



**Downtown Development Review Board  
Sign Code Revision Committee**

**Hybrid Virtual/In-Person Meeting  
Thursday, April 13, 2023, at 12:30 PM**

**COMMITTEE MEMBERS**

**Matt Brockelman, Chair**  
Gary Monahan  
Joe Loretta

- I. CALL TO ORDER**
- II. DISCUSSION**
  - A. Review minutes/notes from previous meeting
  - B. Wall (building identification) signs - review and discuss data
- III. PUBLIC COMMENTS**
- IV. ADJOURNMENT**

**PHYSICAL LOCATION**

Jacksonville Public Library-Main Library/Downtown  
303 North Laura Street  
Multipurpose Room (located in the Conference Center)  
Jacksonville, Florida 32202

Visitors are encouraged not to enter City owned public buildings if they have: symptoms of COVID-19, a fever of 100.4 degrees Fahrenheit or higher, are currently undergoing evaluation for COVID-19 infection, a diagnosis of COVID-19 in the prior 10 days or have had close contact with someone infected with COVID-19 during the prior 14 days. Any member of the public entering City owned public building may choose to wear a mask inside the building.



**Downtown Development Review Board (DDRB)  
Sign Code Revision Committee Meeting  
Hybrid Virtual In-Person Meeting**

*Friday, February 3, 2023 2:00 p.m.*

**MEETING MINUTES**

**Board Members (BMs) Present:** M. Brockelman (Chair); J. Loretta; C. Davisson; G. Monahan

**DIA Staff Present:** Susan Kelly, Redevelopment Coordinator; Guy Parola, Operations Manager; and Ina Mezini, Strategic Initiatives Coordinator

**Office of General Counsel:** Carla Lopera, Esq.

**I. CALL TO ORDER**

Chairman Brockelman called the meeting to order at 2:03 p.m.

**II. DISCUSSION ITEMS**

**A. Review draft of “non-static” signage revisions**

Susan Kelly with DIA presented the “non-static” sign code revisions, resulting from Committee comments received at the last meeting. Ms. Kelly stated the need to work with OGC staff to craft a more accurate and appropriate description of “electronic and non-static” signs.

Discussion from Committee Members resulted in the following:

- Electronic and non-static signs cannot be projecting signs.
- With regards to size, they shall not exceed 25% of the max. allowable sign area, not to exceed 32 square feet (or 24 sf, to match conventional code).
- Shall not be located above the 2<sup>nd</sup> level of a building, versus not being located at the skyline.

It was also agreed that, in general, the Board wants to take a closer look at illumination/intensity/brightness of signage.

**B. Review and discuss draft code revision options re: monument signs**

Ms. Kelly reviewed the draft code revisions for monument signs, presenting two options to the Committee. In general, the Committee preferred the option that monument signs be differentiated by district and that staff have a potential opportunity to administratively approve of monument signs that meet specific criteria. The Committee requested that the DDRB be informed of any monument signs that are approved at the staff level.

**C. Existing sign code language for wall (building identification) signs**

Ms. Kelly presented a memo that provided a brief on building identification wall signs as currently regulated in the Code and with several examples from other municipalities.

**D. Discussion – wall (building identification) signs**

Chairman Brockelman led the group discussion regarding building identification wall signs.

This discussion resulted in the following observations:

- Grandfathering of signs and how this promulgates signs that are larger than the code allows. Ideas for remedy this included:
  - o Capping the exception request at a certain percentage.
  - o Requiring that replacement signs be reduced by a certain percentage with the intent that sign sizes track closer to the code allowance and not farther from it.
  - o Prohibiting any new special sign exceptions related to square footage.
- Mr. Parola posited that there may not be a “right” percentage because each building and it’s architecture are different. It may be more accurate to understand signage size as a proportion of the building façade. He also stressed the importance of brightness and illumination.
- BM Davisson stated that the code is not the issue but that there is no enforcement of the existing sign regulations by the DDRB.
- Several Committee members felt that illumination was a significant issue that needed attention. BM Loretta had concerns over the enforcement of sign illumination.

The Chair recognized Tracey Arpen for informal public comment. Mr. Arpen stated that some of the application criteria may pose a problem. The criteria is very subjective and may not capture the issues that are being faced.

Staff will provide the Committee with data including the square footage of building facades, general building size, size of sign requested, and what was approved.

**III. Public Comments**

Chairman Brockelman called for any other public comments. No additional public comments were presented.

**IV. Adjournment**

There being no further business, Chairman Brockelman adjourned the meeting at approximately 2:57 p.m.

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*The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, a recording is available upon request. Please contact Susan Kelly at 904-255-5307 or ksusan@coj.net.*



# DOWNTOWN INVESTMENT AUTHORITY

117 West Duval Street #310, Jacksonville, Florida 32202

(904) 255-5302 | <https://dia.coj.net/>

## MEMORANDUM

**To:** Downtown Development Review Board – Sign Code Review Committee

**From:** Susan Kelly, Redevelopment Coordinator

**Date:** April 13, 2023

**RE:** Recent data for building identification, wall signs

On February 3<sup>rd</sup>, the Committee requested information about recent approvals/applications for building identification wall signs related to the size (square footage) of these signs.

Per Section 656.1333(a)(1)(i), “wall signs painted on or affixed to buildings up to five stories in height shall not exceed ten percent of total area of the façade fronting a street or 300 square feet, whichever is less, and buildings over five stories shall not exceed ten percent of the total area of the façade fronting a street or 400 square feet, whichever is less.” The buildings used in this analysis are over five stories, so 400 square feet is used for comparison as the code-recognized maximum size for a building identification wall sign.

Building	Address	Approval Date	Visible Opening (V.O.)	Stories	Size Requested	Size Approved	Approval as % of V.O.	400 sf as % of V.O.	Approved less 400 sf
VyStar Tower	76 S. Laura	2-14-19	5,676 sf	24	1,906 sf	1,906 sf	34%	7%	1,506 sf
Riverplace Tower	1301 Riverplace Blvd.	9-19-19	2,280 sf	28	1,356 sf	1,356 sf	59%	18%	956 sf
Chase Tower	112 W. Adams	5-14-20	1,102 sf	18	449.6 sf	449.6 sf	41%	36%	49.6 sf
Fidelity Bldg	601 Riverside Ave.	4-21-22	2,140 sf	8	835 sf	832 sf	39%	19%	432 sf
501 Riverside Ave	501 Riverside Ave.	7-14-22	504 sf	13	300 sf	300 sf	60%	79%	-100 sf
Wells Fargo Bldg	1 Independent Dr.	2-9-23	7,590 sf	37	2,186 sf	2,186 sf	29%	5%	1,786 sf

*Table 1: Recent Approvals - Size of Sign Relative to Visible Opening*

Table 1, above, shows buildings that have received DDRB approvals for building identification wall signs since 2019. The table identifies the size of the sign that was approved; the size of the visible opening or V.O., which is the area most reasonably identified for the sign installation; the

size of the sign as a percent of the V.O.; and the 400 square foot code compliant sign as a percent of the V.O.

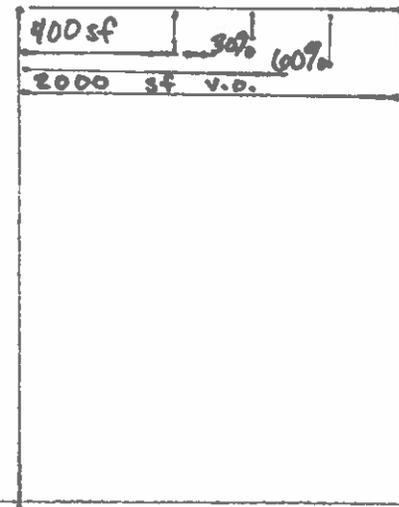
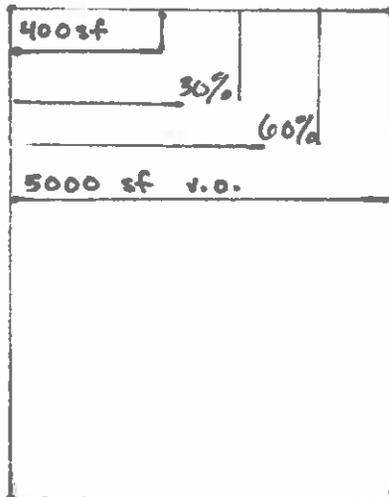
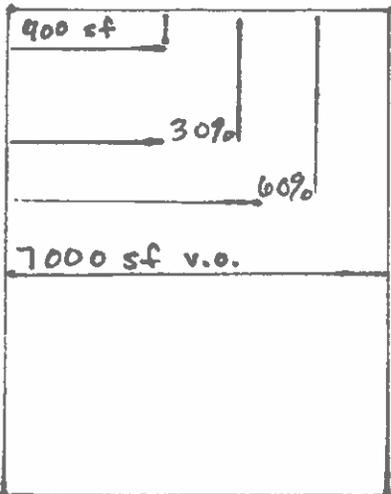
Table 2, below, calculates the square footage of the façades of various buildings throughout Downtown and identifies the square footage of their building identification wall sign as a percentage of the respective façade.

The diagrams that follow provide an indication about the relationship of differently sized signs as they relate to different sizes of buildings. The diagrams show how the “standard” 400 square foot sign might relate to a 10, 20, and 40-story building, and how signage that is 30 percent and 60 percent of various visible openings (2,000 square feet, 5,000 square feet, and 7,000 square feet) relate to a 10, 20, and 40-story building.

*[remainder of the page intentionally left blank]*

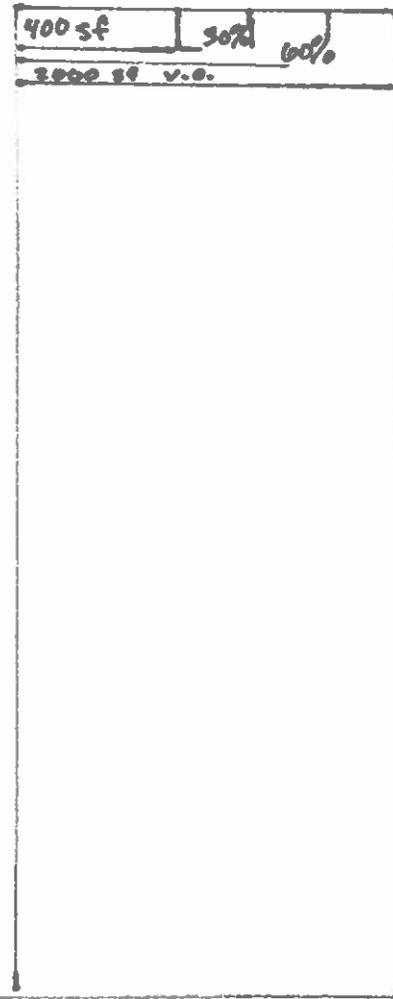
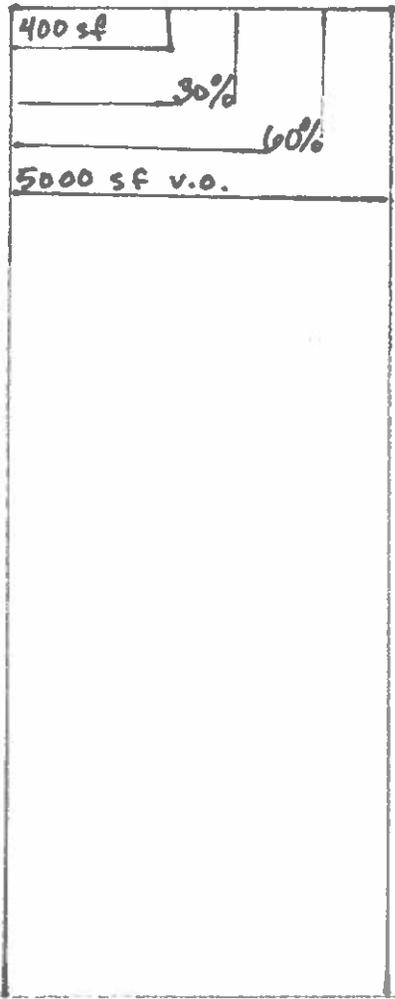
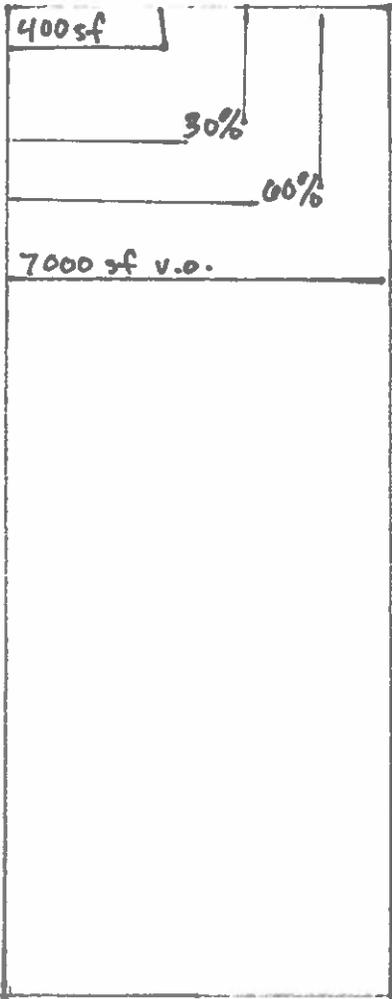
BUILDING	BLDG HEIGHT (FT)	BLDG WIDTH (FT)*	FAÇADE AREA (SQFT)**	STORIES	SIGN AREA (SQFT)	SIGN AREA (% OF FAÇADE AREA)	BUILDING ADDRESS
Wells Fargo Building	553	215	118895	37	2233	2%	one independent drive (south façade)
Riverplace Tower	432	145	62640	28	1100	2%	1301 Riverplace (south façade)
Prudential Building/One Call	309	200	61800	22	1341	2%	841 Prudential (southwest façade)
TIAA Bank Center	360	220	79200	30	2624	3%	301 west bay (southeast façade)
Vystar Tower	299	170	50830	24	1906	4%	76 south Laura (east façade)
BB&T/Truist	234	145	33930	18	221	1%	200 west Forsyth (north façade)
Fidelity National	112	220	24640	8	832	3%	601 riverside avenue (southwest façade)
Blue Cross Blue Shield	215	110	23650	19	998	4%	532 riverside avenue (south façade)
501 Riverside (Corner Riverside & DuPont)	182	200	36400	13	620	2%	501 Riverside Avenue (two signs, north façade)
*As measured by the narrowest part of the façade. Example: in the case of Wells Fargo, the tapered base is not factored in							
**Because building width is measured at the narrowest part of the façade, actual façade area may be under-represented as in the case of Wells Fargo							
<p><b>Note: Building height as reported on Wikipedia or as calculated by number of stories multiplied by average story height per property appraiser; Building width estimated by property appraiser building footprints and rounded down. The intent is for illustrative and discussion purposes only and not to be relied upon as actual dimensions.</b></p> <p><b>Note: Façade area rounded down to the nearest 1,000 so as to not under-represent sign area as a percentage of façade area</b></p>							

Table 2: Sign Area as a Percent (%) of Façade Area



1:50

10-STORY



1:50

20-STORY

400sf		
	30%	
		60%
7000sf v.o.		

400sf		
	30%	
		60%
5000sf v.o.		

400sf	30%	60%
3000sf v.o.		