

# Memorandum



CITY OF DALLAS

DATE March 21, 2008

TO Members of the Quality of Life and Government Services Committee:  
Pauline Medrano (Chair), Vonciel Jones Hill (Vice Chair), Carolyn R. Davis,  
Angela Hunt, Sheffie Kadane, David A. Neumann, and Steve Salazar

SUBJECT Downtown Sign Ordinance

On March 24, 2008 you will be briefed on the status of proposed amendments to the Downtown Special Provision Sign District to allow for LED signs. Staff is currently working with a group of downtown stakeholders to develop an acceptable proposal. The group includes representatives from DowntownDallas, the development community, retail interests and residential interests downtown. This briefing is to provide an update on these efforts.

Please contact me if you need additional information.

A handwritten signature in black ink, appearing to read 'A. C. Gonzalez'.

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  
Charles W. Daniels, 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  
Chandra Marshall-Henson, Assistant to the City Manager

# Downtown Sign Ordinance

## LED Sign Amendments



# 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)
- Economic Development Committee briefed on sign issues on March 3, 2008
- Stakeholder Task Force met on March 10, 2008
- Downtown SPSP met on March 11, 2008

# Pending Request

## Applicant's Request

- 3 video boards
- 150 s/f effective area
- Projection into ROW
- Allow streaming
- Allow off-premise advertising

## Staff Recommendation

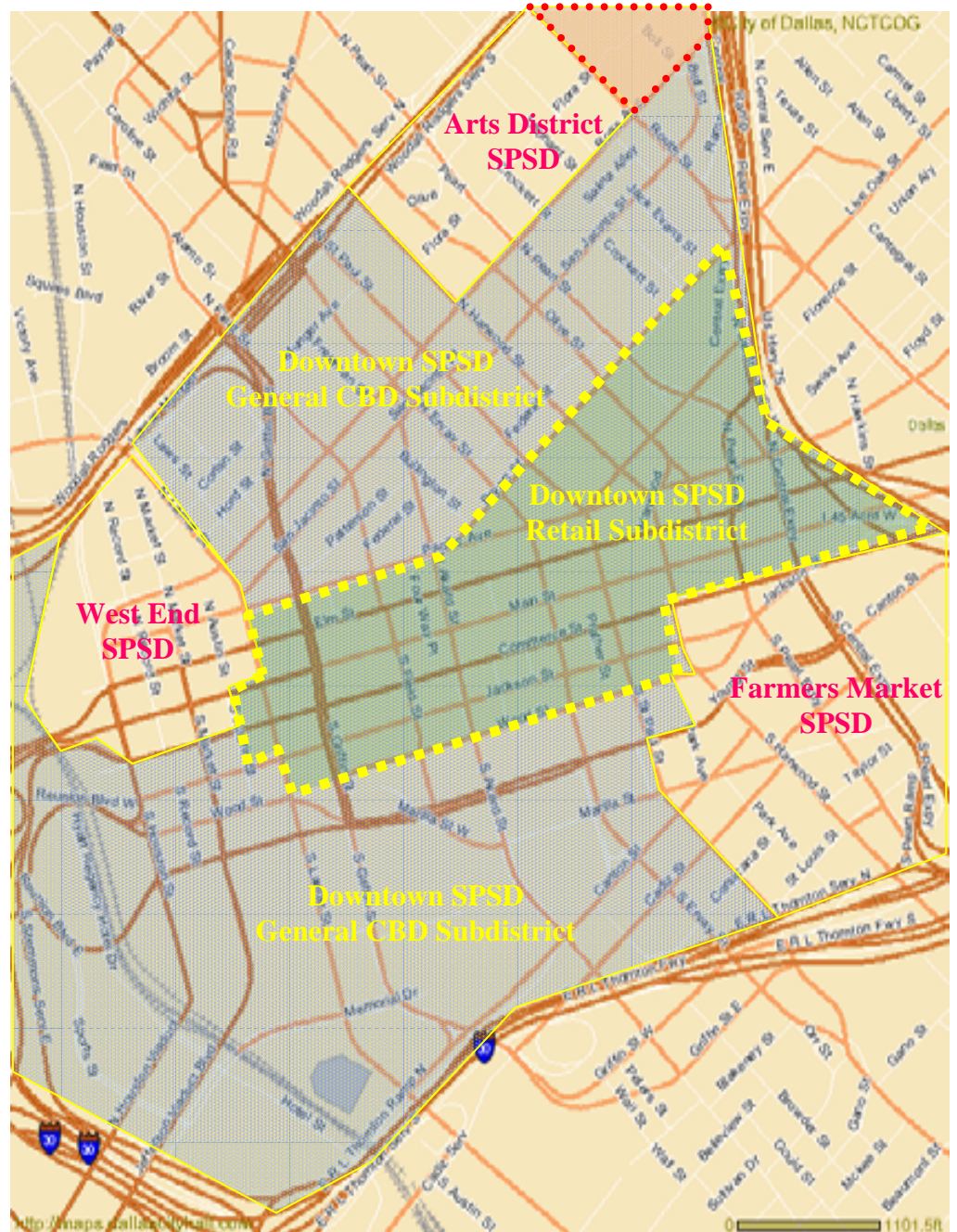
- 1 video board per frontage
- 60 s/f effective area
- No projection
- Streaming limited to 10%
- Advertise premise and district activities only

# 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)
- Time Between Messages
- Streaming video
- Brightness
- Hours of operation
- Non-premise advertising



# Downtown SPSD Boundaries

















# Victory Special Provision Sign District



Portal Sign Allowed  
at 2,135 s/f  
(Installed at 608 s/f)

Media Wall Signs Allowed at 967 s/f  
individually and may combine together  
(Installed at 390 s/f ea)



# Stakeholder Task Force

## Downtown Special Provision Sign District

Shelle Sills, Neiman Marcus, Chair	Retail
R. Craig Baker, Gardere Wynne Sewell	Office
Doug Chesnut, Gables Residential	Residential developer/owner
John Crawford, <b>DOWNTOWN</b> DALLAS	Business Association
Kourtny Garrett, <b>DOWNTOWN</b> DALLAS	Business Association
Larry Hamilton, Hamilton Properties	Residential developer/owner
Bryan Haywood, City of Dallas	City
Cris Jordan, Transwestern	Commercial real estate
Myron Mims, Myron Mims Esq	Resident
Steve Shepard,	Resident
Brenda Shook, Charlie Palmers Restaurant	Retail and resident
Jim Truitt, Forest City	Residential developer/owner
Jim Wood, <b>DOWNTOWN</b> DALLAS	Business Association



# Task Force Initial Findings

- LED boards enhance vitality of District
- Should be permitted in retail corridor
- Each block face needs to be evaluated as to appropriateness
- Maximum effective area should be 150 s/f to be viable
- Hours should be limited to 6:00 a.m. to Midnight
- Streaming video should be allowed if it does not interfere with traffic signals
- Require some amount of time to be devoted to public and district activity messages
- Allow non-premise advertising to be viable



# Next Steps

- Continue to meet with stakeholder task force
- Continue to research other cities' ordinances and State and Federal guidelines
- Have at least one general meeting with downtown residents and retailers
- Report back to Council
- Process formal SPSD amendment
- Continue to address other sign issues

# Staff Recommendation

Continue to meet with task force to address identified issues and develop proposal

Hold pending case to June 25, 2008