

6-15-94

ORDINANCE NO. 22112

An ordinance amending CHAPTER 51A, "PART II OF THE DALLAS DEVELOPMENT CODE," of the Dallas City Code, as amended, by amending Division 51A-7.1000 of the Dallas City Code, as amended; modifying the rules for the West End Historic Sign District by relaxing the regulations for projecting and flat attached signs, allowing fiberglass signs and signs on roofs, transferring sign regulations from the ordinance for Historic Overlay No. 2 (the West End Historic District) to this division, and correcting a cross-reference; providing a penalty not to exceed \$2,000; providing a saving clause; providing a severability clause; and providing an effective date.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That Division 51A-7.1000, "Provisions for West End Sign District," of Article VII, "Sign Regulations," of CHAPTER 51A, "PART II OF THE DALLAS DEVELOPMENT CODE," of the Dallas City Code, as amended, is amended to read as follows:

Division 51A-7.1000.
~~[Provisions For]~~ West End Historic Sign District.

SEC. 51A-7.1001. DESIGNATION OF WEST END HISTORIC SIGN DISTRICT.

The West End Historic Sign District ~~[created under Chapter 51]~~ is hereby recognized as that area of the city within the following described boundaries:

Beginning at the center of the intersection of Main Street and Lamar Street; then north along the center line of Lamar Street to the southern boundary of the Woodall Rodgers Freeway right-of-way; then southwest along the southern boundary of the Woodall Rodgers Freeway right-of-way to its intersection with Railroad Track ICC-158; then south along Track ICC-158 to its merger with Track ICC-15; then south along Track ICC-15 to its merger with Main Line 2; then south

along Main Line 2 to its intersection with the center line of Commerce Street; then east along the center line of Commerce Street to its intersection with the center line of Austin Street; then north along the center line of Austin Street to its intersection with the center line of Main Street; then east along the center line of Main Street to the point of beginning.

SEC. 51A-7.1002. PURPOSE.

The purpose of this division is to regulate the construction of new signage and alterations made to existing signage with a view towards preserving the historic nature of this district. The general objectives of this division include those listed in Section 51A-7.101 as well as aesthetic considerations to insure that new signage is of appropriate historical design and does not visually obscure significant architectural features of a building or the district in general.

SEC. 51A-7.1003. DEFINITIONS.

In this division:

(1) BANNER means a sign attached to or applied on a strip of cloth and temporarily attached to a building or structure. Canopy signs and political flags are not banners.

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

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

(4) LOWER LEVEL SIGN means a sign partially or wholly situated below the top of the first floor windows or, if there are no first floor windows, below a point 12 feet above grade.

(5) MARQUEE means a permanent canopy projecting over the main entrance of a building. A marquee is considered to be part of the building.

(6) MARQUEE SIGN means a sign attached to, applied on, or supported by a marquee.

(7) NIGHT means the time period from one-half hour after sunset to one-half hour before sunrise.

(8) PAINTED APPLIED SIGN means a sign painted directly on to the exterior facade of a building, not including doors and windows.

(9) PROJECTING ATTACHED SIGN means an attached sign, other than a roof sign, projecting 18 or more inches from a building.

(10) ROOF SIGN means a sign that is attached by sign supports to the roof of a building.

(11) THIS DISTRICT means the West End Historic Sign District.

(12)~~(11)~~ TYPE A FACADE means a facade with a total window area comprising between 30 and 50 percent (inclusive) of the total facade area.

(13)~~(12)~~ TYPE B FACADE means a facade with a total window area comprising less than 30 or more than 50 percent of the total facade area.

(14)~~(13)~~ UPPER LEVEL SIGN means a sign wholly situated above the top of the first floor windows or, if there are no first floor windows, above a point 12 feet above grade.

(15)~~(14)~~ WINDOW SIGN means a sign painted directly onto a window.

SEC. 51A-7.1004. GENERAL REQUIREMENTS [SPECIAL PROVISIONS] FOR ALL SIGNS.

(a) Pursuant to the authority of Section 51A-7.503 of this article, the rules relating to the erection of all signs in the West End Historic Sign District are ~~expressly modified~~ as follows:

(1) No illuminated sign may contain flashing or moving elements or change its brightness, except as otherwise provided in this division.

(2) Except for a marquee sign or a sign constructed of fiberglass, no sign may be illuminated by fluorescent or back lighting. The use of indirect lighting is allowed.

(3) The use of neon and ~~or~~ single incandescent bulbs is allowed.

(4) Except for a marquee sign, the use of plastic on the exterior of a sign is prohibited. For purposes of this provision, fiberglass is not considered to be plastic.

(5) The use of a fluorescent color on a sign is prohibited.

(6) No sign or part of a sign may move or rotate, with the exception of a wind device, the motion of which is not restricted.

(7) Except as provided in Sections 51A-7.1008 and 51A-7.1009 ~~[51A-7.914 and 51A-7.915]~~, all signs must be premise signs or convey a noncommercial message.

(8) No sign may cover or obscure any portion of a major decorative cornice of a building.

(b) The following typestyles are suggested, but not required, for signs in this district: Americana Extra Bold, Aster Bold, Baskerville Bold, Bodoni Bold, Bookman Bold, Caslon No. 3, Cheltenham Bold, Copperplate Gothic 31, Craw Modern, Egyptian 505 Bold, Garamond Bold, Gothic 13, Goudy Extra Bold, Times Roman Bold.

SEC. 51A-7.1005. ~~[SPECIAL PROVISIONS FOR]~~ ATTACHED SIGNS.

Pursuant to the authority of Section 51A-7.503 of this article, the rules relating to the erection of attached signs in the West End Historic Sign District are ~~[expressly modified]~~ as follows:

(a) Attached signs in general.

(1) Attached signs must be securely attached.

(2) Attached signs overhanging the public way are permitted, except that no sign may project closer than two feet to the vertical plane extending through the back of a street curb.

(3) Attached signs projecting horizontally more than ~~[four but less than]~~ 18 inches from a vertical building surface are prohibited.

(4) Except for a painted applied sign or a marquee sign, no attached sign may exceed 30 square feet in effective area unless it is:

(A) attached to a building having more than six stories; and

(B) at least 36 feet above grade.

(5) An attached sign, other than a roof sign, must be mounted parallel to the facade and may not project more than six feet above the surface to which it is attached.

(b) Canopy signs.

(1) No canopy sign may:

(A) ~~[project horizontally more than two inches from the surface of the canopy or awning;~~

~~(B)]~~ be lower than 10 feet above grade; or

~~(B)]~~ ~~(C)]~~ project vertically above the surface of the canopy or awning.

(2) The total effective area permitted for all canopy signs combined on a premise is the product obtained by multiplying 20 square feet times the number of street entrances to the premise.

(c) Flat attached signs on Type A facades.

(1) The maximum number of lower level flat attached signs permitted on a Type A facade is the sum obtained by counting all of the street entrances and first floor windows on that facade.

(2) No lower level flat attached sign on a Type A facade may exceed six feet in effective area.

(3) The maximum permitted effective area for all upper level flat attached signs combined on each Type A facade is 30 square feet.

(4) No upper level flat attached sign on a Type A facade may contain more than eight words. All words must:

(A) consist of characters eight inches or more in height; and

(B) read horizontally from left to right.

(d) Flat attached signs on Type B facades.

(1) No premise may have more than three flat attached signs on each Type B facade. ~~[No more than two of these signs may contain characters.]~~

(2) No flat attached sign on a Type B facade may contain more than eight words with characters four or more inches in height. Words consisting of characters less than four inches in height may be used without limit.

(e) Marquee signs.

(1) No marquee sign may exceed 90 square feet in effective area unless it is for a theater, in which case it may not exceed 400 square feet in effective area.

(2) Marquee signs must:

(A) be parallel to the surface to which they are attached; and

(B) have a minimum height dimension of two feet.

(3) Except for a marquee sign for a theater, all words on a marquee sign must consist of changeable individual characters.

(4) Marquee signs may have flashing lights.

(5) The following provisions apply to a marquee sign for a theater:

(A) No more than 10 percent of its effective area may contain fixed characters.

(B) No more than 75 percent of its effective area may contain changeable characters.

(C) It may contain an unlimited number of words consisting of changeable characters.

(f) Painted applied signs on Type A facades.

(1) No lower level painted applied signs on a Type A facade may contain words consisting of characters more than eight inches in height.

(2) No upper level painted applied sign on a Type A facade may contain more than eight words. All words must:

(A) consist of characters eight or more inches in height; and

(B) read horizontally from left to right.

(g) Painted applied signs on Type B facades.

(1) No painted applied sign on a Type B facade may contain more than eight words consisting of characters exceeding four inches in height. Words consisting of characters four or less inches in height may be used without limit.

(2) No more than 60 percent of a Type B facade may be covered by painted applied signs.

(h) Projecting attached signs.

(1) No premise may have more than one projecting attached sign per street entrance.

(2) No projecting attached sign may:

(A) exceed 20 square feet in effective area;

(B) be lower than 10 feet above grade; or

(C) project vertically above the second story or the roof of the building, whichever is lower.

(i) Window signs. No window sign may:

(1) contain words consisting of characters eight or more inches in height;

(2) have a painted background; or

(3) cover more than 25 percent of the window surface area.

(j) Roof signs.

- (1) Only buildings having six or more stories may have roof signs.
- (2) No more than one roof sign may be located above each facade.
- (3) No roof sign may be erected on a roof:
 - (A) lower than the sixth story ceiling;
 - (B) that is not the main roof of a building; or
 - (C) of a penthouse.
- (4) A roof sign and its sign supports may not be located within four feet of a parapet wall or the outer edge of a building.
- (5) The sign supports for a roof sign must consist of open, exposed metal framing. The metal must be painted, coated, or of a material that will not rust or corrode.
- (6) No roof sign may project above the roof more than one-fourth of the building height.
- (7) The effective area of a roof sign may not exceed 800 square feet.

SEC. 51A-7.1006. [~~SPECIAL PROVISIONS FOR~~] DETACHED SIGNS.

Pursuant to the authority of Section 51A-7.503 of this article, the rules relating to the erection of detached signs in the West End Historic Sign District are [~~expressly modified~~] as follows:

- (1) No premise which maintains an attached sign of any type may have a detached sign.
- (2) No detached sign may:
 - (A) have an effective area greater than 12 square feet;
 - (B) have a total height greater than 15 feet; or
 - (C) be located less than five feet from a public right-of-way.

SEC. 51A-7.1007. [~~SPECIAL PROVISIONS FOR~~] SPECIAL PURPOSE SIGNS.

Pursuant to the authority of Section 51A-7.503 of this article, the rules relating to the erection of special purpose signs in the West End Historic Sign District are [~~expressly modified~~] as follows:

(a) Attached special purpose signs.

(1) Attached special purpose signs may be displayed on a premise a maximum of ten time periods in each calendar year for a maximum of 15 days per time period. No more than one attached special purpose sign may be displayed on a premise at any given time.

(2) Special purpose signs attached to a window may not cover more than 25 percent of the window surface area.

(3) No more than one banner may be displayed on a premise in each calendar year. The maximum permitted period of display is 30 consecutive days.

(b) Detached special purpose signs.

(1) No detached special purpose sign is permitted on a sidewalk less than seven feet wide. All detached special purpose signs must be placed so that a minimum seven-foot wide clear passageway is maintained for pedestrian traffic.

(2) No detached special purpose sign may:

(A) be displayed at night;

(B) be more than 30 inches from a building; or

(C) exceed a height of four feet.

(3) No more than one detached special purpose sign may be displayed on a premise at any given time.

SEC. 51A-7.1008. [~~SPECIAL PROVISIONS FOR~~] BANNERS ON STREETLIGHT POLES.

Banners may be mounted on streetlight poles subject to the following regulations:

(a) A banner must display a promotional message, a welcome message, or generic graphics. No sponsorship identification is permitted on a banner.

(b) No more than 10 percent of the effective area of a banner may contain a welcome message that identifies and greets a group using city property in accordance with a contract, license, or permit.

(c) Up to 10 percent of the effective area of a banner may contain the words or logos [~~word(s) or logo(s)~~] that identify a sponsor of a cultural event or activity if the sponsor's name is part of the name of the activity or event.

(d) A banner having either a promotional message or a welcome message may not be erected more than 90 days prior to the beginning of the advertised activity or event, and must be removed no later than 15 days after that activity or event has ended. The sign hardware for a banner may be left in place between displays of a banner.

(e) A banner and its sign hardware must:

- (1) be mounted on a streetlight pole;
- (2) meet the sign construction and design standards in the Dallas Building Code;
- (3) be at least 12 feet above grade, unless it overhangs a roadway, in which case it must be at least 15 feet above grade;
- (4) be made out of weather-resistant and rust-proof material;
- (5) not project more than three feet from the pole onto which it is mounted; and
- (6) not exceed 20 square feet in effective area.

(f) If a banner overhangs the public right-of-way, a license must be obtained in accordance with the requirements of the City Charter and the Dallas City Code.

(g) No sign permit or certificate of appropriateness is required to erect or remove a banner.

SEC. 51A-7.1009. WINDOW ART DISPLAYS IN VACANT BUILDINGS.

Window art displays on the ground floor of a vacant building are allowed subject to the following regulations:

(a) A window art display may contain only a promotional message, generic graphics (including three-dimensional artifacts), or messages identifying the sponsor of the display.

(b) Window signs in a window art display may not:

- (1) cover more than 25 percent of the surface area of a window.
- (2) contain a logo or word that has any character that exceeds five inches in height.
- (3) advertise a specific product or service other than the cultural event or activity; or

(4) have more than 10 percent or four square feet, whichever is less, of its effective area devoted to sponsorship identification.

(c) No sign permit or certificate of appropriateness is required to erect or remove a window art display.

SEC. 51A-7.1010. SIGN PERMIT REQUIREMENT.

Pursuant to the authority of Section 51A-7.503 of this article, the sign permit requirements for signs in the West End Historic Sign District are [~~expressly modified~~] as follows:

(1) Except as provided in Sections 51A-7.1008 and 7.1009, a person shall not alter, place, maintain, expand, or remove a sign in the West End Historic Sign District without first obtaining a sign permit from the city.

(2) The procedure for obtaining a sign permit is outlined in Section 51A-7.505 of this article. Section 51A-7.602 of this article does not apply to signs in the West End Historic Sign District.

(3) A person who violates Paragraph (1) above is guilty of a separate offense for each day or portion of a day during which the violation is continued.

SEC. 51A-7.1011. ~~[NONCOMMERCIAL MESSAGE]~~ NONDISCRIMINATION BETWEEN NONCOMMERCIAL MESSAGES.

Notwithstanding any other provision of this division, any sign that may display a type of noncommercial message may display in place of that message any other type of noncommercial message, so long as the sign complies with other requirements of this article and other ordinances that do not pertain to the content of the message displayed.

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

SECTION 3. That CHAPTER 51A, "PART II OF THE DALLAS DEVELOPMENT CODE," of the Dallas City Code, as amended, shall remain in full force and effect, save and except as amended by this ordinance.

SECTION 4. That the terms and provisions of this ordinance are severable and are governed by Section 1-4 of CHAPTER 1 of the Dallas City Code, as amended.

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SECTION 5. That this ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so ordained.

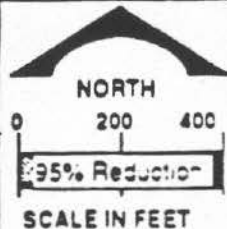
APPROVED AS TO FORM:

SAM A. LINDSAY, City Attorney

By Chris Bowers
Assistant City Attorney

Passed JUN 22 1994

Zoning File No. Z934-201/9270-N



ZONING LAND USE

Map No. J-7

Case No. Z934-201/9270-N

**Division 51A-7.1000. Provisions For
West End Historic Sign District.**

**SEC. 51A-7.1001. DESIGNATION OF WEST
END HISTORIC SIGN
DISTRICT.**

The West End Historic Sign District created under Chapter 51 is hereby recognized as that area of the city within the following described boundaries:

Beginning at the center of the intersection of Main Street and Lamar Street; then north along the center line of Lamar Street to the southern boundary of the Woodall Rodgers Freeway right-of-way; then southwest along the southern boundary of the Woodall Rodgers Freeway right-of-way to its intersection with Railroad Track ICC-158; then south along Track ICC-158 to its merger with Track ICC-15; then south along Track ICC-15 to its merger with Main Line 2; then south along Main Line 2 to its intersection with the center line of Commerce Street; then east along the center line of Commerce Street to its intersection with the center line of Austin Street; then north along the center line of Austin Street to its intersection with the center line of Main Street; then east along the center line of Main Street to the point of beginning. (Ord. 19455; 21404)

SEC. 51A-7.1002. PURPOSE.

The purpose of this division is to regulate the construction of new signage and alterations made to existing signage with a view towards preserving the historic nature of this district. The general objectives of this division include those listed in Section 51A-7.101 as well as aesthetic considerations to insure that new signage is of appropriate historical design and does not visually obscure significant architectural features of a building or the district in general. (Ord. 19455; 21404)

SEC. 51A-7.1003. DEFINITIONS.

In this division:

(1) BANNER means a sign attached to or

applied on a strip of cloth and temporarily attached to a building or structure. Canopy signs and political flags are not banners.

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

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

(4) GENERIC GRAPHICS means any pattern of shapes, colors, or symbols that does not commercially advertise.

(5) LOWER LEVEL SIGN means a sign partially or wholly situated below the top of the first floor windows or, if there are no first floor windows, below a point 12 feet above grade.

(6) MARQUEE means a permanent canopy projecting over the main entrance of a building. A marquee is considered to be part of the building.

(7) MARQUEE SIGN means a sign attached to, applied on, or supported by a marquee.

(8) NIGHT means the time period from one-half hour after sunset to one-half hour before sunrise.

(9) PAINTED APPLIED SIGN means a sign painted directly on to the exterior facade of a building, not including doors and windows.

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

(11) PROMOTIONAL MESSAGE means a message that identifies or promotes a cultural activity or event that benefits 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) resolution of the city council that recognizes the activity or event as benefitting the city.

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

(13) THIS DISTRICT means the West End Historic Sign District.

(14) TYPE A FACADE means a facade with a total window area comprising between 30 and 50 percent (inclusive) of the total facade area.

(15) TYPE B FACADE means a facade with a total window area comprising less than 30 or more than 50 percent of the total facade area.

(16) UPPER LEVEL SIGN means a sign wholly situated above the top of the first floor windows or, if there are no first floor windows, above a point 12 feet above grade.

(17) 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.

(18) WINDOW ART DISPLAY means an exhibit or arrangement placed within a storefront window of a building and designed to be viewed from a street.

(19) WINDOW SIGN means a sign painted on or affixed to a window. (Ord. 19455; 21404)

SEC. 51A-7.1004. SPECIAL PROVISIONS FOR ALL SIGNS.

(a) Pursuant to the authority of Section 51A-7.503 of this article, the rules relating to the erection of all signs in the West End Historic Sign District are expressly modified as follows:

(1) No illuminated sign may contain flashing or moving elements or change its brightness, except as otherwise provided in this division.

(2) Except for a marquee sign, no sign may be illuminated by fluorescent or back lighting. The use of indirect lighting is allowed.

(3) The use of neon and/or single incandescent bulbs is allowed.

(4) Except for a marquee sign, the use of plastic on the exterior of a sign is prohibited.

(5) The use of a fluorescent color on a sign is prohibited.

(6) No sign or part of a sign may move or rotate, with the exception of a wind device, the motion of which is not restricted.

(7) Except as provided in Sections 51A-7.1008 and 51A-7.1009, all signs must be premise signs or convey a noncommercial message.

(b) The following typestyles are suggested, but not required, for signs in this district: Americana Extra Bold, Aster Bold, Baskerville Bold, Bodoni Bold, Bookman Bold, Caslon No. 3, Cheltenham Bold, Copperplate Gothic 31, Craw Modern, Egyptian 505 Bold, Garamond Bold, Gothic 13, Goudy Extra Bold, Times Roman Bold. (Ord. Nos. 19455; 21404; 21626; 22392)

SEC. 51A-7.1005. SPECIAL PROVISIONS FOR ATTACHED SIGNS.

Pursuant to the authority of Section 51A-7.503 of this article, the rules relating to the erection of attached signs in the West End Historic Sign District are expressly modified as follows:

(a) Attached signs in general.

(1) Attached signs must be securely attached.

(2) Attached signs overhanging the public way are permitted, except that no sign may project closer than two feet to the vertical plane extending through the back of a street curb.

(3) Attached signs projecting horizontally more than four but less than 18 inches from a vertical building surface are prohibited.

(4) Except for a painted applied sign or a marquee sign, no attached sign may exceed 30 square feet in effective area unless it is:

(A) attached to a building having more than six stories; and

(B) at least 36 feet above grade.

(b) Canopy signs.

(1) No canopy sign may:

(A) project horizontally more than two inches from the surface of the canopy or awning;

(B) be lower than 10 feet above grade;
or

(C) project vertically above the surface of the canopy or awning.

(2) The total effective area permitted for all canopy signs combined on a premise is the product obtained by multiplying 20 square feet times the number of street entrances to the premise.

(c) Flat attached signs on Type A facades.

(1) The maximum number of lower level flat attached signs permitted on a Type A facade is the sum obtained by counting all of the street entrances and first floor windows on that facade.

(2) No lower level flat attached sign on a Type A facade may exceed six feet in effective area.

(3) The maximum permitted effective area for all upper level flat attached signs combined on each Type A facade is 30 square feet.

(4) No upper level flat attached sign on a Type A facade may contain more than eight words. All words must:

(A) consist of characters eight inches or more in height; and

(B) read horizontally from left to right.

(d) Flat attached signs on Type B facades.

(1) No premise may have more than three flat attached signs on each Type B facade. No more than two of these signs may contain characters.

(2) No flat attached sign on a Type B facade may contain more than eight words with characters four or more inches in height. Words consisting of characters less than four inches in height may be used without limit.

(e) Marquee signs.

(1) No marquee sign may exceed 90 square feet in effective area unless it is for a theater, in which case it may not exceed 400 square feet in effective area.

(2) Marquee signs must:

(A) be parallel to the surface to which they are attached; and

(B) have a minimum height dimension of two feet.

(3) Except for a marquee sign for a theater, all words on a marquee sign must consist of changeable individual characters.

(4) Marquee signs may have flashing lights.

(5) The following provisions apply to a marquee sign for a theater:

(A) No more than 10 percent of its effective area may contain fixed characters.

(B) No more than 75 percent of its effective area may contain changeable characters.

(C) It may contain an unlimited number of words consisting of changeable characters.

(f) Painted applied signs on Type A facades.

(1) No lower level painted applied signs on a Type A facade may contain words consisting of characters more than eight inches in height.

(2) No upper level painted applied sign on a Type A facade may contain more than eight words. All words must:

(A) consist of characters eight or more inches in height; and

(B) read horizontally from left to right.

(g) Painted applied signs on Type B facades.

(1) No painted applied sign on a Type B facade may contain more than eight words consisting of characters exceeding four inches in height. Words consisting of characters four or less inches in height may be used without limit.

(2) No more than 60 percent of a Type B facade may be covered by painted applied signs.

(h) Projecting attached signs.

(1) No premise may have more than one projecting attached sign per street entrance.

(2) No projecting attached sign may:

(A) exceed 20 square feet in effective area;

(B) be lower than 10 feet above grade; or

(C) project vertically above the second story or the roof of the building, whichever is lower.

(i) Window signs. No window sign may:

(1) contain words consisting of characters eight or more inches in height;

(2) have a painted background; or

(3) cover more than 25 percent of the window surface area. (Ord. Nos. 19455; 20927; 21404; 21626)

SEC. 51A-7.1006.

SPECIAL PROVISIONS FOR DETACHED SIGNS.

Pursuant to the authority of Section 51A-7.503 of this article, the rules relating to the erection of detached signs in the West End Historic Sign District are expressly modified as follows:

(1) No premise which maintains an attached sign of any type may have a detached sign.

(2) No detached sign may:

(A) have an effective area greater than 12 square feet;

(B) have a total height greater than 15 feet; or

(C) be located less than five feet from a public right-of-way. (Ord. 19455; 21404)

SEC. 51A-7.1007.

SPECIAL PROVISIONS FOR SPECIAL PURPOSE SIGNS.

Pursuant to the authority of Section 51A-7.503 of this article, the rules relating to the erection of special purpose signs in the West End Historic Sign District are expressly modified as follows:

(a) Attached special purpose signs.

(1) Attached special purpose signs may be displayed on a premise a maximum of ten time periods in each calendar year for a maximum of 15 days per time period. No more than one attached special purpose sign may be displayed on a premise at any given time.

(2) Special purpose signs attached to a window may not cover more than 25 percent of the window surface area.

(3) No more than one banner may be displayed on a premise in each calendar year. The maximum permitted period of display is 30 consecutive days.

(b) Detached special purpose signs.

(1) No detached special purpose sign is permitted on a sidewalk less than seven feet wide. All detached special purpose signs must be placed so that a minimum seven-foot wide clear passageway is maintained for pedestrian traffic.

(2) No detached special purpose sign may:

(A) be displayed at night;

(B) be more than 30 inches from a building; or

(C) exceed a height of four feet.

(3) No more than one detached special purpose sign may be displayed on a premise at any given time. (Ord. 19455; 21404)

SEC. 51A-7.1008. SPECIAL PROVISIONS FOR BANNERS ON STREETLIGHT POLES.

Banners may be mounted on streetlight poles subject to the following regulations:

(a) A banner must display a promotional message, a welcome message, or generic graphics. No sponsorship identification is permitted on a banner.

(b) No more than 10 percent of the effective area of a banner may contain a welcome message that identifies and greets a group using city property in accordance with a contract, license, or permit.

(c) Up to 10 percent of the effective area of a banner may contain the word(s) or logo(s) that identify a sponsor of a cultural event or activity if the sponsor's name is part of the name of the activity or event.

(d) A banner having either a promotional message or a welcome message may not be erected more than 90 days prior to the beginning of the advertised activity or event, and must be removed no later than 15 days after that activity or event has ended. The sign hardware for a banner may be left in place between displays of a banner.

(e) A banner and its sign hardware must:

(1) be mounted on a streetlight pole;

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

(3) be at least 12 feet above grade, unless it overhangs a roadway, in which case it must be at least 15 feet above grade;

(4) be made out of weather-resistant and rust-proof material;

(5) not project more than three feet from the pole onto which it is mounted; and

(6) not exceed 20 square feet in effective area.

(f) If a banner overhangs the public right-of-way, a license must be obtained in accordance with the requirements of the City Charter and the Dallas City Code.

(g) No sign permit or certificate of appropriateness is required to erect or remove a banner. (Ord. 21404)

SEC. 51A-7.1009. WINDOW ART DISPLAYS IN VACANT BUILDINGS.

Window art displays on the ground floor of a vacant building are allowed subject to the following regulations:

(a) A window art display may contain only a promotional message, generic graphics (including three-dimensional artifacts), or messages identifying the sponsor of the display.

(b) Window signs in a window art display may not:

(1) cover more than 25 percent of the surface area of a window;

(2) contain a logo or word that has any character that exceeds five inches in height;

(3) advertise a specific product or service other than the cultural event or activity; or

(4) have more than 10 percent or four square feet, whichever is less, of its effective area devoted to sponsorship identification.

(c) No sign permit or certificate of appropriateness is required to erect or remove a window art display. (Ord. 21404)

SEC. 51A-7.1010. SIGN PERMIT REQUIREMENT.

Pursuant to the authority of Section 51A-7.503 of this article, the sign permit requirements for signs in the West End Historic Sign District are expressly modified as follows:

(1) Except as provided in Sections 51A-7.1008 and 7.1009, a person shall not alter, place, maintain, expand, or remove a sign in the West End Historic Sign District without first obtaining a sign permit from the city.

(2) The procedure for obtaining a sign permit is outlined in Section 51A-7.505 of this article. Section 51A-7.602 of this article does not apply to signs in the West End Historic Sign District.

(3) A person who violates Paragraph (1) above is guilty of a separate offense for each day or portion of a day during which the violation is continued. (Ord. Nos. 19455; 21404)

SEC. 51A-7.1011. NONCOMMERCIAL MESSAGE NONDISCRIMINATION.

Notwithstanding any other provision of this division, any sign that may display a type of noncommercial message may display in place of that message any other type of noncommercial message, so long as the sign complies with other requirements of this article and other ordinances that do not pertain to the content of the message displayed. (Ord. 21404)

Division 51A-7.1100. Provisions for Uptown Sign District.

SEC. 51A-7.1101. DESIGNATION OF UPTOWN SIGN DISTRICT.

A special sign provision district is hereby created to be known as the Uptown Sign District. For purposes of this division, the Uptown Sign District of the City of Dallas is that area of the city within the following described boundaries:

Being a tract or parcel of land situated in the John Grigsby Survey, Abstract No. 495 and being part of City of Dallas Blocks 2/929, J/929, 1/929, I/942, 5/944, 948, 1/949, 949, 3/950 and all of Blocks A/540, 3/929, 2/933, 3/933 and 2/948 and also being part of the following dedicated streets: Yeargan Street, Leonard Street, Howell Street, Bookout Street, Maple Avenue, McKinney Avenue, Pearl Street, McKinnon Street, and the North Dallas Tollway and being more particularly described as follows:

BEGINNING at a point for corner in the centerline of Leonard Street (50 feet wide), said point being North 45°11'10" West, a distance of 243.15 feet from the intersection of the centerline of Thomas Avenue (variable width) and the centerline of said Leonard Street;

THENCE South 44°50'21" West, a distance of 68.00 feet to a point for corner;

THENCE South 14°42'00" West, a distance of 243.37 feet to a point for corner;

THENCE South 45°11'00" West, a distance of 269.95 feet to a point for corner in the centerline of North Pearl Street (variable width) and the beginning of a curve to the left;

THENCE in a northwesterly direction along said centerline of North Pearl Street and along said curve to the left whose chord bears North 50°55'28" West, and having a radius of 547.63 feet, a central angle of 16°06'58" and an arc length of 154.04 feet to a point for corner in the centerline of McKinney Avenue (60 feet wide) and the end of said curve to the left;