



Orange City Development Services Department

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Public Hearing: March 2, 2016 - Planning Commission
Subject: Discussion on proposed revisions to the sign code.
Applicant: Development Services Department
Staff: Becky Mendez, AICP, Development Services Director

SUMMARY OF REQUEST

The City Council adopted a revised sign code, Chapter 9, Land Development Code via Ordinance No. 518 in December 2014. Since that time, a content neutrality Supreme Court ruling occurred (*Reed v. Town of Gilbert*). Planning staff, along with the City Attorney, suggests revisions to the code to meet legal sufficiency. These changes are indicated in **red underline/strikethrough** in the attached document. All other proposed changes are initiated by planning staff and are indicated in black **underline/strikethrough** format.

Concurrently, and as with any major revision to the Land Development Code, periodic review and critique is necessary to ensure efficiency. Therefore, on December 17, 2015, City Council directed staff to conduct stakeholder meetings for public input on proposed amendments to the code. The goal is to streamline the code to increase user-friendliness, process efficiency and implementation, while maintaining quality design standards.

Staff engaged stakeholder comment at the Orange City Alliance meeting held on December 18, 2015 at the John Knox Village conference room. Orange City Alliance also hosted a stakeholder meeting on January 15, 2016 at the Oak Park conference room. All support materials and public comments from these public workshops are available on the City's website at <http://www.ourorangecity.com/departments/development-services/hot-topics/sign-code-update/>, but are also attached herein. Thereafter, staff met with representatives from the Orange City Merchant Association on January 25, 2016, to review their specific comments.

In summary, the proposed revisions accomplish the following:

1. Eliminates duplicate, confusing or conflicting provisions.
2. Streamlines sign permit review process.
3. Deletes the Saxon/Enterprise sign district and increases copy area allowance for the Gateway sign district. No proposed revision to the Traditional Neighborhood sign district.
4. Relocates like provisions into one section.
5. Simplifies ground sign landscape requirements.
6. Allows changeable copy (electronic message boards) on all ground signs, but deletes the allowance for wall signs***
7. Deletes maximum copy area for wall signs and allows additional area for secondary

signs.

8. Consolidated incidental ground and wall signs.
9. Revised window, vehicle and sandwich board sign standards at stakeholder request.
10. Simplified administrative waiver review requests.

This proposed draft does not contemplate any change to the amortization schedule for nonconforming signs. The purpose of these proposed revisions is to meet legal sufficiency requirements for content neutrality and to streamline the sign review process and standards for new ground and wall signs in Orange City.

Staff recommendation: Provide comment to City staff and schedule public hearing for Planning Commission on April 6, 2016 and City Council on May 10, 2016.

ATTACHMENTS

Proposed text amendment for discussion
Stakeholder meeting documents

February 16, 2016. Draft V1.

Staff provides this draft revision to the sign code based on public input and professional critique. Changes indicated in red are necessary to comply with recent court ruling on content neutrality. All other changes indicated in underline/~~strike through~~ are requests from planning staff to streamline the sign code.

Please submit questions or comments to Becky Mendez, Development Services Director at (386)775-5415 or email at bmendez@ourorangecity.com. The Planning Commission will discuss the proposed code revisions on March 2, 2016 at 6pm in the City Council chambers.

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3.6.4. *Limitation on variances.* A variance may be granted only to modify setbacks, yard dimensions, building height, building floor area, sign requirements ~~excluding sign height~~, telecommunication tower separation distance to residential zoning districts as specified in chapter 8, section 8.7.20.G.4. of this code and to separate lots required to be combined under chapter 8, section 8.2.3 of this code. Under no circumstances shall the planning commission grant a variance to permit or expand a nonconforming use. A variance may be granted only if the applicant meets all of the conditions listed in section 3.6.1.A. through E. of this chapter. No nonconforming use of neighboring land, structures or buildings in the same zoning district and no permitted use of lands, structures or buildings in other zoning districts shall be considered grounds for the authorization of a variance.

Staff Note: This section conflicts with the administrative waiver and variance standards as set forth in the sign code. Public comment requested simplification and clarification of the waiver and variance process.

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CHAPTER 9. SIGNS

Section 9.1. Purpose.

It is the purpose of this section to promote the public health, safety and welfare through reasonable consistent and non-discriminatory sign standards. The sign regulations in this section are not intended to censor speech or to regulate viewpoints, but instead are intended to regulate the secondary effects that may adversely impact aesthetics and safety. In order to preserve and promote the City as a desirable community in which to live, vacation and do business, a pleasing, visually-attractive environment is of foremost importance. The regulation of signs within the City is a highly contributive means to achieve this desired end.

No property is guaranteed signage—all proposed signage must meet the intent of this ordinance and requirements contained herein. These sign regulations have been prepared with the intent of improving safety and enhancing the visual environment of the City and promoting its continued well-being, and are intended to accomplish the following:

- A. Protect the safety and welfare of the public by minimizing hazards and distractions to pedestrian and vehicular traffic;

February 16, 2016. Draft V1.

- B. Promote use of signs that are consistent with the Orange City Comprehensive plan and ensure compatibility with surrounding areas, as well as nearby businesses and residents;
- C. Regulate the location of signs to prevent the distraction of drivers on public streets while providing adequate information and assistance to pedestrians and information to drivers while they remain in their cars but out of active traffic;
- D. Avoid unnecessary visual clutter and to avoid the unregulated construction, placement and display of signs that are or may become a distraction or public nuisance;
- E. Provide a means of way-finding in the community, thus improving the pedestrian experience, walkability of the community, usability of transit, and reducing traffic confusion and congestion;
- F. Encourage the effective use of signs as a means of communication for businesses, organizations and individuals in Orange City;
- G. Further economic development by providing for adequate business identification, advertising, and communication, while preserving the natural beauty of the City and its unique character districts;
- H. Prohibit signs of such excessive size and number that they obscure one another to the detriment of the economic and social well-being of the City and its residents, property owners and visitors;
- I. Differentiate from other signs, the small placards, labels and displays that provide warnings, instructions and the like, in sizes and locations that do not add to clutter and that are unlikely to distract drivers;
- J. Minimize adverse effects of signs on nearby property;
- K. Limit signs with commercial messages in residential districts, while allowing those messages that relate to commercial activities lawfully conducted on individual properties within non-residential districts;
- L. Provide broadly for the expression of individual opinions through the use of signs on private property; and
- M. Authorize the use of signs that are accessory and incidental to the primary residential, commercial, industrial and related uses in the City and to further allow signs that are compatible and in character with the area or roadway where they are located.

The Development Services Director (DSD) shall have the authority to make interpretations of this Chapter, including allowances for waivers as outlined herein.

Section 9.2. Applicability.

9.2.1. Generally. This Chapter shall apply to all signs, including any outdoor advertising or commercial message, which are erected, placed, painted, modified or otherwise used in Orange City. No permanent or temporary sign, outdoor advertising, or display shall be erected, placed, painted, altered, relocated or otherwise used except as authorized under this Chapter. Signage may be provided in accordance with the Sign Districts outlined herein.

~~9.2.2. Sign Review Building Permit Required.~~ Unless expressly excepted herein, ~~Sign Review building permits shall be obtained, and all fees paid prior to installation, construction, alteration, replacement or relocation of any sign. The changing of replaceable panels on a previously permitted sign only requires a Sign Review Permit, and does not require a separate building permit, or form of outdoor advertising.~~ Sign Review Permits shall be separate permits from any building permit for the construction of the building, structures or sitework. In addition to a Sign Review Permit, most sign installations will also require a separate building permit for the construction of the sign and/or any electrical or lighting serving the sign.

- ~~A. Sign Review Permit Required.~~ Before erecting, altering, relocating or replacing any sign or sign copy not specifically exempt under this Chapter, the owner, agent, contractor or other person having the right to place a sign on real property shall first secure a Sign Review Permit from the Development Services Department and pay all applicable permit fees.
- ~~B. Master Sign Plan.~~ A Master Sign Plan may be submitted concurrently with a Planned Development Zoning, a Subdivision, or a Site Plan, but shall pay a separate plan review fee as established by Resolution of the City of Orange City. The Master Sign Plan must demonstrate compliance with this code and shall clearly identify any requested waivers or deviations from the strict interpretation of this code.
- ~~C. Sign Permit Review Procedure.~~ Application forms and submittal requirements shall be consistent with this Chapter; however, the Development Services Director may request additional information as may be deemed necessary to support a request for a sign permit and/or demonstrate compliance with the Land Development Code and the Master Sign Plan, if any.

The building permit application shall be accompanied by to-scale engineered drawings demonstrating compliance with this code and showing the message to be displayed, dimensions, including height, width and copy area, construction details, materials, colors, electrical plans, lighting (if any), and dimensions to property lines, buildings, and adjacent signs in respect to the proposed location of the sign to be erected, as well as all the requirements set forth in the Florida Building Code. The request shall identify size, copy area and location of any existing site proposed to remain, as well as any existing signs planned to be removed. Full color photographs and/or renderings of the building, a sample set of the proposed materials and/or paint colors and any other documentation, including photographs and catalogs, which may further support the application or are required to be included. ~~When there is a Master Sign Plan on file with the City, the individual sign permit submittals shall reference the Master Sign Plan and demonstrate compliance with the Plan.~~

- ~~1. All signs require to scale engineered drawings, unless waived in writing by the building official. All sign installations shall meet the minimum requirements as established by the Florida Building Code or by policy by Volusia County and/or the City.~~
- ~~2. An application for a Sign Review Permit shall be filled out at the time such plans are submitted; and payment made at the time of submittal.~~
- ~~3. All fees, including building permit fees, shall be paid and permits issued prior to the installation of or modification to any sign. If the Sign Review Permit and/or Building Permit are not picked up and paid for within thirty (30) days after staff contacts the~~

applicant for permit issuance, the review shall expire and a new application and associated submittals shall be required.

4. ~~An application which is materially incomplete or which is not accompanied by the required fee shall not be deemed accepted and the time for review of the application shall not commence until a complete application accompanied by the required fee is filed. However, the Development Services Director shall, within forty five (45) calendar days of receipt of such an application, send the applicant a written explanation of the deficiencies in the application and ask that the deficiencies be remedied, explaining that the application cannot proceed forward otherwise, and that the review will be suspended pending receipt of the required information or documentation.~~
5. ~~Upon determination that the application is sufficient, the Development Services Staff shall within forty five (45) calendar days review the proposed signage for compliance with this Chapter. If the review reveals that an application for a sign review permit is not in compliance with this Chapter and the Land Development Code, revisions will be requested. The compliance review period will restart upon receipt of revised plans from the applicant. If the applicant fails to make the requested revisions within thirty (30) calendar days of receiving comments, the application shall be denied. In the event that no decision is rendered within forty five (45) calendar days following sufficient submission, the application shall be deemed denied. (Note: The Building Official will review the sign for compliance with the Florida Building Code as part of the Building Permit review.)~~
6. ~~The sign review permit may be approved as submitted, approved with conditions or denied. A disapproval shall include or be accompanied by a statement of the reason(s) for the disapproval. For the purpose of appeal to any court of law, an approval, an approval with conditions, or disapproval shall be deemed the final decision of the City upon the application.~~
 - a. ~~If disapproval is the consequence of a failure to decide upon the application within the deadline set forth herein, the Development Services Director shall, upon request from applicant within fifteen (15) calendar days of decision, void the permit, refund any applicable fee to the person who paid the fee, and take no further action on the permit.~~
 - b. ~~In the case of an approval with conditions or a disapproval, including a disapproval by lapse of time as described herein, an applicant may ask for reconsideration of the decision on the grounds that the Development Services Director may have overlooked or failed to consider any fact(s) that would support a different decision. A written request for reconsideration, accompanied by such additional fact(s) as the applicant may wish the DSD to consider, shall be filed within ten (10) calendar days after receipt of the decision. No fee shall be required for a request for reconsideration. Upon the timely filing of a request for reconsideration, the decision of the Director shall be deemed stayed and not a final decision until the request for reconsideration is decided. The request for reconsideration shall be decided within fifteen (15) calendar days of receipt by the city, not counting any intervening legal City holiday. Such decision shall be in writing and shall include a statement of the reason(s) for the decision.~~

~~e. All decisions shall be mailed, transmitted electronically, or hand delivered to the applicant. A record shall be kept of the date of mailing, electronic transmittal, or hand delivery. For the purposes of calculating compliance with the deadlines for a decision upon an application or the deadline for a decision upon request for reconsideration, the decision shall be deemed made when deposited in the mail, transmitted electronically, or hand delivered to the applicant.~~

~~d. In any case in which the application requires a variance from any provision of the City Land Development Code, a rezoning of the property, an amendment to the comprehensive plan of the city or any other pre-requisite application. In such cases, the review time shall be suspended until a final decision is made upon the application for the variance, rezoning, comprehensive plan amendment or other requisite application.~~

~~In any of the foregoing cases, the applicant may elect to not seek a variance, make no change to the application, or obtain no approval that may be required by another governmental agency, and may instead demand a decision upon the sign permit application as filed. In such event, the Building Director shall make a decision on the application as appropriate within five business days after receiving such demand. If a decision is not made in such a time, the application shall be deemed denied~~

~~7.1 In most cases a separate building permit will be required for the installation of the sign as well as any electrical. The changing of the replaceable panels advertising copy or message on a previously permitted similarly approved sign, which is specifically designed for the use of replaceable panels, shall require only Sign Permit Review and shall not require a separate building permit.~~

~~D. **Duration of permits.** Every Sign Review Permit and/or Building Permit issued for a sign under this Chapter shall be valid for six (6) months or upon final completion of construction of the sign, whichever comes first. A Sign Review Permit and any associated Building Permits shall expire if the work for which the permit was issued has not been completed within a period of six (6) months after the date of permit issuance. New application and permit fees shall be required for expired permits. If the sign is an integral part of a new building structure, then the sign permit, at the discretion of the DSD, may be extended until completion of the building.~~

Staff Note: The current process requires a two part review process. First, the Sign Review Permit (or sometimes referred to as the Master Sign Permit throughout the code) must be approved (assigned a permit number) and once approved, the applicant is authorized to submit a building permit for the signs (another assigned permit number). The process is linear and doubles the processing time and paperwork. Staff recommends that the review of proposed signs be accomplished with the building permit application, and with the exception of the submittal requirements, deleting this entire section.

9.2.3. *Annual Sign Renewal Tag.* An Annual Sign Renewal Tag must be maintained for all signs after initial installation. On September 30 following the installation of the sign, and every year thereafter on September 30, the owner/applicant must apply for a Sign Renewal Tag. Application shall be accompanied by current photographs of all on-site signage. Provided the signs remain in compliance with these regulations, a Sign Renewal Tag may be issued for a sign for each successive one-year period upon payment of the sign renewal

tag/inspection fee, as established by resolution of the City Council. It shall be unlawful to maintain any sign without an original Sign Review Permit or a Renewal Tag. The reissuance of a Sign Renewal Tag does not waive any requirements of this Chapter; however, it is the intent of this section that the DSD or designee shall review and/or inspect signs as needed in order to ensure compliance with this Chapter.

Inspection. All signs for which a Sign Permit Review and/or a Sign Renewal Tag is required by this Chapter are subject to inspection by the authorized City Official. Signs found to be out of compliance may be deemed illegal signs or may be deemed nonconforming signs and appropriate procedures followed.

~~E. Sign Review Permit Exceptions. The following operations shall not be considered as creating a sign and, therefore, shall not require a Sign Review Permit:~~

- ~~1. Maintenance. Painting, repainting, cleaning and other normal maintenance and repair of a sign structure unless a structural change is made.~~
- ~~2. Exempted signs. Exempted signs as provided herein are exempt from the permit requirements of this section.~~

~~9.2.3. Fees. Each Sign Review Permit Application or Sign Renewal Tag shall be accompanied by application forms and the applicable fees. Sign Fees, including Sign Renewal Tag Late Fees, are established by Resolution of the City of Orange City. Sign Permit Review fees are due at the time application is made. If additional building or electrical permits accompany a Sign Review Permit, applicable building permit fees will be assessed and due at the time of permit pick-up. When a sign has been erected, constructed, or altered before necessary permits are obtained, the permit fees shall be doubled for the first offence and may be quadrupled for every subsequent offence thereafter, by the tenant, the property owner, or the sign company.~~

~~9.2.4. Other Permits Required. Other provisions of Orange City ordinances or county, state, or federal law may apply to some signs. Anyone installing or modifying a sign must comply with applicable provisions of this Chapter as well as with all applicable standards and permit requirements of other applicable laws or ordinances.~~

~~Additional permits and standards may include, but are not limited to:~~

- ~~A. Electrical permits for any type of electrified or lighted sign;~~
- ~~B. Sign Review Permits shall be obtained separate from building permits for sign installation. A concurrent review will be accommodated. A licensed contractor is required for installation of signage.~~
- ~~C. Right-of-way use permit, if applicable.~~
- ~~D. Plumbing/Irrigation permits for any required landscape material.~~

~~9.2.5. Appeals. If an application for a sign permit is not in compliance with this section, the application shall be denied. If the applicant wishes to appeal the decision of the Development Services Director, he must file written request for appeal within fifteen (15) calendar days of the written notice that his application was denied. All supporting documentation for the requested appeal must be included with the request for appeal. Appeals shall be processed as provided in Chapter 3 of the Land Development Code.~~

Staff Note: Chapter 9- Sign Code is a chapter located within the Land Development Code, and is thereby regulated as the whole. Other permits and any appeals should follow the established procedures. Staff recommends deleting the sections above.

Section 9.3 Definitions & Terms.

Words and phrases used in this Chapter are defined in Chapter 2 of the City's Land Development Code. Additional clarification of terms may be found throughout the text of this Chapter and in the General Sign Standards.

Section 9.4. Prohibited Signs.

9.4.1 Signs identified in this section are prohibited and shall be removed immediately in accordance with this Chapter. In addition to the list below, any sign ~~or commercial message~~ that is not expressly permitted in the text of this Chapter shall be prohibited.

- A. Hazardous or confusing signs or a sign which in any way simulate emergency vehicles, traffic-control signs and devices, or which simulate directional, informational and warning signs which are usually erected or maintained by the State of Florida, a political subdivision thereof, or by any railroad, public utility or similar agency concerned with the protection of the public health or safety. Any sign that obscures or interferes with a sign displayed by public authority for the purpose of giving traffic instructions or direction or other public information.
 1. Any sign that uses the word "stop" or "danger" or otherwise presents or implies the need or requirement of stopping or caution because of existence of danger or which is a copy or imitation of, or which for any reason, is likely to be confused with any sign displayed by public authority.
 2. Any sign that obstructs any window, door, fire escape, stairway, ladder or opening intended to provide light, air, ingress, egress for any building as required by law. No sign shall be attached to a standpipe.
 3. Signs shall not resemble, imitate or approximate the shape, size, form or color of railroad or traffic signs, signals or devices. Signs shall not obstruct nor interfere with the effectiveness of railroad or traffic signs, signals or devices, nor be lighted in such a way so as to cause glare or impair driver vision upon public ways.
- B. Human signs, sign spinners, animated character signs with commercial ~~message, messages;~~ messages; blow up signs; any flashing, fluttering, undulating, waving, swinging, rotating or otherwise moving signs; or other decorations such as pennants, ribbons, spinners, streamers or balloons, outdoor flying banners or other waving fabric sign, inflatable signs or devices designed to attract attention; or other like signs. This includes humans or inanimate objects or mannequins wearing or displaying any signage or commercial message, that are in any way used to attract attention to a business or to deliver a commercial message except as provided herein.
- C. ~~Except as specifically permitted herein with a temporary sign permit, live or animated characters, objects or displays, carrying, wearing or displaying any signage or commercial message, that are used to attract attention to a business or deliver a commercial message.~~

Staff Note: Staff does not object to the public request for deletion because it is a repeat of B above.

- D. Moving signs or any sign which is in motion by any mechanical, human, wind-blown or electrical means, including change in color, fluttering, floating, rotating or other signs, except for traditional barber poles, including any sign with flashing, fluttering, undulating, waving, swinging, rotating or otherwise moving parts or other decorations such as pennants, ribbons, spinners, streamers or balloons, outdoor flying banners or other waving fabric sign, inflatable signs or devices designed to attract attention.
- E. Electronic signs, intermittent signs, animated signs or any sign that facilitates a variable advertising face or moving media pallet, or that in any way changes the sign content or message, including those which presents multiple static advertisements on a rotating basis, except as specifically permitted for limited changeable copy as provided in this Chapter.
- F. Any sign with internal or external light source with brightness that flashes, scintillate, or other movement so as to create an annoying glare or hazardous condition.
- G. Gobo ("goes between optics") projection signs or any sign that projects light or graphics through a semitransparent or transparent surface or template, or any sign that projects lighting beyond the surface of the sign.
- H. Any sign or message board displaying flashing, intermittent, fluttering, undulating, swinging, rotating or scrolling lights; including any type of screen using animated or scrolling displays such as LED (light-emitting diode) screen, liquid crystal display (LCD) or any other type of video or digital media display, even if the message is stationary. Alternating or intermittent lights or lights of changing degrees of intensity. Signs that have multiple views and objects that digitally or electronically produce color and or black and white images similar to a television screen are prohibited. Also, signs may not be multi-vision signs or display devices capable of presenting two (2) or more separate images or ad copy sequentially by rotating multi-sided cylinders.
- I. ~~Electronic message board signs including time and temperature signs, except as specifically provided herein for gas station pricing.~~
- J. Lighting either by exposed tubing, neon, LED, or strings of lights, either outlining any part of a sign, building or window, or affixed to any ornamental feature thereof, except strings of lights used for the celebration of holidays, or in conjunction with approved outdoor seating areas within town centers and authorized as part of the site plan process.
- K. Any sign or illumination that causes any direct glare into or upon any building or property, road or vehicle use area other than the building or property it serves. As well as any sign or illumination that exceeds 800 lumens or that emits greater than 0.5 footcandles at the property line that the sign serves.
- L. Mirrored Signs, glowing, sparkling or glittering signs, or any sign utilizing overly reflective material or paint or changing colors, except as may be recommended by Manual Uniform Traffic Control Devices (MUTCD).
- M. ~~Off-site signs which advertise businesses, establishments, activities, goods, products, facilities or any services or other message not made, produced, sold or present on the~~

premises or site where the sign is installed and maintained, except as specifically provided in this Chapter.

~~N.~~ Portable signs, commercial messages, signs, or banners placed in vehicles, on vehicles, carried by humans, or on any other facility or infrastructure associated with a business.

~~O.M.~~ Portable trailer signs, either fixed or movable.

Staff Note: Staff does not object to public request to delete because it is a repeat of CC below.

~~P.N.~~ Portable signs, including sidewalk or sandwich board signs, except those specifically permitted by this Chapter.

~~Q.O.~~ Signs on public property. Except for approved ~~municipal primary identification signage, traffic control signs and other governmental signage, any private sign or commercial message placed on public property, tree or any public right-of-way, including the median, retention ponds or utility poles or utility boxes is prohibited.~~

~~R.P.~~ Signs on bus benches, bus canopies or any other public or private multi-modal, pedestrian, bicycle or transit facility, including any associate street furniture or equipment.

~~S.Q.~~ Signs as a principal use.

~~T.R.~~ Snipe signs, except as specifically as provided herein ~~for political signs, real estate signs, and those permitted in lieu of an authorized banner.~~

~~U.S.~~ Roof signs, or any sign located on a roof or above the lowest eaves of the roof ~~shall be prohibited.~~

~~V.T.~~ Billboard signs.

~~W.U.~~ Obscene Signs or any sign containing statements, words or pictures of an obscene nature.

~~X.V.~~ Parasite Signs or any sign not specifically authorized by this chapter, which has been installed without a permit being issued and which is added to the building fascia, mechanical equipment, accessory structures, or attached to another sign.

~~Y.W.~~ Signs mounted to fences, except ~~subdivision~~ signage that is incorporated as part of an approved entrance feature or wall, or ~~directional~~ signage approved as part of a Master Sign Plan.

~~Z.X.~~ Painted wall sign, as well as any signs that are painted on accessory structures.

~~AA.Y.~~ Signs that are painted or mounted on rocks or other natural features, or affixed in any way to trees.

~~BB.Z.~~ Signs painted on or mounted to benches, trash cans, carts, cart corals, street furniture, light poles, utility infrastructure, outdoor display or storage items, or any other customer convenience facility, except as provided for in approved special events or sidewalk sales.

~~CC.AA.~~ Vehicle signs, except as specifically permitted herein, or any signs attached thereto or placed on a vehicle, box truck, trailer or boat with the following exception: Buses, taxicabs and similar common carrier vehicles that are licensed or certified by the City of Orange City and/or Florida Public Service Commission.

~~DD.BB.~~ Signs that emit sound, smoke, vapor, particles or odors.

~~EE,CC.~~ Searchlights or beacon lights.

~~FF.~~ Outdoor advertising displays and holiday displays ~~Signs~~ permanently attached to a building, unless specifically approved as part of the site plan and building permit, including zoning appearance review.

~~GG.~~ Inflatable characters or inflatable balloons or any other air blown or air/gas filled object or character, with or without commercial message, except when approved as part of an approved short-term Special Event.

~~HH,DD.~~ Wind-operated devices or any sign or attention grabbing device that incorporates or consists of banners, pennants, ribbons, streamers, spinners, flapping material, balloons containing pressurized air, hot air, cold air, any gas or other substance, or wind-operated devices shall be a prohibited sign.

Staff Note: Staff does not object to public request for deleting FF, GG and HH above as FF is no longer relevant with content neutrality change and GG and HH are a repeat of B above.

~~H.~~ Serial signs or any advertisement which uses a series of two (2) or more signs placed in a line parallel to the highway or in a similar fashion, and carrying a single advertising message, part of which is contained on each sign.

~~HH.~~ Window signs that exceed fifteen (15) percent of the window area, including windows whose transparency is diminished by opaque posters, banners, window scrims, graphics or equipment placed on or adjacent to the window.

Section 9.5. Sign ~~Review~~ Permit Exemptions.

9.5.1 The following signs may be constructed or placed on private property by the property owner or the tenant with consent of the property owner without a City Sign Review Permit.

A. Address numbers on buildings as required by Emergency Services.

~~B.~~ Address plaques not exceeding two (2) square feet in copy area and bearing the names of residential occupants of the premises as required by Emergency Services.

~~C.~~ Where a federal, state or local law requires a property owner to post a sign on the owner's property to warn of a danger or to prohibit access to the property either generally or specifically, the owner must comply with the federal, state or local law to exercise that authority by posting a sign on the property.

~~D.~~ Governmental signs as defined herein.

~~E.~~ Memorial signs, tablets, historical signs and historic plaques displayed in cemeteries. Memorial signs, tablets, historical signs and historic plaques less than six (6) square feet displayed on historic properties.

~~F.~~ Membership signs that do not exceed 0.1 sq.ft., and such that cumulative membership signage shall not exceed 0.5 sq.ft. on one property.

~~G.~~ Warning signs, provided that no such sign shall exceed two (2) square feet in copy area.

~~H.~~ No more than one (1) "open/closed" and one "vacancy/no vacancy" sign, not to exceed two (2) square feet in copy area and located inside the window of a business or exterior of a building.

- I. The change of authorized panels on permitted changeable panel signs or change of letters on legal nonconforming changeable copy signs.
- J. Non-illuminated, extended duration temporary signs, ~~including real estate signs, development signs, election campaign signs,~~ that do not exceed three (3) square feet and comply with the provisions as outlined in this Chapter.
- ~~I. Window and door opening signs that comply with the provisions of this Chapter.~~
- K. ~~Decorative flags and bunting, etc. for a celebration, convention or commemorative of significance to the entire community. Any such authorized display may be installed thirty-five (35) days prior to the a special event or celebration and must be removed within seven (7) days after the event or celebration.~~
- L. ~~Holiday lights and decorations may be displayed no more that thirty-five (35) days prior to the holiday they are customarily dedicated to and must be removed within seven (7) days after said holiday.~~
- M. Signs of one (1) square feet or less that are 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 signs customarily affixed to vending machines, ice machines, Automated Teller Machines (ATMs), and telephone booths.~~ The location of any such equipment must be illustrated on the approved site plan and meet appearance standards as provided in the LDC ~~and the signage may not include the business name, business logo, product name or product logo, nor may such signs include corporate colors of the business where they are located.~~
- N. Temporary free-standing ~~free expression~~ signs that include no commercial content or off site advertising message and which comply with the size and location standards established for temporary ~~real estate signs.~~ ~~Free expression signs~~ Signs carried by a person that are exempted by this section may not include any commercial content or off site advertising message. ~~Free expression~~ Such signs, if any, must be maintained in good condition and shall not fall into disrepair or become unkempt, nor shall they be placed within or utilized within the public right-of-way or within any vehicle travel lane, vehicle uses areas, or as otherwise prohibited by this Chapter. Such signs may not be displayed in any way that presents a hazard to the human holding the sign or others in proximity to the sign. Signs which contain any commercial messages ~~may be~~ are only permitted as provided in this Chapter.
- O. Maintenance. Painting, repainting, cleaning and other normal maintenance and repair of a sign structure unless a structural change is made.

Section 9.6. Sign Districts.

9.6.1. *Sign District Map.* The Sign District Map as provided in ~~Appendix A~~ Section 9.25 is adopted as part of this ordinance to establish character districts where specific types of signs may be permitted. The districts are established to facilitate a cohesive theme throughout a designated area. Only the signs expressly provided herein shall be permitted in each sign district.

- 1. Amendments to the Sign District Map
 - a. Annexation. Upon annexation of properties into the City, the Development Services Director shall assign the most appropriate Sign District based on location and use, and

the Sign District Map shall be updated accordingly, without separate action by the City Council.

- b. Change in Land Use. Upon Comprehensive Plan Future Land Use Map Amendment or Rezoning, which changes the property land use designation or zoning district, the Development Services Director may assign or reassign the most appropriate Sign District based on location and use, and the Sign District Map shall be updated accordingly, without separate action by the City Council.
- c. Other Amendments. All other amendments to the Sign District Map shall be brought forward as an amendment to the Land Development Code, as provided herein.

9.6.2. *Sign Districts Defined.* Each sign district as illustrated on the Sign District Map has a unique character that is intended to be protected and enhanced through this Chapter. The general provisions of this Chapter apply to signage within all districts listed below.

A. **Traditional Neighborhood Sign District (TNSD)**

The purpose of this district is to provide for sign standards to protect and enhance the unique character of the city's historic district as well as the areas that influence the historic district and historic landmarks, and to ensure all signs are scaled and designed in such a way as to reflect the historic character of the area. The development standards contained herein are intended to create an attractive, uncluttered and unified historic appearance within the Traditional Neighborhood Sign District (TNSD) ~~and to permit sufficient identification while allowing individual expression and commercial messages. The general provisions of this Chapter shall also apply to signage within the Traditional Neighborhood Sign District (TNSD).~~

B. **Gateway Corridor Sign District (GCSD)**

The purpose of this district is to provide for sign standards to protect and enhance the unique character of the City's ~~U.S. 17-92 Corridor~~ (not including areas within the Traditional Neighborhood Sign District), as well as the areas that influence corridor, including local and collector roads (as defined in the FDOT Roadway Classification System) and to ensure all signs are scaled and designed in such a way as to reflect the character of the area. The development standards contained herein are intended to create an attractive, uncluttered and unified appearance ~~within the Gateway Corridor Sign District (GCSD) and to permit sufficient identification while allowing individual expression and commercial messages. The general provisions of this Chapter shall also apply to signage within the Gateway Corridor Sign District (GCSD).~~

C. **Saxon Enterprise Sign District (SESD)**

The purpose of this district is to provide for sign standards to protect and enhance the unique character of the City's ~~Saxon Road and Enterprise Road~~ (not including areas within the Gateway Corridor Sign District), as well as the areas that influence corridor, and to ensure all signs are scaled and designed in such a way as to reflect the character of the area. The development standards contained herein are intended to create an attractive, uncluttered and unified appearance within the Saxon Enterprise Sign District (SESD), facilitate large scale, urban, mixed use development, and to permit sufficient identification while allowing

individual expression and commercial messages. The general provisions of this Chapter shall also apply to signage within the Saxon Enterprise Sign District (SESD).

Staff Note: Staff recommends retaining the historic district boundary (TNSD), and combining the GCSD and SESD districts together and renaming it "Gateway Sign District", allowing the most liberal square footage copy area and height, but not allowing hanging blade signs in the new GSD.

D.C. Planned Developments and Mixed Use Development

~~The purpose of this section is to provide for sign standards to protect and enhance and establish a unique character for each master planned community and to ensure all signs are sealed and designed in such a way as to reflect the unique character and high level of design that is distinctive to the planned community. The development standards contained herein are intended to create an attractive, uncluttered and unified appearance within the master planned community and to permit sufficient identification while allowing individual expression and commercial messages. Signs within a Planned Development shall have a unified theme and design standard. Unless expressly waived as part of the Planned Development Master Plan, the general provisions of this Chapter and the provisions of the applicable Sign District where the Planned Development is located shall also apply to signage within a Planned Development.~~

1. PUD Master Sign Plan

As part of the approval of a Planned Development Zoning, the applicant may submit a Master Sign Plan as an additional sheet to the PUD Master Development Plan (PUD Master Plan), which establishes the sign development standards to be utilized for all development within the Planned Development. If a Master Sign Plan is not submitted as part of the PUD Master Plan then signage shall be consistent with the Sign District where the sign is located, including consistent theme and adherence to an exceptional level of design for all signs within the community.

2. PUD Master Sign Plan Submittal

Submittal requirements shall establish cohesive sign theme package for all signage within the Master Planned Community.

- a. Establish Master Sign Plan illustrating the locations of all freestanding ground signs, secondary signs, as well as any proposed incidental or ancillary signs.
- b. Establish Design Standards for Free Standing Ground Signs.
 - (1.) Establish the type and maximum size, including height and copy area, for all proposed sign types, providing for community identification as well as a hierarchy of signs and sign types within the community.
 - (2.) Establish cohesive and consistent design standards for all sign types, including a typical sign design detail, materials, architectural style, embellishments, lighting and lettering format for each type of sign.
 - (3.) Other design details as may be requested through the technical review process.
- c. Establish Design Standards for Building/Wall Signs.

- (1.) Establish maximum size for wall signs, including maximum copy area, for all proposed sign types, providing for community identification as well as a hierarchy of wall signs within the community.
- (2.) Establish cohesive and consistent design standards for all sign types, including a typical sign design detail, identifying materials, architectural style, embellishments, lighting and lettering format for each type of sign.
- (3.) Other design details as may be requested through the Planned Development and Technical Review process.

~~3. Existing Planned Developments~~

~~Existing Planned Developments are required to have consistent theme, sign type, and style throughout the development. Amendments to an existing Master Sign Plan for an existing PUD shall be processed as a Minor Amendment to the PUD. If an existing PUD, which does not already have master sign plan, desires to modify their existing signs, provide opportunity for new types and styles of signs, a Master Sign Plan may be presented for review and consideration as a Minor Amendment to the PUD.~~

~~4. Mixed Use Development without Planned Development Zoning.~~

~~In any zone in any Sign District where both residential and nonresidential uses are allowed, the signage rights and responsibilities applicable to any particular use shall be determined consistent with the applicable sign district and as follows:~~

- ~~a. Residential uses shall be treated as if they were located in the residential zoning district where that type of use would be allowed as a matter of right.~~
- ~~b. Nonresidential uses shall be treated as if they were located in a zoning district where that particular use would be allowed, either as a matter of right or subject to a conditional use permit or similar discretionary process.~~
- ~~c. When uses are vertically mixed in one building the signage shall be calculated consistent with that of the predominant first floor uses and allowing shared signage on the first floor for the uses on the higher floors.~~
- ~~d. Second floor uses that have their primary entrance on the exterior of the building may provide wall signage adjacent to their entrance at twenty five (25) percent of the sign copy area authorized for their frontage, however in no case shall second floor signage exceed twelve (12) square feet.~~

Staff Note: The code requires unified design theme in general provisions and mixed development plans typically require a PUD rezoning, which is covered above. Delete two subparagraphs above as duplicate text.

Section 9.7. Permanent, Freestanding Ground Signs.

~~The following standards are applicable to all Non Residential development and Residential Communities or Subdivisions related to the provision of permanent, freestanding primary identification ground signs located within the any Sign District.~~

9.7.1 Types of Ground Sign by Sign District.

A permanent freestanding sign may be affixed to the ground or to a wall / entry feature, which is illustrated on an approved site plan and is not part of a building, to serve as the primary identification for the property. Signs should complement and not detract from the materials, and colors of the building to which they serve.

Freestanding ground signs include Monument Signs mounted on monument style foundations and Pillar Signs. Post & Panel Signs, which are signs permanently mounted between two decorative posts secured in the ground, may also be permitted. Within the Traditional Neighborhood Sign District and the Gateway Corridor Sign District freestanding signs may also include Hanging Panel Blade Signs, which are smaller signs with a decorative panel hanging from a single decorative post secured in the ground.

The check marks in the following table indicate what types of ground signs are permitted in each sign district.

Sign District	Monument Sign	Post & Panel Sign	Hanging Panel Blade Sign	Pole Sign
Traditional Neighborhood Sign District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Permitted
Gateway Corridor Sign District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Not Permitted	Not Permitted
Saxon-Enterprise Sign District	<input type="checkbox"/>	Not Permitted	Not Permitted	Not Permitted
Planned Development Sign District	<input type="checkbox"/>	Subject to overall Master Sign Plan		Not Permitted

The size, material, color, lettering, number and arrangement must be harmonious with building and site design. Individual crafted signs are preferable to mass produced signs. High quality materials and design are required for all signs. The overall size and scale of the sign shall be to scale with the amount of copy area provided. Examples of each sign type are provided below; however, individual signs shall be designed based on the unique characteristics of each individual site and the requirements of this Chapter.

A. Monument Signs.

Standard Monument signs with substantial base.



Monument signs with two substantial columns as a base.



Monument signs in the form of a decorative pillar.



B. Post & Panel Signs.



C. Hanging Panel Blade Signs.



9.7.2. *Number of Ground Signs.* One (1) freestanding, ~~primary identification~~ ground sign may be authorized per non-residential property. One (1) freestanding, ~~primary identification~~ ground sign may be authorized per multifamily community or residential subdivision.

~~Secondary free standing ground signs identification signage may be authorized as part of a Master Sign Plan as provided in for for in Secondary and Incidental Signs. When community, multi tenant, or subdivision signage is provided, individual properties or buildings shall not have separate freestanding signage, except as may be approved for individual lots as secondary signage as part of a Master Sign Plan. Secondary and incidental signage will not be permitted for properties where the primary identification signage or other onsite signage is not in compliance with these regulations.~~

9.7.3. *Maximum Copy Area and Height for Ground Signs.* The maximum allowable copy area and sign height are outlined in the following tables, ~~based on the developable area of the property (total land area less wetlands and natural waterbodies) and/or the total number of units within the community. Sign Copy area is the entire surface area of the sign designated for placement of sign, outdoor advertising, logos, and commercial messages, including background for such signage determined in accordance with section 9.10. Signs may be two-sided so long as the two sign faces are back to back, parallel or do not exceed an angle of thirty (30) degrees. The area of only one face shall be considered the sign copy area for double sided signs. Maximum allowable copy area is outlined below based on which the type of sign user and the Sign District where the sign is located.~~

Sign Users Defined:

The maximum copy area and height is further determined by the sign users with the following distinctions for users: Residential Community or Subdivision, Single Business or Multi-Tenant Center.

1. Residential Communities or Subdivisions:

Copy Area and Sign Height are outlined by Sign District in the tables below based on the developable area of the property (total land area less wetlands and natural waterbodies) or

the total number of units within the residential community or subdivision. When community or subdivision signage is provided for a residential community, individual properties or buildings shall not have separate freestanding signage, except as may be considered as part of a Master Sign Plan for the Subdivision. These standards are applicable to Civic or Institutional uses in residential areas. Civic or institutional uses in non-residential areas may utilize the applicable non-residential standards.

2. Single Business Signs.

For single businesses, the copy area and sign height are outlined in the following tables below by Sign District based on the developable area of the property (total land area less wetlands and natural waterbodies).

Shared Signage: For a property that provides joint access to another property, and/or provides shared signage with an adjacent off-site business and/or where two individual signs on adjacent properties would block view of one another, the property owners may request one (1) shared sign. The DSD may allow a shared multi-tenant sign at or near the property line when both properties' signage is accommodated on one (1) shared sign, with the design and copy area allowed for multi-tenant signs in that Sign District, without a shopping-center name, and including necessary signage easements.

3. Multi-Tenant Center.

For multi-tenant centers, shopping centers, or office parks, where multiple businesses operate in separate tenant spaces with individual entrances or separate buildings on a property that is under common ownership, the copy area and sign height are outlined in the following tables by Sign District based on the developable area of the property (total land area less wetlands and natural waterbodies). The following standards apply to all multi-tenant primary identification signage.

- a. The shopping center name shall be prominently displayed at the top of the sign. The shopping center name shall be sized at a minimum of twenty (20) percent of allowable copy area and shall count toward the total maximum sign copy area, unless alternate branding of the center is approved by the DSD. For centers with four (4) or less tenants, the center name shall not be required.
- ba. Panels for individual tenant signage shall have consistent sizing, cohesive design, colors and theme. In an effort to avoid visual clutter and illegible signs, panels less six (6) inches in height and font size less than three (3) inches will be discouraged is not allowed. The cumulative copy area of tenant signage shall count toward the total maximum copy area.
- cb. Panels shall be spaced at consistent intervals with visible breaks or other consistent aesthetics treatment or framing around each sign panel/tenant sign. In an effort to achieve legibility, the sign text shall be placed centrally within the signable area of the sign panel leaving adequate blank area (aka white space) between the sign text and the edge of the sign panel.
- dc. For a center that provides joint access to another property and/or provides shared signage with an adjacent off-site business, the DSD may allow for increases in Copy Area and Sign Height up to twenty five (25) percent when both properties' signage is accommodated on one (1) shared sign, including necessary signage easements.

ed. When multi tenant signage is utilized for a property, individual tenant ground signage, except for internal directional signage, will not be permitted.

fe. Shared tenant space in a single building or unit, shall not be deemed multi tenant centers for the purpose of this code.

Staff Note: Staff recommends deleting this section of users and moving the administrative waiver allowances to design standards section.

A. Traditional Neighborhood Sign District (TNSD): Maximum Copy Area and Sign Height.

1. **Residential Community, Residential Subdivision, and Civic / Institutional Uses in Residential Areas within the TNSD:** This section is applicable to multifamily residential developments and residential subdivisions, as well as Civic or Institutional uses in residential areas within the Traditional Neighborhood Sign District (TNSD).

~~Multifamily residential properties with less than four (4) units shall not have freestanding ground signage. Multifamily residential properties or subdivisions with at least four (4) residential units, but no more than eight (8) units may only request one (1) sign with a maximum of four (4) square feet of copy area, regardless of property size, type of sign or right-of-way frontage.~~

~~Residential properties that are greater than 1 acre in size or that have nine (9) or more residential units may request signage based on property acreage or the number units, whichever is least restrictive, as outlined below. Civic or Institutional uses in residential areas may request signage based on property acreage outlined below.~~

TNSD: Residential & Civic	Max Copy Area (sq.ft.)	Max Height (feet)
Any size residential property with less than 4 units	0	n/a
<u>Monument, and Post & Panel, and Pillar Signs</u>		
Any size residential property with 4-8 units ⁽¹⁾	4	4
Any size residential property with 9-16 units or Civic/ Institutional uses < 1 acre	10	6
1 Acre to < 6 Acres (or 17-39 units)	16	6
≥ 6 Acres (or ≥ 40 units)	20	6
<u>Hanging Panel Blade Sign</u>		
Any size residential property with 4-8 units*	4	6
Any size residential property with >9	10	8

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units or Civic/ Institutional uses		
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(1) For residential properties with 4-8 units, only one (1) sign per property will be permitted regardless of property size, sign type, access or right-of-way frontages.

Staff Note: To simplify the code, staff recommends deletion of additional text. The table above clearly states the standard for ground signs within the district. It is not necessary to write out the words that describe the table.

2. **Single-Business in TNSD:** This section is applicable to businesses, civic uses or institutional uses located in non-residential areas of the TNSD.

TNSD: Single Business	Max Copy Area (sq.ft.)	Max Height (feet)
Monument, and Post & Panel, and Pillar Signs		
< 1 Acres	18	6
1 acre to > 2 Acres	20	6
≥ 2 Acres	24	6
Hanging Panel Blade Sign	10	8

(1) Regardless of property size, a post & panel sign may not exceed twenty four (24) square feet of copy area and six (6) feet in height.

3. **Multi-Tenant Center in TNSD:** This section is applicable ~~to a sign used to identify the name of in a~~ multi-tenant center, and which may include ~~the names of tenants within panels for the tenants in~~ the shopping center, office park or industrial parks.

TNSD: Multi-Tenant Center	Max Copy Area (sq.ft.) (1)	Max Height (feet)
Monument and, Post & Panel, and Pillar Sign		
< 1 Acres	24	6
1 acre to > 2 Acres	32	8
≥ 2 Acres	40	8
Hanging Panel Blade Sign	10	8

(1) Regardless of property size, a Post & Panel sign may not exceed twenty four (24) square feet of copy area and six (6) feet in height.

B. Gateway ~~Corridor~~ Sign District (GCSD): Maximum Copy Area and Sign Height.

1. **Residential Community, Residential Subdivision, and Civic / Institutional Uses in Residential Areas within the in the GCSD:** ~~This section is applicable to multifamily residential developments and residential subdivisions, as well as Civic or Institutional uses in residential areas within the Gateway Corridor Sign District (GCSD).~~

~~Multifamily residential properties with less than four (4) units shall not have freestanding commercial signage. Multifamily residential properties or subdivisions with at least four (4) residential units, but no more than eight (8) units may only request one (1) sign with a~~

maximum of four (4) square feet of copy area, regardless of property size, type of sign or right-of-way frontage.

Residential properties that are greater than 1 acre in size or that have nine (9) or more residential units may request signage based on property acreage or the number units, whichever is least restrictive, as outlined below. Civic or Institutional uses in residential areas may request signage based on property acreage outlined below.

G SD: Residential & Civic	Max Copy Area (sq.ft)	Max Height (feet)
Any size residential property with less than 4 units	0	n/a
Monument and Pillar Signs		
Any size residential property with 4-8 units (+)	4	4
Any size residential property with 9-16 units or Civic/Institutional uses < 1 acre (or 4-16 units)	12	6
1 Acre to < 6 Acres (or 17-39 units)	20 24	6
6 Acres to < 12 Acres (or 40-99 units)	24 36	6 8
≥ 12 Acres (or ≥ 100 units)	36 48	8
Post & Panel & Hanging Panel Blade Sign		
Post & Panel Signs may be permitted consistent with the size and standards established for the Traditional Neighborhood Sign District (TNSD)	See TNSD	See TNSD
Hanging Panel Blade Signs may be permitted consistent with the size and standards established for the TNSD	See TNSD	See TNSD

(1) For residential properties with 4-8 units, only one (1) sign per property will be permitted regardless of property size, sign type, or right-of-way frontages.

2. **Single-Businesses in the GCS D:** This section is applicable to businesses and civic uses or institutional uses located in non-residential areas of the GCS D.

G SD: Single-Business	Max Copy Area (sq.ft)	Max Height (feet)
Monument and Pillar Signs		
0.0 – 0.49 Acres	20	6
0.5 – 1.00 Acres	24	6
1.00 – 1.99 Acres	32	8

20.0 - 4.99 Acres	4048	8
5.0 - 14.99 Acres	4860	9
≥15.0 Acres	5472	910
Post & Panel & Hanging Panel Blade Signs		
Post & Panel Signs may be permitted consistent with the size and standards established for the Traditional Neighborhood Sign District (TNSD)	See TNSD	See TNSD
Hanging Panel Blade Signs may be permitted consistent with the size and standards established for the TNSD	See TNSD	See TNSD

3. **Multi-Tenant Center in GSD:** This section is applicable to a sign used to identify the name of in a multi-tenant center, and which may include the names of tenants within panels for the shopping center, office park or industrial parks.

G SD: Multi-Tenant Center	Max Copy Area (sq.ft)	Max Height (feet)
Monument and Pillar Signs		
0.0 - 0.49 Acres	24	6
0.5 - .99 Acres	36	8
1.0 - 1.99 Acres	42	8
20.0 - 4.99 Acres	5460	9
5.0 - 14.99 Acres	6472	10
≥15.0 Acres	8094	11
Post & Panel & Hanging Panel Blade Signs		
Post & Panel Signs may be permitted consistent with the TNSD	See TNSD	See TNSD
Hanging Panel Blade Signs may be permitted consistent with the TNSD	See TNSD	See TNSD

C. ~~Saxon Enterprise Sign District (SESD): Maximum Copy Area and Height.~~

1. ~~Residential Community, Residential Subdivision, and Civic / Institutional Uses in Residential Areas within the in the SESD:~~ This section is applicable to multifamily

residential developments and residential subdivisions, as well as Civic or Institutional uses in residential areas within the Saxon Enterprise Sign District (SESD).

Multifamily residential properties with less than four (4) units shall not have freestanding commercial signage. Multifamily residential properties or subdivisions with at least four (4) residential units, but no more than eight (8) units may only request one (1) sign with a maximum of four (4) square feet of copy area, regardless of property size, type of sign or right of way frontage.

Residential properties that are greater than 1 acre in size or that have nine (9) or more residential units may request signage based on property acreage or the number units, whichever is least restrictive, as outlined below. Civic or Institutional uses in residential areas may request signage based on property acreage outlined below.

Monument and Pillar Signs		
Any size residential property with less than 4 units	0	n/a
Monument and Pillar Signs		
Any size residential property with 4-8 units ⁽¹⁾	4	4
Any size residential property with 9-16 units or Civic/ Institutional uses < 1 acre	12	6
1 Acre to < 6 Acres (or 17-39 units)	20	6
6 Acres to < 12 Acres (or 40-99 units)	24	6
≥ 12 Acres (or ≥ 100 units)	40	8

(1) For residential properties with 4-8 units, only one (1) sign per property will be permitted regardless of property size, sign type, or right-of-way frontages.

2. **Single Businesses in the SESD:** This section is applicable to businesses and civic uses or institutional uses located in non-residential areas of the SESD:

Monument and Pillar Signs		
< 1 Acre	28	6
1.0 - 1.99 Acres	36	8
2.0 - 4.99 Acres	48	8
5.0 - 14.99 Acres	60	9
≥ 15 Acres	72	10

3. **Multi-Tenant Center in SESD:** This section is applicable to a sign used to identify the name of for a multi-tenant center, and which may include the names of tenants panels for tenants within the shopping center, office park or industrial parks. Copy Area and Sign

Height for multi-tenant signs are outlined in the following table based on the developable area of the property (total land area less wetlands and natural waterbodies):

Developable Area (Acres)	Maximum Sign Copy Area (sq. ft.)	Maximum Sign Height (ft.)
Monument and Pillar Signs		
0.0 – 0.49 Acres	36	8
0.5 – 1.99 Acres	48	8
2.0 – 4.99 Acres	60	9
5.0 – 14.99 Acres	72	10
≥15.0 Acres	80	11

Staff Note: Staff recommends retaining the historic district boundary (TNSD), and combining the GCSD and SESD districts together and renaming it “Gateway Sign District”, allowing an increase in copy area at the public’s request, but not allowing hanging blade signs in the new GSD. Staff also recommends collapsing the acreage categories for ease in implementing code.

C. Sign Copy Area and/or maximum allowable sign height –for monument signs may be increased for large multi-tenant and employment centers based upon building size pursuant to the following formula:

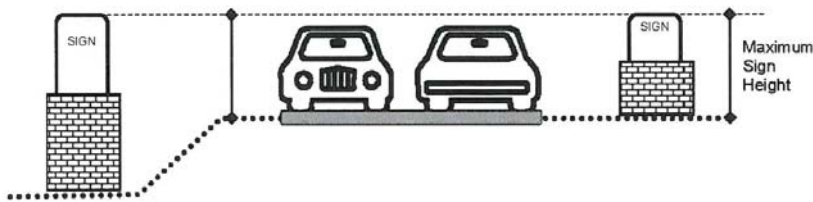
Cumulative Building Size (in square feet)	Percentage of Increase
0 to 75,000	None
75,001 to 125K	10
125,001 to 175K	15
More than 175K	20

D. For a center that provides joint access to another property and/or provides shared signage with an adjacent off-site business, the DSD may allow for increases in Copy Area and Sign Height up to twenty five (25) percent when both properties’ signage is accommodated on one (1) shared sign, including necessary signage easements.

E. **Shared Signage:** For a property that provides joint access to another property, and/or provides shared signage with an adjacent off-site business and/or where two individual signs on adjacent properties would block view of one another, the property owners may request one (1) shared sign. The DSD may allow a shared multi-tenant sign at or near the property line when both properties’ signage is accommodated on one (1) shared sign, with the design and copy area allowed for multi-tenant signs in that Sign District, without a shopping center name, and including necessary signage easements.

F. The overall height of a freestanding primary sign is measured from the lowest point of the ground directly below the sign to the top of the sign, less any approved embellishments.

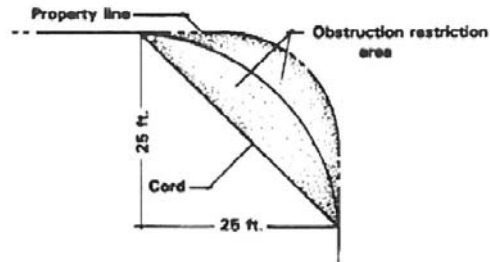
Note: Where a free standing sign is mounted along a roadway that has a significantly higher grade level as compared to the grade level directly below the free standing sign, then the DSD may authorize the height to be measured from the roadway grade level to the top of the freestanding sign or sign structure.



Staff Note: Moved and combined sections here so that all standards for copy area and height of ground signs are located in the same section. To be clear, the above subparagraph C, D and E above are existing entitlements, simply moved to this new section for clarity.

9.7.4. *Performance Standards for Freestanding Ground Signs.* The following general sign standards shall apply to all freestanding primary ~~identification~~ ground signs in all Sign Districts.

- A. **Minimum setbacks:** Signs shall be setback a minimum of five (5) feet from the property lines or a distance equal to the height of the sign, whichever is greater. No ground sign shall be closer than a distance equal to the height of the sign to any building, structure or property line with the following applicable additional setbacks.
1. Signs shall be setback at least twenty (20) feet or double the sign height, whichever is more restrictive, from any other existing or proposed sign.
 2. Signs serving non-residential uses shall be placed at least twenty (20) feet away from any single-family residential property.
 3. Secondary ~~identifications~~ ground signs shall provide a minimum one hundred (100) foot separation from other onsite ground signs, ~~identification signs, or directory signs.~~
 4. Signs shall not obstruct a clear view to and from traffic along any street right-of-way, alley, or property access way (entrance or exit). On any intersection of driveway or street on which a front and side yard is required, no sign, which obstructs sight lines at elevations above three (3) feet and above any portion of the crown of the adjacent roadway, shall be maintained within a triangle formed by measuring twenty-five (25) feet along the front and side lot lines from the point of intersection of the arterial, collector and local streets.



**VISIBILITY REQUIREMENTS FOR SIGNS
AT INTERSECTIONS**

Staff Note: Moved here so that setback standards are in located in the same section.

5. Signs shall be placed so as not to create a health or safety hazard due to visual obstruction or physical impediment.
5. See Lighting Standards for additional restrictions.

Master Sign Plan: A Master Sign Plan is required if more than one (1) freestanding sign is proposed for a property, including secondary free standing identification signage and/or any incidental freestanding signage. The Master Sign Plan shall include a cohesive theme for all freestanding signage, including complementary sign type, design, materials, and construction. If a Master Sign Plan is required for ground signs, it shall be accompanied by a Master Sign Plan for building/wall signs. Master Sign Plan requirement can be waived by the DSD if adequate information is shown on the Sign Review Permit submittal.

Staff Note: Delete duplicated text throughout the code. Master sign plan was reviewed previously in section 9.6.2.

- B. **Street Address Number:** Freestanding primary **identification ground signs shall must include the street address number of the property for public safety purposes.** Street address numbers shall not count against the allowable sign copy area or the sign height, but shall be placed prominently on the upper portion of the sign, unless an alternate location is approved by the DSD. Such address number shall be integrated into the design of the sign in same or **complimentary complementary** depth, style and materials.
- C. **Landscaping:** Landscaping shall be installed around the base of the sign. The size of the landscape bed around the sign base shall be equal to the total area of the sign and shall include Florida native shrubs and/or groundcover plants, **excluding turf grass or tall shrubs that will block the sign face or an existing numeric street address.**
 1. The quantity of the shrubs or groundcover plants shall be based on the following formula: Overall size of the sign copy ~~(total maximum length x total maximum height in square feet)~~ x .45-50 = the whole number of shrubs or ground cover plants, rounded **up down** to the nearest whole number. ~~Annals~~



at a 2:1 ratio may be utilized for up to twenty (20) percent of the required plants. Use of annuals will require a quarterly maintenance/replacement program.

2. A minimum of two (2) types of plants shall be utilized. The shrubs shall be utilized around the base of the sign, unless otherwise determined by the DSD, and/or groundcover. The plants shall be a minimum size of one (1) gallon container and be appropriately spaced in the planting bed to achieve a dense plant cover within one (1) year.
3. The landscape bed around the sign shall be clearly defined, and contain at least a two (2) inch deep layer of mulch, or other approved ground cover and create a seamless transition between sign base and ground. Rock or any other non-porous aggregate is not an acceptable ground cover.
- 4.3 The placement and type of landscaping shall be identified on the plan, sketch, or blueprint submitted with the sign permit.
- 5.4 Existing developed sites that are constrained due to right-of-way takings or other unique circumstances may request a waiver to reduce the area of the landscape bed by as much as fifty (50) percent, subject to approval by the DSD.

Staff Note: Staff proposes the above the revisions to the landscape requirements at the public's request to be clearer and less restrictive.

- D. **Colors and Material:** Sign colors and materials shall be complementary to the architectural character, colors, and materials of the primary structure and shall not be gaudy, loud, distracting, or of an unnatural nature or color. ~~Corporate colors shall not be permitted on any sign base, poles, frame or encasement. The use of corporate colors on any portion of the sign face shall count toward the total copy area allocated to the property.~~
- E. **Changeable Copy:** Changeable copy on primary monument signs is allowed as follows: Automated or manual changeable copy shall not be permitted on freestanding ground signs in any sign district, except as specifically provided herein for individual changeable panels or as part of a conditional use or planned development process.
 1. Sign area dedicated to changeable copy, if any, shall be counted toward maximum copy area.
 2. ~~Changeable copy on Freestanding Ground Signs in all Sign Districts.~~
 - 3.2 Manual or digital changeable copy ~~numeric text may be~~ may be permitted for gasoline pricing on a ground sign ~~when authorized as part of the conditional use process or planned development process for gas stations so long as the changeable copy area does not exceed twenty (20) percent of the total sign copy area allocated for the sign. Product information must be part of the permanent sign copy area; only the numeric pricing information may change.~~
 - 4.3 ~~Approved c~~Changeable copy, if any, shall not include any scrolling, moving, flickering or flashing text or graphics. Digital changeable copy, ~~if any, for gas station pricing may only include the numeric text for the price and shall not include any digital image or background graphics, nor may it~~ not extend any glow or glare from the sign.

~~5.4. Approved Changeable copy may change only one (1) time each day.~~

~~6. Changeable Panel on Freestanding Ground Signs in Traditional Neighborhood Sign District (TNSD) and Gateway Corridor Sign District (GCSD).~~

~~In addition to the changeable copy provisions for all districts, above, the following additional opportunities are provided for manual changeable copy panels on primary identification ground signs in the Traditional Neighborhood and Gateway Corridor Sign Districts.~~

~~7. One (1) panel of signage on a multi-panel primary identification ground sign may be approved to provide business announcements, sales, or special events. Manual changeable copy area and may be permitted as part of the allowable sign copy area so long as the changeable copy panel is same style and design as the rest of the sign and does not exceed fifteen (15) percent of the total sign copy area. Such approved changeable copy panels may change only one (1) time each day. Sign permit shall designate only one (1) panel for changeable copy, including design, layout, color pallet, and text for proposed interchangeable panels, including estimated duration for any such interchangeable panels. Such requests will be reviewed on a case by case basis with a high level of aesthetic design being essential for authorization for any such changeable copy panels.~~



~~8.5. One additional decorative hanging panel on a Post & Panel sign or Hanging Panel Pole Sign may be added, which does not exceed one (1) square foot in size and indicates only the business status such as Open/Closed, Hours of Operation, or Vacancy/No Vacancy. Such incidental signage, when approved as part of the sign permit shall not count against the allowable copy area.~~

~~9. Approved changeable copy, if any, shall not include change-out of individual letters, but may only facilitate the change-out of one entire sign panel on a multi-panel sign. When not in use for temporary commercial message, the hanging panel shall be removed or such space shall be filled with a blank panel of similar style and color as other panels on the sign.~~

~~10. Approved changeable copy, if any, shall not include any digital, electronic, scrolling, moving, flickering or flashing text or graphics. The message may change only one (1) time each day.~~

Staff Note: This change allows electronic message centers on all primary monument signs. This is an expansion of allowable changeable copy, as it was previously limited to gas pricing signs only. Combine the two sections above for clarity and allow changeable copy on ground signs not to exceed 20 percent of copy area.

9.7.5. *Design Criteria for Ground Signs.* The following design criteria are established for permanent freestanding ground signs, ~~to protect and enhance the unique character of the City's Sign Districts, including materials and design consistent with and complementary to the structure(s) they serve. Signs should complement and not detract from the materials, and colors of the building to which they will be attached. All signs should enhance and not detract from the building's architectural design. Signs should reflect the character of the building.~~

A. **Monument Style Signs** shall be designed as provided herein ~~and are subject to approval by the DSD.~~ Monument or Pillar Signs are permitted in all Sign Districts.

1. Vertical structural supports for a monument sign shall be concealed from view in an enclosed, substantive base that is at least eighteen (18) inches in height or twenty-five (25) percent of the sign height, whichever is least restrictive. Height of the base may be increased if the elevation site is significantly lower than the elevation of the road, without impacting maximum sign height subject to appropriate documentation, including but not limited to a survey with one (1) foot contour elevations and approval by the Development Services Director. The base shall be flush to the ground, allowing no gaps between the ground and the bottom of the sign base.
2. The width of the base shall be at least the horizontal width of the sign and may extend up to fifty (50) percent beyond the horizontal width of the sign face. A base at two-thirds (2/3) of the horizontal width of the sign may be considered for existing developed properties that have experienced right-of-way takings.
3. The sign structure including encasement and base shall complement the principal structure, with regards to size, materials, color, finish, and architectural features. This includes the application of upgraded materials to the base, encasement, and along the sides and the top of the sign face or the sign cabinet. Base shall be of decorative materials consistent and/or compatible with the architectural style/building materials of the primary structure, including brick, decorative block, stone or other durable material as may be approved by the Development Services Director.
4. A base that exceeds fifty (50) percent of the sign height shall include additional architectural fenestration to avoid the appearance of monolithic pylon.
5. Monument-style base is encouraged to be a solid base with no space between the sign and the ground, but may be designed such that two substantive columns form the base from which the sign is mounted between. The base of each column should be at least twenty-five (25%) of the width of the sign. The space between the sign and the ground shall not exceed twenty-five (25%) of the sign height and shall be integrated as part of a continuous landscaped bed. Base or columns shall be flush to the ground, allowing no gaps between the ground and the bottom of the sign base or columns.



~~6. Monument style base shall not be intended or designed to include any commercial message and shall not include colors, trademarks, or any other decorative design features that are primarily intended to attract attention, but shall be compatible with the architecture of the building or other site features.~~

~~7. An encasement, ornamental shell or substantive frame around the sign copy area shall be provided in the same or complementary materials as the primary structure and/or the base.~~

The width of the encasement shall be at least fifteen (15) percent of the width of the sign copy area and the height at least fifteen (15) percent of the height of the sign copy area. Subject to approval by DSD, encasement requirements may be waived for solid wood engraved (or similar approved material) signs mounted on monument style base or mounted between two substantive base pillars, which frame both sides of the sign. The depth of the sign encasement shall be at least two-thirds (2/3) of the horizontal depth of the base of the sign.

Staff Note: Confusing standard and as such has not been implemented within the last year. Recommend that it is deleted.

~~8786.~~ A decorative cap or other decorative finish that ~~compliments~~ complements to the sign encasement and base is required on top of the sign. Decorative caps, ~~decorative street address numbers, or other non-commercial embellishments that contain no logos, sign copy area, or commercial message may be added to the sign and or embellishments~~ may extend up to fifteen (15) percent above the maximum sign height, but must be appropriately scaled to the size of the sign. The height of embellishments, which are purely ornamental, is subject to design review and approval by the DSD.

B. **Pillar Signs** as a form of monument signage shall be designed as provided herein and are subject to approval by the DSD. ~~Pillar Signs are permitted in all Sign Districts.~~

- ~~1. Vertical structural supports for a pillar sign shall be concealed from view in an enclosed decorative pillar.~~
- ~~2. The Pillar shall be of materials complementary to the architectural style/building materials of the primary structure, including brick, decorative block, stone or other durable material as may be approved by the Development Services Director.~~
- ~~3. Copy area shall be scaled appropriately to the height and width of the pillar and shall not exceed two-thirds (2/3) of the horizontal width of the pillar or one-third (1/3) of the allowable height of the pillar.~~
- ~~4. A decorative cap, which is complementary to the pillar materials, is required on the top of the pillar.~~
- ~~5. Other embellishments that contain no logos, sign copy area, or commercial message may be added to the sign and may extend above the maximum sign height, but must be appropriately scaled to the size of the sign. The type and height of embellishments above the sign height shall depend on the design of the sign and is subject to approval by the Development Services Director.~~
- ~~6. Internal illumination is prohibited.~~

Staff Note: Pillar style signs are another form of monument sign, and in this case include the same standard.

~~C. Post Panel Signs~~ shall be designed as provided herein; ~~and are subject to approval by the DSD. Post and Panel Signs, as primary identification signs, are only permitted in the Traditional Neighborhood Sign District (TNSD) and the Gateway Corridor Sign District.~~

1. All posts shall include a decorative base as well as multiple decorative/beveled enhancements along the length of the post. Each



post shall have a decorative cap, ball and/or other embellishment consistent with the historic character of the structure.

2. To enhance the aesthetics and preserve the structure from degradation and weathering, posts and panels shall be made of solid, durable all-weather material that is complementary to the primary structure, and shall be painted or stained in colors that are complementary to the primary structure.
3. Sign panel shall be of a solid durable material at least two (2) inches thick, mounted securely between two (2) decorative posts (plywood between two fence posts is not acceptable). Separated panels may be used to enhance character and or separate different elements of the sign; however, the cumulative copy area on all panels shall count toward the copy area.
4. Sign may not be a slick flat surface. Sign face shall be beveled or engraved into the panel to add depth and character to the sign, but exceptions can be made for attractively designed panels that are layered on one another to provide depth to the elements on the sign face—such design shall include design details and materials that are consistent with the historic character of the structure and clearly demonstrate the other decorative and depth-enhancing design elements that are provided.
5. Caps, decorative balls, ironwork, ~~street address number, or other non-commercial or other embellishments that contain no logos, sign copy area, or commercial message~~ may be added to the sign and may extend up to fifteen (15) percent above the maximum sign height, but must be appropriately scaled to the size of the sign. The height of embellishments, which are purely ornamental, above the sign height shall depend on design of the sign and is subject to approval by the DSD.
6. The height of sign face shall be designed to cover an area between one third (1/3) and two thirds (2/3) of the height of the sign. The face shall be placed on the poles so that it exposes and open area between sign face and the ground that is twenty four (24) inches in height or a minimum of one third (1/3) of the sign height, whichever is less restrictive. This space between the sign and the ground shall be maintained even with the use of incidental hanging panels, if any. The space between the sign and the ground shall be integrated as part of a continuous a landscaped bed.
7. Regardless of property size, post and panel signs shall not exceed twenty four (24) square feet.

~~D.B.~~ **Hanging Panel Blade Signs** shall be designed as provided herein ~~and are subject to approval by the DSD.~~ Hanging Panel Blade Signs are only permitted in the Traditional Neighborhood Sign District (TNSD) ~~and the Gateway Corridor Sign District.~~

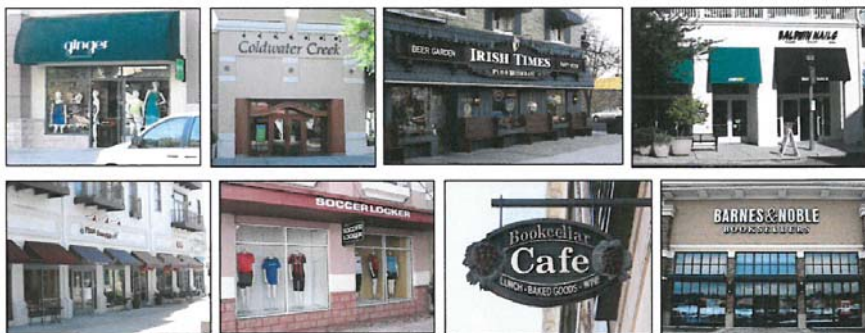
1. All poles shall include a decorative base as well as multiple decorative/beveled enhancements along the length of the post. The post shall have a decorative cap, ball or other embellishment consistent with the historic character of the structure.
2. To enhance the aesthetics and preserve the structure from degradation and weathering, poles and panels shall be painted or stained in colors that are complementary to the primary structure.



3. The sign panel shall be of a solid durable all-weather material that is complementary to the primary structure, at least one (1) inch thick and mounted to hang securely from a horizontal mount that is perpendicular to the decorative pole (plywood on a fence post is not acceptable).
4. Decorative embellishments ~~or, ironwork, or address number panel, which contain no logos or commercial message,~~ may be added on top of the horizontal mount and may extend up to fifteen (15) percent above the maximum sign height, but must be appropriately scaled to the size of the sign. The height of embellishments, which are purely ornamental, is subject to design review and approval by the DSD.
5. Sign height shall be measured to the top of the decorative horizontal mount. Pole projection, cap, ball, embellishments or address number that are placed higher than the horizontal mount, when appropriately designed and scaled, shall not count against the sign height.
6. Multiple separate hanging panels may be used to enhance character and or separate different elements of the sign; however, the cumulative copy area on each panel shall count toward the copy area. The cumulative length of all hanging signage, including hooks, fasteners, changeable panels and incidental signs shall not exceed sixty-five percent (65%) of the allowable sign height.
7. Sign face is encouraged to be beveled or engraved into the panel to add depth and character to the sign, but exceptions can be made for attractively designed painted panels with design and details that are consistent with the historic character of the structure and other decorative and depth-enhancing design elements are provided.

Section 9.8. Building and Wall Signs.

The terms building sign or wall sign may be used interchangeable in this code and refer to signs affixed directly to or suspended from a wall or parapet wall of a building, with the exposed face of the sign in a plane approximately parallel to the face of the wall. Projecting Signs, which extend in a perpendicular direction from the face of the building, may also be permitted as provided herein. Commercial advertising placed on the sides or face of an awning or canopy that is attached to the face of the building may be utilized in lieu of wall signs or to supplement wall signage as provided herein.



The size, material, color, lettering, number, lighting and arrangement of wall signs must be harmonious with building design. Individual crafted signs are preferable to mass produced signs.

9.8.1 *Performance Standards for Building Signs.* The following general standards apply to all building signs located within any Sign District.

1. **Type of Sign.** Wall Sign, Canopy or Awning Sign, and Projecting Signs are permitted in all Sign Districts.
2. **Number of Signs.** One (1) sign per building or one (1) sign per commercial storefront in a multi-tenant building. For buildings located on a corner lot, additional wall signage may be permitted on the secondary building facade, which faces a side street. Additional incidental signs, historic building names, or combination of sign types may be permitted as part of a Master Sign Plan.

Staff Note: Staff supports the public request to delete the limitation of one wall sign per building frontage. Wall signage is sufficiently regulated by the amount of square footage allowed.

3.2 **Maximum Copy Area.** The maximum allowed building sign copy area is outlined in the following tables based on the Sign District where the property is located and the linear foot of primary building frontage, up to a maximum of eighty (80) square feet per storefront or single-occupant building. Building frontage shall be a measure of the building length of the primary building frontage and shall be measured in a straight line from one end of the building to the other and shall not include indents or other architectural building undulation. Such signage shall be placed on the primary building frontage that serves as the primary customer entrance. The surface area of any figurative sign shall count toward copy area. Additional building sign copy area may be permitted as outlined below.

Sign District	Copy Area per lineal foot of primary building frontage	Maximum Copy Area (sq.ft.)
Traditional Neighborhood Sign District	1 square foot / lineal foot of building frontage	80
Gateway Corridor Sign District	1.5 square foot / lineal foot of building frontage	80 none
Saxon-Enterprise Sign District	1.5 square foot / lineal foot of building frontage	80

Staff Note: The 80 square foot maximum copy area for building signs standard was added to the code in 2003. The purpose of maximum copy area standard is to keep the wall sign relevant to the building, which works with the 1.5 square feet of linear frontage, but does not work with further limiting to 80 square feet. Staff recommends deleting the maximum 80 square feet limitation in the Gateway district.

~~a. Single-occupant building signage may be provided not to exceed a maximum of one half (1.5) square feet of signage per lineal foot of primary building frontage, except that building/wall signage in the Traditional Neighborhood Sign District shall not exceed one (1) square foot of signage per lineal foot of the primary building frontage, up to a maximum of eighty (80) square feet of total sign copy area. Office, retail and/or industrial buildings where there are multiple tenants that do not have individual separate entrances to the exterior of the building shall be considered single-tenant buildings for the application of these standards.~~

~~b. Multi-tenant building wall signage may be provided not to exceed a maximum of one half (1.5) square feet of signage per lineal foot of tenant storefront facade length, except that building/wall signage in the Traditional Neighborhood Sign District shall not exceed one (1) square foot of signage per lineal foot of tenant storefront facade length. Only the first floor occupants of multi-tenant buildings with individual separate entrances from the exterior of the building shall be allowed wall, fascia or canopy signage. Multitenant office buildings that do not have individual separate entrances to the exterior of the building shall not be considered multiple-tenant buildings for the application of these standards.~~

~~c.a. The maximum sign size for building, wall, fascia, awning and canopy signs is expressed in terms of square feet and relates to the maximum sign area that may be devoted to the primary façade of particular business, notwithstanding the number or combination of wall, fascia, awning or canopy signs. If a business has frontage on two or more streets, or has multiple frontage on a parking area and a street, additional signage may be allowed on additional building faces where the primary facade treatments and customer entrances are provided on both front and sides. In such cases, each primary frontage may be considered separately for the purposes of determining compliance with the provisions of these regulations; however, the permitted sign area for one frontage shall not be combined with another frontage to place the combined sign area on one primary frontage. The additional building signage may only be permitted if the secondary facades meet the City appearance standards for primary façade.~~

~~The maximum secondary façade wall signage shall not exceed fifty (50) percent of the primary façade wall signage allocation.~~

Staff Note: The existing code speaks to allowing "additional" wall sign copy area for the secondary facade, but in other sections states that any secondary copy area reduces the primary façade square footage allocation. This is a conflict of terms and staff proposes clarification as noted immediately above.

~~Multi-family residential buildings may provide limited wall signage as part of a Master Sign Plan. Such signage should be scaled to serve internal users or residents of the community, not to attract the attention of passers-by. The signage may identify the names of the community, names of facilities within a building (office, laundry, etc), and other building identification such as building name and/or address number.~~

Staff Note: Arbitrary standard. Delete.

~~b.~~ Increases in copy area may through administrative variance be permissible as part of a Master Sign Plan for properties who experienced Right-of-Way takings or whose building face is located within ten (10) feet of the front property line, whereby precluding or reducing opportunity for freestanding identification signage.

~~d-c.~~ Sign Copy Area for wall signs may be increased for taller buildings as follows.

Building Height (in feet)	Percentage of Increase
0 to 45	None
+ 45 to 60	10
+ 60 to 75	15
+ 75 to 100	25
+ 100 to 150	30
More than 150	35

Staff Note: Moved here so that all copy area standards for wall signs are in one place.

~~4. Secondary Wall Signage.~~ Secondary and incidental building and wall signs may be permitted as provided in Secondary and Incidental Building and Wall Signs section of this chapter. Such signs shall be in the same architectural style, design, placement, colors and theme as the other building signs and shall meet all the requirements for those types of signs as provided in the applicable Sign District.

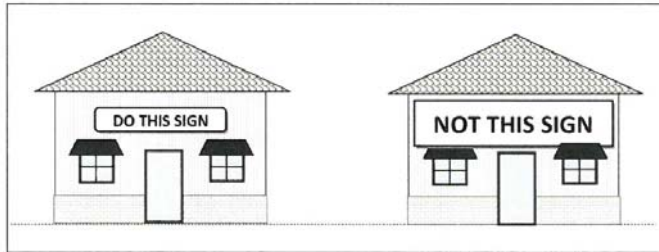
~~5.3 Master Sign Plan.~~ A Master Sign Plan is required if more than one building/wall sign is proposed for the property (multiple tenants, multiple buildings or secondary wall signage), or if more than one type of sign is proposed for any building or tenant space. A Master Sign Plan shall include a cohesive theme for all wall signs, including complementary colors, design, materials, and construction. If a Master Sign Plan is required for building/wall signs, it shall be accompanied by a Master Sign Plan for ground signs. In multi tenant buildings, and centers, wall signage shall conform to the approved Master Sign Plan. If no plan is on file with the City, a Master Sign Plan shall be submitted prior to the issuance of any additional sign permits for the center. Master Sign Plan requirement can be waived by the DSD if adequate information is shown on the Sign Review Permit submittal.

Staff Note: Duplicate text. Delete.

~~6. Sign Placement.~~ The signable area of a building will vary based on the architecture of the building. A wall sign shall be mounted flush to the side of the building but shall not cover, obstruct, damage or otherwise adversely affect the building's salient architectural or historic features. Building signs shall not obscure or interfere with the function of doors or windows or detract from the architectural features of the building.

~~a.~~ Roof mounted signs are prohibited. A building sign shall not extend above the top of the wall or lowest roof eave line.

Signs placement shall be harmonious with the building design. Signs should be balanced and placed aesthetically within the amount of available building fascia, such that at least twenty percent (20%) signable area of the wall area or fascia surrounding the sign face shall remain free of any signage or commercial message.



- b. ~~Regardless of building frontage, signage that faces residential areas shall be discouraged or shall be significantly limited in size and lighting to reduce impacts on adjacent residential uses.~~

Staff Note: Subparagraph a above is a repeat. Delete. Sub c above is an arbitrary standard. Delete.

- 7.4. ~~Street Address Number.~~ Buildings ~~must are encouraged~~ to include the street address number of the property as part of their master sign plan ~~for public safety purposes~~. Street address numbers shall not count against allowable sign copy area. ~~If not part of the building or window signage, address numbers shall be placed elsewhere on the primary façade of the building in a prominent visible location as provided in the Code of Ordinances.~~

- 8. ~~Wall Sign Lighting.~~ Except as restricted elsewhere in this Chapter for specific types and locations of signs, wall signs may be illuminated as provided below. See the lighting standards section of this code for more detailed lighting standards.

- a. ~~Within the Traditional Neighborhood Sign District (TNSD), building signs may be lighted by a decorative, shielded, external light source. Internally illuminated signs do not reflect the historic character of the area and shall not be permitted in the TNSD.~~

~~Within the Gateway Corridor Sign District and the Saxon Enterprise Sign District (SESD), building signs may be illuminated by internal illumination, halo illumination or a shielded, external light source. Visible neon, LED or other tube lighting shall not be permitted on any sign.~~

Staff Note: This duplicates the illumination section 9.10.4. Delete.

- 9.5 ~~Changeable Copy.~~ Automated/electronic, digital or manual changeable copy shall not be permitted on building signs in the any Sign District, ~~except one (1) decorative hanging panel or manually-changed placard will be allowed as incidental signage so long as it does not exceed one (1) square foot in size. Manually changeable panels may be permitted in the Traditional Neighborhood Sign District (TNSD) and the that Gateway Corridor Sign District (GCSD) only as specifically provided in this section.~~

a. ~~One (1) decorative hanging panel or manually changed placard will be allowed as incidental signage so long as it does not exceed one (1) square foot in size and indicates only the business status such as Open/Closed, Hours of Operation, or Vacancy/No Vacancy. This shall be in lieu of any lighted open/close signage hung inside the windows of a structure, but shall not count against the allowable wall sign copy area.~~

~~b.a. As part of a Master Sign Plan for a building located in the Traditional Neighborhood Sign District or the Gateway Corridor Sign District, an appropriately scaled, manually changed, hanging panel or changeable panel incidental sign, which advertises reoccurring events or onsite promotional activities, may be allocated from the total sign copy area. Such signage shall not exceed twenty five (25) percent of the total sign copy allocation, and shall be in the design and aesthetic of other permanent wall signs or sign panels, including the same style and materials the other building signage, but may be changed or rotated to reveal a different event or activity one (1) time per day. Master Sign Plan shall include design, layout, location, copy area, and color pallet, and text for proposed interchangeable panels, including estimated duration for any such interchangeable panels. Such requests will be reviewed on a case by case basis with a high level of design detail and aesthetics being essential for authorization for any such changeable copy panels. Such signage shall only be placed on the principal building.~~

Staff Note: Staff is unsure about the intent of allowing electronic message boards on any portion of a building sign. It seems that this section was written specifically for one type of use. Is it still necessary?

~~10.6. **Commercial Message Copy Area used for Real Estate Signs on Property Offered For Sale or Lease.** When a property or any portion of a property is vacant or available for sale or lease, the existing wall sign copy area that is not in use may be utilized to display the sale, lease or rental of the property or any unit or part thereof in lieu of other real estate signs for signage.~~

Staff Note: Upon further review of this section, staff recommends deletion due to content neutrality issues.

~~7. **Colors and Material.** Sign colors and materials shall be complementary to the architectural character, colors, and materials of the primary structure and shall not be gaudy, loud, distracting, or of an unnatural nature. **Corporate colors shall not be permitted on the face of the building, sign frame or encasement. The use of Corporate Colors on any portion of the sign, building face, building trim, or as banding on a building or an accessory structure shall count toward the total copy area allocated to the property.**~~

~~11.8. **Construction.** Wall signs may be either of one-piece construction or of individually connected or related letters or symbols. A Wall Sign, which is parallel to the face of the building, shall project no more than ten (10) inches from the face of the wall.~~

~~a. Aluminum or metal box framing shall not be acceptable in the Traditional Neighborhood Sign District (TNSD).~~

~~b. Decorative layout, finishes, materials, embellishments and lighting reflective of the character of the sign district and the building shall be required.~~

~~a-c. Wall signs shall include decorative framing or other decorative design details and depth based on the type of sign and/or sign lighting proposed.~~

9.8.2 *Design Criteria for Other Building Signs.*

The following design standards apply to all signs placed upon the signable area of a building in any Sign District.

Wall signs may be either of one-piece construction or of individually connected or related letters or symbols. A Wall Sign, which is parallel to the face of the building, shall project no more than ten (10) inches from the face of the wall. Wall signs should be designed in material that is complementary to the building design, colors and materials; including aesthetic framing.



~~b. Aluminum or metal box framing shall not be acceptable in the Traditional Neighborhood Sign District (TNSD). A high level of design articulation consistent with the historic character of the area shall be required in all sign districts.~~

~~c. Decorative layout, finishes, materials, embellishments and lighting reflective of the character of the sign district and the building shall be required.~~

~~d. Wall signs shall include decorative framing or other decorative design details and depth based on the type of sign and/or sign lighting proposed.~~

~~e. Cohesive style, type, lighting and color theme shall be applied to all signs on a building.~~

~~f.d. Except for signs placed on authorized parapet wall facades, wall signs shall not project or extend beyond the eaves or drip line of the building they serve.~~

Staff Note: Added wall sign construction standard to section 9.8.1 and deleted remaining standards of this section because they are duplicates.

1. Canopy or Awning Signs, which are freestanding or permanently embedded in or affixed to the flat vertical surface of an awning or canopy, may be provided in lieu of other building signs or to supplement other building signs. Awning or canopy signs are not intended to be used as banners, or to create other floppy signs—the awning or canopy shall be appropriately designed as a window shade or pedestrian cover and scaled to fit the façade of the building, consistent with the appearance review standards in the Land Development Code.

~~The purpose of this section is to provide regulations to allow signs on awnings or canopies. This section does not govern the installation of awnings, canopies and other appurtenances. Installation, design and dimensions of the awning or canopy are determined by applicable provisions of the Land Development Code and/or from an approved site plan and/or other applicable City Ordinance regulation or requirement.~~

- a. Copy area, ~~including any commercial message~~, may not cover more than (2025) percent of the primary face of the canopy or awning. Copy area on a canopy or

awning shall count as part of the maximum allowable copy area assigned for total building copy area.

- b. Embellishments or graphic designs ~~that contain no logos, sign copy, or commercial message related to the business~~ may be allowed on a canopy or awning, if appropriately scaled to the size of the canopy or awning. The type, color and size of embellishments shall depend on design of the canopy or awning, relationship to the building materials and colors, and are subject to approval by the DSD.
- c. Awnings and canopies may not be backlit. Appropriately designed direct lighting may be permitted.
- d. ~~With the exception of single color canopies or awnings that are complementary to the color of the building, the use of corporate colors, stripes or graphics that are representative of the business, corporate logo, corporate colors or services provided shall not be permitted.~~ Awning or canopy sign may be permitted as a single color or monochromatic color commercial message on a single color awning or canopy. All awning or canopy sign colors, styles, and fonts shall be consistent and compatible with all other awnings or canopies on the same building, and must be approved as part of the overall building appearance package, including cohesive theme.
- e. Awning or canopy signs shall only be located on first floor awnings or canopies.

~~2. **Service Station Canopy and Accessory Structure Signs.** Signage on a service station canopy or other accessory structure to the primary structure may be permitted as provided herein. The purpose of this section is to provide regulations to allow signs on service station canopies or accessory structures may be implemented. This section does not govern the installation of awnings, canopies, accessory structures and other appurtenances. Installation, design and dimensions are determined by applicable provisions of the Land Development Code and/or from an approved site plan and/or other applicable City Ordinance regulation or requirement.~~

- ~~a. Copy area for a service station canopy or accessory structure may be allocated from the maximum allowable copy area assigned to the primary structure. Such allocation of copy area, including any commercial message and logos, may not exceed twenty five (25) percent of signage allocated to the primary structure, nor shall it cover more than twenty five (25) percent of the available canopy fascia.~~
- ~~b. Any corporate colors, including sign background or banding, that are used on the canopy shall count against the allocated copy area.~~
- ~~eb. Any signage on gas pumps or other appurtenances shall count against the allocated copy area. However signage shall not be permitted on trash cans, light poles or other site furnishings. All all other signs shall be in compliance with this chapter.~~
- ~~de. Service station canopies shall not be backlit; however, the sign itself may include lighting consistent with the Sign District where the sign is located.~~
- ~~ed. Sign design, style and placement shall be consistent with other primary identification signage.~~
- ~~fe. Changeable copy of any kind shall not be permitted on service station canopies.~~

Staff Note: Combine canopy sign standard with service station canopy due to content neutrality issue.

~~3.2. Projecting Signs~~ or any sign that is attached in a plane approximately perpendicular to the surface of a building may be permitted to supplement other building signage. Projecting signs may be attached to the building or may be designed as a decorative hanging panel sign. ~~Projecting signs may include figurative signs and marquee signs. Projecting Signs must be designed consistent and complementary to the design, colors, and architecture of the building and other building signs.~~



~~a. Projecting signs are intended to accent and to provide alternatives that complement other primary building signage; therefore, the use of more than one (1) projecting sign per business will be discouraged.~~

~~b. The total copy area on any projecting sign shall not exceed fifty (50) percent of the maximum allowable copy area.~~

~~c. Projecting signs shall not be backlit.~~

~~d. Projecting signs shall not project more than forty two (42) feet from the building, unless designed as a marquee sign between two buildings in a complex.~~



~~e. Projecting signs shall be placed so that there is a minimum clearance of nine (9) feet from the bottom of the sign to the ground, sidewalk or other pedestrian walkway below the sign.~~

~~f. Projecting signs shall not extend above any vehicular travel lane of any public street, private street or vehicle use area, parking area or vehicular travel way.~~

~~g. Except for vertically mixed use buildings, projecting signs shall be discouraged above the first floor of a building. The maximum height to top of sign should not exceed twenty (20) feet and such signs will be discouraged above the lowest eaves of the roof line. Signs placed at higher locations on the building may be requested subject to reduction in copy area and projection.~~

~~h. The sign must complement the building's architectural treatments and may not encroach or detract from the buildings salient architecture.~~

Staff Note: Sub a above is duplicate text. Delete. Staff does not object to public request to delete sub b above, because other standards in the section sufficiently regulate projecting signs.

~~4. Multi-Tenant Center Cohesive Sign Theme. Multi-tenant centers shall provide cohesive sign theme throughout their development including the following characteristics:~~

~~a. Where individual changeable panels are utilized, the background and border colors on all shopping center tenant signs, except anchor signs or shopping center name, shall be on a consistent background style and color. The same style and colors shall be used throughout the development and the colors shall be used in the same relationship on all signs providing visual continuity.~~

- ~~b. Cohesive color scheme and sign style shall be established with Master Sign Plan, so that no more than two colors shall be used for lettering in addition to the background and border colors, except as provided herein for anchor signs. A sign may include a logo which shall not encompass more than twenty five (25) percent of the total allowed sign area. Logos as provided in this paragraph are not subject to color restrictions.~~
- ~~c. Encourage theme for consistent sign lighting styles.~~
- ~~d. Anchor store signs shall only include commercial message of the anchor store tenants in the shopping center. Where multiple anchor tenants exist, all such anchor store tenant signs shall be located on the buildings that are either freestanding or accentuated by their height, staggered building lines or other architectural detailing clearly representing their building as the anchor tenant. Anchor tenant signs may be different than the secondary tenant signage, but shall be of a uniform type, style, lighting and color scheme so that the use of different signage does not disrupt the visual continuity of the center.~~

Staff Note: The code requires cohesive sign theme with buildings. This section duplicates standards already provided for in the code. The limitation of two colors only for multi-tenant signs is restrictive. Staff recommends deleting this section.

Section 9.9. Secondary and Incidental Signs.

~~Secondary and incidental Signs may be permitted as part of a Master Sign Plan. These may include both ground signs and building/wall signs. Such signs shall be in the same or complementary architectural style, design, colors and theme as the other signs and shall meet all the requirements for those types of signs, including design, landscaping, lighting, etc. as provided in the Sign District where the sign is located. Signs shall not conflict with the line-of-sight required for maneuvering through internal roads, drive aisles or parking facilities. Sign size, height, and location may be reduced or modified based on site conditions to accommodate necessary sight triangles or other safety concerns. Secondary or incidental signs shall not be permitted if other signage on the property is not in compliance with this code.~~

~~9.9.1 *Secondary and Incidental Ground Signs.* Secondary Ground signs may be permitted as part of a Master Sign Plan. Such signs shall be in the same or complementary architectural style, design, colors, materials and theme as the other freestanding primary identification ground signs and shall meet all the requirements for those types of signs, including setbacks, landscaping, lighting, etc. as provided in the Sign District where the sign is located. Secondary signs shall not be permitted if other signage on the property is not in compliance with this code. The following additional standards also apply to any secondary ground sign.~~

~~A. **Secondary Identification Ground Signs** as provided herein may be permitted as a Secondary Sign when submitted as part of a Master Sign Plan. Number, size, location, copy area, if any secondary ground signs are permitted, is outlined herein.~~

- ~~1. **Secondary Ground Sign for Secondary Roadway Frontage.** For a non-residential property that fronts more than one public right-of-way, one (1) secondary free standing **identification** sign may be allowed for each secondary public right-of-way frontage that the property fronts and has vehicular access (not including alley frontage). However,~~

such secondary right-of-way signage shall be separated from any other onsite identification signage by a distance of at least one hundred (100) feet and shall not be located to serve or be visible from the same roadway frontage as the primary ground sign.

2. **Secondary Ground Sign for Extended Length Road Frontage.** For a non-residential property that has primary right-of-way frontage that exceed five hundred (500) linear feet, one (1) secondary free standing **identification** sign may be allowed to serve a secondary access points along the extended frontage. However, such secondary right-of-way signage shall be separated from any other onsite **identification** signage by a distance of at least one hundred (100) feet.
3. **Secondary Ground Sign for Alley Frontage.** For non-residential properties with alley access and customer parking to the rear of the structure, one (1) secondary free standing **identification** sign may be allowed along the ally frontage.
4. **Secondary Ground Sign for Residential Communities.** For residential communities with nine (9) or more residential units, one (1) secondary free standing **identification** sign may be allowed for the secondary entrance to the community. Excessive signage will not be permitted; however, pillars of same style and materials as primary **identification** signage, which indicate neighborhood boundaries, may be authorized as part of a **Master Sign Plan**.
5. **Size and Height of Secondary Freestanding Ground Signs.** Secondary Freestanding ground signs, ~~if any, may only be authorized as part of a Master Sign Plan and~~ shall be the same or complementary style and design as the primary **identification** signs. Secondary freestanding ground signs, if any, may have copy area up to fifty (50%) of the copy area of the Primary **Identification** Sign and shall have a reduced height, which is a maximum of seventy-five (75) percent of the primary sign height and clearly represents their secondary hierarchy. Secondary signs, if any, shall meet the setbacks, separation requirements, and development standards for the applicable sign district.
6. **Impact on Residential Uses.** Secondary signage for non-residential development shall be discouraged or shall be significantly reduced in size, height and lighting on predominately residential streets or where single family residential homes are located within one hundred (100) feet of the proposed sign.

- B. ~~Freestanding Incidental Ground Directory Signs for property exceeding five acres~~ may be permitted as a Secondary Sign ~~in for Shopping Centers, Hospitals, office complexes, industrial parks or Master Planned Communities that include multiple buildings, outparcels or that exceed five (5) acres in size as provided herein, to help patrons find the different business within an expansive shopping center, office complex or mixed-use property.~~

1. ~~Directory signs~~ ~~The sign shall meet all the requirements for a monument sign and its height shall be the minimum necessary to accommodate business names and directional information and shall not exceed six (6) feet in height.~~
2. Sign copy, ~~shall be the minimum necessary to accommodate business name and directional information and in no case area shall not~~ exceed fifty (50) percent of the copy



area of the primary ~~identification~~ sign, as provided herein. Such signage is ~~intended to guide internal circulation and~~ may not be visible from the public right-of-way or adjacent properties that are not associated with the complex; therefore, ~~directory these~~ signs, if any, shall be ~~set back~~ set back, sized and placed appropriately ~~on the Master Sign Plan~~.

3. ~~Directory signs shall not include any commercial message they may only include business name and directional arrows.~~ Individual panels shall be appropriately scaled for the number of businesses on the sign. Panels for individual ~~business names~~ businesses shall have consistent sizing, cohesive design, colors, font and theme. The cumulative copy area shall count toward the total maximum copy area. Panels shall be spaced at consistent intervals. ~~Logos may not be used.~~

4. Unless site layout and internal circulation supports additional signs there shall be no more than one (1) ~~directory sign for at~~ each primary entrance into the center. ~~Number, size, and location should be secondary in nature to all other signs and are subject to approval by the DSD as part of the Master Sign Plan.~~

~~C. Free Standing Pedestrian Directory Signs~~ that identify the location of tenants or businesses within a multi tenant building, shopping center, office complex, or industrial park may be provided internal to the property, to direct pedestrians between buildings and/or to individual offices or entrances within a building. This may be a map and/or sign in a common space or near a building with multiple uses that identifies uses or activities conducted on site.

1. ~~Pedestrian directory signs shall be located and designed for viewing at a pedestrian scale.~~

2. ~~Unless an alternate size is approved through a Master Sign Plan, freestanding pedestrian directory signs shall not exceed six (6) square feet in size.~~

3. ~~One (1) freestanding or wall directory sign may be permitted for each primary building entrance to a building. Map directories may be permitted in common areas and strategic locations on site; however, excessive signage shall be prohibited.~~

4. ~~Commercial messages and logos shall be prohibited on directory signs. Such signs may only the name of the business and address number or suite number for the businesses. Consistent font size and color shall be used on the sign.~~

Staff Note: Combined directory and pedestrian sign standards into one section because the standards were very similar and content neutrality issue removed the nuance text that differentiated them.

~~D.C. Property with Drive-Thru Menu Board Signs~~ Windows, may be permitted as part of a Master Sign Plan. ~~Such signs shall be monument style signs designed in the same architectural style, design, colors, materials, and theme as the building and complementary to the other freestanding signs. Such signs~~ Signs may be erected by a curb cut at ~~may only be utilized for~~ authorized drive-thru facilities and are subject to ~~siting~~ siting and appearance standards established in the Land Development Code.

1. ~~Drive-thru menu board~~ Such signs shall meet all the requirements for monument signs, including landscaping, lighting, etc. as provided in the designated sign district. Provision for backlit ~~menu board~~ signs may be accommodated if the sign is not visible from the right-of-way or residential properties.

2. ~~Drive-thru menu boards~~ These signs shall not exceed six (6) feet in height.
3. Copy area shall be pedestrian scale for viewing within a non-moving vehicle and shall not exceed a maximum of twenty-four (24) square feet ~~and may only include menu items. Logos and business name shall be incidental to the sign purpose and shall not exceed five (5) percent of the total copy area.~~
4. Parasite Signs or any sign not specifically approved as part of the ~~menu board sign~~, which has been attached to or installed without a permit being issued and which is added to the ~~Menu Board Sign~~, shall be prohibited.
5. Any such signs shall have their location illustrated on the approved site plan and shall meet location and appearance standards established in the Land Development Code.
6. ~~Menu boards~~ Signs that include any sound amplification, soundboard, speakers or communication device shall be ~~setback~~ set back a minimum of sixty feet (60') from residential properties and shall include eight (8) foot decorative masonry wall or other sound attenuation barrier(s), as may be approved by the DSD, as part of the required landscape buffers. ~~Sound amplification devices/drive thru speakers/communication devices, if any, must be authorized as part of the condition conditional use approval, and shall meet the requirements of Chapter 10 of the Code of Ordinances.~~

Staff Note: If the drive-thru is a permitted use in accordance with the zoning code, then requiring a conditional use application for a sound amplification device seems extraordinary. The standard exists that will protect adjacent residential neighborhoods.

E.D. Incidental Ground Signs for property less than five acres, may be permitted as follows: ~~may be permitted as part of a Master Sign Plan. Such signs shall be in the same or complementary architectural style, design, colors and theme as the other freestanding ground signs and shall meet all the requirements for those types of signs, including landscaping, setbacks, lighting, etc. as provided in the designated sign district. Incidental signs shall be the smallest size sign needed to accomplish the incidental task it is being used for. Incidental signs shall not be permitted if other signage on the property is not in compliance with this code.~~



1. ~~Incidental Directional Signs that do not exceed two (2) square feet of copy area and do not exceed three (3) feet in height may be used to direct vehicular traffic into and through the site~~ allowed.
2. Signs must be of monument style design.
3. Other incidental ground signs may be deemed appropriate by the DSD and approved as part of a Sign Review Permit.
 - a. ~~Directional signs may only include directional arrows, directional information, and non-commercial message.~~
 - b. ~~Copy area may include a simple logo, which is single color or monochromatic and does not exceed fifteen (15) percent of the copy area and is incidental to the sign purpose, but shall not include any sign text or commercial message.~~
 - c. ~~Signs shall not exceed three (3) feet in height.~~

~~2. Incidental Community Identification Signs may be permitted as part of a Master Sign Plan to identify community or neighborhood facilities such as parks, community centers, trail heads, or other facilities or services that are not associated with a specific business, but that serve the center or the community as a whole.~~

~~a. Unless an alternate size is approved through a Master Sign Plan, Incidental Community Identification Signs shall not exceed six (6) square feet in size. Building address and/or building number shall not count toward the allowable copy area.~~



~~b. Copy area may include a simple logo representing the community or the center, which is single color or monochromatic and does not exceed fifteen (15) percent of the copy area and is incidental to the sign purpose, but shall not include any sign text or commercial message.~~

~~c. Signs shall not exceed four (4) feet in height.~~

Staff Note: To address the content neutrality issue much of the nuance text was eliminated that differentiated these minor signs. Staff recommends combining directional and community identification signs into one category, as the standards were similar, and allowing them for properties that are less than 5 acres in size. Larger incidental signs are allowed on properties that are larger than 5 acres as noted above.

~~3. Other Incidental Ground Signs as may be deemed appropriate by the DSD may be approved as part of a Master Sign Plan.~~

E. Incidental Gas Pump Signs and signage on vacuum stations or air pumps may be permitted as part of a Master Sign Plan provided herein. Such signs shall be in the same architectural style, design, colors and theme as the other authorized signs serving the property.

a. Unless taken from the total wall sign allocation, no signage shall be included on the base or face of the pump, as the pump shall be designed to include materials and colors consistent with those used on the building.

b. Pedestrian scale signage serving the user of a gas pump, may be architecturally integrated onto the upper portion of the face of the pump with cap and/or encasement in the same or complementary materials as the materials used to accent the base of the building. ~~Signage may include commercial message, business logo or advertise goods and services sold on site or within the store, but in no case shall the~~ The copy area shall not exceed one-half (1/2) of a square foot per pump. Architecturally integrated digital message boards or LDC screens may be authorized in lieu of other signs on pumps.

~~c. Appropriately scaled digital pricing and payment interface on the face of the pump shall be exempt.~~

~~d. In no case shall any signage, logo or commercial message be sized so it is visible from adjacent right-of-way or adjacent properties.~~

eg. Parasite Signs or any signs not specifically approved as part of the Master Sign Plan, which have been attached to or installed without a permit being issued and which is added to the pump, shall be prohibited.

9.9.2 ~~Secondary and~~ Incidental Building and Wall Signs

~~Secondary and incidental building and wall signs may be permitted as provided in this section. Such signs shall be in the same architectural style, design, placement, colors and theme as the other building signs and shall meet all the requirements for those types of signs as provided in the applicable Sign District. Secondary and incidental building signs shall not be permitted if other signage on the property is not in compliance with this code.~~

- ~~1. **Secondary Building Signs** may be authorized as part of a master sign plan. Size, location, and copy area, if any, is outlined in herein.~~
 - a. ~~A secondary building frontage that faces a secondary road and has façade and landscape enhancements, but is not a primary façade with customer entrance that meets the City's appearance standards, may provide limited secondary building signage as part of a master sign plan. The signage allocation on secondary facade shall come from the total copy area allocated to the building based on its primary façade length. In no case shall more than fifty (50) percent of the overall building signage be allocated to a secondary façade. Signage that faces residential areas shall be discouraged.~~
 - b. ~~A secondary building frontage that faces a secondary road and has façade and landscape improvements meeting the primary façade requirements of the City's appearance standards, including customer entrance, may provide secondary building signage as part of a master sign plan. The signage allocation on secondary facade shall fifty (50) percent of the signage allowed under the code for the sign district based on length of secondary façade. This additional signage may not be combined with primary façade signage or distributed onto any other façade. Signage that faces residential areas shall be discouraged.~~
 - e. ~~Historic Building names and historic markers may be incorporated into the building design without counting against the maximum allowable copy area subject to a Master Sign Plan and approval by DSD. Historic character, architectural design, and materials of the sign will be essential to the allowance of any such additional signage.~~

Staff Note: Secondary building sign allowance is covered in another section. Delete as duplicate.

- ~~2. **Incidental Building Signs** may be permitted as part of a Master Sign Plan. Such signs shall be in the same architectural style, design, colors and theme as the other building signs and shall meet all the requirements for those types of signs as provided in the applicable Sign District. Incidental building signs that exceed the standards outlined herein may be authorized as part of master sign plan; however the copy are allocations shall come from the total copy area allocated for the building.~~

A. Hanging blade signs (aka arcade signs.) A sign that is suspended underneath an awning, canopy, overhang, or other structural element of a building that forms a covered passageway for pedestrians. Such signs are placed perpendicular to the face of the building and serve pedestrians and do not exceed four (4) square feet shall not be counted against the total copy area.

1. *Maximum number:* One (1) per primary tenant entrance under canopy or covered walk. Such signage is allowed only where multiple establishments share a common canopy ceiling over a sidewalk.



2. *Minimum clearance above sidewalk:* Hanging blade signs shall be placed so that there is a minimum clearance of nine (9) feet from the bottom of the sign to the sidewalk or other pedestrian walkway. Hanging signs shall be inset from the edge of the canopy or walkway and shall not extend beyond the outermost perimeter of the awning, canopy, or structural member to which it is attached.

3. *Other Design Standards:* Hanging blade signs or arcade signs are allowed only where multiple establishments share a common canopy or ceiling over a sidewalk. A consistent theme and/or color palette or sign style must be maintained throughout the site among individual signs placed under a common or shared canopy or awning.

B. Directory Signs that identify the businesses within a multi-tenant office building may be provided internal to the property and on building exteriors provided the signs do not exceed six (6) square feet in size. Such incidental wall signs do not count toward the allowable copy area. to direct pedestrians between buildings and/or to individual offices or entrances within a building.

- (1.) Directory Signs shall be located and designed to a pedestrian scale.
- (2.) Unless an alternate size is approved through a PD Master Sign Plan, Directory Signs signs placed on the exterior of the building shall not exceed six (6) square feet in size. Appropriately scaled, building address and building number shall not count toward the allowable copy area.
- (3.) One (1) freestanding or wall directory sign may be permitted for each primary building entrance to a building. Map directories may be permitted in common areas and strategic locations on site; however, excessive signage shall be prohibited.
- (4.) Commercial messages shall be prohibited on directory signs. Such signs may only the name of the business and address number or suite number for the businesses. Signs shall utilize consistent design theme and font.
- (5.) Interior Directory Signs that are not visible from the exterior of the building are exempt from these provisions.
- (6.) Directory Signs in excess of six (6) square feet may be presented as part of a Master Sign Plan with copy area allocated from the total copy area allocation for the building.

E. Incidental Directional Signs that do not exceed two (2) square feet of copy area may be used to direct pedestrians to and through buildings. Such signs shall not be counted against the total copy area.

- (1.) Directional signs may only include directional arrows, and directional text such as Enter, Exit, Loading, Drive Thru, etc.
- (2.) Copy area may include a simple logo, which is single color or monochromatic and does not exceed fifteen (15) percent of the copy area and is incidental to the sign purpose, but shall not include any sign text or commercial message.

~~F. Menu Board Signs on a property offering food for sale that is are securely attached on the exterior of a sit-down restaurant or quality the food service establishment may be permitted as part of a Master Sign Plan to identify menu items served in the restaurant. A decorative menu board sign may be permitted when installed near the primary entrance of the restaurant building and must be placed inside a transparent cover with decorative frame. Size and design shall be consistent with the size and design of the menu used in the restaurant; however, the entire sign shall not exceed two (2) square feet. Such pedestrian sealed signs shall not count toward total copy area, but shall meet the appearance standards for the building.~~

Staff Note: The various incidental signs noted above are all limited to two square feet in copy area. The code already provides for an exemption for such signs. Also, content neutrality requires that the nuance text be removed. Therefore, there is nothing to differentiate these signs. Delete.

~~G.C. Figurative Signs placed on buildings that represent the business or products sold may be permitted as part of a Master Sign Plan. The visible surface area of any figurative signs shall count toward total copy area.~~

~~H.D. Other Incidental Building Signs as may be deemed appropriate by the DSD may be approved as part of a Master Sign Plan.~~

~~I.E. Service Entrance Signs. For properties where secondary signage is not applicable or not provided, service entrance and/or rear access to a business that are not visible from the right-of-way shall be identified by address numerals and may include the business name, such that service entrance signs shall not be lighted and copy area shall not exceed four (4) square feet.~~

~~J.F. Incidental Gas Pump Signs and signage on vacuum stations or air pumps may be permitted as part of a Master Sign Plan. Such signs shall be in the same architectural style, design, colors and theme as the other authorized signs serving the property.~~

~~(1.) Unless taken from the total wall sign allocation, no signage shall be included on the base or face of the pump, as the pump shall be designed to include materials and colors consistent with those used on the building.~~

~~(2.) Pedestrian scale signage serving the user of the pump, may be architecturally integrated onto the upper portion of the face of the pump with cap and/or encasement in the same or complementary materials as the materials used to accent the base of the building. Signage may include commercial message, business logo or advertise goods and services sold on site or within the store, but in no case shall the copy area exceed one half (1/2) of a square foot per pump. Architecturally integrated digital message boards or LDC screens may be authorized in lieu of other signs on pumps.~~

~~(3.) Appropriately sealed digital pricing and payment interface on the face of the pump shall be exempt.~~

~~(4.) In no case shall any signage, logo or commercial message be sized so it is visible from adjacent right-of-way or adjacent properties.~~

(5.) Parasite Signs or any signs not specifically approved as part of the Master Sign Plan, which have been attached to or installed without a permit being issued and which is added to the pump, shall be prohibited.

Staff Note: The text above duplicated previous section. Delete.

3. ~~Excessive signage~~ shall not be permitted. Signs shall not conflict with the line of sight required for maneuvering through internal roads, drive aisles, parking facilities or with required landscape plantings. Signs shall not clutter a building façade, nor shall they conflict or detract from building architecture or building access. Sign size, height or location may be reduced or modified to accommodate necessary sight triangles, architecture, minimize conflict, facilitate enhanced design, or if determined to exceed the purpose of the sign.

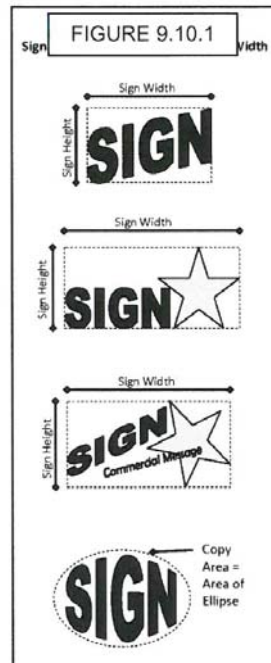
Staff Note: Duplicate text. Delete.

Section 9.10. General Requirements for Signs.

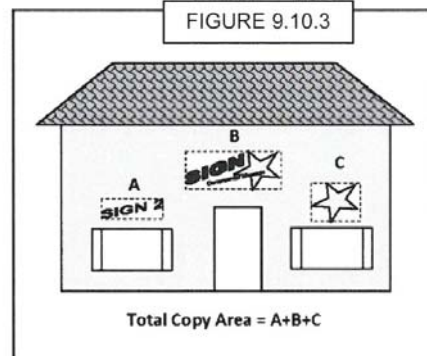
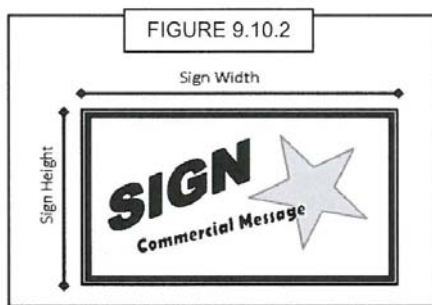
Copy area determination, location, setbacks, height and clearance.

9.10.1. Sign Copy Area. Sign standards and area determination. Sign area shall be defined as follows, including the graphic Illustrations.

- A. In the case of freestanding, awning or canopy signs, or wall signs where individual letters and graphics are placed on a wall, the entire copy area of the sign designated for the placement of a message is the sign copy area. The cumulative area of signage, as defined by drawing a rectangle, circle or ellipse around the total copy area, including logos and graphics (and including areas where corporate colors are utilized) shall determine the sign copy area. (See Figures 9.10.1 and 9.10.2)
- B. In the case of freestanding, awning or canopy signs, the supporting structure, base, encasement or bracing of a sign shall not be counted as a part of the sign copy area—these areas are not permitted to contain any signage.
- C. For wall, fascia and graphic signs whose message is fabricated together on a solid background, which borders or frames that message as the face of the sign, the sign area shall be the total area of the entire background. The cumulative area of signage, as defined by drawing a rectangle around the total sign face, including logos, borders and graphics shall determine the sign copy area. (See Figure 9.10.2)

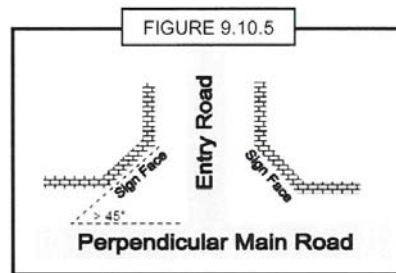
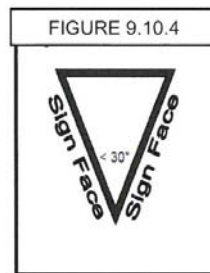


- D. For signs whose message is fabricated together on a common background, ~~including area where corporate colors border~~, accent or frame that message, the sign copy area shall be the total copy area, as defined by drawing a rectangle around the total sign face, inclusive of borders, and graphics as well as any area utilizing the corporate colors. (See Figure 9.10.2)
- E. When multiple, separate signs or message are utilized for one building, the cumulative copy area as defined above for each separate sign shall be added together to calculate the total copy area. For signs to be considered separate for the purpose of copy area calculation, they must be separated by a distance equal to the average length of the signs or must serve a separate business within a multi-tenant building. (See Figure 9.10.3)
- ~~F. The surface area of any figurative sign shall count against the total copy area allocated to a building.~~
- ~~G. Bases, poles and frames of signs shall not include commercial messages or corporate colors.~~



~~H.F.~~ Where a sign has two (2) display faces back to back, the copy area of only one (1) face shall be considered the sign copy area.

1. **Double-faced Free Standing Signs.** The copy area of only one (1) face shall be considered the sign copy area where double faced signs with opposing faces have an interior angle of thirty (30) degrees or less (See Figure 9.10.4).
2. **Double signs at Entrance Roads.** When ~~identification~~ signs are provided on both sides of an entry road, as part of an entry feature or subdivision wall and are placed at an angle greater than 45 degrees from the perpendicular main road, only one (1) face shall be considered the sign copy area. If the signage is at an angle less than 45 degrees, the sign copy area shall be split between the two (2) signs on either side of the entry road (see Figure 9.10.5)



~~H. Logos and graphics representing the products or theme of the business are permitted on signs pursuant to the provisions of this Chapter. Said graphics shall count towards the maximum permitted sign copy area pursuant to this Chapter.~~

~~I. Corporate colors, if any, including striping along a band of the building, awning or canopy shall be counted toward the maximum permitted sign copy area.~~

~~J. Non-commercial message may be substituted for commercial message on any authorized freestanding ground sign or wall sign, subject to compliance with all other applicable design and development standards.~~

~~E. Sign Copy Area for wall signs may be increased for taller buildings. Such additional signage shall be utilized for building or center branding and may be utilized for anchor tenants. The maximum allowable sign copy area may be increased from the maximum based upon average building height. The table below provides the percentage of increase that may be allowed based on the height of the building.~~

Building Height (in feet)	Percentage of Increase
0 to 45	None
+ 45 to 60	10
+ 60 to 75	15
+ 75 to 100	25

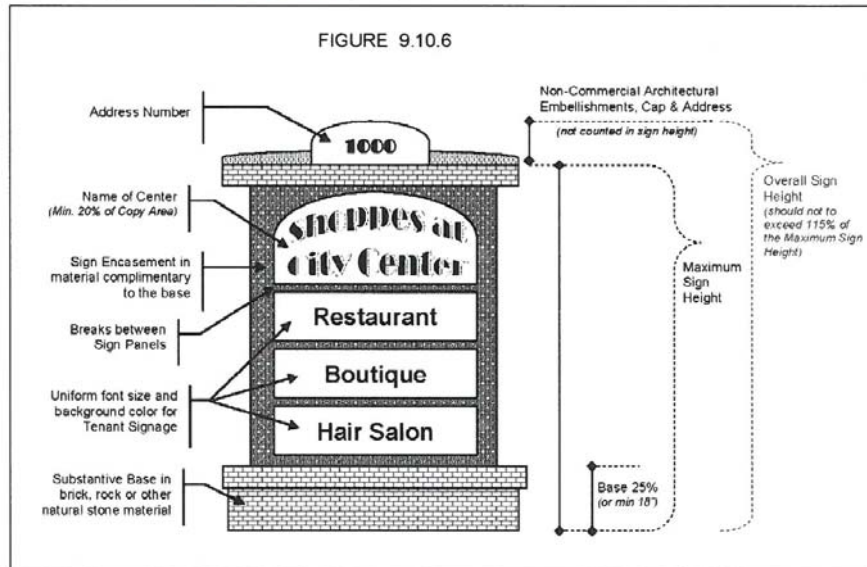
+100 to 150	30
More than 150	35

M. ~~Sign Copy Area for multi-tenant monument signs may be increased for large multi-tenant centers whose design and landscape exceed the minimum code requirements. The table below provides the percentage of increase based on the cumulative building square footage within the multi-tenant center.~~

0 to 75,000	None
75,001 to 125K	10
125,001 to 175K	15
More than 175K	20

Staff Note: Moved these standards to early section of code that regulates copy area.

~~NG.~~ The following illustration represents a very simplistic ~~summary of standards~~ example for freestanding primary identification signs (See Figure 9.10.6).



9.10.2. Sign Placement and Orientation. The placement and orientation of free standing signs shall be provided consistent with the standards for the sign district where the sign is located and as provided below.

- A. ~~A sign shall be set back from any property line or right of way line a minimum of five (5) feet or a distance equal to or greater than the sign height, whichever is greater.~~
- B. ~~Free standing signs shall be setback a minimum of five (5) feet from the property lines or a distance equal to the height of the sign, whichever is greater. The setback shall be measured from the nearest protrusion of the sign or sign face to the property line.~~
- C. ~~Free standing signs shall be setback at least twenty (20) feet or double the sign height, whichever is more restrictive, from any other existing or proposed sign (as shown on an approved master sign plan).~~
- D. ~~Secondary free standing identifications signs shall provide a minimum 100' separation from other onsite identification signs.~~
- E. ~~Signs shall be placed so as not to create a health or safety hazard due to visual obstruction or physical impediment.~~
- F. ~~Non Residential signs shall be placed at least twenty (20) feet away from any single family residential property.~~
- G. ~~Signs, including traffic signs and similar regulatory notices, except those of a duly constituted governing body, shall not project or be located within a right of way or upon any portion of City owned Property.~~
- H. ~~Signs shall not obstruct a clear view to and from traffic along any street right of way, alley, or property access way (entrance or exit). On any intersection of driveway or street on which a front and side yard is required, no sign, which obstructs sight lines at elevations above three (3) feet and above any portion of the crown of the adjacent roadway, shall be maintained within a triangle formed by measuring twenty five (25) feet along the front and side lot lines from the point of intersection of the arterial, collector and local streets. (See figure 9.10.7)~~

FIGURE 9.10.7

- I. ~~Where the rear portion of a sign is visible from adjacent property, the rear of such sign shall be screened to present an acceptable and attractive appearance. Screening may consist of landscaping or other approved material that will cover exposed structural cross members or equipment. Screen material shall be consistent with that used on the sign and/or the primary structure or a combination thereof. Landscaping that shall be installed and maintained in such a way as to be opaque within one year of installation.~~
- J. ~~No ground sign shall be erected in a manner that materially impedes visibility of moving vehicles or pedestrians on or off the premises. Signs shall be located to avoid impairing visibility of any official highway sign or marker. All ground signs shall meet Florida Department of Transportation (FDOT) sight distance requirements.~~
- K. ~~No sign in a nonresidential district shall be oriented toward any residential district, as determined by the Development Services Director.~~
- L. ~~Building signs shall be in scale and character with the building that they serve.~~

9.10.3. — Sign Height. The height and clearance for building and ground signs will be measured as follows:

- ~~A.~~ The height of a sign must be consistent with the use, type, and location as outlined in the sign district where the sign is located.
- ~~BA.~~ Wall signs shall be installed at height that provided a minimum of eight (8) foot of clearance to the sidewalk or surface below. (See Figure 9.10.11)
- ~~CB.~~ Projecting signs shall be installed at a height that provides a minimum of nine(9) foot of clearance to the sidewalk or surface below. (See Figure 9.10.11)
- ~~DC.~~ The clearance of a projecting or hanging sign shall be measured from the bottom of the sign area and associated encasement, if any, to the sidewalk or surface below.
- ~~DE.~~ The height of a wall sign shall be measured from the grade level of the base of the building below the sign to the top of the sign. The top of the sign shall be no higher than the lowest roof eave line, except where approved Master Sign Plan identifies specific areas of the fascia designed for sign placement.
- ~~FE.~~ The maximum height of a freestanding ground sign shall be measured as indicated by the definition of "sign height" in the Land Development Code.

Staff Note: Duplicate text. Delete.

~~G.~~ ~~Decorative Caps, ironwork, architectural elements complementary to building design, decorative street address number, or other non-commercial embellishments that contain no logos, sign copy area, or commercial message may be added to a ground sign and may extend up to fifteen (15) percent above the maximum sign height, but must be appropriately scaled to the size of the sign. The height of embellishments, which are purely ornamental, is subject to design review and approval by the DSD.~~

~~HE.~~ The maximum allowable sign height for freestanding ground signs for multi-tenant centers or employment centers may be increased based upon building size pursuant to the following formula:

Building Floor Area (sq. ft.)	Percentage of Increase
0 to 75,000	None
75,001 to 125K	10
125,001 to 175K	15
More than 175K	20

Staff Note: Moved to earlier section in code with other standards regarding ground sign height.

~~IG.~~ The overall height of a freestanding primary identification sign is measured from the lowest point of the ground directly below the sign to the top of the sign, less any approved embellishments or address numbers.

Note: Where a free standing sign is mounted along a roadway that has a significantly higher grade level as compared to the grade level directly below the free standing sign, then the

DSD may authorize the height to be measured from the roadway grade level to the top of the freestanding sign or sign structure. (See Figure 9.10.12)

FIGURE 9.10.12

9.10.42. Sign Lighting & Illumination. Permitted methods of sign lighting and illumination may be divided into several types as described below. Lighting must be consistent with the standards for the sign district where the sign is located. In any case, illumination shall be consistent with general lighting requirements of the Land Development Code such that excessive lighting shall not spill over onto adjacent properties or into the right-of-way. Electrical permits are required for any signage that includes illumination of any kind.

Maximum permitted illumination is measured in foot candles at the interior buffer yard line at ground level.



Halo/Backlit sign Backlit Channel Letters Backlit Sign External Light Source

- A. No Sign Lighting. The sign has neither an internal light nor an external light source which is intended to specifically light that sign. Rather, the sign depends on the general lighting of the copy area parking lot, street, or pedestrian copy area lighting for illumination.
- B. Internal Illuminated Message. An internal illuminated message type sign is made of metal, wood or other material that is not translucent, and the message is cut out of the material and replaced with translucent material. Logos, Business, Name, and commercial message may be all one piece or separate individual letters or pieces. The sign's light source is located within the sign and illuminates the message. This would include illuminated channel lettering.
- C. Internally Illuminated Sign. An internal illuminated sign is the face of the sign is made of translucent material with an internal light source located within the sign cabinet. The entire backlit area is illuminated and shall count toward the maximum permitted copy area.
- D. Back-lighted Sign. A backlit sign is when the sign is raised beyond the signs background and the lighting illuminates the sign from behind in the form of backlighting or reverse channel lighting. This may also include Halo Sign Lighting.
- E. External Light Source. A spotlight or an external light source can only be used when part of an approved Master Sign Plan provided that the sign is not lighted in any other way and the light source fully shielded so that the bulb or source of illumination is not visible. For ground signs, the electric box, mounts and fixtures shall be screened within the landscape at base of the sign. For wall signs, only the decorative fixture may be visible. All other spotlights are prohibited.
- F. Neon Sign. Except as specifically provided to allow for an Open/Closed sign, neon Neon signs or any message conveyed through the use of neon tubing, LED tube lights or any other

tube lighting, that is visible on the exterior of a building, sign, or property, including use of neon banding on buildings or signs, is prohibited.

G. Other General Lighting and Illumination Standards.

~~H.A.~~ Backlit or internally illuminated awnings or canopies are prohibited.

~~I.B.~~ Post & Panel signs, ~~Pillar Signs~~, and Hanging Panel Pole Signs may only be lighted by an external, shielded light source. For ground-mounted external lighting, the light fixture shall be screened with landscape material.

~~J.C.~~ Any lights on an illuminated sign shall be installed or directed in a manner that avoids undue glare, avoids direct illumination or reflection onto abutting properties, and does not adversely affect the vision of operators of motor vehicles on roads, highways or parking areas.

~~K.D.~~ Any exposed incandescent bulb or lamp may not exceed sixty (60) watts or eight hundred (800) lumens, whichever is greater.

~~L.E.~~ The bulb or light source may not be visible and must include a screen or comparable diffusion around the bulb or lamp so that the light source is not visible. (See Figure 9.10.14)

~~M.F.~~ A sign or sign illumination shall not cause any direct glare into or upon any building or property, other than the building or property it serves. Sign illumination shall not emit greater than 0.5 footcandles at the property line that the sign serves.

~~N.G.~~ Signs located within forty (40) feet of any single-family residential structure shall not include any sign illumination.

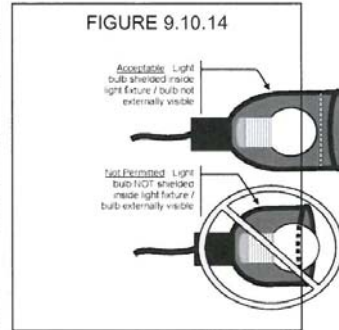
~~O.H.~~ Neon illumination, tube lighting, flashing, or moving pattern lights shall be prohibited on signs. LED or other tubing may be utilized internal to a sign to provide backlighting or halo lighting, but tube lighting of any kind shall not be externally visible.

~~9. With the exception of one (1) lighted open/closed sign inside a front window, signs on or visible through window and door shall not include any illumination.~~

P. Sign Illumination for Ground Signs.

The following sign illumination standards shall apply to illumination of primary identification signs in each Sign District as provided below. ~~Neon tube lighting, light-emitting diode (LED) tube lighting, or any other form of tube lighting is prohibited. Primary identification signs are not required to include any lighting.~~

~~1. Signs in the TNSD may only be lighted by a decorative, shielded, external light source or burial vault type fixture. Internally illuminated signs do not reflect the historic character of the Traditional Sign District and shall not be permitted. Lighting shall also meet the other requirements in this Section.~~



~~2. *Signs in GCSD & SESD* may be lighted by a variety of illumination types as provided herein. Signs in non-residential areas may utilize internal illumination (including internally illuminated sign or internally illuminated message or internally illuminated channel letters), back lighting (including halo lighting and reverse channel letters), or may be lighted by a decorative, shielded, external light source. Signs in residential areas may only be lighted by a shielded, external light source or extremely low intensity back lighting, which internal light source meets the lamp wattage standards for exposed bulbs. Lighting shall also meet the other requirements in this Section.~~

3. Illumination Standards for Ground Signs applicable to all Sign Districts

- ~~a. Post & Panel signs, Pillar Signs, and Hanging Panel Blade Signs may only be lighted by shielded, external light source.~~
- ~~b. Ground level light fixtures shall be of the burial vault type or shall be decorative shielded light fixtures. For any type of ground mounted external lighting, the light fixture / sign luminaire shall be fully screened with landscape material.~~
- ~~c. Any lights on an illuminated sign shall be installed or directed in a manner that avoids undue glare or glow, avoids direct illumination or reflection onto abutting properties, and does not adversely affect the vision of operators of motor vehicles on roads, highways or vehicle use areas.~~
- ~~d. Any exposed incandescent bulb or lamp may not exceed sixty (60) watts or eight hundred (800) lumens, whichever is greater and must include a screen or comparable diffusion around the bulb or lamp so that the light source is not visible.~~
- ~~e. Unless part of a planned mixed use development or when opaque buffers are provided, signs located within forty (40) feet of any single family residential structure shall not include any sign illumination.~~
- ~~f. Neon illumination, tube lighting, flashing, or moving pattern lights shall be prohibited.~~
- ~~g. In no case shall any illumination exceed one half (.5) footcandles at the property line.~~
- ~~h. Secondary and incidental signs should not include illumination or at the discretion of the Development Services Director may have similar, but less intense, lighting as their associated primary identification sign.~~

Staff Note: Duplicate text. Delete.

Section 9.11. Specialty Signs.

~~9.11.1. Window and Door Signs. Window and door signs shall consist of only of lettering and must be affixed directly to the window or door surface, without a background. Window signs shall maintain full transparency through the window except where the text is placed.~~

- ~~A. The total area of all window and door signs on any side of a building shall not cover more than fifteen (15) percent of the individual window or door area. (See Figure 9.11.1)~~
 - ~~1. Copy are shall include decal letters only such that no backing or opaque coverage shall be permitted behind window text.~~

- ~~2. The fifteen (15) percent maximum copy area shall apply to any permanent or temporary sign, including any decal, text or graphics, or poster that is legible from the outside, including plazas, public streets, and parking lots, and that is placed on the outside or inside face of a window or mounted within two feet of the inside face of the window.~~

The associated copy area shall not count against any allocated building signage.

- B. Window and door signs shall not include any illumination.
- C. Window signs shall only be allowed on windows on the face of the building with the primary entrance or the face that the building is addressed. Windows on secondary or rear facades shall not include window signage. Door signs may be provided on any door associated with the business and may also direct the customer to the primary entrance.
- ~~D. Sunscreens containing a graphic shall not be considered signs so long as it does not include logos or products that are sold or serviced at the location and must not be opaque.~~
- ~~E. Window scrims, opaque decals and posters are prohibited. Opaque window displays or posters that that block the view through the window shall be prohibited.~~

Staff Note: Staff does not object to the public request for revision to the window and door signs.

9.11.2. Vehicle Signs. A vehicle sign in excess of one and a half (1.5) square feet, ~~including any sign or commercial message~~ attached to, painted on or wrapped on a currently licensed, legally-operating vehicle that is used daily in the normal course of operation of an business establishment for transportation may be authorized as provided below.



- ~~A. Copy area calculation shall include areas of the vehicle covered any commercial message, business name or logo, including areas of the vehicle covered in corporate colors or striping that is representative of the business or corporate entity that the vehicle serves.~~
- ~~B~~A. If a vehicle sign on a passenger vehicle exceeds one and a half (1.5) square feet, the vehicle shall be permitted in non-residential areas without obtaining Sign Review Permit, but shall only be parked in the rear of the commercial building, inside the confines of the building; or if no rear parking exists, may be parked at the closest point near the front entrance of the business they serve in a parking space specifically designated and reserved for vehicle loading/unloading or other reserved designation approved by the DSD on the approved site plan for the property.
- ~~C~~B. Trailers, vans and box trucks or commercial vehicles of any type that include any ~~signage or any commercial message~~, when not actively in use for daily business, shall only be parked to the rear of their associated non-residential building and screened consistent with a site plan service area screening. Any large commercial vehicle, trailers, vans and box trucks or any other commercial vehicle shall not be parked or stopped for more than fifteen (15) minutes in the front of the business establishment that they serve.
- ~~D~~C. Vehicle Signs or vehicles with signs shall be not be routinely parked proximate to the right-of way or in a location where it serves as or constitutes additional signage. Signs on vehicles that are regularly parked in front of or near an establishment and not used daily for

transportation and the course of daily business, as well as signs on vehicles that are parked adjacent to the right-of-way, shall be prohibited. However, a property owner may, through the conditional use process, request authorization for a vehicle sign or wrapped vehicle to be used in lieu of other freestanding primary ~~identification~~ signage. Signage that exceeds the code shall be required to be immediately removed, parked in the rear of the business, or appropriately screen as provided herein.

~~ED.~~ For purposes of this Chapter, transportation shall mean the act of or business of carrying something or someone from one place to another as part of the daily business.

~~FE.~~ Any vehicle with any commercial message or business name must be operable, legal to drive, and maintain current tags and insurance. Commercial messages, paint or other opaque film or material shall not cover vehicle windows, wheels or lights.

~~GF.~~ There shall be no more than one (1) vehicle sign per business establishment in the front of the business as provided herein. In multi-tenant centers, the vehicle sign to parking space ratio shall not exceed one (1) vehicle sign to every twenty (20) spaces regardless of number of businesses in the center. Any vehicle signs in excess of this requirement shall only be parked in the rear of the buildings. Designated vehicle loading/unloading zones shall not be permitted if their designation causes the parking for the business, facility, site or center to be reduced beyond the code minimum parking.

~~HG.~~ Vehicles and Vehicle Signs exempt from these provisions.

1. Vehicles with sign copy area that is less than one and one-half square (1.5) feet on the sides, rear or top of a passenger vehicle shall be exempt from these provisions.
2. Any vehicle sign parked on private property when parked within the confines of a building or in some manner which provides for effective screening so as not to allow the sign or signs on the vehicle to be viewed from any public street.
3. Buses, taxicabs and similar common carrier vehicles which are licensed or certificated by the City of Orange City, Volusia County and/or the Florida Public Services Commission.

~~IH.~~ Vehicle Signs in lieu of a Freestanding Primary Identification Sign.

~~A vehicle sign may be authorized to park along the front of a property in a designated parking space in lieu of a Free Standing Primary Identification Sign when approved through the Conditional Use Process.~~

~~Such vehicle signage shall have copy area and height comparable to what would otherwise be allocated to the property for the primary identification signage.~~

~~The Conditional Use Conceptual Plan shall clearly illustrate the designated location for daily parking of the vehicle sign.~~

~~Such signage shall not encroach into sight triangles, required landscape buffers, tree canopy, vehicle use areas or required parking spaces.~~

~~The vehicle shall be maintained in operable condition consistent with the requirements provided herein for vehicles with vehicle signs. And the property shall be maintained in compliance with the Land Development Code.~~

February 16, 2016. Draft V1.

~~No other permanent freestanding primary identification signs shall be permitted while the Conditional Use is active.~~

~~Additional conditions of approval may be recommended by staff or the planning commission to ensure the sign is consistent with the Comprehensive Plan, Compliant with the LDC, and compatible with surrounding uses.~~

~~Failure to maintain the vehicle or the property consistent with the approved conditions use will be ground for termination of the conditional use.~~

~~A Temporary Sign Permit Sticker shall be maintained on the vehicle at all times.~~

~~The Conditional Use shall expire as provided in the LDC, or if the Conditional Use is not renewed prior to expiration, or if the sign permit is not annually renewed, or if the sign is abandoned, the owner changes, or the business establishment changes or ceases operates on the subject property where the Conditional Use was approved.~~

~~The Conditional Use shall be maintained and renewed requiring compliance with the Conditional Use and with the following:~~

~~Extension. At least thirty (30) days prior to the expiration of the conditional use, the applicant must submit a written request for the extension of the conditional use for another two (2) year period, as provided herein~~

~~Annual Inspection. An annual inspection by Development Services Staff must be conducted prior to issuance of new Temporary Sign Permit Sticker. This must be done on an annual basis as long as the vehicle sign is in use.~~

~~Payment of fees and maintenance of Annual Sign Renewal Tag as required for other primary identification signs in this Chapter.~~

~~This is a pilot project; therefore, the conditional uses requests will only be issued for a period not to exceed two (2) years.~~

~~Unless the pilot project is extended or the conditional use is extended as provided herein, the conditional use shall expire after the two year period.~~

~~If the project and the individual conditional use is well accepted by the community and does not pose undue burden on City Staff, the Development Services Director, with authorization from the City Manager, may issue written renewal to a previously authorized conditional use for an additional two (2) year period, and for additional two year periods until the project is terminated.~~

~~This pilot project may be terminated at any time by the City Manager. Upon termination existing approved conditional uses requests may continue only until their next two year expiration or anniversary date.~~

~~Failure to comply with any requirements of the code or the Conditional Use shall be grounds for immediate revocation of the Conditional Use at which time the vehicle sign shall only be allowed as provided herein for other vehicle signs.~~

Staff Note: This section allows vehicles used in lieu of wall sign by conditional use process. Conditional uses and the process are regulated by Chapter 3. Delete.

February 16, 2016. Draft V1.

9.11.3. ~~Murals.~~ A mural or work of visual art that meets the definition of “sign” in this Section *Original Art Displays* may be authorized via Conditional Use Approval, which shall demonstrate compliance with the following standards.

~~A. Art or murals shall meet the following criteria:~~

- ~~1. Is located on the wall of a building in any commercial or mixed-use zoning district; and~~
- ~~2. Includes no text legible from a public roadway; and~~
- ~~3. Includes no logo or trademarked symbol, except for historic representations of logos of business, products, landmarks or other images representing local history or culture; and~~
- ~~4. Includes no specific commercial product, although it may include such generic products as automobiles, furniture, soft drinks or other items where the brand is not apparent; and~~
- ~~5. Includes no picture, symbol or device of any kind that relates to a commercial business, product or service offered on the premises where the art is located.~~

~~B. Murals are a conditional use within any non-residential or mixed-use zoning district, and may be permitted as part of a master Sign Plan in a PUD Zoning District. Murals are intended to complement non-residential uses and shall be discouraged in predominantly residential areas.~~

~~¶1. A Conditional Use Permit shall be obtained prior to commencement of any mural original art display. Such conditional use shall meet the requirements of the LDC, shall include a full-color illustration of the proposed mural-Original Art Display, including dimensions and design detail that demonstrate the following:~~

~~¶2. Lighting shall be discouraged, unless design ensures no glare or illumination shall be visible at the property lines or cause nuisance, glare or glow onto adjacent properties.~~

~~¶3. Commercial message and changeable copy shall not be permitted.~~

~~¶4. Murals shall reflect the character of the City or the area where they are located. Murals are encouraged to illustrate the rich historic and/or cultural heritage of Orange City.~~

~~¶5. Colors and materials shall be defined as part of the conditional use and shall complement the existing structures and shall not be gaudy or unnatural.~~

~~¶6. Murals Original Art Displays shall respect or contribute to the architecture of the buildings where they are located and shall not degrade or overwhelm the structure.~~

~~¶7. Any approved mural Original Art Display shall be maintained in good condition or shall be removed upon receiving written notice from the City. Upon removal, the building façade shall be restored to match the existing building.~~

9.11.4. Light Pole Banners on Private Property

Light pole banners defined herein as a sign of any kind applied to fabric or other flexible, durable material and attached to a light pole which is located on Private Property. For purposes of this code light pole banners shall not be considered banners. The general requirements for Light Pole Banner Permits on private property are provided below.



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- A. Light Pole Banners are permitted in non-residential, mixed use and multi-family properties, and residential PUDs ~~and require review and approval of a Master Sign Plan.~~
 - 1. One (1) permit may cover multiple banners on a property, ~~subject to review and approval of a Master Sign Plan.~~
 - 2. The Light Pole Banner Permit shall be renewed annually. Violations of the code, the permit authorization, or failure to maintain the banners in attractive condition shall be grounds for non-renewal.
 - 3. Banners on light poles under this Chapter will be allowed only with notarized consent of the owner(s) of the underlying real property and the light pole(s).
 - 4. Excessive signage shall not be permitted
- B. A maximum of 2 banners may be attached to each pole, ~~in locations as approved on a Master Sign Plan.~~
- C. Individual banners shall not exceed six (6) square feet in size; however they may be 2-sided.
 - 1. All light pole banners shall be consistent throughout the site, including size, height, cohesive theme and colors.
 - 2. Changeable copy shall not be permitted, however the master sign plan may authorize multiple banners, and may authorize banners to be changed out on intervals throughout the year.
 - 3. The use of light pole banners shall not count against building or primary **identification** signage allocations.
 - 4. ~~Individual advertising and commercial messages are prohibited.~~
 - 54. Banners shall not encroach into existing tree canopies on the property. Trees shall not be unnecessarily trimmed in an effort to accommodate light pole banners.
 - 65. Banners shall not include any flags, tails, pennants, strings or other attachments that would flap or increase the copy area. ~~However, for civic and community events, one (1) decorative flap, which does not exceed six (6) inches in height and the width of the banner, may be attached to the bottom of banner to identify event dates or other pertinent event information as may be approved by the DSD.~~
- D. Banners shall be attached securely to the light poles on all four corners to ensure they do not move or flap. Banners shall maintain a minimum nine (9) feet clearance over pedestrian and landscape areas. Additional clearance shall be required if light poles banners are proposed in vehicle use areas.
- E. Light pole banners in this Chapter are allowed only on decorative light poles that are compliant with the Land Development Code. Such light poles shall be:
 - 1. Approved on or consistent with a City-approved site plan for the project for the purpose of site lighting
 - 2. Light poles may be located in a parking lot, along a private street or on private property along a public or private plaza or courtyard.

3. Light pole banners on private property shall only be permitted on decorative light poles that are compliant with the Land Development Code. All light poles on the property shall be compliant before a light pole banner permit will be issued for any portion of the property.
4. With the exception of the lighting provided by the light pole itself, separate illumination shall not be permitted.
5. A maximum of two (2) light pole banners shall be permitted at the entrances to a non-residential property or a residential community. All other light pole banners shall be distributed throughout the residential community or private property in areas that are not visible from outside the development or the community, or which have very limited visibility.

~~F. City government banners in public right-of-way are exempt from permitting and allowed in all zoning districts; however they shall meet the requirements of this code.~~

9.11.5. ~~Flags. No more than three (3) flags flagpoles may be displayed permitted on any one parcel, provided they the flags are properly displayed in accordance with applicable State and local laws. Flags with commercial messages or plain single color flags used to draw attention to a commercial operation or business shall count against the total copy area allocated to the business or property. Flags may be displayed as provided herein.~~



A. Size and number of flags and flagpoles.

Maximum number of ~~flags-flagpoles~~: Three (3) ~~flags flagpoles~~ per parcel.

Maximum height of freestanding poles: Twenty (20) feet.

Maximum flags per pole: Two (2).

Maximum flag size: A single flag shall not exceed twenty four (24) square feet.; however, the length of the flag should not exceed one fourth of the height of the pole.

Maximum cumulative flag copy area: The cumulative flag copy area when multiple flags are utilized shall not exceed seventy two (72) square feet.

~~B. Building permits are required for installation of a flag pole on both residential and non-residential properties, if the pole exceed six (6) feet in height. Flag poles will be required to meet all building code requirements.~~

~~C-B.~~ Freestanding flagpoles shall not exceed twenty (20) feet in height. When a flagpole is attached to a building, flagpoles shall not exceed six (6) in length nor shall they extend above

the roofline of the building or impede or block window openings, pedestrian access ways or vehicle access ways.

~~D.C.~~ Free-standing flagpoles shall be located as shown on an approved site plan. Flagpoles shall not be located within ten (10) feet of the principal entrance to the main building. Flagpoles must be setback from the right-of-way, vehicle travel ways and property lines a distance equal to the height of the pole.

~~E.D.~~ Flags size shall be appropriately scaled to the height of the flagpole.

~~F.E.~~ Flags shall not be tattered, faded or in disrepair.

~~G.F.~~ Based on site conditions and site orientation the DSD may allow a non-residential free-standing flagpole height up to twenty-four (24) feet.

9.11.6. Umbrella Signs. A sign painted on or affixed to the surface of a temporary umbrella in approved outdoor seating areas, parks or other community facilities or public spaces.

A. ~~Commercial Message or logos~~ Sign copy area shall not cover more than ten (10) percent of the umbrella or a maximum of 2 sq. ft. of copy area on any individual umbrella, whichever is most restrictive. Signage shall not count against copy area allocated to the building or primary identification signage.



~~B.~~ A Sign Review permit is not required.

~~C.B.~~ Changeable copy is not permitted. ~~Commercial messages maybe related to the dining facility or products served there as well as noncommercial messages; however off site advertising shall be prohibited.~~

9.11.7. Traffic Control Signs. A sign used for traffic control and conforming to national, state, or county standards for the design and installation of such signs.

A. Traffic control signs are allowed only in areas required by the Manual of Uniform Traffic Control Devices (MUTCD) ~~MUTCD~~ and/or shown on an approved site plan.

B. Traffic control signs (including lighting) must conform with the ~~Manual of Uniform Traffic Control Devices (MUTCD)~~ (MUTCD). Unless expressly waived in writing by the Development Services Director as part of the site plan review process, no other sizes are allowed and no separate lighting is allowed except as specified by those standard design sources.

Section 9.12. Temporary Signs.

Temporary signs which are intended to be in place for a temporary period of time may be permitted as provided herein and shall comply with the following regulations. Temporary signs shall be promptly removed upon the expiration of their temporary use or as provided herein. Unless expressly exempted from the Sign Permit Review requirements of this chapter, all temporary signs require Sign Review Permit.

9.12.1. Applicability to Zoning Districts.

For the sole purpose of implementing Temporary Signs, residential districts ~~are as follows: the R-1, R-2, MH-1 Zoning Districts and any lot or parcel with Volusia County Zoning or within a Planned Development (PD) zoning district,~~ which is designated for single family, townhouse,

duplex, or mobile home use. Except as may be the discretion of the Development Services Director, all other districts shall be considered multi-family or non-residential. For properties in a multi-family or non-residential zoning district that are being used for residential purposes, the residential standards shall apply.

9.12.2. General Standards for Temporary Signs.

The following standards shall apply to any proposed Temporary Sign.

- A. Temporary Signs may only be erected on private property with the consent of the property owner. Signs may not be erected on any public property, including road rights-of-way and any utility poles.
- B. ~~In addition to the types of signs outlined in this section,~~ Temporary Signs may include Monument Signs, Post and Panel Signs or Hanging Panel Blade Signs, ~~and shall include decorative caps and decorative bases.~~ These signs should have a solid frame and be made of durable all-weather material with a minimum 4" X 4" posts with decorative caps. Heavy plastic, aluminum, steel or other metal material sign frames and sign panels are acceptable. Sign posts and caps shall be painted or stained in the same complementary color as the sign background providing a cohesive theme for the entire sign.
- C. Temporary Signs may also be wall signs or signs inside windows. ~~Mobile signs or flashing arrow signs shall not be permitted.~~
- D. Temporary Signs shall be setback a distance equal to the height of the sign from front property line or the public right-of-way or five (5) feet, whichever is more restrictive, and twenty (20) feet from side property lines that abut adjacent properties. Signs shall not obstruct the line of sight of vehicles or pedestrians entering or leaving the property or the right-of-way.
- E. ~~Except as identified for specific types of temporary signs,~~ The maximum sign height shall be three (3) feet in any residential districts and six (6) feet in all multi-family and non-residential districts. Height up to five (5) feet may be authorized for hanging panel blade signs in residential districts.
- F. Temporary Signs may be double sided.
- G. Temporary signs shall not include any lighting, unless lighting is specifically approved as part of a special event or seasonal sale.
- H. Temporary signs shall not advertise off-site businesses or products.
- I. Signs shall be installed properly to withstand windloads as outlined in the Florida Building Code or as may be recommended by the Building Official. Sign location and scale shall be appropriate for the site.
- J. Temporary Signs shall not obstruct or encroach into parking spaces, pedestrian or vehicle use areas, or other required infrastructure, nor shall they unnecessarily obstruct or interfere with required landscape buffers or tree canopy.
- K. Only such temporary signs as are prescribed herein below, which conform to the provisions of this chapter, shall be permitted to be erected or maintained upon any building lot, plot, or parcel of land. No temporary wall or window sign shall be located higher than the lowest eaves of the building.

- ~~K.~~ Sign types may be Monument, Post & Panel or Hanging Panel Blade Sign. Signs should have solid frame and made of durable all-weather material. Wooden signs shall have a minimum 4"x4" posts with decorative caps. Heavy plastic, aluminum, steel or other metal signs frames and sign panels, or other similar all-weather durable material, are acceptable.
- ~~L.~~ Signs greater than three (3) sq.ft. shall not utilize corrugated vinyl, foam core, coroplast or other non-durable plastic or vinyl material. Cardboard signs shall be prohibited for outdoor use.²
- ~~M.~~ Multi-family apartment buildings, apartment complexes, multi-unit residential properties, commercial entities, banks and real estate sales/brokerage companies, regardless of sign size, shall not ~~utilized~~ utilize corrugated vinyl, foam core, coroplast or other non-durable plastic or vinyl material; such semi-durable materials may only be utilized by a private residential property owner ~~with only one (1) property or residence for sale or rent.~~
- ~~3.~~ Sign posts and caps shall be painted or stained in the same or complementary color as the sign background ~~providing a cohesive theme for the entire sign.~~
- ~~N.~~ An unused or vacant panel on an existing code-compliant ground sign or wall sign that accommodates changeable panels may be utilized as a temporary sign upon receiving permit approval to change out the sign panel. This option shall be utilized in lieu of adding new temporary signage, if such sign space is available.
- ~~MO.~~ Any sign that is not expressly exempted as provided in this Chapter, shall require a Sign Review Permit and meet the following standards:

9.12.3. Temporary Signs – short term.

Short term temporary signs may be posted on a property for a specific purpose as defined herein and only for that very limited period of time that is outlined in this section. Typically these signs are up temporarily during the day and removed each evening, or are posted for a period that does not exceed fourteen (14) days. Each sign may only be posted for the specific timeframes established herein as provided for each type of short term temporary sign.

A. Temporary Banners

Temporary banners may be permitted by a building permit ~~to advertise on properties with~~ a grand opening, special event or other promotional event, provided said banners are attached to the building, kneewall or other structural aperture or column associated with the building and meet the following conditions:

1. All banners shall maintain their banner permit sticker in the lower right-hand corner of the banner for the duration of its authorized display period.
2. Size, duration and frequency of display of a banner.
 - a. The maximum size of a banner shall be one (1) square foot per linear foot of building frontage, not exceed ~~twenty-four (2024)~~ twenty-four (2024) square feet in sign area; ~~however a grand opening banner may be up to twenty-four (24) square feet in sign area.~~
 - b. A banner may be displayed up to six (6) times per calendar year per business establishment. Each display period must be separated by a minimum period of 30 days.

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- c. ~~Promotional~~ Banners shall not be permitted to be displayed for a period greater than fourteen (14) consecutive days, but may be allowed up to forty-five (45) days for
 - d. ~~Grand opening banners associated with a new business, where there is a including~~ new business tax receipt and utilities ~~may be posted for up to forty-five (45) days.~~ Multiple business tax receipts or multiple parcels of land in the same name(s) or same location, or change of business name, ownership or board membership shall not count as a new business. This shall count as the first of the authorized banners for the year.
 - e. Banners shall only advertise goods, services or events for the property where they are located. Banners shall not advertise off site businesses or services.
3. Multi-tenant locations may have no more than twenty-five (25) percent of occupants with a banner permit at the same time and subject to notarized authorization from the building owner or authorized Property Management Company.
 - a. A banner shall not be located closer than one hundred (100) feet from another such banner sign on the same premise or site.
 - b. Banners are not permitted in common areas in multi-tenant centers; banners may only be attached to the building façade where the business is located, or associated roof overhang.
 4. Banner Placement.
 - a. Banners may only be attached to buildings, kneewalls or other approved infrastructure, which is integrally attached to the primary structure. ~~Promotional~~ ~~Banners~~ may not be attached to free standing poles, PVC pipes, wood frames or other temporary structures.
 - b. Banners may not be placed on trees, vehicles, hydrants, utility poles, traffic control devices or other permanent signage.
 - c. Banners may not be placed so that they block doorways, window openings or fire escapes.
 - d. Banners shall be placed on blank wall space and shall not cover or block architectural details of the building. Banner size may be reduced if appropriate placement cannot be achieved.
 - e. Banners must have a horizontal alignment on the building and shall not impede a pedestrian walkway. Banners may not be erected upon or over public property and must maintain a minimum eight (8) foot pedestrian clearance over private pedestrian walkways.
 - f. No banner shall extend above the second floor level of a building or above the lowest roof eave or roof parapet, unless second floor businesses offer primary access from an exterior second floor walkway.
 - g. Banners shall be securely fastened to display structure so that they do not buckle or flap.
 - h. All supports, bracing and ties shall be removed at the end of the permit period. However permanent eyelet/ hooks that are generally flush with the building and do

not exceed two (2) inches and that are painted to match the façade of the building may be maintained on the face of the building between banner permits.

- i. If a temporary banner or support structure is not removed by the end of the last day specified on the sign permit, the business shall forfeit its right to one (1) temporary banner permit under this section during the calendar year, or the next year as may be applicable.



5. One (1) three (3) square foot yard sign with maximum three (3) feet height may be authorized in lieu of a banner.
 - a. An authorized yard sign shall maintain its banner permit sticker in the lower right-hand corner of the sign for the duration of its authorized display period.
 - b. An authorized yard sign shall be located within fifteen (15) feet of the primary ~~identification~~ sign.
 - c. Authorized yard signs must be setback the same distance as the primary ~~identification~~ sign.

B. Temporary Signage on Property Open to Public for Special Event and Seasonal Sale Signage.

~~A special event may include a civic or community event that draws a large number of attendees to a business or civic association for more than their daily activities.—~~Temporary signs, temporary banners, light pole banners, flags, ~~including directional signage and limited off-site signage,~~ as well as the extension of the duration of display, may be authorized as on property open to the public as part of an approved civic or community special event or seasonal sales, for a civic association or business that has a separate business tax receipt than the primary business where the event is located, or whose primary business in Orange City is only related only to Seasonal Sales. A promotional sale or seasonal sale for products or services provided by an existing business shall not be considered a special event or a seasonal sale that warrants any additional signage or additional banners.

1. Temporary signs may be authorized ~~as part of on property which is open to the public under~~ a special event or seasonal sales permit consistent with the size and location standards provided for temporary ~~real-estate signs on property offered for sale.~~
2. Temporary banners may be authorized, in lieu of temporary signs, but may only be attached to the primary structure, temporary structures or tents as part of a special event or seasonal sales permit consistent with the short term temporary banner standards herein. Unless specifically authorized a part of the special event permit, banners may not be attached to fencing or barriers around the display or event area.
3. Incidental signage ~~to provide directional information, way finding, warning, rules or parking information that is necessary for the physical use or special event~~ may be authorized for property as part of a special event or seasonal sales permit.
 - a. All proposed signage, including size, type, location and duration, must be requested as part of the permit and illustrated on the site plan. Excessive signage shall not be permitted.
 - b. Generally acceptable size and height standards for incidental signage:

Maximum size (wall) – one and one-half (1.5) sq.ft.

Maximum size (freestanding) – three (3) sq.ft.

Maximum height (freestanding) – four (4) feet.

~~e. Commercial messages and logos may not exceed fifty (50) percent of any such incidental signage.~~

~~d. Limited temporary off-site signage providing event and directional information may be authorized as part of a community or civic special event.~~

~~eg. Event vendors may not utilize snipe signs or yard signs, unless specifically authorized as part of the special event permit~~

4. Signage may only be displayed as provided for in the special event or seasonal sales permit. All signage shall be promptly removed at the end of an authorized seasonal sale or special event or daily as may be necessary for direction and incidental signage.

5. Special event or seasonal sale items shall only be displayed within the limits of the approved seasonal sale. Display items may not be placed along the property frontage or outside the display area.

6. A temporary banner on public property, temporary light poles in public right of way, or a special event banner that spans the public right of way may only be authorized as part of a community or civic special event that is sponsored by the City, when authorized as part of the City's special event permit, and including issuance of Resolution by the City Council. Size, location and duration to be determined as part of the special event permit process.

C. **Sidewalk Signs/Sandwich Board Signs.**

A temporary, decorative self-supporting portable sign made of durable material and located on the sidewalk in front of a use for which such a sign is allowed. ~~This may be a portable sign displaying daily specials, including the type and price of food and beverages sold in connection with permitted outdoor dining.~~ Sidewalk signs shall be permitted only on property offering for food and or beverages for purchase establishments. The following standards, including size, design, location and duration, shall be applicable to sidewalk/sandwich board signs.



1. One (1) sidewalk/sandwich board sign per site ~~at an addressed food service/restaurant business establishment.~~

2. No more than one temporary sidewalk sign is permitted for each establishment.

3. Sidewalk/Sandwich board signs shall not exceed six (6) square feet per side and shall not exceed four (4) feet in height. The signs may be two-sided with a vertical angle that does not exceed thirty (30) degrees. Such signage shall not count against the copy area allocated to the business.

4. ~~Sidewalk signs may only be placed on private sidewalks in front of a business where there exists at least eight (8) feet unobstructed pedestrian walkway at the entrance of the business.~~

- a. ~~Sign shall be located within ten (10) feet of the entryway to business (front entry or outdoor seating area/entry), but shall not impede pedestrian traffic or be placed in the right of way or on public sidewalks.~~
- b. ~~In order to provide adequate clearance for pedestrians and persons with visual and mobility disabilities, such signs shall maintain a required 5 foot clear walkway for the site and maintain at least one foot between the sign and the edge of the curb.~~
- c. ~~Sidewalk signs shall not be placed in landscape islands or tree pits unless they are covered with hard tree grates.~~
- 5. ~~In a multi tenant building, sidewalk signs shall not be located closer than twenty (20) feet from another sidewalk sign.~~
- 6. ~~Signs may be placed on the sidewalk only during the hours the establishment is open for business.~~
- 7. Standards for Design of Sidewalk/Sandwich Board Signs.
 - a. ~~Sidewalk signs shall be harmonious to the building and ensure that materials and colors complement the materials and colors on the exterior of the building being served. Sidewalk signs shall be professionally designed and construction, but shall not include pre-fab plastic signs, or plywood.~~
 - b. ~~Such signs shall be self-supporting, either with legs or supports that are continuous with the plane of the sign face; or with a solid base no wider than the sign width, and protruding no more than twelve (12) inches from the vertical plane of the sign face, and separated by no more than six inches from the bottom of the sign face.~~
 - c. ~~Unless alternate material is approved by the DSD, sidewalk signs shall include decorative wood frame and base.~~
 - d. ~~Individual changeable copy plastic letters shall not be permitted, however decorative chalk boards may be updated daily.~~
 - e. ~~Signs shall not be lighted or illuminated in any way.~~
 - f. ~~Signs are intended to display food offerings, specials, pricing and other restaurant services, but may include business logo or logo of product offered in the establishment as long as the logos do not exceed twenty (20) percent of the sign area.~~
- 8. ~~A Sign Review Permit is required for a sidewalk/sandwich board sign. Provided the sign is maintained pursuant to this Chapter, the Temporary Sign Permit shall be valid for one (1) year from the date of issuance for the business where it was issued. A Temporary Sign Permit Sticker must be maintained on the sign and renewed annually.~~
- 9.4. ~~Any sign found by the City to be unsafe or to present a hazard or to impair a required clear walkway, shall be removed immediately. If the owner fails to remove or relocate the sign at the request of the City, the sign may be immediately removed by the City and the sign permit revoked for one (1) year.~~

D. Animated Characters.

An animated character (person dressed in costume or logo shirt) that represents a business or a business mascot and does not carry or otherwise provide any ~~commercial message except~~

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~~for a logo-sign copy area~~ that does not exceed one (1) square foot on their clothing may be authorized on the private property associated with their place of work. The following standards, including size, design, location and duration, shall be applicable to these signs.

1. **Number of Animated Characters.** No more than one (1) animated character per addressed business establishment.
2. **Location.** Animated characters may only be utilized on private sidewalks in front of a business where there exists at least eight (8) feet unobstructed pedestrian walkway at the entrance of the business. Animated characters may not be located in vehicle uses areas, parking lots, on the public sidewalks or in any public right-of-way. Off-premise animated characters are prohibited.
 - a. A character or person shall be located within ten (10) feet of the entryway to the business (front entry or outdoor seating area/entry), but shall not impede pedestrian traffic or be placed in the right-of-way or on public sidewalks.
 - b. In order to provide adequate clearance for pedestrians and persons with visual and mobility disabilities, such person shall maintain a required five (5)-feet clear walkway for the site and maintain at least six (6) inches between the sign and the edge of the curb.
 - c. A character or person shall be located on an improved surface and shall not be placed in landscape buffers, landscape islands, or tree pits in sidewalks unless the tree pits are covered with hard tree grates.
 - d. A character shall not be located in vehicle use areas, vehicle travel lanes, parking spaces, or in any pedestrian access ways that is less than eight (8) feet in width.
 - e. Animated characters must not interfere with vehicle site triangle areas, free use of any fire escape, means of egress, nor standpipes.
 - f. ~~No animated character sign shall be temporarily or permanently embedded in the ground, nor temporarily or permanently leaning or affixed to a building, structure, landscape, sign structure, light pole, chair or other permanently affixed object or furniture.~~
3. **Costume standards.**
 - a. Animated Characters or humans shall not carry any commercial message nor shall they carry or wave signs, flags, balloons, ribbons, pennants or any other items that may distract or impede the flow of pedestrian traffic.
 - b. The maximum size of ~~five or an~~ animated character shall not exceed fifteen (15) percent of the height or width of the person wearing the costume. The character may not artificially increase their height by standing on any object, wearing stilts or other similar resource or structure.
4. In a multi-tenant building, character shall not be located closer than twenty (20) feet from another character.
5. Characters may be utilized on the sidewalk only during the daylight hours the establishment is open for business.

6. A Sign Review Permit is required for an animated character. Provided the character is maintained and utilized pursuant to this Chapter, the Temporary Sign Permit shall be valid for fourteen (14) consecutive days. Animated character permits shall count against the total number of temporary banner permits authorized for business. A Temporary Sign Permit Sticker must be maintained for the duration the ~~is in use~~ characters are in uses.
7. Any character found by the City to be unsafe or to present a hazard or to impair a required clear walkway, shall be removed immediately. If the owner fails to remove or relocate the ~~sign character~~ the request of the City, the City will immediately revoke the temporary sign permit, will prohibit additional temporary sign permits for one (1) year, and may process the violation pursuant to the enforcement provisions of this chapter.

E. Garage Sale Signs on Properties Open to the Public.

~~Garage sale signs, which advertise an authorized garage sale for the resale of personal property may only be placed on the property conducting an authorized garage sale. Signs on properties open to public are allowed subject to the following:~~

1. ~~Garage Sale signs~~ Signs shall not exceed three (3) square feet in sign area and three (3) feet in height.
2. ~~A maximum of two (2) off-site garage sale directional arrow signs may be placed on privately owned property (with authorization), to provide direction/navigation to the garage sale. Directional arrows may not include any commercial message or logo. Directional arrow sign size shall not exceed nine (9) inches by twenty-four (24) inches. Directional arrow signs shall not be more than two (2) feet in height. Off-site signs shall not exceed nine (9) inches by twenty-four (24) inches and not more than two (2) feet in height.~~
3. No more than one (1) sign per shall be placed on any property.
4. Signs may only be placed from dawn to dusk daily, only on the days of the sale.
5. ~~Garage sale signs~~ On site signs and associated ~~directional arrows~~ off-site signs may not be placed on public property, in the public right-of-way, or attached to any existing signs, trees, poles or other structures.
6. Illegal signs may be removed as provided in this Chapter.



9.12.4. Temporary Signs – Specific purpose with extended duration.

Temporary signs with a limited duration of display that is typically longer than a short term temporary sign include ~~real estate signs, development signs, and election campaign signs~~ signs on property for sale, lease, under construction, or during an election. Such signs are typically posted for a period of time that exceeds that of short term temporary signs; however, such signs may only be posted on a property as provided herein to serve their purpose, and only for the duration that serves that specific purpose. Such signs shall be removed immediately upon satisfying their specific purpose.

- A. **Temporary Real Estate Signs on Property Offered for Sale, Lease or Rent.** ~~Real Estate Signs or any temporary sign advertising a property (real estate)~~ Signs on property for sale, lease and/or rental shall be permitted if they comply with the following requirements.

1. **Residential Districts.**

- a. For each property, one (1) freestanding sign or one (1) window or wall sign may be permitted.
- b. For vacant residential property that exceeds five (5) acres in size, the multi-family and non-residential standards may apply.
- c. The maximum sign size shall be three (3) square feet in size and three (3) feet in height in residential zoning districts. A height of five (5) feet may be authorized for hanging panel blade signs.
- d. For each property, one (1) sign shall be permitted.
- e. If more than one real estate agent or broker or real estate service desires to have signage on one property, all signage shall be combined on one (1) sign.
- f. Two (2) ~~additional~~ **“additional information”** signs six (6) inches in height and the maximum width of the ~~real estate approved~~ sign may be hung from, or attached to the approved sign ~~and used to announce an additional bit of information related to the sale or rental of the property. Such additional information shall be limited to: For rent, for lease, open, by appointment only, sold, waterfront, pool, size, number of bedrooms, zoning, associate's or salesperson's name or other similar information as may be authorized by the DSD.~~ The total sign area, including any ancillary information signs, may not exceed four and one half (4.5) square feet. A brochure box or tube will be permitted in lieu of one of the additional informational signs.

2. **Multi-family and Non-Residential Districts.**

- a. For each property, one (1) freestanding sign or one (1) window or wall sign may be permitted.
- b. For properties that are less than one (1) acre in size, sign shall not exceed twelve (12) square feet in size and six (6) feet in height.
- c. For properties that are one (1) acre in size, but less than five (5) acres, the sign shall not exceed sixteen (16) square feet in size and six (6) feet in height.
- d. For properties that are five (5) acres in size or greater, the sign shall not exceed twenty (20) square feet in size and six (6) feet in height.
- e. Two (2) additional ~~information~~ signs six (6) inches in height and twenty four (24) inches in width may be hung from, or attached to an approved sign ~~and used to announce an additional bit of information related to the sale or rental of the property. Such additional information shall be limited to: For rent, for lease, open, by appointment only, sold, waterfront, pool, size, number of bedrooms, zoning, associate's or salesperson's name or other similar information as may be authorized by the DSD.~~ A brochure box or tube will be permitted in lieu of one of the additional informational signs.

3. **General Standards for Temporary Real Estate Signs on Property for Sale, Lease or Rent.**

These general standards are applicable to all single-family residential, multi-family residential and non-residential temporary ~~real estate~~ signs.

- a. When the primary street frontage of a lot exceeds 1,200 lineal feet, one (1) sign per 1,200 lineal feet may be authorized as part of a master sign plan.
- b. For properties that front more than one public right-of way, one (1) sign may be permitted along each public right-of-way, so long as the signs are separated by at least one hundred (100) feet.
- c. Signs shall only be in place while the property is offered for sale or rent ~~has an active real estate listing or management agreement~~ with active vacancy or vacancy pending within 90 days. ~~Permanent freestanding for rent or leasing signs shall not be permitted such commercial message may only be accommodated as part of the Primary Identification Signage.~~ Real Estate Signs shall be removed within ten (10) days after closing on or leasing of the property. A "sold" sign may be attached to the approved sign for a period of ten (10) days subsequent to the date of closing.
- d. If a property owner owns multiple adjacent multi-family or non-residential properties, signage shall be combined on one sign based on the cumulative acreage of the property.
- e. For a subdivision with twelve (12) or more lots ~~is~~ being offered by a homebuilder, one (1) ~~real estate sales~~ sign may be provided at the primary entrance of the subdivision as provided herein for multi-family and non-residential districts; however the signage must also meet the following requirements.
 - (1.) ~~Real estate sales s~~Signs at the subdivision entrance may not be in place while the owner has a permit under C, ~~temporary development signs are in use; however, real estate sales information may be provided on the temporary development signs, or in lieu of temporary development signs, as provided herein.~~
 - (2.) ~~Real estate sales s~~Signs at the subdivision entrance must be removed upon substantial buildout of the community, completion of subdivision infrastructure, or Homeowners' Association turnover, whichever comes first.
 - (3.) If multiple homebuilders are building in the same subdivision, one (1) sign ~~all sales information must be combined on the same sign~~ shall be permitted at the primary entrance.
 - (4.) Individual signs on property for sale ~~advertising lots or homes for sale~~ within the community may be provided on each lot consistent with the requirements for single-family residential lots in residential districts.
- f. ~~Multi-family apartment complexes with nine (9) or more units shall accommodate all rental or leasing signage and other associated commercial messages on their primary identification signs; however, one (1) yard sign that does not exceed three (3) square foot in copy area may be utilized when needed to advertise active vacancies.~~
- gf. If more than one real estate agent or broker or real estate service desires to have signage, all ground or wall signage shall be combined on one (1) sign. This shall apply to multi-unit properties and condominium properties; however individual units in a multi-unit building or complex may advertise their individual unit by providing erect a three (3) square foot signage sign inside a single window of ~~the an~~ available unit.

hg. Any real estate sign that is not expressly exempted in this Chapter shall require a Sign Review Permit illustrating compliance. Each Real Estate Broker or Brokerage firm may submit a Master Sign Plan for the types and styles of signs the firm's agents will be using within the City, then they won't will not need separate sign review permits each time an agent installs a sign that is consistent with the master plan.

4. Open House Signs on Properties with an Open House.

A temporary open house sign may be posted on a property available for inspection. Open house signs Signs shall not exceed three (3) square feet in area and three (3) feet in height.

1. Open house signs Signs may be posted on the subject property only on weekends and holidays, between the hours of 10:00 a.m. and 5:00 p.m. Open house sSigns may be posted on the property at the aforementioned times and dates only when the premises are actually available for inspection.
2. Property owners, as well as any real estate sales person or broker doing business within the City of Orange City, are subject to compliance with these sign regulations.
3. The signs may be made of corrugated plastic, aluminum or steel. The signs' support posts shall be made of aluminum or steel. No wooden posts shall be permitted.
4. Open House Signs shall not be permitted if the owner has a permit for a sign under Section B. model home signage has already been permitted for the property.
5. A maximum of two (2) off-site open house directional arrow signs may be placed on privately owned property (with authorization) to provide direction/navigation to a property available for inspection. Directional arrows may not include any commercial message or logo, they may only indicate direction or text, "Open House" and the property address.
 - a. Sign size shall not exceed nine (9) inches by twenty four (24) inches. Signs shall not be placed more than two (2) feet in height above the abutting road elevation.
 - b. No more than one (1) sign per shall be placed on any property.
 - c. Signs shall not be attached to any existing signs, trees, poles or other structures.
 - d.a. Signs shall indicate the responsible agency or owner of the sign.

Staff Note: Combine the two section above. Same standard. Duplicate text.

B. Model Home Signs on Properties with a Model Home.

Temporary ~~model home~~ signs are permitted in all residential zoning districts as set forth below ~~as part of an approved on property with a model home area~~ within a platted subdivision. ~~Model home s~~Signs will be required to illustrate a high level of design detail and character, including cohesive theme for all signage.

1. One (1) freestanding sign is allowed per model home lot within an approved model home sales center or model home park.
 - a. The sign area shall not exceed three (3) square feet and shall not exceed three (3) feet in height.

- b. One (1) flag per model is allowed from dusk to dawn daily ~~so long as the flags are not visible from public roads that are outside of the platted subdivision.~~ Flags shall not exceed six (6) square feet in area and shall not exceed eight (8) feet in height.
- 2. For model home sales areas that include more than three (3) model homes, one (1) freestanding ~~model home sales center~~ sign shall be ~~permitted to advertise the Model Home Sales Center or Model Home Park.~~
 - a. The sign area shall not exceed sixteen (16) square feet and shall not exceed six (6) feet in height.
 - b. One (1) flag ~~identifying the Sales Center~~ is allowed from dusk to dawn daily ~~so long as the flag is not visible from public roads that are outside of the platted subdivision.~~ The flag shall not exceed six (6) square feet in area and shall not exceed eight (8) feet in height.
- 3. ~~Model~~ Signs and flags shall only be located on the lot of the model home or model sales/information center.
- 4. All ~~model home signs, sale center signage,~~ and flags must be submitted together as part of a Model Park Master Sign Plan for the designated model home park, which must be renewed each year if the model park remains in use for more than twelve (12) months.
- 5. Temporary ~~directional~~ signage within a community that is under construction, ~~which identifies directions to the model park or sales center within the community,~~ may be approved as part of the Model Park Master Sign Plan. ~~Directional~~ Signs shall not exceed six (6) square feet in area and five (5) feet in height.
- 6. All ~~model signs, temporary signage, and flags, and directional signage~~ shall be removed upon sale of the models or substantial buildout of the community, whichever comes first.
- 7. ~~Open House signs shall not be permitted when model home signage is provided.~~

C. Temporary Development Signs on Property Under Construction.

Temporary ~~development sign~~ signs shall be allowed during construction or remodeling of development projects ~~to advertise a future development and the location of construction access points to the vendors and subcontractors that are working on the project.~~ Temporary Development Signs may only be permitted on properties that have received necessary development permits from the City. Said signs shall meet the following standards.



- 1. **Residential Districts.** Temporary ~~development~~ signage for a single-family residential lot, townhouse lot, or duplex, or any property in a residential district.
 - a. One (1) temporary ~~development~~ sign shall be permitted on a single family residential lot. The Temporary sign shall not exceed three (3) square feet is size and three (3) feet in height. A height up to five (5) feet may be authorized for hanging panel blade signs.
 - b. Such sign shall be installed to face the street that the house is intended to face. ~~The sign copy may include only the following information: name of the project, nature of~~

~~the development; general contractor; architect; lending institution; owner or agent; telephone number; and price.~~

- c. If more than one contractor or subcontractor desires to have signage, all signage shall be combined on one sign.
 - d. For a vacant residential lot that exceeds five (5) acres in size, the multi-family and non-residential standards may apply.
2. **Multi-family and non-residential districts.** Temporary ~~development~~ signs for in new single-family residential subdivisions, new multi-family residential communities, and new non-residential development or non-residential redevelopment are subject to the following:
- a. A maximum of two (2) temporary ~~development~~ project signs may be installed.
 - b. Free standing signs shall meet the setback and design standards provided for all temporary signs; however, in lieu of free-standing signs, a temporary ~~development~~ sign may be installed to attach securely to an approved construction fence.
 - c. Temporary ~~development~~ signs may be sized as provided in this section.
 - (1.) For developments that are less than one (1) acre in size, the ~~future project~~ sign shall not exceed twelve (12) square feet in size and six (6) feet in height.
 - (2.) For developments that are one (1) acres in size, but less than five (5) acres, the ~~future project~~ sign shall not exceed sixteen (16) square feet in size and six (6) feet in height.
 - (3.) For developments that are five (5) acres in size or greater, the ~~future project~~ sign shall not exceed twenty (20) square feet in size and six (6) feet in height.
 - d. Temporary decorative silt fences or construction screens along an approved temporary construction fence may be permitted. ~~Such, art inspired silt fences and/or construction screens may advertise only the future development of the property and shall not include any vendor signage, real estate signage, or off-site advertising. Art inspired silt fences or screens may include rendered building elevations and may include a maximum of ten (10) percent commercial message or commercial logos—any such commercial message or logo must be seamlessly integrated into the rendering or artwork, without appearing to be freestanding signage. A sign permit including illustration of all graphics proposed to be utilized on the fencing will be required prior to installation of any decorative silt fence or construction screens. Proposed artwork is subject to approval by the Development Services Director or designee. All other silt fencing or construction screens, if any, shall be solid black without any logos, artwork or message (commercial or non-commercial).~~
 - e. When the primary street frontage of a new development lot exceeds 1,200 linear feet, one (1) sign per 1,200 linear feet may be authorized.
3. ~~General Standards for Temporary Development Signs.~~
- a. ~~When the primary street frontage of a new development lot exceeds 1,200 linear feet, one (1) sign per 1,200 linear feet may be authorized as part of a master sign plan.~~

- b. ~~For new development properties that front more than one public right of way, one (1) sign may be permitted along each public right of way, so long as the signs are separated by at least one hundred (100) feet.~~
- c. ~~Temporary development signs should be located at or near approved construction access points. If more than one contractor, subcontractor or vendor desires to have signage all signage shall be combined on one (1) sign.~~
- d. ~~Temporary development signs may only be permitted to be posted from the submittal date of a site development or building permit until the date the associated work is completed, which may coincide with date of final inspections or the date of issuance of the final certificate of occupancy for a new building or certification of completion on subdivision infrastructure, whichever comes first. The location, size and details of any temporary development sign shall be illustrated on the site plan submittal for the development.~~
- e. ~~If a temporary development signs are utilized on the property, separate real estate sales or leasing signs shall not be permitted for the development. While a temporary development signs are in place, real estate sales or leasing information may be provided as part of the temporary development signage. Upon removal of all temporary development signs, temporary real estate signs may be installed as provided herein.~~
- f. ~~A Sign Review Permit shall be required for the installation of any temporary development sign that exceeds three (3) square feet of copy area. A master sign plan shall be required if more than one temporary development sign is proposed for the property.~~

Staff Note: Duplicate text. Delete.

D. Temporary Election Campaign Signs During Elections.

~~Temporary signs announcing, supporting or advertising any national, state or local election, including political issues, ballot issues, political parties, or candidates for election may be erected or displayed and maintained subject to the following restrictions, limitations and requirements and any other applicable requirements set forth in this chapter. Campaign signs during elections are permitted in all zoning districts under the following conditions:~~



1. Residential Districts.

- a. ~~The maximum sign size shall be three (3) square feet in size and three (3) feet in height in residential zoning districts. A height up to five (5) feet may be authorized for hanging panel blade signs.~~
- b. ~~Signs are allowed for a total period not to exceed 3 months during any calendar year. For each property, one political sign per candidate, ballot issue, or political issue.~~

- c. ~~No more than one (1) sign per 10 linear feet of lot frontage. For sites that front more than one public right of way, each frontage will be allowed one political sign per candidate, ballot issue, or political issue.~~
 - d. For vacant residential property that exceeds five (5) acres in size, the multi-family and non-residential standards may apply.
2. **Multi-family and Non-Residential Districts.**
- a. For properties that are less than one (1) acre in size, the temporary sign shall not exceed twelve (12) square feet in sign area and six (6) feet in height.
 - b. For properties that are one (1) acre in size, but less than five (5) acres, the temporary sign shall not exceed sixteen (16) square feet in sign area and six (6) feet in height.
 - c. For properties that are five (5) acres in size or greater, the temporary sign shall not exceed twenty (20) square feet in sign area and six (6) feet in height.
 - d. ~~For each property, one political sign per candidate, ballot issue, or political issue. Signs are allowed for a total period not to exceed 3 months during any calendar year.~~
 - e. ~~For sites that front more than one public right of way, each frontage will be allowed one political sign per candidate, ballot issue, or political issue. No more than one (1) sign per 50 linear feet of lot frontage.~~
3. **General Standards for Temporary ~~Election Campaign~~ Signs During an Election.**
- a. Signs must be removed in accordance with §106.1435, Fla. Stat., as may be amended from time to time.
 - b. The erection and removal of all ~~political~~ signs shall be the responsibility of the candidate for whom such sign was placed. Such person shall be liable for any violation of the terms and conditions of this chapter.
 - c. The provisions of this section shall not apply to what are commonly referred to as "bumper stickers" or "car-top" signs when such signs are placed on motor vehicle bumpers or tops, respectively. ~~Decals on vehicles and vehicle signs with political message are exempt from permits.~~
 - d. No ~~political or election~~ signs of any type or size, advertisements, handbills, snipe signs or billboards shall be placed on property owned or used by the city or by other governmental agencies in the incorporated areas of the city.

Section 9.13. Miscellaneous Advertising.

- A. Posting bills on buildings, etc. It shall be unlawful for any person to post any bills ~~or other advertisement matter~~ upon any permanent or temporary structure or building, pole or tree located in any street, park or other public way or place within the City.
- B. Scattering Handbills. It shall be unlawful for any person to distribute or place or cause to be distributed or placed on any public or private property in the City any handbills, circulars, dodgers or other advertising matter in such a manner that the same may be blown, carried by water or otherwise scattered by the elements, or so to constitute litter. Handbills shall be distributed as provided in Chapter 10 of the City Code of Ordinances.

February 16, 2016. Draft V1.

- C. Placing handbills on or into vehicles It shall be unlawful for any person to distribute or cause to be distributed in the City any handbill or other similar form of advertising by placing the same on or into vehicles within the City, except as set forth in Chapter 10 of the City Code of Ordinances.
- D. Sound Truck and sound amplifying devices It shall be unlawful for any person to operate or permit to be operated in the City any sound amplifying device or equipment, except for the purpose of conveying an emergency message from public streets or property or from private property to adjoining land without having first obtained permission from the City Manager.

Section 9.14. Maintenance Required.

All signs shall be properly placed and continuously maintained so as not to become a safety hazard or detract from the appearance of the business or the City. All signs together with supports, braces, guys, and anchors shall be maintained as follows.

- A. The repainting, changing of parts and preventative maintenance of signs not normally requiring a building permit shall be permitted; provided, however, that such maintenance is consistent with the originally approved sign plan and is otherwise in conformance with this Chapter.
- B. The owner of any sign shall keep it in good maintenance and repair, which includes restoring, repainting or replacement of a worn or damaged legally existing sign to its original condition, and shall maintain the premises on which the sign is permitted in a clean, sanitary and inoffensive condition, free and clear of obnoxious substances, rubbish and weeds. Painted copy areas shall be kept in good condition and illumination if provided shall be maintained in good working order.
- C. The replacement of illumination and missing letters, numerals or other elements shall be accomplished within fifteen (15) days.
- D. Light pole, canvas and semi-permanent signs and approved banners, if any, shall be maintained in good condition, free of tattering, ripping, fading etc.
- E. Landscape material installed in compliance with this Chapter shall be watered, mulched, trimmed and otherwise maintained to ensure aesthetic appearance and healthy growth of the approved plant material. Plants and landscape material that dies or otherwise becomes unkempt or unhealthy shall be replaced within fifteen (15) days.
- F. When a business terminates occupancy of a property, all signs advertising or related to that business shall be removed within thirty (30) days of termination of occupancy of that business. If the owner or lessee fails to remove the sign or sign message, the sign and sign message shall be deemed abandoned and in violation of this Chapter. This failure to remove all sign advertising shall be considered abandonment as outlined herein. Upon removal of the old signage, the property owner shall return sign face or building fascia to clean flat well-maintained surface without signage or may replace changeable sign panels with blank panels or panels that include for sale/for lease information.

Section 9.15. Unpermitted Signs.

Any sign installed without legal permits either prior to or after this code shall be considered illegal signs and in violation of this chapter. Such signs shall upon notice and due process be

removed or permitted in compliance with this Chapter. If the City does not have documentation of permits being issued, it shall be the responsibility of the property owner to supply such documentation demonstrating issuance of valid City permits. Renewal of a business tax receipt and/or renewal of sign tag are not considered documentation of issuance of a permit for a sign.

Section 9.16. Abandonment.

All signs ~~and sign messages~~ shall be removed by the owner or lessee to the premises upon which an on-site sign is located when the business it advertises is no longer conducted on the property. ~~All sign messages, which advertise or are related a business that has terminated occupancy of a property, shall be removed by the owner or lessee~~ within thirty (30) days of the vacation of the premises. ~~If the owner or lessee fails to remove the sign or sign message, the sign and sign message~~ shall be deemed abandoned and in violation of this Chapter.

Section 9.17. Nonconforming Signs.

9.17.1. Existing in Compliance. Signs lawfully existing at the time of passage of this Ordinance include signs permitted in compliance with Ordinance 157 as adopted by the City Council on August 12, 2003. Such signs may be compliant with this Chapter or they may be considered nonconforming signs. Signs that are made nonconforming by this Chapter may remain as legal nonconforming signs as long as the current property owner owns the property. Once removed, abandoned or substantially altered the sign shall lose its legal nonconforming status and shall be replaced or upgraded to be fully conforming sign as provided herein. Upon change in ownership of the property such nonconforming signs shall be immediately removed or brought into compliance with this Chapter.

9.17.2. Signs in Compliance with Planned Development (PD) Master Sign Plan. Signs lawfully existing at the time of passage of this Ordinance that were approved and permitted under an approved Planned Development (PD) Zoning with a Master Sign Plan, which specifically identified sign types, locations, heights, design, and sizes of all signs, are legal signs so long as they are maintained in compliance with the approved PD Master Sign Plan. Upon change in use or change in ownership, or any amendment to the Planned Development, such signs may be requested to be upgraded or to add aesthetic enhancements or landscaping, if necessary, including other modifications or reductions in height or type to bring them closer to compliance with the code.

9.17.3. Existing, Substantially in Compliance with New Standards. Within one year after the adoption of the Sign Ordinance, existing signs, which meet the intent of this new sign ordinance and the new types of signs that are now permitted, may apply for a Sign Compliance Permit to illustrate how their current sign meets the intent of the code. While the existing signs may not meet all requirements of the code, the DSD may approve the sign upon illustrating substantial compliance, particularly those in compliance with the height and design requirements herein. DSD may require some aesthetic upgrades or other improvements as conditions of approval. Upon approval of the sign permit and implementation as provided in the Permit, the sign(s) shall be considered a legally permitted signs under the 2013 Sign Code OR may be nonconforming sign(s) and may remain so long as the current owner is the property owner. Once removed, abandoned or substantially altered the sign shall lose its legal nonconforming status and shall be replaced with fully conforming signs as provided herein. Sign Compliance Permits submitted within one year after adoption of the Sign Ordinance shall not be charged sign permit review fees. Failure to implement the conditions of approval shall cause a sign to be in violation of this

ordinance. A sign that is unable to meet the intent of the code will not be approved and shall be required to come into compliance as outlined herein. Sign Compliance Permits as provided in this section shall not be accepted beyond one year after the adoption of this code and all signs, which are not in compliance, shall be brought into compliance as provided herein. Upon change in ownership of the property any nonconforming signs shall be immediately removed or brought into compliance with this Chapter.

9.17.4. Repair and Maintenance. Nonconforming signs as outlined above, may be painted, repaired or maintained, including replacement or change-out of removable sign panels, provided such sign maintenance or repair does not increase or expand the dimensions of the existing sign. Replacement or change-out of sign panels is subject to approved Sign Review Permit. Upon change in ownership of the property, these signs shall be replaced with conforming signs.

9.17.5. Loss of Legal Nonconforming Status. Except for normal maintenance or repair, a sign loses its legal nonconforming status and shall be considered in violation of this code if one or more of the following occurs:

- A. The sign is moved or structurally altered in any way, including increasing its height or width or depth or enlarging it in any manner, including modifications to sign frame, base, poles or lighting, which tends to make the sign less in compliance with the requirements of this Chapter than it was before the alteration.
- B. The sign is damaged to such an extent that the cost of the repair or reconstruction of the sign exceeds fifty (50) percent of the value of the sign based on the sign structure itself before said damage, said value to be determined based on the depreciated cost of the sign as listed in the original building permit or may be determined by an expert appraiser at owners expense and verified by City staff.
- C. The overall design, logos or wording or commercial message on the sign is altered, except as provided on removable panels.
- D. Signs determined to be abandoned under the provisions of this Chapter.
- E. Nonconforming signs or substantial in compliance permits that are not brought into compliance with any required conditions of approval or within the amortization schedules outlined herein.
- F. Upon the change in ownership of a property any nonconforming sign, regardless of the amortization schedule, shall be brought into compliance.
- G. Nonconforming signs that cannot demonstrate that they received proper building permits for the installation of the sign.
- H. Upon redevelopment of a property or a building, which exceed fifty (50) percent of the value of the building or thirty (30) percent of the land area, all existing nonconforming signs shall be brought into compliance. Any redevelopment which would expand the nonconformity or cause additional nonconformities of a sign shall require the sign to be brought into compliance.
- I. Change in use would trigger loss of non-conforming status for a sign that was issued compliant with ORD 96-03-04, a sign that was issued via Variance, a sign that was issued via Special Agreement or a sign that is Long-term Non-compliant as provided herein.

J. Conversion of off premise to electronic display type signs.

9.17.6. Amortization. Any sign that was legally permitted and is nonconforming to the requirements of this Chapter, either by variance previously granted or by conformance to the existing sign regulations at the time the initial permit for said sign was issued, shall either be removed or brought up to code requirements as provided below. Any change or extension of the deadlines contained herein must be reviewed by the City Council at least six (6) months in advance of the expiration date(s).

- A. Upon the change in ownership of a property any nonconforming sign, regardless of the amortization schedule, shall be brought into compliance with this Chapter.
- B. Upon abandonment of any nonconforming sign, regardless of the amortization schedule, said sign shall be brought into compliance with this Chapter.
- C. Signs legally permitted and installed in compliance prior to Ordinance 96-03-04 (1996 Sign Code), were given fifteen (15) years or until April 2011 to come into compliance. Signs legally permitted and installed in compliance prior to Ordinance 157 (2003 Sign Code), were given approximately ten (10) years or until April 2013 to come into compliance. Such nonconforming signs shall be brought into compliance as outlined below.

- 1. **Compliant with ORD 157 (2003 Sign Code).** Those properties owners that made an investment in their property and legally permitted and installed new primary ~~identification~~ signage in compliance with Ordinance 157, but prior to this Chapter, but do not meet all the requirements of this Chapter shall be considered nonconforming signs and upon change in ownership of the property those signs shall be immediately removed or brought into compliance with this Chapter.

Furthermore, the Sign Review Fee for sign installation or alteration as defined in the City Code of Ordinances, will be waived for any nonconforming sign defined as Compliant with the 2003 Sign Code that are brought into compliance with this Chapter prior to December 31, 2015. Such fees will

be reduced by fifty (50) percent for any nonconforming sign brought into compliance with this Chapter between January 1, 2016 and December 31, 2016. Fee waivers must be requested at the time of permit application. The building permit fees and annual sign fee will apply to all signs regardless of conforming or nonconforming status. All other non-compliant or illegal signs on the property shall be immediately removed upon notice by the City to the property owner.

- 2. **Compliant with ORD 96-03-04 (1996 Sign Code).** Those properties owners that made an investment in their property and legally permitted and installed new primary ~~identification~~ ground signage in compliance with Ordinance 96-03-04, but prior to Ordinance 157 in 2003, shall be considered nonconforming signs and given until December 31, 2019 to come into compliance with the provisions of this Chapter. However upon change in ownership or use of the property those signs shall be immediately removed or brought into compliance with this Chapter. All other non-compliant or illegal signs on the property shall be immediately removed upon notice by the City to the property owner.

Furthermore, the Sign Review Fee for sign installation or alteration as defined in the City Code of Ordinances, will be waived for any nonconforming sign defined as Compliant

with the 1996 Sign Code that are brought into compliance with this Chapter prior to December 31, 2015. Such fees will be reduced by fifty (50) percent for any such nonconforming sign brought into compliance with this Chapter between January 1, 2016 and December 31, 2016. Fee waivers must be requested at the time of permit application. The building permit fees and annual sign renewal tag fee will apply to all signs regardless of conforming or nonconforming status.

3. **Compliant via Variance.** Those properties owners that made an investment in their property and legally permitted and installed new freestanding primary ~~identification~~ ground signage in compliance with an approved variance shall be considered nonconforming signs and given until December 31, 2019 to come into compliance with the provisions of this Chapter. However upon change in ownership or use of the property those signs shall be immediately removed or brought into compliance with this Chapter. All other non-compliant or illegal signs on the property shall be immediately removed upon notice by the City to the property owner.

Furthermore, the Sign Review Fee for sign installation or alteration as defined in the City Code of Ordinances, will be waived for any nonconforming sign defined as Compliant with the 1991 Sign Code that are brought into compliance with this Chapter prior to December 31, 2015. Such fees will be reduced by fifty (50) percent for any such nonconforming sign brought into compliance with this Chapter between January 1, 2016 and December 31, 2016. Fee waivers must be requested at the time of permit application. The building permit fees and annual sign renewal tag fee will apply to all signs regardless of conforming or nonconforming status.

4. **Compliant via Special Agreement.** Those properties owners that made an investment in their property and legally permitted and installed new freestanding primary ~~identification~~ ground signage in compliance with an approved Annexation Agreement or other Special Agreement with the City shall be considered nonconforming signs and upon change in ownership or use of the property those signs shall be immediately removed or brought into compliance with this Chapter. All other non-compliant or illegal signs on the property shall be immediately removed upon notice by the City to the property owner.

5. **Long-Term Non-Compliant Signs.** Those properties that failed to come into compliance with either Ordinance 96-03-04 or Ordinance 157 shall be deemed in violation of this code and enforcement action taken. Such properties have already been given an extensive amortization timeframe to come into compliance; however, such properties shall be given until June 30, 2015 to remove non-compliant primary ~~identification~~ ground signs and come into compliance with the provisions of this Chapter. For Non-Compliant Signs in violation of this Section, changeable sign panels may not be replaced, and upon change in ownership or use of the property those signs shall be immediately removed, including all foundations and electrical work. Property owners may apply for new primary ~~identification~~ sign in compliance with this Chapter. All other non-compliant or illegal signs on the property shall be immediately removed upon notice by the City to the property owner.

- D. Unless specifically amortized herein, all other non-conforming, non-compliant or illegal signs on the property shall be immediately removed or brought into compliance upon notice by the City to the property owner.

Section 9.18. Administrative Waiver and Variance Process.

9.18.1. Administrative Variances/Waivers.

The Development Services Director upon review of appropriate documentation may provide relief up to fifteen (15) percent for any dimensional, size, height or locational standards outlined herein. Relief shall be documented in the form of a variance and subject to written request for an administrative ~~variance-waiver~~ as part of the sign permit. A request for waiver shall identify the amount of the variance and include appropriate documentation of existing hardship to support such relief, similar in form and content as required to support a request for variance.

A. Administrative Variance-Waiver Review Process. Upon receipt of a sufficient application, the development services director shall review the request within ~~forty-five (45)~~ calendar days. ~~If the sign that is the subject of the administrative variance is located within forty (40) feet of another property, said property owner shall be notified via mail of the requested administrative variance and given the opportunity to provide comments on the request—comments must be received within fifteen (15) days of the date of the notice. If revisions are requested the review time shall start again upon receipt of revisions. If revisions are not submitted within thirty (30) days after being requested and/or an extension is not requested by the applicant, the application shall be deemed withdrawn and new fees shall be paid for reconsideration.~~ Based on the application received, as well as any comments from adjacent properties, the Director shall render a decision on the request, which may be approval, denial, or approval with conditions. Such authorization, if approved, shall be issued in writing and must accompany the sign ~~review~~ building permit submittal. The recommendation of the Development Services Director is final. If the applicant does not agree with the recommendations of the Director, he or she may process the request for relief in the form of a variance as outlined herein. ~~If an adjacent property owner does not agree with the decision rendered by the Director, he or she may file an appeal as out lined in Chapter 3 of the Land Development Code.~~

B. Staff Note: Public comment requested revision to simplify and clarify the administrative waiver process. Staff proposes reducing review time from 45 to 5 days and eliminating the adjacent owner notification procedure. Also see revisions to Chapter 3, as proposed, regarding sign height.

C. Justification for Administrative Waivers. In addition to physical site constraints or hardship unique to a property, historic character, exceptional design, architecture or landscape may be used to help support a request for a waiver. The general desire or marketing strategy (or undocumented need) to have additional signage or relief shall not be grounds to support issuance of a waiver or any relief from the code. The applicant shall demonstrate that the requested waiver is the minimum deviation from the code necessary to accomplish the proposed sign. While not considered necessary documentation of an existing hardship, additional support for waivers may include documentation illustrating areas where the site exceeds the minimum land development code requirements.

Conditions of approval may be placed on any approved waiver. Additional opportunities to support requested administrative waivers or deviations from the code are listed below.

~~D. **Signs on Existing Mansard Roof.** The Development Services Director may support a waiver to allow replacement of an existing wall sign on the front face of an existing mansard roof subject to the following. New signs on mansard roofs shall not be permitted.~~

- ~~1. The mansard roof must exist as part of an existing building that was built prior to April 1, 1996 and the sign must be an existing sign that was previously installed with all necessary approvals and permits.~~
- ~~2. There shall exist no other, or extremely limited viable locations on the wall of the building to place a wall sign.~~
- ~~3. The replacement sign shall only be permitted with copy area that is less than fifty (50) percent of the size normally allocated to a code compliant sign on that building. The replacement sign shall include a decorative architectural frame in materials and colors consistent and complementary with other design details on the façade of the building.~~
- ~~4. The replacement sign shall be placed centrally in the visual plane of the mansard roof and shall maintain clear space showing the roof material around the top, bottom and sides of the sign. The sign shall not cover more than thirty (30) percent of the length or width of the signable plane of the mansard wall. The sign shall be installed along the same plane as the mansard roof.~~
- ~~5. Secondary and incidental signs must be installed below the eaves in compliance with this code. All other signs on the property must be in compliance with the code or brought into compliance as part of the administrative variance.~~

~~E.D. **Signs above Eaves or on Existing Mansard Roofs.** The Development services Director may support a waiver to allow installation of ~~limited~~ a sign above the lowest eaves of an existing building that has unique historic or architectural style that prohibits or extremely limits other viable sign locations below the eaves. Such signage shall be subject to the following limitations.~~

- ~~1. The circumstance must have been created by an existing building that was built prior to April 1, 1996.~~
- ~~2. Other viable sign locations shall be utilized to the maximum extent possible before allowing limited signage above the eaves.~~
- ~~3. The design shall be consistent and compatible with the building design, materials and architecture.~~
- ~~4. Excessive signage, at the discretion of the DSD, shall not be permitted. Example: Such signage should not take up the entire signable area at the peak of the eaves, but should accent the space.~~
- ~~5. Limited second floor signage may be approved when a building offers non-residential uses on the second floor and which have their primary access on the exterior of the second floor, such as a second floor porch or covered walkway.~~
- ~~6. Such signage should not be the primary **identification sign**, but should be **for the building name or other secondary, smaller signage that is** complementary to primary **identification** signage.~~

7. Secondary and incidental signs must be installed below the eaves. All other signs on the property must be in compliance with the code or brought into compliance as part of the administrative variance.

Staff Note: Signs located on a mansard roof, are be design signs located above the lowest eave of the roof. Staff recommends selecting the most liberal standard between the two and combining into one standard to reduce potential for conflicting provisions.

F.E. Projecting Signs. The Development Services Director may support a waiver to allow thirty (30) percent increase in allowable copy area and the projection of a projecting signage on an existing building where the underlying property has experienced right-of-way takings and/or if the building has unique historic architectural style that prohibits or extremely limits other viable sign opportunities. Such extension in projection may also include extension over public sidewalks or private vehicle use areas. Such signage shall be subject to the following limitations. Copy area shall come from the total copy area allocation for the business.

1. Applicant must demonstrate need, including unique characteristics of the property and limitations for other viable sign opportunities.
2. Projecting signage to extend over public sidewalks, private sidewalks and/or parking areas or other vehicle use areas may only be considered if appropriate clearance is provided.
3. Authorization (or letter of no objection) for projection /encroachment into right of way from other reviewing agencies, if applicable.

G.F. Exemplary Sign Design along an Arterial Road. Upon illustrating high level of design, both architectural and landscape treatments, that far exceed the minimum code standards, the Development Services Director may authorize up to a twenty (20) percent increase in copy area and/or height for a sign located on an arterial road.

H.G. Cumulative application of different administrative ~~variances-waivers~~ on the same code deviation shall not be permitted under an administrative review; however multiple unique administrative ~~variances-waivers~~ may be considered, unless the Development Services Director makes a determination that the cumulative administrative ~~variances-waivers~~ may have a significant impact and thus should be considered as a variance before the Planning Commission.

9.18.2. Variances.

Relief from the provisions of this Chapter greater than fifteen (15) percent, or that exceed the allowances provided herein and/or are contrary to a recommendation or by the Development Services Director, may be considered by the Planning Commission under the procedure for variances outlined in Chapter 3 of the Land Development Code.

Section 9.19. Enforcement.

Signs erected, altered, relocated or replaced without a Sign Review Permit and/or necessary building permits shall be deemed in violation of this Code.

Snipe, sidewalk signs, yard signs, ~~garage sale signs, directional temporary signs, banners and political signs~~ in violation of this Chapter may be removed by any resident of the City or by authorized employees of the city upon observation by said persons if on public property. Prior

written notification shall not be required for the removal of prohibited snipe, yard signs, sidewalk, ~~signs or banners~~ banner or political signs.

Continued violation of temporary sign code standards shall be grounds for denial of future temporary sign permit request for up to a year after the repeat violations have been documented. Enforcement of any violations of the terms of this Chapter shall be processed and enforced by the appropriate City officials in accordance with the enforcement provisions in this Chapter and Chapter 3 of City Land Development Code.

~~Section 9.20. Appeals to City Council~~

- ~~A. Whenever it is alleged that there has been an error in an order, action, decision, determination, or requirement by the Development Services Director in the enforcement and application of any provision contained within this article or any other provision of this Code pertaining to sign permits (including any allegation that the Development Services Director has failed to act within applicable time frames), the aggrieved party may file a written appeal with the City Council.~~
- ~~B. The written appeal shall be filed with the City Clerk within thirty (30) days of the date of the alleged error. The written appeal shall describe the alleged error and the applicable provisions of the Code pertaining to the Development Services Director's order, action, decision, determination, requirement, or failure to act.~~
- ~~C. The City Council shall hold a hearing within forty five (45) days following receipt of the written appeal, not counting the day of the receipt and not counting any Saturday, Sunday, or legal holiday which falls upon the first or the forty fifth day after the date of receipt.~~
- ~~D. The City Council shall render a written decision within ten (10) days following the hearing.~~
- ~~E. If the City Council does not render a decision within ten (10) days following the hearing, the sign permit shall be deemed denied.~~
- ~~F. Failure to appeal the decision regarding a sign application by the Development Services Director or designee to the City Council shall not be deemed a failure to exhaust administrative remedies. The applicant may choose to proceed directly to a judicial action once the sign application has been denied by the Development Services Director or designee.~~
- ~~G. If an administrative appeal is filed by the applicant, and the City Council fails to meet within the proscribed time, the appeal will be deemed denied, and the decision of the Development Services Director or designee regarding the sign application will be deemed a final decision subject to immediate appeal to a court of competent jurisdiction.~~
- ~~H. Once a decision is appealed to the City Council, the Development Services Director or designee shall take no further action on the matter pending the Council's decision, except for unsafe signs which shall present an immediate and serious danger to the public, in which case the City may pursue any proper legal remedy available to it.~~
- ~~I. The City Council shall comply with all applicable rules of conduct and procedures that pertain to zoning and that are not inconsistent with the provisions in this section.~~

~~Section 9.21. Appeals.~~

Appellate Decisions Deemed Final, Subject to Review. The appellate decisions, pursuant to Section 9.20 above, shall be deemed final, subject to judicial review by the Circuit Court of the

~~Seventh Judicial Circuit in and for Volusia County, Florida, filed in accordance with the requirements of law, seeking such appropriate remedy as may be available.~~

Staff Note: Section 3.11. Appeals of the Land Development Code is currently under revision. This code section applies to the entire Land Development Code. To avoid conflicting provisions throughout the code, staff recommends deleting this section.

9.22-20 Substitution of non-commercial speech for commercial speech

Notwithstanding anything contained in this section or Code to the contrary and subject to any required face-change sign permit(s), any legal sign erected pursuant to the provisions of this section or Code may, at the option of the owner, contain a non-commercial message in lieu of a commercial message and the non-commercial copy may be substituted at any time in place of the commercial copy. The non-commercial message (copy) may occupy the entire sign face or any portion thereof. The sign face may be changed from commercial to non-commercial messages, or from one non-commercial message to another non-commercial message, once per day as desired by the owner of the sign, provided that the size, height, setback, other dimensional criteria and permitting requirements contained in this chapter and Code have been satisfied.

Section 9.2321. Content Neutral Sign Message

Notwithstanding anything in this chapter or Code to the contrary, no sign or sign structure shall be subject to any limitation based upon the content (viewpoint) of the message contained on such sign or displayed on such sign structure.

Section 9.24-22 Severability

- A. **Generally.** If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this section is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this section.
- B. **Severability where less speech results.** Without diminishing or limiting in any way the declaration of severability set forth above in Section 9.24(A), or elsewhere in this section, this Code, or any adopting ordinance, if any part, section subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this section is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this section, even if such severability would result in a situation where there would be less speech, whether by subjecting previously exempt signs to permitting or otherwise.
- C. **Severability of provisions pertaining to prohibited signs.** Without diminishing or limiting in any way the declaration of severability set forth above in Section 9.24(A), or elsewhere in this section, this Code, or any adopting ordinance, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this section or any other law is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this section

February 16, 2016. Draft V1.

that pertains to prohibited signs, including specifically those signs and sign-types prohibited and not allowed under Section 9.17 of this section. Furthermore, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of Section 9.17 is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of Section 9.17.

- D. **Severability of prohibition on off-site signs.** If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this section and/or any other Code provisions and/or laws as declared invalid or unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect the prohibition on off-site signs as contained in this section and Code.

Section 9.2523. Quick Reference Table.

Table 9.21 has been provided as a quick reference tool for interpreting the sign regulations for freestanding primary ~~identification~~ signs as provided in this Chapter. In the event of a conflict between the information on this table and the text of this Chapter, the text shall take precedence and the DSD may issue a policy determination.



Orange City Development Services Department

205 East Graves Avenue, Orange City, Florida 32763
www.OurOrangeCity.com Phone: 386-775-5415 Fax: 386-775-5420

Public Hearing: April 13, 2016 – Special Planning Commission

Report Date: April 4, 2016

Subject: Ordinance No. 558. An administrative text amendment to Chapter 2, updating sign definitions, Chapter 3 to allow variances to sign height, and replacing Chapter 9, sign regulations in its entirety, of the Land Development Code.

Applicant: Development Services Department

Staff: Becky Mendez, AICP, Development Services Director

SUMMARY OF REQUEST

The City Council adopted a revised sign code, Chapter 9, Land Development Code via Ordinance No. 518 in December 2014. Since that time, a content neutrality Supreme Court ruling occurred (*Reed v. Town of Gilbert*). Planning staff, along with the City Attorney, suggests revisions to the code to meet legal sufficiency.

Concurrently, and as with any major revision to the Land Development Code, periodic review and critique is necessary to ensure efficiency. Therefore, on December 17, 2015, City Council directed staff to conduct stakeholder meetings for public input on proposed amendments to the code. The goal is to streamline the code to increase user-friendliness, process efficiency and implementation, while maintaining quality design standards.

Staff engaged stakeholder comment at the Orange City Alliance meeting held on December 18, 2015 at the John Knox Village conference room. Orange City Alliance also hosted a stakeholder meeting on January 15, 2016 at the Oak Park conference room. All support materials and public comments from these public workshops are available on the City's website at <http://www.ourorangecity.com/departments/development-services/hot-topics/sign-code-update/>. Thereafter, staff met with representatives from the Orange City Merchant Association on January 25, 2016, to review their specific comments.

On March 2, 2016, the Planning Commission discussed the proposed changes to the Land Development Code. They requested that staff amend the draft to include standards for electronic message centers and temporary sandwich boards. Two members of the public were present at the public workshop and one spoke in favor of the amendment.

Since that time, the City Attorney's office provided additional content neutrality language. The draft Ordinance No. 558, includes Exhibit B, which replaces the existing sign code in its entirety. The underline and strikethrough text indicates changes since the March 2nd Planning Commission discussion. The adopted version of Ordinance No. 558, Exhibit B will not be in underline and strikethrough format.

In summary, in addition to the any content neutrality issue, the proposed revisions accomplish the following:

1. Eliminates duplicate, confusing or conflicting provisions.
2. Streamlines sign permit review process.
3. Deletes the Saxon/Enterprise sign district and increases copy area allowance for the Gateway sign district. No proposed revision to the Traditional Neighborhood sign district.
4. Relocates like provisions into one section.
5. Simplifies ground sign landscape requirements.
6. Allows changeable copy (electronic message boards) on all ground signs, but deletes the allowance for wall signs.
7. Deletes maximum copy area for wall signs and allows additional area for secondary signs.
8. Consolidated incidental ground and wall signs.
9. Revised window, vehicle and sandwich board sign standards.
10. Eliminated duplicate standards for temporary signs.
11. Simplified administrative waiver review requests.

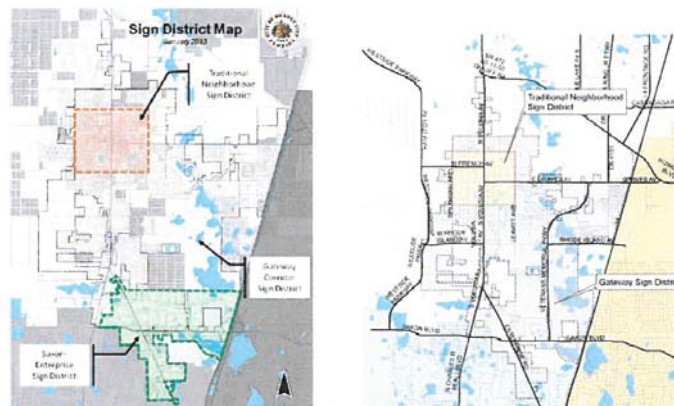


Figure 1: Existing Sign Districts Figure 2: Proposed Sign Districts

This proposed ordinance does not contemplate any change to the amortization schedule for nonconforming signs. The purpose of these proposed revisions is to meet legal sufficiency requirements for content neutrality and to streamline the sign review process and standards for new ground and wall signs in Orange City.

Staff recommendation: Find the amendment consistent with the comprehensive plan and forward Ordinance No. 558 to City Council for approval at first reading tentatively scheduled for April 26, 2016.

ATTACHMENTS

Draft Ordinance No. 558

Underline/strikethrough version as discussed on March 2, 2016



Orange City Development Services Department
205 East Graves Avenue, Orange City, Florida 32763-5213
Phone 386 775-5415 • Fax 386 775-5420

DATE: May 4, 2016
TO: Dick Darling, Orange City Merchant Association President
FROM: Becky Mendez, Development Services Director
SUBJECT: Sign code comments

Thank you for the consolidated comments regarding the proposed revisions to the City's sign code. We briefly reviewed those comments with you on March 28, 2016, but I wanted to provide follow-up information in advance of the Planning Commission meeting scheduled for this evening. Below is a written response to each of the code sections in question:

Walkability. Section 9.1.C and E. The purpose statement of the sign code recognizes pedestrian movements and walkability of a community. Staff notes the OCMA issue, but does not recommend changes at this time.

Building permit cost. Section 9.2.2. \$7.50 per thousand total valuation, \$75 minimum. Sign panel replacement review is \$25 per panel. Annual sign renewal for signs up to 32 sq.ft. is \$30 and larger is \$50. Please note that the revised code reduces the permit review process time by eliminating one duplicate step.

Annual Sign Renewal. Section 9.2.3. Staff will forward the request to delete the annual sign renewal program to Planning Commission.

Prohibited signs. Section 9.4.

- A.1. Staff disagrees with removing the word STOP from this section.
- A. The revised code deletes the words "human signs" from the prohibited sign list.
- B and E. The revised code allows electronic message center signs on monument signs not to exceed 20% of the copy area with other conditions as referenced in section 9.7.4.E.
- J. The revised code expands the use of sandwich boards. See section 9.12.3.C.
- N. Staff disagrees with allowing signs as a principal use.
- P. The revised code does allow roof signs in certain circumstances. See section 9.18.1.C. However, staff agrees that this section could be clearer.
- Q. Billboards remain prohibited, as they are both off-site advertising and pole signs.
- W. Signs painted on street furniture remain prohibited. These items are typically located in right-of-way, which is regulated by local or state jurisdictions and shall remain clear of commercial messages.
- X. Staff revised the vehicle sign section significantly.

AA. The code exempts window signs with less than 15% coverage. OCMA requests an increase to allow 40% window coverage. Staff agrees to a compromise of 25% window coverage based on adjacent jurisdiction regulations.

Landscaping. Section 9.7.4.C. The revised code simplifies and reduces the landscaping requirements. Staff notes OCMA request to eliminate landscape requirements for ground signs installed in impervious areas, but does not recommend any changes at this time.

Pillar signs. Section 9.7.5.A. A pillar sign is a type of monument sign. To be clear, pole signs are prohibited.

Window sign illumination. Section 9.11.1. Staff disagrees with allowing illuminated window signs.

Vehicle signs. Section 9.11.2. The proposed sign code substantially reduces the amount of regulation for vehicle signs. It ensures that vehicles used as additional signage does not occur, at the same time recognizing that vehicles with commercial messages used in the day-to-day operation of a business are allowed.

Maintenance. Section 9.14. Staff agrees to recommend clarification wording to this section.

Unpermitted signs. Section 9.15. Staff disagrees with revising any portion of this section.

Nonconforming signs. Section 9.17. Staff disagrees with revising any portion of this section, except for subsection 9.17.5.C., loss of legal nonconforming status, as this is impacted by content neutrality ruling and would be difficult to enforce. Staff recommends striking the subsection C.



Chapter 9 Signs

Section 9.1. Purpose.

C. Walking Comm?

E. Walking Comm?

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Section 9.2. Applicability

9.2.2 Cost?

9.2.3. Revise/delete

Section 9.4. Prohibited Signs

9.4.1. (A) (1) Remove "Stop"

9.4.1. (A) (3) (A) Revise

9.4.1. (A) (3) (B) What section?

9.4.1. (A) (3) (E) Revise

9.4.1. (A) (3) (J) What section?

9.4.1. (A) (3) (N) Revise

9.4.1. (A) (3) (P) Revise

9.4.1. (A) (3) (Q) Explain

9.4.1. (A) (3) (W) Explain

9.4.1. (A) (3) (X) Revise

9.4.1. (A) (3) (AA) Revise to 40%

9.7.4. (C) Special Exception Impervious Ground?



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- 9.7.4. (C) Water?
- 9.7.5. (A) Pole?
- 9.11.1 (A) Remove
- 9.11.2 Explain
- 9.11.2 (B) Explain
- 9.11.2. (C) Explain
- 9.14. (A) Revise
- 9.14. (C) Revise
- 9.14. (E) Revise
- 9.14. (F) Revise
- 9.15. Revise
- 9.17. Revise
- 9.17. (C) Revise

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