



Legislation Text

File #: 15-5581, **Version:** 1

TO: Mayor and Commission

AGENDA DATE: 9/9/2021

FROM: John A. Peters, III, PE, Acting City Manager **AGENDA ITEM:** 8 - B

SUBJECT:

Request for approval of an alternative sign proposal as per Sec. 102-11 of the City Land Development Code - Ron A. Paradise, Director, Planning and Development Services (386) 878-8610.

Strategic Goal: Public Safety - Focus on City Beautification

LOCATION:

916 Deltona Blvd.

BACKGROUND:

Earlier in the year, a traffic accident toppled an old pole sign located at 916 Deltona Blvd. The sign served the dental practice of Dr. Michael Zerivitz (owner). After the toppled sign was removed, the owner proposed a new monument sign. However, the new sign fell under modern City sign regulations, and in order to adhere to the required setbacks the sign was to be located within a retention area. In addition, based on the curvature of the Deltona Blvd. corridor within the 900 block, maintaining an appropriate sight visibility triangle needed to be addressed. To reconcile the location of the sign within the retention area, and to protect the sight visibility triangle, the sign and location was forwarded to the City Development Review Committee (DRC) for review under Sec. 102-11, "Alternative sign approval process". On May 20, 2021 the DRC voted to recommend approval of the sign and location with a condition that a scaled site plan would be submitted illustrating protection of the sight visibility triangle for City Commission review.

An up to date survey was conducted for the property and a site plan was generated. The site plan is attached. There is also an elevation of the sign included as part of the attached site plan material. The site plan depicts the location of the sign and the sight visibility triangle. The location of the sign will not interfere with the sight triangle and the sign does comply with the DRC determination and other City sign regulations.

Therefore, staff recommends the City Commission approve the sign as depicted as part of the attached site plan and elevation consistent with Sec. 102-11, Alternative sign process of the City Land Development Code.

Note: Construction of the sign will require that a building permit be issued.

The Acting City Manager has the authority to make corrections of scrivener's errors and the like.

OPTIONS:

1. Approve the proposed sign and location

Advantages:

- a. The sign will represent new investment along the Deltona Blvd. corridor.
- b. The sign will help maintain a long standing viable business and community service within the City Community Redevelopment Area along Deltona Blvd.

Disadvantages:

- a. None.

2. Do not approve the sign and location as proposed.

Advantages:

- a. None

Disadvantages:

- a. The area along Deltona Blvd. will not be treated with a new modern sign.
- b. A viable business will be forced to continue without appropriate advertising and wayfinding as sign design is changed to address any comments or concerns.

COST:

N/A

SOURCE OF FUNDS:

N/A

ORIGINATING DEPARTMENT:

Planning and Development Services

STAFF RECOMMENDATION PRESENTED BY:

Ron A. Paradise, Director of Planning and Development Services - Staff recommends the City Commission approve, as per Sec. 102-11, Alternative sign approval process, of the City Land Development Code, the location and sign as per the submitted site plan and elevation.

POTENTIAL MOTION:

"I hereby move to approve, as per Sec. 102-11, Alternative sign approval process, of the City Land Development Code, the location and sign as per the submitted site plan and elevation. The Acting City Manager has the authority to make corrections of scrivener's errors and the like."