

Introduced by Council President at the request of the Mayor and  
Substitute by the Finance Committee and amended by the Finance  
Committee:

**ORDINANCE 2017-804-E**

AMENDING CHAPTER 656 (ZONING CODE), PART 13  
(SIGN REGULATIONS), SUBPART B (DOWNTOWN SIGN  
OVERLAY ZONE), SECTION 656.1337 (SPORTS AND  
ENTERTAINMENT COMPLEX SIGN OVERLAY ZONE),  
*ORDINANCE CODE*, TO AUTHORIZE ADVERTISEMENTS IN  
THE SPORTS AND ENTERTAINMENT COMPLEX RELATING  
TO A PROMOTER OR SPONSOR OF EVENTS UTILIZING  
THE SPORTS AND ENTERTAINMENT COMPLEX VENUES;  
AUTHORIZING AMPHITHEATER SIGNS, COVERED FLEX  
FIELD SIGNS, AND SPORTS AND ENTERTAINMENT  
COMPLEX DIGITAL SIGNS WITHIN THE SPORTS AND  
ENTERTAINMENT COMPLEX SIGN OVERLAY ZONE;  
PROVIDING FOR OVERSIGHT OF THE PROJECT BY THE  
SPORTS AND ENTERTAINMENT OFFICE; FUNDING  
SOURCE FOR THE SPORTS AND ENTERTAINMENT  
COMPLEX DIGITAL SIGN APPROVED HEREIN;  
PROVIDING AN EFFECTIVE DATE.

**WHEREAS**, the City of Jacksonville (the "City") is the owner of  
that certain facility currently known as "EverBank Field," and the  
City leases EverBank Field to the Jacksonville Jaguars, LLC,  
successor by way of assignment from Jacksonville Jaguars, Ltd.  
("JJL"), for its operation of the Jacksonville Jaguars NFL football  
team and other businesses using the facility, pursuant to the terms

and conditions set forth in that certain lease between the parties,  
as amended (the "Lease"); and

**WHEREAS,** City, JJL and Bold Events, LLC ("Bold Events"), formerly known as American Thunder, LLC, previously entered into Amendment 14 to the Lease, which authorized JJL and Bold Events to oversee the construction of an amphitheater and covered flex field adjacent to the south end of EverBank Field, and the City, JJL and Bold Events, as applicable, have entered into lease agreements for each of the amphitheater and covered flex field in accordance with Amendment 14; and

**WHEREAS,** Amendment 14 also authorized Bold Events to oversee the construction of up to three video board signs in to-be-determined locations within the sports and entertainment complex, to be funded as part of the costs of the Amendment 14 project, and to date Bold Events has elected not to do so; and

**WHEREAS,** the City intends to fund the construction of one video board sign (the "Sports and Entertainment Complex Digital Sign") in the sports complex, separate from the videoboard signs authorized under Amendment 14, to be located in the vicinity of the amphitheater and covered flex field (the "Project"), and to be operated and managed by the City; now therefore

**BE IT ORDAINED** by the Council of the City of Jacksonville:

**Section 1. Recitals.** The recitals above are true and correct and incorporated herein by reference.

**Section 2. Amending Section 656.1337 (Sports and Entertainment Complex Sign Overlay Zone), Ordinance Code.**

**CHAPTER 656. ZONING CODE.**

**\* \* \***

**PART 13. SIGN REGULATIONS.**

**\* \* \***

**SUBPART B. DOWNTOWN SIGN OVERLAY ZONE**

\* \* \*

**Sec. 656.1337. Sports and Entertainment Complex Sign Overlay  
Zone.**

\* \* \*

(b) In addition to signs located above the main east and west entrances to the stadium and on the back side of the north and south end zone scoreboards which are hereby designated as Sports and Entertainment Complex On-Site Signs as defined below, other Sports and Entertainment Complex On-Site Signs shall be permitted within the Sports and Entertainment Complex Sign Overlay Zone, subject to the restrictions and limitations set forth below:

\* \* \*

(7) Amphitheater Signs, which for purposes of this section shall mean signs erected within the Amphitheater located within the Sports and Entertainment Complex Sign Overlay Zone and currently known as Daily's Place, pursuant to a naming rights agreement or sponsorship agreement entered into by (x) an athletic team which is a tenant at the Stadium under rights assigned to such team pursuant to a written agreement with the City or (y) an event company that is the anchor tenant at the Amphitheater.

(8) Covered Flex Field Signs, which for purposes of this section shall mean signs erected within the Covered Flex Field located within the Sports and Entertainment Complex Sign Overlay Zone and currently known as Daily's Place, pursuant to a naming rights agreement or sponsorship agreement entered into by (x) an athletic team which is a tenant at the Stadium under rights assigned to such team pursuant to a written agreement with the City or (y) an event company that is the anchor tenant at the

Amphitheater.

(9) Sports and Entertainment Complex Digital Sign, which for purposes of this section shall mean the fixed signage or electronic content displayed on that certain pole sign to be constructed in the southwest corner of Daily's Place, near the entrance to Lot J and Gator Bowl Boulevard, within the Sports and Entertainment Complex Sign Overlay Zone, with the design, size and location thereof subject to the review and approval of the Downtown Development Review Board. Messages on the Sports and Entertainment Complex Digital Sign can be either fixed or contained in a changing message device, as defined in Sec. 656.1302.

\* \* \*

(d) For purposes of this part, Sports and Entertainment Complex On-Site Sign means any sign which advertises or otherwise identifies a use of, or events within, the Facilities (defined below) within the Sports and Entertainment Complex Sign Overlay Zone, or City sponsored events within the Sports and Entertainment Complex Sign Overlay Zone ~~area and its facilities named in this section,~~ as well as products, activities or services that are sold, produced, manufactured, located, provided or furnished within such facility, or any sign which advertisement is related to a sponsor of an athletic team which is a tenant at any of the Facilities ~~the football stadium within the Sports and Entertainment Complex Sign Overlay Zone,~~ which is deemed to be an on-site commercial use, or any sign erected pursuant to a naming right or sponsorship agreement entered into by the City of a publicly owned sports or entertainment venue. The Sports and Entertainment Complex Digital Sign, as specified in Subsection (b)(9) above, shall display on-site sign messages limited to upcoming uses of or

events to be held in the Baseball Grounds of Jacksonville, Jacksonville Veterans Memorial Arena, the Stadium, Amphitheater, Covered Flex Field and Metropolitan Park (collectively, the "Facilities"), or other City sponsored events within the Sports and Entertainment Complex Sign Overlay Zone, which messages may include reference to a promoter or sponsor of such events.

**Section 4. Funding Source for the Sports and Entertainment Complex Digital Sign Approved herein.** Council hereby acknowledges that no more than 30% of the total cost of the sign will be expended from the Memorial Arena Audio/Visual/Scoreboard/Broadcast project account and the Baseball Grounds project account collectively within the Sports Complex Capital Maintenance Subfund. Funding was allocated to the Memorial Arena Audio/Visual/ Scoreboard/Broadcast project account in the 2015-2016 City budget, Ordinance 2015-504-E.

**Section 5. Oversight Department.** The Sports and Entertainment Office shall oversee the construction project described herein.

**Section 6. Effective Date.** This ordinance shall become effective upon signature by the Mayor or upon becoming effective without the Mayor's signature.

Form Approved:

/s/ Margaret M. Sidman

Office of General Counsel

Legislation Prepared By: John C. Sawyer, Jr.

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