STAFF REPORT – CITY OF RIVIERA BEACH
DIGITAL FUEL PRICE SIGN ORDINANCE
PLANNING AND ZONING BOARD – NOVEMBER 12, 2015

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF RIVIERA BEACH, PALM BEACH COUNTY, FLORIDA, AMENDING CHAPTER 28 OF THE CITY'S CODE OF ORDINANCES ENTITLED "SIGNS", SECTION 28-1 "DEFINITIONS", SECTION 28-5 "PROHIBITED SIGNS", SECTION 28-125 "PROGRAMMABLE DIGITAL SIGNS", AND CHAPTER 31 OF THE CITY'S CODE OF ORDINANCES ENTITLED "SUPPLEMENTAL DISTRICT REGULATIONS", SECTION 31-551, IN ORDER TO CREATE STANDARDS FOR INSTALLATION AND USE OF DIGITAL FUEL PRICE SIGNAGE ON PROPERTY WITH SELF SERVICE FUEL PUMPS; PROVIDING FOR CONFLICTS, SEVERABILITY AND CODIFICATION; AND PROVIDING AN EFFECTIVE DATE.

A. Applicant: The Ferber Company, the Applicant and Contract Purchaser
Authorized Agent: Jon E. Schmidt and Associates

B. Request: The applicant is requesting an amendment to Chapter 28 "Signs", Article I "In General" and Article III "Construction and Installation Standards" and Chapter 31 "Zoning", Article VI "Supplemental District Regulations" to establish new regulations pertaining to the placement of digital fuel price signs at locations with self-service fuel pumps. The applicant is also requesting site plan and special exception approval to develop 2.50 acres of commercial land to build a single story 6,119 square foot Wawa Convenience Store with 8 onsite fuel pumps with 16 fueling stations.

C. Location: The proposed development is located on southwest intersection of W. Blue Heron Boulevard and Garden Road. However, the proposed text amendment will apply to all locations with self-service fuel pumps.

D. Property Description and Uses: The subject property description and uses are as follow:

Parcel Control Number:	56-43-42-30-11-002-0000;
Parcel Size:	2.50 acres;
Existing Use:	2-story commercial office building;
Zoning:	General Commercial (CG) Zoning District; and
Future Land Use:	Commercial.

The proposed text amendment will apply to all convenience stores with fuel pumps, which are currently only permitted in the General Commercial (CG) and Downtown Core (DC) Zoning Districts.

E. Adjacent Property Description and Uses: N/A

F. Background:

The way in which the City regulates signage is currently being contemplated as technological advancements occur. Discussions have ensued regarding the potential use of digital fuel price signage to display fuel prices at locations with self-service fuel pumps. Currently, the City's Code of Ordinances prohibits the use of animated signs, except for digital billboards and digital signs. The City's Code must be amended in order to allow the potential use of digital fuel price signs at locations with onsite fuel pumps. Staff has developed regulations for the use of digital fuel price signs within the City for review and approval.

G. Staff Analysis:

Digital signs utilize new technologies which continue to adapt as mechanical advancements occur. Research on the costs and benefits of digital signs is somewhat inconclusive regarding revenues generated and information provided compared to the potential to distract individuals driving automobiles, aesthetic impact, and overall cost of maintenance. Due to this, City staff recommends the use of digital fuel price signage only at locations with self-service fueling pumps if specific requirements are met.

H. Recommendation: Staff recommends approval of the proposed Digital Fuel Price Sign Ordinance.