



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

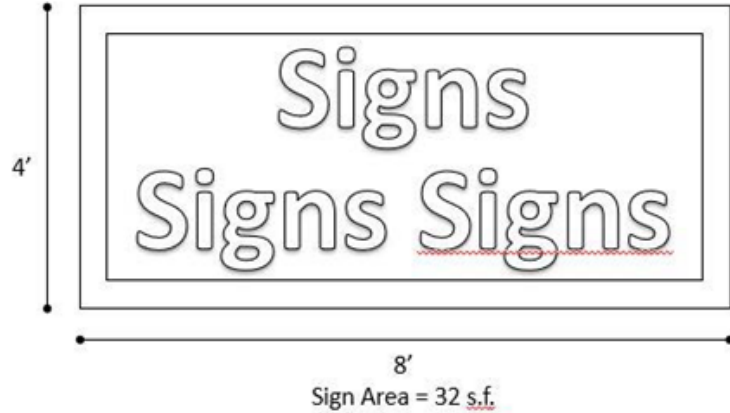
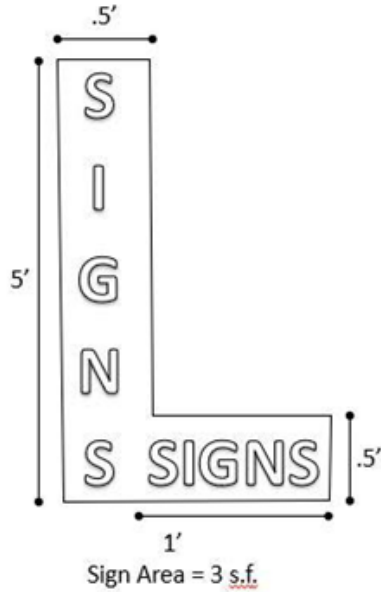
- 757 1. Any sign that is attached to or painted on a vehicle or trailer, parked to be visible from and to
758 clearly provide advertising visible from the public right-of-way or parked on public property
759 to clearly provide a message close to the public right-of-way (A signed vehicle used by a
760 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.

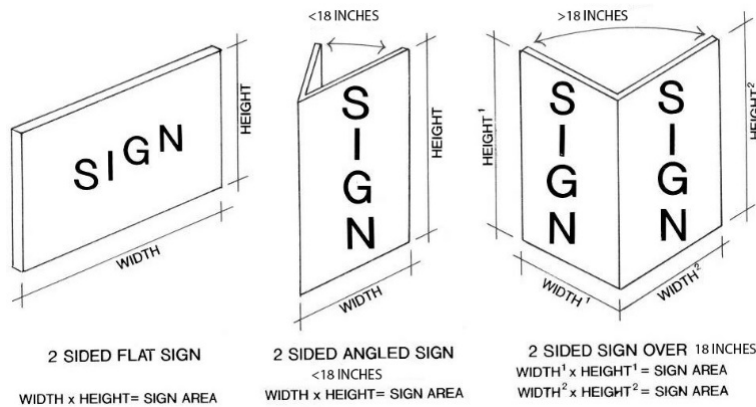
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788
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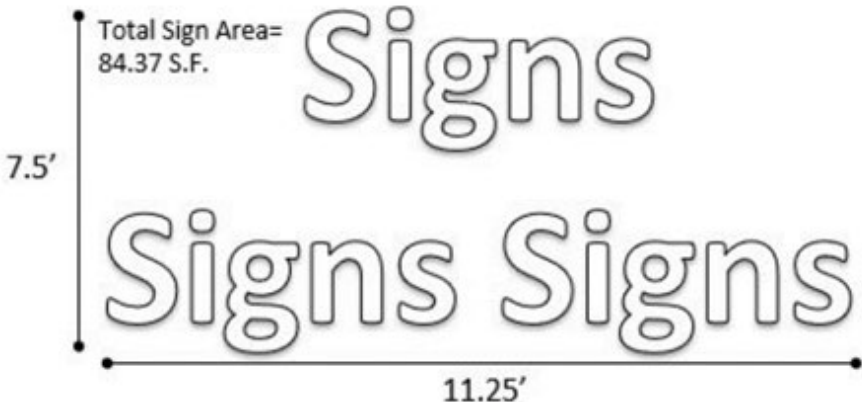
790 **B. Multi-faced Sign Area**

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.

971

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

SIGN TYPE	AG	R-1	R-2	R-3	MH	C	CT	COR	I-1	I-2	EC
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

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

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

SIGN TYPE	Residential	Commercial Retail & Services	Industrial	Civic	Parks and Open Space
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

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

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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.

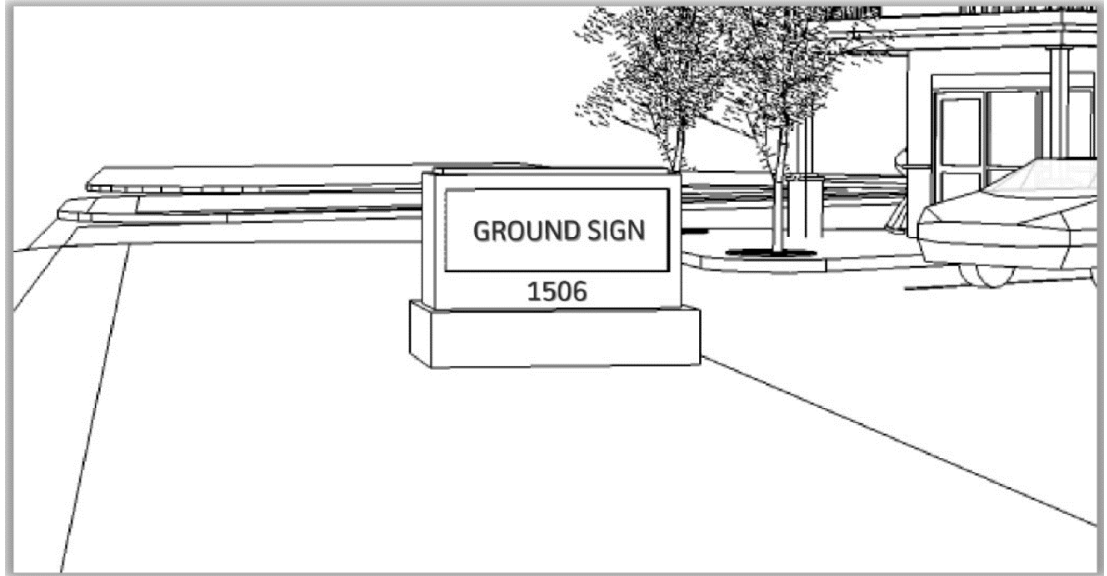
1057

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.

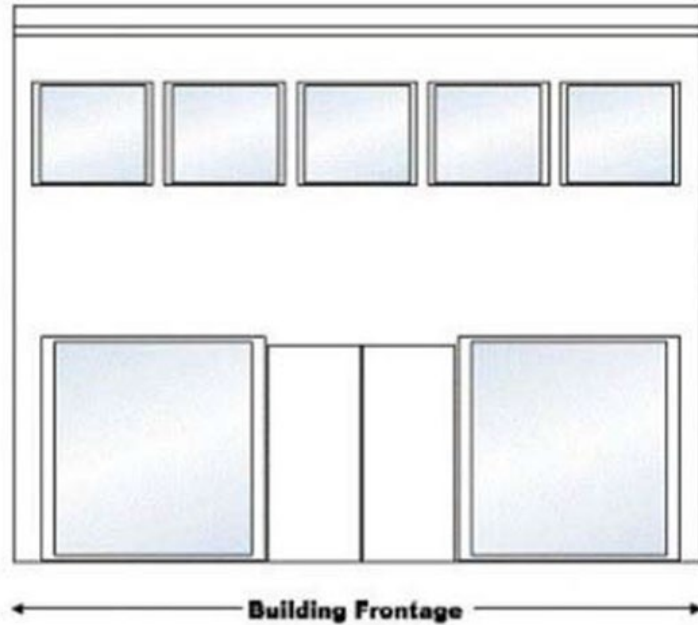
1060 f. Freestanding signs shall be designed as follows:

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.



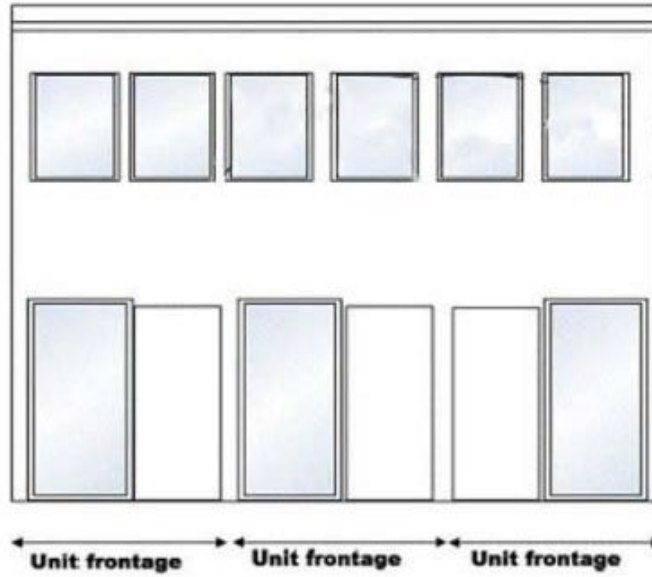
- 1070
- 1071 (2). **Wall Signs.**
- 1072 a. Except as otherwise provided in this Chapter, the number of wall signs shall not
1073 be limited so long as the cumulative total sign area (in square feet) of all such
1074 signs, except exempt signs, does not exceed the building sign allowance for the
1075 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

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

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(3). **Illumination.**

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

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- a. Internally illuminated signs shall be constructed with either: an opaque background and translucent letters and symbols; or, a translucent darker colored background with a lighter contrasting color for the letters and symbols. No internal lighting shall include exposed incandescent or fluorescent bulbs.

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- b. Externally illuminated signs that have a height of eight feet (8 FT) or less may be illuminated from the top of the sign or from the ground. The lighting of all other signs must be from the top of the sign and directed downward. Indirect light sources must be shielded from the view of persons viewing the sign and be further shielded and directed so that the light shines only on the sign and that illumination beyond the sign content is minimized.

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B. **Billboards**

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- (1). **Generally.** The City supports the continuance of the existing Billboards along the Interstate-75 corridor for advertisement and economic development.

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- (2). **Location.** Fifteen (15) Billboards exist along Interstate 75 and are governed by approvals from the Florida Department of Transportation. They are not subject to the 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 ⁽¹⁾	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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1130 **D. Non-residential Signs**

1131 (1) **Wall Signs**

1132 a. **Allowable Signage. Table 5.3.1.2.**

1133 The allowable signage to be mounted on a building shall be based on the
 1134 building frontage of a business or other entity as follows:

1135 **Table 5.3.1.2 Allowable Non-Residential Wall Signs**

Linear Feet of Structural Frontage	Square Feet/Linear Feet of Structural Frontage	Maximum Area
≤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		

1136 b. In addition to the sign area otherwise allowed in this section, business
 1137 establishments or other entities which meet the following criteria shall be
 1138 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**

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

Freestanding Signs On Sites Containing Individual Businesses or Entities	
Height (feet):	15; 25 if speed limit is 45 MPH or greater
Maximum Number:	
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:

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Table 5.3.1.4. Allowable Signage, Multiple Business or Entities

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

Freestanding Signs On Sites Containing Multiple Businesses or Entities	
Height (feet):	15; 25 if speed limit is 45 MPH or greater
Maximum Number:	
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