



# CITY OF ORLANDO

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## MEMORANDUM

DATE: January 4, 2017

TO: Project File LDC2017-00003

FROM: Dean Grandin, Planning Official

SUBJECT: Planning Official Determination – Pro Bowl Signage  
Temporary Special Event Signs

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**Background.** The Pro Bowl is coming to Orlando's Camping World Stadium on Sunday, January 29, 2017. Leading up to the Pro Bowl, the organizers of the events and Orlando Downtown Development Board (DDB) staff are negotiating with several properties to place special event banners throughout the Downtown and the environs of Camping World Stadium.

**Analysis.** Orlando's sign code generally restricts banners throughout the City; however, it does allow the Council to approve a sign package of banners and building wraps for significant downtown-wide special events that are nationally televised. The Pro Bowl qualifies as a nationally televised event, similar to the NBA All-Star game in the past – which had a similar package of signage that was approved by the Council.

As such, attached is the current package of special signs that are to be placed in various locations throughout the Downtown area to recognize this special event.

Additionally, since the locations of proposed signs is fluid, the events sponsors and DDB staff request that the Council authorize the Planning Official to approve of other locations for temporary special event signage administratively, if needs be. In accordance with the provisions of Chapter 64.400(L) – *Temporary Special Event Signage*, all such signs will be displayed no more than 30 days prior to the special event (the Pro Bowl), and must be removed no later than seven days after the special event.

The bowl games at the Camping World Stadium are nationally televised events, and are amongst the busiest events carried out at the stadium. Previous actions (LDC2014-00407, LDC2015-00073) provided for event banners at the stadium proper after it was constructed; this action approves of special event banners throughout the Downtown.

Further, the additional signage does not have an adverse impact on the surrounding areas due to the limited nature of the banner's installation, and the limited location of the banners on Downtown buildings, which do not conflict with nearby residential neighborhoods.

**Recommendation.** Approval of the attached temporary special event signage package, and authorizing the Planning Official to approve additional temporary event signage in conformance with Section 64.400(L) of the City's Sign Code.