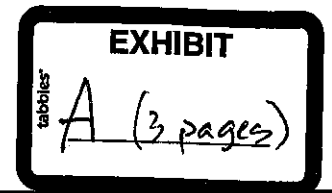




# CITY OF ORLANDO



October 27, 2016

Tyrone Smith, OCPS  
for Barbara Jenkins  
Orange County School Board  
445 W. Amelia Blvd.  
Orlando, FL 32801

RE: Letter of Determination for Regional Public Facility Digital Sign for Boone High School, 1000 E. Kaley St., Orlando, FL (LDC2016-00418)

Mr. Smith:

I have reviewed your Letter of Determination request relative to replacement of an existing manual reader board sign with a digital Regional Public Landmark Sign at Boone High School (1000 E. Kaley St.). Your request is as follows:

*The Orange County Public Schools Facilities Department is requesting permission from the City of Orlando to convert the existing manual reader board sign at Boone High School, to a digital sign, similar to what was previously done for Dr. Phillips, Lake Nona and Edgewater High Schools. The existing sign frame will be reused. A Digital sign will allow the school to update the sign wirelessly and will provide more efficient and detailed information to students, parents, and the community.*

*The new digital sign will include the following:*

- *A 1 ft. x 8 ft. sign (with high school name & OCPS logo) and a 3 ft. x 8 ft. message center*
- *Technology - ImageStar Software*
- *Light Meter - Ambient daylight sensor with time and temperature functionality*
- *Minimum 10-second delay between messages*
- *No 3'd Party Advertising - The District will enforce no 3'd party advertising*
- *No Video - The video function can be deactivated in the software*

You have provided a site plan and photo illustrating where the existing sign is located and where the proposed sign will be located.

**Analysis** –The City's Land Development Code provides a mechanism for requesting placement/replacement of static message board signs with digital message signs, requiring approval of an ordinance by City Council. While the Land Development Code does not expressly allow digital signs, staff has allowed them to be used for public institutions, gas station pricing and for public information signs, via Planning Official Determination, to ensure said signs foster the public health, safety and welfare by promoting safe efficient access and to ensure that said digital sign(s) will not have a negative impact on surrounding properties or land uses.

**City Code** - LDC Section 64.320, Regional Public Facility Identification Signage, provides that the City Council may approve specific signage for public landmarks and public regional facilities that serve the greater metropolitan area and/or the tourist population. Such signage must 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. The Section also provides that the ordinance approving signage for regional public landmarks must include a determination by the Planning Official 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 public facility; and (3) such signage will not create a negative impact on surrounding land uses.

In reviewing signs for conformance with the Regional Public Facility sign regulations, the Planning Official considers the extent to which the proposed signs conform to city-wide sign regulations. For example, LDC Section 64.270 prohibits billboard signs, defined as a sign which contains commercial or non-commercial advertising depicting a business, organization, event, person, place, goods, services or other things not sold, located or available upon the parcel or tract of real property on which the sign is located. In addition, LDC Section 64.300 prohibits flashing lights and electronically controlled message centers.

**Operational Conditions** - To ensure that the proposed digital public facility identification signs are generally consistent with City-wide sign regulations and do not have a negative impact on surrounding residential land uses, nine (9) operational conditions are proposed to restrict the messages displayed on the two (2) proposed high school facility identification signs, as follows:

1. Sign copy can change no more than 6 times per hour (10 minute delays).
2. The sign must only display black letters on white background during daylight hours.
3. The sign must only display white letters on black background during post-dusk hours.
4. The sign cannot display moving, rotating, or pulsating images.
5. The sign cannot display graphic images except for the OCPS or school logo.
6. The sign can only operate from 6:00 a.m. to 10:00 p.m.
7. The sign must automatically adapt its brightness level to ambient light levels during the day and at night.
8. The "School Name" header may be either digital or a fixed panel that is lit from within or behind (if it is a fixed back-lit panel, it may be lit all hours (24 hours a day)).
9. The sign message may only identify or advertise uses, events, and activities located or conducted on the individual school site.

**Determination.** Subject to the nine (9) operational conditions presented above, the Planning Official has determined that:

1. Boone High School is a regional public landmark. Due to the size, function, location and unique features, Boone High School facility clearly serves residents of multiple neighborhoods within the City and County.
2. The proposed digital identification signage will foster the public health, safety, and welfare by promoting safe and efficient public access to Boone High School. Events at area high schools can attract innumerable attendees year-round. The

proposed signage will improve safety and efficiency by identifying the name of the facility and identifying daily or weekly events at said public high school.

3. The proposed digital identification signage is not expected to have a negative impact on surrounding land uses. Boone High School abuts single-family residential neighborhoods to the east, north and west, and low intensity office and commercial uses further south. The main entrance to Boone High School, where the entry sign is and will continue to be, is located on E. Kaley St., a 2-lane residential collector street with center turn lanes in front of the school. The proposed sign should slightly improve traffic flow and will reduce confusion by more clearly identifying the property for first time visitors and by providing public notice of current or upcoming events. The proposed operational restrictions will help preserve the existing character of the neighborhoods around the high school, while accommodating the needs of a facility that hosts multiple events throughout the week, month and year.
4. The proposed digital high school identification sign is eligible for designation as a Regional Public Facility Identification Sign, as provided in LDC Section 64.320. The same type sign is not allowed for private schools, churches or other such institutions unless said locations and signs meet the criteria of LDC Section 64.270, Regional Public Landmark Signs.
5. The proposed signs shall conform to the nine (9) operational conditions previously described in this determination and to the type, size, location, materials and other details provided by OCPS for this Determination (Exhibit 1).
6. This Determination only addresses the signage described in the determination application/package.

This Letter of Determination does not constitute approval to develop. It addresses only the Land Development Code standards expressly represented in this letter. The determinations of this letter are specifically restricted to the Boone [public] High School property and is not transferable to other parcels of land or other public high schools. The applicant shall comply with all other applicable requirements of the Land Development Code, including any additional review requirements and **shall receive all applicable permits before initiating development.** I hereby also request that the Office of Legal Affairs prepare an ordinance for City Council review and adoption at the next available City Council meeting.

If you have any questions, please contact Jim Burnett, Planner III, at 407-246-3609 or at [james.burnett@cityoforlando.net](mailto:james.burnett@cityoforlando.net).

Sincerely,



Dean Grandin, AICP  
Planning Division Manager