

3.6 – Signs <Version 9 – no edits shown> subject to City Council approval on 9-21-2020 - ATTACHMENT 2

1 This version (9) of the Sign Code Update incorporates text changes identified to the second reading of the draft Ordinance,
2 subject to Council consideration on February 18, 2020, and incorporates changes shown to Section 3.6.060.B, subject to Council
3 approval on September 21, 2020. This version does not identify where text changes, subject to ordinance adoption are located.

4
5 **Chapter 3.6 – Signs**

6
7 **Sections:**

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26
27

28 **3.6.010 Purpose.** The City finds that signs provide an important medium through which
29 individuals and businesses may convey a variety of messages.

30
31 The standards contained in this chapter are primarily intended to balance the needs of businesses
32 and individuals to convey their messages through signs, and the right of the public to be
33 protected against the proliferation of signs and their effect on public and traffic safety and the
34 aesthetic qualities of the City. In an attempt to achieve that balance, the purpose of this chapter is
35 to:

- 36
37 A. Improve the visual qualities of Dallas’s streetscape environment through the use of equitably
38 applied sign height, size, and location standards;
39 B. Provide minimum, consistent, and enforceable sign standards by regulating sign location, size,
40 height, illumination, construction, and maintenance;
41 C. Minimize visual clutter caused by temporary signs by limiting their numbers and duration
42 of use;
43 D. Protect citizen safety by prohibiting hazardous signs;

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- 1 E. Ensure compliance with state and federal laws regarding advertising by providing rules and
- 2 standards that are content neutral; and
- 3 F. Provide for near term and longer term improvements to signage through the use of appropriate
- 4 amortization and incentive policies.

5
6 **3.6.020 Scope.** All signs visible from the public right-of-way or private areas open to public
7 travel within the City limits shall be within the scope of this chapter. The content of signs is not
8 regulated by this chapter. No sign shall be permitted in the City of Dallas unless it is in
9 accordance with the provisions of this chapter or unless it is determined to be legally
10 nonconforming to the requirements of this chapter, with the exception that where a planned
11 development overlay exists, any sign regulations adopted with that planned development overlay
12 shall take precedence.

13
14 **3.6.030 Definitions.** For the purpose of this chapter, certain terms and words are defined as
15 follows: words used in the present tense include the future; the word “shall” is mandatory; the
16 word “may” is discretionary; the phrase “used for” shall include the phrases “arranged for,”
17 “designed for,” “maintained for,” and “occupied for”; and the word “business” shall be
18 associated with the zoning terms and activities of “permitted use” and “conditional use.” The
19 following terms shall mean:

20
21 Abandoned Sign - A sign or sign structure where either the sign is no longer used by the property
22 or sign owner, in which case discontinuance of sign use may be shown by cessation of use of the
23 property where the sign is located for the use or purpose associated with the sign; or the sign has
24 been damaged, and repairs and restoration have not been started within 45 days of the date the
25 sign was damaged, or, once started, are not diligently pursued to completion.

26
27 Accessory Sign – A non-illuminated sign which is no larger than four square feet in size and
28 only placed on vending machines, gas pumps, newspaper dispensers, and other similar structures,
29 equipment or uses.

30
31 Alteration — Any change in the size, shape, method of illumination, construction, or supporting
32 structure of a sign.

33
34 Area (of a sign) –

35 1. Projecting, Portable, and Freestanding: The area of the sign shall be measured as
36 follows: The area around and enclosing the perimeter of the cabinet in which the sign is
37 contained shall be totaled to determine the aggregate sign area. If the sign is composed of two or
38 more sign cabinets, the area enclosing the entire perimeter of all cabinets within a single,
39 continuous geometric figure shall be the area of the sign. The perimeter of measurable area shall
40 not include embellishments such as pole covers, framing, and decorative roofing, provided that
41 there is no written copy on such embellishments. All face areas of any multi-faced sign shall be
42 counted in calculating its area. For a double-faced sign in a single cabinet, only the area of one
43 face is counted.

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1 2. Wall Signs: The area around or enclosing each sign cabinet, or, where sign cabinets are
2 not used, the area within a single, continuous perimeter composed of any straight line geometric
3 figure which encloses the extreme limits of the message.

4
5 Awning – A secondary covering attached to the exterior wall of a building that is typically
6 located above a window or a door, or over a sidewalk.

7
8 Awning Sign – A sign attached to or incorporated into an awning.

9
10 Balloon Sign – A sign made from a nonporous bag of tough, light material normally filled with
11 air or helium gas to maintain its form, and displaying graphics, symbols or written copy.

12
13 Banner - A sign made of fabric or other non-rigid materials with no enclosing framework.

14
15 Canopy – An awning supported by at least two columns. A canopy is able to extend further from
16 a building than an awning, as in the case of an entrance to a restaurant or retail store.

17
18 Canopy Sign - A sign painted on, printed on, or incorporated into a canopy.

19
20 Changeable Copy Sign (Manual) – A sign on which copy is changed manually, for example, the
21 panel permanently affixed as part of a larger sign on which copy is placed.

22
23 Clearance (of a sign) – The vertical distance measured from the lowest point of the sign to the
24 natural surface grade beneath the sign.

25
26 Copy – The message on a sign surface in either permanent or removable letter form.

27
28 Double-Faced Sign – A sign with words, symbols, figures or images on two faces, wherein the
29 faces are back-to-back and parallel or within ten degrees of parallel.

30
31 Electronic Message Board (EMB) A sign that displays words, symbols, figures or images that
32 can be electronically or mechanically changed by remote or automatic means.

33
34 Electronic Message Board Technical Definitions. For the purpose of regulating the function and
35 technical capabilities of EMBs, the following words shall apply.

36
37 Animation - the usage of multiple frames running at a fast enough speed that the human eye
38 perceives the content to be in continuous movement.

39
40 Dissolve - a mode of message transition on an EMB accomplished by varying the light
41 intensity or pattern, where the first message gradually appears to dissipate and lose legibility
42 simultaneously with the gradual appearance and legibility of the second message.

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- 1 Fade - a mode of message transition on an EMB accomplished by varying the light intensity,
2 where the first message gradually reduces intensity to the point of not being legible and the
3 subsequent message gradually increases intensity to the point of legibility.
4
- 5 Flash - an intermittent or flashing light source where the identical EMB message is
6 constantly repeated at rapid intervals.
7
- 8 Frame Effect - a visual effect on an EMB applied to a single frame to attract the attention of
9 viewers.
10
- 11 Scroll - a mode of message transition on an EMB where the message appears to move
12 vertically across the display surface.
13
- 14 Static Display- a display that includes only messages that do not move or appear to move.
15
- 16 Transition - a visual effect used on an EMB to change from one message to another including
17 but not limited to images that coalesce, interleave and interlace.
18
- 19 Travel - a mode of message transition on an EMB where the message appears to move
20 horizontally across the display surface.
21
- 22 Face (of a sign) – The area of a sign on which the words, symbols, figures or images or imagery
23 is placed.
24
- 25 Festoons – A string of ribbons, tinsel, small flags, or pinwheels.
26
- 27 Feather Sign - A sign typically made of cloth, canvas, plastic, or any flexible material designed
28 to move freely that is supported by a horizontal or vertical pole of various lengths. This type of
29 sign may also be called a bow sign or teardrop sign.
30
- 31 Flashing Sign - See EMB definition of flash.
- 32 Freestanding Sign - A sign supported upon the ground by a frame, pole(s), or other support
33 structure(s) that is not attached to any building.
34
- 35 Frontage - The length of the property line of a lot or parcel along a public right-of-way on which
36 it borders.
37
- 38 Hanging Sign - A sign that hangs beneath a marquee, canopy, or awning.
39
- 40 Hazardous Sign - A sign that is detrimental to the public health, welfare or safety, including but
41 not limited to: any sign that has a design, color, or lighting which may be mistaken for a traffic
42 light, signal, or directional sign; any sign that is located in such a manner as to obstruct free and
43 clear vision to motorists or pedestrians at intersections and driveways; any sign which, because
44 of its location, would prevent free ingress to or egress from any door, window, or fire escape;

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1 any sign that is attached to a standpipe or fire escape; any sign that has lighting which
2 temporarily blinds or impairs one’s vision; and any sign that is in a leaning, sagging, fallen,
3 decayed, deteriorated, or other unsafe condition.

4
5 Height (of a sign) - The vertical distance measured from the highest point of the sign to the
6 natural surface grade beneath the sign.

7
8 Illuminated Sign - A sign with an artificial light source incorporated internally (direct
9 illumination), or with an external light source directed to illuminate the exterior surface of the
10 sign (indirect illumination). This definition includes signs with light sources that are
11 disconnected from power.

12
13 Incidental Sign – A small sign, emblem, or decal typically used to inform the public of goods,
14 facilities, or services available on a premises, such as a credit card sign or a sign indicating hours
15 of business.

16
17 Maintenance - For the purposes of this chapter, the cleaning, painting, repair, or replacement of
18 defective parts of a sign, or to achieve a change in sign face, in a manner that does not alter the
19 basic design or structure of the sign.

20
21 Marquee - A permanent roof-like projection from a building above the building entrance.

22
23 Monument Sign - A freestanding sign of which the entire bottom of the sign is generally in
24 contact with or in close proximity to the ground. “Monument sign” does not include pole or
25 pylon signs.

26
27 Mounted Sign - A sign permanently attached to a building, including a Canopy sign, Projecting
28 sign, Hanging sign and Wall sign.

29
30 Moving Sign — A sign that uses mechanized movement to attract attention, depict action, or to
31 create a special effect or scene, and includes dancing inflatable displays.

32
33 Multi-tenant complex - A development consisting of one or more lots and two or more
34 businesses sharing appurtenant facilities, such as driveways, parking and pedestrian walkways,
35 and is designed to provide varied products and services at a single location.

36
37 Nonconforming Sign – An existing sign, lawful before enactment of this chapter, which does not
38 conform to the requirements of this chapter.

39
40 Off-site sign – A sign not located on the site of the activity or business being advertised.

41
42 Oversized sign - A sign that exceeds the face area of 125 square feet.

43
44 Permanent Sign – A sign structurally affixed to the ground or to a building and intended for
45 permanent display.

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Pole Sign -- See “Pylon sign.”

Portable Sign – A sign not permanently affixed to a sign structure, a building, or the ground, (such as an A-frame sign) that can be easily moved.

Projecting Sign – A sign, other than a flat wall sign, which is attached to and projects from a building wall or other structure not specifically designed to support the sign.

Pylon Sign - A freestanding sign, usually double-faced, mounted on one or two supports above ground level, also referred to as a “Pole sign.”

Roof Sign – A mounted sign that projects above the top of a wall, eave, or parapet.

Sign– Any device, structure, fixture or placard, and any related support structure that displays graphics, symbols, and/or written copy. “Sign” includes graphics, symbols and written copy painted or otherwise affixed directly on a building surface or projected onto a building surface.

Site - A lot, parcel, or tract of land under common ownership, or developed together as a single development site, regardless of how many uses occupy the site.

Temporary Sign –

1. A sign constructed of fabric, vinyl, paper, cardboard, plywood, or other light material, with or without a frame that may or may not be attached to a building including but not limited to portable signs and banners.

2. A sign intended to be displayed for a specific and limited period of time.

Wall Sign – A sign attached parallel to and extending not more than 12 inches from the wall of a building. This definition includes painted, individual letters, and cabinet signs.

Window Sign – A non-illuminated sign installed inside a window or painted on a window and intended to be viewed from the outside.

3.6.040 Signs Exempt from Permits and Regulation. The following signs are exempt from regulation and do not require permits. All signs listed in this section are subject to all other applicable requirements of this chapter and other applicable provisions of the Dallas City Code and Dallas Development Code.

A. Signs placed or authorized by the city, county, state, or federal government in the public right-of-way as well as signs required by city, state, or federal government located on private property;

B. Flags adopted or endorsed by a governmental agency;

C. Tablets, cornerstones, or commemorative plaques;

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- 2 D. Signs placed by utility companies in proximity to a pole, line, pipe or other facility that
- 3 belong to respective utility companies.
- 4
- 5 E. Festoons;
- 6
- 7 F. Balloon signs of less than 24 inches in diameter;
- 8
- 9 G. Signs erected by a recognized neighborhood watch group two square feet in size or less;
- 10
- 11 H. Accessory signs;
- 12
- 13 I. Onsite handheld signs;
- 14
- 15 J. Signs for hospital or emergency services and railroads.
- 16

17

18 **3.6.045 Signs Subject to Regulation but not a permit.**

19

20 No permit is necessary for placing, constructing or erecting the following signs as long as such

21 signs conform to the following regulations that pertain to size, dimensions, location, time

22 (duration) and aesthetics:

23

- 24 A. Incidental Signs, provided the signs do not exceed one and a half square feet in area for each
- 25 sign, with no more than five signs allowed for each permitted structure;
- 26
- 27 B. An exterior sign erected on commercial or industrial zoned property next to an entrance, exit,
- 28 rest room, office door, or telephone, provided the sign is no more than four square feet in area,
- 29 such as to identify or locate a property feature;
- 30
- 31 C. Any sign that is not visible to motorists or pedestrians on any public highway, sidewalk,
- 32 street, alley, or other area open to public travel;
- 33
- 34 D. One indirectly illuminated or non-illuminated wall sign not exceeding one and one-half
- 35 square feet in area placed on any residential building, such as a name or address plate;
- 36
- 37 E. Signs placed in or attached to a motor vehicle, bus, or railroad car that is regularly used for
- 38 purposes other than the display of signs;
- 39
- 40 F. Signs, up to four square feet and no taller than four feet, constructed or placed within a
- 41 parking lot, to direct traffic and parking;
- 42
- 43 G. A sign that does not exceed four square feet in area and four feet in height, and is erected to
- 44 indicate a danger to the public or to designate where public access is prohibited;
- 45

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1 H. Signs located within a sports stadium or athletic field, or other outdoor assembly area, which
2 are intended and oriented for viewing by persons within the facility;

3

4 I. Temporary signs, subject to Section 3.6.060;

5

6 J. Signs giving notice that a structure on a premises is protected by alarm or security service,
7 provided such signs are not larger than one square foot and are located within five feet of the
8 structure.

9

10 K. One flashing open/closed sign not exceeding two square feet.

11

12 L. Face Changes to Existing Cabinet Style Signs. Changes to existing approved cabinet style
13 signs do not require a permit if limited to replacement of the existing material on which the sign
14 is shown, and where such change does not affect the size, dimensions or location of sign(s).

15

16 M. Roof signs on buildings that have a predominant architectural feature or facade that extends
17 above the roofline or parapet and where the sign attached to or embedded in the feature replaces
18 an inventoried item on a building listed as part of a National Historic District or listed on the
19 Oregon National Historic Register of Historic Places, or recognized as historically significant on
20 a City Local Landmarks Register.

21

22

23 **3.6.050 Prohibited Signs.** The following signs are prohibited and are not eligible for exception:

24

25 A. Hazardous signs.

26

27 B. Signs within or which overhang streets, except as allowed in this chapter.

28

29 C. Portable signs in the following categories:

30

31 1. Signs on a vehicle parked on private property, public property or right-of-way, unless the
32 vehicle is used for transport in the normal day-to-day operations of a business, except as
33 provided in Section 3.6.040 P.

34

35 2. Signs propped up by or leaning against a motor vehicle when such vehicle is parked in the
36 public right-of-way.

37

38 D. Moving signs.

39

40 E. Balloon signs 24 inches in diameter or greater.

41

42 F. Flashing signs, that exceed two square feet in face area.

43

44 G. Roof signs other than those described in subsection 3.6.040 M

45

1 H. Signs that appear similar in shape, color, size or copy to traffic control devices.
2

3 I. Off-site signs, except as lawfully exist prior to adoption of this Chapter.
4

5 J. Portable or temporary signs in the public right-of-way except as authorized in Section 3.6.060.
6

7 K. Oversized signs.
8
9

10 **3.6.060 Temporary signs.**
11

12 Temporary signs may be erected and maintained only in compliance with the regulations of this
13 section.
14

15 A. The following provisions shall apply to all temporary signs in all zones:
16

- 17 1. Temporary signs that exceed the applicable area limitations set forth in subsection
18 3.6.060.B shall not be permitted.
19
- 20 2. Temporary signs that overhang a public right-of-way and that are authorized by a
21 governmental agency are not subject to the provisions of subsection 3.6.060.B, below.
22
- 23 3. With the exception of subsection 2, above, and signs installed or authorized by a
24 governmental agency, no temporary signs are permitted in or over public right-of-way.
25
- 26 4. Temporary and portable signs over five feet tall on private property shall be set back a
27 minimum of five feet from the street side of a property line. This does not apply to a
28 sign placed within a recessed entryway, provided that no portion of the sign extends
29 over a public sidewalk, or to signs which hang from the face or wall of a building,
30 provided that the sign does not extend more than two inches from the face or wall.
31
- 32 5. Temporary signs affixed to a building may be placed no higher than the building's
33 eave, top of wall, or parapet.
34
- 35 6. With the exception of subsection 2 above, temporary signs shall not be attached to
36 trees, shrubbery, utility poles or traffic control signs or devices.
37
- 38 7. Temporary signs are not counted against the total area of permanent sign allowance.
39

40 B. Temporary signage shall be allowed as follows:
41

- 42 1. Residential (RL, RM, RH) Zones: In all Residential zoning districts, temporary signs
43 are allowed under the following circumstances:
44

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1 (a) If Property has received Land Use approval for New Residential Subdivision. Two
2 temporary signs, not exceeding 32 square feet in area, are allowed per subdivision
3 during the build-out of the residences in the subdivision. These types of signs are
4 typically used for subdivision and model home identification.
5

6 (b) If Property is for Sale or Rent. When properties or dwellings are for sale or rent,
7 the owner or the owner's authorized representative may erect the following signs:
8

9 (1.) Two double-faced signs on the lot, not to exceed six square feet per face.
10

11 (2.) One temporary sign on-site is allowed when the property owner is opening
12 the property to the public from one week prior to the event until the day after
13 the event, for no more than a total of 15 consecutive days. For this purpose,
14 the sign shall not exceed four square feet per face and four feet in height.
15

16 (c) If Property has received Land Use approval for New Multi-family Development or
17 Non-Residential Use. When property is under construction for a new multi-family
18 residential building or a non-residential use, the owner or the owner's authorized
19 representative may erect the following signs:
20

21 (1.) One double-faced wall or freestanding sign of thirty-two (32) square feet per
22 face, or two 32 square feet single-faced signs. Such signs may not be placed
23 earlier than the first issuance of a certificate of occupancy for a residential
24 structure. The sign(s) shall be removed no later than 30 days after the
25 issuance of the final certificate of occupancy for a residential structure, or
26 one year from the first issuance, whichever comes first. These signs may be
27 externally illuminated.
28

29 (2.) One banner per building no more than 32 square feet per face, from the date
30 of issuing building permits to four weeks after issuing a Certificate of
31 Occupancy. Banners shall be affixed to exterior wall(s) of the building(s) so
32 as to lie flat.
33

34 2. Commercial (CG, CN, and CBD) and Industrial (I) Zones: In all Commercial and
35 Industrial zones, the following temporary signs are allowed under the following
36 circumstances:
37

38 (a) Temporary signs shall be limited to a total of 48 square feet per building or per
39 property when the same building or property is for sale or rent. The same sign may
40 be double-faces if freestanding. Except as provided in subsection A.2., above,
41 attachment of a temporary sign to permanent signs or structures, awnings, trees, or
42 utility poles is prohibited. Temporary signs on a site or building may be placed for a
43 period of time beginning when the property or building is offered for sale or rent until
44 15 days after the date on which the transaction has closed.
45

1 (b) In addition to the temporary signs otherwise permitted in this code, a business
2 may have temporary signs in excess of the number and size allowed above, during
3 events as listed below:
4

5 (1) When a New Business occupies a Building or when a Building Permit has been
6 issued by the City for New Construction or Tenant Improvement: While
7 improvements to a building are under construction, the building owner or
8 authorized representative may erect one banner for up to 30 days duration within
9 30 days of issuance of a certificate of occupancy for a new or remodeled structure,
10 or within 30 days of change of business or ownership. The banner shall not exceed
11 32 square feet in size and shall be affixed to exterior wall(s) of the building(s) so
12 as to lie flat.
13

14 (2) When Existing Business Commences a Sale or other events: When the business
15 is conducting a sale or event, the building owner or authorized representative may
16 erect one banner not to exceed 32 square feet in size that shall be affixed to the
17 exterior wall(s) of the building so as to lie flat. For this purpose, banner display is
18 limited to two events per calendar year. Each event may not be more than ten
19 consecutive days' duration, and not less than 30 days apart.
20

21 In addition to the above, when a business is conducting a sale or event, the
22 building owner or authorized representative may erect any combination of portable
23 signs (board or feather) in accordance with the following standards:
24

25 Location. All portable signs shall be located on the ground of the same property
26 where the business operates, and shall be placed at a distance of least five feet
27 from the front property line(s) where abutting a street. All portable signs must
28 also be placed outside of vehicle aisles, required off-street parking spaces and
29 Vision Clearance Areas; and
30

31 Duration. Portable signs for this purpose are allowed all hours of the day and
32 all days of the week and are not subject to day or time limits identified for
33 banners (subsection 2 above) or similar time limits identified for portable signs
34 where located in the public right-of-way (subsection 3 below); and
35

36 Quantity. One portable sign (board or feather) is permitted for every 50 lineal
37 feet of property frontage along a street, with a maximum of four portable signs
38 per property under common ownership. In applying this standard, properties
39 located along two street frontages shall apply the cumulative length of both
40 street frontages and the Planning Official may approve adjustments to the
41 distance between portable signs; and
42

1 Size. Portable board signs shall not exceed five feet in height and fifteen square
2 feet in size (single face). Portable feather signs shall not exceed twelve feet in
3 height and thirty square feet in size.
4

5 3. Temporary Portable Signs in Public Right-of-Way. Signs on the ground within the
6 public right-of-way, shall be permitted in accordance with the following standards:
7

8 A. Placement Standards for Portable Temporary Signs:
9

- 10 1. Temporary signs shall be placed in accordance with the Portable Sign in Right-of-
11 Way Graphics in Section 3.6.140. For signs placed within the right-of-way with
12 an adjacent sidewalk, the sign shall not be placed within six inches of the face of
13 the curb and shall provide a clearance width of at least four feet on the sidewalk to
14 ensure safe pedestrian passage. For signs placed in the right-of-way without an
15 adjacent sidewalk, the sign shall be located outside of any street pavement and
16 shall not be located closer than four feet from the travel lane, turning lane,
17 shoulder, parking lane or bicycle lane.
18
- 19 2. Temporary signs shall not be placed in parking spaces, pedestrian pathways,
20 bicycle paths, street corners, transit stop areas, ADA accessible curb ramps, ADA
21 accessible parking spaces, at building exits or fire escapes, or any portion of the
22 street (automobile and bicycle travel lanes, shoulder, medians, traffic islands, and
23 parking areas). Temporary signs also shall not be placed in a way that impedes or
24 hinders the vision of drivers or bicyclists. Any temporary sign shall be located
25 entirely outside of the area of a right-of-way corner that is between the curb and
26 the lines created by extending the property line to the curb face. Signs placed
27 within the right-of-way shall not obstruct traffic control signs or devices.
28
- 29 3. In addition to the above, temporary portable signs shall be placed within 20 feet
30 of an overhead existing light source that provides at least one foot-candle of
31 illumination at the location where sign(s) are placed.
32

33 B. Number of Temporary Portable Signs allowed in Public Right-of-way:
34

- 35 1. In all Residential zones, portable offsite signs placed when properties are for sale
36 are limited to the number and duration stated in Section 3.6.060.B.3.B and D of
37 this Code.
38
- 39 2. In all Commercial and Industrial zones except for the Central Business District,
40 only one temporary portable sign is allowed for every one 100 linear feet of
41 property frontage along a street.
42
- 43 3. In the Central Business District zone, the number of signs on the ground within
44 the right-of-way is limited to the number of operating and accessible public
45 entrances that face the right-of-way where the sign is located. Multiple doors at

1 one entrance are allowed one sign. Multiple individuals or entities that share the
2 same public entrance are allowed one shared sign.

3
4 C. Material, Design and Size Standards in Public Right-of-way:
5

- 6 1. The sign shall be a T-frame or A-frame structure that is composed of wood,
7 plastic or metal. The sign width shall not exceed twenty-eight (28) inches. The
8 sign depth shall not exceed two feet. The sign height shall not exceed three feet
9 and the sign face (single) shall not exceed six square feet.

10
11 D. Duration of Placement in Public Right-of-way.
12

- 13 1. Portable signs in residential zones may be displayed on Saturday and Sundays,
14 between the hours of 8:00 a.m. and 5:00 p.m. with abutting property owner
15 consent. Portable signs shall be removed at the end of each day.
16
17 2. Portable signs in non-residential zones may be displayed all days of the week
18 within the right-of-way between the hours of six 6:00 a.m. and midnight, and shall
19 be removed at the end of each day.
20

- 21 E. Temporary banners which extend over a roadway or are attached to utility or
22 streetlight poles shall be permitted in the right-of-way in concert with city sanctioned
23 events or programs or as authorized by the Dallas City Code.
24
25

26 **3.6.065 Signs allowed when Garage Sale is occurring on-site.**
27

- 28 A. Only one sign shall be posted upon the premises on which the garage sale, as defined and
29 regulated by Dallas City Code Sections 7.500 et. seq., is to be held.
30
31 B. One off premise sign shall also be permitted but only a sign issued by the City for this
32 purpose shall be allowed.
33
34 C. Signs placed in the public right-of-way for this purpose shall conform to the placement
35 standards identified in subsection 3.6.060.3. Signs placed upon private property for this
36 purpose shall require the consent of the property owner. Signs shall not be placed earlier
than one hour before the garage sale starts and shall be removed by no later than one hour
after the conclusion of the garage sale.

37
38 **3.6.070 Permanent Sign Regulations – Subject to Permit.** Permanent signs require a Sign
39 Permit and shall be erected and maintained only in compliance with the following provisions:
40

- 41 A. In all Residential Zones (Residential Low, Medium and High - RL, RM and RH) and the
42 Park and Open Space (POS) zone.
43

3.6 – Signs <Version 9 – no edits shown> subject to City Council approval on 9-21-2020 - ATTACHMENT 2

- 1 1. Each subdivision or multi-family complex is permitted one permanent non-illuminated
2 monument sign not to exceed six feet in height and 48 square feet in area. This sign is to
3 be placed in proximity to the primary vehicle entrance of the subdivision / multi-family
4 complex.
5
- 6 2. City approved non-residential uses, including but not limited to schools and places of
7 worship, are permitted one permanent freestanding sign per public street frontage and
8 one permanent wall-mounted sign per street frontage. Freestanding signs may take one
9 of two forms, provided, only one freestanding sign taller than six feet in height is
10 permitted and must meet the following standards:
11
- 12 (a). One non-illuminated pole/pylon sign no taller than 15 feet in height and no larger
13 than 36 square feet in area; or
14
- 15 (b). One illuminated monument sign no taller than six feet in height and no larger than
16 48 square feet in area; and one wall sign placed no higher than 35 feet above grade or
17 the eave, top of wall, or parapet (whichever is less) and no larger than 48 square feet in
18 area. Each sign may include changeable copy (manual or electronic) subject to
19 subsections 3.6.070.D (1 – 4, 6 and 7). Each sign shall meet the setbacks applicable to
20 the residential zone in which it is located.
21
- 22 B. In all Commercial and Industrial Zones - Central Business District (CBD) Neighborhood
23 Commercial (CN) General Commercial (GC) and Industrial (I) Zones. Signs in all
24 commercial and industrial zones may be directly or indirectly illuminated. Wall signs,
25 canopy signs, hanging signs, projecting signs and freestanding signs are subject to the
26 following standards. Window signs are permitted, provided they shall not exceed 50 percent
27 of the total window area per window and shall not be counted toward the allowable total sign
28 area.
29
- 30 1. Wall Mounted Signs: The total area of all wall signs shall not exceed 20 percent of the
31 primary street-facing wall. For the purpose of calculating maximum wall sign area, the
32 primary street-facing wall is the length of a single building wall positioned to face the
33 street. For curvilinear and varied building walls, the Primary Street-facing Wall
34 Graphic, Section 6.3.140, provides a guide for determining the primary street facing
35 wall. The method for determining allowed wall sign(s) location and area is as follows:
36
- 37 (a). Calculating Maximum Wall Sign Area. The total sign area allowed for mounted
38 wall signs shall be determined by measuring the primary street-facing wall length and
39 height. Wall length is then multiplied by wall height. For calculation purposes, wall
40 height is not to exceed 25 feet. The product is then multiplied by 20 percent. The
41 resulting product represents the cumulative maximum face area allowed for all wall
42 signs on the subject building. The maximum face area of any one sign is limited to
43 125 square feet.
44

(b). Wall Sign Area Allocation to Primary and Other Building Walls. The total amount of face area allowed for wall signs may be allocated to building walls other than the primary street-facing wall at any percentage amount, provided the sum total for allocation purposes is equal or less the cumulative maximum face area allowed after determination. For example, if a building is located on property that has two street frontages, the total sign area, the property owner may decide to allocate 90 percent of the maximum sign area to one street-facing facade and the remaining 10 percent to the other street-facing façade.

(c). Wall Sign Location. One hundred percent of the allowed wall sign area may be located on any portion of the exterior wall that is up to 25 feet above finished grade and in no case may any portion of a wall sign be higher than one foot below the top of the exterior wall to which it is attached. For exterior walls that are in excess of 25 feet in height, 25 percent of the total allowed wall sign area may be located above the 25 foot height and in no case may any portion of a wall sign be higher than one foot below the top of the exterior wall to which it is attached.

2. Freestanding Signs: Each property or multi-tenant complex is allowed one freestanding sign per street frontage. For the purpose of this section, property area is determined by legal lot of record as opposed to Tax Lot. Multiple and contiguous legal lots of record under one ownership shall be counted as one lot for the purpose of determining the number of freestanding signs allowed. A freestanding sign constitutes one sign, even if it has two or more faces.

Table Summary of Freestanding Sign Standards According to Zone.

Standard	CBD	CN	GC	I
A. Maximum Size (single face)	48 sf. ft.*	48. sf. ft.*	48 sq. ft.*	48 sf. ft.*
B. Maximum Height	6 feet*	6 feet*	6 feet*	6 feet*
C. Maximum Number	1**	1**	1**	1**

* Freestanding sign for a multi-tenant complex can exceed these standards when property frontage length exceeds 500 feet, subject to standards herein.

** Number of allowed freestanding signs is also based on street frontage length and the number of street frontages.

The number and height of allowed freestanding signs is also based on the following:

(a).When the lineal street frontage of a property exceeds 500 feet, an additional freestanding sign shall be permitted for each 500 feet of lineal property frontage. In applying this standard, each freestanding sign must be at least 200 feet from any other freestanding sign on the site along the same lineal property frontage.

(b). In the GC, CN and I zones, where the lineal property frontage distance would allow three or more signs (1500 lineal feet of property frontage), one of the freestanding signs

1 may be replaced with one double face sign at a maximum of 75 square feet per face and
2 not more than 24 feet in height. This standard only applies to multi-tenant complexes
3 as defined herein.
4

5 (c). Freestanding signs associated with drive-through window operation are not subject
6 to location and spacing standards as described above, provided such signs are located
7 along the service aisle and oriented to face the customer.
8
9

10 3. Window signs: Window signs are permitted, provided they shall not exceed 50 percent
11 of the total window area per window.
12

13 4. Canopy and Awning signs. Signs may be placed on or incorporated into awnings and
14 canopies that are part of the building architecture. Signs placed on awnings and canopies
15 are inclusive of the total wall sign area calculation. Canopy and awnings signs shall
16 have a minimum clearance of eight feet above the ground or sidewalk. Marquee signs
17 are also subject to these standards.
18

19 5. Projecting Signs. Buildings within all commercial and industrial zones may have one
20 projecting sign in-lieu of a freestanding sign. Projecting signs may project over private
21 property, a public right-of-way, or both and shall be subject to the following:
22

23 (a). No more than eight feet or two-thirds of the width of the sidewalk or to within two
24 feet of the curb, whichever is less.
25

26 (b). A minimum clearance of eight feet above the ground or sidewalk. The maximum
27 size of a projecting sign is 32 square feet per sign face.
28

29 (c). Bracket or arm supports shall be utilized for structural support against the nearest
30 wall. Use of guy wires or cables for structural support is not allowed.
31

32 6. Hanging Signs. In addition to projecting signs, smaller hanging signs (blade signs) may
33 be placed perpendicular to building walls or to awnings as shown in Section 3.6.140
34 (Sign Type Illustrations) in all commercial and industrial zones. Hanging signs are
35 inclusive of the total wall sign area calculation and may project over private property, a
36 public right-of-way, or both and shall be subject to the following:
37

38 (a). Each sign shall project from the building elevation no further than five feet or to
39 within two feet of a street curb, whichever is less.
40

41 (b). Each sign shall have a minimum clearance of eight feet and a maximum clearance of
42 25 feet above the ground or sidewalk.
43

44 (c). The maximum size of a hanging sign is nine square feet.
45

1 (d). Multiple hanging signs per building are allowed and shall be limited to one blade
2 sign per tenant owned or leased space within the building and shall be separated by a
3 minimum distance of ten feet.

4
5 (e). Hanging signs shall not be internally illuminated and shall not utilize guy wires or
6 cable lines for structural support.

7
8
9 C. Supplemental permanent sign provisions. (All zones)

- 10
11 1. Permanent signs are not allowed within a public right-of-way unless authorized by City
12 Manager or designee.
13
14 2. Signs shall be erected in an upright position and placed perpendicular to a horizontal
15 surface conforming to the line from horizon to horizon.
16
17 3. Maximum square footage restrictions include changeable copy signs and exclude
18 accessory and incidental signs.
19
20 4. Sign setbacks are measured from the nearest property line to the nearest portion of the
21 sign. In addition to the specific setbacks noted above, all signs shall meet vision
22 clearance requirements.
23

24 D. Electronic Message Boards (EMBs), where allowed, are subject to the following standards:

- 25
26 1. One EMB sign is permitted per site or multi-tenant complex and shall only be allowed
27 as part of a permanent freestanding or wall sign. EMBs shall not exceed 50 percent of
28 the maximum sign face area for any one sign as identified by the numeric standard of
29 the zone.
30
31 2. The EMB portion of a freestanding sign may be no higher than twelve feet above
32 existing ground level.
33
34 3. The EMB portion of a sign may not exceed 24 square feet in area.
35
36 4. EMB signs must be set at least ten feet from all property lines.
37
38 5. EMB signs must be permanently mounted to the ground or a structure.
39
40 6. To be permitted under this section, an EMB sign must meet the following standards:
41
42 (a). The sign may not be illuminated by a flashing light or a light that varies in
43 intensity.
44

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- (b). The sign shall remain in a static display where the frame effect does not appear to flash, dissolve, fade, scroll, travel, contain animation, portray blinking or chasing lights or otherwise create continuously changing images. The rate of change from one frame to another, shall be no more frequent than every 30 seconds and the actual frame change shall be accomplished in a transition period of two seconds or less. Terms applied in this regulation are further defined in Electronic Message Center Technical Definitions of this section.
- (c). The sign must not operate at an intensity level of more than 0.3 foot-candles over ambient light as measured using a foot-candle meter at pre-set distances according to the following table:

Sign Area Versus Measurement Distance	
Area of Sign	Distance
Less than or equal to 10 square feet	32 Feet
11 to 15 square feet	39 feet
16 to 20 square feet	45 feet
21 to 25 square feet	50 feet
26 to 30 square feet	55 feet
Greater than 30 square feet	60 feet

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All measurements shall be taken facing the sign structure with the light meter pointed at the sign. The measurement distance can be rounded to the nearest whole number.

- (d). The sign must be equipped with a light sensor that automatically adjusts the intensity of the sign according to the amount of ambient light to comply with subparagraph (c) above.

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3.6.075 Master Sign Program for Multi-Tenant Complexes – Wall Sign Assignment

For Multi-Tenant Complexes in commercial and industrial zones, the property owner may divide the maximum allowable sign face area for wall signs among tenants as desired, provided the sum total for allocation purposes is equal or less the total maximum face area as described in Section 3.6.070. For this purpose, the property owner shall provide the city with the following:

- A. A site plan that identifies the wall(s) where signs are to be placed in addition to the size and spacing intended for these signs.
- B. A sign assignment plan for tenants of the complex that shows which signs are assigned to each tenant of the complex.

1 The Master Sign Program shall be provided as part of the plans provided to the City through a
2 Sign Permit application when new signs are proposed or when existing signs are relocated.
3 Master Sign Programs shall conform to all City standards for wall sign size, height and
4 placement. It shall be the responsibility of the property owner to administer and control any
5 aspect of a master sign program that is more restrictive than the City's sign regulations.
6
7

8 **3.6.080 Sign Permits.**
9

10 A. General Provisions.

- 11 1. Except as provided in subsection (2), below, no sign that is not specifically listed as
12 exempt from the provisions of this ordinance shall be erected, constructed, attached,
13 relocated, or structurally altered without obtaining a permit from the City.
14
15 2. Signs Subject to Regulation but not a Permit, as identified in Section 3.6.045, are
16 expected to demonstrate compliance with applicable regulations and provisions
17 identified under Section 3.6.100 (Construction and Maintenance Standards) and
18 Section 3.6.110 (Non-Conforming Signs) remain applicable.
19

20 B. Sign Permit.

- 21 1. Permit Requirements. An applicant for a sign permit shall supply the following
22 information on forms provided by the City:
23 (a). Size, height, location, description, and material of the sign;
24 (b). Name of the manufacturer, contractor, owner, and business advertised;
25 (c). Scaled drawing(s) and description of copy, structure, and lighting;
26 (d). Photo(s) or drawing(s) of the proposed sign location(s); and
27 (e). Signature(s) of property the owner(s) or authorized designee(s).
28 (f). Other information required to demonstrate compliance with this Chapter.
29
30 2. Permit Approval. Permits shall be reviewed as a Type I procedure in accordance with
31 Section 4.1.020.
32
33 3. Sign Permit Fee. The fee for a sign permit shall be set by a resolution adopted by the
34 City Council.
35
36 4. Building Permit. If a separate building permit is required for a sign, a building permit
37 shall be obtained prior to construction or installation.
38
39

40 **3.6.090 Abandoned and Hazardous Signs.**
41

42 Abandoned signs must be removed or made conforming within 45 days of the date they are
43 deemed abandoned. Hazardous signs shall be removed in the timeframe identified by the Dallas
44 Building Official.
45

1 **3.6.100 Construction and Maintenance Standards.** The following standards apply to the
2 construction and maintenance of signs in the City:

- 3
- 4 A. All permanent signs shall be constructed and erected in accordance with the applicable
5 design and construction requirements of the most recent edition of the State of Oregon
6 Structural Specialty Code.
- 7
- 8 B. All illuminated signs shall be subject to the provision of the State Electrical Specialty Code.
9 It shall be the applicant’s responsibility to demonstrate compliance with that code by
10 supplying the City with a copy of an approved State Electrical Permit.
- 11
- 12 C. All signs shall be maintained at all times in a state of good repair, and no person shall
13 maintain or permit to be maintained on any premises owned or controlled by him or her any
14 sign which is in a sagging, leaning, fallen, decayed, deteriorated, or other dilapidated or
15 unsafe condition.
- 16

17

18 **3.6.110 Nonconforming Signs.**

19

- 20 A. The following will require that a nonconforming sign be brought into compliance with this
21 chapter: physical modification of a nonconforming sign or any action on a nonconforming
22 sign that requires a building permit. This does not include replacement of a sign face without
23 modification of the frame or general sign maintenance and repair.
- 24
- 25 B. All temporary or portable signs not in compliance with the provisions of this Chapter on the
26 effective date of this Chapter, or any amendment to this Chapter, shall be removed or made
27 compliant within 14 days after receiving notice from the City as to the need for compliance.
- 28
- 29 C. Amortization. Any freestanding or roof sign that was lawfully established before the effective
30 date of this Chapter, but which does not conform with the provisions of this ordinance, shall
31 be removed or brought into conformance with this ordinance within five years from the date
32 of its adoption, or sooner, at the time of occurrence of any of the actions set forth in
33 subsection A, above.
- 34

35

36 **3.6.120 Exceptions.**

37

38 The Planning Commission may authorize exceptions from the requirements of this chapter where
39 it can be shown that, owing to special and unusual circumstances related to a specific piece of
40 property or building, strict application of this chapter would cause an undue or unnecessary
41 hardship; provided that no exception shall be granted for signs prohibited by Section 3.6.050 of
42 this chapter. In granting an exception, the Planning Commission may apply conditions as
43 determined necessary to protect the best interests of the surrounding property or neighborhood or
44 otherwise achieve the purposes of this chapter.

1 A. No exception shall be granted unless it can be established that:
2

- 3 1. The request is necessary to prevent a hardship due to factors such as topography,
4 location, surrounding development, lot shape or lot size;
- 5 2. The granting of the exception will not result in material damage or prejudice to
6 other property in the vicinity; and
- 7 3. The request will not be detrimental to community standards and the appearance of
8 the City.
9

10 B. An exception request shall be made in accordance with Section 5.1.050 and processed
11 as a Type III application.
12
13

14 **3.6.130 Enforcement.** Nothing contained herein shall preclude the issuance of citations for
15 violations of this chapter, either prior to, concurrently with, or after action is commenced to
16 declare a sign to be unlawful or to remove an unlawful sign.
17

18 A. General Provisions.

- 19 1. Any sign that does not conform to the requirements of this Chapter or other applicable
20 provision of this code is considered a civil infraction and subject to the provisions of
21 Dallas City Code Section 1.052.
22
- 23 2. When a sign is removed, altered, and/or stored under these enforcement provisions,
24 removal and storage costs may be collected against the sign owner and the person
25 responsible for the placement of the sign. The City Council shall establish the fees for
26 removal and storage of signs, and for other associated fees, by resolution, from time to
27 time.
28

29 B. Any sign installed or placed in the public right-of-way or on City-owned real property, except
30 in conformance with the requirements of this chapter or other applicable provisions of this
31 code, may be removed by the Planning Official or designee as follows:

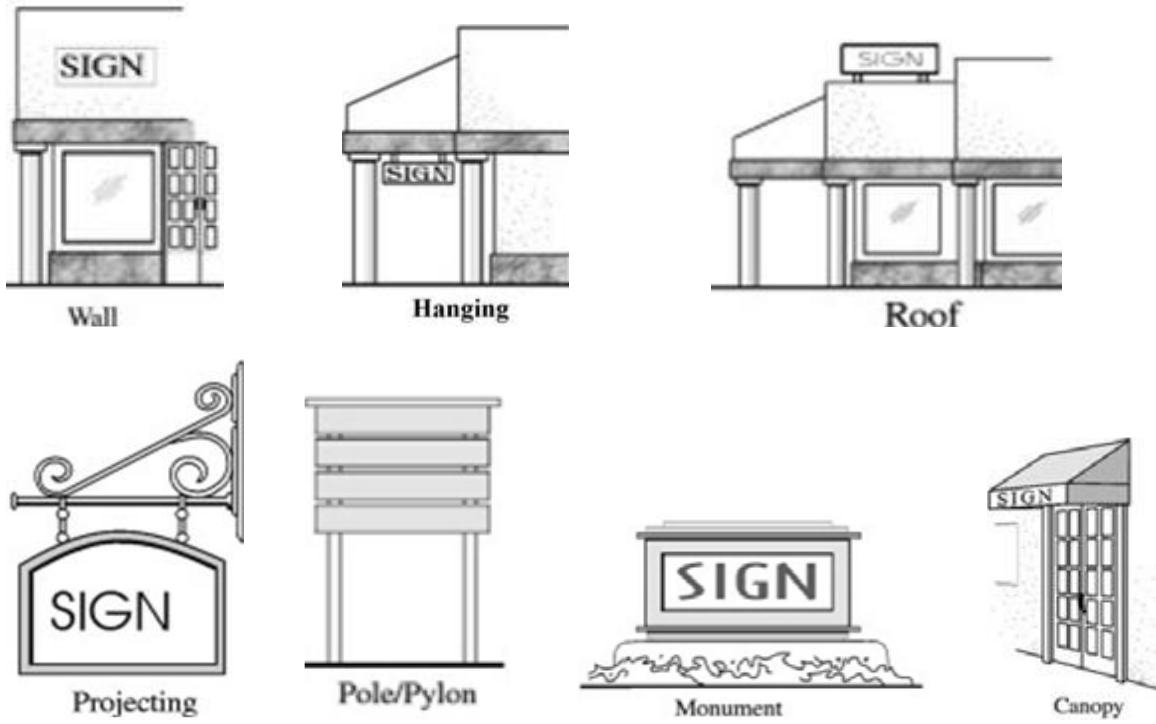
- 32 1. Immediate confiscation without prior notice to the owner of the sign.
33
- 34 2. If the City can ascertain contact information for the owner of the sign or for any person
35 or business responsible therefore, the City shall contact that person or business and
36 advise that: a) the sign was found in a location that the City believes to be a public
37 right-of-way or City-owned property; b) that no permit was issued for the placement of
38 the sign in that location, and that the sign is not otherwise lawfully permitted to be in
39 that location; and c) that the City has confiscated the sign and will destroy it after 30
40 days from the time notice was sent to the person or business responsible for the sign,
41 unless the sign is claimed and the removal and notice costs are reimbursed to the City
42 in full.
43
- 44 3. If notification is not possible, the City shall store the sign for 30 days from date of
45 confiscation. The sign shall then be destroyed.

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4. The City shall continue to store the sign for any additional period during which an appeal or review thereon is before the municipal court.

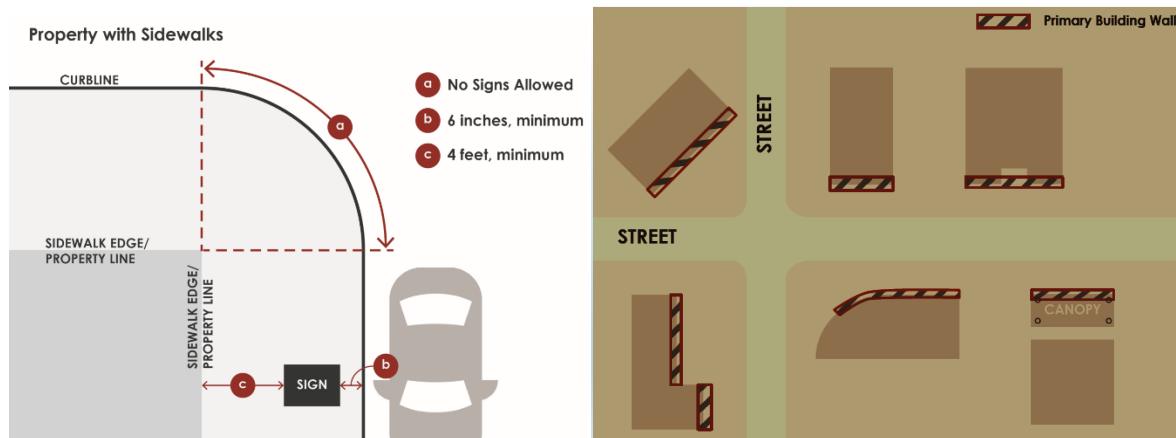
C. Any violation of this Chapter or other applicable provisions of this code are considered a civil infraction and subject to the provisions of Dallas City Code Section 1.052.

3.6.140 Sign Type Illustrations



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Temporary Portable Sign in Right-of-Way / Street Facing Façade for Determining Sign Area



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