

ORDINANCE NO. 28471

An ordinance amending Chapter 51A, "Dallas Development Code: Ordinance No. 19455, as amended," of the Dallas City Code by amending Division 51A-7.1200; creating Subdistrict A within the Arts District Sign District; 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 the same as those of the Dallas Arts District (Planned Development District No. 145) established by Ordinance No. 17710, passed by the Dallas City Council on February 16, 1983.

(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.

(c) 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 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 by adding a new Paragraph (15.1) to read as follows:

“(15.1) INTEGRATED SIGN means a premise sign within Subdistrict A that is integrated into the design of the building and may be a monument sign.”

SECTION 3. That 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 by adding a new Paragraph (24.2) to read as follows:

“(24.2) TENANT IDENTITY SIGN means an attached premise sign within Subdistrict A located on a building that is primarily used for office uses that identifies a specific office 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, n[N]o 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, [~~and~~] canopy fascia signs, and tenant identity signs within Subdistrict A. 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.”

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 digital signs, freestanding identification signs, [~~and~~] construction barricade signs, and integrated signs within Subdistrict A. 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[~~at~~] 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.”

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-7.1214.1, “Subdistrict A,” to read as follows:

“SEC. 51A-7.1214.1. SUBDISTRICT A.

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

(b) Tenant identity signs and building identification signs.

(1) Only one tenant identity sign or building identification sign is permitted per facade.

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- (2) Tenant identity signs must be located above the highest leasable floor.
- (3) Tenant 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 turn on or off or change its brightness.
- (4) All tenant identity signs and building identification signs must be the same color.
- (c) Integrated sign.
- (1) Only one integrated sign is permitted.
- (2) This sign must be either an attached sign or a monument sign.
- (A) If the sign is an attached sign, it must be attached to a wall and face Crockett Street.
- (B) If the sign is a monument sign, it may be two sided, but must be located in the building plaza area.
- (3) This sign may identify the building's owner or developer and multiple tenants.
- (4) This sign may be located at the building line.
- (5) This sign may be located within five feet of a public right-of-way.
- (6) The maximum height for the sign is eight feet measured from the bottom of the sign face to the top of the sign face.
- (7) The maximum effective area for the sign is 50 square feet.
- (8) All elements of an integrated sign must be consistent in color and materials."

SECTION 8. That a person violating a provision of this ordinance, upon conviction, is punishable by a fine not to exceed \$2,000.

SECTION 9. That Chapter 51A of the Dallas City Code shall remain in full force and effect, save and except as amended by this ordinance.

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SECTION 10. 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 11. 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:

THOMAS P. PERKINS, JR., City Attorney

By Casey Byness
Assistant City Attorney

Passed NOV - 7 2011