

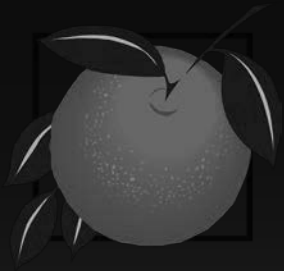


**BCC CALLED PUBLIC HEARING  
ON**

**BZA #VA-12-05-029, JULY 5, 2012**

**APPLICANT: PREMIER EXHIBITIONS,  
INC.**

**AUGUST 28, 2012**



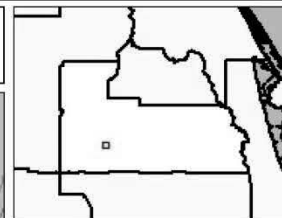
# BACKGROUND

<b>CASE:</b>	<b>BZA # VA-12-05-029</b>
<b>APPLICANT:</b>	<b>Premier Exhibitions, Inc.</b>
<b>REQUEST:</b>	<b>Variance in C-2 zone to allow variances for wall signage and awning signage as follows:</b> <b>1) Wall signage: Allow 398 sq. ft. of copy area in lieu of 115 sq. ft.; and</b> <b>2) Awning signage: Allow 52 sq. ft. in lieu of 18 sq. ft.</b>
<b>ZONING:</b>	<b>C-2 Commercial</b>
<b>TRACT SIZE:</b>	<b>2.19 acres</b>
<b>LOCATION:</b>	<b>West side of International Dr., just south of Carrier Dr.</b>
<b>DISTRICT:</b>	<b>#6</b>

# ZONING MAP



## VA-12-05-029 Zoning Map



### Legend

- Major Streets Labels
- Streets (1 - 32,000) Labels
- Zoning Labels
- Route Shields for Primary Road
- I 4
- SR 50
- TOLL 408
- TOLL 414
- TOLL 417
- TOLL 429
- TOLL 528
- TURNPIKE
- US 17-92
- US 441
- Sustainable Agriculture
- Contiguous to Sust Ag
- Cities
- Apopka
- Bay Lake
- Belle Isle
- Eatonville
- Edgewood
- Lake Buena Vista
- Maitland
- Oakland
- Ocoee
- Orlando
- Windermere
- Winter Garden
- Winter Park
- Limited Access Roads
- Tolled Facility
- I-4

1:6,622



0.2 0 0.10 0.2 Miles

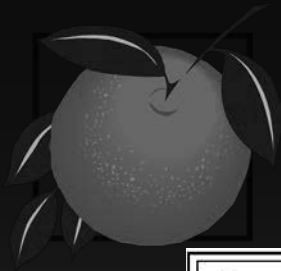
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This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

THIS MAP IS NOT TO BE USED FOR NAVIGATION

### Notes

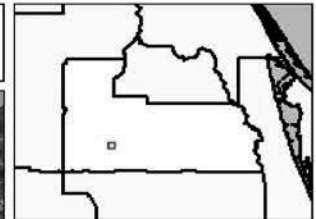
Enter Map Description



# AERIAL

Geocortex<sup>®</sup>  
Essentials  
for ArcGIS Server

## VA-12-05-029 Aerial Map



### Legend

Major Streets Labels  
Streets (1 - 32,000) Labels  
Route Shields for Primary Roa

- I-4
- SR 50
- TOLL 408
- TOLL 414
- TOLL 417
- TOLL 429
- TOLL 528
- TURNPIKE
- US 17-92
- US 441

Sustainable Agriculture  
Contiguous to Sust Ag

#### Cities

- Apopka
- Bay Lake
- Belle Isle
- Eatonville
- Edgewood
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- Ocoee
- Orlando
- Windermere
- Winter Garden
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#### Limited Access Roads

- Tolled Facility
- I-4

#### Major Streets

1:3,311



0.1 0 0.05 0.1 Miles

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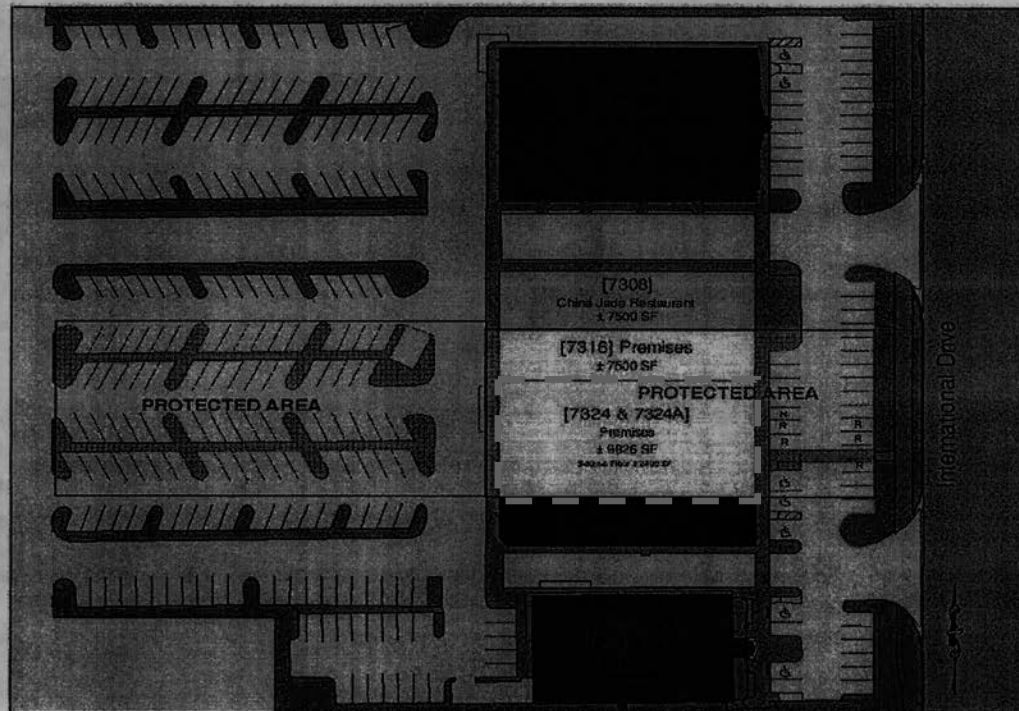
### Notes

Enter Map Description

# SITE PLAN

## EXHIBIT A

FLOOR PLAN/PREMISES, SITE PLAN, RESERVED PARKING AND PROTECTED AREAS

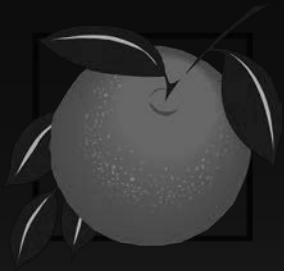


"R" = Reserved Parking Spaces

Tenant responsible for managing its six (6) Reserved Spaces

**Premises total: 19,726 square feet**

Scale is approximate



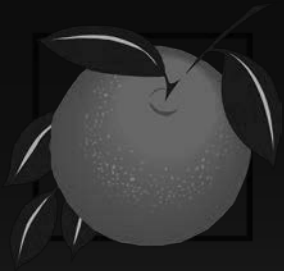
# SIGN CODE REQUIREMENTS



Tourist Commercial Sign Code: 1 sq. ft. every linear ft. of building frontage

Applicant allowed 105 sq. ft. of copy area plus additional 10% for height of building (40 ft.)

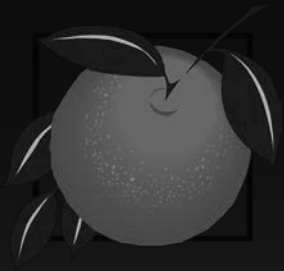
Total **115 sq. ft.** of copy area allowed



# STAFF FINDINGS

- Painted mural constitutes a sign per Chapter 31.5
- Code Enforcement cited applicant in March 2012 for unpermitted wall signage
- Applicant submitted variance application in March 2012
- Property is 500 ft. from Orlando city limits

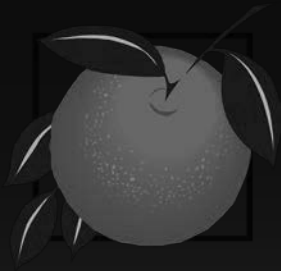




# SIGN CODE 31.5 DEFINITIONS

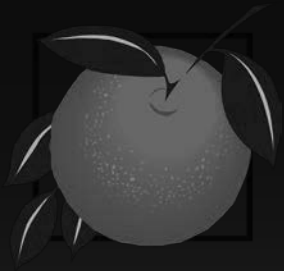
*Sign* shall mean any surface, fabric, device, name, identification, image description, message, display or illustration using graphics, symbols, words, letters, or numbers which is affixed to, painted on, or represented directly or indirectly upon a building, structure, or parcel of property, and which directs attention to an object, product, place, activity, facility, service, event, attraction, person, issue, idea, institution, organization, development, project or business for the purpose of advertising, identifying or conveying information to the public. The definition of sign shall not be construed to mean a sign located in the interior of any building or structure which sign is not visible from outside the structure. A sign may include the sign face and sign structure.





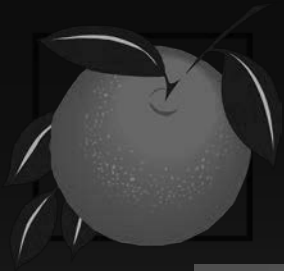
# EXISTING SIGNAGE





# EXISTING SIGNAGE



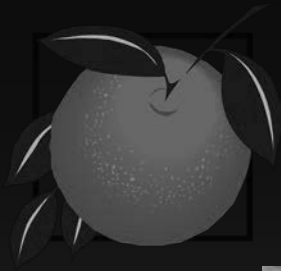


# ORIGINAL WALL SIGNAGE CALCULATIONS



$$A \times B = 588 \text{ sq. ft.}$$

$$C \times D = 50 \text{ sq. ft.}$$



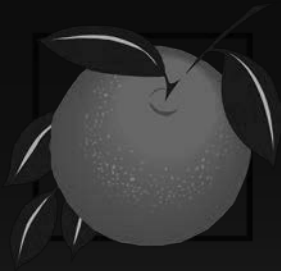
# PROPOSED SIGNAGE CALCULATIONS



$A \times B = 346 \text{ sq. ft.}$     $\frac{1}{2} C \times D = 52 \text{ sq. ft.}$    Total Wall Signage Proposed = 398 sq. ft.

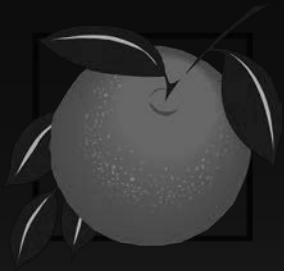
$F \times G = 50 \text{ sq. ft.}$

Total Banner Signage Proposed = 50 sq. ft.



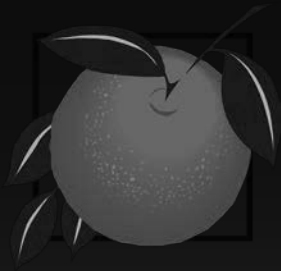
# EXISTING VS. PROPOSED





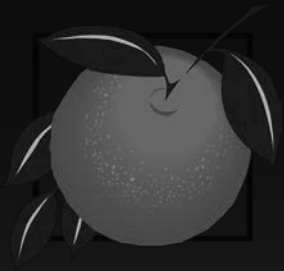
# BZA FINDINGS

- Original request was excessive. Requested applicant to modify and reduce the amount requested (from 638 sq. ft. to 398 sq. ft.)
- Applicant's revised request was more reasonable than original request
- Added a sunset provision in conditions of approval



# BZA RECOMMENDATION

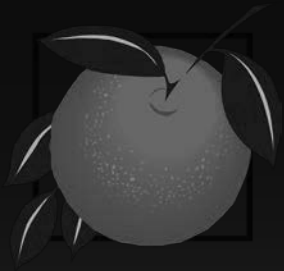
**DECISION:** A motion was made by Zachary Seybold, seconded by Vishaal S. Gupta, with Jamie Poulos, and Rebecca Martinez, voting AYE by voice vote, Johnny Alderman and Peter Betterman voting NO by voice vote, Ka’Juel J. Washington absent for vote, and carried to approve the Variance request in that the Board finds it met the requirements governing Variances as spelled out in Orange County Code, Section 30-43(3), and that the granting of the Variance does not adversely affect general public interest; further, said approval is subject to six (6) Conditions of Approval (4 in favor; 2 opposed; 1 absent)



# BCC ACTION REQUESTED

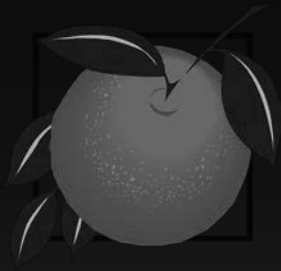
Approve the request consistent with the Board of Zoning Adjustment's recommendation and conditions.





# BZA CONDITIONS

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



# Clarification of Condition #5

**As the Condition reads:**

*The Titanic mural will be removed upon Premier's sale of the exhibition or 5 years from the date of Orange County approval, whichever occurs last.*

**This will allow the Titanic mural to remain as long as the business is in operation. If the business ceases in less than 5 years, the sign could remain for a total of 5 years.**

**Alternatively the Condition could read:**

*The Titanic mural will be removed upon Premier's sale of the exhibition or 5 years from the date of Orange County approval, whichever occurs ~~last~~first.*

**This would require the removal of the Titanic mural immediately if the business closed, and would require removal at five (5) years even if the business remains in operation.**



**BCC CALLED PUBLIC HEARING  
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**AUGUST 28, 2012**