

Section 5-04. - Sign standards and criteria.

The following criteria and standards apply to those types of signs as specified below, depending on their type, use or character and zoning district requirements.

- A. *Temporary non-commercial message signs:* The following standards and criteria shall apply to all temporary non-commercial message signs located and placed within the city limits. Noncommercial message signs do not contain commercial advertising for a commercial for-profit business, service or product.
1. All temporary non-commercial message signs require a sign permit and the applicant shall pay the permits fees for placement on either residential or commercial property, as defined below.
 2. These signs shall all be freestanding signs, constructed of sturdy, all-weather materials such as hard plastic, vinyl, masonite or wood of a sufficient thickness to withstand the local weather conditions commonly experienced. (Paper and cardboard signs are strictly prohibited).
 3. No temporary signage shall be placed within the public rights-of-way, and unless approved by the city manager in advance. No temporary signage shall be placed on city owned property.
 4. No part of any temporary sign shall be located closer than two (2) feet from a property line or a public right-of-way, and in no instance shall any temporary sign obstruct the visibility of any motorist, bicyclist or pedestrian from seeing oncoming pedestrians, bicyclists or vehicular traffic.
 5. These signs may be double-faced, with messages on the front and back sides of the same sign, and only the sign area of one (1) side shall be used for the sign area calculations.
 6. Standards for locating signs on residential or commercial properties:
 - a. On residentially zoned properties, no single sign shall exceed six (6) square feet in sign area, and a total of three (3) temporary signs are permitted on any one (1) property, with a maximum of eighteen (18) square feet of total combined sign area, at a maximum height of four (4) feet for all signs. Each temporary non-commercial message sign shall require a permit fee as approved by resolution of the city commission and they are permitted to be located for up to sixty (60) calendar days, from the date of the permit.
 - b. On commercially zoned properties, no single sign shall exceed thirty-two (32) square feet in sign area, and a total of three (3) temporary signs are permitted on any one (1) property, with a maximum of ninety-six (96) square feet of total combined sign area, at a maximum height of eight (8) feet for all signs. Each temporary non-commercial message sign shall require a permit fee as approved by resolution of the city commission and they are permitted to be located for up to ninety (90) calendar days, from the date of the permit.
 7. Temporary non-commercial message signs shall be removed within three (3) calendar days from the date the scheduled event has concluded, if applicable, or by the sixty-day or ninety-day deadlines defined in subsections 6.a. and b. above, whichever occurs first.
- B. *Temporary commercial advertising signs:* Upon submittal of an application and the appropriate fee(s), the administrator may issue temporary sign permits for commercial advertising signs within the commercial zoning districts of the city, in accordance with the following requirements:
1. The standards and criteria listed for temporary non-commercial message signs shown above under section 5-04, subsections A.1—7. shall also apply for temporary commercial advertising signs, except that temporary commercial advertising signs may be located no closer than five (5) feet from any property line or a public right-of-way, and they may not be

located in any parking space, vehicular accessway or on any public or private walkway, sidewalk or bike path. Signs are permitted for thirty (30) calendar days from the date of permit.

- C. *Temporary residential or commercial real estate, garage/estate sale signs:* Temporary signs advertising a property for sale or rent, or a garage or estate sale, including real estate open houses and home tours, may be six (6) square feet or less in size and do not require a permit. Signs larger than six (6) square feet shall require a temporary sign permit. These signs shall not exceed eight (8) feet in height, and they shall be displayed as follows:
1. One (1) on-premises sign per street frontage is allowed.
 2. Two (2) off-premises signs are allowed within a public street right-of-way at intersections. A maximum of two (2) signs advertising two (2) separate sales per intersection are allowed. Signs maintained at intersections shall not interfere with vehicular sight visibility. Installation of more than two (2) signs per intersection or any sign(s) which interfere with visibility shall be removed from the intersection in accordance with section 5-30.B.
 3. Signs on private property must be at least two (2) feet from the edge of street pavement and ten (10) feet from adjacent property lines.
 4. Signs shall be removed within twenty-four (24) hours of the end of the temporary sale.
- D. *Directional signs:* Used to control vehicle traffic circulation, ground directional signs may be located on commercial properties at points of ingress and egress up to the property line or in other locations as approved by the administrator. No directional sign shall be erected within any required parking space. Directional signs will be limited to three (3) square feet in area, with lettering eight (8) inches or less in height and it may display the names and/or symbol of the establishment provided that such name or symbol shall not exceed fifty (50) percent of total sign area. Ground private directional signs are limited to four (4) feet in height. These signs do not require a sign permit or fee.
- E. *Commercial reader boards or signs with interchangeable letters.* No reader board or sign that allows interchangeable letters or messages shall be larger than thirty-two (32) square feet.
- F. *Portable sidewalk or sandwich sign, menu boards:* Used to draw pedestrian traffic, these types of signs shall be allowed in commercial zoning districts. One (1) sign shall be allowed per properly licensed business, which must comply with the following requirements:
1. Signs require a permit and fee, as approved by resolution of the city commission, and they shall not exceed nine (9) square feet in size.
 2. Signs shall be placed no closer than five (5) feet from any property line or public right-of-way, and they shall not be placed in any vehicular circulation areas, parking spaces, or on any public or private walkway, sidewalk or bike path.
 3. Signs shall be removed at the close of each business day and in the event of an emergency or impending natural disaster.
 4. Signs shall be of stable construction and secured or weighted to prevent their movement.
- G. Portable signs (typically on wheels or a temporary stand):
1. Portable signs shall comply with the requirements for the portable sidewalk or sandwich sign, menu board signs listed under subsection F. above, in addition to the requirements listed below.
 2. Signs shall not exceed thirty-two (32) square feet in total sign area.
 3. Signs requiring electricity shall acquire an electrical permit to ensure safety of the connection.

4. Signs shall only be allowed on a temporary basis for a maximum of sixty (60) days, and only for the purpose of replacing or maintaining a permanent sign on the same property, and they are not required to be removed on a daily basis.

Section 5-14. - Prohibited signs and displays.

The following signs are prohibited within the city limits:

- A. *Signs on seawalls and retaining walls.* No message or commercial advertising sign other than those placed by a governmental entity shall be attached, painted or applied to any seawalls or retaining walls bordering any body of water or waterway, except attached to commercially zoned properties, or as exempted by section 5-08.L.
- B. *Signs on public utility poles and trees.* No sign of any type, except signs posted by the utility to their poles, shall in any way be attached to any public utility poles or trees. Paper and cardboard signs are prohibited to be used as any type of sign throughout the city.
- C. *Signs obstructing clear passage.* No part of any sign shall in any way be attached to or located to obstruct any fire escape, access or ventilation device which prevents free passage from one (1) part of a roof to another.
- D. *Sign over public property.* No sign shall extend over public property or public right-of-way except:
 1. The projection signs that are over eight (8) feet high, measured from the bottom of the sign.
 2. A marquee sign on an awning or canopy which extends over the public sidewalk, or sandwich signs (menu boards) in the commercial zoning districts of the downtown district. Said marquee signs shall not be placed in, on or over the city right-of-way without permission from the city manager or designee.
- E. *Banner signs.* Banner, balloons, pendants, streamers, or other types of attention getting devices, except temporary signs in accordance with section 5-04.B. as approved by the administrator. Banner signs may not be placed across any street or thoroughfare without the approval of the city manager or designee and the Florida Department of Transportation (FDOT), where appropriate.
- F. *Illumination features.* No sign shall be located where it can be seen from any street or highway that in any way resembles a traffic signal or emergency vehicle light. This includes any rotating and/or flashing signal lamps of any color, similar to those used on emergency vehicles.
- G. *Off-site signs.* Off-site advertising, which promotes or advertises a business off of the property where the business is physically located, except signage permanently affixed to a trailer or vehicle, is prohibited within the city limits. This includes any type of advertising on the Atlantic Ocean Public Beach for any business, whether by a sign placed or located on the beach, temporary or otherwise, or carried or worn by any person on the beach. This excludes business names and trademarked symbols which are located on equipment, gear, clothing or other personal items or effects which are manufactured, produced and/or sold by said business.
- H. *General.* The following signs, sign features, or attention getting devices are prohibited:
 1. Bullseye, spiral, divergent, sequential, flashing or intermittent lights or messages designed to draw and focus attention to a single point.
 2. Spectacular signs, with the exception of changeable message boards and/or electronic reader board signs, are allowed in accordance with the following:
 - a. The display of each different message must each be displayed for a minimum five (5) seconds, before changing to a new message.
 - b. The transition between messages must not flash once the new message is displayed.

3. Signs which are held by a person and twirled, and any type of rotating paddle signs which change the displayed message when the paddles are rotated.
 4. No sign of any kind shall be located, to in any way interfere with, block the view of, resemble or look similar enough to be confused with any authorized traffic signal, sign or device.
 5. No sign shall use words of warning, such as "STOP," "LOOK," "DANGER," or any word, phrase, symbol or character that in any way interferes with, distracts or confuses motorists.
 6. No sign of any kind shall be located to interfere with the clear line-of-sight for motor vehicle, bicycle or pedestrian traffic. Any signs found to be in violation will be immediately removed at the sole discretion of the city code enforcement officer.
- I. Signs on glass visible from a public right-of-way shall not exceed twenty-five (25) percent of the total square footage of the glass area on which the sign is located, or as more specifically designated in each separate zoning district in chapter II of these regulations.
 - J. A trailer or vehicle sign, when not permanently affixed to the trailer or vehicle, which is parked for the intended purpose of adding additional signage beyond that which is allowed by this Code. This provision does not apply to a trailer or motor vehicle which has a business identification sign permanently affixed to it, which is operable, properly licensed, and regularly used for the daily operation of the business, which does not remain parked on the business property for any extended or excessive period of time as determined by the code enforcement officer, or when it is parked temporarily at any other location, such as the operator's residence, or while the operator of the vehicle is conducting business.
 - K. No illuminated sign or display shall be located as to violate City Code section 15-44.
 - L. Any other signs not specifically identified as being allowed are classified as being prohibited.

Section 5-28. - Penalties for violation.

It shall be unlawful to violate any of the provisions of this chapter and any violation shall be punished in a manner provided by City Code of Ordinances chapter 31. Each day of violation shall constitute a separate offense.

Section 5-30. - Removal of signs.

- A. Removal of business signage is the responsibility of the property owner. When a business moves or closes, all signs, including their supports, may remain, provided the sign structure is in compliance with current codes, the printed advertisement is removed, and the sign is maintained in good condition. If any part of the sign face, frame or structure is removed and not replaced within thirty (30) days of being removed, the entire sign structure must be removed. Portable signs must be removed per section 5-04.
- B. Any unauthorized or prohibited sign located on any city property, public rights-of-way, utility poles or trees will be removed by the city without notice to the owner of the sign. Such signs shall be stored by the city for five (5) days before being destroyed or discarded. If the owner of the sign is known, a notice of violation against City Code may be issued in accordance with City Code chapter 31.