

CONTINUANCE

Tab 3

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

Staff Report
Conditional Use Permit (CU-2011-02)
Sign for 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 (CU) Permit for a freestanding 20 foot high modern, artistic, pole-supporting sign containing 26 sq. ft. of identification surface area and 28.6 sq. ft. of electronic message surface area for a total of 54.6 sq. ft. of surface area located at the south side of the main entrance of the school. No flashing or scrolling is proposed.

The City's sign ordinance does not permit animated signs but it permits electronic message signs as a Conditional Use. For purposes of this Conditional Use petition, a proposed request for any type of electronic signs including animated signs will be considered an electronic message sign. In addition to the type of sign, this Conditional Use petition will also consider the size of the proposed sign which exceeds the maximum surface area of 40 sq. ft. permitted by the sign ordinance in commercial districts.

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

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

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.

The City's sign ordinance defines an electronic message sign as:

CU-2011-02
MSA Signs
700 Haben Blvd.
8/5/2011

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“any sign which conveys one or more messages by means of electronically controlled lights, light-emitting diodes or similar devices”

The City’s code does not include details relating to brightness levels, audio and video levels or average change time for messages. For purposes of comparison, Section 724.15 of the recently adopted Manatee County’s sign ordinance contains the following definitions which more closely reflect the proposed sign:

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.

Sec. 724.15 (b) Changeable Copy Signs

3) The display shall not change more than once every five (5) seconds...

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.

Manatee County does not allow animation, flashing or any appearance of movement. However, they do not limit the color and they allow scrolling; when the scrolling stops, it must display for 5-seconds. The display area for LED signs must be 8 foot above grade.

Running concurrent with this application is MSA’s petition to vacate its primary ingress and egress onto Haben Boulevard for overall control of its circulation plan. MSA will move the existing sign from the median to the south corner of the main entrance on Haben Boulevard.

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 a sign consisting of 28.6 sq. ft. of electronic message surface area which is 3 times brighter (6000 lumens) than an automobile headlight during the daytime and 1800 lumens during the night (30% of daytime brightness).

Applying Manatee County’s standards, the changeable copy portion of the proposed sign consists of 52% of the proposed sign area that meets Manatee County’s regulations which requires less than 65%. The display area for the LED sign also meets Manatee County’s requirement of 8 foot above grade.

Although the sign can be set to change at any interval, a static display for 5 seconds is considered standard by the sign industry. Manatee County’s ordinance allows the display to change no more than once every five (5) seconds essentially making the sign a changeable

copy sign instead of an animated sign which connotes continuous motion or action such as a video.

The city has not approved animated signs over concerns that they create an unsafe condition for motorists and would have a negative impact on the health, safety and welfare of the general public.

The City has granted Conditional Use approvals for electronic signs in other locations of the City. Two examples are Space Box located in a commercial area and Manatee Convention Center located in a mixed use area.

- A) Space Box was granted a CU in March 2010 for an electronic sign with conditions limiting hours of operation, eliminating flashing and continuous scrolling and limiting message changes to no more than one-minute intervals.
- B) Manatee County Convention Center (24.5 acres) was granted a CU for an electronic sign in 2007 for approximately 264 sq. ft. of sign surface area of which 53% was electronic. The conditions of approval for Convention Center's sign are:
 - a) The sign shall not be illuminated between 11:00 pm and 6:00 am;
 - b) Messages shall be limited to County and Municipal services and events;
 - c) The sign may be used to identify public service messages during emergencies.

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 use of a sign is consistent with the PD-MU zoning district and the adopted Future Land Use Element and PC plan category. 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 54.6 sq. ft. free-standing sign containing 26 sq. ft. of identification surface area and 28.6 sq. ft. of programmable full color LED displays which could be illuminated to a maximum of 6000 lumens. This level of brightness equates to a level that is three times brighter than an automobile headlight which is considered to be 2000 lumens.

Although the proposed level of brightness is considered standard by the sign

industry, consideration should be given to the surrounding land uses which are primarily residential. Riviera Palms nursing home is approximately 860 feet north of the proposed sign, the Hammocks at Riviera Dunes is approximately 415 feet south of the proposed sign, and Courtney Assisted Living facility is approximately 115 feet from the proposed signage across Haben Boulevard which has a R-O-W width of approximately 70 feet. Based on the orientation and distance of the adjacent residential buildings, lighting impacts appear to be minimal.

Consideration of the sign's brightness and average change time for messages should also be given to the passing motorists as constant motion could be a distraction to traffic conditions.

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.

The major difference between the existing and proposed signs is the electronic message portion which could have an impact on motorists driving along Haben Boulevard. Based on the precedence set in similar approvals, the application of conditions related to hours of operation and brightness levels can be used to mitigate adverse impacts on the public.

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. Examples are electronic signs for Manatee County Convention Center which was granted a CU in 2007 and Space Box which was granted a CU in 2010.

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 as a Conditional Use achieves the purpose of the requirement, mostly because it elicits discussion of factors not necessarily covered in the applicable regulations.

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 in that a Conditional Use permit has been filed.

7. The proposal shall comply, where applicable, with the regulations of the zoning district in which the proposed use is most commonly permitted.

Electronic message signs require a Conditional Use approval in commercial and industrial districts and are prohibited in residential districts. This Conditional Use application for the proposed sign complies with the PD-MU zoning district for an existing school.

8. The proposal shall not create hazardous vehicular or pedestrian traffic conditions or any other type of unsafe condition.

Concurring with Manatee County's requirements, animated signs can provide additional distraction to drivers at night and distracting glare through reflecting sunlight during the day creating hazardous vehicular traffic conditions on City streets.

Subsequently, if the proposed sign contained an electronic changeable portion, it would not create negative vehicular or pedestrian traffic conditions. In addition, the proposed location of this sign complies with the visibility triangle requirements of the City Code.

STAFF RECOMMENDATION:

Staff from the Planning and Building Departments considered the following conditions in developing a recommendation for the proposed sign at MSA:

- a) The general character of the immediate area including proximity and orientation of residential uses in the immediate area.
- b) Haben Boulevard is a 4-lane divided arterial. A round-about is proposed approximately 560 feet south of the proposed sign where Haben Boulevard curves at the entrance of the Hammocks at Riviera Dunes. The proposed round-about will result in slower traffic thereby increasing the required change time necessary to avert a traffic hazard.

Staff recommends approval of the proposed Conditional Use permit for an electronic sign and the sign size subject to the following conditions for the changeable copy portion of the sign:

1. Brightness shall not exceed 5000 lumens in the daytime and 1500 lumens at nighttime;
2. Changeable copy display shall not change more than once every thirty (30) seconds.

PLANNING AND ZONING BOARD RECOMMENDATION:

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

LED Pylon Sign

A1.1

B: 2 Rectangular internally illuminated logo cabinets with white plex face and yellow painted aluminum returns and trim caps: 26 SF total.

C: 2 43" x 96" Programmable full color LED Displays with aluminum cabinet housing painted yellow: 28.6 SF total.

D & E: Blue and yellow painted 8" deep pylon support pole with decorative angled housing.

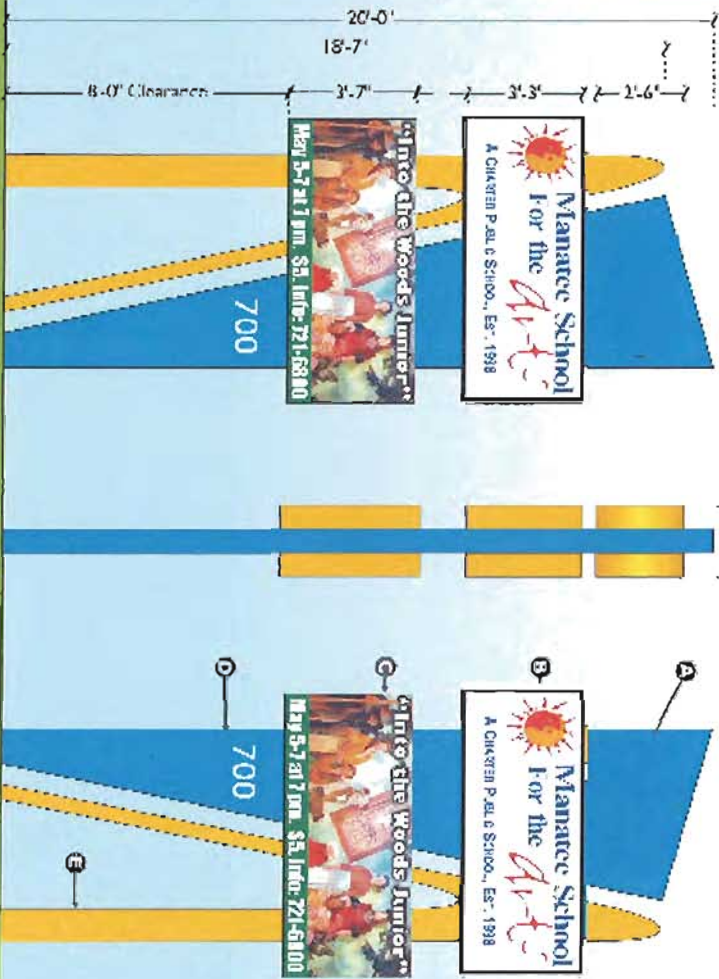
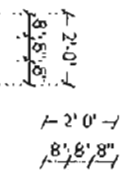
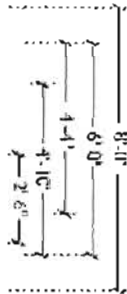
LED NOTES:

The sign can be set to change at any interval allowed per the City. We recommend a static display for 5 seconds at a time.

No flashing or scrolling.

Proposed daytime brightness not to exceed 6000 Lumens. Proposed night time brightness not to exceed 1800 Lumens. During the day, the sign should be set to 90 % brightness, and in the evenings, set to 30-40%.

The sign has automatic and manual dimming capabilities and 256 levels of Brightness Control.



REVISION:



West Coast Signs
 23715B Ave Central
 Indwood, FL 32711
 P: 904-215-5455
 F: 904-215-4130



DATE: 7/6/11

REQUESTED BY: Barry Kresfelder
 CUSTOMER: Manatee School for the Arts
 LOCATION: Palmetto, FL
 TENANT APPROVAL CHANGED AS NOTED
 LANDLORD APPROVAL CHANGED AS NOTED

F.L.C.

DRAWN by Rebecca

SCALE: 1/4" = 1'

THIS IS A PRELIMINARY DRAWING. IT IS SUBJECT TO CHANGE WITHOUT NOTICE. THE CLIENT IS RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS.

West Coast Signs LED Technical Specs for Manatee School of the Arts

Please reference technical specifications for P-12 being installed at Manatee School of The Arts.

Pixel LED - LED (2 x red, 1 x green, 1 x blue)

Pixel Pitch - P-12

Total number of LED - 18,432

Double Faced (d/f) - yes

Matrix - 96 x 192

Dimensions - 3' 9 11/32 " x 7' 1 21/32 "

Auto sensing - yes

Viewing Angle - 150 degrees

NIT Maximum - 7500 NIT Max

Control Computer and software - yes

Wireless communication - WiFi yes

Time and Temperature - yes

Auto & manual dimming - yes

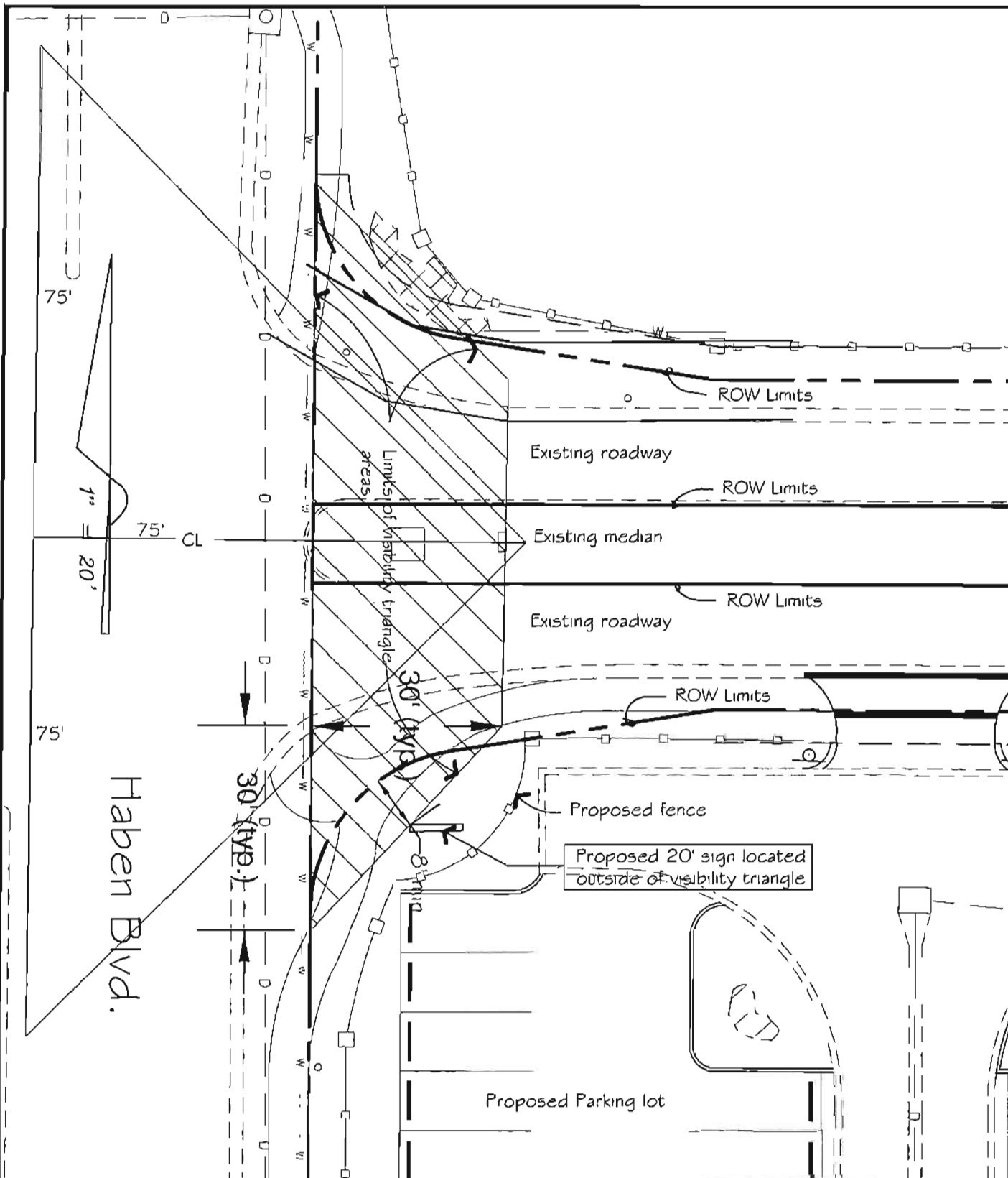
Thermostatically controlled fans used for cooling - yes

LED Lifetime Warranty - 120,000 hrs

Brightness Control - 256 levels

Graphic Compatible - yes - text and full color graphics, live stream and multi font

Windows 7 Pro Series 32 Bit Software Controller



MANATEE SCHOOL
OF THE ARTS

LOCATED IN
SECTION 13, TOWNSHIP 34 SOUTH, RANGE 17 EAST
MANATEE COUNTY, FLORIDA

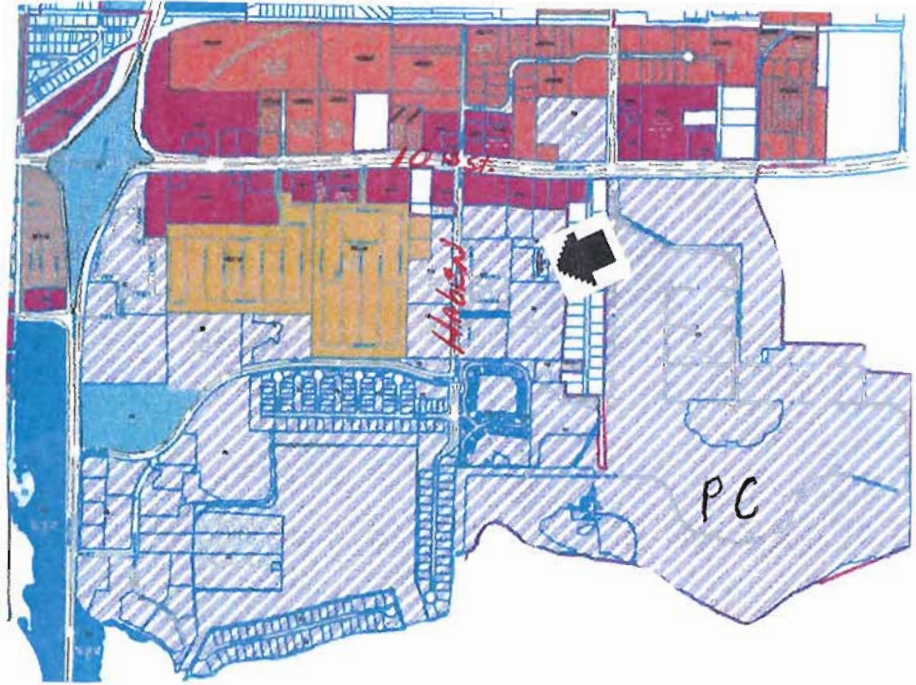
SIGN LOCATION DETAIL



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Consulting, Consulting Architects
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SHEET _____

CITY OF PALMETTO LAND USE PLAN MAP



CITY OF PALMETTO ZONING MAP

