

6-24-14

ORDINANCE NO. **29392**

An ordinance amending Chapter 51A, "Dallas Development Code: Ordinance No. 19455, as amended," of the Dallas City Code by adding a new Division 51A-7.2300; creating the Southwestern Medical District Sign District; providing a penalty not to exceed \$2,000; providing a saving clause; providing a severability clause; and providing an effective date.

WHEREAS, the city plan commission and the city council, in accordance with the Charter of the City of Dallas, the state law, and the ordinances of the City of Dallas, have given the required notices and have held the required public hearings regarding this amendment to the Dallas City Code; Now, Therefore,

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

SECTION 1. That Article VII, "Sign Regulations," of Chapter 51A, "Dallas Development Code: Ordinance No. 19455, as amended," of the Dallas City Code is amended by adding new Division 51A-7.2300, "Southwestern Medical District Sign District," to read as follows:

**"Division 51A-7.2300.  
Southwestern Medical District Sign District.**

**SEC. 51A-7.2301. DESIGNATION OF SOUTHWESTERN MEDICAL  
SPECIAL PROVISION SIGN DISTRICT.**

(a) As special provision sign district is hereby created to be known as the Southwestern Medical District Sign District.

(b) This district is that area within the boundaries described in Exhibit A attached to Ordinance No. \_\_\_\_\_, passed by the Dallas City Council on June 25, 2014.

**SEC. 51A-7.2302. PURPOSE.**

(a) The purpose of this division is to regulate both the construction of new signs and alterations of existing signs with a view towards enhancing, preserving, and developing the unique character of the Southwestern Medical District area while addressing the public's need to locate and navigate to the multiple hospital and medical office entrances efficiently.

(b) The objectives of this division include those listed in Section 51A-7.101 as well as to:

(1) Create an aesthetically pleasing environment that cultivates a center for healthcare, education, biomedical research, and technology.

(2) Designate entries into this district.

(3) Communicate clear directions to, within, and through the district.

(4) Promote the goods and services available in this district.

(5) Ensure that the size and orientation of signs assist pedestrian and vehicular traffic.

(6) Enhance economic growth and community identity for local businesses and residents in the district.

(7) Ensure that significant architectural features and buildings within this district are not obscured by inappropriate signs.

(8) Identify and promote special events and cultural activities in this district.

(9) Identify and highlight key features, local amenities, corridors, and communities in and adjacent to this district.

**SEC. 51A-7.2303. DEFINITIONS AND INTERPRETATIONS.**

In this division:

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

(2) CHANGEABLE MESSAGE SIGN means a sign displaying static images that may display different designs, messages, or advertisements and that may include LED/LCD elements, slide lettering, slated rotating surfaces, or other changeable message technology.

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

(4) DISTRICT OR THIS DISTRICT means the Southwestern Medical District Sign District.

(5) EFFECTIVE AREA means the following:

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

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

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

(6) FLAT ATTACHED SIGN means an attached sign projecting 24 inches or less from a building, and with face parallel to the building facade.

(7) GATEWAY SIGN means a district entry monument sign that lets travelers know they are entering a distinct area within this district.

(8) GENERIC GRAPHICS mean a pattern of shapes, colors, or symbols that does not commercially advertise.

(9) 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 roadway, including stop signs, one-way signs, no parking signs, and electronic pedestrian and vehicular signalization devices and their fixtures.

(10) LOGO means a graphic or emblem that is used to identify, symbolize, and promote an entity or organization.

(11) MEDICAL INSTITUTION means healthcare, medical, educational, and research facilities and destinations within this district that may have a helipad.

(12) 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.

(13) MOVEMENT CONTROL SIGN means a sign that must direct vehicular or pedestrian movement into or within this district and may include the name or logo of this district or of any premise within this district.

(14) PERMANENT SIGN means any sign that is not a temporary sign as defined in this section.

(15) PROMOTIONAL MESSAGE means a message that identifies, promotes, or advertises a cultural activity within this district, any event being conducted, in whole or in part, within this district, or any special event being conducted within this district.

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

(17) SOUTHWESTERN MEDICAL DISTRICT IDENTIFICATION SIGNS means gateway signs, movement control signs, trailblazer signs, and district street topper signs that designate the boundaries of this district and guide people coming to medical institution destinations.

(18) SPECIAL EVENT means a special event as defined in Chapter 42A of the Dallas City Code.

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

(20) TEXAS MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES means the latest publication of the Texas Manual on Uniform Traffic Control Devices published by the Texas Department of Transportation.

(21) TRAILBLAZER SIGN means a sign placed strategically to guide travelers to a particular destination within this district.

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

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

**SEC. 51A-7.2304. SOUTHWESTERN MEDICAL DISTRICT  
IDENTIFICATION SIGN PERMIT REQUIREMENTS.**

(a) In general. Except as provided in this subsection, a person shall not alter, place, maintain, expand, or remove a Southwestern Medical District identification sign in this district without first obtaining a sign permit. A sign permit is not required to:

(1) Change the text on a changeable message sign or a protective sign.

(2) Erect or replace a banner on a street pole using the existing sign hardware. A sign permit is required to install sign hardware for a banner.

(3) Erect a temporary sign that is less than 50 square feet in effective area.

(4) Erect a non-illuminated sign with an effective area of 20 square feet or less.

(5) Erect governmental traffic signs.

(b) Sign permit procedures.

(1) Except as provided in this subsection, the procedures for obtaining a sign permit using the director procedure in Section 51A-7.505(4) apply in this district.

(2) For each sign permit application, a sign plan is required and must include a:

(A) map of the district boundaries with existing and proposed Southwestern Medical District identification signs shown; and

(B) table with the cumulative number of the existing and proposed Southwestern Medical District identification signs tabulated.

(c) Review of application. The director shall review the application and approve or deny it within 30 days of its receipt.

(d) Appeals. Any interested person may appeal the decision of the director by submitting a written request for appeal to the director within 10 days of the decision. Within 30 days after receipt of the written request for appeal, the director shall schedule the appeal on a future city plan commission agenda. The city plan commission shall hold a public hearing to consider the appeal in accordance with Section 51A-7.505(6).

(e) Special event signs. Special event signs are governed by the special event permit regulations in Chapter 42A of the Dallas City Code.

**SEC. 51A-7.2305. IMITATION OF TRAFFIC AND EMERGENCY SIGNS PROHIBITED.**

No person shall erect or maintain, or cause to be erected or maintained, any sign using any combination of forms, words, colors, or lights that imitate standard public traffic regulatory or emergency signs or signals.

**SEC. 51A-7.2306. CREATION OF SITE.**

Except for signs located wholly within the public right-of-way, the director shall not issue a permit for the construction, erection, placement, or maintenance of a sign until a site is established in one of the following ways:

(1) A lot is part of a plat that is approved by the city plan commission and filed in the plat records of Dallas County, Texas.

(2) Tracts that are governed by a detached sign unity agreement in accordance with Section 51A-7.213.

**SEC. 51A-7.2307. GOVERNMENT TRAFFIC SIGNS.**

Nothing in this division shall be construed to regulate the display of a government traffic sign.

**SEC. 51A-7.2308. SIGNS WITHIN AND OVER THE PUBLIC RIGHT-OF-WAY.**

(a) Signs may be located within or project over the public right-of-way, subject to the Texas Manual on Uniform Traffic Control Devices, the licensing and franchise requirements of Chapter XIV of the city charter, Article VI of Chapter 43 of the Dallas City Code, as amended, and the requirements of this section.

(b) The traffic engineer shall review and must approve the location in, projecting over, or overhanging the public right-of-way to ensure that the sign complies with the Texas Manual on Uniform Traffic Control Devices, other city ordinances and state laws, and will not pose a traffic or safety hazard or visibility obstruction.

(c) A minimum clearance over public right-of-way must be maintained in accordance with the Texas Manual on Uniform Traffic Control Devices.

(d) For signs in the right-of-way, if there is a conflict between the text of this division and the Texas Manual on Uniform Traffic Control Devices, the Texas Manual on Uniform Traffic Control Devices controls.

**SEC. 51A-7.2309. GENERAL PROVISIONS FOR ALL SIGNS.**

(a) Except as provided in this division, signs must comply with the provisions for business zoning districts in Article VII.

(b) Signs may be illuminated by back lighting or indirect lighting.

(c) Neon or single incandescent bulbs are not allowed.

(d) Illuminated signs with an effective area of 500 square feet or less may not have a luminance greater than 300 foot lamberts, nor may any such sign have a luminance greater than 300 foot lamberts for any portion of the sign within a circle two feet in diameter. The measurements of luminance are taken from any other premise or from any public right-of-way other than an alley.

(e) Illuminated signs with an effective area greater than 500 square feet may not have a luminance greater than 200 foot lamberts, nor may any such sign have a luminance greater than 200 foot lamberts for any portion of the sign within a circle of two feet in diameter. The measurements of luminance are taken from any other premise or from any public right-of-way other than an alley.

(f) Changeable messages must follow the requirements of Section 51A-7.303(b).

(g) A sign or part of a sign may not move or rotate, with the exception of a wind device, the motion of which is not restricted.

(h) Signs are not allowed in a visibility triangle.

(i) The number of words allowed on a sign is not limited, unless otherwise restricted by the Texas Manual on Uniform Traffic Control Devices.

(j) All permanent signs must be premise signs, convey a noncommercial message, list the Southwestern Medical District name and logo, or the name of a hospital or medical or educational use.

(k) Fiberglass as a sign material is allowed.

(l) For detached signs, plastic is not permitted as an exterior face of a sign. Plastic may be used as a backing for routed letters in a sign can or as decorative ornaments.

(m) Except for helipad signs, signs may not be painted onto the roof of a building, and no flat attached sign is permitted on the roof of a building.

**SEC. 51A-7.2310. PROHIBITED SIGNS.**

The following signs are prohibited in this district:

(a) Videoboard signs.

(b) Supergraphic signs.

(c) Streamers, pennants, and inflatable seasonal decorations.

**SEC. 51A-7.2311. SOUTHWESTERN MEDICAL DISTRICT IDENTIFICATION SIGNS.**

(a) In general.

(1) A minimum setback is not required for Southwestern Medical District identification signs.

(2) Southwestern Medical District identification signs may be located within the public right-of-way in accordance with Section 51A-7.2308.



(3) Except for district street topper signs, Southwestern Medical District identification signs may be illuminated in accordance with the Texas Manual on Uniform Traffic Control Devices.

(4) Southwestern Medical District identification signs may contain changeable messages.

(b) Gateway signs.

(1) A maximum of 10 gateway signs are allowed.

(2) Gateway signs may not exceed:

(A) 150 square feet in effective area;

(B) 20 feet in height; and

(C) 8 feet in width.

(3) Gateway signs may only identify the name or logo of this district or an abutting special provision sign district.

(4) Gateway signs may be internally or externally illuminated.

(5) Gateway signs may be located within the right-of-way in accordance with Section 51A-7.2308.

(c) Movement control signs.

(1) In general.

(A) Movement control signs must be pole signs.

(B) Movement control signs may be located within or project over the public right-of-way in accordance with Section 51A-7.2308.

(C) Text size on movement controls signs must comply with the Texas Manual on Uniform Traffic Control Devices.

(2) Large movement control signs.

(A) A maximum of 14 are allowed.

(B) Large movement control signs may have a maximum effective area of 270 square feet.

(C) Large movement control signs may not exceed three separate panels.

(3) Medium movement signs.

(A) A maximum of 14 are allowed.

(B) Medium movement control signs may have a maximum effective area of 120 square feet.

(C) Medium movement control signs may only contain one panel.

(4) Small movement control signs.

(A) A maximum of 60 are allowed.

(B) Small movement control signs may have a maximum effective area of 80 square feet.

(C) Small movement control signs may only contain one panel.

(d) Trailblazer signs.

(1) A trailblazer sign may be a pole sign or mounted on existing traffic signal posts.

(2) Trailblazer signs may have a maximum effective area of 12 square feet.

(3) Trailblazer signs may only contain one panel.

(4) Trailblazer signs must comply with the minimum clearance over public right-of-way requirements in the Texas Manual on Uniform Traffic Control Devices.

(e) District street topper signs.

(1) District street topper signs must be mounted on a traffic control pole.

(2) District street topper signs may have a maximum effective area of 30 square feet.

- (3) District street topper signs may only contain the name of this district.
- (4) District street topper signs may not be internally illuminated.

**SEC. 51A-7.2312. BANNERS.**

- (a) Banners may be illuminated.
- (b) A banner must display a promotional message, a welcome message, or generic graphics.
- (c) No more than 10 percent of the effective area of a banner may contain a welcome message that identifies and greets a group using city property in accordance with a contract, license, or permit.
- (d) To create uniformity throughout this district, banners should, on up to 10 percent of the effective area, contain the words or logos identifying a Southwestern Medical District cultural event or activity sponsor if the sponsor's name is part of the name of the activity or event.
- (e) A banner having a promotional message or a welcome message may not be erected for more than 90 days before the beginning of the advertised activity or event, and must be removed no later than 15 days after that activity or event ends. The sign hardware for a banner may be left in place between displays of a banner.
- (f) Banners may be mounted to street light poles.
- (g) Pole mounted banners are in addition to other signs allowed on a premise and the banner and its hardware must:
  - (1) meet the sign construction and design standards in the Dallas Building Code;
  - (2) be at least eight feet, but no more than 16 feet above grade;
  - (3) not project more than three feet from the pole on which it is mounted;
  - (4) not exceed eight square feet in effective area; and
  - (5) be made out of weather-resistant and rust-proof material.

- (h) Pole mounted banners are not limited in number.
- (i) A sign permit is not required to erect or remove a pole mounted banner.

**SEC. 51A-7.2313. CONSTRUCTION BARRICADE SIGNS.**

(a) A construction barricade sign may not be illuminated or contain any moving parts.

(b) A minimum 10 percent of the effective area of a construction barricade sign must display the names of the owner, occupant, medical institution located within this district, or the Southwestern Medical District name, brand, or logo.

(c) Except for traffic signs, construction barricade signs are not allowed in the public right-of-way.

(d) A construction barricade sign must be removed when the construction barricade is removed.

(e) A construction barricade may be fully decorated with a graphic, except that:

(1) no decoration or part of the graphic may project more than two inches horizontally from the barricade; and

(2) no decoration or graphic may project more than four feet vertically above the top of the barricade.”

SECTION 2. That the city attorney is authorized to insert the enrolled number of this ordinance and the date of passage into Section 51A-7.2301(b) of Chapter 51A.

SECTION 3. That a person violating a provision of this ordinance, upon conviction, is punishable by a fine not to exceed \$2,000.

SECTION 4. That Chapter 51A of the Dallas City Code shall remain in full force and effect, save and except as amended by this ordinance.

SECTION 5. 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 6. 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:

WARREN M.S. ERNST, City Attorney

By  \_\_\_\_\_  
Assistant City Attorney

Passed     JUN 25 2014

GIS\_Approved

**SPECIAL PROVISION SIGN DISTRICT**  
**SOUTHWESTERN MEDICAL DISTRICT**  
*Located in the City of Dallas, Dallas County, Texas*

DESCRIPTION, of an 857.1 acre tract of land situated in the Miles Bennett Survey, Abstract No. 52, Hiram Bennett Survey, Abstract No. 83, A. Bahn Survey, Abstract No. 182, William B. Coats Survey, Abstract No. 236, C.G. Cole Survey, Abstract No. 270, W. Couch Survey, Abstract No. 275, E. Chandler Survey, Abstract No. 356, Crawford Grigsby Survey, Abstract No. 532, Crawford Grigsby Survey, Abstract No. 533 and the Robert W. Woodruff Survey, Abstract No. 1565, Dallas County, Texas and being all or part of the following Blocks: 2318, 2320, 2321, 2323, 2368, 2369, 2370, 2371, 2372, 2373, 2448, 2449, 2450, 2570, 4492, 5707, 5708, 5710, 5711, 5712, 5744, 5745, 5746, 5747, 5748, 5749, 5750, 5751, 5752, 5753, 5754, 5755, 5756, 5757, 5758, 5759, 6055, 6056, 6057, 6058, 6059, 6060, 7905, 7907, 7908, 7910, 7911, 7912, 7915 and 7922, all of the Official Block Numbers of the City of Dallas, Texas; said tract also being all or part of the following rights-of-way: Amelia Court, Arlington Park Drive, Bengal Street, Bomar Avenue, Butler Street, Campus (Private Drive), Exchange Park (Private Drive), Forest Park Road, Gregg Street, Harry Hines Boulevard, Interstate Highway 35 (Stemmons Freeway), Inwood Road, Kendall Drive, Lee Hall Drive, Macatee Drive, Maple Avenue, Market Center Boulevard, Medical District Drive, Mockingbird Lane, OK Avenue, Plantation Road, Record Crossing Road, Redfield Drive, Southwestern Medical Drive, Stutz Drive, Tex-Oak Avenue, Treadway Street, Wyche Boulevard, Dallas Area Rapid Transit (D.A.R.T.), C.R.I. & P. Railroad and various alleys dedicated across the above referenced City Blocks; said 857.1 acre tract being more particularly described as follows (Bearings are based on the North American Datum of 1983, Texas State Plane Coordinate System, North Central Texas, Zone 4202):

BEGINNING, at a point at the intersection of the approximate centerline of said Medical District Drive and the approximate centerline of said Bengal Street;

THENCE, South 45 degrees, 59 minutes, 12 seconds East, along the said approximate centerline of Bengal Street, a distance of 1081.20 feet to a point at the intersection of the said approximate centerline of Bengal Street and the approximate centerline of said Macatee Drive;

THENCE, South 44 degrees, 17 minutes, 04 seconds West, along the said approximate centerline of Macatee Drive and the approximate centerline of said Kendall Street, a distance of 719.89 feet to a point at the said approximate centerline of Kendall Street and the approximate centerline of said D.A.R.T.;

THENCE, South 43 degrees, 40 minutes, 54 seconds East, along the said approximate centerline of D.A.R.T., a distance of 979.59 feet to a point;

THENCE, South 46 degrees, 46 minutes, 00 seconds East, continuing along the said approximate centerline of D.A.R.T., a distance of 288.89 feet to a point at the intersection of the said approximate centerline of D.A.R.T. and the approximate centerline of said Lucas Drive;

THENCE, South 31 degrees, 43 minutes, 11 seconds West, along the said approximate centerline of Lucas Drive, a distance of 48.16 feet to a point;

THENCE, South 44 degrees, 09 minutes, 38 seconds West, continuing along the said approximate centerline of Lucas Drive and crossing said Harry Hines Boulevard, a distance of 471.51 feet to a point at the intersection of the approximate centerline of said Market Center Boulevard and the approximate centerline of said C.R.I. & P. Railroad;

THENCE, North 72 degrees, 28 minutes, 01 seconds West, along the said approximate centerline of C.R.I. & P. Railroad, a distance of 560.07 feet to a point;

THENCE, South 29 degrees, 55 minutes, 16 seconds West, a distance of 1298.17 feet to a point in the southbound service road for said Stemmons Freeway;

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(Continued)**

THENCE, North 61 degrees, 01 minutes, 39 seconds West, generally along the said southbound service road for Stemmons Freeway, a distance of 2299.44 feet to a point; said point being the beginning of a non-tangent curve to the right;

THENCE, in a northwesterly direction, along said curve to the right, having a central angle of 180 degrees, 00 minutes, 00 seconds, a radius of 250.00 feet, a chord bearing and distance of North 61 degrees, 01 minutes, 39 seconds West, 500.00 feet, an arc distance of 785.40 feet to a point at the end of said curve; said point being in the said southbound service road for Stemmons Freeway;

THENCE, North 61 degrees, 01 minutes, 39 seconds West, continuing along the said southbound service road for said Stemmons Freeway, a distance of 2750.13 feet to a point; said point being the beginning of a non-tangent curve to the right;

THENCE, in a southwesterly direction, along said curve to the right, having a central angle of 90 degrees, 00 minutes, 00 seconds, a radius of 250.00 feet, a chord bearing and distance of South 73 degrees, 58 minutes, 21 seconds West, 353.55 feet, an arc distance of 392.70 feet to a point at the end of said curve; said point being in the approximate centerline of Inwood Road;

THENCE, North 61 degrees, 01 minutes, 39 seconds West, crossing said Inwood Road, a distance of 80.98 feet to a point in the approximate northwest line of said Inwood Road; said point being the beginning of a tangent curve to the right;

THENCE, in a northeasterly direction, along said curve to the right, having a central angle of 91 degrees, 39 minutes, 48 seconds, a radius of 250.00 feet, a chord bearing and distance of North 15 degrees, 11 minutes, 45 seconds West, 358.65 feet, an arc distance of 399.96 feet to a point at the end of said curve; said point being in the approximate centerline of said Stemmons Freeway;

THENCE, North 30 degrees, 38 minutes, 09 seconds East, crossing said Stemmons Freeway, a distance of 403.07 feet to a point at the beginning of a tangent curve to the right;

THENCE, in a northeasterly direction, along said curve to the right, having a central angle of 16 degrees, 02 minutes, 58 seconds, a radius of 1703.78 feet, a chord bearing and distance of North 38 degrees, 39 minutes, 38 seconds East, 475.70 feet, an arc distance of 477.26 feet to a point at the end of said curve;

THENCE, North 46 degrees, 41 minutes, 07 seconds East, a distance of 465.14 feet to a point for corner in the approximate centerline of said Arlington Park Drive;

THENCE, North 56 degrees, 44 minutes, 54 seconds West, along the said approximate centerline of Arlington Park Drive, a distance of 160.40 feet to a point at the intersection of the said approximate centerline of said Arlington Park Drive and the approximate centerline of said Lee Hall Drive;

THENCE, North 33 degrees, 11 minutes, 38 seconds East, along the said approximate centerline of Lee Hall Drive, a distance of 159.62 feet to a point; said point being the beginning of a curve to the left;

THENCE, in a northeasterly direction, continuing along the said approximate centerline of Lee Hall Drive and along said curve to the left, having a central angle of 34 degrees, 23 minutes, 21 seconds, a radius of 265.50 feet, a chord bearing and distance of North 15 degrees, 59 minutes, 57 seconds East, 156.97 feet, an arc distance of 159.35 feet to a point at the end of said curve;

THENCE, North 01 degrees, 11 minutes, 43 seconds West, continuing along the said approximate centerline of Lee Hall Drive, a distance of 700.54 feet to a point at the intersection of the said approximate centerline of Lee Hall Drive and the approximate centerline of a 15-foot wide alley across said Block 7915;

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SOUTHWESTERN MEDICAL DISTRICT  
(Continued)**

THENCE, South 89 degrees, 48 minutes, 40 seconds West, along the said approximate centerline of the 15-foot wide alley, a distance of 588.63 feet to a point;

THENCE, North 00 degrees, 01 minutes, 58 seconds East, a distance of 183.94 feet to a point in the approximate centerline of said Record Crossing Road;

THENCE, South 89 degrees, 47 minutes, 11 seconds West, along the said approximate centerline of Record Crossing Road, a distance of 534.61 feet to a point at the intersection of the said approximate centerline of Record Crossing Road and the approximate centerline of said Wyche Boulevard;

THENCE, North 01 degrees, 14 minutes, 37 seconds West, along the said approximate centerline of Wyche Boulevard, a distance of 1340.10 feet to a point at the intersection of the said approximate centerline of Wyche Boulevard and the approximate centerline of said Plantation Road;

THENCE, South 89 degrees, 36 minutes, 41 seconds West, along the said approximate centerline of Plantation Road, a distance of 388.40 feet to a point;

THENCE, North 00 degrees, 30 minutes, 40 seconds West, a distance of 307.35 feet to a point in the approximate centerline of said Mockingbird Lane;

THENCE, North 41 degrees, 46 minutes, 00 seconds East, a distance of 555.78 feet to a point in the approximate centerline of said Harry Hines Boulevard;

THENCE, South 48 degrees, 14 minutes, 00 seconds East, along the said approximate centerline of Harry Hines Boulevard, a distance of 134.71 feet to a point; said point being the beginning of a non-tangent curve to the right;

THENCE, in an easterly direction, along said curve to the right, having a central angle of 92 degrees, 18 minutes, 41 seconds, a radius of 100.00 feet, a chord bearing and distance of North 87 degrees, 55 minutes, 21 seconds East, 144.24 feet, an arc distance of 161.11 feet to a point at the end of said curve; said point being in the approximate centerline of said Mockingbird Lane;

THENCE, North 44 degrees, 04 minutes, 41 seconds East, along the said approximate centerline of Mockingbird Lane, a distance of 997.65 feet to a point;

THENCE, North 42 degrees, 44 minutes, 46 seconds East, continuing along the said approximate centerline of Mockingbird Lane, a distance of 228.61 feet to a point; said point being the beginning of a non-tangent curve to the right;

THENCE, in a northeasterly direction, along said curve to the right, having a central angle of 181 degrees, 10 minutes, 09 seconds, a radius of 100.00 feet, a chord bearing and distance of North 43 degrees, 19 minutes, 51 seconds East, 199.99 feet, an arc distance of 316.20 feet to a point at the end of said curve; said point being in the said approximate centerline of Mockingbird Lane;

THENCE, North 46 degrees, 32 minutes, 11 seconds East, continuing along the said approximate centerline of Mockingbird Lane, a distance of 1103.65 feet to a point; said point being the beginning of a non-tangent curve to the right;

THENCE, in an easterly direction, along said curve to the right, having a central angle of 267 degrees, 00 minutes, 08 seconds, a radius of 100.00 feet, a chord bearing and distance of South 89 degrees, 57 minutes, 45 seconds East, 145.07 feet, an arc distance of 466.01 feet to a point at the end of said curve; said point being in the approximate centerline of said Maple Avenue;



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(Continued)**

THENCE, South 46 degrees, 27 minutes, 41 seconds East, along the said approximate centerline of Maple Avenue, a distance of 1204.38 feet to a point; said point being the beginning of a non-tangent curve to the right;

THENCE, in an easterly direction, along said curve to the right, having a central angle of 90 degrees, 00 minutes, 00 seconds, a radius of 100.00 feet, a chord bearing and distance of North 88 degrees, 32 minutes, 19 seconds East, 141.42 feet, an arc distance of 157.08 feet to a point at the end of said curve;

THENCE, South 46 degrees, 27 minutes, 41 seconds East, a distance of 105.69 feet to a point; said point being the beginning of a curve to the right;

THENCE, in a southerly direction, along said curve to the right, having a central angle of 90 degrees, 00 minutes, 00 seconds, a radius of 100.00 feet, a chord bearing and distance of South 01 degrees, 27 minutes, 41 seconds East, 141.42 feet, an arc distance of 157.08 feet to a point at the end of said curve; said point being in the said approximate centerline of Maple Avenue;

THENCE, South 46 degrees, 27 minutes, 41 seconds East, continuing along the said approximate centerline of Maple Avenue, a distance of 921.75 feet to a point; said point being the beginning of a non-tangent curve to the right;

THENCE, in a southeasterly direction, along said curve to the right, having a central angle of 180 degrees, 00 minutes, 00 seconds, a radius of 100.00 feet, a chord bearing and distance of South 46 degrees, 27 minutes, 41 seconds East, 200.00 feet, an arc distance of 314.16 feet to a point at the end of said curve; said point being in the said approximate centerline of Maple Avenue;

THENCE, South 46 degrees, 27 minutes, 41 seconds East, continuing along the said approximate centerline of Maple Avenue, a distance of 638.50 feet to a point; said point being the beginning of a non-tangent curve to the right;

THENCE, in a southeasterly direction, along said curve to the right, having a central angle of 180 degrees, 00 minutes, 00 seconds, a radius of 100.00 feet, a chord bearing and distance of South 46 degrees, 27 minutes, 41 seconds East, 200.00 feet, an arc distance of 314.16 feet to a point at the end of said curve; said point being in the said approximate centerline of Maple Avenue;

THENCE, South 46 degrees, 27 minutes, 41 seconds East, continuing along the said approximate centerline of Maple Avenue, a distance of 959.66 feet to a point;

THENCE, South 46 degrees, 00 minutes, 20 seconds East, continuing along the said approximate centerline of Maple Avenue, a distance of 154.93 feet to a point; said point being the beginning of a non-tangent curve to the right;

THENCE, in a southeasterly direction, along said curve to the right, having a central angle of 180 degrees, 00 minutes, 00 seconds, a radius of 100.00 feet, a chord bearing and distance of South 46 degrees, 00 minutes, 20 seconds East, 200.00 feet, an arc distance of 314.16 feet to a point at the end of said curve; said point being in the said approximate centerline of Maple Avenue;

THENCE, South 46 degrees, 00 minutes, 20 seconds East, continuing along the said approximate centerline of Maple Avenue, a distance of 1210.46 feet to a point; said point being the beginning of a non-tangent curve to the right;

THENCE, in a southeasterly direction, along said curve to the right, having a central angle of 180 degrees, 00 minutes, 00 seconds, a radius of 100.00 feet, a chord bearing and distance of South 46 degrees, 00 minutes, 20 seconds East, 200.00 feet, an arc distance of 314.16 feet to a point at the end of said curve; said point being in the said approximate centerline of Maple Avenue;

**SPECIAL PROVISION SIGN DISTRICT  
SOUTHWESTERN MEDICAL DISTRICT  
(Continued)**

THENCE, South 46 degrees, 00 minutes, 20 seconds East, continuing along the said approximate centerline of Maple Avenue, a distance of 275.00 feet to a point; said point being the beginning of a non-tangent curve to the right;

THENCE, in a southerly direction, along said curve to the right, having a central angle of 260 degrees, 20 minutes, 36 seconds, a radius of 100.00 feet, a chord bearing and distance of South 05 degrees, 50 minutes, 09 seconds East, 152.82 feet, an arc distance of 454.38 feet to a point at the end of said curve; said point being in the said approximate centerline of Medical District Drive;

THENCE, South 34 degrees, 20 minutes, 09 seconds West, along the said approximate centerline of Medical District Drive, a distance of 341.86 feet to a point;

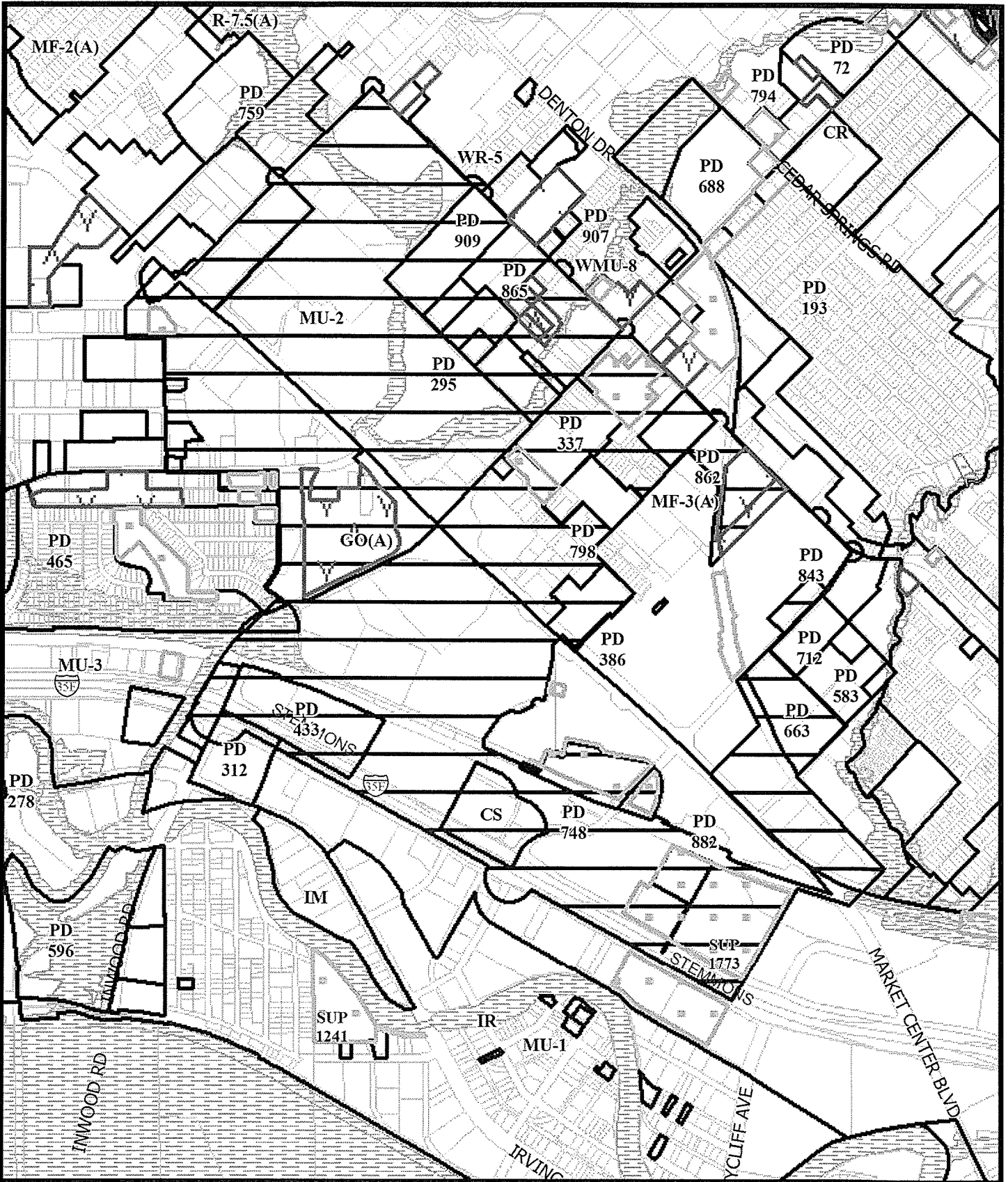
THENCE, South 43 degrees, 56 minutes, 41 seconds West, continuing along the said approximate centerline of Medical District Drive, a distance of 858.37 feet to the POINT OF BEGINNING;

CONTAINING: 857.1 acres of land, more or less.

SAVE AND EXCEPT that called 153.099 acre tract of land hereafter referred to as "Parkland Hospital Sign District" as established by City of Dallas Ordinance No. 28950, passed by the Dallas City Council on March 27, 2013, leaving a net area of 704.0 acres, more or less.

This document was prepared under 22 TAC §663.21, does not reflect the results of an on the ground survey and is not to be used to convey or establish interest in real property except those rights and interests implied or established by the creation or reconfiguration of the boundary of the political subdivision for which it was prepared.

2389-12.368 SMD Sign District.doc jsa

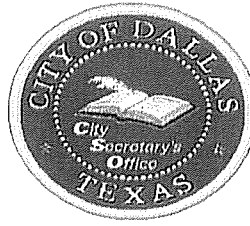


1:15,600

# ZONING MAP

Case no: SPSD123-001

Date: 5/8/2014



## 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 JUN 25 2014

ORDINANCE NUMBER 29392

DATE PUBLISHED JUN 28 2014

ATTESTED BY:

A handwritten signature in cursive script, appearing to read "Rose C. Liss".