



STAFF REPORT

CITY OF GREEN COVE SPRINGS, FLORIDA

TO: City Council **MEETING DATE:** September 1, 2026
FROM: Lisa Walsh, Development Services Director
SUBJECT: An Ordinance Amending Chapter 125 to Add Definitions, Add Sign Exemption and Restriction Clarification, Strike Temporary Banners and Special Signs from Sec. 125-14 and to Add to Sec. 125-25 with Additional Clarification

BACKGROUND

At the March 3rd, 2026 City Council meeting, a business owner for a business located on Walnut Street requested the Council clarify the Code because it doesn't clearly address temporary, removable signage. She advised that such signage is essential for small business visibility and proposed allowing limited, well-regulated temporary signs that support economic activity without harming historic character.

Council members and staff discussed that the current code is unclear or silent on temporary signage, which often leads to it being treated as not allowed. The Council supported a review of the Code to allow reasonable, business-friendly temporary signs while maintaining aesthetics.

At the March 17th, 2026 City Council meeting, staff presented research and proposed updates to the sign code as requested. Council discussed ensuring reasonable restriction on the amount of time a temporary sign may be in use while balancing the needs of businesses in the downtown area. Council discussed utilizing wayfinding signage to alleviate clutter while promoting businesses on Walnut Street.

Concerns were raised about enforcing some of the restrictions, and staff were directed to pause all temporary signage enforcement efforts until a wayfinding sign could be established for the whole street. Staff were also directed to return to council with recommended updates to make clarifications to the Sign Chapter at a later date.

Staff have drafted O-18-2026, which recommends updates to Chapter 125. – Signs. These updates specifically target regulations around temporary and portable signs. This ordinance was presented to the Planning and Zoning Board on July 28th, 2026.

Board member Hobbs asked staff if the changes would be acceptable for concerned business owners. Staff explained that they believed the changes to be fair and that differing opinions would always exist. Staff noted that the discussion began because one business owner wanted to have feather signs in front of their storefront to attract customers, but at the March 17th meeting, another business owner stated that they did not want feather signs to be permitted at all because it would block the view of the neighboring businesses. The provided changes attempt to bolster local businesses, achieving the direction of Council, while attempting to maintain fair regulations for all.

During the public comment period, a business owner approached the Board with a question on whether a permanent banner sign would be permitted. The Board and Staff determined that permanent banner

signs are not permitted within the current Code, nor would they be if this ordinance were to pass. Staff provided their contact information to discuss signage options for the business owner.

Hearing no further comments, the Planning and Zoning Board recommended approval of O-18-2026 to the City Council.

City Council heard the first reading of this ordinance on August 4, 2026 and approved it as to form, setting the second reading for September 1, 2026. No changes were suggested by Council at that time.

FISCAL IMPACT

No fiscal impact to the City is anticipated by the updates recommended by ordinance O-18-2026.

STAFF RECOMMENDATION

Staff recommend the approval of Ordinance O-18-2026.

RECOMMENDED MOTION:

Motion to approve O-18-2026 on second and final reading.