

6-22-16

ORDINANCE NO. 30139

An ordinance amending Chapter 51A, "Dallas Development Code: Ordinance No. 19455, as amended," of the Dallas City Code by amending the designation of west end historic sign district; creating a new Purse Building Subdistrict; adding sign regulations for the Purse Building Subdistrict; amending Section 51A-7.1001; adding Section 51A-7.1007.1; 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 Section 51A-7.1001, "Designation of West End Historic Sign District," of Division 51A-7.1000, "West End Historic 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-7.1001. DESIGNATION OF WEST END HISTORIC SIGN DISTRICT.

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

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

~~Beginning at the center of the intersection of Main Street and Lamar Street; then north along the center line of Lamar Street to the southern boundary of the Woodall Rodgers Freeway right of way; then southwest along the southern boundary of the Woodall Rodgers Freeway right of way to its intersection with Railroad Track ICC 158; then south along Track ICC 158 to its merger with Track ICC 15; then south along Track ICC 15 to its merger with Main Line 2; then south along Main Line 2 to its intersection with the center line of Commerce Street; then east along the center line of Commerce Street to its intersection with the center line of Austin Street; then north along the center line of Austin Street to its intersection with the center line of Main Street; then east along the center line of Main Street to the point of beginning.]”~~

SECTION 2. That Division 51A-7.1000, “West End Historic 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 by adding a new Section 51A-7.1007.1, “Purse Building Subdistrict,” to read as follows:

“SEC. 51A-7.1007.1. PURSE BUILDING SUBDISTRICT.

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

(b) Definitions. In this subdistrict:

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

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

(c) Supergraphic sign.

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

(2) Visual display and coverage.

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

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

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

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

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

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

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

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

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

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

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

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

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

(6) Additional provisions.

(A) The supergraphic sign is intended to be compatible with the West End Historic District as determined by the Landmark Commission.

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

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

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

SECTION 3. That the city attorney is authorized to insert the enrolled number of this ordinance in Section 51A-7.1001 in Chapter 51A.

SECTION 4. That a person violating a provision of this ordinance, upon conviction, is punishable by a fine not to exceed \$2000.

SECTION 5. That Chapter 51A of the Dallas City Code shall remain in full force and effect, save and except as amended by this ordinance.

SECTION 6. 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 7. 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:

CHRISTOPHER D. BOWERS, Interim City Attorney

By _____
Assistant City Attorney

JUN 22 2016

Passed _____

Exhibit A

BEGINNING at the center of the intersection of Main Street and Lamar Street;

THENCE north along the center line of Lamar Street to the southern boundary of the Woodall Rodgers Freeway right-of-way;

THENCE southwest along the southern boundary of the Woodall Rodgers Freeway right-of-way to its intersection with Railroad Track ICC-158;

THENCE south along Track ICC- 158 to its merger with Track ICC-15;

THENCE south along Track ICC-15 to its merger with Main Line 2;

THENCE south along Main Line 2 to its intersection with the center line of Commerce Street;

THENCE east along the center line of Commerce Street to its intersection with the center line of Austin Street;

THENCE north along the center line of Austin Street to its intersection with the center line of Main Street;

THENCE east along the center line of Main Street to the POINT OF BEGINNING.

EXHIBIT B
LEGAL DESCRIPTION

BEING a tract of land situated in the John Grigsby Survey, Abstract Number 495, Dallas County, Texas and being all of Lot 4 and 5, Block 15/30 of the Original Town of Dallas Addition, an addition to the City of Dallas, according to the plat recorded in Volume 143, Page 401, Map Records, Dallas County, Texas and being more particularly described as follows:

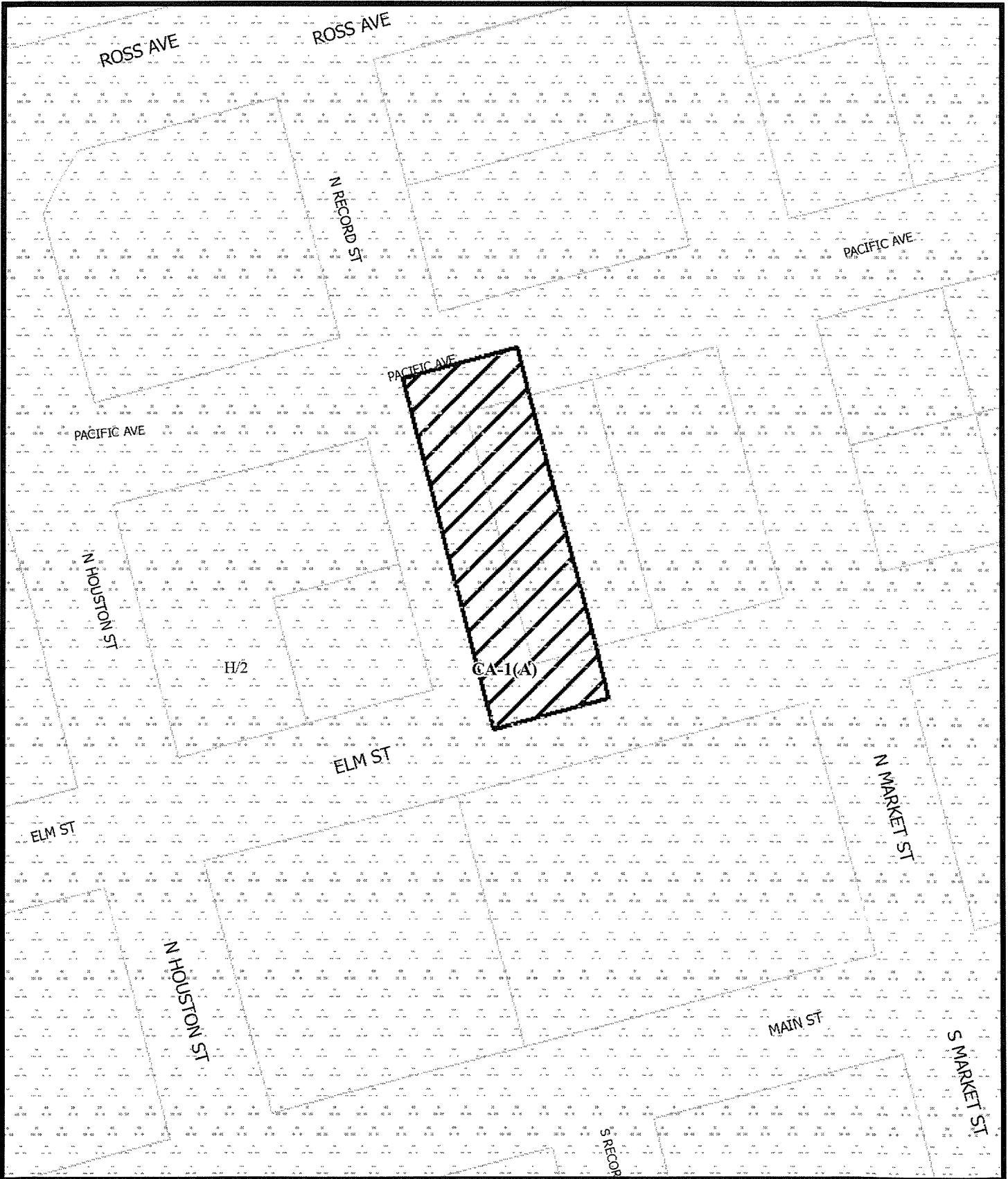
BEGINNING at a chiseled "X" cut in concrete found for corner at the intersection of the easterly line of Record Street (80' right-of-way) and the southerly line of Pacific Avenue (80.1 foot right-of-way), said "X" being the northwest corner of said Lot 4;

THENCE North 76° 00' 00" East along the southerly line of said Pacific Avenue a distance of 50.00 feet to a chiseled "X" in concrete found for corner, said "X" being the northerly common corner between said Lot 4 and Lot 3 of said Original Town of Dallas Addition;

THENCE South 14° 07' 30" East along the common line between said Lot 4 and said Lot 3 a distance of 200.00 feet to a chiseled "X" in concrete found for corner on the northerly line of Elm Street (80' right-of-way), said "X" being the southerly common corner between said Lot 4 and said Lot 3;

THENCE South 76° 00' 00" West along the northerly line of said Elm Street a distance of 50.00 feet to a chiseled "X" in concrete found for corner at the intersection of northerly line of said Elm Street and the easterly line of said Record Street;

THENCE North 14° 07' 30" West along the easterly line of said Record Street a distance of 200.00 feet to the POINT OF BEGINNING, containing 10,000 square feet or 0.2296 acres, more or less.



1:1,200

ZONING MAP

Case no: SPSD156-002

Date: 4/19/2016



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 22 2016

ORDINANCE NUMBER 30139

DATE PUBLISHED JUN 25 2016

ATTESTED BY: