

January 15, 2020

Ms. Catherine Coyle  
Planning & Zoning Administrator  
City of Tampa  
Development Services Building, 3<sup>rd</sup> Floor  
1400 North Boulevard  
Tampa, Florida 33607

**Re: Application for Chapter 27 Text Amendments  
Table 183.1 "General Building Streetwall Design, Frontage Types, Building Signs"**

Dear Ms. Coyle:

Attached as **Exhibit A** to this letter, please find proposed text changes requested to support retail needs within Tampa's Central Business District. The adjustments are related to the allocation, placement and design of signage types within an urban neighborhood, and are not intended to modify the overall amount of signage allowed within the Central Business District. Specifically, the requested modifications would accomplish the following goals:

1. Allocation of Allowable Signage Square Footage: Unused square footage from one frontage of a building could be reallocated to another frontage on the same parcel.
2. Corner Tenant Signage Minimum Clearance: Ground level establishments located on a corner would be allowed to install customized corner signage on both frontages, without complying with the general 10' clearance requirement.
3. Height of Blade Signs: Blade signs could be installed at a height of 9' rather than 10' above pedestrian ways.
4. Types of Signage: Multiple signage types could be installed on a storefront.
5. Uniquely Designed Signage for Multi-Occupancy Parcels: Signs for multi-occupancy parcels may be designed in a way to avoid homogeneity along a building frontage. This will enhance a sense of place and vibrancy within the downtown.

After reviewing this application, please let me know if you have any questions or require additional information for the processing of the proposed text amendments attached hereto as **Exhibit A**. Also please let me know when these proposed text amendments will be presented to the Planning Commission and City Council for review and approval.

Sincerely,



Angela B. Rauber

cc: Gina Grimes, City Attorney  
Rebecca Kert, Assistant City Attorney

## Exhibit A

**TABLE 183.1 GENERAL BUILDING STREETWALL DESIGN, FRONTAGE TYPES, BUILDING SIGNS**

BUILDING SIGN STANDARDS			
Category	Building Type	Sign Placement by Building Floor [1]	Maximum Area (SF) [3,4]
1-S	All Buildings	1 <sup>st</sup> Floor [2]	2 SF per 1 LF
2-S	5 Floors or less	On face of highest Floor	1.25 SF per 1 LF
3-S	6 to 15 Floors	On face of highest Floor	2 SF per 1 LF
4-S	16 to 30 Floors	On face of highest Floor	3 SF per 1 LF
5-S	31 Floors and up	On face of highest Floor	4 SF per 1 LF
<b>Sign Notes: [LF] Linear feet; [SF] Square feet</b>			
[1] For multi-level buildings, sign area allowed for floors above 1 <sup>st</sup> floor, those signs shall be placed on the wall face of the highest floor of the building.			
[2] Includes all allowed signs set forth in division 6 'signs' of this chapter.			
[3] The maximum sign SF ratios are available for use based on the overall number of floors/levels of the building <u>and may be oriented towards any frontage</u> . All buildings are allowed the maximum under 1-S. Use the 'Category' column to identify allowable sign area ratio by total building floor/level count; ratios are not to be aggregated by segments or portions of floors (i.e. a 40-floor building is permitted to use max SF for 1-S and 5-S only, with the total from 5-S placed on the face of the 40 <sup>th</sup> floor). Example: 3 story building = 1-S (placed on allowable building surfaces for 1 <sup>st</sup> Floor) and 2-S placed on the face of the 3 <sup>rd</sup> floor.			
[4] Sign area leftover from 1-S can be redistricted to the upper level building sign total.			
[5] Sign area not used on a street frontage may be reallocated to any other street frontage.			
[6] Projecting signs shall be allowed, providing the following specific regulations are met: <u>a. Projecting signs shall not project more than four (4) feet from the building wall to which the projecting sign is attached.</u> <u>b. Projecting signs shall not be located above the roofline of the building.</u> <u>c. The supporting hardware, unless incorporated as a decorative component of a projecting sign shall not be visible from the street or sidewalk.</u> <u>d. Projecting signs shall not be constructed in violation of the public space encroachment limitations specified in this chapter or other applicable City code.</u>			

<b>TABLE 183.1 GENERAL BUILDING STREETWALL DESIGN, FRONTAGE TYPES, BUILDING SIGNS</b>
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<p><u>e. Projecting signs shall not be erected closer than ten (10) feet from another projecting or marquee sign, except where two projecting signs are located on different frontages of the same building.</u></p>
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<p><u>f. Projecting signs, when specifically allowed by this Code, which project over any public or private pedestrian way shall be elevated a minimum of nine (9) feet above such pedestrian way. Projecting signs, when specifically allowed by this Code, which project over any public or private street shall be elevated a minimum of sixteen (16) feet above such street.</u></p>
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<p><u>[7] Subject to the maximum area requirements section above, each establishment with a main door entrance which faces a public street in a multiple-occupancy parcel shall be allowed the following:</u></p>
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<p><u>i. One (1) building sign for each side of the establishment which faces a public street;</u></p>
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<p><u>ii. One (1) marquee or canopy sign, as set forth in subsections (b)(7) below, may be substituted for each permitted building sign; and</u></p>
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<p><u>iii. One (1) awning sign per awning; and</u></p>
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<p><u>iv. One (1) hanging awning/canopy sign or projecting sign per establishment frontage.</u></p>
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<p><u>Signs displayed on a multi-occupancy parcel may be uniquely designed per tenant.</u></p>
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