

TOWN OF JUPITER



DATE: February 10, 2017
TO: Honorable Mayor and Members of Town Council
THRU: Andrew D. Lukasik, Town Manager *LB*
FROM: John Sickler, Director of Planning and Zoning *JS*
SUBJECT: Sign Code– Round Table discussion of wall sign issues for 2nd floor tenants.

MEETING DATE: SCT	TC 2/21/17
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EXECUTIVE SUMMARY:

Roundtable discussion in regards to concerns from 2nd floor tenants that they are not permitted signage because they are located on the second floor.

The Town's Land Development Regulations (LDR) were written to ensure excessive signage is not provided on individual properties in the Town by controlling the size, type and location of signs (see Attachment A for Section 27-1731, entitled "Purpose and Intent [Signs]"). Too many signs are typically confusing and can lead to sign clutter on individual properties. The Code seeks to preserve the quality of life and aesthetics which enhances the appearance of the Town and at the same time restrict signs which create visual clutter or confusion. Specifically, the various sign code sections limit tenant signs to the first floor, with the exception of building identification (or major tenant) signs which are allowed above the first floor.

Town Staff has heard concerns from second floor tenants about not being permitted signs on their second floor tenant spaces. They have indicated that visitors are unable to find their business because they do not have any wall signs on the buildings (see Attachment B). Some past examples of where this has occurred includes River Place (1009 W. Indiantown Road) and Jupiter Gardens Office Condominiums (350 Central Boulevard). The tenants with concerns are typically located within two story buildings where each tenant has an entrance from an outside second floor walkway or corridor and are located in buildings without a common first floor lobby. Attachment C provides a list of two story commercial buildings that have tenant spaces that are entered off an outside walkway.

Typically, most multi-story buildings have a common lobby and visitors can go to the lobby to locate the list of tenants within the building by use of a lobby directory. Visitors typically find the building(s), because the monument sign has the name of the development on the monument sign or the building has a "Building Identification" sign located below the roof line with the name of the development or a major tenant. For example, Reynolds Plaza is the name of the building as noted on the monument sign, and to find a tenant you would go into the lobby and look at the directory to find the tenant.

Based on Staff's cursory review of the issue, it was acknowledged that some alternatives exist and others could be added to the code, as determined to be appropriate, to provide more sign options.

Options to address 2nd story signs: To address the concern of second story tenants in two story buildings, staff has provided the below list of possible solutions to the signage issue:

- 1) **Stay the course/ encourage use of alternative signs permitted by code:** Property owners could put a stronger emphasis on branding a property by placing names on buildings or noting the name of the development on monument signs to assist visitors in locating a property. Then once the visitor is on site, they can use on-site way-finding signs or lobby directories to locate tenants. Specifically:

- a) **Window signs.** Currently the code allows for window signs. Tenants could be encouraged to use these sign to help in locating businesses. For example, pursuant to Section 27-1771(m), up to 25 percent of the total window area of a business may have signage (See Attachment D).
 - b) **Way-finding signs.** The Town Code allows way-finding signs (see Attachment E). Property owners could be encouraged to add these signs to help direct pedestrian and vehicular traffic around a property to find businesses. Way-finding signs may also be used at entrances to building lobbies to let visitors know what tenants are located in the building. Although way-finding signs could be added outside at entrance or a stairwell, if the property is less than five acres, only one of these signs is permitted to be added to the building. In most sign districts, a code change would be needed to add outside directory signs.
- 2) **Zoning Text Amendments to allow 2nd floor tenants signs:** The zoning code could be amended to allow 2nd floor tenants to have signage. Specifically:
- a) **2nd floor signs on first floor.** A zoning text amendment could be proposed to allow property owners to develop a master sign plan for a building allowing second floor tenants signage on the first floor. The regulations could be crafted to specifically address the issue of second floor tenants in two story buildings without lobbies and with tenant spaces located along an outside corridor. Although the second floor tenant may be permitted signage, the down side is that because the sign is not located where the business is actually located, it would be difficult to locate the tenant space. If this approach is supported, staff would recommend a sign program be required to establish appropriate parameters to ensure signs would be designed in keeping with each building’s unique characteristics,.
 - b) **Revise code to allow 2nd floor tenant signs.** A zoning text amendment could be proposed to allow property owners that have a master sign plan for a building showing the location of signs and how they could be added on a second floor. This is suggested for properties with exterior second floor walkways without a lobby. A drawback of this solution is that signage could appear excessive and cluttered on multiple floors of an office building if not done consistent with the architecture (see pictures in Attachment F).

STAFF RECOMMENDATION:
 Staff seeks Town Council input and direction, if any code amendments are desired.

Strategic Priority: Strong Local Economy

Attachments:

Attachment A – Purpose and Intent (Sec. 27-1731) Attachment B - Buildings with 2 nd floor sign concerns Attachment C – Buildings w/ outside corridors on 2 nd floor Attachment D – First Floor and Window Sign Attachment E – Way-finding Signs Attachment F – Pictures of 2 nd story signs	
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Purpose and Intent of
Chapter 27, Article XII, entitled "Signs"

Sec. 27-1731. - Intent and purpose.

The regulations and requirements set forth in this article are intended to preserve the character of the Town by controlling the size, location and use of signs in all zoning districts within the Town. It is further intended to protect property values and to create a more attractive, economic and business climate through the reinforcement and encouragement of graphic excellence and to reduce conflicts between signs. It is the goal of the Town to promote the Town's interest in aesthetics, to reduce urban clutter, to eliminate nuisance forms of advertising and to promote traffic safety by the avoidance of distractions to motorists caused by objectionable signage. It is not the intent or purpose of this article to impermissibly regulate signage by giving commercial speech greater protection than noncommercial speech, nor to discriminate among various noncommercial messages exhibited or conveyed by signs. Notwithstanding anything contained in the Town of Jupiter's Sign Code to the contrary, any sign erected pursuant to the provisions of this Code may, at the option of the applicant, contain either a noncommercial message unrelated to the business located on the premises where the sign is erected or a commercial message related to the business and located on the business premises. The noncommercial message may occupy the entire sign face or portion thereof. The sign may be changed from commercial to noncommercial messages as frequently as desired by the owner of the sign, provided that the size and design criteria conform to the applicable portions of this Code, the sign is allowed by this Code, the sign conforms to the requirements of the applicable zoning district, and the appropriate permits are obtained. For the purposes of this sign code, noncommercial messages, by their very nature, shall never be deemed an off premise sign.

Attachment B

Issue: Two story buildings in Town with 2nd floor sign concerns.



River place - 1009 W. Indiantown Road



Jupiter Gardens - 350 Central Boulevard

Two story buildings in Jupiter with second floor only accessible from outside walkway.

<i>Two story buildings in Jupiter with second floor only accessible from outside walkway</i>	
Plaza Name	Address
<i>Indiantown Road/ IOZ</i>	
Pebworth Professional Plaza – 125 W. Indiantown Road	Outside walkway provided on south side of buildings for access to second floor tenants. No common lobby.
River Place – 1009 W. Indiantown Road	Two of the five buildings on site are two stories. On the south side of these two buildings is a second floor outside walkway that provides access to tenants. No common lobby.
Jupiter Gardens Office Condominiums – 350 Central Boulevard	Two buildings on site. Both buildings 2 nd floor tenants must access tenant spaces by use of a second floor outside walkway. No common lobby.
21 N Hepburn Avenue	Outside walkway on both the north and south side of building. No common lobby.
<i>Inlet Village</i>	
NGF - 501 N. A-1-A	Outside walkway on the south side of building. No common lobby.
<i>Other Areas</i>	
Three Palms Plaza – 2151 S Military Trail	A predominately one story shopping center with a four story office buildings. In the southeast corner of the site, a second floor section is accessed by outside stairs. No common lobby.
1620 North – 1620 N. US Highway One	Two story building. On the north side of the building, the second floor is accessed by outside stairs. No common lobby.

First Floor Tenant Signs

Below are the Town’s Land Development Regulations that establish the eligibility for tenant wall signs:

<u>Code Section</u>	<u>Regulation</u>
Section 27-1772, entitled “Permanent signs” [Applicable to properties not located in a district with special sign regulations]	<i>P-7. Commercial or office "point of purchase" wall signs, attached to the building, for individual establishments in districts other than residential. No wall signs shall be permitted for any business located above the first floor. Wall or building signs shall not be located above the bottom of the second floor window line. Tenant wall signs shall be attached to the exterior wall of the tenant space being advertised. However, this provision shall not prohibit installation on a building in excess of one story of a building identification sign located immediately below the roof line of the structure.</i>
Section 27-990.32, entitled “Community Commercial (CC) and Town Center (TC) subdistricts” [MXD - Abacoa]	<i>No tenant wall sign shall be permitted for businesses located above the first floor.</i>
Section 27-871, entitled “Special sign regulations” [Indiantown Road Sign Code]	<i>No wall signs shall be permitted for any business located above the first floor. Wall or building signs shall not be located above the bottom of the second floor window line. Tenant wall signs shall be attached to the exterior wall of the tenant space being advertised. However, this provision shall not prohibit installation on a building in excess of one story of a building identification sign located immediately below the roof line of the structure.</i>

Window Sign

Section 27-1771(m), entitled “General regulations”: No more than 25 percent of the total window area of each individual commercial business may be covered with signage or other opaque material such as display racks, merchandise, or other items. The 25 percent coverage shall be calculated by using all window areas facing streets; however, the business can allocate the total sign coverage to one or more windows provided that no one window is covered 75 percent or greater with window sign(s).

Indiantown Road Overlay Zoning (IOZ) District.

Section 27-871(h), entitled “Special sign regulations”: Permanent window signs, including signs painted directly upon window glass, neon signs, hanging signs, or paper signs shall not exceed 25 percent of total window area. The 25 percent coverage shall be calculated by using all window areas facing streets;

however, the business can allocate the total sign coverage to one or more windows provided that no one window is covered 75 percent or greater with window sign(s).

Wayfinding Signs

Section 27-1772(6) and (16) entitled “Permanent signs”.

- P-16. **Way finding signs** for the listing or indexing of the names of businesses or tenants within a commercial, industrial, public or quasi-public institutional development and may also contain the overall name of the PUD, DRI, or commercial or residential subdivision. The sign is meant to be informative and provide directional information within a site for pedestrian and vehicular traffic and is not meant to be viewed from the adjacent streets or rights-of-way. Way finding signs shall not include any corporate logos. The sign design and typeface shall be consistent throughout the development.

Sign Type	1. Maximum area for one sign	2. Maximum number of signs per use	3. Minimum setback from public right-of-way	4. Maximum height to top, if sign attached to building	5. Maximum height to top if freestanding	6. Max. projection from bldg. face if attached parallel to bldg. face	7. Max. projection from bldg. face, perpendicular to bldg. face	8. Minimum height to bottom of sign	9. Max. area of all signs (2 or more signs)
P-1	–	–	–	–	–	–	–	–	--
P-2	32 sq. ft.	1 wall sign per street frontage (maximum of 2); 1 freestanding sign; and, 1 freestanding directional sign for hospitals with emergency services	10 ft. or N/A for a freestanding directional sign for hospitals with emergency services if located in a right of way adjacent to an arterial. The sign shall be designed to address all safety requirements and shall be subject to the approval of the Town Engineer	Below roof line.	15 ft. or 5' for freestanding directional sign for hospitals with emergency services	18 inches	6 feet	--	--
P-3	1 sq. ft.	1 per dwelling	--	10 ft. above grade	5 ft	12 inches	2 feet	--	--
P-4	12 sq. ft.	1	--	10 ft. above grade	8 ft.	12 inches	6 feet	--	--
P-5	4 sq. ft.	1 per 100' of street frontage	--	10 ft. above grade	--	12 inches	6 feet	--	--
P-6	4 sq. ft.		10 ft.	5 ft. above grade	5 ft.	18 inches	2 feet		--
P-7	See section 27-1776	See section 27-1776	10 ft	See section 27-1772	N/A	18 inches	6 feet		See section 27-1776
P-8	See section 27-1776	1 per development site; 2 if over 1,000' of street frontage, with a minimum spacing of 400' between signs	10 ft.	N/A	15 ft. or height of constructed building, whichever is less	N/A	N/A	--	As determined by Items 1 and 2
P-9 (Residential)	100 sq. ft.	2 per entrance	10 ft.	N/A	10 ft. above grade	N/A	N/A	--	--

P-9 (Commercial)	100 sq. ft.	2 per entrance when incorporated into entry feature(s), perimeter wall or fence and/or a pedestrian amenity.	10 ft.	N/A	6 ft. above grade	N/A	N/A	--	--
P-10	12 sq. ft.	1 per entrance att. to bldg. each street frontage	10 ft.	Below roof line.	10 ft. above grade	18 inches	N/A	--	As determined by Item 1
P-11	20% of storefront area	1	N/A	N/A	N/A	8 inches	N/A	10 feet	As determined by Item 1
P-12	See P-8 and freestanding changeable copy signage regulations in Section 27-1771(p).								
P-13	See P-8 and freestanding changeable copy signage for movie theater regulations in Section 27-1771(q).								
P-14	See P-7 and facade-mounted changeable copy signage for movie theaters regulations in Section 27-1771(r).								
P-15	40 sq ft	1 per development site or 2 when site has a split queue drive-thru.	10 ft.	N/A	6.5 ft.	N/A	N/A	--	N/A
P-16	28 sq ft per way finding sign; with Two sq ft permitted per tenant	1 for properties less than 5 acres; 2 for properties between 5 and 12 acres; 3 for properties greater than 12 acres.	50 ft.	N/A	6 ft.	N/A	N/A	--	N/A
P-17	6 sq. ft.	1 per ATM machine	Same as building or structure.	10 feet	10 feet	18 inches	n/a	--	--

Attachment "F"

Example of signs on each level of multi-story buildings.



Miami, Florida – 2738 Tamiami Trail



Redbird Center, Miami