



# CITY OF ORLANDO

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## MEMORANDUM

DATE: March 9, 2015

TO: Orlando City Council

FROM: Dean Grandin, Planning Official

SUBJECT: Planning Official Determination – Citrus Bowl Signage - LDC2015-00073  
Temporary Banners – Orlando City Soccer 2015 and 2016 Seasons

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**Background.** Orlando Venues and Orlando City Soccer Club is requesting approval of temporary signs at the Orlando Citrus Bowl for the inaugural 2015 MLS season. The soccer matches are held at the Citrus Bowl while the future soccer stadium is under construction. The timeline during which the banners will generally be up are (not including subsequent post-season games):

- First game of the 2015 season - March 8, 2015
- Last game of the 2015 season - October 25, 2015

The Citrus Bowl is recognized as a regional public facility that the City Council may approve a customized master sign plan by separate Ordinance in accordance Section 64.320 of the City's sign code. Additionally, Ordinance No. 2014-28 (which was approved by the Council on August 7, 2014) details the aspects of the sign package approved. This particular Ordinance also allows the Planning Official to approve additional temporary banner signs through a Planning Official determination process for limited duration special events.

LDC2014-00407, a previous Planning Official determination, approved banners for the Russell Athletic Bowl and Buffalo Wild Wings Bowl, as the signs for those events were more limited in their duration. At that time, special events signs for all special events were approved as a package for certain locations, with the Buffalo Wild Wings Bowl having the more extensive temporary banners across the façade of the bowl; this was the maximum extent of the temporary banner locations.

The Planning Official approves as part of this action, these new temporary banners for the first month of the season (March 2015). For longer periods of time, it is appropriate for the City Council to approve a Temporary Use Permit for these banners, as they will be up for longer than 6 months. Orlando City will place banners on the east and west facades of the Citrus Bowl consistent with the Buffalo Wild Wings banner package, but banners will not be placed on the north and south facades of the stadium under this proposal.

**Analysis.** The matches to be held at the Orlando Citrus Bowl are significant events, marking the first season of Major League Soccer in Orlando. They are anticipated to be amongst the busiest events carried out at the stadium; it is necessary to brand the stadium as the temporary home for Orlando City as the future stadium is constructed. The temporary banner signage for bowl games in the past were of similar magnitude; yet, this recent proposal

utilizes the new architecture of the Orlando Citrus Bowl to its maximum effect to brand the stadium for the 2015 MLS season. However, banners on the north side of the stadium, which is more visible to nearby residents, are not included in this signage package. Further, the banner designs proposed are not overly busy and complement the architecture of the stadium.

Attached to this memo are the temporary banners for Orlando City for the 2015 season proposed for approval by the City Council. It is also proposed that the Council authorize the Planning Official to approve subsequent temporary signage packages for the 2016 Orlando City season (if needed) for similar lengths of time, so long as the locations of the temporary banners do not change, via separate Planning Official determination.

**Conclusion/Action.** Approval of a Temporary Use Permit for temporary banners at the Citrus Bowl for the Orlando City 2015 season consistent with the attached sign package; subsequent MLS seasons at the Citrus Bowl may be approved by the Planning Official administratively by determination, provided that the sign locations match the approved locations in the attached sign package.