



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Memorandum

File #: 20-00500

Planning Board

11/10/2020

TO: Planning Board Members

FROM: Cynthia Cannon, AICP, Assistant Planning Director

DATE: 11/3/2020

SUBJECT:

Variance Request to Section 12-4-4, Signs and Section 12-2-12 (C)(4)(a) - 151 W. Main Street in the Waterfront Redevelopment District.

BACKGROUND:

A Variance application was previously submitted by Carver Darden to install a fifty (50) square foot sign on the second floor, northwest front of the building, at 151 Main Street. This request was brought before the Planning Board on October 13, 2020. The Planning Board subsequently made a motion to deny the Variance application to the maximum signage allowance requirements for this property.

A new Variance application has been submitted by Carver Darden requesting a sixty-four (64) square foot sign at this same location. The existing signage for the first floor tenants currently occupies thirty-nine (39) square feet.

This property is located in the Waterfront Redevelopment District (WRD) and per Section 12-4-4, Signs and Section 12-2-12 (C) (4) (a), Redevelopment Land Use District, of the Land Development Code, the following regulations apply in the WRD:

- "Size: Ten (10) percent of the building elevation square footage (wall area) which fronts on a public street, not to exceed fifty (50) square feet. Buildings exceeding five (5) stories in height; one attached wall sign or combination of wall signs not to exceed two hundred (200) square feet and mounted on the fifth floor or above."

This request has been routed through the various City departments and utility providers. Those comments are attached for your review.