

10-25-17

ORDINANCE NO. 30685

An ordinance amending Chapter 51A, "Dallas Development Code: Ordinance No. 19455, as amended," of the Dallas City Code by amending Sections 51A-7.901.1 and 51A-7.911; providing a property description of the Whitacre Tower Subdistrict; adding sign regulations for the Whitacre Tower 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-7.901.1, "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:

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

(a) This district is divided into eight [~~seven~~] subdistricts: Retail Subdistrict A, Retail Subdistrict B, the General CBD Subdistrict, the Downtown Perimeter Subdistrict, the Main Street Subdistrict, the Convention Center Subdistrict, [~~and~~] the Akard Station Subdistrict, and the Whitacre Tower Subdistrict."

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

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~~BEGINNING at a point being the intersection of the centerlines of Pacific Avenue and Lamar Street;~~

~~THENCE with said centerline of Pacific Avenue proceeding easterly to the intersection of South Field Street;~~

~~THENCE with said centerline of South Field Street proceeding southeasterly to the intersection of Elm Street;~~

~~THENCE with said centerline of Elm Street proceeding northeasterly to the intersection of Akard Street;~~

~~THENCE with said centerline of Akard Street proceeding northwesterly to the intersection of Pacific Avenue;~~

~~THENCE with said centerline of Pacific Avenue proceeding easterly to the intersection of Pacific Avenue and Bryan Street;~~

~~THENCE with said centerline of Bryan Street proceeding northeasterly to the intersection of IH-45;~~

~~THENCE with said centerline of IH-45 proceeding southerly to the intersection of Commerce Street and IH-45;~~

~~THENCE with said centerline of Commerce Street proceeding westerly to the intersection of Harwood Street;~~

~~THENCE with said centerline of Harwood Street proceeding southerly to the intersection of Wood Street;~~

~~THENCE with said centerline of Wood Street proceeding westerly to the intersection of Griffin Street;~~

~~THENCE with the said centerline of Griffin Street proceeding northerly to the intersection of Jackson Street;~~

~~THENCE with the said centerline of Jackson Street proceeding westerly to the intersection of Austin Street;~~

~~THENCE with the said centerline of Austin Street proceeding northerly to the intersection of Main Street;~~

~~THENCE with the said centerline of Main Street proceeding easterly to the intersection of Griffin Street;~~

~~THENCE with the said centerline of Griffin Street proceeding northerly to the intersection of Elm Street;~~

~~THENCE with the said centerline of Elm Street proceeding westerly to the intersection of Lamar Street;~~

~~THENCE with the said centerline of Lamar Street proceeding northerly to the intersection, and point of origin, of Pacific Avenue, save and except that area that is in the Main Street Subdistrict.]~~

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

~~BEGINNING at a point being the intersection of the centerlines of Elm Street and Lamar Street;~~

~~THENCE with said centerline of Elm Street proceeding easterly to the intersection of Griffin Street;~~

~~THENCE with said centerline of Griffin Street proceeding southerly to the intersection of Main Street;~~

~~THENCE with said centerline of Main Street proceeding westerly to the intersection of Lamar Street;~~

~~THENCE with said centerline of Lamar Street proceeding northerly, to the POINT OF BEGINNING.~~

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

~~BEGINNING at a point being the intersection of the centerlines of Woodall Rodgers Freeway and IH 45;~~

~~THENCE with said centerline of IH 45 proceeding southerly to the intersection of IH 30;~~

~~THENCE with said centerline of IH 30 proceeding westerly to the intersection of IH 35E;~~

~~THENCE with said centerline of IH 35E proceeding northerly to the intersection of the Woodall Rodgers Freeway;~~

~~THENCE with said centerline of Woodall Rodgers Freeway easterly to the intersection, and point of origin, of IH 45, except that area that is in the Convention Center Subdistrict, the Main Street Subdistrict, Retail Subdistrict A, Retail Subdistrict B, and the Akard Station Subdistrict or any other special provision sign district created under this article.]~~

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

(f) The Main Street Subdistrict is that area of downtown near Main Street described in Exhibit A attached to Ordinance No. _____, passed by the Dallas City Council on October 25, 2017[24925].

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

~~BEGINNING at a point being the intersection of the centerline of R.L. Thornton Freeway with the centerline of Hotel Street;~~

~~THENCE, in a northwesterly direction along the centerline of Hotel Street to its intersection with the centerline of the Jefferson Boulevard Viaduct/Market Street;~~

~~THENCE, in a northeasterly and northwesterly direction along the centerline of the Jefferson Boulevard Viaduct/Market Street to its intersection with the centerline of Jackson Street;~~

~~THENCE, in a northeasterly direction along the centerline of Jackson Street to its intersection with the centerline of South Griffin Street;~~

~~THENCE, in a southeasterly direction along the centerline of South Griffin Street to its intersection with the centerline of Wood Street;~~

~~THENCE, in a northeasterly direction along the centerline of Wood Street to its intersection with the centerline of Akard Street;~~

~~THENCE, in a southeasterly direction along the centerline of Akard Street to its intersection with the centerline of R.L. Thornton Freeway;~~

~~THENCE, in a southwesterly direction along the centerline of R.L. Thornton Freeway, to the POINT OF BEGINNING.]~~

(h) The Akard Station Subdistrict is that area of downtown that is more particularly described in the Exhibit A attached to Ordinance No. _____, passed by the Dallas City Council on October 25, 2017. [metes and bounds as follows:

~~BEGINNING at a point being the intersection of the centerline of Elm Street with the centerline of Field Street;~~

~~THENCE, in a northwesterly direction along the centerline of Field Street to its intersection with the centerline of the Pacific Avenue;~~

~~THENCE, in a northeasterly direction along the centerline of Pacific Avenue to its intersection with the centerline of Akard Street;~~

~~THENCE, in a southeasterly direction along the centerline of Akard Street to its intersection with the centerline of Elm Street;~~

~~THENCE, in a southwesterly direction along the centerline of Elm Street to its intersection with the centerline of the Field Street, the POINT OF BEGINNING.]~~

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

SECTION 2. That Subparagraph (C) of Paragraph (2), “Middle Level Flat Attached Signs,” of Subsection (e), “Flat Attached Signs,” of Section 51A-7.911, “Attached Premise Signs,” of Division 51A-7.911, “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:

“(C) Except as provided in this subparagraph, t[F]he maximum effective area for a middle level flat attached sign is 500 square feet. In the Whitacre Tower Subdistrict the maximum effective area for a middle level flat attached sign is 784 square feet.”

SECTION 3. That the city attorney is authorized to insert the enrolled number of this ordinance in Section 51A-7.901.1 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.

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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

OCT 25 2017

Passed _____

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EXHIBIT A

10-25-17

Retail Subdistrict A

BEGINNING at a point being the intersection of the centerlines of Pacific Avenue and Lamar Street;

THENCE with said centerline of Pacific Avenue proceeding easterly to the intersection of South Field Street;

THENCE with said centerline of South Field Street proceeding southeasterly to the intersection of Elm Street;

THENCE with said centerline of Elm Street proceeding northeasterly to the intersection of Akard Street;

THENCE with said centerline of Akard Street proceeding northwesterly to the intersection of Pacific Avenue;

THENCE with said centerline of Pacific Avenue proceeding easterly to the intersection of Pacific Avenue and Bryan Street;

THENCE with said centerline of Bryan Street proceeding northeasterly to the intersection of IH-45;

THENCE with said centerline of IH-45 proceeding southerly to the intersection of Commerce Street and IH-45;

THENCE with said centerline of Commerce Street proceeding westerly to the intersection of Harwood Street;

THENCE with said centerline of Harwood Street proceeding southerly to the intersection of Wood Street;

THENCE with said centerline of Wood Street proceeding westerly to the intersection of Griffin Street;

THENCE with the said centerline of Griffin Street proceeding northerly to the intersection of Jackson Street;

THENCE with the said centerline of Jackson Street proceeding westerly to the intersection of Austin Street;

THENCE with the said centerline of Austin Street proceeding northerly to the intersection of Main Street;

THENCE with the said centerline of Main Street proceeding easterly to the intersection of Griffin Street;

THENCE with the said centerline of Griffin Street proceeding northerly to the intersection of Elm Street;

THENCE with the said centerline of Elm Street proceeding westerly to the intersection of Lamar Street;

THENCE with the said centerline of Lamar Street proceeding northerly to the intersection, and point of origin, of Pacific Avenue, save and except that area that is in the Main Street Subdistrict.

Retail Subdistrict B

BEGINNING at a point being the intersection of the centerlines of Elm Street and Lamar Street;

THENCE with said centerline of Elm Street proceeding easterly to the intersection of Griffin Street;

THENCE with said centerline of Griffin Street proceeding southerly to the intersection of Main Street;

THENCE with said centerline of Main Street proceeding westerly to the intersection of Lamar Street;

THENCE with said centerline of Lamar Street proceeding northerly, to the POINT OF BEGINNING.

General CBD Subdistrict

BEGINNING at a point being the intersection of the centerlines of Woodall Rodgers Freeway and IH-45;

THENCE with said centerline of IH-45 proceeding southerly to the intersection of IH-30;

THENCE with said centerline of IH-30 proceeding westerly to the intersection of IH-35E;

THENCE with said centerline of IH-35E proceeding northerly to the intersection of the Woodall Rodgers Freeway;

THENCE with said centerline of Woodall Rodgers Freeway easterly to the intersection, and point of origin, of IH-45, except that area that is in the Convention Center Subdistrict, the Main Street

Subdistrict, Retail Subdistrict A, [~~and~~] Retail Subdistrict B, and the Akard Station Subdistrict or any other special provision sign district created under this article.

Main Street Subdistrict

BEING a tract or parcel of land situated in the City of Dallas, Dallas County, Texas, out of the John Grigsby Survey, Abstract 495, and being part of Block 122/77, and being all of that land conveyed to Pauline G. Clements by deed recorded in Volume 86046, Page 4671, Deed Records, Dallas County, Texas, and being more particularly described in said deed as follows:

BEGINNING at a point for corner at the intersection of the Southerly line of Main Street (39.5 feet from Center Line).

THENCE North 76 deg. 00 min, 00 sec. East, along said Southerly line of Main Street, a distance of 223.45 feet to a point for corner;

THENCE South 14 deg. 00 min. 00 sec. East, along the Westerly line of a tract of land conveyed to S. H. Boren by deed dated January 10, 1910, and recorded in Volume 448, Page 54 of the Deed Records of Dallas County, Texas, a distance of 100.00 feet to a point for corner;

THENCE North 76 deg. 00 min, 00 sec. West, along the Northerly line of a tract of land conveyed to M. C. Roberts by deed dated May 15, 1926 and recorded in Volume 1321, Page 122 of the Deed Records of Dallas County, Texas, a distance of 35.45 feet to a point for corner;

THENCE South 14 deg. 00 min. 00 sec. East, along the Westerly line for corner in the Northerly line of Commerce Street (40 feet from Centerline);

THENCE South 76 deg. 00 min. 00 sec. West, along the Northerly line of Commerce Street, a distance of 28.00 feet to a point for corner;

THENCE North 14 deg. 00 min. 00 sec. West, along the Easterly line of a tract of land conveyed to the City of Dallas and filed for record December 1, 1977, a distance of 100.10 feet;

THENCE South 76 deg. 00 min. 00 sec. West, along a Northerly line of said City of Dallas tract, a distance of 160.00 feet to a point for corner in the Easterly line of Akard Street;

THENCE North 14 deg. 00 min. 00 sec. West, along said Easterly line of Akard Street, a distance of 99.90 feet to the POINT OF BEGINNING and containing 25,129 square feet, MORE OR LESS, OR 0.5769 ACRE of land.

Convention Center Subdistrict

BEGINNING at a point being the intersection of the centerline of R.L. Thornton Freeway with the centerline of Hotel Street;

THENCE, in a northwesterly direction along the centerline of Hotel Street to its intersection with the centerline of the Jefferson Boulevard Viaduct/Market Street;

THENCE, in a northeasterly and northwesterly direction along the centerline of the Jefferson Boulevard Viaduct/Market Street to its intersection with the centerline of Jackson Street;

THENCE, in a northeasterly direction along the centerline of Jackson Street to its intersection with the centerline of South Griffin Street;

THENCE, in a southeasterly direction along the centerline of South Griffin Street to its intersection with the centerline of Wood Street;

THENCE, in a northeasterly direction along the centerline of Wood Street to its intersection with the centerline of Akard Street;

THENCE, in a southeasterly direction along the centerline of Akard Street to its intersection with the centerline of R.L. Thornton Freeway;

THENCE, in a southwesterly direction along the centerline of R.L. Thornton Freeway, to the POINT OF BEGINNING.

Akard Station Subdistrict

BEGINNING at a point being the intersection of the centerline of Elm Street with the centerline of Field Street;

THENCE, in a northwesterly direction along the centerline of Field Street to its intersection with the centerline of the Pacific Avenue;

THENCE, in a northeasterly direction along the centerline of Pacific Avenue to its intersection with the centerline of Akard Street;

THENCE, in a southeasterly direction along the centerline of Akard Street to its intersection with the centerline of Elm Street;

THENCE, in a southwesterly direction along the centerline of Elm Street to its intersection with the centerline of the Field Street, the POINT OF BEGINNING.”

Whitacre Tower Subdistrict

BEGINNING at a point formed by the intersection of the southerly side of Commerce Street (78.7' wide), with the westerly side of Browder Street (48' wide), of BLOCK 78, said Browder Street also know as the City of Dallas Browder Street Mall Park .

THENCE along Browder Street, South 14°00'00" East, a distance of 200.00' to a point on the northerly side of Jackson Street (50' wide).

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THENCE along Jackson Street South $76^{\circ}00'00''$ West, a distance of 199.46' to a point.

THENCE leaving Jackson Street, the following courses and distances, North $14^{\circ}00'21''$ West, a distance of 29.86' to a point.

THENCE South $75^{\circ}59'39''$ West, a distance of 1.00' to a point.

THENCE North $14^{\circ}00'21''$ West, a distance of 35.18' to a point.

THENCE North $75^{\circ}59'39''$ East, a distance of 1.00' to a point.

THENCE North $14^{\circ}00'21''$ West, a distance of 30.03' to a point.

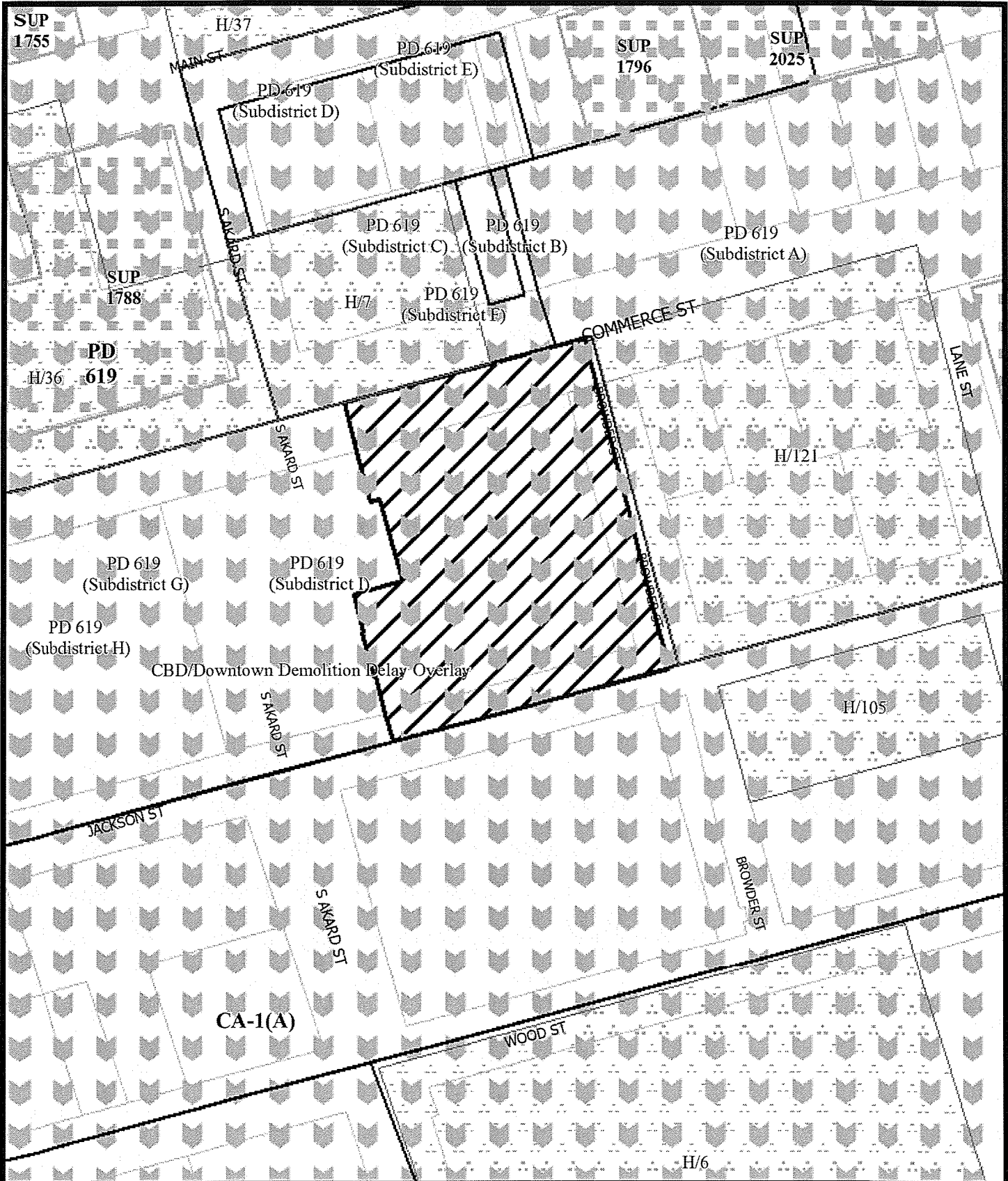
THENCE North $75^{\circ}59'39''$ East, a distance of 38.89' to a point.

THENCE North $14^{\circ}00'21''$ West, a distance of 64.90' to a point.

THENCE South $75^{\circ}59'39''$ West, a distance of 7.55' to a point.

THENCE North $14^{\circ}00'21''$ West, a distance of 40.02' to a point.

THENCE along the aforesaid Commerce Street, North $76^{\circ}00'00''$ East, a distance of 168.14' to the PLACE OF BEGINNING, containing 0.83 acres (36,151 sq. ft.), more or less.

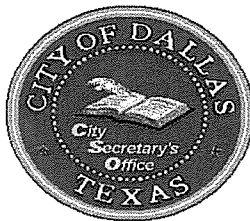


1:1,200

ZONING MAP

Case no: SPSD167-003

Date: 10/6/2017



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 OCT 25 2017

ORDINANCE NUMBER 30685

DATE PUBLISHED OCT 28 2017

ATTESTED BY: