

Memorandum



DATE January 9, 2009

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT Harry Hines Boulevard Premise Sign Initiative

On Monday, January 12, 2009, you will be briefed on the Harry Hines Boulevard Premise Sign Initiative. Attached is the briefing material for your review prior to Monday's discussion.

If you have questions or need additional information, please let me know.



Forest E. Turner
Interim Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
David K. Cook, Chief Financial Officer
Helena Stevens-Thompson, Assistant to the City Manager

Harry Hines Boulevard Premise Sign Initiative

Presented to the Quality of Life & Government
Services Committee

January 12, 2009



Purpose



- To discuss a code approach to solving a problem along the Harry Hines Business Corridor

Harry Hines Sweep Design



- Project designed to address code violations along the Harry Hines Business Corridor
- A coordinated effort with Code Compliance Department, Strategic Customer Service and Asian Chamber of Commerce
- Focus on the 6 most common violation types
 - Illegal Land Use
 - Illegal Signs
 - Dumpster Screening
 - Parking Lots and Driveways
 - Graffiti
 - Litter

Project Planning began in June 2008

- Code Compliance staff and Strategic Customer Service prepared a letter to distribute to businesses along the Harry Hines corridor
- Focus was on 6 common code violations with 30 days to remedy prior to the code sweep
- Letters were distributed in 4 languages to address diversity amongst the business owners
 - English, Korean, Chinese and Spanish



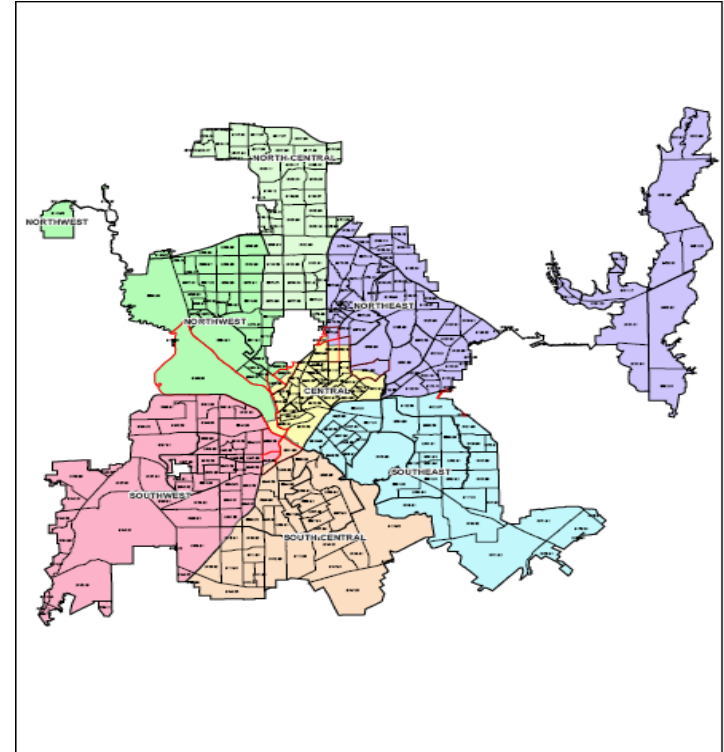
City of Dallas

Dallas Code Compliance, what it all means

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Northwest Community Code District

- Code office moved from 320 E. Jefferson to 2502 Shorecrest on August 18, 2008 resulting in:
 - Reduction in travel time for code officers by at least 1 hour per day
 - A sense of community (code office now located in the area served)



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Dallas Code Compliance, what it all means

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Checklist prior to sweep on September 30, 2008



- Identified boundaries of sweep (Forest Lane to Northwest Hwy) on Harry Hines Blvd
- Identified businesses impacted and physical location
- Provided sensitivity training to staff on “how to” greet Eastern cultures
- Trained staff on recent changes to sign ordinance (51A-7.205 and 51A-7.305)
- Assigned locations to staff for letter distribution

Harry Hines Sweep on September 30, 2008

- 434 potential business locations were identified for distribution
- 12 code officers in 6 teams hand carried and delivered a copy of the letter in English, Korean, Chinese and Spanish to the owner/manager at each business location



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Dallas Code Compliance, what it all means

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Code Inspections

- Stage I inspections started on November 4, 2008
 - Inspectors identified code violations and issued notices to businesses
 - Cases were created and photos taken to document the violation(s)
 - Inspection process for Stage I completed on November 13, 2008

- Stage II re-inspections started on November 18, 2008
 - Re-inspections of businesses in violation had 2 possible outcomes:
 - Violation remained
 - Extension granted (when effort to comply was demonstrated)
 - Issued citation (no effort was taken to comply)
 - Violation complied
 - Code case closed



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Dallas Code Compliance, what it all means

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The Problem: New Ordinance Affected Businesses

- Majority of violations were:
 - Illegal Signs/Banners
 - Illegal Land Use (no Certificate of Occupancy)
- Asian Chamber of Commerce
 - Requested a meeting to discuss problems owners had expressed with compliance of signs/banners and C.O. violations
 - At the meeting, an extension was requested so business owners could be educated about the ordinances and to understand ‘how to’ comply the violations
 - An extension was granted until the end of January 2009



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Photos of Locations



Before photo of sign violation

After photo of corrected violation



Photos of Locations



Before photo of sign violations

After photo of corrected violations



Photos of Locations



Before photo of sign violations

After photo of corrected violations



Sign Ordinance 51A-7.205 and 7.305 amended on June 25, 2008

- Changes had more restrictive additions and specified:
 - limiting the number and duration of attached special purpose signs;
 - prohibiting detached special purpose signs;
 - limiting the area of signs on facades and in windows in business zoning districts
 - goal is to maintain a clean and safe environment



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Amendments and changes in Sign Ordinance 51A-7.205 and 7.305



- Attached signs may not exceed 25 percent of total area of primary facade
- Attached signs may not exceed 15 percent of total area of secondary facade
- Buildings with multiple occupants, the facade area of each use with separate certificate of occupancy shall be treated as separate facade
- On any building facade, there may be a maximum of 8 words which exceed 4 inches in height
- Words less than 4 inches high may be used without limit
- Attached signs to any window or glass door may not exceed 15 percent of the window or door area
- Signs in the upper two-thirds window or door area are prohibited

Challenges



- While efforts to have the businesses come into compliance were effective, challenges were encountered:
 - Businesses complained of the inability to attract customers when banners and signs were removed
 - Owners were unable to leave stores to obtain permits and certificate of occupancy during the busy holiday shopping season

Recommendations



- Explore the possibility of creating a special sign district



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APPENDIX

Letter distributed to businesses along Harry Hines Business Corridor (English)



Dear Business Owner;

The City of Dallas, Department of Code Compliance recently inspected the businesses in your area. The following code violations listed below are common in this area. It is important that you understand these violations and how you can voluntarily correct them if they are present.

- 1. Illegal Land Use** – You must have legal written permission (Certificate of Occupancy) to operate a business. **Please contact City of Dallas Building Inspection at 214-948-4480 for additional information and to obtain the Certificate of Occupancy and/or permits.**
- 2. Illegal Signs** – Attached, detached and temporary signs located within the City of Dallas must have a permit. For your information: An attached sign is a sign attached or painted on a structure. A detached sign is a sign located elsewhere on the property. **Please contact City of Dallas Building Inspection at 214-948-4480 for additional information and to obtain permits for signs.**
- 3. Dumpster Screening** – Garbage storage areas must be screened from public view on all sides. In some office or retail areas screening is not required. **Please contact City of Dallas Code Community Northwest at 214-670-5708 for additional information and to arrange for a code officer to meet you and discuss whether screening is required within your office or retail district.**
- 4. Parking Lots and Driveways** – Vehicles must be parked or driven on approved materials (concrete or asphalt) and be maintained according to City of Dallas specifications. **Please contact City of Dallas Code Community Northwest at 214-670-5708 for additional information.**
- 5. Graffiti** – Anything written or drawn on your property without your permission is graffiti. You must paint over or remove the graffiti. The City of Dallas will paint over the graffiti for you at no charge once a Graffiti Consent Form is completed and submitted to the address noted on the form. **Please contact City of Dallas Code Community Northwest at 214-670-5708 for information.**

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City of Dallas Northwest Community Code District
2502 Shorecrest Dallas, Texas 75235
Tel: (214) 670-9713 Fax: (214) 243-1868
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- 6. Litter** – Any trash, animal or food waste materials on your property is litter. **Violations can be corrected by removing the litter from the premise or placing it in a proper container.**

Should you have any questions about the violations listed and further explanation, you may contact our office at 214-670-5708 to request assistance.

We plan to do an inspection during the month of October, 2008. At that time, if we find any of the six violations at your business, we will have to take the appropriate code actions.

Thank you for your contribution as a business owner to the City of Dallas.

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Letter distributed to businesses along Harry Hines Business Corridor (Korean)

KOREAN



친애하는 비즈니스 소유주께,

달라스시 조례집행 부서에서 최근에 귀하의 비즈니스가 있는 지역의 실태를 점검하였습니다. 아래와 같은 조례 위반 사항이 일반적으로 귀하의 비즈니스가 있는 지역에서 여러차례 유사하게 적발되었습니다. 비즈니스의 소유주로서, 그러한 위반사항을 숙지하고 자발적으로 시정하는 것은 대단히 중요합니다.

1. 불법 토지 사용 - 비즈니스 소유주는 비즈니스를 운영하기 위해 반드시 법적인 허가 문서 (점유 허가서)를 가지고 있어야만 합니다. 부가적인 정보를 원하시면 214-948-4480 으로 전화를 하셔서 달라스시 빌딩 검사 부서팀으로 부터 도움을 얻으시고, 점유 허가서를 발급 받으시길 바랍니다.
2. 불법 사인 - 달라스 시 경계안에 있는 모든 부착된, 독립된, 혹은 임시의 사인들은 반드시 시의 허가를 받아야 합니다. 부착된 사인은 어떤 건축물에 부착이 되 있거나 건축물에 색이 칠해져 있는 것을 의미하며, 독립된 사인은 토지 위에 혹은 토지 어딘가에 있는 것을 의미합니다. 부가적인 정보를 원하시면, 214-948-4480 으로 전화하셔서 사인 허가서를 얻기 바랍니다.
3. 쓰레기 차단벽 - 쓰레기 집하장은 반드시 사방으로 공공으로부터 보이지 않도록 차단되어 있어야 합니다. 하지만, 일부 사무실 혹은 소매업은 이러한 차단막이 요구되지는 않습니다. 214-670-5708 로 전화 하셔서 달라스시 조례집행 부서부 지부와 약속을 잡으셔서 조례집행 감독관과 귀하의 사업체가 그러한 차단막이 요구되는지 요구가 안되는지 꼭 의논을 하시길 바랍니다.

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4. 주차장과 진입로 - 자동차는 시로부터 허가된 도로포장 (콘크리트 혹은 아스팔트)에 주차를 하거나 운행이 되어야만 하며, 달라스시 세부 규정에 따라 보수 유지가 되어야 합니다. 달라스시 조례집행 부서부 지부 (214-670-5708) 와 꼭 의논하세요.
5. 낙서 - 귀하의 허가없이 귀하의 소유물 (토지 혹은 건물)에 쓰여지거나 그려진것은 모두 낙서로 간주가 됩니다. 귀하는 낙서를 지우거나 페인트로 반드시 덧칠을 하여야 합니다. 달라스시에서는 귀하가 낙서 동의서를 작성하셔서 동의서에 있는 주소로 보내주시면, 무료로 낙서위에 페인트로 덧칠을 해주고 있습니다. 정보를 원하시면 조례부서부 지부 (214-670-5708)로 연락주세요.
6. 잡동사니 (찌꺼기) - 쓰레기, 동물 배설물, 혹은 버려진 음식물 모두 잡동사니 쓰레기로 간주가 됩니다. 그러한 위반 사항들은 귀하의 토지에서 제거가 되거나 올바른 용기에 담으면 시정이 될 수 있습니다.

만약 위에 열거된 위반사항들에 관해 질문이 있거나, 더 자세한 정보가 필요하시면, 214-670-5708 로 전화하시면 해당 부서에서 도와드릴 수 있습니다.

달라스시에서는 2008 년 10 월에 한번더 검열을 할 예정 입니다. 만약 그때, 검열됨이 귀하의 비즈니스에서 위 6 가지 위반사항중 하나라도 발견이 되면, 달라스 시는 적절한 조례시행령을 취할 것입니다.

달라스시는 귀하의 비즈니스가 시에 공헌하는 것에 감사함을 표현합니다.

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Letter distributed to businesses along Harry Hines Business Corridor (Chinese)

CHINESE



親愛的企業商家，

達拉斯市規範服從部門近期內會在您的營業地區進行視察。下面列舉的違反條例是在這地區非常普遍，理解這些違規並在發現時及時改正是非常重要的。

1. 不合法的土地使用 - 您必須要有合法的書面許可證(所有權狀)才可營業。**詳細資訊和所有權證明的認可，請聯繫達拉斯市建築視察部門，電話是 214-948-4480。**
2. 不合法的告示牌 - 連結看板、獨立看板和臨時看板必須有許可證才可以安置在達拉斯市。註：連結看板指告示牌裝在或是油漆在建築物上。獨立看板指位於建築物別處。**詳細資訊和告示牌許可證，請聯繫達拉斯市建築視察部門，電話是 214-948-4480。**
3. 大型垃圾箱的掩護 - 垃圾儲存區域必須隱蔽在不妨礙公眾視線的地方。辦公室及零售業地區是不受限制。**詳細資訊或是安排與執行官員商討有關於該區域的掩護規定，請聯繫達拉斯市西北辦公室，電話是 214-670-5708。**

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4. 停車場和車道 - 車輛必須停放或是駕駛在被認可的原料上(混凝土或是瀝青(為什麼不用"水泥地或柏油路")，並且須符合達拉斯市的相關規章。**詳細資訊，請聯繫達拉斯市西北辦公室，電話是 214-670-5708。**

5. 塗鴉(街道畫) - 任何文字或圖畫沒有受到財產所有人的授權即被認為塗鴉，您必須移除這些塗鴉。您可填寫塗鴉撤除同意書並提交到同意書註明的地址，達拉斯市將會免費幫您清除塗鴉。**詳細資訊，請聯繫達拉斯市西北辦公室，電話是 214-670-5708。**

6. 廢棄物 - 任何在您的土地上出現的垃圾或動、食物廢物即被認為廢棄物。移除該廢棄物或是將之放置在適當的容器裡，可移除該項違規。

如果您有任何有關於違規條例並想更進一步的了解，您可以聯繫我們的辦公室，電話是 214-670-5708。

我們計劃在 2008 年十月進行視察，若視察中發現貴單位營業時有出現以上任何一項違規，我們將會採取適當的法規動作。

再次感謝您身為達拉斯市企業商家對環境維護的貢獻。

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Letter distributed to businesses along Harry Hines Business Corridor (Spanish)

SPANISH



Estimado Propietario de Negocio;

El Departamento de Cumplimiento de Código inspeccionó recientemente los negocios de su área. Los códigos que son comúnmente violados en esta área son los siguientes. Es importante que usted conozca estas violaciones y aprenda cómo rectificarlos de su propia voluntad.

- 1. Uso ilegal de la propiedad** – Usted debe tener un permiso legal por escrito (la Certificación de Ocupación) para tener un negocio funcionando. **Por favor comuníquese con el Departamento de Inspección de Edificaciones de la Ciudad de Dallas al 214-948-4320 para información adicional y obtener la Certificación de Ocupación y/o los permisos.**
- 2. Carteles/letreros ilegales** – Carteles/letreros unido, desunido y temporáneo localizado dentro los límites de la Ciudad de Dallas deben de tener un permiso. Información clave: Un cartel unido es un cartel sujetado o pintado sobre la estructura o el edificio. Un cartel desunido es un cartel que se encuentra en otras partes de la misma propiedad. **Por favor comuníquese con el Departamento de Inspección de Edificaciones de la Ciudad de Dallas al 214-948-4320 para información adicional y obtener permisos para los carteles/letreros.**
- 3. Cercas del basurero** – Locales donde almacena el basurero deben tener una cerca de manera que el público no lo pueda ver de cualquier esquina. En algunas oficinas y áreas de comercio no es necesario tener una cerca. **Por favor comuníquese con el Departamento de Inspecciones de Código de la Ciudad de Dallas en el Área de Servicio Noroeste al 214-670-5708 para recibir información adicional, hacer una cita con un oficial de código y revisar si a usted dentro de su negocio o distrito comercial le requiere o no requiere tener una cerca.**
- 4. Locales de estacionamiento y entradas para vehículos no aprobados** – Los vehículos deberán estar estacionado o conducido sobre materiales aprobados (ejemplo, concreto o asfalto) y también se debe mantener el estacionamiento o entrada en condiciones indicadas por la Ciudad de Dallas **Por favor comuníquese**

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Delia Con Operations and Planning
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con el Departamento de Inspecciones de Código de la Ciudad de Dallas en el Área de Servicio Noroeste al 214-670-5708 para recibir información adicional.

- 5. Graffiti** – Cualquier marca escrita o dibujada en su propiedad sin su permiso es un graffiti. Usted debe pintar sobre el graffiti o quitarlo. La Ciudad de Dallas pintará sobre el graffiti para usted sin costo en cuanto se llene y envíe el Formulario de Consentimiento del Graffiti a la dirección notada en el formulario. **Por favor comuníquese con el Departamento de Inspecciones de Código de la Ciudad de Dallas en el Área de Servicio Noroeste al 214-670-5708 para más información.**
- 6. Basura** – Cualquier desecho, materiales desperdiciados por animales o residuos de la comida en su propiedad son determinado ser basura. **Las violaciones pueden ser rectificadas retirando la basura del local o establecimiento o poniéndola en un contenedor apropiado.**

Si tiene alguna pregunta sobre las violaciones enumeradas y necesita más explicaciones, usted puede comunicarse con nuestra oficina al 214-670-5708 para pedir mayor asistencia.

Nosotros tenemos que dar una inspección durante el mes de octubre de 2008. En ese entonces, si encontramos cualquier de las seis violaciones en su negocio tendremos que tomar las acciones o medidas adecuadas establecidas por el código municipal.

Gracias por su contribución como propietario de negocio de la Ciudad de Dallas.

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