



**CITY OF MARGATE
STAFF REPORT
ECONOMIC DEVELOPMENT DEPARTMENT**

TO: Planning and Zoning Board
Meeting of July 11, 2017

DATE: July 11, 2017

FROM: Benjamin Ziskal, AICP, CEcD
Director of Economic Development

RE: Ordinance amending Sections 39.2, 39.7, and 39.17 Appendix A of the Code of Ordinances to amend the provisions pertaining to temporary feather banner and inflatable signs.

RECOMMENDATION: The Director of Economic Development recommends that the Planning and Zoning Board forward a favorable recommendation for the proposed text amendment to the City Commission at its August 23, 2017, meeting,

ISSUE: The City of Margate is requesting approval of a text amendment, initiated by the Economic Development Department, to allow temporary feather banner and inflatable signs in non-residential zoning districts.

BACKGROUND: At the April 5, 2017 City Commission meeting staff was given a directive to research and create an ordinance pertaining to the addition of temporary feather banner and inflatable signs. Within the past year, new business owners have been requesting additional signage with regard to their grand openings. Many of these business owners have requested to have feather banner signs and/or inflatable signs. (See Attachment 1) In addition to allowing these types of temporary signs, staff is also recommending regulations such as height limitations, location, number of signs, and time duration. Moreover, in order for the City to continue to pride itself as business friendly; the addition of these temporary signs will strengthen the business friendly atmosphere that the City portrays. As such, Staff is recommending the approval of the proposed text amendments to the sign code of temporary feather banner and inflatable signs.

ANALYSIS

Standards for reviewing proposed amendments to the text of the Code of Ordinances:

- 1) *The proposed amendment is legally required*

The proposed amendment is required to add the definitions and regulations of temporary feather banner and inflatable signs in non-residential zoning districts.

- 2) *The proposed amendment is consistent with the goals and objectives of the Comprehensive Plan.*

The proposed amendment is consistent with the goals and objectives of the Comprehensive Plan.

- 3) *The proposed amendment is consistent with the authority and purpose of the Land Development Regulations.*

The proposed amendment is consistent with the authority and purpose of the Code of Ordinances.

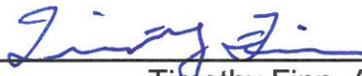
- 4) *The proposed amendment furthers the orderly development of the City.*

The proposed amendment furthers the orderly development of the City.

- 5) *The proposed amendment improves the administration or execution of the development process.*

The proposed amendment improves the administration or execution of the development process in that it provides staff with clear and legally enforceable guidelines for reviewing temporary feather banner and inflatable signs within the non-residential zoning districts

FISCAL IMPACT: There is no fiscal impact associated with this request



Timothy Finn, AICP
Senior Planner

ATTACHMENT 1



Feather banner sign



Feather banner sign



Inflatable sign



Inflatable sign