



PLANNING BOARD MEETING

CITY OF ST. PETE BEACH

155 Corey Avenue
St. Pete Beach, FL 33706

**Monday, July 15, 2019
4:00 P.M.**

Call to Order
Pledge of Allegiance
Roll Call

1. **Changes to the Agenda** – Agenda items to be added, moved or deleted will be addressed at this time. Items added will be assigned agenda item numbers and items that are moved will retain the same item numbers. A notation will be made that those items will be taken out of order.
2. **Audience Comments** – Three minutes per person to issues not on the agenda.
3. **Approval of Minutes**
 - a. 6/17/19
4. **Action Items**
 - a. none
5. **Discussion Items**
 - a. Division 22, Landscaping
 - b. Division 26, Signage
6. **Adjournment – Next Meeting: 8/19/19**

The public is cordially invited to attend.

APPEAL: Florida Statutes Chapter 286.0105 Notices of meetings and hearings must advise that a record is required to appeal. Each board, commission, or agency of this state or of any political subdivision thereof shall include in the notice of any

meeting or hearing, if notice of the meeting or hearing is required, of such board, commission, or agency, conspicuously on such notice, the advice that, if a person decides to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

AMERICANS WITH DISABILITIES ACT: Florida Statutes 286.26. Accessibility of public meetings to the physically handicapped. In accordance with the Americans with Disabilities Act and Florida Statutes, persons needing special accommodations to participate in a meeting should contact City Hall at (727) 367-2735 no later than forty-eight (48) hours prior to the meeting for assistance.

Electronic media must be submitted a minimum of 24 hours in advance to cityclerk@stpetebeach.org

All agenda material is available for review at City Hall.

PLANNING BOARD MINUTES

June 17, 2019

4:00 P.M.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PRESENT:

Tiffany Secka, Chairwoman
Marvin Shavlan, Vice Chairman
Mark Grill, Member
Tom DeYampert, Member
Bev Jackson, Member

ALSO PRESENT:

Andrew Dickman, City Attorney
Rebecca C. Haynes, City Clerk
Wesley Wright, Community Development Director
Brandon Berry, City Planner

City Clerk Haynes administered the Oath of Office to incoming member, Ms. Bev Jackson.

1. Changes to the Agenda

There were no changes to the agenda.

2. Audience Comments

There were no audience comments.

3. Approval of Minutes

a. 4/15/2019

Vice Chair Shavlan made a motion to approve the 4/15/2019 minutes as presented. The motion was seconded by Member Grill and approved by a unanimous roll call vote.

4. Action Items

a. None.

5. Discussion Items

- a. Division 22, Landscaping** - Continued discussion items on what changes staff should propose to be modified, added, or removed from the Land Development Code

City Planner Brandon Berry began the continued discussion of landscaping of single and two-family developments from the April meeting by reviewing a detailed presentation on current landscaping requirements for those type of developments.

Mr. Berry spoke about SB2080, which passed in 2009 regarding Florida Friendly Landscaping and some components of a Florida-Friendly Landscape Guidance Model created by the Florida Department of Environmental Protection and the University of Florida.

Board discussion followed; no action was taken.

There was no public comment.

6. Adjournment – Next Meeting: 07/15/2019

There being no further business to come before the Board, the meeting was adjourned at 5:19 p.m.

Attest:

Rebecca C. Haynes, City Clerk

Tiffany Secka, Chairwoman

Minutes approved on: _____



**DEPARTMENT OF COMMUNITY DEVELOPMENT
PLANNING & ZONING
STAFF REPORT
TO THE
PLANNING BOARD**

Land Development Code Review: Division 22 & 39 - Landscaping

Meeting Date: July 15, 2019

Prepared By: Wesley Wright, Director and Brandon Berry, Planner I

Item Summary

This item summarizes commercial landscaping standards in the City with a focus on properties located within the ten districts of the Community Redevelopment District, as well as follows up with information on reclaimed water usage in the CRD as available.

Commercial Landscaping – Community Redevelopment District (CRD)

The majority of commercially-zoned land in the City is located within the Downtown or Gulf Boulevard Community Redevelopment District. In accordance with the landscaping standards added during the adoption of the Community Redevelopment District division and overlay, staff have interpreted these standards to prevail during cases of development or redevelopment where they impose greater requirements than those found in Division 22 – LANDSCAPING AND TREE PROTECTION. The following sections focus on buffers along each frontage in the various districts of the CRD, as well as required internal landscaping.

Front Buffering & Pedestrian Amenities

All properties located within the Community Redevelopment District, with the exception of those in the table below, are required to provide a minimum eight-foot-wide landscaping buffer in the front of the property when applying for a development project. In this landscaping zone the Code requires trees and other plantings, pedestrian amenities such as benches, bike storage or art, and pedestrian-scale lighting fixtures.

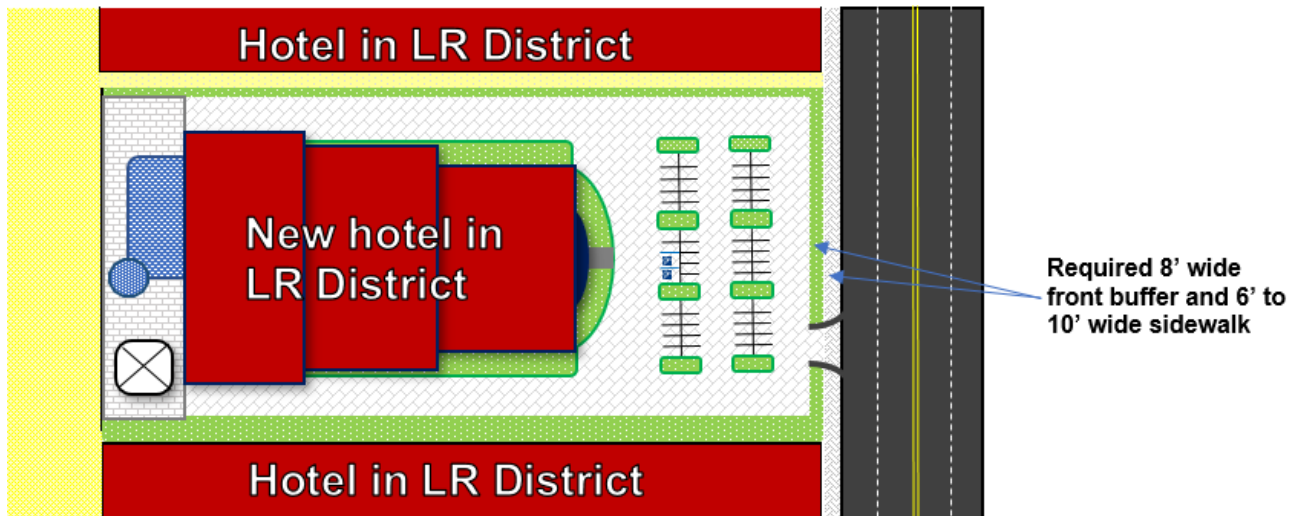
Street Name	Designation
Corey Ave	Main Street
Blind Pass Rd from 82 nd Ave South	A
75 th Ave	A
Gulf Blvd, from 75 th Ave. south to 64 th Ave	A
Sunset Way, from 75 th Ave. south to 64 th Ave	A

Those properties with frontage along Blind Pass Road or Gulf Blvd, or any property within the Town Center Core area, are also required to expand the sidewalk to between six and ten feet pending TRC review. The purpose of this regulation is to allow for safer sidewalk flow and outdoor eating areas as appropriate for the zone.

Division 22 Landscaping Standards – Front Buffering

Properties in the CRD have additional landscaping standards as noted in the aforementioned section, but the provisions of Division 22 – Landscaping and Tree Protection still apply in cases where the CRD standards are less stringent. All parking areas are required to install a minimum six-foot-wide buffer between the parking area and abutting property lines when that parking area is not otherwise screened visually by an intervening building or structure, and all commercially-zoned properties are required to provide frontage landscaping equal to ten percent of the adjacent right-of-way width. Furthermore, all properties with frontage not along Corey Ave are required to install a 5-15' wide frontage buffer as may be appropriate.

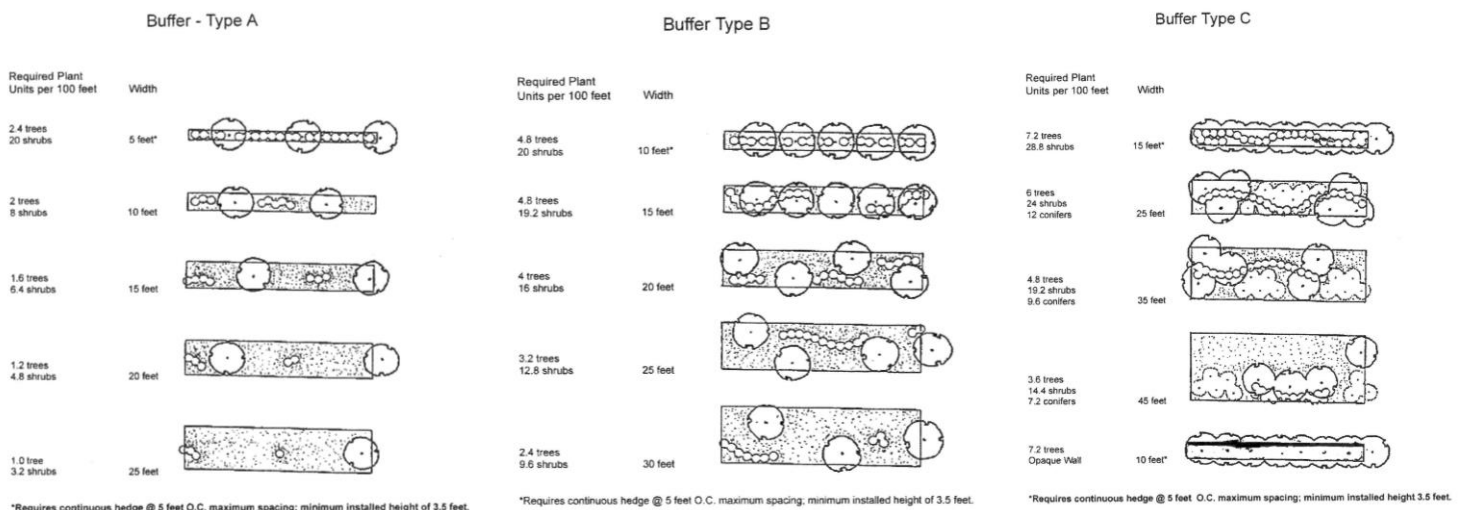
To provide an example, a new hotel with Gulf Blvd-frontage parking area in the LR district would need to provide a minimum eight-foot-wide landscaping buffer as required by the Community Redevelopment District standards. As Gulf Blvd is an 80-foot-wide right-of-way, and the parking buffering standard (6' wide) is less stringent than the CRD frontage standard (8'), the provision of an 8' wide buffer in the front would satisfy all of the frontage landscaping requirements, provided a larger front buffer is not required under site plan review.



Division 22 Landscaping Standards - Side Buffering

Side buffering is a primary means of screening as well as mitigating overflow of noise and light from one property to another. Required side buffers between uses increase in width and planting density as the differences in density or intensity become greater. The table and graphics on the following page situate when buffers are required and the required size of buffers during development and redevelopment.

Buffer requirement	Buffer Type
Commercial use adjacent to single-family or two-family residential	Type C
Transient accommodation use adjacent to single-family or two-family residential	Type C
Mixed use adjacent to single-family or two-family residential	Type B
Commercial use adjacent to mixed-use with residential component	Type B
Multi-family use adjacent to single-family or two-family residential	Type B
Commercial use adjacent to commercial use	Type A
Commercial use adjacent to transient accommodation use	Type B
Multi-family use adjacent to multi-family use	Type A

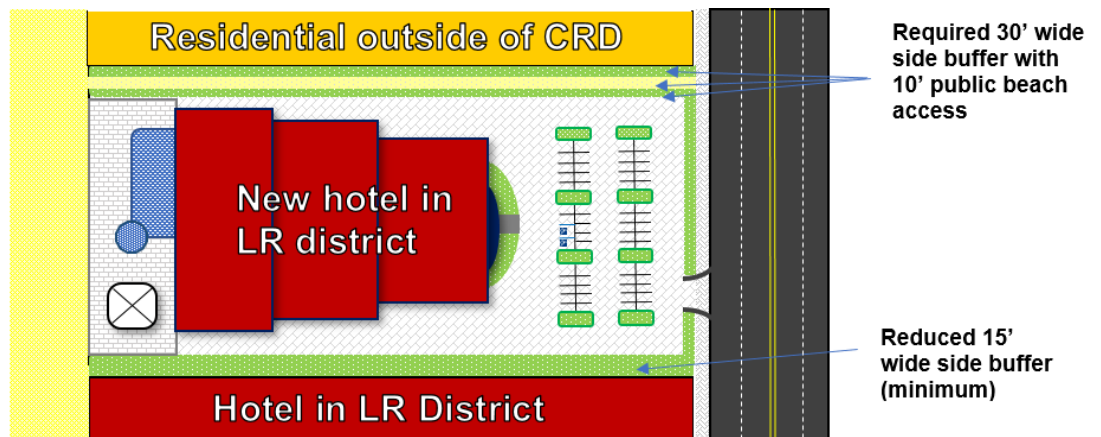


Non-residential developments abutting properties in the RU-1 or RU-2 district, or abutting existing single-family or duplex homes regardless of zoning district, are required to provide an opaque or semi-opaque screen of landscaping, wall, fence or a combination to adequately buffer from the abutting use. Commercial retail, restaurant, drinking

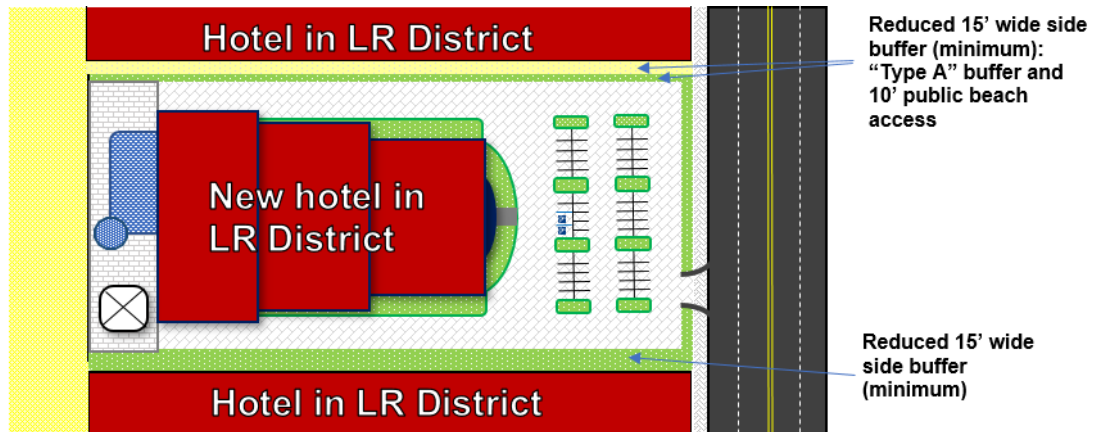
establishments or multi-family uses are also required to meet increased setbacks of 20 feet if the building is 25 feet in height or less, or 35 feet if the building is greater.

In the Large Resort district only, any new construction of a temporary lodging or commercial use that exceeds 50 feet in height is required to provide a minimum 30' wide landscape buffer along the entire length of the side yard. These buffers may include any required beach access, but no accessory uses. New construction of a temporary lodging or commercial use that abuts an existing residential property outside the LR district must also include the same 30' wide buffer along the rear yard. This width can be reduced up to 50% by the city commission, unless the property is adjacent to an existing residential use outside of the Large Resort District, in which no reduction is possible.

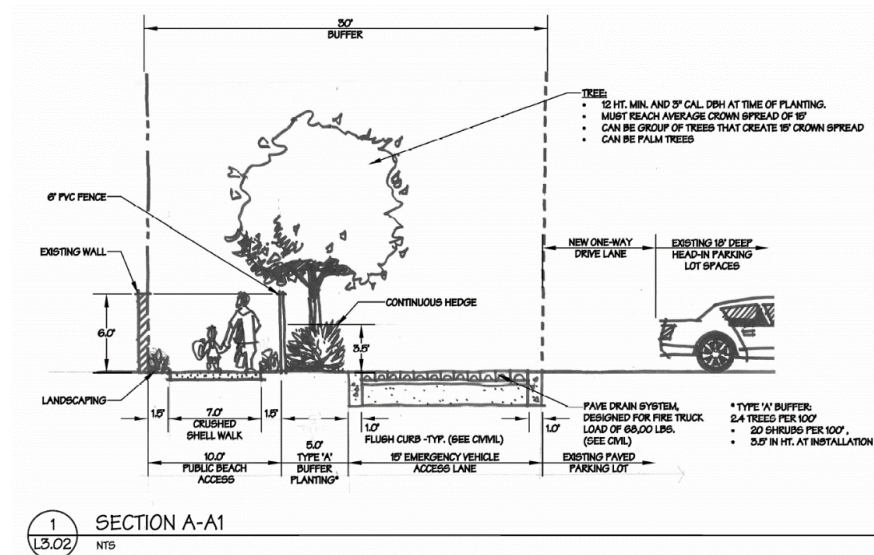
Right, top: A theoretical redeveloped hotel in the LR district adjacent to a northern residential development outside of the LR District and a southern existing hotel within the LR District



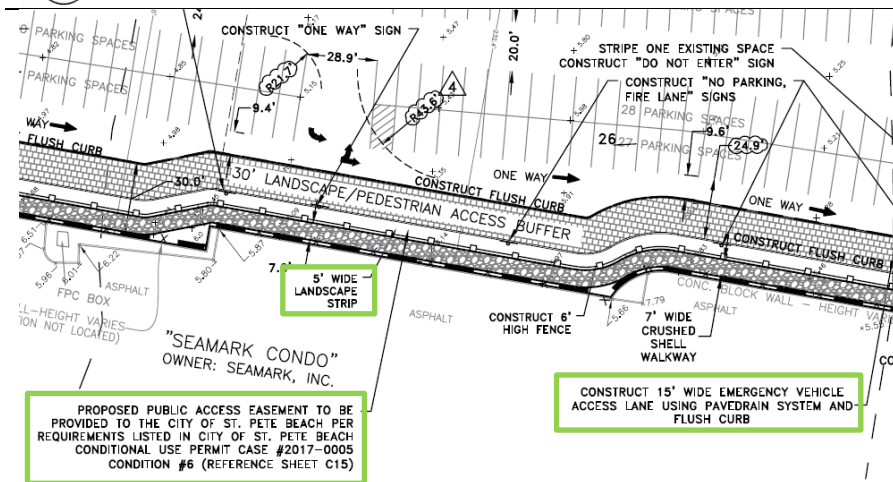
Right, bottom: A theoretical redeveloped hotel in the LR district adjacent to two existing hotels in the LR district



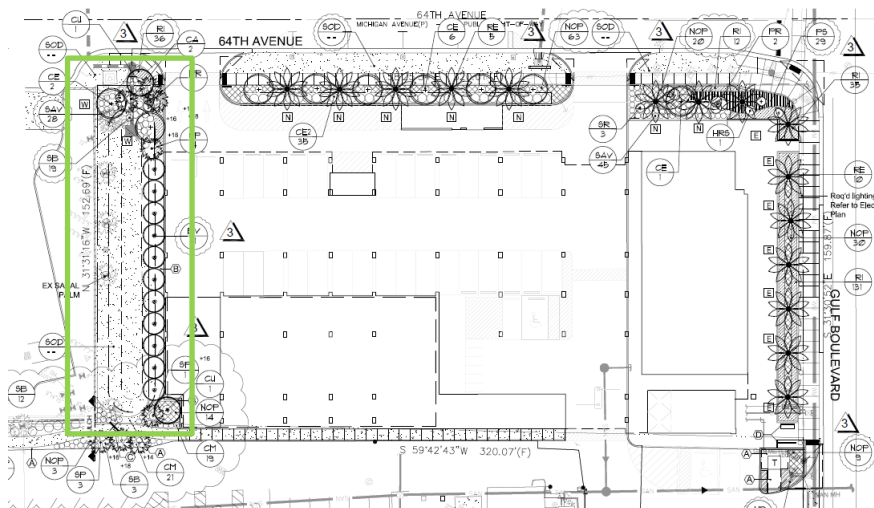
Right: Cross-section from 2017 Sugar Sands submittal (LR District), showing a Type A (5') side buffer, 10' public beach access with side wall, and 15' emergency access lane



Right: Site plan snippet from 2017 Sugar Sands submittal showing landscape strip, public beach access, and emergency access lane

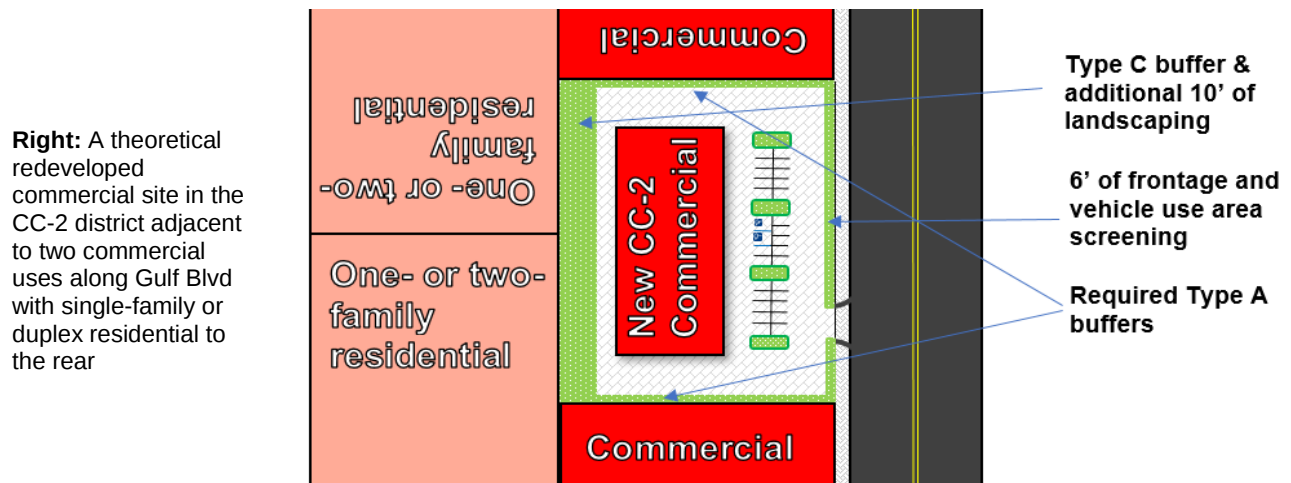


Right: Final site plan for 2016 Postcard Inn On the Beach parking garage, showing a 30' rear landscaping buffer



Division 22 Landscaping Standards – Rear Buffering

Additional rear landscaping of 10' in width is required for assembled commercial properties fronting on Gulf Blvd in the CC2 district, if the rear abuts single- or two-family residential properties. Rear landscaping of 30' in width is required for redeveloped temporary lodging or commercial properties in the LR district abutting (to the rear) residential properties outside of the LR district.



Division 22 Landscaping Standards – Internal Landscaping

Twenty square feet of internal landscaping is required for each parking space on the site, and a minimum of two square feet of landscaping is required for each 100 square feet of loading area or vehicle storage lot. The minimum size of interior landscaping is 400 square feet, at a minimum dimension of at least ten feet. For properties that require fewer than 20 total parking spaces, or where interior landscaping will seriously limit the function of the vehicle use area, interior landscaping can be added to required perimeter landscaping.

Division 22 Landscaping Standards – Buffer Affordances

Buffers shall not contain:

- Principal structures
- Accessory structures
- Swimming pools
- Tennis courts
- Active recreation uses
- Storage facilities
- Parking facilities
- Walls greater than 2' in height (front buffers)
- Chain-link fences (front buffers)
- Loading, service or dumpster areas (front buffers)

Buffers may contain:

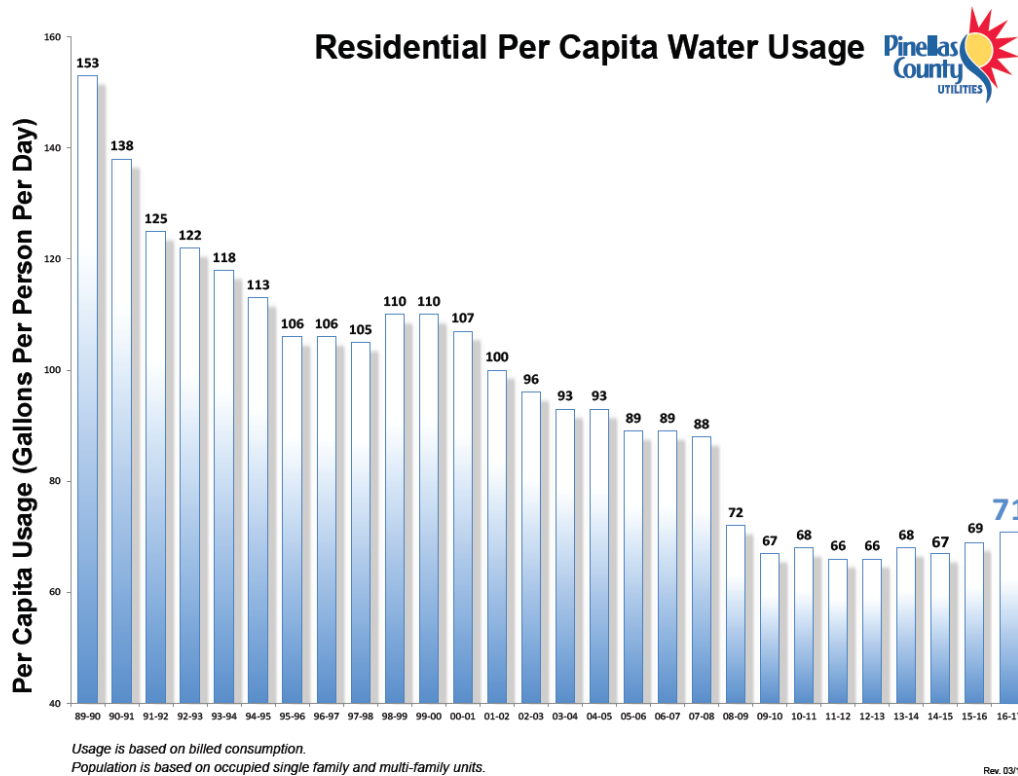
- Passive recreation such as pedestrian or bike trails
- Underground and above-ground utility structures of 4' in height or less
- Fences
- Public beach access (in the LR district)

Developments proposing a fence of six feet in height are permitted to reduce the density of plantings by up to 50%; however, the minimum width of the buffer must be maintained.

Buffers may be used for storm water retention or detention as long as required buffer plantings are provided, the design water depth does not harm the viability of plantings, and the buffer does not interfere with the proper functioning of the drainage system.

Reclaimed Water Information

In June the Planning Board requested statistics on reclaimed water usage in the City. At the County level, per-capita overall water usage has dropped significantly from the 1990s and noticeably from the first eight years of the 2000s to a rate of 71 gallons per person per day in 2016-2017, the most recent year of recording. This information is shown in the graphic below.





**DEPARTMENT OF COMMUNITY DEVELOPMENT
PLANNING & ZONING
STAFF REPORT
TO THE
PLANNING BOARD**

Land Development Code Review: Division 26 Sign Ordinance

Meeting Date: July 15, 2019

Prepared By: Wesley Wright, Director and Brandon Berry, Planner I

Item Summary

The following item reviews the sign variances applied for since the most recent major revision to the city's sign code in 2013, and provides comparisons between St. Pete Beach, Marco Island, and Fort Myers Beach with regard to signage standards.

St. Pete Beach Sign Variances: 2013 to mid-2019

There have been twelve variance applications for signs since 2013, the year of adoption of the City's current sign ordinance. One of these cases was eventually withdrawn by the applicant. Several of these cases have requested multiple variances from the Land Development Code. Statistics on the type of variance requested can be found in the table below.

Variance Requests and Cases Since 2013

		# of Requests	% Approved
Type of variance	Sign Area	4	100%
	Sign Height	5	100%
	Sign Setback	7 (One withdrawn)	100% (One withdrawn)
	# of Signs	1	100%
	Sign Type	2	50%

Commercial Sign Area

St. Pete Beach

Maximum sign square footage is set by selected sign, which differs from district to district as shown in the table below. For brevity, only wall signs and freestanding signs are addressed.

	District	Maximum SF
Freestanding/monument sign	RFM	135 SF
	CG-1, LR, BHC, CC-1, CC-2, AC*	50 or 100 SF; a 100 SF sign counts as two permitted signs
	CG-2	50 SF
	TC-1, TC-2, UBV, BR, R/O/R	40 SF
	THD	20 SF
Wall sign	RFM, CG-1, CG-2, CC-1, CC-2, CRD-EA, AC, R/O/R	One SF per linear foot of frontage, not to exceed 100 SF
	TC-1	One SF per linear foot of frontage, not to exceed 50 SF
	LR, BHC	One SF per linear foot of frontage, not to exceed 70 SF
	UBV, BR, THD	One SF per linear foot of frontage, not to exceed 40 SF

* Multi-tenant shopping centers in the AC district may have one additional monument sign, provided the sign face is no larger than 100 SF.

Fort Myers Beach

Maximum sign square footage is set by the number of businesses on a parcel, as detailed in the table below. This maximum square footage may be allocated among one or more monument signs, projecting signs, or wall signs.

Businesses Per Parcel	Maximum Sign SF	Additional Allocation?
1-2	32 SF per business	No
3 or more	16 SF per business	Yes: additional 32 SF allowed to identify the commercial development

Marco Island

Marco Island's sign standards apply to all permanent signs in commercial districts, and are detailed in the table below. Each business is permitted a freestanding and awning, wall or canopy sign, with other sign types permitted in accordance with the table below.

Type of Sign	Applies to	Maximum Square Footage
Freestanding	All businesses	
- Under 125' of business frontage		32 SF sign face/20 SF copy area
- 125' – 250' of business frontage		60 SF sign face
- 250'+ of business frontage on a single street, or 300'+ on multiple		100 SF; if more than two frontages, 120 SF combined for a sign on each frontage
Awning, wall or canopy	All businesses	15% of the business façade; 150 SF maximum
- Projecting	Can be substituted for a wall sign	20 SF of display area
Under-canopy	Multi-tenant businesses	6 SF
Changeable copy sign	Automobile service stations	10 SF; must be incorporated in freestanding sign
Changeable copy sign	Places of assembly	48 SF or permitted sign area, whichever is less
Drive-thru lane sign	Businesses with a drive-thru lane	24 SF
Electronic sign	Businesses with a drive-thru lane	3 SF



Monument Sign Examples

Above, left: Marco Island
Above, right: St. Pete Beach
Right: Fort Myers Beach



Sign Setbacks

St. Pete Beach

Setbacks for freestanding signs differ from district to district. No component of a sign in any district may be located in a visibility triangle.

The following commercial districts require freestanding signs to be set back at least 10' from the front property line: CG-1, CG-2, LR, BHC, CC-1, CC-2, AC

The following commercial districts allow freestanding signs in the front setback without any distance restrictions: TC-1, TC-2, UBV, BR, THD

Fort Myers Beach

No sign or portion of a sign shall be erected closer than three feet to any sidewalk or bike path or to any street right-of-way unless at least eight feet of vertical clearance is maintained. Monument signs may be permitted in median strips with consent of the property holders, provided the signs are set back a minimum of two feet from the edge of the pavement and visibility is maintained. Wall signs and projecting signs can extend over public sidewalks provided eight feet of clearance is maintained and they do not extend closer than two feet to an existing or planned curb.

Marco Island

Freestanding signs must be set back at least 15 feet from any property line, public or private right-of-way, or easement. This criteria is eligible for a variance, but the variance cannot result in a setback of less than five feet.

Sign Height

St. Pete Beach

Maximum sign height is set by selected sign, which differs from district to district as shown in the tables below. For brevity, only wall signs and freestanding signs are addressed.

	District	Maximum Height
Freestanding/monument sign	RFM	20'
	CG-1, CG-2, TC-1, TC-2, LR*, BHC*, CC-1, CC-2, AC**	8'
	LR*, BHC*	12'
	UBV, BR,	5'
	THD	4'
	R/O/R, AC**	10'

* In the LR and BHC districts, monument signs of 50 SF or less have a maximum height of 12'. Monument signs greater than 50 SF have a maximum height of 8'.

** Only multi-tenant shopping centers in the AC district are permitted to have a monument sign of 10' in height.

	District	Story Standards
Wall sign	R/O/R, RFM, CG-1, CG-2, AC	Cannot be placed above the second story
	TC-1, TC-2, LR, BHC, CC-1, CC-2, CRD-EA, UBV, BR, THD	None

Fort Myers Beach

The maximum height for a monument sign is five feet from either the highest adjacent grade or crown of the adjacent street, whichever is higher. Wall signs cannot extend above the lowest edge of the building's eaves or above the highest horizontal members of the fence or wall to which it is attached.

Marco Island

Monument signs for properties with less than 250 linear feet of building frontage must be at least 4' and no more than 8' tall. For properties with at least 250 linear feet, the minimum height is 4' and the maximum is 15'. All ground signs must be a minimum of 4' and a maximum of 8' wide.

Drive-thru signs cannot exceed 8' in height.

In multi-tenant buildings, except for anchor tenants, all signs must be located at a uniform height.



Wall Sign Examples

Above, left: Marco Island
Above, right: Fort Myers Beach
Right: St. Pete Beach



Addressing Nonconforming Signs

St. Pete Beach

Nonconforming signs must be brought into conformity or taken down whenever the property or principal structure is substantially improved, when the business is abandoned for 90 consecutive days or longer or the sign display is vacant for 90 consecutive days or longer, or when the sign is substantially damaged or destroyed. For multi-tenant shopping centers with monument signs, the term “vacant” means that more than 50 percent of the development is vacant.

Fort Myers Beach

All nonconforming signs, except those designated as historically significant, were required to be brought into conformity with the relevant provisions of the City’s Chapter 30 - Signs by December 31, 2011.

Marco Island

Nonconforming signs are required to be brought into conformance with current sign regulations whenever the sign is substantially damaged. Furthermore, signs must be brought into conformance when new development or redevelopment equaling 50 percent or more of the assessed value of the existing structure(s), or combined additions, renovations or redevelopment constitutes 20 percent or more of the square footage of existing structure(s), over a five-year period. Additionally, nonconforming signs or sign faces voluntarily altered, replaced, repaired or relocated prior to the required point of compliance requires that any sign illumination comes into conformance at that time. Exemptions are made for identification signs legally located in the public right-of-way, or on private property which identifies businesses located on a property other than the property on which the sign is located.

Lighting

St. Pete Beach

Internally-illuminated signs are prohibited in the Pass-a-Grille Overlay District, as well as along any frontage facing Corey Ave. Internally-illuminated wall signs are prohibited in the UBV, BR and THD districts, and discouraged but not explicitly prohibited in the CC-1 and CC-2 districts. In all districts, internally-illuminated signs or illuminated portions of signs cannot exceed 50 square feet. All illuminated signs must be shielded and cannot perform in a strobing manner.

Fort Myers Beach

Internally-lit signs are only permitted for select buildings that are not required to meet commercial design standards, and sign faces must be designed so that illumination occurs only on individual letters or symbols.

Lighting installed to illuminate any sign from outside of its boundaries shall be screened in a manner which prevents the light source from being visible from any abutting right-of-way or adjacent property.

Marco Island

The code only specifically prohibits strip lighting, and addresses internally- and externally-illuminated changeable copy signs.

Electronic Message Board Signs

St. Pete Beach

Electronic message board signs are permitted at businesses with frontages along Gulf Blvd between 37th Ave and 75th Ave. Whether freestanding or integrated as a portion of a sign, such as a gas station monument sign with electronic changeable prices, the maximum square footage of the electronic portion is 32 square feet.

Fort Myers Beach

All electronic message board signs are prohibited, except for electronic signs displaying cycling time or temperature only.

Marco Island

Electronic message board signs are permitted only in windows and drive-thru lanes. In both cases, the maximum square footage of the sign shall not exceed three square feet.

Amortization

St. Pete Beach

St. Pete Beach has an amortization schedule for electronic message board signs only. All electronic message boards not in compliance with applicable provisions of the Land Development Code must be brought into compliance by January 1, 2027. This amortization schedule applies to electronic message board signs nonconforming by sign face area, location, setback, or height.

Fort Myers Beach

Fort Myers Beach required all nonconforming signs to come into conformity with their signage standards by December 31, 2011.

Marco Island

Marco Island does not have an amortization schedule for signs.

Roadway Differences

St. Pete Beach

St. Pete Beach's major commercial thoroughfare is Gulf Blvd, a four-lane road with center turn lane intermittently divided by landscaped medians. The road, not including bike lanes, appears to be approximately 55' in width.



Gulf Blvd, looking north from 59th Ave



Gulf Blvd, looking south from Gulf Winds Dr



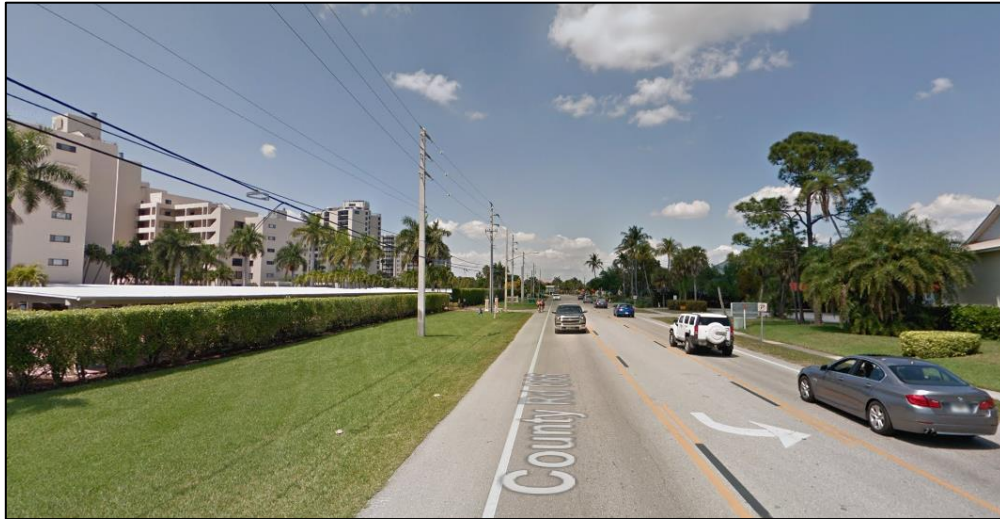
Gulf Blvd, looking south from 55th Ave



Gulf Blvd, looking north from the southern point of Blind Pass Rd

Fort Myers Beach

Fort Myers Beach's major commercial thoroughfare is Estero Blvd, a generally two-lane road with center turn lanes. The three lanes, not including shoulders, appear to be approximately 30' wide from aerial measurements.



Estero Blvd, looking north from Island Pines Way



Estero Blvd, looking south from Bay Beach Ln



Estero Blvd, looking south from Connecticut St



Estero Blvd, looking north from Curlew St

Marco Island

Marco Island's major commercial thoroughfare is Collier Blvd, a four-lane road primarily divided by a landscaped median. The road with median appears to be approximately 65' wide from aerial measurement.



Collier Blvd, looking north from Spruce Ave



Collier Ave, looking south from Maple Ave



Collier Ave, looking north from San Marco Rd



Collier Ave, looking north from Winterberry Dr