

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

JEFFERSON AREA SPECIAL PURPOSE DISTRICT

CASE NUMBER: SIGN-25-002198

DATE FILED: Jan. 22nd, 2026

LOCATION: 200 W JEFFERSON BLVD, STE A
(SOUTH ELEVATION)

SIZE OF REQUEST: 80 sq. ft.

COUNCIL DISTRICT: 1

ZONING: PD-316, Subarea 1

APPLICANT: Solon Carver of M3 GRAPHICS INC.

OWNER: 200 Jeff, LLC.

TENANT: Growth Wireless, LLC

REQUEST: An application for a Certificate of Appropriateness by Solon Carver of M3 GRAPHICS INC., for a 80-square-foot LED illuminated channel letter sign at 200 W JEFFERSON BLVD, STE A (SOUTH ELEVATION).

SUMMARY: The applicant proposes to install a 80-square-foot LED illuminated sign, composed of back lit aluminum channel letters on an aluminum backer panel that also incorporate a halo glow. Faces will be white acrylic with painted aluminum returns. Sign will read 'TOTAL WIRELESS'

STAFF RECOMMENDATION: Approval

SSDAC RECOMMENDATION: Approval with conditions - Sign width may not extend beyond the left or right limits of the door/window mullions.

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 80-square-foot LED illuminated sign, composed of back lit aluminum channel letters on an aluminum backer panel that also incorporate a halo glow. Faces will be white acrylic with painted aluminum returns. Sign will read 'TOTAL WIRELESS'
 - The sign is composed of 3" aluminum channel letters, painted red with white acrylic faces, back-lit by LED, mounted to a 1.5" inches off of a flat aluminum backer panel. Sign elements are constructed entirely of metal, acrylic, and LED.
- This is the only sign submitted for this location at this time. A second sign (SIDE SIGN) will be submitted at a future date.
- The sign is to be mounted on the facade facing Jefferson Blvd.
- 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

200 Jeff, LLC.
45 Main Street, Suite 506
Brooklyn, NY 11120

Officer names: Benjamin Atkins, Manager

Tenant Ownership

Growth Wireless, LLC
9404 W Sam Houston PKWY, Suite D
Houston, TX 77099

Officer names: Hakeem El-Ali, District Manager
Syed Abidi, Operations Manager

SSDAC Action:

February 10, 2026

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

An application for a Certificate of Appropriateness by Solon Carver of M3 GRAPHICS INC., for a 80-square-foot LED illuminated channel letter sign at 200 W JEFFERSON BLVD, STE A (SOUTH ELEVATION).

Maker: Webster
Second: Dumas
Result: Carried: 5 to 0

For: 5 - Peadon, Webster, Dumas, Hardin and
Coffman
Against: 0 - none
Absent: 0 - none
Conflict: 0 - none

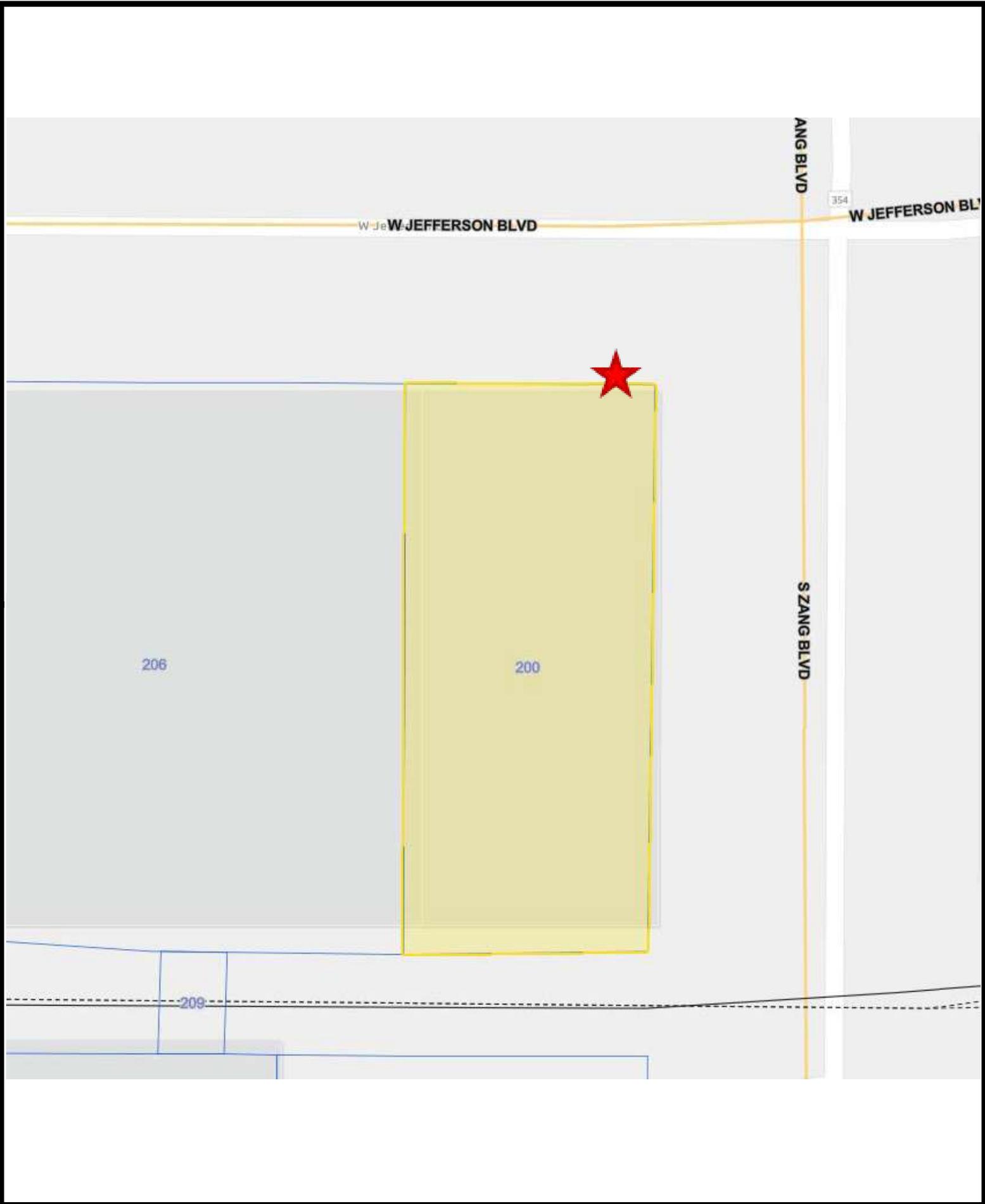
Speakers: none



Printed Date: 2/2/2026

Aerial Map - 200 W Jefferson Blvd





Printed Date: 2/2/2026



Zoning Map - 200 W Jefferson Blvd

SITE MAP



COMPANY NAME / PROJECT NAME
Total Wireless

ADDRESS
200 W Jefferson Blvd Dallas, TX 75208

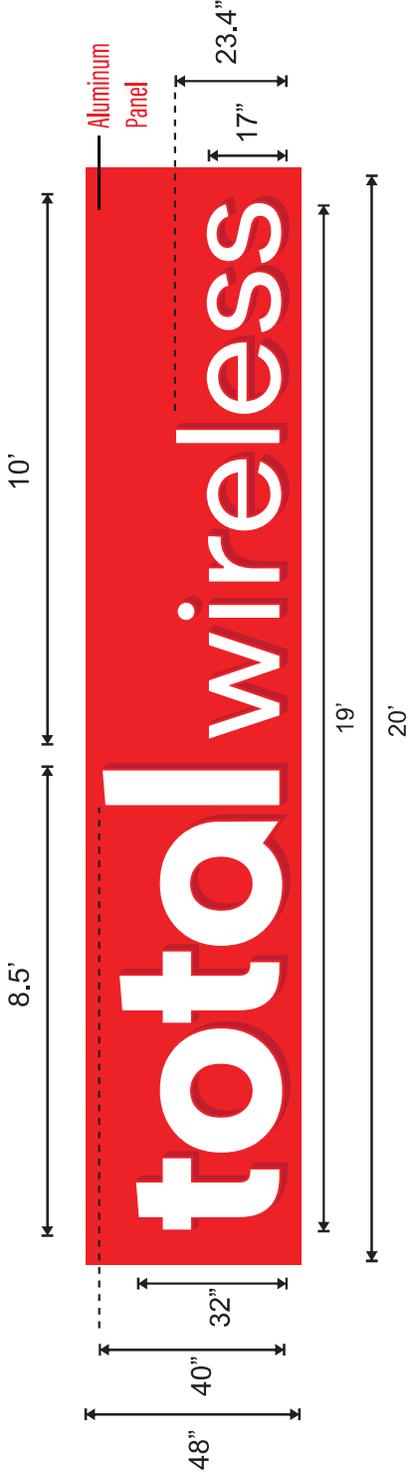
PROJECT MANAGER:
AARON VALVERDE

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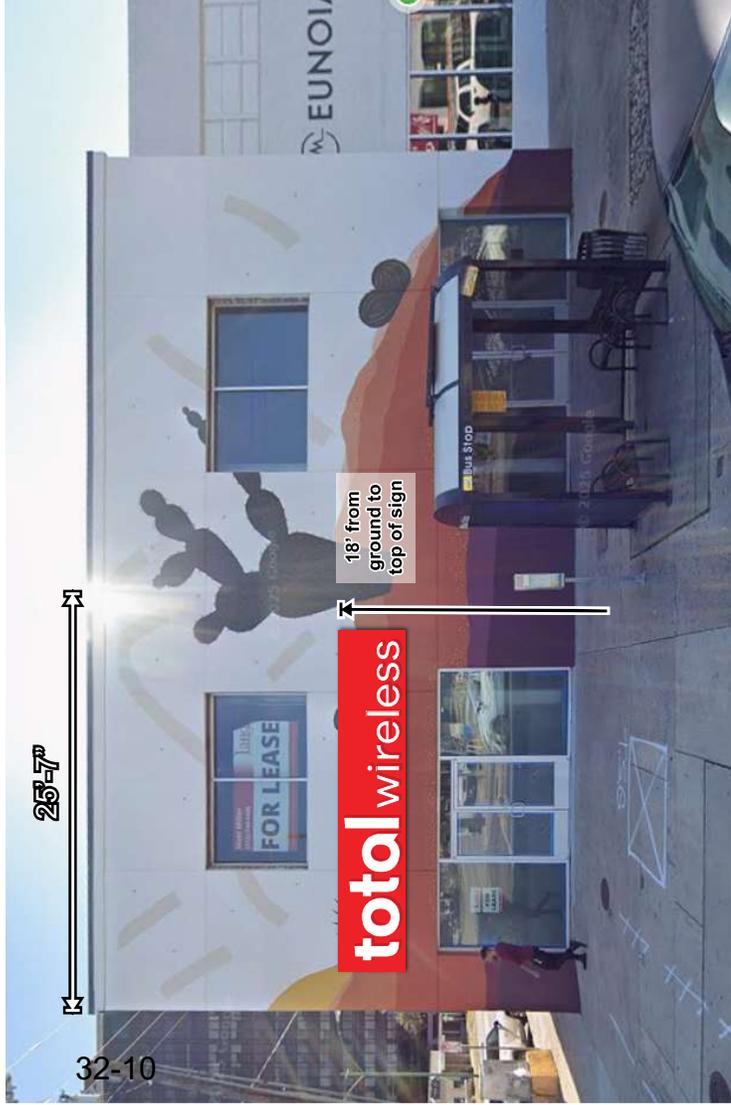
SIGN SPECIFICATIONS

Dual Lit channel letters mounted on an aluminum panel with separators

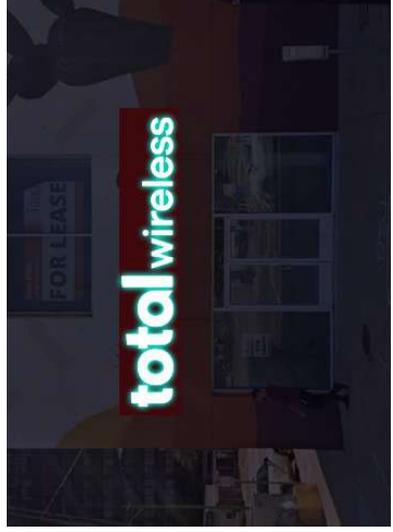


COLOR SPECIFICATIONS

- FACE: 3/16" #7328 White acrylic
- RETURN: .063" aluminum painted Total Red (PMS 2035C), satin finish; reflective white interior surface
- TRIM CAP: 1" Red Jewelrite
- 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
- Aluminum Backer Painted Total Red (PMS 2035C)



FRONT



NIGHT VIEW

PROPOSED SIGNAGE

SCALE PROPORTIONALLY

Total Wireless

ADDRESS

**200 W Jefferson Blvd
 Dallas, TX 75208**

CHANNEL LETTERS SPECIFICATIONS

- Dual Lit Channel Letters with LED Lights
 - 3/16" Plexiglass face
 - Pre-finished Aluminum .063 Gage
 - 3" Returns Painted
 - 1" Black Jewelrite face trim
 - 3/8" Galvanized Bolts with anchors
 - Letters with Single Load
 - Transformers 120 Vol.
 - Primary voltage 12 VCD/2AMPS/24KVA
- POWER SUPPLY IS NOT OVERLOADED**

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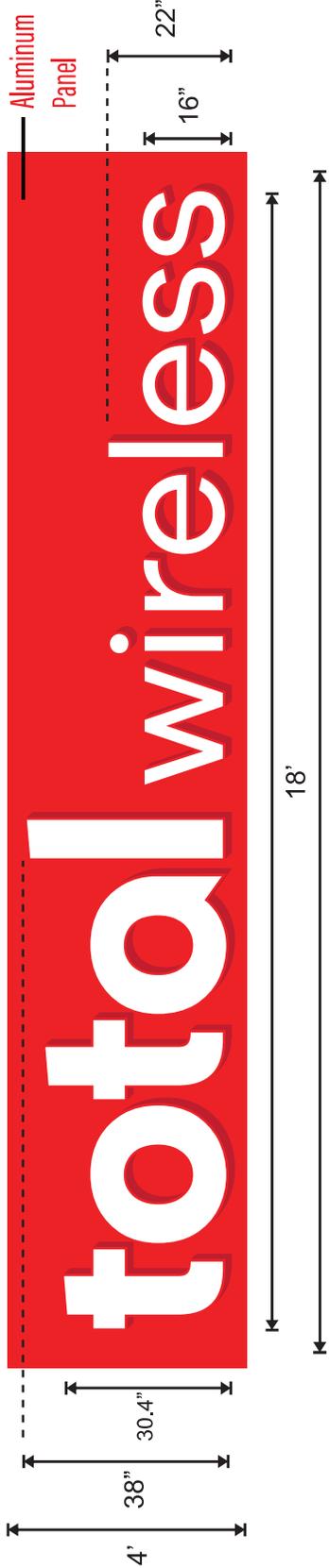
METHOD OF ATTACHMENT

Dual Lit channel letters mounted on an aluminum panel with separators

FRONT

8'

9.4'



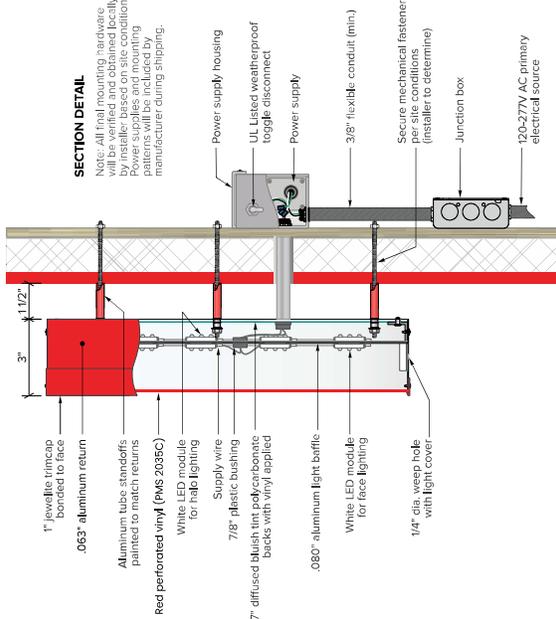
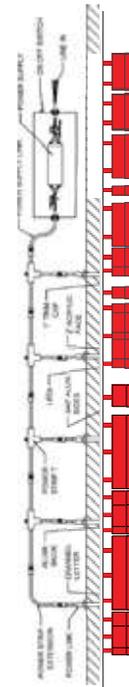
ELECTRICAL LOAD:

1amps @ 12V DC / .5amps @12V DC

TOTAL letters = 60 watts

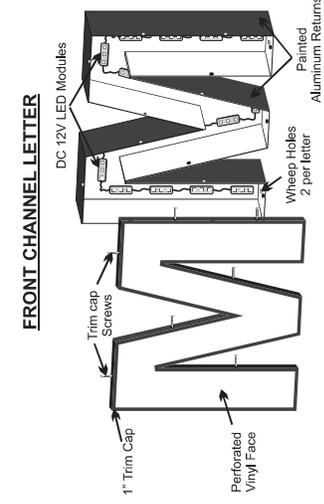
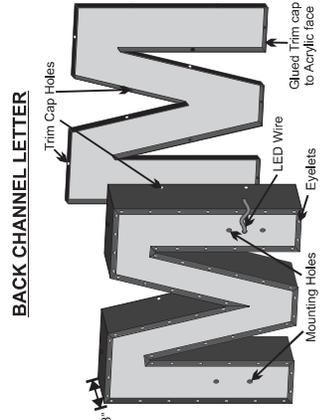
wireless letters = 96 watts

Total 156 watt



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