

Planner: Oscar Aguilera

FILE NUMBER: SPSD234-003 **DATE INITIATED:** August 20, 2024

LOCATION: Southwest corner of Main Street and South Austin Street

COUNCIL DISTRICT: 14

SIZE OF REQUEST: Approx .057 acres **CENSUS TRACT:** 31.01

REPRESENTATIVE: Jackson Walker LLP / Suzan Kedron & Victoria Morris

APPLICANT: Big Outdoor Texas, LLC

OWNER: The Lawyers Building of Texas, Inc

REQUEST: An application to create a new subdistrict, Lawyers Building, within the West End Historic Sign District on a property zoned CA-1(A) Central Area District with Historic Overlay No 2.

SUMMARY: The applicant proposes to create a new subdistrict that would allow one supergraphic sign to be located on the east wall face of the property's building.

CPC RECOMMENDATION: Held to December 5, 2024, moved to January 23, 2025, due to an omission error for the December 5th CPC Agenda.

SSDAC RECOMMENDATION: Approval, subject to conditions.

STAFF RECOMMENDATION: Approval.

WEST END HISTORIC SIGN DISTRICT

https://codelibrary.amlegal.com/codes/dallas/latest/dallas_tx/0-0-0-87204

BACKGROUND INFORMATION:

- On June 22, 2016, the City Council approved the West End Historic Sign District.
- The West End Historic SPSP allows supergraphics in three subdistricts – the Purse Building, Antioch Church, and MKT Subdistrict.
- Currently the Purse Building has a 6,500-square-foot supergraphic sign and the Antioch Church building has a 4,800-square-foot supergraphic sign. Currently, no supergraphic sign for the MKT building has been posted.
- On August 14, 2024, the City Council approved the Creation of the MTK West End Historic Sign District subdistrict. The proposed West End Historic Lawyers Building of Dallas subdistrict is located immediately north of the MTK building.
- Dallas City Code Section 51A-7.102(16.1) states that a HIGHWAY BEAUTIFICATION ACT (HBA) SIGN means a non-premise sign that is within 660 feet of an expressway or new expressway right-of-way and whose message is visible from the main traveled way.
- The Designation Committee and the Landmark Commission have reviewed the proposed supergraphic sign and support this request with conditions. The conditions are that ties (hardware fasteners) are involved in helping the signage. The structure ties must be attached via the mortar joints to protect the building's masonry.
- On October 8, 2024, the Special Sign District Advisory Committee recommended approval of this request with the condition that structure ties must be attached via the mortar joints to protect the masonry of the building.
- On November 21, 2024, the City Plan Commission held this application until the December 5, 2024, public hearing to provide the opposition and the applicant time to settle differences regarding the supergraphic sign proposal. However, due to an omission error, the application was not included in the December 5th CPC agenda. This application was rescheduled and re-noticed to January 23, 2025, at the CPC public hearing.
- This application is being fast-tracked to the February 12, 2025, City Council Public hearing.

STAFF ANALYSIS:

The requested site is developed with the lawyers' building. This structure is located within the West End Historic District (H/2) and adjacent to a developed lot with a surface parking lot.

The applicant seeks to create the new subdistrict solely to allow the supergraphic. The property is currently used as an office building and the property is surrounded by CA-1(A) zoning district. The proposed supergraphic “will contribute to the building’s commercial viability without harming the look and feel of the historic district.”

The proposed subdistrict would allow one supergraphic sign to be located on the east wall face of the property’s building. Staff recommends that the supergraphic sign’s minimum effective area be 1,200 square feet with a maximum effective area of 6,500 square feet. The proposed height may not be lower than 10 feet above grade level. The supergraphic sign would comply with the Dallas Building Code and all other ordinances, rules, and regulations of the City of Dallas.

Staff **recommends approval**. The proposed supergraphic sign’s message is fronting Main Street and is not visible to vehicles traveling on Commerce Street, which is one-way at this location. The supergraphic sign’s message is only visible to pedestrians or vehicles traveling westbound on Main Street and Austin Street. The supergraphic sign would not be visible to drivers traveling on Lamar St, which is classified as an HBA highway. The supergraphic sign would be limited to a maximum area, display duration, and minimum height.

Comparison of supergraphic sign regulations

	Antioch Church Subdistrict – West End	Purse Building Subdistrict – West End	MKT Subdistrict– West End	Lawyers Building Subdistrict
Number	1 (east façade)	1 (east façade)	1 (east façade)	1 (east façade)
Size	2,500 sf - 6,500 sf	2,500 sf - 6,500 sf	1,200 sf - 6,500 sf	1,200 sf - 6,500 sf
Display duration	Six months	No limit	Six months	Six months
Sunset	9-27-2027	Does not sunset	Does not sunset	Does not sunset
Other		Required not to cover existing painted signs.	The height may not be lower than 10 feet above grade level.	The height may not be lower than 10 feet above grade level

East façade- View from Main St.



East façade- View from Austin St.



East façade- View from Lamar St.



East façade - View from Commerce St.



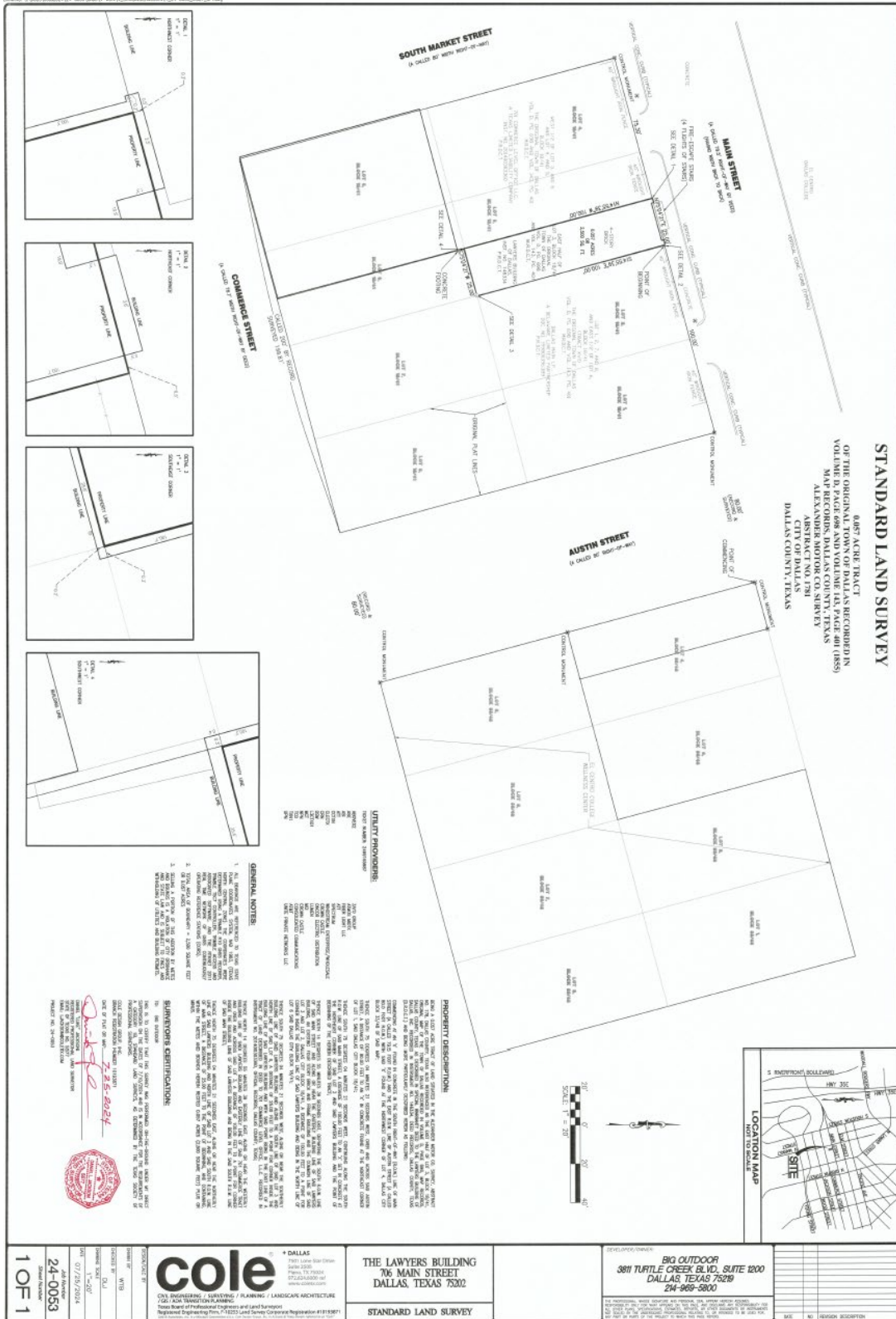
Purse Building



Antioch Church Building



Site Plan/Survey



1 OF 1
 24-0053
 07/27/2024

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THE LAWYERS BUILDING
 706 MAIN STREET
 DALLAS, TEXAS 75202

STANDARD LAND SURVEY

BIG OUTDOOR
 3811 TURTLE CREEK BLVD., SUITE 1200
 DALLAS, TEXAS 75218
 214-969-5800

NO. 1	NO. 2	NO. 3	NO. 4	NO. 5	NO. 6	NO. 7	NO. 8	NO. 9	NO. 10

List of Officers for
Big Outdoor Texas, LLC

Brad Berkley, CEO
Erin Watkins, Secretary

CPC action
June 20, 2024

Motion: It was moved to hold this item to the December 5th, 2024, City Plan Commissioner Public Hearing, to provide the opposition and the applicant time to settle differences regarding the supergraphic sign proposal.

Maker: Sleeper
Second: Shidid
Result: Carried: 10 to 4

For: 10 - Chernock, Hampton, Forsyth, Shidid,
Carpenter, Blair, Sleeper, Housewright,
Sleeper, Epper

Against: 4 – Wheeler, Herbert, Rubin, Hall
Absent: 0 -
Vacancy: 0
Conflict: 1 - Kingston**

**out of the room when the vote was taken

Notices:	Area: 500	Mailed: 49
Replies:	For: 1	Against: 1

Speakers: None

SSDAC action
October 8, 2024

MOTION: It was moved to approve the creation of the Lawyers Building, within the West End Historic Sign District. The Special Sign District Advisory Committee recommended approval of the creation of the Lawyers Building, within the West End Historic Sign District with the condition that structure ties must be attached via the mortar joints to protect the masonry of the building.

Maker: Webster
Second: Peadon
Result: Carried: 4 to 0

For: 4 - Peadon, Webster, Hardin, & Carpenter.
Against: 0
Absent: 2 – Haqq and Dumas
Conflict: 0

Speakers – Victoria Morris
Erin Watkins
Steve Edgington

Division 51A-7.1000. West End Historic Sign District.

SEC. 51A-7.1001. DESIGNATION OF WEST END HISTORIC SIGN DISTRICT.

(a) The West End Historic Sign District is hereby recognized as that area of the city within the boundaries described in the Exhibit A attached to Ordinance No. 30139, passed by the Dallas City Council on June 22, 2016.

(b) The Purse Building subdistrict is hereby created within the West End Historic Sign District. The boundaries of the Purse Building subdistrict are described in Exhibit B attached to Ordinance No. 30139, passed by the Dallas City Council on June 22, 2016.

(c) The Antioch Church subdistrict is hereby created within the West End Historic Sign District. The boundaries of the Antioch Church subdistrict are described in Exhibit C attached to Ordinance No. 30663, passed by the Dallas City Council on September 27, 2017.

(d) The MKT subdistrict is hereby created within the West End Historic Sign District. The boundaries of the MKT subdistrict are described in Exhibit D attached to Ordinance No. 32817, passed by the Dallas City Council on August 14, 2024.

(e) The Lawyers Building subdistrict is hereby created within the West End Historic Sign District. The boundaries of the Lawyers Building subdistrict are described in Exhibit E attached to Ordinance No. _____, passed by the Dallas City Council on _____, 2024. (Ord. Nos. 19455; 21404; 22112; 26027; 30139; 30663; 32817; _____)

SEC. 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 ensure 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)

SEC. 51A-7.1003. DEFINITIONS.

In this division:

(1) BANNER means a sign attached to or applied on a strip of cloth and temporarily attached to a building or structure. Canopy signs and political flags are not banners.

(2) CANOPY SIGN means a sign attached to, applied on, or supported by a canopy or awning.

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

(4) GENERIC GRAPHICS means any pattern of shapes, colors, or symbols that does not commercially advertise.

(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.

(6) MARQUEE means a permanent canopy projecting over the main entrance of a building. A marquee is considered to be part of the building.

(7) MARQUEE SIGN means a sign attached to, applied on, or supported by a marquee.

(8) NIGHT means the time period from one-half hour after sunset to one-half hour before sunrise.

(9) PAINTED APPLIED SIGN means a sign painted directly on to the exterior facade of a building, not including doors and windows.

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

(11) PROMOTIONAL MESSAGE means a message that identifies or promotes a cultural activity or event that benefits the city. Benefit to the city is established by:

(A) use of city property in accordance with a contract, license, or permit;

(B) the receipt of city monies for the activity or event; or

(C) resolution of the city council that recognizes the activity or event as benefitting the city.

(12) ROOF SIGN means a sign that is attached by sign supports to the roof of a building.

(13) SIGN HARDWARE means the structural support system for a sign, including the fastening devices that secure a sign to a building facade or pole.

(14) THIS DISTRICT means the West End Historic Sign District.

(15) TYPE A FACADE means a facade with a total window area comprising between 30 and 50 percent (inclusive) of the total facade area.

(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.

(17) UPPER LEVEL SIGN means a sign wholly situated above the top of the first-floor windows or, if there are no first floor windows, above a point 12 feet above grade.

(18) WELCOME MESSAGE means a message that identifies and greets heads of state, foreign dignitaries, groups using city property in accordance with a contract, license, or permit, or government organizations.

(19) WINDOW ART DISPLAY means an exhibit or arrangement placed within a storefront window of a building and designed to be viewed from a street.

(20) WINDOW SIGN means a sign painted on or affixed to a window. (Ord. Nos. 19455; 21404; 22112; 26027)

SEC. 51A-7.1004. GENERAL REQUIREMENTS FOR ALL SIGNS.

(a) Pursuant to the authority of Section 51A-7.503 of this article, the rules relating to the erection of all signs in the West End Historic Sign District are as follows:

(1) No illuminated sign may contain flashing or moving elements or change its brightness, except as otherwise provided in this division.

(2) Except for a marquee sign or a sign constructed of fiberglass, no sign may be illuminated by fluorescent or back lighting. The use of indirect lighting is allowed.

(3) The use of neon and single incandescent bulbs is allowed.

(4) Except for a marquee sign, the use of plastic on the exterior of a sign is prohibited. For purposes of this provision, fiberglass is not considered to be plastic.

(5) The use of a fluorescent color on a sign is prohibited.

(6) No sign or part of a sign may move or rotate, with the exception of a wind device, the motion of which is not restricted.

(7) Except as provided in Sections 51A-7.1008 and 51A-7.1009, all signs must be premise signs or convey a noncommercial message.

(8) No sign may cover or obscure any portion of a major decorative cornice of a building.

(b) The following typestyles are suggested, but not required, for signs in this district: Americana Extra Bold, Aster Bold, Baskerville Bold, Bodoni Bold, Bookman Bold, Caslon No. 3, Cheltenham Bold, Copperplate Gothic 31, Craw Modern, Egyptian 505 Bold, Garamond Bold, Gothic 13, Goudy Extra Bold, Times Roman Bold. (Ord. Nos. 19455; 21404; 21626; 22112; 22392; 26027)

SEC. 51A-7.1005. ATTACHED SIGNS.

Pursuant to the authority of Section 51A-7.503 of this article, the rules relating to the erection of attached signs in the West End Historic Sign District are as follows:

(a) Attached signs in general.

(1) Attached signs must be securely attached.

(2) Attached signs overhanging the public way are permitted, except that no sign may project closer than two feet to the vertical plane extending through the back of a street curb.

(3) Attached signs projecting horizontally more than 18 inches from a vertical building surface are prohibited.

(4) Except for a painted applied sign or a marquee sign, no attached sign may exceed 30 square feet in effective area unless it is:

(A) attached to a building having more than six stories; and

(B) at least 36 feet above grade.

(5) An attached sign, other than a roof sign, must be mounted parallel to the facade and may not project more than six feet above the surface to which it is attached.

(b) Canopy signs.

(1) No canopy sign may:

(A) be lower than 10 feet above grade, except that a sign may be as low as eight feet above grade if it does not project more than one-half inch from the surface of the canopy; or

(B) project vertically above the surface of the canopy or awning.

(2) The total effective area permitted for all canopy signs combined on a premise is the product obtained by multiplying 20 square feet times the number of street entrances to the premise.

(c) Flat attached signs on Type A facades.

(1) The maximum number of lower level flat attached signs permitted on a Type A facade is the sum obtained by counting all of the street entrances and first floor windows on that facade.

(2) No lower level flat attached sign on a Type A facade may exceed six feet in effective area.

(3) The maximum permitted effective area for all upper level flat attached signs combined on each Type A facade is 30 square feet.

(4) No upper level flat attached sign on a Type A facade may contain more than eight words. All words must:

(A) consist of characters eight inches or more in height; and

(B) read horizontally from left to right.

(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.

(e) Marquee signs.

(1) No marquee sign may exceed 90 square feet in effective area unless it is for a theater, in which case it may not exceed 400 square feet in effective area.

(2) Marquee signs must:

(A) be parallel to the surface to which they are attached; and

(B) have a minimum height dimension of two feet.

(3) Except for a marquee sign for a theater, all words on a marquee sign must consist of changeable individual characters.

(4) Marquee signs may have flashing lights.

(5) The following provisions apply to a marquee sign for a theater:

(A) No more than 10 percent of its effective area may contain fixed characters.

(B) No more than 75 percent of its effective area may contain changeable characters.

(C) It may contain an unlimited number of words consisting of changeable characters.

(f) Painted applied signs on Type A facades.

(1) No lower level painted applied signs on a Type A facade may contain words consisting of characters more than eight inches in height.

(2) No upper level painted applied sign on a Type A facade may contain more than eight words. All words must:

(A) consist of characters eight or more inches in height; and

(B) read horizontally from left to right.

(g) Painted applied signs on Type B facades.

(1) No painted applied sign on a Type B facade may contain more than eight words consisting of characters exceeding four inches in height. Words consisting of characters four or less inches in height may be used without limit.

(2) No more than 60 percent of a Type B facade may be covered by painted applied signs.

(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 lower.

(i) Window signs. No window sign may:

(1) contain words consisting of characters eight or more inches in height;

(2) have a painted background; or

(3) cover more than 25 percent of the window surface area.

(j) Roof signs.

(1) Only buildings having six or more stories may have roof signs.

(2) No more than one roof sign may be located above each facade.

(3) No roof sign may be erected on a roof:

(A) lower than the sixth story ceiling;

- (B) that is not the main roof of a building; or
- (C) of a penthouse.

(4) A roof sign and its sign supports may not be located within four feet of a parapet wall or the outer edge of a building.

(5) The sign supports for a roof sign must consist of open, exposed metal framing. The metal must be painted, coated, or of a material that will not rust or corrode.

(6) No roof sign may project above the roof more than one-fourth of the building height.

(7) The effective area of a roof sign may not exceed 800 square feet. (Ord. Nos. 19455; 20927; 21404; 21626; 22112; 26027)

SEC. 51A-7.1006. DETACHED SIGNS.

Pursuant to the authority of Section 51A-7.503 of this article, the rules relating to the erection of detached signs in the West End Historic Sign District are as follows:

(1) No premise which maintains an attached sign of any type may have a detached sign.

(2) No detached sign may:

- (A) have an effective area greater than 12 square feet;
- (B) have a total height greater than 15 feet; or

(C) be located less than five feet from a public right-of-way. (Ord. Nos. 19455; 21404; 22112; 26027)

SEC. 51A-7.1007. SPECIAL PURPOSE SIGNS.

Pursuant to the authority of Section 51A-7.503 of this article, the rules relating to the erection of special purpose signs in the West End Historic Sign District are as follows:

(a) Attached special purpose signs.

(1) Attached special purpose signs may be displayed on a premise a maximum of ten time periods in each calendar year for a maximum of 15 days per time period. No more than one attached special purpose sign may be displayed on a premise at any given time.

(2) Special purpose signs attached to a window may not cover more than 25 percent of the window surface area.

(3) No more than one banner may be displayed on a premise in each calendar year. The maximum permitted period of display is 30 consecutive days.

(b) Detached special purpose signs.

(1) No detached special purpose sign is permitted on a sidewalk less than seven feet wide. All detached special purpose signs must be placed so that a minimum seven-foot wide clear passageway is maintained for pedestrian traffic.

(2) No detached special purpose sign may:

- (A) be displayed at night;
- (B) be more than 30 inches from a building; or
- (C) exceed a height of four feet.

(3) No more than one detached special purpose sign may be displayed on a premise at any given time. (Ord. Nos. 19455; 21404; 22112; 26027)

SEC. 51A-7.1007.1. PURSE BUILDING SUBDISTRICT.

(a) In general. Except as provided in this division, the provisions of the West End Historic Sign District apply in this subdistrict.

(b) Definitions. In this subdistrict:

(1) SUPERGRAPHIC SIGN means a large attached premise or non-premise sign on a mesh or fabric surface, or a projection of a light image onto a wall face without the use of lasers.

(2) WALL FACE means an uninterrupted blank plane of a wall, from vertical edge to vertical edge, from its highest edge to its lowest edge. Edges can be established by a distinct change in materials or off-set which runs across (transects) the entire wall in a straight line.

(c) Supergraphic sign.

(1) Number. A maximum of one supergraphic sign is permitted.

(2) Visual display and coverage.

(A) The supergraphic sign must have one large visual display with a minimum of 80 percent non-textual graphic content (no more than 20 percent text).

(i) Multiple displays giving an appearance of multiple signs are prohibited.

(ii) The effective area of text is the sum of the areas within minimum imaginary rectangles of vertical and horizontal lines, each of which fully contains a word.

(B) The supergraphic sign is intended to be creative and artful and not strictly a representation of an advertised product. It is the intent of this provision to:

(i) encourage the use of illustrative images or other non-repetitive design elements;

(ii) encourage visually interesting, vibrant, and colorful designs;

(iii) discourage use of solid colors or repetitive design elements; and

(iv) discourage an image of a single product or product logo without other graphic elements.

(C) The supergraphic sign may be internally or externally illuminated. If internally illuminated, the supergraphic sign may consist of translucent materials, but not transparent materials.

(D) The supergraphic sign may not extend beyond the edge of the face of the building to which it is attached.

(3) Effective area. Minimum permitted effective area is 2,500 square feet. Maximum permitted effective area is 6,500 square feet.

(4) Height. The supergraphic sign may not be lower than 10 feet above grade level.

(5) Location. The supergraphic sign may only be located on the east facade of the building.

(6) Additional provisions.

(A) All hardware fasteners for the supergraphic sign must comply with the Dallas Building Code and all other ordinances, rules, and regulations of the City of Dallas.

(B) The supergraphic sign may not be a Highway Beautification Act (HBA) sign as defined in Section 51A-7.102.

(C) The existing painted sign on the east facade must remain uncovered and visible.

(Ord. Nos. [30139](#); [31204](#))

SEC. 51A-7.1007.2. ANTIOCH CHURCH SUBDISTRICT.

(a) In general. Except as provided in this division, the provisions of the West End Historic Sign District apply in this subdistrict.

(b) Definitions. In this subdistrict:

(1) SUPERGRAPHIC SIGN means a large attached premise or non-premise sign on a mesh or fabric surface, a projection of a light image onto a wall face without the use of lasers, or painted or vinyl adhesive signage.

(2) WALL FACE means an uninterrupted blank plane of a wall, from vertical edge to vertical edge, from its highest edge to its lowest edge. Edges can be established by a distinct change in materials or off-set which runs across (transects) the entire wall in a straight line.

(c) Supergraphic sign.

(1) Number. A maximum of one supergraphic sign is permitted.

(2) Visual display and coverage.

(A) The supergraphic sign must have one large visual display with a minimum of 80 percent non-textual graphic content (no more than 20 percent text).

(i) Multiple displays giving an appearance of multiple signs are prohibited.

(ii) The effective area of text is the sum of the areas within minimum imaginary rectangles of vertical and horizontal lines, each of which fully contains a word.

(B) The supergraphic sign is intended to be creative and artful and not strictly a representation of an advertised product. It is the intent of this provision to:

(i) encourage the use of illustrative images or other non-repetitive design elements;

(ii) encourage visually interesting, vibrant, and colorful designs;

(iii) discourage use of solid colors or repetitive design elements; and

(iv) discourage an image of a single product or product logo without other graphic elements.

(C) The supergraphic sign may be internally or externally illuminated. If internally illuminated, the supergraphic sign may consist of translucent materials, but not transparent materials.

(D) The supergraphic sign may not extend beyond the edge of the face of the building to which it is attached.

(3) Effective area. Minimum permitted effective area is 2,500 square feet. Maximum permitted effective area is 6,500 square feet.

(4) Height. The supergraphic sign may not be lower than 10 feet above grade level.

(5) Location. The supergraphic sign may only be located on the east facade of the building.

(6) Additional provisions.

(A) All hardware fasteners for the supergraphic sign must comply with the Dallas Building Code and all other ordinances, rules, and regulations of the City of Dallas.

(B) The supergraphic sign may not be a Highway Beautification Act (HBA) sign as defined in Section 51A-7.102.

(C) The supergraphic sign may not display the same message for more than six consecutive months in any 12-month period.

(D) The supergraphic sign must be removed on or before September 27, 2027. This section does not confer a nonconforming or vested right to maintain a supergraphic sign after September 27, 2027, and all permits authorizing a supergraphic sign automatically expire on that date.

(d) This section expires on September 27, 2027, unless re-enacted before that date. The city plan commission and city council shall review this section before its expiration date. (Ord. Nos. [30663](#); [31203](#))

SEC. 51A-7.1007.3. MKT SUBDISTRICT.

(a) In general. Except as provided in this division, the provisions of the West End Historic Sign District apply in this subdistrict.

(b) Definitions. In this subdistrict:

(1) SUPERGRAPHIC SIGN means a large attached premise or non-premise sign on a mesh or fabric surface, a projection of a light image onto a wall face without the use of lasers, or painted or vinyl adhesive signage.

(2) WALL FACE means an uninterrupted blank plane of a wall, from vertical edge to vertical edge, from its highest edge to its lowest edge. Edges can be established by a distinct change in materials or off-set which runs across (transects) the entire wall in a straight line.

(c) Supergraphic sign.

(1) Number. A maximum of one supergraphic sign is permitted.

(2) Visual display and coverage.

(A) The supergraphic sign must have one large visual display with a minimum of 70 percent non-textual graphic content (no more than 30 percent text).

(i) Multiple displays giving an appearance of multiple signs are prohibited.

(ii) The effective area of text is the sum of the areas within minimum imaginary rectangles of vertical and horizontal lines, each of which fully contains a word.

(B) The supergraphic sign is intended to be creative and artful and not strictly a representation of an advertised product. It is the intent of this provision to:

(i) encourage the use of illustrative images or other non-repetitive design elements;

(ii) encourage visually interesting, vibrant, and colorful designs; and

(iii) discourage use of solid colors or repetitive design elements.

(C) The supergraphic sign may be internally or externally illuminated. If internally illuminated, the supergraphic sign may consist of translucent materials, but not transparent materials.

(D) The supergraphic sign may not extend beyond the edge of the face of the building to which it is attached.

(3) Effective area. Minimum permitted effective area is 2,500 square feet. Maximum permitted effective area is 6,500 square feet.

(4) Height. The supergraphic sign may not be lower than 10 feet above grade level.

(5) Location. The supergraphic sign may only be located on the east facade of the building.

(6) Additional provisions.

(A) All hardware fasteners for the supergraphic sign must comply with the Dallas Building Code and all other ordinances, rules, and regulations of the City of Dallas.

(B) The supergraphic sign may not be a Highway Beautification Act (HBA) sign as defined in Section 51A-7.102.

(C) The supergraphic sign may not display the same message for more than six consecutive months in any 12-month period. (Ord. No. 32817)

(a) In general. Except as provided in this division, the provisions of the West End Historic Sign District apply in this subdistrict.

(b) Definitions. In this subdistrict:

(1) SUPERGRAPHIC SIGN means a large attached premise or non-premise sign on a mesh or fabric surface, a projection of a light image onto a wall face without the use of lasers, or painted or vinyl adhesive signage.

(2) WALL FACE means an uninterrupted blank plane of a wall, from vertical edge to vertical edge, from its highest edge to its lowest edge. Edges can be established by a distinct change in materials or off-set which runs across (transects) the entire wall in a straight line.

(c) Supergraphic sign.

(1) Number. A maximum of one supergraphic sign is permitted.

(2) Visual display and coverage.

(A) The supergraphic sign must have one large visual display with a minimum of 70 percent non-textual graphic content (no more than 30 percent text).

(i) Multiple displays giving an appearance of multiple signs are prohibited.

(ii) The effective area of text is the sum of the areas within minimum imaginary rectangles of vertical and horizontal lines, each of which fully contains a word.

(B) The supergraphic sign is intended to be creative and artful and not strictly a representation of an advertised product. It is the intent of this provision to:

(i) encourage the use of illustrative images or other non-repetitive design elements;

(ii) encourage visually interesting, vibrant, and colorful designs; and

(iii) discourage use of solid colors or repetitive design elements.

(C) The supergraphic sign may be internally or externally illuminated. If internally illuminated, the supergraphic sign may consist of translucent materials, but not transparent materials.

(D) The supergraphic sign may not extend beyond the edge of the face of the building to which it is attached.

(3) Effective area. The minimum permitted effective area is ~~2,500~~ 1,200 square feet. The maximum permitted effective area is 6,500 square feet.

(4) Height. The supergraphic sign may not be lower than 10 feet above grade level.

(5) Location. The supergraphic sign may only be located on the east facade of the building.

(6) Additional provisions.

(A) All hardware fasteners for the supergraphic sign must comply with the Dallas Building Code and all other ordinances, rules, and regulations of the City of Dallas.

(B) The supergraphic sign may not be a Highway Beautification Act (HBA) sign as defined in Section 51A-7.102.

(C) The supergraphic sign may not display the same message for more than six consecutive months in any 12-month period. (Ord. No. _____)

SEC. 51A-7.1008. BANNERS ON STREETLIGHT POLES.

Banners may be mounted on streetlight poles subject to the following regulations:

(a) A banner must display a promotional message, a welcome message, or generic graphics. No sponsorship identification is permitted on a banner.

(b) No more than 10 percent of the effective area of a banner may contain a welcome message that identifies and greets a group using city property in accordance with a contract, license, or permit.

(c) Up to 10 percent of the effective area of a banner may contain the words or logos that identify a sponsor of a cultural event or activity if the sponsor's name is part of the name of the activity or event.

(d) A banner having either a promotional message or a welcome message may not be erected more than 90 days prior to the beginning of the advertised activity or event, and must be removed no later than 15 days after that activity or event has ended. The sign hardware for a banner may be left in place between displays of a banner.

(e) A banner and its sign hardware must:

- (1) be mounted on a streetlight pole;
- (2) meet the sign construction and design standards in the Dallas Building Code;
- (3) be at least 12 feet above grade, unless it overhangs a roadway, in which case it must be at least 15 feet above grade;
- (4) be made out of weather-resistant and rust-proof material;
- (5) not project more than three feet from the pole onto which it is mounted; and
- (6) not exceed 20 square feet in effective area.

(f) If a banner overhangs the public right-of-way, a license must be obtained in accordance with the requirements of the City Charter and the Dallas City Code.

(g) No sign permit or certificate of appropriateness is required to erect or remove a banner. (Ord. Nos. 21404; 22112; 26027)

SEC. 51A-7.1009. WINDOW ART DISPLAYS IN VACANT BUILDINGS.

Window art displays on the ground floor of a vacant building are allowed subject to the following regulations:

(a) A window art display may contain only a promotional message, generic graphics (including three-dimensional artifacts), or messages identifying the sponsor of the display.

- (b) Window signs in a window art display may not:
- (1) cover more than 25 percent of the surface area of a window;
 - (2) contain a logo or word that has any character that exceeds five inches in height;
 - (3) advertise a specific product or service other than the cultural event or activity;
or
 - (4) have more than 10 percent or four square feet, whichever is less, of its effective area devoted to sponsorship identification.
- (c) No sign permit or certificate of appropriateness is required to erect or remove a window art display. (Ord. Nos. 21404; 22112; 26027)

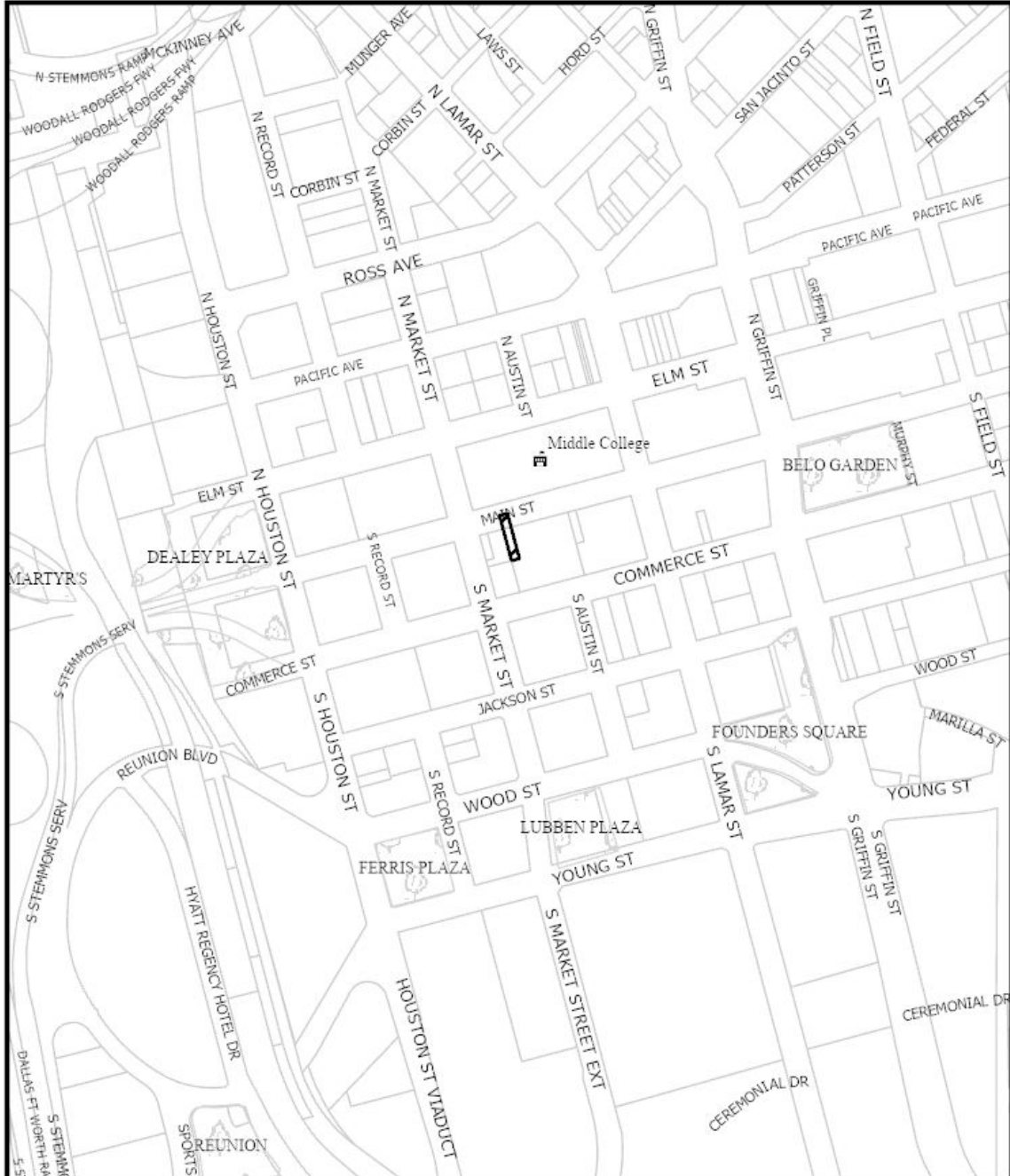
SEC. 51A-7.1010. SIGN PERMIT REQUIREMENT.

Pursuant to the authority of Section 51A-7.503 of this article, the sign permit requirements for signs in the West End Historic Sign District are as follows:

- (1) Except as provided in Sections 51A-7.1008 and 7.1009, a person shall not alter, place, maintain, expand, or remove a sign in the West End Historic Sign District without first obtaining a sign permit from the city.
- (2) The procedure for obtaining a sign permit is outlined in Section 51A-7.505 of this article. Section 51A-7.602(a) and (c) of this article does not apply to signs in the West End Historic Sign District.
- (3) A person who violates Paragraph (1) above is guilty of a separate offense for each day or portion of a day during which the violation is continued. (Ord. Nos. 19455; 21404; 22112; 26027; 29208)

SEC. 51A-7.1011. NONDISCRIMINATION BETWEEN NONCOMMERCIAL MESSAGES.

Notwithstanding any other provision of this division, any sign that may display a type of noncommercial message may display in place of that message any other type of noncommercial message, so long as the sign complies with other requirements of this article and other ordinances that do not pertain to the content of the message displayed. (Ord. Nos. 21404; 22112; 26027)




1:4,800

VICINITY MAP

Case no: **SPSD234-003**
Date: **10/16/2024**

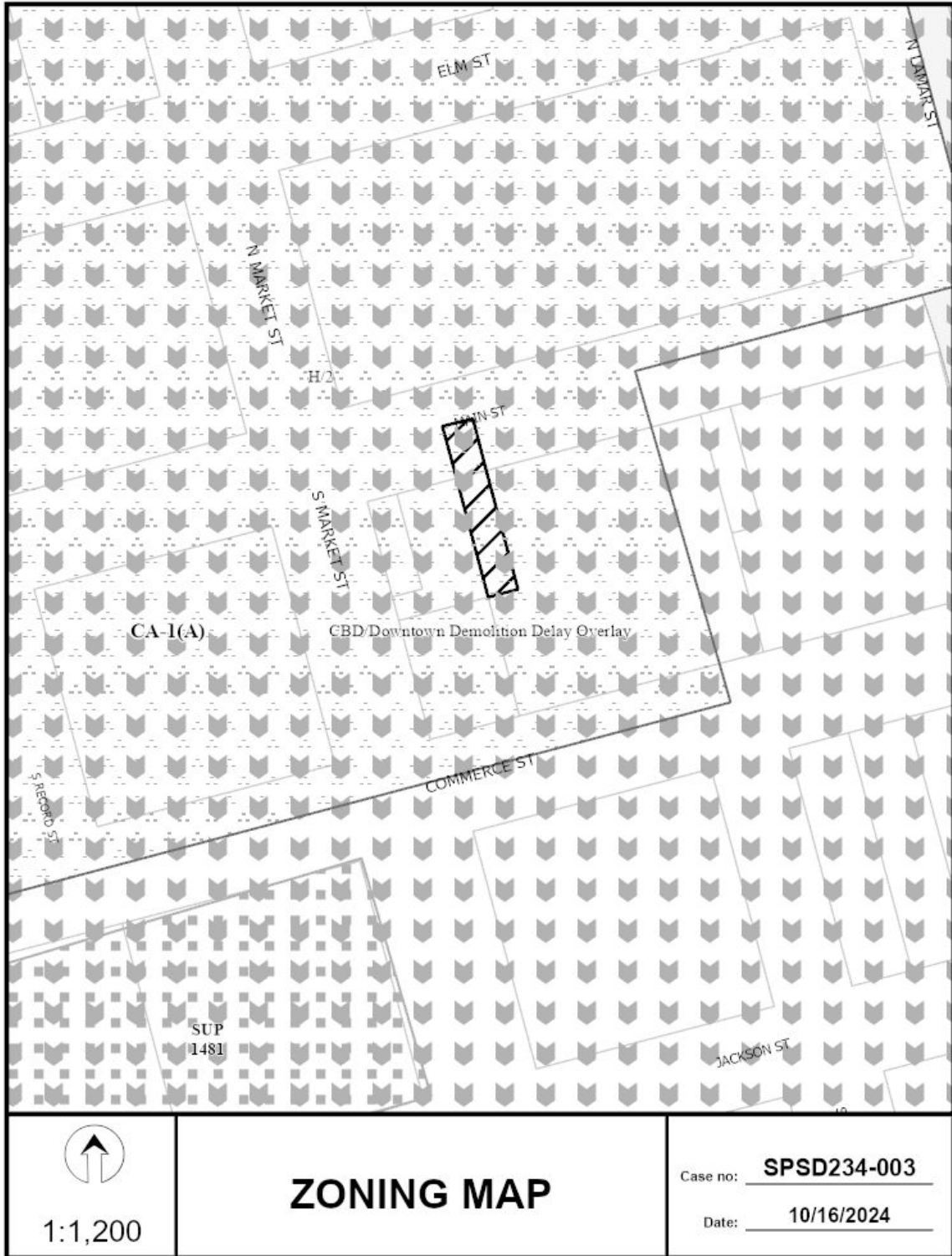


1:1,200

AERIAL MAP

Case no: SPSD234-003

Date: 10/16/2024

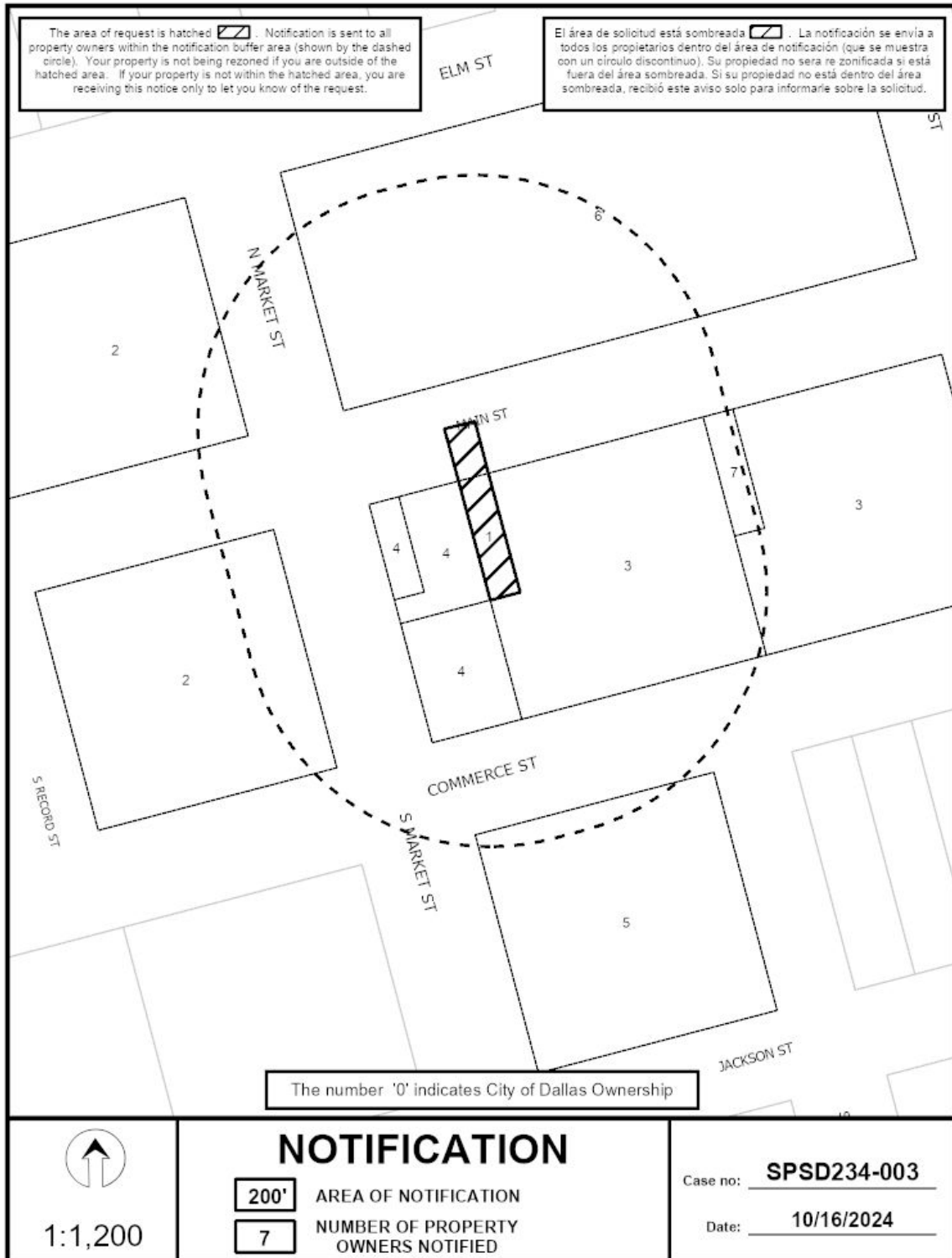


1:1,200

ZONING MAP

Case no: SPSD234-003

Date: 10/16/2024



10/29/2024

Notification List of Property Owners

SPSD234-003

7 Property Owners Notified

<i>Label #</i>	<i>Address</i>	<i>Owner</i>
1	706 MAIN ST	LAWYERS BLDG OF DALLAS
2	600 MAIN ST	County of Dallas
3	710 MAIN ST	DALLAS MAIN LP
4	702 MAIN ST	701 COMMERCE LEVEL OFFICE LLC
5	712 COMMERCE ST	BANANAQUIT PARTNERS LP
6	705 MAIN ST	DALLAS COLLEGE
7	800 MAIN ST	INTERFIRST BANK DALLAS