



DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

PLANNING AND ZONING BOARD STAFF REPORT

Bus Shelter Sponsorship Signage Regulations

Meeting	File No.	Application Type
November 18, 2024	2025-048-LDR	Amendment to the Land Development Regulations
Applicant	Property Owner	Authorized Agent
City of Delray Beach	Not applicable.	Not applicable.

Request

Provide a recommendation to the City Commission on Ordinance No. 36-24, a City-initiated amendment to Section 4.6.7, "Signs" of the Land Development Regulations (LDR) to adopt regulations for sponsorship signage on bus shelters.

Background Information

On May 4, 2021 the City of Delray Beach approved a Memorandum of Understanding (MOU) with the Delray Chamber Education Fund, Inc. (DCEF) which allowed businesses and organizations to sponsor the wrapping of artwork on designated bus shelters within the City with artwork, the name and location of a school, and name and logo of the sponsor. The sponsorship funds are used by DCEF for grant funding to benefit certain public schools located within the City. The MOU designated 18 bus shelter locations that could be wrapped as part of this program. The term of the MOU was set at one-year with the option to renew for two additional one-year terms.

During the June 4, 2024 City Commission meeting, the Commission reviewed a request to extend the MOU for an additional 2 years, but expressed a desire to see signage regulations adopted that would limit the size of the sponsor logo and name. The Commission directed staff to develop signage regulations for sponsorship signage. The proposed Ordinance No. 36-24 proposes regulations for bus shelter sponsorship signage.

Description of Proposal

The proposed amendment adds language to **LDR Section 4.6.7, "Signs,"** Subsection (H), "Exempt Signs," Subsection (10), "Temporary Signs." The amendment text is summarized below.

LDR Section 4.6.7(H)(10)(b)2., Bus Shelters

- (i) As part of a City-initiated program, a sponsorship sign in the form of an adhesive film that acknowledges a sponsor of a designated City of Delray Beach school may be attached to the plexiglass enclosure of City-owned bus shelters.*
- (ii) Sponsorship signs shall state the name of a City of Delray Beach school and either the name or logo of the school's sponsor. No other information shall be allowed. Sponsorship signs shall not exceed four square feet and shall not be disruptive to vehicles or pedestrians using the public right-of-way.*
- (iii) Prior to installation, sponsorship signs shall be approved by the City Manager or designee.*

The full draft of Ordinance No. 36-24 is attached.

Review and Analysis

LDR Section 1.1.6, Amendments

The text of these Land Development Regulations may from time to time be amended, changed, supplemented, or repealed. No such action however, shall be taken until a recommendation is obtained from the Planning and Zoning Board and until a public hearing has been held by the City Commission.

The recommendation of the Planning and Zoning Board will be provided to the City Commission, where the amendments will be reviewed at two public meetings.

LDR Section 2.4.7(A), Amendment to the Land Development Regulations (LDR)

Amendments to the Land Development Regulations may be initiated by the City Commission, City Administration, or by a member of the public.

The proposed amendment is initiated by the City Commission.

LDR Section 2.4.7(A)(5), Findings

For any approval, the City Commission must make a finding that the text amendment is consistent with the Comprehensive Plan, and that the amendment furthers the implementation of an adopted neighborhood plan, if applicable.

The following Goals, Objectives, and Policies (GOPs) of the adopted Comprehensive Plan are applicable to the proposed amendment:

Neighborhoods, Districts, and Corridors Element

Objective NDC 3.5 Update Land Development Regulations *Regularly review and update the Land Development Regulations to provide timely, equitable and streamlined processes including, but not limited to, building permit processes for residential developments and to accommodate mixed-use developments, address market changes and development trends, and other innovative development practices.*

Education Element

Policy EDU 1.4.3 *Promote efforts to engage local businesses, cultural organizations, and the professional community in educational efforts, particularly within Title 1 schools.*

Policy EDU 2.2.3 *Engage local stakeholders and businesses to support reading proficiency through book distribution programs, Delray Reads Day, and summer slide prevention programs.*

The bus shelter sponsorship signage program provides funding that supports programs in local schools. The proposed language in the amendment provides objective standards that simplify staff and Board reviews.

Review By Others

The **City Commission** is anticipated to review the proposed LDR Amendment at meetings in December 2024 and January 2025.

Options for Board Action

- A. Recommend **approval** to the City Commission of Ordinance No. 36-24, a City-initiated amendment to Section 4.6.7, "Signs" of the Land Development Regulations (LDR) to adopt regulations for bus shelter sponsorship signage, finding that the amendment and approval thereof is consistent with the Comprehensive Plan and meets the criteria set forth in Land Development Regulations.
- B. Recommend **approval** to the City Commission of Ordinance No. 36-24, **as amended**, a City-initiated amendment to Section 4.6.7, "Signs" of the Land Development Regulations (LDR) to adopt regulations for bus shelter sponsorship signage; finding that the amendment, as amended, and approval thereof is consistent with the Comprehensive Plan and meets the criteria set forth in Land Development Regulations.
- C. Recommend **denial** to the City Commission of Ordinance No. 36-24, a City-initiated amendment to Section 4.6.7, "Signs" of the Land Development Regulations (LDR) to adopt regulations for bus shelter sponsorship signage; finding that the amendment and approval

thereof is not consistent with the Comprehensive Plan and does not meet the criteria set forth in Land Development Regulations.

Public and Courtesy Notices

X Courtesy Notices are not applicable to this request.

N/A Public Notices are not required for this request.