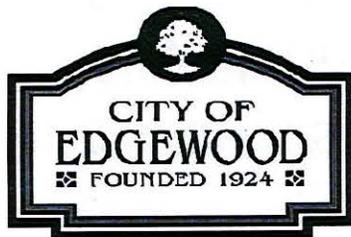


Sign Code Workshop

CITY OF EDGEWOOD

*JOINT CITY COUNCIL AND PLANNING &
ZONING BOARD WORKSHOP*



WEDNESDAY, JANUARY 21, 2015

EDGEWOOD CITY HALL



Workshop Volunteers

Tina Demostene, AICP

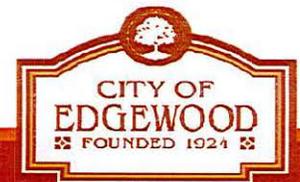
- City Planner with over 20 years of experience in zoning codes, land development and entitlement, comprehensive planning in public and private sectors
- Edgewood resident
- Orange County Planning Commissioner

Alissa Torres, PhD, AICP, PLS

- City Planner with over 20 years of experience in economic development, land use and transportation planning, comprehensive planning, grantwriting
 - Edgewood resident
- 

Workshop Purpose

- Receive direction from City Council and Planning Board
- Receive community input for sign code update
- Continue Edgewood's improvement efforts through discussion on design, function, and relationships of signs and property
- Help shape the future of our city through development of design policies and guidelines for signage



Workshop Agenda



Welcome and Introductions

- 1. Status of Current Sign Code**
- 2. Signage 101**
- 3. Vision for the City of Edgewood**
 - a. Discuss City Vision
 - b. Red-Dot/Green-Dot Exercise
 - c. Discussion of Outcomes
 - d. Consensus on Vision for Signage
- 4. Summary**
- 5. Next Steps**

1 Status of Current Sign Code

WHERE WE'VE BEEN & WHERE WE ARE GOING



History of Our Sign Regulations



- **2002 Sign Code** *ORD 2002-004 (05/07/02)*
 - ♦ *Required Amortization & Compliance by June 1, 2012*



- **Minor Updates to Sign Code** *ORD 2012-05 (10/16/12)*
 - ♦ *Added definition of pedestal base and other minor changes*



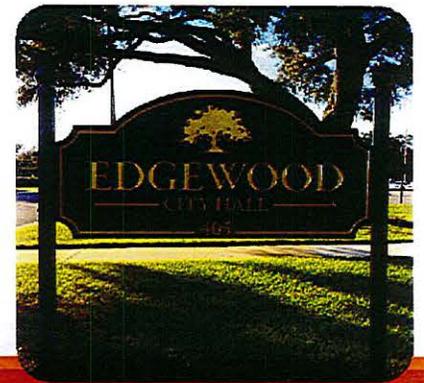
- **DRAFT Sign Code** *ORD 2015-TBD*
 - ♦ *Modifications recommended by the City Attorney & City Planner*

Sign Code 2015



City Council Workshop in January 2015

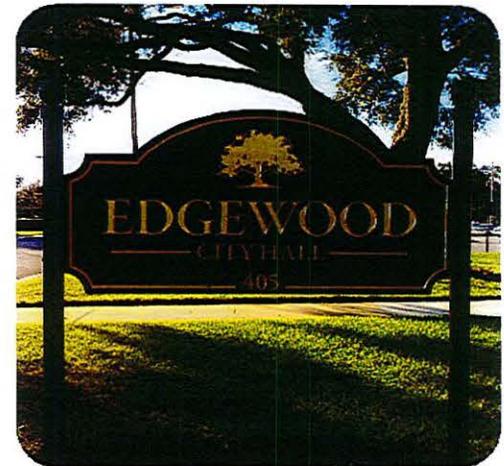
- ✓ **Planning & Zoning Board Recommendation**
- ✓ **City Council Approval (2 readings)**



Summary of Sign Code Objectives

As recommend by the Mayor

- ❑ Assessment of existing sign controls
- ❑ Add flexibility to sign code for business owners
- ❑ Consider alternatives
- ❑ Maintain vision for signage within our community

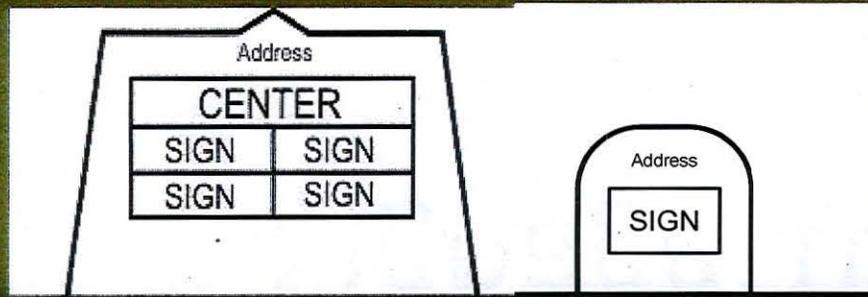


2 Signage 101

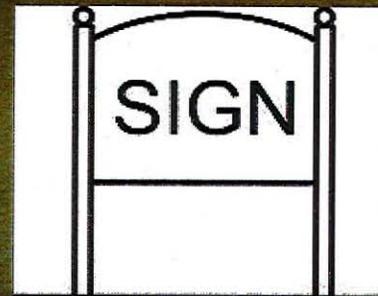
EVERYTHING YOU NEED TO KNOW...



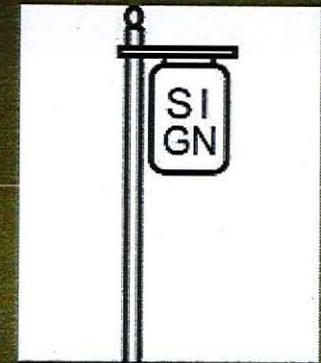
Types of Freestanding Signs



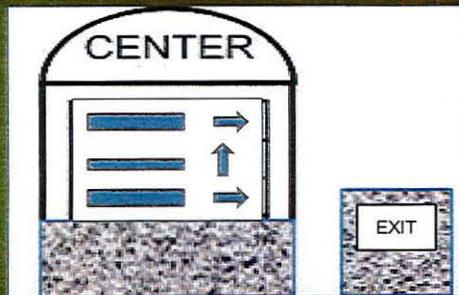
Monument Sign



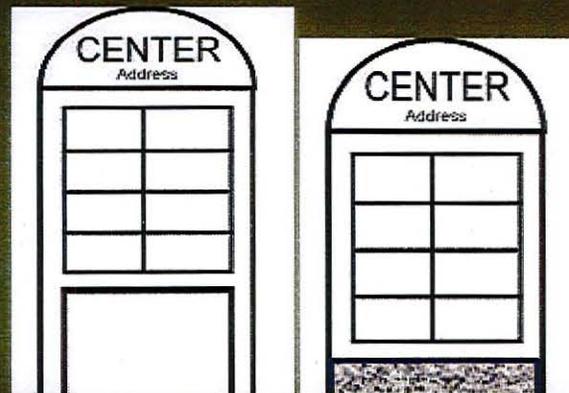
Ground Sign
Post & Panel



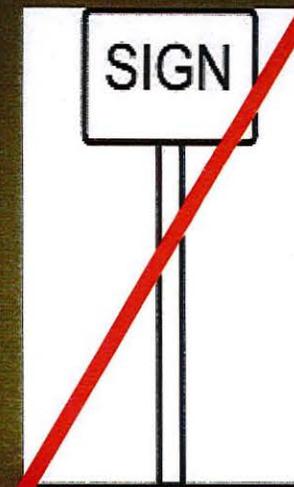
Hanging Panel
Pole Sign or
Blade Sign



Directional



Multi-Tenant Sign



Pole Sign

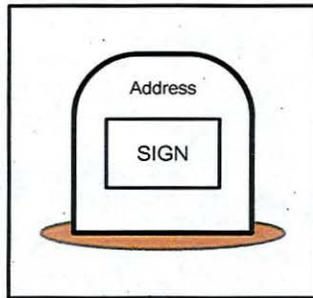


Pylon Sign

Defining Sign Area or Copy Area

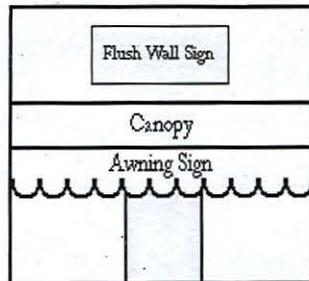


Factors determining sign type, size & location



Freestanding Signs:

- Road type or special area
- Lot size, building size (# occupants) & setbacks
- Location (adjacent to highway, commercial or residential)
- Location (frontage on major road, sight triangles)
- Distance from other freestanding signs



Building / Wall Signs:

- Road type or special area
- Intended use of the sign (drive by, arrived or pedestrian)
- Building location & occupant frontage
- Abutting residential uses
- Not facing a public R-O-W/not on a road
- Building façade/architecture

Road Types & Special Areas

Each sign type may have specific standards based on location and uses

Road Types

- Freeway, Highway or Interstate (I-4)
- Arterial/Collector Road (Orange Ave, Hansel Ave, Hoffner Ave)
- Secondary Commercial Road (Larue Ave, Gem St, Commerce Drive)
- Mixed Commercial & Residential Roads (Gatlin Ave, Lake Mary Jess Rd)
- Residential neighborhoods (Harbour Island, Lymmwell, Stratemeyer)

Special Areas

(Standards may trump roadway-based standards)

- Historic Overlay Zoning
 - Gateway Corridors
 - Community Redevelopment Areas (CRA)
 - Planned Development
- 

Outdoor Advertising Freestanding Signs

Identify the Location of a Business and Must Include Address

Good Outdoor Advertising Signs

- Simple & straight to the point
- Visible & legible to passers-by
- Attractive & visually pleasing



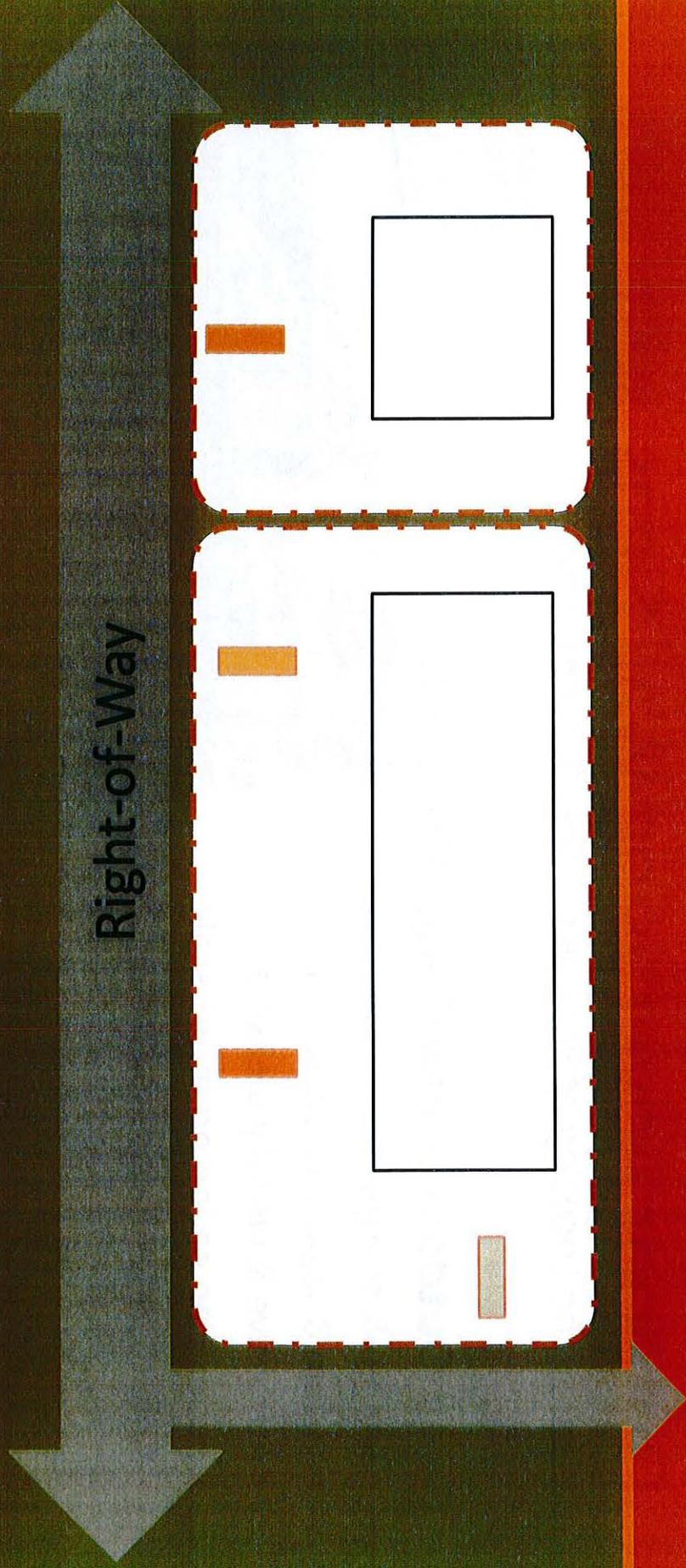
Bad Outdoor Advertising Signs

- Too much information to read easily
- Too “busy” (text and/or graphics)
- Less attractive in creating a community image



Number of Freestanding Signs

- Size, Type, and Number of Buildings
- Size of Property and/or type of ROW



Outdoor Advertising Wall Signs

Identify the Location of Business & Say, "Come on In..."

WELCOME

Come In We're
OPEN

Good Outdoor Advertising Wall Signs

- Simple & straight to the point
- Visible & legible to passers-by
- Attractive & visually pleasing
- Pedestrian or "on premise" scale
- Able to differentiate tenants

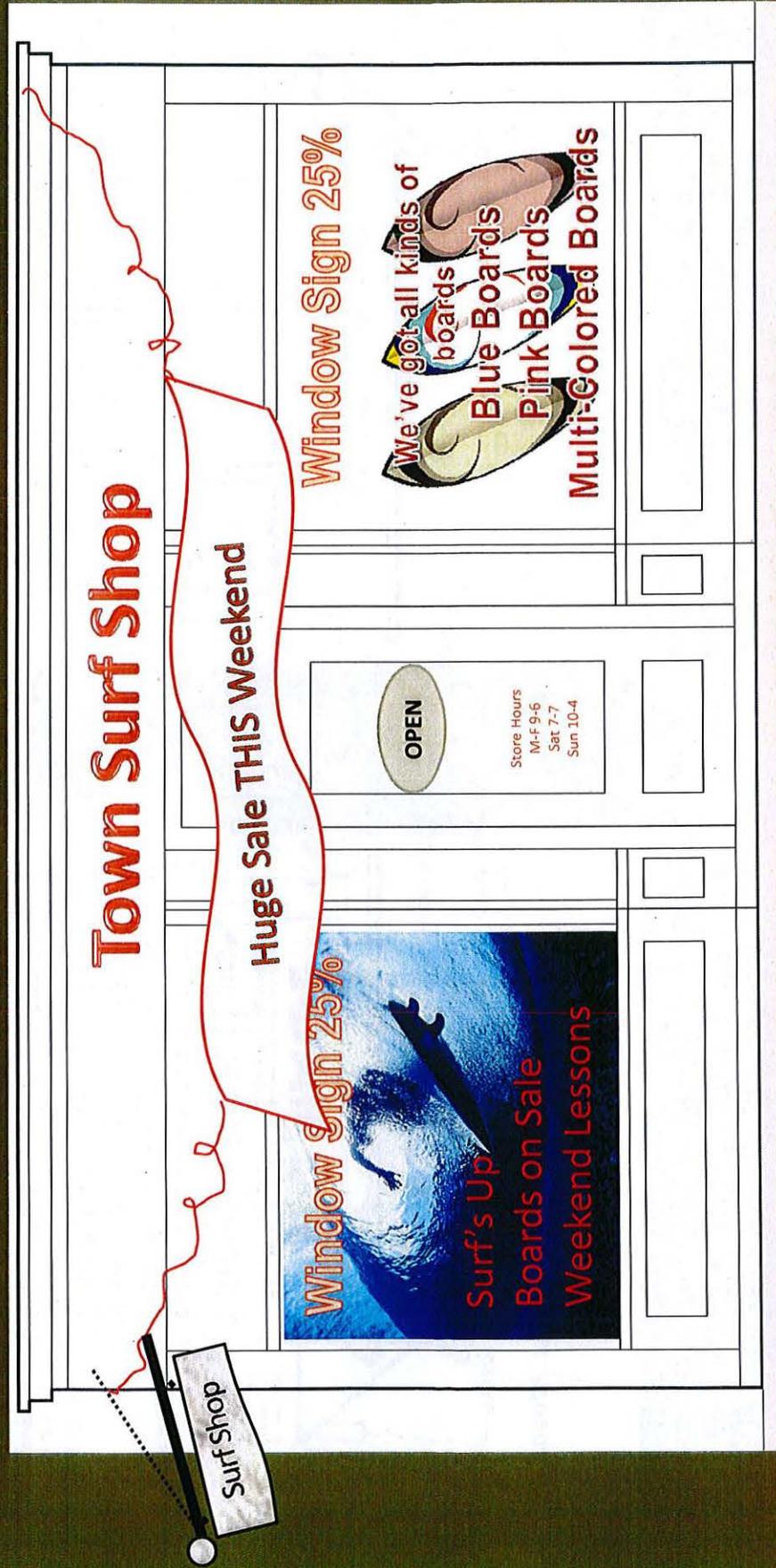


Bad Outdoor Advertising Wall Signs

- Too much information to read easily
- Too "busy" (text and/or graphics)
- Exceeds function
- Less attractive
- Hard to differentiate tenants



Window Signs, Scrims

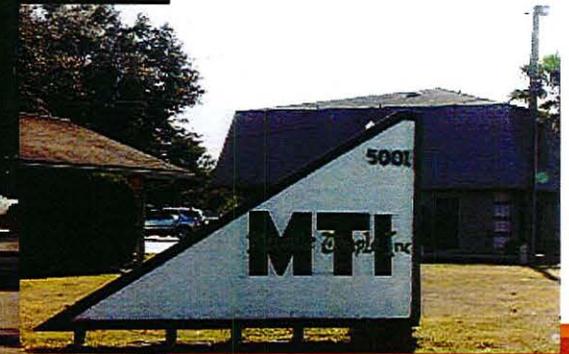


3 Vision

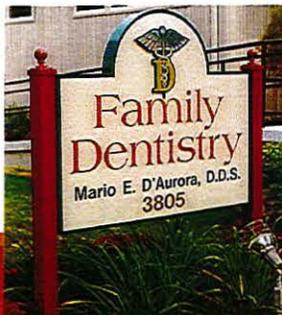
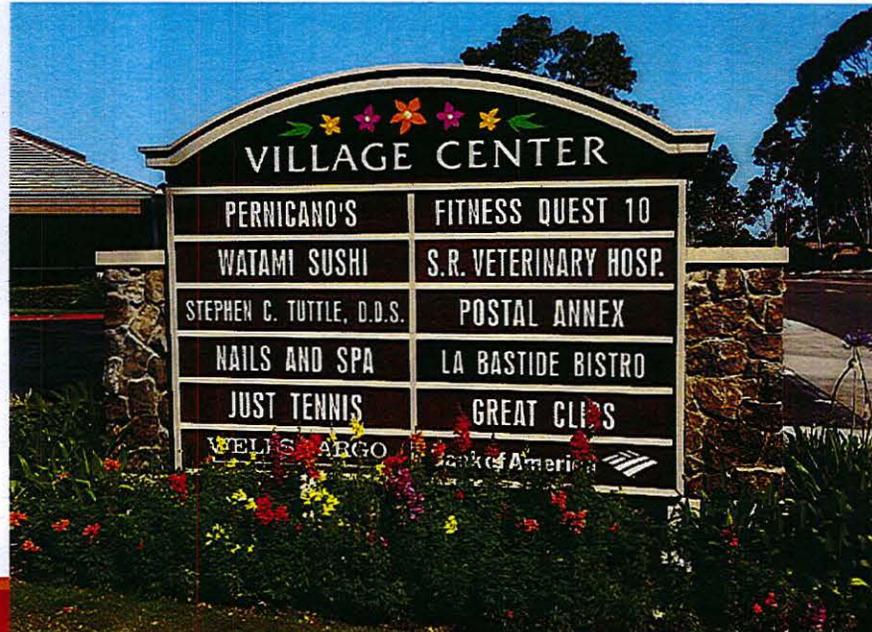
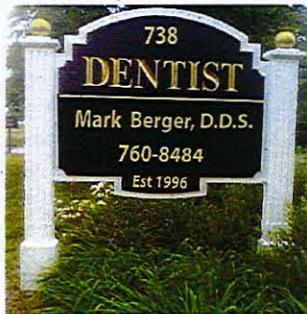
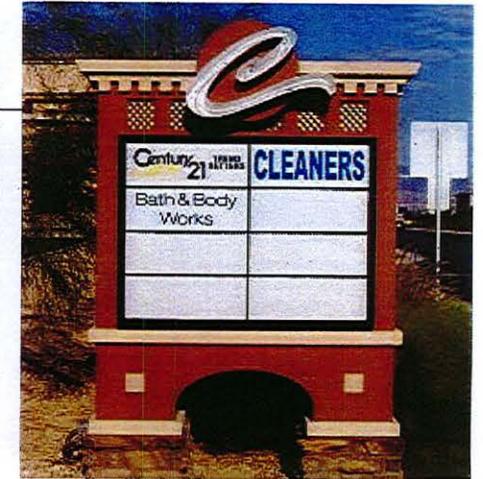
CREATING OUR SIGN CODE VISION



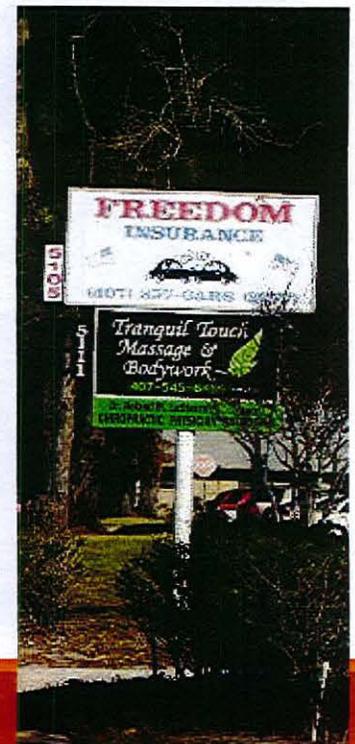
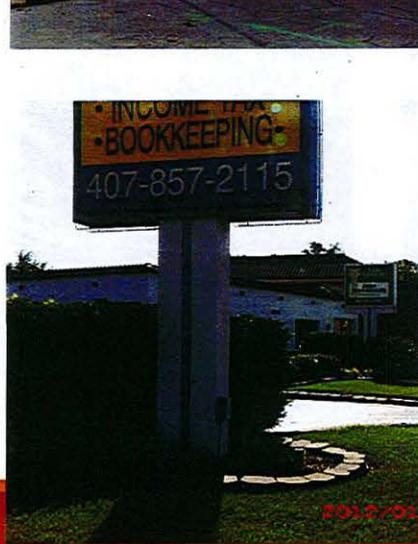
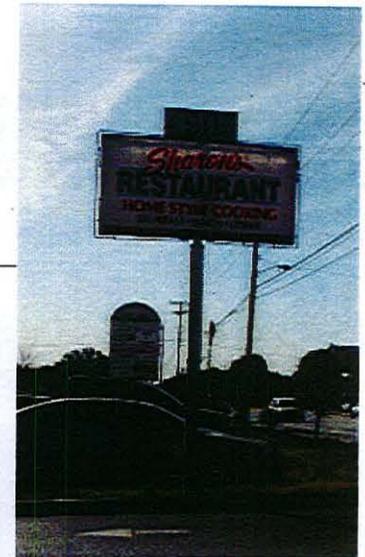
Assessment of what we see today.



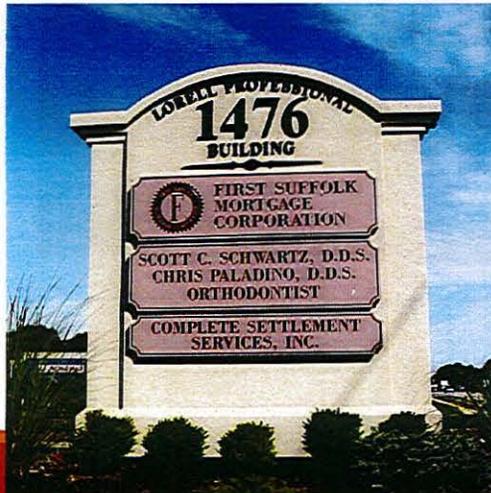
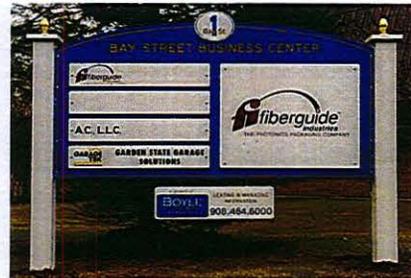
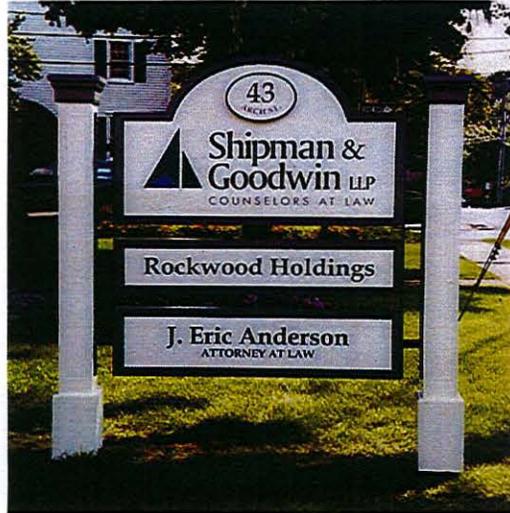
...And in other jurisdictions...



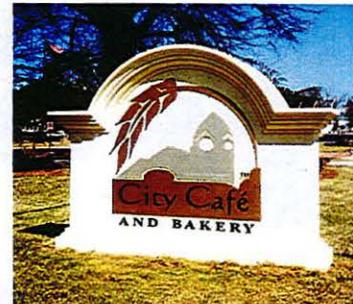
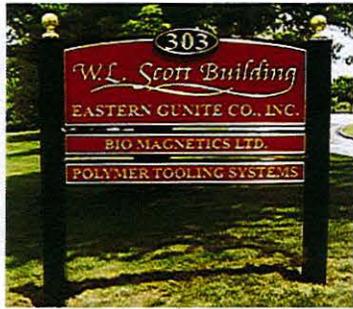
Assessment of what we see today.



...And in other jurisdictions...



...And in other jurisdictions...

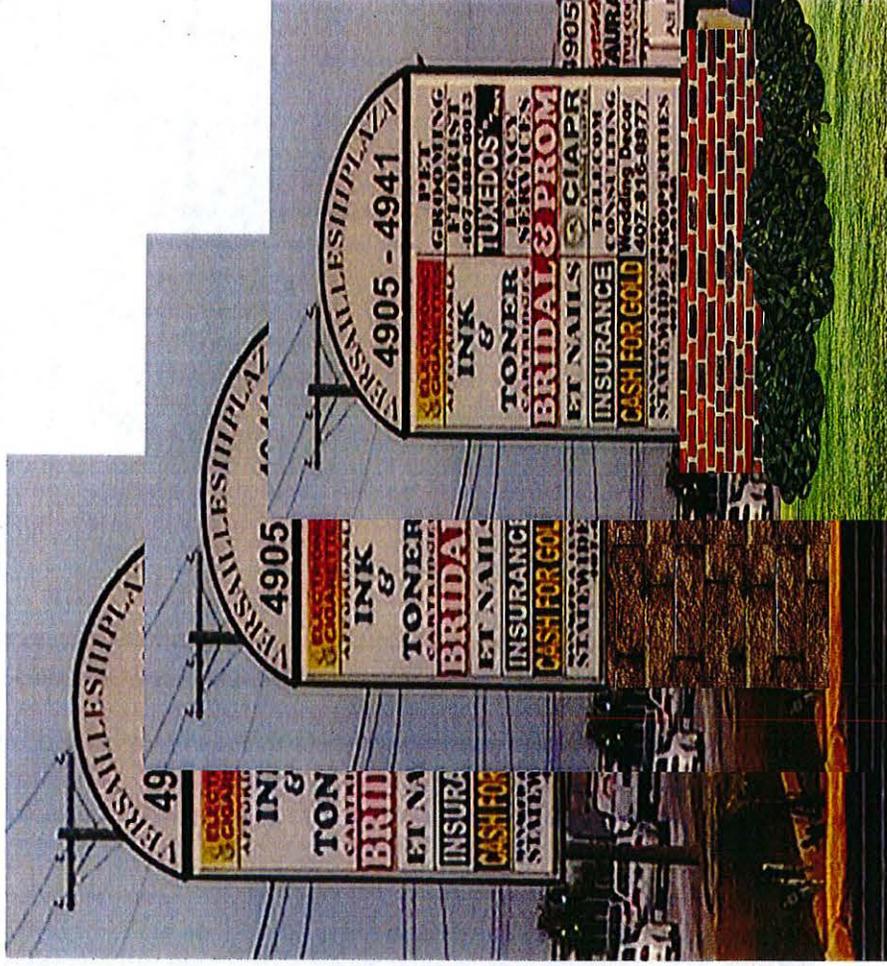


Progress can be made with little change.



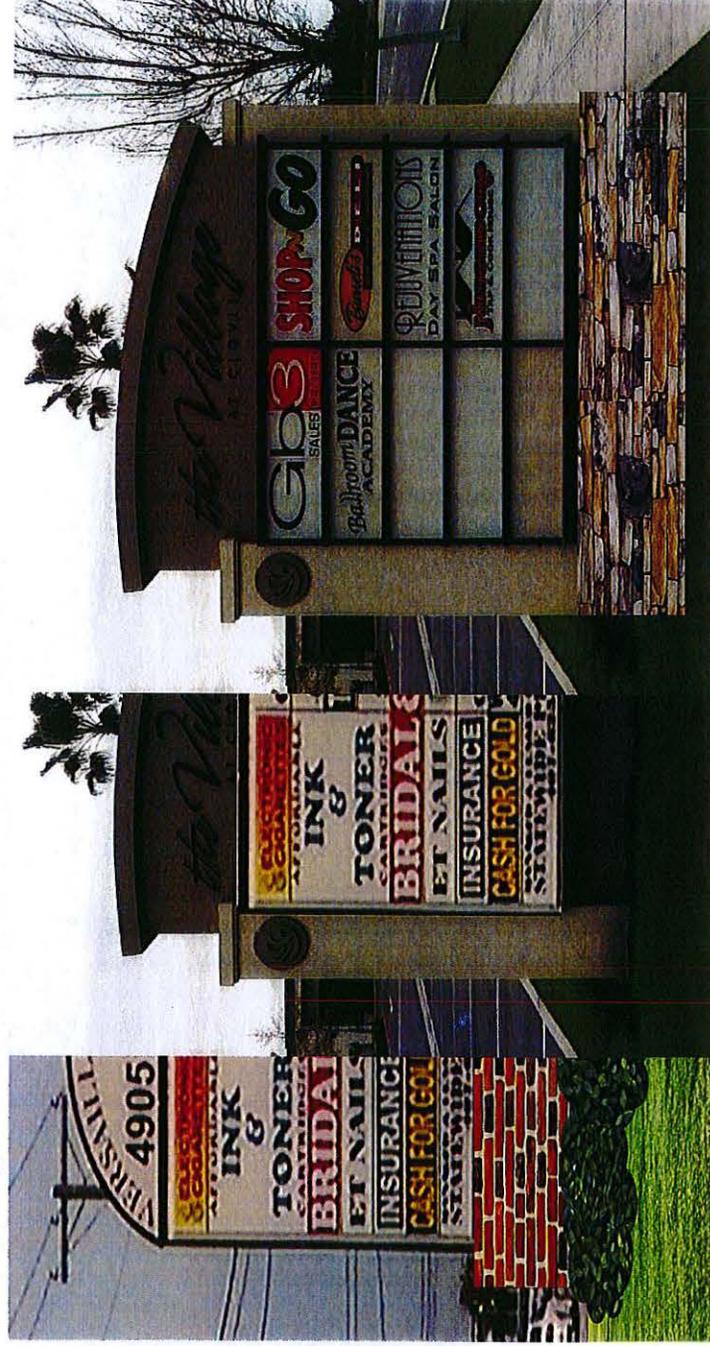
Opportunities for Improvement

Multitenant Signage



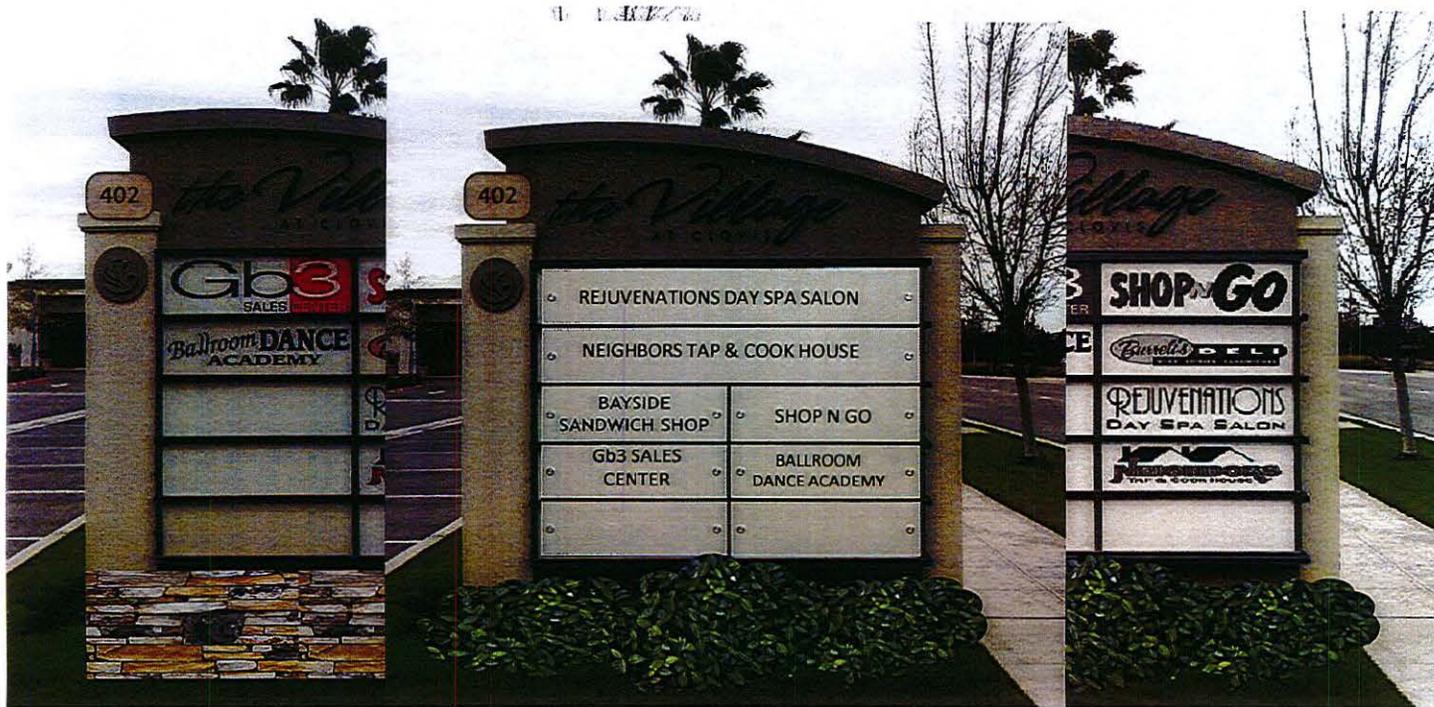
Opportunities for Improvement

Multitenant Signage



Opportunities for Improvement

Multitenant Signage



Vision of OUR City

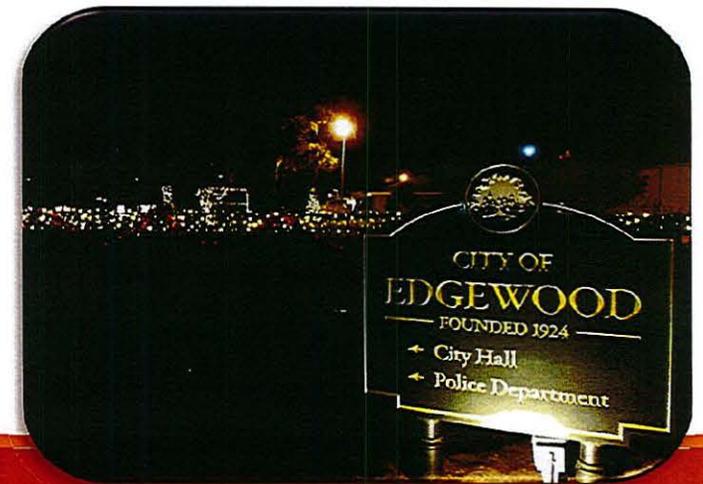
WHAT REPRESENTS EDGEWOOD

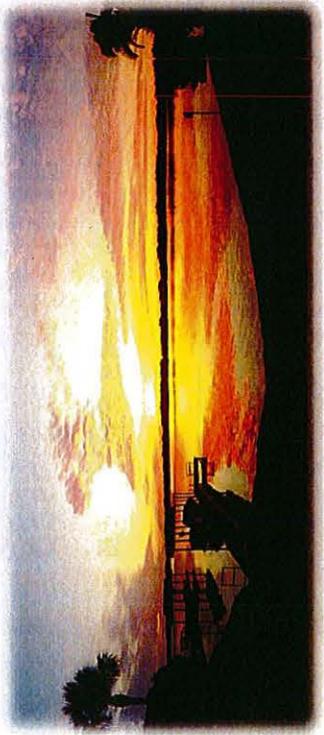
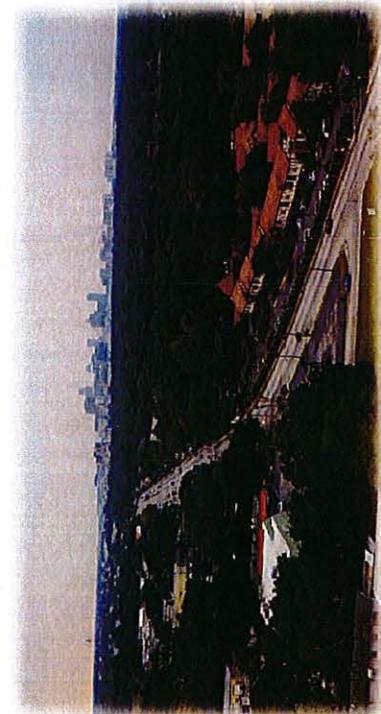
Vision

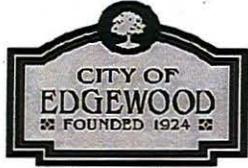


Beautification and Revitalization

- New median entry feature at north end of the City
- Neighborhood Improvement Grants
- Maintenance of railroad right-of-way along South Orange Ave
- Proactive code enforcement of noncompliant properties
- City Hall Park (& outdoor entertainment venue)
- Working with FDOT on the improvements to the intersection of Holden, Orange, and Gatlin
- Edgewood Isle Shopping Center
- Stonefired Pizza
- City Hall Signs

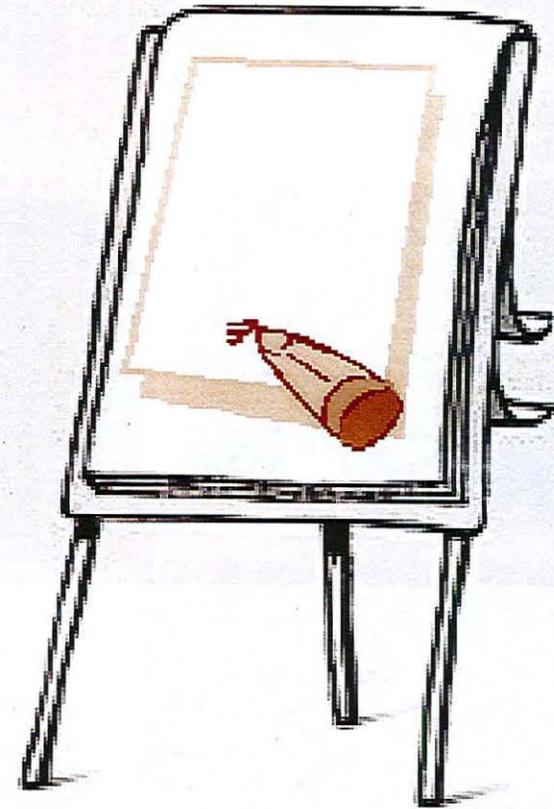






Speed Visioning

**Provide short words or phrases
describe the attributes of our
City that make it fantastic...**



Primary Identification Signage

What Do We See Today?



- Does this consistently reflect the desired image of the City?
- Is this acceptable?
- Is this reflective of how we want our City to grow?
- How do we revise the sign code to get us the desired image?

Your Input is Needed

Input from the Community

- Ongoing discussion at tonight's workshop
- Red-Dot/Green-Dot Exercise
- Vision Discussion



Visual Preference Survey

RED-DOT / GREEN-DOT EXERCISE

Vision



Survey Format

Images will be both “good” and “bad” and in between

There are no right or wrong answers!

Take a minute or less to review each page – go with your “gut reaction”

How does the sign style fit into your vision for Our City?

How does each sign style fit for its intended use?

 **BAD** = *I Dislike this style*

 **GOOD** = *I Like this style*



Monument Signs



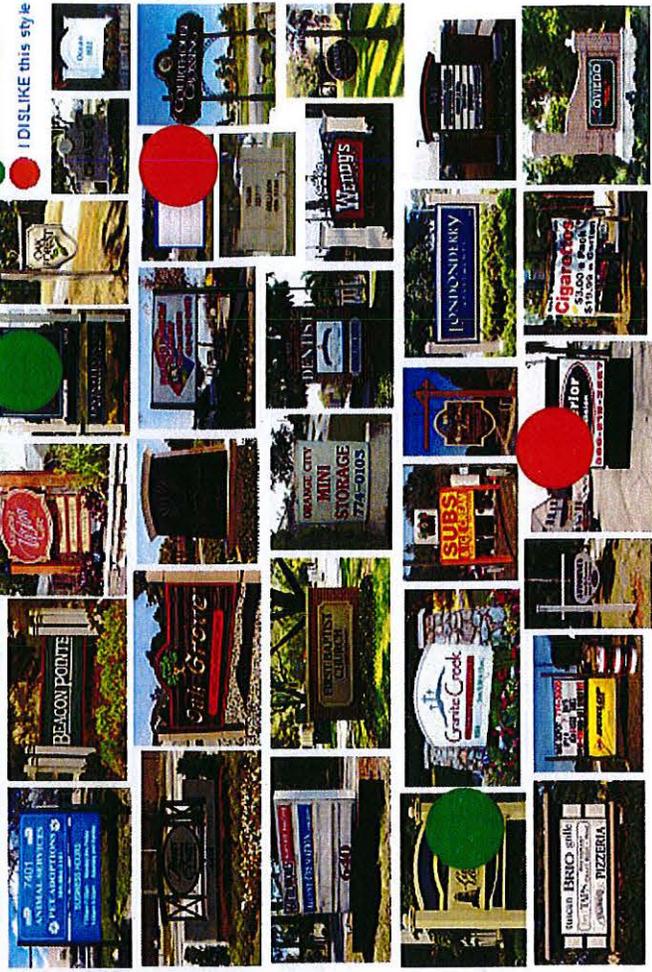
I LIKE this style
I DISLIKE this style

Multi-Tenant Signs



I LIKE this style
I DISLIKE this style

Historic District Signs



I LIKE this style
I DISLIKE this style



Let's Get Started

1. Please get the line near the TV screen to receive your dots.
2. Go to the boards to place your dots.
6 RED and 6 GREEN per board
3. Please be seated after placing your dots on the boards.

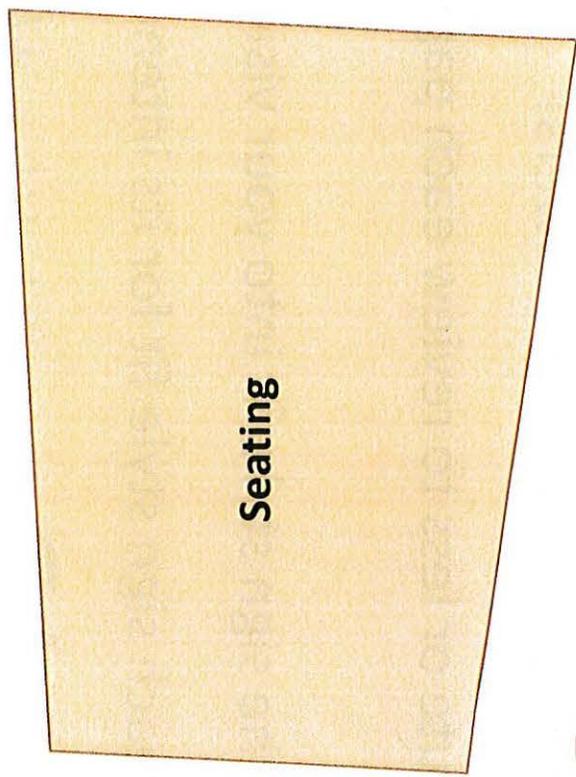
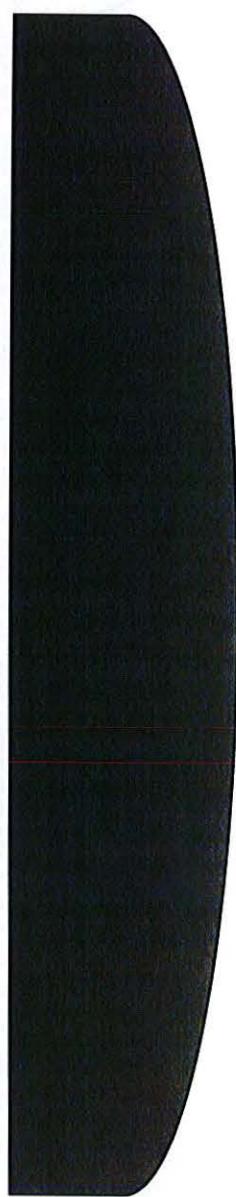


BAD = I Dislike this style



GOOD = I Like this style

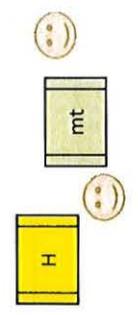




Video
Screen



2



3

Enter



Remember...

- Images will be both “good” and “bad” and in between.
- There are no right or wrong answers!
- Take a minute or less to review each page – go with your “gut reaction”
- How does the sign style fit into your vision for Our Edgewood?
- How does each sign style fit for its intended use?



BAD = *I Dislike this style*



GOOD = *I Like this style*



Discussion of Our Vision

FLIPCHART EXERCISE

Vision



What would you like to see?

Discuss improvements as Flipchart Discussion

Sign Types?

New sign types?

Compliance & Fairness, Deadlines for compliance?

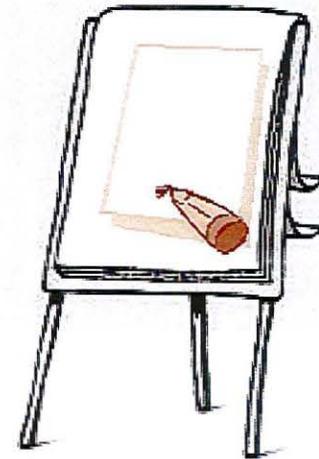
Financial Feasibility?

General Development Standards?

What you like to see in a sign in our City.

What you prefer to avoid for signs in our City.

Your thoughts ? ? ?



Please take 5

minutes,

then come back

and we'll wrap

up the workshop.

Take a Break!



(you've earned it!)

4 Summary

RECAP OF WORKSHOP ACTIVITIES

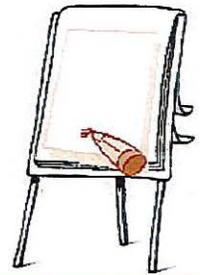


Re-Cap of Red-Dot / Green-Dot Exercise

 BAD = *We Dislike this style*

 GOOD = *We Like this style*

Recap of Flipchart Exercise



5 Next Steps

SIGN CODE NEXT STEPS



Thank you for Participating!

FOR MORE INFORMATION, PLEASE CONTACT

*MAYOR BAGSHAW OR BEA MEEKS
AT EDGEWOOD CITY HALL*



