

October 15, 2018

Douglas M Spencer, PE
Spencer Consulting Services, Inc.
for Dr. Phillips Center for the Performing Arts
155 E Anderson Street
Orlando, FL 32801

**RE: Modification to the Dr. Phillips Center Master Sign Plan – Minor PD Amendment
445 S Magnolia Avenue, DET2018-10236**

Mr. Spencer:

A request to amend the Dr. Phillips Center (DPAC) master sign plan, as contained in the Planned Development Ordinance, has been filed for minor amendments to the School of the Arts signage on the southern façade of the building. The sign modifications are contemplated as a minor change to accommodate the rebranding of one of the sponsors, Advent Health (formerly Florida Hospital), and more prominently display the building's formal name - Dr. Phillips Center. The project is located at 445 S. Magnolia Ave., Orlando, FL.

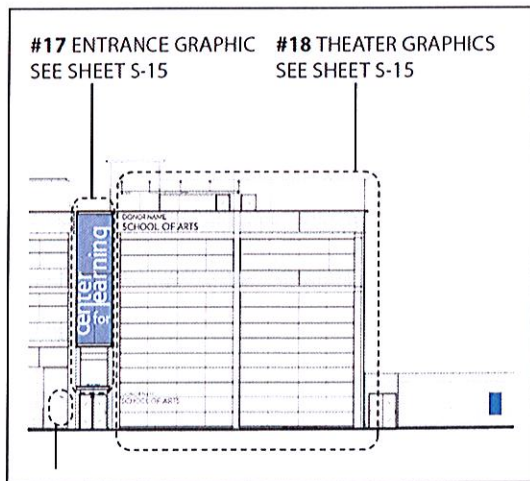
For this change to the master sign plan, you have submitted illustrations for the desired replacement signs (attached).

Analysis.

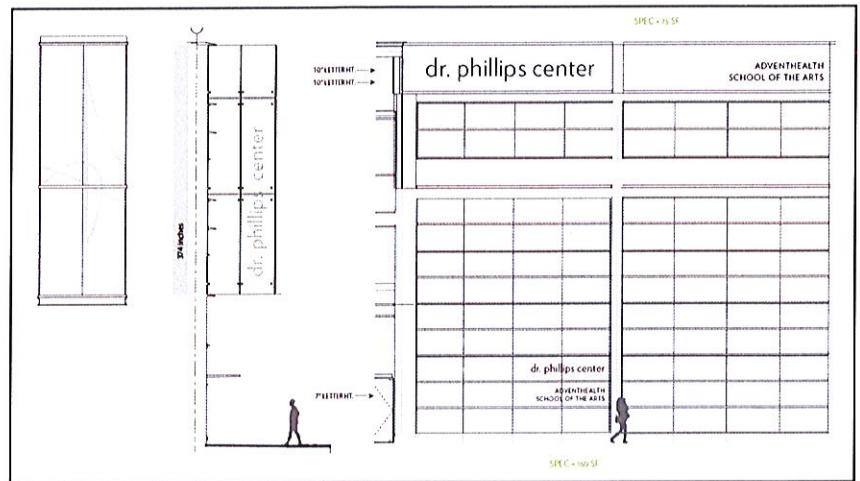
An ordinance was adopted on December 15, 2014 (Ordinance No. 2014-67, Document #1412151202) by the Orlando City Council adopting the Planned Development zoning for the site, which included a unique master sign plan contained in Exhibit "D" of the ordinance. The approved sign plan includes over 23,000 square feet of unique signs and supergraphics for the DPAC. The identification and donor signs are specifically called out in the exhibit, showing the precise location of these signs, and an accompanying list of approved sign sizes. All of these signs are consistent with Section 64.320 of the City's Land Development Code, which sets a process for approving Regional Public Facility Identification Signs.

This portion of the sign code, Section 64.320, requires that the Planning Official find that the signs proposed for regional public facilities meet certain criteria, which include:

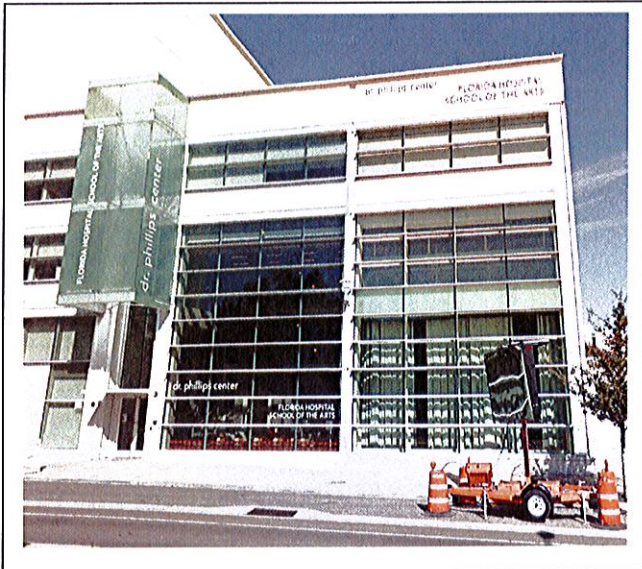
1. *The facility is a regional public landmark.* The DPAC is a regional performing arts community venue.
2. *Such signage fosters the public health, safety and welfare by promoting safe and efficient public access to the regional public facility.* Being a unique building in design and purpose, it is necessary that the facility be identified along the 408 expressway, where the proposed signage denotes the building as the Dr. Phillips Center in what would typically be a high-rise sign location.
3. *Such signage shall not have a negative impact on surrounding land uses.* The proposed signage is a halo-lit sign which reduces their overall effect, are relatively small in nature, and are facing an expressway. No nearby residential land uses are affected by the signs proposed.



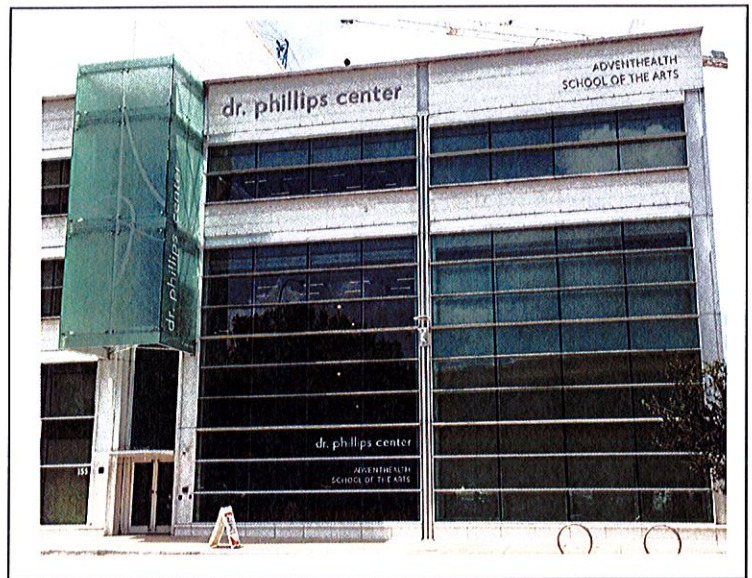
Existing Master Sign Plan



Proposed



Existing signs



Photorendering of the proposal

The DPAC's School of the Arts entrance and signs are located in the rear portions of the theatre complex along East Anderson Street. The specific master sign plan shows a donor name and the name of the "School of the Arts" in one locale. The proposal is to place the donor name and School of the Arts signs in more complementary locations along the parapet wall of the building in opposite corners along this portion of the facade; the overall effect will be two signs to better denote the building, and replace the existing donor sign with the new rebrand.

In reviewing the request, the proposed location would typically be considered a high-rise sign (wall signs located higher than 30 ft. above adjacent grade, per LDC Section 64.246) and a Planned Development Ordinance contains a master sign plan that is beyond the normal confines of the sign code, recognizing the unique design of the Dr. Phillips Center. The proposed locations are logical, given the unique massing and regional purpose of this community venue.

Since the City Council originally approved the Dr. Phillips Center Sign Plan, any changes to the sign plan must be reviewed and approved by the City Council and incorporated into the Planned Development Ordinance, namely Exhibit D, which contain the elevations and approved locations for the signs.

Recommendation.

Per the analysis presented above, the Planning Official recommends an amendment to the Dr. Phillips Center Planned Development Ordinance, Exhibit D, which replaces the signs labeled as "#18" in Exhibit D with the attached proposal. Considering the proposed location, design of the building and relative height of the proposed signs, these signs are not typical high-rise signs, but will merely be placed in a locale that complements the building's design. Approval is subject to satisfaction of the following conditions:

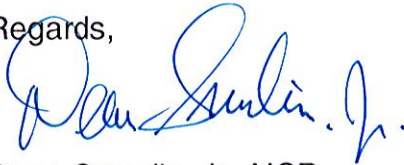
1. The signs shall be installed as presented in the attached exhibit for the School of the Arts.
2. The new wall signs will not require a variance and will not need future Planning Official determination(s) as long as the proposed sign sizes and locations match up to the proposed exhibit.
3. The sign illustrations, as provided herein or as may be minorly revised following issuance of the Determination after adoption of the proposed ordinance, must be generally consistent with the materials and locations submitted with the determination application. The proposed sign permit(s) must comply with all conditions as noted herein, unless otherwise determined by the Appearance Review Officer during the permit review process.
4. The new wall signs must be permitted as illuminated channel letters, as illustrated in the application. The proposed wall signs cannot be digital or electronic message-type media signs.
5. The Determination and ordinance only addresses the signage requested via the determination application/package submitted herein. City Council approval of an ordinance amendment is required prior to final issuance of a sign permit for the new signs.

The City Council is tentatively scheduled to consider this amendment at its November 12, and December 10, 2018 meetings for final adoption.

This letter of determination does not constitute approval to develop and only addresses the Land Development Code standards expressly represented in this letter. The determinations of this letter area also restricted to the specific parcels of land and are not transferable to other parcels of land. The applicant must comply with all other applicable requirements of the Land Development Code, including any additional review requirements and must receive all necessary permits before initiating development and placement of the new signs. Do not respond to this determination letter, merely make any necessary adjustments to the plans when digitally submitting to the Permitting Division for final permit review.

Should you have any questions regarding this determination, please contact Jason Burton of my staff at Jason.Buton@cityoforlando.net or 407.246.3389.

Regards,

A handwritten signature in blue ink, appearing to read "Dean Grandin, Jr.", is positioned above the typed name.

Dean Grandin, Jr. AICP
Planning Official