



# STAFF REPORT

## CITY OF GREEN COVE SPRINGS, FLORIDA

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**TO:** City Council **MEETING DATE:** March 17, 2026  
**FROM:** Lisa Walsh, Development Services Director  
**SUBJECT:** Suggested Changes to Green Cove Springs Signage Code. *Lisa Walsh*

### BACKGROUND

On March 3, 2026, City Council directed staff to propose changes to the Sign ordinance in the Green Cove Springs Code of Ordinances in order to accommodate flag signs, particularly in the downtown area. These signs are also currently known as feather, sword, banner, flag or wind signs, and consist of lightweight fabric attached to a typically curved fiberglass rod which varies in length (or height) and can be inserted into the ground. The sign is intended to attract attention by fluttering in any breeze that may be present. It is also portable and not intended to be permanent.

Staff has researched the sign codes for various nearby municipalities. These municipalities include Orange Park, Penney Farms, Palatka, Fernandina Beach, Atlantic Beach, Clay County and the State of Florida, as well as the existing Green Cove Springs sign ordinance. Please see the attached Memorandum A Research for the findings.

Based on these findings and the wishes expressed by Council, staff has proposed language changes as shown in the attached Memorandum B Recommendations.

### STAFF RECOMMENDATION SUMMARY

Within the Green Cove Springs code, any sign composed of lightweight material either enclosed or not enclosed in a rigid frame, secured or mounted so as to allow movement of the sign caused by movement of the atmosphere, possessing characters, letters, illustrations, or ornamentations applied to paper, flexible plastic, or fabric of any kind is considered a Banner sign. Banner signs are temporary and portable signs. This definition applies to feather, sword, wind or flag signs. Therefore, staff revised parts of the code to reflect this as applies to Banner signs. The definition of a Flag has been revised to include the Banner language and note that a Flag sign is equal to a Banner sign. Illustrations of such signs are proposed.

A Permanent Sign definition is proposed and the Temporary Sign definition proposed to add the phrase "Temporary signs shall have an intended useful life of one year or less," with the notation that both definitions should discuss intended useful life timeframes.

The Exempt signs verbiage is proposed to eliminate the phrase "...when authorized by the city manager of his designee for a prescribed period of time" as it refers to decorative flags, bunting or other types of signs not to exceed 12 square feet for a celebration...of significance to the entire community."

Section 125-14(d), Prohibited signs, is proposed to add language regarding prohibited locations for signs, especially as it pertains to public rights-of-way. Section 125-14(g) is proposed to be deleted as it refers

to Temporary Banners and Special Signs, and moved to a new Section 125-25, titled “Temporary, Special and Advertising Signs and Displays.

The new Section 125-25 discusses Temporary Signs and their possible locations and describes various maximums such as number of signs allowed per parcel, square footage and height allowed per sign, and the duration of time permitted for display.

The new Temporary Sign section 125-25 distinguishes between signs for non-residential and residential zoning districts and prohibits sign placements with public rights of way except for within any Form-Based Code zoning district. Within a Form-Based Code zoning district, signs may be placed in the right of way with the property or business owner supplying a Hold Harmless agreement with the City of Green Cove Springs.

Temporary signs are permitted in all zoning districts and do not require a sign permit.

Staff welcomes comments and discussion on the recommendations.