Memorandum

DATE December 30, 2008

TO Members of the Economic Development Committee:
Ron Natinsky (Chair), Tennell Atkins (Vice Chair), Dwaine Caraway, Jerry R. Allen, Sheffie Kadane, Mitchell Rasansky, Linda Koop, and Steve Salazar

SUBJECT Downtown Video Boards.

Please find attached briefing materials on proposed amendments to the Downtown Special Provision Sign District to permit LED video boards. This item is on the January 4, 2009 Economic Development Committee agenda. The proposed amendments have been considered by the Special Sign District Advisory Committee, the Zoning Ordinance Advisory Committee and the City Plan Commission. The item is currently scheduled for City Council public hearing on January 28, 2009.

Please contact me if you need additional information.

[Signature]
A.C. Gonzalez
Assistant City Manager

C: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge Jay E. Robinson
Ryan S. Evans, First Assistant City Manager
Forest Turner, Interim Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
David K. Cook, Chief Financial Officer
Theresa O'Donnell, Director of Development Services
Helena Stevens Thompson, Assistant to the City Manager

“Dallas, The City That Works: Diverse, Vibrant and Progressive”
Downtown Video Boards

Amendments to the Downtown Special Provision Sign District to Permit LED/Video Board Signs
Downtown SPSD Boundaries
Background

• Original Application for 1407 Main St
  – Application made on 7-11-07
  – CPC 9-20-07 (Denial)
  – CC 11-28-07 (Held to February 27, 2008)
    • Asked that CC be briefed on LED Sign issues
  – CC 2-27-08 (Held to March 26, 2008)
  – CC 3-26-08 (Held to June 25, 2008)
  – CC 6-25-08 (Held to September 10, 2008)
  – CC 9-10-08 (Held to January 28, 2009)
• Economic Development Committee and Quality of Life and Government Services Committee briefed on sign issues in March and April of 2008
• Downtown Stakeholder Task Force met 4 times between March and June 2008
• Downtown Residents Council briefed by DowntownDallas Inc
Background

• Zoning Ordinance Advisory Committee (ZOAC) and Special Sign District Advisory Committee (SSDAC) Joint Meetings
  – Met 6 times from June 19th to October 7th
  – One meeting, August 25th, was noticed by mail to property owners
  – Industry representatives, both manufacturers and advertisers, participated in meetings
• On November 4th SSDAC recommended denial of any modifications to allow LED signs
Background

• On November 8th ZOAC recommended approval of:
  – Operational standards for LED signage
  – Allowing LED premise signs as other premise signs are currently permitted in the Downtown Special Provision Sign District
  – Allowing a 3 LED signs as Non Premise District Activity Video Boards by Specific Use Permit in a test area

• On December 15th CPC recommended approval of ZOAC recommendation except to allow 5 non-premise district activity video boards by Specific Use Permit in the test area
Issues

• Location Issues
  – Area of District Permitted in
  – Spacing and limitations on number
  – Relationship to intersections / traffic controls
  – Eligible buildings

• Size of Display area

• Projecting over R-O-W (sidewalk/street)

• Safety

• Time Between Messages

• Streaming video and audio

• Brightness and quality

• Hours of operation

• Non-premise advertising
CPC Recommendation

• Non Premise District Activity Boards
  – 20 percent of every operational hour must be district activity messages or premise advertising (5 percent must be premise)
  – One per block face (projecting may be double sided)
  – Limited to an area between Field and Ervay on Elm, Commerce and Main
  – Maximum of 5 non-premise district activity boards
  – Require Specific Use Permit
  – Minimum 100 square feet
  – Maximum 150 square feet
  – Only on buildings with a 50 percent overall occupancy and with 75 percent of ground floor leasable area occupied
CPC Recommendation

• Non Premise District Activity Boards Operational Requirements
  – Streaming video and audio prohibited except during times when a special event permit has been issued for activities on or adjacent to the location of the sign; otherwise
  – Each message must be displayed a minimum of 8 seconds
  – Change of message must be accomplished in 2 seconds
  – Change of message must occur simultaneously on entire sign
  – No flashing, dimming or brightening except to accommodate a message change
  – Signs must contain a default mechanism that freezes an image in case of malfunction
  – Automatically adjust intensity of display based on natural ambient light conditions
CPC Recommendation

• Non Premise District Activity Boards Operational Requirements (cont)
  – Be able to display multicolor high quality images based on display size (a matrix of display size to minimum resolution will be included)
  – Be turned off between the hours of 12:01 a.m. and 7:00 a.m. Monday through Friday and 2:00 a.m. and 8:00 a.m. on Saturday and Sunday
  – Operators must be able to respond to a malfunction or safety issue within one hour of notification
  – Applications must include a report from a traffic engineer, reviewed by the city, stating the sign placement does not interfere with traffic control devices within 300 ft of the sign.
CPC Recommendation

• Allow video board LED signs as premise signs are currently permitted, but subject to operational requirements. (See addendum for current size limitations for premise signs)
LED TECHNOLOGY - RESOLUTION

Approximately
3 ft x 4 ft
12 s/f

Approximately
3 ft x 5.5 ft
16.5 s/f
**LED TECHNOLOGY - RESOLUTION**

<table>
<thead>
<tr>
<th>Resolution</th>
<th>Dimensions</th>
<th>S/F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approximately 6 ft x 8 ft</td>
<td>48 s/f</td>
<td></td>
</tr>
<tr>
<td>Approximately 6 ft x 12 ft</td>
<td>72 s/f</td>
<td></td>
</tr>
</tbody>
</table>
LED TECHNOLOGY - RESOLUTION

Approximately
9ft x 12 ft
108 s/f

Approximately
9ft x 16 ft
144 s/f

+/- $160,000
2 faces
LED TECHNOLOGY – RESOLUTION/SIZE

Approx 16.5 s/f

10mm (80x160)  
35 5/16 x 67
(16:9 Ratio)

16mm (56x96)  
48 6/12 x 66
(16:9 Ratio)

19mm (40x80)  
36 6/12 x 66
(16:9 Ratio)

23mm (32x64)  
26 4/12 x 66
(16:9 Ratio)

Approx 72 s/f

10mm (176x320)  
73 5/16 x 136
(16:9 Ratio)

16mm (112x192)  
75 11/16 x 125
(16:9 Ratio)

19mm (80x160)  
68 x 131
(16:9 Ratio)

23mm (64x128)  
68 x 131
(16:9 Ratio)

Approx 144 s/f

10mm (272x480)  
111 1/16 x 193
(16:9 Ratio)

16mm (168x288)  
110 13/16 x 186
(16:9 Ratio)

19mm (128x240)  
105 13/16 x 194
(16:9 Ratio)

23mm (104x192)  
107 3/8 x 194
(16:9 Ratio)
CPC Recommendation - Resolution

- Full color display able to show 281 trillion color shades
- Proposed resolution to size matrix

<table>
<thead>
<tr>
<th>Size of LED Panel</th>
<th>Maximum Pixel Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 s/f to 25 s/f</td>
<td>10 mm</td>
</tr>
<tr>
<td>25 s/f to 75 s/f</td>
<td>16 mm</td>
</tr>
<tr>
<td>75 s/f to 125 s/f</td>
<td>19 mm</td>
</tr>
<tr>
<td>125 s/f and greater</td>
<td>23 mm</td>
</tr>
</tbody>
</table>
Next Steps

• City Council public hearing on January 28, 2009
Discussion
ADDENDUM
Current Regulations on Premise Signs in Downtown SPSD
Types of Attached Signs In Downtown SPSD

- Arcade Signs
  - Individual sign 6 s/f

- Awning Signs
  - Individual sign - 8 s/f
  - Total area of signs per premise/street – 180 s/f

- Canopy Signs
  - Individual sign - 8 s/f
  - Total area of signs per premise/street – 180 s/f
  - Only over pedestrian entrance
Types of Attached Signs In Downtown SPSD

• Marquee Sign
  – Allowed on entertainment facility only
  – 225 s/f, <150 seats; 375 s/f, >150 seats
  – Max length, 2/3 of building
Types of Attached Signs In Downtown SPSD

• Lower Level Flat Attached Sign
  – 40 s/f within 15 ft of street ROW
  – 60 s/f more than 15 ft from street ROW

• Upper Level Flat Attached Sign
  – At least 36 ft above grade, within to 12 ft of buildings
    18 stories or less, within top 36 ft if of buildings
    greater than 18 stores
    – 8 words
    – No max area
Types of Attached Signs In Downtown SPSD

• Lower Projecting Sign
  – One per entrance
  – 30 s/f
  – 25 ft max height, not above roof line
  – 5 ft max projection

• Upper Projecting Sign
  – One per premise
  – 180 s/f
  – Lowest point within 36 ft of grade
  – Not limited to upper level