

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF ORLANDO, FLORIDA, RELATING TO REGIONAL PUBLIC FACILITY IDENTIFICATION SIGNAGE; APPROVING EXTERIOR SIGN PACKAGE FOR THE RECONSTRUCTED CITRUS BOWL PURSUANT TO SECTION 64.320, ORLANDO CITY CODE; PROVIDING FOR PENALTIES, SEVERABILITY, CORRECTION OF SCRIVENER'S ERRORS, AND AN EFFECTIVE DATE.**

**WHEREAS**, section 64.320, Code of the City of Orlando, Florida (the "Orlando City Code"), provides that "[n]otwithstanding anything in [ ] chapter [64] to the contrary, City Council may approve signage for regional public landmarks, and public regional facilities which serve the greater metropolitan area and/or the tourist population;" and

**WHEREAS**, section 64.320, Orlando City Code, further provides that "[s]uch signage shall be approved by ordinance for regional public landmarks/facilities identified by City Council..." and

**WHEREAS**, section 64.320, Orlando City Code, further provides that "[s]uch landmark/facility shall be owned or controlled by a federal, state, or local government entity;" and

**WHEREAS**, the Orlando City Council hereby approves the planning official determination dated July 18, 2014, attached to this ordinance as **Exhibit "A,"** as made in accordance with section 64.320, Orlando City Code, that (1) the Citrus Bowl is a regional public landmark within the meaning of section 64.320, Orlando City Code, (2) the signage reviewed by the planning official determination, and also attached to this ordinance as **Exhibit "B"** (the "sign package") fosters the public health, safety, and welfare by promoting safe and efficient public access to the Citrus Bowl, and (3) such signage will not have a negative impact on surrounding 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 that it advances a valid and important public purpose; and

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

**SECTION 1. SIGN PACKAGE APPROVED.** In accordance with section 64.320, Orlando City Code, the Orlando City Council hereby approves the sign package described and depicted in Exhibit B to this ordinance for use at the Citrus Bowl. Depictions and descriptions in the package are depictions and descriptions of the approved size, type, and location of allowed signs. Names and other copy depicted in the package, such as "Sponsor Stadium," "Orlando Citrus Bowl," "Sponsor/Event Name Sign," and "Sponsor Name Gate," are design samples and placeholders for illustrative

## ORDINANCE NO. 2014-28

purposes only. Requested changes to the names and copy in the sign package are subject to review and approval by minor certificate of appearance approval in accordance with Part 4F, Chapter 65, Orlando City Code. In addition, requested changes to the size, type, material, color, location, and other elements of signs may be approved by planning official determination if the proposed changes constitute a minor modification. For purposes of this ordinance, a minor modification means any of the following:

- a. Removing or reducing the size of any sign.
- b. Increasing the size of any sign by 10% or less.
- c. Changing the display technology, illumination features, type, materials, shape, design, or colors of any sign.
- d. Any changes to an existing sign not visible from a public right-of-way or the addition of a new sign not visible from a public right-of-way.
- e. Changing the location of any sign if the sign remains within the same architectural feature or element of the building.
- f. Addition or elimination of flags and flagpoles.
- g. Addition or elimination of temporary signs and banner signs.

Notwithstanding any other provision of the Orlando City Code to the contrary, proposed minor modifications to the sign package are subject to review and approval by minor certificate of appearance approval. In reviewing an application for a proposed minor modification, the planning official may approve, approve with conditions, or deny the application based on the standards provided at sections 64.320 and 65.519, Orlando City Code.

**SECTION 2. DIGITAL SIGNS.** The sign package proposes three digital signs on the exterior of the renovated Citrus Bowl. These signs are denoted as "S11" (on the northeast elevation of the Citrus Bowl), "S13" (on the northwest elevation of the Citrus Bowl), and "S16" (on the southern elevation of the Citrus Bowl). These signs may be static or digital, or both, but to the extent they are digital they are subject to the following applicable regulations:

- a. Regulations for all digital signs. The following regulations apply to all digital signs:

## ORDINANCE NO. 2014-28

i. Illumination may not exceed the following brightness levels as measured in candelas per square feet at any focal point on any public right-of-way:

	<b>Day</b>	<b>Night</b>
<b>Red</b>	300	100
<b>Green</b>	600	200
<b>Amber</b>	450	150
<b>Blue</b>	800	350
<b>All colors</b>	650	250

Notwithstanding the requirements of this part, digital signs may be no brighter than necessary for clear and adequate visibility, may not display light of such intensity or brilliance to cause glare or otherwise impair the vision of or create a nuisance for passing motorists, nor may they interfere with the effectiveness of official traffic control devices. Digital signs must be equipped and maintained with a dimmer control and photocell that automatically adjusts the display intensity according to ambient light conditions.

ii. Digital signs must be equipped and maintained with a default image display that will, in the event of malfunction, effectively hold the sign display in one steady position at a light output level in compliance with this ordinance.

iii. Images or messages that resemble a warning, danger signal, or official traffic control device are prohibited.

iv. Messages displayed on digital signs may not be personalized or interactive.

v. Prior to the issuance of any building permit for the digital sign, the building permit applicant must provide written certification from the sign manufacturer that the light intensity has been factory preset not to exceed the standards of this ordinance and that the intensity level is protected from end-user manipulation by password protected software or other security system approved by the planning official.

vi. Each line of primary text must be at least 15" in height.

vii. The City code enforcement division manager may order the immediate shutdown of a digital sign if the operation of the sign violates this ordinance and threatens the public health, safety, and welfare.

## ORDINANCE NO. 2014-28

viii. Content displayed on the digital signs is limited to the name of the establishment or which identify or promote the principal or accessory merchandise, services, activities, or entertainment sold, produced, manufactured, or furnished on the premises of the Citrus Bowl or other City of Orlando Venues Department facility, or sponsors thereof.

b. Special regulations for sign S11. Sign S11 is subject to the following special regulations:

i. This sign must be turned off by 10:00 p.m. or within 2 hours of the conclusion of an event at the Citrus Bowl, whichever is later, and may not switch back on until 7:00 a.m.

ii. This sign may display full-motion images.

c. Special regulations for Sign S13. Sign S13 is subject to the following special regulations:

i. This sign must be turned off by 10:00 p.m. or within 2 hours of the conclusion of an event at the Citrus Bowl, whichever is later, and may not switch back on until 7:00 a.m.

ii. Images displayed on this sign must be static. Flashing lights, scrolling messages and images, animation, intermittent images and messages, motion video, and other movement is prohibited.

iii. Each image must be displayed for at least 10 seconds. For purposes of this ordinance, this minimum display requirement is referred to as the "dwell time."

iv. The time to completely change from one image to the next may not exceed 0.5 of a second. The change time between images is not included in the minimum dwell time required by subsection 2.c.iii. above.

v. The change between images must be a seamless, imperceptible transition from one image to the next. Special visual effects involved in the transition between images are prohibited.

d. Special regulations for Sign S16. Sign S16 is subject to the following special regulations:

i. This sign may display full-motion images.

ii. This sign may operate 24 hours per day.

**SECTION 3. HIGH RISE SIGNS.** High rise building identification signs, as defined by section 66.200, Orlando City Code, and included in the sign package are hereby made exempt from section 64.246, Orlando City Code, but the signs denoted in the sign package as "W7" (on the east façade of the Citrus Bowl), "W13" (on the west façade of the Citrus Bowl, and "W27" (on the south façade of the Citrus Bowl), are subject to specific review and approval by Certificate of Appearance Approval and, if illuminated at night, the text portion of these signs must be lit with white light, though a single logo element of each sign may be lit with colored light if it comprises no more than 25% of the respective sign's copy area. All lighting on these signs must be internal back-lighting.

**SECTION 4. CONFLICTS.** In the event of conflict, the text of this ordinance controls over the depictions, descriptions, and text contained within the exhibits to this ordinance.

**SECTION 5. PENALTY.** Violations of this ordinance are violations of the City's land development code and shall be punished as provided therein.

**SECTION 6. 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 7. 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 8. EFFECTIVE DATE.** This ordinance takes effect immediately upon final passage.

**DONE, THE FIRST READING,** by the City Council of the City of Orlando, Florida, at a regular meeting, this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

**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, this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

**DONE, THE SECOND READING, A 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, this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

ORDINANCE NO. 2014-28

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

\*\*[Remainder of page intentionally left blank.]\*\*