

ORDINANCE NO. 2019-10

AN ORDINANCE AMENDING CHAPTER 3, PERFORMANCE STANDARDS, ARTICLE IV, SIGN REGULATIONS, SECTION 3-48, INGRESS AND EGRESS AND ADDRESS SIGNS FOR PUBLIC SAFETY AND TRAFFIC CIRCULATION, OF THE CITY OF ORMOND BEACH *LAND DEVELOPMENT CODE*; BY ADDING A SECTION FOR WALL SIGN, ANIMATED; REPEALING ALL INCONSISTENT ORDINANCES OR PARTS THEREOF; PROVIDING FOR SEVERABILITY; AND SETTING FORTH AN EFFECTIVE DATE.

WHEREAS, this is a request by Dorian Burt, project coordinator for the Highlander Corporation, to amend the *Land Development Code* (“the *LDC*”), of the City of Ormond Beach, to allow wall signs, animated, and

WHEREAS, the Planning Board of the City of Ormond Beach, as the local planning agency, has conducted a public hearing on February 7, 2019, on the requested amendment and has made recommendations thereon to the City Commission, and

WHEREAS, all applicable notice requirements of Section 166.041(3)(a), *Florida Statutes*, have been complied with, and

WHEREAS, the City Commission finds the amendment to be consistent with the provisions of the *Comprehensive Plan* of the City of Ormond Beach, and in the overall best interest of the public health, safety and welfare, now therefore,

BE IT ENACTED BY THE PEOPLE OF THE CITY OF ORMOND BEACH, FLORIDA, THAT:

SECTION ONE. Section 3-48, Ingress and egress and address signs for public safety and traffic circulation, of Chapter 3, Performance Standards, Article IV, Sign Regulations, of the City of Ormond Beach *Land Development Code* is hereby amended to read as follows:

Sec. 3-48. Ingress and egress and address signs for public safety and traffic circulation.

Each individual business having a separate entrance shall be permitted a business premises identification sign, based on the linear building frontage of the business entrance, as follows:

- A. Sign plan required for multitenant developments. ...(No change in existing text)...
- B. Planned Developments/special exceptions. ...(No change in existing text)...
- C. Historic district signage. ...(No change in existing text)...
- D. Projecting signage. ...(No change in existing text)...
- E. Wall or canopy signage. ...(No change in existing text)...
- F. Wall sign, animated
 - 1. Maximum size limit.
 - a. Wall signage, animated shall be determined based on Section 3-48(E)(1) of this Land Development Code. A wall sign, animated shall be counted towards the overall wall signage allowed if more than one (1) sign is allowed.
 - b. No wall sign, animated shall exceed 32 square feet.
 - 2. Maximum height limit.
 - a. No sign shall extend above the top edge of the roofline.
 - 3. Number/Location.
 - a. One (1) wall sign, animated for each building unit.
 - b. Shall only be allowed in the Downtown Overlay District.
 - 4. General design standards/process.
 - a. Wall sign, animated shall display graphics only and shall not contain any wording.
 - b. Animation shall be neon only behind glass, plexiglass, or similar protective cover. Other

forms of electronic animation, such as liquid-crystal display (LCD) or light emitting diode (LED) shall be prohibited.

c. A Special Exception shall be required for each wall sign, animated.

F G. Window Signage...(No change in existing text)...

SECTION TWO. All Ordinances or parts of Ordinances in conflict herewith are hereby repealed to the extent of such conflict.

SECTION THREE. In the event any word, phrase, clause, sentence, paragraph, term, or provision of this Ordinance shall be held to be invalid by a court of competent jurisdiction, such judicial determination shall not affect any other word, clause, phrase, sentence, paragraph, term or provision, of this Ordinance, and the remainder of this Ordinance shall remain in full force and effect.

SECTION FIVE. This Ordinance shall take effect immediately upon its adoption.

PASSED UPON at the first reading of the City Commission, this 21st day of March, 2019.

PASSED UPON at the second and final reading of the City Commission, this 2nd day of April, 2019.

BILL PARTINGTON
Mayor

ATTEST:

LISA DAHME
City Clerk