



PLANNING & ZONING BOARD STAFF REPORT

PLANNING, ZONING AND BUILDING DEPARTMENT
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Ordinance 22-18, Roof Signs and Aesthetic Qualifications for Signs

Meeting: September 17, 2018	File No.: 2018-190	Application Type: Land Development Regulations Amendment
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Request:

Provide a recommendation to the City Commission regarding Ordinance No. 22-18, a City-initiated request to amend Land Development Regulations Section 4.6.7(D), "Aesthetic Qualifications" to provide criteria regarding scale, design, and location of signs on a site or building, and 4.6.7(J)(3) "Prohibited signs" and Appendix A "Definitions" to clarify the definition of a roof sign.

Recommendation:

Recommend approval of Ordinance No. 22-18 to the City Commission of the City-initiated request to amend Land Development Regulations Section 4.6.7(D), "Aesthetic Qualifications" to provide criteria regarding scale, design, and location of signs on a site or building, and 4.6.7(J)(3) "Prohibited signs" and Appendix A "Definitions" to clarify the definition of a roof sign, by adopting the findings of fact and law contained in the staff report and finding that the amendment and approval thereof is consistent with the Comprehensive Plan and meets the criteria set forth in LDR Section 2.4.5(M).

Proposed Amendment:

The intent of the proposed amendments is to allow signage on parapets, which are currently included in the definition of roof signs, which are a prohibited type of sign. Several waivers have been approved between 2011 and 2016 to allow signage above the roofline of buildings with flat roofs. The two images below, Spodak Dental and Farmhouse, show signs that received waivers.



The first draft of the proposed amendments was considered by the Planning and Zoning Board at the August 20, 2018 meeting; however, due to concerns that allowing signage on parapets could result in proposals to randomly increase parapet size for the sole purpose of providing signage, the item was continued to the September 17, 2018 meeting. Staff has amended the proposed language in Ordinance 22-18 to clearly define a prohibited roof sign and has added additional aesthetic qualification criteria regarding scale, design, and placement of a sign.

The amendment as proposed would continue to prohibit signs like the signs at Doc's All American and Harbor Freight (shown below). For existing, nonconforming signage that has community significance, like Doc's sign, a process is already in place to

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designate it as a nostalgic sign. New signs, such as the Harbor Freight sign, would continue to be prohibited without a waiver. The revised ordinance continues to prohibit placement above the parapet and adds aesthetic criteria that would further prohibit this type of placement.



Review and Analysis:

Pursuant to **LDR Section 2.4.5(M)(1)**, amendments to the Land Development Regulations may be initiated by the City Commission, Planning and Zoning Board or City Administration; or an individual.

The proposed amendment is a city-initiated text amendment to the Land Development Regulations.

Pursuant to **LDR Section 2.4.5(M)(5), Findings**, in addition to LDR Section 1.1.6(A), the City Commission must make a finding that the text amendment is consistent with and furthers the Goals, Objectives and Policies of the Comprehensive Plan.

The **Comprehensive Plan** identifies the following Objectives and Policies with respect to signs:

Policy A-5.1: The City shall continue to enforce its existing sign code.

The proposed amendments will assist Staff in administering the intent of the Sign Code with respect to aesthetic qualifications and the prohibition of roof signs.

Assessment and Conclusion:

The proposed amendment is consistent with this policy by clarifying the regulations for aesthetic qualifications regarding scale, design, and location of all signage, and for roof signs to better understand when signs are permitted above a roof line, and when they are expressly prohibited. The clarifications also eliminate the need for waivers for certain signs where several waivers have been previously granted for the same type of sign, such as those on a parapet surrounding a flat roof.

Alternative Actions:

- A. Move a recommendation of approval to the City Commission of Ordinance No. 22-18, a City-initiated request to amend Land Development Regulations Section 4.6.7(D), "Aesthetic Qualifications" to provide criteria regarding scale, design, and location of signs on a site or building, and 4.6.7(J)(3) "Prohibited signs" and Appendix A "Definitions" to clarify the definition of a roof sign, by adopting the findings of fact and law contained in the staff report, and finding that the text amendment and approval thereof is consistent with the Comprehensive Plan and meets the criteria set forth in LDR Section 2.4.5(M).
- B. Move a recommendation of approval of Ordinance No. 22-18, as amended, a City-initiated request to amend Land Development Regulations Section 4.6.7(D), "Aesthetic Qualifications" to provide criteria regarding scale, design, and location of signs on a site or building, and 4.6.7(J)(3) "Prohibited signs" and Appendix A "Definitions" to clarify the definition of a roof sign, by adopting the findings of fact and law contained in the staff report, and finding that the text amendment and approval thereof is consistent with the Comprehensive Plan and meets the criteria set forth in LDR Section 2.4.5(M).
- C. Move a recommendation of denial of Ordinance No. 22-18, to amend Land Development Regulations Section 4.6.7(D), "Aesthetic Qualifications" to provide criteria regarding scale, design, and location of signs on a site or building, and 4.6.7(J)(3) "Prohibited signs" and Appendix A "Definitions" to clarify the definition of a roof sign, finding that the text amendment and approval thereof is not consistent with the Comprehensive Plan and does not meet the criteria set forth in LDR Section 2.4.5(M).

