

TAB 4

Point Paper
McDonalds Restaurant Sign
699 10th Street East
Palmetto, Florida

Background:

The McDonalds Restaurant located at 699 10th Street East is proposed to be demolished and replaced with a new prototype store. During the construction plan review phase of the new proposed restaurant, staff noticed that the plans indicated that the existing 80' +/- sign is proposed to remain. The sign does not conform to the existing height limitation of 30'. The removal and replacement of the restaurant constitutes a substantial improvement to the property. As such, the nonconforming sign is required to be removed.

McDonalds has indicated that the sign is an integral part of the economic survival of the restaurant. Removal of the sign translates to the possible elimination of McDonalds at this location. The existing restaurant may also be renovated allowing the sign to remain provided that the renovation improvements do not constitute a substantial improvement.

Staff approved the construction plans conditioned upon removal of the sign. Section 3-154 of the Sign Ordinance (see attached) allows a pole sign in excess of 30' with the approval of a conditional use permit. Prior to submitting an application for a conditional use permit, McDonalds representatives have requested time at a workshop to discuss the conditional approval.

Staff Recommendation:

Staff recommends discussion of the possible conditions.

Budget Impact:

None

Sec. 3-132. Pole signs.

One (1) pole sign for each individual industrial use is permitted in industrial zoned districts, provided that it shall not:

- (1) Exceed seventy-five (75) square feet in surface area;
 - (2) Overhang any public right-of-way or interfere in the clear sight triangle;
 - (3) Exceed thirty (30) feet in height above the average grade of the lot.
- (Ord. No. 273, § 3(C), 7-21-86)

Secs. 3-133—3-150. Reserved.

DIVISION 5. COMMERCIAL ZONED DISTRICTS

Sec. 3-151. General requirements.

(a) The following on-site signs which conform to the requirements set out in this section are permitted in commercial zoned districts:

- (1) Signs directing and guiding traffic and parking on private property provided such signs bear no advertising matter;
- (2) Advertising signs, indicating the location of the premises; indicating the sale, rental or development of property; and signs indicating the business conducted, services, materials and equipment for sale on the premises.

(b) Those off-site signs as set forth in section 3-67(d)(1) are permitted in commercial zoned districts.

(c) This division also covers areas in a P.U.D. zoned commercial district.
(Ord. No. 273, § 3(B), 7-21-86)

Sec. 3-152. Advertising signs.

The following requirements shall be observed for advertising signs in commercial zoned districts:

- (1) Three (3) advertising signs per individual lot or three (3) advertising signs shall be permitted per individual commercial use including pole signs, wall signs, projecting signs and signs on marquees or canopies. The total cumulative area of the three (3) advertising signs shall not exceed one hundred (100) square feet.
 - (2) All advertising signs shall be immobile, nonflashing and shall in no way resemble traffic signals or other warning devices. They may be lighted indirectly or from within.
- (Ord. No. 273, § 3(B), 7-21-86)

Sec. 3-153. Projecting signs and signs on marquees or canopies.

(a) Projecting signs and signs on marquees or canopies in commercial zoned districts shall:

- (1) Not exceed thirty (30) square feet in area;
- (2) Be attached to the main wall of the building or to a support within the building line;
- (3) Not project to within twelve (12) inches from the curblin~~e~~ or established street right-of-way line;
- (4) Not extend above the height of the building or thirty (30) feet in height above the average grade of the lot, whichever is greater;

(b) Signs hanging under an awning, canopy, or enclosed walkway shall not exceed five (5) square feet and shall not have less than seven (7) feet clearance to the walkway below.

(Ord. No. 273, § 3(B), 7-21-86)

Sec. 3-154. Pole signs.

(a) One (1) pole sign shall be permitted in commercial zoned districts for each individual commercial use, excluding commercial uses in an integrated commercial shopping center, provided that it shall not:

- (1) Exceed forty (40) square feet in surface area;
- (2) Overhang any public right-of-way or interfere in the clear site triangle;
- (3) Exceed thirty (30) feet in height above the average grade of the lot.

(b) The provisions of subsections (1) and (3) above may be exceeded upon issuance of a conditional use permit.

(c) One (1) identification pole sign per street frontage for integrated commercial shopping centers shall be permitted provided that it shall not:

- (1) Exceed one hundred fifty (150) square feet in area;
- (2) Overhang any public right-of-way or interfere in the clear site triangle;
- (3) Exceed thirty (30) feet in height above the average grade of the site.

(d) Pole signs for individual commercial uses within integrated commercial shopping centers are prohibited.

(Ord. No. 273, § 3(B), 7-21-86)

Sec. 3-155. Wall signs.

The following requirements apply to wall signs in commercial zoned districts:

- (1) Wall signs shall be attached to the wall of a building and shall not project horizontally more than twelve (12) inches.