



City of Venice
Planning & Zoning Department

MEMORANDUM

To: Mayor and City Council

From:  Jeff Shrum, AICP, Community Development Director

Date: January 23, 2014

Re: **Sign Code Update, Text Amendment Petition No. 13-5 AM**
Sign Regulations in the Architectural Guidelines Handbook

At its January 21, 2014 meeting the Planning Commission reviewed a draft ordinance adopting three amendments to the Architectural Guidelines Handbook (Handbook) previously approved by the Architectural Review Board. During its review, the Planning Commission noted that the Handbook contained sign regulations for properties in the Historic Venice and Venetian Theme architectural control districts but not located in the Central Business District (CBD). The intent of the sign regulations in the Handbook was to extend the aesthetic/design standards of the CBD district to properties in two architectural control districts but outside the CBD. Historically, the Architectural Review Board has not reviewed signs for compliance with the sign regulations in the Handbook. That review has been done by Planning & Zoning staff when sign permit applications are submitted.

The sign regulations in the Handbook only appear in the Handbook. Consistent with the City's effort to consolidate all sign regulations in one section of the Land Development Code, staff recommends that the sign regulations in the Handbook be incorporated into the sign code update ordinance.

At the January 23, 2014 meeting of the Architectural Review Board (ARB), staff discussed this matter with the board. The ARB confirmed that they have not reviewed signs. The ARB supported staff's recommendation to move the Handbook sign regulations into the sign code update and formally approved the deletion of the Handbook sign regulations.

The following are the Handbook sign regulations staff recommends be incorporated in the sign code update. Minor revisions to the Handbook sign regulations were made to better define the relationship between the architectural control district sign regulations and the sign regulations of the underlying zoning district. In addition, some unnecessary code provisions were deleted.

Add new Section 86-403(e) to the Sign Code Update

(e) Signs in the Historic Venice and Venetian Theme District Not Located in the Central Business District (CBD).

- (1) ~~Zoning Code provisions~~ Zoning district sign regulations shall control the number and size of signs. In the event of any conflict between the ~~zoning code and these regulations~~, zoning district regulations and the following regulations, ~~then these regulations shall control the following regulations shall control~~.
- (2) New signs and changes to existing signs shall comply with these regulations. ~~No CAC is required for a sign.~~
- (3) All signs shall be designed and constructed in a professional manner and shall exhibit a high level of craftsmanship in both fabrication and installation. Signs shall be or appear to be constructed of stone, masonry, metal, ceramic, glass, plastic, or wood, either stained, natural finished, or painted.
- (4) All applications for a sign shall show location of the sign, details of the building to which the sign is to be attached, size, color, and appearance of the sign, method of illumination and all necessary details for fabrication and erection of the sign.
- (5) Wall signs.
 - a. Wall signs shall not be erected to extend above the top of a wall or beyond the ends of the wall to which they are attached.
 - b. No wall sign shall be more than six inches thick.
 - c. No wall sign may be painted onto any building wall.
- (6) The following colors and materials are prohibited:
 - a. High intensity fluorescent, metal flake or iridescent colors.
- (7) Projecting signs shall not be more than 8 inches thick.
- (8) Illuminated signs are permitted subject to the following restrictions:
 - a. For internally lighted signs, the letters of the sign are the only sign component that may be illuminated. All other sign components shall be opaque.
 - b. Only one internally lighted tube sign (including, but not limited to, neon signs) is permitted per business.
 - c. Blinking, oscillating, or rotating lights are prohibited.
- (9) Restaurant menu signs up to two square feet are allowed and shall not be included in the number or area of permitted signs per street frontage. Menu signs larger than two square feet shall be considered permitted signs.
- (10) Directory Signs. Commercial buildings with multiple occupancies may have one additional sign which serves as a building directory. The size of a building directory sign shall be included in determining the total allowed square footage of signage for a building.
- (11) Roof signs are prohibited.
- (12) Letter height for signs on canopies shall not exceed 12 inches. Backlit canopies are prohibited.
- (13) Cloth and banner signs are permitted. Signs that become visibly faded, frayed, torn or worn shall be removed.

~~(14) Nonconforming Signs: Any sign legally displayed on the effective date of these regulations, and which is rendered nonconforming by the provisions herein, shall be brought into compliance upon the change of business, ownership of business, or replacement of the nonconforming sign. In no event, however, shall any sign be required to be brought into compliance upon change of ownership prior to January 1, 2006.~~

~~(15) These sign regulations do not apply in the CBD zone district.~~

cc: File No. 13-5AM