

Action Items

Resolution 2024-01-04:
CSX Special Sign Exception

**DOWNTOWN
INVESTMENT
AUTHORITY**

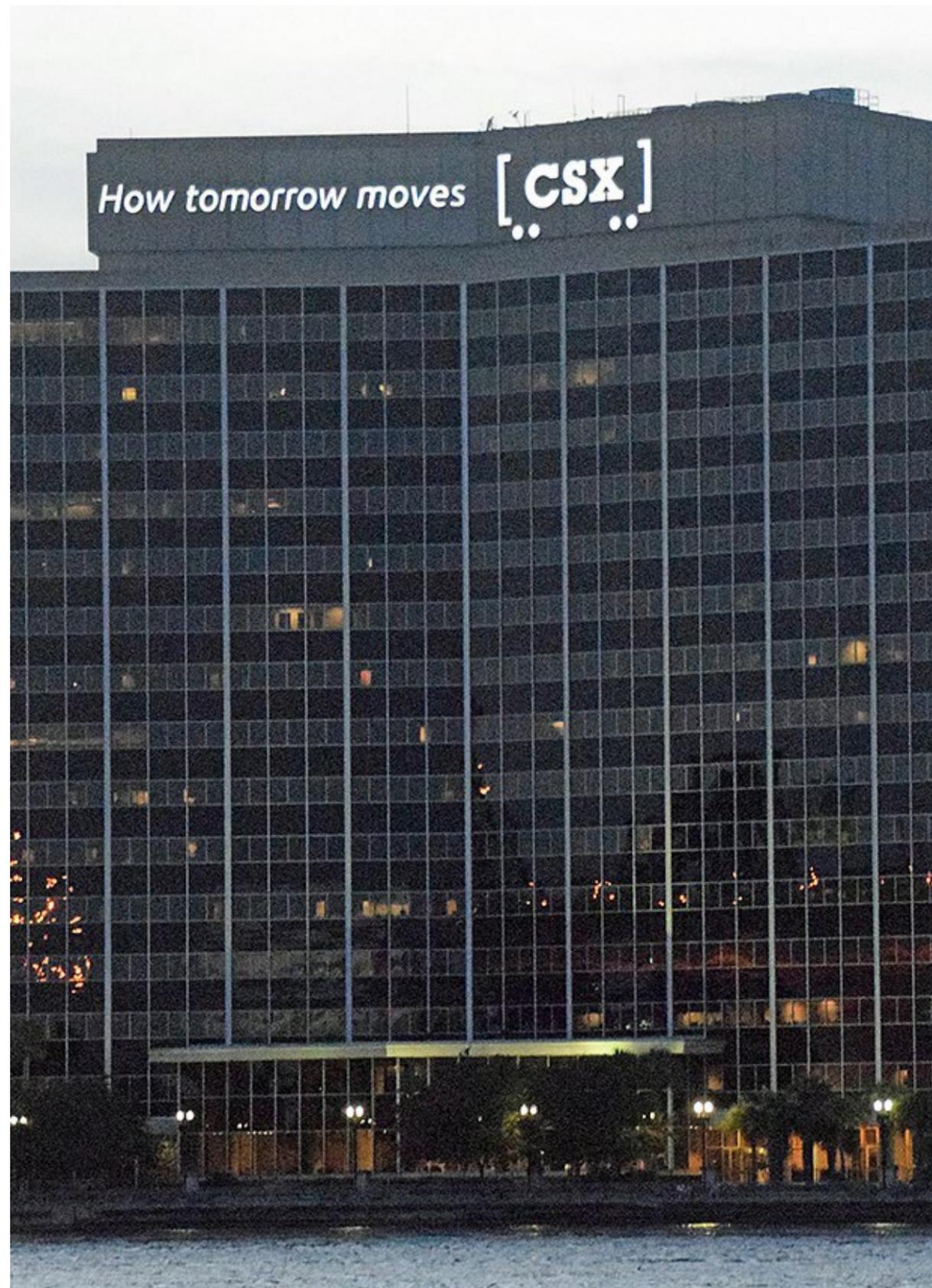
Resolution 2024-01-04 relates to an appeal of a Downtown Development Review Board (“DDRB”) decision regarding a “Special Sign Exception” granted by DDRB (DDRB Application 2024-022).

The applicant, CSX, was granted a Special Sign Exception by the DDRB on November 9, 2023, which came with it a condition limiting the total signage per façade to 1,201 square feet.

At that time, the applicant was requesting an increase from 1,201 square feet, the existing signage area, to 1,656 square feet per façade.

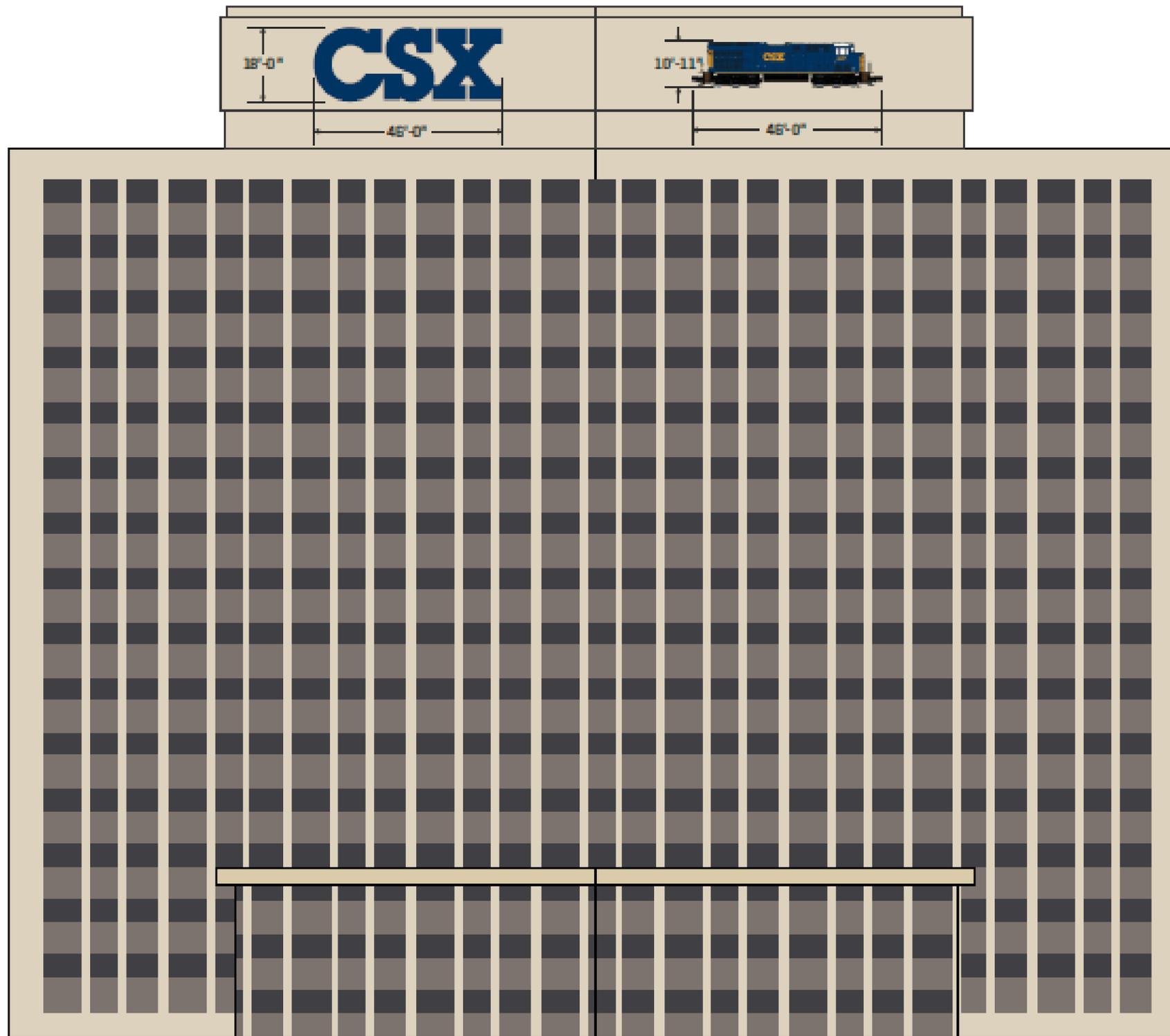
Subsequent to the November DDRB meeting, CSX, their agent and DIA staff met and discussed alternatives, resulting in a reduction of the originally requested 1,656 square feet to 1,330.16 square feet. For perspective, this is only an 11% increase over the square footage granted by DDRB. Furthermore, given the request in its totality, staff would have supported a request for 1,330.16 square feet at DDRB.

500 Water Street



EXISTING CONDITIONS

PROPOSED



1,330 square feet

Main building: 217' x 315'

Upper portion of building: 35' x 184'

Total façade area: 74,795

Sign as percentage of façade: 1.8%

Note: staff memo has slightly different dimensions, with the staff report having façade area at 78,000 square feet. This does not materially affect our analysis nor our recommendation.

Each digital channel letter operates like an electronic message center. Each letter and the train image are digital boards, composed of LED diodes and able to change colors. Most building identification signs in Downtown have some type of illumination.





EXISTING SIGNAGE IN DOWNTOWN

BUILDING	BLDG HEIGHT (FT)	BLDG WIDTH (FT)*	FAÇADE AREA (SQFT)**	STORIES	SIGN AREA (SQFT)	SIGN AREA (% OF FAÇADE AREA)	BUILDING ADDRESS
Wells Fargo Building	553	215	118895	37	2233	2%	one independent drive (south façade)
Riverplace Tower	432	145	62640	28	1100	2%	1301 Riverplace (south façade)
Prudential Building/One Call	309	200	61800	22	1341	2%	841 Prudential (southwest façade)
TIAA Bank Center	360	220	79200	30	2624	3%	301 west bay (southeast façade)
Vystar Tower	299	170	50830	24	1906	4%	76 south Laura (east façade)
BB&T/Truist	234	145	33930	18	221	1%	200 west Forsyth (north façade)
Fidelity National	112	220	24640	8	832	3%	601 riverside avenue (southwest façade)
Blue Cross Blue Shield	215	110	23650	19	998	4%	532 riverside avenue (south façade)
501 Riverside (Corner Riverside & DuPont)	182	200	36400	13	620	2%	501 Riverside Avenue (two signs, north façade)

*As measured by the narrowest part of the façade. Example: in the case of Wells Fargo, the tapered base is not factored in

**Because building width is measured at the narrowest part of the façade, actual façade area may be under-represented as in the case of Wells Fargo

Note: Building height as reported on Wikipedia or as calculated by number of stories multiplied by average story height per property appraiser; Building width estimated by property appraiser building footprints and rounded down. The intent is for illustrative and discussion purposes only and not to be relied upon as actual dimensions.

Note: Façade area rounded down to the nearest 1,000 so as to not under-represent sign area as a percentage of façade area

EXISTING SIGNAGE IN DOWNTOWN

DIA may Affirm in part or in whole the DDRB Recommendation. *Note: staff recommendation to follow in this regard.*

DIA may reverse DDRB's decision, in part or in whole.

DIA may remand back to DDRB with instruction for further analysis and action by the DDRB.

Staff has provided its analysis on the criteria for reviewing a Special Sign Exception, with that analysis included in the “Resolution 2024-01-04 Memorandum of Findings.”

Approve with conditions

1. Signage for each elevation shall not exceed ~~1,201~~ 1,330.16 square feet. *Modify*
2. Signs shall be turned off if not fully operational as designed and permitted. *Affirm*
3. Images/colors on the signs shall remain static; no animations, movements, or flashes shall be permitted, unless the signs' images/colors are being coordinated with City-sponsored waterfront activations (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts). *Affirm*
4. Images/colors on the signs shall have a hold time (dwell time) of no less than 24 hours, unless the signs' images/colors are being coordinated with City-sponsored waterfront activations (e.g. light and sound shows planned for Friendship Fountain and the riverfront along the Jacksonville Center for the Performing Arts). *Affirm*
5. Brightness shall not exceed the guidance provided in the FHWA Lighting Handbook 2023. *Affirm*

STAFF RECOMMENDATION