



**REQUEST:** Amend City of Fort Lauderdale Unified Land Development Regulations (ULDR) for Sign Requirements to address Content Neutrality

<b>Case Number</b>	T17006
<b>Applicant</b>	City of Fort Lauderdale
<b>ULDR Sections</b>	Section 47-6.30.E, Design and Performance Standards for Permitted Uses Section 47-14.30.d, Sign Regulations, Section 47-16.21, Sign Regulations Section 47-18.6.C, Bed and Breakfast Dwelling Section 47-22, Sign Requirements Section 47-39.A.15, Signs
<b>Notification Requirements</b>	10-day legal ad
<b>Action Required</b>	Recommend approval or denial to City Commission
<b>Authored By</b>	Karlanne Grant, Planner III <i>KG</i> <i>E.L.</i>

**BACKGROUND:**

On June 18, 2015, the Supreme Court ruled in Reed's favor in Reed vs. Town of Gilbert which required signs to address content neutrality. In an effort to remove any content based sign regulations from the ULDR, the proposed ULDR amendments will address content neutrality while regulating on-premise business signs and allowing for a reasonable advertising area for business establishments. The amendments are meant to eliminate conspicuous excess of signage but not destroy the right to advertise.

These amendments were originally presented to the Planning and Zoning Board (PZB) on September 18, 2017 and were recommended for approval (7-1) to the City Commission with additional suggestions for temporary signs regarding more content neutrality language for temporary signs for political related events, increasing the time frame of how long a temporary sign is allowed for political related events and possibly increasing the amount of off-premise directional signs allowed. The staff report and minutes from the September 18, 2017, meeting are attached as **Exhibit 1 and Exhibit 2**, respectively.

Subsequent to the PZB meeting, it has come to staff's attention that other sections of the code that regulate signage were inadvertently left out of the original changes in regards to addressing content neutrality.

The original amendments addressed the ULDR, Section 47-22, Sign Requirement and included the following changes:

- Add and define criteria for outparcel signs;
- Clarify on premise signs, real estate signs, awning, canopy, roller and umbrella sign criteria;
- Remove banner sign language and relocate said language to Section 25-23, Event Banner Signs of the Code of Ordinances;
- Clarify point of purchase sign criteria;

- Modify criteria for shopping center or strip store signs to vary in size when located on a single free-standing sign;
- Modify criteria for Residential Office District (RO), Limited Residential Office District (ROA), and Planned Residential Office District (ROC) zoning districts for temporary builders signs;
- Add language to permit temporary builders signs in Commercial and General Aviation Districts;
- Clarify location and allowable display of temporary real estate signs and associated directional signs;
- Add General Aviation Zoning Districts to Section 47-22.4, Maximum Number of Signs at One Location and Special Requirements in Zoning Districts;
- Remove the "one percent" size limitation on Signage in the Airport Industrial Park (AIP) zoning district;
- Establish criteria for temporary signs during municipal, state, or federal elections;
- Remove credit card sign criteria;
- Clarify exempt sign criteria; and
- Remove language related to occupant signs, symbols or insignia, and government pennants.

The sections that were inadvertently left out are consistent with the original amendments to remove content based regulations. They include the following:

- Section 47-6.30.E, Design and Performance Standards for Permitted Uses;
- Section 47-14.30.d, Sign Regulations;
- Section 47-16.21, Sign Regulations;
- Section 47-18.6.C, Bed and Breakfast Dwelling; and,
- Section 47-39.A.15, Signs

In addition, staff has also made revisions to address the PZB suggestions from the September 18th meeting. To address the Planning and Zoning Board's suggestions about temporary signs, the main focus was to ensure that temporary signs are not content based by removing insinuating language about any specific event. Staff has since created a definition for temporary signs and compiled all the different types of temporary signs (real estate sign, off-premise directional sign, election related event sign and builder sign) under one section. Staff has also relocated the temporary signs section to Section 25-24, Temporary Signs of the Code of Ordinances since temporary signs do not require a permit. Lastly, staff increased the amount to point of purchase signs allowed on the lot or plot where the sign is located for the business operation from no more than two (2) to no more than four (4). Except for the sections that were inadvertently left out and the changes to temporary signs and point of purchase signs, everything within the original ordinance amendment remains the same.

The revised and updated ordinance is attached as **Exhibit 3**.

#### **Comprehensive Plan Consistency:**

The proposed amendments are consistent with the City's Comprehensive Plan. Specific Goals, Objectives and Policies are addressed as follows:

ELEMENT:	Future Land Use Element
GOAL:	Goal 1
OBJECTIVE:	Objective 1.29: Reducing Inconsistencies

POLICY: Policy 1.30.2: The ULDR shall incorporate the appropriate sections of the City's sign ordinance.

This ULDR amendment is part of the *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included in the *Neighborhood Enhancement Cylinder of Excellence*, specifically advancing:

Goal 5: Be a community of strong, beautiful, and healthy neighborhoods.

Objective 2: Enhance the beauty, aesthetics, and environmental quality of neighborhoods.

**PLANNING & ZONING BOARD REVIEW OPTIONS:**

The Planning and Zoning Board, in its capacity as the Local Planning Agency, shall determine whether the proposed amendments are consistent with the City of Fort Lauderdale's Comprehensive Plan and whether the Planning and Zoning Board recommends approval of the proposed amendments to the City Commission.

**EXHIBITS:**

1. September 18, 2017 Planning and Zoning Board Staff Report
2. September 18, 2017 Planning and Zoning Board Minutes
3. Proposed Ordinance





**REQUEST:** Amend Unified Land Development Regulations (ULDR) Section 47-22, Sign Requirements to address content neutrality; defining and adding criteria for outparcel signs; clarifying on premise signs; adding criteria to temporary builders signs; clarifying real estate signs; clarifying awning, canopy, roller or umbrella sign criteria; removing banner sign language and relocated said language to Section 25-23 of the code of ordinances; clarifying point of purchase sign criteria; modifying criteria for shopping center or strip store signs to permit signs to vary in size when located on a single free-standing sign; modifying criteria for RO, ROA, and ROC zoning districts for temporary builders signs; adding language to permit temporary builders signs in Commercial and General Aviation districts; clarifying location and allowable display of temporary real estate signs and associated directional signs; adding general aviation zoning districts to Section 47-22.4; removing the one (1) percent size limitation on signage in the AIP zoning district; establishing criteria for temporary signs during municipal, state, or federal elections; removing credit card sign criteria; clarifying exempt sign criteria and removing language related to occupant signs, symbols or insignia, and government pennants.

This amendment removes any content-based sign regulations from the ULDR.

<b>Case Number</b>	T17006
<b>Applicant</b>	City of Fort Lauderdale
<b>ULDR Sections</b>	47-22, Sign Requirements
<b>Notification Requirements</b>	10-day legal ad
<b>Action Required</b>	Recommend approval or denial to City Commission
<b>Authored By</b>	Karlanne Grant, Planner III

KG *ON BEHALF OF ELA PARKER*

**BACKGROUND:**

On June 18, 2015 the Supreme Court rules in Reed's favor in Reed vs. Town of Gilbert which required signs to address content neutrality. In an effort to remove any content based sign regulations from the ULDR, staff is amending the current ordinance to address content neutrality. The proposed zoning amendment is intended to regulate on-premise business signs and to allow reasonable advertising area to business establishments. It is meant to eliminate conspicuous excesses in urban advertising but not to destroy the right to advertise. The proposed Ordinance is attached as Exhibit 1.

The new scope of Section 47-22 is to regulate the time, place and manner in which a sign is erected, posted, or displayed on private property such as the height, area, location, and other similar aspects of signs and sign structures and does not in any manner regulate the content of the written or depicted copy on any individual sign, nor does this section regulate in any manner purely graphic material as herein defined; noncommercial holiday signs and decorations; signs on products, product containers, or product dispensers; public informational and safety signs; or signs required by local, state, or federal law; window displays or building designs, exclusive of any commercial signage or other commercial communication. This section regulates signs intended to be viewed from public rights-of-way, vehicular travelways, and waterways. Any sign authorized by this section shall be allowed to contain noncommercial copy in lieu of commercial or other copy.

The proposed regulations are outlined below.

**Section 47-22.2, Definitions**

- Advertising bench: A bench, such as a bus or park bench used as a medium to display a sign as defined herein;



- On-Premise sign: A sign used to inform the general public of activities, goods, products, or services offered or rendered on the premises on which the sign is located;
- Outparcel sign: A ground sign associated with a detached standalone building located within the same development site boundaries of a shopping center. Such building shall not be attached to another on the development site nor shall it contain more than one (1) tenant;
- Temporary sign: A on-premise sign that is intended or appears to be intended to be displayed for a limited period of time;
- Temporary builders sign: A sign displayed temporarily on a property during a period of time in which active city-permitted construction or improvements are being made on the property where the sign is placed. Such signs are typically used solely for the purpose of information concerning the active construction or improvements; and,
- Temporary real estate sign: A sign displayed temporarily during the period of time in which the property on which the sign is placed is offered for sale, rent or lease.

#### **Section 47-22.3, General Regulations**

- Awning, canopy, roller curtain or umbrella signs. Awning, canopy, roller curtain or umbrella signs shall be limited to one (1) sign per tenant space, and the total lettering area shall not be over sixteen (16) inches in height nor cover more than half the surface to which applied. Such signs in RM-15, RML-25, RMM-25 and RMH-25 zones shall not exceed twenty-four (24) square feet, and in RMH-60 zones such signs shall not exceed thirty-two (32) square feet. Lettering on awnings eight (8) inches or less in height shall not count in total number of signs located on a property, but shall comply with all other requirements of this Section 47-22;
- Language regarding Banner Signs have been removed from this section and is proposed to be located in Section 25-23 of the City of Fort Lauderdale Code of Ordinances;
- Point of purchase signs. Point of purchase signs may be any type of sign permitted by ordinance, but such signs shall be restricted to advertising the primary purpose of the business operation located on the same property. No more than two (2) points of purchase provided on the lot or plot where the sign is located may be advertised on the sign. Business identification or directional signs are not point of purchase signs for purposes of this section. Area of point of purchase signs, with the exclusion of business identification or directional signs, are to be calculated as part of the allowed flat/wall sign;
- Shopping center or strip store signs. Shopping center or strip store signs shall be limited to one (1) detached, freestanding sign for each street front as regulated by this section. The maximum number of detached, freestanding signs shall be two (2) for any single lot or plot. Such signs may bear the name of the shopping center or a directory of occupants, or a combination of the shopping center name and a directory of occupants. Each store, office or place of business shall be permitted no more than one (1) flat sign (excluding freestanding detached signs and eight-inch lettering on awning signs), except when a store, office or place of business faces two (2) street fronts or vehicle travelways, then one (1) flat sign facing on each street front shall be permitted. If two (2) flat signs are to be erected, then the total aggregate area of the two (2) flat signs shall not exceed three hundred (300) square feet. All flat signs may only be permitted when associated with the ground floor tenants or for dedicated ground floor entrances for upper level tenants where the structure exceeds one (1) level. No sign shall be permitted at a height greater than four (4) feet above the ground floor level where the structure exceeds one (1) level in a shopping center or strip store;

- In RO, ROA and ROC zones such signs shall not exceed sixteen (16) square feet area, where the building plot abuts only one (1) street and not more than two (2) of such signs facing on different streets.
- In commercial and general aviation zoning districts such signs shall not exceed four (4) feet by eight (8) feet, where the building plot abuts only one (1) street and not more than two (2) of such signs facing on different streets.
- No permit may be issued to re-erect a temporary builders sign until the building permit has been reissued or a new building permit secured for the associated building project.
- Temporary real estate signs. In all residential districts, no permit shall be required for temporary real estate signs. In all residential districts in the city, no temporary real estate sign shall be permitted except those erected by the property owner or the owner's agent, and such signs shall be subject to the following conditions:
  - Language limiting wording was removed;
  - One (1) temporary real estate sign for each street front shall be permitted on a property and shall relate only to the premises on which it is erected. The word "property" is defined as one (1) or more lots, part of a lot or parts of lots as may constitute the extent of the property being offered for sale, rent or lease. This shall not exclude the temporary use of an "open house" sign not to exceed four hundred eighty (480) square inches in area, to be used only when the owner or agent is on the premises. In addition, no more than two (2) off premise self-sustaining directional signs, located adjacent to no more than two (2) parcels of property, will be permitted for a period not to exceed twenty four (24) hours provided the sign is located within the swale area of the right-of-way and with the written permission of the adjacent property owner. The sign shall neither exceed four hundred eighty (480) square inches in area nor be erected to exceed a height of three (3) feet above ground level. In addition to any penalty for violation of the foregoing provisions regulating directional signs, any such sign which does not comply with the provisions will be removed by the city and will not be returned to its owner until a retrieval fee of five dollars (\$5.00) per sign is paid; and,
  - In all business areas in the city, no temporary real estate signs will be allowed having more than sixteen (16) square feet in area. No fees shall be charged for such signs nor shall a permit be required therefor.

**Section 47-22.4, Maximum number of signs at one location and special requirements in zoning districts.**

- Business, General Aviation, and RMH-60 zoning districts. The following regulations shall apply in all business, general aviation and, RMH-60 zoning districts;
- AIP district. Signs located in the AIP zoning district shall be limited to ground signs. Such ground sign shall not exceed one hundred twenty (120) square feet in area, nor shall it extend more than five (5) feet above the finished street level of the nearest street. One (1) flat sign for each business may be attached to the main structure to announce the name and/or insignia of the business. This provision shall not be interpreted to include signs painted directly on the wall, but are to be constructed with, or constructed and placed on, the structure. Such flat sign shall not extend above roof level of the wall upon which it is placed, and in no event shall exceed sixty (60) square feet in size. Signs shall not be illuminated by exposed tubes, bulbs or similar light sources, nor may they be of the flashing, rotating, or animated type. Signs may, however, be illuminated by shielded spotlighting. All signage in the AIP zoning district must first be approved by the department as a site plan level I, as being consistent with the purpose and intent of the GAA district;



- GAA district- All identification and/or insignia signs must first be approved by the department as a site plan level I, as being consistent with the purposes and intent of the GAA district;
- H-1 district- All signs located within the H-1 district shall comply with the requirements set out in Section 47-16, Historic Preservation District; and,
- Shopping Center or strip stores shall be permitted additional ground signs in accordance with the following:
  - An outparcel associated with a shopping center shall be permitted one (1) ground sign per right-of-way up to a maximum of two (2) ground signs when abutting two (2) or more rights-of-way;
  - An outparcel permitted to have two (2) ground signs shall locate each sign abutting each right-of-way.

#### **Section 47-25.5**

- The Section was changed from Political Signs to Temporary Signs; and,
- A temporary sign may be displayed for thirty (30) days prior to a municipal, state, or federal election, such temporary sign may be referred to as political campaign sign.

#### **Section 47-22.6, Detailed requirements governing signs and advertising displays**

- Language regarding "Credit Card Signs (Special Privilege)" was removed.

#### **Section 47-22.7, Exempt Signs**

- The City has a compelling interest in allowing the following signs in order to comply with State and local laws and to promote public safety on City property or in the rights-of-way. Any sign which does not meet the criteria of this section and is not specifically permitted elsewhere in this article is prohibited. The following signs shall be exempt from the provisions of this Section 47-22 except as otherwise stated as follows;
- Instructional signs. Signs which provide instructions and are located entirely on the property to which they pertain and do not exceed eight (8) square feet in area;
- Memorial signs. Signs cut into masonry surface or inlaid so as to be a part of the building or when constructed of bronze or other incombustible material;
- Notice bulletin boards. Notice bulletin boards not over twenty-four (24) square feet in area when located within a Community Facility zoning district where the same are located on the premises of an associated use;
- Language for "Occupant Signs" was removed;
- Plaques. Plaques or nameplate signs not more than four (4) square feet in area which are fastened directly to the building;
- Language for "Symbols of Insignia" was removed;
- Language for "Government Pennants" was removed; and,
- Warning signs. Signs warning the public of the existence of danger. Such warning signs shall be removed upon subsidence of the danger for which warning is being given.

#### **Comprehensive Plan Consistency:**

The proposed amendments are consistent with the City's Comprehensive Plan. Specific Goals, Objectives and Policies are addressed as follows:

ELEMENT:	Future Land Use Element
GOAL:	Goal 1
OBJECTIVE:	Objective 1.29: Reducing Inconsistencies

POLICY: Policy 1.30.2: The ULDR shall incorporate the appropriate sections of the City's sign ordinance.

This ULDR amendment is part of the *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included in the *Neighborhood Enhancement* Cylinder of Excellence, specifically advancing:

Goal 5: Be a community of strong, beautiful, and healthy neighborhoods.

Objective 2: Enhance the beauty, aesthetics, and environmental quality of neighborhoods.

**PLANNING & ZONING BOARD REVIEW OPTIONS:**

The Planning and Zoning Board, in its capacity as the Local Planning Agency, shall determine whether the proposed amendments are consistent with the City of Fort Lauderdale's Comprehensive Plan and whether the Planning and Zoning Board recommends approval of the proposed amendments to the City Commission.

**EXHIBITS:**

1. Proposed Ordinance



## SECTION 47-22. - SIGN REQUIREMENTS

### Sec. 47-22.1. - General.

- A. Signs have the potential to be traffic hazards that divert drivers' attention from the roadway and have a distracting effect that contributes to traffic accidents. *Metromedia v. City of San Diego*, 453 US 490, 509 (US 1981). The unregulated proliferation of signs can harm the aesthetics of the City resulting in harm to the general welfare of the City. The City of Fort Lauderdale has an interest in protecting the health, safety and welfare of the public through ensuring traffic safety and protecting the beauty and aesthetic of the City. That interest is furthered by limiting the proliferation of signs. All signs in the city shall be limited to on-premises signs -point of purchase sign, business identification sign, and directional sign. No other kind of advertising sign of any type shall be permitted, except as otherwise provided herein. Any sign authorized by this section shall be allowed to contain noncommercial copy in lieu of commercial or other copy.
- B. Purpose of section. This section is intended to ~~regulate~~ provide reasonable, content-neutral regulations of signs ~~according to the type of zone in which they are located, and in doing so,~~ to enhance the efficiency of land use and land use planning in the city. In general, this ordinance seeks to regulate on-premise business signs and to allow reasonable advertising area to business establishments. It is meant to eliminate conspicuous excesses in urban advertising but not to destroy the right to advertise. ~~This section regulates signs intended to be viewed from public rights-of-way, vehicular travelways, and waterways.~~ This control extends to advertising signs on boats in canals in the city.
- C. Scope of section. This section regulates the time, place and manner in which a sign is erected, posted, or displayed on private property such as the height, area, location, and other similar aspects of signs and sign structures and ~~This section does not in any manner regulate the content of the written or depicted copy on any individual sign, but only the height, area, location, and other similar aspects of signs and sign structures;~~ nor does this section regulate in any manner purely graphic material as herein defined; noncommercial holiday signs and decorations; signs on products, product containers, or product dispensers; public informational and safety signs; or signs required by local, state, or federal law; window displays or building designs, exclusive of any commercial signage or other commercial communication. This section regulates signs intended to be viewed from public rights-of-way, vehicular travelways, and waterways. Any sign authorized by this section shall be allowed to contain noncommercial copy in lieu of commercial or other copy.

### Sec. 47-22.2. - Definitions.

- A. For the purposes of this section, the following terms are defined as follows:
1. Advertising bench: A bench, such as a bus or park bench, ~~for the use of the public and bearing a commercial message used as a medium to display a sign as defined herein.~~
  2. Area of a freestanding sign: The area of that square or rectangle which would enclose all parts of the sign excepting the supporting columns, and strictly decorative design features or embellishment such as mansard roofs, lanterns, clocks, unless such features contain copy or logo or other advertising matter. Area of a sign shall be aggregate of both sides, unless otherwise provided herein.
  3. Area of a flat/wall sign: The total area of each square or rectangle which would enclose all parts of each letter, character, or logo which make up a sign as defined herein.

4. *Banner sign*: Any sign possessing characters, letters, illustrations, or ornamentations, or designed so as to attract attention by scenic effect, with or without characters; streamers, and wind-driven whirligigs, or other devices applied to cloth, paper, fabric, or like kind of material either with or without frame and which is not of permanent construction.
5. *Boat dock and docking facility*: A group of commercial boat docks with no support structures (excluding a ticket booth), wherein fishing boats, charter boats, boat rentals, boat dealers, yacht brokers, and other similar commercial boating operations, utilize water frontage and are supplied with common parking.
6. *Business identification sign*: A sign bearing the name, trademark, or symbol of the business located on the property.
7. *Central beach area zoning districts*: Lands zoned into the following zoning categories: Sunrise Lane Area (SLA), North Beach Residential Area (NBRA), A-1-A Beachfront Area (ABA), Planned Resort Development Area (PRD), Intracoastal Overlook Area (IOA), South Beach Hotel and Marina District (SBHMA).
8. *Detached or free-standing sign*: A single or multifaced sign erected on one (1) or more poles which is wholly independent of any building for support.
9. *Directional sign*: A sign within the property designed for the guidance of traffic, that is, entrance and exit signs.
10. *Flat sign*: A sign parallel to the face of any building.
11. *Ground sign*: A detached sign installed at ground level in low profile.
12. *Marquee sign*: A sign attached to a marquee as is customarily used by a theater or hotel. A marquee is recognized as being an integral part of the building and of like material.
13. *Message center sign*: An electronically controlled changeable message sign.
14. *Noncommercial copy*: Any language, wording or expression not related to the economic interests of the speaker and its audience, such speech generally considered to be ideological, political or of a public interest nature.
15. On-Premise sign: A sign used to inform the general public of activities, goods, products, or services offered or rendered on the premises on which the sign is located.
16. Outdoor advertising display: An off-premise, outdoor advertising sign, such sign being commonly referred to as a billboard, poster board, or outdoor advertising board.
17. Outparcel sign: A ground sign associated with a detached standalone building located within the same development site boundaries of a shopping center. Such building shall not be attached to another on the development site nor shall it contain more than one (1) tenant.
18. Point of purchase sign: Any sign used for advertising a product or service offered for sale and/or delivered on the premises that is the primary purpose of the business.
19. Pylon sign: Any sign structure that is an integral part of the building.
20. Projecting sign: A sign projecting at any angle from an outside wall of any building.
21. Roof signs: A sign erected entirely above the roof of any building.
22. Scintillating sign: A sign with moving parts and/or lights, excepting message center signs. A scintillating sign shall also include a sign which has "chasing action" or "scintillating action." "Chasing action" is the action of a row of lights commonly used to create the appearance of motion, the effect of which is obtained by turning a sequence of lights off at timed intervals so that a group of shadows appear to flow in one (1) direction. "Scintillating action" is that effect which gives the appearance of twinkling lights with such lights blinking on and off in a random or patterned manner.



- ~~23~~24. *Shopping center*: A group of commercial establishments planned and designed with common parking and/or using a common name.
- ~~24~~22. *Sidewalk or sandwich sign*: Any movable sign not secured or attached to the ground or a structure.
- ~~25~~23. *Sign*: Any display of characters, ornamentation, letters, or other display such as, but not limited to, a symbol, logo, picture, or other device used to attract attention, or to identify, or as an advertisement, announcement, or to indicate directions, including the structure or frame used in their display.
- ~~26~~24. *Snipe sign*: Any sign or any material including, but not limited to, paper, paint, cardboard, plastic, wood and metal when such sign is attached in any way to trees, motor vehicles, trailers, or waterborne craft or other objects used for advertising purposes.
- ~~27~~25. *Strip stores*: A group of commercial establishments in single or multiple buildings utilizing common parking.
- ~~28~~26. *Supergraphics sign*: A design or pictorial representation that contains no lettering or business identification or logo used as a sign as defined herein.
27. Temporary sign. A on-premise sign that is intended or appears to be intended to be displayed for a limited period of time.
- ~~28~~27. *Temporary builders sign*: A sign ~~used temporarily solely for the purpose of information concerning~~ displayed temporarily on a property during a period of time in which active city-permitted construction or improvements are being made on the property where the sign is placed . Such signs are typically used solely for the purpose of information concerning the active construction or improvements.
- ~~29~~28. *Temporary real estate sign*: A sign ~~used for the purpose of~~ displayed temporarily during the period of time in which the property offering the property on which the sign is placed is offered for sale, rent or lease.
- ~~30~~29. *Under-canopy sign*: A sign attached to the cantilevered portion of a building whether it be on the same plane as the roof line or not.
- ~~31~~30. *Vehicle travelway*: Any alley or parking space way twenty (20) feet or more in width.
- ~~32~~34. *Window sign*: Any sign or illustrations or symbols attached to, painted on or affixed by any method directly to the interior or exterior of the glass of any door or window, or within six (6) inches of a window.

Sec. 47-22.3. - General regulations.

- A. *Advertising benches*. Advertising benches may be permitted subject to regulations established by agreement with the city commission.
- B. *Awning, canopy, roller curtain or umbrella signs*. Awning, canopy, roller curtain or umbrella signs shall be limited to one (1) ~~owner per identification sign~~ per tenant space, and the total lettering area shall not be over sixteen (16) inches in height nor cover more than half the surface to which applied. Such signs in RM-15, RML-25, RMM-25 and RMH-25 zones shall not exceed twenty-four (24) square feet, and in RMH-60 zones such signs shall not exceed thirty-two (32) square feet. Lettering on awnings eight (8) inches or less in height shall not count in total number of signs located on a property, but shall comply with all other requirements of this Section 47-22.
- G. ~~Banner signs. Banner signs are prohibited, except as provided in this section. A banner sign may be permitted for a legitimate public purpose such as advertising City-sponsored or co-sponsored events~~

~~or public service announcements, such a banner sign shall be known as an event banner or PSA banner, respectively and shall only be permitted as follows:~~

~~1. City sponsored events. Events sponsored solely by the city need not make application.~~

~~2. City co-sponsored events.~~

~~a. Event banner signs may be displayed in association with city co-sponsored events as approved by the city commission. City co-sponsored events are events determined by city commission to serve a legitimate public purpose.~~

~~b. Event banner signs shall be subject to the following criteria:~~

~~i. An application for the display of an event banner sign for any such event shall be filed with the department. The application submitted for display of an event banner sign shall include a drawing indicating the utility poles or highway trusses proposed to be used for displaying event banners, and a letter or letters of permission from the owner or owners of the poles or highway trusses. Event banners may not be displayed on any other structure.~~

~~ii. All event banners proposed to be placed upon a utility pole shall require a letter granting permission and shall indemnify and hold harmless the city for any damage or injury that may occur as a result of such display.~~

~~iii. All applications for event banners proposed to be placed within median areas shall include a site plan for review and approval by the department.~~

~~iv. No event banner shall be placed over a railroad crossing or on an Intracoastal bridge.~~

~~v. If an event banner is proposed to be placed upon a utility pole and the owner of the utility pole is not the State of Florida, then the letter granting permission shall also indemnify and hold harmless the city for any damage or injury that occurs as a result of such display. No event banners shall be permitted in medians unless there are no utility poles. When event banners are proposed to be placed in median areas they shall be placed on utility poles and a site plan must be reviewed and approved by the department. No event banner shall be located over a railroad crossing or on an Intracoastal bridge. Event banners shall be prohibited from display in medians or swales except as provided for herein.~~

~~c. All event banners displayed on highway trusses are subject to approval by the Florida Department of Transportation. A refundable deposit of one hundred dollars (\$100.00) shall be paid to the department to guarantee the removal of the event banner within seventy-two (72) hours of the expiration of the permit. An applicant may only display one (1) event banner on highway trusses and each highway truss may only display a maximum of two (2) event banners.~~

~~d. If more than one (1) event banner is proposed, the amount of the refundable deposit shall be paid according to the following schedule:~~

<b>Number of Event Banners</b>	<b>Amount of Deposit</b>
<b>1—10</b>	<b>\$100.00</b>
<b>11—25</b>	<b>300.00</b>



26—35	500.00
36—50	700.00
More than 50	900.00

-

- ~~;adv=g;e. A non-refundable permit processing and application fee of ten dollars (\$10.00) per event banner will be charged but, in no case, more than one thousand dollars (\$1,000.00) per applicant or event.;~~
- ~~f. Event banner refundable deposits may be paid on an annual basis in the amount of one thousand dollars (\$1,000.00).~~
- ~~g. Any event to be advertised must be physically conducted within the corporate limits of the city.~~
- ~~3. PSA banner signs shall be subject to the application requirements of event banners as provided by subsection 47-22.3.C.2.~~
- ~~4. Any event or PSA banner sign permitted to be displayed shall be subject to the following limitations:~~
- ~~a. Display periods of event or PSA banner shall be limited to the following:~~
- ~~i. Event or PSA banners may be displayed for a maximum of thirty (30) days subject to a Site Plan Level I development permit with a fifteen day Commission Request for Review (CRR).~~
- ~~ii. Event or PSA banners may be displayed for periods longer than thirty (30) days subject to Site Plan Level I development permit with City Commission approval.~~
- ~~b. When an event or PSA banner is to be placed on a highway truss, display shall be limited to one (1) sign per side at any one (1) location.~~
- ~~c. Event banners or PSA banners on highway trusses shall be limited in size to three (3) feet by thirty (30) feet and the minimum height clearance of the sign and any appurtenances above the roadway shall be sixteen (16) feet; event or PSA banners not displayed on highway trusses shall be limited to a maximum size of eight (8) feet by three (3) feet, must be fifteen (15) feet above a roadway, and shall be suspended lengthwise from a utility pole and attached to such pole at each end.~~
- ~~d. The text of an event banner shall include the name of the event, the date or dates of the event and the name and logo of the city. Lettering used to identify the city shall be uniform and shall be no smaller than four (4) inches in height and shall not exceed six (6) inches in height. Logos of the city shall be no smaller than six (6) inches in height and shall be no more than eight (8) inches in height. The text of the event banner shall not contain product logos. The name of a company or product sponsoring such an event may be included in the text of the event banner only if it is a part of the name of the event.~~
- ~~e. Display of event banners shall be limited to the following areas with the municipal City of Fort Lauderdale:~~
- ~~i. Federal Highway from the corporate limit in the south to the corporate limit in the north.~~

- ~~ii. Cypress Creek Road from corporate limit east to Federal Highway.~~
- ~~iii. Commercial Boulevard from corporate limit east to Intracoastal Waterway.~~
- ~~iv. Oakland Park Boulevard from corporate limit east to State Road A-1-A.~~
- ~~v. Sunrise Boulevard from corporate limit east to State Road A-1-A.~~
- ~~vi. Broward Boulevard from corporate limit east to Federal Highway~~
- ~~vii. Las Olas Boulevard from S.W. 7th Avenue to State Road A-1-A.~~
- ~~viii. 17th Street from Federal Highway to State Road A-1-A.~~
- ~~ix. Davie Boulevard from corporate limit east to Federal Highway.~~
- ~~x. Andrews Avenue from corporate limit to the north to State Road 84 to the South.~~
- ~~xi. Federal Highway from State Road 84 north to N.E. 6th Street.~~
- ~~xii. State Road A-1-A from corporate limit to the north to 17th Street.~~
- ~~xiii. Powerline Road.~~
- ~~xiv. State Road 7.~~
- ~~xv. State Road 84.~~
- ~~xvi. Sistrunk Boulevard from Federal Highway west to the corporate limit.~~
- ~~xvii. S.W./N.W. 7th Avenue from Las Olas Boulevard north to Sunrise Boulevard.~~
- ~~xviii. S.E./N.E. 3rd Avenue from 17th Street north to Sunrise Boulevard.~~
- ~~xix. NE 13th Street from NE 4th Avenue to NE 15th Avenue.~~
- ~~xx. SW 2nd Street from SW 7th Avenue to SW 3rd Avenue.~~

~~5. This does not exclude the use of authentic flags (national, state, city) or others approved by the department.~~

~~6. The restrictions in this subsection C shall not affect the number of American flags displayed at any location for a period of seventy-two (72) hours encompassing any legal holiday, or any other event of a patriotic, memorial or celebratory nature as determined by federal, state, county or municipal policy.~~

~~7. Use of all American flags must be in accordance with federal law and the rules established for display of the flag.~~

C.D. *Boat dock and docking facility sign.* Boat dock and docking facility signs shall be limited to one (1) detached, freestanding sign as regulated by this section. Such signs may bear the name of the boat docking facility or a directory of tenants, or a combination of the boat docking facility and a directory of tenants. No tenant may occupy more space on the sign than any other tenant. In addition, each boat or dock tenant shall be permitted one (1) sign not more than five hundred seventy-six (576) square inches and not over five (5) feet above the top of the seawall. All such signs shall be the same height above the seawall. In addition, one (1) flat sign may be placed on concession booths subject to the provisions of this section.

D.E. *Detached freestanding signs and pylon signs.* The leading edge of a detached freestanding sign located in any zoning district shall be located a minimum of five (5) feet from the property line of the lot or plot on which the sign is located. Detached signs located within any zoning district abutting those trafficways subject to the Specific Location Requirements, Interdistrict Corridor Requirements as specified in Section 47-23.9 shall be located a minimum of twenty (20) feet from the property line of the lot or plot on which the sign is located, except for ground signs which shall have a five-foot setback, and shall not be located in the sight triangle.

1. *Business zones.* Size and height of freestanding, detached signs. A sign with multiple surfaces shall be limited to an aggregate size of one (1) square foot for each lineal foot of the designated frontage abutting the right-of-way with an aggregate maximum of three hundred (300) square feet and each surface of identical size. A single-face, detached, freestanding sign shall be limited to one (1) square foot of surface for each two (2) lineal feet of the designated frontage abutting the right-of-way with a maximum size of one hundred fifty (150) square feet. No more than one (1) detached, freestanding sign on any one (1) lot or plot shall be permitted, unless otherwise specifically provided in this section. Except as provided herein, a detached, freestanding sign shall not exceed a height of ten (10) feet above the grade of the street closest to the sign, except a fourteen-foot height similarly measured shall be permitted on the following streets:
  - a. Broward Boulevard, east and west;
  - b. Commercial Boulevard, east and west;
  - c. Federal Highway, north and south;
  - d. Oakland Park Boulevard;
  - e. Sunrise Boulevard, east and west;
  - f. State Road 84.

No sign shall exceed a 10:1 ratio of width to height. Notwithstanding any provision to the contrary, signs to be located on a site where development of such site requires approval by the development review committee site plan level II or by the planning and zoning board by site plan level III, or conditional use permit as provided in Section 47-24, Development Permits and Procedures, signs may be permitted at a height or ratio less than the maximum height or ratio permitted by this Section 47-22, but in no instance shall the height or ratio of a sign be permitted to exceed the maximum height or ratio provided in this subsection.

2. *Residential zones.* Detached, freestanding signs shall not exceed a height of ten (10) feet above the grade of the street closest to the sign. Such signs shall not exceed thirty-two (32) square feet in size, unless a more restrictive limitation is specified in this section. No more than one (1) such sign shall be permitted on any one (1) lot or plot.
3. *Landscaping requirements.*
  - a. All detached freestanding signs shall be landscaped underneath the sign. The landscaping shall consist of suitable vegetation and a sufficient irrigation system acceptable to the department. The dimensions of the landscaping shall be at least three (3) feet in width and extend at least the same length as the greatest dimension of the sign when measured parallel to the surface of the ground below the sign.
  - b. Where the required landscaping area reduces the number of parking spaces required by applicable city regulations for existing buildings, the landscaping area shall be reduced to the extent necessary to accommodate the required parking spaces.
  - c. The upper surface of the sign foundation shall be located at least eighteen (18) inches below the surface of the ground; provided, that a portion of the foundation may be exposed a maximum of four (4) inches above the surface of the ground in order to expose anchor bolts. The sign structure shall be surrounded by a curb, railroad ties, fencing or other vehicular barrier when determined by the department to be necessary to protect the sign structure and adjacent landscaping.
4. No detached, freestanding sign shall be permitted if a building has incorporated a pylon sign into the structure, and there shall be no pylon sign permitted in conjunction with a detached, freestanding sign.

5. A pylon sign with multiple surfaces shall be limited to an aggregate size of one (1) square foot for each lineal foot of the designated frontage abutting the right-of-way with an aggregate maximum of three hundred (300) square feet and each surface of identical size. A single-face pylon sign shall be limited to one (1) square foot of surface for each two (2) lineal feet of the designated frontage abutting the right-of-way with a maximum size of one hundred fifty (150) feet. A pylon sign shall not exceed a height of thirty (30) feet.
  6. Detached freestanding and pylon signs in RM-15, RML-25, RMM-25 and RMH-25 districts shall be limited to twenty-four (24) square feet.
- EF. *Directional signs.* In residentially zoned districts, directional signs shall not exceed four (4) square feet in area nor four (4) feet in height. Such signs may be directional, caution or identification and may be illuminated. In business zoned districts directional signs shall not exceed eight (8) square feet in area nor four (4) feet in height. Such signs may be illuminated. No advertising shall be permitted except that no more than twenty-five percent (25%) of each face may be the owner's name or logo. All such signs shall be located on the property served, and the number shall not be greater than two (2) per curb cut or vehicular access point.
- EG. *Flat signs/wall signs.* A flat sign is a painted sign or any sign erected flat against the face of, or not more than eighteen (18) inches from the face of the outside wall of any building and not extending more than eighteen (18) inches above the wall upon which it is placed and supported throughout its length by such wall. No protruding portion of such sign shall be nearer than nine (9) feet to a walk or any area where there is pedestrian traffic; nor shall it extend beyond the wall in a horizontal direction, nor shall it exceed twenty-five percent (25%) of the size of the wall or a maximum of three hundred (300) square feet; providing, however, that a sign placed on a mansard fascia shall be permitted to be erected vertically if the bottom section of this sign does not extend more than eighteen (18) inches from the mansard fascia. Such signs in RM-15, RML-25, RMM-25 and RMH-25 zones shall not exceed twenty-four (24) square feet.
- GH. *Ground sign.* Ground signs may be used in any zoning district, except RS-4.4, RS-8 and RD-15, where permitted by ordinance. Such signs may not exceed five (5) feet in height and may not be installed in such a manner that a total height of eight (8) feet above natural grade is exceeded. Ground signs shall conform to size specifications as shown in subsection E.1. Ground signs shall have a minimum setback of five (5) feet from the front property line and a minimum of five (5) feet from interior side property line. Such signs in RC-15, RM-15, RML-25, RMM-25 and RMH-25 zones shall not exceed twenty-four (24) square feet. Such signs shall not be located within the twenty-five-foot sight triangle as described in this section.
- HI. *Marquee sign.* Marquee signs shall be attached to any face of a marquee but no closer than two (2) feet from the edge of the curb or sidewalk. Such signs shall not extend above or below the face of the marquee. No portion of such sign shall be nearer than nine (9) feet to a walk or any area where there is pedestrian traffic.
- IJ. *Message center signs.* Message center signs shall only be permitted in accordance with the following review processes and requirements:
1. Application. An application for issuance of a development permit authorizing the construction of a message center sign shall, in addition to the requirements provided in Section 47-24, Development permits and procedures, include the following:
    - a. A description of how the proposed message center sign meets each of the characteristics provided in subsection J.4.
    - b. Provide an opinion from an expert in message center signs describing how the proposed message center sign is designed in a manner that will further the governmental interest of promoting significant cultural, social, artistic, and educational events while not compromising traffic safety or the city's aesthetics. City may have its own message sign consultant analyze a proposed message center sign at the cost of applicant.



2. Standards. Message center signs shall only be approved in association with buildings or facilities used primarily as public assembly for the presentation of cultural, social, artistic, educational or athletic events, to hold public expositions, fairs and conventions, or some combination thereof and shall meet the following requirements, in addition to the criteria provided in subparagraph 4. below.
  - 2.1.1. Message center signs may only be permitted in association with facilities or locations that meet the following criteria:
    - a. The message center sign is located on the same development site as and is associated with a building or facility that:
      - i. Has the capacity to seat a minimum of twelve thousand (12,000) persons; and
      - ii. Is a minimum of two hundred thousand (200,000) square feet in floor area; or
    - b. The message center sign is located on the same development site as and is associated with multiple buildings or facilities that:
      - i. The development site is a minimum of seventy (70) acres; and,
      - ii. The combined capacity to seat a minimum of four thousand (4,000) persons; and,
      - iii. Have a minimum total of one hundred thousand (100,000) square feet in floor area combined for all buildings and facilities located on the development site; or
    - c. A message center sign may be located within a public right-of-way controlled by the City of Fort Lauderdale and located within or within three hundred (300) feet of the city's Downtown Regional Activity Center, Arts and Sciences District in association with a building or facility that meets the following criteria:
      - i. The buildings and facilities are located on the property within the city's Downtown Regional Activity Center, Arts and Sciences District; and
      - ii. The buildings or facilities have the capacity to seat at least four thousand (4,000) persons; and
      - iii. The buildings or facilities have a minimum total combined floor area of one hundred thousand (100,000) square feet.
  - 2.1.2. Location. The location of a message center sign shall be as follows:
    - a. A message center sign may only be located on a development site or public right-of-way that abuts a regional right-of-way with a minimum width of one hundred (100) feet as shown on the Broward County Trafficways Plan; and
    - b. A message center sign shall not be permitted in a residentially zoned district nor be within three hundred (300) feet of any residentially zoned property. The measurement shall be taken from the outer-most edge of the sign closest to the residential property to the closest point located along the residential property line. In measuring the three hundred-foot distance, an intervening public right-of-way or waterway shall not be included in the measurement; and
    - c. When located within the public rights-of-way, a message center sign shall be subject to the following conditions:
      - i. The message center sign shall be associated with a development site located within a downtown regional activity center, arts and sciences zoning district as listed in Section 47-13.1.1.A List of Districts - Downtown; and,
      - ii. The message center sign shall be associated with a development site that meets the criteria of subsections 47-22.3.J.2.1.2.a and 47-22.3.J.2.1.2.b; and,

- iii. The message center sign shall be located no further than eight hundred (800) feet from the use which it serves; and,
- iv. The message center sign shall not be located within three hundred (300) feet of any property located outside of the downtown regional activity center; and,
- v. The message center sign shall not be located within fifteen hundred (1,500) feet of any other permitted message center sign located either within a public right-of-way or within a development site; and
- vi. The message center sign shall only be permitted in public rights-of-way under the control of the City of Fort Lauderdale;
- vii. The message center sign shall be located within or within three hundred (300) feet of the city's Downtown Regional Activity Center, Arts and Sciences District;
- viii. The messages displayed on a message center sign authorized under this subsection are government speech and are subject to the approval of the City of Fort Lauderdale.

2.1.3. *Dimensional requirements.* The setbacks, height and size of the sign shall be as follows:

- a. Maximum ten (10) feet in height above natural elevation of the ground adjacent to the sign;
- b. Maximum twelve (12) feet in width;
- c. Maximum one hundred twenty (120) square feet of sign face per side; and,
- d. Seventy-five (75) square feet of digital display area per side.
- e. Notwithstanding the dimensional limitations of subsection 47-22.3.J.2.1.3.a, message center signs may exceed the maximum dimensional requirements if located on Broward Boulevard, east and west; 17th Street Causeway; State Road 84 west of I-95 and U.S. 1/Federal Highway subject to the following:
  - i. Maximum of twenty (20) feet in height above natural elevation; and
  - ii. Maximum of twenty (20) feet in width; and
  - iii. Maximum of three hundred (300) square feet of sign face per side; and
  - iv. Maximum of one hundred twenty (120) square feet of digital display area per side.
- f. The supporting structure of a message center sign shall be subject to the following:
  - i. Support structure(s) shall not exceed six (6) feet in height; and,
  - ii. Support structure(s) shall have a decorative finish and design.
  - iii. The height of the support structure positioned for a message center sign located within a right-of-way shall be subject to the requirements of the City Engineer.
- g. Yard Setbacks for message center signs shall be subject to the following:
  - i. Minimum of a ten-foot yard setback measured from the closest point of the sign to the property line or measured from the closest point of the sign and a paved walkway for public use, whichever setback is greater; and,
  - ii. Message center signs shall not be placed in the required sight triangle.
  - iii. When positioned within a right-of-way in association with a development site the message center sign shall be subject to the requirements of the City Engineer for location.

2.1.4. *Display characteristics.* The display portion on a face of a message center sign shall comply with the following:

- a. Sequencing, or the rate at which frames of information change, shall be a minimum rate of one and one-half (1½) and shall not exceed the rate of three (3) seconds.
- b. Delay time at the end of a sequence of frames shall be a minimum of one and one-half (1½) and shall not exceed three (3) seconds.
- c. There shall be no exposed incandescent light bulbs. All lamps or bulbs shall be covered.
- d. In no case shall any incandescent bulb exceed four (4) watts.
- e. Letters may scroll only from left to right, from top to bottom or from bottom to top. Letters may also "coalesce" or fade in and out. No flashing, zooming, twinkling, sparkling, scintillating or revolving sequencing may be displayed. No delivery method that resembles flashing shall be permitted. No display or illumination resembling traffic signals or implying the need or requirement to stop may be displayed. Video shall not be permitted.
- f. Messages shall be limited to providing information for on-premise events.
- g. No message center sign shall incorporate into the graphic display any use of colors identical to or similar to colors used for traffic signalization or used by police, and no message shall include graphics and words which are identical to or similar to signage used for traffic direction and control.
- h. Illumination shall be limited to a level no greater than 0.3 foot candles above the ambient light levels at the given location. Foot candle readings shall be taken at the ground level at a maximum of one hundred fifty (150) feet from the face of the sign.
- i. Signs shall be equipped with both a dimmer control and a photocell, which will automatically adjust the display's intensity according to the natural ambient lighting conditions and maintain the display within the illumination intensity as described in this section.
- j. Signs shall not produce noise such as audio tracks, sound effects, etc. Noise emitting from the operation of the sign itself shall be minimal.
- k. Signs shall contain a default mechanism that shall automatically freeze the image or turn the sign off in the case of a malfunction or the sign shall be turned off within twenty-four (24) hours of a malfunction.
- l. Applicant shall submit a certificate issued by a recognized sign professional certifying that all of the requirements provided in this subsection (a) through (k) have been met.

2.1.5. *Additional requirements.*

- a. Freestanding message center signs shall comply with the landscaping requirements of Section 47-22.3.E.3.
- b. Message center signs shall be constructed of materials that are compatible with the principal structure, and of similar, compatible architectural design as the principal structure.
- c. Message center signs located at government owned or government operated facilities may provide public service messages about governmental, public service, cultural or educational activities, sponsored by the same governmental entity, scheduled to take place either at the location where the sign is located or at governmental facilities of the same governmental entity other than the facility where the message center sign is located.
- d. Message center signs, time, and temperature units in existence at the time this regulation is adopted (July 16, 1996) shall have nine (9) years from the date of adoption to meet the colored letters requirement provided in this subsection J.

3. *Review process.*

- a. Message center signs when located on a development site shall be subject to the following review process:
    - i. Approval of a Site Plan Level I permit as described in Section 47-24.2 and review and approval by the City Commission.
    - ii. A review of the application from the department shall be forwarded to the City Commission and scheduled on a City Commission agenda within thirty (30) days of the completion of the department review or such date thereafter as soon as the same may be scheduled.
  - b. Message center signs, when located within a right-of-way, shall be subject to the following review process:
    - i. Approval of a Site Plan Level II permit as described in Section 47-24.2 and approval by the City Commission.
    - ii. Approval of the message center sign shall be subject to an executed revocable license agreement between the applicant and the city.
4. *Criteria.* An applicant must show that the request for approval of a message center sign meets the following criteria and the reviewing body shall consider the application based on such criteria:
- a. The proposed sign meets the standards provided in this Section 47-22, subject to modification in accordance with the following:
  - b. As applicable to the display portion of the sign:
    - i. The duration of the message change interval is controlled so that the interval is not obtrusive.
    - ii. No message shall appear to be written on or erased from the display piecemeal unless required by the technology in which case the maximum time limit shall be set for the complete message change so that passing motorists cannot read the message during the change.
    - iii. The driver is given sufficient time to read the complete message and can be reassured that he has seen the entire display.
    - iv. The brightness and contrast does not cause a motorist disabling or discomforting glare or lead to the inability of the driver to read nearby official signs or negatively impact night vision.
    - v. The size of the lettering spacing and typeface message is conveyed to the motorist quickly, clearly and unambiguously given the constraints imposed by vehicle speed and vibration, changing lighting and weather conditions.

Signs that display not more than four (4) lines of text with letters at one (1) time, with all letters at least six (6) inches high, shall be deemed to have met the criteria in subsections i. through v. above.
  - c. Design features are added that minimize contrast between the message center sign, the building on the development site, the natural environment surrounding the development site and adjacent development. Additional landscaping, modification of location, height and size, color and shape and other elements of the sign, and the display including the lettering, are all examples of what may be varied in a development order approving a message center sign.
  - d. Section 47-25.3.A.e. Neighborhood compatibility and preservation shall apply.



5. *Effective date of approval.* The approval of a message center sign shall take effect on the date a resolution is adopted by the city commission approving such sign with whatever conditions necessary to ensure that the requirements of this subsection J. have been met.

~~JK.~~ *Outdoor advertising display signs.* Reserved.

~~KL.~~ *Point of purchase signs.* Point of purchase signs may be any type of sign permitted by ordinance, but such signs shall be restricted to advertising the primary purpose of the business operation located on the same property. ~~Point of purchase signs do not include business identification or directional signs as permitted by this ordinance.~~ No more than two (2) ~~products or services~~ points of purchase provided on the lot or plot where the sign is located may be advertised on the sign. Business identification or directional signs are not point of purchase signs for purposes of this section. Area of point of purchase signs, with the exclusion of business identification or directional signs, are to be calculated as part of the allowed flat/wall sign.

~~LM.~~ *Pylon signs.* Pylon signs may be used in any zoning district where permitted by ordinance as specified in this section.

~~MN.~~ *Projecting signs.* Projecting signs shall be permitted to project no more than three (3) feet from the building wall and no more than eighteen (18) inches above the roof or parapet. Such signs shall be no closer than two (2) feet from the curb or edge of the sidewalk, and no closer than nine (9) feet to the walkway below. All projecting signs shall be installed or erected in such a manner that there shall be no visible support structures such as angle irons, guy wires or braces.

~~NO.~~ *Roof signs.* Roof signs are hereby prohibited.

~~OP.~~ *Shopping center or strip store signs.* Shopping center or strip store signs shall be limited to one (1) detached, freestanding sign for each street front as regulated by this section. The maximum number of detached, freestanding signs shall be two (2) for any single lot or plot. Such signs may bear the name of the shopping center or a directory of occupants, or a combination of the shopping center name and a directory of occupants. ~~No occupant may occupy more space on the sign than any other occupant. In addition, each~~ Each store, office or place of business shall be permitted no more than one (1) flat sign (excluding freestanding detached signs and eight-inch lettering on awning signs), except when a store, office or place of business faces two (2) street fronts or vehicle travelways, then one (1) flat sign facing on each street front shall be permitted. If two (2) flat signs are to be erected, then the total aggregate area of the two (2) flat signs shall not exceed three hundred (300) square feet. All flat signs may only be permitted when associated with the ground floor tenants or for dedicated ground floor entrances for upper level tenants where the structure exceeds one (1) level. No sign ~~will~~ shall be permitted at a height greater than four (4) feet above the ground floor level where the structure exceeds one (1) level in a shopping center or strip store.

~~PQ.~~ *Scintillating signs.* Scintillating signs are hereby prohibited.

~~QR.~~ *Sidewalk, sandwich or movable signs.* Sidewalk, sandwich or movable signs are hereby prohibited.

~~RS.~~ *Snipe signs.* Snipe signs are hereby prohibited.

~~ST.~~ *Supergraphics signs.* Supergraphics signs are a special permitted use on building walls in any zone; provided, however, the design for the supergraphics has been reviewed and approved by the building and zoning department under the criteria as follows:

1. The proposed general design, arrangement, texture, material, colors, lighting, placement, and the appropriateness of the proposed sign in relationship to other signs and the other structures both on the premises and in the surrounding areas, and only approve signs which are consistent with the intent, purposes, standards, and criteria of the sign regulations.
2. The number of items (scenes, symbols, shapes) shall be consistent with the amount of information which can be comprehended by the viewer and avoid visual clutter.
3. The shape of the sign shall not create visual clutter.

4. The size, style, and location of the sign shall be appropriate to the activity of the message.
5. The sign shall complement the building and adjacent buildings by being designed and placed to enhance the architecture.
6. The sign should be consolidated into a minimum number of elements.

IV. *Temporary builders signs.* Temporary builders signs will be permitted anywhere in the city, subject to the following restrictions and conditions:

1. In all residentially zoned districts, except RO, ROA and ROC, such signs shall not exceed four hundred eighty (480) square inches in area, where the building plot abuts only one (1) street and not more than two (2) of such signs facing on different streets, except where a sign is installed on a tool house, and then the total area of such sign shall not exceed sixteen (16) square feet. No other temporary building sign shall be allowed on the plot.
2. In RO, ROA and ROC zones ~~and all other districts, a single sign of~~ such signs shall not more than exceed sixteen (16) square feet of advertising surface will be permitted in area, where the building plot abuts only one (1) street and not more than two (2) of such signs facing on different streets.
3. In commercial and general aviation zoning districts such signs shall not exceed four (4) feet by eight (8) feet, where the building plot abuts only one (1) street and not more than two (2) of such signs facing on different streets.
43. Such signs may not be erected more than ninety (90) days prior to the beginning of actual construction of the project and must be removed when construction is completed, except that renewal permits may be granted for ninety (90) day periods.
54. A permit for a temporary builders sign shall be secured prior to the placing of the same, and if project construction is not commenced within ninety (90) days after a sign permit is issued, or if such construction should not be continuous after the issuance of such permit and the commencement of construction, said sign shall forthwith be removed.
65. All advertising connected with any project shall be included only on temporary builders signs.
76. No permit may be issued to re-erect a temporary builders sign until the building permit has been reissued or a new building permit secured for the associated building project.

V. *Temporary real estate signs.* In all residential districts, no permit shall be required for temporary real estate signs. In all residential districts in the city, no temporary real estate sign (~~"For Sale," "For Rent" or "For Lease"~~) shall be permitted except those erected by the property owner or the owner's agent, and such signs shall be subject to the following conditions:

1. ~~The wording on such signs shall be limited to the phrases, "For Sale by Owner," "For Rent by Owner," "For Lease by Owner," "For Sale by Owner's Agent" and "For Rent by Owner's Agent," and may carry the telephone number of the owner or the owner's agent or the phrase, "Inquire Within," or "See Your Broker" or any other information relating to the premises except that said sign shall contain the registered name of the selling broker and the term "Broker" or "Realtor" as the case may be.~~
12. In residentially zoned districts, except in RO, ROA and ROC, the size of each sign shall be limited to an area of not more than four hundred eighty (480) square inches per side, and may permit lettering on both front and rear. In RO, ROA, ROC, and all other districts, such signs shall be limited to sixteen (16) square feet. No more than two (2) accessory signs may be placed on a temporary real estate sign and their area shall be included within the four hundred eighty (480) square inches allowed.
23. One (1) temporary real estate sign for each street front shall be permitted on a property and shall relate only to the premises on which it is erected. The word "property" is defined as one (1) or more lots, part of a lot or parts of lots as may constitute the extent of the property being

offered for sale, rent or lease. This shall not exclude the temporary use of an "open house" sign not to exceed four hundred eighty (480) square inches in area, to be used only when the owner or agent is on the premises. In addition, no more than one (1) two (2) off premise "open house," self-sustaining directional sign signs, located adjacent to no more than two (2) on one (4) parcel parcels of property, will be permitted for a period not to exceed twenty four (24) hours between the hours of 9:00 a.m. to 6:00 p.m., provided the sign is located on private property with within the swale area of the right-of-way and with the written permission of the adjacent property owner. Wording of the sign shall be limited to the words "open house" and shall contain the name of the sign owner or the name of the real estate agency. The sign shall neither exceed four hundred eighty (480) square inches in area nor be erected to exceed a height of three (3) feet above ground level. In addition to any penalty for violation of the foregoing provisions regulating "open house" directional signs, any such sign which does not comply with the provisions will be removed by the city and will not be returned to its owner until a retrieval fee of five dollars (\$5.00) per sign is paid.

34. In all business areas in the city, no temporary real estate signs (~~"For Sale," "For Rent" or "For Lease"~~) will be allowed having more than sixteen (16) square feet in area. No fees shall be charged for such signs nor shall a permit be required therefor.

W. *Under-canopy sign.* The bottom of any sign installed under a canopy shall not be less than seven (7) feet six (6) inches above grade over public property, nor shall such sign extend beyond the outside edge of the canopy nor be closer than eighteen (18) inches to the outside edge of the curb or sidewalk. Under-canopy signs in a shopping center or a group of strip stores shall be a minimum of seven (7) feet six (6) inches from the bottom of the sign to the private sidewalk or other surface below. No sign shall be permitted on the upper surface of any canopy. No under-canopy signs shall exceed eight (8) square feet and all such signs shall be perpendicular to the face of the building. Under-canopy signs shall not be counted in determining the maximum number of signs permitted at a location pursuant to this Section 47-22.

X. *Window signs.*

1. No window signs shall exceed twenty percent (20%) of the glass surface to which it is directly applied.

Y. *Sandwich signs.* Sandwich signs, including sidewalk, sandwich and movable signs, shall only be permitted in accordance with the following review process and requirements:

1. *Location.* The location of a sandwich sign must comply with the following requirements:

The sandwich sign is:

- a. Located in a place associated with an on-site permitted retail sales, service use or both; and
- b. Located on a paved private walkway in a manner that a minimum five-foot clear pedestrian path on the walkway is maintained at all times and the walkway continues to meet minimum ADA requirements; and
- c. Removed and brought inside a building when there are storm warnings so as not to become a hazard during a storm event; and
- d. Not located within a parking facility, within required landscaping or on public right-of-way or public sidewalk; and
- e. Placed in a location directly abutting the tenant or business for which it is associated; and
- f. Is removed and brought indoors during the hours the business is closed.

2. *Dimensional requirements.* The setbacks, height and size of a sandwich sign shall be as follows:

## SECTION 47-22. - SIGN REQUIREMENTS

### Sec. 47-22.1. - General.

- A. Signs have the potential to be traffic hazards that divert drivers' attention from the roadway and have a distracting effect that contributes to traffic accidents. *Metromedia v. City of San Diego*, 453 US 490, 509 (US 1981). The unregulated proliferation of signs can harm the aesthetics of the City resulting in harm to the general welfare of the City. The City of Fort Lauderdale has an interest in protecting the health, safety and welfare of the public through ensuring traffic safety and protecting the beauty and aesthetic of the City. That interest is furthered by limiting the proliferation of signs. All signs in the city shall be limited to on-premises signs -point of purchase sign, business identification sign, and directional sign. No other kind of advertising sign of any type shall be permitted, except as otherwise provided herein. Any sign authorized by this section shall be allowed to contain noncommercial copy in lieu of commercial or other copy.
- B. Purpose of section. This section is intended to ~~regulate~~ provide reasonable, content-neutral regulations of signs ~~according to the type of zone in which they are located, and in doing so,~~ to enhance the efficiency of land use and land use planning in the city. In general, this ordinance seeks to regulate on-premise business signs and to allow reasonable advertising area to business establishments. It is meant to eliminate conspicuous excesses in urban advertising but not to destroy the right to advertise. ~~This section regulates signs intended to be viewed from public rights-of-way, vehicular travelways, and waterways.~~ This control extends to advertising signs on boats in canals in the city.
- C. Scope of section. This section regulates the time, place and manner in which a sign is erected, posted, or displayed on private property such as the height, area, location, and other similar aspects of signs and sign structures and ~~This section does not in any manner regulate the content of the written or depicted copy on any individual sign, but only the height, area, location, and other similar aspects of signs and sign structures;~~ nor does this section regulate in any manner purely graphic material as herein defined; noncommercial holiday signs and decorations; signs on products, product containers, or product dispensers; public informational and safety signs; or signs required by local, state, or federal law; window displays or building designs, exclusive of any commercial signage or other commercial communication. This section regulates signs intended to be viewed from public rights-of-way, vehicular travelways, and waterways. Any sign authorized by this section shall be allowed to contain noncommercial copy in lieu of commercial or other copy.

### Sec. 47-22.2. - Definitions.

- A. For the purposes of this section, the following terms are defined as follows:
1. Advertising bench: A bench, such as a bus or park bench, ~~for the use of the public and bearing a commercial message used as a medium to display a sign as defined herein.~~
  2. Area of a freestanding sign: The area of that square or rectangle which would enclose all parts of the sign excepting the supporting columns, and strictly decorative design features or embellishment such as mansard roofs, lanterns, clocks, unless such features contain copy or logo or other advertising matter. Area of a sign shall be aggregate of both sides, unless otherwise provided herein.
  3. Area of a flat/wall sign: The total area of each square or rectangle which would enclose all parts of each letter, character, or logo which make up a sign as defined herein.



4. *Banner sign*: Any sign possessing characters, letters, illustrations, or ornamentations, or designed so as to attract attention by scenic effect, with or without characters; streamers, and wind-driven whirligigs, or other devices applied to cloth, paper, fabric, or like kind of material either with or without frame and which is not of permanent construction.
5. *Boat dock and docking facility*: A group of commercial boat docks with no support structures (excluding a ticket booth), wherein fishing boats, charter boats, boat rentals, boat dealers, yacht brokers, and other similar commercial boating operations, utilize water frontage and are supplied with common parking.
6. *Business identification sign*: A sign bearing the name, trademark, or symbol of the business located on the property.
7. *Central beach area zoning districts*: Lands zoned into the following zoning categories: Sunrise Lane Area (SLA), North Beach Residential Area (NBRA), A-1-A Beachfront Area (ABA), Planned Resort Development Area (PRD), Intracoastal Overlook Area (IOA), South Beach Hotel and Marina District (SBHMA).
8. *Detached or free-standing sign*: A single or multifaced sign erected on one (1) or more poles which is wholly independent of any building for support.
9. *Directional sign*: A sign within the property designed for the guidance of traffic, that is, entrance and exit signs.
10. *Flat sign*: A sign parallel to the face of any building.
11. *Ground sign*: A detached sign installed at ground level in low profile.
12. *Marquee sign*: A sign attached to a marquee as is customarily used by a theater or hotel. A marquee is recognized as being an integral part of the building and of like material.
13. *Message center sign*: An electronically controlled changeable message sign.
14. *Noncommercial copy*: Any language, wording or expression not related to the economic interests of the speaker and its audience, such speech generally considered to be ideological, political or of a public interest nature.
15. On-Premise sign: A sign used to inform the general public of activities, goods, products, or services offered or rendered on the premises on which the sign is located.
16. Outdoor advertising display: An off-premise, outdoor advertising sign, such sign being commonly referred to as a billboard, poster board, or outdoor advertising board.
17. Outparcel sign: A ground sign associated with a detached standalone building located within the same development site boundaries of a shopping center. Such building shall not be attached to another on the development site nor shall it contain more than one (1) tenant.
- ~~18.~~16. *Point of purchase sign*: Any sign used for advertising a product or service offered for sale and/or delivered on the premises that is the primary purpose of the business.
- ~~19.~~17. *Pylon sign*: Any sign structure that is an integral part of the building.
- ~~20.~~18. *Projecting sign*: A sign projecting at any angle from an outside wall of any building.
- ~~21.~~19. *Roof signs*: A sign erected entirely above the roof of any building.
- ~~22.~~20. *Scintillating sign*: A sign with moving parts and/or lights, excepting message center signs. A scintillating sign shall also include a sign which has "chasing action" or "scintillating action." "Chasing action" is the action of a row of lights commonly used to create the appearance of motion, the effect of which is obtained by turning a sequence of lights off at timed intervals so that a group of shadows appear to flow in one (1) direction. "Scintillating action" is that effect which gives the appearance of twinkling lights with such lights blinking on and off in a random or patterned manner.

- ~~23~~24. *Shopping center*: A group of commercial establishments planned and designed with common parking and/or using a common name.
- ~~24~~22. *Sidewalk or sandwich sign*: Any movable sign not secured or attached to the ground or a structure.
- ~~25~~23. *Sign*: Any display of characters, ornamentation, letters, or other display such as, but not limited to, a symbol, logo, picture, or other device used to attract attention, or to identify, or as an advertisement, announcement, or to indicate directions, including the structure or frame used in their display.
- ~~26~~24. *Snipe sign*: Any sign or any material including, but not limited to, paper, paint, cardboard, plastic, wood and metal when such sign is attached in any way to trees, motor vehicles, trailers, or waterborne craft or other objects used for advertising purposes.
- ~~27~~25. *Strip stores*: A group of commercial establishments in single or multiple buildings utilizing common parking.
- ~~28~~26. *Supergraphics sign*: A design or pictorial representation that contains no lettering or business identification or logo used as a sign as defined herein.
27. Temporary sign. A on-premise sign that is intended or appears to be intended to be displayed for a limited period of time.
- ~~28~~27. *Temporary builders sign*: A sign ~~used temporarily solely for the purpose of information concerning~~ displayed temporarily on a property during a period of time in which active city-permitted construction or improvements are being made on the property where the sign is placed . Such signs are typically used solely for the purpose of information concerning the active construction or improvements.
- ~~29~~28. *Temporary real estate sign*: A sign ~~used for the purpose of~~ displayed temporarily during the period of time in which the property offering the property on which the sign is placed is offered for sale, rent or lease.
- ~~30~~29. *Under-canopy sign*: A sign attached to the cantilevered portion of a building whether it be on the same plane as the roof line or not.
- ~~31~~30. *Vehicle travelway*: Any alley or parking space way twenty (20) feet or more in width.
- ~~32~~34. *Window sign*: Any sign or illustrations or symbols attached to, painted on or affixed by any method directly to the interior or exterior of the glass of any door or window, or within six (6) inches of a window.

Sec. 47-22.3. - General regulations.

- A. *Advertising benches*. Advertising benches may be permitted subject to regulations established by agreement with the city commission.
- B. *Awning, canopy, roller curtain or umbrella signs*. Awning, canopy, roller curtain or umbrella signs shall be limited to one (1) ~~owner per identification sign~~ per tenant space, and the total lettering area shall not be over sixteen (16) inches in height nor cover more than half the surface to which applied. Such signs in RM-15, RML-25, RMM-25 and RMH-25 zones shall not exceed twenty-four (24) square feet, and in RMH-60 zones such signs shall not exceed thirty-two (32) square feet. Lettering on awnings eight (8) inches or less in height shall not count in total number of signs located on a property, but shall comply with all other requirements of this Section 47-22.
- G. ~~*Banner signs*. Banner signs are prohibited, except as provided in this section. A banner sign may be permitted for a legitimate public purpose such as advertising City-sponsored or co-sponsored events~~

~~or public service announcements, such a banner sign shall be known as an event banner or PSA banner, respectively and shall only be permitted as follows:~~

~~1. City sponsored events. Events sponsored solely by the city need not make application.~~

~~2. City co-sponsored events.~~

~~a. Event banner signs may be displayed in association with city co-sponsored events as approved by the city commission. City co-sponsored events are events determined by city commission to serve a legitimate public purpose.~~

~~b. Event banner signs shall be subject to the following criteria:~~

~~i. An application for the display of an event banner sign for any such event shall be filed with the department. The application submitted for display of an event banner sign shall include a drawing indicating the utility poles or highway trusses proposed to be used for displaying event banners, and a letter or letters of permission from the owner or owners of the poles or highway trusses. Event banners may not be displayed on any other structure.~~

~~ii. All event banners proposed to be placed upon a utility pole shall require a letter granting permission and shall indemnify and hold harmless the city for any damage or injury that may occur as a result of such display.~~

~~iii. All applications for event banners proposed to be placed within median areas shall include a site plan for review and approval by the department.~~

~~iv. No event banner shall be placed over a railroad crossing or on an Intracoastal bridge.~~

~~v. If an event banner is proposed to be placed upon a utility pole and the owner of the utility pole is not the State of Florida, then the letter granting permission shall also indemnify and hold harmless the city for any damage or injury that occurs as a result of such display. No event banners shall be permitted in medians unless there are no utility poles. When event banners are proposed to be placed in median areas they shall be placed on utility poles and a site plan must be reviewed and approved by the department. No event banner shall be located over a railroad crossing or on an Intracoastal bridge. Event banners shall be prohibited from display in medians or swales except as provided for herein.~~

~~c. All event banners displayed on highway trusses are subject to approval by the Florida Department of Transportation. A refundable deposit of one hundred dollars (\$100.00) shall be paid to the department to guarantee the removal of the event banner within seventy-two (72) hours of the expiration of the permit. An applicant may only display one (1) event banner on highway trusses and each highway truss may only display a maximum of two (2) event banners.~~

~~d. If more than one (1) event banner is proposed, the amount of the refundable deposit shall be paid according to the following schedule:~~

<b>Number of Event Banners</b>	<b>Amount of Deposit</b>
<b>1—10</b>	<b>\$100.00</b>
<b>11—25</b>	<b>300.00</b>

26—35	500.00
36—50	700.00
More than 50	900.00

-

- ~~adv=g;e. A non-refundable permit processing and application fee of ten dollars (\$10.00) per event banner will be charged but, in no case, more than one thousand dollars (\$1,000.00) per applicant or event.;~~
- ~~f. Event banner refundable deposits may be paid on an annual basis in the amount of one thousand dollars (\$1,000.00).~~
- ~~g. Any event to be advertised must be physically conducted within the corporate limits of the city.~~
- ~~3. PSA banner signs shall be subject to the application requirements of event banners as provided by subsection 47-22.3.C.2.~~
- ~~4. Any event or PSA banner sign permitted to be displayed shall be subject to the following limitations:~~
- ~~a. Display periods of event or PSA banner shall be limited to the following:~~
- ~~i. Event or PSA banners may be displayed for a maximum of thirty (30) days subject to a Site Plan Level I development permit with a fifteen day Commission Request for Review (CRR).~~
- ~~ii. Event or PSA banners may be displayed for periods longer than thirty (30) days subject to Site Plan Level I development permit with City Commission approval.~~
- ~~b. When an event or PSA banner is to be placed on a highway truss, display shall be limited to one (1) sign per side at any one (1) location.~~
- ~~c. Event banners or PSA banners on highway trusses shall be limited in size to three (3) feet by thirty (30) feet and the minimum height clearance of the sign and any appurtenances above the roadway shall be sixteen (16) feet; event or PSA banners not displayed on highway trusses shall be limited to a maximum size of eight (8) feet by three (3) feet, must be fifteen (15) feet above a roadway, and shall be suspended lengthwise from a utility pole and attached to such pole at each end.~~
- ~~d. The text of an event banner shall include the name of the event, the date or dates of the event and the name and logo of the city. Lettering used to identify the city shall be uniform and shall be no smaller than four (4) inches in height and shall not exceed six (6) inches in height. Logos of the city shall be no smaller than six (6) inches in height and shall be no more than eight (8) inches in height. The text of the event banner shall not contain product logos. The name of a company or product sponsoring such an event may be included in the text of the event banner only if it is a part of the name of the event.~~
- ~~e. Display of event banners shall be limited to the following areas with the municipal City of Fort Lauderdale:~~
- ~~i. Federal Highway from the corporate limit in the south to the corporate limit in the north.~~



- ~~ii. Cypress Creek Road from corporate limit east to Federal Highway.~~
- ~~iii. Commercial Boulevard from corporate limit east to Intracoastal Waterway.~~
- ~~iv. Oakland Park Boulevard from corporate limit east to State Road A-1-A.~~
- ~~v. Sunrise Boulevard from corporate limit east to State Road A-1-A.~~
- ~~vi. Broward Boulevard from corporate limit east to Federal Highway~~
- ~~vii. Las Olas Boulevard from S.W. 7th Avenue to State Road A-1-A.~~
- ~~viii. 17th Street from Federal Highway to State Road A-1-A.~~
- ~~ix. Davie Boulevard from corporate limit east to Federal Highway.~~
- ~~x. Andrews Avenue from corporate limit to the north to State Road 84 to the South.~~
- ~~xi. Federal Highway from State Road 84 north to N.E. 6th Street.~~
- ~~xii. State Road A-1-A from corporate limit to the north to 17th Street.~~
- ~~xiii. Powerline Road.~~
- ~~xiv. State Road 7.~~
- ~~xv. State Road 84.~~
- ~~xvi. Sistrunk Boulevard from Federal Highway west to the corporate limit.~~
- ~~xvii. S.W./N.W. 7th Avenue from Las Olas Boulevard north to Sunrise Boulevard.~~
- ~~xviii. S.E./N.E. 3rd Avenue from 17th Street north to Sunrise Boulevard.~~
- ~~xix. NE 13th Street from NE 4th Avenue to NE 15th Avenue.~~
- ~~xx. SW 2nd Street from SW 7th Avenue to SW 3rd Avenue.~~

~~5. This does not exclude the use of authentic flags (national, state, city) or others approved by the department.~~

~~6. The restrictions in this subsection C shall not affect the number of American flags displayed at any location for a period of seventy-two (72) hours encompassing any legal holiday, or any other event of a patriotic, memorial or celebratory nature as determined by federal, state, county or municipal policy.~~

~~7. Use of all American flags must be in accordance with federal law and the rules established for display of the flag.~~

C.D. *Boat dock and docking facility sign.* Boat dock and docking facility signs shall be limited to one (1) detached, freestanding sign as regulated by this section. Such signs may bear the name of the boat docking facility or a directory of tenants, or a combination of the boat docking facility and a directory of tenants. No tenant may occupy more space on the sign than any other tenant. In addition, each boat or dock tenant shall be permitted one (1) sign not more than five hundred seventy-six (576) square inches and not over five (5) feet above the top of the seawall. All such signs shall be the same height above the seawall. In addition, one (1) flat sign may be placed on concession booths subject to the provisions of this section.

D.E. *Detached freestanding signs and pylon signs.* The leading edge of a detached freestanding sign located in any zoning district shall be located a minimum of five (5) feet from the property line of the lot or plot on which the sign is located. Detached signs located within any zoning district abutting those trafficways subject to the Specific Location Requirements, Interdistrict Corridor Requirements as specified in Section 47-23.9 shall be located a minimum of twenty (20) feet from the property line of the lot or plot on which the sign is located, except for ground signs which shall have a five-foot setback, and shall not be located in the sight triangle.

1. *Business zones.* Size and height of freestanding, detached signs. A sign with multiple surfaces shall be limited to an aggregate size of one (1) square foot for each lineal foot of the designated frontage abutting the right-of-way with an aggregate maximum of three hundred (300) square feet and each surface of identical size. A single-face, detached, freestanding sign shall be limited to one (1) square foot of surface for each two (2) lineal feet of the designated frontage abutting the right-of-way with a maximum size of one hundred fifty (150) square feet. No more than one (1) detached, freestanding sign on any one (1) lot or plot shall be permitted, unless otherwise specifically provided in this section. Except as provided herein, a detached, freestanding sign shall not exceed a height of ten (10) feet above the grade of the street closest to the sign, except a fourteen-foot height similarly measured shall be permitted on the following streets:
  - a. Broward Boulevard, east and west;
  - b. Commercial Boulevard, east and west;
  - c. Federal Highway, north and south;
  - d. Oakland Park Boulevard;
  - e. Sunrise Boulevard, east and west;
  - f. State Road 84.

No sign shall exceed a 10:1 ratio of width to height. Notwithstanding any provision to the contrary, signs to be located on a site where development of such site requires approval by the development review committee site plan level II or by the planning and zoning board by site plan level III, or conditional use permit as provided in Section 47-24, Development Permits and Procedures, signs may be permitted at a height or ratio less than the maximum height or ratio permitted by this Section 47-22, but in no instance shall the height or ratio of a sign be permitted to exceed the maximum height or ratio provided in this subsection.

2. *Residential zones.* Detached, freestanding signs shall not exceed a height of ten (10) feet above the grade of the street closest to the sign. Such signs shall not exceed thirty-two (32) square feet in size, unless a more restrictive limitation is specified in this section. No more than one (1) such sign shall be permitted on any one (1) lot or plot.
3. *Landscaping requirements.*
  - a. All detached freestanding signs shall be landscaped underneath the sign. The landscaping shall consist of suitable vegetation and a sufficient irrigation system acceptable to the department. The dimensions of the landscaping shall be at least three (3) feet in width and extend at least the same length as the greatest dimension of the sign when measured parallel to the surface of the ground below the sign.
  - b. Where the required landscaping area reduces the number of parking spaces required by applicable city regulations for existing buildings, the landscaping area shall be reduced to the extent necessary to accommodate the required parking spaces.
  - c. The upper surface of the sign foundation shall be located at least eighteen (18) inches below the surface of the ground; provided, that a portion of the foundation may be exposed a maximum of four (4) inches above the surface of the ground in order to expose anchor bolts. The sign structure shall be surrounded by a curb, railroad ties, fencing or other vehicular barrier when determined by the department to be necessary to protect the sign structure and adjacent landscaping.
4. No detached, freestanding sign shall be permitted if a building has incorporated a pylon sign into the structure, and there shall be no pylon sign permitted in conjunction with a detached, freestanding sign.

5. A pylon sign with multiple surfaces shall be limited to an aggregate size of one (1) square foot for each lineal foot of the designated frontage abutting the right-of-way with an aggregate maximum of three hundred (300) square feet and each surface of identical size. A single-face pylon sign shall be limited to one (1) square foot of surface for each two (2) lineal feet of the designated frontage abutting the right-of-way with a maximum size of one hundred fifty (150) feet. A pylon sign shall not exceed a height of thirty (30) feet.
  6. Detached freestanding and pylon signs in RM-15, RML-25, RMM-25 and RMH-25 districts shall be limited to twenty-four (24) square feet.
- EF. *Directional signs.* In residually zoned districts, directional signs shall not exceed four (4) square feet in area nor four (4) feet in height. Such signs may be directional, caution or identification and may be illuminated. In business zoned districts directional signs shall not exceed eight (8) square feet in area nor four (4) feet in height. Such signs may be illuminated. No advertising shall be permitted except that no more than twenty-five percent (25%) of each face may be the owner's name or logo. All such signs shall be located on the property served, and the number shall not be greater than two (2) per curb cut or vehicular access point.
- EG. *Flat signs/wall signs.* A flat sign is a painted sign or any sign erected flat against the face of, or not more than eighteen (18) inches from the face of the outside wall of any building and not extending more than eighteen (18) inches above the wall upon which it is placed and supported throughout its length by such wall. No protruding portion of such sign shall be nearer than nine (9) feet to a walk or any area where there is pedestrian traffic; nor shall it extend beyond the wall in a horizontal direction, nor shall it exceed twenty-five percent (25%) of the size of the wall or a maximum of three hundred (300) square feet; providing, however, that a sign placed on a mansard fascia shall be permitted to be erected vertically if the bottom section of this sign does not extend more than eighteen (18) inches from the mansard fascia. Such signs in RM-15, RML-25, RMM-25 and RMH-25 zones shall not exceed twenty-four (24) square feet.
- GH. *Ground sign.* Ground signs may be used in any zoning district, except RS-4.4, RS-8 and RD-15, where permitted by ordinance. Such signs may not exceed five (5) feet in height and may not be installed in such a manner that a total height of eight (8) feet above natural grade is exceeded. Ground signs shall conform to size specifications as shown in subsection E.1. Ground signs shall have a minimum setback of five (5) feet from the front property line and a minimum of five (5) feet from interior side property line. Such signs in RC-15, RM-15, RML-25, RMM-25 and RMH-25 zones shall not exceed twenty-four (24) square feet. Such signs shall not be located within the twenty-five-foot sight triangle as described in this section.
- HI. *Marquee sign.* Marquee signs shall be attached to any face of a marquee but no closer than two (2) feet from the edge of the curb or sidewalk. Such signs shall not extend above or below the face of the marquee. No portion of such sign shall be nearer than nine (9) feet to a walk or any area where there is pedestrian traffic.
- IJ. *Message center signs.* Message center signs shall only be permitted in accordance with the following review processes and requirements:
1. Application. An application for issuance of a development permit authorizing the construction of a message center sign shall, in addition to the requirements provided in Section 47-24, Development permits and procedures, include the following:
    - a. A description of how the proposed message center sign meets each of the characteristics provided in subsection J.4.
    - b. Provide an opinion from an expert in message center signs describing how the proposed message center sign is designed in a manner that will further the governmental interest of promoting significant cultural, social, artistic, and educational events while not compromising traffic safety or the city's aesthetics. City may have its own message sign consultant analyze a proposed message center sign at the cost of applicant.

2. Standards. Message center signs shall only be approved in association with buildings or facilities used primarily as public assembly for the presentation of cultural, social, artistic, educational or athletic events, to hold public expositions, fairs and conventions, or some combination thereof and shall meet the following requirements, in addition to the criteria provided in subparagraph 4. below.
  - 2.1.1. Message center signs may only be permitted in association with facilities or locations that meet the following criteria:
    - a. The message center sign is located on the same development site as and is associated with a building or facility that:
      - i. Has the capacity to seat a minimum of twelve thousand (12,000) persons; and
      - ii. Is a minimum of two hundred thousand (200,000) square feet in floor area; or
    - b. The message center sign is located on the same development site as and is associated with multiple buildings or facilities that:
      - i. The development site is a minimum of seventy (70) acres; and,
      - ii. The combined capacity to seat a minimum of four thousand (4,000) persons; and,
      - iii. Have a minimum total of one hundred thousand (100,000) square feet in floor area combined for all buildings and facilities located on the development site; or
    - c. A message center sign may be located within a public right-of-way controlled by the City of Fort Lauderdale and located within or within three hundred (300) feet of the city's Downtown Regional Activity Center, Arts and Sciences District in association with a building or facility that meets the following criteria:
      - i. The buildings and facilities are located on the property within the city's Downtown Regional Activity Center, Arts and Sciences District; and
      - ii. The buildings or facilities have the capacity to seat at least four thousand (4,000) persons; and
      - iii. The buildings or facilities have a minimum total combined floor area of one hundred thousand (100,000) square feet.
  - 2.1.2. Location. The location of a message center sign shall be as follows:
    - a. A message center sign may only be located on a development site or public right-of-way that abuts a regional right-of-way with a minimum width of one hundred (100) feet as shown on the Broward County Trafficways Plan; and
    - b. A message center sign shall not be permitted in a residentially zoned district nor be within three hundred (300) feet of any residentially zoned property. The measurement shall be taken from the outer-most edge of the sign closest to the residential property to the closest point located along the residential property line. In measuring the three hundred-foot distance, an intervening public right-of-way or waterway shall not be included in the measurement; and
    - c. When located within the public rights-of-way, a message center sign shall be subject to the following conditions:
      - i. The message center sign shall be associated with a development site located within a downtown regional activity center, arts and sciences zoning district as listed in Section 47-13.1.1.A List of Districts - Downtown; and,
      - ii. The message center sign shall be associated with a development site that meets the criteria of subsections 47-22.3.J.2.1.2.a and 47-22.3.J.2.1.2.b; and,

- iii. The message center sign shall be located no further than eight hundred (800) feet from the use which it serves; and,
- iv. The message center sign shall not be located within three hundred (300) feet of any property located outside of the downtown regional activity center; and,
- v. The message center sign shall not be located within fifteen hundred (1,500) feet of any other permitted message center sign located either within a public right-of-way or within a development site; and
- vi. The message center sign shall only be permitted in public rights-of-way under the control of the City of Fort Lauderdale;
- vii. The message center sign shall be located within or within three hundred (300) feet of the city's Downtown Regional Activity Center, Arts and Sciences District;
- viii. The messages displayed on a message center sign authorized under this subsection are government speech and are subject to the approval of the City of Fort Lauderdale.

2.1.3. *Dimensional requirements.* The setbacks, height and size of the sign shall be as follows:

- a. Maximum ten (10) feet in height above natural elevation of the ground adjacent to the sign;
- b. Maximum twelve (12) feet in width;
- c. Maximum one hundred twenty (120) square feet of sign face per side; and,
- d. Seventy-five (75) square feet of digital display area per side.
- e. Notwithstanding the dimensional limitations of subsection 47-22.3.J.2.1.3.a, message center signs may exceed the maximum dimensional requirements if located on Broward Boulevard, east and west; 17th Street Causeway; State Road 84 west of I-95 and U.S. 1/Federal Highway subject to the following:
  - i. Maximum of twenty (20) feet in height above natural elevation; and
  - ii. Maximum of twenty (20) feet in width; and
  - iii. Maximum of three hundred (300) square feet of sign face per side; and
  - iv. Maximum of one hundred twenty (120) square feet of digital display area per side.
- f. The supporting structure of a message center sign shall be subject to the following:
  - i. Support structure(s) shall not exceed six (6) feet in height; and,
  - ii. Support structure(s) shall have a decorative finish and design.
  - iii. The height of the support structure positioned for a message center sign located within a right-of-way shall be subject to the requirements of the City Engineer.
- g. Yard Setbacks for message center signs shall be subject to the following:
  - i. Minimum of a ten-foot yard setback measured from the closest point of the sign to the property line or measured from the closest point of the sign and a paved walkway for public use, whichever setback is greater; and,
  - ii. Message center signs shall not be placed in the required sight triangle.
  - iii. When positioned within a right-of-way in association with a development site the message center sign shall be subject to the requirements of the City Engineer for location.

2.1.4. *Display characteristics.* The display portion on a face of a message center sign shall comply with the following:

- a. Sequencing, or the rate at which frames of information change, shall be a minimum rate of one and one-half (1½) and shall not exceed the rate of three (3) seconds.
- b. Delay time at the end of a sequence of frames shall be a minimum of one and one-half (1½) and shall not exceed three (3) seconds.
- c. There shall be no exposed incandescent light bulbs. All lamps or bulbs shall be covered.
- d. In no case shall any incandescent bulb exceed four (4) watts.
- e. Letters may scroll only from left to right, from top to bottom or from bottom to top. Letters may also "coalesce" or fade in and out. No flashing, zooming, twinkling, sparkling, scintillating or revolving sequencing may be displayed. No delivery method that resembles flashing shall be permitted. No display or illumination resembling traffic signals or implying the need or requirement to stop may be displayed. Video shall not be permitted.
- f. Messages shall be limited to providing information for on-premise events.
- g. No message center sign shall incorporate into the graphic display any use of colors identical to or similar to colors used for traffic signalization or used by police, and no message shall include graphics and words which are identical to or similar to signage used for traffic direction and control.
- h. Illumination shall be limited to a level no greater than 0.3 foot candles above the ambient light levels at the given location. Foot candle readings shall be taken at the ground level at a maximum of one hundred fifty (150) feet from the face of the sign.
- i. Signs shall be equipped with both a dimmer control and a photocell, which will automatically adjust the display's intensity according to the natural ambient lighting conditions and maintain the display within the illumination intensity as described in this section.
- j. Signs shall not produce noise such as audio tracks, sound effects, etc. Noise emitting from the operation of the sign itself shall be minimal.
- k. Signs shall contain a default mechanism that shall automatically freeze the image or turn the sign off in the case of a malfunction or the sign shall be turned off within twenty-four (24) hours of a malfunction.
- l. Applicant shall submit a certificate issued by a recognized sign professional certifying that all of the requirements provided in this subsection (a) through (k) have been met.

2.1.5. *Additional requirements.*

- a. Freestanding message center signs shall comply with the landscaping requirements of Section 47-22.3.E.3.
- b. Message center signs shall be constructed of materials that are compatible with the principal structure, and of similar, compatible architectural design as the principal structure.
- c. Message center signs located at government owned or government operated facilities may provide public service messages about governmental, public service, cultural or educational activities, sponsored by the same governmental entity, scheduled to take place either at the location where the sign is located or at governmental facilities of the same governmental entity other than the facility where the message center sign is located.
- d. Message center signs, time, and temperature units in existence at the time this regulation is adopted (July 16, 1996) shall have nine (9) years from the date of adoption to meet the colored letters requirement provided in this subsection J.

3. *Review process.*

- a. Message center signs when located on a development site shall be subject to the following review process:
    - i. Approval of a Site Plan Level I permit as described in Section 47-24.2 and review and approval by the City Commission.
    - ii. A review of the application from the department shall be forwarded to the City Commission and scheduled on a City Commission agenda within thirty (30) days of the completion of the department review or such date thereafter as soon as the same may be scheduled.
  - b. Message center signs, when located within a right-of-way, shall be subject to the following review process:
    - i. Approval of a Site Plan Level II permit as described in Section 47-24.2 and approval by the City Commission.
    - ii. Approval of the message center sign shall be subject to an executed revocable license agreement between the applicant and the city.
4. *Criteria.* An applicant must show that the request for approval of a message center sign meets the following criteria and the reviewing body shall consider the application based on such criteria:
- a. The proposed sign meets the standards provided in this Section 47-22, subject to modification in accordance with the following:
  - b. As applicable to the display portion of the sign:
    - i. The duration of the message change interval is controlled so that the interval is not obtrusive.
    - ii. No message shall appear to be written on or erased from the display piecemeal unless required by the technology in which case the maximum time limit shall be set for the complete message change so that passing motorists cannot read the message during the change.
    - iii. The driver is given sufficient time to read the complete message and can be reassured that he has seen the entire display.
    - iv. The brightness and contrast does not cause a motorist disabling or discomforting glare or lead to the inability of the driver to read nearby official signs or negatively impact night vision.
    - v. The size of the lettering spacing and typeface message is conveyed to the motorist quickly, clearly and unambiguously given the constraints imposed by vehicle speed and vibration, changing lighting and weather conditions.

Signs that display not more than four (4) lines of text with letters at one (1) time, with all letters at least six (6) inches high, shall be deemed to have met the criteria in subsections i. through v. above.
  - c. Design features are added that minimize contrast between the message center sign, the building on the development site, the natural environment surrounding the development site and adjacent development. Additional landscaping, modification of location, height and size, color and shape and other elements of the sign, and the display including the lettering, are all examples of what may be varied in a development order approving a message center sign.
  - d. Section 47-25.3.A.e. Neighborhood compatibility and preservation shall apply.



5. *Effective date of approval.* The approval of a message center sign shall take effect on the date a resolution is adopted by the city commission approving such sign with whatever conditions necessary to ensure that the requirements of this subsection J. have been met.

~~JK.~~ *Outdoor advertising display signs.* Reserved.

~~KL.~~ *Point of purchase signs.* Point of purchase signs may be any type of sign permitted by ordinance, but such signs shall be restricted to advertising the primary purpose of the business operation located on the same property. ~~Point of purchase signs do not include business identification or directional signs as permitted by this ordinance.~~ No more than two (2) ~~products or services~~ points of purchase provided on the lot or plot where the sign is located may be advertised on the sign. Business identification or directional signs are not point of purchase signs for purposes of this section. Area of point of purchase signs, with the exclusion of business identification or directional signs, are to be calculated as part of the allowed flat/wall sign.

~~LM.~~ *Pylon signs.* Pylon signs may be used in any zoning district where permitted by ordinance as specified in this section.

~~MN.~~ *Projecting signs.* Projecting signs shall be permitted to project no more than three (3) feet from the building wall and no more than eighteen (18) inches above the roof or parapet. Such signs shall be no closer than two (2) feet from the curb or edge of the sidewalk, and no closer than nine (9) feet to the walkway below. All projecting signs shall be installed or erected in such a manner that there shall be no visible support structures such as angle irons, guy wires or braces.

~~NO.~~ *Roof signs.* Roof signs are hereby prohibited.

~~OP.~~ *Shopping center or strip store signs.* Shopping center or strip store signs shall be limited to one (1) detached, freestanding sign for each street front as regulated by this section. The maximum number of detached, freestanding signs shall be two (2) for any single lot or plot. Such signs may bear the name of the shopping center or a directory of occupants, or a combination of the shopping center name and a directory of occupants. ~~No occupant may occupy more space on the sign than any other occupant. In addition, each~~ Each store, office or place of business shall be permitted no more than one (1) flat sign (excluding freestanding detached signs and eight-inch lettering on awning signs), except when a store, office or place of business faces two (2) street fronts or vehicle travelways, then one (1) flat sign facing on each street front shall be permitted. If two (2) flat signs are to be erected, then the total aggregate area of the two (2) flat signs shall not exceed three hundred (300) square feet. All flat signs may only be permitted when associated with the ground floor tenants or for dedicated ground floor entrances for upper level tenants where the structure exceeds one (1) level. No sign ~~will~~ shall be permitted at a height greater than four (4) feet above the ground floor level where the structure exceeds one (1) level in a shopping center or strip store.

~~PQ.~~ *Scintillating signs.* Scintillating signs are hereby prohibited.

~~QR.~~ *Sidewalk, sandwich or movable signs.* Sidewalk, sandwich or movable signs are hereby prohibited.

~~RS.~~ *Snipe signs.* Snipe signs are hereby prohibited.

~~ST.~~ *Supergraphics signs.* Supergraphics signs are a special permitted use on building walls in any zone; provided, however, the design for the supergraphics has been reviewed and approved by the building and zoning department under the criteria as follows:

1. The proposed general design, arrangement, texture, material, colors, lighting, placement, and the appropriateness of the proposed sign in relationship to other signs and the other structures both on the premises and in the surrounding areas, and only approve signs which are consistent with the intent, purposes, standards, and criteria of the sign regulations.
2. The number of items (scenes, symbols, shapes) shall be consistent with the amount of information which can be comprehended by the viewer and avoid visual clutter.
3. The shape of the sign shall not create visual clutter.

4. The size, style, and location of the sign shall be appropriate to the activity of the message.
5. The sign shall complement the building and adjacent buildings by being designed and placed to enhance the architecture.
6. The sign should be consolidated into a minimum number of elements.

IV. *Temporary builders signs.* Temporary builders signs will be permitted anywhere in the city, subject to the following restrictions and conditions:

1. In all residentially zoned districts, except RO, ROA and ROC, such signs shall not exceed four hundred eighty (480) square inches in area, where the building plot abuts only one (1) street and not more than two (2) of such signs facing on different streets, except where a sign is installed on a tool house, and then the total area of such sign shall not exceed sixteen (16) square feet. No other temporary building sign shall be allowed on the plot.
2. In RO, ROA and ROC zones ~~and all other districts, a single sign of~~ such signs shall not more than exceed sixteen (16) square feet of advertising surface will be permitted in area, where the building plot abuts only one (1) street and not more than two (2) of such signs facing on different streets.
3. In commercial and general aviation zoning districts such signs shall not exceed four (4) feet by eight (8) feet, where the building plot abuts only one (1) street and not more than two (2) of such signs facing on different streets.
43. Such signs may not be erected more than ninety (90) days prior to the beginning of actual construction of the project and must be removed when construction is completed, except that renewal permits may be granted for ninety (90) day periods.
54. A permit for a temporary builders sign shall be secured prior to the placing of the same, and if project construction is not commenced within ninety (90) days after a sign permit is issued, or if such construction should not be continuous after the issuance of such permit and the commencement of construction, said sign shall forthwith be removed.
65. All advertising connected with any project shall be included only on temporary builders signs.
76. No permit may be issued to re-erect a temporary builders sign until the building permit has been reissued or a new building permit secured for the associated building project.

V. *Temporary real estate signs.* In all residential districts, no permit shall be required for temporary real estate signs. In all residential districts in the city, no temporary real estate sign (~~"For Sale," "For Rent" or "For Lease"~~) shall be permitted except those erected by the property owner or the owner's agent, and such signs shall be subject to the following conditions:

1. ~~The wording on such signs shall be limited to the phrases, "For Sale by Owner," "For Rent by Owner," "For Lease by Owner," "For Sale by Owner's Agent" and "For Rent by Owner's Agent," and may carry the telephone number of the owner or the owner's agent or the phrase, "Inquire Within," or "See Your Broker" or any other information relating to the premises except that said sign shall contain the registered name of the selling broker and the term "Broker" or "Realtor" as the case may be.~~
12. In residentially zoned districts, except in RO, ROA and ROC, the size of each sign shall be limited to an area of not more than four hundred eighty (480) square inches per side, and may permit lettering on both front and rear. In RO, ROA, ROC, and all other districts, such signs shall be limited to sixteen (16) square feet. No more than two (2) accessory signs may be placed on a temporary real estate sign and their area shall be included within the four hundred eighty (480) square inches allowed.
23. One (1) temporary real estate sign for each street front shall be permitted on a property and shall relate only to the premises on which it is erected. The word "property" is defined as one (1) or more lots, part of a lot or parts of lots as may constitute the extent of the property being

offered for sale, rent or lease. This shall not exclude the temporary use of an "open house" sign not to exceed four hundred eighty (480) square inches in area, to be used only when the owner or agent is on the premises. In addition, no more than one (1) two (2) off premise "open house," self-sustaining directional sign signs, located adjacent to no more than two (2) on one (4) parcel parcels of property, will be permitted for a period not to exceed twenty four (24) hours between the hours of 9:00 a.m. to 6:00 p.m., provided the sign is located ~~on private property with~~ within the swale area of the right-of-way and with the written permission of the adjacent property owner. ~~Wording of the sign shall be limited to the words "open house" and shall contain the name of the sign owner or the name of the real estate agency.~~ The sign shall neither exceed four hundred eighty (480) square inches in area nor be erected to exceed a height of three (3) feet above ground level. In addition to any penalty for violation of the foregoing provisions regulating ~~"open house"~~ directional signs, any such sign which does not comply with the provisions will be removed by the city and will not be returned to its owner until a retrieval fee of five dollars (\$5.00) per sign is paid.

34. In all business areas in the city, no temporary real estate signs (~~"For Sale," "For Rent" or "For Lease"~~) will be allowed having more than sixteen (16) square feet in area. No fees shall be charged for such signs nor shall a permit be required therefor.

W. *Under-canopy sign.* The bottom of any sign installed under a canopy shall not be less than seven (7) feet six (6) inches above grade over public property, nor shall such sign extend beyond the outside edge of the canopy nor be closer than eighteen (18) inches to the outside edge of the curb or sidewalk. Under-canopy signs in a shopping center or a group of strip stores shall be a minimum of seven (7) feet six (6) inches from the bottom of the sign to the private sidewalk or other surface below. No sign shall be permitted on the upper surface of any canopy. No under-canopy signs shall exceed eight (8) square feet and all such signs shall be perpendicular to the face of the building. Under-canopy signs shall not be counted in determining the maximum number of signs permitted at a location pursuant to this Section 47-22.

X. *Window signs.*

1. No window signs shall exceed twenty percent (20%) of the glass surface to which it is directly applied.

Y. *Sandwich signs.* Sandwich signs, including sidewalk, sandwich and movable signs, shall only be permitted in accordance with the following review process and requirements:

1. *Location.* The location of a sandwich sign must comply with the following requirements:

The sandwich sign is:

- a. Located in a place associated with an on-site permitted retail sales, service use or both; and
- b. Located on a paved private walkway in a manner that a minimum five-foot clear pedestrian path on the walkway is maintained at all times and the walkway continues to meet minimum ADA requirements; and
- c. Removed and brought inside a building when there are storm warnings so as not to become a hazard during a storm event; and
- d. Not located within a parking facility, within required landscaping or on public right-of-way or public sidewalk; and
- e. Placed in a location directly abutting the tenant or business for which it is associated; and
- f. Is removed and brought indoors during the hours the business is closed.

2. *Dimensional requirements.* The setbacks, height and size of a sandwich sign shall be as follows:

- a. Maximum of forty-three (43) inches in height; and
  - b. Maximum of thirty-six (36) inches in width.
3. *Display characteristics:*
  - a. No sandwich sign shall display or incorporate into the graphic display colors identical to or similar to colors used for traffic signalization, direction or control; and
  - b. All information advertised must directly relate to the business being conducted in the tenant space for which the sign is associated.
4. *Number.* One (1) sandwich sign shall be permitted per tenant or business located on a development site.
5. *Review process:*
  - a. Approval of a site plan level I permit as described in Section 47-24.2.
- Z. *Banner signs.* Banner signs shall be permitted in accordance with the following review process and requirements:
  1. *Standards.* Banner signs shall only be permitted within a shopping center with access to a public right-of-way that is a minimum of seventy (70) feet in width.
  2. *Location.* Banner signs shall be located on the development site in accordance with the following:
    - a. Shall only be attached to existing light poles contained wholly within the on-site parking facility associated with the development site; and
    - b. Shall be placed a minimum of twenty (20) feet from all property lines; and
    - c. No banner sign shall be visible from adjacent residential property.
  3. *Number.* The number of banner signs located on a development site shall be in accordance with the following:
    - a. A maximum of two (2) banner signs may be attached at opposite sides to any given light pole. Each banner sign attached to a given light pole shall be of equal height and width dimensions and shall be attached to the light pole at an equal height relative to one another.
  4. *Dimensional requirements.* The height and width of a banner sign shall be as follows:
    - a. Maximum of eighty-four (84) inches in height; and
    - b. Maximum of thirty (30) inches in width.
  5. *Display characteristics:*
    - a. No banner sign shall display or incorporate into the graphic display colors identical to or similar to colors used for traffic signalization, direction or control; and
    - b. All information advertised must directly relate to the businesses being conducted by the tenants of the shopping center for which the sign is associated. This does not prohibit decorative banners such as banners with a holiday theme.
  6. *Additional criteria:*
    - a. Banner signs may not be illuminated through any means other than existing lighting approved for the development site; and
    - b. Material must consist of vinyl or a similar material designed for prolonged exposure to the elements; and

- a. Maximum of forty-three (43) inches in height; and
  - b. Maximum of thirty-six (36) inches in width.
- 3. *Display characteristics:*
  - a. No sandwich sign shall display or incorporate into the graphic display colors identical to or similar to colors used for traffic signalization, direction or control; and
  - b. All information advertised must directly relate to the business being conducted in the tenant space for which the sign is associated.
- 4. *Number.* One (1) sandwich sign shall be permitted per tenant or business located on a development site.
- 5. *Review process:*
  - a. Approval of a site plan level I permit as described in Section 47-24.2.
- Z. *Banner signs.* Banner signs shall be permitted in accordance with the following review process and requirements:
  - 1. *Standards.* Banner signs shall only be permitted within a shopping center with access to a public right-of-way that is a minimum of seventy (70) feet in width.
  - 2. *Location.* Banner signs shall be located on the development site in accordance with the following:
    - a. Shall only be attached to existing light poles contained wholly within the on-site parking facility associated with the development site; and
    - b. Shall be placed a minimum of twenty (20) feet from all property lines; and
    - c. No banner sign shall be visible from adjacent residential property.
  - 3. *Number.* The number of banner signs located on a development site shall be in accordance with the following:
    - a. A maximum of two (2) banner signs may be attached at opposite sides to any given light pole. Each banner sign attached to a given light pole shall be of equal height and width dimensions and shall be attached to the light pole at an equal height relative to one another.
  - 4. *Dimensional requirements.* The height and width of a banner sign shall be as follows:
    - a. Maximum of eighty-four (84) inches in height; and
    - b. Maximum of thirty (30) inches in width.
  - 5. *Display characteristics:*
    - a. No banner sign shall display or incorporate into the graphic display colors identical to or similar to colors used for traffic signalization, direction or control; and
    - b. All information advertised must directly relate to the businesses being conducted by the tenants of the shopping center for which the sign is associated. This does not prohibit decorative banners such as banners with a holiday theme.
  - 6. *Additional criteria:*
    - a. Banner signs may not be illuminated through any means other than existing lighting approved for the development site; and
    - b. Material must consist of vinyl or a similar material designed for prolonged exposure to the elements; and

- c. Banner signs shall be kept in good condition. Any banner sign that is torn, faded or damaged in any way shall be removed.

7. *Review process.*

- a. Approval of a site plan level I permit as described in Section 47-24.2.

Sec. 47-22.4. - Maximum number of signs at one location and special requirements in zoning districts.

A. *Business, General Aviation, and RMH-60 zones zoning districts.* The following regulations shall apply in all business, general aviation ~~zoning districts~~ and, ~~in and~~ RMH-60 zoning districts:

- 1. *Single business buildings.* The total number of signs on any one (1) lot or plot shall not exceed four (4). The signs shall be limited and oriented to be viewed from the streets and vehicle travelways abutting the lot or plot as follows (streets and vehicle trafficways that are located parallel to one (1) another are considered separate):

Number of Streets or Vehicle Travelways	Maximum Number of Signs
One (1) street or one (1) travelway	Two (2) signs, no more than one (1) being a freestanding sign
One (1) street and one (1) or more vehicle travelways	Three (3) signs, no more than one (1) being a freestanding sign
Two (2) streets and no vehicle travelways	Three (3) signs, no more than one (1) being a freestanding sign
Two (2) streets and one (1) vehicle travelway	Three (3) signs, no more than one (1) being a freestanding sign
Two (2) streets and two (2) or more vehicle travelways	Four (4) signs, no more than one (1) being a freestanding sign
Three (3) streets and no vehicle travelways	Four (4) signs, no more than two (2) being freestanding signs
Four (4) streets and no vehicle travelways	Four (4) signs, no more than two (2) being freestanding signs
Four (4) streets and one (1) or more vehicle travelways	Four (4) signs, no more than two (2) being freestanding signs

Five (5) streets and no vehicle travelways	Four (4) signs, no more than two (2) being freestanding signs
--	---

2. *Multiple tenant office buildings.* Any building which contains two (2) or more office tenants will be permitted one (1) building identification flat sign on each street frontage and only one (1) building identification ground sign. However, when located on three (3) street fronts then two (2) building identification ground signs shall be permitted. Ground signs may contain street number and street name. A wall directory sign will be permitted at each building entrance provided that such directory sign may not exceed a total of eight (8) square feet.
  3. *Multiple tenant office buildings with ground level stores.* Any building as defined in subsection A.2, which contains ground level store(s), shop(s) or bay tenant(s) shall be permitted one (1) sign for each individual store, shop or bay per street front or vehicular travelway. Such signs shall not extend beyond the ground floor level. All such signs shall be identical in color and installed at a uniform height above ground level. Letters for all signs shall not exceed twenty-four (24) inches in height and shall be identical in physical design.
- B. *Residential zones.* As used in this section, the term "location" means that area for which a site plan has previously been filed with the city.
1. The maximum number of signs for any one (1) location in multi-residential zones shall be as follows:
    - a. RM-15: one (1) sign.
    - b. RML-25: one (1) sign.
    - c. RMM-25: one (1) sign.
    - d. RMH-25: one (1) sign.
  2. However, if any location has more than one (1) street frontage, one (1) sign shall be permitted on each street frontage not exceeding a total of four (4) signs, three (3) of which must be placed and situated on the existing building at any such location.
- C. *Special regulations.* The following special regulations shall apply in the zoning districts indicated and shall prevail over any conflicting regulations contained in the ULDR:
1. In the RM-15, RML-25 and RMM-25 districts, signs shall contain only the name of the business, building or establishment located on the same lot or plot.
  2. In the RMH-25 district, the location, size, character, height and orientation of signs shall be included in a development plan subject to department Permits and Procedures, site plan level I, as provided in Section 47-24.2.
  3. In the RMH-60 and RMH-25 districts, signs advertising restaurants, dining rooms and cocktail lounges which are accessory to hotels or motels located on the same lot or plot shall be limited as follows:
    - a. For each street front, one (1) sign, not to exceed fifteen (15) square feet in area shall be allowed for each one hundred (100) feet of street frontage or fraction thereof, but in no case shall the total number of such signs exceed two (2) signs per street frontage.
  4. In the RMH-60 district, the location, size, character, height and orientation of signs shall be included in a development plan subject to department Permits and Procedures, site plan level I, as provided in Section 47-24.2.



5. In the RO and ROA districts, no roof sign, projecting sign, marquee sign, billboard sign, banner sign or animated sign shall be permitted; each building occupied by a permitted use as a principal use may have one (1) wall sign not exceeding two (2) feet in width or ten (10) feet in length; each building site occupied by a permitted use may have one (1) ground sign not exceeding three (3) feet in width or five (5) feet in length, the top of which shall not be over five (5) feet above the ground; and each building site may have directional signs each not over two (2) square feet in area and not extending over three (3) feet above the ground.
6. In the ROC district, the location, size, character, height and orientation of all signs shall be included in a development plan in accordance with the site plan subject to department Permits and Procedures, site plan level I, as provided in Section 47-24.2.
7. In any zoning district abutting those trafficways subject to the requirements for Specific Location Requirements, Interdistrict Corridor Requirements as specified in Section 47-23.9, ground signs and directional signs as described in this section may be permitted in the setback area, but in no case closer than five (5) feet from a property line.
8. If a sign is part of an overall development which requires a development permit the location, size, character, height, and orientation of such sign(s) shall be included in the development plan and approved pursuant to the same provisions as that which apply to the overall development.
9. ~~In the AIP district, there shall be no~~ Signs located in the AIP zoning district shall be limited to ground signs. Such ground sign shall not exceed one hundred twenty (120) square feet in area, nor shall it extend more than five (5) feet above the finished street level of the nearest street. One (1) additional identification flat sign for each business may be attached to the main structure to announce the name and/or insignia of the business. This provision shall not be interpreted to include signs painted directly on the wall, but are to be constructed with, or constructed and placed on, the structure. Such flat sign shall not extend above roof level nor exceed one percent (1%) of the wall space upon which it is placed, and in no event shall exceed sixty (60) square feet in size. Signs shall not be illuminated by exposed tubes, bulbs or similar light sources, nor may they be of the flashing, rotating, or animated type. Signs may, however, be illuminated by shielded spotlighting. All signage in the AIP zoning district must first be approved by the department as a site plan level I, as being consistent with the purpose and intent of the GAA district.
10. ~~In the GAA district, all~~ All identification and/or insignia signs must first be approved by the department as a site plan level I, as being consistent with the purposes and intent of the GAA district.
11. ~~In the H-1 district, the~~ All signs located within the H-1 district shall comply with the requirements set out in Section 47-16, Historic Preservation District.
12. In any parking lot located in a residential zoning district, all signs shall be nonilluminated ground signs, each not exceeding six (6) square feet in area and four (4) feet in overall height above the ground. Such signs shall be of the caution, directional or owner-identification type.
13. In the Central Beach Districts, as described in Section 47-12, and in the Regional Activity Center (RAC) Districts, as described in Section 47-13, all signs shall comply with the following:
  - a. Freestanding detached signs, pylon signs, projecting signs, roof signs, billboards, window signs, message center signs and time and temperature units shall be prohibited. Notwithstanding this prohibition, ground signs shall be permitted in accordance with the requirements of this section.
  - b. Marquee signs shall be limited to an area of ten percent (10%) of the marquee area upon which the sign is to be erected or sixty (60) square feet, whichever is less.
  - c. Ground signs shall be permitted and shall be limited to five (5) feet in height and thirty-two (32) square feet in surface area and shall be set back five (5) feet from any property line if

both sides of such a sign have copy. If copy appears only on a single side of such sign, then two (2) such signs of sixteen (16) square feet each shall be permitted on either side of an entranceway and said signs shall be setback five (5) feet from property line and not within five (5) feet of the edge of any pavement or sidewalk.

- d. Flat signs shall be permitted and shall be limited as follows:
  - i. If such sign is to be located within sixty (60) feet of ground level, then such sign shall be no larger than ten percent (10%) of the wall area upon which it is to be erected or one hundred twenty (120) square feet, whichever is less.
  - ii. If such a sign is to be located between sixty-one (61) feet and one hundred (100) feet above ground level, then such a sign shall be no larger than ten percent (10%) of the wall area upon which it is to be erected or two hundred (200) square feet, whichever is less.
  - iii. If such sign is to be located over one hundred (100) feet above ground level, then such a sign shall be no larger than ten percent (10%) of the wall area upon which it is to be erected or three hundred (300) square feet, whichever is less.
  - iv. A flat sign is a painted sign or any sign erected flat against the face of, or not more than eighteen (18) inches from the face of the outside wall of any building and not extending more than eighteen (18) inches above the wall upon which it is placed and supported throughout its length by such wall. No protruding portion of such sign shall be nearer than nine (9) feet to a walk or any area where there is pedestrian traffic; nor shall it extend beyond the wall in a horizontal direction; provided, however, that a sign placed on a mansard fascia shall be permitted to be erected vertically if the bottom section of this sign does not extend more than eighteen (18) inches from the mansard fascia.
- e. Accessory use signs shall be permitted in accordance with subsection C.3.
- f. Undercanopy signs shall be permitted in the ABA zoning district and within the RAC districts. Signs shall be limited to one (1) sign per separate entranceway for a business and such signs shall not exceed eight (8) square feet in total area.
- g. Directional signs shall be permitted and shall be limited to four (4) square feet in total, two (2) square feet per side, four (4) feet in height.
- h. Flags shall be permitted and shall be limited in number to one (1) flag for each fifteen (15) lineal feet of street frontage per building site.
- i. Boat docking facilities having no supporting facilities shall be permitted to erect one (1) ground sign per facility which sign shall be limited to thirty-two (32) square feet. Each boat or boat slip shall be permitted a sign of four (4) square feet that shall not exceed five (5) feet in height above the top of the seawall.
- j. Awning signs shall be permitted and shall be limited to sixteen (16) square feet and shall be erected in accordance with the provisions of Section 47-22.3.B.
- k. The number of signs at each site shall be limited in accordance with the provisions of this section.
- l. When any sign is proposed to be constructed or erected which does not comply in all respects with the requirements for signs in the Central Beach Districts and in the Regional Activity Center (RAC) Districts, then such signs shall only be permitted when reviewed as a Site Plan Level II permit subject to a fifteen (15) day period for Commission Request for Review (CRR).

- m. *Amortization period.* All signs in the Central Beach Zoning districts shall comply with the requirements of this section by October 11, 1996. All signs in the downtown RAC districts shall comply with the requirements of this section by June 28, 2002.

14. Shopping Center or strip stores shall be permitted additional ground signs in accordance with the following:

- a. An outparcel associated with a shopping center shall be permitted one (1) ground sign per right-of-way up to a maximum of two (2) ground signs when abutting two (2) or more rights-of-way.
- b. An outparcel permitted to have two (2) ground signs shall locate each sign abutting each right-of-way.

Sec. 47-22.5. - ~~Political campaign~~ Temporary signs.

- A. ~~A political campaign sign is any sign urging the election or defeat of any candidate seeking any political office or urging the passage or defeat of any ballot measure. A temporary sign may be displayed for thirty (30) days prior to a municipal, state, or federal election, such temporary sign may be referred to as political campaign sign.~~
- B. Political campaign signs may be displayed in show windows of all business establishments. All other political campaign signs shall be erected or placed only upon private property and shall comply with all requirements of this chapter applicable to commercial signage, except the requirements of Section 47-22.10.
- C. Each candidate for municipal office shall make a good faith effort to remove all of her or his political campaign signs within thirty (30) days after withdrawal of her or his candidacy, having been eliminated as a candidate, or being elected to office, whichever occurs first.
- D. If any political campaign sign is erected or placed upon public property or is not removed within the time periods specified in subsection C, the city shall have the authority to remove such sign and may charge the candidate the actual cost for such removal.
- E. The provisions of the ULDR shall not apply to political campaign signs placed on motor vehicles.
- F. Political campaign signs shall not exceed four hundred eighty (480) square inches in residential districts except in RO, ROA and ROC. In RO, ROA and ROC and all other districts, political signs shall not exceed sixteen (16) square feet. Lettering is permitted on both sides of the sign. The number of political campaign signs permitted shall be calculated in the same manner as other signs and political campaign signs shall be permitted in addition to all other signage.

Sec. 47-22.6. - Detailed requirements governing signs and advertising displays.

- A. *Not to interfere with public.* Any sign or advertising display or any item, device, seating arrangement, structure or any movable object shall not create a traffic or fire hazard, or be dangerous to the general welfare or interfere with the free use of public streets or sidewalks.
- B. *Avoidance of fire hazard.* There shall be no weeds within a radius of ten (10) feet of any sign or advertising display or billboard, and no rubbish or debris shall be permitted so near thereto that the same shall constitute a fire hazard.
- C. *Imprint of owner's name or maker's name.* All signs and advertising displays shall be marked with the maker's name, registry number of permit and, for incandescent lamp signs, the number of lamp holders; and for electric discharge signs with an indication of the input amperes at full load and input voltage. All transformers shall be marked with the maker's name and the input rating in amperes or

volt amperes, the input voltage, and the open circuit high tension voltage. All such markings for any sign or advertising display shall be visible for inspection after installation.

- D. *Obstruction of doors, windows and fire escapes.* No sign or advertising display shall be attached to or placed against a building in such a manner as to prevent ingress or egress through any door or window, nor shall any sign or advertising display obstruct or be attached to a fire escape.
- E. *Posting or tacking notices and signs.*
  - 1. No person shall paint, paste, print, nail or fasten in any manner whatsoever any banner, sign, paper, flag or any advertisement or notice of any kind, on any curbstone, flagstone, pavement or any other portion or part of a sidewalk or street, or upon any trees, lamppost, parking meter post, telephone or telegraph pole, hydrant, traffic sign, fence, bridge, workshop or tool shed, or upon any structure within the boundaries of any streets within the city unless otherwise permitted hereunder. The posting or tacking of any banner, sign, handbill, advertisement, flag or notice of any kind upon any private wall, window, door, gate, fence, electric light post, telephone pole or upon any other private structure or building, other than flags on flag poles, is hereby prohibited. Legal notices required by law to be so posted are hereby excepted.
  - 2. An exception to this prohibition is made for banners erected in accordance with the provisions of Section 47-22.3.C and holiday decorations erected in accordance with the provisions of Section 47-22.7.A.4. No person shall cause any act prohibited under this Section 47-22.6 to be attempted or accomplished by any other person.
- F. *Kept in good repair.* All signs and advertising displays must be kept in good condition and a good state of repair and must further be well painted and neatly maintained. Any sign or advertising display which becomes or has become at least fifty percent (50%) destroyed shall be deemed a public nuisance and shall be removed by the owner of the sign or advertising display or the owner of the premises upon which the same is situated in accordance with the procedures outlined in subsection H.
- G. *Vacated buildings.*
  - 1. Any nonconforming sign shall be removed immediately upon a change of tenancy. All signs in conformance with this section shall be removed, altered or resurfaced not later than sixty (60) days after any tenancy ceases. In the event of noncompliance with the aforesaid terms and provisions, the city shall remove such signs at the expense of the property owner.
  - 2. Except as otherwise provided in this Section 47-22, any on premise sign which is located on property which becomes vacant and unoccupied for a period of at least three (3) months, or any sign which pertains to a time, event or purpose which is no longer imminent or pending shall be deemed to have been abandoned. Permanent signs applicable to a business temporarily suspended because of a change of ownership or management shall not be deemed abandoned unless the property remains vacant for a period of six (6) months. Abandoned signs are prohibited and shall be removed by the owner of the sign or the owner of the premises in accordance with the procedures outlined in subsection H.
- H. *Removal of signs.* The city reserves the right to remove any sign or advertising display which is being maintained contrary to any of the terms and provisions of the Code, and any such sign or advertising display is hereby deemed a public nuisance. The building official shall give notice to the person owning such sign or advertising display and to the owner or lessee of the property upon which the same is located specifying the location of such sign or advertising display and the nature of the violation being committed by the maintenance or keeping of the same. Such notice shall also specify what is required in order to conform such sign or advertising display to the requirements and provisions of this Code. Such notice shall further specify that in the event such sign or advertising display is not conformed to the provisions of this Code, the city will take any and all action necessary in order to accomplish such result, all at the cost and expense of both the person owning such sign or advertising display and the owner or lessee of the property upon which the same is situated.

Notice shall be served by personal service or by certified mail, return receipt requested. Service by mail shall be deemed complete upon delivery. In the event that the address of the person to be notified is unknown or the certified mail is returned either unclaimed or refused, such notice may be served by posting the same on in a conspicuous place on the premises upon which the offending sign or advertising display is located, in which event service shall be deemed complete as of the moment of posting. The person owning the offending sign or advertising display and/or the owner or lessee of the property upon which the same is situated, within fifteen (15) days after the receipt or the posting of the aforementioned notice, whichever is applicable, shall take whatever action is necessary in order to remedy and cure the defects pointed out in the notice given by the building official. In the event of a sign or advertising display which has been at least fifty percent (50%) destroyed, however, a new permit shall be secured before any remedial action is undertaken with regard to any such sign or advertising display. If the owner of the offending advertising display and/or the owner or lessee of the property upon which the same is situated shall fail to remedy the defects pointed out in the notice given by the building official within the aforementioned fifteen (15) day period, the building official may cause such sign or advertising display to be removed at the expense of both the owner of said sign or advertising display and/or the owner or lessee of the property upon which the same is located, or the building official may effect repairs to such sign or advertising display and/or the owner or lessee of the property upon which the same is located, or the building official may effect repairs to such sign or advertising display in order to cause the same to conform to the terms and provisions of the Code, again at the expense of the person owning such sign or advertising display and the owner and/or lessee of the property upon which the same is situated. Notwithstanding anything hereinabove to the contrary, the building official may forthwith remove any sign or advertising display where the same is imminently dangerous to the general health, safety and welfare of the public or where the same poses an immediate threat thereto.

- I. ~~Credit card signs (special privilege). One (1) credit card sign per place of business may be installed. Installation shall be flush on the face of the building and the size of such sign shall be limited to eighteen (18) inches by twenty-four (24) inches or, in the alternative, shall be an integral part of any other sign permitted by the ULDR. The provisions of this subsection I shall be applicable to hotels and motels as well as other business establishments.~~
- J. *Illuminated signs and other lighting effects.*
  - 1. Illuminated and other lighting effects shall not create a nuisance to adjacent property or create a traffic hazard, and all illuminated signs or other lighting effects must be disconnected or turned off when hurricane warnings are in effect. Lighting, including neon tubing or other similar devices other than indirect lighting, may be used in sign design or to outline any building.
  - 2. Building outlining with neon tubing or other special lighting effects will be restricted to two (2) linear feet of neon tubing to each foot of street frontage. Display of neon tubing or other special lighting effects will be limited to the maximum of two (2) parallel lines of neon tubing. Neon tubing or other special lighting effects when used in sign design will be restricted to two (2) linear feet of neon tubing or the like for each foot of street frontage.
- K. *Signs or advertising displays.* Signs or advertising displays shall not be erected or maintained under, over or adjacent to any power lines unless the following clearances are met:
  - 1. Under six hundred (600) volts: Three (3) feet.
  - 2. Over six hundred (600) volts: Eight (8) feet.
- L. *Special requirements for service stations.* All lights and lighting upon or from a service station building or upon or from a service station sign shall be designed and arranged so as not to cause a direct glare into residentially zoned property. Price signs shall be an integral part of the maximum size permitted but may not exceed fifteen (15) square feet of that maximum size per side, and shall be immediately adjacent to each sign permitted in the group.
- M. *Lighting requirements.*

1. The provisions of this section shall apply to the erection, installation and construction of both on- and off-premise electric signs.
2. All electric signs constructed, erected, altered, repaired or installed under the jurisdiction of the ULDR, all exterior stationary electric lighting or illumination systems or any interior lighting or illumination systems which may be viewed from a public street, highway or other public thoroughfare used by vehicular traffic, and any signs and lighting installations which may be viewed from a main thoroughfare or a freeway, shall be installed in conformance with the applicable provisions set forth herein.
3. No person shall construct, establish or create, and no person shall maintain any stationary exterior lighting or illumination system or any interior system which may be viewed from a public street, highway or other public thoroughfare used by vehicular traffic, which contains or utilizes the following:
  - a. Any exposed incandescent lamp with a wattage in excess of forty (40) watts when the same is located within fifteen (15) feet of a street.
  - b. Any exposed incandescent lamp with an internal metallic reflector.
  - c. Any exposed incandescent lamp with an external reflector.
  - d. Any revolving beacon light.

N. *Special promotions.*

1. Upon payment of proper permit fees, special promotions may be conducted for a period of not more than thirty (30) days. Inflatables or banners may be used as special promotions. Special promotions signs will be permitted in show windows, in lieu of a banner or inflatable. For service stations, one (1) eighteen (18) inch by twenty-four (24) inch sign may be affixed to the top of each pump, in addition to a banner or inflatable. Special promotions displays shall be limited to one (1) per location per calendar year. Inflatables are not permitted on roof tops.
2. Upon payment of proper permit fees, promotions of the "grand opening" type will be permitted at any place of a newly licensed business for a thirty (30) day period. Signs for such promotion must be securely anchored and may not exceed an aggregate total of five hundred (500) square feet. No whirligigs, streamers or sandwich signs will be permitted. Inflatables or banners may be used as "grand opening" type signs. However, inflatable or banner type signs shall not be permitted on rooftops.

Sec. 47-22.7. - Exempt signs.

A. The City has a compelling interest in allowing the following signs in order to comply with State and local laws and to promote public safety on City property or in the rights-of-way. Any sign which does not meet the criteria of this section and is not specifically permitted elsewhere in this article is prohibited. The following signs shall be exempt from the provisions of this Section 47-22 except as otherwise stated as follows:

1. *Instructional signs.* Signs which provide instructions and are located entirely on the property to which they pertain ~~and do not in any way advertise a business~~ and do not exceed eight (8) square feet in area.
2. *Flags.* The flags, emblems or insignia of any nation or political subdivision, or the flag, emblem or insignia of any duly registered and undissolved corporation; provided, however, all flags, emblems or insignia are not exempt from the provisions of Section 47-22.6.
3. *Governmental signs.* Governmental signs for control of traffic or other regulatory purposes, street signs, danger signs, railroad crossing signs and signs of public service companies

indicating danger and aids to service or safety which are erected by or on the order of a public officer in the performance of his duty.

4. *Holiday decorations.* Signs of a primarily decorative nature, clearly incidental and customary and commonly associated with any national, local or religious holiday; provided that such signs shall be displayed for a period of not more than forty-five (45) consecutive days nor more than sixty (60) days in any one (1) year. Such signs may be of any type, number, area, height, illumination or animation; and shall be set back ten (10) feet from all lot boundary lines, provided that a clear area must be maintained within twenty-five (25) feet of the intersection of two (2) streets. However, the ten-foot setback from all boundary lines shall not apply to holiday decorations when displayed on a utility pole, but such display must comply with the other provisions of Section 47-22.6.E. When holiday decorations are displayed on a utility pole, a letter or letters of permission from the owners of the utility poles must be obtained and filed with the city. Said letter or letters shall indemnify and hold harmless the city for any damage or injury that occurs as a result of the display of holiday decorations. Holiday decorations displayed on utility poles shall only be permitted on utility poles within ten (10) feet of a property line of an entity displaying the holiday decorations on the same side of the street as that property or, where utility poles are only located in the median, display shall be in accordance with a site plan approved by the department.
5. *House numbers and nameplates.* House numbers and nameplates not exceeding two (2) square feet in area for each building.
6. *Interior signs.* Signs located within the interior of any building or stadium, or within an enclosed lobby or court of any building, and signs for and located within the inner or outer lobby, court or entrance of any theater that are not visible from the public right-of-way. This does not, however, exempt such signs from any structural, electrical or material specifications set out in the ULDR.
7. *Memorial signs.* ~~Memorial signs or tablets, names of buildings and date of erection when~~ Signs cut into masonry surface or inlaid so as to be a part of the building or when constructed of bronze or other incombustible material.
8. *Notice bulletin boards.* Notice bulletin boards not over twenty-four (24) square feet in area ~~for medical, public, charitable or religious institutions when located within a Community Facility zoning district~~ where the same are located on the premises of ~~said institution~~ an associated use.
9. *No trespassing or no dumping signs.* No trespassing or no dumping signs not to exceed one and one-half (1½) square feet in area per sign and not exceeding four (4) in number per lot, except that special permission may be obtained from the director for additional signs under proven special circumstances.
- ~~10. *Occupant signs.* One (1) sign for each dwelling unit not to exceed two (2) square feet in area indicating the name of the occupant, location or identification of a home professional office.~~
- ~~10.11. *Plaques.* Plaques or nameplate signs not more than two and one-half (2½) square feet in area which are fastened directly to the building.~~
- ~~11.12. *Public notices.* Official notices posted by public officers or employees in the performance of their duties.~~
- ~~12.13. *Public signs.* Signs required or specifically authorized for a public purpose by any law, statute or ordinance. Such signs may be of any type, number, area, height above grade, location, illumination or animation, required by the applicable law, statute or ordinance under which such signs are erected.~~
- ~~14. *Symbols or insignia.* Religious symbols, commemorative plaques of recognized historical agencies or identification emblems of religious orders or historical agencies, provided that no such symbol, plaque or identification emblem shall exceed four (4) square feet in area; and~~



~~provided further that all such symbols, plaques and identification emblems shall be placed flat against a building.~~

~~15. *Government pennants.* For purposes of this subsection, government pennants are defined as signs erected by a governmental body, which signs are made from a vinyl, cloth or canvas material, and which are suspended lengthwise from a pole and attached at each end to the pole. Such pennants shall be limited in their display to a governmental logo, emblem or insignia and, if applicable, the name of the governmental body or the name of the donor of the pennant. If the name of the donor is displayed, it shall be displayed in uniform lettering which shall be no more than three (3) inches in height.~~

~~13.146. *Warning signs.* Signs warning the public of the existence of danger, but containing no advertising material. Such warning signs shall~~ be removed upon subsidence of the danger for which warning is being given.

Sec. 47-22.8. - Special sign districts.

Merchants occupying sixty percent (60%) or more of the street frontage of properties on both sides of a street in any area defined by such merchants may petition for the formation of a special sign district for such area. A committee of property owners or persons having the right of possession shall be chosen by such merchants to represent them, such committee to be limited to ten (10) members. Such committee shall comprise the governing body of the sign district and shall establish criteria for signs in the district, such criteria to be no less restrictive than the terms and conditions established by the ULDR. Such criteria may be recommended to the city commission for incorporation into the ULDR, and shall have no force or effect unless so incorporated. The city clerk shall give ten (10) days' notice to all owners or persons having the right of possession within the boundaries of such district that such criteria will be submitted to the city commission for incorporation into the ULDR. The city commission may, however, totally or partially reject any such criteria.

Sec. 47-22.9. - Permits.

Permits must be obtained before any sign is erected. A plot plan showing location, type, size and copy of all existing signs shall be submitted, and all signs not complying fully with this ULDR shall be removed before a permit for a new sign is issued. All provisions of Chapter 42 of the Florida Building Code, Broward Edition, shall be observed.

Sec. 47-22.10. - Nonconforming signs.

A. All signs not in full compliance with this section shall be removed or made to comply with its provisions no later than eighteen (18) months from the effective date of the re-enactment of Ordinance No. C-87-57 (July 31, 1987), except as follows:

1. Any freestanding, detached sign which exceeds the height limitation specified by Section 47-22.3.E by not more than thirty-three percent (33%) shall be considered as conforming to this section, provided all other requirements are met.
2. Any wall or freestanding, detached sign which exceeds the size limitation specified by Section 47-22.3.E by not more than thirty-three percent (33%) shall be considered as conforming to this section, provided all other requirements are met.
3. In the event an existing freestanding, detached sign qualifies under subsections A.1 and 2, the setback requirements stated in Section 47-22.3.E shall be waived.

B. The eighteen (18) month amortization period provided for in subsection A, shall not be applicable to outdoor advertising display signs. A nonconforming outdoor advertising display sign may be

continued and shall be maintained in good condition as required by Section 47-22.6, but it shall not be:

1. Structurally changed to another nonconforming sign, but its pictorial content may be changed.
2. Structurally altered to prolong the life of a sign, except to meet safety requirements.
3. Altered in any manner that increases the degree of nonconformity.
4. Expanded.
5. Continued in use after cessation for a period of sixty (60) days.
6. Re-established after destruction.
7. Continued in use when a conforming sign is erected on the same premises or the premise upon which the sign is erected is developed for use which consists of other than a sign use only.

Sec. 47-22.11. - Outdoor advertising display signs; landscaping and non-point of purchase signs.

- A. *Definitions.* Outdoor advertising display shall mean an off-premises detached outdoor advertising sign consisting of fabricated sign and structure, with posters, pictures, trademark, reading matter, illuminated device, panels, etc., thereon intended to attract the attention of the public to the matter displayed thereon for advertising purposes; such outdoor advertising display sign being commonly referred to as a billboard, poster board, display board, or outdoor advertising board.
- B. The objective of this section is to improve the appearance of legally erected billboards and to protect and preserve the appearance, character and value of the surrounding neighborhoods and thereby promote the general welfare by providing for installation and maintenance of landscaping and/or screening and aesthetic qualities, since the city commission finds that the peculiar characteristics and qualities of the city justify regulations and to perpetuate its aesthetic appeal and all billboards shall be in compliance with this section not less than one (1) year from date of passage.
- C. *Landscaping requirements.*
  1. A landscape strip two and one-half (2½) feet in depth located immediately adjoining the supporting structure of the billboards and extending five (5) feet beyond each end.
  2. A hedge or other durable planting of at least two and one-half (2½) feet in height, attaining at maturity a minimum of six (6) feet, to extend the entire length of the two-and-one-half-foot landscaping strip.
  3. A tree shall be placed at each end of the billboard with a minimum of eight (8) feet—ten (10) feet overall height.
  4. Single-faced billboards with the rear viewable from residentially zoned areas shall have three (3) equally spaced eight-foot overall trees planted in the rear of the billboard.
- D. *Option to landscaping.* All landscape plans shall be subject to the approval of the department; however, due to the nature of billboard leasing and locations whereby landscaping required by subsection C would create a hardship, a committee consisting of one (1) member of the park division, building department, planning department and a representative of the outdoor advertising industry is authorized to grant a reduction in landscaping or to accept other ornamental screening techniques compatible with the opening paragraph of this section. In cases where landscaping or ornamental screening is impossible because of area conditions, the committee may waive all requirements of this section.
- E. *Prohibited signs.* The following types of signs are prohibited within the city limits:
  1. Outdoor advertising display signs and billboards.
  2. Non-point of purchase signs except as expressly permitted herein.

- F. *Noncommercial copy.* Any sign authorized in this section is allowed to contain noncommercial copy in lieu of other copy.
- G. *Requirement.* All point of purchase signs shall be located only on the premises to which the subject matter of the sign relates.

## Section 25-23 – Banner Signs

Banner signs. Banner signs are prohibited, except as provided in this section. A banner sign may be permitted for a legitimate public purpose such as advertising City-sponsored or co-sponsored events, such a banner sign shall be known as an event banner and shall only be permitted as follows:

- (a) City-sponsored events. Events sponsored solely by the city need not make application.
- (b) City co-sponsored events.
  - (1) Event banner signs may be displayed in association with city co-sponsored events as approved by the City Commission that serve a legitimate public purpose.
  - (2) Application criteria:
    - a. An application for the display of an event banner sign for any such event shall be filed with the Department of Sustainable Development.
    - b. Event banner applications shall include the following:
      - i. a drawing indicating the utility poles or highway trusses proposed to be used for displaying event banners
      - ii. a letter or letters of permission from the owner or owners of the poles or highway trusses granting permission and shall indemnify and hold harmless the city for any damage or injury that may occur as a result of such display
      - iii. event banners proposed to be placed within median areas shall include a site plan for review and approval by the Urban Design and Planning division of the Department of Sustainable Development.
  - (3) Display criteria:
    - a. Event banners may be displayed for a maximum of thirty (30) days subject to a Site Plan Level I development permit with a fifteen-day Commission Request for Review (CRR).
    - b. Event banners may be displayed for periods longer than thirty (30) days subject to Site Plan Level I development permit with City Commission approval.
    - c. Event banners shall include the following:
      - i. The name of the event
      - ii. The date or dates of the event
      - iii. The name or logo of the city. Lettering used to identify the city shall be uniform and shall be no smaller than four (4) inches in height and shall not exceed six (6) inches in height. Logos of the city shall be no smaller than six (6) inches in height and shall be no more than eight (8) inches in height.
    - d. The text of the event banner shall not contain product logos. The name of a company sponsoring such an event may be included in the text of the event banner only if identified as a sponsor on the banner or if it is a part of the name of the event.

- d. Event banners displayed on highway trusses or pedestrian bridges shall be limited in size to three (3) feet by thirty (30) feet with a minimum height clearance of the sign and any appurtenances above the roadway of sixteen (16) feet.
- e. Event banners displayed on utility poles shall be limited to a maximum size of eight (8) feet by three (3) feet with a minimum height clearance of fifteen (15) feet above a roadway from the lowest point of the banner and shall be suspended lengthwise from a utility pole and attached to such pole at each end.

(4) Location criteria:

- a. No event banner shall be placed over a railroad crossing or on an Intracoastal bridge.
- b. No event banners shall be permitted in medians unless there are no utility poles.
- c. No event banner shall be located over a railroad crossing or on an Intracoastal bridge.
- d. Only one (1) event banner may be displayed on highway trusses and each highway truss may only display a maximum of two (2) event banners.
- e. Any event to be advertised must be physically conducted within the corporate limits of the city.
- f. Display of event banners shall be limited to the following areas with the municipal City of Fort Lauderdale:
  - i. Federal Highway from the corporate limit in the south to the corporate limit in the north.
  - ii. Cypress Creek Road from corporate limit east to Federal Highway.
  - iii. Commercial Boulevard from corporate limit east to Intracoastal Waterway.
  - iv. Oakland Park Boulevard from corporate limit east to State Road A-1-A.
  - v. Sunrise Boulevard from corporate limit east to State Road A-1-A.
  - vi. Broward Boulevard from corporate limit east to Federal Highway
  - vii. Las Olas Boulevard from S.W. 7th Avenue to State Road A-1-A.
  - viii. 17th Street from Federal Highway to State Road A-1-A.
  - ix. Davie Boulevard from corporate limit east to Federal Highway.
  - x. Andrews Avenue from corporate limit to the north to State Road 84 to the South.
  - xi. Federal Highway from State Road 84 north to N.E. 6th Street.
  - xii. State Road A-1-A from corporate limit to the north to 17th Street.
  - xiii. Powerline Road.
  - xiv. State Road 7.
  - xv. State Road 84.
  - xvi. Sistrunk Boulevard from Federal Highway west to the corporate limit.
  - xvii. S.W./N.W. 7th Avenue from Las Olas Boulevard north to Sunrise Boulevard.
  - xviii. S.E./N.E. 3rd Avenue from 17th Street north to Sunrise Boulevard.
  - xix. NE 13th Street from NE 4th Avenue to NE 15th Avenue.
  - xx. SW 2nd Street from SW 7th Avenue to SW 3rd Avenue.

(4) Fees:

- a. A refundable deposit shall be paid to the Department of Sustainable Development to guarantee the removal of the event banner within seventy-two (72) hours of the expiration of the permit subject to the following schedule:

<u>Number of Event Banners</u>	<u>Amount of Deposit</u>
<u>1—10</u>	<u>\$100.00</u>
<u>11—25</u>	<u>300.00</u>
<u>26—35</u>	<u>500.00</u>
<u>36—50</u>	<u>700.00</u>
<u>More than 50</u>	<u>900.00</u>

- b. A non-refundable permit processing and application fee of ten dollars (\$10.00) per event banner will be charged but, in no case, more than one thousand dollars (\$1,000.00) per applicant or event.
- c. Event banner refundable deposits may be paid on an annual basis in the amount of one thousand dollars (\$1,000.00).

(5) Exemptions – the following are exempt from the requirements of this section:

- a. Use of American flags in accordance with federal law and the rules established for display of the flag.
- b. The use of authentic national, state, city flags.

**PLANNING AND ZONING BOARD  
CITY OF FORT LAUDERDALE  
CITY HALL – CITY COMMISSION CHAMBERS  
100 NORTH ANDREWS AVENUE  
FORT LAUDERDALE, FLORIDA  
MONDAY, SEPTEMBER 18, 2017 – 6:30 P.M.**

**Cumulative**

<b>Board Members</b>	<b>Attendance</b>	<b>June 2017-May 2018</b>	
		<b>Present</b>	<b>Absent</b>
Leo Hansen, Chair	P	4	0
Catherine Maus, Vice Chair	P	3	1
John Barranco	P	4	0
Stephanie Desir-Jean (arr. 6:36)	P	2	2
Howard Elfman	P	4	0
Steven Glassman	P	3	1
Rochelle Golub	P	4	0
Richard Heidelberger	A	1	3
Alan Tinter	P	4	0

It was noted that a quorum was present at the meeting.

**Staff**

Anthony Fajardo, Director, Department of Sustainable Development  
Ella Parker, Urban Design and Planning Manager  
Gus Ceballos, Assistant City Attorney  
Karlanne Grant, Urban Design and Planning  
Brigitte Chiappetta, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

None.

**I. CALL TO ORDER / PLEDGE OF ALLEGIANCE**

Chair Hansen called the meeting to order at 6:30 p.m. and all recited the Pledge of Allegiance. The Chair introduced the Board members present, and Director of Sustainable Development Anthony Fajardo introduced the Staff members present.

**II. APPROVAL OF MINUTES / DETERMINATION OF QUORUM**

Mr. Tinter noted the following corrections to the August 16, 2017 minutes:

- P.21, paragraph 3: "4<sup>th</sup> Avenue" should be "2<sup>nd</sup> Avenue"

- P. 24, paragraph 5: Mr. Tinter requested that it be more fully clarified that the subject Amendment did not preclude other means of seeking a parking reduction

**Motion** made by Ms. Golub, seconded by Mr. Glassman, to approve [as amended]. In a voice vote, the **motion** passed unanimously.

It was previously noted that a quorum was present at the meeting.

### III. PUBLIC SIGN-IN / SWEARING-IN

At this time any individuals wishing to speak on Agenda Items were sworn in.

### IV. AGENDA ITEMS

#### Index

<u>Case Number</u>	<u>Applicant</u>
1. R17009**	Paul Vigil
2. T17006*	City of Fort Lauderdale
3. T17007*	City of Fort Lauderdale
4. T17010*	City of Fort Lauderdale

#### **Special Notes:**

**Local Planning Agency (LPA) items (\*)** – In these cases, the Planning and Zoning Board will act as the Local Planning Agency (LPA). Recommendation of approval will include a finding of consistency with the City's Comprehensive Plan and the criteria for rezoning (in the case of rezoning requests).

**Quasi-Judicial items (\*\*)** – Board members disclose any communication or site visit they have had pursuant to Section 47-1.13 of the ULDR. All persons speaking on quasi-judicial matters will be sworn in and will be subject to cross-examination.

<b>1. CASE:</b>	<b>R17009</b>
<b>REQUEST: **</b>	Site Plan Level III: Conditional Use for 6-Unit Residential Cluster Development
<b>APPLICANT:</b>	Paul Vigil
<b>PROJECT NAME:</b>	Sailboat Bend Residential Development
<b>GENERAL LOCATION:</b>	1017 SW 4th Street
<b>ABBREVIATED LEGAL DESCRIPTION:</b>	Waverly Place 2-19 D Lot 7,9 Block 107
<b>ZONING DISTRICT:</b>	Residential Multifamily Low Rise/Medium High Density (RML-25)
<b>CURRENT LAND USE:</b>	Medium-High Density
<b>COMMISSION DISTRICT:</b>	2
<b>CASE PLANNER:</b>	Karlanne Grant



Disclosures were made at this time.

Andrew Shein, representing the Applicant, recalled that this Application was first presented at the June 21, 2017 Board meeting, at which the Board raised issues with the proposed development. As the Applicant is still going over changes to the project's plans, and it may be necessary to take the project before the Historic Preservation Board (HPB) once more for approval as well, the Applicant requests deferral of this Item to the November Planning and Zoning Board meeting, assuming that all HPB issues have been addressed by then.

Ms. Desir-Jean arrived at 6:36 p.m.

**Motion** made by Vice Chair Maus, seconded by Mr. Elman, to defer to the November meeting. In a voice vote, the **motion** passed unanimously.

**2. CASE:**

**T17006**

**REQUEST: \***

Amend City of Fort Lauderdale Unified Land Development Regulations (ULDR)

Amending Section 47-22, Sign Requirements.

Amending Section 47-22, Sign Requirements to address content neutrality; defining and adding criteria for outparcel signs; clarifying on premise signs; adding criteria to temporary builders signs; clarifying real estate signs; clarifying awning, canopy, roller or umbrella sign criteria; removing banner sign language and relocated said language to Section 25-23 of the Code of Ordinances; clarifying Point of Purchase Sign criteria; modifying criteria for Shopping Center or Strip Store Signs to permit signs to vary in size when located on a single free-standing sign; modifying criteria for RO, ROA, and ROC zoning districts for Temporary Builders Signs; adding language to permit Temporary Builders Signs in Commercial and General Aviation Districts; clarifying location and allowable display of Temporary Real Estate Signs and Associated Directional Signs; adding General Aviation Zoning Districts to Section 47-22.4; Removing the one (1) percent size limitation on Signage in the AIP zoning district; establishing criteria for temporary signs during municipal, state, or federal elections; removing credit card sign criteria; clarifying exempt sign criteria and removing language related to occupant signs, symbols or insignia, and government pennants.

**APPLICANT:**

City of Fort Lauderdale

**PROJECT NAME:**

Sign Code Changes to Remove Content-Based Sign Regulations

**GENERAL LOCATION:**

City-Wide

**CASE PLANNER:**

Karlanne Grant

Mr. Fajardo explained that this Item would amend the City's Sign Ordinance. In June 2015, the United States Supreme Court ruled that sign regulations could not be based purely upon content. The City has worked with the City Attorney's Office to develop language that would address this issue so Fort Lauderdale is not in violation of this Supreme Court ruling. Signs may be regulated on the basis of color, location, size, font, and other specific criteria.

Staff has revised Section 47-22 to address content neutrality, as well as other issues related to the City's Sign Ordinance that have gone before the Board of Adjustment (BOA) on multiple occasions. He read the Amendment to the general section of the Sign Ordinance into the record:

"Signs have the potential to be traffic hazards that divert drivers' attention from the roadway and have a distracting effect that contributes to traffic accidents. *Metromedia v. City of San Diego* (453 US-490, 509 US-1981): 'the unregulated proliferation of signs can harm the aesthetics of the City, resulting in harm to the general welfare of the City.' The City of Fort Lauderdale has an interest in protecting the health, safety, and welfare of the public through ensuring traffic safety and protecting the beauty and aesthetic of the City. That interest is furthered by limiting the proliferation of signs. All signs in the City shall be limited to on-premise signs. No other kind of advertising sign of any type shall be permitted except as otherwise provided herein."

Mr. Fajardo continued that definitions have been added for the following terms:

- On-premise signage
- Out-parcel signage
- Temporary signage

The section addressing banner signs, which can be seen throughout the City prior to special events such as the Fort Lauderdale International Boat Show, has been relocated to Section 25-23 of the Code of Ordinances in order to remove it from the Zoning Ordinances portion of Code, as it applies to signage within rights-of-way for events co-sponsored by the City. No changes were made to this section, although it was reorganized for greater clarity.

One change to Code affects flat signs for shopping centers. At present, these signs cannot be placed higher than the first floor of a building for two-story tenants of shopping centers; however, because older buildings often include ledges, "eyebrows," or other shade structures, this language has been amended to allow signs on multistory buildings to be installed a maximum of 4 ft. above the first floor.

In General Aviation and Commercial zoning districts, tenants would now be allowed to use temporary builders' signs in the same manner as they are allowed in residential districts. These signs' dimensions will be limited to 4 ft. x 8 ft. and may abut no more than two streets.

With regard to real estate signs, the term "Open House" has been removed from the Sign Ordinance, as this was determined to be a content-driven term. Real estate signs may now be directional and are limited to two signs rather than one. They may be posted in swales for a 24-hour period.

General Aviation districts have been added to the maximum number of sign tables in Section 47-22.4. Also in Section 47-22.4.C, Special Regulation restrictions limiting flat signs in AIP zoning districts to a maximum of 1% of the façade of the building have been removed. This is in recognition of the very small size of some buildings within these zoning districts. Language from the GAA district regulations has been added so these signs will be approved upon Site Plan Level I review.

Mr. Fajardo explained that shopping centers are currently limited to a maximum of two signs, regardless of whether or not there are out-parcels within the site. This means if a large shopping center includes another building, it must go before the BOA to secure approval for separate signage for these out-parcels. The Amendment will allow out-parcel signs, subject to limitations, with one sign per street frontage for up to two street frontages, in addition to existing shopping center sign limitations. He advised that this is the only part of the Amendment that could be characterized as allowing an increase in the number of permitted signs.

Ms. Golub asked if there would be size requirements placed on the shopping centers, pointing out that this could otherwise lead to a proliferation of signs within a small shopping center. Mr. Fajardo replied that while no size requirements were determined, the Ordinance defines out-parcels and limits the number of signs they may have in addition to the shopping center signs. Tenants within a strip building are not allowed additional individual signs.

Mr. Fajardo referred the Board members to p.8 of Exhibit 1 of the Staff Report for this Item, which specifies that out-parcel signs are subject to the limitations of ground signs. They may be no more than 8 ft. above natural grade, only 5 ft. of which may be the sign itself.

Mr. Tinter asked if the Sign Ordinance addresses the brightness of electronic signs and the use of animation. Mr. Fajardo replied that the existing Ordinance includes strict limitations on these "message center" signs, including the use of lumens during both day and night.

Ms. Golub noted that the City's definition of a temporary sign includes any sign that may be displayed for 30 days prior to municipal, state, or federal elections. She asked if this made temporary signs, by definition, content-based signs. Mr. Fajardo responded that his understanding was that the definition referred to a time period within which signs may be posted.

Assistant City Attorney Gus Ceballos confirmed Mr. Fajardo's characterization of the Amendment, stating that while the definition refers to political signs, it makes this reference for the purpose of time as an indicator of when signage may be placed.

Ms. Golub commented that both temporary real estate and political signs, while related to timing, appeared to be content-based. She concluded that she did not feel the proposed Amendment was sufficient to bring the City into compliance with the Supreme Court's decision. Mr. Fajardo replied that his understanding of the Amendment's language was that any temporary sign would be allowed within the specific time period, whether or not its content is politically based. The definition of a temporary sign is "an on-premise sign that is intended or appears to be intended to be displayed for a limited period of time."

Ms. Desir-Jean stated that she was troubled by the 30-day limitation on temporary political signs, as this could give the appearance of an advantage to an incumbent candidate. Mr. Fajardo explained that if Fort Lauderdale makes certain allowances specifically for political signage, this would also be considered content-driven; therefore, the regulation limits the signs' time frame rather than the content. The reference to a 30-day time frame is already included in the Sign Ordinance under Subsection C.

Mr. Elfman asked if political signs may be placed in swales. Mr. Fajardo replied that they may only be placed on private property. Mr. Elfman also addressed real estate signs, noting that not all homes are located on major thoroughfares and two signs may not be sufficient to lead prospective buyers to an open house. Mr. Fajardo advised that the Realtors' Association expressed similar concerns, while the City Commission was concerned about sign proliferation. Another consideration is that if ordinances become too complicated, they are ultimately unenforceable.

Mr. Tinter noted that if a temporary sign is not campaign-related, Section C does not address them. Mr. Fajardo agreed, pointing out that the time frame is predicated on the time frame in which the elections occur. He added that it was difficult to come up with language that allowed for the placement of political signs while complying with the Supreme Court decision, as removal of the term "political" leaves only the location, time frame, and size of the sign as criteria.

Mr. Tinter asked if the description could refer to "event signs" that are allowed to be in place 30 days before an event and removed 30 days after the event. Ms. Golub added that the Amendment could be written more clearly to avoid a proliferation of signage or to make all signs equal while avoiding a specification of content-driven signage.

Chair Hansen also referred to the time limitation before elections, pointing out that this is not enforced for political signage. Mr. Tinter observed that this applies to temporary signs for other private events as well. Ms. Golub proposed allowing more time for a sign to be posted prior to an event and less time once the event has concluded. She also noted a possible error on p. 29 referring to municipal, City, and corporate limits.

Chair Hansen suggested that the Board may vote to allow the proposed Amendment to move forward to the City Commission with the Board's suggestions, or to recommend that Staff bring the Item back before the Board next month with changes.

There being no further questions from the Board at this time, Chair Hansen opened the public hearing.

Ron Lennon, President-elect of Greater Fort Lauderdale Realtors, addressed the issue of real estate signs, pointing out that open houses are cornerstones of property sales. If a home is not located off a main street, he did not believe two temporary directional signs would be sufficient to direct buyers to the property. He felt these guidelines should be more liberal.

Chair Hansen asked if the Greater Fort Lauderdale Realtors had any suggested improvements to the language. Mr. Lennon replied that they took no issue with the 24-hour time limit, but some properties might require three to four signs to direct buyers to the subject property. He recommended including "as many signs as needed for directional clarity."

Mr. Fajardo stated that he would discuss this further with the City Attorney's Office. Mr. Tinter cautioned against overloading major intersections with too many signs, particularly if a neighborhood has multiple homes for sale.

As there were no other individuals wishing to speak on this Item, Chair Hansen closed the public hearing and brought the discussion back to the Board.

**Motion** made by Vice Chair Maus, seconded by Ms. Golub, to approve, directing [Staff] to consider the comments made at this hearing.

Mr. Barranco referred to p.13, which addresses point-of-purchase signs, stating that this is restricted to advertising the "primary purpose of the business." Mr. Fajardo replied that there have been conflicts with certain businesses who use this type of signage in the past, and advised that Staff will review this language, which is very old and has been part of Code for some time.

In a roll call vote, the **motion** passed 7-1 (Ms. Desir-Jean dissenting).

**3. CASE:**

**T17007**

**REQUEST: \***

Amend City of Fort Lauderdale Unified Land Development Regulations (ULDR).

Amending Section 47-35.1, Definitions and Section 47-5.10, List of permitted and conditional uses, RS-4.4 Residential Single Family/Low Density District and Section 47-5.11, List of permitted and conditional uses, RS-8 and RS-8A Residential Single Family/Low



Medium Density District and Section 47-5.12, List of permitted and conditional uses, RD-15 Residential Single Family/Duplex/Low Medium Density District and Section 47-5.13, List of Permitted and Conditional uses, RDs-15 Residential Single Family. Medium Density District and Section 47-5.14, List of Permitted and Conditional Uses, RC-15 Residential Single Family/Cluster Dwellings/Low Medium Density District and Section 47-5.15, List of Permitted and Conditional Uses, RCs-15 Residential Single Family/Medium Density District and 47-5.16, List of Permitted and Conditional uses, RM-15 Residential Low Rise Multifamily/Medium Density District and Section 47-5.17, List of Permitted and Conditional uses, RMs-15 Residential Low Rise Multifamily/Medium Density District and Section 47-5.18, List of Permitted and Conditional Uses, RML-25 Residential Low Rise Multifamily/Medium High Density District and Section 47-5.19, List of Permitted and Conditional Uses, RMM-25 Residential Mid Rise Multifamily/Medium High Density District and Section 47-5.20, List of Permitted and Conditional Uses, RMH-25 Residential High Rise Multifamily/Medium High Density District and Section 47-5.21, List of Permitted and Conditional uses, RMH-60 Residential High Rise Multifamily/High Density District and Section 47-5.22, List of Permitted and Conditional uses, MHP Mobile Home Park District and Section 47-5.32, Table of Dimensional Requirements for the RD-15 and RDs-15 districts and Section 47-5.33, Table of Dimensional Requirements for the RC-15 and RCs-15 Districts and Section 47-5.34, Table of Dimensional Requirements for the RM-15 and RMs-15 districts and Section 47-5.35, Table of Dimensional Requirements for the RML-25 district and Section 47-5.36, Table of Dimensional Requirements for the RMM-25 district and Section 47-5.37, Table of Dimensional Requirements for the RMH-25 District and Section 47-5.38, Table of Dimensional Requirements for the RMH-60 district.

This amendment proposes to clarify the types of uses allowed in residential zoning districts by changing and adding definitions for various categories of residential uses.

<b>APPLICANT:</b>	City of Fort Lauderdale
<b>PROJECT NAME:</b>	Adding Definitions for Various Categories of Residential Uses in Residential Zoning Districts
<b>GENERAL LOCATION:</b>	City-Wide
<b>CASE PLANNER:</b>	Karlanne Grant

---

Mr. Fajardo explained that this Item reconsiders the definition of "residential" in relation to City Ordinances. He recalled a 2010 Code Enforcement case which prevailed at the level of the Special Magistrate's Office but ultimately lost on appeal. This case was based strongly on the City's definition of residential uses. The 17<sup>th</sup> Judicial Circuit Court determined that this definition dealt with the design of structures rather than their use.

The City has revisited Code to revise and add definitions, which Mr. Fajardo read into the record at this time:

- Dwelling: a structural portion thereof that is used exclusively as a residence

- Dwelling unit: a space, area, or portion of a building designed for and to be occupied by one family as a residence, with cooking facilities for exclusive use of such family
- Mobile home or trailer: a vehicle or conveyance that is not self-propelled [or] permanently equipped to travel upon public highway that is used either temporarily or permanently as a dwelling unit
- Multi-family use: the residential use of a multi-family dwelling, consisting of apartments, condominiums, and coach homes
- Multi-family dwelling: a building containing multiple dwelling units and occupied or intended to be occupied by more than two families living separately and with separate kitchens or facilities for cooking on the premises. this term shall not include hotels, motels, or bedandbreakfast dwellings, townhouse, or cluster dwellings
- Residence: the use of a structure or portion thereof exclusively for human habitation for a period of more than 30 consecutive days
- Residential use: the use of land predominantly for a dwelling unit or dwelling units for a period of more than 30 consecutive days

Mr. Fajardo continued that the following additional definitions were also added for the purposes of clarification, as multiple types of dwelling units were listed under the standard:

- Single-family dwelling, cluster: a one-family dwelling unit attached to another one-family dwelling unit by a common vertical wall in which each unit is located on a separate plot (see Section 47-18.9, Cluster Development)
- Single-family dwelling, row house: a one-family dwelling unit which is attached to other one-family dwelling units in a row with interior units sharing two side walls, with end units sharing only one side wall (see Section 47-18.28, Row House)
- Single-family dwelling, stacked: a one-family dwelling unit in which dwelling units are stacked one above the other and which have a minimum floor area between 400 gross sq. ft. and 750 gross sq. ft. (see Section 47-18.39, Existing Dwelling Unit Structures)
- Single-family dwelling, town house: a one-family dwelling attached to another one-family dwelling unit by a common vertical wall in which each unit is located on a separate plot (see Section 47-18.33, Town House)
- Single-family dwelling, zero lot line: a detached single-family dwelling that has one side placed on one of the side lot lines in order to provide for more open space on the other side of the lot (see Section 47-18.38, Zero Lot Line Dwelling)

Mr. Fajardo advised that the remainder of the Amendment relates to the table of permitted uses in various zoning districts, as well as tables of dimensional requirements to clarify any language that may be in conflict after definitions are changed.

Ms. Golub asked if Code defines a family. Mr. Fajardo confirmed this, stating that "family" is defined as one or more persons living together in a single housekeeping unit

supplied with a kitchen or facilities for doing their cooking on the premises. Ms. Golub pointed out that the reference to 30 consecutive days' occupancy might be amended to refer to occupancy by the same family unit. Mr. Fajardo clarified that the 30-day threshold is based upon the State's requirements for transient occupancy.

Mr. Barranco asked if the proposed Amendment would prevent homeowners from renting their residential properties to vacationers. Mr. Fajardo replied that the City has been preempted from further regulation of vacation rental properties.

There being no further questions from the Board at this time, Chair Hansen opened the public hearing. As there were no individuals wishing to speak on this Item, Chair Hansen closed the public hearing and brought the discussion back to the Board.

**Motion** made by Vice Chair Maus, seconded by Ms. Golub, to approve. In a roll call vote, the **motion** passed 8-0.

**4. CASE:**

**T17010**

**REQUEST: \***

Amend City of Fort Lauderdale Unified Land Development Regulations (ULDR).

Amending Section 47-18.31, Social Service Facility (SSF) to Remove Redundancy and Conflicts with Adopted Language in Sections 15-181; 15-182; 15-183; 15-184; 15-185; and 15-186 of the Code of Ordinances that was adopted on August 22, 2017 by the City Commission and goes into effect thirty days thereafter. In addition, references to Outdoor Food Distribution Center will be removed from Sections 47-6.13, List of Permitted and Conditional Uses, Heavy Commercial/Light Industrial (B-3) District, 47-8.10, List Of Permitted and Conditional Uses, Community Facility (CF) District, 47-8.11, List Of Permitted And Conditional Uses, Community Facility-House Of Worship (CF-H) District, 47-8.12, List of Permitted and Conditional Uses, Community Facility-School (CF-S) District, 47-8.13, List of Permitted and Conditional Uses, Community Facility-House of Worship/School (CF-HS) District, and 47-13.10 List of Permitted and Conditional Uses, Regional Activity Center-City Center (RAC-CC); Regional Activity Center-Arts and Science (RAC-AS); Regional Activity Center-Urban Village (RAC-UV); Regional Activity Center-Residential Professional Office (RAC-RPO); Regional Activity Center-Transitional Mixed Use (RAC-TMU); South Regional Activity Center-South Andrews east (SRAC-SAE); South Regional Activity Center-South Andrews west (SRAC-SAW); Northwest Regional Activity Center-Mixed Use northeast (NWRAC-MUe), Northwest Regional Activity Center-Mixed Use east (NWRAC-MUe) & Northwest Regional Activity Center-Mixed Use west (NWRAC-MUw) collectively known as NWRAC-MU.

**APPLICANT:**

City of Fort Lauderdale

**PROJECT NAME:**

This amendment removes outdoor social service feeding events.

**GENERAL LOCATION:**

City-Wide



CASE PLANNER:

Karlanne Grant

Mr. Fajardo stated that in 2014, the City Commission adopted an Ordinance intended to better define Social Service Facilities (SSFs) and their uses and incorporate a more substantive review process for them. In 2015, another Ordinance was adopted to expand the list of allowable zoning districts in which SSFs may be located. Due to issues raised during a recent court case, however, the City has relocated the SSF section from Volume 2 to Volume 1.

Mr. Fajardo referred the members to Exhibit 1, noting that the portions of SSF relocated to Volume 1 include outdoor food distribution centers.

There being no questions from the Board at this time, Chair Hansen opened the public hearing. As there were no individuals wishing to speak on this Item, Chair Hansen closed the public hearing and brought the discussion back to the Board.

**Motion** made by Ms. Golub, seconded by Vice Chair Maus, to approve. In a roll call vote, the **motion** passed 8-0.

#### **V. COMMUNICATION TO THE CITY COMMISSION**

None.

#### **VI. FOR THE GOOD OF THE CITY OF FORT LAUDERDALE**

Mr. Barranco commented that because some cases heard by this and other City Boards can be contentious, he felt parking passes including the members' names could potentially be safety considerations. Ms. Parker stated she would discuss this issue with the Department of Transportation and Mobility.

Vice Chair Maus suggested that the Board consider whether or not the City should require developers to underground utilities on all Site Plan levels. Ms. Parker replied that this is requested of 90% of all Downtown projects and many other large projects; however, Staff has heard feedback that this can be cost-prohibitive for some smaller developments. She suggested that there may be potential consideration of adopting an in-lieu program through which developers who do not underground utilities to pay into a larger fund.


Mr. Fajardo added that undergrounding is part of the City's Master Plan, which is why most Downtown developments include underground utilities. He pointed out, however, that the high water table can make it difficult and expensive to protect cables in South Florida.

Ms. Parker continued that other considerations include underlying utilities already in certain areas, as well as existing trees and vegetation. She noted that in some cases, developers may be more willing to underground lines than Florida Power and Light (FPL) due to infrastructure access issues.

There being no further business to come before the Board at this time, the meeting was adjourned at 7:44 p.m.

Any written public comments made 48 hours prior to the meeting regarding items discussed during the proceedings have been attached hereto.

  
\_\_\_\_\_  
Chair

  
\_\_\_\_\_  
Brigitte Chiappetta  
Prototype

[Minutes prepared by K. McGuire, Prototype, Inc.]

Section. 47-6.30. - PCC-Planned Commerce Center District.

47-6.30.E. *Design and performance standards for permitted uses.*

1. The design and performance standards shall apply to the uses identified herein and such uses shall comply with the performance standards as a condition for approval of a PCC district.

...

- h. *Signage.* No signage shall be permitted on any side of a PCC property which is abutting or separated by a right-of-way or body of water no greater than sixty (60) feet in width from a residential property. On other frontages, one (1) flat or wall sign as defined by Section 47-22.2, Sign Requirements, shall be permitted per street frontage of the lot. One freestanding ground sign shall be permitted for a PCC zoned site, and ground sign dimensions shall comply with Section 47-22.3.E.1. One (1) Directory Sign ~~(defined as a sign listing the tenants located within the development and directional indicators to enable drivers and pedestrians to locate the tenants)~~ may be provided near each entry point but shall be located a minimum of twenty (20) feet from the right-of-way and shall be no taller than ten (10) feet nor larger than one hundred (100) square feet. ~~Tenant identification signs (one One (1) sign per tenant)~~ not exceeding twenty-four (24) inches in height, one hundred twenty (120) square feet shall be permitted. A uniform sign design plan for the development site shall be provided. No additional signage shall be permitted.
- i. *Waterway use.* When located on a waterway, a PCC use shall be required to meet the requirements of Section 47-23.8, Waterway Use.
- j. *Screening of rooftop mechanical equipment.* All rooftop mechanical equipment shall be designed as an integral part of the building volume and/or adequately screened so that they are not visible from abutting residential property or public rights-of-way.

...

SECTION 47-14. - GENERAL AVIATION DISTRICTS

Section. 47-14.30. - Minimum design standards.

47-14.30.D. *Sign regulations.*

1. Signs shall be regulated in the GAA and AIP districts in accordance with Section 47-22, Sign Requirements.
2. *Ground signs.* Within the AIP district ~~there shall be no identification signs shall be other than limited to a single~~ one (1) sign facing a public street ~~announcing the name and/or insignia of the business building~~ on the same lot or plot or the business site. Such sign shall not exceed one hundred twenty (120) square feet in area, nor shall it extend more than five (5) feet above finished street level. One (1) additional ~~identification~~ sign may be attached to the main structure ~~to announce the name and/or insignia of the industry.~~ This provision shall not be interpreted to allow signs painted directly on the wall, but are to be constructed with, or constructed and placed on the structure. Such sign shall not extend above the roof level nor exceed one percent (1%) of the wall space upon which it is placed, but in no event shall such sign be greater than sixty (60) square feet in size. Signs shall not be illuminated by exposed tubes, bulbs or similar light sources, nor may they be of the flashing, rotating, or animated type. Signs may, however, be illuminated by shielded spotlighting.

...

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 1 of 48

## Section 47-16 – HISTORIC PRESERVATION DISTRICT

### Section 47-16.21. - Sign regulations.

- A. *Sign definitions.* The definition of signs are those listed under Section 47-22, Sign Requirements.
- B. *Sign regulations.*
1. The location, type, size, material, text, visual impact, shape, character, height and orientation of all signs in addition to the number and total area of signs on a given structure or at a given location shall be approved by the board. ~~However, no~~ No more than two (2) signs, ~~exclusive of owner identification sign, temporary real estate sign and directional, informational and safety signs,~~ shall be permitted at each place of business or premises.
  2. Except for temporary ~~real estate and builders'~~ signs permitted under Section ~~47-22~~ 25-24, ~~Sign Regulations~~ Temporary Signs, signs may be lighted but only by external, incandescent light bulbs illuminating the text of the sign from the exterior. The intent of this subsection is to prohibit light box signs and the use of tube-light lighting.
- C. No sign in whole or in part shall contain or utilize directly or indirectly neon lighting nor shall it be of the scintillating, moving, flashing, rotating or animated types. Scintillating or black lights, including animated flashing or moving signs subject to view from a public right-of-way or pedestrian mall shall not be permitted.
- D. The following signs are prohibited within the historic district: ~~Pole signs, marquee signs, banner signs, horizontal projecting signs, outdoor advertising display signs, pylon signs, sidewalk signs, sandwich signs, snipe signs (except where such are attached in any way to motor vehicles, trailers or water borne craft and said sign does not exceed one hundred eight (108) square inches), balloons~~ which are used for advertising and are anchored either temporarily or permanently to any structure or premise, outdoor advertising display signs or billboards and all other signs prohibited by Section 47-22, Sign Requirements.
- E. Detailed requirements governing signs and advertising displays are set forth in Section 47-22, Sign Regulations; if a conflict exists, the provisions of this section shall prevail.
- F. Where uncertainty exists as to any aspect of this section pertaining to signs, the decision of the board, made in accordance with the spirit, intent and purpose of this ordinance, shall prevail.

...

## SECTION 47-18. - SPECIFIC USE REQUIREMENTS

### Section 47-18.6. - Bed and breakfast dwelling.

#### 47-18.6.C

- C. A bed and breakfast dwelling shall also meet the following requirements:
1. The owner or operator shall reside on the same premises as the bed and breakfast dwelling.
  2. There shall be a maximum of nine (9) and a minimum of three (3) sleeping rooms in a bed and breakfast dwelling exclusive of one (1) owner or operator sleeping room.
  3. ~~Identification signs~~ Signs for a bed and breakfast dwelling shall be ~~limited to a nameplate designating the name of the bed and breakfast dwelling, and which shall be attached to the side of the building having street frontage on a collector or arterial roadway. Only one (1) such sign shall be permitted and the area of such sign shall not exceed ten (10) square feet. Such sign shall not be internally illuminated. No other signage shall be permitted.~~
  4. Breakfast shall be the only meal served, and only to guests lodging for at least one (1) night.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 2 of 48

5. No guest shall be provided lodging for more than fourteen (14) days during any sixty (60) day period.
6. The owner or operator, or both, shall keep a current guest register including names, addresses and dates of accommodation of all guests, which shall be made available for inspection to zoning officials during regular business hours.

...

## SECTION 47-22. - SIGN REQUIREMENTS

### Section 47-22.1. - General.

- A. Signs have the potential to be traffic hazards that divert drivers' attention from the roadway and have a distracting effect that contributes to traffic accidents. *Metromedia v. City of San Diego*, 453 US 490, 509 (US 1981). The unregulated proliferation of signs can harm the aesthetics of the City resulting in harm to the general welfare of the City. The City of Fort Lauderdale has an interest in protecting the health, safety and welfare of the public through ensuring traffic safety and protecting the beauty and aesthetic of the City. That interest is furthered by limiting the proliferation of signs. All signs in the city shall be limited to on-premises signs point-of-purchase sign, business identification sign, and directional sign. No other kind of advertising sign of any type shall be permitted, except as otherwise provided herein. Any sign authorized by this section shall be allowed to contain noncommercial copy in lieu of commercial or other copy.
- B. Purpose of section. This section is intended to ~~regulate~~ provide reasonable, content-neutral regulations of signs according to the type of zone in which they are located, and in doing so, to enhance the efficiency of land use and land use planning in the city. In general, this ordinance seeks to regulate on-premise business signs and to allow reasonable advertising area to business establishments. It is meant to eliminate conspicuous excesses in urban advertising but not to destroy the right to advertise. ~~This section regulates signs intended to be viewed from public rights-of-way, vehicular travelways, and waterways.~~ This control extends to advertising signs on boats in canals in the city.
- C. Scope of section. This section regulates the time, place and manner in which a sign is erected, posted, or displayed on private property such as the height, area, location, and other similar aspects of signs and sign structures and ~~This section does not in any manner regulate the content of the written or depicted copy on any individual sign, but only the height, area, location, and other similar aspects of signs and sign structures;~~ nor does this section regulate in any manner purely graphic material as herein defined; noncommercial holiday signs and decorations; signs on products, product containers, or product dispensers; public informational and safety signs; or signs required by local, state, or federal law; window displays or building designs, exclusive of any commercial signage or other commercial communication. This section regulates signs intended to be viewed from public rights-of-way, vehicular travelways, and waterways. Any sign authorized by this section shall be allowed to contain noncommercial copy in lieu of commercial or other copy.

### Section 47-22.2. - Definitions.

- A. For the purposes of this section, the following terms are defined as follows:
  1. Advertising bench: A bench, such as a bus or park bench, ~~for the use of the public and bearing a commercial message~~ used as a medium to display a sign as defined herein.
  2. Area of a freestanding sign: The area of that square or rectangle which would enclose all parts of the sign excepting the supporting columns, and strictly decorative design features or embellishment such as mansard roofs, lanterns, clocks, unless such features contain copy or

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 3 of 48

logo or other advertising matter. Area of a sign shall be aggregate of both sides, unless otherwise provided herein.

3. *Area of a flat/wall sign:* The total area of each square or rectangle which would enclose all parts of each letter, character, or logo which make up a sign as defined herein.
4. *Banner sign:* Any sign possessing characters, letters, illustrations, or ornamentations, or designed so as to attract attention by scenic effect, with or without characters; streamers, and wind-driven whirligigs, or other devices applied to cloth, paper, fabric, or like kind of material either with or without frame and which is not of permanent construction.
5. *Boat dock and docking facility:* A group of commercial boat docks with no support structures (excluding a ticket booth), wherein fishing boats, charter boats, boat rentals, boat dealers, yacht brokers, and other similar commercial boating operations, utilize water frontage and are supplied with common parking.
6. ~~*Business identification sign:* A sign bearing the name, trademark, or symbol of the business located on the property.~~
6. 7. *Central beach area zoning districts:* Lands zoned into the following zoning categories: Sunrise Lane Area (SLA), North Beach Residential Area (NBRA), A-1-A Beachfront Area (ABA), Planned Resort Development Area (PRD), Intracoastal Overlook Area (IOA), South Beach Hotel and Marina District (SBHMA).
7. 8. ~~*Detached or free-standing sign:* A single or multifaced sign erected on one (1) or more poles which is wholly independent of any building for support.~~
8. 9. *Directional sign:* A sign within the property designed for the guidance of traffic, that is, entrance and exit signs
9. 10. *Flat sign:* A sign parallel to the face of any building.
10. 11. *Ground sign:* A detached sign installed at ground level in low profile.
11. 12. *Marquee sign:* A sign attached to a marquee as is customarily used by a theater or hotel. A marquee is recognized as being an integral part of the building and of like material.
12. 13. *Message center sign:* An electronically controlled changeable message sign.
13. 14. *Noncommercial copy:* Any language, wording or expression not related to the economic interests of the speaker and its audience, such speech generally considered to be ideological, political or of a public interest nature.
14. *On-Premise sign:* A sign used to inform the general public of activities, goods, products, or services offered or rendered on the premises on which the sign is located.
15. *Outdoor advertising display:* An off-premise, outdoor advertising sign, such sign being commonly referred to as a billboard, poster board, or outdoor advertising board.
16. 17. *Outparcel sign:* A ground sign associated with a detached standalone building located within the same development site boundaries of a shopping center. Such building shall not be attached to another on the development site nor shall it contain more than one (1) tenant.
17. 18. *Point of purchase sign:* Any sign used for advertising a product or service offered for sale and/or delivered on the premises that is the primary purpose of the business.
18. 19. *Pylon sign:* Any sign structure that is an integral part of the building.
19. 20. *Projecting sign:* A sign projecting at any angle from an outside wall of any building.
20. 21. *Roof signs:* A sign erected entirely above the roof of any building.
21. 22. *Scintillating sign:* A sign with moving parts and/or lights, excepting message center signs. A scintillating sign shall also include a sign which has "chasing action" or "scintillating action." "Chasing action" is the action of a row of lights commonly used to create the appearance of

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

motion, the effect of which is obtained by turning a sequence of lights off at timed intervals so that a group of shadows appear to flow in one (1) direction. "Scintillating action" is that effect which gives the appearance of twinkling lights with such lights blinking on and off in a random or patterned manner.

- ~~22.~~ 24. *Shopping center:* A group of commercial establishments planned and designed with common parking and/or using a common name.
- ~~23.~~ 22. *Sidewalk or sandwich sign:* Any movable sign not secured or attached to the ground or a structure.
- ~~24.~~ 23. *Sign:* Any display of characters, ornamentation, letters, or other display such as, but not limited to, a symbol, logo, picture, or other device used to attract attention, or to identify, or as an advertisement, announcement, or to indicate directions, including the structure or frame used in their display.
- ~~25.~~ 24. *Snipe sign:* Any sign or any material including, but not limited to, paper, paint, cardboard, plastic, wood and metal when such sign is attached in any way to trees, motor vehicles, trailers, or waterborne craft or other objects used for advertising purposes.
- ~~26.~~ 28 *Strip stores:* A group of commercial establishments in single or multiple buildings utilizing common parking.
- ~~27.~~ 29. *Supergraphics sign:* A design or pictorial representation that contains no lettering or business identification or logo used as a sign as defined herein.
- ~~28.~~ 29. *Under-canopy sign:* A sign attached to the cantilevered portion of a building whether it be on the same plane as the roof line or not.
- ~~29.~~ 30. *Vehicle travelway:* Any alley or parking space way twenty (20) feet or more in width.
- ~~30.~~ 31. *Window sign:* Any sign or illustrations or symbols attached to, painted on or affixed by any method directly to the interior or exterior of the glass of any door or window, or within six (6) inches of a window.

#### Section 47-22.3. - General regulations.

- A. *Advertising benches.* Advertising benches may be permitted subject to regulations established by agreement with the city commission.
- B. *Awning, canopy, roller curtain or umbrella signs.* Awning, canopy, roller curtain or umbrella signs shall be limited to one (1) ~~owner per identification sign~~ per tenant space, and the total lettering area shall not be over sixteen (16) inches in height nor cover more than half the surface to which applied. Such signs in RM-15, RML-25, RMM-25 and RMH-25 zones shall not exceed twenty-four (24) square feet, and in RMH-60 zones such signs shall not exceed thirty-two (32) square feet. Lettering on awnings eight (8) inches or less in height shall not count in total number of signs located on a property, but shall comply with all other requirements of this Section 47-22.
- C. *Banner signs.* ~~Banner signs are prohibited, except as provided in this section. A banner sign may be permitted for a legitimate public purpose such as advertising City sponsored or co-sponsored events or public service announcements, such a banner sign shall be known as an event banner or PSA banner, respectively and shall only be permitted as follows:~~
- ~~1. City sponsored events. Events sponsored solely by the city need not make application.~~
  - ~~2. City co-sponsored events.~~
    - ~~a. Event banner signs may be displayed in association with city co-sponsored events as approved by the city commission. City co-sponsored events are events determined by city commission to serve a legitimate public purpose.~~
    - ~~b. Event banner signs shall be subject to the following criteria:~~

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

- i. ~~An application for the display of an event banner sign for any such event shall be filed with the department. The application submitted for display of an event banner sign shall include a drawing indicating the utility poles or highway trusses proposed to be used for displaying event banners, and a letter or letters of permission from the owner or owners of the poles or highway trusses. Event banners may not be displayed on any other structure.~~
- ii. ~~All event banners proposed to be placed upon a utility pole shall require a letter granting permission and shall indemnify and hold harmless the city for any damage or injury that may occur as a result of such display.~~
- iii. ~~All applications for event banners proposed to be placed within median areas shall include a site plan for review and approval by the department.~~
- iv. ~~No event banner shall be placed over a railroad crossing or on an Intracoastal bridge.~~
- v. ~~If an event banner is proposed to be placed upon a utility pole and the owner of the utility pole is not the State of Florida, then the letter granting permission shall also indemnify and hold harmless the city for any damage or injury that occurs as a result of such display. No event banners shall be permitted in medians unless there are no utility poles. When event banners are proposed to be placed in median areas they shall be placed on utility poles and a site plan must be reviewed and approved by the department. No event banner shall be located over a railroad crossing or on an Intracoastal bridge. Event banners shall be prohibited from display in medians or swales except as provided for herein.~~
- c. ~~All event banners displayed on highway trusses are subject to approval by the Florida Department of Transportation. A refundable deposit of one hundred dollars (\$100.00) shall be paid to the department to guarantee the removal of the event banner within seventy two (72) hours of the expiration of the permit. An applicant may only display one (1) event banner on highway trusses and each highway truss may only display a maximum of two (2) event banners.~~
- d. ~~If more than one (1) event banner is proposed, the amount of the refundable deposit shall be paid according to the following schedule:~~

<b>Number of Event Banners</b>	<b>Amount of Deposit</b>
<del>1—10</del>	<del>\$100.00</del>
<del>11—25</del>	<del>300.00</del>
<del>26—35</del>	<del>500.00</del>
<del>36—50</del>	<del>700.00</del>
<del>More than 50</del>	<del>900.00</del>

- e. ~~A non-refundable permit processing and application fee of ten dollars (\$10.00) per event banner will be charged but, in no case, more than one thousand dollars (\$1,000.00) per applicant or event.;~~

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.



- ~~f. Event banner refundable deposits may be paid on an annual basis in the amount of one thousand dollars (\$1,000.00).~~
- ~~g. Any event to be advertised must be physically conducted within the corporate limits of the city.~~
- ~~3. PSA banner signs shall be subject to the application requirements of event banners as provided by subsection 47-22.3.C.2.~~
- ~~4. Any event or PSA banner sign permitted to be displayed shall be subject to the following limitations:~~
  - ~~a. Display periods of event or PSA banner shall be limited to the following:~~
    - ~~i. Event or PSA banners may be displayed for a maximum of thirty (30) days subject to a Site Plan Level I development permit with a fifteen-day Commission Request for Review (CRR).~~
    - ~~ii. Event or PSA banners may be displayed for periods longer than thirty (30) days subject to Site Plan Level I development permit with City Commission approval.~~
  - ~~b. When an event or PSA banner is to be placed on a highway truss, display shall be limited to one (1) sign per side at any one (1) location.~~
  - ~~c. Event banners or PSA banners on highway trusses shall be limited in size to three (3) feet by thirty (30) feet and the minimum height clearance of the sign and any appurtenances above the roadway shall be sixteen (16) feet; event or PSA banners not displayed on highway trusses shall be limited to a maximum size of eight (8) feet by three (3) feet, must be fifteen (15) feet above a roadway, and shall be suspended lengthwise from a utility pole and attached to such pole at each end.~~
  - ~~d. The text of an event banner shall include the name of the event, the date or dates of the event and the name and logo of the city. Lettering used to identify the city shall be uniform and shall be no smaller than four (4) inches in height and shall not exceed six (6) inches in height. Logos of the city shall be no smaller than six (6) inches in height and shall be no more than eight (8) inches in height. The text of the event banner shall not contain product logos. The name of a company or product sponsoring such an event may be included in the text of the event banner only if it is a part of the name of the event.~~
  - ~~e. Display of event banners shall be limited to the following areas with the municipal City of Fort Lauderdale:~~
    - ~~i. Federal Highway from the corporate limit in the south to the corporate limit in the north.~~
    - ~~ii. Cypress Creek Road from corporate limit east to Federal Highway.~~
    - ~~iii. Commercial Boulevard from corporate limit east to Intracoastal Waterway.~~
    - ~~iv. Oakland Park Boulevard from corporate limit east to State Road A-1-A.~~
    - ~~v. Sunrise Boulevard from corporate limit east to State Road A-1-A.~~
    - ~~vi. Broward Boulevard from corporate limit east to Federal Highway~~
    - ~~vii. Las Olas Boulevard from S.W. 7th Avenue to State Road A-1-A.~~
    - ~~viii. 17th Street from Federal Highway to State Road A-1-A.~~
    - ~~ix. Davie Boulevard from corporate limit east to Federal Highway.~~
    - ~~x. Andrews Avenue from corporate limit to the north to State Road 84 to the South.~~
    - ~~xi. Federal Highway from State Road 84 north to N.E. 6th Street.~~
    - ~~xii. State Road A-1-A from corporate limit to the north to 17th Street.~~

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

- ~~xiii. Powerline Road.~~
- ~~xiv. State Road 7.~~
- ~~xv. State Road 84.~~
- ~~xvi. Sistrunk Boulevard from Federal Highway west to the corporate limit.~~
- ~~xvii. S.W./N.W. 7th Avenue from Las Olas Boulevard north to Sunrise Boulevard.~~
- ~~xviii. S.E./N.E. 3rd Avenue from 17th Street north to Sunrise Boulevard.~~
- ~~xix. NE 13th Street from NE 4th Avenue to NE 15th Avenue.~~
- ~~xx. SW 2nd Street from SW 7th Avenue to SW 3rd Avenue.~~

- ~~5. This does not exclude the use of authentic flags (national, state, city) or others approved by the department.~~
- ~~6. The restrictions in this subsection C shall not affect the number of American flags displayed at any location for a period of seventy two (72) hours encompassing any legal holiday, or any other event of a patriotic, memorial or celebratory nature as determined by federal, state, county or municipal policy.~~
- ~~7. Use of all American flags must be in accordance with federal law and the rules established for display of the flag.~~

CD. *Boat dock and docking facility sign.* Boat dock and docking facility signs shall be limited to one (1) detached, freestanding sign as regulated by this section. Such signs may bear the name of the boat docking facility or a directory of tenants, or a combination of the boat docking facility and a directory of tenants. No tenant may occupy more space on the sign than any other tenant. In addition, each boat or dock tenant shall be permitted one (1) sign not more than five hundred seventy-six (576) square inches and not over five (5) feet above the top of the seawall. All such signs shall be the same height above the seawall. In addition, one (1) flat sign may be placed on concession booths subject to the provisions of this section.

DE. *Detached freestanding signs and pylon signs.* The leading edge of a detached freestanding sign located in any zoning district shall be located a minimum of five (5) feet from the property line of the lot or plot on which the sign is located. Detached signs located within any zoning district abutting those trafficways subject to the Specific Location Requirements, Interdistrict Corridor Requirements as specified in Section 47-23.9 shall be located a minimum of twenty (20) feet from the property line of the lot or plot on which the sign is located, except for ground signs which shall have a five-foot setback, and shall not be located in the sight triangle.

- 1. *Business zones.* Size and height of freestanding, detached signs. A sign with multiple surfaces shall be limited to an aggregate size of one (1) square foot for each lineal foot of the designated frontage abutting the right-of-way with an aggregate maximum of three hundred (300) square feet and each surface of identical size. A single-face, detached, freestanding sign shall be limited to one (1) square foot of surface for each two (2) lineal feet of the designated frontage abutting the right-of-way with a maximum size of one hundred fifty (150) square feet. No more than one (1) detached, freestanding sign on any one (1) lot or plot shall be permitted, unless otherwise specifically provided in this section. Except as provided herein, a detached, freestanding sign shall not exceed a height of ten (10) feet above the grade of the street closest to the sign, except a fourteen-foot height similarly measured shall be permitted on the following streets:
  - a. Broward Boulevard, east and west;
  - b. Commercial Boulevard, east and west;
  - c. Federal Highway, north and south;
  - d. Oakland Park Boulevard;

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 8 of 48

- e. Sunrise Boulevard, east and west;
- f. State Road 84.

No sign shall exceed a 10:1 ratio of width to height. Notwithstanding any provision to the contrary, signs to be located on a site where development of such site requires approval by the development review committee site plan level II or by the planning and zoning board by site plan level III, or conditional use permit as provided in Section 47-24, Development Permits and Procedures, signs may be permitted at a height or ratio less than the maximum height or ratio permitted by this Section 47-22, but in no instance shall the height or ratio of a sign be permitted to exceed the maximum height or ratio provided in this subsection.

- 2. *Residential zones.* Detached, freestanding signs shall not exceed a height of ten (10) feet above the grade of the street closest to the sign. Such signs shall not exceed thirty-two (32) square feet in size, unless a more restrictive limitation is specified in this section. No more than one (1) such sign shall be permitted on any one (1) lot or plot.
- 3. *Landscaping requirements.*
  - a. All detached freestanding signs shall be landscaped underneath the sign. The landscaping shall consist of suitable vegetation and a sufficient irrigation system acceptable to the department. The dimensions of the landscaping shall be at least three (3) feet in width and extend at least the same length as the greatest dimension of the sign when measured parallel to the surface of the ground below the sign.
  - b. Where the required landscaping area reduces the number of parking spaces required by applicable city regulations for existing buildings, the landscaping area shall be reduced to the extent necessary to accommodate the required parking spaces.
  - c. The upper surface of the sign foundation shall be located at least eighteen (18) inches below the surface of the ground; provided, that a portion of the foundation may be exposed a maximum of four (4) inches above the surface of the ground in order to expose anchor bolts. The sign structure shall be surrounded by a curb, railroad ties, fencing or other vehicular barrier when determined by the department to be necessary to protect the sign structure and adjacent landscaping.
- 4. No detached, freestanding sign shall be permitted if a building has incorporated a pylon sign into the structure, and there shall be no pylon sign permitted in conjunction with a detached, freestanding sign.
- 5. A pylon sign with multiple surfaces shall be limited to an aggregate size of one (1) square foot for each lineal foot of the designated frontage abutting the right-of-way with an aggregate maximum of three hundred (300) square feet and each surface of identical size. A single-face pylon sign shall be limited to one (1) square foot of surface for each two (2) lineal feet of the designated frontage abutting the right-of-way with a maximum size of one hundred fifty (150) feet. A pylon sign shall not exceed a height of thirty (30) feet.
- 6. Detached freestanding and pylon signs in RM-15, RML-25, RMM-25 and RMH-25 districts shall be limited to twenty-four (24) square feet.

EF. *Directional signs.* In residentially zoned districts, directional signs shall not exceed four (4) square feet in area nor four (4) feet in height. Such signs may be directional, caution or identification and may be illuminated. In business zoned districts directional signs shall not exceed eight (8) square feet in area nor four (4) feet in height. Such signs may be illuminated. No advertising shall be permitted except that no more than twenty-five percent (25%) of each face may be the owner's name or logo. All such signs shall be located on the property served, and the number shall not be greater than two (2) per curb cut or vehicular access point.

EG. *Flat signs/wall signs.* A flat sign is a painted sign or any sign erected flat against the face of, or not more than eighteen (18) inches from the face of the outside wall of any building and not extending more than eighteen (18) inches above the wall upon which it is placed and supported throughout its

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

length by such wall. No protruding portion of such sign shall be nearer than nine (9) feet to a walk or any area where there is pedestrian traffic; nor shall it extend beyond the wall in a horizontal direction, nor shall it exceed twenty-five percent (25%) of the size of the wall or a maximum of three hundred (300) square feet; providing, however, that a sign placed on a mansard fascia shall be permitted to be erected vertically if the bottom section of this sign does not extend more than eighteen (18) inches from the mansard fascia. Such signs in RM-15, RML-25, RMM-25 and RMH-25 zones shall not exceed twenty-four (24) square feet.

GH. *Ground sign.* Ground signs may be used in any zoning district, except RS-4.4, RS-8 and RD-15, where permitted by ordinance. Such signs may not exceed five (5) feet in height and may not be installed in such a manner that a total height of eight (8) feet above natural grade is exceeded. Ground signs shall conform to size specifications as shown in subsection E.1. Ground signs shall have a minimum setback of five (5) feet from the front property line and a minimum of five (5) feet from interior side property line. Such signs in RC-15, RM-15, RML-25, RMM-25 and RMH-25 zones shall not exceed twenty-four (24) square feet. Such signs shall not be located within the twenty-five-foot sight triangle as described in this section.

H. *Marquee sign.* Marquee signs shall be attached to any face of a marquee but no closer than two (2) feet from the edge of the curb or sidewalk. Such signs shall not extend above or below the face of the marquee. No portion of such sign shall be nearer than nine (9) feet to a walk or any area where there is pedestrian traffic.

I. *Message center signs.* Message center signs shall only be permitted in accordance with the following review processes and requirements:

1. Application. An application for issuance of a development permit authorizing the construction of a message center sign shall, in addition to the requirements provided in Section 47-24, Development permits and procedures, include the following:
  - a. A description of how the proposed message center sign meets each of the characteristics provided in subsection J.4.
  - b. Provide an opinion from an expert in message center signs describing how the proposed message center sign is designed in a manner that will further the governmental interest of promoting significant cultural, social, artistic, and educational events while not compromising traffic safety or the city's aesthetics. City may have its own message sign consultant analyze a proposed message center sign at the cost of applicant.
2. Standards. Message center signs shall only be approved in association with buildings or facilities used primarily as public assembly for the presentation of cultural, social, artistic, educational or athletic events, to hold public expositions, fairs and conventions, or some combination thereof and shall meet the following requirements, in addition to the criteria provided in subparagraph 4. below.
  - 2.1.1. Message center signs may only be permitted in association with facilities or locations that meet the following criteria:
    - a. The message center sign is located on the same development site as and is associated with a building or facility that:
      - i. Has the capacity to seat a minimum of twelve thousand (12,000) persons; and
      - ii. Is a minimum of two hundred thousand (200,000) square feet in floor area; or
    - b. The message center sign is located on the same development site as and is associated with multiple buildings or facilities that:
      - i. The development site is a minimum of seventy (70) acres; and,
      - ii. The combined capacity to seat a minimum of four thousand (4,000) persons; and,
      - iii. Have a minimum total of one hundred thousand (100,000) square feet in floor area combined for all buildings and facilities located on the development site; or

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

- c. A message center sign may be located within a public right-of-way controlled by the City of Fort Lauderdale and located within or within three hundred (300) feet of the city's Downtown Regional Activity Center, Arts and Sciences District in association with a building or facility that meets the following criteria:
  - i. The buildings and facilities are located on the property within the city's Downtown Regional Activity Center, Arts and Sciences District; and
  - ii. The buildings or facilities have the capacity to seat at least four thousand (4,000) persons; and
  - iii. The buildings or facilities have a minimum total combined floor area of one hundred thousand (100,000) square feet.

2.1.2. Location. The location of a message center sign shall be as follows:

- a. A message center sign may only be located on a development site or public right-of-way that abuts a regional right-of-way with a minimum width of one hundred (100) feet as shown on the Broward County Trafficways Plan; and
- b. A message center sign shall not be permitted in a residentially zoned district nor be within three hundred (300) feet of any residentially zoned property. The measurement shall be taken from the outer-most edge of the sign closest to the residential property to the closest point located along the residential property line. In measuring the three hundred-foot distance, an intervening public right-of-way or waterway shall not be included in the measurement; and
- c. When located within the public rights-of-way, a message center sign shall be subject to the following conditions:
  - i. The message center sign shall be associated with a development site located within a downtown regional activity center, arts and sciences zoning district as listed in Section 47-13.1.1.A List of Districts - Downtown; and,
  - ii. The message center sign shall be associated with a development site that meets the criteria of subsections 47-22.3.J.2.1.2.a and 47-22.3.J.2.1.2.b; and,
  - iii. The message center sign shall be located no further than eight hundred (800) feet from the use which it serves; and,
  - iv. The message center sign shall not be located within three hundred (300) feet of any property located outside of the downtown regional activity center; and,
  - v. The message center sign shall not be located within fifteen hundred (1,500) feet of any other permitted message center sign located either within a public right-of-way or within a development site; and
  - vi. The message center sign shall only be permitted in public rights-of-way under the control of the City of Fort Lauderdale;
  - vii. The message center sign shall be located within or within three hundred (300) feet of the city's Downtown Regional Activity Center, Arts and Sciences District;
  - viii. The messages displayed on a message center sign authorized under this subsection are government speech and are subject to the approval of the City of Fort Lauderdale.

2.1.3. *Dimensional requirements.* The setbacks, height and size of the sign shall be as follows:

- a. Maximum ten (10) feet in height above natural elevation of the ground adjacent to the sign;
- b. Maximum twelve (12) feet in width;
- c. Maximum one hundred twenty (120) square feet of sign face per side; and,
- d. Seventy-five (75) square feet of digital display area per side.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 11 of 48

- e. Notwithstanding the dimensional limitations of subsection 47-22.3.J.2.1.3.a, message center signs may exceed the maximum dimensional requirements if located on Broward Boulevard, east and west; 17th Street Causeway; State Road 84 west of I-95 and U.S. 1/Federal Highway subject to the following:
    - i. Maximum of twenty (20) feet in height above natural elevation; and
    - ii. Maximum of twenty (20) feet in width; and
    - iii. Maximum of three hundred (300) square feet of sign face per side; and
    - iv. Maximum of one hundred twenty (120) square feet of digital display area per side.
  - f. The supporting structure of a message center sign shall be subject to the following:
    - i. Support structure(s) shall not exceed six (6) feet in height; and,
    - ii. Support structure(s) shall have a decorative finish and design.
    - iii. The height of the support structure positioned for a message center sign located within a right-of-way shall be subject to the requirements of the City Engineer.
  - g. Yard Setbacks for message center signs shall be subject to the following:
    - i. Minimum of a ten-foot yard setback measured from the closest point of the sign to the property line or measured from the closest point of the sign and a paved walkway for public use, whichever setback is greater; and,
    - ii. Message center signs shall not be placed in the required sight triangle.
    - iii. When positioned within a right-of-way in association with a development site the message center sign shall be subject to the requirements of the City Engineer for location.
- 2.1.4. *Display characteristics.* The display portion on a face of a message center sign shall comply with the following:
- a. Sequencing, or the rate at which frames of information change, shall be a minimum rate of one and one-half (1½) and shall not exceed the rate of three (3) seconds.
  - b. Delay time at the end of a sequence of frames shall be a minimum of one and one-half (1½) and shall not exceed three (3) seconds.
  - c. There shall be no exposed incandescent light bulbs. All lamps or bulbs shall be covered.
  - d. In no case shall any incandescent bulb exceed four (4) watts.
  - e. Letters may scroll only from left to right, from top to bottom or from bottom to top. Letters may also "coalesce" or fade in and out. No flashing, zooming, twinkling, sparkling, scintillating or revolving sequencing may be displayed. No delivery method that resembles flashing shall be permitted. No display or illumination resembling traffic signals or implying the need or requirement to stop may be displayed. Video shall not be permitted.
  - f. Messages shall be limited to providing information for on-premise events.
  - g. No message center sign shall incorporate into the graphic display any use of colors identical to or similar to colors used for traffic signalization or used by police, and no message shall include graphics and words which are identical to or similar to signage used for traffic direction and control.
  - h. Illumination shall be limited to a level no greater than 0.3 foot candles above the ambient light levels at the given location. Foot candle readings shall be taken at the ground level at a maximum of one hundred fifty (150) feet from the face of the sign.
  - i. Signs shall be equipped with both a dimmer control and a photocell, which will automatically adjust the display's intensity according to the natural ambient lighting

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

conditions and maintain the display within the illumination intensity as described in this section.

- j. Signs shall not produce noise such as audio tracks, sound effects, etc. Noise emitting from the operation of the sign itself shall be minimal.
- k. Signs shall contain a default mechanism that shall automatically freeze the image or turn the sign off in the case of a malfunction or the sign shall be turned off within twenty-four (24) hours of a malfunction.
- l. Applicant shall submit a certificate issued by a recognized sign professional certifying that all of the requirements provided in this subsection (a) through (k) have been met.

2.1.5. *Additional requirements.*

- a. Freestanding message center signs shall comply with the landscaping requirements of Section 47-22.3.E.3.
- b. Message center signs shall be constructed of materials that are compatible with the principal structure, and of similar, compatible architectural design as the principal structure.
- c. Message center signs located at government owned or government operated facilities may provide public service messages about governmental, public service, cultural or educational activities, sponsored by the same governmental entity, scheduled to take place either at the location where the sign is located or at governmental facilities of the same governmental entity other than the facility where the message center sign is located.
- d. Message center signs, time, and temperature units in existence at the time this regulation is adopted (July 16, 1996) shall have nine (9) years from the date of adoption to meet the colored letters requirement provided in this subsection J.

3. *Review process.*

- a. Message center signs when located on a development site shall be subject to the following review process:
  - i. Approval of a Site Plan Level I permit as described in Section 47-24.2 and review and approval by the City Commission.
  - ii. A review of the application from the department shall be forwarded to the City Commission and scheduled on a City Commission agenda within thirty (30) days of the completion of the department review or such date thereafter as soon as the same may be scheduled.
- b. Message center signs, when located within a right-of-way, shall be subject to the following review process:
  - i. Approval of a Site Plan Level II permit as described in Section 47-24.2 and approval by the City Commission.
  - ii. Approval of the message center sign shall be subject to an executed revocable license agreement between the applicant and the city.

4. *Criteria.* An applicant must show that the request for approval of a message center sign meets the following criteria and the reviewing body shall consider the application based on such criteria:

- a. The proposed sign meets the standards provided in this Section 47-22, subject to modification in accordance with the following:
- b. As applicable to the display portion of the sign:
  - i. The duration of the message change interval is controlled so that the interval is not obtrusive.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 13 of 48

- ii. No message shall appear to be written on or erased from the display piecemeal unless required by the technology in which case the maximum time limit shall be set for the complete message change so that passing motorists cannot read the message during the change.
- iii. The driver is given sufficient time to read the complete message and can be reassured that he has seen the entire display.
- iv. The brightness and contrast does not cause a motorist disabling or discomforting glare or lead to the inability of the driver to read nearby official signs or negatively impact night vision.
- v. The size of the lettering spacing and typeface message is conveyed to the motorist quickly, clearly and unambiguously given the constraints imposed by vehicle speed and vibration, changing lighting and weather conditions.

Signs that display not more than four (4) lines of text with letters at one (1) time, with all letters at least six (6) inches high, shall be deemed to have met the criteria in subsections i. through v. above.

- c. Design features are added that minimize contrast between the message center sign, the building on the development site, the natural environment surrounding the development site and adjacent development. Additional landscaping, modification of location, height and size, color and shape and other elements of the sign, and the display including the lettering, are all examples of what may be varied in a development order approving a message center sign.
  - d. Section 47-25.3.A.e. Neighborhood compatibility and preservation shall apply.
5. *Effective date of approval.* The approval of a message center sign shall take effect on the date a resolution is adopted by the city commission approving such sign with whatever conditions necessary to ensure that the requirements of this subsection J. have been met.

JK. *Outdoor advertising display signs.* Reserved.

KL. *Point of purchase signs.* Point of purchase signs may be any type of sign permitted by ordinance, ~~but such signs shall be restricted to advertising the primary purpose of the business operation located on the same property. Point of purchase signs do not include business identification or directional signs as permitted by this ordinance.~~ No more than ~~two (2)~~ four (4) points of purchase products or services provided on the lot or plot where the sign is located may be advertised on the sign. Business identification or directional signs are not point of purchase signs for purposes of this section. Area of point of purchase signs, with the exclusion of business identification or directional signs, are to be calculated as part of the allowed flat/wall sign.

LM. *Pylon signs.* Pylon signs may be used in any zoning district where permitted by ordinance as specified in this section.

MN. *Projecting signs.* Projecting signs shall be permitted to project no more than three (3) feet from the building wall and no more than eighteen (18) inches above the roof or parapet. Such signs shall be no closer than two (2) feet from the curb or edge of the sidewalk, and no closer than nine (9) feet to the walkway below. All projecting signs shall be installed or erected in such a manner that there shall be no visible support structures such as angle irons, guy wires or braces.

NO. *Roof signs.* Roof signs are hereby prohibited.

OP. *Shopping center or strip store signs.* Shopping center or strip store signs shall be limited to one (1) detached, freestanding sign for each street front as regulated by this section. The maximum number of detached, freestanding signs shall be two (2) for any single lot or plot. Such signs may bear the name of the shopping center or a directory of occupants, or a combination of the shopping center name and a directory of occupants. ~~No occupant may occupy more space on the sign than any other~~

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.



~~occupant. In addition, each~~ Each store, office or place of business shall be permitted no more than one (1) flat sign (excluding freestanding detached signs and eight-inch lettering on awning signs), except when a store, office or place of business faces two (2) street fronts or vehicle travelways, then one (1) flat sign facing on each street front shall be permitted. If two (2) flat signs are to be erected, then the total aggregate area of the two (2) flat signs shall not exceed three hundred (300) square feet. All flat signs may only be permitted when associated with the ground floor tenants or for dedicated ground floor entrances for upper level tenants where the structure exceeds one (1) level. No sign ~~will~~ shall be permitted at a height greater than four (4) feet above the ground floor level where the structure exceeds one (1) level in a shopping center or strip store.

PQ. *Scintillating signs.* Scintillating signs are hereby prohibited.

QR. *Sidewalk, sandwich or movable signs.* Sidewalk, sandwich or movable signs are hereby prohibited.

RS. *Snipe signs.* Snipe signs are hereby prohibited.

ST. *Supergraphics signs.* Supergraphics signs are a special permitted use on building walls in any zone; provided, however, the design for the supergraphics has been reviewed and approved by the building and zoning department under the criteria as follows:

1. The proposed general design, arrangement, texture, material, colors, lighting, placement, and the appropriateness of the proposed sign in relationship to other signs and the other structures both on the premises and in the surrounding areas, and only approve signs which are consistent with the intent, purposes, standards, and criteria of the sign regulations.
2. The number of items (scenes, symbols, shapes) shall be consistent with the amount of information which can be comprehended by the viewer and avoid visual clutter.
3. The shape of the sign shall not create visual clutter.
4. The size, style, and location of the sign shall be appropriate to the activity of the message.
5. The sign shall complement the building and adjacent buildings by being designed and placed to enhance the architecture.
6. The sign should be consolidated into a minimum number of elements.

U. *Temporary builders signs.* ~~Temporary builders signs will be permitted anywhere in the city, subject to the following restrictions and conditions:~~

~~1. In all residentially zoned districts, except RO, ROA and ROC, such signs shall not exceed four hundred eighty (480) square inches in area, where the building plot abuts only one (1) street and not more than two (2) of such signs facing on different streets, except where a sign is installed on a tool house, and then the total area of such sign shall not exceed sixteen (16) square feet. No other temporary building sign shall be allowed on the plot.~~

~~2. In RO, ROA and ROC zones and all other districts, a single sign of not more than sixteen (16) square feet of advertising surface will be permitted.~~

~~3. Such signs may not be erected more than ninety (90) days prior to the beginning of actual construction of the project and must be removed when construction is completed, except that renewal permits may be granted for ninety (90) day periods.~~

~~4. A permit for a temporary builders sign shall be secured prior to the placing of the same, and if project construction is not commenced within ninety (90) days after a sign permit is issued, or if such construction should not be continuous after the issuance of such permit and the commencement of construction, said sign shall forthwith be removed.~~

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

~~5. All advertising connected with any project shall be included only on temporary builders signs.~~

~~6. No permit may be issued to re-erect a temporary builders sign until the building permit has been reissued or a new building permit secured.~~

~~V. ——— Temporary real estate signs. In all residential districts, no permit shall be required for temporary real estate signs. In all residential districts in the city, no temporary real estate sign ("For Sale," "For Rent" or "For Lease") shall be permitted except those erected by the property owner or the owner's agent, and such signs shall be subject to the following conditions:~~

~~1. The wording on such signs shall be limited to the phrases, "For Sale by Owner," "For Rent by Owner," "For Lease by Owner," "For Sale by Owner's Agent" and "For Rent by Owner's Agent," and may carry the telephone number of the owner or the owner's agent or the phrase, "Inquire Within," or "See Your Broker" or any other information relating to the premises except that said sign shall contain the registered name of the selling broker and the term "Broker" or "Realtor" as the case may be.~~

~~2. In residentially zoned districts, except in RO, ROA and ROC, the size of each sign shall be limited to an area of not more than four hundred eighty (480) square inches per side, and may permit lettering on both front and rear. In RO, ROA, ROC, and all other districts, such signs shall be limited to sixteen (16) square feet. No more than two (2) accessory signs may be placed on a temporary real estate sign and their area shall be included within the four hundred eighty (480) square inches allowed.~~

~~3. One (1) temporary real estate sign for each street front shall be permitted on a property and shall relate only to the premises on which it is erected. The word "property" is defined as one (1) or more lots, part of a lot or parts of lots as may constitute the extent of the property being offered for sale, rent or lease. This shall not exclude the temporary use of an "open house" sign not to exceed four hundred eighty (480) square inches in area, to be used only when the owner or agent is on the premises. In addition, one (1) off premise "open house," self sustaining directional sign, located on one (1) parcel of property, will be permitted between the hours of 9:00 a.m. to 6:00 p.m., provided the sign is located on private property with the written permission of the property owner. Wording of the sign shall be limited to the words "open house" and shall contain the name of the sign owner or the name of the real estate agency. The sign shall neither exceed four hundred eighty (480) square inches in area nor be erected to exceed a height of three (3) feet above ground level. In addition to any penalty for violation of the foregoing provisions regulating "open house" signs, any such sign which does not comply with the provisions will be removed by the city and will not be returned to its owner until a retrieval fee of five dollars (\$5.00) per sign is paid.~~

~~4. In all business areas in the city, no temporary real estate signs ("For Sale," "For Rent" or "For Lease") will be allowed having more than sixteen (16) square feet in area. No fees shall be charged for such signs nor shall a permit be required therefor.~~

~~I.V. Under-canopy sign. The bottom of any sign installed under a canopy shall not be less than seven (7) feet six (6) inches above grade over public property, nor shall such sign extend beyond the outside edge of the canopy nor be closer than eighteen (18) inches to the outside edge of the curb or sidewalk. Under-canopy signs in a shopping center or a group of strip stores shall be a minimum of seven (7) feet six (6) inches from the bottom of the sign to the private sidewalk or other surface below. No sign shall be permitted on the upper surface of any canopy. No under-canopy signs shall exceed eight (8) square feet and all such signs shall be perpendicular to the face of the building.~~

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 16 of 48

Under-canopy signs shall not be counted in determining the maximum number of signs permitted at a location pursuant to this Section 47-22.

U ~~W~~. *Window signs.*

1. No window signs shall exceed twenty percent (20%) of the glass surface to which it is directly applied.

V ~~X~~. *Sandwich signs.* Sandwich signs, including sidewalk, sandwich and movable signs, shall only be permitted in accordance with the following review process and requirements:

1. *Location.* The location of a sandwich sign must comply with the following requirements:  
The sandwich sign is:
  - a. Located in a place associated with an on-site permitted retail sales, service use or both; and
  - b. Located on a paved private walkway in a manner that a minimum five-foot clear pedestrian path on the walkway is maintained at all times and the walkway continues to meet minimum ADA requirements; and
  - c. Removed and brought inside a building when there are storm warnings so as not to become a hazard during a storm event; and
  - d. Not located within a parking facility, within required landscaping or on public right-of-way or public sidewalk; and
  - e. Placed in a location directly abutting the tenant or business for which it is associated; and
  - f. Is removed and brought indoors during the hours the business is closed.
2. *Dimensional requirements.* The setbacks, height and size of a sandwich sign shall be as follows:
  - a. Maximum of forty-three (43) inches in height; and
  - b. Maximum of thirty-six (36) inches in width.
3. *Display characteristics:*
  - a. No sandwich sign shall display or incorporate into the graphic display colors identical to or similar to colors used for traffic signalization, direction or control; and
  - b. All information advertised must directly relate to the business being conducted in the tenant space for which the sign is associated.
4. *Number.* One (1) sandwich sign shall be permitted per tenant or business located on a development site.
5. *Review process:*
  - a. Approval of a site plan level I permit as described in Section 47-24.2.

W ~~Y~~. *Banner signs.* Banner signs shall be permitted in accordance with the following review process and requirements:

1. *Standards.* Banner signs shall only be permitted within a shopping center with access to a public right-of-way that is a minimum of seventy (70) feet in width.
2. *Location.* Banner signs shall be located on the development site in accordance with the following:
  - a. Shall only be attached to existing light poles contained wholly within the on-site parking facility associated with the development site; and
  - b. Shall be placed a minimum of twenty (20) feet from all property lines; and

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

- c. No banner sign shall be visible from adjacent residential property.
- 3. *Number.* The number of banner signs located on a development site shall be in accordance with the following:
  - a. A maximum of two (2) banner signs may be attached at opposite sides to any given light pole. Each banner sign attached to a given light pole shall be of equal height and width dimensions and shall be attached to the light pole at an equal height relative to one another.
- 4. *Dimensional requirements.* The height and width of a banner sign shall be as follows:
  - a. Maximum of eighty-four (84) inches in height; and
  - b. Maximum of thirty (30) inches in width.
- 5. *Display characteristics:*
  - a. No banner sign shall display or incorporate into the graphic display colors identical to or similar to colors used for traffic signalization, direction or control; and
  - b. All information advertised must directly relate to the businesses being conducted by the tenants of the shopping center for which the sign is associated. This does not prohibit decorative banners such as banners with a holiday theme.
- 6. *Additional criteria:*
  - a. Banner signs may not be illuminated through any means other than existing lighting approved for the development site; and
  - b. Material must consist of vinyl or a similar material designed for prolonged exposure to the elements; and
  - c. Banner signs shall be kept in good condition. Any banner sign that is torn, faded or damaged in any way shall be removed.
- 7. *Review process.*
  - a. Approval of a site plan level I permit as described in Section 47-24.2.

Section 47-22.4. - Maximum number of signs at one location and special requirements in zoning districts.

- A. Business, General Aviation, and RMH-60 zones zoning districts. The following regulations shall apply in all business, general aviation zoning districts and in and RMH-60 zoning districts:
  - 1. *Single business buildings.* The total number of signs on any one (1) lot or plot shall not exceed four (4). The signs shall be limited and oriented to be viewed from the streets and vehicle travelways abutting the lot or plot as follows (streets and vehicle trafficways that are located parallel to one (1) another are considered separate):

Number of Streets or Vehicle Travelways	Maximum Number of Signs
One (1) street or one (1) travelway	Two (2) signs, no more than one (1) being a freestanding sign
One (1) street and one (1) or more vehicle travelways	Three (3) signs, no more than one (1) being a freestanding sign
Two (2) streets and no vehicle travelways	Three (3) signs, no more than one (1) being a

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 18 of 48

	freestanding sign
Two (2) streets and one (1) vehicle travelway	Three (3) signs, no more than one (1) being a freestanding sign
Two (2) streets and two (2) or more vehicle travelways	Four (4) signs, no more than one (1) being a freestanding sign
Three (3) streets and no vehicle travelways	Four (4) signs, no more than two (2) being freestanding signs
Four (4) streets and no vehicle travelways	Four (4) signs, no more than two (2) being freestanding signs
Four (4) streets and one (1) or more vehicle travelways	Four (4) signs, no more than two (2) being freestanding signs
Five (5) streets and no vehicle travelways	Four (4) signs, no more than two (2) being freestanding signs

2. *Multiple tenant office buildings.* Any building which contains two (2) or more office tenants will be permitted one (1) building identification flat sign on each street frontage and only one (1) building identification ground sign. However, when located on three (3) street fronts then two (2) building identification ground signs shall be permitted. Ground signs may contain street number and street name. A wall directory sign will be permitted at each building entrance provided that such directory sign may not exceed a total of eight (8) square feet.
  3. *Multiple tenant office buildings with ground level stores.* Any building as defined in subsection A.2, which contains ground level store(s), shop(s) or bay tenant(s) shall be permitted one (1) sign for each individual store, shop or bay per street front or vehicular travelway. Such signs shall not extend beyond the ground floor level. All such signs shall be identical in color and installed at a uniform height above ground level. Letters for all signs shall not exceed twenty-four (24) inches in height and shall be identical in physical design.
- B. *Residential zones.* As used in this section, the term "location" means that area for which a site plan has previously been filed with the city.
1. The maximum number of signs for any one (1) location in multi-residential zones shall be as follows:
    - a. RM-15: one (1) sign.
    - b. RML-25: one (1) sign.
    - c. RMM-25: one (1) sign.
    - d. RMH-25: one (1) sign.
  2. However, if any location has more than one (1) street frontage, one (1) sign shall be permitted on each street frontage not exceeding a total of four (4) signs, three (3) of which must be placed and situated on the existing building at any such location.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

- C. *Special regulations.* The following special regulations shall apply in the zoning districts indicated and shall prevail over any conflicting regulations contained in the ULDR:
1. In the RM-15, RML-25 and RMM-25 districts, signs shall contain only the name of the business, building or establishment located on the same lot or plot.
  2. In the RMH-25 district, the location, size, character, height and orientation of signs shall be included in a development plan subject to department Permits and Procedures, site plan level I, as provided in Section 47-24.2.
  3. In the RMH-60 and RMH-25 districts, signs advertising restaurants, dining rooms and cocktail lounges which are accessory to hotels or motels located on the same lot or plot shall be limited as follows:
    - a. For each street front, one (1) sign, not to exceed fifteen (15) square feet in area shall be allowed for each one hundred (100) feet of street frontage or fraction thereof, but in no case shall the total number of such signs exceed two (2) signs per street frontage.
  4. In the RMH-60 district, the location, size, character, height and orientation of signs shall be included in a development plan subject to department Permits and Procedures, site plan level I, as provided in Section 47-24.2.
  5. In the RO and ROA districts, no roof sign, projecting sign, marquee sign, billboard sign, banner sign or animated sign shall be permitted; each building occupied by a permitted use as a principal use may have one (1) wall sign not exceeding two (2) feet in width or ten (10) feet in length; each building site occupied by a permitted use may have one (1) ground sign not exceeding three (3) feet in width or five (5) feet in length, the top of which shall not be over five (5) feet above the ground; and each building site may have directional signs each not over two (2) square feet in area and not extending over three (3) feet above the ground.
  6. In the ROC district, the location, size, character, height and orientation of all signs shall be included in a development plan in accordance with the site plan subject to department Permits and Procedures, site plan level I, as provided in Section 47-24.2.
  7. In any zoning district abutting those trafficways subject to the requirements for Specific Location Requirements, Interdistrict Corridor Requirements as specified in Section 47-23.9, ground signs and directional signs as described in this section may be permitted in the setback area, but in no case closer than five (5) feet from a property line.
  8. If a sign is part of an overall development which requires a development permit the location, size, character, height, and orientation of such sign(s) shall be included in the development plan and approved pursuant to the same provisions as that which apply to the overall development.
  9. ~~In the AIP district, there shall be no~~ Signs located in the AIP zoning district shall be limited to ground signs. Such ground sign shall not exceed one hundred twenty (120) square feet in area, nor shall it extend more than five (5) feet above the finished street level of the nearest street. One (1) ~~additional identification flat~~ sign for each business may be attached to the main structure ~~to announce the name and/or insignia of the business~~. This provision shall not be interpreted to include signs painted directly on the wall, but are to be constructed with, or constructed and placed on, the structure. Such flat sign shall not extend above roof level ~~nor exceed one percent (1%) of the wall space upon which it is placed, and in no event shall exceed~~ sixty (60) square feet in size. Signs shall not be illuminated by exposed tubes, bulbs or similar light sources, nor may they be of the flashing, rotating, or animated type. Signs may, however, be illuminated by shielded spotlighting. All signage in the AIP zoning district must first be approved by the department as a site plan level I, as being consistent with the purpose and intent of the GAA district.
  10. ~~In the GAA district, all~~ All identification and/or insignia signs must first be approved by the department as a site plan level I, as being consistent with the purposes and intent of the GAA district.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

11. ~~In the H-1 district,~~ All signs located within the H-1 district shall comply with the requirements set out in Section 47-16, Historic Preservation District.
12. In any parking lot located in a residential zoning district, all signs shall be nonilluminated ground signs, each not exceeding six (6) square feet in area and four (4) feet in overall height above the ground. Such signs shall be of the caution, directional or owner-identification type.
13. In the Central Beach Districts, as described in Section 47-12, and in the Regional Activity Center (RAC) Districts, as described in Section 47-13, all signs shall comply with the following:
  - a. Freestanding detached signs, pylon signs, projecting signs, roof signs, billboards, window signs, message center signs and time and temperature units shall be prohibited. Notwithstanding this prohibition, ground signs shall be permitted in accordance with the requirements of this section.
  - b. Marquee signs shall be limited to an area of ten percent (10%) of the marquee area upon which the sign is to be erected or sixty (60) square feet, whichever is less.
  - c. Ground signs shall be permitted and shall be limited to five (5) feet in height and thirty-two (32) square feet in surface area and shall be set back five (5) feet from any property line if both sides of such a sign have copy. If copy appears only on a single side of such sign, then two (2) such signs of sixteen (16) square feet each shall be permitted on either side of an entranceway and said signs shall be setback five (5) feet from property line and not within five (5) feet of the edge of any pavement or sidewalk.
  - d. Flat signs shall be permitted and shall be limited as follows:
    - i. If such sign is to be located within sixty (60) feet of ground level, then such sign shall be no larger than ten percent (10%) of the wall area upon which it is to be erected or one hundred twenty (120) square feet, whichever is less.
    - ii. If such a sign is to be located between sixty-one (61) feet and one hundred (100) feet above ground level, then such a sign shall be no larger than ten percent (10%) of the wall area upon which it is to be erected or two hundred (200) square feet, whichever is less.
    - iii. If such sign is to be located over one hundred (100) feet above ground level, then such a sign shall be no larger than ten percent (10%) of the wall area upon which it is to be erected or three hundred (300) square feet, whichever is less.
    - iv. A flat sign is a painted sign or any sign erected flat against the face of, or not more than eighteen (18) inches from the face of the outside wall of any building and not extending more than eighteen (18) inches above the wall upon which it is placed and supported throughout its length by such wall. No protruding portion of such sign shall be nearer than nine (9) feet to a walk or any area where there is pedestrian traffic; nor shall it extend beyond the wall in a horizontal direction; provided, however, that a sign placed on a mansard fascia shall be permitted to be erected vertically if the bottom section of this sign does not extend more than eighteen (18) inches from the mansard fascia.
  - e. Accessory use signs shall be permitted in accordance with subsection C.3.
  - f. Undercanopy signs shall be permitted in the ABA zoning district and within the RAC districts. Signs shall be limited to one (1) sign per separate entranceway for a business and such signs shall not exceed eight (8) square feet in total area.
  - g. Directional signs shall be permitted and shall be limited to four (4) square feet in total, two (2) square feet per side, four (4) feet in height.
  - h. Flags shall be permitted and shall be limited in number to one (1) flag for each fifteen (15) lineal feet of street frontage per building site.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

- i. Boat docking facilities having no supporting facilities shall be permitted to erect one (1) ground sign per facility which sign shall be limited to thirty-two (32) square feet. Each boat or boat slip shall be permitted a sign of four (4) square feet that shall not exceed five (5) feet in height above the top of the seawall.
  - j. Awning signs shall be permitted and shall be limited to sixteen (16) square feet and shall be erected in accordance with the provisions of Section 47-22.3.B.
  - k. The number of signs at each site shall be limited in accordance with the provisions of this section.
  - l. When any sign is proposed to be constructed or erected which does not comply in all respects with the requirements for signs in the Central Beach Districts and in the Regional Activity Center (RAC) Districts, then such signs shall only be permitted when reviewed as a Site Plan Level II permit subject to a fifteen (15) day period for Commission Request for Review (CRR).
  - m. *Amortization period.* All signs in the Central Beach Zoning districts shall comply with the requirements of this section by October 11, 1996. All signs in the downtown RAC districts shall comply with the requirements of this section by June 28, 2002.
14. Shopping Center or strip stores shall be permitted additional ground signs in accordance with the following:
- a. An outparcel associated with a shopping center shall be permitted one (1) ground sign per right-of-way up to a maximum of two (2) ground signs when abutting two (2) or more rights-of-way.
  - b. An outparcel permitted to have two (2) ground signs shall locate each sign abutting each right-of-way.

**~~Section 47-22.5. - Political campaign signs.~~**

- A. ~~\_\_\_\_\_ A political campaign sign is any sign urging the election or defeat of any candidate seeking any political office or urging the passage or defeat of any ballot measure.~~
- B. ~~\_\_\_\_\_ Political campaign signs may be displayed in show windows of all business establishments. All other political campaign signs shall be erected or placed only upon private property and shall comply with all requirements of this chapter applicable to commercial signage, except the requirements of Section 47-22.10.~~
- C. ~~\_\_\_\_\_ Each candidate for municipal office shall make a good faith effort to remove all of his political campaign signs within thirty (30) days after withdrawal of his candidacy, having been eliminated as a candidate, or being elected to office, whichever occurs first.~~
- D. ~~\_\_\_\_\_ If any political campaign sign is erected or placed upon public property or is not removed within the time periods specified in subsection C, the city shall have the authority to remove such sign and may charge the candidate the actual cost for such removal.~~
- E. ~~\_\_\_\_\_ The provisions of the ULDR shall not apply to political campaign signs placed on motor vehicles.~~
- F. ~~\_\_\_\_\_ Political campaign signs shall not exceed four hundred eighty (480) square inches in residential districts except in RO, ROA and ROC. In RO, ROA and ROC and all other districts, political signs shall not exceed sixteen (16) square feet. Lettering is permitted on both sides of the sign. The number of political campaign signs permitted shall be calculated in the same manner as other signs and political campaign signs shall be permitted in addition to all other signage.~~

**Section 47-22.6. - Detailed requirements governing signs and advertising displays.**

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 22 of 48



- A. *Not to interfere with public.* Any sign or advertising display or any item, device, seating arrangement, structure or any movable object shall not create a traffic or fire hazard, or be dangerous to the general welfare or interfere with the free use of public streets or sidewalks.
- B. *Avoidance of fire hazard.* There shall be no weeds within a radius of ten (10) feet of any sign or advertising display or billboard, and no rubbish or debris shall be permitted so near thereto that the same shall constitute a fire hazard.
- C. *Imprint of owner's name or maker's name.* All signs and advertising displays shall be marked with the maker's name, registry number of permit and, for incandescent lamp signs, the number of lamp holders; and for electric discharge signs with an indication of the input amperes at full load and input voltage. All transformers shall be marked with the maker's name and the input rating in amperes or volt amperes, the input voltage, and the open circuit high tension voltage. All such markings for any sign or advertising display shall be visible for inspection after installation.
- D. *Obstruction of doors, windows and fire escapes.* No sign or advertising display shall be attached to or placed against a building in such a manner as to prevent ingress or egress through any door or window, nor shall any sign or advertising display obstruct or be attached to a fire escape.
- E. *Posting or tacking notices and signs.*
1. No person shall paint, paste, print, nail or fasten in any manner whatsoever any banner, sign, paper, flag or any advertisement or notice of any kind, on any curbstone, flagstone, pavement or any other portion or part of a sidewalk or street, or upon any trees, lamppost, parking meter post, telephone or telegraph pole, hydrant, traffic sign, fence, bridge, workshop or tool shed, or upon any structure within the boundaries of any streets within the city unless otherwise permitted hereunder. The posting or tacking of any banner, sign, handbill, advertisement, flag or notice of any kind upon any private wall, window, door, gate, fence, electric light post, telephone pole or upon any other private structure or building, other than flags on flag poles, is hereby prohibited. Legal notices required by law to be so posted are hereby excepted.
  2. An exception to this prohibition is made for banners erected in accordance with the provisions of Section 47-22.3.C and holiday decorations erected in accordance with the provisions of Section 47-22.7.A.4. No person shall cause any act prohibited under this Section 47-22.6 to be attempted or accomplished by any other person.
- F. *Kept in good repair.* All signs and advertising displays must be kept in good condition and a good state of repair and must further be well painted and neatly maintained. Any sign or advertising display which becomes or has become at least fifty percent (50%) destroyed shall be deemed a public nuisance and shall be removed by the owner of the sign or advertising display or the owner of the premises upon which the same is situated in accordance with the procedures outlined in subsection H.
- G. *Vacated buildings.*
1. Any nonconforming sign shall be removed immediately upon a change of tenancy. All signs in conformance with this section shall be removed, altered or resurfaced not later than sixty (60) days after any tenancy ceases. In the event of noncompliance with the aforesaid terms and provisions, the city shall remove such signs at the expense of the property owner.
  2. Except as otherwise provided in this Section 47-22, any on premise sign which is located on property which becomes vacant and unoccupied for a period of at least three (3) months, or any sign which pertains to a time, event or purpose which is no longer imminent or pending shall be deemed to have been abandoned. Permanent signs applicable to a business temporarily suspended because of a change of ownership or management shall not be deemed abandoned unless the property remains vacant for a period of six (6) months. Abandoned signs are prohibited and shall be removed by the owner of the sign or the owner of the premises in accordance with the procedures outlined in subsection H.
- H. *Removal of signs.* The city reserves the right to remove any sign or advertising display which is being maintained contrary to any of the terms and provisions of the Code, and any such sign or

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 23 of 48

advertising display is hereby deemed a public nuisance. The building official shall give notice to the person owning such sign or advertising display and to the owner or lessee of the property upon which the same is located specifying the location of such sign or advertising display and the nature of the violation being committed by the maintenance or keeping of the same. Such notice shall also specify what is required in order to conform such sign or advertising display to the requirements and provisions of this Code. Such notice shall further specify that in the event such sign or advertising display is not conformed to the provisions of this Code, the city will take any and all action necessary in order to accomplish such result, all at the cost and expense of both the person owning such sign or advertising display and the owner or lessee of the property upon which the same is situated. Notice shall be served by personal service or by certified mail, return receipt requested. Service by mail shall be deemed complete upon delivery. In the event that the address of the person to be notified is unknown or the certified mail is returned either unclaimed or refused, such notice may be served by posting the same on in a conspicuous place on the premises upon which the offending sign or advertising display is located, in which event service shall be deemed complete as of the moment of posting. The person owning the offending sign or advertising display and/or the owner or lessee of the property upon which the same is situated, within fifteen (15) days after the receipt or the posting of the aforementioned notice, whichever is applicable, shall take whatever action is necessary in order to remedy and cure the defects pointed out in the notice given by the building official. In the event of a sign or advertising display which has been at least fifty percent (50%) destroyed, however, a new permit shall be secured before any remedial action is undertaken with regard to any such sign or advertising display. If the owner of the offending advertising display and/or the owner or lessee of the property upon which the same is situated shall fail to remedy the defects pointed out in the notice given by the building official within the aforementioned fifteen (15) day period, the building official may cause such sign or advertising display to be removed at the expense of both the owner of said sign or advertising display and/or the owner or lessee of the property upon which the same is located, or the building official may effect repairs to such sign or advertising display and/or the owner or lessee of the property upon which the same is located, or the building official may effect repairs to such sign or advertising display in order to cause the same to conform to the terms and provisions of the Code, again at the expense of the person owning such sign or advertising display and the owner and/or lessee of the property upon which the same is situated. Notwithstanding anything hereinabove to the contrary, the building official may forthwith remove any sign or advertising display where the same is imminently dangerous to the general health, safety and welfare of the public or where the same poses an immediate threat thereto.

- I. ~~Credit card signs (special privilege). One (1) credit card sign per place of business may be installed. Installation shall be flush on the face of the building and the size of such sign shall be limited to eighteen (18) inches by twenty four (24) inches or, in the alternative, shall be an integral part of any other sign permitted by the ULDR. The provisions of this subsection I shall be applicable to hotels and motels as well as other business establishments.~~
- J. *Illuminated signs and other lighting effects.*
  - 1. Illuminated and other lighting effects shall not create a nuisance to adjacent property or create a traffic hazard, and all illuminated signs or other lighting effects must be disconnected or turned off when hurricane warnings are in effect. Lighting, including neon tubing or other similar devices other than indirect lighting, may be used in sign design or to outline any building.
  - 2. Building outlining with neon tubing or other special lighting effects will be restricted to two (2) linear feet of neon tubing to each foot of street frontage. Display of neon tubing or other special lighting effects will be limited to the maximum of two (2) parallel lines of neon tubing. Neon tubing or other special lighting effects when used in sign design will be restricted to two (2) linear feet of neon tubing or the like for each foot of street frontage.
- K. *Signs or advertising displays.* Signs or advertising displays shall not be erected or maintained under, over or adjacent to any power lines unless the following clearances are met:
  - 1. Under six hundred (600) volts: Three (3) feet.
  - 2. Over six hundred (600) volts: Eight (8) feet.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

- L. *Special requirements for service stations.* All lights and lighting upon or from a service station building or upon or from a service station sign shall be designed and arranged so as not to cause a direct glare into residentially zoned property. Price signs shall be an integral part of the maximum size permitted but may not exceed fifteen (15) square feet of that maximum size per side, and shall be immediately adjacent to each sign permitted in the group.
- M. *Lighting requirements.*
1. The provisions of this section shall apply to the erection, installation and construction of both on- and off-premise electric signs.
  2. All electric signs constructed, erected, altered, repaired or installed under the jurisdiction of the ULDR, all exterior stationary electric lighting or illumination systems or any interior lighting or illumination systems which may be viewed from a public street, highway or other public thoroughfare used by vehicular traffic, and any signs and lighting installations which may be viewed from a main thoroughfare or a freeway, shall be installed in conformance with the applicable provisions set forth herein.
  3. No person shall construct, establish or create, and no person shall maintain any stationary exterior lighting or illumination system or any interior system which may be viewed from a public street, highway or other public thoroughfare used by vehicular traffic, which contains or utilizes the following:
    - a. Any exposed incandescent lamp with a wattage in excess of forty (40) watts when the same is located within fifteen (15) feet of a street.
    - b. Any exposed incandescent lamp with an internal metallic reflector.
    - c. Any exposed incandescent lamp with an external reflector.
    - d. Any revolving beacon light.
- N. *Special promotions.*
1. Upon payment of proper permit fees, special promotions may be conducted for a period of not more than thirty (30) days. Inflatables or banners may be used as special promotions. Special promotions signs will be permitted in show windows, in lieu of a banner or inflatable. For service stations, one (1) eighteen (18) inch by twenty-four (24) inch sign may be affixed to the top of each pump, in addition to a banner or inflatable. Special promotions displays shall be limited to one (1) per location per calendar year. Inflatables are not permitted on roof tops.
  2. Upon payment of proper permit fees, promotions of the "grand opening" type will be permitted at any place of a newly licensed business for a thirty (30) day period. Signs for such promotion must be securely anchored and may not exceed an aggregate total of five hundred (500) square feet. No whirlygigs, streamers or sandwich signs will be permitted. Inflatables or banners may be used as "grand opening" type signs. However, inflatable or banner type signs shall not be permitted on rooftops.

Section 47-22.7. - Exempt signs.

- A. The City has a compelling interest in allowing the following signs in order to comply with State and local laws and to promote public safety on City property or in the rights-of-way. Any sign which does not meet the criteria of this section and is not specifically permitted elsewhere in this article is prohibited. The following signs shall be exempt from the provisions of this Section 47-22 except as otherwise stated as follows:
1. *Instructional signs.* Signs which provide instructions and are located entirely on the property to which they pertain ~~and do not in any way advertise a business~~ and do not exceed eight (8) square feet in area.
  2. *Flags.* The flags, emblems or insignia of any nation or political subdivision, or the flag, emblem or insignia of any duly registered and undissolved corporation; provided, however, all flags, emblems or insignia are not exempt from the provisions of Section 47-22.6.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 25 of 48

3. *Governmental signs.* Governmental signs for control of traffic or other regulatory purposes, street signs, danger signs, railroad crossing signs and signs of public service companies indicating danger and aids to service or safety which are erected by or on the order of a public officer in the performance of his duty.
4. *Holiday decorations.* Signs of a primarily decorative nature, clearly incidental and customary and commonly associated with any national, local or religious holiday; provided that such signs shall be displayed for a period of not more than forty-five (45) consecutive days nor more than sixty (60) days in any one (1) year. Such signs may be of any type, number, area, height, illumination or animation; and shall be set back ten (10) feet from all lot boundary lines, provided that a clear area must be maintained within twenty-five (25) feet of the intersection of two (2) streets. However, the ten-foot setback from all boundary lines shall not apply to holiday decorations when displayed on a utility pole, but such display must comply with the other provisions of Section 47-22.6.E. When holiday decorations are displayed on a utility pole, a letter or letters of permission from the owners of the utility poles must be obtained and filed with the city. Said letter or letters shall indemnify and hold harmless the city for any damage or injury that occurs as a result of the display of holiday decorations. Holiday decorations displayed on utility poles shall only be permitted on utility poles within ten (10) feet of a property line of an entity displaying the holiday decorations on the same side of the street as that property or, where utility poles are only located in the median, display shall be in accordance with a site plan approved by the department.
5. *House numbers and nameplates.* House numbers and nameplates not exceeding two (2) square feet in area for each building.
6. *Interior signs.* Signs located within the interior of any building or stadium, or within an enclosed lobby or court of any building, and signs for and located within the inner or outer lobby, court or entrance of any theater that are not visible from the public right-of-way. This does not, however, exempt such signs from any structural, electrical or material specifications set out in the ULDR.
7. *Memorial signs.* ~~Memorial signs or tablets, names of buildings and date of erection when~~ Signs cut into masonry surface or inlaid so as to be a part of the building or when constructed of bronze or other incombustible material.
8. *Notice bulletin boards.* Notice bulletin boards not over twenty-four (24) square feet in area ~~for medical, public, charitable or religious institutions when located within a Community Facility zoning district where the same are located on the premises of said institution an associated use.~~
9. *No trespassing or no dumping signs.* No trespassing or no dumping signs not to exceed one and one-half (1½) square feet in area per sign and not exceeding four (4) in number per lot, except that special permission may be obtained from the director for additional signs under proven special circumstances.
- ~~10. *Occupant signs.* One (1) sign for each dwelling unit not to exceed two (2) square feet in area indicating the name of the occupant, location or identification of a home professional office.~~
- 10.11. *Plaques.* Plaques or nameplate signs not more than ~~two and one-half (2½)~~ four (4) square feet in area which are fastened directly to the building.
- 11.12. *Public notices.* Official notices posted by public officers or employees in the performance of their duties.
- 12.13. *Public signs.* Signs required or specifically authorized for a public purpose by any law, statute or ordinance. Such signs may be of any type, number, area, height above grade, location, illumination or animation, required by the applicable law, statute or ordinance under which such signs are erected.
- ~~14. *Symbols or insignia.* Religious symbols, commemorative plaques of recognized historical agencies or identification emblems of religious orders or historical agencies, provided that no such symbol, plaque or identification emblem shall exceed four (4) square feet in area; and~~

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

~~provided further that all such symbols, plaques and identification emblems shall be placed flat against a building.~~

- ~~15. *Government pennants.* For purposes of this subsection, government pennants are defined as signs erected by a governmental body, which signs are made from a vinyl, cloth or canvas material, and which are suspended lengthwise from a pole and attached at each end to the pole. Such pennants shall be limited in their display to a governmental logo, emblem or insignia and, if applicable, the name of the governmental body or the name of the donor of the pennant. If the name of the donor is displayed, it shall be displayed in uniform lettering which shall be no more than three (3) inches in height.~~

- ~~13.16. *Warning signs.* Signs warning the public of the existence of danger, but containing no advertising material. Such warning signs shall~~ be removed upon subsidence of the danger for which warning is being given.

#### Section 47-22.8. - Special sign districts.

Merchants occupying sixty percent (60%) or more of the street frontage of properties on both sides of a street in any area defined by such merchants may petition for the formation of a special sign district for such area. A committee of property owners or persons having the right of possession shall be chosen by such merchants to represent them, such committee to be limited to ten (10) members. Such committee shall comprise the governing body of the sign district and shall establish criteria for signs in the district, such criteria to be no less restrictive than the terms and conditions established by the ULDR. Such criteria may be recommended to the city commission for incorporation into the ULDR, and shall have no force or effect unless so incorporated. The city clerk shall give ten (10) days' notice to all owners or persons having the right of possession within the boundaries of such district that such criteria will be submitted to the city commission for incorporation into the ULDR. The city commission may, however, totally or partially reject any such criteria.

#### Section 47-22.9. - Permits.

Permits must be obtained before any sign is erected. A plot plan showing location, type, size and copy of all existing signs shall be submitted, and all signs not complying fully with this ULDR shall be removed before a permit for a new sign is issued. All provisions of Chapter 42 of the Florida Building Code, Broward Edition, shall be observed.

#### Section 47-22.10. - Nonconforming signs.

- A. All signs not in full compliance with this section shall be removed or made to comply with its provisions no later than eighteen (18) months from the effective date of the re-enactment of Ordinance No. C-87-57 (July 31, 1987), except as follows:
1. Any freestanding, detached sign which exceeds the height limitation specified by Section 47-22.3.E by not more than thirty-three percent (33%) shall be considered as conforming to this section, provided all other requirements are met.
  2. Any wall or freestanding, detached sign which exceeds the size limitation specified by Section 47-22.3.E by not more than thirty-three percent (33%) shall be considered as conforming to this section, provided all other requirements are met.
  3. In the event an existing freestanding, detached sign qualifies under subsections A.1 and 2, the setback requirements stated in Section 47-22.3.E shall be waived.
- B. The eighteen (18) month amortization period provided for in subsection A, shall not be applicable to outdoor advertising display signs. A nonconforming outdoor advertising display sign may be continued and shall be maintained in good condition as required by Section 47-22.6, but it shall not be:
1. Structurally changed to another nonconforming sign, but its pictorial content may be changed.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

2. Structurally altered to prolong the life of a sign, except to meet safety requirements.
3. Altered in any manner that increases the degree of nonconformity.
4. Expanded.
5. Continued in use after cessation for a period of sixty (60) days.
6. Re-established after destruction.
7. Continued in use when a conforming sign is erected on the same premises or the premise upon which the sign is erected is developed for use which consists of other than a sign use only.

Section 47-22.11. - Outdoor advertising display signs; landscaping and non-point of purchase signs.

- A. *Definitions.* Outdoor advertising display shall mean an off-premises detached outdoor advertising sign consisting of fabricated sign and structure, with posters, pictures, trademark, reading matter, illuminated device, panels, etc., thereon intended to attract the attention of the public to the matter displayed thereon for advertising purposes; such outdoor advertising display sign being commonly referred to as a billboard, poster board, display board, or outdoor advertising board.
- B. The objective of this section is to improve the appearance of legally erected billboards and to protect and preserve the appearance, character and value of the surrounding neighborhoods and thereby promote the general welfare by providing for installation and maintenance of landscaping and/or screening and aesthetic qualities, since the city commission finds that the peculiar characteristics and qualities of the city justify regulations and to perpetuate its aesthetic appeal and all billboards shall be in compliance with this section not less than one (1) year from date of passage.
- C. *Landscaping requirements.*
  1. A landscape strip two and one-half (2½) feet in depth located immediately adjoining the supporting structure of the billboards and extending five (5) feet beyond each end.
  2. A hedge or other durable planting of at least two and one-half (2½) feet in height, attaining at maturity a minimum of six (6) feet, to extend the entire length of the two-and-one-half-foot landscaping strip.
  3. A tree shall be placed at each end of the billboard with a minimum of eight (8) feet—ten (10) feet overall height.
  4. Single-faced billboards with the rear viewable from residentially zoned areas shall have three (3) equally spaced eight-foot overall trees planted in the rear of the billboard.
- D. *Option to landscaping.* All landscape plans shall be subject to the approval of the department; however, due to the nature of billboard leasing and locations whereby landscaping required by subsection C would create a hardship, a committee consisting of one (1) member of the park division, building department, planning department and a representative of the outdoor advertising industry is authorized to grant a reduction in landscaping or to accept other ornamental screening techniques compatible with the opening paragraph of this section. In cases where landscaping or ornamental screening is impossible because of area conditions, the committee may waive all requirements of this section.
- E. *Prohibited signs.* The following types of signs are prohibited within the city limits:
  1. Outdoor advertising display signs and billboards.
  2. Non-point of purchase signs except as expressly permitted herein.
- F. *Noncommercial copy.* Any sign authorized in this section is allowed to contain noncommercial copy in lieu of other copy.
- G. *Requirement.* All point of purchase signs shall be located only on the premises to which the subject matter of the sign relates.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 28 of 48

...

## SECTION 47-39. - DEVELOPMENT REGULATIONS FOR ANNEXED AREAS

### Section. 47-39.A.15. - Signs.

A. *Purpose, intent and scope.* The purpose of this article is to create the framework for a comprehensive but balanced system of sign control for property located in Section 47-39.A. It is the intention of this section to develop specific sign criteria which:

- (1) Are compatible with their surroundings;
- (2) Are legible under circumstances in which they are seen;
- (3) Are expressive of the identity of individual businesses or organizations or the community as a whole;
- (4) Promote the aesthetic appearance of the community.

B. *Definitions.* In addition to terms defined in article II of this chapter, the following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning.

*Abandoned sign:* Any sign, except a billboard sign, which no longer pertains to any person, organization, product, service, activity or business located on or available at the premises where such sign is displayed; any sign, except a billboard sign, which no longer contains a message and/or any sign in a state of disrepair.

*Aggregate frontage:*

- (1) *Interior plots:* The actual lineal street frontage;
- (2) *Through plots:* The total actual lineal street frontage on both streets;
- (3) *Corner plots:* The sum of the straight line lineal distances along both streets extended beyond corner chords, radius and turn lanes to the point of intersection;
- (4) *Interrupted corner plots:* The sum of the actual street frontages exclusive of outparcels.

*Area of sign:* The total area of each sign face, which may be used to display copy, including background, but not including the frame and structural supporting elements. Where a sign is composed of individual letters, characters or symbols applied directly to a building, canopy, marquee, mansard, fascia, facade, parapet, awning, wall or fence, the area of the sign shall be the smallest rectangle, triangle or circle which will enclose all of the letters, characters or symbols. The area of a double-faced sign shall be the total area of each sign face.

*Awning or umbrella:* A shelter made of fabric, plastic, vinyl or other non-rigid material supported by a metal frame.

*Awning sign:* A sign that is painted, stitched, stamped, perforated, painted or otherwise affixed to an awning or umbrella.

*Building frontage:* The wall extending the length of the building or lease lines of any building, the legal use of which is one (1) of commercial or industrial enterprise and including the location of public entrance(s) to the establishment.

~~*Building identification sign:* A sign listing at least the numerical prefix of the street address and, in certain cases, the bay, suite or unit number, and/or the name of a building or complex.~~

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 29 of 48

*Building wall sign:* A sign where its entire area is displayed upon or attached to any part of the exterior of a building wall, facade or parapet, approximately parallel to and not more than twelve (12) inches from the face of the wall upon which it is displayed or attached.

*Canopy or marquee:* A permanent, unenclosed shelter attached to and extending from a building or a freestanding permanent shelter.

*Canopy sign:* A sign that is painted on or otherwise affixed to the fascia of a canopy, marquee or mansard roof.

*Changeable copy sign:* A sign upon which the copy can be changed either manually, electronically or by any other method through the use of attachable letters, numbers, symbols or changeable pictorial panels, and other similar characters, or through internal rotating or moveable parts which can change the visual message without altering the sign face.

*Contractor sign:* A temporary sign identifying those engaged in construction or remodeling on a building site, ~~including the developer, contractor, subcontractor, architect, engineer or artisans involved in the project.~~

*Copy:* The linguistic or graphic content of a sign, either in permanent or removable form.

*Directional sign:* An identification sign, with or without a directional arrow, designed to direct the public to a facility or service or to direct and control traffic, such as entrance and exit signs, ~~and which does not contain any other commercial advertising.~~

*Disrepair (sign):* A state of neglect or dilapidation to the extent that: (1) the message of the sign has become obliterated, unreadable or indiscernible and has remained in such a state for at least one hundred twenty (120) days; or (2) approximately twenty-five (25) percent or more of the structural components of the sign are in a visibly bent, broken, leaning or otherwise dilapidated condition.

*Double-faced sign:* A sign with two (2) sign faces which are parallel to each other and back to back.

*Election-related sign:* A sign indicating the name, cause or affiliation of any person seeking office or which indicates any issue or referendum question for which any election is scheduled to be held. This includes, but is not limited to, signs advertising candidates, referendums or any campaign information.

*Embellishment:* An extension of the sign face which contains a portion of the message or informative content and which is added, modified or removed when the message is changed.

*Facade:* That portion of any exterior building elevation extending from grade to the top of the parapet wall or eaves along the entire width of the business establishment building frontage.

*Fascia:* The flat, outside horizontal member of a cornice, roof, soffit, canopy or marquee.

*Fence or freestanding wall sign:* A sign attached to and erected parallel to the face of or painted on a fence or freestanding wall and supported solely by such fence or freestanding wall.

*Flag:* A piece of fabric, often attached to a staff, containing distinctive colors, patterns or symbols, ~~identifying a government or political subdivision.~~

*Freestanding sign:* Any self-supported sign not attached or affixed in any way to a building or other structure.

*Frontage:* The total distance along any plot line abutting a street.

*Garage sale sign:* A sign to indicate the sale of personal property by the person or family conducting the sale in, at or upon residentially zoned or residentially used property. ~~Garage sale signs shall include lawn sales, yard sales or any similar designation.~~

*General information sign:* A sign providing information on the location of facilities or a warning to the public regarding the premises where the sign is located, ~~such as entrance or exit signs, caution, no trespassing, no parking, tow-away zone, parking in rear, disabled parking, restrooms, etc., and containing no commercial advertising.~~

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 30 of 48



*Graphic sign:* A sign, which is an integral part of the building facade in that it is carved in, or otherwise permanently embedded in the facade.

*Hanging sign:* A sign hung or suspended from a freestanding wood or metal frame, such frame being not higher than five (5) feet, nor wider than three (3) feet.

*Height of sign:* All other freestanding signs: Height shall be measured from the elevation of the sidewalk adjacent to the sign location to the top of the sign. In the event no sidewalk exists, height shall be measured from the crown of the right-of-way at its closest point to the sign location.

*Holiday or seasonal sign:* Temporary lighting, garlands, wreaths or other decorations relating to a particular regional or nationally recognized holiday and containing no advertising.

~~*Identification sign:* A sign indicating the name, owner, address, use, and/or service of a particular activity located on the premises where such sign is displayed.~~

*Illuminated sign:* Any sign having characters, letters, figures, designs or outlines illuminated by electric lights or luminous tubes designed for that purpose, whether or not said lights or tubes are physically attached to the sign.

*Individual letter sign:* A sign made of self-contained letters that are mounted on the face of a building, parapet, canopy, marquee or secured to a freestanding wall, fence or other structure.

*Interior sign:* Any sign inside a building which is not clearly visible from and not intended to be seen from the exterior of the building.

*Internal illumination:* A light source concealed or contained within the sign which becomes visible by shining through a translucent surface.

*Item of information:* Each syllable, symbol, abbreviation, broken plane or discontinued odd shape located in any one (1) sign, excluding logos ~~or religious signs~~.

*Logo:* A sign consisting only of a symbol used to signify or represent an organization, corporation, business, service or product, whether registered or not.

*Mansard roof (or wall):* A false roof projecting over the front of a building; a sloping section of an exterior wall above the roof line of a building at an angle with the exterior wall from which it extends. It may be covered with roofing material to simulate a roof, but serves as an aesthetic rather than functional purpose.

*Model sign:* A sign which designates a particular dwelling unit design which is not for sale, but rather represents other units of a similar design that are for sale.

*Monument:* A freestanding, self-supporting structure, other than a pole, which is placed directly on the ground, with no visible means of support, the primary purpose of which is to display a sign.

*Monument sign:* A sign attached to, painted on, or otherwise made part of a monument.

*Mural:* A graphic, artistic representation painted on a wall, not including graffiti, which contains no advertisement or relationship to any product, service or activity provided, offered or available on the premises.

~~*Nameplate sign:* A sign indicating the name, profession, and/or address of a person or persons residing on the premise or legally occupying the premises.~~

*Neon sign:* A sign formed by luminous or gaseous tubes in any configuration.

*Nonconforming sign:* A sign or advertising structure which was lawfully erected and maintained prior to the current provisions of this code regulating signs, which by its height, type, square foot area, location, use or structural support does not conform to the requirements of this article.

*Nonilluminated sign:* A sign, which has no source of artificial or person-made illumination either directly or indirectly.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 31 of 48

*Off-premises sign:* A sign, which directs attention to a business, commodity, service, product or activity not conducted, sold, offered or available on the premises where such sign is located.

~~*Opinion sign:* A sign containing language, wording or an expression not related to the economic interests of the speaker and its audience, such speech generally considered to be ideological, political or of a public interest nature; or a sign indicating belief concerning an issue, name, cause or affiliation which is not scheduled for an election including, but not limited to, signs advertising political parties or any political information.~~

*Outdoor event sign:* A temporary sign identifying an outdoor event, which is of general interest to the community.

*Panel sign:* A sign having the sign face or faces supported between two (2) columns or poles, with no open area between such columns or poles and the sign face(s).

*Parapet:* A false front or wall extension above the roof line of a building.

*Pennant sign:* (see banner or pennant sign).

*Permanent sign:* Any sign which, when installed, is intended for permanent use. For the purposes of this article, any sign with an intended use in excess of six (6) months from the date of installation shall be deemed a permanent sign.

*Pole sign:* A freestanding sign erected upon a pole or poles which are visible and wholly independent of any building or other structure for support.

*Primary or principal frontage:* That building frontage designated by the owner/occupant to be the primary use when the business frontage is on more than one (1) street.

*Project sign:* A temporary sign announcing a project to be under construction or an intended use of the premises, upon which such sign is located, in the immediate future.

*Projecting sign:* A sign attached to and supported by a building or other structure and which extends at any angle therefrom.

*Public service sign:* A sign erected by a governmental authority, within or immediately adjacent to a right-of-way, indicating the location of public or governmentally owned facilities, such as airports, public transportation, hospitals, schools, parks or indicating street names or other messages of public concern.

*Pylon:* An enclosed, tower-like structure, which is erected as an extension above or an addition to a building primarily for non-functional or decorative purposes.

*Pylon sign:* A sign affixed to a pylon.

*Real estate sign:* A temporary sign erected by the owner or his or her agent indicating property which is for rent, sale or lease, including signs pointing to a property which is open for inspection by a potential purchaser, ~~(open house sign) or a sign indicating "shown by appointment only" or "sold."~~

~~*Religious sign:* A shape symbolizing a religion or religious belief.~~

*Roof sign:* A sign erected or placed over or on a roof, which is dependent upon the roof, parapet or upper walls of any building for support and which does not extend above the roof line.

*Sales office sign:* A sign identifying a construction project ~~sales~~ office.

*Sandwich or sidewalk sign:* A movable sign not permanently secured or attached to the ground or to a structure and which may have two (2) faces, usually hinged at the top.

*Sign:* Every device, frame, letter, figure, graphic, character, mark, permanently fixed object, ornamentation, plane, point, design, picture, logo, stroke, stripe, symbol, trademark, reading matter or other representation for visual communication that is used for the purpose of bringing the subject thereof to the attention of others.

*Sign face:* The part of a sign encompassed within a border, frame or cabinet and pertaining to a specific topic, visible from one (1) direction, that is or can be used for communication purposes, including

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

any background material, panel, trim, color or direct or self-illumination that differentiates the sign from the building, structure, backdrop surface or other object, or other sign upon, beside, beneath, above or against which it is placed.

*Sign label:* A label issued by the Code and Zoning Enforcement Division ~~bearing the number of the permit issued for a specifically identified sign.~~

*Sign width:* The horizontal distance, in lineal feet, measured along the lower edge of a sign cabinet, box, frame or other surface containing a sign face.

*Sign structure:* Any structure erected for the purpose of supporting a sign, including decorative cover and/or frame.

*Snipe sign:* A sign of any material, including paper, cardboard, wood or metal, which is tacked, nailed, pasted, glued or otherwise affixed to a pole, tree, stake, fence, structure, building, trailer, dumpster or other object, with the message thereon not applicable to the present use of the premises upon which the sign is located.

*Strip lighting:* Lighting in the form of luminous or gaseous tubes used to draw attention to a building or structure, usually outlining a building, or portion thereof, or a sign.

*Subdivision sign:* A sign ~~indicating the name of a~~ located at the entrance to the subdivision, neighborhood, cluster of buildings or other subdivision of real property.

*Temporary sign:* Any sign, other than a snipe sign, with an intended use of six (6) months or less.

*Traffic control sign:* Any sign used to control traffic on public streets or private property, ~~such as speed limit, stop, caution, one-way, do not enter, tow-away zone or no parking signs.~~

*Trailer sign:* A sign which is designed to be transported, as a trailer is transported, on its own wheels, even though the wheels of such signs may be removed and the remaining chassis placed on or attached to the ground.

*Under canopy sign:* A sign permanently affixed to and suspended from the underside of a canopy or marquee.

*Use-related informational sign:* ~~A sign pertaining to goods, products, services or facilities which are available on the premises where the sign is located, but which are incidental to the main activities therein, including a credit card insignia.~~

*Vehicle sign:* A sign affixed to or painted on a transportation vehicle including automobiles, trucks, boats, trailers, and campers for the purpose of identification or advertisement. Vehicle signs required by law signifying licensing information shall not be included in this definition.

C. *Prohibited signs.* Any sign not specifically permitted is prohibited, including, but not limited to the following signs:

- (1) Animated signs;
- (2) Banner or pennant signs;
- (3) Balloon signs;
- (4) Bench signs on privately owned property;
- (5) Flags, except as permitted by this Section;
- (6) Pole signs, except as expressly permitted;
- (7) Projecting signs;
- (8) Roof signs, extending above the roof line;
- (9) Sandwich or sidewalk signs;
- (10) Snipe signs;

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 33 of 48

- (11) Trailer signs; and
- (12) Vehicle signs.

D. *Nonconforming signs.*

- (1) Any legally erected permanent sign, which does not conform to all of the provisions of this article may remain for five (5) years after the date such sign fails to conform to this article, or until any of the following events transpire, whichever occurs first.
  - (a) Any change of copy on a sign pertaining to a single entity or a change of more than fifty (50) percent of copy on a directory sign or other multi-tenant sign within a ninety (90) day period;
  - (b) Abandonment of a sign, as defined by this Section;
  - (c) Repair or reconstruction of a sign in disrepair, regardless of the reason for the deteriorated condition of the sign;
  - (d) Relocation of any sign for any reason; or
  - (e) Expiration of any temporary sign permit.
- (2) At the end of the five (5) year period, all signs, shall comply with the provisions of this code, including the master sign plan requirements in this Section, "Master Sign Plans."
- (3) Nonconforming signs, may be refurbished or repaired, provided no structural alterations are involved.
- (4) Signs or sign structures which were never lawfully permitted shall not be determined as legally nonconforming signs and shall be subject to immediate removal without the benefit of any amortization period.

E. *Sign permits.*

- (1) *Permit applications.* Sign permit applications shall comply with Section 47-22.
- (2) *Exempt signs.* Permits shall not be required for the following signs, provided the sign area is six (6) square feet or less and the sign is non-illuminated:
  - ~~(a) Building identification signs;~~
  - (a)(b) On-premises directional signs;
  - ~~(b)(c)~~ Flags, as permitted by this Section;
  - (c) (d) Garage sale signs;
  - (d) (e) General information signs;
  - (e) (f) Hanging signs;
  - (f) (g) Interior signs;
  - (g) (h) Model signs;
  - ~~(h) (i) Nameplate signs;~~
  - (i) (j) Real estate signs; and
  - (j) (k) Religious signs;
  - ~~(k) (l) Use-related informational signs; and~~
  - (l) (m) Window signs.
- (3) *Permits shall not be required for the following signs:*
  - (a) Holiday or seasonal signs;

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 34 of 48

- (b) Murals;
- ~~(c) Opinion signs;~~
- (c) ~~(d)~~ Public service signs;
- (d) ~~(e)~~ Traffic control signs; and
- (e) (f) Any sign on a plot, or portion of a plot, used as a farm and pertaining to farm activities.

F. *Maintenance and removal.*

- (1) All permitted signs and sign structures shall be maintained in good condition and not allowed to remain in a state of disrepair. Any such sign shall either be removed or repaired within thirty (30) days of notice to the sign owner and/or property owner.
- (2) Any abandoned sign shall be removed by the sign owner or by the property owner, if the sign owner cannot be verified or located, within thirty (30) days of notice to the sign owner and/or property owner.

G. *General sign requirements for permanent signs.*

- (1) *Changeable copy signs.* Such signs shall not exceed fifty (50) percent of the maximum permitted area of a sign.
- (2) *Directional and general information signs.* Such signs may be double-faced, may be monument, pole or building wall signs, shall be adjacent to paths of vehicular or pedestrian traffic, and shall be no larger than six (6) square feet in sign area and four (4) feet in height, except for building wall signs which may be incorporated into the aggregate permitted sign area for such signs. Such signs may be off-premises signs, provided they are not located more than five hundred (500) feet from the facilities referenced on the sign and are not less than five hundred (500) feet apart; except that directional signs for shopping center out parcels shall not be subject to distance limitations. Off-premises directional and general information signs are subject to permit requirements.
- (3) *Illumination of signs:* Where permitted, sign illumination shall be provided by one (1) of the following methods:
  - (a) *Internally illuminated message.* The sign face is made of an opaque material and the copy is cut out of the material and replaced with translucent material. The sign's light source is inside the sign.
  - (b) *Internally illuminated sign.* The sign face is made of translucent material with an internal light source.
  - (c) *Back lighting.* The copy is raised beyond the sign face and the lighting illuminates the copy from behind in the form of back lighting or reversed channel lighting.
  - (d) *Shielded spotlight.* The sign face and copy are lighted by spotlights specifically directed at it. Such spotlights shall be fully shielded so that they are not visible from streets or adjoining property and so that there is no light spillage beyond the sign face.
  - (e) *Neon.* The copy is conveyed through the use of neon tubing or the sign face is outlined by neon tubing.
- (4) *Landscaping.* All developed nonresidential properties shall provide landscaping at the base of any freestanding sign on the plot in accordance with Section 47-39.A.13, Functional Landscaping and Xeriscaping.
- (5) *Logos and religious signs.* Logos and religious signs shall not exceed fifty (50) percent of any sign area.
- (6) *Monument signs.*

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

- (a) *Sign structure.* The supporting structure of a monument sign shall not be less in width than twenty (20) percent of the width of the sign face, inclusive of any box, cabinet or frame. The supporting structure for sign faces, inclusive of any box, cabinet or frame, which are less than nine (9) feet in width, may be less than twenty (20) percent of the width of the sign face but not less than eighteen (18) inches. ~~No copy shall be permitted on the supporting structure other than the building address.~~
- (b) *Minimum clearance.* All monument signs having a supporting structure less in width than the sign face, inclusive of any box, cabinet, border or frame, shall maintain a minimum vertical clearance of eight (8) feet, except that such signs eight (8) feet in height or less shall maintain a maximum vertical clearance of three (3) feet. Vertical clearance shall be measured from the sidewalk adjacent to the sign or, in the absence of sidewalks, measured from the crown of the right-of-way adjacent to the sign, to the bottom of the box, cabinet, border or frame of the sign face.
- (7) ~~*Opinion signs.* Opinion signs may constitute all or any part of the total area of any sign permitted in this article. Such signs may only be illuminated in business, commercial or industrial districts.~~
- (8) *Setbacks.* Freestanding signs of any type shall not be subject to front yard or street side setbacks specified in any zoning district, but shall be located no closer than five (5) feet from any dedicated right-of-way or recorded road easement and shall not be closer than three (3) feet from any other privately owned property and, in nonresidential districts, not closer than twenty-five (25) feet from any residentially zoned property. Setbacks shall be measured from the edge of the sign face, cabinet, border or the outermost portion of the sign structure, whichever is closer to the plot line.
- (9) *Sight distance triangle.* No sign structure of any type shall be located within twenty-five (25) feet of the intersection of any two (2) public or private streets or within an area of property on both sides of an access way or driveway formed by the intersection of each side of the access way and the public right-of-way line with both sides of the triangle being fifteen (15) feet in length from the point of intersection and the third side being a line connecting the ends of the other two (2) sides. The sign face of a monument sign may extend into the sight triangle to the minimum setback.
- (10) *Strip lighting.* Strip lighting shall be permitted solely to outline a building, window or door area of commercial and industrial establishments, and shall be limited to a total footage equivalent to twice the building frontage. The size of the tubing shall not exceed forty (40) millimeters and transformers for strip lighting shall not be larger than thirty (30) milliamperes. Strip lighting shall not extend above the roof line of any building.
- (11) *Under canopy signs.* Such signs shall have a minimum vertical clearance of eight (8) feet and shall not exceed six (6) square feet in sign area. Copy shall be limited to the name or the main character of the establishment the sign serves.
- (12) ~~*Use-related informational signs.* Such signs shall not exceed fifty (50) percent of the total permitted sign area, except that they may constitute one hundred (100) percent of any changeable copy sign.~~
- (13) *Window signs.* Window signs, including neon signs, shall not cover more than twenty (20) percent of any individual window or door area.
- H. *Basic design schedule for nonresidential signs.* All permitted permanent signs shall comply with the following limitations and requirements unless otherwise specified.
  - (1) Building wall signs, graphic signs, canopy signs, marquee signs, pylon signs or roof signs.
    - (a) Letters, cabinets or borders shall not exceed the height of any canopy or marquee upon which the sign is affixed;
    - (b) The maximum length shall not exceed eighty (80) percent of the building frontage; and

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

- (c) The total area of any building wall sign, graphic sign, pylon sign or roof sign shall not exceed twenty (20) percent of the building frontage.
- (2) *Awning or umbrella signs.* The sign copy may only be located on the portion of the awning or umbrella which is parallel to the building to which it is affixed or at a ninety (90) degree angle to the ground.
- (3) *Directory signs, fence or freestanding wall signs, freestanding signs, identification signs, monument signs, panel signs.* The maximum height of all such signs shall be in accordance with the following, unless otherwise specified in Section 47-39.A.15.:

<b>Right-of-Way Width (in Feet)</b>	<b>Maximum Height of Sign (in Feet)</b>
0—50	8
51—80	10
81—100	14
101—120	18
Over 120	25

- (a) Where a sign is proposed to be erected within one hundred (100) feet of the intersection of two (2) streets where the right-of-way widths differ, and will be visible from both such streets, the maximum height of the sign shall be determined using the narrower of the two (2) rights-of-way.
- (b) The maximum area of any such sign shall be in accordance with the following:

<b>Aggregate Frontage (in Feet)</b>	<b>*Maximum Area of Sign (in Square Feet)</b>
100 feet or less	32**
101—250	48**
251—500	60
501—1,000	80
Over 1,000 feet	120

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 37 of 48

\* The maximum areas specified apply to each sign face of a double-faced sign.

\*\* The maximum height of these signs shall not exceed fourteen (14) feet.

I. *Permitted permanent signs.* Signs specified in Figure 1 in this subsection I. shall be permitted subject to limitations contained in Section 47-39.A.15. and subject to the following additional limitations and requirements:

(1) *Multiple family residences.* The following signs shall be permitted for all multiple family residences:

(a) Two (2) building identification signs for each building on a multiple family plot, which shall be building wall signs, monument signs or hanging signs, and which shall not exceed five (5) square feet in sign area per sign. Monument signs shall not be higher than five (5) feet;

(b) One (1) nameplate sign per dwelling unit, not to exceed one and one-half (1½) square feet in sign area;

(c) Directional and general information signs;

~~(d) Opinion signs, not larger than five (5) square feet in sign area;~~

~~(d)(e)~~ Garage sale signs; and

~~(e)(f)~~ Building identifications may be illuminated by shielded spotlights or internal illumination.

(2) *Freestanding schools, places of worship, community facilities, and hospitals.* The following identification signs, ~~which may include logos or religious signs,~~ shall be permitted for freestanding schools, places of worship, community facilities, and hospitals:

(a) One (1) freestanding identification sign, which may be double-faced and which may be a monument sign, fence or freestanding wall sign or panel sign along the frontage. If there is frontage on more than one (1) street, one (1) sign shall be permitted along the primary or principal frontage, and one (1) additional sign shall be permitted along one (1) additional frontage, not larger than three-quarters (¾) the permissible height and one-half (½) the permissible area of the primary frontage sign. Box or cabinet signs may be internally illuminated. Painted or graphic signs may be illuminated by shielded spotlights. Individual letter signs may be illuminated either by internal illumination or by shielded spotlights;

(b) One (1) identification sign in the form of a building wall sign, graphic sign, canopy sign, marquee sign or pylon sign on each building frontage. Such signs may be box or cabinet or individual letter signs. Signs may be illuminated by internal illumination or shielded spotlights;

(c) Changeable copy signs ~~and use-related information signs;~~

(d) Directional and general information signs;

(e) Building identification signs; and

~~(f) Opinion signs; and~~

~~(f)(g)~~ Outdoor event signs as permitted by Chapter 15, Article V, Outdoor Event.

(3) *Single-family residences.* The following signs shall be permitted for all single-family residences:

(a) One (1) identification sign ~~or nameplate or religious sign,~~ not larger than three (3) square feet in area, which shall be a building wall sign, a fence or freestanding wall sign or a hanging sign;

~~(b) Opinion sign;~~

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 38 of 48



- (~~b~~)-(e) General information signs not exceeding a total of three (3) square feet in area for all such signs;
- (~~c~~)-(d) Garage sale signs; and,
- (~~d~~)-(e) No sign shall be illuminated.
- (4) *Subdivision signs.* Subdivision signs shall be permitted in all residential zoning districts subject to the following limitations:
- Two (2) signs shall be permitted at the primary entrance to a subdivision, neighborhood or multiple family complex, a maximum of thirty-two (32) square feet in sign area per sign and not exceeding eight (8) feet in height. One (1) additional sign shall be permitted at any other entrance, one-half ( $\frac{1}{2}$ ) the permissible area and three-fourths ( $\frac{3}{4}$ ) the permissible height of a primary sign;
  - Subdivision signs shall be monument signs or fence or freestanding wall signs; and
  - Signs may be illuminated by any means specified in Section 47-39.A.15.G.

**Figure 1.**

Key to Zoning Districts	
RS	Detached One-Family Residential District
RM	Mutiple-Family Residential Districts

**Sign Type/Function Permissibility by Zoning Category**

X = Affirmative  Negative  C = Conditional	Zoning Categories	
	RS	RM
<b>FUNCTIONAL SIGNS</b>		
Billboard Sign		
Building Identification Sign	X	X
Changeable Copy Sign	X	X
Contractor Sign	X	X

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 39 of 48

Directional Sign	X	X
<u>Election-related</u> Sign	X	X
Flags	X	X
Garage Sale Sign	C	C
General Information Sign	X	X
Grand Opening Sign		C
Holiday or Seasonal Sign	X	X
<del>Identification</del> Sign		<del>X</del>
Logo		X
Model Sign	X	X
<del>Nameplate</del> Sign	<del>X</del>	<del>X</del>
<del>Opinion</del> Sign	<del>X</del>	<del>X</del>
Outdoor Event Sign	C	C
Project Sign	X	X
Public Service Sign	X	X
Real Estate Sign	X	X
<del>Religious</del> Sign	<del>X</del>	<del>X</del>
Sales Office Sign	X	X
Subdivision Sign	X	X
Traffic Control Sign	X	X
Building Wall Sign	X	X
Double-faced Sign		X

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page **40** of **48**

Fence or Freestanding Wall Sign	X	X
Freestanding Sign	X	X
Graphic Sign		X
Hanging Sign	X	X
Illuminated Sign	X	X
Monument Sign	X	X
Non-illuminated Sign	X	X
Pylon Sign		X
Strip Lighting		X

J. *Master sign plans.*

- (1) For all plots having more than two (2) tenants displaying signs, a master sign plan shall be approved by the Building Code Services Division.
- (2) No sign permits shall be issued contrary to the master sign plan.
- (3) The master sign plan shall meet all of the provisions of this article and shall include the following:
  - (a) An elevation plan, drawn to scale, depicting all signs placed or to be placed on the buildings on the plot;
  - (b) A site plan, drawn to scale, indicating the location of all freestanding signs erected or to be erected on the plot, including setbacks;
  - (c) A scale drawing of all freestanding signs depicting the sign type, height, dimensions and sign area, including the sign structures;
  - (d) For directory signs or other signs providing for more than one (1) tenant, the amount of sign area allocated for each tenant shall be indicated;
  - (e) The standards for letter styles, letter colors, letter heights, and background colors to be used for the various types of signs on the plot. The size and type of items of information may be varied for major or anchor tenants in a shopping center;
  - (f) The types of illumination to be used for each type of sign; and
  - (g) A statement indicating how many anchor tenants will be on the site and sign criteria for same insofar as letter styles, colors, letter heights.
- (4) For new projects, the master sign plan shall be submitted at the time of final site plan submittal.
- (5) For existing buildings, the property owner(s) or their agent shall submit a master sign plan which complies with all of the provisions of this article within five (5) years of the effective date

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 41 of 48

of this article. If a master sign plan has not been approved within the five (5) year period, no sign permits shall be issued until such master plan has been submitted and approved.

- (6) Once the master sign plan has been approved for a plot, the criteria shall apply to the entire plot shown on the master sign plan, as well as each individual tenant or occupant, and shall remain as long as the building(s) exist, regardless of change of ownership, management or occupancy, or until a complete new master sign plan has been submitted and approved.
- (7) No part of an approved master sign plan may be waived by the hearing officer.
- (8) All existing signs on the plot must conform to the master sign plan within a period of one (1) year from approval of the plan.

K. *Temporary signs.*

- (1) The provisions of this section shall pertain to the erection, placement, and maintenance of all temporary signs, other than those specified in Article XIII, Conditional Uses, of this Code.
- (2) Temporary signs shall be permitted in addition to any other permitted sign on private property and shall be exempt from all other provisions of this Article, provided such signs fully comply with this section.
- (3) The following types of signs may be erected as temporary signs:
  - (a) Contractor signs
  - (b) Election-related signs
  - (c) Model signs
  - (d) Project signs
  - (e) Real estate signs
  - (f) Sales office signs
- (4) A permit as required in Section 47-22, shall be obtained for any temporary sign six (6) square feet or larger in size.
- (5) Temporary signs on developed plots shall not be larger or higher than any permanent sign permitted on the premises where the sign will be located.
- (6) Temporary signs on undeveloped plots shall not exceed the following:
  - (a) For parcels less than one (1) acre in area, a maximum of twelve (12) square feet in sign area and six (6) feet in height above the ground;
  - (b) For parcels between one (1) and ten (10) acres in area, a maximum of sixteen (16) square feet in area and six (6) feet in height above the ground; and
  - (c) For parcels over ten (10) acres in area, a maximum of twenty-four (24) [square] feet in sign area and eight (8) feet in height above the ground.
- (7) Temporary signs shall be limited to one (1) sign of each type specified herein for each one thousand (1,000) lineal feet of street or waterway frontage of a plot, except that:
  - (a) One (1) model sign shall be permitted at the location of each model on a residential development under construction not to exceed three (3) square feet in sign area per sign and three (3) feet in height above the ground; and
  - (b) One (1) election-related sign shall be permitted for each street frontage per plot for each candidate and issue.

Such signs may be double-faced and may be a hanging sign, a building wall sign, pole sign or window sign. All freestanding signs shall be set back a minimum of five (5) feet from any plot line.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 42 of 48

- (8) Where two (2) or more types of temporary signs are combined on one (1) sign face or sign structure, then the sign area may be increased by twenty (20) percent.
- (9) No temporary sign shall be placed on public property or property owned or used by Broward County or any other governmental entity. Signs placed in violation of this provision shall be subject to removal without notice by Broward County.
- (10) A real estate sign in a residential area may be increased in size by a maximum of fifty (50) percent of the permitted sign size to accommodate additional information: ~~such as "By Appointment Only," "Sold" or "Open House."~~ "Open House" signs:
  - (a) May only be displayed while the premises are actually available for inspection by a prospective buyer or tenant;
  - (b) May be off-premises signs, provided they are not less than four hundred (400) feet apart, are not more than three (3) square feet in area, are not more than three (3) feet in height; ~~and~~
  - (c) May only be displayed on private property; and,
  - (d) Information boxes shall not be considered a sign.
- (11) All temporary signs shall be removed within ten (10) days after the conclusion of the ~~election event~~, to which any temporary sign pertains, or the development, construction or sale of any building or property to which any temporary sign pertains, or shall be removed after the expiration of six (6) months from the erection of the sign, whichever occurs first.

...

#### ARTICLE V. - GARAGE, YARD AND OTHER OCCASIONAL SALES

##### Section 23-117. - Definition.

For the purposes of this article, garage sale shall mean any sale or offering for sale of personal property by a person of a family or other household unit, upon any residentially zoned property. ~~The term shall include but not be limited to all such sales and shall include the advertising of any such sale or the offering to make any such sale. The term includes lawn sale, yard sale, front yard sale, backyard sale, home sale, attic sale, rummage sale, patio sale, driveway sale, or any similar designation. The term "garage sale" does not include the sale or offering for sale any goods on consignment, nor does it include the sale or offering for sale of goods of more than one (1) family or household.~~

##### Section 23-118. - Exceptions.

The provisions of this article shall not apply to the sale of personal property made under court order or court process by any person acting in accordance with, or pursuant to, any such court order or process.

##### Section 23-119. - Compliance with other regulations.

- (a) Such sales shall be conducted in compliance with all laws, ordinances, rules and regulations not in conflict with this article.
- (b) Payment of local business tax is not required.

##### Section 23-120. - Display of sale property.

All merchandise to be sold at such sales shall be displayed only upon private property, and at no time shall merchandise be displayed on a public right-of-way or swale area.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page 43 of 48

## Section 23-121 - Signs.

~~Signs advertising such sales shall be displayed only during the times of the sale. In no case shall the signs be placed on any property other than the property of the residence or the public right-of-way. Signs advertising such sales must be removed within twenty-four (24) hours after the sale. Failure to remove such signs shall result in a fine of fifty dollars (\$50.00) for the first offense; one hundred dollars (\$100.00) for the second offense; and one hundred fifty dollars (\$150.00) for the third offense.~~

All signs associated with this section shall comply with section 25-24 – Temporary signs.

...

## Chapter 25- STREETS AND SIDEWALKS

### Section 25-23 – Event Banner Signs

No person shall install an event banner sign without having first obtained a permit from the Department of Sustainable Development and subject to the following criteria.

Event banner signs. Event banner signs are prohibited, except as provided in this section. An event banner sign may be permitted for a legitimate public purpose such as advertising City-sponsored or co-sponsored events and shall only be permitted as follows:

(a) City-sponsored events. Events sponsored solely by the city need not make application.

(b) City co-sponsored events.

(1) Event banner signs may be displayed in association with city co-sponsored events as approved by the City Commission that serve a legitimate public purpose.

(2) Application criteria:

a. An application for the display of an event banner sign for any such event shall be filed with the Department of Sustainable Development.

b. Event banner applications shall include the following:

i. A drawing indicating the utility poles or highway trusses proposed to be used for displaying event banners

ii. A letter or letters of permission from the owner or owners of the poles or highway trusses granting permission and shall indemnify and hold harmless the city for any damage or injury that may occur as a result of such display

iii. Event banners proposed to be placed within median areas shall include a site plan for review and approval by the Urban Design and Planning division of the Department of Sustainable Development.

(3) Display criteria:

a. Event banners may be displayed for a maximum of thirty (30) days subject to a Site Plan Level I development permit with a fifteen-day Commission Request for Review (CRR).

b. Event banners may be displayed for periods longer than thirty (30) days subject to Site Plan Level I development permit with City Commission approval.

c. Event banners shall include the following:

i. The name of the event

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

- ii. The date or dates of the event
  - iii. The name or logo of the city. Lettering used to identify the city shall be uniform and shall be no smaller than four (4) inches in height and shall not exceed six (6) inches in height. Logos of the city shall be no smaller than six (6) inches in height and shall be no more than eight (8) inches in height.
  - d. The text of the event banner shall not contain product logos. The name of a company sponsoring such an event may be included in the text of the event banner only if identified as a sponsor on the banner or if it is a part of the name of the event.
  - d. Event banners displayed on highway trusses or pedestrian bridges shall be limited in size to three (3) feet by thirty (30) feet with a minimum height clearance of the sign and any appurtenances above the roadway of sixteen (16) feet.
  - e. Event banners displayed on utility poles shall be limited to a maximum size of eight (8) feet by three (3) feet with a minimum height clearance of fifteen (15) feet above a roadway from the lowest point of the banner and shall be suspended lengthwise from a utility pole and attached to such pole at each end.
- (4) Location criteria:
- a. No event banner shall be placed over a railroad crossing or on an Intracoastal bridge.
  - b. No event banners shall be permitted in medians unless there are no utility poles.
  - c. No event banner shall be located over a railroad crossing or on an Intracoastal bridge.
  - d. Only one (1) event banner may be displayed on highway trusses and each highway truss may only display a maximum of two (2) event banners.
  - e. Any event to be advertised must be physically conducted within the corporate limits of the city.
  - f. Display of event banners shall be limited to the following areas with the municipal City of Fort Lauderdale:
    - i. Federal Highway from the corporate limit in the south to the corporate limit in the north.
    - ii. Cypress Creek Road from corporate limit east to Federal Highway.
    - iii. Commercial Boulevard from corporate limit east to Intracoastal Waterway.
    - iv. Oakland Park Boulevard from corporate limit east to State Road A-1-A.
    - v. Sunrise Boulevard from corporate limit east to State Road A-1-A.
    - vi. Broward Boulevard from corporate limit east to Federal Highway
    - vii. Las Olas Boulevard from S.W. 7th Avenue to State Road A-1-A.
    - viii. 17th Street from Federal Highway to State Road A-1-A.
    - ix. Davie Boulevard from corporate limit east to Federal Highway.
    - x. Andrews Avenue from corporate limit to the north to State Road 84 to the South.
    - xi. Federal Highway from State Road 84 north to N.E. 6th Street.
    - xii. State Road A-1-A from corporate limit to the north to 17th Street.
    - xiii. Powerline Road.
    - xiv. State Road 7.
    - xv. State Road 84.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

- xvi. Sistrunk Boulevard from Federal Highway west to the corporate limit.
- xvii. S.W./N.W. 7th Avenue from Las Olas Boulevard north to Sunrise Boulevard.
- xviii. S.E./N.E. 3rd Avenue from 17th Street north to Sunrise Boulevard.
- xix. NE 13th Street from NE 4th Avenue to NE 15th Avenue.
- xx. SW 2nd Street from SW 7th Avenue to SW 3rd Avenue.

(4) Fees:

- a. A refundable deposit shall be paid to the Department of Sustainable Development to guarantee the removal of the event banner within seventy-two (72) hours of the expiration of the permit subject to the following schedule:

<u>Number of Event Banners</u>	<u>Amount of Deposit</u>
<u>1—10</u>	<u>\$100.00</u>
<u>11—25</u>	<u>300.00</u>
<u>26—35</u>	<u>500.00</u>
<u>36—50</u>	<u>700.00</u>
<u>More than 50</u>	<u>900.00</u>

- b. A non-refundable permit processing and application fee of ten dollars (\$10.00) per event banner will be charged but, in no case, more than one thousand dollars (\$1,000.00) per applicant or event.
- c. Event banner refundable deposits may be paid on an annual basis in the amount of one thousand dollars (\$1,000.00).

(5) Exemptions – the following are exempt from the requirements of this section:

- a. Use of American flags in accordance with federal law and the rules established for display of the flag.
- b. The use of authentic national, state, city flags.

Section 25-24. - Temporary Signs.

- A. Temporary signs are signs not permanently affixed or installed and display a message that is temporary in nature and relates to a specific location, event or occurrence. This section differentiates between the types of temporary signs in order to allow for the different needs of this type of sign. Temporary signs include real estate signs, election-related event signs, off-premise directional signs, and builder's signs. Temporary signs do not require a permit.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page **46** of **48**



- B. The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Temporary builders sign: A sign used temporarily solely for the purpose of information concerning displayed temporarily on a property during a period of time in which active city-permitted construction or improvements are being made on the property where the sign is placed. Such signs are typically used solely for the purpose of information concerning the active construction or improvements.

Temporary real estate sign: A sign used for the purpose of displayed temporarily during the period of time in which the property offering the property on which the sign is placed is offered for sale, rent or lease.

Temporary sign: An on-premise sign that is intended or appears to be intended to be displayed for a limited period of time.

1. Temporary Real Estate Signs

- a. In residentially zoned districts, except in RO, ROA and ROC, the size of each real estate sign shall be limited to an area of not more than four hundred eighty (480) square inches per side, and may permit lettering on both front and rear. In RO, ROA, ROC, and all other districts, such signs shall be limited to sixteen (16) square feet. No more than two (2) accessory signs may be placed on a temporary real estate sign and their area shall be included within the four hundred eighty (480) square inches allowed.
- b. One (1) temporary real estate sign for each street front shall be permitted on a property and shall relate only to the premises on which it is erected. The word "property" is defined as one (1) or more lots, part of a lot or parts of lots as may constitute the extent of the property being offered for sale, rent or lease.
- c. In all business areas in the city, no temporary real estate signs will be allowed having more than sixteen (16) square feet in area. No fees shall be charged for such signs nor shall a permit be required therefor.

2. Off-Premise Directional Signs

- a. The intent of off-premise directional signs is to direct interested parties to events, locations, or areas. Off-Premise directional signs shall solely be for the purposes of directions and provide information of an event. In all residential districts. In all residential districts in the city, no off-premise directional sign shall be permitted except those erected by the property owner, owner's agent, or board member of a registered civic association.
- b. An off-premise directional sign shall neither exceed four hundred eighty (480) square inches in area nor be erected to exceed a height of three (3) feet above ground level and to be used only when the owner or agent is on the premises.
- c. Off-premise directional signs shall be limited to the maximum number of signs needed to adequately direct interested parties to the location of the event, location or area, but shall be limited to no more than five (5) signs, staked to the ground and located adjacent or abutting to no more than five (5) parcels of property.
- d. Off-premise directional signs will be permitted for a period not to exceed twenty four (24) hours provided the sign is located within the swale area or median of the right-of-way and with the written permission of the adjacent property owner. In no case shall signs be located within the vehicular travel lanes or on the sidewalk.
- e. In addition to any penalty for violation of the foregoing provisions regulating off-premise directional signs, any such sign which does not comply with the provisions will be removed by

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

the city and will not be returned to the owner until a retrieval fee of five dollars (\$5.00) per sign is paid.

3. Temporary Election-Related Signs.

- a. An election-related campaign sign may be displayed for sixty (60) days prior to an election-related event.
- b. Election-related campaign signs may be displayed in windows of all business establishments. All other election-related signs shall be erected or placed only upon private property with the express permission of the property owner.
- c. Each candidate for municipal office shall make a good faith effort to remove all of her or his temporary signs within thirty (30) days after withdrawal of her or his candidacy, having been eliminated as a candidate, or being elected to office, whichever occurs first.
- d. Election-related signs placed upon public or private property without the consent of the property owner may be removed by the city and a fee may charged to the candidate for the cost of such removal.
- e. The provisions of the ULDR governing display of signage on motor vehicles shall not apply to election-related signs placed on motor vehicles.
- f. Election-related signs shall not exceed four hundred eighty (480) square inches in residential districts except in RO, ROA and ROC. In RO, ROA and ROC and all other districts, election-related signs shall not exceed sixteen (16) square feet. Lettering is permitted on both sides of the sign.

4. Builder signs. Builder signs will be permitted anywhere in the city, subject to the following restrictions and conditions:

- a. In all residentially zoned districts, except RO, ROA and ROC, such signs shall not exceed four hundred eighty (480) square inches in area, where the building plot abuts only one (1) street and not more than two (2) such signs facing on different streets, except where a sign is installed on a tool house, and then the total area of such sign shall not exceed sixteen (16) square feet. No other temporary building sign shall be allowed on the plot.
- b. In RO, ROA and ROC zones such signs shall not exceed sixteen (16) square feet in area, where the building plot abuts only one (1) street and not more than two (2) of such signs facing on different streets.
- c. In commercial and general aviation zoning districts such signs shall not exceed six (6) feet by ten (10) feet, where the building plot abuts only one (1) street and not more than two (2) of such signs facing on different streets.
- d. Such signs may not be erected more than ninety (90) days prior to the beginning of actual construction of the project and must be removed when construction is completed.

CODING: Words, symbols, and letters ~~stricken~~ are deletions; words, symbols, and letters underlined are additions.

T17006  
Exhibit 3  
Page **48** of **48**