

## City of Coral Gables Planning Department Staff Report

**To:** Planning and Zoning Board Members

**From:** Planning Department

**Date:** July 8, 2009

**Subject:** **Discussion Item: Awning and Canopy Signage.** This is a discussion of Zoning Code provisions pertaining to signage located on awnings and canopies.

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### Background

This request is being forwarded to the Planning and Zoning Board for consideration as to a possible amendment to the sign code to permit both awning/canopy signage and tenant signage.

Awning and canopy signs are both permitted per the Zoning Code; however, if a business owner has a tenant sign, then awning and canopy signs are not permitted. Business owners have the option of choosing one or the other.

Zoning Code sign provisions (see Attachment A) allow for significant opportunities for businesses to provide both street level and elevated building signage within the CL, C, I and MXD districts. Permitted street level tenant signage for individual businesses includes the following:

- awning or canopy sign
- directory sign
- doorway entrance sign
- plaque sign
- projection sign
- tenant sign, and
- window sign

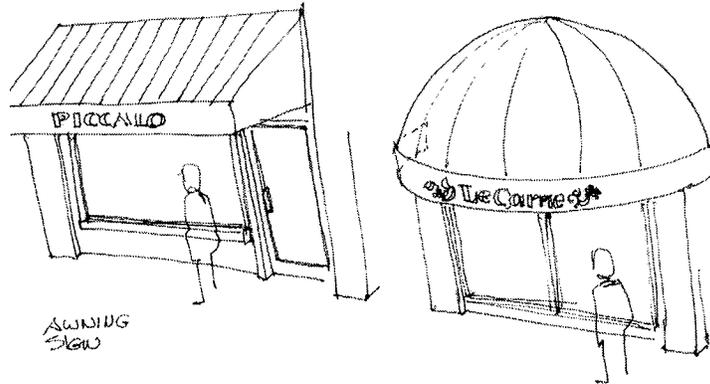
Since the adoption of the new sign code via Ordinance 2003-16 on June 3, 2003 the Zoning Code provisions regarding signage remain largely unchanged. A few minor modifications pertaining to aesthetics were implemented during the Zoning Code rewrite process; however, there were no changes in the types and amount of building signage permitted.

Discussion Item: Awning and Canopy Signage

July 9, 2009

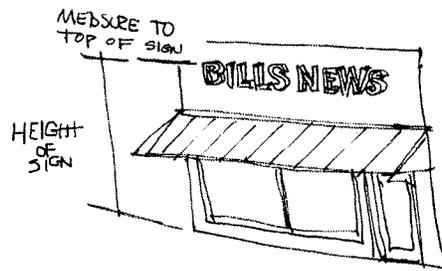
Page 2 of 8

The following are examples of permitted street level signage for tenants:



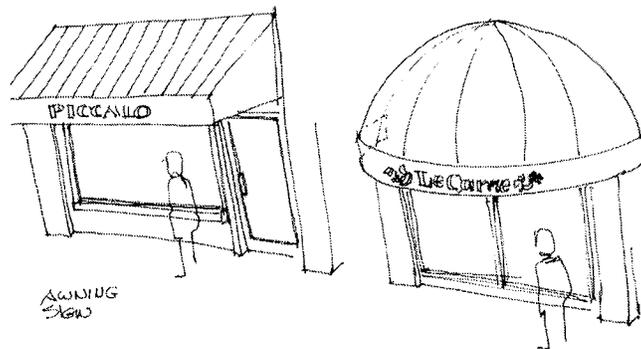
Awning/Canopy Signage

OR



Tenant Signage

**Sign, awning** means a sign incorporated into, attached, affixed to, stamped, perforated, stitched or otherwise applied or painted on a structure made of cloth, canvas, metal or similar material that is affixed to a building and projects. Such signs may or may not be fixed or equipped with a mechanism for raising and holding an awning in a retracted position against the building, an awning or canopy. The sign shall only be permitted on the valence of the awning. (See illustration)

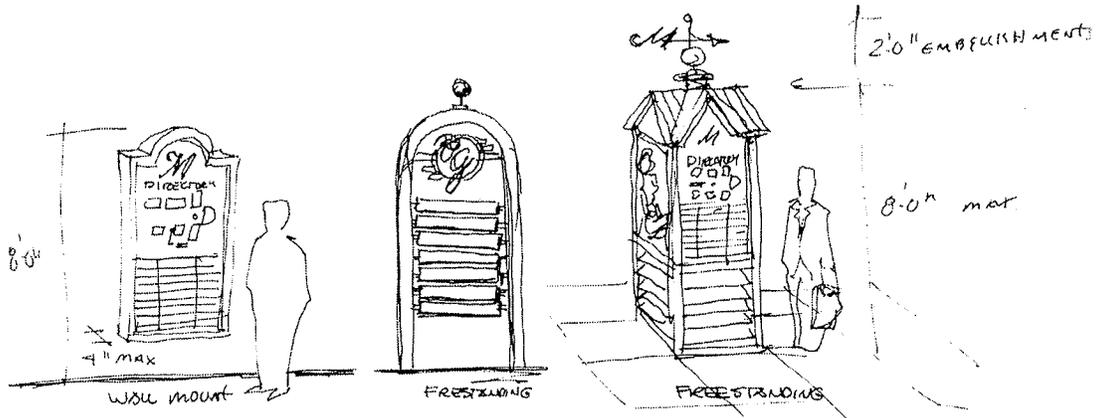


## Discussion Item: Awning and Canopy Signage

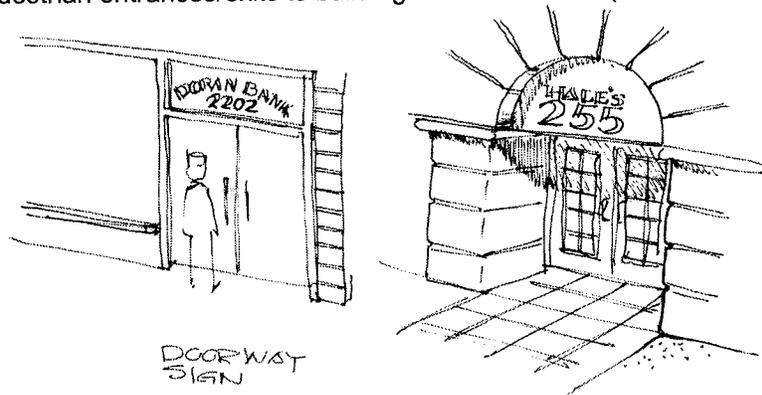
July 9, 2009

Page 3 of 8

**Sign, directory** means a sign, other than an identification sign, listing the names, uses, or locations of the various businesses or activities conducted within a building or group of buildings that is attached to a building or freestanding and is centrally located to provide on-site directions. A directory sign is intended to direct people to destinations on the building site and does not contain advertising copy. (See illustration)



**Sign, doorway** means a sign attached, affixed to or mounted above an entrance doorway with the intent of identifying the pedestrian entrances/exits to buildings and structures. (See illustration)



**Sign, plaque** means a flat plate, slab, or disk that is ornamented or engraved for mounting on a wall or a monument to provide noncommercial information.

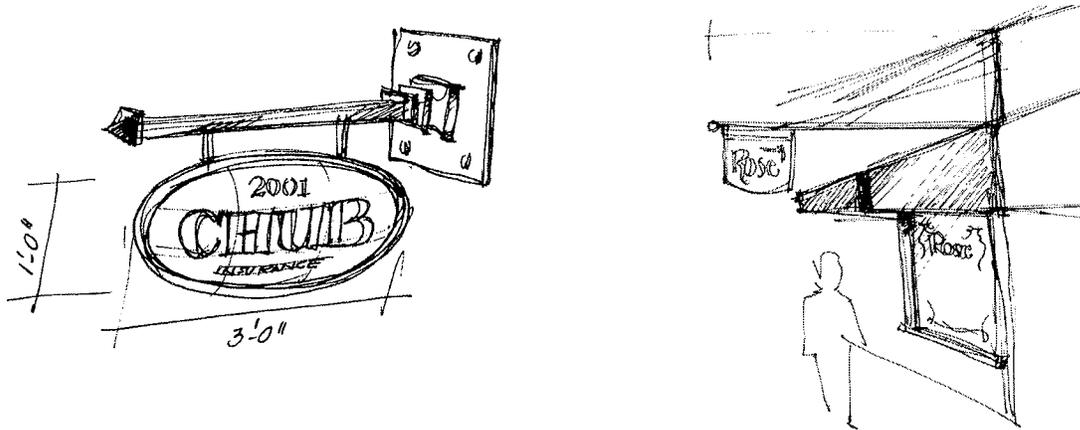


## Discussion Item: Awning and Canopy Signage

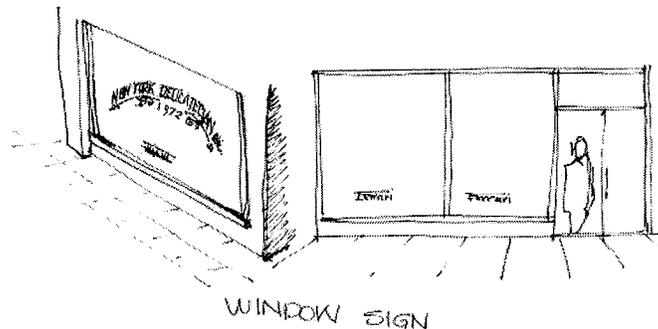
July 9, 2009

Page 4 of 8

**Sign, projection** means a sign, which projects from and is supported by a wall or parapet of a building with the sign face perpendicular or approximately perpendicular to the wall or parapet. The use of logos raised lettering and three-dimensional features or three-dimensional signs is encouraged and permitted. (See illustrations)

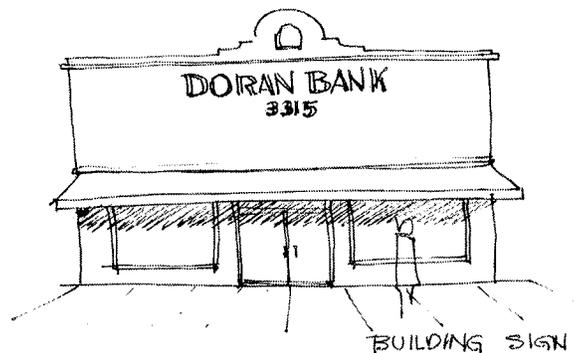


**Sign, window** means any display of lettering, text, words, graphics, symbols, pictorial presentation, numerals, trademarks, numbers, logos, crests, emblems, or any part or combination or other devices used to attract attention, or to identify, or as an announcement that is posted, painted, placed, or attached to or projected upon a window exposed to public view or is visible to persons outside the building. This shall include signs visible or located within ten (10) feet of the interior of a glass area with the intent of being visible from the exterior portions of the building. This does not include merchandise displays or similar fixtures. (See illustration)



**The following are examples of permitted elevated building signage:**

**Sign, building** means an on-site sign-identifying name of a building or institution, of the lawful use/business located on the same property as the business. (See illustration)



# Discussion Item: Awning and Canopy Signage

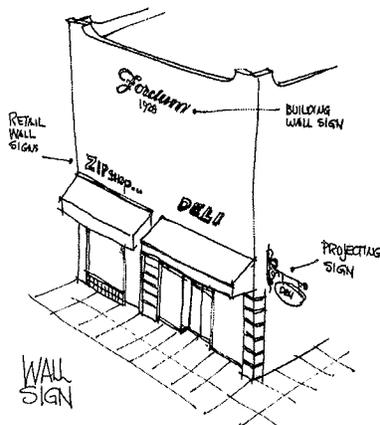
July 9, 2009

Page 5 of 8

**Sign, primary street** means the street right-of-way, towards which the building front or facing is oriented, based upon the existing platted lot configuration.

**Sign, side street** means the adjoining street right-of-way, which is secondary to the front or front face of a building, based upon existing platted lot configuration.

**Sign, wall** means a sign painted or attached on the outside of a building/structure, or attached to, and erected parallel to the face of a building and supported throughout its length by such building/structure. (See illustration)



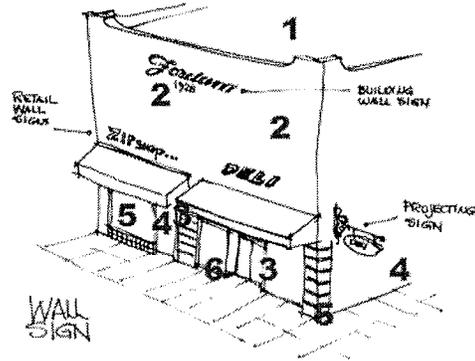
| Type of sign   | Maximum number permitted                  | Maximum sign area   | Maximum length of sign                           | Maximum lettering height | Maximum/minimum height of sign *  | Projection and/or separation **                        | Other requirements  |
|--|---|---|--|--------------------------|---|--|---|
| Wall mounted signs for buildings 45.0 feet or less in height.* | One (1) per street right-of way frontage. | 1. 0.75 square feet per lineal foot of primary street frontage not to exceed 150 s.f.<br>2. 0.25 square feet per lineal foot of side street frontage.   | Fifty (50%) percent of lineal building frontage. | Eighteen (18) inches.    | Twenty-Five (25) feet maximum.  | Twelve (12) inch maximum projection from wall surface. | 1. Building sign or one (1) curvilinear building name sign is permitted. Only one (1) of the above options is permitted.<br>2. Building sign content/ text may include up to two (2) names, tenants, etc.<br>3. No off premises sponsors or advertising signs permitted.<br>4. Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building.  |
| Wall mounted signs for buildings 45.1 to 97.0 feet.*           | One (1) per street right-of way frontage. | 1. 0.75 square feet per lineal foot of primary street frontage not to exceed 150 s.f.<br>2. 0.25 square feet per lineal foot of side street frontage.   | Fifty (50%) percent of lineal building frontage. | Twenty-four (24) inches. | 1. Ninety-seven (97) feet maximum.<br>2. Minimum thirty-five (35) feet.                                       | Twelve (12) inch maximum projection from wall surface. | 1. Building sign or one (1) curvilinear building name sign is permitted. Only one (1) sign of the above option permitted.<br>2. Building sign content/ text may include up to two (2) names, tenants, etc.<br>3. No off premises sponsors or advertising signs permitted.<br>4. Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building. |
| Wall mounted sign for buildings 97.1 feet or more in height.*  | Two (2) per building.                     | Dependent upon location of the one sign the following standards shall apply:<br>1. 1.0 square foot per lineal foot of primary street frontage, not to exceed 200 sq. ft.<br>2. 0.50 sq. ft. per lineal foot of side street frontage or building facade frontage on buildings not fronting on a street frontage, not to exceed 150 sq. ft. | Fifty (50%) percent of lineal building frontage. | Thirty (30) inches.      | 1. Maximum of twenty-five (25) feet above the ceiling of the top floor.<br>2. Minimum ninety-seven (97) feet. | Twelve (12) inch maximum projection from wall surface. | 1. Building sign or one (1) curvilinear building name sign is permitted.<br>2. Building sign content/ text may include up to two (2) names, tenants, etc.<br>3. No off premises sponsors or advertising signs permitted.<br>4. Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building.  |

Examples of all signage available:

Example of total available signs for buildings 3 floors or less

Number of signs

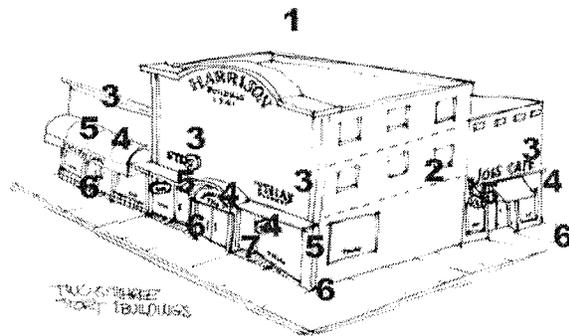
|  |           |
|--|-----------|
| 1. 1 wall sign for primary structure                         | 1         |
| 2. 1 tenant sign or awning signs for each tenant (2 tenants) | 2         |
| 3. Doorway sign - each tenant                                | 2         |
| 4. Street level projection sign                              | 2         |
| 5. Window sign   | 2         |
| 6. Directory sign  | 1         |
| <b>Total signs</b>   | <b>10</b> |



Example of total available signs for building 3 floors or less

Number of signs

|  |           |
|--|-----------|
| 1. 1 wall sign for primary str                               | 1         |
| 2. 1 wall sign for side street                               | 1         |
| 3. 1 tenant sign or awning signs for each tenant (4 tenants) | 4         |
| 4. Doorway sign - each tenant                                | 4         |
| 5. Street level projection sign                              | 4         |
| 6. Window sign   | 4         |
| 7. Directory sign  | 1         |
| <b>Total signs</b>   | <b>19</b> |



Discussion Item: Awning and Canopy Signage

July 9, 2009

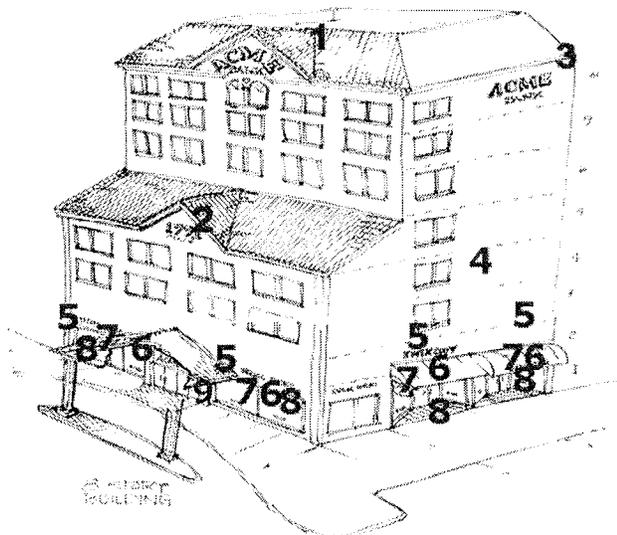
Page 7 of 8

Example of total signs available for buildings 8 or more floors

Number of signs

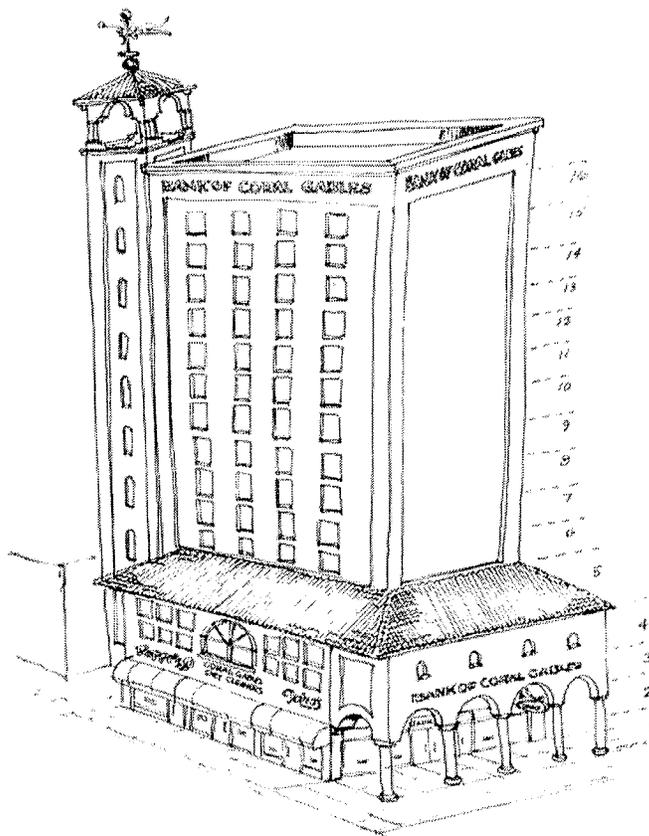
- 1. 1 wall sign for primary str. 1
- 2. 1 wall sign for primary str. 1
- 3. 1 wall sign for side street 1
- 4. 1 wall sign for side street 1
- 5. 1 tenant sign or awning signs for each tenant (2 tenants each street) 4
- 6. Doorway sign - each tenant 4
- 7. Street level projection sign 4
- 8. Window sign 4
- 9. Directory sign 1

Total signs 21



Total signs available for buildings 8 or more floors in height

21 signs available with 4 tenants



**Discussion Item: Awning and Canopy Signage**

**July 9, 2009**

**Page 8 of 8**

**Recommendation**

Based upon the numerous opportunities for signage as exhibited herein, the Planning Department is recommending no changes to the Zoning Code provisions for signs at this time. The code allows various signs to serve as advertisement from various vantage points including, but not limited to, pedestrian level, street level (from vehicles), view corridors or vistas, etc. Planning Staff continues to support the option of permitting either an awning/canopy sign or a tenant sign as this prevents visual clutter.

**Public Hearing Timeline**

After discussion before the Planning and Zoning Board, the item will be scheduled for discussion before the City Commission as follows:

*City Commission - July 29, 2009, 9:00 a.m.*

The above dates and times are subject to change.

**Public Notification**

The Planning and Zoning Board meeting agenda has been advertised and posted on the City web page. The staff report and attachments are also posted on the City web page.

Respectfully submitted,



Eric Riel, Jr.  
Planning Director

**Attachments:**

- A. Zoning Code Division 19. Signs.

**ARTICLE 5 – DEVELOPMENT STANDARDS****Section 5-1804. Air-conditioning units and equipment, and other types of mechanical equipment or apparatus installed on or attached to premises.**

- A. Air-cooled condensing and/or compressor equipment which is a part of an air-conditioning system or a water cooling tower, and any other type of mechanical equipment or apparatus installed on or attached to premises shall meet setback requirements for the principal structure with the following conditions:
1. All air-conditioning units or equipment shall meet noise level requirements in the City Code.
  2. Any air-conditioning unit or equipment, except for window wall units, shall be visually screened from view from a canal, waterway, lake, bay, golf course or street view with a wall or landscaping.

**Division 19. Signs****Section 5-1901. Purpose and applicability.**

- A. The purpose of this Division is to ensure that:
1. Each sign user has an opportunity to provide information, identification and direction to a permitted use.
  2. The unique character and quality of the City's appearance, which is essential to its economic, cultural, and social welfare, is protected and preserved.
  3. The City's property values, which are essential to the City's sustainability and the general welfare of its residents, are maintained and enhanced.
  4. That the safety of the public is promoted by avoiding visual clutter, reducing conflicts between and among signs, reducing the incidence of certain design elements that tend to distract motorists, promoting proper maintenance, requiring removal of abandoned signs, and by subjecting signs to design review.
  5. The number, size, scale, proportions, design and balance of signs are regulated according to content-neutral standards that are based on architectural quality and character.
  6. A sound economic and business climate is promoted through the reinforcement and encouragement of graphic excellence.
  7. Safe and efficient wayfinding is promoted.
  8. Incentives are provided that encourage pedestrian-scale signs.
  9. Signs are no larger in area than is necessary to convey the speaker's message.
- B. The requirements of this Division apply to the installation, alteration, erection, painting or repainting of any sign, except:
1. Temporary signs, which shall comply with all of the requirements of this division, but which may be installed without prior approval by the City.
  2. Detached signs in the SFR, MF1, MF2, and MFSA shall comply with the requirements of this Division.

**ARTICLE 5 – DEVELOPMENT STANDARDS**

3. Official traffic signs and sign structures, provisional warning signs, and sign structures that are erected, or are required to be erected, by a unit of government in order to promote the safe and efficient flow of traffic or provide for the public safety.
4. Signs that are less than one-half ( $\frac{1}{2}$ ) of one (1) square foot in area that are incorporated into machines or equipment and that are not prohibited by Section 5-1902.
5. Flags that comply with Section 5-1902 and meet the following criteria:
  - a. In general:
    - i. No individual flag exceeds fifteen (15) square feet in area; and
    - ii. Flags that are displayed on a ground mounted flagpole do not exceed a lateral dimension (length) greater than twenty-five (25%) percent of the height of the flagpole.
  - b. In addition to the criteria in Section 5-1901(B)(5)(a), in MXD, MF1, MF2, MFSA Districts, and all nonresidential districts:
    - i. The total area of all flags displayed on a building site does not exceed forty-five (45) square feet;
    - ii. No building site has more than three (3) flagpoles (which may be either vertical or mast-arm) installed. A flag of another officially recognized government shall not be construed as a sign, provided said flag(s) are only flown at the consular residence or consular office and otherwise comply with the size restrictions of the code; and
    - iii. No more than two (2) flags are displayed per flagpole.
  - c. In addition to the criteria in Section 5-1901(B)(5)(a), in SFR and MF1 Districts:
    - i. The total area of all flags displayed on a building site does not exceed fifteen (15) square feet;
    - ii. No building site has more than one (1) flagpole (which may be either vertical or mast-arm) installed; and
    - iii. No more than two (2) flags are displayed per flagpole.
6. Flags that comply with Section 5-1902 and are displayed on United States and Florida holidays.
7. Flags that comply with Section 5-1902 and are displayed at duly licensed marinas or boat docking facilities for navigation purposes as necessary or required for the safety of boaters.
8. Signs that are affixed to merchandise and are not larger than six (6) square inches in area and that are not prohibited by Section 5-1902.
9. Signs that are not visible from public rights-of-way, public waterways, or neighboring properties.
10. Decorative flags and bunting for City-wide celebrations, conventions and commemorations when authorized by the City Commission for a prescribed period of time.
11. Signs reading entrance and/or exit to parking lots and parking garages that do not contain any commercial advertisements and that comply with Section 5-1904 for applicable parking garage provisions.
12. Paper or other such temporary signs that are affixed or otherwise attached to or displayed within glass display windows of commercial establishments and stores, provided that:
  - a. Not more than one (1) such sign shall be permitted within or upon any one (1) display window;

## ARTICLE 5 – DEVELOPMENT STANDARDS

- b. Not more than two (2) signs shall be permitted in any one (1) business establishment; and
  - c. No such sign shall exceed two hundred fifty (250) square inches in sign area.
13. Temporary signs announcing or advertising a licensed going-out-of-business sale shall be permitted to be displayed within glass display windows of such business establishments, provided that:
- a. Not more than one (1) such sign shall be permitted within any one (1) display window and in no event shall be more than two (2) such signs be displayed in any one (1) business establishment.
  - b. Such signs shall not be larger than two (2) feet by three (3) feet.
  - c. Such signs shall not be pasted or attached to the window glass, but shall be displayed within the display window.

### **Section 5-1902. General design standards that are applicable to all signs.**

All signs shall comply with the following design standards:

- A. Signs shall not disfigure or conceal architectural features or details of a structure.
- B. The size and location of signs shall be proportional to the scale of the related structure and compatible with adjacent signage.
- C. The use of lettering and sign design shall enhance the architectural character of the related structure, and if the sign is an attached sign, the particular facade on which the sign is located.
- D. The following sign types and design elements are prohibited:
  - 1. Abandoned signs, defined as any owner or lessee identification signs advertising a commodity or service associated with a premises that is still in place more than sixty (60) days from the date the premises are vacated and such activity has ceased to exist on the premises.
  - 2. Bare bulb signs.
  - 3. Box signs.
  - 4. Cabinet signs.
  - 5. Diagonal lettering.
  - 6. Exposed neon tubing.
  - 7. Pennants, banners, streamers, balloons, blinking and flashing lights, streamer lights, flags except as provided in Section 5-1901(B), herein and any other fluttering, spinning, rotating or similar type attention attractors and advertising devices.
  - 8. Portable signs, including signs that are painted or affixed in any manner to any vehicle, vessel, trailer or pick up truck, van or similar transportation device as viewed from a public road, except:
    - a. Any vehicle or vessel which displays an advertisement or business notice of its owner, so long as such vehicle or vessel is engaged in the usual business or regular work of the owner, and not used merely, mainly or primarily to display advertisement.

## ARTICLE 5 – DEVELOPMENT STANDARDS

- b. Public buses.
  - c. Taxicabs.
  - d. Bumper stickers.
9. Temporary lettering or graphics, except as specifically permitted herein.
10. Signs attached to or placed on a vehicle (including trailers) that is parked on public or private property. This prohibition, however, shall not apply in the following cases:
- a. Identification of a firm or its principal products on a vehicle operating during the normal hours of business, provided, however, that no such vehicle shall be parked on public or private property with signs attached or placed on such vehicle for the purpose of advertising a business or firm or calling attention to the location of a business or firm.
  - b. Automobiles carrying advertising signs dealing with the candidacy of individuals for elected office. This exemption, however, shall cease seven (7) days after the date of the election in which the person was finally voted upon.
  - c. Automobiles carrying advertising signs, advertising propositions to be submitted and voted upon by the people. This exemption, however, shall cease seven (7) days after the date of the election in which the proposition advertised was finally voted upon.
  - d. Passenger automobiles which require governmental identification, markings or insignias of a local, state or federal government agency.
11. Vertical lettering.

### Section 5-1903. Illumination.

The following conditions and restrictions shall apply to illuminated signs:

- A. Except as hereinafter provided in this section, illuminated signs, or illumination in show windows, display windows and displays, in or upon any building or structure, shall have the source of light concealed from view from the exterior of the building or structure, except that where channel letters or figures are used for any sign the illumination thereof may be visible if recessed within the depth of the channel.
- B. Intensities of illumination in all cases shall be approved by the Electrical Inspector before the issuance of a sign permit for compliance with the following Maximum Illumination Intensity Levels:

| <i>Type of illumination</i>     | <i>Located within 200 feet and visible from a residential zone</i> | <i>Located within 200-500 feet and visible from a residential zone</i> | <i>Located beyond 500 feet of a residential zone</i> |
|---------------------------------|--|--|--|
| Direct, Internal or Backlighted | 90 foot-lamberts   | 150 foot-lamberts  | 250 foot-lamberts                                    |
| Indirect or Reflected Sign      | 10 foot-candles  | 25 foot-candles  | 50 foot-candles                                      |

- C. Illuminated signs located within five hundred (500) feet of a residential zone, and which are visible from such residential zone, shall be turned off not later than 10:00 PM each night.

## ARTICLE 5 – DEVELOPMENT STANDARDS

- D. No intermittent or flashing illumination will be permitted.
- E. Hanging exposed neon tubing signs will be permitted on the inside of glass show windows, provided that the size of said signs shall not exceed ten (10%) percent of the total glass area where they occur, or six-hundred (600) square inches, whichever is less. All such signs located within a distance of five (5) feet from any glass show window shall be subject to the above regulations.
- F. Transformer boxes, outlets, conduits, and other accessory equipment for any sign shall be placed so that they are not visible from the exterior.
- G. Wooden signs shall not have electric lights or fixtures attached to them in any manner.

### **Section 5-1904. Standards for on premise signs.**

The provisions contained in the following table shall be applicable within the following zoning districts:

- A. Commercial Limited (CL) District.
- B. Commercial (C) District.
- C. Industrial (I) District.
- D. Mixed Use (MXD) District.
- E. Single-Family Residential (SFR) District, Multi-Family 1 Duplex (MF1) District, Multi-Family 2 (MF2) District and Multi-Family Special Use (MFSA) District, but only with regard to such signs that include the said district names in the column entitled "Type of Sign."

The provisions are as follows:

## ARTICLE 5 – DEVELOPMENT STANDARDS

| Type of sign                                       | Maximum number permitted  | Maximum sign area   | Maximum length of sign                   | Maximum lettering height  | Maximum/minimum height of sign * | Projection and/or separation **  | Other requirements  |
|--|---|---|--|---|----------------------------------|--|---|
| Awning or canopy.                                  | One (1) per awning or canopy.   | Four (4) square feet per awning. Sign to occupy no more than sixty (60%) percent of height of valance on which it is placed.  | Fifty (50%) percent of awning or canopy. | Six (6) inch lettering, however, height not to exceed sixty (60%) percent of height of valance on which it is placed. | Twelve (12) feet maximum.        | Minimum of three (3) feet from established inside of curb line, adjacent lease line, adjacent property line, or street r.o.w. whichever is less. | <ol style="list-style-type: none"> <li>1. Awning or canopy signs are prohibited if tenant signs are provided.</li> <li>2. Sign lettering must be located on valance of awning or canopy.</li> <li>3. Permitted text shall only include tenant name and/or logo.</li> <li>4. Street level tenant names signs on awnings/canopies are only permitted for those uses located at street level.</li> <li>5. Backlighting of awnings and canopies is prohibited.</li> <li>6. Internal illumination of sign lettering is permitted.</li> <li>7. External illumination of awnings/canopies is permitted for the purpose of only identifying the lettering, logos, or other text of the awning. The type and location of light fixture shall be included as a part of the review of the sign.</li> </ol> |
| Directory sign.                                    | One (1) per building entrance.  | <ol style="list-style-type: none"> <li>1. Buildings less than four (4) floors- fifteen (15) square feet.</li> <li>2. Buildings five (5) or more floors-twenty-five (25) square feet.</li> </ol> |  |   | Eight (8) feet maximum.          | Four (4) inch maximum projection from wall surface (A.D.A. Requirement).   | <ol style="list-style-type: none"> <li>1. Signage locations shall be at street level to be viewed by pedestrians.</li> <li>2. Logos are permitted.</li> <li>3. May be freestanding if located a minimum of twenty-five (25) feet from property line or R.O.W.</li> </ol>  |
| Doorway entrance sign.                             | One (1) per street level tenant.  | Five (5) square feet.   |  | Six (6) inches.   | Twelve (12) feet maximum.        | Four (4) inch maximum projection from wall surface (A.D.A. Requirement).   | <ol style="list-style-type: none"> <li>1. Sign shall be located over doorway/entrance.</li> <li>2. Internal or external illumination of sign lettering and sign is prohibited. Backlighting via ambient light is permitted.</li> <li>3. Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building.</li> </ol>  |
| Mixed-use residential buildings with ground/street | Signage located at street/ground level is subject to applicable provisions dependent upon type of sign. |   |  |   | Twenty-five (25) feet maximum.   | Subject to applicable provisions dependent upon  | <ol style="list-style-type: none"> <li>1. Signage identifying ground floor/street level retail and commercial uses are prohibited twenty-five (25) feet above the</li> </ol>  |

## ARTICLE 5 – DEVELOPMENT STANDARDS

| Type of sign  | Maximum number permitted  | Maximum sign area              | Maximum length of sign | Maximum lettering height | Maximum/minimum height of sign *                             | Projection and/or separation **  | Other requirements  |
|---|---|--------------------------------|------------------------|--------------------------|--|--|---|
| level uses whereas the building contains seventy-five (75%) percent or more residential square footage. |   |                                |                        |                          |  | type of sign.  | <p>established grade.</p> <p>2. One wall sign shall be permitted for residential developments subject to the following:</p> <p>a. Sign Area: Twelve (12) square feet.</p> <p>b. Maximum sign length: Fifty (50%) percent of lineal building frontage.</p> <p>c. Maximum height of sign lettering: Twelve (12) inches or an increase in size to eighteen (18) inches if sign is design sign as provide herein.</p> <p>d. Projection: Twelve (12) inches.</p> <p>3. Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building.</p> |
| Parking garage entrance/exit identification signs in association with principal building.               | One (1) building name or business name per one (1) entrance/exit.                                   | One-hundred (100) square feet. | Twelve (12) feet.      | Ten (10) inches.         | Within ten (10) feet of top of garage opening entrance/exit. | Twelve (12) inch maximum projection from wall surface.   | <p>1. Sign text indicating "Entrance" and "Exit " for parking garages shall be subject to the following:</p> <p>a. Maximum lettering height: Ten (10) inches.</p> <p>b. Maximum sign length: Ten (10) feet.</p> <p>2. Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building.</p>   |
| Plaques.  | One (1) per public pedestrian entrance/exit.  | Four (4) square feet.          | Two (2) feet.          |                          | Eight (8) feet maximum.                                      | Four (4) inches.   | <p>1. Construction materials should be fabricated in a manner to complement the architecture of the building.</p>   |
| Projection sign (Street level).   | One (1) per street level tenant. Tenants on corners of r.o.w. shall be permitted one (1) per r.o.w. | Three (3) square feet.         |                        | Six (6) inches.          | Ten (10) feet maximum.                                       | <p>1. Eight (8) feet max. projection from external bldg. wall if awning / canopy exists; or</p> <p>2. Four (4) feet maximum projection from ext.</p> | <p>1. One sign is permitted per street level tenant.</p> <p>2. Tenants occupying a corner at two (2) r.o.w.'s shall be permitted one (1) additional sign.</p> <p>3. Internal or external illumination of sign lettering and sign is permitted.</p> <p>4. Sign content/text shall only include tenant name and/or logo.</p> <p>5. Wood signs are permitted.</p> <p>6. Decorative treatments and three-</p>   |

## ARTICLE 5 – DEVELOPMENT STANDARDS

| Type of sign  | Maximum number permitted         | Maximum sign area         | Maximum length of sign | Maximum lettering height | Maximum/minimum height of sign * | Projection and/or separation **  | Other requirements   |
|---|----------------------------------|---------------------------|------------------------|--------------------------|----------------------------------|--|--|
| Temporary construction signs (nonresidential use districts and Special Use District). | One (1) per site or development. | Sixteen (16) square feet. |                        |                          | Eight (8) feet maximum.          | <p>bldg. wall with no awning/canopy.</p> <p>3. Five (5) feet maximum encroachment into r.o.w. to outer edge of sign is permitted.</p> <p>Six (6) inches if attached to a building.</p> | <p>dimensional use of materials is encouraged.</p> <p>7. If canopies or awnings exist, the projection sign shall be located under canopy or awning with sufficient vertical clearance for the passage of pedestrians.</p> <p>1. Applies to nonresidential-zoned properties.</p> <p>2. Freestanding signs shall be a minimum of ten (10) feet from property line and/or r.o.w.</p> <p>3. Sign can be mounted on building or fence subject to all other provisions.</p> <p>4. Must be removed with seventy-two (72) hours of the issuance of temporary or final certificate of occupancy.</p> <p>5. If freestanding the sign shall be fastened securely to each of two (2) supports, one (1) on each end of the sign, installed a minimum of three (3) feet below the established grade in a secure manner utilizing concrete or other suitable method.</p> <p>6. The sign text may only identify the property, the owner or agent, contractor, or professional affiliations, property address and telephone numbers who are involved in the construction of improvements on the property.</p> <p>7. The sign shall be constructed of metal, plastic, wood or pressed wood.</p> <p>8. Such sign shall be kept in good repair and shall not be illuminated or constructed of a reflective material and shall not contain any flags, streamers, movable items or like devices.</p> |

## ARTICLE 5 – DEVELOPMENT STANDARDS

| Type of sign  | Maximum number permitted         | Maximum sign area         | Maximum length of sign | Maximum lettering height | Maximum/minimum height of sign * | Projection and/or separation ** | Other requirements  |
|---|----------------------------------|---------------------------|------------------------|--------------------------|----------------------------------|---------------------------------|---|
| Temporary signs in Single-family, Multi-family 1, and Multi-family 2 Districts. | One (1) per site or development. | Forty (40) square inches. |                        |                          | Six (6) feet maximum.            |                                 | <p>1. Applies to residential zoned properties, as indicated in the "Type of Sign" column.</p> <p>2. A property owner may erect one (1) temporary sign, which may include only one (1) of the following: real estate sign, temporary construction sign or professional affiliation sign. Real Estate signage shall be regulated via the provisions contained in Section 5-1907, titled Real estate, for sale, lease or rental of property or buildings.</p> <p>3. Construction signs and professional affiliation signage may be permitted subject to the following provisions:</p> <ol style="list-style-type: none"> <li>a. The sign may identify the property, the owner or agent and the address and telephone number of the agent of work completed to the premises upon which the sign is located.</li> <li>b. The sign shall be constructed of metal, plastic, wood or pressed wood.</li> <li>c. If freestanding, the sign shall be fastened to a supporting member constructed of angle iron not exceeding one (1) inch by one (1) inch or two (2) inch by two (2) inch wooden post. The supporting member shall be all white or all black in color and have no letters/numbers upon it.</li> <li>d. The supporting member shall be driven into the ground to provide that the top of the face of such sign shall not be more than four (4) feet above the finished grade of the ground.</li> <li>e. All such signs shall be lettered professionally. Sign shall not require permit issuance or Board of Architects approval.</li> </ol> |

## ARTICLE 5 – DEVELOPMENT STANDARDS

| Type of sign                   | Maximum number permitted  | Maximum sign area                     | Maximum length of sign                          | Maximum lettering height   | Maximum/minimum height of sign * | Projection and/or separation **  | Other requirements  |
|--------------------------------|---|---------------------------------------|---|--|----------------------------------|--|---|
| Tenant signage (street level). | One (1) per street level tenant per street right-of-way frontage. | Eighteen (18) square feet per tenant. | Fifty (50 %) percent of lineal tenant frontage. | Twelve (12) inches or an increase in size to eighteen (18) inches if sign is design sign as provided herein. | Eighteen (18) feet maximum.      | <ol style="list-style-type: none"> <li>1. Twelve (12) inch maximum projection from wall surface.</li> <li>2. The maximum projection may be exceeded for design signs, subject</li> </ol> | <ol style="list-style-type: none"> <li>1. Tenant signage is prohibited if awning or canopy signage is provided.</li> <li>2. Street level tenant names signs are permitted for those uses located at street level.</li> <li>3. Permitted text shall only include tenant name and/or logo.</li> </ol>   |
|                                |   |                                       |   |  |                                  |  | <ol style="list-style-type: none"> <li>f. Such sign shall be so erected or placed that its centerline is parallel or perpendicular to the front property line.</li> <li>g. Such sign shall not be erected or placed closer than five (5) feet to the front property line unless the main part of the building is less than five (5) feet from the front property line, in which case the sign may be placed in or upon a front or side door, window or elevation of the building.</li> <li>h. Nothing contained herein shall be construed as prohibiting the same wording from being on both the front and back of the sign.</li> <li>i. Where such sign is suspended from an arm of the support, such arm shall not exceed a length of sixteen (16) inches.</li> <li>j. All such signs shall be erected on a temporary basis.</li> <li>k. Such sign shall be kept in good repair and shall not be illuminated or constructed of a reflective material and shall not contain any flags, streamers, movable items or like devices.</li> <li>l. The sign must be removed within seventy two (72) hours of the issuance of temporary or final certificate of occupancy for the property or as determined by the Building and Zoning Department.</li> </ol> |

## ARTICLE 5 – DEVELOPMENT STANDARDS

| Type of sign   | Maximum number permitted                  | Maximum sign area  | Maximum length of sign                            | Maximum lettering height | Maximum/minimum height of sign *  | Projection and/or separation **   | Other requirements  |
|--|---|--|---|--------------------------|---|---|---|
| Wall mounted signs for buildings 45.0 feet or less in height.* | One (1) per street right-of way frontage. | <ol style="list-style-type: none"> <li>0.75 square feet per lineal foot of primary street frontage not to exceed one hundred-fifty (150) s.f.</li> <li>0.25 square feet per lineal foot of side street frontage.</li> </ol>  | Fifty (50%) percent of lineal building frontage.  | Eighteen (18) inches.    | Twenty-Five (25) feet maximum.  | <p>to Board of Architect review and approval.</p> <p>Twelve (12) inch maximum projection from wall surface.</p> | <ol style="list-style-type: none"> <li>Building sign or one (1) curvilinear building name sign is permitted. Only one (1) of the above options is permitted.</li> <li>Building sign content/text may include up to two (2) names, tenants, etc.</li> <li>No off premises sponsors or advertising signs permitted.</li> <li>Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building.</li> </ol>     |
| Wall mounted signs for buildings 45.1 to 97.0 feet.*           | One (1) per street right-of way frontage. | <ol style="list-style-type: none"> <li>0.75 square feet per lineal foot of primary street frontage not to exceed one hundred-fifty (150) s.f.</li> <li>0.25 square feet per lineal foot of side street frontage.</li> </ol>  | Fifty (50 %) percent of lineal building frontage. | Twenty-four (24) inches. | <ol style="list-style-type: none"> <li>Ninety-seven (97) feet maximum.</li> <li>Minimum thirty-five (35) feet.</li> </ol>                                       | <p>Twelve (12) inch maximum projection from wall surface.</p>   | <ol style="list-style-type: none"> <li>Building sign or one (1) curvilinear building name is sign is permitted. Only one (1) sign of the above option permitted.</li> <li>Building sign content/text may include up to two (2) names, tenants, etc.</li> <li>No off premises sponsors or advertising signs permitted.</li> <li>Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building.</li> </ol> |
| Wall mounted sign for buildings 97.1 feet or more in height. * | Two (2) per building.                     | <p>Dependent upon location of the one sign the following standards shall apply:</p> <ol style="list-style-type: none"> <li>1.0 square foot per lineal foot of primary street frontage, not to exceed two-hundred (200) sq. ft.</li> <li>0.50 sq. ft. per lineal foot of side street frontage or building façade frontage on</li> </ol> | Fifty (50%) percent of lineal building frontage.  | Thirty (30) inches.      | <ol style="list-style-type: none"> <li>Maximum of twenty-five (25) feet above the ceiling of the top floor.</li> <li>Minimum ninety-seven (97) feet.</li> </ol> | <p>Twelve (12) inch maximum projection from wall surface.</p>   | <ol style="list-style-type: none"> <li>Building sign or one (1) curvilinear building name sign is permitted.</li> <li>Building sign content/ text may include up to two (2) names, tenants, etc.</li> <li>No off premises sponsors or advertising signs permitted.</li> <li>Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building.</li> </ol>  |

## ARTICLE 5 – DEVELOPMENT STANDARDS

| Type of sign                                 | Maximum number permitted | Maximum sign area   | Maximum length of sign | Maximum lettering height | Maximum/minimum height of sign * | Projection and/or separation ** | Other requirements  |
|--|--------------------------|---|------------------------|--------------------------|----------------------------------|---------------------------------|---|
| Wall mounted signs in Special Use Districts. | One (1) sign.            | buildings not fronting on a street frontage, not to exceed one hundred and fifty (150) sq. ft.<br>Twelve (12) sq. ft. | Fifteen (15) feet.     | Ten (10) inches.         | Twelve (12) feet maximum.        | Six (6) inches.                 | <ol style="list-style-type: none"> <li>1. Sign shall be subject to the following:                             <ol style="list-style-type: none"> <li>a. Shall include no illumination.</li> <li>b. Must be attached to principal building</li> </ol> </li> <li>2. No other signage is permitted.</li> <li>3. Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building.</li> </ol>   |
| Window sign.                                 |                          | Ten (10%) percent maximum of street level total window area or twenty (20) sq. ft., maximum, whichever is less.       |                        | Six (6) inch maximum.    |                                  |                                 | <ol style="list-style-type: none"> <li>1. Permitted only on primary and side street level frontages.</li> <li>2. Window signage above the first floor is prohibited.</li> <li>3. The following text shall be exempt from the sign area calculations: enter; exit and similar decals as indicated below; and, property address of building.</li> <li>4. Maximum of one and a half (1 ½) square feet of decal signs is permitted to include the following: entrance; exit, credit card advertising or other decals as approved by the Building and Zoning Department. Physical property address signs shall be subject to these limitations.</li> <li>5. Window signs must be applied to the window in professional manner.</li> <li>6. The name of the establishment may only be permitted once. One (1) additional establishment name is permitted subject to design review approval. The additional name shall be the same text, lettering style/height, color, etc for both signs.</li> </ol> |

\*Height is measured from the established grade.

\*\*Including all appendages of sign.

## ARTICLE 5 – DEVELOPMENT STANDARDS

All signs attached to a building shall be fastened directly to the walls by well-secured metal anchors in such a manner as to withstand a wind pressure load equal to one-hundred-fifty (150) miles per hour for a one (1) hour period. No signs shall be erected so as to obstruct any door, window, or fire escape and any building or structure, or so as to obstruct the visibility of any traffic control sign or traffic control signal.

### Section 5-1905. Detached signs.

Detached signs are subject to the following provisions:

- A. Specific locations. Except as provided for under Sections 5-1905(B) and 5-1907, detached signs will be permitted only upon premises zoned for commercial or industrial use and facing, abutting and fronting upon U.S. Route 1, (also known as South Dixie Highway) or upon Southwest Eighth Street, subject to the following conditions and restrictions:
1. The face of any such sign shall not exceed thirty-two (32) square feet in area; and the top of the face of such sign shall not be more than six (6) feet above the finished grade of the ground, except that:
    - a. Detached signs, the top of the face thereof being not more than eleven (11) feet above the finished grade of the ground, shall be permitted at the following locations:
      - i. Upon premises abutting and fronting upon Southwest Eighth Street and lying east of LeJeune Road and upon premises lying west of LeJeune Road; and
      - ii. Fronting upon Southwest Eighth Street, where such premises extend as an entity from street to street measured in an east and west direction; and where the building on such premises, or some portion thereof, is at least two (2) stories in height.
    - b. Detached signs, the top of the face thereof, being not more than twelve (12) feet above the finished grade of the ground, shall be permitted upon premises facing, abutting and fronting upon U.S. Route 1 (also known as South Dixie Highway).
  2. Foundations shall be of masonry; supporting members shall be of metal or masonry construction; the sign itself shall be metal, masonry or plastic construction.
  3. The face of any such sign shall be set back at least five (5) feet from the front or any side property line, except in the case of such signs erected upon premises abutting and fronting upon Southwest Eighth Street east of LeJeune Road, and upon premises abutting and fronting upon Southwest Eighth Street west of LeJeune Road where no front setback shall be required; the sign shall be so set and placed that its centerline is at a normal to, or is parallel with, the front property line; and both faces of the sign, or the face and the back thereof, shall be parallel to each other.
  4. Each such sign shall be landscaped as approved or required by the Building and Zoning Department.
- B. Specific cases. Subject to the applicable regulations and requirements of this article, detached signs shall be permitted in the following cases, subject to the conditions and restrictions as noted:
1. Apartment buildings, apartment-hotel buildings and hotel. Detached signs the face thereof not exceeding six (6) square feet in area, shall be permitted to be erected upon premises of an apartment building, apartment/hotel building and hotel, but no more than one such sign shall be permitted in connection with any such building or with any group of such buildings operated together as an entity. Such detached sign shall be placed on a standard with cross arms, and the height thereof shall not exceed nine (9) feet from the finished grade of the ground to the top of the standard or post, except, however, that the height of detached signs upon premises of an apartment building, apartment hotel building and hotel facing, abutting and fronting upon U.S. Route 1 (also known as South Dixie Highway), shall not exceed a height of twelve (12) feet from the finished grade of the ground to the top of the standard or post.

## ARTICLE 5 – DEVELOPMENT STANDARDS

2. Service stations. Service stations dispensing products of companies which have a standard trademark sign shall be permitted to erect one such detached trademark sign on the premises of the station, such sign to be of a height and size as in accord with the standard height and size of similar signs of other stations handling the same products, subject to all requirements of the Florida Building Code and ordinances of this City. Signs which advertise the price of gasoline dispensed at a service station shall be permitted to be affixed or otherwise attached to the detached trademark sign pole subject to the following conditions and restrictions:
  - a. The face of any such sign shall not be larger than a maximum of three (3) feet wide or a maximum of three (3) feet high or larger overall than a total of eight and one-half (8½) square feet, and shall be surrounded by a one (1) inch aluminum or galvanized iron pipe frame.
  - b. The lettering and context of such signs shall be limited and restricted to the following:
    - i. The words "Self Serve."
    - ii. The grade and price of not more than three (3) gasoline grades.
  - c. The type style of the letters and numbers shall be Helvetica and the height of the letters and numbers of such signs shall not exceed the following:
    - i. The words "Self Serve" in upper case letters-three (3) inches.
    - ii. The letters designating the "Grade"-five and one-half (5½) inches.
    - iii. The dollars and cents numbers-eight and one-half (8½) inches.
    - iv. The tenths cent numbers-five and one-half (5½) inches.
  - d. The color scheme of such signs shall be as follows:
    - i. Letters and numbers-white.
    - ii. Background-black.
    - iii. Pipe frame-black.
  - e. The sign may be so designed that the letters and/or numbers can be readily removed and replaced.
  - f. Not more than one (1) price sign shall be permitted to be erected for any one (1) service station. This provision, however, shall not preclude the sign from having a front and back as set forth herein in subparagraph (g).
  - g. Such price sign shall be so attached or erected on the detached sign pole that the face of such sign is perpendicular to, or parallel with the front property line and both faces of the sign or the face and back thereof, shall be parallel to each other.
  - h. No such signs shall be located or placed at a corner intersection of a street in such a manner that it would block or obscure the visibility at the street intersection.
  - i. No illumination shall be permitted for such sign.
  - j. The structural design and method of attachments of such sign shall be subject to approval of the Structural Engineer.
  - k. Such sign shall initially be subject to approval by the Board of Architects and shall not be installed or erected without a permit, however, subsequent changes of the letters and/or numbers shall not require a permit and shall not be required to be submitted to the Board of Architects for approval, provided, however, that all such changes shall be professionally lettered.
  - l. The Code Enforcement Officer shall cause to be removed any such signs not conforming with the provisions of this section.

## ARTICLE 5 – DEVELOPMENT STANDARDS

3. Parking lots. Detached signs may be erected upon off-street parking lots of ten-thousand (10,000) square feet or more in area, which are operated in connection with stores or other places of business. Wording on the sign shall be limited to the name of the business and may include the words "Customer Parking Only" or any combination thereof. Only one (1) such sign, not larger than twenty-four (24) square feet, shall be permitted on any one (1) such parking lot. Any necessary entrance or exit signs will be permitted with a limit of two (2) signs to each entrance and exit with a maximum area of three (3) square feet and maximum width of two (2) feet, and location must be approved by the Board of Architects. Only the words "Exit only" or "Entrance Only" shall be permitted on said entrance and exit signs.
4. Motels. Detached signs, the face thereof not exceeding thirty-two (32) square feet in area, shall be permitted to be erected upon the premises of a motel. Only one (1) such detached sign shall be permitted on the motel premises. The height of such detached sign shall not exceed nine (9) feet from the finished grade of the ground to the top of the sign, provided, however, that the height of detached signs upon premises of a motel facing, abutting and fronting upon Southwest Eighth Street and upon U.S. Highway 1 (also known as South Dixie Highway) may be erected to a height not to exceed the height limits permitted by Section 5-1905(A) hereof for such streets. The words Motel or Motor Court or similar designation of any motel, as defined herein, shall not be used to designate any building or facility except in a Commercial, Commercial Limited, or Industrial District, even though the area of living units within such building meet the minimum requirements for motels under the Zoning Code.
5. Historical markers. Whenever any building, structure, site or artifact has been designated as an historic landmark by the Historic Preservation Board, a detached historical marker shall be permitted to be erected upon the site, subject to the following conditions and restrictions:
  - a. The size and design of such historical marker shall be in accordance with the historical markers cast for the State of Florida's Bureau of Historical Sites and Properties as if the same were fully set forth herein.
  - b. The historical marker and the letters on such historical marker shall be of cast aluminum or cast bronze.
  - c. The supporting member of such marker shall be of metal imbedded in a masonry foundation.
  - d. The marker may describe events, people, places, ideas and identify the sponsor, but the text on the marker shall be subject to approval of the Historic Preservation Board.
  - e. The letters on such marker shall be painted in gold leaf, but the color of the background of such marker shall be subject to approval of the Historic Preservation Board.
  - f. The face of any such marker erected on private property shall be set back a minimum of five (5) feet from the front property line and a minimum of fifteen (15) feet from any interior property line.
  - g. On corner intersections no such marker shall be placed within fifteen (15) feet of any official right-of-way line.
  - h. Any such historic marker on private property shall be so erected that its face is perpendicular to or is parallel with the front property line.
  - i. The top of such marker shall not be more than seven and one-half (7½) feet above the finished grade of the ground.
  - j. The location of the historical marker on private property shall be subject to approval of the Historic Preservation Board.

## ARTICLE 5 – DEVELOPMENT STANDARDS

- k. The location of historical markers on public property shall be subject to approval by the City Commission upon recommendation from the Historic Preservation Board.
- l. Historical markers erected in Commercial, Commercial Limited, and Industrial Districts may be illuminated, provided, however, that the source of illumination be shaded and not directly visible from any public right-of-way.

### **Section 5-1906. Advertising in residential districts.**

Except as provided for under Section 5-1904 and except for signs herein otherwise permitted upon building sites during construction of a building thereon, no advertising sign, exposed to view from any public street, highway, thoroughfare, waterway or public place shall be erected, used or maintained upon any lot or parcel of land which is, by the terms of a deed or contract for deed still in force, restricted to purposes of improvements or occupation for residential purposes, or which is now or may hereinafter be zoned by ordinance for residence purpose only, whether such residence purpose be single-family, duplex or multiple-family unless the same shall conform in construction, location, size and type to the provisions of this ordinance.

### **Section 5-1907. Real estate, for sale, lease or rental of property or buildings.**

Signs pertaining to the sale, lease, or rental of property or buildings shall be permitted in any use district subject to the following conditions and restrictions:

- A. The sign may identify the property, the owner or agent and the address and telephone number of the owner or agent relative to the premises upon which the sign is located. In Commercial, Commercial Limited, and Industrial Districts, signs may also contain information concerning building description, price, terms and availability.
- B. The face surface of such sign shall not be larger than:
  - 1. Forty (40) square inches, in SFR, MF1, and MF2 and MFSA, provided, however, that it shall be permissible to attach thereto one (1) of the following additional signs not exceeding forty (40) square inches and containing the wording or information:
    - i. "By appointment only."
    - ii. "Open."
    - iii. "Sold."
    - iv. "Listing agent name and telephone number."
  - 2. In C, CL, MXD and I Districts, the face surface of such signs shall not be larger than two hundred and fifty (250) square inches.
- C. The sign shall be constructed of metal, plastic, wood or pressed wood. In SFR, MF1, MF2 and MFSA, said signs shall be fastened to a supporting member constructed of angle iron not exceeding one (1) inch by one (1) inch or two (2) inch by two (2) inch wooden post, provided that said supporting member shall be all white or all black in color and have no letters or numbers upon it. In Commercial, Commercial Limited, and Industrial Districts, the same criterion applies for signs requiring a supporting member.
- D. The supporting member shall be driven into the ground to provide that the top of the face of such sign shall not be more than four (4) feet above the finished grade of the ground.
- E. All such signs shall be lettered professionally, but such signs shall not be required to be submitted to the Board of Architects for approval and no permit shall be required for the installation or erection of such signs.
- F. Only one (1) such sign shall be permitted on any one (1) premises, provided, however, that where the property abuts a waterway or golf course, a sign may also be placed or erected to be visible from

## ARTICLE 5 – DEVELOPMENT STANDARDS

such waterway or golf course with such sign having a setback from the waterway or golf course of not less than five (5) feet.

- G. Such sign shall be so erected or placed that its center line is parallel or perpendicular to the front property line.
- H. Such sign shall not be erected or placed closer than five (5) feet to the front property line unless the main part of the building is less than five (5) feet from the front property line, in which case the sign may be placed in or upon a front or side door, window or elevation of the building.
- I. Nothing contained herein shall be construed as prohibiting the same wording from being on both the front and back of the sign.
- J. Where such sign is suspended from an arm of the support, such arm shall not exceed a length of sixteen (16) inches.
- K. All such signs shall be erected on a temporary basis.
- L. Such sign shall be kept in good repair and shall not be illuminated or constructed of a reflective material and shall not contain any flags, streamers, movable items or like devices.
- M. Any such sign shall be removed within five (5) days from the date a binding agreement is entered into for the sale, lease or rental of the property or immediately upon the removal of the property from the market, whichever occurs first.
- N. Any Code Enforcement Officer may cause to be removed any such sign not conforming to the provisions of this section.

### **Section 5-1908. Location in show windows, display windows, door or other windows.**

No sign of any kind which is visible from the exterior of the building shall be located or displayed in or from any show window, display window, or door or other window when such sign is so designed or displayed so as to attract attention from the exterior of the building except that:

- A. Temporary paper signs will be permitted as provided under Section 5-1901(B).
- B. Permanent signs shall be permitted to be installed or affixed to or painted upon any show window, display window, or door or other window as provided for elsewhere in this article as shall be approved by the Board of Architects.
- C. The foregoing shall not prohibit the use of bona fide price tags when such tags are affixed to or attached to merchandise displayed for sale, providing that the size and number of such signs shall be aesthetically in keeping with the building as shall be approved by the Board of Architects.

### **Section 5-1909. Campaign and political signs.**

- A. Campaign and political signs.
  - 1. Campaign Headquarter signs shall be permitted in Commercial, Commercial Limited, and Industrial zoning districts subject to all of the following conditions:
    - a. There shall be no more than one (1) sign per campaign headquarters and may only be attached to the primary street frontage of any building which is the authorized campaign headquarters for the candidate in question.

## ARTICLE 5 – DEVELOPMENT STANDARDS

- b. It shall include the words "Campaign Headquarters" which shall be clearly visible at street level.
  - c. The sign shall be of temporary nature and shall not exceed twenty-four (24) inches by thirty-six (36) inches.
  - d. The maximum height to the top of the sign, including posts, other sign membranes or appendages, shall not be more than eight (8) feet above the ground.
2. Political signs shall be permitted in Commercial, Commercial Limited, Industrial and Special Use Zoning Districts.
- a. There shall be no more than one (1) sign per candidate or ballot issue within one (1) building and/or tenant space.
  - b. The sign shall not exceed twenty-two (22) inches by twenty-eight (28) inches in size.
  - c. The sign shall be a minimum of five (5) feet from a public right-of-way.
  - d. Such signs shall not be posted, affixed or attached to the window glass, but may be displayed within the display window.
  - e. In cases where the main part of the building is less than five (5) feet from the front property line, the sign may be placed in or upon a front or side door, window or elevation of the building.
3. Political signs shall be permitted in Single-Family Residential, Multi-Family 1 Duplex, Multi-Family 2 District, Multi-Family Special Area and Special Use Zoning Districts subject to the all of the following conditions:
- a. There shall be no more than one (1) sign per candidate or ballot issue.
  - b. The sign shall not exceed twenty (22) inches by twenty-eight (28) inches in size.
  - c. The sign shall be a minimum of five (5) feet from a public right-of-way.
  - d. Such sign shall not be erected or placed closer than five (5) feet to the front and/or side property line.
- B. Construction materials and maintenance.
1. Sign post(s) shall only be constructed of metal, plastic, wood or pressed wood.
  2. Sign face(s) shall only be constructed of metal, plastic, wood, pressed wood, cardboard or paper.
  3. All sign(s) shall be maintained and kept in good repair.
- C. Duration. Campaign or political signs may be permitted no earlier than three (3) months prior to the date of election and shall be removed within five (5) days after the election which is the subject matter of such sign except a campaign or political sign that proceeds to a General Election from a Primary Election shall be removed no later than five (5) days after the General Election.
- D. Permits. No permit shall be required for such signs referenced within this section.
- E. Prohibited signs.

## ARTICLE 5 – DEVELOPMENT STANDARDS

1. Signs intended to advocate or be in opposition to any candidate or issue shall not be pasted, glued, printed, painted, affixed or attached by any means whatsoever to the following: vacant lot(s); utility pole(s); utility pole supports/guy wires; tree(s); light poles; rights-of-way signage; public rights-of-ways and/or surfaces; sidewalk(s); paving surfaces; swales; curbs or any other property of any governmental entity.
2. Signs or sign posts shall not be illuminated or constructed of a reflective material and shall not contain any flags, streamers, movable items, fluttering, spinning, rotating or similar attention attractors or advertising devices.
3. Banners, flags, cloth or signs constructed of other similar materials are prohibited.

### F. Penalties.

1. Signs located on public rights-of-way. Failure to comply with all of the provisions contained within this Section shall cause the sign to be removed.
2. Signs located on private properties. The City may issue a courtesy warning followed by a civil citation if compliance is not achieved.

### G. Enforcement. The provisions of this Section shall be enforced by the appropriate city personnel as determined by the City Manager.

#### **Section 5-1910. Historical plaques.**

Historical plaques may be installed upon buildings, structures and/or artifacts which have been designated as historic landmarks by the Historic Preservation Board, subject to the following conditions and restrictions:

- A. The Historic Preservation Board shall establish a standard for an historical marker, which will include its design, material, color, and text.
- B. The size of such plaque shall not exceed eighteen (18) inches in width by eighteen (18) inches in height.
- C. Such plaque shall be erected flat against the surface of building, structure or artifact.

#### **Section 5-1911. Encroachments over public rights-of-way.**

Signs which encroach over public rights-of-way shall be subject to the following conditions and restrictions:

- A. The property owner shall execute a restrictive covenant prepared by the City Attorney, which shall run with the title of the land, agreeing to provide public liability insurance coverage for the encroachment in the minimum limits required by the City, and naming the City as additional insured under the policy.
- B. An executed copy of the restrictive covenant, together with certificate of required insurance, shall be presented to the Building Official, prior to the issuance of any permits for such work.
- C. Signs must be in accordance with the provisions of this section and the Florida Building Code, and maintained in good condition at all times at the property owner's expense.
- D. The City of Coral Gables reserves the right to remove, add, maintain or have the owner remove any sign within the right-of-way at the owner's expense.

## ARTICLE 5 – DEVELOPMENT STANDARDS

### Section 5-1912. Restaurant menu boards.

Restaurant establishments may install one permanent outdoor menu board subject to the following restrictions:

- A. Restaurant menu boards shall be located within ten (10) feet of that establishment's main entrance.
- B. Restaurant menu boards shall be permanently wall-mounted, maintained in good condition and contain current menus.
- C. Restaurant menu boards shall not exceed thirty-six (36) inches in height by twenty-four (24) inches in width by four (4) inches in depth.
- D. Framing materials (other than fasteners) for menu boards shall be made of wood, brass or aluminum, and shall blend in and be consistent with the color of the building façade.
- E. All restaurant menu boards shall be required to have a sliding or hinged glass door, and must have an operational key lock.
- F. Backdrop night lighting may be incorporated but must be integrated within the menu board and shielded to reduce glare.
- G. Information displayed on the menu board shall be limited to the specific restaurant's menus and the restaurant's hours of operation.

### Section 5-1913. Security and alarm system signs.

Free-standing signs identifying the presence of security and alarm systems shall be permitted in any Single-Family, Multi-Family 1, and Multi-Family 2, and Multi-Family Special Area District subject to the following conditions and restrictions:

- A. Printed information on the sign shall be limited to a warning message and manufacturer and/or installer's name, address and telephone number.
- B. The face surface of such sign shall not be larger than sixty-three (63) square inches in size.
- C. The sign shall be constructed of metal or plastic and said signs shall be fastened to a supporting member constructed of metal not exceeding one (1) inch diameter or square. Said supporting member shall be all white or all black in color and have no letters or numbers upon it.
- D. The overall height of the sign shall not exceed three (3) feet above finished grade of the ground.
- E. All such signs shall be lettered professionally, but shall not be required to be submitted to the Board of Architects for approval and no permit shall be required for the installation or erection of such signs.
- F. Only two (2) such signs shall be permitted per property with no more than one (1) per side.
- G. Such sign shall not be erected or placed closer than five (5) feet to the front property line unless the main part of the building is less than five (5) feet from the property line, in which case the sign may be placed in or upon the front or side door, window or elevation of the building.
- H. Such sign shall be kept in good repair and shall not be illuminated or constructed of a reflective material.
- I. Any Code Enforcement Officer may cause to be removed any such sign not conforming with the provisions of this section.

## ARTICLE 5 – DEVELOPMENT STANDARDS

### Section 5-1914. Sign review as a part of the site plan review for new development.

- A. Site plan reviews. Applicants requesting site plan review from the Planning Department may request review of signage as a part of the required site plan review process. The Planning Director may require applicants undergoing site plan review to secure sign review and approval in association with site plan review. This shall be applicable to the following reviews:
1. Developments of Regional Impact (DRI).
  2. Mixed-use developments.
  3. Planned Area Developments (PAD).
  4. Special Use Districts.
  5. Conditional uses.
  6. Subdivisions for residential uses with a minimum of fifty (50) homes and five (5) acres.
- B. Review process. Applicants shall apply to the Planning Department for review as a total signage package for such developments. Such applications shall require design review and recommendation before the Planning and Zoning Board and final approval by the City Commission.
- C. Review criteria. In reviewing an application, the Planning Department, Planning and Zoning Board and the City Commission shall review the application to determine if the request satisfies all of the following criteria:
1. The design, type, size, number, lettering, logos, construction, materials, type of illumination, and location of the proposed signage are in conformance with the architecture and character of the building, development, etc.
  2. The potential use of the signs for advertising instead of identification, informational, or directional purposes.
  3. The visibility and impact of the design, type, size, number, lettering, logos, construction, materials, type of illumination, and location of the proposed signs has on adjoining properties.
  4. The proposed signage is within the intent and provisions of the current Sign Code provisions.
  5. If the proposed signage is consistent and not in conflict with the intent of the Zoning Code, Comprehensive Land Use Plan and City Code.
- D. Signage that is not permitted as part of this Division shall not be permitted.
- E. Application requirements. The Planning Department shall determine the application submission requirements as provided within the Department's Development Review Procedures Handbook.

### Section 5-1915. Sign review for larger existing development.

- A. Sign review. Applicants requesting signage for existing developed properties for the below listed may request sign review.
1. Special Use Districts; and
  2. Subdivisions for residential uses with a minimum of fifty (50) homes and five (5) acres.

## ARTICLE 5 – DEVELOPMENT STANDARDS

- B. Review process. Applicants shall apply to the Building and Zoning Department for review. Such applications shall require design review and final approval before the full membership of five (5) or more members of the Board of Architects.
- C. Review criteria. In reviewing an application, the Building and Zoning Department and the Board of Architects shall review the application and determine if the request satisfies all of the following criteria:
  - 1. The design, type, size, number, lettering, logos, construction, materials, type of illumination, and location of the proposed signage are in conformance with the architecture and character of the building, development, etc.
  - 2. The potential use of the signs for advertising instead of identification, informational, or directional purposes.
  - 3. The visibility and impact of the design, type, size, number, lettering, logos, construction, materials, type of illumination, and location of the proposed signs has on adjoining properties.
  - 4. The proposed signage is within the intent and provisions of the current Sign Code provisions.
  - 5. If the proposed signage is consistent and not in conflict with the intent of the Zoning Code, Comprehensive Land Use Plan and City Code.
- D. Signage that is not permitted as part of this Division shall not be permitted.
- E. Application requirements. The Building and Zoning Department shall determine the application submission requirements.

### **Section 5-1916. Variances.**

- A. In the event that a building, buildings or property exhibits special circumstances, the property owner can submit an application for a variance to the provisions of this Division.
- B. The Building and Zoning Department and Board of Adjustment in its review for justification of a variance shall determine if the request satisfies the following criteria:
  - 1. That special conditions and circumstances exist which are peculiar to the land, structure or building involved and which are not applicable to other lands, structures or buildings in the same zoning district.
  - 2. That the special conditions and circumstances do not result from the actions of the applicant.
  - 3. That granting the variance requested will not confer on the applicant any special privilege that is denied by this Ordinance to other lands, buildings or structures in the same zoning district.
  - 4. That literal interpretation of the provisions of the Zoning Code would deprive the applicant of rights commonly enjoyed by other properties in the same zoning district under the terms of the Zoning Code and would work unnecessary and undue hardship on the applicant (see also definition of necessary hardship).
  - 5. That the variance granted is the minimum variance that will make possible the reasonable use of the land, building or structure.
  - 6. That granting the variance will not change the use to one that is different from other land in the same district.

## ARTICLE 5 – DEVELOPMENT STANDARDS

7. That the granting of the variance will be in harmony with the general intent and purpose of the Zoning Code and that such variance will not be injurious to the area involved or otherwise detrimental to the public welfare.

### Section 5-1917. Nonconforming signs.

- A. All signs issued sign permits, or that were otherwise lawfully existing at the time of adoption of this Division, but which are not in conformance, may continue as nonconforming signs, subject to the following:
  1. No such nonconforming sign shall be enlarged, increased, relocated, nor extended to occupy a greater area than was occupied at the effective date of adoption or amendment of this Article.
  2. If any such use for which the sign ceases for any reason for a period of more than twelve (12) months, any subsequent sign shall conform to the regulations specified herein.
  3. Nonconforming signs that are damaged by any cause may be repaired if the cost of the repair does not exceed fifty (50%) percent of the current replacement value of the sign. Such repairs shall be limited to routine painting, repair and replacement of electrical components. Change of copy shall not be permitted.
  4. Signs that were installed at the time of a building's or structure's initial construction, but were removed or altered, and such building or structure is classified as contributing historic structure may be restored or replicated subject to Historic Preservation Department and Historic Preservation Board review and approval.
  5. The City Commission may require a nonconforming sign to be brought into immediate conformity with all or part of the provisions contained herein or be removed when evidence is presented by City Staff, which indicates the sign to be hazardous to the public or to have been abandoned by its owners. All costs associated may be assessed to the current property owner of record.
- B. Any sign lawfully existing as of February 26, 1985, may be continued provided such sign shall not be replaced or structurally altered unless such sign is then made to comply with the provisions of this Division.
- C. If a sign is removed from a wall or facade of a building in order to renovate, enlarge, and/or structurally alter such wall or facades, such sign shall not be replaced unless it is made to comply with the provisions of this ordinance; providing, however, that this provision shall not prevent routine maintenance or repair to either the sign or the wall on which it is mounted.

### Section 5-1918. Miscellaneous.

Where discrepancies exist between sections and other sections of the Code, the most stringent standards shall apply.

### Section 5-1919. Interpretation and severability of regulations within this Division.

- A. Interpretation; substitution of noncommercial speech for commercial speech. Notwithstanding anything contained in this Division or Code to the contrary, any sign erected pursuant to the provisions of this Division or Code or otherwise lawfully existing with a commercial message may, at the option of the owner, contain a noncommercial message in lieu of a commercial message. The noncommercial message may occupy the entire sign face or any portion thereof. The sign face may be changed from commercial to noncommercial messages, or from one noncommercial message to another, as frequently as desired by the owner of the sign, provided that the sign is not a prohibited sign or sign-type and provided that the size, height, setback and other dimensional criteria contained in this Division and Code have been satisfied.

## ARTICLE 5 – DEVELOPMENT STANDARDS

- B. Severability Generally. If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Division is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Division.
- C. Severability where less speech results. Without diminishing or limiting in any way the declaration of severability set forth above in subsection A, above, or elsewhere in this Division, this Code, or any adopting ordinance, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Division is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article, even if such severability would result in a situation where there would be less speech, whether by subjecting previously exempt signs to permitting or otherwise.
- D. Severability of provisions pertaining to prohibited signs and sign elements. Without diminishing or limiting in any way the declaration of severability set forth above in Section 5-1919(A) above, or elsewhere in this Division, this Code, or any adopting ordinance, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Division is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article that pertains to prohibited signs, including specifically those signs and sign elements that are prohibited by Section 5-1902(D). Furthermore, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of Section 5-1902 is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of Section 5-1902, thereby ensuring that as many prohibited sign-types as may be constitutionally prohibited continue to be prohibited.
- E. It is the intent of the City to regulate signage in a manner that implements the purposes of this Division as expressed in Section 5-1901. The City finds that the purposes stated in Section 5-1901 are legitimate, substantial, and compelling public interests, that the regulation of signage provided by this Division is unrelated to the suppression of free expression, and that the incidental restrictions on expression that may occur as a result of these regulations is no more than is essential to the furtherance of the public interests. However, if a court of competent jurisdiction finds any regulation herein to be based upon content and, further, declares such regulation unconstitutional, then it is the intent of the City of Coral Gables that only that portion of the provision that is found to relate to content be severed from this Division, and if it is not possible for the court to strike only the portion of the provision that is found to relate to content, then it is the intent of the City of Coral Gables that all signs that would be subject to the stricken provision will instead be subject to the next surviving provision for a sign of like geometry and character that is more restrictive than the stricken provision in terms of sign area.

### **Division 20. Telecommunications**

#### **Section 5-2001. Purpose and applicability.**

The requirements establish general guidelines for the siting of wireless telecommunications towers and antennas and are intended to accomplish the following purposes:

- A. Protect and promote the public health, safety and general welfare of the residents of the City and support the City's public safety and internal communications needs;