

# Summary

To: Mayor and Commission  
From: Micah Maxwell, Town Manager  
Subject: Temporary Signs  
Memo Date: 8/13/2013

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**Summary:** The town's sign ordinance does not allow for non-town signs to be erected on public property (72-545 (21)) and also prohibits the placement of off-premises temporary signs providing direction or advertising (74-572 (b)).

**Previous Commission Action:** At the May worksession, the Town Commission asked to have an agenda item placed on the June Worksession agenda for discussion regarding off-premises temporary signs and signs in the right of way. The Commission subsequently followed that meeting with a discussion at the June Worksession, where it was determined that the staff would bring forward a matrix identifying what other communities allow in regards to signs.

**Background/Problem Discussion:** The Town of Belleair has two codes that preclude the placement of the signs in question (identified in the summary). The Town Commission has the ability to alter these codes, however the town code also identifies that the county sign code would supersede the town code if it is more restrictive than the town code. In reference to (72-545 (21), the town's code is more restrictive, as county allows for directional off-site real estate signs on those days when there is an open house. In reference to 74-572 (b), the county code 138-1334 (b)(6) identifies that signs placed on public lands must have the permission of the authorized government agency (Belleair).

## **Alternatives/Options:**

1. Retain the current rules for sign placement.
2. Alter section 72-545 (21) and allow for a home having an open house to have an off-premises sign. (Off-premises would include private property, not public property).
3. Alter section 74-572 (b) and allow for signs to be placed on public property only with the permission of the town.
4. Alter both sections and go with the less restrictive county rules.
5. Alter both sections and remove the link to the county rules.

## **Financial Implications:**

The impacts of options 2 – 5 are difficult to quantify without understanding the quantity of requests for open house signs and creating a process for approval of those signs.

**Recommendation:** Staff recommends that the Commission retain the current rules sign rules. In relation to the placement on public lands, approvals/denials would be a slippery slope, and could result in more signs than desired, especially with a high inventory market in Belleair. In relation to off-premise signs, there is the potential for the signs to be placed on certain high visibility properties with great frequency, which may isolate impact to a

few areas, but may also magnify the issues in those areas.

**Proposed Motion:** None

**Real Estate Signs-Single Family Residential**

Municipality	PERMIT REQUIRED	NUMBER		LOCATION			MAXIMUM AREA			MAXIMUM HEIGHT		FONT	ILLUMINATION ALLOWED	OFF-SITE ALLOWED	IN RIGHT-OF-WAY	SETBACK REQUIREMENT	MAXIMUM TIME		
		Allows Only One	Allows More than One	Restricts Location to Road Frontage	Restricts Location to Property/Parcel	Restricts Directional Signs to Privately Owned Property	Maximum Sign Area Less than 4 sq. ft.	Maximum Sign Area 4 sq. ft.	Maximum Sign Area 6 sq. ft.	Maximum Sign Height less than 4 ft.	Maximum Sign Height 4 ft. or greater						Only Times of Sale	Only Daylight Hours	When No Longer Applicable
Belleair			X		X			X		X		X			X			X	
Dunedin		X		X				X		X								X	
Gulfport		X			X			X		X	X	X			X			X	
Clearwater		X			X	X		X		X		X	X	X	X			X	
Largo		X		X	X			X		X		X		X				X	
Belleair Bluffs		X			X			X		X		X			X	X			
IRB		X			X					X				X	X				
Belleair Shore	X	X			X		X			X								X	
Belleair Beach					X			X		X		X		X	X		X		
Redington Beach		X			X			X							X	Not Specified			

**Real Estate Signs-Multi-Family Residential**

Municipality	PERMIT REQUIRED	NUMBER			LOCATION			MAXIMUM AREA			MAXIMUM HEIGHT		FONT	Illumination Allowed	Off-Site Allowed	In Right of Way	Setback Requirement	MAXIMUM TIME		
		ONLY One	One per Lot or Parcel	Allows More than One	Restricts Location to Road Frontage	Restricts Location to Property/Parcel	Restricts Directional Signs to Privately Owned Property	Maximum Sign Area Less than 4 sq. ft.	Maximum Sign Area 4 sq. ft. to 6 sq. ft.	Maximum Sign Area 8 sq. ft. and Greater	Maximum Sign Height less than 4 ft.	Maximum Sign Height 4 ft. or greater						Only Times of Sale	Only Daylight Hours	When No Longer Applicable
Belleair				X		X			X		X		X			X			X	
Dunedin			X		X			X		X									X	
Gulfport				1sf per 10 ft of frontage		X		X		X		X	X			X			X	
Clearwater			X			X	X	X		X		X	X	X	X	X			X	
Largo			X		X	X		X		X		X			X				X	
Belleair Bluffs			X			X		X		X		X			X		X	X		
IRB			X			X		X		X		X			X	X	Not Specified			
Belleair Shore	X		X			X		X		X		X							X	
Belleair Beach			X			X	Not Specified				X		X		X	X		X		
Redington Beach		X				X		X		X		X				X	Not Specified			

**Political Signs**

MUNICIPALITY	PERMIT REQUIRED	NUMBER			LOCATION		MAXIMUM AREA			MAXIMUM HEIGHT		FONT	ILLUMINATION ALLOWED	OFF-SITE ALLOWED	IN RIGHT-OF-WAY	SETBACK REQUIREMENT	MAXIMUM TIME		
		Allows Only One	Allows More Than One	Allows One Per Candidate or Issue	Restricts Location to Road Frontage	Restricts Location to Property/Parcel	Maximum Sign Area Less than 4 sq. ft.	Maximum Sign Area 4 sq. ft.	Maximum Sign Area 6 sq. ft. or Larger	Maximum Sign Height less than 4 ft.	Maximum Sign Height 4 ft. or greater						Specified Amount of Time Before Election	Specified Amount of Time After Election	When No Longer Applicable
Belleair			X			X		X		X		X			X		X	X	
Dunedin				X	X			X		X							X		
Gulfport				X		X		X		X	X	X			X	X	X		
Clearwater				X		X		X		X		X		X	X			X	
Largo		X						X		X		X		X				X	
Belleair Bluffs				X		X	X			X		X			X		X		
IRB				X		X		X		X				X	X				
Belleair Shore				Not Specified		X	X			X				Not Specified					
Belleair Beach				X		X	X			X		X		Not Specified	X	X			
Redington Beach				Not Specified		X	Not Specified			Not Specified						X	X		

### Garage/Yard Sale Signs

MUNICIPALITY	PERMIT FOR SIGN REQUIRED*	PERMIT FOR SALE REQUIRED	NUMBER		LOCATION			MAXIMUM AREA			MAXIMUM HEIGHT		FONT	OFF-SITE ALLOWED	IN RIGHT-OF-WAY	SETBACK REQUIREMENT	MAXIMUM TIME		
			Allows Only One	Allows More Than One	Restricts Location to Road Frontage	Restricts Location to Property/Parcel	Restricts Directional Signs to Privately Owned Property	Maximum Sign Area Less than 4 sq. ft.	Maximum Sign Area 4	Maximum Sign Area 6 sq. ft.	Maximum Sign Height less than 4 ft.	Maximum Sign Height 4 ft. or greater					Only Times of Sale	Only Daylight Hours	When No Longer Applicable
Belleair		Yes, 1 allowed per year		X		X			X		X				X			X	
Dunedin		Yes, 2 allowed per year	X		X				X		X							X	
Gulfport		Yes, 6 allowed per year	X			X			X		X	X			X			X	
Clearwater		Yes, 2 allowed per year	X			X	X		X		X		X	X	X			X	
Largo		Not Specified	X			X			X		X			X				X	
Belleair Bluffs		Yes, 2 allowed per year	X			X			X	X					X	X			
IRB		Yes, 2 allowed per year	X								X			X	X				
Belleair Shore	X	Not Specified	X			X		X	X		X					X	X		
Belleair Beach		Yes, 2 allowed per year				X			X		X			X	X	X	X		
Redington Beach		Yes, 2 allowed per year	X			X			X						X	X			

\*In Some Cases the Garage Sale Itself Requires a permit