

a steady and positive trajectory.

C. Discussion on increasing the maximum square footage requirements, etc. for permanent signs.

Mayor Moore read the title of this item.

Town Planner Ingrid Allen provided extensive background on the sign ordinance discussion, which originated from a November 2025 public comment by Villa Magna condominium requesting larger replacement signs. The Planning Board reviewed various considerations including appropriate sign standards, size relationships to building scale, color and illumination requirements, safety considerations, and appeals processes.

The Planning Board recommended increasing sign sizes using Boca Raton's code as reference, allowing variance procedures for dimensional requirements, and implementing universal rules across all condominiums with criteria that signs fit the overall property aesthetic.

Mayor Moore proposed following the Planning Board's direction by adopting 32 square feet as the maximum size for all three sign categories (currently 10, 10, and 3 square feet), noting this would accommodate Villa Magna's 24 square foot request while providing consistency. She also recommended adding an appeals process.

Commissioner Stern expressed support for size increases but cautioned against simply copying Boca Raton's ordinance without careful review of all provisions. Vice Mayor Stern wished the Planning Board had provided more specific recommendations rather than general guidance to follow Boca Raton's approach.

Commissioner Goldberg raised questions about measurement standards, particularly for monument-style signs, and suggested establishing a maximum limit for appeals to prevent excessive variance requests. Town Attorney Rubin clarified the difference between variance procedures (requiring hardship standards) and appeals processes, with the Commission preferring an appeals process going first to the Planning Board, then to the Commission.

The discussion addressed concerns about existing nonconforming signs, which would be allowed to remain but must comply with new standards if destroyed or completely replaced.

MOTION: Moore/Chudnofsky – A motion was made and seconded for staff to draft an ordinance to increase the maximum area size to be 32 square feet for each of the three scenarios we have and to add a process for appeal where it goes to the Planning Board first and then to the Town Commission for the ultimate decision. Upon roll call: Mayor Moore (Yes); Commissioner Chudnofsky (Yes); Commissioner Goldberg (Yes); Commissioner Peters (Yes); and Vice Mayor Stern (Yes). The motion passed unanimously on a 5 to 0 vote.