

9-16-25

ORDINANCE NO. 33252

An ordinance amending Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code by amending Divisions 51A-7.900, 51A-7.1200, and 51A-7.2100; moving the Chase Tower Subdistrict of the Downtown Special Provision Sign District into the Arts District Special Provision Sign District; amending regulations for the Arts District Special Provision Sign District; repealing the Arts District Extension Area Sign District; providing a penalty not to exceed \$2,000; providing a saving clause; providing a severability clause; and providing an effective date. Now, Therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That Subsection (a) of Section 51A-7.901.1, “Designation of Subdistricts,” of Division 51A-7.900, “Downtown Special Provision Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“(a) This district is divided into nine [10] 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].~~”

SECTION 2. That Subsection (k) of Section 51A-7.901.1, “Designation of Subdistricts,” of Division 51A-7.900, “Downtown Special Provision Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is deleted as follows:

~~“(k) The Chase Tower Subdistrict is that area of downtown within the boundaries described in the Exhibit A attached to Ordinance No. 31374 passed by the Dallas City Council on October 23, 2019.”~~

SECTION 3. That Paragraph (15.1) of Section 51A-7.903, “Definitions,” of Division 51A-7.900, “Downtown Special Provision Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is deleted as follows:

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

SECTION 3. That the heading between Sections 51A-7.906 and 51A-7.907, “Special Provisions for Signs within the General CBD, Main Street, Convention Center, Retail, Discovery, and Chase Tower Subdistricts,” in Division 51A-7.900, “Downtown Special Provision Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

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

SECTION 4. That Paragraph (3) of Subsection (a), “Attached Signs in General,” of Section 51A-7.911, “Attached Premise Signs,” of Division 51A-7.900, “Downtown Special Provision Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“(3) 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:

- (A) 30 percent of the area in the lower level sign area;
- (B) 20 percent of the area in the middle level sign area; and
- (C) 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.”

SECTION 5. That Paragraph (1), “Awning Signs in the General CBD, Convention Center, and Chase Tower Subdistricts,” of Subsection (c), “Awning Signs,” of Section 51A-7.911, “Attached Premise Signs,” of Division 51A-7.900, “Downtown Special Provision Sign District,”

of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is retitled, “Awning Signs in the General CBD and Convention Center Subdistricts.”

SECTION 6. That Paragraph (1), “Canopy Signs in the General CBD, Convention Center, and Chase Tower Subdistricts,” of Subsection (d), “Canopy Signs,” of Section 51A-7.911, “Attached Premise Signs,” of Division 51A-7.900, “Downtown Special Provision Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is retitled, “Canopy Signs in the General CBD and Convention Center Subdistricts.”

SECTION 7. That Subparagraph (B) of Paragraph (1), “Lower Level Flat Attached Signs,” of Subsection (e), “Flat Attached Signs,” of Section 51A-7.911, “Attached Premise Signs,” of Division 51A-7.900, “Downtown Special Provision Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

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

- (i) 30 square feet if the sign is within 15 feet of the right-of-way;
- and
- (ii) 50 square feet if the sign is more than 15 feet from the right-of-way.”

SECTION 8. That Subparagraph (B) of Paragraph (1), “Lower Projecting Attached Signs,” of Subsection (g), “Projecting Attached Signs,” of Section 51A-7.911, “Attached Premise Signs,” of Division 51A-7.900, “Downtown Special Provision Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“(B) 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.”

SECTION 9. That Subsection (i), “Gateway Signs,” of Section 51A-7.911, “Attached Premise Signs,” of Division 51A-7.900, “Downtown Special Provision Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is deleted as follows:

~~“(i) 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.]”~~

SECTION 10. That Subsection (i) of Section 51A-7.912, “Detached Premise Signs,” of Division 51A-7.900, “Downtown Special Provision Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is deleted as follows:

~~“(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 10 feet from the public right of way. The monument sign may not exceed 80 square feet in effective area or 12 feet in height.]”~~

SECTION 11. That Subsection (e) of Section 51A-7.919, “Movement Control Signs,” of Division 51A-7.900, “Downtown Special Provision Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is deleted as follows:

~~“(e) The following regulations apply in the Chase Tower Subdistrict:~~

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- (1) ~~A movement control sign may only be a detached sign.~~
- (2) ~~A movement control sign may not exceed eight square feet in effective area.~~
- (3) ~~An unlimited number of movement control signs may be erected anywhere within the subdistrict.~~
- (4) ~~A movement control sign may not be located in the public right of way.]”~~

SECTION 12. That Section 51A-7.1201, “Designation of Arts District Sign District,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“SEC. 51A-7.1201. DESIGNATION OF ARTS DISTRICT SIGN DISTRICT.

(a) A special provision sign district is hereby created to be known as the Arts District Sign District. For purposes of this article, the boundaries of the Arts District Sign District are described in Exhibit A attached to Ordinance No. _____ [30731], passed by the Dallas City Council on September 24, 2025 [December 13, 2017].

~~(b) [Subdistrict A is hereby created within the Arts District Sign District. For the purposes of this division, Subdistrict A is the area bounded by Flora Street to the northwest, Leonard Street to the northeast, Ross Avenue to the southeast, and Crockett Street to the southwest and more particularly described in the Exhibit A attached to Ordinance No. 30731, passed by the Dallas City Council on December 13, 2017.~~

~~(c) Subdistrict B is hereby created within the Arts District Sign District. For the purposes of this division, Subdistrict B is the area bounded by Woodall Rodgers Freeway to the northwest, Crockett Street to the northeast, Munger Avenue to the southeast, and Pearl Street to the southwest, and more particularly described in the Exhibit A attached to Ordinance No. 30731, passed by the Dallas City Council on December 13, 2017.~~

~~(d) Subdistrict C is hereby created within the Arts District Sign District. For the purposes of this division, Subdistrict C is the area bounded by Flora Street to the northwest, Olive Street to the northeast, Ross Avenue to the southeast, and Harwood Street to the southwest, and more particularly described in Exhibit A attached to Ordinance No. 31079, passed by the Dallas City Council on December 12, 2018.~~

~~(e)]~~ The property described in Subsection (a), which was formerly part of the Downtown Special Provision Sign District, is no longer considered to be part of that district. This division completely supersedes Division 51A-7.900 with respect to the property described in Subsection (a).”

SECTION 13. That Section 51A-7.1202, “Purpose,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“SEC. 51A-7.1202. PURPOSE.

The Dallas Arts District (Planned Development District No. 145) was established by Ordinance No. 17710, which was passed by the Dallas City Council on February 16, 1983. This approximately 22-block [~~17-block~~], 118-acre [~~60-acre~~] area in the northeast section of the central business district represents a concerted effort on the part of the city and arts organizations to consolidate major art institutions in one mixed-use area.

The guideline for development in the Arts District is an urban design plan known as the “Connect Master [Sasaki] Plan.” This plan is based on district-wide design and land use concepts, which include the creation of a pedestrian-oriented environment and a distinctive visual image for the district. Flora Street is defined as the major pedestrian spine and focus of development in the district. As a wide, tree-lined environment, Flora Street connects three subdistricts (Museum Crossing, Concert Lights, and Fountain Plaza) and provides continuity in a development framework for public institutions and private owners. Similarly, Ross Avenue is defined as the primary mixed-use commercial corridor and is another focus area for development in the district. Ross Avenue is a high-quality streetscape that complements Flora Street with active street frontages that accommodate pedestrians and transit.

The sign regulations in this division have been developed with the following objectives in mind:

- (1) To protect the character of Flora Street, Ross Avenue, and the Arts District from inappropriate signs in terms of number (clutter), size, style, color, and materials.
- (2) To enhance the image and liveliness of the Arts District by encouraging compatible signs that are colorful, decorative, entertaining, and artistic in style, while being functional and informative in purpose.
- (3) To promote the commercial success of each individual tenant in the Arts District and, in turn, the commercial success of all the tenants in the district collectively.
- (4) To create a sense of design continuity between signs and the other streetscape elements of the Arts District.
- (5) To help make the Arts District an attractive place for the public to frequent by providing ease of direction to specific cultural institutions.

(6) To create a means of identifying the various types or categories of retail establishments along Flora Street and Ross Avenue.

(7) To identify and promote cultural events and activities consistent with the purposes of the Arts District.

(8) To recognize that sign hardware is a part of the overall visual design of a sign, and to ensure that investments in signs and other structures in the Arts District are not devalued by inappropriate or poor quality sign hardware.”

SECTION 14. That Subsection (a) of Section 51A-7.1203, “Definitions,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“(a) In this division:

(1) ARTS DISTRICT means Planned Development District No. 145 (the Dallas Arts District) and Planned Development District No. 708 (the Dallas Arts District Extension Area).

(2) ARTS DISTRICT OFFICIAL LOGO means the official logo of the Arts District as depicted in Exhibit A, shown in Section 31 of [which is attached to] Ordinance No. _____ [20345], passed by the Dallas City Council on September 24, 2025 ~~[June 14, 1989]~~.

(3) AWNING SIGN means an attached sign that is or appears to be part of an awning.

(4) BLOCK means an area bounded by streets on all sides.

(5) BLOCKFACE means all of the lots on one side of a block.

(6) BUILDING CORNICE AREA means that portion of a building facade above the highest story, but below the actual roof structure.

(7) BUILDING IDENTIFICATION SIGN means an attached or detached [any] sign composed of one or more characters that identify a specific building’s name.

(8) BUILDING PLAZA AREA means an open area near a building featuring amenities, such as walkways, trees and shrubs, and seating.

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

(10[9]) CANOPY FASCIA SIGN means an attached [a] sign with a digital display that is attached to, applied on, or supported by the fascia or soffit of a canopy.

~~[(10) CBD STREETSCAPE PLAN means the Dallas Central Business District Streetscape Guidelines approved by the Dallas City Council on April 15, 1981, by Resolution No. 81-1118.]~~

(11) CHARACTER means a symbol, as a letter or number, that represents information.

(12) CONNECT MASTER PLAN means the urban design plan adopted by Dallas City Council on January 27, 2021. The Connect Master Plan is intended to serve as a guide and should be consulted for goals, objectives, policy statements, and recommendations for development in the Dallas Arts District.

(13) CONSTRUCTION BARRICADE SIGN means a temporary detached sign that is affixed to a construction barricade.

(14[3]) CULTURAL INSTITUTION means any facility used primarily for the visual or performing arts; open to the public, such as a museum, concert hall, theater, or similar facility; and established by a public or philanthropic entity.

(15[4]) CULTURAL INSTITUTION [DIGITAL] SIGN means cultural institution identification signs, district information signs, facade mounted banner signs, and pole mounted banner signs ~~[a monument sign with a digital display that identifies the cultural institution; the district; a sponsor of the cultural institution, district, or arts organization; or an arts organization such as a symphony, dance troupe, or theatre group that uses that cultural institution].~~

(16[5]) CULTURAL INSTITUTION IDENTIFICATION SIGN means an attached or detached [a] premise sign that identifies the cultural institution; ~~the district;~~ an arts organization such as a symphony, dance company, ~~[troupe]~~ or theatre group that uses that cultural institution; or otherwise promotes cultural events or cultural activities in this district.

(17[6]) DETACHED PREMISE SIGN means a sign that is both a detached sign and a premise sign as defined in Section 51A-7.102.

(18) DIGITAL CULTURAL INSTITUTION SIGN means a cultural institution sign with a digital display.

(19) DISTRICT INFORMATION means words or symbols that identify the district; a cultural institution in the district; an arts organization such as a symphony, dance company, or theatre group that uses a cultural institution in the district; or otherwise promotes cultural events or cultural activities in the district.

(20) FACADE MOUNTED BANNER SIGN means a sign that promotes a cultural event or activity and that is attached to a building facade.

(21[7]) FLAT ATTACHED SIGN means an attached sign that is parallel to the building facade ~~[projecting four inches or less from a building]~~.

(22[18]) FLORA STREET FRONTAGE AREA means the “Flora Street Frontage Area” as defined in the Arts District PD ordinance (Ordinance No. 17710, as amended).

~~[(19) FREESTANDING IDENTIFICATION SIGN means a monument sign that identifies the cultural institution; the district; a sponsor of the cultural institution, district, or arts organization; or an arts organization such as a symphony, dance troupe, or theater group that uses that cultural institution.]~~

(23[0]) GENERIC RETAIL IDENTIFICATION SIGN means an attached or detached [a] sign identifying a type or category of retail establishment without identifying a specific establishment.

(24[1]) GOVERNMENTAL TRAFFIC SIGN means a detached sign, signal, or other traffic control device installed by a governmental agency for the purpose of regulating, warning, or guiding vehicular or pedestrian traffic on a public highway. Examples of these signs include stop signs, one-way signs, no parking signs, and electronic pedestrian and vehicular signalization devices and their fixtures.

~~[(22) INSTITUTIONAL MOVEMENT INFORMATION SIGN means a sign showing the location of or route to a specific cultural institution or a parking area serving that institution.]~~

(25) INTEGRATED SIGN means a [premise] sign ~~[within Subdistrict A, Subdistrict B, or Subdistrict C]~~ that is integrated into the design of the building ~~[and may be a monument sign]~~.

(26[3]) KIOSK means a detached non-premise sign ~~[small structure]~~ with one or more ~~[open]~~ sides and may include digital capabilities ~~[used to display artwork or temporary signs]~~.

(27[4]) MARQUEE SIGN means an attached [a] sign that is affixed ~~[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.

(28[25]) 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.

(29) MOVEMENT INFORMATION SIGN means an attached or detached sign showing the location of or route to a specific cultural institution or a parking area serving that institution.

(30[27]) PLAQUE means an attached or detached ~~[a permanent]~~ tablet, the contents of which are either commemorative or identifying.

(31) POLE MOUNTED BANNER SIGN means a sign that promotes a cultural institution or cultural event or activity and that is mounted to a streetlight pole.

(32[28]) PREMISE means the entire Arts District Sign District land area as defined in Section 51A-7.1201(a).

(33[29]) PRIVATE SIGNS means those signs that are not “public signs” as defined in this section.

(34[0]) PROJECTING ATTACHED SIGN means an attached sign that is perpendicular to ~~[projecting more than four inches from]~~ a building facade.

(35[+]) PUBLIC ART means art created with the intention of being viewed by the public. Public art is not a sign. ~~[PROMOTIONAL SIGN means a sign that promotes a cultural event or activity.]~~

(36[2]) PUBLIC SIGNS means governmental traffic signs, ~~[institutional]~~ movement information ~~[control]~~ signs, generic retail identification signs, ~~[promotional signs, or]~~ plaques, or construction barricade signs as defined in this section.

(37[3]) RETAINING WALL SIGN means a sign that is integrated into a retaining wall. ~~[RESTAURANT/RETAIL IDENTITY SIGN means an attached premise sign located on a building in Subdistrict B or Subdistrict C that has a restaurant, retail, or personal service use located on the ground floor and that identifies that specific restaurant, retail, or personal service tenant.]~~

(38[4]) ROSS AVENUE FRONTAGE AREA means the area of each building site within 50 feet of Ross Avenue. ~~[SASAKI PLAN means the urban design plan prepared by Sasaki Associates, Inc. in August, 1982 to serve as the guideline for development in the Dallas Arts District. The Sasaki Plan is attached to and made a part of the Arts District PD ordinance (Ordinance No. 17710, as amended).]~~

(39[5]) SIGN HARDWARE means the structural support system for a sign, including the fastening devices that secure a sign to a building facade or pole.

(40[36]) SPONSORSHIP INFORMATION ~~[CONTENT]~~ means goods and services sold by the sponsor of the cultural institution, district, or arts organization whether sold on or off the premises.

(41[37]) TENANT IDENTITY SIGN means an attached premise sign ~~[within Subdistrict A or Subdistrict B located on a building]~~ that ~~[is primarily used for office uses that]~~ identifies a specific ~~[office]~~ tenant of the premise on which the sign is located.

(42[38]) THIS DISTRICT means the Arts District Sign District.

(43[39]) WINDOW SIGN means a sign temporarily or permanently attached to, applied on, or supported by a window.”

SECTION 15. That Subsection (a) of Section 51A-7.1204, “Arts District Sign Permit Requirement,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“(a) A person shall not alter, place, maintain, expand, or remove a sign in this district without first obtaining a sign permit from the city, except that no sign permit is required for:

- (1) governmental traffic signs; ~~and]~~
- (2) cultural institution identification signs or district information signs no larger than 30 inches by 40 inches; ~~[promotional signs other than banners]~~
- (3) plaques;
- (4) facade-mounted banner signs; and
- (5) pole-mounted banner signs.”

SECTION 16. That Section 51A-7.1205, “Special Provisions for All Signs,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“SEC. 51A-7.1205. SPECIAL PROVISIONS FOR ALL SIGNS.

(a) This division does not apply to signs that are not visible from outside the premise on which they are located.

(b) Signs in this district are permitted in or overhanging the public way subject to city franchise requirements.

(c) ~~[Except in Subdistrict A, Subdistrict B, and Subdistrict C, n]~~ No sign may obscure a window or a significant architectural element of a building.

(d) Sign hardware may be visible if its structural elements have been specifically devised for their intrinsic contribution to an overall artistic or architectural ~~[visual]~~ effect. Utilitarian hardware intended only for functional purposes must be concealed from normal view.

(e) Mounting devices supporting a projecting attached sign must be fully integrated with the overall design of the sign.

(f) Materials, fasteners, and anchors used to manufacture and install signs must be resistant to corrosion.

(g) Paints and coatings must contain a UV inhibitor to retard the discoloration and fading effects of ultraviolet light. In addition to finish coats, bare metals must have a primer coat or other surface pretreatment as recommended by the paint or coating manufacturer.

(h) Electrical power required for signs must be supplied by means of concealed conduit from an appropriate power source to the sign in accordance with city codes and accepted practices of the trade. Electrical disconnects, transformers, and related apparatus, including wiring and conduit, must be concealed from normal view.

(i) No signs may be illuminated by an independent external light source, unless the external light source is located on the ground and within four feet of the sign.

(j) Burned out or defective lights in signs must be replaced within a reasonable time. Failure to comply with this provision may result in sign permit revocation.

(k) Only those signs exempt from the Highway Beautification Act are permitted within 660 feet of a regulated highway ~~[Banners are only allowed as promotional signs].~~

SECTION 17. That Subsection (a), “Display,” of Section 51A-7.1205.1, “Operational Requirements for Signs with Digital Displays,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“(a) Display. All signs with digital display:

(1) must contain a default mechanism that freezes the image in one position in case of a malfunction;

(2) must automatically adjust the sign brightness based on natural ambient light conditions in compliance with the standards required in the central business district, or the following formula, whichever is less:

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

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

(C) 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:

32768 = natural ambient light conditions

÷ 256

128 = dimming level

x .0039

.4992 = brightness level

x 9000 = (maximum brightness of the example sign)

4492.8 = allowed brightness in nits;

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

(4) must have a full color display able to display a minimum of 281 trillion color shades; and

(5) must be able to display a high quality image with a minimum resolution equivalent to the following table:

Digital Display Sign Resolution Chart	
Size of LED Panel	Maximum Pixel Size
100 s/f to 125 s/f	16 mm
Greater than 126 s/f	19 mm"

SECTION 18. That Section 51A-7.1206, "Public Signs," of Division 51A-7.1200, "Provisions for the Arts District Sign District," of Article VII, "Sign Regulations," of Chapter 51A, "Dallas Development Code: Ordinance No. 19455, as amended," of the Dallas City Code is amended to read as follows:

“SEC. 51A-7.1206. PUBLIC SIGNS.

(a) Generic retail identification signs.

(1) ~~[This subsection applies only to generic retail identification signs as defined in Section 51A-7.1203.]~~

~~(2)]~~ These signs are only permitted on Flora Street and Ross Avenue.

~~(2[3])~~ These signs must be one-eighth inch thick aluminum disks that are 12 inches in diameter.

~~(3[4])~~ Messages on these signs must consist entirely of graphic symbols or glyphs designed to identify a type or category of retail facility. They may not identify specific retail establishments.

~~(4[5])~~ These signs must be mounted on streetlight poles. No more than six signs are allowed on a pole. When there is more than one sign, the second sign must be the same height as the first sign and located on the other side of the pole. Additional signs must be similarly paired and located immediately beneath the first two signs. Thus, the proper maximum configuration will be symmetrical and consist of three pairs of signs, with the second and third pairs being located immediately below the first pair.

(b) Governmental traffic signs.

(1) ~~[This subsection applies only to governmental traffic signs as defined in Section 51A-7.1203.]~~

~~(2)]~~ Notwithstanding any other provision in this division, these signs must comply with applicable statutory specifications.

~~(2[3])~~ On Flora and Crockett Streets these signs must be mounted on streetlight poles, or on white cylindrical poles. ~~[On other streets they must be mounted on white cylindrical poles. n other streets they must be mounted on white cylindrical poles or on other fixtures recommended in the CBD Streetscape Plan.]~~

~~(3[4])~~ The backs of these signs must be white in color.

(c) ~~[Institutional]~~ Movement information signs.

(1) ~~[This subsection applies only to movement information signs as defined in Section 51A-7.1203.]~~

~~(2)]~~ On Flora and Crockett Streets these signs must be mounted on streetlight poles or on white cylindrical poles. On other streets, they must be mounted on white cylindrical poles ~~[or on other fixtures recommended in the CBD Streetscape Plan].~~

(2[3]) The backs of these signs must be white in color and incorporate the Arts District official logo.

(3) Movement information signs may include district information.

(d) Plaques.

(1) Permanent p[P]laques must be made of bronze or stone and contain an inscription that relates to the Arts District.

(2) Temporary plaques are only permitted in conjunction with public art, and must contain an inscription that relates to the public art.

(e) Construction barricade signs.

(1) A minimum 10 percent of the effective area of the sign must display the names of the owner, occupant, district sponsor, district activity, and/or Klyde Warren Park name or activity.

(2) Non-premise messages are permitted, provided only one non-premise message consisting of a business name or logo may be located along each street frontage.

(3) Construction barricade signs must be removed when the construction barricade is removed.

(4) The message area on a construction barricade sign may be fully decorated or graphically designed if:

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

(B) no decoration or graphic vertically projects more than four feet above the top of the barricade. ~~Promotional signs.~~

(1) ~~This subsection applies only to promotional signs as defined in Section 51A-7.1203.~~

(2) ~~These signs must promote cultural events and activities. The portion of a sign devoted to sponsor identification, if any, must not exceed 10 percent of its effective area. No sign or portion of a sign may be used to advertise a specific product or service other than the cultural event or activity.~~

(3) ~~Banners must be either flat against a building facade or mounted on streetlight poles. All other signs must be affixed to city-franchised kiosks.~~

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(4) ~~No sign other than a banner may be larger than 30 inches by 40 inches.~~

(5) ~~No sign may be permanent in nature. Each sign must be removed no later than 30 days after its specific advertised event or activity has ended.]”~~

SECTION 19. That Section 51A-7.1207, “Attached Private Signs,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“SEC. 51A-7.1207. ATTACHED PRIVATE SIGNS.

(a) In general.

(1) ~~[This section applies to all attached private signs except building identification signs, cultural institution identification signs, canopy fascia signs, and tenant identity signs within Subdistrict A, Subdistrict B, and Subdistrict C. For the regulations governing building identification signs, see Section 51A-7.1209. For the regulations governing cultural institution identification signs, see Section 51A-7.1210. For the regulations governing canopy fascia signs, see Section 51A-7.1211. For the regulations governing tenant identity signs within Subdistrict A, see Section 51A-7.1214.1. For the regulations governing tenant identity and restaurant/retail identity signs within Subdistrict B, see Section 51A-7.1214.2. For the regulations governing restaurant/retail identity signs within Subdistrict C, see Section 51A-7.1214.3.~~

(2) ~~These signs are only allowed on building facades that are in the Flora Street Frontage Area.~~

(3)] No sign may project above the building cornice area.

(2[4]) Except for retaining wall signs, a[A]t grade structural supports for attached signs are prohibited.

(3[5]) No establishment may have a mix of awning signs, projecting attached signs, flat attached signs, and/or marquee signs, except that awning signs may be mixed with flat attached signs.

(4) The total effective area of all private signs on one facade may not exceed 30 percent of the facade area. Projecting attached signs are not included in these effective area calculations.

(b) Awning signs.

~~7.1203.~~ (1) ~~[This subsection applies only to awning signs as defined in Section 51A-~~

~~(2)]~~ Letters and numbers on these signs must:

(A) be parallel or perpendicular to the front building facade; and

(B) not exceed 18 inches in height.

~~(2[3]~~ No letters or numbers are allowed on the sloped top of an awning except as part of an official corporate logo or registered trademark. No more than 50 percent of the total sloped awning surface area may contain graphics.

~~(3[4])~~ No words, other than those which are part of the basic awning design pattern, are permitted on awnings located above the second story.

~~(4[5])~~ No sign may have flashing or sequenced lighting.

(c) Flat attached signs.

(1) This subsection applies only to flat attached signs located at or below the third story of a facade of a building with frontage on the Flora Street Frontage Area ~~[as defined in Section 51A 7.1203.]~~

(2) These signs may project a maximum of four inches from a building ~~[are not permitted above the third story of a building].~~

(3) Except for flat attached signs located at or above the highest leasable floor, these signs are not permitted above the third story of a building.

~~(4)~~ No sign may have a length that exceeds 70 percent of the length of the frontage of the establishment with which it is associated. Signs associated with the same establishment must be spaced at least 30 feet apart. No sign may exceed 60 square feet in effective area.

~~(5[4])~~ The maximum character heights allowed on these signs are:

(A) 18 inches for signs located below the third story; and

(B) 24 inches for third-story signs.

~~(6[5])~~ No sign cabinets are permitted. Adequate clear space for staging characters must be provided. ~~[In no event may t]~~The character height may not exceed 60 percent of the vertical dimension of the sign. The sides of three-dimensional characters, if any, must be the same color as their faces.

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(7[6]) No sign may contain more than five words.

(8[7]) Sources of sign illumination that are an integral part of the design of the sign, such as neon or small individual incandescent lamps, are permitted. These signs may be protected by transparent covers.

(9[8]) Internally lit plastic translucent signs are prohibited.

(10[9]) No sign may have flashing or sequenced lighting.

(d) Marquee signs.

(1) ~~[This subsection applies only to marquee signs as defined in Section 51A-7.1203.~~

(2)] These signs are only allowed in conjunction with establishments that have as their major use movies or live entertainment productions.

(2[3]) The permanent canopy of which this sign is a part must:

- (A) project no more than six feet from the building facade;
- (B) be a minimum of 10 ~~[ten]~~ feet above the sidewalk grade;
- (C) have a vertical dimension that does not exceed four feet; and
- (D) have a horizontal dimension along the building facade that does not exceed 30 feet.

(3[4]) The total effective area of signs on the permanent canopy must not exceed 120 square feet.

(4[5]) No sign may:

- (A) project more than three feet from the permanent canopy;
- (B) extend vertically more than 30 feet above the canopy height; or
- (C) be more than three feet in width.

(5[6]) Messages with characters over eight inches in height are limited to a maximum of five words on each canopy facade. Messages with characters under eight inches in height have no limit on the number of words. Character height must not exceed 60 percent of the vertical dimension of the permanent canopy, or 24 inches, whichever is less.

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(6[7]) Only the name of the establishment with which the sign is associated may appear on that portion of the sign located above the permanent canopy.

(7[8]) Display panels that announce a show or event may have plastic characters on an internally-lit background.

(8[9]) These signs may turn on or off or change their brightness. The restrictions contained in Section 51A-7.303(b)(1) do not apply to these signs. Flashing and sequenced lighting are permitted.

(e) Projecting attached signs.

(1) ~~[This subsection applies only to projecting attached signs as defined in Section 51A-7.1203.~~

(2)] These signs must be a minimum of 10 ~~[ten]~~ feet above grade.

(2[3]) These signs must be located in either the bottom, top, or combined envelope depicted graphically in the diagram that is attached to and made a part of this ordinance as Exhibit B. Restrictions on the size and location of each sign depend on which envelope the sign is located in as follows:

	Bottom Envelope	Top Envelope	Combined Envelope
Maximum projection allowed from building facade	6 ft.	3 ft.	3 ft.
Maximum vertical dimension allowed	10 ft.	20 ft.	30 ft.
Maximum effective area allowed for each sign face*	30 sq. ft.	40 sq. ft.	45 sq. ft.
*Double this amount to compute the total effective area allowed for both sides of the sign.			

(3[4]) If their characters are eight inches or less in height, these signs are not restricted as to the number of words permitted. Signs with characters more than eight inches in height are limited to five words. No character may exceed 12 inches in height if the message area exceeds 60 percent of the sign surface area.

(4[5]) One sign is allowed above each entrance provided that signs associated with the same establishment are spaced at least 30 feet apart.

(5[6]) No sign may be more than 12 inches thick. All messages on these signs must be located on a sign face that is perpendicular to the front building facade.

(6[7]) No illuminated sign or element of a sign may turn on or off or change its brightness.

(7[8]) Sources of sign illumination that are an integral part of the design of the sign, such as neon or small individual incandescent lamps, are permitted. These signs may be protected by transparent covers.

(8[9]) Internally lit plastic translucent signs are prohibited.

(f) Window signs.

(1) This subsection applies only to window signs as defined in Section 51A-7.1203.

(2) Window signs may only consist of a business name, business logo, cultural institution information, or address.

(3[2]) No character of a window sign may exceed 12 inches in height.

(4[3]) The maximum amount of window area that may be utilized as sign space varies depending on the location of the window as follows:

Window Location	Maximum Window Coverage Allowed
First Story	[8 sq. ft. or] 15 percent[, whichever is less]
Second Story	[10 sq. ft. or] 20 percent[, whichever is less]
Third Story	[12 sq. ft. or] 25 percent[, whichever is less]

(5[4]) No establishment may have more than four window signs.

(6[5]) Hanging neon signs are allowed if their transformers are concealed from normal view.

(7[6]) Opaque painted backgrounds on windows are permitted during permitted construction [prohibited].

(g) Canopy fascia signs.

(1) Canopy fascia signs must comply with the operational requirements in Section 51A-7.1205.1.

(2) Canopy fascia signs may only be located on buildings with frontage on Flora Street.

(3) A maximum of two canopy fascia signs are allowed per building. Only one canopy fascia sign is allowed on a building facade.

(4) Maximum height of a canopy fascia sign is four feet.

(6) Maximum length of a canopy fascia sign is 74 feet.

(7) Maximum effective area of a canopy fascia sign is 296 square feet.

(8) Canopy fascia signs may only display premise and sponsorship content.

(h) Integrated signs.

(1) The following four integrated signs are the only integrated signs permitted:

(A) One integrated sign may be located on Ross Avenue a minimum of 10 feet from Olive Street and 260 feet from Harwood Street.

(B) One integrated sign that may only identify the building may be located on Ross Avenue a minimum of 280 feet from Olive Street and 20 feet from Harwood Street.

(C) One integrated sign may be a monument sign located on Pearl Street a minimum of 15 feet from Woodall Rodgers Freeway and 100 feet from Munger Avenue. The portion of the sign that contains the address and that does not contain tenant names must have a clear or transparent appearance.

(D) One integrated sign may be attached to a wall or a monument sign and must be located on a building site on Crockett Street and Leonard Street, east of Ross Avenue.

(i) If the integrated sign is attached to a wall, it must be located on Crockett Street.

(ii) If the integrated sign is a monument sign, it may be two-sided but must be located in a building plaza area.

(2) The maximum height for an integrated sign is eight feet, measured from the bottom of the sign face to the top of the sign face.

(3) The maximum effective area for an integrated sign is 60 square feet.

(4) A single contiguous integrated sign that is able to be viewed from more than one street is considered one integrated sign.

(5) Integrated signs may be located at the building line or within five feet of a public right-of-way.

(6) All elements of an integrated sign must be consistent in color and material.

(i) Tenant identity signs.

(1) Tenant identity signs are prohibited on facades with frontage on the following:

(A) Munger Avenue.

(B) Crockett Street, unless the building site is adjacent to the Ross Avenue Frontage Area.

(C) Leonard Street, unless the building site is adjacent to the Flora Street Frontage Area.

(2) Tenant identity signs must be the same color and composed of individual letters or symbols only.

(3) Illumination of tenant identity signs, if any, must be internal to illuminate the building facade and produce a “halo” around the characters. No illuminated sign or element of a sign may turn on or off or change its brightness.

(4) Tenant identity signs may not exceed four percent of the façade to which it is affixed.

(j) Building identification signs.

(1) On each facade, one building identification sign is permitted:

(A) below the third story of a building, provided the sign is located above a building entrance and contains only the building name and/or street address.

(B) at or above the highest leasable floor of a building.

(2) Building identification signs are prohibited on facades with frontage on the following:

(A) Munger Avenue.

(B) Crockett Street, unless the building site is adjacent to the Ross Avenue Frontage Area.

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(C) Leonard Street, if the building site is adjacent to the Flora Street Frontage Area.

(3) A building identification sign located below the third story of a building may have a maximum of 50 square feet of effective area allocated to the building name, and a maximum of 25 square feet of effective area allocated to the building address. The maximum permitted heights of characters on these signs are 24 inches for the building name, and 12 inches for the building address.

(4) A building identification sign located at or above the highest leasable floor of a building may not exceed four percent of the facade to which it is affixed.

(5) Building identification signs must be the same color and composed of individual letters or symbols only.

(6) Illumination of building identification signs, if any, must be internal to illuminate the building facade and produce a “halo” around the characters. No illuminated sign or element of a sign may turn on or off or change its brightness.”

SECTION 20. That Section 51A-7.1208, “Detached Private Signs,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“SEC. 51A-7.1208. DETACHED [PRIVATE] SIGNS.

(a) Detached non-premise signs. Detached non-premise [~~private~~] signs are prohibited in this district. This provision does not apply to:

(1) kiosks that are located in the public right-of-way or on a private building site [~~sponsorship information on canopy fascia signs, cultural institution digital signs, and freestanding identification signs~~]; or

(2) non-premise messages allowed on construction barricade signs.

(b) Detached premise signs.

(1) Maximum number. Each premise may have no more than one detached premise sign on each blockface. [~~This subsection applies to all detached premise signs except building identification signs, cultural institution identification signs, cultural institution identification signs, cultural institution digital signs, freestanding identification signs, construction barricade signs, and integrated signs within Subdistrict A, Subdistrict B, and Subdistrict C. For the regulations governing building identification signs, see Section 51A-7.1209. For the regulations~~

~~governing cultural institution identification signs, see Section 51A 7.1210. For the regulations governing cultural institution digital signs, see Section 51A 7.1212. For the regulations governing freestanding identification signs, see Section 51A 7.1213. For the regulations governing construction barricade signs, see Section 51A 7.1214. For the regulations governing integrated signs within Subdistrict A, see Section 51A 7.1214.1. For the regulations governing integrated signs within Subdistrict B, see Section 51A 7.1214.2. For the regulations governing integrated signs within Subdistrict C, see Section 51A 7.1214.3.]~~

(2) Size. No detached premise sign may exceed 30 [20] square feet in effective area, a maximum height of 13 feet six inches, and a maximum depth of 12 inches.

(3) Lighting. Illumination of detached premise signs, if any, must be from within to illuminate the building facade or monument and produce a “halo” around the characters. No illuminated sign or element of a sign may turn on or off or change its brightness. ~~[Each premise may have no more than one sign on each blockface.]~~

(4) Monument signs.

(A) A maximum of two monument signs are permitted per building site.

(B) Monument signs must be freestanding.

(C) Monument signs may be two sided but must be located in a building plaza area.

(D) Monument signs may identify a building’s original owner, architect and developer and/or a building’s multiple current tenants.

(E) Monument signs may be located at the building line.

(F) Monument signs may be located within five feet of the public right-of-way.

(G) The maximum height for a monument sign is eight feet measured to the top of the sign face.

(H) Except as otherwise provided, the maximum effective area for a monument sign is 50 square feet.

(I) All elements of a monument sign must be consistent in color and material. ~~[The pole support element of these signs must be a cylindrical metal column that is six inches in diameter and white in color.]~~

(5) Retaining wall signs.

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- site.
- (A) A maximum of two retaining wall signs are permitted per building
- facing a right-of-way.
- (B) Retaining wall signs must be mounted on a perimeter retaining wall
- and multiple tenants.
- (C) Retaining wall signs may identify the building's owner or developer
- right-of-way.
- (D) Retaining wall signs may be located within five feet of the public
- to the top of the sign face.
- (E) The maximum height for a retaining wall sign is eight feet measured
- feet.
- (F) The maximum effective area for a retaining wall sign is 50 square
- material. [No sign may exceed 13 feet 6 inches in height.
- (G) All elements of a retaining wall sign must be consistent in color and
- prohibited.
- (6) ~~The face of these signs must be flat. Vacuum formed sign faces are~~
- (7) ~~No sign may move or rotate.~~
- (8) ~~No sign may be more than 12 inches thick.~~
- (9) ~~No illuminated sign or element of a sign may turn on or off or change its~~
- ~~brightness.]”~~

SECTION 21. That Section 51A-7.1209, “Building Identification Signs,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“SEC. 51A-7.1209. BUILDING IDENTIFICATION SIGNS.

(a) This subsection applies to building identification signs that are part of a landscape design that 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. [This subsection applies only to building identification signs as defined in Section 51A-7.1203.]

(1) A building identification sign must be located on a monument in a landscaped area between a building facade and the property line.

(2) The maximum effective area of a building identification sign is 50 square feet.

(3) A maximum of one building identification sign is permitted per building site.

(4) These signs must be composed of individual characters made of bronze, brass, or stainless steel, or be engraved in stone.

(5) A building identification sign may be located within five feet of a public right-of-way.

(b) This subsection applies to freestanding building identification signs. [Illumination of these signs, if any, must be from within to illuminate the building facade or monument and produce a “halo” around the characters. No illuminated sign or element of a sign may turn on or off or change its brightness.]

(1) A maximum of three freestanding building identification signs are allowed in the district.

(2) Maximum height is 20 feet.

(3) Maximum width is eight feet.

(4) A freestanding building identification sign may be located within the public right-of-way if a license has been granted by the city.

(5) Freestanding building identification signs may be double-sided.

(6) Freestanding building identification signs may only display the building name.

[(c) ~~These signs must be located:~~

(1) ~~on a building facade above an entrance;~~

(2) ~~in the building cornice area; or~~

(3) ~~on a monument in a landscaped area between a building facade and the property line.~~

(d) ~~Signs located above building entrances are limited to the building name and/or street address. A maximum of 50 square feet of effective area of each sign may be allocated to the~~

~~building name, and a maximum of 25 square feet of effective area of each sign may be allocated to the building address. The maximum permitted heights of characters on these signs are 24 inches for the building name, and 12 inches for the building address. These signs are not allowed above the third story of the building.~~

~~(e) No facade may have more than one sign in the building cornice area.~~

~~(f) Signs on monuments must conform to the setback and area regulations of detached premise signs in this chapter generally. These signs must be composed of individual characters made of bronze, brass, or stainless steel, or be engraved in stone.]”~~

SECTION 22. That Section 51A-7.1210, “Cultural Institution Identification Sign,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“SEC. 51A-7.1210. CULTURAL INSTITUTION ~~[IDENTIFICATION]~~ SIGNS.

(a) In general.

(1) Cultural institution identification signs may only be located on:

(A) a building facade;

(B) a lower-level roof line as shown on Exhibit B; or

(C) a monument in a landscaped area between a building facade and the property line.

(2) Cultural institution identification signs on a building facade may not have an effective area greater than five percent of that building facade.

(3) Cultural institution identification signs on a lower-level roof line may not have an effective area greater than five percent of the facade segment located beneath that lower-level roof line. No portion of the sign on a lower-level roof line may project above the structure’s highest roof line.

(4) Cultural institution identification signs that are monument signs must comply with the setback and effective area regulations for detached premise signs in this chapter.

(5) Sign cabinets are not permitted.

(6) Cultural institution identification signs may be illuminated, provided the illuminated sign elements do not turn on or off, but may go through cycles of dimming and brightening to create a slow pulsing effect. Each cycle of dimming and brightening must exceed five seconds.

(7) Cultural institution identification signs must be compatible with the architectural design and contribute to the visual effect of the building.

(8) Characters may not exceed 24 inches in height.

(9) Cultural institution identification signs are not considered a business identification sign.

(10) Cultural institution identification signs may not have a changeable message.
~~[This section applies only to cultural institution identification signs.]~~

(b) Digital cultural institution signs. ~~[Signs may only be located on:]~~

(1) Digital cultural institution signs must comply with the operational requirements in Section 51A-7.1205.1. ~~[-a building facade;]~~

(2) The following six digital cultural institution signs are the only digital cultural institution signs allowed:

(A) One digital cultural institution sign is allowed at the southwest corner of the intersection of Woodall Rodgers Freeway and Jack Evans Street.

(i) Maximum height is 50 feet.

(ii) Maximum width is 20 feet.

(iii) Total maximum effective area is 1,000 square feet per side. Maximum effective area for identification of sponsor is 400 square feet per side.

(iv) Minimum setback from back of curb is 12 feet.

(B) One digital cultural institution sign is allowed at the northeast corner of the intersection of Ross Avenue and Leonard Street.

(i) Maximum height is 35 feet.

(ii) Maximum width is 12 feet.

(iii) Total maximum effective area is 420 square feet, per side. Maximum effective area for identification of sponsor is 144 square feet, per side.

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(iv) Minimum setback from back of curb is 35 feet.

(C) Four digital cultural institution signs are allowed along Flora Street.

(i) Maximum height is seven feet.

(ii) Maximum width is three feet six inches.

(iii) Total maximum effective area is eight square feet, per side.
Maximum effective area for identification of sponsor is 1.25 square feet, per side.

(iv) Minimum setback from back of curb is 30 feet. [~~a lower-level roof line as shown on Exhibit C; or~~]

(3) Digital cultural institution signs may only display premise and sponsorship information [~~a monument in a landscaped area between a building facade and the property line~~].

(c) Facade mounted banner signs.

(1) Facade mounted banner signs may not exceed 2,205 square feet in effective area.

(2) Facade mounted banner signs may include sponsorship information. The portion of a sign devoted to sponsorship information, if any, must not exceed 10 percent of its effective area. No sign or portion of a sign may be used to advertise a specific product or service other than the cultural event or activity.

(3) A banner must be flat against a building facade.

(4) A facade mounted banner sign must be removed no later than 30 days after its specific advertised event or activity has ended. [~~Signs on a building facade may not have an effective area greater than five percent of that building facade.~~]

(d) Pole mounted banner signs.

(1) Pole mounted banner signs may not exceed 20 square feet in effective area.

(2) Pole mounted banner signs may include sponsorship information. The portion of a sign devoted to sponsorship information, if any, must not exceed 10 percent of its effective area. No sign or portion of a sign may be used to advertise a specific product or service other than the cultural event or activity.

(3) A pole mounted banner sign must be removed no later than 30 days after its specific advertised event or activity has ended. [~~Signs on a lower level roof line may not have an effective area greater than five percent of the facade segment located beneath that lower level roof line. (See Exhibit C).~~]

~~(e) No portion of a sign on a lower level roof line may project above the structures' highest roof line.~~

~~(f) Sign cabinets are not permitted.~~

~~(g) Illuminated signs and illuminated sign elements may not turn on or off, but may go through cycles of dimming and brightening to create a slow pulsing effect. Each cycle of dimming and brightening must exceed five seconds.~~

~~(h) Signs must be compatible with the architectural design and contribute to the visual effect of the building.~~

~~(i) Characters may not exceed 24 inches in height.~~

~~(j) Monument signs must comply with the setback and effective area regulations for detached premise signs in this chapter.~~

~~(k) Signs shall not be considered a business identification sign.~~

~~(l) Signs may not have a changeable message.]"~~

SECTION 23. That Section 51A-7.1211, "Canopy Fascia Signs," of Division 51A-7.1200, "Provisions for the Arts District Sign District," of Article VII, "Sign Regulations," of Chapter 51A, "Dallas Development Code: Ordinance No. 19455, as amended," of the Dallas City Code is amended to read as follows:

"SEC. 51A-7.1211. APPLICATION OF THE HIGHWAY BEAUTIFICATION ACTS [CANOPY FASCIA SIGNS].

For purposes of applying the Federal and Texas Highway Beautification Acts, this district is considered to be a commercial zone.

~~[(a) This section applies only to canopy fascia signs as defined in Section 51A-7.1203.~~

~~(b) Canopy fascia signs must comply with the operational requirements in Section 51A-7.1205.1.~~

~~(c) Canopy fascia signs may only be located on buildings fronting on Flora Street.~~

~~(d) A maximum of two canopy fascia signs per building is allowed. Only one canopy fascia sign is allowed on a building facade.~~

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- (e) ~~Maximum height of a canopy fascia sign is four feet.~~
- (f) ~~Maximum length of a canopy fascia sign is 74 feet.~~
- (g) ~~Maximum effective area of a canopy fascia sign is 496 square feet.~~
- (h) ~~Canopy fascia signs may only display premise and sponsorship content.]”~~

SECTION 24. That Section 51A-7.1212, “Cultural Institution Digital Signs,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is deleted as follows:

~~“[SEC. 51A-7.1212. CULTURAL INSTITUTION DIGITAL SIGNS.~~

(a) ~~This section applies only to cultural institution digital signs as defined in Section 51A-7.1203.~~

(b) ~~Cultural institution digital signs must comply with the operational requirements in Section 51A-7.1205.1.~~

(c) ~~A maximum of six cultural institution digital signs are allowed.~~

(1) ~~One cultural institution digital sign is allowed at the southwest corner of the intersection of Woodall Rodgers Freeway and Jack Evans Street.~~

(A) ~~Maximum height is 50 feet.~~

(B) ~~Maximum width is 20 feet.~~

(C) ~~Total maximum effective area is 1,000 square feet, per side. Maximum effective area for identification of sponsor is 400 square feet, per side.~~

(D) ~~Minimum setback is 12 feet from back of curb.~~

(2) ~~One cultural institution digital sign is allowed at the northeast corner of the intersection of Ross Avenue and Leonard Street.~~

(A) ~~Maximum height is 35 feet.~~

(B) ~~Maximum width is 12 feet.~~

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~~(C) Total maximum effective area is 420 square feet, per side. Maximum effective area for identification of sponsor is 144 square feet, per side.~~

~~(D) Minimum setback is 35 feet from back of curb.~~

~~(3) Four cultural institution digital signs are allowed along Flora Street.~~

~~(A) Maximum height is 7 feet.~~

~~(B) Maximum width is 3.5 feet.~~

~~(C) Total maximum effective area is 8 square feet, per side. Maximum effective area for identification of sponsor is 1.25 square feet, per side.~~

~~(D) Minimum setback is 30 feet from back of curb.~~

~~(d) Cultural institution digital signs may only display premise and sponsorship content.]”~~

SECTION 25. That Section 51A-7.1213, “Freestanding Identification Signs,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is deleted as follows:

“[~~SEC. 51A-7.1213. FREESTANDING IDENTIFICATION SIGNS.~~

~~(a) This section applies only to freestanding identification signs as defined in Section 51A-7.1203.~~

~~(b) A maximum of three freestanding identification signs are allowed only along Flora Street.~~

~~(c) Maximum height is 20 feet.~~

~~(d) Maximum width is 8 feet.~~

~~(e) Maximum effective area is 160 square feet, per side.~~

~~(f) Minimum setback is 30 feet from back of curb.~~

~~(g) Freestanding identification signs may only display premise and sponsorship content.]”~~

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SECTION 26. That Section 51A-7.1214, “Construction Barricade Signs,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is deleted as follows:

~~“[SEC. 51A-7.1214. CONSTRUCTION BARRICADE SIGNS.~~

~~(a) This section applies only to construction barricade signs as defined in Section 51A-7.1203.~~

~~(b) A minimum 10 percent of the effective area of the sign must display the names of the owner, occupant, district sponsor, district activity, and/or Woodall Rodgers Park name or activity.~~

~~(c) Non-premise messages are allowed. Only one non-premise message along a street frontage is allowed.~~

~~(d) Construction barricade signs must be removed when the construction barricade is removed.~~

~~(e) The message area on a construction barricade sign may be fully decorated or graphically designed if:~~

~~(1) no decoration or graphic horizontally projects more than two inches from the surface of the barricade; or~~

~~(2) no decoration or graphic vertically projects more than four feet above the top of the barricade.]”~~

SECTION 27. That Section 51A-7.1214.1, “Subdistrict A,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is deleted as follows:

~~“[SEC. 51A-7.1214.1. SUBDISTRICT A.~~

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

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(b) Tenant identity signs and building identification signs.

(1) ~~Only one tenant identity sign or building identification sign is permitted per facade, except that a tenant identity sign or building identification sign is not permitted on the Leonard Street facade.~~

(2) ~~Except as provided in this paragraph, tenant identity signs must be located above the highest leasable floor. On the Ross Avenue facade, a tenant identity sign may be located at any floor.~~

(3) ~~Tenant identity signs must be composed of individual letters only and illumination of these signs, if any, must be internal to each letter. No illuminated sign or element of a sign may turn on or off or change its brightness.~~

(4) ~~All tenant identity signs and building identification signs must be the same color.~~

(c) Integrated sign.

(1) ~~Only one integrated sign is permitted.~~

(2) ~~This sign must be either an attached sign or a monument sign.~~

(A) ~~If the sign is an attached sign, it must be attached to a wall and face Crockett Street.~~

(B) ~~If the sign is a monument sign, it may be two sided, but must be located in the building plaza area.~~

(3) ~~This sign may identify the building's owner or developer and multiple tenants.~~

(4) ~~This sign may be located at the building line.~~

(5) ~~This sign may be located within five feet of a public right of way.~~

(6) ~~The maximum height for the sign is eight feet measured from the bottom of the sign face to the top of the sign face.~~

(7) ~~The maximum effective area for the sign is 50 square feet.~~

(8) ~~All elements of an integrated sign must be consistent in color and materials.~~

(d) Detached premise sign. ~~Detached premise signs may not exceed 30 square feet.]”~~

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SECTION 28. That Section 51A-7.1214.2, “Subdistrict B,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is deleted as follows:

~~“[SEC. 51A-7.1214.2. SUBDISTRICT B.~~

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

(b) ~~Tenant identity signs and building identification signs.~~

(1) ~~Number.~~

(A) ~~Two tenant identity signs or building identification signs are permitted on the Woodall Rodgers Freeway facade and must be located at or above the third story.~~

(B) ~~Tenant identity signs are prohibited on the Munger Avenue and Crockett Street facades.~~

(2) ~~Composition and illumination. Tenant identity signs must be composed of individual letters only and illumination of these signs, if any, must be internal to each letter. No illuminated sign or element of a sign may turn on or off or change its brightness.~~

(3) ~~Color. All tenant identity signs and building identification signs must be the same white and silver color.~~

(4) ~~Facade coverage. Tenant identity signs and building identification signs may not exceed four percent of the facade to which it is affixed.~~

(c) ~~Restaurant/retail identity signs.~~

(1) ~~Two restaurant/retail identity signs are allowed on the Pearl Street facade and two restaurant/retail signs are allowed on the Woodall Rodgers Freeway facade.~~

(2) ~~Restaurant/retail identity signs must be composed of individual letters only and illumination of these signs, if any, must be internal to each letter. No illuminated sign or element of a sign may turn on or off or change its brightness.~~

(3) ~~All restaurant/retail signs must be the same white and silver color.~~

(4) ~~Restaurant/retail identity signs may not exceed four percent of the facade to which it is affixed.~~

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(5) Restaurant/retail identity signs may be located a maximum of 24 feet above grade.

(d) Integrated sign.

(1) Only one integrated sign is permitted.

(2) This sign must be a monument sign.

(3) This sign may be located at the building line.

(4) This sign may be located within five feet of a public right of way. This sign must be located on Pearl Street a minimum of 15 feet from Woodall Rodgers Freeway and 100 feet from Munger Avenue.

(5) The maximum height for the sign is eight feet measured from the bottom of the sign face to the top of the sign face.

(6) The maximum effective area for the sign is 175 square feet. Tenant names are limited to a maximum effective area of 60 square feet. The portion of the sign that contains the address and that does not contain tenant names must have a clear or transparent appearance.

(7) All elements of an integrated sign must be a consistent color and materials to the building.]"

SECTION 29. That Section 51A-7.1214.3, "Subdistrict C," of Division 51A-7.1200, "Provisions for the Arts District Sign District," of Article VII, "Sign Regulations," of Chapter 51A, "Dallas Development Code: Ordinance No. 19455, as amended," of the Dallas City Code is deleted as follows:

"[SEC. 51A-7.1214.3. SUBDISTRICT C.

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

(b) Restaurant/retail identity signs.

(1) Two restaurant/retail identity signs are allowed on the Ross Avenue facade.

(2) Restaurant/retail identity signs must be composed of individual letters only and illumination of these signs, if any, must be internal to each letter. No illuminated sign or element of a sign may blink, flash, or change its brightness.

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(3) ~~The maximum effective area for a restaurant/retail identity sign is 50 square feet.~~

(4) ~~Restaurant/retail identity signs may be located a maximum of 24 feet above grade.~~

(5) ~~Restaurant/retail identity signs may be located on or behind glass facades.~~

(c) ~~Building identification sign.~~

(1) ~~In this subdistrict, a building identification sign includes a sign that is part of a landscape design that 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.~~

(2) ~~The maximum effective area for a building identification sign is 40 square feet.~~

(3) ~~One building identification sign may be located on Ross Avenue a minimum of 10 feet from Olive Street and 290 feet from Harwood Street.~~

(4) ~~A building identification sign may be located within five feet of a public right of way.~~

(d) ~~Integrated sign.~~

(1) ~~A maximum of two integrated signs are permitted.~~

(A) ~~One integrated sign must be located on Ross Avenue a minimum of 10 feet from Olive Street and 260 feet from Harwood Street. The maximum effective area for the integrated sign at this location is 40 square feet.~~

(B) ~~One integrated sign that may only identify the building must be located on Ross Avenue a minimum of 280 feet from Olive Street and 20 feet from Harwood Street. The maximum effective area for the integrated sign at this location is 30 square feet.~~

(2) ~~An integrated sign may be located within five feet of a public right of way.~~

(3) ~~A single contiguous sign, able to be viewed from more than one street, is considered one integrated sign.~~

(4) ~~The maximum height for an integrated sign is eight feet, measured from the bottom of the sign face to the top of the sign face.~~

(5) ~~The characters on an integrated sign must be a minimum of four inches in height.~~

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(6) ~~All integrated signs must have consistent color, materials, and fonts.]”~~

SECTION 30. That Section 51A-7.1215, “Application of Highway Beautification Acts,” of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is deleted as follows:

~~“[SEC. 51A-7.1215. APPLICATION OF HIGHWAY BEAUTIFICATION ACTS.~~

~~For purposes of applying the Federal and Texas Highway Beautification Acts, this district is considered to be a commercial zone.”~~

SECTION 31. That the Exhibit A - Ord. 20345 of Division 51A-7.1200, “Provisions for the Arts District Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is replaced with the following graphic:

EXHIBIT A – ORD. _____



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SECTION 32. That Division 51A-7.2100, “Provisions for the Arts District Extension Area Sign District,” of Article VII, “Sign Regulations,” of Chapter 51A, “Dallas Development Code: Ordinance No. 19455, as amended,” of the Dallas City Code is amended to read as follows:

“Division 51A-7.2100. Reserved. [~~Provisions for the Arts District Extension Area Sign District.~~”

~~SEC. 51A-7.2101. DESIGNATION OF THE ARTS DISTRICT EXTENSION AREA SIGN DISTRICT.~~

(a) ~~A sign district is hereby created to be known as the Arts District Extension Area Sign District. The boundaries of the Arts District Extension Area Sign District are the same as those of the Dallas Arts District Extension Area (Planned Development District No. 708).~~

(b) ~~The property described in Subsection (a), which was formerly part of the Downtown Special Provision Sign District, is no longer considered to be part of that district. This division completely supersedes Division 51A-7.900 with respect to the property described in Subsection (a).~~

(c) ~~The Arts District Extension Area Sign District has the following three subdistricts:~~

(1) ~~The One Arts Plaza Subdistrict is all of Lot 1A, Block A/305, Arts Plaza Phase 1, Revised, an Addition to the City of Dallas, Dallas County, Texas, according to the plat thereof situated in the John Grigsby Survey, Abstract No. 495, City of Dallas, Dallas County, Texas, as filed under City Plan File Number S078-070 and recorded as Instrument No. 20080165687, Map Records of Dallas County, Texas.~~

(2) ~~The Two Arts Plaza and Three Arts Plaza Subdistrict is all of Lot 2, Block A/305, Arts Plaza Phase 2, Final Plat, an Addition to the City of Dallas, Dallas County, Texas, according to the plat thereof situated in the John Grigsby Survey, Abstract No. 495, consisting of City of Dallas Blocks 304, 305, 568 and 570, Dallas County, Texas, as filed under City Plan File Number S045-232-D and recorded as Instrument No. 20080358602, Map Records of Dallas County, Texas.~~

(3) ~~The Dallas Black Dance Theatre Subdistrict is a tract of land in City Block No. 566 in the City of Dallas, Dallas County, Texas, and being more particularly described as follows:~~

~~BEGINNING at the intersection of the northwest line of Ross Avenue (as widened) with the northeast line of Arts Plaza (formerly known as Boll Street as street name changed per City of Dallas Ordinance No. 26921, passed on September 12, 2007 by the City Council of the City of Dallas);~~

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~~THENCE North 44°46'00" West 348.00 feet along the northeast line of Arts Plaza to the southeast line of Flora Street;~~

~~THENCE North 45°26'00" East 114.00 feet along the southeast line of Flora Street;~~

~~THENCE South 44°46'00" East 100.00 feet along a line 114.00 feet northeast of and parallel to the northeast line of Arts Plaza;~~

~~THENCE North 45°26'00" East 3.00 feet;~~

~~THENCE South 44°46'00" East 248.00 feet along a line 117.00 feet northeast of and parallel to the northeast line of Arts Plaza to the northwest line of Ross Avenue;~~

~~THENCE South 45°26'00" West 117.00 feet along the northwest line of Ross Avenue to the point of beginning and containing 40,416 square feet of land more or less.~~

~~SEC. 51A-7.2102.~~

~~PURPOSE.~~

~~(a) The Dallas Arts District Extension Area (Planned Development District No. 708) was established on March 9, 2005, to complement the adjacent Arts District (Planned Development District No. 145). This approximately 17.4-acre area in the northeast section of the central business district, generally bounded by Woodall Rodgers Freeway, North Central Expressway, Routh Street, and Ross Avenue, represents a concerted effort on the part of the city and arts organizations to consolidate major art institutions in one mixed-use area.~~

~~(b) The guideline for development in the Arts District Extension Area is an urban design plan known as the "Sasaki Plan." This plan is based on district-wide design and land-use concepts, which include the creation of a pedestrian-oriented environment and a distinctive visual image for the district. Flora Street is defined as the major pedestrian spine and focus of development in the district. As a wide, tree-lined environment, Flora Street connects three subdistricts (Museum Crossing, Concert Lights, and Fountain Plaza) and provides continuity in a development framework for public institutions and private owners.~~

~~(c) The sign regulations in this division have been developed with the following objectives in mind:~~

~~(1) To protect the character of Flora Street and the Arts District Extension Area from inappropriate signs in terms of number (clutter), size, style, color, and materials.~~

~~(2) To enhance the image and liveliness of the Arts District Extension Area by encouraging compatible signs that are colorful, decorative, entertaining, and artistic in style while being functional and informative in purpose.~~

~~(3) To promote the commercial success of each individual tenant in the Arts District Extension Area and, in turn, the commercial success of all the tenants in the district collectively.~~

~~(4) To create a sense of design uniformity between signs and the other streetscape elements of the Arts District Extension Area and the Arts District.~~

~~(5) To help make the Arts District Extension Area an attractive place for the public to frequent by providing ease of direction to specific cultural institutions.~~

~~(6) To create a means of identifying the various types or categories of retail establishments along Flora Street.~~

~~(7) To identify and promote cultural events and activities consistent with the purposes of the Arts District Extension Area.~~

~~(8) To recognize that sign hardware is a part of the overall visual design of a sign, and to ensure that investments in signs and other structures in the Arts District Extension Area are not devalued by inappropriate or poor quality sign hardware.~~

~~SEC. 51A-7.2103. DEFINITIONS.~~

~~(a) In this division:~~

~~(1) ARTS DISTRICT means Planned Development District No. 145, established by Ordinance No. 17710, passed by the Dallas City Council on February 16, 1983 (the Dallas Arts District).~~

~~(2) ARTS DISTRICT EXTENSION AREA means Planned Development District No. 708 (the Dallas Arts District Extension Area).~~

~~(3) ARTS DISTRICT OFFICIAL LOGO means the official logo of the Arts District and the Arts District Extension Area, as depicted in Exhibit A in Division 51A-7.1200, "Provisions for Arts District Sign District."~~

~~(4) AWNING SIGN means a sign that is or appears to be part of an awning.~~

~~(5) BLOCK means an area bounded by streets on all sides.~~

~~(6) BLOCKFACE means all of the lots on one side of a block.~~

~~(7) BUILDING CORNICE AREA means that portion of a building facade above the highest story, but below the actual roof structure.~~

~~(8) BUILDING IDENTIFICATION SIGN means any sign composed of one or more characters that identify a specific building's name.~~

~~(8.1) BUILDING PLAZA AREA means an open area near a building often featuring walkways, trees and shrubs, and places to sit.~~

(9) ~~CBD STREETSCAPE PLAN means the Dallas Central Business District Streetscape Guidelines approved by the Dallas City Council on April 15, 1981, by Resolution No. 81-1118.~~

(10) ~~CHARACTER means a symbol, as a letter or number, that represents information.~~

(11) ~~DETACHED PREMISE SIGN means a sign that is both a detached sign and a premise sign as defined in Section 51A-7.102.~~

(12) ~~DISTRICT ACTIVITY SIGN means a sign that promotes cultural events or cultural activities in this sign district, with no portion of the sign devoted to sponsorship.~~

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

(14) ~~FLORA STREET FRONTAGE AREA means the “Flora Street Frontage Area” as defined in the Arts District Extension Area PD.~~

(15) ~~GENERIC RETAIL IDENTIFICATION SIGN means a sign identifying a type or category of retail establishment without identifying a specific establishment.~~

(16) ~~GOVERNMENTAL TRAFFIC SIGN means a sign, signal, or other traffic control device installed by a governmental agency for the purpose of regulating, warning, or guiding vehicular or pedestrian traffic on a public highway. Examples of these signs include stop signs, one-way signs, no parking signs, and electronic pedestrian and vehicular signalization devices and their fixtures.~~

(17) ~~INSTITUTIONAL MOVEMENT INFORMATION SIGN means a sign showing the location of or route to a specific cultural institution or a parking area serving that institution.~~

(18) ~~KIOSK means a small structure with one or more open sides used to display artwork or temporary signs.~~

(19) ~~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.~~

(19.1) ~~MONUMENT SIGN means a detached sign applied directly to a ground-level support structure (instead of a pole support) with no separation between the sign and the ground, or mounted on a fence.~~

(20) ~~PLAQUE means a permanent tablet, the contents of which are either commemorative or identifying.~~

(21) ~~PRIVATE SIGNS~~ means those signs that are not “public signs” as defined in this section.

(22) ~~PROJECTING ATTACHED SIGN~~ means an attached sign projecting more than four inches from a building.

(23) ~~PROMOTIONAL SIGN~~ means a sign that promotes a cultural event or activity.

(24) ~~PUBLIC SIGNS~~ means governmental traffic signs, institutional movement control signs, generic retail identification signs, promotional signs, or plaques or district activity signs as defined in this section.

(24.1) ~~RETAINING WALL SIGN~~ means an attached premise sign within the One Arts Plaza Subdistrict or the Two Arts Plaza and Three Arts Plaza Subdistrict that is integrated into a retaining wall.

(25) ~~SASAKI PLAN~~ means the urban design plan prepared by Sasaki Associates, Inc. in August, 1982 to serve as the guideline for development in the Dallas Arts District and Arts District Extension Area. The Sasaki Plan is attached to and made a part of the Arts District PD ordinance (Ordinance No. 25508).

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

(26.1) ~~TENANT IDENTITY SIGN~~ means an attached premise sign within the Two Arts Plaza and Three Arts Plaza Subdistrict located on a building that is primarily used for office uses and that identifies a specific office tenant.

(27) ~~THIS DISTRICT~~ means the Arts District Extension Area Sign District.

(28) ~~WINDOW SIGN~~ means a sign temporarily or permanently attached to, applied on, or supported by 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.

~~SEC. 51A-7.2104. ARTS DISTRICT EXTENSION AREA SIGN PERMIT REQUIREMENT.~~

(a) A person shall not alter, place, maintain, expand, or remove a sign in this district without first obtaining a sign permit from the city, except that no sign permit is required for:

(1) governmental traffic signs; and

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(2) ~~promotional signs other than banners.~~

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

(c) ~~No sign permit may be issued to authorize a sign in this district unless the director has first issued a certificate of appropriateness in accordance with this section.~~

(d) ~~Section 51A-7.504, which establishes the special sign district advisory committee for special provision sign districts in the city generally, does not apply to this district. City planning personnel are responsible for reviewing and making recommendations to the director concerning applications for permits to authorize signs in this district.~~

(e) ~~Upon receipt of an application for a permit to authorize a sign in this district, the building official shall refer the application and plans to the director for a review to determine whether the work complies with this division. The director shall conduct his or her review so that a decision on issuance of the permit can be made within 30 calendar days from the date the completed application is submitted to the building official.~~

(f) ~~The director shall solicit a recommendation from the planning staff before making a decision to approve or disapprove a certificate of appropriateness. The recommendation of the staff is not binding upon the director, and the director may decide a matter contrary to the recommendation of the committee.~~

(g) ~~A decision by the director to grant a certificate of appropriateness may not be appealed. A decision to deny the certificate may be appealed by the applicant. An appeal is made by filing a written request with the director for review by the city plan commission. An appeal must be made within 10 days after notice is given to the applicant of the director's decision. In considering the appeal, the sole issue shall be whether or not the director erred in making the decision, and, in this connection, the commission shall consider the same standards that were required to be considered by the director in making the decision, specifically, whether the work complies with this division. Decisions of the commission are final as to available administrative remedies and are binding on all parties.~~

(h) ~~If the city plan commission fails to make a decision on an appeal by the applicant within 30 calendar days of the date the written request for an appeal is filed with the director, the application shall be considered approved subject to compliance with all other applicable city codes, ordinances, rules, and regulations.~~

SEC. 51A-7.2105.

SPECIAL PROVISIONS FOR ALL SIGNS.

(a) ~~This division does not apply to signs that are not visible from outside the premise on which they are located.~~

(b) ~~Signs in this district are permitted in or overhanging the public way subject to city franchise requirements.~~

- ~~(c) No sign may obscure a window or a significant architectural element of a building.~~
- ~~(d) Sign hardware may be visible if its structural elements have been specifically devised for their intrinsic contribution to an overall visual effect. Utilitarian hardware intended only for functional purposes must be concealed from normal view.~~
- ~~(e) Mounting devices supporting a projecting attached sign must be fully integrated with the overall design of the sign.~~
- ~~(f) Materials, fasteners, and anchors used to manufacture and install signs must be resistant to corrosion.~~
- ~~(g) Paints and coatings must contain a UV inhibitor to retard the discoloration and fading effects of ultraviolet light. In addition to finish coats, bare metals must have a primer coat or other surface pretreatment as recommended by the paint or coating manufacturer.~~
- ~~(h) Electrical power required for signs must be supplied by means of concealed conduit from an appropriate power source to the sign in accordance with city codes and accepted practices of the trade. Electrical disconnects, transformers, and related apparatus, including wiring and conduit, must be concealed from normal view.~~
- ~~(i) No signs may be illuminated by an independent external light source.~~
- ~~(j) Burned out or defective lights in signs must be replaced within a reasonable time. Failure to comply with this provision may result in sign permit revocation.~~
- ~~(k) Banners are only allowed as promotional signs.~~
- ~~(l) Only those signs exempt from the Highway Beautification Act are permitted within 660 feet of a regulated highway.~~

SEC. 51A-7.2106.**~~PUBLIC SIGNS.~~**

- ~~(a) Generic retail identification signs.~~
 - ~~(1) This subsection applies only to generic retail identification signs as defined in Section 51A-7.2103.~~
 - ~~(2) These signs are only permitted on Flora Street.~~
 - ~~(3) These signs must be one-eighth inch thick aluminum disks that are 12 inches in diameter.~~

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~~(4) Messages on these signs must consist entirely of graphic symbols or glyphs designed to identify a type or category of retail facility. They may not identify specific retail establishments.~~

~~(5) These signs must be mounted on streetlight poles. No more than six signs are allowed on a pole. When there is more than one sign, the second sign must be the same height as the first sign and located on the other side of the pole. Additional signs must be similarly paired and located immediately beneath the first two signs. Thus, the proper maximum configuration will be symmetrical and consist of three pairs of signs, with the second and third pairs being located immediately below the first pair.~~

~~(b) Governmental traffic signs.~~

~~(1) This subsection applies only to governmental traffic signs as defined in Section 51A-7.2103.~~

~~(2) Notwithstanding any other provision in this division, these signs must comply with applicable statutory specifications.~~

~~(3) On Flora Street, these signs must be mounted on streetlight poles or on white cylindrical poles. On other streets, they must be mounted on white cylindrical poles or on other fixtures recommended in the CBD Streetscape Plan.~~

~~(4) The backs of these signs must be white.~~

~~(c) Institutional movement information signs.~~

~~(1) This subsection applies only to institutional movement information signs as defined in Section 51A-7.2103.~~

~~(2) On Flora Street, these signs must be mounted on streetlight poles or on white cylindrical poles. On other streets, they must be mounted on white cylindrical poles or on other fixtures recommended in the CBD Streetscape Plan.~~

~~(3) The backs of these signs must be white and incorporate the Arts District official logo.~~

~~(d) Plaques. Plaques must be made of bronze or stone and contain an inscription that relates to the Arts District or the Arts District Extension Area.~~

~~(e) Promotional signs.~~

~~(1) This subsection applies only to promotional signs as defined in Section 51A-7.2103.~~

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~~(2) These signs must promote cultural events and activities. The portion of a sign devoted to sponsor identification, if any, must not exceed 10 percent of its effective area. No sign or portion of a sign may be used to advertise a specific product or service other than the cultural event or activity.~~

~~(3) Banners must be either flat against a building facade or mounted on streetlight poles. All other promotional signs must be affixed to city franchised kiosks.~~

~~(4) No promotional sign other than a banner may be larger than 30 inches by 40 inches.~~

~~(5) No promotional sign may be permanent. Each sign must be removed no later than 30 days after its specific advertised event or activity has ended.~~

~~(f) District activity signs.~~

~~(1) This subsection applies only to district activity signs as defined in Section 51A-7.2103.~~

~~(2) District activity signs are permitted only on the first two floors in that portion of Flora Street Frontage area, at least 660 feet away from a regulated highway under the Highway Beautification Act.~~

~~(3) District activity signs are permitted up to any size as the display contained within the transparent portion of the street wall along Flora Street.~~

~~SEC. 51A-7.2107. ATTACHED PRIVATE SIGNS.~~

~~(a) In general.~~

~~(1) This section applies to all attached private signs, except retaining wall signs and tenant identity signs. The only provision of this section that applies to building identification signs is Paragraph (5) of this subsection. For the regulations governing building identification signs, see Section 51A-7.2109. For the regulations governing retaining wall signs in the One Arts Plaza Subdistrict, see Section 51A-7.2110. For the regulations governing retaining wall signs and tenant identity signs in the Two Arts Plaza and Three Arts Plaza Subdistrict, see Section 51A-7.2111.~~

~~(2) No sign may project above the building cornice area.~~

~~(3) At-grade structural supports are prohibited.~~

~~(4) No establishment may have a mix of awning signs, projecting attached signs, flat attached signs, and/or marquee signs, except that awning signs may be mixed with flat attached signs.~~

(5) ~~The total effective area of all attached private signs on a facade may not exceed 30 percent of the facade area. Projecting attached signs are not included in these effective area calculations.~~

(b) ~~Awning signs.~~

(1) ~~This subsection applies only to awning signs as defined in Section 51A-7.2103.~~

(2) ~~Letters and numbers on these signs must:~~

(A) ~~be parallel or perpendicular to the front building facade; and~~

(B) ~~not exceed 18 inches in height.~~

(3) ~~No letters or numbers are allowed on the sloped top of an awning except as part of an official corporate logo or registered trademark. No more than 50 percent of the total sloped awning surface area may contain graphics.~~

(4) ~~No words, other than those which are part of the basic awning design pattern, are permitted on awnings located above the second story.~~

(5) ~~No sign may have flashing or sequenced lighting.~~

(c) ~~Flat attached signs.~~

(1) ~~This subsection applies only to flat attached signs as defined in Section 51A-7.2103.~~

(2) ~~These signs are not permitted above the third story of a building.~~

(3) ~~No sign may have a length that exceeds 70 percent of the length of the frontage of the establishment with which it is associated. Signs associated with the same establishment must be spaced at least 30 feet apart. No sign may exceed 60 square feet in effective area.~~

(4) ~~The maximum character heights allowed on these signs are:~~

(A) ~~18 inches for signs located below the third story; and~~

(B) ~~24 inches for third-story signs.~~

(5) ~~No sign cabinets are permitted. Adequate clear space for staging characters must be provided. In no event may the character height exceed 60 percent of the vertical dimension of the sign. The sides of three-dimensional characters, if any, must be the same color as their faces.~~

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- ~~(6) No sign may contain more than five words.~~
- ~~(7) Sources of sign illumination that are an integral part of the design of the sign, such as neon or small individual incandescent lamps, are permitted. These signs may be protected by transparent covers.~~
- ~~(8) Internally lit plastic translucent signs are prohibited.~~
- ~~(9) No sign may have flashing or sequenced lighting.~~
- ~~(d) Marquee signs.~~
 - ~~(1) This subsection applies only to marquee signs as defined in Section 51A-7.2103.~~
 - ~~(2) These signs are only allowed in conjunction with establishments that have as their major use movies or live entertainment productions.~~
 - ~~(3) The permanent canopy of which this sign is a part must:~~
 - ~~(A) project no more than six feet from the building facade;~~
 - ~~(B) be a minimum of ten feet above the sidewalk grade;~~
 - ~~(C) have a vertical dimension that does not exceed four feet; and~~
 - ~~(D) have a horizontal dimension along the building facade that does not exceed 30 feet.~~
 - ~~(4) The total effective area of signs on the permanent canopy must not exceed 120 square feet.~~
 - ~~(5) No sign may:~~
 - ~~(A) project more than three feet from the permanent canopy;~~
 - ~~(B) extend vertically more than 30 feet above the canopy height; or~~
 - ~~(C) be more than three feet in width.~~
 - ~~(6) Messages with characters over eight inches in height are limited to a maximum of five words on each canopy facade. Messages with characters under eight inches in height have no limit on the number of words. Character height must not exceed 60 percent of the vertical dimension of the permanent canopy, or 24 inches, whichever is less.~~

(7) ~~Only the name of the establishment with which the sign is associated may appear on that portion of the sign located above the permanent canopy.~~

(8) ~~Display panels that announce a show or event may have plastic characters on an internally lit background.~~

(9) ~~These signs may turn on or off or change their brightness. The restrictions contained in Section 51A 7.303(b)(1) do not apply to these signs. Flashing and sequenced lighting are permitted.~~

(e) Projecting attached signs.

(1) ~~This subsection applies only to projecting attached signs as defined in Section 51A 7.2103.~~

(2) ~~These signs must be a minimum of ten feet above grade.~~

(3) ~~These signs must be located in either the bottom, top, or combined envelope depicted graphically in the diagram that is Exhibit B in Division 51A 7.1200. Restrictions on the size and location of each sign depend on which envelope the sign is located in as follows:~~

	Bottom Envelope	Top Envelope	Combined Envelope
Maximum projection allowed from building facade	6 ft.	3 ft.	3 ft.
Maximum vertical dimension allowed	10 ft.	20 ft.	30 ft.
Maximum effective area allowed for each sign face*	30 sq. ft.	40 sq. ft.	45 sq. ft.
*Double this amount to compute the total effective area allowed for both sides of the sign.			

(4) ~~If their characters are eight inches or less in height, these signs are not restricted as to the number of words permitted. Signs with characters more than eight inches in height are limited to five words. No character may exceed 12 inches in height if the message area exceeds 60 percent of the sign surface area.~~

(5) ~~One sign is allowed above each entrance provided that signs associated with the same establishment are spaced at least 30 feet apart.~~

(6) ~~No sign may be more than 12 inches thick. All messages on these signs must be located on a sign face that is perpendicular to the front building facade.~~

(7) ~~No illuminated sign or element of a sign may turn on or off or change its brightness.~~

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(8) ~~Sources of sign illumination that are an integral part of the design of the sign, such as neon or small individual incandescent lamps, are permitted. These signs may be protected by transparent covers.~~

(9) ~~Internally lit plastic translucent signs are prohibited.~~

(f) ~~Window signs.~~

(1) ~~This subsection applies only to window signs as defined in Section 51A-7.2103.~~

(2) ~~No character on these signs may exceed 12 inches in height.~~

(3) ~~The maximum amount of window area that may be utilized as sign space varies depending on the location of the window as follows:~~

Window Location	Maximum Window Coverage Allowed
First Story	8 sq. ft. or 15 percent, whichever is less
Second Story	10 sq. ft. or 20 percent, whichever is less
Third Story	12 sq. ft. or 25 percent, whichever is less

(4) ~~No establishment may have more than four window signs.~~

(5) ~~Hanging neon signs are allowed if their transformers are concealed from normal view.~~

(6) ~~Opaque painted backgrounds on windows are prohibited.~~

~~SEC. 51A-7.2108. DETACHED PRIVATE SIGNS.~~

(a) ~~Detached non-premise signs. Detached non-premise private signs are prohibited in this district.~~

(b) ~~Detached premise signs.~~

(1) ~~This subsection applies to all detached premise signs except building identification signs. For the regulations governing building identification signs, see Section 51A-7.2109.~~

(2) ~~Except in the One Arts Plaza Subdistrict, the Two Arts Plaza and Three Arts Plaza Subdistrict, and the Dallas Black Dance Theatre Subdistrict, no detached premise sign may exceed 20 square feet in effective area.~~

(3) ~~Each premise may have no more than one sign on each blockface.~~

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(4) ~~The pole support element of these signs must be a cylindrical metal column that is six inches in diameter and white in color.~~

(5) ~~Except in the One Arts Plaza Subdistrict, the Two Arts Plaza and Three Arts Plaza Subdistrict, and the Dallas Black Dance Theatre Subdistrict, no sign may exceed 13 feet, 6 inches in height.~~

(6) ~~The face of these signs must be flat. Vacuum formed sign faces are prohibited.~~

(7) ~~No sign may move or rotate.~~

(8) ~~No sign may be more than 12 inches thick.~~

(9) ~~No illuminated sign or element of a sign may turn on or off or change its brightness~~

~~SEC. 51A-7.2109.~~ BUILDING IDENTIFICATION SIGNS.

(a) ~~This section applies only to building identification signs as defined in Section 51A-7.2103.~~

(b) ~~Illumination of these signs, if any, must be from within to illuminate the building facade or monument and produce a “halo” around the characters. No illuminated sign or element of a sign may turn on or off or change its brightness.~~

(c) ~~These signs must be located:~~

(1) ~~on a building facade above an entrance;~~

(2) ~~in the building cornice area; or~~

(3) ~~on a monument in a landscaped area between a building facade and the property line.~~

(d) ~~Signs located above building entrances are limited to the building name and/or street address.~~

(1) Lower level building identification signs. A maximum of 50 square feet of effective area of each sign may be allocated to the building name, and a maximum of 25 square feet of effective area of each sign may be allocated to the building address. The maximum permitted heights of characters on these signs are 24 inches for the building name, and 12 inches for the building address. These signs are not allowed above the third story of the building.

(2) Upper level flat attached building identification signs.

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

(B) Upper-level flat attached signs must be wholly located within 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.

(e) No facade may have more than one sign in the building cornice area.

(f) Signs on monuments must conform to the setback and area regulations of detached premise signs in this chapter generally. These signs must be composed of individual characters made of bronze, brass, or stainless steel, or be engraved in stone.

SEC. 51A-7.2110.

~~ONE ARTS PLAZA SUBDISTRICT.~~

(a) ~~In general.~~ Except as provided in this division, the provisions of the Arts District Extension Area Sign District apply in this subdistrict.

(b) Monument signs.

(1) Only two monument signs are permitted.

(2) Monument signs must be freestanding.

(3) Monument signs may be two-sided, but must be located in a building plaza area.

(4) Monument signs may identify a building's owner or developer and multiple tenants.

(5) Monument signs may be located at the building line.

(6) Monument signs may be located within five feet of the public right-of-way.

(7) The maximum height for a monument sign is eight feet measured to the top of the sign face.

(8) The maximum effective area for a monument sign is 50 square feet.

(9) All elements of a monument sign must be consistent in color and material.

(c) Retaining wall signs.

(1) Only two retaining wall signs are permitted.

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- (2) ~~Retaining wall signs must be mounted on a perimeter retaining wall facing a right of way.~~
- (3) ~~Retaining wall signs may identify the building's owner or developer and multiple tenants.~~
- (4) ~~Retaining wall signs may be located within five feet of the public right of way.~~
- (5) ~~The maximum height for a retaining wall sign is eight feet measured to the top of the sign face.~~
- (6) ~~The maximum effective area for a retaining wall sign is 20 square feet.~~
- (7) ~~All elements of a retaining wall sign must be consistent in color and material.~~

SEC. 51A-7.2111.**~~TWO ARTS PLAZA AND THREE ARTS PLAZA SUBDISTRICT.~~**

(a) ~~In general. Except as provided in this division, the provisions of the Arts District Extension Area Sign District apply in this subdistrict.~~

(b) ~~Monument signs.~~

- (1) ~~A maximum of four monument signs are permitted.~~
- (2) ~~Only two monument signs are permitted per building site.~~
- (3) ~~Monument signs must be freestanding.~~
- (4) ~~Monument signs may be two sided, but must be located in a building plaza area.~~
- (5) ~~Monument signs may identify a building's owner or developer and multiple tenants.~~
- (6) ~~Monument signs may be located at the building line.~~
- (7) ~~Monument signs may be located within five feet of the public right of way.~~
- (8) ~~The maximum height for a monument sign is eight feet measured to the top of the sign face.~~
- (9) ~~The maximum effective area for a monument sign is 50 square feet.~~

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(10) ~~All elements of a monument sign must be consistent in color and material.~~

(c) Retaining wall signs.

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

(2) ~~Only two retaining wall signs are permitted per building site.~~

(3) ~~Retaining wall signs must be mounted on a perimeter retaining wall facing a right-of-way.~~

(4) ~~Retaining wall signs may identify the building's owner or developer and multiple tenants.~~

(5) ~~Retaining wall signs may be located within five feet of the public right-of-way.~~

(6) ~~The maximum height for a retaining wall sign is eight feet measured to the top of the sign face.~~

(7) ~~The maximum effective area for a retaining wall sign is 20 square feet.~~

(8) ~~All elements of a retaining wall sign must be consistent in color and material.~~

(d) Tenant identity signs and building identification signs.

(1) ~~Except as provided in this subsection, only one tenant identity sign or building identification sign is permitted per facade.~~

(2) ~~North of the One Arts Plaza Subdistrict, tenant identity signs and building identification signs are prohibited on the southern facade of a structure.~~

(3) ~~East of the One Arts Plaza Subdistrict, tenant identity signs and building identification signs are prohibited on the western facade of a structure.~~

(4) ~~Tenant identity signs must be located above the highest leasable floor.~~

(5) ~~Tenant identity signs must be composed of individual letters only and illumination of these signs, if any, must be internal to each letter. No illuminated sign or element of a sign may turn on or off or change its brightness.~~

(6) ~~All tenant identity signs and building identity signs must be the same color.~~

SEC. 51A-7.2112.

~~DALLAS BLACK DANCE THEATRE SUBDISTRICT.~~

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(a) In general.

(1) ~~Except as provided in this division, the provisions of the Arts District Extension Area Sign District apply in this subdistrict.~~

(2) ~~For the purposes of this section, the entire subdistrict is considered one building site.~~

(b) Monument signs.

(1) ~~Only two monument signs are permitted.~~

(2) ~~Monument signs must be freestanding.~~

(3) ~~Monument signs may be two sided, but must be located in a building plaza area.~~

(4) ~~Monument signs may identify a building's owner or developer and multiple tenants.~~

(5) ~~Monument signs may be located at the building line.~~

(6) ~~Monument signs may be located within five feet of the public right of way.~~

(7) ~~The maximum height for a monument sign is eight feet measured to the top of the sign face.~~

(8) ~~The maximum effective area for a monument sign is 50 square feet.~~

(9) ~~All elements of a monument sign must be consistent in color and material.”]~~

SECTION 33. That the city attorney is authorized to insert the enrolled number of this ordinance in Sections 51A-7.1201(a) and 51A-7.1203(a)(2) and in Section 31 of this ordinance.

SECTION 35. That a person violating a provision of this ordinance, upon conviction, is punishable by a fine not to exceed \$2,000.

SECTION 35. That Chapter 51A of the Dallas City Code shall remain in full force and effect, save and except as amended by this ordinance.

SECTION 36. That any act done or right vested or accrued, or any proceeding, suit, or prosecution had or commenced in any action before the amendment or repeal of any ordinance, or

part thereof, shall not be affected or impaired by amendment or repeal of any ordinance, or part thereof, and shall be treated as still remaining in full force and effect for all intents and purposes as if the amended or repealed ordinance, or part thereof, had remained in force.

SECTION 37. That the terms and provisions of this ordinance are severable and are governed by Section 1-4 of Chapter 1 of the Dallas City Code, as amended.

SECTION 38. That this ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so ordained.

APPROVED AS TO FORM:

TAMMY L. PALOMINO, City Attorney

By *Laura Morrison*
Assistant City Attorney

Passed SEP 24 2025

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Exhibit A

Arts District Sign District

BEGINNING at a point being the intersection of the centerlines of N. Saint Paul Street and San Jacinto Street;

THENCE with said centerline of N. Saint Paul Street proceeding northwesterly to the intersection of Woodall Rodgers Freeway;

THENCE with said centerline of Woodall Rodgers Freeway proceeding northeasterly to the intersection of N. Central Expressway;

THENCE with said centerline of N. Central Expressway proceeding southerly to the intersection of Boll Street;

THENCE with said centerline of Boll Street proceeding southwesterly to the intersection of Routh Street at San Jacinto Street;

THENCE with said centerline of San Jacinto Street proceeding southwest to the intersection of the centerlines of N. Saint Paul Street.



PROOF OF PUBLICATION – LEGAL ADVERTISING

The legal advertisement required for the noted ordinance was published in the Dallas Morning News, the official newspaper of the city, as required by law, and the Dallas City Charter, Chapter XVIII, Section 7.

DATE ADOPTED BY CITY COUNCIL SEP 24 2025

ORDINANCE NUMBER 33252

DATE PUBLISHED SEP 27 2025

ATTESTED BY: