

9-22-17

ORDINANCE NO. 30663

An ordinance amending Chapter 51A, "Dallas Development Code: Ordinance No. 19455, as amended," of the Dallas City Code by amending Section 51A-7.1001 to create a new Antioch Church Subdistrict; adding Section 51A-7.1007.2 to add sign regulations for the Antioch Church Subdistrict; 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 by adding a new Subsection (c) to read as follows:

"(c) The Antioch Church subdistrict is hereby created within the West End Historic Sign District. The boundaries of the Antioch Church subdistrict are described in Exhibit C attached to Ordinance No. _____, passed by the Dallas City Council on September 27, 2017."

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-7.1007.2, “Antioch Church Subdistrict,” to read as follows:

“SEC. 51A-7.1007.2. ANTIOCH CHURCH 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, a projection of a light image onto a wall face without the use of lasers, or painted or vinyl adhesive signage.

(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;

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

(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 supergraphic sign may not display the same message for more than six consecutive months in any 12 month period.

(E) The supergraphic sign must be removed on or before September 27, 2027. This section does not confer a nonconforming or vested right to maintain a supergraphic sign after September 27, 2027 and all permits authorizing a supergraphic sign automatically expire on that date.

(d) This section expires on September 27, 2027, unless re-enacted before that date. The city plan commission and city council shall review this section before its expiration date.”

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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 \$2,000.

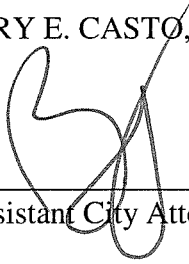
SECTION 5. That Chapter 51A of the Dallas City Code shall remain in full force and effect, save and except as amended by this ordinance.

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:

LARRY E. CASTO, City Attorney

By  _____
Assistant City Attorney

Passed _____ SEP 27 2017

Exhibit C
Division 51A-7.1000
Provisions For West End Historic Sign District.

Antioch Church Subdistrict

BEING a tract of land situated in the John N. Bryan Survey, Abstract No. 149 and the John Grigsby Survey, Abstract No. 495, City of Dallas, Dallas County, Texas, being a part of Block 31/46 according to the official Block Map of the City of Dallas, being a tract of land conveyed to Antioch Church by deed recorded in Instrument Number 201200152688, Official Public Records of Dallas County, Texas, and being more particularly described as follows:

BEGINNING at a point for a corner at the intersection of the northwest line of Elm Street (an 80 foot right of way) with the northeast line of North Austin Street (an 80 foot right of way), said point being the southwest corner of the herein described tract (State Plane Coordinate: North: 6,971,007.62, East: 2,489,305.11);

THENCE, N 14°03'10" W, with the northeast line of North Austin Street, a distance of 200.00 feet to a point for a corner at the intersection of the northeast line of North Austin Street with the southeast line of Pacific Street (an 80 foot right of way), (State Plane Coordinate: North: 6,971,199.95, East: 2,489,250.26);

THENCE, N 76°05'31" E, with the southeast line of Pacific Avenue, a distance of 113.50 feet to a point for a corner in a five story building wall situated on the herein described tract (State Plane Coordinate: North: 6,971,238.80, East: 2,489,359.48);

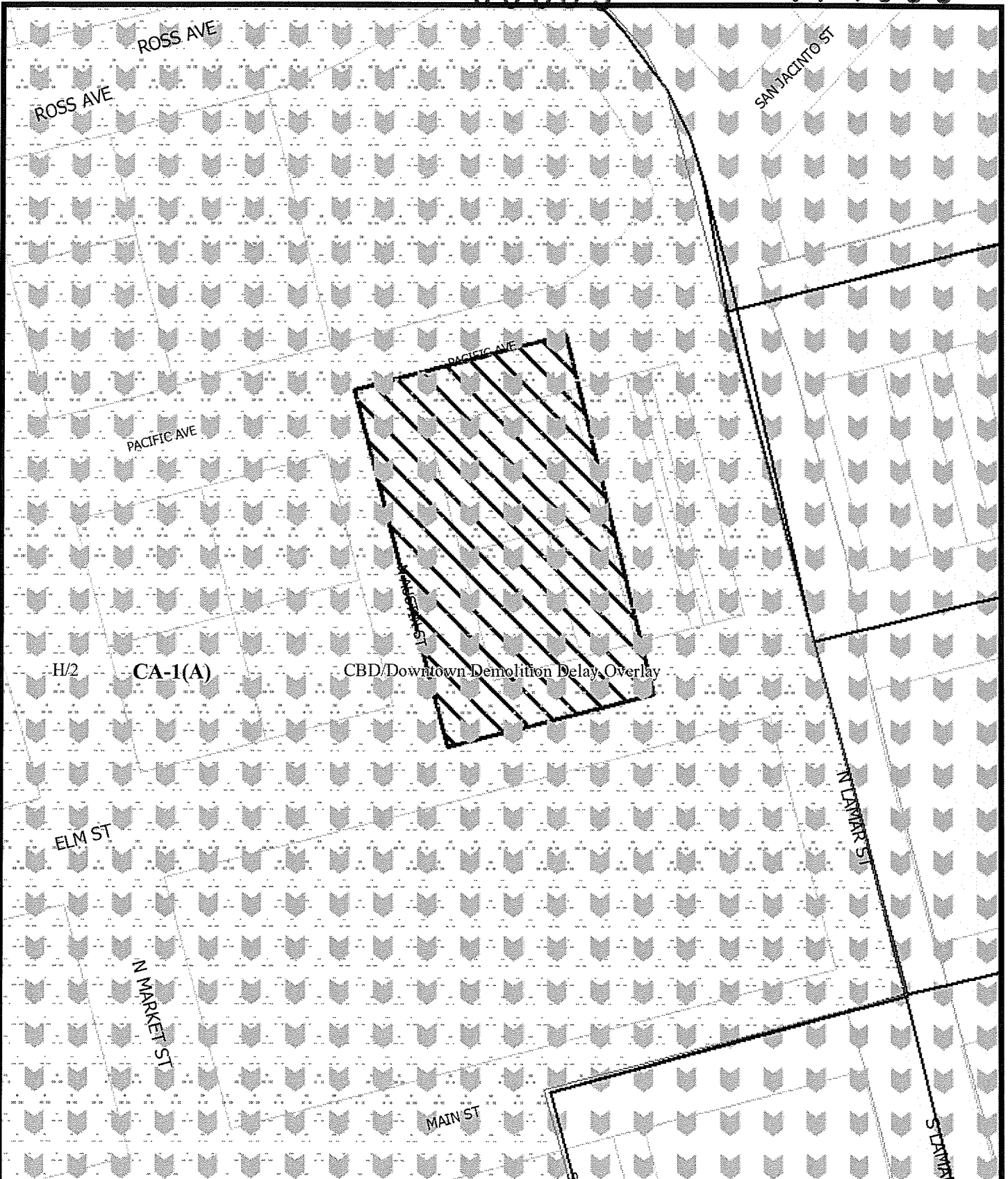
THENCE, S 14°00'15" E, departing the southeast line of Pacific Avenue and crossing said Block 31/46, a distance of 200.07 feet to a point for a corner in the northwest line of Elm Street (State Plane Coordinate: North: 6,971,038.36, East: 2,489,414.19);

THENCE, S 76°07'32" W, with the northwest line of Elm Street, a distance of 113.33 feet to the POINT OF BEGINNING and Containing 22,687 square feet or 0.521 acre of land.

The above legal description was prepared under 22 TAC § 663.21, based on a property survey provided by the owner and prepared by Barry Rhodes dated May 3, 2012, with a forced boundary closure, and does not reflect the results of an on the ground survey by the preparer, and is not to be used to convey or establish interests in the 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.

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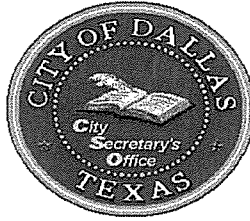


1:1,200

ZONING MAP

Case no: SPSD167-001

Date: 6/7/2017



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 27 2017

ORDINANCE NUMBER 30663

DATE PUBLISHED SEP 30 2017

ATTESTED BY: