

# Memorandum



CITY OF DALLAS

DATE April 2, 2019

TO Honorable Members of the Quality of Life, Arts and Culture Committee

SUBJECT **Supergraphic Signs**

On Monday, April 8, 2019, the Committee will be briefed on the proposed amendments to the Downtown Special Provision Sign District to consider amendments to the supergraphic sign regulations and extend the sunset period. The City Plan Commission recommended approval of the amendments on March 7, 2019. The briefing material is attached for your review.

Please feel free to contact myself or Kris Sweckard, Director of the Department of Sustainable Development and Construction, if you have any questions or need additional information.

A handwritten signature in blue ink, appearing to read 'Majed Al-Ghafry'.

Majed Al-Ghafry, P.E.  
Assistant City Manager

[Attachment]

c: Honorable Mayor and Members of the City Council  
T.C. Broadnax, City Manager  
Chris Caso, City Attorney (Interim)  
Carol A. Smith, City Auditor (Interim)  
Billierae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager

Jon Fortune, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer  
M. Elizabeth Reich, Chief Financial Officer  
Laila Alequresh, Chief Innovation Officer  
Directors and Assistant Directors

# Supergraphic Signs

Quality of Life, Arts & Culture  
Committee

April 8, 2019

Kris Sweckard, Director  
Sustainable Development  
and Construction  
Department



**City of Dallas**

# Presentation Overview

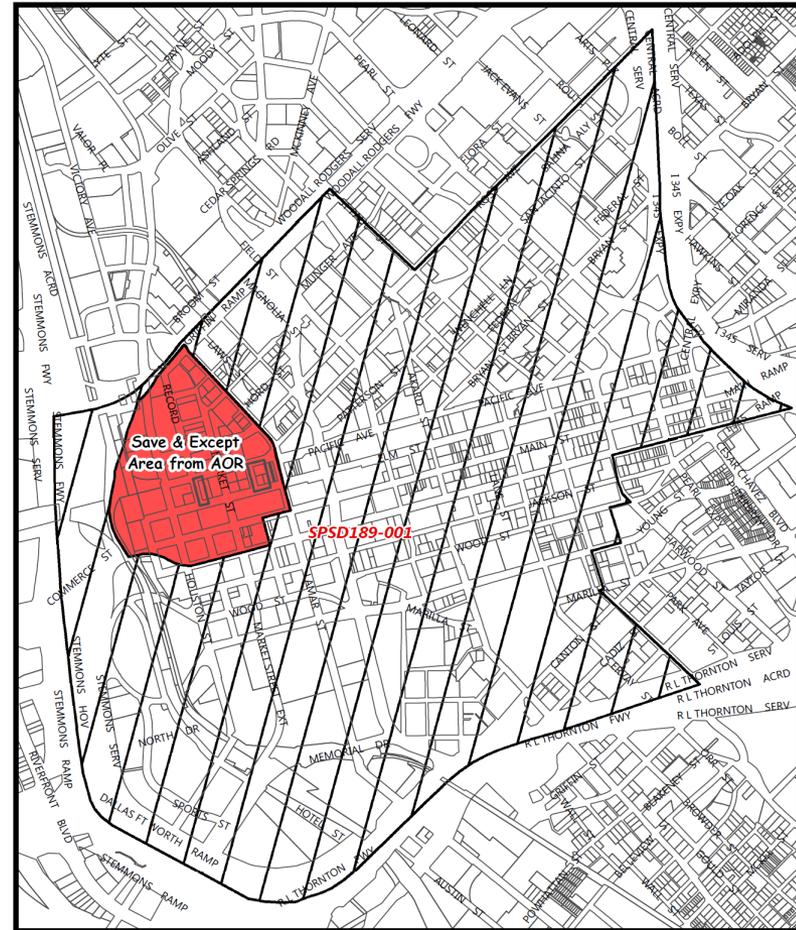
- Purpose
- Background
- Stakeholder input
- Proposal
- Next steps
- Appendix

# Purpose

- Brief the Committee on proposed amendments to Sec. 51A-7.930. “Supergraphic Signs” of the Dallas Development Code.
  - The code states that the City Plan Commission and City Council shall review this section before the section expires on July 31, 2019.
- Seek Committee approval to forward amendments to City Council for consideration.

# Background

- Supergraphic signs are allowed in the inner loop area of the Downtown Special Provision Sign District.



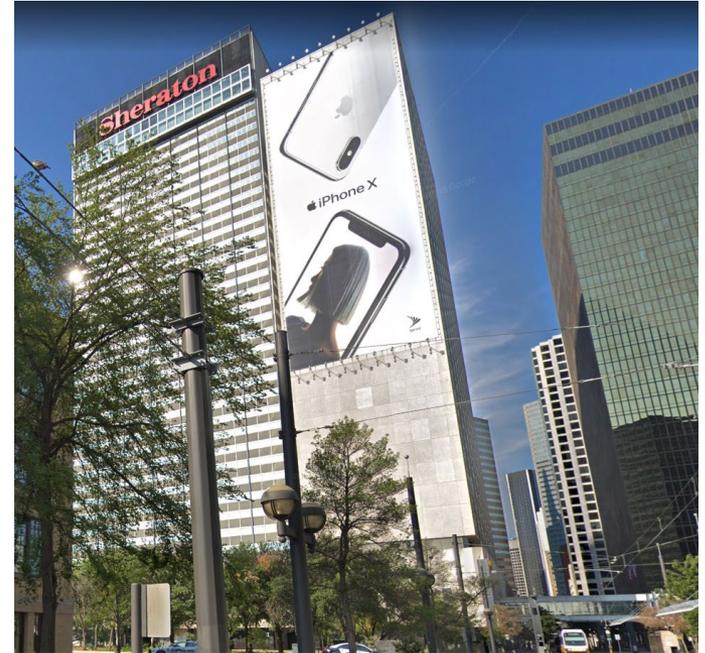
# Background

- A supergraphic sign is defined as a large attached premise or non-premise sign on a mesh or fabric surface, or a projection of a light image onto a wall face without the use of lasers.



# Background

- The Code has a sunset provision requiring mandatory removal on or before July 31, 2019 unless extended by City Council.
- This section does not confer a nonconforming or vested right to maintain a supergraphic sign after July 31, 2019.
- All permits authorizing supergraphic signs shall automatically expire on July 31, 2019, if not extended.



# Background - History

- September 2001: Initial supergraphic sign ordinance - maximum of six supergraphic signs to sunset on September 12, 2003.
- May 2002: Amendment to substitute the phrase “face of the building” for the word “façade,” (allowed a supergraphic sign on the west side of the YMCA building on Ross Avenue).
- June 2003: Extended the sunset for two years to September 12, 2005.

# Background - History

- May 2005: Extended the sunset for three years to September 1, 2008.
- August 2008: Extended the sunset for five years to September 1, 2013.
- June 2009: Increased number of signs from six to 12 and extended the sunset for five years to July 31, 2014.
- August 2011: Increased number of signs from 12 to 22 and extended the sunset for eight years to July 31, 2019.

# Background

- Staff met individually with several sign companies in 2018 to gather feedback on the supergraphic program.
- On November 27, 2018, staff's recommended changes were presented for comment at a meeting of stakeholders.
- Special Sign District Advisory Committee met on December 11, 2018, and January 8, 2019, and recommended approval of amendments.
- City Plan Commission recommended approval on March 7, 2019.



# Stakeholder input

- Extend the message duration to longer than four months. *(CPC and SSDAC included in recommendation.)*
- Increase the number of supergraphic signs to more than 22 signs. *(SSDAC included in recommendation.)*
- Allow one company to hold more than nine location permits.
- Eliminate the provision requiring a supergraphic sign to have one large visual display with a minimum of 80 percent non-textual graphic content.
- Eliminate the provisions discouraging use of solid colors or repetitive design elements, and images of a single product or product logo without other graphic elements.

10

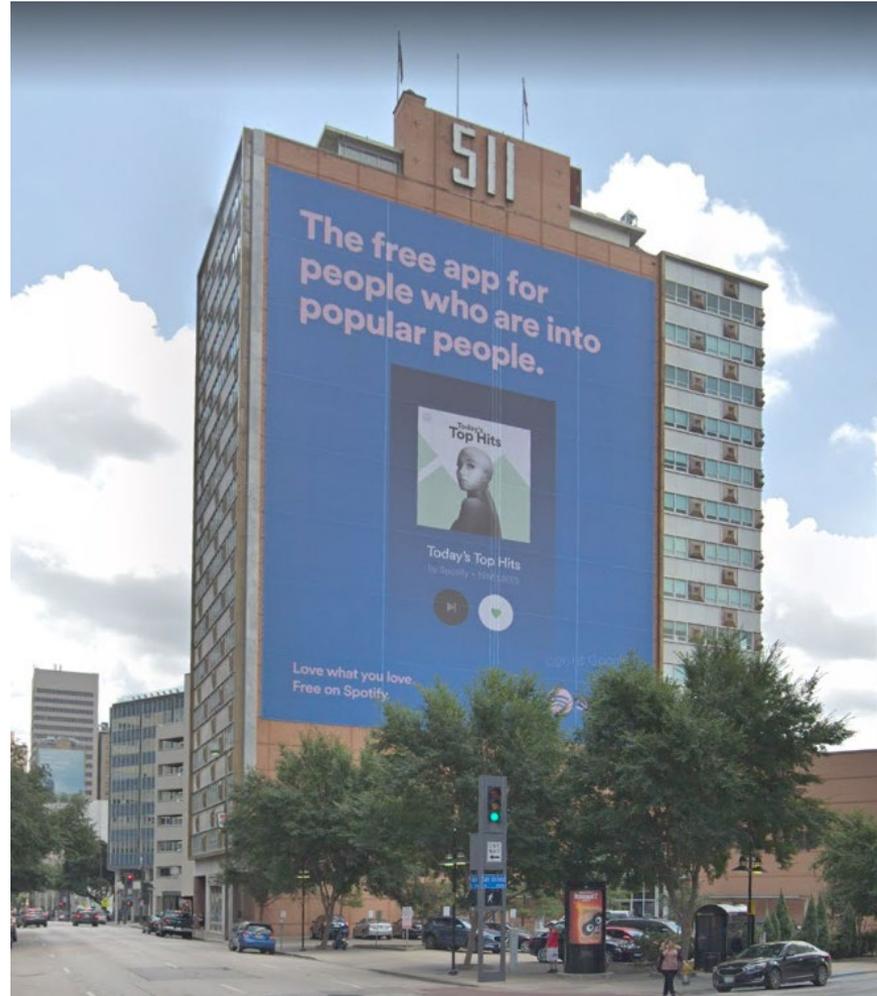
# Stakeholder input (continued)

- Eliminate the provision stating that no supergraphic may be attached to a façade erected or altered after June 1, 2006.
- Eliminate the provision stating that qualified applicants must submit a separate location permit application permit for each location.
- Allow a person with a location permit to move their sign to another location. *(SSDAC included in recommendation.)*
- Eliminate the prohibition of placing supergraphic signs on historic structures. *(CPC, SSDAC, and staff included in recommendation.)*
- Allow a trademarked logo to count as non-textual graphic content instead of text. *(SSDAC recommended clarification that logo counted as text.)*

11

# Proposal

- Sunset provision:
  - Extend the sunset provision for a 10-year period from July 31, 2019 to August 31, 2029.



12

# Proposal

- Historic buildings:
  - Allow supergraphic signs on a blank exposed party wall of a federal-, state-, or city-designated historic or landmark structure.
  - Installation mechanism must be approved by the Landmark Commission for city-designated historic or landmark structure.

# Proposal

- Historic buildings:



National Register district



Non-contributing structure in the Harwood Historic District

# Proposal

- Sign duration:
  - Increase length of time a supergraphic may be displayed from not more than four consecutive months in any 12-month period to not more than six consecutive months.

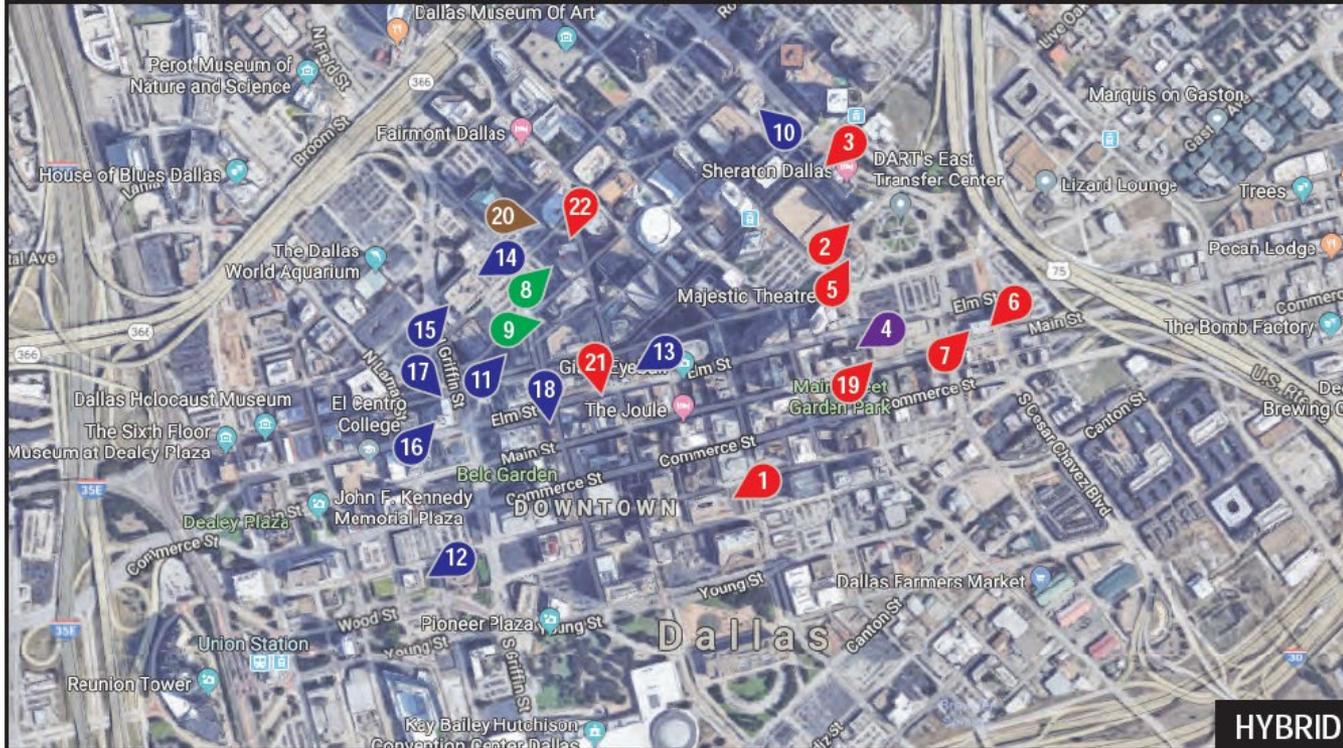


15

# Current Supergraphic Location Permits

DOWNTOWN SPSD SUPERGRAPHIC LOCATIONS

MARCH 2019



1 - 1500 Jackson (E Elev) - 7,644 sq. ft. - exp. 05/02/2019
2 - 400 Olive (W Elev) - 20,210 sq. ft. - exp. 07/21/2019
3 - 400 Olive (E Elev) - 11,024 sq. ft. - exp. 06/14/2019
4 - 1920 Elm (E Elev) - 2,516 sq. ft. - exp. 05/02/2019
5 - 2020 Live Oak (W Elev) - 7,350 sq. ft. - exp. 05/02/2019
6 - 2121 Main (E Elev) - 3,380 sq. ft. - exp. 05/02/2019
7 - 2121 Main (W Elev) - 2,625 sq. ft. - exp. n/a (Blank)
8 - 505 N Akard (W Elev) - 13,584 sq. ft. - exp. 06/11/2019

9 - 411 N Akard (N Elev/W Elev) - 4,512.6 sq. ft. - exp. 05/06/2019
10 - 720 N Olive (S Elev) - 13,490 sq. ft. - exp. 07/25/2019
11 - 1201 Pacific (W Elev) - 23,000 sq. ft. - exp. 05/07/2019
12 - 800 Jackson (E Elev) - 4,237 sq. ft. - exp. 06/08/2019
13 - 1505 Elm (E Elev) - 8,136 sq. ft. - exp. 07/18/2019
14 - 1200 Ross (E Elev) - 18,928 sq. ft. - exp. 06/14/2019
15 - 1200 Ross (W Elev) - 18,682 sq. ft. - exp. 07/25/2019
16 - 1015 Elm (W Elev) - 4,100 sq. ft. - exp. 05/24/2019

17 - 1015 Elm (N Elev) - 4,400 sq. ft. - exp. 05/22/2019
18 - 1217 Main (N Elev) - 2,538 sq. ft. - exp. 06/04/2019
19 - 2000 Elm (W Elev) - 2,500 sq. ft. - exp. 07/13/2019
20 - 601 N Akard (W Elev) - 11,744 sq. ft. - exp. 07/20/2019
21 - 1415 Main (N Elev) - 3,995 sq. ft. - exp. 05/18/2019
22 - 511 N Akard (N Elev) - 12,928 sq. ft. - exp. 06/01/2019

- - Outfront Media, LLC.
- - Radiant Outdoor, LLC.
- - Impact Outdoor Ad. Co.
- - Clear Channel Outdoor, Inc.
- - Pearl Media, LLC.

# Next Steps

- Schedule for City Council consideration.

# Supergraphic Signs

Quality of Life, Arts & Culture  
Committee

April 8, 2019

Kris Sweckard, Director  
Sustainable Development  
and Construction  
Department



**City of Dallas**

# Appendix 1 – Current locations

	Sign Company	Location	Current location permit/Original location permit	Issue Date	Four Year Expiration	Current Permit No. (change copy)	Current change copy expiration	Square footage
1	<del>Outdoor</del> Outdoor Media, LLC (formerly Fuel Outdoor Holdings, LLC)	1500 Jackson (east elevation)	1506121027/ 0908195010	6/19/2015	6/19/2019	1812312003	5/2/2019	7644
2	<del>Outdoor</del> Outdoor Media, LLC (formerly Fuel Outdoor Holdings, LLC)	400 Olive (west elevation)	1506191069/ 0909105008	6/19/2015	6/19/2019	1903202008	7/21/2019	20,210
3	<del>Outdoor</del> Outdoor Media, LLC (formerly Fuel Outdoor Holdings, LLC)	400 Olive (east elevation)	1506191068/ 0911045005	6/19/2015	6/19/2019	1902112008	6/14/2019	11,024
4	Impact Outdoor Advertising Co.	1920 Elm Street (north elevation) requires CA	1506121024/ 0910275001	6/19/2015	6/19/2019	1812202010	5/2/2019	2516
5	<del>Outdoor</del> Outdoor Media, LLC (formerly Fuel Outdoor Holdings, LLC)	2020 Live Oak Street (west elevation)	1506121028/ 1109205010	6/19/15	6/19/2019	1812312006	5/2/2019	7350
6	<del>Outdoor</del> Outdoor Media, LLC (formerly Fuel Outdoor Holdings, LLC)	2121 Main Street (east elevation)	1506121021/ 1110245004	6/19/2015	6/19/2019	1812312004	5/2/2019	3380
7	<del>Outdoor</del> Outdoor Media, LLC (formerly Fuel Outdoor Holdings, LLC)	2121 Main Street (west elevation)	1506121022/ 1110245003	6/19/2015	6/19/2019	Currently Blank		2625
8	Pearl Media, LLC	505 N. Akard Street (west elevation)	1510061045/ 1001145008	10/19/2015	10/19/2019	1902032006	6/11/2019	13,584
9	Pearl Media, LLC	411 N. Akard Street (north elevation)	1510061042/ 1110045002	10/19/2015	10/19/2019	1812032007	5/6/2019	4,512.6
10	Radiant Outdoor, LLC (formerly Big Media)	720 N. Olive Street (west elevation)	1510091053/ 0908195007	10/12/2015	10/12/2019	1903202013	7/25/2019	13,490
11	Radiant Outdoor, LLC (formerly Big Media)	1201 Pacific Avenue (west elevation)	1510091056/ 0908195006	10/12/2015	10/12/2019	1812032013	5/7/2019	23,000

# Appendix 1 – Current locations (con't.)

	Sign Company	Location	Current location permit/Original location permit	Issue Date	Four Year Expiration	Current Permit No. (change copy)	Current change copy expiration	Square footage
12	Radiant Outdoor, LLC (formerly Big Media)	800 Jackson Street (east elevation)	1510091054/ 0908195008	10/12/2015	10/12/2019	1901302010	6/8/2019	4237
13	Radiant Outdoor, LLC (formerly Dunklin & Company, Inc.)	1505 Elm Street (east elevation)	1510091039/ 0908195011	10/12/2015	10/12/2019	1903132006	7/18/2019	8136
14	Radiant Outdoor, LLC (formerly Chavez Properties)	1200 Ross Avenue (east elevation)	1510091045/ 0908195004	10/12/2015	10/12/2019	1901312001	6/14/2019	18,928
15	Radiant Outdoor, LLC (formerly Chavez Properties)	1200 Ross Avenue (west elevation)	1510091049/ 0908195002	10/12/2015	10/12/2019	1903202011	7/25/2019	18,682
16	Radiant Outdoor, LLC	1015 Elm Street (west elevation)	1510091036/ 1109205014	10/12/2015	10/12/2019	1901172006	5/24/2019	4100
17	Radiant Outdoor, LLC	1015 Elm Street (north elevation)	1510091037/ 1109205013	10/12/2015	10/12/2019	1812312002	5/22/2019	4400
18	Radiant Outdoor, LLC	1217 Main Street (north elevation)	1510091042/ 1110245002	10/12/2015	10/12/2019	1901282003	6/4/2019	2538
19	<del>Outdoor Media, LLC (formerly Reynolds outdoor media inc.</del>	2000 Elm Street (west elevation)	1511171021/ 1111215004	11/17/2015	11/17/2019	1903122004	7/13/2019	2500
20	Clear Channel Outdoor, Inc.	601 N. Akard (west elevation)	1608261145/ 0908195005	8/31/2016	8/31/2020	1903192002	7/20/2019	11,744
21	<del>Outdoor Media, LLC (formerly Reynolds outdoor media inc.</del>	1415 Main Street (north elev)	1810231038/ 1501231011	10/30/2018	10/30/2022	1901162003	5/18/2019	3995
22	<del>Outdoor Media, LLC, (formerly Reynolds outdoor. inc.</del>	511 N Akard (north elevation)	1810231032/ 1109205015	10/30/2018	10/30/2022	1901282018	6/1/2019	12,928

# Appendix 2 – Measuring text portion



Example of how to measure text portion of sign

# Appendix 3 – Other cities

- Other cities with supergraphic signs includes: New York City, Chicago, Miami, and Los Angeles.
- [New York City](#) allows large off-premise signs in the Times Square Area.
- [City of Los Angeles](#):
  - Supergraphic signs are only allowed in sign districts, reviewed individually by city council.
  - Supergraphic sign installations are not allowed at present because of an ordinance passed in 2010.
  - While there are 28 sites that have permanent injunction from the United States District Court, there are not necessarily supergraphic signs at each of these sites.
  - The exact number of supergraphic signs that are installed is not known.
  - The code does not limit the size of supergraphic signs nor the message duration.

# Appendix 4 – Sec 51A-7.930

## SEC. 51A-7.930. SUPERGRAPHIC SIGNS.

(a) Definitions. In this section:

(1) **AFFILIATE** means any person who is an owner, shareholder, member, partner, agent, officer, or director of an applicant for a supergraphic sign location permit pursuant to this section or a person who has a contractual relationship with an applicant related to supergraphic signs.

(2) **CENTRAL BUSINESS DISTRICT WALLSCAPE SIGN** means a supergraphic sign located in the inner loop area that is neither a promotional wallscape nor a civic center wallscape.

(3) **CIVIC CENTER WALLSCAPE SIGN** means a supergraphic sign located on a city-owned performance venue with a minimum 1,000 person seating capacity, convention center, or library.

(4) **INNER LOOP AREA** means the Main Street Subdistrict, Retail Subdistrict A, Retail Subdistrict B, the Convention Center Subdistrict, and the General CBD Subdistrict.

(5) **LOCATION PERMIT** means a sign permit to erect a supergraphic sign in a specific location.

(6) **PROMOTIONAL WALLSCAPE SIGN** means a supergraphic sign that identifies or promotes a cultural activity or sporting event that significantly benefits the city.

(7) **QUALIFIED APPLICANT** means any person who has been qualified by the director to apply for a location permit.

(8) **SUPERGRAPHIC SIGN** means a large attached premise or non-premise sign on a mesh or fabric surface, or a projection of a light image onto a wall face without the use of lasers.

(9) **WALL FACE** means an uninterrupted blank plane of a wall, from vertical edge to vertical edge, from its highest edge to its lowest edge. Edges can be established by a distinct change in materials or off-set which runs across (transects) the entire wall in a straight line.

23

# Appendix 4 – Sec 51A-7.930

## SEC. 51A-7.930. SUPERGRAPHIC SIGNS.

(b) Visual display and coverage.

(1) Except as provided in this paragraph, a supergraphic sign must have one large visual display with a minimum of 80 percent non-textual graphic content (no more than 20 percent text).

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

(B) 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.

(C) A promotional wallscape sign may contain 10 percent text or logo related to sponsorship. The remainder of the promotional wallscape sign must promote the special event.

(2) Subject to the maximum effective area in Subsection (c), a central business district wallscape sign must cover at least 60 percent of the wall face of the building to which it is attached. The lower 10 feet of the wall face may not be covered and is disregarded in calculating the coverage area.

(3) Supergraphic signs are intended to be creative and artful and not strictly a representation of an advertised product. It is the intent of this provision to:

(A) encourage the use of illustrative images or other non-repetitive design elements;

(B) encourage visually interesting, vibrant, and colorful designs;

(C) discourage use of solid colors or repetitive design elements; and

(D) discourage an image of a single product or product logo without other graphic elements.

(4) Supergraphic signs may be internally or externally illuminated. If internally illuminated, a supergraphic sign may consist of translucent materials, but not transparent materials.

(5) No building may have more than two central business district wallscape signs. The two central business district wallscape signs must be oriented a minimum of 90 degrees from each other.

# Appendix 4 – Sec 51A-7.930

## SEC. 51A-7.930. SUPERGRAPHIC SIGNS.

(c) Effective area. Minimum permitted effective area of a central business district wallscape sign is 2,500 square feet. This subsection controls over Paragraph (b)(2).

(d) Height. No central business district wallscape sign or civic center wallscape sign may exceed 450 feet in height. There is no maximum height for promotional wallscape signs.

(e) Number of sign locations permitted.

(1) No more than 22 central business district wallscape locations are permitted within the inner loop area.

(2) No more than four civic center wallscape locations are permitted within the inner loop area.

(3) No supergraphic signs are permitted outside of the inner loop area.

(f) Extensions.

(1) Except as provided in Paragraph (2), a supergraphic sign may not extend beyond the edge of the face of the building to which it is attached.

(2) A supergraphic sign may wrap around the edge of a building if:

(A) both building facades to which the supergraphic sign is attached are otherwise eligible facades; and

(B) the supergraphic sign is one continuous image.

(g) Location.

(1) A central business district wallscape sign may only be located on a blank wall face.

(2) No supergraphic sign may:

(A) cover any window or architectural or design feature of the building to which it is attached;

(B) be attached to a federal-, state-, or city-designated historic or landmark structure;

(C) be attached to a facade erected or altered after June 1, 2005;

(D) be attached to a facade on Pacific Avenue between Akard Street and Ervay Street;

(E) be attached to a facade facing Main Street Garden or Belo Garden.

# Appendix 4 – Sec 51A-7.930

## SEC. 51A-7.930. SUPERGRAPHIC SIGNS.

(3) Except as provided in Paragraph (4), central business district wallscape signs are only permitted on parking structures or buildings with lodging, residential, retail and personal service, or office uses occupying at least 75 percent of the leasable ground floor area and an overall building occupancy of at least 50 percent of the floor area.

(4) The director may waive the requirements in Paragraph (3) for up to one year if the director determines that the building or multi-building complex is currently being redeveloped. The director may revoke this waiver if redevelopment stops or is inactive for 90 days or more.

(h) Message duration. A supergraphic sign location may not display the same message for more than four consecutive months in any 12-month period.

(i) Hardware fasteners. All hardware fasteners for a supergraphic sign must comply with the Dallas Building Code and all other ordinances, rules, and regulations of the City of Dallas.

(j) HBA signs prohibited. No supergraphic sign may be a Highway Beautification Act (HBA) sign as defined in Section [51A-7.102](#).

(k) Permits.

(1) Application to be a qualified applicant.

(A) An applicant shall submit an application to the director for the purpose of qualifying as an applicant. The application must include:

- (i) the name, address, phone number, and other pertinent information of the applicant, and if the applicant is a business entity, the names and business addresses of the principal officers, managers, and other persons who own more than five percent of the entity; and
- (ii) an affidavit stating that the applicant is in good standing with the city on all code enforcement matters related to supergraphic signs.

(B) A person may not qualify as an applicant if that person:

- (i) has any outstanding code violations related to supergraphic signs;
- (ii) has previously displayed a non-permitted supergraphic sign within the previous 12 month period; or
- (iii) is an affiliate of another qualified applicant.

# Appendix 4 – Sec 51A-7.930

## SEC. 51A-7.930. SUPERGRAPHIC SIGNS.

### (2) Location permit.

(A) Qualified applicants must submit a separate location permit application for each location. The director shall time stamp all applications upon receipt.

(B) The director shall review location permit applications in order of submittal. If the director determines that a location permit application is incomplete or does not meet the guidelines, the director shall reject the application and then review the next location permit application. If the initial number of location permit applications exceeds the number of location permits available, the director shall provide for a lottery to distribute the location permits.

(C) An application for a supergraphic sign location permit must contain:

(i) a memorandum of lease, sworn to by affidavit, that shows that the qualified applicant has an enforceable lease for a supergraphic location;

(ii) an affidavit stating that the property where the supergraphic sign will be located has no outstanding code enforcement matters;

(iii) a current tax certificate and affidavit stating that there are no unpaid governmental liens for the supergraphic sign location; and

(iv) an affidavit stating that the building meets the occupancy requirements in Paragraph (g)(3).

(D) Location permit holders may not be an affiliate of any other location permit holder.

(E) A person may not have more than nine pending or active location permits combined at any one time.

(F) A person shall not obtain a location permit for use by another person.

(G) A location permit expires four years after the date of issuance.

(H) The director shall revoke a location permit if the location has displayed obsolete supergraphic advertising or has been without supergraphic advertising matter for six months or more.

(I) A holder of a location permit may apply for renewal of the location permit by filing a complete application for renewal with the director no more than 180 days before the expiration of the current permit. To be eligible for a renewal of a location permit, an applicant must meet the qualification criteria under Paragraph (1).

# Appendix 4 – Sec 51A-7.930

## SEC. 51A-7.930. SUPERGRAPHIC SIGNS.

(3) Promotional wallscape signs. An application for a promotional wallscape must be supported by a resolution of the city council that recognizes the activity or event as significantly benefiting the city. A promotional wallscape may not be erected more than 60 days before the beginning of the activity or event and must be removed not later than 30 days after the activity or event has ended.

(4) Review procedure. The director shall review all applications for location permits and copy change permits using the director procedure in Section [51A-7.505](#).

(l) Mandatory removal in 2019. All supergraphic signs must be removed on or before **July 31, 2019**. This section does not confer a nonconforming or vested right to maintain a supergraphic sign after **July 31, 2019**, and all permits authorizing supergraphic signs shall automatically expire on that date.

(m) Sunset. This section expires on **July 31, 2019**, unless re-enacted with amendment before that date. The city plan commission and city council shall review this section before its expiration date.