

REPORT OF THE PLANNING AND DEVELOPMENT DEPARTMENT

JANUARY 18, 2018

The Planning and Development Department hereby forwards to the Planning Commission, Land Use and Zoning Committee, and City Council its comments and recommendations on:

ORDINANCE 2017-804

AMENDING CHAPTER 656 (ZONING CODE), PART 13 (SIGN REGULATIONS), SUBPART B (DOWNTOWN SIGN OVERLAY ZONE), SECTION 656.1337 (SPORTS AND ENTERTAINMENT COMPLEX SIGN OVERLAY ZONE), ORDINANCE CODE, TO AUTHORIZE ADVERTISEMENTS IN THE SPORTS AND ENTERTAINMENT COMPLEX RELATING TO A PROMOTER OR SPONSOR OF EVENTS UTILIZING THE SPORTS AND ENTERTAINMENT COMPLEX VENUES; AUTHORIZING AMPHITHEATER SIGNS, COVERED FLEX FIELD SIGNS, AND SPORTS AND ENTERTAINMENT COMPLEX DIGITAL SIGNS WITHIN THE SPORTS AND ENTERTAINMENT COMPLEX SIGN OVERLAY ZONE; PROVIDING FOR OVERSIGHT OF THE PROJECT BY THE SPORTS AND ENTERTAINMENT OFFICE; PROVIDING AN EFFECTIVE DATE.

I. GENERAL INFORMATION

The bill amends Ordinance Code Chapter 656 – Zoning Code – in Section 656.1337 – Sports and Entertainment Complex Sign Overlay Zone – to add language defining and permitting the erection of “amphitheater signs” within the overlay zone in the Daily’s Place Amphitheater pursuant to a naming rights agreement or sponsorship agreement. The bill also defines and permits the erection of “covered flex field signs” within that facility, also pursuant to a naming rights agreement. The bill additionally defines “Sports and Entertainment Complex Digital Signs” to mean fixed signs or electronic content (static or changing message device) displayed on signs erected on poles within the Sports and Entertainment Complex as reviewed and approved by the Downtown Design Review Board. The bill amends the definition of “Sports and Entertainment Complex On-Site Sign” to allow advertising of events conducted at any facility within the overlay zone and messages related to a promoter or sponsor of an event that will be held in a facility within the overlay zone.

II. EVALUATION

A. The need and justification for the change.

The Office of Sports and Entertainment is requesting the legislation to amend the Zoning Code regarding the Sports and Entertainment t Complex Sign Overlay Zone. This legislation will authorize advertisements in the Sports and Entertainment Complex related to a promotor or sponsor of events using the Sports and entertainment Complex venues. In addition, the

legislation will authorize amphitheater, covered flex field, and digital pole signs within the sports and Entertainment Complex sign overlay zone.

As part of Amendment 14 to the Lease between the City and JLL and Bold City Events, LLC, JLL and Bold Events were authorized to oversee the construction of up to three (3) video boards within the Sports and Entertainment Complex, to be funded as part of the Amendment 14 project.

It is the City's intent to fund the construction of one (1) pole mounted video board sign (a "Sports and Entertainment Complex Digital Sign") separate from the video board signs authorized under Amendment 14. The digital sign will be funded from the Sports Complex Capital Maintenance Fund (4G1). The sign will be maintained within SMG's operating budget. The design, size, and location are subject to the review and approval of the Downtown Development Review Board.

The Office of Sports and Entertainment shall oversee the construction project as well as oversee the management of content on the "Sports and Entertainment Complex Digital Sign".

B. Summary of Bill.

Please see above.

C. Consistency with the Comprehensive Plan.

Ordinance 2017-804 is consistent with the following Goals, Objectives, and Policies of the 2030 Comprehensive Plan:

Future Land Use Element Objective 2.3: Continue to strengthen Downtown Jacksonville as the regional center of finance, government, retail and cultural activities for Northeast Florida.

Future Land Use Element 2.3.8: The DIA shall continue promoting downtown redevelopment through the use of "Celebrating the River: A Plan for Downtown Jacksonville", the Downtown Zoning Overlay and the Downtown Signage Overlay that creates regulatory incentives that will encourage mixed use residential, office and commercial developments, thereby reducing the number of trips.

Future Land Use Element 8.2.4: The City shall continue to implement as a program the Downtown Overlay and Zone and Downtown District Regulations as set forth in Section 656.361 of the City's Zoning Code.

III. RECOMMENDATION

Based upon examination of the proposed ordinance with respect to the goals, objectives and policies of the 2030 Comprehensive Plan, and the intent of the Zoning Code, the Planning and Development Department finds that Ordinance 2017-804 is consistent with the Comprehensive Plan and furthers the spirit and intent of the Zoning Code. Therefore, it is the recommendation of the Planning and Development Department that Ordinance 2017-804 be **APPROVED**.

1 Introduced by Council President at the request of the Mayor:
2
3

4 **ORDINANCE 2017-804**

5 AMENDING CHAPTER 656 (ZONING CODE), PART 13
6 (SIGN REGULATIONS), SUBPART B (DOWNTOWN SIGN
7 OVERLAY ZONE), SECTION 656.1337 (SPORTS AND
8 ENTERTAINMENT COMPLEX SIGN OVERLAY ZONE),
9 *ORDINANCE CODE*, TO AUTHORIZE ADVERTISEMENTS IN
10 THE SPORTS AND ENTERTAINMENT COMPLEX RELATING
11 TO A PROMOTER OR SPONSOR OF EVENTS UTILIZING
12 THE SPORTS AND ENTERTAINMENT COMPLEX VENUES;
13 AUTHORIZING AMPHITHEATER SIGNS, COVERED FLEX
14 FIELD SIGNS, AND SPORTS AND ENTERTAINMENT
15 COMPLEX DIGITAL SIGNS WITHIN THE SPORTS AND
16 ENTERTAINMENT COMPLEX SIGN OVERLAY ZONE;
17 PROVIDING FOR OVERSIGHT OF THE PROJECT BY THE
18 SPORTS AND ENTERTAINMENT OFFICE; PROVIDING AN
19 EFFECTIVE DATE.
20

21 **WHEREAS**, the City of Jacksonville (the "City") is the owner of
22 that certain facility currently known as "EverBank Field," and the
23 City leases EverBank Field to the Jacksonville Jaguars, LLC,
24 successor by way of assignment from Jacksonville Jaguars, Ltd.
25 ("JJL"), for its operation of the Jacksonville Jaguars NFL football
26 team and other businesses using the facility, pursuant to the terms
27 and conditions set forth in that certain lease between the parties,
28 as amended (the "Lease"); and

29 **WHEREAS**, City, JJL and Bold Events, LLC ("Bold
30 Events"), formerly known as American Thunder, LLC, previously
31 entered into Amendment 14 to the Lease, which authorized JJL and

1 Bold Events to oversee the construction of an amphitheater and
2 covered flex field adjacent to the south end of EverBank Field, and
3 the City, J JL and Bold Events, as applicable, have entered into
4 lease agreements for each of the amphitheater and covered flex
5 field in accordance with Amendment 14; and

6 WHEREAS, Amendment 14 also authorized Bold Events to oversee
7 the construction of up to three video board signs in to-be-
8 determined locations within the sports and entertainment complex,
9 to be funded as part of the costs of the Amendment 14 project, and
10 to date Bold Events has elected not to do so; and

11 WHEREAS, the City intends to fund the construction of one
12 video board sign (the "Sports and Entertainment Complex Digital
13 Sign") in the sports complex, separate from the videoboard signs
14 authorized under Amendment 14, to be located in the vicinity of the
15 amphitheater and covered flex field (the "Project"), and to be
16 operated and managed by the City; now therefore

17 BE IT ORDAINED by the Council of the City of Jacksonville:

18 Section 1. Recitals. The recitals above are true and
19 correct and incorporated herein by reference.

20 Section 2. Amending Section 656.1337 (Sports and
21 Entertainment Complex Sign Overlay Zone), Ordinance Code.

22 CHAPTER 656. ZONING CODE.

23 * * *

24 PART 13. SIGN REGULATIONS.

25 * * *

26 SUBPART B. DOWNTOWN SIGN OVERLAY ZONE

27 * * *

28 Sec. 656.1337. Sports and Entertainment Complex Sign Overlay
29 Zone.

30 (a) There is hereby created within the Downtown Sign Overlay Zone a
31 Sports and Entertainment Complex Sign Overlay Zone, which shall

1 consist of all land within the boundaries beginning at the
2 intersection of the northerly right-of-way line of Gator Bowl
3 Boulevard and the easterly right-of-way line of Georgia Street;
4 thence run northerly along the easterly right-of-way line of
5 Georgia Street to the northerly right-of-way line of Adams Street;
6 thence run westerly along the northerly right-of-way line of Adams
7 Street to the northerly right-of-way line of Monroe Street; thence
8 run northerly and westerly along the northerly right-of-way line of
9 Monroe Street to the easterly right-of-way line of Palmetto Street;
10 thence run northerly along the easterly right-of-way line of
11 Palmetto Street to the southerly right of way line of Duval Street,
12 thence run easterly along the southerly right-of-way line of Duval
13 Street to the easterly right-of-way line of Franklin Street; thence
14 run northerly along the easterly right-of-way line of Franklin
15 Street to the southerly right-of-way line of Beaver Street; thence
16 easterly along the southerly right-of-way line of Beaver Street to
17 the westerly right-of-way line of Haines Street; thence run
18 southerly along the westerly right-of-way line of Haines Street to
19 its intersection with Gator Bowl Boulevard; thence run southerly
20 and westerly along the westerly and northerly right-of-way lines of
21 Gator Bowl Boulevard to the point of beginning; together with the
22 land south of Gator Bowl Boulevard comprising Metropolitan Park.

23 * * *

24 (b) (7) Amphitheater Signs, which for purposes of this section
25 shall mean signs erected within the Amphitheater located within the
26 Sports and Entertainment Complex Sign Overlay Zone and currently
27 known as Daily's Place, pursuant to a naming rights agreement or
28 sponsorship agreement entered into by (x) an athletic team which is
29 a tenant at the Stadium under rights assigned to such team pursuant
30 to a written agreement with the City or (y) an event company that
31 is the anchor tenant at the Amphitheater.

1 (b) (8) Covered Flex Field Signs, which for purposes of this
2 section shall mean signs erected within the Covered Flex Field
3 located within the Sports and Entertainment Complex Sign Overlay
4 Zone and currently known as Daily's Place, pursuant to a naming
5 rights agreement or sponsorship agreement entered into by (x) an
6 athletic team which is a tenant at the Stadium under rights
7 assigned to such team pursuant to a written agreement with the City
8 or (y) an event company that is the anchor tenant at the
9 Amphitheater.

10 (b) (9) Sports and Entertainment Complex Digital Signs, which for
11 purposes of this section shall mean fixed signs or electronic
12 content displayed on those certain pole signs to be constructed
13 within the Sports and Entertainment Complex Sign Overlay Zone, with
14 the design, size and location thereof subject to the review and
15 approval of the Downtown Development Review Board. Messages on
16 Sports and Entertainment Complex Digital Signs can be either fixed
17 or contained in a changing message device, as defined in Sec.
18 656.1302.

19 * * *

20 (d) For purposes of this part, Sports and Entertainment Complex On-
21 Site Sign means any sign which advertises or otherwise identifies a
22 use of or events within the Sports and Entertainment Complex Sign
23 Overlay Zone~~area~~ and its facilities named in this section, as well
24 as products, activities or services that are sold, produced,
25 manufactured, located, provided or furnished within such facility,
26 or any sign which advertisement is related to a sponsor of an
27 athletic team which is a tenant at any facility within the Sports
28 and Entertainment Complex Sign Overlay Zone, which is deemed to be
29 an on-site commercial use, or any sign erected pursuant to a naming
30 right or sponsorship agreement entered into by the City of a
31 publicly owned sports or entertainment venue. In addition, Sports

1 and Entertainment Complex Digital Signs, as specified in Subsection
2 (b)(9) above, may display on-site sign messages related to a
3 promoter or sponsor of an event that will be held in a facility
4 within the Sports and Entertainment Complex Sign Overlay Zone.

5 Section 4. Oversight Department. The Sports and
6 Entertainment Office shall oversee the construction project
7 described herein.

8 Section 5. Effective Date. This ordinance shall become
9 effective upon signature by the Mayor or upon becoming effective
10 without the Mayor's signature.

11 Form Approved:

12
13 /s/ John Sawyer

14 Office of General Counsel

15 Legislation Prepared By: John C. Sawyer, Jr.

16 GC-#1170551-V1-Digital_Sign