



## CITY OF PARKLAND

Meeting: Wednesday, October 19, 2016

## AGENDA SUMMARY

Agenda Item: 8.D

### ORDINANCE 2016-19

Consent Agenda, First Reading

**SHORT TITLE:** Ordinance amending uniform sign program (1st Reading)

**SUBMITTED BY:** Michele Mellgren

**SPONSOR:**

**DEPARTMENT:** Planning and Zoning

**ORIGIN OF REQUEST:** Staff

### STAFF RECOMMENDATION

Staff recommends approval

### GOALS & OBJECTIVES

**Goal(s):** Goal 4 - Preservation of Parkland's Character

**Objective(s):** 4.1 Maintain high quality development and design standards.

### BACKGROUND & PURPOSE

The proposed amendment would eliminate the requirement for businesses with a federally registered trademark to return to the Community Appearance Board for approval of a previously approved master sign plan should the lettering styles or colors deviate from those authorized in the uniform sign program. Such signs would still have to comply with all other requirements of the uniform sign program and the code of ordinances.

### Public Hearings:

*At the Planning & Zoning Board meeting of September 8, 2016, Board Member Lynne Fenoglio motioned to approve the application. Board Member Nathaniel Klitsberg seconded the motion. Passed unanimously (6-0).*

### FISCAL IMPACT

N/A

### ITEM APPROVAL

**ORDINANCE NO. 2016-19**

**AN ORDINANCE OF THE CITY COMMISSION OF THE CITY OF PARKLAND, FLORIDA, AMENDING SECTION 100-1520 OF THE CITY CODE RELATING TO THE REQUIREMENT FOR A UNIFORM SIGN PROGRAM; PROVIDING FOR CONFLICT; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the City Commission of the City of Parkland, Florida ("City Commission") wishes to acknowledge federally registered trademarks to reduce the burden on commercial or industrial centers as relates to application of the uniform sign code requirement;

**WHEREAS**, the City Commission held a duly noticed public hearing on October 5, 2016, after considering the recommendations made by the Planning and Zoning Board sitting as the Local Planning Agency at its duly noticed public hearing held on September 8, 2016.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF PARKLAND, FLORIDA AS FOLLOWS:**

**Section 1.** The foregoing "WHEREAS" clause is hereby ratified and confirmed as being true and correct, and is hereby incorporated herein and made a part hereof.

**Section 2.** Section 100-1520 of the City Code is hereby amended to read as follows (new language is underlined):

**Sec. 100-1520. - Requirement for uniform sign program.**

For any integrated multi-tenant commercial or industrial development in the city, a uniform sign program shall be established and approved by the city commission serving as the community appearance board, as required under the community appearance standards for signage in Section 75-160, signage for commercial centers. Uniform sign programs for developments that include one (1) or more multiple-tenant monument signs shall provide standards to ensure the compatibility of lettering styles, sizes and colors, and to ensure that there are adequate white (blank) space in between lines of text and bordering the text at the sign edges. All uniform sign programs require community appearance board approval. Once the city approves a uniform sign program, no further community appearance board approval is required should the property owner authorize lettering styles or colors that deviate from those authorized in the uniform sign program, but which are protected by a federally registered trademark, provided that such signs comply with all other requirements of the uniform sign program.

**Section 3.** If any word, phrase, clause, sentence of this Ordinance if for any reason held unconstitutional or invalid, the invalidity thereof shall not affect the validity of any remaining portions of this Ordinance.

**Section 3.** All other Ordinances in conflict herewith are repealed to the extent of such conflict.

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45 **PASSED 1<sup>ST</sup> READING THIS 19th DAY OF October, 2016.**

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47 **ADOPTED ON 2<sup>ND</sup> READING THIS 5th DAY OF October 2016**

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49 **CITY OF PARKLAND, FLORIDA**

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54 **MICHAEL UDINE, MAYOR**

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ATTEST:

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**JENNIFER JOHNSON, CITY CLERK**

Approved as to form and legality

\_\_\_\_\_  
**ANDREW MAURODIS, CITY ATTORNEY**

## ORDINANCE NO. 2016-19

**AN ORDINANCE OF THE CITY COMMISSION OF THE CITY OF PARKLAND, FLORIDA, AMENDING SECTION 100-1520 OF THE CITY CODE RELATING TO THE REQUIREMENT FOR A UNIFORM SIGN PROGRAM; PROVIDING FOR CONFLICT; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the City Commission wishes to reduce the burden on commercial or industrial centers as relates to application of the uniform sign code requirement;

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF PARKLAND, FLORIDA AS FOLLOWS:**

**Section 1.** The foregoing "WHEREAS" clause is hereby ratified and confirmed as being true and correct, and is hereby incorporated herein and made a part hereof.

**Section 2.** Section 100-1520 of the City Code is hereby amended to read as follows (new language is underlined):

**Sec. 100-1520. - Requirement for uniform sign program.**

For any integrated multi-tenant commercial or industrial development in the city, a uniform sign program shall be established and approved by the city commission as required under the community appearance standards for signage in Section 75-160. Signage for commercial centers. Uniform sign programs for developments that include one (1) or more multiple-tenant monument signs shall provide standards to ensure the compatibility of lettering styles, sizes and colors, and to ensure that there are adequate white (blank) space in between lines of text and bordering the text at the sign edges. All uniform sign programs require community appearance board approval. Once approved, signs may be altered to include the trademarked or copyrighted logo of the business located at the subject location without the need for any community appearance approval provided it is in compliance with other requirements of the approved uniform sign program

**Section 3.** If any word, phrase, clause, sentence of this Ordinance if for any reason held unconstitutional or invalid, the invalidity thereof shall not affect the validity of any remaining portions of this Ordinance.

**Section 3.** All other Ordinances in conflict herewith are repealed to the extent of such conflict.

Attachment: Attachment A - Ordinance 2016-19 (1374 : Ordinance amending uniform sign program (1st Reading))

PASSED ON FIRST READING ON THIS 5TH DAY OF OCTOBER, 2016.

PASSED AND ADOPTED ON SECOND READING THIS \_\_\_\_ DAY OF  
\_\_\_\_\_, 2016.

CITY OF PARKLAND, FLORIDA

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MICHAEL UDINE, MAYOR

ATTEST:

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JENNIFER L. JOHNSON, CMC., CITY CLERK

APPROVED AS TO FORM AND LEGALITY:

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ANDREW S. MAURODIS ESQ.

Attachment: Attachment A - Ordinance 2016-19 (1374 : Ordinance amending uniform sign program (1st Reading))



**STAFF REPORT  
CITY OF PARKLAND  
DEVELOPMENT SERVICES DEPARTMENT**

**Date Prepared:** September 1, 2016  
**Updated:** September 22, 2016

**I. Petition Description**

**Petition No:** O2016-19

**Request:** To amend Section 100-1520 of the Land Development Code to establish a process for altering previously approved uniform sign programs to accommodate federally registered trademarks. A copy of the Ordinance is Attachment "A."

**II. Staff Analysis**

The proposed amendment addresses the issue of trademarked or copyrighted logos on signs that are governed by an approved uniform sign program.

Under the current Code, signs containing a federally registered trademarked would be required to seek an amendment to an approved uniform sign program if the program did not specifically account for their design, colors or other defining features. The proposed amendment would not require Community Appearance Board approval for alteration of a sign to include a federally registered trademark or logo, provided it is in compliance with other requirements of the approved uniform sign program and code of ordinances.

**III. Staff Recommendation**

Staff recommends approval of Ordinance 2016-19.

**IV. Planning and Zoning Board Recommendation**

At the Planning & Zoning Board meeting of September 8, 2016, Board Member Lynne Fenoglio motioned to approve the application. Board Member Nathaniel Klitsberg seconded the motion.

Passed unanimously (6-0).

Attachment: Staff Report Master Sign Plan (1374 : Ordinance amending uniform sign program (1st Reading))

**Attachment “A”  
Proposed Ordinance**

**Attachment: Staff Report Master Sign Plan (1374 : Ordinance amending uniform sign program (1st Reading))**