



City of Venice
Planning & Zoning Department

MEMORANDUM

To: Lori Stelzer, City Clerk
From: Jeff Shrum, AICP, Community Development Director
Date: December 20, 2013
Re: Transmittal of Petition for Council Action
Zoning Text Amendment No. 13-5AM, Sign Code Update

Zoning Text Amendment No. 13-5AM updates the sign regulations contained in the Land Development Code. On November 5, 2013, the Planning Commission, sitting as the local planning agency, found the zoning text amendment consistent with the Comprehensive Plan and voted to recommend to City Council APPROVAL of Zoning Text Amendment Petition No.13-5AM.

To continue the processing of the zoning text amendment, please coordinate the review of the attached ordinance by your office and the City Attorney. Once the review of the ordinance is complete, please schedule the first of two required public hearings before City Council.

Please find attached the staff's report to City Council and the draft ordinance amending Land Development Code sign regulations.

Attachments: Staff report to City Council
Draft ordinance

cc: 13-5AM File



City of Venice
Planning & Zoning Department

MEMORANDUM

To: Mayor and City Council

From: Scott Pickett, AICP, Senior Planner
Jeff Shrum, ACIP, Community Development Director

Date: December 20, 2013

Re: Transmittal of Petition for Council Action
Zoning Text Amendment No. 13-5AM, Sign Code Update

Background:

The update of city sign regulations has involved significant public outreach and input. The revised temporary sign regulations were prepared with a group of community stakeholders and then thoroughly reviewed by the Planning Commission. The city retained the professional services of Wade Trim to assist with the update of the remainder of the sign regulations. After a series of community workshops and meetings of the Sign Code Update Policy Task Force, draft sign code update regulations were prepared and subsequently reviewed by the Planning Commission. On November 5, 2013, the Planning Commission completed its review, found the sign code update consistent with the Comprehensive Plan and made a recommendation to City Council to approve the sign code update.

Following the Planning Commission's action, Wade Trim put the updated sign regulations into an ordinance format. Upon review of the draft ordinance, staff identified the need to fine-tune some of the draft sign standards. Staff shared with the Planning Commission the nature and scope of the staff recommended refinements and asked the Planning Commission if they felt the refinements warranted formal public hearing review before the Planning Commission. The Planning Commission determined the staff-identified revisions did not warrant review of the Planning Commission so long as the revisions were made public as the sign code update proceeds to City Council. A summary of the staff-recommended revisions is provided at the end of this report.

Overview of Sign Code Update:

As noted by the Policy Task Force and Planning Commission, the central challenge of the sign code update has been to achieve an appropriate balance between the goal of maintaining and enhancing

the aesthetic and physical qualities of the community and the goal of promoting economic development.

Many of the successful district-based sign regulations have been retained in their entirety or amended for improved clarity and internal consistency. Examples include the sign regulations for the Central Business District, and the VG and VUD overlay districts.

Concerning ground signs, the sign code update retains the prohibition of pole or pylon ground signs and the required architectural standards for monument signs (base, cap and column design components) have been retained and enhanced.

A primary objective of the sign code update was to consolidate existing sign regulations found throughout the Land Development Code into a consolidated section. The length of the draft ordinance is largely attributed to the need delete the many sign regulations found in each zoning district in order to consolidate the sign regulation in one location within the Land Development Code. Another objective was to create user-friendly regulations that are logically organized and enhanced with graphic illustrations. Both objectives have been achieved.

The following are the areas of sign regulation that underwent significant revision as part of the sign code effort.

- Portable Signs – Portable signs are currently prohibited outside the CBD District. The sign code update permits businesses to display one portable sign subject to public safety standards.
- Temporary Signs – The maximum duration of grand opening signs was extended to 30 consecutive days and new temporary permits for opening soon signs were established.
- Window Signs – Window signs are currently permitted. The sign code update exempts window signs from permitting in all districts but the CBD District. In addition, the maximum window/door sign coverage has increased to 50% in all districts but the CBD.
- Exempt Signs – The number of type of signs exempt from permitting more than doubles under the sign code update.
- Changeable Copy Signs – Currently, schools, churches and gas stations are the only uses allowed to have changeable copy signs. The sign code update enables all commercial properties to have one of the following type of changeable copy signs: monument ground sign, building sign or window sign.
- Placement of Building Signs – Restrictions on the placement of signs on a building has been significantly reduced. In addition, mansard roof signs and marquee signs have been added as new types of building signs.
- Reduced Setbacks – Minimum setbacks for ground signs have been reduced to facilitate the placement of monument signs on commercial properties.
- Maximum Area and Height of Monument Signs – For most of the commercial districts the maximum area and height of monument signs is based on the posted speed and number of lanes on roadway fronting a property. In some zoning districts and for certain types of signs, the maximum area and height of monument signs have increased modestly.

- Administrative Relief – Administrative relief has been introduced in the sign code update. The scope of administrative relief is limited to the design standards for monument signs and the requirement to bring a nonconforming ground sign into compliance when a face change is sought.

Staff and the Planning Commission believe the sign code update successfully achieves an appropriate balance between the goal of maintaining and enhancing the aesthetic and visual qualities of the community and the goal of promoting economic development.

Summary of Recommended Revisions Identified after Planning Commission's Review and Action

After the draft regulations were approved by the Planning Commission, the consultant put the draft regulations into ordinance format. The draft ordinance was reviewed by Planning & Zoning staff, the City Clerk and City Attorney. The comprehensive review resulted in the need to make numerous minor revisions. Most of the revisions involved corrections in spelling or grammar, enhancement of graphics, and formatting of section numbers. Other revisions were made to achieve internal consistency and clarify language to facilitate administration and enforcement of the sign regulations. In one case, upon recommendation of the City Attorney, standards were added for a specific type of temporary sign. Finally, sign regulations for two seldom used zoning districts (Open Use Conservation (OUC) and Residential, Tourism Resort (RTR) were omitted from the draft sign regulations. The existing permanent sign regulations for these two districts were retained in the draft ordinance.

All substantive recommended revisions to the updated sign regulations identified after the Planning Commission approval of the regulations are highlighted yellow in the draft ordinance.

Action:

Approval of zoning text amendment no. 13-5AM requires two public hearing readings of the attached ordinance by City Council.

cc: File No. 13-5AM