SPECIAL SIGN DISTRICT ADVISORY COMMITTEE TUESDAY, DECEMBER 8, 2015

Planner: Sarah May

FILE NUMBER: SPSD145-001 **DATE INITIATED:** December 18, 2014

LOCATION: Area generally located east of Stemmons Freeway and north of Woodall Rogers Freeway including area bounded by Olive Street, Victory Avenue, Victory Park Lane and Museum way

COUNCIL DISTRICT: 2, 14 **MAPSCO:** 45-E, 45-J

SIZE OF REQUEST: Approximately 3.9 acres **CENSUS TRACT:** 19

REQUEST: A City Plan Commission authorized hearing to consider an amendment to, expansion of, and the creation of two new subareas within the Victory Special Provision Sign District Overlay on property zoned Planned Development District No. 582.

SUMMARY: The purpose of this request is to expand the district and create two new subareas to allow parking garage signage and amendments for additional district identification signs, enlarging movement control signs for wayfinding, and enlarging non-residential signage.

STAFF RECOMMENDATION: **Approval** of staff recommended conditions.

PRIOR SSDAC ACTION: On October 13 and November 10, 2015, the Special Sign District Advisory Committee held this item under advisement for revisions to the conditions.

BACKGROUND INFORMATION:

- Victory Special Purpose Sign District was established by Ordinance No. 24348 on August 23, 2000, and was amended by Ordinance Nos. 25918 and 26552 in March 9, 2005, and January 10, 2007, respectively.

On January 22, 2014, City Council approved Ordinance No. 29260 for a Thoroughfare Plan amendment to North Houston Street and Victory Avenue that changed traffic flows from one way to two way. The project's objective is to improve mobility and pedestrian movement in the District and bicycle circulation by linking Victory Park to the Katy Trail.

On December 18, 2014, City Plan Commission authorized a public hearing to amend and expand the Victory SPSD and Victory Planned Development District (PDD No. 582) because the interested party could not get every property owners permission within the district.

On June 17, 2015, Lance Fair with Victory Park UST Joint Venture I, LP, paid the fee for the amendment and proposed the items requested. **For identification purposes in this report, the term, "Victory Park" refers to the entity "Victory Park UST Joint Venture I, LP".** In the request, Victory Park states that they "have been working with several City departments for over a year focusing on the transformation of Victory Park into a vibrant, pedestrian-friendly neighborhood that is inviting to residents, businesses, and visitors."

On September 10, 2015, a community meeting was held to discuss proposed amendments to the Victory SPSD and Victory Special Purpose District.

The proposed signage amendments would be applicable all subareas of the Victory SPSD except Subareas A and C, the American Airlines Center and the areas near TXDOT right-of-way, respectively.

STAFF ANALYSIS:

The proposed amendments cover a variety of signs in Victory SPSD. The proposed amendments include enlarging wayfinding signs (movement control signs and surface parking signs), a new type of district identification sign called a *digital banner sign*, adding and enlarging retail tenant signage including window signs, allow additional signage in the entertainment complex plaza, add another new type of sign called a *parking structure screening sign* with the intent to be artful and creative screening elements on parking garages with blank walls or openings, and finally allow a vent stack sign for the W Hotel.

The area is generally bound by two elevated highways and on its northeastern borders are nonresidential and multifamily properties. Subdistricts A and C, the American Airlines Center and the area adjacent to North Stemmons Freeway are not proposed to change with the amendment.

Movement Control Signs (page 31)

The current SPSD regulations limit movement control signs to ten square feet of effective area, may be attached or detached signs, and may be unlimited in number.[1] The proposed amendment seeks to increase the effective area of four signs to 60 square feet with the locations specified in the conditions and allow 10 signs up to 30 square feet in effective area. Additionally, the proposed amendment requests to utilize changeable message devices that may display parking availability and the current price of parking in order to direct vehicles to parking areas within the district.

Staff recommends that the effective area be ***limited to 30 square feet*** to be consistent with the larger movement control signs allowed in the Downtown SPSD[2] and to ***allow the utilization of changeable message devices in order to direct traffic to parking areas***. Staff recommends the smaller signs because in a retail and entertainment district traffic should move slower and without acute urgency as a comparable hospital district.

Attached and Detached District Identification Signs (pages 36)

The request seeks to reorganize and combine the existing district identification sign regulations in Subareas B and D. In Subarea B, the current regulations allow combination of attached or detached signs with a maximum of three allowed. The current regulations for Subarea D do not allow attached district identification signs and limits detached district identification signs to two monument signs.

The proposed amendment keeps sign allowances unchanged and therefore staff ***supports*** the amendment as requested as it simplifies and organizes these regulations.

Banners Attached to Pole Supports (page 36)

The request seeks to maintain the existing regulations for banners attached to pole supports with the exception that it requests to raise the maximum height of the banners from 25 feet to 30 feet and the overall height to 35 feet to be uniform to the following request for digital banner signs.

Staff ***supports*** this amendment as it will allow banners attached to pole supports to appear uniform to the proposed digital banner signs as described below.

Digital Banner Signs (pages 21, 36, and 37)

A new type of sign, a *digital banner sign*, is proposed in the requested amendment. This new type is a banner pole sign with a changeable message sign limited to identifying the name or logo of the district and promotional messages limited to athletic team names, players, or logos and a ring around the pole that identifies the district. The

[1] Reference Section 51A-7.716
[2] Reference Section 51A-7.919(b)(2)

current regulations do not limit banner signs in number but limits their effective area, height, and maximum projection from the pole.

The proposed amendment would allow one banner pole sign per blockface, similar to videoboard signs in the Downtown SPSD, at nine locations; increase the maximum height of the signs 11 feet; allow for changeable message signs to have a maximum effective area of 40 square feet; and to allow an element that contains a logo or the name of the district to project six feet from the pole on which it is mounted.

Except for allowing an extension of the logo or name of the district to project six feet beyond the pole on which it is mounted, staff ***supports*** these proposed changes regarding banner pole signs as they are limited in number and compatible with Subdistricts B and D.

Window Signs (pages 26 and 46)

The current code requires that window signs be counted as an attached sign and are limited in number and effective area as an attached premise sign. The proposed amendment requests that window signs be allowed to cover up to 25 percent of any window on the first or second floor and not be limited in number or count towards the maximum number of signs.

Staff has compared the request to other SPSD window sign regulations and ***recommends*** that if window signs are to be separately regulated, the Arts District SPSD regulations on window signs would be the most appropriate and comprehensive to the Victory SPSD. In this district, transparency is integral to create a successful pedestrian streetscape and blocking views into a vacant or occupied space would decrease transparency and create visual clutter if allowed in addition to the other allowable permanent signs.

Parking Structure Screening Signs in Subareas B-3 and D-1 (pages 23, 52-53, and 70-71)

In order to add a new type of sign, a *parking structure screening sign*, two new subareas are requested in this proposed amendment, Subarea B-3, which is an expansion of the Victory SPSD, and Subarea D-1, which is currently part of Subdistrict D. Both of these proposed subareas are shown in the proposed map below. A *parking structure screening sign* means an attached sign located on a parking structure or a blank wall face intended to be creative and artful by use of visually interesting, vibrant, and colorful designs with promotional messages limited to the name or logo of the district or athletic team names, players, or logos. These signs are intended to embellish blank parking garage facades and the proposed conditions parallel the supergraphic sign regulations in the Downtown SPSD.

Because the definition of a parking structure screening sign limits promotional messages to athletic team names, players and logos, staff ***supports*** this new type of sign.

Detached Surface Parking Signs in Subdistricts B and D (pages 54 and 68)

The proposed amendment increases the effective area of surface parking non-premise detached sign from 20 to 30 square feet. The purpose of these signs is to inform drivers of the identity of the parking lot rather than advertise parking prices or instructions.

Staff ***does not support*** this change because it is a 50 percent increase in effective area to the current code which allows for a sign for each vehicular entrance and an additional sign for each 40,000 square feet of parking surface.

Permanent Attached Signs in Subdistrict B (page 46)

The current regulations for permanent attached signs are somewhat unique in Victory SPSD. Instead of a tiered approach that is based on the height and total facade, like other SPSDs have adopted, it allows up to two attached signs per occupant and limits the individual effective area of those signs to 150 square feet as opposed to limiting effective area as a percentage of building facade.

The proposed amendment requests to allow an additional permanent attached sign for each premise or non-residential occupancy. Staff ***does not support*** this proposal as the signage has the potential to be detrimental to a pleasant pedestrian experience.

Additionally, the proposed amendment seeks to add additional changeable message signs for a movie theater so that movie poster signs may be attached to the premise. Staff ***supports*** this amendment.

Additional signs in Subarea B-1 (pages 49-51)

The proposed amendment also seeks to upgrade the signs that are in the entertainment complex plaza by enlarging and adding additional signs and sign types. These amendments affect icon tower signs, icon tower static signs, media wall signs, ticker signs, and adds building accent lighting signs.

Because the additional signage is oriented toward an entertainment complex where outside entertainment occurs and is somewhat isolated from the surrounding neighbors, staff ***supports*** these proposed amendments as a way to enliven the pedestrian space and create visual interest for those in and walking towards the plaza.

Subdistrict D Effective Area and Height for Signs (pages 65-67)

The current code separates Subdistricts B and D and assigns separate sign provisions for each Subdistrict. Subdistrict B is more similarly oriented to the Central Business District with high rise buildings and higher signs whereas Subdistrict D is intended to have lower and smaller signs allowed than in Subdistrict B. The proposed amendment seeks to allow the same sign allowances for height and effective area in Subdistrict D

as the proposed amendments to Subdistrict B. This proposal would allow the maximum heights to rise from 36 feet to 66 feet and the maximum effective area for awning signs, canopy signs, and other projecting signs to increase from 20 square feet to 250 square feet. Similarly, the proposed amendment seeks to lift the maximum heights of changeable message signs from 36 feet to 66 feet.

Staff recommends ***no change*** for these amendments because the character of the signs in Subdistrict D should remain minimal and unobtrusive as intended by its original vision.

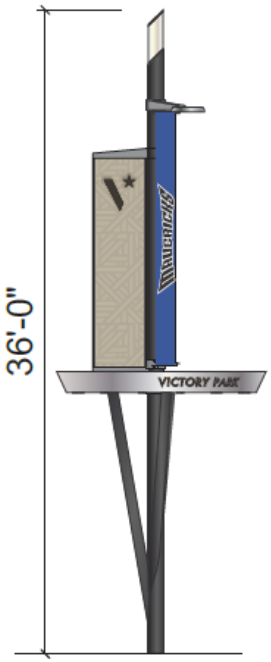
Vent Stack Sign in Subarea B-2 (page 55)

Currently the code prohibits vent stacks in Subdistrict B, including Subarea B-2 (W Hotel). The proposed amendment has requested that Subarea B-2 be allowed a vent stack sign as a premise monument sign or to allow the vent stack to count as a monument district identification sign.

Staff ***recommends approval*** as the proposal doesn't allow more signs in the district, but allows for Subarea B-2 to utilize an existing vent stack as a monument sign.

Sign Type	Current	Proposed	Staff Reccomendation	Downtown SPSD	Farmers Market SPSD
Movement Control Signs (pages 23 and 31-32)	10 SF, unlimited number	60 SF for 4 signs and 30 SF for 10 signs	30 SF, unlimited number	- Max 30 SF in general, unlimited number. - Max 2 SF in Retail Subdistrict B, unlimited number	- Max 2 in Camden Subdistrict , 7 SF each
Digital Banner Signs (pages 21 and 36-38)	- Changeable message signs are not allowed.	- District ID element may extend 6' from pole	- District ID element may extend 3' from pole	Similar to curent code.	N/A
Window Signs in Subdistrict B (pages 26 and 46-47)	- Counts as one attached sign. - Each non-residential occupant may have 150 SF effective area for one attached signs.	- Do not count towards allowed signs. - Limited to 1 and 2nd floors and may not cover more than 25% any window.	- Adopt regulations similar to 51A-7.1207(f), the Arts District SPSD	N/A	May cover up to 25% window.
Parking Structure Screening Signs in Subareas B-3 & D-1 vs. Supergraphic signs (pages 23, 52-53 and 70-71)	N/A	- Minimum effective area 750 SF. - Limits promotional messages to athletic team names, players and logos.	Recommends proposed amendment.	- Minimum effective area is 2,500 SF. - Commercial messages allowed.	Allowed in Market Center Subdistrict. - No minimum effective area. - Commercial messages allowed.
Detached Surface Parking Signs in Subdistricts B & D (pages 54 and 68)	20 SF	30 SF	20 SF (no change)	If detached premise signs are located within 15' of ROW, max 20 SF; 50 SF otherwise.	N/A
Pernament Attached Signs in Subdistrict B (page 46)	- 2 permanent attached signs allowed per facade for each occupancy. - Awning and canopy signs limited to 150 SF.	- 3 permanent attached signs allowed per facade for each occupancy. - Awning and canopy signs limited to 250 SF. - Allow movie theater to have 8 changeable message devices.	- 2 permanent attached signs allowed per facade for each occupancy. - Awning and canopy signs limited to 150 SF. - Allow movie theater to have 8 changeable message devices.	- Max 30% facade on lower and upper levels; 20% facade in middle level. - Awning signs in general: max 6 SF each, 150 SF combined. - Awning signs on Main: max 8 SF each, 180 SF combined. - Canopy signs in general: max 50% canopy length,	- Attached signs may cover 50% facade in Market Center Subdistrict
Subdistrict D Effective Area & Height of Signs (pages 65-67)	150 SF 36' above grade	250 SF 66' above grade	No change to current code.		

Victory Park's Proposed Rendering of Banner Pole Signs

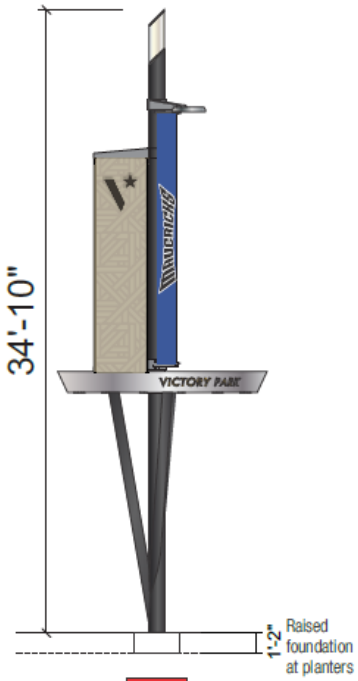


1.3.2

(6) SIX TOTAL

District Markers without planter for perimeter street & Museum Way median locations.

(8) EIGHT (perimeter)
District ID's will have Static White L.E.D. illumination at Perforated Blade.

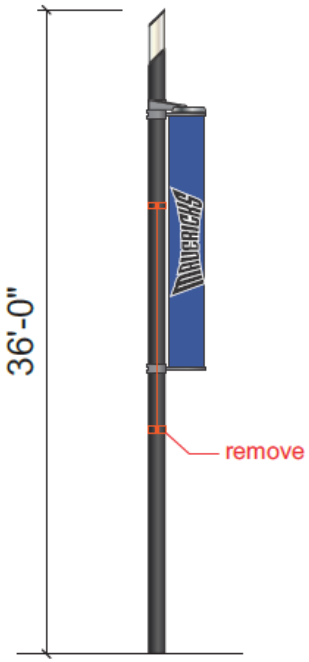


1.4.2

(3) THREE

District Marker with planter along VPL locations.

Will have RGB Color Changing L.E.D. illumination at Perforated Blade.



1.4.3

(13) THIRTEEN

Temporary Banners & Arms to be Removed.

Single, permanent, taller banners at 3:00 Position;
For use at Planters;
Temp Pole remains.

VICTORY PARK

Design #	
610152AR18-SIGNS ONLY	
Sheet	2 of 25
Location	
VICTORY PARK - INDIV. SIGNS	
Address	
DALLAS, TX	
Acct. Rep.	STAN MACRUM
Coordinator	JAMIE MACRUM
Designer	P. AGUIAR
Date	5/14
Ap	
Client	
Sales	
Estimating	
Art	
Landlord	
Engineering	
Re	

Chandler Signs
Brand Image Begins Here.

3201 Manor Way, Dallas, TX 75235 — 214-902-2000 — Fax 214-902-2044
17319 San Pedro, Ste 200, San Antonio, TX 78232 — 210-349-3804 — Fax 210-349-8724
963 Barter Avenue, Ste 200, Louisville, KY 40204 — 502-479-3075 — Fax 502-412-0013
2584 Sand Hill Point Circle, Davenport, FL 33837 — 863-420-1100 — Fax 863-424-1160
37 Waterfront Park Court, Dawsonville, GA 30534 — 800-851-7062 — Fax 210-349-8724
P.O. Box 125, 206 Doral Drive, Portland, TX 78374 — 361-563-5599 — Fax 361-643-6 533
1335 Park Center Drive, UNIT C, Vista, CA 92081 — 760-967-7003 — Fax 760-967-7 033

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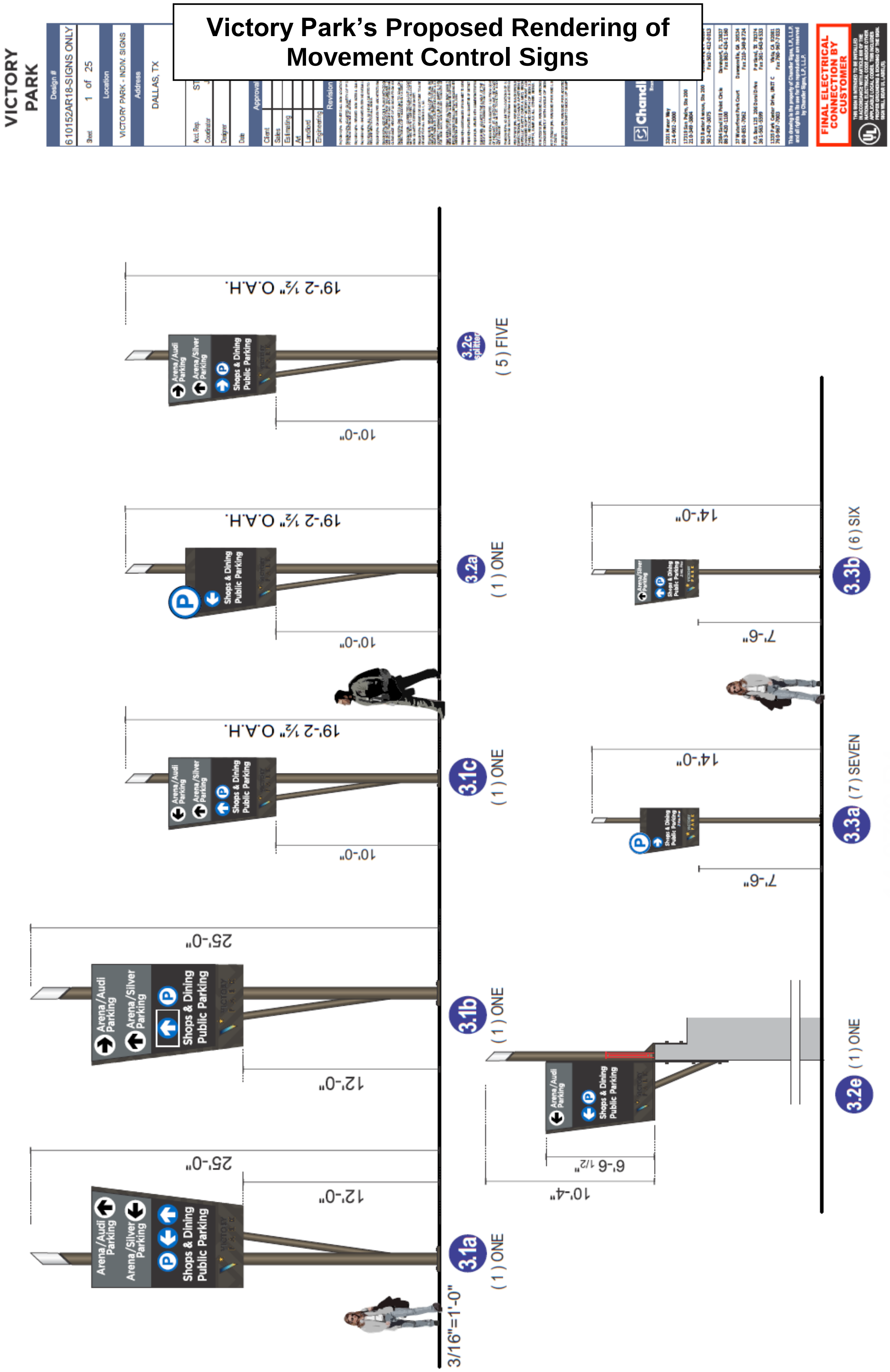
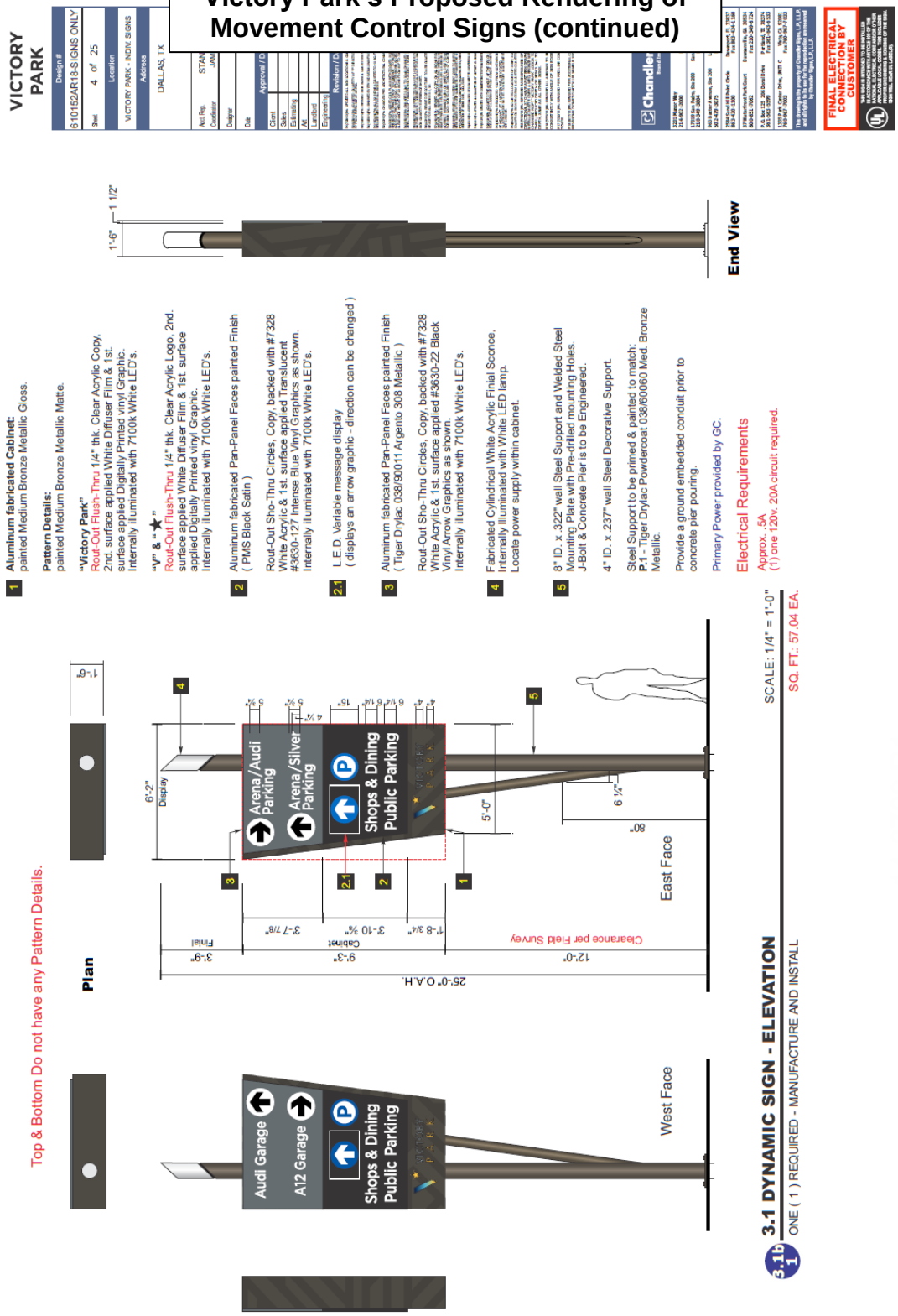
FINAL ELECTRICAL CONNECTION BY CUSTOMER

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF THE SIGN. SIGN WILL BEAR UL LABEL(S).

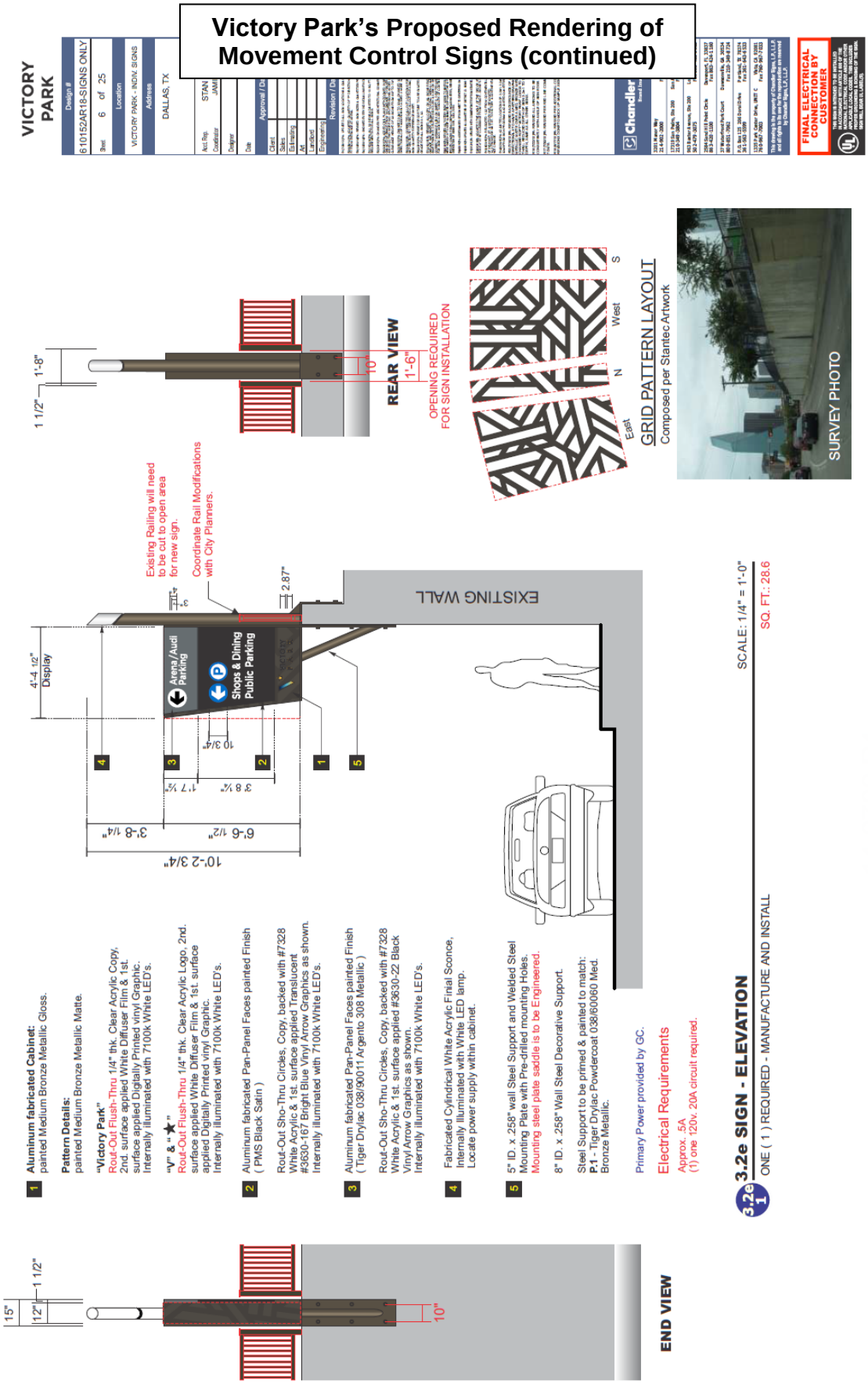
Victory Park's Proposed Rendering of Movement Control Signs



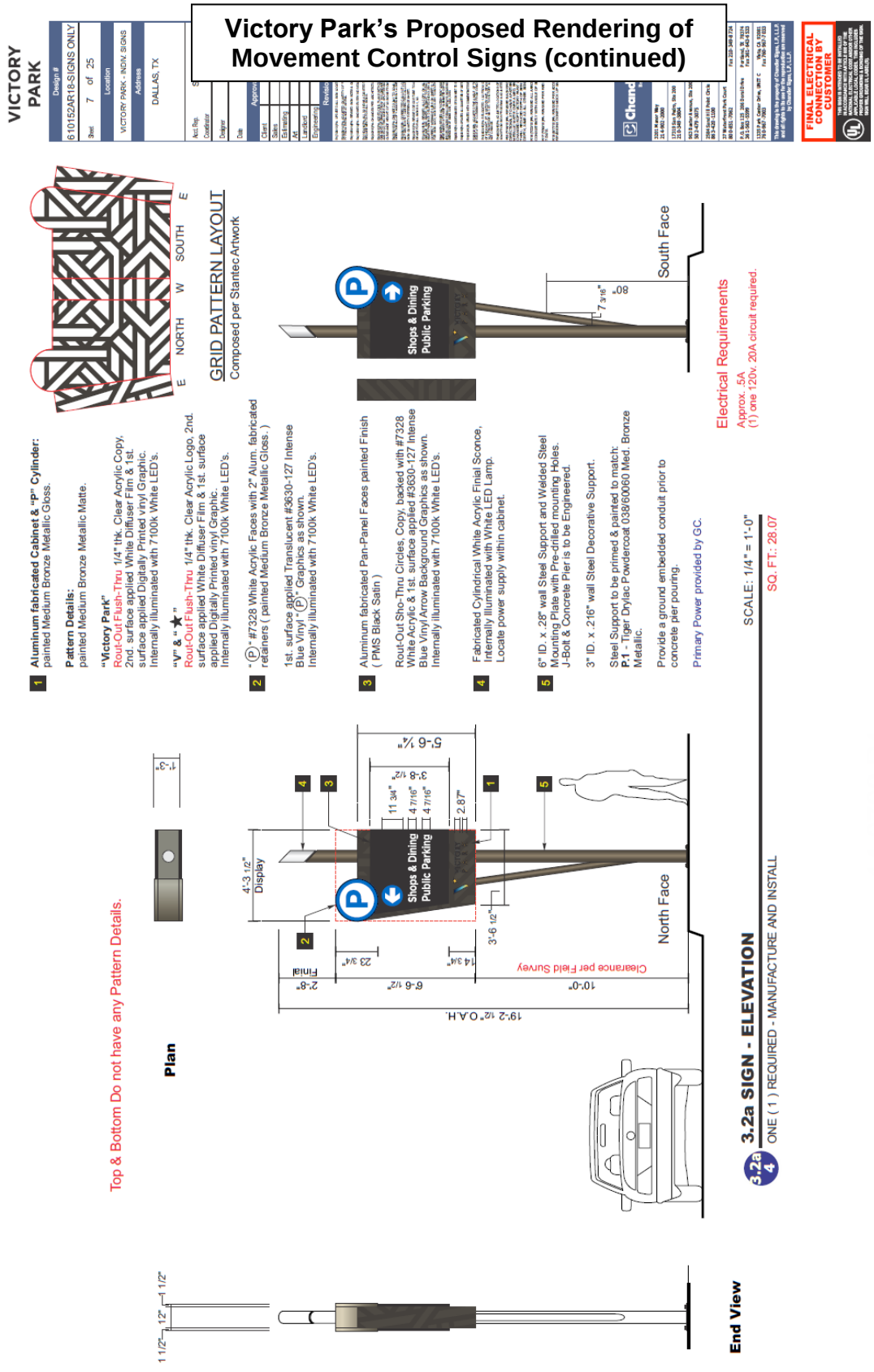
Victory Park's Proposed Rendering of Movement Control Signs (continued)



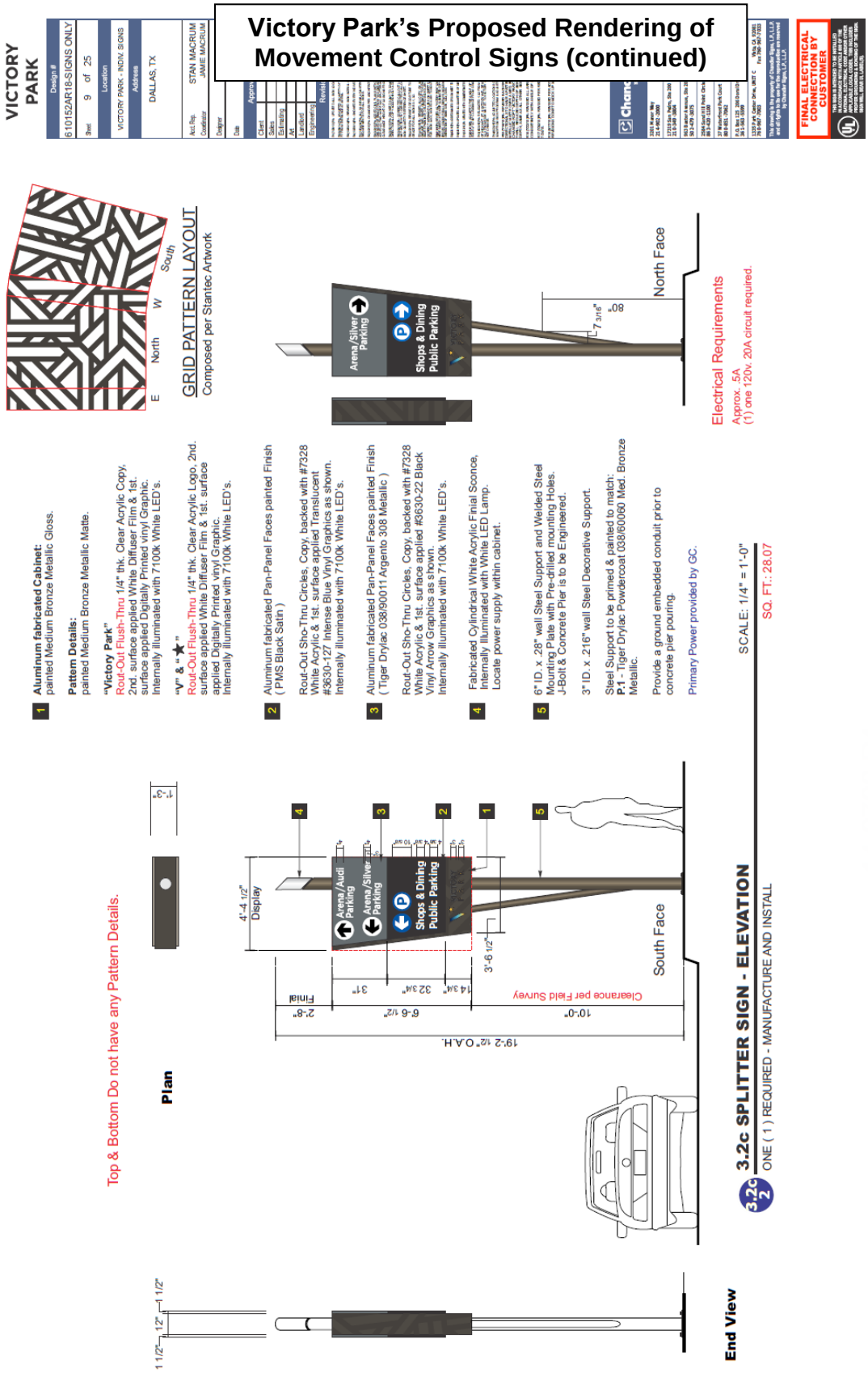
Victory Park's Proposed Rendering of Movement Control Signs (continued)

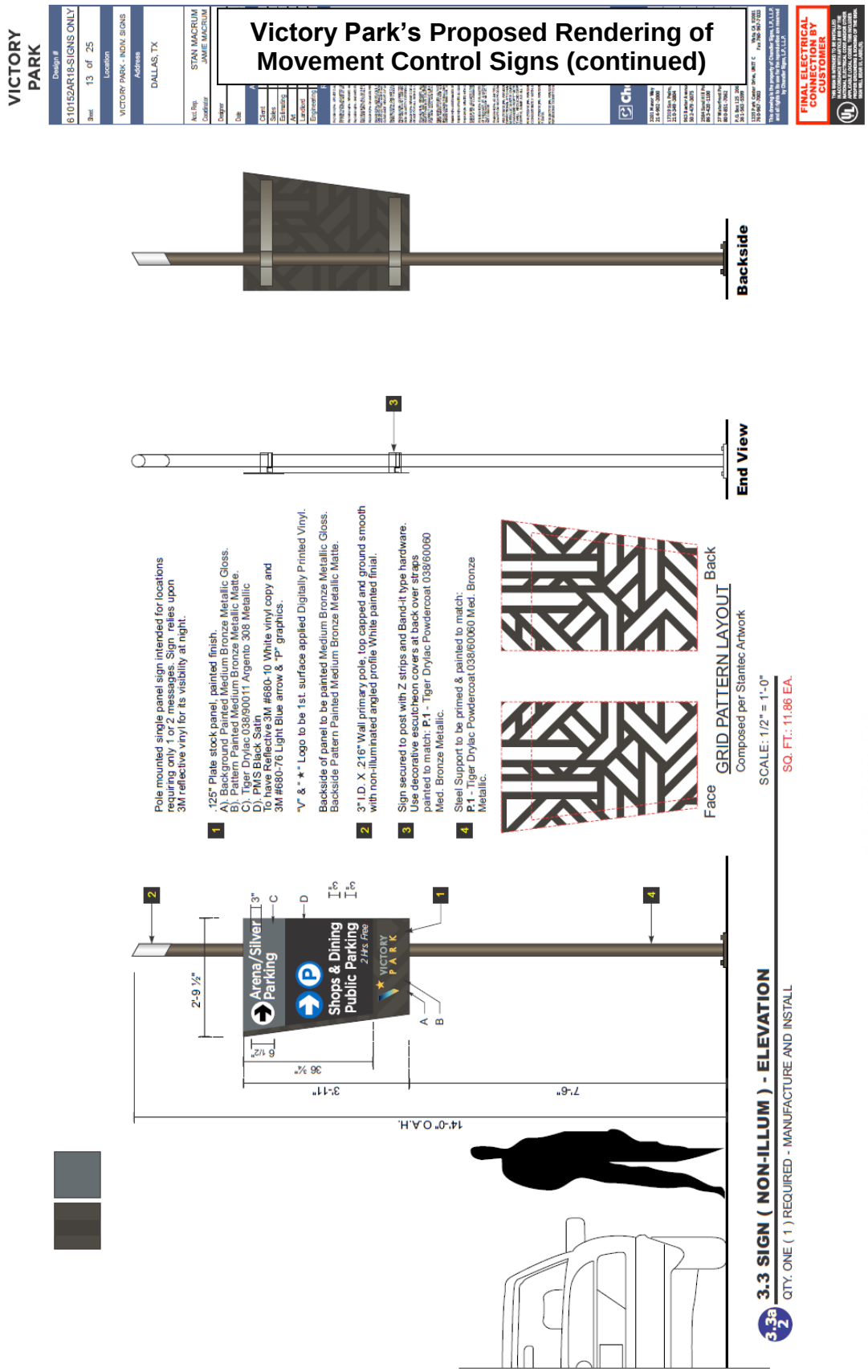


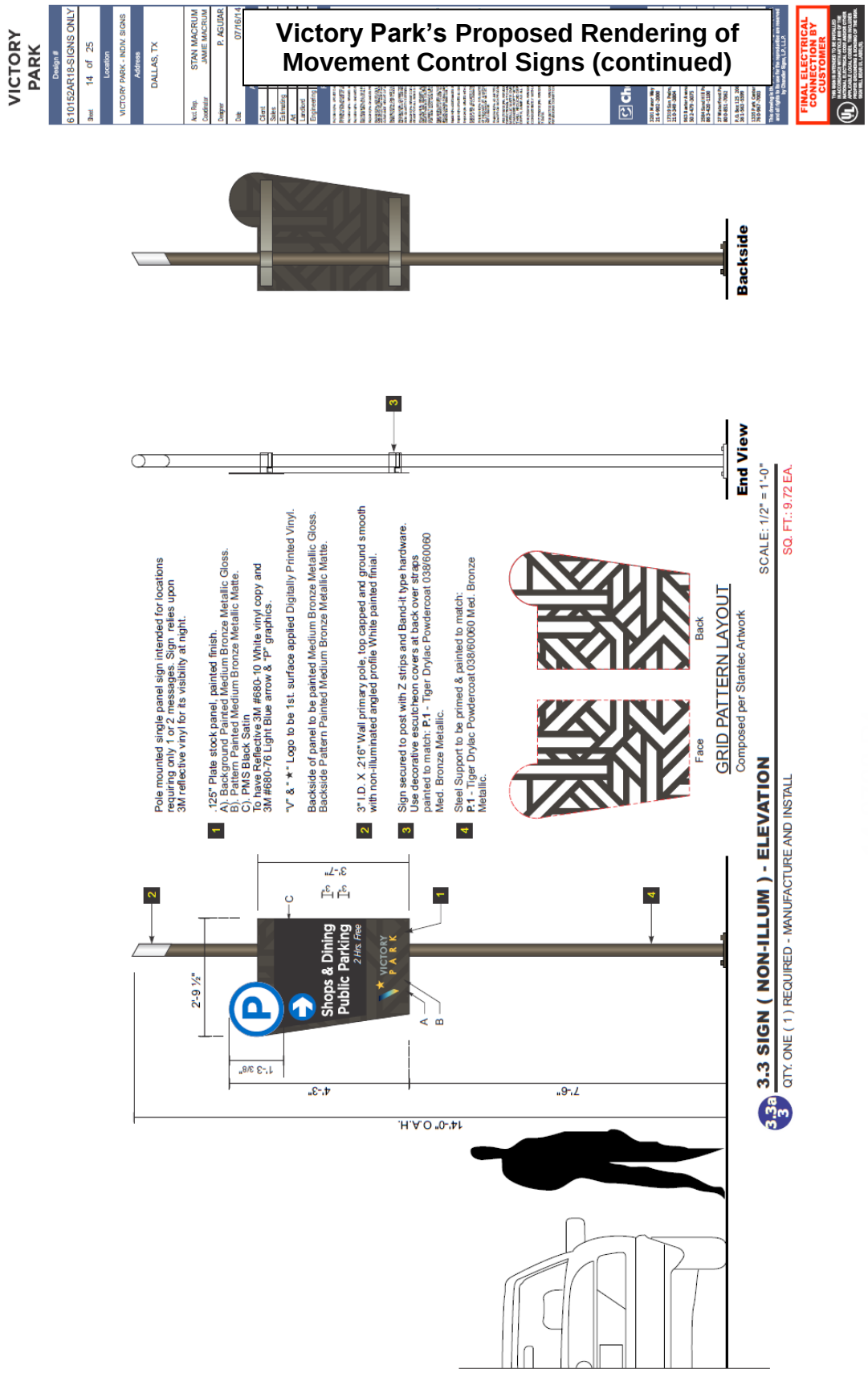
Victory Park's Proposed Rendering of Movement Control Signs (continued)



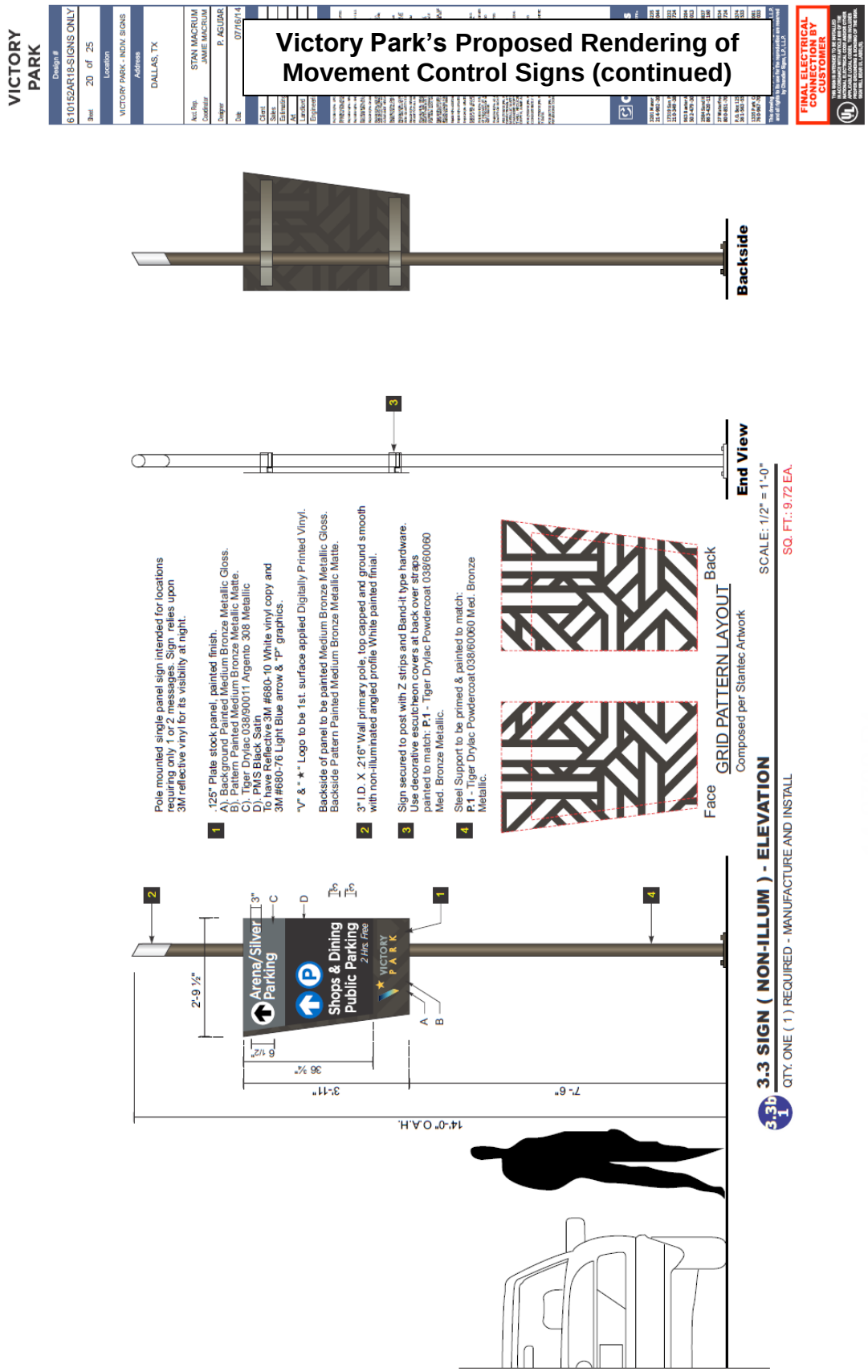
Victory Park's Proposed Rendering of Movement Control Signs (continued)




VICTORY PARK
Design #
610152/AR18-SIGNS ONLY
Sheet 13 of 25
Location
VICTORY PARK - INDIV. SIGNS
Address
DALLAS, TX
Act. Rep. STAN MACRUM
Coordinator JAMIE MACRUM
Designer
Date
Client
Sales
Production
Art
Landlord
Engineering
Victory Park's Proposed Rendering of Movement Control Signs (continued)
FINAL ELECTRICAL CONNECTION BY CUSTOMER
Backside
End View
Pole mounted single panel sign intended for locations requiring only 1 or 2 messages. Sign relies upon 3M reflective vinyl for its visibility at night.
1 .125" Plate stock panel, painted finish.
A). Background Painted Medium Bronze Metallic Gloss.
B). Pattern Painted Medium Bronze Metallic Matte.
C). Tiger Drylac 038/90011 Argento 308 Metallic
D). PMS Black Satin
To have Reflective 3M #680-10 White vinyl copy and 3M #680-76 Light Blue arrow & "P" graphics.
"V" & "★" Logo to be 1st. surface applied Digitally Printed Vinyl.
Backside of panel to be painted Medium Bronze Metallic Gloss.
Backside Pattern Painted Medium Bronze Metallic Matte.
2 3" I.D. X .216" Wall primary pole, top capped and ground smooth with non-illuminated angled profile White painted finial.
3 Sign secured to post with Z strips and Band-it type hardware. Use decorative escutcheon covers at back over straps painted to match: P.1 - Tiger Drylac Powdercoat 038/60060 Med. Bronze Metallic.
4 Steel Support to be primed & painted to match: P.1 - Tiger Drylac Powdercoat 038/60060 Med. Bronze Metallic.
Face
Back
GRID PATTERN LAYOUT
Composed per Stantec Artwork
SCALE: 1/2" = 1'-0"
SQ. FT.: 11.86 EA.
Arena/Silver Parking
Shops & Dining Public Parking
2 Hrs Free
VICTORY PARK
2'-9 1/2"
6 1/2"
36 3/4"
3'-11"
7'-6"
14'-0" O.A.H.
3.3 SIGN (NON-ILLUM) - ELEVATION
QTY. ONE (1) REQUIRED - MANUFACTURE AND INSTALL



Victory Park's Proposed Rendering of Movement Control Signs (continued)



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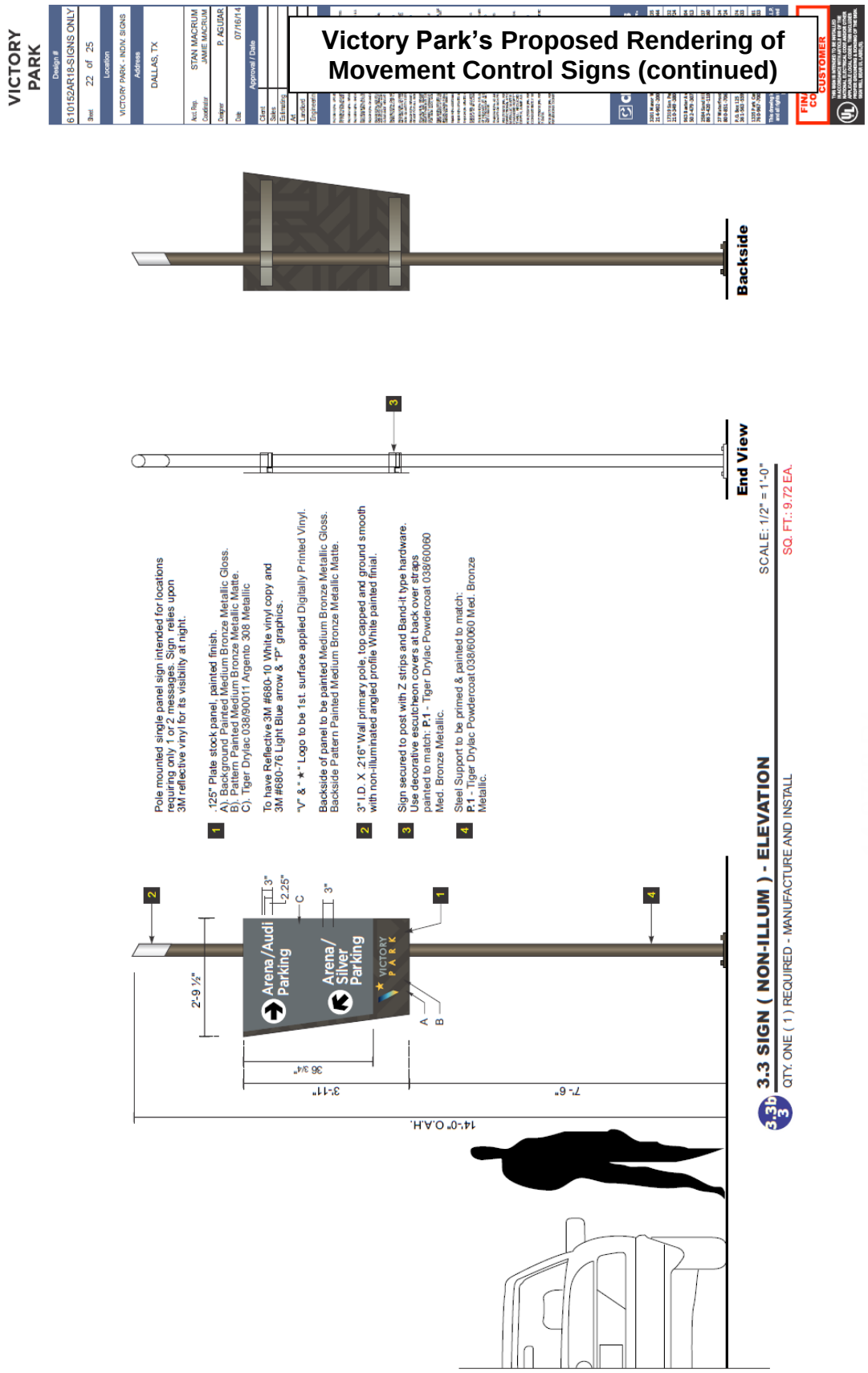
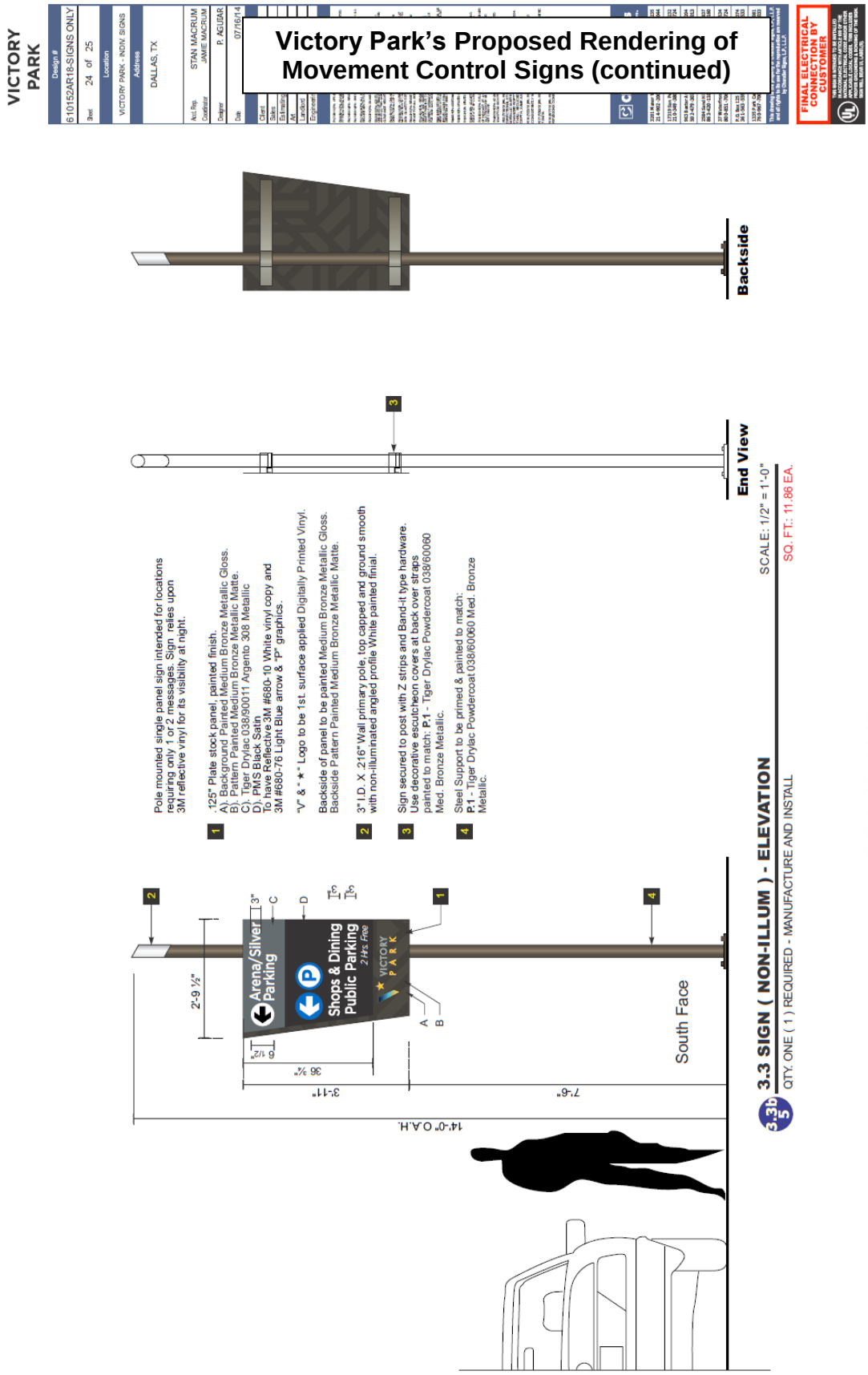


Victory Park's Proposed Rendering of Movement Control Signs (continued)

Victory Park's Proposed Rendering of Movement Control Signs (continued)



DRAFT SPSD AMENDMENT
11-25-15

Division 51A-7.1700.
Provisions for Victory Sign District.

SEC. 51A-7.1701. DESIGNATION OF VICTORY SIGN DISTRICT.

(a) A special provision sign district is hereby created to be known as the Victory Sign District.

(b) Any portion of this district that 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 within this district.

(c) This district is that area of the city within the ~~following described~~ boundaries described in Exhibit A attached to Ordinance No. _____, passed by the Dallas City Council on _____.~~:~~

OVERALL LEGAL DESCRIPTION DELETED FOR BREVITY. ALL LEGAL DESCRIPTIONS SHOULD BE REMOVED FROM THE BODY OF THE SPSD AND ATTACHED TO THE ORDINANCE. OVERALL BOUNDARY PROPOSED TO BE EXPANDED TO ADD LOT 1 BLOCK A/393.

SEC. 51A-7.1702. DESIGNATION OF SUBDISTRICTS.

(a) This district is hereby divided into four subdistricts: Subdistricts A, B, C, and D. Subdistrict B has ~~two~~ three subareas, B- 1 ~~and~~ B-2 and B-3. Subdistrict C has two tracts. Subdistrict D has one subarea, D-1.

(b) ~~Subdistrict A is that area of the city within the following described boundaries:~~

SUBDISTRICTS LEGAL DESCRIPTIONS DELETED FOR BREVITY.

The subdistrict boundaries are described in Exhibit B attached to Ordinance No. _____, passed by the Dallas City Council on _____.

ADD LOT 1 BLOCK A/393 TO SUBDISTRICT B AND ESTABLISH AS SUBDISTRICT B-3. ESTABLISH LOT 2 (except the portion in Subdistrict C), BLOCK A/397 AS SUBDISTRICT D-1.

SEC. 51A-7.1703. PURPOSE.

(a) The purpose of these sign regulations is to encourage and regulate the erection and display of signs that will create a unique, lively, and commercially-active environment that is bright and safe, and that incorporates diverse, state-of-the-art graphic technologies.

(b) These sign regulations have been developed to achieve the following objectives in this district:

(1) To create an atmosphere of vitality appropriate for a place where thousands of citizens gather for entertainment and celebration.

(2) To encourage the use of signs that are innovative, colorful, and entertaining, and that bring a distinctive character to this district.

(3) To identify and promote special events and cultural activities that will occur in this district.

(4) To encourage signs with a style, orientation, and location that take into consideration the high number of pedestrians expected within this district.

(5) To communicate clear directions to and through this district.

(6) To promote the economic success of businesses in this district.

SEC. 51A-7.1704. DEFINITIONS.

(a) In this division:

(1) ADVERTISE means to attract, or to attempt to attract, the attention of any person to any business, accommodations, goods, services, property, or commercial activity.

(2) ATTACHED SIGN means any sign attached to, applied on, or supported by, any part of a building (such as a wall, parapet, roof, window, canopy, awning, arcade, or marquee) that encloses or covers usable space, and any sign attached to, applied on, or supported by, mounted antennas, water reservoirs on buildings, chimneys, and visual screens that surround roof-mounted equipment. For the following signs, the term attached sign also means any sign attached to, applied on, or supported by the exterior structural framing of a building or architectural elements of a building, whether or not the exterior structural framing or architectural elements enclose or cover usable space:

(A) Signs on buildings adjacent to an entertainment complex plaza.

(B) A hotel spectacular sign as described in Section 51A-7.1727(d).

(3) AWNING SIGN means a sign that is attached to or applied or painted on an awning.

(4) BANNER means a sign attached to or applied on a strip of cloth, vinyl, or similar material and attached to a building or structure. Canopy signs and flags are not banners.

(5) BLOCK means an area bounded by streets on all sides.

(6) BLOCKFACE means all of the premises on one side of a block.

(7) BUILDING means a structure that has a roof supported by columns, walls or air for the shelter, support, or enclosure of persons, animals or chattel.

(8) CANOPY SIGN means a sign attached to, applied on, or supported by a canopy.

(9) CHANGEABLE MESSAGE SIGN means a sign displaying static or moving images (similar to television images) that may display different designs, messages, or advertisements and that may include LED/LCD elements, slide lettering, slated rotating surfaces, or other changeable message technology.

(10) CHARACTER means any letter of the alphabet or numeral.

(11) CITY means the city of Dallas, Texas.

(12) COMMERCIAL MESSAGE means a message placed or caused to be placed before the public by a person or business enterprise directly involved in the manufacture or sale of the products, property, accommodations, services, attractions, or activities or possible substitutes for those things which are the subject of the message and that:

(A) refers to the offer for sale or existence for sale of products, property, accommodations, services, attractions, or activities; or

(B) attracts attention to a business or to products, property, accommodations, services, attractions, or activities that are offered or exist for sale or for hire.

(13) COMMISSION means the city plan commission of the city of Dallas.

(14) DETACHED SIGN means any sign connected to the ground that is not an attached, portable, or vehicular sign.

(14.1) DIGITAL BANNER SIGN means a district identification sign consisting of an architectural feature pole structure displaying banner signs and a changeable message sign.

(15) DIRECTOR means the director of planning and development of the city or that director's designated representative.

(16) DISTRICT ACTIVITIES means: (A) the name, trade name, or logo of the owner or occupant of any premise within this district; (B) the identification of any premise within this district; (C) any accommodations, services, or activities offered or conducted, other than incidentally, on any premise within this district; (D) products sold, other than incidentally, on any premise within this district; and (E) the sale, lease, or construction of any premise within this district.

(17) EFFECTIVE AREA means the following:

(A) For marquee and other changeable message signs and detached signs other than monument signs, the area within a minimum imaginary rectangle of vertical and horizontal lines that fully contains all extremities of the sign, excluding its supports, mast, and finial that does not include patterns, characters, logos, or illustrations. The rectangle is calculated from an orthographic projection of the sign viewed horizontally. The viewpoint for this projection that produces the largest rectangle must be used. If elements of the sign are moveable or flexible, such as a flag or a string of lights, the measurement is taken when the elements are fully extended and parallel to the plane of view. If an attached sign moves or rotates, the sign's effective area shall be measured when the sign is stationary and shall not be based on the entire area within which the sign moves or rotates.

(B) For monument signs and attached signs other than marquee and other changeable message signs, the sum of the areas within minimum imaginary rectangles of vertical and horizontal lines, each of which fully contains a word, excluding a mast and finial that does not include patterns, characters, logos, or illustrations. If a design, outline, illustration, or interior illumination surrounds or attracts attention to a word, then it is included in the calculation of the effective area. An awning or canopy is not included in the calculation of the effective area.

(18) ENTERTAINMENT COMPLEX means a public, multi-use sports, entertainment, and convention facility with a seating capacity of at least 15,000, where people view and participate in events and performances, including, but not limited to, theatrical, musical and dramatic performances, professional or amateur sporting events, and meetings and assemblages.

(19) ENTERTAINMENT COMPLEX PLAZA means any outdoor area (whether publicly or privately owned) that is accessible to the public, and that is: (A) at least 10,000 square feet in size; (B) adjacent to an entertainment complex; or (C) within 300 feet of, and has direct pedestrian access to, an entertainment complex. Direct pedestrian access includes, but is not limited to, access across public or private streets.

(20) ERECT means to build, attach, hang, place, suspend, fasten, affix, maintain, paint, draw, or otherwise construct.

(21) EXPRESSWAY means Interstate Highway 35E and Woodall Rodgers Freeway.

(22) EXPRESSWAY-FACING FACADE means a facade that is parallel to or within 45 of the travel lanes of an expressway.

(23) FACADE means any separate face of a building, including parapet walls and omitted wall lines, or any part of a building which encloses or covers usable space, chimneys, roof-mounted equipment, mounted antennas, or water towers. Where separate faces are oriented in the same direction or in directions within 45° of one another, they are to be considered as part of a single facade. A roof is not a facade or part of a facade. Multiple buildings on the same lot will each be deemed to have separate facades. For purposes of these sign regulations, each 250 linear feet, or fraction thereof, of an expressway-facing facade in ~~Subarea~~ Subdistrict C is deemed to be a separate facade. For signs located on buildings adjacent to an entertainment complex plaza and the hotel spectacular sign, as described in Section 51A-7.1727(d), the term facade includes the exterior structural framing of a building or architectural elements of the building, whether or not the exterior structural framing or architectural element encloses or covers usable space.

(23.1) FINIAL means a single stationary ornamental element above a sign that may include a light.

(24) FLAT ATTACHED SIGN means an attached sign projecting 18 inches or less from a building.

(25) GOVERNMENT SIGN means a flag, insignia, legal notice, informational, directional, traffic, or safe school zone sign which is legally required or necessary to the essential functions of government agencies.

(26) HEIGHT, as applied to a sign, means the vertical distance between the highest part of the sign or its supporting structure, whichever is higher, and a level plane going through the nearest point of the vehicular traffic surface of the adjacent improved public right-of-way, other than an alley. In the event a sign is equidistant from more than one improved public right-of-way, none of which are alleys, the highest point shall be used.

(27) HIGHWAY BEAUTIFICATION ACT (HBA) SIGN means a non-premise sign that is within 660 feet of an expressway right-of-way and whose message is visible from the main traveled way of that expressway.

(28) ILLUMINATED SIGN means any sign that is directly lighted by any electrical light source, internal or external. This definition does not include signs that are illuminated by street lights or other light sources owned by any public agency or light sources that are specifically operated for the purpose of lighting the area in which the sign is located rather than the sign itself.

(29) KIOSK means a multi-sided structure for the display of premise and non-premise signs. Kiosks may be changeable message signs.

(30) LUMINANCE means the brightness of a sign or a portion thereof expressed in terms of footlamberts. For purposes of this division, luminance is determined by the use of an exposure meter calibrated to standards established by the National Bureau of Standards and equipped with a footlambert scale.

(31) MARQUEE SIGN means a changeable message sign attached to, applied on, or supported by a permanent canopy projecting over a pedestrian street entrance of a building.

(31.1) MAST means an upright pole that supports a sign and may extend above the sign.

(32) MONUMENT SIGN means a detached sign applied directly onto a grade-level support structure (instead of a pole support) with no separation between the sign and grade.

(33) MOVEMENT CONTROL SIGN means a sign that directs vehicular and pedestrian movement within this district or to the West End Historic District.

(34) NONCOMMERCIAL MESSAGE means any message that is not a commercial message. News messages such as stock quotes, scores from sporting events, and news bulletins are noncommercial messages.

(35) NON-PREMISE SIGN means any sign that is not a premise sign.

(36) OCCUPANCY means the purpose for which a building is used or intended to be used. The term also includes the building or room housing such use.

(37) ONE SIGN means any number of detached signs structurally connected above grade.

(38) PARAPET SIGN means a projecting attached sign erected on or attached to the eaves or edge of the roof or on a parapet. A parapet sign is not a roof sign.

(38.1) PARKING STRUCTURE SCREENING SIGN means an attached sign located on a parking structure intended to be creative and artful by use of visually interesting, vibrant, and colorful designs with promotional messages limited to the name or logo of the district or athletic team names, players, or logos.

(39) PERMANENT SIGN means any sign that is not a temporary sign as defined in this section or a sign permitted pursuant to Sections 51A-7.1716 through 51A-7.1722 of this division.

(40) PORTABLE SIGN means any sign that is not securely connected to the ground in such a way that it cannot easily be moved from one location to another and that is not an attached sign, vehicular sign, or a sign that refers solely to the sale or lease of the premises.

(41) PREMISE means a lot or unplatted tract that is reflected in the plat books of the building inspection division of the city. Refer to Section 51A-7.1709 of this division.

(42) PREMISE SIGN means any sign the content of which relates to the premise on which it is located and refers exclusively to:

(A) the name, trade name, or logo of the owner or occupant of the premise or the identification of the premises;

(B) accommodations, services, or activities offered or conducted on the premise;

(C) products sold, other than incidentally, on the premise if no more than 70 percent of the sign is devoted to the advertisement of products by brand name or symbol; or

(D) the sale, lease, or construction of the premise.

(43) PROJECTING ATTACHED SIGN means an attached sign projecting 18 or more inches from a building.

(44) PROMOTIONAL MESSAGE means a message that identifies, promotes, or advertises a cultural activity within this district, any event being conducted, in whole or in part, in an entertainment complex or entertainment complex plaza within this district, any special event being conducted in this district, or any other event that will benefit the city. Benefit to the city is established by:

(A) use of city property in accordance with a contract, license, or permit;

(B) the receipt of city monies for the activity or event; or

(C) an ordinance or resolution of the city council that recognizes the activity or event as benefiting the city.

(45) PROTECTIVE SIGN means any sign that is commonly associated with safeguarding the permitted uses of the occupancy, including, but not limited to "bad dog," "no trespassing," and "no solicitors."

(46) PUBLIC AREA means any publicly or privately-owned outdoor area that is accessible to the public.

(47) ROOF SIGN means a sign that is attached to or supported by the roof of a building.

(48) SAFE SCHOOL ZONE SIGN means a government sign:

(A) to be placed in the public right-of-way at the direction of a school district;

(B) indicating a safe school hotline number, or an alcohol-free, gun-free, or drug-free zone for a school; and

(C) erected to give notice of these zones in order to aid in the enforcement of state or federal laws involving violation of certain crimes in proximity of a school.

(49) SETBACK means the distance between a sign and the nearest public right-of-way line. An alley is not considered to be public right-of-way for the purpose of calculating a setback. Where a public way crosses a railroad right-of-way, the setback is measured from the public right-of-way line extended across the railroad right-of-way.

(50) SIGN means any device, flag, light, figure, picture, letter, word, message, symbol, plaque, poster, display, design, painting, drawing, billboard, wind device, or other thing visible from outside the premise on which it is located and that is designed, intended, or used to inform or advertise to persons not on that premise. This definition does not include:

(A) searchlights and landscape features that display no words or symbols;

(B) works of art that are not designed, intended, or used to advertise; or

(C) temporary holiday decorations.

(51) SIGN HARDWARE means the structural support system for a sign, including the fastening devices that secure the sign to a building facade or pole.

(52) SIGN SUPPORT means any pole, post, strut, cable, or other structural fixture or framework necessary to hold and secure a sign, providing that the fixture or framework is not imprinted with any picture, symbol, or word using characters in excess of one inch in height, nor is internally or decoratively illuminated.

(53) SPECIAL EVENT means a temporary event or gathering, including a special event parade, using either private or public property, in which the estimated number of participants and spectators exceeds 75 during any day of the event and that involves one or more of the following activities, except when the activity is for construction or housemoving purposes only:

(A) Closing of a public street.

(B) Blocking or restriction of public property.

(C) Sale of merchandise, food, or beverages on public or private property.

(D) Erection of a tent on public or private property.

(E) Installation of a stage, bandshell, trailer, van, portable building, grandstand, or bleachers on public or private property.

(F) Placement of portable toilets on public or private property.

(54) SPECIAL EVENT PARADE means the assembly of three or more persons whose gathering is for the common design of traveling or marching in procession from one location to any other location for the purpose of advertising, promoting, celebrating, or commemorating a thing, person, date, or event that is not directly related to the expression of feelings and beliefs on current political, religious, or social issues.

(55) SPECIAL PURPOSE SIGN means a sign temporarily supplementing the permanent signs on a premise.

(56) TEMPORARY SIGN means a sign erected for a limited time that identifies an event or activity of limited duration. Examples include signs advertising the sale or lease of property, construction activity in progress, or a concert or other cultural event.

(57) THIS DISTRICT means the Victory Sign District.

(58) VEHICULAR SIGN means any sign on a vehicle moving along the ground or on any vehicle parked temporarily, incidental to its principal use for transportation. This definition does not include signs that are being transported to a site of permanent erection.

(59) WELCOME MESSAGE means a message that identifies and greets heads of state; foreign dignitaries; groups using city property in accordance with a contract, license, or permit; or government organizations.

(60) WIND DEVICE means any flag, banner, pennant, streamer, or similar device that moves freely in the wind.

(60.1) WINDOW SIGN means a sign painted or affixed to a window.

(61) WORD: For purposes of this division, each of the following is considered to be one word:

(A) Any word in any language found in any standard unabridged dictionary or dictionary of slang.

(B) Any proper noun or any initial or series of initials.

(C) Any separate character, symbol or abbreviation such as "&", "$", "%", and "Inc.".

(D) Any telephone number or commonly used combination of numerals and symbols such as "$5.00" or "50%".

(E) Any internet website, network, or protocol address, domain name, or universal record locator.

(F) Any symbol or logo that is a registered trademark but which itself contains no word or character. A street number is not considered to be a word. (Ord. Nos. 24348; 25047; 25918)

SEC. 51A-7.1705. APPLICABILITY OF HIGHWAY BEAUTIFICATION ACTS.

For purposes of applying the Federal and Texas Highway Beautification Acts, this district is considered to be a commercial zoning district. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1706. VICTORY DISTRICT SIGN PERMIT REQUIREMENTS.

(a) In general. Except as provided in this subsection, a person shall not alter, place, maintain, expand, or remove a sign in this district without first obtaining a sign permit from the city. A sign permit is not required to:

(i) Erect an illuminated projection sign in accordance with Section 51A-7.1727(i).

(ii) change the text on a changeable message sign or a kiosk.

(iii) Erect or replace a banner using the existing sign hardware. A sign permit is required to install sign hardware for a banner.

(b) Sign permit procedures. Except as provided in Subsection (c) below, the procedures for obtaining a sign permit in Division 51A-7.600 apply in this district.

(c) Roof Signs in Subdistrict B.

(i) Certificate of appropriateness required. No sign permit may be issued to authorize a roof sign in Subdistrict B unless the commission has first issued a certificate of appropriateness in accordance with this subsection.

(ii) Application for a roof sign. When applying for a roof sign in Subdistrict B, the applicant shall submit an application in duplicate to the building official. After determining that the proposed roof sign conforms with all building, electrical, and mechanical codes and all sign regulations in this ordinance, the building official shall forward a copy of the application to the director within five working days of its receipt. The applicant shall provide the building official and the director with specific information in the form of perspectives, renderings, photographs, models, or other representations sufficient to show the nature of the proposed sign and its effect on the building on which it is located as well as its effect on surrounding premises. Any applicant may request a meeting with the director before submitting an application and may consult with the director during the review of the permit application.

(iii) Review of application by director. The director shall review the application and make a recommendation within 10 days of its receipt. In reviewing an application, he shall first consider whether the applicant has submitted sufficient information to allow an informed decision. If he finds that the proposed roof sign is consistent with the special character of this district, he shall make a recommendation of approval to the commission. The director shall consider the proposed sign in terms of its appropriateness for this district without regard to any consideration of the message conveyed by the sign. After consideration of these factors, the director shall recommend approval or denial of the application and forward that recommendation to the commission.

(iv) City plan commission review. Upon receipt of a recommendation by the director, the commission shall hold a public hearing to consider the application. At least 10 days before the hearing, notice of the date, time, and place of the hearing, the name of the applicant, and the location of the proposed roof sign must be published in the official newspaper of the city. In addition, the building official shall serve, by hand-delivery or mail, a written notice to the applicant that contains a reference to this subsection, and the date, time, and location of the hearing. A notice sent by mail is served by depositing it properly addressed and postage paid in the United States mail. In making its decision, the commission shall consider the same factors that were required to be considered by the director in making his recommendation. If the commission approves the application, it shall forward a certificate of appropriateness to the building official within 15 days of the date of its approval. If the commission denies the application, it shall so inform the building official in writing. The building official shall advise the applicant of the denial within five working days of the date of receipt of the written notice from the commission. If the commission does not deny the application within 60 days of its receipt by the building official, the building official shall issue a certificate of appropriateness to the applicant.

(v) Authority of building official not affected. Nothing in this subsection shall affect or modify the authority of the building official to refuse to grant a sign permit when the proposed roof sign

does not conform to the height, effective area, setback, or similar restrictions established by this ordinance or the structural requirements of the construction codes of the city.

(vi) Appeal to council. A decision to deny the certificate may be appealed by the applicant. An appeal is made by filing a written request with the director for review by the city council. An appeal must be made within 10 days after notice is given to the applicant of the commission's decision. In considering the appeal, the sole issue shall be whether or not the commission erred in making its decision, and in this connection, the city council shall consider the same standards that were required to be considered by the commission. Decisions of the city council are final as to available administrative remedies. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1707. IMITATION OF TRAFFIC AND EMERGENCY SIGNS PROHIBITED.

No person shall cause to be erected or maintained any sign using any combination of forms, words, colors, or lights that imitate standard public traffic regulatory, emergency signs, or signals. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1708. OTHER CODES NOT IN CONFLICT, APPLICABLE.

All signs erected or maintained pursuant to the provisions of this division shall be erected and maintained in compliance with all applicable state laws and with the building code, electrical code, and other applicable ordinances of the city. In the event of conflict between this division and other laws, the most restrictive standard applies. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1709. CREATION OF SITE.

Except for signs located wholly within the public right-of- way, the building official shall not issue a permit for construction, erection, placement, or maintenance of a sign until a site is established in one of the following ways:

(1) A lot is part of a plat which is approved by the city plan commission and filed in the plat records of Dallas County, Texas.

(2) Tracts that are governed by a detached sign unity agreement in accordance with Section 51A-7.1710. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1710. DETACHED SIGN UNITY AGREEMENTS.

(a) The building official may authorize the dissolution of common boundary lines between lots for the limited purpose of allowing those lots to be considered one premise for the erection of detached signs if a written agreement is executed in accordance with this section on a form provided by the city.

(b) The agreement must:

(1) contain legal descriptions of the properties sharing the common boundary line(s);

(2) set forth adequate consideration between the parties;

(3) state that all parties agree that the properties sharing the common boundary line(s) may be collectively treated as one lot for the limited purpose of erecting detached signs;

(4) state that the dissolution of the common boundary line(s) described in the agreement is only for the limited purpose of allowing the erection of detached signs, and that actual lines of property ownership are not affected;

(5) state that it constitutes a covenant running with the land with respect to all properties sharing the common boundary line(s);

(6) state that all parties agree to defend, indemnify, and hold harmless the city of Dallas from and against all claims or liabilities arising out of or in connection with the agreement;

(7) state that it shall be governed by the laws of the state of Texas;

(8) state that it may only be amended or terminated by a subsequent written instrument that is:

(A) signed by an owner of property sharing the common boundary line(s) or by a lienholder, other than a taxing entity, that has either an interest in a property sharing the common boundary line(s) or an improvement on such a property;

(B) approved by the building official;

(C) approved as to form by the city attorney; and

(D) filed and made a part of the deed records of Dallas County, Texas;

(9) be approved by the building official and be approved as to form by the city attorney;

(10) be signed by all owners of the properties sharing the common boundary line(s);

(11) be signed by all lienholders, other than taxing entities, that have either an interest in the properties sharing the common boundary line(s) or an improvement on those properties; and

(12) be filed and made a part of the deed records of Dallas County, Texas.

(c) The building official shall approve an agreement if all properties governed by the agreement fully comply with the regulations in this division.

(d) An agreement shall not be considered effective until a true and correct copy of the approved agreement is filed in the deed records in accordance with this section and two file-marked copies of the agreement are filed with the building official.

(e) An agreement may only be amended or terminated by a written instrument that is executed in accordance with this subsection on a form provided by the city. The instrument must be:

(1) signed by an owner of property sharing the common boundary line(s) or by a lienholder, other than a taxing entity, that has either an interest in a property sharing the common boundary line(s) or an improvement on such a property;

(2) approved by the building official;

(3) approved as to form by the city attorney; and

(4) filed and made a part of the deed records of Dallas County, Texas.

The building official shall approve an instrument amending or terminating an agreement if all properties governed by the agreement fully comply with the regulations in this division. The amending or terminating instrument shall not be considered effective until it is filed in the deed records in accordance with this subsection and two file-marked copies are filed with the building official.

(f) No detached non-premise sign may be erected or maintained on a property that is described in an agreement executed in accordance with this section. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1711. GENERAL MAINTENANCE.

(a) In general. Sign and sign supports must be maintained in a state of good repair and neat appearance at all times.

(b) Revocation of permit.

(1) The building official shall revoke, in writing, the sign permit for a sign if it has for a period of one year:

(A) displayed obsolete advertising matter;

(B) been without advertising matter; or

(C) been damaged in excess of 50 percent of the cost of replacement of the sign.

(2) The owner of the sign is liable to the city for a civil penalty in the amount of $200 a day for each calendar day that the sign is maintained without a required permit. The building official shall give written notice to the property owner of the amount owed to the city in civil penalties, and shall notify the city attorney of any unpaid civil penalty. The city attorney shall collect unpaid civil penalties in a suit on the city's behalf.

(3) The civil penalty provided for in Paragraph (2) is in addition to any other enforcement remedy the city may have under city ordinances and state law. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1712. GOVERNMENT SIGNS.

(a) Except as provided in Subsection (b), nothing in this division shall be construed to regulate the display of a government sign.

(b) Safe school zone signs must satisfy the following requirements.

(1) Each sign must be erected within 600 feet of a school.

(2) No sign may exceed five square feet in effective area.

(3) At least 80 percent of the effective area of each sign must be devoted to a governmental message.

(4) Up to 20 percent of the effective area of each sign may be devoted to the identification of a sponsor. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1713. SIGNS OVER THE PUBLIC RIGHT–OF–WAY.

(a) Signs may be located in or project over the public right-of-way, including, but not limited to, sidewalks, subject to the licensing and franchise requirements of Chapter XIV of the city charter, Article VI of Chapter 43 of the Dallas City Code, as amended, and the requirements of this section.

(b) The traffic engineer shall review the location of any sign located in or overhanging the public right-of-way to ensure that the sign will not pose a traffic hazard or visibility obstruction.

SEC. 51A-7.1714. COMMERCIAL VERSUS NONCOMMERCIAL MESSAGES.

(a) Notwithstanding any other provision of this ordinance, any sign that may display a commercial message may also display a noncommercial message, either in place of or in addition to the commercial message, so long as the sign complies with other requirements of this ordinance that do not pertain to the content of the message displayed.

(b) Notwithstanding any other provision of this ordinance, any sign that may display one type of noncommercial message may also display any other type of noncommercial message, so long as the sign complies with other requirements of this ordinance that do not pertain to the content of the message displayed. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1715. PREMISE VERSUS NON-PREMISE ADVERTISEMENT.

Notwithstanding any other provision of this ordinance, any sign that may display non-premise advertisement may display premise advertisement in place of the non-premise advertisement, so long as the sign complies with other requirements of this ordinance that do not pertain to the content of the message displayed. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1716. MOVEMENT CONTROL SIGNS.

In addition to all other signs permitted in this ordinance, movement control signs are permitted subject to the following provisions:

(1) Movement control signs must direct vehicular or pedestrian movement within this district or to the West End Historic District and may include the name or logo of any premise located in this district or the name or logo of the West End Historic District.

Staff recommendation:

(2) No movement control sign may exceed ~~10~~ 30 square feet in effective area.

Victory Park requested:

(2) ~~No movement control sign may exceed 10 square feet in effective area~~ Maximum of four movement control signs may not exceed 60 square feet in effective area. The locations of these signs are limited to areas near the intersections of Victory Avenue and Victory Avenue West; Olive Street and

North Houston Street; Continental Avenue and Victory Avenue; and North Houston Street and Victory Avenue West.

(3) No more than 10 movement control signs may exceed 30 square feet in effective area.

(4~~3~~) Movement control signs may be attached or detached signs and may be erected on any premise without limit as to number.

(5) Movement control signs may have changeable message devices when the messages are limited to directing vehicular movement, including but not limited to the availability and amount of parking, price of parking, and the name of the parking business.

SEC. 51A-7.1717. SIGNS IN PUBLIC PLACES.

In addition to all other signs permitted in this ordinance, an unlimited number of signs that only identify the name and or logo of this district may be located on or incorporated into manhole covers, street light poles, sidewalks, benches, trash receptacles, and other improvements in public areas. No such sign, however, may exceed one square foot in effective area or contain more than ~~one~~ three words. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1718. PROTECTIVE SIGNS.

(a) The occupant of a premise may erect not more than two protective signs, in accordance with the following provisions:

(1) No sign may exceed 100 square inches in effective area.

(2) No detached sign may exceed two feet in height.

(3) No letter may exceed four inches in height.

(b) The protective signs authorized in the preceding subsection are in addition to all other signs permitted in this ordinance. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1719. VEHICULAR SIGNS.

(a) In addition to all other signs permitted in this ordinance, vehicular signs are permitted subject to the following restrictions:

(1) No sign may contain flashing or moving elements.

(2) No sign may have an element with a luminance greater than 200 footlamberts.

(3) No sign may project beyond the surface of a vehicle in excess of eight inches.

(4) No sign may be attached to a vehicle so that the driver's vision is obstructed from any angle.

(5) Signs, lights, and signals used by authorized emergency vehicles are not restricted.

(b) A vehicular sign must comply with all regulations for detached signs if:

(1) it is placed so as to constitute a "sign" as defined in Section 51A-7.1704; and

(2) the vehicle upon which the sign is located is parked on other than a temporary basis.

(c) The owner of the vehicle upon which a vehicular sign is placed is responsible for ensuring that the provisions of this section are adhered to and commits an offense if any vehicular sign on his vehicle violates this section. If such a vehicle is found unattended or unoccupied, the registered owner of the vehicle shall be presumed to be the actual owner. The records of the state highway department or the county highway license department showing the name of the registered owner of the vehicle shall constitute prima facie evidence of actual ownership by the named individual. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1720. STREET CONSTRUCTION ALLEVIATION SIGNS.

(a) Definitions. In this section, unless the context clearly indicates otherwise:

(1) CONSTRUCTION means major activity involving on-site excavation, fabrication, erection, alteration, repair, or demolition that materially alters or restricts access to a premise.

(2) DIRECTOR means the director of public works of the city or his or her designated representative.

(3) ERECT means erect or maintain.

(4) OPERATOR means a person who causes a use or business to function or puts or keeps a use or business in operation. A person need not have an ownership interest in a use or business to be an "operator" of the use or business for purposes of this section.

(5) OWNER includes any part owner, joint owner, tenant in common, tenant in partnership, joint tenant, tenant by the entirety, or lessee.

(6) SIGN means a sign authorized to be erected or maintained under this section.

(7) STREET means a street more than 85 feet in width, including frontage roads, if applicable. "Frontage Road" means a frontage, access, or service road for a freeway or tollway.

(b) Purpose. The purpose of this section is to promote the health, safety, morals, and general welfare of the city in order to lessen the congestion in the streets; to improve communications efficiency by allowing businesses to identify themselves and by helping customers to locate these businesses; to promote the safety of persons and property by reducing the confusion created by street construction; and to preserve landscape quality by imposing uniform standards. This section is not intended to apply to temporary minor repairs to streets.

(c) Authority to erect. In addition to any other signs permitted in this ordinance, up to two detached premise signs may be erected on a premise if:

(1) the premise contains at least one main use other than a single family or duplex use;

(2) the premise has frontage along that portion of a street under construction as defined in Subsection (a); and

(3) the director has given written notice in accordance with Subsection (d).

(d) Notice required to be given by the director. Whenever the director determines that construction of a street, as defined in this section, is imminent, the director shall serve a written notice for the purpose of authorizing the erection of signs in accordance with this section. The written notice may be hand-delivered, sent by mail, or published in the official newspaper of the city. In order to validly authorize a sign under this section, the notice must:

(1) contain a reference to or copy of this section;

(2) describe with specificity the portion of the street that is or will be under construction;

(3) contain estimated commencement and completion dates for the construction; and

(4) contain a statement that no sign may be erected or maintained on a premise:

(A) more than five days before the estimated construction commencement date stated in the notice; or

(B) more than five days after the estimated construction completion date stated in the notice.

(e) Time period when sign authorized. This section only authorizes signs to be placed on property adjacent to that portion of a street described in the notice given pursuant to Subsection (d) during the time period beginning five days before the estimated construction commencement date stated in the notice and ending five days after the estimated construction completion date stated in the notice. No sign may be erected or maintained on a premise:

(1) more than five days before the estimated construction commencement date stated in the notice; or

(2) more than five days after the estimated construction completion date stated in the notice.

The director may change the time period for erecting and maintaining signs under this section at any time by giving a new notice in accordance with Subsection (d).

(f) Physical requirements for sign. All signs must comply with the following paragraphs:

(1) No more than two signs may be erected on a premise. No more than one sign may be erected at any motor vehicle entrance to a premise.

(2) No setback is required for a sign; however, no sign may be located in a public right-of-way. If a sign is placed in a visibility triangle as defined in Section51A-4.602(d), it shall be a defense to prosecution under that section that the sign does not constitute a traffic hazard.

(3) The sign must be visible from and oriented towards the street under construction and have an arrow that directs motorists to a motor vehicle entrance to the premise.

(4) The sign must be a square, with dimensions of four feet by four feet. It must have a three-inch border of white reflective sheeting or paint and a reflective blue background. The text of the sign must consist of reflective white characters. (Note: It is intended that the requirements of this paragraph be strictly and precisely complied with.)

(5) No sign may exceed eight feet in height.

(6) No sign may be a portable sign unless the director determines that the sign does not constitute a safety hazard.

(g) Criminal responsibility. If a sign violates this section and is not otherwise authorized under the Dallas City Code, a person is criminally responsible for a sign unlawfully erected or maintained if the person:

(1) erects or maintains the sign;

(2) is an owner or operator of a use or business to which the sign refers; or

(3) owns part or all of the land on which the sign is located.

(h) City may remove signs. The City of Dallas may remove any sign without liability if the director determines that the sign constitutes a safety hazard, or if the sign does not comply with this section; however, the city shall not be liable for failure to remove a sign. (Ord. Nos. 24348; 25047; 25918)

SEC. 51A-7.1721. ATTACHED SIGNS ON MACHINERY OR EQUIPMENT.

Words may be attached to machinery or equipment which is necessary or customary to a business, including but not limited to devices such as gasoline pumps, vending machines, ice machines, etc., provided that the words so attached refer exclusively to products or services dispensed by the device, consist of characters no more than four inches in height, and project no more than one inch from the surface of the device. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1722. DISTRICT IDENTIFICATION SIGNS.

(a) District identification signs may only identify the name or logo of this district. Banners attached to pole supports and digital banner signs may only identify the name or logo of this district and have promotional messages limited to athletic team names, players, or logos.

(b) ~~No sign may exceed two words or be a changeable message sign.~~ District identification signs may be attached or detached signs.

(c) These signs are in addition to all other signs permitted on a premise and are subject to the following regulations:

(1) In Subdistrict A, district identification signs are not permitted in addition to the other signs authorized on a premise. Any sign in Subdistrict A that identifies the name or logo of this district must meet the regulations for attached or detached signs in Subdistrict A, and the sign will be included in the calculation of the number of permitted signs on a premise.

(2) In Subdistricts B and D, district identification signs must be flat attached signs, monument signs, ~~or~~ banners attached to pole supports, or digital banner signs. ~~A maximum of three flat attached or monument signs are permitted. Banners are not limited in number. If the sign is a flat attached sign, the sign may not have an effective area greater than 900 square feet. If the sign is a monument sign, the sign may not exceed 10 feet in height or have an effective area greater than 150 square feet. If the sign is a banner, the banner and its hardware must:~~

~~(A) meet the sign construction and design standards contained in the Dallas Building Code;~~

~~(B) be at least 12 feet but no more than 25 feet above grade;~~

~~(C) not project more than three feet from the pole on which it is mounted;~~

~~(D) not exceed 50 square feet in effective area; and~~

~~(E) be made out of weather-resistant and rust-proof material.~~

(A) Attached and detached signs. In Subdistrict B, maximum of three flat attached signs or monument signs are permitted. In Subdistrict D, a maximum of two monument signs are permitted. The maximum effective area for a flat attached sign is 900 square feet. The maximum effective area for a monument sign is 150 square feet and the sign may not exceed 10 feet in height

(B) Banners attached to pole supports. No maximum number of banners attached to pole supports. The following additional restrictions apply:

(i) Banners and hardware must meet the sign construction and design standards contained in the Dallas Building Code and be constructed of weather-resistant and rust-proof material.

(ii) Maximum height, including masts and finials, is 36 feet.

(iii) Banners must be between 12 feet and 30 feet above grade, excluding masts and finials.

(iv) Maximum projection for banners is 3 feet from the pole on which it is mounted.

(v) Maximum effective area for banners is 50 square feet.

(C) Digital banner signs. Maximum one digital banner sign per blockface. The following additional restrictions apply:

(i) Digital banner pole signs are limited to the following locations:

(aa) The southwest corner of North Houston Street and Olive Street;

(bb) The southwest corner of Victory Park Lane and Olive Street;

(cc) The southwest corner of North Houston Street and Museum Way;

(dd) The northeast corner of Victory Park Lane and High Market Street;

(ee) The northeast corner of North Houston Street and High Market Street;

(ff) The northwest corner of Victory Park Lane and High Market Street;

(gg) The northwest corner of North Houston Street and Lamar Street;

(hh) The southeast corner of Victory Avenue and Olive Street; and

(ii) The southeast corner of Victory Avenue and High Market Street.

(ii) Maximum one changeable message sign per digital banner sign.

(iii) Banners and hardware must meet the sign construction and design standards contained in the Dallas Building Code and must be constructed of weather-resistant and rust-proof material.

(iv) Maximum height is 36 feet, including masts and finials.

(v) Banners and changeable message signs must be located between 12 feet and 30 feet above grade, excluding masts and finials.

Staff recommended:

(vi) Maximum projection for banners and changeable message signs is 3 feet from the pole on which it is mounted.

Victory Park requested:

(vi) Maximum projection for banners and changeable message signs is 3 feet from the pole on which it is mounted. Maximum projection for an element containing the logo or name of the district is 6 feet from the pole on which it is mounted.

(vii) Maximum effective area for banners is 50 square feet in.

(viii) Maximum effective area for changeable message signs located on banner pole signs is 40 square feet.

(ix) Maximum effective area for the logo or name of the district on the pole is 10 square feet.

(x) Operational requirements for changeable message signs on banner pole signs:

(aa) Display. No changeable message signs may display light of such intensity or brilliance to cause glare, impair the vision of an ordinary driver, or constitute a nuisance.

(bb) Light intensity. Before the issuance of a changeable message sign permit, the applicant shall provide written certification from the sign manufacturer that:

(I) the light intensity has been factory programmed to comply with the maximum brightness and dimming standards in the table in Subparagraph (c)(2)(C)(x)(a); and

(II) the light intensity is protected from end-user manipulation by password-protected software, or other method satisfactory to the building official.

(cc) Streaming information. If a special events permit has been issued for district activities, streaming video and audio is permitted, except that ticker tape streaming is permitted at all times when the changeable message sign is operating. Ticker tape streaming must be located within the bottom 10 percent of the effective area.

(ee) Malfunction. Changeable message sign operators must respond to a malfunction or safety issue within one hour after notification.

(3) In Subdistrict C, the only district identification signs permitted are one monument sign and banners attached to pole supports. If the sign is a monument sign, the sign may not exceed 10 feet in height or have an effective area greater than 150 square feet. If the sign is a banner, the banner and its hardware must:

(A) meet the sign construction and design standards contained in the Dallas Building Code;

(B) be at least 12 feet but no more than 25 feet above grade;

(C) not project more than three feet from the pole on which it is mounted;

(D) not exceed 50 square feet in effective area; and

(E) be made out of weather-resistant and rust-proof material.

~~(4) In Subdistrict D, district identification signs must be monument signs or banners attached to pole supports. A maximum of two monument signs are permitted. Banners are not limited in number. If the sign is a monument sign, the sign may not exceed 10 feet in height or 150 square feet in effective area. If the sign is a banner, the banner and its hardware must:~~

~~(A) meet the sign construction and design standards contained in the Dallas Building Code;~~

~~(B) be at least 12 feet but no more than 25 feet above grade;~~

~~(C) not project more than three feet from the pole on which it is mounted;~~

~~(D) not exceed 50 square feet in effective area; and~~

~~(E) be made out of weather-resistant and rust-proof material. (Ord. Nos. 24348; 25918)~~

SEC. 51A-7.1723. DETACHED SIGNS IN ACCESS EASEMENTS.

(a) No more than 10 permanent, non-premise detached signs may be located in access easements in this district.

(b) No permanent sign in an access easement may exceed five words or be a changeable message sign.

(c) These signs may only identify district activities. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1724. STREAMERS, PENNANTS, AND INFLATABLE SIGNS PROHIBITED.

Streamers, pennants, and inflatable signs, including, but not limited to, balloons, are prohibited in this district. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1725. GENERAL PROVISIONS FOR ALL SIGNS.

Unless otherwise stated, the following general rules apply to all signs in this district.

(1) All signs must comply with Divisions 51A-7.500, 51A-7.600, 51A-7.800, and 51A-7.1700. No other division of Article VII applies to a sign in this district.

(2) There are no setback requirements for a sign in this district.

(3) All signs in this district must be premise signs or convey a noncommercial message.

(4) No sign may be painted onto the roof of a building, and no flat attached sign is permitted on the roof of a building.

(5) No illuminated sign that has an effective area of 400 square feet or less may have a luminance greater than 300 footlamberts, nor may any such sign have a luminance greater than 300 footlamberts for any portion of the sign within a circle two feet in diameter. No illuminated sign which has an effective area greater than 400 square feet may have a luminance greater than 200 footlamberts, nor may any such sign have a luminance greater than 200 footlamberts for any portion of the sign within a circle of two feet in diameter. The measurements of luminance are taken from any other premise or from any public right-of-way other than an alley. This subsection does not apply to signs authorized by Subsections 51A-7.1727(c), (d) or (i).

(6) No illuminated sign nor any illuminated element of any sign may turn on or off, or change its brightness, if:

(A) the change of illumination produces an apparent motion of the visual image, including but not limited to illusion of moving objects, moving patterns or bands of light, expanding or contracting shapes, rotation or any similar effect of animation;

(B) the change of message or picture occurs more often than once each three seconds for those portions of a sign which convey time or temperature, or once each 20 seconds for all other portions of a sign; or

(C) a portion of the sign, within a circle of two feet in diameter, has a luminance greater than 200 footlamberts when all elements of the sign are fully and steadily illuminated.

This subsection does not apply to signs authorized by Subsections 51A-7.1727(c), (d) or (i).

(7) No sign or any part of any sign may move or rotate at a rate more often than once each 10 seconds, or change its message at a rate more often than once each 20 seconds, with the exception of wind devices, the motion of which is not restricted. This subsection does not apply to signs authorized by Subsections 51A-7.1727(c), (d) or (i), unless the sign is visible from the main traveled way of an expressway.

(8) No sign may move, rotate, or change its message at any rate if any of its elements or any illuminated portion within a two-foot circle has a luminance greater than 200 footlamberts. This subsection does not apply to signs authorized by Subsections 51A-7.1727(c), (d) or (i). (Ord. Nos. 24348; 25918)

SEC. 51A-7.1726. SIGN REGULATIONS FOR SUBDISTRICT A (THE ENTERTAINMENT COMPLEX SUBDISTRICT).

(a) Movement and illumination provisions for all signs.

(1) Signs visible from the main traveled way of an expressway. For signs containing a message that is visible from the main traveled way of an expressway, the regulations of Section 51A-7.1725 apply.

(2) All other signs. For all other signs, the regulations of Section 51A-7.1725 apply except for the provisions of Section 51A-7.1725 (6), (7), and (8).

(3) Luminance.

(A) For purposes of applying Section 51A-7.1725 (5), (6), and (8), the measurements of luminance are taken from any premise or public right-of-way, other than an alley, outside this district.

(B) Luminance limitations related to measurements taken within a circle of two feet in diameter under Section 51A-7.1725 (5), (6), and (8) do not apply in this subdistrict.

(4) Changeable message sign greater than 1,000 square feet facing an entertainment complex plaza. The provisions of Section 51A-7.1725 (5), (6), (7), and (8) do not apply to a changeable message sign greater than 1,000 square feet in effective area located on the facade of a building facing the entertainment complex plaza.

(b) Permanent attached signs. The only permanent attached signs permitted in this subdistrict are signs provided for in this subsection.

(1) Number of permitted signs.

(A) There is no limitation on the number of premise and non-premise attached signs that may be placed on a facade of a building.

(B) Except as otherwise provided, there is no limitation on the number of changeable message signs 1,000 square feet in effective area and less, including marquee signs, that may be placed on a facade of a building. The facade of a building that has a changeable message sign greater than 1,000 square feet in effective area may not have additional changeable message signs greater than 100 square feet in effective area on the same facade.

(C) No more than 13 roof signs are permitted in this subdistrict.

(2) Number of words or characters.

(A) Except for roof signs, there is no limit as to the number of words or characters that may be placed on an attached sign.

(B) The painted roof sign permitted on an entertainment complex may contain 10 words. For all other roof signs, no more than three characters or symbols are permitted for each sign.

(3) Premise and non-premise signs.

(A) All roof signs in this subdistrict must be premise signs.

(B) All other signs in this subdistrict may be premise or non-premise signs.

(4) Effective area limitations for certain attached signs.

(A) The maximum effective area of a changeable message sign is 1,000 square feet, except:

(i) A marquee sign.

(ii) One changeable message sign with a maximum effective area of 1,500 square feet on the facade of a building facing the entertainment complex plaza.

(B) The maximum effective area of a marquee sign is 250 square feet.

(C) The maximum effective area of an awning or canopy sign is 150 square feet.

(D) The maximum effective area of the painted roof sign on an entertainment complex is 8,500 square feet. For purposes of calculating the maximum effective area of this painted roof sign, the building official shall draw a minimum imaginary rectangle of vertical and horizontal lines around all extremities of the sign. The area within the minimum imaginary rectangle is the effective area of the roof sign.

(E) With the exception of the one painted roof sign permitted on an entertainment complex, there is no maximum effective area for a roof sign.

(F) The maximum effective area for all other projecting attached signs is 20 square feet.

(5) Cumulative effective area limitations for all attached signs. The cumulative effective area of permanent non-premise attached signs on a building facade may not exceed 10 percent of the total area of the facade on which the signs are located. The cumulative effective area of all permanent attached signs on the facade may not exceed 30 percent of the total area of the facade.

(6) Spacing of attached non-premise signs. HBA signs on a facade must be spaced a minimum of 50 feet from all HBA signs on another facade. There are no spacing requirements for HBA signs on the same facade.

(7) Signs overhanging or projecting into the public right-of-way.

(A) Attached signs overhanging the public right-of-way are permitted as long as each sign is a minimum of 10 feet above the sidewalk grade.

(B) No portion of a marquee sign may:

(i) project more than eight feet into the public right-of-way; or

(ii) be located less than two feet from the back of a street curb.

(C) For all other projecting attached signs, no portion of the signs may:

(i) project more than four feet into the public right-of-way; or

(ii) be located less than two feet from the back of the street curb.

(8) Roof signs.

(A) No roof sign may project above the surface to which it is attached by more than 25 feet.

(B) One flat attached roof sign is permitted on an entertainment complex if it is: (1) painted directly on the roof of the entertainment complex, and (2) not visible within 400 feet of the boundary of Subdistrict A. The sign is deemed visible if any portion of that sign can be seen at a point five feet above grade.

(C) All other roof signs in this subdistrict must be mounted parallel to the building facade.

(D) No roof sign may be a changeable message sign.

(9) Parapet signs. Parapet signs are prohibited in this subdistrict.

(10) No limitation on projecting attached signs. Projecting attached signs are permitted on premises with detached signs.

(11) District activities and non-premise signs. A minimum of 30 percent of the effective area of an attached non-premise sign must identify district activities.

(12) Signs projecting over the roof line. Except for a roof sign, no attached sign may project over a building.

(13) Location limitation on projecting attached signs. Except for a roof sign, no portion of a projecting attached sign may be located at a point on the facade above 66 feet in height.

(c) Permanent detached signs.

(1) The only permanent detached signs permitted in this subdistrict are movement control and vent stack signs.

(2) A detached sign may only be located on a vent stack if:

(A) the sign face does not exceed 15 feet in height; and

(B) the sign does not exceed 100 square feet in effective area.

(3) Only one sign may be located on a vent stack, and no more than 16 vent stack signs are permitted in this subdistrict.

(4) Signs located on vent stacks may be non-premise signs. Twelve of the 16 permitted signs may only identify district activities.

(d) Temporary signs. The only temporary signs permitted in this subdistrict are special purpose signs, temporary protective signs, temporary signs on construction fencing, and "for sale," "for lease," "remodeling," and "under construction" signs. These temporary signs are in addition to all other signs permitted in this ordinance.

(e) Special purpose signs.

(1) Illumination. Special purpose signs may be externally illuminated, and, except for banners, may be internally illuminated or "back-lighted."

(2) Premise special purpose signs.

(A) Attached premise special purpose signs.

(i) Entertainment complex. On an entertainment complex, there is no limit on the number or size of attached premise special purpose signs. No sign may be maintained for more than 45 days in any given twelve-month period.

(ii) All other uses. An occupancy may have one attached premise special purpose sign up to four times within any twelve-month period as long as the sign:

(aa) is displayed for no more than 45 days each time during the twelve-month period; and

(bb) has no more than 10 words that contain any character equal to or exceeding four inches in height.

(B) Detached premise special purpose signs. No detached premise special purpose sign is permitted in this subdistrict.

(3) Non-premise special purpose signs.

(A) In general. Non-premise special purpose signs are permitted subject to the following regulations:

(i) Except as provided in Subparagraph (A)(ii) below, non-premise special purpose signs may only display promotional and welcome messages

(ii) Up to 10 percent of the effective area of a non-premise special purpose sign may contain commercial advertisement. The name of the event or activity identified in a promotional message is not considered commercial advertisement even if the event or activity is named after the sponsor.

(iii) A non-premise special purpose sign may not be erected more than 30 days before the beginning of the advertised activity or event, and must be removed no later than 10 days after the activity or event has ended.

(iv) The sign hardware for a banner may be left in place between displays of a banner.

(B) Attached non-premise special purpose signs.

(i) Entertainment complex. The only attached non-premise special purpose signs permitted on an entertainment complex are banners. Banners may be displayed anywhere on the entertainment complex without limit on their number or size.

(ii) All other uses. For all other uses, attached non-premise special purpose signs are prohibited.

(C) Detached non-premise special purpose signs. No detached non-premise special purpose sign is permitted in this subdistrict.

(f) Other temporary signs.

(1) Temporary protective signs. In addition to the other protective signs permitted under Section 51A-7.1718, temporary protective signs may be erected anywhere on a construction site at anytime during construction. There is no limit on the number of these signs, but no sign may exceed 20 square feet in effective area or eight feet in height. Temporary protective signs may be illuminated, but no lighting source may project more than three inches from the vertical surface of, or six inches above the top of, the sign. All temporary protective signs must be removed upon completion of the construction.

(2) Temporary signs on construction fencing. Temporary signs may be erected on construction fencing subject to the following provisions:

(A) The signs must be spaced at least 50 feet apart.

(B) No sign may exceed 128 square feet in effective area or eight feet in height.

(C) No sign may project more than three inches from the vertical surface of, or six inches above the top of, the fence.

(D) The signs may be illuminated.

(E) The signs may only identify the project under construction and its owners, developers, future tenants, lenders, architects, engineers, project consultants, and contractors.

(F) The signs must be removed upon completion of the construction.

(3) "For Sale," "For Lease," "Remodeling," and "Under Construction" signs. Signs that relate exclusively to the sale, lease, construction, or remodeling of the premises on which they are located are permitted. There is no limit to the number of attached signs permitted. Detached signs are limited to one for each 100 feet of frontage on a public street or private access easement. If attached to a window, the maximum effective area of the sign is 16 square feet; if attached to other portions of a facade, the maximum effective area is 32 square feet. No detached sign may exceed 128 square feet in effective area or 16 feet in height. (Ord. Nos. 24348; 25918; 26552)

SEC. 51A-7.1727. SIGN REGULATIONS FOR SUBDISTRICT B (RETAIL AND ENTERTAINMENT SUBDISTRICT).

(a) Movement and illumination provisions for all signs.

(1) Signs visible from the main traveled way of an expressway. For signs containing a message that is visible from the main traveled way of an expressway, the regulations of Section 51A-7.1725 apply.

(2) All other signs. For all other signs, the regulations of Section 51A-7.1725 apply except for the provisions of Section 51A-7.1725 (6), (7), and (8). The provisions of Subsections 51A-7.1725 (5), (6), (7), and (8) do not apply to the signs authorized by Subsections 51A-7.1727 (c), (d), and (i).

(3) Luminance.

(A) For purposes of applying Section 51A-7.1725(5), (6), and (8), the measurements of luminance are taken from any premise or public right-of-way, other than an alley, outside this district. The measurement of luminance taken within a circle of two feet in diameter under Section 51A- 7.1725(5), (6), and (8) does not apply in this subdistrict.

(B) The luminance limitations Section 51A-7.1725(5), (6), and (8) do not apply to signs authorized by Subsections 51A-7.1727(c), (d) or (i).

(b) Permanent attached signs. The only permanent attached signs permitted in this subdistrict are signs provided for in this subsection and Subsections (c) and (d). The restrictions on signs in this subsection do not apply to the signs authorized in Subsections (c) and (d) below.

(1) Number of permitted signs.

Staff recommended:

(A) For each facade, each ~~Each~~ premise or non-residential occupancy is ~~entitled to~~ allowed one marquee sign, canopy sign, or awning sign, and one additional attached sign ~~per facade~~. The one additional attached sign may not be a changeable message sign.

(B) In addition to the two signs permitted in Subparagraph (A), each premise is entitled to two changeable message signs, other than marquee signs. A theater may have a maximum eight changeable message premise signs other than marquee signs.

Victory Park requested:

(A) For each facade, each ~~Each~~ premise or non-residential occupancy is allowed: ~~entitled to one marquee sign and one additional attached per facade. The one additional attached sign may not be a changeable message sign.~~

(i) one projecting attached sign;

(ii) one marquee, canopy sign, or an awning; and

(iii) one additional attached sign and may not be a changeable message sign.

(B) In addition to the ~~two~~ three signs permitted in Subparagraph (A), each premise is entitled to two changeable message signs, other than marquee signs. A theater may have a maximum of eight changeable message premise signs other than marquee signs.

(C) Four flat attached non-premise signs are permitted in this subdistrict. These signs are not in addition to the number of signs permitted on a premise. Only one non-premise sign is permitted on a facade. A maximum of two of the four attached non-premise signs may be changeable message signs.

(D) No more than two roof signs are permitted in this subdistrict. Only one roof sign is permitted per building.

(E) In no event may the total number of signs on a premise or nonresidential occupancy exceed the number of signs permitted under Subparagraphs (A) and (B).

Staff recommended:

(F) Window signs. This subsection applies only to window signs as defined in Section 51A-7.1704.

(i) Window signs are limited to premise signs.

(ii) No character on these signs may exceed 12 inches in height.

(iii) The maximum amount of window area that may be utilized as sign space varies depending on the location of the window as follows:

Window Location	**Maximum Window Coverage Allowed**
First Story	8 sq. ft. or 15 percent, whichever is less
Second Story	10 sq. ft. or 20 percent, whichever is less
Third Story	12 sq. ft. or 25 percent, whichever is less

(iv) No establishment may have more than four window signs.

(v) Hanging neon signs are allowed if their transformers are concealed from normal view.

(vi) Opaque painted backgrounds on windows are prohibited.

Victory Park requested:

(F) Window signs are limited to premise signs but do not count against the maximum number of permanent attached signs. Window signs are limited to the first and second floor of a building and may not cover more than 25 percent of any window.

(2) Number of words or characters.

(A) Except for marquee and changeable message signs, no person may erect a sign that contains more than 10 words consisting of any characters of a height equal to or exceeding four inches on any building facade. Words consisting of characters less than four inches in height may be used without limit.

(B) There is no limit as to the number of words containing characters of a height equal to or exceeding four inches on a marquee or other changeable message sign.

(3) Premise and non-premise signs. Except for the four attached non-premise signs permitted in Subsection (b)(1), all attached permanent signs in this subdistrict must be premise signs or convey a noncommercial message.

(4) Effective area limitations for certain attached signs.

(A) With the exception of a marquee sign, the maximum effective area of a changeable message sign is 1,000 square feet.

(B) The maximum effective area of a marquee sign is 250 square feet.

(C) The maximum effective area of an awning or canopy sign is 150 square feet.

(D) There is no maximum effective area for a parapet sign.

(E) The maximum effective area for a roof sign is 800 square feet.

(F) The maximum effective area for all other projecting attached signs is 250 square feet.

(5) Effective area limitation for non-premise attached signs. Except as further restricted in Subsection (b)(4)(A), the effective area of a permanent non-premise attached sign on a building facade may not exceed 50 percent of the area of the portion of the facade below 66 feet in height.

(6) Cumulative effective area limitations for all attached signs. Cumulative effective area of all permanent attached signs on a building facade may not exceed 50 percent of the total area of the facade.

(7) Spacing of attached non-premise signs. HBA signs must be spaced at least 250 feet apart.

(8) Signs overhanging or projecting into the public right-of-way.

(A) Attached signs overhanging the public right-of-way are permitted as long as each sign is a minimum of 10 feet above the sidewalk grade.

(B) No portion of a marquee sign may be located less than 2.5 feet from the back of a street curb.

(C) For all other projecting attached signs, no portion of the signs may:

(i) project more than eight feet into the public right-of way; or

(ii) be located less than two feet from the back of the street curb.

(9) Parapet signs. Parapet signs are permitted as follows:

(A) Except as provided in Subparagraph (B), no parapet sign may project more than four feet above the edge of the roof, regardless of whether the sign is erected on a parapet wall or the roof's edge.

(B) Six parapet signs in this district may project up to 10 feet above the edge of the roof if no parts of the signs are located at a height above 100 feet, measured from the grade of the buildings on which the signs are attached.

(10) Roof signs. Roof signs are permitted as follows:

(A) No part of a roof sign may be located at a height above 100 feet, measured from the grade of the building on which the sign is attached.

(B) The sign support for a roof sign must consist of open, exposed metal framing. The metal must be painted or coated, or be composed of a material that will not rust or corrode.

(C) A roof sign must be erected on the main roof of the building.

(D) No roof sign may project above the roof more than one-third of the building height.

(E) A roof sign must be mounted parallel to the nearest facade of the building.

(F) No roof sign may be a changeable message sign.

(11) No limitation on projecting attached signs. Projecting attached signs are permitted on premises with detached signs.

(12) Location limitation on non-premise signs. No portion of a non-premise sign may be located at a point on the facade above 66 feet in height.

(13) District activities and non-premise signs. A minimum of 30 percent of the effective area of an attached non-premise sign must identify district activities.

(14) Signs projecting over the roof line. A projecting, attached sign, other than a roof or parapet sign, may project up to a maximum of 10 feet above a building. No changeable message or attached non-premise sign may project above a building.

(15) Location limitation on projecting attached signs. Except for a roof or parapet sign, no portion of a projecting attached sign may be located at a point on the facade above 66 feet in height.

(16) Location limitation on changeable message signs. No portion of a changeable message sign may be located at a point on the facade above 66 feet in height.

(c) Additional signs in Subarea B-1.

(1) In general. The non-premise signs described in this subsection are permitted in Subarea B-1 subject to the following restrictions.

(A) The signs may not be HBA signs.

(B) The signs are permitted on premises with detached signs.

(C) The signs are in addition to all other signs permitted on a premise.

(2) Icon Tower Signs. A maximum of three projecting attached changeable message signs are permitted on an architectural element (such as a tower) that is part of a building adjacent to the western edge of an entertainment complex plaza, subject to the following restrictions:

(A) The signs may not be HBA signs.

(B) Each sign may not exceed ~~895~~ 1,200 square feet in effective area.

(C) The signs may not be located more than 150 feet above the base of the building to which the architectural element is attached.

(D) The signs may not project above the architectural element to which they are attached.

(E) The signs may project outward from the architectural element to which they are attached.

(F) All of the signs must be located on the same architectural element.

(3) Icon Tower Static Signs. A maximum of ~~three~~ five projecting attached signs are permitted on an architectural element (such as a tower) that is part of a building adjacent to the western edge of an entertainment complex plaza, subject to the following restrictions:

(A) The signs may not be HBA signs.

(B) Each sign may not exceed ~~240~~ 144 square feet in effective area.

(C) The signs may not be located more than 170 feet above the base of the building to which the architectural element is attached.

(D) The signs may project above the architectural element to which they are attached.

(E) The signs may project outward from the architectural element to which they are attached.

(F) All of the signs must be located on the same architectural element.

(G) ~~The signs must be mounted above an icon tower sign.~~

~~(H)~~ The signs are subject to the limitations on the number of words or characters in Subsection (b)(2) above.

(4) Media Wall Signs. A maximum of eight projecting attached changeable message signs are permitted on a facade facing an entertainment complex plaza, subject to the following restrictions:

(A) The signs may not be HBA signs.

(B) Each sign may not exceed 967 square feet in effective area.

(C) The signs may move along the structural framing to which they are attached and converge to form one or more screens that exceed 967 square feet in effective area.

(D) The signs may not be located more than 85 feet above the base of the building to which the signs are attached.

(E) The signs may project outward from the structural framing or building to which they are attached.

(F) The signs may not project above the building to which they are attached.

(G) No facade may have more than ~~four~~ five media wall signs.

(H) The signs may be attached to the exterior structural framing of the building or the building itself.

(5) Portal Sign. One projecting attached changeable message sign is permitted on a building adjacent to the eastern edge of an entertainment complex plaza, subject to the following restrictions:

(A) The sign may not be an HBA sign.

(B) The sign may not exceed 2,135 square feet in effective area.

(C) The sign may not be located more than 85 feet above the base of the building to which the sign is attached.

(D) The sign must be oriented to the south, southeast, or east.

(E) The sign may be attached to one or more facades, so that it wraps around the building.

(F) The sign may be attached to the exterior structural framing of the building or the building itself.

(G) The sign may project outward from the structural framing or building to which it is attached.

(H) The sign may not project above the building to which it is attached.

(6) Ticker Sign. ~~One~~ Two projecting attached changeable message signs ~~is~~ are permitted on an architectural element that is part of a building adjacent to the eastern or western edge of an entertainment complex plaza, subject to the following restrictions:

(A) The sign may not be an HBA sign.

(B) The sign may not exceed 1,000 square feet in effective area.

(C) The sign may not be located more than 40 feet above the base of the building to which the architectural element is attached.

(D) Except as provided in Subparagraph (E), t[~~T~~]he sign may be attached to ~~one or more~~ a maximum of two facades, so that it wraps around the building as long as the signs meets the orientation requirement in (E).

(E) The sign must be ~~oriented to the southwest, south, southeast, or east~~ primarily oriented towards the entertainment complex plaza or may be oriented to face Olive Street.

(F) The sign may not project above the building to which the architectural element is attached.

(G) The sign may project outward from the architectural element to which it is attached.

(7) Building accent lighting sign. Facades facing the entertainment complex plaza may have building accent lighting consisting of LED or similar technology that changes colors or brightness. All messages are limited to images, symbols, logos, or words that are associated with district activities.

(d) Additional sign in Subarea B-2: Hotel Spectacular Sign. One non-premise flat attached changeable message sign is permitted on an architectural element that is part of a building in Subarea B-2, subject to the following restrictions:

(1) The sign may not be an HBA sign.

(2) The sign is permitted on a premise with detached signs.

(3) The sign is in addition to all other signs permitted on a premise.

(4) The sign may not exceed 1,680 square feet in effective area.

(5) The sign may not be located more than 170 feet above the base of the building to which the architectural element is attached.

(6) The sign may not project above the building to which it is attached.

(7) The sign may project outward from the building or architectural element to which it is attached.

(8) The sign must be oriented to the north, northwest, or west.

(9) The sign may be attached to one or more facades, so that it wraps around the building.

(10) If a portion of the sign is static, the static portion is subject to the restrictions on the number of words or characters in Subsection (b)(2) above.

(d.1) Additional signs in Subarea B-3: Parking structure screening signs.

(1) Visual display and coverage.

(A) A parking structure screening sign must have a minimum of 80 percent non-textual graphic content. The maximum effective area of text may not exceed 20 percent.

(i) Multiple displays giving an appearance of multiple signs are prohibited.

(ii) The effective area of text is the sum of the areas within minimum imaginary rectangles of vertical and horizontal lines, each of which fully contains a word.

(B) A parking structure screening sign must be at least 10 feet above adjacent average grade.

(C) A parking structure screening sign may be internally or externally illuminated. If internally illuminated, a parking structure screening sign may consist of translucent materials, but not transparent materials. Illumination must be turned off between 1:00 a.m. and 7:00 a.m. Monday through Friday and 2:00 a.m. and 8:00 a.m. on Saturday and Sunday.

(D) Minimum permitted effective area of a parking structure screening sign is 750 square feet.

(2) Location and construction.

(A) A parking structure screening sign may only be located on a blank wall face or on the facade of a parking structure facing north, west, or south.

(B) If located on a parking structure, the parking structure must comply with the Dallas Building Code parking structure ventilation requirements.

(C) No parking structure screening sign may cover any window or architectural or design feature of the building to which it is attached.

(D) A parking structure screening sign may wrap around the edge of a building if both building facades to which the parking structure screening sign is attached are otherwise eligible facades and the parking structure screening sign is one continuous image.

(E) All hardware fasteners for a parking structure screening sign must comply with the Dallas Building Code and all other ordinances, rules, and regulations of the City of Dallas.

(F) No parking structure screening sign may be a Highway Beautification Act (HBA) sign as defined in Section 51A-7.102.

(e) Permanent detached signs. The only permanent detached signs permitted in this subdistrict are signs provided for in this subsection.

(1) Kiosks. Kiosks are permitted subject to the following regulations:

(A) No more than 20 kiosks are permitted in this district.

(B) Kiosks within the same block face and within 20 feet of the right-of-way line of a public street must be spaced at least 50 feet apart.

(C) No kiosk may be illuminated by a detached independent external light source.

(D) Kiosks may not be located on sidewalks unless a minimum unobstructed sidewalk width of 10 feet is maintained. If, however, a greater unobstructed sidewalk is required in the ordinance establishing Planned Development District No. 582, then that greater unobstructed sidewalk width requirement must be maintained.

(E) Kiosks must be securely anchored to the ground.

(F) No kiosk may exceed ten feet in height, measured from the ground at the base of the kiosk, or 100 square feet in effective area.

(G) Kiosks may display premise or non-premise signs. If the sign displayed is a non-premise non- changeable message sign or a non-premise non-digital changeable message sign, 30 percent of the effective area of the sign must identify a district activity. If the sign displayed is a non-premise digital changeable message sign, the sign must identify a district activity 30 percent of the time measured on a 24-hour basis.

(2) Monument signs. Each premise fronting on a public street or private access easement may have one monument sign. Premises that have more than 250 feet of frontage along a public street or private access easement, other than an alley, may have not more than one additional monument sign for each additional 250 feet of frontage or fraction thereof. No monument sign may exceed 250 square feet in effective area or 10 feet in height.

(3) Water tower sign. One non-premise sign is permitted on a water tower in this subdistrict subject to the following regulations:

(A) The sign is limited to two words.

(B) The sign may only identify the name or logo of this district.

(C) The sign may not exceed 110 feet in height.

(D) The sign must be painted on the water tower.

(4) All other detached signs. The following additional detached signs are permitted:

(A) Non-premise detached signs may be located in private access easements. No such sign may exceed 30 feet in height or have a sign face that exceeds six feet in height. Each such sign must have a minimum clearance of 14 feet above the ground. Signs permitted under this subparagraph must be spaced at least 250 feet apart.

(B) The owner or operator of a surface parking lot may erect one non-premise detached sign for each vehicular entrance to the parking lot, and one additional non-premise detached sign for each 40,000 square feet of parking surface. Signs permitted under this subparagraph:

Staff recommendation:

No change. (i) may not exceed 20 square feet in effective area or 20 feet in height;

Victory Park requested:

(i) may not exceed ~~20~~ 30 square feet in effective area or 20 feet in height;

(ii) must be spaced at least 100 feet apart; and

(iii) must be located at least five feet from the lot line or public right-of-way line, whichever creates the greater setback.
A minimum of 30 percent of the effective area of each sign must identify a district activity.

(C) Two additional non-premise detached signs are permitted in this subdistrict subject to the following provisions:

(i) No sign may exceed 66 feet in height, measured from the ground at the base of the sign.

(ii) No sign may exceed 1,500 square feet in effective area.

(iii) The signs must be spaced 400 feet from each other and if the sign is an HBA sign, it must be spaced 100 feet from any detached HBA sign.

(iv) No sign may be nearer than five feet to the lot line or public right-of-way line, whichever creates the greater setback.

(v) No sign may exceed one foot in width for every three feet in height, measured from the ground at the base of the sign.

(vi) The signs must consist of individual panels. Messages may only be displayed on the individual panels. Each panel must be separated from the others by at least one foot of air space, and, except as otherwise provided, no single panel may have an effective area that exceeds 250 square feet. One panel of a sign may have an effective area of up to 500 square feet if: (aa) the panel is an electronic changeable message panel, and (bb) the message displayed on the panel only identifies district activities.

(vii) A minimum of 50 percent of the cumulative effective area of each sign must identify district activities.

(D) One additional non-premise detached sign is permitted in this subdistrict subject to the following provisions:

(i) The sign may not exceed 30 feet in height, measured from the ground at the base of the sign.

(ii) The sign may not exceed 600 square feet in effective area.

(iii) If the sign is an HBA sign, the sign must be spaced at least 200 feet from any other detached HBA sign.

(iv) The sign may not be nearer than five feet to the lot line or public right-of-way line, whichever creates the greater setback.

(v) The sign must be located on the same premise as an entertainment complex use.

(vi) A minimum of 70 percent of the sign's effective area must identify district activities.

(5) Vent stack signs prohibited. Except in Subarea B-2, no ~~No~~ sign may be located on a vent stack. In Subarea B-2, a monument sign or monument district identification sign may be located on a vent stack.

(f) Temporary signs. The only temporary signs permitted in this subdistrict are special purpose signs, temporary protective signs, temporary signs on construction fencing, and "for sale," "for lease," "remodeling," and "under construction" signs. These temporary signs are in addition to all other signs permitted in this ordinance.

(g) Special purpose signs.

(1) Illumination. Special purpose signs may be externally illuminated, and, except for banners, may be internally illuminated or "back-lighted."

(2) Premise special purpose signs.

(A) Attached premise special purpose signs.

(i) In general. An occupancy may have one attached premise special purpose sign up to four times within any twelve-month period as long as the sign:

(aa) is displayed for no more than 45 days each time during the twelve-month period; and

(bb) has no more than 10 words that contain any character equal to or exceeding four inches in height.

(ii) Entertainment complex plaza. There is no limit on the number of attached premise special purpose signs that may be erected on the facade of a building facing and adjacent to an entertainment complex plaza. No attached premise special purpose sign may be maintained for more than 45 days in any given twelve-month period.

(B) Detached premise special purpose signs.

(i) An occupancy may have a detached premise special purpose sign no more than three times each calendar year for no more than 38 consecutive days each time. No detached premise special purpose sign may be erected at an occupancy during the 30-day period immediately following the removal of a detached premise special purpose sign from that occupancy.

(ii) Detached premise special purpose signs must:

(aa) be located at least 100 feet apart;

(bb) not exceed eight feet in height; and

(cc) not exceed 50 square feet in effective area.

(iii) No more than one detached premise special purpose sign may be erected on each street or private access easement that the premise fronts on.

(4) Non-premise special purpose signs.

(A) In general. Non-premise special purpose signs are permitted subject to the following regulations:

(i) Except as provided in Subparagraph (A)(ii) below, non-premise special purpose signs may only display promotional and welcome messages.

(ii) Up to 10 percent of the effective area of a non-premise special purpose sign may contain commercial advertisement. The name of the event or activity identified in a promotional message is not considered commercial advertisement even if the event or activity is named after the sponsor.

(iii) A non-premise special purpose sign may not be erected more than 30 days before the beginning of the advertised activity or event, and must be removed no later than 10 days after the activity or event has ended.

(iv) The sign hardware for a banner may be left in place between displays of a banner.

(B) Attached non-premise special purpose signs.

(i) The only attached non-premise special purpose signs permitted in this subdistrict are banners.

(ii) Banners may be displayed on the facade of a building that is adjacent to an entertainment complex plaza, except that no portion of a banner may be located on the facade at a point above 66 feet in height. There is no limit on the number or size of these banners.

(iii) Banners may also be displayed on the facades of buildings that are not adjacent to an entertainment complex plaza, except that no portion of a banner may be located on the facade at a point above 36 feet in height. No banner may exceed 200 square feet in effective area, and all banners must be spaced at least 100 feet apart.

(C) Detached non-premise special purpose signs. The only detached non-premise special purpose signs permitted in this subdistrict are as follows:

(i) Banners on street light poles. Banners are permitted on street light poles as long as the banners and their hardware:

(aa) Meet the sign construction and design standards contained in the Dallas Building Code;

(bb) are at least 12 feet above grade, unless they overhang a roadway, in which case they must be at least 15 feet above grade;

(cc) do not project more than three feet from the pole on which they are mounted;

(dd) do not exceed 50 square feet in effective area; and

(ee) are made out of weather-resistant and rustproof material.

(ii) Other banners crossing the public way. Banners may be displayed over and across the public way. No portion of a banner may be located more than 35 feet above grade, or less than 14 feet above any street, sidewalk, or other pedestrian area. The height of a sign face may not exceed six feet. All banners must be spaced at least 100 feet apart.

(iii) Other signs located in the right-of-way. Signs may be displayed on any public sidewalk or other public pedestrian area if an unobstructed 10-foot sidewalk or pedestrian walkway area is maintained. No sign may exceed an effective area of 50 square feet, or a height of 10 feet. No more than one sign is permitted per blockface.

(h) Other temporary signs.

(1) Temporary protective signs. In addition to the other protective signs permitted under Section 51A-7.1718, temporary protective signs may be erected anywhere on a construction site at anytime during construction. There is no limit on the number of these signs, but no sign may exceed 20 square feet in effective area or eight feet in height. Temporary protective signs may be illuminated, but no lighting source may project more than three inches from the vertical surface of, or six inches above the top of, the sign. All temporary protective signs must be removed upon completion of the construction.

(2) Temporary signs on construction fencing. Temporary signs may be erected on construction fencing subject to the following provisions:

(A) The signs must be spaced at least 50 feet apart.

(B) No sign may exceed 128 square feet in effective area or eight feet in height.

(C) No sign may project more than three inches from the vertical surface of, or six inches above the top of, the fence.

(D) The signs may be illuminated.

(E) The signs may only identify the project under construction and its owners, developers, future tenants, lenders, architects, engineers, project consultants, and contractors.

(F) The signs must be removed upon completion of the construction.

(3) "For Sale," "For Lease," "Remodeling," and "Under Construction" signs. Signs that relate exclusively to the sale, lease, construction, or remodeling of the premises on which they are located are permitted. There is no limit to the number of attached signs permitted. Detached signs are limited to one for each 100 feet of frontage on a public street or private access easement. If attached to a window, the maximum effective area of the sign is 16 square feet; if attached to other portions of a facade, the maximum effective area is 32 square feet. No detached sign may exceed 128 square feet in effective area or 16 feet in height.

(i) Illuminated Projection Signs. A maximum of five non-premise signs created by the projection of light onto an entertainment complex plaza adjacent to an entertainment complex are permitted. The projection of light may originate from a premise other than the premise upon which the light is cast. These illuminated projection signs are in additional to all other signs permitted on a premise. The signs may not be HBA signs. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1728. SIGN REGULATIONS FOR SUBDISTRICT C (EXPRESSWAY ADJACENCY SUBDISTRICT).

(a) Permanent attached signs. The only permanent attached signs permitted in this subdistrict are signs provided for in this subsection.

(1) Number of permitted signs.

(A) Each premise or non-residential occupancy is entitled to one attached sign per facade.

(B) In addition to the signs permitted in Subparagraph (A), the following flat attached non-premise signs are permitted on expressway-facing facades in this subdistrict:

(i) On three expressway-facing facades, two non-premise signs with a maximum number of 10 words each, regardless of the size of any character in the word, are permitted. No sign may exceed 672 square feet in effective area or be a changeable message sign. One of the two signs on each facade is limited to advertising district activities.

(ii) In lieu of one of the three facades permitted attached non-premise signs in Subparagraph (i) above and one 1,500-square-foot detached non-premise sign permitted in Subsection (b) of this section, one expressway-facing facade may have an unlimited number of non-premise signs. The cumulative effective area of all non-premise signs on that facade, however, may not exceed 22 percent of the area of the building facade below 66 feet in height. There is no limit on the number of words permitted on a sign. Only one marquee sign and one other changeable message sign, not to exceed 500 square feet in effective area, are permitted on that facade. These signs are limited to advertising district activities.

(iii) For purposes of calculating the maximum effective area of a non-premise attached sign in this subdistrict, the building official shall draw a minimum imaginary rectangle of vertical and horizontal lines around all extremities of the attached non-premise sign. The area within the minimum imaginary rectangle is the effective area of the sign.

(2) Number of words or characters generally.

(A) Except as otherwise provided in this paragraph or in Paragraph (1), no person may erect a sign which contains more than 10 words consisting of any characters of a height equal to or exceeding four inches on any building facade. Words consisting of characters less than four inches in height may be used without limit.

(B) There is no limit as to the number of words containing characters of a height equal to or exceeding four inches on a marquee or other changeable message sign.

(3) Premise and non-premise signs. Except for the attached non-premise signs permitted in Paragraph (1), all attached permanent signs in this subdistrict must be premise signs or convey a noncommercial message.

(4) Effective area limitations for certain attached signs.

(A) Except as provided in Subsection (a)(1)(B)(ii) of this section or as further restricted below, the maximum effective area of a changeable message sign is 1,000 square feet.

(B) The maximum effective area of a marquee sign is 250 square feet.

(C) The maximum effective area of an awning or canopy sign is 150 square feet.

(D) There is no maximum effective area for a parapet sign.

(E) The maximum effective area for all other projecting attached signs is 20 square feet.

(5) Cumulative effective area limitations for all attached signs.

(A) Except as provided in Subparagraph (B), the cumulative effective area of all permanent attached signs on an expressway-facing facade may not exceed 22 percent of the total area of the facade.

(B) The cumulative effective area of all permanent attached signs on the expressway-facing facade that is permitted to have an unlimited number of non-premise attached signs pursuant to Subsection (a)(1)(B)(ii) may not exceed 32 percent of the total area of the facade.

(C) The cumulative effective area of all permanent attached signs on a facade that does not face an expressway may not exceed 20 percent of the total area of the facade.

(6) Spacing of attached non-premise signs. HBA signs on a facade must be spaced a minimum of 1000 feet from all HBA signs on another facade. There are no spacing requirements for HBA signs on the same facade.

(7) Signs overhanging or projecting into the public right-of-way.

(A) Attached signs overhanging the public right-of-way are permitted as long as each sign is a minimum of 10 feet above the sidewalk grade.

(B) No portion of a marquee sign may:

(i) project more than eight feet into the public right-of-way; or

(ii) be located less than two feet from the back of a street curb.

(C) For all other projecting attached signs, no portion of the signs may:

(i) project more than four feet into the public right-of-way; or

(ii) be located less than two feet from the back of the street curb.

(8) Parapet signs. Parapet signs are permitted in this subdistrict. No parapet sign may project more than four feet above the edge of the roof, regardless of whether the sign is attached to a parapet wall or the roof's edge.

(9) Roof signs. Roof signs are prohibited in this subdistrict.

(10) No limitation on projecting attached signs. Projecting attached signs are permitted on premises with detached signs.

(11) Limitations on changeable message signs.

(A) A premise is entitled to only one marquee sign per facade, except that one additional marquee sign is permitted on that facade if the width of the facade is more than 300 feet.

(B) A premise is entitled to two additional changeable message signs per facade as long as the signs are not marquee signs.

(C) No portion of a changeable message sign may be located at a point on the facade above 66 feet in height.

(12) Location limitation on projecting attached signs. Except for a parapet sign, no portion of a projecting attached sign may be located at a point on the facade above 66 feet in height.

(13) Location limitation on non-premise signs. No portion of a non-premise sign may be located at a point on the facade above 66 feet in height.

(14) Signs projecting over the roof line. Except for a parapet sign, no attached sign may project over a building.

(b) Permanent detached signs. The only permanent detached signs permitted in this subdistrict are signs provided for in this subsection.

(1) Kiosks. Kiosks are permitted subject to the following regulations:

(A) No more than 20 kiosks are permitted in this district.

(B) Kiosks within the same block face and within 20 feet of the right-of-way line of a public street must be spaced at least 50 feet apart.

(C) No kiosk may be illuminated by a detached, independent external light source.

(D) Kiosks may not be located on sidewalks unless a minimum unobstructed sidewalk width of 10 feet is maintained. If, however, a greater unobstructed sidewalk is as required in the ordinance establishing Planned Development District No. 582, then that greater unobstructed sidewalk width requirement must be maintained.

(E) Kiosks must be securely anchored to the ground.

(F) No kiosk may exceed ten feet in height, measured from the ground at the base of the kiosk, or 100 square feet in effective area.

(G) Kiosks may display premise or non- premise signs. If the sign displayed is a non-premise non- changeable message sign or a non-premise non-digital changeable message sign, 30 percent of the effective area of the sign must identify a district activity. If the sign displayed is a non-premise digital changeable message sign, the sign must identify a district activity 30 percent of the time measured on a 24-hour basis.

(2) Monument signs. Each premise fronting on a public street or private access easement may have one monument sign. Premises which have more than 250 feet of frontage along a public street or private access easement, other than an alley, may have not more than one additional monument sign for each additional 250 feet of frontage or fraction thereof. No monument sign may exceed 250 square feet in effective area or 10 feet in height.

(3) All other detached signs. The following additional detached signs are permitted:

(A) Non-premise detached signs may be located in private access easements. No such sign may exceed 30 feet in height or have a sign face that exceeds six feet in height. Each such sign must have a minimum clearance of 14 feet above the ground. Signs permitted under this subparagraph must be spaced at least 250 feet apart.

(B) The owner or operator of a surface parking lot may erect one non-premise detached sign for each vehicular entrance to the parking lot, and one additional premise or non-premise detached sign for each 40,000 square feet of parking surface. Signs permitted under this subparagraph:

(i) may not exceed 20 square feet in effective area or 20 feet in height;

(ii) must be spaced at least 100 feet apart; and

(iii) must be located at least five feet from the lot line or public right-of-way line, whichever creates the greater setback. A minimum of 30 percent of the effective area of each sign must identify a district activity.

(C) Two additional non-premise detached signs are permitted in this subdistrict subject to the following provisions:

(i) No sign may exceed 66 feet in height, measured from the ground at the base of the sign.

(ii) No sign may exceed 1,500 square feet in effective area.

(iii) The signs must be spaced at least 1,500 feet from each other and at least 100 feet from any detached HBA sign.

(iv) No sign may be nearer than five feet to the lot line or public right-of-way line, whichever creates the greater setback.

(v) No sign may exceed one foot in width for every three feet in height, measured from the ground at the base of the sign.

(vi) The signs must consist of individual panels. Messages may only be displayed on the individual panels. Each panel must be separated from the others by at least one foot of air space, and except as otherwise provided, no single panel may have an effective area that exceeds 250 square feet. One panel of a sign may have an effective area of up to 500 square feet if: (aa) the panel is an electronic changeable message panel, and (bb) the message displayed on the panel only identifies district activities.

(vii) A minimum of 50 percent of the cumulative effective area of each sign must identify district activities.

(4) Vent stack signs prohibited. No sign may be located on a vent stack in this subdistrict.

(c) Temporary signs. The only temporary signs permitted in this subdistrict are special purpose signs, temporary protective signs, temporary signs on construction fencing, and "for sale," "for lease," "remodeling," and "under construction" signs. These temporary signs are in addition to all other signs permitted in this ordinance.

(d) Special purpose signs.

(1) Illumination. Special purpose signs may be externally illuminated, and, except for banners, may be internally illuminated or "back-lighted."

(2) Premise special purpose signs.

(A) Attached premise special purpose signs. An occupancy may have one attached premise special purpose sign up to four times within any twelve-month period as long as the sign:

(i) is displayed for no more than 45 days each time during the twelve-month period; and

(ii) has no more than 10 words that contain any character equal to or exceeding four inches in height.

(B) Detached premise special purpose signs.

(i) An occupancy may have a detached premise special purpose sign no more than three times each calendar year for no more than 38 consecutive days each time. No detached premise special purpose sign may be erected at an occupancy during the 30-day period immediately following the removal of a detached premise special purpose sign from that occupancy.

(ii) Detached premise special purpose signs must:

(aa) be located at least 100 feet apart;

(bb) not exceed eight feet in height; and

(cc) not exceed 50 square feet in effective area.

(iii) No more than one detached premise special purpose sign may be erected on each street or private access easement that the premise fronts on.

(4) Non-premise special purpose signs.

(A) In general. Non-premise special purpose signs are permitted subject to the following regulations:

(i) Except as provided below, non-premise special purpose signs may only display promotional and welcome messages.

(ii) Up to 10 percent of the effective area of anon-premise special purpose sign may contain commercial advertisement. The name of the event or activity identified in a promotional message is not considered commercial advertisement even if the event or activity is named after the sponsor.

(iii) A non-premise special purpose sign may not be erected more than 30 days before the beginning of the advertised activity or event, and must be removed no later than 10 days after the activity or event has ended.

(iv) The sign hardware for a banner may be left in place between displays of a banner.

(B) Attached non-premise special purpose signs. Attached non-premise special purpose signs are prohibited in this subdistrict.

(C) Detached non-premise special purpose signs. The only detached non-premise special purpose signs permitted in this subdistrict are as follows:

(i) Banners on street light poles. Banners are permitted on street light poles as long as the banners and their hardware:

(aa) meet the sign construction and design standards contained in the Dallas Building Code;

(bb) are at least 12 feet above grade, unless they overhang a roadway, in which case they must be at least 15 feet above grade;

(cc) do not project more than three feet from the pole on which they are mounted;

(dd) do not exceed 50 square feet in effective area; and

(ee) are made out of weather-resistant and rustproof material.

(ii) Other banners crossing the public way. Banners may be displayed over and across the public way. No portion of a banner may be located more than 35 feet above grade, or less than 14 feet above any street, sidewalk, or other pedestrian area. The height of a sign face may not exceed six feet. All banners must be spaced at least 100 feet apart.

(e) Other temporary signs.

(1) Temporary protective signs. In addition to the other protective signs permitted under Section 51A-7.1718, temporary protective signs may be erected anywhere on a construction site at anytime during construction. There is no limit on the number of these signs, but no sign may exceed 20 square feet in effective area or eight feet in height. Temporary protective signs may be illuminated, but no lighting source may project more than three inches from the vertical surface of, or six inches above the top of, the sign. All temporary protective signs must be removed upon completion of the construction.

(2) Temporary signs on construction fencing. Temporary signs may be erected on construction fencing subject to the following provisions:

(A) The signs must be spaced at least 50 feet apart.

(B) No sign may exceed 128 square feet in effective area or eight feet in height.

(C) No sign may project more than three inches from the vertical surface of, or six inches above the top of, the fence.

(D) The signs may be illuminated.

(E) The signs may only identify the project under construction and its owners, developers, future tenants, lenders, architects, engineers, project consultants, and contractors.

(F) The signs must be removed upon completion of the construction.

(3) "For Sale," "For Lease," "Remodeling," and "Under Construction" signs. Signs that relate exclusively to the sale, lease, construction, or remodeling of the premises on which they are located are permitted. There is no limit to the number of attached signs permitted. Detached signs are limited to one for each 100 feet of frontage on a public street or private access easement. If attached to a window, the maximum effective area of the sign is 16 square feet; if attached to other portions of a facade, the maximum effective area is 32 square feet. No detached sign may exceed 128 square feet in effective area or 16 feet in height. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1729. SIGN REGULATIONS FOR SUBDISTRICT D (OFFICE AND RESIDENTIAL SUBDISTRICT).

(a) Permanent attached signs. The only permanent attached signs permitted in this subdistrict are signs provided for in this subsection.

(1) Number of permitted signs. Each premise or non-residential occupancy is entitled to one attached sign per facade.

(2) Number of words or characters.

(A) Except as otherwise provided in this paragraph, no person may erect a sign which contains more than 10 words consisting of any characters of a height equal to or exceeding four inches on any building facade. Words consisting of characters less than four inches in height may be used without limit.

(B) There is no limit as to the number of words containing characters of a height equal to or exceeding four inches on a marquee or other changeable message sign.

Staff recommended:

No change.

(C) No more than six words are permitted at a point on the facade above 36 feet in height.

Victory Park requested:

(C) No more than six words are permitted at a point on the facade above ~~36~~ 66 feet in height.

(3) Premise and non-premise signs. All attached permanent signs in this subdistrict must be premise signs or convey a noncommercial message.

(4) Effective area limitations for certain attached signs.

(A) With the exception of a marquee sign, the maximum effective area of a changeable message sign is 1,000 square feet.

(B) The maximum effective area of a marquee sign is 250 square feet.

Staff recommendation:

No change.

(C) The maximum effective area of an awning or canopy sign is 150 square feet.

(D) There is no maximum effective area for a parapet sign.

(E) The maximum effective area for all other projecting attached signs is 20 square feet.

(5) Cumulative effective area limitations for all attached signs. The cumulative effective area of all permanent attached signs on a facade may not exceed 10 percent of the building facade on which the signs are located. No more than 50 percent of the maximum effective area may be located at a point on the facade above 36 feet in height.

Victory Park requested:

(C) The maximum effective area of an awning or canopy sign is ~~150~~ 250 square feet.

(D) There is no maximum effective area for a parapet sign.

(E) The maximum effective area for all other projecting attached signs is ~~20~~ 250 square feet.

(5) Cumulative effective area limitations for all attached signs. The cumulative effective area of all permanent attached signs on a facade may not exceed 10 percent of the building facade on which the signs are located. No more than 50 percent of the maximum effective area may be located at a point on the facade above ~~36~~ 66 feet in height.

(6) Signs overhanging or projecting into the public right-of-way.

(A) Attached signs overhanging the public right-of-way are permitted as long as each sign is a minimum of 10 feet above the sidewalk grade.

(B) No portion of a marquee sign may:

(i) project more than eight feet into the public right-of-way; or

(ii) be located less than two feet from the back of a street curb.

(C) For all other projecting attached signs, no portion of the signs may:

(i) project more than four feet into the public right-of-way; or

(ii) be located less than two feet from the back of the street curb.

(7) Parapet signs. Parapet signs are permitted in this subdistrict. No parapet sign may project more than four feet above the edge of the roof, regardless of whether the sign is attached to a parapet wall or the roof's edge.

(8) Roof signs. Roof signs are prohibited in this subdistrict.

(9) No limitation on projecting attached signs. Projecting attached signs are permitted on premises with detached signs.

(10) Limitation on changeable message signs.

(A) A premise is entitled to only one marquee sign per facade, except that one additional marquee sign is permitted on that facade if the width of the facade is more than 300 feet.

(B) A premise is entitled to two additional changeable message signs per facade as long as the signs are not marquee signs.

Staff recommended:

No change.

Victory Park requested:

(C) No portion of a changeable message sign is permitted at a point on the facade above ~~36~~ 66 feet in height.

(11) Location limitations. Only two facades per building may have a sign or portion of a sign at a point on the facade above ~~36~~ 66 feet in height.

(12) Signs projecting over the roof line. Except for a parapet sign, no attached sign may project over a building.

(13) Location limitation on projecting attached signs. Except for a parapet sign, no portion of a projecting attached sign may be located at a point on the facade above ~~36~~ 66 feet in height.

(b) Permanent detached signs. The only permanent detached signs permitted in this subdistrict are signs provided for in this subsection.

(1) Kiosks. Kiosks are permitted subject to the following regulations:

(A) No more than 20 kiosks are permitted in this district.

(B) Kiosks within the same block face and within 20 feet of the right-of-way line of a public street must be spaced at least 50 feet apart.

(C) No kiosk may be illuminated by a detached independent external light source.

(D) Kiosks may not be located on sidewalks unless a minimum unobstructed sidewalk width of 10 feet is maintained. If, however, a greater unobstructed sidewalk is required in the ordinance establishing Planned Development District No. 582 width requirement must be maintained.

(E) Kiosks must be securely anchored to the ground.

(F) No kiosk may exceed ten feet in height, measured from the ground at the base of the kiosk, or 100 square feet in effective area.

(G) Kiosks may display premise or non-premise signs. If the sign displayed is a non-premise non- changeable message sign or a non-premise non-digital changeable message sign, 30 percent of the effective area of the sign must identify a district activity. If the sign displayed is a non-premise digital changeable message sign, the sign must identify a district activity 30 percent of the time measured on a 24-hour basis.

(2) Monument signs. Each premise fronting on a public street or private access easement may have one monument sign. Premises which have more than 250 feet of frontage along a public street or private access easement, other than an alley, may have not more than one additional monument sign for each additional 250 feet of frontage or fraction thereof. No monument sign may exceed 250 square feet in effective area or 10 feet in height.

(3) All other detached signs. The following additional detached signs are permitted:

(A) Non-premise detached signs may be located in private access easements. No such sign may exceed 30 feet in height or have a sign face that exceeds six feet in height. Each such sign must have a minimum clearance of 14 feet above the ground. Signs permitted under this subparagraph must be spaced at least 250 feet apart.

(B) The owner or operator of a surface parking lot may erect one non-premise detached sign for each vehicular entrance to the parking lot, and one additional non-premise detached sign for each 40,000 square feet of parking surface. Signs permitted under this subparagraph:

Staff recommended:

No change.

Victory Park requested:

(i) may not exceed ~~20~~ 30 square feet in effective area or 20 feet in height;

(ii) must be spaced at least 100 feet apart; and

(iii) must be located at least five feet from the lot line or public right-of-way line, whichever creates the greater setback.

A minimum of 30 percent of the effective area of each sign must identify a district activity.

(4) Vent stack signs prohibited. No sign may be located on a vent stack in this subdistrict.

(c) Temporary signs. The only temporary signs permitted in this subdistrict are special purpose signs, temporary protective signs, temporary signs on construction fencing, and "for sale," "for lease," "remodeling," and "under construction" signs. These temporary signs are in addition to all other signs permitted in this ordinance.

(d) Special purpose signs.

(1) Illumination. Special purpose signs may be externally illuminated, and, except for banners, may be internally illuminated or "back-lighted."

(2) Premise special purpose signs.

(A) Attached premise special purpose signs. An occupancy may have one attached premise special purpose sign up to four times within any twelve-month period as long as the sign:

(i) is displayed for no more than 45 days each time during the twelve-month period; and

(ii) has no more than 10 words that contain any character equal to or exceeding four inches in height.

(B) Detached premise special purpose signs.

(i) An occupancy may have a detached premise special purpose sign no more than three times each calendar year for no more than 38 consecutive days each time. No detached premise special purpose sign may be erected at an occupancy during the 30-day period immediately following the removal of a detached premise special purpose sign from that occupancy.

(ii) Detached premise special purpose signs must:

(aa) be located at least 100 feet apart;

(bb) not exceed eight feet in height; and

(cc) not exceed 50 square feet in effective area.

(iii) No more than one detached premise special purpose sign may be erected on each street or private access easement that the premise fronts on.

(4) Non-premise special purpose signs.

(A) In general. Non-premise special purpose signs are permitted subject to the following regulations:

(i) Except as provided below, non-premise special purpose signs may only display promotional and welcome messages.

(ii) Up to 10 percent of the effective area of a non-premise special purpose sign may contain commercial advertisement. The name of the event or activity identified in a promotional message is not considered commercial advertisement even if the event or activity is named after the sponsor.

(iii) A non-premise special purpose sign may not be erected more than 30 days before the beginning of the advertised activity or event, and must be removed no later than 10 days after the activity or event has ended.

(iv) The sign hardware for a banner may be left in place between displays of a banner.

(B) Attached non-premise special purpose signs. Attached non-premise special purpose signs are prohibited in this subdistrict.

(C) Detached non-premise special purpose signs. The only detached non-premise special purpose signs permitted in this subdistrict are as follows:

(i) Banners on street light poles. Banners are permitted on street light poles as long as the banners and their hardware:

(aa) meet the sign construction and design standards contained in the Dallas Building Code;

(bb) are at least 12 feet above grade, unless they overhang a roadway, in which case they must be at least 15 feet above grade;

(cc) do not project more than three feet from the pole on which they are mounted;

(dd) do not exceed 50 square feet in effective area; and

(ee) are made out of weather-resistant and rustproof material.

(ii) Other banners crossing the public way. Banners may be displayed over and across the public way. No portion of a banner may be located more than 35 feet above grade, or less than 14 feet above any street, sidewalk, or other pedestrian area. The height of a sign face may not exceed six feet. All banners must be spaced at least 100 feet apart.

(d.1) Additional signs in Subarea D-1: Parking structure screening signs.

(1) Visual display and coverage.

(A) A parking structure screening sign must have a minimum of 80 percent non-textual graphic content. The maximum effective area of text may not exceed 20 percent.

(i) Multiple displays giving an appearance of multiple signs are prohibited.

(ii) The effective area of text is the sum of the areas within minimum imaginary rectangles of vertical and horizontal lines, each of which fully contains a word.

(B) A parking structure screening sign must be at least 10 feet above adjacent average grade.

(C) A parking structure screening sign may be internally or externally illuminated. If internally illuminated, a parking structure screening sign may consist of translucent materials, but not transparent materials. Illumination must be turned off between 1:00 a.m. and 7:00 a.m. Monday through Friday and 2:00 a.m. and 8:00 a.m. on Saturday and Sunday.

(D) Minimum permitted effective area of a parking structure screening sign is 750 square feet.

(2) Location and construction.

(A) A parking structure screening sign may only be located on a blank wall face or on the facade of a parking structure facing north, east, or south.

(B) If located on a parking structure, the parking structure must comply with the Dallas Building Code parking structure ventilation requirements.

(C) No parking structure screening sign may cover any window or architectural or design feature of the building to which it is attached.

(D) A parking structure screening sign may wrap around the edge of a building if both building facades to which the parking structure screening sign is attached are otherwise eligible facades and the parking structure screening sign is one continuous image.

(E) All hardware fasteners for a parking structure screening sign must comply with the Dallas Building Code and all other ordinances, rules, and regulations of the City of Dallas.

(F) No parking structure screening sign may be a Highway Beautification Act (HBA) sign as defined in Section 51A-7.102.

(e) Other temporary signs.

(1) Temporary protective signs. In addition to the other protective signs permitted under Section 51A-7.1718, temporary protective signs may be erected anywhere on a construction site at anytime during construction. There is no limit on the number of these signs, but no sign may exceed 20 square feet in effective area or eight feet in height. Temporary protective signs may be illuminated, but no lighting source may project more than three inches from the vertical surface of, or six inches above the top of, the sign. All temporary protective signs must be removed upon completion of the construction.

(2) Temporary signs on construction fencing. Temporary signs may be erected on construction fencing subject to the following provisions:

(A) The signs must be spaced at least 50 feet apart.

(B) No sign may exceed 128 square feet in effective area or eight feet in height.

(C) No sign may project more than three inches from the vertical surface of, or six inches above the top of, the fence.

(D) The signs may be illuminated.

(E) The signs may only identify the project under construction and its owners, developers, future tenants, lenders, architects, engineers, project consultants, and contractors.

(F) The signs must be removed upon completion of the construction.

(3) "For Sale," "For Lease," "Remodeling," and "Under Construction" signs. Signs that relate exclusively to the sale, lease, construction, or remodeling of the premises on which they are located are permitted. There is no limit to the number of attached signs permitted. Detached signs are limited to one for each 100 feet of frontage on a public street or private access easement. If attached to a window, the maximum effective area of the sign is 16 square feet; if attached to other portions of a facade, the maximum effective area is 32 square feet. No detached sign may exceed 128 square feet in effective area or 16 feet in height. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1730. NON-CONFORMANCE AND BOARD OF ADJUSTMENT AUTHORITY.

(a) Purpose of section. It is the declared purpose of this division that, in time, all privately owned signs shall either conform to the provisions of this division or be removed. By the passage of this

ordinance and its amendments, no presently illegal sign shall be deemed to have been legalized unless such sign complies with all current standards under the terms of this ordinance and all other ordinances of the city of Dallas. Any sign which does not conform to all provisions of this ordinance shall be a nonconforming sign if it legally existed as a conforming or nonconforming sign under prior ordinances; or an illegal sign if it did not exist as a conforming or nonconforming sign, as the case may be. It is further the intent and declared purpose of this ordinance that this division, and not the provisions of Article IV, shall exclusively govern how non-conforming signs in this district are treated. It is further the intent and declared purpose of this ordinance that no offense committed, and no liability, penalty or forfeiture, either civil or criminal, incurred prior to the time this ordinance was adopted shall be discharged or affected by such passage, but prosecutions and suits for such offenses, liabilities, penalties or forfeitures may be instituted, and causes presently pending may proceed.

(b) Removal and maintenance of certain non-conforming signs.

(1) A sign erected without a permit, either prior to or after the adoption of this division, is an illegal sign if a permit was required for its erection according to the law in effect at the time the sign was erected. It shall be unlawful to maintain any illegal sign. It is a defense to prosecution under this subsection if the sign has been made to comply with the provisions of this division so that a permit may be issued.

(2) No person may repair a nonconforming sign if the cost of repair is more than 60 percent of the cost of erecting a new sign of the same type at the same location, unless that sign is brought into conformity with this chapter. No person may alter or repair a nonconforming sign where the effect of such repair shall be to enlarge or increase the structure of the nonconforming sign. For purposes of this section, mono-pole, metal, and wood are each an example of a "type" of sign and the term "repair" does not include maintenance or changes of words or other content on the face of a sign.

(c) Board of Adjustment authority.

(1) The board of adjustment may, in specific cases, take the following actions and authorize the following special exceptions with respect to the provisions of this division.

(2) The board of adjustment may waive any filing fee for an appeal under this division when the board finds that payment of the fee would result in substantial financial hardship to the applicant. The applicant may either pay the fee and request reimbursement as part of his appeal or request that the matter be placed on the board's miscellaneous docket for predetermination. If the matter is placed on the miscellaneous docket, the applicant may not file his appeal until the merits of the request for waiver have been determined by the board.

(3) The board of adjustment may hear and decide appeals that allege error in any order, requirement, decision, or determination made by the building inspection division in the enforcement of this division.

(4) The board of adjustment may require a nonconforming sign to be brought into immediate conformity with all current standards of all ordinances of the city, or to be removed when, from the evidence presented, the board finds the sign to be hazardous to the public or to have been abandoned by its owners.

(5) Where a permit was required for a sign's erection according to the law in effect at the time the sign was erected and where the building inspection division finds no record of a permit being issued, the board of adjustment may authorize the issuance of a replacement permit when, from the

evidence presented, the board finds either that a permit was issued or that arrangements were made with a sign company to obtain the permit.

(d) Determination of non-commercial message.

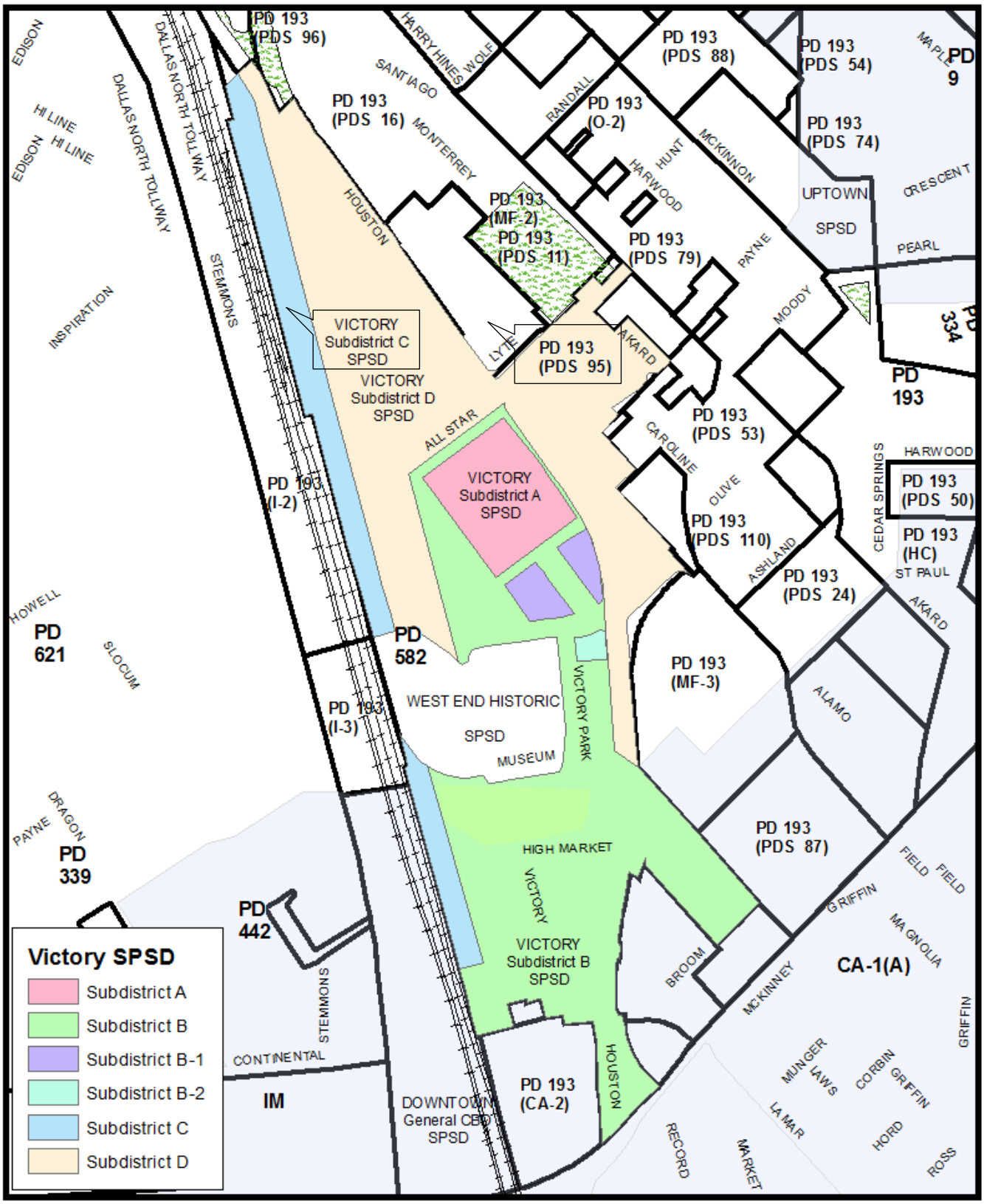
(1) Findings. The city council finds that it may be necessary in the enforcement of this division to determine whether the message displayed upon a sign is a commercial message or a noncommercial message.

(2) Hearing. If a person receives a notice of violation or is cited for maintaining an illegal sign, and the person notifies the city attorney in writing within 10 days of receiving the notice or citation that he believes the sign displays a noncommercial message and is, therefore, not in violation of this division, the city attorney shall postpone prosecution of the case and shall have the matter placed on the agenda of the board of adjustment for appeal under Section 51A-7.1730(c)(3) of this section. The board shall give the person maintaining the sign 10 days written notice of a public hearing on the matter. After hearing the evidence, the board shall decide whether the message displayed on the sign is commercial or noncommercial. No fee may be charged for this appeal.

(3) Judicial Review. If the board decides that the message is commercial and that the sign is illegal, the person maintaining the sign may within 10 days of the board's decision file a notice of nonacceptance of the decision with the city attorney. Within three days after receiving notice of nonacceptance, the city attorney shall initiate suit in the district court for determination that the sign is commercial and for an injunction to prohibit display of the sign in violation of this article. The city shall bear the burden of showing that the sign is commercial. In computing the three-day time period, Saturdays, Sundays, and legal holidays are excluded. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1731. RELOCATION OF NON- PREMISE SIGNS PROHIBITED.

Non-premise signs located outside of this district and located on or overhanging a parcel of land owned or acquired by a governmental entity may not be relocated within this district.



Victory SPSD Existing Subdistrict Map

Dated: 10/08/2015

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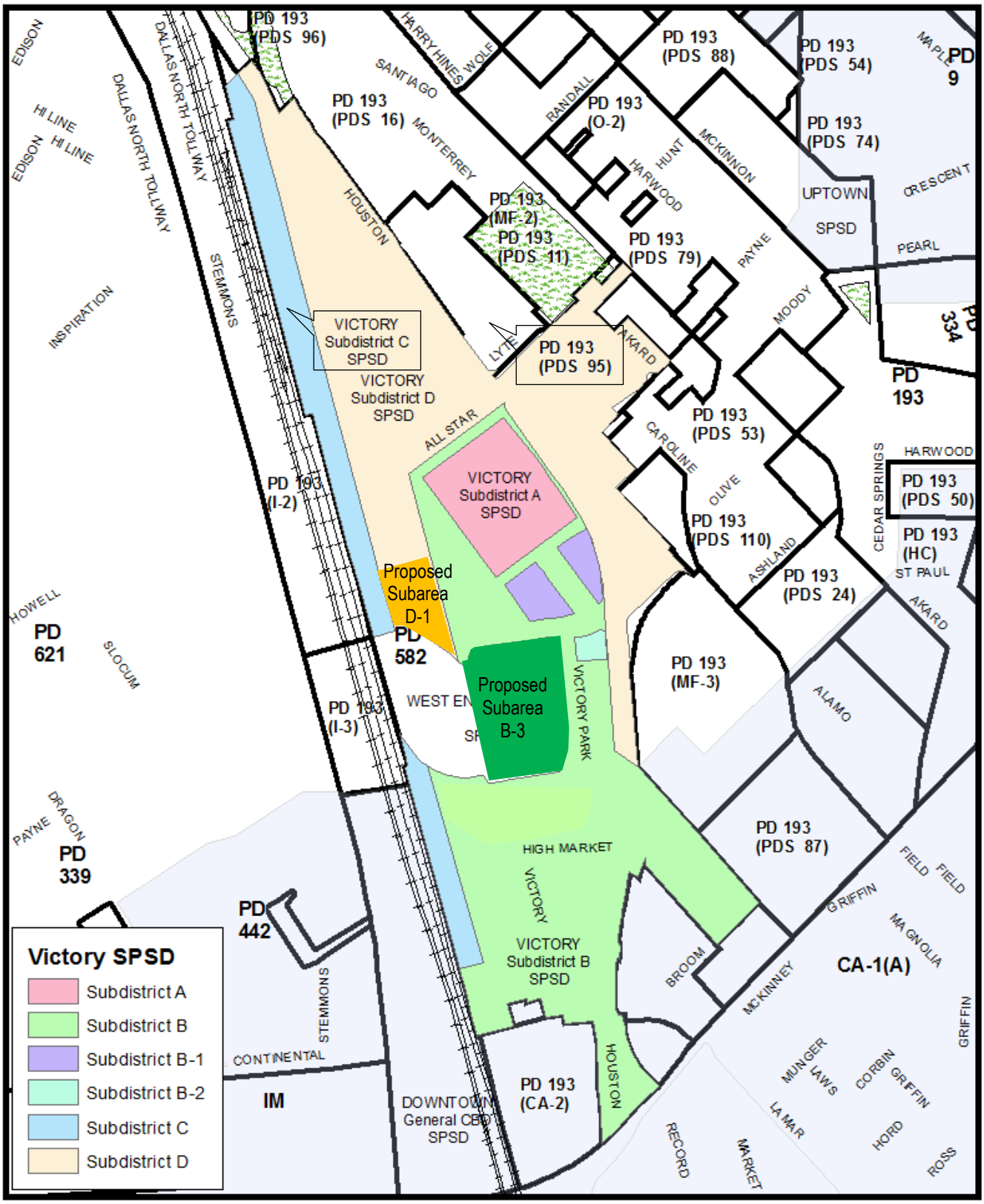

Victory SPSD Proposed Subdistrict Map

Dated: 10/08/2015

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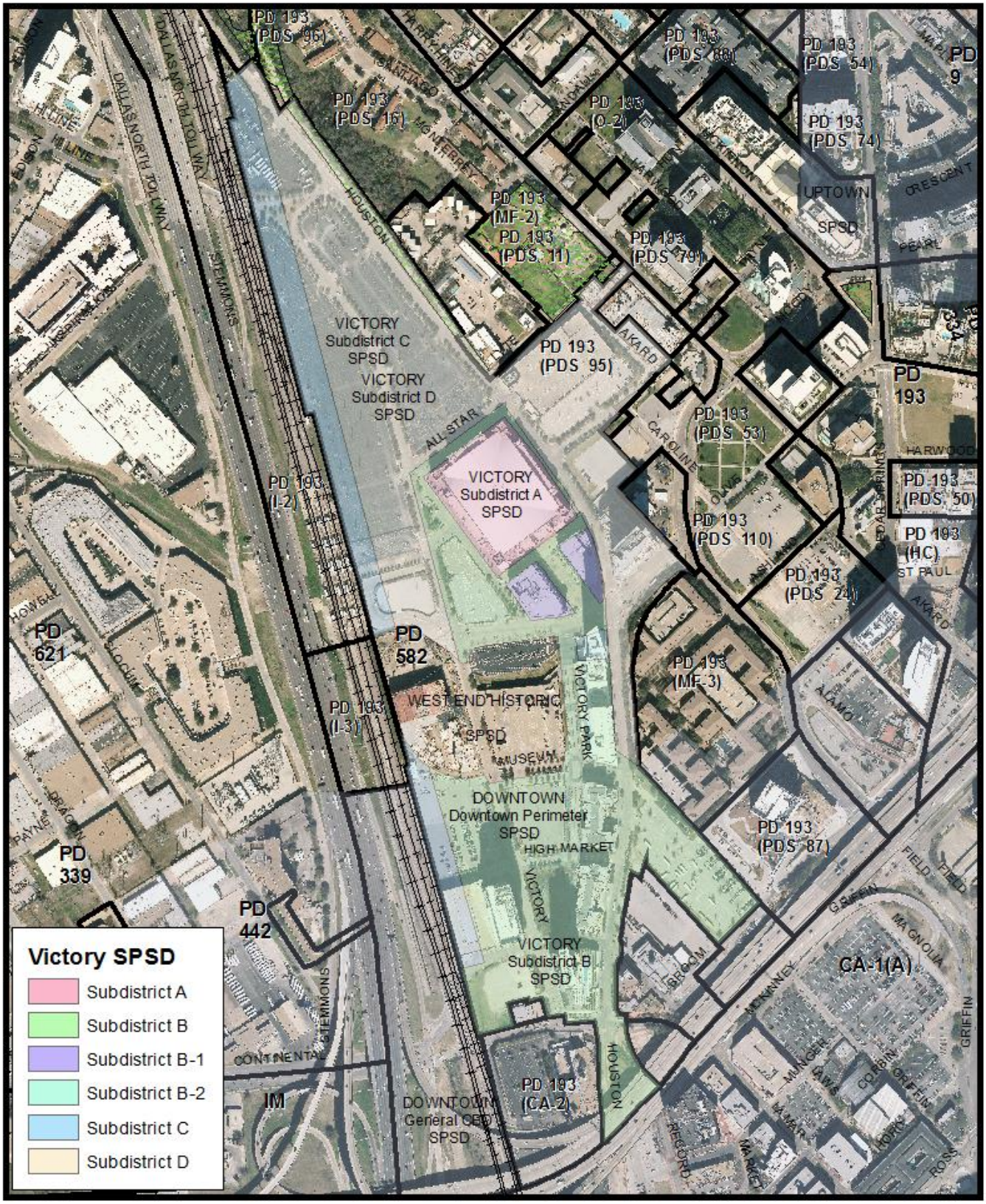

Aerial Map

Dated: 10/08/2015

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