

**City of Venice
Planning and Zoning Department**

MEMORANDUM

To: Planning Commission

From: Scott Pickett, Senior Planner *SP*

Re: Minor Revisions to Sign Code Update

Date: December 10, 2013

Prior to transmitting the sign code update to the City Clerk for scheduling of public hearings before City Council, Wade Trim prepared a draft ordinance for staff's review. In conducting the review of the draft ordinance staff identified the need for several minor revisions to the sign code update that are summarized below. Most of the revisions clarify language or facilitate the administration of the sign regulations.

Staff seeks the Planning Commission input on the recommended revisions to the ordinance that will be transmitted to City Clerk. If the Planning Commission feels it is necessary to formally review the proposed revisions, staff will advertise a public hearing on the sign code update in January.

Summary of Proposed Sign Code Revisions

1. Revision of Sign Code Section Title

Sec. 86-403. – ~~Signs in Zoning Districts~~ Zoning District Standards.

2. Greater Detail for Sign Permit Submission Requirements

- 2) *Permit required.* Within the corporate limits of the city, it shall be unlawful for any person to erect, maintain or replace any signs not specifically exempted by this division, without first securing a sign permit to do so.
- a. *Application.* The application for a sign permit shall set forth in writing a complete description of the proposed sign, including the size and nature thereof, the horizontal and vertical dimensions of the sign face and sign structure, the location upon which it is to be placed, whether or not it is to be illuminated, the material of such display, the specifications for its construction, ~~and~~ the name of the person having the right to use and ownership of the premises on which the sign is to be erected and other information required to demonstrate compliance with the requirements of this division.

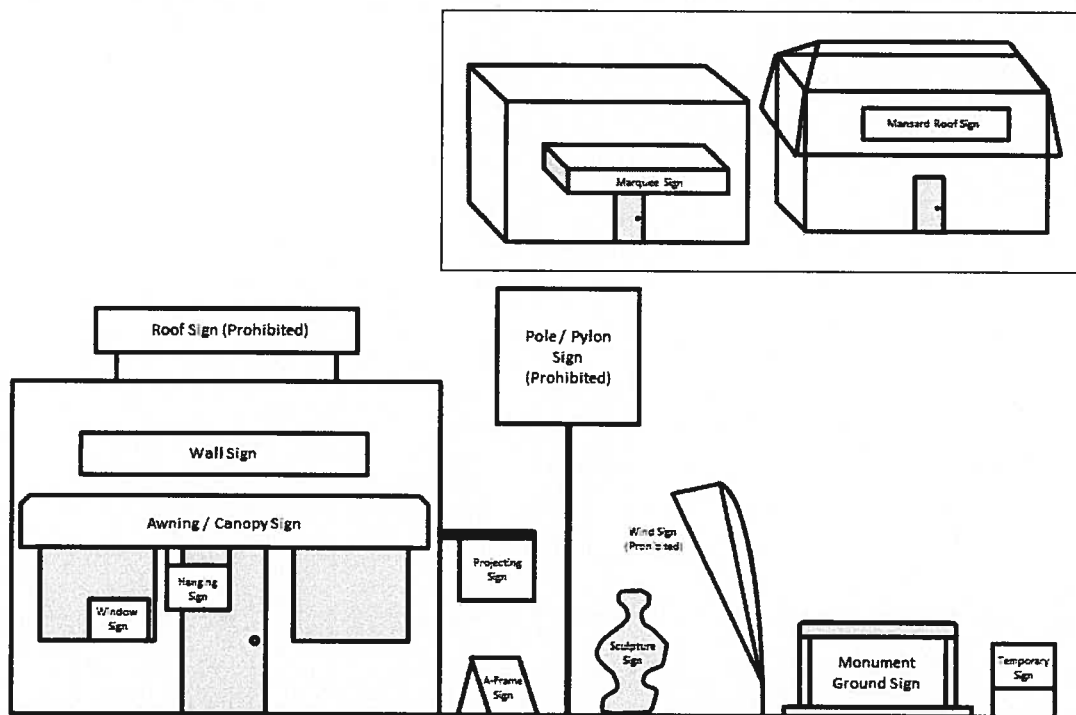
3. Retention of Existing Code Language that Defines Occupational Building Signs

- (2) Professional nameplates or occupational building signs denoting only the name, street number and business of an occupant in a commercial building, a public institutional building or a dwelling house not exceeding two (2) square feet in area.

4. Add a Reference to the Figure 1: Ground and Building Signs

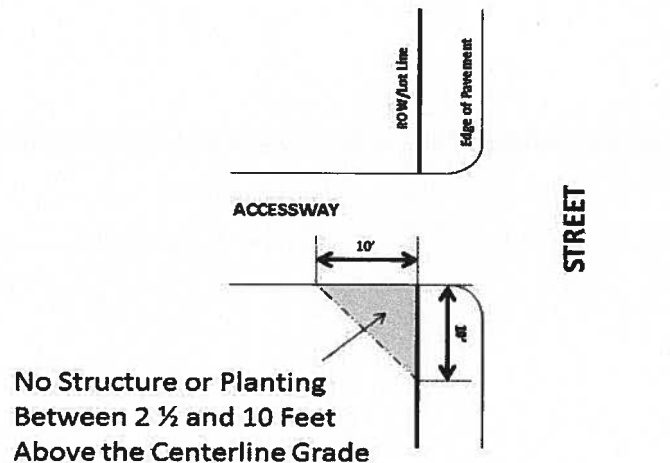
- (b) *Standards for ground signs and building signs.*

Figure 1, below, illustrates the various types of signs regulated by this division.



5. Updated Figure 3 for Consistency with Figure 4 Regarding Graphic Design

FIGURE 3: CROSS-VISIBILITY AREA (AT ACCESSWAY OR DRIVEWAY)



6. Provide Greater Specificity for Reference to Residential District

(1) *Building sign type standards.*

1. Building signs may be placed on any wall or attached to any side of the building except for a wall or side of the building that is oriented towards an abutting residential zoning district. In cases where the only street frontage of the building is oriented toward a residential zoning district, building signs are allowed but must be non-illuminated.

7. Revise Light Intensity Unit of Measurement to a More Current Unit of Measurement

- (3) The light source for externally illuminated signs shall not exceed one (1) foot-candle of light output, or the converted to the equivalent lux measurement, when measured four (4) feet from the base of the sign and the source of the illumination shall be shielded from view from the public right-of-way or any abutting residential district.

8. Provide More Enforceable Language in Reference to Residential District

- (5) No changeable copy shall be permitted ~~in, that is oriented toward, or directly visible from~~ any abutting residential district, except where non-residential uses are specifically permitted in residential districts.

9. Make Reference to a Street

- (3) Minimum text character height for changeable copy in conjunction with a ground sign or building sign shall be 6 inches where the posted speed limit on an abutting street is greater than 30 mph or 4 inches where the posted speed limit on an abutting street is 30 mph or less.

10. Account for County and State Roads

- (g) *Sign standards for permanent service organization signs.* One informational ground sign may be permitted at each major entrance of the city on Tamiami Trail, US 41 Bypass, and Venice Avenue. Such sign shall be devoted exclusively to service organization identification and the location and meeting dates of such clubs. The size, design, placement and method of construction of such signs shall be subject to approval by the city council, as well as Sarasota County or the Florida Department of Transportation when such signs are to be placed in a county or state right-of-way.

11. Revise CHI District Front Yard Setback for Consistency with Other Front Yard Setback Requirements

- e. Monument signs may be located within the required front buffer no closer than ~~ten (10)~~ five (5) feet from a front lot line.

12. Account for Lots Greater than 150 feet in Width in the VG, VUD and NHO Overlay Districts

- b. Monument signs may be allowed by the planning commission up to 15 feet in height when the lot width is 150 feet or more and; when in scale with all other structures as approved on the site and development plan. Monument signs may be allowed by the planning commission up to 12 feet in height when the lot is wider than 85 feet, but less than 150 feet and; when in scale with all other structures as approved on the site and development plan. Monument signs may

be allowed by the planning commission up to 9 feet in height when the lot is less than 85 feet and; when in scale with all other structures as approved on the site and development plan.

13. Increase Clarity of Language

- (1) *Sign standards for residential districts.* Where multi-family uses or non-residential uses are specifically permitted by right or by special exception in RE, RSF, RMF, RMH, and RTR residential districts, monument ground signs and building signs for these uses shall be subject to the following standards:

14. Residential Development Identification Signs in the Right-of-Way, Deletion of a Standard not Related to Signage

- d. *Construction standards.* Sign structures of residential development identification signs may be constructed of any durable material, including wood, stone, brick or block, and may include earthen berms, subject to the height restrictions within this subsection. Construction may include decorative water elements, such as fountains, streams, ponds and waterfalls; provided that a method of maintenance is recorded to ensure that the waters will not become stagnate or polluted. ~~Water elements will provide for recycling to reduce public water consumption.~~

15. Residential Development Identification Signs in the Right-of-Way, Deletion of an Unnecessary Requirement

- e. *Maintenance.* All elements of a residential development identification sign shall be maintained by the developer and successors in title, including approved elements within public rights-of-way. Where the development has or will have an owners' association, the association shall be responsible for maintenance at such time as it becomes responsible for other common elements of the development. ~~Prior to approval, a program for perpetual maintenance shall be submitted for review. This document shall be prepared in recordable form and shall be reviewed and accepted by the City Attorney.~~

16. Improve Clarity and Intent of Provision

- (5) Corporate change of ownership. Temporary signs ~~resulting from~~ necessitated by a corporate change of ownership are permitted subject to the following standards:

17. Deletion of Word for Consistency with Definition of off-site sign

- (7) Off-site ~~advertising~~ signs, except for off-site identification/directional signs approved by the planning commission through special exception.

18. Simplify Definition of Portable Sign by Deleting Examples of Portable Signs

Sign, portable means a sign which has no permanent attachment to a building or the ground, ~~including, but not limited to, A frame signs, pole attachments, searchlights and stands.~~

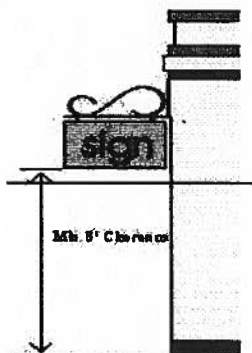
19. Deletion of Unnecessary and Confusing Definition of Illuminated Portable Sign

~~*Sign, portable illuminated* means a sign:~~

- ~~(1) Which is manifestly designed to be transported, as a trailer is transported, on its own wheels, even though the wheels of such signs may be removed and the remaining chassis is attached permanently to the ground, since this characteristic is based on the design of such a sign;~~
- ~~(2) With electrical wiring and illumination as an integral part of total construction; and~~
- ~~(3) With potential electrical connection to power on the site to which it is transported.~~

~~It is characteristic of a portable illuminated sign that the space provided for advertising matter is so constructed that advertising messages may be changed at will by the replacement of lettering or symbols.~~

20. Deletion of a Graphic of Projecting Sign in the Definition of Projecting Sign



Projecting Sign

21. Corrected Omission of OUC District Sign Regulations and Deletion of Provision for Exempt Signs

- (5) Open Use Conservation (OUC) signs. No signs are permitted in the OUC district except:
- ~~a. Exempt signs.~~
 - ba. On-site signs as required for identification and directional purposes, provided that no single sign shall exceed 16 square feet in area, and provided further that no activity for profit shall display more than two such signs for identification purposes at each entrance, and two additional identification signs elsewhere on the premises.

22. Corrected Omission of RTR District Sign Regulations and Deletion of Subsections a through c.

- (2) *Residential Tourist Resort (RTR) signs.* No sign permitted in the RTR district shall be erected or maintained within 20 feet of any adjacent residential property line nor exceed 12 feet in height. No signs are permitted in the RTR district except:
- ~~a. Exempt signs.~~
 - ~~b. One non-illuminated temporary construction project ground sign per street frontage, not exceeding 32 square feet in area, such sign not to be erected more than 60 days prior to the time actual construction begins, and to be removed upon completion of actual construction. If construction is not begun within 60 days or if construction is not continuously and actively prosecuted to completion, the sign shall be removed.~~
 - ~~c. One non-illuminated sign, not to exceed four square feet in area per face, to advertise the sale, lease or rental of property on which the sign is located.~~
 - da. One wall, projecting canopy, or monument-style ground sign per street frontage, which may have two faces, not to exceed 100 square feet in area per face on each side, to identify permitted permissible uses.