



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

**In-Person Meeting  
Friday, February 3, 2023, at 2:00 PM**

**COMMITTEE MEMBERS**

**Matt Brockelman, Chair**  
Craig Davisson

Joe Loretta  
Gary Monahan

- I. CALL TO ORDER**
- II. DISCUSSION**
  - A. Review draft of “non-static” signage revisions
  - B. Review and discuss draft code revision options re: monument signs
  - C. Existing sign code language for wall (building identification) signs
  - D. Discussion – wall (building identification) signs
- III. PUBLIC COMMENTS**
- IV. ADJOURNMENT**

*Please be advised that this will be an in-person meeting.*

**PHYSICAL LOCATION**

City Hall at St. James  
117 West Duval Street  
First Floor, Don Davis Room  
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.

## **Electronic and Non-static Signs – Draft Code Revisions**

### Definitions:

Dwell time means the time that an electronic sign remains static or unchanging.

### **Section 656.1338 – Electronic and Non-static Signs**

Animated signs; digital signs; changing message devices; mobile signs; tracker lights or similar lighting components; mirror-like or reflective materials; pennants; ribbons; streamers; inflatables; wind-activated signs; and similar electronic and non-static signs shall be discouraged in Downtown.

Electronic and non-static signage as described in this section are allowed only by special exception approved by the Downtown Development Review Board using the criteria set forth in Section 656.1335, and meeting all of the criteria listed below:

- (a) Electronic and non-static signs may only display onsite messages;
- (b) Freestanding non-static signs are prohibited;
- (c) Electronic and non-static signs must be turned off if not fully operational as designed and permitted;
- (d) Electronic and non-static signs shall be architecturally integrated into the building onto which they are affixed, and oriented towards the pedestrian and not passing motorists;
- (e) Electronic and non-static signage shall be counted towards the calculation of maximum allowable sign area and shall not exceed 25 percent of the maximum allowable sign area;
- (f) Buildings with electronic and non-static signage shall not be exempt from the minimum transparency requirements, set forth in Section 656.361.6.2(G);
- (e) Unless approved by a Certificate of Appropriateness, electronic and non-static signs are prohibited on contributing structures within the Downtown National Register District and on locally designated landmarks within Downtown;
- (f) Unless within the Sports and Entertainment District, electronic and non-static signs shall not be located at the skyline: [ground floor only??]
- (g) No message or image may be displayed for less than 60 minutes. The message shall be static during this dwell time; no flashing or varying light intensity or movement shall be allowed during the message. Messages shall not scroll and shall not give any

appearance of moving, or in any way include active movement. Traffic control devices and related signs and government signs, which are necessary for public health and safety, are exempt from this paragraph;

(h) Exemptions to these criteria may be made by the DDRB for the following:

i) Historic signage - Approval of restoration, rehabilitation, or reconstruction of a historic sign that is attached or was previously attached to the historic building shall be based upon documentation of prior existence and shall have existed as a character-defining feature of the historic building;

ii) Signage in the Sports and Entertainment District; or

iii) Traffic control devices and related signs and government signs, which are necessary for public health and safety.

DRAFT

## **Monument Signs Draft Code Revisions**

### **OPTION 1: No change (*except to fix noted error*)**

Section 656.1333(f) – *Pylon/pole, roof, monument signs, and transit shelter signs*: Allowed only by special exception approved by the Downtown Development Review Board using the criteria set forth in ~~subsection (2) of this~~ Section 656.1335 and 656.1333(j), except transit shelter signs. Unless otherwise provided in the special exception, all pylon/pole signs shall meet the setback requirements of Section 656.1303(i). Transit shelter signs shall meet the requirements in Section 656.1333(h) and shall not be eligible for a special sign exception under Section 656.1331(j), but shall only be allowed by special exception following the criterion outlined under Section 656.1333(h).

### **OPTION 2: Distinguished by district**

Section 656.1333(m) – Monument signs: Except in the Brooklyn, Southbank, and the Sports and Entertainment Districts, monument signs are only allowed by special exception approved by the Downtown Development Review Board using the criteria set forth in Sections 656.1335 and 656.1333(j).

(1) In the Brooklyn, Southbank, and the Sports and Entertainment Districts, monument signs shall be allowed by special exception approved by the DDRB, except that monument signs that meet the following may be administratively approved by staff:

- i) Height does not exceed six (6) feet;
- ii) Sign area does not exceed 48 square feet; and
- iii) Consistent with design review criteria set forth in Sections 656.1335 and 656.1333(j).



# 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:** February 3, 2023  
**RE:** Briefing on building identification, wall signs

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The following information is intended to provide a briefing on building identification (wall) signs in Downtown and provides information on how codes address high-rise building identification signs in other municipalities. Note – this memo does not address ground floor wall signage for multi-tenant buildings.

### Subpart B – Downtown Sign Overlay Zone

#### Section 656.1333(a) **Building Identification Signs**

##### Wall signs:

- up to 5 stories – 10% of the total area of the façade fronting a street, or 300 square feet, whichever is less,
- over 5 stories – 10% of the total area of the façade fronting a street, or 400 square feet, whichever is less.
- 1 per street frontage
- Different for parking garages

### Other Municipalities

#### **City of Orlando, Notes:**

##### Section 64.246(e)

If illuminated at night, the text within a high rise building sign must be lit with white, though a single logo element of the sign may be lit with colored light. All lighting must be internal back-lighting.

##### Section 64.246(f)

Variances to the total high rise sign area allowed are prohibited.

*Method of calculating high rise building sign area* – Max. sign area for high rise building signs is 5 sq ft for every 1,000 sq ft of gross floor area of the principal building, provided, however, that in no event may the total sign area for high rise building signs exceed 800 sq ft per building.

**City of San Diego, Notes:**

Section 142.1250(b)

“High-Rise Building Identification Wall Signs”

- Sign copy area not included in the calculation of primary wall sign area
- If has a high-rise wall sign, not entitled to a roof sign (sign above parapet)
- Table provided for sign area calculations (below)

San Diego Municipal Code  
(3-2021)

Chapter 14: General Regulations

**Table 142-12J  
High-Rise Building Identification Wall Sign Calculations**

<b>Building Height Measurement Category</b>	<b>Sign Area Factor</b>	<b>Sign Setback</b>
Elevation at which uppermost point of <i>sign copy area</i> may be located.	For <i>sign area</i> , multiply the width of the <i>building facade</i> at the uppermost point of the <i>sign copy area</i> , by the factor below that corresponds to the height of the <i>sign</i> .	The minimum distance that the <i>sign</i> must be set back from each vertical edge of the <i>building facade</i> is based on the uppermost point of the <i>sign copy area</i> .
100 - 150 feet	5 square feet	5 feet
151 - 200 feet	6 square feet	6 feet
201 - 300 feet	7 square feet	7 feet
301 feet and greater	8 square feet	8 feet

**City of Tampa, Notes:**

Section 27-182 – Public realm and public realm zone standards [for CBD], Table 183.1 (below).

BUILDING SIGN STANDARDS

Contents Category	Building Type	Sign Placement by Building Floor [1]	Maximum Area (SF) [3,4]
1-S	All Buildings	1 <sup>st</sup> Floor [2]	2 SF per 1 LF
2-S	5 Floors or less	On face of highest Floor	1.25 SF per 1 LF
3-S	6 to 15 Floors	On face of highest Floor	2 SF per 1 LF
4-S	16 to 30 Floors	On face of highest Floor	3 SF per 1 LF
5-S	31 Floors and up	On face of highest Floor	4 SF per 1 LF

Sign Notes: [LF] Linear feet; [SF] Square feet

[1] For multi-level buildings, sign area allowed for floors above 1<sup>st</sup> floor, those signs shall be placed on the wall face of the highest floor of the building.

[2] Includes all allowed signs set forth in division 6 'signs' of this chapter.

[3] The maximum sign SF ratios are available for use based on the overall number of floors/levels of the building and may be oriented towards any frontage. All buildings are allowed the maximum under 1-S. Use the 'Category' column to identify allowable sign area ratio by total building floor/level count; ratios are not to be aggregated by segments or portions of floors (i.e. a 40-floor building is permitted to use max SF for 1-S and 5-S only, with the total from 5-S placed on the face of the 40<sup>th</sup> floor). Example: 3 story building = 1-S (placed on allowable building surfaces for 1<sup>st</sup> Floor) and 2-S placed on the face of the 3<sup>rd</sup> floor.

[4] Sign area leftover from 1-S can be redistricted to the upper level building sign total.