



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Memorandum

File #: 21-00650

City Council

9/23/2021

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