

Tab 2

**MANATEE SCHOOL FOR THE ARTS CONDITIONAL
USE-2011-02**

Staff Report
Conditional Use Permit (CU-2011-02)
Manatee School of the Arts
700 Haben Boulevard

REQUEST:

Renaissance Arts and Education, Inc./DBA Manatee School for the Arts (MSA) is requesting a Conditional Use Permit for following signs totaling 230 sq. ft. of surface area:

1. A freestanding 20 foot high modern, artistic, pole-supporting sign containing 36 sq. ft. of electronic message surface area and 32 sq. ft. of identification surface area for a total of 68 sq. ft. of surface area located at the entrance of the school; and
2. A wall sign containing 162 sq. ft of surface area located on the main school building.

A Conditional Use permit is required for the following:

2. The use of an electronic sign at the entrance;
3. A pole sign which exceeds 40 sq. ft. of surface area;
4. Combined surface area of 230 sq. ft. (exceeding maximum of 150 sq. ft. allowed in commercial districts.)

BACKGROUND:

Manatee School of the Arts recently revised its adopted General Development Plan (GDP 2011-01) to expand its boundaries (currently 21.6 acres) and buildings (approved for 213,370 sq. ft.) As part of this expansion plan, the school would like to replace its existing sign located in the median at the entrance into the school property off Haben Boulevard. The existing sign face which was permitted in 2001 is approximately 62 sq. ft.

While the City's sign ordinance defines an electronic message sign as "any sign which conveys one or more messages by means of electronically controlled lights, light-emitting diodes or similar devices", it does not include details relating to brightness levels, audio and video levels or average change time for messages. Section 724.15 of Manatee County's sign ordinance is attached for reference and informational purposes. Its definition of an animated sign is closest to the sign being proposed:

Animated Sign shall mean any sign which changes physical position by any action, motion or gives the optical illusion of action or motion, or color changes of all or part of the sign area, requiring electrical energy, or set in motion by movement of the atmosphere.

Running concurrent with this application is MSA's petition to vacate the primary ingress and egress onto the school campus for better overall circulation. The City has owned these strips of land totaling 0.4 acres since the construction of the original bowling establishment. The City's need for this right-of-way (R-O-W) no longer exists now that the school owns all of the property from Haben Boulevard east to the original 8 acre tract with the main school buildings.

OWNER: Renaissance Arts and Education, Inc. /DBA Manatee School for the Arts (MSA)

CU-2011-02

MSA Signs

700 Haben Blvd.

7/21/2011

LOCATION/PARCEL SIZE/EXISTING USE OF SUBJECT PROPERTY

700 Haben Blvd./School/21.587 acres

PLAN/ZONING OF SUBJECT PROPERTY

PC (Planned Community)/PD-MU (Planned Development-Multi Use)

PLAN/ZONING/USES OF SURROUNDING AREA

North: PC/ PD-MU/SF house; PC/CHI/Riviera Palms nursing home; PC/CG & PD-MU/vacant commercial

South: PC/PD-MU/Riviera Dunes (Hammocks)

East: COUNTY: RES-6/RSF-4.5/SF houses along 15th Ave Drive

West: PC/ PD-H/Courtney Assisted Living

REQUESTED APPROVAL

A Conditional Use permit may be issued for the establishment of an electronic message sign pursuant to Section 3-66 of the City's code. The applicant is proposing to replace the existing sign with an animated sign that is less bright than an automobile headlight at night but 3 times brighter during the day. While the proposed sign structure is not expected to create an unsafe condition, discussion relating to the brightness levels and average change time may be necessary to determine the sign's impact on the 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 for an electronic sign is permitted as a Conditional Use within the PD-MU zoning district. The PD-MU zoning district is consistent with the adopted Future Land Use Element and PC plan category on the Plan map. The secondary request for additional sign surface area is consistent with the use as a school and proportional to the 21.587 acre size of the property.
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 involves the replacement of an existing 62 sq. ft. pole sign with a 68 sq. ft. free-standing sign with electronic messaging. Approximately half of the sign face will be electronic (animated) and illuminated not to exceed 6000 lumens in the daytime and 1800 lumens at nighttime. The surrounding land uses in the immediate area are primarily residential; the Hammocks on the south is approximately 350 feet away, Riviera Palms nursing home to the north is approximately 615 feet away and Courtney Assisted Living facility is approximately 200 feet from the proposed signage.
3. The Conditional Use will not adversely impact on the public interest or adjacent property

CU-2011-02

MSA Signs

700 Haben Blvd

7/21/2011

and all necessary alternative measures shall be taken by the applicant to prevent any such impact.

A sign similar in size to the one proposed currently exists at MSA. The major difference is that the proposed sign is electronic which may have an impact on motorists driving along US 41 and surrounding residential uses. If necessary, conditions related to hours of operation and brightness may be applied.

4. The Conditional Use is not discriminatory, considering similar situations in the general area and in past decisions under this article.
The Conditional Use is not discriminatory. There have been other electronic signs approved, some with conditions. An example is the electronic sign for Manatee County Convention Center (24.5 acres) which was granted a CU in 2007 for approximately 264 sq. ft. of sign surface area of which 53% was electronic.
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.
Consideration of the new electronic 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 consistent with the stated purpose and intent of the PD-MU zoning district regulations.
7. The proposal shall comply, where applicable, with the regulations of the zoning district in which the proposed use is most commonly permitted.
The sign within the PD-MU zoning district is supportive of the use of land as a school.
8. The proposal shall not create hazardous vehicular or pedestrian traffic conditions or any other type of unsafe condition.
Subject to review of its brightness levels, the proposed sign is not expected to create any hazardous vehicular or pedestrian traffic conditions as its location must comply with the visibility triangle requirements of the City Code.

STAFF RECOMMENDATION:

Staff recommends conditional approval of the proposed Conditional Use permit subject to additional information to be provided by the sign company including the specific location of the new sign.

PLANNING AND ZONING BOARD RECOMMENDATION:

The Planning and Zoning Board shall recommend **APPROVAL, APPROVAL WITH CONDITION(S) or DENIAL** the proposed Conditional Use permit.



Manatee School

For the *Arts*

A CHARTER PUBLIC SCHOOL, EST. 1998

4' x 7'-10" = 31.33 sq. ft.

4'-5 1/2" x 7'-10" =
34.92 sq. ft.

4'-5 1/2"



20'-0"

700

TOTAL SQUARE FOOTAGE
(4' x 7'-10" = 31.33)
+
(4'-5 1/2" x 7'-10" = 34.92)
= 66.25 SQ/FT TOTAL

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#163056-R1-1/1

07-1511-WAK/amp-GCV-1/2

APPROVED BY: _____

DATE: / / _____

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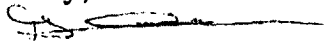
Neil Mazzei, CBO
City Of Palmetto
Public Works Department
600 17th St. West
Palmetto, Fl 34221

7/15/11

Dear Neil Mazzei,

- 1.) Proposed day time brightness not to exceed 6000 Lumens.
- 2.) Proposed night time brightness not to exceed 1800 Lumens.
- * The average high quality automobile headlight produces 2000 Lumens.
- * The sign can be set to automatic or manual brightness level (256 Levels) control.
- 3.) Audio and am radio are not being proposed with this application.
- 4.) Proposed average change time for messages = 5 seconds.
- 5.) Proposed sign has an electronic message center. The sign is not manual changeable copy.
- 6.) The sign will not be "Flashing type" use.

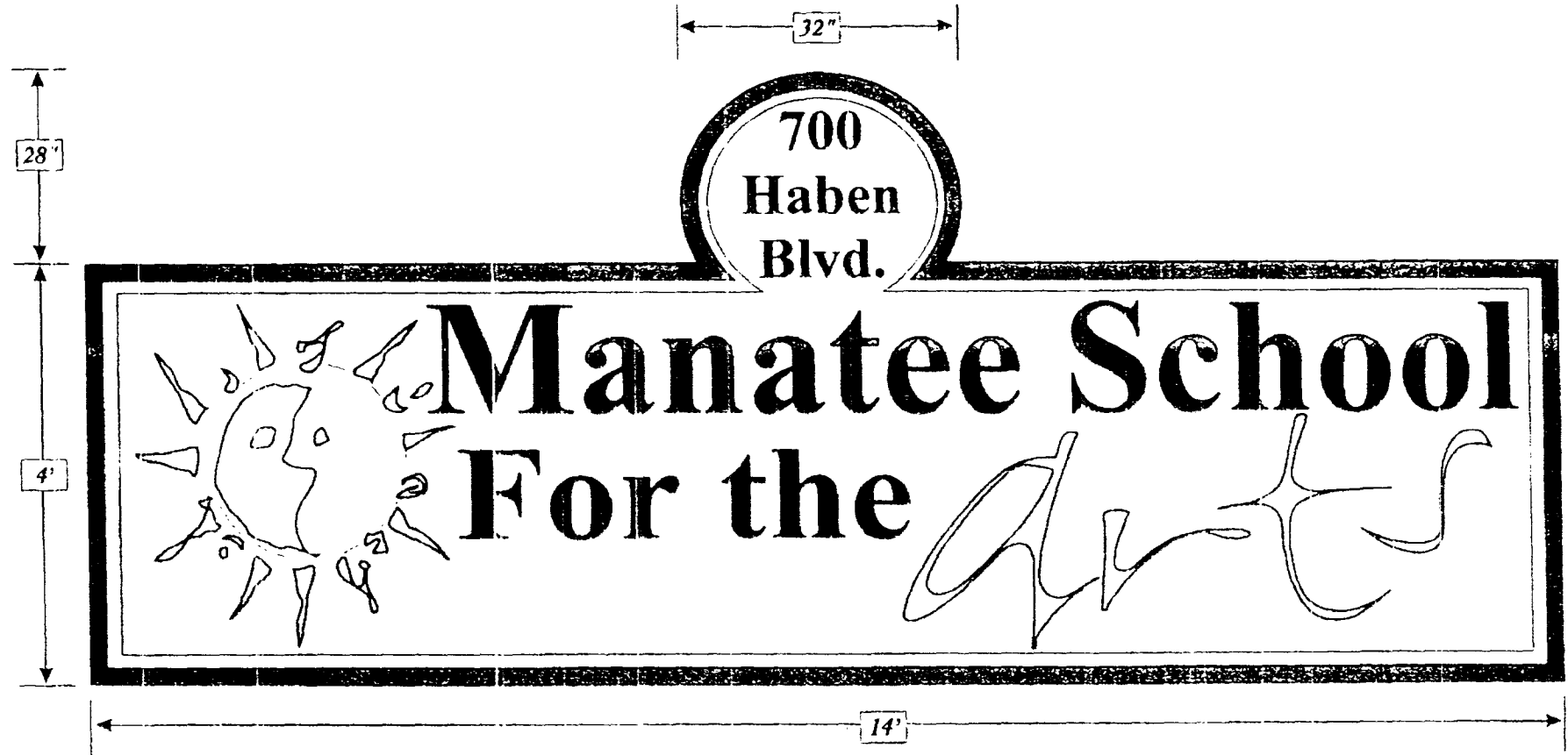
Sincerely,


Grant Vosburg

Robson Corporation
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Communicator

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No Structural
REVIEWED FOR CODE
COMPLIANCE
CITY OF PALMETTO

R.T. 8/21/01

city copy



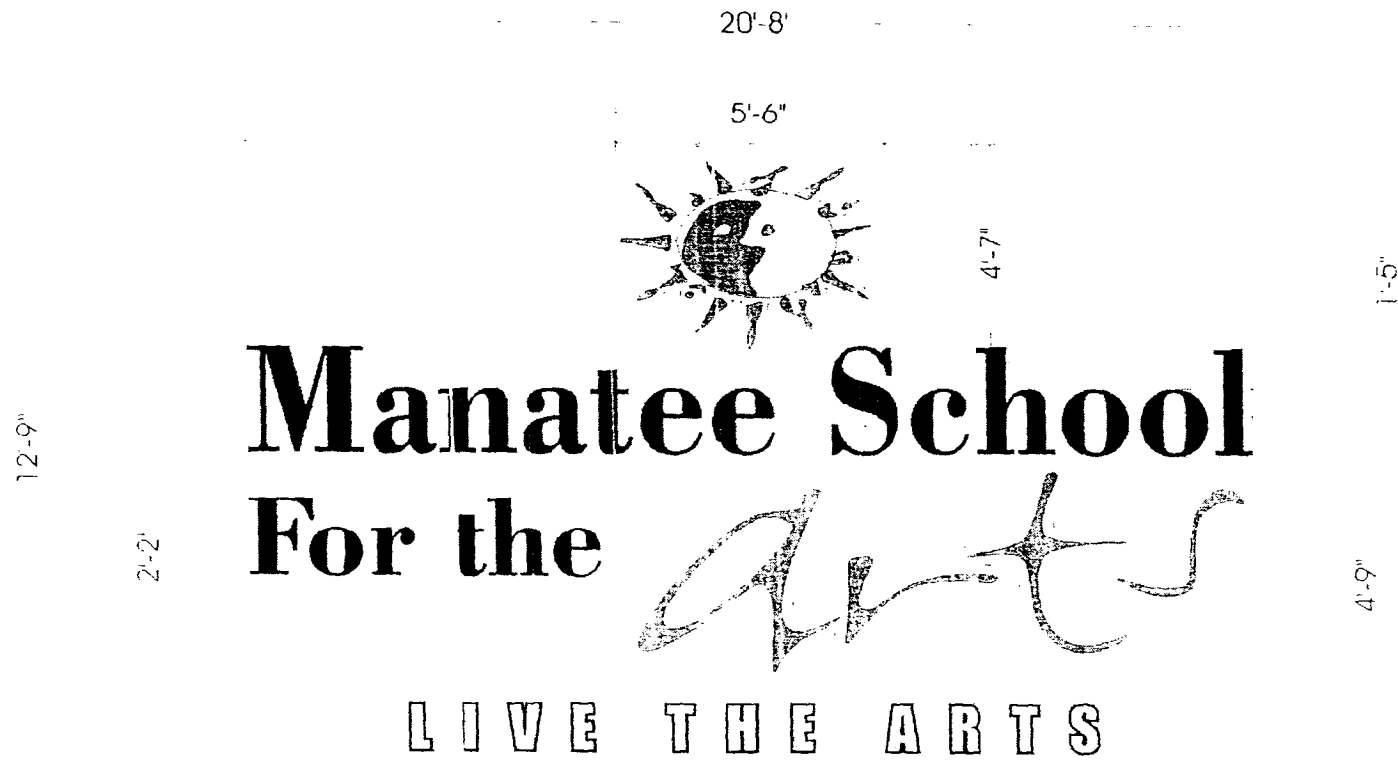
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1511 20th Ave. E.
Palmetto, FL 34221
941-722-5391 Office
941-722-6020 Fax
LIC. # E:0000105

Job Number: 32304-E
Job Name: _____
Client Name: _____
Address: _____
Request: _____
Date: 05/12/10
Tenant Approved: _____
Landlord Approval: _____

Sale Person: _____
Drawn By: _____
Scale: 1/2"
Revision: _____
1: _____
2: _____
3: _____

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FRONT VIEW
SCALE 1/4" = 1'-0"

- 5" BLACK PRE COAT RETURNS
- WHITE PLEXIGLASS FACE
- 1" BLACK TRIM CAP



SIGN TOTAL: 268.32 SQ.FT.
EXTERIOR DESIGN

Manufacture and install new illuminated channel letters mounted directly to the building.
A: Manufacture new channel letters with 5" black pre-coat returns, 1" black trim cap and white plexiglass faces. Faces will be decorated with 3-M premium translucent vinyl.
B: Letters will be directly mounted to the building

All Fabricated Aluminum. All sign components will bear U-L Label.



"ILLUSTRATION ONLY" ARTWORK IN PHOTO IS NOT TO SCALE

MANATEE COUNTY'S SIGN ORDINANCE

724.15 *General Standards.* Sizes, heights, setbacks and other specifics are identified in the sign matrix, see Appendix A. All signs requiring a permit shall comply with the additional general standards below.

a. *Illumination of Signs.*

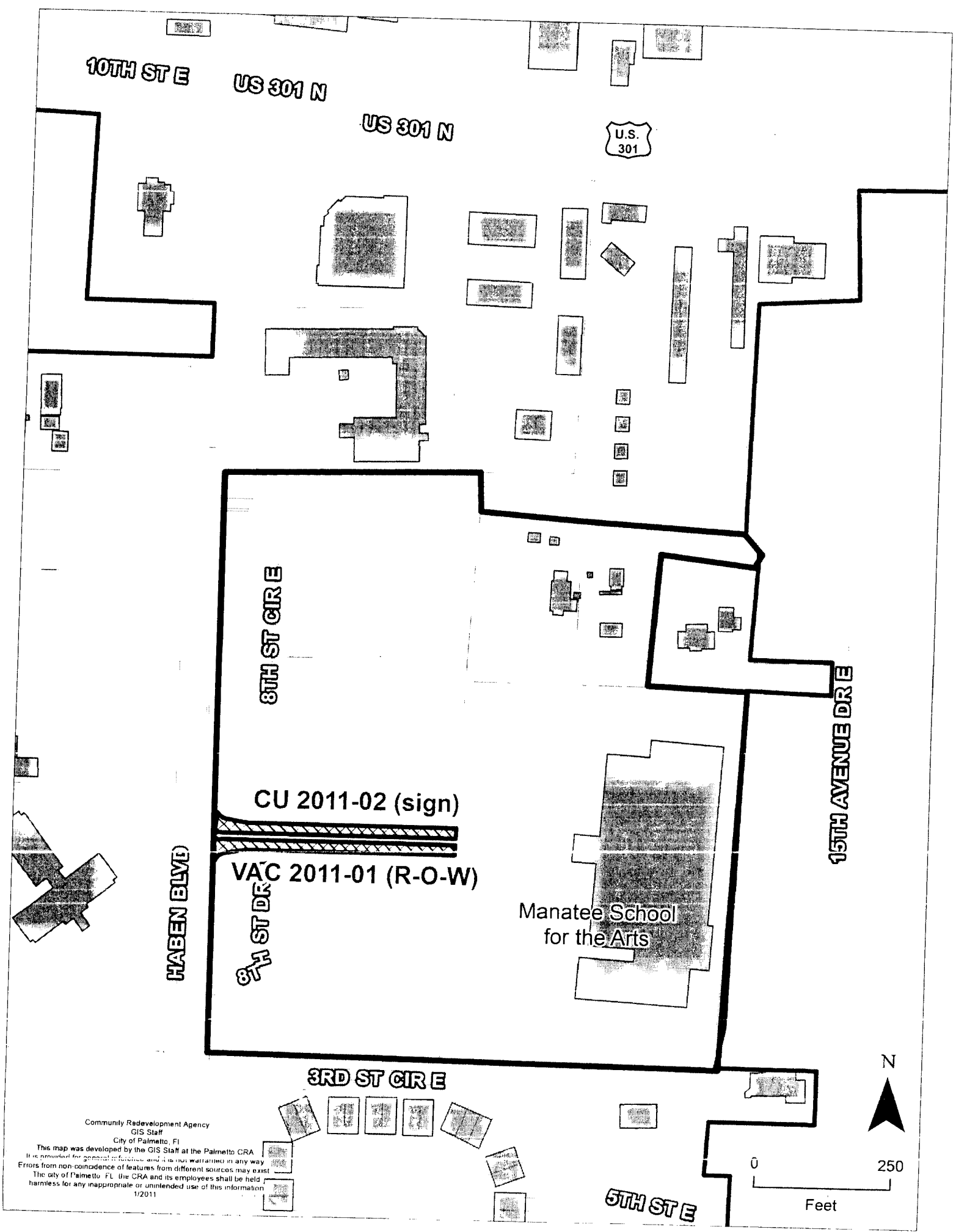
Generally. All illumination shall be so shaded, shielded or directed so that the light beam shall not adversely affect safe vision of pedestrians or vehicles moving on public or private streets, travel ways, or parking areas. Light shall not shine or reflect in an offensive manner on or into residential structures, motels or hotels.

Exposed Lighting-Maximum Power. Exposed reflective type bulbs or incandescent lamps shall not exceed forty (40) watts.

External Lighting. Where an external source of illumination is used, such source or glare shall not be visible from any public way or adjacent property.

b. *Changeable Copy Signs.* (Manual or LED Signs)

- 1) Changeable Copy Signs shall be allowed along functionally classified roadways, only.
- 2) Changeable Copy Signs shall be allowed only in the R/O/R, MU, IL, and IH Future Land Use Categories.
- 3) The display shall not change more than once every five (5) seconds. No animation, scrolling, flashing or appearance of movement is permitted. All such displays shall be a minimum of eight (8) feet above the grade.
- 4) ~~Changeable Copy Signs shall be limited to one (1) per premise and cover not more than sixty-five (65) percent of the erected freestanding or wall sign area.~~
- 5) Changeable Copy Signs within the Historic Vista Protection area are subject to additional review in accordance with Section 720.

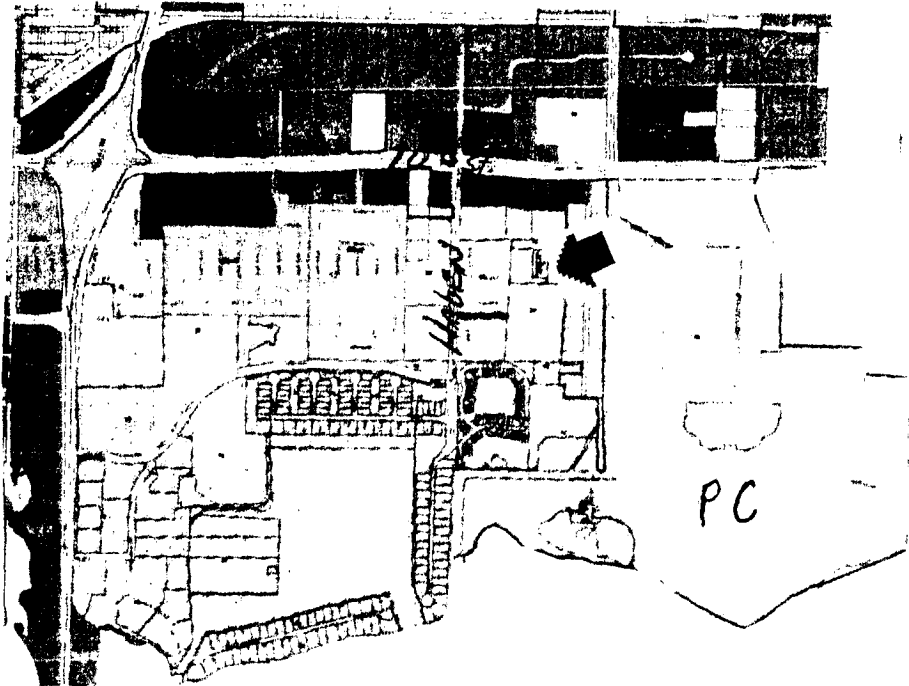


Community Redevelopment Agency
GIS Staff

City of Palmetto, FL

This map was developed by the GIS Staff at the Palmetto CRA
It is provided for general reference and is not warranted in any way
Errors from non-coincidence of features from different sources may exist
The City of Palmetto, FL, the CRA and its employees shall be held
harmless for any inappropriate or unintended use of this information
1/2011

CITY OF PALMETTO LAND USE PLAN MAP



CITY OF PALMETTO ZONING MAP

