



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

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

COMMITTEE MEMBERS

Matt Brockelman, Chair
Craig Davisson

Joe Loretta
Gary Monahan

I. CALL TO ORDER

II. DISCUSSION

- A. Review and discuss draft code revision options re: non-static signage
- B. Existing Sign Code Language for Monument Signs
- C. Discussion – Monument Signs
- D. Review Action Items

III. PUBLIC COMMENTS

IV. ADJOURNMENT

Please be advised that this will be a hybrid virtual in person meeting. Attendees may participate in person or virtually.

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.

VIRTUAL LOCATION

Interested persons desiring to attend this meeting virtually can do so via Zoom (including by computer or telephone) using the following meeting access information:

By Computer

<https://zoom.us/j/98596868344?pwd=bFJ1UEhrMmJ2SGNoKzNCdndzTmZLdz09>

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Meeting ID: 985 9686 8344

Passcode: 698693

One tap mobile

+1 (301) 715-8592 (Washington D.C)

+1 (312) 626-6799 (Chicago)

Find your local number: <https://zoom.us/j/98596868344?pwd=Zm98NjY5ODZlM0RlM0RlM0RlM0Rl>

Non-static Signs Code Revisions

OPTION 1: prohibited

Section 656.1338 – Non-static Signs

Except for signs within the Sports and Entertainment District, animated signs; changing message devices; mobile signs; beacons, tracker lights or similar lighting components; mirror-like or reflective materials; pennants; ribbons; streamers; inflatables; wind-activated signs; and similar shall be prohibited.

OPTION 2: subject to special exception

Section 656.1338 – Non-static Signs

Animated signs; changing message devices; mobile signs; beacons, tracker lights or similar lighting components; mirror-like or reflective materials; pennants; ribbons; streamers; inflatables; wind-activated signs; and similar are strongly discouraged in Downtown. Non-static signs 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) Non-static signs may only display onsite messages;
- (b) Freestanding non-static signs are prohibited;
- (c) Electronic non-static signs must be turned off if not fully operational as designed and permitted;
- (d) 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) Non-static signage counts towards the calculation of maximum allowable sign area;

(f) Buildings with non-static signage are not exempt from the minimum transparency requirements;

(e) Non-static signs are prohibited on contributing structures within the Downtown National Register District and on locally designated landmarks within Downtown, unless approved by a Certificate of Appropriateness;

(f) Unless within the Sports and Entertainment District, non-static signs shall not be located at the skyline;

(g) Size Shall not exceed X square footage...;

(h) The copy on all electronic message signs shall not change more than once in a fifteen (15) second period. The message shall be static during this dwell time. There shall be no flashing or varying light intensity or movement 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;

(i) Light intensity... ?; and

(j) Exemptions may be made by DDRB staff for 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.

OPTION 3: only if, and subject to special exception

Section 656.1338 – Non-static Signs

(a) Animated signs; changing message devices; mobile signs; beacons, tracker lights or similar lighting components; mirror-like or reflective materials; pennants; ribbons; streamers; inflatables; wind-activated signs; and similar shall be prohibited, except as follows:

(1) In the Sports and Entertainment District.

(2) 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.

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

(b) Non-static signs are allowed only by special exception approved by the Downtown Development Review Board using the criteria set forth in Section 656.1335.

DRAFT



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: January 12, 2023

RE: Briefing on monument signs

The following information is intended to provide a briefing on monument signs, what they are, and how the code, including various zoning overlays, contemplates their usage.

Subpart B – Downtown Sign Overlay Zone

Section 656.1333(f)

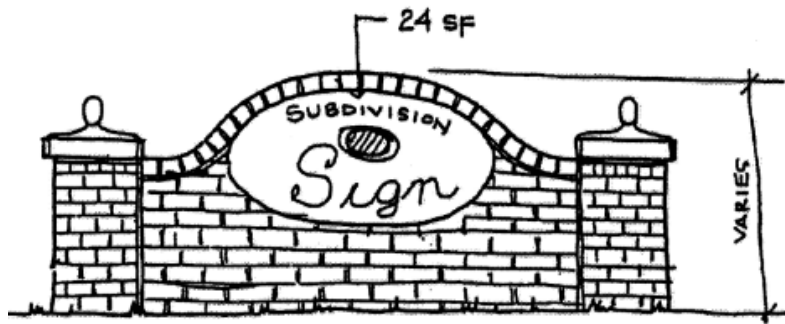
- Pylon/pole, roof, monument signs, and transit shelter signs: **Allowed only by special exception approved by the Downtown Development Review Board using the criteria set forth in subsection (2) of this Section Section 656.1335 and 656.1333(j)**, except transit shelter signs. Unless otherwise provided 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).

Terminology / Definitions

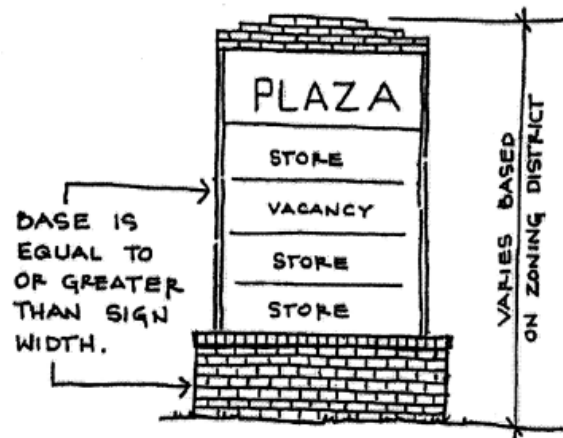
Section 656.1302 – Definitions

- Monument Sign: A freestanding sign [sign which is not attached to a building] mounted directly to the ground with a base which is at least two-thirds the horizontal length of the sign and with no visible space between the ground and the sign for the length of the base, except that there may be visible space not to exceed two feet in height between the base and the sign, provided that in no event shall the height of the visible space exceed the height of the sign.

(Figures from code shown below)



SUBDIVISION /
MONUMENT SIGN



MONUMENT SIGN



Monument Signs - Current Code (not Downtown Sign Overlay Zone)

Section 656.1303 – Zoning limitations on signs

- Sign area and height differ for each zoning district, to be compatible with the intent of the scale and intensity of each zoning district.
- Importance of setbacks and separation requirements to ensure safety (vehicles and pedestrians) and aesthetic clarity.
- Section 656.1303(c)(3) - Commercial Zoning Districts (CCBD)
 - (i) One street frontage sign per lot not exceeding one square foot for each linear foot of street frontage, per street, to a maximum size of 300 square feet in area for every 300 linear feet of street frontage or portion thereof is permitted, provided they are located no closer than 200 feet apart.

Section 656.1310 - Sign Waivers

- Approved by City Council
- Limitations on sign waivers (as related to monument signs):
 - Height - No waiver granted for an increase in sign height in excess of 20% of maximum height allowed, or 5 feet in height, whichever is less.
 - Size - No waiver granted for an increase in sign size in excess of 25% of the maximum size area allowed, or 10 square feet in area, whichever is less.
 - Number – Waiver may be granted to increase the maximum number of signs allowed, so long as the total square footage of all signs does not exceed the maximum square footage allowed for the property

Section 656.394.1 – Mayport Road Zoning Overlay

- (g) Signs
 - (1) Maximum signage allowed on site shall not exceed one square foot for each linear foot of r.o.w. frontage.
 - (2) Monument signs shall not exceed 96 square feet and shall not be closer than 150 feet apart.
 - (4) Maximum height of all monument signs shall not exceed eight feet in height above the nearest public walkway.

Section 656.397(VI) – Mayport Village Working Waterfront Zoning Districts, Zoning limitations on signs

- (b)(1) One nonilluminated or externally illuminated monument style sign, not exceeding 36 square feet in area;

Section 656.399.35 – Riverside/Avondale Zoning Overlay, Signage

- (2)(b) Ground Signage shall be determined by the size of the principal building structure as follows.
 - (c) Ground Signage shall be limited in height to five feet.

Building Size (Gross Floor Area)	Maximum Sign Area
Under 40,000 square feet	32 square feet
40,000 – 125,000 square feet	48 square feet
Over 125,000 square feet	64 square feet

Section 656.399.62 – Renew Arlington Zoning Overlay, Signage (typ.)

- (g)(1) One identity freestanding sign per lot per street frontage, provided they are located no closer than 200 feet apart...; size determined as follows:

Parcel Size	Max Area per Side (sq ft)	Max Height (ft)
Less than 1 acre	36	12
1 acre to 3 acres	50	12
Greater than 3 acres to 5 acres	75	18
Greater than 5 acres	200	35

One additional identity sign shall be permitted if the parcel's road frontage equals or exceeds 500 linear feet, provided signs are located no closer than 200 feet apart.

Historic Preservation Section, review procedures

- Monument signs can be reviewed administratively by staff if less than 4 feet in height and 5 feet in width; significant building features are not obscured; and sign is not internally illuminated. All other monument signs are subject to review by the Historic Preservation Commission.