

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

**WEST END HISTORIC SIGN DISTRICT**

---

**CASE NUMBER:** 2308150016

**DATE FILED:** August 15, 2023

**LOCATION:** 2019 North Lamar Street, Suite 100  
(southwest elevation)

**SIZE OF REQUEST:** 5.7 sq. ft.

**COUNCIL DISTRICT:** 14

**ZONING:** CA-1(A)

---

**APPLICANT:** Melissa Hallett of Mello Signs

**OWNER:** Arena Partners, L.P

**TENANT:** Veryable Operators Club, LLC

**REQUEST:** An application for a Certificate of Appropriateness by Melissa Hallett of Mello Signs, for a 5.7-square-foot externally illuminated projecting attached sign at 2019 North Lamar Street, Suite 100 (southwest elevation).

**SUMMARY:** The applicant proposes to install a 5.7-square-foot sign, composed of UV digitally printed logo bearing the name Operators Club on a metallic substrate to be mounted on an aluminum frame, that is to be projecting from the southwest facade of the building.

**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 5.7-square-foot sign, composed of UV digitally printed logo bearing the name Operators Club on a metallic substrate to be mounted on an aluminum frame, that is to be projecting from the southwest facade of the building.
  - The sign is composed of a three-inch deep, double sided cabinet, painted satin black. The sign will be an oval shape, measuring three-feet and two-inches wide by 21.5-inches tall. The overall projection will be three-feet and six-inches from the wall, and the sign will be illuminated by an external light source.
  - The faces will be composed of three layers to give the sign depth. First, a background painted Matthews brushed aluminum (41342SP), Second, a 1/2" thick substrate, painted satin black with gold "swirl" accents and a white checkmark. The third layer, a 1/4" substrate to be laser cut letters bearing the name "The Operators Club", painted off-white with black and gold accent.
- This is the second of two applications under review by this body for this site. This sign is to be located on southwest façade of the building, and is submitted as Sign E1. This is to be one of two projecting signs for this tenant, but the only to be proposed on this façade.
- 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.**

(10) PROJECTING ATTACHED SIGN means an attached sign, other than a roof sign, projecting 18 or more inches from a building.

**51A-7.1005 (h) PROJECTING ATTACHED SIGNS.**

- (1) No premise may have more than one projecting attached sign per street entrance.
- (2) No projecting attached sign may:
  - (A) exceed 20 square feet in effective area;
  - (B) be lower than 10 feet above grade; or
  - (C) project vertically above the second story or the roof of the building, whichever is

*The effective area of this sign does not exceed six-square-feet. This is the second of two projecting signs to be installed and the only one on this façade. This premise has two street*

**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.

**SSDAC Action:**

**October 10, 2023**

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

An application for a Certificate of Appropriateness by Melissa Hallett of Mello Signs, for a 5.7-square-foot externally illuminated projecting attached sign at 2019 North Lamar Street, Suite 100 (southwest elevation).

Maker: Webster  
Second: Hardin  
Result: Carried: 3 to 0

For: 3 - Peadon, Webster, and Hardin  
Against: 0 - none  
Absent: 2 - Haqq and Dumas  
Conflict: 0 - none

Speakers: none

**Property Ownership**

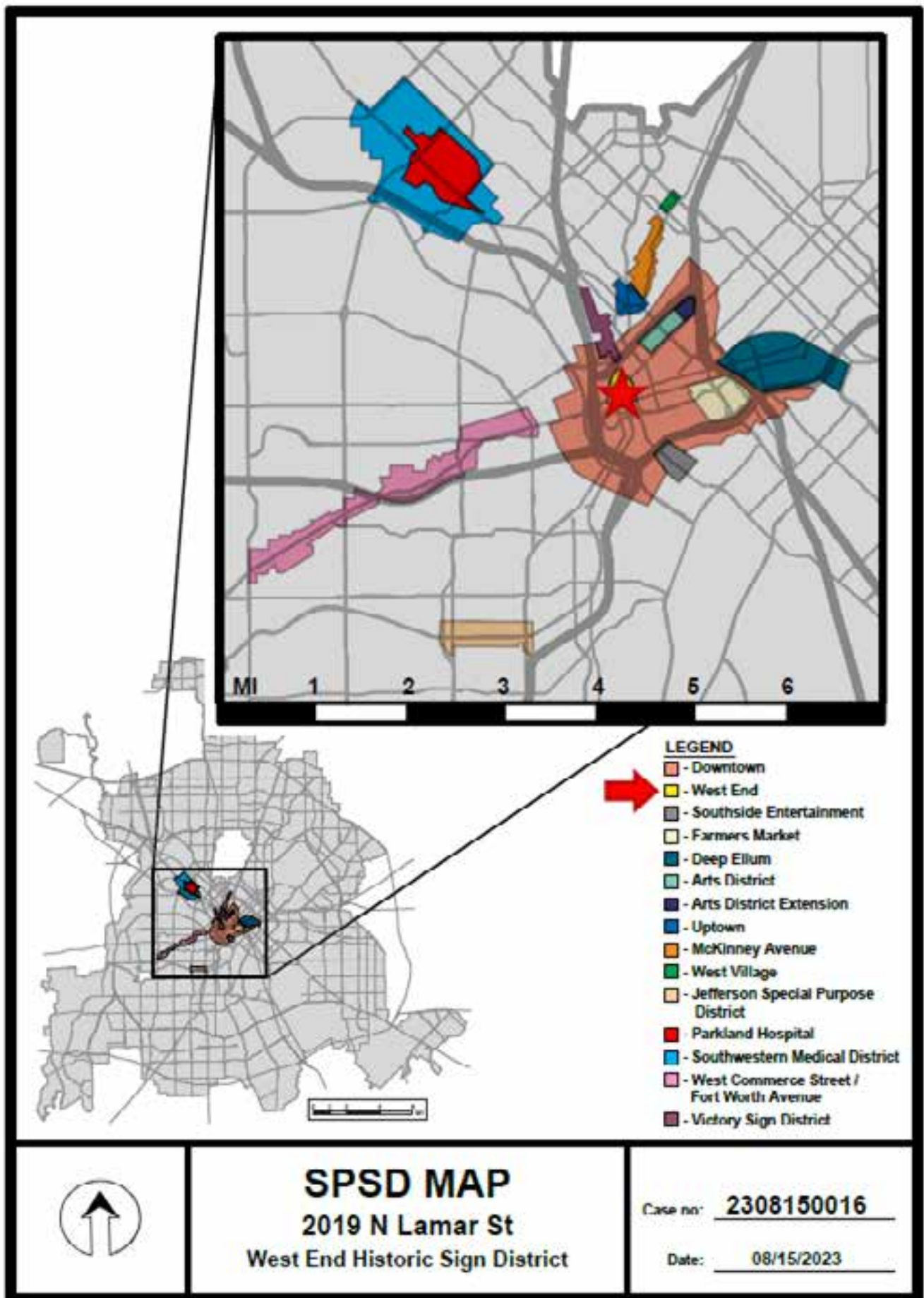
Arena Partners, L.P  
1919 S Shiloh Road, Suite 612  
Garland, TX 75042

Officer names: Cheryl Robertson

**Tenant Ownership**

Veryable Operators Club, LLC  
2019 North Lamar Street  
Dallas, TX 75202

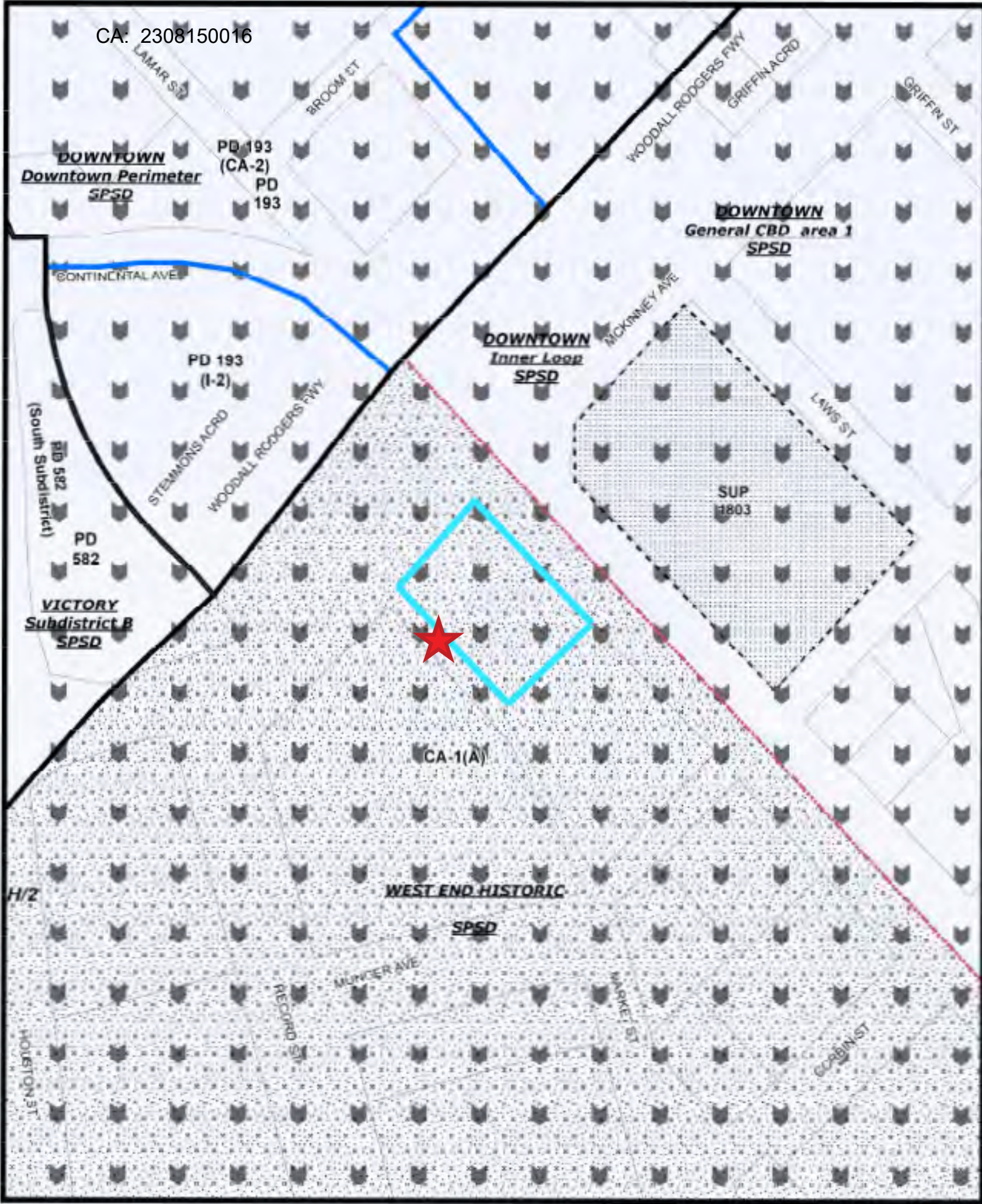
Officer names: Mike Kinder, CEO  
Chris Bohn, Director







CA: 2308150016



# Job 175757737-002 (2308150016)

## Job Edit

### Miscellaneous Transaction

### Job 175757737-002 (2308150016)

Electrical Sign (ES) ATTACHED - SIGN E1; SW ELV (A) New Construction

Status: Paid Created By: SROPER083121 Date Created: Aug 15, 2023  
Date Completed: Aug 15, 2023

Parent Job: 175757737-001 (2301101092)

Specific Location: 2019 N LAMAR - 5.7 SF - EXTERNALLY ILLUMINATED PROJECTING SIGN  
West End Historic - Type A Facade, Two Entrances

## Details

Customer: Hallett, Melissa  
990 Haltom Rd.  
Fort Worth, TX 76117  
(682) 312-5338  
melissa@mello-signs.com  
Fee Amount  
FeeType  
Staff Email: SCOTT.ROPER@DALLAS.GOV

## Details

Fees (EXT): 2308150016 5BN - Special Provision Sign District fee \$345.00  
Adjusted:\$0.00 Paid:\$345.00 Owed:\$0.00



Customer: Hallett, Melissa  
990 Haltom Rd.  
Fort Worth, TX 76117 (682) 312-5338

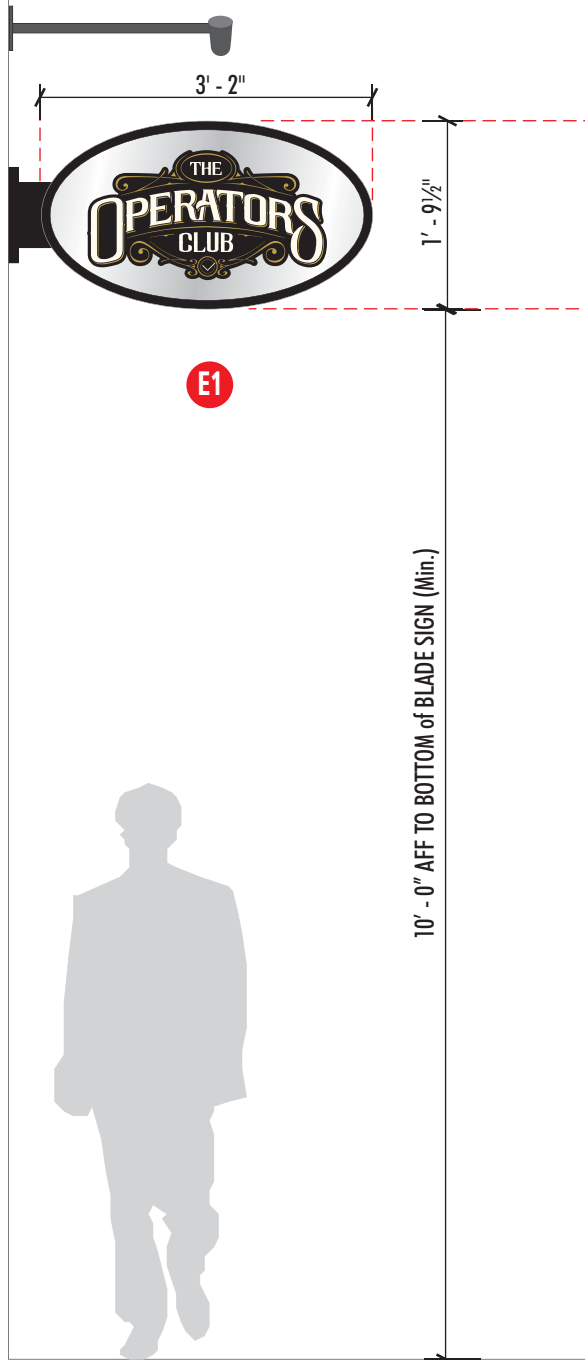
## Fees

Description	Posted Date	Amount	Tax	Total	Balance
5BN - Special Provision Sign District fee		\$345.00	\$0.00	\$345.00	\$0.00
Receipt Number: 832445 \$345.00		(\$345.00)	\$0.00	(\$345.00)	
					<b>\$0.00</b>

## Processes

Assigned To	Status	Outcome	Scheduled		Actual	
			Start	Completed	Start	Completed
System Fee Collection						
SICASHIERINTERFACE	Complete	Collected			Aug 15, 2023 16:17:43	
Auto generated System Fee Collection						

CA: 2308150016



11' - 5" (Per Survey)

PROPOSED (ELEVATION in ALLEY)



EXISTING CONDITIONS



2340 Shepler Church Ave SW  
Canton, OH 44706  
234.458.0990

OHIO • CALIFORNIA  
COLORADO • INDIANA  
OKLAHOMA

Location:

**THE OPERATORS CLUB**  
2019 N. Lamar St.  
Dallas, TX

Revision:

- 1)PW/MG:11/30/22:Remove C & D, shift E1/F to left, add E2, add window vinyl
- 2)MG:12/05/22:Rev window vinyl to be gold ltrs w/blk dropshadow
- 3)MG:12/07/22:Del Opt. 2 for window vinyl, per client's email
- 4)MG:12/23/22:Show a detail pages & sect dtls for signs A, E1 & E2, Del rooftop sign (6). Add approx building frontage
- 5)MG:01/31/23:All signs to be externally illum. Historical district. Rev canopy per Jason discussion w/client.
- 6)MG:04/12/23:Add a 3rd opt, a marquee style canopy
- 7)MG:04/20/23:Del Opts 1 & 3 for the canopy, keep Opt. 2
- 8)MG:06/01/23:Del B, add F to front, left of canopy, under light, raise E up, Del F at back alley, add logo vinyl to glass, gold metallic

- Approved
- Approved as Noted
- Revise & Resubmit

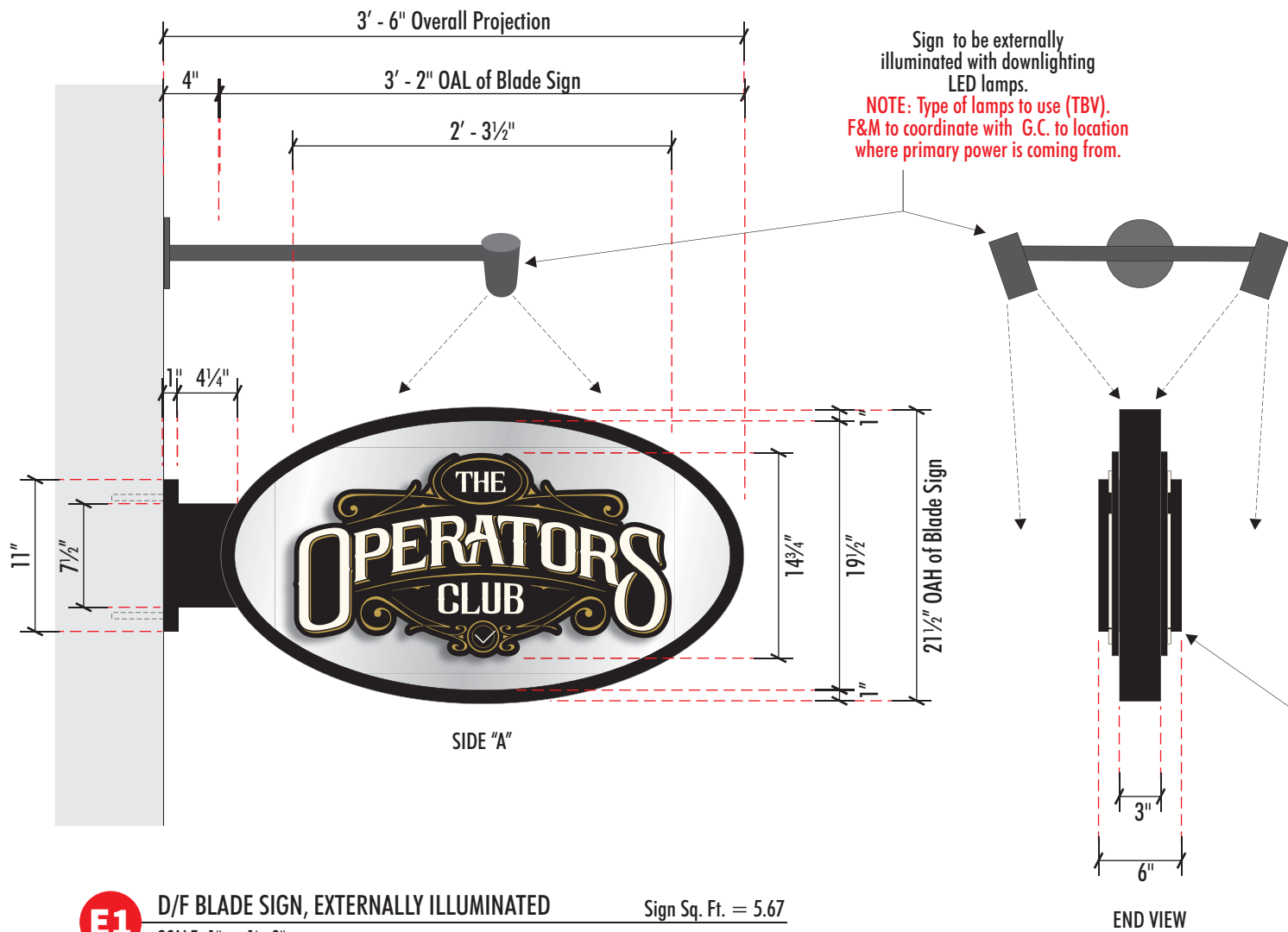
Drawing No: 22-1735-R08

Date: 11.21.2022 MG

Page No: 2.00

This is an original unpublished drawing created by First & Main Signs. It is submitted for your personal use in conjunction with a project being planned for you by First & Main Signs. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced, copied or exhibited in any fashion without written permission from First & Main Signs.

CA: 2308150016

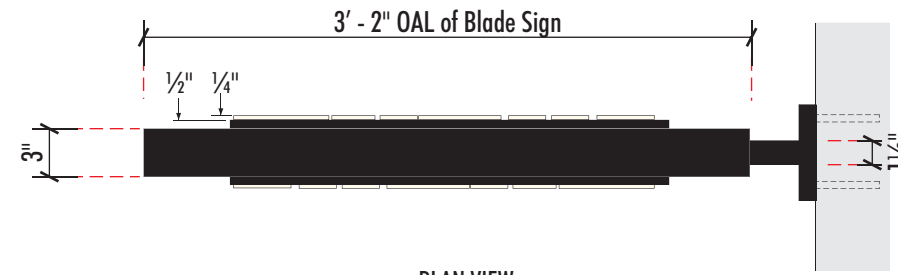


Logo - Background - 1/2" thick substrate  
 Background to be laser-jet cut Background & edges ptd. black (satin finish) Gold accent swirls - UV digitally printed gold Copy/check mark - 1/4" thick substrate, to be painted off-white (Color TBV)  
 Black outlines & Gold to be UV digitally printed to give letters depth and to be flush mounted to logo background. Logo bkgd flush mounts to blade sign face

Border painted black (satin finish)  
 Fabricated alum. c-channel frame (welded construction) with aluminum cladding. Cladding return ptd. black (satin finish)

Background painted Matthews Brushed Aluminum (41342SP)

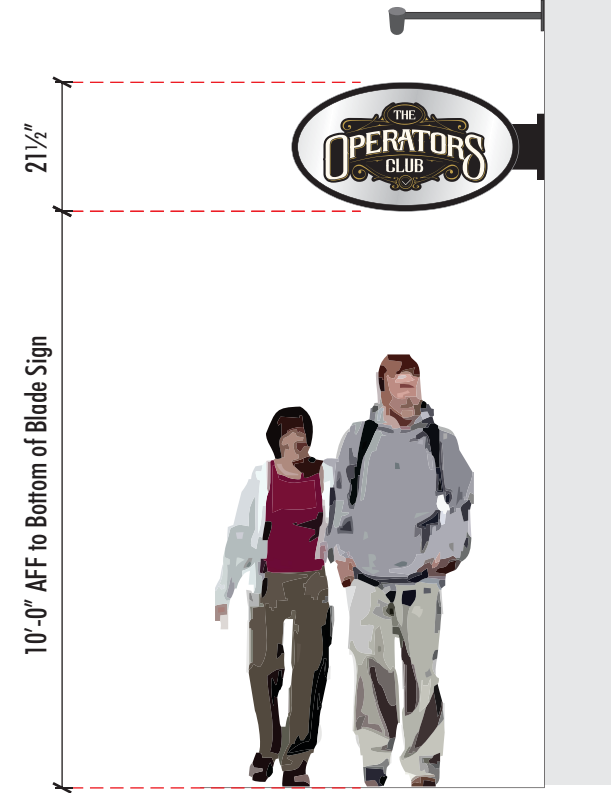
6" x 11" x 1", alum. escutcheon cover over 5" x 10" x 1/4" aluminum plate. Cover painted black (satin finish)



**E1** D/F BLADE SIGN, EXTERNALLY ILLUMINATED Sign Sq. Ft. = 5.67  
 SCALE: 1" = 1' - 0"  
 ONE (1) REQUIRED - MANUFACTURE AND INSTALL

**NOTE: WALL CONDITIONS TO BE SURVEYED AND VERIFIED TO DETERMINE MOUNTING HARDWARE TO BE USED**

**PRIMARY ELECTRICAL (120V) FOR EXTERNAL LIGHTING TO BE PROVIDED BY G.C. AND TO BE COORDINATED WITH F&M PRIOR TO FABRICATION OF SIGN**



**1** CONTEXT ELEVATION  
 SCALE: 3/8" = 1' - 0"

**FIRST & MAIN**  
 SIGNAGE FOR BUSINESS LEADERS

2340 Shepler Church Ave SW  
 Canton, OH 44706  
 234.458.0990

OHIO • CALIFORNIA  
 COLORADO • INDIANA  
 OKLAHOMA

Location:  
**THE OPERATORS CLUB**  
 2019 N. Lamar St.  
 Dallas, TX

- Revision:
- 1) PM/MG: 11/30/22: Remove C & D, shift E1/F to left, add E2, add window vinyl
  - 2) MG: 12/05/22: Rev window vinyl to be gold ltrs w/blk dropshadow
  - 3) MG: 12/07/22: Del Opt. 2 for window vinyl, per client's email
  - 4) MG: 12/23/22: Show a detail pages & sect dtls for signs A, E1 & E2, Del rooftop sign (6). Add approx building frontage
  - 5) MG: 01/31/23: All signs to be externally illum. Historical district. Rev canopy per Jason discussion w/client.
  - 6) MG: 04/12/23: Add a 3rd opt, a marquee style canopy
  - 7) MG: 04/20/23: Del Opts 1 & 3 for the canopy, keep Opt. 2
  - 8) MG: 06/01/23: Del B, add F to front, left of canopy, under light, raise E up, Del F at back alley, add logo vinyl to glass, gold metallic

- Approved  
 Approved as Noted  
 Revise & Resubmit

Drawing No: 22-1735-R08

Date: 11.21.2022 MG

Page No: 2.01

This is an original unpublished drawing created by First & Main Signs. It is submitted for your personal use in conjunction with a project being planned for you by First & Main Signs. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced, copied or exhibited in any fashion without written permission from First & Main Signs.