



Vehicle Signs Code Amendments

Background

Recently, we received an inquiry from a local business asking if a trailer mounted sign was allowed in the City.



Background

Definition

Vehicle sign: Any sign or signs permanently or temporarily affixed to or painted on a transportation vehicle, including, but not limited to, automobiles, trucks, boats, trailers, or campers, for the primary purpose of identification, advertisement, sales, or directing the public to a business, person, event or activity located on the same or another property, or any other premises.

Background

Section 39.17. - Prohibited signs.

(P) Vehicle signs when a vehicle displaying a vehicle sign is:

- (1) Parked for more than three (3) hours in a twenty-four-hour period within one hundred (100) feet of any public right-of-way; and
- (2) Visible from the street right-of-way that the vehicle is within one hundred (100) feet of; and
- (3) Not regularly "used in the conduct of the business advertised" on the vehicle (A vehicle used primarily for the purpose of advertising, or for the purpose of providing transportation for owners or employees of the occupancy advertised on the vehicle, shall not be considered a vehicle used in the conduct of business); and
- (4) Not parked in the rear of the parking lot or in the rear of the building which contains the business. On properties which do not provide a rear parking area, vehicle signs are parked in parking spaces immediately adjacent to the street right-of-way when other parking spaces are available on the premises, and are displayed in a manner that constitutes a prohibited sign per section 39.17 of the Margate Zoning Code.



Recommendation

Definition

Vehicle sign: A sign which is attached to, mounted, pasted, painted, or drawn on a motorized or drawn vehicle, and is parked and visible from the public right-of-way; unless said vehicle is used for transporting people or materials in the normal day to day operation of the business.

Recommendation

Section 39.17. - Prohibited signs.

(P) Vehicle signs ~~when a vehicle displaying a vehicle sign is:~~

- ~~(1) Parked for more than three (3) hours in a twenty four hour period within one hundred (100) feet of any public right of way; and~~
- ~~(2) Visible from the street right of way that the vehicle is within one hundred (100) feet of; and~~
- ~~(3) Not regularly "used in the conduct of the business advertised" on the vehicle (A vehicle used primarily for the purpose of advertising, or for the purpose of providing transportation for owners or employees of the occupancy advertised on the vehicle, shall not be considered a vehicle used in the conduct of business); and~~
- ~~(4) Not parked in the rear of the parking lot or in the rear of the building which contains the business. On properties which do not provide a rear parking area, vehicle signs are parked in parking spaces immediately adjacent to the street right of way when other parking spaces are available on the premises, and are displayed in a manner that constitutes a prohibited sign per section 39.17 of the Margate Zoning Code.~~



Staff Recommendation

- Recommend to the City Commission approval of the proposed ordinance.