

**CITY OF DALLAS
ORDINANCE NO. 1906**

**AMENDING CHAPTERS 2.2 AND 3.6 OF THE DALLAS DEVELOPMENT CODE
REGARDING ACCESSORY DWELLING SETBACKS AND FLAGS**

The City of Dallas does ordain as follows:

SECTION 1: **AMENDMENT** “2.2.030 General Development Standards” of the Dallas Development Code is hereby *amended* as follows:

BEFORE AMENDMENT

2.2.030 General Development Standards

The development standards in Table 2.2.030 apply to all uses, structures, buildings, and development, and major remodels, in the Residential Districts.

Table 2.2.030– Development Standards for Residential Districts				
Standard General Development Standards may be adjusted through Chapter 4.5 Master Planned Development		Land Use Districts		
		RL	RM	RH
A)	<i>Minimum and Maximum Residential Density</i> (Dwelling units per net buildable acre after subtracting required right-of-way. Does not apply to partitions of 3 or fewer lots and to conversion of existing detached single-family houses to duplex.) All residential zones are subject to Housing Density standards in Section 2.2.050.	4-9	6-16	10-40
B)	Minimum Average Lot Area*			
	Single Family House, non-attached	5,000 sf	4,000 sf	3,000 sf
	Attached House	2,500 sf	2,000 sf	1,500 sf
	Single Family House with Accessory Dwelling Unit	6,000 sf	sf	4,000 sf
	Multi	5,000 sf	5,000 sf	3,000 sf

	Multiple-Family or Cottage Cluster, per allowable density	12,000 sf	4,000 sf	7,000 sf
	*Minimum lot area in new land divisions platted for single family, housing is the average area for all lots, categorized by above lot type, in the land division, provided that no lot shall be smaller than 80% of the area shown at right, and the land division shall conform to the above Density standards and requirements for Lot Size Averaging in Chapter 4.3.		10,000 sf	
C)	<i>Minimum Lot Width/Depth (feet), per minimum lot size, density, setbacks, and lot coverage</i>			
	Single Family House	50' / 75'	40' / 60'	30' / 45'
	Attached House	25' / 62'	20' / 30'	15' / 25'
	Single Family with Accessory Dwelling Unit	60' / 80'	50' / 75'	40' / 60'
	Duplex	50' / 75'	40' / 60'	30' / 45'
	Multi-Family or Cottage Cluster	100' / 100'	100' / 100'	100' / 100'
	*Flag lots subject to Chapter 4.3			
D)	<i>Building/Structure Height</i>			
	Except Fences, Garden Walls and Other non-Building Structures are subject to Section 3.2.050, Fences and Walls.			
	Primary buildings	28 ft	40 ft	48 ft
	Accessory buildings (except accessory dwellings)	15 ft	15 ft	15 ft
		5 ft	8 ft	8 ft

	Buildings exceeding above standards, with Conditional Use Permit			
E)	<p>Lot Coverage (Impervious Surfaces): Max. Lot Coverage by Impervious Surfaces draining into a public right-of-way or draining off-site. Areas covered with pervious surfaces (e.g., planted areas, porous paving systems, etc.) and allowing on-site infiltration of stormwater, are not counted toward lot coverage, provided such areas are designed to City standards. Adjustments are limited to 10% (e.g., up to 55% in RL), except as approved through a Master Plan under Chapter 4.5</p>	50%	65%	75%
F)	<p>Min. Open Space Area (% site area); except does not apply to Single Family House, Attached House, or duplex dwelling lots, only the subdivision as a whole. Where a subdivision site does not contain suitable land for open space, the City may accept a fee equal to 6% of the site's Real Market Value, per the current Assessor's file, in lieu of open space. The landscaped portion of common area or green roof, when approved by Planning Official, may count toward meeting landscape area requirement under Section 3.2.030.D. Required Children's Play Area, see Section 2.2.120H Multi-family Housing</p>	6% per residential subdiv.; 15% for cottage clusters and other uses where open space is required	6% per residential subdiv.; 15% for cottage clusters and other uses where open space is required	15%
G)	<p>Minimum Setbacks (feet), except as otherwise required for Clear Vision areas and per Section 3.2.050, Fences and Walls. Other standards may preclude building at a minimum setback. Structures shall not encroach into easements for utilities, access ways, etc. See also, Clear Vision Area requirements and special setbacks for planned street improvements, respectively, in Chapter 3.2 and Chapter 3.4.</p>			
G.1)	Front/Street Side Yard, Primary Structures, Fronting Local Street with			

	Standard ROW	15 ft	12 ft	12 ft
G.2)	Front Yards and Street Side Yards, Primary Structures, Fronting a Collector or Arterial Street with Standard ROW	20 ft	20 ft	20 ft
G.3)	Front Yards and Street Side Yards, Primary Structures, Fronting Any Street Without Standard ROW (measured from designated street centerline)	1/2 - width standard ROW, plus setback		
G.4)	Garage or Carport Opening Facing a Street	20 ft	20 ft	20 ft
G.5)	Front/Street Side Yard, Accessory Structures	Where an accessory structure is visible from a street, it shall be set back behind the front/side building elevation adjacent to the subject street. The street side yard setback for an accessory structure may be reduced to 5 ft, if the structure is screened with a 6 ft high sight-obscuring fence, wall or hedge.		
G.6)	Interior Side Yards, Primary Structure, Not Abutting Alley. Note additional setbacks may be required pursuant to building codes and other Development Code provisions.	5 ft	3 ft	3 ft
G.7)	Interior Side Yards, where common wall or zero-lot line is allowed. See also, Section 2.2.120.B & J	0 ft	0 ft	0 ft
G.8)	Interior Side Yard, Accessory Structure	3 ft for structures up to 15 ft in height; Taller structures shall conform to Primary Structure setbacks		
G.9)	Yard Abutting Alley; Allowed Only Where Alley is Improved to City Standards	3 ft	3 ft	3 ft
G.10)	RM or RH Yard Abutting RL Yard	10 ft	10 ft	15 ft
G.11)	Parking Lot (e.g., multi-family, commercial, or institutional use) abutting RL District; see Chapter 3.2 Landscaping	10 ft	10 ft	10 ft

G.I 2)	Rear Yard, Primary Structure	10 ft	10 ft	15 ft
G.I 3)	Rear Yard, Accessory Structure	3 ft for structures up to 15 ft in height; Taller structures shall conform to Primary Structure setbacks		
G.I 4)	Reduced Setback for Covered Front Porch	8 ft Reduction in front and street side setbacks allowed where structure does not conflict with any easement		
G.I 5)	Special Setback for Development on Oversized Lot	Where a lot is more than twice the minimum lot size of the zone, the dwelling shall be placed to allow for future land division in accordance with the minimum dimensional standards of this Chapter and requirements of the Land Division criteria of Chapter 4.3.		

AFTER AMENDMENT

2.2.030 General Development Standards

The development standards in Table 2.2.030 apply to all uses, structures, buildings, and development, and major remodels, in the Residential Districts.

Table 2.2.030– Development Standards for Residential Districts				
Standard General Development Standards may be adjusted through Chapter 4.5 Master Planned Development		Land Use Districts		
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B)	Minimum Average Lot Area* Single Family House, non-attached	5,000 sf	4,000 sf	3,000 sf

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D)	<i>Building/Structure Height</i>			
	Except Fences, Garden Walls and Other non-Building Structures are subject to Section 3.2.050, Fences and Walls.			
	Primary buildings	28 ft	40 ft	48 ft

	<p>Accessory buildings (except accessory dwellings)</p> <p>Buildings exceeding above standards, with Conditional Use Permit</p>	<p>15 ft</p> <p>5 ft</p>	<p>15 ft</p> <p>8 ft</p>	<p>15 ft</p> <p>8 ft</p>
E)	<p>Lot Coverage (Impervious Surfaces): Max. Lot Coverage by Impervious Surfaces draining into a public right-of-way or draining off-site. Areas covered with pervious surfaces (e.g., planted areas, porous paving systems, etc.) and allowing on-site infiltration of stormwater, are not counted toward lot coverage, provided such areas are designed to City standards. Adjustments are limited to 10% (e.g., up to 55% in RL), except as approved through a Master Plan under Chapter 4.5</p>	<p>50%</p>	<p>65%</p>	<p>75%</p>
F)	<p>Min. Open Space Area (% site area); except does not apply to Single Family House, Attached House, or duplex dwelling lots, only the subdivision as a whole. Where a subdivision site does not contain suitable land for open space, the City may accept a fee equal to 6% of the site's Real Market Value, per the current Assessor's file, in lieu of open space. The landscaped portion of common area or green roof, when approved by Planning Official, may count toward meeting landscape area requirement under Section 3.2.030.D. Required Children's Play Area, see Section 2.2.120H Multi-family Housing</p>	<p>6% per residential subdiv.; 15% for cottage clusters and other uses where open space is required</p>	<p>6% per residential subdiv.; 15% for cottage clusters and other uses where open space is required</p>	<p>15%</p>
G)	<p>Minimum Setbacks (feet), except as otherwise required for Clear Vision areas and per Section 3.2.050, Fences and Walls. Other standards may preclude building at a</p>			

	minimum setback. Structures shall not encroach into easements for utilities, access ways, etc. See also, Clear Vision Area requirements and special setbacks for planned street improvements, respectively, in Chapter 3.2 and Chapter 3.4.			
G.1)	Front/Street Side Yard, Primary Structures, Fronting Local Street with Standard ROW	15 ft	12 ft	12 ft
G.2)	Front Yards and Street Side Yards, Primary Structures, Fronting a Collector or Arterial Street with Standard ROW	20 ft	20 ft	20 ft
G.3)	Front Yards and Street Side Yards, Primary Structures, Fronting Any Street Without Standard ROW (measured from designated street centerline)	1/2 - width standard ROW, plus setback		
G.4)	Garage or Carport Opening Facing a Street	20 ft	20 ft	20 ft
G.5)	Front/Street Side Yard, Accessory Structures	Where an accessory structure is visible from a street, it shall be set back behind the front/side building elevation adjacent to the subject street. The street side yard setback for an accessory structure may be reduced to 5 ft, if the structure is screened with a 6 ft high sight-obscuring fence, wall or hedge.		
G.6)	Interior Side Yards, Primary Structure, Not Abutting Alley. Note additional setbacks may be required pursuant to building codes and other Development Code provisions.	5 ft	3 ft	3 ft
G.7)	Interior Side Yards, where common wall or zero-lot line is allowed. See also, Section 2.2.120.B & J	0 ft	0 ft	0 ft
G.8)	Interior Side Yard, Accessory Structure	<u>Accessory Dwelling: 3 ft</u> <u>Other Structures: No setback</u> for structures up to 15 ft in height; Taller structures shall conform to Primary Structure setbacks		
G.9)	Yard Abutting Alley; Allowed Only Where Alley is Improved to City Standards	3 ft	3 ft	3 ft

G.1 0)	RM or RH Yard Abutting RL Yard	10 ft	10 ft	15 ft
G.1 1)	Parking Lot (e.g., multi-family, commercial, or institutional use) abutting RL District; see Chapter 3.2 Landscaping	10 ft	10 ft	10 ft
G.1 2)	Rear Yard, Primary Structure	10 ft	10 ft	15 ft
G.1 3)	Rear Yard, Accessory Structure	<u>Accessory Dwelling: 3 ft</u> <u>Other Structures: No setback</u> for structures up to 15 ft in height; Taller structures shall conform to Primary Structure setbacks		
G.1 4)	Reduced Setback for Covered Front Porch	8 ft Reduction in front and street side setbacks allowed where structure does not conflict with any easement		
G.1 5)	Special Setback for Development on Oversized Lot	Where a lot is more than twice the minimum lot size of the zone, the dwelling shall be placed to allow for future land division in accordance with the minimum dimensional standards of this Chapter and requirements of the Land Division criteria of Chapter 4.3.		

SECTION 2: AMENDMENT “2.2.120.A Accessory Dwelling” of the Dallas Development Code is hereby *amended* as follows:

BEFORE AMENDMENT

2.2.120.A Accessory Dwelling

Accessory Dwelling Unit (attached, separate cottage, or above detached garage). Accessory dwelling units shall conform to all of the following standards:

1. **Floor Area.** Accessory dwellings shall not exceed 800 square feet of floor area, or one-half of the primary dwelling unit floor area, whichever is smaller. The unit can be a detached cottage, a unit attached to a garage, or in a portion of an existing house. The floor area of the primary dwelling unit’s garage is not included in the calculation;
2. **Housing Density for subdivision review.** Accessory dwellings shall equal 0.5 dwelling unit for purposes of calculating allowable density, if proposed as part of a subdivision or master plan development. See Table 2.2.030;

3. **Oregon Structural Specialty Code.** The accessory dwelling shall comply with applicable building code;
4. **One Unit.** A maximum of one (1) accessory dwelling unit is allowed per legal lot;
5. **Building Height.** The building height of a detached accessory dwelling (e.g., separate cottage) shall not exceed the height of the primary dwelling;
6. **Buffering.** The decision making body may require a landscape hedge or fence be installed on the property line separating a detached accessory dwelling from an abutting single family dwelling for the purposes of visual screening and privacy between uses.
7. **Setbacks.** Newly constructed, detached accessory dwellings must meet the side and rear setbacks for accessory structures. Conversion of existing lawfully established detached structures into accessory dwellings need not meet setback requirements so long as fire code standards are met.

AFTER AMENDMENT

2.2.120.A Accessory Dwelling

Accessory Dwelling Unit (attached, separate cottage, or above detached garage). Accessory dwelling units shall conform to all of the following standards:

1. **Floor Area.** Accessory dwellings shall not exceed 800 square feet of floor area, or one-half of the primary dwelling unit floor area, whichever is smaller. The unit can be a detached cottage, a unit attached to a garage, or in a portion of an existing house. The floor area of the primary dwelling unit's garage is not included in the calculation;
2. **Housing Density for subdivision review.** Accessory dwellings shall equal 0.5 dwelling unit for purposes of calculating allowable density, if proposed as part of a subdivision or master plan development. See Table 2.2.030;
3. **Oregon Structural Specialty Code.** The accessory dwelling shall comply with applicable building code;
4. **One Unit.** A maximum of one (1) accessory dwelling unit is allowed per legal lot;
5. **Building Height.** The building height of a detached accessory dwelling (e.g., separate cottage) shall not exceed the height of the primary dwelling;
6. **Buffering.** The decision making body may require a landscape hedge or fence be installed on the property line separating a detached accessory dwelling from an abutting single family dwelling for the purposes of visual screening and privacy between uses.
7. **Setbacks.** Newly constructed, detached accessory dwellings must be set back at least 3 feet from interior side and rear property lines. ~~meet the side and rear setbacks for accessory structures.~~ Conversion of existing lawfully established detached structures into accessory dwellings need not meet setback requirements so long as fire code standards are met.

SECTION 3: AMENDMENT “3.6.030 Definitions” of the Dallas

Development Code is hereby *amended* as follows:

BEFORE AMENDMENT

3.6.030 Definitions

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

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

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

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

Area (of a sign) –

- A. Projecting, Portable, and Freestanding: The area of the sign shall be measured as follows: The area around and enclosing the perimeter of the cabinet in which the sign is contained shall be totaled to determine the aggregate sign area. If the sign is composed of two or more sign cabinets, the area enclosing the entire perimeter of all cabinets within a single, continuous geometric figure shall be the area of the sign. The perimeter of measurable area shall not include embellishments such as pole covers, framing, and decorative roofing, provided that there is no written copy on such embellishments. All face areas of any multi-faced sign shall be counted in calculating its area. For a double-faced sign in a single cabinet, only the area of one face is counted.
- B. Wall Signs: The area around or enclosing each sign cabinet, or, where sign cabinets are not used, the area within a single, continuous perimeter composed of any straight line geometric figure which encloses the extreme limits of the message.

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

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

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

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

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

Canopy Sign – A sign painted on, printed on, or incorporated into a canopy.

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

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

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

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

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

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

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

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

Fade – a mode of message transition on an EMB accomplished by varying the light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.

Flash – an intermittent or flashing light source where the identical EMB message is constantly repeated at rapid intervals.

Frame Effect – a visual effect on an EMB applied to a single frame to attract the attention of viewers.

Scroll – a mode of message transition on an EMB where the message appears to move vertically across the display surface.

Static Display – a display that includes only messages that do not move or appear to move.

Transition – a visual effect used on an EMB to change from one message to another including but not limited to images that coalesce, interleave and interlace.

Travel – a mode of message transition on an EMB where the message appears to move horizontally across the display surface.

Face (of a sign) – The area of a sign on which the words, symbols, figures or images or imagery is placed.

Festoons – A string of ribbons, tinsel, small flags, or pinwheels.

Feather Sign – A sign typically made of cloth, canvas, plastic, or any flexible material designed to move freely that is supported by a horizontal or vertical pole of various lengths. This type of sign may also be called a bow sign or teardrop sign.

Flashing Sign – See EMB definition of flash.

Freestanding Sign – A sign supported upon the ground by a frame, pole(s), or other support structure(s) that is not attached to any building.

Frontage – The length of the property line of a lot or parcel along a public right-of-way on which it borders.

Hanging Sign – A sign that hangs beneath a marquee, canopy, or awning.

Hazardous Sign – A sign that is detrimental to the public health, welfare or safety, including but not limited to: any sign that has a design, color, or lighting which may be mistaken for a traffic light, signal, or directional sign; any sign that is located in such a manner as to obstruct free and clear vision to motorists or pedestrians at intersections and driveways; any sign which, because of its location, would prevent free ingress to or egress from any door, window, or fire escape; any sign that is attached to a standpipe or fire escape; any sign that has lighting which temporarily blinds or impairs one's vision; and any sign that is in a leaning, sagging, fallen, decayed, deteriorated, or other unsafe condition.

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

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

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

Maintenance – For the purposes of this chapter, the cleaning, painting, repair, or replacement of defective parts of a sign, or to achieve a change in sign face, in a manner that does not alter the

basic design or structure of the sign.

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

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

Mounted Sign – A sign permanently attached to a building, including a Canopy sign, Projecting sign, Hanging sign and Wall sign.

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

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

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

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

Oversized sign – A sign that exceeds the face area of 125 square feet.

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

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 –

- A. 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.
- B. 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.

AFTER AMENDMENT

3.6.030 Definitions

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

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

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

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

Area (of a sign) –

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

not used, the area within a single, continuous perimeter composed of any straight line geometric figure which encloses the extreme limits of the message.

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

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

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

Banner – A sign, other than a flag, made of fabric or other non-rigid materials with no enclosing framework.

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

Canopy Sign – A sign painted on, printed on, or incorporated into a canopy.

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

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

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

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

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

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Transition – a visual effect used on an EMB to change from one message to another including but not limited to images that coalesce, interleave and interlace.

Travel – a mode of message transition on an EMB where the message appears to move horizontally across the display surface.

Face (of a sign) – The area of a sign on which the words, symbols, figures or images or imagery is placed.

Festoons – A string of ribbons, tinsel, small flags, or pinwheels.

Feather Sign – A sign typically made of cloth, canvas, plastic, or any flexible material designed to move freely that is supported by a horizontal or vertical pole of various lengths. This type of sign may also be called a bow sign or teardrop sign.

Flag — A piece of cloth or other non-rigid material attachable by one edge to a pole or rope.

Flashing Sign – See EMB definition of flash.

Freestanding Sign – A sign supported upon the ground by a frame, pole(s), or other support structure(s) that is not attached to any building.

Frontage – The length of the property line of a lot or parcel along a public right-of-way on which it borders.

Hanging Sign – A sign that hangs beneath a marquee, canopy, or awning.

Hazardous Sign – A sign that is detrimental to the public health, welfare or safety, including but not limited to: any sign that has a design, color, or lighting which may be mistaken for a traffic light, signal, or directional sign; any sign that is located in such a manner as to obstruct free and clear vision to motorists or pedestrians at intersections and driveways; any sign which, because of its location, would prevent free ingress to or egress from any door, window, or fire escape; any sign that is attached to a standpipe or fire escape; any sign that has lighting which temporarily blinds or impairs one's vision; and any sign that is in a leaning, sagging, fallen, decayed, deteriorated, or other unsafe condition.

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

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

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

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

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

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

Mounted Sign – A sign permanently attached to a building, including a Canopy sign, Projecting sign, Hanging sign and Wall sign.

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

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

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

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

Oversized sign – A sign that exceeds the face area of 125 square feet.

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

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 –

- A. A sign, other than a flag, 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.
- B. 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.

SECTION 4: AMENDMENT “3.6.045 Signs Subject To Regulation But Not A Permit” of the Dallas Development Code is hereby *amended* as follows:

BEFORE AMENDMENT

3.6.045 Signs Subject To Regulation But Not A Permit

No permit is necessary for placing, constructing or erecting the following signs as long as such signs conform to the following regulations that pertain to size, dimensions, location, time (duration) and aesthetics:

- A. Incidental Signs, provided the signs do not exceed one and a half square feet in area for each sign, with no more than five signs allowed for each permitted structure;
- B. An exterior sign erected on commercial or industrial zoned property next to an entrance, exit, rest room, office door, or telephone, provided the sign is no more than four square feet in area, such as to identify or locate a property feature;
- C. Any sign that is not visible to motorists or pedestrians on any public highway, sidewalk, street, alley, or other area open to public travel;
- D. One indirectly illuminated or non-illuminated wall sign not exceeding one and one-half square feet in area placed on any residential building, such as a name or address plate;

- E. Signs placed in or attached to a motor vehicle, bus, or railroad car that is regularly used for purposes other than the display of signs;
- F. Signs, up to four square feet and no taller than four feet, constructed or placed within a parking lot, to direct traffic and parking;
- G. A sign that does not exceed four square feet in area and four feet in height, and is erected to indicate a danger to the public or to designate where public access is prohibited;
- H. Signs located within a sports stadium or athletic field, or other outdoor assembly area, which are intended and oriented for viewing by persons within the facility;
- I. Temporary signs, subject to Section 3.6.060;
- J. Signs giving notice that a structure on a premises is protected by alarm or security

service, provided such signs are not larger than one square foot and are located within five feet of the structure.

- K. One flashing open/closed sign not exceeding two square feet.
- L. Face Changes to Existing Cabinet Style Signs. Changes to existing approved cabinet style signs do not require a permit if limited to replacement of the existing material on which the sign is shown, and where such change does not affect the size, dimensions or location of sign(s).
- M. Roof signs on buildings that have a predominant architectural feature or facade that extends above the roofline or parapet and where the sign attached to or embedded in the feature replaces an inventoried item on a building listed as part of a National Historic District or listed on the Oregon National Historic Register of Historic Places, or recognized as historically significant on a City Local Landmarks Register.

AFTER AMENDMENT

3.6.045 Signs Subject To Regulation But Not A Permit

No permit is necessary for placing, constructing or erecting the following signs as long as such signs conform to the following regulations that pertain to size, dimensions, location, time (duration) and aesthetics:

- A. Incidental Signs, provided the signs do not exceed one and a half square feet in area for each sign, with no more than five signs allowed for each permitted structure;
- B. An exterior sign erected on commercial or industrial zoned property next to an entrance, exit, rest room, office door, or telephone, provided the sign is no more than four square feet in area, such as to identify or locate a property feature;
- C. Any sign that is not visible to motorists or pedestrians on any public highway, sidewalk, street, alley, or other area open to public travel;
- D. One indirectly illuminated or non-illuminated wall sign not exceeding one and one-half square feet in area placed on any residential building, such as a name or address plate;
- E. Signs placed in or attached to a motor vehicle, bus, or railroad car that is regularly used for purposes other than the display of signs;
- F. Signs, up to four square feet and no taller than four feet, constructed or placed within a parking lot, to direct traffic and parking;

- G. A sign that does not exceed four square feet in area and four feet in height, and is erected to indicate a danger to the public or to designate where public access is prohibited;
- H. Signs located within a sports stadium or athletic field, or other outdoor assembly area, which are intended and oriented for viewing by persons within the facility;
- I. Temporary signs, subject to Section 3.6.060;
- J. Signs giving notice that a structure on a premises is protected by alarm or security service, provided such signs are not larger than one square foot and are located within five feet of the structure.
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- L. Face Changes to Existing Cabinet Style Signs. Changes to existing approved cabinet style signs do not require a permit if limited to replacement of the existing material on which the sign is shown, and where such change does not affect the size, dimensions or location of sign(s).
- M. Roof signs on buildings that have a predominant architectural feature or facade that extends above the roofline or parapet and where the sign attached to or embedded in the feature replaces an inventoried item on a building listed as part of a National Historic District or listed on the Oregon National Historic Register of Historic Places, or recognized as historically significant on a City Local Landmarks Register.
- N. Flags not exceeding fifteen square feet in area.

SECTION 5: AMENDMENT “3.6.070 Permanent Sign Regulations - Subject To Permit” of the Dallas Development Code is hereby *amended* as follows:

BEFORE AMENDMENT

3.6.070 Permanent Sign Regulations - Subject To Permit

Permanent signs require a Sign Permit and shall be erected and maintained only in compliance with the following provisions:

- A. In all Residential Zones (Residential Low, Medium and High - RL, RM and RH) and the Park and Open Space (POS) zone.
 - 1. Each subdivision or multi-family complex is permitted one permanent non-illuminated monument sign not to exceed six feet in height and 48 square feet in area. This sign is to be placed in proximity to the primary vehicle entrance of the subdivision / multi-family complex.
 - 2. City approved non-residential uses, including but not limited to schools and places of worship, are permitted one permanent freestanding sign per public street frontage and one permanent wall-mounted sign per street frontage. Freestanding signs may take one of two forms, provided, only one freestanding sign taller than six feet in height is permitted and must meet the following standards:
 - a. One non-illuminated pole/pylon sign no taller than 15 feet in height

and no larger than 36 square feet in area; or

- b. One illuminated monument sign no taller than six feet in height and no larger than 48 square feet in area; and one wall sign placed no higher than 35 feet above grade or the eave, top of wall, or parapet (whichever is less) and no larger than 48 square feet in area. Each sign may include changeable copy (manual or electronic) subject to subsections 3.6.070.D (1 – 4, 6 and 7). Each sign shall meet the setbacks applicable to the residential zone in which it is located.

B. In all Commercial and Industrial Zones - Central Business District (CBD) Neighborhood Commercial (CN) General Commercial (GC) and Industrial (I) Zones. Signs in all commercial and industrial zones may be directly or indirectly illuminated. Wall signs, canopy signs, hanging signs, projecting signs and freestanding signs are subject to the following standards. Window signs are permitted, provided they shall not exceed 50 percent of the total window area per window and shall not be counted toward the allowable total sign area.

1. Wall Mounted Signs: The total area of all wall signs shall not exceed 20 percent of the primary street-facing wall. For the purpose of calculating maximum wall sign area, the primary street-facing wall is the length of a single building wall positioned to face the street. For curvilinear and varied building walls, the Primary Street-facing Wall Graphic, Section 6.3.140, provides a guide for determining the primary street facing wall. The method for determining allowed wall sign(s) location and area is as follows:
 - a. Calculating Maximum Wall Sign Area. The total sign area allowed for mounted wall signs shall be determined by measuring the primary street-facing wall length and height. Wall length is then multiplied by wall height. For calculation purposes, wall height is not to exceed 25 feet. The product is then multiplied by 20 percent. The resulting product represents the cumulative maximum face area allowed for all wall signs on the subject building. The maximum face area of any one sign is limited to 125 square feet.
 - 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 sf. 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 may be replaced with one double face sign at a maximum of 75 square feet per face and not more than 24 feet in height. This standard only applies to multi-tenant complexes as defined herein.
 - c. Freestanding signs associated with drive-through window operation are not subject to location and spacing standards as described above, provided such signs are located along the service aisle and oriented to face the customer.
3. Window signs: Window signs are permitted, provided they shall not exceed 50 percent of the total window area per window.
 4. Canopy and Awning signs. Signs may be placed on or incorporated into awnings and canopies that are part of the building architecture. Signs placed

on awnings and canopies are inclusive of the total wall sign area calculation. Canopy and awnings signs shall have a minimum clearance of eight feet above the ground or sidewalk. Marquee signs are also subject to these standards.

5. Projecting Signs. Buildings within all commercial and industrial zones may have one projecting sign in-lieu of a freestanding sign. Projecting signs may project over private property, a public right-of-way, or both and shall be subject to the following:
 - a. No more than eight feet or two-thirds of the width of the sidewalk or to within two feet of the curb, whichever is less.
 - b. A minimum clearance of eight feet above the ground or sidewalk. The maximum size of a projecting sign is 32 square feet per sign face.
 - c. Bracket or arm supports shall be utilized for structural support against the nearest wall. Use of guy wires or cables for structural support is not allowed.
6. Hanging Signs. In addition to projecting signs, smaller hanging signs (blade signs) may be placed perpendicular to building walls or to awnings as shown in Section 3.6.140 (Sign Type Illustrations) in all commercial and industrial zones. Hanging signs are inclusive of the total wall sign area calculation and may project over private property, a public right-of-way, or both and shall be subject to the following:
 - a. Each sign shall project from the building elevation no further than five feet or to within two feet of a street curb, whichever is less.
 - b. Each sign shall have a minimum clearance of eight feet and a maximum clearance of 25 feet above the ground or sidewalk.
 - c. The maximum size of a hanging sign is nine square feet.
 - d. Multiple hanging signs per building are allowed and shall be limited to one blade sign per tenant owned or leased space within the building and shall be separated by a minimum distance of ten feet.
 - e. Hanging signs shall not be internally illuminated and shall not utilize guy wires or cable lines for structural support.

C. Supplemental permanent sign provisions. (All zones)

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

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

1. One EMB sign is permitted per site or multi-tenant complex and shall only be allowed as part of a permanent freestanding or wall sign. EMBs shall not

exceed 50 percent of the maximum sign face area for any one sign as identified by the numeric standard of the zone.

2. The EMB portion of a freestanding sign may be no higher than twelve feet above existing ground level.
3. The EMB portion of a sign may not exceed 24 square feet in area.
4. EMB signs must be set at least ten feet from all property lines.
5. EMB signs must be permanently mounted to the ground or a structure.
6. To be permitted under this section, an EMB sign must meet the following standards:
 - a. The sign may not be illuminated by a flashing light or a light that varies in intensity.
 - 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

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.

AFTER AMENDMENT

3.6.070 Permanent Sign Regulations - Subject To Permit

Permanent signs require a Sign Permit and shall be erected and maintained only in compliance with the following provisions:

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

1. Each subdivision or multi-family complex is permitted one permanent non-illuminated monument sign not to exceed six feet in height and 48 square feet in area. This sign is to be placed in proximity to the primary vehicle entrance of the subdivision / multi-family complex.
2. City approved non-residential uses, including but not limited to schools and places of worship, are permitted one permanent freestanding sign per public street frontage and one permanent wall-mounted sign per street frontage. Freestanding signs may take one of two forms, provided, only one freestanding sign taller than six feet in height is permitted and must meet the following standards:

- a. One non-illuminated pole/pylon sign no taller than 15 feet in height and no larger than 36 square feet in area; or
- b. One illuminated monument sign no taller than six feet in height and no larger than 48 square feet in area; and one wall sign placed no higher than 35 feet above grade or the eave, top of wall, or parapet (whichever is less) and no larger than 48 square feet in area. Each sign may include changeable copy (manual or electronic) subject to subsections 3.6.070.D (1 – 4, 6 and 7). Each sign shall meet the setbacks applicable to the residential zone in which it is located.

3. Up to three flags greater than fifteen square feet in area, but not more than forty-five square feet in area.

B. In all Commercial and Industrial Zones - Central Business District (CBD)

Neighborhood Commercial (CN) General Commercial (GC) and Industrial (I) Zones. Signs in all commercial and industrial zones may be directly or indirectly illuminated. Wall signs, canopy signs, hanging signs, projecting signs and freestanding signs are subject to the following standards. Window signs are permitted, provided they shall not exceed 50 percent of the total window area per window and shall not be counted toward the allowable total sign area.

1. Wall Mounted Signs: The total area of all wall signs shall not exceed 20 percent of the primary street-facing wall. For the purpose of calculating maximum wall sign area, the primary street-facing wall is the length of a single building wall positioned to face the street. For curvilinear and varied building walls, the Primary Street-facing Wall Graphic, Section 6.3.140, provides a guide for determining the primary street facing wall. The method for determining allowed wall sign(s) location and area is as follows:
 - a. Calculating Maximum Wall Sign Area. The total sign area allowed for mounted wall signs shall be determined by measuring the primary street-facing wall length and height. Wall length is then multiplied by wall height. For calculation purposes, wall height is not to exceed 25

feet. The product is then multiplied by 20 percent. The resulting product represents the cumulative maximum face area allowed for all wall signs on the subject building. The maximum face area of any one sign is limited to 125 square feet.

- 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
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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 may be replaced with one double face sign at a maximum of 75 square feet per face and not more than 24 feet in height. This standard only applies to multi-tenant complexes as defined herein.
 - c. Freestanding signs associated with drive-through window operation are not subject to location and spacing standards as described above, provided such signs are located along the service aisle and oriented to face the customer.
3. Window signs: Window signs are permitted, provided they shall not exceed 50 percent of the total window area per window.
4. Canopy and Awning signs. Signs may be placed on or incorporated into awnings and canopies that are part of the building architecture. Signs placed on awnings and canopies are inclusive of the total wall sign area calculation. Canopy and awnings signs shall have a minimum clearance of eight feet above the ground or sidewalk. Marquee signs are also subject to these standards.
5. Projecting Signs. Buildings within all commercial and industrial zones may have one projecting sign in-lieu of a freestanding sign. Projecting signs may project over private property, a public right-of-way, or both and shall be subject to the following:
 - a. No more than eight feet or two-thirds of the width of the sidewalk or to within two feet of the curb, whichever is less.
 - b. A minimum clearance of eight feet above the ground or sidewalk. The maximum size of a projecting sign is 32 square feet per sign face.
 - c. Bracket or arm supports shall be utilized for structural support against the nearest wall. Use of guy wires or cables for structural support is not allowed.
6. Hanging Signs. In addition to projecting signs, smaller hanging signs (blade signs) may be placed perpendicular to building walls or to awnings as shown in Section 3.6.140 (Sign Type Illustrations) in all commercial and industrial zones. Hanging signs are inclusive of the total wall sign area calculation and may project over private property, a public right-of-way, or both and shall be subject to the following:
 - a. Each sign shall project from the building elevation no further than five feet or to within two feet of a street curb, whichever is less.
 - b. Each sign shall have a minimum clearance of eight feet and a maximum clearance of 25 feet above the ground or sidewalk.
 - c. The maximum size of a hanging sign is nine square feet.

- d. Multiple hanging signs per building are allowed and shall be limited to one blade sign per tenant owned or leased space within the building and shall be separated by a minimum distance of ten feet.
- e. Hanging signs shall not be internally illuminated and shall not utilize guy wires or cable lines for structural support.

7. Flags. Up to three flags greater than fifteen square feet in area.

C. Supplemental permanent sign provisions. (All zones)

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

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

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

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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.

PASSED AND ADOPTED BY THE CITY OF DALLAS CITY COUNCIL JULY 07, 2025.

Presiding Officer

Attest



Richard Slack, Mayor, City of Dallas



Brian Latta, City Manager, City of Dallas

A handwritten signature in blue ink, appearing to read 'Justin Thorp', is positioned above a horizontal line. The signature is fluid and cursive, with a prominent 'J' and 'T'.

Justin Thorp, City Attorney, City of
Dallas