

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

DEEP ELLUM/ NEAR EAST SIDE SIGN DISTRICT

CASE NUMBER: SIGN-25-002203

DATE FILED: Jan. 1st, 2026

LOCATION: 4003 COMMERCE ST
(SOUTH ELEVATION)

SIZE OF REQUEST: 78.6 sq. ft.

COUNCIL DISTRICT: 2

ZONING: PD-269, Tract A

APPLICANT: Benton Byrum of Byrum Sign & Lighting, Inc.

OWNER: Larkspur Capital Partners

TENANT: Larkspur Capital Partners

REQUEST: An application for a Certificate of Appropriateness by Benton Byrum of Byrum Sign & Lighting, Inc., for a 78.6-square-foot back lit channel letters sign mounted on a dimensional cloud wireway on the Southern facing façade at 4003 COMMERCE ST (SOUTH ELEVATION).

SUMMARY: The applicant proposes to install an illuminated flat attached sign, totalling 78.6-square-foot. One set of back lit channel letters mounted on a dimensional cloud wireway, reading 'JUNIPER'.

STAFF RECOMMENDATION: Approval

SSDAC RECOMMENDATION: Approval

BACKGROUND:

- The subject site is located in Deep Ellum/ Near East Side Sign District. This district is zoned PD No. 269, Tract A, Deep Ellum/ Near East Side Sign District.
These regulations are established in: [Sec. 51A-7.1300](#) (Specific details included below).
- The applicant proposes to install an illuminated flat attached sign, totalling 78.6-square-foot. One set of back lit channel letters mounted on a dimensional cloud wireway, reading 'JUNIPER'.
 - The sign is composed of channel letters mounted to a dimensional cloud. The channel letters, "JUNIPER", are painted Sonora Gold Metallic with acrylic faces covered in black perforated day/night vinyl and back-lit by white LED. All sign elements are constructed entirely of metal, acrylic, and LED lighting.
- This is the second of two applications under review by this body for this site. These signs are to be mounted on the façades opposite ends of the building.
- Construction of the proposed sign is in accordance with SPSD regulations and meets the requirements of the Dallas City Code per Sec. 51A-7.1300.

51A-7.1302 PURPOSE.

The purpose of this division is to promote signage that is compatible with the architectural character and design guidelines of the Deep Ellum/Near East Side Planned Development District while encouraging artistic, creative, and innovative signs which are reflective of themes that have grown and developed in the Deep Ellum area. (Ord. 20596)

51A-7.1305 SPECIAL PROVISIONS FOR ALL SIGNS.

- (c) Except as otherwise provided in Subsections (d) and (e), the maximum effective area of all signs combined on a premise, not including A-frame signs, painted applied signs on certain facades, and district identification signs, is 10 percent of the total area of all building facades facing public right-of-way that is adjacent to the premise, not to exceed 1,200 square feet. Where a premise has only one facade facing an adjacent public right-of-way, the maximum effective area can be increased to 15 percent of that facade, not to exceed 500 square feet.
- (j) No portions of a sign other than the words themselves may be illuminated by back-lighting.

The total area of all building facades facing a public right-of-way is approximately 86,105-square-feet. This allows for a maximum effective area for all signs of approximately 8,611-square-feet. The overall effective area for all proposed signs is approximately 157.2-square-feet. This is approximately 2% of the maximum allowed sign area for this premise. All signs are considered premise signs. Only the words of each sign are proposed to back-light. All signs are constructed of metal, plastic, and LED lighting.

51A-7.1306 SPECIAL PROVISIONS FOR ATTACHED SIGNS.

- (a) Attached signs in general.
 - (1) No portion of an attached sign may be located:
 - (A) more than 10 feet from the facade to which it is attached; or
 - (B) less than two feet from the back of a street curb.
 - (2) Although not required, the use of three-dimensional projecting attached signs is encouraged.

This proposed signs will not project more than 12 inches from the façade, and is more than two feet from the street curb. This proposed sign is a three-dimensional projecting attached sign.

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

Larkspur Capital Partners
1722 Routh St, Ste 830
Dallas, TX 75201

Officer names: Tyler Simmons, VP Construction
Art Ferris, Principal

Tenant Ownership

Larkspur Capital Partners
1722 Routh St, Ste 830
Dallas, TX 75201

Officer names: Tyler Simmons, VP Construction
Art Ferris, Principal

SSDAC Action:

February 10, 2026

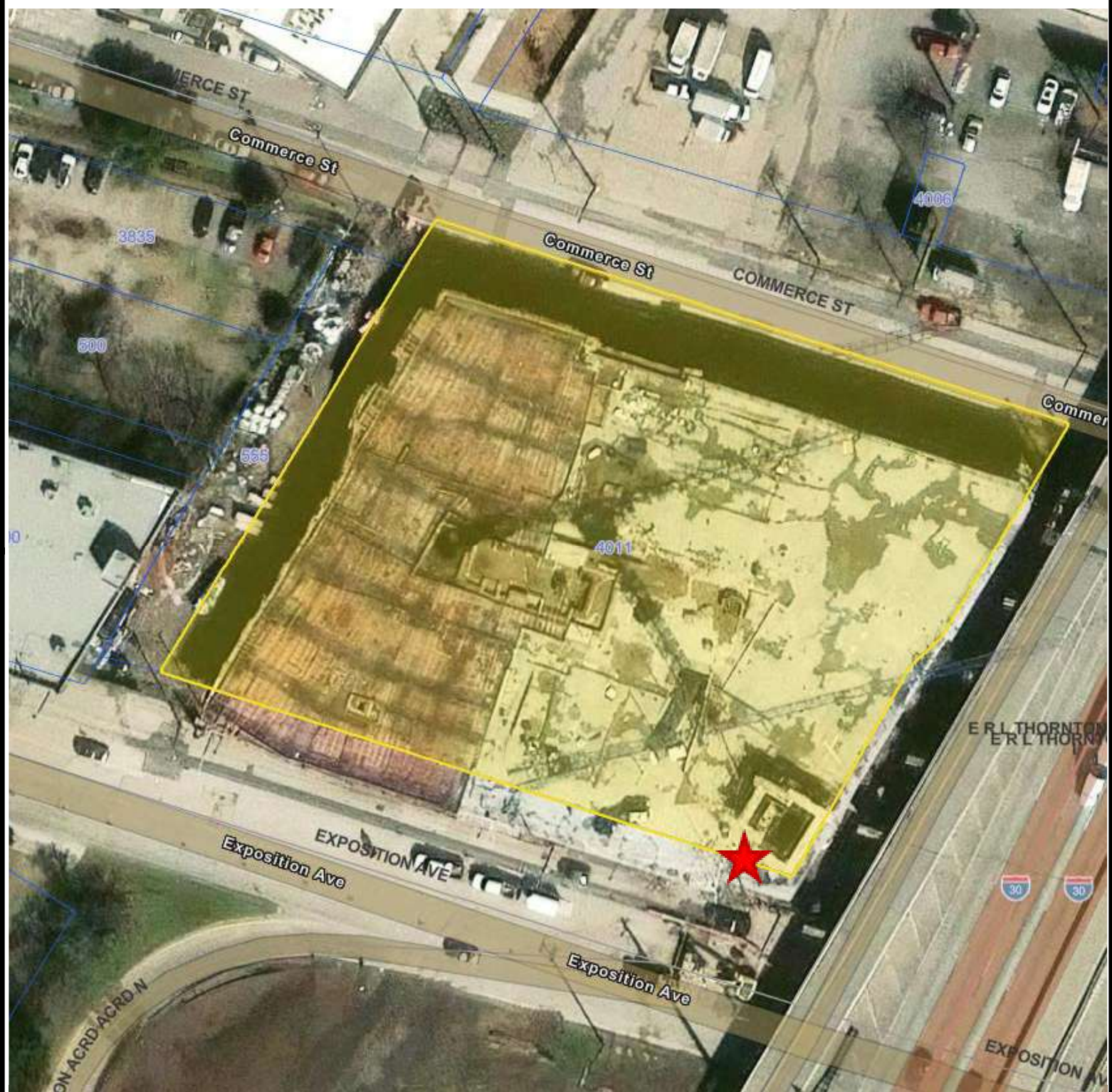
MOTION: It was moved to **approve**:

An application for a Certificate of Appropriateness by Benton Byrum of Byrum Sign & Lighting, Inc., for a 78.6-square-foot back lit channel letters sign mounted on a dimensional cloud wireway on the Southern facing façade at 4003 COMMERCE ST (SOUTH ELEVATION).

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

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

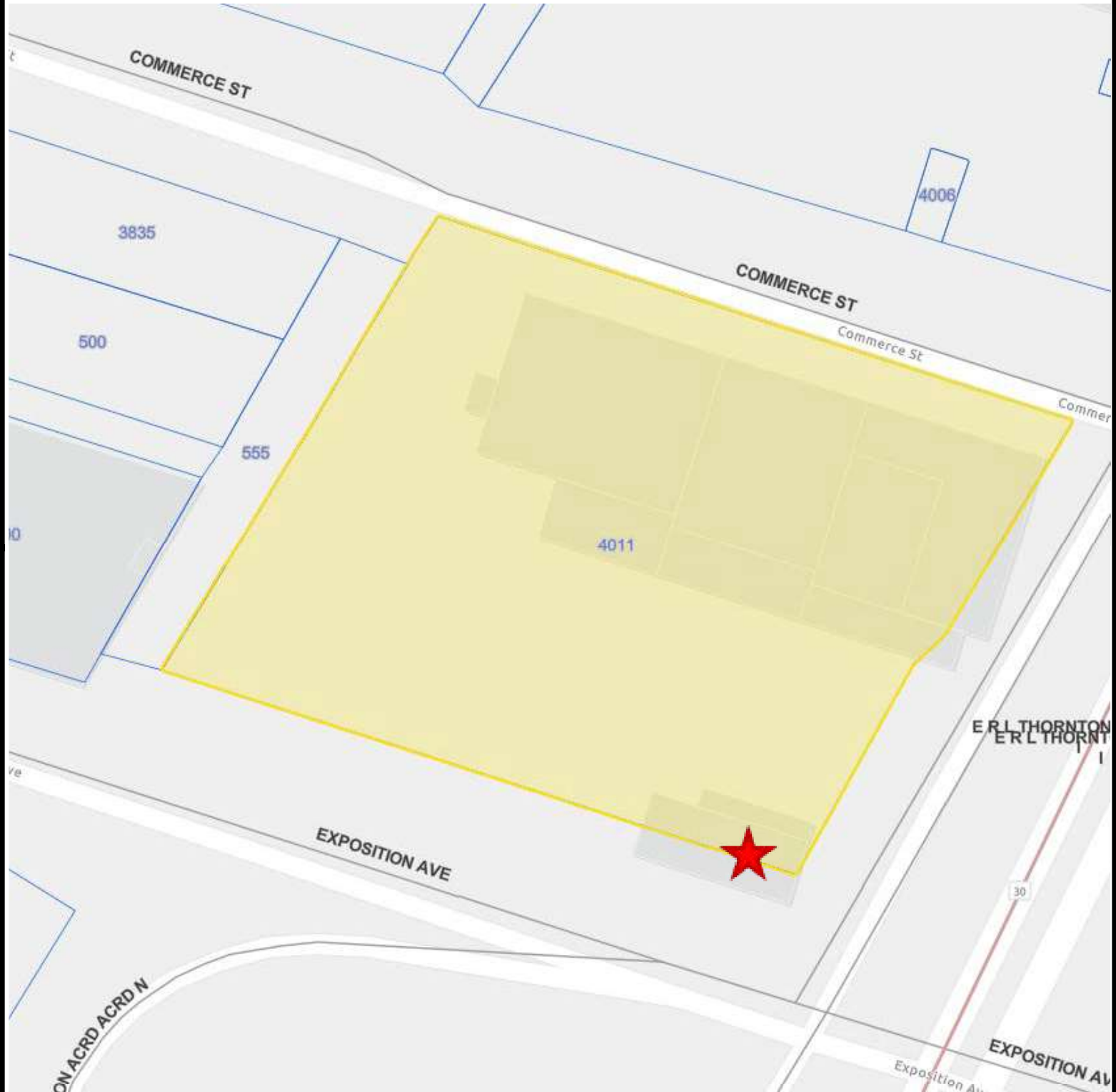
Speakers: none



Printed Date: 2/2/2026

Aerial Map - 4003 Commerce St





Printed Date: 2/2/2026



Zoning Map - 4003 Commerce St

Permit Package for Parapet Wall Signs

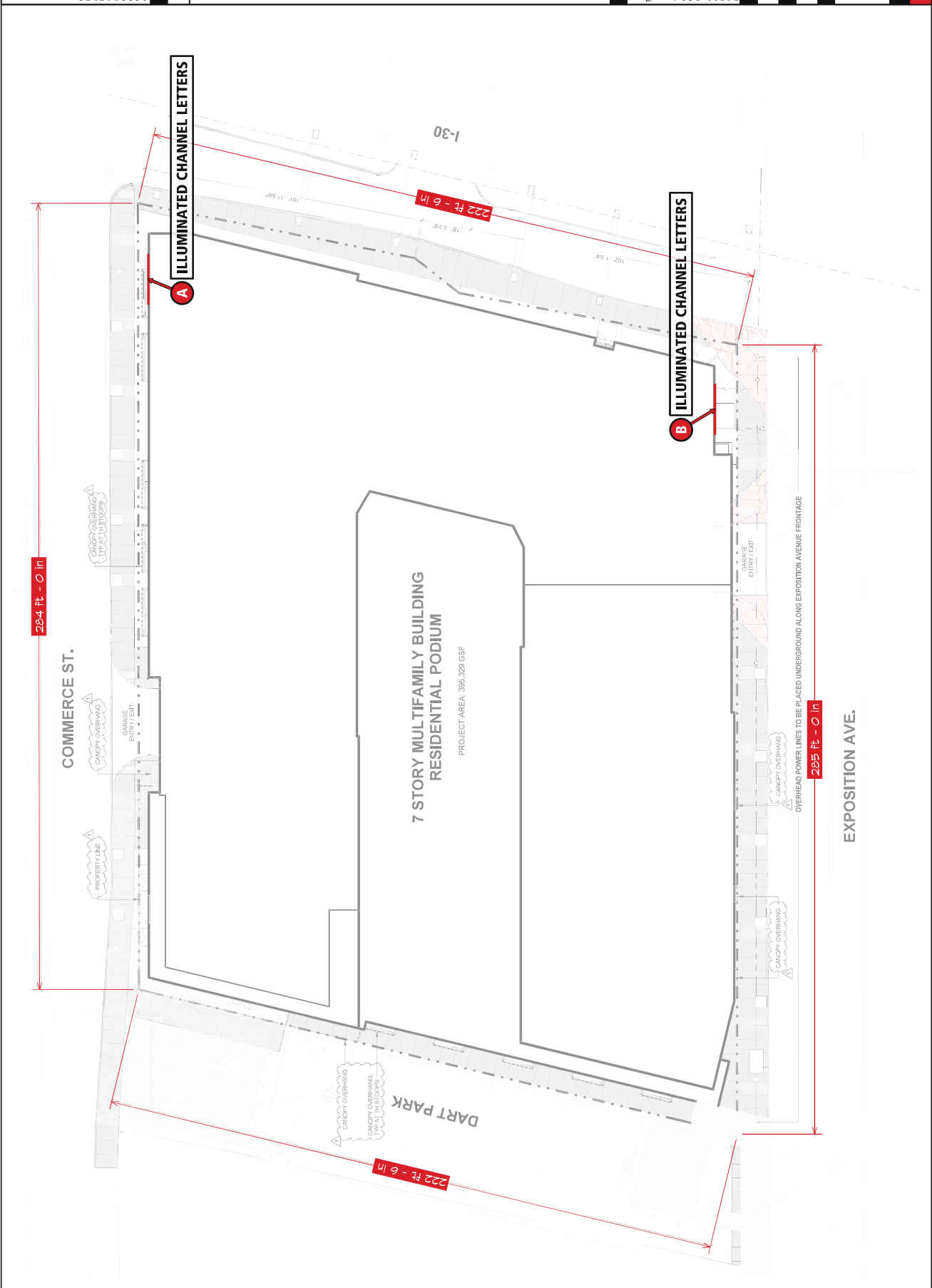
JUNIPER

Dallas, Texas



www.fource.net
1351 REGAL ROW DALLAS, TX 75247
ph. 214 630 2125 fax. 214 630 2314

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JOB NUMBER
2308LARK01S

The Juniper Larkspur Capital Dallas, Texas

APPROVAL

Signature _____
Date _____

Your signature acknowledges full approval of the design and construction of the project by Fource Communications, Inc. from any responsibility regarding incorrect information and design. Any changes to the design or construction of the project must be approved by Fource Communications, Inc. in writing. All work shall be completed in accordance with the industry standard. Colors shown need not be matched to the actual colors used in the industry.

DESIGNER INITIALS

JEH

DATE

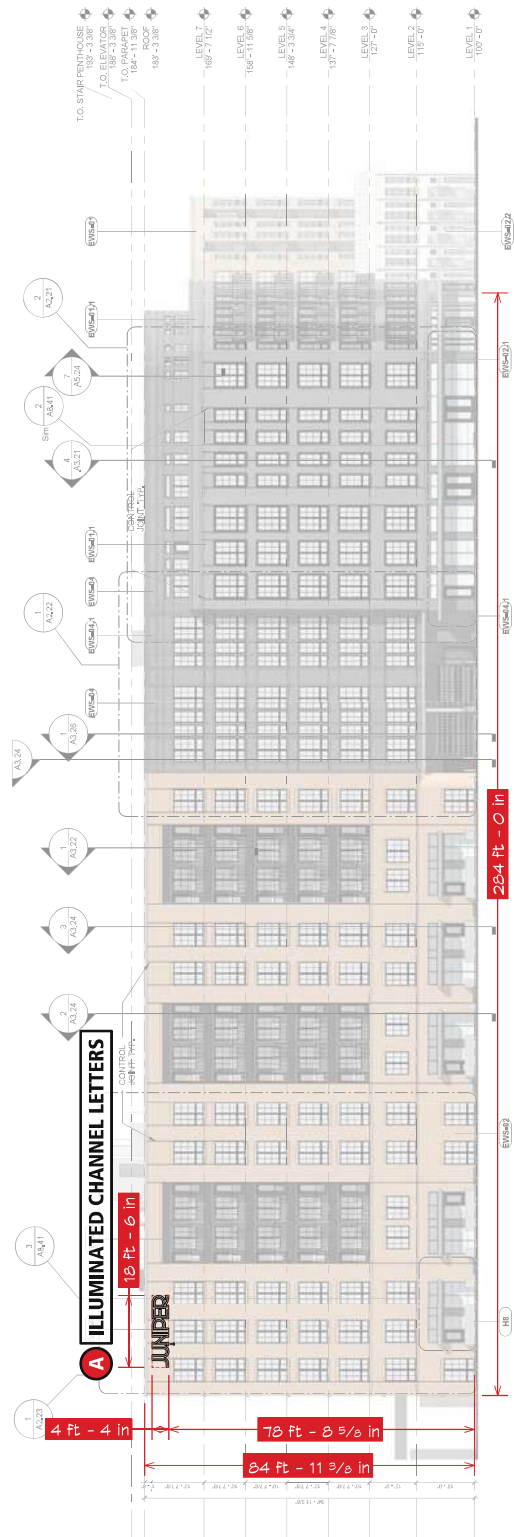
11/18/2025

SHEET TITLE

ENTRY SIGNAGE

SHEET NUMBER

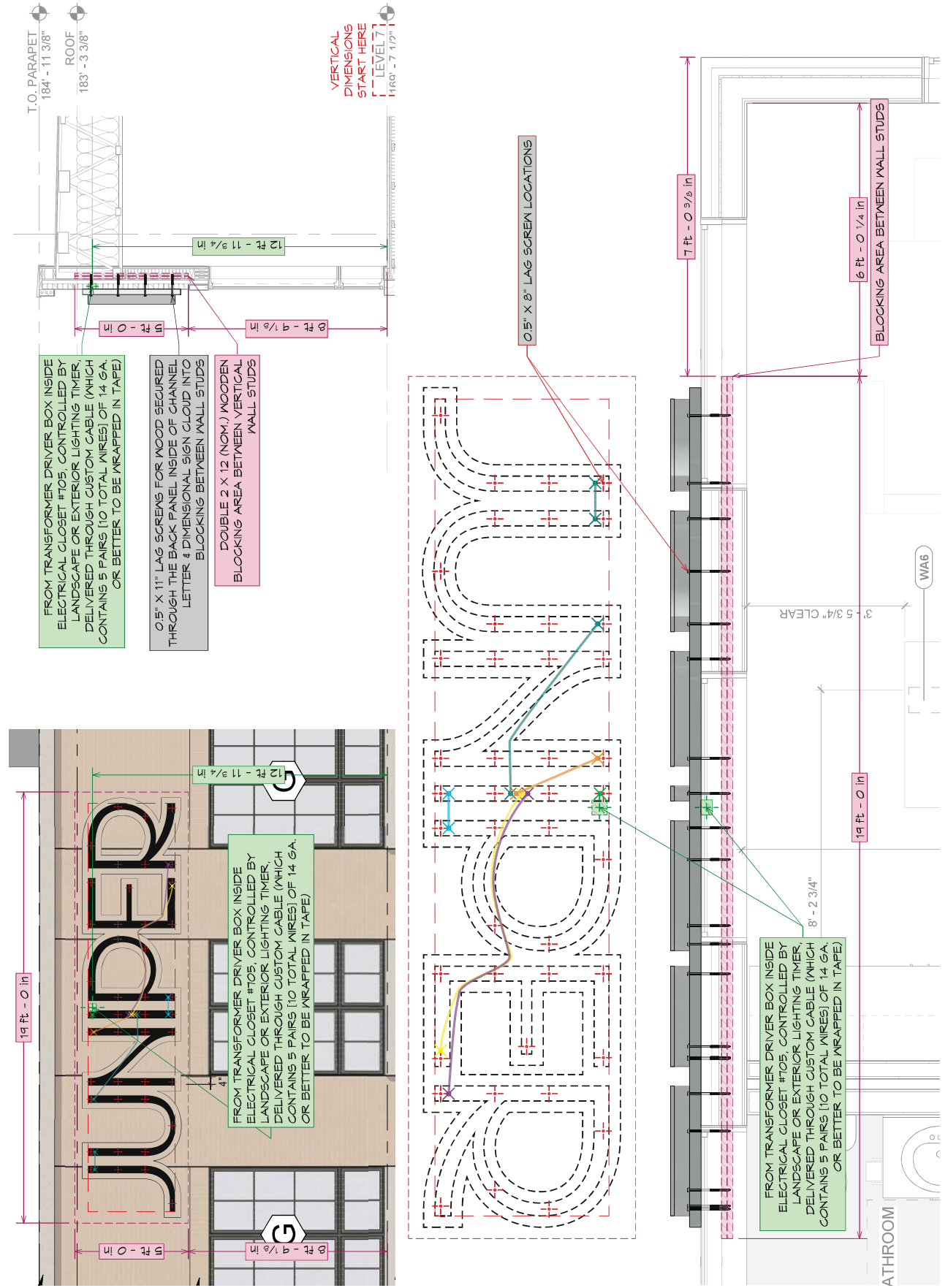
ES.ELEV.01.00



3
ELEVATION - NORTH
132' = 1'-0"



1
ELEVATION - SOUTH
132' = 1'-0"



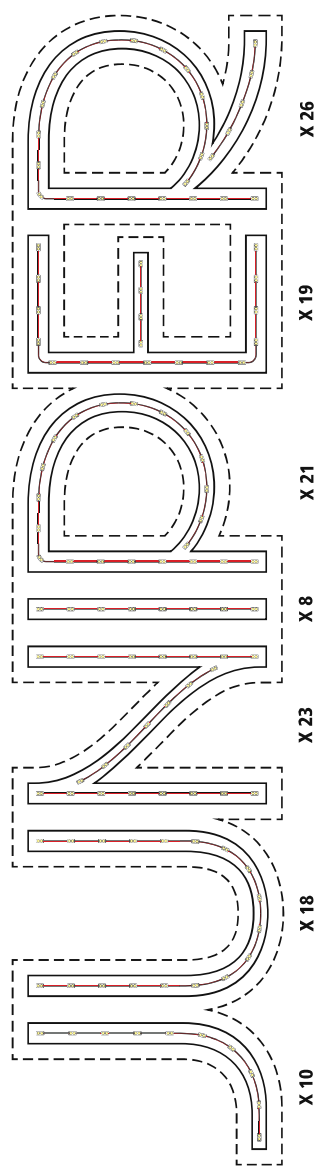
ELECTRICAL NEEDS: ILLUMINATED CHANNEL LETTERS **A**



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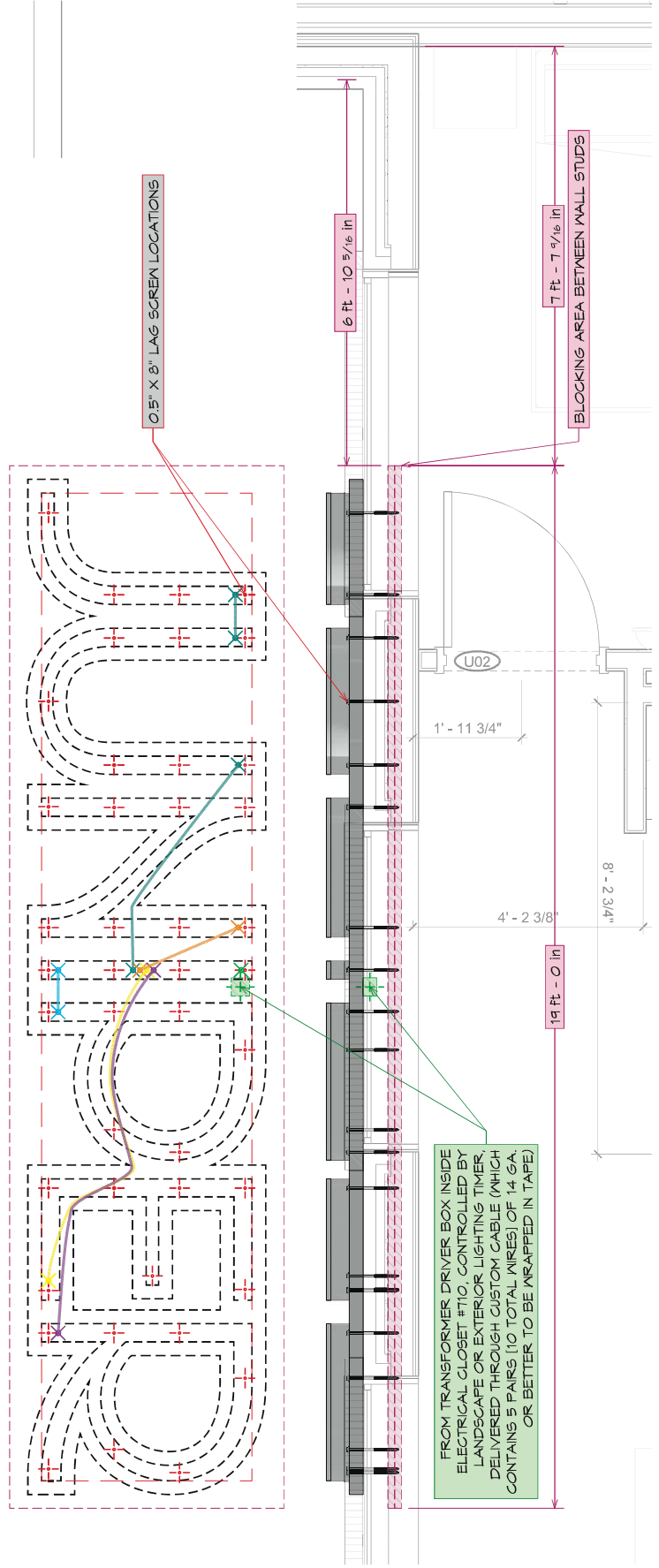
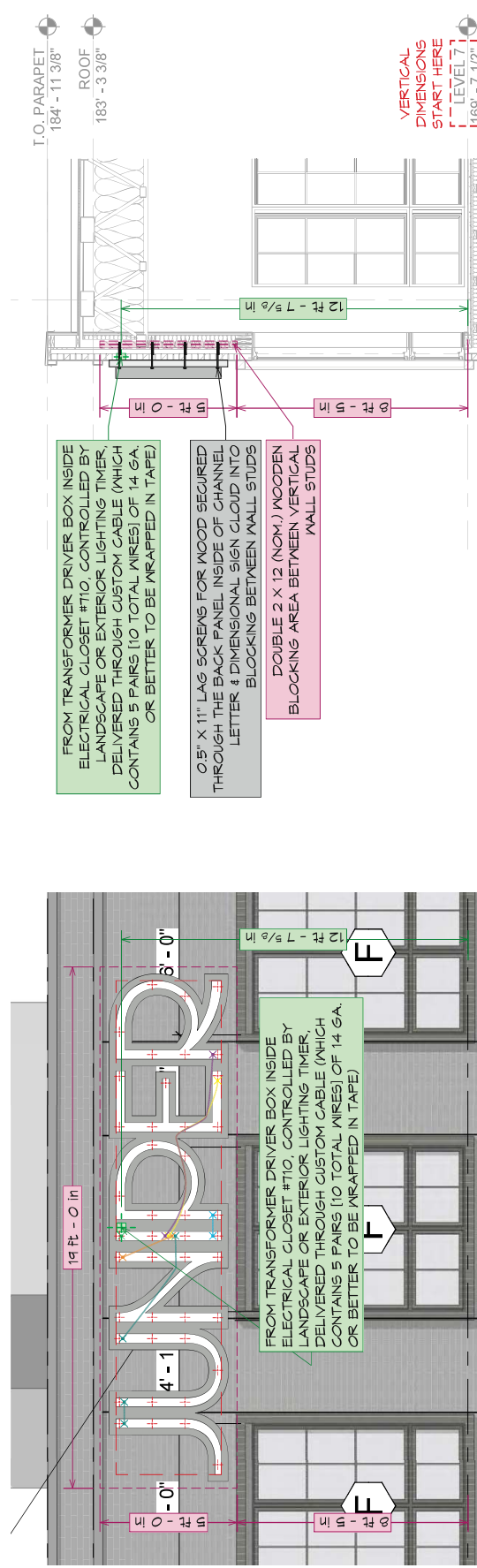
The Juniper
Larkspur Capital
Dallas, Texas



[J] X 28 (14 VDC @ 1.12 A) [N] X 23 (11.5 VDC @ 0.92 A) [I] X 29 (24.5 VDC @ 1.16 A) [P] X 29 (24.5 VDC @ 1.16 A) [E] X 19 (9.5 VDC @ 0.76 A) [R] X 26 (13 VDC @ 1.04 A)

POWER SUPPLY (5 TOTAL) = ALLANSON CVM125-MV 120-277V
MAX 5.00A@60W IP-68 (OR SIMILAR)
L.E.D. MODULES (ESTIMATED TOTAL) = 125
CURRENT PER MODULE = 0.04 A
WATTAGE PER MODULE = 0.50 W
ESTIMATED TOTAL CURRENT = 5.00 A
ESTIMATED TOTAL WATTAGE = 62.50 W

APPROVAL
Signature
Date
Your signature acknowledges full approval of the design and construction of the project and the responsibility of the designer, Fource Communications, Inc., from any responsibility regarding incorrect information and design.
DESIGNER INITIALS
JEH
DATE
11/18/2025
SHEET TITLE
ENTRY SIGNAGE
SHEET NUMBER
ES.01B.00



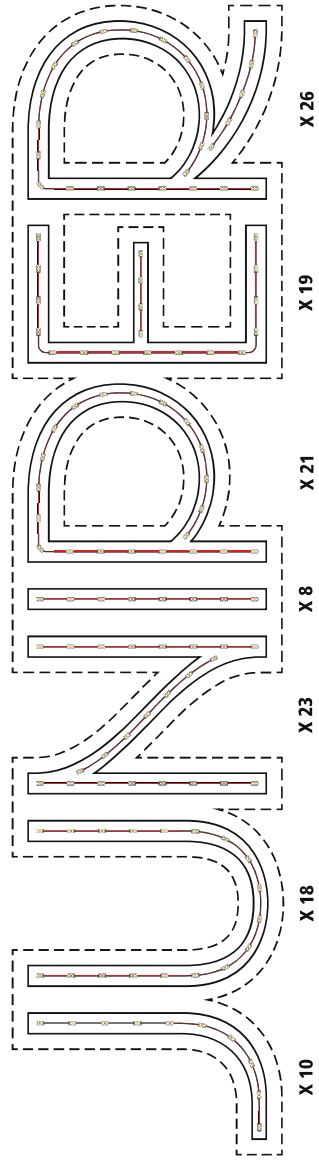
ELECTRICAL NEEDS: ILLUMINATED CHANNEL LETTERS **B**



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JOB NUMBER
2308LARK01S

The Juniper
Larkspur Capital
Dallas, Texas



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Signature
Date
Your signature acknowledges full approval of the design and construction of the project and the responsibility of the designer, Fource Communications, Inc., from any responsibility regarding incorrect information and design.
DESIGNER INITIALS
JEH
DATE
11/18/2025
SHEET TITLE
ENTRY SIGNAGE
SHEET NUMBER
ES.02B.00



M.A. Bootwala
 12/08/2025

PREPARED FOR

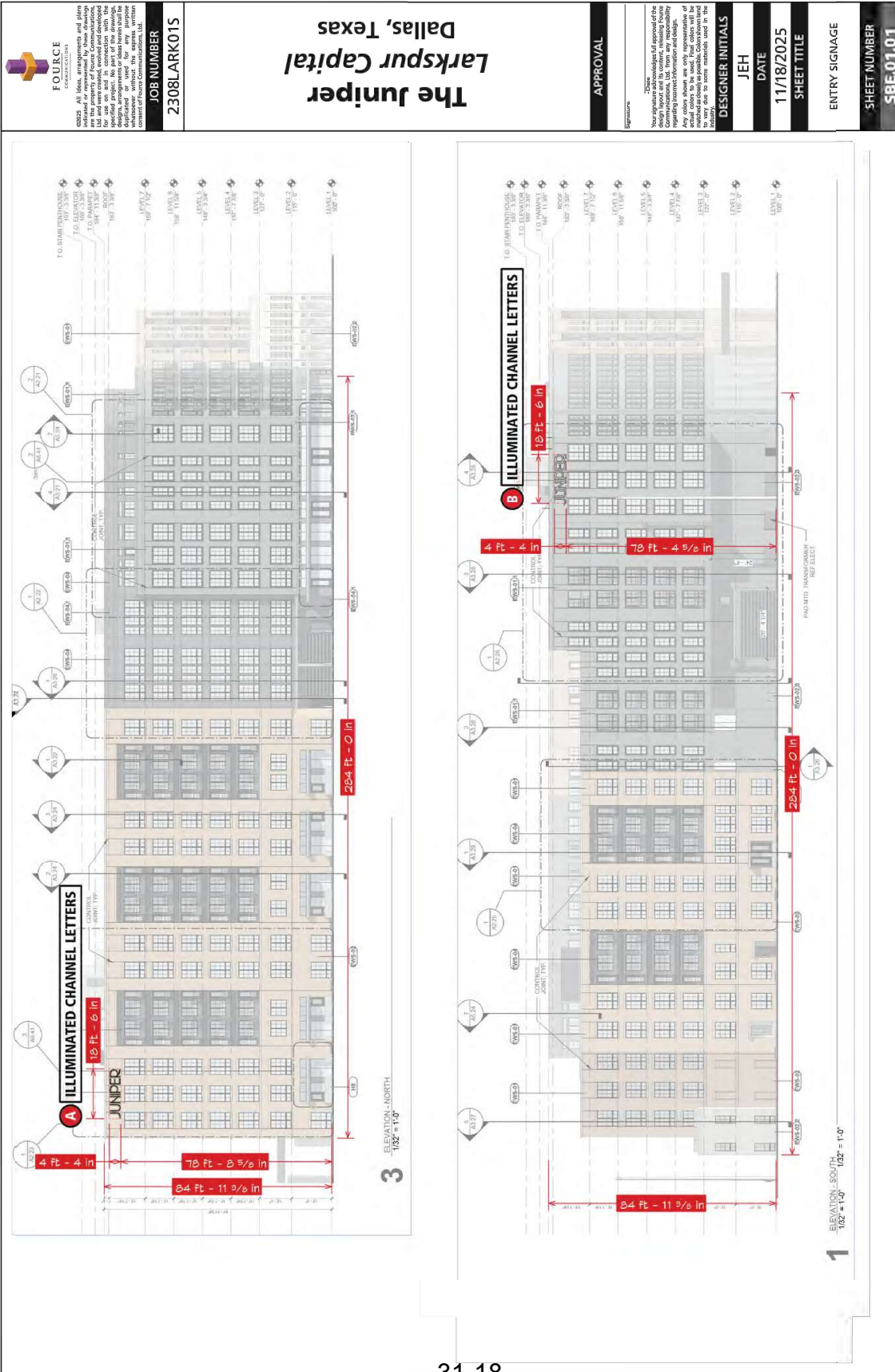
Force Communications
 1351 Regal Row
 Dallas, TX 75247

PROJECT #: 26275

PROJECT NAME

The Juniper @ 4003 Commerce Street, Dallas, TX 75226

SHEET: 1





M.A. Bootwala
12/08/2025

PREPARED FOR

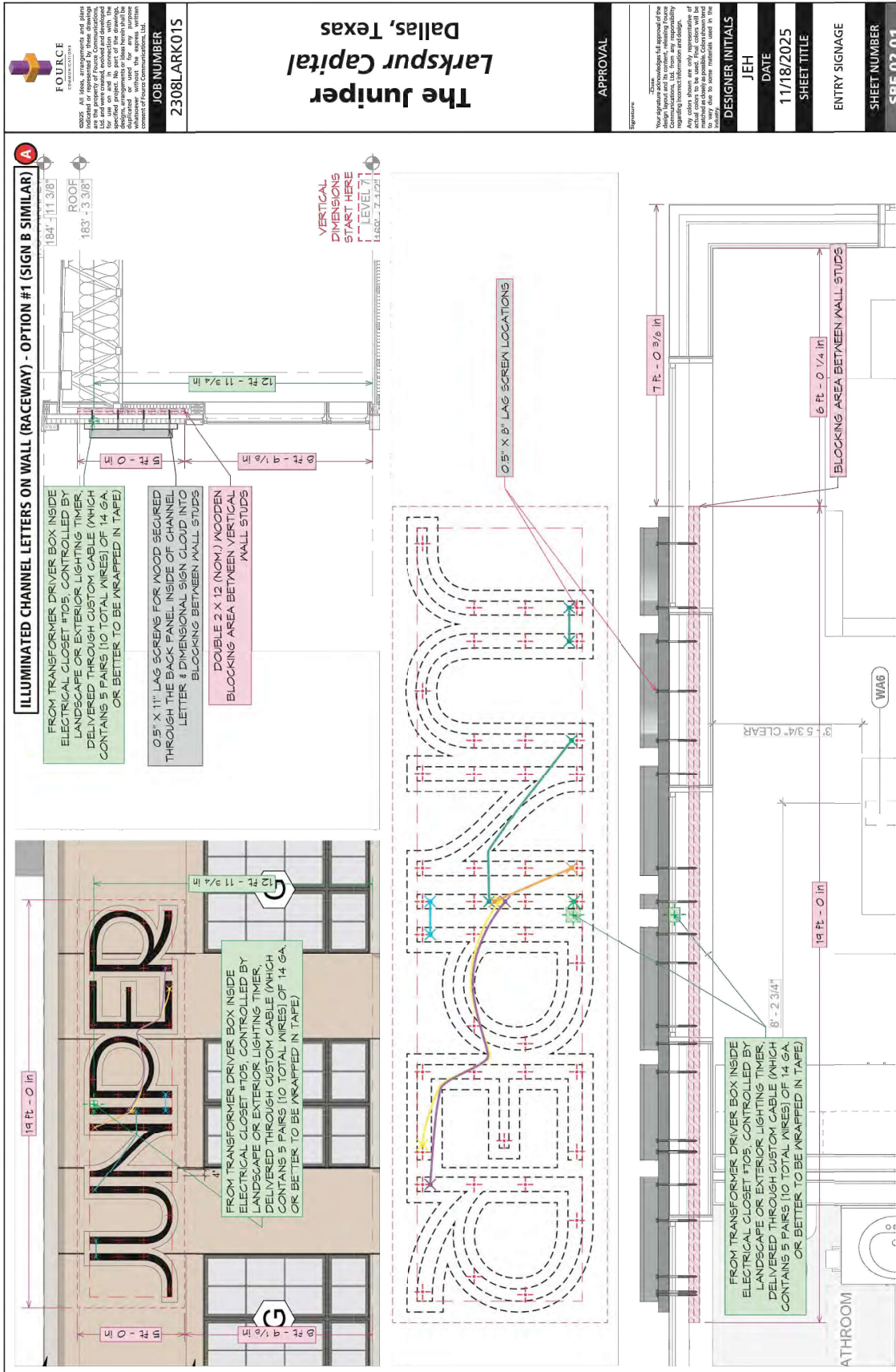
Source Communications
1351 Regal Row
Dallas, TX 75247

PROJECT # 25275

PROJECT NAME

The Juniper @ 4003 Commerce
Street, Dallas, TX 75226

SHEET: 2



Project:

Risk Category

Exposure

V

Applicable Design Code

The Juniper @ 4003 Commerce Street, Dallas, TX 75226

II

C

105

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)
SIGN CABINET	19.00	1	19.00	5.00	85.00	29.3	1.7	49.1	0.6	10.0	29	2,801	950

SIGN CABINET

Vertical Distance between Bolts = 2.50 ft

Distance Cabinet to Wall = 0.00 in

Cabinet Depth = 5.00 in

Number of Bolts per Bolt Line = 20.0

Bolt Type = A307

Bolt Diameter = 0.38 in

Eff Factor = 0.75

Bolt Tension = 0.055 k

Bolt Shear = 0.036 k

f_{nv} (ksi) = 0.32 OK

Ω = 2.00

f_{nt} Ω = (1.3*F_{nt} - (2*F_{nt}/F_{nv})*f_{nv})/2 = 22.50

f_{nv} (ksi) = 0.50 OK



M.A. Bootwala

12/09/2025

PREPARED FOR

Force Communications

1351 Regal Row

Dallas, TX 75247

PROJECT #: 25275

PROJECT NAME

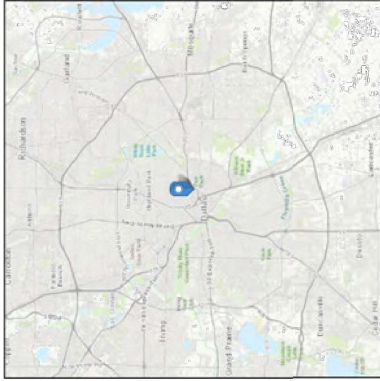
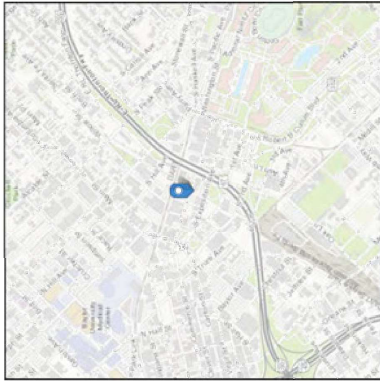
The Juniper @ 4003 Commerce Street, Dallas, TX 75226



ASCE Hazards Report

Address: 4003 Commerce St
Dallas, Texas
75226

Standard: ASCE/SEI 7-16
Latitude: 32.783865
Risk Category: II
Longitude: -96.770367
Soil Class: F - Soft Clay Soil
Elevation: 461.7324736566723 ft
(NAVD 88)



31-21

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:
Date Accessed:

ASCE/SEI 7-16, Fig. 26.5-1B and Figs. CC.2-1-CC.2-4, and Section 26.5.2
Wed Dec 03 2025

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.



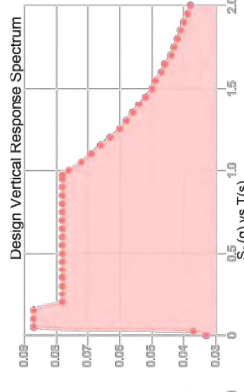
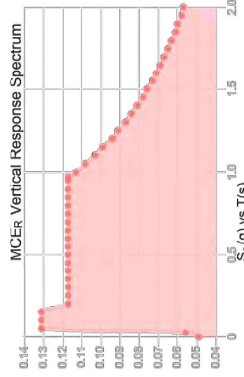
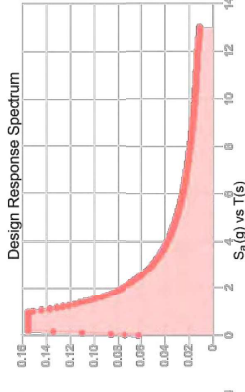
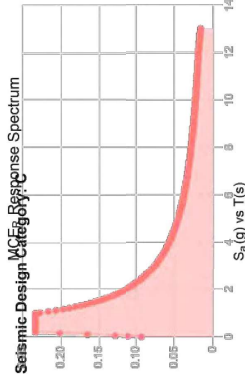
Seismic

Site Soil Class:
Results:

Site Soil Class: E - Soft Clay Soil

S_s	: 0.097	S_{m1}	: 0.151
S_1	: 0.054	T_L	: 12
F_a	: 2.4	PGA	: 0.047
F_v	: 4.2	PGA M	: 0.112
S_{M5}	: 0.233	F_{PGA}	: 2.4
S_{M1}	: 0.227	I_e	: 1
S_{D5}	: 0.155	C_v	: 0.7

Seismic Design Category



Wed Dec 03 2025

Data Accessed:

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.

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