

Memorandum



CITY OF DALLAS

DATE May 11, 2012

TO Honorable members of the Quality of Life and Government Services Committee:
Sandy Greyson (Chair), Monica Alonzo, Dwaine Caraway and Caroline R. Davis

SUBJECT **Proposed Development Code Amendment to Window Sign Regulations**

On Monday, May 14, 2012, the Quality of Life and Government Services Committee will be briefed on a proposed development code amendment to the window sign regulations of the Development Code. The City Plan Commission recommended approval of the proposed amendments on August 18, 2011. The material is attached for your review.

Please feel free to contact me if you need additional information.

A handwritten signature in blue ink, appearing to read 'Ryan S. Evans'.

Ryan S. Evans
Assistant City Manager

c: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr. City Attorney
Rosa Rios, City Secretary
Craig Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge
A.C. Gonzalez, First Assistant City Manager
Jill Jordan, P.E., Assistant City Manager
Forest Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Edward Scott, Director, Controller's Office
Frank Libro, Public Information Office
Theresa O'Donnell, Director, Sustainable Development and Construction
Rick Galceran, Director, Public Works
Stephanie Cooper -Thompson, Assistant to the City Manager – Council Office

Window Sign Code Amendment

City Council
Quality of Life and Government Services
Committee
May 14, 2012



Purpose

- Brief the committee on a proposal to amend Article VII, “Sign Regulations,” of Chapter 51A, the Dallas Development Code, to give the Zoning Board of Adjustment and Appeals the authority to consider exceptions to current provisions governing window signs subject to certain conditions being met.

Background

- On June 25, 2008 City Council amended the sign ordinance to:
 - prohibit signs in the upper two thirds of windows
 - limit overall sign coverage in a window to 15 percent of the area of a window
 - limit overall sign coverage of a primary façade to 25 percent of the area of the facade
- Previous to this code amendment there were no size limitations for premise signs in a business zoning district, except that each premise was limited to 6 words.

Background

- On April 4, 2011, an application was made to the Department of Sustainable Development and Construction by Ross Stores, Inc. to amend the sign regulations to give the board of adjustment authority to grant special exceptions to allow translucent graphics to cover the upper two thirds of windows and exceed the 15 percent coverage limitation.

Background

- The Special Sign District Advisory Committee (SSDAC) considered this issue at public meetings in June and July of 2011 and on July 12, 2011 they recommended approval of the proposed amendments.
- CPC considered the proposed amendments on August 18, 2011 and recommended approval.

CPC Recommendation

- Allow the Board of Adjustment to consider exceptions to allow signs to be in the upper two thirds of a window and cover greater than 15 percent of the window area provided;
 - The sign is made of translucent vinyl or a similar material with at least a 65/35 perforation pattern (65 percent of the area is closed, 35 percent of the area is open);
 - Text is only permitted in the lower one third of the window;
 - Text is limited to 15 percent of the window area; and
 - Establishments regulated by Chapter 12B (convenience store regulations) are not eligible for this exception.

Possible Additional Restrictions

- Exception only allowed for businesses greater than 10,000 square feet in floor area.
- Exception only allowed on a building site where there is a minimum of 25,000 square feet of leasable floor area occupied by two or more business establishments.

Sign Example - View from Outside



Sign Example - View from Inside



Additional Views



Next Steps

- Schedule for City Council action on May 23, 2012