

**FILE NUMBER:** SPSPD223-002(JP) **DATE INITIATED:** July 11, 2023

**LOCATION:** North corner of Howell Street and Routh Street

**COUNCIL DISTRICT:** 14

**SIZE OF REQUEST:** Approximately 3.84 acres **CENSUS TRACT:** 18.00

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**REPRESENTATIVE:** Suzan Kedron of Jackson Walker, LLP

**APPLICANT:** SRPF B/ Quadrangle Property, LLC

**OWNER:** SRPF B/ Quadrangle Property, LLC

**REQUEST:** An application to create a new subdistrict within the McKinney Avenue Sign District on property within the McKinney Avenue Sign District zoned Planned Development District No. 193, the Oak Lawn Special Purpose District, Subdistrict 152, located on the north corner of Howell Street and Routh Street.

**SUMMARY:** The purpose of this request is to create a new subdistrict, within the McKinney Avenue Sign District, to provide modified conditions for flat attached signs, monument signs, subdivision signs movement control signs, and the use of plastic faces.

**STAFF RECOMMENDATION:** Approval, subject to conditions

**SSDAC RECCOMENDATION:** Approval, subject to conditions

## BACKGROUND INFORMATION:

- In general, the purpose of Article VII, the sign ordinance, is to promote health, safety, welfare, convenience, and enjoyment of the public, and, in part to achieve safety, communications efficiency, and landscape quality and preservation. This purpose can be found in 51A-7.101.
- Special Provision Sign Districts (SPSDs) are overlay districts established for the purpose of enhancing, preserving, or developing the character, quality, and property values of the areas unique character, special development potential, and to protect public welfare. The purpose and provisions for creating a special provision sign district can be found in 51A-7.500. These overlays are applied to the base zoning provisions for signs, either a business zoning district or a non-business zoning district. The base zoning provisions for the area of request are for a business zoning district. These provisions can be found in 51A-7.300.
- Special Provision Sign District permitting procedures require a Certificate of Appropriateness (CA) for all signs within the district as part of the permit review. In most of SPSPDs, including the McKinney Avenue, signs that do not meet the criteria for expedited review outlined in 51A-7.505(3), require the CA to be issued through the Committee review process outlined in 51A-7.7.505(5). Signs reviewed by the Committee are evaluated by the Special Sign District Advisory Committee (SSDAC) and either approved or denied by City Plan Commission (CPC) based on the sign's appropriateness to the sign district, with special attention to economic structure, and its effect on surrounding properties.
- The subject site lies within the McKinney Avenue Sign District (Quadrangle Subdistrict) on the north corner of Howell Street and Routh Street and is zoned Planned Development District No. 193, the Oak Lawn Special Purpose District, Subdistrict 152 recently adopted in January of 2020.
- The site is surrounded by Special Provision Sign District overlays on three sides and business zoning district on one side. On the southwest is the McKinney Avenue Peripheral Subdistrict, on the southeast and northeast the McKinney Avenue Spine Subdistrict, on the northwest Planned Development District No. 193, the Oak Lawn Special Purpose District, General Retail (GR), a business zoning sign district.
- The McKinney Avenue Sign District was created on December 11, 1991. These provisions can be found in [51A-7.1500](#). The SPSPD is divided into four subdistricts known as the Maple, Spine, Quadrangle, and Peripheral Subdistricts. This sign district is generally bounded by Lemmon Avenue on the north, Fairmount Street on the south, McKinney Avenue and Oak Grove Avenue on the east, and McKinney Avenue and Laclede Street on the west.  
The purpose of the McKinney Avenue Sign District is to:
  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 are not obscured.
3. To encourage signs that are complimentary to the architectural styles and historical nature of the buildings and trolley in this district.
4. To ensure that the size and orientation of signs are tailored toward the high number of pedestrians in this district.
5. To attract the public to the goods and services available in the district by enhancing the aesthetic quality of signs in this district.
6. To encourage artistic, creative, and innovative signs that reflect the themes of the area.
7. To promote safety, communications efficiency, and landscape quality and preservation as described in Section [51A-7.101](#).

**The Spine Subdistrict:**

The Spine Subdistrict is linear in shape and generally overlays the lots along both sides of McKinney Avenue from Lemmon Avenue on the north to Fairmount Street on the south. The base zoning for signs in this area are for business zoning districts. The overlay regulations, in general, are more restrictive than base zoning regulations with material, color, and location restrictions as well as smaller sign allowances.

**The Quadrangle Subdistrict:**

The Quadrangle Subdistrict overlays the Quadrangle shopping center located directly northeast of the subject site. The base zoning for signs in this area are for non-business zoning districts. The overlay regulations are not as restrictive as base zoning regulations in this subdistrict. These regulations include provisions for larger detached signs, as well as the largest allowance of the sign district as a whole. By comparison, the attached sign regulations stay consistent with what is provided for in the Spine subdistrict.

**The Maple Subdistrict:**

The Maple Subdistrict overlays lots between Maple and Fairmont, to the northwest of McKinney. The base zoning for signs in this area are for business zoning districts. These regulations provide conditions for the use of plastic faces on channel letters, additional projection and locations on flat attached signs, blade signs, monument signs, and window art displays.

**PD No. 9 and the Peripheral Subdistrict:**

Adjacent to the subject site to the south are overlays for Planned Development District No. 9 and the Peripheral Subdistrict of the McKinney Avenue Sign District. For the purposes of signs, this area is considered to be a non-business zoning district, based on the main uses and modifications made by the PD to the sign regulations. Most of the main uses provided for in this planned development

district, pertain primarily to a Neighborhood Service District, which is a non-business zoning sign district. This analysis is consistent with the current base zoning for most of the remaining portions of the Peripheral Subdistrict, and historically for all of the Peripheral Subdistrict at the time of its adoption. Currently, the base zoning for some of the SPSP subdistrict has been changed to a business zoning district. The Peripheral Subdistrict sign provisions include a modification allowing for detached signs to be located in an area that is restricted by non-business zoning provisions, between two-feet and 10-feet above grade. These provisions also restrict signs beyond what non-business zoning districts allow, by restricting each lot to 30-square-feet of total signage. The Subdistrict restricts provisions for all signs, even further, by not allowing detached signs to be utilized on a lot where attached signs are utilized.

- The zoning for this site was recently amended under Z189-337 in January of 2020, to Planned Development District No. 193, the Oak Lawn Special Purpose District, Subdistrict 152. The purpose of the request was to maintain the General Retail (GR) Subdistrict uses while increasing the allowable height from 120 feet to 230 feet, increasing the floor area ratio from 2.0:1 to 4.5:1, providing additional landscaping and open space, reducing lot coverage from 80 percent to 60 percent, and reducing the required off-street parking requirements with all parking provided below grade. The subject site was split into two tracts. The northern portion was not planned to be developed at the time and still contains over 150,000-square-feet of office and 21,000-square-feet of theater, restaurant, and retail uses in an eight-story building and other structures. The southern portion was proposed as Tract I and is planned for redevelopment. The southwest corner of Tract I will be limited to 36 feet in height, and the southeast portion of the site will contain a new tower, up to 230 feet in height with 350,000-square-feet of office floor area.
- With regard to this application to create a new subdistrict, the purpose of the request is to divide the Quadrangle subdistrict along the northwest line of Worthington with the remaining Quadrangle subdistrict on the north, and the newly created Quad subdistrict on the south. The provisions for the Quad subdistrict are proposed to have similar provisions to the recently adopted Maple subdistrict, with added modifications to monument signs, subdivision signs and movement control signs.

### **STAFF ANALYSIS:**

Due to the nature of the site development, and the consistency with the purpose and intent for Special Provision Sign Districts; staff is in support of the request subject to conditions.

The applicant intent for this request is to provide for sign conditions consistent with the new zoning and to aid in attracting prospective tenants. The new overlay maintains the Certificate of Appropriateness process consistent with the rest of the district requiring committee review for CAs on all signs not meeting director approval criteria. This will help to ensure larger and more impactful signs stay appropriate to the district and do not negatively affect surrounding properties.

Generally, signs allowed in the McKinney Avenue Sign Districts are different from signs allowed under general provisions for signs in business zoning districts by requiring signs that are smaller and that have more limitations and restrictions on materials, color, and location. The McKinney Avenue Sign District currently contains four subdistricts (Maple, Spine, Quadrangle, & Peripheral) each with slightly different provisions pertaining each of these aspects.

The requested provisions for the new Quad Subdistrict seek to further modify the existing Quadrangle subdistrict and McKinney Avenue Sign District provisions as follows. Staff justification is included for each.:

- Attached Signs - 51A-7.1507(a)(1) allows for flat attached signs to be located on any façade regardless of whether it is adjacent to a right-of-way.
  - In general, signs located on upper façades are intended to be viewed from a distance beyond the adjacent right-of-way. In many cases, even when located on a façade adjacent to the right-of-way, these signs are not visible from this right-of-way without looking straight up. Based on the retail configuration planned for this site, and in order to capture pedestrian traffic, flat attached signs would be more effective if allowed on all façades.
- Upper Façade Flat Attached Signs - 51A-1507(b)(1)(B) allows upper level façades facing Howell Street or Routh Street to have an allowance based on the area of the upper level façade.
  - Three-percent of the upper level façade facing Routh Street would be approximately 1300-square-feet of allowable sign area and even greater for Howell Street. Staff believes this provision is suitable for the area.
- Flat Attached Sign Projection - 51A-1507(c)(3) allows one upper façade flat attached sign to project up to ten feet above the roof line of the building it is attached.
  - Under current conditions, projection above the roof is prohibited. This provision is intended to be more in line with base zoning where signs are allowed a vertical projection of up to four feet if installed at the eaves or edge of the roof or canopy. This provision has been modified in lieu of a metal framed roof sign. This provision is limited to one flat attached sign per the entire subdistrict. Staff concluded that this provision is suitable for the area and will not have any negative impact.

- Detached Signs - 51A-7.1508(g)(1) provides a limit of four multi-tenant monument signs.
  - Under current provisions, this site is allowed three detached signs. This condition would allow four detached signs, while limiting two to each frontage.
- Subdivision Signs - 51A-7.1509 allows increased height and effective area, and allows illumination on subdivision signs. Under base zoning provisions, [SEC. 51A-7.303\(d\)](#), subdivision signs are limited to 40-square-feet and a maximum of six feet in height and may not be internally illuminated.
  - While this provision increases allowance by an additional 25-square-feet in effective area and an additional four feet in height as well as adding provisions for internal illumination, due to base zoning limits on content and number of signs, staff concluded that these provisions will not negatively impact the surrounding areas.
- Movement Control Signs - 51A-7.1510 allows addition of identification messages, increased size, removes setback requirements for detached movement control signs less than four feet tall and adds provisions for projecting movement control signs. Under base zoning provisions, [SEC. 51A-7.205\(e\)](#), movement control signs may not exceed two-square-feet, may not contain advertising or identification message, and may not have words that exceed four inches in height.
  - This provision would allow an additional four-square-feet of effective area for detached and an additional eight-square-feet of effective area for attached movement control signs. Staff concluded that these provisions do not negatively affect the surrounding areas as the intent is to direct vehicular and pedestrian traffic within the property.

The following is a staff assembled table that contrasts what is allowed for signs under the provisions for business zoning districts, the McKinney Avenue Maple Subdistrict, McKinney Avenue Quadrangle Subdistrict, and the proposed McKinney Avenue Quad Subdistrict. This comparison table shows that the applicant intends to seek provisions consistent with the McKinney Avenue Maple and Quadrangle Subdistricts with some exceptions. These exceptions are related to materials (additional use of plastic), flat attached signs (additional projection and location), detached signs, subdivision signs (adjustments to effective area, height, and illumination provisions), and movement control signs (adjustments to setback, effective area, and identification messages).

TYPE OF SIGN	BASE ZONING	MCKINNEY AVE SPSPD (Maple)	MCKINNEY AVE SPSPD (Quadrangle)	MCKINNEY AVE SPSPD (Quad)
ALL SIGNS	SPSPD223-002(JP) <u>Base zoning provisions:</u>	<u>In addition to base zoning:</u>	<u>In addition to base zoning:</u>	<u>Same as Maple Subdistrict</u>
	• Generally, no signs in ROW	• Provisions for overhanging ROW	• Provisions for overhanging ROW	
	• No roof signs or overhanging roof	• No sign projects above roof line	• No sign projects above roof line	
	• Rotation permitted	• Rotation permitted	• Rotation permitted	
	• No restrictions on color, material, or type styles	• Provision for plastic faces on individual channel letters, provided no trim cap	• Use of plastic restricted (metal faces) • No florescent colors • Suggested type styles (serif-based)	
DIGITAL	• Any sign can be digital w/ conditions	• Prohibited - Brightness change	• Prohibited - Brightness change	• Same as Maple Subdistrict
ATTACHED (Gen.)	<u>Base zoning provisions:</u>	<u>In addition to base zoning:</u>	<u>In addition to base zoning:</u>	<u>Same as Maple Subdistrict, except:</u>
	• Combined effective area for all signs: - Primary facade - 25% - Secondary facade - 15%	• Combined effective area for all signs: - Lower facade - 10% of lower facade - Upper facade - 5% of lower facade	• Combined effective area for all signs: - Lower facade - 10% of lower facade - Upper facade - 5% of lower facade	- Upper facade facing Howell or Routh- • 3% of upper facade
	Upper Facades - McKinney Ave - Above 36'	• Eight word limit for words over 4"	• No small words on upper facades	• No small words on upper facades
	• Can project up to 4' above surface to which sign is attached	• Projection based on sign type	• Projection based on sign type	
	• Can be mounted at edge of roof	• No sign projects above roof line	• No sign projects above roof line	• One sign may project above roof line
ARCADE	• Signs can be installed on any facade	• Provision for flat attached signs on all upper facades	• Restricted to facades facing ROW adjacent to lot	• Provision for flat attached signs on all facades
	• Allowed as attached sign - No specific regulations	• Allowed as attached sign - No specific regulations • Flat attached signs allowed on arcades	• Allowed as attached sign - No specific regulations • Flat attached signs allowed on arcades	
FLAT ATTACHED	• Allowed as attached sign	<u>In addition to base zoning</u>	<u>In addition to base zoning</u>	<u>Same as Maple Subdistrict, except:</u>
	• Max. 18" projection	• Max. 18" projection	• Max. 8" projection	• One sign may project above roof line
	• No restriction on number	• No restriction on number	• No restriction on number	
MARQUEE	• Allowed as attached sign - No specific regulations	• One/premise/theater use - Max. 100 sf	• One/premise/theater use - Max. 100 sf	<u>Same as Maple Subdistrict</u>
		• Be above bottom of 2nd fl windows	• Be above bottom of 2nd fl windows	
		• Max. Height between 2'-6" & 6'-0"	• Max. Height between 2'-6" & 6'-0"	
		• Max. Length N.T.E. 1/2 of facade	• Max. Length N.T.E. 1/2 of facade	
		• No restrictions on word type	• No restrictions on word type	
PROJECTING	<u>Base zoning provisions:</u>	<u>In addition to base zoning</u>	<u>In addition to base zoning</u>	<u>Same as Maple Subdistrict</u>
	• One/premise or non-res. occupant	• Prohibited on Fairmont facade when blade sign/s are maintained	• Be below 36' A.F.F.	
	• Prohibited on premise w/ detached sign			
	• Max. 20 sf	• Max. 8 sf (below bottom of 2nd floor windows) & 15 sf (if above)	• Max. 8 sf (below bottom of 2nd floor windows) & 15 sf (if above)	
	• Max. 4' projection	• Max. 4' projection	• Max. 4' projection	
	• Special provision for up to 60 sf			

TYPE OF SIGN	BASE ZONING	MCKINNEY AVE SPSPD (Maple)	MCKINNEY AVE SPSPD (Quadrangle)	MCKINNEY AVE SPSPD (Quad)
<b>WINDOW</b>	<u>In addition to attached signs</u> <ul style="list-style-type: none"> <li>• Max. 15% of window</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Must be located in bottom 1/3 of window</li> </ul>	<u>In addition to base zoning</u> <ul style="list-style-type: none"> <li>• Max. 25% of window or 10% of the facade area, whichever is less</li> <li>• If neon, max. 15% of window</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Prohibited on upper facades</li> </ul>	<u>In addition to base zoning</u> <ul style="list-style-type: none"> <li>• Max. 25% of window or 10% of the facade area, whichever is less</li> <li>• If neon, max. 15% of window</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Prohibited on upper facades</li> </ul>	<u>Same as Maple Subdistrict</u>
<b>DETACHED</b>	<u>In addition to attached signs</u> <ul style="list-style-type: none"> <li>• 1 per frontage</li> <li>• Allowances based on setbacks <ul style="list-style-type: none"> <li>- Min. 0' setback</li> <li>- Max. 200 sf</li> <li>- Max. 35' height</li> </ul> </li> <li>• Min. 200' spacing; Monuments required if &lt; 250' of non-business zoning district</li> </ul>	<u>In addition to base zoning</u> <ul style="list-style-type: none"> <li>• 1 monument sign per frontage</li> <li>• Allowances based on setbacks <ul style="list-style-type: none"> <li>- Min. 5' setback</li> <li>- Max. 125 sf</li> <li>- Max. height - 6'</li> </ul> </li> <li>• Min. 175' spacing; Monument signs are required</li> </ul>	<u>In addition to base zoning</u> <ul style="list-style-type: none"> <li>• 1 per frontage</li> <li>• Allowances based on setbacks <ul style="list-style-type: none"> <li>- Min. 5' setback</li> <li>- Max. 150 sf</li> <li>- Max. height - 20'</li> </ul> </li> </ul>	<u>Same as Maple Subdistrict, except:</u> <ul style="list-style-type: none"> <li>• Limited to 4 monument signs</li> <li>• Allowances based on setbacks <ul style="list-style-type: none"> <li>- Max. 150 sf</li> <li>- Max. height - 20'</li> </ul> </li> </ul>
<b>MOVEMENT CONTROL</b> (DIRECTIONALS)	<ul style="list-style-type: none"> <li>• Max. 2 sf &amp; 2' height</li> <li>• No limit on number</li> <li>• Directional information only</li> <li>• Words may not exceed 4" on attached</li> <li>• Must contain no identification message</li> </ul>	<ul style="list-style-type: none"> <li>• Allowed under base zoning provisions</li> </ul>	<ul style="list-style-type: none"> <li>• Allowed under base zoning provisions</li> </ul>	<u>Same as base zoning provisions, except:</u> <ul style="list-style-type: none"> <li>• Max. 6 sf (detached) &amp; 10 sf (attached)</li> <li>• No setback for detached less than 4'</li> <li>• May contain identification messages</li> <li>• Provisions for projecting attached</li> </ul>
<b>SUBDIVISION SIGNS</b>	<ul style="list-style-type: none"> <li>• Allowances <ul style="list-style-type: none"> <li>- Max. 40sf</li> <li>- Max. height - 6'</li> <li>- No internal illumination</li> <li>- Two signs per entrance</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Same as base zoning provisions,</li> </ul>	<ul style="list-style-type: none"> <li>• Same as base zoning provisions</li> </ul>	<ul style="list-style-type: none"> <li>• Same as base zoning provisions, except: <ul style="list-style-type: none"> <li>-Max. 65sf</li> <li>-Max. height - 10'</li> <li>-Internal illumination allowed</li> </ul> </li> </ul>

SPSD223-002(JP)

CA: SPSD 223-002(JP)

**SSDAC Action:**

**September 12, 2023**

**CA: SPSD 223-002(JP)**

**MOTION:** It was moved to **approve** the creation of a new subdistrict within the McKinney Avenue Sign District on property within the McKinney Avenue Sign District, Quadrangle Subdistrict, subject to revised conditions for detached signs in 51A-7.1508(g) as follows: (1) no more than four (4) multi-tenant monument signs not to exceed two (2) along any street frontage.

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

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

Speakers: Beth Brink of Stecker Brink Design  
Suzan Kedron of Jackson Walker LLP  
Victoria Morris of Jackson Walker LLP

**List of Partners/Principals/Officers**

- President, Lee C. Belland
- Vice President, Michael J. McVean
- Vice President, Chris Jackson
- Vice President, Adam Jackson



Division 51A-7.1500. Provisions for McKinney Avenue Sign District.

**SEC. 51A-7.1501. DESIGNATION OF SIGN DISTRICT.**

A special provision sign district is hereby created to be known as the McKinney Avenue Sign District. The McKinney Avenue Sign District is that area within the following described boundaries:

BEGINNING at a point for corner at the intersection of the centerline of McKinney Avenue (a called 60-foot-wide right-of-way) with the centerline of Leonard Street (a called 50-foot wide right-of-way); said point being 144.00 feet southwest of and 34.57 feet southeast of, the intersection of the northwest right-of-way line of McKinney Avenue with the southwest right-of-way line of Fairmount Street (a called 50-foot wide right-of-way);

THENCE in a southwesterly direction departing the said centerline of Leonard Street and along the said centerline of McKinney Avenue, a distance of 21.49 feet to a point for corner at an angle point in the said McKinney Avenue centerline;

THENCE continuing in a southwesterly direction along the said McKinney Avenue centerline, a distance of 245.47 feet to a point for corner at the intersection of said McKinney Avenue centerline with the centerline of Maple Avenue (a called 70-foot wide right-of-way);

THENCE in a northwesterly direction, departing the said McKinney Avenue centerline and along the said Maple Avenue centerline, a distance of 388.84 feet to a point for corner;

THENCE in a northeasterly direction, departing the said Maple Avenue centerline and into, over and through said Maple Avenue right-of-way, at a distance of 35.00 feet passing the northeast right-of-way line of said Maple Avenue at the westernmost corner of Lot 1A, Block 1/949, The James P. Leake Addition, an addition to the City of Dallas, Texas according to the plat recorded in Volume 94089, Page 4668 in the Deed Records of Dallas County, Texas (DRDCT) and the southernmost corner of Lot 7, Block 1/949, North Dallas Improvement Co., an addition to the City of Dallas, Texas according to the plat recorded in Volume 106, Page 258, DRDCT, continuing along the northwest line of said Lot 1/A, Block 1/949 and the southeast line of said Lot 7, Block 1/949, at a distance of 131.52 feet passing the easternmost corner of said Lot 7, Block 1/949, then continuing along said northwest line of Lot 1/A, Block 1/949, in all a total distance of 214.86 feet to a point for corner; said point being approximately 144 feet southwest of and parallel to the southwest line of said Fairmount Street;

THENCE in a northwesterly direction along a line, said line being approximately 144 feet southwest of and parallel to the southwest line of Fairmount Street, a distance of approximately 249.60 feet to a point for corner on the common line between City Blocks 949 and 1/949;

THENCE in a southwesterly direction along said common Block line, a distance of approximately 16.11 feet to a point for corner on the centerline of a 16 feet wide public alley adjacent to Lots 13 and 15 in City Block 1/949;

THENCE in a northwesterly direction along the centerline of said alley and its northwestward prolongation across Mahon Street and continuing along the centerline of a 16 feet

wide public alley in City Block 3/950 and continuing along the northwestward prolongation of the centerline of said alley, a distance of approximately 705 feet to a point for corner on the centerline of Howell Street;

THENCE in a northeasterly direction along the centerline of Howell Street, a distance of approximately 400.4 feet to a point for corner on the southeastward prolongation of the centerline of a 20 feet wide abandoned public alley in City Blocks 952 and 953;

THENCE in a northwesterly direction along said line and continuing along the centerline of said alley in City Blocks 952 and 953, a distance of approximately 403 feet to a point for corner on a line, said line being 30 feet northwest of and parallel to the southeast line of Lot 10 in City Block 952;

THENCE in a northeasterly direction along said line and its northeastward prolongation a distance of approximately 213 feet to the point of intersection with the centerline of Routh Street;

THENCE in a southeasterly direction along the centerline of Routh Street a distance of approximately 24 feet to the point of intersection with the centerline of Laclede Street

THENCE in a northeasterly direction along the centerline of Laclede Street, a distance of approximately 850 feet to a point for corner on the centerline of Vine Street;

THENCE in a northwesterly direction along the centerline of Vine Street, a distance of approximately 240 feet to a point for corner on the centerline of Cole Avenue;

THENCE in a northeasterly direction along the centerline of Cole Avenue, a distance of approximately 773.63 feet to a point for corner on a line, said line being 118.0 feet northeast of and parallel to the northeast line of Sneed Street;

THENCE in a southeasterly direction along said line, continuing along the northeast boundary of Lot 1-A in City Block 17/965, a distance of approximately 165.24 feet to a point for corner on the centerline of a 15 feet wide public alley in City Block 17/965;

THENCE in a northeasterly direction along the centerline of said alley, a distance of approximately 315 feet to a point on the southwest line of Bowen Street;

THENCE in a northeasterly direction, continuing along the northeastward prolongation of the centerline of the 15 feet wide public alley in City Block 17/965, crossing Bowen Street and continuing along the centerline of a 15 feet wide alley in City Block 12/970 and its northeastward prolongation, crossing Hall Street, and continuing along the centerline of a 15 feet wide public alley in City Block 9/972, a total distance of approximately 1257.83 feet to a point for corner on a line, said line being the southeasterly prolongation of the common line between (originally platted) Lots 3 and 4 in City Block 9/972, *originally platted Lots have been related to Lot 1A and said divides Lot 1A in half;*

THENCE in a northwesterly direction along said line and continuing along said common line continuing along the northwestward prolongation of said common Lot line, a distance of approximately 209.01 feet to a point for corner on the centerline of Cole Avenue;

THENCE in a northeasterly direction along the centerline of Cole Avenue, a distance of approximately 328.8 feet to a point for corner on the centerline of Lemmon Avenue;

THENCE in a northeasterly direction along a line, said line being 224.7 feet southeast of and parallel to the southeast line of Cole Avenue, a distance of approximately 137.20 feet to a point for corner on a line, said line being the northwestward prolongation of the common line between *(originally platted)* Lots 2 and 3 in City Block 978, *said line is now dividing replatted Lot 1A in Block 978 in half;*

THENCE in a southeasterly direction along said line, and continuing along said common line in City Block 978, and continuing along the southeastward prolongation of said line, a total distance of approximately 351.80 feet to a point for corner on the centerline of McKinney Avenue;

THENCE in a southwesterly direction along said centerline of McKinney Avenue, a distance of approximately 139.92 feet to a point at the intersection of said centerline of McKinney Avenue and the centerline of Lemmon Avenue;

THENCE in a southeasterly direction along said centerline of Lemmon Avenue, a distance of approximately 201.45 feet to a point for corner on a line, said line being approximately 198 feet southeast of and parallel to said centerline of McKinney Avenue;

THENCE in a southwesterly direction along said line, crossing Lemmon Avenue, and continuing into City Block 11/971, following the originally platted Lot and alley lines in this City Block a distance of approximately 495.74 feet to a point for corner on a line, said line being approximately 146 feet northeast of and parallel to the northeast line of Hall Street;

THENCE in a southeasterly direction along said line, a distance of approximately 288.81 feet to a point for corner on the centerline of Oak Grove Avenue;

THENCE in a southwesterly direction along the centerline of Oak Grove Avenue, a distance of approximately 1,356 feet to a point for corner on the centerline of McKinney Avenue;

THENCE in a southerly direction along the centerline of McKinney Avenue, a distance of approximately 115 feet to a point for corner on the northwestward prolongation of the centerline of Clyde Lane;

THENCE in a southeasterly direction along said line and continuing along the centerline of Clyde Lane, a distance of approximately 314.82 feet to a point for corner on a line, said line being the northeastward prolongation of the common line between Lots 18 and 19 in City Block B/578;

THENCE in a southwesterly direction along said line and continuing along said common line between Lots 18 and 19, a distance of approximately 89.63 feet to a point for corner on the southwest line of Lot 18 in City Block B/578;

THENCE in a southeasterly direction along said Lot line, a distance of approximately 47.25 feet to a point for corner on the common line between Lots 1 and 2 in City Block A/578;

THENCE in a southwesterly direction along said common Lot line and its southwestward prolongation, a distance of approximately 150.78 feet to a point for corner on the centerline of Allen Street;

THENCE in a southeasterly direction along the centerline of Allen Street, a distance of approximately 133.80 feet to a point for corner on a line, said line being perpendicular to the southwest line of Allen Street;

THENCE in a southwesterly direction along said line, a distance of approximately 20.74 feet to a point for corner on the southwest line of Allen Street, said point also being the northernmost corner of (the originally Platted) Lot 5 in City Block 577;

THENCE in a southerly direction along the western boundary of said (the originally platted Lots 5, 6, 7) Lot 5 and continuing in a southeasterly direction along the southwestern boundary of Lots 6 and 7, and continuing along the southeastward prolongation of the southwestern boundary of said Lot 7, a distance of approximately 338.06 feet to a point for corner on the centerline of a 15 feet wide public alley adjacent to City Block A/577;

THENCE in a southwesterly direction along the centerline of said alley and its southwestward prolongation, a distance of approximately 172.16 feet to a point for corner on the centerline of Worthington Street;

THENCE in a southeasterly direction along the centerline of Worthington Street, a distance of approximately 34.54 feet to a point for corner on a line, said line being perpendicular to the southwest line of Worthington Street;

THENCE in a southwesterly direction along said line, a distance of approximately 30.06 feet to a point for corner on the southwest line of Worthington Street, said point also being the most northerly corner of Lot 5-A in City Block A/561;

THENCE in a southwesterly direction along the northwest line of said Lot 5-A, a distance of 154.52 feet to a point for corner;

THENCE in a southeasterly direction along the southwest line of Lot 5-A in City Block A/561, a distance of 45.64 feet to a point for corner;

THENCE South 39°38'00" West along a common property line, a distance of approximately 160.56 feet to a point for corner on the centerline of Boll Street;

THENCE in a southeasterly direction along the centerline of Boll Street, a distance of approximately 68.51 feet to a point for corner on a line, said line being perpendicular to the southwest line of Boll Street;

THENCE in a southwesterly direction along said line, a distance of approximately 22.19 feet to a point for corner on the southwest line of Boll Street, said point also being the most easterly corner of Lot 4 in City Block A/554;

THENCE in a southerly and southwesterly direction along the southeasterly boundary of Lots 1, 2, 3 and 4 in City Block A/554, and continuing along the southwestward prolongation of the southeast boundary of Lot 1 in City Block A/554, a distance of approximately 351.07 feet to a point for corner on the centerline of Routh Street;

THENCE in a southeasterly direction along the centerline of Routh Street, a distance of approximately 117.25 feet to a point for corner on a line, said line being perpendicular to the southwest line of Routh Street;

THENCE in a southwesterly direction along said line, a distance of approximately 23.31 feet to a point for corner on the southwest line of Routh Street, said point also being the centerline of a 15 feet wide public alley in City Block C/549;

THENCE in a southwesterly direction along the centerline of said alley and its southwestward prolongation, a distance of approximately 373.43 feet to a point for corner on the centerline of Fairmount Street;

THENCE in a southeasterly direction along the centerline of Fairmount Street, a distance of approximately 51.05 feet to a point for corner on a line, said line being the northeastward prolongation of the centerline of a 20 feet wide public alley in City Block B/548;

THENCE in a southwesterly direction along the centerline of said alley and its southwestward prolongation, a distance of approximately 209.58 feet to a point for corner on the centerline of Leonard Street;

THENCE in a northwesterly direction along the centerline of Leonard Street, a distance of approximately 120 feet to a point for corner on the centerline of McKinney Avenue, the POINT OF BEGINNING; and containing a calculated approximate area of 3,539,275.582 square feet or 81.25 acres.

#### **SEC. 51A-7.1502. DESIGNATION OF SUBDISTRICTS.**

(a) This district is hereby divided into ~~four~~ **five** subdistricts, which shall be known as the Spine, Quadrangle, Peripheral, ~~and Maple,~~ **and Quad** Subdistricts.

(b) The Spine Subdistrict is that area of the city within the following described boundaries:

BEGINNING at a point on the northwest line of McKinney Avenue, said point being 166.84 feet southwest of the southwest line of Fairmount Street;

THENCE in a northwesterly direction along a line, said line being approximately 142 feet southwest of and parallel to the southwest line of Fairmount Street, a distance of approximately 317.05 feet to a point for corner on a line, said line being approximately 165 feet southeast of and parallel to the common line between City Blocks 949 and 1/949;

THENCE in a northeasterly direction along said line, a distance of approximately 167 feet to a point for corner on the centerline of Fairmount Street;

THENCE in a northeasterly direction along a line, said line being the southwestward prolongation of the centerline of Howland Street and continuing along the centerline of Howland Street and its northeastward prolongation, a distance of approximately 458 feet to a point for corner on the centerline of Routh Street;

THENCE in a northwesterly direction along the centerline of Routh Street, a distance of 90 feet to a point for corner on a line, said line being the southwestward prolongation of the centerline of Howland Street in City Block 3/955;

THENCE in a northeasterly direction along said line and continuing along the centerline of Howland Street to a point for corner on the centerline of Boll Street;

THENCE in a northwesterly direction along the centerline of Boll Street to a point for corner on a line, said line being 105 feet northwest of and parallel to the northwest line of Howland Street;

THENCE in a northeasterly direction along said line to a point for corner on the common line between Lots 6 and 6A in City Block 2/955;

THENCE in a northwesterly direction along said common lot line to a point for corner on the north/south common line between Lots 6 and 6A in City Block 2/955;

THENCE in a southwesterly direction along said common lot line and its southwestward prolongation to a point for corner on the centerline of Boll Street;

THENCE in a northwesterly direction along the centerline of Boll Street to a point for corner on the centerline of Howell Street;

THENCE in a northeasterly direction along the centerline of Howell Street to a point for corner on the centerline of Worthington Street;

THENCE in a southeasterly direction along the centerline of Worthington Street to a point for corner on a line, said line being the southwestward prolongation of the common line between Lots 1 and 10 in City Block 1/955;

THENCE in a northeasterly direction along said line, and continuing along said common lot line, a distance of approximately 195.86 feet to a point for corner on the south line of Lot 1 in City Block 955;

THENCE in a westerly direction along the south line of said Lot 1, a distance of approximately 67 feet to a point for corner on the southeast line of Howell Street;

THENCE in a northwesterly direction along a line, said line being perpendicular to the southeast line of Howell Street, a distance of approximately 25 feet to a point for corner on the centerline of Howell Street;

THENCE in a northeasterly direction along the centerline of Howell Street to a point for corner on the centerline of Vine Street;

THENCE in a northwesterly direction along the centerline of Vine Street to a point for corner on the centerline of Cole Avenue;

THENCE in a northeasterly direction along the centerline of Cole Avenue to a point for corner on a line, said line being the northwestward prolongation of the southwest line of Lot 3 in City Block 963;

THENCE in a southeasterly direction along said line, and continuing along the southwest line of said Lot 3 to a point for corner on the southeast line of said Lot 3;

THENCE in a northeasterly direction along the southeast line of said Lot 3 to a point for corner on the northeast line of said Lot 3;

THENCE in a northwesterly direction along the northeast line of said Lot 3 and its northwestward prolongation to a point for corner on the centerline of Cole Avenue;

THENCE in a northeasterly direction along the centerline of Cole Avenue to a point for corner on a line, said line being the northwestward prolongation of the northeast line of Lot 1A in City Block 963;

THENCE in a southeasterly direction along said line, and continuing along the northeast line of said Lot 1A to a point for corner on the northwest line of said Lot 1A;

THENCE in a northeasterly direction along the northwest line of said Lot 1A and its northeastward prolongation to a point for corner on the centerline of Allen Street;

THENCE in a southeasterly direction along the centerline of Allen Street to a point for corner, said point being approximately 169.5 feet southeast of the northeastward prolongation of the southeast line of Laclede Street;

THENCE in a northwesterly direction along a line parallel with the southwest line of McKinney Avenue, a distance of approximately 495 feet to a point for corner on the centerline of Sneed Street, with said point being approximately 122.77 feet southeast of the southeast line of Cole Avenue, said point also being at the intersection of the southwestward prolongation of the centerline of a 15-foot-wide public alley in City Block 17/965;

THENCE in a northeasterly direction along the centerline of said alley, a distance of approximately 458 feet to a point on the southwest line of Bowen Street;

THENCE in a northeasterly direction, continuing along the northeastward prolongation of the centerline of the 15 foot wide public alley in City Block 17/965, crossing Bowen Street and continuing along the centerline of a 15 foot wide alley in City Block 12/970 and its northeastward prolongation, crossing Hall Street, and continuing along the centerline of a 15 foot wide public alley in City Block 9/972, a total distance of approximately 1,278 feet to a point for corner on the centerline of Lemmon Avenue;

THENCE in a northwesterly direction along the centerline of Lemmon Avenue, a distance of approximately 30 feet to a point for corner on a line, said line being the southwestward prolongation of the common line between Lots 1 and 2 in City Block 978;

THENCE in a northeasterly direction along said line and continuing along the common line between said Lots 1 and 2, a distance of approximately 138 feet to a point for corner on the common line between Lots 2 and 3 in City Block 978;

THENCE in a southeasterly direction along said common lot line and continuing along the southeastward prolongation of said line, crossing McKinney Avenue a total distance of approximately 200 feet to a point for corner on the centerline of McKinney Avenue;

THENCE in a southwesterly direction along said centerline of McKinney Avenue, a distance of approximately 131 feet to a point at the intersection of said centerline of McKinney Avenue and the centerline of Lemmon Avenue;

THENCE in a southeasterly direction along said centerline of Lemmon Avenue, a distance of approximately 198 feet to a point for corner on a line, said line being approximately 198 feet southeast of and parallel to said centerline of McKinney Avenue;

THENCE in a southwesterly direction along said line, crossing Lemmon Avenue, and continuing into City Block 11/971, a distance of approximately 474.51 feet to a point for corner on a line, said line being approximately 146 feet northeast of and parallel to the northeast line of Hall Street;

THENCE in a southeasterly direction along said line, a distance of approximately 85 feet to a point for corner on the centerline of Noble Street;

THENCE in a southwesterly direction along the centerline of Noble Street and its southwestward prolongation, a distance of approximately 171 feet to a point for corner on the centerline of Hall Street;

THENCE in a southeasterly direction along the centerline of Hall Street, a distance of approximately 205 feet to a point for corner on the centerline of Oak Grove Avenue;

THENCE in a southwesterly direction along the centerline of Oak Grove Avenue, a distance of approximately 1,185 feet to a point for corner on the centerline of McKinney Avenue;

THENCE in a southerly direction along the centerline of McKinney Avenue, a distance of approximately 115 feet to a point for corner on the northwestward prolongation of the centerline of Clyde Lane;

THENCE in a southeasterly direction along said line and continuing along the centerline of Clyde Lane, a distance of approximately 320 feet to a point for corner on a line, said line being the northeastward prolongation of the common line between Lots 18 and 19 in City Block B/578;

THENCE in a southwesterly direction along said line and continuing along said common line between Lots 18 and 19, a distance of approximately 90 feet to a point for corner on the southwest line of Lot 18 in City Block B/578;

THENCE in a southeasterly direction along said lot line, a distance of approximately 40 feet to a point for corner on the common line between Lots 1 and 2 in City Block A/578;

THENCE in a southwesterly direction along said common lot line and its southwestward prolongation, a distance of approximately 155 feet to a point for corner on the centerline of Allen Street;

THENCE in a southeasterly direction along the centerline of Allen Street, a distance of approximately 100 feet to a point for corner on a line, said line being perpendicular to the southwest line of Allen Street;



THENCE in a southwesterly direction along said line, a distance of approximately 22.5 feet to a point for corner on the southwest line of Allen Street, said point also being the northernmost corner of Lot 5 in City Block 577;

THENCE in a southerly direction along the western boundary of said Lot 5 and continuing in a southeasterly direction along the southwestern boundary of Lots 6 and 7, and continuing along the southeastward prolongation of the southwestern boundary of said Lot 7, a distance of approximately 277.5 feet to a point for corner on the centerline of a 15-foot-wide public alley adjacent to City Block A/577;

THENCE in a southwesterly direction along the centerline of said alley and its southwestward prolongation, a distance of approximately 190 feet to a point for corner on the centerline of Worthington Street;

THENCE in a southeasterly direction along the centerline of Worthington Street, a distance of approximately 50 feet to a point for corner on a line, said line being perpendicular to the southwest line of Worthington Street;

THENCE in a southwesterly direction along said line, a distance of approximately 24 feet to a point for corner on the southwest line of Worthington Street, said point also being the most northerly corner of Lot 5-A in City Block A/561;

THENCE in a southwesterly direction along the northwest line of said Lot 5-A, a distance of 158.69 feet to a point for corner;

THENCE in a southeasterly direction along the southwest line of Lot 5-A in City Block A/561, a distance of 48.3 feet to a point for corner;

THENCE South 39°38'00" West along a common property line, a distance of 172.0 feet to a point for corner on the centerline of Boll Street;

THENCE in a southeasterly direction along the centerline of Boll Street, a distance of approximately 80 feet to a point for corner on a line, said line being perpendicular to the southwest line of Boll Street;

THENCE in a southwesterly direction along said line, a distance of approximately 25 feet to a point for corner on the southwest line of Boll Street, said point also being the most easterly corner of Lot 4 in City Block A/554;

THENCE in a southerly and southwesterly direction along the southeasterly boundary of Lots 1, 2, 3 and 4 in City Block A/554 and continuing along the southwestward prolongation of the southeast boundary of Lot 1 in City Block A/554, a distance of approximately 355 feet to a point for corner on the centerline of Routh Street;

THENCE in a southeasterly direction along the centerline of Routh Street, a distance of approximately 120 feet to a point for corner on a line, said line being perpendicular to the southwest line of Routh Street;

THENCE in a southwesterly direction along said line, a distance of approximately 25 feet to a point for corner on the southwest line of Routh Street, said point also being the centerline of a 15-foot-wide public alley in City Block C/549;

THENCE in a southwesterly direction along the centerline of said alley and its southwestward prolongation, a distance of approximately 375 feet to a point for corner on the centerline of Fairmount Street;

THENCE in a southeasterly direction along the centerline of Fairmount Street, a distance of approximately 30 feet to a point for corner on a line, said line being the northeastward prolongation of the centerline of a 20-foot-wide public alley in City Block B/548;

THENCE in a southwesterly direction along the centerline of said alley and its southwestward prolongation, a distance of approximately 210 feet to a point for corner on the centerline of Leonard Street;

THENCE in a northwesterly direction along the centerline of Leonard Street, a distance of approximately 120 feet to a point for corner on the centerline of McKinney Avenue;

THENCE in a southwesterly direction along the centerline of McKinney Avenue, a distance of approximately 40 feet to a point for corner on a line, said line being approximately 142 feet southwest of and parallel to the southwest line of Fairmount Street;

THENCE in a northwesterly direction along said line, a distance of approximately 35 feet to a point on the northwest line of McKinney Avenue, the PLACE OF BEGINNING.

(c) The Quadrangle Subdistrict is that area of the city within the following described boundaries:

Being all of City Block 956, Lot 1A.3, and consisting of approximately 2.5 acres.

(d) The Peripheral Subdistrict is that area within the McKinney Avenue Sign District that is not in the Spine Subdistrict, the Quadrangle Subdistrict, the Maple Subdistrict, or the Quad Subdistrict; and containing a calculated area of 953,544.485 square feet or approximately 21.89 acres.

(e) The Maple Subdistrict is that area of the city within the following described boundaries:

BEING a 2.795 acre tract of land situated in the John Grigsby Survey, Abstract No. 495, City of Dallas, Dallas County, Texas; said tract being part of Fairmount Street right-of-way (a 50- foot wide right-of-way), part of McKinney Avenue right-of-way (a 60-foot wide right-of-way), part of Maple Avenue right-of-way (a 70-foot wide right-of-way), part of Block 949, Official Block Number of the City of Dallas and all of Lot 1A, Block 1/949, The James P. Leake Addition, an addition to the City of Dallas, Texas according to the plat recorded in Volume 94089, Page 4668 in the Deed Records of Dallas County, Texas; said 2.795 acre tract being more particularly described as follows:

BEGINNING, at a point for corner at the intersection of the centerline of said Fairmount Street with the centerline of said McKinney Avenue; said point being North 83 degrees, 18 minutes, 43 seconds East, a distance of 32.24 feet from the intersection of the southwest right-of-way line of said Fairmount Street with the northwest right-of-way line of said McKinney Avenue at the easternmost corner of said Block 949; said POINT OF BEGINNING having State Plane Coordinates (Grid) of: North: 6,976,403.44, East: 2,490,190.20;

THENCE, departing the said centerline of Fairmount Street and along the said centerline of McKinney Avenue, the following two calls:

South 14 degrees, 48 minutes, 49 seconds West, a distance of 177.58 feet to a point for corner;

South 14 degrees, 36 minutes, 22 seconds West, a distance of 262.42 feet to a point for corner at the intersection of said centerline of McKinney Avenue with the centerline of said Maple Avenue; said point being South 23 degrees, 12 minutes, 10 seconds East, a distance of 90.17 feet from the southernmost south corner of said Lot 1A, Block 1/949, The James P. Leake Addition and the southwest end of a right-of-way corner clip at the intersection of said northwest right-of-way line of McKinney Avenue with the northeast right-of-way line of said Maple Avenue; said point for corner having State Plane Coordinates (Grid) of: North: 6,975,977.74, East: 2,490,078.80;

THENCE, North 46 degrees, 02 minutes, 38 seconds West, departing the said centerline of McKinney Avenue and along the said centerline of Maple Avenue, a distance of 388.94 feet to a point for corner;

THENCE, North 44 degrees, 30 minutes, 52 seconds East, departing the said centerline of Maple Avenue and into, over and across said right-of-way of Maple Avenue, at a distance of 35.00 feet passing the said northeast line of Maple Avenue, the southernmost corner of Lot 7, Block 1/949, North Dallas Improvement Co., an addition to the City of Dallas, Texas according to the plat recorded in Volume 106, Page 258, in said Deed Records, and the westernmost corner of said Lot 1A, Block 1/949, The James P. Leake Addition, continuing along the southeast line of said Lot 7, Block 1/949 and the northwest line of said Lot 1A, Block 1/949, The James P. Leake Addition, at a distance of 96.36 feet passing the easternmost corner of said Lot 7, Block 1/949, then continuing along a southeast line of said City Block 949, in all a total distance of 214.86 feet to a point for corner; said point being the northernmost corner of said Lot 1A, Block 1/949, The James P. Leake Addition and a reentrant corner of said City Block 949;

THENCE, into, over and across said City Block 949, the following two calls:

North 45 degrees, 51 minutes, 08 seconds West, a distance of 85.00 feet to a point for corner;

North 44 degrees, 08 minutes, 52 seconds East, at a distance of 144.55 feet passing the said southwest line of Fairmount Street, then continuing into, over and through said Fairmount Street right-of-way, in all a total distance of 169.55 feet to a point for corner in the said centerline of Fairmount Street;

THENCE, South 45 degrees, 51 minutes, 08 seconds East, along the said centerline of Fairmount Street, a distance of 256.18 feet to the POINT OF BEGINNING; and CONTAINING, approximately 121,756 square feet or 2.795 acres.

(f) The Quad Subdistrict is that area of the city within the following described boundaries:

Being all of City Block 956, Lot 1A, and consisting of approximately 3.8247 acres.

**SEC. 51A-7.1503. PURPOSE.**

The purpose of this division 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:

- (a) To protect the historical and architectural character of this district from inappropriate signs in terms of number (clutter), style, color, and materials.
- (b) To ensure that significant architectural features in this district are not obscured.
- (c) To encourage signs that are complimentary to the architectural styles and historical nature of the buildings and trolley in this district.
- (d) To ensure that the size and orientation of signs are geared toward the high number of pedestrians in this district.
- (e) To attract the public to the goods and services available in the district by enhancing the aesthetic quality of signs in this district.
- (f) To encourage artistic, creative, and innovative signs that reflect the themes of the area.
- (g) To promote safety, communications efficiency, and landscape quality and preservation as described in Section 51A-7.101. (Ord. 21145)

#### **SEC. 51A-7.1504. DEFINITIONS.**

- (a) Unless the context clearly indicates otherwise, in this division:
  - (1) ARCADE means any structure that is attached to a building and neither fully enclosed on all sides nor structural to the building itself, which is covered by a roof having the primary function of weather protection for a walkway.
  - (2) BLADE SIGN means a multi-face attached sign containing messages that are perpendicular to the building facade.
  - (3) FLAT ATTACHED SIGN means an attached sign projecting from a building and parallel to the building facade.
  - (4) HIGHRISE BUILDING means a building that has a height of more than 36 feet.
  - (5) LOWER FACADE means the area of a highrise building facade that is 36 feet or less above grade when measured vertically.
  - (6) LOWRISE BUILDING means a building that has a height of 36 feet or less.
  - (7) MARQUEE SIGN means a sign attached to, applied on, or supported by a permanent canopy projecting over a pedestrian street entrance of a building, and consisting primarily of changeable panels, words, or characters.
  - (8) PAINTED APPLIED SIGN means a sign painted directly onto the exterior facade of a building, not including doors and windows.

(9) PROJECTING ATTACHED SIGN means an attached sign projecting 18 or more inches from a building.

(10) SMALL WORD means a word with no character that exceeds four inches in height.

(11) THIS DISTRICT means the McKinney Avenue Sign District.

(12) UPPER FACADE means the area of a highrise building facade that is more than 36 feet above grade when measured vertically.

(13) WINDOW ART DISPLAY means an exhibit or arrangement placed within a street level storefront window.

(14) WINDOW SIGN means a sign painted or affixed to a window.

(b) Except as otherwise provided in this section, the definitions contained in Sections 51A-2.102 and 51A-7.102 apply to this division. In the event of a conflict, this section controls. (Ord. 21145)

#### **SEC. 51A-7.1505. SIGN PERMIT REQUIREMENTS.**

The regulations relating to the erection of all signs in this district are expressly modified as follows:

(a) No person may alter, erect, maintain, expand, or remove a sign in this district without first obtaining a sign permit from the city. This section does not apply to government signs described in Section 51A-7.207.

(b) The procedure for obtaining a sign permit is outlined in Section 51A-7.505. Section 51A-7.602 does not apply to signs in this district. (Ord. 21145)

#### **SEC. 51A-7.1506. SPECIAL PROVISIONS FOR ALL SIGNS.**

The regulations relating to the erection of all signs in this district are expressly modified as follows:

(a) Signs in right-of-way. Signs in this district are permitted to overhang the public right-of-way subject to city franchising requirements.

(b) Materials.

(1) The use of plastic is prohibited, except when it is:

(A) used as a decoration (as opposed to a character) on the exterior face of a sign, in which case no more than five percent of the effective area of the sign may consist of plastic;

(B) placed behind the exterior face of a sign in places where that face has been cut in the shape of a character;

(C) used in or on a marquee sign; or

(D) used as the exterior face of individual channel letters in the Maple Subdistrict or the Quad Subdistrict where channel letters are either trim-capless or use metal fabricated retainers.

(2) Although not required, painted applied signs and enameled metal sheet signs are encouraged.

(c) Lighting.

(1) Except in the Maple Subdistrict and the Quad Subdistrict, the only light sources that may be used to illuminate a sign are cold cathode, neon, and incandescent lamps.

(2) A light source external to a sign may illuminate a sign if the light does not cross into either a public right-of-way or a residential zoning district.

(3) Illuminated signs on translucent fabric are encouraged.

(4) No light used to illuminate a sign may turn on or off, or change its brightness more than twice a day.

(d) Colors. Fluorescent and neon colors on signs are prohibited. (Ord. 21145)

#### **SEC. 51A-7.1507. SPECIAL PROVISIONS FOR ATTACHED SIGNS.**

The regulations relating to the erection of attached signs in this district are expressly modified as follows:

(a) Location restrictions.

(1) Except as provided in Paragraph (2), no attached sign may be erected on a facade unless it faces a public right-of-way that is adjacent to the lot where the sign is proposed to be located, except that flat attached signs may be located on any upper façade within the Maple Subdistrict and any façade within the Quad Subdistrict.

(2) In the Maple Subdistrict, flat attached signs may be located on any upper façade. A maximum of two flat attached signs may be located between the top of the lower façade and the 14<sup>th</sup> floor on each façade.

(3) No small words may be on an attached sign erected partially or totally within an upper facade in either the Spine, Maple, Quad, or Quadrangle Subdistricts.

(4) In the Peripheral Subdistrict, no attached sign may be erected on:

(A) an upper facade; or

(B) a lot where a detached sign is erected.

(b) Effective area.

(1) Spine, Maple, Quad, and Quadrangle Subdistricts. In the Spine, Maple, Quad, and Quadrangle Subdistricts, the combined effective area of all attached signs:

(A) on a lowrise building or a lower facade may not exceed 10 percent of the total area of the building facade or the lower facade, as the case may be; and

(B) on an upper facade may not exceed five percent of the total area of the lower facade, except in the Quad Subdistrict, on the upper façade facing Howell Street or Routh Street may not exceed three percent of the of the total area of the upper façade.

(2) Peripheral Subdistrict. In the Peripheral Subdistrict, the combined effective area of all attached signs on a lowrise building or a lower facade may not exceed eight percent of the total area of the building facade or the lower facade, as the case may be.

(c) Flat attached signs.

(1) Except as provided in this paragraph, no flat attached sign may project more than eight inches from a building. In the Maple Subdistrict and the Quad Subdistrict, no flat attached sign may project more than 18 inches from a building.

(2) Except as provided in Paragraph 3, a flat attached sign may be erected on an arcade, but it may not project above the roof of the attached building.

(3) In the Quad Subdistrict, a flat attached sign on one upper façade may be attached to any part of the building and project 10 feet above the roof of the attached building.

(d) Projecting attached signs.

(1) A projecting attached sign may be erected on an arcade, but it may not project above the roof of the attached building.

(2) No projecting attached sign may be erected partially or totally within an upper facade.

(3) No face of a projecting attached sign erected below the bottom of a second story window may exceed eight square feet.

(4) No face of a projecting attached sign erected above the bottom of a second story window may exceed 15 square feet.

(5) In the Maple Subdistrict, projecting attached signs are prohibited on a façade with one or more blade signs.

(e) Marquee signs.

(1) No marquee sign may:

(A) exceed 100 square feet in effective area;

(B) be longer than one-half of the length of the frontage of the building to which the marquee is attached; and

(C) be located above the bottom of a second story window.

(2) A marquee sign must:

- (A) be parallel to the surface to which it is attached; and
- (B) have a height dimension between two and six feet.

(3) No premise may have more than one marquee sign.

(4) A marquee sign may be erected only on a building that contains a theater use.

(5) A marquee sign may consist of up to 100 percent plastic.

(f) Window signs.

(1) Except as modified by Paragraph (2), the effective area of a window sign may not exceed more than 25 percent of the area of a window or 10 percent of the facade area, whichever is less.

(2) If a window sign uses neon bulbs, the effective area of that sign may not exceed more than 15 percent of the area of a window.

(3) No window sign may be erected on an upper facade.

(g) Blade signs. Blade signs may only be located in the Maple Subdistrict and:

- (1) may only be located on a façade facing Fairmont Street;
- (2) may not exceed 20 square feet in effective area;
- (3) may not be located lower than 12 feet above grade or outside of the lower façade;
- (4) may not be located more than four feet from the façade or above a roof of a building;

and

(5) must maintain a minimum 25 foot horizontal spacing separation from all other blade signs.

(h) Window art displays. In the Maple Subdistrict, window art displays on the ground floor of a building are allowed subject to the following regulations:

(1) A window art display must be located within a window on a façade facing Fairmont Street and may contain only a promotional message, generic graphics (including three-dimensional artifacts or objects), cultural event or activity, merchandise only if sold by a tenant occupying space within the premise, a message identifying the sponsor of the display, or a message referring to the sale or lease of the premises.

(2) No sign permit or certificate of appropriateness is required to erect or remove a window art display.

#### **SEC. 51A-7.1508. SPECIAL PROVISIONS FOR DETACHED SIGNS.**



The regulations relating to the erection of detached signs in this district are expressly modified as follows:

- (a) No detached sign may:
  - (1) exceed 20 feet in height; or
  - (2) be located within five feet of any public right-of-way.
- (b) Except in the Maple Subdistrict and Quad Subdistrict, if a detached sign has an effective area of more than 10 square feet, it must be located at least 10 feet from any public right-of-way.
- (c) No detached sign may have an effective area of more than:
  - (1) 150 square feet if the sign is located in the Quadrangle Subdistrict and Quad Subdistrict;
  - (2) 20 square feet if the sign is located in the Spine Subdistrict;
  - (3) 15 square feet if the sign is located in the Peripheral Subdistrict; and
  - (4) the size limitations provided in Subsection (f) of this section.
- (d) In the Peripheral Subdistrict, no detached sign may be erected on a lot where an attached sign is erected.
- (e) Detached non-premise signs are prohibited in this district.
- (f) In the Maple Subdistrict, detached signs are limited to:
  - (1) one multi-tenant monument sign, not to exceed 125 square feet in effective area or six feet in height;
  - (2) two single-tenant monument signs, not to exceed 50 square feet in effective area or six feet in height; and
  - (3) movement control signs as provided for in Section 51A-7.205(e).
- (g) Except as provided in Section 51A-7.1509 and Section 51A-7.1510, in the Quad Subdistrict, detached signs are limited to:
  - (1) no more than four multi-tenant monument signs, not to exceed two along any street frontage.
- (gh) In the Maple Subdistrict and the Quad Subdistrict, each monument sign must maintain a minimum spacing separation of 175 feet from all other monument signs within the subdistrict.

#### **SEC. 51A-7.1509. SPECIAL PROVISIONS FOR SUBDIVISION SIGNS.**

The regulations relating to the erection of subdivision signs in this district are expressly modified as follows:

- (a) Quad Subdistrict.

(1) Subdivision signs are permitted as provided for in Section 51A-7.303(d), except as provided below:

(A) The maximum effective area of each subdivision sign may not exceed 65 square feet in effective area.

(B) Subdivision signs may be internally illuminated.

(C) The highest part of a subdivision sign may not exceed 10 feet in height.

(D) For the purposes of permitting, Section 51A-7.303(d)(10) does not apply.

#### **SEC. 51A-7.1510. SPECIAL PROVISIONS FOR MOVEMENT CONTROL SIGNS.**

The regulations relating to the erection of movement control signs in this district are expressly modified as follows:

(a) Quad Subdistrict.

(1) Movement control signs are subject to the following:

(A) Movement control signs may contain tenant and subdivision identification messages.

(B) Detached movement control signs may not exceed six square feet in effective area.

(C) Attached movement control signs may not exceed 10 square feet in effective area.

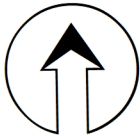
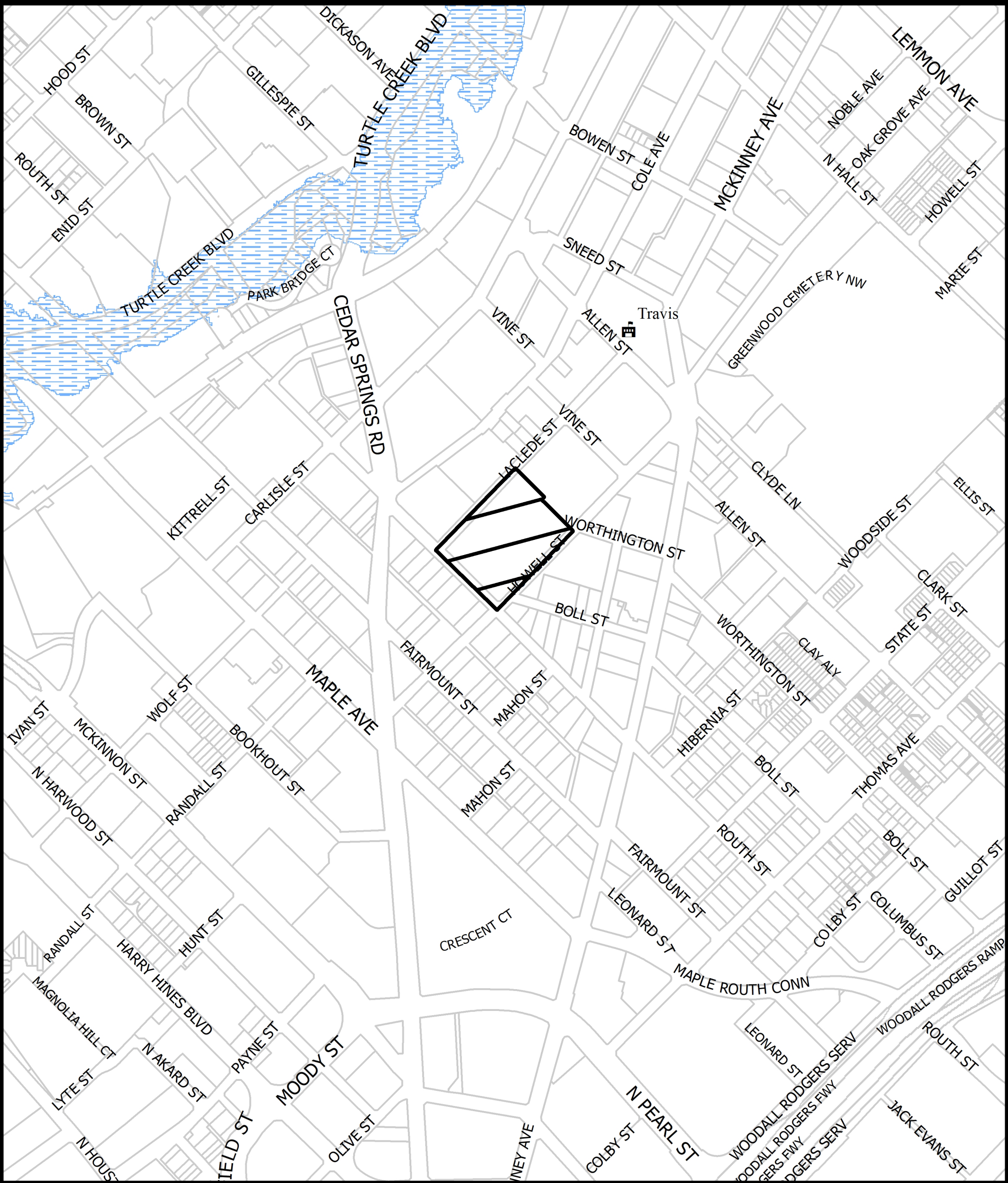
(D) Projecting attached movement control signs:

(i) may only be erected on the lower façade but not located lower than 12 feet above grade;

(ii) may not project more than three feet from the façade; and

(iii) may not have letters or symbols that exceed six inches in height, except for letters or symbols indicating parking or subdivision logos.

(2) No setback is required for a detached movement control sign that does not exceed four feet in height.

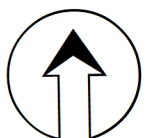


1:7,200

VICINITY MAP

Case no: SPSD223-002  
Date: 10/4/2023





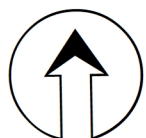
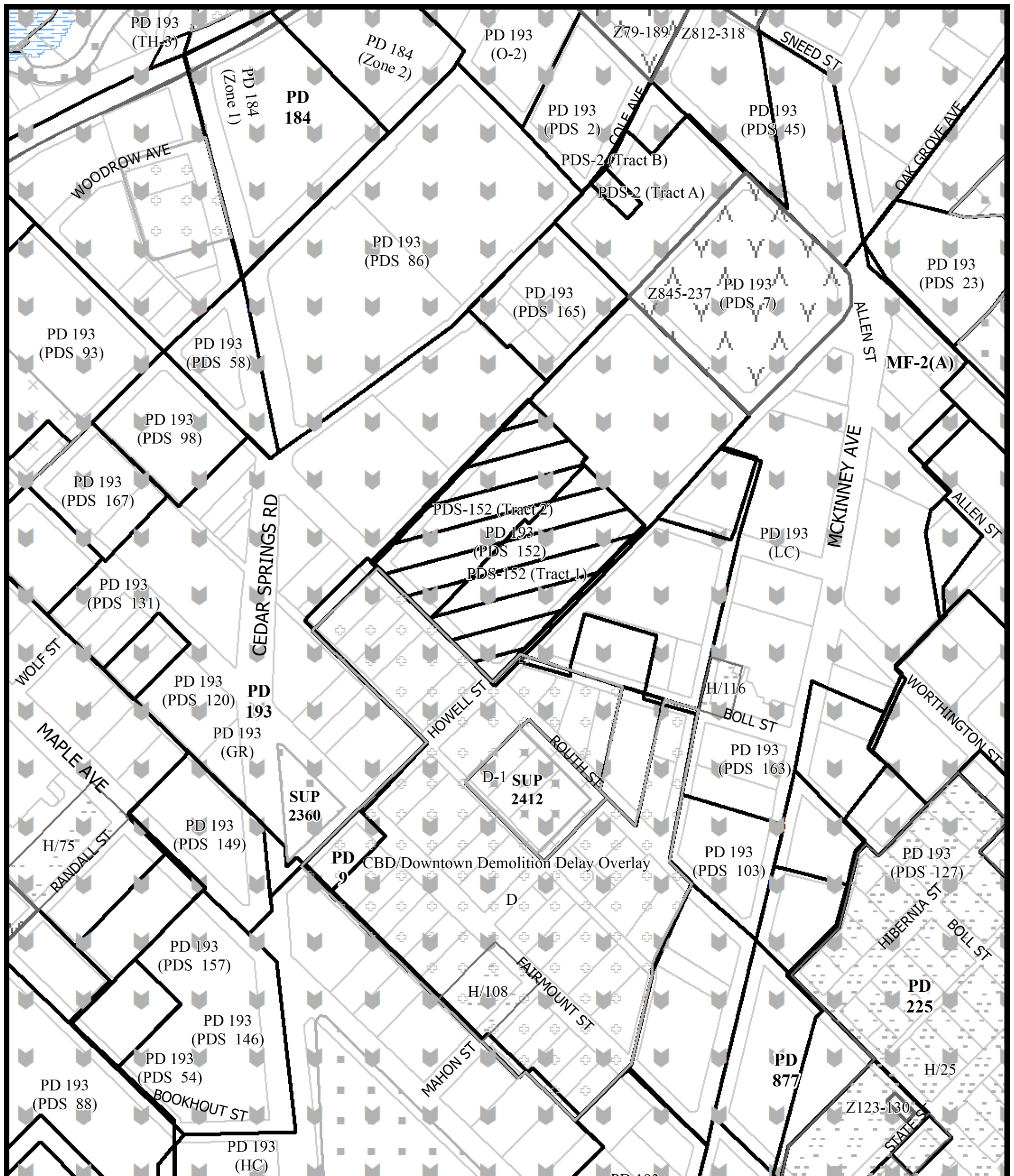
1:3,600

# AERIAL MAP

Case no: SPSD223-002

Date: 10/4/2023

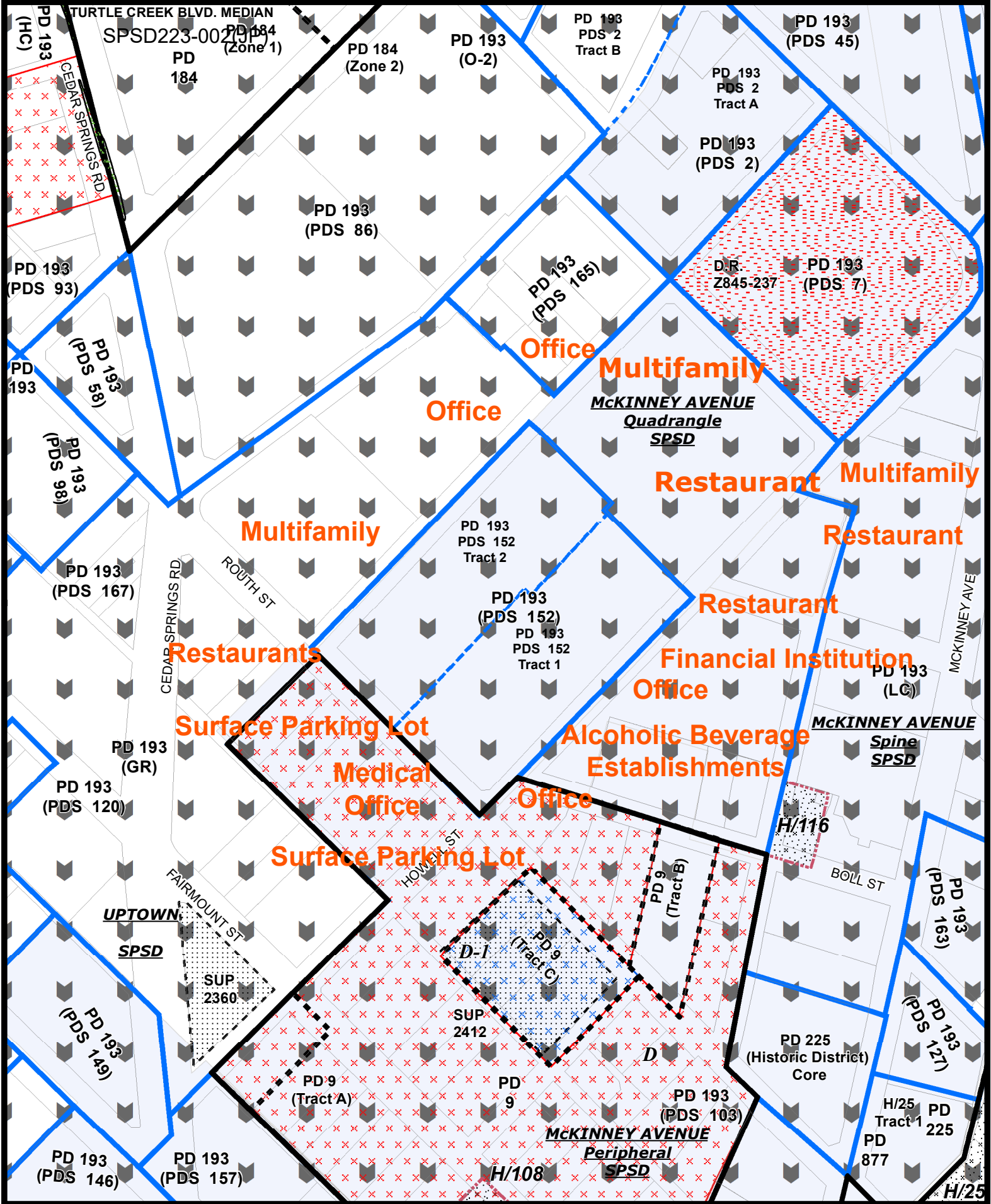




1:3,600

# ZONING MAP

Case no: **SPSD223-002**Date: **10/4/2023**

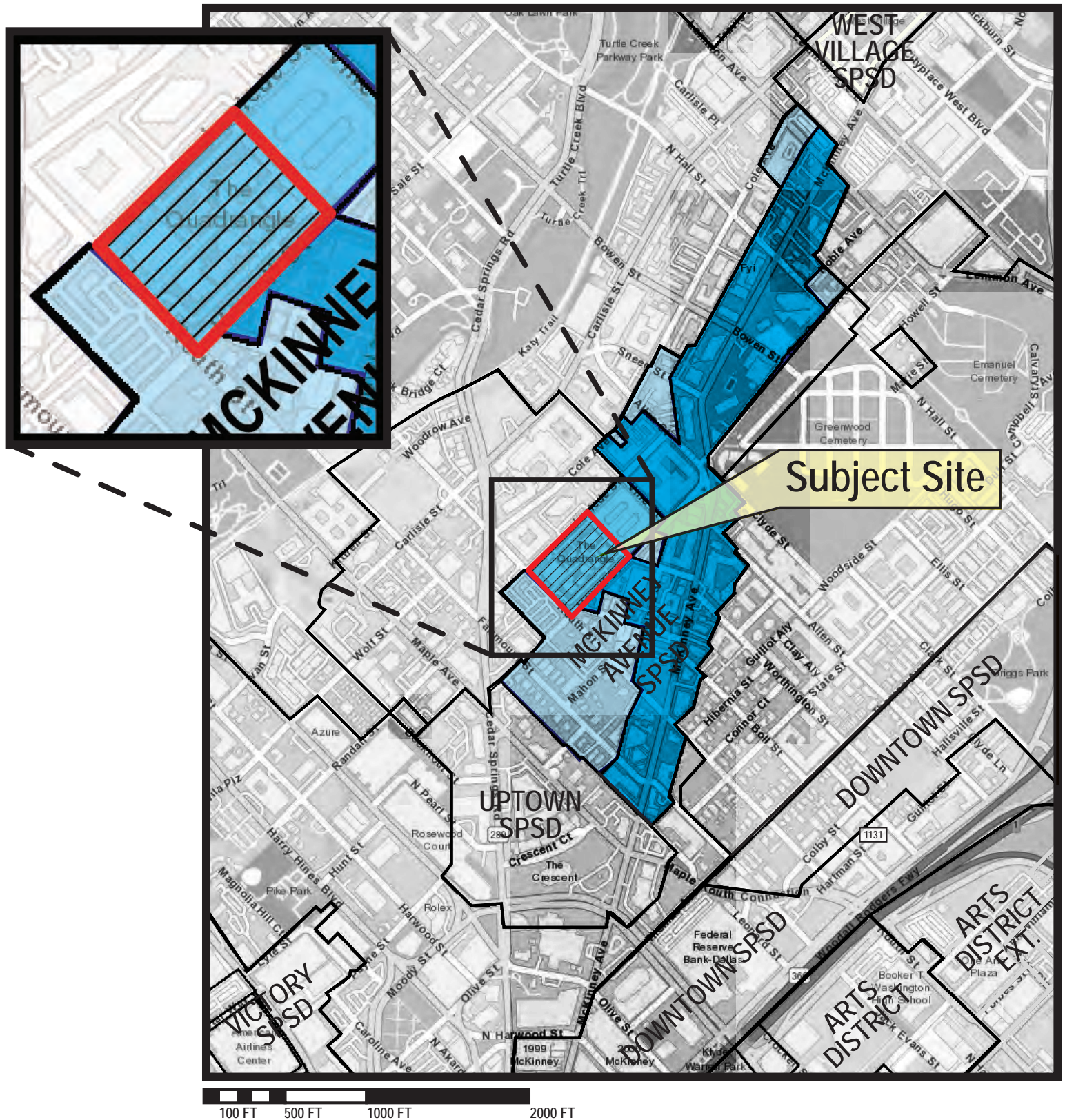




## CURRENT CONDITIONS

SPSD 223-002(JP)

SUBJECT SITE - NORTH CORNER OF ROUTH ST AND HOWELL ST

LEGEND

- Subject Site

- McKinney Ave. Sign District - Spine Subdistrict

- McKinney Ave. Sign District - Quadrangle Subdistrict

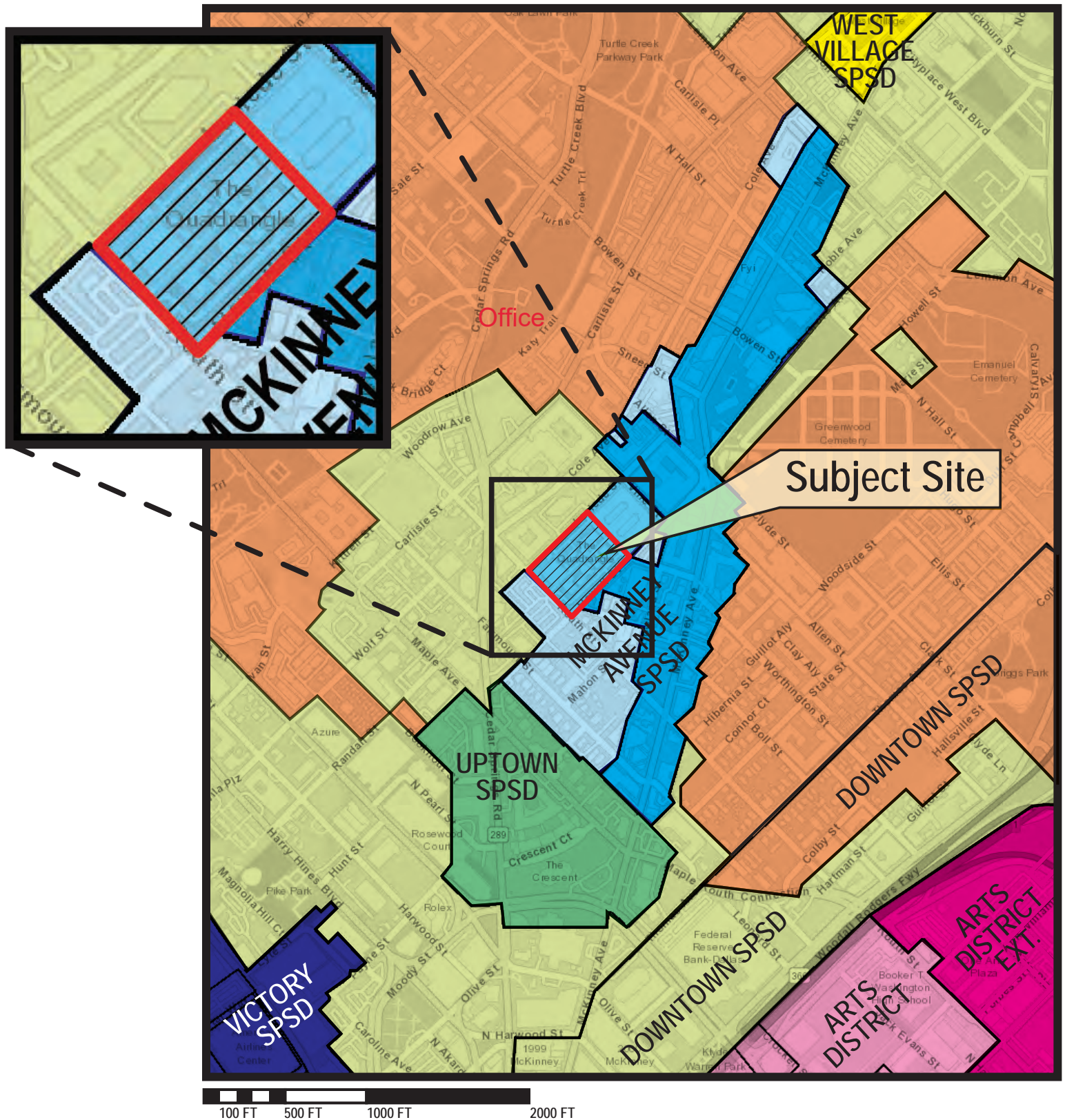
- McKinney Ave. Sign District - Peripheral Subdistrict





## SIGN DISTRICTS

SUBJECT SITE - NORTH CORNER OF ROUTH ST AND HOWELL ST

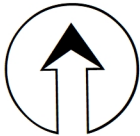
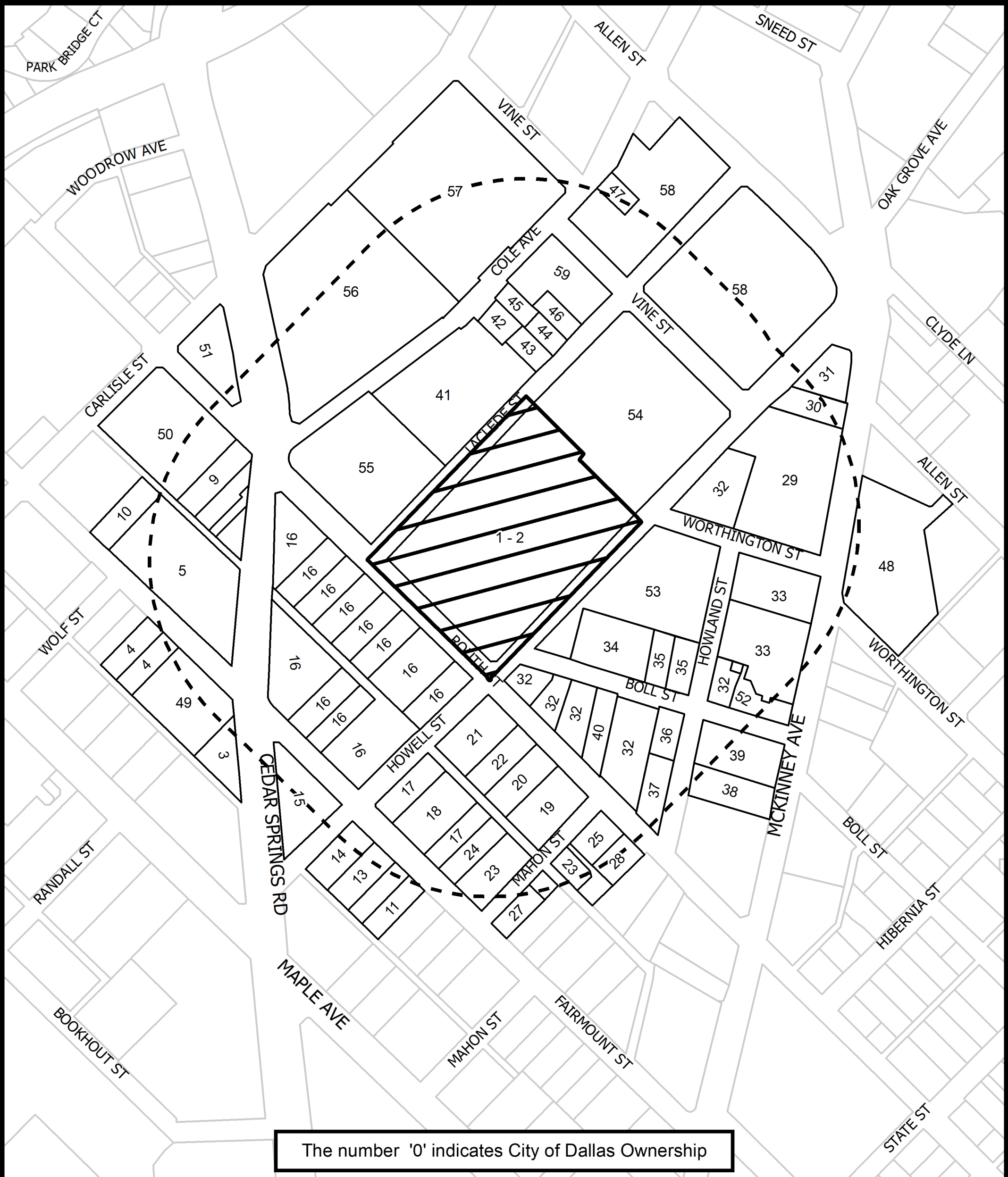
SPSD 223-002(JP)

**LEGEND**

-  - Subject Site
-  - Uptown Sign District
-  - McKinney Ave. Sign District - Spine Subdistrict
-  - McKinney Ave. Sign District - Quadrangle Subdistrict
-  - McKinney Ave. Sign District - Peripheral Subdistrict
-  - Victory Sign District | West Village Sign District
-  - Arts District | Arts District Extension

-  - Business Zoning District \*\*
-  - Non-Business Zoning District \*\*
- \*\* - May include additional Planned Development provisions





1:3,600

# NOTIFICATION

**500'**

AREA OF NOTIFICATION

**59**

NUMBER OF PROPERTY OWNERS NOTIFIED

Case no: **SPSD223-002**

Date: **10/4/2023**

10/04/2023

***Notification List of Property Owners******SPSD223-002******59 Property Owners Notified***

<b><i>Label #</i></b>	<b><i>Address</i></b>	<b><i>Owner</i></b>
1	2688 LACLEDE ST	SRPF BQUADRANGLE PROPERTY LLC
2	2800 ROUTH ST	THEATRE THREE INC
3	2425 CEDAR SPRINGS RD	PONOS DYNAMICS LLC
4	2917 FAIRMOUNT ST	SELENE CAPITAL DEVELOPMENT
5	2501 CEDAR SPRINGS RD	GH CEDAR SPRINGS INC
6	2521 CEDAR SPRINGS RD	THORNTON LAURIE L &
7	2537 CEDAR SPRINGS RD	SPURGIN ROBERT B & SALLY
8	2535 CEDAR SPRINGS RD	SPURGIN ROBERT B
9	3005 ROUTH ST	JEH FAMILY TRUST
10	3004 FAIRMOUNT ST	ALAMO MANHATTAN FAIRMOUNT LLC
11	2711 FAIRMOUNT ST	2711 FAIRMOUNT LP
12	2715 FAIRMOUNT ST	TRU SALON DALLAS LLC
13	2719 FAIRMOUNT ST	SHAW EVAN L
14	2723 FAIRMOUNT ST	SHAW EVAN LANE
15	2408 CEDAR SPRINGS RD	GREENWAY MAPLE LP
16	2812 FAIRMOUNT ST	GREENWAY CEDAR SPRINGS LP
17	2722 FAIRMOUNT ST	VICEROY FAIRMOUNT LP
18	2718 FAIRMOUNT ST	VICEROY FAIRMOUNT LP
19	2711 ROUTH ST	PEGASUS FOUNDATION THE
20	2719 ROUTH ST	PEGASUS FDN
21	2727 ROUTH ST	2727 PARTNERSHIP LP
22	2723 ROUTH ST	PEGASUS FOUNDATION THE
23	2700 FAIRMOUNT ST	MORTON PRODUCTION INC &
24	2706 FAIRMOUNT ST	FAIRMOUNT OFFICE LLC
25	2707 ROUTH ST	CENIKOR FOUNDATION
26	2512 MAHON ST	GINSBURG BROOKE &

<b>Label #</b>	<b>Address</b>	<b>Owner</b>
27	2610 FAIRMOUNT ST	GINSBURG BROOKE MINORS
28	2703 ROUTH ST	DAYTON JOHN W
29	2811 MCKINNEY AVE	PJO 2811 LLC &
30	2821 MCKINNEY AVE	MCKINNEY NEW VENTURES LLC
31	2909 MCKINNEY AVE	MCKINNEY NEW VENTURES LLC
32	2704 WORTHINGTON ST	PASHA & SINA INC
33	2705 MCKINNEY AVE	MCKINNEY AVENUE PARTNERS LTD
34	2718 BOLL ST	SRPF BGINGERMAN PROPERTY LLC
35	2706 BOLL ST	STORY HERBERT B JR &
36	2703 BOLL ST	OGLE LINDA K ET AL
37	2704 ROUTH ST	SC ONE DALLAS LLC
38	2621 MCKINNEY AVE	2621 MCKINNEY LLC
39	2633 MCKINNEY AVE	CH RETAIL FUND I DALLAS MCKINNEY AVENUE LP
40	2714 ROUTH ST	2714 ROUTH STREET LTD
41	2626 COLE AVE	TALON 2626 COLE LLC
42	2708 COLE AVE	AMERICAN BOARD OF OBGYN EDUCATIONAL FOUNDATION
43	2709 LACLEDE ST	AMERICAN BOARD OF OBSTETRICS & GYNECOLOGY INC THE
44	2713 LACLEDE ST	AMERICAN BOARD OF OBSTETRICS & GYNECOLOGY INC THE
45	2712 COLE AVE	AMERICAN BOARD OF OBGYN
46	2719 LACLEDE ST	AMERICAN BOARD OF OBSTETRICS & GYNECOLOGY INC THE
47	2808 COLE AVE	DALLAS SKYFALL LLC
48	2808 MCKINNEY AVE	POST WORTHINGTON LP
49	2913 FAIRMOUNT ST	SELENE CAPITAL DEVELOPMENT
50	3033 ROUTH ST	HANSA BELL KATY TRAIL JV LLC
51	2605 CEDAR SPRINGS RD	GREENWAY-CARLISLE LP
52	2701 MCKINNEY AVE	STORY HERBERT B JR
53	2626 HOWELL ST	TRINITY BELL APARTMENTS LLC
54	2717 HOWELL ST	PPF AMLI 2717 HOWELL ST
55	2600 COLE AVE	GABLES MIRABELLA LP
56	2650 CEDAR SPRINGS RD	LG VILLA ROSA II LP
57	2707 COLE AVE	COLE APARTMENTS

<b><i>Label #</i></b>	<b><i>Address</i></b>	<b><i>Owner</i></b>
58	2801 ALLEN ST	POST APARTMENT HOMES LP
59	2915 VINE ST	AMERICAN BOARD OF OBGYN EDUCATIONAL