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## LAND DEVELOPMENT CODE TEXT AMENDMENT STAFF REPORT

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**APPLICATION:** LDC 24-1069

**APPLICANT:** Stearns Weaver Miller Alhadeff & Sitterson, PA

**BOCC PUBLIC HEARING DATES:** TBD and TBD

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- **Intended Purpose of Proposed Amendment**

This is a privately initiated proposed amendment to the Land Development Code (LDC) intended to allow for Regional Center Signs as a permitted sign type for large-scale commercial developments that are located along interstates and expressways.

- **Land Development Code Requirements for Privately Initiated Text Amendments.**

In accordance with LDC Sec. 10.04.04.B, the Administrator shall prepare a report for the Board that shall include, at a minimum, the following information:

- a. Recommendation on whether or not the amendment serves a public purpose.
- b. A determination of resources needed for adequate review.
- c. Recommendation on timeframe to review the amendment.
- d. Recommendation on public outreach

The Board shall take one of the following actions after review of the report by the Administrator and testimony provided by the applicant:

- a. Motion to take no further action on the application.
- b. Motion to allow the application to proceed to a public hearing in accordance with the procedures outlined in the Land Development Code. Said motion shall address the Administrator's recommendations on the review timeframes, public outreach and provision for additional resources (if applicable).

- **Summary of Proposed Changes to Current Regulations**

The applicant is proposing "Regional Center Signs" as a new sign category that would be allowed by right at "Regional Centers" each being defined by the applicant as follows.

**Regional Center:** A commercial business located on property that is:

- (i) a minimum of 70 acres in size,
- (ii) developed with a multi-tenant commercial center, and
- (iii) adjacent to Interstate 4, Interstate 75, Interstate 275, the Crosstown Expressway, or the Veteran's Expressway.

**Regional Center Sign:** A sign located on property that contains a Regional Center which is placed upon or supported by structures or support in or upon the ground and independent of support from any building and which does not exceed 75 feet in height.

### Sign Area Restrictions

- Currently, all commercial developments in unincorporated Hillsborough County are limited to one square foot of aggregate sign area per lineal foot of frontage up to 100 SF of aggregate sign area (50 square feet per side maximum) or 200 SF of aggregate sign area further described in the Sign regulations of the LDC.
- Proposed Regional Center Sign Maximum Area: 1,200 aggregate sign area; 600 square-foot maximum per sign face. Area will not affect the maximum sign area permitted for Ground Signs.

*Staff notes that Billboards are prohibited as off-premises signs except where they are permissible under a settlement agreement. Billboards area range in size from 8 × 12 feet (72 SF) to 14 × 48 feet (672 SF).*

### Sign Quantity Restrictions

- Currently, commercial properties with more than 300 lineal feet of frontage and properties with multiple street

fronts are permitted multiple signs such that properties with multiple fronts are permitted at least one sign per front; properties with frontages that have more than 600 lineal feet of frontage are permitted two signs plus an additional sign for each 300 feet of frontage. Commercial properties that are allowed to have more than one sign may consolidate all their allowable ground signs into a single ground sign with up to 200 square feet of aggregate sign area with a maximum of 100 square feet per sign face.

- Maximum Number of Proposed Regional Center Signs: One sign per regional center

#### Sign Height Restrictions

- Signs in standard zoning districts and Planned Developments (PD) are limited to a height of 15 feet, except where commercial properties front expressways or arterials grounds signs are allowed to be up to 30 feet in height. Many of the special districts limit the height to 15 feet along all roadways.
- Proposed Regional Center Maximum Height: 75 feet.

*In the case of Billboards, maximum height is 50 feet.*

#### Front Setback Requirements

- Minimum front setbacks for ground signs in PD and standard zoning districts are regulated by sign type and sign height. The LDC requires that pole signs must be at least 10 feet from a right-of-way and monument must be at least 15 feet from the right-of-way plus one additional foot of setback for each foot of sign height that exceeds four feet.
- Proposed Regional Center Sign Minimum Front Setback: 15 feet from right-of-way. Regional Center Signs would also be required to be at least 1,000 feet from any residential development located outside of the regional center.

*Minimum Billboard Front Setback is 15 feet from the right-of-way (F.S. 479.11(3)).*

- **Recommendations in Accordance with LDC Section 10.04.04.B**

#### Public Purpose

Current Code regulations specifically limit height, size, placement, content and type of signs permitted in the County. The purpose of the sign regulations is to lessen hazards to pedestrians and vehicular traffic, by preserving property values, by preventing unsightly and detrimental signs that would detract from the aesthetic appeal of the county and lead to economic decline and blight, by preventing signs from reaching such excessive size or numbers that they obscure one another to the detriment of the County, by ensuring good and attractive design that will strengthen the county's appearance and economic base, and by preserving the right of free speech and expression in the display of signs.

Based on the aforementioned purpose of the County sign regulations, staff finds the amendment does not serve a public purpose for the following reasons:

- The proposed amendment would codify the allowance for a sign that is excessive scale when compared to the signs regulated by the current LDC.
- The proposed amendment would codify a proposed sign height which represents a 50% increase compared with Billboard signs, which are restricted and limited in the County, and more than double the height compared to a regular monument sign allowed today by the LDC for similarly placed signs along expressways.
- The proposed amendment would codify the allowance for a sign that would have similar impacts, in terms of size and scale with a billboard and increase areas where these signs could be located when compared to billboards.
- The proposed amendment would allow "Regional Centers" to have a Regional Sign in addition to other ground signs that may be allowed under the Code, significantly increasing the total aggregate sign area.

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**BOCC PUBLIC HEARING DATES: TBD**

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- The proposed change does not restrict distances between Regional Center Signs located in different sites; therefore, multi-tenant sites meeting the definition of Regional Centers could be located near each other, along interstates, potentially resulting in unsightly and detrimental signs that would detract from the aesthetic appeal of the county.
- The variance process currently in place in the Land Development Code is a more suitable method to evaluate the appropriateness of such signs based on site specific circumstances that would promote and protect the public interest more effectively. In the event a property or site cannot meet certain sign provisions, variances to height, area or placement may be requested, in accordance with Part 11.04.00 of the LDC. The variance process also provides a means to address site specific hardships and meet the intent of the LDC, Article VII as defined in Sec. 7.00.02.

Anticipated Resources Needed for Adequate Review

The proposed amendment does not appear to increase resources for adequate review.


Timeframe to Review the Amendment

If the Amendment is allowed to proceed to the public hearing process, the following dates could be accommodated:

- First BOCC Public Hearing – Thursday, September 26, at 6 pm.
- HCCCPC Consistency Finding Meeting – Monday, October 14, 2 pm.
- Second BOCC Public Hearing – Tuesday, December 10 at 9 am, or Thursday, December 12, at 6 pm.

Public Outreach

In accordance with current LDC Text Amendments procedures for County initiated amendments, staff recommends that a public outreach meeting could also be held prior to the First BOCC Public Hearing.

Division Director Sign-off	
ATTACHMENT: 1- Applicant's Narrative 2- Proposed Text Changes 3- Supplemental Information	

## **WRITTEN STATEMENT**

### **LAND DEVELOPMENT CODE TEXT AMENDMENT**

*1. The reason why said regulation(s) should be amended, supplemented, or deleted*

This application seeks amendment to Hillsborough County (the “County”) Land Development Code (“LDC”) Article VII related to signs, specifically Part 7.03.00 with associated additional defined terms added to Part 12.01.00 (collectively the “Sign Code”) to supplement the regulations for significant commercial developments along major interstates.

The Sign Code was drafted to preserve/enhance/further several goals listed in Sec. 7.00.2 as follows:

*“The purpose of these Sign Regulations is to provide the minimum control of signs necessary to promote the health, safety, and general welfare of the citizens of Hillsborough County, Florida, by lessening hazards to pedestrians and vehicular traffic, by preserving property values, by preventing unsightly and detrimental signs that would detract from the aesthetic appeal of the county and lead to economic decline and blight, by preventing signs from reaching such excessive size or numbers that they obscure one another to the detriment of the County, by ensuring good and attractive design that will strengthen the county's appearance and economic base, and by preserving the right of free speech and expression in the display of signs.”*

Currently, the Sign Code significantly limits the size, content, height, and location of signs so that signs do not become a detracting blight on the County. While these limitations are appropriate for most properties in the County, they do not provide a useful or appropriate sign allowance for large, commercial properties with multiple tenants which are located adjacent to interstates<sup>1</sup>. Interstates are wide rights-of-way, with fast moving vehicular traffic, and often include significant trees within the right-of-way. For a sign to be effective along an interstate right-of-way, it must be taller and larger than a sign along arterial and collector roadways. The further presence of multiple commercial tenants on a site further increases the demand for effective and safe signage.

The requested supplemental language (the “Proposal”) seeks to supplement the exiting Sign Code with a provision recognizing that certain properties that are of significant size, with multi-tenant commercial development, which are located adjacent to an interstate require larger signs.

*2. Any public purpose that the amendment would serve;*

The Proposal supports the public purposes currently listed in Sec. 7.00.02 as follows.

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<sup>1</sup> The proposed LDC language lists to Interstate 4, Interstate 75, Interstate 275, the Crosstown Expressway, and the Veterans Expressway as the possible roadways for Regional Signs. References to “interstates” in this application are specifically referring to these roadways.



*"The purpose of these Sign Regulations is to provide the minimum control of signs necessary to promote the health, safety, and general welfare of the citizens of Hillsborough County, Florida, by:"*

- *"lessening hazards to pedestrians and vehicular traffic"*

Regional Center Signs would not create hazards to pedestrians because Regional Center Signs would only be permitted along interstates, which do not have pedestrian pathways. Regional Center Signs would also lessen vehicular traffic hazards by ensuring commercial signage is large enough and high enough for interstate traffic to read the sign content quickly. Larger signs are easier to read at higher speeds, which supports vehicular safety.

- *"by preserving property values"*

Regional Center Signs would promote reinvestment in regional assets. The limited nature of Regional Center Signs, which are (i) only for property fronting interstates, (ii) only located along interstates, (iii) limited to one per qualifying property, and (iv) separated by at least 1,000 feet from any neighboring residential property, ensures adjacent property values are not negatively affected. Thus, the Proposal would work to increase property values of subject properties without any associated decrease in property values for nearby owners preserving overall property values. In terms of reinvestment in existing regional assets, reinvestment and redevelopment of these assets can be critical to the ongoing economic success of an area. When regional centers are economically thriving property values are often positively affected.

- *"by preventing unsightly and detrimental signs that would detract from the aesthetic appeal of the county and lead to economic decline and blight"*

The definition of Regional Center, together with the limitations proposed, work to ensure Regional Center Signs will preserve the County's aesthetic appeal by limiting the quantity and the location of these signs. This will ensure that no incompatibilities are created with adjacent properties. The Proposal is intended to permit signs that do not detract from the County's aesthetic appeal while promoting economic development. Specifically, Regional Center Signs would permit landowners of Regional Centers to promote a number of tenants in a clear manner which is difficult under the current Sign Code.

- *"by preventing signs from reaching such excessive size or numbers that they obscure one another to the detriment of the County"*

The Proposal would permit large signs at a scale comparable to the largest in the County. However, the definition of "Regional Center" ensures that the opportunities to construct Regional Center Signs are extremely. Given the language in the Proposal that requires Regional Centers to be a minimum of 70 acres, the larger signs would be significantly separated from one another.

- *“by ensuring good and attractive design that will strengthen the county's appearance and economic base”*

As stated, Regional Center Signs would promote important commercial economic centers within the County. Any potential negative impacts that might be created by a larger sign is offset by the limited location along interstates. The Proposal does not include any other design changes for signage. Regional Center Signs would have the same design standards currently in place to ensure attractive design, while also offsetting any potential negative effects by limiting the location and quantity of Regional Center Signs.

- *“and by preserving the right of free speech and expression in the display of signs.”*

The proposed LDC supplement has no impact on free speech, but would permit landowners to promote the businesses located within the Regional Center.

3. *How the proposed modification is applicable County-wide in lieu of addressing a singular parcel or incident;*

While there are limited properties that can qualify as a Regional Center, the Proposal would apply to several parcels and developments. Attached hereto as **Exhibit “A”**, please find a map depicting parcels in the County that could potentially qualify as a Regional Development under the proposed LDC language as of June 24, 2024<sup>2</sup>. Approximately 21 properties *may* qualify, though based on zoning, the urban service area, and existing development, land use changes/development/redevelopment would need to occur for some properties to qualify. The Proposal has the potential to benefit several economic centers and potential future economic centers within the County.

4. *How the proposed amendment is consistent with the intent and purpose of the Hillsborough County Comprehensive Plan. This shall include reference to specific goals, objectives, and policies of the Comprehensive Plan; and*

The proposed LDC language supports several Hillsborough County Comprehensive Plan (“Comp Plan”) policies.

### **Future Land Use Element**

- *Policy 24.1: Recognize interstate interchanges as valuable resources for the location of more intensive commercial development pursuant to Policies 24.2, 24.3 and other Goals, Objectives and Policies of the Future Land Use Element.*

Of the 21 properties identified as potentially eligible based on size, 14 are near or adjacent to interchanges. The Proposal would support existing or future redevelopment at these significant interchanges.

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<sup>2</sup> Information obtained from the Hillsborough County Property Appraiser.

- *Policy 24.3: The development of commercial uses at interstate interchanges as planned, unified development on single tracts of land shall be encouraged to enable the use of common accesses, and to encourage other site design measures to minimize impacts to surrounding areas.*

Of the 21 properties identified as potentially eligible based on size, 14 are near or adjacent to interchanges. The Proposal would support existing or future redevelopment at these significant interchanges.

### **Interstate 75 Corridor Development**

- *Objective 34: Plan categories for the Interstate 75 corridor shall permit urban level intensities that will encourage mixed use patterns of development.*

The Proposal supports urban commercial development along I-75.

- *Policy 34.1: Allow for developments at urban level intensities commensurate with the designated land use categories, but which do not endanger the viability and/or aesthetic characteristics of conservation and preservation areas, as defined.*

The Proposal supports urban commercial development along I-75, but would not impact conservation or preservation areas. Further, the Proposal would not impact the aesthetic characteristics of other properties more broadly because the limited number of eligible properties, and their larger relative size, spread out and separate the potential signs.

- *Objective 35: Incentive programs and design sensitive regulations shall be developed and implemented that will promote high quality private and public development, and to assure creative and responsive approaches to the review of development within the I-75 mixed use categories.*

The Proposal is sensitive in the limited application, while promoting quality commercial development in the I-75 corridor.

- *Policy 35.4: Encourage high quality site designs through incentives or specific development standards for on-site lighting, perimeter landscaping, and signage.*

The Proposal is sensitive in the limited application, while providing an incentive for larger development signage.

- *Policy 35.5: Encourage innovative planning and design projects by both the private and public sector within the mixed use categories of the I-75 corridor.*

The Proposal would promote mixed use redevelopment along the I-75 corridor, including mixed-use land use categories.

### **COMMUNITY DESIGN COMPONENT**

- *Policy 9-1.1: Provide incentives for the redevelopment of commercial structures to enhance building facades, signage, landscaping, general buffering and access management. Encourage zero lot line construction for new a construction.*

The Proposal directly incentivizes redevelopment of commercial structures and signage.

- *Policy 9-1.3: New commercial zoning is encouraged to locate at activity centers and commercial redevelopment areas.*

The Proposal provides additional opportunities to develop at interchanges, which are often associated with activity centers, and redevelopment of commercial properties.

5. *Statistics, studies, background data, and/or analysis in support of the modification as well as how the proposed regulation will be enforced by Hillsborough County.*

The applicant is preparing additional information for submission. However, the enforcement would be the same as any other sign regulation in the County.



**Regional Center:** A commercial business located on property that is (i) a minimum of 70 acres in size, (ii) developed with a multi-tenant commercial center containing at least 1,000,000 square feet of contiguous leasable area and (iii) adjacent to Interstate 4, Interstate 75, Interstate 275, the Crosstown Expressway, or the Veterans Expressway.

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**Regional Center Sign:** A sign located on property that contains a Regional Center which is placed upon or supported by structures or supports in or upon the ground and independent of support from any building and which does not exceed 75 feet in height.

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### PART 7.03.00 PERMITTED SIGNS

The following On-premises signs are permitted as set forth herein:

- A. Building Signs are permitted in all zoning districts except residentially zoned districts subject to the following provisions:
  - 1. Maximum height: A Building Sign shall not be permitted above the roofline, cornice line, parapet, or the highest point of a façade.
  - 2. Maximum sign area: Each Premises, and in the case of multi-occupancy buildings, each unit, shall be permitted to display Building Sign(s), the Aggregate Sign Area of which shall not exceed 1¼ square feet per each linear foot of building frontage facing a public street or parking lot, but in no event more than 200 square feet of Aggregate Sign Area. For each unit not facing a public street or parking lot, the Aggregate Sign Area shall not exceed 1¼ square feet for each linear foot of unit frontage for the elevation on which the building sign will be installed, but in no event more than 200 square feet of Aggregate Sign Area. Each Premises shall be entitled to a minimum Aggregate Sign Area of 20 square feet.
  - 3. Other limitations: Building Signs shall not project more than four feet from the building wall to which the sign is attached, nor shall a Building Sign project into the public right-of-way
- B. Canopy Signs are permitted in commercial and manufacturing zoning districts subject to the following provisions:
  - 1. Canopy Signs shall be allowed in addition to Building Signs.
  - 2. The aggregate sign area of all Canopy and Building Signs combined per elevation shall not exceed the aggregate sign area permitted for Building Signs.
  - 3. Canopy Signs shall not be permitted above the roofline of the canopy structure.
- C. Ground Signs: Ground signs are permitted in all zoning classifications subject to the following provisions:
  - 1. General Ground Sign provisions
    - a. Maximum Height: No ground sign shall exceed 30 feet in height if located adjacent to an expressway or arterial highway or 15 feet in height if located adjacent to a collector or local street. Height shall be measured from the existing grade of the street which provides access to the premise, nearest the base of the sign to the highest point of the sign structure.



- b. Setback: Except as provided in Subparagraph (c) hereof, all ground signs shall be setback a minimum of ten feet from the right of way line and not within the required site distance pursuant to Florida Department of Transportation Design Standard Index No. 546. All ground signs shall be setback a minimum of ten feet from any side yard property line.
  - c. Monument Signs: Monument signs shall be set back a minimum of 15 feet from the right-of-way line, but shall be permitted an increase in height of one foot for each one foot of additional setback provided from the right-of-way line up to a maximum height of 30 feet when adjacent to expressways and arterials or 15 feet when adjacent to collectors and local roads.
- 2. Non-Residential Zoning District
  - a. Maximum Number:
    - i. Each Premises having street frontage of 300 feet or less shall be permitted one ground sign
    - ii. Each Premises with street frontage of 300 feet or more shall be permitted to have one ground sign for each additional 300 feet of street frontage.
    - iii. Where a Premise fronts on more than one public street, the distance requirements found in Section 7.03.00.C.2.a.i.—ii. shall apply to each frontage.
  - b. Maximum Sign Area
    - i. The maximum allowable Aggregate Sign Area for each ground sign shall not exceed one square foot for each lineal foot of public street frontage on the street where the sign is located or 100 square feet, whichever is less and no single sign face shall exceed 50 square feet in Aggregate Sign Area.
    - ii. If a premise is permitted to have more than one ground sign, then all allowable ground signs may be combined into a single ground sign which shall not exceed 200 square feet in Aggregate Sign Area, and no single face shall exceed 100 square feet in Aggregate Sign Area.
  - c. Ground signs shall be placed no closer than 150 feet apart on the same premises.
- 3. Residential Zoning Districts
  - a. Each residential dwelling will be permitted to have one ground sign not exceeding six square feet of Aggregate Sign Area and not exceeding six feet in height. Nothing contained in this paragraph shall be construed to permit a sign if private restrictions prohibit or restrict the display of signs.
  - b. Residential support uses: Each residential support use will be permitted to have one ground sign not exceeding 32 square feet of aggregate sign area and not exceeding eight feet in height.
  - c. Residential entry signs: Not more than two ground signs are permitted to be installed or erected at each entrance to a platted subdivision, multiple family development (apartments, condominiums and mobile home parks) provided the combined Aggregate Sign Area of said signs shall not exceed 50 square feet.
- D. Flags: Each premise shall be permitted to display an unlimited number of flags, and the aggregate sign area of such flags shall not be included in the calculation of building signs for said premise; provided that any flag displayed on a premise shall only be displayed from a flagpole, as that term is defined in these regulations.
- E. Temporary Signs

1. Sign Types: A temporary sign may be a ground or building sign but may not be illuminated by electricity and must be constructed of rigid materials except as permitted in subparagraph of this Paragraph D.
2. Maximum Size: Unless otherwise provided in subparagraphs (f) and (g) of this paragraph (D) each premise may display temporary signs whose Aggregate sign areas shall not exceed 32 square feet. However, any double faced sign allowable under subparagraph 4(e) of this section shall be permitted 64 square feet of Aggregate sign area if no single face exceeds 32 square feet of Aggregate sign area, and if no other temporary sign is displayed on the premises.
3. Maximum Height: Unless otherwise provided in subparagraph (g) of this paragraph (D) temporary signs shall not exceed eight feet in height.
4. Each Premises shall be permitted temporary signs as follows:
  - a. One real estate sign
  - b. One grand opening sign, which may be a banner, provided that the sign shall not be displayed for more than 14 days during any 12 consecutive calendar months.
  - c. One construction sign provided that such sign shall not be displayed more than 60 days prior to the beginning of actual construction of the project, and shall be removed no later than the date of the issuance of the certificate of occupancy for all or any portion of the construction project. In the event a construction sign is displayed but construction is not initiated within 60 days after the sign is erected, or if construction is discontinued for a period of more than 60 days, the construction sign shall be removed.
  - d. One temporary sign for a premises that has no permanent sign provided that such temporary sign may not be displayed for a period of more than 60 days or until installation of the permanent sign, whichever shall occur first.
  - e. Non-commercial signs displayed before, during or after an event or occurrence scheduled to take place at a specific time and place. All such signs shall be removed within 20 days after the end of the scheduled event or occurrence to which they relate.
  - f. One balloon sign, not to exceed 30 feet in height, may be displayed per premises in non-residential districts or within non-residential designated areas of planned development districts for not more than ten consecutive calendar days nor more than 20 calendar days in a single year. The size limitation in subparagraph (D)(2) of this section shall not apply to balloon signs permitted by this subparagraph.
  - g. Temporary pennants or banners may be displayed for a period not to exceed 90 consecutive calendar days, nor more than 180 days in a calendar year, provided (i) no such pennant or banner may displayed at a height of more than 18 feet; (ii) the quantity of temporary pennants and banners shall not exceed one linear foot per ten square feet of outdoor display area covered; (iii) shall be displayed only in non-residential zoning districts, as well as within non-residential designated areas of planned development districts; (iv) shall be attached to poles designed expressly for that purpose and shall not be affixed to vehicles, buildings or utility poles; (v) shall be of a uniform dimension throughout the premises; (vi) shall be made of mylar material; and (vii) shall be maintained in a state of good repair, and pennants or banners that are frayed, torn or otherwise in disrepair are prohibited.
  - h. Temporary pennants may be continuously displayed for up to a one year period provided that the quantity of pennants shall not exceed one-half lineal foot per ten square feet of outdoor display area covered.
5. A Pole Banner shall have a maximum dimension of 2.5 feet horizontally and six feet vertically and may be single or double sided. Only one Pole Banner is allowed per light pole. The clearance between the

bottom of the Pole Banner and ground shall be a minimum of eight feet. No portion of a Pole Banner shall project over any vehicular travel route or parking space. The Pole Banners shall be maintained in a state of good repair and shall not be frayed or torn. This subsection does not apply to Pole Banners located in public Rights-of-Way, which are regulated by separate ordinance.

- F. Window Signs: Window signs shall be permitted, provided that such signs, in Aggregate Sign Area, do not cover more than 25 percent of the total window surface area of the premises facing a public street or parking lot. Window Signs shall not be included in calculating the Aggregate Sign Area for building signs.
- G. Regional Center Signs are permitted in commercial zoning districts (including Planned Developments permitting commercial uses or a mix of uses) subject to the following provisions:
  - 1. Regional Center Signs shall be allowed in addition to Ground Signs
  - 2. Regional Center Signs will not affect the maximum sign area permitted for Ground Signs under this Part.
  - 2. One Regional Center Sign is permitted for each Regional Center.
  - 3. The maximum allowable Aggregate Sign Area for a Regional Center Sign shall not exceed 1,100 square feet in Aggregate Sign Area, and no single face shall exceed 550 square feet in Aggregate Sign Area.
  - 4. Regional Center Signs shall be set back a minimum of 15 feet from the right-of-way line, and shall not be located closer than 1,000 feet from any residential development located outside of the Regional Center.

## PART 12.01.00 DEFINITIONS

**Regional Center:** A commercial business located on property that is (i) a minimum of 70 acres in size, (ii) developed with a multi-tenant commercial center and (iii) adjacent to Interstate 4, Interstate 75, Interstate 275, the Crosstown Expressway, or the Veterans Expressway.

**Regional Center Sign:** A sign located on property that contains a Regional Center which is placed upon or supported by structures or supports in or upon the ground and independent of support from any building and which does not exceed 75 feet in height.

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## PART 7.03.00 PERMITTED SIGNS

The following On-premises signs are permitted as set forth herein:

- A. Building Signs are permitted in all zoning districts except residentially zoned districts subject to the following provisions:
  - 1. Maximum height: A Building Sign shall not be permitted above the roofline, cornice line, parapet, or the highest point of a façade.
  - 2. Maximum sign area: Each Premises, and in the case of multi-occupancy buildings, each unit, shall be permitted to display Building Sign(s), the Aggregate Sign Area of which shall not exceed 1¼ square feet per each linear foot of building frontage facing a public street or parking lot, but in no event more than 200 square feet of Aggregate Sign Area. For each unit not facing a public street or parking lot, the Aggregate Sign Area shall not exceed 1¼ square feet for each linear foot of unit frontage for the elevation on which the building sign will be installed, but in no event more than 200 square feet of Aggregate Sign Area. Each Premises shall be entitled to a minimum Aggregate Sign Area of 20 square feet.
  - 3. Other limitations: Building Signs shall not project more than four feet from the building wall to which the sign is attached, nor shall a Building Sign project into the public right-of-way
- B. Canopy Signs are permitted in commercial and manufacturing zoning districts subject to the following provisions:
  - 1. Canopy Signs shall be allowed in addition to Building Signs.
  - 2. The aggregate sign area of all Canopy and Building Signs combined per elevation shall not exceed the aggregate sign area permitted for Building Signs.
  - 3. Canopy Signs shall not be permitted above the roofline of the canopy structure.
- C. Ground Signs: Ground signs are permitted in all zoning classifications subject to the following provisions:
  - 1. General Ground Sign provisions
    - a. Maximum Height: No ground sign shall exceed 30 feet in height if located adjacent to an expressway or arterial highway or 15 feet in height if located adjacent to a collector or local street. Height shall be measured from the existing grade of the street which provides access to the premise, nearest the base of the sign to the highest point of the sign structure.
    - b. Setback: Except as provided in Subparagraph (c) hereof, all ground signs shall be setback a minimum of ten feet from the right of way line and not within the required site distance



pursuant to Florida Department of Transportation Design Standard Index No. 546. All ground signs shall be setback a minimum of ten feet from any side yard property line.

- c. Monument Signs: Monument signs shall be set back a minimum of 15 feet from the right-of-way line, but shall be permitted an increase in height of one foot for each one foot of additional setback provided from the right-of-way line up to a maximum height of 30 feet when adjacent to expressways and arterials or 15 feet when adjacent to collectors and local roads.
- 2. Non-Residential Zoning District
  - a. Maximum Number:
    - i. Each Premises having street frontage of 300 feet or less shall be permitted one ground sign
    - ii. Each Premises with street frontage of 300 feet or more shall be permitted to have one ground sign for each additional 300 feet of street frontage.
    - iii. Where a Premise fronts on more than one public street, the distance requirements found in Section 7.03.00.C.2.a.i.—ii. shall apply to each frontage.
  - b. Maximum Sign Area
    - i. The maximum allowable Aggregate Sign Area for each ground sign shall not exceed one square foot for each lineal foot of public street frontage on the street where the sign is located or 100 square feet, whichever is less and no single sign face shall exceed 50 square feet in Aggregate Sign Area.
    - ii. If a premise is permitted to have more than one ground sign, then all allowable ground signs may be combined into a single ground sign which shall not exceed 200 square feet in Aggregate Sign Area, and no single face shall exceed 100 square feet in Aggregate Sign Area.
  - c. Ground signs shall be placed no closer than 150 feet apart on the same premises.
- 3. Residential Zoning Districts
  - a. Each residential dwelling will be permitted to have one ground sign not exceeding six square feet of Aggregate Sign Area and not exceeding six feet in height. Nothing contained in this paragraph shall be construed to permit a sign if private restrictions prohibit or restrict the display of signs.
  - b. Residential support uses: Each residential support use will be permitted to have one ground sign not exceeding 32 square feet of aggregate sign area and not exceeding eight feet in height.
  - c. Residential entry signs: Not more than two ground signs are permitted to be installed or erected at each entrance to a platted subdivision, multiple family development (apartments, condominiums and mobile home parks) provided the combined Aggregate Sign Area of said signs shall not exceed 50 square feet.
- D. Flags: Each premise shall be permitted to display an unlimited number of flags, and the aggregate sign area of such flags shall not be included in the calculation of building signs for said premise; provided that any flag displayed on a premise shall only be displayed from a flagpole, as that term is defined in these regulations.
- E. Temporary Signs



1. Sign Types: A temporary sign may be a ground or building sign but may not be illuminated by electricity and must be constructed of rigid materials except as permitted in subparagraph of this Paragraph D.
2. Maximum Size: Unless otherwise provided in subparagraphs (f) and (g) of this paragraph (D) each premise may display temporary signs whose Aggregate sign areas shall not exceed 32 square feet. However, any double faced sign allowable under subparagraph 4(e) of this section shall be permitted 64 square feet of Aggregate sign area if no single face exceeds 32 square feet of Aggregate sign area, and if no other temporary sign is displayed on the premises.
3. Maximum Height: Unless otherwise provided in subparagraph (g) of this paragraph (D) temporary signs shall not exceed eight feet in height.
4. Each Premises shall be permitted temporary signs as follows:
  - a. One real estate sign
  - b. One grand opening sign, which may be a banner, provided that the sign shall not be displayed for more than 14 days during any 12 consecutive calendar months.
  - c. One construction sign provided that such sign shall not be displayed more than 60 days prior to the beginning of actual construction of the project, and shall be removed no later than the date of the issuance of the certificate of occupancy for all or any portion of the construction project. In the event a construction sign is displayed but construction is not initiated within 60 days after the sign is erected, or if construction is discontinued for a period of more than 60 days, the construction sign shall be removed.
  - d. One temporary sign for a premises that has no permanent sign provided that such temporary sign may not be displayed for a period of more than 60 days or until installation of the permanent sign, whichever shall occur first.
  - e. Non-commercial signs displayed before, during or after an event or occurrence scheduled to take place at a specific time and place. All such signs shall be removed within 20 days after the end of the scheduled event or occurrence to which they relate.
  - f. One balloon sign, not to exceed 30 feet in height, may be displayed per premises in non-residential districts or within non-residential designated areas of planned development districts for not more than ten consecutive calendar days nor more than 20 calendar days in a single year. The size limitation in subparagraph (D)(2) of this section shall not apply to balloon signs permitted by this subparagraph.
  - g. Temporary pennants or banners may be displayed for a period not to exceed 90 consecutive calendar days, nor more than 180 days in a calendar year, provided (i) no such pennant or banner may displayed at a height of more than 18 feet; (ii) the quantity of temporary pennants and banners shall not exceed one linear foot per ten square feet of outdoor display area covered; (iii) shall be displayed only in non-residential zoning districts, as well as within non-residential designated areas of planned development districts; (iv) shall be attached to poles designed expressly for that purpose and shall not be affixed to vehicles, buildings or utility poles; (v) shall be of a uniform dimension throughout the premises; (vi) shall be made of mylar material; and (vii) shall be maintained in a state of good repair, and pennants or banners that are frayed, torn or otherwise in disrepair are prohibited.
  - h. Temporary pennants may be continuously displayed for up to a one year period provided that the quantity of pennants shall not exceed one-half lineal foot per ten square feet of outdoor display area covered.
5. A Pole Banner shall have a maximum dimension of 2.5 feet horizontally and six feet vertically and may be single or double sided. Only one Pole Banner is allowed per light pole. The clearance between the

bottom of the Pole Banner and ground shall be a minimum of eight feet. No portion of a Pole Banner shall project over any vehicular travel route or parking space. The Pole Banners shall be maintained in a state of good repair and shall not be frayed or torn. This subsection does not apply to Pole Banners located in public Rights-of-Way, which are regulated by separate ordinance.

- F. Window Signs: Window signs shall be permitted, provided that such signs, in Aggregate Sign Area, do not cover more than 25 percent of the total window surface area of the premises facing a public street or parking lot. Window Signs shall not be included in calculating the Aggregate Sign Area for building signs.

G. Regional Center Signs are permitted in commercial zoning districts (including Planned Developments permitting commercial uses or a mix of uses) subject to the following provisions:

1. Regional Center Signs shall be allowed in addition to Ground Signs
2. Regional Center Signs will not affect the maximum sign area permitted for Ground Signs under this Part.
3. One Regional Center Sign is permitted for each Regional Center.
4. The maximum allowable Aggregate Sign Area for a Regional Center Sign shall not exceed 1,200 square feet in Aggregate Sign Area, and no single face shall exceed 600 square feet in Aggregate Sign Area.
5. Regional Center Signs shall be set back a minimum of 15 feet from the right-of-way line, and shall not be located closer than 1,000 feet from any residential development located outside of the Regional Center.



## LDC TEXT AMENDMENT PRE-APPLICATION MEETING

**IMPORTANT INSTRUCTIONS TO ALL REQUESTING A PRE-APPLICATION MEETING:**

*This application must be completed and faxed to the attention of Code Administration at 813-272-6068. Staff will contact you with the date and time of the Pre-Application Meeting.*

**Applicant Information**

Agency / Department / Firm: Stearns, Weaver, Miller, P.A.

Contact Person: Kevin Reali Daytime Phone: (813) 222-5059

Address: 401 E Jackson ST, Suite 2100 City / State/Zip: Tampa, FL 33602

Email: kreali@stearnsweaver.com FAX Number: (813) 222-5089

**Request Information**

Land Development Code Sections proposed to be modified: Part 7.03.00 and Part 12.01.00

Error that the amendment would correct or public purpose that the amendment would serve: Create a new sign type/definition to permit proper sign sizing for larger, regional-sized, development adjacent to major highways.

**Meeting Information**

To be completed at the Pre-application meeting

Meeting Date: 6/3/2024 Staff in Attendance: Kevin B. Reali, Israel Monsanto and

Fred (Sam) Ball and Brian Grady

Data / Analysis that is necessary for the applicant to provide to review the request:

See attached e-mail from Israel Monsanto dated June 24, 2024

I Kevin B. Reali, have met with County staff and understand that the data / analysis indicated above has been explained to me and is required to be submitted in support of the above mentioned Land Development Code Text Amendment.

## Suzanne Walker

---

**From:** Monsanto, Israel <MonsantoI@hcfi.gov>  
**Sent:** Monday, June 24, 2024 2:54 PM  
**To:** Suzanne Walker  
**Cc:** Ball, Fred (Sam)  
**Subject:** RE: LDC Text Amendment - Brandon Mall LP

Hi Suzanne,

Below the notes/comments provided for the data/analysis in the pre app meeting. Your staff may have additional notes.

The aggregate sign area exceeds the 100 SF maximum aggregate allowed when multiple ground signs are permitted. By exceeding the 50SF per face, all other ground signs that face the ROW would become nonconforming. (LDC, 7.03.00.C.2.b.ii) May be better to state a height limit and maximum aggregate sign area instead of a sign dimension

The expressway definition needs to be changed, it may be better to name the specific roadways, or interstate highways and specific roadways (Selmon, Veterans...)

The definition provided for the proposed sign appears to limit the sign copy area to 6' wide and 25' tall. Clarification is needed.

The proposed height exceeds the height allowed for billboards; justifications need to be provided. The proposed height may be problematic.

The "multi-tenant" locations may be difficult to prove. May need to utilize a different criteria. The proposed wording would allow for residential subdivisions to qualify. Needs to specify restrictions.

The purpose of the amendment could effectively be a single use application if no other properties qualify.

Would there be a maximum number of signs per site? Instances where a site is bounded by two interstates.

Without restricted hours of illumination, the sign location should be separated from residential property by sufficient distance. This restriction would also preclude residential properties.

The definition should specify either height from grade or height from the crown of the roadway. If they use the roadway height, the applications will have to include spot elevations of the sign location and the crown of the road, perpendicular to the sign. If grade is used, the height diagram would only have to show height from grade.

The applicant should identify other potential qualified properties in the County in the narrative.

The proposed new sign typology proposed should be added as a new sign type subsection in the LDC, under 7.03.00.

Israel Monsanto  
Executive Planner

Development Services Department

P: (813) 276-8389  
E: [monsantoi@HCFLGov.net](mailto:monsantoi@HCFLGov.net)  
W: [HCFLGov.net](http://HCFLGov.net)



Hillsborough  
County Florida

**DEVELOPMENT SERVICES**

PO Box 1110, Tampa, FL 33601-1110  
(813) 272-5600

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**From:** Suzanne Walker <[swalker@stearnsweaver.com](mailto:swalker@stearnsweaver.com)>  
**Sent:** Friday, June 21, 2024 9:09 AM  
**To:** Monsanto, Israel <[Monsantoi@hcfl.gov](mailto:Monsantoi@hcfl.gov)>  
**Subject:** RE: LDC Text Amendment - Brandon Mall LP

**External email:** Use caution when clicking on links, opening attachments or replying to this email.

Good Morning Israel and Happy Friday! Thank you for the confirmation. There was a pre-app meeting regarding this on June 3<sup>rd</sup>. Can you please let me know who to contact in order to obtain the meeting notes that are required to be submitted with the application? Thank you, Suzanne

Suzanne J. Walker, FRP  
Land Development Paralegal  
Stearns Weaver Miller Weissler  
Alhadeff & Sitterson, P.A.  
401 East Jackson Street, Suite 2100  
Tampa, FL 33602  
Direct Number: (813) 222-5050  
Main Number: (813) 223-4800  
Email: [swalker@stearnsweaver.com](mailto:swalker@stearnsweaver.com)  
[www.stearnsweaver.com](http://www.stearnsweaver.com)

**STEARNS WEAVER MILLER**

**From:** Monsanto, Israel <[Monsantoi@hcfl.gov](mailto:Monsantoi@hcfl.gov)>  
**Sent:** Thursday, June 20, 2024 4:20 PM  
**To:** Suzanne Walker <[swalker@stearnsweaver.com](mailto:swalker@stearnsweaver.com)>  
**Subject:** RE: LDC Text Amendment - Brandon Mall LP



Hi Suzanne,

Yes, that is correct.

It should be published in our LDC website, but since did not have LDC items yet for Round 2, it has not been updated. We should update it soon in our website.

**Israel Monsanto**  
**Executive Planner**  
Development Services Department

P: (813) 276-8389  
E: [monsantoi@HCFLGov.net](mailto:monsantoi@HCFLGov.net)  
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**From:** Suzanne Walker <[swalker@stearnsweaver.com](mailto:swalker@stearnsweaver.com)>  
**Sent:** Thursday, June 20, 2024 4:13 PM  
**To:** Monsanto, Israel <[Monsantoi@hcfl.gov](mailto:Monsantoi@hcfl.gov)>  
**Subject:** RE: LDC Text Amendment - Brandon Mall LP  
**Importance:** High

**External email:** Use caution when clicking on links, opening attachments or replying to this email.

Hi Israel and Happy Friday Eve! Can you please confirm that the filing deadline to apply for an LDC Text Amendment is July 3<sup>rd</sup>? Also, can you please let me know where this is published? Thank you so much! Suzanne

Suzanne J. Walker, FRP  
Land Development Paralegal  
Stearns Weaver Miller Weissler  
Alhadeff & Sitterson, P.A.  
401 East Jackson Street, Suite 2100  
Tampa, FL 33602  
Direct Number: (813) 222-5050  
Main Number: (813) 223-4800

Email: [swalker@stearnsweaver.com](mailto:swalker@stearnsweaver.com)  
[www.stearnsweaver.com](http://www.stearnsweaver.com)

## STEARNS WEAVER MILLER

**From:** Monsanto, Israel <[Monsantoi@hcfl.gov](mailto:Monsantoi@hcfl.gov)>  
**Sent:** Thursday, April 11, 2024 11:13 AM  
**To:** Suzanne Walker <[swalker@stearnsweaver.com](mailto:swalker@stearnsweaver.com)>  
**Subject:** RE: LDC Text Amendment - Brandon Mall LP

Hi Suzanne,

The deadline to formally apply is on 7/3/2024.

The pre app meeting can be scheduled anytime in the next weeks, depending on our availability.

**Israel Monsanto**  
**Executive Planner**  
Development Services Department

P: (813) 276-8389  
E: [monsantoi@HCFLGov.net](mailto:monsantoi@HCFLGov.net)  
W: [HCFLGov.net](http://HCFLGov.net)



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Please note: All correspondence to or from this office is subject to Florida's Public Records law.

**From:** Suzanne Walker <[swalker@stearnsweaver.com](mailto:swalker@stearnsweaver.com)>  
**Sent:** Thursday, April 11, 2024 11:09 AM  
**To:** Monsanto, Israel <[Monsantoi@hcfl.gov](mailto:Monsantoi@hcfl.gov)>  
**Subject:** RE: LDC Text Amendment - Brandon Mall LP

**External email:** Use caution when clicking on links, opening attachments or replying to this email.

Thank you for the information Israel! Can you please let me know the deadline for "2<sup>nd</sup> round"? Suzanne

Suzanne J. Walker, FRP  
Land Development Paralegal  
Stearns Weaver Miller Weissler  
Alhadeff & Sitterson, P.A.  
401 East Jackson Street, Suite 2100  
Tampa, FL 33602  
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[www.stearnsweaver.com](http://www.stearnsweaver.com)

## STEARNS WEAVER MILLER

**From:** Monsanto, Israel <[MonsantoI@hcfl.gov](mailto:MonsantoI@hcfl.gov)>  
**Sent:** Wednesday, April 10, 2024 3:02 PM  
**To:** Suzanne Walker <[swalker@stearnsweaver.com](mailto:swalker@stearnsweaver.com)>  
**Subject:** RE: LDC Text Amendment - Brandon Mall LP

Hi Suzanne,

See below link for the pre app form:

<https://mcclibrary.blob.core.usgovcloudapi.net/codecontent/13759/395650/8-2-4.png>

We had a follow up internal meeting with Adam and Brian and we recommend that the form is filed out and submitted to zoning intake. We will then schedule the meeting to include Adam since the meeting we had with Kevin involved questions regarding options for variances or other application alternatives. This meeting with staff will be more focused on the LDC text change proposes.

If the LDC change moves fwd, the goal is to schedule it in the Round 2 of this year.

Let me know if you have questions.

Regards,

**Israel Monsanto**  
**Executive Planner**  
Development Services Department

P: (813) 276-8389  
E: [monsantoi@HCFLGov.net](mailto:monsantoi@HCFLGov.net)  
W: [HCFLGov.net](http://HCFLGov.net)



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Please note: All correspondence to or from this office is subject to Florida's Public Records law.

**From:** Suzanne Walker <[swalker@stearnsweaver.com](mailto:swalker@stearnsweaver.com)>

**Sent:** Wednesday, April 10, 2024 1:11 PM

**To:** Monsanto, Israel <[MonsantoI@hcfl.gov](mailto:MonsantoI@hcfl.gov)>

**Subject:** LDC Text Amendment - Brandon Mall LP

**External email:** Use caution when clicking on links, opening attachments or replying to this email.

Hi Israel! I hope all is well. Can you please let me know if there are any filing deadlines regarding the above? I also understand that a pre-submittal conference was held, but I cannot locate the pre-application meeting form that was completed and is required to be filed with the application. Can you please send that my way? Thanks so much for your help. Suzanne

Suzanne J. Walker, FRP  
Land Development Paralegal  
Stearns Weaver Miller Weissler  
Alhadeff & Sitterson, P.A.  
401 East Jackson Street, Suite 2100  
Tampa, FL 33602  
Direct Number: (813) 222-5050  
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[www.stearnsweaver.com](http://www.stearnsweaver.com)

**STEARNS WEAVER MILLER**

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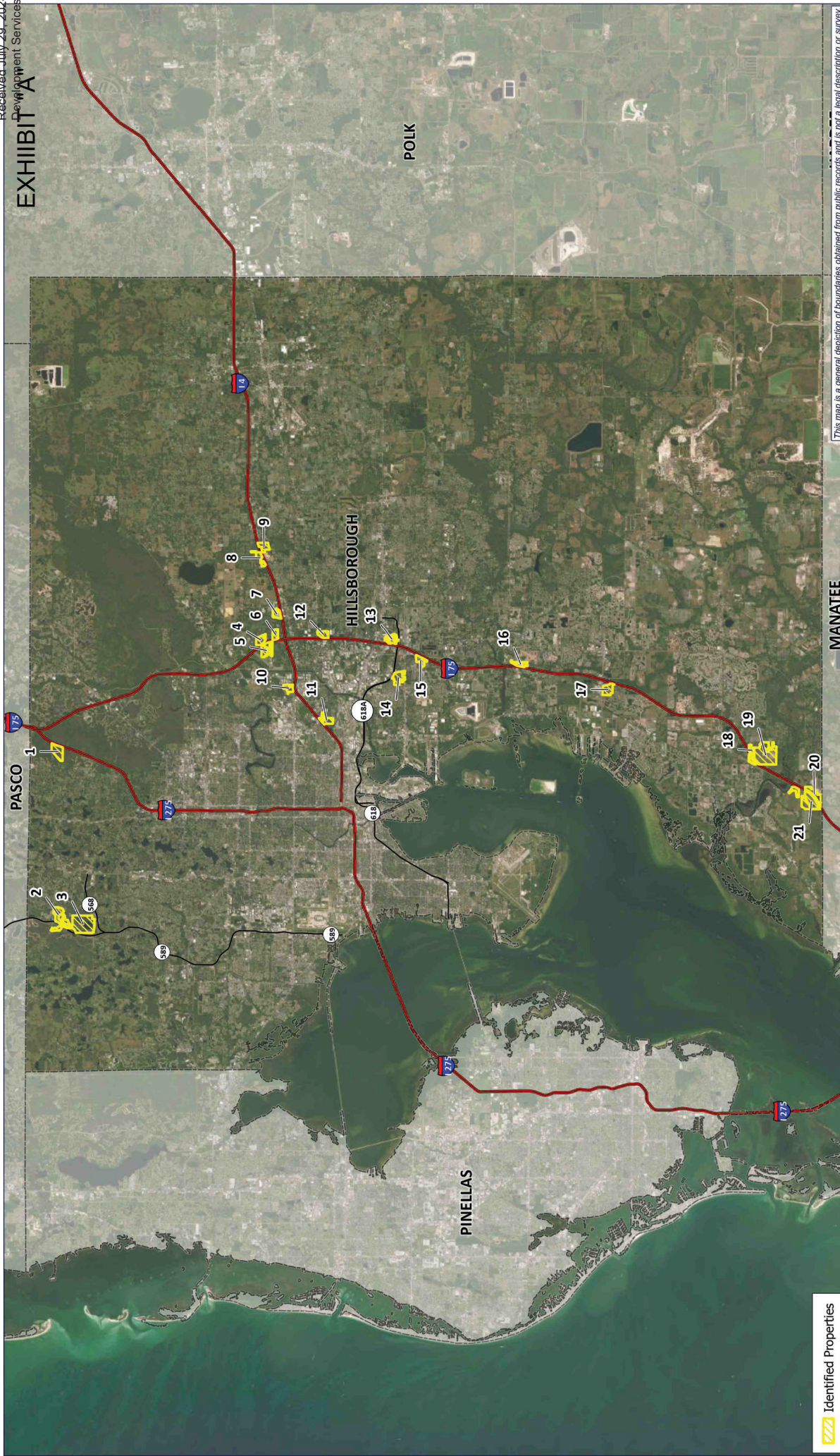
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EXHIBIT A



Identified Properties

TITLE:

**Properties 70 AC or Greater  
Adjacent to Major Routes**

PROJECT:

**Brandon Tampa LP**

Hillsborough County, Florida



MANATEE

This map is a general depiction of boundaries obtained from public records and is not a legal description or survey.

**STEARNS WEAVER MILLER**

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24-1069