



REQUEST FOR DETERMINATION

SUBMITTAL REQUIREMENTS

- Application Fees: NA ☐
- Homesteads, Single Family, Duplex, & Non-Profits..... \$50
 - Other Properties.... \$275
 - Banners..... \$275
 - V AR extension.... \$50
 - MPL or CUP extension..... \$100
 - Temporary Use... \$200
- Completed Application ☒
- Project Description, including reason for requesting determination and justification ☒
- If site specific, submit survey, site plan, elevations as required by project planner ☐
- If related to a building permit, include case # ☐

City Planning Division
6th Floor, City Hall
400 S. Orange Ave.
Orlando, Florida 32802-4990

For more information, contact:
City Planning
Phone: 407.246.2269
Fax: 407.246.2895
E-Mail: zoningofficial@cityoforlando.net



Updated Apr. 6, 2012

PROJECT LOCATION

27-22-29-1349-00-010

Parcel Identification Number

1610 W Church St, Orlando, FL 32805

Property Address/Location

APPLICANT/OWNER INFORMATION

Frank Usina, Comm Venues Proj Mgr

Applicant Name, Title

Laurie Batts, Real Estate Div Mgr

Property Owner Name, Title

City of Orlando

Company

City of Orlando

Company

400 S Orange Ave, 9th Flr

Street Address

400 S Orange Ave, 9th Floor

Street Address

Orlando FL 32801

City

State

Zip

Orlando, FL 32801

City

State

Zip

407.246.2114

Telephone Number

407.246.2653

Telephone Number

407.246.3435

Fax Number

Fax Number

Frank.Usina@CityofOrlando.net

E-Mail Address

Laurie.Batts@CityofOrlando.net

E-Mail Address

TO BE COMPLETED BY CITY STAFF

Pre-Application Mtg. Verification

Date

FL Citrus Blvd Signage
Project Name

Case Description

Determination ☐ Interpretation ☐

Subtype

Commissioner
District

LSC 2014-00125
Case # Assigned

April 29, 2014

Request For Determination
Florida Citrus Bowl Stadium Reconstruction Exterior Signage
Project Description

Request for Determination needed for a new venue sign ordinance to approve the exterior signage package for the Florida Citrus Bowl Stadium Reconstruction project.

Signage includes:

- Reconstructed Citrus Bowl Stadium, 1610 West Church Street
 - New exterior wayfinding & identity signage
 - New sponsor opportunity signage
 - New electronic/static sponsor & event signage on backs of scoreboards
- Existing Administration Building, 400 South Rio Grande Avenue (One Citrus Bowl Place)
 - Existing wayfinding & identity signage
 - New potential sponsor signage

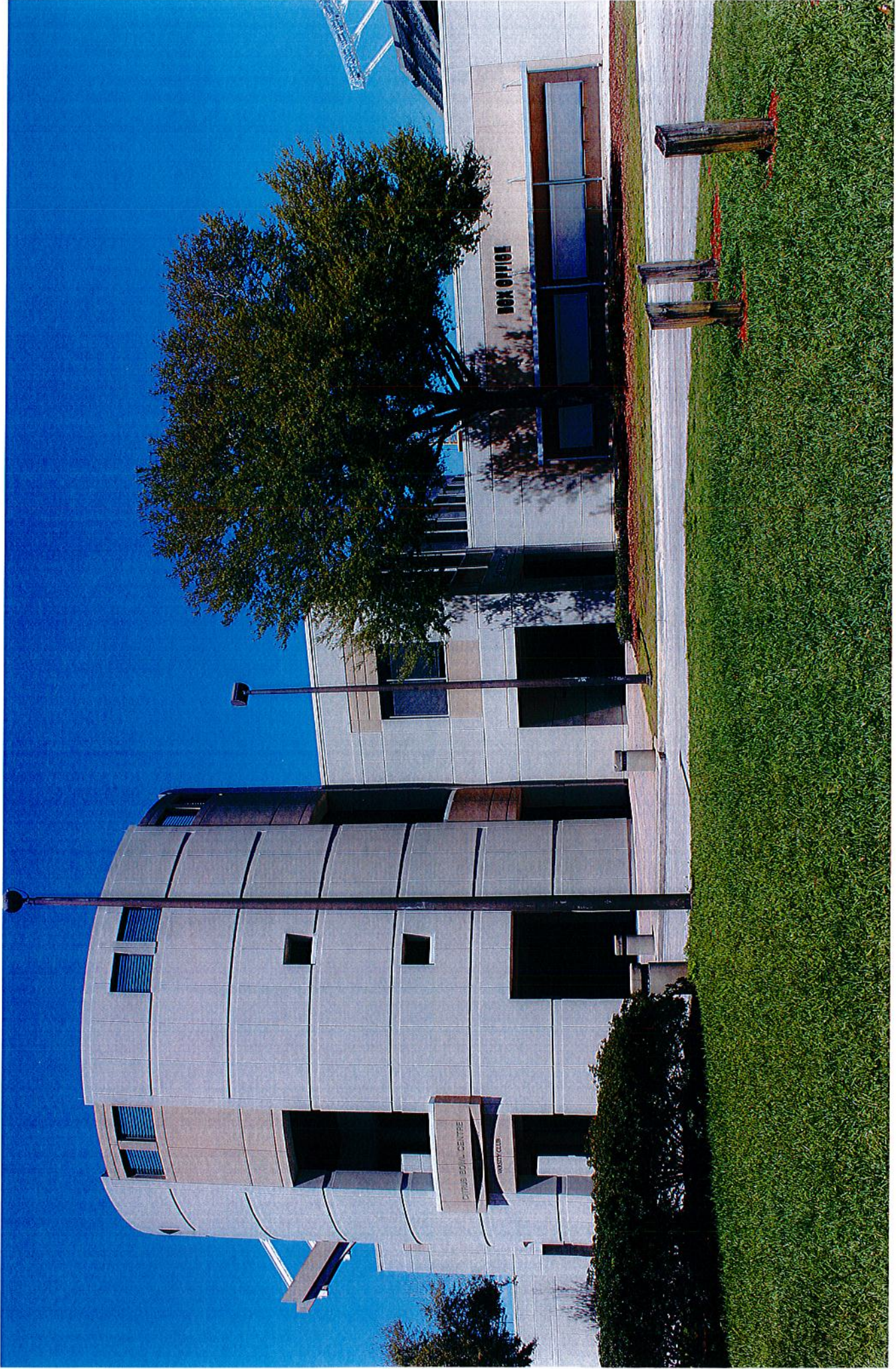
Refer to attachments:

- Citrus Bowl Stadium Exterior Signage Summary Table
- Citrus Bowl Wayfinding & Identity Signage Drawings dated 09 April 2014, revised 29 April 2014
- Photos of existing Administration Building signage

Citrus Bowl Stadium Exterior Signage

Revised: 5/28/2014

Item	Sign Letters	Location	Area (HxW) Sq Ft	Font Size Inches	Sign Height Inches	Sign Width Inches	Material
Citrus Bowl Stadium--1610 West Church Street (Refer to Wayfinding & Identity Signage Drawings 09 April 2014, Rev 29 April 2014)							
Exterior Wayfinding & Identity Signs							
W1-W7		East Façade	2,264				
W8-W13		West Façade	2,220				
W14-W18		North Façade	952				
W19-W27		South Façade	1,835				
TBD	SE & SW Secondary Gate ID (2)	South Façade	16				TBD--not shown on drawings
W28-33		Freestanding Wayfinding Signs	420				
Exterior Sponsor Opportunities							
S1-S4		East Façade	1,696				
S5-S8		West Façade	1,696				
S9-S14		North Façade	3,384				
TBD	Box Office Sponsor Sign (2)	North Façade	24				See sheet 3, not listed in table
S15-S17		South Façade	5,184				
	Subtotal--Citrus Bowl Stadium Exterior Signage (Sq Ft)		19,691				
Administration Building--400 South Rio Grande Avenue (One Citrus Bowl Place) (Refer to Photos of Existing Signage)							
1	BOX OFFICE	East Side of Building	11	12	16	96	Plastic Box Letters 1" Deep
2	BOX OFFICE	S.E. Face above Canopy at Box Office	22	17.5	22	144	Aluminum Box Letters 2" Deep
3	EAST BREEZEWAY	East Face of Breezeway - Upper	18	12	16	162	Plastic letters - Gloss Finish
4	<-- VARSITY CLUB	East Face of Breezeway - Lower	5	5	8	84	Plastic Letters - Gloss Finish
5	CITRUS BOWL CENTRE	Front Center of Administration Building	8	7	12	96	Bronze Metal Characters
6	ONE CITRUS BOWL PLACE	Front Center of Administration Building	5	5	8	84	Painted Aluminum Characters
7	VARSITY CLUB	Front Center of Administration Building	3	5	8	60	Painted Aluminum Characters
8	WEST BREEZEWAY	West Face of Breezeway - Upper	18	12	16	162	Plastic letters - Gloss Finish
9	VARSITY CLUB -->	East Face of Breezeway - Lower	5	5	8	84	Plastic Letters - Gloss Finish
10	BOX OFFICE -->	West Side of Building	12	12	16	108	Plastic Box Letters 1" Deep
11	TBD--Box Office Sponsor (2)	S.E. Face above Canopy at Box Office	24				TBD--not in photos
12	TBD--Potential Sponsor	Front Center of Administration Building	49		84	84	TBD--not in photos
	Subtotal Administration Building Exterior Signage (Sq Ft)		179				
	Total (Sq Ft)		19,870				







FOX OFFICE

EAST BREEZEWAY

CITRUS BOWL CENTRE

VARSITY CLUB

ONE CLUB LOVE

ONE CLUB LOVE





Wayfinding & Identity Signage

FLORIDA CITRUS BOWL RECONSTRUCTION

EXTERIOR SIGNAGE PLACEMENT
09 April 2014

Sheet	Description
1	Exterior Sign Area Matrix
2	East and West Elevations
3	North Elevation
4	South Elevation
5	Size Details
6	Freestanding Signs

REVIEW SET
NOT FOR CONSTRUCTION



RLR ASSOCIATES INC
1302 North Illinois Street
Indianapolis IN 46202 USA
tel 317 632 1300 fax 317 632 1302

EXTERIOR WAYFINDING AND IDENTITY SIGNS

Item	Description	Approx. Area (sq. ft.)
East Façade		
W1	Gate ID (Type 122)	44
W2	Gate ID (Type 120)	44
W3	Gate ID (Type 120)	44
W4	Gate ID (Type 120)	44
W5	Gate ID (Type 120)	44
W6	Gate ID (Type 122)	44
W7	Stadium Name (Type 100)	2000
Subtotal		2264
West Façade		
W8	Gate ID (Type 120)	44
W9	Gate ID (Type 120)	44
W10	Gate ID (Type 120)	44
W11	Gate ID (Type 120)	44
W12	Gate ID (Type 122)	44
W13	Stadium Name (Type 100)	2000
Subtotal		2220
North Façade		
W14	Sponsor/Event sign (Type 105)	924
W15	Box Office ID (Type 155)	9
W16	Window ID Signs (11)	3
W17	Secondary Gate ID (Type 125)	7.875
W18	Secondary Gate ID (Type 125)	7.875
Subtotal		951.75
South Façade		
W19	Dock ID sign (Type 156)	15.25
W20	Dock ID sign (Type 156)	15.25
W21	Dock ID sign (Type 156)	15.25
W22	Dock ID sign (Type 156)	15.25
W23	Dock ID sign (Type 156)	15.25
W24	Department ID sign (Type 158)	3
W25	Department ID sign (Type 158)	3
W26	Department ID sign (Type 158)	3
W27	Stadium Name sign (Type 110)	1750
Subtotal		1835.25
Approx. Wayfinding and Identity Signage		7271

FREESTANDING WAYFINDING SIGNS

Item	Description	Approx. Area (sq. ft.)
W28	Freestanding Directional (Type 140)	70
W29	Freestanding Directional (Type 140)	70
W30	Freestanding Directional (Type 140)	70
W31	Freestanding Directional (Type 140)	70
W32	Freestanding Directional (Type 140)	70
W33	Freestanding Directional (Type 140)	70
Approx. Freestanding Wayfinding Signs		420

EXTERIOR SPONSOR OPPORTUNITIES

Item	Description	Approx. Area (sq. ft.)
East Façade		
S1	Gate Sponsor sign	144
S2	Stadium Sponsor/Event sign	1024
S3	Gate Sponsor sign	384
S4	Gate Sponsor sign	144
Subtotal		1696
West Façade		
S5	Gate Sponsor sign	144
S6	Stadium Sponsor/Event sign	1024
S7	Gate Sponsor sign	384
S8	Gate Sponsor sign	144
Subtotal		1696
North Façade		
S9	Gate Sponsor sign	192
S10	Field Facing Illuminated Sponsor Signage	
S11	Sponsor/Event signage	1500
S12	Field Facing Illuminated Sponsor Signage	
S13	Sponsor/Event signage	1500
S14	Gate Sponsor sign	192
Subtotal		3384
South Façade		
S15	Gate Sponsor sign	192
S16	Sponsor/Event sign	4800
S17	Gate Sponsor sign	192
Subtotal		5184
Approx. Exterior Sponsor Signage		11960

WAYFINDING AND IDENTITY SIGNAGE

FLORIDA CITRUS BOWL RECONSTRUCTION

1610 W Church St
Orlando, Florida 32805

Signage Consultant



RLR ASSOCIATES INC
1302 North Illinois Street
Indianapolis, Indiana 46202
Tel 317.632.1300

Architect



HNTB Corporation
The HNTB Companies
715 Kirk Drive
Kansas City, Missouri 64105
Ph: (816) 472 - 1201
Fax: (816) 471 - 1934

Owner

City of Orlando

RLR Project Number
HNTB-006

Project Name
Florida Citrus Bowl Reconstruction Wayfinding and Identity Signage

Date
9 April 2014

Phase
Design Phase

GENERAL NOTES

NOT FOR CONSTRUCTION.

ALL TEXT AS SHOWN IS FOR PLACEMENT ONLY.

Sheet Title
EXTERIOR SIGN AREA MATRIX

Sheet Number
1

FLORIDA CITRUS BOWL RECONSTRUCTION

Signage Consultant



HNTB Corporation
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Kansas City, Missouri 64105
Ph: (816) 472 - 1201
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HNTB-006

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Sheet Number
2



WEST ELEVATION

not to scale

WAYFINDING
AND IDENTITY
SIGNAGE

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Design Phase

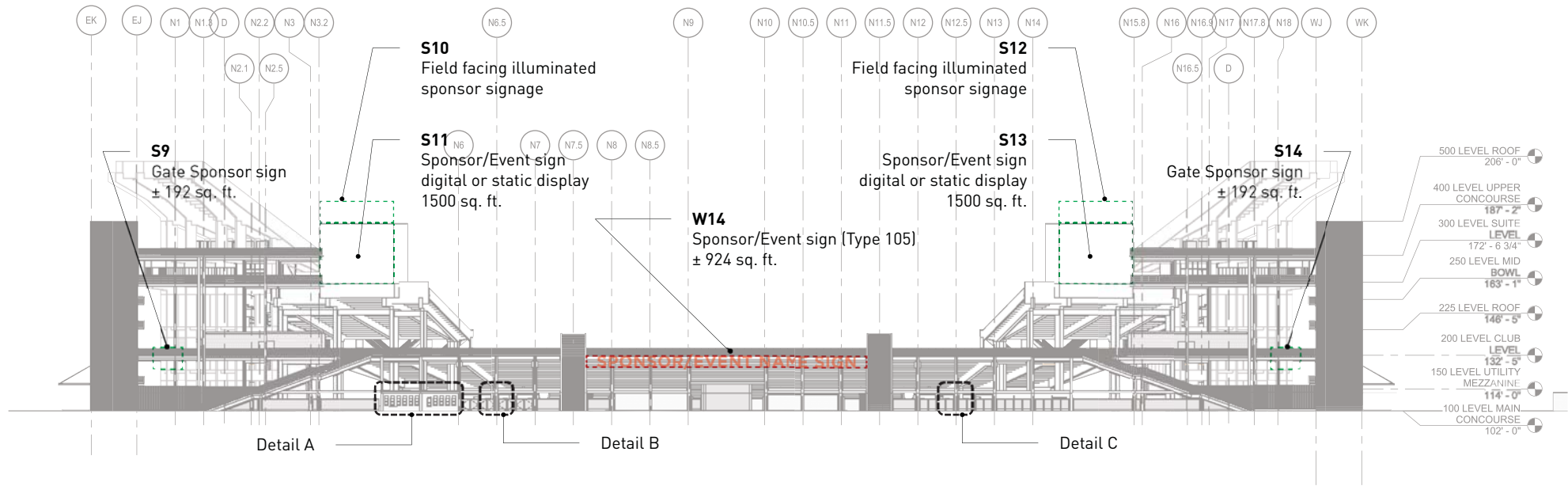
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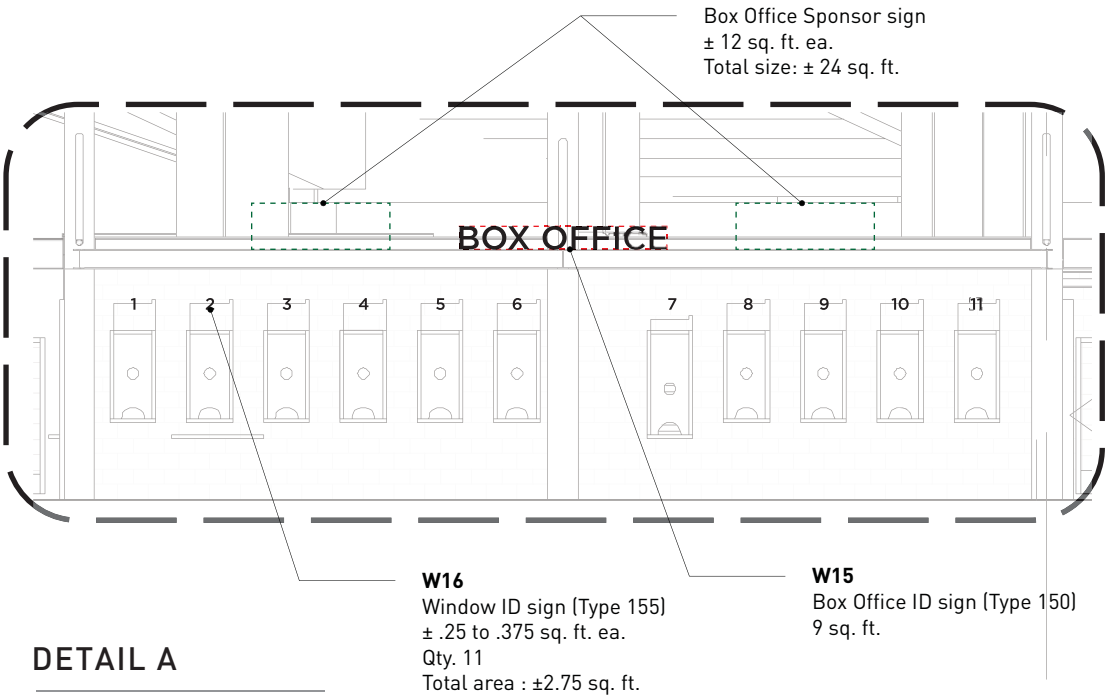
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NORTH ELEVATION

Sheet Number
3



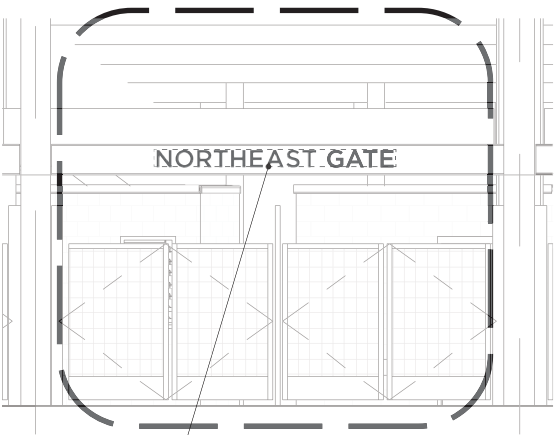
NORTH ELEVATION – OVERALL

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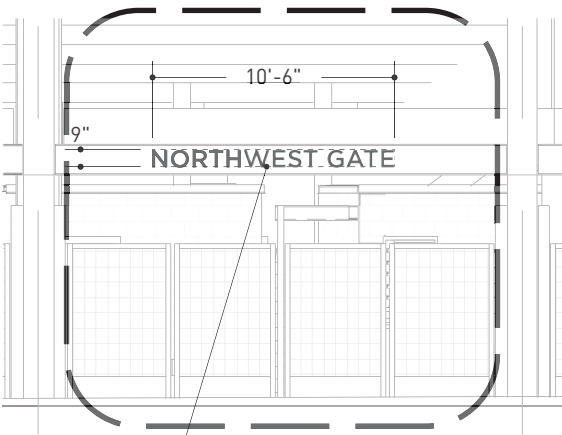
DETAIL A

not to scale



DETAIL B

not to scale



DETAIL C

not to scale

WAYFINDING
AND IDENTITY
SIGNAGE

FLORIDA CITRUS BOWL
RECONSTRUCTION

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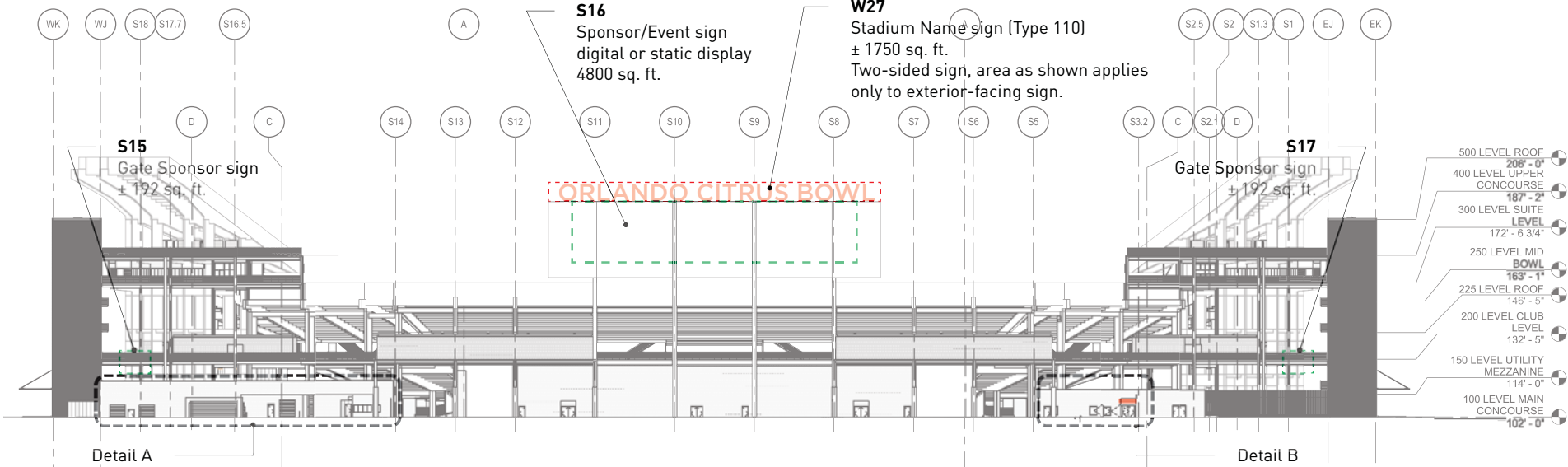
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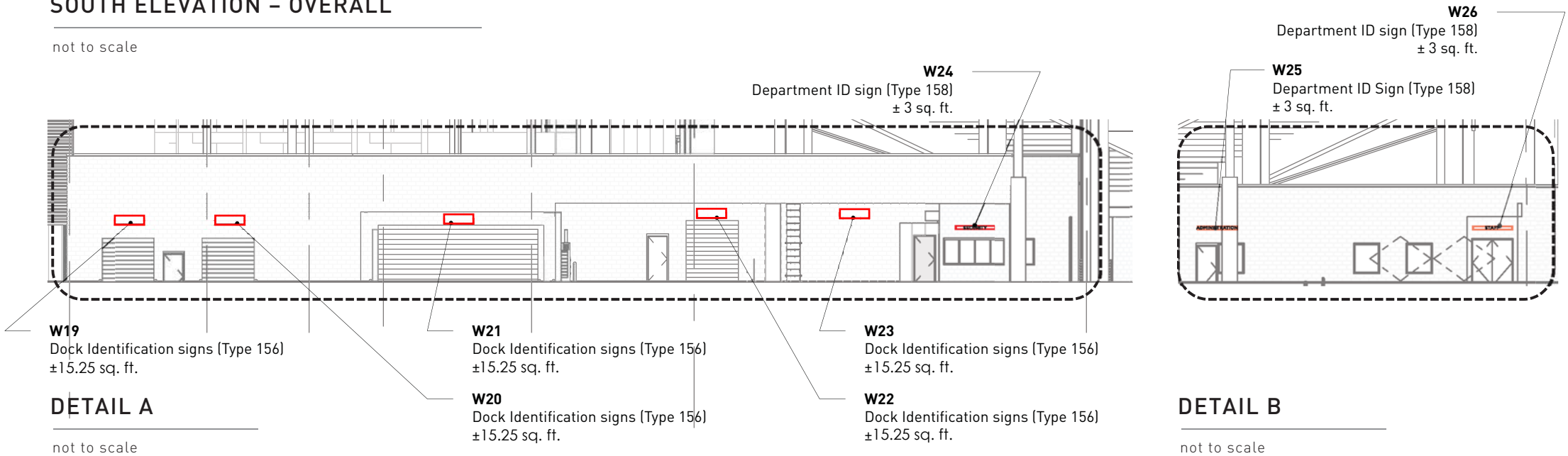
Sheet Title
SOUTH ELEVATION

Sheet Number
4



SOUTH ELEVATION – OVERALL

not to scale



DETAIL A

not to scale

DETAIL B

not to scale



SIGN TYPE 100

not to scale

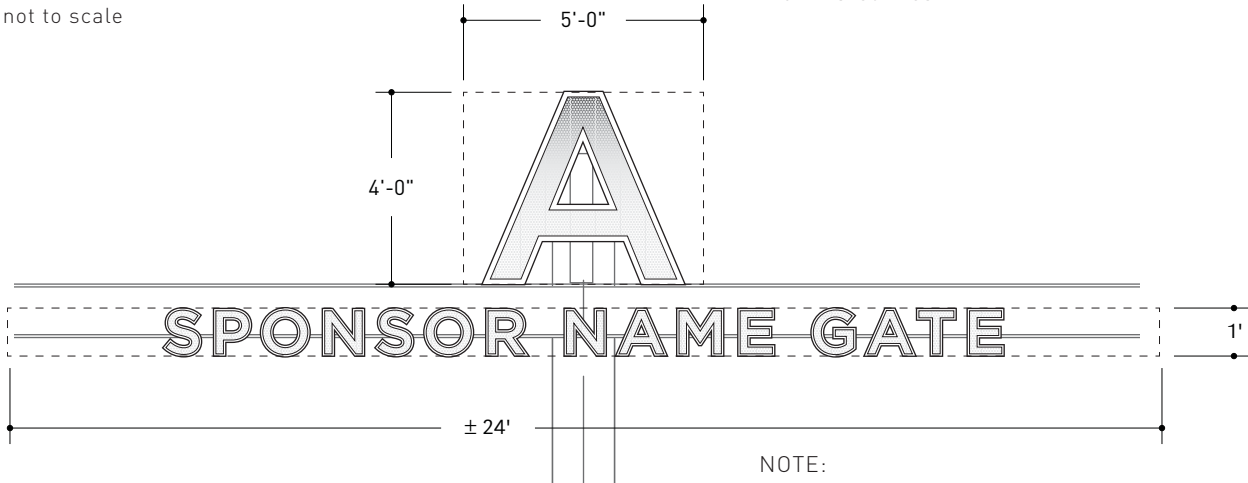
NOTE:
Stadium Name (Name TBD)
May include letters and/or logo
Approximate size: ± 2000 sq. ft.
Illuminated: Yes



SIGN TYPE 105

not to scale

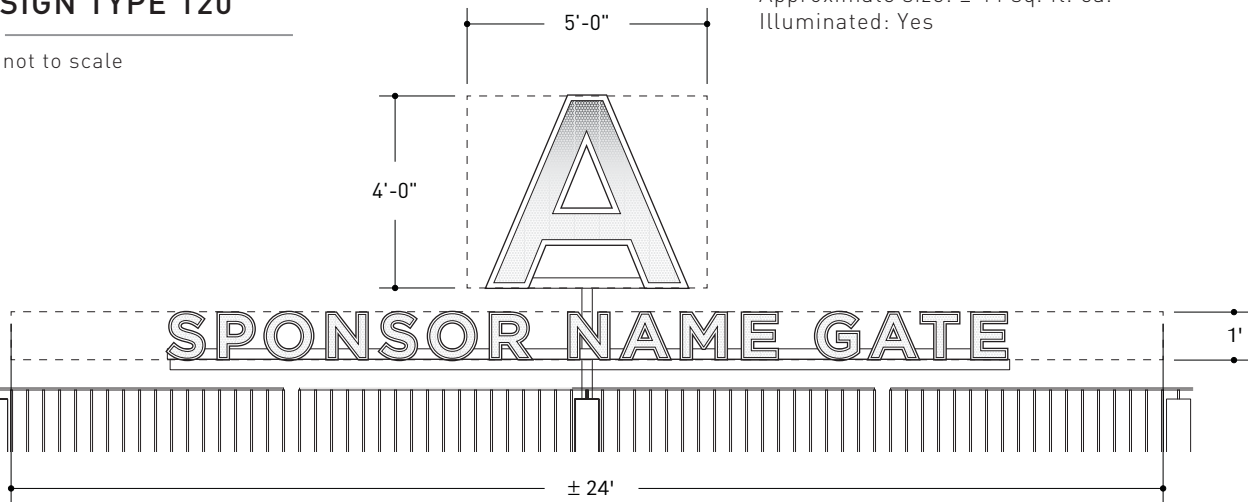
NOTE:
Stadium Name (Name TBD)
May include letters and/or logo
Approximate size: ± 924 sq. ft.
Illuminated: Yes



SIGN TYPE 120

not to scale

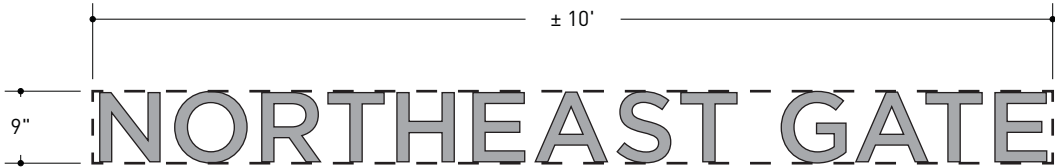
NOTE:
Gate ID
Approximate size: ± 44 sq. ft. ea.
Illuminated: Yes



SIGN TYPE 122

not to scale

NOTE:
Gate ID
Approximate size: ± 44 sq. ft. ea.
Illuminated: Yes



SIGN TYPE 125

not to scale

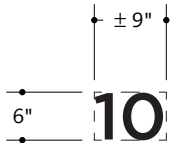
NOTE:
Secondary Gate ID
Approximate size: ± 7.875 sq. ft. ea.
Illuminated: No



SIGN TYPE 150

not to scale

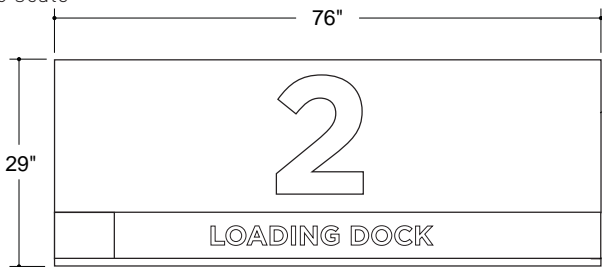
NOTE:
Box Office ID
Approximate size: ± 9 sq. ft.
Illuminated: Yes



SIGN TYPE 155

not to scale

NOTE:
Window ID
Approximate size: ± .25 to .375 sq. ft.
depending on number
Illuminated: No



SIGN TYPE 156

not to scale

NOTE:
Dock ID
Approximate size: ± 15.25 sq. ft. ea.
depending on number
Illuminated: No



SIGN TYPE 158

not to scale

NOTE:
Department ID
Approximate size: ± 3 sq. ft. ea.
depending on department name
Illuminated: No

WAYFINDING AND IDENTITY SIGNAGE

FLORIDA CITRUS BOWL RECONSTRUCTION

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Phase
Design Phase

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Sheet Title

SIZE DETAILS

Sheet Number

5

WAYFINDING
AND IDENTITY
SIGNAGE

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RECONSTRUCTION

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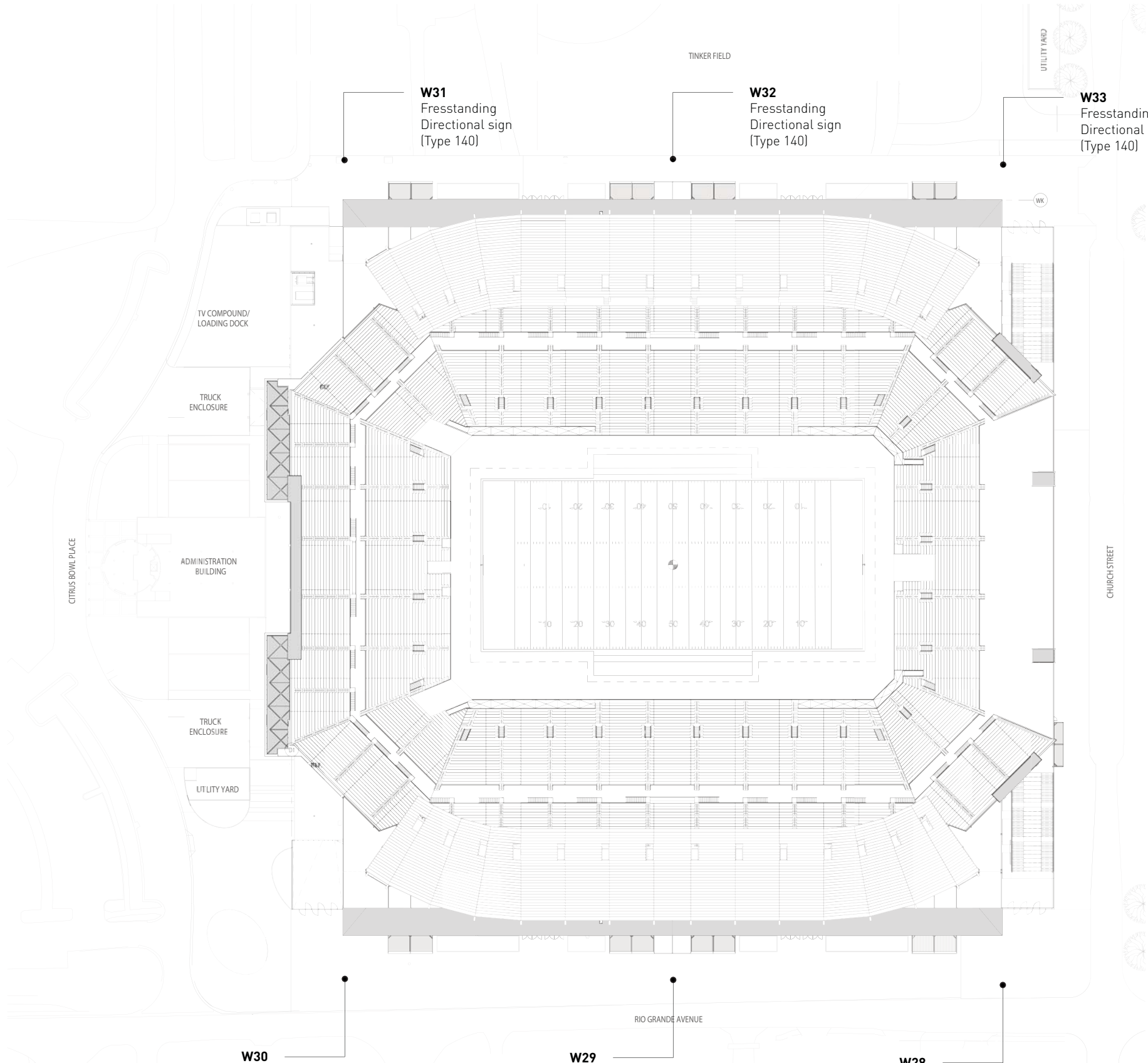
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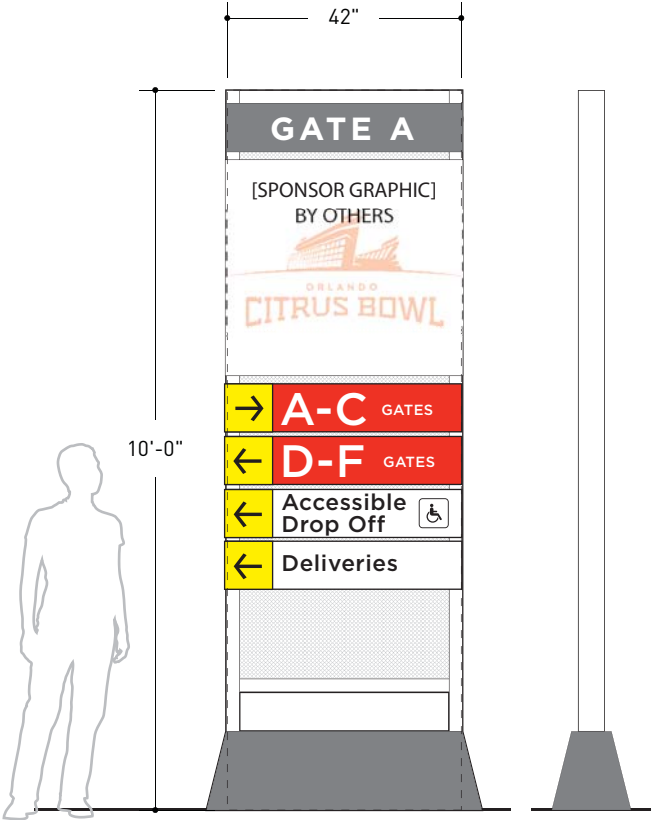
Sheet Title
FREESTANDING SIGNS

Sheet Number
6



SITE PLAN

not to scale



SIGN TYPE 140

not to scale

NOTE:
Freestanding Directional
Approximate size: ± 35 sq. ft. each side.
Two-sided. Total sign area ± 70 sq. ft.
Illuminated: No