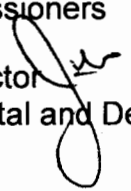





**Interoffice Memorandum**

**DATE:** November 1, 2018

**TO:** Mayor Teresa Jacobs  
-AND-  
Board of County Commissioners

**FROM:** Jon V. Weiss, P.E., Director   
Community, Environmental and Development  
Services Department

**CONTACT PERSON:** Eric Raasch, Interim DRC Chairman   
Development Review Committee  
Planning Division  
(407) 836-5523

**SUBJECT:** November 13, 2018 – Public Hearing  
Regarding the Convention Center Sign District  
District 6

On September 22, 2015, the Board of County Commissioners approved ordinance 2015-17, which allows for wall banner signs to be permitted at hotels in connection with the Convention Center contract events, subject to specific criteria.

Staff is now proposing changes to those criteria, which affect Orange County Code Section 31.5-176.5 (Banner Signs) and Section 31.5-177 (Convention Center Sign District). In short, Section 31.5-176.5 is proposed to be deleted and moved to Section 177, with amendments including provisions to allow for "Gobo" projection signage, removal of the requirement that Temporary Convention Center Hotel Signs signage shall be removed three days after the conclusion of the event in which it is associated, and removal of the maximum of four times per year for each hotel.

The amended code provisions retain criteria for qualifying hotels, a maximum time limit per sign, a maximum number of signs per hotel, a maximum copy area per sign, and the requirement for the Director of the Convention Center (or designee) to review each sign for approval.

**ACTION REQUESTED:** Make a finding of consistency with the Comprehensive Plan and approve the Ordinance to delete Orange County Code Section 31.5-176.5 (Banner Signs) and to amend Section 31.5-177 (Convention Center Sign District).  
District 6

Attachment  
JVW/EPR

ORDINANCE NO. 201\_ -

AN ORDINANCE OF ORANGE COUNTY, FLORIDA,  
AMENDING THE SIGN CODE, CODIFIED AT CHAPTER  
31.5 OF THE ORANGE COUNTY CODE, BY DELETING  
SECTION 31.5-176.5 ("BANNER SIGNS") AND BY  
AMENDING SECTION 31.5-177 ("CONVENTION CENTER  
SIGN DISTRICT"); AND PROVIDING AN EFFECTIVE  
DATE.

BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF ORANGE  
COUNTY, FLORIDA:

*Section 1. Amendments; In General.* Chapter 31.5 of the Orange County Code is  
amended as set forth in Sections 2 and 3 below, with new language being shown as underlined  
and deleted language being shown as ~~struck through~~.

*Section 2. Deletion of Section 31.5-176.5 ("Banner Signs").* Section 31.5-176.5 is  
hereby deleted in its entirety, as follows:

~~Sec. 31.5-176.5. Banner signs.~~

~~(a) Banner signs shall be permitted per section 31.5-96.~~

~~(b) Wall banner signs may also be permitted at hotels in connection with Convention  
Center contract events, subject to the following criteria:~~

~~(1) The hotel shall be physically attached to the Convention Center through an  
elevated walkway and exceed seven hundred fifty (750) rooms.~~

~~(2) Each sign shall be approved by the Director of the Orange County Convention  
Center or his/her designee and the general manager of the hotel or his/her designee.~~

~~(3) A sign may be erected not more than seven (7) days before the contract event with  
which it is associated, and shall be removed not later than three (3) days after the  
conclusion of the event. No such sign may remain for a period exceeding fourteen (14)  
days. (4) A sign shall be placed within the top fifty (50) percent of the building.~~

~~(5) A hotel shall be allowed a maximum of three (3) such signs at any one time, up to  
a maximum of four (4) times per year.~~

~~(6) The maximum copy area of a sign shall be four thousand (4,000) square feet.~~

**Section 3. Amendments to Section 31.5-177 ("Convention Center sign district").**

Section 31.5-177 is hereby amended as follows:

**Sec. 31.5-177. - Convention Center sign district.**

(a) Due to the unique nature and function of the Orange County Convention Center (OCCC), consideration of signage for identification, information, directions, contract events, exhibitors, and vendors cannot be adequately and completely addressed by the standard Orange County sign ordinance codified in Chapter 31.5 of the Orange County Code. The OCCC is a facility with over seven million (7,000,000) square feet under roof, with over one thousand three hundred (1,300) linear feet of building frontage, with no building over one hundred fifty (150) feet in height, and resting on over three hundred (300) acres of functionally contiguous lands. The OCCC annually hosts approximately two hundred (200) contract events attracting over one million three hundred thousand (1,300,000) attendees. Orange County, through the tourist development tax, has a significant financial investment in the OCCC, and its continued success is vital to the economy of Orange County.

(b) In order to address signage issues unique to the OCCC, the Convention Center Sign District (CCSD) is hereby created as the master sign plan code for the OCCC. The CCSD is attached as Appendix "A" and incorporated into this section by reference.

(c) When used in this section, the following terms shall have the following meanings:

(1) Bridge sign shall mean a sign placed on an elevated bridge identified in Appendix "A" that connects portions of the OCCC or connects the OCCC to another venue.

(2) Contract event shall mean an occurrence held at the OCCC pursuant to a written agreement or contract with a set beginning date (including set-up) and a set ending date that utilizes a minimum of ninety thousand (90,000) square feet of exhibition space.

(3) Electronic Message Center (EMC) shall mean an on-site changeable copy sign capable of displaying words, symbols, figures, or images that can be changed electronically by remote or automatic means.

(4) Exhibition space shall mean the floor space within the OCCC that is leased for exhibition and does not include common areas, outside areas, back of house, hallways, or other areas not commonly rented during contract events.

(5) Exhibitor or vendor shall mean an organization, association, corporation, partnership, business, non-profit group, government, or individual that rents exhibition space from OCCC during a contract event to display, present, show, or demonstrate products and/or services at such contract event and has met with approval from the show management.

(6) Imagery shall mean a representation that conveys a message concerning a product, service, contract event, business, or directions.

(7) Show management shall mean an organization, association, corporation, partnership, business, non-profit group, government, or individual that organizes or promotes a contract event.

(8) Wayfinding sign shall mean a sign that directs attendees at the OCCC to a contract event, vendor, exhibitor, registration area, staging area, OCCC office, personal service facility, entertainment site, or refreshment area.

(d) The CCSD is intended to accomplish the following goals, purposes, and objectives:

(1) Provide for the identification of the OCCC and the location of its several buildings (W, S, and N);

(2) Provide directional information to help attendees more easily and safely locate their intended destinations (wayfinding signs);

(3) Provide attendees with information about contract events they are attending or information about future contract events scheduled for the OCCC; and

(4) Provide space for exhibitors and vendors to identify themselves to those attending contract events.

(e) Except as noted hereinbelow in subsection (f), the following sign restrictions shall apply within the CCSD:

(1) Signage shall be limited to directional information, OCCC logo and identification, contract events, listings of upcoming contract events, and the

imagery owned by or licensed to an exhibitor or vendor, provided such imagery does not exceed twenty-five (25) percent of the copy area of a sign at any time.

(2) Prior to copy being placed on any sign, such copy shall be reviewed and approved by the director of the OCCC or his or her designee.

(3) No exhibitor or vendor may be identified on a sign more than three (3) days before the start of a contract event involving such exhibitor or vendor.

(4) No exhibitor or vendor may be identified on a sign after the conclusion of a contract event.

(5) The message on a changeable copy sign, including background colors, designs, or displays, shall change no more frequently than eight (8) second intervals, and while displayed the message shall remain static.

(6) Subject to the copy area limitations under subsection (e)(1) relating to exhibitors and vendors, the maximum number of signs that an exhibitor or vendor may be allowed to display during a contract event shall be based as follows on the amount of exhibition space rented or reserved to the exhibitor or vendor on the exhibit floor at the contract event:

Less than 500 sq. ft. = 0 signs

500 sq. ft.—700 sq. ft. = 3 signs;

701 sq. ft.—1,000 sq. ft. = 4 signs;

1,001 sq. ft.—9,000 sq. ft. = 6 signs;

9,001+ sq. ft. = 8 signs.

When an exhibitor or vendor rents or reserves more than one (1) space at the contract event, only the largest space shall be used in determining the maximum number of signs allowed; the sizes of the two (2) or more spaces rented or reserved shall not be aggregated in making such determination. Also, if the largest space rented or reserved by the exhibitor or vendor is equal in size to

another space rented or reserved by the exhibitor or vendor, only one (1) of those co-equal spaces shall be used in making the determination.

(7) An EMC shall be equipped with dimming technology that automatically adjusts the sign's brightness in direct correlation with ambient light conditions. An EMC shall not exceed a brightness level of 0.3 footcandles above ambient light as measured using a footcandle meter at a preset distance, depending on the size of the sign. The measuring distance shall be determined using the following formula: the square root of the product of the sign area multiplied by one hundred (100).

(8) At least seventy-five (75) percent of a bridge sign shall contain directional and/or contract event information (not information relating to a vendor or exhibitor).

(f) Banner signs shall be permitted per section 31.5-96. Additionally, projected signs (e.g., "Gobo" projection signs) and wall banner signs (collectively, "Temporary Convention Center Hotel Signs") may also be permitted at hotels in connection with Convention Center contract events, subject to the following criteria:

(1) The hotel shall be physically attached to the Convention Center through an elevated walkway and exceed seven hundred fifty (750) rooms.

(2) Each Temporary Convention Center Hotel Sign shall be reviewed for approval regarding, without limitation, size and materials by the Director of the Orange County Convention Center or a designee.

(3) A Temporary Convention Center Hotel Sign may be erected and displayed for a period of not more than fourteen (14) consecutive days.

(4) Temporary Convention Center Hotel Signs shall be placed within the top fifty percent (50%) of the building.

(5) A hotel shall be allowed a maximum of three (3) such Temporary Convention Center Hotel Signs at any one time.

(6) The maximum copy area of a Temporary Convention Center Hotel Sign shall be four thousand (4,000) square feet.

(7) Additionally, the following will apply regarding Gobo and other projection signs:

- a. Such signs may only operate between dusk and 2:00 a.m.
- b. Images must be static and not flashing, animated, or similar, such as may distract pedestrians, bicyclists, and/or motorists.
- c. Images projected by such signs shall remain in place, without changing, between dusk and 2:00 a.m., and may only change upon dusk of the following day.

(g) The following signs shall be prohibited within the CCSD:

- (1) Any sign prohibited under section 31.5-14 or Section 31.5-162(d);
- (2) Imagery not directly associated with a contract event, including imagery of off-site establishments, restaurants, entertainment, attractions, and theme parks; and
- (3) Advertising of products.

(h) Annually, on or before June 1 of each year, the director of the OCCC, the Orange County Planning Manager, and a member of the executive board of the efficient transportation for the Community of Central Florida, Inc. (ETC) shall review the sign program for the previous year, and discuss proposed revisions to this section (if any).

(i) Except as may be provided otherwise in this section, the provisions of Chapter 31.5 shall control and apply.

[Rest of page intentionally left blank.]

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174       **Section 4.    Effective date.** This ordinance shall become effective pursuant to general  
175 law.

176       ADOPTED THIS \_\_\_\_ DAY OF \_\_\_\_\_, 201\_\_.

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**ORANGE COUNTY, FLORIDA**

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By: Board of County Commissioners

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By: \_\_\_\_\_

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Teresa Jacobs, Mayor

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186    ATTEST: Phil Diamond, CPA, County Comptroller

187    As Clerk of the Board of County Commissioners

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189    By: \_\_\_\_\_

190       Deputy Clerk

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