

Planning Board and the Historic Architectural Review Commission

Signage Workshop

March 28, 2013

AGENDA

Call to order
Pledge of Allegiance to the Flag
Roll Call

Presentation from Chair- Objectives and Goals

Presentation of historic photos of commercial corridors with specific views on signs and existing conditions.

Discussion of sign issues:

1. Business vs. brand signs
2. Number of signs per business
 - a. Limiting to number of signs as stated in actual Ordinance
 - b. Limiting signs to frontage lineal feet 1 lineal foot = one square feet of signage
3. Creating new districts for Commercial areas for different sign regulations;
 - a. Entertainment District- Lower Duval, up to Truman Avenue
 - b. Traditional Commercial District- Upper Duval, Truman Avenue, Greene Street, Front Street, Key West Bight
 - c. Peripheral Commercial/ Residential District- Eaton Street, White Street, Whitehead Street, Caroline Street, Simonton Street, Fleming Street, Southard Street, Petronia Street, United Street
4. Materials for signage
5. Lighting for signage- Neon, LED, external
6. New and revised definitions
7. Prohibited Signs
8. Transition from existing Ordinance to a new Ordinance

General Discussion

Adjournment