

Sign Code Amendment City Commission

Legistar No. 160485

City Commission: February 15, 2018
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DEPT
OF
DOING

Overview

- Amend the sign code to be “content-neutral” as articulated by a recent US Supreme Court case.

Content Neutrality

- ***Pre-Reed***: content-neutral if the government has not regulated speech because of disagreement with the message.
- ***Post-Reed***: content-neutral if regulation does not target a specific subject matter, regardless of government's motive, content-neutral justification or lack of animus towards the message.

* **Reed v. Town of Gilbert, Ariz.**, 135 S.Ct. 2218 (2015).

Signs for every occasion:



Pre-Read

Hedgehogs!

Post-Reed



Temporary Sign

Permanent vs. Temporary

Permanent vs. *Temporary*

(Florida Building Code)



(Florida Building Code)



Temporary Signs

Sign Location	Max #	Max duration Calendar Days	Max Sign Area	Max Height	Side setback	Notes
Single family property	No limit	180	6'	4'	10'	Events: removed \leq <u>10</u> days after event
Multi family property	6	180	6'	8'	10'	Events: removed \leq <u>10</u> days after event
Non residential property	4	180	32'	8'	10'	Events: removed \leq <u>10</u> days after event

Other Sign Code Amendments

- Eliminated special sign provisions for certain uses (i.e., Farmer's Markets, Bed and Breakfasts, Food Distribution Centers for the Needy).
- Eliminated prohibition on sandwich board, A-frame type signs.



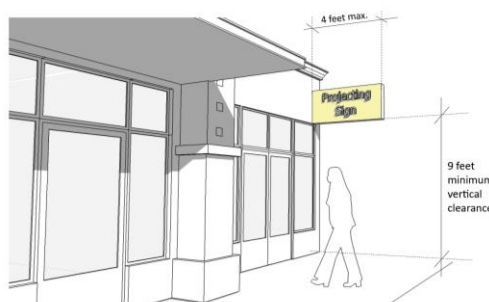
- New graphics for a better user experience

Other Sign Code Amendments

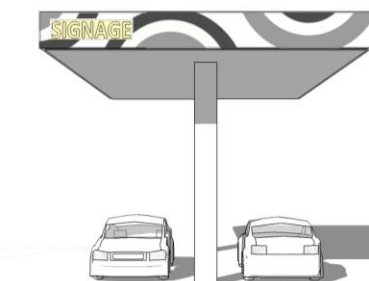
TYPES OF SIGNS



PROJECTING SIGNS

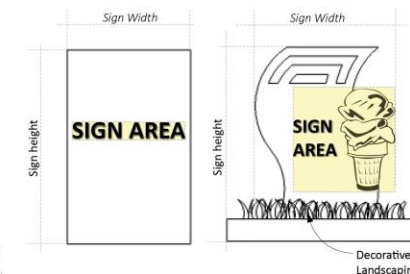
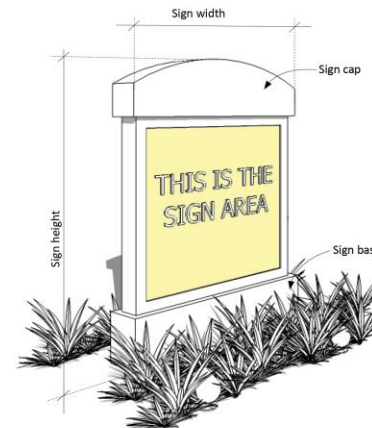


CANOPY SIGN



Canopy signs shall not project above or below the roof and fascia band of the canopy. Do not include decorative graphics in the sign area calculation.

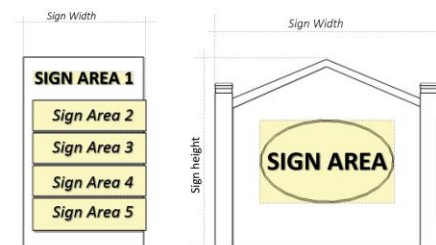
FREESTANDING MONUMENT SIGNS



Decorative landscaping shall not be included in sign area unless they contain a sign copy.

Sign area may or may not be defined by a boundary.

- Where a sign contains a defining boundary within the sign structure, calculate sign area by taking the area of an imaginary rectangle around the boundary.
- Where sign area is not defined by a boundary within the sign structure, calculate sign area by taking the area of an imaginary rectangle around the outer edges of the sign elements.



Staff
Recommendation

Adopt Ordinance 160485