

V-7 SIGN REGULATIONS (Ref.: Ord.#1124-03 dated 6/10/03)

V-7.1 Intent

It shall be the intent of this section to control the erection, location, maintenance and use of signs, regardless of type or size, in all land use districts and to insure that no sign shall constitute a safety hazard.

V-7.2 Relationship to Building and Electrical Codes

These sign regulations are intended to complement the requirements of the building and electrical codes adopted by Santa Rosa County. Wherever there is inconsistency between these regulations and the building or electrical code, the more stringent requirement shall apply.

V-7.3 No Defense to Nuisance Action

Compliance with the requirements of these regulations shall not constitute a defense to an action brought to abate a nuisance under the common law.

V-7.4 Maintenance

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 Santa Rosa County, and shall present a neat and clean appearance. The vegetation around, in front of, behind, and underneath the base of ground signs for a distance of ten (10) feet shall be neatly trimmed and free of unsightly weeds, and no rubbish or debris that would constitute a fire or health hazard shall be permitted under or near the sign.

V-7.5 Definitions

Accessory Sign

A permanent ground or building sign that is permitted under this Code as incidental to an existing or proposed use of land.

Advertising

Sign copy intended to directly or indirectly promote the sale or use of a product, service, commodity, entertainment, or real or personal property.

Building Sign

A sign displayed upon or attached to any part of the exterior of a building, including walls, windows, doors, parapets, marquees and roof slopes of forty-five (45) degrees or steeper. SEE FIGURE 7.00.04-A

Commercially Developed Parcel

A parcel of property on which there is at least one walled and roofed structure used for other than residential or agricultural purposes.

Copy

The linguistic or graphic content of a sign.

Electric Sign

Any sign containing electric wiring.

Electric Variable Message Sign (EVMS)

Any sign capable of displaying, on a single sign cabinet, a wide variety of messages in words, digits, or symbols, either in predetermined repetitive sequence or via real-time control. This includes “automated reader boards” signs in which messages on continuous tapes are shown on display panels and may be controlled remotely to change styles and colors of messages, and produce a repeated series of constantly changing messages.

Erect a Sign

To construct, reconstruct, build, relocate, raise, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being or establish; but it shall not include any of the foregoing activities when performed as an incident to the change of message, or routine maintenance.

Frontage

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

Ground Sign

A sign that is supported by one or more columns, upright poles, or braces extended from the ground or from an object on the ground, or that is erected on the ground, where no part of the sign is attached to any part of a building. SEE FIGURE 7.00.04-B

Harmful to Minors

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, and
- 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.

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.

Illuminated Sign

A sign which contains a source of light or which is designed or arranged to reflect light from an artificial source including indirect lighting, neon, incandescent lights, back-lighting, and shall also include signs with reflectors that depend upon automobile headlights for an image.

Marquee

A structure projecting from and supported by a building which extends beyond the building line or property line and fully or partially covers a sidewalk, public entrance or other pedestrian way.

Multiple Occupancy Complex

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 or buildings housing more than one occupant.

Occupant (Occupancy)

A commercial use, i.e. any use other than residential or agricultural.

Outdoor Advertising Sign

A permanent ground sign supported by one or more metallic pole(s) 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.

Parcel

A unit of land within legally established property lines, existing as of the date of this ordinance, as established by recorded document.

Permanent

Designed, constructed and intended for more than short-term use.

Portable Sign

Any sign which is manifestly designed to be transported by trailer or on its own wheels, including such signs even though the wheels may be removed and the remaining chassis or support structure converted to an A or T frame sign and attached temporarily or permanently to the ground.

Roof Line

A horizontal line intersecting the highest point or points of a roof.

Roof Sign

A sign placed above the roof line of a building or on or against a roof slope of less than forty-five (45) degrees.

Sign

Any writing, pictorial presentation, number, illustration, or decoration, flag, banner or pennant, or other device which is used to announce, direct attention to, identify, advertise or otherwise make anything known. The term sign shall not be deemed to include the terms "building" or "landscaping," or any architectural embellishment of a building not intended to communicate information.

Sign Face

The part of a sign that is or may be used for copy.

Sign Face Area

The area of a regular geometric shape which contains the entire surface area of a sign upon which copy is placed.

Sign Structure

Any construction used or designed to support a sign.

Street

A public or private right of way for vehicular traffic, including highways, thoroughfares, lanes, roads, ways, and boulevards.

Temporary

Designed, constructed, and intended to be used on a short-term basis (30 days or less).

Unit

That part of a multiple occupancy complex housing one occupant.

Vehicle Sign

Any sign affixed to a vehicle.

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.

EXEMPT SIGNS

V-7.6 Exempt Signs

The following signs are exempt from the operation of these sign regulations, and from the requirement in this Code that a permit be obtained for the erection of permanent signs, provided they are not placed or constructed so as to create a hazard of any kind:

- A. Signs that are not designed or located so as to be visible from any street or adjoining property.
- B. Signs of two (2) square feet or less and signs that include no letters, symbols, logos or designs in excess of two (2) inches in vertical or horizontal dimension, provided that such sign, or combination of such signs, does not constitute a sign prohibited by other sections of this Code.
- C. Signs necessary to promote health, safety and welfare, and other regulatory, statutory, traffic control or directional signs erected on public property with permission as appropriate from the State of Florida, the United States, the County of Santa Rosa, or the City of Milton.
- D. Legal notices and official instruments.

- E. Decorative flags and bunting for a celebration, convention, or commemoration of significance to the entire community when authorized by the Milton City Council for a prescribed period of time.
- F. Holiday lights and decorations to be lighted or displayed within the appropriate season.
- G. Merchandise displays behind storefront windows so long as no part of the display moves or contains flashing lights.
- H. Memorial signs or tablets, names of buildings and dates of erection when cut into any masonry surface or when constructed of bronze or other incombustible materials and attached to the surface of a building.
- I. Signs incorporated into machinery or equipment by a manufacturer or distributor, which identify or advertise only the product or service dispensed by the machine or equipment, such as signs customarily affixed to vending machines, newspaper racks, telephone booths, and gasoline pumps.
- J. Advertising and identifying signs located on taxicabs, buses, trailers, trucks, or vehicle bumpers.
- K. Public warning signs to indicate the dangers of trespassing, swimming, animals or similar hazards.
- L. Signs carried by a person.
- M. Religious displays.
- N. Wayside scripture signs not to exceed 3 sq. ft. as a sign exempt from building permit requirements.
- O. Temporary, light weight signs such as would be erected by lawn maintenance or service-type businesses for a period not to exceed seven days.
- P. Display signs not exceeding 35 square feet in sign area and used in connection with political campaigns or with civic non-commercial health, safety and welfare campaigns, provided that they are removed in accordance with Section V-7.42.
- Q. One unlighted business 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.
- R. One unlighted business sign advertising the sale, rental or lease of a subdivision. No such sign shall exceed 100 square feet in sign area. Such sign shall be removed seven days after the property has been sold, rented or leased.
- S. Church directional signs, not exceeding five square feet per sign not exceeding three (3) signs per church, as may be approved by the Planning and Development Department. Such directional signs for churches located outside the city may only be approved for churches located within two (2) miles of the city limits.
- T. Directional signs limited in area to four (4) square feet, giving directions to motorists regarding the location of parking areas and access drives shall be permitted as permanent accessory signs on all parcels and shall be counted as part of an occupancy's allowable sign area.
- U. Banners and balloons may be used by licensed automobile dealers within the City between the hours of noon on Friday until noon on Monday to advertise sales events. Dealers are permitted to extend these events for three additional calendar days, each three month period of time. Those periods shall coincide within the calendar year. Violations of this provision shall be addressed in keeping with section V-7.42. **(Ref: Ord.#1303-09 dated 01/13/09)**

PROHIBITED SIGNS

V-7.7 Generally

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

V-7.8 Specifically

The following signs are expressly prohibited unless exempted by Part V-7.6 of this Code:

- A. Signs that are in violation of the building code or electrical code adopted by the city/county.
- B. Any sign that, in the opinion of the Director, does or will constitute a safety hazard.
- C. Blank temporary signs.
- D. 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).
- E. 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.
- F. 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 EVMS as defined herein.
- G. Strings of light bulbs used on commercially developed parcels for commercial purposes, other than traditional holiday decorations.
- H. Signs, commonly referred to as wind signs, consisting of one or more banners, 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. One banner per business will be allowed in all commercial districts, except for the downtown RC-1 district, with a size not to exceed 25% of the square footage of the street (front) face of the structure. Banners are to be well maintained, in good condition and not create a traffic hazard. SEE FIGURE 7.02.02-A. Banners in the RC-1 district will be allowed for thirty (30) days only per business, with a size not to exceed 25% of the square footage of the street (front) face of the structure in total.
- I. Signs that incorporate projected images, emit any sound that is intended to attract attention, or involve the use of live animals.
- J. Signs that emit audible sound, odor, or visible matter such as smoke or steam.
- K. Signs or sign structures that interfere in any way with 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 this Code or other ordinance of the city/county.
- L. 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.
- M. Signs that obstruct the vision of pedestrians, cyclists, or motorists traveling on or entering public streets.
- N. Signs, within ten (10) feet of public right of way or one hundred (100) feet of traffic-control lights, that contain red or green lights that might be confused with traffic control lights.

- O. 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.
- P. Signs that contain any lighting or control mechanism that causes unreasonable interference with radio, television or other communication signals.
- Q. Searchlights used to advertise or promote a business or to attract customers to a property.
- R. 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.
- S. Signs placed upon trees, benches, bus shelters or waste receptacles, except as may be authorized in writing pursuant to Section 337.407, Florida Statutes.
- T. 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 337.407, Florida Statutes.
- U. Signs erected over or across any public street except as may otherwise be expressly authorized by this Code, and except governmental signs erected by or on the order of a public officer.
- V. Signs displaying copy that is harmful to minors as defined by this Code.
- W. Portable signs as defined by this Code.
- X. Non-accessory 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 this ordinance unless permission to do so is first obtained from the owner and/or person in possession of such vehicle.

PERMITTED TEMPORARY SIGNS

V-7.9 Where Allowed

Temporary signs are allowed throughout the city, subject to the restrictions imposed by this section and other relevant parts of this Code.

V-7.10 Sign Types Allowed

A temporary sign may be a ground or building sign, but may not be an electric sign.

V-7.11 Removal of Illegal Temporary Signs

Any temporary sign not complying with the requirements of this section is illegal and subject to immediate removal.

V-7.12 Restrictions on Content of Temporary Signs

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

- A. Harmful to minors as defined by this Code.
- B. Advertising as defined by this Code, except that advertising for the following purposes may be displayed:

1. 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.
2. To indicate the grand opening of a business or other activity. Such message may be displayed for a period not exceeding thirty (30) days within the first three (3) months that the occupancy is open for business.
3. To identify construction in progress. Such message shall not be displayed more than sixty (60) days prior to the beginning of actual construction of the project, and shall be removed when construction is completed. If a message is displayed, or if construction is discontinued for a period of more than sixty (60) days, the message shall be removed, pending initiation or continuation of construction activities.
4. 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 not more than sixty (60) days or until installation of permanent signs, whichever shall occur first.
5. To announce or advertise such temporary uses as fairs, carnivals, circuses, revivals, sporting events, flea markets, or any public, charitable, educational or religious event or function. Such message shall be removed within five (5) days after the special event.
6. When governmental action(s) impedes or denies access to commercial premises, temporary signage, not to exceed fifty (50) square feet for each road frontage shall be allowed during the term of the governmental action that generated the impediment.

V-7.13 Permissible Size, Height and Number of Temporary Signs

A. In Any Residential Zone:

A parcel located in a residential zone may display not more than four (4) temporary signs with an aggregate sign area of not more than ten (10) square feet. No individual sign shall exceed six (6) square feet nor exceed eight (8) feet in height.

B. On All Other Parcels

All other parcels may display one (1) square foot of temporary signage per ten (10) feet of frontage up to a maximum of one hundred (100) square feet. No individual sign shall exceed sixty (60) square feet nor exceed ten (10) feet in height. Signs must be spaced at least one hundred (100) feet apart.

PERMITTED PERMANENT ACCESSORY SIGNS

V-7.14 Sign Types Allowed

A permanent accessory sign may be a ground or building sign. A permanent accessory sign may not be a roof 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 Article III, Section III-11, Non-Conformities.

V-7.15 Content

A permanent accessory sign may display any message so long as it is not harmful to minors as defined by this Code.

V-7.16 Permissible Number, Area, Spacing and Height of Permanent Accessory Signs

A. Ground Signs

Signs at intersections and driveways shall provide a twenty-five (25) foot sight triangle at the intersection. The leading edge of all signs shall have a ten (10) foot minimum setback from any right-of-way.

The permissible number, area, spacing and height of permanent accessory ground signs for each multiple occupancy complex and each occupant not located in a multiple occupancy complex shall be determined according to the following tables and text:

1. Within all residential districts for approved commercial type uses and approved Special Exceptions, one sign of thirty-two (32) square feet, not exceeding eight (8) feet in height, non-animated, may be located on the premises. Said sign shall be lighted (if desired) and constructed so as not to constitute a safety hazard and shall conform to the other requirements of these regulations pertaining to commercial signage. Signage for home occupations shall conform to Article III, Section III-5.9C.

2. For Signs within the RC-1, R-U, CON, PE and REC Zoning Districts:

Frontage on a public right of way in feet	Number of signs allowed	Total sign area allowed/Maximum sign area for individual sign in square feet	Minimum distance in feet from: a) any side property line on an interior lot b) other permanent ground sign	Maximum height in feet
Less than 100	1	32/32	15/25	18
At least 100 but less than 200	1	48/48	20/40	18
At least 200 but less than 300	1	64/64	50/60	18
At least 300 but less than 400	2	72/72	50/80	18
400 or more	3	96/96	50/100	18

Signs in municipal parks are not subject to the above restrictions.

3. For signs within the C-1, C-2, C-3, I-1 and I-2 Zoning Districts:

Frontage on a public right of way in feet	Total sign area allowed	Minimum distance in feet from: a) any side property line on an interior lot b) other permanent ground sign	Maximum height in feet
Less than 200	100	10/30	35
At least 200 but less than 400	125	15/50	35
400 or more	150	50/100	35

4. Multiple Occupancy Complexes

- a. 2 to 6 unit shopping centers shall be allowed one free standing sign to designate the name of the complex and tenants. Said sign shall not exceed 200 square feet, be limited to thirty-five (35) feet in height and have the area between grade and seven (7) feet clear of signage. At the owners option these regulations shall replace the table above.
- b. 7 to 10 unit shopping centers shall be allowed one free standing sign to designate the name of the complex and tenants. Said sign shall not exceed 400 square feet, be limited to thirty-five (35) feet in height and have the area between grade and seven (7) feet clear of signage. At the owners option these regulations shall replace the table above.
- c. 11 or more unit shopping centers shall be allowed one free standing sign to designate the name of the complex and tenants. Said sign shall not exceed 600 square feet, be limited to thirty-five (35) feet in height and have the area between grade and seven (7) feet clear of signage. At the owners option these regulations shall replace the table above.
- d. The minimum distances in the chart above shall apply to signage for all multiple occupancy complexes.
- e. Anchor Stores in excess of 30,000 square feet shall be allowed to install a separate sign, along one street frontage, to be setback a minimum of 10 feet from the property line, not to exceed 160 square feet in sign area, not to exceed 35 feet in height and be no closer than 100 lineal feet of another sign on that right-of-way.

5. Theatre allowance:

In addition to the requirements above, theatres shall be allowed advertising space to display schedules as follows:

- a) for one theatre an additional display area not to exceed 48 square feet,
- b) for each additional screen an additional thirty-two (32) square feet will be allowed.

B. Building Signs:

Signage for each business shall be permitted. Said signage shall not exceed a sign area of up to ten (10) percent of the front façade area for that business (see PART V-7.27, Measurement Determinations).

C. Banners:

One banner per business will be allowed in all commercial districts, except for the downtown RC-1 district, with a size not to exceed 25% of the square footage of the street (front) face of the structure. Banners are to be well maintained, in good condition and not create a traffic hazard. SEE FIGURE 7.02.02-A. Banner in the RC-1 District will be allowed for thirty (30) days only per business, with a size not to exceed 25% of the square footage of the street (front) face of the structure in total.

V-7.17 Time-Temperature-Date Signs

Time-temperature-date signs are permitted as a permanent accessory sign on commercially developed parcels notwithstanding the general prohibition on changing signs. These signs may only display numerical information in an easily comprehensible way and shall be kept accurate. They may be ground or building signs, and are subject to the regulations applicable to such signs. They shall be counted as part of the occupancy's allowable sign area.

V-7.18 Electric Variable Message Signs

- A. Allowable Location:
1. In Commercial districts only.
 2. Not permitted in the Downtown or Historic Districts.
 3. Only allowed as a portion of the allowable signage.
 4. Not allowed to trim, destroy or remove tree(s) or shrubbery from right-of-way or landscape buffer areas.

V-7.19 Signs at Entrances to Residential Developments

- A. Generally
A permanent accessory sign may be displayed at the entrance to residential developments.
- B. Restrictions
1. One (1) sign is permitted at only one (1) entrance into the development from each abutting street. The sign may be a single sign with two (2) faces of equal size or may be two (2) single-faced structures of equal size located on each side of the entrance. No face of the sign shall exceed thirty-two (32) square feet in size, and may be illuminated in a steady light only.
 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, the owner of the sign, a 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.

V-7.20 Flags

- A. Number
American flags and governmental flags are exempt when displayed in accordance with standard display practices.
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(s). 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 (i.e., 48 total square footage of signage allowable divided by 2 square foot per flag = 24 flags). Flags will not decrease the allowable sign square footage.

B. Size

The maximum distance from top to bottom of any flag shall be twenty (20) percent of the total height of the flag pole, or in the absence of a flag pole, twenty (20) percent of the distance from the top of the flag or insignia to the ground. see figure 7.04.07-A

V-7.21 Utility Signs

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 (3) feet in height, and so long as the sign face does not exceed one half (1/2) square foot.

PERMANENT OUTDOOR ADVERTISING SIGNS

V-7.22 Not Allowed

Permanent outdoor advertising signs are allowed in the following zoning/land use districts: C-1, C-2, and C-3, districts along Highway 87, 89, 90 and County Road 184 (Berryhill Road).

V-7.23 Content

Outdoor advertising signs may display any message so long as it is not harmful to minors as defined by this Code.

V-7.24 Permissible Number, Area, Spacing and Height of Permanent Outdoor Advertising Signs

A. Maximum Size

No permanent outdoor advertising sign may exceed three hundred (300) square feet in size for a two (2) lane road and three hundred seventy-eight (378) square feet in size for a four (4) lane road, except for extensions (protrusions) of less than 10% of the sign face.

B. Maximum Height

No permanent outdoor advertising sign, or combination of signs, shall exceed twelve (12') feet in sign face height. The maximum height to the top of the sign shall not exceed fifty (50') feet, excluding protrusion, from the crown of the road on which the sign faces. For each added foot of height above thirty-five (35') feet, up to the maximum height of fifty (50') feet, the sign shall be setback from the right-of-way an additional foot. Setback shall be measured from the closest or leading edge of the sign to the right-of-way.

C. Maximum Width

No permanent outdoor advertising sign, or combination of signs, may exceed thirty-six (36) feet in width.

D. Spacing

No permanent outdoor advertising sign may be closer than fifteen (15') feet from any right-of-way, and meet normal building setback line requirements, nor closer than:

- a. one thousand (1000') feet from any other permanent outdoor advertising sign on the same side of the thoroughfare or thoroughfares to which the permanent advertising sign is directed along any state road or;
- b. one thousand five hundred (1500') feet from any other permanent outdoor advertising sign on the same side of the thoroughfare or thoroughfares to which the permanent advertising sign is directed along any road way other than a state road.

No portion of a permanent outdoor advertising sign 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 this Code, 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. **(Ref. Ord.# 1158-04 dated 10/12/04)**

V-7.25 Nonconforming Permanent Outdoor Advertising Signs

- A. Nonconforming outdoor advertising signs are subject to Article III Section III-11.4 Nonconforming Structures of this Code

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;
2. The reconstructed sign shall meet all other requirements of this section of the ordinance as to size, setback and height.

- B. Consistent with Florida Statutes 479.15, Harmony of Regulations, non-conforming outdoor advertising signs may be re-located or re-constructed in accordance with that statute, as amended, such that the City of Milton will not be responsible for just compensation for removal.

MEASUREMENT DETERMINATIONS

V-7.26 Distance Between Signs

The minimum required distance between signs shall be measured along street rights of way from the closest parts of any two signs. see figure 7.06.01-A

V-7.27 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 roof slopes of greater than forty-five (45) degrees that form a side of a building or unit. SEE FIGURE 7.06.02-A

V-7.28 Sign Area

A. Generally

The area of a sign shall be the area within the smallest square, rectangle, parallelogram, triangle, circle or semicircle, the sides of which touch the extreme points or edges of the sign face.

B. Special Situations

1. Where a sign is composed of letters or pictures attached directly to a façade, window, door, or marquee, and the letters or pictures are not enclosed by a border or trimming, the sign area shall be the area within the smallest rectangle, parallelogram, triangle, circle or semicircle, the sides of which touch the extreme points of the letters or pictures. SEE FIGURE 7.06.03-A
2. Where two sign faces are placed back to back on a single sign structure, and the faces are at no point more than three (3) feet apart, the area of the sign shall be counted as the area of one (1) of the faces.
3. 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
4. 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 (2). The “projected image” is that image created by tracing the largest possible two-dimensional outline of the sign. SEE FIGURE 7.06.03-C

V-7.29 Number of Signs

A. Generally

In general, the number of signs shall be the number of non-contiguous sign faces. Multiple non-contiguous 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

1. Where two sign faces are placed back to back and are at no point more than three (3) feet apart, it shall be counted as one sign.

2. 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

V-7.30 Sign Height

The height of a sign shall be measured as the vertical distance from the finished grade at the base of the supporting structure to the top of the sign, or its frame or supporting structure, whichever is higher. Billboards shall not exceed fifty (50') feet from crown of road.

SEE FIGURE 7.06.05-A

DESIGN, CONSTRUCTION, AND LOCATION STANDARDS

V-7.31 Generally

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 & Development Department.

V-7.32 Compliance with Building and Electrical Codes Required

All permanent signs, and the illumination thereof, shall be designed, constructed and maintained in conformity with applicable provisions of the building and electrical codes adopted by Santa Rosa County.

V-7.33 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 motorists or pedestrians using or entering public streets.
- C. Illuminated signs shall not have lighting mechanisms that project more than eighteen (18) inches perpendicularly from any surface of the sign.

V-7.34 Clearance Standards

- A. Over Pedestrian Ways
All signs over pedestrian ways shall provide a minimum of eight (8) feet of clearance.
- B. Over Vehicular Ways
All signs over vehicular ways shall provide a minimum of fourteen (14) feet of clearance.

V-7.35 Relationship to Building Features

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 FIGURE 7.07.06-A and FIGURE 7.07.06-B

V-7.36 Maximum Protection

A building sign may project no more than four (4) feet perpendicularly from the surface to which it is attached.

V-7.37 Maximum Window Coverage

The combined area of permanent and temporary signs placed on or behind windows shall not exceed twenty-five (25) percent of the total window area at the same floor level on the side of the building or unit upon which the signs are displayed.

V-7.38 Signs Required to be Certified by a Registered Engineer

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

- A. Building signs that project perpendicularly from the surface to which it is attached and that are more than twenty-four square in area.
- B. Ground signs of more than ten feet in height and one hundred square feet in area.

V-7.39 Signs 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 Article III, Section III-12.6., Development Guidelines within the Historic District, regarding sign patterns and colors, etc., shall apply.

V-7.40 Usage and Removal of Political Campaign Advertisement

1. Each candidate, whether federal, state, county or city, displaying or causing to be displayed any political campaign advertisement within the City of Milton, Florida shall make a good faith effort to remove all of his/her political campaign advertisements within thirty (30) days after:
 - i. withdrawal of his/her candidacy;
 - ii. having been eliminated as a candidate;
 - iii. 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 Chapter 479, Florida Statutes. The provisions herein shall not apply to political campaign advertisements placed on motor vehicles, or campaign messages designated to be worn by a person.

2. If political campaign advertisements are not removed within the specified period, the City of Milton 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 of \$5.00 per sign, whichever is greater. Funds collected for moving such advertisements shall be deposited to the general revenue of the City of Milton.
3. 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 of Milton, or affixed to any tree located within the City of Milton.
4. The City Clerk shall notify all candidates whose political campaign advertisements might be displayed in the City of Milton in writing of the provisions of this section by U.S. Mail or by hand delivery.

V-7.41 Wall Graphics

A. Wall Graphics 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 below. The City of Milton 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. Wall graphics shall depict events within the 1820 to 1939 era.
 - b. No living person shall be depicted on/in the wall graphic.
 - c. The wall graphic shall be reviewed and approved by the Milton Historic Preservation Board.

B. Wall Graphic 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 (10) days prior to any required board meeting.

Wall graphic permits shall be valid for a period of six (6) months. Upon application a one (1) time extension may be granted not to exceed three (3) 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

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 Development Order, Certificate of Appropriateness and/or Permit.

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 “B” above.

- C. Wall Graphics within the City of Milton, 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, or;
 - b. The history or heritage of Milton, Florida, or;
 - c. The history or heritage of the greater Milton area. Such area may include an area of ten (10) miles from the intersection of the Blackwater River and Highway 90.
 4. Submittal to and approval shall be obtained from the Planning and Development Department of the City of Milton 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 (B) above except that no Historic Preservation Board review will be completed and no Certificate of Appropriateness will be issued.

V-7.42 Enforcement

The Code Enforcement Officer and/or the City Police Department will enforce this ordinance. The Code Enforcement Officer or a Police Officer may, in his discretion, remove a sign, which is in violation of this ordinance.