

TOWN OF JUPITER



DATE: November 9, 2017
TO: Honorable Mayor and Members of Town Council
THRU: Lori Bonino, Interim Town Manager *LB*
FROM: John R. Sickler, Director of Planning and Zoning *JS*
SUBJECT: **SECOND FLOOR WALL SIGNS** – Town initiated zoning text amendment to the Town’s sign regulations to allow second floor tenants with exterior walkways to be allowed signs on the first floor.

HEARING DATES:	PZ 10/10/17	PZ #17-2335 Ordinance #29-17 SCT
	TC 11/21/17 1 st Reading	
	TC 12/19/17 2 nd Reading	

EXECUTIVE SUMMARY:

Consideration of an amendment to the sign code to allow second floor tenants with exterior walkways to be allowed signs on the first floor.

The Town Council at its February 21, 2017 meeting directed staff to analyze the issues and proceed with a zoning text amendment to permit second floor tenants to have signage. Although there was consensus to move forward with addressing the concerns of the second floor tenants, no consensus was determined on how the signage regulations should specifically be drafted.

Staff is proposing amendments to the Town Code to allow second floor tenants signage on the first floor if the tenant space is accessible only by an exterior walkway, and a master sign plan for the building, indicating the location of the signs, is reviewed and approved.

PLANNING AND ZONING COMMISSION RECOMMENDATION:

At the October 10, 2017 meeting, the Commission discussed various issues with allowing second floor signs on the first floor. The issues included the sign size, location, and appropriateness for additional signs. The Commission moved to recommend approval of Staff recommendations without addressing any of the issues raised. The motion failed by a 3-3 vote.

After further discussion on what level of changes would be appropriate to allow second floor tenants to have signage on a building, the Commission recommended approval (by a 5-1 vote) of the proposed zoning text amendment with modifications. Specifically, the Commission recommended:

“Second floor tenant signs shall not exceed 15 square feet. This requirement does not apply to Building Identification or first floor tenant signs.”

Staff has not incorporated the changes into Ordinance #29-17 because the deletion of the language would make the section unclear for first floor tenant signs. If the Town Council supports the change, it will need to be included in the motion of the ordinance as noted above.

STAFF RECOMMENDATION:

Staff recommends approval of Ordinance #29-17.

Strategic Priority: Financially Sustainable Town Providing Exceptional Municipal Services

Attachments:

Staff Report	Ordinance #29-17
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**TOWN OF JUPITER
TOWN MANAGER'S OFFICE**



DATE: November 9, 2017
TO: Honorable Mayor and Members of Town Council
THRU: Lori Bonino, Interim Town Manager
FROM: John Sickler, Director of Planning and Zoning *JS*
SUBJECT: **SECOND FLOOR WALL SIGNS** – Town initiated zoning text amendment to the Town’s sign regulations to allow second floor tenants with exterior walkways to be allowed signs on the first floor.

Ordinance # 29-17	Meeting dates:	PZ	10/10/17
PZ #17-2335		TC	11/21/17 - 1st Reading
SCT		TC	12/19/17 - 2nd Reading

Applicant: Town of Jupiter initiated.

Request: Amendment to the following sections to allow second floor tenants with exterior walkways to have signs on the first floor:

- 1) Section 27-871, entitled “Special sign regulations”;
- 2) Section 27-1772, entitled “Permanent signs”; and,
- 3) Section 27-1776, entitled “Space regulations for P-7 and P-8 signs”.

Planning and Zoning Commission Recommendation.

At the October 10, 2017 meeting, the Planning and Zoning Commission discussed various issues with allowing second floor signs on the first floor. The issues included:

- Location and difference in size of signs for the first and second floor businesses;
- Benefits and need of signage that help people locate second floor businesses; and,
- Use of navigation technology, such as GPS and Google maps, which help users find a building from the street without the use of signage.

The Commission’s first motion was to recommend approval of staff recommendations with no modifications. The motion failed by a 3-3 vote.

After further discussion on what level of changes would be appropriate to allow for second floor tenants to have signage on a building, the Commission recommended approval (by a 5-1 vote) of the proposed zoning text amendment with modifications to the following language [Sections 27-871(2)(c), and 27-1772(7)]:

Second floor tenant signs shall not exceed 15 square feet. This requirement does not apply to Building Identification or ~~first floor tenant~~ signs.

Staff has *not* incorporated the changes into Ordinance #29-17 because the deletion of the proposed language would make the section unclear relative to first floor tenant signs. If the

Town Council supports the modifications to the language, as recommended by the Planning and Zoning Commission, Ordinance #29-17 would need to be amended as noted by ~~strikeout~~ above.

Staff Recommendation.

Pursuant to the direction of the Town Council, staff recommends **approval** of the proposed text amendments, as shown in Ordinance #29-17, with additional language indicated by underline and deleted language indicated by ~~strikeout~~. Those sections of the regulations that are not underlined or stricken are not proposed to be modified.

Background/History.

The Town’s Land Development Regulations (LDR’s) 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 - Section 27-1731, entitled “Purpose and Intent [Signs]”). Too many signs are typically confusing and can lead to sign clutter on individual properties. To address this concern, the Town Code seeks to restrict signs which create visual clutter or confusion by limiting tenant signs to the first floor, with the exception of building identification (or major tenant) signs which are allowed above the first floor.

Town Council has indicated that second floor tenants have raised concerns that visitors are unable to find businesses located on the second floor because they do not have any wall signs on the buildings. Staff found that these concerns occur when the tenant space is located within a two story building where each tenant has an entrance from an outside second floor walkway. These types of buildings do not have a common first floor lobby where it is customary to have a directory sign in the lobby for wayfinding.

The Town Council at its February 21, 2017 meeting had a roundtable discussion on wall sign for second story tenants (see Attachment B – Executive Summary). Town Council directed staff to analyze the issues and proceed with a zoning text amendment to permit second floor tenants to have signage (see Attachment C - Minutes). Although there was consensus to move forward with addressing the concerns of the second floor tenants, no consensus was determined on how the signage regulations should specifically be drafted.

Below is a list of multi-story commercial buildings in the Town that have upstairs tenant spaces that are accessed off an outside walkway (see Attachment D for photo inventory of buildings).

Multi-story buildings in Jupiter with upstairs tenants only accessible from an outside walkway	
Plaza Name and Address	Description
Indiantown Road/ IOZ	
(1) 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. No second floor tenant signs exist on the facade.
(2) Jupiter Gardens Office Condo 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. About half the signs on the first floor are for second floor tenants and many were added without permits.

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(3) Pebworth Professional Plaza 125 W. Indiantown Road	Outside walkway provided on north side of buildings for access to second floor tenants. No common lobby. No second floor tenant signs exist on the facade.
(4) 50 S. Old Dixie	One and two story building. Walkway on two story section facing alley to west. No second floor tenant signs exist on the facade.
(5) Holmes Properties – 21 N Hepburn Avenue	Outside walkway on both the north and south side of building. No common lobby. Directory sign of uses provided on first floor (no permit).
<i>Inlet Village</i>	
(6) NGF (old Greg Norman Bld) 501 N. A-1-A	Outside walkway on the south side of building. No common lobby. No tenant signs. Building identification sign on tower element.
(7) Kempe Building 941 North A-1-A	Outside walkway on the south side of building. No common lobby. No tenant signs. No second floor tenant signs exist on the facade.
<i>Other Areas</i>	
(8) Three Palms Plaza – 2151 S Alternate A-1-A	A predominately one story shopping center with a four story office building. In the southeast corner of the site, a second floor section is accessed by outside stairs. No common lobby. Second floor tenant was permitted a second floor sign as a building identification sign.
(9) 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. An un-permitted sign for a 2nd floor tenant provided on stairs leading to 2nd floor.
(10) Commerce Center – 106 Commerce Way	A complex of one and two story buildings with the multi-tenant two story building located adjacent to Commerce Way. No second floor tenant signs exist on the facade.
11) 312 S. Old Dixie Hwy	Two story building. No common lobby. Signage provided for first floor tenant on first floor.
12) 210 Jupiter Lakes Boulevard	Two story buildings. No common lobby. No facade signs.

Analysis.

Proposed Regulations. At the Town Council's direction, staff is proposing amendments to the Town Code to allow second floor tenants signage on the first floor if the tenant space is accessible only by an exterior walkway, and a master sign plan for the building, indicating the location of the signs, is reviewed and approved (specific requirements of plan located below).

The various sign codes are listed below with the proposed changes:

- Chapter 27, Article XII (the standard sign code) and Indiantown Road Overlay Zoning District (IOZ) – Provision provided to allow second floor tenants to proposed signage on the first floor, based on an approved master sign plan, if the two story buildings have an outside walkway.
- U.S. One/Intracoastal Waterway zoning district (Section 27-860.10) – No revision proposed to this sign code since this code section does not limit signage to the first floor.
- Inlet Village (Flex South and Residential Subdistricts (Section 27-860.20) – No revision proposed to the sign code since the code refers to the U.S. One/Intracoastal Waterway zoning district (Section 27-860.10) which does not limit signs to the first floor.
- MXD sign code (Abacoa) – No changes proposed, since after an inventory of the area, no two story commercial buildings exist that are accessed by an outside walkway.

In addition, staff reviewed regulations of other municipalities to see how second floor tenant signs are addressed. Specifically, Palm Beach Gardens has regulations that allow for 2nd floor

signs, only if the building is two stories and only for existing buildings that were constructed prior to September 30, 2010. The signs are also limited to professional or medical uses and all sign must have a uniform type, color, material, shape and style. A copy of the regulations is attached (see Attachment E).

Other municipalities such as Stuart also have regulations for tenant signs. However, because they do not limit the signs to the ground floor, these signs then can be used on the 2nd floor or higher on buildings in their city (although not used frequently).

Second Floor Tenant Signs. The proposed text change could be used at existing developments to allow for second floor tenants to have signage. For example at Jupiter Gardens Office Condominium, most of the second floor tenants already have signs on the first floor, just below the second level. Many of these signs were added without permits. If the proposed regulations are adopted, permits could be pulled for these signs since they should meet the new regulations after a master sign plan is approved for the property. For River Place, the signs could be grouped together on the first floor tower element or located in the band under the walkway.

In addition, during the roundtable discussion, a limit on the size of second floor tenant signage was discussed. To ensure the sizes of the signs are not excessive compared to the building, staff is proposing that the second floor tenant signs not exceed 15 square feet. For example, at Jupiter Gardens Office Condominium each of the sign plaques are 10.5 square feet (7.0' x 1.5') in size. For comparison, a 0 - 30 foot wide bay in the IOZ would be permitted a 20 square foot sign and a 31 - 60 foot wide bay would be permitted a 40 square foot sign. Alternatively, a 31 foot wide tenant space in the Commercial, General (C-2) zoning district (utilizing Section 27-1772), would be permitted a 62 square foot sign (in a 25' tall building) for a first floor tenant.

If a building owner is proposing to allow signage for second floor tenants, staff determined that a master sign plan should be provided to ensure the signs are designed and installed in a uniform manner that is compatible with the architecture of the buildings, such as being designed to fit into arches, along bandings, or other architectural elements on the building and face the primary parking area for the tenant in a uniform manner. The specific changes are included in the attached Ordinance # 29-17.

Directional and Wayfinding Signs. Staff proposed and Town Council adopted in 2010 a new sign type called "wayfinding signs" to allow for easier navigation of a shopping center or commercial site by visitors who are trying to find tenants within a property. During the review of second floor tenant signs, there was discussion about allowing directional and wayfinding signs on the side of a building to allow tenants to have a prominent directory at an exterior stair well leading to the second floor. Staff reviewed modifying these regulations to incorporate them as wall signs, however, since the regulations only allow each tenant two square feet of sign area, these signs would be difficult to view and larger signs would look cluttered. Also, in most cases it would require people to leave their vehicles to read the information on the sign.

Conclusion

Staff finds the recommended zoning text amendments benefit the health, safety and general welfare of the public, and are consistent with the comprehensive plan. Therefore, staff recommends **approval** of the proposed zoning text amendment.

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Attachments:

- Attachment A –Purpose and Intent (Sec. 27-1731)
- Attachment B – Sign Code Round Table Executive Summary
- Attachment C – Town Council Minutes (February 21, 2017)
- Attachment D – Photos of Buildings with 2nd floor sign concerns
- Attachment E - Palm Beach Gardens Regulations

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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.

TOWN OF JUPITER

Attachment B



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 2nd floor sign concerns
- Attachment C – Buildings w/ outside corridors on 2nd floor
- Attachment D – First Floor and Window Sign
- Attachment E – Way-finding Signs
- Attachment F – Pictures of 2nd story signs

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

REGULAR AGENDA

ROUNDTABLE

8. Discussion regarding the List of Prioritized and In-process Strategic Initiatives in the 2018 Strategic Plan.

Note: the discussion will end with input from the Town Council regarding their individual preferences for the Town's FY 2018 Strategic Initiatives. The Town's Strategic Planning facilitator and staff will tabulate individual Town Council member responses during the Sign Code Roundtable (Item 9) and will reconvene with Town Council to finalize the prioritization process (Item 10).

Mr. Lukasik gave a status update on some of the items including: open space plans; reevaluating the Indiantown Road Zoning district (IOZ); Inlet Village North; mobility on the FEC Tracks; bike paths; reduction of crime; Cinquez Park; neighborhood Code Compliance; trees and infrastructure; policy for economic development and biotech; establishment of the Indiantown Road corridor association; benchmarking and best practices; and a hardened data center.

Ms. Trina Pulliam, consultant with Trainnovations, suggested Council try to reduce the number of items and circle the items they thought should be prioritized. She would tally the results and they would be discussed after the next item.

Ms. MB Hague, resident of Bourne Drive, believed the vision and the mission of the strategic plan was supposed to be committed to preserving Jupiter's unique character, history and vibrant small town feel. She felt there was a disconnect between the comprehensive plan, the Town Code and reality and used Harbourside as an example.

9. **Sign Code** – Discussion of wall sign issues for Second Floor tenants.

Mr. Scott Thatcher, Principal Planner explained the roundtable discussion would include signage for second story tenants who were not permitted signage by the Town Code. He reviewed the presentation which included various examples of signage with four possible solutions. The solutions included the following: allowing exterior directory signage; allowing second floor tenant signs on the first floor for those properties without a lobby; allowing second floor tenant signs; or not changing the Town Code.

Councilor Posner suggested that open walkway buildings should have signage at half size. He believed buildings with no open air walkways should remain the same. He felt second floor signage would cause sign pollution but thought all businesses should have fair and equal exposure *on the first floor if available space.*

Councilor Kuretski thought exterior directories for properties with open airways and wayfinding signs were good solutions.

3.7.17
SMB

REGULAR AGENDA
ROUNDTABLE

9. Sign Code – Discussion of wall sign issues for Second Floor tenants.

Councilor Posner stated he was more concerned for small businesses.

Vice-Mayor Kaufer asked if there was a size limit on address signage. Mr. Thatcher stated addresses were minimum letter heights approximately six to eight inches. Vice-Mayor Kaufer felt increasing the size of the address signage could assist patrons in locating businesses.

Councilor Delaney suggested smaller signs on upper levels.

Mayor Wodraska asked if Councilor Posner's suggestion was similar to Staff's suggestions. Mr. Thatcher stated it was similar to their suggestion of allowing second floor tenant signs on the first floor on buildings with exterior second floor walkways.

Mr. John Sickler, Planning and Zoning Director, stated fifty percent of the tenants on second floors had signs which should not be permitted on the first floor.

Ms. Cheryl Schneider, resident of West Mallory Boulevard, agreed with suggestions for businesses on the second floor.

Vice-Mayor Kaufer stated he would not support second floor tenant signs on the second floor for properties with exterior second floor walkways. He asked for Staff to do some modifications to allow second floor tenant signs on first floors of properties with exterior second floor walkways.

Mayor Wodraska agreed with Vice-Mayor Kaufer and felt the Town should tread slowly on changing the Town Signage Code.

Councilor Posner stated he also agreed.

10. Finalization of the 2018 Prioritized Strategic Initiatives List.

Ms. Pulliam said the overall objective was trying to condense the original twenty-nine initiatives to twenty initiatives so Staff could have reasonable, ample resources and time to accomplish Council's recommendations.

She stated four of the initiatives were going to be completed, two would be pushed to fiscal year 2019, six were removed from the list; which left seven others, three of the seven were suggested to remain for fiscal year 2018 and four were unclear, divided opinions.

Attachment D

Issue: Two story buildings in Town with 2nd floor exterior walkways.



(1) River place - 1009 W. Indiantown Road



(2) Jupiter Gardens - 350 Central Boulevard



(3) Pebworth Professional Plaza - 125 W. Indiantown Road



(4) 50 S. Old Dixie



(5) Holmes Properties - 21 N Hepburn Avenue



(6) NGF – 501 N US Highway One



(7) Kempe Building - 941 N A1A



(8) Three Palms Plaza - 2151 S Alternate A1A



(9) 1620 N US Highway One



(10) Commerce Center – 106 Commerce Way



(11) 312 S. Old Dixie Hwy



(12) 210 Jupiter Lakes Boulevard

See: “Flat/Wall Sign for second-story business, professional, or medical office tenants” in table below*.

*Only permitted for building existing prior to September 30, 2010

Sec. 78-285. - Permitted signs

Permanent signs shall be permitted as provided in Table 24.

Table 24: Permanent Signs

Sign Type	Permitted Zoning Districts	Max. Size of Copy Area	Max. Sign Faces	Max. Number of Signs	Max. Sign Structure Dimensions (1)	Other Limits
Flat/Wall Sign for Ground Floor Uses (3)	Nonresidential	NMT 5% of area of elevation of tenant space or bay. In no case shall copy exceed 70 square feet, whichever is less.	1	1 per tenant space or bay.	None	<ul style="list-style-type: none"> •Sign must face ROW or primary entrance. •Uniform type, color, material, shape and style. •Letters NMT 24 inches. •Max. 2 lines of copy. •Signs shall not be located above second floor line or above building parapet.
Flat/Wall Sign for second-story business, professional, or medical office tenants (4)	Nonresidential	NMT 5% of area of elevation of tenant space or bay. In no case shall copy exceed 70 square feet, whichever is less.	1	1 per tenant space or bay.	None	<ul style="list-style-type: none"> •Sign must face ROW or primary entrance. •Uniform type, color, material, shape and style. •Letters NMT 24 inches. •Max. 2 lines of copy. •Allowed above the ground floor. •Only allowed for second-story tenants of two-story buildings whose tenants have a primary building entrance facing a major arterial or collector road, or a

Palm Beach Gardens –Sign Regulations

						customer parking lot, and access not through a central lobby.
--	--	--	--	--	--	---

Notes to Table 24.

*Nonresidential includes commercial portion of residential PUDs or PCDs.

ROW = Public road right-of-way.

NMT = Not more than.

- (1) Height measured from average grade unless otherwise noted.
- (2) Ground sign must be landscaped as provided below.
 - a. Front: minimum width shall be not less than the height of the sign.
 - b. Side: minimum width shall be not less than the height of the sign.
 - c. Rear: minimum width shall be three feet.
- (3) For commercial, retail, or commercial portions of projects within mixed use land use designations that front directly on a major roadway (arterial or collector) with no front parking, one (1) additional sign is allowed on the rear elevation of buildings, as long as the customer parking and access is located in the rear.
- (4) Only for buildings existing as of September 30, 2010.

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ORDINANCE NO. 29-17

AN ORDINANCE OF THE TOWN COUNCIL OF THE TOWN OF JUPITER, FLORIDA, AMENDING CHAPTER 27 OF THE TOWN CODE PERTAINING TO SIGNAGE; PROVIDING FOR THE AMENDMENT OF SECTION 27-871, 27-1772 AND 27-1776 TO ALLOW SECOND FLOOR TENANTS IN TWO STORY BUILDINGS WITH EXTERIOR WALKWAYS TO HAVE WALL SIGNS; PROVIDING FOR SEVERABILITY; PROVIDING FOR THE REPEAL OF LAWS IN CONFLICT; PROVIDING FOR CODIFICATION, AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Town Council of the Town of Jupiter, Florida (“Town”) has adopted a Comprehensive Plan which has been determined to be in compliance with Chapter 163, Part II, Florida Statutes; and

WHEREAS, pursuant to Section 163.3202(2), Florida Statutes, municipalities are required to provide specific and detailed land development regulations as part of the implementation of their adopted comprehensive plans; and

WHEREAS, the Town Council has previously enacted land development regulations in regards to signage, which have been codified in Chapter 27 of the Town Code; and

WHEREAS, the Town’s Planning and Zoning Department (the Department) is recommending amendments pertaining to signage for tenants in two story buildings with exterior walkways; and

WHEREAS, the Town’s Planning and Zoning Commission has reviewed the Department’s recommendation and has made its recommendations to the Town Council regarding the amendments proposed by the Town staff; and

WHEREAS, the Town Council, after duly noticed public hearings has determined that the adoption of the proposed amendments would be consistent with the Town’s Comprehensive Plan and would further the public’s health, safety and general welfare.

NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF JUPITER, FLORIDA THAT:

1 **Section 2.** Chapter 27, Article VII, Sec. 27-871, entitled "Special sign
2 regulations" of the Town Code is hereby amended to read as follows:

3
4 (2)(c) No wall signs shall be permitted for any business located above the first floor, with
5 the exception for two story buildings as set forth herein. Wall or building signs
6 shall not be located above the bottom of the second floor window line. Tenant
7 wall signs shall be attached to the exterior wall of the tenant space being
8 advertised, with the exception of two story buildings in where the tenant space
9 is accessible through a common exterior walkway (not through a lobby) and the
10 building is the subject of a master sign plan. Second floor tenants in buildings
11 with these two features are permitted to have signage on the first floor.

12
13 For buildings where the owner has received a master sign plan approval which
14 includes second floor tenant signs on the first floor, the master plan and the
15 tenant signs shall:

- 16 1. Not exceed 15 square feet. This requirement does not apply to Building
17 Identification or first floor tenant signs.
- 18 2. Face the primary parking area for the tenant space and the signs shall
19 be installed in a uniform manner.
- 20 3. Be compatible with the architecture of the building and the signs shall be
21 designed to be integral to the building (e.g. fit into arches, bandings, or
22 other architectural elements on the building).

23
24 ~~However this provision Subsection (2)(c) shall not prohibit the installation of a~~
25 ~~building identification sign located immediately below the roof line of the~~
26 ~~building on a building of more than in excess of one story of a building~~
27 ~~identification sign located immediately below the roof line of the structure.~~

28
29
30 **Section 4.** Chapter 27, Article XII, Section 27-1772, entitled "Permanent signs"
31 of the Town Code is hereby amended to read as follows:

32
33 (7) ~~P-7. Commercial or office~~ Non-residential "point of purchase" wall signs,
34 attached to the building, for individual establishments in districts other than
35 residential. No wall signs shall be permitted for any business located above the
36 first floor, with the exception for two story buildings as set forth herein. Wall or
37 building signs shall not be located above the bottom of the second floor window
38 line. Tenant wall signs shall be attached to the exterior wall of the tenant space
39 being advertised, with the exception of two story buildings in where the tenant
40 space is accessible through a common exterior walkway (not through a lobby)
41 and the building is subject of a master sign plan. Second floor tenants in
42 buildings with these two features are permitted to have signage on the first
43 floors.

44
45 For buildings where the owner has received a master sign plan approval which
46 includes second floor tenant signs on the first floor, the master plan and the
47 tenant signs shall:

- 48 1. Not exceed 15 square feet. This requirement does not apply to Building
49 Identification or first floor tenant signs.

- 1 2. Face the primary parking area for the tenant space and the signs shall
- 2 be installed in a uniform manner.
- 3 3. Be compatible with the architecture of the building and be integral to the
- 4 building (e.g. fit into arches, bandings, or other architectural elements on
- 5 the building).

6
7 However, this provision Subsection (2)(c) shall not prohibit the installation of a

8 building identification sign located immediately below the roof line of the

9 building on a buildings of more than in excess of one story of a building

10 identification sign located immediately below the roof line of the structure.

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13 **Section 6.** Chapter 27, Article XII, Section 27-1776 of the Town Code, entitled

14 “Space regulations for P-7 and P-8 signs”, is hereby amended, to read as follows:

- 15 (3) When there is more than one ~~use~~ tenant space in any building, each ~~use~~ tenant
- 16 space on the ground floor shall be permitted ~~a one sign (P-7) for each frontage,~~
- 17 attached to the building. Second floor tenant signs on the first floor of two story
- 18 buildings, are only permitted where the owner has an approved master sign plan.
- 19 ~~and an applicable percentage of the free standing (P-8) sign, provided the total~~
- 20 ~~square footage for either does not exceed the maximum for P-7 and P-8 signs.~~

21
22 **Section 7. Severability.** If any section, subsection, sentence, clause, phrase or

23 portion of this Ordinance is for any reason held invalid or unconstitutional by any court of

24 competent jurisdiction, such portion shall be deemed a separate, distinct and

25 independent provision and such holding shall not affect the validity of the remaining

26 portions thereof.

27
28 **Section 8. Repeal of laws in conflict.** All ordinances or parts of ordinances in

29 conflict herewith are hereby repealed to the extent of such conflict.

30
31 **Section 9. Codification.** Sections of the Ordinance may be renumbered or re-

32 lettered to accomplish such, and the word "Ordinance" may be changed to "Section",

33 "Article", or any other appropriate word.

34
35 **Section 10. Effective Date.** This Ordinance shall take effect immediately upon its

36 execution.