

SECTION 16.40.120. SIGN CODE

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16.40.120.1. Purpose and Findings.

These regulations (herein, this "section" or "Sign Code") establish standards for the location, size, spacing and design of signs. These standards are content-neutral and regulate only the form, not the content, of signs. The City finds and determines that the following situations existed in the City and in the county prior to the adoption of this Sign Code on February 6, 1992, and that these conditions would occur without the regulations established in this revised Sign Code:

1. Inadequate sign regulation in the City;
2. Lack of attention to the relationship between proper sign regulation and the economic and other effects on the community;
3. Visual distraction and potential safety hazard posed to movement of traffic on public rights-of-way; and,
4. Failure to consider signs as an integral component of the urban landscape.

In order to address these issues, the City finds and determines that the most effective, efficient and equitable approach is the implementation of a system of sign regulation which shall serve as a minimum norm or standard.

The purpose of this Sign Code is to establish minimum standards for an orderly system of signs and improve the quality of sign regulation in the City in a manner that contributes to the economic well-being, visual appearance, and overall quality of life in the City. In particular, it is the purpose of this Sign Code to further the following objectives:

To establish a comprehensive system of sign regulation that addresses the full spectrum of principal sign

considerations on a uniform basis;

To establish a system of sign regulation that gives special recognition to protecting the natural characteristics and visual attractiveness that are essential to the economy of the City;

To address the minimum standards necessary to reduce the visual distraction and safety hazard created by sign proliferation along the public rights-of-way; and

To recognize the significance of signs and appropriate uniform regulation thereof as a component of community appearance and character in the City.

16.40.120.2. Applicability.

This Sign Code applies to any sign displayed, erected, or visible within the City.

16.40.120.3. Generally.

A. It is the intent of the City Council to regulate signs consistent with the zoning designation which establishes the character of the area in which the signs are located.

B. All new signs shall comply with all applicable building and electrical code requirements, design requirements, and other applicable requirements.

C. The replacement of a sign face in a lawful sign structure with a sign face of equal size and material shall not require a permit, provided that the sign structure complies with all applicable building code, electrical code, and design requirements of this Sign Code.

D. All signs shall be consistent with a uniform sign plan for multi-tenant structures or developments where a uniform sign plan is required.

E. All signs shall comply with design requirements where required by this Sign Code.

F. No person shall install, erect or create any sign without first obtaining a permit for the sign, except for exempt signs and prohibited signs, and except as may otherwise be provided specifically. No person who has obtained a permit for a sign shall install, erect or create a sign except in compliance with the terms of this Sign Code and any conditions or restrictions that may have been imposed upon the issuance of the permit. Any person who commences such work shall prosecute the work to completion, pass the final inspection, and obtain a certificate of occupancy for such work. Work commenced under a permit which expires before the work is completed shall be deemed to be work done without a permit. It shall be unlawful for any property owner to allow any uncompleted work to remain on property owned by such owner if the work was commenced prior to the issuance of a permit for the work and a permit has not been obtained for the work, or if a permit for such work was obtained but expired prior to completion and final inspection of the work and the permit has not been re-issued.

16.40.120.3.1. No Content Restrictions.

It is the intent of the City Council that protection of First Amendment rights shall be afforded by this Sign Code. Accordingly, any sign, display, or device allowed under this Sign Code may contain, in lieu of any other copy, any otherwise lawful noncommercial message that does not direct attention to a business operated for profit, or to a commodity or service for sale, and that complies with applicable size, lighting, dimension, design, spacing, and permitting requirements of this Sign Code.

16.40.120.3.2. Exempt Signs.

The following sign types are exempt from the permitting process and are exempt from other provisions of this Sign Code, but are not exempt from the requirements imposed by this subsection or from applicable requirements of the Sign Code relating to construction, illumination, placement, safety, and nonconformity, and are not exempt from other regulations related to public health, safety and welfare. Such sign types are not calculated as part of allowable freestanding or wall signs unless included as an integral component of a freestanding or wall sign.

Address numbers. The address numbers shall be at least four inches in height, in Arabic numerals and of contrasting color to background and displayed on the front of the structure.

A-frame signs, when placed on sidewalks in front of businesses within Corridor Commercial Traditional (CCT) and Downtown Center (DC) zoning districts. A-frame signs shall be allowed only for businesses that are situated in buildings that comply with the design criteria of the Corridor Commercial Traditional (CCT) and Downtown Center (DC) zoning districts. No more than one such sign shall be allowed for each customer entrance to a business from the sidewalk. An A-frame sign may be displayed on the sidewalk only during hours of operation of the business. An A-frame sign shall not exceed four square feet and five feet in height. Such signs are not allowed within four feet of the curb of the street. A minimum sidewalk clearance of four feet shall be required.

Artwork. Artwork, provided that all of the following criteria are met:

1. The artwork meets the definition of "artwork" in this Sign Code; and
2. If the artwork is to be located on a structure that is a designated historic landmark or within a designated historic district, such location shall require approval of a certificate of appropriateness as prescribed in the City Code for the preservation of historic landmarks and historic districts.

Banners, museums. At a museum in a nonresidential zoning district, one banner may be allowed for every 50 feet of street frontage up to a maximum of three banners per street frontage. Each banner shall not exceed 240 square feet. Such banners shall not be included in the calculation of the total maximum area for wall or freestanding signs. Both ends of a banner shall be attached to the building.

Banners, street. City banners within the public right-of-way shall be allowed as approved by the POD.

Changeable copy or changeable message on lawful signs.

Commemorative and historic signs.

Construction/contractor signs, downtown. For any project located within the downtown center district, construction/contractor signs of unlimited area may be attached to any fencing approved to surround or secure an active construction site, provided that such signs do not exceed eight feet in height. Such signs shall only be allowed when there is an open demolition or construction permit for the site upon which the project is to be constructed. If no building permit is required for the project, the sign may be displayed only during the period that work is in progress.

Construction/Contractor signs, general contractor. One construction/contractor sign not to exceed a total of 32 square feet and up to ten feet in height may be displayed only during the time from building permit application to issuance of the certificate of occupancy. If no building permit is required for the project, the sign may be displayed only during the period that work is in progress.

Construction/Contractor signs, subcontractor. Up to five construction/contractor signs not to exceed a total of eight square feet each, and up to five feet in height for any subcontractor who is approved for work in concert with a building permit may be displayed only during the time from building permit application to issuance of the certificate of occupancy. If no building permit is required for the project, the sign may be displayed only during the period that work is in progress.

Construction signs, project. One construction sign not to exceed a total of 32 square feet per 100 lineal feet

of frontage and up to ten feet in height may be displayed from the time of site plan approval to issuance of the certificate of occupancy. If no building permit is required for the project, the sign may be displayed only during the period that work is in progress.

Employment signs. One employment sign shall be allowed for each business on a property. Such signs shall not exceed six square feet and four feet in height.

Flags. Flags, where allowed; see Supplementary Sign Regulations, below.

Free speech signs. One free speech sign shall be allowed on any lot where a residential use exists provided that such sign is located on private property and not within the visibility triangle at an intersection. The sign shall be no more than 12 square feet and six feet in height.

Garage or yard sale signs. Garage or yard sale signs are allowed only on the site where the sale takes place. One garage or yard sale sign is allowed on each site and shall not exceed four square feet.

Government and public signs. Informational, directional and regulatory signs within the public rights-of-way or on publicly-owned land that are installed by a governmental agency and which are legally required or necessary for the functions of the agency. Such signs shall not exceed nine square feet unless a larger size is required by law.

Home occupation signs. One home occupation sign shall be allowed for any address or premises which is the site of a lawful home occupation. The sign shall be a wall sign not exceeding four square feet. The sign shall not be internally illuminated. The sign shall have no text, numerals, symbols, logos or designs greater than eight inches in height.

Identification signs. One identification sign shall be allowed per business if the sign is attached, has a sign face which does not exceed two square feet, and has no text, numerals, symbols, logos, or designs greater than eight inches in height.

Menu signs, pedestal/sidewalk. A maximum of one sign per business is exempt if the sign complies with the requirements for A-frame signs. Menu signs for drive-through establishments are not exempt; see Supplementary Sign Regulations, below.

Menu signs, wall-mounted. A maximum of one sign per business is exempt if the sign does not exceed four square feet and has no text, symbols, logos, or designs greater than eight inches in height. Menu signs for drive-through establishments are not exempt; see Supplementary Sign Regulations, below.

On-site directional signs, minor. Signs that identify entrances, exits, drive-through lanes, loading, service, and other operational areas shall be allowed provided such signs do not exceed four square feet and four feet in height. Business names and logos shall not comprise more than 50 percent of the sign area. Such signs shall be permanently installed. On-site directional and directory signs for office/industrial parks, hospitals, colleges/universities, and regional shopping centers (more than 100,000 square feet) are not exempt; see Supplementary Sign Regulations, below.

Neighborhood and business recognition signs. Such signs shall be allowed for properties that are recognized by a neighborhood or business association as part of a regular program pursuant to a plan which has been accepted by the City. Such signs shall not exceed six square feet and four feet in height.

Political signs.

1. A political sign in a residential district shall not exceed six square feet and signs in nonresidential districts shall not exceed 32 square feet. The sign shall not be illuminated. The sign placement shall have the consent of the property owner if located within the lot boundary or within the public right-of-way directly abutting the lot, or between the road surface and the lot. Regardless of who installed the sign, the property owner and tenant, if any, shall be responsible for compliance of their property and the adjacent right-of-way with these regulations. Nothing herein shall be construed to restrict the ability of the property owner and tenant to remove signs from their private property and the adjacent right-of-way.

2. No more than one political sign per candidate or issue shall be placed on a lot unless it

is a lot having more than one street frontage, in which case additional signs per candidate or issue may be placed so long as there is no more than one sign per street frontage.

3. Political signs on private property or in the right-of-way shall not exceed eight feet in height. A political sign shall be located a minimum of six feet from the curb or the edge of the pavement where no sidewalk exists or, where a sidewalk exists, anywhere on the side of the sidewalk away from the street. Where there is no pavement, the signs shall be a minimum of six feet from the edge of the portion of the road used for vehicular traffic and, where a sidewalk exists, anywhere on the side of the sidewalk away from the street. No part of any sign shall be located on or extend over any portion of a sidewalk.

4. Any person wishing to place a sign or signs within a public right-of-way shall execute and file with the City clerk a "hold harmless" agreement stating that, in consideration of the privilege of placing a sign or signs within the public right-of-way, the person agrees to defend and hold the City and its officer, agents and employees harmless from any and all claims, liability, costs and expenses, including attorney's fees, arising from the existence of or erection of the sign or signs. The agreement shall be filed prior to the erection of any such sign. Political signs found within the public right-of-way for which an executed "hold harmless" agreement has not been filed with the City clerk shall be subject to removal and destruction without notice.

5. Political signs shall be removed not later than one week after the election. A political sign remaining on display more than one week after the election shall be deemed a free-speech sign, subject to the restrictions on the placement of such signs.

6. Exception for polling places on Election Day. On the day of an election, between the hours of 4:00 a.m. and 7:00 p.m., political signs not exceeding six square feet may be placed in the right-of-way abutting any polling place between the curb or edge of pavement and sidewalk. Each candidate or issue may have two signs for each street side at each polling place.

No part of any sign shall be placed within four feet of any part of another sign and no part of the sign shall be located on or extend over any portion of the right-of-way that is within two feet of the closest part of the curb or if there is no curb, the pavement or portion of road designed or used for vehicular traffic. Such signs shall not be removed by the City unless the sign is in a visibility triangle and exceeds 36 inches in height, or violates any of the provisions of this subparagraph.

Real estate signs, single-family residential uses. One non-illuminated real estate sign not exceeding six square feet and six feet in height shall be allowed for single-family residential uses.

Real estate signs, all other uses. One non-illuminated real estate sign not exceeding 32 square feet and eight feet in height shall be allowed for all uses except single-family residential uses.

Real estate signs, open house. Not more than four directional off-site real estate signs are allowed on those days when there is an open house conducted on the property. Such signs shall not exceed four square feet and three feet in height. Waterfront parcels are allowed one additional such sign oriented toward the water on such days.

Religious emblems. Religious emblems or logos shall be allowed for any house of worship provided they are not an integral component of a freestanding or wall sign. If such emblem or logo is an integral component of a freestanding or wall sign, such freestanding or wall sign shall be subject to the permitting requirements and area and height restrictions otherwise applicable to the freestanding or wall sign.

Signs held by the hand of a person and not attached to any pole or other object affixed to the ground.

Umbrella signs. Signs printed on umbrellas. No signs shall be attached or suspended from umbrellas.

Undercanopy identification signs. One sign of up to four square feet for any business that is located at the street level and has a canopy. Signs shall have a minimum clearance of eight feet from the sidewalk to the lowest part of the sign.

Vehicle signs. A vehicle sign which identifies a product or service of the owner or lessee of the vehicle, or an advertising device attached to and within the normal unaltered lines of a vehicle of a licensed transit carrier (i.e., bus, trolley or taxicab), when and during that period of time said vehicle is regularly and customarily traversing or otherwise using a public right-of-way during the normal course of business of the vehicle owner or lessee or the transit carrier, is exempt. Provided, however, that any such vehicle shall, when not traversing or otherwise using a public right-of-way, be parked or stored at a location where commercial vehicles may be parked or stored, such as temporary parking for the convenience of the operator (i.e., restaurant, service station) but not overnight parking where commercial vehicles may not be parked or stored.

Vending signs. Signs printed on devices that dispense merchandise shall be allowed, provided such signs relate to the merchandise being sold and do not extend beyond the surface of the device. Examples of such devices shall include, but not be limited to, newspaper stands, gasoline pumps, telephone booths, and vending machines.

Warning signs. A warning sign shall not exceed six square feet and six feet in height.

Window signs, non-illuminated. The maximum cumulative area of non-illuminated signs in a window shall be 50 percent of the total window pane area. Window signs that are illuminated shall be included in the wall signage allowable for the site.

(Ord. No. 876-G, § 22, 2-21-2008; Ord. No. 893-G, § 6, 9-4-2008)

16.40.120.3.3. Prohibited signs.

The following types of signs are prohibited except where such signs may be expressly allowed under this Sign Code:

Abandoned signs.

Banners, unless exempt or a permit has been issued for such banner as a temporary sign.

Bus shelter signs and bench signs except when approved by a local government, pursuant to Florida Statutes. A sign which identifies the transit company or its route schedule is not prohibited.

Cold air inflatables except as allowed for Temporary Signs in this section.

Damaged signs that exist in a damaged state for more than 90 consecutive days.

Lighting devices that project light or laser beams to form text, graphics, logos, or artwork upon streets, walkways, fences, sign structures, or exterior walls of buildings, and the text, graphics, logos or artwork projected by such lighting devices, except that text, graphics, logos or artwork may be projected against an exterior wall if the area of the wall occupied by such text, graphics, logos or artwork does not exceed the area of a wall sign that would be allowed, and such area together with existing wall signs does not exceed the number of wall signs allowed. Provided, however, that a permit shall be required prior to projecting such text, graphics, logos or artwork, and the applicant shall demonstrate that the lighting device, light, and laser beams to be utilized shall cause no threat to public health or safety, including but not limited to any risk of eye injury.

Off-premises signs.

Pavement markings, except official traffic control markings, markings authorized by any agency having jurisdiction over a particular roadway, and markings on a vehicular use area as shown on an approved site plan.

Pennants.

Roof signs, except for lawful integral roof signs in nonresidential districts.

Portable signs, including but not limited to inflatable and other gas- or air-filled devices.

Portable trailer signs.

Signs attached to or painted on piers or seawalls, except official regulatory or warning signs.

Signs in or upon any body of water (river, bay, lake, or other body of water) within the limits of the City, except official regulatory or warning signs.

Signs that are a threat to public health or safety because of their condition or location.

Signs that are located on or project over public rights-of-way, publicly-owned lands, or easements for the use of the public or public utility service providers, except signs required or erected by permission of a governmental agency. Such prohibited signs shall include, but are not limited to, handbills, posters, advertisements, or notices that are attached in any way to or upon lampposts, telephone poles, utility poles, bridges, sidewalks, or other public property or improvements.

Signs that emit light or reflect glare of such intensity, brilliance or duration as to impair the vision of any motorist, cyclist, or pedestrian using or entering a travelway, or to constitute a nuisance that substantially impairs the enjoyment and use of property.

Signs that simulate or contain a likeness of a traffic control device.

Signs that emit sound, vapor, bubbles, smoke, odor, particles, or gaseous matter.

Signs that have unshielded illuminating devices permitting a light bulb or other light source to be viewed with the naked eye from off the premises.

Signs that have blinking, flashing, or fluttering lights or other illumination devices which have a changing light intensity, brightness, color, or direction.

Signs that move, revolve, twirl, rotate, or flash, including, but not limited to: animated signs, multiprism signs, and beacon lights except when required by the Federal Aviation Administration or other governmental agency. Tri-vision signs shall be permitted for large facility signs.

Signs that obstruct, conceal, hide, or otherwise obscure from view any official traffic or government sign, signal, or device.

Signs that present a potential traffic or pedestrian hazard, including signs that obstruct visibility.

Snipe signs. The placement of this prohibited sign is transient in nature and irreparable. The adoption of this prohibition shall be deemed notice of the violation. The person or business in possession or control of the snipe sign and the person or business who owns or is advertised or identified (by name, address or other contact information) on the sign may be cited immediately upon observation of the violation. The person or business who owns or is advertised or identified on the sign shall be presumed to have permitted the placement of the snipe sign in the absence of evidence to the contrary. The term "transient in nature" shall mean that a condition exists on a temporary, periodic, or non-permanent basis.

The term "irreparable" shall mean the condition is incapable of being remedied, as the harm sought to be prevented has already occurred.

Streamers.

Three-dimensional objects that are used as signs. The term includes objects that are not necessary for use or function of the site, objects that are exaggerated in size, color, and depiction so as to attract attention, or objects that are directly related to the finished product or service sold within an establishment.

Vehicle signs. A vehicle sign which is parked on or otherwise utilizing a public right-of-way, public property or private property so as to be viewed from a public right-of-way for the purpose of attracting the attention of the traveling public to advertise a product or service or to direct people to the location of a business or activity, and which does not qualify as an exempt sign (see above), is prohibited.

Any sign that is not specifically allowed by this Sign Code.

(Ord. No. 893-G, § 6, 9-4-2008)

16.40.120.3.4. Abandoned signs.

A. Any on-premises sign that advertises a business or other activity that is not in operation on the premises shall be deemed an abandoned sign beginning 90 days after the business or other activity ceases operation. The following regulations shall apply to such signs:

1. Prior to the expiration of such 90-day period, the owner shall take one of the following actions:

- a. Paint over the message on the sign that advertises the business or other activity.
- b. Remove the sign face and replace it with a blank sign face.
- c. Reverse the sign face and not illuminate the sign from the interior.

2. The owner may utilize the sign to display the message, "this space available," or words of similar significance, and the name and telephone number of the owner or the owner's agent, while the premises are vacant. A sign which contains such a message and which otherwise complies with the requirements of this Sign Code shall be deemed an allowable temporary sign for which a permit shall not be required.

B. If an existing building or structure is demolished for redevelopment, any existing freestanding on-premises signs shall be considered abandoned and shall be removed at the time of demolition unless the sign complies with the height, sign area, and placement requirements of this Sign Code. This shall not be deemed to require the removal of a lawful off-premises sign.

C. If a freestanding on-premises sign is abandoned for six months or more, and such sign is nonconforming as to height, sign area, or placement, such sign shall be removed. No permit for a new freestanding sign shall be issued until the abandoned sign is removed. This shall not be deemed to require the removal of a lawful off-premises sign.

16.40.120.3.5. Nonconforming signs.

A. Except as provided in this Sign Code, a sign shall not be erected, raised, moved, placed, reconstructed, extended, enlarged, or altered, unless in conformity with this Sign Code.

B. Nonconforming signs may be maintained or repaired. However, if a nonconforming sign is relocated or replaced, or structurally altered by more than 25 percent of the replacement cost of the sign, the sign shall be made to conform to this Sign Code.

16.40.120.4. Subdivision Entrances and Multifamily Uses.

The following types of signs shall be permitted for subdivision entrances and multifamily uses having three or more units in any zoning district:

TABLE INSET:

Subdivision Entrances and Multifamily Uses having three or more units		
Freestanding Signs	Permitted number of signs	Up to two single-faced signs per subdivision entrance, one on each side of the entrance if the subdivision/development is located on both sides of the entry OR One double-faced sign
	Maximum sign area	24 square feet per sign face; for properties with 100 or more feet of frontage, an additional 12 square feet per sign face shall be permitted for every additional 50 feet of frontage up to a maximum of 72 square feet.
Wall Signs	Maximum height	10 feet
	Maximum sign area	One wall sign may be substituted for one permitted freestanding sign. Sign area shall be the same as would be permitted for the freestanding sign.

16.40.120.5. Neighborhood and Mobile Home Districts.

The following types of signs shall be permitted within the neighborhood and mobile home zoning districts:

TABLE INSET:

Neighborhood and Mobile Home Districts (NT, NS, NSM, NMH) (All uses, except subdivision entrances and single-family, duplex and multifamily residential uses)		
Freestanding Signs	Permitted number of signs	One
	Maximum sign area	48 square feet per sign face
	Maximum height	10 feet
Wall Signs	Maximum sign area	1.75 square feet per linear front foot up to a maximum of 48 square feet

16.40.120.6. Corridor Residential Districts.

The following types of signs shall be permitted within the corridor residential zoning districts:

TABLE INSET:

Corridor Residential Districts (CRS, CRT) (All uses, except subdivision entrances and single-family, duplex and multifamily residential uses)		
Freestanding Signs	Permitted number of signs	One
	Maximum sign area	48 square feet per sign face For a property in excess of 10 acres which has an approved master site plan, the first permitted free standing sign in each yard shall not exceed 60 square feet per sign face. All other permitted freestanding signs in each yard shall not exceed 48 square feet per sign face.

	Maximum height	10 feet
Wall Signs	Maximum sign area	1.75 square feet per linear front foot up to a maximum of 48 square feet

(Ord. No. 893-G, § 6, 9-4-2008)

16.40.120.7. Corridor Commercial Traditional Districts.

The following types of signs shall be permitted within the corridor commercial traditional zoning districts:

TABLE INSET:

Corridor Commercial Traditional Districts (CCT) (All uses, except subdivision entrances and single-family, duplex and multifamily residential uses)		
Freestanding Signs	Permitted number of signs	One for signs greater than eight feet tall. Two if all freestanding signs are eight feet in height or less; and with a minimum of 100 feet of frontage.
	Maximum sign area	64 square feet per sign face
	Maximum height	15 feet
Wall Signs	Maximum sign area	1.75 square feet per linear front foot up to a maximum of 150 square feet For buildings of four or more stories in height, one additional sign shall be permitted for building identification at the top of the building. The allowable sign area shall be 3.0 square feet per lineal vertical foot of the building up to a maximum of 300 square feet.

16.40.120.8. Corridor Commercial Suburban Districts.

The following types of signs shall be permitted within the corridor commercial suburban zoning districts:

TABLE INSET:

Corridor Commercial Suburban Districts (CCS) (All uses, except subdivision entrances and single-family, duplex and multifamily residential uses)		
Freestanding Signs	Permitted number of signs	One for signs greater than eight feet tall. Two if all freestanding signs are eight feet in height or less; and with a minimum of 100 feet of frontage.
	Maximum sign area	One square foot per linear front foot up to a maximum of 64 square feet
	Maximum height	20 feet
Wall Signs	Maximum sign area	1.75 square feet per linear front foot up to a maximum of 150 square feet For buildings of four or more stories in height, one additional sign shall be permitted for building identification at the top of the building. The allowable sign area shall be 3.0 square feet per lineal vertical foot of the building up to a

		maximum of 300 square feet.
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16.40.120.9. Suburban Centers.

The following types of signs shall be permitted within the suburban center zoning districts.

TABLE INSET:

Suburban Center Districts (RC, EC, IC) (All uses, except subdivision entrances and single-family, duplex and multifamily residential uses)		
Freestanding Signs	Permitted number of signs	One for signs greater than ten feet tall. Two if all freestanding signs are ten feet in height or less; and with a minimum of 300 feet of frontage.
	Maximum sign area	One square foot per linear front foot up to a maximum of 150 square feet For buildings of four or more stories in height, one additional sign shall be permitted for building identification at the top of the building. The allowable sign area shall be 3.0 square feet per lineal vertical foot of the building up to a maximum of 300 square feet.
	Maximum height	20 feet
Wall Signs	Maximum sign area	1.75 square feet per linear front foot up to a maximum of 150 square feet

16.40.120.10. Downtown Center.

The following types of signs shall be permitted within the downtown center zoning district.

TABLE INSET:

Downtown Center (DC) (All uses, except subdivision entrances and single-family, duplex and multifamily residential uses)		
Freestanding Signs	Permitted number of signs	One
	Maximum sign area	One square foot per linear front foot up to a maximum of 48 square feet
	Maximum height	15 feet
Wall Signs	Maximum sign area	1.75 square feet per linear front foot up to a maximum of 150 square feet For buildings of four or more stories in height, one additional sign shall be permitted for building identification at the top of the building. The allowable sign area shall be 3.0 square feet per lineal vertical foot of the building up to a maximum of 300 square feet.

16.40.120.11. Industrial Suburban Districts.

The following types of signs shall be permitted within the industrial suburban zoning districts.

TABLE INSET:

Industrial Suburban District (IS) (All uses, except subdivision entrances and single-family, duplex and multifamily residential uses)		
Freestanding Signs	Permitted number of signs	One for signs greater than ten feet tall. Two if all freestanding signs are ten feet in height or less; and with a minimum of 300 feet of frontage.
	Maximum sign area	One square foot per linear front foot up to a maximum of 150 square feet
	Maximum height	20 feet
Wall Signs	Maximum sign area	1.75 square feet per linear front foot up to a maximum of 150 square feet For buildings of four or more stories in height, one additional sign shall be permitted for building identification at the top of the building. The allowable sign area shall be 3.0 square feet per lineal vertical foot of the building up to a maximum of 300 square feet.

16.40.120.12. Industrial Traditional Districts.

The following types of signs shall be permitted within the industrial traditional zoning districts.

TABLE INSET:

Industrial Traditional District (IT) (All uses, except subdivision entrances and single-family, duplex and multifamily residential uses)		
Freestanding Signs	Permitted number of signs	One
	Maximum sign area	One square foot per linear front foot up to a maximum of 64 square feet
	Maximum height	10 feet
Wall Signs	Maximum sign area	1.75 square feet per linear front foot up to a maximum of 48 square feet For buildings of four or more stories in height, one additional sign shall be permitted for building identification at the top of the building. The allowable sign area shall be 3.0 square feet per lineal vertical foot of the building up to a maximum of 300 square feet.

16.40.120.13. Planned Development Districts.

The following types of signs shall be permitted within the Planned development districts.

TABLE INSET:

Planned Development Districts (NPUD) (All uses, except subdivision entrances and single-family, duplex and multifamily residential uses)		
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Freestanding Signs	Permitted number of signs	The number, size, and height of freestanding signs shall be as prescribed by the regulations for signs in the underlying zoning district in which the development is located.
	Maximum sign area	
	Maximum height	
Wall Signs	Maximum sign area	The size of wall signs shall be as prescribed by the regulations for signs in the underlying zoning district in which the development is located.

(Ord. No. 876-G, § 20, 2-21-2008)

16.40.120.14. Uniform Sign Plan Required.

For any site on which the owner proposes to erect one or more signs requiring a permit the owner shall, in addition to other information required to be provided in the sign permit application, submit two copies of a uniform sign plan for the site which contains the following information:

1. A plan of the site, drawn to scale, which shows the locations of buildings, parking lots, driveways, landscaped areas, adjoining streets and avenues, and the locations of all existing and proposed signs, including but not limited to signs exempt from permitting requirements;
2. A listing of existing and proposed sign types, the number of each existing and proposed sign type, the height of each existing and proposed sign, the area of each existing and proposed sign, and the maximum total area of all the existing and proposed signs;
3. Detailed drawings for each existing and proposed sign, indicating the dimensions, design, structure and location of each sign; provided that the message to be displayed on each sign shall not be required on such drawings. The drawings shall demonstrate a uniform plan for the signs with respect to the location and dimensions, materials, method of illumination and, for wall signs, the method of attachment;
4. Name, address, and telephone number of the person erecting the sign for which a permit is sought;
5. If the application is submitted by anyone other than the property owner, the application shall include or be accompanied by a written consent from the property owner indicating that the owner consents to the application, the uniform sign plan, and issuance of the permit;
6. Such other information as the POD may reasonably require to demonstrate full compliance with the requirements of this Sign Code and all other applicable ordinances of the City.

16.40.120.15. Supplementary Sign Regulations.

In addition to the regulations prescribed by this Sign Code, the following regulations for certain types of signs shall apply.

- A. Awning Signs (Illuminated). The sign area for signs integrated into an illuminated awning shall include the entire area of awning, unless the background color is matches the background color of other awnings on the site, if any, and is part of a uniform sign plan for a multi-tenant building, or the background color is not associated with a corporate logo or identity.

B. Electronic Message Centers. Electronic message center signs shall comply with the following regulations:

1. Electronic message center signs are permitted in all zoning districts except for neighborhood and corridor residential districts.
2. An electronic message center sign shall be permitted only as an integral component of a freestanding sign or, to the extent permitted by these regulations, as an integral component of a building sign.
3. An electronic message center sign shall comprise less than 50 percent of the overall sign area of the sign structure and shall not, in any case, exceed 32 square feet in area. An electronic message center sign shall be compatible with the design of the sign structure, including width, depth, and color of the cabinet.
4. A message shall not change more frequently than once per six seconds. The display of text only is permitted. The displays of non-text graphics are prohibited. Flashing, chasing and scintillating lighting or operations are prohibited.
5. Electronic message center signs at an arena, theater, or other place of public assembly on a site consisting of 15 acres or more with 1,900 or more fixed seats may be attached to a wall or to a free standing sign, or both. At such locations, an electronic message center sign is not subject to the size limitations set forth above and may display non-text graphics. The allowable area for identification signs located at an arena, theater or other public place of assembly on a site consisting of 15 acres or more with 1,900 or more fixed seats shall not exceed 250 square feet per side.

An electronic message center sign is deemed to be an on-premise sign but may also provide community, governmental and public information announcements. No variances to this subsection may be granted and the POD shall not accept any application therefore.

6. Electronic message center signs within large facility signs shall not exceed 50 percent of the overall sign area. At such locations, an electronic message center sign is not subject to the size limitations of subparagraph C.3 above and may display non-text graphics.

C. Flags.

1. Up to three flags may be displayed on any site, regardless of the number of flagpoles installed on the site.
2. Up to three flagpoles shall be allowed on any site.
3. The maximum vertical dimension of any flag displayed from a flagpole shall be 20 percent of the height of the flagpole upon which the flag is displayed, or in the absence of a flagpole, 20 percent of the distance from the top of the flag to the ground.
4. Flags which read "model," "open," "open house," or any other phrase which identifies property for sale may be displayed in the following locations and numbers. The maximum height of such flags shall be eight feet and the maximum size shall be 15 square feet. No more than two such flags shall be allowed at the entrance to any development and not more than two such flags shall be allowed at the site of the model or property for sale.

D. Large Facility Signs. Large facility signs for an arena, theater, or other place of public assembly may be permitted as follows:

1. A maximum of one large facility sign may be permitted if no freestanding or wall

signs have been utilized on the site.

2. Large facility signs may be either freestanding or wall signs.
3. The following types of display components shall be permitted as part of a large facility sign and may be combined within any one sign face:
 - a. Electronic message center signs Tri-vision signs that do not exceed 35 percent of the overall sign area.
 - b. Internally illuminated or non-illuminated cabinets and letters.
4. Operational restrictions. Not less than one-half of the sign area shall at all times provide information relating specifically to the primary use of the site or some form of community, governmental or public information announcement. Less than one-half of the sign area may be on-premise signs providing information relating to products or services available on the facility site.
5. Such signs shall be permitted only on sites that are contiguous to the interstate highway rights-of-way. Such signs shall be installed adjacent to the interstate highway right-of-way and shall be oriented toward the interstate highway right-of-way.
6. The area of such a large facility sign shall not exceed the otherwise allowable freestanding and wall sign area not being utilized on the site. A large facility sign shall not exceed 1,700 square feet per side. Two-sided signs shall be permissible.

For the purposes of the area limitations of this subparagraph, only one side of a two-sided sign shall be counted. No variances to the area limitations may be granted and the POD shall not accept any application for an area limitation variance.
7. The bottom of the sign frame shall not extend more than 20 feet above the crown of the interstate roadway surface closest to the sign and the top of the sign shall not extend more than 60 feet above the crown of the interstate roadway surface closest to the sign.
8. The sign shall be setback a minimum of ten feet from all property lines or such greater distance as may be required by Florida Department of Transportation.
9. No permit shall be issued for a large facility sign unless the sign is in compliance with the requirements of this Sign Code and is included in, and consistent with, the uniform sign plan for the site.
10. Prior to the issuance of a permit for a large facility sign the proposed sign and location thereof shall be reviewed and approved by the Florida Department of Transportation for issues relating to public safety and other issues that may be deemed relevant by that agency. Due to the changeable message capabilities of the electronic message center portion of the large facility sign, prior to issuance of the permit for the sign, the operator of the sign shall enter into an agreement with the City to provide for public service announcements on a regular basis. Such announcements shall be provided regularly throughout the day and year and shall include messages of significant public interest related to safety and traffic matters (e.g., Amber Alerts, traffic hazards and congestion, hurricane evacuation notices, and traffic alerts or advisories) and messages related to City-sponsored and co-sponsored events. Messages shall be posted upon receipt of notice from the City or its designee and shall continue to be posted throughout the duration of the event in a manner designed to provide reasonable and effective notice of the event (such posting shall not be exclusive of other messages).

E. Menu signs for drive-through establishments. There shall be not more than two signs per drive-through lane. Each sign shall not exceed 40 square feet and eight feet in height.

No speaker shall be oriented to face a single-family residence or a district that permits a residential use, unless buffering is provided.

F. Off-Premise Signs.

1. A lawfully erected off-premises sign may be relocated upon the same site or to an adjoining site under the same ownership, provided that the sign after such relocation complies with the following requirements. No variance from this requirement may be approved and the POD shall not accept any application for any such variance.

a. Except for such relocated signs, no new off-premises sign may be erected upon any site upon which another building or structure has been erected on the site unless the building or structure is removed prior to or simultaneously with the erection of the sign. In such cases, after the erection of such sign, no other building or structure except a wall or fencing may be permitted upon the zone lot and no building permit for any building or structure shall be issued which is contingent upon the removal of the sign, unless the owner of the property voluntarily elects to remove the sign.

b. This subparagraph F.1 shall not apply when the owner of the land on which a lawfully erected sign is located is seeking to have the property redesignated on the City or countywide future land use map of the comprehensive plan for exclusively single-family residential use; in such instances, if the property is redesignated for such residential use, the sign shall be removed prior to the issuance of a permit for any residential building or structure.

2. Lot area. The sign shall be located on a lot or parcel having no less than 50 linear feet of frontage.

3. Location. Off-premises signs shall be allowed only on sites in Corridor Commercial Traditional (CCT), Corridor Commercial Suburban (CCS), Employment Center (EC), Retail Center (RC), Institutional Center (IC), Industrial Suburban (IS) and Industrial Traditional (IT) which are abutting interstate or federal-aid-primary designated roads.

4. Area. The maximum area for an off-premises sign shall be 672 square feet per sign face. Two such sign faces may be mounted back to back on the same sign structure.

5. Height. The maximum height shall be 25 feet. If the sign is on a parcel contiguous to an overpass or elevated road (excluding service roads) from which the sign is designed to be viewed, the maximum height of the sign shall be measured vertically from the average elevation of the crown of the roadway surface of the overpass or elevated road. The average elevation shall be determined by averaging the elevation of the crown of the roadway surface between the horizontal extensions of the boundary lines of the contiguous parcel upon which the sign is to be located, where such boundary lines intersect the crown of the overpass or elevated road.

6. Separation requirements. Off-premises signs shall not be located within a radius of 1,500 feet of another such sign on Interstate designated roadways, and shall not be located within a radius of 1,000 feet of another such sign on all federal-aid-primary (FAP) designated roadways. Additionally, no off-premises sign shall be placed within 500 feet of residentially zoned property. Residentially-zoned property within the National Highway System, Interstate, and FAP right-of-way(s) shall be exempt from this spacing requirement.

7. Setbacks. The sign shall be set back behind the front, street side, and side yards required by the applicable zoning district regulations.

8. Intergovernmental coordination. In those locations at or in proximity to jurisdictional boundaries where inconsistent sign regulations would serve to undermine the purpose and intent of these regulations, the City may enter into an agreement to provide for the basis of regulation in such transition areas; provided, that the operative terms of any such agreement shall be incorporated into these regulations by adoption of an ordinance before such terms may take effect.

G. On-site directional and directory, major. Directional and directory signs which are located on the site of office/industrial parks, hospitals, colleges/universities, and regional shopping centers (more than 100,000 square feet) shall be permanently installed, and shall require a permit.

H. Temporary Signs.

1. Temporary signs, banners. Up to two banner signs per site or business shall be permitted in any zoning district, except residential uses having ten dwelling units or less. Such banners shall be attached to an existing freestanding sign structure or to a legally permitted structure or building. The maximum area of each banner shall not exceed 48 square feet. The maximum period for display shall not exceed 14 days per permit.

2. Temporary signs, cold-air inflatable. One cold-air inflatable sign per site shall be permitted in commercial corridor, downtown, and suburban center districts. Signs attached to or integrated into inflatable devices shall not exceed 150 square feet. The actual inflatable device shall not exceed 25 feet in any dimension and shall be attached to the ground. The maximum period for display shall not exceed ten days per permit.

3. Temporary signs, freestanding. One freestanding temporary sign per site shall be permitted in any zoning district except residential uses having ten dwelling units or less. Such signs shall have a maximum height of eight feet and a maximum area of 48 square feet. The maximum period for display shall not exceed 30 days per permit.

4. Frequency. The use of temporary signs shall be restricted to four times per calendar year per site, per business, regardless of the type of sign displayed. A display of temporary signs may consist of any combination of the types of temporary signs listed above; provided, that the maximum period for displays of a sign type shall not be exceeded.

(Ord. No. 893-G, § 6, 9-4-2008)

16.20.140.16. Design Requirements.

All signs except temporary signs and off-premises signs shall be subject to the design requirements below:

1. Freestanding Signs. Signs shall be designed to complement the architectural design of the building, utilizing the same materials, colors, finishes, and details. In addition to color, freestanding signs shall incorporate at least one additional element (such as, but not necessarily limited to, building material, architectural feature) to reflect the architectural design of the building.

2. Freestanding Monument Signs. All signs of ten feet in height or less shall be designed as monument signs. The materials, finishes and colors of the base shall match the architectural design of the building. In lieu of a monument base, any combination of landscaping of sufficient density and maturity at the time of planting may be used to achieve the same opacity as would have been achieved with the monument base.

3. Tenant Panels in Freestanding Signs. All tenant panels in freestanding signs, including those added to existing sign structures, shall be constructed of the same materials and illuminated by the same method. Panels added to existing signs shall match the existing panels with respect to their color, materials, and illumination.
4. Landscaping. All freestanding and monument signs shall be landscaped around the base of the sign structure. Landscaping (e.g. ornamental trees, shrubs, and ornamental plants) shall meet the requirements for foundation landscaping as prescribed by this Code.
5. Wall Signs. Wall signs shall not be installed in a manner that detracts from the architectural design of a building. Wall signs shall not be installed over windows, doors, or other types of fenestration.
6. Wall Signs for Multi-Tenant Developments. Wall signs installed within a development having three or more tenant spaces shall be consistent with a uniform sign plan for the development. The uniform sign plan shall demonstrate that the signs will be consistent with each other with respect to size, materials, method of illumination and, for wall signs, method of attachment.
7. Illumination of Signs Adjacent to Single-Family Uses. No wall or freestanding sign located within 50 feet of a property with a single-family use or zoned for a single-family use shall be internally illuminated.

16.40.120.17. Number, Area, Height, and Placement Requirements.

The following rules shall apply to the following types of signs.

1. Freestanding Signs.

- a. Number. No more than one freestanding sign shall be permitted within any yard, unless such yard has a minimum frontage of 500 feet. In such case, a second freestanding sign may be permitted provided the signs are placed a minimum of 300 feet apart.

This provision shall not be applicable when other provisions of this Sign Code which allow more than one sign in any yard are utilized.

- b. Height. The height of a sign shall be measured from the finished grade of the yard in which the sign is located to the top of the sign structure or sign. If the sign is on a parcel contiguous to an overpass or elevated road (excluding service roads) from which the sign is designed to be viewed, the maximum height of the sign shall be measured vertically from the average elevation of the crown of the roadway surface of the overpass or elevated road. The average elevation shall be determined by averaging the elevation of the crown of the roadway surface between the horizontal extensions of the boundary lines of the contiguous parcel upon which the sign is to be located, where such boundary lines intersect the crown of the overpass or elevated road.

- c. Placement.

- (1) Visibility Triangle and Visual Clearance. All freestanding signs shall be installed in compliance with requirements for sight clearance and visibility triangles, as prescribed by this Code, or any additional requirements of any county, state, or federal agency having regulations related to the placement of structures adjacent to roadways under their jurisdiction.

- (2) Yards. The primary freestanding sign shall be installed within the yard abutting the roadway having the highest classification or use, regardless of which yard is defined as the legal front yard.

- (3) Setbacks. Minimum setbacks for freestanding signs shall be as follows:
 - (a) Zero feet for signs that are six feet in height or less.
 - (b) Three feet for signs that are ten feet in height or less but greater than six feet in height.
 - (c) Five feet for signs that are 15 feet in height or less but greater than ten feet in height.
 - (d) Ten feet for signs that are greater than 15 feet in height.
- (4) Intersections. No more than one freestanding sign shall be installed within 25 feet of a street intersection. If the property within 25 feet of an intersection is not under common ownership, the first freestanding sign to be lawfully erected within 25 feet of the intersection shall preclude the erection of a second freestanding sign within 25 feet of the intersection.
- (5) Conflicts. The POD shall have authority to grant minor variances to the required locations and setbacks for freestanding signs to address specific site conflicts that might result from existing trees, overhead utilities, or other site conditions. Applicants for such variances shall be required to demonstrate compliance with the criteria for granting of variances as prescribed by this Code. Such variance shall be granted only after a finding by the POD that such variance does not negatively affect the public health, safety, or welfare.

d. Signs for Properties with Multiple Street Frontages. For lots having more than one street frontage, one additional freestanding sign shall be allowed for each additional street frontage. The sign face area and height allowed shall be a percentage of the primary sign face area and height based on the classification of the non-primary frontage roadway as shown on the Future Major Streets Map of the Comprehensive Plan, and as outlined in the table below:

TABLE INSET:

Non-Primary Frontage Classification	Percent of Primary Sign Face Area and Height
Arterial	100 percent
Collector	75 percent
All others	50 percent

2. Wall Signs.

- a. Number. There shall be no limit to the number of wall signs on any one wall provided that the total sign area of such signs does not exceed the maximum allowable area for wall signs.
- b. Area Calculation. The maximum allowable area for wall signs shall be calculated using the front foot measurement along the building frontage. For lots having more than one street frontage, sign area calculations shall be allocated to each building facade facing an abutting street.
- c. Height. The height of a wall sign attached to a one-story building shall not exceed the allowable height of the building or the lowest part of the roof, whichever is lower. For two-story buildings, wall signs shall be permitted on the same floor or fascia as the business to be identified. Except as otherwise permitted by this Sign Code, no wall signs shall be permitted above the second floor.
- d. Placement. The placement of wall signs shall be permitted as follows:

- (1) On the primary building facade facing the abutting street of the highest classification or use.
 - (2) On each side of a building that faces other streets if the property has multiple street frontages.
 - (3) On any secondary building facade containing the main building entrance.
 - (4) On any other building facade that has a fully finished architectural treatment matching other facades of the building, provided that the area of such signage shall be deducted from the maximum allowable area for all wall signs.
- e. Over Rights-of-Way. A wall sign within the downtown districts and traditional commercial corridors may be permitted to extend over the right-of-way, provided that the City shall have approved a minor easement permit for the sign.
- f. Signs for Properties with Multiple Street Frontages. For a property having more than one street frontage, one additional wall sign shall be allowed for each additional street frontage. The sign face area allowed shall be a percentage of the primary sign face area based on the classification of the non-primary frontage roadway as shown on the Future Major Streets Map of the Comprehensive Plan, and as outlined in the table below:

TABLE INSET:

Non-Primary Frontage Classification	Percent of Primary Sign Face Area
Arterial	100 percent
Collector	75 percent
All others	50 percent

16.40.120.18. Procedures and Enforcement.

- A. Permitting, Variances and Appeals. See the Application and Procedures Section.
- B. Enforcement.
 - 1. The erection, display, construction, maintenance, or use of any sign in any manner contrary to the requirements of this Sign Code shall be deemed a violation of the municipal code, punishable by fine or imprisonment as provided by Section 1-7 of the City Code or by the imposition of fines and liens as provided by Article II of Chapter 9 of the City Code, or by such other remedies as are available to the City. Each day that a violation continues to occur shall be deemed a separate violation.
 - 2. Any prohibited sign shall be removed from publicly-owned lands and rights-of-way upon demand by the City. Nothing shall prohibit a duly authorized officer or employee of the City from removing a sign from public property.
- C. Illegal Signs. Signs that existed on February 6, 1992, that were not in conformance with City Codes and ordinances at the time they were constructed are illegal signs and shall conform with this Sign Code or be removed. Signs which were constructed without a permit but which are currently lawful may remain if the owner demonstrates that the sign was or became lawful, provides an engineering certification that the sign is constructed according to Building Codes, and obtains an after the fact permit.

(Ord. No. 893-G, § 6, 9-4-2008)

16.40.120.19. Definitions.

As used herein, the following terms shall have the following meanings unless the context in which a term is used clearly indicates a different meaning:

Advertising. Any form of public announcement intended to aid, directly or indirectly, in the sale, use, or promotion of a product, commodity, service, activity, or entertainment.

A-frame sign. A non-illuminated incidental freestanding portable sign which is ordinarily in the shape of an "A" or some variation thereof. For purposes of this Sign Code, such signs shall also include, but not be limited to, pedestal signs and sandwich board signs.

Animated sign. Any sign which includes action, motion, the optical illusion of action or motion or color changes of all or any part of the sign face, requiring electrical energy or set in motion by movement of the atmosphere or a sign made up of a series of sections that turn and stop to show two or more pictures or messages in the copy area. "Animated sign" does not include signs which display time of day, temperature, or both, and does not include electronic message center signs or tri-vision signs.

Awning sign. Any sign that is a part of or attached to an awning, canopy, or other fabric, plastic or structural protective cover over a door, entrance, window, or outdoor service area.

Artwork. Drawings, pictures, symbols, paintings (including the painting of patterns or designs) or sculpture, which does not in any way identify a product, service or business sold or available on the premises.

Banner. Any sign of fabric or similar material that is mounted to a pole, a wire, a fence, a structure or a building at one or more edges. Flags shall not be considered banners.

Beacon. A stationary or revolving light which flashes or projects illumination, single color or multicolored, in any manner which is intended to attract or divert attention. However, this term does not include any kind of lighting device which is required or necessary under the safety regulations described by the Federal Aviation Administration or similar agencies.

Bench sign/bus shelter sign. A bench or bus shelter upon which a sign is drawn, painted, printed, or otherwise affixed thereto.

Building frontage. For purposes of this Sign Code, building frontage shall mean the single facade of a building abutting a street or containing the primary building entrance. For multi-tenant buildings where each tenant has its own entrance, building frontage shall mean the single facade of each tenant.

Business establishment. Any individual person, nonprofit organization, partnership, corporation, other organization or legal entity holding or required to hold an occupational license and occupying distinct and separate physical space.

Changeable copy (or changeable message) sign. A portion of a sign upon which the message copy may be changed manually through the utilization of attachable letters, numbers, symbols, and other similar characteristics.

Construction or construction/contractor sign. Any sign giving the name and other identifying information of principal contractors, architects, or lending institutions responsible for construction on the site where the sign is placed, together with other information included thereon.

Damaged sign. A sign missing more than 25 percent of the sign structure, or missing more than 25 percent of the area of a sign face, or having suffered damage to one or more structural support elements such that the sign is at risk of imminent collapse.

Directional sign, or directory sign.

GRAPHIC LINK: [Click here](#) Any sign which exclusively contains information providing direction or location to any object, place, or area. The term includes, but is not limited to, a sign indicating an avenue of ingress or egress and a sign listing the occupants of a property and their office or suite

numbers.

Double-faced sign. A sign which has two display surfaces backed against the same background, one face of which is designed to be seen from one direction and the other from the opposite direction, every point on each face being either in contact with the other face or in contact with the same background.

Electronic message center sign. A sign by which the message copy may be electronically changed and controlled. The term includes, but is not limited to, time and temperature signs.

Employment sign. A sign that advertises job openings, company hiring, or specific employment opportunities or positions.

Erect. To build, construct, attach, hang, place, suspend or affix.

Flag. Any fabric, banner or bunting containing distinct colors, patterns or symbols, which is used or may be used as a symbol of a government, political subdivision, corporation, business, or other entity. A flag may also be used to express symbolic speech or for decorative purposes. For the purpose of these regulations, the message expressed by a flag shall not be relevant to the display of the flag.

Free speech sign. A sign used to exercise the First Amendment right to free speech by expressing any lawful non-commercial message.

Freestanding sign. Any sign supported by a structure or support that is placed on or anchored in the ground and that is structurally independent of any building or other structure.

GRAPHIC LINK:[Click here](#)

Frontage. The length of the street boundary line for a parcel which runs coterminus with the boundary of an adjoining. The measurement includes utility and drainage easements but does not include alleys or public ingress-egress easements.

Ground level. The finish grade of a parcel of land exclusive of any filling, berming, mounding or excavating solely for the purpose of locating a sign. Ground level on marina docks or floating structures shall be the finish grade of the landward portion of the adjoining parcel.

Height. The vertical distance to the highest point of a sign, measured from ground level nearest the base of the sign or from another point such as the crown of a road if a measurement from such starting point is required by this Sign Code.

Identification sign. Any sign which indicates no more than the name, address, company logo and occupation or function of an establishment or premises.

GRAPHIC LINK:[Click here](#)

Integral roof sign. Any sign erected or constructed as an integral part of a normal roof structure of any design, such that no part of the sign extends vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than six inches. Any integral portion of the roof shall not extend more than five feet above the structural roof.

Large Facility Sign. A sign erected on a site consisting of 20 acres or more and which contains an arena, theater, or other place of public assembly with 20,000 seats or more fixed seats.

Linear Front Foot. Front foot shall be a measurement of the horizontal length of the wall upon which a wall sign is attached.

Maintenance. The replacing, repairing or repainting of a sign structure or any portion of a sign structure, including but not limited to changing or renewing copy which has been made unusable by ordinary wear or weather or accident. The term does not include changing the message on a changeable copy sign.

Menu sign for drive-through establishments. A product sign placed so as to be viewed from a drive-through lane, containing only a listing of products, with prices, offered for sale by the business. A menu sign provide

a mechanism for ordering products while viewing the sign.

Monument sign. A sign that is erected on an opaque base having a width equal to or greater than 75 percent of the width of the sign for the entire vertical dimension of the base. If the width of the base is less than 75 percent of the width of the sign, the sign is a pole sign.

Multifamily use. Any building having a residential use comprised of more than one family dwelling unit.

Nonconforming sign. Any sign that does not conform to the requirements of this section. Prohibited signs are not nonconforming signs.

Off-premises sign. Any sign identifying or advertising a product, business, person, activity, condition, or service not located or available on the same parcel of property where the sign is installed and maintained.

On-premises sign. Any sign which identifies a use, business or advertises a product for sale or service to be rendered on the parcel of property where the sign is located.

Pennant/Streamer. Any series of small flag-like or streamer-like pieces of cloth, plastic or paper, or similar material attached in a row to any staff, cord, building, or at only one or two edges, the remainder hanging loosely.

POD. The person officially designated by the mayor or the designee thereof.

Pole sign. A sign attached to a pole or mast that is not attached to a building.

Political Sign. Any sign which constitutes a political advertisement which the primary purpose is related to the candidacy of any person for public office or any issue which has been submitted for referendum approval.

GRAPHIC LINK:[Click here](#)

Portable sign. Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, any sign designed to be transported by means of wheels. The term includes but is not limited to an A-frame sign, a menu sign, a sandwich board sign, and a balloon or other inflatable device used for communicating a message.

GRAPHIC LINK:[Click here](#)

Projecting sign. Any sign affixed perpendicularly to a building or wall in such a manner that its leading edge extends more than six inches beyond the surface of such building or wall.

Property. Unless a different meaning is indicated by the context in which the term is used, "property" means real property, or the total land area represented by the outside boundaries of a parcel of land.

Public/semi-public sign. (1) Any sign erected on-site for a public use or a nonprofit or quasi-public use such as a library, school, church, hospital, or government owned building. (2) Public/semipublic is a Future Land Use Plan classification which includes the following Plan categories: Preservation, recreation/open space, institutional, and transportation/utility. The characteristics of these categories shall be used in determining whether or not a use is public/semipublic.

Real estate sign. Any sign advertising the sale, rental or lease of premises, or part of the premises, on which the sign is displayed.

GRAPHIC LINK:[Click here](#)

Roof sign. Any sign erected and constructed wholly on and over the roof of a building, supported by the roof structure.

Section means this Sign Code and any section, subsection, paragraph, subparagraph or other provision herein regardless of the organization and numbering of these provisions.

Shopping or business center. A group of three or more business establishments with a single architectural plan, with common ownership of property, or cooperative or condominium ownership.

Sign. Any device, fixture, placard, structure or representation that uses any color, form, graphic, illumination, or writing to advertise, attract attention, announce the existence of, or identify the purpose of a person, entity, product or service or to communicate information of any kind to the public.

Sign area. The total area of a sign face. Sign area shall include the background and frame of a sign structure, but not the structural supporting elements outside of its frame. Where a sign is composed of skeletal letters, characters, or symbols applied to a wall or other background which is not a part of the sign, the area of the sign shall be the area of the smallest rectangle, square, triangle, circle, or other geometric figure which will enclose the whole group of letters, characters and symbols. Where a sign is built with two faces back-to-back, the area of the sign shall be the larger of the areas of the two faces computed as herein before specified.

In the case of a three-sided sign forming a triangle with sign faces on each side, sign area shall be calculated as one and one-half times the largest face. In the case of a four-faced sign forming square with sign faces on each side, sign area shall be calculated as two times the largest face.

Sign face. Any plane, surface, curve or other area upon which appears the letters, characters and symbols composing the sign message, and the background of the letters, characters and symbols. The total surface of a sign, including the background and frame, but not the structural supporting elements outside of the frame. Where a sign is composed of skeletal letters, characters, or symbols applied to a wall or other background which is not a part of the sign, the face of the sign shall be the area of the smallest rectangle, square, triangle, circle, or other geometric figure which will enclose the whole group of letters, characters and symbols. Background colors which are part of a corporate logo shall be considered a part of the sign face. Where a freestanding sign contains two or more tenant panels on the same side of the sign, the sign face shall include all of the tenant panels including framing.

Sign structure. Any structure which is designed specifically for the purpose of supporting a sign, whether or not the structure is presently supporting a sign. The term does not include any decorative covers, braces, wires, supports, or components attached to or placed around the sign structure when designed to meet the design requirements of this Sign Code.

GRAPHIC LINK:[Click here](#)

Snipe sign. A sign which is tacked, nailed, posted, pasted, glued, or otherwise attached to a tree, pole, fence, public bench, street light pole, or other object, or on any public property or within the right-of-way.

Street. A public right-of-way used for vehicular and pedestrian traffic. The term includes but is not limited to an alley.

Subdivision sign. A sign which contains only the name of a platted subdivision or other residential development.

Temporary approved sign. A sign approved by the POD for up to 45 days when an applicant demonstrates a hardship while applying for a variance from this Sign Code.

Tenant panel means one of two or more sign panels on the same side of a freestanding sign, each of which typically (but not necessarily) represents one business or other use on the site, all of which collectively form the sign face.

Tri-vision sign. A sign which contains a number of triangular tubes, called prisms, standing upright and kept in place by a frame. Advertising copy is painted or affixed to the prisms and the sign thereby can separately display three different messages. The prisms that stand closely together are turned simultaneously by a smooth movement at determined intervals. The advertising message on a tri-vision sign is stationary for determined intervals.

Umbrella sign. A sign printed on an umbrella used by a legal outdoor eating and drinking establishment, pushcart, or sidewalk vendor which is made of lightweight fabric or similar material.

GRAPHIC LINK:[Click here](#)

Vehicle sign. A sign attached to or placed upon a vehicle or a boat, camper, or trailer, permanently or temporarily, or which is constructed as an integral component of a vehicle, boat, camper, or trailer. A vehicle sign will be a prohibited sign or exempt from this Sign Code depending upon the location and usage of the vehicle sign, as set forth more particularly in this Sign Code. Provided, however, that the term does not include any sign which is required by any unit of government, nor does the term include a single sign that is placed upon a single vehicle, camper, or trailer at the residence of the owner or a boat where lawfully docked to advertise that such is for sale.

GRAPHIC LINK:[Click here](#)

Wall sign. Any sign attached to, on, or supported by any part of a building (e.g. walls, integral roof, awning, windows, or canopy) which encloses or covers usable space.

Warning sign. A sign that warns of a dangerous condition on a parcel of property or that posts the property parking, trespassing, hunting, fishing, swimming, or other activity, or that gives notice to the public of information required by law regarding the towing of motor vehicles, provided that such sign does not carry any commercial message or identification except the name, address, and telephone number of the property owner.

Waterside identification sign. A sign intended to identify a residential complex, single business property or shopping center, and intended to be viewed only from the waters of the Gulf of Mexico, Tampa Bay, the Intracoastal Waterway or any other bays, rivers, lakes and waterways.

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Window sign. A sign located on a window or within a building or other enclosed structure and which is visible from the exterior through the window or any other opening.

(Ord. No. 876-G, § 21, 2-21-2008; Ord. No. 893-G, § 6, 9-4-2008)

16.40.120.19.3. Computation of dimensions.

A. Computation of sign area. See definition of "sign area" above, and specific provisions for measuring the area of sign types in this Sign Code. The following is for signs.

GRAPHIC LINK:[Click here](#)

The following is for banners signs.

GRAPHIC LINK:[Click here](#)

B. Computation of sign height. See definition of "height," above, and specific provisions for measuring the height of sign types in this Sign Code.

GRAPHIC LINK:[Click here](#)

C. Computation of visual clearance and sight triangle. The visual clearance and sight triangle, to assure adequate sight distance at the intersection of two public roadways and at the intersection of a public roadway and an accessway or driveway, shall follow the requirements of subsection 16.40.160, or the criteria of the Florida Department of Transportation's Manual of Uniform Minimum Standards for Design, Construction, and Maintenance for Streets and Highways.