



# City of Pensacola

222 West Main Street  
Pensacola, FL 32502

## Memorandum

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**File #:** 41-17

City Council

12/14/2017

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### **LEGISLATIVE ACTION ITEM**

**SPONSOR:** City Council Member Brian Spencer

**SUBJECT:**

PROPOSED ORDINANCE NO. 41-17 - AMENDING SECTION 12-2-21 PALAFOX HISTORIC BUSINESS DISTRICT OF THE LAND DEVELOPMENT CODE

**RECOMMENDATION:**

That City Council adopt Proposed Ordinance No. 41-17 on second reading.

AN ORDINANCE AMENDING SECTION 12-2-21 (F)(4)(a) OF THE CODE OF THE CITY OF PENSACOLA, FLORIDA; PROVIDING FOR A PROHIBITION OF INTERNALLY ILLUMINATED SIGNS IN THE PALAFOX HISTORIC BUSINESS DISTRICT; PROVIDING FOR SEVERABILITY; REPEALING CLAUSE; PROVIDING AN EFFECTIVE DATE

**HEARING REQUIRED:** No Hearing Required

**SUMMARY:**

Currently, Land Development Code Section 12-2-21 Palafox Historic Business District does not specifically address the issue of internal illumination of signs.

Recently, on two (2) separate occasions, the Architectural Review Board (ARB) has interpreted the Code to authorize the denial of internally illuminated signs within the District. On appeal, the City Council has reversed the ARB on this issue, speaking to the lack of direction or specific prohibition within the Code.

At its September 12, 2017 Planning Board meeting, the Board took up the issue having been referred by the City Council. The City Council sent as a recommendation language stating, "Internally illuminated signs shall be prohibited, excepting that internal illumination of individual lettering of a sign shall be permitted."

The Board, during its discussion, felt that internal illumination of signs within the Palafox Historic District was not in keeping with the desire to maintain and preserve the integrity and history of the City. Mr. Grundhoefer (Board Member) stated, "...the ARB was attempting to maintain and preserve the integrity and history of the City, and if the Planning Board also has that as a mantra, then the Board should be proud to take that on as well."

The following Motion was made and seconded: Internally illuminated signs shall be prohibited. This motion carried unanimously.

**PRIOR ACTION:**

November 9, 2017 - City Council conducted a public hearing and voted to approved Proposed Ordinance No. 41-17 on first reading.

September 12, 2017 - Planning Board Meeting

August 10, 2017 - City Council forwards internal illumination issue within the PHBD to the Planning Board for review and recommendation.

**FUNDING:**

N/A

**FINANCIAL IMPACT:**

None

**STAFF CONTACT:**

Don Kraher - Council Executive

**ATTACHMENTS:**

- 1) Proposed Ordinance No. 41-17
- 2) Planning Board Minutes 9.12.17

**PRESENTATION:** No