



CHAPTER 64, SIGN CODE
MILK DISTRICT
STREET POLE BANNERS EXPANSION
STAFF REPORT

SUMMARY

Owner N/A Applicant City of Orlando Project Planner Jason Burton	Description of the Request: Request to amend the Sign Code (Chapter 64) to allow street pole banners for the Milk District by adding Figure A7 to Section 64.321 Staff's Recommendation: Approval of the request.	Public Comment: Staff posted this item on the city's website, and placed a classified ad in the Orlando Sentinel. No public comments have been received as of the date of the Staff Report.
Updated: October 23, 2017		

ANALYSIS

Overview.

The City is proposing to add the Milk District Main Street program to the areas where street pole banners are allowed. Since the management of the street pole banners is a joint effort of the non-profit Main Street, utilizes poles owned by the Orlando Utility Commission, and utilizes portions of the City's rights of way, it has been necessary to codify the locations where street pole banners are allowed.

History.

The City began a street pole banner program in 2009 (LDC2019-00095) by adding a specific section to the sign code, as well as maps as to where they are allowed. In agreeing to accommodate street pole banners, OUC requested there be codified control over the location where they are authorized. To date, such banners have only been authorized in City Main Street program areas and the Downtown Development Board/CRA area.

To date, the City has seven locations where street pole banners are allowed:

- ◆ Audubon Park
- ◆ College Park
- ◆ Downtown South (SODO)
- ◆ Ivanhoe Village
- ◆ Mills 50
- ◆ Semoran Blvd
- ◆ Downtown

In addition, there is a nested area inside of the Downtown South (Sodo) area for Orlando Health to have street pole banners. Similarly, there are provisions within the Florida Hospital DRI which allow for street pole banners on their custom street light poles.

Analysis/Conclusion.

This amendment will add the City's latest Main Street program area, the Milk District, as an area authorized for street pole banners, consistent with other areas of the City with similar programs. Therefore, the City staff recommends approval of adding a map to the Code that will allow street pole banners along certain right of way within the Milk District Main Street Program area. A map is attached of the proposed area.

FINDINGS

In review of the proposed LDC amendment, it is found that:

1. The proposed Land Development Code amendment allows for street pole banners within a Main Street area.
2. The proposed Land Development Code amendment is consistent with the State Comprehensive Plan (Chapter 187, Florida Statutes).
3. The proposed Land Development Code amendment is consistent with the East Central Florida Strategic Regional Policy Plan.
4. The proposed Land Development Code amendment is consistent with the provisions of Chapter 163, Part II, Florida Statutes.
5. The proposed Land Development Code amendment is consistent with the objectives and policies of the City's adopted Growth Management Plan (GMP).

RECOMMENDATION

Staff recommends approval of the proposed amendment to the Orlando Land Development Code.