



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.

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

KG JA 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 form 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.~~ 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.
- 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:~~
 - 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:~~

Number of Event Banners	Amount of Deposit
1—10	\$100.00
11—25	300.00

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

~~adv=q;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.~~

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;
 - 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.
- E.F. *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.
- E.G. *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.
- E.H. *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.
- E.I. *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.
- E.J. *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 (1) 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

- 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
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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.~~
- 10.44. *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.
- 11.42. *Public notices.* Official notices posted by public officers or employees in the performance of their duties.
- 12.43. *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.~~

~~1346. *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.