



**MEETING AGENDA
SESSION OF THE PLANNING ADVISORY BOARD
CITY OF KISSIMMEE
CITY HALL, COMMISSION CHAMBERS
101 CHURCH STREET, KISSIMMEE, FLORIDA 34741-5054
WEDNESDAY, DECEMBER 3, 2025 AT 6:00 PM**

- 1. MEETING CALLED TO ORDER**
- 2. MOMENT OF SILENCE AND PLEDGE OF ALLEGIANCE**
- 3. MINUTES**
- 4. OLD BUSINESS**
- 5. NEW BUSINESS**

5.A Public Hearing - Proposed Ordinance # 25-21 - Amendments to Chapter 14-2 (Definitions) and Chapter 14-11 (Signs) of the Land Development Code

AN ORDINANCE AMENDING THE CODE OF THE CITY OF KISSIMMEE, FLORIDA CODE OF ORDINANCES TITLES; REORGANIZING AND UPDATING CHAPTER 14-11 SIGNS; UPDATING SIGNAGE DEFINITIONS IN CHAPTER 14-2; REPEALING ALL ORDINANCES IN CONFLICT HERewith AND PROVIDING AN EFFECTIVE DATE

- 6. PUBLIC HEARINGS**
- 7. DISCUSSION**
- 8. HEAR CHAIRMAN AND BOARD MEMBERS**
- 9. ADJOURNMENT**

In accordance with Florida Statutes 286.105: Any person wishing to appeal any decision made by the Planning Advisory Board with respect to any matter considered at such meeting or hearing will need to ensure that verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is made.

In accordance with Florida State 286.26, persons needing assistance to participate in any of these proceedings should contact the Office of the City Clerk, 101 Church Street, Kissimmee, Florida, (407) 518-2309.

ITEM 5.A

Public Hearing - Proposed Ordinance # 25-21 - Amendments to Chapter 14-2 (Definitions) and Chapter 14-11 (Signs) of the Land Development Code

AN ORDINANCE AMENDING THE CODE OF THE CITY OF KISSIMMEE, FLORIDA CODE OF ORDINANCES TITLES; REORGANIZING AND UPDATING CHAPTER 14-11 SIGNS; UPDATING SIGNAGE DEFINITIONS IN CHAPTER 14-2; REPEALING ALL ORDINANCES IN CONFLICT HERewith AND PROVIDING AN EFFECTIVE DATE

Request

Amendments to Chapter 14-2 (Definitions) and Chapter 14-11 (Signs) of the Land Development Code.

Explanation

This is a request to amend Chapter 14-2 (Definitions) and Chapter 14-11 (Signs) of the Land Development Code. The need to amend these chapters was largely triggered by a Supreme Court determination (Reed v. Town of Gilbert) that signage cannot be treated differently based on content. It was also necessary to update the signage standards following the 2020 update to the Land Development Code, which established the Form-Based Code Area and replaced the development guidelines in the Vine Overlay and Downtown Community Redevelopment Area Overlay (DCRAO) Design Manual.

Throughout this project, staff worked with a consultant to develop an updated code that is clearer, simplified, and uses imagery and more accessible language. After meeting with the public, businesses, sign companies, City Commission, and the Planning Advisory Board, it was obvious that there was a need to create more transparency within the standards and establish a code that was both user-friendly and comprehensible. Considering this feedback, the proposed signage regulations have been streamlined to be clearer and more standardized. Photo examples were also incorporated throughout to provide back-up and assist with interpretation of the Code.

The last major update to the sign code was in 2012. At that time, sign standards were split into three locations: the Vine Overlay, the DCRAO Design Manual, and the general code. During the 2020 update to the Land Development Code, the Vine Overlay and DCRAO were replaced with the Form-Based Code area; the Vine Overlay sign standards were added as a section of the general sign code and the DCRAO manual remained in place. The proposed amendments would incorporate all standards for signage within the City into one cohesive document while remaining considerate of the needs of the two Community Redevelopment Areas.

As mentioned above, the Supreme Court made a determination in the case of Reed v. Town of Gilbert that signage cannot be treated differently based on content. For example, the current code has standards for "Garage Sale Signs," and "Political Signs" separately, which are not content neutral; therefore Garage Sale Signs, Political Signs, and others have been combined into a category labeled "Yard Signs." Language was updated throughout the code to provide standards for size, height, structure, placement, and other characteristics of a sign and eliminate the standards that refer to content.

Recommendation

REQUESTED PLANNING ADVISORY BOARD ACTION:

Approve

City of Kissimmee

Requesting that the Planning Advisory Board (PAB) give a recommendation of approval to the City Commission.

Attachment(s):

1. Proposed Ordinance 25-21
2. Signs Memo

PROPOSED ORDINANCE #25-21
ORDINANCE NO. _____

**AN ORDINANCE AMENDING THE CODE OF THE CITY OF
KISSIMMEE, FLORIDA CODE OF ORDINANCES TITLES;
REORGANIZING AND UPDATING CHAPTER 14-11 SIGNS; UPDATING
SIGNAGE DEFINITIONS IN CHAPTER 14-2; REPEALING ALL
ORDINANCES IN CONFLICT HERewith AND PROVIDING AN
EFFECTIVE DATE**

WHEREAS, the City Commission of the City of Kissimmee (the “City”) recognizes that signage affects the public health, safety, and general welfare of the businesses and residents of the City, and that in order to preserve and enhance the City as a desirable community in which to live and do business, a pleasing and visually attractive environment is critical; and

WHEREAS, the last significant update to the Kissimmee Sign Code was adopted in 2012; and

WHEREAS, City staff reviewed current signage standards located in the Land Development Code and Downtown Community Redevelopment Area Overlay Design Manual and determined that those standards required revision to be compliant with state and federal law; and

WHEREAS, City commissioned a Land Planning Consultant (“Consultant”) to assist with the development of the Sign Code standards; and

WHEREAS, City and Consultant engaged businesses, signage professionals, and its residents to obtain feedback on how to best revise the Sign Code; and

WHEREAS, it was necessary to update, clarify, and simplify the signage standards in the Code using more accessible language and imagery; and

WHEREAS, the City of Kissimmee Commission agrees with the Sign Code revisions and finds they are necessary for the public health, safety, and general welfare of the businesses and residents of the City.

SECTION 1. RECITALS. The above recitals are true and correct, are adopted and incorporated herein, and constitute the legislative findings of the City Commission of the City of Kissimmee.

SECTION 2. Chapter 14-2 of the City of Kissimmee Code of Ordinances is hereby amended as shown in the attached “Exhibit A.”

SECTION 3. Chapter 14-11 of the City of Kissimmee Code of Ordinances is hereby amended as shown in the attached “Exhibit B.”

SECTION 4. SEVERABILITY. Should any provision of this Ordinance be declared by a court of competent jurisdiction to be invalid, the same shall not affect the validity of the ordinance as a whole, or any part thereof, other than the part declared to be invalid.

SECTION 5. CONFLICT. All ordinances or parts of ordinances, all City Code sections or parts of City Code sections, and all resolutions or parts of resolutions in conflict with this Ordinance are hereby repealed to the extent of such conflict.

SECTION 6. ADMINISTRATIVE CORRECTION. This Ordinance may be re-numbered or re-lettered, and the correction of typographical and/or scrivener’s errors which do not affect the intent may be authorized by the City Attorney, without the need of public hearing, by filing a corrected or re-codified copy of same with the City Clerk.

SECTION 7. CODIFICATION. This ordinance shall be codified as a part of the City of Kissimmee City Code. The codifier is authorized to make editorial changes not effecting the substance of this ordinance by the substitution of "article" for "ordinance", "section" for "paragraph", or otherwise to take such editorial license.

SECTION 8. EFFECTIVE DATE. This Ordinance shall be published as provided by law and it shall become law and shall take effect immediately upon its Second Reading and Final Passage.

BE IT ORDAINED, by the City Commission of the City of Kissimmee on this _____ day of _____, 2025.

Jackie Espinosa, Mayor-Commissioner

ATTEST:

Tameara Crespo, City Clerk

Approved as to form and legality:

Olga Sanchez de Fuentes, City Attorney

Exhibit A
Chapter 14-2
Definitions

TITLE XIV: LAND DEVELOPMENT CODE

CHAPTER 14-1: INTRODUCTION 1

CHAPTER 14-2: TERMS DEFINED..... 1

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CHAPTER 14-1: INTRODUCTION

[* * *]

CHAPTER 14-2: TERMS DEFINED.

Certain terms or words in this chapter shall be defined as follows unless the text of the article or section in which used clearly indicates otherwise. Terms not defined in this chapter of code shall be interpreted according to the definition found in a common dictionary based on the context used.

[* * *]

MASSING. Massing describes the physical shape and form of a building or group of buildings. Building massing variables include building height, building frontage, lot coverage and lot width.

[* * *]

NONCONFORMING SIGNS. Signs that were previously approved and received a building permit but do not conform to the standards of this land development code.

[* * *]

SIGN. Any structure and all parts composing the same, together with the frame, background or support therefor, which is used for advertising purposes or any statuary, sculpture molding, casting or other objects used for advertising purposes, or any flags, bunting or material used for advertising purposes, or for the purpose of attracting the attention of the public. Murals and other true works of art are not considered SIGNS. Symbolic buildings are not considered SIGNS.

SIGN, A-FRAME. See 'Portable Sign.'

SIGN, ABANDONED. A sign is considered abandoned if a business advertised on that sign is no longer licensed, no longer has a certificate of occupancy, or is no longer doing business on that location.

SIGN, ANIMATED. A sign which utilizes motion of any part by any means, or displays flashing, oscillating, sequential or intermittent lights . This definition does not include changeable copy signs.

SIGN, AWNING. A sign that is painted, silk-screened, stitched on, imprinted on or otherwise applied directly onto the fabric of an awning.



SIGN, BACKLIT. Signs consisting of opaque individually cut letters mounted directly on a structure (push-through letters) and illuminated from behind to create a silhouette of the sign or where the letters are cut out of the sign face and the light shines through the cut-out areas.



SIGN, BANNER. A temporary sign having the copy applied to cloth, paper or fabric of any kind with only such material for backing.

SIGN, BUS STOP. Any sign painted on or attached to a bench or to a shelter for persons awaiting public transportation.

SIGN, BILLBOARD. Any sign advertising a business establishment, activity, product, or service (including entertainment), which is sold, produced, manufactured, available or furnished at a place other than on the property on which the sign is located.

SIGN, BUILDING SIGN. A sign attached to a building. The term includes wall, projecting, awning, canopy, and window signs.

SIGN, CABINET SIGN. An internally illuminated sign in which a removable sign face (usually with translucent sign graphics) is enclosed on all edges by a cabinet which contains the electrical and structural components of the sign.



SIGN, CHANGEABLE COPY (MANUAL). Signs displaying copy that can be manually changed by use of removable letters and numerals.



SIGN, CHANGEABLE COPY (ELECTRONIC/MECHANIC). Also known as *message center signs*, a sign on which the message can be changed electronically or mechanically.



SIGN, CHANNEL LETTER. A sign consisting of individually lit cabinets are arranged on a raceway or other support to compose the overall sign. May be illuminated or non-illuminated.



SIGN, COLD AIR INFLATABLE SIGN. Any sign of uric type material, inflated by continuous cold air to a point of semi-rigidity. This term does not include helium balloons.



SIGN, FEATHER BANNER. A temporary feather-shaped sign consisting of a fabric material attached to a freestanding support pole.



SIGN, GROUND SIGN. Any freestanding solid monument structure containing a sign face which is supported solely by its own ground-mounted base (or poles) and which is not attached or affixed in any way to a building or other structure.



SIGN, HANGING SIGN. A sign that is placed under a marquee, awning or arcade, perpendicular to the building façade, and not intended to be seen by motorists.



SIGN, HUMAN. A sign that is held or worn, including costumes, by a person for the purpose of advertising, providing information about or promoting a business, commodity, service, product or other commercial activity.

SIGN, ILLUMINATED, EXTERNAL. Any sign illuminated by shielded electric lights which are not part of the sign.



SIGN, ILLUMINATED, INTERNAL. Any sign illuminated by electric lights located within the sign or luminous tubes designed for that purpose.



SIGNS, INCIDENTAL. Signs that are incidental to a business operation and help guide and keep customers safe on a site,

SIGN, MARQUEE. A sign suspended from, attached to, supported from or forms a part of a marquee.



MOBILE TRAILER SIGN. An electronic message board attached to a portable trailer typically used in a temporary fashion to inform the public of necessary events, detours, construction activity, or other items that may affect pedestrian and vehicular traffic flow.

Figure 2 - 1. Mobile Trailer Sign



SIGN, OFF-SITE. Any sign that advertises or directs the public to a location other than where the sign is located. See Billboard sign definition.

SIGN, PARASITE. Any sign, for which no permit has been issued, which is attached to another sign.

SIGN, PORTABLE. Any sign not permanently attached to the ground or other permanent structure and typically used by restaurants, retail, and personal service establishments to attract pedestrian traffic.



SIGN, POLE. Any sign erected upon a pole, poles or a pylon, and which is wholly independent of any building and/or other structure for support.

SIGN, POLITICAL. A temporary sign identifying and urging voter support for a particular election issue, political party, or candidate for public office in connection with any national, state, local election.

SIGN, PROJECTING. A sign attached to a building wall or other structure and extending perpendicular to its face.



SIGN, ROOF. A sign erected over, across or on the roof of any building, which is dependent on the roof, parapet or upper walls of a building for support.



SIGN, SANDWICH BOARD. A type of portable sign usually in a two-sided A-frame design.

SIGN, SNIPE. A sign which is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes, walls, trash receptacles, benches or fences, or to other objects.



SIGN, SWINGING. Any sign that swings freely from or on supports regardless of the guy wires used in connection therewith.

SIGN, WALL. A sign which is affixed to and flat against an exterior wall of any building and which is parallel thereto and supported by said surface. Wall signs may consist of individually mounted letters and characters



SIGN, WINDOW. A sign painted on, hanging within three feet, or attached to a window or glass door. For the purpose of this definition, a window is an opening in the wall of a building that is fitted with glass. Individual panes or sashes are not considered windows, but rather parts of a window.



SIGN, WINDOW WRAP. A custom-designed vinyl covering applied to the exterior or interior surface of a window for advertising purposes. The vinyl is typically perforated with small holes, allowing visibility from the inside looking out, while displaying a full graphic image from the outside.



Exhibit B
Chapter 14-11
Signs



CITY OF
KISSIMMEE
1883



SIGN CODE UPDATE

DRAFT - November 2025

TITLE XIV: LAND DEVELOPMENT CODE

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CHAPTER 14-11: SIGNS

14-11-1. Purpose and Intent.

The purpose and intent of this chapter is to provide the minimum standards to promote and protect the public health, safety, general welfare, and aesthetics of the city by regulating existing and proposed signs within the city. The regulations are also intended to reduce hazards, ensure signs do not create visual clutter and facilitate the communication of the intended messages to the public. The aesthetic impact of signs is an economic fact, which may bear heavily upon the enjoyment and value of property; therefore, the regulation of signs is validly justified on the basis of conserving the value. Specific objectives of the sign regulations contained in this chapter include:

- A. Protect property values, create a better business climate and enhance the physical appearance of the community.
- B. Improve pedestrian, bicycle and vehicular safety.
- C. Reduce visual pollution.
- D. Minimize the negative effect that signs may have on other properties as a result of their size, height, illumination, brightness, or movement.
- E. Regulate the appearance and design of signs to enhance the visual appeal of the city and contribute to the City's goal of achieving quality development.
- F. Allow for traffic control devices consistent with state, local and national standards.
- G. Address the removal of unsafe and hazardous signs.

14-11-2. Severability.

If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word in this chapter is declared invalid, such invalidity shall not affect the validity or enforceability of the remaining portions of the Code of Ordinances.

14-11-3. Applicability.

The provisions of this chapter shall apply to all new signs erected within the city, except the following. Such signs, however, are not exempt from the structural, electrical, or material specifications set forth in other chapters of this code and the Florida Building Code.

- A. Signs required by law (e.g., traffic control devices);
- B. Vehicle signs, unless they are frequently parked within view from the right-of-way (See **Section 14-11-5**);
- C. Signs located entirely within a building or enclosed space and not intended to be visible from the street;
- D. Signs internal to a plaza or courtyard or other exterior space not visible from a public street or public sidewalk;
- E. Signs printed on the fabric of table umbrellas used for outdoor dining or special events.

14-11-4. Non-conforming and Abandoned Signs.

Non-conforming signs (defined in Chapter 14-2) may continue to be used; however, sign structures determined by the City to be abandoned (as defined in Chapter 14-2), destroyed, substantially damaged, or altered to an extent exceeding 50% of the value of the sign must be removed or brought up to code within 60 days of Code Enforcement notification via certified mail.

Abandoned signs that are otherwise conforming to the provisions of this chapter are not required to be removed; however, if the sign panels are removed, they shall be replaced within 30 days of the business closure with non-illuminated panels.

14-11-5. Prohibited Signs.

Except as otherwise provided in this chapter, the following signs shall be prohibited everywhere in the city:

- A. Any sign not prescribed as a permitted sign by this chapter or not permitted by city building or electrical codes.
- B. Signs that move, revolve, twirl, rotate, or flash (e.g., including multi-prism signs, inflatable tube signs, scrolling/rolling text, videos and the like). This does not include changeable copy signs adhering to Section 14-11-7.E.

Figure 11- 1. Movable signs



- C. Bench signs, unless approved by the City Commission as part of a vendor procurement process.
- D. Bunting as defined in Chapter 14-2.
- E. Cabinet signs with internally illuminated backgrounds (see Section 14-11-7.D, illumination).
- F. Window wrap signs, as defined in Chapter 14-2, covering more than 75% of a window.
- G. Fence signs, other than approved temporary signs and street wall signs specifically permitted elsewhere in this chapter.
- H. Signs of 20 square feet or more attached to, placed on or painted on vehicles or mobile trailers parked for a period of 24 hours either in the public right-of-way or within 50 feet and in plain view from the public right-of-way (see **Figure 11-2**).

Figure 11- 2. Signs on Parked Vehicles



- I. Parasite signs.
- J. Portable signs other than those permitted by Section 14-11-11.
- K. Mobile trailer signs.
- L. Pole/pylon signs.
- M. Roof signs.
- N. Snipe signs.
- O. Swinging signs, except for hanging signs.
- P. Signs on public property or right-of-way, other than signs placed or authorized by government agencies.
- Q. Signs that have unshielded illuminating devices or that reflect lighting onto public rights-of-way thereby creating a potential pedestrian, bicycle, or vehicular hazard.
- R. Signs that are not consistent with Chapter 847 (Obscenity) of the Florida Statutes.
- S. Any sign that could be confused with a traffic signal or sign and signs that obstruct, conceal, hide, or otherwise obscure from view any official traffic or government sign, signal, or device.
- T. Any private sign extending over a public right-of-way, other than those specifically authorized in this chapter.
- U. Any sign emitting audible sound or a visible substance such as smoke or steam.

14-11-6. Administration, Permits and Adjustments.

A. Administrator.

Administration of this chapter is vested in the Development Services Department.

B. Permit Required.

1. No sign shall be erected, altered, or relocated without a permit issued by the Building Division, unless exempted by this chapter or the Florida Building Code. All signs must comply with the Florida Building Code, the Florida Statutes, and any other applicable state, county, or federal regulation.
2. Where it can be determined that any part of a sign placement was started prior to permit issuance, fines/penalty fees and/or other Code Enforcement action may apply per the applicable section of the Code.

C. Sign Permit Exemptions.

In addition to the signs listed as exempt in Section 14-11-3 (Applicability), the following activities and signs shall not require a sign permit. However, such signs are not exempt from the structural, electrical, or material specifications as set forth in other chapters of this code and the Florida Building Code.

1. Changing the sign content/message on message center signs.
2. Painting, repainting, cleaning and other normal maintenance or repair of a sign structure unless the sign structure is modified.
3. Small signs, each measuring two square feet or less.
4. Temporary Signs, unless otherwise specifically required in this chapter.
5. Up to two flags per site with a maximum size of 60 square feet per flag. Flagpoles shall not exceed a maximum height of 30 feet and require a permit.
6. Signs located within a courtyard or other interior open space and not visible from the public right-of-way.
7. Address Numbers, provided they conform with the Osceola County Code of Ordinances and the following.
 - a. Residential building address numerals shall be at least three inches high and one-half inches in width.
 - b. Non-residential building address numerals shall be at least five inches high and one-half inches in width. Address numerals must be placed at both the front and rear doors and must be of a contrasting color to the building.
 - c. No digit may have a height or width greater than 12 inches without meeting copy area and other sign standards of this chapter.

D. Administrative Adjustment.

The administrative adjustment process provides a mechanism by which the regulations of this chapter may be modified if the proposed signs meet the intended purpose of the sign regulations. Administrative adjustments provide flexibility for unusual situations and allow for alternative ways to meet the purposes of this Code while providing certainty and the efficient processing of applications. This process may also be used to propose a creative sign that is unique in design and exhibits a high degree of construction, manufacturing, thoughtfulness, imagination, inventiveness and spirit.

1. Standards eligible for adjustment: Adjustments shall be limited to the size, height, and/or setback of an on-site sign, with a maximum 10% increase of any measurable dimension. No adjustments shall be granted for the following items:
 - a. Changes in permitted types of signs.
 - b. Adjustments which permit building signs to extend above the roof line.
 - c. Adjustments which permit a sign to be located in a visibility triangle.
 - d. Adjustments which permit a prohibited sign.
2. Application Submittal and Review Authority: The applicant must submit the adjustment request in writing at or before the time of permit application and must list the specific adjustments requested and the reasons for the request. The Development Services Director (or designee) shall have the authority to approve administrative adjustments on a case-by-case basis when appropriate.

3. Review Criteria:

- a. When reviewing applications for administrative adjustments based on hardship, the Director shall consider the following:
 - i. Special conditions and circumstances exist which are peculiar to the land, structure or building involved and which are not applicable to other lands, structures or buildings in the surrounding area;
 - ii. The special conditions and circumstances do not result from the actions of the applicant;
 - iii. Granting the requested adjustment will not confer on the applicant any special privilege that is denied by this chapter to other lands, buildings or structures in the same zoning district;
 - iv. Literal interpretation of the provisions of this chapter would deprive the applicant of rights commonly enjoyed by other properties in the same zoning district under the terms of this chapter and would create unnecessary and undue hardship on the applicant;
 - v. The granted adjustment is the minimum adjustment that will provide reasonable visibility to the business or property that is the subject of the adjustment;
 - vi. The granting of the adjustment will be in harmony with the general purpose and intent of this chapter and will not be injurious to the neighborhood, or otherwise detrimental to the public welfare;
 - vii. The granting of the adjustment shall not be based on economic hardship; and
 - viii. The proposed adjustment meets the intent of this chapter.
- b. When reviewing applications for administrative adjustments based on creativity, the Director shall consider the following:
 - i. The sign represents a substantial aesthetic improvement to the site and will have a positive visual impact on the surrounding area;
 - ii. The sign is of unique design and exhibits a high degree of construction, manufacturing, thoughtfulness, imagination, inventiveness and spirit;
 - iii. The sign provides strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale and proportion; and
 - iv. Applications for adjustments shall be reviewed and considered for approval without regard to the content of the signs.

4. Procedure and Approval. The Architectural Review Committee (ARC) must review the request for adherence to the criteria above and make a recommendation to the Director based on their findings. The Director must determine whether to approve or deny said request and may impose conditions on the approval that will lessen potential negative impacts of the sign and/or increase conformity to this chapter.
5. Appeal. Appeals to the Director's decision must be reviewed by the Board of Adjustment, in accordance with Section 2-182 of the Code of General Ordinances.

14-11-7. General Provisions.

A. Non-Commercial Message

Notwithstanding anything contained in this chapter to the contrary, it is further intended that any sign erected pursuant to the provisions of this chapter or otherwise lawfully existing with a commercial message may, at the option of the owner, contain a non-commercial message in lieu of a commercial message. The non-commercial message may occupy the entire sign face or any portion thereof. The sign face may be changed from commercial to non-commercial messages, or from one non-commercial message to another, as frequently as desired by the owner of the sign, provided that the sign is legal and conforming to this chapter, which includes nonconforming signs.

B. Measurement of Copy Area.

The copy area of a sign shall be measured by drawing a simple geometric shape (i.e., square, rectangle, circle, oval, or triangle) around the outer edge of the message (see **Figures 11-3** and **11-4**). The following measurement provisions shall also be observed. At the time of building permit submittal, the applicant must indicate on the plans which method of measurement was utilized for the proposed copy area.

1. For signs painted on or affixed directly to a structure (e.g., monument sign structure, building wall or facade) and having no discernible boundary, the areas between letters, words intended to be read together, and any device intended to draw attention to the sign message shall be included in any computation of the copy area.
2. Signs components placed on the same plane as the sign face, wall, awning or structure must be considered one sign and the intervening areas between sign components included in the computation of the sign copy area (see **Figure 11-3**, option D).
3. Sign perimeter bands and backgrounds that differ in color or material from the surface where they are installed must be included as part of the calculation of copy area. (see **Figure 11-3**, option B)
4. Supporting structures (base, columns, framework, bracing and similar elements) that are clearly incidental to the display itself shall not be computed as copy area.
5. Double-faced (back-to-back) signs shall be regarded as a single sign with one face measured when calculating copy area, only if:
 - a. Mounted on a single structure;
 - b. The distance between each sign face does not exceed two feet;
 - c. For angled signs, the angle between faces must not exceed 45 degrees.
6. A sign that wraps around the building will be counted as separate signs, one for each façade.
7. A sign that consists of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture, or statue-like objects) not having conventional sign faces shall be measured as follows:
 - a. Signs with three-dimensional objects that project six inches or less from the sign face shall be measured as a flat sign.
 - b. Signs with three-dimensional objects that project more than six inches from the sign face shall be calculated by adding the area of the faces of the smallest cube or rectangular prism which could enclose the entire sign volume (see **Figure 11-5**) divided by two. All dimensions and calculations must be shown on the submitted plans.

Figure 11- 3. Sign Copy Area Measurement – Free Standing Signs

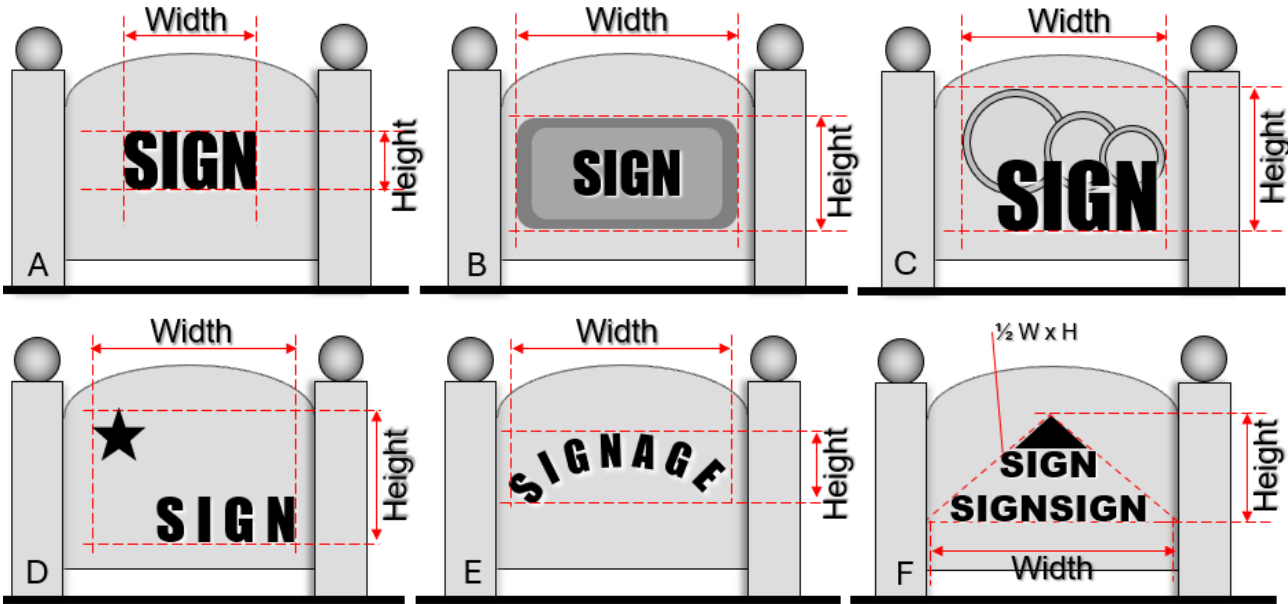


Figure 11- 4. Sign Copy Area Measurement – Building Signs





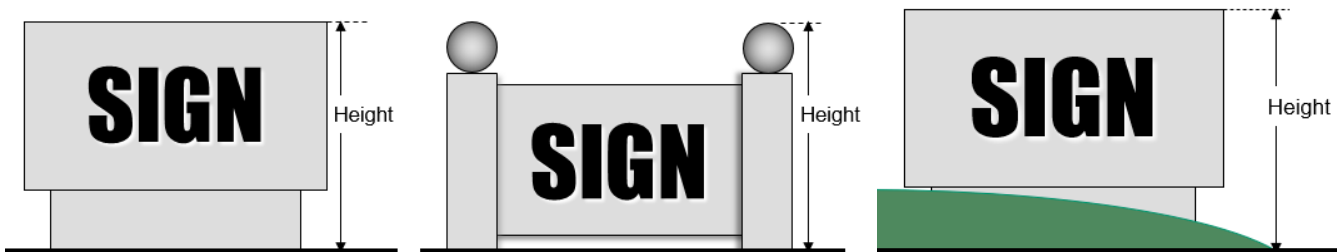
Figure 11- 5. Three-Dimensional Signs



C. Freestanding Sign Height.

The height of a freestanding sign shall be measured from the base of the sign or supportive structure at its point of attachment to the ground, to the highest point of the sign (see **Figure 11-6**). A freestanding sign on an improved or developed base, including a graded earth mound (right image), shall be measured from the grade of the nearest pavement or top of any pavement curb.

Figure 11- 6. Measurement of Freestanding Sign Height

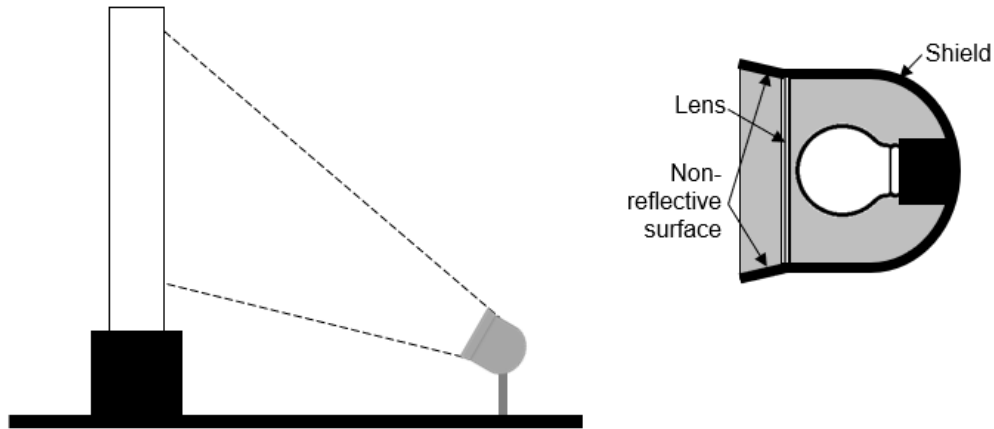


D. Illumination

The following requirements are intended to provide effective, aesthetically appropriate methods for illuminating signs while protecting adjacent properties and right-of-way from adverse impacts of such lighting. Unless specifically addressed elsewhere in the sign code, the following standards shall apply to all signs.

1. The light source for externally illuminated signs must be shielded and directed away from adjoining street rights-of-way and properties (see **Figure 11-7**). The interior surface of the shield outside the lens shall have a dull and dark finish to prevent reflection of light.

Figure 11- 7. Shielded Light Source



2. Internally illuminated signs shall comply with the following.
 - a. There shall be no increase in ambient lighting on residential properties adjacent to the property displaying the sign, measured at the joint property line.
 - b. Internally illuminated signs, including LED signs, shall not produce more than 1.5 foot-candles measured four feet from the base of the sign, one hour after sunset.
3. Within the FBC area, signage must be illuminated by external means only, except for:
 - a. Neon window signs;
 - b. Signs along Street Type A; and
 - c. Signs along Street Type B, except within the Downtown Community Redevelopment Area (DCRA) where wall and ground signs must be illuminated by external means only.
4. No sign shall have blinking, flashing, spinning or fluttering lights or other illumination devices which have a changing light intensity, brightness, color, or direction, except for message center signs in compliance with this chapter.
5. Neon may only be used in conjunction with window signs (See **Figure 11-8**).

Figure 11- 8. Examples of Neon Window Signs



6. Cabinet signs are only allowed in conjunction with push-through or cut-out lettering where only the message appears to be lighted (see **Figure 11-9**). Cabinet signs with removable translucent backlit panels are prohibited (see **Figure 11-10**).

Figure 11- 9. Examples of Cabinets with Illuminated Push-Through and Cut-Out Lettering



Figure 11- 10. Examples of Prohibited Cabinet Sign Illumination



7. Channel letter signs may be front lit (each letter has interior lighting that shines through the surface, see **Figure 11-11**); backlit (lighting in the back creates a halo effect surrounding the letter, see **Figure 11-12**); a combination of front and backlit (see **Figure 11-13**); or open face (see **Figure 11-14**). If channel letters are installed on a raceway (track), the raceway must be the same color as the surface where it is installed. The light source used must be shielded from view of adjacent properties and rights-of-way.

Figure 11- 11. Examples of Front-Lit Channel Letter Signs



Figure 11- 12. Examples of Backlit Channel Letter Signs



Figure 11- 13. Examples of Combined Front-Lit and Backlit Channel Letter Signs



Figure 11- 14. Examples of Open Face Channel Letter Signs



8. Interior illuminated high gloss/plasticized awnings (see **Figure 11-15**) signs are prohibited.

Figure 11- 15. Examples of Backlit High-Gloss/Plasticized Awnings - Prohibited.



9. Commercial accent lighting, fiber optic, LED, or similar type lighting is permitted in non-residential uses within non-residential districts only. This type of lighting is used to illuminate architectural features or accent outdoor plazas or patios and can be viewed from a public right-of-way. The illumination is not intended to convey a business message or other such business identification or advertising. The lighting must be stationary, not running or flashing, and must not cause glare or excessive brightness on adjacent properties or adversely affect the operation of vehicles on public rights-of-way. Lights must be maintained in good working order and meet all applicable building and related codes. Neon tubing or fluorescent lighting shall not be permitted as part of this provision.

Figure 11- 16. Examples of Commercial Accent Lighting



Figure 11- 17. Examples of Rope Lighting



E. Changeable Copy Signs (Message Centers).

Freestanding signs permitted in this chapter may include changeable copy (manual, mechanical, or electronic, see **Figure 11-18**) as noted in **Tables 11-1** and **11-2**, and are subject to the following standards:

1. The changeable copy sign must not cover more than 50% of each ground sign copy area.
2. Electronic message center signs shall not exceed 0.3 footcandles at night at a distance measured by the following formula: distance = square root (area × 100).
3. Such signs must be equipped with a sensor that will automatically dim based on ambient light conditions.
4. The background of illuminated message centers that change message manually shall not be translucent.
5. The screen may change no more often than once every 10 seconds, such that an entire message may be read within a single frame, rather than a scrolling or constantly transitioning message that requires several seconds to understand fully. Therefore, no animation, scrolling, exploding, fading, firework patterns, or similar styles that are deemed to cause concern for safety and involve a constant motion on the screen shall be permitted.

Figure 11- 18. Examples of Changeable Copy Signs



F. Sign Design

The following requirements, in addition to the requirements of **Sections 14-11-8 through 14-11-11**, are intended to create a minimum aesthetic standard that will enhance the businesses they are designed to promote while avoiding negative visual impacts to surrounding properties.

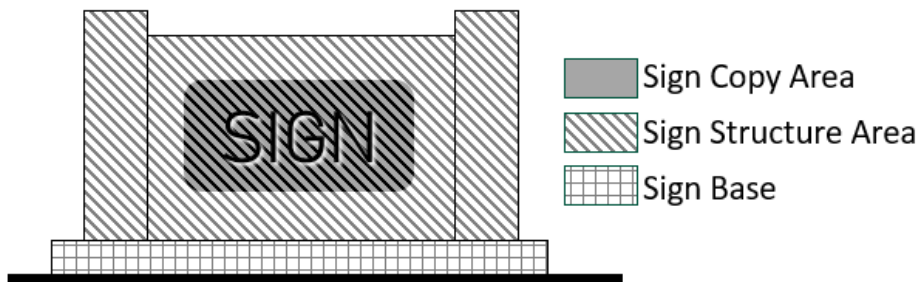
1. All signs must be coordinated with the architectural design of the building in terms of size, shape, color, materials, texture and lighting.
2. The base of a freestanding sign shall not include messages and shall not exceed two feet in height
3. Freestanding sign support, upright, bracing, or framework must be encased in an ornamental shell of stone, brick, ornamental metal, or similar materials compatible with the architecture of the building or other site features. An exception to this provision would be an external support structure extending between grade and the base of the copy area that must not exceed two supports (see **Figure 11-19**).

Figure 11- 19. Exposed Sign Structure



4. The size of the sign structure (not including the base but including the sign copy area) must not exceed 125% of the copy area. For example, if the proposed sign copy area is 24 square feet, 30 square feet of overall sign structure shall be allowed ($24 \times 1.25 = 30$).

Figure 11- 20. Measuring Maximum Size of Sign Structure



5. Attached signs must respect the scale of the façade and shall not protrude above roof lines.
6. Sign supports and brackets must be compatible with the design and scale of the sign.
7. Raceways and other supporting structures for attached signs shall be painted to match the color of the wall behind the sign.
8. Signs may be hand-painted onto the building but shall not be painted onto plywood or other materials to be attached to the building. Signs may not be painted on natural materials such as brick or stone.
9. Signs shall enhance the primary design elements or unique architectural features of the building and shall not obstruct windows (except for window signs), doors, trim, cornices, or other architectural features.
10. Buildings and sites utilizing multiple signs must create a coordinated theme of uniform sign design elements including size, materials and placement.
11. Where the rear or side of any sign is visible from any street or from any adjoining residential district, said side or rear must be finished in such a way as to conceal the structural member of the sign.
12. Signs must be placed in a manner which is sensitive to the existing vegetation and natural features on the site and meeting the Landscaping and Tree Protection requirements of Chapter 14-8. Freestanding signs must be located so as to avoid the unnecessary removal or hat racking of trees or otherwise adversely impact existing trees.

13. Landscaping must be provided around the base of freestanding signs with a minimum width of 36 inches and a minimum height of 18 inches and shall include low growing shrubs and ground cover and/or flowering annuals to promote color.

14. The following sign materials shall be prohibited:

- a. Paper;
- b. Fabric (unless used for temporary banners or awnings);
- c. Plywood;
- d. Unfinished metal, unless approved by the Architectural Review Committee (ARC);
- e. Other materials that easily warp, fade, or degrade in quality due to exterior use.
- f. Foam, unless used as an accent material and approved by the ARC.

G. Maintenance.

All signs shall be subject to the maintenance standards outlined in Chapter 9, Article V, Minimum Property Maintenance.

14-11-8. Permanent Signs in Residential Districts.

Subdivisions, multifamily developments and non-residential uses in residential districts, including AC, OS, and PUDs with a residential future land use map designation may erect a freestanding sign or a building sign as shown in **Table 11-1**. Non-residential establishments located in an **RB-2 District**, which have received conditional use approval, shall be allowed signage in accordance with **Section 14-11-9** unless more restrictive requirements are established as part of the conditional use approval process for the use.

Table 11 - 1. Permanent Signs in Residential Districts

	FREESTANDING SIGN	BUILDING SIGN
		
Type of signs allowed	Ground	Wall or Projecting
Number of signs	One double-sided sign at each vehicular access point to a development site (subdivision, multi-family or non-residential site) (see Figure 11-21) or two single-sided signs flanking each vehicular access point to a residential development (Figure 11-22)	One per multi-family or non-residential building; Two for non-residential buildings having more than 40,000 square feet of space and more than one public entrance (doorway) into the building.
Sign copy area	36 square feet maximum. The copy area of one ground sign may be increased by 50% if no other allowable ground signs on site are used and said sign fronts on an arterial or collector. The sign shall not be eligible for a creative sign bonus.	1 square foot per lineal foot of building/unit frontage (along a public or private street, parking lot or courtyard) up to a maximum size of 36 square feet per sign.
Sign height	4 feet maximum / 6 feet if attached to a perimeter wall	N/A

	FREESTANDING SIGN	BUILDING SIGN
Minimum setbacks/ location	Minimum of five feet from the right-of-way.	Wall signs on multistory buildings shall not be located above the first floor. Projecting signs may extend to upper floors.
Illumination	Exterior illumination only. See Section 14-11-7.D for additional standards.	Exterior illumination only. See Section 14-11-7.D .
Changeable copy	Only permitted for non-residential uses on lots which directly front an arterial or collector roadway. See Section 14-11-7.E .	Not allowed.
Sign permit	Required.	Required.
Design standards	See Section 14-11-7.F	

Figure 11- 21. Double-Sided Sign at Entrance



Figure 11- 22. Single-Sided Signs at Entrance



14-11-9. Permanent Signs in Non-Residential and Mixed-Use Districts.

A. Ground signs.

All permanent freestanding signs in non-residential and mixed-use districts, including the Form-Based Code area, the RPB district and approved non-residential uses in the RB-2 district, must comply with the following standards (see **Section 14-11-7.F** for additional design and landscaping requirements). Street Types are defined in the City's Comprehensive Plan.

Table 11 - 2. Permanent Signs in Non-Residential and Mixed-Use Districts

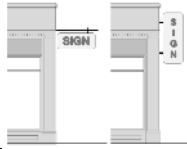
	GROUND SIGNS ¹	
		
Number of signs	One sign per lot frontage on a street. See Section 14-11-10.B for ground sign limitations in the Form-Based Code area. Not all sites will be able to accommodate a ground sign. Ground signs are prohibited along Broadway and on Main Street south of Vine Street. Enclosed development sites that include multiple platted lots fronting on interior or private roads may have one ground sign per development site entrance plus the individual ground sign for each lot.	
Max. Copy Area	Along Street Type A: 100 sq. ft. Along Street Type B: 36 sq. ft. Along all other streets: 24 sq. ft. When a property fronts multiple streets with different classifications, copy area allocations must not be transferred between frontages.	
Maximum sign height	Along Street Type A: 10 ft. Along Street Type B: 7 ft. (see Section 14-11-10.B) Along all other streets: 4 ft.	
Minimum setbacks/ location	3 feet from all property lines; 25 feet if adjacent to residentially zoned districts. When two primary ground signs are located on the same property, a minimum 100-foot separation, measured along the property line, must be provided between signs.	
Changeable copy	Permitted for signs on lots which directly front an arterial or collector roadway. See Section 14-11-7.E.	
Illumination	See Section 14-11-7.D.	
Sign permit	Required	

¹ For hospital sign standards see Master Sign Plan provisions in **Section 14-11-12**.

B. Building Signs.

The signs outlined below are intended to be used in coordination with each other to provide a cohesive and effective sign package for each business. When used in combination, these signs will work together to provide visibility both from adjacent streets as well as pedestrians (see **Section 14-11-7.F** for additional design requirements). The window sign standards apply to the form-based code area only.

Table 11 - 3. Building Signs in Non-Residential Districts

NON-RESIDENTIAL BUILDING SIGNS				
				
Type of signs allowed	Wall	Projecting	Awning	Window
Number of signs	One wall, projecting, or awning sign per ground floor establishment, including establishments and multi-family developments with no frontage on the ground floor but with a dedicated public entrance on the ground floor of the building.			One sign per window, including transom windows.
Aggregate size (all building signs combined):	Buildings more than 120 feet from the adjacent right-of-way: 1.5 square feet per lineal foot of building/unit frontage (along a public or private street, parking lot or courtyard) All others: One square foot per lineal foot of building/unit frontage			Window signs do not count toward the allowable size.
Max. size per sign ¹	150 square feet	4 square feet for horizontal signs. 24 square feet for vertical signs	10% of the surface area of the front facing surface area of the awning where the sign is placed	4 sq. ft. or 20% of each window, whichever is less. See Section 14-5-7.F for window transparency requirements.
Location	Signs must not be located above the first floor Wall signs on buildings of up to three stories shall be located between the first and second floor windows. Wall signs on buildings of more than three stories may be placed on the top floor of the building (see Figure 11-23).	Minimum 8-foot clearance from the ground Minimum set back of 3 feet from adjacent vehicular use areas. Encroachment into the public right-of-way is not allowed (except along Broadway, if permitted by the public entity that has control over the public right-of-way).	Minimum 8-foot clearance from the ground Minimum setback of 3 feet from adjacent curb or vehicular use areas. Awning signs must allow a minimum space of 1.5 inches between the edge of the sign copy and the edge of the awning.	Ground floor only
Changeable copy	Not allowed.	Not allowed	Not allowed	Not allowed
Illumination	See Section 14-11-7.D .	See Section 14-11-7.D .	External illumination only.	Neon only
Sign permit	Required	Required	Required	Not required
Design standards	See Section 14-11-7.F			

¹ For gas stations, the attached sign size allowance is calculated based on the building length, not the canopy. However, the sign may be installed on the building or the canopy.

Figure 11- 23. Wall Sign on Multi-story Buildings



C. Additional Signs

In addition to the freestanding and building signs allowed in the previous subsections, there are other signs that are permitted in non-residential districts which do not count toward the allowable size or number of signs noted in the previous sections. They must meet the following provisions and the design requirements of **Section 14-11-7.F**.

Table 11 - 4. Ancillary Signs in Non-Residential Districts

	Incidental Signs	Pedestrian Signs	Drive Through
Type of sign	Freestanding or attached	Hanging	Freestanding
Number	Up to 6 per site, unless the Director approves additional signs to ensure safety	1 per tenant	1 per drive-through lane
Max. size per sign	6 square feet	1.5 square feet	40 square feet maximum
Max. Sign height	4 feet (including base) for ground signs	NA	8 feet
Location	Minimum 3 feet from all property lines; 25 feet if adjacent to residentially zoned districts	Under canopy or arcade with an 8-foot minimum clearance	Adjacent to the drive through lane
Design	All incidental signs must be coordinated in type and color	NA	NA
Changeable copy	No	No	Yes (Section 14-11-7.E)
Illumination	Yes (Section 14-11-7.D)	No	Yes (Section 14-11-7.D)
Sign Permit	Yes	Yes	Yes

D. Gas Station Canopy.

In calculating lineal feet of building frontage for purposes of determining wall sign size, gasoline station canopies shall not be included. However, an additional sign not to exceed four square feet shall be permitted on each side of a gas station canopy.

14-11-10. Special Districts

A. AO District and AI District Signs.

Signs in an AO or AI District must comply with the following additional regulations and shall be reviewed for compliance with these regulations by the Airport Director.

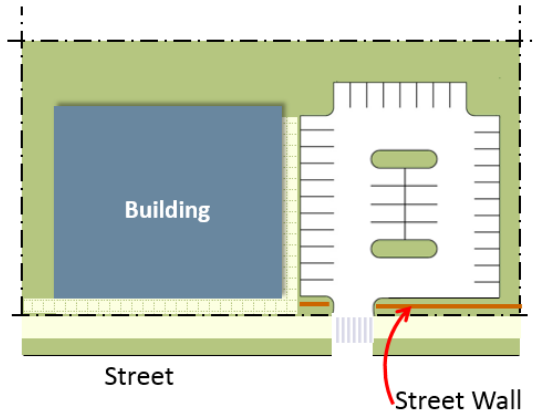
1. Wall signs may face a runway or taxi way but in no case shall more than two sides of a building contain such signs. In the case of the AO District, two wall signs are allowed per ground floor establishment but combined must not exceed the total maximum copy area. Copy area must be a maximum of one foot per linear foot of building frontage.
2. Aviation fuel signs at the airport are exempt from the tract frontage requirement. One aviation fuel sign is allowed for each establishment selling aviation fuel at the airport.
3. All lighted signs must be designed, located, shielded and directed to prevent the casting of glare or direct light from artificial illumination upon any adjacent runway, adjacent taxiway, publicly dedicated property, or property outside the AO and AI districts.
4. FAA Rules and Regulations. All signs within the AO and AI districts must comply with all applicable Federal Aviation Administration (FAA) rules and regulations.

B. Form-Based Code Area.

Buildings in the Form-Based Code area are required to be close to the street, making ground signs unnecessary. Therefore, ground signs in the form-based code area are not allowed, except for the following. See **Sections 14-11-9** and **14-11.11** for building signs and temporary signs in the FBC area.

1. Where the building and/or the street wall are located within 15 feet of the sidewalk and there is a street wall on the site, a sign may be installed on the street wall as follows (see **Figure 11-24**):
 - a. The sign shall be placed flat on the street wall, facing the street.
 - b. The sign shall not exceed the size and height prescribed in **Section 14-11-9**. The sign height shall be measured from the ground, including the street wall.
2. Where the building is located more than 15 feet from the property line, a ground sign meeting the sign copy area and height provisions of **Section 14-11-9** shall be allowed.
3. Ground signs are prohibited along Broadway and Main Street south of Vine Street.

Figure 11- 24. Street Wall Sign



14-11-11. Temporary Signs.

A. General Standards.

1. Temporary signs may be freestanding or attached to the building and shall not count against the maximum sign copy allowed for permanent signs.
2. Permanent structures built specifically for temporary signs are not allowed.
3. Except as noted in the following table, the signs shall not emit sounds, shall not be located within the public right-of-way and shall not have illumination.
4. In the event a tropical storm or hurricane approaches the City of Kissimmee, all temporary signs shall be removed. If removed, allowed time limit shall not be affected.
5. Temporary signs not expressly listed in this section are prohibited.
6. The signs must not be located within retention areas, required parking spaces, drive aisles or sight triangles.

Table 11 - 5. Temporary Signs

	Number	Duration	Size	Height (Max.)	Location	Permit
COLD AIR INFLATABLE 	1 per development site in multi-family and non-residential districts. Not allowed in the FBC area except for lots with direct frontage on Vine St. and John Young Pkwy.	60 days total per calendar year No new inflatable sign shall be permitted on the site for at least 20 days after the expiration of the previous permit. The length of display for any balloon may be divided into no more than three separate time periods with a minimum length of 20 days, each requiring a separate permit.	N/A	25 ft.	Must meet district setbacks or at least 15 ft. or the height of the inflatable sign, whichever is greater, measured from the property line to the outer edge of the balloon.	Yes, required Shall not be permitted simultaneously with other inflatable, banner, feather banner or human signs.
BANNER 	1 per establishment or residential development.	30 days per calendar year in residential districts / 90 days in non-residential. The length of display for any banner sign may be divided into no more than three separate time periods with a minimum length of 10 days for residential, 30 days for non-residential, each requiring a separate permit.	21 sq. ft.	8-ft. clearance over a pedestrian, bicycle or vehicle traffic area.	Must be mounted or secured on the facade of a structure, on a ground sign or on a fence or wall.	
FEATHER BANNER 	1 per establishment or residential development.			10 ft.	Must be set back a minimum of 10 ft. from the front property line and driveway entrance.	

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	Number	Duration	Size	Height (Max.)	Location	Permit
HUMAN SIGN 	1 per site in non-residential districts (no V-shaped signs allowed).	Only during business hours. Maximum of 90 days per calendar year. The days may be divided into no more than 6 six time periods, no less than 15 days for each period. Each time period requires a separate application, fee and permit.	6 sq. ft.	8 ft. from ground		Yes, required Shall not be permitted simultaneously with a banner, feather banner, or inflatable.
PORTABLE SIGN 	1 per ground floor use.	No maximum duration but may only be displayed during business hours.	8 sq. ft. per side	4 ft.	Must be located within 5 ft. of the entrance to the establishment. Sign may be located on a public sidewalk provided that 5 ft. of clear pedestrian access is maintained on the sidewalk. Must not be secured or locked to any item within the public right-of-way.	No
SEARCHLIGHTS 	4 light beams per tenant.	Ten days per calendar year	NA	NA	lighting equipment shall not interfere with traffic	Yes

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	Number	Duration	Size	Height (Max.)	Location	Permit
YARD SIGNS: RESIDENTIAL 	An unlimited number of signs is allowed only during the period 90 days before and 30 days after elections held by the Osceola County Supervisor of Elections. Otherwise, 3 signs per lot at one time.	No sign may be displayed for more than 3 months. Properties offered for rent or sale may display the sign for up to 12 months or until the property is rented/sold, whichever is less. Active construction sites may display the sign for 18 months or until the certificate of occupancy is issued, whichever is less. See Section 106.1435, F. S. for the removal of political campaign advertisements.	6 sq. ft.	3 ft.	3 ft. minimum from property lines. Signs at active construction sites may also be attached to the construction fence.	Permit required only for signs at active construction sites
YARD SIGNS: NON-RESIDENTIAL 	1 sign per lot at one time		21 sq. ft. non-residential, mixed-use and multi-family districts	7 ft. non-residential, mixed-use and multi-family districts		

B. Searchlights.

Searchlights and/or beacon lights may be permitted upon approval of the Development Services Director. The following special requirements, in addition to the standards outlined in **Table 11-5**, shall apply:

1. The Development Services Director may require such electrical and lighting restrictions as deemed appropriate.
2. The lighting equipment shall not interfere with traffic.
3. Any noise generated by the motor must be confined to the tenant's property for which the lights are intended for advertisement.
4. Glare must be shielded so as to prevent the casting of light upon adjacent to publicly dedicated roadways and surrounding property.

C. Model House.

1. One yard sign shall be permitted per model house and per sales office location. See **Table 11-5** for standards.
2. For developments with privately maintained rights of way, the sign may be displayed in the right-of-way with the permission of the entity responsible for maintenance. For developments with public right-of-way, signs must be located on private property and must be set back a minimum of three feet from the front property line. All signs must be located on a street interior to the development.
3. A permit is required.

D. Human signs.

Human signs shall meet the standards of **Table 11-5** and the following:

1. No human sign shall be temporarily or permanently embedded in the ground, nor temporarily or permanently affixed to a building, structure, landscape, sign structure, light pole or other permanently affixed object.
2. The sign must not be allowed within any public right-of-way, including, but not limited to public streets, alleyways, sidewalks, bike paths/lanes or any other dedicated lands dedicated to the public; nor interfere with or physically interact with the motorist, pedestrians or bicyclists using the public rights-of-way.
3. Human signs must not interfere with the designed traffic and pedestrian walkways on the approved site plan of the business where advertised.
4. Human signs must not utilize any forms of illumination internal or external including, but not limited to flashing, blinking, or rotating lights nor reflection of light by mirrors.
5. Human signs must not employ any motion of any part, by any means, the illusion of motion or display color changes, nor must the sign be spun, twirled, swung, tossed, gyrated by the human being holding it. There must be no attachments to the sign such as ribbons, flags, balloons or other attention-getting devices.
6. Human signs must not generate any noise. No shouting, bull horns or amplified sound are permitted.
7. Human signs must not block or hinder the view of traffic control devices or vehicle site triangles as defined in City Code. No human sign must interfere with the free use of any fire escape, means of egress or standpipes; nor obstruct any building openings, windows or ventilations.

8. Any human sign that is dangerous must be taken down immediately and made safe according to the Code Officer or Building Official
9. Before a human sign may be displayed, a permit must be obtained. The permit must be posted at the business where the human sign will be located, in a conspicuous location. The application fee is due at the time the permit application is submitted. The application must include a detailed description of the human sign, including a plot plan showing where the human sign will be located. Proof of liability insurance approved by the City that specifically identifies coverage of the human signage in coverage amount of \$1,000,000 must be provided. Any application submitted that has not received approval for a permit within 30 days of submittal must be deemed denied.

14-11-12. Master Sign Plan

A. Purpose and Applicability.

The purpose of this section is to encourage and promote coordination, diversity and creativity for signs within large scale developments. It is not the intent of this section to allow deviations from current regulations unless strictly necessary to accommodate complex developments. The intent is to set higher and more creative, aesthetic standards than may be available under the standard code.

For projects containing multiple tenants and under single management control (e.g., shopping centers, business parks, campus-style developments, mixed-use developments), the owner or manager may submit a master sign plan to establish the area, types and location for all signs to be installed on the building site. The plan must also show existing signs proposed to remain.

If a master sign plan is not submitted, the sign shall be subject to the requirements within this chapter. After approval of the master sign plan, each tenant shall apply for a sign permit when any sign is proposed. This section is applicable to the following types of projects:

1. Major multi-tenant centers.
2. Planned Unit Developments (PUD).
3. Developments of Regional Impact (DRI).
4. Mixed use developments.
5. Hospitals

B. Sign Plan Submittal.

1. The applicant must submit, as part of their overall sign permit package, a master sign plan, which must include at least the following elements: A site plan, drawn to scale, indicating the location of all freestanding signs erected or to be erected on the parcel, including setbacks.
2. An elevation plan, drawn to scale, depicting all signs placed or to be placed on the buildings on the parcel.
3. A scaled elevation drawing of all freestanding and building signs, including their supporting structure, depicting the sign type, height, materials, dimensions and sign copy area.
4. The types of illumination to be used for each type of sign.
5. Proposed landscaping around the base of all freestanding signs.
6. Justification for deviations from current sign regulations.
7. Narrative outlining the process for approval of changes to the master sign plan.

8. A statement that “Any proposed sign by any tenant that creates a uniform change from the approved Master Sign Plan will require the applicant to obtain a statement from the property owner or property manager assessing the extent to which the variation is in keeping with the intent and goals of the Master Sign Plan.”

C. Review and Approval of a Master Sign Plan.

In reviewing the application for approval, the Architectural Review Committee (ARC) shall review the application to determine if it meets the following criteria:

1. The signage for the project must be in keeping with the overall architecture and character of the building development.
2. The signage for the project is designed to meet the needs of the project for communication, identification and wayfinding.
3. The signage, illumination and location do not adversely impact adjoining properties.
4. The proposed signage is consistent and not in conflict with the intent of this Chapter.

D. Permit Required

A sign permit for each sign shown on the master sign plan shall still be required (unless it qualifies as exempt per **Section 14-11-3**). No sign permit shall be issued unless the sign is consistent with the approved master sign plan.

E. Amendments to Approved Master Sign Plan.

After approval of a master sign plan, no sign shall be erected, placed, painted or maintained, except in conformance with such plan or provided that the plan is amended. All changes, except as provided in this Section, to an existing master sign plan shall require a formal application with all required information as determined by the Department Director to enable the staff to properly evaluate the requested change in accordance with the above criteria.

14-11-13. Billboards

Any new billboards in the city require conditional use approval by the Planning Advisory Board prior to building permit approval. Signs must adhere to the following criteria:

- A. Billboards shall be permitted only along Vine Street and the Florida Turnpike.
- B. Setbacks/Separation Requirements.
 1. 35 feet from adjacent rights-of-way.
 2. 50 feet from the edge of sign to intersections.
 3. 300 feet from residential zoning districts.
 4. 3,000 feet from other billboards.
 5. Applications must include a survey certified by a registered land survey of distances from the nearest billboard(s), and residential districts within 300 feet of the site.
- C. Billboards must be limited to 400 square feet in area and a maximum height of 30 feet.
- D. "V" style signs, not to exceed two sides, shall be permitted in any case where the angle sustained at the apex does not exceed 50 degrees and where the width between the poles at the apex does not exceed four feet.
- E. See **Sections 14-11-7.D and 14-11-7.E** for illumination and message center requirements.

14-11-14. Removal of Unsafe and Unlawful Signs.

A. Removal by Owner.

If the Building Official shall find that any sign regulated herein is unsafe or insecure, or is a menace to the public health, safety, morals and general welfare, or has been constructed, erected or is being maintained in violation of the provisions of this chapter, the Building Official must give written notice of such findings to the contractor, owner, agent or lessee thereof.

B. Removal by City (permanent signs).

If the contractor, agent, owner or lessee fails to remove or alter the structure so as to comply with the standards herein set forth within ten days after said notice, such sign may be removed or altered by the Department at the expense of the contractor, owner, agent or lessee of the property upon which such sign is located. The Department may cause any sign which is an immediate peril to persons or property to be removed immediately. Any permit issued by the Department for any sign must, by and upon receipt and acceptance by the contractor, owner agent or lessee, authorize such removal at the expense of said contractor, agent or lessee of all signs not properly maintained. The Department shall refuse to issue a permit to any owner or lessee who refuses to pay costs so assessed. Any sign removed or caused to be moved by the Department in compliance with the above provisions must be impounded for a maximum of ten days, after which it will be discarded. The owner, contractor, agent or lessee may redeem said sign by paying all expenses incurred for removal; plus storage in the amount of \$250 per sign.

C. Temporary Signs.

Any temporary sign, including but not limited to, those listed in **Section 14-11-11**, placed in violation of this chapter will be removed by the City at the expense of the owner, contractor, agent or lessee. For signs located on private property, a notice of violation may be hand-delivered to the owner, contractor, agent or lessee. For signs located on public property, signs must be removed without notice. Signs removed by the City must be impounded for a maximum of ten days, after which it will be discarded. Issuance of a third notice of temporary sign violation within 12 months to any person as defined herein will be accompanied by a summons to appear before the City Special Magistrate for said violation.



To: Ashley Cornelison, Senior Planner, City of Kissimmee
From: Patricia Tyjeski, AICP, Project Manager
CC: Megan Barrow, AICP, Senior Planner
Date: November 21, 2025
Reference: City of Kissimmee Sign Code Update - Submittal

Inspire was retained by the City to work closely with staff to update the City of Kissimmee Sign Code (Chapter 14-11 of the Land Development Code). This memorandum outlines the purpose of the update, the process followed, and lists the major changes proposed.

Purpose

The purpose of the update is to ensure that the code complies with federal court rulings, support the city's vision for development, facilitate use by residents and business owners, and ensure consistent enforcement by staff.

Content Neutrality. The primary motivation behind the sign code update is to align the regulations with the U.S. Supreme Court's decision in *Reed v. Town of Gilbert* (2015). In that case, the Court ruled that sign regulations cannot be based on the message displayed, because doing so violates the First Amendment. In *Reed*, a pastor in Gilbert, Arizona, sued the city when his church was cited for placing temporary signs, which directed parishioners to their services, for longer than allowed by code, and for not including the date of the event on the signs. The pastor argued that the regulations violated his free speech rights; the Court ultimately ruled that if a sign's message must be read to determine how it is regulated, the rule is considered content-based and must undergo a higher level of constitutional scrutiny – effectively making it unconstitutional.

Kissimmee, like the Town of Gilbert and countless other municipalities around the nation, has long set its signage rules based on content. For example, the code has specific standards for temporary signs depending on what they advertise: real estate signs, garage sale signs, political signs, etc. One section goes as far as specifying that "identification signs" may include information on hours of services, name of minister, special events, etc. These rules go beyond the allowable "time, place, and manner" regulations, instead crossing over into speech regulation. Kissimmee's updated code now focuses on regulating the factors allowed by the Court, such as time (e.g., when certain sign types can be displayed), place (e.g., zoning district, property usage, and setbacks) and manner (e.g., dimensional standards by sign type).

Form Based Code. The sign code was also revised to work in harmony with Kissimmee’s Form-Based Code adopted in 2020, which guides the physical form and character of new development and redevelopment downtown and along the Vine Street corridor. The proposed sign standards promote consistent design and support a visually cohesive streetscape by setting illumination, setback, and other standards most appropriate for the context and desired form.

Downtown CRA Overlay. The Form-Based Code replaced the development standards contained in the Downtown CRA Overlay Design Manual. The proposed sign code incorporates the sign standards contained in the manual, achieving consolidation of documents.

User Friendliness. Finally, the new regulations are designed to be more user-friendly. The previous code included many detailed regulations that proved difficult to navigate. Shifting to content neutrality certainly assists in simplifying some of these complications. In addition, the proposed updated version uses clearer language, a more organized structure, and more consistent limits on height, size, display duration, etc., across sign types and zoning districts wherever possible. These improvements will make it easier for residents, businesses, and city staff to understand and apply the rules.

Overall, the new sign code is better aligned with Kissimmee’s development goals, and simpler to use.

Process

The update process began in December 2020. But the project was put on hold due to city staff’s increased workload. It was resumed earlier this year and the following activities were completed:

- Draft revisions based on staff comments
- In-person public workshop (June 25, 2025)
- Virtual workshop with sign companies (7/17/2025)
- Joint workshop with the Planning Board and City Council (9/22/2025)
- Staff workshop (10/23/2025)

The draft submitted considered all the comments received during this process.

Summary of Major Changes

- ❖ Definitions
 - Updated relevant terms in Chapter 14-2 of the Land Development Code. Added specificity to descriptions and graphics where needed.
 - Renamed all items to “Sign, [type]” to improve search and readability.
 - Deleted content-specific phrases and terminology.
- ❖ General Legal and Administrative Considerations
 - Updated Purpose and Intent; added Severability clauses; expanded details of Applicability; simplified Non-Conforming and Abandoned Signs.
 - Added detail to Prohibited Signs where needed; deleted content specificity.
 - Updated Permit and Permit Exemption details and sign types and included references where relevant.
 - Clarified and reorganized Administrative Adjustment standards, including consolidation of lengthy information from other subsections such as Creative Signs and Variances.

- Updated all references to other code sections, board names, and processes.
- ❖ General Sign Standards
 - Moved vital Non-Commercial Message declaration to this subsection.
 - Clarified language on copy area measurement; added new information on height of freestanding signs.
 - Updated illumination standards and added numerous photographic examples.
 - Expanded “message centers” into Changeable Copy Signs to cover wider range of today’s sign types and set visual standards to reduce hazards and distraction.
 - Streamlined language on sign design and structure and consolidated regular standards here such as landscaping around signs and tree protection rules.
- ❖ Permanent Sign Standards
 - Deleted content-specific standards and descriptions such as Identification Signs, Instructional Signs, Onsite Wayfinding Signs, and Onsite Directional Signs.
 - Added photographic examples; replaced older illustrations.
 - Consolidated and reorganized prose standards into more user-friendly tables and eliminated redundant clauses on illumination, landscaping, base design, etc.
 - Reorganized and consolidated ground sign standards into significantly fewer categories, based on broad zoning/use groups (residential, non-residential, and FBC) and locally determined street type (A, B, other) rather than by the combination of roadway functional classification, 13 zoning districts, building area, and in some cases future land use.
 - Added Form Based Code subsection with street wall sign illustration.
- ❖ Temporary Signs
 - Deleted content-specific standards and descriptions such as Real Estate Signs, Garage Sale Signs, Banners for political headquarters and offices; reorganized into content-neutral regulations based on sign types such as yard signs, banner signs, balloons, etc.
 - Added general standards for location, size and height, duration, and storm/hurricane procedures.
 - Consolidated and reorganized prose standards into more user-friendly tables.
 - Simplified banner standards by removing zoning district differentiation.
 - Adjusted yard sign size and time allowances to encompass all the different types of yard signs that could be used.
- ❖ Master Sign Plans
 - Updated standards and processes.