

CHAPTER 16
SIGN REGULATIONS

SECTION 1: GENERAL

a) Purpose and Scope of Chapter

The City is a primarily single family residential community in central Florida and is considered “The Gateway to the Ocala National Forest”. In order to preserve and promote the City as a community in which people wish to live, work, visit, vacation, and retire, the City must maintain a visually aesthetic and safe environment. The regulation of signs within the City is an effective means by which to achieve this desired end. These sign regulations are prepared with the intent of promoting the public health, uniformity, safety and general welfare in the City through a comprehensive system of reasonable, consistent, and nondiscriminatory sign standards and requirements. This Sign Code regulates signs, as defined in this Land Development Code, which are placed on private property, or on property owned by public agencies including the City of Umatilla, and over which the City has zoning authority. These sign regulations are intended to:

- 1) Encourage the effective use of signs as a means of communication in the City;
- 2) Maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth and maintain uniformity;
- 3) Improve pedestrian and traffic safety;
- 4) Minimize the possible adverse effect of signs on nearby public and private property;
- 5) Foster the integration of signage with architectural and landscape designs;
- 6) Lessen the visual clutter that may otherwise be caused by the proliferation, improper placement, illumination, animation, excessive height, and excessive size (area) of signs which compete for the attention of pedestrian and vehicular traffic;
- 7) Allow signs that are compatible with their surroundings and aid orientation, while precluding the placement of signs that contribute to sign clutter or that conceal or obstruct adjacent land uses or signs;
- 8) Encourage and allow signs that are appropriate to the zoning district in which they are located and consistent with the category of use and function to which they pertain;
- 9) Curtail the size and number of signs and sign messages to the minimum reasonably necessary to identify a residential or business location and the nature of any such business;

- 10) Establish sign size in relationship to the scale of the lot and building on which the sign is to be placed or to which it pertains;
- 11) Categorize signs based upon the function that they serve and tailor the regulation of signs based upon their function;
- 12) Preclude signs from conflicting with the principal permitted use of the site and adjoining sites;
- 13) Regulate signs in a manner so as to not interfere with, obstruct the vision of, or distract motorists, bicyclists or pedestrians;
- 14) Except to the extent expressly preempted by state or federal law, ensure that signs are constructed, installed and maintained in a safe and satisfactory manner, and protect the public from unsafe signs;
- 15) Preserve, conserve, protect, and enhance the aesthetic quality and scenic beauty of all districts of the City;
- 16) Allow for traffic control devices consistent with national standards and whose purpose is to promote highway safety and efficiency by providing for the orderly movement of road users on streets and highways, and that notify road users of regulations and provide warning and guidance needed for the safe, uniform and efficient operation of all elements of the traffic stream;
- 17) Protect property values by precluding, to the maximum extent possible, sign-types that create a nuisance to the occupancy or use of other properties as a result of their size, height, illumination, brightness, or movement;
- 18) Protect property values by ensuring that sign-types, as well as the number of signs, are in harmony with buildings, neighborhoods, and conforming signs in the area;
- 19) Regulate the appearance and design of signs in a manner that promotes and enhances the beautification of the City and that complements the natural surroundings in recognition of this City's reliance on its natural surroundings and beautification efforts in retaining economic advantage for its eco-tourism community, as well as for its major subdivisions, shopping centers and industrial parks;
- 20) Enable the fair and consistent enforcement of these sign regulations;
- 21) To promote the use of signs which positively contribute to the aesthetics of the community, are appropriate in scale to the surrounding buildings and landscape, and to advance the City's goals of quality development;
- 22) To provide standards regarding the non-communicative aspects of signs, which are consistent with applicable provisions of city, county, state and federal law;
- 23) To provide flexibility and encourage variety in signage, and create an incentive to relate signage to the basic principles of good design; and
- 24) Assure that the benefits derived from the expenditure of public funds for the improvement and beautification of streets, sidewalks, public parks, public rights-of-way, and other public places and spaces, are protected by exercising

reasonable controls over the physical characteristics and structural design of signs.

SECTION 2: REGULATORY INTERPRETATIONS

- a) It is the City's policy to regulate signs in a constitutional manner, which is content and viewpoint neutral as to non-commercial signs and viewpoint neutral as to commercial signs. All regulatory interpretations of this Sign Code are to be exercised in light of the City's message neutrality policy. Where a particular type of sign is proposed in a permit application, and the type is neither expressly allowed nor prohibited by this Sign Code, or whenever a sign does not qualify as a "structure" as defined in the Florida Building Code or the City Code, then the City Manager or his designee shall approve, conditionally approve, or disapprove the application based on the most similar sign type that is expressly regulated by this Sign Code. All rules and regulations concerning the non-communicative aspects of signs, such as location, size, height, illumination, spacing, orientation, etc., stand enforceable independently of any permit or approval process. The policies, rules and regulations stated in this Sign Code apply to all signs within the regulatory scope of this Code, and to all provisions of this Code, notwithstanding any more specific provisions to the contrary. This Sign Code states the policy decisions regarding display of signs, made by the City Council after carefully balancing many competing factors and interests. This Sign Code consolidates all general provisions relating to the installation, regulation and amortization of signs throughout the City of Umatilla. The City further makes the following findings:
- 1) The City Council further specifically finds that the policies, rules and regulations stated in this Sign Code apply to all signs within the regulatory scope of this Code, and to all provisions of this Code, notwithstanding any more specific provisions to the contrary. This Sign Code states the policy decisions regarding display of signs, made by the City Council after carefully balancing many competing factors and interests. This Sign Code consolidates all general provisions relating to the installation, regulation and amortization of signs on all property throughout the City of Umatilla;
 - 2) The City Council finds and intends that the maximum height and size for structures and any setback provisions found in the Umatilla Land Development Code shall apply to signs in the City even if the provisions of this sign code cannot apply due to any valid court order;
 - 3) The City Council desires that there be an ample record that it intends for safety and aesthetic reasons, each prohibited sign-type continue to be prohibited regardless of the invalidity or unconstitutionality of any, or even all other, provisions of the City's Sign Ordinance, other ordinances, code provisions, or other laws for any reason(s) whatsoever;

- 4) The City Council recognizes that limitations on various types of signs are also related to the zoning districts for the properties on which they are located. Various signs that serve a function as signage for particular land uses, such as theaters, or hospitals and medical facilities are allowed some additional features in recognition of the differing special functions served by those land uses. These differences are in no way intended to favor any particular viewpoint or content, or to control the subject matter of public discourse.

SECTION 3: GENERAL PROVISIONS

- a) *Relationship to building and electrical codes.* These sign regulations are intended to complement the requirements of the building and electrical codes of the city. Wherever there is inconsistency between these regulations and the Florida Building Code, the Florida Building Code shall apply.
- b) *No defense to nuisance action.* Compliance with the requirements of these regulations shall not constitute a defense to an action brought to abate a nuisance under the common law.
- c) *Maintenance.* All signs, including their supports, braces, guys and anchors, electrical parts and lighting fixtures, and all painted and display areas, shall be maintained in accordance with this Code and the building and electrical codes of the city, and no rubbish or debris that would constitute a fire or health hazard shall be permitted under or near the sign.

SECTION 4: SUBSTITUTION CLAUSE

Notwithstanding anything contained in this Code to the contrary, any sign erected pursuant to the provisions of this Code or otherwise lawfully existing with a commercial message may, at the option of the owner, contain a non-commercial message. The non-commercial message may occupy the entire sign face or any portion thereof. The sign face may be changed from commercial to non-commercial messages, or from one non-commercial 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 and Code have been satisfied.

SECTION 5: PROHIBITED SIGNS

- a) The following signs shall be prohibited:
- 1) Abandoned signs that, among other things, are no longer maintained pursuant to the terms of this Ordinance. In determining whether a sign is abandoned, the factors considered include, but are not limited to, the following:
 - A. Whether the sign identifies incorrect directions to, location of, or description of the goods or services available on the premises where the sign is located;
 - B. The existence or absence of a current business tax receipt for the premises where the sign is located;
 - C. Whether utility service is being provided to the premises where the sign is located;
 - D. The use of the premises where the sign is located;
 - E. The condition of the sign;
 - F. Whether ad valorem property taxes have been paid on the premises where the sign is located or on the sign itself;
 - G. Any other facts or circumstances which would indicate whether the owner of the sign has intentionally or voluntarily relinquished further use of the sign.
 - 2) Wall wrap or building wrap signs.
 - 3) Snipe signs.
 - 4) Flashing signs.
 - 5) Animated signs.
 - 6) Beacon lights, except when required by the Federal Aviation Agency.
 - 7) Wind signs, except temporary special event signs permitted pursuant to this Sign Code.
 - 8) Signs that obstruct, conceal, hide, or otherwise obscure from view any official traffic or government sign, signal, or device.
 - 9) Off-premises signs except as specifically provided otherwise herein.
 - 10) Pavement markings, except official traffic control-markings and street addresses or as provided elsewhere in this Ordinance.
 - 11) Signs attached to docks, tie poles or seawalls, other than emergency, warning or safety signs as otherwise allowable under this Sign Code, or required by State or Federal Law.
 - 12) Signs in or upon any lake, or other body of water within the limits of the City, other than emergency, warning or safety signs as otherwise allowable under this Sign Code, or required by State or Federal Law.
 - 13) Billboards.

- 14) Projecting signs, other than projecting signs as allowed within the Primary Downtown and Five Points Overlay District zoning districts, pursuant to this Sign Code.
- 15) Portable signs, except as specifically provided otherwise herein.
- 16) Any sign other than a traffic control device sign that uses the word "stop" or "danger," or presents or implies the need or requirement of stopping or the existence of danger, or which is a copy or imitation of a traffic control device sign and which is adjacent to the right-of-way of any road, street, or highway.
- 17) Any sign prohibited by State or Federal Law.
- 18) Signs that emit sound, vapor, smoke, odor, particles, flame or gas.
- 19) Signs that are not effectively shielded as to prevent beams or rays of light from being directed at any portion of the traveled public rights-of-way thereby creating a potential traffic or pedestrian hazard or a nuisance to inhabitants of an adjacent neighborhood. No sign shall be so illuminated that it interferes with the effectiveness of, or obscures an official traffic sign, device, or signal.
- 20) Vehicle sign or signs with a total sign area on any vehicle in excess of ten (10) square feet, where the vehicle is not, "regularly used in the conduct of the business" and
 - A) Is visible from a street right-of-way within one hundred (100) feet of the vehicle, and
 - B) Is parked for more than six (6) consecutive hours in any twenty-four (24) hour period within one hundred (100) feet of any street right-of-way.

A vehicle shall not be considered "regularly used in the conduct of the business" if the vehicle is used primarily (i) for advertising, or (ii) for the purpose of advertising. This provision is not to be construed as prohibiting the identification of a firm or its principal products on a vehicle operating during the normal hours of business and which is currently licensed, insured and operable; provided, however, that no such vehicle shall be parked on public or private property with signs attached or placed on such vehicle primarily for the purpose of advertising a business establishment or firm or calling attention to the location of a business establishment or firm.
- 21) Any sign located on real property without the permission of the property owner.
- 22) Any feather or flutter flag.
- 23) Any sign which obstructs any fire escape, required exit, window, or door opening intended as a means of egress.
- 24) Any sign that interferes with any opening required for ventilation.

SECTION 6: EXEMPTIONS

- a) The following signs are exempt from the permitting requirements of this Code provided they must still meet all other applicable code requirements and provided further they are not placed or constructed so as to create an immediate threat to the public health, safety, or welfare. The exemptions contained herein indicate the City's recognition that during certain times, more speech is demanded by the citizenry because of the event (e.g., a real estate transaction or election) but the City does not limit the substance of this speech in any way. The exemptions contained herein, including for temporary signs, does not manifest the City's desire to prefer certain types of speech or regulate signage by its content. Accordingly, the exemptions contained herein are content neutral.
- 1) A sign (except a window sign which shall be subject to the provisions of this section) located entirely inside the premises of a building enclosed space, or otherwise entirely internal to a property and that are not visible from the right of way or public parking lot, including but not limited to a baseball stadium or field.
 - 2) Signs authorized by statute or ordinance when erected on public property by governmental agencies having jurisdiction.
 - 3) Legal notices and official instruments when required by law.
 - 4) A traffic control device sign.
 - 5) Holiday or seasonal decorations.
 - 6) Signs located on benches placed for public comfort and convenience located in a commercial and/or industrial zoned area.
 - 7) Electronic changeable message board signs within a PFD zoning district.
 - 8) Warning signs and safety signs not exceeding four (4) square feet in sign area shall be allowed in all zoning districts. The maximum height for these signs shall be six (6) feet unless otherwise required by applicable law.
 - 9) *Signs located on bus stops.* Signs located on bus stops up to four (4) square feet in area shall be allowed in all districts. These signs shall have a maximum height of eight (8) feet unless otherwise required by applicable law.
 - 10) *Construction signs, temporary.* One temporary construction sign shall be allowed on each parcel within the City. Temporary construction signs shall not exceed four (4) square feet in sign area, and six (6) feet in height for residential properties. The sign shall be constructed of metal, plastic, wood or pressed wood and shall be fastened to a support not exceeding four (4) inches by four (4) inches. These signs shall be removed at the time of the final inspection.
 - 11) *Construction signs, temporary - Multi-family and Non-residential properties.* One temporary construction sign shall be allowed and shall not exceed sixteen (16) square feet in sign area, and six (6) feet in height for nonresidential

properties. These signs shall be removed at the time of the final inspection. The sign shall be constructed of metal, plastic, wood or pressed wood and shall be fastened to a support not exceeding four (4) inches by four (4) inches.

- 12) *Flags.*
 - A) For each detached dwelling unit in a residential district or for each parcel in a multi-family residential district, one flag not greater than twenty-four (24) square feet in sign area may be displayed. One (1) flagpole is allowed for each parcel in the City zoned for single family residential use not to exceed 25 ft in height.
 - B) For each parcel in a non-residential districts, except Primary Downtown and Five Points Overlay Zones, two flags not greater than forty (40) square feet in sign area (each) may be displayed. Two (2) flagpoles are allowed for each parcel in the City that is zoned for non-residential use not to exceed 35 ft in height.
 - C) For each business/storefront within the Primary Downtown and Five Points Overlay Zones, one flag not greater than fifteen (15) square feet in sign area may be displayed. One (1) flagpole is allowed for each business/storefront.
- 13) *Free expression signs.* For each parcel within the City, one free expression sign not exceeding four (4) square feet in sign area may be displayed on each street frontage per parcel of land. The free expression sign may be displayed as an attached sign, window sign, or as a freestanding sign; if displayed as a freestanding sign, the freestanding sign shall not exceed four (4) feet in height. A free expression sign is in addition to any other sign permitted under this Subsection and Code and is permitted in any zoning district.
- 14) *Garage or yard sale signs.* For each parcel within the City, one temporary garage-yard sale sign may be displayed per parcel of land. A temporary garage-yard sale sign shall not exceed four (4) square feet in sign area, and four (4) feet in height. A temporary garage or yard sale sign may not be displayed for a period longer than two days, during which the active sale is occurring, and shall be removed upon the conclusion of the sale.
- 15) *Machinery and equipment signs.* Machinery and equipment signs shall be allowed in all districts.
- 16) *Nameplate or occupant identification signs.* For each residence, business or other occupancy within the City, one attached wall nameplate sign may be displayed. For residences the nameplate or occupant identification signs shall not exceed one (1) square feet in sign area. For any non-residential use, the nameplate or occupant identification sign shall also not exceed two (2) square feet in sign area.
- 17) *Parking space signs, non-residential.* Onsite parking space number or identification signs, not exceeding two (2) square foot of sign face per sign, shall be allowed on each parcel of non-residential use having multiple parking spaces

onsite. One such sign shall be allowed for each parking space. The maximum height for a freestanding or attached wall sign shall be six (6) feet unless otherwise required by applicable law.

- 18) *Political signs.* For each parcel within the City, one election sign may be displayed on each street frontage per parcel of land. An election sign may be displayed as an attached sign or as a freestanding sign. On parcels that are in residential use, the election sign shall not exceed four (4) square feet in sign area; and, if the election sign is displayed as a freestanding sign on the parcel, the election sign shall not exceed four (4) feet in height. On parcels that are in non-residential use, the election sign shall not exceed sixteen (16) square feet in sign area; and, if the election sign is displayed as a freestanding sign on the parcel, the election sign shall not exceed six (6) feet in height. An election sign shall be removed within seven (7) calendar days following the election to which it pertains. Election signs shall not be placed in the public Right of Way or located on utility poles or publicly owned property. All political candidates running for office or their representative are required to post a bond for all political signs prior to displaying such sign as follows:
- A) A one hundred dollar (\$100.00) cash bond shall be posted with the City prior to erecting any sign to ensure removal of the sign within seven (7) calendar days following the election. The cash bond will be released after removal of signs if done within the specified time period.
 - B) The City may remove and destroy any sign erected and for which a bond has not been posted, or any sign that is remaining seven (7) calendar days following an election
- 19) *Real estate signs, temporary.* For each single-family residential parcel within the City, one (1) temporary real estate sign, and one (1) temporary open house sign may be displayed on each lot for each street frontage. Temporary real estate signs shall not exceed four (4) square feet in sign area, and six (6) feet in height for residential properties. The temporary real estate sign shall be removed no later than ten (10) business days following the sale, lease or rent of the real estate that was offered for sale, lease, or rent.
- 20) *Real estate signs, temporary.* For each multi-family and non-residential parcel within the City, one (1) temporary real estate sign sixteen square (16) feet in sign area, and six (6) feet in height may be displayed on each lot for each street frontage. However, when more than one dwelling unit or non-residential space on a parcel of land is for sale, lease, or rent, there shall only be one temporary window or attached real estate sign for each such unit or space that is separately owned. The temporary real estate sign shall be removed no later than ten (10)

business days following the sale, lease or rent of the real estate that was offered for sale, lease, or rent. Signs shall maintain a ten foot (10') setback from the Right of Way.

- 21) *Street address signs and residential mailboxes.* For each parcel within the city, one (1) attached wall street address sign may be displayed. For parcels in residential use, the street address sign shall not exceed one (1) square feet in sign area. In addition to street address signs, a residential mailbox with the address of the property affixed to it such that the address is no larger than one side of the mailbox shall be allowed for each residence in the city.
- 22) *Street address signs, non residential.* For each parcel in non-residential use, the street address sign shall not exceed two (2) square feet in sign area. In addition to street address signs, a residential mailbox with the address of the property affixed to it such that the address is no larger than one side of the mailbox shall be allowed for each residence in the city.
- 23) *Warning signs and safety signs.* Warning signs and safety signs, not exceeding four (4) square feet in sign area, shall be allowed in all districts. The maximum height for these signs shall be four (4) feet unless otherwise required by applicable law.
- 24) *Waterfront identification signs.* Each lot abutting the waters of Lake Umatilla or other lakes shall be allowed one attached wall identification sign that is visible from the water. Waterfront identification signs shall not exceed four (4) square feet in sign area.
- 25) *Wayfinding signs.* Non-commercial wayfinding signs when erected as a part of the City of Umatilla's wayfinding system.
- 26) *Window signs, temporary.* For each commercially zoned or commercially used or light manufacturing zoned parcel within the City, one or more temporary window signs may be displayed on the inside of the window for a period not to exceed 90 days. The temporary window sign(s) shall not exceed an aggregate of twenty-four (24) square feet in sign area, and shall not cover more than twenty-five (25) percent of any window surface, whichever is less.
- 27) *Umbrella signs.*

SECTION 7: **NONCONFORMING SIGNS**

- a) **Definition.** Any sign within the City on the effective date of this Sign Ordinance which is prohibited by, or does not conform to the requirements of, this Code. A sign shall not be considered to be a nonconforming sign if it was erected contrary to the provisions or limitations of a building permit or the existing building code at the time of construction, and shall instead be an unlawful sign and shall be subject to removal in accordance with the provisions of this chapter.

- b) All non-conforming signs shall be subject to the following restrictions:
- 1) No nonconforming sign may be enlarged or altered in a way which increases its nonconformity, but any sign or portion thereof may be altered to decrease its nonconformity.
 - 2) No nonconforming sign shall be structurally altered to prolong the life of the sign, but work may be done in any period of 12 consecutive months on ordinary repairs, or on repair and replacement of non-structural components to an extent not exceeding 50 percent of the current replacement cost of the non-conforming sign.
 - 3) Should a nonconforming sign be destroyed or detached by any means to an extent of more than 50 percent of its value at the time of destruction or detachment as reflected on the personal property tax return filed by the owner, it shall not be reconstructed except in compliance with these regulations.
 - 4) Should a nonconforming sign be moved for any reason, it shall thereafter conform to the regulations for the district in which it is located after it is moved.

SECTION 8: PERMITS AND FEES

- a) *Fees.* All sign permit fees shall be paid in accordance with the current fee ordinance adopted by the City Council.
- b) *Permits Generally.* Signs subject to this sign code shall be designed, constructed, and maintained in compliance with the City's building, electrical, maintenance, and all other applicable codes and ordinances and in compliance with all applicable state and federal law, codes and regulations.
- c) *Permit requirements.* No sign shall be erected, constructed, altered or relocated without a permit issued, except as otherwise provided in this chapter. Where electrical permits are required, they shall be obtained at the same time as the sign permit. Sign permits shall be obtained separate from building permits. The requirement of a building or electrical permit is separate and independent of the requirement for a sign permit under this Code. No sign shall be erected, constructed, relocated, altered or maintained without compliance with all permit requirements under local ordinance, state or other applicable law.
- d) *Penalty.* Five (5) times the normal fee shall be paid for a sign erected, replaced, reconstructed, structurally altered, expanded, or relocated without a permit if a permit is required by this section. The sign erected, replaced, reconstructed, relocated, expanded, or structurally altered must be brought into conformity of all laws of the City.

- f) *Signage plan.* For any site on which the owner proposes to erect one or more signs requiring a permit the owner, or representative, shall submit to the City Manager or designee two copies of a signage plan containing the following:
- 1) An accurate plan of the site, at such scale as the City Manager or designee may reasonably require;
 - 2) Location of buildings, parking lots, driveways, and landscaped areas on such site;
 - 3) Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of freestanding signs allowed on the site under this Code;
 - 4) An accurate indication on the plan of the proposed location of each present and future sign of any type, whether requiring a permit or not;
 - 5) Detailed drawings to show the dimensions, design, structure and location of each particular sign (when depicting the design of the sign it is not necessary to show the content of the sign as the sign reviewer is prohibited from taking this factor into consideration);
 - 6) Name of person, firm, corporation or association erecting the sign;
 - 7) Written consent to the permit application, by the owner, or authorized designee, of the building or lot on which the sign is to be erected. Consent of an authorized agent of an owner, contractor or other agent of the lessee shall be sufficient for purposes of this provision; and
 - 8) Such other information as the City Manager or designee shall require to show full compliance with this chapter and all other applicable laws and ordinances. As part of the application the applicant or the applicant's authorized representative must certify in a legally sufficient notarized signed statement that all information provided in the application is true and correct.
- g) *Nullification.* A sign permit shall become null and void if the work for which the permit was issued has not been completed within a period of six months after the date of the permit. If the sign is an integral part of a new building structure, then the permit shall be valid until a certificate of occupancy is issued for the building.
- h) *Permit exceptions.* The following shall not require a sign permit:
- 1) *Replacing.* The changing of the advertising copy or message on a previously permitted similarly approved sign which is specifically designed for the use of replaceable copy.
 - 2) *Maintenance.* Painting, repainting, cleaning and other normal maintenance and repair of a sign structure unless a structural change is made.
 - 3) *Exempted signs.* Exempted signs, Section 6, unless permits are specifically required, are exempt from the permit requirements of this section.
- i) Upon the receipt of a completed permit application and upon payment of the appropriate permit fee by the applicant, the City Manager or designee shall promptly conduct an investigation of the application, the proposed sign, and the premises. The City Manager or designee shall grant or deny the permit application within 30 days from the date the

completed application with application fee was filed with the City Manager. A failure to approve or deny the application within thirty (30) days from the date the application was filed with the City Manager shall be deemed an approval.

- j) If, after review and investigation as required herein, the City of Umatilla determines that the application meets the requirements contained in this section and determines the proposed sign will not violate any building, electrical, or other adopted codes of the city, the City of Umatilla shall issue the permit.
- k) If, after review and investigation as required herein, the City of Umatilla determines that one or more reasons for denial exist, the permit shall be denied and the City shall make a written report of the denial and the reasons therefore. A copy of the report shall be sent by certified mail to the designated return address on the application. The application for a permit shall be denied if one or more of the following conditions are found to exist:
 - 1) The application does not comply with the requirements of this ordinance; or
 - 2) The application is not complete; or
 - 3) The application fee is not provided; or
 - 4) The applicant is legally incompetent to contract; or
 - 5) The application would violate any building, electrical, or other adopted codes of

the city.

- l) Appeals. Any person denied a permit for signs may file a written appeal to the City Council within 30 calendar days after rendition of the denial pursuant to the provisions of this section.

SECTION 9: INSPECTION; REMOVAL; SAFETY

- a) *Inspection.* Signs for which a permit is required under this Section may be inspected periodically by the City Manager or his designee for compliance with this chapter, other codes of the City, and all terms upon which the sign permit may have been conditioned.
- b) *Maintenance.* All signs, including temporary signs and components thereof shall be kept in good repair and in a safe, neat, clean and attractive condition with no fading, fraying, cracking or chipping visible. No consideration, however, shall be given to the content of the sign copy when making the determination that the sign should be removed due to a violation of this subsection.
- c) *Removal of sign.* The City Manager or designee, may order the removal of any sign erected or maintained in violation of this chapter, or that are declared a nuisance either by court order or under the provisions of the Umatilla Code. In non emergency situations where the sign is not an imminent danger to the health and safety of the residents of the

City, he or she shall give 30 days' notice in writing to the owner of such sign, at the address reflected on the Lake County Property Appraiser's website. If the sign is not removed within the 30-day notice period, the City shall cause the sign to be removed at the cost of the owner. The criminal penalties, which are incurred by the failure to remove the sign, shall not be affected by the removal of the sign at the direction of the City Manager or designee. The City may additionally take the steps set forth in this subsection for any violation of this section.

- d) *Unsafe Sign.* Absent an emergency where a sign poses an imminent danger to the health or safety of the public (in which case no notice is needed), if the Building Official determines any sign or sign structure to be in an unsafe condition, he shall immediately notify, in writing, the owner of such sign who shall correct such condition within forty-eight (48) hours. If the correction has not been made within forty-eight (48) hours, the Building Official may have the sign removed if it creates a danger to the public safety or have any necessary repairs or maintenance performed at the expense of the sign owner or owner or lessee of the property upon which the sign is located. If in his professional opinion the sign poses an immediate risk to the public the City may take the necessary steps to remedy the condition following a reasonable attempt to notify the owner of the sign of the hazardous condition.

SECTION 10: INTERPRETATION OF SECTION PROVISIONS

Where there is an ambiguity or dispute concerning the interpretation of this chapter, the decision of the City Manager or designee, shall prevail, subject to the right of appeal as provided in Section 8(l) above.

SECTION 11: VARIANCES

Variations might be granted for hardships that could include, but not be limited to, creation of visibility issues, lack of space, historical significance of signage, required setbacks or spacing requirements. Variance requests will follow the procedure outlined in Chapter 20 of the Land Development Regulations

SECTION 12: REVOCATION OF SIGN PERMIT

If the work under any sign permit is proceeding in violation of this Sign Code, Florida Building Code, any other ordinance of the City, or should it be found that there has been any false statement or misrepresentation of a material fact in the application or plans on which the permit was based, the permit holder shall be notified of the violation. If the permit holder fails or refuses to make corrections within ten days, it the City Manager or designee may revoke such permit and serve notice upon such permit holder. Such notice shall be in writing and signed by the City Manager or designee. It shall be unlawful for any person to proceed with any part of work after such notice is issued.

SECTION 13: GENERAL STANDARDS FOR ALL ZONING DISTRICTS

The purpose of this section is to establish general signage standards for all zoning districts within the city.

- a) *Sign Illumination.* Sign illumination may not create a nuisance to residential areas and shall be compatible with the surrounding neighborhood.
 - 1) *Residential Signs.* Signs located on property used for residential purposes in any zone shall not be illuminated.
 - 2) *General Rule for All Nonresidential Uses.* Other than signs on property used for residential purposes, signs may be non-illuminated, or illuminated by internal, internal indirect (halo) illumination, or lit by external indirect illumination, unless otherwise specified. Signs may not be illuminated in a manner which leaves the illumination device exposed to public view except with the use of neon tubing as provided in Section 14, a) 6. Any portion of the sign face or sign structure that is illuminated shall count against the total square footage of allowable sign area.
 - 3) *Internal Illumination.* Outdoor, internally illuminated signs, including but not limited to awning/canopy signs, cabinet signs (whether freestanding or building mounted), changeable copy panels of permitted signs, or service island signs, shall be constructed with an opaque background and translucent letters or other graphical elements, or with a colored background and lighter letters or graphics.
 - 4) *External Indirect Illumination.* Externally lit signs are permitted to be illuminated only with steady, stationary, down directed and shielded light sources directed solely onto the sign. Light bulbs or tubes (excluding neon), used for illuminating a sign, shall not be visible from the adjacent public rights-of-way or residential zoned or used properties.
 - 5) *Illumination of Signs Adjacent to Single-Family Uses.* No sign located within 50 feet of a property with a residential zoning shall be internally or externally illuminated.
 - 6) *Exposed Neon.* Exposed neon tube illumination is not permitted in residential zones, or on property used for residential purposes in any zone.
- b) *Sign Construction Specifications*
 - 1) Construction and erection of signs shall be in accordance with the Florida Building Code.
 - 2) Materials. Paper or cardboard signs and cloth or plastic fabric banners may only be used in conjunction with a special event or temporary outside sale and display as provided herein.
 - 3) Construction standards. All signs shall be installed and constructed in a professional and workmanlike manner and shall be maintained in good and safe

structural condition and good physical appearance. All exposed structural components shall be painted, coated or made of rust inhibitive material.

c) Design Requirements

All permanent signs shall be compatible with the building(s) to which they relate and with the surrounding neighborhood. All signs except temporary signs shall be subject to the design requirements below:

- 1) The materials, finishes and colors of the freestanding monument sign base shall match the architectural design of the building. In lieu of a monument base, any combination of landscaping of sufficient density and maturity at the time of planting may be used to achieve the same opacity as would have been achieved with the monument base.
- 2) All panels in any freestanding signs, including those added to existing sign structures, shall be constructed of the same materials and illuminated by the same method. Panels added to existing signs shall match the existing panels with respect to their color, materials, and illumination.
- 3) All freestanding monument signs shall be landscaped around the base of the sign structure. Landscaping (e.g. ornamental trees, shrubs, and ornamental plants) shall meet the requirements for landscaping as prescribed in Section 18, i) 4.
- 4) All signs over thirty-two (32) square feet shall be designed in accordance with the Standard Building Code and approved by a registered architect or engineer.
- 5) The height of a freestanding monument sign shall be measured as the vertical distance from the average finished grade of the ground below the sign excluding any filling, berming, mounding or excavating having the effect of or for the purpose of increasing the height of the sign, to the top edge of the highest portion of the sign.
- 6) Visual clearance and sight triangle shall be maintained pursuant to Section 14 (g) below.

SECTION 14: GENERAL SIGN PROVISIONS

- a) Signs shall maintain a minimum of six feet horizontal and twelve feet vertical clearance from electrical conductors and from all communications equipment or lines.
- b) Signs and their supporting structures shall maintain clearance and non-interference with all surface and underground facilities and conduits for water, sewage, electricity, or communications equipment or lines. Placement shall not interfere with natural or artificial drainage or surface or underground water.
- c) No sign shall be attached to a standpipe, gutter, drain, or fire escape, nor shall any sign be installed so as to impair access to a roof.
- d) Artwork is allowed in all districts and is not intended to be regulated by this Sign Code.

- e) Roof Signs within commercial zoning districts if such a sign is attached to the lower vertical section of a gambrel roof. Any other type of roof sign may be allowed if there is no reasonable place to put a free-standing or structure sign due to issues of visibility or lack of ground space. All roof signs must be approved by the City Council.
- f) Painted Signs. Any sign that is painted on or attached to any fence or wall that is not structurally part of a building, except to identify a residence by means of posting the name of the occupant or structure and the street address. These types of signs may be approved by City Council with proper support documentation and renderings of such signs.
- g) To assure adequate sight distance at the intersection of two public roadways and at the intersection of a public roadway or other private roadway and an access way or driveway the visual clearance and sight triangle will be provided and shall follow the criteria of the current Florida Department of Transportation's Manual of Uniform Minimum Standards for Design, Construction, and Maintenance for Streets and Highways or its equivalent amended document, or criteria otherwise specified by the City Manager.
- h) No sign shall exceed 10 feet in height along SR 19, CR 450, or CR 42 and 6 feet in height in commercial or light manufacturing zoned areas of the City. All signs shall have an enclosed base, skirting around the base, or landscaping around the base.

SECTION 15: VIOLATIONS AND PENALTIES

- a) Any violation of this chapter or of any condition or requirement adopted pursuant to this chapter may be restrained, corrected, or abated, as the case may be, by injunction or any other legal or equitable means available to the City. The remedies of the City shall include, but not be limited to, the following:
 - 1) Issuance of a stop-work order;
 - 2) Seek an injunction or other order of restraint or abatement that requires the removal or the correction of the violation;
 - 3) Seek a court order imposing appropriate penalties from any court of competent jurisdiction;
 - 4) In the case of a violation that poses an imminent danger to the public health or safety, taking such measures as are available to the City;
 - 5) Seek compliance through the City's code enforcement procedures.

SECTION 16: SEVERABILITY

- a) *Generally.* If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Sign Code 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 Sign Code.

- b) *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 Sign Code, this Code, or any adopting ordinance, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Sign Code 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 Sign Code, 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.
- c) *Severability of provisions pertaining to prohibited signs.* Without diminishing or limiting in any way the declaration of severability set forth above in subsection (b), above, or elsewhere in this Sign Code, this Code, or any adopting ordinance, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Sign Code or any other law 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 Sign Code that pertains to prohibited signs, including specifically those signs and sign-types prohibited and not allowed under section, Prohibited Signs, of this Sign Code. Furthermore, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of section 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 section thereby ensuring that as many prohibited sign-types as may be constitutionally prohibited continue to be prohibited.
- d) *Severability of prohibition on billboards.* If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Sign Code and/or any other Code provisions and/or laws are declared invalid or unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect the prohibition on billboards as contained in this Sign Code or Code.

SECTION 17: STANDARDS BY ZONES

- a) It is the intent of this section to regulate outdoor signs in a manner that is consistent with the land use classification which establishes the character of the area in which the signs are located and in keeping with the overall character of the community.
- b) The sign standards in this section are intended to include every zone in the City. The zones are defined by the zoning ordinance and official zoning map. Only signs as described in this division and as may be described under temporary signs and exemptions will be permitted in each particular zone.

- c) If any zone is omitted from this division, or if a new zone is created after the enactment of this division, only exempt signs as described in Section 6 shall be permitted in such zone until this division shall be amended to include that zone.
- d) In order to assist public safety and emergency service vehicles to rapidly locate addresses and to assist the traveling public to locate specific addresses, residential and nonresidential structures shall conform to county ordinances.
- e) Signs shall not be located on publicly owned land or easements or inside the street rights-of-way except emergency, safety or warning signs, including directional signs as allowed under this Sign Code, or as otherwise allowed by license agreement approved by the City Council. Nothing shall prohibit a duly authorized local official from removing a sign from public property as allowed by law. Signs shall include, but not be limited to, handbills, posters, advertisements, or notices that are attached in any way to lampposts, telephone poles, utility poles, bridges, telecommunication towers, and sidewalks.
- f) Nothing in this division shall be construed to prevent or limit the display of legal notices, warnings, informational, direction, traffic, or other such signs which are legally required or necessary for the essential functions of government agencies.
- g) All signs shall comply with the applicable building and electrical code requirements. Sign face replacements not requiring a permit shall comply with all applicable building and electrical code requirements; this includes sign face replacements when the permitted sign is not structurally or electronically altered, like materials are used, the sign face is the same size within the frame as the permitted sign, and is installed in the same manner as originally permitted.
- h) Any sign which is allowed pursuant to this chapter must obtain a permit prior to installation, erection or creation except for exempt signs and as otherwise specifically set forth herein.
- i) **All Districts.** The following general provisions apply to signs and sign types described in this Sign Code, except where otherwise noted in this division.
 - 1) Permanent monument signs may be placed on the owner's private property up to the right of way line in recognition of this sign type's aesthetic desirability to the City. The setback shall be measured from the nearest protrusion of the sign or sign face to the property line.
 - 2) All manufactured signs requiring a sign permit from the City shall have a permanent weatherproof identification plate affixed to the exterior of the sign structure such that it may be readily seen after the sign is installed and shall indicate the following:
 - A) The name of the manufacturer;
 - B) The name of the installer;
 - C) The date of installation;
 - D) The sign permit number; and

- E) The electric permit number (if any) with the input VA (Volt Amperes) at full load for electric.
- 3) All new freestanding signs must be monument signs.
- 4) Permanent freestanding monument signs requiring a sign permit must be landscaped at their base. The landscaped area shall have a minimum area of two (2) square feet for each linear foot of sign face width and shall otherwise comply with the landscaping requirements of Chapter 15 of the Land Development Regulations.
- 5) No business shall have more than two (2) exterior wall signs on any street it faces; or one (1) Permanent Window sign per window. Permanent Window signs shall not cover more than 25% of the total glass area of the window and shall not cause a violation of fire safety codes. The sign area of the Permanent Window signs shall be included in the total allowable signage. Wall signs may not project more than twelve (12) inches from a wall. Any wall sign that projects more than two and one-half (2.5) inches from a wall shall be mounted so that the bottom of the sign is no closer than eight (8) feet to the ground at the finished grade immediately below the sign.
- 6) In any zone where both residential and nonresidential uses are allowed, the signage rights and responsibilities applicable to any particular use shall be determined as follows:
 - A) Residential uses shall be treated as if they were located in the residential zoning district where that type of use would be allowed as a permitted use.
 - B) Nonresidential uses shall be treated as if they were located in a zoning district where that particular use would be allowed, either as a matter of right or subject to a conditional use permit or similar discretionary process.

j) **Signs Allowed In All Districts, Permit Required**

- 1) **Wind Signs, temporary.** For each parcel within the City, wind signs shall be allowed for special events (carnivals, craft fairs, festivals, parades, reunions, sidewalk sales, weddings, etc.), grand openings, and tent sales (auto, boat, RV, etc.) for up to one (1) week and not to exceed three (3) times per year.
- 2) **Temporary Vertical Pole Banners.** Restricted to the promotion of civic, charitable, or non-profit special events, holiday or community milestone not to exceed 6 months in duration. Temporary vertical pole banners for display on light poles shall not exceed fifteen (15) square feet in area or twenty (20) feet in height. The bottom of the banner must be at least 14 ft above the pavement surface and not extend more than 36" from the streetlight pole. The banner may include the sponsor's name and logo using up to 15% of the surface area of the

vertical street light banner. A non-commercial ornamental or decorative vertical pole banner may be displayed when the pole is not being used for a permitted vertical pole banner. The City may remove any banner signage that rips or becomes a hazard. The City shall not be responsible for damage caused by exposure to the elements or poor craftsmanship or damage that may occur to the banner during the installation, display period or removal.

- 3) ***Temporary Horizontal Pole Banners.*** Restricted to the promotion of civic, charitable, or non-profit special events, holiday or community milestone not to exceed fourteen (14) days in duration. Temporary horizontal pole banners for display shall be a minimum of twenty-four and one-half square feet or two and one-half feet in height, and shall not exceed ninety-six (96) square feet in area or four (4) feet in height. The bottom of the banner must be at least ten (10) ft above the ground surface. The banner shall include metal grommets spaced a minimum of every two (2) ft. for installation purposes and shall contain wind vents a minimum of every three (3) ft. The banner shall be constructed of quality vinyl or printable mesh material. The banner may include the sponsor's name and logo using up to 15% of the surface area of the horizontal banner. The City may remove any banner signage that rips or becomes a hazard. The City shall not be responsible for damage caused by exposure to the elements or poor craftsmanship or damage that may occur to the banner during the installation, display period or removal.
- 4) ***Temporary Public Service and Non-Profit Signs.*** Restricted to the promotion of civic, charitable, or non-profit special events, holidays or community milestone. Signs may be placed offsite two (2) times a year, not consecutively, for a maximum of a 48 hour period per event. Such events, include, but are not limited to, religious special events, Chamber of Commerce, service or fraternal clubs, medical, or institutional facility events.
- 5) ***Temporary Development Signs.*** One (1) temporary sign not to exceed sixty-four (64) square feet in sign area, and six (6) feet in height may be displayed. Any such sign shall be removed by the developer within fourteen (14) days of the completion or abandonment of the project. The sign shall maintain a ten foot (10') setback from the right of way line.

k) **Residential Zoning Districts, Permit Required**

- 1) The following districts are identified as residential or residentially zoned districts for the purpose of this article: AR, R-18, R-15, R-12, R-10, R-8, R-5, MHRP, MHS, Residential PUD with approval. Except for those signs and sign-types allowed in residential and residentially-zoned districts in accordance with Section 18, i) and Section 17, j) above, no additional signs or sign-types shall be permitted in residential or residentially-zoned districts, except for the following sign-types:

- A) Permanent monument identification/subdivision sign as follows: A maximum of two (2) permanent monument or wall residential entrance or gate signs may be located at the main entrance to a single-family, multifamily, or mobile home subdivision. In the alternative, one double faced identification monument sign may be permitted when placed in the median of a private entrance road. The maximum allowable sign surface area per wall or sign shall not exceed thirty-five (35) square feet per face and shall not exceed a height of six (6) feet.
1. Secondary entranceways shall be restricted to one permanent monument sign, not to exceed twenty (20) square feet per face.
 2. Identification/Subdivision signs shall maintain a fifteen foot (15') setback from all property and right of way lines, with the exception of identification signs which are part of a masonry wall and which may be located along the property lines.
 3. Developments with over three hundred (300) feet entrance way frontage and more than one (1) entrance street are allowed one (1) additional single faced sign per street frontage.
 4. The City shall not accept any liability or responsibility for maintenance of decorative entrances, structures or landscaping features. Sign construction and maintenance shall be at the expense of the developer or the property owners association and their successors, assigns, and heirs.
- B) On a parcel with an apartment building or condominium complex, one permanent wall sign is allowed for each such building or complex not to exceed twenty-four (24) square feet in area.
- C) For permitted land uses other than residential uses in PUD or Mixed Use zones, signs shall be allowed pursuant to the commercial zoning district sign criteria as outlined in Section 17, m) below. Sandwich board signs shall be allowed, pursuant to the regulations of Section 17, o), 2 (A) through (K).
- D) Home Occupation. The use of the dwelling for a home occupation shall be clearly incidental and subordinate to its residential use, and there shall be no change in the appearance of the dwelling or outside evidence of non-residential use, except for a maximum one (1) square foot non-illuminated wall sign located adjacent to the main entrance of the structure.
- E) Off-premises signs are not permitted.

- 2) Residential Professional (RP). Except for those signs and sign-types allowed in residential and residentially-zoned districts in accordance with Section 17, i) and Section 17, j) above, no additional signs or sign-types shall be permitted except for the following sign-types:
 - (A) One monument sign per abutting roadway. A maximum of twenty-four (24) square feet shall be allowed per each monument sign face (sign must be back to back) or two (2) single faced permanent wall signs not to exceed twelve (12) square feet per face. The monument sign shall not exceed six feet (6’).
 - (B) The monument sign shall maintain a five foot (5’) setback from the right-of-way line.
 - (C) On a parcel with an apartment building or condominium complex, one permanent wall sign is allowed for each such building or complex not to exceed twenty-four (24) square feet in area.
 - (D) Sandwich board signs shall be allowed, pursuant to the regulations of Section 17, o), 2 (A) through (K).
 - (E) Off-premises signs are not permitted.

1) **Institutional Zoning Districts – Permit Required**

- 1) The following district is defined as an institutional zoned district for the purpose of this article: Public Facilities District (PFD) and Airport Zoning (AZ). Except for those signs and sign-types allowed in commercial and commercially-zoned districts in accordance with Section 17, i) and Section 17, j) above, no additional signs or sign-types shall be permitted in institutional zoned districts, except for the following sign-types:
 - A) Institutional onsite directional signs. Onsite monument sign may not exceed sixteen (16) square feet in the aggregate directional signs, not exceeding four (4) square feet in sign area, and four (4) feet in height shall be allowed on each parcel or lot.
 - B) One monument sign per abutting roadway. A maximum of thirty-five (35) square feet shall be allowed per each monument sign face (sign faces must be back-to-back). The monument sign shall not exceed ten (10) feet in height along SR 19, CR 450 or CR 42 and shall not exceed

six (6) feet elsewhere. The sign must not be a traffic visibility hazard as determined by the city's traffic engineer.

- C) A maximum of two (2) single faced wall signs not to exceed thirty-five (35) square feet per sign face. An additional single faced wall sign not to exceed twenty-five (25) square feet per face shall be allowed if property has more than one (1) street frontage.
- D) Sandwich board signs shall be allowed, pursuant to the regulations of Section 17, o), 2 (A) through (K) below.
- E) The monument sign shall maintain a minimum five foot (5') setback from the right-of-way line. The sign must not be a traffic visibility hazard as determined by the city's traffic engineer.
- F) Off-premises signs are not permitted except for off-premises directional signs within the AZ zoning district. If the proposed directional sign is within an active commercial operation it must remain within the total allowable signage of the zoning district in which it is located. If the property is vacant or non-commercial in use, the off-premises directional sign shall be limited to one (1) and a total size of thirty-two (32) square feet.
- G) The monument sign within the AZ zoning district shall maintain a twenty-five (25) foot setback from any residentially zoned property.

m) **Commercial Zoning Districts, Except Primary Downtown and Five Points District Overlay Zones – Permit Required**

- 1) The following districts are defined as commercial or commercially zoned districts for the purpose of this article: C-1, C-2, and Tourist Commercial (TC). Except for those signs and sign-types allowed in commercial or commercially-zoned districts in accordance with Section 17, i) and Section 17, j), above, no additional signs or sign-types shall be permitted on any lot or parcel in commercial or commercially-zoned districts, except the following sign-types shall be allowed for each lot or parcel with a non-residential use:

- A) One monument sign per abutting roadway within the C-1 and C-2 zoning districts. The monument sign shall not exceed ten (10) feet in height along SR 19, CR 450 or CR 42 and shall not exceed six (6) feet elsewhere. The monument sign shall maintain a minimum five foot (5') setback from the right of way line. The sign must not be a traffic visibility hazard as determined by the city's traffic engineer. For

shopping center or business center multi-tenant developments, the maximum sign area and height shall follow the regulations of Section 18(n).

- B) One monument sign per abutting roadway within the CT zoning district. A maximum of thirty-five square feet shall be allowed per each monument sign face (sign face must be back to back). The monument sign shall not exceed ten (10) feet in height along SR 19, CR 450 or CR 42 and shall not exceed six (6) feet elsewhere. The monument sign shall maintain a minimum five foot (5') setback from the right of way line. The sign must not be a traffic visibility hazard as determined by the city's traffic engineer.
- C) Signage copy area within the C-1 and C-2 zoning districts. The signage copy area allowed shall be allocated at 1 square foot per linear foot of building frontage not to exceed a maximum of 150 square feet. On properties where the building is setback greater than 250', the total signage copy area shall be allocated at 1.5 square foot of building frontage not to exceed a maximum of 200 square feet. The signage can be used as either wall or free standing monument sign or a combination of both.
 - 1. Multiple signs allowed as long as it does not exceed maximum allowable copy area.
- D) Signage copy area within the CT zoning district. A maximum of two single faced wall signs not to exceed thirty-five (35) square feet per face. An additional single faced wall sign not to exceed twenty-five (25) square feet per face shall be allowed if property has more than one (1) street frontage.
- E) In the event the parcel contains a multi-tenant development on the second floor level, each individual business use may have one attached wall sign and shall not exceed fifteen (15) square feet in area.
- F) Each restaurant shall be allowed one attached display sign of no more than three (3) square feet of sign face area, located at the entrance, or service window of a restaurant.
- G) Restaurant drive-through sign. The drive-through sign shall be placed so as to be viewed from the drive-through lane and may provide a mechanism for ordering products while viewing the drive-through menu sign. The drive-through menu sign shall have a surface area not exceeding forty (40) square feet. The top of the sign and its surrounding or supporting framing/structure shall not exceed eight (8) feet above ground level. If an additional drive-through station is utilized, one additional menu sign is authorized; and total square footage for all menu

signs shall not exceed sixty (60) square feet in surface area, but no single sign may exceed forty (40) square feet.

- H) In any commercial or industrial district, a canopy or awing sign may be permitted in lieu of a wall sign at an individual, single-occupant, premises. The canopy or awning signage square footage combined shall not exceed the total permissible square footage for a wall sign. The height of the canopy or awning shall not exceed sixteen (16) feet (first floor) or twenty-five (25) feet (second floor) or the height of the structure on which it is attached, whichever is less.
- I) Directional signs such as entrance, exit and parking directions on commercial property provided such signs do not exceed four (4) square feet in area. The directional sign may be displayed as an attached sign, window sign, or as a monument sign; if displayed as a monument sign, the monument sign shall not exceed four (4) feet in height.
- J) Sandwich board signs shall be allowed, pursuant to the regulations of Section 17, o), 2 (A) through (K).
- K) Temporary Commercial Mascots and Commercial Message signs shall be allowed for special events (carnivals, craft fairs, festivals, parades, reunions, sidewalk sales, weddings, etc.), grand openings, and tent sales (auto, boat, RV, etc.) for up to one (1) week and not to exceed three (3) times per year.
- L) Off-premises signs are not permitted except for off-premises directional signs within the C-1 or C-2 zoning districts. If the proposed directional sign is within an active commercial operation it must remain within the total allowable signage of the zoning district in which it is located. If the property is vacant or non-commercial in use, the off-premises directional sign shall be limited to one (1) and a total size of thirty-two (32) square feet.

n) **Additional Signage Shopping Center or Business Center Multi-Tenant Development-Permit Required**

- 1) Individual storefront canopies or awnings are not permitted in the Commercial Planned Development District or at shopping centers unless the canopy or awning is an integral architectural element of the entire center storefront. In a shopping center or business center, the following additional signage shall be permitted:
 - A) One monument sign per abutting roadway. One monument identity sign shall be permitted. Size shall not exceed eight (8) square feet multiplied by the total number of businesses in the center per sign face for either a single-faced or double-faced sign. Signage may be apportioned to each

tenant business as determined by the landlord; however, each tenant's portion of the monument sign must be clearly visible from the street. The monument sign shall not exceed ten (10) feet in height along SR 19, CR 450, CR 42, and shall not exceed six (6) feet elsewhere and must not be a traffic visibility hazard as determined by the city's traffic engineer. Multiple monument signs may replace a single monument identity sign as long as the total square footage does not exceed the maximum allowable monument signage for the shopping center or business center, and the name and address of the shopping or business center only appears on one sign.

- B) The shopping center or business center shall be permitted up to one directory sign for each separate building housing multiple tenants. The directory signs shall be wall-mounted or a monument sign with the top of the sign and its surrounding or supporting framing/structure not exceeding six (6) feet above ground level. The size of the directory signs shall be a maximum of sixteen (16) square feet per sign face for either a single-faced or double-faced sign.

o) **Primary Downtown District and Five Points District Overlay Zones – Permit Required**

- 1) Except for those signs and sign-types allowed in commercial or commercially-zoned districts in accordance with Section 17, i) and Section 17, j), above, no additional signs or sign-types shall be permitted on any lot or parcel in the primary downtown and five points district, except the following sign-types shall be allowed for each lot or parcel with a non-residential use:
 - A) The restrictions of Section 17 (e) prohibiting signs projecting beyond the property line, shall not apply.
 - B) No sign erected, subject to the provisions of this division, shall project more than five feet from the front of the building to which it is fastened, nor more than five feet into the public right-of-way in the event that a portion of the building intrudes into the public right-of-way.
 - C) No sign erected, subject to the provisions of this division, shall project to within two (2) feet of the edge of vehicular roadway pavement.
 - D) The bottom of any sign projecting from a building structure shall be no less than eight (8) feet above grade at any point.
 - E) Any sign projecting into the public right-of-way or other public lands may be required to be removed with no right of compensation for such removal, the continuation of such licensed usage to be entirely within the discretion of the City, and such removal shall be completed within 30 days of the notice of the required removal of any such sign. The status of

any sign projecting into the airspace of a public right-of-way or other public lands shall be a temporary, revocable license which may be terminated at any time, without compensation and such sign shall not be a property right.

- F) All permits for new signs issued in the Primary Downtown and Five Points Overlay District shall be subject to the public's use of the public right-of-way whether or not any such specific notation is made on the permit.
- G) One attached wall sign shall be allowed on the first floor level and shall not exceed twenty (20) square feet in area. In the event the parcel contains a multi-tenant development, each individual business use may have one attached sign. An additional single faced wall sign not to exceed twenty-five (25) square feet in area on the first floor level shall be allowed if property has more than one (1) street frontage.
- H) One attached wall sign shall be allowed on the second floor level and shall not exceed fifteen (15) square feet in area. In the event the parcel contains a multi-tenant development on the second floor level, each individual business use may have one attached sign.
- I) The thickness of the projecting sign shall not exceed twelve (12) inches, the height of the projecting sign shall not exceed sixty (60) inches in height, and the width of the principal faces of any projecting sign shall not exceed thirty-six (36) inches. The projecting sign area is in lieu of the wall signage allowed. The projecting sign shall not exceed fifteen (15) square feet per face.
- J) All signs erected within the district or now existing in the district shall comply with all other provisions of this section (including total sign area limits) and the Florida Building Code as to safety, except as is otherwise specifically excepted or modified.
- K) Temporary signs shall be permitted pursuant to Chapter 6, Section 3, b) 11, B.
- L) Each business shall be allowed one attached display sign of no more than three (3) square feet of sign face area, located at the entrance, or service window.
- M) The restrictions of Section 17, i) 5) prohibiting permanent window signs covering more than 25% of any window shall not apply. The maximum permanent window sign shall not cover more than 50% of any window. Permanent window signs are in addition to any wall or canopy/awning sign.
- N) A canopy or awning sign may be permitted in addition to a wall sign at an individual, single-occupant, premises. The signage square footage shall not exceed the total permissible square footage for a wall sign. The

height of the canopy or awning shall not exceed sixteen (16) feet (first floor) or twenty-five (25) feet (second floor) or the height of the structure on which it is attached, whichever is less.

- O) On parcels where a free-standing monument sign may be located in accordance with all applicable setback requirements, one monument sign per abutting roadway is allowed. A maximum of thirty-five (35) square feet shall be allowed per each monument sign face (sign faces must be back-to-back). The monument sign shall not exceed ten (10) feet in height along SR 19 and shall not exceed six (6) feet elsewhere. The monument sign shall maintain a minimum five foot (5') setback from the right of way line. The sign must not be a traffic visibility hazard as determined by the city's traffic engineer.
 - P) Temporary Commercial Mascots and Commercial Message signs shall be allowed for special events (carnivals, craft fairs, festivals, parades, reunions, sidewalk sales, weddings, etc.), grand openings, and tent sales (auto, boat, RV, etc.) for up to one (1) week and not to exceed three (3) times per year.
 - Q) Off-premises signs are not permitted except for off-premises directional signs. If the proposed directional sign is within an active commercial operation it must remain within the total allowable signage of the zoning district in which it is located. If the property is vacant or non-commercial in use, the off-premises directional sign shall be limited to one (1) and a total size of thirty-two (32) square feet.
- 2) Sandwich Board Signs
- A) The placement of sandwich board signs by the owners of lessees of properties may be allowed on any commercial property.
 - B) One sandwich board sign shall be allowed on each street frontage per retail or restaurant use.
 - C) Sandwich board signs shall be freestanding and moveable. They may be single-sided or double-sided. They shall be removed during inclement weather and high winds.
 - D) Sandwich board signs shall not exceed an overall height of four feet (4') or width of two feet (2').
 - E) The use of sandwich board signs shall be limited to the business establishments' working hours and shall be taken inside at the end of each business day.
 - F) All sandwich board signs within the public right-of-way, and more specifically on public sidewalks, shall maintain an unobstructed width of five (5) feet at all times.

- G) Any sandwich board sign located in the public right-of-way or on other public lands may be required to be removed with no right of compensation for such removal, the continuation of such licensed usage to be entirely within the discretion of the City, and such removal shall be completed within 5 days of the notice of the required removal of any such sign. The status of any sandwich_board sign in the public right-of-way or on other public lands shall be a temporary, revocable license which may be terminated at any time, without compensation and such sign shall not be a property right.
- H) No sandwich board sign may be lit either internally or externally.
- I) Any sandwich board sign which encroaches upon pedestrian or vehicular movement or safety or interferes with the lawful use of the public right-of-way or violates the Florida Building Code shall be prohibited and removed or relocated.
- J) Sandwich board signs shall be readable, properly maintained, and kept in good working condition.
- K) The use of a sandwich board sign shall require an annual fee in accordance with the current fee ordinance adopted by City Council.

p) **Industrial Zoning Districts – Permit Required**

- 1) The following districts are defined as industrial or industrially zoned districts for the purpose of this article: Light Manufacturing (LM). Except for those signs and sign-types allowed in commercial or commercially-zoned districts in accordance with Section 18, i) and Section 18, j), above, no additional signs or sign-types shall be permitted on any lot or parcel in industrially zoned districts, except the following sign-types shall be allowed for each lot or parcel with a non-residential use:
 - A) One monument sign per abutting roadway. A maximum of thirty-five (35) square feet shall be allowed per each monument sign face (sign faces must be back-to-back). The monument sign shall not exceed ten (10) feet in height along SR 19, CR 450, CR 42 and shall not exceed six (6) feet elsewhere. The monument sign shall maintain a minimum five foot (5') setback from the right of way line. The sign must not be a traffic visibility hazard as determined by the city's traffic engineer.
 - B) A maximum of two (2) single faced wall signs not to exceed Thirty-five (35) square feet per face.. An additional single faced wall sign not to exceed twenty-five (25) square feet per face shall be allowed if property has more than one (1) street frontage.

- C) In the event the parcel contains a multi-tenant development on the second floor level, each individual business use may have one attached wall sign and shall not exceed fifteen (15) square feet in area.
- D) Directional signs are permitted provided such signs do not exceed four (4) square feet in area. The directional sign may be displayed as an attached sign, window sign, or as a monument sign; if displayed as a monument sign, the monument sign shall not exceed four (4) feet in height.
- E) The monument sign shall maintain a twenty-five (25) foot setback from any residentially zoned property.
- F) Off-premises signs are not permitted.

q) **Commercial and Industrial Planned Unit Developments (PUD) – Permit Required**

- 1) The types of signs, size, height, and setbacks within the PUD District are flexible and are negotiated at the time of zoning approval.

SECTION 18: QUICK REFERENCE GUIDE.

Table 1 provides for a quick-reference of permitted sign types. In the event of a conflict between the table and the text of this chapter, the text prevails.

Table 1
SIGN CODE QUICK REFERENCE

SIGN TYPE (Refer to Appendix A-1 for definitions)	NUMBER AND LOCATION	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	ADDITIONAL REQUIREMENTS
SECTION 6 EXEMPT SIGNS ALLOWED IN ALL ZONING DISTRICTS, NO PERMIT REQUIRED:				
1. Sign located on bus stops	One per bus stop	4 sf	8 ft unless otherwise required by applicable law.	Non-illuminated. •
2. Construction signs, temporary (single family residential districts)	One	4 sf	6 ft	Non-illuminated. • Must be removed by developer within 10 working days of project completion or abandonment.
3. Construction signs, temporary (multiple family residential and non-residential districts)	One	16 sf	10 ft along SR 19, CR 450, CR 42 6 ft elsewhere	Non-illuminated. • Must be removed by developer within 10 working days of project completion or abandonment.
4. Flags (single family detached residential and multi-family residential)	One flag and one flagpole	24 sf	25 ft Maximum flagpole height	For the purpose of determining the flag size, only one side of the flag shall be counted as display surface. • Must be displayed in accordance with U.S. flag regulations (USC Title 4 • Chapter 1). U.S. flag to be illuminated during hours of darkness.
5. Flags (non-residential except for Primary Downtown and Five Points Overlay Zones)	Two flags and two flagpoles	40 sf each	35 ft Maximum flagpole height	For the purpose of determining the flag size, only one side of the flag shall be counted as display surface. • Must be displayed in accordance with U.S. flag regulations (USC Title 4 • Chapter 1). U.S. flag to be illuminated during hours of darkness.
Flags (Non-residential in the Primary Downtown and Five Points Overlay Zones)	One flag and one flagpole per business/storefront	15 sf		For the purpose of determining the flag size, only one side of the flag shall be counted as display surface. Must be displayed in accordance with U.S. flag regulations (USC Title 4 • Chapter 1). U.S. flag to be illuminated during hours of darkness.

SIGN TYPE (Refer to Appendix A-1 for definitions)	NUMBER AND LOCATION	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	ADDITIONAL REQUIREMENTS
SECTION 6 EXEMPT SIGNS ALLOWED IN ALL ZONING DISTRICTS, NO PERMIT REQUIRED				
6. Free expression signs	One, attached to the wall of the building, placed in a window, or freestanding.	4 sf	4 ft	Non-illuminated. • A free expression sign is in addition to any other sign permitted under this Code and is permitted in any zoning • district.
7. Garage or yard sale signs, temporary	One	4 sf	4 ft	Non-illuminated. • A temporary garage or yard sale sign may not be displayed for a period not longer than two days during any calendar month and shall be removed upon the conclusion of the sale. •
8. Machinery and equipment signs	Not restricted	Not restricted	Not restricted	Non-illuminated. •
9. Nameplate or occupant identification signs	One	1 sf	Wall mounted	Non-illuminated. •
10. Parking space signs, non-residential on-site	One per parking space	2 sf	6 ft unless otherwise required by law	Non-illuminated. • All handicapped parking spaces shall be marked and signed in accordance with the applicable laws. •
11. Political campaign or election signs (residential uses) Political candidate or representative are required to post bond for all political signs prior to displaying	One per candidate or issue per road frontage	4 sf	4 ft	Non-illuminated. • May be displayed as an attached sign or as a freestanding sign. • Political campaign or election signs must removed within 7 days following the campaign or election to which it pertains. •
12. Political campaign or election signs (non-residential uses) Political candidate or representative are required to post bond for all political signs prior to displaying	One per road frontage, attached to the wall of the building, placed in a window, or freestanding	16 sf	10 ft along SR 19, CR 450, CR 42 6 ft elsewhere	Non-illuminated. • May be displayed as an attached sign or as a freestanding sign. • Political campaign or election signs must removed within 7 days following the campaign or election to which it pertains •

SIGN TYPE (Refer to Appendix A-1 for definitions)	NUMBER AND LOCATION	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	ADDITIONAL REQUIREMENTS
SECTION 6 EXEMPT SIGNS ALLOWED IN ALL ZONING DISTRICTS, NO PERMIT REQUIRED				
13. Real estate signs (single-family residential detached)	One	4 sf	6 ft	Non-illuminated. • Shall be removed within two (2) weeks after sale or rental of property
14. Real estate signs (multiple family residential and non-residential districts)	One	16 sf	10 ft along SR 19, CR 450, CR 42 6 ft elsewhere	Non-illuminated. • When more than one dwelling unit or non-residential space on a parcel of land is for sale, lease, or rent, there may be one additional temporary window or attached real estate sign for each such unit or space. • The temporary real estate sign shall be removed immediately upon the sale, lease or rent of the real estate that was offered for sale, lease, or rent.
15. Street address signs (residential uses)	One, attached to the wall of the building or divided tenant space	1 sf	Not higher than the wall of the building	May be illuminated. •
16. Street address signs (non-residential uses)	One, attached to the wall of the building or divided tenant space	4 sf	Not higher than the wall of the building	May be illuminated. •
17. Warning and safety signs	Not restricted	4 sf	6 ft unless otherwise required by law	May be illuminated. •
18. Waterfront Identification Signs	One per parcel	3 sf	4 ft	Non-illuminated. •
19. Wayfinding signs, City of Umatilla	Not restricted	36 sf	10 ft – SR 19, CR 450, CR 42 6 ft - elsewhere	May be illuminated. •
20. Window or door signs, temporary (non-residential uses)	Not restricted	Window signs of all types shall not cover more than 25% of any window surface	Not higher than the top of the window or door	Non-illuminated. •

SIGN TYPE (Refer to Appendix A-1 for definitions)	NUMBER AND LOCATION	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	ADDITIONAL REQUIREMENTS
SECTION 1 7(j) SIGNS ALLOWED IN ALL ZONING DISTRICTS - PERMIT REQUIRED:				
1. Temporary wind signs				Special events, grand openings, and tent sales. 1 week duration not to exceed 3 times per year.
2. Temporary Vertical Pole banners	Two per streetlight pole on designated roadways	15 sf	20 ft	Non-illuminated. • Restricted to the promotion of civic, charitable, or non-profit special events holiday or community milestone not to exceed 6 months in duration. • Must be at least 14 ft above the pavement surface and not extend more than 36" from the streetlight pole. • May include the sponsor's name and logo using up to 15% of the surface area of the vertical street light • banner A non-commercial ornamental or decorative vertical pole • banner may be displayed when the pole is not being used for a permitted vertical pole banner
3. Horizontal Pole Banners, temporary	Two per pole	96sf	4 ft	Non-illuminated. • Must be at least 10 ft above the ground surface Restricted to the promotion of civic, charitable, or non-profit special events holiday or community milestone not to exceed 2 weeks in duration.
4. Public Service or non-profit				May be allowed by the approval of City Manager or Designee with a permit. Signs may be placed off-site two (2) times a year, not consecutively for a maximum of a 48 hour period per event
5. Temporary Development Signs	One per parcel	64 sq. ft. (8' x 8')	6 ft.	Must maintain a 10' setback from right of way. Must be removed within 14 days of completion or abandonment of the project.

SIGN TYPE (Refer to Appendix A-1 for definitions)	NUMBER AND LOCATION	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	ADDITIONAL REQUIREMENTS
SECTION 17 (k) SIGNS ALLOWED RESIDENTIAL ZONING DISTRICT — PERMIT REQUIRED:				
1. Identification/subdivision Sign	Two ground mounted monument sign or wall entrance signs. In the alternative, one (1) double faced monument sign placed in the median of a private road entrance	35 sf per sign face	6 ft for a monument sign. Not higher than the wall for a wall sign.	Signs shall maintain a 15' setback with the exception of the wall sign. Secondary entranceways shall be restricted to one permanent monument sign not to exceed 20 sf. Developments with over 300' feet entrance way frontage are allowed 1 additional single faced sign.
2. Residential development identification signs (Multiple family development)	One ground-mounted monument sign or one wall sign.	24 sf per sign face	6 ft for a monument sign Not higher than the wall of the building for a wall sign	May be internally or indirectly illuminated. •
3. Permitted uses other than Residential	One ground-mounted monument sign	35 sf per sign face	6 ft	May be internally or indirectly illuminated. •
4. Institutional on-site directional signs.	Ground-mounted monument signs	4 sf	4 ft	May not exceed sixteen (16) square feet in the aggregate. •
SECTION 17 (m) SIGNS ALLOWED COMMERCIAL ZONING DISTRICTS (C-1 & C-2)- PERMIT REQUIRED:				
1. Ground-mounted monument sign	One per abutting roadway	See note below	10 ft SR 19, CR 450, CR 42 6 ft elsewhere	Sign faces must be back-to-back • See note below
2. Attached sign (first floor)	Wall sign	1 sf. per linear foot of building frontage ; however, total maximum allowable sign area shall not exceed 150 sf. Buildings setback greater than 250' – 1.5 sf per linear foot of building frontage, however, total maximum allowable sign area shall not exceed 200 sq sf	1st floor height	Maximum signage copy area can be utilized for wall or monument sign or a combination of both. Multiple signs allowed.

SIGN TYPE (Refer to Appendix A-1 for definitions)	NUMBER AND LOCATION	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	ADDITIONAL REQUIREMENTS
SECTION 17 (m) SIGNS ALLOWED COMMERCIAL ZONING DISTRICTS (C-1 & C-2)- PERMIT REQUIRED:				
3. Attached sign (second floor)	Wall sign	15 sf	2nd floor height	One sign per business multi-tenant. •
4. Marquee sign		Conditional use permit	Conditional use permit	Approved by the City Council •
5. Restaurant menu sign	Window or wall	3 sf	Not restricted	May be illuminated •
6. Restaurant drive-thru menu sign	One ground- mounted monument sign	40 sf	6 ft	May be illuminated •
7. Canopy or awning		See wall sign	See wall sign	May be illuminated • In lieu of and not in addition to • other allowed wall signage. •
8. Directional signs, commercial parcels	One per entrance to the parcel	6 sf (2ft x 3ft)	3 ft	A non-commercial on-site directional sign may contain the logo or name of the business or development project. The size of the logo or business name shall not exceed 25% of sign area. • May be internally illuminated. • May not exceed sixteen (16) square feet in the aggregate. •
SECTION 17 (n) ADDITIONAL SIGNAGE SHOPPING CENTER OR BUSINESS CENTER MULTI-TENANT DEVELOPMENT - PERMIT REQUIRED				
1. Ground-mounted monument signs (multiple occupant or tenant development)	One per abutting roadway.	8 sf multiplied by the total number of tenants, to be apportioned to those tenants as seen fit.	10 ft SR 19, CR 450, CR 42 6 ft elsewhere	In lieu of sign area and height regulations of Section 20, o) • May be internally or externally lit. • A ground-mounted monument sign may bear the name of the shopping center only, the name of the center and major tenants, or a grouped directory of all occupants of the center at the discretion of the owner or developer of the center. • If the owner or developer chooses to install a grouped directory of occupants, the design of the individual signs and the support components shall be coordinated to provide an attractive and unified grouping •
2. Directory sign	One per multi- tenant building.	16 sf	6 ft	May be internally or externally lit. •

SIGN TYPE (Refer to Appendix A-1 for definitions)	NUMBER AND LOCATION	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	ADDITIONAL REQUIREMENTS
SECTION 17 (o) SIGNAGE ALLOWED DOWNTOWN AND FIVE POINTS OVERLAY DISTRICT – PERMIT REQUIRED:				
1. Attached sign (first floor)	Wall sign	20 sf	1 st floor height	One sign per business multi-tenant. •
2. Attached sign (second floor)	Wall sign	15 sf	2 nd floor height	One sign per business multi-tenant. •
3. Projecting signs	One, perpendicular to the building frontage.	15 sf	Not higher than the wall of the building	May be illuminated. • have a minimum of 9 ft of vertical clearance. • May not project within 2 feet of a vehicular roadway. • The projecting sign area is in lieu of the wall signage allowed.
4. Canopy/Awning sign	One per business establishment	20 sf	16 ft – 1 st floor 25' – 2 nd floor	One canopy/awning sign per business multi-tenant
5. Permanent Window Sign	One per window	Shall not cover more than 50% of any window	No higher than height of window	Window signs are in addition to any wall or canopy/awning sign
6. Marquee sign		Conditional use permit	Conditional use permit	Approved by the City Council •
7. Sandwich board signs	One per business establishment	Not more than 24" wide	48"	Non-illuminated. • Must allow 5 linear feet of unobstructed sidewalk. • If the business is a corner property, the sign may only be placed in one location. •
8. Restaurant or bakery menu sign	Window or wall	3 sf	Not restricted	May be illuminated •
9. Temporary signs		32 sf	See Chp 5, Section 3(b)(11)(B)	Non-illuminated. • 90 day max
10. Temporary window or door signs	Window	24 sq ft in aggregate area or not exceed 50% of any window surface	Not restricted	Non-illuminated. •

Appendix A - SIGN CODE DEFINITIONS

Advertising, for the purposes of the Sign Code means a sign copy intended to aid, directly or indirectly, in the sale, use or promotion of a product, commodity, service, activity, entertainment, or real or personal property.

Architectural detail or embellishment, for the purposes of the Sign Code means any projection, relief, change of material, window or door opening, exterior lighting, inlay, or other exterior building features not specifically classified as a sign. The term includes, but is not limited to, relief or inlay features or patterns that distinguish window or door openings, exterior lighting that frames building features, and changes in facade materials to create an architectural effect.

Artwork, for the purposes of the Sign Code means a three-dimensional representation of a creative idea that is expressed in a form and manner as to provide aesthetic enjoyment for the viewer rather than to specifically convey the name of the business or a commercial message about the products or services on the property which the artwork is displayed. All outdoor artwork shall conform to the maximum height and size restrictions in any particular zone in which it is located. All outdoor artwork shall also conform to any applicable building and safety standards.

Awning, means any secondary covering attached to the exterior wall of a building. It is typically composed of canvas woven of acrylic, cotton or polyester yarn, or vinyl laminated to polyester fabric that is stretched tightly over a light structure of aluminum, iron or steel, or wood.

Banner means any sign of lightweight fabric or similar material that is mounted to a pole, a wire or a building at one or more edges. Flags and wall-mounted flags shall not be considered banners.

Beacon means a stationary or revolving light that flashes or projects illumination, single color or multicolored, in any manner which is intended to attract or divert attention; except, however, this term is not intended to include any kind of lighting device which is required or necessary under safety regulations described by the Federal Aviation Administration or similar agency.

Building official, for the purposes of the Sign Code means the individual responsible for the administration, interpretation and enforcement of the building codes of the city.

Business establishment, for the purposes of the Sign Code means any individual person, nonprofit organization, partnership, corporation, other organization or legal entity holding a valid city occupational license and/or occupying distinct and separate physical space and located in a business activity zoning district.

Canopy means an overhead roof or structure that is able to provide shade or shelter.

Character, for the purposes of the Sign Code means any symbol, mark, logo, or inscription.

City means the City of Umatilla, Florida.

Color, for the purposes of the Sign Code means any distinct tint, hue or shade including white, black or gray.

Commercial mascot means humans or animals used as advertising devices for commercial establishments, typically by the holding of a separate sign or wearing of insignia,

masks or costumes associated with the commercial establishment. This definition Includes sign twirlers, sign clowns, etc.

Commercial message means any sign wording, logo, or other representation or image that directly or indirectly names, advertises, or calls attention to a product, service, sale or sales event or other commercial activity. Text or letters displayed in an artistic format that do not spell a business name or commercial message shall not be calculated as a component of the commercial message.

Copy, for the purposes of the Sign Code means the linguistic or graphic content of a sign.

Drive-in establishment, for the purposes of the Sign Code means a business establishment wherein patrons are usually served while seated in parked vehicles on the same lot. This definition shall be deemed to include "drive-in restaurants," which are more completely described in this section, as well as drive-in service establishments, including banks and dry cleaners that provide this service, and automobile service stations.

Drive-in restaurant or refreshment stand, for the purposes of the Sign Code means any place or premises where provision is made on the premises for the selling, dispensing, or serving of food, refreshments, or beverages in automobiles and/or in other than a completely enclosed building on the premises, including those establishments where customers may serve themselves and may eat or drink the food, refreshments, or beverages in automobiles on the premises and/or in other than a completely enclosed building on the premises. A restaurant which provides drive-in facilities of any kind in connection with regular restaurant activities shall be deemed a drive-in restaurant for purposes of these zoning regulations. A barbecue stand or pit having the characteristics noted in this definition shall be deemed a drive-in restaurant.

Erect, for the purposes of the Sign Code means to construct, build, raise, assemble, place, affix, attach, create, paint, draw, or in any way bring into being or establish: but it does not include any of the foregoing activities when performed as an incident to the change of advertising message or customary maintenance or repair of a sign.

Façade, for the purposes of the Sign Code means the exterior wall of a building exposed to public view or that wall viewed by persons not within the building.

Flag, means any fabric, or similar material, attached to or designed to be flown from a flagpole or similar device, but not a feather or flutter flag.

Feather or Flutter Flag means a flag extending in a sleeve like fashion down a metal telescoping or fixed pole that is mounted in the ground or on a stand. The flag is usually shaped like a sail or feather and attached to the metal pole support on one vertical side.

Flagpole means a pole on which to raise a flag.

Florida Statutes, for the purposes of the Sign Code means the general law of Florida and any amendments thereto enacted by the Florida Legislature.

Frontage, The length of the property line of any one (1) premises parallel to and along each public right of way it borders.

Height, for the purposes of the Sign Code means the vertical distance measured from the ground level nearest the base of the sign to the highest point of the sign structure.

Home Occupation Sign, a 1 square foot non-illuminated wall sign located adjacent to the main entrance of the structure.

Holiday and seasonal decorations means decorations that pertain to legal or other recognized holidays or to a season of the year.

Land, for the purposes of the Sign Code means "land" including "water", "marsh" or "swamp."

Location, for the purposes of the Sign Code means a lot, premises, building, wall or any place whatsoever upon which a sign is located.

May. The use of the word "may" means permissive.

Multi-story building, for the purposes of the Sign Code means a structure with more than one floor.

Pennant means any pieces or series of pieces of cloth, plastic, paper or other material attached in a row at only one or more edges, or by one or more corners (the remainder hanging loosely) to any wire, cord, string, rope, or similar device. The term includes, but is not limited to, string pennants, streamers, spinners, ribbons and tinsel.

Permanent interior sign means that if located on a window or within a distance equal to the greatest dimension of the window and if able to view from the exterior, it shall be considered an exterior sign for purposes of this chapter, excluding window sign allowance.

Person means any individual, corporation, association, firm, partnership, and the like, singular or plural.

Property, for the purposes of the Sign Code means the overall area represented by the outside boundaries of a parcel of land or development containing one or more business establishments and/or residential units.

Property lines, for the purposes of the Sign Code mean the lines which bound a property.

Roofline, for the purposes of the Sign Code means either the edge of the roof or the top of the parapet, whichever forms the top line of the building silhouette and, where a building has several roof levels, this roof or parapet shall be the one belonging to that portion of the building on whose wall the sign is located.

Shall. The word "shall" is mandatory.

Shopping center and business center, for the purposes of the Sign Code mean a group of three or more business establishments within a single architectural plan, with common ownership of property, or cooperative or condominium ownership.

Sign means any device, fixture, placard or structure, including its component parts, which draws attention to an object, product, place, activity, opinion, person, institution, organization, or place of business, or which identifies or promotes the interests of any person and which is to be viewed from any public street, road, highway, right-of-way or parking area. For the purposes of these regulations, the term "Sign" shall include all structural members. A sign shall be construed to be a display surface or device containing organized and related elements composed to form a single unit. In cases where matter is displayed in a random or unconnected manner without organized relationship of the components, each such component shall be considered to be a single sign. In the case of a permanent sign made of any fabric or other non-rigid material the sign shall

conform to each specification for such signs found elsewhere in the Code. However, the following are not within the definition of a "Sign" for regulatory purposes of this chapter:

1. Architectural features: Decorative or architectural features of buildings (not including lettering, trademarks or moving parts);
2. Symbols embedded in architecture: Symbols of noncommercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the structure of a permanent building which is otherwise legal;
3. Personal appearance: Items or devices of personal apparel, decoration or appearance, including tattoos, makeup, costumes (but not including commercial mascots);
4. Manufacturers' marks: Marks on tangible products, which identify the maker, seller, provider or product, and which customarily remain attached to the product even after sale;
5. Fireworks, etc.: The legal use of fireworks, candles and artificial lighting not otherwise regulated by this chapter;
6. Certain insignia on vehicles and vessels: On-street legal vehicles and properly licensed watercraft: license plates, license plate frames, registration insignia, noncommercial messages;
7. Grave stones or grave markers;
8. News racks and newsstands;
9. Artwork that does not function as a sign or meet the definition of "Sign" herein, but is purely decorative in nature.

Sign, additional, means any sign allowed by this chapter for specific purposes over and above that otherwise permitted.

Sign, animated, means a sign which includes action, motion, or color changes, or the optical illusion of action, motion, or color changes, including signs using electronic ink, signs set in motion by movement of the atmosphere, or made up of a series of sections that turn, including any type of screen using animated or scrolling displays, such as an LED (light emitting diode) screen or any other type of video display, even if the message is stationary.

Sign, area or surface area, means the area, in square feet, enclosed by a rectangle, parallelogram, triangle, circle, semicircle, cross, other geometric figure(s), or other architectural design, the sides of which make contact with the extreme points or edges of the sign, excluding the supporting structure which does not form part of the sign proper or of the display. Unless otherwise indicated, area means area per sign face. Illuminated portions of a sign structure shall be considered part of the sign area. Supporting structures for any sign shall not be included in determining the area of the sign provided that the supporting structure does not carry any lettering. The area of a sign for attached signs is based on the smallest geometric shape(s) around the graphics/text; area for sign cabinets used as attached signs shall be based on the entire sign cabinet.

Sign, attached, means any sign attached to, on or supported by any part of a building (e.g. walls, integral roof, awning, windows, or canopy), which encloses or covers useable space.

Sign, awning, or canopy, means any sign that is a part of or printed, stamped, stitched or otherwise applied onto a protective awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.

Sign, bench/bus shelter sign, means a bench or bus shelter upon which a sign is drawn, painted, printed, or otherwise affixed thereto.

Sign, canopy, means a permanent sign which is suspended from, attached to, supported from, printed on, or forms a part of a canopy.

Sign, changeable message, means a sign or portion of a sign where the message copy is changed manually, electronically, or automatically through the utilization of attachable, reflective, illuminated, or holographic letters, numbers, symbols, images and other similar characteristics. Changeable message signs shall include electronic reader boards and changing copy on freestanding signs.

Sign, changeable copy, means a sign that is designed so that characters, letters or illustrations can be manually changed or rearranged without altering the face or the surface of the sign.

Sign, construction, means a temporary on-premise sign identifying the ongoing construction activity during the time that a building permit is active and prior to completion of the work for which the permit was issued, and containing sign copy that is limited to the ongoing construction activity and identifying the contractor and/or any subcontractor engaged to perform construction activity on the site. Construction signs shall not exceed three (3) square feet in sign area, and three (3) feet in height for residential properties, and sixteen (16) square feet in sign area, and six (6) feet in height for nonresidential properties.

Sign, damaged, means a sign missing more than ten percent of one or more sides of a sign face.

Sign, directional, means any sign which exclusively contains information providing direction or location of any object, place, or area including but not limited to those signs indicating avenues of ingress/egress.

Sign, directory, means a freestanding sign containing only the names of some or all of the business establishments within a shopping center or business center and/or a map of such.

Sign, double-faced, means a sign which has two display surfaces backed against the same background, one face of which is designed to be seen from one direction and the other from the opposite direction, every point on each face being either in contact with the other face or in contact with the same background.

Sign, election, means a temporary sign erected or displayed for the purpose of expressing support for or opposition to a candidate or stating a position regarding an issue upon which the voters of the City shall vote.

Sign, exempt(ed), means a sign for which a permit is not required, but which must, nonetheless, conform to the other terms and conditions of this chapter and all other relevant ordinances, statutes and laws.

Sign, face, means the part of the sign, including trim and background, that is or can be used to identify, display, advertise, communicate information, or for visual representation which attracts or intends to attract the attention of the public for any purpose.

Sign, free expression, means a sign, not in excess of six square feet in size (area) and the top of which is not more than four feet off the ground, communicating information, ideas or views, or containing any other noncommercial message that is otherwise lawful.

Sign, freestanding, means any sign supported by structures or supports that are placed on or anchored in the ground or at ground level and which are independent of any building or other structure. Signs on legally constructed perimeter and entry walls and fences are freestanding signs where such signs are located adjacent to a property or subdivision entrance.

Sign, garage or yard sale, or garage-yard, means any on-site temporary sign pertaining to the sale of personal property in, at or upon any residentially-zoned property located in the City. Garage or yard sales shall include but not be limited to all such sales, and shall include the advertising of the holding of any such sale, or other offering to make any sale, whether made under any name such as garage sale, lawn sale, yard sale, front yard sale, back yard sale, attic sale, rummage sale, patio sale, moving sale, or any similar designation.

Sign, gasoline price, means a changeable message sign, typically mounted on a freestanding sign, which displays the prices of gasoline for sale.

Sign, holiday decoration, means any display during a holiday season which shall be removed within 14 days of the conclusion of the holiday.

Sign, holographic display, means an advertising display that creates a three-dimensional image through projection, OLED (organic light emitting diode), or any similar technology.

Sign, identity, means any sign which indicates no more than the name, address, company logo and occupation or function of an establishment or premises.

Sign, illuminated, means any sign or portion thereof which is illuminated by artificial light, either from an interior or exterior source, including outline, reflective or phosphorescent light (including but not limited to plasma or laser), whether or not the source of light is directly affixed as part of the sign, and shall also include signs with reflectors that depend upon sunlight or automobile headlights for an image.

Sign, indirectly illuminated, means any sign, the facing of which reflects light from a source intentionally directed upon it.

Sign, internally illuminated, means any sign which has the source of light entirely enclosed within the sign not visible to the eye.

Sign, integral, means any sign which specifies the name of the building, date of erection, monumental citations and similar historical facts when carved into stone, concrete or similar material or made of bronze, aluminum or other permanent construction and made an integral part of the building.

Sign, LED, means any sign or portion thereof that uses light emitting diode technology or other similar semiconductor technology to produce an illuminated image, picture, or message of any kind whether the image, picture, or message is moving or stationary. This type of sign includes any sign that uses LED technology of any kind whether conventional (using discrete LEDs), surface mounted (otherwise known as individually mounted LEDs), transmissive, organic light emitting diodes (OLED), light emitting polymer (LEP), organic electro luminescence (OEL), or any similar technology.

Sign, marquee, means any sign attached to a marquee.

Sign, menu, means any sign placed so as to be viewed from a drive-through lane or an attached sign located at the entrance, or service window of a restaurant, and containing only a listing of products, with prices, offered for sale by the business. A menu sign may include a mechanism for ordering products while viewing the sign.

Sign, monument, means a freestanding sign in which the enclosed base is a minimum width of two-thirds the width of the sign and is subject to all other restrictions as applicable elsewhere in this Code.

Sign, multi-prism or tri-vision, means a sign made with a series of triangular sections that rotate and stop, or index, to show three (3) images or messages in the same area at different times.

Sign, nonconforming, means any sign that does not conform to the requirements of this Code. Prohibited signs are not nonconforming signs.

Sign, permanent monument identification/subdivision sign, means a permanent monument sign that identifies a residential subdivision

Sign, off-premises, means a commercial sign not located on the site of the establishment or entity indicated or advertised by the sign, or a commercial sign advertising a commodity, good, product, service or other commercial or industrial activity which originates on a site other than where the sign is maintained. The on-site/off-site distinction applies only to commercial message signs.

Sign, on-premises, means any commercial sign which directs attention to a commercial or industrial occupancy, establishment, commodity, good, product, service or other commercial or industrial activity conducted, sold or offered upon the site where the sign is maintained. The on-site/off-site distinction applies only to commercial message signs. For purposes of this chapter, all signs with noncommercial speech messages shall be deemed to be "on-site," regardless of location.

Sign, permanent, means a sign which is firmly supported or attached by means of bolts, foundations, etc., and must be maintained in a safe condition at all times and must meet all requirements under the city building and other applicable codes, ordinances, provisions and laws.

Sign, portable, means any sign that is not permanently attached to the ground or to a structure that is attached to the ground or a sign capable of being transported, including, but not limited to, signs designed to be transported by means of wheels, and signs converted to A or T frames.

Sign, projecting, means any sign affixed perpendicular, or at any angle to a building or wall in such a manner that its leading edge extends more than twelve (12) inches beyond the surface of such building or wall.

Sign, real estate, means any sign advertising the sale, rental or lease of premises, or part of the premises, on which the sign is displayed.

Sign, roof, means a sign located on or projecting above the roof or building.

Sign, sandwich board, means a portable, freestanding, movable and double-faced sign not exceeding thirty-two (32) inches wide and forty-eight (48) inches high.

Sign, snipe, means any small sign of any material, including paper, cardboard, wood and metal, when tacked, posted, glued, nailed or otherwise attached in any way to trees, telephone poles, fences, walls, temporary structures, or other objects.

Sign, subdivision or other residential development, means a sign which contains only the name of a platted subdivision or other residential development. An affidavit stating who will be responsible for the maintenance of permitted subdivision signs shall be filed with the application for a sign permit.

Sign, statutory, means a sign required by any statute of the United States, State of Florida, or any agency or subdivision thereof such as the Florida Department of Transportation.

Sign, structure, means any structure which is designed specifically for the purposes of supporting a sign, and contains no copy. This definition shall include decorative covers, braces, wires, supports, or components attached to or placed around the sign structure.

Sign, temporary, means a sign which is displayed for a limited period of time, usually less than one year but not to exceed the time limit authorized by this Code for a particular temporary sign use.

Sign, traffic control device, means any sign located within the right-of-way that is used as a traffic control device and that is described and identified in the Manual on Uniform Traffic Control Devices (MUTCD) and approved by the Federal Highway Administrator as the National Standard. A traffic control device sign includes those signs that are classified and defined by their function as regulatory signs (that give notice of traffic laws or regulations), warning signs (that give notice of a situation that might not readily be apparent), and guide signs (that show route designations, directions, distances, services, points of interest, and other geographical, recreational, or cultural information).

Sign, time and temperature, means any sign whose only function is the display of current information about current time and/or temperature at the approximate location of the sign.

Sign, trailer, means any sign that is affixed or placed on a trailer or other portable device that may be pulled by a vehicle.

Sign, umbrella, means a sign printed on umbrellas used for legal outdoor eating and drinking establishments, push-carts, sidewalk cafes and which is made of a lightweight fabric or similar material.

Sign, unsafe, means a sign posing an immediate peril or reasonably foreseeable threat of injury or damage to persons or property.

Sign, vehicle, means a sign which covers more than ten (10) square feet of the vehicle, which identifies a business, products, or services, and which is attached to, mounted, pasted, painted, or drawn on a motorized or drawn vehicle, and is parked and visible from the public right of way; unless said vehicle is used for transporting people or materials in the normal day to day operation of the business and otherwise does not violate the provisions of the Sign Code.

Sign, wall flush, means a sign affixed directly to or painted on or otherwise inscribed on an exterior wall and confined within the limits thereof of any building and which projects from that surface less than 12 inches at all points.

Sign, wall wrap, means a sign composed of fabric, plastic, vinyl, mylar or a similar material that drapes or hangs over the side of a building, wall or window.

Sign, warning, means a sign located on a property posting such property for warning regarding, or prohibitions on, parking, trespassing, hunting, fishing, swimming, or other activity, or condition provided such signs do not carry any commercial message or identification.

Sign, wind, means a sign which uses objects or material fastened in such a manner as to move upon being subjected to pressure by wind, and shall include, pennants, ribbons, spinners, streamers or captive balloons, however, the term wind sign shall not include flags.

Sign, window, means any sign placed in a window or affixed thereto in such a manner as to be observable from the exterior of the premises.

Street means a public right-of-way used for vehicular and pedestrian traffic.

Structure. The word "structure" includes the word "building", as well as other things constructed or erected on the ground, attached to something having location on the ground, or requiring construction or erection on the ground.

Vehicle means any boat, camper, automobile, motorcycle, motorized van, recreation vehicle, bicycle, truck, trailer, construction equipment and other such mobile equipment whose major purpose is other than the display of advertising. Vehicle shall include any device on or in which any person or property is or may be transported upon a roadway or right-of-way, except devices used exclusively on stationary rails or tracks.

Wall is the exterior surface of a building capable of being occupied, including surfaces free of windows or devoid of occupants behind the area where the mural is to be placed. Surfaces constructed on roof tops (other than a roof parapet) shall not be considered walls for purposes of this article.

Windows mean panels of transparent material surrounded by a framing structure and placed into the construction material comprising the building facade.