



Hallandale Beach
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**City of Hallandale Beach
Planning and Zoning Board Agenda Cover Memo**

Applicant:	City of Hallandale Beach	Meeting Date:	July 14, 2026
General Title:	Sign Code Amendment	Application No.:	LDC-26-03172
Primary Application Type:	Zoning and Land Development Code Amendment	Additional Applications:	Not Applicable
Quasi-Judicial:	☐ Yes ☒ No	Advertisement Type Required:	☒ Display ☐ Regular ☐ Not Applicable
Public Hearing:	☒ Yes ☐ No	Workshop:	☐ Yes ☒ No
Request:	Code amendment to the Zoning and Land Development regulations to amend Sign regulations regarding LED technology, granting authority to the director to administrate and enforce the Sign code, and removing language for sign variances.		
Business Impact Estimate:	Exempt as per Florida Statute 166.041(4)(c)		
Staff Recommendation:	Sponsor Name:		
☒ Approve ☐ Approve with Conditions ☐ Deny	Vanessa J. Leroy, Department of Sustainable Development Director		
	Prepared By:		
	Zain Kermis, Planning Intern		

Short Title:

AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AMENDING CHAPTER 32, ZONING AND LAND DEVELOPMENT CODE; SPECIFICALLY AMENDING ARTICLE IV DIVISION 17, SIGNS, SECTION 32-607 REGARDING LED TECHNOLOGY FOR FREESTANDING SIGNS; AND AMENDING SECTION 32-610, REGARDING SIGN VARIANCES; PROVIDING FOR SEVERABILITY, PROVIDING FOR CONFLICTS; PROVIDING FOR CODIFICATION; AND PROVIDING FOR AN EFFECTIVE DATE.

Staff Summary:

Summary

The Department of Sustainable Development is requesting amendments to the Zoning and Land Development Code to revise the City's sign regulations by expanding the circumstances under which LED technology may be used on freestanding signs, assigning administration and enforcement of the "Director", and removing obsolete sign variance provisions.

Staff recommends that the Planning and Zoning Board consider the request and forward a recommendation for approval to the City Commission.

Background

At the May 20, 2026, City Commission meeting, Mayor Joy Cooper made a motion, seconded by Commissioner Lima-Taub, directing the City Manager and staff to review the City's regulations regarding LED signage and lighting, evaluate appropriate applications of LED technology, and return with a proposed code amendment. The motion passed with four affirmative votes and one commissioner absent. The discussion specifically contemplated expanding opportunities for businesses along Hallandale Beach Boulevard to utilize LED signage.

Following the Commission's direction, staff reviewed the City's Land Development Code and determined that the current Sign Code permits LED technology only on freestanding signs serving large shopping centers located along Hallandale Beach Boulevard and U.S. 1/Federal Highway. Staff also found that administrative and enforcement authority for the Sign Code is currently assigned to the City Manager and that the sign variance provisions contain obsolete language that is inconsistent with the City's current variance procedures.

Based on this review, staff determined that amendments to the freestanding sign regulations are necessary to permit LED technology on qualifying single-use properties along Hallandale Beach Boulevard and U.S. 1/Federal Highway using standards similar to those currently applicable to large shopping centers. This approach expands opportunities for LED signage while maintaining the Code's limited and regulated use of the technology. Staff also proposes revising the code to replace references to the "City Manager" with the "Director" for consistency with the terminology used throughout the Land Development Code. The Code defines the "Director" as the City Manager or the individual(s) designated by the City Manager to administer, interpret, or enforce the provisions of the chapter, or specific portions thereof. This amendment is intended to improve consistency and clarity and does not change the underlying administrative or enforcement authority. Staff also proposes removing obsolete variance language to ensure consistency with the City's general variance procedures.

Current Situation

The current Sign Code permits LED technology on freestanding signs only for shopping centers (multi-tenant commercial developments) containing at least three acres and located along Hallandale Beach Boulevard or U.S. 1/Federal Highway. As a result, very few properties within the City currently qualify.

The proposed ordinance would expand eligibility to include qualifying single-use commercial properties that are at least one acre in size and located along the same corridors.

The proposed ordinance replaces references to the "City Manager" with the "Director" to maintain consistency with the terminology used throughout the Land Development Code. As defined by the Code, the Director includes the City Manager or the individual(s) designated by the City Manager to administer, interpret, or enforce the provisions of the chapter. This amendment is administrative in nature and does not alter the existing authority or responsibilities.

The Sign Code also contains a separate variance subsection that includes outdated criteria applicable only to properties affected by actions of a public body or utility. These provisions are inconsistent with the City's general variance procedures established in Section 32-965.

The proposed ordinance would eliminate the obsolete provisions and require all Sign Code variance requests to be reviewed under the general variance standards and procedures of Section 32-965.

Overall, these amendments implement the City Commission's direction to expand opportunities for LED signage in a measured manner while preserving the intent of the existing Sign Code, and eliminating outdated and inconsistent provisions.

Analysis

The proposed ordinance (Exhibit 1) amends Sections 32-607 and 32-610 of Division 17 (Signs) of the Hallandale Beach Code of Ordinances as follows:

1. Expands eligibility for LED freestanding signs to include single-use commercial properties that meet all the following criteria:
 - Are single-use sites;
 - Have at least 100 linear feet of frontage on Hallandale Beach Boulevard or U.S. 1/Federal Highway; and
 - Contain a minimum lot area of one acre.
2. Replaces references to the City Manager with the Director, consistent with the terminology used throughout the Land Development Code. This amendment is administrative in nature and does not change the existing authority for administration or enforcement of the Sign Code.
3. Removes obsolete sign variance provisions contained in Section 32-610(g)(1)-(7) and requires all Sign Code variance requests to be reviewed in accordance with the general variance procedures and criteria established in Section 32-965 of the Land Development Code.

Why Action is Necessary

Pursuant to Section 2-102 of the City of Hallandale Beach Land Development Regulations, the Planning and Zoning Board shall review and make advisory recommendations to the City Commission on applications for text changes to the Zoning and Land Development Code.

Cost Benefits

There is no direct fiscal impact associated with this amendment.

Staff Recommendation:

Staff recommends that the Planning and Zoning Board consider the proposed ordinance and forward a favorable recommendation to the City Commission.

Attachment(s):

Exhibit 1- Proposed Draft Ordinance

Exhibit 2- Map of properties that currently qualify for LED technology under existing code and those that would qualify under the new proposal.

Reviewed by: Christy Dominguez
Planning and Zoning Manager

Approved by: ~~Steven Williams, AICP~~
Assistant DSD Director