

12-12-18

ORDINANCE NO. 31079

An ordinance amending Chapter 51A, "Dallas Development Code: Ordinance No. 19455, as amended," of the Dallas City Code by amending Sections 51A-7.1201, 51A-7.1203, 51A-7.1205, 51A-7.1207, and 51A-7.1208; adding Section 51A-7.1214.3 to add sign regulations for Subdistrict C; adding an Exhibit A property description that describes Subdistrict C; 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-7.1201, "Designation of Arts District Sign District," of Division 51A-7.1200, "Provisions for 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 the Exhibit A attached to Ordinance No. 30731, passed by the Dallas City Council on 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. _____, 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 2. That Paragraph (23) of Subsection (a) of Section 51A-7.1203, “Definitions,” of Division 51A-7.1200, “Provisions for 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:

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

SECTION 3. That Paragraph (33) of Subsection (a) of Section 51A-7.1203, “Definitions,” of Division 51A-7.1200, “Provisions for 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:

“(33) 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.”

SECTION 4. That Subsection (c) of Section 51A-7.1205, "Special Provisions for All Signs," of Division 51A-7.1200, "Provisions for 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:

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

SECTION 5. That Paragraph (1) of Subsection (a), "In General," of Section 51A-7.1207, "Attached Private Signs," of Division 51A-7.1200, "Provisions for 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:

"(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, ~~and~~ 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."

SECTION 6. That Paragraph (1) of Subsection (b), "Detached Premise Signs," of Section 51A-7.1208, "Detached Private Signs," of Division 51A-7.1200, "Provisions for 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:

"(1) 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, ~~and~~ 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.

SECTION 7. That Division 51A-7.1200, "Provisions for 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 by adding a new Section 51A-7.1214.3, "Subdistrict C," to read 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.

(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.

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

SECTION 8. That the city attorney is authorized to insert the enrolled number of this ordinance in Section 51A-7.1201(d) in Chapter 51A.

SECTION 9. That a person violating a provision of this ordinance, upon conviction, is punishable by a fine not to exceed \$2,000.

SECTION 10. That Chapter 51A of the Dallas City Code shall remain in full force and effect, save and except as amended by this ordinance.

SECTION 11. 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 12. 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.

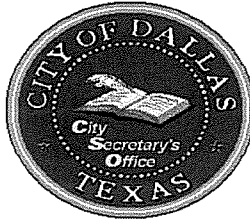
SECTION 13. That this ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so ordained.

APPROVED AS TO FORM:

CHRISTOPHER J. CASO, Interim City Attorney

By 
Assistant City Attorney

Passed **DEC 12 2018**



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 DEC 12 2018

ORDINANCE NUMBER 31079

DATE PUBLISHED DEC 15 2018

ATTESTED BY: