



# CITY OF ORLANDO

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July 18, 2014

## PLANNING OFFICIAL DETERMINATION

TO: **Orlando City Council**

FROM: **Dean Grandin, Jr., AICP**  
Planning Official

SUBJECT: Orlando Citrus Bowl Sign Plan  
Case # LDC2014-00125

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**Background:** The Orlando Venues Project Office is requesting approval of an ordinance to allow exterior signage at the Orlando Citrus Bowl, pursuant to the procedures established in Section 64.320 of the Land Development Code.

The Orlando Citrus Bowl is an open air football stadium located south of Lake Lorna Doone, generally bounded by West Church Street, South Rio Grande Avenue, the East-West Expressway (408), and Tampa Avenue. A major renovation of the Citrus Bowl is currently under construction and will re-open in the fall of 2014. The Citrus Bowl will host a wide variety of sporting events, concerts, shows, and other regional events. The facility is accessible to downtown and visible from the East-West Expressway.

**Citrus Bowl Sign Package:** The type, size and location of signs proposed on the exterior of the reconstructed Citrus Bowl, and the remaining Varsity Club building, are shown in the sign package (Sheets 1-6, and spreadsheet 1). The Appearance Review Board (ARB) recommended approval of the sign package, subject to conditions, on May 28<sup>th</sup>, 2014. The sign package includes a variety of identification, directional, informational, and sponsorship signs to be located on the exterior of the building, and throughout the site. The following signs are among the signs included in the sign package:

- Exterior Way finding and Identity Signs:
  - Stadium name high-rise signs (approximately 2,000 s.f. each) – two signs, each located on the fascia of the upper bowl seating, on the East and West sides.
  - Stadium name sign (approx. 1750 s.f.) – located on the South side of the main score board.
  - Sponsor/Event sign (approx. 924 s.f.) – located on the North façade, below the floor of the open-air deck.
  - Freestanding monument wayfinding signs (approx. 35 s.f. each) – six monument signs located near each patron gate entrance.
  - Various gate, box office, dock, and department ID signs.
- Exterior Sponsor Signs

- Stadium Sponsorship Sign (approx. 1,024 s.f. each) – two signs, each located on the East and West façades, above the central gate entrance.
- Gate sponsorship signs (approx. 672 s.f. each facade) – pedestrian level signs located at each gate on the East and West facades.
- Sponsor/Event signage (approx. 1500 s.f. each) – two signs located on the North sides of the two scoreboards.
- Gate sponsorship signs (approx. 192 s.f. each) – pedestrian level signs located at each gate on the North & South façade.
- Box Office Sponsorship signs (approx. 24 s.f. each) – two signs located at the Box office.
- Administrative Building – existing signs (approx. 179 s.f.) are to remain.
- Sponsor/Event signs (approx. 4,800 s.f.) – on south side of scoreboard.

A spreadsheet entitled “Citrus Bowl Stadium Exterior Signage” has been provided that identifies all the wayfinding and identity signs, sponsorship signs, and existing signs to remain. The total square foot area of signs proposed totals 19,870 s.f. This spreadsheet overrides the sign area matrix on sheet number 1 in the master sign plan package.

**City Code:** Section 64.320 of the Land Development Code (Regional Public Facility Identification Signage) provides that the City Council may approve specific signage for public landmarks and public regional facilities which serve the greater metropolitan area and/or the tourist population. Such signage shall be approved by ordinance for regional public landmarks/facilities identified by City Council, and may include both on-site and off-site roadway/directional signage.

Section 64.320 also provides that the ordinance approving signage for regional public landmarks shall include a determination by the Director of Planning and Development that: (1) the facility is a regional public landmark; (2) such signage fosters the public health, safety, and welfare by promoting safe and efficient public access to the regional facility; and (3) such signage shall not have a negative impact on surrounding land uses.

**Determination:**

1. The Citrus Bowl is a regional public landmark. Due to its size, location and function (location for world-class sporting and entertainment events), the facility clearly serves residents of multiple counties throughout the region.
2. The proposed signage will foster the public health, safety, and welfare by promoting safe and efficient public access to the facility. Events at the Citrus Bowl will attract up to 65,000 attendees. The proposed signage will improve safety and efficiency by communicating information to large numbers of visitors who may not be familiar with this particular area of downtown Orlando, especially in the hours preceding an event.
3. The proposed signage will not have a negative impact on the surrounding land uses, with the East/West expressway to the South, industrial uses to the East, Tinker Field to the West, and Lake Lorna Doone to the North. The signage on the North has been located to face the Northeast and Northwest corners, and not facing directly across the lake or toward residences.

The identity sign on the north façade is also located lower on the building at a more pedestrian level.

4. The signs presented in the sign package have been reviewed and recommended for approval, with the conditions presented in the staff report and meeting minutes of the Appearance Review Board (Case #ARB2014-00035).
5. All exterior signs at the Citrus Bowl shall conform to the type, size, location, materials, and other details provided in the sign package attached to the Regional Public Facility Identification Signs ordinance adopted by City Council pursuant to Section 64.320 of the Land Development Code. Text depicted in the sign package (for example, "Orlando Citrus Bowl") are place holders for illustrative purposes only. The names and text of the actual signs are subject to review and approval by the ARB, for consistency with the sign ordinance.

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