

City of Tarpon Springs, Florida

STAFF REPORT

TO: MAYOR AND BOARD OF COMMISSIONERS

FROM: STEVE CARECCIA, PLANNING AND ZONING DIRECTOR

HEARING DATES: APRIL 20, 2015 (PLANNING AND ZONING BOARD)
MAY 5, 2015 (BOC 1ST READING)
MAY 19, 2015 (BOC 2ND READING)

SUBJECT: ORDINANCE 2015-12: AN ORDINANCE OF THE CITY OF TARPON SPRINGS, FLORIDA, AMENDING APPENDIX A (COMPREHENSIVE ZONING AND LAND DEVELOPMENT CODE), ARTICLE XI, SECTION 191.01 OF THE CODE OF ORDINANCES OF THE CITY OF TARPON SPRINGS, FLORIDA, TO AMEND SIGNAGE ACCESSORY TO THE SALE OF GASOLINE; AND PROVIDING FOR AN EFFECTIVE DATE.

BACKGROUND AND DISCUSSION

The City has received requests from fuel station owners to allow the price of fuel to be electronically displayed. Currently, electronic reader boards are not permitted for use by fuel stations. As such, fuel stations must use numbered panels and manually change the panels as needed to reflect the current price of fuel.

Article XI of the Comprehensive Zoning and Land Development Code (LDC) establishes regulations for signage within the City. The LDC was adopted in 1990.

Section 189.01 of the LDC permits one free-standing pole or monument sign per commercial property. A parcel of land occupied by a single commercial use is permitted a sign between 32 and 100 square feet, with the specific size of the sign determined by the amount of street or building frontage for the use.

Section 191.01 of the LDC establishes the regulations for signage accessory to the sale of gasoline. This section permits fuel stations an additional free-standing sign per street frontage to display the price of fuel. The maximum size permitted for this sign is nine square feet.

Staff is proposing an amendment to Section 191.01 that would permit fuel stations to use electronic reader boards to display the price of fuel instead of numbered panels that need to be manually changed. The amendment would further permit the fuel station the ability to allocate its free-standing sign area between a free-standing sign and fuel pricing sign(s). Or, as currently permitted, the free-standing signage could be combined into one sign displaying fuel pricing and other advertising. However, only the price of fuel may be electronically displayed.

As proposed by the amendment, one fuel pricing sign would be permitted per street frontage. If additional signs are warranted due to multiple street frontages, then the fuel station would be permitted an additional 25 square feet of copy area.

Notice for this item was placed in the Tampa Bay Times, with publish dates of April 3, 2015 and May 8, 2015.

RECOMMENDATION

Staff recommends approval of Ordinance 2015-12 amending the Comprehensive Zoning and Land Development Code, Section 191.01, as related to the signage accessory to the sale of fuel.

The Planning and Zoning Board reviewed this item at its regular meeting of April 20, 2015. The Board supported the amendment to the LDC and unanimously voted to recommend approval. No one from the public spoke in opposition to this item.

ATTACHMENTS

1. Ordinance 2015-12 (underlined text represents new text and ~~striketrough text~~ represents deleted text)
2. Example of Electronic Fuel Pricing Sign

ORDINANCE NO. 2015-12

AN ORDINANCE OF THE CITY OF TARPON SPRINGS, FLORIDA, AMENDING APPENDIX A (COMPREHENSIVE ZONING AND LAND DEVELOPMENT CODE), ARTICLE XI, SECTION 191.01 OF THE CODE OF ORDINANCES OF THE CITY OF TARPON SPRINGS, FLORIDA, TO AMEND SIGNAGE ACCESSORY TO THE SALE OF GASOLINE; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Board of Commissioners of the City of Tarpon Springs desires to provide flexibility for fuel station owners to display the price of fuel; and,

WHEREAS, the Board of Commissioners of the City of Tarpon Springs has determined that amendment to APPENDIX A (COMPREHENSIVE ZONING AND LAND DEVELOPMENT CODE), ARTICLE XI, SECTION 191.01 of the City of Tarpon Springs Code of Ordinances is necessary to make such change.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COMMISSIONERS OF THE CITY OF TARPON SPRINGS AS FOLLOWS:

SECTION 1 – That Appendix A, Article XI, Section 191.01 of the Code of Ordinances of the City of Tarpon Springs, Florida, shall be amended to read as follows:

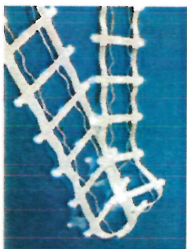
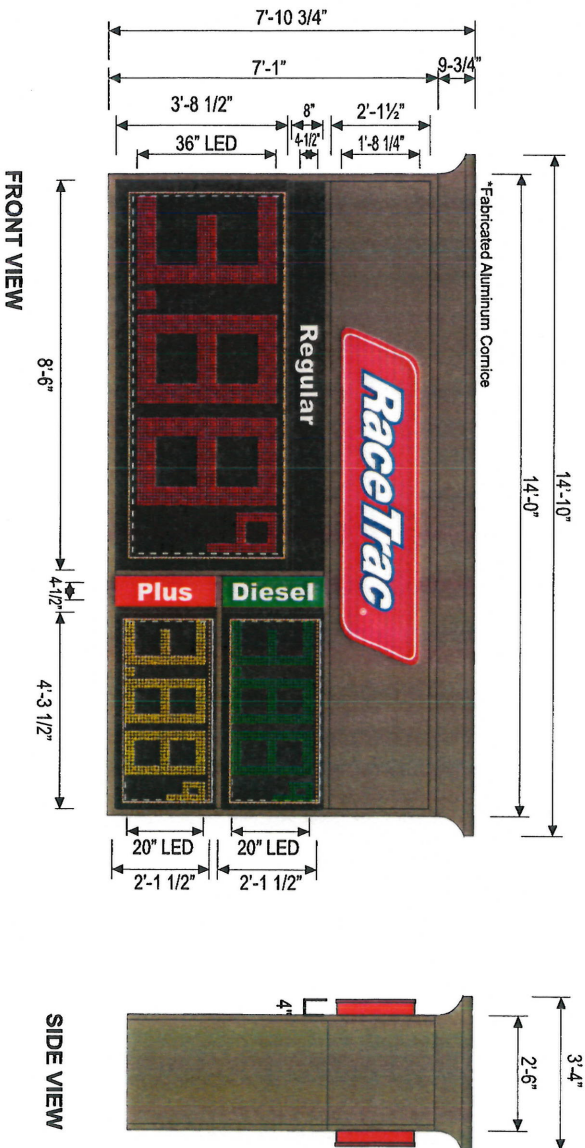
§ 191.01 - Signs Accessory to the Sale of Gasoline.

- (A) A separate freestanding sign advertising the price of gasoline shall be permitted at gasoline service stations. One sign shall be permitted per street frontage located not closer than five feet to the abutting street right-of-way. ~~The size shall not exceed nine square feet per sign face. In the event the sign is attached to the pole mounted sign, then the sign shall be subject to the area provisions for freestanding signs.~~ Signs shall be subject to the area provisions for freestanding signs set forth in Section 189.02.
- (B) Signs which are placed on the top of gasoline pumps in order to provide required information to the public regarding price per gallon, type of fuel and octane rating are permitted, provided that such signs may not exceed one and one-half square feet per sign face.
- (C) A gasoline service station with frontage on two or more streets shall be allowed an additional 25 square feet of freestanding sign area in addition to the signage allowed in Section 189.02.
- (D) A gasoline service station may allocate its total allowance of freestanding sign area, as determined in Sections 189.02 and 191.01(C), between the freestanding signs allowed on the parcel.
- (E) The sign(s) advertising the price of gasoline may be constructed to utilize an electronic reader board to identify the current price of fuel being sold.

SECTION 2 – This Ordinance shall become effective upon final passage and adoption.

100 SF Price Sign - 36" & 20" LED (N)

* All sign components to be UL listed. All wiring to conform to UL specifications. Installation to be per NEC requirements. All signs to bear UL labels.



Sloan Sign Box II
LED Interior Illumination

E85

Note: If E85 Fuel Product is required use 3M Translucent Yellow Vinyl 3630-015, (PMS 109 Yellow) Background Color with Black Text Color, Arial Black Letter Font.

Specifications:

Sign Faces:

- Logo panel: Bronze aluminum panel with parallelogram mounted to the surface. Parallelogram to be channel letter-type construction with .177" thick Polycarbonate face panels with 2nd surface applied translucent vinyl graphics. Parallelogram copy to be digitally printed red background stripes and white border with blue area of logo graphic also printed. Cabinet and trim cap to be red to match Axzo Nobel #SIGN20448.
 - Regular Unleaded Product Panel: Solar Grade Polycarbonate; Background to be 1st surface applied 3M vinyl opaque 180C-22 Matte Black; "Regular" to be show-through white or 1st surface applied 3M vinyl translucent 3630-020 White.
 - Diesel Product Panel: Solar Grade Polycarbonate; Background to be 1st surface applied 3M vinyl translucent 3630-26 Green; "Diesel" to be show-through white or 1st surface applied 3M vinyl translucent 3630-020 White.
 - Plus Product Panel: Solar Grade Polycarbonate; Background to be 1st surface applied 3M vinyl translucent 3630-33 Red; "Plus" to be show-through white or 1st surface applied 3M vinyl translucent 3630-020 White.
- Interior Illumination: Sloan Sign Box II LED Interior Illumination powered by low voltage power supplies. This is behind fuel grade panels, only.
- Sign Frame: 2" x 2" x .25" steel tube with .063 aluminum cladding.
- Extruded aluminum 1-1/2" wide Divider Bars installed to retain sign panels. Face dividers and retainer to be painted dark bronze and black.
- Sign Support: Internal steel pipe support to be welded to steel saddle bracket at top and bottom of sign frame.
- External steel sign support to meet building and local sign codes. Size of steel and footing as required per site requirements.