



Meeting Name: Town Council Meeting
Meeting Date: March 25, 2026
Prepared By: Councilmember DD Halpern
Item Title: Discussion on Temporary Sign Code and Sign Code Review

BACKGROUND:

The purpose of this agenda item is to open Council discussion of the Town's Sign Codes and specifically, the code for *Temporary Signs/Banners for Commercial Use*. This agenda item generally seeks to modify our current code for *Temporary Signs/Banners for Commercial Use* and add reasonable flexibility. The goal is to benefit our businesses and business owners, some of whom have expressed that the current Code is too restrictive in frequency and duration of posing signs for things like grand openings and seasonal specials at restaurants.

Town of Juno Beach Code > Division 6 - Signs

Sec. 34-1048. - Purpose and intent.

The intent of this division is to:

- (1) Establish rules and regulations to control and regulate all signs in the town.
- (2) Maintain a high degree of excellence in the quality of all signs, both aesthetically and structurally.
- (3) Prevent the proliferation of signs which cause visual clutter and disharmony; and
- (4) Encourage a rational pattern of signs with regard to the area where such signs are located.

The Town Code > Division 6 > Temporary Sign Code (see attached) specifies the use, location, timing, size, and other aspects of temporary signage for commercial use. Examples of this are restaurant grand opening signs, festival banners, signs advertising seasonal menus/specials, and real estate open house signs.

HISTORY:

2021: In speaking with business owners (particularly restaurant owners), about how our town can help them succeed, they expressed dissatisfaction with our Town's sign codes for Temporary Signs and Banners. The general consensus I heard was that the code is too restrictive, making it challenging to advertise for grand openings, special events, and special seasonal promotions, to name a few. Business owners said they would like added flexibility in the Town's temporary sign codes allowing signs to be posted for a longer duration and for greater frequency throughout the year.

March 2023: I created an agenda item titled, "Discussion on Review of Town of Juno Beach Sign Codes for Temporary Signs and Banners." The item was discussed by the Planning & Zoning Board.

Summer 2025: Town Council hired Chen Moore and Associates to review the Town's sign codes which, according to Town Staff, have not been reviewed since 2006. Due to SB180, All contracted code review was suspended because certain aspects of signage cannot be made more restrictive.

November 2025: I spoke with the owner of Mr. Jingles Christmas Trees (the business that occupied the Christmas Tree lot). He mentioned his disappointment and frustration at not being allowed to hang a temporary "We've Moved" banner on the fence at the Christmas Tree Lot to alert people to the new location of his business.

DISCUSSION:

Council to discussion the Code for Temporary Signs/Banners for Commercial and next steps for addressing the following requests I've heard from business owners:

1) Allow temporary signs to be posted more often throughout the year.

Example: For Fixed Banner Signs for Commercial Buildings or centers, our current code states, *"Banners may be displayed for a maximum period of 45 days at a time, two times per year."*

2) Add amount of time that signs are allowed to be posted.

Example: For Grand Opening Signs, our current code states, *"Signs shall not be displayed for more than 30 days."*

3) Allow the use of temporary "feather signs."

These signs may appear as a flag or pennant and are already used by some businesses for special events, although prohibited in Code Sec. 34-1050. - Prohibited signs.

4) Allow temporary Off-Premises Signs.

The purpose is to allow former business owners to alert customers to a new business location and/or convey a message to customers. Off-Premises signs are defined as signs unrelated to the property upon which it is being displayed. At Town Council's December 3 pre-meeting workshop, I received consensus to have Town Staff work with our Town Attorney to find a solution that would allow businesses that move out of Juno Beach or to another location within the Town, to post a temporary "We've Moved" sign/banner at their former location within our town.

5) Create flexibility in location and duration of placement for Realtor Open House Signs.

Realtors have said our temporary sign code too restrictive, as it sets limits on the number of signs, location, and hours that Open House signs are allowed.

Example: The current Code states, "Open house signs are limited to Saturdays, Sundays and legal holidays between the hours of 10:00 a.m. and 4:00 p.m. which are generally in use for just a few hours." As such, Realtors cannot place Open House Signs Monday through Friday, and cannot place signs before 10:00, which is restrictive.

RECOMMENDATION:

Council consensus to have Town Staff and/or the code review consultant, Chen Moore & Associates (CMA), review our Temporary Sign Code and propose suggestions for more flexible common-sense codes to help our businesses successfully advertise and communicate with customers. This will economically support our businesses. Many businesses are family-owned and sole-proprietorships, and I believe we can find a way to better meet their advertising needs while maintaining an appropriate aesthetic standard for Juno Beach.

NOTE: This agenda item is not to suggest creating a carnival atmosphere or "sign-pollution."

The purpose is to support Juno Beach business owners, particularly with signage for grand openings and special promotions needed to attract customers. The goal is to help existing and new businesses be successful in our town.

Sec. 34-1050. Prohibited signs.

The following signs shall be prohibited:

- (1) Any sign, other than an official sign, within the right-of-way lines of any street or public way.
- (2) Flashing, animated, emitting, reflectorized, glowing, radiating, moving signs (e.g., revolving signs).
- (3) Banner signs in all zoning districts, except the CG commercial general, medical commercial (MC) and CO commercial office zoning districts (see section 34-1051(12) for restrictions). Ornamental signs are regulated separately (see section 34-1055 for restrictions).
- (4) Off-premises signs (signs unrelated to the property upon which it is being displayed). Such signs do not further the town's goal for an aesthetically valuable environment, nor do they contribute to a safe environment. They may visually clutter highly traveled areas for vehicular, pedestrian and bicycle traffic and can contribute to unsafe travel conditions. They are, therefore, prohibited within the town.
- (5) Searchlights.
- (6) Changeable copy signs, except:
 - a. Public, charitable, and religious signs;
 - b. Fuel service station price signs;
 - c. Theater signs;
 - d. Permanent special event signs; and
 - e. Temporary special event message area on a freestanding identification sign (as provided for herein).
- (7) Portable, folding, and similar movable signs (e.g., A-frame or sandwich board signs).
- (8) Flags (other than corporate flags for commercial uses and properly flown governmental flags for all uses, provided such flags do not exceed three per property), streamers, balloons, other air or gas-filled feature, pennants, streamers, wind-driven whirligigs, propellers or other devices.
- (9) Bench signs and bench shelter signs, except for those provided by the town for public use in public areas.
- (10) Any sign not provided for in this section, including, but not limited to, the background area such as an awning, canopy, or fixed ornamental banner, which becomes unsightly, unsafe, faded in color, or in need of repair.
- (11) Roof signs.
- (12) Painted wall signs.
- (13) Vehicles used for advertising purposes.
 - a. Any sign displayed on an automobile, truck, or other motorized vehicle when that vehicle is used primarily for the purpose of such advertising display. Motor vehicles used solely for sign purposes or advertising purposes are prohibited. No person shall park any motor vehicle in a location visible from a public right-of-way, which has attached thereto or located thereon any sign, for the basic purpose of advertising products or directing people to a business or activity located on the same or nearby property or any other premises. This section is not intended to prohibit any form of informational vehicular signage which is limited to the name of a business, address, phone number, and products offered; provided that such sign is either painted on or attached by magnetic strips or bolts or other form of adhesive to the side of the vehicle. Such signage,

however, shall not protrude from or above the exterior surface (front, back, side, roof, trunk, or truck bed) of the vehicle greater than one-half inch nor have a directional arrow as part of the message.

- b. This provision shall not apply to licensed taxicabs, the shortterm use of political campaign signs, nor temporary signs placed on vehicles when making a delivery and removed when parked at business location. This provision shall also not apply to any vehicle owned or operated by an individual, business, or other entity residing outside of the town, which is just passing through or temporarily serving or visiting any individual, business, or place in town.
 - c. Nonmotorized vehicular signs or sign structures attached or affixed in any manner on or to any nonmotorized wheeled vehicle are expressly prohibited in any zoning district.
- (14) Billboard/off-premises signs.
 - (15) Signs painted on, attached to or supported by a tree, utility pole, or other similar object.
 - (16) Representational signs, permanent or temporary, such as beer cans or bottles, oil cans, soft drink cans or bottles, animals, or other similar device indicating a product.
 - (17) Translucent awnings.
 - (18) Permanent or temporary nuisance signs which utilize or incorporate such words as "stop," "look," "danger," etc.
 - (19) Flashing or moving neon signs; however, nonmoving, nonflashing neon signs are permitted.
 - (20) Signs made with fluorescent materials or paint, including both temporary and permanent signs.
 - (21) Any abandoned signs or supporting structures, and signs displayed on property containing a discontinued or abandoned project. Such signs may include those which represent approved developments or projects where work associated with an approved permit has discontinued for a period of at least 60 days; or is deemed abandoned or discontinued by the town.

(Ord. No. 207, § 5.63, 8-8-1979; Ord. No. 309, 10-8-1986; Ord. No. 377, 10-18-1989; Ord. No. 389, 5-16-1990; Ord. No. 416, 9-25-1991; Ord. No. 421, 2-19-1992; Ord. No. 450, 5-11-1994; Ord. No. 454, 11-16-1994; Ord. No. 469, 5-10-1995; Ord. No. 476, 12-13-1995; Ord. No. 489, 12-11-1996; Ord. No. 491, 2-12-1997; Ord. No. 512, 7-28-1999; Ord. No. 538, 4-25-2001; Ord. No. 668, § 5, 5-28-2014)

Sec. 34-4. Definitions.

Sign, *off-premises*, means a sign used to advertise a business conducted, services available or rendered, or goods produced, which are not located on the site where the sign has been erected and/or displayed.

Sec. 34-1055. Signs permitted by use.

(b) *Temporary signs for commercial uses.* The following temporary signs for commercial uses are permitted:

(1) *Grand opening sign.*

- a. Number: one sign per street frontage, not to exceed two per property.
- b. Maximum sign area: 20 square feet per sign face.
- c. Maximum height: eight feet.
- d. Minimum setbacks: ten feet from all property lines.
- e. Sign copy limits: Sign shall be displayed in accordance with article IV, division 9 of this chapter.
- f. Other limitations: signs shall not be displayed for more than 30 days.

(2) *Construction and real estate signs.*

- a. Number: one sign per street frontage, not to exceed two signs per property.
- b. Maximum sign area: 20 square feet per sign face.
- c. Maximum height: eight feet.
- d. Minimum setbacks: ten feet from all property lines.
- e. Sign copy limits:
 1. Construction signs, name of development, picture or rendering of completed project, name of project, developer, contractor, architect and contractor for construction project proposed or underway on the site;
 2. Real estate signs, name, logo and phone number of realtor, owner, or developer, property description, price, and whether the property is for sale or lease.
- f. Other limitations:
 1. Construction signs shall not be erected until a valid building permit for the work has been issued by the town, and shall be removed within 15 days of receiving a certificate of occupancy or abandonment of project;
 2. Real estate signs may be erected upon the availability of a property for sale or lease and shall be removed upon the sale or lease of the premises. For existing retail centers with freestanding identification signs used in part for special events, the leasing or sale message must be placed in the 30 percent area of the sign permitted for special events.

(3) *Fixed banner signs for commercial building or center.*

- a. Number: one sign per business or center.
- b. Maximum sign area: 20 square feet.
- c. Maximum height: 24 feet.
- d. Minimum setbacks: See subsection (b)(3)e of this section.
- e. Sign copy limits: Banners must be hung vertically and at a maximum dimension of 31 inches wide and 94 inches high. Banner must be a minimum eight feet above surface of a walkway. No more than 50 percent of the banner may contain a message or logo. The message may only display the name and logo of the building or retail center and/or a special event.

- f. Other limitations: Banners may be displayed for a maximum period of 45 days at a time, two times per year.

(Ord. No. 207, §§ 5.68—5.68.6, 8-8-1979; Ord. No. 258, 10-13-1982; Ord. No. 309, 10-8-1986; Ord. No. 389, 5-16-1990; Ord. No. 421, 2-19-1992; Ord. No. 426, 8-12-1992; Ord. No. 450, 5-11-1994; Ord. No. 454, 11-16-1994; Ord. No. 469, 5-10-1995; Ord. No. 476, 12-13-1995; Ord. No. 489, 12-11-1996; Ord. No. 491, 2-12-1997; Ord. No. 512, 7-28-1999; Ord. No. 538, 4-25-2001; Ord. No. 593, § 5.68.4, 6-14-2006)

MEMORANDUM

TO: Town Council; and Joseph F. Lo Bello, Town Manager

FROM: Mayor DD Halpern

DATE: March 15, 2023

SUBJECT: Discussion on Review of Town of Juno Beach Sign Codes for Temporary Signs and Banners

BACKGROUND

Several business owners have expressed to me their dissatisfaction with the Town's sign codes regarding temporary signs, saying the code is too restrictive which makes it challenging to advertise their business and be financially stable in Juno Beach.

Businesses with storefronts that are set back and not visible from the road and businesses whose name isn't listed on a plaza's marquis are in need of ways to let the public know they are in the plaza.

Business owners would like some added flexibility regarding the Town's temporary sign codes, including more frequency and duration for the use of signs, and to allow the use of "feather signs," which are currently prohibited.

Additionally, Realtors have found our temporary sign code restrictive, as it sets limits on the number and location of Open House signs. Open House signs are generally in use for less than four hours in a day. Open House signs are needed to provide driving direction and help guide home-shoppers to the house location. While many people rely on GPS to locate an address, Open House signs also inform passers-by who may be interested in seeing the property. Several signs are needed to accomplish this. I trust the professionalism of Realtors and their ability to remove their open house signs at the end of the open house. These signs are not cheap, and Realtors are generally diligent in removing signs because they need to re-use them.

While I **do not** support creating a carnival atmosphere or "sign-pollution," I believe it's important to support our small businesses and help them be successful in our town.

Lack of support for our businesses would hurt their ability to do business here, resulting in plaza vacancies which would not only cause a loss of revenue for our town, but a loss in the goods and services we provide as a Town.

A common-sense approach to sign codes can assist our businesses in being more economically sustainable. Many of our businesses are family-owned and sole-proprietorships, and I believe we can find a way to meet their signage needs while maintaining an appropriate aesthetic standard for our Town.



RECOMMENDATION

I would like to get Council consensus to:

- 1) Ease the codes regarding temporary signs and banners for businesses.
- 2) Ease the codes regarding real estate open house signs.
- 3) Allow “feather signs,” which are currently restricted.