



Legislation Details (With Text)

**File #:** 21-00650      **Version:** 3      **Name:**  
**Type:** Discussion Item      **Status:** Completed  
**File created:** 7/23/2021      **In control:** City Council  
**On agenda:** 9/23/2021      **Final action:** 9/20/2021  
**Enactment date:**      **Enactment #:**  
**Title:** PROPOSED AMENDMENT TO THE LAND DEVELOPMENT CODE - REQUESTED BY LAMAR ADVERTISING  
**Sponsors:** Grover C. Robinson, IV

**Indexes:**

**Code sections:**

**Attachments:** 1. City Message Center - Ordinance Draft 5.17.21, 2. HANDOUT PIC CITY MESSAGE CENTER

Date	Ver.	Action By	Action	Result
9/20/2021	3	Agenda Conference	Completed	Pass
8/9/2021	2	Agenda Conference	Withdrawn	

**DISCUSSION ITEM**

**SPONSOR:** Grover C. Robinson, IV, Mayor

**SUBJECT:**

PROPOSED AMENDMENT TO THE LAND DEVELOPMENT CODE - REQUESTED BY LAMAR ADVERTISING

**RECOMMENDATION:**

That City Council discuss a proposed amendment to the Land Development Code requested by Lamar Advertising

**HEARING REQUIRED:** No Hearing Required

**SUMMARY:**

Lamar Advertising has requested that the City of Pensacola consider amending the Land Development Code to allow for a "City Message Center" sign to be located on the north side of the intersection Garden Street and Palafox Street, in the center median area. The Land Development Code currently prohibits permanent off-premise signs (billboards), as well as internally illuminated signage, at this location, as it is within the C-2A - Palafox Historic Business District,

Should City Council wish to consider the proposed amendment, the City's Planning Board would be required to review the request and make a recommendation. Additionally, due to the proposed location, and as the proposed language removes the Architectural Review Board (ARB) from the

normal review process for sign permit approvals in this district, it is recommended that the ARB be asked to provide input for consideration by the Planning Board and City Council.

**PRIOR ACTION:**

None

**FUNDING:**

N/A

**FINANCIAL IMPACT:**

None

**LEGAL REVIEW ONLY BY CITY ATTORNEY: Yes**

*7/27/2021*

**STAFF CONTACT:**

Keith Wilkins, City Administrator  
Kerrith Fiddler, Deputy City Administrator - Community Development

**ATTACHMENTS:**

- 1) City Message Center - Ordinance Draft 5.17.21

**PRESENTATION: Yes**