

**CITY OF DAPHNE
CITY COUNCIL WORK SESSION AGENDA
1705 MAIN STREET
DAPHNE, AL
JANUARY 14, 2013
6:30 P.M.**

- 1. DISCUSS: JOINT MEETING WITH PLANNING COMMISSION /
SIGN PROVISIONS**

- 2. DISCUSS: BLUEPRINT FOR TOMORROW / CHAMBER OF
COMMERCE**

- 3. DISCUSS: ROAD PROJECTS / RICHARD JOHNSON**

- 4. DISCUSS: WHATEVER ELSE IS DEEMED NECESSARY**

- 5. ADJOURN**

INTERSTATE SIGN PROVISIONS

To: Office of the City Clerk
From: Adrienne D. Jones,
Director of Community Development
Subject: Proposed Amendment to Article 33 (k)
Interstate Sign Provisions, of the
Daphne Land Use and Development
Ordinance

MEMORANDUM

Date: August 1, 2011

RECOMMENDATION: At the July 28, 2011, regular meeting of the City of Daphne Planning Commission, seven members were present. The motion carried for a **favorable recommendation** of the proposed acceptance of the proposed amendment to Article 33 (k), Interstate Sign Provisions. Favorable recommendation. **Six members voted in the affirmative and one dissented.**

A copy of the ordinance shall be provided by the office of the City Attorney for placement on the Monday, August 15, 2011 City Council agenda to set the public hearing for Monday, September 19, 2011.

I would like the opportunity to give an overview of the proposal to the City Council at the Monday, September 12, 2011 Council work session.

* Please consider this as a formal request for scheduling on the September 12, 2011 City Council work session.

Thank you,
ADJ/jd

cc: file

attachment(s)

(k) Interstate 10 Corridor Signs

1. General

The intent of this provision is to govern the placement of on-premise business signs, appropriate in size and scale to their setting for the purpose of identifying businesses located along the Interstate 10 right-of-way. **All prohibited signs, as specifically enumerated in Section 33-6, Prohibited Signs, are also prohibited herein.** No portion of an interstate sign shall include a changeable sign; and further, shall be prohibited from including any parts which create or include action or motion, or contain flashing lights, or contain intermittent lighting. Interstate signs shall be permitted only where contiguous to the I-10 corridor, and not within another overlay district.

2. Definitions

- (a) **Commercial Development Complex.** An area of at least ten (10) contiguous acres in size to be planned, developed, operated, and maintained as a single entity and containing three or more businesses, entities, or commercial uses with appurtenant common areas to accommodate office, retail, and commercial uses, and other uses incidental to the predominant commercial use.
- (b) **Interstate Shopping Center.** Three or more retail stores, commercial establishments, service establishments, and/or combination of the above that share customer parking and either common walls or common walkways.
- (c) **Interstate Sign.** A type of on-premise freestanding sign located along the right-of-way of I-10 and not located in Eastern Shore Park or Jubilee Retail Overlay District.
- (d) **Multi-panel Interstate Development Sign.** An on-premise freestanding sign located in an interstate shopping center or commercial development complex which identifies the name of the center/development and includes panels which identify the name or logo of businesses within the center/development.

3. Baseline for Sign Height Measurement

- (a) **Property located north of Interstate 10.** For property located *north* of Interstate 10, sign height measurement shall be established from the centerline of the *westbound* lane of the Interstate 10 right-of-way to the location of the sign.
- (b) **Property located south of Interstate 10.** For property located *south* of Interstate 10, sign height measurement shall be established from the centerline of the *eastbound* lane of the Interstate 10 right-of-way to the location of the sign.

4. Interstate Right-of-Way Clearing and Landscaping

Clearing within the I-10 right-of-way shall be done in accordance with the provisions established by the Alabama Department of Transportation (ALDOT). Clearing of seventy (70) percent of the area within the right-of-way of I-10 may occur, with the exception of natural drainage areas. Natural drainage areas shall retain an undisturbed buffer as specified in the stream and wetland buffer provisions of *Article 18, Drainage and Storm Water Management Facilities and Erosion/Sediment Control*.

ALDOT approval must be provided prior to the issuance of a site disturbance permit for an approved site plan. Cleared area shall be replanted and landscaped with azaleas and other low growing flowering shrubs and plantings. A maintenance agreement for any I-10 landscaping shall be established between the developer/property owner and the City of Daphne prior to clearing and landscaping. The developer shall be responsible for the cost of all maintenance performed in relation to the I-10 right-of-way landscape plan. In no event shall the City of Daphne incur the cost of maintenance within the I-10 right-of-way.

5. Sight Line Study

The height of any multi-panel interstate sign shall be determined based on a sight line study commissioned by the developer/property owner and shall be justification for the proposed height to insure that the top panel of the sign is visible while traveling in any direction on Interstate 10. **The maximum height will be selected by the Planning Commission based upon review of the results of a valid sight line study.**

(a) A valid sight line study is one which meets the following criteria:

- I. Is performed by a qualified professional;
- II. Provides photographic documentation of the event. Photographs shall be provided to show the following:
 - i. Any obstruction to the sign panels by trees, other signs, natural features and permanently located structures or items along Interstate 10.
 - ii. The topographical elevation of the location of the interstate sign forty five (45) feet above the centerline of Interstate 10 as specified in *Section 33(k)(3), Baseline for Sign Height Measurement*.
 - iii. The topographical elevation of the location of the interstate sign ninety (90) feet above the centerline of Interstate 10 as specified in *Section 33(k)(3), Baseline for Sign Height Measurement*.
 - iv. If the developer proposes a height other than these listed above, then the developer should also submit the topographical elevation of the location of the interstate sign at the proposed height as measured from the centerline of Interstate 10 as specified in *Section 33(k)(3), Baseline for Sign Height Measurement*, provided that the proposed height is between forty-five (45) to ninety (90) feet, as measured in Section 33(k)(3).
- III. Has been properly scheduled as follows:

The developer/property owner shall notify the Code Enforcement Officer and Director of Community Development at least seven (7) business days prior to commencement of the sight line study. The sight line study shall be scheduled at least seven (7) business days after completion of the interstate right-of-way landscaping.

6. Interstate Sign Location

Individual parcels, any portions of which are located contiguous to the I-10 corridor, may have one (1), and only one (1), on-premises business interstate sign; provided however, that the interstate sign must be located (at the highest natural elevation) on that portion of the parcel lying contiguous to the I-10 corridor. An interstate sign shall be located up to fifty (50) feet from the property line which adjoins the interstate right-of-way. No part of an interstate sign, including the sign face, shall be located any closer than ten (10) feet to the property line which adjoins the interstate right-of-way. The faces of a double-faced interstate sign shall be arranged so that such faces are separated no more than thirty (30) degrees.

7. Interstate Sign Provisions for Individual Businesses

	If the frontage on the I-10 right-of-way is:	
	=200.00' <500.00'	& = 500.00' & <900.00'
Maximum number of interstate signs	1	1
Maximum number of panels	1	1
Maximum sign area for individual sign	250 sq. ft.	300 sq. ft.
Maximum height	40'	45'
Maximum width	20'	15'
Minimum distance to property line abutting I-10 r.o.w	10'	10'
Maximum distance from property line abutting I-10 r.o.w	50'	50'
Sign type*	Monument	Monument

*The Planning Commission may consider an alternative type of sign that is permitted in *Article 33, Sign Provisions*, where inherent hardships on the land exist as documented by a certified land survey performed within the past twelve (12) months and a current U.S. Geological Survey topography map of the subject property.

8. Interstate Sign Provisions for an Interstate Shopping Center or Commercial Development Complex

- (a) Any multi-panel interstate sign shall prominently identify the name of the interstate shopping center or commercial development complex, as defined in *Section 33(k)(2), Definitions*, on the top of the sign.
- (b) Out-parcels that are located within the commercial development complex may be included on the multi-panel interstate sign.
- (c) A multi-panel interstate sign shall be allowed only where there is at least nine hundred (900) linear feet frontage on the I-10 right-of-way; and, where the total land area adjoining I-10 right-of-way is ten acres or more.

	Where (cumulative) land area adjoining I-10 right-of-way = & >10.00 acres AND with at least 900.00 linear ft frontage on the I-10 right-of-way
Maximum number of multi-panel interstate signs	1
Maximum number of panels	n/a
Maximum total sign face area	900.00 sq. ft.
Maximum allowable height[^]	90'
Maximum width	n/a
Minimum panel size	150.00 sq. ft.
Minimum distance to property line abutting I-10 r.o.w	10'
Maximum distance from property line abutting I-10 r.o.w	50'
Minimum distance between multi-panel interstate signs	900.00'

Note:

[^]Maximum allowable height is defined as the minimum height necessary to achieve a clear line of sight from Interstate 10 to the top panel of a multi-panel interstate sign.

The maximum height shall be determined by the Planning Commission and shall be based upon a valid sight line study prepared in accordance with the provisions described herein. Such height shall be established by a valid sight line study as described in *Section 33(k)(5), Sight Line Study*.

8. Other Freestanding Ground Signs

Any parcel (as opposed to a use), any portion on which an interstate sign is located which is not included in an overlay district may have one (1) and only one (1), other ground sign within the boundary of such parcel. If there is any type of nonconforming sign on a parcel which an interstate sign is proposed to be located, such sign shall be brought into conformance with applicable provisions of *Article 33, Sign Provisions* on or before the date on which a permit is issued for an interstate sign.

9. Wall Signs

Any parcel any portion on which an interstate sign is located which is not included in an overlay district, may have additional surface area signage for side or rear wall as specified below.

10. Surface Area Wall-Mounted Signage

A business establishment sixty five thousand (65,000) square feet of building area or more may have two (2) additional wall-mounted signs of a size not to exceed five percent (5%) of the surface area of the side of the building where the sign will be placed. These two (2) signs shall be located on the rear of the building and either on the left side OR the right side. These signs are in addition to the allowable signage on the front façade of the building

(a) Accessory Use Advertisement Wall-Mounted Sign

A business establishment between forty thousand (40,000) square feet of building area to one hundred thousand (100,000) square feet of building area may have one (1) additional wall-mounted sign of a size not to exceed one hundred (100) square feet for the purpose of advertising an accessory use.

A business with over one hundred thousand (100,000) square feet of building area may have two (2) additional wall-mounted signs of a size not to exceed one hundred (100) square feet each for the purpose of advertising accessory uses. No business establishment may have more than three (3) wall-mounted signs.

11. Review & Administration

The Code Enforcement Officer will not take action on an application for a multi-panel interstate sign for an interstate shopping center or commercial development complex sign permit prior to the Planning Commission approval of that sign. Upon approval of the Planning Commission and prior to the installation of the interstate sign, the Code Enforcement Officer shall be supplied the following:

- (a) A drawing indicating the measurements of all portions of the sign, height of the bottom of the sign face and the top of the sign measured as per Section 33(k)(3) herein.
- (b) A survey prepared by an Alabama licensed surveyor shall be submitted showing the proposed location of the sign on the site. The surveyed location may be included on a site plan as may be required in other sections of the *Land Use & Development Ordinance*, or a separate survey.

Within ten (10) *calendar* days following installation of a multi-panel interstate sign, the property developer/owner shall submit a certified survey to the *Department of Community Development and the Code Enforcement Officer* showing the precise height of the sign as measured per Section 33(k)(3) herein.

All other language, sections, uses, conditions and/or contents of Ordinance 2011-054, and any amendments thereto, shall remain the same and shall be unchanged by this Ordinance; this Ordinance shall only amend Article 33 Section (k).

SECTION II: REPEALER.

All other City Ordinances or parts thereof in conflict with the provisions of this Ordinance, in so far as they conflict, are hereby repealed.

SECTION III: SEVERABILITY.

The provisions of this Ordinance are severable. If any provision, section, paragraph, sentence, or part thereof shall be held unconstitutional or invalid, such decision shall not affect or impair the remainder of said Ordinance, it being the legislative intent to ordain and enact each provision, section, paragraph, sentence, and part thereof separately and independently of each other.

**CHAMBER
OF
COMMERCE
BLUEPRINT
FOR
TOMORROW**

May 31, 2012

Councilman Derek Boulware
Chairman of Finance Committee
City of Daphne
PO Box 400
Daphne, AL 36526

Dear Councilman Boulware:

Please accept this as an official request to be placed in the city's budget for the upcoming fiscal year for support of Blueprint for a Better Tomorrow. The Chamber is requesting the amount of \$35,000.00 for the Fiscal Year 2012--13.

Thank you for your commitment to Blueprint for a Better Tomorrow and investing in the future of the Eastern Shore. By supporting these initiatives in hard economic times you help grow and sustain business that can then support the community.

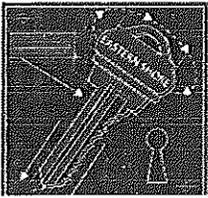
Respectfully yours,

Darrellyn Bender
President

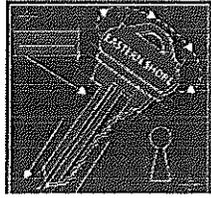
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cc: Mayor Bailey Yelding
Tommie Conaway
Cathy Barnette
John Lake
Kelly Reese
Ron Scott
Gus Palumbo

Kim Briley



EASTERN SHORE CHAMBER OF COMMERCE Blueprint for a Better Tomorrow



June 2012 End of Year Report

2011-2012 was a year focused on Tourism and Workforce Development. The following programs and projects would NOT continue, or have been completed, without the Blueprint for a Better Tomorrow's investors.

Our mission is to help our businesses be more successful which in turn creates more money for the community. By supporting Blueprint for a Better Tomorrow, we can continue to expand the promotion and support of our businesses and communities. Every project is formulated around this concept. By bringing in more revenue through lodging, business licenses, sales taxes, and the money generated by people and businesses that relocate, makes the Eastern Shore stronger. Next fiscal year we will be focusing on growing industry based on the expanded Economic Development Strategic Plan, formulated this year, while growing our Tourism base and continuing our Workforce Development programs.

2011-2012 Annual Return On Investment of highlighted BBT Programs ROI for Daphne

Tourism

- 9,867 Two Billboards annually
- 14,840 Advertisement valued on estimated 636,000 people who view billboard x seven cents (according to Lamar)
- 5,000 Development Tourism Website
- 1,300 Up keep Tourism Website a year
- 26,934 Advertisement value of visits = average 5 pages and visit lasting 337 visitors a month, lasting 4 minutes,
- 5,934 10,000 visitors *on weekend* to Welcome Center on I-10
- 16,100 Average three brochures estimated value of 3.5% return of direct mail.

\$79,975 ROI for Daphne, \$239,920 total for the Eastern Shore

The impact of the Eastern Shore, AL APP and impact of actual chamber website is not included, in these estimates. Those were not BBT projects. Conservatively, for every \$1.00 spent by tourists, 3 dollars more are generated and spent within the community.

The expected annual economic impacts are based upon this year's identified successes and an anticipated cumulative seven percent growth in the future. Given the wide range of Chamber tourism activities and the expected community growth, it is likely that this is a conservative measure on the economic impacts of the Tourism component. * (Seven percent is by 2015).

Workforce Development

- \$ 5,820 Implementation of Choices program in Eastern Shore 7th grade classes which included soft skill training and introduction to career choices.
- 7,822 Implementation cost of first year STEPS program in Spanish Fort, Daphne and Fairhope High Schools. "at" risk students. 36 in year 2012/2013. Numbers will expand when program is installed in every grade. There will be two classes - freshman and sophomores in 2013/2014. Adding another class every year
- 82,000 Estimate annual spending impact of 20 additional high school graduates participating in tech or associate degrees per year on our economy*.

\$95,642 ROI for Daphne, \$286,926 TOTAL FOR ENTIRE EASTERN SHORE

Work Force Development: The Blueprint For Tomorrow creates a program that encourages high school students to continue their education in high demand areas such as the health care industry. The expected annual economic impacts assume twenty additional high school students pursue and complete tech or associate's degrees. The expected annual economic impact on output is \$246,000 with a ten year accumulated annual impact on output of nearly \$3.9 million. Since each year a new group of higher skilled workers enter the work force, the expected annual economic impact will increase by nearly \$250,000 each year.*

* Excerpts from the Blueprint for Tomorrow Eastern Shore Chamber of Commerce 2009 Economic Impact Study

REBOOT REFINE & REINVIGORATE

phawthorne@eschamber.com 251.928.6387 www.eschamber.com

ORDINANCE 2012-

Fiscal 2013 Blueprint for a Better Tomorrow

WHEREAS, Ordinance 2012-58 approved and adopted the Fiscal Year 2013 Budget on October 1, 2012; and

WHEREAS, subsequent to the adoption of the Fiscal Year 2013 budget, the City Council has determined that certain appropriations are required and should be approved and made a part of the Fiscal Year 2013 budget; and

WHEREAS, the City Council of the City of Daphne recognizes the health, safety, and welfare benefits derived by the citizens of Daphne through the services performed by community agencies and the promotion of the City of Daphne fostered by community events, and strategic plans; and

WHEREAS, the Blueprint for Tomorrow, an initiative of the Eastern Shore Chamber of Commerce, is one such agency; and

WHEREAS, the City Council has determined it to be in the best interest of the City to make a \$35,000 contribution to the Eastern Shore Chamber of Commerce for Blueprint for a Better Tomorrow.

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Daphne, Alabama, that:

1. Funds in the amount of \$35,000 from the General Fund be appropriated as Community Contributions in the FY2013 Budget for a contribution to the Eastern Shore Chamber of Commerce for the Blueprint for a Better Tomorrow program.
2. Furthermore, the Mayor is authorized to execute an agreement, on behalf of the City of Daphne, as necessary for such purpose.

APPROVED AND ADOPTED by the Mayor and City Council of the City of Daphne, Alabama, this _____ day of _____, 2012.

Bailey Yelding, Jr., Mayor

ATTEST:

Rebecca Hayes, Interim City Clerk