

**Historic District Regulatory Board**  
**Minutes of February 16, 2023 Meeting**  
City of Lake Wales  
201 W. Central Avenue, Lake Wales, FL 33853

A regular meeting of the Board of Historic District Regulatory Board was held on February 16, 2023 at 5:15 PM in the City Commission Chambers at the Administration Building.

Chairman Brandon Alvarado called the meeting to order at 5:15 P.M.

**Agenda Item 1. Roll Call**

Members Present: Brandon Alvarado (Chairman), Scott Crews, Tammy James, and Tina Peak

Absentee: Tiffany Davis

Staff Present: Autumn Cochella, Assistant Director of Development Services; Jasmine Khammany, Senior Planner and Shena Rowland, Secretary.

**Agenda Item 2. Approval of Minutes**

Chairman Alvarado asked if there were any suggestions or edits that needed to be made to the minutes from last month's meeting.

Ms. James motioned to approve the minutes and Ms. Peak seconded the motion. All four Board members voted unanimously to approve the minutes from the January 19, 2023 meeting.

**Agenda Item 3. Sign Code Amendments**

STAFF REPORT  
Historic Business District Regulatory Board  
February 16, 2023 Agenda

Subject: Amendments to the City's Sign Code Ordinance

Presenter: Autumn Cochella

Ms. Cochella met with Ronnie from Mainstreet again, I highlighted what's changed since our last conversation. First change is in the definition section added a definition for hanging sign, we like them we have some in downtown they are shown in the picture you have in the packet. As far as controlling the hanging signs goes, we added it to number 2 projecting or hanging signs so it's one or the other and added a location for hanging sign. Any questions regarding the hanging signs to the downtown? No questions. Ok, so the next item is window signs, we kept the sign area maximum at 10% and we removed the not to exceed 20 sq ft. This 10% was pulled from Winter Park code, so what Ronnie did was two things she gave an example of what it would look like to scale. She also went to Winter Park and took pictures to show what they look like. It's 10% of the area per window pane per tenant. After seeing examples of Winter Park showing 10% max coverage along with hanging signs it still makes windows

transparent. We feel comfortable going with the 10% after seeing the examples from Winter Park Downtown signs.

Another thing we discussed is on page 11 sign materials used. There is certain material used for signs today the last longer under weather conditions and look more modern. Spoke to Ronnie on section 13 to strike through the list of material stated such as wood, they are outdated. We are trying to stay away from the shiny material used for signs. We prefer a more matte finish for signs. Those are the changes we made for the Downtown signs.

Ms. James said thank you for changing the material for signs. At the end of the day the city cares what the signs look like and how they will hold up against time and weather. Open discussion about sign materials. Also, Autumn stated that Code enforcement would get involved on signs which do not meet city material standards. Open discussion on sign contractors to hold them accountable for installing the right kind of signs using the proper materials.

Mr. Crews suggested the city call Winter Park and find out if they are experiencing the same issues with sign contractors and how are handling it. The code path would fine the property owner and not the contractor, so Mr. Crews suggested if there is a way to fine the contractor not the property owner for wrong installation of signs. Autumn suggested that maybe if the contractor has 'x' number of strikes, he or she can be put on probation/ restriction and cannot work in the city. The board would like the city to explore a way to do this for sign contractors.

Motion to recommend the new sign code to the Planning and Zoning Board.

Mr. Crews motioned to send the new sign codes to the Planning and Zoning Board.

Ms. Peak seconded the motion.

Motion approved 5-0.

#### **Agenda Item 4. Other Business**

Update on the Downtown design standards changes the board viewed at the last meeting. We are advancing those changes to the Planning and Zoning Board with the language repurposing some of those materials that Megan was describing. We are also moving forward the Downtown Mix Use re-zoning. Discussion on the Lake Wales Envision. We will have two items for next board meeting. Historic preservation ordinance and the Façade windows and doors.

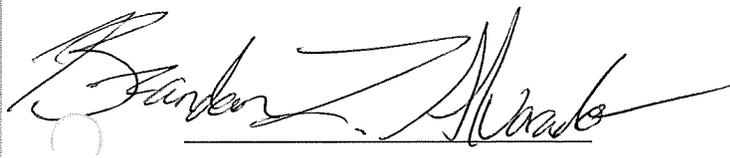
Ms. Peak stated she would like to see a Historic Markers indicating the historic section of the city. Open discussion of Historic Markers to be placed on the agenda for the next meeting.

#### **Agenda Item 5. Communications and Petitions**

None.

#### **Agenda Item 6. Adjournment**

Mr. Alvarado then adjourns the meeting at 5:49 p.m.

A handwritten signature in cursive script, appearing to read "Brandon Alvarado", written over a horizontal line.

Brandon Alvarado, Chairman

A handwritten signature in cursive script, appearing to read "Christina Alvarado", written over a horizontal line.

Attest: Recording Secretary

