

10-10-19

ORDINANCE NO. 31374

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, 51A-7.903, 51A-7.911, 51A-7.912, and 51A-7.919 to reflect the creation of the Chase Tower Subdistrict; providing a property description of the Chase Tower Subdistrict; providing new definitions, and regulations for the Chase 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 Subsection (a) of 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:

"(a) This district is divided into 10 [~~nine~~] subdistricts: Retail Subdistrict A, Retail Subdistrict B, the General CBD Subdistrict, the Downtown Perimeter Subdistrict, the Main Street Subdistrict, the Convention Center Subdistrict, the Akard Station Subdistrict, the Whitacre Tower Subdistrict, [~~and~~] the Discovery Subdistrict, and the Chase Tower Subdistrict."

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SECTION 2. 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 by adding a new Subsection (k) to read as follows:

"(k) The Chase 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 23, 2019."

SECTION 3. That Section 51A-7.903, "Definitions," 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 by adding a new Paragraph (15.1) to read as follows:

"(15.1) GATEWAY SIGN means an attached sign located on an access gate or a vertical clearance structure/access gate."

SECTION 4. That the title preceding Section 51A-7.907, "General Provisions," 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:

"Special Provisions for Signs within the General CBD, Main Street, Convention Center, Retail, ~~and~~ Discovery, and Chase Tower Subdistricts."

SECTION 5. That Paragraph (3) of Subsection (a), "Attached Signs in General," of Section 51A-7.911, "Attached Premise Signs," 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:

"(3) The total effective area for all signs on a facade, excluding media wall signs in the Discovery Subdistrict and gateway signs in the Chase Tower Subdistrict, may not exceed:

(A) 30 percent of the area in the lower level sign area;

31374

- (B) 20 percent of the area in the middle level sign area; and
- (C) 30 percent of the area in the upper level sign area.

Projecting attached signs are not included in these effective area calculations. See additional restrictions on sign area in the provisions for specific sign types.”

SECTION 6. That Paragraph (1), “Awning Signs in the General CBD and Convention Center Subdistricts,” of Subsection (c), “Awning Signs,” of Section 51A-7.911, “Attached Premise Signs,” 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:

“(1) Awning signs in the general CBD, ~~and~~ convention center, and Chase Tower subdistricts.

- (A) No awning sign may:
 - (i) project more than two inches from the surface of the awning;
 - or
 - (ii) be lower than 10 feet above grade.
- (B) The total effective area for any one awning sign may not exceed six square feet.
- (C) The total effective area for all awning signs combined on each street frontage may not exceed 150 square feet.”

SECTION 7. That Paragraph (1), “Canopy Signs in the General CBD and Convention Center Subdistricts,” of Subsection (d), “Canopy Signs,” of Section 51A-7.911, “Attached Premise Signs,” 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:

“(1) Canopy signs in the general CBD, ~~and~~ convention center, and Chase Tower subdistricts.

31374

- (A) No canopy sign may:
- (i) exceed 50 percent of the length of the canopy facade to which it is attached;
 - (ii) project horizontally more than two inches from the surface of the canopy; or
 - (iii) be lower than 10 feet above grade.

(B) The total effective area for all canopy signs combined on each street frontage may not exceed 150 square feet.

(C) No canopy sign may project vertically above the surface of the canopy if a lower level flat attached sign is maintained at that occupancy on the same facade.

(D) No canopy sign may project vertically above the surface of the canopy more than 15 percent of the overall length of the sign.

(E) A canopy sign may only be located over a pedestrian entrance to a premise.”

SECTION 8. That Subparagraph (B) of Paragraph (1), “Lower Level Flat Attached Signs,” of Subsection (e), “Flat Attached Signs,” of Section 51A-7.911, “Attached Premise Signs,” 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:

“(B) In the general CBD, ~~[and]~~ convention center, and Chase Tower subdistricts, the maximum effective area for a lower level flat attached sign is:

- (i) 30 square feet if the sign is within 15 feet of the right-of-way; and
- (ii) 50 square feet if the sign is more than 15 feet from the right-of-way.”

SECTION 9. That Subparagraph (B) of Paragraph (1), “Lower Projecting Attached Signs,” of Subsection (g), “Projecting Attached Signs,” of Section 51A-7.911, “Attached Premise Signs,” 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:

“(B) No lower projecting attached sign may exceed 15 square feet in effective area in the general CBD, ~~and~~ convention center, and Chase Tower subdistricts, or 30 square feet in effective area in the Main Street Subdistrict, Retail Subdistrict A, and Retail Subdistrict B.”

SECTION 10. That Section 51A-7.911, “Attached Premise Signs,” 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 by adding a new Subsection (i), “Gateway Signs,” to read as follows:

“(i) Gateway signs.

- (1) Two gateway signs are permitted in the Chase Tower Subdistrict only.
- (2) Minimum setback is five feet from any public right-of-way.
- (3) The combined maximum total effective area for both gateway signs is 65 square feet.”

SECTION 11. That Section 51A-7.912, “Detached Premise Signs,” 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 by adding a new Subsection (i) to read as follows:

“(i) The following additional regulations apply in the Chase Tower Subdistrict.

- (1) The following two detached premise signs are permitted only along the Pearl Street frontage: one monument sign and one landscape sign.
- (2) The landscape sign may not exceed 50 square feet in effective area or 15 feet in height.
- (3) The minimum setback for the monument sign is 10 feet from the public right-of-way. The monument sign may not exceed 80 square feet in effective area or 12 feet in height.”

31374

SECTION 12. That Section 51A-7.919, “Movement Control Signs,” 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 by adding a new Subsection (e) to read as follows:

“(e) The following regulations apply in the Chase Tower Subdistrict:

- (1) A movement control sign may only be a detached sign.
- (2) A movement control sign may not exceed eight square feet in effective area.
- (3) An unlimited number of movement control signs may be erected anywhere within the subdistrict.
- (4) A movement control sign may not be located in the public right-of-way.”

SECTION 13. That a person violating a provision of this ordinance, upon conviction, is punishable by a fine not to exceed \$2,000.

SECTION 14. That Chapter 51A of the Dallas City Code shall remain in full force and effect, save and except as amended by this ordinance.

SECTION 15. 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 16. That the city attorney is authorized to insert the enrolled number of this ordinance in Section 51A-7.901.1(k).

SECTION 17. 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 18. 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 **OCT 23 2019**

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GIS_Approved

Exhibit A

AOR

new Chase Tower Subdistrict in the Downtown SPSD

BEING Platted Lot 1 in City Block Block 256, in the 2200 Ross Addition, in the J. Grigsby Survey, Abstract No. 495, of the City of Dallas, Dallas County, Texas, containing approximately 2.571 acres of land more or less.

31374

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;

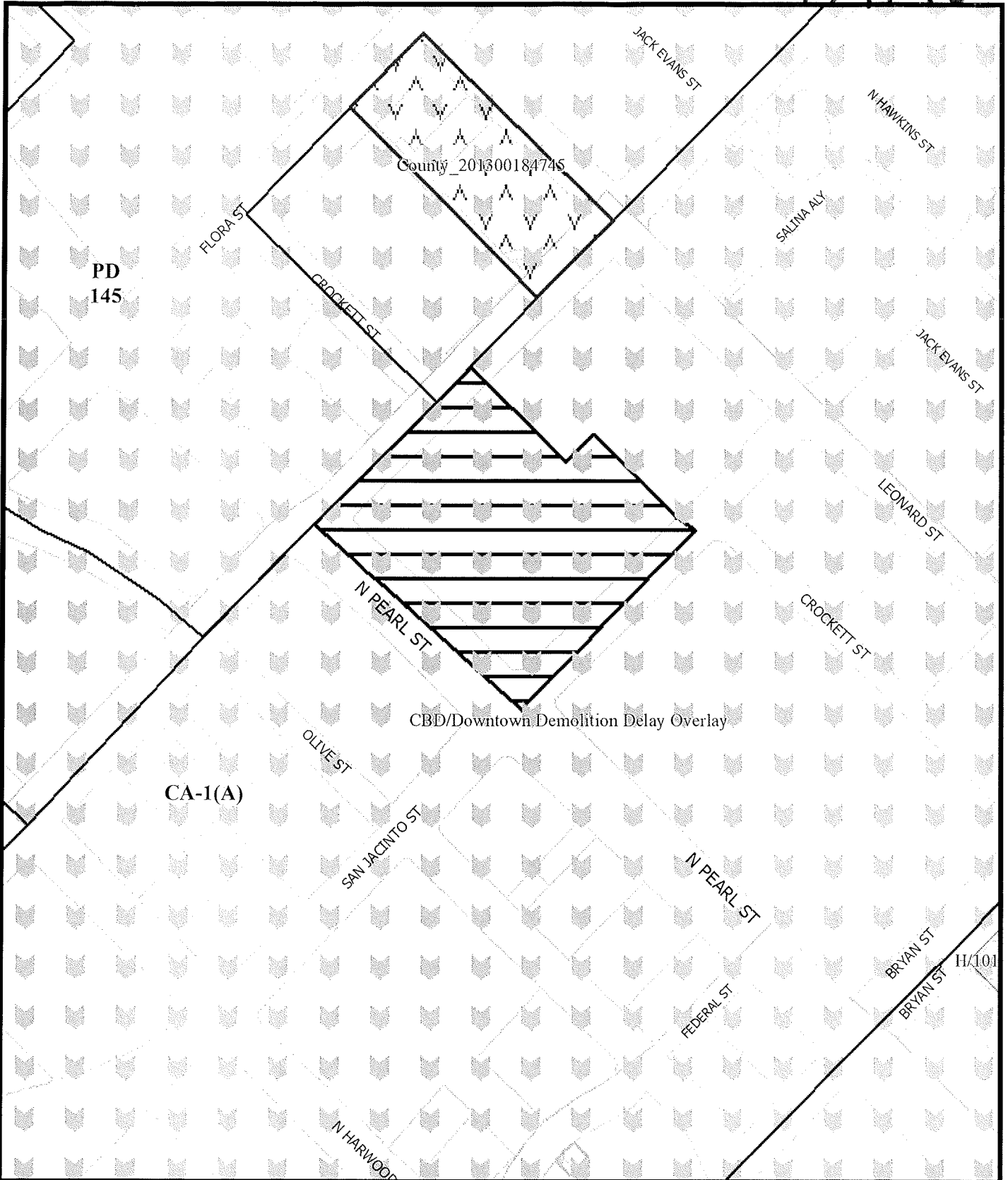
THENCE with said centerline of IH-30 proceeding westerly to the intersection of IH-35E;

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, Retail Subdistrict B, ~~and~~ the Akard Station Subdistrict, and the Chase Tower Subdistrict or any other special provision sign districts created under this article, exclusive of the Arts District SPSD and it's Subdistricts A, B and C and the Arts District Extension SPSD and it's Subdistricts One Arts Plaza, Two and Three Arts Plaza and the Black Dance Theatre.

31374

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1:2,400

ZONING MAP

Case no: SPSD189-008

Date: 10/2/2019



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 23 2019

ORDINANCE NUMBER 31374

DATE PUBLISHED OCT 26 2019

ATTESTED BY: