

Planning Division Staff Report

Ordinance 57-26

Review Date:	September 15, 2026
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Staff Recommendation:	Approval

Request: Amend Land Development Code (LDC) Section 7.3.1., “Temporary Signs,” to authorize a limited, temporary display of feather banners at multi-family rental complexes with leasing offices operating under an active business tax receipt. The authorization would apply for the initial leasing period following issuance of a Certificate of Occupancy.

Positive aspects of the amendment	• Provides a regulated, time-limited marketing tool for newly completed multi-family rental complexes. • Establishes parity with the temporary feather-banner opportunity available to approved model homes. • Sets clear limits on quantity, size, materials, hours, maintenance, and storage.
Negative aspects of the amendment	• May create limited, temporary visual impacts at eligible complexes during the initial leasing period particularly along major corridors.
Mitigating factors	• Limits display to four feather banners and one banner for 180 days after Certificate of Occupancy. • Requires daily removal and indoor storage when the leasing office is not open. • Retains applicable prohibitions in public rights-of-way and visibility triangles, as well as material and maintenance standards.

Background

The proposed amendment was prepared at the direction of the City Council. Under the current LDC, feather banners are authorized only in conjunction with an approved and active Model Home Use. Ordinance 57-26 extends a comparable, narrowly tailored temporary-signage opportunity to multi-family rental complexes during their initial leasing period following issuance of a Certificate of Occupancy.

The amendment applies only to multi-family rental complexes with leasing offices operating under an active business tax receipt. It does not change permitted land uses, residential density, development intensity, or

permanent-sign standards. Instead, it creates a limited exception within the temporary-sign regulations for a defined purpose and duration.

Purpose of the Amendment

The amendment is intended to allow eligible multi-family rental complexes to use feather banners as a temporary leasing and wayfinding tool while preserving the City's existing safeguards for appearance, traffic safety, pedestrian access, and orderly development. The proposed standards are modeled on the existing authorization for model homes and include the following regulations:

- **Eligibility:** Multi-family rental complexes with leasing offices operating under an active business tax receipt.
- **Quantity:** Up to four feather banners and one banner.
- **Dimensions:** Maximum width of 3 feet and maximum height of 15 feet from ground level, including support.
- **Duration:** 180 days from issuance of the Certificate of Occupancy.
- **Display hours:** 8:00 a.m. to 5:00 p.m., Monday through Sunday. Signs must be removed and stored inside the leasing office when the office is not open.
- **Materials and maintenance:** Sign faces are limited to nylon, polyester, vinyl, or canvas. Glitter, fluorescent, metal, and reflective materials are prohibited, and signs must be maintained in good condition.

Analysis of Proposed Changes

The proposed LDC amendment provides several benefits while retaining objective operating standards.

- **Regulated flexibility.** The amendment gives newly completed multi-family rental complexes a short-term option to identify and market their leasing office without establishing a permanent or open-ended sign entitlement.
- **Consistency of treatment.** The proposal extends a temporary-signage tool already available to approved model homes to a comparable leasing activity, subject to specific eligibility requirements and limits.
- **Clear administration.** The ordinance establishes measurable standards for number, size, display period, hours, materials, upkeep, and storage. These standards provide predictable expectations for applicants and enforcement staff without the requirement for permitting.
- **Limited visual and safety impacts.** The 180-day authorization, daily removal requirement, and continuing restrictions on signs in public rights-of-way and visibility triangles help ensure the signs remain temporary and do not interfere with traffic or pedestrian safety.

Comprehensive Plan Analysis

The proposed amendment is consistent with the goals, policies, and future land-use designations of the City of Cape Coral Comprehensive Plan. Multi-family residential development is an established land-use category in the City. Providing a narrowly tailored and time-limited temporary-signage option for newly occupied multi-family

rental complexes supports orderly leasing and occupancy without creating permanent visual clutter or altering future land-use designations.

The amendment does not modify density, intensity, or the schedule of permitted uses. Its limited scope preserves the Comprehensive Plan's land-use framework while establishing standards intended to protect community appearance, traffic safety, and pedestrian accessibility.

Rationale for LDC Text Amendments

LDC Section 3.5.4.A. states that text amendments shall be considered for one or more stated purposes. Staff finds the proposed amendment consistent with the following purposes:

- 1. Clarifies the intent of the LDC (A.1.).** The amendment expressly identifies the limited circumstances under which eligible multi-family rental complexes may display feather banners during an initial leasing period.
- 2. Implements the LDC (A.4.).** The amendment advances the temporary-sign framework by regulating a sign type already recognized for model homes through defined eligibility and performance standards.
- 3. Results in compatible land uses within Cape Coral (A.7.).** The limits on number, dimensions, duration, operating hours, materials, maintenance, and storage preserve compatibility with surrounding residential and mixed-use contexts.
- 4. Implements contemporary planning practices (A.8.).** The controlled, time restricted authorization balances the visibility needs of leasing offices with the City's aesthetic and safety interests.

Review Criteria for Proposed LDC Text Amendments

LDC Section 3.5.4.C. identifies four review criteria for proposed text amendments. Each criterion is evaluated below.

1. Whether the proposed LDC text amendment is consistent with the goals, policies, and future land-use designations of the City Comprehensive Plan.

Staff analysis. The amendment is consistent with the Comprehensive Plan for the reasons discussed above. It does not alter development density, intensity, or permitted uses, and it provides a limited temporary-signage option that supports orderly initial leasing of established multi-family residential development.

2. The amendment results in compatible land uses within a zoning designation.

Staff analysis. The amendment applies only to eligible multi-family rental complexes with active leasing offices and is subject to strict limits on quantity, size, duration, display hours, materials, maintenance, and storage. These controls ensure that feather banners remain subordinate to the primary multi-family residential use and compatible with surrounding development.

3. The amendment protects the health, safety, and welfare of the community.

Staff analysis. Existing prohibitions on temporary signs in public rights-of-way and visibility triangles remain applicable. The ordinance also requires durable, weather-resistant materials; prohibits glitter, fluorescent, metal, and reflective components; requires signs to be maintained in good condition; limits display to 8:00 a.m. to 5:00

p.m.; and requires indoor storage when the leasing office is closed. Together, these standards protect traffic safety, pedestrian accessibility, and neighborhood appearance consistent with the purpose and intent found in Section 7.1.1 of Article 7 Signs.

4. Other factors deemed appropriate by the Planning and Zoning Commission and City Council.

Staff analysis. The amendment was prepared at the direction of the City Council. Other relevant considerations include equitable treatment of a temporary-signage tool already available to model homes, a clear 180-day duration limitation, and an administratively straightforward framework consistent with the model-home approach.

Staff Recommendation

The proposed amendment provides a limited and regulated temporary-signage opportunity for eligible multi-family rental complexes during the initial leasing period after issuance of a Certificate of Occupancy. The proposal establishes clear standards, while retaining existing safety protections. Staff find that Ordinance 57-26 is consistent with Section 3.5.4. of the LDC and recommend approval.

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