



**I. Project Description:**

**Petitioner:** City of Greenacres

**Request:** City-initiated Zoning Text Amendments (ZTA) to Chapter 16, Article VI Sign Regulations.

The intent of the City-initiated Zoning Text Amendment to Chapter 16, Article VI of the City of Greenacres Zoning Code, which pertains to signage, is to streamline sign regulations. This revision aims to accurately reflect the needs of the community, ensure compatibility with current standards, and improve the visual landscape of the city more accurately.

**Project Manager:** Gianni Gallier, Senior Planner

**II. Outline of Proposed Zoning Code Amendments:**

*Outlined description of the proposed amendments:*

**Painted Wall Signs:** Painted wall signs will continue to be prohibited as signage. New proposed companion language is being recommended to the Art in Public Places new section, Section 16-665 Murals (See separate ZTA-24-06 under Ordinance 2024-14).

**Trademarks:** Trademarked or branded signs that do not comply with the zoning regulations are being clarified that they are prohibited, ensuring consistency with sizing, quantity, and locational criteria.

**Administrative Variance for Window Signage:** The amendments propose to introduce administrative variances to increase the maximum height and sign area for signs that are affixed to storefront windows, provided they are not attached to doors and are necessary for concealing commercial fixtures that cannot be relocated due to the peculiar configuration of the building or structure.

**Window Signs:** Window signage will be permitted exclusively in ground-floor windows. Any window tint or vinyl coverings that have an opacity greater than 50% will be classified as window signs and factored into the total window sign area calculations. This amendment enhances the aesthetic quality of the City’s commercial corridors by promoting visibility and visual consistency in the appearance of storefronts. Crucially, maintaining transparency for a storefront supports public safety by providing clear visibility and

monitoring into and out of business premises, and ensuring quick responses to emergency situations.

**Temporary Signs:** The minimum setback requirement for all temporary signs will be reduced from ten (10) feet to five (5) feet from the right-of-way line and side property lines, maintaining the required visibility triangles to generally enhance visibility while ensuring safety.

A new provision requires temporary event-related sign removal within one (1) day of the event concluding. Non-compliance subjects the signs to removal and disposal by the City, ensuring public spaces remain clean and orderly.

Provisions are introduced for temporary freestanding signs recognizing signs used during yard sales, event registrations, and similar local community activities and further specifying size, duration, and placement requirements.

**Election-Related Temporary Signage:** To ensure orderliness and fairness during electoral periods, the ordinance will adjust the permissible timeframe for displaying temporary noncommercial signs related to elections from 60 to 30 days prior to an election, however, on public property, during early voting and on election day. The ordinance will establish specific guidelines that restrict signs to one (1) sign for each candidate or issue per location private or public property. These signs are continuing to be restricted to a maximum of three (3) square feet in residential districts and four (4) square feet in other districts. Placement rules will ensure these signs do not infringe on public rights-of-way or breach safety and setback requirements.

**Identification Signs for Gas Station Canopies:** One (1) identification sign per frontage will be permitted on the canopy, provided the sign does not extend above or below the canopy face horizontal edges. The maximum size of the canopy sign shall be eight (8) square feet and must be deducted from the max copy area allowable for wall signs.

**ATM Signs:** Specific guidelines will be introduced to allow ATM signs and ensure they are integrated seamlessly into the design of the ATMs and the buildings they are associated with. These signs are restricted to a maximum three (3) square feet and are to maintain consistency and compatibility with the architectural elements and overall design of the building.

**Logos:** Logos or any federally-registered trademark may be permitted as part of a sign if designed as an integral part of the sign copy; consistent with master sign plan's approved color scheme; displayed as registered; and consistent with other division requirements, including but not limited to sign location, sign materials, and sign area.

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

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

This Zoning Text Amendment is at the request of the City’s Development and Neighborhood Services Department to address and integrate current trends and community needs in sign regulations while ensuring compliance with constitutional standards set forth by significant legal precedents. The objective is to refine existing regulations and introduce new provisions for painted wall signs, trademarks, temporary signs, and signage associated with Automatic Teller Machines (ATMs). The proposed adjustments to temporary signage, particularly regarding election-related and event-specific signage, are crafted to allow timely and relevant communication without compromising public safety and aesthetics.

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

The petition was reviewed by the Development Review Committee on April 18, 2024, and recommended for approval.

Planning, GIS, and Engineering Division:	Recommended for approval
Building Division:	Recommended for approval
Fire Rescue Department:	Recommended for approval
PBSO District 16:	Recommended for approval
Public Works Department:	Recommended for approval
Recreation and Community Services Dept:	Recommended for approval

**IV. Zoning Text Amendment Criteria:**

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

The principal intent of these proposed text amendments to the Zoning Code is to provide for clarifications and revisions to the City’s sign code which over the last decade has only been amended for specific reasons. The proposed amendments will ensure that the sign code is in compliance with state, federal, county laws as well as court cases and will ensure that the City’s sign code is enforceable.

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 purposes of the City’s Zoning Code regulations and other City Codes.

**V. Staff Recommendation:**

***Approval*** of ZTA-24-05 through the adoption of Ordinance 2024-13.

---

**PLANNING & ZONING BOARD OF APPEALS Recommendation –**

---

---

**CITY COUNCIL ACTION First Reading –**

---

---

**CITY COUNCIL ACTION Adoption Hearing –**

---

Attachments:

1. Ordinance 2024-13