Animal Shelter Sign

City Council Quality of Life and Government Services Committee

December 10, 2007

City of Dallas

Background

- Members of Animal Shelter Advisory Commission prepared a proposal for a video board sign for the new animal shelter to:
  - Promote pet adoptions, adoption events
  - Promote spay/neuter activities to reduce the number of homeless/unwanted pets
  - Promote responsible pet ownership

Background

- City Council Quality of Life Committee was briefed on proposed sign on February 26, 2007
  - Determined there was no city funding for proposed sign
  - Determined the proposed sign was desirable
  - Instructed staff to draft an ordinance that would permit non-premise advertising on the sign in order to provide a funding mechanism

Challenges

- Without advertising/sponsor, the cost of the sign is prohibitive
- Estimated Sign Cost: $780,000.00
- Total Annual Estimated Costs: $101,500.00
  - Annual Maintenance: $10,500.00
  - Annual Insurance: $12,000.00
  - Annual Electricity: $42,000.00
  - Annual Marketing/Management: $37,000.00

*Estimates provided by Texas Star Corp.

Challenges

- All non-premise signs within 660 feet of a federal highway are subject to TxDOT/Federal Highway Beautification Act (HBA) regulations
- 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
  - Minimum of 660 ft from freeway
- Amend the code to create a new classification of sign to accommodate the proposed sign.
- Seek vendor who will construct sign and be responsible for maintenance, while providing % of sign time and sign space for Animal Shelter messages

Proposed Ordinance Amendment

- Amend Article VII, “Sign Regulations,” to allow for an Animal Shelter Sign
- Cannot be an HBA sign- minimum of 660 ft from freeway
- Allow only at a city operated animal shelter
- Maximum 50 ft in height above grade
- Maximum 936 s/f in effective area
- Minimum 128 s/f devoted to static area identifying Animal Shelter
- Maximum 672 s/f LED changeable message area
- Located a minimum of 1500 ft from a residential district
- At least 15 percent of time on changeable message area devoted to animal shelter functions

ZOAC / CPC Actions

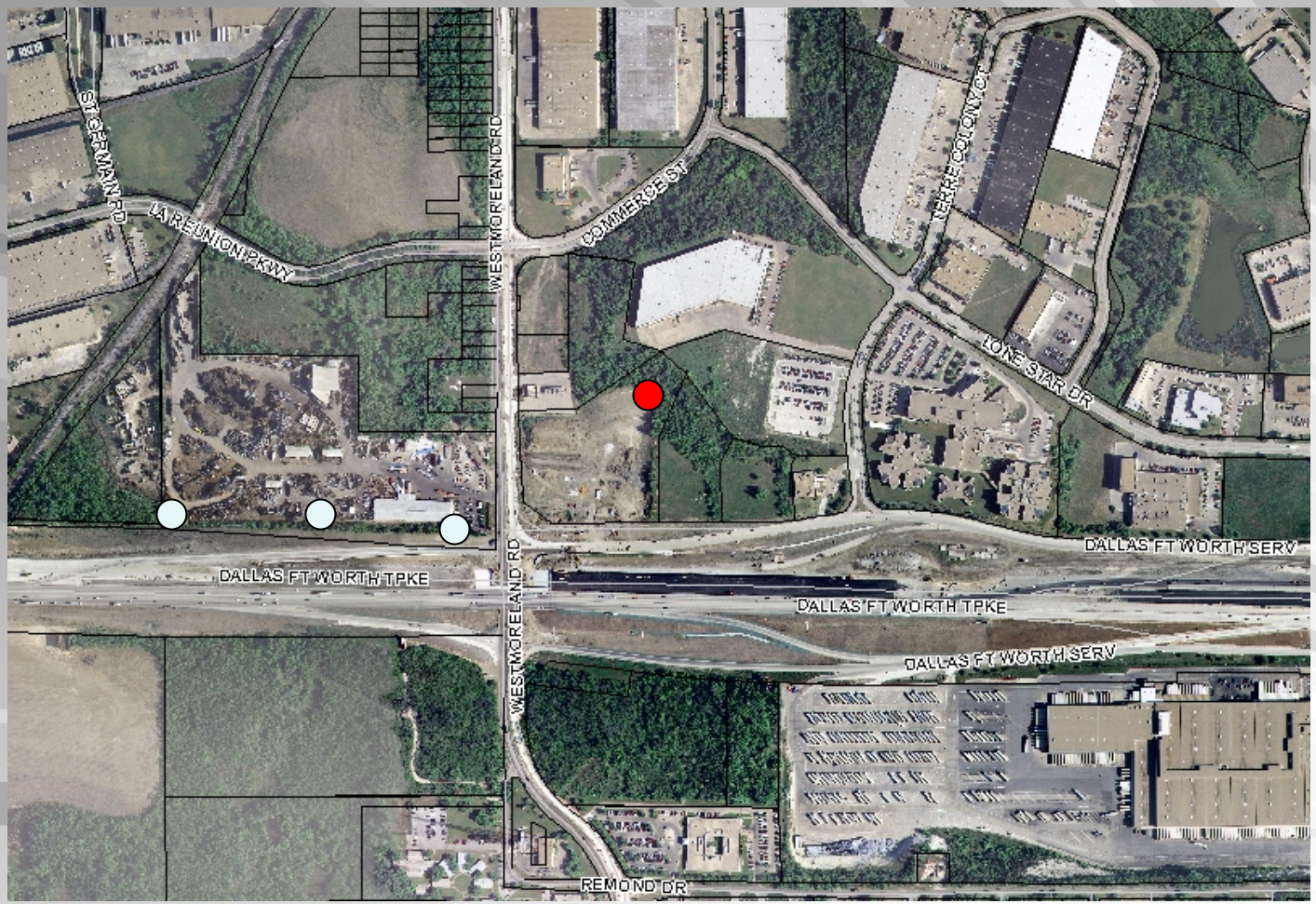
- Zoning Ordinance Advisory Committee recommended approval (3 to 2) on May 3, 2007
- City Plan Commission recommended denial (7 to 5) on June 7, 2007
- Concerns
  - Erodes general prohibition on new billboards
  - Limited time for intended purpose (shelter information)
  - Treats city different than other businesses and entities
  - Distance of sign from travel lanes of freeway
  - Concerns that the sign could pose a traffic hazard

Humane Society of Utah Experience

- 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

Proposed Sign

Site Aerial


ST GERMAIN RD
LA REUNION PKWY
WESTMORELAND RD
COMMERCE ST
TERRE COTTA DR
LONE STAR DR
DALLAS FT WORTH SERV
DALLAS FT WORTH TPKE
DALLAS FT WORTH TPKE
WESTMORELAND RD
DALLAS FT WORTH SERV
REMOND DR

Sign Location

Eastbound I-30 Approach

Eastbound I-30 Approach

Eastbound I-30 Approach

Benefits of Proposed LED Sign

- Traffic passing the new shelter site daily provides unique opportunity
  - 130,000 vehicles every 24 hours (TXDOT data)
- Studies show LED signs are 6 times more effective than traditional freeway billboards
- Research indicates that 94% of people passing LED signs remember them as opposed to only 43% remember traditional signage

*From information provided by Texas Star Corp

Next Steps

- Schedule for City Council Public Hearing on proposed Code Amendment
- Develop a request for proposal for Sign