

PREMIER EXHIBITIONS, INC.
VA-12-05-29

Board of County Commissioners
August 28, 2012

SUBJECT PROPERTY



SUBJECT PROPERTY



- Historical exhibition features an interactive museum with guided tours and a dinner show
- 35 employees
- ~ 100,000 visitors this year

TITANIC MURAL



- Commissioned in 2008 by former owner of the historical exhibition
- Painted by local central Florida artist, Krystiano D'Costa
- Does not contain any words, letters or numbers (ship's hull)
- No previous code violations

VARIANCE REQUEST



- 32% reduction in size of Existing Mural
- 70% reduction in other existing signage on building
- Adjacent businesses in support of variance request

VARIANCE REQUEST

- Approved by BZA subject to six conditions:

1. No enlargement of any signs on the property;
2. No additional signage;
3. No replacement for any signage;
4. All signage kept in good repair;
5. Titanic mural will be removed upon Premier's sale of the exhibition or 5 years from date of Orange County approval, whichever occurs last; and
6. Awning signage shall be limited to 30 sq. ft.

SPECIAL CONDITIONS AND CIRCUMSTANCES

- Decorative Artwork
- Mural located on central parapet of building and is separate and apart from other signage
- In place for 4 years
- Mural does not contain any text advertising or identifying the historic exhibit

NOT SELF CREATED

- Mural was completed ~ 3 years before Applicant purchased the Exhibition and commenced operation of the business
- Mural as a commissioned work of art was not intended to be a “sign” that would be subject to regulation under the County’s Sign Ordinance

NO SPECIAL PRIVILEGE

- Mural is consistent with appearance of other tourist attractions along I-Drive in close vicinity of Subject Property
- All adjacent businesses have submitted letters in support of variance request

SURROUNDING PROPERTIES



282325279800012 04/21/2006



282325279800011 03/21/2012



282325385900010 03/21/2012



282325280400010 03/22/2012



282336716401000 05/15/2006



DEPRIVATION OF RIGHTS

- Murals enjoyed by other businesses along I-Drive
- Cause destruction of commissioned artwork
- Results in blank void in central architecture feature of building
- Impermissible infringement of 1st Amendment rights to free speech and expression

MINIMUM POSSIBLE VARIANCE

- Preserves Mural as existing artistic feature
- 32% reduction in size of Mural
- 70% reduction in other signage on building
- BZA's Conditions of Approval ensures minimum possible variance

PURPOSE AND INTENT

- Maintains attractiveness and economic well-being of the Exhibition and surrounding businesses
- Enhances visual experience of visitors to I-Drive
- Consistent with the appearance of other tourist attractions along I-Drive
- Minimum possible variance to preserve Mural

REQUESTED ACTION

- Approve Premier's variance request as recommended by the Board of Zoning Adjustment