



City of Dallas

*Welcome
to* **SIGNS 201**

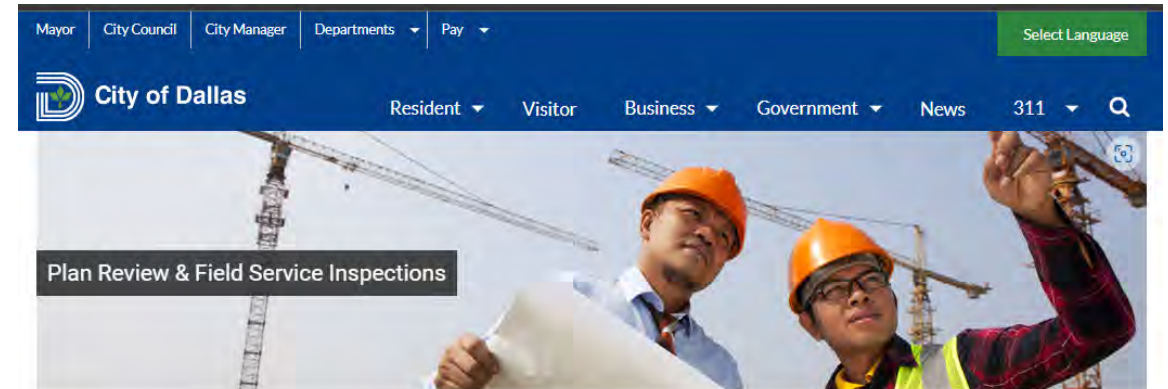
UNBOXED | a Lunch & Learn Series
08/11/2023

Jason Pool - Administrator
Development Services Department
City of Dallas

Development Services Sign Page



- City of Dallas Resources
 - Dallas Signs Page
 - <https://bit.ly/Dallas-Signs>



Helpful Links

- [Building Inspections Home](#)
- [Current Planning Home](#)
- [Special Provision Sign District \(SPSD\)](#)
- [Zoning Map](#)
- [Contractor Web Site](#)
- [ProjectDox - Permit Submittal](#)
- [Research City Archives](#)
- [Sign Code - 51A Article VII](#)
- [Sign Code - 51P - PDs](#)
- [Sign Code - Article XIII](#)
- [Conservation Districts](#)
- [Historic Districts](#)
- [Construction Codes Home Page](#)
- [Visibility Triangles](#)
- [Online Records](#)

Development Services

Sign Permits and Inspections

- SIGN PERMITS IN GENERAL -

Sign permits are obtained through our online plan submission portal: [ProjectDox](#)

Sign permits typically take around two business days to be approved if all required items are submitted. See [here](#) for a complete list of items needed for sign permit review.

A permit ***IS REQUIRED*** for all signs (new or re-face) if any sign:

- has an effective area greater than 20-square-feet.
- is located in excess of eight-feet in height.
- is illuminated or has any electrical components, including motion.
- is located in or over a public roadway.

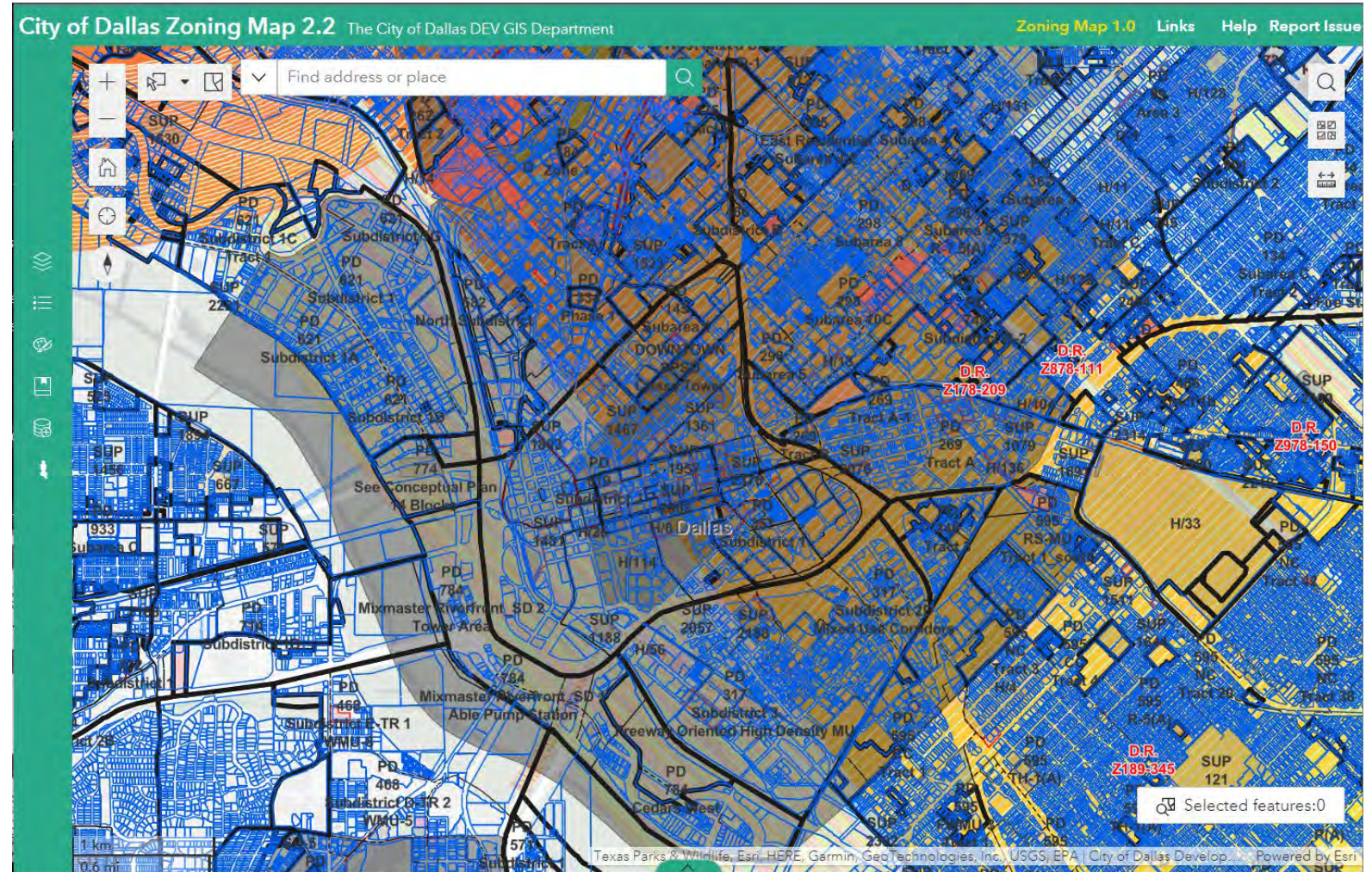
Hi, I am DalBot!
How may I help you?



Dallas Zoning Map



- Zoning Map
- Tutorial



Presentation Overview



- Purpose
- Special Provision Sign Districts
- Historic Districts
- Right-of-way & Real Estate
- Conservation Districts
- Board of Adjustment
- Q & A

Ohmyz!



Purpose



- Provide resources, build awareness, & introduce staff contacts for specialized and additional sign processes and reviews including:
 - Certificates of Appropriateness
 - Right-of-way Licenses
 - CD Work Reviews
 - Variances & Special Exceptions

SIGNS 201
Specialty Processes



Special Provision Sign Districts



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Special Provision Sign Districts (SPSDs)



- Resources
 - Chapter 51A, Article VII Sign Regulations
 - 51A-7.500 – Special Provision Sign Districts (SPSDs)
 - 51A-7.900 thru 51A-7.2300 – Specific SPSPD Provisions
 - Special Provision Sign Districts Page
 - Submission Checklist
 - Submission Schedule (Committee Procedure)
 - City Plan Commission Page
 - Current Plan Commissioners (08/2023)



Special Provision Sign Districts (SPSDs)



- Currently Dallas has 15 Special Provision Sign Districts (SPSDs).
- SSPDs are overlay districts that modify sign provisions to enhance, preserve, & develop the character & potential of an area.

LEGEND

- Downtown
- West End
- Southside Entertainment
- Farmers Market
- Deep Ellum
- Arts District
- Arts District Ext
- Uptown
- McKinney Ave



LEGEND (cont.)

- West Village
- Jefferson Special Purpose District (PD 316)
- Parkland Hospital
- Southwestern Medical District
- West Commerce Street / Fort Worth Ave
- Victory Sign District



Special Provision Sign Districts (SPSDs)



- To ensure signs remain consistent with the purpose of an SPSPD, all signs, unless specified, require a Certificate of Appropriateness (CA).
- Review Procedures for SPSPD CAs:
 - Director Procedure (expedited); or
 - Committee Procedure (additional review time & fee required);
 - Completed as part of the sign permit application (no separate application).



Special Provision Sign Districts (SPSDs)



- Criteria for Director Procedure
 - Not in a historic district
 - ≤ 50 sf
 - $\leq 15\%$ of façade (attached)
 - Projection is ≤ 18 " into public right-of-way (attached)
 - > 10 ft setback (detached)
 - ≤ 25 ft OAH (detached)
 - Message is not changeable
 - Full list on pg. 3 - [Submittal Checklist](#)



Special Provision Sign Districts (SPSDs)



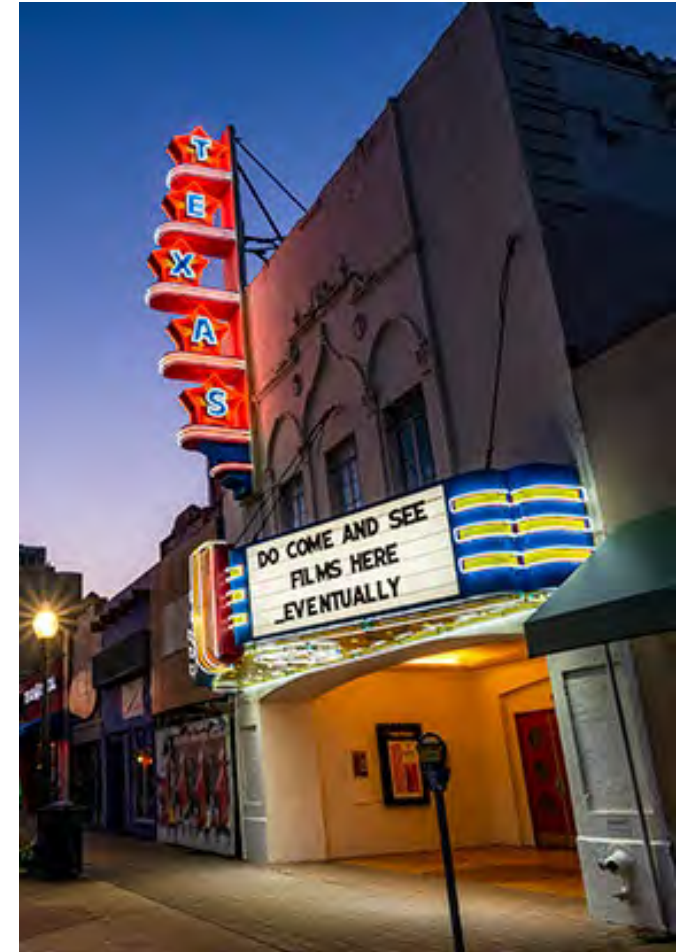
- Committee Procedure
 - Application Submittal
 - Certificate of Appropriateness (CA) process is incorporated with the Sign Permit Process.
 - Signs that do not meet the requirements outlined in [SEC. 51A-7.505\(3\)](#) will be required to obtain a Certificate of Appropriateness (CA) from City Plan Commission (CPC).



Special Provision Sign Districts (SPSDs)



- Committee Procedure (cont.)
 - Submittal Deadline is at noon on the Friday following the SSDAC meeting for the previous month. (Submission Schedule)
 - Applications must be complete & fees paid to be accepted.
 - Fee: \$345.00/sign
 - Generally, 2 to 3-month process



Special Provision Sign Districts (SPSDs)



- Committee Procedure Checklist
 - Some required items not typical to a sign permit:
 - Location map.
 - Detailed description of materials & colors.
 - Height & length of each word
 - Stamped engineering for all projecting & detached signs.
 - Owner & tenant officer lists.

SIGNS 201
Specialty Processes

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Special Provision Sign Districts (SPSDs)



- Committee Procedure (cont.)
 - Special Sign District Advisory Committee (SSDAC)
 - Meet second Tuesday of every month
 - Five appointed members to include one architect, one graphic designer, and one sign industry representative.
 - To evaluate & provide guidance on the character, special conditions, & economics of each sign district.



Special Provision Sign Districts (SPSDs)



- Committee Procedure (cont.)
 - CPC Public Hearing
 - First & Third Thursday of the month
 - CAs are typically reviewed the first Thursday of the month following an SSDAC recommendation.
 - CPC has final approval/denial of CA
 - General time frame: 2 to 3 months



Special Provision Sign Districts (SPSDs)



- Arts District Special Advisory Committee (ADSAC)
 - Follows same structure & schedule as SSDAC (1-2 months)
 - Exclusive to the Arts District Sign District
 - Required for ALL signs in the Arts District Sign District.
 - Advisory to Director only - No City Plan Commission required.



Special Provision Sign Districts (SPSDs)



- Review Criteria for the Committees & Commission:
 - Signs must meet all code provisions for the district.
 - Committee determines if sufficient information been provided to make an informed decision; and
 - if the proposed sign is appropriate & consistent with the special character of the district.
 - This includes an additional emphasis on the sign's effect on the economic structure of the district and surrounding premises without regard to sign message.



Special Provision Sign Districts (SPSDs)



- Action required within 60-days
 - If no action has been taken by the city within 60-days of the receipt of the application, the application is deemed approved.
 - Actions include any motion made on an item in public meeting.



Special Provision Sign Districts (SPSDs)



- Changes in application.
 - After a CA is approved, changes will require re-submittal and re-review under the original procedure.
- Appeal to council.
 - Appeals can be made to City Council within 60-days of the date of the decision by the Commission.



Special Provision Sign Districts (SPSDs)



- [SEC. 51A-7.507](#) provides for temporary sign display while applications are being reviewed under the Committee procedure.
 - Temporary signs must:
 - Be banners
 - Not be larger than permanent sign under review
 - Not be the same sign under review
 - Temporary sign permits expire 60-days from issue date and are not eligible for renewal or re-issue.



Special Provision Sign Districts (SPSDs)



	COMMITTEE	DIRECTOR
<u>DOWNTOWN</u>	X	X
<u>DOWNTOWN SUBDISTRICTS</u>	X	X *
<u>WEST END</u>	X	-
<u>UPTOWN</u>	X	X
<u>ARTS</u>	X **	-
<u>DEEP ELLUM/ NEAR EAST SIDE</u>	X	X
<u>JEFFERSON / PD316</u>	X	X
<u>MCKINNEY</u>	X	X
<u>FARMERS MARKET</u>	X	X
<u>MARKET CENTER SD</u>	-	X
<u>VICTORY</u>	-	-
<u>SOUTHSIDE ENTERTAINMENT</u>	X	-
<u>WEST VILLAGE</u>	X	X
<u>COMMERCE/ FT WORTH</u>	-	-
<u>ARTS EXT.</u>	-	-
<u>PARKLAND</u>	-	X
<u>SOUTHWEST MEDICAL</u>	-	X

• SPSD Review Procedure Type

* Attached sign only. All Detached signs must obtain a CA from CPC.

** ADSAC review. No SSDAC Review.



Office of Historic Preservation



Kate Singleton

Chief Preservation Planner

Office of Historic Preservation

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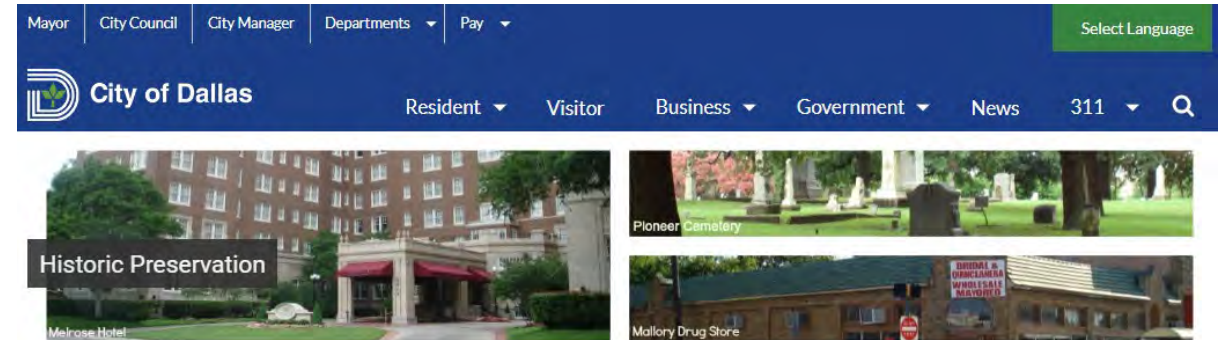
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Historic Districts & Individual Landmarks



- 21 Historic Districts, 150+ Individual Landmarks: Overlay Zoning
- Information available at: [OHP Website](#)



OFFICE OF HISTORIC PRESERVATION
DEVELOPMENT SERVICES HOME
APPLICATIONS
CONTACTS
DEMOLITION DELAY
HISTORIC PRESERVATION STRATEGIC PLAN
DEVELOPMENT CODE
FAQS
HABS
HISTORIC DISTRICTS/BUILDINGS

City of Dallas Office of Historic Preservation



The Office of Historic Preservation provides services related to historic districts, historic structures, and potential historic districts and structures. These services include Landmark (historic) Designation, Certificates of Appropriateness (approval forms for work on landmark



Historic Districts & Individual Landmarks



- All exterior work requires a Certificate of Appropriateness.
 - Routine Maintenance-20 days
 - Standard/Landmark Commission 65 days
 - Must have Certificate of Appropriateness **BEFORE** Building Permit is Issued
- Submitted to Preservation Planners by email or in person: City Hall 5BN.
- Strongly encourage meeting with staff. Engage early and often!



Historic Districts & Individual Landmarks



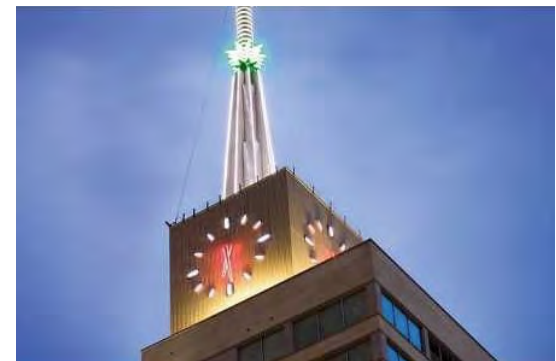
- Most HDs are residential, but many have small commercial areas (trolley stop retail)
 - Each Historic District has its own design standards and signs are usually included



Historic Districts & Individual Landmarks



- West End HD is our largest commercial HD and has an HD Overlay and Sign Overlay—unusual.
- Harwood and Fair Park are historic districts with special sign language.
- Individual Designations can also include buildings like the Magnolia that has a prominent sign like the Flying Red Horse or the tower clock on the Mercantile.



Right of Way & Real Estate



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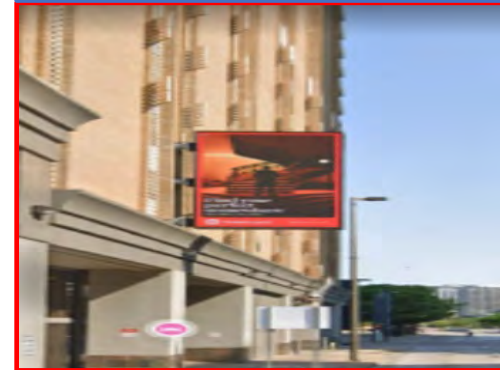


Right of Way & Real Estate



A right-of-way license is required when a person or entity wants to use any part of the public right-of-way.

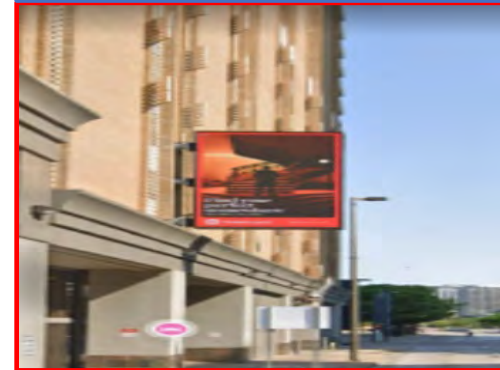
- Real Estate License Resources
 - [Chapter 43: Streets and Sidewalks](#)
 - [Public Works Real Estate Website](#)
 - [Right-of-way License checklist](#)
 - [Map of Current Licenses](#)



Right of Way & Real Estate



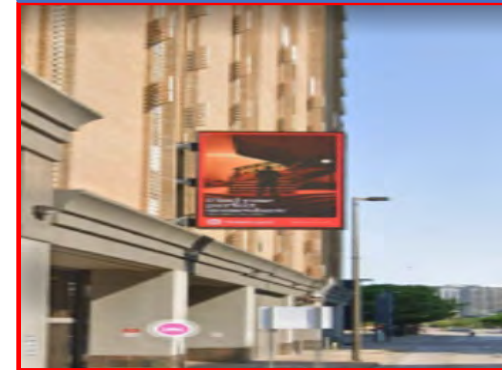
- Typical Sign Requests:
 - Premise Signs/Blade Signs
 - Videoboard Signs
 - Subdivision/Monument Signs
- Processing time:
 - Minimum 90 days (Council approval required)



Right of Way & Real Estate



- Typical Fees:
 - Subdivision/Monument Signs:
 - \$100 per sign* (one-time fee), plus \$100 application fee
 - All other signs:
 - Non-refundable \$750 application fee for air rights = $\text{area} \times \text{assessed value} \times 85\% \times 85\% \times 12\%$.
 - All fees will be the greater of the calculated fee or the minimum annual fee of \$1,000 plus a \$20 ordinance publication fee.



Conservation Districts



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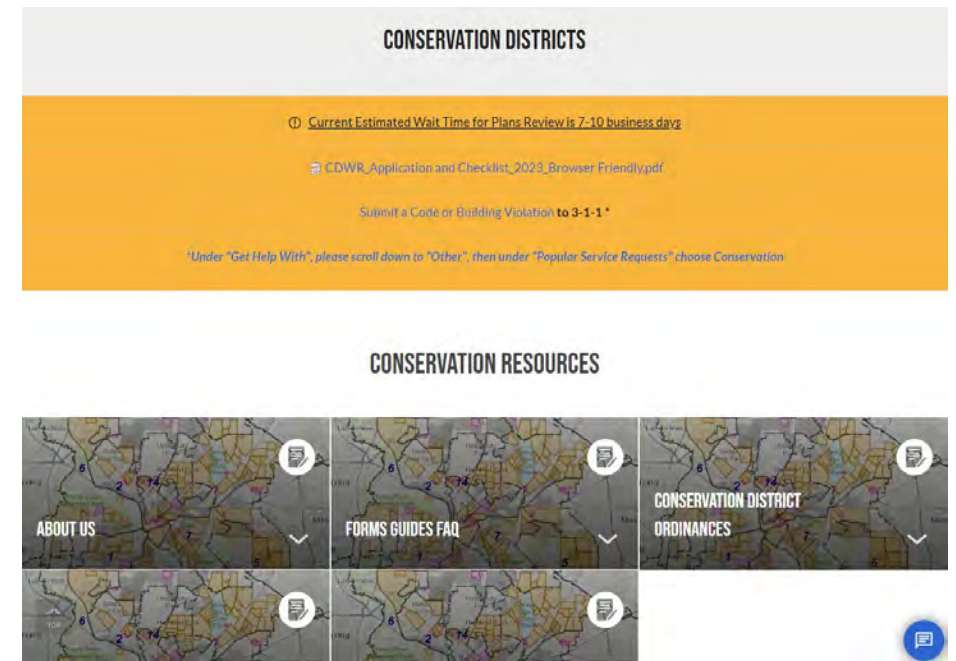


Conservation Districts



All exterior work requires a Work Review Certificate.

- Submitted online at <https://bit.ly/Dallas-Permits>
- Initial staff review is typically between 7-10 business days.
- Applicants must receive a CD Work Certificate approval prior to building permit.



[Conservation Districts Website](https://bit.ly/Dallas-Permits)



Conservation Districts



- Most CD's cover residential neighborhoods.
- Each CD is regulated by a specific Ordinance.
 - Six CD Ordinances do not specifically refer to signs. Seven refer to Article VII sign regulations for Non-Business Zoning Districts (N-BZDs).
 - Districts with specific reference to BZD regulations include: CD 6, 7, 8, 9.



Board of Adjustment



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Board of Adjustment



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Board of Adjustment



- 51A-7.703(d)
Board of
Adjustment

(d) Except as provided in Section 51A-7.703(c) the board of adjustment may, in specific cases and subject to appropriate conditions, authorize only the following special exceptions to the regulations established in this article when the board has made a special finding from the evidence presented that strict compliance with the requirement of this article will result in substantial financial hardship or inequity to the applicant without sufficient corresponding benefit to the city and its citizens in accomplishing the objectives of this article:

(1) Permit a variance for detached premise signs of up to 10 percent of the setback, effective area, and height requirements of this article.

(2) Authorize one additional detached premise sign on a premise in excess of the number permitted by this article.

(3) Authorize up to two additional large letter words on an attached sign in excess of the number permitted by this article.

(4) Authorize signs attached to a window or glass door in a business zoning district to exceed 15 percent of the area of that window or glass door or to be located within the upper two-thirds of that window or glass door if the board finds that the proposed signs do not eliminate visibility into, or out from, the premise.

(5) Permit the following special exceptions for movement control signs when from the evidence presented the board finds them to be necessary to give directions to a business:

(A) Authorize an identification message to be placed on the sign.

(B) Authorize an effective area of up to 4 square feet.

(C) Authorize a height of up to 2-1/2 feet.

Grant detached sign special exceptions per 51A-7.304(b)(3) for location and distance, and per 51A-7.304(b)(8) for support structure material.



Board of Adjustment



- [51A-1.105\(b\)](#) Fee Schedule

FEES FOR APPEALS TO THE SIGN ORDINANCE

TYPE OF APPLICATION	APPLICATION FEE
Sign special exception	\$1,200.00
All other sign appeals	\$900.00

- There is an additional \$10 fee for each required notification sign.
- No fee refund will be made after an appeal is advertised



Board of Adjustment



- HOP, SKIP, & A JUMP



<https://bit.ly/Dallas-BDA>



Board of Adjustment



Please Join Us Again
Thursday, August 31st

CITY OF DALLAS
BOARD OF ADJUSTMENT

SESSION #2

**LAND DEVELOPMENT TEAM
BOARD OF ADJUSTMENT
UNBOXED**

YOU'RE INVITED TO ATTEND
Brown Bag: Lunch & Learn Series
HOW TO WIN A BOARD CASE



Join Development Services Department Board of Adjustment team to discuss how to win a board case.

THURSDAY
August 31, 2023
12:PM-1:00PM

BRING YOUR LUNCH AND JOIN US

DEVELOPMENT SERVICES TRAINING CTR
400 S. ZANG BLVD. STE C95
BASEMENT LEVEL DALLAS, TX

REGISTER TODAY!
Together we are building a SAFE and UNITED Dallas!

Speakers

DIANA BARKUME **SHENIQUA DUNN**
KAMEKA MILLERHOSKINS

SEATING IS LIMITED: RSVP TODAY!
FOR MORE INFO: 214.) 948-4366

OPEN TO THE PUBLIC



Q & A Session



- Questions / Comments





City of Dallas

*Thanks
for Joining*

SIGNS 201

UNBOXED | a Lunch & Learn Series

08/11/2023

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Development Services Department
City of Dallas