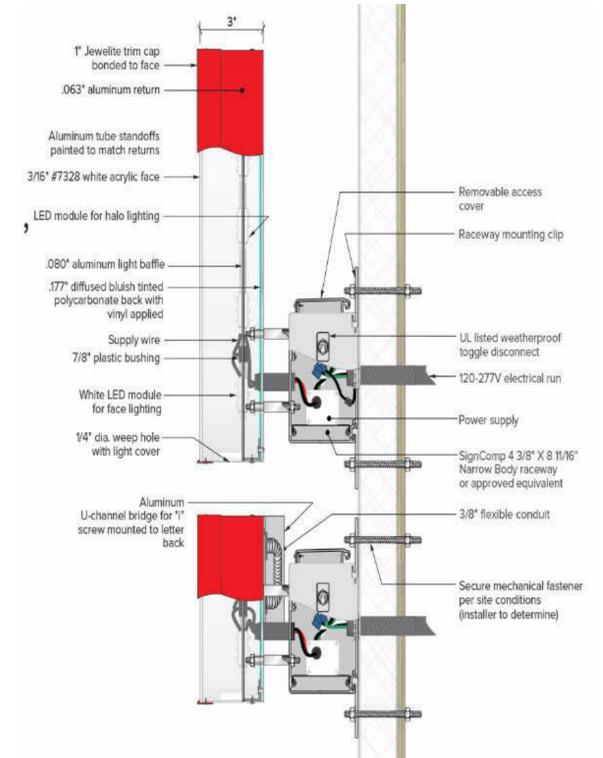
ROOF (ZONE 1)	-21.7/+7.6 PSF
ROOF (ZONE 2)	-25.7/+7.6 PSF
ROOF (ZONE 3)	-25.7/+7.6 PSF
EXTERIOR WALL (ZONE 4)	-14.6/+13.2 PSF
EXTERIOR WALL (ZONE 5)	-14.6/+13.2 PSF

- THE DETAILS DESIGNATED AS "TYP." APPLY GENERALLY TO THE DRAWINGS IN ALL AREAS WHERE CONDITIONS ARE SIMILAR TO THOSE DESCRIBED IN THE DETAILS.
- COMPATIBILITY OF THE STRUCTURE AND PROVISIONS FOR BUILDING EQUIPMENT SUPPORTED ON OR FROM STRUCTURAL COMPONENTS SHALL BE VERIFIED AS TO SIZE, DIMENSIONS, CLEARANCES, ACCESSIBILITY, WEIGHTS, AND REACTION WITH THE EQUIPMENT FOR WHICH THE STRUCTURE HAS BEEN DESIGNED PRIOR TO SUBMISSION OF THE SHOP DRAWINGS AND DATA FOR EACH PEICE OF EQUIPMENT FOR STRUCTURAL COMPONENTS. DIFFERENCES SHALL BE NOTED ON THE SUBMITTALS.
- THE DESIGN AND PROVISION OF ALL TEMPORARY SUPPORTS SUCH AS GUYS, BRACES, FALSEWORK, SUPPORTS AND ANCHORS FOR SAFETY LINES, CRIBBING, OR ANY OTHER TEMPORARY ELEMENTS REQUIRED FOR EXECUTION OF THE CONTRACT ARE NOT INCLUDED IN THESE DRAWINGS AND SHALL BE THE RESPONSIBILITY OF THE CONTRACTOR. TEMPORARY SUPPORTS SHALL NOT RESULT IN THE OVERSTRESS OR DAMAGE OF THE ELEMENTS TO BE BRACED NOR ANY ELEMENTS USED AS BRACE SUPPORTS.
- THESE STRUCTURAL ANALYSES ARE LIMITED IN SCOPE TO THE EVALUATION OF THE LOAD-BEARING CAPACITY AND STABILITY OF THE SYSTEMS, COMPONENTS, AND/OR CONSTRUCTION ELEMENTS EXPLICITLY IDENTIFIED HEREIN. THE EXISTING STRUCTURE WHERE APPLICABLE, IS PRESUMED TO BE IN SOUND CONDITION AND STRUCTURALLY ADEQUATE TO SUPPORT THE IMPOSED LOADS. CONTINGENT UPON APPROVAL BY THE RELEVANT BUILDING AUTHORITY, NO WARRANTIES, EXPRESSED OR IMPLIED, ARE PROVIDED AS PART OF THIS ASSESSMENT.
- SANFER ENGINEERING LLC. IS NOT LIABLE FOR ANY DAMAGE TO THE STRUCTURE DURING AND/OR AFTER CONSTRUCTION OF THE PROJECT MENTIONED HEREIN.
- SYSTEM COMPONENTS SHALL BE AS SPECIFIED WITHIN THIS DOCUMENT. ALL REFERENCES TO DESIGNATED COMPONENTS AND ASSOCIATED INSTALLATION PROCEDURES SHALL ADHERE TO THE MANUFACTURER'S GUIDELINES OR PREVAILING INDUSTRY STANDARDS.
- ALUMINUM COMPONENTS INTERFACING WITH STEEL OR EMBEDDED WITHIN CONCRETE SHALL BE ISOLATED AND PROTECTED IN ACCORDANCE WITH THE PROVISIONS SET FORTH IN THE 2020 ALUMINUM DESIGN MANUAL. STEEL ELEMENTS IN DIRECT CONTACT WITH CONCRETE, BUT NOT FULLY EMBEDDED, SHALL BE TREATED WITH APPROPRIATE CORROSION PROTECTION MEASURES.

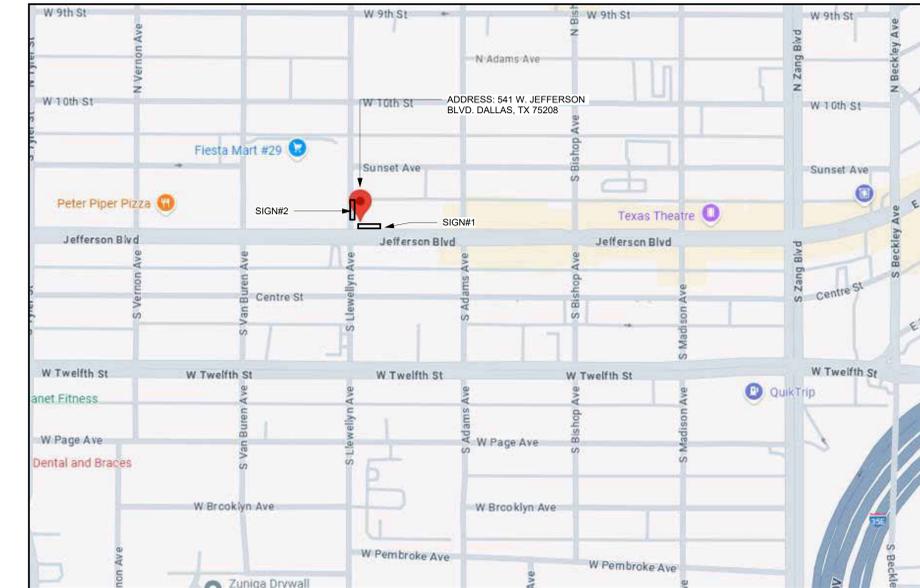
STEEL

- STRUCTURAL STEEL ROLLED SHAPES SHALL CONFORM TO THE FOLLOWING ASTM DESIGNATIONS:

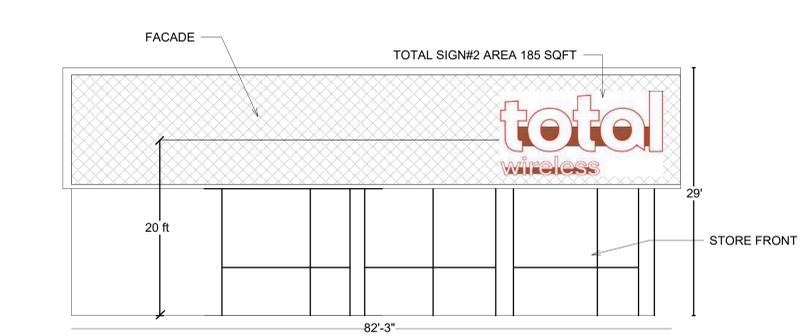
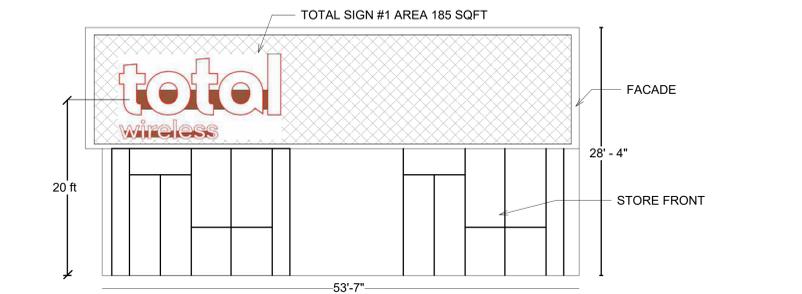
ASTM A992 GRADE 50	ALL FRAMING NOTED ON DRAWINGS AND ALL W-SHAPES UNLESS NOTED OTHERWISE.
ASTM A572 GRADE 50	COLUMN BASE PLATES UP TO AND INCLUDING 4" THICK.
ASTM A36	ALL C-, MC-, AND L-SHAPES, AND ALL MISCELLANEOUS STEEL PLATES NOTED ON DRAWINGS UNLESS NOTED OTHERWISE.
ASTM 325	HIGH STRENGTH BOLTS (SLIP CRITICAL JOINTS, IF SPECIFIED).
ASTM A307	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	ALL STRUCTURAL STEEL PIPES.
ASTM F46	HARDENED STEEL WASHERS.
- ALL STRUCTURAL STEEL DETAILS AND CONNECTIONS SHALL CONFORM TO THE AISC STANDARDS.
- FOR ALL HIGH STRENGTH BOLTS, HARDENED WASHERS SHALL BE PROVIDED UNDER THE TURNING ELEMENT OF BOLT FOR TORQUING AS REQUIRED.
- 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.
- AN TEMPORARY SHORING OR BRACING DURING THE CONSTRUCTION PHASE BEFORE COMPLETION OF CONNECTION AND POURING OF FLOOR SLAB IS THE RESPONSIBILITY OF THE CONTRACTOR.



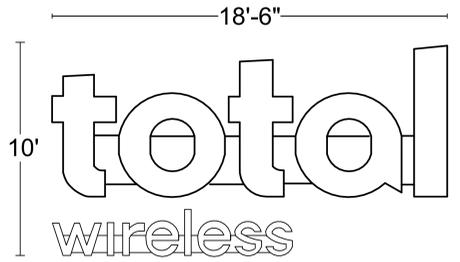
5 SIGN SIDE VIEW
3" = 1'-0"



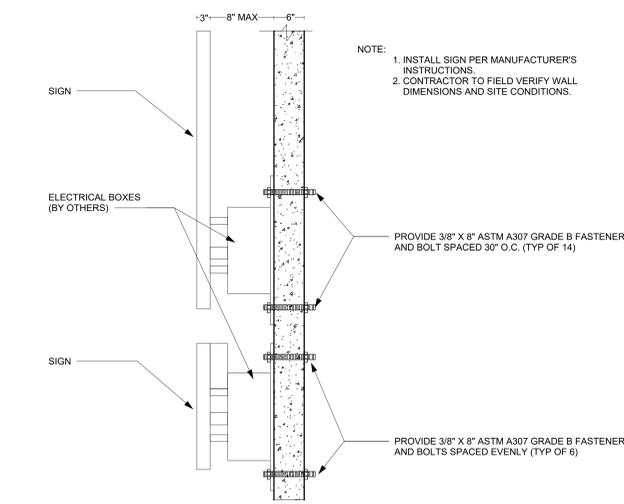
4 SITE LOCATION MAP
1/2" = 1'-0"



1 BUILDING FACADE NTS
1/2" = 1'-0"



2 SIGN DIMENSIONS NTS



3 ANCHOR DETAIL NTS

SURANI SIGNS
 541 W. JEFFERSON BLVD. DALLAS, TX 75208

REVISION HISTORY

ISSUE	DESCRIPTION	DATE
01	IFP	05/02/2025

PROFESSIONAL SEALS

SANFER ENGINEERING LLC.
 TEXAS REGISTERED ENGINEERING FIRM F-26623
 THE SEAL APPEARING ON THIS DOCUMENT WAS AUTHORIZED BY LUIS F. HARNES, P.E. #14902 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 NOT VALID WITHOUT SIGNATURE. 05-02-2025

ENGINEERING DATA & DETAILS

DESIGNER LM	ENGINEER LM
PROJECT NUMBER 25001	PROJECT NAME SURANI SIGNS
ORIGINAL ISSUE 05/02/2025	CURRENT DOCUMENT STAGE IFP

S2.01
 SHEET NUMBER