



Department of Economic and Development Services
Planning and Zoning Division

Memorandum

To: Planning Commission
From: Chad A. Williams, Zoning Chief *CW*
Date: December 20, 2017
Re: Amending Sign Regulations in the Branan Field Master Plan

The applicant is requesting to amend the Branan Field Land Development Regulations to allow, for shopping centers only, what would be defined as an off premise sign. Due to the Branan Field development standards it becomes challenging to obtain visibility to advertise because buildings front on internal shopping streets and have no direct visibility to larger functional roads. Another compounding issue is that there is not always one owner of an entire shopping center. Owners subdivide their property as outparcels or individual units and therefore lose the necessary street frontage in order to have a free standing sign.

The applicant's proposed amendment would allow that shopping centers be afforded an off premise multi-tenant sign at intersections of roadways classified as major collectors or above, the overall shopping center must have direct access to both intersecting roadways and must be located solely within the activity center land use designation.

The applicant represents Branan Field Walk and this language would specifically allow for them to maintain an existing multi-tenant sign at the intersection of Blanding Boulevard and Branan Filed Road.

Attached is the proposed language for your consideration.

13. Signs.

a. Shopping Center Signs. Monument signs are allowed.

i. Signs. Monument signs shall be allowed at each entrance into shopping centers. Allowable sign size shall be 50 square feet, exceeding this figure when a calculation of one square foot per 1,000 square feet of building area allows. Sign size shall not exceed 150 square feet, and sign height shall not exceed 8 feet, with architectural features of the sign not to exceed 12 feet in height. Pole and pylon signs are prohibited. Monument signs may be externally illuminated and shall be designed such that all means of support are concealed. Street numbers shall be placed on signs at a minimum letter height of 3½" or 10% of sign face height.

ii. Canopy Signs. One canopy or awning sign per occupancy may be permitted subject to the following. The area of copy shall not exceed one square foot per linear foot of canopy, front and sides or a maximum of 75 square feet, front and sides. No canopy sign shall be less than nine feet above the ground immediately below it. Copy may be installed above or on the face of the canopy, provided that the copy area of a sign installed above or on the canopy will be computed on the total of the sign face and the canopy apron. Signs attached to the underside of a canopy shall have a copy area no greater than six square feet.

iii. Projecting Signs. Retail uses in the Community Center and Activity Center and in Neighborhood Centers may also have projecting signs on buildings. Such signs shall not project more than four feet from the wall and shall not be more than three feet high. Such signs shall be mounted on second floor facades, or if there is no second floor, at least ten feet above the sidewalk, located above awnings, canopies, or the like.

b. Freestanding Retail, Office, and Industrial Signs. Monument signs are allowed. Allowable sign size is 50 square feet, exceeding this figure when a calculation of one square foot per five linear feet of lot frontage allows. Such signs shall be a maximum of 75 square feet and a maximum height of ten feet. Signs shall be located in an area that is between five and 20 feet from the right-of-way. One freestanding sign per parcel is allowed for the primary street frontage, as indicated by the orientation of the main entrance of the building.

c. Office/Industrial Park/Complex Uses. Freestanding monument signs are allowed. Size of signs is calculated at a rate of one square foot per 1,000 square feet of building area, beyond a base of 50 square feet. Maximum sign size is 150 feet and maximum height is 15 feet.

d. Hospital Uses. One double-faced freestanding monument sign is allowed per street frontage and at each entrance into the hospital facility. The primary sign shall not exceed two (2) square feet of sign area for each linear foot of street frontage but shall, in no case, exceed 225 total square feet per side. The primary sign is limited to an overall height of twenty (20) feet above ground level. Additional signs may not exceed 100 square feet per side and an overall height of twelve (12) feet above ground level. Signs shall be a minimum of five feet from any public right-of-way. A maximum of eight interior campus directional signs for the purpose of designating parking areas and emergency room access points may be permitted, provided that such parking area signs shall not exceed 8 feet in height and 18 square feet in area, and such emergency room access point signs shall not exceed 8 feet in height and 44 square feet in area.

e. Off-Premise Premises/Off-Site Signs for Multiple-Use Developments Shopping Centers Located in the BF-AC Zoning District. Due to the unique characteristics and design requirements for commercial developments within the Branan Field Activity Center zoning category, off-premises/off-site signs, as defined in Article VII of Clay County Land Development Code, may be utilized for ~~multiple use commercial~~ certain shopping center developments ~~subject to meeting~~ the following requirements of this section:

i. Applicability. This ~~section~~ subsection applies to ~~Multiple-Use Developments which are defined as containing more than one principal use or business on two or more adjacent lots or two or more lots that are separated only by right of way~~ shopping centers which: (1) are ~~clearly identifiable as a single destination point for customers and visitors, i.e. a unified development; and,~~ (2) are designated as BF-AC on the Branan Field Master Plan 2025 FLUM; (2) are located at the intersection of two roadways classified as major collector roads or higher; and, (3) have access on both roadways.

ii. ~~Multiple Use Development Uses. One~~ Permitted Signage. In addition to other permitted signage, the shopping center may have one single or double-faced internally or externally illuminated freestanding off-premises/off-site monument sign ~~is allowed per street frontage and at each entrance to the Multiple Use Development.~~ The ~~primary~~ sign shall not exceed two (2) square feet of sign area for each linear foot of street frontage but, in no case shall the sign face exceed 175 total square feet per side. The ~~primary~~ sign is limited to an overall height of twenty (20) feet above ground level. ~~If the Multiple Use Development is~~ The off-premises/off-site sign shall be located at the intersection of the two roads, the primary sign roadways and may be constructed in a v-shape with as long as each sign face generally ~~facin~~ g ~~faces~~ each

road. ~~Additional signs may double faced internally or externally illuminated freestanding monument signs not exceeded 150 square feet per sign face per side and are limited to an overall height of fifteen (15) feet above ground level. Signs shall be a minimum of five feet from any public right of way. Any such sign may identify one or more users within the Multiple-Use Development shopping center development.~~

~~iii. Individual Business/Use Signs. Individual businesses and uses within the Multiple-Use Development may construct separate freestanding signs, wall signs, any other permitted sign as long as any such sign meets all applicable Branam Field Master Plan and Clay County requirements.~~

- f. Sign Illumination. Any external above-ground light source shall be located and hidden within a planter bed. Light sources located outside the planter bed shall be in a burial fixture. Sign lights shall be focused, directed, and so arranged as to prevent glare or direct illumination or traffic hazard from said lights onto residential districts or onto the abutting roadways. No flashing or pulsating lights shall be permitted on any sign.
- g. Wall Signs. Wall signs are allowed for commercial, office, and industrial buildings. Maximum sign area shall be determined by multiplying the occupancy front foot (linear footage) by 1.5 feet. The maximum sign vertical dimension shall not exceed 20 percent of the building height. In the case of multi-use buildings with individual frontages, these standards shall apply to each portion of the building occupied by a use. Total wall sign size may not exceed 325 square feet.
- h. Prohibited Signs.
- i. Pole or pylon signs.
 - ii. Billboards and off-premises or off-site signs, unless otherwise permitted pursuant to Section 13.e above.
 - iii. Flashing or revolving signs, except for barber poles (allowable only in the supplemental sidewalk zone in shopping streets in the Community and Activity Center and in the Neighborhood Center;
 - iv. Roof signs;
 - v. Any sign suspended between poles and illuminated by a series of lights;
 - vi. Any sign erected on a tree or utility pole, or painted or drawn on a rock or other natural feature;

- vii. Any sign suspended between poles which is either a pennant or spinner;
- viii. Signs which contain, include, or are illuminated by any flashing, intermittent, or moving light or light except for those giving public service information such as time, date, temperature, weather, or similar information.