Ordinances Governing

MAJOR SPORTS COMPLEX

in the

CITY OF ARLINGTON

TEXAS

Amended by Ordinance No. 15-019

(May 26, 2015)

(Chapter Designator: MAJOR SPORTS COMPLEX)

ORDINANCE HISTORY

Number	Date of Adoption	Comments
06-031	03/14/06	Adopt new "Major Sports Complex" Chapter of the Code of the City of Arlington.
09-070	10/27/09	Amend **Article I**, Title, Purpose, Rules of Construction and Definitions, **Section 1-200**, Purpose, and **Section 1-300**, Rules of Construction; and by the addition of **Article IV**, Temporary Supergraphic Wall Decor, containing findings and other provisions relating to the foregoing subject.
11-002	01/04/11	Amend **Article IV**, Temporary Supergraphic Wall Decor, **Section 4-300**, Interpretations and Exemptions, by the amendment of the subsections titled Eligible Facility, Time Limit and Special Conditions, relative to building height and display time.
15-019	05/26/15	Amend **Article I**, Title, Purpose, Rules of Construction and Definitions, **Section 1-400**, Definitions, by the addition of the definitions of "Electronic Message Center Sign", "Off-site", "On-site", "Parking Lot Identification Sign", "Primary Route for Ingress or Egress", "Promotional Relationship", "Site Circulation Signs", "Sponsor Panel", "Temporary Special Events Banner" and "Vertical Banner" and the amendment of the definitions of "Major Sports Complex" and "Parking Facility"; amend **Article II**, Landscape and Screening Standards, **Section 2-100**, Applicability, and **Section 2-200**, Requirements; amend **Article III**, Specialized Parking Standards, **Section 3-100**, Applicability, and **Section 3-200**, Off-Street Parking Standards; amend **Article IV**, Temporary Supergraphic Wall Decor, **Section 4-100**, Applicability, and **Section 4-300**, Interpretations and Exemptions; amend **Article V**, Sign Standards; related to incorporating Major Sports Complex Sign Standards and related definitions (previously located in the "Unified Development Code" Chapter).

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ARTICLE I

TITLE, PURPOSE, RULES OF CONSTRUCTION AND DEFINITIONS

Section 1-100 Title

This Chapter shall be known as the "Major Sports Complex" Chapter of the Code of the City of Arlington.

Section 1-200 Purpose

The regulations provided herein have been established for the purpose of promoting the health, safety and general welfare of the citizens of the City of Arlington. These regulations have been made to recognize the unique character and needs of major sports complexes; to maximize the contribution of major sports complexes to the tourist based economy; to promote family entertainment; to significantly impact the cultural and social quality of life for the residents of the City of Arlington; to promote quality development; to safeguard and enhance property values; and to protect public and private investment. The supergraphic wall decor regulations have been established to promote major events at major sports complexes, publicize that the Major Sports Complex is located in Arlington, and to safeguard the public interest in, and enhance the value of, the Major Sports Complex. (Amend Ord 09-070, 10/27/09)

Section 1-300 Rules of Construction

This Chapter is solely applicable to major sports complexes and approved venue projects, and temporary supergraphic wall decor related to certain special events that will take place in the main facility of a major sports complex. In the event of any conflict between the provisions of this Chapter and any other chapter, regulation or ordinance of the City of Arlington, this Chapter shall control and shall fully supersede all inconsistent requirements and all additional requirements with respect to the subject matter hereof. City Council (in its sole discretion, by ordinance and without holding a public hearing) may establish, modify, supplement or abolish any regulation contained in this Chapter. (Amend Ord 09-070, 10/27/09)

Section 1-400 Definitions

"Approved Venue Project" shall have the meaning provided in Chapter 334 of the Texas Local Government Code.

"Electronic Message Center Sign" means a sign displaying public service information, any similar public interest information, information about events (including pre-event and post-event entertainment) on the premises and/or related advertising for a general business located on the same premises (including a product, service, or company offering goods or services on the premises or having a promotional relationship for events occurring on the premises, including, but not limited to, naming rights holders, multiple event sponsors, and individual event sponsors) through electronically controlled intermittent light pulses or other technology that can display, emit, or project (or is readily capable of displaying, emitting, or projecting) animated or video images.

"Main Facility" means a facility designed to seat at least 40,000 spectators for professional or amateur sports events.

"Major Sports Complex" means a sports and entertainment complex that includes a multi-functional stadium, coliseum, or other community and entertainment event venue for use by one or more professional or amateur sports teams with a main facility designed to seat at least 40,000 spectators, along with areas adjacent to such main facility that are legally possessed by either (i) the City or (ii) the person or entity holding or owning (whether directly or indirectly), from time to time, the legal possessory right or interest to use or occupy such main facility. A Major Sports Complex may, at the option of the holder of the possessory right thereof, include on the main facility or any area adjacent thereto any athletic training or practice facility, store, restaurant, hotel, food preparation facility, concession, office, museum, park, entertainment use, heliport, automobile parking facility (whether structured or surface), area transportation facility, road, street, or other related improvement. For the purposes hereof: (i) the phrase "indirectly" shall include any entity that is an intermediary, affiliate, parent, subsidiary, or successor in interest to any person or entity holding a possessory right to such main facility; and (ii) an area adjacent to a main facility that is used for any of the purposes set out above shall be entitled to the applicable benefits of Article 7, Sign Standards, of the "Unified Development Code" Chapter of the Code of the City of Arlington if such area (x) is legally possessed by the person or entity holding or owning, from time to time, the legal possessory right or interest to use or occupy such main facility or (y) is legally possessed by one or more intermediaries, affiliates, parents, or subsidiaries of such person or entity holding the possessory right to such main facility, or any successor owner or holder of such possessory right to such main facility or adjacent property; provided, however, such successor in interest must hold (i.e., own or lease) the portion of the main facility or adjacent property so used, provided, further, that no signage rights granted under Article 7, Sign Standards, of the "Unified Development Code" Chapter of the Code of the City of

Arlington may be severed from the rights held by the holder of the possessory rights to a main facility and/or such adjacent area to any third party not holding such possessory rights. Signage permitted under the applicable provision of Article 7, Sign Standards, of the "Unified Development Code" Chapter of the Code of the City of Arlington may remain as permitted notwithstanding any future conveyance of such possessory interest of the land affected thereby.

"Off-site" means located outside a major sports complex.

"On-site" means located within a major sports complex.

"Parking Facility" shall mean either structured or surface parking.

"Parking Lot Identification Sign" means sign used to identify a parking lot in a multi-parking lot development.

"Primary Route for Ingress or Egress" means the specific portions of arterial streets designated in Exhibit "A" attached to this Code and incorporated herein for all purposes.

"Promotional Relationship." Any sign authorized by this Section that directs attention, directly or indirectly, to any of the following promotional relationships with either a major sports complex or the person or entity holding or owning, from time to time, the legal possessory right or interest to use or occupy a main facility shall not be considered "off-premise" advertising: events (including pre-event and post-event entertainment), products, services and companies located within a major sports complex and products, services and companies having a promotional relationship for teams at a main facility or events occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors).

"Site Circulation Signs" means a sign used to direct pedestrian and/or vehicular traffic to various locations within a major tourist attraction.

"Sponsor Panel" means a portion of a sign displaying the name of a product, service, or company offering goods or services onsite or having a promotional relationship for events occurring on the premises.

"Temporary Special Events Banner" means a sign which is painted or displayed upon cloth, flexible plastic, or other similar material which is used to announce a convention or a special event held at a major tourist attraction, on a limited basis.

"Vertical Banner" means any sign of lightweight fabric or similar material that is mounted to a pole in a vertical fashion by a frame at one or more edges.

Other sign-related definitions in Section 12.6, Definitions Related to Signs, in the "Unified Development Code" Chapter of the Code of the City of Arlington, as amended, are incorporated herein.

(Amend Ord 15-019, 5/26/15)

ARTICLE II

LANDSCAPE AND SCREENING STANDARDS

Section 2-100 Applicability

With respect to landscaping and screening requirements (including, without limitation, any terms and provisions concerning tree preservation and replacement, landscaping, irrigation systems and submission of landscape plans), development within any major sports complex and of any approved venue project shall be subject to the terms and provisions of this Article and, except as otherwise provided in this Article, shall be exempt from Article 5, Design and Development Standards, Section 5.3, Screening Buffering and Fences, of the "Unified Development Code" (UDC) Chapter of the Code of the City of Arlington. (Amend Ord 15-019, 5/26/15)

Section 2-200 Requirements

A. Minimum Width of Landscape Setback

1. There shall be a landscape setback of at least thirty (30) feet adjacent to each publicly dedicated street.

2. The distance to any publicly dedicated street shall be measured perpendicular to the right-of-way line.

B. Coverage

1. Except as otherwise provided in this section, the landscape setback shall not be covered with any impervious surface.

2. Any parking facility that utilizes reinforced grass paving or permeable pavement (as defined in the "Unified Development Code" Chapter of the Code of the City of Arlington) is permitted within the landscape setback, provided any such parking facility is at least twelve (12) feet from any public right of way.

3. Whether impervious or not, roof overhangs, awnings, pedestrian shelters, sidewalks, plazas, lighting, street furniture, sculptures, fountains, underground utilities, irrigation systems, access driveways, drainage facilities and signage are permitted within each landscape setback.

C. Required Trees

1. One (1) tree of at least four (4) inches caliper is required for every thirty (30) linear feet of public street frontage within each landscape setback.

2. In addition, in aggregate, all landscape setbacks developed in conjunction with the development must contain at least one (1) tree of at least four (4) inches caliper for every twenty (20) parking spaces within all surface parking facilities constructed as part of such development.

3. For purposes of calculating the number of trees required under this Section, three (3) ornamental trees of the species listed in the Approved Plant List Information Bulletin of the UDC Chapter of the Code of the City of Arlington shall be deemed one (1) tree of at least four (4) inches caliper.

4. Trees planted within twelve (12) feet of any publicly dedicated street shall comply with the following:

   a. The species of street shade trees planted shall be limited to those listed in the Approved Plant List Information Bulletin of the UDC Chapter of the Code of the City of Arlington.

   b. The species of ornamental trees planted shall be limited to those listed in the Approved Plant List Information Bulletin of the UDC Chapter of the Code of the City of Arlington.

D. Irrigation Systems Each landscape setback shall be irrigated with an automatic sprinkler or drip irrigation system, equipped with rain and freeze sensors in accordance with Section 4.27(C) of the "Water and Sewer" Chapter of the Code of the City of Arlington.

E. Visibility Triangles Maintained Each landscape setback shall comply with Article IX of the "Streets" Chapter of the Code of the City of Arlington. (Amend Ord 15-019, 5/26/15)

ARTICLE III

SPECIALIZED PARKING STANDARDS

Section 3-100 Applicability

With respect to off-street parking and loading requirements, development within any major sports complex and of any approved venue project shall be subject to the terms and provisions of this Article and, except as otherwise provided in this Article, shall be exempt from the terms and provisions of Section 5.4, Off-Street Parking and Loading, of the "Unified Development Code" Chapter of the Code of the City of Arlington. (Amend Ord 15-019, 5/26/15)

Section 3-200 Off-Street Parking Standards

A. Location

1. It is not necessary that required off-street parking for each use be located on the same lot or tract occupied by such use.

2. No off-street parking or loading space shall be located, either in whole or in part, within any fire lane required by ordinance of the City or within aisles, driveways or maneuvering areas necessary to provide reasonable access to any parking space within an off-street parking facility.

B. Minimum Off-Street Parking Required

1. The minimum amount of off-street parking shall be calculated in accordance with Table 5.4-1, Off-Street Parking Schedule A, of the "Unified Development Code" Chapter of the Code of the City of Arlington.

2. Where a major sports complex or approved venue project is used for a combination of uses, the minimum amount of off-street parking required shall be the composite or sum of the requirements for each type of use, provided that such sum shall be reduced based on the method prescribed by Section 5.4.4(B), of the "Unified Development Code" Chapter of the Code of the City of Arlington.

3. In determining the required number of parking spaces, fractional spaces shall be counted to the nearest whole space.

4. Parking spaces located in drive-through lanes shall not be counted as meeting the required minimum parking.

5. The floor area of structures devoted to off-street parking of vehicles shall be excluded in computing the floor area for off-street parking requirements.

6. Parking required under this Section may be satisfied by any parking spaces that the person or entity holding or owning (whether directly or indirectly), from time to time, the legal possessory right or interest to the lot or tract occupied by such use has the right to use, provided such parking is located at any parking facility within the same zoning district as such use.

7. Provided none of the uses sharing a parking facility require the same parking space at the same time, each use shall be deemed to have provided such parking individually for purposes of satisfying the requirements of this Section.

8. No parking located within any publicly dedicated right-of-way shall count toward the number of off-street spaces required under this Section.

C. Construction Design Standards

1. Pavement. An all-weather surface parking facility shall be constructed of asphalt or concrete. The Zoning Administrator may approve the use of a porous paving system or other pervious surface.

2. Spaces. No parking space shall be less than eighteen (18) feet in length and nine (9) feet in width. Exception: Parking spaces may be reduced in length when a tire-stop curb is installed sixteen (16) feet from the maneuvering lane and a clear space of two feet is provided for a vehicle to overhang. The overhang is not permitted over public property, any sidewalks, or a setback in which parking is not permitted. Such reduction is permitted only when the width of the maneuvering lane is maintained at twenty-six (26) feet.

3. Markings. Parking spaces shall be striped or otherwise clearly designated on the parking facility surface, and shall not include any fire lane or other area necessary for aisles or maneuvering of vehicles.

4. Lighting. Parking lots shall have exterior lighting in all publicly accessible areas. Such lighting need not be operated on non-event days. All such lighting shall be controlled by a photo cell or seasonally-adjusted timer switch. Light intensity shall be a minimum of 0.4 foot candle power. The light intensity value shall not represent the initial illumination of a light, but shall represent the maximum level of acceptable darkness in any publicly accessible area when measured at a height not greater than three (3) feet from the ground. Lighting fixtures that have been identified as non-operable shall be repaired to an operable state within seventy-two (72) hours.

D. Parking for the Disabled. Required parking spaces for the disabled shall be provided for all uses in accordance with Americans with Disabilities Act and the Texas Accessibility Standards.

E. Maintenance. Parking facilities and loading berths shall be maintained and kept in a state of good repair at all times by the owner or the person in control of the premises.

F. Use. Any parking facility within a major sports complex or as part of an approved venue project may contain, as an accessory use, any use permitted by the "Unified Development Code" Chapter of the Code of the City of Arlington within the zoning district in which such parking facility is located. (Amend Ord 15-019, 5/26/15)

Section 3-300 Off-Street Loading Standards

A. Off-street facilities shall be provided and maintained for receiving and loading of merchandise, supplies and materials.

B. Required off-street loading facilities may be adjacent to a public alley or private service drive, or may consist of a berth within a structure.

C. No portion of a loading facility may extend into a public right-of-way or into an off-street parking facility elsewhere herein required.

D. Off-street loading spaces or truck berths shall provide maneuvering areas on site to prevent any blockage of public right-of-way. (Adopt Ord 06-031, 3/14/06)

ARTICLE IV

TEMPORARY SUPERGRAPHIC WALL DECOR

Section 4-100 Applicability

With respect to temporary supergraphic wall decor related to a special event at a major sports complex, the supergraphic wall decor shall be subject to the terms and provisions of this Article and shall be exempt from Section 7.01, Permits Required, of the sign requirements of the "Construction" Chapter of the Code of the City of Arlington. (Amend Ord 15-019, 5/26/15)

Section 4-200 Permit Required

Temporary supergraphic wall decor may be approved only by supergraphic wall decor permit, subject to the regulations in this Article. A sign permit is not required.

The permit application shall include the name and address of the applicant and the organizer of the special event, the date and location of the special event, the expected attendance at the special event, the location of the proposed wall decor, an elevation showing the dimensions and graphic layout of the wall decor, the method of attachment, projection, or installation of the wall decor to the building, and any other information the Zoning Administrator determines is necessary to evaluate the application.

No application shall be reviewed which is not complete and accompanied by payment of the permit fee as established by resolution of the City Council. No part of the fee shall be refundable unless the application is withdrawn by the applicant prior to the City's full review of the application, and inspection of the wall decor as applied, in which case, the City shall refund a pro rata portion of the fee to the applicant based on the amount of work done on the application by the City.

Section 4-300 Interpretations and Exemptions

The requirements of this Section shall apply to all supergraphic wall decor visible from a public street or adjacent property. Supergraphic wall decor shall only be allowed in connection with significant national and international events with an anticipated attendance of 90,000 or more when located in AT&T Stadium or 40,000 or more when located in Globe Life Ballpark.

Eligible Facility

Supergraphic wall decor is only permitted on a building that is at least fifty (50) feet in height.

Maximum area

The maximum area of wall decor on one building is 10,000 square feet. At least 75 percent of the wall decor area must be graphic (nontextual) content, a maximum of 20 percent may be text, and at least five percent must bear the logo and/or the tag line of the City of Arlington. The City's logo or tag line must be placed in the upper right hand corner of the graphic.

Lighting

External lighting of the wall decor is permitted.

Time limit

The supergraphic wall decor may be displayed for a maximum period of thirty (30) consecutive days, at least one of which must be the day of the special event to which the wall decor is related. The Zoning Administrator, after review of a request from the applicant, shall have the administrative authority to extend the display time-frame to forty-five (45) days depending on the nature of the event in question.

Permitted Locations

Supergraphic wall decor is permitted only on buildings within the Entertainment District Overlay and within one mile of a primary route for ingress or egress. Supergraphic wall decor may not be located within six-hundred sixty (660) feet of a regulated highway pursuant to the Highway Beautification Act.

Special Conditions

1. No portion of the supergraphic wall decor shall extend beyond the wall face to which it is attached.

2. No portion of the supergraphic wall decor may restrict access to any point of ingress or egress.

3. No supergraphic wall decor shall be attached to any structure deemed historic by the Landmark Preservation Commission.

4. The Zoning Administrator shall have the authority to vary the location of the City's logo or tag line depending on the design of the graphic if the new location is in compliance with the spirit and intent of this article.

5. No more than six (6) special events in the City in each calendar year may include supergraphic wall decor. (Amend Ord 15-019, 5/26/15)

ARTICLE V

SIGN STANDARDS

Section 5-100 Applicability, Exemptions, and Maintenance

A. Applicability

The requirements of this Section and Section 9.02, Sight Obstructions Prohibited Within Intersection Visibility Triangles, of the "Streets and Sidewalks" Chapter of the Code of the City of Arlington, shall apply to all signs visible from a public street or adjacent property within a major sports complex, except as otherwise provided herein. This includes restrictions regarding obstructions to view. The special regulations contained in this Section are the exclusive requirements and limitations under this Section for major sports complex signs and shall supersede all other requirements and limitations of this Section (including Section 7.9, Offsite Advertising Signs – Billboards, of the "Unified Development Code" Chapter of the Code of the City of Arlington). This Section is solely applicable to major sports complex signs.

B. Exemptions

All signs within a major sports complex that are not visible from a public street or adjacent property shall be exempt from all requirements and limitations of this Chapter. Any scoreboard, sign, or video screen that is located in, on, or around a main facility (extending to the more expansive of (a) the admission perimeter, (b) the drip line of such main facility or (c) on-site pedestrian pathways adjacent to and contiguous with such main facility, whether or not visible from a public street or adjacent property) of a major sports complex shall be exempt from all requirements and limitations of this Section. Notwithstanding the foregoing, signs that are visible from a public street or adjacent property and that are attached to the exterior (not including any field side) of a main facility designed to (i) seat at least 40,000 spectators but less than 70,000 spectators and (ii) house major league baseball games shall be subject to the requirements and limitations of Section 5-1400, Major League Baseball Main Facility Signs. Additionally, any permanent video screen that (a) is located within a major sports complex, (b) is not oriented toward a public street and (c) may only be incidentally visible from a public street shall be exempt from the requirements and limitations of this Section. No special exception shall be required for electronic message center signs permitted under this Section.

C. Permits

No permit under Article 7, Signs, of the "Construction" Chapter of the Code of the City of Arlington shall be required for any of the following when located within a major sports complex: primary and decorative flags and vertical banners, air balloons, temporary special events banners, and temporary video screens.

D. Maintenance

All signs authorized by this Section, together with all their supports, braces, guys, and anchors, shall be kept in good repair and proper working condition subject to normal wear and tear.

Section 5-200 Primary and Decorative Flags / Vertical Banners

A. Permissible Location

1. On-Site – Yes

2. Off-Site – Only along arterial streets that are identified as a primary route for ingress or egress for a main facility

B. Maximum area

1. On-Site – 87 square feet per flag or vertical banner

2. Off-Site – 35 square feet per flag or vertical banner

C. Maximum height: 35 feet

D. Minimum height: Six feet from pole base to the bottom of the flag/vertical banner

E. Lighting: External

F. Spacing: None

G. Time limit: None

H. Permitted in right-of-way

1. Primary or Decorative Flags - No

2. Vertical Banners – Yes

I. Special Conditions

1. Torn or severely weathered flags shall not be permitted.

2. Flags and vertical banners shall be secured at all points of attachment to a pole.

3. No more than two flags or vertical banners per pole shall be permitted.

4. The maximum height of rooftop flags shall be twenty-five (25) feet measured from the top of the building structure.

5. Up to 20 percent of each flag and vertical banner located outside a major sports complex as authorized by this Section may display the name and logo of any and all of the following: (1) products, services and companies located within a major sports complex; and (2) any product, service, or company having a promotional relationship for teams at a main facility or events (including pre-event and post-event entertainment) within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors). Up to 100 percent of each flag and vertical banner located outside a major sports complex may display the name and logo of any and all of the following: (1) teams at a main facility and events (including pre-event and post-event entertainment) within a major sports complex, and (2) special community sponsored events. Up to 100 percent of each flag and vertical banner located within a major sports complex may display the name and logo of any and all of the following: (1) products, services and companies located within a major sports complex; (2) teams at a main facility and events (including pre-event and post-event entertainment) within a major sports complex; (3) any product, service, or company having a promotional relationship for such teams or events (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors); and (4) special community sponsored events. For purposes of this section, a "special community sponsored event" is an event sponsored by community based, nonprofit entities, with an expected attendance of 20,000 or more persons and approved by City Council resolution.

6. Vertical banners may be attached to light standards or other poles in the right-of-way in accordance with a right-of-way use agreement approved by the City Manager and City Attorney. No monetary fee shall be imposed for such use of the right-of-way under such agreement.

7. The area of a vertical banner shall be calculated on the basis of one side. When used in this section, "side" shall refer to a single plane.

Section 5-300 Pole Signs

A. Permissible Location

1. On-Site – Only as specifically authorized under Subsection G, Special Conditions.

2. Off-Site – Only (i) as specifically authorized under Subsection G, Special Conditions, and (ii) at any location with a specific use permit.

B. Maximum area: 700 square feet. Where an electronic message center sign is provided, the maximum permitted area shall be increased to 1,200 square feet.

C. Maximum height: 80 feet; except signs that are within 660 feet of and visible from the main travel lanes of a controlled access freeway shall not exceed 42.5 feet in height above the higher surface elevation of the nearest frontage road or main travel lane.

D. Lighting: Internal or external

E. Permitted in right-of-way: Yes, in accordance with a right-of-way use agreement approved by the City Manager and City Attorney.

F. Time Limit: None

G. Special Conditions

1. Each pole sign authorized under this section shall be separated by not less than 625 feet from any other pole sign authorized under this Section.

2. Each main facility of a major sports complex is authorized to place a total of six pole signs in the City in any of the following locations:

a. Within a major sports complex;

b. Fronting arterial streets identified as a primary route for ingress or egress for a major sports complex (provided, however, no such

sign shall front East Lamar Boulevard between Ascension Boulevard and Brookhollow Plaza Drive); and

c. Located in the vicinity of Interstate Highway 20 at its intersection with State Highway 360, as shown more particularly on Exhibit "B" attached to this Code and incorporated herein for all purposes. If located within 660 feet of a controlled access freeway, such signs shall not be placed outside a commercial or industrial zone.

3. In addition to the above, a main facility designed to seat at least 70,000 spectators is authorized to place one pole sign on a lot with frontage on Interstate Highway 30. Such sign may be located within or outside a major sports complex and may be located within 660 feet of a controlled access freeway. Additionally, such sign shall not be placed either: (a) outside a commercial or industrial zone, or (b) within 100 feet of any residential zone outside a major sports complex.

4. In addition to the above, the pole sign fronting Interstate Highway 30 for the main facility used as a major league baseball park shall be permitted as a pole sign authorized under this subsection, provided such sign complies with the requirements and limitations of this subsection.

5. In addition to the above, all main facilities in the City are authorized to collectively place up to two pole signs on lots with frontage on Interstate Highway 30 and one pole sign on a lot with frontage on State Highway 360. Such signs may be located within or outside a major sports complex and may be located within 660 feet of a controlled access freeway. Additionally, such signs shall not be placed either: (a) outside a commercial or industrial zone, or (b) within 100 feet of any residential zone outside a major sports complex.

6. Electronic message center signs shall be permitted on all pole signs authorized under this section.

7. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on all pole signs authorized under this section. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional

relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

8. Sponsor panels may be located on any portion or all of each permitted on-site pole sign. Sponsor panels may be located on any portion of each permitted off-site pole sign, subject to the following limitations:

   a. If less than the entire display area is an electronic message center sign, then no more than 35 percent of the total display area may be used for sponsor panels; and

   b. If the entire display area is an electronic message center sign, then no more than 35 percent of each half-hour period during which messages are displayed may be used for the display of products, services and companies located within a major sports complex or having a promotional relationship for events occurring within a major sports complex (provided, however, at any time, permitted pole signs may depict any or all of the following: the theme of a major sports complex, the name of a main facility, the name of a parking area, the name of a location within a major sports complex, an event to occur at a main facility, one or more professional or amateur sports teams that play at a main facility and the location of Arlington, Texas).

9. Reader boards may be incorporated into permitted pole signs, provided the combined area of reader boards for any one sign does not exceed 75 percent of such sign's display area.

10. Each pole sign may contain multiple display areas on multiple sides or all sides. The combined area of the pole sign shall be measured by summing the individual rectangle(s) enclosing each display area, exclusive of the pole(s). For spherical, free form, sculptural and other non-planar signs, the sign area shall be the sum of the areas using only the four vertical sides of the smallest hexahedron that will encompass the sign. Where there is more than one side to a pole sign, the total allowable area shall be doubled and the area may be distributed among the various sides, with no single side exceeding the original allowable area.

Section 5-400 Ground Signs

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: 400 square feet

C. Maximum height: 24 feet

D. Lighting: Internal or external

E. Permitted in right-of-way: Yes, in accordance with a right-of-way use agreement approved by the City Manager and City Attorney.

F. Time Limit: None

G. Special Conditions

1. One ground sign is permitted for each 200 lineal feet of street frontage or portion thereof within a major sports complex. Each ground sign must be separated by not less than 150 feet.

2. Electronic message center signs and reader boards shall be permitted on ground signs.

3. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on ground signs. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

4. Sponsor panels may be located on any portion of each permitted ground sign, subject to the following limitations:

a. if less than the entire display area is an electronic message center sign, then no more than 90 percent of the total display area may be used for sponsor panels; and

b. if the entire display area is an electronic message center sign, then no more than 90 percent of each half-hour period during which messages are displayed may be used for the display of products, services and companies located within a major sports complex or having a promotional relationship for events occurring within a major sports complex (provided, however, at any time, permitted ground signs may depict any or all of the following: the theme of a major sports complex, the name of a main facility, the name of a parking area, the name of a location within a major sports complex, an event to occur at a main facility, one or more professional or amateur sports teams that play at a main facility and the location of Arlington, Texas).

5. Each ground sign may contain multiple display areas on multiple sides or all sides. The combined area of the ground sign shall be measured by summing the individual display areas. For spherical, free form, sculptural and other non-planar signs, the sign area shall be the sum of the areas using only the four vertical sides of the smallest hexahedron that will encompass the sign. Where there is more than one side to a ground sign, the total allowable area shall be doubled and the area may be distributed among the various sides, with no single side exceeding the original allowable area.

Section 5-500 Directional and Site Circulation Signs

A. Permissible Location

1. On-Site – No

2. Off-Site – Only: (i) as specifically authorized under Subsection G, Special Conditions, and (ii) at any location with a Specific Use Permit

B. Maximum area: 400 square feet.

C. Maximum height: 24 feet.

D. Lighting: Internal or external

E. Permitted in right-of-way: Yes, in accordance with a right-of-way use agreement approved by the City Manager and City Attorney.

F. Time Limit: None

G. Special Conditions

1. Directional and site circulation signs that are related to a major sports complex and owned or controlled, from time to time, by the person or entity holding or owning the legal possessory right or interest to use or occupy a main facility of a major sports complex shall be permitted where fronting arterial streets identified as a primary route for ingress or egress for a major sports complex.

2. One directional or site circulation sign shall be permitted for each 250 lineal feet of street frontage or portion thereof (provided however, no more than six such signs shall be permitted to front East Lamar Boulevard between Ascension Boulevard and Brookhollow Plaza Drive). Each such sign must be separated by not less than 250 feet.

3. Directional and site circulation signs may be any type of sign.

4. Electronic message center signs and reader boards shall be permitted on directional and site circulation signs.

5. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on directional and site circulation signs. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

6. Sponsor panels may be located on any portion of each permitted directional and site circulation sign, subject to the following limitations:

a. if less than the entire display area is an electronic message center sign, then no more than 35 percent of the total display area may be used for sponsor panels; and

b. if the entire display area is an electronic message center sign, then no more than 35 percent of each half-hour period during which messages are displayed may be used for the display of products, services and companies located within a major sports complex or having a promotional relationship for events occurring within a major sports complex (provided, however, at any time, permitted directional and site circulation signs may depict any or all of the following: the theme of a major sports complex, the name of a main facility, the name of a parking area, the name of a location within a major sports complex, an event to occur at a main facility, one or more professional or amateur sports teams that play at a main facility and the location of Arlington, Texas).

7. Each directional and site circulation sign may contain multiple display areas on multiple sides or all sides. The combined area of such signs shall be measured by summing the individual display areas. For spherical, free form, sculptural and other non-planar signs, the sign area shall be the sum of the areas using only the four vertical sides of the smallest hexahedron that will encompass the sign. Where there is more than one side to a ground sign, the total allowable area shall be doubled and the area may be distributed among the various sides, with no single side exceeding the original allowable area.

Section 5-600 Wall Signs

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: 70 percent of wall area (including exempt wall signs at the main facility)

C. Lighting: Internal or external

D. Permitted in right-of-way: n/a

E. Time limit: None

F. Special Conditions

1. No wall sign shall:

   a. Extend horizontally more than 18 inches from the wall to which it is attached;

   b. Extend vertically above the height of the parapet of the wall to which it is attached (unless contiguous with a roof sign permitted under this Section); and

   c. Extend vertically below 10 feet above the height of the finished sidewalk along the adjacent right-of-way or pedestrian pathway (except that signs that do not exceed 65 square feet in size are exempt from this requirement, provided there is a separation between such signs of at least 50 linear feet along the adjacent right-of-way or pathway).

2. Electronic message center signs and reader boards shall be permitted on wall signs.

3. Wall murals shall be permitted as wall signs and may be sponsor panels.

4. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on wall signs, and may be located on any portion or all of each wall sign. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

Section 5-700 Stadium Entrance Gate and Parking Lot Entrance Signs

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: 450 square feet each

C. Maximum height: 60 feet

D. Lighting: Internal or external

E. Permitted in right-of-way: Yes, in accordance with a right-of-way use agreement approved by the City Manager and City Attorney.

F. Time limit: None

G. Special Conditions

1. Up to three signs per entrance gate of each main facility and per each entrance to a parking area owned or controlled, from time to time, by the person or entity holding or owning the legal possessory right or interest to use or occupy a main facility of a major sports complex (whether directly, or indirectly through one or more intermediaries, affiliates, parents, or subsidiaries, including any combination thereof and any successors and assigns thereof) shall be permitted; no minimum spacing.

2. Electronic message center signs and reader boards shall be permitted on stadium entrance gate signs and parking lot entrance signs.

3. Stadium entrance gate signs and parking lot entrance signs may be any type of sign.

4. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) and off-premise advertising shall be permitted on stadium entrance gate signs and parking lot entrance signs, and may be located on any portion or all of each such sign. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

5. Each stadium entrance gate sign and parking lot entrance sign may contain multiple display areas on multiple sides or all sides. The combined area of the sign shall be measured by summing the individual rectangle(s) enclosing each display area, exclusive of any pole(s). For spherical, free form, sculptural and other non-planar signs, the sign area shall be the sum of the areas using only the four vertical sides of the smallest hexahedron that will encompass the sign. Where there is more than one side to a sign, the total allowable area shall be doubled and the area may be distributed among the various sides, with no single side exceeding the original allowable area.

Section 5-800 Major Site Identity Signs

A. Permissible Location

1. On-Site – Yes

2. Off-Site – Only (i) as specifically authorized under Subsection H, Special Conditions, and (ii) at any location with a Specific Use Permit.

B. Maximum height: 100 feet

C. Maximum width: 60 feet

D. Maximum area: 12,000 square feet

E. Lighting: Internal or external

F. Permitted in right-of-way: Yes, in accordance with a right-of-way use agreement approved by the City Manager and City Attorney.

G. Time limit: None

H. Special Conditions

1. Each major site identity sign authorized under this Section shall be separated by not less than 625 feet from any other major site identity sign authorized under this Section.

2. Each main facility of a major sports complex is authorized to place a total of six major site identity signs in the City in any of the following locations:

a. Within a major sports complex;

b. Fronting arterial streets identified as a primary route for ingress or egress for a major sports complex (provided, however, no such sign shall front East Lamar Boulevard between Ascension Boulevard and Brookhollow Plaza Drive); and

c. Located in the vicinity of Interstate Highway 20 at its intersection with State Highway 360, as shown more particularly on Exhibit "B" attached to this Code and incorporated herein for all purposes. If located within 660 feet of a controlled access freeway, such signs shall not be placed outside a commercial or industrial zone.

3. Each major site identity sign shall be some form of ground-based pylon.

4. Electronic message center signs shall be permitted on major site identity signs.

5. Each major site identity sign may contain multiple display areas on multiple sides or all sides.

6. Reader boards may be incorporated into permitted major site identity signs, provided the combined area of reader boards for any one sign does not exceed 25 percent of such sign's area.

7. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on all major site identity signs authorized under this Section. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

8. Sponsor panels may be located on any portion or all of each permitted on-site major site identity sign. Sponsor panels may be located on any portion of each permitted off-site major site identity sign, subject to the following limitations:

a. If less than the entire display area is an electronic message center sign, then no more than 35 percent of the total display area may be used for sponsor panels; and

b. If the entire display area is an electronic message center sign, then no more than 35 percent of each half-hour period during which messages are displayed may be used for the display of products, services and companies located within a major sports complex or having a promotional relationship for events occurring within a major sports complex (provided, however, at any time, permitted major site identity signs may depict any or all of the following: the theme of a major sports complex, the name of a main facility, the name of a parking area, the name of a location within a major sports complex, an event to occur at a main facility, one or more professional or amateur sports teams that play at a main facility and the location of Arlington, Texas).

9. The combined area of each major site identity sign shall be measured by summing the entire area of all sides of the sign. For spherical, free form, sculptural and other non-planar signs, the sign area shall be the sum of the areas using only the four vertical sides of the smallest hexahedron that will encompass the sign.

Section 5-900 Roof Signs

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: 6,500 square feet

C. Maximum height: 60 feet above the roof of the building to which it is attached

D. Lighting: Internal or external

E. Permitted in right-of-way: n/a

F. Time limit: None

G. Special Conditions

1. Up to a total of six roof signs per main facility may be attached to any structure within a major sports complex. Signs that are either exempt under Section 5-100(B), Exemptions, or regulated under Section 5-1400, Major League Baseball Main Facility Signs, shall not be included in the six (6) signs authorized above.

2. Each roof sign shall not extend more than eighteen (18) inches beyond the front of any elevation of the building to which it is attached.

3. Roof signs located within six-hundred sixty (660) feet of the right-of-way of a controlled access freeway are permissible, provided such signs are: (a) not oriented toward a controlled access freeway, and (b) either not visible from or only incidentally visible from the main travel lanes of a controlled access freeway.

4. Each roof sign may contain multiple display areas on multiple sides or all sides.

5. Electronic message center signs and reader boards shall be permitted on roof signs.

6. The combined area of each roof sign shall be measured by summing the entire area of all sides of the sign. For spherical, free form, sculptural and other non-planar signs, the sign area shall be the sum of the areas using only the four vertical sides of the smallest hexahedron that will encompass the sign.

7. Roof murals that are not visible from the ground shall be permitted without area limitation, as roof signs.

8. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on roof signs, and may be located on any portion or all of each roof sign. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

Section 5-1000 Arcade Signs

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: 60 square feet

C. Maximum height: Three feet

D. Maximum width: 20 feet

E. Minimum vertical clearance: Eight feet from the floor to the bottom of sign

F. Lighting: Internal or external

G. Permitted in right-of-way: n/a

H. Time Limit: None

I. Special Conditions

1. Arcade signs shall be (a) either suspended from the ceiling of or projected from a wall of a roofed-passageway that has retail uses on at least one side and (b) located completely within the outside limits of the structural surfaces that delineate such passageway.

2. One arcade sign shall be permitted for each entrance.

3. Electronic message center signs and reader boards shall be permitted on arcade signs.

4. Each arcade sign shall not have more than two parallel display sides. The area of an arcade sign shall be calculated using the area of the largest display side.

5. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports

complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on arcade signs, and may be located on any portion or all of each arcade sign. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

Section 5-1100 Air Balloons

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: None

C. Maximum height of balloon: 100 feet

D. Lighting: Internal or external

E. Spacing: 50 feet

F. Permitted in right-of-way: Only during permitted parade

G. Time limit: Sixty consecutive days for each special event

H. Special Conditions

1. Thirty feet of clearance shall be maintained from all power lines to balloons. This applies to all balloons over three cubic feet, whether cold air or not.

2. Cold and hot air balloons may be used to announce any of the following:

a. Products, services, and companies located within a major sports complex;

b. Events (including pre-event and post-event entertainment) within a major sports complex; or

c. Any product, service, or company having a promotional relationship for such events (including, but not limited to, naming rights holders, multiple event sponsors, and individual event sponsors). Hot air balloons may display off-premise advertising.

Section 5-1200 Temporary Special Events Banners

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: None

C. Maximum height: None

D. Lighting: External

E. Spacing: No limits

F. Permitted in right-of-way: Yes, in accordance with a right-of-way use agreement approved by the City Manager and City Attorney.

G. Time limit: Sixty consecutive days for each special event.

H. Special Conditions

1. Within a major sports complex, no limit in number applies.

2. Banners shall only be used to announce any of the following:

a. Events (including pre-event and post-event entertainment) held at a major sports complex;

b. Products, services, and companies located within a major sports complex; or

c. Products, services, and companies having a promotional relationship with teams at a main facility or events occurring within a major sports complex (including, but not limited to,

naming rights holders, multiple event sponsors, and individual event sponsors).

3. Torn or weathered banners shall not be permitted.

Section 5-1300 Temporary Video Screens

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: 3,500 square feet

C. Maximum height: None

D. Lighting: Internal or external

E. Spacing: No limit

F. Permitted in right-of-way: No

G. Time limit: Sixty consecutive days for each special event

H. Special Conditions

1. Temporary video screen units meeting the requirements of this subsection are allowed at a major sports complex.

2. Sponsor panels and off-premise advertising are allowed on temporary video screens. Sponsor panels and off-premise advertising may be located on any portion or all of a temporary video screen and shall not be required to be part of a temporary video screen.

3. Temporary video screens shall not be oriented toward any publicly dedicated street and may only incidentally be visible from any publicly dedicated street.

Section 5-1400 Major League Baseball Main Facility Signs

A. Applicability.

Any sign that is:

1. Attached to the exterior (not including any field side) of a main facility designed to

   a. Seat at least 40,000 spectators but less than 70,000 spectators, and

   b. House major league baseball games, and

2. Visible from a public street or adjacent property shall be permitted based on this Section 5-1400.

B. Decorative Flags and Pole Banners

1. Permissible location: on poles attached to and extending from the building roof or face

2. Maximum area: 90 square feet per side

3. Maximum height: decorative flags 25 feet from base of roof; pole banners 60 feet above grade.

4. Maximum number: no limit in number applies to decorative flags; a total of 30 pole banners shall be permitted, as follows: two at each corner entrance (i.e., Home Plate, First Base and Third Base) and six per side of the main facility.

5. No more than one flag or banner per pole shall be permitted.

6. Torn or severely weathered flags and banners shall not be permitted.

7. Sponsor panels displaying the name and logo of any and all of the following may be located on any portion or all of each decorative flag and pole banner:

   a. Products, services and companies located within a major sports complex;

b. Teams at the main facility and events (including pre-event and post-event entertainment) within a major sports complex; and

c. Any product, service, or company having a promotional relationship for such teams or events (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors).

C. Archway Banners

1. Permissible location: attached to the inside of an open archway

2. Maximum area: 750 square feet

3. Maximum height: top of open archway

4. Maximum number: a total of 27 shall be permitted, as follows: one per corner ticketed entrance and six per side of the main facility.

5. Torn or severely weathered banners shall not be permitted.

6. Sponsor panels displaying the name and logo of any and all of the following may be located on any portion or all of each archway banner:

a. Products, services and companies located within a major sports complex;

b. Teams at the main facility and events (including pre-event and post-event entertainment) within a major sports complex; and

c. Any product, service, or company having a promotional relationship for such teams or events (including, but not limited to, naming rights holders, multiple event sponsors, and individual event sponsors).

D. Primary Entrance Signs

1. Permissible location: attached parallel to the building face and above a primary building entrance

2. Maximum area: 150 square feet per side

3. Maximum height: 80 feet above grade

4. Maximum number: a total of seven shall be permitted, with no more than one per primary building entrance.

5. Sponsor panels displaying the name and logo of any and all of the following may be located on any portion or all of each primary entrance sign:

   a. Products, services, and companies located within a major sports complex;

   b. Teams at the main facility and events (including pre-event and post-event entertainment) within a major sports complex; and

   c. Any product, service, or company having a promotional relationship for such teams or events (including, but not limited to, naming rights holders, multiple event sponsors, and individual event sponsors).

E. Secondary Entrance Signs

1. Permissible location: attached perpendicular to the building face and adjacent to a secondary building entrance

2. Maximum area: 20 square feet per side

3. Maximum height: 10 feet above grade

4. Maximum number: a total of 24 shall be permitted, with no more than six per side of the main facility.

5. Sponsor panels displaying the name and logo of any and all of the following may be located on any portion or all of each secondary entrance sign:

   a. Products, services, and companies located within a major sports complex;

   b. Teams at the main facility and events (including pre-event and post-event entertainment) within a major sports complex; and

   c. Any product, service, or company having a promotional relationship for such teams or events (including, but not limited to,

naming rights holders, multiple event sponsors, and individual event sponsors).

F. Roof Signs

1. Permissible location: at or above the roofline

2. Maximum area: 6,500 square feet

3. Maximum height: 30 feet above the roof of the main facility

4. Maximum number: four total, with no more than one per side of the main facility.

5. Electronic message center signs and reader boards shall not be permitted.

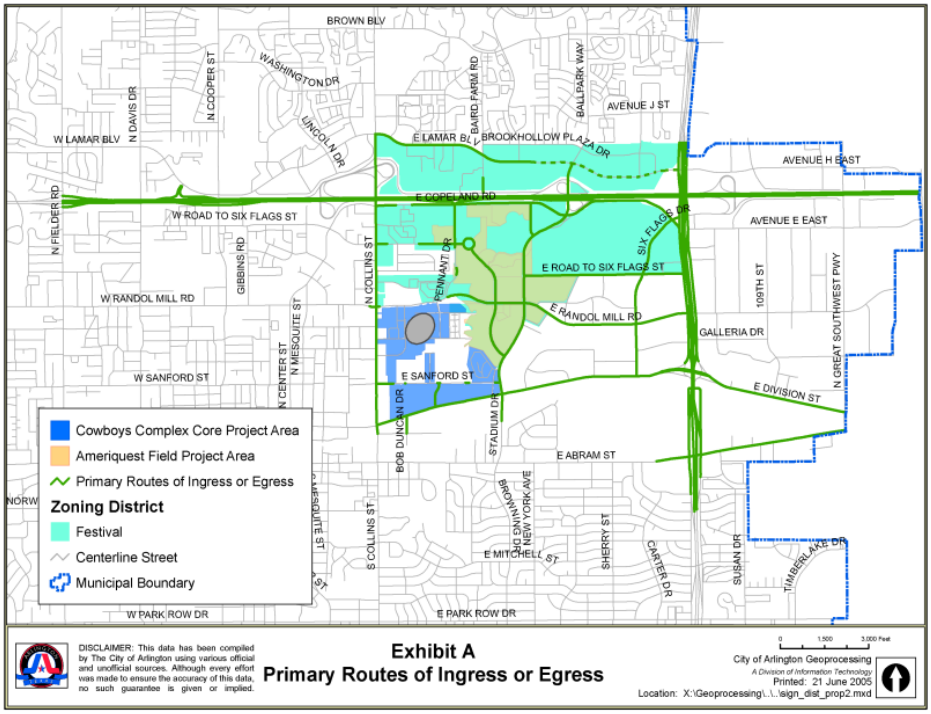
6. Roof murals that are not visible from the ground shall be permitted without area limitation, as roof signs.

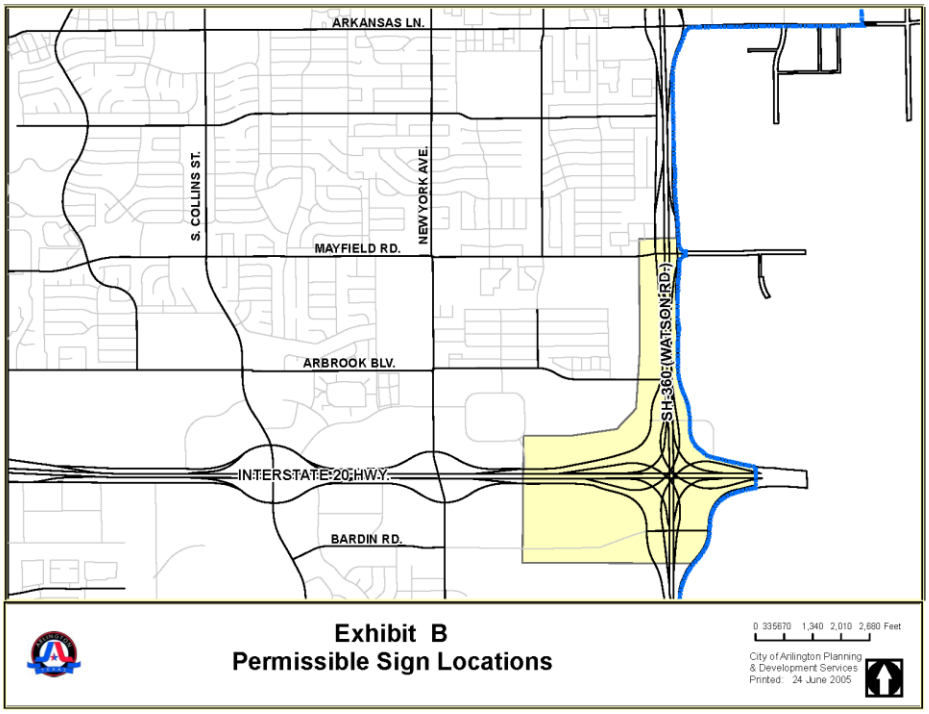
7. Sponsor panels displaying the name and logo of any and all of the following may be located on any portion or all of each roof sign:

   a. The name of the main facility,

   b. The name of a naming rights holder, and

   c. The logo of a naming rights holder.





(Amend Ord 15-019, 5/26/15)

Ordinance No. 06-031

An ordinance adding the "Major Sports Complex" Chapter of the Code of the City of Arlington, Texas, 1987, through the addition of Article I, Title, Purpose, Rules of Construction and Definitions, Section 1-100, Title, Section 1-200, Purpose, Section 1-300, Rules of Construction, and Section 1-400, Definitions, through the addition of Article II, Landscape and Screening Standards, Section 2-100, Applicability, Section 2-200, Requirements, and through the addition of Article III, Specialized Parking Standards, Section 3-100, Applicability, Section 3-200, Off-Street Parking Standards, and Section 3-300, Off-Street Loading Standards, containing findings and other provisions relating to the foregoing subject; providing for a fine of up to $2,000 for each violation of the ordinance; providing this ordinance be cumulative; providing for severability, governmental immunity, injunctions, publication and an effective date

WHEREAS, major sports complexes contribute significantly to the tourist based economy and family entertainment cultural and social quality of life for the residents of the City of Arlington (the "City"); and

WHEREAS, the City Council of the City desires to further the festive image of major sports complexes, to protect public and private investment in major sports complexes, and to promote orderly growth within the Festival District; and

WHEREAS, the City Council of the City desires to add the "Major Sports Complex" Chapter of the Code of the City of Arlington, Texas, 1987; NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ARLINGTON, TEXAS:

1.

That the findings contained in the preamble of this Ordinance are determined to be true and correct and are hereby adopted as a part of this Ordinance.

2.

That the **"Major Sports Complex"** Chapter of the Code of the City of Arlington, Texas, 1987, is hereby adopted to read as follows:

Article I, **Title, Purpose, Rules of Construction and Definitions**

Section 1-100 Title

This Chapter shall be known as the "Major Sports Complex" Chapter of the Code of the City of Arlington.

Section 1-200 Purpose

The regulations provided herein have been established for the purpose of promoting the health, safety and general welfare of the citizens of the City of Arlington. These regulations have been made to recognize the unique character and needs of major sports complexes; to maximize the contribution of major sports complexes to the tourist based economy; to promote family entertainment; to significantly impact the cultural and social quality of life for the residents of the City of Arlington; to promote quality development; to safeguard and enhance property values; and to protect public and private investment.

Section 1-300 Rules of Construction

This Chapter is solely applicable to major sports complexes and approved venue projects. In the event of any conflict between the provisions of this Chapter any other chapter, regulation or ordinance of the City of Arlington, this Chapter shall control and shall fully supersede all inconsistent requirements and all additional requirements with respect to the subject matter hereof. City Council (in its sole discretion, by ordinance and without holding a public hearing) may establish, modify, supplement or abolish any regulation contained in this Chapter.

Section 1-400 Definitions

"Approved venue project" shall have the meaning provided in Chapter 334 of the Texas Local Government Code.

"Main facility" means a facility designed to seat at least 40,000 spectators for professional or amateur sports events.

"Major sports complex" shall have the meaning provided in the "Zoning" Chapter of the Code of the City of Arlington.

"Parking facility" shall have the meaning provided in the "Zoning" Chapter of the Code of the City of Arlington.

Article II, **Landscape and Screening Standards**

Section 2-100 Applicability

With respect to landscaping and screening requirements (including, without limitation, any terms and provisions concerning tree preservation and replacement, landscaping, irrigation systems and submission of landscape plans), development within any major sports complex and of any approved venue project shall be subject to the terms and provisions of this Article and, except as otherwise provided in this Article, shall be exempt from Section 9-800.H. and Article XIV “Landscape and Screening Standards” of the "Zoning" Chapter of the Code of the City of Arlington.

Section 2-200 Requirements

A. Minimum Width of Landscape Setback

1. There shall be a landscape setback of at least thirty (30) feet adjacent to each publicly dedicated street.

2. The distance to any publicly dedicated street shall be measured perpendicular to the right-of-way line

B. Coverage

1. Except as otherwise provided in this section, the landscape setback shall not be covered with any impervious surface.

2. Any parking facility that utilizes reinforced grass paving or permeable pavement (as defined in the "Zoning" Chapter of the Code of the City of Arlington) is permitted within the landscape setback, provided any such parking facility is at least twelve (12) feet from any public right of way..

3. Whether impervious or not, roof overhangs, awnings, pedestrian shelters, sidewalks, plazas, lighting, street furniture, sculptures, fountains, underground utilities, irrigation systems, access driveways, drainage facilities and signage are permitted within each landscape setback.

C. Required Trees

1. One (1) tree of at least four (4) inches caliper is required for every 30 linear feet of public street frontage within each landscape setback.

2. In addition, in aggregate, all landscape setbacks developed in conjunction with the development must contain at least one (1) tree of at least four (4) inches caliper for every 20 parking spaces within all surface parking facilities constructed as part of such development.

3. For purposes of calculating the number of trees required under this Section, three (3) ornamental trees of the species listed in Subsection 9-800(I)(5)(b) of the "Zoning" Chapter of the Code of the City of Arlington shall be deemed one (1) tree of at least four (4) inches caliper.

4. Trees planted within twelve (12) feet of any publicly dedicated street shall comply with the following:

   a. The species of street shade trees planted shall be limited to those listed in Subsection 9-800(I)(3)(b) of the "Zoning" Chapter of the Code of the City of Arlington.

   b. The species of ornamental trees planted shall be limited to those listed in Subsection 9-800(I)(5)(b) of the "Zoning" Chapter of the Code of the City of Arlington.

D. Irrigation Systems Each landscape setback shall be irrigated with an automatic sprinkler or drip irrigation system, equipped with rain and freeze sensors in accordance with Section 4.27(B) of the "Water and Sewer" Chapter of the Code of the City of Arlington.

E. Visibility Triangles Maintained Each landscape setback shall comply with Article IX of the "Streets" Chapter of the Code of the City of Arlington.

Article III, **Specialized Parking Standards**

Section 3-100 Applicability

With respect to off-street parking and loading requirements, development within any major sports complex and of any approved venue project shall be subject to the terms and provisions of this Article and, except as otherwise provided in this Article, shall be exempt from the terms and provisions of Section 9-800.J. and Article XV “Off Street Parking and Loading Requirements” of the "Zoning" Chapter of the Code of the City of Arlington.

Section 3-200 Off-Street Parking Standards

A. Location

1. It is not necessary that required off-street parking for each use be located on the same lot or tract occupied by such use.

2. No off-street parking or loading space shall be located, either in whole or in part, within any fire lane required by ordinance of the City or within aisles, driveways or maneuvering areas necessary to provide reasonable access to any parking space within an off-street parking facility.

B. Minimum Off-Street Parking Required

1. The minimum amount of off-street parking shall be calculated in accordance with Table 15-400 of the "Zoning" Chapter of the Code of the City of Arlington.

2. Where a major sports complex or approved venue project is used for a combination of uses, the minimum amount of off-street parking required shall be the composite or sum of the requirements for each type of use, provided that such sum shall be reduced based on the method prescribed by Subsection 15-300(C)(2) of the "Zoning" Chapter of the Code of the City of Arlington.

3. In determining the required number of parking spaces, fractional spaces shall be counted to the nearest whole space.

4. Parking spaces located in drive-through lanes shall not be counted as meeting the required minimum parking.

5. The floor area of structures devoted to off-street parking of vehicles shall be excluded in computing the floor area for off-street parking requirements.

6. Parking required under this Section may be satisfied by any parking spaces that the person or entity holding or owning (whether directly or indirectly), from time to time, the legal possessory right or interest to the lot or tract occupied by such use has the right to use, provided such parking is located at any parking facility within the same zoning district as such use.

7. Provided none of the uses sharing a parking facility require the same parking space at the same time, each use shall be deemed to have provided such parking individually for purposes of satisfying the requirements of this Section.

8. No parking located within any publicly dedicated right-of-way shall count toward the number of off-street spaces required under this Section.

C. Construction Design Standards

1. Pavement Parking facilities shall utilize any of the following pavement systems: asphalt, concrete and porous paving system, as defined in the "Construction" Chapter of the Code of the City of Arlington.

2. Spaces No parking space shall be less than 18 feet in length and 9 feet in width. Exception: Parking spaces may be reduced in length when a tire-stop curb is installed 16 feet from the maneuvering lane and a clear space of two feet is provided for a vehicle to overhang. The overhang is not permitted over public property, any sidewalks, or a setback in which parking is not permitted. Such reduction is permitted only when the width of the maneuvering lane is maintained at 26 feet.

3. Markings Parking spaces shall be striped or otherwise clearly designated on the parking facility surface, and shall not include any fire lane or other area necessary for aisles or maneuvering of vehicles.

4. Lighting Parking lots shall have exterior lighting in all publicly accessible areas. Such lighting need not be operated on non-event days. All such lighting shall be controlled by a photo cell or seasonally-adjusted timer switch. Light intensity shall be a minimum of 0.4 foot candle power. The light intensity value shall not represent the initial illumination of a light, but shall represent the maximum level of acceptable darkness in any publicly accessible area when measured at a height not greater than three feet from the ground. Lighting fixtures that have been identified as non-operable shall be repaired to an operable state within 72 hours.

D. Parking for the Disabled Required parking spaces for the disabled shall be provided for all uses in accordance with Subsection 15-200(D) of the "Zoning" Chapter of the Code of the City of Arlington.

E. Maintenance Parking facilities and loading berths shall be maintained and kept in a state of good repair at all times by the owner or the person in control of the premises.

F. Use Any parking facility within a major sports complex or as part of an approved venue project may contain, as an accessory use, any use permitted by the "Zoning" Chapter of the Code of the City of Arlington within the zoning district in which such parking facility is located.

Section 3-300 Off-Street Loading Standards

A. Off-street facilities shall be provided and maintained for receiving and loading of merchandise, supplies and materials.

B. Required off-street loading facilities may be adjacent to a public alley or private service drive, or may consist of a berth within a structure.

C. No portion of a loading facility may extend into a public right-of-way or into an off-street parking facility elsewhere herein required.

D. Off-street loading spaces or truck berths shall provide maneuvering areas on site to prevent any blockage of public right-of-way.

3.

Any person, firm, corporation, agent or employee thereof who violates any of the provisions of this ordinance shall be guilty of a misdemeanor and upon conviction thereof shall be fined an amount not to exceed Two Thousand and No/100 Dollars ($2,000.00) for each offense. Each day that a violation is permitted to exist shall constitute a separate offense.

4.

This ordinance shall be and is hereby declared to be cumulative of all other ordinances of the City of Arlington, and this ordinance shall not operate to repeal or affect any of such other ordinances except insofar as the provisions thereof might be inconsistent or in conflict with the provisions of this ordinance, in which event such conflicting provisions, if any, in such other ordinance or ordinances are hereby repealed.

5.

If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be unconstitutional, such holding shall not affect the validity of the remaining portions of this ordinance.

6.

All of the regulations provided in this ordinance are hereby declared to be governmental and for the health, safety and welfare of the general public. Any member of the City Council or any City official or employee charged with the enforcement of this ordinance, acting for the City of Arlington in the discharge of his/her duties, shall not thereby render himself/herself personally liable; and he/she is hereby relieved from all personal liability for any damage that might accrue to persons or property as a result of any act required or permitted in the discharge of his/her said duties.

7.

Any violation of this ordinance can be enjoined by a suit filed in the name of the City of Arlington in a court of competent jurisdiction, and this remedy shall be in addition to any penal provision in this ordinance or in the Code of the City of Arlington.

8.

The caption and penalty clause of this ordinance shall be published in a newspaper of general circulation in the City of Arlington, in compliance with the provisions of Article VII, Section 15, of the City Charter. Further, this ordinance may be published in pamphlet form and shall be admissible in such form in any court, as provided by law.

9.

This ordinance shall become effective ten days after first publication.

PRESENTED AND GIVEN FIRST READING on the **28th** day of **February**, **2006,** at a regular meeting of the City Council of the City of Arlington, Texas; and GIVEN SECOND READING, passed and approved on the **14th** day of **March, 2006**, by a vote of **8** ayes and **0** nays at a regular meeting of the City Council of the City of Arlington, Texas.

APPROVED AS TO FORM:
JAY DOEGEY, City Attorney

BY Eddie Martin

Ordinance No. 09-070

An ordinance amending the "Major Sports Complex" Chapter of the Code of the City of Arlington, Texas, 1987, by the amendment of Article I, Title, Purpose, Rules of Construction and Definitions, Section 1-200, Purpose, and Section 1-300, Rules of Construction; and by the addition of Article IV, Temporary Supergraphic Wall Decor, containing findings and other provisions relating to the foregoing subject; providing for a fine of up to $2,000 for each violation of the ordinance; providing this ordinance be cumulative; providing for severability, governmental immunity, injunctions, publication and an effective date

WHEREAS, major sports complexes contribute significantly to the tourist based economy and family entertainment cultural and social quality of life for the residents of the City of Arlington (the "City"); and

WHEREAS, the City Council of the City desires to further the festive image of major sports complexes, to protect public and private investment in major sports complexes, and to promote orderly growth within the Festival District; and

WHEREAS, the City Council of the City desires to amend the "Major Sports Complex" Chapter of the Code of the City of Arlington, Texas, 1987; NOW THEREFORE

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ARLINGTON, TEXAS:

1.

That the findings contained in the preamble of this Ordinance are determined to be true and correct and are hereby adopted as a part of this Ordinance.

2.

That the **"Major Sports Complex"** Chapter of the Code of the City of Arlington, Texas, 1987, is hereby amended by the amendment of Article I, Title, Purpose, Rules of Construction and Definitions, **Section 1-200**, Purpose, so that hereafter said section shall read as follows:

Section 1-200 Purpose

The regulations provided herein have been established for the purpose of promoting the health, safety and general welfare of the citizens of the City of Arlington. These regulations have been made to recognize the unique character and needs of major sports complexes; to maximize the contribution of major sports complexes to the tourist

based economy; to promote family entertainment; to significantly impact the cultural and social quality of life for the residents of the City of Arlington; to promote quality development; to safeguard and enhance property values; and to protect public and private investment. The supergraphic wall decor regulations have been established to promote major events at major sports complexes, publicize that the Major Sports Complex is located in Arlington, and to safeguard the public interest in, and enhance the value of, the Major Sports Complex.

Further, Article I, **Section 1-300,** Rules of Construction, is hereby amended so that hereafter said section shall read as follows:

Section 1-300 Rules of Construction

This Chapter is solely applicable to major sports complexes and approved venue projects, and temporary supergraphic wall decor related to certain special events that will take place in the main facility of a major sports complex. In the event of any conflict between the provisions of this Chapter and any other chapter, regulation or ordinance of the City of Arlington, this Chapter shall control and shall fully supersede all inconsistent requirements and all additional requirements with respect to the subject matter hereof. City Council (in its sole discretion, by ordinance and without holding a public hearing) may establish, modify, supplement or abolish any regulation contained in this Chapter.

Further, the **"Major Sports Complex"** Chapter of the Code of the City of Arlington, Texas, 1987, is hereby amended by the addition of **Article IV,** Temporary Supergraphic Wall Decor, so that hereafter said Article shall read as follows:

ARTICLE IV

TEMPORARY SUPERGRAPHIC WALL DECOR

Section 4-100 Applicability

With respect to temporary supergraphic wall decor related to a special event at a major sports complex, the supergraphic wall decor shall be subject to the terms and provisions of this Article and shall be exempt from Article XVI, Sign Standards, of the "Zoning" Chapter of the Code of the City of Arlington, and Section 7.01 of the sign requirements of the "Construction" Chapter of the Code of the City of Arlington.

Section 4-200 Permit Required

Temporary supergraphic wall decor may be approved only by supergraphic wall decor permit, subject to the regulations in this Article. A sign permit is not required.

The permit application shall include the name and address of the applicant and the organizer of the special event, the date and location of the special event, the expected attendance at the special event, the location of the proposed wall decor, an elevation showing the dimensions and graphic layout of the wall decor, the method of attachment, projection, or installation of the wall decor to the building, and any other information the Zoning Administrator determines is necessary to evaluate the application.

No application shall be reviewed which is not complete and accompanied by payment of the permit fee as established by resolution of the City Council. No part of the fee shall be refundable unless the application is withdrawn by the applicant prior to the City's full review of the application, and inspection of the wall decor as applied, in which case, the City shall refund a pro rata portion of the fee to the applicant based on the amount of work done on the application by the City.

Section 4-300 Interpretations and Exemptions

The requirements of this Section shall apply to all supergraphic wall decor visible from a public street or adjacent property. Supergraphic wall decor shall only be allowed in connection with significant national and international events with an anticipated attendance of ninety thousand or more when located in Cowboys Stadium or forty thousand or more when located in Rangers Ballpark.

Eligible Facility

Supergraphic wall decor is only permitted on a building that is at least 70 feet in height.

Maximum area

The maximum area of wall decor on one building is 10,000 square feet. At least 75 percent of the wall decor area must be graphic (nontextual) content, a maximum of 20 percent may be text, and at least 5 percent must bear the logo and/or the tag line of the City of Arlington. The City's logo or tag line must be placed in the upper right hand corner of the graphic.

Lighting

External lighting of the wall decor is permitted.

Time limit

The supergraphic wall decor may be displayed for a maximum period of 14 consecutive days, at least one of which must be the day of the special event to which the wall decor is related.

Permitted Locations

Supergraphic wall decor is permitted only on buildings within the Entertainment District Overlay and within one mile of a primary route for ingress or egress, as defined in section 16-2500 of the Zoning Ordinance. Supergraphic wall decor may not be located within 660 feet of a regulated highway pursuant to the Highway Beautification Act.

Special Conditions

1. No portion of the supergraphic wall decor shall extend beyond the wall face to which it is attached.

2. No portion of the supergraphic wall decor may restrict access to any point of ingress or egress.

3. No supergraphic wall decor shall be attached to any structure deemed historic by the Landmark Preservation Commission.

4. The Zoning Administrator shall have the authority to vary the location of the City's logo or tag line depending on the design of the graphic if the new location is in compliance with the spirit and intent of this article.

5. No more than six special events in the City in each calendar year may include supergraphic wall decor.

3.

Any person, firm, corporation, agent or employee thereof who violates any of the provisions of this ordinance shall be guilty of a misdemeanor and upon conviction thereof shall be fined an amount not to exceed Two Thousand and No/100 Dollars ($2,000.00) for each offense. Each day that a violation is permitted to exist shall constitute a separate offense.

4.

This ordinance shall be and is hereby declared to be cumulative of all other ordinances of the City of Arlington, and this ordinance shall not operate to repeal or affect any of such other ordinances except insofar as the provisions thereof might be inconsistent or in conflict with the provisions of this ordinance, in which event such conflicting provisions, if any, in such other ordinance or ordinances are hereby repealed.

5.

If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be unconstitutional, such holding shall not affect the validity of the remaining portions of this ordinance.

6.

All of the regulations provided in this ordinance are hereby declared to be governmental and for the health, safety and welfare of the general public. Any member of the City Council or any City official or employee charged with the enforcement of this ordinance, acting for the City of Arlington in the discharge of his/her duties, shall not thereby render himself/herself personally liable; and he/she is hereby relieved from all personal liability for any damage that might accrue to persons or property as a result of any act required or permitted in the discharge of his/her said duties.

7.

Any violation of this ordinance can be enjoined by a suit filed in the name of the City of Arlington in a court of competent jurisdiction, and this remedy shall be in addition to any penal provision in this ordinance or in the Code of the City of Arlington.

8.

The caption and penalty clause of this ordinance shall be published in a newspaper of general circulation in the City of Arlington, in compliance with the provisions of Article VII, Section 15, of the City Charter. Further, this ordinance may be published in pamphlet form and shall be admissible in such form in any court, as provided by law.

9.

This ordinance shall become effective upon second publication.

PRESENTED AND GIVEN FIRST READING on the 13th day of October, 2009, at a regular meeting of the City Council of the City of Arlington, Texas; and GIVEN SECOND READING, passed and approved on the 27th day of October, 2009, by a vote of 8 ayes and 0 nays at a regular meeting of the City Council of the City of Arlington, Texas.

ROBERT N. CLUCK, Mayor

ATTEST:

KAREN BARTAR, City Secretary

APPROVED AS TO FORM:
JAY DOEGEY, City Attorney

BY

01/10/11
01/17/11

Ordinance No. 11-002

An ordinance amending the "Major Sports Complex" Chapter of the Code of the City of Arlington, Texas, 1987, by the amendment of Article IV, Temporary Supergraphic Wall Decor, Section 4-300, Interpretations and Exemptions, by the amendment of the subsections titled Eligible Facility, Time Limit and Special Conditions, relative to building height and display time; providing for a fine of up to $2,000 for each violation of the ordinance; providing this ordinance be cumulative; providing for severability, governmental immunity, injunctions, and publication; and declaring an emergency and becoming effective upon second publication.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ARLINGTON, TEXAS:

1.

That the **"Major Sports Complex"** Chapter of the Code of the City of Arlington, Texas, 1987, is hereby amended through the amendment of **Article IV**, Temporary Supergraphic Wall Decor, **Section 4-300**, Interpretations and Exemptions, by the amendment of the subsections titled **Eligible Facility**, **Time Limit** and **Special Conditions**, so that hereafter said subsections shall read as follows:

Eligible Facility

Supergraphic wall decor is only permitted on a building that is at least 50 feet in height.

Time limit

The supergraphic wall decor may be displayed for a maximum period of 30 consecutive days, at least one of which must be the day of the special event to which the wall decor is related. The Zoning Administrator, after review of a request from the applicant, shall have the administrative authority to extend the display time-frame to 45 days depending on the nature of the event in question.

Special Conditions

1. No portion of the supergraphic wall decor shall extend beyond the wall face to which it is attached.

2. No portion of the supergraphic wall decor may restrict access to any point of ingress or egress.

3. No supergraphic wall decor shall be attached to any structure deemed historic by the Landmark Preservation Commission.

4. The Zoning Administrator shall have the authority to vary the location of the City's logo or tag line depending on the design of the graphic if the new location is in compliance with the spirit and intent of this article.

5. No more than six special events in the City in each calendar year may include supergraphic wall decor.

2.

Any person, firm, corporation, agent or employee thereof who violates any of the provisions of this ordinance shall be guilty of a misdemeanor and upon conviction thereof shall be fined an amount not to exceed Two Thousand and No/100 Dollars ($2,000.00) for each offense. Each day that a violation is permitted to exist shall constitute a separate offense.

3.

This ordinance shall be and is hereby declared to be cumulative of all other ordinances of the City of Arlington, and this ordinance shall not operate to repeal or affect any of such other ordinances except insofar as the provisions thereof might be inconsistent or in conflict with the provisions of this ordinance, in which event such conflicting provisions, if any, in such other ordinance or ordinances are hereby repealed.

4.

If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be unconstitutional, such holding shall not affect the validity of the remaining portions of this ordinance.

5.

All of the regulations provided in this ordinance are hereby declared to be governmental and for the health, safety and welfare of the general public. Any member of the City Council or any City official or employee charged with the enforcement of this ordinance, acting for the City of Arlington in the discharge of his/her duties, shall not thereby render himself/herself personally liable; and he/she is hereby relieved from all personal liability for any damage that might accrue to persons or property as a result of any act required or permitted in the discharge of his/her said duties.

6.

Any violation of this ordinance can be enjoined by a suit filed in the name of the City of Arlington in a court of competent jurisdiction, and this remedy shall be in addition to any penal provision in this ordinance or in the Code of the City of Arlington.

7.

The caption and penalty clause of this ordinance shall be published in a newspaper of general circulation in the City of Arlington, in compliance with the provisions of Article VII, Section 15, of the City Charter. Further, this ordinance may be published in pamphlet form and shall be admissible in such form in any court, as provided by law.

8.

This is an ordinance for the immediate preservation of the public peace, property, health and safety, and is an emergency measure within the meaning of Article VII, Sections 11 and 12, of the City Charter; and the City Council, by the affirmative vote of all of its members present and voting, hereby declares that this ordinance is an emergency measure, and the requirement that it be read at two (2) meetings, as specified in Section 11, is hereby waived.

9.

This ordinance shall become effective upon second publication.

PRESENTED, FINALLY PASSED AND APPROVED, AND EFFECTIVE on the 4th day of January, 2011, by a vote of 9 ayes and 0 nays at a regular meeting of the City Council of the City of Arlington, Texas.

ROBERT N. CLUCK, Mayor

ATTEST:

MARY W. SUPINO, City Secretary

APPROVED AS TO FORM:
JAY DOEGEY, City Attorney

BY

Ordinance No. 15-019

An ordinance amending the "Major Sports Complex" Chapter of the Code of the City of Arlington, Texas, 1987, through the amendment of Article I, Title, Purpose, Rules of Construction and Definitions, Section 1-400, Definitions, by the addition of the definitions of "Electronic Message Center Sign", "Off-site", "On-site", "Parking Lot Identification Sign", "Primary Route for Ingress or Egress", "Promotional Relationship", "Site Circulation Signs", "Sponsor Panel", "Temporary Special Events Banner" and "Vertical Banner" and the amendment of the definitions of "Major Sports Complex" and "Parking Facility"; through the amendment of Article II, Landscape and Screening Standards, Section 2-100, Applicability, and Section 2-200, Requirements; through the amendment of Article III, Specialized Parking Standards, Section 3-100, Applicability, and Section 3-200, Off-Street Parking Standards; through the amendment of Article IV, Temporary Supergraphic Wall Decor, Section 4-100, Applicability, and Section 4-300, Interpretations and Exemptions; and through the amendment of Article V, Sign Standards; related to incorporating Major Sports Complex Sign Standards and related definitions (previously located in the "Unified Development Code" Chapter); providing for a fine of up to $2,000 for each violation; providing this ordinance be cumulative; and providing for severability, governmental immunity, injunctions, publication, and becoming effective ten days after first publication

WHEREAS, after notice and public hearing the Planning and Zoning Commission heard and recommended amendment of the "Major Sports Complex" Chapter on February 18, 2015; and

WHEREAS, after notice and public hearing, and upon consideration of the recommendation of the Commission and of all testimony and information submitted during the public hearing, the City Council has determined that it is in the best interest of the public and in support of the health, safety, morals, and general welfare of the citizens that the amendments relating to the "Major Sports Complex" Chapter be approved; NOW THEREFORE

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ARLINGTON, TEXAS:

1.

That the "**Major Sports Complex**" Chapter of the Code of the City of Arlington, Texas, 1987, is hereby amended through the amendment of **Article 1,** Title, Purpose,

Rules of Construction and Definitions, **Section 1-400**, Definitions, by the addition of the definitions of "Electronic Message Center Sign", "Off-site", "On-site", "Parking Lot Identification Sign", "Primary Route for Ingress or Egress", "Promotional Relationship", "Site Circulation Signs", "Sponsor Panel", "Temporary Special Events Banner" and "Vertical Banner" and the amendment of the definitions of "Major Sports Complex" and "Parking Facility", so that hereafter said section shall be and read as follows:

Section 1-400 Definitions

"Approved Venue Project" shall have the meaning provided in Chapter 334 of the Texas Local Government Code.

"Electronic Message Center Sign" means a sign displaying public service information, any similar public interest information, information about events (including pre-event and post-event entertainment) on the premises and/or related advertising for a general business located on the same premises (including a product, service, or company offering goods or services on the premises or having a promotional relationship for events occurring on the premises, including, but not limited to, naming rights holders, multiple event sponsors, and individual event sponsors) through electronically controlled intermittent light pulses or other technology that can display, emit, or project (or is readily capable of displaying, emitting, or projecting) animated or video images.

"Main Facility" means a facility designed to seat at least 40,000 spectators for professional or amateur sports events.

"Major Sports Complex" means a sports and entertainment complex that includes a multi-functional stadium, coliseum, or other community and entertainment event venue for use by one or more professional or amateur sports teams with a main facility designed to seat at least 40,000 spectators, along with areas adjacent to such main facility that are legally possessed by either (i) the City or (ii) the person or entity holding or owning (whether directly or indirectly), from time to time, the legal possessory right or interest to use or occupy such main facility. A Major Sports Complex may, at the option of the holder of the possessory right thereof, include on the main facility or any area adjacent thereto any athletic training or practice facility, store, restaurant, hotel, food preparation facility, concession, office, museum, park, entertainment use, heliport, automobile parking facility (whether structured or surface), area transportation facility, road, street, or other related improvement. For the purposes hereof: (i) the phrase "indirectly" shall include any entity that is an intermediary, affiliate, parent, subsidiary, or successor in interest to any person or entity holding a possessory right to such main facility; and (ii) an area adjacent to a main facility that is used for any of the purposes set out above shall be entitled to the applicable benefits of Article 7, Sign Standards, of the "Unified Development Code" Chapter of the Code of the City of Arlington if such area (x) is legally possessed by the person or entity holding or owning, from time to time, the legal possessory right or interest to use or occupy such main facility or (y) is legally possessed by one or more intermediaries, affiliates, parents, or subsidiaries of such person or entity holding the possessory right to such main facility, or any successor owner or holder of such possessory right to such main facility or adjacent property; provided, however, such successor in interest must hold (i.e., own or lease) the portion of the main facility or adjacent property so used, provided, further, that no signage rights granted under Article

7, Sign Standards, of the "Unified Development Code" Chapter of the Code of the City of Arlington may be severed from the rights held by the holder of the possessory rights to a main facility and/or such adjacent area to any third party not holding such possessory rights. Signage permitted under the applicable provision of Article 7, Sign Standards, of the "Unified Development Code" Chapter of the Code of the City of Arlington may remain as permitted notwithstanding any future conveyance of such possessory interest of the land affected thereby.

"Off-site" means located outside a major sports complex.

"On-site" means located within a major sports complex.

"Parking Facility" shall mean either structured or surface parking.

"Parking Lot Identification Sign" means sign used to identify a parking lot in a multi-parking lot development.

"Primary Route for Ingress or Egress" means the specific portions of arterial streets designated in Exhibit "A" attached to this Code and incorporated herein for all purposes.

"Promotional Relationship". Any sign authorized by this Section that directs attention, directly or indirectly, to any of the following promotional relationships with either a major sports complex or the person or entity holding or owning, from time to time, the legal possessory right or interest to use or occupy a main facility shall not be considered "off-premise" advertising: events (including pre-event and post-event entertainment), products, services and companies located within a major sports complex and products, services and companies having a promotional relationship for teams at a main facility or events occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors).

"Site Circulation Signs" means a sign used to direct pedestrian and/or vehicular traffic to various locations within a major tourist attraction.

"Sponsor Panel" means a portion of a sign displaying the name of a product, service, or company offering goods or services onsite or having a promotional relationship for events occurring on the premises.

"Temporary Special Events Banner" means a sign which is painted or displayed upon cloth, flexible plastic, or other similar material which is used to announce a convention or a special event held at a major tourist attraction, on a limited basis.

"Vertical Banner" means any sign of lightweight fabric or similar material that is mounted to a pole in a vertical fashion by a frame at one or more edges.

Other sign-related definitions in Section 12.6, Definitions Related to Signs, in the "Unified Development Code" Chapter of the Code of the City of Arlington, as amended, are incorporated herein.

Further, **Article II**, Landscape and Screening Standards, **Section 2-100**, Applicability, is hereby amended so that hereafter said section shall be and read as follows:

Section 2-100 Applicability

With respect to landscaping and screening requirements (including, without limitation, any terms and provisions concerning tree preservation and replacement, landscaping, irrigation systems and submission of landscape plans), development within any major sports complex and of any approved venue project shall be subject to the terms and provisions of this Article and, except as otherwise provided in this Article, shall be exempt from Article 5, Design and Development Standards, Section 5.3, Screening Buffering and Fences, of the "Unified Development Code" (UDC) Chapter of the Code of the City of Arlington.

Further, **Article II**, **Section 2-200**, Requirements, is hereby amended so that hereafter said section shall be and read as follows:

Section 2-200 Requirements

A. Minimum Width of Landscape Setback

1. There shall be a landscape setback of at least thirty (30) feet adjacent to each publicly dedicated street.

2. The distance to any publicly dedicated street shall be measured perpendicular to the right-of-way line.

B. Coverage

1. Except as otherwise provided in this section, the landscape setback shall not be covered with any impervious surface.

2. Any parking facility that utilizes reinforced grass paving or permeable pavement (as defined in the "Unified Development Code" Chapter of the Code of the City of Arlington) is permitted within the landscape setback, provided any such parking facility is at least twelve (12) feet from any public right of way.

3. Whether impervious or not, roof overhangs, awnings, pedestrian shelters, sidewalks, plazas, lighting, street furniture, sculptures, fountains, underground utilities, irrigation systems, access driveways, drainage facilities and signage are permitted within each landscape setback.

C. Required Trees

1. One (1) tree of at least four (4) inches caliper is required for every thirty (30) linear feet of public street frontage within each landscape setback.

2. In addition, in aggregate, all landscape setbacks developed in conjunction with the development must contain at least one (1) tree of at least four (4) inches caliper for every twenty (20) parking spaces within all surface parking facilities constructed as part of such development.

3. For purposes of calculating the number of trees required under this Section, three (3) ornamental trees of the species listed in the Approved Plant List Information Bulletin of the UDC Chapter of the Code of the City of Arlington shall be deemed one (1) tree of at least four (4) inches caliper.

4. Trees planted within twelve (12) feet of any publicly dedicated street shall comply with the following:

   a. The species of street shade trees planted shall be limited to those listed in the Approved Plant List Information Bulletin of the UDC Chapter of the Code of the City of Arlington.

   b. The species of ornamental trees planted shall be limited to those listed in the Approved Plant List Information Bulletin of the UDC Chapter of the Code of the City of Arlington.

D. Irrigation Systems Each landscape setback shall be irrigated with an automatic sprinkler or drip irrigation system, equipped with rain and freeze sensors in accordance with Section 4.27(C) of the "Water and Sewer" Chapter of the Code of the City of Arlington.

E. Visibility Triangles Maintained Each landscape setback shall comply with Article IX of the "Streets" Chapter of the Code of the City of Arlington.

Further, **Article III**, Specialized Parking Standards, **Section 3-100**, Applicability, is hereby amended so that hereafter said section shall be and read as follows:

Section 3-100 Applicability

With respect to off-street parking and loading requirements, development within any major sports complex and of any approved venue project shall be subject to the terms and provisions of this Article and, except as otherwise provided in this Article, shall be exempt from the terms and provisions of Section 5.4, Off-Street Parking and Loading, of the "Unified Development Code" Chapter of the Code of the City of Arlington.

Further, **Article III**, **Section 3-200**, Off-Street Parking Standards, is hereby amended so that hereafter said section shall be and read as follows:

Section 3-200 Off-Street Parking Standards

A. Location

1. It is not necessary that required off-street parking for each use be located on the same lot or tract occupied by such use.

2. No off-street parking or loading space shall be located, either in whole or in part, within any fire lane required by ordinance of the City or within aisles, driveways or maneuvering areas necessary to provide reasonable access to any parking space within an off-street parking facility.

B. Minimum Off-Street Parking Required

1. The minimum amount of off-street parking shall be calculated in accordance with Table 5.4-1, Off-Street Parking Schedule A, of the "Unified Development Code" Chapter of the Code of the City of Arlington.

2. Where a major sports complex or approved venue project is used for a combination of uses, the minimum amount of off-street parking required shall be the composite or sum of the requirements for each type of use, provided that such sum shall be reduced based on the method prescribed by Section 5.4.4(B), of the "Unified Development Code" Chapter of the Code of the City of Arlington.

3. In determining the required number of parking spaces, fractional spaces shall be counted to the nearest whole space.

4. Parking spaces located in drive-through lanes shall not be counted as meeting the required minimum parking.

5. The floor area of structures devoted to off-street parking of vehicles shall be excluded in computing the floor area for off-street parking requirements.

6. Parking required under this Section may be satisfied by any parking spaces that the person or entity holding or owning (whether directly or indirectly), from time to time, the legal possessory right or interest to the lot or tract occupied by such use has the right to use, provided such parking is located at any parking facility within the same zoning district as such use.

7. Provided none of the uses sharing a parking facility require the same parking space at the same time, each use shall be deemed to have provided such parking individually for purposes of satisfying the requirements of this Section.

8. No parking located within any publicly dedicated right-of-way shall count toward the number of off-street spaces required under this Section.

C. Construction Design Standards

1. Pavement. An all-weather surface parking facility shall be constructed of asphalt or concrete. The Zoning Administrator may approve the use of a porous paving system or other pervious surface.

2. Spaces. No parking space shall be less than eighteen (18) feet in length and nine (9) feet in width. Exception: Parking spaces may be reduced in length when a tire-stop curb is installed sixteen (16) feet from the maneuvering lane and a clear space of two feet is provided for a vehicle to overhang. The overhang is not permitted over public property, any sidewalks, or a setback in which parking is not permitted. Such reduction is permitted only when the width of the maneuvering lane is maintained at twenty-six (26) feet.

3. Markings. Parking spaces shall be striped or otherwise clearly designated on the parking facility surface, and shall not include any fire lane or other area necessary for aisles or maneuvering of vehicles.

4. Lighting. Parking lots shall have exterior lighting in all publicly accessible areas. Such lighting need not be operated on non-event days. All such lighting shall be controlled by a photo cell or seasonally-adjusted timer switch. Light intensity shall be a minimum of 0.4 foot candle power. The light intensity value shall not represent the initial illumination of a light, but shall represent the maximum level of acceptable darkness in any publicly accessible area when measured at a height not greater than three (3) feet from the ground. Lighting fixtures that have been identified as non-operable shall be repaired to an operable state within seventy-two (72) hours.

D. Parking for the Disabled. Required parking spaces for the disabled shall be provided for all uses in accordance with Americans with Disabilities Act and the Texas Accessibility Standards.

E. Maintenance. Parking facilities and loading berths shall be maintained and kept in a state of good repair at all times by the owner or the person in control of the premises.

F. Use. Any parking facility within a major sports complex or as part of an approved venue project may contain, as an accessory use, any use permitted by the "Unified Development Code" Chapter of the Code of the City of Arlington within the zoning district in which such parking facility is located.

Further, **Article IV**, Temporary Supergraphic Wall Decor, **Section 4-100**, Applicability, is hereby amended so that hereafter said section shall be and read as follows:

Section 4-100 Applicability

With respect to temporary supergraphic wall decor related to a special event at a major sports complex, the supergraphic wall decor shall be subject to the terms and provisions of this Article and shall be exempt from Section 7.01, Permits Required, of the sign requirements of the "Construction" Chapter of the Code of the City of Arlington.

Further, **Article IV**, **Section 4-300**, Interpretations and Exemptions, is hereby amended so that hereafter said section shall be and read as follows:

Section 4-300 Interpretations and Exemptions

The requirements of this Section shall apply to all supergraphic wall decor visible from a public street or adjacent property. Supergraphic wall decor shall only be allowed in connection with significant national and international events with an anticipated attendance of 90,000 or more when located in AT&T Stadium or 40,000 or more when located in Globe Life Ballpark.

Eligible Facility

Supergraphic wall decor is only permitted on a building that is at least fifty (50) feet in height.

Maximum area

The maximum area of wall decor on one building is 10,000 square feet. At least 75 percent of the wall decor area must be graphic (nontextual) content, a maximum of 20 percent may be text, and at least five percent must bear the logo and/or the tag line of the City of Arlington. The City's logo or tag line must be placed in the upper right hand corner of the graphic.

Lighting

External lighting of the wall decor is permitted.

Time limit

The supergraphic wall decor may be displayed for a maximum period of thirty (30) consecutive days, at least one of which must be the day of the special event to which the wall decor is related. The Zoning Administrator, after review of a request from the applicant, shall have the administrative authority to extend the display time-frame to forty-five (45) days depending on the nature of the event in question.

Permitted Locations

Supergraphic wall decor is permitted only on buildings within the Entertainment District Overlay and within one mile of a primary route for ingress or egress. Supergraphic wall decor may not be located within six-hundred sixty (660) feet of a regulated highway pursuant to the Highway Beautification Act.

Special Conditions

1. No portion of the supergraphic wall decor shall extend beyond the wall face to which it is attached.

2. No portion of the supergraphic wall decor may restrict access to any point of ingress or egress.

3. No supergraphic wall decor shall be attached to any structure deemed historic by the Landmark Preservation Commission.

4. The Zoning Administrator shall have the authority to vary the location of the City's logo or tag line depending on the design of the graphic if the new location is in compliance with the spirit and intent of this article.

5. No more than six (6) special events in the City in each calendar year may include supergraphic wall decor.

Further, **Article V**, Sign Standards, is hereby added, which shall be and read as follows:

ARTICLE V

SIGN STANDARDS

Section 5-100 Applicability, Exemptions, and Maintenance

A. Applicability

The requirements of this Section and Section 9.02, Sight Obstructions Prohibited Within Intersection Visibility Triangles, of the "Streets and Sidewalks" Chapter of the Code of the City of Arlington, shall apply to all signs visible from a public street or adjacent property within a major sports complex, except as otherwise provided herein. This includes restrictions regarding obstructions to view. The special regulations contained in this Section are the exclusive requirements and limitations under this Section for major sports complex signs and shall supersede all other requirements and limitations of this Section (including Section 7.9, Offsite Advertising Signs – Billboards, of the "Unified Development Code" Chapter of the Code of the City of Arlington). This Section is solely applicable to major sports complex signs.

B. Exemptions

All signs within a major sports complex that are not visible from a public street or adjacent property shall be exempt from all requirements and limitations of this Chapter. Any scoreboard, sign, or video screen that is located in, on, or around a main facility (extending to the more expansive of (a) the admission perimeter, (b) the drip line of such main facility or (c) on-site pedestrian pathways adjacent to and contiguous with such main facility, whether or not visible from a public street or adjacent property) of a major sports complex shall be exempt from all requirements and limitations of this Section. Notwithstanding the foregoing, signs that are visible from a public street or adjacent property and that are attached to the exterior (not including any field side) of a main facility designed to (i) seat at least 40,000 spectators but less than 70,000 spectators and (ii) house major league baseball games shall be subject to the requirements and limitations of Section 5-1400, Major League Baseball Main Facility Signs. Additionally, any permanent video screen that (a) is located within a major sports complex, (b) is not oriented toward a public street and (c) may only be incidentally visible from a public street shall be exempt from the requirements and limitations of this Section. No special exception shall be required for electronic message center signs permitted under this Section.

C. Permits

No permit under Article 7, Signs, of the "Construction" Chapter of the Code of the City of Arlington shall be required for any of the following when located within a major sports complex: primary and decorative flags and vertical banners, air balloons, temporary special events banners, and temporary video screens.

D. Maintenance

All signs authorized by this Section, together with all their supports, braces, guys, and anchors, shall be kept in good repair and proper working condition subject to normal wear and tear.

Section 5-200 Primary and Decorative Flags / Vertical Banners

A. Permissible Location

1. On-Site – Yes

2. Off-Site – Only along arterial streets that are identified as a primary route for ingress or egress for a main facility

B. Maximum area

1. On-Site – 87 square feet per flag or vertical banner

2. Off-Site – 35 square feet per flag or vertical banner

C. Maximum height: 35 feet

D. Minimum height: Six feet from pole base to the bottom of the flag/vertical banner

E. Lighting: External

F. Spacing: None

G. Time limit: None

H. Permitted in right-of-way

1. Primary or Decorative Flags - No

2. Vertical Banners – Yes

I. Special Conditions

1. Torn or severely weathered flags shall not be permitted.

2. Flags and vertical banners shall be secured at all points of attachment to a pole.

3. No more than two flags or vertical banners per pole shall be permitted.

4. The maximum height of rooftop flags shall be twenty-five (25) feet measured from the top of the building structure.

5. Up to 20 percent of each flag and vertical banner located outside a major sports complex as authorized by this Section may display the name and logo of any and all of the following: (1) products, services and companies located within a major sports complex; and (2) any product, service, or company having a promotional relationship for teams at a main facility or events (including pre-event and post-event entertainment) within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors). Up to 100 percent of each flag and vertical banner located outside a major sports complex may display the name and logo of any and all of the following: (1) teams at a main facility and events (including pre-event and post-event entertainment) within a major sports complex, and (2) special community sponsored events. Up to 100 percent of each flag and vertical banner located within a major sports complex may display the name and logo of any and all of the following: (1) products, services and companies located within a major sports complex; (2) teams at a main facility and events (including pre-event and post-event entertainment) within a major sports complex; (3) any product, service, or company having a promotional relationship for such teams or events (including, but not limited to, naming

rights holders, multiple event sponsors and individual event sponsors); and (4) special community sponsored events. For purposes of this section, a "special community sponsored event" is an event sponsored by community based, nonprofit entities, with an expected attendance of 20,000 or more persons and approved by City Council resolution.

6. Vertical banners may be attached to light standards or other poles in the right-of-way in accordance with a right-of-way use agreement approved by the City Manager and City Attorney. No monetary fee shall be imposed for such use of the right-of-way under such agreement.

7. The area of a vertical banner shall be calculated on the basis of one side. When used in this section, "side" shall refer to a single plane.

Section 5-300 Pole Signs

A. Permissible Location

1. On-Site – Only as specifically authorized under Subsection G, Special Conditions.

2. Off-Site – Only (i) as specifically authorized under Subsection G, Special Conditions, and (ii) at any location with a specific use permit.

B. Maximum area: 700 square feet. Where an electronic message center sign is provided, the maximum permitted area shall be increased to 1,200 square feet.

C. Maximum height: 80 feet; except signs that are within 660 feet of and visible from the main travel lanes of a controlled access freeway shall not exceed 42.5 feet in height above the higher surface elevation of the nearest frontage road or main travel lane.

D. Lighting: Internal or external

E. Permitted in right-of-way: Yes, in accordance with a right-of-way use agreement approved by the City Manager and City Attorney.

F. Time Limit: None

G. Special Conditions

1. Each pole sign authorized under this section shall be separated by not less than 625 feet from any other pole sign authorized under this Section.

2. Each main facility of a major sports complex is authorized to place a total of six pole signs in the City in any of the following locations:

a. Within a major sports complex;

b. Fronting arterial streets identified as a primary route for ingress or egress for a major sports complex (provided, however, no such sign shall front East Lamar Boulevard between Ascension Boulevard and Brookhollow Plaza Drive); and

c. Located in the vicinity of Interstate Highway 20 at its intersection with State Highway 360, as shown more particularly on Exhibit "B" attached to this Code and incorporated herein for all purposes. If located within 660 feet of a controlled access freeway, such signs shall not be placed outside a commercial or industrial zone.

3. In addition to the above, a main facility designed to seat at least 70,000 spectators is authorized to place one pole sign on a lot with frontage on Interstate Highway 30. Such sign may be located within or outside a major sports complex and may be located within 660 feet of a controlled access freeway. Additionally, such sign shall not be placed either: (a) outside a commercial or industrial zone, or (b) within 100 feet of any residential zone outside a major sports complex.

4. In addition to the above, the pole sign fronting Interstate Highway 30 for the main facility used as a major league baseball park shall be permitted as a pole sign authorized under this subsection, provided such sign complies with the requirements and limitations of this subsection.

5. In addition to the above, all main facilities in the City are authorized to collectively place up to two pole signs on lots with frontage on Interstate Highway 30 and one pole sign on a lot with frontage on State Highway 360. Such signs may be located within or outside a major sports complex and may be located within 660 feet of a controlled access freeway. Additionally, such signs shall not be placed either: (a) outside a commercial or industrial zone, or (b) within 100 feet of any residential zone outside a major sports complex.

6. Electronic message center signs shall be permitted on all pole signs authorized under this section.

7. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on all pole signs authorized under this section. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

8. Sponsor panels may be located on any portion or all of each permitted on-site pole sign. Sponsor panels may be located on any portion of each permitted off-site pole sign, subject to the following limitations:

   a. If less than the entire display area is an electronic message center sign, then no more than 35 percent of the total display area may be used for sponsor panels; and

   b. If the entire display area is an electronic message center sign, then no more than 35 percent of each half-hour period during which messages are displayed may be used for the display of products, services and companies located within a major sports complex or having a promotional relationship for events occurring within a major sports complex (provided, however, at any time, permitted pole signs may depict any or all of the following: the theme of a major sports complex, the name of a main facility, the name of a parking area, the name of a location within a major sports complex, an event to occur at a main facility, one or more professional or amateur sports teams that play at a main facility and the location of Arlington, Texas).

9. Reader boards may be incorporated into permitted pole signs, provided the combined area of reader boards for any one sign does not exceed 75 percent of such sign's display area.

10. Each pole sign may contain multiple display areas on multiple sides or all sides. The combined area of the pole sign shall be measured by summing the individual rectangle(s) enclosing each display area, exclusive of the pole(s). For spherical, free form, sculptural and other non-planar signs, the sign area shall be the sum of the areas using only the four vertical sides of the smallest hexahedron that will encompass the sign. Where there is more than one side to a pole sign, the total allowable area shall be doubled and the area may be distributed among the various sides, with no single side exceeding the original allowable area.

Section 5-400 Ground Signs

A. Permissible Location

   1. On-Site – Yes

   2. Off-Site – No

B. Maximum area: 400 square feet.

C. Maximum height: 24 feet.

D. Lighting: Internal or external

E. Permitted in right-of-way: Yes, in accordance with a right-of-way use agreement approved by the City Manager and City Attorney.

F. Time Limit: None

G. Special Conditions

1. One ground sign is permitted for each 200 lineal feet of street frontage or portion thereof within a major sports complex. Each ground sign must be separated by not less than 150 feet.

2. Electronic message center signs and reader boards shall be permitted on ground signs.

3. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on ground signs. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

4. Sponsor panels may be located on any portion of each permitted ground sign, subject to the following limitations:

   a. if less than the entire display area is an electronic message center sign, then no more than 90 percent of the total display area may be used for sponsor panels; and

   b. if the entire display area is an electronic message center sign, then no more than 90 percent of each half-hour period during which messages are displayed may be used for the display of products, services and companies located within a major sports complex or having a promotional relationship for events occurring within a major sports complex (provided, however, at any time, permitted ground signs may depict any or all of the following: the theme of a major sports complex, the name of a main facility, the name of a parking area, the name of a location within a major sports complex, an event to occur at a main facility, one or more professional or amateur sports teams that play at a main facility and the location of Arlington, Texas).

5. Each ground sign may contain multiple display areas on multiple sides or all sides. The combined area of the ground sign shall be measured by

summing the individual display areas. For spherical, free form, sculptural and other non-planar signs, the sign area shall be the sum of the areas using only the four vertical sides of the smallest hexahedron that will encompass the sign. Where there is more than one side to a ground sign, the total allowable area shall be doubled and the area may be distributed among the various sides, with no single side exceeding the original allowable area.

Section 5-500 Directional and Site Circulation Signs

A. Permissible Location

1. On-Site – No

2. Off-Site – Only: (i) as specifically authorized under Subsection G, Special Conditions, and (ii) at any location with a Specific Use Permit

B. Maximum area: 400 square feet.

C. Maximum height: 24 feet.

D. Lighting: Internal or external

E. Permitted in right-of-way: Yes, in accordance with a right-of-way use agreement approved by the City Manager and City Attorney.

F. Time Limit: None

G. Special Conditions

1. Directional and site circulation signs that are related to a major sports complex and owned or controlled, from time to time, by the person or entity holding or owning the legal possessory right or interest to use or occupy a main facility of a major sports complex shall be permitted where fronting arterial streets identified as a primary route for ingress or egress for a major sports complex.

2. One directional or site circulation sign shall be permitted for each 250 lineal feet of street frontage or portion thereof (provided however, no more than six such signs shall be permitted to front East Lamar Boulevard between Ascension Boulevard and Brookhollow Plaza Drive). Each such sign must be separated by not less than 250 feet.

3. Directional and site circulation signs may be any type of sign.

4. Electronic message center signs and reader boards shall be permitted on directional and site circulation signs.

5. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on directional and site circulation signs. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

6. Sponsor panels may be located on any portion of each permitted directional and site circulation sign, subject to the following limitations:

   a. if less than the entire display area is an electronic message center sign, then no more than 35 percent of the total display area may be used for sponsor panels; and

   b. if the entire display area is an electronic message center sign, then no more than 35 percent of each half-hour period during which messages are displayed may be used for the display of products, services and companies located within a major sports complex or having a promotional relationship for events occurring within a major sports complex (provided, however, at any time, permitted directional and site circulation signs may depict any or all of the following: the theme of a major sports complex, the name of a main facility, the name of a parking area, the name of a location within a major sports complex, an event to occur at a main facility, one or more professional or amateur sports teams that play at a main facility and the location of Arlington, Texas).

7. Each directional and site circulation sign may contain multiple display areas on multiple sides or all sides. The combined area of such signs shall be measured by summing the individual display areas. For spherical, free form, sculptural and other non-planar signs, the sign area shall be the sum of the areas using only the four vertical sides of the smallest hexahedron that will encompass the sign. Where there is more than one side to a ground sign, the total allowable area shall be doubled and the area may be distributed among the various sides, with no single side exceeding the original allowable area.

Section 5-600 Wall Signs

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: 70 percent of wall area (including exempt wall signs at the main facility).

C. Lighting: Internal or external

D. Permitted in right-of-way: n/a.

E. Time limit: None

F. Special Conditions

1. No wall sign shall:

   a. Extend horizontally more than 18 inches from the wall to which it is attached;

   b. Extend vertically above the height of the parapet of the wall to which it is attached (unless contiguous with a roof sign permitted under this Section); and

   c. Extend vertically below 10 feet above the height of the finished sidewalk along the adjacent right-of-way or pedestrian pathway (except that signs that do not exceed 65 square feet in size are exempt from this requirement, provided there is a separation between such signs of at least 50 linear feet along the adjacent right-of-way or pathway).

2. Electronic message center signs and reader boards shall be permitted on wall signs.

3. Wall murals shall be permitted as wall signs and may be sponsor panels.

4. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on wall signs, and may be located on any portion or all of each wall sign. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

Section 5-700 Stadium Entrance Gate and Parking Lot Entrance Signs

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: 450 square feet each.

C. Maximum height: 60 feet

D. Lighting: Internal or external

E. Permitted in right-of-way: Yes, in accordance with a right-of-way use agreement approved by the City Manager and City Attorney.

F. Time limit: None

G. Special Conditions

1. Up to three signs per entrance gate of each main facility and per each entrance to a parking area owned or controlled, from time to time, by the person or entity holding or owning the legal possessory right or interest to use or occupy a main facility of a major sports complex (whether directly, or indirectly through one or more intermediaries, affiliates, parents, or subsidiaries, including any combination thereof and any successors and assigns thereof) shall be permitted; no minimum spacing.

2. Electronic message center signs and reader boards shall be permitted on stadium entrance gate signs and parking lot entrance signs.

3. Stadium entrance gate signs and parking lot entrance signs may be any type of sign.

4. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) and off-premise advertising shall be permitted on stadium entrance gate signs and parking lot entrance signs, and may be located on any portion or all of each such sign. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

5. Each stadium entrance gate sign and parking lot entrance sign may contain multiple display areas on multiple sides or all sides. The combined area of the sign shall be measured by summing the individual rectangle(s) enclosing each display area, exclusive of any pole(s). For spherical, free form, sculptural and other non-planar signs, the sign area shall be the sum of the areas using only the four vertical sides of the smallest hexahedron that will encompass the sign. Where there is more than one side to a sign, the total allowable area shall be doubled and the area may be distributed among the various sides, with no single side exceeding the original allowable area.

Section 5-800 Major Site Identity Signs

A. Permissible Location

1. On-Site – Yes

2. Off-Site – Only (i) as specifically authorized under Subsection H, Special Conditions, and (ii) at any location with a Specific Use Permit

B. Maximum height: 100 feet.

C. Maximum width: 60 feet.

D. Maximum area: 12,000 square feet

E. Lighting: Internal or external

F. Permitted in right-of-way: Yes, in accordance with a right-of-way use agreement approved by the City Manager and City Attorney.

G. Time limit: None

H. Special Conditions

1. Each major site identity sign authorized under this Section shall be separated by not less than 625 feet from any other major site identity sign authorized under this Section.

2. Each main facility of a major sports complex is authorized to place a total of six major site identity signs in the City in any of the following locations:

a. Within a major sports complex;

b. Fronting arterial streets identified as a primary route for ingress or egress for a major sports complex (provided, however, no such

sign shall front East Lamar Boulevard between Ascension Boulevard and Brookhollow Plaza Drive); and

c. Located in the vicinity of Interstate Highway 20 at its intersection with State Highway 360, as shown more particularly on Exhibit "B" attached to this Code and incorporated herein for all purposes. If located within 660 feet of a controlled access freeway, such signs shall not be placed outside a commercial or industrial zone.

3. Each major site identity sign shall be some form of ground-based pylon.

4. Electronic message center signs shall be permitted on major site identity signs.

5. Each major site identity sign may contain multiple display areas on multiple sides or all sides.

6. Reader boards may be incorporated into permitted major site identity signs, provided the combined area of reader boards for any one sign does not exceed 25 percent of such sign's area.

7. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on all major site identity signs authorized under this Section. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

8. Sponsor panels may be located on any portion or all of each permitted on-site major site identity sign. Sponsor panels may be located on any portion of each permitted off-site major site identity sign, subject to the following limitations:

a. If less than the entire display area is an electronic message center sign, then no more than 35 percent of the total display area may be used for sponsor panels; and

b. If the entire display area is an electronic message center sign, then no more than 35 percent of each half-hour period during which messages are displayed may be used for the display of products, services and companies located within a major sports complex or having a promotional relationship for events occurring within a major sports complex (provided, however, at any time, permitted major site identity signs may depict any or all of the following: the

theme of a major sports complex, the name of a main facility, the name of a parking area, the name of a location within a major sports complex, an event to occur at a main facility, one or more professional or amateur sports teams that play at a main facility and the location of Arlington, Texas).

9. The combined area of each major site identity sign shall be measured by summing the entire area of all sides of the sign. For spherical, free form, sculptural and other non-planar signs, the sign area shall be the sum of the areas using only the four vertical sides of the smallest hexahedron that will encompass the sign.

Section 5-900 Roof Signs

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: 6,500 square feet.

C. Maximum height: 60 feet above the roof of the building to which it is attached.

D. Lighting: Internal or external

E. Permitted in right-of-way: n/a

F. Time limit: None

G. Special Conditions

1. Up to a total of six roof signs per main facility may be attached to any structure within a major sports complex. Signs that are either exempt under Section 5-100(B), Exemptions, or regulated under Section 5-1400, Major League Baseball Main Facility Signs, shall not be included in the six (6) signs authorized above.

2. Each roof sign shall not extend more than eighteen (18) inches beyond the front of any elevation of the building to which it is attached.

3. Roof signs located within six-hundred sixty (660) feet of the right-of-way of a controlled access freeway are permissible, provided such signs are: (a) not oriented toward a controlled access freeway, and (b) either not visible from or only incidentally visible from the main travel lanes of a controlled access freeway.

4. Each roof sign may contain multiple display areas on multiple sides or all sides.

5. Electronic message center signs and reader boards shall be permitted on roof signs.

6. The combined area of each roof sign shall be measured by summing the entire area of all sides of the sign. For spherical, free form, sculptural and other non-planar signs, the sign area shall be the sum of the areas using only the four vertical sides of the smallest hexahedron that will encompass the sign.

7. Roof murals that are not visible from the ground shall be permitted without area limitation, as roof signs.

8. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on roof signs, and may be located on any portion or all of each roof sign. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

Section 5-1000 **Arcade Signs**

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: 60 square feet.

C. Maximum height: Three feet.

D. Maximum width: 20 feet.

E. Minimum vertical clearance: Eight feet from the floor to the bottom of sign.

F. Lighting: Internal or external

G. Permitted in right-of-way: n/a

H. Time Limit: None

I. Special Conditions

1. Arcade signs shall be (a) either suspended from the ceiling of or projected from a wall of a roofed-passageway that has retail uses on at least one side and (b) located completely within the outside limits of the structural surfaces that delineate such passageway.

2. One arcade sign shall be permitted for each entrance.

3. Electronic message center signs and reader boards shall be permitted on arcade signs.

4. Each arcade sign shall not have more than two parallel display sides. The area of an arcade sign shall be calculated using the area of the largest display side.

5. Sponsor panels for products, services and companies located within a major sports complex and products, services and companies having a promotional relationship with teams at a main facility or events (including pre-event and post-event entertainment) occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors and individual event sponsors) shall be permitted on arcade signs, and may be located on any portion or all of each arcade sign. A sponsor panel must be removed if the sponsor product, service, or company ceases to be located within the major sports complex and/or all applicable promotional relationships (with respect to such sponsor panel) with teams at a main facility or events occurring within the major sports complex end.

Section 5-1100 Air Balloons

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: None

C. Maximum height of balloon: 100 feet

D. Lighting: Internal or external

E. Spacing: 50 feet

F. Permitted in right-of-way: Only during permitted parade.

G. Time limit: Sixty consecutive days for each special event.

H. Special Conditions

1. Thirty feet of clearance shall be maintained from all power lines to balloons. This applies to all balloons over three cubic feet, whether cold air or not.

2. Cold and hot air balloons may be used to announce any of the following:

   a. Products, services, and companies located within a major sports complex;

   b. Events (including pre-event and post-event entertainment) within a major sports complex; or

   c. Any product, service, or company having a promotional relationship for such events (including, but not limited to, naming rights holders, multiple event sponsors, and individual event sponsors). Hot air balloons may display off-premise advertising.

Section 5-1200 Temporary Special Events Banners

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: None

C. Maximum height: None

D. Lighting: External

E. Spacing: No limits

F. Permitted in right-of-way: Yes, in accordance with a right-of-way use agreement approved by the City Manager and City Attorney.

G. Time limit: Sixty consecutive days for each special event.

H. Special Conditions

1. Within a major sports complex, no limit in number applies.

2. Banners shall only be used to announce any of the following:

a. Events (including pre-event and post-event entertainment) held at a major sports complex;

b. Products, services, and companies located within a major sports complex; or

c. Products, services, and companies having a promotional relationship with teams at a main facility or events occurring within a major sports complex (including, but not limited to, naming rights holders, multiple event sponsors, and individual event sponsors).

3. Torn or weathered banners shall not be permitted.

Section 5-1300 Temporary Video Screens

A. Permissible Location

1. On-Site – Yes

2. Off-Site – No

B. Maximum area: 3,500 square feet.

C. Maximum height: None

D. Lighting: Internal or external

E. Spacing: No limit

F. Permitted in right-of-way: No.

G. Time limit: Sixty consecutive days for each special event.

H. Special Conditions

1. Temporary video screen units meeting the requirements of this subsection are allowed at a major sports complex.

2. Sponsor panels and off-premise advertising are allowed on temporary video screens. Sponsor panels and off-premise advertising may be located on any portion or all of a temporary video screen and shall not be required to be part of a temporary video screen.

3. Temporary video screens shall not be oriented toward any publicly dedicated street and may only incidentally be visible from any publicly dedicated street.

Section 5-1400 **Major League Baseball Main Facility Signs**

A. Applicability.

Any sign that is:

1. Attached to the exterior (not including any field side) of a main facility designed to

   a. Seat at least 40,000 spectators but less than 70,000 spectators, and

   b. House major league baseball games, and

2. Visible from a public street or adjacent property shall be permitted based on this Section 5-1400.

B. Decorative Flags and Pole Banners

1. Permissible location: on poles attached to and extending from the building roof or face.

2. Maximum area: 90 square feet per side.

3. Maximum height: decorative flags 25 feet from base of roof; pole banners 60 feet above grade.

4. Maximum number: no limit in number applies to decorative flags; a total of 30 pole banners shall be permitted, as follows: two at each corner entrance (i.e., Home Plate, First Base and Third Base) and six per side of the main facility.

5. No more than one flag or banner per pole shall be permitted.

6. Torn or severely weathered flags and banners shall not be permitted.

7. Sponsor panels displaying the name and logo of any and all of the following may be located on any portion or all of each decorative flag and pole banner:

   a. Products, services and companies located within a major sports complex;

   b. Teams at the main facility and events (including pre-event and post-event entertainment) within a major sports complex; and

   c. Any product, service, or company having a promotional relationship for such teams or events (including, but not limited to,

naming rights holders, multiple event sponsors and individual event sponsors).

C. Archway Banners

1. Permissible location: attached to the inside of an open archway.

2. Maximum area: 750 square feet

3. Maximum height: top of open archway.

4. Maximum number: a total of 27 shall be permitted, as follows: one per corner ticketed entrance and six per side of the main facility.

5. Torn or severely weathered banners shall not be permitted.

6. Sponsor panels displaying the name and logo of any and all of the following may be located on any portion or all of each archway banner:

   a. Products, services and companies located within a major sports complex;

   b. Teams at the main facility and events (including pre-event and post-event entertainment) within a major sports complex; and

   c. Any product, service, or company having a promotional relationship for such teams or events (including, but not limited to, naming rights holders, multiple event sponsors, and individual event sponsors).

D. Primary Entrance Signs

1. Permissible location: attached parallel to the building face and above a primary building entrance.

2. Maximum area: 150 square feet per side.

3. Maximum height: 80 feet above grade.

4. Maximum number: a total of seven shall be permitted, with no more than one per primary building entrance.

5. Sponsor panels displaying the name and logo of any and all of the following may be located on any portion or all of each primary entrance sign:

   a. Products, services, and companies located within a major sports complex;

b. Teams at the main facility and events (including pre-event and post-event entertainment) within a major sports complex; and

c. Any product, service, or company having a promotional relationship for such teams or events (including, but not limited to, naming rights holders, multiple event sponsors, and individual event sponsors).

E. Secondary Entrance Signs

1. Permissible location: attached perpendicular to the building face and adjacent to a secondary building entrance.

2. Maximum area: 20 square feet per side.

3. Maximum height: 10 feet above grade.

4. Maximum number: a total of 24 shall be permitted, with no more than six per side of the main facility.

5. Sponsor panels displaying the name and logo of any and all of the following may be located on any portion or all of each secondary entrance sign:

a. Products, services, and companies located within a major sports complex;

b. Teams at the main facility and events (including pre-event and post-event entertainment) within a major sports complex; and

c. Any product, service, or company having a promotional relationship for such teams or events (including, but not limited to, naming rights holders, multiple event sponsors, and individual event sponsors).

F. Roof Signs

1. Permissible location: at or above the roofline.

2. Maximum area: 6,500 square feet

3. Maximum height: 30 feet above the roof of the main facility.

4. Maximum number: four total, with no more than one per side of the main facility.

5. Electronic message center signs and reader boards shall not be permitted.

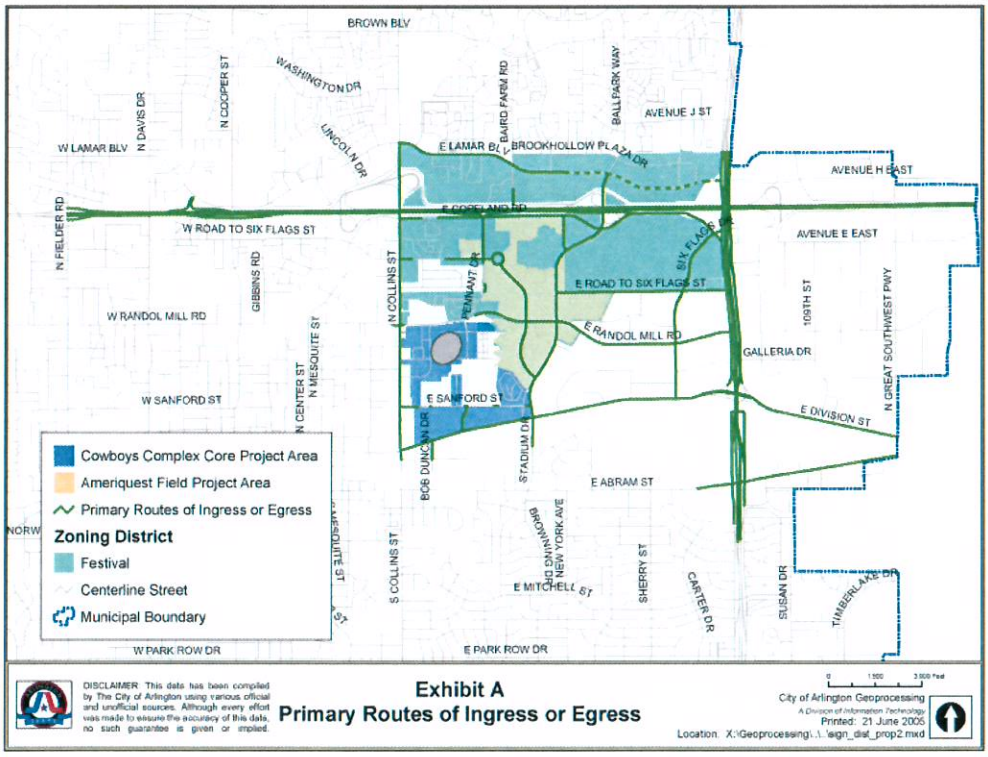
6. Roof murals that are not visible from the ground shall be permitted without area limitation, as roof signs.

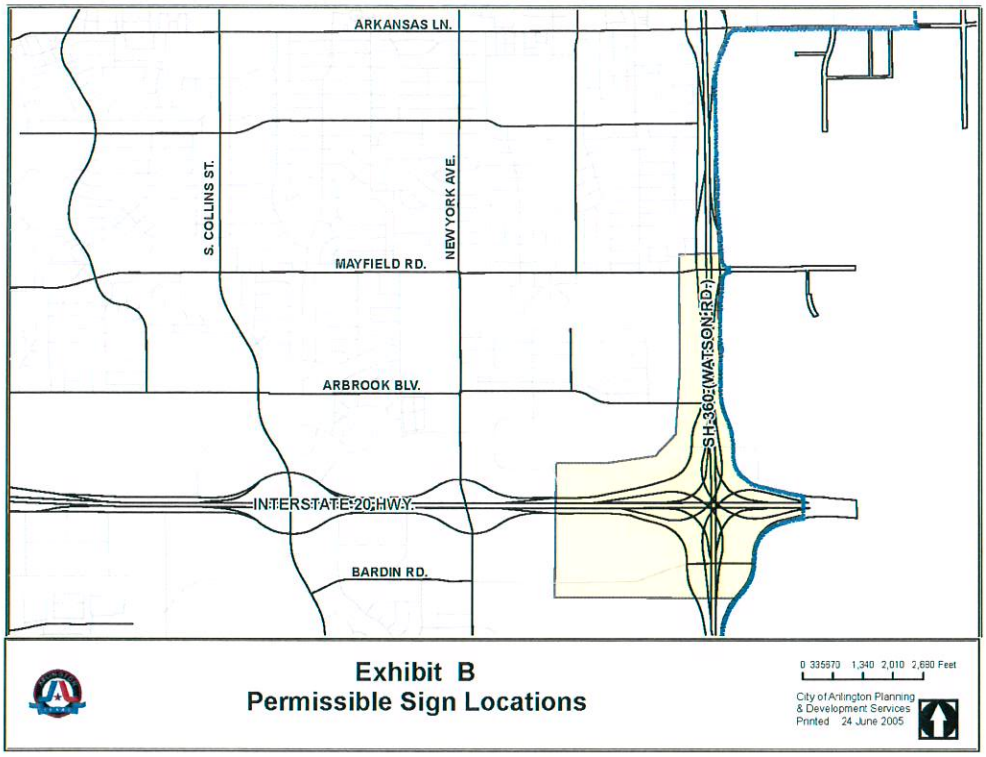
7. Sponsor panels displaying the name and logo of any and all of the following may be located on any portion or all of each roof sign:

   a. The name of the main facility,

   b. The name of a naming rights holder, and

   c. The logo of a naming rights holder.





2.

Any person, firm, corporation, agent or employee thereof who violates any of the provisions of this ordinance shall be guilty of a misdemeanor and upon conviction thereof shall be fined an amount not to exceed Two Thousand Dollars and No Cents ($2,000.00) for each offense. Each day that a violation is permitted to exist shall constitute a separate offense.

3.

This ordinance shall be and is hereby declared to be cumulative of all other ordinances of the City of Arlington, and this ordinance shall not operate to repeal or affect any of such other ordinances except insofar as the provisions thereof might be inconsistent or in conflict with the provisions of this ordinance, in which event such conflicting provisions, if any, in such other ordinance or ordinances are hereby repealed.

4.

If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be unconstitutional, such holding shall not affect the validity of the remaining portions of this ordinance.

5.

All of the regulations provided in this ordinance are hereby declared to be governmental and for the health, safety and welfare of the general public. Any member of the City Council or any City official or employee charged with the enforcement of this ordinance, acting for the City of Arlington in the discharge of his/her duties, shall not thereby render himself/herself personally liable; and he/she is hereby relieved from all personal liability for any damage that might accrue to persons or property as a result of any act required or permitted in the discharge of his/her said duties.

6.

Any violation of this ordinance can be enjoined by a suit filed in the name of the City of Arlington in a court of competent jurisdiction, and this remedy shall be in addition to any penal provision in this ordinance or in the Code of the City of Arlington.

7.

The caption and penalty of this ordinance shall be published in a newspaper of general circulation in the City of Arlington, Texas, in compliance with the provisions of Article VII, Section 15, of the City Charter. Further, this ordinance may be published in pamphlet form and shall be admissible in such form in any court, as provided by law.

8.

This ordinance shall become effective ten days after first publication.

PRESENTED AND GIVEN FIRST READING on the 12th day of May, 2015, at a regular meeting of the City Council of the City of Arlington, Texas; and GIVEN SECOND READING, passed and approved on the 26th day of May, 2015, by a vote of 9 ayes and 0 nays at a regular meeting of the City Council of the City of Arlington, Texas.

W. JEFF WILLIAMS, Mayor

ATTEST:

MARY W. SUPINO, City Secretary

APPROVED AS TO FORM:
TERIS SOLIS, City Attorney

BY