



## **New Temporary Sign Guidelines**

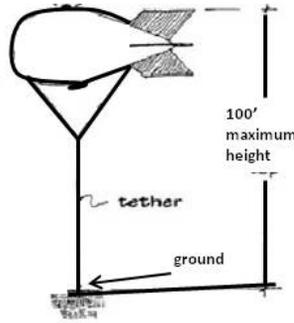
In an effort to create additional opportunities for local businesses and residents to promote events in the community such as a grand opening, semi-annual sale, or garage sale; The City of Winter Springs City Commission adopted Ordinance 2011-15 on January 23, 2012. This ordinance amends the City's sign code for banners and temporary signs such as balloon signs.

Ordinance 2011-15 affords the opportunity for a 45-day grand opening period for new businesses in the City of Winter Springs. During this grand opening period, business owners may now use balloons signs in their promotional activities. Please note the following regarding the installation of balloon signs:

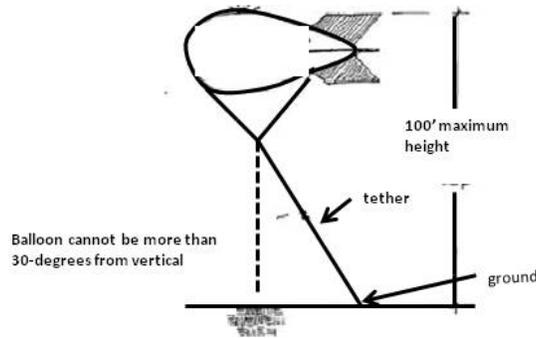
1. One (1) balloon per business or development can be erected up to 45 days provided the balloon does not exceed a height of more than 25-feet above the roof of the building to which it is attached, or 25-feet in height above the ground if the balloon is anchored into the ground.



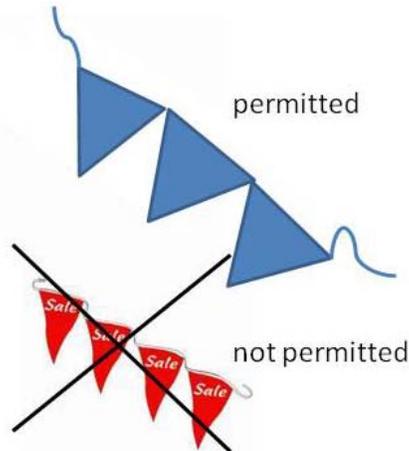
2. Tethered balloons can be flown up to a maximum height of 100-feet above the ground.



To ensure the safety of the general public, this height may be reduced based upon site conditions such as trees, aerial utility lines, distance from roadways, or other items which may affect the safe installation of a tethered balloon. Due to public safety reasons, tethered balloons may be required to be taken down on excessively windy days or when the balloon is more than 30-degrees from vertical. Additionally, FAA (Federal Aviation Administration) regulations require tethered balloons to be taken down from dusk until dawn each day.



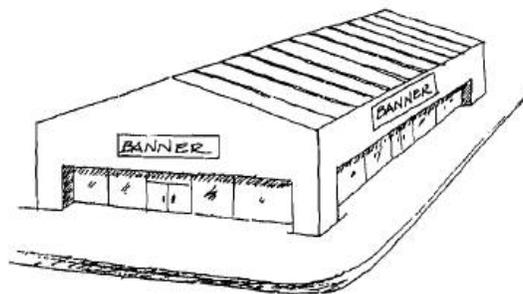
3. Small pennants can be attached to the cable, cord or rope of tethered balloons for visibility purposes, provided these pennants do not contain additional advertising.



Business owners can now install one (1) additional banner sign that does not exceed 64 square-feet in area for use during a grand opening period in addition to having the option of using balloon signs during a grand opening period.

In addition to the inclusion of a grand opening period for new businesses Citywide, the City Commission has made changes to the City's banner ordinance to allow greater latitude for the business community in their marketing efforts. Please note the following now applies in regards to banner signs:

1. One (1) banner sign can be installed per building façade with a maximum of two (2) banner signs permitted per business that do not exceed 64 square-feet in area. Under the old banner ordinance, only one sign was permitted per business for a maximum of 45 days per year.



2. Banner signs can now be erected for 45 calendar days per each quarter of the year, as opposed to the previously approved 45 calendar days per year. This extended time period can be consecutive over two (2) quarters provided the sign permit is renewed prior to the expiration of each 45 day period.
3. As an alternative to a banner sign, business owners have the option of using a maximum of three (3) flags in lieu of one (1) banner sign, provided each flag does not exceed 35 square feet in area and 12-feet in height.



4. The City Manager has the option of issuing a banner permit for an additional time period exceeding the 45 day limitation, if it has been demonstrated in writing that good cause or a hardship related to legitimate business needs has been provided to the City Manager's satisfaction. Each request will be evaluated on a case-by-case basis.

For residents, this ordinance clarifies that temporary signs (i.e. garage sale signs, birthday party signs) can be erected in designated common areas of a residential subdivision that are owned and maintained by a homeowners association (HOA) provided permission is obtained from the HOA. No permit is required from the City, provided these signs do not exceed six (6) square feet in area.



This ordinance will be brought to the City Commission for consideration of re-approval prior to January 31, 2013.

For information regarding permitting or for additional questions, please contact the Community Development Department at (407) 327-5968.