

	<b>DEVELOPMENT &amp; NEIGHBORHOOD SERVICES STAFF REPORT AND RECOMMENDATION</b>
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## **I. Project Description:**

**Applicant:** City of Greenacres

**Request:** City-initiated Zoning Text Amendment (ZTA) to move sign criteria for Planned Commercial Developments (PCD) from Article V to Article VI, and to update, clarify, and refine the existing regulations related to signage, Master Sign Plans (MSP), and nonconforming signs.

**Project Manager:** Gionni Gallier, Assistant Director of Development & Neighborhood Services

## **II. Overview of Proposed Zoning Code Amendments:**

- **Chapter 16**
  - **Article I, In General**
    - **Definitions (Section 16-1)**
      - Revised definition of *Outparcel* to clarify its function as subordinate parcel that relies on a larger parcel for access, parking, or drainage.
      - Added a new definition for *Spine Road*, which shall mean a main internal roadway, not dedicated as a public right-of-way, which provides a primary circulation route throughout a development site.
  - **Article V, Specific Developments**
    - **Planned Commercial Development – Signs (Section 16-921)**
      - The signage criteria for Planned Commercial Developments (PCD) have been moved from Article V, Specific Developments to Article IV, Sign Regulations for consistency and a centralized reference. The section is now designated as *Reserved*.
  - **Article VI, Sign Regulations**
    - **Amortization of Non-conformities (Section 16-942)**
      - Revising the trigger for nonconforming signs and added exemptions for monument signs that are only nonconforming due to height and are not subject to amortization unless triggered by certain thresholds for redevelopment such as Special Exception, Major Site Plan Amendment, or work exceeding 25% of the structure value.
    - **Master Sign Plan (Division 3)**
      - **Master Sign Plan Required (Section 16-959)**
        - Added a purpose for the *Master Sign Plan (MSP)*, which serves as the governing document for reviewing all sign permit applications within a designated development to ensure the signs are harmonious and aesthetically compatible with the site's architecture.
        - Clarified developments with signage criteria approved prior to September 28, 2022, as the equivalent to an approved MSP.

- **Master Sign Plan Approval Process (Section 16-960)**
  - Clarified the MSP requirement to provide comprehensive set of standards and details for all signs in the context of the specific development to include outparcels to be and/or developed sharing common driveways and parking.
  - Reorganized the Master Sign Plan Approval Process for clarity and to include criteria and conditional approval.
- **Master Sign Plan Waivers (Section 16-961)**
  - Renamed Administrative Variance to Waivers, since it may not be administrative and it more accurately reflects the flexibility provided.
  - Clarifies the evaluation criteria for waivers, strengthens required findings for approval, including to recognize unique architectural features and context of site conditions and confirming it cannot authorize prohibited sign types.
- **Amendment (Section 16-962)**
  - Revised Master Sign Program to reflect Master Sign Plan (MSP) for consistency throughout the Code.
  - Revised referenced section 16.961(d) for *Approval Criteria* to reflect the correct section (16-960(b)) for clarity and consistency throughout the Code.
- **Sign Regulation by Zoning District (Division 5)**
  - **Identification signs (Section 16-982)**
    - Added an allowance for a multi-tenant property to have a monument sign up to 15ft in height.
    - Added allowance for additional wall sign for unique conditions not directly facing the frontage but located along a spine road or parking lot, not considered frontage. This additional sign is limited to 25% of what the maximum size would be calculated to be based on the code calculation for wall signs.

### **III. Staff Analysis:**

#### ***Background:***

This City-initiated Zoning Text Amendment, proposed by the Development and Neighborhood Services Department, modifies the sign regulations in Chapter 16. The amendment is intended to improve the functionality and aesthetic quality of signage across the city while supporting redevelopment, placemaking, and commercial visibility. It also simplifies the Code by consolidating all sign regulations into Article VI, streamlining the review process for staff and applicants. Key changes include refining the existing sign regulations; updated procedures and criteria for Master Sign Plans (MSPs) and administrative variances; and the relocation of signage standards for Planned Commercial Developments (PCDs) from Section 16-921, Article V, Specific Developments to Article VI, Sign Regulations for organization and clarity.

The amendment is intended to reflect current design trends and address evolving community needs related to signage, ensuring consistency with applicable State and Federal regulations, including precedents concerning content-neutral standards. Building on recent updates to the sign code, this amendment further clarifies applicable standards, enhances safety, and reinforces the goals, objectives, and policies of the City's Comprehensive Plan aimed at fostering balanced, sustainable, and long-term growth.

#### ***Development Review Committee Staff Comments:***

The proposed Zoning Text Amendment was reviewed and recommended for approval by the Development Review Committee.

**IV. Zoning Text Amendment Criteria:**

A. *The need and justification for these changes:*

The proposed Zoning Text Amendment is necessary to better align the City's sign regulations with current design standards, legal requirements, and development practices. Specifically, the amendment enhances and modernizes the existing regulations related to signage, Master Sign Plans, and nonconforming signs to ensure that signage is both functional and visually appealing, supporting the City's economic growth while preserving its visual character. This amendment complies with the requirements of applicable State and Federal Law.

B. *The relationship of the proposed amendments to the purpose and objectives of the City's Comprehensive Plan, and whether the proposed change will further the purposes of the City's Zoning Code regulations and other City codes, regulations and actions designed to implement the Comprehensive Plan.*

The proposed amendments are consistent with the City's Comprehensive Plan and will further the purpose of the City's Code of Ordinances. Moreover, the amendment contributes to the effectiveness of the City's Zoning Code by improving clarity, accessibility, and enforceability.

**V. Staff Recommendation:**

*Approval* of ZTA-25-05 through the adoption of Ordinance 2025-10.

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## **PLANNING & ZONING BOARD– June 12, 2025**

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The Planning and Zoning Board of Appeals on a motion made by Board Member Robarts and seconded by Board Member Hayes, by a vote of four (4) to zero (0) recommended approval of Zoning Text Amendment **ZTA-25-05** (*Chapter 16 Master Sign Plan and Signage*) as presented by staff.

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## **CITY COUNCIL ACTION First Reading – July 21, 2025**

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The City Council on a motion made by Councilmember Noble and seconded by Councilmember Dugo, by a vote of four (4) to zero (0) recommended approval of Zoning Text Amendment **ZTA-25-05** (*Chapter 16 Master Sign Plan and Signage*) through Ordinance 2025-10 on first reading as presented by staff.

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## **CITY COUNCIL ACTION Adoption Hearing – August 4, 2025**

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Attachments:

1. Ordinance 2025-10