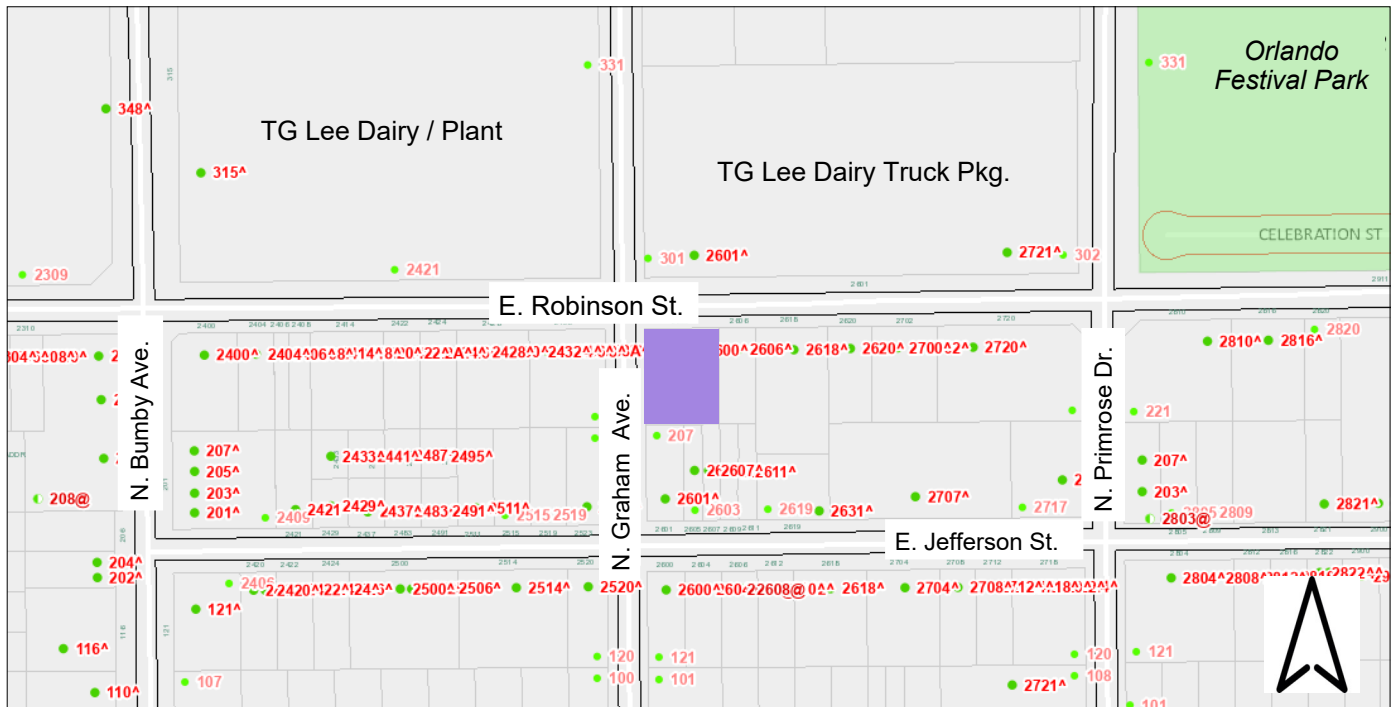




Staff Report to the
Board of Zoning Adjustment
October 27, 2020

VAR2020-10044

MULTI-TENANT OFFICE SIGNAGE 2600 E. ROBINSON ST.



Location Map

 Subject Site

SUMMARY

Applicant

Gary Hoenig
Signs & Wonders, Inc.

Owner

TD Prop. Group, LLC

Project Planner

Jim Burnett, AICP

Property Location: 2600 E. Robinson St. (Parcel ID #30-22-30-9012-01-010, at the southeast corner of E. Robinson St. and N. Graham Ave.)(±0.31 acres, District 4).

Applicant's Request: The applicant is requesting a design variance to allow no more than a 6-ft. tall (above adjacent grade) ground sign in the Traditional City (T) Overlay, where ground signs are not allowed when the building is less than 35 ft. from the front property line. The property is zoned MU-1/T/AN and is in the Milk District neighborhood.

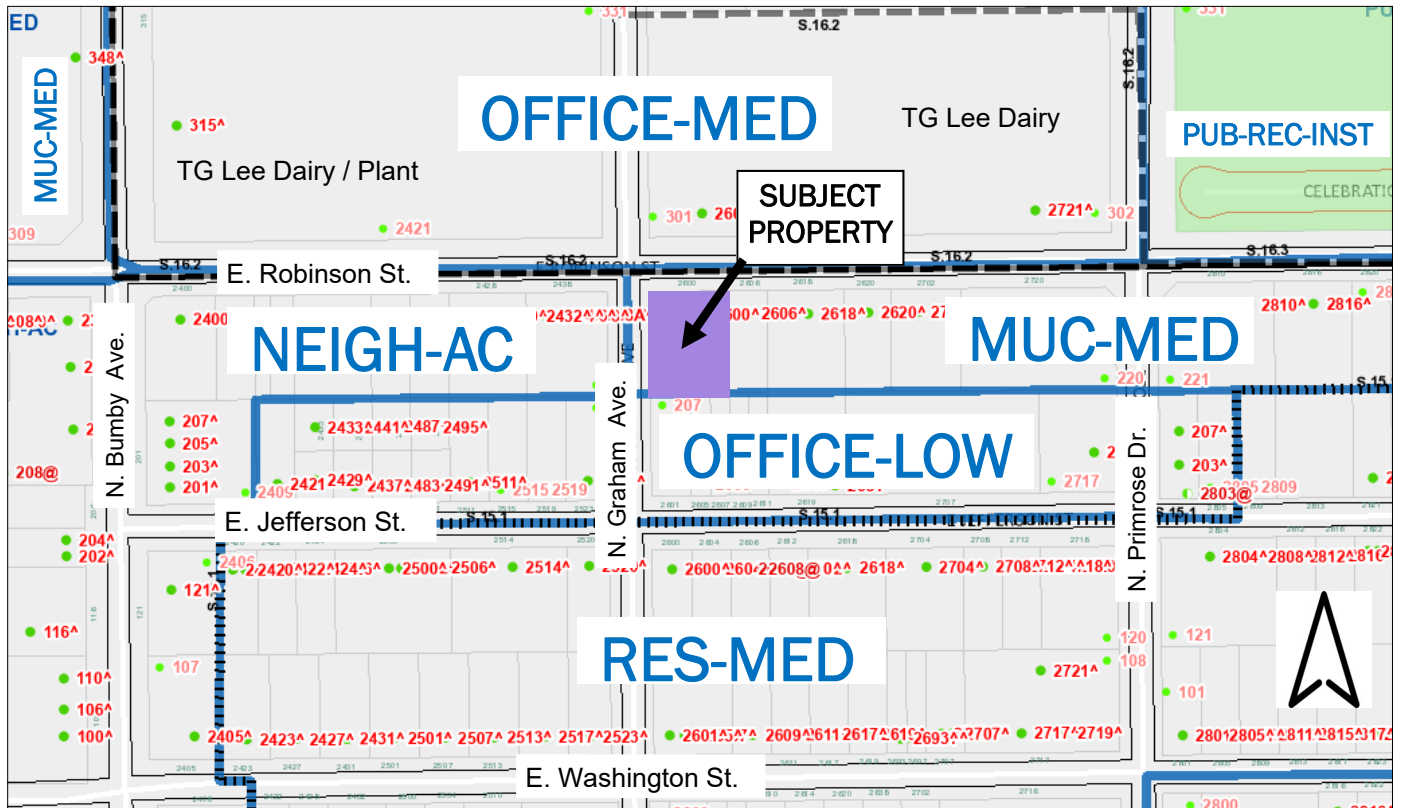
Staff's Recommendation: Approval of the design variance, per the conditions in this staff report.

Public Comment

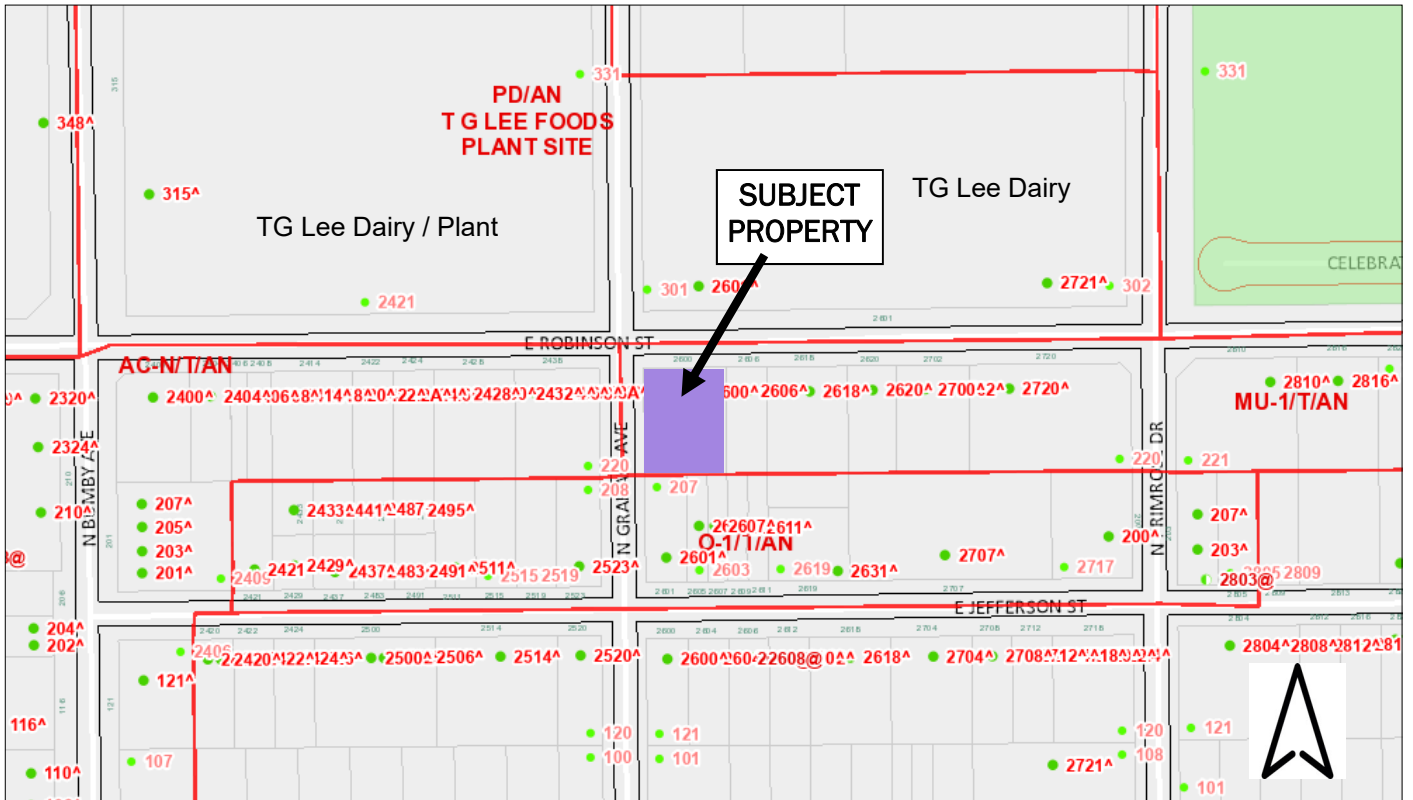
Courtesy notices were mailed to property owners within 300 ft. of the subject property the week of October 12, 2020. As of the published date of this report, staff has not received any questions or comments about the variance request.

Updated: October 19, 2020

FUTURE LAND USE



ZONING MAP



LAKE SUNSET DR.
ORANGE CTR. BLVD.

R-2A

S. TEXAS AVE.
S. OHIO AVE.

R-1
R-1

PROJECT ANALYSIS

Project Description

The subject property consists of a 4,410 sq. ft. 1-story multi-tenant office building on a corner lot set back 13.7 ft. from the front lot / E. Robinson St. R-O-W line and 40.3 ft. from the west street side / N. Graham Ave. R-O-W line. The building is allotted 192.2 sq. ft. of signage, but signage is limited to wall, awning, projecting, marquee or window signage in the Traditional City Overlay. The applicant wants to place a 5-ft. tall 40 sq. ft. monument sign in the front setback, requiring a design variance.

The property is zoned MU-1/T/AN (Medium Intensity, Mixed Use Corridor, Traditional City (T) and Aircraft Noise (AN) Overlays) and is designated as Mixed Use Corridor, Medium Intensity (MUC-MED) on the City's Future Land Use Map. Adjacent uses, zoning and future land use designations are shown in Table 1 below.

Table 1 - Project Context			
	Future Land Use	Zoning	Adjacent Use
North	(Across E. Robinson St.) Office Medium Intensity (OFFICE-MED)	PD/AN (TG Lee Dairy Planned Development, with Aircraft Noise Overlay)	TG Lee Dairy Truck Parking
East	Mixed Use Corridor, Medium Intensity (MUC-MED)	MU-1/T/AN (Medium Intensity, Mixed Use Corridor, with Traditional City and Aircraft Noise Overlays)	Small Office Use
South	Office Low Intensity (OFFICE-LOW)	O-1/T/AN (Low Intensity Office - Residential, with Traditional City and Aircraft Noise Overlays)	Photography Studio & Duplexes
West	(Across N. Graham Dr.) Neighborhood Activity Center (NEIGH-AC)	AC-N/T/AN (Neighborhood Activity Center, with Traditional City and Aircraft Noise Overlay)	Commercial Uses and Bars

Previous Actions:

1921: Property platted as part of Washington Place (subdivision).

1957: Annexed into the City (Doc. #1850).

1984: 1-story 4,854 sq. ft. office building constructed on the property.

11/2019: Current owners purchased the property.

Conformance with the LDC

As previously noted, the property is zoned MU-1 and is located in the Traditional City (T) and Aircraft Noise (AN) Overlays. With a total lot size of 13,418 sq. ft., the 0.31-acre property is legally conforming to MU-1/T/AN standards.

Analysis

LDC Section 64.228 requires pedestrian-oriented, specifically wall, window, projecting (blade), awning or marquee signs when a building is located less than 35 ft. from the front lot line, unless blocked from view by an adjacent building or when located next to a vacant lot. In this case, the existing office building is set back ±13.7 ft. from the front lot line (E. Robinson St.) and the property is a corner lot, next to another corner office lot to the south. The specific sign allotments for the property are depicted in Table 2 below.

Variances - A design variance is needed to allow a non-pedestrian-oriented monument sign in the Traditional City overlay. The proposed 40 sq. ft. multi-tenant sign will be 5 ft. tall and 4.4 ft. from the front lot line. The sign will be located wholly in front of the office building and will be externally up-lit at night.

Several similar sign variances have previously been requested and granted for medical and professional offices in the N. Mills Ave. and E.

Robinson St. corridors, mainly to allow small monument or post and panel signs in the Traditional City

Table 2 - Sign Requirements (MU-1/T/AN)			
Sign	Standard	Measure	Proposed
Area	2 sq. ft. / linear ft of primary building frontage	58.25 x 2 + 75.7 x 1 192.2 sq. ft.	40 sq. ft. monument
	1 sq. ft. / linear ft. of secondary building frontage		
Height	Max. 6 ft.	5 ft.	5 ft.
Setback	No minimum*	2 ft.	4.4 ft.
* Design VAR for Traditional City sign type			

Overlay. Businesses on E. Robinson St. east of N. Bumby Dr. are more vehicular-oriented and monument, pylon or post and panel signs are often needed for clientele to find the respective businesses, especially given traffic speeds on 4-lane E. Robinson St.

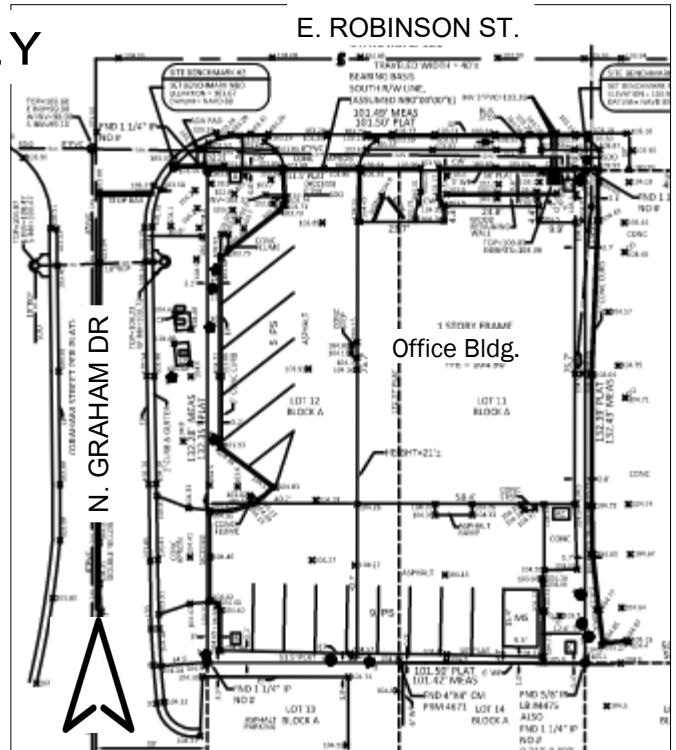
Staff looked at other properties on the E. Robinson St. block face and most business/tenant uses are directly on the street and have wall , window or awning signs.

Recommendation - Similar to past situations and circumstances for other office uses in the N. Mills Ave. and E. Robinson St. corridors, staff supports the design variance request for a 40-sq. ft. multi-tenant monument sign, to be located no less than 4.4 ft. from the front lot line, per the conditions in this staff report.



SURVEY

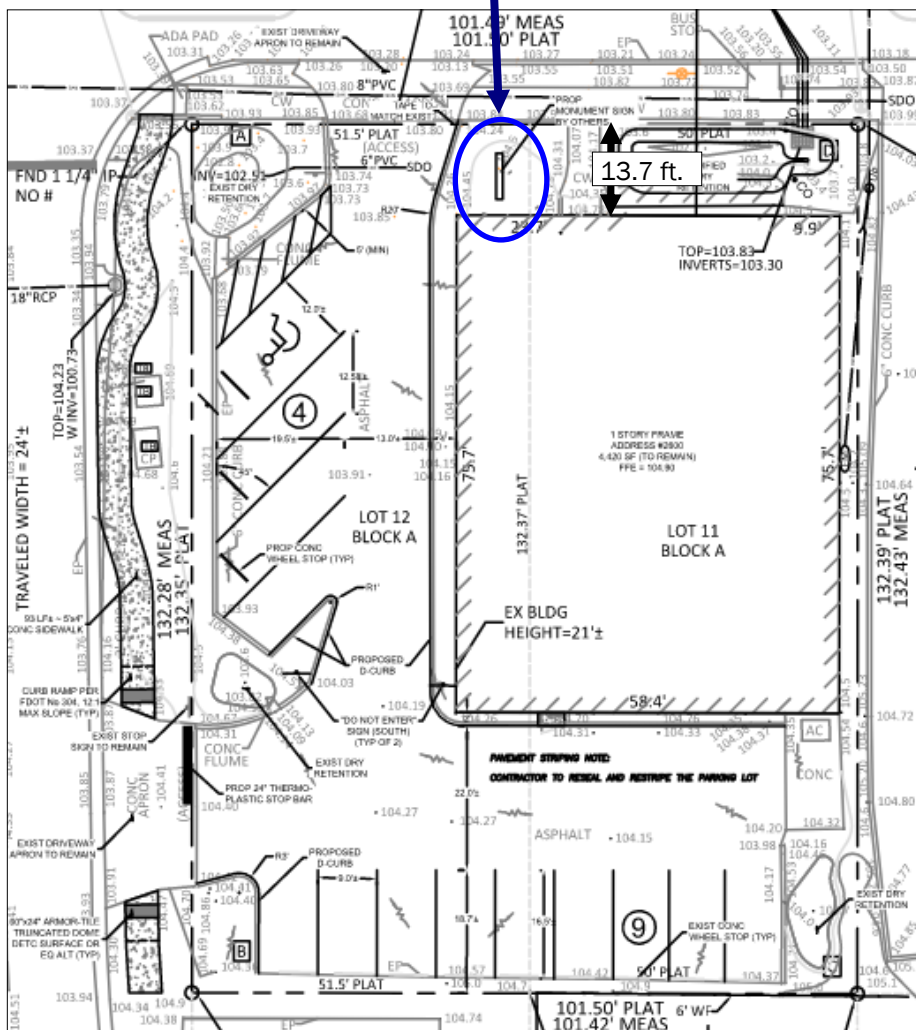
E. ROBINSON ST.



Design variance to allow a 7.5-ft. tall (above adjacent grade) ground sign in the Traditional City (T) Overlay, where ground signs are not allowed when the building is less than 35 ft. from the front property line.

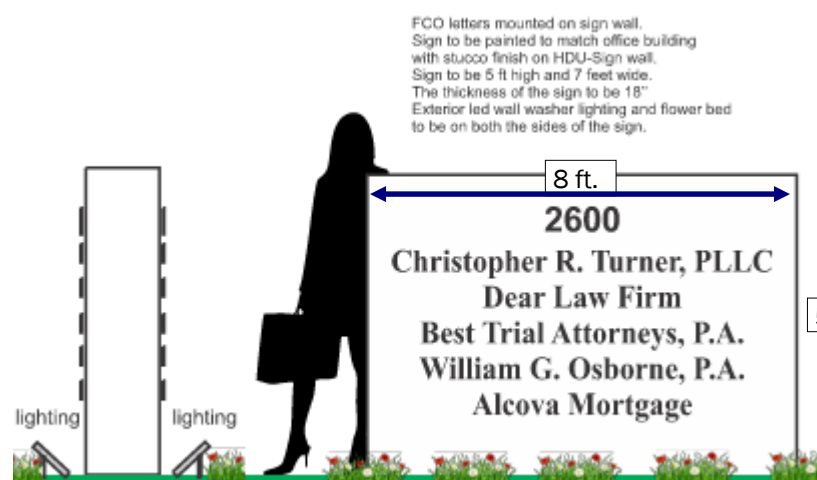
Proposed Sign

SITE PLAN



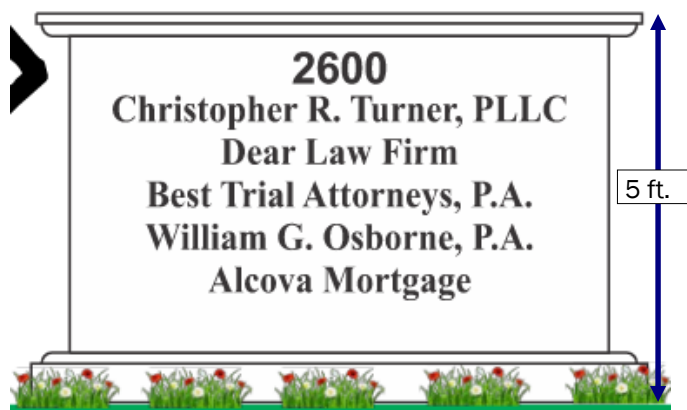
APPLICANT'S RESPONSES TO THE VARIANCE CRITERIA

- 1) The proposed design meets the intent of the Code and GMP for the exception of the small setback not met (we need to meet a 35 ft setback from E. Robinson and we only have a 14 ft 6 in setback).
- 2) The logic of the design is for a sign that will meet the Code standard for signs.
- 3) The proposed sign design utilizes the exterior grass area in front of the office building for the location of the sign, with the sign not impeding on any parking area.
- 4) The proposed design utilizes the required design standards for signs in the MU-1/T/AN district.
- 5) The proposed materials for the sign matches the stucco design of the building and the metal color of the building, providing architectural attractiveness.
- 6) The proposed sign design with matching building and material colors is the same or similar to surrounding properties with similar signs designed to be compatible with the architecture of the respective building(s).
- 7) The proposed design does consider the vehicular and pedestrian circulation on the subject site and it does not disturb any existing parking areas.
- 8) The proposed design adheres to accepted architectural principles because it mimics the color and the materials chosen for the existing building colors.
- 9) The proposed sign design will protect and enhance our property values and surrounding values as well. The sign will match the architectural design & colors and will provide an architectural enhancement to the property.
- 10) The proposed sign contributes to the re-vitalization of the depressed area because it of the beautification that said sign will add to the property itself.



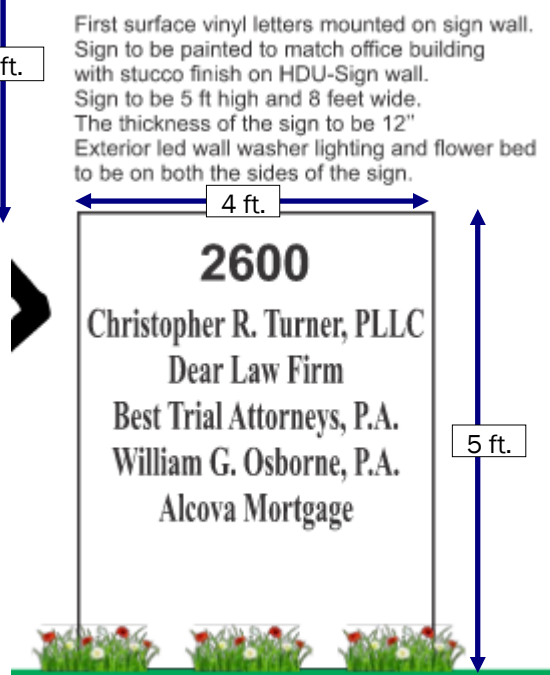
Side view Option 1

Front view Option 1



Front view Option 2

PROPOSED SIGN ELEVATIONS

Double sided
Front View

Option 3

PROPOSED SIGN LOCATION



FINDINGS AND RECOMMENDATIONS

DESIGN VARIANCE FOR A MONUMENT SIGN IN TRADITIONAL CITY OVERLAY

Design Variance to allow a monument sign to be between the building and the front lot line, where a ground sign is not allowed in the Traditional City (T) Overlay (per LDC Section 64.228).

Staff Recommendation: Approval of the design variance, based on the finding that said variance meets at least 51% of the design variance criteria, all subject to the following conditions:

1. Development shall be in strict conformance with all conditions and the survey and photographs found in this report, subject to any modification by the Board of Zoning Adjustment (BZA) and/or City Council. Minor modifications to the approved variance may be approved by the Zoning Official. Major modifications, as determined by the Zoning Official, shall require additional review by the BZA.
2. All applicable City, county, state or federal permits must be obtained before commencing development.
3. No more than 192.2 sq. ft. of total signage is allowed for this property. Digital, wind-operated and pennant signs are prohibited. The proposed monument sign cannot exceed 6 ft. in height.
4. Appearance Review is required at time of permitting to ensure compliance with these conditions.
5. The base of the monument sign must be landscaped through the use of groundcovers, shrubs, annuals, or a combination thereof, consistent with existing landscaping located along the base of the office building. The landscape bed must be shown on the plans submitted with the building permit.
6. Sign cannot create any sight visibility issues for motorists exiting the site or from pedestrians crossing in front of the office use.

Note to Applicant: The proposed variances only address the Land Development Code standards expressly represented in this staff report and any relief to such standards as approved. The relief granted through the variance(s) is restricted to the subject property as noted in the staff report and is not transferable to other parcels of land.

The next step in this variance request is City Council consideration of the Board of Zoning Adjustment's recommended action (provided it is not appealed) at an upcoming City Council meeting. Possible City Council approval of this variance request does not constitute final approval to carry out the development proposed in this application. The applicant shall comply with all other applicable requirements of the Land Development Code, including any additional review requirements, and shall receive all necessary permits before initiating development. Please contact the Permitting Services Division of the City of Orlando to inquire about your next steps toward receiving a building permit.

Disclaimer - As provided by subsection 166.033(5), Florida Statutes, issuance of a variance by a municipality does not in any way create any right on the part of an applicant to obtain a permit from a state or federal agency and does not create any liability on the part of the municipality for issuance of the permit if the applicant fails to obtain requisite approvals or fulfill the obligations imposed by a state or federal agency or undertakes actions that result in a violation of state or federal law. In accordance with subsection 166.033(5), Florida Statutes, it is hereby made a condition of this variance that all other applicable state or federal permits be obtained before commencement of the development.

STANDARDS FOR DESIGN VARIANCE APPROVAL	DESIGN VARIANCE: ALLOW A MONUMENT SIGN BETWEEN THE FRONT LOT LINE AND BUILDING, WHERE SUCH SIGNS ARE PROHIBITED IN THE TRADITIONAL CITY OVERLAY
<i>Conformance to the Code and the GMP</i>	Meets Standard Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> The proposed sign is generally inconsistent with sign allowances in the LDC, especially on corner lots within the Traditional City Overlay.
<i>Logic of Design</i>	Meets Standard Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> The proposed sign is logical and consistent with the vernacular architecture of the building.
<i>Exterior Space Utilization</i>	Meets Standard Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> The proposed sign dimensions are proportionate to the existing multi-tenant office building.
<i>Attractiveness</i>	Meets Standard Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> The proposed sign is moderately attractive and blends with the office building.
<i>Materials Selection</i>	Meets Standard Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> The materials to be used on the proposed sign will compliment the multi-tenant office building.
<i>Compatibility with Surrounding Properties</i>	Meets Standard Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> The proposed sign will be compatible with the adjacent office to the east and retail uses to the west along E. Robinson St.
<i>Circulation & Parking, Vehicular & Pedestrian</i>	Meets Standard Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> The proposed sign will not create sight visibility issues for pedestrians or vehicular traffic in the area.
<i>Accepted Architectural Principles</i>	Meets Standard Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> The proposed sign will adhere to accepted architectural styles and elements of the multi-tenant office building.
<i>Protection of Property Values</i>	Meets Standard Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Placement of the new sign could enhance neighborhood property values.
<i>Revitalization of Depressed Areas</i>	Meets Standard Yes <input type="checkbox"/> No <input type="checkbox"/> (not applicable, since this property is not located in a depressed area)