



# City of Pensacola

222 West Main Street  
Pensacola, FL 32502

## Memorandum

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**File #:** 17-00407

City Council

7/10/2017

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### **LEGISLATIVE ACTION ITEM**

**SPONSOR:** City Council President Brian Spencer

**SUBJECT:**

QUASI-JUDICIAL HEARING: REVIEW OF ARCHITECTURAL REVIEW BOARD (ARB) DECISION - 101 E. MAIN STREET, PALAFOX HISTORIC BUSINESS DISTRICT, C-2A, SIGNAGE

**RECOMMENDATION:**

That City Council conduct a Quasi-Judicial hearing to review the Architectural Review Board's decision of April 20, 2017 regarding 101 E. Main Street, Palafox Historic Business District, C-2A, Signage.

**HEARING REQUIRED:** Quasi-Judicial

**SUMMARY:**

This item was initially an abbreviated review; however due to the nature of the request, it was determined that a review by the entire Board was appropriate.

The applicant initially requested a non-illuminated monument sign and an illuminated attached wall sign for the Holiday Inn Express. The proposed signage includes a monument sign to be located on E. Main Street as well as two attached wall signs. The building fronts two streets and is allowed signage on two elevations. The proposed signage is blades and not flat-mounted signage. Colors are consistent with the branded flagship. The applicant further stated that it was felt that the request for illuminated signage was not out of line when looking at the surrounding area and that due to the design of the Holiday Inn Express logo reverse lit signage would not work.

The applicant amended the application, asking the ARB to consider internal illumination on the wall signs and offered as a compromise an internally illuminated sign where the colored portion of the sign would be opaque, and only the white letters would have light illuminating from behind, creating the effect of channel letters.

During the discussion, Board member Townes intimated that through interpretation of the Code related to the Palafox Historic Business District, the Board would make a subjective decision, trying to maintain the historic integrity of the district, one of the factors drawing Holiday Inn to this location. Further opining that the Board should evaluate if the Board would continue to hold the historic character of the district with non-illuminated signs throughout the area so that this facility and all the other facilities who have complied are very visible at night, stating that outside light directed onto the signage has worked on numerous occasions.

Mr. Mead explained that when you create a single point of light, you create the impression of shadow where it

really does not exist, but it makes people feel there are darker places than there really are, and it impacts the street feel.

A motion was made by Board Member Townes to approve non-internally illuminated signs but to allow the applicant to externally illuminate the sign with appropriate uplighting, this motion received a second by Board Member Campbell. Board Chairman Quina clarified that one motion to deny the existing request for illuminated signage is being denied while accepting the conditional approval as stated in the original motion.

Prior to a vote being taken, the applicant stated that it was very possible that the Holiday Inn Corporation would seek internally illuminated signage in one of two ways; via the opaque compromise that was offered or similar to the Bank of Pensacola signage which is reverse channel.

A vote on the motion to deny the internally illuminated signage request and to conditionally approve a non-internally illuminated sign, allowing applicant to externally illuminate the sign with uplighting was taken and passed unanimously.

TO NOTE: In February of 2017 the City Council, through a Quasi-Judicial hearing overrode an ARB decision denying internally illuminated signage on the YMCA, thereby permitting such signage within the Palafox Historic Business District.

**PRIOR ACTION:**

April 20, 2017 - ARB decision regarding 101 E. Main Street  
February 9, 2017 - City Council decision regarding YMCA Signage

**FUNDING:**

N/A

**FINANCIAL IMPACT:**

None

**STAFF CONTACT:**

Don Kraher, Council Executive

**ATTACHMENTS:**

- 1) 101 E. Main St. - Notice of Appeal
- 2) 4-20-17 - ARB Meeting Minutes - 101 E. Main St.
- 3) Sec. 12\_2\_21. \_ Palafox\_historic\_business\_district

**PRESENTATION:** Yes