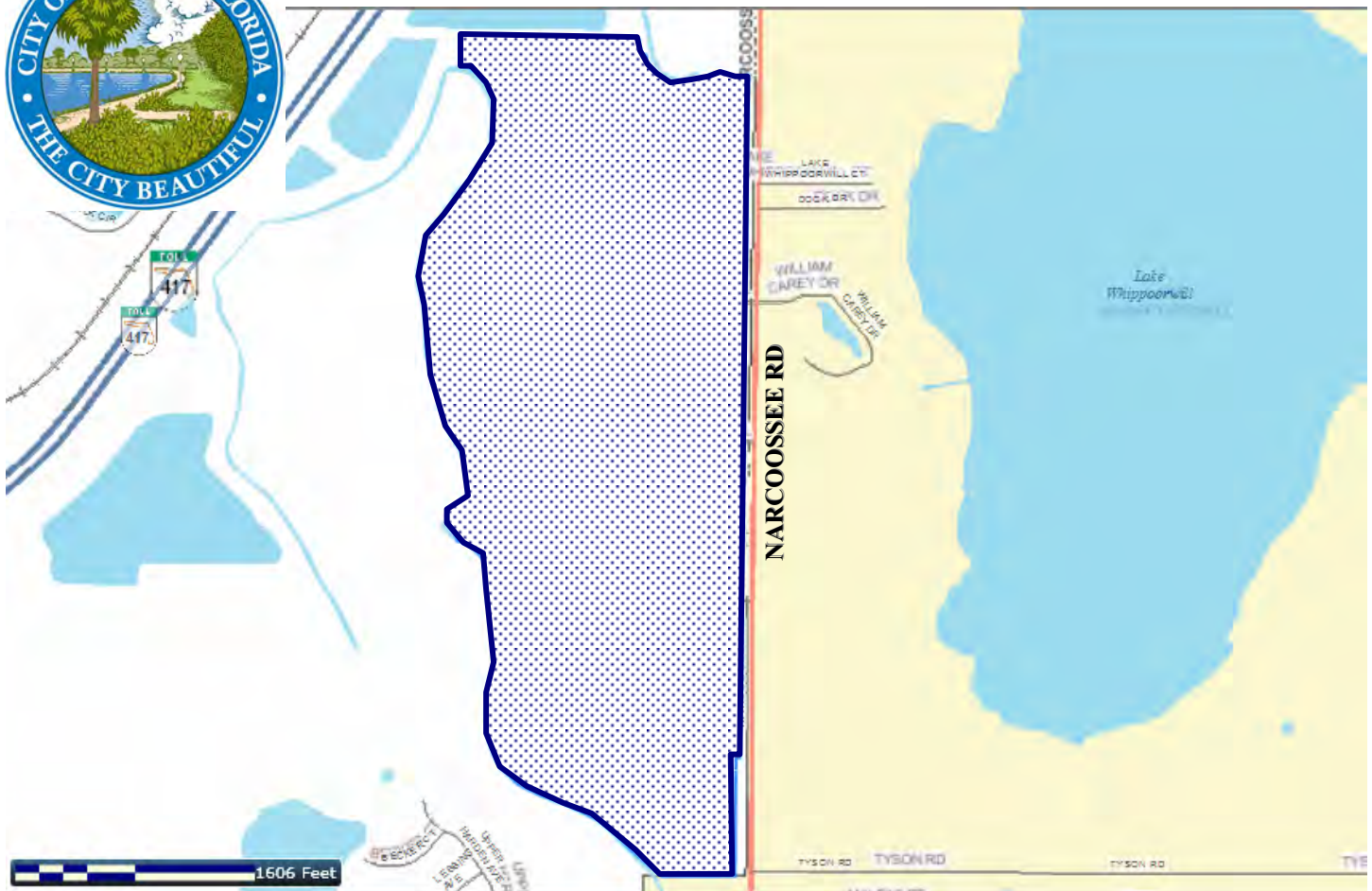




## EDUCATION VILLAGE MASTER SIGN PLAN



Location Map



Subject Site

### SUMMARY

**Owner**

James L. Zboril  
Narcoossee Land  
Holding Three, LLC

**Applicant**

Heather Isaacs  
Tavistock Development Co.

**Project Planner**

Colandra Jones, AICP

**Property Location:** The subject property is located at west of Narcoossee Road, south of Central Florida Greenway (SR 417), north of Tyson Road (±220.2 acres, District 1).

**Applicant's Request:**

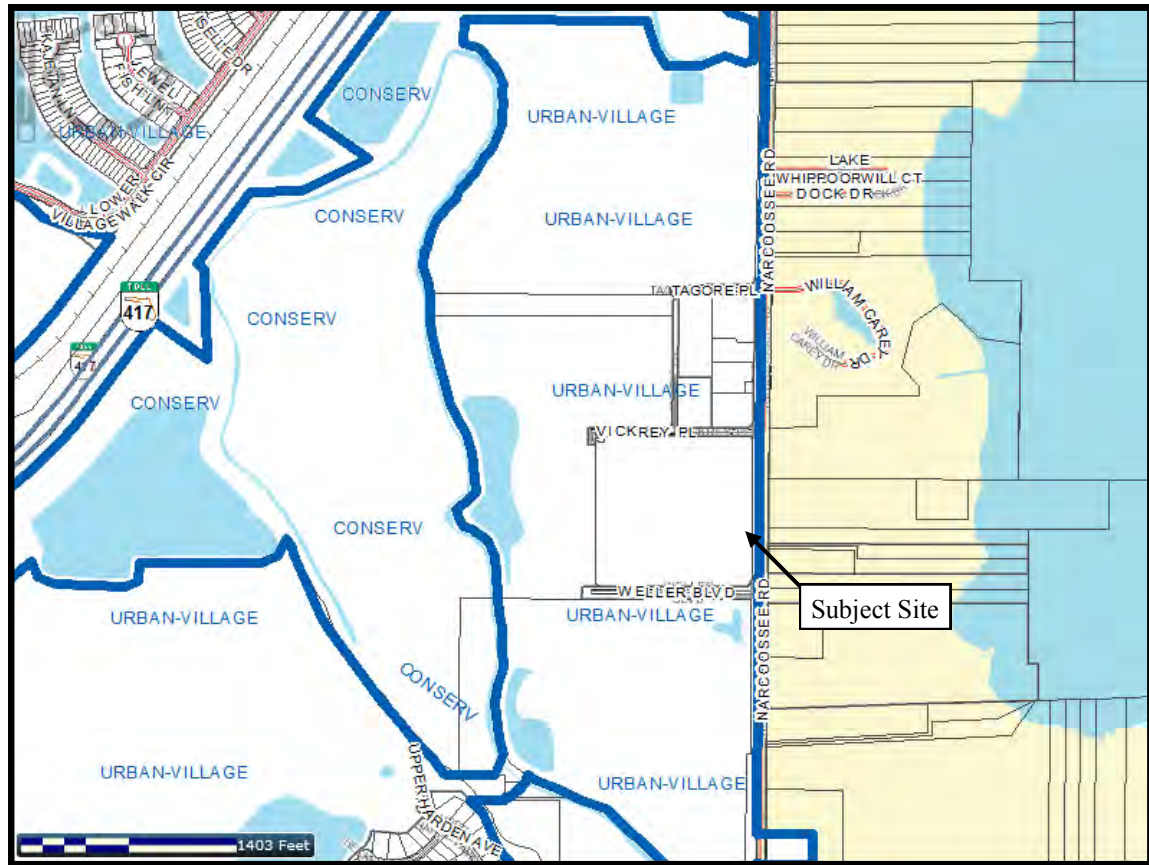
Specific Parcel Master Plan (SPMP) approval for the master signage plan for the Education Village PD.

**Staff's Recommendation:**

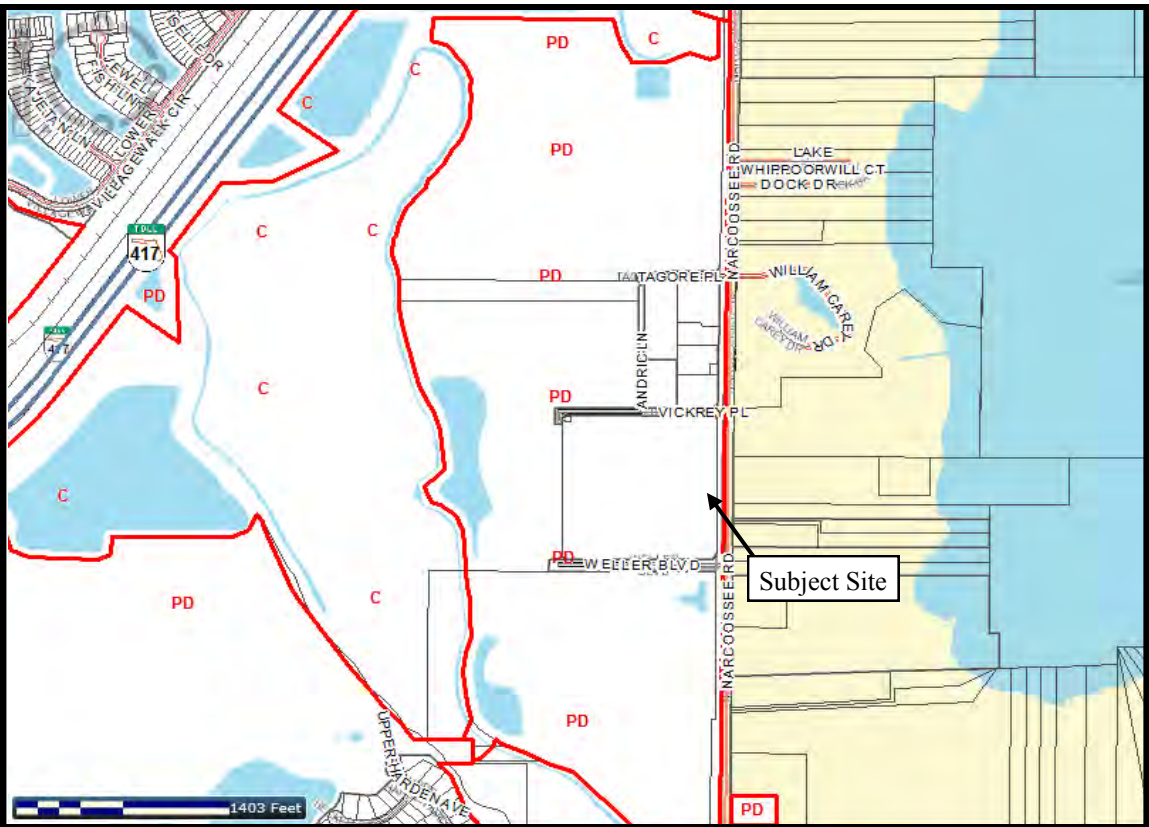
Approval subject to the conditions in the staff report.

**Updated:** August 28, 2015

# FUTURE LAND USE MAP



# ZONING MAP



# MASTER PLAN ANALYSIS

## Project Description

The subject site is generally located west of Narcoossee Road, south of Central Florida Greenway (SR 417), north of Tyson Road and is approximately 220 acres. The site is currently designated Urban Village on the Official Future Land Use Map and is zoned PD and is designated as “Village Center” on the Education Village PD Development Plan.

## Previous Actions:

- April 2012—The SETDRC approved the Education Village Master Sign Plan SPMP (Case #MPL2012-00006).
- June 2014—The Municipal Planning Board approved the PD amendment to combine the Education Village PD and Education Commerce Center PD into one PD, now called Education Village, and to amend the overall boundary of the consolidated PD to eliminate the Primary Conservation Network (PCN) to west of the subject property (Case #ZON2014-00012).
- September 2014—The City Council adopted the consolidated Education Village PD.
- July 2015—The SETDRC approved the SPMP for Education Village Parcels E & F. This SPMP was for a development with a total of a 467,369 square feet which includes two big box retail centers, retail, restaurants, a gas station and office uses on 6 parcels (Case #MPL2015-00014). The project has since been renamed Lake Nona Landing.

Urban Design Condition #11 from the most recent SPMP, Education Village Parcels E & F (Case #MPL2015-00014), required that a Final Master Signage package be submitted for review prior to building permits. This application satisfies that condition. The purpose of this SPMP is to present a unified master plan for monument, directional and wayfinding signage for the entire combined Education Village PD. This SPMP will supersede the previously approved Master Signage Plan for Education Village (Case #MPL2012-00006).

## Conformance with the LDC—Chapter 64 Signs

According to Section 64.201 of the Land Development Code, for commercial zoning districts, a total sign area of two square feet shall be allowed for each linear foot of building frontage along the primary street frontage of the building. If there are more than one street, an additional sign area is allow of one square foot of sign area for each linear foot of building frontage along the secondary street frontage.

This project is also part of a large shopping center. LDC Section 64.256 provides standards for shopping center signs. According to this provision, Center identification/directory signs may be located on the shopping center site and shall be limited to the name of the center and/or the names of the occupants of the center. Individual elements of directory signs shall be of uniform shape and size. The total square footage for this shopping center development is proposed to be 467,369 square feet. According to LDC Section 64.256, this development would be considered a Regional Shopping Center because it is greater than 387,000 square feet. Therefore, in addition to the sign area allowed for the individual occupants, an additional 200 square feet is allowed.

The diagram on the next page depicts each building proposed on the Lake Nona Landing site, the side of the primary frontage and the side of the secondary frontage. According to the information provided by the applicant, the maximum total sign area for the buildings is 5,751.2 square feet. And when the additional sign area for a regional shopping center is added, it brings the total maximum area to 5,951.2 square feet. Of that total, approximately 512 square feet is allocated to the monument and directional signs proposed on page 6 of this report.

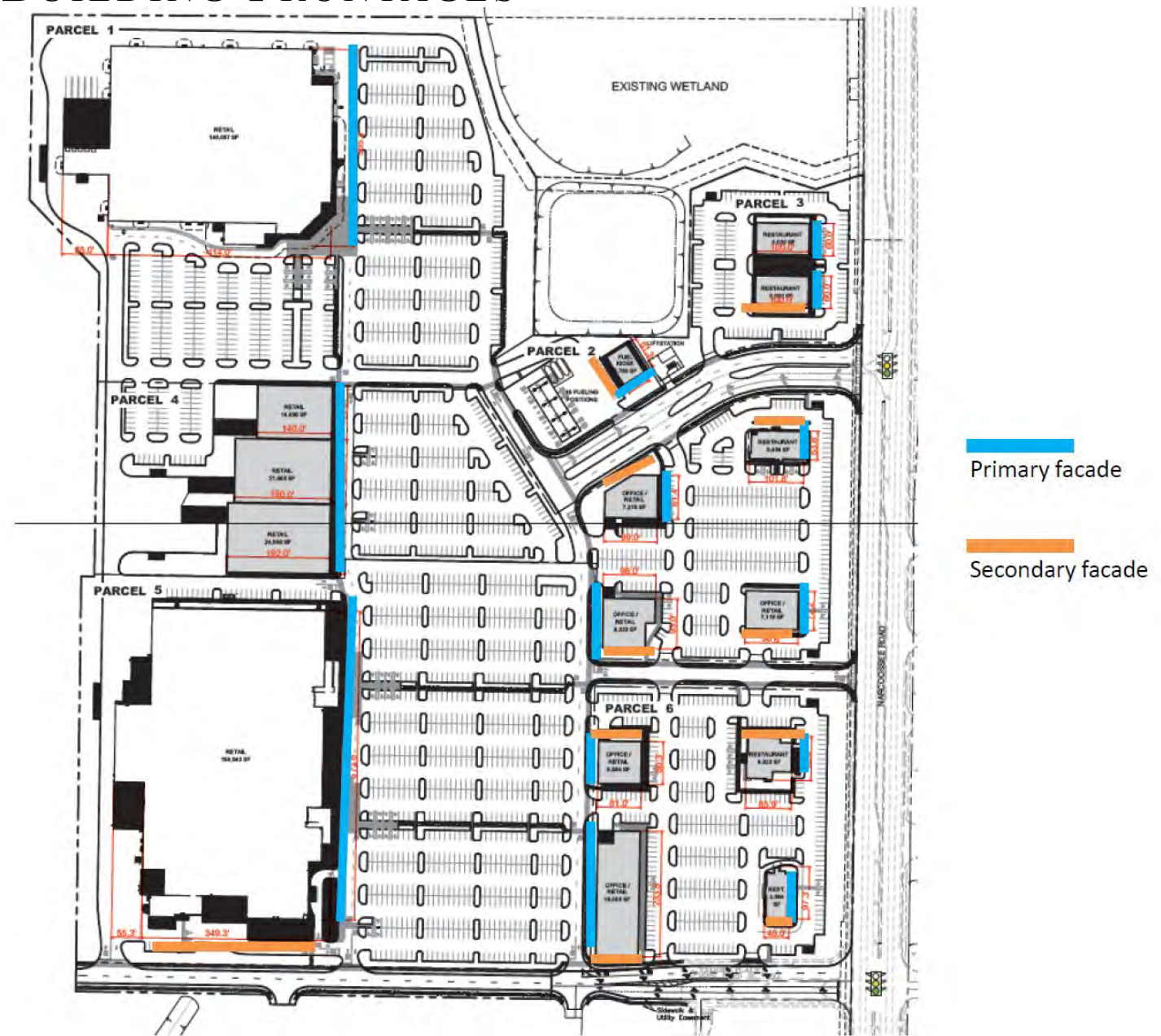
The signage has been designed to complement the architectural character of the entire Education Village development. The base of the monument sign styles will consist of a light colored limestone that will combine different types of cuts and patterning. As the monuments continue to rise, less traditional materials provide a contemporary design for the copy area of each tenant/landowner.

There are 4 signage types proposed (See Page 6):

- Sign Type 5—Primary Shopping Center Monument—22 feet to top of sign, two-sided, 5 panels, each panel 2 feet tall (approximately 75 sq. ft.)
- Sign Type E—Secondary Shopping Center Monument—13 feet to top of sign, two-sided, 5 panels, each panel 1 ft. 3 in. tall (approximately 40 sq. ft.)
- Sign Type C—Individual/Dual Monument—4 feet 8 inches to top of sign, two-sided, 1 panel, panel can be split for 2 tenants (approximately 18 sq. ft.)
- Sign Type F—Directional/Wayfinding (approximately 25 sq. ft.)



# BUILDING FRONTAGES



# AERIAL PHOTO





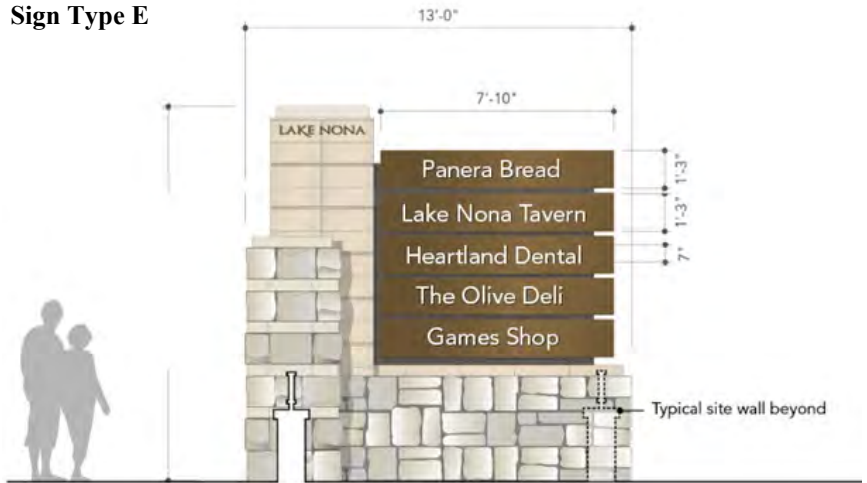
# SIGNAGE TYPES

Sign Type 5



Primary Shopping Center Monument

Sign Type E



Secondary Shopping Center Monument

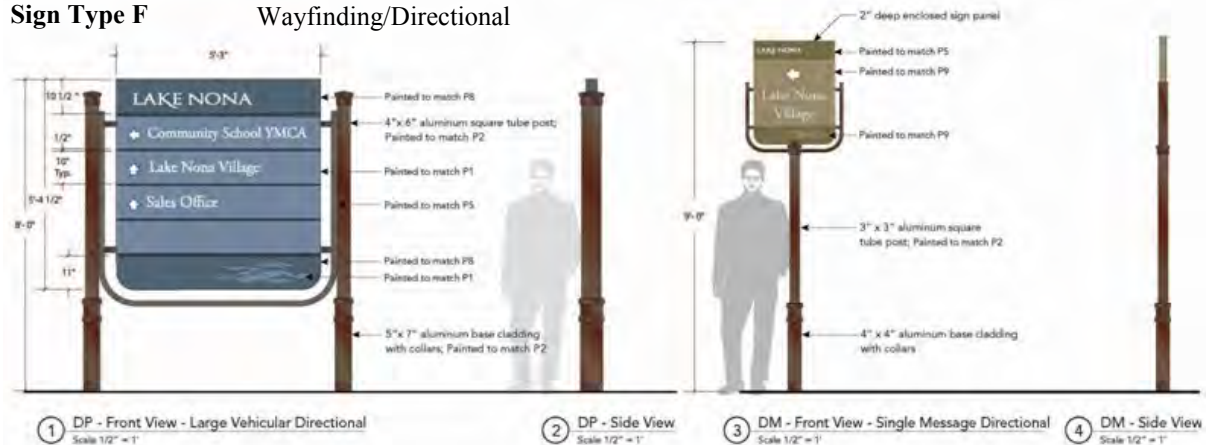
Sign Type C

Individual/Dual Monument

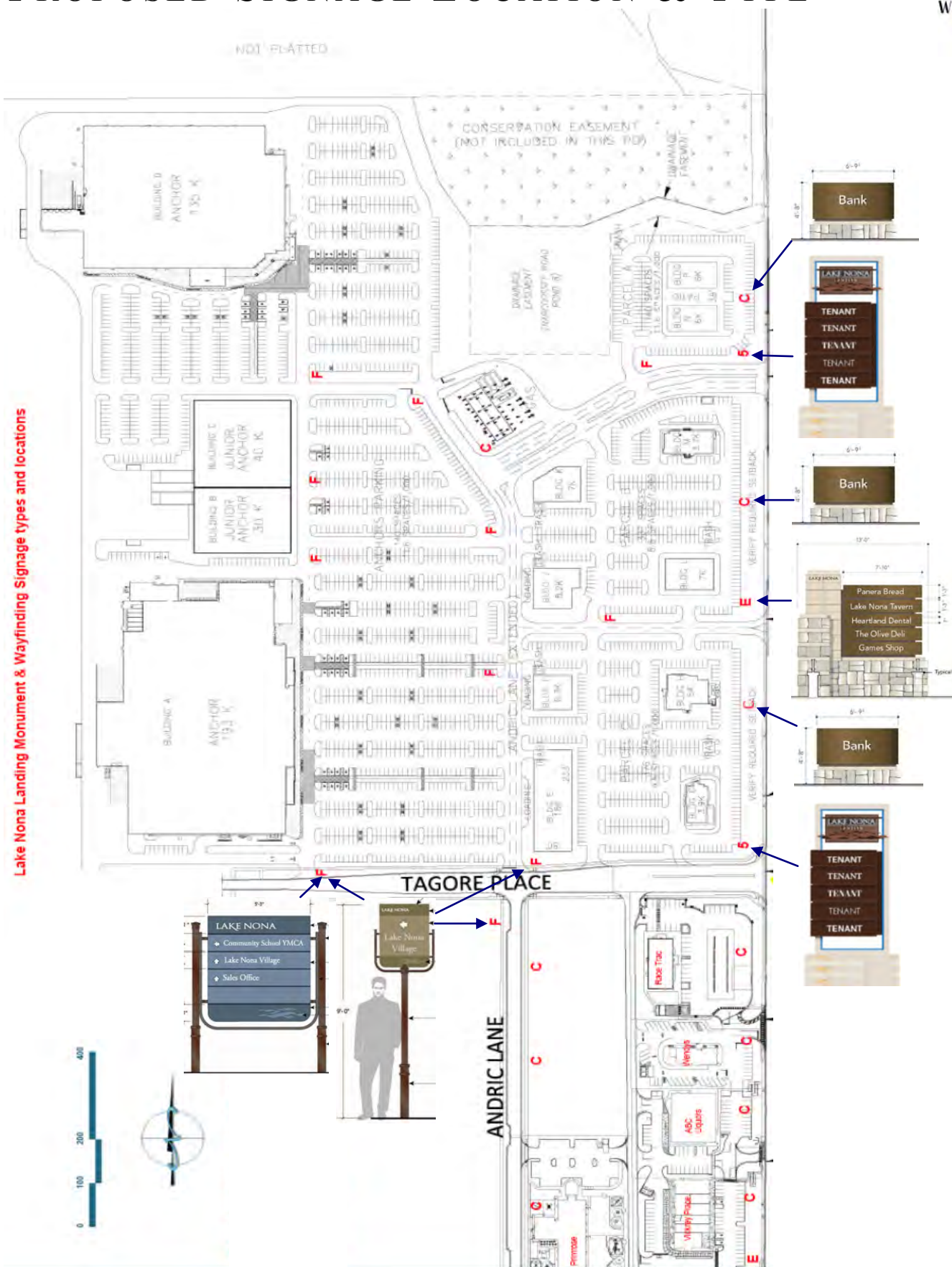


Sign Type F

Wayfinding/Directional



## PROPOSED SIGNAGE LOCATION & TYPE



## FINDINGS

Subject to the conditions contained herein, the proposal is consistent with the requirements for approval of the proposed Specific Parcel Master Plan applications contained in Section 65.336 of the Land Development Code (LDC):

1. The proposal is consistent with the State Comprehensive Plan (Chapter 187, Florida Statutes).
2. The proposal is consistent with the East Central Florida Strategic Policy Plan.
3. The proposal is consistent with the provisions of Chapter 163, Part II, Florida Statutes.
4. The proposal is consistent with the objectives and policies of the City's adopted Growth Management Plan (GMP); particularly, Future Land Use Policy 2.4.4, Figure LU-1, Goal 4 and its associated objectives, policies, and figures.
5. The proposal is consistent with and implements the Southeast Orlando Sector Plan, Chapter 68 of the Land Development Code.
6. The proposal is consistent with the requirements of the Education Village PD.
7. The proposal is compatible with the surrounding development and neighborhood pattern.
8. The proposal will not result in demands on public facilities and services that exceed the capacity of such facilities and services since it is subject to Chapter 59 of the City Code, the Concurrency Management Ordinance.

Staff recommends approval of the Specific Parcel Master Plan and Preliminary Subdivision subject to the conditions below:

## CONDITIONS OF APPROVAL

### City Planning

#### 1. *SUBJECT TO CODES –ZONING*

Except as provided herein, the development is subject to all codes and ordinances of the State of Florida, City of Orlando, and all other applicable regulatory agencies.

#### 2. *DEVELOPMENT REQUIREMENTS*

Except as modified herein, the project shall be developed in accordance with the requirements of the Growth Management Plan, Chapter 68 of the Land Development Code, the Education Village PD, and any other pertinent provisions of the Conventional LDC, and all previous agreements between the City and property owner.

#### 3. *APPROVAL*

Approval of the Specific Parcel Master Plan by City Council shall grant the applicant authority to submit an application for site plan/master plan review for a building permit. The application must be submitted within thirty-six (36) months of approval of the Specific Parcel Master Plan (by the City Council) or the Master Plan shall expire. However, upon written application filed 30 days prior to the expiration date, the Planning Official may renew the Master Plan for one period of up to 12 months providing good cause is shown.

#### 4. *MAXIMUM TOTAL SIGN AREA FOR DEVELOPMENT SITE*

The maximum total sign area allowed for the Lake Nona Landing site is 5,951.2 square feet. The master developer may allocate square footage of signage to shopping center buildings as they deem necessary as long as it does not exceed the maximum square footage for the entire site. The master developer shall also keep a log of what signage amount is allocated to particular buildings and what remains in the development program. A copy of this log shall be submitted at the time of Appearance Review for each building.

#### 5. *MONUMENT SIGNS*

A maximum of two (2) Primary Shopping Center monuments (Type 5), two (2) Secondary Shopping Center monuments (Type E) and seven (7) individual monuments (Type C) are permitted on the Narcoossee Road frontage. All monument signs shall be at least 40 feet from any other monument.

### Urban Design

1. The package should be updated to correct the "sign E" type which is labeled as "sign F" type on Page 3.
2. No sign shall be located within any view triangle or impede the visibility of traffic entering or exiting onto Narcoossee Road.
3. Gas station signs: The gas price numbers shall glow white at all times. LED static display lights may be utilized for the gas price numbers. The illumination (brightness) of the sign shall not exceed 0.3 foot-candles above ambient light within the parcel boundary.
4. All other electronic message center boards shall be prohibited.
5. The materials, colors, and details of the signs and sign base shall be consistent with the Education Village Master Sign Plan and Lake Nona Landing Master Sign Plan as depicted in the applications. Lake Nona approval letter shall be submitted with the sign application.



## CONDITIONS OF APPROVAL

### Urban Design (cont.)

6. Any substantial changes to the design, materials, or other sign element shall require a revision or amendment.
7. Unless otherwise allowed by the LDC, for commercial low-rise and outparcel development, the following shall apply: *Parapet and Architectural Fin Signs*. A **parapet sign** shall be any wall sign that is attached to and erected parallel to the face of an exterior wall that extends above the bearing height of a flat roof, balcony or terrace, and an **architectural fin sign** shall be any wall sign that is attached to and erected perpendicular to a face of an exterior wall or on an architectural feature that extends above the bearing height of a flat roof, balcony or terrace. Parapet and architectural fin signs are neither a roof sign nor a high-rise sign if all the following characteristics are met:
  1. The sign is attached to part of an architectural feature on a commercial low-rise building of three stories or less;
  2. The parapet does not extend higher than 35% of ground level floor-to-floor (or roof) height; and
  3. The sign is proportional in size and location to the blank space of the wall or parapet as determined by the Appearance Review Officer.

## INFORMATIONAL COMMENTS

### Transportation Planning

The Transportation Planning Division supports the applicant's request without further conditions or comments.

### Transportation Engineering

#### DRIVEWAYS:SIGHT DISTANCE

At all project entrances, clear sight distances for drivers and pedestrians shall not be blocked by signs, buildings, building columns, landscaping, or other visual impediments. No structure, fence, wall, or other visual impediment shall obstruct vision between 3 feet and 8 feet in height above street level. The street corner / driveway visibility area shall be shown and noted on construction plans and any future site plan submittals. The applicant shall design the site plan as necessary to comply with the Florida Greenbook and the FDOT Design Standards Index.

### Police

The Orlando Police Department has no objections to the proposed signage and wayfinding for Lake Nona Landing retail development (Education Village). We encourage developers to incorporate CPTED strategies in these projects with special attention to lighting, landscaping and public art. A brochure entitled Crime Prevention Through Environmental Design, Your Guide to Creating a Safe Environment, which includes crime prevention techniques for various land uses, is available by email.

## CONTACT INFORMATION

### City Planning

For questions regarding City Planning review, please contact Colandra Jones at 407.246.3415 or [colandra.jones@cityoforlando.net](mailto:colandra.jones@cityoforlando.net).

### Urban Design

For questions regarding Urban Design plan review, please contact Holly B. Stenger at 407.246.2861 or [holly.stenger@cityoforlando.net](mailto:holly.stenger@cityoforlando.net).

### Transportation Planning

For questions regarding Transportation Planning plan review, please contact John Rhoades at 407-246-2293 or [john.rhoades@cityoforlando.net](mailto:john.rhoades@cityoforlando.net).

### Transportation Engineering

For questions regarding Transportation Engineering issues, please contact please contact Lauren Torres at 407-246-3220 or [lauren.torres@cityoforlando.net](mailto:lauren.torres@cityoforlando.net).

### Police

For questions regarding Orlando Police Department plan review, please contact Audra Nordaby at 407.246.2454 or [Audra.Nordaby@cityoforlando.net](mailto:Audra.Nordaby@cityoforlando.net).

## REVIEW/APPROVAL PROCESS—NEXT STEPS

1. SETDRC minutes scheduled for review and approval by City Council.
2. Appearance Review by the Urban Design staff.
3. Building permits.