

Animal Shelter Special Sign District

Quality of Life Committee
Briefing – February 26, 2007



Background

- New Animal Shelter is under construction at I-30 and Westmoreland
- Anticipated move-in date: July 2007
- Traffic passing the new shelter site daily is tremendous, providing unique opportunity
 - 130,000 vehicles every 24 hours (TxDot data)

Mission for Signage at Shelter

- Promote pet adoptions, adoption events
- Promote Spay/Neuter activities towards reduction in homeless/unwanted pets
- Promote responsible pet ownership
- Gain sponsor who will fund cost of sign, anticipated at \$800,000 to \$1 million, in exchange for advertising/sponsorship

Benefits of LED Sign

- Studies show LED Signs are 6 times more effective than traditional freeway billboards
- Research indicates that 94% of people passing an LED Sign remember them as opposed to only 43% can remember traditional signage
- Cost for Animal Services to buy this type of advertising is cost prohibitive

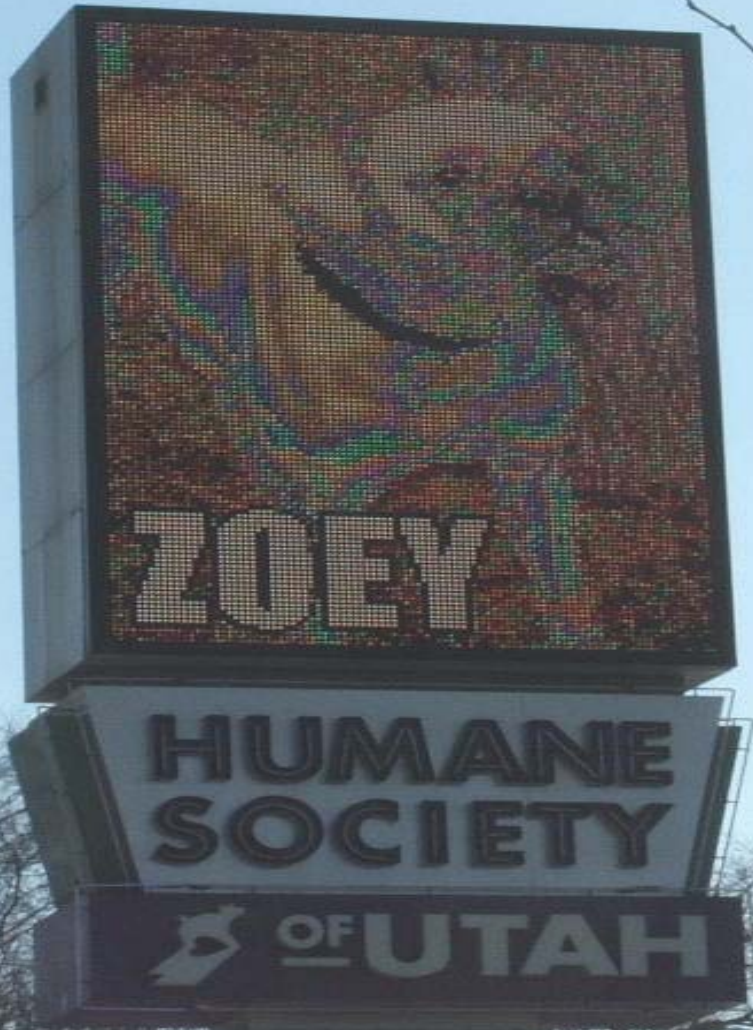
Humane Society of Utah

- Sign installed in 2002
- Adoptions have improved by 12%, sterilizations increased by 19% and vaccinations increased by 90%
- They credit the sign with single reason why adoptions, sterilizations and vaccinations have increased



**HUMANE
SOCIETY
OF UTAH**





Challenges

- Without advertising/sponsor, the cost of the sign is prohibitive
- All non-premise signs within 660 feet of a federal highway are subject to TxDOT/Federal Highway Beautification Act (HBA) regulations

Challenges

- Under existing city regulations, new non premise signs are prohibited except in Special Provision Sign Districts that are:
 - Within 1 mile of the central business district
 - A minimum of 50 acres in size
- The animal shelter is located approximately 3.5 miles from CBD and the site is 6.4 acres in size

Proposed Solution

- Locate sign to comply with HBA regulations
- Amend the code to create a new classification of sign to accommodate the proposed sign either through the creation of a Special Provision Sign District or by Special Use Permit
- Process appropriate zoning request
- Seek vendor who will construct sign and be responsible for maintenance, while providing % of sign time and sign space for Animal Shelter messages

48'

DALLAS ANIMAL SHELTER

**Black Lab
2 yrs old
Loves kids**



PURINA



IAMS

14'

50'

SPECS

Single-sided 14' tall x 48' length full-color
LED videoboard. 25mm pixel pitch,
180 degree maximum horizontal viewing angle,
Processor capable of showing 281 trillion colors.
Motion controlled pixel to pixel or module
to module per color.

Ad Panels:

Internally illuminated with fluorescent lamps, flex faces
protected w/1st surface applied vinyl graphics.
LED panel to be internally illuminated
LED-lit channel letters w/ plex faces.



NOTES: