



City of Flagler Beach

Planning & Zoning Department
P.O. Box 70 * 800 S Daytona Ave.
Flagler Beach, FL 32136
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MEMORANDUM

To: Planning and Architectural Review Board

From: Lupita McClenning, City Planner

Date: October 3, 2024

Re: City Planner Report – Informational
Signage for Compass by Margaritaville Hotel *Amended*

Update

Permit PB241270 for the Hotel Margaritaville has been amended. The Projecting/Blade sign on S. Central Avenue for the Surf Shack (see attached) has been replaced with a Wall Sign that reads "Live Life Like a Song."

The amended permit for the wall sign meets the code, Section 7.07.02. The total types = 5 types; the total number of signs remains twelve (12) including a mix of directional (1), freestanding/wayfinding (3), monument (1), mural (2), and wall signs (5). The on-site projecting sign (0) has been replaced.

Summary

Excerpt below from City's Land Development Code as it relates to signage found in compliance for the Compass by Margaritaville Hotel, Flagler Beach, FL.

Total signage = 6 types and twelve (12) total signs including a mix of directional (1), freestanding/wayfinding (3), monument (1), mural (2), on-site/projecting (1), and wall signs (4).

Applicant confirmed that the illuminated monument directional signage and the illuminated letters for the wall sign "Compass by Margaritaville" on S. Daytona Ave meet Section [7.06.05 \(A-H\) Sign Lighting](#) i.e. *D. luminance no greater than 300 candles.*

Please see attached for the location(s) of the directional, monument, and three (3) freestanding/wayfinding signs. Attached are renderings of the signs with sizes, type, and location.

Section 7.01.00 Definitions

Directional sign: An attached or freestanding on-site non-commercial sign directing the movement of pedestrian or vehicular traffic on the premises where it is located. These signs may use words such as "entrance," "exit," "caution," "no parking," "one way only," "no trespassing," and the like, or arrows or similar graphics.

Freestanding sign: Any sign that is not attached to any building. The definition of a "freestanding sign" does not include a portable sign.

Monument sign: A freestanding, on-site ground sign not erected on one (1) or more poles or similar structures but has a solid supporting base on the ground equal or greater than the width of the sign face and generally made of stone, masonry or concrete, with no separations between the sign and base and which is of a finished or decorative-type construction.

Mural: A one-of-a-kind, hand-painted, hand-tiled, or digitally printed artwork on the exterior wall of a building presented in a creative and artistic manner for the primary purpose of providing aesthetic enjoyment for the viewer.

On-site sign: A sign that (1) is located on the premises to which the sign pertains, and (2) identifies an activity conducted or products or services available on the premises where the sign is located.

Projecting sign: A sign attached to a building or other structure extending in whole or in part more than twelve (12) inches beyond the surface of the portion of the building to which it is attached.

Pedestrian wayfinding sign: A directional sign that is provided by and controlled by the City, on city property or rights-of-way and used to direct the public to a place of business or venue. Pedestrian wayfinding signs are only allowed within the City's Community Redevelopment Area Downtown Mixed-Use.

Wall sign/attached sign: A sign that is attached to and extends no more than twelve (12) inches from a wall or painted on a wall of a building.

Directional Signage/Monument Signage

- a. One Monument Sign Salty Rim Bar & Grill -please see attached for location.
- b. One Monument Sign "Enter" – please see attached for location.

Section 7.07.02 B. 1. C. Freestanding

Freestanding signs shall not exceed nine (9) feet in height above the base of the sign or if the sign is located on a berm or other raised landscape feature said sign shall not exceed nine (9) feet above the crown of the road to which the sign is adjacent.

- a. Three (3) freestanding Wayfinding Signs 14' ½" x 9' – please see attached for location.

Section 7.07.04 - Murals.

One (1) mural on S. Daytona Compass Logo 16'6" x 27'8"

One (1) mural on Moody Blvd Turtle Graphic 7'8" x 26'

- a. No mural shall exceed the dimensions of the wall upon which it is applied;

- b. All mural shall comply with all relevant building and safety codes and standards and be kept in good repair with no chipped, fading, or peeling paint;
- c. No mural shall contain electrical or mechanical components, moving structural elements, lighting elements, or automated elements that move or give the appearance of motion;
- d. Letters, numbers, and other alpha-numeric characters, including those expressing commercial and non-commercial messages, may be incorporated into murals located on property within non-residential zoning districts. Such letters, numbers, and alpha-numeric characters shall cumulatively comprise no more than ten percent (10%) of the total square footage of the mural or murals or thirty-two (32) square feet, whichever is less;
- e. Commercial and non-commercial messages incorporated into a mural consistent with this section shall not be counted toward the maximum sign square footage or number of signs on the property;
- f. No off-site commercial advertising shall be incorporated into any mural;
- g. No sign permit shall be required for a mural that meets all of the requirements of this section; however, a mural authorization shall be obtained from the city for any mural applied or altered after the effective date of this Ordinance. An application for a mural authorization shall contain at a minimum:
 - 1. The name of the artist;
 - 2. The dimensions of the wall upon which the mural will be applied; and
 - 3. A description of the intended mural including the materials to be used, the method of application, the need for scaffolding or other equipment to be attached to the building, the mural's intended dimensions and the location and dimensions of any letters, numbers or symbols;

Section 7.07.02 – 4 (a-d) Projecting Signs.

~~One (1) Projecting/ Blade Sign on S. Central Ave – Surf Shack 3'7" x 18"~~

- a. A maximum of one (1) projecting sign is permitted per use. A projecting sign's copy shall not exceed sixteen (16) square feet except that a projecting sign's copy area within the community redevelopment area shall not exceed eight (8) square feet.
- b. A projecting sign may extend more than twelve (12) inches but less than four (4) feet beyond the wall of the building to which it is attached.
- c. A minimum clearance of nine (9) feet above the finished grade of a pedestrian walkway not within the public right-of way shall be maintained but shall not impede pedestrian movement or cause a safety hazard.

- d. The projecting sign copy area shall be counted as a part of the total allowable area for wall signs.

Section 7.07.02 - 2. (a-d) Wall signs.

Two (2) wall signs on S Daytona Ave.

~~Two (2) wall signs on S Central Ave:~~ **Three (3) wall signs on S Central ***

- a. Only one (1) wall sign shall be permitted for each use. On corner or double frontage lots, a maximum of two (2) wall signs are permitted provided that one (1) of the sign's copy area shall be figured on the basis of 0.5 square feet per linear foot of building wall facing a public street.
- b. A. multi-tenant building wall signage may be provided not to exceed a maximum of 1.5 square feet of signage per lineal foot of tenant store front facade length.
- c. Wall signs may not exceed fifty (50) feet in width or sixty (60) percent of the width of the building frontage, whichever is less.

***Corporate required sign amendment. Please see attached updated graphic.**