

Tab 2

VALUE PAWN and JEWELRY
CU-08-05

Staff Report
Conditional Use Permit (CU-08-05)
Value Pawn Electronic Message Sign

BACKGROUND:

Value Pawn and Jewelry currently has an existing 72 square foot double-faced pylon sign at the northeast corner of 8th Avenue West and 10th Street West. The sign currently requires the manual changing of messages with plastic lettering. The proposed sign will transmit messages electronically. All electronic message center signs require the approval of a conditional use permit.

GENERAL LOCATION/PARCEL SIZE:

Location: 908 8th Avenue West

EXISTING LAND USE/ZONING CATEGORY:

Future Land Use: COMC (Commercial Core)
Zoning: CC (Commercial Core)

REQUESTED APPROVAL

A conditional use permit may be issued for the establishment of an electronic message sign pursuant to Section 3-66 of the Land Development Code. The proposed sign will not create an unsafe condition or be detrimental to health safety and welfare of the general public. The following conditions have been analyzed in reviewing this request:

- (1) The proposed use shall be consistent with the purpose and intent of the applicable zoning district regulations, this article, and the comprehensive plan. **The proposed request is consistent with the Comprehensive Plan and Land Development Code review criteria. The application is inconsistent, however, with the recently adopted Downtown Design Guidelines (DDG). See attached.**

- (2) The proposed use shall be compatible with surrounding land uses and the general character of the area, considering, without limitation, such factors as traffic, lighting, appearance, and effect on surrounding property values. **The approval request will replace an existing manual copy change sign. The DDG criteria were designed to identify what the downtown core should look like in the future. Future compatibility guidelines will identify this sign as being inconsistent. Despite the existence of four electronic**

message center signs in the DDG area, this is the first application since the adoption.

- (3) The conditional use will not adversely impact on the public interest or adjacent property and all necessary alternative measures shall be taken by the applicant to prevent any such impact. **There are always potential adverse impacts with these types of signs. Flashing or scrolling letters can be a distraction for passing motorists. These concerns can be mitigated through stipulations.**
- (4) The conditional use is not discriminatory, considering similar situations in the general area and in past decisions under this article. **This request is not discriminatory. There are other electronic message center signs in the general vicinity. CVS, Walgreens, and Horizon Bank all had approval for similar signs within the past several years. None, however, were approved since the adoption of the DDG.**
- (5) The purpose of the requirement is otherwise fully achieved, or more important purposes of this article will be served thereby, or the requirement serves no valid public purpose in the particular case. **The existing sign achieves the purpose of the requirement.**
- (6) The proposal shall be consistent with the stated purpose and intent of the applicable district regulations and this article. **The proposal is inconsistent with the DDG. The Walgreens and CVS signs are located in the CG zoning district. The proposed value pawn sign is located in the CC zoning district.**
- (7) The proposal shall comply, where applicable, to the regulations of the zoning district in which the proposed use is most commonly permitted. **A sign is supportive of the use of land as a retail establishment in the CC zoning district. The type is sign is called into question due to the inconsistency with the adopted DDG.**
- (8) The proposal shall not create hazardous vehicular or pedestrian traffic conditions or any other type of unsafe condition. **It is not anticipated that any hazardous or pedestrian traffic conditions shall arise from the approval of this request.**

STAFF RECOMMENDATION:

Although the proposed electronic message center sign is similar to others in the nearby vicinity, the other signs were approved prior to the adoption of the DDG. The Riverside Plaza electronic message center sign has been the topic of several follow-

up discussions at previous Planning and Zoning and City Commission meetings. Limitations were placed on that sign which restricted scrolling and flashing. In discussing amendments to the sign ordinance, there has been specific reference to the validity of the other electronic message center signs, particularly the Horizon Bank sign. The DDG provisions were adopted after careful thought and substantial public input. It was determined during that process that the City of Palmetto should deem these types of signs inappropriate within the DDG area. As such, staff recommends denial of this request.

PLANNING AND ZONING BOARD RECOMMENDATION:

The Planning and Zoning Board shall **APPROVE, APPROVE WITH CONDITIONS or DENY** the proposed conditional use permit.

CITY COMMISSION

The City Commission shall **APPROVE, APPROVE WITH CONDITIONS or DENY** the proposed conditional use permit.

Attachments: Downtown Design Guideline (DDG) pgs. 73 - 75
Sign Detail
Ariel

Staff Report
Conditional Use Permit (CU-08-05)
Value Pawn Electronic Message Sign

BACKGROUND:

Value Pawn and Jewelry currently has an existing 72 square foot double-faced pylon sign at the northeast corner of 8th Avenue West and 10th Street West. The sign currently requires the manual changing of messages with plastic lettering. The proposed sign will transmit messages electronically. All electronic message center signs require the approval of a conditional use permit.

GENERAL LOCATION/PARCEL SIZE:

Location: 908 8th Avenue West

EXISTING LAND USE/ZONING CATEGORY:

Future Land Use: COMC (Commercial Core)

Zoning: CC (Commercial Core)

REQUESTED APPROVAL

A conditional use permit may be issued for the establishment of an electronic message sign pursuant to Section 3-66 of the Land Development Code. The proposed sign will not create an unsafe condition or be detrimental to health safety and welfare of the general public. The following conditions have been analyzed in reviewing this request:

- (1) The proposed use shall be consistent with the purpose and intent of the applicable zoning district regulations, this article, and the comprehensive plan. **The proposed request is consistent with the Comprehensive Plan and Land Development Code review criteria. The application is inconsistent, however, with the recently adopted Downtown Design Guidelines (DDG). See attached.**
- (2) The proposed use shall be compatible with surrounding land uses and the general character of the area, considering, without limitation, such factors as traffic, lighting, appearance, and effect on surrounding property values. **The approval request will replace an existing manual copy change sign. The DDG criteria were designed to identify what the downtown core should look like in the future. Future compatibility guidelines will identify this sign as being inconsistent. Despite the existence of four electronic**

message center signs in the DDG area, this is the first application since the adoption.

- (3) The conditional use will not adversely impact on the public interest or adjacent property and all necessary alternative measures shall be taken by the applicant to prevent any such impact. **There are always potential adverse impacts with these types of signs. Flashing or scrolling letters can be a distraction for passing motorists. These concerns can be mitigated through stipulations.**
- (4) The conditional use is not discriminatory, considering similar situations in the general area and in past decisions under this article. **This request is not discriminatory. There are other electronic message center signs in the general vicinity. CVS, Walgreens, and Horizon Bank all had approval for similar signs within the past several years. None, however, were approved since the adoption of the DDG.**
- (5) The purpose of the requirement is otherwise fully achieved, or more important purposes of this article will be served thereby, or the requirement serves no valid public purpose in the particular case. **The existing sign achieves the purpose of the requirement.**
- (6) The proposal shall be consistent with the stated purpose and intent of the applicable district regulations and this article. **The proposal is inconsistent with the DDG. The Walgreens and CVS signs are located in the CG zoning district. The proposed value pawn sign is located in the CC zoning district.**
- (7) The proposal shall comply, where applicable, to the regulations of the zoning district in which the proposed use is most commonly permitted. **A sign is supportive of the use of land as a retail establishment in the CC zoning district. The type is sign is called into question due to the inconsistency with the adopted DDG.**
- (8) The proposal shall not create hazardous vehicular or pedestrian traffic conditions or any other type of unsafe condition. **It is not anticipated that any hazardous or pedestrian traffic conditions shall arise from the approval of this request.**

STAFF RECOMMENDATION:

Although the proposed electronic message center sign is similar to others in the nearby vicinity, the other signs were approved prior to the adoption of the DDG. The Riverside Plaza electronic message center sign has been the topic of several follow-

up discussions at previous Planning and Zoning and City Commission meetings. Limitations were placed on that sign which restricted scrolling and flashing. In discussing amendments to the sign ordinance, there has been specific reference to the validity of the other electronic message center signs, particularly the Horizon Bank sign. The DDG provisions were adopted after careful thought and substantial public input. It was determined during that process that the City of Palmetto should deem these types of signs inappropriate within the DDG area. As such, staff recommends denial of this request.

PLANNING AND ZONING BOARD RECOMMENDATION:

The Planning and Zoning Board shall **APPROVE, APPROVE WITH CONDITIONS or DENY** the proposed conditional use permit.

CITY COMMISSION

The City Commission shall **APPROVE, APPROVE WITH CONDITIONS or DENY** the proposed conditional use permit.

Attachments: Downtown Design Guideline (DDG) pgs. 73 - 75
Sign Detail
Ariel

way or on the primary and corner façades.

- Visible, permanent or roll-down security bars/gates.
- Awnings made of high-gloss fabrics which appear to be plastic.

Signs and Miscellaneous

Signs

Signage is a vital component of any commercial establishment and many multifamily developments providing identification of a particular use. There are two basic types of Signs: attached and freestanding. Attached signs are physically attached to a building whereas freestanding signs are self-supporting. There are a variety of types of attached signs such as wall, projecting, hanging, awning and window. Due to the pedestrian nature of Downtown, attached signs are the most appropriate type for the area. Changeable copy is primarily oriented towards vehicular traffic; therefore, its use in an urban pedestrian environment should be limited. Monument-style freestanding signs may be appropriate within certain areas of the Downtown where building placement warrants their use. The appropriate scale and placement of signs on a façade should contribute greatly to the appearance of a building and the character of an area. Every sign should be designed as an integral architectural element of the building and site and should compliment that building with regard to materials, color, texture, finish, scale and design and architectural context. Existing, historic signage should be repaired when possible and replaced only when repairs are not feasible. Should the replacement of historic signage be necessary a replica is encouraged provided it is compatible with the architecture of the building. Signage should not obscure architectural details.

Appropriate:

- Signs on a building and/or site designed as part of an overall theme that respect, enhance and contribute to the architectural style, detailing and elements of a building.
- Signs whose design, colors, materials, size, shape and methods of illumination reinforce the overall design of the façade.
- Letter size, letter and word spacing, font style and other design elements of a sign that create an overall high quality aesthetic appearance.
- Attached signs proportional to the space to which they are attached.
- Attached signs installed so the method of installation is concealed or made an integral part of the design of the sign.
- Wall signs located on flat, unadorned parts of a façade such as the horizontal band between the storefront and second floor or on windows, awning valances, fascia, etc.. Wall signs located immediately adjacent to secondary entrances.
- Projecting signs located adjacent to the building entrances or tenant space(s) which they serve.
- Hanging signs positioned perpendicular to the façade of the building and located adjacent to the building entrances or tenant space(s) which they serve.
- Awning signs which are permanently affixed (sewn to or screened on) to the valance of the awning as part of the overall awning design.
- Window signs consisting of paint or decals, etchings/engravings, and/or three-dimensional lighted signs.
- Buildings with multiple tenants accessed from the interior of the building which include a directory sign immediately adjacent to that entrance.
- Existing, historic signs that are preserved or restored.
- Lighted signs should be considerate of facing residential units.
- Historically accurate reproduced signage documented by physical, documentary and/or pictorial evidence.
- Changeable copy which matches the sign to which it is attached with regard to style, size and color.

Inappropriate:

- Box/cabinet style signs.

- Signs utilizing LED or any other electronic changeable copy.
- Signs painted directly on the façade of a building unless documented by physical/historical, documentary and/or pictorial evidence.
- Attached signs that cover windows or other architectural features.
- Projecting signs higher than the top of second story windows.
- More than one hanging or projecting sign per business.
- Awning signs which are affixed to the awning material by adhesive backed letters or other non-permanent methods.
- Window signs which are affixed by tape or other non-permanent methods.
- Monument signs on sites where the primary building is located 20 feet or closer to a front property line.
- Changeable copy area greater than 25 percent of the sign area (with the exception of theater marquees).
- Sandwich board signs.

Lighting

Lighting and light fixtures should be part of an overall design plan and their design and placement appropriate to the building to which they will serve. When unlit, lighting fixtures can impact a building or space through the physical form of the fixture. At night, lighting can create atmosphere through the level of intensity and color of the light emitted.

Appropriate:

- Light fixtures that are designed to respect, enhance and contribute to the architectural style, detailing and elements of a building.
- Light fixtures that reinforce the overall composition of the façade with regard to color, material, size, scale and shape.

CU-08-05

NEW FACES AND ELECTRONIC MESSAGE CENTER



EXISTING: 72 sq ft



PROPOSED: 72 sq ft

SPECIFICATIONS:

- * Remove pan faces and manual reader board from existing D/F pylon.
- * Manufacture new pan faces & install with new electronic message center. Message center has two lines of 6" copy.

Marjorie Baty
SIGN CONSULTANTS INCORPORATED

SIGN CONSULTANTS INCORPORATED
 2578 Enterprise Rd. #337
 Orange City, FL 32763
 Phone: (386) 668-0258
 Fax: (386) 668-0319

CUSTOMER INFORMATION
 NAME: _____
 ADDRESS: _____
 CITY: _____
 STATE: _____
 CONTACT: _____
 PHONE: _____
 FAX: _____
 ZIP: _____

JOB INFORMATION
 NAME: _____
 ADDRESS: _____
 CITY: _____
 STATE: _____
 ZIP: _____
 Original Draw Date: 09/12/08
 Revised Draw Date: 09/15/08

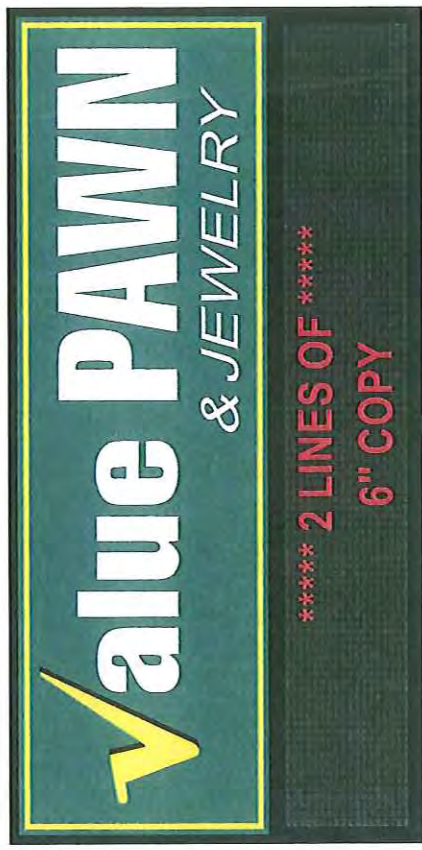
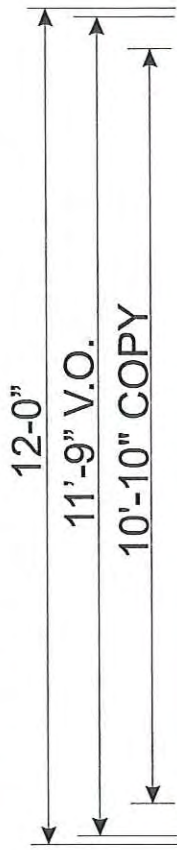
Sign Drawing by:
 LB NB
 LS EN
 X

NOTES:
Value Pawn
Palmetto, FL
 File Name: VP Palmetto Pylon Electronic Reader R1
SHEET 1 OF 2

NEW FACES AND ELECTRONIC MESSAGE CENTER FOR EXISTING D/F PYLON

72 sq ft

Cabinet V.O. is 5'-9" x 11'-9"
 1 1/2" Retainers all sides
 Scale: 3/8" = 1'-0"



GENERAL SPECIFICATIONS:

REMOVE EXISTING PAN FACES & MANUAL READER BOARD.
 FABRICATE NEW PAN FACES AND INSTALL WITH NEW
 ELECTRONIC MESSAGE CENTER.

MESSAGE CENTER HAS TWO LINES OF 6" COPY.

Color Scheme



White

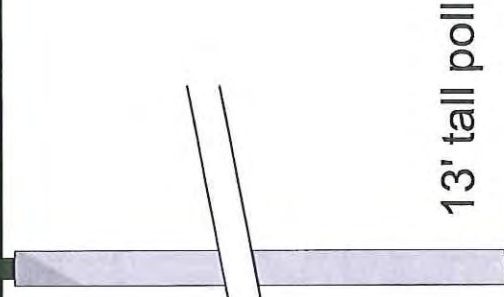


Yellow:
 PMS# 109
 3M vinyl # 3630-015



Black

Green:
 PMS# 349
 3M vinyl # 3630-26



13' tall pylon

Marjorie Baty
SIGN CONSULTANTS INCORPORATED

2578 Enterprise Rd. #337
 Orange City, FL 32763
 Phone: (386) 668-0258
 Fax: (386) 668-0319

SIGN CONSULTANTS INCORPORATED

CUSTOMER INFORMATION

NAME: _____
 ADDRESS: _____
 CITY: _____
 STATE: _____
 CONTACT: _____
 PHONE: _____
 FAX: _____
 ZIP: _____

JOB INFORMATION

Original Draw Date: 09/12/08
 Revised Draw Date: 09/15/08

NOTES:

Value Pawn
Palmetto, FL

Sign Drawing by:

LB NB
 LS EN

MANATEE COUNTY PROPERTY APPRAISER

[Other Counties](#) | [Links](#) | [Manatee County](#) | [State](#)

[Main](#) [Property Search](#)

[Owner](#) [Address](#) [Account](#) [Advanced](#) [Map Search](#)

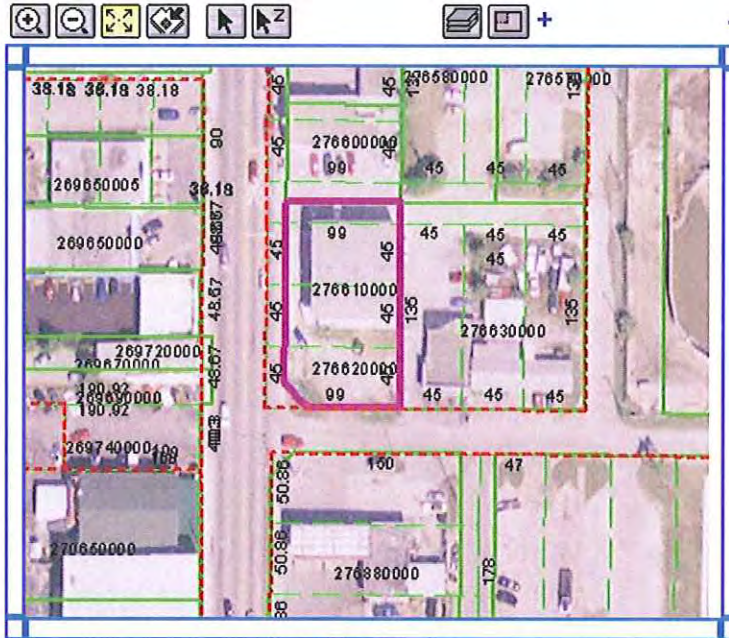
- Profile
- Values
- Sales
- Residential
- Commercial
- Out Buildings
- Permits
- Land
- Agriculture
- Sketch
- Exemptions
- Full Legal
- Map

PARID: 2766100059
HATOUM HANA

908 8TH AVE W

CURRENT RECORD

1 of 1



Manatee County
Last GIS Data Update: 29-Sep-2008

REPORTS

CSV Report
Parcel Information Report

[GO](#)

Printable Version