

Agenda Item 10 (Legislative Hearing)

Land Development Code Text Amendment

DEV2018-024

Article 6

STAFF REPORT

DATE: March 7, 2018

TO: Planning Board Members

FROM: Reed Berger, AICP, Redevelopment Director

REQUEST

A request by the Development and Administrative Services Department, Redevelopment Division, to amend Section 6.10 of the Land Development Code (LDC) to remove the prohibition of roof signs in redevelopment areas and permit roof signs in certain redevelopment zoning districts.

AMENDMENT BACKGROUND

Roof signs are currently prohibited in all five redevelopment areas of the City. Roof signs are currently permitted in all business and tourist districts in the City except for redevelopment areas. One of the reasons roof signs were originally prohibited in redevelopment areas was a desire to improve the aesthetic quality of the historic central business districts located in the Downtown and Main Street areas. An adverse consequence of prohibiting roof signs in redevelopment areas without regard to the character of each zoning district has resulted in limited choices of sign types that are available to businesses located outside the historic commercial centers of the community.

AMENDMENT DESCRIPTION

The proposed text amendment would remove the prohibition of roof signs in all redevelopment areas and permit roof signs in certain redevelopment zoning districts that are similar in character to other business and tourist districts in the City.

Staff is seeking approval of the proposed text amendment for Article 6 (*Attachment A*) of the Land Development Code.

Text Amendment Review Standards

The purpose of Section 3.4.B. is to provide a uniform means for amending the text of this Code whenever the public necessity, convenience, general welfare, comprehensive plan, or appropriate land use practices justify or require doing so.

The advisability of amending the text of this Code is a matter committed to the legislative discretion of the City Commission and is not controlled by any one factor. In determining whether to adopt or deny the proposed text amendment, the City Commission shall weigh the relevance of and consider the extent to which the proposed amendment:

a. Is consistent with the comprehensive plan;

The proposed text amendment is consistent with the comprehensive plan.

b. Is in conflict with any provision of this Code or the Code of Ordinances;

The proposed text amendment is in compliance with the Land Development Code and Code of Ordinances.

c. Is required by changed conditions;

The prohibition of roof signs limits the choice of sign types that can be considered in a commercial redevelopment area where ground signs and wall signs may have limited application and visibility in an urban setting with little or no setback from front property lines.

d. Addresses a demonstrated community need;

The proposed text amendment will provide greater flexibility for businesses seeking to increase visibility of their location for the driving public.

e. Is consistent with the purpose and intent of the zoning districts in this Code, or would improve compatibility among uses and would ensure efficient development within the city;

The proposed text amendment would allow roof signs in several redevelopment districts that are similar to other commercial districts within the City without adversely affecting historic business districts.

f. Would result in a logical and orderly development pattern; and

The proposed text amendment is not anticipated to have any adverse impacts on the existing development patterns.

g. Would result in significantly adverse impacts on the natural environment, including but not limited to water, air, noise, storm water management, wildlife, vegetation, wetlands, and the natural functioning of the environment.

Staff has reviewed the proposed Land Development Code text amendment request and determined the request would not have adverse impacts on the natural environment.

RECOMMENDATION

Based on staff analysis and review of the above standards, approval of the requested text amendments are recommended. A majority vote of the Planning Board members present and voting is required to recommend approval to the City Commission.

ATTACHMENT A

DEV2018-024: Land Development Code Text Amendment - ARTICLE 6

Section 6.10 of the Land Development Code is amended to read as follows (deletions indicated by ~~strikethrough red text~~; additions indicated by underlined red text):

E. Prohibited Signs.

2. Redevelopment Areas.

- a. In all Redevelopment Areas, the following signs and sign characteristics shall also be prohibited:
 - i. Signs which substitute for or cover integral architectural parts such as fascia cornice or band courses.
 - ii. Live window displays or demonstrations which are not related to the nature of the business.
 - iii. Glow-in-the-dark or fluorescent paint.
 - ~~iv. Roof signs, including signs applied to mansard roofs.~~
 - iv. Any sign exceeding the height of the building or buildings to which it relates.

[Amendments to Table 6.10.K.6.B: District Sign Schedule: Redevelopment Districts on following pages]

6. *Redevelopment Districts.*
- a. *Beachside Redevelopment (RDB-) Districts.*
- i. *General Sign Standards.*

Table 6.10.K.6.A: District Sign Schedule: Redevelopment Districts - Beachside (RDB-1 to RDB-11)

District	Maximum Sign Area (and Height) Per Sign Type					Regulations Per Use ⁸
	Window	Projecting	Wall	Monument	<u>Roof</u>	
RDB-1	Up to 25% of window area	1 sf per 2 linear ft of frontage, up to 20 sf	1 sf per 2 linear ft of frontage, up to 60 sf (if frontage on one street <100 ft) or 250 sf (if frontage on one street >100 ft)	1 sf per 1 linear ft of frontage, up to 60 sf ¹	<u>2 sf per 1 linear ft of lot frontage, up to 60 sf</u>	Uses with <100 ft of frontage: maximum of 2 signs, no more than 1 of any type Uses with ≥100 ft of frontage: maximum of 3 signs
		Max. height: 15 ft				Business within mixed-use hotel development with 100 or more guestrooms: wall sign of 1 sf per business front width, up to 60 sf
						1 projecting sign permitted
RDB-2	Up to 25% of window area	10 sf; may project no more than 5 ft ²	25 sf; 1 sign max.			1 awning sign permitted
						Maximum of 2 signs per use ³
RDB-3	Up to 25% of window area	1 sf per 2 linear ft of frontage, up to 10 sf ²	25 sf	1 sf per 1 linear ft of frontage, up to 60 sf ⁴	<u>2 sf per 1 linear ft of lot frontage, up to 200 sf</u>	Maximum of 2 signs above each street frontage ³
RDB-4	Up to 25% of window area	Canopy: 1 sf per 2 linear ft of frontage, up to 60 sf	120 sf	1 sf per 1 linear ft of frontage, up to 60 sf ⁵	<u>2 sf per 1 linear ft of lot frontage, up to 200 sf</u>	Maximum sign area per business: 3 sf per 1 linear ft of frontage, plus ground sign
				Max height: 25 ft		Uses with ≤25 ft frontage: maximum of 2 signs not exceeding maximum sign area per business
						Uses with >25 ft. frontage: 1 sign per 25 ft of frontage, up to 4 signs, not to exceed maximum sign area per business
RDB-5	Up to 25% of window area	Canopy: 60 sf	60 sf; plus 1 sf per 2 linear ft of frontage, up to 120 sf with frontage >100 ft	1 sf per 1 linear ft of frontage, up to 60 sf ⁶	<u>2 sf per 1 linear ft of lot frontage, up to 60 sf</u>	Maximum of 3 signs per use
		Projecting: 1 sf per 2 linear ft of frontage, up to 60 sf				
		Max. height: 35 ft				

RDB-6 and RBD-7	—	—	Wall: 1 sf per 2 linear ft of frontage, up to 32 sf (60 sf where frontage is on arterial street)	Ground: 1 sf per 2 linear ft of frontage, up to 32 sf (60 sf where frontage is on arterial street) ⁷		Residential uses: none except as permitted in Section 6.10.K.1
						Maximum signs per use: 1 on each street frontage
						May also have one wall sign not exceeding 16 sf in sign area
RDB-8		Canopy or projecting: 1 sf per 2 linear ft of frontage, up to 60 sf	60 sf per 2 linear ft of frontage on one street >100 ft, up to 120 sf	1 sf per 2 linear ft of frontage, up to 60 sf	<u>2 sf per 1 linear ft of lot frontage, up to 200 sf</u>	Maximum sign area per parcel: 2 sf per 1 linear ft of frontage, plus ground
						Maximum of 3 signs per use, not to exceed maximum sign area per parcel
RDB-9	Up to 25% of window area	Canopy: 60 sf Projecting: 1 sf per 2 linear ft of frontage, up to 60 sf	60 sf; plus 1 sf per 2 linear ft of frontage, up to 120 sf with frontage >100 ft	1 sf per 1 linear ft of frontage, up to 60 sf ⁶	<u>2 sf per 1 linear ft of lot frontage, up to 60 sf</u>	Maximum of 3 signs per use
		Max. height: 35 ft				
RDB-10	The sign regulations applicable to Residential districts shall apply (see Section 6.10.K.1, Residential Districts).					
RDB-11	The sign regulations applicable to Residential districts shall apply (see Section 6.10.K.1, Residential Districts).					
<p>NOTES: [ft = feet; sf = square feet]</p> <ol style="list-style-type: none"> 1. If building is set back 20 ft, and 30 sf landscaping and irrigation at base. 2. Maximum height is the lesser of 13 ft or the height of the building to which the sign is attached. 3. If additional building access is provided on a building face without frontage, one wall or awning sign with sign area of 1 sf per 1 linear ft of building front at the access area, up to 25 sf. 4. Must have at least 50 ft of frontage. 5. Must have at least 25 ft of frontage. 6. If more than 200 ft frontage on one street, one ground sign. 7. Lighted signs only on arterial streets. 8. Window signs do not count towards these maximums. 						

Table 6.10.K.6.B: District Sign Schedule: Redevelopment Districts - Downtown (RDD-1 to RDD-6)

District	Maximum Sign Area (and Height) Per Sign Type					Regulations Per Use
	Window	Projecting	Wall	Monument	<u>Roof</u>	
RDD-1 and RDD-2	Up to 25% of window area	1 sf per 2 linear ft of frontage, up to 20 sf	1.25 sf per 1 linear ft of frontage, up to 100 sf	1 sf per 1 linear ft of frontage, up to 60 sf ¹		Maximum of 2 signs per frontage ²
						If additional building access is provided on a building face without frontage, one wall or awning sign with sign area of 1 sf per 1 linear ft of building frontage at the access area, up to 60 sf
		Max. height: 15 ft				1 easel or sandwich board sign
RDD-3	Up to 25% of window area	1 sf per 2 linear ft of frontage, up to 20 sf	1.25 sf per 1 linear ft of frontage, up to 100 sf	1 sign with 1 sf per 1 linear ft of building frontage, up to 60 sf, with 35-200 ft of frontage or 2 signs with 1 sf per 2 linear ft of frontage, up to 120 ft, with >200 ft. frontage	<u>2 sf per 1 linear ft of lot frontage, up to 60 sf</u>	Maximum of 2 signs per frontage
		Max. height: 15 ft				If additional building access is provided on a building face without frontage, one wall or awning sign with sign area of 1 sf per 1 linear ft of building front at the access area, up to 60 sf
RDD-4	-	Canopy: 2 sf per 1 linear ft of building frontage	2 sf per 1 linear ft of frontage, up to 200 sf	1 sf per 1 linear ft of frontage, up to 60 sf, with 25 - 200 ft of frontage		Maximum sign area per parcel: 2 sf per 1 linear ft of frontage, plus ground sign
		Projecting: 1 sf per 2 linear ft of frontage, up to 60 sf		2 signs with 1 sf per 1 linear ft of frontage, up to 120 sf, with >200 ft of frontage		Corner lots: See note 3
RDD-5	Up to 25% of window area	1 sf per 2 linear ft of frontage, up to 20 sf	1.25 sf per 1 linear ft of frontage, up to 100 sf	1 sign with 1 sf per 1 linear ft of building frontage, up to 60 sf, with 35 - 200 ft of frontage or 2 signs with 1 sf per 2 linear ft of frontage,	<u>2 sf per 1 linear ft of lot frontage, up to 60 sf</u>	Maximum of 2 signs per frontage
		Max. height: 15 ft				

				up to 120 ft, with >200 ft. frontage		If additional building access is provided on a building face without frontage, one wall or awning sign with sign area of 1 sf per 1 linear ft of building front at the access area, up to 60 sf
RDD-6	The sign regulations applicable to Residential districts shall apply (see Section 6.10.K.1, Residential Districts).					
NOTES:	[ft = feet; sf = square feet]					
	<ol style="list-style-type: none"> 1. Shall have 30 sf of landscaping and irrigation at base. 2. If more than 200 ft of frontage on one street, one ground sign. 3. One sign permitted above for each 35 feet of frontage up to a maximum of four signs on each street and a total of six signs per use, not exceeding maximum sign area per parcel. 4. Two signs permitted above for first 25 feet of frontage plus one sign permitted above for each additional 25 feet of frontage or fraction thereof, up to a maximum of four signs on each street where access is allowed, not exceeding maximum sign area per parcel. 					

Table 6.10.K.6.B: District Sign Schedule: Redevelopment Districts - Midtown (RDM-1 to RDM-6)

District	Maximum Sign Area (and Height) Per Sign Type					Regulations Per Use
	Window	Projecting	Wall	Monument	<u>Roof</u>	
RDM-1	Up to 25% of window area	1 sf per 2 linear ft of frontage, up to 20 sf	1.25 sf per 1 linear ft of frontage, up to 100 sf	1 sf per 1 linear ft of frontage, up to 60 sf		Maximum of 2 signs per frontage
		Max. height: 15 ft				
RDM-2	Up to 25% of window area	1 sf per 2 linear ft of frontage, up to 20 sf	1.25 sf per 1 linear ft of frontage, up to 100 sf			Maximum of 2 signs per frontage
		Max. height: 15 ft				If additional building access is provided on a building face without frontage, one wall or awning sign with sign area of 1 sf per 1 linear ft of building front at the access area, up to 60 sf
RDM-3	Up to 25% of window area	Canopy: 2 sf per 1 linear ft of building frontage	2 sf per 1 linear ft of frontage, up to 200 sf	1 sf per 1 linear ft of frontage, up to 120 sf	<u>2 sf per 1 linear ft of lot frontage, up to 200 sf</u>	Maximum of 2 signs per frontage
		Max. height: 15 ft				
RDM-4			1 sf per 2 linear ft of frontage, up to 32 sf	1 sf per 1 linear ft of frontage, up to 60 sf		Maximum of 2 wall signs per building
				Located on arterial street		Maximum of 2 signs per frontage
RDM-5	Up to 25% of window area	1 sf per 2 linear ft of frontage, up to 20 sf	1.25 sf per 1 linear ft of frontage, up to 100 sf	1 sf per 1 linear ft of frontage, up to 60 sf	<u>2 sf per 1 linear ft of lot frontage, up to 200 sf</u>	Maximum of 2 signs per frontage
		Max. height: 15 ft				

RDM-6	The sign regulations applicable to Residential districts shall apply (see Section 6.10.K.1, Residential Districts).
NOTES: [ft = feet; sf = square feet]	