

ARTILCE 12. SIGN STANDARDS

12.1 APPLICABILITY

12.2 PURPOSE & INTENT

12.3 DEFINITIONS

12.4 PROHIBITED SIGNS

12.5 SIGNS EXEMPT FROM PERMIT REQUIREMENTS

12.6 PERMANENT SIGNAGE STANDARDS.

12.7 LIMITED DURATION SIGN STANDARDS

12.8 TEMPORARY SIGN STANDARDS

12.9 PORTABLE SIGN STANDARDS

12.10 SIGN STANDARDS IN THE HISTORIC DISTRICT

12.11 SIGN STANDARDS IN COMMUNITY REDEVELOPMENT AREAS.

12.12 REMOVAL OF UNSAFE, UNLAWFUL, OR ABANDONED SIGNS

12.13 PERMITS & APPLICATIONS

12.14 NONCONFORMING SIGNS

12.15 USAGE AND REMOVAL OF POLITICAL CAMPAIGN ADVERTISEMENT.

12.16 UTILITY SIGNAGE

12.17 WALL GRAPHICS

12.18 ENFORCEMENT

12.1 APPLICABILITY

Any sign erected, altered, or maintained after the effective date of this Ordinance shall conform to the following regulations.

12.2 PURPOSE & INTENT

Signs perform an important function in identifying and promoting properties, businesses, services, residences, events, and other matters of interest to the public. The intent of this Article is to regulate all signs within the City of Milton to ensure that they are appropriate for their respective uses, in keeping with the appearance of the affected property and surrounding environment, and protective of the public health, safety, and general welfare by:

- A. Setting standards and providing uniform controls that permit reasonable use of signs and preserve the character of the City of Milton.
- B. Prohibiting the erection of signs in such numbers, sizes, designs, illumination, and locations as may create a hazard to pedestrians and motorists.
- C. Avoiding excessive conflicts from large or multiple signs, so that permitted signs provide adequate identification and direction while minimizing clutter, unsightliness, and confusion.
- D. Establishing a process for the review and approval of sign permit applications.
- E. Ensuring sign design that builds on the traditional Neighborhood image and visual environment the City of Milton seeks to promote.

12.3 DEFINITIONS

A. The following words, terms and phrases, when used in this section shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Abandoned Sign:

Abandoned Permanent Sign: A sign which has not identified or advertised a current business, service, owner, product, or activity for a period of at least 365 days. A sign which has been neglected to a point of hazard which poses a threat to public health, safety, and welfare.

Abandoned Temporary/Limited Duration Sign: A sign which has not been removed after the permitted time frame for display has expired, a yard sale or similar event sign that remains displayed 48 hours after such event has ended, political campaign signs which remain displayed 30 days after the close of the campaign or from the date of removal of candidacy.

Advertising means a message or communication meant to influence or inform, composed of linguistic and/or graphic content, intended to promote the sale or use of a product, service, commodity, entertainment, or real property or personal property.

Animated Sign: A sign depicting action, motion, or light or color changes through electrical or mechanical means.

Awning: A cloth, plastic, or other nonstructural covering that projects from a wall for the purpose of shielding a doorway or window. An awning is either permanently attached to a building or can be raised or retracted to a position against the building when not in use.

Banner: Any cloth, canvas, bunting, plastic, paper, or similar non-rigid material attached to any structure, staff, pole, rope, wire, or framing which is anchored on two or more edges or at all four corners.

Building Frontage: The maximum linear width of a building measured in a single straight line parallel, or essentially parallel, with the abutting Public Street or parking lot.

Building Sign: Signs that are attached to and supported by a building; whether it is the wall, window, or roof of the building. The following are regulated building signs:

Awning Sign: Any sign painted on, or applied to, an awning.

Canopy Sign: Any sign that is part of, or attached to a canopy.

Marquee Sign: Any sign attached to a marquee for the purpose of identifying a use or product. If attached to a theater, performing arts center, cinema, or other similar use, it may also advertise films or productions.

Projecting Signs: Any building-mounted sign with sign face(s) that are generally perpendicular to the building wall. They are also commonly referred to as *blade signs*.

Roof Sign. Any sign erected, constructed, and maintained above the parapet on a building with a flat roof or above the fascia board on a building with a pitched roof of greater than 45 degrees.

Wall Sign: A building-mounted sign which is either attached to, displayed on, or painted on an exterior wall in a manner parallel with the wall surface. A sign installed on a false or mansard roof is also considered a wall sign. (Also known as: *fascia sign, parallel wall sign, or band sign*)

Window Sign: Any sign that is applied, painted, or affixed to a window, or placed inside a window, within three (3) feet of the glass, facing the outside of the building, and easily seen from the outside. Customary displays of merchandise or objects and material without lettering behind a store window are not considered signs.

Canopy: A structure other than an awning made of fabric, metal, or other material that is supported by columns or posts affixed to the ground and may also be connected to a building.

Changeable Copy Sign: A sign or portion thereof on which the copy or symbols change either automatically through electrical or electronic means, or manually through placement of letters or symbols on a panel mounted in or on a track system. The two types of changeable-copy signs are *manual changeable copy signs* and *electronic changeable copy signs*, which include: *message center signs, digital displays, and Tri-Vision Boards*.

Channel Letter Sign: A sign consisting of fabricated or formed three-dimensional letters, individually applied to a wall, which may accommodate a light source.

Clearance: The distance above the walkway, or other surface if specified, to the bottom edge of a sign. This term can also refer to a horizontal distance between two objects.

Digital Display Sign (Electric Variable Message Sign): The portion of a sign message made up of internally illuminated components capable of changing the message periodically. Digital displays may include but are not limited to LCD, LED, or plasma displays.

Directional Sign: Signs designed to provide direction to pedestrian and vehicular traffic into and out of, or within a site.

Erect a sign:

(1) The term "erect a sign" means to construct, reconstruct, build, relocate, raise, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being or establish.

(2) The term "erect a sign" does not include any of the activities listed in subsection (1) of this definition when performed as incidental to the change of message, or routine maintenance.

Flag: Any sign printed or painted on cloth, plastic, canvas, or other like material with distinctive colors, patterns, or symbols attached to a pole or staff and anchored along only one edge or supported or anchored at only two corners.

Flashing Sign: A sign whose artificial illumination is not kept constant in intensity at all times when in use and which exhibits changes in light, color, direction, or animation. This definition does not include electronic message centers signs or digital displays that meet the requirements set forth herein.

Frontage: The length of the property line of any one parcel along a street on which it borders.

Freestanding Sign: A sign supported by structures or supports that are placed on, or anchored in, the ground; and that is independent and detached from any building or other structure. The following are subtypes of *freestanding signs*:

Ground Sign or Monument Sign: A sign permanently affixed to the ground at its base, supported entirely by a base structure, and not mounted on a pole or attached to any part of a building. (Also known as *monument sign*)

Pole Sign: A freestanding sign that is permanently supported in a fixed location by a structure of one or more poles, posts, uprights, or braces from the ground and not supported by a building or a base structure.

Harmful to minors:

(1) The term "harmful to minors" means, with regard to sign content, any description or representation, in whatever form, of nudity, sexual conduct, or sexual excitement, when it:

- a. Predominately appeals to the prurient, shameful, or morbid interest of minors in sex;
- b. Is patently offensive to contemporary standards in the adult community as a whole with respect to what is suitable sexual material for minors; and
- c. Taken as a whole, lacks serious literary, artistic, political, or scientific value.

(2) The term "harmful to minors" shall also include any non-erotic word or picture when it:

- a. Is patently offensive to contemporary standards in the adult community as a whole with respect to what is suitable for viewing by minors; and
- b. Taken as a whole, lacks serious literary, artistic, political, or scientific value.

Illumination: A source of any artificial or reflected light, either directly from a source of light incorporated in, or indirectly from an artificial source.

External Illumination: Artificial light, located away from the sign, which lights the sign, the source of which may or may not be visible to persons viewing the sign from any street, sidewalk, or adjacent property.

Internal Illumination: A light source that is concealed or contained within the sign and becomes visible in darkness through a translucent surface. Message center signs, digital displays, and signs incorporating neon lighting shall not be considered internal illumination for the purposes of this ordinance.

Halo Illumination: A sign using a 3-dimensional message, logo, etc., which is lit in such a way as to produce a halo effect. (Also known as *back-lit illumination*)

Illuminated Sign: A sign with electrical equipment installed for illumination, either internally illuminated through its sign face by a light source contained inside the sign or externally illuminated by a light source aimed at its surface.

Incidental Sign: A sign that displays general site information, instructions, directives, or restrictions that are incidental to the use for which it is displayed. Examples of incidental signs include Open/Closed signs, hours of operation, civic affiliations, credit institutions accepted and others of a similar nature. These signs shall not contain any advertising.

Inflatable Sign: A sign that is an air-inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or structure and equipped with a portable blower motor that provides a constant flow of air into the device. This includes the term *balloon sign*.

Limited Duration Sign: A non-permanent sign that is displayed on private property for more than 30 days but no longer than 90 days.

Manual Changeable Copy Sign: A sign or portion thereof on which the copy or symbols are changed manually through placement or drawing of letters or symbols on a sign face.

Marquee: A permanent structure, other than a roof or canopy, attached to, supported by, and projecting from a building and providing protection from the elements.

Mechanical Movement Sign: A sign having parts that physically move rather than merely appear to move as might be found in a digital display. The physical movement may be activated electronically or by another means, but shall not include wind-activated movement such as used for banners or flags. Mechanical movement signs do not include digital signs that have changeable, programmable displays.

Memorial Sign: A memorial plaque or tablet, including grave markers or other remembrances of persons or events, which is not used for a commercial message.

Menu Sign: A permanent sign for displaying the bill of fare available at a restaurant, or other use serving food, or beverages.

Message Center Sign: A type of illuminated, *digital display sign* or *changeable copy sign* that consists of electronically changing alphanumeric text often used for gas price display signs and athletic scoreboards.

Multiple-occupancy (also known as a Multi-tenant) complex means a commercial use, i.e., any use other than residential or agricultural, consisting of a parcel of property, or parcel of contiguous properties,

existing as a unified or coordinated project, with a building housing more than one occupant. Typically referred to as a *shopping center*.

Multiple-occupancy (Multi-tenant) Sign: A freestanding sign used to advertise businesses that occupy a shopping center or complex with multiple tenants.

Mural (or mural sign): A large picture/image (including but not limited to painted art) which is painted, constructed, or affixed directly onto a vertical building wall, which may or may not contain text, logos, and/ or symbols.

Neon Sign: A sign illuminated by a neon tube, or other visible light-emanating gas tube, that is bent to form letters, symbols, or other graphics.

Nonconforming Sign: A sign that was legally erected and maintained at the effective date of this Code, or amendment thereto, that does not currently comply with sign regulations of the district in which it is located.

Off-Premises Sign: An outdoor sign whose message directs attention to a specific business, product, service, event or activity, or other commercial or noncommercial activity, or contains a non-commercial message about something that is not sold, produced, manufactured, furnished, or conducted on the premises upon which the sign is located.

Billboard: A permanent off-premises ground sign supported by one or more metallic poles attached to which is a sign face the bottom of which is at least 20 feet above the ground and which is at least 90 square feet in size.

Off-Premises Directional Sign: A sign designed to provide direction to a location only, the name of the establishment and a directional arrow are the only communication.

On-Premises Sign: A sign which message and design relate to an individual business, profession, product, service, event, point of view, or other commercial or non-commercial activity sold, offered, or conducted on the same property where the sign is located.

Parcel: A unit of land within legally established property lines, existing as of the date of the ordinance from which these regulations are derived, as established by recorded document.

Permanent Sign: A sign attached or affixed to a building, window, or structure, or to the ground in a manner that enables the sign to resist environmental loads, such as wind, and that precludes ready removal or movement of the sign and whose intended use appears to be indefinite.

Personal Expression Sign: An on-premises sign that expresses an opinion, interest, position, or other non-commercial message.

Political Campaign Advertisement: A personal expression, temporary, free standing sign displaying or causing to be displayed a message directly relating to an individual or political party's candidacy for any local, state, or federal office.

Portable Sign: A sign designed to be transported or moved and not permanently attached to the ground, a building, or other structure.

A-frame Sign: A type of freestanding, portable, temporary sign consisting of two faces connected and hinged at the top and whose message is targeted to pedestrians (Also known as *Sandwich Board sign*)

Vehicular Sign: A sign affixed to a vehicle in such a manner that the sign is used primarily as a stationary advertisement for the business on which the vehicle sits or is otherwise not incidental to the vehicle's primary purpose.

Shielded: The description of a luminaire from which no direct glare is visible at normal viewing angles, by virtue of its being properly aimed, oriented, and located and properly fitted with such devices as shields, barn doors, baffles, louvers, skirts, or visors.

Sign: Any device, structure, fixture, painting, emblem, or visual that uses words, graphics, colors, illumination, symbols, numbers, or letters for the purpose of communicating a message. Sign includes the sign faces as well as any sign supporting structure.

Sign Face: The sign surface used to display information, messages, advertising, logos, or symbols.

Sign Face Area: The part of the sign that is or can be used for the sign area. The sign face area is determined by the smallest rectangle or other geometric shape which encompasses the sign face.

Sign Height: The vertical dimension of a sign as measured from the ground (grade) to the lowest portion of the Sign.

Snipe Sign: A sign tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, public benches, streetlights, or other objects, or placed on any public property or in the public right-of-way or on any private property without the permission of the property owner. (Also known as *bandit sign*)

Storefront: The exterior facade of a building housing a commercial use visible from a street, sidewalk, or other pedestrian way accessible to the public and containing the primary entrance to the commercial establishment.

Street Frontage: The side or sides of a lot abutting on a public street or right-of-way.

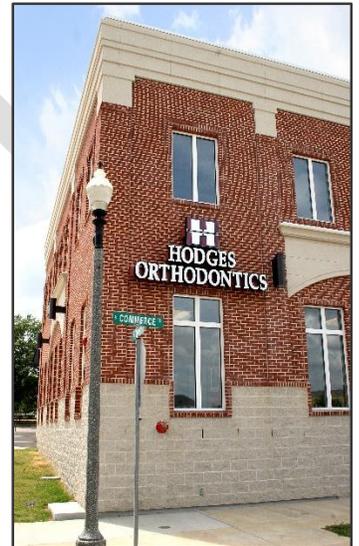
Temporary Sign: A type of non-permanent sign that is located on private property that can be displayed for no more than 30 consecutive days at one time.

Wall Graphic: A large wall decoration that depicts a scene, illustration or design with no written message, word insignia or logo. The wall graphic is intended to enhance the aesthetic appearance of and attract attention to the premises.

B. Sign Examples: Non-Permanent (Temporary, Limited Duration) Signs – Including Personal Expression Signs.



Permanent Building Signs



On-Premise Permanent Free Standing Signs, Portable Signs (A-Frame), and Billboards (Off-Premise Signs)

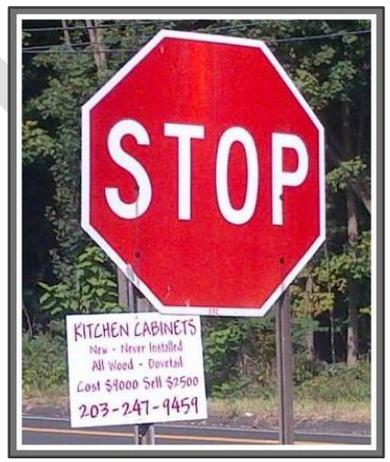


12.4 PROHIBITED SIGNS

- A. Abandoned Signs;
- B. Snipe Signs;
- C. Signs that are in violation of the building code or electrical code adopted by the city/county;
- D. Any sign that, in the director's opinion, does or will constitute a safety hazard;
- E. Signs with visible moving, revolving, or rotating parts or visible mechanical movement of any description or other apparent visible mechanical means, except for traditional barber poles or tri-face signs revolving no more than six times per minute (i.e., see the same face again);
- F. Signs with the optical illusion of movement by means of a design that presents a pattern capable of giving the illusion of motion or changing of copy;
- G. Signs with lights or illuminations that flash, move, rotate, scintillate, blink, flicker, or vary in intensity or color, except for time-temperature-date signs and other approved electric variable message signs;
- H. Strings of lightbulbs used on commercially developed parcels for commercial purposes on any street fronting portion of the structure, other than traditional holiday decorations;
- I. Signs, commonly referred to as wind signs, consisting of one or more pennants, ribbons, spinners, streamers or captive balloons, or other objects or material fastened in such a manner as to move upon being subjected to pressure by wind, except as provided in Subsection 12.8(G) of this Article.
- J. Signs that incorporate projected images, emit any sound that is intended to attract attention, or involve the use of live animals;
- K. Signs that emit audible sound, odor, or visible matter such as smoke or steam;
- L. Signs or sign structures that interfere in any way with the free use of any fire escape, emergency exit, or standpipe, or that obstruct any window to such an extent that light or ventilation is reduced to a point below that required by any provision of these regulations or other ordinance of the city/county;
- M. Signs that resemble any official sign or marker erected by any governmental agency, or that by reason of position, shape or color, would conflict with the proper functioning of any traffic sign or signal, or be of a size, location, movement, content, color, or illumination that may be reasonably confused with or construed as, or conceal, a traffic control device;
- N. Signs that obstruct the vision of pedestrians, cyclists, or motorists traveling on or entering public streets;
- O. Signs, within ten feet of public right-of-way or 100 feet of traffic-control lights, that contain red or green lights that might be confused with traffic control lights;
- P. Signs that are of such intensity or brilliance as to cause glare or impair the vision of any motorist, cyclist, or pedestrian using or entering a public way, or that are a hazard or a nuisance to occupants of any property because of glare or other characteristics;

- Q. Signs that contain any lighting or control mechanism that causes unreasonable interference with radio, television, or other communication signals;
- R. Searchlights used to advertise or promote a business or to attract customers to a property;
- S. Signs that are painted, pasted, or printed on any curbstone, flagstone, pavement, or any portion of any sidewalk or street, except house numbers and traffic control signs;
- T. Signs placed upon trees, benches, bus shelters or waste receptacles, except as may be authorized in writing pursuant to F.S. § 337.407;
- U. Signs erected on public property, or on private property (such as private utility poles) located on public property, other than signs erected by public authority for public purposes and signs authorized in writing pursuant to F.S. § 337.407;
- V. Signs erected over or across any public street, except as may otherwise be expressly authorized by these regulations, and except governmental signs erected by or on the order of a public officer;
- W. Signs displaying copy that is harmful to minors as defined by these regulations;
- X. Signs attached to any vehicle, craft, or structure in or on a water body designed or used for the primary purpose of displaying advertisements. Provided, however, that this section shall not apply to any vehicle, craft, or structure which displays an advertisement or business notice engaged in the usual business or regular work of the owner, and not used merely, mainly or primarily to display advertisement;
- Y. Placing of handbills or advertising materials on the windshields of vehicles shall be a violation of these regulations, unless permission to do so is first obtained from the owner and person in possession of such vehicle; and
- Z. Signs on or against roof slopes of less than 45 degrees.

AA. Examples of Prohibited Signage:



12.5 SIGNS EXEMPT FROM PERMIT REQUIREMENTS

The following signs shall be allowed without a sign permit and shall not be included in the determination of the type, number, or area of permanent signs allowed within a zoning district, provided such signs comply with the regulations in this section, if any.

A. Official traffic signs.

B. Government/regulatory signs.

C. Signs inside a building, or other enclosed facility, which are not meant to be viewed from the outside, and are located greater than three (3) feet from any window.

D. Holiday and seasonal decorations.

E. Personal expression signs provided that they meet the following:

1. Do not exceed three (3) sq. ft. in area per sign and nine (9) sq. ft. total;
2. Are non-commercial in nature and contain no advertising;
3. Are not harmful to minors as defined in this article; and,
4. Are not illuminated.

F. Address signs - Up to two (2) signs stating address, number and/or name of occupants of the premises and do not include any commercial advertising or other identification.

1. *Residential districts.* Signs not to exceed three (3) sq. ft. in area.
2. *Non-residential districts.* Signs not to exceed five (5) sq. ft. in area.

G. Public signs - Signs erected or required by government agencies or utilities, including traffic, utility, safety, railroad crossing, and identification or directional signs for public facilities.

H. Private drive signs - One (1) sign per driveway entrance, not to exceed two (2) sq. ft. in area.

I. Security and Public warning signs which indicate the dangers of trespassing, swimming, animals' present, and/or similar hazards.

1. *Residential districts.* Signs not to exceed two (2) sq. ft. in area.
2. *Non-residential districts.* Maximum of one (1) large sign per property, not to exceed five (5) sq. ft. in area. All other posted security and warning signs may not exceed two (2) sq. ft. in area.

J. Flags:

1. *Location.* Flags and flagpoles shall not be located within any right-of-way.
2. *Height.* Flags shall have a maximum height of 30 ft.
3. *Number.* The number of flags, which may be displayed on any one parcel of land will be determined by the total square footage of the flag. The square footage allowable will be determined to be equal to the square footage of the total signage requirements for the building

structure (See section V-7.16 table). The number of flags allowable will be the square footage divided into the allowable square footage (e.g., 48 total square footage of signage allowable divided by two-square foot per flag equals 24 flags). Flags will not decrease the allowable sign square footage.

4. *Size.* Maximum flag size is 24 sq. ft. in residential districts, 35 sq. ft. in all other districts.

5. Flags containing commercial messages may be used as permitted freestanding or projecting signs, and, if so used, the area of the flag shall be included in, and limited by the computation of allowable area for signs on the property and require permit application.

K. Legal notices and official instruments.

L. Vending machine signs and signs of a similar nature.

M. Memorial signs, tablets, Public monument or historical identification signs, including plaque signs up to three (3) sq. ft. in area.

N. Signs which are a permanent architectural feature of a building or structure, existing at the time of adoption of this ordinance.

O. Signs carried by a person

P. Decorative flags and bunting for a celebration, convention, or commemoration of significance to the entire community when authorized by the city council for a prescribed period of time

Q. On-Premises Directional signs, provided they do not contain any commercial messaging and meet the following shall not be counted as part of the allowable permanent signage area:

1. *Area.* No single directional sign shall exceed four (4) sq. ft. in area.

2. *Height.* Directional signs shall have a maximum height of five (5) ft.

3. *Number allowed.* Maximum of three (3).

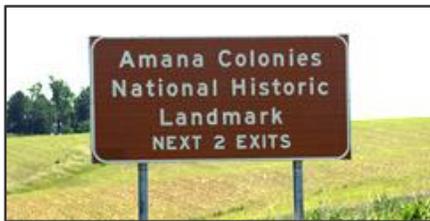
4. *Illumination.* Directional signs may be internally lit only.

5. Shall be constructed as permanent signage in locations that do not disturb the flow of traffic or cause any other safety hazards.

R. One (1) unlighted window sign, advertising the sale, rental or lease of the premises or property upon which said sign is located. Such sign shall not exceed six square feet in sign area;

S. Incidental Signs as defined in this Article.

T. Examples of Exempt Signage



Hours:

Monday	9am - 5pm
Tuesday	9am - 5pm
Wednesday	9am - 5pm
Thursday	9am - 5pm
Friday	9am - 5pm
Saturday	9am - 5pm
Sunday	Closed

12.6 PERMANENT SIGNAGE STANDARDS.

A. Generally.

All permanent signs not expressly exempted by these regulations as per Section 12.5 above, shall require a permit prior to the start of sign construction.

It shall be unlawful to erect or cause to be erected, maintain or cause to be maintained, any sign not expressly authorized by, or exempted from these regulations.

All permanent signs must comply with the following design, construction and location standards. Information about the size, location and design shall be presented to the zoning coordinator on forms acceptable to the planning and development department (reference permit section).

(1) Construction and Maintenance Standards:

- a. All signs shall be constructed of durable materials, using noncorrosive fastenings; shall be structurally safe and erected or installed in strict accordance with this Code and applicable Florida Building Code; and shall be maintained in safe condition and good repair at all times so that all sign information is clearly legible.
- b. All signs, including their supports, braces, guys and anchors, electrical parts and lighting fixtures, and all painted and display areas, shall be maintained in accordance with the building and electrical codes adopted by the City and County, and shall present a neat and clean appearance.
- c. The vegetation around, in front of, behind, and underneath the base of ground signs for a distance of ten feet shall be neatly trimmed and free of unsightly weeds, and no rubbish or debris that would constitute a fire hazard or health hazard shall be permitted under or near the sign.

(2) Illumination standards.

- a. Sign lighting may not be designed or located to cause confusion with traffic lights.
- b. Illumination by floodlights or spotlights is permissible so long as none of the light emitted shines directly onto an adjoining property or into the eyes of the motorists or pedestrians using or entering public streets. Any relevant State and Federal regulations shall apply.
- c. Illuminated signs shall not have lighting mechanisms that project more than 18 inches perpendicularly from any surface of the sign.

(3) Location Standards.

- a. No sign shall be placed in such a position as to endanger pedestrians, bicyclists, or traffic on a street by obscuring the view or by interfering with official street signs or signals by virtue of position or color.
- b. No sign shall occupy a sight triangle. No sign, temporary or permanent shall be erected within a 25-foot sight triangle. (Reference sight triangle definition here)

(4) Clearance Standards:

- a. Over pedestrian ways. All signs which extend over sidewalks, pedestrian walkways, and other spaces used by pedestrians shall provide a minimum of eight (8) feet of clearance.

b. Over vehicular ways. All signs which extend over vehicular areas, including driveways, alleys, parking areas, loading areas, and any other areas shall provide a minimum of 14 feet of clearance.

(5) Signs required to be certified by a Florida registered engineer.

The following signs shall be designed and certified by a state-registered engineer:

- a. Building signs that project perpendicularly from the surface to which it is attached and that are more than 24 square feet in area; and.
- b. Ground signs of more than ten feet in height and 100 square feet in area.

(6) Content Restrictions:

- a. Permanent signs may display any message so long as it is not harmful to minors as defined by these regulations.

(7) Sign Area:

- a. Generally.

The area of a sign shall be the area within the smallest square, rectangle, parallelogram, triangle, circle or half-circle, the sides of which touch the extreme points or edges of the sign face or letters in the case that there is no framing or trim.

- b. Special situations.

- i. Where two sign faces are placed back to back on a single sign structure, and the faces are at no point more than three feet apart, the area of the sign shall be counted as the area of one of the faces.
- ii. Where four sign faces are arranged in a square, rectangle, or diamond, the area of the sign shall be the area of the two largest faces. [See Figure 7.06.03-B](#)
- iii. Where a sign is in the form of a three-dimensional object, the area shall be determined by drawing a square, rectangle, parallelogram, triangle, circle or semicircle, the sides of which touch the extreme points or edges of the projected image of the sign and multiplying that area by two. The term "projected image" means that image created by tracing the largest possible two-dimensional outline of the sign. [See Figure 7.06.03-C](#)

(8) Number of Signs:

- a. Generally.

The number of signs shall be the number of noncontiguous sign faces. Multiple noncontiguous sign faces may be counted as a single sign if all the sign faces are included in the geometric figure used for determining the sign area. [See Figure 7.06.04-A](#)

- b. Special situations.

- i. Where two sign faces are placed back to back and are at no point more than three feet apart, it shall be counted as one sign.

- ii. If a sign has four faces arranged in a square, rectangle or diamond, it shall be counted as two signs. See [Figure 7.06.04-B](#)

B. Permanent On-Premise Signage Standards

(1) Types allowed.

A permanent on premise sign may be a ground or building sign. Any sign, which becomes non-conforming, except permanent outdoor advertising signs, as a result of the passage of these regulations shall be governed by [section III-11](#), nonconformities.

Building Signs include Wall signs, Roof signs, Awning Signs, Canopy Signs, Marquee Signs, and any other type of sign that is permanently applied to or affixed to building surfaces, including Window Signs.

(2) Façade Area:

The façade area shall be measured by determining the area within a two-dimensional geometric figure coinciding with the edges of the walls, windows, doors, parapets, marquees, and roofs with slopes of less than 45 degrees. ([See figure.](#))

(3) Content restrictions.

A permanent On-premise sign may display any message so long as it is not harmful to minors as defined by these regulations or otherwise restricted by this Article.

(4) Building Signs.

a. Permissible number, area, spacing and height.

Signage for each business shall be permitted. Said signage shall not exceed a sign area of up to ten percent of the principal building's street facing facade area for that business ([see section V-7.27, facade area](#)). In no case shall the allowed building signage exceed 180 square feet.

b. Banners.

- i. One banner per business will be allowed in the C-1, C-2, and C-3 commercial districts with a size not to exceed ten percent of the square footage of the street (front) face of the structure.

- ii. No banner shall exceed 32 square feet within any zoning district.

- lii. Banners are to be well maintained, in good condition and not create a traffic hazard. [See Figure 7.02.02-A.](#)

- iv. Banners in the RC-1 district will be allowed for 30 days only per business, with a size not to exceed ten percent of the square footage of the street (front) face of the unit or store front.

- v. Banners can be a Building Sign or Ground Sign.

c. Theatre allowance.

In addition to the requirements of this section, theatres shall be allowed advertising space to display movie schedules and movie posters as follows:

- i. For movie schedules, a theatre may have an additional display area not to exceed 48 square feet; and
 - ii. For each screen an additional 12 square feet will be allowed for movie posters.
- d. Relationship to building features.
- i. A building sign shall not extend beyond any edge of the surface to which it is attached, nor disrupt a major architectural feature of the building. **See Figures 7.07.06-A and 7.07.06-B**
- e. Maximum projection.
- i. A building sign may project no more than four feet perpendicularly from the surface to which it is attached.
- f. Maximum window coverage.
- i. The combined area of permanent and temporary signs placed on or behind windows shall not exceed 25 percent of the total window area at the same floor level on the same side of the building or unit upon which the signs are displayed.

(5) Ground signs.

- a. Signs at intersections and driveways shall provide a 25-foot sight triangle at the intersection. The leading edge of all signs shall have a ten-foot minimum setback from any right-of-way.
- b. The permissible number, area, spacing and height of permanent ground signs for each multiple-occupancy complex and each occupant not located in a multiple-occupancy complex shall be determined in accordance to the following:
 - i. For signs within the R-U, CON, PE and REC zoning districts the following restrictions apply:

Frontage on Public R.O.W. (ft.)	Number of Signs	Total Sign Area /Maximum Sign Area for Individual Sign (sq. ft.)	Minimum Distance (ft.) from: a) Any interior lot line, and b) Other permanent Ground Sign.	Maximum Height (ft.)
Less than 100	1	32/32	15/25	18
100—119	1	48/48	20/40	18
200—299	1	64/64	50/60	18
300—399	2	72/72	50/80	18
400 or more	3	96/96	50/100	18

Signs in municipal parks are not subject to the restrictions contained in subsections V-7.16(a)(1) and V-7.16(a)(2).

c. For signs within the C-1, C-2, and C-3 Zoning Districts, the following restrictions apply in addition to all other applicable regulations:

i. Pole signs and monument signs are permitted in compliance with the standards identified below. Project entrance signs shall be limited to ground signs. Ground signs shall be limited to base and sign structure and shall be constructed of materials such as brick, stone, stucco, wood or metal consistent with the architecture and exterior treatment of the building.

ii. The maximum sign area of any ground sign and/or pole sign, inclusive of any border and trim, but excluding the base, apron, supports and other structural members, shall be:

1) Ground signs on lots with more than one tenant shall be no greater than 150 square feet in sign area. Pole signs on lots with more than one tenant shall be no greater than 80 square feet in sign area.

2) Ground signs on lots with one tenant shall be no greater than 100 square feet in sign area. Pole signs on lot with one tenant shall be no greater than 50 square feet in sign area.

3) Additional Signage Requirements for Commercial Zoning Districts.

Commercial Zoning District	Minimum Distance (ft.) from: a) Any interior lot line, and b) Other permanent Ground Sign.	Maximum Height (ft.)
C-1	10/25	20
C-2	15/50	35
C-3	30/100	35

iii. The minimum distances in the table contained in subsection (ii)(3) of this section shall apply to signage for all multiple-occupancy complexes.

iv. Anchor stores in excess of 30,000 square feet shall be allowed to install a separate sign, along one street frontage:

1) To be setback a minimum of ten feet from the property line;

2) Not to exceed 100 square feet in sign area;

3) Be no closer than 100 lineal feet to another sign on that right-of-way.

d. Signs at Entrances to Residential Developments.

i. Generally.

1) A permanent ground/monument sign may be displayed at the entrance to residential developments.

ii. Restrictions.

1) One sign is permitted at only one entrance into the development from each abutting street. The sign may be a single sign with two faces of equal size or may be two single-faced structures of equal size located on each side of the entrance. No face of the sign shall exceed 32 square feet in size, and may be illuminated in a steady light only from below.

2) When considering the placement of such signs, the planning and development department, as the case may be, shall consider the location of public utilities, sidewalks and future street widening.

3) The planning and development department shall ensure that such signs shall be maintained perpetually by the developer, sign owner, pertinent owners' association or some other person who is legally accountable under a maintenance arrangement approved by the city manager. If no accountable person accepts legal responsibility to maintain the signs and no other provision has been made for the maintenance of them, the signs shall be removed by the developer or owner.

iii. The Department shall have the ability to review each application for a subdivision sign on a case by case basis.

1) Any deviation or variance from the above standards shall require department consultation with Public Works.

2) Location in the Public Right-of-way shall require City Council Approval.

e. Multi-family and Apartment Sign Standards.

i. Maximum height: 24 inches for letters or logos.

ii. Applied letters shall be constructed of painted cast metal, bronze, brass, or black anodized aluminum. Applied plastic letters are not permitted.

(6) Digital Display Signs/Electrical Variable Message Signs

Digital display signs are subject to the following regulations in addition to all other requirements established in this Section.

a. Sign Type: Digital displays are permitted in the form of freestanding, monument, and wall signs, both on-premises and off-premises, in accordance with these regulations.

b. Height: A digital display shall have the same height limits as for other permitted signs of the same type and location.

c. Area:

i. When used as an on-premises sign, digital displays shall not exceed more than 30% of the total sign area permitted on the site.

1) On-premise signs with a digital display component may be allowed an additional 20% in permitted sign area provided the following conditions are met:

a) The applicant/owner of the site where the sign is to be located, shall provide 20% more landscaping, in excess of what is required by this Code.

b) The additional landscaping will be in the form prescribed in Article 8.

c) The additional landscaping shall be installed within the landscaped area immediately adjacent to the sign.

ii. When used as an off-premises sign, digital displays may be used for the full permitted sign area.

d. Digital Display signs are not permitted in the D-CM Zoning District, any Residential Zoning District, or the Historic District.

e. Maximum Number per property: Where permitted, one (1) digital display sign is permitted per property

f. Message Display:

i. Any Digital Display containing animation, streaming video, or text or images which flash, pulsate, move, or scroll is prohibited. Each complete message must fit on one screen.

ii. One message/display may be brighter than another, but each individual message/display must be static in intensity.

iii. The content of a digital display must transition by changing instantly, with no transition graphics (*e.g.*, no fade-out or fade-in).

iv. Default Design: The sign shall contain a default design which shall freeze the sign message in one position if a malfunction should occur.

g. Conversion of a permitted non-digital sign to a digital sign requires the issuance of a permit pursuant to these regulations.

h. The addition of any digital display to a nonconforming sign is prohibited.

i. Public Service Announcements:

i. The owner of every digital sign shall coordinate with the local authorities to display, when appropriate, emergency information important to the traveling public.

C. Permanent Off-Premise Signage Standards

(1) Generally

a. Content: Off-premises signs shall not display any message harmful to minors, graphic, or of an obscene or pornographic nature as determined by the Director.

(2) Billboards are subject to the following restrictions.

a. Locations Permitted.

i. Billboards are permitted in the following locations:

- 1) The C-1, C-2, and C-3 Zoning Districts along Highways 87, 89, and 90 and along County Road 184 only.

b. Permissible Number, Area, Spacing and Height:

i. *Maximum size.* No billboard may exceed 300 square feet in size for a two-lane road and 378 square feet in size for a four-lane road, except for extensions (protrusions) of less than ten percent of the sign face.

ii. *Maximum height.* No billboard, or combination of signs, shall exceed 12 feet in sign face height. The maximum height to the top of the sign shall not exceed 50 feet, excluding protrusion, from the crown of the road on which the sign faces. For each added foot of height above 35 feet, up to the maximum height of 50 feet, the sign shall be setback from the right-of-way an additional foot. The setback shall be measured from the closet or leading edge of the sign to the right-of-way.

iii. *Maximum width.* No billboard, or combination of signs, may exceed 36 feet in width.

iv. *Spacing:* Billboards shall be:

- 1) No billboard may be closer than 15 feet from any right-of-way, and meet normal building setback line requirements, nor:

- a) Closer than 1,000 feet from any other billboard on the same side of the thoroughfare to which the permanent advertising sign is directed along any state road or;

- b) Closer than 1,500 feet from any other billboard on the same side of the thoroughfare to which the permanent advertising sign is directed along any road way other than a state road; and

- 2) No portion of a billboard shall be located within 75 feet of an intersection right-of-way, nor within 100 feet of any residence, residential use, residential zone, church, or school property line. Spacing shall be determined based on signs that have received the necessary city permit pursuant to these regulations, and signs having received prior authorization shall have priority over a later applicant in determining compliance with the spacing restrictions. Where two applications from different persons conflict with each other, so that only one of the applications may be granted, the first application received by the department will be the first considered for approval. The second application shall remain pending until resolution of the first application. The second applicant shall be advised in writing of the first application and when the first application is acted upon. If the first application considered is granted, the second application shall be denied. If the first application is denied, the second application shall then be considered for approval.

iv. *Number of Signs per Lot*: There shall be no more than one billboard per lot. Vertically or horizontally stacked signs shall not be permitted.

c. Message Sequencing: Message sequencing is prohibited.

d. Construction and Maintenance.

i. All plans for billboards shall be certified by a licensed engineer registered in Florida.

ii. All billboards shall be constructed in accordance with industry-wide standards established by the Outdoor Advertising Association of America and the Institute of Outdoor Advertising, or their successor organizations. All billboards shall be structurally sound and maintained in good condition and in compliance with the Florida Building Code.

iii. The rear face of a single-face, billboard shall be painted and maintained with a single neutral color as approved by [municipality].

iv. Every three years, the owner of the billboard shall have a structural inspection made of the billboard by a licensed engineer registered in Florida and shall provide to the [municipality] a certificate certifying that the billboard is structurally sound.

e. Identification of Sign Owner: All billboards shall be identified on the structure with the name, address, and phone number of the owner of such sign.

f. Landscaping.

i. Landscaping shall be provided at the base of all billboards. Trees and shrubbery, including evergreen and flowering trees, of sufficient size and quantity shall be used to achieve the purpose of this Section.

ii. Trees greater than four (4) inches in diameter removed for construction of the sign shall be replaced on-site at a ratio of one (1) replacement tree for each removed tree using native species no less than three (3) inches in diameter.

g. Additional Regulations. All billboards shall comply with any and all applicable zoning regulations and any and all other local, state and/or federal regulations. In the event any other applicable regulation is in conflict with the provisions of this Section, the more strict regulation shall apply.

(3) Other Permanent Off-Premises Signs.

a. Off-Premise signs which do not meet the definition of *billboard* are subject to the following regulations:

i. Off-Premise advertising signs are prohibited.

ii. A maximum number of two (2) off-premise directional signs shall be permitted with approval from the department.

iii. All off-premise directional signs shall require written approval from the property owners where the signs are to be placed.

iv. Off-Premise directional signs are limited to 6 square feet in area.

D. Permanent Signage Standards in the D-CM Zoning District

The following standards are in addition to Sections 12.6 (A) and (B) and take precedence in the Downtown Core Mixed-Use (D-CM) Zoning District.

(1) Generally.

- a. No sign shall exceed 20 feet in height
- b. Poll signs shall be prohibited in the D-CM.

(2) Wall Signs.

Wall signs for mixed-use and non-residential uses shall be permitted subject to the following regulations.

- a. Number: One (1) sign per tenant per street frontage, up to a maximum of two (2) signs per tenant. Where a property has entrances facing both a street and a parking lot, an additional sign is permitted to face the parking lot.
- b. Area: No single wall sign shall exceed 40 sq. ft. in area.
 - i. Where properties are permitted two (2) wall signs, the maximum allowable sign area may be combined into one sign or shared at any ratio between the signs, provided the total allowable wall signage area is not exceeded.
- c. Height: Signs shall have a maximum height equal to the eave-line or the bottom of the second story window sill, whichever is lower.
- d. Illumination: The following illumination types shall be permitted:
 - i. External illumination, lit from above
 - ii. Halo illumination or back-lit letters
 - iii. Neon lighting

(3) Awning or Canopy Signs.

Awning or Canopy signs for mixed-use and non-residential uses shall be permitted subject to the following regulations.

- a. Height: Signs shall have a maximum height equal to the eave-line or the bottom of the second story window sill, whichever is lower.
- b. Copy shall be limited to the valance of awnings and canopies and shall not exceed 75% of the awning/canopy width.
 - i. Height of the copy on the valance shall be limited to the height of the valance itself.
 - ii. A logo shall be permitted on the shed of the canopy or awning not to exceed 30% of the shed area or maximum of ten (10) square feet, whichever is less.
 - iii. Canopy roof signs shall be considered a wall sign but shall be limited to 20 sq. ft.

c. Illumination: The following illumination types shall be permitted:

- i. External illumination, lit from above only.

(4) Projecting Signs.

Projecting signs for mixed-use and non-residential uses shall be permitted subject to the following regulations.

a. Number: One (1) sign per ground floor establishment, plus one (1) sign per building entrance serving one or more commercial tenants without a ground floor entrance.

b. Area: Each sign shall have a maximum area of twelve (12) sq. ft. per sign face.

c. Height: Signs shall have a maximum height equal to the eave-line or the bottom of the second story window sill, whichever is lower.

d. Illumination: The following illumination types shall be permitted:

- i. External illumination, lit from above
- ii. Neon lighting

(5) Window Signs.

Window Signs for mixed-use and non-residential uses shall be permitted subject to the following regulations.

a. Area: A maximum of 15% of the total window area of any single storefront may be used for permanent signs that are etched, painted, or otherwise permanently affixed to the window. A maximum of 25% of the total window area of any single storefront may be covered by a combination of permanent and temporary window signs.

b. Illumination: The following illumination types shall be permitted:

- i. Neon lighting
- ii. External illumination, lit from above or below provided the presence of the illumination does not create any external glare.

(6) Marquee Signs.

Marquee Signs for mixed-use and non-residential uses shall be permitted subject to the following regulations.

a. Number: One (1) marquee structure per building.

b. Area: The total area of all signs on a single marquee structure shall not exceed 150 sq. ft. in area.

c. Height: Signs shall have a maximum height equal to the eave-line or the bottom of the second story window sill, whichever is lower.

d. Illumination: The following illumination types shall be permitted:

- i. Internal illumination
- ii. Message center sign
- iii. External illumination, from below

E. Permanent signage standards in the R-C1 zoning district.

The following standards are in addition to Section 12.6 (A) and (B) and take precedence in the Residential-Commercial (R-C1) Zoning District.

(1) Generally.

- a. No sign shall exceed 20 feet in height.
- b. Any sign permitted in residential districts, for appropriate uses, as defined and regulated in this code shall be permitted within the R-C1 district.

(2) Wall Signs.

Wall signs for mixed-use and non-residential uses shall be permitted subject to the following regulations.

- a. Number: One (1) sign per tenant per street frontage, up to two (2) signs per tenant. Where a property has entrances facing both a street and a parking lot, a second sign is permitted to face the parking lot.
- b. Area: Each sign shall have a maximum area of 40 sq. ft. per sign face.
 - i. Where properties are permitted two (2) wall signs, the maximum allowable sign area may be combined into one sign or shared at any ratio between the signs, provided the total allowable wall signage area is not exceeded.
- c. Height: Signs shall have a maximum height equal to the eave-line or the bottom of the second story window sill, whichever is lower. No Sign shall exceed 20 feet in height.
- d. Illumination: The following illumination types shall be permitted:
 - i. External illumination, lit from above
 - ii. Halo illumination or back-lit letters

(3) Awning or Canopy Signs.

Awning and/or Canopy signs for mixed-use and non-residential uses shall be permitted subject to the following regulations.

- a. Height: Signs shall have a maximum height equal to the eave-line or the bottom of the second story window sill, whichever is lower.
- b. Copy on awning and canopies shall be limited to 75% of the awning/canopy width.
 - i. Height of the copy on the valance shall be limited to the height of the valance itself.

ii. A logo shall be permitted on the shed of the canopy or awning not to exceed 30% of the shed area or maximum of ten (10) square feet, whichever is less.

iii. Canopy roof signs shall be considered a wall sign but shall be limited to 20 sq. ft.

c. Illumination: These signs shall be non-illuminated.

(4) Projecting Signs.

Projecting signs for mixed-use and non-residential uses shall be permitted subject to the following regulations.

a. Number: One (1) sign per ground floor establishment, plus one (1) sign per building entrance serving one or more commercial tenants without a ground floor entrance.

b. Area: Each sign shall have a maximum area of 12 sq. ft. per sign face.

c. Height: Signs shall have a maximum height equal to the eave-line or the bottom of the second story window sill, whichever is lower.

d. Illumination: These signs shall be non-illuminated.

(5) Window Signs.

Window signs for mixed-use and non-residential uses shall be permitted subject to the following regulations.

a. Area: A maximum of 15% of the total window area of any single storefront may be used for permanent signs that are etched, painted, or otherwise permanently affixed to the window.

b. Illumination: These signs shall be non-illuminated.

(6) Freestanding Signs.

Freestanding signs for mixed-use and non-residential uses shall be permitted subject to the following regulations.

a. Monument Signs.

i. Number: One (1) sign per street frontage.

ii. Area: Each sign shall have a maximum area of 35 sq. ft., plus an additional 5 sq. ft. per tenant, up to a maximum of 50 sq. ft.

iii. Illumination: The following illumination types shall be permitted:

1) External illumination

2) Internal Illumination

3) Digital Display

b. Pole Signs.

i. Number: One (1) sign per street frontage.

ii. Area: Each sign shall have a maximum area of 15 sq. ft., plus an additional 5 sq. ft. per tenant, up to a maximum of 30 sq. ft.

iii. Illumination: The following illumination types shall be permitted:

- 1) External illumination
- 2) Internal Illumination
- 3) Digital Display

c. Height: Freestanding signs shall have a maximum height of 10 ft.

E. Permanent Signage Standards in Residential Districts

(1) General Home Occupation Sign Standards.

- a. Pole signs are prohibited.
- b. Reader boards are prohibited unless otherwise exempted by these regulations.
- c. A single ground sign shall be permitted per home occupation.
 - i. Sign area shall not exceed 4 square feet
 - ii. Shall not be located in any Right-of-way.
 - iii. Sign shall be non-illuminated.
- d. A single wall sign shall be permitted per home occupation.
 - i. Sign shall not exceed 6 square feet.
 - ii. Sign shall be non-illuminated

(2) General Non-Residential Use Sign Standards

a. Wall sign.

Walls signs for mixed use and non-residential structures where appropriate are permitted as follows:

- i. Maximum square footage: 12 square feet.
- ii. Distance above grade: N/A.
- iii. Lighting: External non-intrusive.
- iv. Spacing: N/A.
- v. Time limit: None.
- vi. Permitted number on-site: One per occupancy, per street frontage.
- vii. Additional requirements:

1) One wall-mounted sign, not exceeding ten (10) square feet in area, is permitted on any side or rear entrance which is open to the public. Such wall signs may only be lighted during the operating hours of business.

b. Blade and hanging sign.

- i. Maximum square footage: Six square feet.
- ii. Maximum height: ten (10) feet.
- iii. Maximum width: Three feet.
- iv. Distance above grade: Four feet or higher unless otherwise regulated by this Article.
- v. Lighting: None.
- vi. Spacing: None.
- vii. Time limit: None.
- viii. Permitted number on-site: One per occupancy.

c. Ground Signs.

- i. Within all residential districts for approved non-residential uses and approved special exceptions, one sign of 32 square feet, not exceeding eight feet in height and non-animated, may be located on the premises.
- ii. Illumination: The following illumination types shall be permitted:
 - 1) External illumination, lit from below. Sign may be illuminated only during regular business hours.
 - 2) Internal Illumination.

(3) "For Sale" Signs.

- a. One "For Sale" sign constructed of wood and/or metal or other acceptable plastic or composite material not to exceed six (6) feet in area and four (4) feet in height, shall be permitted.
 - i. The "For Sale" sign shall be permitted for an indefinite amount of time but shall only be required to pay the Limited Duration Sign Permit fee.

12.7 LIMITED DURATION SIGN STANDARDS

A. Limited duration signs, as defined in this Article, located on private property are subject to the regulations set forth below. Limited Duration signs that comply with the requirements in this subsection shall not be included in the determination of the type, number, or area of permanent signs allowed on a property. Unless otherwise stated below, the requirements of this section shall apply in all zoning districts except the D-CM and to all permitted property uses.

B. Size and Number.

(1) Non-Residential Zones:

a. Large Limited Duration Signs: One (1) large limited duration sign is permitted per property in all non-residential zones.

i. Type:

- 1) Freestanding sign
- 2) Window sign
- 3) Wall sign
- 4) Banner

ii. Area: Each large limited duration sign shall have a maximum area of 16 sq. ft.

iii. Height: Large limited duration signs that are freestanding shall have a maximum height of eight (8) feet.

b. Small Limited Duration Signs: In addition to the large limited duration sign(s) outlined above, one (1) small limited duration sign is permitted per property in all nonresidential zones.

i. Type:

- 1) Freestanding sign
- 2) Window sign
- 3) Wall sign

ii. Area: Each small limited duration sign shall have a maximum area of six (6) sq. ft.

iii. Height: Small limited duration signs that are freestanding shall have a maximum height of six (6) feet.

(2) Residential Zones:

a. Large Limited Duration Sign: For permitted non-residential uses and subdivisions, one (1) large limited duration sign is permitted per property so long as the property is greater than five (5) acres in size or has at least 400 feet of street frontage or has more than 10,000 square feet of floor area.

i. Type:

- 1) Freestanding sign
- 2) Window sign
- 3) Wall sign
- 4) Banner

ii. Area: Each large limited duration sign shall have a maximum area of 16 sq. ft.

iii. Height: Large limited duration signs that are freestanding shall have a maximum height of eight (8) feet.

b. Small Limited Duration Sign: One (1) small limited duration sign is permitted per property.

i. Type:

- 1) Freestanding sign
- 2) Window sign
- 3) Wall sign
- 4) Banner

ii. Area: Each small limited duration sign shall have a maximum area of six (6) sq. ft.

iii. Height: Small limited duration signs that are freestanding shall have a maximum height of six (6) feet.

C. Permit Requirements.

(1) A permit for a limited duration sign is issued for up to 90 consecutive days and may be renewed one time in a 365 day period once the initial 90 day limited duration permit has lapsed.

(2) One (1) sign is allowed per permit. An applicant may request up to two (2) permits per address, but is subject to the size and number requirements set forth in this section.

(3) An application for a limited duration sign permit must include:

a. A description of the sign indicating the number, size, shape, dimensions, and colors of the sign, and the expected length of time the sign will be displayed;

b. A schematic drawing of the site showing the proposed location of the sign in relation to nearby buildings and streets;

12.8 TEMPORARY SIGN STANDARDS

All temporary signs shall require a Temporary Sign permit. All temporary signs must comply with the following design, construction and location standards. Information about the size, location and design shall be presented to the zoning coordinator on forms acceptable to the planning and development department.

A. Where allowed.

(1) Temporary signs are allowed in all zoning districts, subject to the restrictions imposed by this section and other relevant parts of these regulations.

(2) No temporary sign shall be located within any Public Right-of-way.

(3) Off-premise temporary signs are prohibited.

B. Time permitted.

(1) Temporary signs shall be permitted for a period of time not to exceed 30 consecutive days unless otherwise indicated in this subsection and may be renewed four times in a 365 day period once the initial 30 day temporary sign permit has lapsed.

C. Types permitted.

- (1) Temporary signs shall not be an electric sign.
- (2) Temporary signs shall not be illuminated.

D. Noncompliant signs subject to removal.

(1) Any temporary sign not complying with the requirements of these regulations is illegal and subject to immediate removal.

E. Generally.

(1) A temporary sign may display any message so long as it is not:

- a. Harmful to minors as defined by these regulations; and
- b. Advertising, as defined by these regulations, except that advertising for the following purposes may be displayed:
 - i. In addition to 12.6(E)(4), to indicate that an owner, either personally or through an agent, is actively attempting to sell, rent or lease the property on which the sign is located;
 - ii. To indicate the grand opening of a business or other activity. Such message may be displayed for a period not to exceed the first three months, or 90 consecutive days from the date the certificate of occupancy was issued; this does not include the use of wind signs.
 - iii. To identify construction in progress. Such message shall not be displayed more than 60 days prior to the beginning of actual construction of the project, and shall be removed within 30 days of construction completion. If construction is discontinued for a period of more than 60 days, the message shall be removed, pending initiation or continuation of construction activities;

(2) New Business Sign:

- a. To indicate the existence of a new business, or a business in a new location, if such business has no permanent signs. Such message may be displayed for a period of no more than 30 days or until installation of permanent signage, whichever shall occur first;

(3) To announce or advertise such temporary uses as fairs, carnivals, circuses, revivals, sporting events, flea markets, garage sales, or any public, charitable, educational or religious event or function. Such sign shall be removed within 48 hours after the special event; and

(4) When governmental action impedes or denies access to commercial premises, temporary signage, not to exceed 20 square feet for each road frontage shall be allowed during the term of the governmental action that generated the impediment.

F. Permissible size, height and number.

(1) Residential Zoning Districts: R-1AA, R-1A, R-1, R-2, R-3, and R-C1

a. Free Standing Yard Signs.

- i. A parcel located in any residential zone may display no more than four temporary signs per lot with an aggregate sign area of no more than twelve (12) square feet.
- ii. No individual sign shall exceed six square feet, nor exceed five feet in height.

b. Wall Signs and Banners.

- i. In lieu of free standing yard signs, one banner or wall sign may be attached to the primary structure.
- ii. Wall signs and banners may not exceed eighteen (18) square feet in area.

12.1 Residential Temporary Signage

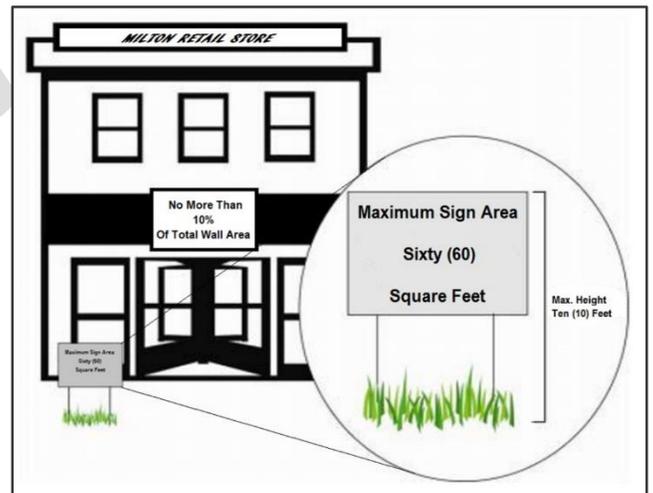


(1) Non-Residential Zoning Districts: C-1, C-2, and C-3.

a. Free Standing Yard Signs.

- i. Non-Residential parcels in the C-1, C-2, and C-3 zoning districts may display one square foot of temporary signage per ten feet of frontage up to a maximum of 100 square feet.
- ii. No individual sign shall exceed 60 square feet,
- iii. No individual sign shall exceed ten feet in height.
- iv. Signs must be spaced at least 50 feet apart.
- v. Number per lot shall not exceed two (2) signs.

12.2 Temporary Non-Residential Signage



b. Walls Signs and Banners.

- i. In lieu of free standing yard signs, one (1) banner or wall sign may be attached to the main structure or placed in the front yard.
- ii. Total square footage shall not exceed 10% of the wall(s) on which they are located or a maximum of 60 square feet, whichever is less.

(2) Grand Opening Wind Signs.

a. In addition to the above allowed temporary signage, upon the issuance of a Business License by the Planning and Development department, signs, commonly referred to as wind signs, also known as feather, tear drop, and blade flags, commonly consisting of a pole and a suspended sign made of a flexible material such as canvas, sail cloth, or plastic and fastened in such a manner as to move upon being subjected to pressure by wind, shall be, from the date of Business License issuance, temporarily permitted for a period of time not to exceed 15 consecutive days.

i. A temporary sign permit for the placement of a wind sign must be obtained in conjunction with the Business License and prior to the placement of any wind signs.

b. Wind sign placement shall be limited by the following:

i. Wind signs shall be limited to one sign per pole.

ii. The number of wind signs shall be limited to two per street frontage.

1) Businesses on lots of 500 feet of street frontage or more, shall be permitted one additional wind sign.

iii. Wind signs shall be constructed of nylon, canvas, or plastic materials only.

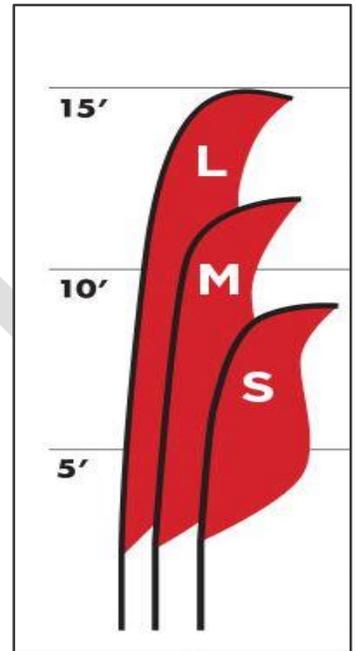
iv. Wind signs shall be maintained in a good condition without fraying and tearing for the life of the permit.

v. Each wind sign shall be limited to 24 square feet in area.

vi. Wind sign height shall not exceed 15 feet.

vii. Wind signs shall not be permitted in any public or private right-of-way.

12.3: WIND SIGN HEIGHT.



12.9 PORTABLE SIGN STANDARDS

A. A-Frame Signs.

Portable Signs shall be permitted as permanent signs in the D-CM and R-C1 Zoning Districts only, Portable Signs shall comply with the following standards:

(1) *Required Dimensions:* A-frame signs shall be a minimum of 28 inches tall and shall not exceed 48 inches in height. A-frame signs shall not exceed 24 inches in width. The A-frame structure shall be a minimum of 18 inches in width.

(2) Businesses are permitted one A-frame sign per operable public entrance in addition to all other signage permitted by this chapter provided all requirements for A-frame signs set forth in this section are met.

12.4: A-FRAME SIGN EXAMPLE



- (3) A-frame signs shall contain information and advertising for the business placing the sign only and shall not contain any endorsement or logos for any other business off-premises.
- (4) A-frame signs shall not block building entrances or exits.
- (5) A-frame signs shall have a locking arm or other device to stabilize the structure.
- (6) A-frame signs shall comply with the accessibility requirements of Florida Statutes.
- (7) A-frame signs shall be displayed only during the hours of operation of the business being advertised.
- (8) A-frame signs shall be located abutting the building or the curb of the street.
- (9) A-frame signs shall not block access to parking spaces or block traffic lanes.
- (10) A minimum sidewalk clearance or pathway of five (5) feet (60 inches) in width shall be maintained.
- (11) A-frame signs shall comply with the sight visibility triangle requirements set forth in this Code
- (12) Businesses with street level public access shall place their A-frame sign(s) within the tenant frontage of the business only.
- (14) Multi-tenant developments shall be permitted one A-frame sign per each common exterior public business entrance.
- (15) A-frame signs shall not be internally illuminated.
- (16) A-frame signs shall be spaced a minimum of 15 linear feet from all other permitted signs.
- (17) The City of Milton may require the temporary removal of A-frame signs during special events.

B. Poster Frame Signs.

- (1) One Poster Frame sign shall be permitted in lieu of an A-Frame sign provided it meets the following:
 - (2) *Required Dimensions:* A-frame signs shall be a minimum of 28 inches tall and shall not exceed 48 inches in height. A-frame signs shall not exceed 24 inches in width. The A-frame structure shall be a minimum of 18 inches in width.
 - (3) Businesses are permitted one Poster Frame sign per operable public entrance in addition to all other signage permitted by this chapter provided all requirements for Poster Frame signs set forth in this section are met.
 - (4) Poster Frame signs shall contain information and advertising for the business placing the sign only and shall not contain any endorsement or logos for any other business off-premises.
 - (5) Poster Frame signs shall not block building entrances or exits.
 - (6) Poster Frame signs shall comply with the accessibility requirements of Florida Statutes.
 - (7) Poster Frame signs shall be displayed only during the hours of operation of the business being advertised.

12.4 Poster Frame Sign Example



- (8) Poster Frame signs shall be located abutting the building or the curb of the street.
- (9) Poster Frame signs shall not block access to parking spaces or block traffic lanes.
- (10) A minimum sidewalk clearance or pathway of five (5) feet (60 inches) in width shall be maintained.
- (11) Poster Frame signs shall comply with the sight visibility triangle requirements set forth in this Code
- (12) Businesses with street level public access shall place their Poster Frame sign(s) within the tenant frontage of the business only.
- (13) Multi-tenant developments shall be permitted one Poster Frame sign per each common exterior public business entrance.
- (14) Poster Frame signs shall not be illuminated.
- (15) Poster Frame signs shall be spaced a minimum of 15 linear feet from all other permitted signs.
- (16) The City of Milton may require the temporary removal of Poster Frame signs during special events.

12.10 SIGN STANDARDS IN THE HISTORIC DISTRICT

Signs in the historic district shall be regulated in accordance with the requirements for the land use district in which the proposed development activity is located. In addition, the provisions contained in [section III-12.6](#), supplementary design review regulations, within the Historic District, regarding sign patterns and colors, etc., shall apply.

12.11 SIGN STANDARDS IN COMMUNITY REDEVELOPMENT AREAS.

Signs in the designated Community Redevelopment Areas shall be regulated in accordance with the requirements for the land use district in which the proposed development activity is located. In addition, the provisions contained [section III-12.6](#), supplementary design review regulations, within the Community Redevelopment Areas, regarding sign patterns and color, etc., shall apply.

12.12 REMOVAL OF UNSAFE, UNLAWFUL, OR ABANDONED SIGNS

A. The owner, person, or firm maintaining a sign shall remove the sign when it becomes unsafe, is in danger of falling, or it becomes so deteriorated that it no longer serves a useful purpose of communication, or it is determined by the Department to be a nuisance, unsafe, or it is unlawfully erected in violation of any of the provisions of this Article.

- (1) The Department may remove or cause to be removed the sign at the expense of the owner and/ or lessee in the event of the owner of the person or firm maintaining the sign has not complied with the terms of a Notice of Noncompliance within thirty (30) days of the date of receipt of the notice. In the event of immediate danger, the Department may remove the sign immediately upon the issuance of notice to the owner, person, or firm maintaining the sign.

B. Abandoned Signs.

(1) It shall be the responsibility of the owner of any property upon which an abandoned sign is located to remove such sign within 365 days of the sign becoming abandoned as defined in this section.

Removal of an abandoned sign shall include the removal of the entire sign including the sign face, supporting structure, and structural trim.

(2) Where the owner of the property on which an abandoned sign is located fails to remove such sign in a 365 days the Department may remove or have such sign removed.

a. Any expense directly incurred in the removal of such sign shall be charged to the owner of the property. Where the owner fails to pay, the City may file a lien upon the property for the purpose of recovering all reasonable costs associated with the removal of the sign.

(3) Any Temporary sign not complying with the requirements of this Article is illegal and subject to immediate removal without notice.

12.13 PERMITS & APPLICATIONS

A. It shall be unlawful for any person, firm, or corporation to erect, alter, repair, or relocate any sign within the City of Milton without first obtaining a sign permit, unless the sign is specifically exempt from the permit requirements as outlined in §5. Exempt Signs.

B. In order to apply for a sign permit, the applicant must complete an Application for Sign Permit form and be able to provide the following information, in writing, to the Planning and Development Department of the City of Milton.

(1) Name of organization and location.

(2) Name, address, and telephone number of the property owner, and the signature of the property owner or duly authorized agent for the owner.

(3) Contact person and contact information.

(4) Description of the activities occurring on the site where the sign will be installed.

(5) Description of any existing signage that will remain on the site.

(6) Identification of the type of sign(s) to be erected by the applicant.

(7) Site plan depicting the locations of proposed signage and existing remaining signage.

(8) Two copies of a plan drawn to scale depicting:

a. Lot dimensions, building frontage, and existing cart-ways, rights-of-way and driveways.

b. The design of each sign face and sign structure, including dimensions, total area, sign height, depth, color scheme, structural details, materials, lighting scheme and proposed location.

c. Building elevations, existing and proposed facades, parapet walls, eave-line and the location and size of all proposed and existing permanent signage.

d. Current photographs showing existing signs on the premises and certifying the date on which photographs were taken.

(9) Engineering as per Section 12.6(5).

(10) A permit fee, to be established from time to time by Resolution of the City of Milton, shall be paid.

(11) Applications for proposed signs located within the Historic District or within a Community Redevelopment Area shall require additional review by the appropriate bodies and may in turn necessitate the submission of additional copies.

(12) Attach the State of Florida Department of Transportation's fully completed application, if applicable.

C. Permit Cost.

Sign permit fees shall be adopted by resolution within the annual Resolution establishing the schedule of fees.

1) There shall be a fee based on the signs' proposed display time frame. Permanent, Limited Duration, and Temporary signs shall each have fee amounts equivalent to the maximum display time frame for each sign class.

12.14 NONCONFORMING SIGNS

A. Nonconforming signs are subject to **section III-11.4**, Nonconforming Structures Uses of Land: land with Minor Structures Only. Should an existing nonconforming sign be damaged and/or destroyed, the sign location shall be preserved for a period of up to six months; provided the following conditions are met or exceeded:

(1) The sign shall be reconstructed within a six-month period from the date of the incident which damaged the original sign; and

(2) The reconstructed sign shall meet all other size, setback and height requirements of these regulations.

B. Consistent with F.S. § 479.15, harmony of regulations, nonconforming outdoor signs may be relocated or reconstructed in accordance with that statute, as amended, such that the city will not be responsible for just compensation for removal.

C. Signs on the Premises of Legally Non-Conforming Uses.

(1) Signs on the premises of legally nonconforming uses may remain until the existing use of the premises is discontinued.

(2) If a sign wears out or is damaged (including rust, faded colors, discoloration, holes, or missing parts or informational items), or is changed for any other reason, the number, size, and area of all signs relating to the premises shall conform to these regulations.

12.15 USAGE AND REMOVAL OF POLITICAL CAMPAIGN ADVERTISEMENT.

A. Each candidate, whether federal, state, county or city, displaying or causing to be displayed any political campaign advertisement within the city shall make a good faith effort to remove all of his or her political campaign advertisements within 30 days after:

- (1) Withdrawal of his or her candidacy;
- (2) Having been eliminated as a candidate; and
- (3) Being elected to office.

However, the candidate shall not be required to remove those political campaign advertisements which are in the form of approved general advertising signs used by an outdoor advertising business as provided in F.S. Ch. 479. The provisions herein shall not apply to political campaign advertisements placed on motor vehicles, or campaign messages designated to be worn by a person.

B. If political campaign advertisements are not removed within the specified period, the city shall have the authority, through the code enforcement officer, to remove such advertisements and to charge the candidate the actual cost of removal, or the sum as currently established or as hereafter adopted by resolution of the city council from time to time, whichever is greater. Funds collected for removing such advertisements shall be deposited to the city's general revenue.

C. No political campaign advertisement shall be erected, posted, painted, tacked, nailed or otherwise displayed, placed or located on or above the right-of-way of any street or highway located within the city, or affixed to any tree located within the city.

D. The city clerk shall notify all candidates whose political campaign advertisements might be displayed in the city in writing of the provisions of this section by U.S. mail or by hand delivery.

12.16 UTILITY SIGNAGE

A. Public utility signs that identify the location of underground utility lines and facilities, high voltage lines and facilities, and other utility facilities and appurtenances are permitted so long as they do not exceed three feet in height, and so long as the sign face does not exceed one-half square foot.

12.17 WALL GRAPHICS

A. Within the historic district.

(1) No new additional wall graphics will be allowed on a regulated historic structure or a contributing historic structure unless approved by the historic preservation board. New wall graphics on regulated historic structures shall be historically correct for the period and shall be based on the best historical information available and the guidelines established in this section. The city planning and development department shall be allowed to approve the replacement in kind of an existing wall graphic provided there are no changes to the wall graphic.

(2) Wall graphics will be allowed on structures within the historic district, only if meeting the following regulations:

- a. Depict events within the 1820 to 1939 era;
- b. No living person shall be depicted; and
- c. The wall graphic shall be reviewed and approved by the city historic preservation board.

B. Application process and requirements.

(1) Pre-board meeting/application.

- a. The applicant shall prepare a sign application.
- b. The location of the wall graphic shall be specific as to the exact location of the graphic on the structure.
- c. A written concept and rationale for the wall graphic shall be submitted with the sign application.
- d. A concept sketch shall accompany the sign application.
- e. The application and supporting data shall be provided to the planning and development department no later than ten days prior to any required board meeting.

Wall graphic permits shall be valid for a period of six months. Upon application a one-time extension may be granted, not to exceed three months.

(2) Second meeting.

- a. The final location of the wall graphic.
- b. The final size (length and width) of the graphic.
- c. An artist sketch or rendition of the wall graphic. This can be a black and white rendition.
- d. A copy of the artist contract.
- e. A copy of the building or building owner contract, which includes maintenance of the wall graphic.
- f. A description of the wall preparation, specifications on the paint to be used for the wall graphic, specifications on the overcoat and/or protective coat to be used and a description of the colors to be used in the graphic.

(3) Third meeting.

(a) Prior to placing the wall graphic on the approved site, the sponsor shall provide the planning and development department a full color rendition of the wall graphic. If the presented rendition is substantially in accordance with the previously approved application, the planning and development department shall issue the:

- 1. Development order;
- 2. Certificate of appropriateness; and

3. Permit.

(b) Should the rendition deviate from the submitted application the planning and development department shall present the color rendition, the original application and comments for consideration at a meeting under subsection (b) of this section.

C. Within the city, excluding the historic district.

(1) Wall graphics will be allowed only in commercial districts.

(2) Wall graphics will be allowed only on commercial buildings.

(3) Allowable wall graphics shall include:

- a. Depictions that pertain to the building or structure,
- b. The city's history or heritage; or
- c. The history or heritage of the greater Milton area. Such area may include an area of ten miles from the intersection of the Blackwater River and Highway 90.

(4) Submittal to and approval shall be obtained from the city planning and development department prior to any work being performed.

(5) Should the application be submitted through the Mural Society and comply with their guidelines, the application fee shall be the same as if the Mural Society submitted the application. Should the application be submitted directly to the planning and development department, bypassing the Mural Society guidelines, the permit fee shall be the same as a permitted sign. The application process shall comply with the process outlined in subsection (b) of this section, except that no historic preservation board review will be completed and no certificate of appropriateness will be issued.

12.18 ENFORCEMENT AND PENALTY.

A. A Code Enforcement Officer and/or the City Police Department shall enforce these regulations.

B. A Code Enforcement Officer or a Police Officer may, in his or her own discretion, remove a sign, which is in violation of these regulations.

C. Snipe signs and temporary signs found out of compliance with this code shall be removed by a code enforcement officer at the owner's expense.

1) The owner of the sign, as determined by the Code Enforcement Officer, shall be charged the actual cost of removal, or the sum as currently established or as hereafter adopted by resolution of the city council from time to time, whichever is greater.