

Memorandum



CITY OF DALLAS

DATE August 13, 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 Supergraphics Extension

On August 4, 2008 you took under advisement discussion of the proposal to extend the Supergraphics program in the Downtown Special Provision Sign District which sunsets on September 1, 2008. Instructions were given to staff to continue to evaluate and explore other proposals to broaden the ability to post wallscape signs on buildings in the downtown area. Staff has been working with interested parties to research other cities programs. Attached is a summary sheet that was developed by one of the interested parties to summarize other cities programs. Staff will continue to research the issue and be prepared to discuss alternatives at the August 15, 2008 Economic Development Committee meeting.

Please contact me if you need additional information.

A handwritten signature in black ink, appearing to be '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
Chief David Brown, 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 Thompson-Stevens, Assistant to the City Manager

Supergraphics Programs

	Miami	Columbus, OH	Washington, DC	Times Square, NY	Dallas	West Hollywood
Number of Permits	35	Unlimited	32	Unlimited	6	Unlimited
Max. Size of Signs	10,000SF	Unlimited	Based on Zoning & Wall Size	Unlimited	20,000SF	Unlimited as long as it conforms with code – Sunset Creative Plan (i.e. location, façade etc. – A replacement sign cannot be greater in size than the original sign.)
Min. Size of Signs	None	Their size would depend on the size of the building where they'd be displayed.	Based on Zoning & Wall Size	None	10,000SF	5,000SF
Process	Lottery	By virtue of Application	By virtue of Application	Part of the Zoning code, Building must have a % of the building covered in signs	File an Application – the creative must be 90% of the entire wall space. Creative can only be up for 4 months. You need to reapply for the permit each time you change creative at the end of the fourth month.	Submit an Application- the creative can only be up for 6 months at a time with a max of 2 years extensions are given at the committee's discretion
Fee's	Permit Fee of \$1.00 per square foot of the Special Sign – annual fee	Base fee of \$95.00 for 100 sq. feet + \$25.00 for each 100 sq. feet thereafter – annual	ONE TIME - Permit Fee of \$1.00 per square foot of the Special Sign. A "change copy" fee in the amount of five hundred dollars (\$500) must be paid before each new Special Sign artwork can be approved and changed.	1% of construction cost (if illuminated - \$100.00 to \$200.00) annual fee	\$347.00 per permit	\$1,191 for permit and planning commission approval. A committee hearing is held \$425.00 for all notices of hearing and additional \$530.00 for postage of notices. \$472.50 for the newspaper ad for the committee hearing

Large Format Signage Programs

	Chicago	New York
Number of Permits	Unlimited	Unlimited
Max. Size of Signs	800SF	6 Times building Street Frontage, max of 1200SF per sign
Min. Size of Signs	No Min Size	No min Size
Process	Must apply for a permit by submitting an Application with the Bldg Dept	Must apply for a permit by submitting an Application with the Bldg Dept
Fee's	\$500 + Expediting Fee \$50 - 0-49 ft \$100 - 50-99 ft \$200 - 100-199ft \$500-200-499 ft \$1000 - 500ft and >	1% of construction cost (if illuminated - \$100.00 to \$200.00 annual fee)