

**CITY OF HOLLYWOOD, FLORIDA  
INTER-OFFICE MEMORANDUM  
PLANNING AND DEVELOPMENT SERVICES**

**DATE:** March 8, 2012

**FILE:** 12-T-11

**TO:** Planning and Development Board/Local Planning Agency

**VIA:** Jorge Camejo, Community Redevelopment Director *JC*

**VIA:** Jaye M. Epstein, AICP, Planning and Development Services, Director *JE*

**FROM:** Andria Wingett, Planning Manager *AW*

**SUBJECT:** The Community Redevelopment Agency requests a Text Amendment to the Zoning and Land Development Regulations to revise the review process for exterior murals located within the Downtown Community Redevelopment Area Music District.

**REQUEST:**

A Text Amendment to the Zoning and Land Development Regulations to revise the review process for exterior murals located within the Downtown Community Redevelopment Area (CRA) Music District.

**RECOMMENDATION:**

Staff recommends the Planning and Development Board, acting as the Local Planning Agency, forward this petition (12-T-11) to the City Commission with a recommendation of approval.

**BACKGROUND**

Currently, the Zoning and Land Development Regulations require the Planning and Development Board review all exterior murals, super graphics and painted designs. Additionally, notice of such Board meeting shall be given to all property owners within 500 feet of the subject property for murals or super graphics exceeding 200 square feet.

Based on CRA staff recommendations, on February 15, 2012, the Commission approved on First Reading an Ordinance modifying the approval process for murals within the Music District of the Downtown Community Redevelopment Area (CRA) and changed citywide advertising requirements to posting a sign on the property in lieu of mailed notifications (Attachment A).



## REQUEST

The CRA/City Commission requests a Text Amendment to Article 8 of the Zoning and Land Development Regulations entitled "Sign Design Regulations" to revise the review process for exterior murals. This review process, which will be established at a later date by the CRA, allows exterior murals located within the Downtown Music District (Attachment B) to be reviewed pursuant to a process determined by the CRA Board. All other murals will continue to be reviewed by the Planning and Development Board. In addition, citywide notification requirements are being amended to require advertising 10 days prior to the meeting by posting a sign on the subject property with information such as meeting date, location and time.

This is one of several "pilot programs" the CRA will be implementing as a trial to help boost economic development within portions of the Downtown. This request is due to efforts from the Downtown CRA and the City Commission to create an attractive and desirable environment. With proper use, artistic murals can be a desirable component in the creation of an attractive built environment not only within the Downtown but also citywide.

## CONSISTENCY WITH THE CITY-WIDE MASTER PLAN AND COMPREHENSIVE PLAN:

### City-Wide Master Plan:

The proposed text amendment directly impacts the Downtown area which is within Sub-Area 2 of the City Wide Master Plan. Downtown Hollywood is an important part of Sub-Area 2 as well as the city as a whole. Downtown was first established in 1921 as a business district and main street. Recent revitalization of this area has renewed residents' appreciation of the street side dining, sidewalk strolling, window shopping and other amenities Downtown has to offer. The proposed text amendment will allow the CRA to oversee and have hands on aesthetics and architectural features proposed to buildings in the area while maintaining the downtown vision. The proposed text amendment is consistent with the following policies:

*Policy CW.44: Foster economic development through creative land use, zoning and development regulations, City services and City policies.*

*Policy CW.48: Continue working with Downtown and Beach CRA's, the Broward Alliance, the Hollywood Business Council and other economic development agencies to realize redevelopment, increase tax base and improved quality of life.*

*Policy CW.81: Develop and implement city-wide and neighborhood design guidelines which must be consistent with the City's Design Review Guidelines Manual.*

This text amendment will help the Downtown CRA remain competitive, aid redevelopment and growth and provide new creative ways that may be brought into the picture. Also, it will allow business owners to work together with the CRA in a common vision for the downtown. As previously mentioned, when used appropriately and creatively, murals can help enhance not only a building but also an area. Thereby attracting new businesses and tourists as well as helping create a more marketable image for the core of the city.



## **Comprehensive Plan:**

### **Land Use Element**

*Policy 5.5: Continue redeveloping the Downtown.*

*Policy 5.6: Simplify the Zoning and Development Regulations.*

*Objective 10: The City of Hollywood shall encourage the centralization of commercial, governmental, retail, residential, and cultural activities within the Downtown Central Business District and Beach Community Redevelopment Agency (CRA) area in order to promote the use of existing infrastructure and to accommodate growth in an orderly, efficient, and environmentally acceptable manner.*

*Policy 10.5: Encourage expansion of businesses and public improvements that are "family oriented" and targeted to local residents and workers. (CWMP Policy 2.14)*

The proposed amendment will allow the CRA to continue and expand redevelopment efforts to attract new businesses and motivate existing tenants to improve their property through the utilization of murals. As previously mentioned, when properly used, murals can help enhance a building and when combined with multiple murals, they can create a city attraction. The proposed ordinance will allow the CRA to be directly involved in the process of reviewing murals as well as totally overseeing the growth and the redevelopment of the Downtown area.

**Analysis of Criteria and Findings for Text Amendments** as stated in the City of Hollywood Zoning and Land Development Regulations section 5.4 (F)(3).

**CRITERIA 1:** The proposed change is consistent with and in furtherance of the goals, objectives and policies of the adopted Comprehensive Plan as amended from time to time.

**ANALYSIS:** The Comprehensive Plan Policy 10.1 suggests, "*Policy 10.1: The City of Hollywood shall maintain a Community Redevelopment Agency to coordinate, attract, technical support to the business community and provide technical support to the business community.*" The Downtown CRA is the agency requesting this text amendment to facilitate economic growth while attracting new businesses. As previously mentioned, murals, when used appropriately, can help promote redevelopment and beautification of the existing buildings while maintaining the city's core marketability.

**FINDING:** Consistent.

**CRITERIA 2:** That conditions have substantially changed from the date the present zoning regulations were established.



**ANALYSIS:**

It is eminent conditions, market, and the built environment have changed over the years. Therefore, in order for the CRA to remain competitive, aid redevelopment and growth of the Downtown, new and creative processes need to be implemented. Amending the Sign Regulations allows the CRA to have direct oversight of the review process for murals within the Music District. Thereby allowing them to be more involved in the aesthetics of this important area. Also, it will allow business owners to work together with the CRA in a common vision for the Downtown. As previously mentioned, when used appropriately and creatively, murals can help enhance not only a building but also an area. Thereby attracting not only new businesses, but tourists as well while helping create a more marketable image for the core of the city.

**FINDING:** Consistent.

**RECOMMENDATION**

Staff finds the proposed text amendment consistent with the Criteria set forth by the Zoning and Land Development Regulations as well as the City-Wide Master Plan. Staff recommends the Planning and Development Board, acting as the Local Planning Agency, forward this item to the City Commission with a recommendation of *approval*.

**ATTACHMENTS**

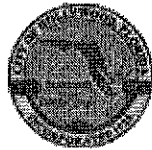
ATTACHMENT A: Application Package  
ATTACHMENT B: Maps  
ATTACHMENT C: Existing Sign Regulations Section 8.4.D



# **ATTACHMENT A**

Application package





City of Hollywood  
Staff Summary Request

	PO-2012-06
Title:	An Ordinance Of The City Of Hollywood, Florida, Amending Article 8, Section 8.4 D. Of The Zoning And Land Development Regulations Entitled "Sign Design Regulations" In Order To Revise The Review Process For Exterior Murals Located Within The Downtown Community Redevelopment Area Music District; Providing For A Severability Clause, A Repealer Provision, And An Effective Date.
Recommendation:	Approval Of Attached Ordinance
Explanation:	The proposed amendment will modify Section 8.4 (D) of the Code of Ordinances to allow the CRA Board to establish a process for approving murals within the Boundaries of the Music District in the Downtown area. The approval process for murals within the Music District of the Downtown will be set fort by CRA Board Resolution.
Submitted by:	Jorge A. Camejo, AICP, CRA Executive Director
Recommended for inclusion on the agenda by:	Jorge A. Camejo, AICP, CRA Executive Director
Director Signed Off:	1/23/2012 2:53:58 PM



ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE OF THE CITY OF HOLLYWOOD, FLORIDA, AMENDING ARTICLE 8, SECTION 8.4 D. OF THE ZONING AND LAND DEVELOPMENT REGULATIONS ENTITLED "SIGN DESIGN REGULATIONS" IN ORDER TO REVISE THE REVIEW PROCESS FOR EXTERIOR MURALS LOCATED WITHIN THE DOWNTOWN COMMUNITY REDEVELOPMENT AREA MUSIC DISTRICT; PROVIDING FOR A SEVERABILITY CLAUSE, A REPEALER PROVISION, AND AN EFFECTIVE DATE.

WHEREAS, Section 8.4 D. of the Zoning and Land Development Regulations currently requires that the Development Review Board review all exterior murals, super graphics, and painted designs; and

WHEREAS, creating an attractive and desirable environment within the boundaries of the Community Redevelopment area is a top priority to the City of Hollywood and its residents; and

WHEREAS, artistic murals can be a desirable component in the creation of an attractive and desirable environment within the Community Redevelopment Area; and

WHEREAS, establishing an appropriate approval process for consideration of murals in the Music District located within the boundaries of the Community Redevelopment Area is a priority to the City of Hollywood and its residents; and

WHEREAS, the City Commission of the City of Hollywood has determined that it is in the public interest to modify and update the provisions related to the approval process for murals within the Music District located within the boundaries of the Downtown Community Redevelopment Area; and

WHEREAS, the City Commission of the City of Hollywood deems it to be in the public interest to delegate to the CRA Board the ability to establish an approval process for murals within the Music District located within the boundaries of the Downtown Community Redevelopment Area; and

WHEREAS, the Zoning and Land Development Regulations provide that an application for a zoning text change of regulatory controls may be filed; and

(Coding: Words in ~~struck-through~~ type are deletions from existing law; words underscored are additions.)



WHEREAS, the Department of Planning and Development Services analyzed the proposed text amendment and submitted the same to the Planning and Development Board; and

WHEREAS, on \_\_\_\_\_, 2012, the Planning and Development Board reviewed the proposed text amendment at a duly noticed public hearing and recommended approval of the text amendment to Article 8, Sections 8.4 D. of the Zoning and Land Development Regulations; and

WHEREAS, the City Commission following review of the proposed text amendment at a duly noticed public hearing, accepts such recommendations as set forth herein and finds them to be in the best interest of the citizens of Hollywood;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA:

Section 1: That Article 8, Section 8.4 D. of the Zoning and Land Development Regulations entitled "Sign Design Regulations" is hereby amended as follows:

#### **ARTICLE 8. SIGN REGULATIONS**

\* \* \*  
\* \* \*

##### **§ 8.4 Sign Design Regulations.**

\* \* \*

D. 1. The Development Planning and Development Review Board shall review all exterior murals, super graphics, and painted designs ("Murals"). Notice of the Development Review meetings shall be given to all property owners within 500 feet of the subject property for review of murals and super graphics exceeding 200 square feet. Renderings of construction signs shall be reviewed by the Office of Planning staff.

2. In instances where Murals will be located in the Downtown Community Redevelopment Area's Music District, such Murals shall be reviewed through a process established by the CRA Board.

3. Notification of the hearing to review the Mural application shall be posted on the subject property with a notice of the request including the date, location and time of the hearing on such matter.

\* \* \*



Section 2: That it is the intention of the City Commission and it is hereby ordained that the provisions of this section shall be made a part of the Zoning and Land Development Regulations and the sections of the Regulations may be renumbered to accomplish such intentions.

Section 3: That if any word, phrase, clause, subsection or section of this ordinance is for any reason held unconstitutional or invalid, the invalidity thereof shall not affect the validity of any remaining portions of this ordinance.

Section 4: That all sections or parts of sections of the Zoning and Land Development Regulations, Code of Ordinances and all ordinances or parts of ordinances, and all resolutions or parts of resolutions in conflict herewith be and the same are hereby repealed to the extent of such conflict.

Section 5: That this Ordinance shall be in full force and effect immediately upon its passage and adoption.

Advertised on \_\_\_\_\_, 2012.

PASSED on first reading this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

PASSED AND ADOPTED on second reading this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

\_\_\_\_\_  
PETER BOBER, MAYOR

ATTEST:

\_\_\_\_\_  
PATRICIA A. CERNY, MMC, CITY CLERK

APPROVED AS TO FORM & LEGALITY  
for the use and reliance of the  
City of Hollywood, Florida, only.

\_\_\_\_\_  
JEFFREY P. SHEFFEL, CITY ATTORNEY



City of Hollywood  
**REGULAR CITY COMMISSION MEETING**  
February 15, 2012  
1:00 PM

**NOTES**

The City Manager places before the Commission for consideration the consent agenda items prepared by various offices and departments in the City. If a citizen wishes to comment on a specific item, he/she should ask the Mayor or a Commissioner to remove it from the consent agenda for separate consideration; provided, however, if a Cone of Silence under Section 30.15 of the Code of Ordinances is in effect with respect to a specific item, any citizen to whom the Cone of Silence applies is prohibited from asking the Mayor or a Commissioner to remove the item from the consent agenda. In that case, the citizen should ask the City Manager or the City Attorney to ask the Mayor or a Commissioner to remove the item from the consent agenda.

The consent agenda consists of items before the City Commission that are routine and/or non-controversial, the items are voted upon by the City Commission in one motion.

The regular agenda consists of items before the City Commission that must be discussed or could be considered controversial, the items are voted upon by the City Commission individually.

All time certain agenda items will not be considered by the Commission earlier than the time listed for the item, however, the item may be taken up at the same time listed or later in the meeting.

Agenda items not scheduled for a specific time may be considered at any time during the meeting at the discretion of the Commission.

The following items on this agenda are time certain items.

1:00 PM - Items - 16 thru 20  
5:00 PM - Item - 28

1. **Moment of Silence**
2. **Pledge of Allegiance**
3. **Recognition of Veterans, Active Service Personnel & Their Families**
4. **Roll Call**

February 15, 2012



### **CAPITAL EQUIPMENT**

5. **R-2012-038 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Issue The Attached Purchase Order Between Rechten International Trucks, Inc. And The City Of Hollywood For The Purchase Of A Yard Dog Tractor In An Amount Not To Exceed \$74,518.00. **PASSED**

### **CAPITAL FACILITIES & INFRASTRUCTURE IMPROVEMENTS**

6. **R-2012-039 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute The Attached Contract Between Poole & Kent Company Of Florida And The City Of Hollywood In The Amount Of \$1,470,000.00, And To Execute The Attached Authorization To Proceed For Work Order No. MPI 12-02 Between Malcolm Pirnie/Arcadis And The City Of Hollywood, In A Lump Sum Amount Of \$132,000.00, For Construction Services, Professional Engineering Services, And Construction Management Services Related To The Reverse Osmosis Train "A" Replacement Project At The Hollywood Water Treatment Plant, A Project Identified In The 2007 Water Master Plan. **PASSED**
7. **R-2012-040 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute The Attached Contract Between JVA Engineering Contractor, Inc. And The City Of Hollywood For The Construction Of The Distribution Piping Upgrade For Existing Condition - Water Main Along North 56th Avenue From Douglas Street To Stirling Road To North 58th Avenue, As Identified In The 2007 Water System Master Plan, In The Amount Of \$930,000.00. **PASSED**

### **ENVIRONMENTAL/CONSERVATION**

8. **R-2012-041 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Ratifying The Emergency Agreement Between Shamrock Pool Services, Inc. And The City Of Hollywood, Florida To Mitigate Contamination To The Pool Located At The YMCA Due To The Taft Street Force Main Break In An Amount Not To Exceed \$74,274.00. **PASSED**

February 15, 2012



## **LEGISLATIVE AFFAIRS**

9. **R-2012-042 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Opposing HB4025 And SB760 Pertaining To The Repeal Of Chapter 205, F.S., Which Established The Local Business Tax Act; And Urging Members Of The Florida Legislature And The Governor To Oppose The Bills. **PASSED**
10. **R-2012-043 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Supporting SB 1340 And HB 1087 Clarifying That Individuals Will Not Be Able To Openly Carry A Handgun Or Carry A Concealed Weapon Or Firearm Into Specific Municipal, County, And School Board Buildings. **PASSED**

## **PARKS, RECREATION FACILITIES, CULTURAL ARTS & OPEN SPACES**

11. **R-2012-044 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute The Attached Agreement Between Hibernians Of Hollywood, Inc. And The City Of Hollywood For The Co-Sponsorship Of The St. Patrick's Day Parade And Festival Event; And Further Authorizing In-Kind Staff Services, The Expenditure Of Funds For Rental Equipment, Children's Interactive Amusement Services And Advertising In An Amount Not To Exceed \$18,500.00. **PASSED**

## **PUBLIC SAFETY**

12. **R-2012-045 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving A Third Amendment To The Agreement Between Advanced Data Processing, Inc., D/B/A ADPI-Intermedix, And The City Of Hollywood For Emergency Medical Transport Billing, Collection Services And The Provision Of Triptix Program Services, For A Three Year Period. **PASSED**

## **MINUTES**

13. **R-2012-046 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Regular City Commission Meeting Minutes Of July 6, 2011. **PASSED**
14. **R-2012-047 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Regular City Commission Meeting Minutes Of July 13, 2011. **PASSED**

February 15, 2012



15. **R-2012-048 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Special City Commission Meeting Minutes Of July 18, 2011. **PASSED**

**1:00 PM**

**PROCLAMATIONS, PRESENTATIONS & AWARDS**

16. **Presentation** - Presentation Of Awards By Virgil Fernandez, Fire Chief, To Captain, Rudy Jurado, Firefighter Of The Quarter.
17. **Presentation** - Presentation Of Awards By Virgil Fernandez, Fire Chief, To Lifeguard Jose Bolivar, Lifeguard Of The Year For 2011.
18. **Presentation** - Presentation Of A Unit Citation Award By Virgil Fernandez, Fire Chief, To Battalion Chief Lawrence Latorre, Captain Alan Wasserman, Captain Jeff Davidson (Ret.), Captain David Swick (Ret.), Captain Brian White, Captain Charles Tullio, Lieutenant Javier Hernandez, Driver Engineer George Burns, Driver Engineer Ken Cressler, Driver Engineer Shane Davis, Driver Engineer Analdy Garcia, Firefighter Jeff Vidal, Firefighter Mike Saffran, And Firefighter Anthony Vinas.
19. **Presentation** - Presentation By Police Chief, Chadwick E. Wagner, Recognizing Our Citizen Volunteers For Their Participation In The Crime Watch Mobile Patrol Program.
20. **Proclamation** - Proclamation In Recognition Of Black History Month, February, 2012.

**ORDINANCES**

21. **PO-2012-04 - Ordinance First Reading** - An Ordinance Of The City Of Hollywood, Florida, Updating The District Boundaries For The Election Of City Commissioners. **Staff:** City Clerk **PASSED**
22. **PO-2012-05 - Ordinance First Reading** - An Ordinance Of The City Of Hollywood, Florida, Amending Section 72.077 Of The Code Of Ordinances By Deleting Unnecessary And Confusing Language, And Amending Section 72.999 Of The Code Of Ordinances By Creating A System Of Escalating Fines For Multiple Violations Of Overtime Parking Prohibitions. **Staff:** Director Of Parking And Intergovernmental Affairs **PASSED**

February 15, 2012



23.

**PO-2012-06 - Ordinance First Reading** - An Ordinance Of The City Of Hollywood, Florida, Amending Article 8, Section 8.4 D. Of The Zoning And Land Development Regulations Entitled "Sign Design Regulations" In Order To Revise The Review Process For Exterior Murals Located Within The Downtown Community Redevelopment Area Music District; Providing For A Severability Clause, A Repealer Provision, And An Effective Date. **Staff:** Executive Director Of Community Redevelopment Agency **PASSED**

### **REGULAR AGENDA**

24.

**R-2012-049 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute The Attached Contract Between Lanzo Lining Services, Inc. And The City Of Hollywood, Utilizing The City's "Best Interest" Exemption (38.40(C)(8)), For The Necessary Permanent Repairs To The Existing 48-Inch Sanitary Sewer Force Main On Taft Street And Between North Park Road And The Railroad Tracks, In A Negotiated Amount Of \$1,200,000.00; To Approve An Amendment To The Approved Fiscal Year 2012 Capital Improvement Program, As Set Forth In The Attached Exhibit A; And To Approve The Overall Project Funding For Construction, Testing, And Budget Reserve In A Combined Amount Of \$1,340,000.00. **Staff:** Interim Director Of Public Services (Requires Unanimous Vote) **PASSED**

25.

**R-2012-050 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Appointing One Adult Member And One Youth Member To The Parks, Recreation And Cultural Arts Advisory Board. **Staff:** Director Of Parks, Recreation And Cultural Arts **PASSED**

26.

**R-2012-051 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Appointing Five (5) Members To The Marine Advisory Board. **Staff:** Interim Director Of Community And Economic Development **PASSED**

27.

**R-2012-052 - Resolution** - A Resolution Of The City Commission Of The City Of Hollywood, Florida, Establishing A Parking Advisory Committee, Providing For The Purpose And Duties Of The Committee; Providing For The Number Of Committee Members; Providing For Criteria For Committee Membership And Providing For The Length Of Term Of Committee Members. **Staff:** Director Of Parking And Intergovernmental Affairs **PASSED**

February 15, 2012



5:00 PM

28. **CITIZENS' COMMENTS** *(Total Time 30 Minutes)*

**COMMENTS BY THE CITY COMMISSION, CITY  
ATTORNEY & CITY MANAGER**

- 29. Vice Mayor Sherwood, District 6
- 30. Commissioner Asseff, District 1
- 31. Commissioner Furr, District 2
- 32. Commissioner O'Sheehan, District 3
- 33. Commissioner Blattner, District 4
- 34. Commissioner Russo, District 5
- 35. Mayor Bober
- 36. City Attorney
- 37. Interim City Manager
- 38. **ADJOURNMENT**

Any person wishing to appeal any decision made by this Commission with respect to any matter considered at such meeting or hearing will need a record of the proceedings, and for such purposes may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is made.

Two or more members of the same city board, commission, or committee, who are not of this Commission, may attend this meeting and may, at that time, discuss matters on which foreseeable action may later be taken by their board, commission or committee.

Persons with disabilities who require reasonable accommodations to participate in City programs and/or services may call the Office of the City Manager five business days in advance at (954) 921-3201 (voice). If an individual is hearing or speech impaired, please call 1-800-955-8771 (V-TDD).

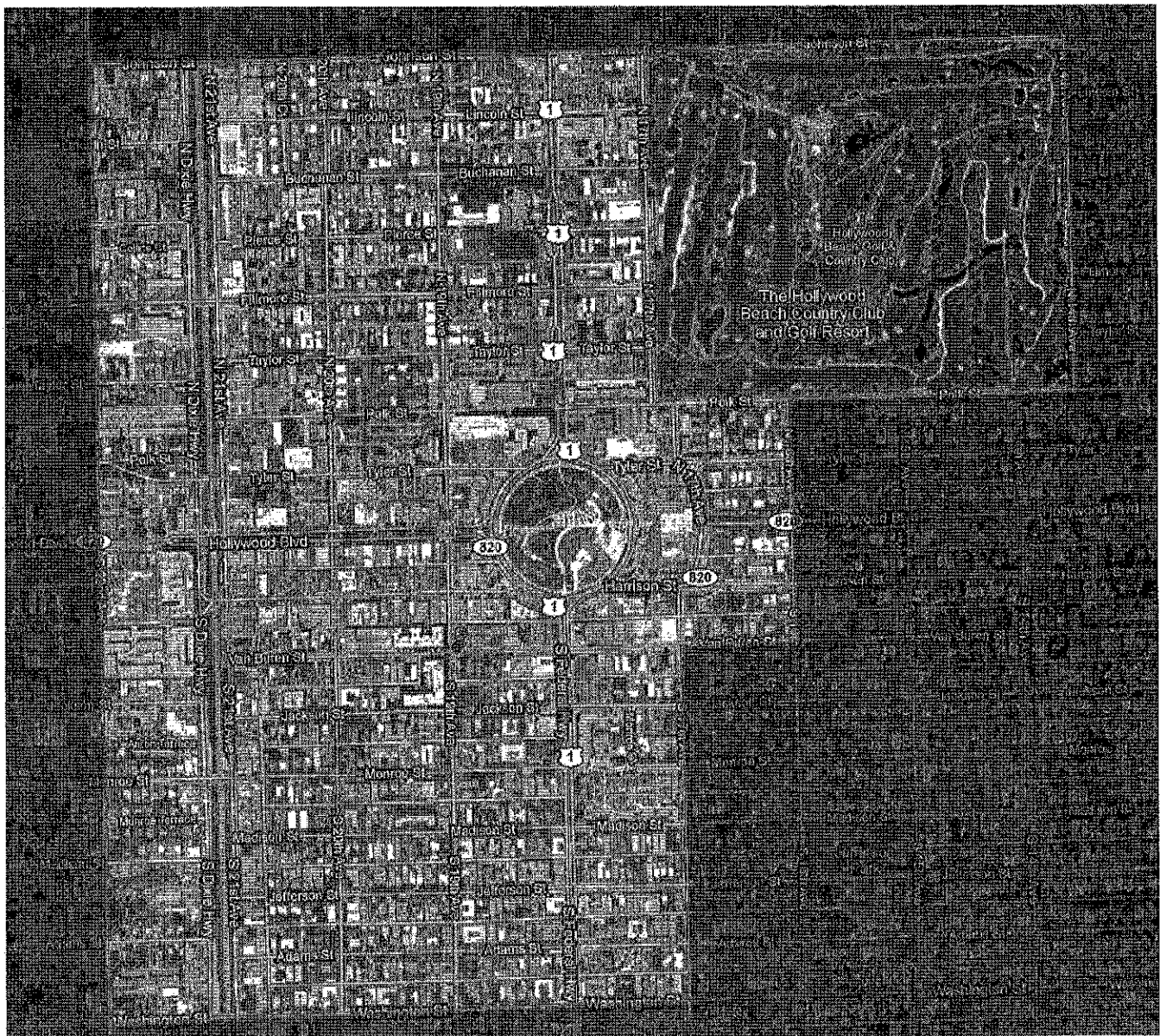
February 15, 2012



# **ATTACHMENT B**

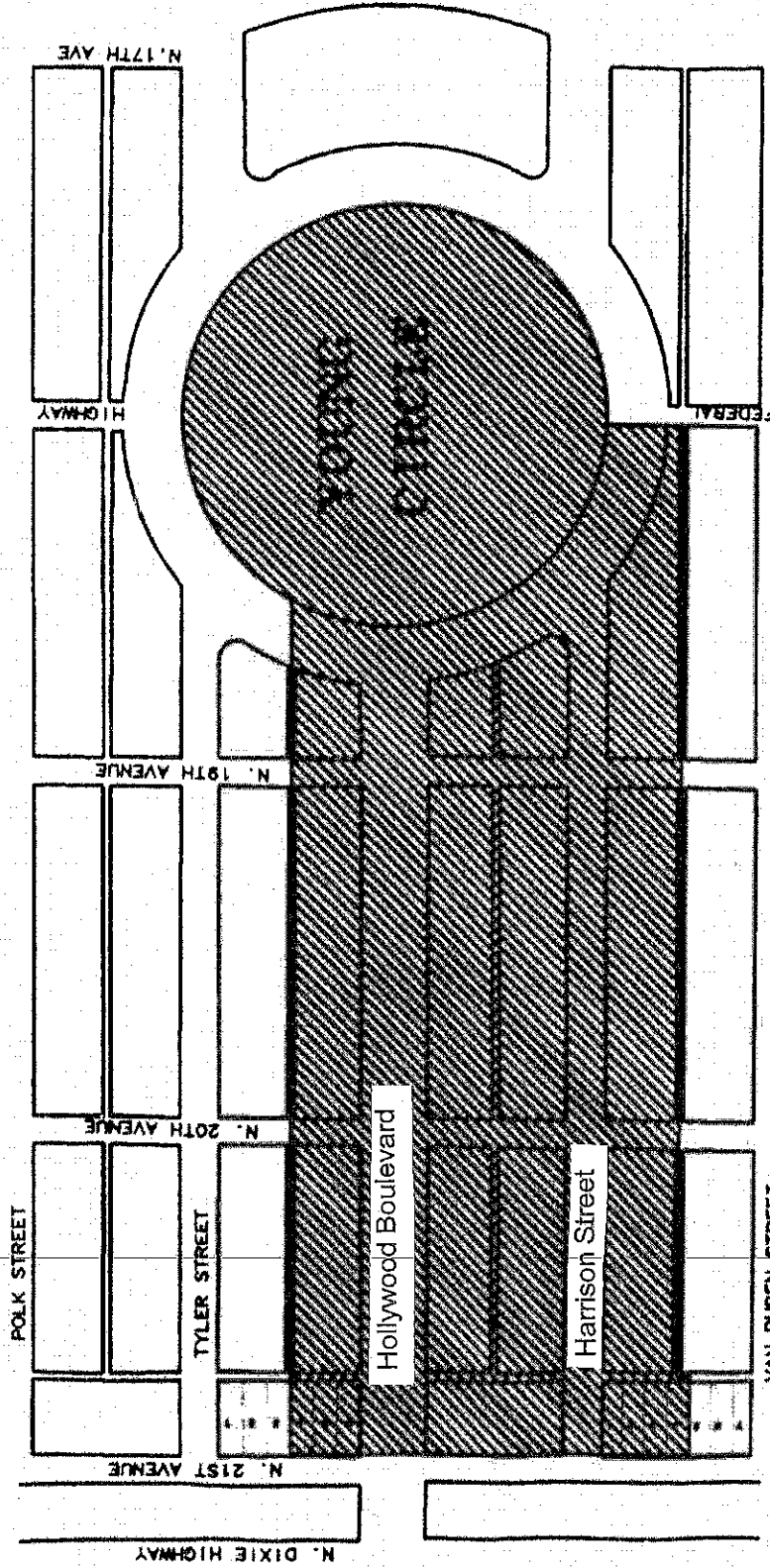
## Maps







# DOWNTOWN MUSIC DISTRICT



COMMUNITY PLANNING DIVISION  
DEVELOPMENT ADMINISTRATION

GIS FILE: /hollywood/crcq/music  
DATE: 8/29/95  
PROJECT: MUSIC DISTRICT

VICINITY MAP  
HOLLYWOOD, FLORIDA  
GRAPHICS SECTION - GIS



# **ATTACHMENT C**

## Existing Sign Regulations Section 8.4.D



## Hollywood — Zoning and Land Development Regulations

- ~~D. Change of copy. The copy of any legal non-conforming sign may be changed provided the change does not increase the sign's nonconformity and the change of copy is not prohibited by any other regulations, agreements or conditions.~~

~~(Ord. O-2000-40, passed 12-20-2000; Am. Ord. O-2000-21, passed 9-3-2008)~~

### ~~§ 8.4. Sign Design Regulations.~~

~~Every sign reviewed in accordance with the provisions of this Article shall be reviewed for design, placement, shape, type, color and material.~~

- ~~A. Design requirements. Sign design and materials used shall be coordinated with the architecture of the building and neighboring tenants if the building has multiple bays and shall conform to the following:~~

- ~~1. The following sign media are permitted:~~
    - ~~a. Individually flush mounted or reverse channeled letters.~~
    - ~~b. Metal panel with "push through" or "die cut" letters.~~
    - ~~c. Stuccoed surface with individually channeled lettering.~~
    - ~~d. Painted wall signs applied directly to flat, solid stucco surfaces or other such smooth surfaces.~~
    - ~~e. Where other primary signage options are available, signs shall not be permitted on mansard roofs.~~
  - ~~2. Signage at multi-tenant properties and shopping centers shall be uniform in color, font and letter size. Up to three variations are permitted in any one of the three categories provided the remaining two are limited to one type (ex. red, white and blue, Aerial font, 12" letters).~~
  - ~~3. Sign colors shall not be fluorescent colors and shall coordinate and contrast with the background colors of the building or mounting surface.~~
  - ~~4. Existing storefronts or facades shall not be modified to provide larger signage.~~
  - ~~5. Signs must not obscure architectural features.~~
- 
- ~~6. The sides and trim of channel letters must either match the face color, building color or be of a uniform color throughout the project.~~
- ~~B. Monument signs. In addition to § 8.4.A, monument signs shall provide visual interest with a curvilinear shape, geometric design or logo at the top and be compatible with the architecture of the development and include the street address of the development.~~
- ~~C. The Development Review Board shall review applications for neon applied to the exterior of any building for aesthetic purposes. This does not include neon signs nor neon window banding.~~



## Sign Regulations

D. The Development Review Board shall review all exterior murals, super graphics, and painted designs. Notice of the Development Review Board meeting shall be given to all property owners within 500 feet of the subject property for review of murals and super graphics exceeding 200 square feet. Renderings for construction signs shall be reviewed by the Office of Planning staff.

E. The Development Review Board shall review requests for box signs pursuant to § 8.6.G.14.

F. All structural, electrical, and mechanical members utilized in the construction, erection and operation of signs shall be concealed except for vertical supports and other supporting members which are designed and arranged consistent with this article so as to be an integral part of the aesthetic composition of a sign. Raceways and raceway mounting of letters are prohibited unless existing structural building conditions, such as certain class structures, warrant this type of mounting.

(Ord. O-2000-40, passed 12-20-2000; Am. Ord. O-2001-16, passed 5-16-2001; Am. Ord. O-2008-21, passed 9-3-2008)

### § 8.5. Permitted Signs.

#### A. General provisions.

1. ~~Frontage.~~ All signs shall front on a public right-of-way or on the east side of the Intracoastal Waterway. Signs fronting on an alley are prohibited unless the alley abuts or is adjacent to a parking lot or garage, or where the alley provides the sole means of entrance to a business. The area of the sign shall be the same as if the sign fronted on a street.
2. ~~Setback requirements.~~
  - a. Unless otherwise specified in these regulations, all signs shall comply with the yard requirements of the district in which they are located.
  - b. No sign, portable or otherwise, is to be placed or located to conflict with the vision clearance requirements of § 4.23.B.7.c. of the Zoning and Land Development Regulations.
  - c. Freestanding signs shall maintain a minimum setback of 1 foot for every 2 feet of sign height but not less than 3 feet as measured from the property line.
3. ~~Lighting.~~ All lights and lighting from a sign shall be designed and arranged as not to cause direct glare onto another property, the eyes of passing motorists or pedestrians. Signs may only be illuminated by one of the following methods:
  - a. By lights placed inside individual pan-channel letters with a translucent face;
  - b. By halo lights placed behind individual reverse pan-channel letters;
  - c. By lights which are directed to shine directly on the sign provided the fixtures are discreet and compatible with the architecture of the building; and
  - d. By exposed neon with the exception of monument signs.