

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF ORLANDO, FLORIDA, RELATING TO THE LAND DEVELOPMENT CODE; ADDING SECTION 64.401, RELATING TO SPECIAL SIGN DISTRICTS TO CREATE HIGHWAY DIGITAL SIGN DISTRICTS AND RELATED REGULATIONS; PROVIDING FOR SEVERABILITY, CODIFICATION, CORRECTION OF SCRIVENER'S ERRORS, AND AN EFFECTIVE DATE.

WHEREAS, section 163.3202(1), Florida Statutes, requires that the City of Orlando, Florida (the "City"), adopt or amend and enforce land development regulations that are consistent with and implement the City's adopted comprehensive plan; and

WHEREAS, section 163.3203(3), Florida Statutes, encourages the use of innovative land development regulations and requires that all land development regulations be combined into a single land development code for the City; and

WHEREAS, from time to time, amendments and revisions to the City's adopted comprehensive plan (the "Growth Management Plan"), progress in the field of planning and zoning, or changes to state law make it necessary or desirable to amend the land development regulations of the City; and

WHEREAS, at its regularly scheduled meeting of August 18, 2015, the Municipal Planning Board recommended to the City Council of the City of Orlando, Florida (the "Orlando City Council"), that the provisions of this ordinance are consistent with the applicable provisions of the City's adopted Growth Management Plan, are in the best interest of the public health, safety, and welfare, are in harmony with the purpose and intent of the Land Development Code of the City of Orlando, Florida (the "Land Development Code"), will not result in disorderly and illogical development patterns, and will not result in incompatible land uses; and

WHEREAS, the Orlando City Council hereby finds and determines that this ordinance is consistent with the applicable provisions of the City's adopted Growth Management Plan, is in the best interest of the public health, safety, and welfare, is in harmony with the purpose and intent of the City's Land Development Code, will not result in disorderly and illogical development patterns, and will not result in incompatible land uses; and

WHEREAS, the Orlando City Council hereby finds and declares that this ordinance is in the best interest of the public health, safety, and welfare; and

NOW, THEREFORE, BE IT ENACTED BY THE CITY COUNCIL OF THE CITY OF ORLANDO, FLORIDA, AS FOLLOWS:

SECTION 1. SEC. 64.401, ADDED. Chapter 64, Part 8, Code of the City of Orlando, Florida, is hereby amended as follows:

Sec. 64.401. Highway Digital Sign District

(a) District and Subdistricts Established. There is hereby established a “Highway Digital Sign District”, with two subdistricts to be known as the “Universal Studios Subdistrict” and the “Lake Nona Subdistrict”. The boundaries of the district and each of the subdistricts are depicted in Figures 64.401-1 and 64.401-2. All district and subdistrict boundaries follow the centerline of the public rights-of-way shown in these figures. Notwithstanding any other provision of the City’s Land Development Code to the contrary, within the Highway Digital Sign District, and its subdistricts, the following sign regulations of this section apply. Unless otherwise provided in this section, and then only to the extent necessary to implement the provision of this section, all other ordinances of the City remain effective and applicable to signs within the Highway Digital Sign District, and its subdistricts.

{Editors Note: INSERT MAPS OF TWO SUBDISTRICTS HERE}

(b) Purpose and Intent. The regulations of this section are intended to allow digital signs along limited access right-of-ways for activity centers that are Development of Regional Impacts (or its functional equivalent), which allow for on-site identification opportunities that function as wayfinding to destinations within the subdistrict adjacent to the limited access roadway, controlled by a master developer.

(c) Highway Digital Sign Requirements. The following design and function requirements apply to digital signs along limited access roadways:

1. Eligible Developments. An activity center/urban village that is greater than 500 acres in size with at least two interchanges that access the development.
2. Number of Signs. Each eligible activity center shall be allowed one highway digital sign for each interchange that is adjacent to the activity center, placed visible to a limited access roadway:
 - A. Universal Studios. Two signs (Kirkman Road, and Universal Blvd/Adventure Way interchanges); and,
 - B. Lake Nona. Three signs (Boggy Creek Road, Lake Nona Blvd and Narcossee Road interchanges).
3. Size and Height. The highway digital sign area is limited up to 400 square feet facing in opposite directions. The height of the highway digital sign is limited to 30-ft; however, architectural details and a single static sign identifying the activity center may be placed up to 40-ft. All height measurements shall be taken from the nearest grade of the adjacent limited access roadway.

4. Location. The placement of highway digital signs shall be setback a minimum of 150-ft from the nearest outside curb of the adjacent limited access roadway of the general travel lanes of the roadway (or the logical continuation of these lines), and not the off-ramps.
5. Setbacks. Highway digital signs shall be setback a minimum of 400-ft from residentially zoned properties. Each highway digital sign shall be separated a minimum distance of one-half mile from any other highway digital sign.
6. Operations. The operation rules of section 64.277 (3) shall apply for light, change of message, and other functions. Highway digital signs shall have color rendition capabilities and a minimum resolution of 72 dots per square inch.
7. Number of Elements. The highway digital sign shall be limited to display three elements at any given time, and shall be limited to a single message. For instance, only one static message is allowed at any time; however, each display is limited to three elements (the name of the store or event, address/location, the date/time, photo/graphic, tagline, etc. shall each be considered one element) in order to reduce the perception of sign clutter on the copy of the highway digital sign.
8. On-Site Messages Only. The highway digital signs are limited to wayfinding messages towards on-site destinations within each subdistrict.
9. Architectural Enhancement. The highway digital signs shall match a unified master sign program developed for each subdistrict/activity center. To ensure this standard is met, the following shall apply:
 - A. Appearance Review. A formal appearance review process is required for each highway digital sign prior to permitting, approved by the Planning Official, to document approval of the appearance and location of the sign in compliance with this section.
 - B. Architectural Treatment. The design of highway digital signs shall incorporate the architectural details of principal buildings of primary importance within each subdistrict, or a consistent architectural theme. The overall design of the sign shall incorporate three dimensional architectural elements into the design.
 - C. Materials. The signs shall incorporate consistent durable materials and details to create a base, middle and top or a unique design aesthetic that is specifically incorporated into the subdistrict.
 - D. Lighting. Any lighting shall emphasize or highlight the architectural details of the sign. Cabinet, backlit or similar types of sign treatments are prohibited. All lighting fixtures shall meet the City's lighting ordinance (full cut-off) and not spill above the sign.
 - E. Monument sign. Digital highway signs shall be a monument sign or ground mounted sign. If the sign is two sided, the sides of each sign shall face in opposite directions. Pole signs are not allowed.

SECTION 3. CODIFICATION. The City Clerk and the City Attorney shall cause the Code of the City of Orlando, Florida, to be amended as provided by this ordinance and may renumber, re-letter, and rearrange the codified parts of this ordinance if necessary to facilitate the finding of the law.

SECTION 4. SCRIVENER'S ERROR. The City Attorney may correct scrivener's errors found in this ordinance by filing a corrected copy of this ordinance with the City Clerk.

SECTION 5. SEVERABILITY. If any provision of this ordinance or its application to any person or circumstance is held invalid, the invalidity does not affect other provisions or applications of this ordinance which can be given effect without the invalid provision or application, and to this end the provisions of this ordinance are severable.

SECTION 6. EFFECTIVE DATE. This ordinance takes effect upon adoption.

DONE, THE FIRST READING, by the City Council of the City of Orlando, Florida, at a regular meeting, the _____ day of _____, 2015.

DONE, THE PUBLIC NOTICE, in a newspaper of general circulation in the City of Orlando, Florida, by the City Clerk of the City of Orlando, Florida, the _____ day of _____, 2015.

DONE, THE SECOND READING, THE PUBLIC HEARING, AND ENACTED ON FINAL PASSAGE, by an affirmative vote of a majority of a quorum present of the City Council of the City of Orlando, Florida, at a regular meeting, the _____ day of _____, 2015.

BY THE MAYOR/MAYOR PRO TEMPORE
OF THE CITY OF ORLANDO, FLORIDA:

Mayor / Mayor Pro Tempore

ATTEST, BY THE CLERK OF THE
CITY COUNCIL OF THE CITY OF
ORLANDO, FLORIDA:

City Clerk

APPROVED AS TO FORM AND LEGALITY
FOR THE USE AND RELIANCE OF THE
CITY OF ORLANDO, FLORIDA:

City Attorney