

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

WEST END HISTORIC SIGN DISTRICT

CASE NUMBER: SIGN-25-002134
LOCATION: 407 N LAMAR ST, 180C
(NORTHEAST ELEVATION)

DATE FILED: Jan. 20th, 2026
SIZE OF REQUEST: 66.1 sq. ft.

COUNCIL DISTRICT: 14

ZONING: CA-1(A)

APPLICANT: Moises Silverio of Mr Mo Signs & Outdoor Services

OWNER: FPAC3P W. End, LLC

TENANT: A Team Wireless, LLC

REQUEST: An application for a Certificate of Appropriateness by Moises Silverio of Mr Mo Signs & Outdoor Services, for a 66.1-square-foot LED illuminated channel letter sign at 407 N LAMAR ST, 180C (NORTHEAST ELEVATION).

SUMMARY: The applicant proposes to install a 66.1-square-foot LED illuminated reverse-lit channel letter sign, with painted white faces, red returns, and a turquoise halo glow. Sign will read 'TOTAL WIRELESS'.

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 66.1-square-foot LED illuminated reverse-lit channel letter sign, with painted white faces, red returns, and a turquoise halo glow. Sign will read 'TOTAL WIRELESS'.
 - The sign is composed of individually mounted 5" halo lit channel letters, painted white faces, with Total Red (PMS 2035C) painted returns. LED lighting will emit a Turquoise halo glow. Sign elements are constructed entirely of metal, acrylic, and vinyl.
- This is the only application under review by this body for this site. This sign is to be mounted on the façade facing North Lamar Street.
- Applicant has submitted for a Certificate of Appropriateness to the Office of Historic Preservation which was approved on 1/23/2026 - COA-26-000012
- Construction of the proposed sign is in accordance with SPSPD 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.

(3) FLAT ATTACHED SIGN means an attached sign projecting four or less inches from a building.

(16) TYPE B FACADE means a facade with a total window area comprising less than 30 or more than 50 percent of the total facade area.

(5) LOWER LEVEL SIGN means a sign partially or wholly situated below the top of the first floor windows or, if there are no first floor windows, below a point 12 feet above grade.

51A-7.1005(d) FLAT ATTACHED SIGNS ON TYPE B FACADES

(1) No premise may have more than three flat attached signs on each Type B facade.

(2) No flat attached sign on a Type B facade may contain more than eight words with characters four or more inches in height. Words consisting of characters less than four inches in height may be used without limit.

This façade will contain one flat attached sign containing two words equal to or greater than four inches.

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

FPAC3P W. End, LLC
2082 Michelson, 3rd Floor
Irvine, CA 92612

Officer names: Coleman Pamuk, Assistant Property Manager

Tenant Ownership

A Team Wireless, LLC
800 Ross Ave, Ste 180B
Dallas, TX 75202

Officer names: Bryce Han, MBR

SSDAC Action:

February 10, 2026

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

An application for a Certificate of Appropriateness by Moises Silverio of Mr Mo Signs & Outdoor Services, for a 66.1-square-foot LED illuminated channel letter sign at 407 N LAMAR ST, 180C (NORTHEAST ELEVATION).

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

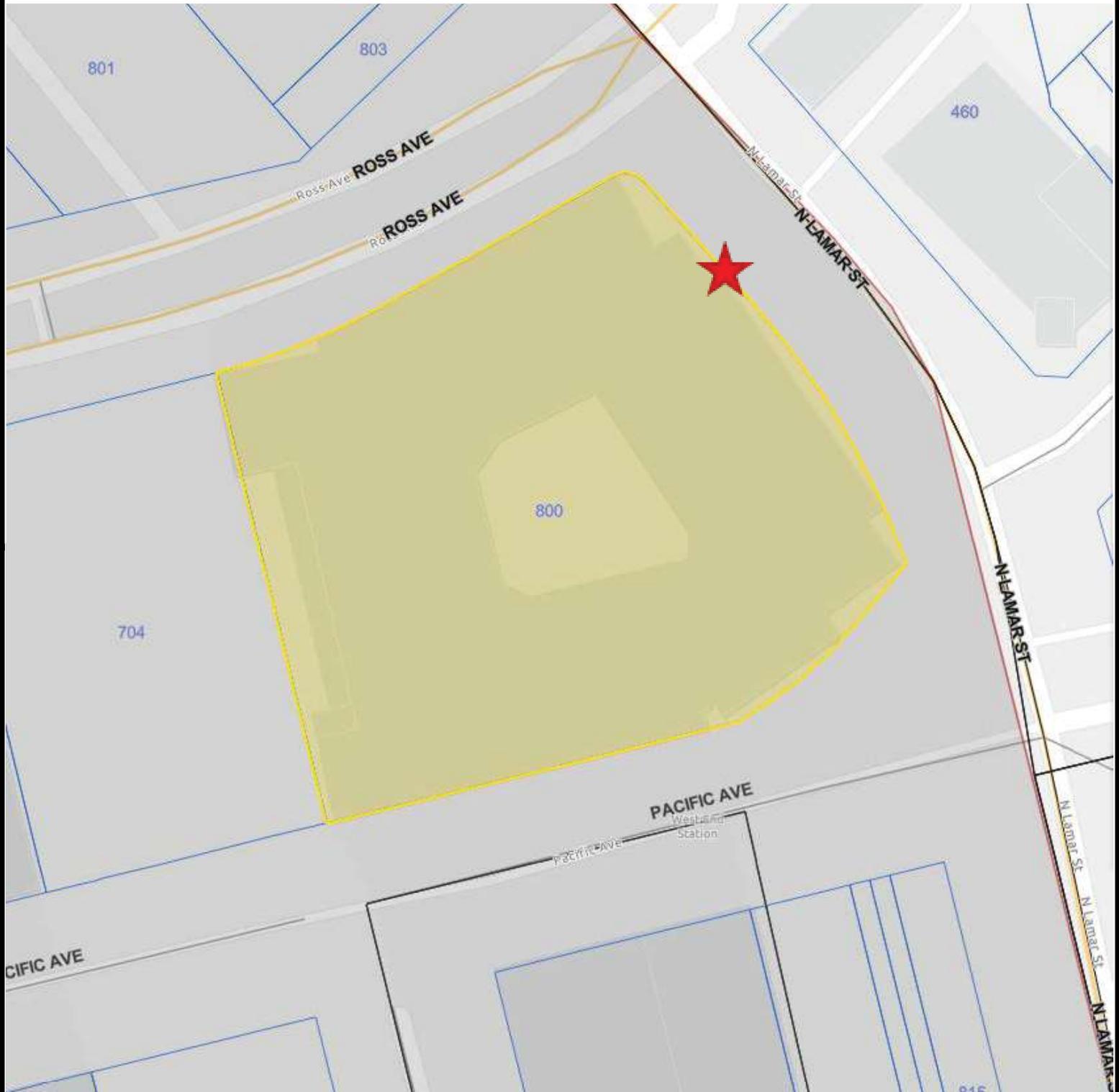
For: 5 - Peadon, Webster, Dumas, Hardin and
Coffman
Against: 0 - none
Absent: 0 - none
Conflict: 0 - none

Speakers: none



Aerial Map - 407 N Lamar St

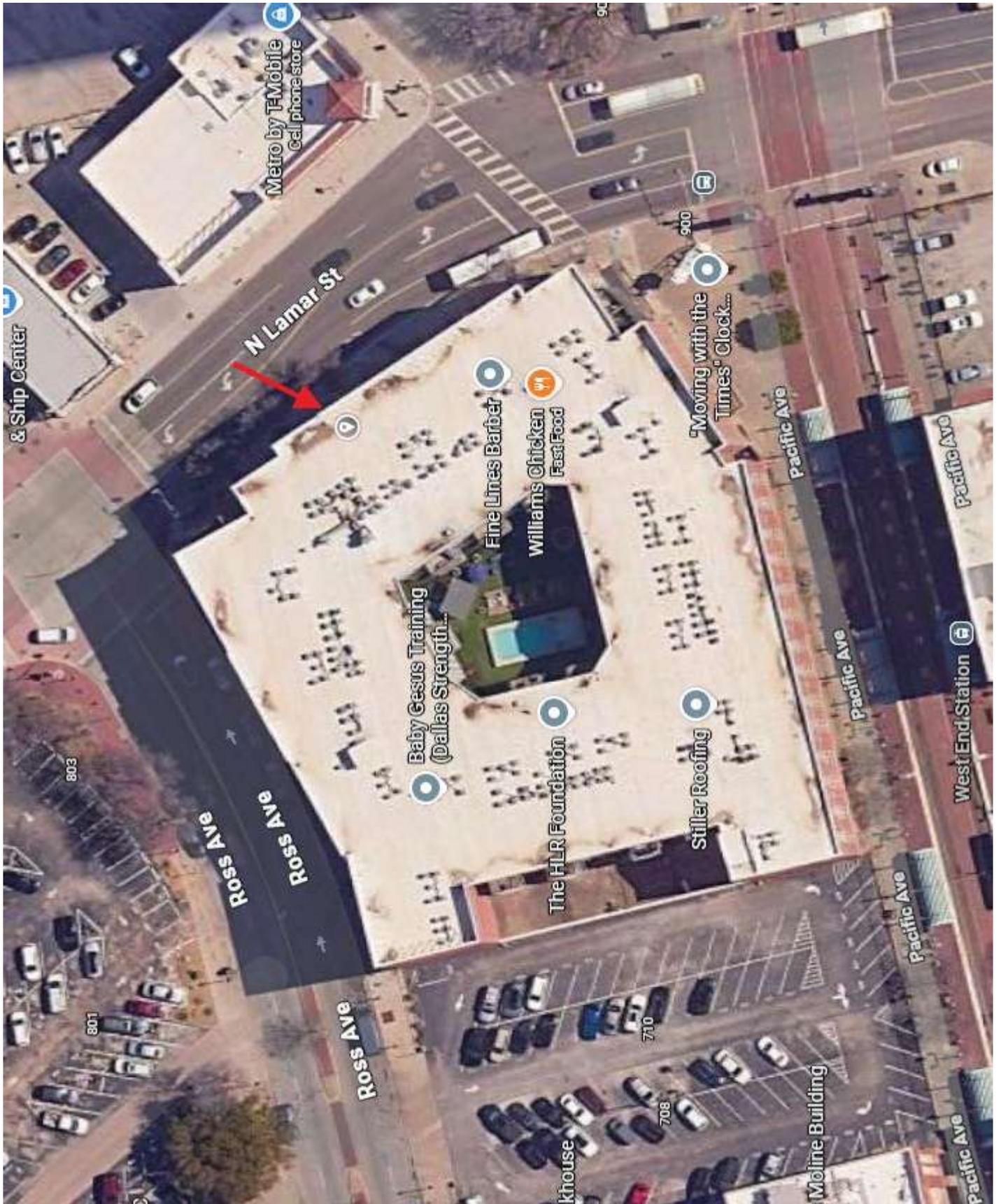
Printed Date: 2/2/2026



Printed Date: 2/2/2026

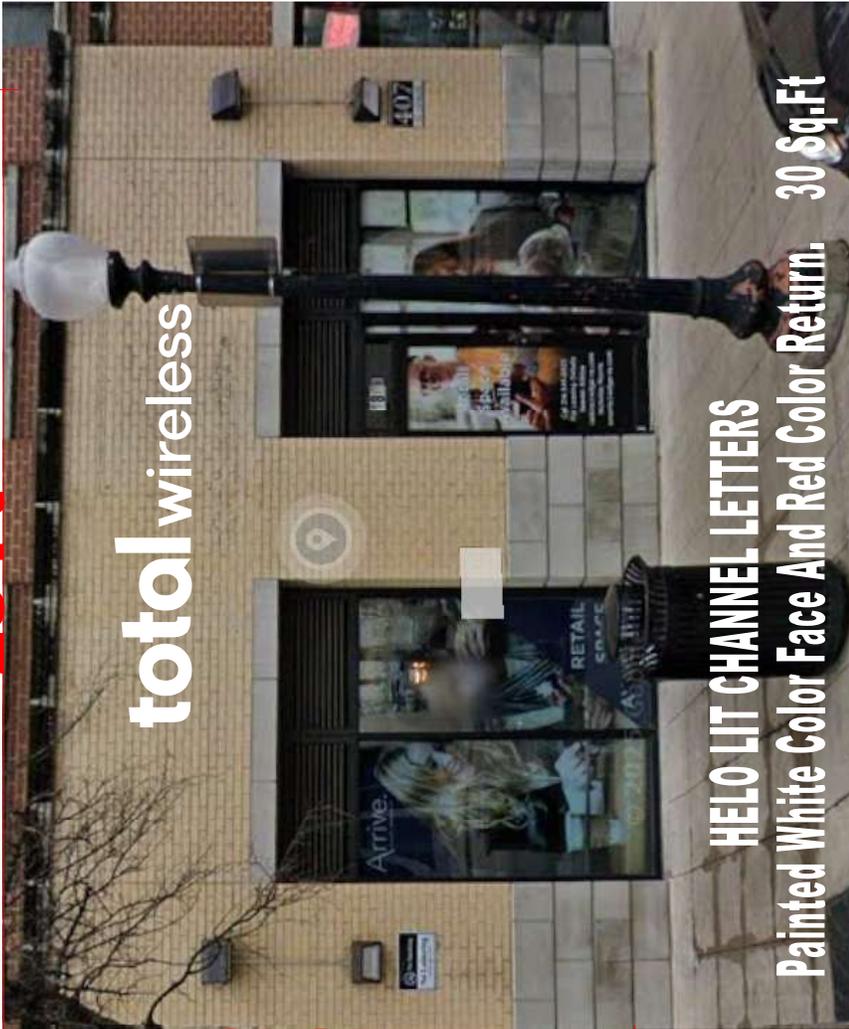


Zoning Map - 407 N Lamar St



Northeast Side

23 Ft



total wireless

HELIO LIT CHANNEL LETTERS

Painted White Color Face And Red Color Return. 30 Sq.Ft

15 ft

33-10

11.5 Ft

total wireless

2.5 ft



total wireless

LED REVERSE CHANNEL LETTER

COLOR SPECIFICATIONS

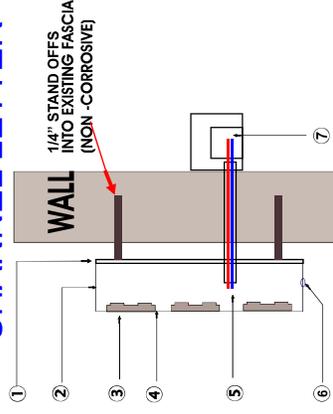
White Paint Will Match #7328 White acrylic

RETURN: .063" aluminum painted Total Red (PMS 2035C),

satin finish; reflective white interior surface

FILM: 3M Translucent Film #3630-236 Turquoise

LED: White LED modules; 6500K



- ① 1/8" CLEAR LEXAN
- ② RETURN 2447 White
- ③ LEDS
- ④ 1/8" ALUMINUM FACE
- ⑤ LED 18G WIRE
- ⑥ WEEP HOLES
- ⑦ LED POWER SUPPLY



This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

MR. MO SIGNS

214 497 9347

Client:
Eduardo Avila

Location:
407 N Lamar St,
Dallas, TX 75202

ELECTRICAL NOTES

- Sign Company DOES NOT provide primary electrical to sign.
Power to the sign must be done by a licensed electrical contractor or licensed
Each sign must have: 1. A minimum of one dedicated 120V 20A cir
2. Junction box installed within 6 feet of sign
3. Three wires: Line, Ground, Neutral

FACADE SQ.FT.-14,235
WINDOW AREA- 3,430.6
WINDOW %- 24.1

TYPE B FACADE

THIS WILL BE THE THIRD
AND FINAL SIGN ALLOWED
ON THIS FACADE

REVIEWED

By TREVOR LUMSDEN at 8:51 am, Jan 14, 2026

Trevor Lumsden

219 ft

65 ft



MR. MO SIGNS
214 497 9347

Client:
Eduardo Avila

Location:

407 N Lamar St
Dallas TX, 75202

January 23, 2026

MOISES SILVERIO
MR MO SIGNS & OUTDOOR SERVICES
2003 MICHIGAN AVENUE
DALLAS, TX 75216

**RE: COA-26-000012
REVIEW OF YOUR CERTIFICATE OF APPROPRIATENESS APPLICATION
407 N LAMAR ST 180B**

Dear Moises Silverio:

Enclosed is a copy of the Certificate of Appropriateness (CA) application that you submitted for review on .

Be aware that you may need to bring your CA and approved drawings and/or blueprints to Building Inspection for a building permit. Before starting any approved work, be sure to post your CA in a front window or other prominent location on the structure so it may be seen by City officials to ensure work is performed as approved. Please see enclosed Certificate of Appropriateness for details.

Please find enclosed Certificate of Appropriateness for details.

PLEASE NOTE: You have the right to appeal this decision within 30 days from the Landmark Commission review date. The enclosed ordinance lists the fee schedule for appeals. To submit an appeal application, you may do so via your Accela account. The application for appeal must be submitted to our office by 5:00 P.M. on . For information regarding the appeals process, please email Elaine Hill at Phyllis.hill@dallas.gov.

Please make checks payable to the City of Dallas.

If you have any questions, please contact me by phone at 214-670-5786 or email at raeesaparvez.patel@dallas.gov.



Raeesa Parvez Patel
Planner I

c: Moises Silverio
Enclosure

Certificate of Appropriateness

Routine

PLANNER: Raeesa Parvez Patel

FILE NUMBER: COA-26-000012

DATE FILED:

LOCATION: 407 N LAMAR ST 180B

DISTRICT:

COUNCIL DISTRICT:

CENSUS TRACT:

ZONING:

APPLICANT: Moises Silverio
MR MO SIGNS & OUTDOOR SERVICES

REPRESENTATIVE:

OWNER: total wirreless

The staff decision is:

Information regarding requests:

- 1) Signs: Certificate of Appropriateness to install the signage, Reverse Lit Channel Letter
Approve with Conditions

Approve the proposed work with the condition that the sign installation shall not involve drilling, embedding, or any other disturbance of the brick masonry units. All hardware affixed to the wall, including screws, shall be installed exclusively within the mortar joints.

That the sign should not contain any flashing or moving elements or change its brightness.

As conditioned, the work meets the criteria in Preservation Section 51P-87.111(a)(15), the standards in City Code Section 51A-4.501(g)(5)(B) and Section 51A- 7.1005 and 51A-7.1004(a)(1) of Ordinance no. 22112.



Office of Historic Preservation

January 23, 2026

Date

Please take any signed drawings to Building Inspection for permits.

COA-26-000012 - WE-407 N LAMAR ST ROUTINE MAINTENANCE

Menu Reports Help

File Date: [01/12/2026](#)

Application Status: [Document Received](#)

Assigned To: [Raeesa Parvez Patel](#)

Description of Work: [1 set of reverse channel letter reads - Total wireless it is on historical land mark.](#)

Application Detail: [Detail](#)

Application Name: [WE-407 N LAMAR ST](#)

Application Type: [Certificate of Appropriateness](#)

Documents:	File Name	Document Group	Category	Description	Type	Docurr
	lamar building.pdf	PLNG_COA	Plans - Elevation	BUILDING	application/pdf	Upload
	LETTER.pdf	PLNG_COA	Other Support D...	LETTER	application/pdf	Upload
	OFFICER LIST.pdf	PLNG_COA	Document	OFFICER LIST.pdf	application/pdf	Upload
	TOTAL REVER.pdf	PLNG_COA	Plans - Site Plan	SIGN	application/pdf	Upload
	total building banner.jpg	PLNG_COA	Photos	banner removal	image/jpeg	Upload
	Sign Letter by Trevor ...	PLNG_COA	Other Support D...		application/pdf	Upload
	Show all					

Address: [180B](#)

Owner Name:

Owner Address:

Parcel No:

Contact Info:	Name	Organization Name	Contact Type	Contact Primary Address	Status
	Moises Silverio	MR MO SIGNS & O...	Applicant	Mailing_2003 Michigan...	Active
	Moises Silverio	total wirreless	Property Owner	Mailing_2082 Michelso...	Active

Licensed Professionals Info:	Primary	Registration Number	License Type	Name	Business Name	Business License #

Total Fee Assessed: [\\$0.00](#)

Total Fee Invoiced: [\\$0.00](#)

Balance: [\\$0.00](#)

Custom Fields: General Information

Reason for Proposed Change(s)	Certificate Type
New Business	Certificate of Appropriateness
Did you already have a Courtesy Review?	
No	
Structure Type	Building Permit Required?
-	

State Legislature

SB 15 Small Lot Development	SB 840 Development Standards
SB 840 Conversion from Office, Retail, or Warehouse to MF/MU-R	

Key Dates - COA

Application Received Date	Proposed Landmark Commission Hearing Date
-	-
COD Expiration Date	
-	

PDox Information

PDox Number

-

Work Details



ROUTINE MAINTENANCE

Proposed Work	Type of Work	Description	Instructions	Task Force Name	Task Force Status	Task Force Reason	Task Force Date	Staff Status	Staff Reas
Signs	Install	Certificate of Appropriateness to install the signage, Reverse Lit Channel Letter	Show sign location (i.e., elevation drawing, photograph showing proposed location marked, rendering, or site plan). Provide photo and specifications (i.e., dimensions and material) for proposed sign.					Approve with Conditions	Approve th proposed v with the condition th the sign installation shall not involve drill embedding any other disturbanc the brick masonry w All hardwai affixed to th wall, including screws, sh: be installec exclusively within the mortar joint That the sig should not contain any flashing or moving elements o change its brightness. As conditione the work meets the criteria in Preservatic Section 51.87.111(a)(1 the standa in City Cod Section 51A-4,501(5)(B) and Section 51.7,1005 anc 51A-7,1004(a)(of Ordinanc no. 22112.

GIS Information

Parcel Number (Number) Service Layer Attribute Value Census Tract Number (Number) Council District School District Escarpment Floodplain

Workflow Status:

Task	Assigned To	Status	Status Date	Action By
Application Intake	Raeesa Parvez P...	Additional I...	01/16/2026	Raeesa Parvez P...
Task Force Review				
Plans Distribution				
Planning Review				
Plans Coordination				
Docket Preparation				
Landmark Commission He...				
Decision Notification				
Appeal Period				
Case Complete				

Condition Status:

Name	Short Comments	Status	Apply Date	Severity	Action By

Application Comments:

View ID	Comment	Date

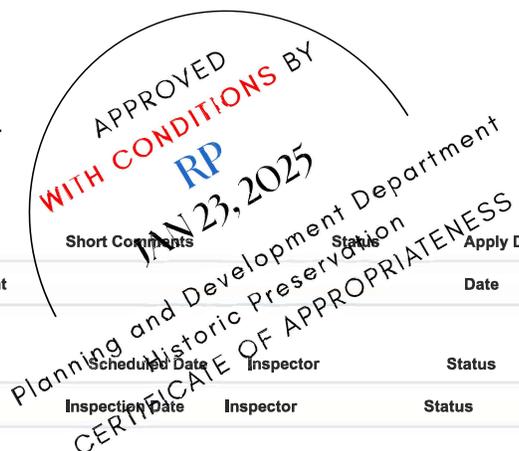
Initiated by Product: ACA

Scheduled/Pending Inspections:

Inspection Type	Scheduled Date	Inspector	Status	Comments

Resulted Inspections:

Inspection Type	Inspection Date	Inspector	Status	Comments



Dr. Dunn,

This sign, at the location shown, as rendered meets ordinance and will require an approved CoA to obtain sign permits.

Thank you,
Trevor Lumsden

Trevor Lumsden

Trevor Lumsden
Sr. Plans Examiner

Planning and Development
320 E Jefferson, LL04
Dallas, TX 75203
Office: (214) 948-4343 | Cell: (214) 918-8002
Email: Trevor.Lumsden@Dallas.gov



Connect. Collaborate. Communicate.

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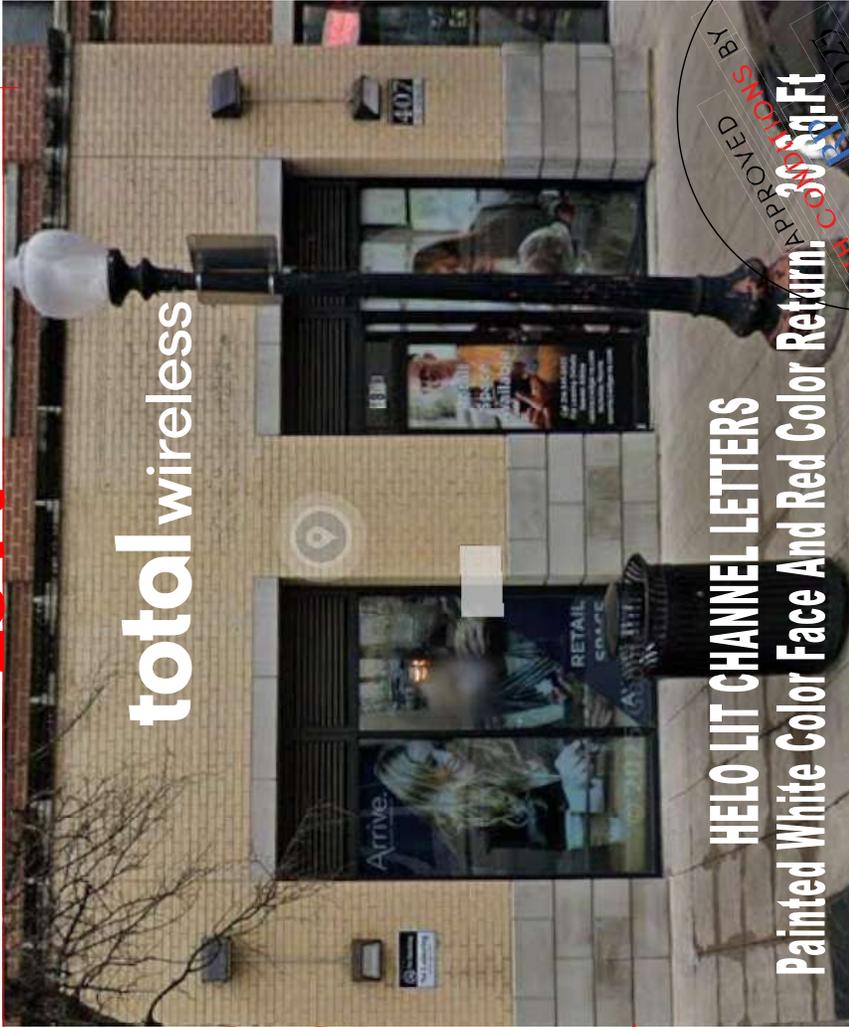
APPROVED
WITH CONDITIONS
JAN 25 2025
Planning and Development Department
Historic Preservation
CERTIFICATE OF APPROPRIATENESS

Northeast Side

23 Ft

total wireless

15 ft



HELIO LIT CHANNEL LETTERS

Painted White Color Face And Red Color Return. 36x4.1 Ft

11.5 Ft

2.5 Ft

total wireless

MR. MO SIGNS
214 497 9347

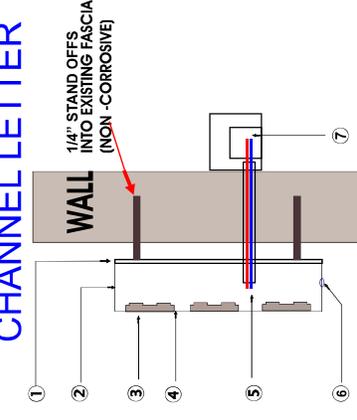
Client:
Eduardo Avila

Location:
407 N Lamar St,
Dallas, TX 75202

APPROVED

total wireless

LED REVERSE CHANNEL LETTER



COLOR SPECIFICATIONS

- White Paint Will Match #7328 White acrylic
- RETURN: .063" aluminum painted Total Red (PMS 2035C), satin finish; reflective white interior surface
- FILM: 3M Translucent Film #3630-236 Turquoise
- LED: White LED modules; 6500K



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- ② RETURN 2447 White
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2. Junction box installed within 6 feet of sign
3. Three wires: Line, Ground, Neutral

219 ft

65 ft
33-18



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