

**HONORABLE MAYOR & CITY COUNCIL**

**WEDNESDAY, OCTOBER 23, 2019**

**ACM: Majed Al-Ghafry**

**FILE NUMBER:** SPSPD189-008

**DATE FILED:** July 2, 2018

**LOCATION:** On the northeast side of Pearl Street, between Ross Avenue and San Jacinto Street

**COUNCIL DISTRICT:** 14

**MAPSCO:** 45 L

**SIZE OF REQUEST:** Approximately 2.6 acres

**CENSUS TRACT:** 17.01

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**REPRESENTATIVE:** Jackson Walker LLP/Suzan Kedron

**APPLICANT/OWNER:** FPG CT Owner, LP

**REQUEST:** An application to create a new subdistrict in the Central CBD Subdistrict within the Downtown Special Provision Sign District on property zoned a CA-1(A) Central Area District.

**SUMMARY:** The applicant proposes to create a new subdistrict that would allow one monument detached premise sign, one landscape detached premise sign, and a gateway attached sign all fronting on Pearl Street and to allow movement control signs to be located within the property.

**CPC RECOMMENDATION:** Approval.

**STAFF RECOMMENDATION:** Approval.

## **BACKGROUND INFORMATION:**

The request is to create a new subdistrict within the Downtown Special Provision Sign District (SPSD) called the Chase Tower Subdistrict. The request would allow for one monument detached premise sign, one landscape detached premise sign, gateway attached signs all fronting on Pearl Street and would allow for movement control signs to be located within the existing Chase Tower site to serve as vehicular and pedestrian control.

On September 19, 2019, the City Plan Commission recommended approval of this request with staff's recommended conditions. The applicant agrees with CPC's recommendation.

## **STAFF ANALYSIS:**

The subject site is developed with Chase Bank Tower. The adjacent land uses includes a church and office use on the north; office and retail uses on the west; and a hotel and retail uses on the south.

The applicant indicated a desired to make the site's plaza an extension of the Arts District by creating a more open plaza area with landscaping, walkways, and a motor drop-off at the base of the building. The applicant proposes gateway attached signs to be located on a vertical clearance structure/access gate that prevents access of oversize vehicles to the site, two attached premise signs (must be one monument detached premise sign, one landscape detached premise sign) all fronting on Pearl Street, and to allow movement control signs to be located within the existing Chase Tower site to serve as vehicular and pedestrian control.

### *Gateway Attached Premise Signs*

The amendment proposes to allow two gateway attached signs, a minimum setback of five feet, a maximum of two gateway signs are permitted and a maximum total effective area not to exceed 65 square feet for the combination of both signs. The existing gateway structure where the proposed signs will be attached has a setback of five feet from the property line (right-of-way) and it is only allowed to front on Pearl Street.

### *Detached Premise Signs*

The current regulations state that all detached premise signs must be monument signs or landscape signs, these signs may not exceed 50 square feet in effective area or 15 feet in height if the sign is located within a setback of 15 feet or greater from the public right-of-way; otherwise 20 square feet in effective area or five feet in height, and one detached premise sign is permitted for every 450 feet of frontage and additional detached premise sign for each additional 100 feet of frontage. The proposed amendment seeks to allow a total of two additional detached premise signs: one monument detached premise sign and one landscape detached premise sign fronting on Pearl Street. In addition, the

proposed amendment seeks to increase the effective area of the proposed monument detached sign to 80 square feet with a minimum setback of 10 feet from the public right-of-way.

### *Movement Control Signs*

The current regulations allow movement control signs to be detached or attached signs, For movement control signs that include the name and logo of two or more premises, the regulations limit the effective area to 30 square feet, and for movement control signs that include the name or logo of one premise, the regulations limit the effective area to two square if the sign is not located in the public right-of-way. Movement control signs may or may not be located in the public right-of-way and may be unlimited in number.

The proposed amendment seeks to increase the effective area to eight square feet for signs that include the name and logo of one of the premise building or occupants. The applicant further proposes to limit movement control signs to be only detached signs and not be located in the public right-of-way. There are no limits on the number of movement control signs.

	<i>Current</i>	<i>Current</i>	<i>Proposed</i>	<i>SSDAC Recommendation</i>
	GENERAL CBD, MAIN STREET, CONVENTION CENTER, AND RETAIL SUBDISTRICTS	WHITACRE TOWER	CHASE	
Detached				
# of premise signs per street frontage	1 per 450 ft. of frontage	1 per 450 ft. of frontage	1 per 450 ft. of frontage	Recommend approval
# of additional signs fronting	1 per 100 ft.	1 per 100 ft.	permitted- one must be a monument sign; one must be a landscape sign located on Pearl St.	Recommend approval
Effective area for detached premise signs	20 sq. ft./50 sq. ft.	20 sq. ft./50 sq. ft.	80 sq. ft.	Recommend approval/condition
setback from the public right-of-way	15 ft./>15ft.	15 ft./>15ft.	10 ft.	
Gateway attached sign	NA	NA	Yes	Recommend approval/condition
message total area	NA	NA	Total 65 sq. ft.	
Gateway sign setback	NA	NA	5' from r-o-w	
may contain building and tenant identification	NA	NA	Yes	
Movement control signs				
Movement signs (attached or detached)	Attached or Detached	Attached or Detached	Attached only	Recommend approval/condition
Movement effective area	30 sq. ft. for two or more premises and 2 sq. ft. for one premise	30 sq. ft. for two or more premises and 2 sq. ft. for one premise	8 sq. ft. for one or more premise	
Location	May be located in the public right-of-way	May be located in the public right-of-way	May not be located in the public right of way	

<p>List of Officers Anland North Commercial LP</p>
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FPG CT Owner, LP

FPG CT GP, LLC, its general partner  
FPG CT Mezz, LLC, its limited partner

FPG CT GP, LLC

Louis Kestenbaum, Chairman of the Board  
Joel Kestenbaum, President/Treasurer  
Jonathan Landau, Chief Executive Officer  
Terrence Storey, Chief Financial Officer/Secretary

FPG CT Mezz, LLC

Louis Kestenbaum, Chairman of the Board  
Joel Kestenbaum, President/Treasurer  
Jonathan Landau, Chief Executive Officer  
Terrence Storey, Chief Financial Officer/Secretary

**CPC action**  
**September 19, 2019**

**Motion:** It was moved to recommend **approval** of the creation of a new subdistrict in the Central CBD Subdistrict within the Downtown Special Provision Sign District on property zoned CA-1(A) Central Area District in an area on the northeast side of Pearl Street, between Ross Avenue and San Jacinto Street.

Maker: Ridley  
Second: Murphy  
Result: Carried: 12 to 0

For: 12 - MacGregor, Schulte, Criss, Johnson, Shidid,  
Carpenter, Brinson, Jung, Housewright,  
Schultz, Murphy, Ridley,

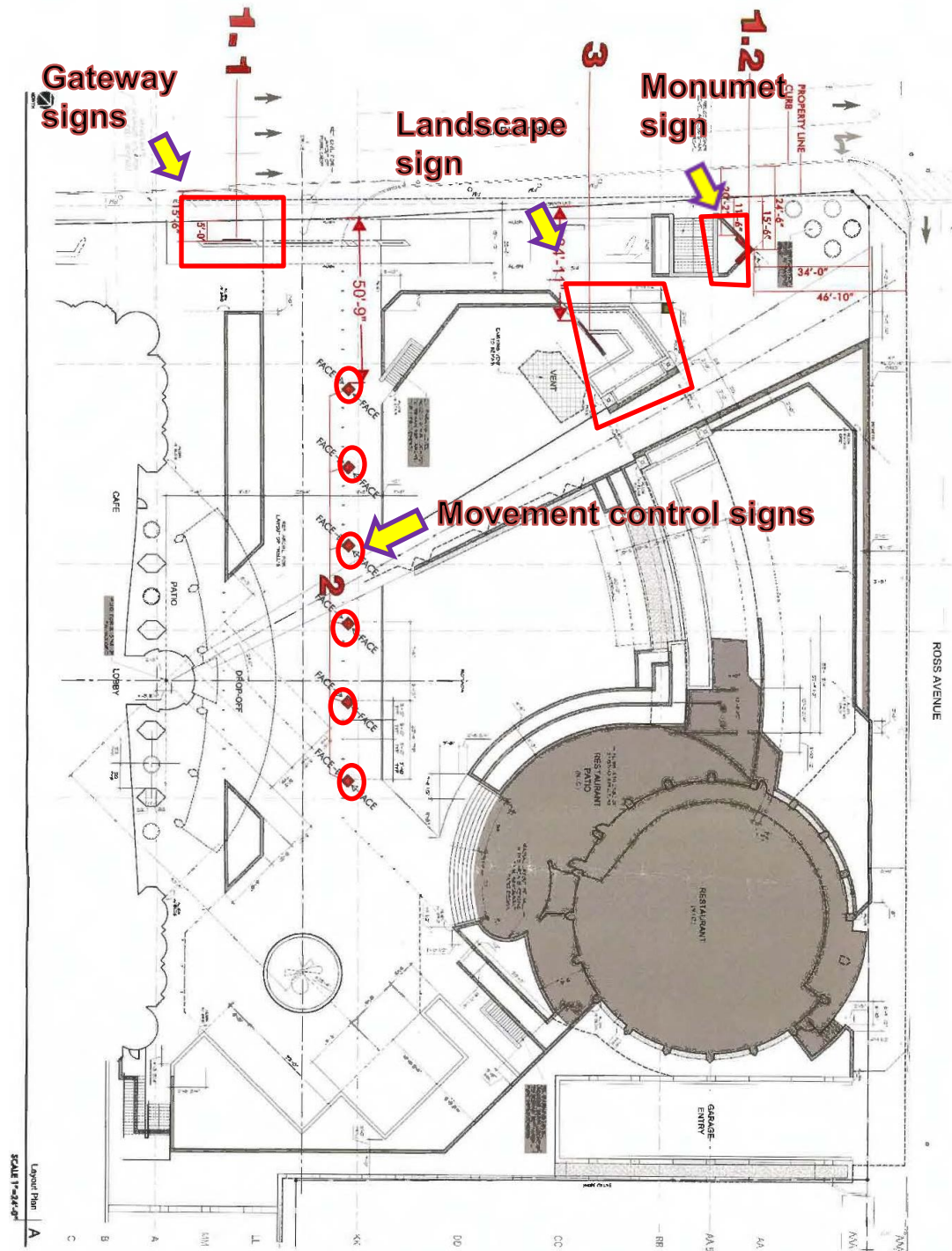
Against: 0  
Absent: 1 - Tarpley  
Vacancy: 2 - District 8, District 12

**Notices:** Area: 200 Mailed: 15

**Replies:** For: 0 Against: 0

**Speakers:** For: Suzan Kedron, 2323 Ross Ave., Dallas, TX, 75201  
Against: None

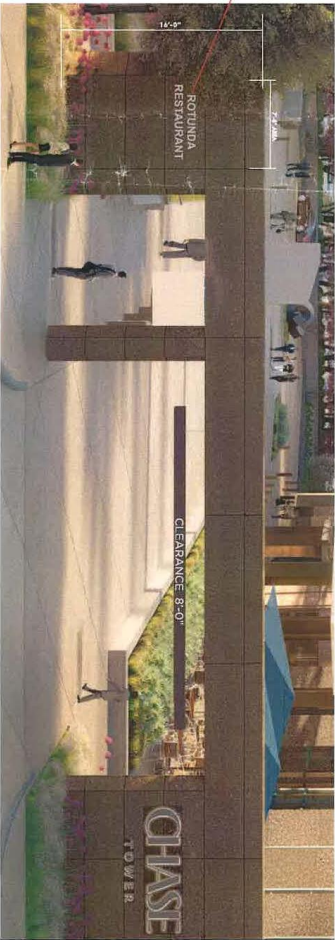
Chase Tower Subdistrict location of proposed Signs



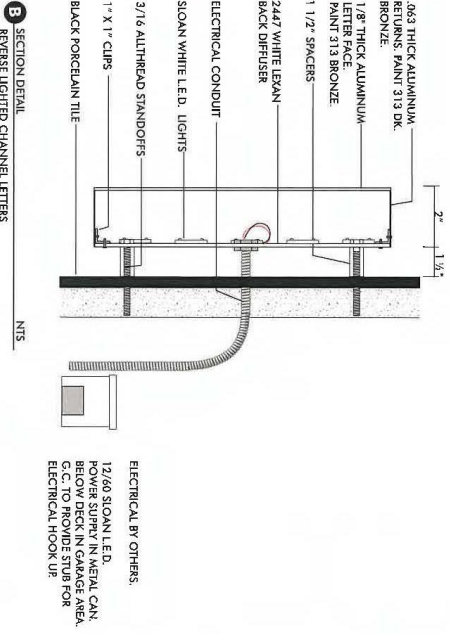
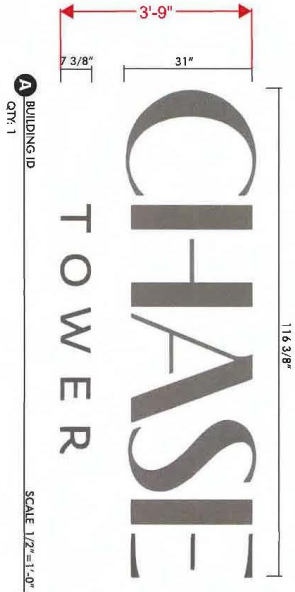
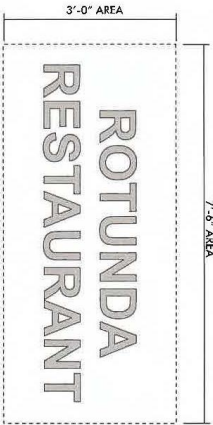
Chase Tower Subdistrict proposed Gateway Sign

<b>AUTOGRAFX</b> 2611 Ardgen Dallas, Texas 75220 214-348-1079 Phone 214-348-1877 Fax www.autogfx.com	<b>APPROVED BY:</b>  <b>DATE:</b>	<b>PROJECT:</b> CHASE TOWER 2200 RIOS AVE. DALLAS, TX <b>CLIENT:</b> TOWNEN CONSTRUCTION	<b>NOTES:</b>	<b>DESIGNER:</b> CERO BRACE SALES/ADMIN: JEFF SANTOYO	<b>REVISIONS:</b>	<b>ELECTRICAL:</b> VOLTS: AMPS: CIRCUITS:    WET    DRY	<b>JOB NUMBER:</b> MAIN ENTRY ID TENANT ID FONTS:	<b>FILE NAME:</b> CHASE TOWER / CHASE TOWER PACKAGE 58 <b>DATE:</b> 4.1.19 <b>PAGE</b> 2	<b>SIGN TYPE:</b> <b>1.1</b>
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GATEWAY SIGN / TRAFFIC CONTROL

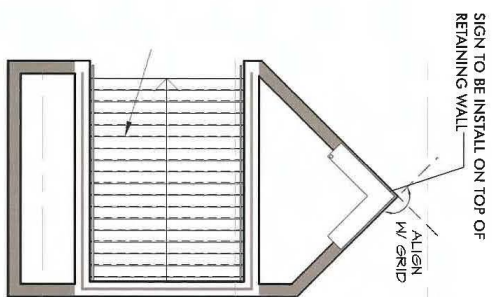
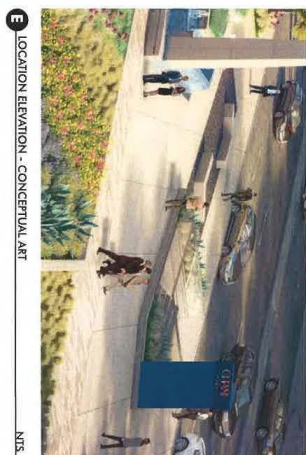
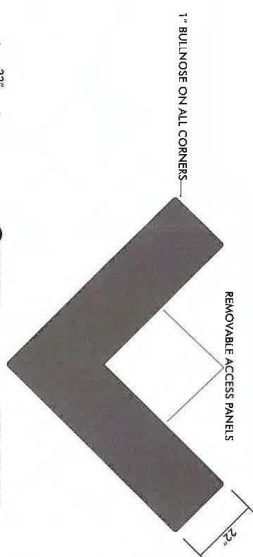


SCALE 1/8"=1'-0"



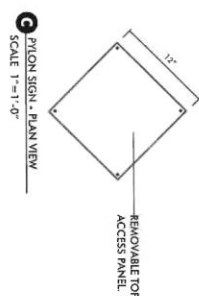
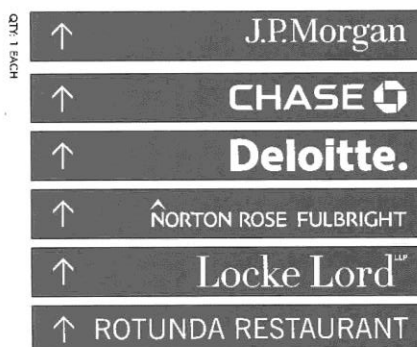
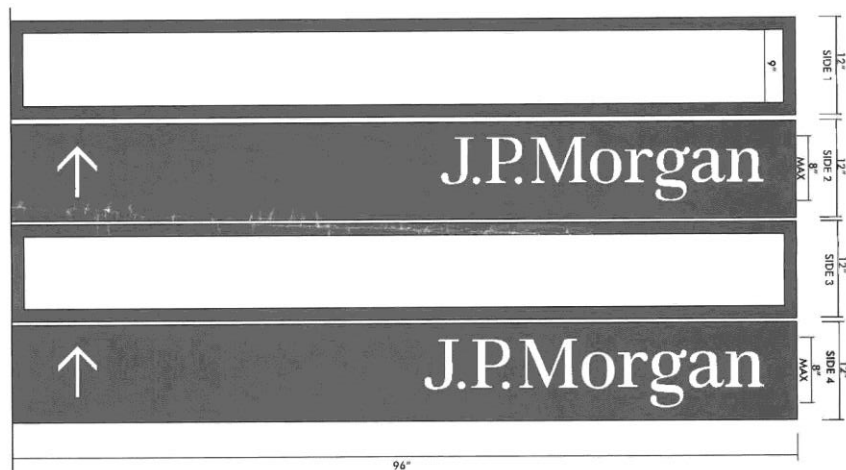
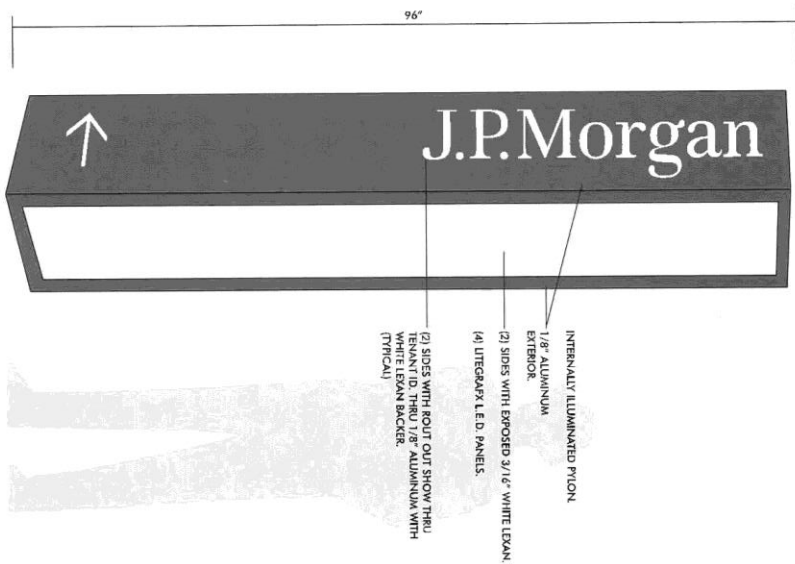
ELECTRICAL BY OTHERS:  
12/60 SLOAN L.E.D.  
POWER SUPPLY IN METAL CAN,  
BELOW DECK IN GARAGE AREA,  
G.C. TO PROVIDE STUDS FOR  
ELECTRICAL HOOK UP





<b>AIRTOGRAPH</b> 2611 Ardgen Dallas, Texas 75220 214.349.1075 Phone 214.349.0877 Fax <a href="http://www.airtograph.com">www.airtograph.com</a>	APPROVED BY:	PROJECT:	NOTES:	DESIGNER:	REVISIONS:	ELECTRICAL:	 JOB NUMBER: _____ _____	DESCRIPTION:	FILE NAME:	SIGN TYPE:
	DATE:	CLIENT:	SALES/ADMIN:	AMPS:	WET _____ DRY _____	FOUNTS:		DATE:	CHASE TOWER CHASE TOWER PACKAGE R8	1.2
							PAGE:	3		

## Chase Tower Subdistrict proposed Movement Signs



<b>ARTOGRAF</b> 2011 Madison 2200 Ross Ave. #7520 Dallas, TX 75201 214.346.1075 Phone 214.346.0977 Fax <a href="http://www.artograf.com">www.artograf.com</a>		APPROVED BY: _____  DATE: _____		PROJECT: _____ ORDER # _____ 2200 ROSS AVE DALLAS, TX CLIENT: _____ TURNER CONSTRUCTION		NOTES: _____		DESIGNER: _____ SALES/ADMIN: _____ ART DEPT: _____ SALESMAN/PM: _____ ART DEPT: _____		REVISIONS: _____		ELECTRICAL: _____ VOLTS: _____ AMPS: _____ CIRCUITS: _____		WET _____ DRY _____ 		JOB NUMBER: _____ DESIGNATION: _____ TRAVIS PLYOM 075		FILE NAME: _____ CHASE TOWEN / CHASE TOWEN / MOORE RB		SIGN THEATRE <b>2</b>	
DATE: 4.4.19												PAGE		<b>5</b>							

Chase Tower Subdistrict proposed Landscape Sign



<b>AutoGRAPHX</b> 2811 Ardgo Dallas, Texas 75220 214.346.1075 Phone 214.346.0877 Fax www.autographx.com		APPROVED BY:	PROJECT: CHASE TOWER 20050303 DALLAS, TX CLIENT: TURNER CONSTRUCTION	NOTES:	DESIGNER: GREG BRADY SALESMAN/PW: JEFF BELL JTB	REVISIONS:	ELECTRICAL: VOLTS: AMPS: CIRCUITS:	<div>WET _____ DRY _____</div> <div><div><div>11</div><div>UNITS</div></div><div>JOB NUMBER: # _____</div></div>	DESCRIPTION: BUILDING ID FONTS:	FILE NAME: CHASE TOWER / CHASE TOWER PKG04E.rvt DATE: 4.1.9	SIGN TYPE: <b>3</b>
PAGE											7

**CPC RECOMMENDED CONDITIONS  
CHASE TOWER SUBDISTRICT**

**Division 51A-7.900. Downtown Special Provision Sign District.**

**SEC. 51A-7.901. DESIGNATION OF DOWNTOWN SPECIAL PROVISION SIGN DISTRICT.**

*OMITTED FOR BREVITY*

**SEC. 51A-7.901.1. DESIGNATION OF SUBDISTRICTS.**

(a) This district is divided into **ten [nine]** subdistricts: Retail Subdistrict A, Retail Subdistrict B, the General CBD Subdistrict, the Downtown Perimeter Subdistrict, the Main Street Subdistrict, the Convention Center Subdistrict, the Akard Station Subdistrict, the Whitacre Tower Subdistrict, **[and]** the Discovery Subdistrict, **and the Chase Tower Subdistrict.**

(b) Retail Subdistrict A is that central area of downtown within the boundaries described in the Exhibit A attached to Ordinance No. 30685, passed by the Dallas City Council on October 25, 2017.

(c) Retail Subdistrict B is that central area of downtown within the boundaries described in the Exhibit A attached to Ordinance No. 30685, passed by the Dallas City Council on October 25, 2017.

(d) The General CBD Subdistrict is that area of the district within the Freeway Loop, more particularly described in the Exhibit A attached to Ordinance No. 30685, passed by the Dallas City Council on October 25, 2017.

(e) The Downtown Perimeter Subdistrict is that area outside of the freeway loop within the downtown sign district.

(f) The Main Street Subdistrict is that area of downtown near Main Street described in Exhibit A attached to Ordinance No. 30685, passed by the Dallas City Council on October 25, 2017.

(g) The Convention Center Subdistrict is that area of downtown near the convention center, more particularly described in the Exhibit A attached to Ordinance No. 30685, passed by the Dallas City Council on October 25, 2017.

(h) The Akard Station Subdistrict is that area of downtown that is more particularly described in the Exhibit A attached to Ordinance No. 30685, passed by the Dallas City Council on October 25, 2017.

(i) The Whitacre Tower Subdistrict is that area of downtown within the boundaries described in the Exhibit A attached to Ordinance No. 30685 passed by the Dallas City Council on October 25, 2017.

(j) The Discovery Subdistrict, also referred to as the Discovery Zone Subdistrict, is that area of downtown within the boundaries described in the Exhibit A attached to Ordinance No. 31191 passed by the Dallas City Council on April 24, 2019.

(k) The Chase Tower Subdistrict is that area of downtown within the boundaries described in the Exhibit A attached to Ordinance No. \_\_\_\_\_ passed by the Dallas City Council on \_\_\_\_\_. (Ord. Nos. 24606; 24925; 28346; 29227; 29751; 30685; 31191; \_\_\_\_\_)

**SEC. 51A-7.902. 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 the downtown area while addressing the diversity of businesses and promoting the economy of downtown. The general objectives of this division include those listed in Section 51A-7.101 as well as aesthetic considerations to ensure that signs are appropriate to the architecture of the district, do not obscure significant architectural features of its buildings, and lend themselves to the developing retail and residential uses and the pedestrian character of the area. The district regulations are in large part inspired by the high level of pedestrian activity and the need to maximize effective orientation of signage toward the walking public. (Ord. Nos. 19455; 20167; 21404; 24606)

**SEC. 51A-7.903. DEFINITIONS.**

In this division:

(1) **ACTIVITY DISTRICT** means a group of entertainment, cultural, performance, retail, or restaurant establishments that generate pedestrian activity within a particular geographic area, and that has a known name as a destination such as, but not limited to, the Farmers Market, Main Street, or the Arts District.

(2) **ARCADE SIGN** means any sign that is mounted under a canopy or awning and is perpendicular to the building to which the canopy or awning is attached. This sign is intended to be read from the pedestrian walkway that the canopy or awning covers.

(3) **AWNING** means a fabric or vinyl surface supported by a metal structure, which is applied to the face of a building.

(4) **AWNING SIGN** means a sign attached to, painted on, or otherwise applied to an awning.

(5) **BANNER** means a sign applied on a strip of cloth, vinyl, or similar material and attached to a building or structure. Awning, canopy signs, and flags are not banners.

(6) **CANOPY** means a permanent, non-fabric architectural element projecting from the face of a building.

(7) CANOPY SIGN means a sign attached to, applied on, or supported by a canopy, with no changeable message area.

(8) CHANGEABLE MESSAGE SIGN means a sign composed of LED/LCD elements, slide lettering, slated rotating surfaces, or other changeable message technology that displays different designs or advertisements.

(8.1) CONSTRUCTION BARRICADE SIGN means a sign that is affixed to a construction barricade.

(8.2) CONVENTION CENTER COMPLEX means the convention center and buildings attached to the convention center, including a convention center hotel.

(9) DISTRICT or THIS DISTRICT means the Downtown Sign District.

(10) DISTRICT ACTIVITIES means activities that take place on five or more premises within an activity district.

(11) EFFECTIVE AREA means:

(A) for a detached sign other than outlined in (B) below, the area within a minimum imaginary rectangle of vertical and horizontal lines that fully contains all extremities of the sign, excluding its supports. This rectangle is calculated from an orthographic projection of the sign viewed horizontally. The viewpoint for this projection that produces the largest rectangle must be used. If elements of the sign are moveable or flexible, such as a flag or a string of lights, the measurement is taken when the elements are fully extended and parallel to the plane of view;

(B) for signs placed on a fence, non enclosing wall, planter, or other similar structure that is designed to serve a separate purpose other than to support the sign, the entire area of such structure may not be computed, and the effective area must be measured by the rule for effective area for attached signs; and

(C) for an attached sign, the sum of the areas within minimum imaginary rectangles of vertical and horizontal lines, each of which fully contains a word. If a design, outline, illustration, or interior illumination surrounds or attracts attention to a word, then it is included in the calculation of effective area.

(12) ENTERTAINMENT FACILITY means a structure or building for sports events or the performing arts, including indoor motion picture theaters, theaters for live musical or dramatic performances, indoor and outdoor concert halls, and exhibition halls.

(13) FACADE means any separate face of a building, including parapet walls and omitted wall lines, or any part of a building which encloses or covers usable space, chimneys, roof-mounted equipment, mounted antennas, or water towers. Where separate faces are oriented in the same direction or in directions within 45 degrees of one another, they are to be considered as part of a single facade. A roof is not a facade or part of a facade. Multiple buildings on the same lot will each be deemed to have separate facades.



(14) FLAT ATTACHED SIGN means an attached sign projecting 12 inches or less from a building, and the face of which is parallel to the building facade.

(15) FREEWAY LOOP means the area of the city within Woodall Rogers Freeway, R.L. Thornton Freeway, Central Expressway (elevated bypass), and Stemmons Freeway.

(15.1) GATEWAY SIGN means an attached sign located on an access gate or a vertical clearance structure/access gate.

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

(17) KIOSK means a multi-sided structure for the display of premise and nonpremise signs.

(18) LANDSCAPE SIGN means a sign that is a part of a single landscape design which creates a base for the sign in conjunction with a retaining wall or an open space created with the use of water or planting material.

(19) LOWER LEVEL SIGN means an attached sign wholly situated within the lower level sign area.

(20) LOWER LEVEL SIGN AREA means the portion of a facade less than 36 feet above grade.

(21) 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.

(21.1) MEDIA CENTER PLAZA means an outdoor area that is accessible to the public, and includes:

- (A) a plaza that is at least 120,000 square feet in size; and
- (B) structures containing ground-floor retail and restaurant uses.

(21.2) MEDIA WALL SIGN means an attached sign projecting no more than five feet from a building, the face of which is parallel to the building façade, and which may wrap around the corner of a building. A media wall sign must be located adjacent to a media center plaza. A media wall sign must be a changeable message sign, and must incorporate changeable messages, including streaming.

(22) MESSAGE AREA means the area within the effective area of a sign that provides a specific commercial or non-commercial message and that excludes all extremity and intra-areas associated with the sign fixture.

(22.1) MIDDLE LEVEL SIGN means an attached sign wholly or partially situated within the middle level sign area.

(22.2) **MIDDLE LEVEL SIGN AREA** means the portion of a building facade that is between the lower level sign area and the upper level sign area.

(23) **MONUMENT SIGN** means a detached sign applied directly onto a grade-level support structure (instead of a pole support) with no separation between the sign and grade.

(24) **MOVEMENT CONTROL SIGN** means a sign that directs vehicular and pedestrian movement within this district.

(24.1) **PEDESTRIAN-ORIENTED CONCESSION SIGN** means a premise sign displaying advertising for one or more retail uses to on-site pedestrians.

(25) **PROJECTING ATTACHED SIGN** means an attached sign projecting more than 12 inches from a building at an angle other than parallel to the facade.

(26) **PROMOTIONAL MESSAGE** means a message that identifies or promotes a cultural activity within this district, any special event being conducted in this district, any event being conducted, in whole or in part, in an entertainment complex, or any other event that will benefit 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) an ordinance or resolution of the city council that recognizes the activity or event as benefitting the city.

(27) **PUBLIC AREA** means any publicly or privately-owned outdoor area that is accessible to the public.

(28) **RESIDENTIAL USES** means those uses defined in Section 51A-4.209.

(29) **RETAIL & PERSONAL SERVICE USES** means those uses defined in Section 51A-4.210.

(29.1) **RETAINING WALL SIGN** means a sign in Retail Subdistrict B affixed or engraved into a retaining wall supporting a landscape bed or similar feature.

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

(31) **SPECIAL SIGN DISTRICT ADVISORY COMMITTEE** means that committee created by Section 51A-7.504 of the Dallas Development Code, as amended.

(32) **TEMPORARY SIGN** means a sign erected for a limited time that identifies an event or activity of limited duration. Examples include signs advertising the sale or lease of property, construction activity in progress, or a concert or other cultural event.



(33) UPPER LEVEL SIGN means an attached sign wholly situated within the upper level sign area.

(34) UPPER LEVEL SIGN AREA means the portion of a facade more than 36 feet above grade and within the top 12 feet of a facade on buildings 18 stories or less, or within the top 36 feet of a facade on buildings more than 18 stories.

(34.1) VIDEOBOARD SIGN means a flat screen that is capable of displaying moving images similar to television images, by light-emitting diode or other similar technology, and that is mounted to the exterior of a building.

(35) 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.

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

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

(38) WORD: For purposes of this division, each of the following is considered to be one word:

(A) Any word in any language found in any standard unabridged dictionary or dictionary of slang.

(B) Any proper noun or any initial or series of initials.

(C) Any separate character, symbol, or abbreviation such as “&”, “\$”, “%”, and “Inc.”

(D) Any telephone number, street number, or commonly used combination of numerals and symbols such as “\$5.00” or “50%”,

(E) Any Internet website, network, or protocol address, domain name, or universal record locator.

(F) Any symbol or logo that is a registered trademark but which itself contains no word or character.

(G) A street address is not considered to be a word. (Ord. Nos. 20167; 21404; 22425; 24606; 24925; 27795; 28346; 28347; 29227;       )

#### **SEC. 51A-7.904. DETACHED NON-PREMISE SIGNS.**

Except as provided in this division, no person may erect a detached non-premise sign in this district. (Ord. Nos. 19455; 20167; 21404; 24606; 24925)

**SEC. 51A-7.905. SIGN PERMIT REQUIREMENT.**

(a) Except as provided in Sections 51A-7.908, 51A-7.914, and 51A-7.915, a person shall not alter, place, maintain, expand, or remove a sign in this district without first obtaining a sign permit from the city.

The procedure for obtaining a sign permit is outlined in Section 51A-7.505 of this article. Section 51A-7.602 of this article does not apply to signs in this district.

A person who violates Subsection (a) is guilty of a separate offense for each day or portion of a day during which the violation is continued. (Ord. Nos. 20167; 21404; 24606; 24925)

**SEC. 51A-7.906. GENERAL PROVISIONS FOR ALL SIGNS IN THE DOWNTOWN SIGN DISTRICT.**

(b) Except as provided in Subsection (b), the regulations of Section 51A-7.303 apply in this district.

For retail and personal service uses within the Main Street Subdistrict, Retail Subdistrict A, and Retail Subdistrict B, the measurements of luminance are taken from any premise or public right-of-way other than an alley outside the Main Street Subdistrict, Retail Subdistrict A, and Retail Subdistrict B, respectively.

Illuminated signs in this district must comply with Section 51A-6.104 of the Dallas Development Code, as amended. (Ord. Nos. 24606; 24925; 27795; 29227)

**SPECIAL PROVISIONS FOR SIGNS WITHIN THE GENERAL CBD, MAIN STREET, CONVENTION CENTER, RETAIL, ~~AND~~ DISCOVERY, AND CHASE TOWER SUBDISTRICTS.**

**SEC. 51A-7.907. GENERAL PROVISIONS.**

(c) Signs over the right-of-way.

Signs may be located within the public right-of-way subject to the franchise requirements of Chapter XIV of the City Charter, Article VI of Chapter 43 of the Dallas City Code, as amended, Chapter 45 of the Dallas Building Code, and the requirements of all other applicable laws, codes, ordinances, rules, and regulations.

The director shall review the location of any sign located in or overhanging the public right-of-way to ensure that the sign will not pose a traffic hazard or visibility obstruction.

No portion of a sign may be located less than two feet from the back of a street curb.

Signs in general.

Except as provided in Division 51A-7.900 of Article VII, all applications for certificates of appropriateness for detached signs in this district must be reviewed by the special sign district advisory committee using the permit procedures set forth in Division 51A-7.500. The

director procedure in Division 51A-7.500 is not available for detached signs in this district. All applications for certificates of appropriateness for other types of signs in this district must be in accordance with Division 51A-7.500 of Article VII.

Unless otherwise provided, all signs in this district must be premise signs.

All wind devices except for flags and banners are prohibited in this district unless allowed under a special events permit issued under Chapter 42A of the Dallas City Code, as amended. (Ord. Nos. 24606; 24925; 25047; 28073)

**SEC. 51A-7.908. VIDEOBOARD SIGN.**

*OMITTED FOR BREVITY*

**SEC. 51A-7.909. ATTACHED NON-PREMISE DISTRICT ACTIVITY VIDEOBOARD SIGNS.**

*OMITTED FOR BREVITY*

**SEC. 51A-7.910. OPERATIONAL REQUIREMENTS FOR ATTACHED VIDEOBOARD SIGNS.**

*OMITTED FOR BREVITY*

**SEC. 51A-7.911. ATTACHED PREMISE SIGNS.**

(d) Attached signs in general.

Attached signs must be securely attached.

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.

The total effective area for all signs on a facade, excluding media wall signs in the Discovery Subdistrict **and Gateway Signs in the Chase Tower Subdistrict**, may not exceed:

30 percent of the area in the lower level sign area;

20 percent of the area in the middle level sign area; and

30 percent of the area in the upper level sign area.

Projecting attached signs are not included in these effective area calculations. See additional restrictions on sign area in the provisions for specific sign types.

Except as provided in this paragraph, attached signs may not project more than four feet above the roof line. Attached signs in the Convention Center Subdistrict may not project more than nine feet above the roof line.

Attached premise signs may be videoboard signs, provided that the message content concerns businesses on the premise which are open for business for a minimum of 50 weeks per

year with employees present a minimum of 30 hours per week. For operational and maintenance requirements, see Section 51A-7.910.

Arcade signs.

An arcade sign must be located at least 15 feet from any other arcade sign.

No arcade sign may exceed six square feet in effective area.

No arcade sign may be lower than 10 feet above grade.

Awning signs.

Awning signs in the general CBD, [and] convention center, and Chase Tower subdistricts.

No awning sign may:

project more than two inches from the surface of the awning; or

be lower than 10 feet above grade.

The total effective area for any one awning sign may not exceed six square feet.

The total effective area for all awning signs combined on each street frontage may not exceed 150 square feet.

Awning Signs in the Main Street Subdistrict, Retail Subdistrict A, and Retail Subdistrict B.

No awning sign may:

project more than two inches from the surface of the awning; or

be lower than 10 feet above grade.

The total effective area for each awning sign may not exceed eight square feet.

The total effective area for all awning signs combined on each premise may not exceed 180 square feet on each street frontage.

Canopy signs.

Canopy signs in the general CBD, [and] convention center, and Chase Tower subdistricts.

No canopy sign may:

attached; exceed 50 percent of the length of the canopy facade to which it is

canopy; or project horizontally more than two inches from the surface of the

be lower than 10 feet above grade.

The total effective area for all canopy signs combined on each street frontage may not exceed 150 square feet.

No canopy sign may project vertically above the surface of the canopy if a lower level flat attached sign is maintained at that occupancy on the same facade.

No canopy sign may project vertically above the surface of the canopy more than 15 percent of the overall length of the sign.

A canopy sign may only be located over a pedestrian entrance to a premise.

Canopy Signs in the Main Street Subdistrict, Retail Subdistrict A, and Retail Subdistrict B.

No canopy sign may:

attached; exceed 60 percent of the length of the canopy facade to which it is

canopy; or project horizontally more than 12 inches from the surface of the

be lower than 10 feet above grade.

The total effective area for all canopy signs combined on each street frontage may not exceed 180 square feet.

No canopy sign may project vertically above the surface of the canopy if a lower level flat attached sign is maintained at that occupancy on the same facade.

No canopy sign may project vertically above the surface of the canopy more than 20 percent of the overall length of the sign.

Canopy signs may only be located over a pedestrian entrance to a premise.

Flat attached signs.

Lower level flat attached signs.

Except as provided in this paragraph, the maximum number of lower level flat attached signs permitted on a facade is the sum obtained by counting all of the street entrances and first floor occupants with windows on that facade with no street entrances.

In the general CBD, ~~[and]~~ convention center, ~~and Chase Tower~~ subdistricts, the maximum effective area for a lower level flat attached sign is:

30 square feet if the sign is within 15 feet of the right-of-way; and

50 square feet if the sign is more than 15 feet from the right-of-way.

Except as provided in this paragraph, in the Main Street Subdistrict, Retail Subdistrict A, and Retail Subdistrict B, the maximum effective area for a lower level flat attached sign is:

40 square feet if the sign is within 15 feet of the right-of-way; or

60 square feet if the sign is more than 15 feet from the right-of-way.

In Retail Subdistrict B, if retaining wall signs are erected pursuant to Section 51A-7.912, a maximum of one flat attached sign is permitted per building entry with a maximum effective area of 10 square feet per sign. The provisions of Subparagraph (C) apply in the absence of retaining wall signs.

Middle level flat attached signs.

Each middle level flat attached sign may have a maximum of eight words that contain any character of a height equal to or exceeding four inches.

Middle level flat attached signs must be wholly or partially located within the middle level sign area.

Except as provided in this subparagraph, the maximum effective area for a middle level flat attached sign is 500 square feet. In the Whitacre Tower Subdistrict the maximum effective area for a middle level flat attached sign is 784 square feet.

Middle level flat attached signs may only display the names or symbols or a combination thereof representing tenants occupying one or more full floors or 20,000 square feet or more of leasable building area, whichever is greater.

Middle level flat attached signs are only permitted on buildings with 10 or more stories.

One middle level flat attached sign is permitted for every 100 feet of building height or portion thereof, up to a maximum of three signs, per facade.

Middle level flat attached signs must have a vertical separation of 75 feet from any other flat attached sign on the same facade in the lower, middle, or upper level sign area.

Upper level flat attached signs.

Each upper level flat attached sign may have a maximum of eight words that contain any character of a height equal to or exceeding four inches.

Upper level flat attached signs must be wholly located within the upper level sign area.

Marquee signs.

No marquee sign may:

exceed 225 square feet for buildings with an entertainment facility housing 150 seats or less; or

exceed 375 square feet for buildings with an entertainment facility housing more than 150 seats.

No marquee sign may be longer than two-thirds of the length of the frontage of the building to which the marquee is attached.

The message area on any marquee sign may not exceed 60 percent of the effective area of the sign.

Marquee signs must have a height dimension of not less than two feet.

No premise may have more than one marquee sign per street frontage.

Only an entertainment facility may have a marquee sign.

Projecting attached signs.

Lower projecting attached signs.

No premise may have more than one lower projecting attached sign per pedestrian entrance.

No lower projecting attached sign may exceed 15 square feet in effective area in the general CBD, [and] convention center, and Chase Tower subdistricts, or 30 square feet in effective area in the Main Street Subdistrict, Retail Subdistrict A, and Retail Subdistrict B.

No lower projecting attached sign may be lower than 10 feet above grade, or project vertically above the roof of a building, or 25 feet above grade, whichever is lower.

No lower projecting attached sign may project more than five feet into the public right-of-way.

Upper projecting attached signs.

No premise may have more than one upper projecting attached sign.

No upper projecting attached sign may project more than five feet into the public right-of-way.

An upper projecting attached sign:

may be located outside the upper level sign area; and

may not be lower than 12 feet above grade.

The lowest point of an upper projecting attached sign must be located within 36 feet above grade.

No upper projecting attached sign may exceed 180 square feet in effective area.

The board of adjustment may authorize a special exception to the effective area, height, or location restrictions for a projecting attached sign if the board finds, after a public hearing, that the special exception will not be contrary to the public interest, adversely affect neighboring properties, or create a traffic hazard and that the special exception will be in harmony with the general purpose and intent of this division. In no event may a special exception granted under this paragraph authorize a sign to exceed 300 square feet in effective area or 45 feet in height.

All projecting attached videoboard signs must have videoboard displays on both sides of the sign.

Media wall signs.

One media wall sign is permitted in the Discovery Subdistrict only.

A media wall sign may be located no lower than 15 feet from grade and may be located no higher than 125 feet from grade.

Non-premise messages are permitted only when streaming live or pre-recorded media content that is not simply an advertisement or commercial.

For purposes of a media wall sign, PREMISE means the property within the Discovery Subdistrict and the property within the Media Center Plaza abutting the Discovery Subdistrict.

For purposes of a media wall sign, PREMISE SIGN means any sign that contains content that relates to the premise and referring to the following:

the name, trade name, or logo of the owner or occupant of the premise, or the identification of the premise;

accommodations, services, or activities offered or conducted on the premise;



products or media content sold, other than incidentally, on the premise, the intent of which is not to promote third-party advertising but to allow the products and media content of the premise, but does not include monetization from third-party advertising;

the sale, lease, or construction of the premise;

products or media content owned by the owner or its affiliates, or by the occupant of the premise;

public service or sponsorship announcements; and

the streaming of live or pre-recorded content.

Media wall signs may be a maximum 9,300 square feet in effective area. For a media wall sign that wraps around the side of a building, a maximum of 6,650 square feet in effective area is permitted on the north/Jackson Street side of the building, and a maximum of 2,650 square feet in effective area is permitted on the west/Akard Street side of the building.

A media wall sign:

must contain a default mechanism that freezes the image in one position in case of a malfunction.

must automatically adjust the sign brightness based on natural ambient light conditions in compliance with the following formula:

the ambient light level measured in luxes, divided by 256 and then rounded down to the nearest whole number, equals the dimming level; then

the dimming level, multiplied by .0039 equals the brightness level; then

the brightness level, multiplied by the maximum brightness of the specific sign measured in nits, equals the allowed sign brightness, measured in nits. For example:

$$32,768 \text{ (ambient light in luxes)} \div 256 = 128 \text{ (dimming level)}$$

$$128 \text{ (dimming level)} \times .0039 = 0.4992 \text{ (brightness level)}$$

$$0.4992 \text{ (brightness level)} \times 9,000 \text{ (maximum brightness of the example sign)} = 4492.8 \text{ (allowed brightness in nits);}$$

between 1:00 a.m. and 7:00 a.m., Monday through Friday, and between 2:00 a.m. and 8:00 a.m. on Saturday and Sunday,

must display at no more than 300 nits or five percent of the total brightness of the sign capabilities, whichever is less; and

may utilize no more than 50 percent of the sign's total diodes and display no text;

may not display light of such intensity or brilliance as to cause glare, impair the vision of an ordinary driver, or constitute a nuisance;

must have a color display able to display a minimum of 281 trillion color shades; and

must be able to display a high-quality image with a minimum pixel pitch of six mm.

Before the issuance of a media wall sign permit, the applicant shall provide written certification from the sign manufacturer or vendor that:

the light intensity has been programmed to comply with the maximum brightness and dimming formula in Section 51A-7.91 l(h)(7)(B); and

the light intensity is protected from end-user manipulation by password-protected software, or other method satisfactory to the building official.

Media wall sign operators must respond to a malfunction or safety issue within one hour after notification.

**Gateway signs.**

1. Two gateway signs are permitted in the Chase Tower Subdistrict only.

2. Minimum setback is five feet from any public right-of-way.

3. The combined maximum total effective area for both gateway signs is 65 square feet. (Ord. 20927; 21404; 21694; 24606; 24925; 27481; 27795; 28346; 29227; 30685; \_\_\_\_\_)

**SEC. 51A-7.912. DETACHED PREMISE SIGNS.**

(a) Unless otherwise provided, all detached premise signs must be monument signs or landscape signs.

(b) No detached premise sign may be located within five feet of a public right-of-way, except for monument signs or landscape signs, which may be located at the building line.

(c) Except as provided in this section, detached premise signs located within 15 feet of a public right-of-way may not exceed 20 square feet in effective area, or five feet in height.

(d) Except as provided in this section, detached premise signs with a setback of 15 feet or greater from a public right-of-way may not exceed 50 square feet in effective area, or 15 feet in height.

(e) A detached premise sign may contain only the name, logo, and address of the premise building and its occupants.

(f) Section 51A-7.304(c) of the Dallas Development Code, as amended, does not apply to monument signs or landscape signs in this district.

(g) A premise having more than 450 feet of frontage along a street may have no more than one additional detached premise sign for each additional 100 feet of frontage or fraction thereof. For purposes of the subsection, “street” means a right-of-way that provides primary access to adjacent property.

(h) The following additional regulations apply in Retail Subdistrict B.

(1) Campus identification sign.

(A) One campus identification sign is permitted if the building site contains a single building with a floor area of 1.5 million square feet or greater.

(B) This sign must be located within 15 feet of the right-of-way.

(C) Maximum height is four feet, six inches.

(D) Maximum effective area is 77 square feet.

(E) The message area cannot exceed 70 percent of the effective area.

(F) Push-through acrylic lettering is required. No other lettering is permitted.

(2) Additional monument signs.

(A) Three additional monument signs are permitted if the building site contains a single building with a floor area of 1.5 million square feet or greater.

(B) Maximum height is four feet, six inches.

(C) Maximum effective area of each sign is 45 square feet.

(D) The message area cannot exceed 60 percent of the effective area.

(E) These signs may be located along any street, provided there are no more than five detached premise signs oriented toward any street.

(F) The 200-foot spacing provision in Section 51A-7.304, “Detached Signs,” for detached signs on the same premise does not apply to additional monument signs permitted by this paragraph.

(3) Retaining wall signs.

(A) A maximum of four retaining wall signs are permitted.

(B) Maximum effective area of each sign is 40 square feet.

(4) Pedestrian-oriented concession signs.

(A) A maximum of three pedestrian-oriented concessions signs are permitted.

(B) These signs may contain campus and associated identification.

(C) Minimum setback is 15 feet.

(D) Maximum height is eight feet, eight inches.

(E) Maximum effective area of each sign is 30 square feet.

(F) There is no message area restrictions for these signs.

(G) Push-through acrylic lettering is required. No other lettering is permitted.

(5) Illumination.

(A) Except as provided in this paragraph, internal sources of illumination may only be used if the internal source is an integral part of the sign's design, such as the use of light emitting diodes (LED) or small individual incandescent lamps.

(B) Except as provided in this paragraph, detached premise signs must not have a plastic translucent cover.

(C) Retaining wall signs and pedestrian-oriented concession signs may be externally lit, or internally lit with a translucent or transparent cover, without limitation to the type of lighting or cover materials.

(i) The following additional regulations apply in the Chase Tower Subdistrict.

(1) The following two detached premise signs are permitted only along the Pearl Street frontage: one monument sign and one landscape sign.

(2) The landscape sign may not exceed 50 square feet in effective area or 15 feet in height.

(3) The minimum setback for the monument sign is ten feet from the public right-of-way. The monument sign may not exceed 80 square feet in effective area or 12 feet in height. (Ord. Nos. 20167; 21404; 22425; 24606; 24925; 29227; \_\_\_\_\_)

**SEC. 51A-7.913. CONSTRUCTION BARRICADE SIGNS.**

(e) The director shall review all construction barricade signs for consistency with the construction fence requirements of the Dallas Central Business District Streetscape plan. Upon approval of the signs by the director, a sign permit for the signs may be issued. This review is a condition precedent for any permit issued for a construction barricade. No additional sign permits for the barricade may be issued after the barricade permit is issued.

A construction barricade sign may not project more than two inches from the surface of the construction barricade.

A construction barricade sign may neither be lighted nor contain any moving parts.

A construction barricade sign must be removed when the construction barricade is removed.

A minimum of ten percent of the effective area of a construction barricade sign must display city park names, city activities, district activities, or the names of the owner, occupant, or district sponsor of the construction site.

A construction barricade sign may not exceed eight feet in height.

A construction barricade may be fully decorated or graphically designed if:

no decoration or graphic horizontally projects more than two inches from the surface of the barricade; or

no decoration or graphic vertically projects more than four feet above the top of the barricade.

A construction barricade sign may contain one non-premise message per street frontage. (Ord. Nos. 19455; 20167; 21404; 24606; 24925; 25047; 28073; 28347; 28553)

#### **SEC. 51A-7.914. BANNERS ON STREETLIGHT POLES.**

Banners on streetlight poles are subject to the following regulations:

(f) A banner must display a promotional message, a welcome message, or generic graphics.

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.

Up to 10 percent of the effective area of a banner may contain the word(s) or logo(s) 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.

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.

A banner and its sign hardware must:

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

No sign permit or certificate of appropriateness is required to erect or remove a banner. (Ord. Nos. 21404; 24606; 24925)

**SEC. 51A-7.915. WINDOW ART DISPLAYS IN VACANT BUILDINGS.**

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

(g) A window art display may contain only a promotional message, generic graphics (including three-dimensional artifacts), a message identifying the sponsor of the display, or a message referring to the sale or lease of the premises.

Window signs in a window art display may not:

- cover more than 25 percent of the surface area of a window;
- contain a logo or word that has any character that exceeds five inches in height;
- advertise a specific product or service other than the cultural event or activity; or
- have more than 10 percent or four square feet, whichever is less, of its effective area devoted to sponsorship identification.

No sign permit or certificate of appropriateness is required to erect or remove a window art display. (Ord. Nos. 21404; 24606; 24925)

**SEC. 51A-7.916. NONCOMMERCIAL MESSAGE NONDISCRIMINATION.**

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. Section 51A-7.209 of the Dallas Development Code, as amended, applies to this district. (Ord. Nos. 21404; 24606; 24925)

**SEC. 51A-7.917. ACTIVITY DISTRICT CHANGEABLE MESSAGE SIGNS.**

(h) No more than six activity district changeable message signs may be located in this district.

Activity district changeable message signs in the general CBD, and convention center subdistricts:

- may be attached or detached signs;
- must be located at least 1500 feet apart;
- if attached signs, must be located on separate facades; and
- may not exceed 450 square feet in effective area.

Activity district changeable message signs in the Main Street Subdistrict, Retail Subdistrict A, and Retail Subdistrict B:

- must be attached signs;
- must be located at least 300 feet apart;
- must be located on separate facades; and
- may not exceed 200 square feet in effective area.

A maximum of four activity district changeable message signs may be located in the general CBD, and convention center subdistricts collectively, and a maximum of two activity district changeable message signs may be located in the Main Street Subdistrict, Retail Subdistrict A, and Retail Subdistrict B, collectively.

Activity district changeable message signs may not exceed 60 feet in height.

Activity district changeable message signs may only promote district activities within this district or West End Special Provision Sign District, Deep Ellum Special Provision Sign District, Arts District Special Provision Sign District, and Farmers Market Special Provision Sign District.

No more than 10 percent of the effective area of a district changeable message sign may be devoted to sponsorship identification.

No more than eight permanent words may be located on an activity district changeable message sign.

There is no limit to the number of words on the changeable message portion of an activity district changeable message sign.

No attached activity district changeable message sign may project above the roof.

Activity district changeable message signs must be securely anchored and meet design standards approved by the Special Sign District Advisory Committee. (Ord. Nos. 24606; 24925; 28346; 29227; \_\_\_\_\_)

**SEC. 51A-7.918. KIOSKS.**

- (i) Kiosks for which permits were issued after March 9, 2005.

Kiosks may only be erected as part of a city-wide kiosk program approved by the city council.

Kiosks are not subject to this section, and must meet the design standards of a city-wide kiosk program approved by the city council.

Kiosks for which permits were issued on or before March 9, 2005.

Kiosks may display premise or non-premise messages.

Kiosks must be spaced at least 300 feet apart.

No kiosk may be illuminated by a detached, independent external light source.

Kiosks may not be located on sidewalks unless:

an unobstructed sidewalk width of 10 feet is maintained on any side with a message area; or

an unobstructed sidewalk width of seven feet is maintained with no message area.

Kiosks must be securely anchored.

Except as provided in this section, kiosks must meet the design standards of a city-wide kiosk program approved by the city council.

Kiosks may contain coin-operated public toilets.

Kiosks may not exceed:

10 feet in height;

80 square feet in effective area; or

100 square feet in effective area if a kiosk contains a coin-operated public toilet.

The effective area of a kiosk is measured using the rule for measuring the effective area of detached signs.



The message area of a kiosk may not exceed 60 percent of the effective area of the kiosk.

One-third of the message area of a kiosk must identify a district activity or be an area wayfinding map. The message area identifying a district activity or containing an area way-finding map must be oriented to be visible from a sidewalk within the public right-of-way.

There is no limit as to the number of words containing characters of a height equal to or exceeding four inches on a kiosk.

Kiosks with area way-finding maps must have the word “information” or an information symbol above the message area.

Kiosks may be relocated within this district, provided the new location and kiosk design complies with this section. (Ord. Nos. 24606; 24925; 25926)

**SEC. 51A-7.919. MOVEMENT CONTROL SIGNS.**

(a) Except as provided in this section, movement control signs must direct vehicular or pedestrian movement within this district or to adjacent districts and may include the name or logo of any premise located in this district or the name or logo of any adjacent district.

(b) Movement control signs that include the name or logo of two or more premises may:

- (1) be attached or detached signs;
- (2) not exceed 30 square feet in effective area;
- (3) be located in a public right-of-way; or
- (4) be erected anywhere within the district without limit as to number.

(c) Movement control signs that include the name or logo of one premise may:

- (1) be attached or detached signs;
- (2) be erected on the premise without limit as to number;
- (3) not exceed two square feet in effective area; and
- (4) not be located in the public right-of-way.

(d) The following additional regulations apply in Retail Subdistrict B.

(1) Movement control signs cannot include the name or logo of any premise located in this subdistrict or adjacent subdistricts.

(2) Pedestrian movement control signs may:

(A) be attached or detached signs;  
(B) not exceed 10 square feet in effective area;  
(C) not exceed a message area of 75 percent;  
(D) not exceed a maximum letter height of five inches;  
(E) not be located in a public right-of-way; and  
(F) be erected anywhere in this subdistrict without limitation as to number.

(3) Vehicular movement control signs may:  
(A) be attached or detached signs;  
(B) not exceed two square feet in effective area;  
(C) not be located in a public right-of-way; and  
(D) be erected anywhere in this subdistrict without limitation as to number.

**(e) The following regulations apply in the Chase Tower Subdistrict.**

**(1) Movement control sign may:**

**(A) only be a detached sign;**  
**(C) not exceed eight square feet in effective area;**  
**(D) be erected anywhere in this subdistrict without limitation as to number;**  
**(E) not be located in the public right-of-way.** (Ord. Nos. 24606; 24925; 29227; \_\_\_\_\_)

**SEC. 51A-7.920. DISTRICT IDENTIFICATION SIGNS.**

(j) A district identification sign may only:  
identify the name or logo of the Main Street Subdistrict, Retail Subdistrict A, or Retail Subdistrict B as approved by the city council; and  
be located in the subdistrict it identifies.  
A district identification sign may be located in the right-of-way.

No district identification sign may be a changeable message sign.

A district identification sign may only be a monument sign, a banner sign, or be located on a structure that spans a right-of-way or on a nonenclosing wall.

A maximum of six district identification signs are allowed in the Main Street Subdistrict, Retail Subdistrict A, and Retail Subdistrict B, collectively.

No district identification sign may exceed 50 square feet in effective area.

No district identification sign may exceed five words.

A structure that spans a right-of-way or a nonenclosing wall containing a district identification sign:

may not exceed 900 square feet in effective area;

must be at least 15 feet above grade; and

may not exceed 25 feet in height.

Monument identification signs located within 15 feet of a public right-of-way may not exceed 20 square feet in effective area, or five feet in height.

Monument identification signs located more than 15 feet from a public right-of-way may not exceed 50 square feet in effective area, or 15 feet in height.

Banner district identification signs and their hardware must meet the sign construction and design standards contained in the Dallas Building Code, and be at least 12 feet above grade, unless they overhang a roadway, in which case they must be at least 15 feet above grade;

No banner district identification sign and its hardware may exceed 25 feet in height;

No banner district identification sign and its hardware may project more than three feet from the pole on which they are mounted;

A banner district identification sign and its hardware must be spaced at least 100 feet from other banner district identification signs;

A banner district identification sign and its hardware may not exceed 24 square feet in effective area; and

A banner district identification sign and its hardware must be made of weather-resistant and rust proof material. (Ord. Nos. 24606; 24925; 29227)

#### **SEC. 51A-7.921. PROTECTIVE SIGNS.**

(k) The occupant of a premise may erect no more than two detached protective signs in accordance with the following provisions:

No sign may exceed 700 square inches in effective area.

No detached sign may exceed two feet in height.

No word may exceed four inches in height, unless otherwise required by law.

The occupant of a premise may erect attached protective signs at each entrance to a premise in accordance with the following provisions:

No sign may exceed 700 square inches in effective area.

The cumulative messages may not exceed 1,300 square inches per entrance.

No word may exceed four inches in height, unless otherwise required by law. (Ord. Nos. 24606; 24925)

**SEC. 51A-7.922. SPECIAL PURPOSE SIGNS.**

- (l) Illumination. Special purpose signs may be externally or internally illuminated.

Attached signs.

Only one attached premise special purpose sign may be located on each facade per premise up to four times within any 12-month period as long as:

the sign is maintained for no more than 45 days each time during that 12-month period;

the sign conforms to all other regulations for attached signs; and

the effective area of the sign does not exceed:

(aa) 30 percent of the building facade for an entertainment facility; or

10 percent of the building facade for other uses.

There is no limit to the number of words permitted on an attached premise special purpose sign.

Detached special purpose signs are prohibited in this district. (Ord. Nos. 24606; 24925)

**SEC. 51A-7.923. OTHER TEMPORARY SIGNS.**

(m) In addition to the protective signs permitted under Section 51A-7.921, temporary protective signs may be erected anywhere on a construction site at anytime during construction subject to the following provisions:

There is no limit on the number of temporary protective signs on a construction site.

No sign may exceed 20 square feet in effective area, or eight feet in height.

Temporary protective signs may be illuminated, but no lighting source may project more than three inches from the vertical surface, or six inches above the top, of the sign.

All temporary protective signs must be removed upon completion of the construction.

“For Sale,” “For Lease,” “Remodeling,” and “Under Construction” signs. Signs that relate exclusively to the sale, lease, remodeling, or construction of the premises on which they are located are permitted subject to the following provisions:

Attached signs.

There is no limit on the number of attached signs permitted.

If the sign is attached to a window, the maximum effective area of the sign is 16 square feet.

If the sign is attached to other portions of a facade, the maximum effective area of the sign is 32 square feet.

Detached signs.

Detached signs are limited to one for each 100 feet of frontage on a public street or private access easement.

No detached sign may exceed 128 square feet in effective area, or 16 feet in height. (Ord. Nos. 24606; 24925)

**SEC. 51A-7.924 THRU 51A-7.929. RESERVED.**

**SEC. 51A-7.930. SUPERGRAPHIC SIGNS.**

(n) Definitions. In this section:

AFFILIATE means any person who is an owner, shareholder, member, partner, agent, officer, or director of an applicant for a supergraphic sign location permit pursuant to this section or a person who has a contractual relationship with an applicant related to supergraphic signs.

CENTRAL BUSINESS DISTRICT WALLSCAPE SIGN means a supergraphic sign located in the inner loop area that is neither a promotional wallscape nor a civic center wallscape.

CIVIC CENTER WALLSCAPE SIGN means a supergraphic sign located on a city-owned performance venue with a minimum 1,000 person seating capacity, convention center, or library.

INNER LOOP AREA means the Main Street Subdistrict, Retail Subdistrict A, Retail Subdistrict B, the Convention Center Subdistrict, and the General CBD Subdistrict.

LOCATION PERMIT means a sign permit to erect a supergraphic sign in a specific location.

PROMOTIONAL WALLSCAPE SIGN means a supergraphic sign that identifies or promotes a cultural activity or sporting event that significantly benefits the city.

QUALIFIED APPLICANT means any person who has been qualified by the director to apply for a location permit.

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.

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 offset which runs across (transects) the entire wall in a straight line.

Visual display and coverage.

Except as provided in this paragraph, a supergraphic sign must have one large visual display with a minimum of 80 percent non-textual graphic content (no more than 20 percent text).

Multiple displays giving an appearance of multiple signs are prohibited.

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.

A promotional wallscape sign may contain 10 percent text or logo related to sponsorship. The remainder of the promotional wallscape sign must promote the special event.

Subject to the maximum effective area in Subsection (c), a central business district wallscape sign must cover at least 60 percent of the wall face of the building to which it is attached. The lower 10 feet of the wall face may not be covered and is disregarded in calculating the coverage area.

Supergraphic signs are intended to be creative and artful and not strictly a representation of an advertised product. It is the intent of this provision to:

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

encourage visually interesting, vibrant, and colorful designs;

discourage use of solid colors or repetitive design elements; and

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

Supergraphic signs may be internally or externally illuminated. If internally illuminated, a supergraphic sign may consist of translucent materials, but not transparent materials.

No building may have more than two central business district wallscape signs. The two central business district wallscape signs must be oriented a minimum of 90 degrees from each other.

Effective area. Minimum permitted effective area of a central business district wallscape sign is 2,500 square feet. This subsection controls over Paragraph (b)(2).

Height. No central business district wallscape sign or civic center wallscape sign may exceed 450 feet in height. There is no maximum height for promotional wallscape signs.

Number of sign locations permitted.

No more than 22 central business district wallscape locations are permitted within the inner loop area.

No more than four civic center wallscape locations are permitted within the inner loop area.

No supergraphic signs are permitted outside of the inner loop area.

Extensions.

Except as provided in Paragraph (2), a supergraphic sign may not extend beyond the edge of the face of the building to which it is attached.

A supergraphic sign may wrap around the edge of a building if:

both building facades to which the supergraphic sign is attached are otherwise eligible facades; and

the supergraphic sign is one continuous image.

Location.

A central business district wallscape sign may only be located on a blank wall face.

No supergraphic sign may:

cover any window or architectural or design feature of the building to which it is attached;

be attached to a federal-, state-, or city-designated historic or landmark structure;

be attached to a facade erected or altered after June 1, 2005;

be attached to a facade on Pacific Avenue between Akard Street and Ervay Street;

be attached to a facade facing Main Street Garden or Belo Garden.

Except as provided in Paragraph (4), central business district wallscape signs are only permitted on parking structures or buildings with lodging, residential, retail and personal service, or office uses occupying at least 75 percent of the leasable ground floor area and an overall building occupancy of at least 50 percent of the floor area.

The director may waive the requirements in Paragraph (3) for up to one year if the director determines that the building or multi-building complex is currently being redeveloped. The director may revoke this waiver if redevelopment stops or is inactive for 90 days or more.

Message duration. A supergraphic sign location may not display the same message for more than four consecutive months in any 12-month period.

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

HBA signs prohibited. No supergraphic sign may be a Highway Beautification Act (HBA) sign as defined in Section 51A-7.102.

Permits.

Application to be a qualified applicant.

An applicant shall submit an application to the director for the purpose of qualifying as an applicant. The application must include:

the name, address, phone number, and other pertinent information of the applicant, and if the applicant is a business entity, the names and business addresses of the principal officers, managers, and other persons who own more than five percent of the entity; and

an affidavit stating that the applicant is in good standing with the city on all code enforcement matters related to supergraphic signs.

A person may not qualify as an applicant if that person:

has any outstanding code violations related to supergraphic signs;

has previously displayed a non-permitted supergraphic sign within the previous 12 month period; or

is an affiliate of another qualified applicant.

Location permit.



Qualified applicants must submit a separate location permit application for each location. The director shall time stamp all applications upon receipt.

The director shall review location permit applications in order of submittal. If the director determines that a location permit application is incomplete or does not meet the guidelines, the director shall reject the application and then review the next location permit application. If the initial number of location permit applications exceeds the number of location permits available, the director shall provide for a lottery to distribute the location permits.

An application for a supergraphic sign location permit must contain:

a memorandum of lease, sworn to by affidavit, that shows that the qualified applicant has an enforceable lease for a supergraphic location;

an affidavit stating that the property where the supergraphic sign will be located has no outstanding code enforcement matters;

a current tax certificate and affidavit stating that there are no unpaid governmental liens for the supergraphic sign location; and

an affidavit stating that the building meets the occupancy requirements in Paragraph (g)(3).

Location permit holders may not be an affiliate of any other location permit holder.

A person may not have more than nine pending or active location permits combined at any one time.

A person shall not obtain a location permit for use by another person.

A location permit expires four years after the date of issuance.

The director shall revoke a location permit if the location has displayed obsolete supergraphic advertising or has been without supergraphic advertising matter for six months or more.

A holder of a location permit may apply for renewal of the location permit by filing a complete application for renewal with the director no more than 180 days before the expiration of the current permit. To be eligible for a renewal of a location permit, an applicant must meet the qualification criteria under Paragraph (1).

Promotional wallscape signs. An application for a promotional wallscape must be supported by a resolution of the city council that recognizes the activity or event as significantly benefiting the city. A promotional wallscape may not be erected more than 60 days before the beginning of the activity or event and must be removed not later than 30 days after the activity or event has ended.

Review procedure. The director shall review all applications for location permits and copy change permits using the director procedure in Section 51A-7.505.

Mandatory removal in 2019. All supergraphic signs must be removed on or before July 31, 2019. This section does not confer a nonconforming or vested right to maintain a supergraphic sign after July 31, 2019, and all permits authorizing supergraphic signs shall automatically expire on that date.

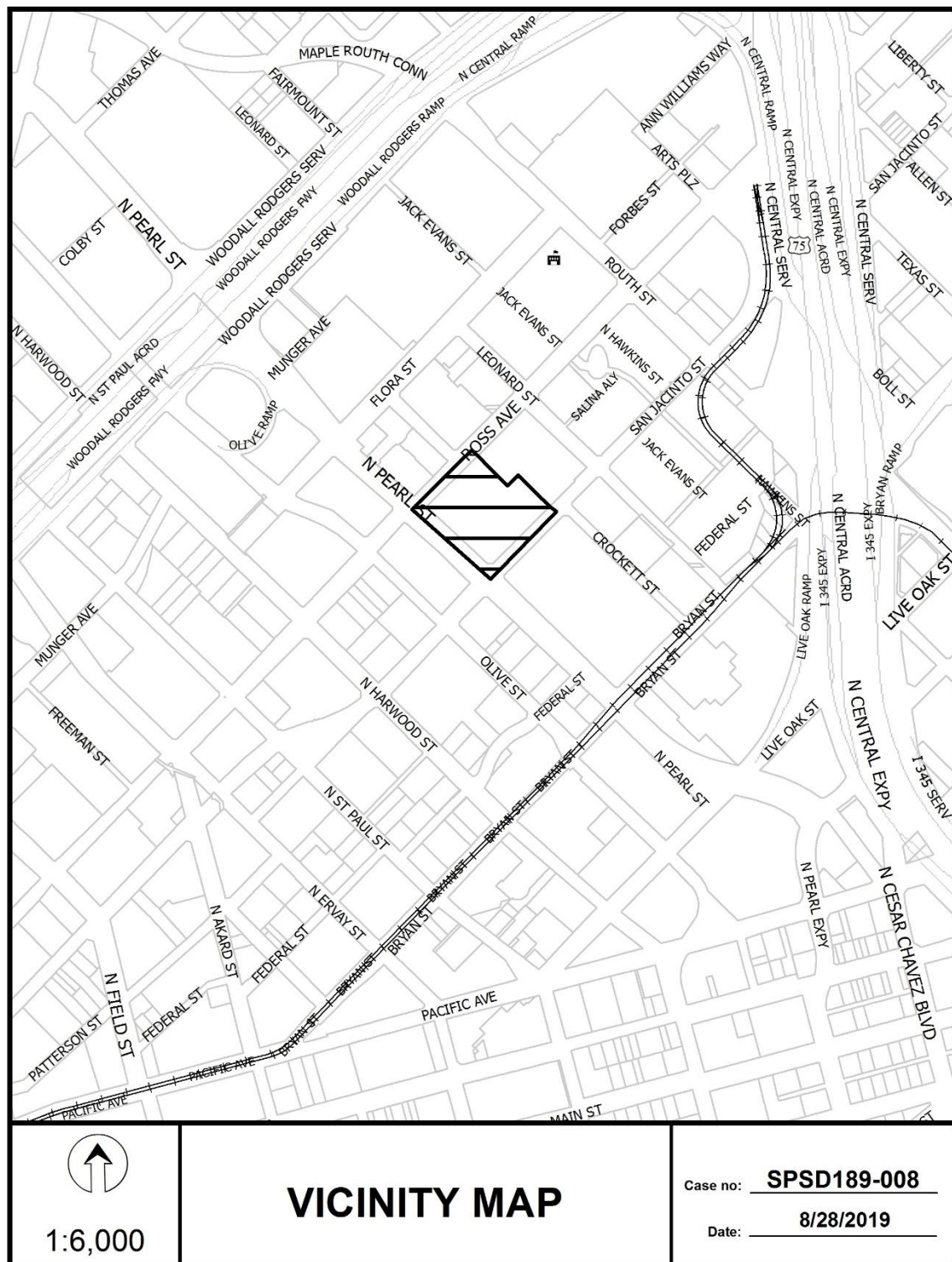
Sunset. This section expires on July 31, 2019, unless re-enacted with amendment before that date. The city plan commission and city council shall review this section before its expiration date. (Ord. Nos. 24717; 24925; 24926; 25291; 25995; 27300; 27587; 28346; 28347; 28553; 29227)

**SEC. 51A-7.931. CONVENTION CENTER COMPLEX ACCENT LIGHTING.**

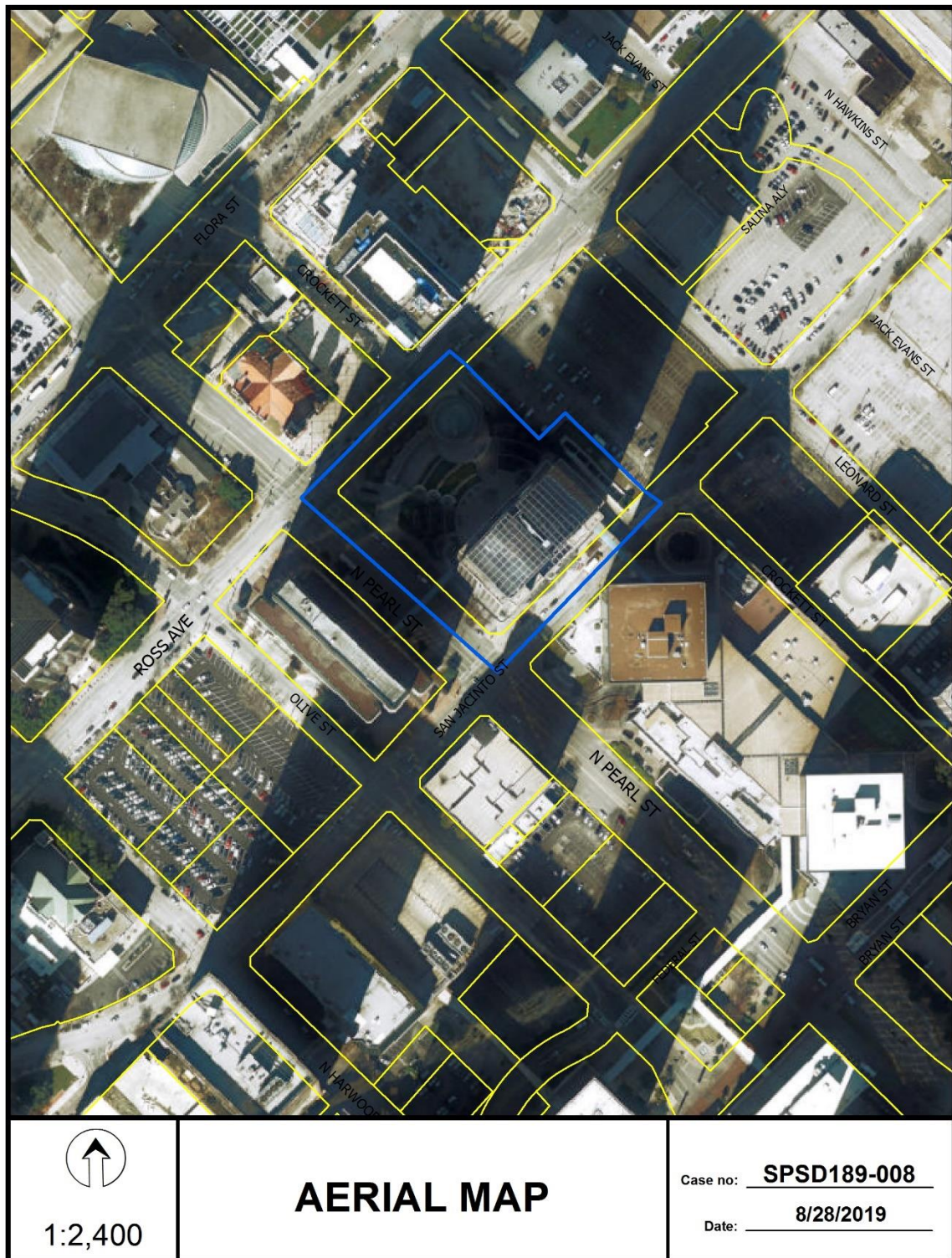
*OMITTED FOR BREVITY*

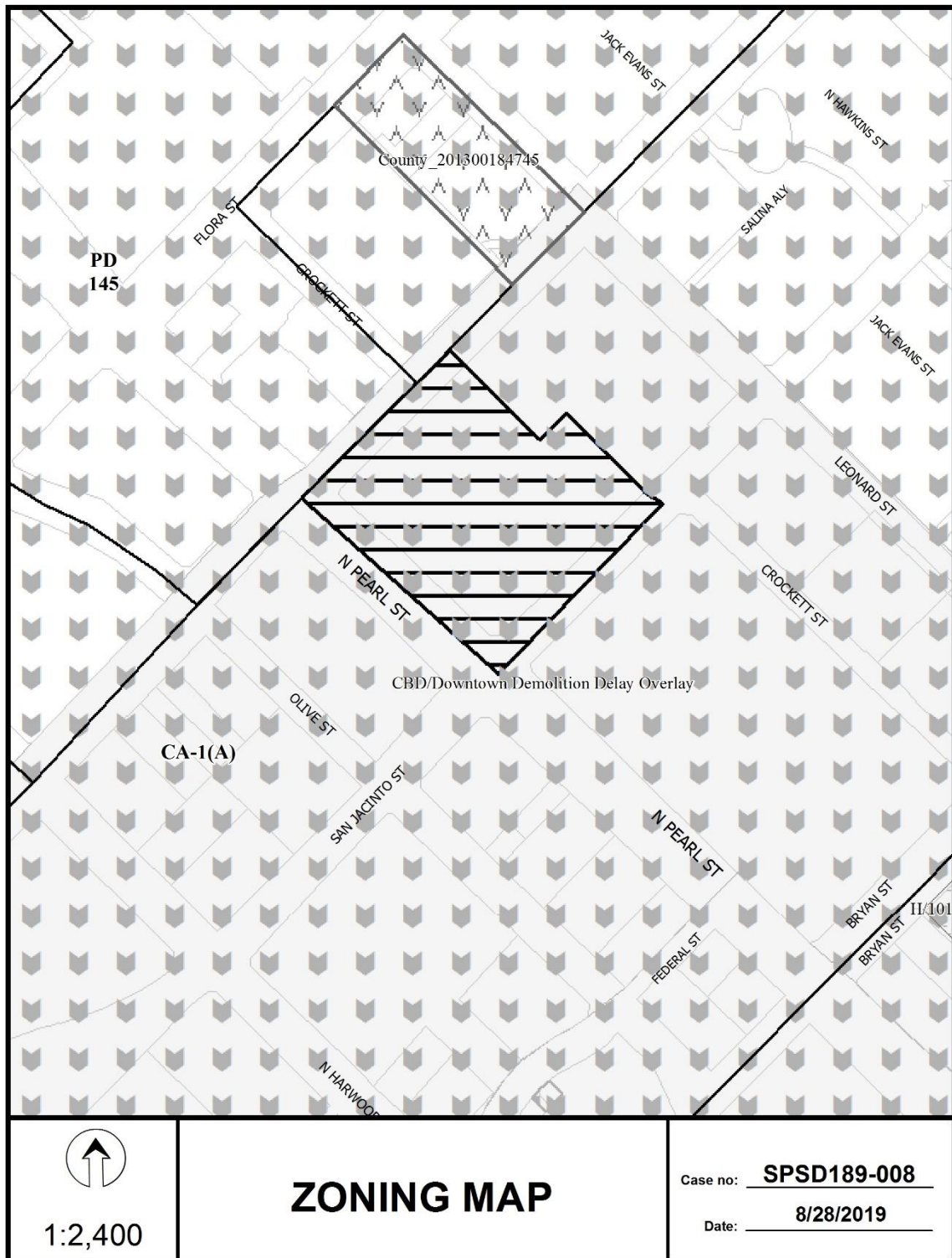
**SEC. 51A-7.932. AKARD STATION SUBDISTRICT.**

*OMITTED FOR BREVITY*



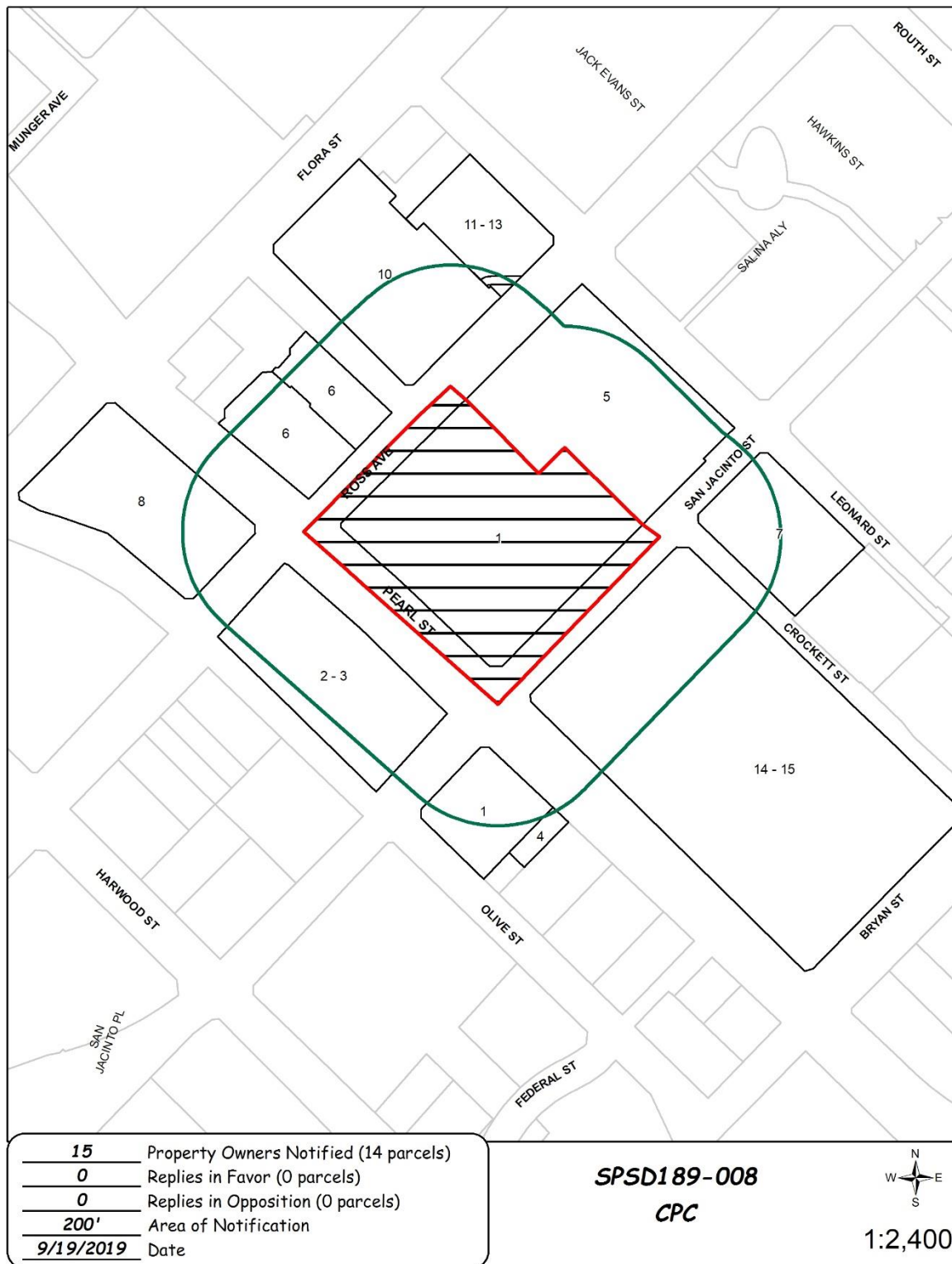








# CPC RESPONSES



08/28/2019

***Notification List of Property Owners******SPSD189-008******15 Property Owners Notified***

<b><i>Label #</i></b>	<b><i>Address</i></b>	<b><i>Owner</i></b>
1	720 OLIVE ST	FPG CT OWNER LP
2	2100 ROSS AVE	DALLAS 2100 ROSS LP
3	2002 ROSS AVE	DALLAS 2100 ROSS LP
4	723 PEARL ST	MCCLAIN CAROLYN
5	2318 ROSS AVE	HALL ARTS TOWER LLC
6	1722 PEARL ST	ROMAN CATHOLIC DIOCESE DALLAS
7	724 CROCKETT ST	SPIRE DEVELOPMENT HOLDINGS LLC
8	2101 ROSS AVE	DALLAS BAR FOUNDATION
9	2323 ROSS AVE	HALL LONE STAR ASSOC LP
10	2323 ROSS AVE	2323 ROSS HOLDINGS LLC
11	2323 ROSS AVE	FLORA LEONARD RETAIL RE LLC
12	2323 ROSS AVE	LEONARD HOTEL RE LLC
13	2323 ROSS AVE	HALL ARTS RESIDENCES LLC
14	600 N PEARL ST	POTA JV LLC
15	600 N PEARL ST	INLAND AMERICAN LODGING DALLAS PEARL LTD PS