

January 11, 2018

Grant Wenrick, RLA
Orange Co. Parks & Recreation
4180 W. Colonial Dr.
Orlando, FL 32808
Grant.wenrick@ocfl.net

For: Wil Price, Gen. Mgr., Central Florida Fair, Inc., 4603 W. Colonial Dr., Orlando, FL

RE: Letter of Determination for Regional Public Facility Digital Sign for Barnett Park,
4603 W. Colonial Dr., Orlando, FL (DET2017-10098)

Mr. Wenrick:

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 Barnett Park (4603 W. Colonial Dr.). Your request is as follows:

In the fall of 2017 Orange County Parks contacted the City of Orlando Planning Division to see what steps were needed to seek approval for an electronic / LED type electronic sign to be placed at the State Road 50 / 4801 West Colonial Drive entrance to Barnett Park. Barnett Park serves as the headquarters for the County's 100-plus park and trail system and houses the administration offices for the County parks. It also has a Jr. Magic Gym, several multi-purpose rooms for community meetings, fishing dock and ramp to Lake Lawn, the southern trailhead for the recently opened Pine Hills Trail, several ballfields; some with lights, Frisbee disc golf course, and 5 separate playground areas. Also in conjunction with the park is a BMX Track and paint-ball area.

The plan is to rebuild the original sign to very much the same configuration and overall size as it is now but with a double faced electronic / LED sign along with a top and bottom panels. The top panel will be internally lit along with the bottom panel if not cost prohibitive. (Please see the included before and after drawings) The rebuilt sign will utilize the existing cinder block base located in the same location. (Please see site and location drawings)

The desired operating conditions of the sign will further compliment the regional nature of Barnett Park by the following;

- **Promote Orange County Park events and park facilities available to the public.**
- **The County Parks Division desires to rotate the message at a minimum of 5-second intervals.**
- **The electronic / LED sign will not contain moving, rotating, pulsating/flashing graphics or video.**
- **The brightness of the electronic / LED sign will be automatically adjustable between daylight and night time.**

ECONOMIC DEVELOPMENT • CITY PLANNING DIVISION

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- Due to the commercial nature and location of the sign, the Parks Division would desire the ability to run the electronic / LED sign 24-hours a day.
- The electronic / LED sign will be full color.
- The County Parks Division will work with a turn-key sign vendor company to submit to the Orlando Building Division for sign implementation only after the planning approval process.

You have provided a site plan and photos illustrating where the existing sign is located and the location of the proposed sign.

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.

This code section was amended in 2016 to allow regional signs only in the Downtown Community Redevelopment Area (CRA). This change was intended to address only privately owned regional facilities, and is therefore being amended again to remove the restriction for public regional facilities outside the Downtown CRA. The code amendment (LDC2017-10012) was approved by the Municipal Planning Board on November 21, 2017. First reading of the ordinance (#2018-7) is scheduled for January 22, 2018. The ordinance associated with this request will be scheduled concurrent with or after the code amendment.

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 sign is generally consistent with City-wide sign regulations and does not have a negative impact on adjacent City or County land uses, five (5) operational conditions are proposed to restrict the messages displayed on the proposed regional park facility identification sign, as follows:

1. Sign copy can change no more than every 8 seconds.
2. The sign can display colors, but messages cannot move, rotate, pulsate or cause distractions to passing motorists and pedestrians on W. Colonial Dr.

3. The sign may only display images related to events and activities occurring at Barnett Park (not events and activities occurring at other County parks).
4. Since Barnett Park is open from 8am to 8pm, the sign can only operate from 7 am to 9pm, 7 days a week.
5. The sign must be equipped with automatic brightness dimming technology relative to ambient light conditions during day and night hours.

Determination. Subject to the five (5) operational conditions presented above, the Planning Official has determined that:

1. Barnett Park is a regional public facility. Due to the size, function, location and unique features within the park, Barnett Park clearly serves residents of multiple neighborhoods within the City and County.
2. The proposed digital sign will foster the public health, safety, and welfare by promoting safe and efficient public access to Barnett Park. Events at Barnett Park have and will continue to attract innumerable attendees year-round. The proposed signage will improve safety and efficiency by better identifying the name of the facility and identifying daily and weekly events at the regional park facility.
3. The proposed digital identification signage is not expected to have a negative impact on surrounding land uses. Barnett Park abuts Central Florida Fairgrounds property to the east, west and north and light industrial and commercial uses to the south, across W. Colonial Dr. The main entrance to Barnett Park is on W. Colonial Dr., where the existing sign is and proposed sign will continue to be. The proposed sign should not impact traffic flow and should reduce confusion by more clearly identifying the property for visitors and by providing public notice of current ongoing or upcoming events. The proposed operational restrictions will help preserve the character of the immediate neighborhood, while accommodating the needs of a regional park facility that hosts multiple events throughout the week, month and year.
4. The proposed digital 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 lesser/smaller parks or other such institutions unless said locations and signs meet the criteria of LDC Section 64.270, Regional Public Landmark Signs.
5. This Determination only addresses the signage requested via the determination application/package submitted herein. City Council approval of an ordinance is required prior to issuance of a sign permit for the new digital sign. If the City Council does not approved the ordinance, the proposed digital sign will not be allowed.

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 Barnett Park property and is not transferable to other parcels of land or other public parks. The applicant must 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.

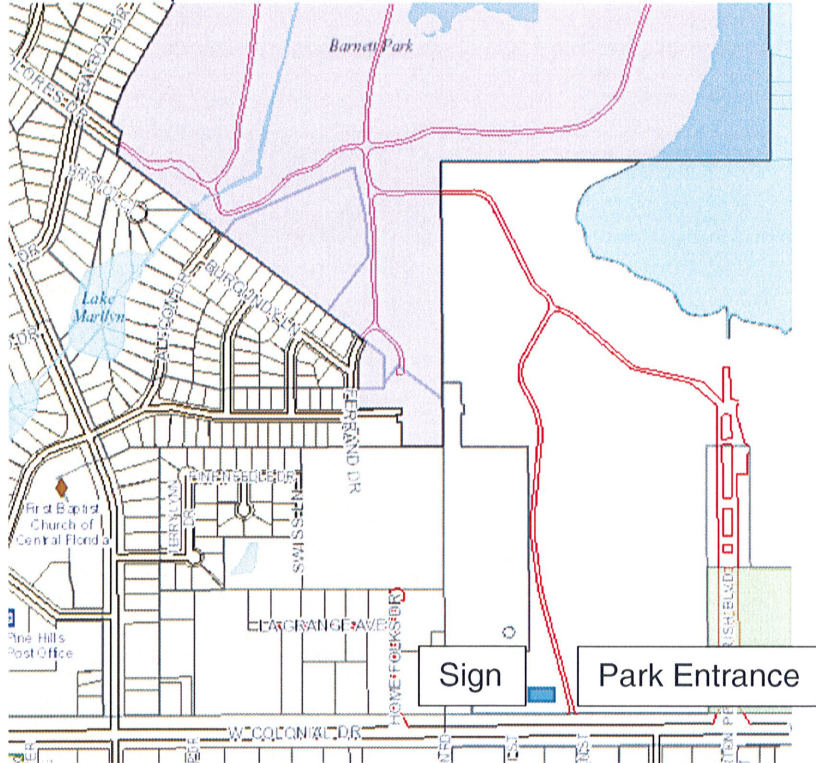
If you have any questions, please contact Jim Burnett, Planner III, at 407-246-3609 or at james.burnett@cityoforlando.net.

Sincerely,



Dean Grandin, AICP
Planning Division Manager

Location Map

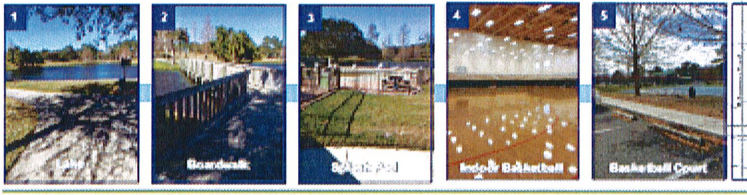


Existing Entry Sign



EXH B

Barnett Park, with photos of Activities



* Proposed Digital Sign

