

# City of Palm Coast

## Sign Code Amendment



**Community Development Department**  
**Presented by: Estelle Lens, AICP, Planner**  
**Date: October 18, 2023**

# **Land Development Code (LDC)**

## **Chapter 12**

### **Signs and Advertising**



Sign Code Adopted 2008 with the City's Land Development Code

Certain sections were amended in 2009 and 2012

- These amendments were made working with stakeholders to provide more flexibility for applicants in the development community.

Code is being amended now to:

- Comply with changes in the law
- Address challenges and make the code more business and community friendly.



## Proposed changes to Chapter 12 include:

- Deleting content-based definitions and replacing with new location-based qualifiers.
- Revising Section 12.06 – Temporary signs to generalize the categories and simplify the categories by providing a table.
- Generally, signs that are currently permitted will remain permitted, and signs that are currently prohibited will remain prohibited.



The table for Temporary Signs replaces the former subsections for:

- Construction signs
- Garage Sale signs
- Political signs
- Real Estate signs, including Open House
- Banners/miscellaneous temporary signs



# TEMPORARY SIGN STANDARDS - NON-RESIDENTIALLY ZONED PROPERTIES

Sign Type	NEW CODE		CURRENT CODE	
	No. of Signs	Area (cumulative) and Height	No. of Signs	Area and Ht.
<b>Commercial signs</b> (Banners – Section 12.06.06 Ie. Grand Opening/Going out of Business)	1 banner sign per business	Limited to height of building	1	32 sf
<b>Non-commercial signs</b> (Political – 12.06.03 Also covers non-Commercial Special Events)	4 per business	Area: lots less than 1 acre - 16 sf; 1.1 acres to 10 acres - 32 sf; more than 10 acres - 48 sf Ht.: 7'	1	16 sf Ht. – 10'
<b>Signs for parcels with active site/building permits</b> (Construction Signs – 12.06.01)	2 visible from row adjacent to lot	Area: lots less than 1 acre - 16 sf; 1.1 acres to 10 acres - 32 sf; more than 10 acres - 48 sf; Ht. - 7'	1	12-48 sf Ht. – 7'
<b>Signs on property being actively marketed for sale, rent or lease</b> (Real Estate – 12.06.04)	2 visible from row adjacent to lot	Area: lots less than 1 acre - 16 sf; 1.1 acres to 10 acres - 32 sf; more than 10 acres - 48 sf; Ht. - 7'	1 per frontage	24 sf Ht. – 7'

# TEMPORARY SIGN STANDARDS - RESIDENTIALLY ZONED PROPERTIES

Sign Type	NEW CODE		CURRENT CODE	
	No. of Signs	Area (cumulative) and Height	No. of Signs	Area and Ht.
<b>Non-commercial signs (Political-12.06.03)</b>	6	6 sf Ht. – 6'	1	6 sf Ht. – 5'
<b>Signs for parcels with active site/building permit (Construction signs-12.06.01)</b>	1	Area: lots less than 1 acre - 4 sf; 1.1 acres to 10 acres - 12 sf; more than 10 acres - 32 sf; Ht. – 7' max	1	6 sf Ht. – 7'
<b>Signs on property being actively marketed for sale, rent or lease, single family zoning (Real Estate Signs including Open House signs-12.06.04)</b>	2 visible from row adjacent to lot; 1 add'l – per property - when available for inspection by prospective buyer/tenant; no larger than 9 sf and only posted on private property with permission of property owner	6 sf per street frontage; Ht. – 6'	1 per frontage	6 sf Ht. – 7'
<b>Signs on property being actively marketed for sale, rent or lease, multi-family zoning (Real Estate signs-12.06.04)</b>	2 visible from row adjacent to lot; 1 add'l when available for inspection by prospective buyer/tenant; no larger than 9 sf and only posted on private property with permission of property owner	24 sf Ht. – 7'	1 per frontage	16 sf Ht. – 5'
<b>Signs on properties with a sale on the property (not defined above)(Garage Sales-12.06.02)</b>	1 per street frontage	6 sf Ht. – 6'	1 per frontage	4 sf

## Two Stakeholder Meetings were held:

- August 22, 2023
- September 26, 2023

The following groups were represented:

- Flagler County Association of Realtors (FCAR)
- Flagler County Association of Responsible Developers (FCARD)
- Palm Coast – Flagler Regional Chamber of Commerce
- Local Attorneys
- Local Developers







to) 1  
lffi JUL 28 2023  
BY: xh

**Open House Sign ordinance for City of Palm Coast**  
**Recommended by the Flagler County Association of REALTORS**

FCAR recommendations in Black Ink  
City's proposed code amendment/responses in Red Ink (Provided at the September 26, 2023 Stakeholder Mtg.)  
Summary of request and response - Highlighted

1. One (1) free standing "Open House" sign per street frontage shall be allowed per property. Sign area shall not exceed three (3) square feet and shall be placed only upon the property to be sold or leased. Sign shall be displayed only when the premises are available for inspection by the prospective buyer or tenant.

Amendment proposes for Property being actively marketed for sale or lease:  
(Land Development Code (LDC) Subsection (SS) 12.06.01 Temporary Sign Standards)

- 2 (real estate) signs visible from ROW adjacent to lot  
(Non-Res = 16 SF to 48 SF pending lot size – 7ft high)  
(SFR = 6 SF area – 6 ft high)  
(MFR = 24 SF – 7 ft high)
- 1 additional (open house sign) – per property - only when premises are available for inspection by buyers/tenants - 9 SF max - posted on private property w. permission of property owner
- Location: Setback: (for all above)
  - 2 ft. from public right-of-way.
  - 15 ft. from side property lines.

Request is for one (1) sign per frontage with a 3 SF sign area.  
Proposed amendment allows two (2) per street frontage on the subject property and 1 additional - per property - on other lots with owner's permission.  
Proposed amendment also allows larger sign areas.

2. Directional Open House signs, which are exhibited by real estate licensees, shall conform to the quantity, size, shape and color restrictions set forth in this Ordinance. Open house signs used by real estate licensees must exhibit the name of the brokerage (FREC guidelines). All open house signs must be done in a professional manner.

- City does not regulate the content of the sign.
  - LDC SS 12.03.02 Prohibits certain materials (i.e. Paper, cardboard, etc.)
- Proposed amendment does not regulate the content of the signs, just size and location of the sign(s) as provided in number 1 above.

Off-Premises directional signs may be permitted subject to the regulations below:

- A. Directional sign size shall not exceed eighteen (18) inches x twenty-four (24) inches.  
(Proposing to allow a greater size for the additional sign – 9 SF)  
Request is to limit to 18" (1.5') X 24" (2') = 3 SF. Proposed amendment allows the additional sign(s) to be 9 sf.
- B. The signs shall be made of plastic, steel, or aluminum. The signs' support posts shall also be made of aluminum or steel. No wooden posts will be permitted.
  - Proposed amendment does not regulate the construction material of the signs. The code currently prohibits certain materials as stated above. i.e. Paper, cardboard, etc. (LDC SS 12.03.02). This is not proposed to change.  
Proposed amendment does not regulate this.
- C. Signs shall not be placed more than two (2) feet in height above the abutting road elevation.
  - See no 1 above. (Proposing to allow taller – 6 or 7 ft.  
Request is to allow maximum height of two (2) feet. Proposed amendment allows 6 ft (SFR zoning), 7 ft (Non-Residential or MFR zoning)
- D. The Sign shall exhibit the name of the brokerage; the words "OPEN HOUSE" are permitted. Signs must exhibit the Disclosure Notification Sticker/Rider\* along with QR Code. Signs will abide by FREC guidelines in regard to contact information.  
City does not regulate the content of signs.  
This is not regulated by the City.
- E. No more than one (1) directional sign per real estate office shall be placed in each permitted right-a-way (FOOT and State locations not permitted). Signs shall not be placed in any median.
  - See no 1 above for location criteria.
  - Signs are Prohibited in Right of Way LDC SS 12.03.02. EE. (Prohibited Signs)
  - Per the attorney's presentation at the stakeholder meeting on August 22, 2023, municipalities cannot distinguish between types/purpose (content) of signs and are challenged with this issue. Therefor all signs are prohibited in the right of way.  
Signs are not permitted in the right-of-way. (See attorney's legal perspective above, and as provided in the Agenda Item Executive Summary. City is working on an educational tool to educate Realtors (and City staff) on the location of the right-of-way.
- F. Signs shall not be attached to any existing signs, trees, utility poles or any other structures.
  - Yes – Covered in LDC Subsection 12.03.02.  
City agrees with this. This is not proposed to change.
- G. Signs placed in any right-a-way abutting an existing structure(s) shall require the permission of the property owner.
  - Signs are prohibited in any right of way. (See E above.)  
Signs are not permitted in the right-of-way. City is working on an educational tool to assist in determining the location of the right of way.

H. The brokerage of the aforementioned sign of the directional signs shall be held responsible for the removal of such signs no later than 8:00pm on the evening of the Open House. Any signs in violation will be subjected to removal along with the sign being removed and discarded.

- Amendment proposes "...only when the premises are available for inspection by the prospective buyer or tenant".

The amendment allows the signs to be posted only when the premises are available for inspection by the buyer or tenant.

I. Real estate licensees who violate this ordinance shall be levied a fine by FCAR with the proceeds benefiting the Flagler Realtors Foundation.

- City staff are obligated to follow the Land Development Code and State Statutes.

City is obligated to follow city codes and state statutes.

\*Disclosure Notification Sticker/Rider must be placed on each sign along with QR Code with a required verbiage to be determined by FCAR. The verbiage will notify the community of the allotted times whereas the sign can be posted, and a direct link to FCAR to report this in violation of sign ordinance or past allotted timeframe.

P.O. Box 1216 • Bunnell, FL 32110 • Phone: (386) 437-0095 • Fax: (386) 437-6070  
www.FlaglerCountyRealtors.com • Email: [GAD@FlaglerCountyRealtors.com](mailto:GAD@FlaglerCountyRealtors.com)



November 14, 2023 - City Council Workshop

November 15, 2023 - PLDRB Meeting

The Ordinance is tentatively scheduled for Public Hearings with City Council:

- December 5, 2023 – 1<sup>st</sup> Reading
- December 19, 2023 – 2<sup>nd</sup> Reading



**Questions?**

**This chart replaces Section 12.06. - Temporary Signs  
The prior code sections and categories are listed below in RED**

**Sec. 12.06. - Temporary Signs.**<sup>1</sup>

12.06.01 Temporary Sign Standards.

<b>A. NON-RESIDENTIALLY ZONED PROPERTIES' TEMPORARY SIGN STANDARDS</b>				
<b>Sign type</b>	<b>Number of signs</b>	<b>Maximum sign area and height (The sign areas provided are cumulative for the number of signs allowed)</b>	<b>Time</b>	<b>Additional standards</b>
<b>Commercial signs</b> (Banners- Grand Opening/Going out of business 12.06.06)	One banner sign per business.	Limited to height of building.	Remove after 30 consecutive days	1. No more than three times per year. 2.No permit is required.
<b>Non-commercial signs</b> (Politica – Non-Commercial Special Events 12.06.03)	Four per business	Area: Lots less than 1 acre – 16 sf 1.1 acres to 10 acres – 32 sf More than 10 acres – 48 sf Limit 7' in height	If associated with an event, remove 15 calendar days after the event.	Setback: 1. 2 ft. from public right-of-way. 2. 15 ft. from side property lines.
<b>Signs for parcels with active Site/building permits</b> (Constructions Signs 12.06.01)	Two visible from rights-of-way adjacent to lot.	Area: Lots less than 1 acre – 16 sf 1.1 acres to 10 acres – 32 sf More than 10 acres – 48 sf  Height: 7 ft max height	Remove within 3 calendar days after issuance of a final inspection or certificate of occupancy.	Setback: 1. 2 ft. from public right-of-way. 2. 15 ft. from side property lines. 3. Maximum 1 sign facing each public right of way. 4. Can divide sign allowance between 2 different signs.
<b>Signs on property being actively marketed for sale, rent or lease</b> (Real Estate 12.06.04)	Two visible from rights-of-way adjacent to lot.	Area: Lots less than 1 acre – 16sf 1.1 acres to 10 acres – 32 sf More than 10 acres – 48 sf  Height: 7 ft.	Remove within 3 calendar days after sale or lease.	Setback: 1. 2 ft. from public right-of-way. 2. 15 ft. from side property lines.

**B. RESIDENTIALLY ZONED PROPERTIES' TEMPORARY SIGN STANDARDS**

Sign Type	Number of Signs	Maximum Sign Area and Height (The sign areas provided are cumulative for the number of signs allowed)	Time	Permit Requirements and Additional standards
<b>Non-commercial signs</b> (Political <a href="#">12.06.03</a> )	Six	Area: 6 sf Height: 6 ft	If associated with an event, remove 15 calendar days after the event.	Setback: 1. 2 ft. from public right-of-way. 2. 15 ft. from side property lines.
<b>Signs for parcels with active site/building permits</b>  (Constructions Signs <a href="#">12.06.01</a> )	One per lot	Area: Lots less than 1 acre – 4 sf 1.1 acres to 10 acres – 12 sf More than 10 acres – 32 sf  Height: 7 ft max height	Remove within 3 calendar days after issuance of a final inspection or certificate of completion.	
<b>Signs on property being actively marketed for sale, rent or lease, single family zoning.</b> (Real Estate Signs including Open House Signs <a href="#">12.06.04</a> )	Two visible from rights-of-way adjacent to lot; one additional sign (per property) only when the premises are available for inspection by the prospective buyer or tenant; said additional sign shall not be larger than 9 sf and may only be posted on private property with the permission of the property owner.	Area: 6 sf per street frontage Height: 6 ft.	Remove within 3 calendar days of sale or lease.	Setback: 1. 2 ft. from public right-of-way. 2. 15 ft. from side property lines.
<b>Signs on property being actively marketed for sale, rent or lease, multi-family zoning</b> (Real Estate Signs <a href="#">12.06.04</a> )		Area: 24 sf  Height: 7 ft		
<b>Signs on properties with a sale on the property (Not defined above)</b> (Garage Sales <a href="#">12.06.02</a> )	One per street frontage	Area: 6 sf  Height: 6 ft	Remove within 3 calendar days after the event.	