

1 **AN ORDINANCE OF THE CITY COUNCIL OF THE CITY**
2 **OF ORLANDO, FLORIDA, RELATING TO REGIONAL**
3 **PUBLIC FACILITY IDENTIFICATION SIGNAGE;**
4 **APPROVING EXTERIOR SIGN PACKAGE FOR THE**
5 **RECONSTRUCTED CITRUS BOWL PURSUANT TO**
6 **SECTION 64.320, ORLANDO CITY CODE; PROVIDING**
7 **FOR PENALTIES, SEVERABILITY, CORRECTION OF**
8 **SCRIVENER'S ERRORS, AND AN EFFECTIVE DATE.**
9

10 **WHEREAS**, section 64.320, Code of the City of Orlando, Florida (the "Orlando
11 City Code"), provides that "[n]otwithstanding anything in [] chapter [64] to the contrary,
12 City Council may approve signage for regional public landmarks, and public regional
13 facilities which serve the greater metropolitan area and/or the tourist population;" and
14

15 **WHEREAS**, section 64.320, Orlando City Code, further provides that "[s]uch
16 signage shall be approved by ordinance for regional public landmarks/facilities identified
17 by City Council..." and
18

19 **WHEREAS**, section 64.320, Orlando City Code, further provides that "[s]uch
20 landmark/facility shall be owned or controlled by a federal, state, or local government
21 entity;" and
22

23 **WHEREAS**, the Orlando City Council hereby approves the planning official
24 determination dated July 18, 2014, attached to this ordinance as **Exhibit "A,"** as made
25 in accordance with section 64.320, Orlando City Code, that (1) the Citrus Bowl is a
26 regional public landmark within the meaning of section 64.320, Orlando City Code, (2)
27 the signage reviewed by the planning official determination, and also attached to this
28 ordinance as **Exhibit "B"** (the "sign package") fosters the public health, safety, and
29 welfare by promoting safe and efficient public access to the Citrus Bowl, and (3) such
30 signage will not have a negative impact on surrounding land uses; and
31

32 **WHEREAS**, the Orlando City Council hereby finds and declares that this
33 ordinance is in the best interest of the public health, safety, and welfare, and that it
34 advances a valid and important public purpose; and
35

36 **NOW, THEREFORE, BE IT ENACTED BY THE CITY COUNCIL OF THE CITY**
37 **OF ORLANDO, FLORIDA, AS FOLLOWS:**
38

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

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

- 53
- 54 a. Removing or reducing the size of any sign.
- 55
- 56 b. Increasing the size of any sign by 10% or less.
- 57
- 58 c. Changing the display technology, illumination features, type, materials,
59 shape, design, or colors of any sign.
- 60
- 61 d. Any changes to an existing sign not visible from a public right-of-way or the
62 addition of a new sign not visible from a public right-of-way.
- 63
- 64 e. Changing the location of any sign if the sign remains within the same
65 architectural feature or element of the building.
- 66
- 67 f. Addition or elimination of flags and flagpoles.
- 68
- 69 g. Addition or elimination of temporary signs and banner signs.
- 70

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

77

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

- 84
- 85 a. Regulations for all digital signs. The following regulations apply to all digital
86 signs:
- 87

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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:

	Day	Night
Red	300	100
Green	600	200
Amber	450	150
Blue	800	350
All colors	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.

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125 viii. Content displayed on the digital signs is limited to the name of the
126 establishment or which identify or promote the principal or accessory
127 merchandise, services, activities, or entertainment sold, produced,
128 manufactured, or furnished on the premises of the Citrus Bowl or other
129 City of Orlando Venues Department facility, or sponsors thereof.
130

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

133 i. This sign must be turned off by 10:00 p.m. or within 2 hours of the
134 conclusion of an event at the Citrus Bowl, whichever is later, and may not
135 switch back on until 7:00 a.m.
136

137 ii. This sign may display full-motion images.
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139 c. Special regulations for Sign S13. Sign S13 is subject to the following special
140 regulations:
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142 i. This sign must be turned off by 10:00 p.m. or within 2 hours of the
143 conclusion of an event at the Citrus Bowl, whichever is later, and may not
144 switch back on until 7:00 a.m.
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146 ii. Images displayed on this sign must be static. Flashing lights, scrolling
147 messages and images, animation, intermittent images and messages,
148 motion video, and other movement is prohibited.
149

150 iii. Each image must be displayed for at least 10 seconds. For purposes
151 of this ordinance, this minimum display requirement is referred to as the
152 "dwell time."
153

154 iv. The time to completely change from one image to the next may not
155 exceed 0.5 of a second. The change time between images is not
156 included in the minimum dwell time required by subsection 2.c.iii.
157 above.
158

159 v. The change between images must be a seamless, imperceptible
160 transition from one image to the next. Special visual effects involved in
161 the transition between images are prohibited.
162

163 d. Special regulations for Sign S16. Sign S16 is subject to the following special
164 regulations:
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166 i. This sign may display full-motion images.
167
168

169 ii. This sign may operate 24 hours per day.
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171 **SECTION 3. HIGH RISE SIGNS.** High rise building identification signs, as
172 defined by section 66.200, Orlando City Code, and included in the sign package are
173 hereby made exempt from section 64.246, Orlando City Code, but the signs denoted in
174 the sign package as “W7” (on the east façade of the Citrus Bowl), “W13” (on the west
175 façade of the Citrus Bowl, and “W27” (on the south façade of the Citrus Bowl), are
176 subject to specific review and approval by Certificate of Appearance Approval and, if
177 illuminated at night, the text portion of these signs must be lit with white light, though a
178 single logo element of each sign may be lit with colored light if it comprises no more than
179 25% of the respective sign’s copy area. All lighting on these signs must be internal back-
180 lighting.

181 **SECTION 4. CONFLICTS.** In the event of conflict, the text of this ordinance
182 controls over the depictions, descriptions, and text contained within the exhibits to this
183 ordinance.
184

185 **SECTION 5. PENALTY.** Violations of this ordinance are violations of the City’s
186 land development code and shall be punished as provided therein.
187

188 **SECTION 6. SEVERABILITY.** If any provision of this ordinance or its application
189 to any person or circumstance is held invalid, the invalidity does not affect other
190 provisions or applications of this ordinance which can be given effect without the invalid
191 provision or application, and to this end the provisions of this ordinance are severable.
192

193 **SECTION 7. SCRIVENER’S ERROR.** The City Attorney may correct scrivener’s
194 errors found in this ordinance by filing a corrected copy of this ordinance with the City
195 Clerk.
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197 **SECTION 8. EFFECTIVE DATE.** This ordinance takes effect immediately upon
198 final passage.
199

200 **DONE, THE FIRST READING,** by the City Council of the City of Orlando,
201 Florida, at a regular meeting, this _____ day of _____, 2014.
202

203 **DONE, THE PUBLIC NOTICE,** in a newspaper of general circulation in the City
204 of Orlando, Florida, by the City Clerk of the City of Orlando, Florida, this _____ day
205 of _____, 2014.
206

207 **DONE, THE SECOND READING, A PUBLIC HEARING, AND ENACTED ON**
208 **FINAL PASSAGE,** by an affirmative vote of a majority of a quorum present of the City
209 Council of the City of Orlando, Florida, at a regular meeting, this _____ day of
210 _____, 2014.
211
212

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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

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