

CHAPTER 155. - SIGN CODE

Sec. 155.01. - Purpose; Intent.

- (A) The City recognizes and affirms that persons and entities have an interest in communicating commercial and non-commercial speech through the use of signs. It is the intent of this chapter to provide uniform sign criteria which regulates the size, height, and placement of signs within the City and thereby promote and protect the public health, safety, general welfare, and aesthetics of the City.
- (B) It is intended, among other things, to avoid excessive visual clutter, distractions or hazards for pedestrians and vehicles. Therefore, the display of signs should be appropriate to the land, building or use to which they are appurtenant and be adequate, but not excessive, for the intended purpose of identification.
- (C) It is further intended to enhance and protect the physical appearance of the community, preserve the scenic and natural beauty of the City, and prevent interference with the intended use of public property and rights-of-way.
- (D) Additionally, this chapter is intended to provide for the safety and general welfare of the traveling public by reducing distractions, interference with line of sight, and encroachment into clear zones.

Sec. 155.02. - Reserved.

Sec. 155.03. - Sign Regulation Procedures.

All signs erected, replaced, or relocated on any property shall conform with the provisions of this sign code and with all other applicable codes of the city. Any sign which could fall into more than one category of signs shall be classified within the most restrictive category possible. Anything not addressed in the code is prohibited, unless specifically addressed in a Master Sign Program. Anything not addressed in the code may be presented to the Planning and Zoning Director for review.

- (A) Administration of sign permit applications and fees. The building and/or the planning and zoning departments are responsible for administering sign permit applications for permanent signs. An application and fee shall be submitted first to the planning and zoning department. The format of the application shall be as provided by the building department. Additional fees will be required by the building department at the time of permitting.
 - (1) Sign applications. The application format for a sign permit shall fully describe the following information:

- (a) Name, address, email address, and telephone number of the licensed sign contractor and the business owner.
- (b) Written statement signed by the landowner, authorizing the placement of the proposed sign on the premises.
- (c) Location of building (or structure) and lot to which or upon which the sign is to be placed and/or maintained.
- (d) Position of the sign in relation to lot lines, nearby buildings or structures, sidewalks, streets, and intersections. All freestanding monument signs must be shown on site plan.
- (e) Type of sign and general description of design and materials to be used.
- (f) Two prints of drawings of the plans which shall contain dimensions of sign structure, sign copy/letters (smallest and largest), and sign logo and/or pictorial designs. Façade signs will include height of sign, linear footage of business, and square footage of sign area. Monument signs will include linear frontage of property, address location and dimensions on sign, dimensions of sign panel/s, and will need to be shown on an approved site plan. Once sign area is approved, square footage and location cannot change without a new sign application.
- (g) A statement indicating whether the sign is illuminated and whether the illumination is direct or indirect.
- (h) A layout with sign colors shown or specified.
- (i) Two prints of signed and sealed engineered drawings of sign specifications. The specifications concerning structural details of the methods of sign construction and installation shall show dimensions, elevations, means of support, method of illumination and any other significant engineering aspect of the proposed sign.
- (j) NOTE: The structure of a monument sign is separate and distinct to the sign to which it is attached to it. The structure must be approved and permitted by the building department prior to submitting an application for the monument sign. If the monument is not shown on the site plan a compliance form must be filed.

(2) Review of application for completeness. The planning and zoning department and the building department shall review each application to assure that each application is complete. If the application is complete, it shall be submitted through the review process. If the application is not complete the planning and zoning department and/or

the building department shall return it to the applicant.

(B) Sign plan review. All permanent signs shall receive plan approval by the planning and zoning and building departments. The planning and zoning department shall review each sign application for compliance with criteria established herein and the building department shall review application documents which illustrate construction, design and electrical work for compliance with the current building codes.

(C) Permitting procedure. No sign which requires a permit shall be erected, replaced, reconstructed, structurally altered, expanded, relocated, or used without securing a permit from the Building Department. No permit shall be required on a mere change of copy on a changeable copy sign. No permit shall be required for a change in a tenant panel on an existing permitted sign; however, the tenant panels shall conform to code and must be reviewed and approved by the planning and zoning department.

(1) Determination of allowable sign area. In determining the allowable sign area pursuant to this chapter, the area of a sign shall include the entire area within a circle, rectangle, or triangle enclosing the extreme limits of writing, representation, or character, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed; excluding the necessary supports or uprights on which such sign is placed.

(a) Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except that where two such signs ~~s~~ faces share identical dimensions, are placed back to back, and are parallel to one another, the area of the sign shall be taken as the area of one face.

(b) Where a sign consists solely of lettering or other sign elements printed or mounted on a wall, window, or door of a building without any distinguishing border, panel or background, such lettering and sign elements shall be treated as a single sign for purposes of area computation.

(2) Approval required prior to receipt of permit. No sign permit requiring a plan review shall be issued until the sign application and plan have been reviewed and approved for building code compliance by the building department and sign code compliance by the planning and zoning department.

(3) Changes to the name of a building identification on an existing permitted monument sign shall be reviewed and considered for approval by the planning and zoning department.

(D) Reserved.

- (E) Inspections. The building department shall inspect each sign or advertising structure within the city's limits to determine the sign's compliance with this chapter as they deem necessary to protect the public health, safety, general welfare. An inspection fee to be determined by resolution of the city council will be paid by the owner or lessee for each sign inspected, excluding signs exempted from the permitting procedure and temporary signs.
- (F) Revocation of permits. The building department may revoke a permit approval, issued under this section, if it is found that there has been any intentional or unintentional false statement, concealment or misrepresentation concerning any fact submitted in the application or plans on which the permit approval was based. A permit may also be revoked upon failure of the permit holder to comply with any provision of this section.
- (G) Reserved.
- (H) Mastersignprogram. The overall project developer of a project or development containing at least two (2) acres shall have the option of submitting a master sign program for the total project, or for specified phases within the total project in accordance with the following criteria.
 - (1) The master sign program, which includes a plan of all existing and proposed signs, must be submitted for review and approval by the city council after consideration by the site plan review committee and the planning and zoning board.
 - (2) Prior to consideration by the site plan review committee, applicants for approval of master sign programs must provide written approval from the owner of the proposed project.
 - (3) Anything not specifically addressed in a Master Sign Program regulations will revert to the city sign code.
 - (4) As described in subsection (H)(5), the master sign program may include modifications to standard sign regulations:
 - (a) The proposed modifications are consistent with the purpose and intent of this chapter;
 - (b) The master sign program incorporates designs which are consistent with accepted principles of street graphics, including consideration of sign placement, size, shape, proportion, lettering, color, and overall relation to the overall project and adjacent properties;
 - (c) The design concepts employed reflect unified design concepts harmonious with the overall project and adjacent properties; and
 - (d) The proposed variations are not detrimental to public property or the health, safety and welfare of the general public.

- (5) Variations to the following subsections shall supersede the standard sign regulations and may be permitted within the master sign program subject to the conditions noted in subsection (H)(4).
 - (a) Subsection 155.05(V)—Prohibition of signs within road rights-of-Way. Signs within road rights-of-way may be permitted subject to compliance with Florida Department of Transportation standards and a written agreement with the affected property owner.
 - (b) Section 155.08—Regulations for permanent identification signs requiring permits.
- (6) After verification, by the Planning and Zoning Department, that the sign permit application is consistent with the approved master sign program the building department shall issue all sign permits.
- (7) Any proposed revisions to the master sign program must be approved by the planning and zoning board and city council.

(I) Reserved.

(J) Reserved.

Sec. 155.04. - Exemptions to Permitting Procedure.

- (A) Provisions regulating exempted signs. The following types of signs do not require a permit provided the sign shall:
 - (1) Comply with section 155.05 - Prohibited Signs;
 - (2) Comply with applicable requirements in the zoning district where placed;
 - (3) Comply with other provisions in this section; and
 - (4) Be consistent with the spirit, intent, and purpose of this code.
- (B) Signs exempted from permitting procedure.
 - (1) Any façade sign allowed by code, four (4) square feet and under.
 - (2) Traffic regulatory and Public directional signs. Traffic regulatory and directional signs erected by authorized agents of the city, county, state, or federal governments for the public safety and welfare. Such signs must comply with all applicable standards of the Manual of Uniform Traffic Control Devices.
 - (3) Permanent instructional signs. One (1) sign shall be permitted at each point of ingress and egress to a parking area; however, the signs shall not exceed two (2) square feet for nonresidential uses and shall not exceed four (4) feet in height. Properties zoned WI (Warehouse Industrial) and IN (Industrial) are permitted two (2) two square foot instructional signs with a maximum height of six (6) feet. The signs may include the business logo and/or name, provided the sign area does not exceed the square footage described above. Signs shall be consistent with other site and building signs (color/material).

(4) Temporary signs.

(5) ~~Real estate for sale, lease, or rental signs. Also applies to names of models within a subdivision.~~

(a) ~~Restrictions on copy. Real estate for sale, lease, or rental signs shall contain the following information:~~

(1.) ~~House, apartment, unit, business, or other short description of the property.~~

(2.) ~~The words "For Sale", "For Lease", "For Rent", "For Exchange", "See Your Broker", or similar phrase.~~

(3.) ~~The registered name of the broker and the term "Broker", "Realtor", or logo, as the case may be, if the offer is through an agent or the words "By Owner" if the offer is not through an agent.~~

(4.) ~~Two (2) telephone numbers and/or "Inquire Within", or a similar phrase, and a room, apartment, or unit number, if needed.~~

(b) (a) ~~General restriction. It shall be unlawful for any person to place on any lot, parcel of land, building, or structure within the corporate limits of the city any sign or similar advertisement offering real estate or a business opportunity for sale, exchange, lease, rent, or inspection, without the consent of the owner of said lot or parcel of land, building or structure, except as specifically authorized in this subsection of this chapter or billboards permitted pursuant to subsection 155.08. The provisions of this subsection shall not apply to signs at the principal office or branch office of any real estate business brokerage firm. However, such signs are subject to the sign restrictions applicable within the zoning district where the office is located.~~

(6) Noncommercial Flags. The flying of individual national, state or city flags ~~attached to freestanding poles mounted in the ground~~, limited to a total of two (2) in number per complex or project site. No one flag shall exceed a dimension of more than forty (40) square feet. If the flag is attached to a flagpole, it is subject to the following limitations: The length of the flag shall not exceed one- fourth (1/4) of the length of the flagpole, i.e., twenty-foot pole permits a flag three (3) feet wide by five (5) feet long; thirty-five-foot pole permits a flag five (5) feet wide by eight (8) feet long. No flagpole shall exceed thirty-five (35) feet in height. No flags shall be used in such a way as to attract the attention of the public for commercial purposes.

- (7) Non-commercial decorative art. Decorative or architectural features which are an integral element of a building or works of art so long as such features do not contain letters, logos, trademarks, moving parts, exhibit merchandise for sale on premises, and do not contain any form of illumination.
- (8) Credit card signs. Credit card signs, decals or emblems shall be allowed, but shall be limited to twenty-four (24) square inches each or an aggregate of ninety-six (96) square inches per business premises.
- (9) Vehicle tow-away signs. Vehicle tow-away signs erected pursuant to Florida Statutes, provided they do not exceed four (4) square feet.
- (10) Corporate flags. A single corporate flag may be permitted subject to the following conditions:
 - a. ~~(11)~~ For the purpose of this section, a corporate flag shall be defined as a flag, imprinted upon which is a nationally or internationally recognized trademark or logo for a specific corporate entity.
 - b. ~~(12)~~ A corporate flag shall be attached to a freestanding pole mounted in the ground. The pole height shall not exceed twenty-five (25) feet in height. It shall meet the setback of the zone it is in.
 - c. ~~(13)~~ A corporate flag shall be permitted only on a parcel of land where a structure is occupied by a single tenant.
- ~~(11)~~(14) Vehicle signs. All vehicle signs shall be exempt from all provisions of this chapter except when said signs are utilized at a specific location or site for advertising purposes in addition to or in lieu of a permanent sign as permitted under this chapter.
- ~~(12)~~(15) Posted signs. Signs prohibiting trespassing, littering, loitering, dumping and similar actions, and parking lot signs such as pick up or no parking signs shall be permitted within property lines in all districts. These signs shall be limited to four (4) square feet in area and may be posted within property lines at a minimum of twenty (20) foot intervals with a height limit of ten (10) feet from the ground at its base.
- ~~(13)~~(16) Design award signs. Temporary or permanent signs depicting architectural or other design awards or commemorating historic events or historical preservation status.
- ~~(14)~~(17) Public signs, changeable copy signs, and variable message boards shall be permitted under the authority of an authorized government official for the public health, safety, welfare and/or convenience of the public.

(15)(18) Changes to ~~tenant~~ sign panels on an existing permitted ~~monument~~ signs if such sign is conforming to the current code. The alteration of the framing (square footage, location, or size) that holds the panel is not exempt.

(16)(19) Gasoline pump apron and skirts ~~with company name or logo~~.

(17)(20) Public, private, and parochial school signs.

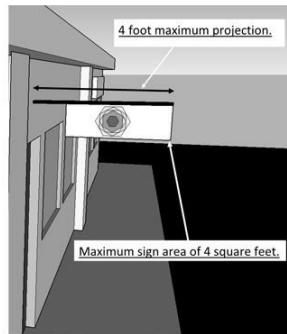
(18)(21) Model home feather flags.

(19)(22) Window signs. No more than 40 percent of any window or door surface shall be covered with such signs. Window signage shall allow a clear and unobstructed view from outside the building and a normal line of sight inside the business establishment. Convenience stores are limited by state law to 20 percent window coverage.

(20)(23) ATM machine's apron and skirt ~~with company name or logo~~. Such sign must be under three (3) feet in height.

(21)(24) Projecting Blade Signs. Locate signs above exterior doors but below the roof to promote a pedestrian environment.

- (a) Use no more than one (1) projecting sign per business.
- (b) Signs shall project no more than four (4) feet from the building face and shall not project into the public right-of-way.
- (c) At minimum, sign shall have a six-inch clearance from the building face. Design all projecting signs to be perpendicular from the building.
- (d) A maximum sign area of four (4) square feet is permitted per business, in addition to permitted facade signage.
- (e) The bottom of the projecting blade sign shall be located a minimum of nine (9) feet from the base of the building.



Sec. 155.05. - Prohibited Signs.

The following signs are prohibited on the effective date of this chapter. Such signs have been found to violate the purpose, intent, and specific provisions of this chapter.

- (A) A sign which falsely simulates emergency vehicles, traffic control devices, or official public signs.

- (B) Snipe sign, "stick-in" sign in landscaping, sandwich sign and add-on sign unless specifically allowed under another subsection in this chapter.
- (C) A sign found by the Building Department to be structurally unsafe or a hazard to public safety or welfare, including signs creating a fire hazard.
- (D) A sign obstructing any motorist's view of a street or intersection.
- (E) Any abandoned sign.
- (F) A series of two (2) or more freestanding signs which must be read together to obtain a single message.
- (G) Flashing sign except for public signs, changeable copy signs and variable message boards permitted in this chapter.
- (H) Animated sign, to include any moveable attachments such as, but not limited to, balloons, discs, streamers and any other similar action type eye catchers. This shall not include public signs, changeable copy signs, or variable message boards.
- (I) A sign which obstructs any fire escape, any window, or door or other opening used as a means of ingress or egress so as to prevent free passage of persons.
- (J) Any sign which interferes with openings required for ventilation.
- (K) Trailer sign.
- (L) Off-premises sign, except as provided for in subsection 155.07.
- (M) Any temporary sign in violation of this chapter.
- (N) Banners and flags that do not meet the special requirements of this chapter.
- (O) Vehicle signs when used for advertising purposes at a given location or site in addition to or in lieu of a sign permitted under this chapter. Specifically, panels of any material added to any portion of a vehicle which extends from, attaches to or adds to the original vehicle body. Painted and magnetic signs applied flush to commercial vehicles which identify the business owner or lessee are allowed and exempt.
- (P) Roof Sign (excepting allowable mansard roof signs and religious symbols approved as an integral part of the site plan for a steeple or other similar structural component of a place of worship).
- (Q) Projecting sign. (See subsection 155.08 for exceptions to this type sign).
- (R) Any sign placed without a permit after the effective date of the ordinance from which this chapter is derived when a permit is required.
- (S) A sign in violation of subsection 155.06. If a sign is prohibited and the sign is a type that can be brought into conformance with this chapter, the owner or lessee of the sign can elect to bring the sign into conformity rather than remove the sign.
- (T) Portable sign, except as specifically authorized in this chapter.

- (U) Portable toilet or trash receptacle signs advertising any business other than the provider of the toilet or receptacle.
- (V) Any sign placed or erected on or over any city property road right-of-way or in or on the median, except as specifically authorized in this chapter.
- (W) A sign that displays any lewd, lascivious, obscene, indecent, or immoral written or graphic message.
- (X) Bench sign.
- (Y) Tethered inflatable sign (Balloon) except in conjunction with a special event permit.
- (Z) Any sign placed in the required site landscaping areas or attached to any tree, shrub or plantings advertising any business, product or service located on the site.
- (AA) Signs attached to or placed upon any utility pole, street light, sidewalk curb, fire hydrant, bridge or any other public property, including the swale area, median or public right-of-way, unless specifically authorized herein.
- (BB) Posters or other advertising signs placed on buildings, added to freestanding signs or placed on poles, dumpsters, gas pumps and islands or stacks of product stored outside buildings. (Not permitted by code.)
- (CC) Permanent "come-on" sign (Sale Today!).
- (DD) Billboards (except as shown in subsection 155.08 of the sign code).

Sec. 155.06. - General Sign Regulations.

- (A) For new projects with multiple on premise signs, the applicant shall submit, with the site plan review application, architectural elevations showing that all facade sign locations meet height requirements. These will be reviewed for location only. After site plan approval, a sign plan application, with elevations, must be submitted separately for each sign, showing that all signs are compatible in color/material/design (including outparcel signs). Corporate logo and sign lettering with color variation is permitted.
- (B) Construction standards.
 - (1) Compliance with Building Code. All signs installed shall be constructed in accordance with the current edition of the Florida Building Code.
 - (2) Compliance with Electrical Code. All signs using electrical current shall comply with the current edition of the National Electrical Code, N.F.P.A. 70.
 - (3) Screening of sign bracing. All bracing shall be hidden or covered so that it shall not be visible from the public right-of-way. The covered portion of the ends of such signs shall not be used for advertising purposes.
 - (4) Compliance with National Fire Protection Association Standards. Signs required by NFPA Standards take precedence over this chapter.

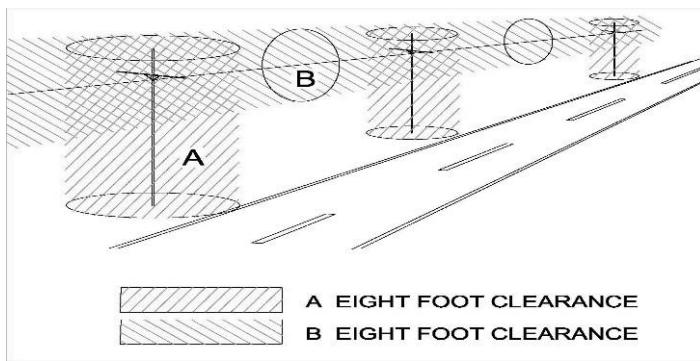
(C) Maintenance. All signs within the city limits including all supports, braces, guys and anchors shall be kept in good repair. Such signs shall be maintained by the owner as follows:

- (1) The area surrounding said sign shall be kept free of all waste and debris.
- (2) The sign must be legible.
- (3) The sign must be structurally sound and in good mechanical repair, free of holes, with no loose or missing parts.
- (4) Lighting on internally lit signs must be kept in good working order.

The city may order the removal by and at the expense of the owner or lessee of any sign that is not properly maintained.

(D) Signs not to constitute a traffic hazard. No sign shall be placed at any location in the city where it may interfere with or obstruct free and clear vision for pedestrians or vehicular movement, or be confused with any authorized traffic sign, signal or device. Any such sign shall be removed at the direction of the city and at the expense of the owner or lessee.

(E) Signs not to encroach electric utility clear zone. No signs shall be placed closer than eight (8) feet from the nearest part of any utility pole which supports electrical transmission or distribution lines (see "A" of diagram below). No signs shall be placed closer than eight feet from the nearest part of any electric transmission or distribution line (see "B" of diagram below). If the National Electric Safety Code is now or hereafter more restrictive than the provisions of this subsection, its more restrictive provisions shall supersede the provision(s) herein.



(F) Illuminated signs. Only signs permitted for non-residential land uses shall be allowed to be illuminated. Such signs may be self-illuminating or illuminated by ground level spot lights.

- (1) Back-lit individually cut letters are encouraged in monument sign illumination.
- (2) Use same-source lighting for signs and parking area lighting (i.e., do not combine metal halide with sodium vapor).

- (3) Lighting and buffering shall be consistent with the city's zoning and landscape code.
- (4) Light sources shall be directed away from abutting properties and shall not impair the vision of persons using the road right-of-way.
- (5) All ground level spot lights shall be shielded from view by landscaping.
- (6) Ground-mounted up-lights shall not exceed one hundred fifty (150) watts per sign face and shall shield light from aiming toward motorists and neighboring properties. Fixtures shall be hidden from view by sign foundation landscaping.
- (7) No flashing signs shall be permitted, except time and temperature signs and public signs.
- (8) Model home signs on residential lots shall not be illuminated.

(G) Distance separating signs. Distance requirements in this ordinance shall be measured from the nearest part of any sign to the nearest point of the closest applicable setback line, property line, deck line, or other applicable restricting line or point of separation (including distance between signs) or height limitation.

(H) Height. No part of any sign affixed to a building shall exceed the height of the deck line to which the sign is affixed. No sign shall project above the deck line for mansard roofs. The portion of a mansard roof located below the deck line shall be eligible for placement of a facade sign.

Sec. 155.07. - Regulations for Temporary Signs.

It is the purpose of this section to promote the public health, safety and general welfare through reasonable, uniform and content-neutral standards for temporary signs. It is the intent of the City that temporary sign regulations provide uniform criteria as to size, height and placement of signs compatible with the zoning district.

- (A) Criteria required for temporary signs. The criteria for temporary signs is set forth in a Table entitled "Temporary Signs" in Section 155.11 below. A temporary sign is deemed unlawful if it does not meet the said criteria established for the zoning district in which the temporary signs is located.
- (B) Prohibition of temporary signs on public property. Other than public signs, temporary signs are prohibited on public property, including rights-of-way.
- (C) Duration and removal. Duration and removal. A temporary sign may not remain posted at a property for more than twelve (12) months after it was erected.
- (D) Display of temporary sign requires permission of the property owner. A temporary sign can only be placed on a parcel with the express permission of the owner of the property.
- (E) Temporary signs may not display any lighting. A temporary sign may not display any lighting or illumination and must remain static.

(F) Setbacks. All temporary signs must be set back at least 10 feet from the property line in zoning districts: GU, OSR, OSC, I, P, CN, CG, CH, CS, WI, IN, U, PUD, MPUD, and LMD. All temporary signs over 9 feet tall must be set back at least 10 feet from the property line in zoning districts: RE, RS-1, RS-2, RS-3, RM-5, RM-8, RM-11, RM-15, and RMH. All temporary signs under 9 feet tall must be set back at least 3 feet from the property line in zoning districts: RE, RS-1, RS-2, RS-3, RM-5, RM-8, RM-11, RM-15, and RMH.

Sec. 155.08. - Regulations for Permanent Identification Signs

Table I (A-D) identifies regulations governing the following sign characteristics: maximum square footage per single sign, maximum cumulative square footage, maximum height, minimum setback from property line, number of signs allowed, and direct or indirect lighting. The following subsections describe supplemental regulations for managing permanent signs requiring permits.

(A) Identification signs for major residential development.

- (1) Multiple family residential developments often (10) or less units. Signs shall be restricted to one facade sign indicating the name and/or address of the premises, provided the sign has a maximum area not exceeding sixteen (16) square feet.
- (2) Multiple family developments or single family subdivisions of more than ten (10) units/lots and three (3) acres and over in area. Signs shall be restricted to a single sign per street frontage, indicating only the name and address of the premises. The sign may be a free standing or facade sign and shall have a maximum area not exceeding thirty-two (32) square feet. Where the project is shielded from the street by a fence or wall, lettering not exceeding twelve (12) inches in height may be permanently attached to the fence or wall at the entrance(s), and may be illuminated by ground level spot lights which are shielded from view by landscaping.
- (3) Subdivision entrance signs. Such sign may be placed only on property consisting of land duly platted and comprised of three (3) acres or more including streets and rights-of-way within the platted boundaries of said property. The sign may be a free standing sign having a maximum area not exceeding thirty-two (32) square feet in area and shall not exceed ten (10) feet in height. Where the subdivision is shielded from the street by a fence or wall, lettering may be permanently attached to the fence or wall at the entrance(s), and may be illuminated by ground level spot lights which are shielded from view by landscaping. Two (2) sixteen (16) square foot signs, located one on each side of the subdivision entrance, may be permitted in lieu of the one (1) thirty-two (32) square foot sign.

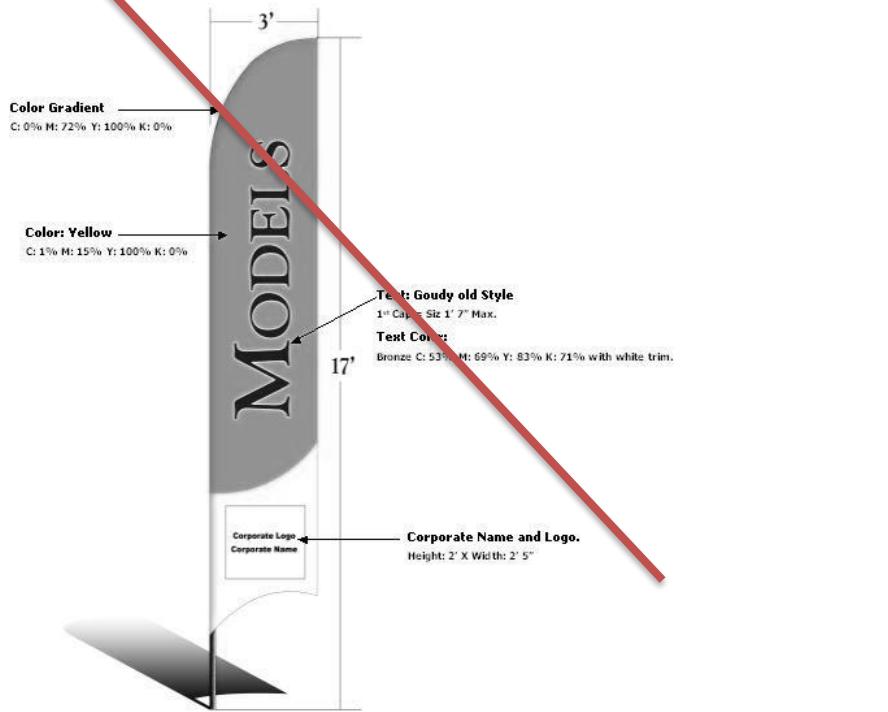
(B) Model home sign. A model home as defined in Chapter 154 is permitted a sign not to

exceed sixteen (16) square feet in face area and shall be at least ten (10) feet from the property lines. The sign shall not exceed five (5) feet in height measured from the crown of the road and shall not be illuminated. ~~The sign must indicate in letters and numbers, at least two (2) inches in height, the name of model permit holder's registration or certification number; and if a qualified company, the name of the qualifying agent and the qualifying agent's registration or certificate number.~~ No wall/facade signs allowed. Only models with a valid model home permit shall be permitted to display a model home sign. A copy of the permit for the model home shall be submitted with the sign application.

(1) A model home is permitted a "feather" flag subject to the following requirements:

- (a) A model home may display one "feather" flag on each multiple model home site starting with the second model constructed.
- (b) The first model (or only model) will be permitted to have a monument sign, but will not be permitted to have a "feather flag".
- (c) Size shall not exceed 17' height × 3' width (maximum).
- (d) Sign area shall not exceed forty-five (45) sq. ft. (maximum).
- (e) ~~The word "MODELS" must be shown vertically on the "feather" flag as shown in the diagram below. The background shall be yellow and the letters spelling the word "MODELS" must be bronze.~~
- (f) ~~Corporate logos are to be located on the white background on the bottom of the "feather" flag and may not exceed (4) square feet, as shown in the diagram below.~~
- (e) (g) Removal. A model home sign shall be removed within thirty (30) days after it no longer qualifies as a model home.

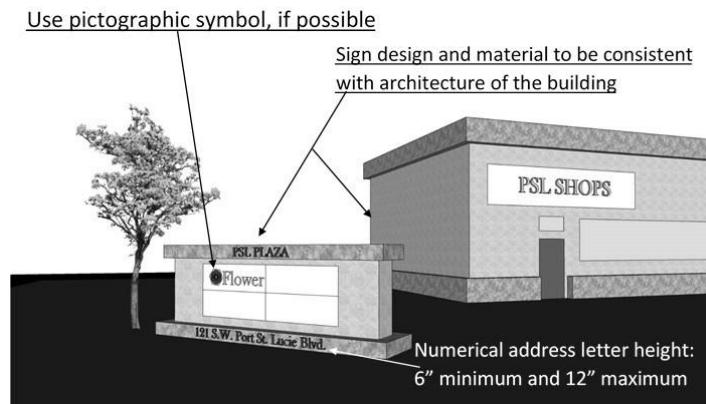
Proposed Feather Flag for Model Homes



- (C) Changeable copy signs. Changeable signs shall be permitted and included in the allowable sign area.
- (D) Freestanding (permanent monument) signs.
 - (1) In addition to other city codes, the following standards shall apply:
 - (a) Signs shall be compatible with the architecture of the building (colors, materials).
 - (b) See Table 1 for square footage, height, and setback requirements.
 - (c) Identify the business name/logo and type of business on tenant signs. Corporate logo and color are permitted on sign. Corporate logo must be included in sign calculation.
 - (d) Sign location must meet all setbacks requirements.
 - (e) Utilizing color of building on sign face, use no more than three colors on one sign face. This does not apply to individual tenant panels.
 - (f) For pole hung signs, design a decorative base/skirt under the sign consistent with the architecture of the building to create the appearance of a ground- mounted monument sign.
 - (g) Use a single pictographic symbol, if possible (e.g., a key on a locksmith's sign).
 - (h) For shopping centers/multi-tenant developments, the name of the

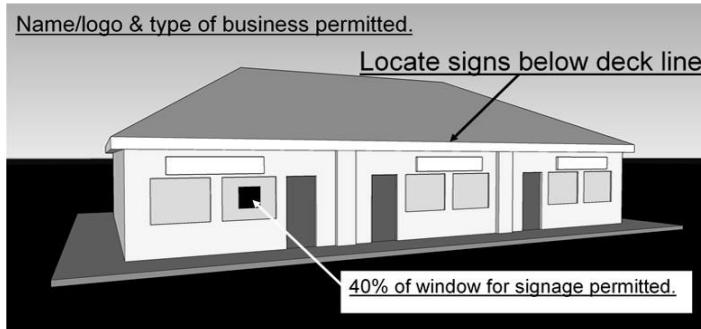
complex must be shown. However, the name will not count toward the maximum sign area permitted.

- (i) All freestanding signs must be a monument sign with the design and material to be consistent with the architecture and color of the building.
- (j) All freestanding (monument) sign locations must be shown on the approved site plan.



(E) Tenant signs attached to a building.

- (1) In addition to other City standards, the following standards apply:
 - (a) Signs shall be consistent with the architecture of the building (colors, materials).
 - (b) Identify only the business name/logo and type of business on facade signs. Corporate logo and or pictographic symbols must be included in sign calculation.
 - (c) Use a pictographic symbol if possible (e.g., a key on a locksmith's sign).
 - (d) No sign shall be above the deck line and the placement of the sign must fit the design and architecture of the building.
 - (e) New strip mall signage is to be consistent, i.e.: all channel letters, all channel letters on a raceway, all box signs, etc.
 - (f) Once sign area is approved, square footage and location cannot change without a new sign application.



- (2) Allowable sign is as follows:
 - (a) Less than 10,000 Square Foot Building:
 - (1.) Thirty-two (32) square feet plus one and one half (1.5) square feet for each additional linear foot of business frontage over twenty (20) feet and not to exceed a maximum of two hundred (200) square feet.
 - (b) 10,000 Square Foot Building to 25,000 Square Foot Building:
 - (1.) Thirty-two (32) square feet plus one and one half (1.5) square feet for each additional linear foot of business frontage over twenty (20) feet and not to exceed a maximum of four hundred (400) square feet.
 - (c) 25,000 Square Foot Building or Greater:
 - (1.) Thirty-two (32) square feet plus one and one half (1.5) square feet for each additional linear foot of business frontage over twenty (20) feet and not to exceed a maximum of eight hundred (800) square feet.
- (F) Building identification signs. The applicant may choose to use a building identification sign for buildings with a main entry only (no outdoor entry to individual bays). If the applicant chooses to use this type of sign no individual facade signs will be permitted. Only the building name can be shown above the entrance. If the building has more than one entrance that coincides with an additional street frontage an additional sign may be incorporated, but must mimic the original identification sign. Design sign to be compatible with the architecture of the building (color, materials). Sign may not be plastic, and may not be backlit. Sign shall be placed below the roof line. The names of the tenants can be shown on the monument sign. See Chapter 155: Sign Code, Table 1, "Schedule of Regulations for Permanent Signs Requiring Permits" for allowable square footage.
- (G) Commercial, institutional, and industrial uses less than three (3) acres. Freestanding signage for commercial, institutional, and industrial uses, including office uses, shall be restricted to one freestanding sign with a maximum signage of thirty-two (32) square feet per street frontage. One additional sign at thirty-two (32) square feet is permitted on the primary frontage street for commercial, institutional, and industrial uses with over two hundred forty (240) linear feet of primary street frontage. The two freestanding signs may be consolidated into one (1) sign not exceeding one (1) square foot per five (5) linear feet of frontage or sixty (60) square feet, whichever is less. In addition, sites having multiple street frontage may erect one (1) additional sign per street frontage.
- (H) Commercial, institutional, and industrial complexes (three (3) acres and over). Freestanding signage for commercial, institutional, and industrial complexes shall be restricted to one

freestanding sign per street frontage. In addition, sites having multiple street frontages may erect one additional sign per street frontage. All such signs shall comply with regulations governing signage for commercial, institutional, and industrial complexes which are contained in Table I: Schedule of Regulations for Permanent Signs Requiring Permits.

(I) Institutional Zoning Districts Freestanding Signs

- (1) Permitted to include a limited portion of the approved signage, per Table I, as an electronic message board sign.
- (2) The electronic message board sign portion is permitted to be a maximum of 20 square feet.
- (3) Display Criteria and/or limitations
 - (a) Displays shall be limited to messages that appear or disappear from the display with no movement or scrolling. In no case shall the display use a flash mode of operation.
 - (b) Content shall be non-pictorial, text information and be a maximum of three lines of copy
 - (c) Each message must be displayed for a minimum of 6 seconds.
- (4) Luminance Criteria
 - (a) Maximum Luminance:
 - (1.) Daytime = 10,000 nits
 - (2.) Nighttime = 300 nits (candela per square meter)
 - (b) Maximum luminance above ambient light = 3 nits
 - (c) The display must be equipped with automatic and manual dimming controls.
 - (d) All electronic message signs shall be equipped with ambient light sensors.
- (5) Operation Criteria
 - (a) If any part of the sign malfunctions or there is a failure of any component of the message board disrupting the display, the sign will be required to be shut down completely by the owner until the issue is addressed.
 - (b) At time of permit submittal operational details on how the sign functions such as dims, and/or changes shall be required.
- (6) Free Standing Sign Location requirements
 - (a) Required to be parallel perpendicular to the ROW and may not face any residentially zoned property.
 - (b) Signs may not be located closer than 100 feet from any side property line abutting a ROW.

(J) On-site directory signs are allowed on properties with multiple buildings and shall be limited to the name of the center and/or the names of the occupants of the center. All directory signs on a premises shall be consistent in design, color, and materials, and the copy shall be identical except that different tenant names can be displayed in each directory sign. One sign per building is allowed with a maximum square footage of thirty-two (32) square feet of total signage. This sign area shall be in addition to the sign area allowed for freestanding (monument) sign.

(K) Multi-story Buildings. A sign prohibited above the second floor of a building with the

exception of building identification signs.

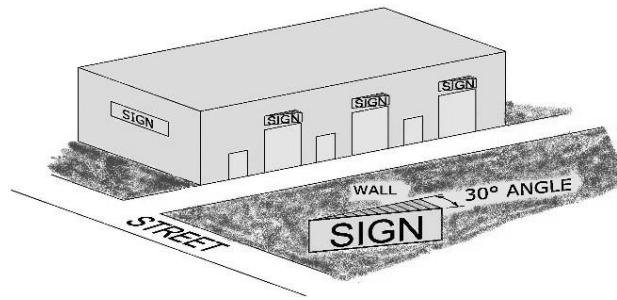
- (L) ATM signs. The signs may identify the individual business, logo and principal services offered at the ATM. ATM sign area may be an accumulative of sixteen (16) square feet and must be under sixteen (16) feet in height.
- (M) Gasservicefacilitysigns. Gas service facilities shall be permitted additional signs not to exceed eight (8) square feet per service island in order to provide information required by State and Federal law, including price and type of fuel, octane rating safety information or to direct traffic. Gas service facility shall be permitted a maximum of twenty 20 square feet for a price sign if it is part of the site's free standing sign permitted under subsection 155.08(G). The price on the site's free standing price sign is permitted to be nonmoving adjustable digital LED (light emitting diode) lights. Facilities with two street frontages may have an additional sign with a maximum area of thirty-two (32) square feet.
- (N) Gas station canopy signs. Height of canopy must be shown on the architectural elevations submitted with the site plan. Cumulative sign area for all sides of the canopy is limited to thirty-two (32) square feet. No lighting will be permitted on any side of the canopy that faces residential zoning.
- (O) Fuel pump valance signs. Double faced valance signs are permitted above each fuel dispensing unit and any such signs are limited to six (6) square feet per side per island. Only one permit is needed for all said signs at each gas station.
- (P) Drive-through and drive-through canopy signage. Up to four (4) drive-through instructional signs such as, but not limited to, "Drive-Thru", "Order Here", "Clearance", "Commercial", "ATM", "Pick- Up", etc. may be submitted on one application with one (1) fee. The square footage for each sign may not exceed four (4) square feet and is in addition to all other allowed facade signage.
- (Q) Menubooks, pre-sellboards, and digital order preview screens. Three (3) per ordering lane. Maximum height of six (6) feet. Total size per ordering lane may not exceed sixty (60) square feet cumulatively and can be scrolling adjustable digital LED (light emitting diode) signs. Location must be shown at time of site plan approval.
- (R) Menu or sandwich signs. Must be in front of business and not obstruct the walkway and must not be placed in the landscaping.
- (S) Billboards. Billboards shall be permitted subject to the requirements of section 158.136 and section 158.137 of the zoning code and the following regulations:
 - (1) Billboard special exceptions shall be for a period of ten (10) years at which point a new application subject to the then existing regulations shall be submitted. If the

new application is not approved, the billboard and supporting structure shall be removed within sixty (60) days of the date of final city council action.

- (2) Billboards shall be subject to annual inspection after receipt of the annual fee. If the fee is not received and/or the billboard does not pass inspection the billboard and supporting structure shall be removed within sixty (60) days of the date of annual renewal. The renewal fee for expired permits shall be doubled.
- (3) All billboards shall be located within two hundred (200) feet of the Florida Turnpike or I-95 right-of-way; at least two hundred (200) feet from any land with any residential land use, at least 1500 feet from any other billboard on the same side of the Florida Turnpike or I-95 and shall meet the setback requirement of the zoning ordinance.
- (4) Billboards shall be limited to six hundred seventy-two (672) sq. ft. in area with a maximum height of fifty (50) feet. The height shall be measured from the crown of the road which the sign faces.
- (5) Billboards may not include flashing lights or animated signs but may include automatic changeable facing billboards if specifically approved as part of the special exception application.
- (6) Lighting shall be shielded and shall not be directed at any area with residential, institutional, or commercial land use or zoning nor at any public or private road right-of-way.
- (7) Billboards shall be single center mounted steel frame or equivalent and shall meet the city wind load requirements.

(T) Projecting signs. Projecting signs shall be permitted under the following conditions to allow businesses signage which is visible from the street.

- (1) The building shall be oriented on the property perpendicular to the street entrance.
- (2) The business frontages are located along this perpendicular wall and not readily visible from the street.
- (3) The unit on the street end of the building is the only unit with an eligible signage area visible from the street.
- (4) The interior businesses may locate a projecting sign on their business frontage that projects no more than a thirty (30) degree angle from the common wall.
(See diagram below).



- (5) The bottom of the projecting sign shall be located a minimum of nine (9) feet from the base of the building.
- (6) The top of the sign shall not extend above the roof line.
- (7) In some cases, the total allowable signage area cannot be accommodated on such a projecting sign because of the overall size. The remaining signage area may be located flush with the wall at that business frontage.
- (8) Signage shall not interfere with the clearance for any overhead doors.
- (9) Signage shall be adequately constructed and securely anchored in accordance with the latest Florida Building Code.
- (10) The sign application shall include a drawing which clearly defines the angle and dimensions of the proposed sign.

(U) Signs on a Canopy or awning. Signs shall be permitted on canopies and awnings subject to the following limitations:

- (1) Such signs shall be counted in determining the total area of the wall/facade signs permitted on the wall from which the canopy or awning projects.
- (2) Such signs shall indicate only the business name/logo and type of business.

(V) Adult entertainment businesses. Signage for Adult Entertainment Businesses shall be permitted under the following conditions and per Chapter 113, subsection 113- 50(f), Adult Entertainment Code:

- (1) Wall signage. Wall signage shall be restricted to one sign to be located on the street frontage wall. The maximum size shall be thirty-two (32) square feet. Neon lighting shall be prohibited. No animation on any part of the sign or building will be allowed.
- (2) Freestanding signs. Separate project sites are permitted one freestanding sign limited to thirty- two (32) square feet of sign area to be located on the street frontage. The setback from all property lines shall be ten (10) feet. The height of the sign at the top shall not exceed ten (10) feet above the crown of the road. Neon lighting shall be prohibited. No animation on any part of the sign will be allowed. For multiple use sites, existing freestanding signs may not have available area for all businesses in the project.

(W) Neighborhood signage. Neighborhood identification signs may be permitted within those areas which are defined as follows:

- (1) Neighborhoods may be identified as separate subdivisions of a larger subdivision. It may also apply to areas which have distinct characteristics that tie them together.
- (2) Freestanding identification signs shall be permitted as follows:
 - (a) Two sixteen (16) square foot signs, located one on each side of the neighborhood entrance or one thirty-two (32) square foot sign. Maximum height at the top shall be ten (10) feet.
 - (b) A logo may be included which represents the neighborhood.
 - (c) Setback from side property lines shall be ten (10) feet. Setback from the street front property line may be five (5) feet provided it is on common property under the jurisdiction of a homeowners association or some similar arrangement. If there is a median at the entrance to the neighborhood, the sign may be placed in the median so as not to obstruct traffic, or interfere with or create a traffic hazard.

(X) Address to be incorporated in the sign design.

- (1) Exhibit numerical address on the front facade of building (close to main building entrance) and on the freestanding sign (if provided). All new freestanding signs shall have an address incorporated in the sign design. Where applicable a range of numbers shall be shown: e.g., 2840—2910. Existing signs shall be required to include this numbering upon applying for any change. All other existing signs shall be replaced or changed to include this information as of January 1, 2004. Numbering will not be included as part of the allowed square footage. It shall be composed of numbers six (6) inches minimum to twelve (12) inches maximum in height in the Helvetica Medium typeface. Notification of this requirement to all existing businesses shall be included upon renewal of business tax receipts.

(Y) Rearbuilding signs. Buildings with rear parking may have identification signs on the rear building walls that are no more than four (4) square feet in area. Observe guidelines for "tenant signs attached to buildings" listed above. In the event that the rear of a building faces a public road, the total square footage allowance may be divided between the front and rear. In the case of multiple tenants, no more than a thirty-percent (30%) height variation between tenant signage will be permitted.

Sec. 155.09. - Nonconforming Signs.

(A)

- (1) Continuance of Existing Nonconforming Signs. Subject to section 155.11, signs, including billboards, in place and properly maintained, at the time this ordinance is enacted which do not comply with all the provisions of this ordinance but which conform to sign regulations existing prior to enactment of this chapter or which were authorized by the City of Port St. Lucie prior to the effective date of this ordinance may be continued subject to the termination provisions of subsection 155.09(C). No such nonconforming sign shall be changed in any manner.
- (2) Subject to section 155.11, any sign which lawfully exists on property annexed into the city after the effective date of this ordinance may be continued although such sign does not conform to all the provisions contained herein. However, all such nonconforming signs shall be removed or brought into conformity with this ordinance not later than five (5) years from the date of annexation of the property where such sign is placed. No such nonconforming sign shall be changed in any manner.

(B) Alterations to nonconforming signs. No existing nonconforming sign shall be structurally altered, moved or have the wording changed unless brought into conformity with the requirements of this section, provided, however that this restriction shall not apply to the change of copy on changeable copy signs. Alterations to nonconforming signs which do not bring the signs into compliance may be permitted as part of an approved master sign program.

(C) Termination of nonconforming signs. Nonconforming signs shall be terminated and removed in the following manner:

- (1) **By abandonment.** Abandonment of a nonconforming sign shall require the real property owner immediately to remove such sign or bring it into conformity.
- (2) **By violation.** Any violation of this chapter other than the existing nonconforming status of a sign at the time of enactment of this chapter shall require the owner immediately to remove such sign.
- (3) **By destruction, damage or deterioration.** The use of any nonconforming sign shall terminate whenever the sign is damaged or destroyed, or become substandard under any applicable city code, or becomes a hazard or danger, and upon termination shall be removed.
- (4) The use of a nonconforming window sign shall terminate eighteen (18) months from the date on which such sign becomes or became nonconforming unless the said sign is brought into conformance with all provisions of this

chapter.

(5) Grandfather clause. The use of a nonconforming sign shall terminate five (5) years from the date on which such sign becomes or became nonconforming unless the said sign is brought into conformance with all provisions of this chapter.

Sec. 155.10. - Removal of Prohibited Signs.

(A) General policy regulating removal. The code compliance division shall notify the owner or other persons having control or authority over a sign prohibited pursuant to section 155.05, in accordance with section 155.11 and specify a reasonable time for removal or other required action regarding the sign. Notwithstanding, this provision, hazardous signs or any sign placed upon public property or public right-of-way without specific authorization herein may be removed immediately by the code compliance division without prior notice. The code compliance division shall allow a prohibited sign to remain only for the minimum time reasonably necessary for its removal.

(B) Unlawful signs. Any sign installed prior to the effective date of this chapter, which required a permit or required other approval of the city, wherein no proper permit or permission was obtained, is an unlawful sign and shall be subject to removal in accordance with this chapter unless a permit is obtainable and is obtained under this section, according to the time frame outlined in a notice of the unlawfulness of such sign.

Sec. 155.11. - Enforcement of the Sign Ordinance.

(A) Duty of enforcement. The code compliance division shall have responsibility for enforcing the provisions of this chapter. The building department shall have the responsibility of enforcement of the applicable building codes. When the building department performs sign or related permit inspections, they shall note and forward any non-building code violations to code compliance division.

(B) Removal of prohibited, unlawful and nonconforming signs. At the termination of the time periods for which prohibited, unlawful or nonconforming signs are permitted to remain under this chapter, all such signs placed and maintained on public or private property in violation of this chapter shall be removed by the owner or lessee upon order of the code compliance division as required herein.

(C) Violations and enforcement procedures. Violations of this code shall be cited by the code compliance division pursuant to procedures incorporated into §§ 37.05 through 37.09 of the City Code.

(D) Penalties for violation. Any owner or lessee failing to remove any such sign or structure within the ordered time period, or any person who violates, disobeys, omits, neglects, or

refuses to comply with, or who resists, the enforcement of any of the provisions of this chapter shall, upon conviction thereof, be punished as provided in section 37.07 of the City Code. Forfeiture of bond(s) posted shall be automatic upon a conviction of this chapter.

(E) Procedures for a variance request. The procedure for seeking a variance to the terms of this code shall be as outlined in the Zoning Ordinance (sections 158.295 through 158.302). Variances may be considered for size, height and location of signs. Applicants are required to submit elevation drawings and dimensions of proposed signs and changes. As a part of any such request, the applicant is required to propose additional beautification improvements to the project such as increased landscaping. A variance shall not be granted to subsections 155.06 (B), (C), (D) or (E).

(F) Procedures for an Appeal. The procedures for appeal shall be as outlined in the Zoning Ordinance (sections 158.335 through 158.341).

(G) Table I (Sub-tables A-F)

A							
Free Standing Signs							
Use	Maximum Square footage per sign	Maximum Square footage cumulative	Maximum Height	Minimum Setback from property lines	Number of Signs permitted	Direct Lighting	Indirect Lighting
Multi-Family > 10 units	32	N/A	10'	10'	Section 155.08 (A) (2)	No	Yes
Subdivision Entrance	32	N/A	10'	10'	Section 155.08 (A) (3)	No	Yes
Government Directional Sign	4	N/A	10'	10'	N/A	No	No

B							
Free Standing Sign Continued - Commercial, Institutional, and Industrial							
Use	Maximum Square footage per sign	Maximum Square footage cumulative	Maximum Height	Minimum Setback from property lines	Number of Signs permitted	Direct Lighting	Indirect Lighting
< 3 acres	32	32	10'	10'	Section 155.08 (G)	Yes	Yes
NOTE: S.F. calculated = 1 S.F. per 5 lineal Ft. of lot frontage							
3-4.9 acres	60	Note	10'	10'	Section 155.08	Yes	Yes

[Type here]

5-9.9 acres	100	Note	10'	10'	(H)	Yes	Yes
10-19.9 acres	150	Note	15'	10'		Yes	Yes
20 and greater acres	200	Note	20'	10'		Yes	Yes

C

Façade Signs (Residential)

Use	Maximum Square footage per sign	Maximum Square footage cumulative	Maximum Height	Minimum Setback from property lines	Number of Signs permitted	Direct Lighting	Indirect Lighting
Multi Family > 10 units	16	N/A	20'	N/A	Section 155.08 (A) (1)	No	Yes

D

Façade Signs (Commercial, Institutional, and Industrial)

Use	Maximum Square footage per sign	Maximum Square footage cumulative	Maximum Height	Minimum Setback from property lines	Number of Signs permitted	Direct Lighting
< 10,000 Square foot Buildings	32 Sq. Ft. + 1.5 Sq. Ft. for each lineal ft. of business frontage over 20'	Not to exceed 200 Square feet	See 155.08 (E) & (K)	N/A	1 per business façade/section of a façade	Yes, as long as the said sign is not facing residentially zoned property
10,000 – 25,000 Square Foot Buildings		Not to exceed 200 Square feet				
> 25,000 Square Foot Building		Not to exceed 200 Square feet				

E

Window Signs

Use	Maximum Coverage of each window and/or door glass	Maximum Height
Commercial	40%	Section 155.08 (E) & (K)

[Type here]

Convenience Store	20%	
-------------------	-----	--

F

Temporary Signs

	Under 5 acres		5 acres and over	
Zoning District	Aggregated Size	Height	Aggregated Size	Height
GU	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
RE, RS-1, 2, 3	16 sq. ft.	6 ft.	32 sq. ft.	10 ft.
RM-5, 8, 11, 15	16 sq. ft.	6 ft.	32 sq. ft.	10 ft.
RMH	16 sq. ft.	6 ft.	32 sq. ft.	10 ft.
OSR	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
OSC	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
I	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
P	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
CN	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
CG	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
CH	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
CS	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
WI	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
IN	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
U	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
PUD	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
MPUD	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.
LMD	32 sq. ft.	10 ft.	60 sq. ft.	10 ft.

Sec. 155.12. - Text Amendments.

Text amendments to the Sign Code shall be subject to the same requirements, process, and procedure outlined in sections 158.316—158.321 of the Code for text amendments to the Zoning Code.