



# City of North Port

## ORDINANCE NO. 2024-14

1           **AN ORDINANCE OF THE CITY OF NORTH PORT, FLORIDA, REPEALING CHAPTER 29 OF**  
 2           **THE UNIFIED LAND DEVELOPMENT CODE RELATING TO “SIGN REGULATIONS” AND**  
 3           **CREATING A NEW CHAPTER 5 “SIGNS”; PROVIDING FOR FINDINGS; PROVIDING FOR**  
 4           **CONFLICTS; PROVIDING FOR SEVERABILITY; PROVIDING FOR CODIFICATION; AND**  
 5           **PROVIDING AN EFFECTIVE DATE.**  
 6

7           **WHEREAS**, Article VIII of the State Constitution and Florida Statutes Chapter 166 provide that  
 8           municipalities shall have the governmental, corporate, and proprietary powers to enable them to conduct  
 9           municipal government, perform municipal functions, and render municipal services, and may exercise any  
 10          power for municipal purposes, except when expressly prohibited by law; and  
 11

12          **WHEREAS**, the City Commission for the City of North Port, Florida (the “City”) finds and determines that  
 13          the City’s land development regulations are required to regulate signs as provided by Florida Statutes  
 14          Section 163.3202(2)(f); and  
 15

16          **WHEREAS**, while the City already regulates signs in Chapter 29 of its Unified Land Development Code  
 17          (“ULDC”), as part of its comprehensive rewrite and update of the ULDC, it seeks to comprehensively repeal  
 18          and adopt a new set of sign regulations as Chapter 5 of the new ULDC; and  
 19

20          **WHEREAS**, the City Commission does not wish to censor speech, but rather to provide for the public  
 21          welfare by regulating signage in the City in a manner that enhances the aesthetics of the community,  
 22          reduces visual pollution, provides clear information and minimizes distractions to drivers in the interests  
 23          of traffic safety; and  
 24

25          **WHEREAS**, the City Commission desires to modify and update its regulation of signs in order to respond  
 26          to recent caselaw including *Reed v. Town of Gilbert*, 576 U.S. 155, 135 S. Ct. 2218, 192 L. Ed. 2d 236 (2015)  
 27          (“*Reed*”) and *City of Austin, Tex. v. Reagan Nat’l Advert. of Austin, LLC*, 142 S. Ct. 1464 (2022) (“*Austin*”);  
 28          and  
 29

30          **WHEREAS**, the City finds and determines that the purpose and intent provisions of its signage regulations  
 31          should be detailed so as to further describe the beneficial aesthetic, traffic safety, and other effects of the  
 32          City’s sign regulations, and to reaffirm that the sign regulations are concerned with the secondary effects  
 33          of speech and are not designed to censor speech or regulate the viewpoint of the speaker; and  
 34

35 **WHEREAS**, various signs that serve as signage for particular land uses are based upon content-neutral  
36 criteria in recognition of the functions served by those land uses, but not based upon any intent to favor  
37 any particular viewpoint or control the subject matter of public discourse; and  
38

39 **WHEREAS**, the City finds and determines that the sign regulations adopted hereby allow and leave open  
40 adequate alternative means of communications, such as newspaper advertising, internet advertising and  
41 communications, advertising in shoppers and pamphlets, advertising in telephone books, advertising on  
42 cable television, advertising on UHF and/or VHF television, advertising on AM and/or FM radio, advertising  
43 on satellite radio, advertising on internet radio, advertising via direct mail, and other avenues of  
44 communication available in the City [see *State v. J & J Painting*, 167 N.J. Super. 384, 400 A.2d 1204, 1205  
45 (Super. Ct. App. Div. 1979); *Board of Trustees of State Univ. of New York v. Fox*, 492 U.S. 469, 477 (1989);  
46 *Green v. City of Raleigh*, 523 F.3d 293, 305-306 (4th Cir. 2007); *Naser Jewelers v. City of Concord*,  
47 513 F.3d 27 (1st Cir. 2008); *Sullivan v. City of Augusta*, 511 F.3d 16, 43-44 (1st Cir. 2007); *La Tour v. City of*  
48 *Fayetteville*, 442 F.3d 1094, 1097 (8th Cir. 2006)]; and  
49

50 **WHEREAS**, in *Reed*, the United States Supreme Court, in an opinion authored by Justice Thomas, and  
51 joined in by Chief Justice Roberts and Justices Scalia, Alito, Kennedy and Sotomayor, addressed the  
52 constitutionality of a local sign ordinance that had different criteria for different types of temporary  
53 noncommercial signs; and  
54

55 **WHEREAS**, in *Reed*, Justice Alito in a concurring opinion joined in by Justices Kennedy and Sotomayor  
56 pointed out that municipalities still have the power to enact and enforce reasonable sign regulations; and  
57

58 **WHEREAS**, Justice Alito further noted that in addition to regulating signs put up by private actors,  
59 government entities may also erect their own signs consistent with the principles that allow governmental  
60 speech [see *Pleasant Grove City v. Summum*, 555 U.S. 460, 467-469 (2009)], and that government entities  
61 may put up all manner of signs to promote safety, as well as directional signs and signs pointing out  
62 historic sites and scenic spots; and  
63

64 **WHEREAS**, Justice Alito noted that the *Reed* decision, properly understood, will not prevent cities from  
65 regulating signs in a way that fully protects public safety and serves legitimate aesthetic objectives,  
66 including rules that distinguish between on-premises and off-premises signs; and  
67

68 **WHEREAS**, under established Supreme Court precedent and Eleventh Circuit precedent, commercial  
69 speech may be subject to greater restrictions than noncommercial speech and that doctrine is true for  
70 both temporary signs as well as for permanent signs; and  
71

72 **WHEREAS**, all of these findings pursuant to *Reed* and other prior caselaw have been reaffirmed and  
73 further reinforced by the *Austin* decision; and  
74

75 **WHEREAS**, the City finds and determines that a traffic control device, as defined herein, should be exempt  
76 from regulation under the City's regulations for signage; and  
77

78 **WHEREAS**, the City finds and determines that the regulation of signs within the City strongly contributes  
79 to the development and maintenance of a pleasing, visually attractive environment, and that these sign  
80 regulations are prepared with the intent of enhancing the environment and promoting the continued  
81 well-being of the City; and

82 **WHEREAS**, the City finds and determines that the regulation of signage for purposes of aesthetics has long  
83 been recognized as advancing the public welfare; and

84  
85 **WHEREAS**, the City finds and determines that, as far back as 1954, the United States Supreme Court  
86 recognized that "the concept of the public welfare is broad and inclusive," that the values it represents  
87 are "spiritual as well as physical, aesthetic as well as monetary," and that it is within the power of the  
88 legislature "to determine that the community should be beautiful as well as healthy, spacious as well as  
89 clean, well balanced as well as carefully patrolled" [in *Berman v. Parker*, 348 U.S. 26, 33 (1954)]; and

90  
91 **WHEREAS**, the City finds and determines that aesthetics is a valid basis for zoning, and that the regulation  
92 of the size and appearance of signs and the prohibition of certain types of signs can be based upon  
93 aesthetic grounds alone as promoting the general welfare [see *Merritt v. Peters*, 65 So. 2d 861 (Fla. 1953);  
94 *Dade County v. Gould*, 99 So. 2d 236 (Fla. 1957); *E.B. Elliott Advertising Co. v. Metropolitan Dade County*,  
95 425 F.2d 1141 (5th Cir. 1970), *cert. dismissed*, 400 U.S. 878 (1970)]; and

96  
97 **WHEREAS**, the City finds and determines that these sign regulations further the character and ambiance  
98 of the City, and reflect its commitment to maintaining and improving an attractive environment; and

99  
100 **WHEREAS**, the City finds and determines that the beauty of the City's natural and built environment has  
101 provided the foundation for the economic base of the City's development, and that the City's sign  
102 regulations help create an attractive residential community for its residents; and

103  
104 **WHEREAS**, the City finds and determines that the goals, objectives, and policies of its plans over the years  
105 demonstrate a strong, long-term commitment to maintaining and improving the City's attractive and  
106 visual environment; and

107  
108 **WHEREAS**, the City finds and determines that, from a planning perspective, one of the most important  
109 community goals is to define and protect aesthetic resources and community character; and

110  
111 **WHEREAS**, the City finds and determines that the purpose of the regulation of signs as set forth in this  
112 Ordinance is to promote the public health, safety, and general welfare through a comprehensive system  
113 of reasonable, consistent, and nondiscriminatory sign standards and requirements; and

114  
115 **WHEREAS**, the City finds and determines that the sign regulations in this ordinance are intended to lessen  
116 hazardous situations, confusion and visual clutter caused by proliferation, improper placement,  
117 illumination, animation and excessive height, area and bulk of signs which compete for the attention of  
118 pedestrian and vehicular traffic; and

119  
120 **WHEREAS**, the City finds and determines that these sign regulations are intended to protect the public  
121 from the dangers of unsafe signs; and

122  
123 **WHEREAS**, the City finds and determines that these sign regulations are intended to permit signs that are  
124 compatible with their surroundings and aid orientation, and to preclude placement of signs in a manner  
125 that conceals or obstructs adjacent land uses or signs; and

126  
127 **WHEREAS**, the City finds and determines that these sign regulations are intended to regulate signs in a  
128 manner so as to not interfere with, obstruct vision of or distract motorists, bicyclists or pedestrians; and

129 **WHEREAS**, the City finds and determines that these sign regulations are intended to require signs to be  
130 constructed, installed and maintained in a safe and satisfactory manner; and  
131

132 **WHEREAS**, the City finds and determines that in meeting the purposes and goals established in these  
133 findings, it is appropriate to prohibit or to continue to prohibit certain sign types; and  
134

135 **WHEREAS**, the City finds and determines that the prohibition of the construction of billboards and certain  
136 other sign types, as well as the establishment and continuation of height, size and other standards for  
137 on-premise signs, is consistent with the policy set forth in the Florida Constitution that it shall be the policy  
138 of the state to conserve and protect its scenic beauty; and  
139

140 **WHEREAS**, the City finds that local governments may separately classify off-premises and on-premises  
141 advertising signs in taking steps to minimize visual pollution [*see City of Lake Wales v. Lamar Advertising*  
142 *Association of Lakeland Fla.*, 414 So. 2d 1030, 1032 (Fla. 1982) and *City of Austin, Tex. v. Reagan Nat'l*  
143 *Advert. of Austin, LLC*, 142 S. Ct. 1464 (2022)]; and  
144

145 **WHEREAS**, the City finds and determines that a prohibition on the erection of off-premises outdoor  
146 advertising signs will reduce the number of driver distractions and the number of aesthetic eyesores along  
147 the roadways of the City [*see, e.g., E. B. Elliott Adv. Co. v. Metropolitan Dade County*, 425 F.2d 1141, 1154  
148 (5th Cir. 1970), *cert. denied*, 400 U.S. 878 (1970)]; and  
149

150 **WHEREAS**, the City finds and determines that in order to preserve, protect and promote the safety and  
151 general welfare of the residents of the City, it is necessary to regulate off-premises advertising signs, so  
152 as to prohibit the construction of off-premises signs and billboards in all zoning districts, and to provide  
153 that the foregoing provisions shall be severable; and  
154

155 **WHEREAS**, the City finds and determines that anything beside the road which tends to distract the driver  
156 of a motor vehicle directly affects traffic safety, and that signs, which divert the attention of the driver  
157 and occupants of motor vehicles from the highway to objects away from it, may reasonably be found to  
158 increase the danger of accidents, and agrees with the courts that have reached the same determination  
159 [*see In re Opinion of the Justices*, 103 N.H. 268, 169 A.2d 762 (1961); *Newman Signs, Inc. v. Hjelle*,  
160 268 N.W.2d 741 (N.D. 1978)]; and  
161

162 **WHEREAS**, the City finds and determines that the City has allowed noncommercial speech to appear  
163 wherever commercial speech appears; and the City desires to continue that practice through the specific  
164 inclusion of a substitution clause that expressly allows noncommercial messages to be substituted for  
165 commercial messages (and noncommercial messages to be substituted for each other); and  
166

167 **WHEREAS**, the City finds and determines that, by confirming in this ordinance that noncommercial  
168 messages are allowed wherever commercial messages are permitted, the City will continue to overcome  
169 any constitutional objection that its ordinance impermissibly favors commercial speech over  
170 noncommercial speech [*see Outdoor Systems, Inc. v. City of Lenexa*, 67 F. Supp. 2d 1231, 1236-1237  
171 (D. Kan. 1999)]; and  
172

173 **WHEREAS**, the City finds and determines that under Florida law, whenever a portion of a statute or  
174 ordinance is declared unconstitutional, the remainder of the act will be permitted to stand,  
175 provided: (1) the unconstitutional provisions can be separated from the remaining valid  
176 provisions; (2) the legislative purpose expressed in the valid provisions can be accomplished

177 independently of those which are void; (3) the good and the bad features are not so inseparable in  
178 substance that it can be said that the legislative body would have passed the one without the other;  
179 and (4) an act complete in itself remains after the valid provisions are stricken [*see, e.g., Waldrup v.*  
180 *Dugger*, 562 So. 2d 687 (Fla. 1990)]; and

181  
182 **WHEREAS**, the City finds and determines that there have been several judicial decisions where courts  
183 have not given full effect to severability clauses that applied to sign regulations and where the courts have  
184 expressed uncertainty over whether the legislative body intended that severability would apply to certain  
185 factual situations despite the presumption that would ordinarily flow from the presence of a severability  
186 clause; and

187  
188 **WHEREAS**, the City finds and determines that the City has consistently adopted and enacted severability  
189 provisions in connection with its ordinance provisions, and that the City wishes to ensure that severability  
190 provisions apply to its regulations, including its sign regulations; and

191  
192 **WHEREAS**, the City finds and determines that the Code's severability clauses were adopted with the intent  
193 of upholding and sustaining as much of the City's regulations, including its sign regulations, as possible in  
194 the event that any portion thereof (including any section, sentence, clause or phrase) be held invalid or  
195 unconstitutional by any court of competent jurisdiction; and

196  
197 **WHEREAS**, the City finds and determines that there must be an ample record of its intention that the  
198 presence of a severability clause in connection with the City's sign regulations be applied to the maximum  
199 extent possible, even if less speech would result from a determination that any provision is invalid or  
200 unconstitutional for any reason whatsoever; and

201  
202 **WHEREAS**, the City finds and determines that there must be an ample record that it intends that the  
203 height and size limitations on free-standing, ground, wall, and other signs continue in effect regardless of  
204 the invalidity or unconstitutionality of any, or even all other, provisions of the City's sign regulations, other  
205 code provisions, or other laws, for any reason(s) whatsoever; and

206  
207 **WHEREAS**, the City finds and determines that there must be an ample record that it intends that each  
208 prohibited sign type continue in effect regardless of the invalidity or unconstitutionality of any, or even  
209 all, other provisions of the City's sign regulations, other code provisions, or other laws, for any reason(s)  
210 whatsoever; and

211  
212 **WHEREAS**, the City Commission makes the detailed findings set forth in the Section 5.1.1. of the codified  
213 language presented in Section 3 of this ordinance as to the purpose, scope and intent of the City's sign  
214 regulations, and the substantial and compelling governmental interests that are advanced by these  
215 regulations; and

216  
217 **WHEREAS**, the City Commission finds and determines that this ordinance is consistent with all applicable  
218 policies of the City's adopted North Port Comprehensive Plan; and

219  
220 **WHEREAS**, the City Commission reiterates its desire that there be an ample and unequivocal record of its  
221 intention that the severability clauses it has adopted related to its sign regulations shall be applied to the  
222 maximum extent possible, even if less speech would result from a determination that any exceptions,  
223 limitations, variances, or other sign provisions are invalid or unconstitutional for any reason whatsoever;  
224 and

225 **WHEREAS**, the Planning and Zoning Advisory Board, designated as the local planning agency, held a properly  
226 noticed public hearing on July 18, 2024, to receive public comment on the subject matter of this ordinance  
227 and to make its recommendation to the City Commission; and  
228

229 **WHEREAS**, the City Commission of the City of North Port, Florida held properly noticed public hearings at first  
230 and second reading of this ordinance to review the recommendations of the Planning and Zoning Advisory  
231 Board and to receive public comment on the subject matter of this ordinance; and  
232

233 **WHEREAS**, the City Commission finds that its action serves the public health, safety, and welfare of the  
234 citizens of the City of North Port, Florida.  
235

236 **NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF NORTH PORT, FLORIDA:**  
237

238 **SECTION 1 – FINDINGS**  
239

- 240 1.01 The above recitals are true and correct and are incorporated in this ordinance by reference.  
241  
242 1.02 Pursuant to Florida Statutes Section 166.041(4)(c), a business impact estimate was not required  
243 because this ordinance is enacted to implement Part II of Florida Statutes Chapter 163, relating  
244 to growth policy, county and municipal planning, and land development regulation, including  
245 zoning, development orders, development agreements, and development permits.  
246  
247 1.03 The City Commission finds the regulations in this ordinance to be consistent with the North Port  
248 Comprehensive Plan.  
249  
250 1.04 The City Commission finds that, pursuant to Section 14 of Chapter 2023-304, Laws of Florida, this  
251 amendment to the land development regulations is not more restrictive or burdensome than  
252 current regulations.  
253

254 **SECTION 2 – REPEAL**  
255

- 256 2.01 Chapter 29 entitled “Sign Regulations,” of the Unified Land Development Code is repealed in its  
257 entirety.  
258

259 **SECTION 3 – ADOPTION**  
260

- 261 3.01 Chapter 5 of the Unified Land Development Code is created to read as follows:  
262

263 **“CHAPTER 5 – SIGNS**

264 **ARTICLE I. – ADMINISTRATION AND ENFORCEMENT**

265 **Section 5.1.1. In General**

266 A. **Intent.**

267 To preserve and promote the City as a desirable community in which to live, visit, work,  
268 play, and do business, a pleasing, visually attractive, and safe environment is of foremost  
269 importance. The regulation of signs within the City is a highly contributive means to achieve

270 this desired end. The regulation of signs within the City is necessary and of the public  
 271 interest. These regulations have been prepared to enhance the City's visual environment  
 272 and promote its continued well-being. This Section creates the legal framework for signage  
 273 regulation that is intended to:

- 274 (1). Encourage the effective use of signs as a means of communication in the City;
- 275 (2). Provide adequate business identification, advertising, and communication;
- 276 (3). Provide for the safety and welfare of the public;
- 277 (4). Ensure all modes of pedestrian safety and traffic safety;
- 278 (5). Maintain and enhance the scenic beauty of the aesthetic environment and the City's  
 279 ability to attract sources of economic development and growth;
- 280 (6). Maintain the residential character of neighborhoods in residential land use districts;
- 281 (7). Encourage and allow signs that are appropriate to the zoning district in which they are  
 282 located and consistent with the land uses, activities, and functions to which they  
 283 pertain;
- 284 (8). Protect property values by precluding, to the maximum extent possible, signs that  
 285 create a nuisance to the occupancy or use of other properties as a result of their size,  
 286 height, illumination, brightness, or movement;
- 287 (9). Establish dimensional limits and placement criteria for signs that are legible and  
 288 proportional to the size of the parcel and structure on which the sign is to be placed,  
 289 or to which it pertains;
- 290 (10). Preclude signs from conflicting with the principal use of the parcel and adjoining  
 291 parcels;
- 292 (11). Permit, regulate and encourage the use of signs with a scale, graphic character, and  
 293 type of lighting compatible with buildings and uses in the area, so as to support and  
 294 complement the goals, objectives and policies set forth in the City's Comprehensive  
 295 Plan;
- 296 (12). Be a permissive code. Any sign not specifically permitted or otherwise provided for is  
 297 not permitted.

298 **B. Purpose.**

299 It is the purpose of this Chapter to promote public health, safety, and general welfare  
 300 through reasonable, consistent, and non-discriminatory sign standards. The sign  
 301 regulations are designed to serve substantial and compelling governmental interests,  
 302 including traffic safety and warning signs of threats to bodily injury or death. This Chapter  
 303 is not intended to apply to objects that are not traditionally considered signs for the  
 304 purpose of government regulation. Further, it continues to be the purpose of this Chapter  
 305 to promote optimum conditions for serving sign owners' needs and respecting their rights  
 306 to identification while balancing the aesthetic and safety interests of the community.

- 307 (1). Florida Constitution. Article II, Section 7 of the Florida Constitution provides that “[i]t  
 308 shall be the policy of the state to conserve and protect its natural resources and scenic  
 309 beauty. . . .” A beautiful environment preserves and enhances the desirability of the  
 310 City as a place to live and to do business. Implementing the Florida Constitution is a  
 311 compelling governmental interest.
- 312 (2). Florida Statutes. Florida law require cities to adopt comprehensive plans and  
 313 implement them through land development regulations (also known as zoning  
 314 regulations) and approval of development orders that are consistent with the  
 315 comprehensive plan. See Part II of Chapter 163, Florida Statutes. Florida law  
 316 specifically requires that the City adopt sign regulations. See Section 163.3202(2)(f),  
 317 Florida Statutes. Complying with state law is a compelling governmental interest.
- 318 (3). City Comprehensive Plan. The City is a diverse community with a wide range of land  
 319 uses. Some areas are suburban in character, while the western edges of the City have  
 320 been developed with a more urban character and contain regionally significant  
 321 commercial and institutional uses. Several goals, objectives and policies of the City’s  
 322 comprehensive plan require the City to maintain its scenic beauty and traffic safety  
 323 through its land development regulations and actions. The Future Land Use and  
 324 Transportation Elements of the City’s Comprehensive Plan calls for sign regulation  
 325 and prioritizes aesthetics and traffic safety as follows:
- 326 a. Future Land Use Goal 1 – Implement a land use and development framework that  
 327 will: Promote diversified economic development; Discourage the expansion of  
 328 low-density, single-use development; Recognize the value of natural resources;  
 329 and Respect private property rights.
- 330 b. Future Land Use Policy Objective 1.8 – Adopt and enforce land development  
 331 regulations to implement this Comprehensive Plan that are consistent with  
 332 Section 163.3202.
- 333 c. Future Land Use Policy 1.8.1 – Enforce creative, innovative land development  
 334 regulations which contain specific provisions to implement the adopted  
 335 Comprehensive Plan. Improvements to the land development regulation process  
 336 shall focus on efficiency and effectiveness through a streamlining of procedures.  
 337 “Land development regulations shall, at a minimum: . . .
- 338 vii. Ensure safe and convenient onsite traffic flow and vehicle parking needs.
- 339 viii. Regulate signage to provide for an attractive community and safe pedestrian  
 340 and transportation conditions. . . .
- 341 x. Ensure safe and convenient onsite traffic flow, considering needed vehicle  
 342 parking.”
- 343 d. Transportation Goal 1 – Develop an effective multi-modal transportation system  
 344 which optimizes safety, convenience, cost, and pollution reduction practices by



345 establishing internal and external transportation linkages between residential  
346 neighborhoods and activity centers.

347 e. Transportation Objective 2 – Continue to improve safety conditions on the City's  
348 existing roadway system by adopting land development regulations to limit the  
349 proliferation of signage that may distract the attention of motorists, obstruct the  
350 vision of motorists, pedestrians and bicyclists, and otherwise interfere with traffic  
351 safety, and through completion of the transportation improvements identified in  
352 the Capital Improvements Element.

353 Implementing the City Comprehensive Plan is a compelling governmental interest.

354 (4). Caselaw. In accordance with the U.S. Supreme Court's cases on sign regulation, the  
355 regulations in this Chapter are not intended to regulate or censor speech based on its  
356 content or viewpoint, but rather to regulate the secondary effects of speech that may  
357 adversely affect the City's substantial and compelling governmental interests in  
358 preserving scenic beauty and community aesthetics, and in vehicular and pedestrian  
359 safety in conformance with the First Amendment. These cases and their holdings  
360 include, but are not limited to:

361 a. *Reed v. Town of Gilbert*, 576 U.S. 576, U.S.155, 135 S. Ct. 2218, 192 L. Ed. 2d 236  
362 (2015) on the topic on noncommercial temporary signs;

363 b. *Metromedia, Inc. v. City of San Diego*, 453 U.S. 490 (1981) on the topic of commercial  
364 signs and off-premise signs;

365 c. *City of Ladue v. Gilleo*, 512 U.S. 43 (1994) on the topic of political protest signs in  
366 residential areas;

367 d. *Linmark Assocs., Inc. v. Township of Willingboro*, 431 U.S. 85 (1977) on the topic of  
368 real estate signs in residential areas;

369 e. *Burson v. Freeman*, 504 U.S. 191 (1992) on the topic of election signs near polling  
370 places;

371 f. *Central Hudson Gas & Electric Corp. v. Public Service Commission*, 447 U.S. 557 (1980)  
372 on the topic of commercial speech; and

373 g. *City Council v. Taxpayers for Vincent*, 466 U.S. 789 (1984) on the topic of signs on  
374 public property.

375 h. *City of Austin, Texas v. Reagan Nat'l Advert. of Austin, LLC*, 142 S. Ct. 1464 (2022) on  
376 the topic of off-premises sign regulation.

377 i. *Shurtleff v. City of Boston, Massachusetts*, 142 S. Ct. 1583, 1584 (2022) on the topic  
378 of commercial flags and government speech.

379 (5). Impact of sign clutter. Excessive signage and sign clutter impair the legibility of the  
380 environment, and undermines the effectiveness of governmental signs, traffic control

381 devices and other required signs (such as address, directional, directory, and  
 382 identification signs) that are essential to identifying locations for the delivery of  
 383 emergency services and other compelling governmental purposes. The intent of these  
 384 sign regulations is to enhance the visual environment of the City, ensure that City  
 385 residents, visitors and emergency responders can safely navigate through the City to  
 386 their intended destinations, and promote the continued well-being of the City. It is  
 387 therefore the purpose of this Chapter to promote aesthetics and the public health,  
 388 safety, and general welfare, and assure the adequate provision of light and air within  
 389 the City through reasonable, consistent and nondiscriminatory standards for the  
 390 posting, displaying, erection, use, and maintenance of signs and sign structures that  
 391 are no more restrictive than necessary to achieve these governmental interests.

392 **C. General Requirements.**

393 Signage shall advertise only those products or services offered or carried on at the premises  
 394 where the sign is located, except as specifically provided for herein. The use of signs visible  
 395 from public rights-of-way shall be permitted, provided required permits are obtained and  
 396 provided the signs are:

- 397 (1). Compatible with their surroundings, of proper design and consistent with all  
 398 applicable comprehensive plan and ULDC requirements;
- 399 (2). Designed to meet the sign user's needs while at the same time promoting the quality  
 400 environment desired by the general public;
- 401 (3). Designed, constructed, installed, and maintained in such a manner that they do not  
 402 endanger public safety or traffic safety;
- 403 (4). Legible, readable, and visible in the circumstances in which they are used;
- 404 (5). Respectful of the reasonable rights of other advertisers whose messages are  
 405 displayed;
- 406 (6). Constructed without the following characteristics and/or functions:
  - 407 a. Pose a danger or interfere with the peace, health, safety, or welfare of the public.
  - 408 b. Cause an obstruction to free use of public streets or sidewalks.
  - 409 c. Obstruct windows used for fire egress or fire escapes.
  - 410 d. Obscene or indecent in design, display, statement, character, or illustration.
  - 411 e. Designed or located in any manner or any color combination so as to be confused  
 412 with any authorized traffic signal, sign, or device.

413 **D. Applicability.**

- 414 (1). Any non-government sign moved, constructed, installed, or altered shall conform to  
 415 the provisions and conditions of this Chapter. Government signs, as defined herein,  
 416 shall not be subject to these regulations. The provisions in the Chapter are intended

417 to complement, not supersede all other regulations and requirements applicable to  
418 signs, including Building and Electrical Codes, adopted by the City. Where there may  
419 be any inconsistency between this Chapter and any other regulation or requirement,  
420 the more restrictive provision shall apply.

421 (2). To the extent any property owner informs the City in writing that a particular  
422 amendment enacted herein imposes a more restrictive or burdensome regulation of  
423 signage, that amendment shall be effective in accordance with SB 250/HB 1C adopted  
424 and codified in Chapters 2023-304 and 2023-349 Laws of Florida, as may be amended,  
425 expired, or repealed and the sign regulations effective on September 27, 2022, shall  
426 control.

427 **E. Severability.**

428 (1). The sections, paragraphs, sentences, clauses and phrases of this Chapter are  
429 severable, and if any phrase, clause, sentence, paragraph or section of this Article shall  
430 be declared unconstitutional or void or unenforceable by the valid judgment or decree  
431 of a court of competent jurisdiction, such unconstitutionality or invalidity shall not  
432 affect any of the remaining phrases, clauses, sentences, paragraphs and sections of  
433 this Chapter.

434 (2). This subsection shall not be interpreted to limit the effect of subsection (1). above, or  
435 any other applicable severability provision in this ULDC or any adopting ordinance.  
436 The city commission specifically intends that severability shall be applied to sign  
437 regulations even if the result would be to allow less speech in the city, whether by  
438 subjecting currently exempt signs to permitting or by some other means.

439 (3). This subsection shall not be interpreted to limit the effect of subsections (1). or (2).  
440 above, or any other applicable severability provision in this ULDC or any adopting  
441 ordinance. The city commission specifically intends that severability shall be applied  
442 to prohibited signs so that each of the prohibited sign types listed in [Section 5.1.8.](#)  
443 shall continue to be prohibited irrespective of whether another or any sign prohibition  
444 is declared unconstitutional or invalid.

445 (4). This subsection shall not be interpreted to limit the effect of subsections (1)., (2)., or  
446 (3). above, or any other applicable severability provision in this ULDC or any adopting  
447 ordinance. The city commission specifically intends that severability shall be applied  
448 to [Section 5.1.8.](#) of the sign regulations so that if all or any of such provisions are  
449 declared unconstitutional or invalid by the final and valid judgment of any court of  
450 competent jurisdiction, the city commission intends that such declaration shall not  
451 affect any other prohibition on off-premises signs in the aforesaid sections.

452 **Section 5.1.2. Sign Content**

453 **A. Substitution of Non-Commercial Speech.**

454 It is not the intent of this Chapter to afford greater protection to commercial speech than  
 455 to noncommercial speech. Any sign, display or device allowed under this Chapter may  
 456 contain, in lieu of any other copy, any otherwise lawful noncommercial message that  
 457 complies with all other requirements of this Chapter. The noncommercial message may  
 458 occupy the entire sign area or any portion thereof and may substitute for or be combined  
 459 with the commercial message. The sign message may be changed from commercial to  
 460 noncommercial, or from one noncommercial message to another, as frequently as desired  
 461 by the sign's owner, provided that the sign is not prohibited, and the sign continues to  
 462 comply with the sign standards and other applicable requirements in this Chapter.

463 **B. Content Neutrality as to Sign Message.**

464 Regardless of any provision in this Chapter to the contrary, no sign shall be subject to any  
 465 limitation based upon the content of the message contained on such sign or displayed on  
 466 such sign structure.

467 **Section 5.1.3. Definitions**

468 Abandoned Sign: A sign which has not identified or advertised a current business, service, owner,  
 469 product, or activity for a period of at least 180 days.

470  
 471 Address Sign: A sign that designates the street number and/or street name for identification  
 472 purposes, as designated by the United States Postal Service.

473  
 474 Animated Sign: A sign depicting action, motion, or light or color changes through electrical or  
 475 mechanical means.

476  
 477 Awning: A cloth, plastic, or other nonstructural covering that projects from a wall for the purpose  
 478 of shielding a doorway or window. An awning is either permanently attached to a building or can  
 479 be raised or retracted to a position against the building when not in use.

480  
 481 Awning Sign: Any sign painted on, or applied to, an awning.

482  
 483 Balloon Sign: A lighter-than-air, gas-filled balloon, tethered in a fixed location, which may or may  
 484 not contain an advertisement message on its surface or attached to the balloon in any manner.

485  
 486 Banner: Any cloth, bunting, plastic, paper, or similar non-rigid material attached to any structure,  
 487 staff, pole, rope, wire, or framing which is anchored on two or more edges or at all four corners.  
 488 Banners are temporary in nature and do not include flags.

489  
 490 Beacon Lighting: Any source of electric light, whether portable or fixed, the primary purpose of  
 491 which is to cast a concentrated beam of light generally skyward as a means of attracting attention  
 492 to its location rather than to illuminate any particular sign, structure, or other object.

493  
 494 Billboard: See Off-premises sign.

495

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

498  
499 Canopy: A structure other than an awning made of fabric, metal, or other material that is  
500 supported by columns or posts affixed to the ground and may also be connected to a building.

501  
502 Canopy Sign: Any sign that is part of, or attached to, a canopy.

503  
504 Changeable Copy Sign: A sign or portion thereof on which the copy or symbols change either  
505 automatically through electrical or electronic means, or manually through placement of letters  
506 or symbols on a panel mounted in or on a track system. The two types of changeable-copy signs  
507 are manual changeable copy signs and electronic changeable copy signs, which include: message  
508 center signs, digital displays, and Tri-Vision Boards.

509  
510 Changeable Copy Sign, Electronic: Message center signs, digital displays, and Tri-Vision Boards

511  
512 Changeable Copy Sign, Manual: A sign or portion thereof on which the copy or symbols are  
513 changed manually through placement or drawing of letters or symbols on a sign face.

514  
515 Channel Letter Sign: A sign consisting of fabricated or formed three-dimensional letters,  
516 individually applied to a wall, which may accommodate a light source.

517  
518 Clearance: The distance above the walkway, or other surface if specified, to the bottom edge of  
519 a sign.

520  
521 Digital Display: The portion of a sign message made up of internally illuminated components  
522 capable of changing the message periodically. Digital displays may include but are not limited to  
523 LCD, LED, or plasma displays.

524  
525 Directional Sign: Signs designed to provide direction to pedestrian and vehicular traffic into and  
526 out of, or within a site.

527  
528 Feather or Teardrop Flag: Advertising banner that is used by businesses, event organizers, and  
529 many others to promote their business, brand, or event. The name "feather flag" comes from the  
530 shape of the flag that is like a bird's feather. Teardrop banners are roughly shaped like large  
531 drops of water, hence their name.

532  
533 Fence Sign: A sign attached to a fence. When attached to recreational fences around activity  
534 fields, playgrounds, or playing fields (such as football fields, baseball diamonds, etc.) the signs  
535 shall be:

- 536 1. Only visible from inside the park, or  
537 2. If visible from outside the park, face the inside of the park;

538

539 Festoon Lighting: A type of illumination comprised of either: (a) a group of incandescent light  
540 bulbs hung or strung overhead or on a building or other structure, or (b) light bulbs not shaded  
541 or hooded or otherwise screened to prevent direct rays of light from shining on adjacent  
542 properties or rights-of-way.

543

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

548

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

552

553 1. Ground Sign: A sign permanently affixed to the ground at its base, supported entirely by  
554 a base structure 2/3 the width of the sign face, and not mounted on a pole or attached to  
555 any part of a building. (Also known as monument sign).

556

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

560

561 Gas Station Canopy: A freestanding, open-air structure constructed for the purpose of shielding  
562 service station islands from the elements.

563

564 Gas Station Canopy Sign: Any sign that is part of, or attached to, the vertical sides of the gas  
565 station canopy roof structure. For the purposes of this ordinance, gas station canopy signs shall  
566 be considered wall signs.

567

568 Government Sign: A sign used by a local, state, or federal government or agencies thereof or by  
569 any public utility company for the purpose of giving notice of matters of public safety or of  
570 addressing governmental concerns or objectives. Government signs include signs such as signs  
571 displaying official highway route number signs, street name signs, directional signs and other  
572 traffic signs erected and maintained on public highways and roads in the interest of public safety  
573 or for the regulation of traffic. A memorial plaque placed in the public right-of-way by the City in  
574 remembrance of persons or events, which is not used for a commercial message, is also  
575 considered a government sign.

576

577 Ground Sign: See "Freestanding Sign."

578

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

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

584  
585 Illumination, External: Artificial light, located away from the sign, which lights the sign, the source  
586 of which may or may not be visible to persons viewing the sign from any street, sidewalk, or  
587 adjacent property.

588  
589 Illumination, Halo: A sign using a 3-dimensional message, logo, etc., which is lit in such a way as  
590 to produce a halo effect. (Also known as back-lit illumination)

591  
592 Illumination, Internal: A light source that is concealed or contained within the sign and becomes  
593 visible in darkness through a translucent surface. Message center signs, digital displays, and signs  
594 incorporating neon lighting shall not be considered internal illumination for the purposes of this  
595 Chapter.

596  
597 Incidental Sign: A sign that displays general site information, instructions, directives, or  
598 restrictions that are primarily oriented to pedestrians and motor vehicle operators who have  
599 entered a property from a public street.

600  
601 Incidental Window Sign: Signs displayed in the window displaying information such as the  
602 business' hours of operation, credit institutions accepted, commercial and civic affiliations, and  
603 similar information. These signs are informational only and do not contain a commercial  
604 message.

605  
606 Inflatable Sign: A sign that is an air-inflated object, which may be of various shapes, made of  
607 flexible fabric, resting on the ground or structure, and equipped with a portable blower motor  
608 that provides a constant flow of air into the device.

609  
610 Interactive Sign: An electronic or animated sign that reacts to the behavior or electronic signals  
611 of motor vehicle drivers.

612  
613 Legible: Capable of being correctly read as text or accurately identified or understood as a symbol  
614 or illustration without visual aids or enhancements, by a person of normal visual acuity.

615  
616 Limited Duration Sign: An informational display, banner, or other advertising device constructed  
617 of cloth, vinyl, canvas, fabric, corrugated plastic, polystyrene, or other temporary material with or  
618 without a structural frame; a non-permanent sign that is displayed on private property up to 180  
619 days. Once displayed for more than 180 days, limited duration signs are considered permanent  
620 signs and must comply with permanent sign regulations herein.

621  
622 Marquee: A permanent structure, other than a roof or canopy, attached to, supported by, and  
623 projecting from a building and providing protection from the elements.

624

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

628  
629 Mechanical Movement Sign: A sign having parts that physically move rather than merely appear  
630 to move as might be found in a digital display. The physical movement may be activated  
631 electronically or by another means but shall not include wind-activated movement such as used  
632 for banners or flags. Mechanical movement signs do not include electronic changeable copy  
633 signs.

634  
635 Menu Sign: A permanent sign for displaying the bill of fare available at a restaurant, or displaying  
636 the goods or services available at other uses.

637  
638 Message Center Sign: A type of illuminated, changeable copy sign that consists of electronically  
639 changing alphanumeric text often used for gas price display signs and athletic scoreboards.

640  
641 Message Sequencing: The spreading of one message across more than one sign structure.

642  
643 Multi-Tenant Sign: A freestanding sign used to identify or advertise businesses that occupy a  
644 shopping center or complex with multiple tenants.

645  
646 Neon Sign: A sign illuminated by a neon tube, or other visible light-emanating gas tube, that is  
647 bent to form letters, symbols, or other graphics.

648  
649 Nonconforming Sign: A sign that was legally erected and maintained at the effective date of this  
650 Chapter, or amendment thereto, that does not currently comply with sign regulations of the  
651 district in which it is located.

652  
653 Off-Premises Sign: Also referred to as a Billboard. An outdoor sign whose commercial message  
654 directs attention to a specific business, product, service, event or activity, or other commercial  
655 activity, or contains a commercial message about something that is not sold, produced,  
656 manufactured, furnished, or conducted on the premises upon which the sign is located. (Includes  
657 third-party signs, billboards, and outdoor advertising)

658  
659 On-Premises Sign: A sign whose message and design relate to an individual business, profession,  
660 product, service, event, point of view, or other commercial or non-commercial activity sold,  
661 offered, or conducted on the same property where the sign is located.

662  
663 Pennant: a triangular or irregular piece of fabric or other material, commonly attached in strings  
664 or strands, or supported on small poles intended to flap in the wind.

665  
666 Permanent Sign: A sign attached or affixed to a building, window, or structure, or to the ground  
667 in a manner that enables the sign to resist environmental loads, such as wind, and that precludes  
668 ready removal or movement of the sign and whose intended use appears to be indefinite.



669 Temporary signs that are not removed within 30 days and limited duration signs not removed  
670 within 180 days are deemed permanent signs.

671

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

674 Pole Sign: See Freestanding Sign.”

675

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

678

679 Property Identification Sign: An on-premises sign that identifies the name of the building,  
680 property, or occupant.

681

682 Project Identification Sign: A sign placed on the perimeter of a recorded subdivision, planned  
683 development, shopping center, business office park, industrial park, or mixed-use complex at a  
684 major street or driveway entrance to identify the name of the project.

685

686 Pylon Sign: See “Freestanding Sign.”

687

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

690

691 Private Drive Sign: A sign indicating a street or drive which is not publicly owned and maintained  
692 and used only for access by the occupants of the development and their guests.

693

694 Projecting Sign: A building-mounted, double-sided sign with the two faces generally  
695 perpendicular to the building wall, not to include signs located on a canopy, awning, or marquee.  
696 (Also known as blade sign).

697

698 Reflective Sign: A sign containing any material or device which has the effect of intensifying  
699 reflected light.

700

701 Revolving Sign: A sign which revolves, often in a circular motion; rather than remaining stationary  
702 on its supporting structure.

703

704 Rotating Sign: Any sign or advertising device that rotates or gives the appearance or optical effect  
705 of rotating.

706

707 Roof Sign: A building-mounted sign erected upon, against, or over the roof of a building.

708

709 Security Sign: An on-premises sign regulating the use of the premises, such as a “no trespassing,”  
710 “no hunting,” or “no soliciting” sign. (Also known as warning sign).

711

712 Sign: Any device, structure, fixture, painting, emblem, or visual that uses words, graphics, colors,  
713 illumination, symbols, numbers, or letters for the purpose of communicating a message which is

714 visible from any street, property (other than the property on which the sign is located), or water  
715 body. Sign includes the sign faces as well as any sign supporting structure.

716  
717 Sign Supporting Structure: Poles, posts, walls, frames, brackets, or other supports holding a sign  
718 in place.

719  
720 Snipe Sign: (1) A sign tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles,  
721 stakes, fences, public benches, streetlights; (2) signs or other objects placed on any public  
722 property or in the public right-of-way or on any private property without the permission of the  
723 property owner.

724  
725 Streamers: A display made of lightweight, flexible materials, consisting of multiple long, narrow,  
726 wavy strips hung individually or in a series, with or without a logo or message printed or painted  
727 on them, and typically designed to move in the wind.

728  
729 Street Frontage: The side or sides of a lot abutting a public street or right-of-way.

730  
731 Street Pole Banner: A banner suspended above a public sidewalk and attached to a single street  
732 pole. These signs shall only be placed by a government entity, or special district having ownership  
733 and control of the public or private right-of-way. Street pole banners shall not contain any  
734 commercial advertising.

735  
736 Temporary Sign: An informational display, banner, or other advertising device for non-residential  
737 use constructed of cloth, vinyl, canvas, fabric, corrugated plastic, polystyrene, or other temporary  
738 material with or without a structural frame; a non-permanent sign that is located on private  
739 property displayed for no more than 30 consecutive days unless otherwise specified in the  
740 regulations for temporary signs. If displayed for more than 30 days, temporary signs are  
741 considered permanent signs and must comply with permanent sign regulations herein.

742  
743 Tri-Vision Boards: An outdoor unit with a revolving slatted face that allows three different copy  
744 messages to be displayed at intermittent intervals.

745  
746 Wall Sign: A building-mounted sign that is either attached to, displayed on, or painted on an  
747 exterior wall in a manner parallel with the wall surface. A sign installed on a false or mansard  
748 roof is also considered a wall sign. (Also known as: fascia sign, parallel wall sign, or band sign)

749  
750 Window Sign: Any sign that is applied, painted, or affixed to a window, or placed inside a window,  
751 within three (3) feet of the glass, facing the outside of the building, and easily seen from the  
752 outside. Customary displays of merchandise or objects and material without lettering behind a  
753 store window are not considered signs.

754

755 Vehicle Sign:

756

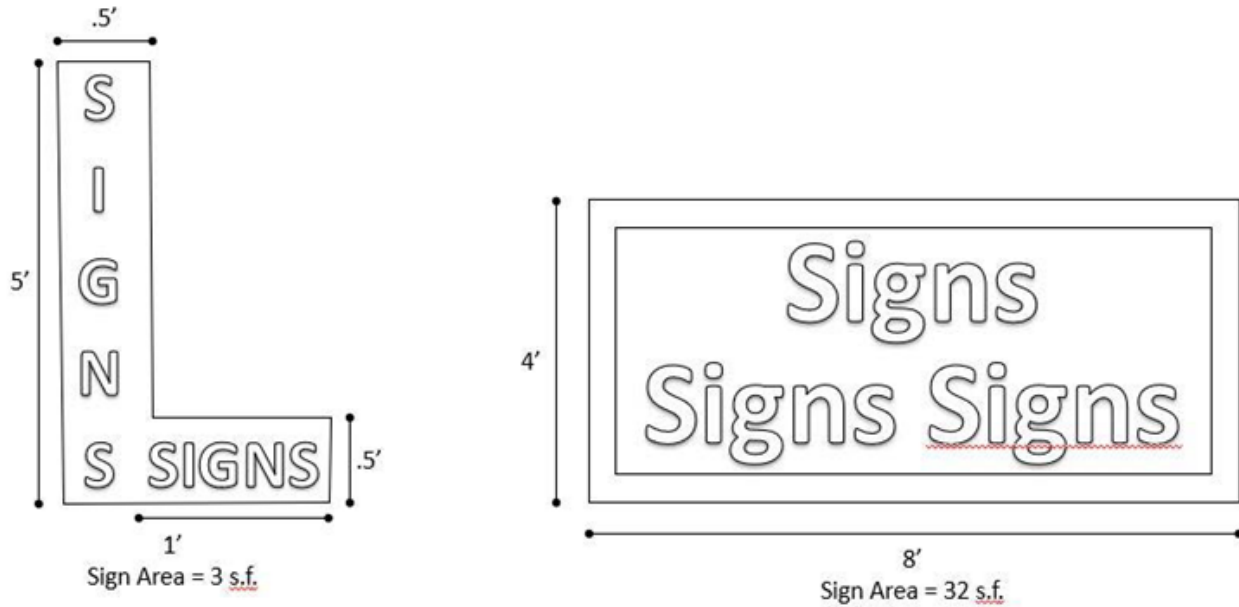
- 757 1. Any sign that is attached to or painted on a vehicle or trailer, parked to be visible from and to  
758 clearly provide advertising visible from the public right-of-way or parked on public property  
759 to clearly provide a message close to the public right-of-way (A signed vehicle used by a  
760 proprietor or employee of the business for commuting between the business location and  
761 home or is used in the usual course or operation of a business. Factors to be considered in  
762 determining whether a vehicle is used in the usual course or operation of a business shall  
763 include whether the vehicle is operable, whether the vehicle has a current registration the  
764 role the vehicle plays in the business, and the frequency with which the vehicle is used in the  
765 course or the operation of the business;
- 766
- 767 2. any sign bearing a commercial message that is attached to or painted on a vehicle or trailer  
768 which is routinely parked or otherwise located on a site or sites other than that at which the  
769 firm, product, or services advertised on such sign is offered shall be presumed to be a vehicle  
770 sign;
- 771
- 772 3. any sign that is composed of fabric, paper, or other lightweight material, or wood (unless the  
773 wood is an integral part of the vehicle itself), or that is physically supported by a motor vehicle,  
774 but not applied directly to the surface of the motor vehicle, or that is attached to the vehicle  
775 in such a manner as to constitute a safety hazard if the vehicle were to be driven with the sign  
776 in place, such as signs located so as to impair the vision of the driver of the vehicle or  
777 insecurely mounted so as to present a danger of falling off the vehicles while it is being driven,  
778 shall be presumed to be a vehicle sign.

779 **Section 5.1.4. Rules of Measurement**

780 A. **Sign Area**

781 The area of a sign shall be measured from the outside edges of the sign or the sign frame,  
782 whichever is greater, excluding the area of the supporting structures, provided that the  
783 supporting structures are not used for advertising purposes and are of an area equal to or  
784 less than the permitted sign area. Supporting framework and bracing, which are incidental  
785 to the display itself, shall not be included in the computation of the area unless, by the  
786 nature of their design, they form a continuation of the sign.

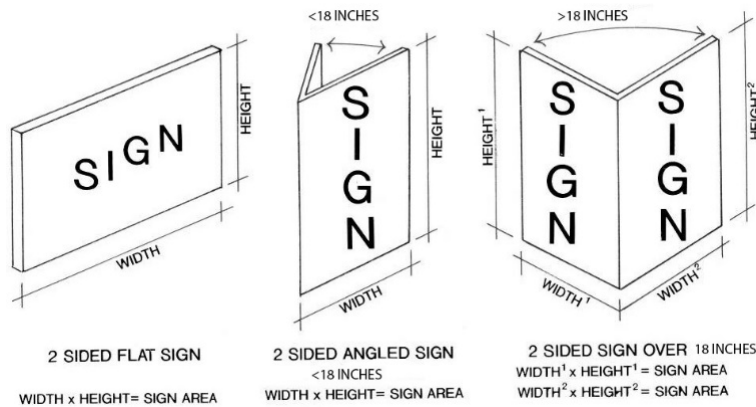
787



788  
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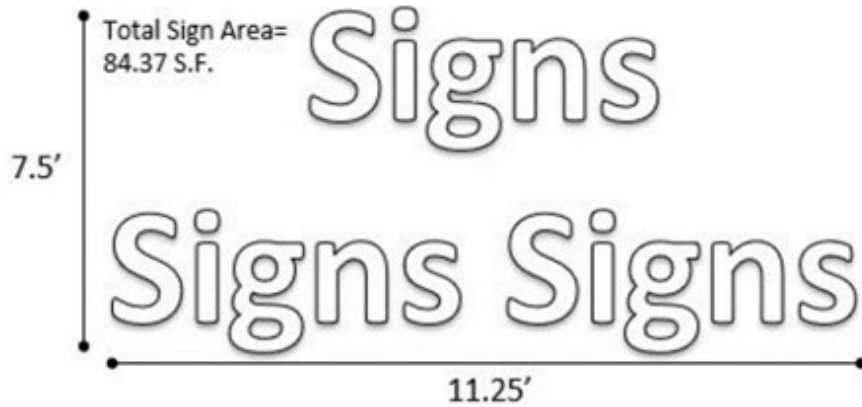
790 **B. Multi-faced Sign Area**

791 The area of a multi-faced sign shall be computed on one face in the same manner as the  
 792 sign area of an individual sign, provided that the faces of a 2-sided flat sign are not  
 793 separated by more than 24 inches, and the faces of a 2-sided angled sign are not separated  
 794 at any point by more than 18 inches. If the faces of a multi-faced sign are separated at any  
 795 point by more dimensions exceeding those described above, each face constitutes a  
 796 separate sign.



797 **C. Channel Letter Sign Area**

798 Where individual characters are used without a supporting panel (channel letters), the  
 799 overall dimensions from the beginning of the first character to the end of the last character  
 800 in the longest line and from the top of the uppermost character to the bottom of the  
 801 lowermost character shall be regarded as the extreme dimensions in calculating the overall  
 802 sign area of the sign.



803

804 **D. Height**

805 The vertical height of a freestanding sign shall be computed from the established mean  
 806 grade of the development site to the highest component of the sign or supporting  
 807 framework, whichever is higher. The maximum vertical height of a building-mounted sign  
 808 shall not exceed the structure's roof line.

809 **E. Setbacks**

810 The distance of a sign from a property line, right-of-way, or another point shall be computed  
 811 by measuring a perpendicular line from the foremost part of the sign to the ground and  
 812 then measuring from that point to the nearest point of the property line, right-of-way, etc.

813 **Section 5.1.5. Approval Required.**

814 **A. Building Permit**

815 Prior to erecting, displaying, or replacing any permanent sign structure, the property owner  
 816 shall obtain a permit from the city building department, in accordance with the applicable  
 817 requirements of the Florida Building Code. No sign shall be approved for use unless it has  
 818 been inspected and found to be in compliance with all the requirements of this Article and  
 819 applicable codes, including the latest edition of the Florida Building Code.

820 **B. Sign Certificate of Zoning Compliance**

821 (1). Required. Except as otherwise provided in this Chapter, it shall be unlawful for any  
 822 person to erect, construct, enlarge, post, paint, alter, maintain, move, or convert any  
 823 sign in the city, or cause the same to be done, without first obtaining a sign permit for  
 824 each such sign from the department as required by the ULDC. The Development  
 825 Services Department shall approve or deny the Sign Certificate of Zoning Compliance  
 826 based on whether it complies with the requirements of this Chapter. These directives  
 827 shall not be construed to require any permit for the repainting, cleaning and other  
 828 normal maintenance or repair of a sign structure for which a permit has previously  
 829 been issued, so long as the sign or sign structure is not modified in any way.

830 (2). Application procedure. Before any Sign Certificate of Zoning Compliance is issued, a  
 831 written application, in the form provided by the city, shall be filed, together with such  
 832 drawings and specifications as may be necessary to fully advise the city with the

833 location, construction, materials, manner of illuminating, method of securing or  
 834 fastening, the number of signs applied for, the consent of the property owner, and  
 835 the wording of the sign. The application shall include a copy of a business tax receipt  
 836 for the applicable business. Upon the submission of an application, the city shall have  
 837 ten (10) days to determine whether it is complete. If the city finds that the application  
 838 is not complete, the city shall provide the applicant with written notice of the  
 839 deficiencies within the ten-day period. Upon resubmission of the application, the city  
 840 shall have five additional days to determine whether the applicant's revisions are  
 841 sufficient to complete the application. If they are not, the city will again inform the  
 842 applicant of any remaining deficiencies in writing. This process shall continue until the  
 843 applicant has submitted a complete application or demands that the application be  
 844 reviewed "as is."

845 (3). Application review. The department shall approve or deny the Sign Certificate of  
 846 Zoning Compliance based on whether it complies with the requirements of this  
 847 Chapter within thirty (30) days after receipt of the complete application. If the Sign  
 848 Certificate of Zoning Compliance is denied, the department shall prepare a written  
 849 notice of its decision, describing the applicant's appeal rights, and provide send it by  
 850 certified mail, return receipt requested, to the applicant.

851 (4). Appeal or waiver. The applicant may file a written notice of appeal to the Zoning  
 852 Hearing Officer within thirty (30) days after the date of receipt of the city's written  
 853 notice. The Zoning Hearing Officer shall hold a public hearing at the next available  
 854 Zoning Appeals Hearing that is at least twenty-five (25) days after the date of receiving  
 855 the written notice of appeal, at which the Zoning Hearing Officer shall determine  
 856 whether the application satisfies all ULDC requirements. If the Zoning Hearing Officer  
 857 does not approve the application, then the applicant may seek relief in the Circuit  
 858 Court for Sarasota County, as provided by law. Alternatively, upon denial, the  
 859 applicant may apply for a sign variance pursuant to Article IV of this Chapter.

860 (5). Exceptions to Sign Certificate of Zoning Compliance. Limited duration signs and  
 861 temporary signs are exempt from the sign certificate of zoning compliance  
 862 requirements of this Chapter provided that they meet all applicable requirements  
 863 contained in [Section 5.3.1](#). The following are also exempt from the building permit  
 864 requirement.

865 a. Building mounted signs less than or equal to 32 square feet with less than 1-1/2-  
 866 inch projection; Signs comprised of foam or vinyl letters, or signs painted on walls  
 867 or awnings (provided awnings require a separate permit and engineered drawings  
 868 for the awning itself);

869 b. Signs painted on walls;

870 c. Sign panel changes for existing, previously permitted or legally existing signs (face  
 871 change).

872 d. Cleaning, painting, or comparable general maintenance or repair of a sign that  
 873 does not alter any regulated feature of such sign; and

- 874 (6). Violations.
- 875 a. Failure to obtain a sign certificate of zoning compliance.
- 876 b. Performing work other than that which is described in the sign certificate of zoning
- 877 compliance, including failure to maintain proper setbacks and failure to conform
- 878 to the provisions of this or other chapters of the ULDC or City Code.
- 879 c. Failure to keep sign in proper repair.
- 880 (7). After the fact Sign Certificate of Zoning Compliance.
- 881 a. For any sign altered, erected, displayed, or replaced prior to obtaining the required
- 882 approvals, the specified fees shall be doubled. Payment of said double fee shall
- 883 not relieve any person from complying with the ULDC or City Code.
- 884 (8). Penalty and enforcement
- 885 a. In addition to double fees as described above for after the fact permitting, any
- 886 action deemed a violation of this Chapter is enforceable by the code enforcement
- 887 process according to the City Code.
- 888 (9). Sign Certificate of Zoning Compliance Fees
- 889 a. Fee schedule for sign certificate of zoning compliance shall be adopted by the city
- 890 commission.

891 **Section 5.1.6. Maintenance Required**

892 It is unlawful for any owner of record, lessor, lessee, manager, or other person having lawful  
893 possession or control over a building, structure, or parcel of land to fail to maintain any signs on  
894 the building, structure, or parcel in compliance with this Chapter. Failure to maintain a sign  
895 constitutes a violation of this Chapter and shall be subject to enforcement under the  
896 enforcement provisions of Chapter 2, Article IX of the City Code. All signs shall be maintained in  
897 good repair and safe condition. Maintenance of a sign shall include periodic cleaning,  
898 replacement of flickering, burned out, or broken light bulbs or fixtures, repair or replacement of  
899 any faded, peeled, cracked, or otherwise damaged or broken parts of a sign, and any other  
900 activity necessary to restore the sign so that it continues to comply with the requirements and  
901 contents of the sign certificate of zoning compliance issued for its installation if required and the  
902 provisions of this Chapter.

903 **Section 5.1.7. Removal Required**

904 A. Every person maintaining a sign must, upon vacating the premises where a sign is  
905 maintained, remove, or cause to be removed the sign within one hundred and eighty (180)  
906 days from the date of vacating the premises. When the ULDC Administrator determines  
907 that the sign has not been removed within the required period, the ULDC Administrator  
908 shall remedy and enforce said violation in accordance with the enforcement provisions of  
909 this Chapter.

- 910 B. Any vacant or unused sign support structures, angle irons, sign poles, or other remnants of  
911 old signs which are currently not in use or are not proposed for immediate reuse by a sign  
912 permit application for a permitted sign, shall be removed.
- 913 C. The ULDC Administrator shall have the authority to require the repair, maintenance, or  
914 removal of any sign or sign structure which has become dilapidated or represents a hazard  
915 to the safety, health, or welfare of the public, at the cost of the property owner.
- 916 D. Any sign posted in violation of this Chapter on public property or on public rights-of-way  
917 shall be subject to summary removal by the City.
- 918 E. Any person responsible for any sign posting made in violation of this Chapter shall be liable  
919 to the City for the costs incurred by the City in removal thereof and, in event of failure to  
920 pay, for billing and collection charges, including interest and reasonable attorneys' fees.

921 **Section 5.1.8. Prohibited Signs**

922 In addition to signs identified as prohibited in particular districts in tables incorporated in  
923 Article II, the following signs are prohibited throughout the city:

- 924 A. Signs erected, installed, or located in the public right-of-way or projecting over the public  
925 right-of-way.
- 926 B. Message sequencing signs and Interactive signs.
- 927 C. Signs or sign support structures that obstruct means of egress, including any fire escape,  
928 any window, any door opening, any stairway, any opening, any exit, any walkway, any utility  
929 access, or Fire Department connection.
- 930 D. Signs that interfere with any opening required for ventilation.
- 931 E. Signs with exposed raceways.
- 932 F. Off-Premises signs.
- 933 G. Abandoned signs.
- 934 H. Animated signs, Mechanical Movement signs, Revolving signs, Rotating signs.
- 935 I. Balloon signs and Inflatable signs.
- 936 J. Beacon Lighting and Festoon Lighting.
- 937 K. Flashing signs and Reflective signs.
- 938 L. Neon signs.
- 939 M. Pennant signs and Streamers.
- 940 N. Roof signs.
- 941 O. Snipe signs.
- 942 P. Tri-Vision Boards.



943 Q. Vehicle signs.

944 **Section 5.1.9. Nonconforming Signs**

945 A. Non-conforming sign compliance; Amortization. All signs lawfully erected prior to the  
946 Effective Date of this Chapter that do not comply with the requirements of this Chapter  
947 shall be considered non-conforming signs. Non-conforming signs shall not be altered,  
948 replaced, or repaired if such alteration, replacement, or repair would constitute more than  
949 fifty percent (50%) of the replacement value of the non-conforming sign.

950 B. Effect of annexation on sign compliance. Any sign that was lawfully erected on property that  
951 was located outside of the jurisdiction of the city at the time the sign was erected but which  
952 was annexed into the city prior to Effective Date of this Chapter and that does not comply  
953 with the requirements of this Chapter shall be considered a non-conforming sign, and  
954 subject to removal as provided above in subsection A.

955 C. Restrictions on permitting certain non-conforming signs. Certificates of zoning compliance  
956 and sign permits will not be issued for the alteration, replacement, or repair of a non-  
957 conforming sign if such alteration, replacement, or repair constitutes more than fifty  
958 percent (50%) of the replacement value of the existing non-conforming sign. Changing the  
959 information on the face of an existing non-conforming sign shall not be deemed an action  
960 increasing the degree or extent of the non-conformity to constitute a violation of this  
961 Chapter. Any other alteration to an existing non-conforming sign will be required to  
962 conform to this Chapter.

963 D. Exceptions. A sign which is erected, located, or installed prior to the adoption of this  
964 Chapter, and which was approved by a dimensional variance from the Board of Zoning  
965 Adjustment and Appeals or Zoning Magistrate, shall retain such variance approval. Any sign  
966 which has been approved by such a dimensional variance and is then changed to conform  
967 to this Chapter shall forfeit the sign variance or deviation.

968 E. Off-premise signs/Billboards. No additional billboards are permitted within the city. Existing  
969 billboards, as described in [Section 5.3.2.B.](#), shall be exempt from non-conforming  
970 provisions of this section.

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972 **ARTICLE II – SIGN TYPES**

973 **Section 5.2.1. Sign Types by Zoning District**

974 A. **Generally.** The purpose of this Section is to identify the allowable primary and accessory  
 975 signs and prohibited sign types based on property use. Sign standards and other limitations  
 976 are in [Section 5.3.1.](#) and [5.3.2.](#), and additional prohibited signs are identified in [Section](#)  
 977 [5.1.8.](#) Tables [5.2.1.2.](#), [5.2.1.3.](#) and [5.2.1.4.](#) are provided for convenient reference. In the  
 978 event of a conflict between these Tables and the rest of the Chapter, the rest of the Chapter  
 979 shall govern.

980 B. **Terminology.** This Chapter utilizes the following abbreviations throughout:

981 **Table 5.2.1.1. Abbreviations**

| ABBREVIATION | MEANING                                      |
|--------------|--|
| A            | Accessory to Legally Improved Site           |
| P            | Primary (Allowed on Improved or Vacant Site) |
| X            | Prohibited                                   |
| -            | Not Applicable                               |

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**Table 5.2.1.2. Sign Types – Standard Zoning Districts**

| SIGN TYPE                           | AG | R-1 | R-2 | R-3 | MH | C | CT | COR | I-1 | I-2 | EC |
|-------------------------------------|----|-----|-----|-----|----|---|----|-----|-----|-----|----|
| Abandoned Sign                      | X  | X   | X   | X   | X  | X | X  | X   | X   | X   | X  |
| Address Sign                        | A  | A   | A   | A   | A  | A | A  | A   | A   | A   | A  |
| Animated Sign                       | X  | X   | X   | X   | X  | X | X  | X   | X   | X   | X  |
| Awning Sign                         | X  | X   | X   | X   | X  | A | A  | A   | A   | A   | X  |
| Balloon Sign                        | X  | X   | X   | X   | X  | X | X  | X   | X   | X   | X  |
| Banner                              | X  | X   | X   | X   | X  | A | A  | A   | A   | A   | X  |
| Beacon Lighting                     | X  | X   | X   | X   | X  | X | X  | X   | X   | X   | X  |
| Canopy Sign                         | X  | X   | X   | X   | X  | A | A  | A   | A   | A   | X  |
| Changeable Copy Sign, Manual        | A  | X   | X   | X   | X  | A | A  | A   | A   | A   | A  |
| Channel Letter Sign (see wall sign) | -  | -   | -   | -   | -  | - | -  | -   | -   | -   | -  |
| Digital Display                     | X  | X   | X   | X   | X  | A | X  | A   | A   | A   | X  |
| Directional Sign                    | A  | A   | A   | A   | A  | A | A  | A   | A   | A   | A  |
| Externally Illuminated Sign         | X  | A   | A   | A   | A  | A | A  | A   | A   | A   | A  |
| Feather or Teardrop Flag            | A  | A   | A   | A   | A  | A | A  | A   | A   | A   | X  |
| Fence Sign                          | A  | A   | A   | A   | A  | A | A  | A   | A   | A   | A  |
| Festoon Lighting                    | X  | X   | X   | X   | X  | X | X  | X   | X   | X   | X  |

| <b>SIGN TYPE</b>                   | <b>AG</b> | <b>R-1</b> | <b>R-2</b> | <b>R-3</b> | <b>MH</b> | <b>C</b> | <b>CT</b> | <b>COR</b> | <b>I-1</b> | <b>I-2</b> | <b>EC</b> |
|------------------------------------|-----------|------------|------------|------------|-----------|----------|-----------|------------|------------|------------|-----------|
| Flashing Sign                      | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Ground Sign                        | A         | A          | A          | A          | A         | A        | A         | A          | A          | A          | A         |
| Gas Station Canopy (see wall sign) | -         | -          | -          | -          | -         | -        | -         | -          | -          | -          | -         |
| Halo Illuminated Sign              | X         | X          | X          | X          | X         | A        | A         | A          | A          | A          | X         |
| Incidental Sign                    | A         | A          | A          | A          | A         | A        | A         | A          | A          | A          | A         |
| Incidental Window Sign             | X         | X          | X          | A          | A         | A        | A         | A          | A          | A          | X         |
| Inflatable Sign                    | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Interactive Sign                   | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Internally Illuminated Sign        | X         | X          | X          | X          | X         | A        | A         | A          | A          | A          | X         |
| Limited Duration Sign              | P         | P          | P          | P          | P         | P        | P         | P          | P          | P          | P         |
| Marquee Sign                       | X         | X          | X          | X          | X         | A        | A         | A          | A          | A          | A         |
| Mechanical Movement Sign           | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Menu Sign                          | X         | X          | X          | X          | X         | A        | A         | A          | A          | A          | X         |
| Message Center Sign                | X         | X          | X          | X          | X         | A        | X         | A          | A          | A          | X         |
| Multi-Tenant Sign                  | X         | X          | X          | X          | X         | A        | A         | A          | A          | A          | X         |
| Neon Sign                          | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Off-Premises Sign                  | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Pennant                            | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Personal Expression Sign           | P         | P          | P          | P          | P         | P        | P         | P          | P          | P          | P         |
| Pole or Pylon Sign                 | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Portable Sign                      | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Private Drive Sign                 | P         | P          | P          | P          | P         | P        | P         | P          | P          | P          | P         |
| Property Identification Sign       | A         | A          | A          | A          | A         | A        | A         | A          | A          | A          | A         |
| Project Identification Sign        | X         | A          | A          | A          | A         | A        | A         | A          | A          | A          | A         |
| Projecting Sign                    | X         | X          | X          | X          | X         | A        | A         | A          | A          | A          | X         |
| Reflective Sign                    | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Revolving Sign                     | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Rotating Sign                      | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Roof Sign                          | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Sandwich Board Sign                | X         | X          | X          | X          | X         | A        | A         | A          | A          | A          | X         |
| Security Sign                      | P         | P          | P          | P          | P         | P        | P         | P          | P          | P          | P         |
| Snipe Sign                         | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Streamers                          | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Street Pole Banner                 | X         | X          | X          | X          | X         | A        | A         | A          | A          | A          | A         |
| Temporary Sign                     | X         | X          | X          | X          | X         | A        | A         | A          | A          | A          | X         |
| Tri-Vision Board                   | X         | X          | X          | X          | X         | X        | X         | X          | X          | X          | X         |
| Wall Sign                          | X         | X          | X          | X          | X         | A        | A         | A          | A          | A          | X         |
| Window Sign                        | X         | X          | X          | X          | X         | A        | A         | A          | A          | A          | X         |

| SIGN TYPE    | AG | R-1 | R-2 | R-3 | MH | C | CT | COR | I-1 | I-2 | EC |
|--------------|----|-----|-----|-----|----|---|----|-----|-----|-----|----|
| Vehicle Sign | X  | X   | X   | X   | X  | X | X  | X   | X   | X   | X  |

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**Table 5.2.1.3. Sign Types – Activity Center Zoning Districts**

| SIGN TYPE                           | AC-1 | AC-2 | AC-3 | AC-4 | AC-5 | AC-6 | AC-7, 7A & 7B | AC-8 | AC-9 | AC-10 |
|-------------------------------------|------|------|------|------|------|------|---------------|------|------|-------|
| Abandoned Sign                      | X    | X    | X    | X    | X    | X    | X             | X    | X    | X     |
| Address Sign                        | A    | A    | A    | A    | A    | A    | A             | A    | A    | A     |
| Animated Sign                       | X    | X    | X    | X    | X    | X    | X             | X    | X    | X     |
| Awning Sign                         | A    | A    | A    | A    | A    | A    | A             | A    | A    | A     |
| Balloon Sign                        | X    | X    | X    | X    | X    | X    | X             | X    | X    | X     |
| Banner                              | A    | A    | A    | A    | A    | A    | A             | A    | A    | A     |
| Beacon Lighting                     | X    | X    | X    | X    | X    | X    | X             | X    | X    | X     |
| Canopy Sign                         | A    | A    | A    | A    | A    | A    | A             | A    | A    | A     |
| Changeable Copy Sign (manual)       | A    | A    | A    | A    | A    | A    | X             | A    | A    | A     |
| Channel Letter Sign (see wall sign) | -    | -    | -    | -    | -    | -    | -             | -    | -    | -     |
| Digital Display                     | A    | A    | A    | A    | A    | A    | X             | A    | A    | A     |
| Directional Sign                    | A    | A    | A    | A    | A    | A    | A             | A    | A    | A     |
| Externally Illuminated Sign         | X    | A    | A    | A    | A    | A    | A             | A    | A    | A     |
| Feather or Teardrop Flag            | A    | A    | A    | A    | A    | A    | A             | A    | A    | A     |
| Fence Sign                          | X    | X    | X    | X    | X    | X    | X             | X    | X    | X     |
| Festoon Lighting                    | X    | X    | X    | X    | X    | X    | X             | X    | X    | X     |
| Flashing Sign                       | X    | X    | X    | X    | X    | X    | X             | X    | X    | X     |
| Ground Sign                         | A    | A    | A    | A    | A    | A    | A             | A    | A    | A     |

| <b>SIGN TYPE</b>                          | <b>AC-1</b> | <b>AC-2</b> | <b>AC-3</b> | <b>AC-4</b> | <b>AC-5</b> | <b>AC-6</b> | <b>AC-7, 7A &amp; 7B</b> | <b>AC-8</b> | <b>AC-9</b> | <b>AC-10</b> |
|---|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------|-------------|-------------|--------------|
| <b>Gas Station Canopy (see wall sign)</b> | -           | -           | -           | -           | -           | -           | -                        | -           | -           | -            |
| <b>Halo Illuminated Sign</b>              | A           | A           | A           | A           | A           | A           | A                        | A           | A           | A            |
| <b>Incidental Sign</b>                    | A           | A           | A           | A           | A           | A           | A                        | A           | A           | A            |
| <b>Incidental Window Sign</b>             | A           | A           | A           | A           | A           | A           | A                        | A           | A           | A            |
| <b>Inflatable Sign</b>                    | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Interactive Sign</b>                   | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Internally Illuminated Sign</b>        | A           | A           | A           | A           | A           | A           | X                        | A           | A           | A            |
| <b>Limited Duration Sign</b>              | P           | P           | P           | P           | P           | P           | P                        | P           | P           | P            |
| <b>Manual Changeable Copy Sign</b>        | A           | A           | A           | A           | A           | A           | A                        | A           | A           | A            |
| <b>Marquee Sign</b>                       | A           | A           | A           | A           | A           | A           | X                        | A           | A           | A            |
| <b>Mechanical Movement Sign</b>           | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Menu Sign</b>                          | A           | A           | A           | A           | A           | A           | A                        | A           | A           | A            |
| <b>Message Center Sign</b>                | A           | A           | A           | A           | A           | A           | A                        | X           | X           | A            |
| <b>Multi-Tenant Sign</b>                  | A           | A           | A           | A           | A           | A           | A                        | A           | A           | A            |
| <b>Neon Sign</b>                          | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Off-Premises Sign</b>                  | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Pennant</b>                            | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Personal Expression Sign</b>           | P           | P           | P           | P           | P           | P           | P                        | P           | P           | P            |
| <b>Pole or Pylon Sign</b>                 | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Portable Sign</b>                      | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |

| <b>SIGN TYPE</b>                    | <b>AC-1</b> | <b>AC-2</b> | <b>AC-3</b> | <b>AC-4</b> | <b>AC-5</b> | <b>AC-6</b> | <b>AC-7, 7A &amp; 7B</b> | <b>AC-8</b> | <b>AC-9</b> | <b>AC-10</b> |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------|-------------|-------------|--------------|
| <b>Property Identification Sign</b> | A           | A           | A           | A           | A           | A           | A                        | A           | A           | A            |
| <b>Project Identification Sign</b>  | A           | A           | A           | A           | A           | A           | A                        | A           | A           | A            |
| <b>Private Drive Sign</b>           | P           | P           | P           | P           | P           | P           | P                        | P           | P           | P            |
| <b>Projecting Sign</b>              | X           | X           | X           | X           | X           | A           | A                        | A           | A           | A            |
| <b>Reflective Sign</b>              | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Revolving Sign</b>               | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Rotating Sign</b>                | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Roof Sign</b>                    | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Sandwich Board Sign</b>          | X           | X           | X           | X           | X           | A           | A                        | A           | A           | A            |
| <b>Security Sign</b>                | P           | P           | P           | P           | P           | P           | P                        | P           | P           | P            |
| <b>Snipe Sign</b>                   | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Streamers</b>                    | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Street Pole Banner</b>           | A           | A           | A           | A           | A           | A           | A                        | A           | A           | A            |
| <b>Temporary Sign</b>               | A           | A           | A           | A           | A           | A           | A                        | A           | A           | A            |
| <b>Tri-Vision Board</b>             | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |
| <b>Wall Sign</b>                    | X           | X           | X           | X           | X           | A           | A                        | A           | A           | A            |
| <b>Window Sign</b>                  | X           | X           | X           | X           | X           | A           | A                        | A           | A           | A            |
| <b>Vehicle Sign</b>                 | X           | X           | X           | X           | X           | X           | X                        | X           | X           | X            |

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**Table 5.2.1.4. Sign Types – Village Zoning Districts**

988 Except as provided for in Village District Pattern Plans or other controlling special district or  
989 association documents, if applicable, the following are the allowable primary and accessory signs  
990 and prohibited sign types in Village zoning districts. Should special district or association  
991 provisions contain more restrictions, enforcement responsibility lies with the special district or  
992 association.

| <b>SIGN TYPE</b>                    | <b>Residential</b> | <b>Commercial<br/>Retail &amp;<br/>Services</b> | <b>Industrial</b> | <b>Civic</b> | <b>Parks and<br/>Open Space</b> |
|-------------------------------------|--------------------|---|-------------------|--------------|---------------------------------|
| Abandoned Sign                      | X                  | X   | X                 | X            | X                               |
| Address Sign                        | A                  | A   | A                 | A            | A                               |
| Animated Sign                       | X                  | X   | X                 | X            | X                               |
| Awning Sign                         | X                  | X   | X                 | X            | X                               |
| Balloon Sign                        | X                  | X   | X                 | X            | X                               |
| Banner                              | X                  | A   | X                 | X            | X                               |
| Beacon Lighting                     | X                  | X   | X                 | X            | X                               |
| Canopy Sign                         | X                  | A   | A                 | A            | A                               |
| Changeable Copy Sign (manual)       | X                  | A   | A                 | A            | A                               |
| Channel Letter Sign (see wall sign) | -                  | -   | -                 | -            | -                               |
| Digital Display                     | X                  | A   | X                 | A            | X                               |
| Directional Sign                    | P                  | P   | P                 | P            | P                               |
| Externally Illuminated Sign         | P                  | P   | P                 | P            | P                               |
| Feather or Teardrop Flag            | X                  | X   | X                 | X            | X                               |
| Fence Sign                          | X                  | X   | X                 | X            | X                               |
| Festoon Lighting                    | X                  | X   | X                 | X            | X                               |
| Flashing Sign                       | X                  | X   | X                 | X            | X                               |
| Gas Station Canopy (see wall sign)  | -                  | -   | -                 | -            | -                               |
| Ground Sign                         | A                  | A   | A                 | A            | A                               |
| Halo Illuminated Sign               | X                  | A   | A                 | A            | X                               |
| Incidental Sign                     | A                  | A   | A                 | A            | P                               |
| Incidental Window Sign              | X                  | A   | A                 | A            | X                               |
| Inflatable Sign                     | X                  | X   | X                 | X            | X                               |
| Interactive Sign                    | X                  | X   | X                 | X            | X                               |
| Internally Illuminated Sign         | X                  | A   | A                 | A            | A                               |
| Limited Duration Sign               | P                  | P   | P                 | P            | P                               |
| Manual Changeable Copy Sign         | X                  | X   | X                 | X            | X                               |
| Marquee Sign                        | X                  | X   | X                 | X            | X                               |
| Mechanical Movement Sign            | X                  | X   | X                 | X            | X                               |
| Menu Sign                           | X                  | A   | X                 | X            | X                               |
| Message Center Sign                 | X                  | A   | X                 | X            | A                               |
| Multi-Tenant Sign                   | X                  | A   | A                 | A            | X                               |
| Neon Sign                           | X                  | X   | X                 | X            | X                               |
| Off-Premises Sign                   | X                  | X   | X                 | X            | X                               |
| Pennant                             | X                  | X   | X                 | X            | X                               |
| Personal Expression Sign            | P                  | P   | P                 | P            | P                               |
| Pole or Pylon Sign                  | X                  | P   | X                 | X            | X                               |

| <b>SIGN TYPE</b>                    | <b>Residential</b> | <b>Commercial<br/>Retail &amp;<br/>Services</b> | <b>Industrial</b> | <b>Civic</b> | <b>Parks and<br/>Open Space</b> |
|-------------------------------------|--------------------|---|-------------------|--------------|---------------------------------|
|                                     |                    | Wellen<br>Park<br>Only                          |                   |              |                                 |
| <b>Portable Sign</b>                | X                  | X   | X                 | X            | X                               |
| <b>Property Identification Sign</b> | A                  | A   | A                 | A            | A                               |
| <b>Project Identification Sign</b>  | A                  | A   | A                 | A            | A                               |
| <b>Private Drive Sign</b>           | P                  | P   | P                 | P            | P                               |
| <b>Projecting Sign</b>              | X                  | A   | A                 | X            | A                               |
| <b>Reflective Sign</b>              | X                  | X   | X                 | X            | X                               |
| <b>Revolving Sign</b>               | X                  | X   | X                 | X            | X                               |
| <b>Rotating Sign</b>                | X                  | X   | X                 | X            | X                               |
| <b>Roof Sign</b>                    | X                  | X   | X                 | X            | X                               |
| <b>Sandwich Board Sign</b>          | X                  | A   | X                 | X            | X                               |
| <b>Security Sign</b>                | P                  | P   | P                 | P            | P                               |
| <b>Snipe Sign</b>                   | X                  | X   | X                 | X            | X                               |
| <b>Streamers</b>                    | X                  | X   | X                 | X            | X                               |
| <b>Street Pole Banner</b>           | X                  | P   | P                 | P            | P                               |
| <b>Temporary Sign</b>               | A                  | A   | A                 | A            | A                               |
| <b>Tri-Vision Board</b>             | X                  | X   | X                 | X            | X                               |
| <b>Wall Sign</b>                    | A                  | A   | A                 | A            | A                               |
| <b>Window Sign</b>                  | X                  | A   | A                 | A            | A                               |
| <b>Vehicle Sign</b>                 | X                  | X   | X                 | X            | X                               |

993

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995 **ARTICLE III. – SIGN STANDARDS**

996 **Section 5.3.1. Limited Duration Signs and Temporary Signs**

997 **A. General Standards**

998 (1). All signs allowed under this Section shall:

999 a. Be properly secured to avoid the potential of the sign to become a projectile, and  
1000 to prevent waiving or flapping.

1001 b. Be placed on private property and must maintain a minimum five-foot (5 FT)  
1002 setback to any property line.

1003 c. Not exceed a height of four feet (4 FT) in residential districts and eight feet (8 FT)  
1004 in commercial, corridor and other districts.

1005 (2). The owner of any sign under this section, for which any activity associated with such  
1006 sign has been discontinued for a period of fourteen (14) days, shall remove the sign and  
1007 all associated background and/or supporting structures.

1008 **B. Limited Duration Signs**

1009 (1). Personal expression signs:

1010 a. Residential districts: A single non-illuminated sign not exceeding 12 square feet.

1011 b. Commercial, mixed use and other districts: A single non-illuminated sign not  
1012 exceeding 32 square feet.

1013 (2). Additional signage may be displayed under the following conditions:

1014 a. On properties with an active listing for sale or lease:

1015 1. Residential districts: Signage not exceeding 12 square feet.

1016 2. Commercial, mixed use and other districts: Sign not exceeding 32 square feet.

1017 b. On properties with an approved subdivision plat with active listings for sale or  
1018 lease: A single non-illuminated sign not exceeding 64 square feet. Subdivisions  
1019 with more than one ingress/egress may have one sign per street entrance.

1020 c. On properties with an active building permit:

1021 1. Residential districts: Signage not exceeding 12 square feet.

1022 2. Commercial, mixed use and other districts: Signage not exceeding 32 square  
1023 feet.

1024 d. Additional personal expression signs during the period between election  
1025 qualifying and its subsequent election:

1026 1. Residential districts: Signage not exceeding 16 square feet.

1027 2. Commercial, mixed use and other districts: Signage not exceeding 32 square  
1028 feet.

1029 C. **Temporary Signs**

1030 Non-residential uses in all non-residential, activity center, corridor, or village districts, or on  
1031 property with an approved special exception for a non-residential use, or on any property  
1032 in a residential land use district where an existing legally conforming or non-conforming  
1033 non-residential use exists, or in environmental conservation districts where a  
1034 nature/ecology/park facility exists, may display temporary signs as follows:

1035  
1036 (1). One building mounted non-illuminated banner per building frontage not exceeding  
1037 24 square feet..

1038 (2). Feather signs or teardrop flags: One per 50 linear feet of street frontage not to exceed  
1039 3.5-foot wide and 15-foot high, with a maximum of ten (10) per property. A minimum  
1040 of 50-feet must be maintained between signs.

1041

1042 **Section 5.3.2. Permanent Signs**

1043 A. **General Standards**

1044 (1). **Freestanding Signs.**

1045 a. No site shall have more than two (2) freestanding signs.

1046 b. The allowable freestanding sign area (in square feet), the maximum number of  
1047 freestanding signs, and the maximum height of freestanding signs erected,  
1048 located, or placed shall be consistent with Tables 5.3.1.1., 5.3.1.3., or 5.3.1.4. as  
1049 applicable.

1050 c. Address. All freestanding signs facing the primary street by which the site is  
1051 addressed: Contain the street address number (the address will not count towards  
1052 the sign area) of the property, which must be displayed in a contrasting color with  
1053 address numbers at a minimum height of 6- inches and maximum 12- inches.

1054 d. Distance between freestanding signs. A minimum distance of 25-feet shall be  
1055 maintained between freestanding signs regardless of whether such signs are on  
1056 one site or whether they are located on adjacent sites.

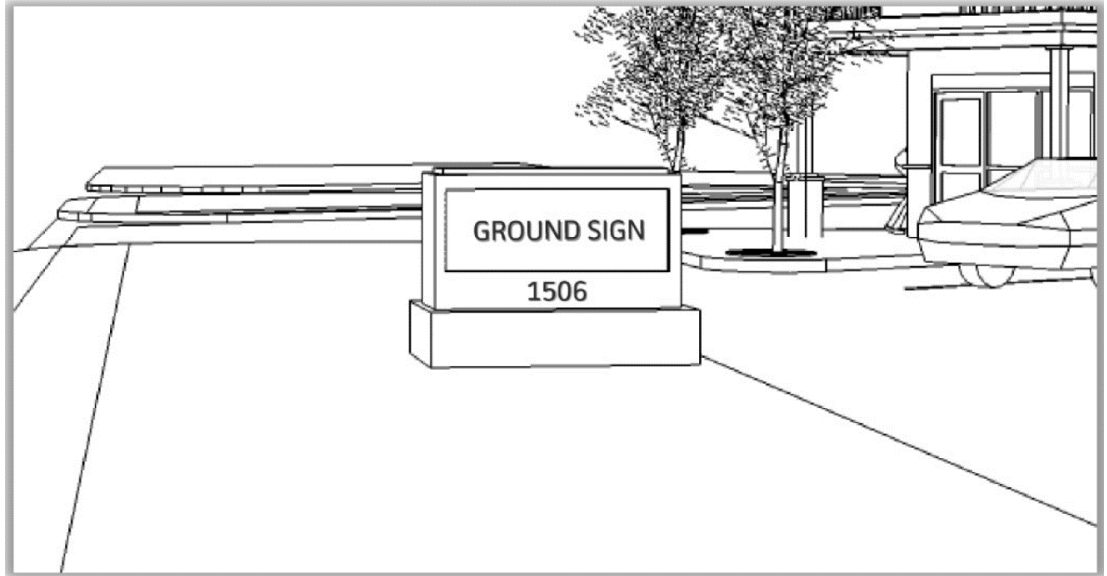
1057

1058 e. Setbacks: Freestanding signs on arterial and collector roads shall maintain a 10-  
1059 foot setback; on local roads a 7.5-foot setback shall be maintained.

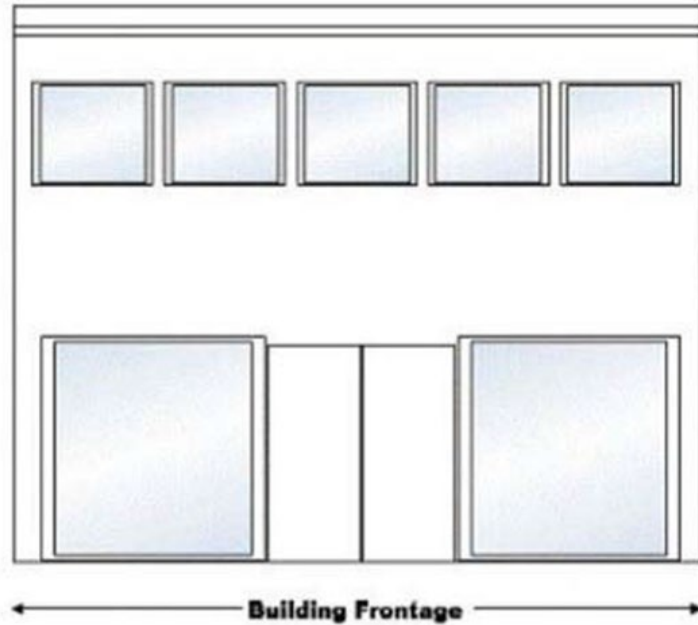
1060 f. Freestanding signs shall be designed as follows:

1061 1. Signs shall be in an enclosed base possessing a minimum width of two-thirds  
1062 (2/3) the width of the sign.

- 1063 2. Base shall be designed to be compatible with the architecture of the building  
1064 or other site features.
- 1065 3. A minimum depth of 36-inches of landscaping shall be incorporated around  
1066 the base to include low growing shrubs and ground cover and/or flowering  
1067 annual to promote color.
- 1068 4. When two freestanding signs are permitted, signs must be similar in design,  
1069 color, and materials.



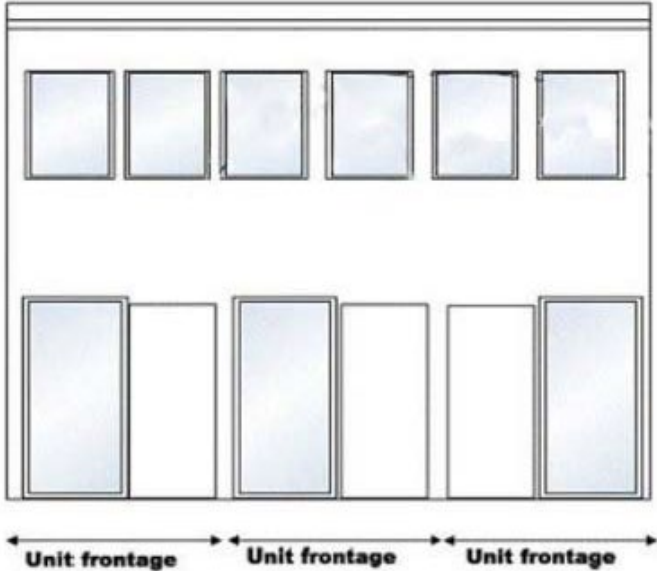
- 1070
- 1071 (2). **Wall Signs.**
- 1072 a. Except as otherwise provided in this Chapter, the number of wall signs shall not  
1073 be limited so long as the cumulative total sign area (in square feet) of all such  
1074 signs, except exempt signs, does not exceed the building sign allowance for the  
1075 property. The allowable building sign area (in square feet) of all signs, except  
1076 exempt signs, erected, installed, shall be computed as follows:
- 1077 1. If a building contains more than one floor or story, the dimension of the  
1078 primary side of the building shall be determined by measuring (in linear feet)  
1079 the overall width of the first floor or story of the building on the side that faces  
1080 the front lot line and the sign allowance for each business establishment or  
1081 other entity occupying the building shall be shared by such businesses or  
1082 other entities as determined by the property owner based on the frontage of  
1083 the building.
- 1084



**Structural Building Frontage Single Unit**

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2. If a building contains more than one business establishment or other entity, but the exterior of the building has not been subdivided into units, the sign allowance for each business establishment or other entity occupying the building shall be shared by such business establishments or other entities as determined by the property owner based on the frontage of the building.
3. If all or part of the exterior of a building has been subdivided into two (2) or more fully enclosed units capable of containing one (1) or more business establishments or other entities (such as a multiple unit shopping center), the front dimension of each such unit shall be considered the building frontage of the unit and the sign allowance for each business establishment or other entity occupying such unit shall be shared among the business establishments or other entities occupying such unit in the manner prescribed by the property owner. Any remaining part of the exterior of the building which has not been subdivided into fully enclosed units shall be treated the same as a building which has not been subdivided into units.



Structural Building Frontage Multiple Unit Building

1101  
 1102 4. If a single business establishment or other entity occupies more than one (1)  
 1103 consecutive fully enclosed unit, the building frontage of such business or  
 1104 other entity shall be the total linear dimension of building frontage of all such  
 1105 units combined.

1106 (3). **Illumination.**

1107 Freestanding and building signs may be illuminated in compliance with the following:

- 1108 a. Internally illuminated signs shall be constructed with either: an opaque  
 1109 background and translucent letters and symbols; or, a translucent darker colored  
 1110 background with a lighter contrasting color for the letters and symbols. No  
 1111 internal lighting shall include exposed incandescent or fluorescent bulbs.
- 1112 b. Externally illuminated signs that have a height of eight feet (8 FT) or less may be  
 1113 illuminated from the top of the sign or from the ground. The lighting of all other  
 1114 signs must be from the top of the sign and directed downward. Indirect light  
 1115 sources must be shielded from the view of persons viewing the sign and be further  
 1116 shielded and directed so that the light shines only on the sign and that illumination  
 1117 beyond the sign content is minimized.

1118 B. **Billboards**

- 1119 (1). **Generally.** The City supports the continuance of the existing Billboards along the  
 1120 Interstate-75 corridor for advertisement and economic development.
- 1121 (2). **Location.** Fifteen (15) Billboards exist along Interstate 75 and are governed by  
 1122 approvals from the Florida Department of Transportation. They are not subject to the  
 1123 nonconforming provisions of [Section 5.1.9.](#)

1124 C. **Residential Signs**

1125 (1). **Allowable Signage. Table 5.3.1.1.**

1126 Where only one (1) sign is permitted per Table 5.3.1.1., the sign may be either a wall  
 1127 sign or a freestanding sign.

1128 **Table 5.3.1.1. Allowable Residential Signs**

| Use Type                                    | Sign Type            | Maximum Standards        |                                       |
|---|----------------------|--------------------------|---------------------------------------|
| Single Family                               | Wall or Freestanding | Maximum Number           | 1                                     |
|   |                      | Maximum Area             | 4-square feet                         |
|   |                      | Freestanding Sign Height | 3-feet                                |
| Multi-Family 2—6 Units                      | Wall or Freestanding | Maximum Number           | 1 per Street Frontage not to exceed 2 |
|   |                      | Maximum Area             | 16 square feet                        |
|   |                      | Freestanding Sign Height | 6-feet                                |
| Multi-Family Greater Than 7                 | Wall or Freestanding | Maximum Number           | 1 per Street Frontage not to exceed 2 |
|   |                      | Maximum Area             | 24 square feet                        |
|   |                      | Freestanding Sign Height | 6-feet                                |
| Project Identification Signs <sup>(1)</sup> | Wall or Freestanding | Maximum Number           | See footnote                          |
|   |                      | Maximum Area             | 32 square feet                        |
|   |                      | Freestanding Sign Height | 8-feet                                |
|   |                      | Width                    | 6-feet                                |

(1) Boulevard entrances. At residential subdivision or residential development private right-of-way entrances which contain a median strip separating the entrance and exit lanes, either

one freestanding sign may be in the median strip of the entrance or two single-faced signs equal in size may be located on each side of the entrance. Non-boulevard entrances. At residential subdivision or residential development private right-of-way entrances which do not contain a median strip separating the entrance and exit lanes, either one double-faced sign facing perpendicular to the street, or two single-faced signs equal in size and located on each side of the entrance may be erected or located. Except when allowed in the private right-of-way entrance median strip, development identification signs on private or commonly owned property shall be set back a minimum of 15 feet from the edge of the entranceway pavement. A project identification sign may incorporate or be incorporated into landscaping, or into accessory entrance structural features including fountains or walls. Project identification signs may be illuminated only by means of exterior lights which are shielded so that light does not interfere with vehicular or pedestrian traffic.

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**D. Non-residential Signs**

**(1) Wall Signs**

**a. Allowable Signage. Table 5.3.1.2.**

The allowable signage to be mounted on a building shall be based on the building frontage of a business or other entity as follows:

**Table 5.3.1.2 Allowable Non-Residential Wall Signs**

| <b>Linear Feet of Structural Frontage</b>  | <b>Square Feet/Linear Feet of Structural Frontage</b> | <b>Maximum Area</b> |
|--|---|---------------------|
| ≤100 Linear Feet   | 2 Square Feet   | 100 Square Feet     |
| >100 Linear Feet to ≤300 Linear Feet   | 1 Square Foot   | 200 Square Feet     |
| >300 Linear Feet   | .75 Square Feet                                       | 300 Square Feet     |
| In the event a building is located on a lot that does not abut a public street, the frontage shall be measured along the publicly dedicated parking lot or platted alley that the lot fronts |   |                     |

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b. In addition to the sign area otherwise allowed in this section, business establishments or other entities which meet the following criteria shall be allowed additional sign area for building-mounted signs as follows:

- 1139 1. Businesses or other entities fronting on more than one (1) platted street shall  
 1140 be permitted an additional sign area allowance of 1.5 square foot per linear  
 1141 foot of building frontage on such additional street up to a maximum of 50  
 1142 square feet per street. Such additional sign area allowance for a second  
 1143 street shall be added to the building-mounted sign area allowance resulting  
 1144 from the building frontage calculation. If a business or other entity fronts on  
 1145 three (3) streets, then the additional sign allowance resulting from frontage  
 1146 on the third street shall be used on the building face abutting the third street.  
 1147 If a business or other entity fronts on four (4) streets, then the additional sign  
 1148 allowance resulting from frontage on the fourth street shall be used on the  
 1149 building face abutting the fourth street. For purposes of this Chapter, when  
 1150 a business or other entity fronts three (3) or four (4) streets, the side(s) of the  
 1151 business establishment or other entity shall be deemed to be fronting on the  
 1152 second and, if applicable, the fourth streets and the rear of the business  
 1153 establishment or other entity shall be deemed to front on the third street.
- 1154 2. Businesses or other entities whose side or rear building frontages abut a  
 1155 public alley, public parking area, or mall parking area shall be permitted an  
 1156 additional allowance of 1.5 square foot per linear foot of such side or rear  
 1157 building frontage up to a maximum of 50 square feet. Such additional  
 1158 allowance shall only be used on the side or rear of the building which actually  
 1159 abuts the public alley, public parking area, or mall parking area.

1160 (2) **Freestanding Signs**

- 1161 a. **Allowable Signage, Individual Sites Table 5.3.1.3**  
 1162 For all individual non-residential use sites, the maximum number of  
 1163 freestanding sign(s), maximum freestanding sign area, and height limitations  
 1164 shall apply:

1165 **Table 5.3.1.3. Allowable Signage, Individual Sites**

| <b>Freestanding Signs On Sites Containing Individual Businesses or Entities</b>     |                          |
|---|--------------------------|
| <b>Sign square footage calculations are based on street frontage (linear feet):</b> | <b>Maximum Standards</b> |
| 100 feet or less  | 30 square feet           |
| 101-200 feet  | 40 square feet           |
| 201-300 feet  | 52 square feet           |
| 301+ feet   | 65 square feet           |



| <b>Freestanding Signs On Sites Containing Individual Businesses or Entities</b> |  |
|---|--|
| <b>Height (feet):</b>   | 15; 25 if speed limit is 45 MPH or greater |
| <b>Maximum Number:</b>  |  |
| Site with less than 500 linear feet abutting a single street                    | 1  |
| Site with 500 or more linear feet abutting a single street                      | 2  |

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(3). **Allowable Signage. Multiple Business or Entity Sites. Table 5.3.1.4.**

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a. When only one (1) freestanding sign is permitted, the sign shall provide architectural design features, including colors or materials consistent with those used in the design of the building the sign is accessory to. These features shall apply to the sign frame and supporting materials, not to the sign panel or panels that provide the actual advertising area.

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b. Although the distribution of freestanding signage among the tenants or occupants of a multiple business or entity site shall be the responsibility of the real property site owner, the following limitations concerning maximum number, sign area, and height of freestanding signs shall apply to all multiple business or entity sites containing non-residential uses:

1178

**Table 5.3.1.4. Allowable Signage, Multiple Business or Entities**

| <b>Freestanding Signs On Sites Containing Multiple Businesses or Entities</b>       |                          |
|---|--------------------------|
| <b>Sign square footage calculations are based on street frontage (linear feet):</b> | <b>Maximum Standards</b> |
| 100 feet or less  | 50 square feet           |
| 101—200 feet  | 64 square feet           |
| 201—300 feet  | 80 square feet           |
| 301+ feet   | 100 square feet          |

| <b>Freestanding Signs On Sites Containing Multiple Businesses or Entities</b>   |  |
|---|--|
| <b>Height (feet):</b>   | 15; 25 if speed limit is 45 MPH or greater |
| <b>Maximum Number:</b>  |  |
| Site with less than 500 linear feet abutting a single street  | 1  |
| Site with 500 or more linear feet abutting a single street  | 2  |
| 1. When more than one freestanding sign is permitted on the same site, signs must be spaced a minimum of 300 feet apart.                                      |  |
| 2. In the event the depth of the property is at least three times the length of the street frontage (linear feet), an additional 25% of sign area is allowed. |  |

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(4) **Miscellaneous Signs**

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a. **Changeable Copy**

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1. Freestanding signs may have up to sixty percent (60%) of sign area as changeable copy or digital display. Digital signs may not change the display within a time period of less than six (6) seconds.

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- b. **Directional Signs.** Directional signs shall be a maximum of 12 square feet and 4-feet high.

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- c. **Menu boards.** One (1) preview and one (1) primary menu boards shall be permitted per drive-through.

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1. Primary menu boards shall be a maximum of 32 square feet.

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2. The height of a menu board shall not exceed 8-feet above ground level.

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3. The size of the menu board shall not be subtracted from the permitted wall sign area, nor freestanding sign area or maximum number.

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4. No more than one (1) preview menu board per drive-through lane shall be permitted.

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5. The preview menu board shall not exceed 16 square feet in area.

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1198 d. **Model home sign.** One (1) sign, not exceeding 24 square feet in area, advertising  
1199 a model residential unit located on the same parcel as the model and located a  
1200 minimum of ten (10) feet from any adjoining property lines.

1201 (5). **Projecting Signs.**

1202 One projecting sign is permissible for occupants that have a minimum of 20-feet of  
1203 occupied building frontage provided that:

1204 a. Projecting signs shall not exceed 6 square feet and shall have a minimum  
1205 clearance of 8-feet from the ground to the bottom of the sign. A projecting sign  
1206 may be a minimum of 6 feet from the ground when it is located above a  
1207 landscaped area or other area that does not permit pedestrian traffic beneath  
1208 said sign;

1209 b. The projecting sign shall be placed on the building so that said signs are intended  
1210 to be viewed by the pedestrians on the abutting street or pedestrian way.

1211 c. The projecting sign shall not extend more than four-feet from the wall of the  
1212 building on which it is erected and shall not extend above the roofline or the  
1213 parapet of the wall of the building on which it is erected.

1214  
1215 (6). **Sandwich Board Signs.**

1216 One sandwich board sign permissible for retail and restaurant uses provided that:

1217 a. Sandwich board signs shall not exceed 8 square feet and must be placed along  
1218 the occupant's building frontage, no further than 4-feet from the business  
1219 entrance.

1220 b. A 60-inch wide path for ingress and egress shall remain unobstructed and  
1221 accessible for pedestrian traffic.

1222  
1223 E. **Wellen Park (f.k.a. West Villages)**

1224 (1). **Intent.** The intent of this Section is to enumerate the base allowances and  
1225 dimensional standards for signage in Wellen Park. Additional design standards may  
1226 be applicable per the Village District Pattern Plan for each village as enforced by the  
1227 special district. Where Village districts regulations conflict with ULDC provisions  
1228 contained elsewhere in this Chapter, the regulation in this Section and the Village  
1229 District Pattern Book and Plans prevail. Where the Village districts regulations do not  
1230 specifically address a particular regulatory area, the applicable ULDC sign regulations  
1231 shall prevail.

1232 a. **Village A:** Signage pursuant to ULDC regulations.

1233 b. **Village B:** Signage pursuant to ULDC regulations.

1234 c. **Village C:** Signage pursuant to ULDC regulations.

1235 d. **Village D:** Sign types and associated permitted square footage of sign face are  
1236 permitted for each lot, parcel or building, and each lot, parcel or building shall be  
1237 entitled to erect each sign type.

1238 1. **Freestanding/Pylon Signs.**

- 1239 i. Maximum number of Freestanding/Pylon Signs in Mixed Use Area 1: One  
1240 (1) Sign
- 1241 ii. Maximum number of Freestanding/Pylon Signs in Mixed Use Area 2:  
1242 Three (3) Signs
- 1243 iii. Maximum number of Freestanding/Pylon Signs in Mixed Use Area 3:  
1244 Three (3) Signs
- 1245 iv. Maximum number of Freestanding/Pylon Signs in Mixed Use Area 4:  
1246 Three (3) Signs
- 1247 v. Maximum Height of Freestanding/Pylon Signs: 25-feet (US 41); 18-feet  
1248 (West Villages Parkway)

1249 2. **Sign Area.** Freestanding/Pylon signs: Shall be permitted a maximum of 75  
1250 square feet for a building up to one 150-feet in length. For buildings over 150  
1251 linear feet, the sign area shall be 0.50 square feet of sign area per linear foot  
1252 of building frontage. Maximum sign area for freestanding/Pylon signs shall be  
1253 one 120 square feet.

1254 3. **Monument Signs.** Monument signs in Mixed Use Areas: One (1) monument  
1255 sign maximum height of 10-feet per outparcel. Monument signs shall be  
1256 permitted a maximum of 100 square feet per sign face.

1257 4. **Gateway Monument Sign.** Gateway Monument signs may include major  
1258 tenant names for the project.

- 1259 i. Maximum Height of Freestanding/Pylon Signs: 25-feet (US 41); 18-feet  
1260 (West Villages Parkway)
- 1261 ii. Sign Area: Gateway Monument signs shall be permitted a maximum of  
1262 120 square feet per sign face.

1263 5. **Wall Signs.** Any structure containing one (1) or more nonresidential occupants  
1264 shall be allowed to display wall signs as follows: Maximum of four (4) wall signs  
1265 for that portion of the building that is leased/owned by a tenant/occupant,  
1266 which is visible and/or accessible to the public. Maximum cumulative sign area  
1267 shall be calculated as follows: 10% of the surface area of the exterior wall  
1268 included in an occupant's individually leased or owned premises, up to a  
1269 maximum sign area of 100 square feet.

1270 e. **Village E:**

1271 1. **Pylon Signs.**

- 1272 i. Maximum number of Pylon Signs in Mixed Use Area 1: One (1) Sign
- 1273 ii. Maximum number of Pylon Signs in Mixed Use Area 2: One (1) Sign

- 1274 iii. Maximum number of Pylon Signs in Mixed Use Area 3: Two (2) Signs
- 1275 iv. Maximum number of Pylon Signs in Mixed Use Area 4: One (1) Sign
- 1276 v. Maximum Height of Pylon Signs: 25- feet (Tamiami Trail and River Road)
- 1277 vi. Shall be permitted a maximum of 75 square feet for a building up to one
- 1278 150-feet in length. For buildings over 150 linear feet, the sign area shall
- 1279 be 0.50 square feet of sign area per linear foot of building frontage.
- 1280 Maximum sign area for freestanding/Pylon signs shall be one 120 square
- 1281 feet.
  
- 1282 2. **Monument Signs.** Monument signs in Mixed Use Areas: One (1) monument
- 1283 sign (maximum height of 10-feet) per outparcel. Monument signs shall be
- 1284 permitted a maximum of 100 square feet per sign face. Changeable
- 1285 copy/electronic signs:
  
- 1286 3. **Changeable copy/electronic signs.** The changeable copy portion of the sign
- 1287 shall be included in total sign area calculations and the electronic portion shall
- 1288 not measure greater 60 % of the permitted sign area.
  
- 1289 4. **Gateway Monument Signs.** Gateway Monument signs may include major
- 1290 tenant names for the project.

  - 1291 i. Maximum Height of Gateway Monument Signs: 25-feet (Tamiami Trail
  - 1292 and River Road)
  - 1293 ii. Sign Area: Gateway Monument Signs shall be permitted a maximum of
  - 1294 120 square feet per sign face.

  
- 1295 5. **Project Identity/Monument/Community Entrance Signs.** A sign
- 1296 constructed on the ground with a continuous footing or foundation with the
- 1297 base at grade. This may be for residential or non-residential development.
- 1298 Monument/Community Entrance signs may include tenant or development
- 1299 name, depending on location.

  - 1300 i. Area: Maximum of 100 square feet per sign face.
  - 1301 ii. Location: One (1) monument sign (maximum height of 10-feet) per
  - 1302 outparcel in Mixed-Use Areas.
  - 1303 iii. Entry features for residential development shall be allowed on both sides
  - 1304 of community entrances or as monumentation within a central island.
  - 1305 Final locations shall be approved by the WVRC.

  
- 1306 6. **Peripheral Parcel Identity Monument Sign.** Monument signs shall be
- 1307 permitted. These monument signs may be internally or externally illuminated,
- 1308 as approved by the WVRC.
  
- 1309 7. **Wayfinding.** Wayfinding signs shall be consistent with the overall
- 1310 development theme. These signs shall be a maximum of 20 square feet in
- 1311 copy/graphic area and a maximum of 10-feet in height.

1312 8. **Directional Signs.** Directional signs, symbols, or devices relating to traffic,  
 1313 parking, public services, facilities, or warnings on private property include, but  
 1314 are not limited to, messages such as “entrance”, “exit”, “slow”, “no  
 1315 trespassing”, “restrooms”, and “telephones”. These signs shall be a maximum  
 1316 of 12 square feet in copy/graphic area and a maximum of 4-feet in height.

1317 9. **Light Pole Banners.** Light pole banners may be installed in parking lot areas,  
 1318 along entrances to, and roadways within Mixed- Use and Mixed-Use  
 1319 Residential Neighborhoods. These banners shall be exempt from regulation  
 1320 of quantity, location, and design.

1321 f. **Village F:**

1322 Sign types and associated permitted square footage of sign face are permitted for  
 1323 each lot, parcel, or building, and each lot, parcel, or building shall be entitled to  
 1324 erect each sign type.

1325 1. **Pylon Signs.**

- 1326 i. Maximum number of Pylon Signs in Mixed-Use Residential  
 1327 Neighborhood 1: One (1) Sign
- 1328 ii. Maximum number of Pylon Signs in Mixed-Use Residential  
 1329 Neighborhood 2: Two (2) Signs
- 1330 iii. Maximum number of Pylon Signs in Mixed-Use Residential  
 1331 Neighborhood 3: One (1) Sign
- 1332 iv. Maximum number of Pylon Signs in Mixed-Use Area 1: Two (2) Signs
- 1333 v. Maximum number of Pylon Signs in Mixed-Use Area 2: Two (2) Signs
- 1334 vi. Maximum Height of Pylon Signs: 18-feet

1335 2. Shall be permitted a maximum of 75 square feet for a building up to one 150-  
 1336 feet in length. For buildings over 150 linear feet, the sign area shall be 0.50  
 1337 square feet of sign area per linear foot of building frontage. Maximum sign  
 1338 area for freestanding/Pylon signs shall be one 120 square feet.

1339 3. **Monument Signs.** Monument signs in Mixed-Use Residential  
 1340 Neighborhoods and Mixed-Use Areas: One (1) monument sign (maximum height  
 1341 of 10-feet) per outparcel. Monument signs shall be permitted a maximum of 100  
 1342 square feet per sign face.

1343 4. **Changeable copy/electronic signs.** The changeable copy portion of the  
 1344 sign shall be included in total sign area calculations and the electronic portion shall  
 1345 measure up to 60% of the permitted sign area, or as permitted by the ULDC,  
 1346 whichever is greater.

1347 5. **Wall Signs.** Any structure containing one (1) or more nonresidential occupants  
 1348 shall be allowed to display a maximum of four (4) wall signs for that portion of the building  
 1349 that is leased/owned by a tenant/ occupant, which is visible and/or accessible to the  
 1350 public. Maximum cumulative sign area shall be 10% of the surface area of the exterior

1351 wall included in an occupant's individually leased or owned premises, up to a maximum  
1352 sign area of 100 square feet.

1353 6. **Project Identity/Monument/Community Entrance Signs.** A sign constructed on the  
1354 ground with a continuous footing or foundation with the base at grade. This may be for  
1355 residential or non-residential development.

1356 i. Monument/Community Entrance signs may include tenant or  
1357 development name, depending on location.

1358 ii. Area: Maximum of 100 square feet per sign face.

1359 iii. Location: One (1) monument sign (maximum height of 10-feet per  
1360 outparcel in Mixed-Use Areas.

1361 iv. Entry features for residential development shall be allowed on both sides  
1362 of community entrances or as monumentation within a central island.  
1363 Final locations shall be approved by the WVRC.

1364 7. **Peripheral Parcel Identity Monument Sign.** Monument signs shall be  
1365 permitted. These monument signs may be internally or externally illuminated,  
1366 as approved by the WVRC.

1367 8. **Wayfinding.** Wayfinding signs shall be consistent with the overall  
1368 development theme. These signs shall be a maximum of 20 square feet in  
1369 copy/graphic area and a maximum of 10-feet in height.

1370 9. **Directional Signs.** Directional signs, symbols, or devices relating to traffic,  
1371 parking, public services, facilities, or warnings on private property include, but  
1372 are not limited to, "entrance", "exit", "slow", "no trespassing", "restrooms", and  
1373 "telephones". These signs shall be a maximum of 12 square feet in  
1374 copy/graphic area and a maximum of 4-feet in height.

1375 10. **Light Pole Banners.** Light pole banners may be installed in parking lot areas,  
1376 along entrances to, and roadways within Mixed- Use and Mixed-Use  
1377 Residential Neighborhoods. These banners shall be exempt from regulation  
1378 of quantity, location, and design.

1379 g. **Village G:**

1380 1. **Pylon Signs.**

1381 i. Maximum number of Pylon Signs in Institutional/Commercial/ Mixed-  
1382 Use: One (1) Sign

1383 ii. Maximum number of Pylon Signs in Mixed-Use Area 2: Two (2) Signs

1384 iii. Maximum number of Pylon Signs in Mixed-Use Residential  
1385 Neighborhood Area 2: One (1) Sign

1386 iv. Maximum Height of Pylon Signs: 18-feet (West Villages Parkway &  
1387 Manasota Beach Road) 25-feet (River Road)

- 1388 v. Sign Area: Pylon signs shall be permitted a maximum of 75 square feet  
1389 for a building up to 150-feet in length. For buildings over 150 linear feet,  
1390 the sign area shall be 0.50 square feet of sign area per linear foot of  
1391 building frontage. Maximum sign area for freestanding/Pylon signs shall  
1392 be 120 square feet.
- 1393 2. **Monument Signs.** Monument signs in MURN: One (1) monument sign  
1394 (maximum height of 10-feet) per outparcel. Monument signs shall be  
1395 permitted a maximum of 100 square feet per sign face.
- 1396 3. **Gateway Monument Sign.** Gateway Monument signs may include major  
1397 tenant names for the project.
- 1398 Maximum Height of Gateway Monument Signs: Twenty-five feet (25 FT)  
1399 (Tamiami Trail and River Road)
- 1400 Sign Area: Gateway Monument Signs shall be permitted a maximum of 120  
1401 square feet per sign face.
- 1402 4. **Changeable Copy/Electronic Signs.** The changeable copy portion of  
1403 monument signs shall be included in total sign area calculations and the  
1404 electronic portion shall measure up to 60% of the permitted sign area, or as  
1405 permitted by the ULDC, whichever is greater.
- 1406 5. **Wall Signs:** Any structure containing one (1) or more non-residential  
1407 occupants shall be allowed to display wall signs as follows: Maximum of four  
1408 (4) wall signs for that portion of the building that is leased/owned by a  
1409 tenant/occupant, which is visible and/or accessible to the public. Maximum  
1410 cumulative sign area shall be calculated as follows: 10% of the surface area of  
1411 the exterior wall included in an occupant's individually leased or owned  
1412 premises, up to a maximum sign area of 200 square feet.
- 1413 6. **Project Identity/Monument/Community Entrance Signs.** A sign  
1414 constructed on the ground with a continuous footing or foundation with the  
1415 base at grade. This may be for residential or non-residential development.
- 1416 i. Monument/Community Entrance signs may include tenant or  
1417 development name, depending on location.
- 1418 ii. **Area:** Maximum of 100 square feet per sign face.
- 1419 iii. **Location:** 1 monument sign (10-feet) per outparcel in Mixed-Use  
1420 Areas.
- 1421 iv. Entry features for residential development shall be allowed on both  
1422 sides of community entrances or as monumentation within a central  
1423 island. Final locations shall be approved by the WVRC.
- 1424 7. **Peripheral Parcel Identity Monument Signs.** Monument signs shall be  
1425 permitted. These monument signs may be internally or externally illuminated,  
1426 as approved by the WVRC.



- 1427 8. **Wayfinding.** Wayfinding signs shall be consistent with the overall  
 1428 development theme. These signs shall be a maximum of 20 feet in  
 1429 copy/graphic area, and a maximum of 10-feet in height.
- 1430 9. **Directional Signs.** Directional signs, symbols or devices relating to traffic,  
 1431 parking, public services, facilities, or warnings on private property include, but  
 1432 are not limited to, messages such as “entrance”, “exit”, “slow”, “no  
 1433 trespassing”, “restrooms”, and “telephones”. These signs shall be a maximum  
 1434 of 12 square feet in copy/graphic area and a maximum of 4-feet in height.
- 1435 10. **Light Pole Banners.** Light pole banners may be installed in parking lot areas,  
 1436 along entrances to and roadways within Mixed- Use and Mixed-Use  
 1437 Residential Neighborhoods. These banners shall be exempt from regulation  
 1438 of quantity, location, and design.
- 1439 h. **Village H:** Standards not yet established.
- 1440 i. **Village I:**
- 1441 1. **Pylon Signs:** A free-standing sign permanently affixed to the ground by a  
 1442 support of at least thirty percent (30%) of the sign itself.
- 1443 i. Maximum number of Pylon Signs in Residential Neighborhood 1: Two (2)  
 1444 Signs
- 1445 ii. Maximum number of Pylon Signs in Residential Neighborhood 2: Two (2)  
 1446 Signs
- 1447 iii. Maximum number of Pylon Signs in Residential Neighborhood 3: Two (2)  
 1448 Signs
- 1449 iv. Maximum number of Pylon Signs in Residential Neighborhood 4: Two (2)  
 1450 Signs
- 1451 v. Maximum number of Pylon Signs in Mixed Use Area 1: Two (2) Signs
- 1452 vi. Maximum Height of Pylon Signs: Eighteen feet (18 FT)
- 1453 vii. Sign Area: Pylon signs shall be permitted a maximum of seventy-five  
 1454 square feet (75 SF) for a building up to one hundred fifty feet (150 FT) in  
 1455 length. For buildings over one hundred fifty (150) linear feet, the sign  
 1456 area shall be 0.50 square feet of sign area per linear foot of building  
 1457 frontage. Maximum sign area for Pylon signs shall be one hundred  
 1458 twenty square feet (120 SF).
- 1459 2. **Monument Signs:** A sign constructed on the ground with a continuous footing  
 1460 or foundation with the base at grade. Monument signs in Mixed Use  
 1461 Residential Neighborhoods and Mixed Use areas: One (1) monument sign  
 1462 (maximum height of 10-feet) per outparcel. A sign panel may be permitted on  
 1463 each side; 120 square feet of sign area per sign face is permitted.
- 1464 3. **Changeable copy/electronic signs:** A sign that utilizes computer-generated  
 1465 messages or some other electronic means of changing copy. Shall be  
 1466 permitted as part of a pylon and/or monument sign, as determined by the

1467 WVRC. The changeable copy portion of the electronic portion shall not  
 1468 measure greater than 60% of the permitted sign area. Signage shall be  
 1469 reviewed and approved by the WVRC.

1470 j. **Village J:** Standards not yet established.

1471 k. **Village K:** Sign types and associated permitted square footage of sign face are  
 1472 permitted for each lot, parcel, or building, and each lot, parcel, or building shall be  
 1473 entitled to erect each sign type.

1474 1. **Pylon Signs:** A free-standing sign permanently affixed to the ground by a  
 1475 support of at least 30% of the sign itself.

1476 i. Maximum number of Pylon Signs in Residential Neighborhood 1: Two (2)  
 1477 Signs

1478 ii. Maximum number of Pylon Signs in Residential Neighborhood 2: Two (2)  
 1479 Signs

1480 iii. Maximum number of Pylon Signs in Residential Neighborhood 3: Two (2)  
 1481 Signs

1482 iv. Maximum number of Pylon Signs in Residential Neighborhood 4: Four (4)  
 1483 Signs

1484 v. Maximum number of Pylon Signs in Mixed Use Area 1: Two (2) Signs

1485 vi. Maximum Height of Pylon Signs: Eighteen feet (18 FT)

1486 vii. Sign Area: Pylon signs shall be permitted a maximum of seventy-five  
 1487 square feet (75 SF) for a building up to one hundred fifty feet (150 FT) in  
 1488 length. For buildings over one hundred fifty (150) linear feet, the sign  
 1489 area shall be 0.50 square feet of sign area per linear foot of building  
 1490 frontage. Maximum sign area for Pylon signs shall be one hundred  
 1491 twenty square feet (120 SF).

1492 2. **Monument Signs:** A sign constructed on the ground with a continuous footing  
 1493 or foundation with the base at grade. Monument signs in Mixed Use  
 1494 Residential Neighborhoods and Mixed Use areas: One (1) monument sign  
 1495 (maximum height of 10-feet) per outparcel. A sign panel may be permitted on  
 1496 each side. One hundred 120 square feet of sign area per sign face is permitted  
 1497 .

1498 3. **Changeable copy/electronic signs:** A sign that utilizes computer-generated  
 1499 messages or some other electronic means of changing copy. Shall be  
 1500 permitted as part of a pylon and/or monument sign. The changeable copy  
 1501 portion of the electronic portion shall not measure greater than 60% of the  
 1502 permitted sign area. Signage shall be reviewed and approved by the WVRC.

1503 4. **Wall Signs:** Any structure containing one (1) or more nonresidential occupants  
 1504 shall be allowed to display a maximum of four (4) wall signs for that portion of  
 1505 the building that is leased/owned by a tenant/ occupant, which is visible and/or  
 1506 accessible to the public. Maximum cumulative sign area shall be 10% of the

1507 surface area of the exterior wall included in an occupant's individually leased  
1508 or owned premises, up to a maximum sign area of 100 square feet.

1509 5. **Community Entry Sign:** A sign constructed on the ground with a continuous  
1510 footing or foundation with the base at grade that identifies the project.  
1511 Community Entry Signs shall be limited to the sizes and locations permitted in  
1512 the ULDC and as approved by the WVRC.

1513 6. **Peripheral Parcel Identity Monument Sign:** A sign constructed on the  
1514 ground with a continuous footing or foundation with the base at grade that  
1515 identifies a peripheral parcel (understood to include outparcels and parcels  
1516 along the edge/periphery of the Village). Monument signs shall be permitted a  
1517 maximum of 120 square feet per sign face. These monument signs may be  
1518 internally or externally illuminated.

1519 7. **Wayfinding:** Wayfinding signs shall be a maximum of 20 square feet in  
1520 copy/graphic area and a maximum of 10-feet in height.

1521 8. **Directional Signs:** Directional signs, symbols, or devices relating to traffic,  
1522 parking, public services, facilities, or warnings on private property include, but  
1523 are not limited to, "entrance", "exit", "slow", "no trespassing", "restrooms", and  
1524 "telephones". z These signs shall be a maximum of 12 square feet in  
1525 copy/graphic area and a maximum of 4-feet in height.

1526 9. **Light Pole Banners.** Light pole banners shall be a maximum of 18-inches by  
1527 30-inches and installed in parking lot areas, along entrances to, and roadways  
1528 within Mixed Use and Mixed Use Residential Neighborhoods. These banners  
1529 shall be exempt from regulation of quantity, location, and design.

1530

1531 **ARTICLE IV. – VARIANCES**

1532 **Section 5.4.1 Minor Variance**

1533 A. **Minor Variances.**

- 1534 (1). Allow a 20% increase in allowable sign area;
- 1535 (2). Allow a 10% increase in allowable sign height;
- 1536 (3). Allow up to a 5-foot decrease in minimum distance between freestanding signs; or
- 1537 (4). Allow a 10% decrease in minimum setback.

1538 a. Requests for minor variances shall be initiated by the applicant in the application  
1539 for a Sign Certificate of Zoning Compliance and shall be accompanied by  
1540 documentation including sample detail drawings, schematic architectural  
1541 drawings, site plans, elevations, and perspectives which shall graphically  
1542 demonstrate the proposed deviation(s). The ULDC Administrator may grant a  
1543 minor variance provided that such variance will not be contrary to the public  
1544 interest and in harmony with the general intent and purpose of this Chapter if one  
1545 or both of the following criteria are satisfied:

- 1546 1. Conditions exist that are not the result of the applicant, and which are such  
1547 that a literal enforcement of the regulations involved would result in  
1548 unnecessary or undue hardship; or
- 1549 2. There is something unique about the building or site configuration that would  
1550 cause the signage permitted by this Chapter to be ineffective in identifying a  
1551 use or structure that would otherwise be entitled to a sign.

1552 b. Subject to the standards and criteria stated above, the ULDC Administrator shall  
1553 approve only the minimum waiver from the provisions of this Chapter necessary  
1554 to avoid the undue hardship or to cause the signage for the site to be effective in  
1555 identifying the use or structure on the site. However, no waiver shall be approved  
1556 that would have the effect of allowing a type or category of sign that would  
1557 otherwise be prohibited by this Chapter.

1558 c. Any person aggrieved by the decision of the ULDC Administrator concerning a  
1559 minor variance denial may appeal the decision pursuant to Section 2.2.4. or apply  
1560 for a major variance or waiver.

1561 **Section 5.4.2 Major Variance**

1562 Any sign variance application that does not meet the threshold for a minor variance will be  
1563 considered a major variance pursuant to Chapter 2, Article II., Section 2.2.18.(B)(2), which shall be  
1564 considered by the Zoning Hearing Officer. Applicants may not request a variance to allow a sign  
1565 prohibited by these regulations.”

1566 **SECTION 4 – CONFLICTS**

1567  
1568 4.01 In the event of any conflict between the provisions of this ordinance and any other ordinance, in  
1569 whole or in part, the provisions of this ordinance will prevail to the extent of such conflict.  
1570

1571 **SECTION 5 – SEVERABILITY**

1572  
1573 5.01 If a court of competent jurisdiction finds that any section, subsection, sentence, clause, phrase,  
1574 or provision of this ordinance is for any reason invalid or unconstitutional, that provision will be  
1575 deemed a separate, distinct, and independent provision and will not affect the validity of the  
1576 remaining portions of the ordinance.  
1577

1578 **SECTION 6 – CODIFICATION**

1579  
1580 6.01 In this ordinance, additions are shown as underlined and deletions as ~~striketrough~~. Any  
1581 additional codification information and notations appear in *italics*. These editorial notations are  
1582 not intended to appear in the codified text.  
1583

1584 **SECTION 7 – EFFECTIVE DATE**

1585  
1586 7.01 This ordinance takes effect on October 28, 2024.  
1587

1588 READ BY TITLE ONLY at first reading by the City Commission of the City of North Port, Florida, in public  
1589 session on July 23, 2024.  
1590

1591 ADOPTED by the City Commission of the City of North Port, Florida, on the second and final reading in  
1592 public session on August 6, 2024.  
1593

1594 CITY OF NORTH PORT, FLORIDA  
1595  
1596

1597 \_\_\_\_\_  
1598 ALICE WHITE  
1599 MAYOR

1600  
1601 ATTEST  
1602  
1603

1604 \_\_\_\_\_  
1605 HEATHER FAUST, MMC  
1606 CITY CLERK  
1607  
1608  
1609

1610 APPROVED AS TO FORM AND CORRECTNESS  
1611  
1612  
1613 \_\_\_\_\_  
1614 AMBER L. SLAYTON, B.C.S.  
1615 CITY ATTORNEY