

ORDINANCE NO. \_\_\_\_\_

(18-T-02) AN ORDINANCE OF THE CITY OF HOLLYWOOD, FLORIDA, AMENDING THE ZONING AND LAND DEVELOPMENT REGULATIONS BY AMENDING ARTICLE 2 ENTITLED "DEFINITIONS" AND BY REPEALING AND REPLACING ARTICLE 8 ENTITLED "SIGN REGULATIONS;" PROVIDING FOR SEVERABILITY, INCLUSION IN THE CODE, AND FOR CONFLICTS.

WHEREAS, the City Commission of the City of Hollywood ("City") finds and determines that the City's land development regulations are required to regulate signs as provided by Section 163.3202(2)(f), Florida Statutes; and

WHEREAS, the City Commission does not wish to censor speech, but rather to provide for the public welfare by regulating signage in the City in a manner that enhances the aesthetics of the community, reduces visual pollution, provides clear information and minimizes distractions to drivers in the interests of traffic safety; and

WHEREAS, the City Commission desires to modify and update its regulation of signs in order to respond to recent case law including *Reed v. Town of Gilbert*, 576 U.S., 135 S. Ct. 2218, 192 L. Ed. 2d 236 (2015); and

WHEREAS, in order to address changed and changing conditions as the City continues to develop, the City Commission further desires to:

1. emphasize the importance of aesthetics in sign design, placement, and maintenance,
2. define and establish regulations for new sign types and media to further encourage creativity in sign design and composition and to accommodate industry trends and changes in technologies,
3. allow for increased flexibility in the location, configuration, and application of signs; and

(Coding: Words in ~~struck through~~ type are deletions from existing text; words underscored are additions to existing text.)

WHEREAS, the City finds and determines that the purpose and intent provisions of its signage regulations should be detailed so as to further describe the beneficial aesthetic, traffic safety, and other effects of the City's sign regulations, and to reaffirm that the sign regulations are concerned with the secondary effects of speech and are not designed to censor speech or regulate the viewpoint of the speaker; and

WHEREAS, various signs that serve as signage for particular land uses are based upon content-neutral criteria in recognition of the functions served by those land uses, but not based upon any intent to favor any particular viewpoint or control the subject matter of public discourse; and

WHEREAS, the City finds and determines that the sign regulations hereby adopted allow and leave open adequate alternative means of communications, such as newspaper advertising, internet advertising and communications, advertising in shoppers and pamphlets, advertising in telephone books, advertising on cable television, advertising on UHF and/or VHF television, advertising on AM and/or FM radio, advertising on satellite radio, advertising on internet radio, advertising via direct mail, and other avenues of communication available in the City [*see State v. J & J Painting*, 167 N.J. Super. 384, 400 A.2d 1204, 1205 (Super. Ct. App. Div. 1979); *Board of Trustees of State University of New York v. Fox*, 492 U.S. 469, 477 (1989); *Green v. City of Raleigh*, 523 F.3d 293, 305-306 (4th Cir. 2007); *Naser Jewelers v. City of Concord*, 513 F.3d 27 (1st Cir. 2008); *Sullivan v. City of Augusta*, 511 F.3d 16, 43-44 (1st Cir. 2007); *La Tour v. City of Fayetteville*, 442 F.3d 1094, 1097 (8th Cir. 2006); *Reed v. Town of Gilbert*, 587 F.3d 866, 980-981 (9th Cir. 2009)]; and

WHEREAS, in *Reed v. Town of Gilbert, Ariz.*, 576 U.S., 135 S. Ct. 2218, 2221, 192 L. Ed. 2d 236 (2015), the United States Supreme Court, in an opinion authored by Justice Thomas and joined by Chief Justices Roberts, Scalia, Alito, Kennedy and Sotomayor, addressed the

constitutionality of a local sign ordinance that had different criteria for different types of temporary noncommercial signs; and

WHEREAS, in *Reed*, Justice Alito, in a concurring opinion joined in by Justices Kennedy and Sotomayor, pointed out that municipalities still have the power to enact and enforce reasonable sign regulations; and

WHEREAS, Justice Alito further noted that in addition to regulating signs put up by private actors, government entities may also erect their own signs consistent with the principles that allow governmental speech [see *Pleasant Grove City v. Summum*, 555 U.S. 460, 467-469 (2009)], and that government entities may put up all manner of signs to promote safety, as well as directional signs and signs pointing out historic sites and scenic spots; and

WHEREAS, Justice Alito noted that the *Reed* decision, properly understood, will not prevent cities from regulating signs in a way that fully protects public safety and serves legitimate aesthetic objectives, including rules that distinguish between on-premises and off-premises signs; and

WHEREAS, under established Supreme Court precedent and Eleventh Circuit precedent, commercial speech may be subject to greater restrictions than noncommercial speech and that doctrine is true for both temporary signs as well as for permanent signs; and

WHEREAS, the City finds and determines that a traffic control device, as defined herein, should be exempt from regulation under the City's regulations for signage; and

WHEREAS, the City finds and determines that the regulation of signs within the City strongly contributes to the development and maintenance of a pleasing, visually attractive environment, and that these sign regulations are prepared with the intent of enhancing the environment and promoting the continued well-being of the City; and

WHEREAS, the City finds and determines that the regulation of signage for purposes of aesthetics has long been recognized as advancing the public welfare; and

WHEREAS, the City finds and determines that, as far back as 1954, the United States Supreme Court recognized that "the concept of the public welfare is broad and inclusive," that the values it represents are "spiritual as well as physical, aesthetic as well as monetary," and that it is within the power of the legislature "to determine that the community should be beautiful as well as healthy, spacious as well as clean, well balanced as well as carefully patrolled" [*Berman v. Parker*, 348 U.S. 26, 33 (1954)]; and

WHEREAS, the City finds and determines that aesthetics is a valid basis for zoning, and that the regulation of the size and appearance of signs and the prohibition of certain types of signs can be based upon aesthetic grounds alone as promoting the general welfare [*see Merritt v. Peters*, 65 So.2d 861 (Fla. 1953); *Dade County v. Gould*, 99 So.2d 236 (Fla. 1957); and *E.B. Elliott Advertising Co. v. Metropolitan Dade County*, 425 F.2d 1141 (5th Cir. 1970), *cert. dismissed*, 400 U.S. 878 (1970)]; and

WHEREAS, the City finds and determines that these sign regulations further the character and ambiance of the City, and reflect its commitment to maintaining and improving an attractive environment; and

WHEREAS, the City finds and determines that the beauty of the City's natural and built environment has provided the foundation for the economic base of the City's development, and that the City's sign regulations help create an attractive residential community for its residents; and

WHEREAS, the City finds and determines that the goals, objectives and policies of its plans over the years demonstrate a strong, long-term commitment to maintaining and improving the City's attractive and visual environment; and

WHEREAS, the City finds and determines that, from a planning perspective, one of the most important community goals is to define and protect aesthetic resources and community character; and

WHEREAS, the City finds and determines that the purpose of the regulation of signs as set forth in this Ordinance is to promote the public health, safety and general welfare through a comprehensive system of reasonable, consistent and nondiscriminatory sign standards and requirements; and

WHEREAS, the City finds and determines that the sign regulations in this Ordinance are intended to lessen hazardous situations, confusion and visual clutter caused by proliferation, improper placement, illumination, animation and excessive height, area and bulk of signs which compete for the attention of pedestrian and vehicular traffic; and

WHEREAS, the City finds and determines that these sign regulations are intended to protect the public from the dangers of unsafe signs; and

WHEREAS, the City finds and determines that these sign regulations are intended to permit signs that are compatible with their surroundings and aid orientation, and to preclude placement of signs in a manner that conceals or obstructs adjacent land uses or signs; and

WHEREAS, the City finds and determines that these sign regulations are intended to regulate signs in a manner so as to not interfere with, obstruct vision of or distract motorists, bicyclists or pedestrians; and

WHEREAS, the City finds and determines that these sign regulations are intended to require signs to be constructed, installed and maintained in a safe and satisfactory manner; and

WHEREAS, the City finds and determines that in meeting the purposes and goals established in these findings, it is appropriate to prohibit or to continue to prohibit certain sign types; and

WHEREAS, the City finds and determines that the prohibition of the construction of additional billboards and certain other sign types, as well as the establishment and continuation of height, size and other standards for on-premise signs, is consistent with the policy set forth in the Florida Constitution that it shall be the policy of the state to conserve and protect its scenic beauty; and

WHEREAS, the City finds that local governments may separately classify off-site and on-site advertising signs in taking steps to minimize visual pollution [see *City of Lake Wales v. Lamar Advertising Association of Lakeland Florida*, 414 So.2d 1030, 1032 (Fla. 1982)]; and

WHEREAS, the City finds and determines that a prohibition on the erection of off-site outdoor advertising signs will reduce the number of driver distractions and the number of aesthetic eyesores along the roadways of the City [see, e.g., *E. B. Elliott Adv. Co. v. Metropolitan Dade County*, 425 F.2d 1141, 1154 (5th Cir. 1970), *cert. denied*, 400 U.S. 878 (1970)]; and

WHEREAS, the City finds and determines that in order to preserve, protect and promote the safety and general welfare of the residents of the City, it is necessary to regulate off-site advertising signs so as to prohibit the construction of off-site signs and additional billboards in all zoning districts, and to provide that the foregoing provisions shall be severable; and

WHEREAS, the City hereby finds and determines that anything beside the road which tends to distract the driver of a motor vehicle directly affects traffic safety, and that signs, which

divert the attention of the driver and occupants of motor vehicles from the street to objects away from it, may reasonably be found to increase the danger of accidents, and agrees with the courts that have reached the same determination [*see In re Opinion of the Justices*, 103 N.H. 268, 169 A.2d 762 (1961); *Newman Signs, Inc. v. Hjelle*, 268 N.W.2d 741 (N.D.1978)]; and

WHEREAS, the City finds and determines that the City has allowed noncommercial speech to appear wherever commercial speech appears; and the City desires to continue that practice through the specific inclusion of a substitution clause that expressly allows non-commercial messages to be substituted for commercial messages; and

WHEREAS, the City finds and determines that, by confirming in this Ordinance that noncommercial messages are allowed wherever commercial messages are permitted, the City will continue to overcome any constitutional objection that its ordinance impermissibly favors commercial speech over noncommercial speech [*see Outdoor Systems, Inc. v. City of Lenexa*, 67 F. Supp. 2d 1231, 1236-1237 (D. Kan. 1999)]; and

WHEREAS, the City finds and determines that under Florida law, whenever a portion of a statute or ordinance is declared unconstitutional, the remainder of the act will be permitted to stand provided (1) the unconstitutional provisions can be separated from the remaining valid provisions, (2) the legislative purpose expressed in the valid provisions can be accomplished independently of those which are void, (3) the good and the bad features are not so inseparable in substance that it can be said that the legislative body would have passed the one without the other, and (4) an act complete in itself remains after the valid provisions are stricken [*see, e.g., Waldrup v. Dugger*, 562 So.2d 687 (Fla. 1990)]; and

WHEREAS, the City finds and determines that there have been several judicial decisions where courts have not given full effect to severability clauses that applied to sign regulations and where the courts have expressed uncertainty over whether the legislative body intended that

severability would apply to certain factual situations despite the presumption that would ordinarily flow from the presence of a severability clause; and

WHEREAS, the City finds and determines that the City has consistently adopted and enacted severability provisions in connection with its ordinance provisions, and that the City wishes to ensure that severability provisions apply to its regulations, including its sign regulations; and

WHEREAS, the City finds and determines that the Code's severability clauses were adopted with the intent of upholding and sustaining as much of the City's regulations, including its sign regulations, as possible in the event that any portion thereof (including any section, sentence, clause or phrase) be held invalid or unconstitutional by any court of competent jurisdiction; and

WHEREAS, the City finds and determines that there must be an ample record of its intention that the presence of a severability clause in connection with the City's sign regulations be applied to the maximum extent possible, even if less speech would result from a determination that any provision is invalid or unconstitutional for any reason whatsoever; and

WHEREAS, the City finds and determines that there must be an ample record that it intends that the height and size limitations on free-standing and other signs continue in effect regardless of the invalidity or unconstitutionality of any, or even all other, provisions of the City's sign regulations, other ordinance code provisions, or other laws, for any reason(s) whatsoever; and

WHEREAS, the City finds and determines that there must be an ample record that it intends that each prohibited sign-type continue in effect regardless of the invalidity or



unconstitutionality of any, or even all, other provisions of the City's sign regulations, other ordinance code provisions, or other laws, for any reason(s) whatsoever; and

WHEREAS, the City Commission makes the detailed findings set forth in Section 8-1 (created by Section 3 of this Ordinance) as to the purpose, scope and intent of the City's sign regulations, and the substantial and compelling governmental interests that are advanced by these regulations; and

WHEREAS, the City Commission finds and determines that this Ordinance is consistent with all applicable policies of the City's adopted Comprehensive Plan; and

WHEREAS, the City Commission reiterates its desire that there be an ample and unequivocal record of its intention that the severability clauses it has adopted related to its sign regulations shall be applied to the maximum extent possible, even if less speech would result from a determination that any exceptions, limitations, variances, or other sign provisions are invalid or unconstitutional for any reason whatsoever; and

WHEREAS, on October 11, 2018, the City's Planning and Development Board, acting as the Local Planning Agency, held a duly advertised hearing to review the proposed text amendment and have forwarded a recommendation of approval to the City Commission; and

WHEREAS, the City Commission conducted a first and second reading of this Ordinance at duly noticed public hearings, as required by law, and after having received input from and participation by interested members of the public and staff, the City Commission has determined that this Ordinance is consistent with the City's Comprehensive Plan and in the best interest of the public health, safety and welfare.

NOW, THEREFORE, IT IS HEREBY ORDAINED BY THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA, AS FOLLOWS<sup>1</sup>:

Section 1: That the foregoing “WHEREAS” clauses are ratified and confirmed as being true and correct and are incorporated in this Ordinance.

Section 2: That Article 2, “Definitions,” is hereby amended to read as follows:

## ARTICLE 2: DEFINITIONS

\* \* \*

### § 2.2. Terms Defined.

\* \* \*

**AWNING, CANOPY.** ~~A shelter or cover designed and intended for protection from weather or as a decorative embellishment that projects from a wall of a building over a walk, window, door or the like. Hood or cover which projects from the wall of a building to afford protection from sun or rain for pedestrians or vehicles.~~

\* \* \*

**BILLBOARD.** ~~A sign normally mounted on a building wall or freestanding structure with advertising copy which refers to something other than the name and primary character of the business on the premises or is located on a remote site from service or site referred to by the sign copy.~~

\* \* \*

**CANOPY.** A permanent architecturally integrated roofed shelter projecting over a walk, driveway, entry, or similar area, which may be wholly supported by a building or wholly or partially supported by columns, poles, or braces extending from the ground. Such structures shall be open on three sides, and if ground-supported, supports must be confined in number and cross-section area to the minimum necessary for actual support of the canopy.

\* \* \*

**COPY.** ~~The wording on a sign surface either in permanent or removable letter form, including but not limited to symbols, trademark emblems or reproductions.~~

\* \* \*

**FLAG.** A piece of fabric with a color or pattern that represents a non-commercial idea or institution, or country.

\* \* \*

**SIGN.** Any object, device, display, structure, fixture, or representation for visual communication that is used, directly or indirectly, for the purpose of bringing the subject thereof to the attention of others, or advertising or conveying information about an establishment, business, product, object, person, commodity, real or personal property, entertainment, institution, organization, activity, solicitation, or service by any means, including words, letters, figures, designs, symbols, graphics, copy, fixtures, colors, or illumination. It may be projected onto any surface or into the sky, or affixed or attached to premises, real property, fixtures on real property, or a vehicle. A sign that is not visible from any nearby public property, including without limitation a public right-of-way or private right-of-way, is not a sign subject to regulation under Article 8.~~Any identification, description, illustration or device illuminated or non-illuminated which is visible from any public place or is located on private property and exposed to the public which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise; or any emblem, painting, banner, pennant, placard or temporary sign, which advertises, identifies or conveys information, with the exception of the flags of the United States, the State of Florida, and the City of Hollywood. For the purpose of removal, signs shall also include all sign structures.~~

**SIGN, ABANDONED.** Any sign that advertises a service or good that is no longer available, or establishment that is no longer licensed or operational at the premises on which it is displayed, is abandoned after a period of 30 days, or any temporary sign that remains in place longer than allowed by Article 8.

**SIGN, ADVERTISING.** Any form of sign intended to aid, directly or indirectly, in the sale, use or promotion of a commercial product, commodity, service, activity or entertainment.

**SIGN, A-FRAME.** A moveable sign that can be located in the public right of way or on private property.

**SIGN, ANIMATED.** A sign ~~which that~~ includes action or motion of any part by any means, including wind power. This definition includes but is not limited to, including pennants, streamers, and bunting and fluttering devices. This definition excludes temporary banners.

**SIGN AREA.** The sum of the area of the sign face, including all elements such as boards for frames, perforated or solid background, ornamental embellishments, arrows or other sign media. The structural elements necessary to support a sign need not be included as sign area. Concerning painted wall signs or flat wall signs when composed of letters only, sign area is determined by the perimeter required to support or enclose such message or messages.

**SIGN, AUTOMATIC CHANGEABLE COPY.** An electronically or electrically controlled message center or readerboard, on which copy changes are shown in intervals.

**SIGN, AWNING-CANOPY.** A non-illuminated ~~occupant identification on premises~~ sign that is affixed flat to the surface of an awning or canopy and ~~which that~~ does not extend vertically or horizontally beyond the limits of such awnings or canopy.

**SIGN, BANNER ~~(including pennant, streamer, bunting and fluttering devices).~~** A temporary sign composed of lightweight material either enclosed or not enclosed in a rigid frame, secured or mounted, so as to allow movement of the sign caused by movement of the atmosphere.

**SIGN, BILLBOARD.** A permanent off-premises changeable copy sign or a sign or sign structure mounted on a building wall or freestanding structure for the primary purpose of advertising for hire of a product, entertainment or services that is sold, produced, manufactured, or furnished at a place other than the premises on which the sign is located. The periodic, occasional or incidental use of a billboard sign for non-

commercial messages, whether compensated for hire or not, does not convert the billboard into a different sign type or an on premises sign.

**SIGN, BOX.** A cabinet sign, with an illuminated plastic face, where the shape of the sign does not follow the shape of the individual letters or logo.

**SIGN, CANOPY.** An on premises sign that is integrated, attached, or otherwise affixed to the top, underside, or fascia of a canopy.

**SIGN, CHANGEABLE COPY.** A manual or automatic changeable copy sign. A sign such as a movie marquee where slots are provided on a background for changeable letters to be added.

**SIGN, CHANGING.** A sign such as an electronically or electrically controlled public service, time, temperature and date sign, message center or readerboard, on which different copy changes of a public service non-commercial nature are shown on the same lampbank.

**SIGN, CREDIT CARD.** A sign, decal or emblem (monetary, institutional, and the like) indicating types of credit cards, traveler's checks, and the like, that are accepted.

**SIGN COPY.** The wording on a sign surface either in permanent or removable letter form, including but not limited to symbols, trademark emblems, or reproductions.

**SIGN, DIRECTIONAL or INFORMATIONAL.** An on premises informative, non-advertising sign used to provide information about the premises and to guide the movement of pedestrian or vehicular traffic to or through the premises, with copy indicating messages such as but not limited to "entrance," "exit," "parking in rear," arrows, and the like.

**SIGNS, DIRECTORY.** A sign at a shopping center or office building containing two or more tenants used to identify and locate the tenants.

**SIGN, DOUBLE FACED.** A sign with two sides having copy. Each side of the sign is ~~usually~~ generally, but not necessarily parallel. Both sides of the sign shall not be visible from any vantage point simultaneously.

**SIGN FACE.** Any part of a sign that is or could be used for copy.

**SIGN, FLASHING.** A sign which ~~that~~ contains an intermittent or flashing light source, or ~~that which~~ includes the illusion of intermittent or flashing light by means of animation or an externally mounted intermittent light source. Automatic ~~changing~~ changeable copy signs such as public service time, temperature and date signs, or electronically controlled message centers are classified as "Changing" signs, not "Flashing" signs. This term does not include Electronic Message Centers.

**SIGN, FLAT WALL.** A sign attached to or erected against the wall or facade of a building, the display surface of which is parallel to the building wall not extending above the roof line of a building or extending more than 12 inches from the facade of the building to which it is attached.

**SIGN, FREESTANDING.** A sign erected on a freestanding frame, mast or pole, and not attached to any building or any other structure.

**SIGN, GASOLINE PRICE.** A sign indicating current gasoline prices at a service station.

**SIGN, GOVERNMENTAL INFORMATION.** A sign identifying a publicly owned community facility.

**SIGN, HEIGHT.** The vertical distance measured from the established grade to the highest point of a sign or its supporting structure, whichever is higher.

**SIGN, HOTEL/MOTEL ACCREDITATION.** A sign issued to a hotel or motel by a recognized professional rating association rating or accrediting the hotel/motel business.

**SIGN, HOTEL/MOTEL VACANCY.** A sign displaying the words "vacancy" or "no vacancy". Such sign shall only be permitted for hotel/motel uses.

**SIGN, IDENTIFICATION.** Shall mean any sign identifying the premises on which it is located.

**SIGN, ILLUMINATED.** A sign ~~that which~~ is lighted by any light source, internal or external, whether or not said lights are physically attached to the sign. This definition shall not include signs ~~that which~~ are illuminated by street lights or other light sources owned by any public agency or light sources ~~that which~~ are specifically operated for the purpose of lighting the area in which the sign is located rather the sign itself.

**SIGN, INTEGRAL.** A sign that is constructed as an integral part of the architectural design of the building in locations that were designed for a sign.

**SIGN, INSTRUCTIONAL.** ~~A sign which provides instructions and is located entirely on the property to which it pertains and does not in any way advertise a business, and does not exceed two square feet in area; identifying restrooms, public telephones, walkways and such.~~

**SIGN, MANUAL CHANGEABLE COPY.** A sign where slots are provided on a background for changeable letters to be manually placed.

**SIGN, MARQUEE.** A projecting sign attached to and extending more than 12 inches from the facade of the building but not above the roof line.

**SIGN, MESSAGE CENTER.** ~~A sign which has the capability of changing copy.~~

**SIGN, MONUMENT.** A free-standing sign where the supporting structure of the sign is concealed and is architecturally and aesthetically integrated into the overall design of the sign. The supporting structure shall not have exposed poles or posts. The supporting base or structure shall be continuous under a minimum of 75 percent% of the sign area.

**SIGN, MOVABLE.** A sign not permanently attached to the ground ~~ore~~ on a building, including sidewalk or sandwich signs.

**SIGN, NON-COMMERCIAL.** A sign that contains anything other than a commercial message.

**SIGN, NONCONFORMING.** A sign or sign structure ~~that which~~ fails to conform to all applicable regulations and restrictions.

**SIGN, NON-ILLUMINATED.** A sign ~~that which~~ is not illuminated.

**SIGN, OCCUPANT IDENTIFICATION.** ~~A sign which is limited to the name, address and number of a building, institution or persons, and to the activity carried on in the building or institution.~~

**SIGN, OFF PREMISES.** A commercial sign identifying, advertising, or directing someone to an establishment, business, person, activity, goods, products or services, located at a different location or premises from where the sign is installed and maintained.

**SIGN, ON PREMISES.** A sign ~~that is not an off premises sign, identifying or advertising a business, persons, activity, goods, products or services, located on the premises where the sign is installed and maintained.~~

**SIGN, PAINTED WALL.** A sign painted on any outside wall of a building.

**SIGN, PERMANENT POLITICAL.** ~~A political sign that requires a permit and must comply with all requirements of the South Florida Building Code and sign regulations of the city.~~

**SIGN, POLE.** A free-standing sign that is permanently attached to the ground through the use of posts and/or poles. This definition does not include Post and Panel Signs.

**SIGN, POLE BANNER.** A sign composed of lightweight material supported by a rigid frame and not subject to movement caused by movement of the atmosphere, secured or mounted on a permanent ground mounted flag pole or light pole, intended to be displayed on a regular basis. Said SIGN, POLE BANNER shall not be of a type referred to as fly flags, swooper flags, shark fin banners, wing banners, sail banners, feather banners, pennants, streamers, or other signs of a similar nature.

**SIGN, POLITICAL.** ~~A sign that expresses a comment on a matter of public interest.~~

**SIGN, POST AND PANEL.** A freestanding sign that has a non-internally illuminated panel and is supported by ~~subtle non-continuous~~ structural elements or posts. The signs are generally small in scale and massing, and incorporate pedestrian oriented details and design, compatible with the architectural character of the related building and its site. Such signs are not typically referred to as pylon signs, monument signs, pole signs, and other signs of similar definitions.

**SIGN, PROJECTING.** A sign other than a flat wall sign ~~that which~~ is attached to and projects from a building or structure face at any angle. A marquee sign shall be treated as a projecting wall sign.

**SIGN, PUBLIC SERVICE INFORMATION.** ~~A sign which provides general public service information, such as time, date, temperature, weather, directional information, community events, but no business identification advertising.~~

**SIGN, ROOF.** A sign erected over or on the roof or extending above the roof line, which is dependent upon the roof, parapet or upper walls of any building or portion thereof, for support.

**SIGN, ROTATING.** A sign or portion of a sign ~~that which~~ moves in a revolving or similar manner.

**SIGN, SIDEWALK OR SANDWICH.** ~~A moveable sign that can be located in the public right of way or on private property.~~

**SIGN, SNIPE.** A sign ~~that which~~ is tacked, nailed, posted, glued or otherwise attached to trees, poles, stakes or fences or to other objects ~~with the message appearing thereon not applicable to the present use of the premises or structures upon which the sign is located.~~

**SIGN, TEMPORARY POLITICAL.** ~~A political sign that does not require a permit and need not comply with the requirements of the South Florida Building Code and sign regulations of the city.~~

**SIGN STRUCTURE.** A structure ~~that which~~ supports, has supported or is capable of supporting a sign, including decorative cover.

**SIGN, SUBDIVISION.** ~~A sign identifying a recorded subdivision.~~

**SIGN, SWINGING.** A sign installed on an arm or spar that is not, in addition, permanently fastened to an adjacent wall or upright pole.

~~**SIGN, TEMPORARY ANNOUNCING.** A sign erected and maintained on vacant property or during construction to announce a future use of the premises.~~

**SIGN, TEMPORARY REAL ESTATE.** A sign erected by an owner or his agent indicating the real property upon which the sign is located is for rent, for lease, or for sale.

~~**SIGN, TEMPORARY WINDOW.** A special purpose (sale, and the like) paper sign installed inside a window for purposes of viewing from outside the premises.~~

**SIGN, TEMPORARY CONSTRUCTION WITH ACTIVE BUILDING PERMIT.** A sign erected and maintained by an architect, contractor, subcontractor, and/or materials business, upon property whereupon ~~which~~ such individual and/or materials business is furnishing labor or material for new construction or major renovation.

**SIGN, VEHICULAR-VEHICLE.** A sign affixed to or painted on a transportation vehicle, including automobiles, trucks, boats, trailers, and campers, for the purpose of identification or advertising anything other than the vehicle or its contents/use.

**SIGN, WALL.** A sign attached to or erected against the wall or facade of a building, the display surface of which is parallel to the building wall not extending above the roof line of a building or extending more than 12 inches from the facade of the building to which it is attached.

**SIGN, WINDOW.** A sign ~~that which~~ is painted on, applied to, attached to or projected ~~upon the exterior of a building, including on glazed doors and glass areas of a building.~~ Signs ~~that which~~ are located within 15 ft. five feet of a glass area and can be seen from the outside of the building are considered window signs. Such signs include but are not limited to identification labels, messages, symbols, insignias, graphic representations, logos, or any other form which communicates information.

\* \* \*

**TRAFFIC CONTROL DEVICES.** Any sign that is used as a traffic control device and described and identified in the Manual on Uniform Traffic Control Devices approved by the Federal Highway Administration as the national standard and as may be revised from time to time. 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, and guide signs (that show route designations, directions, distances, services, points of interest, and other geographical, recreational, or cultural information). These devices are not regulated as signs under this Article.

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Section 3: That Article 8, "Sign Regulations," is hereby deleted and replaced in its entirety as follows:

## **ARTICLE 8. SIGN REGULATIONS**

### **§ 8.1. Purpose; Scope.**

A. The purpose of this Article is to permit signs that:

1. Shall not by their size, location, method of construction and installation or manner of display, endanger the health, safety and general welfare of the public, or create distractions that may jeopardize pedestrian or vehicular traffic safety, or mislead, confuse, or obstruct the vision of people seeking to locate or identify uses or premises;

2. Shall be architecturally and aesthetically compatible with the buildings they are placed on, and will not destroy or impair aesthetic or visual qualities of the City that are essential to the tourist economy of the City and to the general welfare; and

3. Shall be efficient in the transfer of information.

B. The intent of this Article is as follows:

1. *Florida Constitution.* Article II, Section 7 of the Florida Constitution provides that “[i]t shall be the policy of the state to conserve and protect its natural resources and scenic beauty...” A beautiful environment preserves and enhances the desirability of the City of Hollywood as a place to live and to do business. Implementing the Florida Constitution is a compelling governmental interest.

2. *Florida Statutes.* Florida law requires cities to adopt comprehensive plans and implement them through the adoption of land development regulations (also known as zoning regulations) and the approval of development orders that are consistent with the comprehensive plan. See Part II of Chapter 163, Florida Statutes. Florida law specifically requires that the City adopt sign regulations. See Section 163.3202(2)(f), Florida Statutes. Complying with state law is a compelling governmental interest.

3. *City of Hollywood Comprehensive Plan.* Objective 4 of the Land Use Element intends to “promote improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination to maintain and enhance neighborhoods, businesses, and tourist areas.”

4. *Caselaw.* In accordance with the U.S. Supreme Court’s cases on sign regulation, the regulations in this Article are not intended to regulate or censor speech based on its content or viewpoint, but rather to regulate the secondary effects of speech that may adversely affect the City’s substantial and compelling governmental interests in preserving scenic beauty and community aesthetics, and in vehicular and pedestrian safety in conformance with the First Amendment. These cases and their holdings include but are not limited to:

a. *Reed v. Town of Gilbert*, 576 U.S., 135 S. Ct. 2218, 192 L. Ed. 2d 236 (2015) on the topic on non-commercial temporary signs;

b. *Metromedia, Inc. v. City of San Diego*, 453 U.S. 490 (1981) on the topic of commercial signs and off-premise signs;

c. *City of Ladue v. Gilleo*, 512 U.S. 43 (1994) on the topic of political protest signs in residential areas;

d. *Linmark Assocs., Inc. v. Township of Willingboro*, 431 U.S. 85 (1977) on the topic of real estate signs in residential areas;

e. *Burson v. Freeman*, 504 U.S. 191 (1992) on the topic of election signs near polling places;



f. Central Hudson Gas & Electric Corp. v. Public Service Commission, 447 U.S. 557 (1980) on the topic of commercial speech; and

g. City Council v. Taxpayers for Vincent, 466 U.S. 789 (1984) on the topic of signs on public property.

5. Impact of sign clutter. Excessive signage and sign clutter impair the legibility of the environment, and undermine the effectiveness of governmental signs, traffic control devices and other required signs (such as directional, informational, directory, identification and warning signs) that are essential to identifying locations for the delivery of emergency services and other compelling governmental purposes. The intent of these sign regulations is to enhance the visual environment of the City, ensure that City residents and visitors can safely navigate through the City to their intended destinations, and promote the continued well-being of the City. It is therefore the purpose of this Article to promote aesthetics and the public health, safety and general welfare, and assure the adequate provision of light and air within the City through reasonable, consistent and nondiscriminatory standards for the posting, displaying, erection, use, and maintenance of signs that are no more restrictive than necessary to achieve these governmental interests.

6. Specific Legislative Intent. More specifically, these sign regulations are intended to:

a. Classify and categorize signs by type and zoning district;

b. Permit, regulate and encourage the use of signs with a scale, graphic character, and type of lighting compatible with buildings and uses in the area, so as to support and complement the goals, objectives and policies set forth in the City's Comprehensive Plan;

c. 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;

d. Encourage and allow signs that are appropriate to the zoning district in which they are located consistent with and serving the needs of the land uses, activities and functions to which they pertain;

e. Establish regulations affecting the design, erection, and maintenance of signs for the purpose of ensuring equitable means of graphic communication, while maintaining a harmonious and aesthetically pleasing visual environment within the City. It is recognized that signs form an integral part of architectural building and site design and require equal attention in their design, placement and construction;

f. 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 as a source of economic advantage as an attractive place to live and work;

g. Preclude signs from conflicting with the principal permitted use of the lot and adjoining lots;

h. Establish dimensional limits and placement criteria for signs that are legible and proportional to the size of the lot and structure on which the sign is to be placed, or to which it pertains;

i. Maintain and enhance the scenic beauty of the aesthetic environment and the City's ability to attract sources of economic development and growth;

- j. Preserve, conserve, protect, and enhance the aesthetic quality and scenic beauty of all zoning districts in the City;
- k. Encourage the effective use of signs as a means of communication in the City;
- l. Ensure pedestrian safety and traffic safety;
- m. Regulate signs so as to not interfere with, obstruct the vision of, or distract motorists, bicyclists or pedestrians;
- n. Regulate signs so that they are effective in performing the function of identifying and safely directing pedestrian and vehicular traffic to a destination;
- o. Curtail the size and number of signs to the minimum reasonably necessary to identify a residential or business location, and the nature of such use, and to allow smooth navigation to these locations;
- p. Lessen the visual clutter that may otherwise be caused by the proliferation, improper placement, illumination, animation, excessive height, and excessive area of signs that compete for the attention of pedestrian and vehicular traffic and are not necessary to aid in wayfinding;
- q. Allow for traffic control devices without City regulation consistent with national standards because they promote highway safety and efficiency by providing for the orderly movement of road users on streets and highways, and by notifying road users of regulations and providing nationally consistent warnings and guidance needed for the safe, uniform and efficient operation of all elements of the traffic stream and modes of travel, while regulating private signs to ensure that their size, location and other attributes do not impair the effectiveness of such traffic control devices;
- r. Minimize the possible adverse effect of signs on nearby public and private property;
- s. Protect property values by precluding, to the maximum extent possible, signs that create a nuisance to the occupancy or use of other properties as a result of their size, height, illumination, brightness, or movement;
- t. Protect property values by ensuring that the size, number, and appearance of signs are in harmony with buildings, neighborhoods, structures, and conforming signs in the area;
- u. Except to the extent expressly preempted by Broward County, 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;
- v. Foster the integration of signage with architectural and landscape designs;
- w. Not regulate signs more than necessary to accomplish the compelling and important governmental objectives described herein;
- x. Enable the fair and consistent enforcement of these sign regulations;
- y. Be considered the maximum standards allowed for signage; and
- z. Regulate signs in a permissive manner so that any sign is not allowed unless expressly permitted and not expressly prohibited.

C. This Article:

1. Shall govern the number, size, location, and character of all signs which may be permitted either as a main or accessory use under the terms of this Article. No signs shall be permitted on a lot or structure either as a main or accessory use except in accordance with the provisions of this Article.

2. Shall not regulate government signs on government property, including but not limited to City signs on property owned by the City, the County or the State of Florida, and traffic control devices.

3. In the event of any conflict between this Article and any declaration of covenants, bylaws, or other restrictions applying to any property within the City, shall apply the language affording the more restrictive interpretation.

4. Specifically finds that these sign regulations are narrowly tailored to achieve the compelling and substantial governmental interests of traffic safety and aesthetics, and that there is no other way for the City to further these interests.

## **§ 8.2. General Regulations.**

The following applies to all signs in all districts.

A. *Sign Permit Required.* Except as provided herein, it shall be unlawful for any person or firm to post, display, repair, change, paint, or erect any sign or sign structure without first obtaining a Sign Permit. Separate Sign Permits are required for each sign. Signs may also be required to obtain a Building Permit, after obtaining the Sign Permit and before they can be displayed.

1. *Sign Permit Fees.* Fees shall be paid in accordance with the fee schedule provided by resolution of the City Commission.

2. *Sign Permit Tags.* Sign Permit tags, which shall include the address of the property on which the sign is located, permit number, date installed, and the name of the installation company or person, shall be affixed to each new sign permitted pursuant to this Article. Sign Permit tags shall be of a durable weatherproof material and affixed in a location readily visible on the sign and shall be supplied by the installation company or person.

3. *Sign Permit Application Submittal Requirements.*

a. *Application Submittal.* Before any Sign Permit is issued, a written application, in a form provided by the City, shall be filed with the consent of the property owner, together with such drawings and specifications as are necessary to demonstrate that the sign complies with the requirements of this Article. Such drawings (surveys, site plans, elevations, details, etc.) shall be to scale and fully dimensioned; illustrate property lines, rights-of-way, internal streets, sidewalks, overhead utility lines, parking areas, and all buildings and structures on the premises, and indicate the following:

(1) *Setting and location of the sign.*

(a) *Placement and setback requirements, including dimensions of lot and building frontages, as applicable.*

(b) *Landscaping, if applicable.*

(c) Method of illumination, if applicable.

(2) Design of the sign.

(a) Composition of the sign and all intended copy, including dimensions (height, width, and area) of the total sign area and individual components (ex. structure, copy area).

(b) Sign media and materials.

(3) Construction and application.

(a) Method of construction.

(b) Method of application, securing, or fastening.

(4) Photographs and/or permit numbers of all existing signs.

(5) Total number of signs applied for, including other permits and applications currently pending.

(6) Location and size of permit tag, as required by this section.

b. *Determination of Complete Application.* Upon the submission of a Sign Permit Application, the City shall have ten days to determine whether the application it is complete. If the City finds that the application is not complete, the City shall provide the applicant with written notice of the deficiencies within the ten-day period. Upon resubmission of the application, the City shall have five additional days to determine whether the applicant's revisions are sufficient to complete the application. If they are not, the City will again inform the applicant of any remaining deficiencies in writing. This process shall continue until the applicant has submitted a complete application, or demands that the application be reviewed "as is."

4. *Permit Approval or Denial.* The City shall approve or deny the Sign Permit based solely on whether it complies with the requirements of this Article. The City shall approve or deny the Sign Permit within 30 days after receipt of a complete application. In the event that the Department of Development Services fails to timely render a final determination on a Sign Permit application, the applicant may erect and maintain the sign proposed in the application.

5. *Appeal Provisions.* If the Sign Permit application is denied, the City shall prepare a written notice of its decision, describing the applicant's appeal rights, and send it to the applicant. The applicant may file a written notice of appeal to the City Commission within 30 days after the date of receipt of the City's written notice. The City Commission shall hold a public hearing at the next available Commission meeting that is at least 25 days after the date of receiving the written notice of appeal, at which the City Commission shall determine whether the application satisfies the requirements of this Article. If the City Commission does not approve the application, then the applicant may seek relief in the Circuit Court for Broward County, as provided by law.

B. *Building Permit Required.* Except as provided in this section, no permanent sign shall be erected, constructed, posted, painted, altered, maintained or relocated until a permit has been issued by the Building Official. Structural and safety features and electrical systems shall be in accordance with the requirements

of the Florida Building Code. Separate building permits are required for each sign. Window Signs, applied to the interior of glazed areas, do not require a Building Permit.

C. *Electrical Permit Required.* All signs that are electrically illuminated by any means shall require a separate electrical permit and inspection. Separate electrical permits are required for each sign.

D. *Exempt Signs.* The following signs may be erected or constructed without review by the Division of Planning or the Planning and Development Board, but shall comply with all applicable requirements of the Florida Building Code:

1. *Traffic control devices.*

2. *Changing the copy on a manual or automatic changeable copy sign or approved billboard.*

3. *Notwithstanding anything to the contrary contained in this Article, any sign permitted by this Code may be permitted to substitute or change the lettering on said sign face to convey non-commercial messages as often as the person owning or in control of the sign wishes, provided that all other criteria of this Code are satisfied. Notwithstanding anything to the contrary contained in this Article, no sign or sign structure shall be subject to any limitation based solely upon the content of the message contained on such sign or displayed on such sign structure.*

4. *Temporary signs, non-commercial-in accordance with § 8.5.C.*

5. *Signs that are not visible from any nearby public property, including without limitation a public right-of-way or private right-of-way, is not a sign subject to regulation under this Article.*

### **§ 8.3. Sign Design Regulations.**

Every sign reviewed in accordance with the provisions of this Article shall be reviewed for type; placement and location; design and composition; construction and application; and size. All reviews for sign design shall be based solely on the criteria of this Article, and shall not be based on the content of the sign.

A. *Setting and Location.*

1. *Placement and Setback Requirements.*

a. *No sign, portable or otherwise, is to be placed or located to conflict with the vision clearance requirements of § 4.23.B.7.c. of the Zoning and Land Development Regulations.*

b. *Signs shall be placed in a manner that enhances and complements the design and architecture of the building. Signs shall not obscure architectural features.*

c. *Existing storefronts or facades shall not be modified to provide larger signage.*

d. *Signs shall not extend above or beyond the roof line or parapet wall.*

e. *Where other primary signage options are available, signs shall not be permitted on mansard roofs.*

f. For multiple tenant buildings and shopping centers, signs with the exception of parapet signs are permitted for ground floor tenants only. Signs shall be located near the entrance to the establishment. Tenants on the second floor or above and ground floor tenants sharing one main entrance may be identified on a wall directory sign, located on the ground floor.

g. Parapet signs for multistory buildings, 10 stories and above, may be placed anywhere above the ground floor on the façade in which they are permitted, and shall not be limited to the parapet.

h. Freestanding signs shall maintain a minimum setback of one foot for every two feet of sign height but not less than three feet.

2. Landscaping. Landscaping shall be provided at the base of each freestanding sign and shall be equal in area to the length of the sign by a width of two feet. Landscaping shall include living ground cover or shrubs.

3. Lighting. All lights and lighting from a sign shall be designed and arranged as to not cause direct glare onto another property, the eyes of passing motorists or pedestrians. Signs may only be illuminated in any of the following methods:

- a. By lights placed inside individual channel letters or symbols with a translucent face;
- b. By halo lights placed behind individual reverse ~~pan~~-channel letters;
- c. By lights that are directed to shine directly on the sign provided the fixtures are discreet and compatible with the architecture of the building; and
- d. By exposed neon, with the exception of monument signs.

B. Design.

1. Composition.

a. Signs shall be designed and located in a manner that enhances and complements the design and architecture of the building and site.

b. The arrangement and composition of the sign shall be legible and proportionate to the building and range of visibility, and shall not create visual clutter.

c. Multiple sign types and construction methods may be combined, with the exception of freestanding signs. Sign area shall not be cumulative, and shall be limited to the largest sign type.

d. Monument Signs shall be limited to two sides and shall include the street address of the development to assure that drivers can safely and easily locate the development.

e. Post and Panel Signs shall be limited to two sides, and supported by one or two permanently mounted wood, metal, stone posts, or similar material. Such posts shall be square in section and not more than six inches in width.

f. Permitted Wall Sign area may be divided and distributed on the façade on which it is permitted, as deemed appropriate by the City Manager or designee.

g. For multiple tenant buildings and shopping centers, signage shall be cohesive in placement, design, fabrication, and size.

2. Sign Media and Materials. Any combination of durable weatherproof materials approved by the Chief Building Official may be used in the construction of a sign. The following sign media and materials are permitted:

- a. Individually flush mounted or reverse channel letters or symbols.
- b. Metal, wood, or similar panel with "push through" or "die cut" letters or symbols.
- c. Stuccoed surface with individual channel letters or symbols.
- d. Painted wall signs applied directly to flat, solid stucco surfaces or other such smooth surfaces.
- e. Letters or symbols which are cut, formed, molded, or otherwise integrated into the architecture of the building.

3. Color. Sign color shall not be fluorescent and shall coordinate and contrast with the background colors of the building or mounting face.

C. Construction and Application.

1. Production. All signs shall be professionally produced or fabricated.

2. Structural components.

a. All structural, electrical, and mechanical members utilized in the construction, erection, and operation of signs shall be concealed except for vertical supports for free standing signs or other supporting members that are designed and arranged consistent with this Article so as to be an integral part of the aesthetic composition of a sign.

b. Raceways and raceway mounting of letters or symbols are prohibited unless existing structural building conditions, such as certain class structures, warrant this type of mounting.

D. Maintenance. All signs shall be maintained in good condition and appearance and shall not show evidence of deterioration, weathering, discoloration, rust or other conditions reflective of deterioration or inadequate maintenance. Any persons responsible for the erection or maintenance of a sign that fails to comply with this regulation or any other regulation of this Article shall be subject to enforcement procedures.

**§ 8.4. Permitted Signs.**

A. Permanent signs.

1. Single Family and Low-Medium Multiple Family Residential Districts.

Single Family Districts (RS-1 – RS-10); Low/Medium Multiple Family Districts (RM-9); Trailer Park District (TD); and Planned Development (PD) and Planned Unit Development (PUD) Districts comprised of single family homes. Signs for places of worship and schools shall be regulated pursuant to § 8.4.A.7.

<u>Type</u>	<u>Maximum Area</u>	<u>Maximum Number</u>	<u>Maximum Height</u>
The following signs may be permitted for residential development or neighborhood:			
<u>Monument or Identification Sign</u>	<u>25 square feet</u>	<u>1 sign per entrance</u>	<u>Limited to the fence/wall height pursuant to § 155.12 of the City Code of Ordinances.</u>
<u>Wall Identification Sign</u>	<u>25 square feet</u>	<u>1 sign per entrance</u>	<u>Not Applicable</u>

2. Medium to High Multiple Family Districts.

Medium to High Multiple Family Districts (RM-12, RM-18, RM-25 and BRT-25); North Beach Development Districts (NBDD); Multiple Family Residential Wetlands District (RM-WET); multiple family residential buildings within Planned Development (PD) and Planned Unit Development (PUD) Districts; and multiple family residential buildings in the Regional Activity Center, Downtown and Beach Community Redevelopment, and Transit Oriented Corridor Districts. Signs for places of worship and schools shall be regulated pursuant to § 8.4.A.7.

<u>Type</u>	<u>Maximum Area</u>	<u>Maximum Number</u>	<u>Maximum Height</u>
One of the following free standing signs may be permitted per street frontage:			
<u>Monument or Identification Sign<sup>1</sup></u>	<u>Properties of 2 acres or less:</u>		
	<u>15 square feet per side</u>	<u>1 sign per lot</u>	<u>6 feet</u>
	<u>Properties of greater than 2 acres:</u>		
	<u>25 square feet per side</u>	<u>1 sign per street frontage.</u>	<u>6 feet</u>
<u>Post and Panel Sign<sup>1</sup></u>	<u>10 square feet per side, 2 side maximum</u>	<u>1 sign per street frontage</u>	<u>5 feet</u>
One of following signs may also be permitted per street frontage:			
<u>Canopy Sign</u>	<u>30 square feet</u>	<u>1 sign per street frontage</u>	<u>Not Applicable</u>
<u>Projecting Sign</u>	<u>5 square feet</u>	<u>1 sign per street frontage</u>	<u>7.5 foot vertical clearance to ground</u>
<u>Wall Sign</u>	<u>30 square feet</u>	<u>1 sign per street frontage</u>	<u>Not Applicable</u>
The following additional sign may also be permitted:			



<u>Parapet Sign</u>	<u>For buildings 10 stories or greater:</u>		
	<u>10% of the total façade area where the sign is to be located.</u>	<u>1 sign per street frontage</u>	<u>Not Applicable</u>
<sup>1</sup> <u>Prohibited along Broadwalk frontages.</u>			

3. Office Districts.

Office Districts (O-1, O-2, O-3, and OM); office buildings within Planned Development (PD) and Planned Unit Development (PUD) Districts; and office buildings in the Regional Activity Center, Downtown and Beach Community Redevelopment, and Transit Oriented Corridor Districts.

<u>Type</u>	<u>Maximum Area</u>	<u>Maximum Number</u>	<u>Maximum Height</u>
<u>One of the following free standing signs may be permitted per street frontage and/or outparcel:</u>			
<u>Monument Sign<sup>1</sup></u>	<u>Frontage of at least 100 feet but less than 200 feet:</u>		
	<u>24 square feet per side</u>	<u>1 sign per street frontage</u>	<u>6 feet</u>
	<u>Frontage of at least 200 feet but less than 300 feet:</u>		
	<u>36 square feet per side</u>	<u>1 sign per street frontage</u>	<u>8 feet</u>
	<u>Frontage of more than 300 feet:</u>		
	<u>64 square feet per side</u>	<u>1 sign per street frontage</u>	<u>16 feet</u>
<u>Post and Panel Sign<sup>1</sup></u>	<u>Panel area: 10 square feet</u>	<u>1 sign per street frontage</u>	<u>5 feet</u>
<u>Two of the following signs may be permitted per ground floor tenant with recognizable entrance:</u>			
<u>Awning Sign</u>	<u>75% of the length of the awning</u>	<u>1 sign per street frontage</u>	<u>12 inches</u>
<u>Canopy Sign</u>	<u>1.5 square feet per linear foot of canopy frontage</u>	<u>1 sign per street frontage</u>	<u>7.5 foot vertical clearance to ground</u>
<u>Projecting Sign</u>	<u>5 square feet</u>	<u>1 sign per street frontage</u>	<u>7.5 foot vertical clearance to ground</u>
<u>Wall Sign</u>	<u>For lots with less than 100 linear feet of street frontage:</u>		

	<u>10 square feet</u>	<u>1 sign per street frontage</u>	<u>Not Applicable</u>
	<u>For lots with 100 linear feet of street frontage or more:</u>		
	<u>1 square foot per linear foot of building frontage where the sign is to be located. Signs may be a minimum of 25 square feet and shall be a maximum of 150 square feet.</u>	<u>Single tenant building:</u> <u>1 per façade; maximum of 3 signs per building.</u>  <u>Multiple tenant building:</u> <u>1 sign per street frontage.</u>	<u>Not Applicable</u>
<u>The following additional signs may also be permitted:</u>			
<u>Directory Sign</u>	<u>1 square foot per tenant or 6 square feet, whichever is grater</u>	<u>Not Applicable</u>	<u>Not Applicable</u>
<u>Parapet Sign</u>	<u>For 2-3 story buildings:</u>		
	<u>1 square foot per linear foot of building frontage where the sign is to be located.</u>	<u>1 sign per street frontage</u>	<u>2 feet</u>
	<u>For buildings 4-9 stories:</u>		
	<u>1 square foot per linear foot of building frontage where the sign is to be located.</u>	<u>1 sign per street frontage</u>	<u>3 feet</u>
	<u>For buildings 10 stories or greater:</u>		
	<u>15% of the total façade area where the sign is to be located.</u>	<u>1 sign per street frontage</u>	<u>Not Applicable</u>
<u>Window Sign</u>	<u>15% of the door, window or storefront area. Signs may be a minimum of 20 square feet.</u>	<u>Not Applicable</u>	<u>Not Applicable</u>
<u><sup>1</sup> Prohibited along Broadwalk frontages.</u>			

4. Commercial Districts.

Commercial Districts (C-1, C-2, C-3, C-4, and C-5); Hospital District (HD); commercial and mixed-use buildings within Planned Development (PD) and Planned Unit Development (PUD) Districts; commercial and mixed-use buildings in the Beach Community Redevelopment Districts; and commercial and mixed-use buildings in the Transition, Mixed-Use, and Commercial Districts in the Regional Activity Center, Downtown and Beach Community Redevelopment, and Transit Oriented Corridor Districts.

<u>Type</u>	<u>Maximum Area</u>	<u>Maximum Number</u>	<u>Maximum Height</u>
<u>One of the following free standing signs may be permitted per street frontage and/or outparcel:</u>			
<u>Monument Sign<sup>1</sup></u>	<u>Frontage of less than 100 feet:</u>		
	<u>6 square feet per side</u>	<u>1 sign per lot</u>	<u>4 feet</u>
	<u>Frontage of at least 100 feet but less than 200 feet:</u>		
	<u>24 square feet per side</u>	<u>1 sign per street frontage</u>	<u>6 feet</u>
	<u>Frontage of at least 200 feet but less than 300 feet:</u>		
	<u>36 square feet per side</u>	<u>1 sign per street frontage</u>	<u>8 feet</u>
	<u>Frontage of more than 300 feet:</u>		
	<u>64 square feet per side</u>	<u>1 sign per street frontage</u>	<u>16 feet</u>
<u>Post and Panel Sign<sup>1</sup></u>	<u>Frontage of less than 100 feet</u>		
	<u>Panel area: 10 square feet</u>	<u>1 sign per street frontage</u>	<u>5 feet</u>
<u>Two of the following signs may be permitted per ground floor tenant with recognizable entrance:</u>			
<u>Awning Sign</u>	<u>75% of the length of the awning</u>	<u>1 sign per street frontage</u>	<u>12 inches</u>
<u>Canopy Sign</u>	<u>1.5 square feet per linear foot of canopy frontage</u>	<u>1 sign per street frontage</u>	<u>7.5 foot vertical clearance to ground</u>
<u>Marquee Sign</u>	<u>10 square feet</u>	<u>1 sign per street frontage</u>	<u>7.5 foot vertical clearance to ground</u>

<u>Projecting Sign</u>	<u>5 square feet</u>	<u>1 sign per street frontage</u>	<u>7.5 foot vertical clearance to ground</u>
<u>Wall Sign</u>	<u>1 square foot per linear foot of building frontage where the sign is to be located. Signs may be a minimum of 25 square feet.</u>	<u>Single tenant building:</u> <u>1 per façade; maximum of 3 signs per building.</u> <u>Multiple tenant building:</u> <u>1 sign per street frontage.</u>	<u>Not Applicable</u>
<u>The following additional signs may also be permitted:</u>			
<u>Directory Sign</u>	<u>1 square foot per tenant or 6 square feet, whichever is grater</u>	<u>Not Applicable</u>	<u>Not Applicable</u>
<u>Parapet Sign</u>	<u>For 2-3 story buildings:</u>		
	<u>1 square foot per linear foot of building frontage where the sign is to be located.</u>	<u>1 sign per street frontage</u>	<u>2 feet</u>
	<u>For buildings 4 stories or greater:</u>		
	<u>1 square foot per linear foot of building frontage where the sign is to be located.</u>	<u>1 sign per street frontage</u>	<u>3 feet</u>
	<u>For buildings 10 stories or greater:</u>		
	<u>15% of the total façade area where the sign is to be located.</u>	<u>1 sign per street frontage</u>	<u>Not Applicable</u>
<u>Window Sign</u>	<u>15% of the door, window or storefront area. Signs may be a minimum of 20 square feet.</u>	<u>Not Applicable</u>	<u>Not Applicable</u>
<u><sup>1</sup> Prohibited along Broadwalk frontages.</u>			

5. Industrial districts.

Industrial and Manufacturing Districts IM-1, IM-2 IM-3, and IM-4; and the Office, Showroom, and Warehouse District OSW.

<u>Type</u>	<u>Maximum Area</u>	<u>Maximum Number</u>	<u>Maximum Height</u>
One of the following free standing signs may be permitted per street frontage and/or outparcel:			
<u>Monument Sign</u>	<u>Frontage of less than 100 feet</u>		
	<u>6 square feet per side</u>	<u>1 sign per lot</u>	<u>4 feet</u>
	<u>Frontage of at least 100 feet but less than 200 feet:</u>		
	<u>24 square feet per side</u>	<u>1 sign per street frontage</u>	<u>6 feet</u>
	<u>Frontage of at least 200 feet but less than 300 feet:</u>		
	<u>36 square feet per side</u>	<u>1 sign per street frontage</u>	<u>8 feet</u>
	<u>Frontage of more than 300 feet:</u>		
	<u>64 square feet per side</u>	<u>1 sign per street frontage</u>	<u>16 feet</u>
Two of the following signs may be permitted per ground floor tenant with recognizable entrance:			
<u>Awning Sign</u>	<u>75% of the length of the awning</u>	<u>1 sign per street frontage</u>	<u>12 inches</u>
<u>Canopy Sign</u>	<u>1.5 square feet per linear foot of canopy frontage</u>	<u>1 sign per street frontage</u>	<u>7.5 foot vertical clearance to ground</u>
<u>Projecting Sign</u>	<u>5 square feet</u>	<u>1 sign per street frontage</u>	<u>7.5 foot vertical clearance to ground</u>
<u>Wall Sign</u>	<u>1 square foot per linear foot of building frontage where the sign is to be located. Signs may be a minimum of 25 square feet and a maximum of 200 square feet.</u>	<u>Single tenant building:</u> <u>1 per façade; maximum of 3 signs per building.</u>  <u>Multiple tenant building:</u> <u>1 sign per street frontage.</u>	<u>Not Applicable</u>

The following additional signs may also be permitted:			
<u>Directory Sign</u>	<u>1 square foot per tenant or 6 square feet, whichever is greater</u>	<u>Not Applicable</u>	<u>Not Applicable</u>
<u>Parapet Sign</u>	<u>For 2-3 story buildings:</u>		
	<u>1 square foot per linear foot of building frontage where the sign is to be located.</u>	<u>1 sign per street frontage</u>	<u>2 feet</u>
	<u>For buildings 4 stories or greater:</u>		
	<u>1 square foot per linear foot of building frontage where the sign is to be located.</u>	<u>1 sign per street frontage</u>	<u>3 feet</u>
	<u>For buildings 10 stories or greater:</u>		
	<u>15% of the total façade area where the sign is to be located.</u>	<u>1 sign per street frontage</u>	<u>Not Applicable</u>
<u>Window Sign</u>	<u>15% of the door, window or storefront area. Signs may be a minimum of 20 square feet.</u>	<u>Not Applicable</u>	<u>Not Applicable</u>

6. Port Everglades Development District.

Port Everglades Development District (PEDD). PEDD sign regulations are determined by a separate agreement between Broward County and the Cities of Hollywood, Fort Lauderdale and Dania Beach.

<b><u>PRIMARY SIGNS.</u></b>		
<b><u>Type</u></b>	<b><u>Size</u></b>	<b><u>Number</u></b>
<u>Wall sign</u>	<u>15% of the front wall 10% of side (street facing) walls 200 square feet maximum</u>	<u>One sign per street frontage</u>
<u>Tenant awning sign (multiple tenant building)</u>	<u>6 square feet, 15 square feet aggregate, 5 feet height</u>	<u>One sign in addition to above</u>

Freestanding sign	<p><b><u>Number/Size/Height</u></b></p> <p>Properties with less than 100 feet of frontage on the main street: One sign with area not to exceed 64 square feet total, 2 side maximum, and a maximum height of 16 feet.</p> <p>Properties with 100 feet or more of frontage on the main street: One sign with an area not to exceed one square foot per linear foot of frontage, 64 square foot per side maximum, 2 side maximum, and a maximum height of 16 feet.</p>
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<b><u>SECONDARY SIGNS.</u></b>		
<u>Directional or informational sign</u>	<u>12 square feet, 4 feet high</u>	<u>2 signs per curb cut</u>

7. Institutional and Recreational Districts and Uses.

Limited Agricultural District AD; Country Club District CC; Government Use (GU); Open Space (OS); and Sports and Recreational Facility (SRF); and institutional uses, including places of worship and schools.

<u>Type</u>	<u>Maximum Area</u>	<u>Maximum Number</u>	<u>Maximum Height</u>
One of the following free standing signs may be permitted per street frontage:			
<u>Monument Sign<sup>1</sup></u>	<u>Frontage of more than 200 feet:</u>		
	<u>36 square feet per side</u>	<u>1 sign per lot</u>	<u>6 feet</u>
<u>Post and Panel Sign<sup>1</sup></u>	<u>Panel area: 10 square feet</u>	<u>1 sign per street frontage</u>	<u>5 feet</u>
Two of the following signs may be permitted per ground floor tenant with recognizable entrance:			
<u>Awning Sign</u>	<u>75% of the length of the awning</u>	<u>1 sign per street frontage</u>	<u>12 inches</u>
<u>Canopy Sign</u>	<u>1.5 square feet per linear foot of canopy frontage</u>	<u>1 sign per street frontage</u>	<u>7.5 foot vertical clearance to ground</u>
<u>Projecting Sign</u>	<u>5 square feet</u>	<u>1 sign per street frontage</u>	<u>7.5 foot vertical clearance to ground</u>
<u>Wall Sign</u>	<u>1 square foot per linear foot of building frontage where the sign is to be located. Signs may be a minimum of 25 square</u>	<u>Single tenant building:</u> <u>1 per façade; maximum of 3 signs per building.</u>	<u>Not Applicable</u>

	feet and a maximum of 150 square feet.	Multiple tenant building: 1 sign per street frontage.	
The following additional signs may also be permitted:			
Directory Sign	1 square foot per tenant or 6 square feet, whichever is greater	Not Applicable	Not Applicable
Parapet Sign	For 2-3 story buildings:		
	1 square foot per linear foot of building frontage where the sign is to be located.	1 sign per street frontage	2 feet
	For buildings 4 stories or greater:		
	1 square foot per linear foot of building frontage where the sign is to be located.	1 sign per street frontage	3 feet
	For buildings 10 stories or greater:		
	15% of the total façade area where the sign is to be located.	1 sign per street frontage	Not Applicable
Window Sign	15% of the door, window or storefront area. Signs may be a minimum of 20 square feet.	Not Applicable	Not Applicable
<sup>1</sup> Prohibited along Broadwalk frontages.			

8. Supplemental Regulations.

a. The following signs may also be permitted.

<u>Type</u>	<u>Maximum Area</u>	<u>Maximum Number</u>	<u>Maximum Height</u>
The following additional signs may also be permitted in all districts, as applicable:			



<u>Address</u>	<u>Not applicable</u>	<u>1 sign per street or alley frontage</u>	<u>6 inches</u>
<u>Directional Sign</u>	<u>2 square feet</u>	<u>2 signs per vehicular driveway</u>	<u>4 feet</u>
<u>Directory Sign</u>	<u>1 square foot per tenant or 6 square feet, whichever is grater</u>	<u>Not Applicable</u>	<u>Not Applicable</u>
<u>Incidental</u>	<u>6 square feet</u>	<u>3 signs per establishment</u>	<u>Not applicable</u>
<u>Non-Commercial Sign</u>	<u>3 square feet</u>	<u>Not Applicable</u>	<u>4 feet</u>
<u>The following additional signs may also be permitted for Service Stations and Auto Related Uses:</u>			
<u>Service Station Canopy Sign</u>	<u>40 square feet</u>	<u>1 sign per street frontage</u>	<u>Not Applicable</u>
<u>Service Station Bay or Fueling Island Sign</u>	<u>5 square feet</u>	<u>1 sign per bay, 2 signs per island</u>	<u>Not Applicable</u>
<u>The following additional signs may also be permitted for New Automotive Sales:</u>			
<u>Pole Banner Sign</u>	<u>24 square feet with no side smaller than 2 feet.</u>	<u>2 banners per pole. Pole banner signs shall be no closer than 30 feet apart.</u>	<u>Banners shall have a clearance of 12 feet and no portion of the banner should extend above 30 feet, regardless of the height of the pole.</u>

b. Changeable copy signs.

(1) One manual or automatic changeable copy signs are permitted for the following uses as follows. Such signs shall comply with dimensional requirements of this section.

<b><u>CHANGEABLE COPY</u></b>	
<b><u>Use</u></b>	<b><u>Maximum Percentage of Sign Area</u></b>
<u>Hotels/Motels</u>	<u>10 %</u>
<u>Institutional Uses</u>	<u>100 %</u>
<u>Service Stations</u>	<u>80 %</u>

<u>Theaters</u>	<u>80 %</u>
<u>Parking Garage with publicly available parking</u>	<u>1 per entry, not to exceed 4 square feet</u>

(2) The copy of existing and conforming Monument Sign inset panels may be changed or replaced without a Sign Permit, provided that the size of the panel remains the same and all other criteria of this Article are satisfied, if applicable.

(3) The copy of previously approved Window Signs, applied to the interior of glazed areas, may be changed or replaced without a Sign Permit, provided that the overall sign area does not exceed the maximum permitted and all other criteria of this Article are satisfied. New Window Sign Permits shall be required for new establishments, changes of use, and changes of ownership.

c. Pole Signs. Existing pole sign installations constructed with required permits prior to September 3, 2008, shall be considered legal nonconforming subject to compliance with the maintenance criteria in § 8.5.B.

d. Lawful nonconforming buildings and uses. Lawful nonconforming buildings and uses may conform to the regulations as applicable to such building or use. For example, a lawful nonconforming commercial use will follow the sign regulations applicable to commercial uses in § 8.4.A.4., and may have a pole sign if the criteria of Section d. above is met.

B. Temporary signs. Illuminated signs are prohibited.

1. Banner Signs. Banner signs require a Sign Permit pursuant to Section 8.2.

<u>Type</u>	<u>Maximum Size</u>	<u>Maximum Duration/Number</u>
<u>Banner.</u>	<u>50 square feet</u>	<u>Except for institutional and governmental uses, one sign is permitted for 10 consecutive days not more than 3 times in a 12-month period.</u>

2. Temporary Sign with an Active Building Permit. All Temporary Signs with an Active Building Permit require Sign Permits pursuant to Section 8.2. Signs may be erected at the issuance of a Building Permit and shall be removed at the issuance of a Certificate of Occupancy or the expiration of the building permit for the project.

<u>Type</u>	<u>Maximum Area</u>	<u>Maximum Number</u>	<u>Maximum Height</u>
<u>Two of the following signs may be permitted:</u>			
<u>Fence Wrap</u>	<u>100 % of fence area</u>	<u>Not Applicable</u>	<u>Limited to the fence/wall height pursuant to § 155.12 of the City Code of Ordinances.</u>
<u>Post and Panel</u>	<u>Single Family Residential Districts</u>		
	<u>8 square feet per side</u>	<u>1 sign per street frontage</u>	<u>14 feet</u>
	<u>Port Everglades Development District (PEDD)</u>		
	<u>32 square feet per side</u>	<u>1 sign per street frontage</u>	<u>8 feet</u>
	<u>All Other Districts</u>		
	<u>50 square feet per side</u>	<u>1 sign per street frontage</u>	<u>14 feet</u>
<u>Wall Sign</u>	<u>32 square feet</u>	<u>1 sign per street frontage</u>	<u>Not Applicable</u>
<u>Window Sign</u>	<u>100 percent of window area</u>	<u>Not applicable</u>	<u>Not Applicable</u>

3. Real Estate Signs. All Temporary Real Estate Signs require Sign Permits pursuant to Section 8.2. Signs are to be removed within seven days of the sale or lease of the premises.

<u>Type</u>	<u>Area</u>	<u>Number</u>	<u>Height</u>
<u>Post and Panel</u>	<u>Single Family Residential Districts<sup>1</sup></u>		
	<u>3 square feet per side<sup>2</sup></u>	<u>1 sign per street frontage<sup>3</sup></u>	<u>5 feet</u>
	<u>Multiple Family Residential Districts</u>		
	<u>6 square feet per side<sup>2</sup></u>	<u>1 sign per street frontage<sup>3</sup></u>	<u>7 feet</u>

	<u>Port Everglades Development District (PEDD)</u>		
	<u>32 square feet<sup>2</sup></u>	<u>1 sign per street frontage<sup>3</sup></u>	<u>8 feet</u>
	<u>Non-Residential Districts</u>		
	<u>12 square feet<sup>2</sup></u>	<u>1 sign per street frontage<sup>3</sup></u>	<u>7 feet</u>
	<u>Vacant Lots within Non-Residential Districts</u>		
	<u>32 square feet<sup>2</sup></u>	<u>1 sign per street frontage<sup>3</sup></u>	<u>7 feet</u>
<u>Wall Sign</u>	<u>32 square feet</u>	<u>1 sign per street frontage<sup>3</sup></u>	<u>Not Applicable</u>
<u>Window Sign</u>	<u>12 square feet<sup>2</sup></u>	<u>1 sign per street frontage<sup>3</sup></u>	<u>Not Applicable</u>
<sup>1</sup> <u>Exempt from Sign Permit.</u>			
<sup>2</sup> <u>One square foot per strip sign below primary sign, for a maximum of three strip signs.</u>			
<sup>3</sup> <u>Waterfront properties may have one additional sign on the waterfront.</u>			

4. Temporary Non-commercial Signs. All temporary non-commercial signs shall be constantly maintained in a state of security, safety and good repair and located so as not to interfere with traffic visibility, pursuant to § 4.22.B.7.

<u>Type</u>	<u>Maximum Area</u>	<u>Maximum Height</u>	<u>Maximum Duration</u>
<u>Non-commercial Sign</u>	<u>For Residential Properties</u>		
	<u>24 square feet</u>	<u>4 feet</u>	<u>180 days</u>
	<u>For Non-Residential Properties</u>		
	<u>24 square feet per sign; with a total sign area on one property not to exceed one foot per linear foot of street frontage with a maximum of 100 square feet.</u>	<u>15 feet</u>	<u>180 days</u>

5. Vehicular signs. Permitted subject to the vehicle meeting the following conditions:

- a. The vehicle is not within 25 feet of the front property line or 15 feet of a street side property line. The vehicle shall be parked on private property that is paved.
- b. The vehicle is not stationary for more than two continuous hours during the normal working day.

- c. The vehicle is roadworthy, licensed and consistent with all state mandated motor vehicle statutes.
- d. The signs on the vehicle are permanently attached to the surface of the vehicle.
- e. No sign attached to a vehicle may be illuminated when said vehicle is parked.

#### **§ 8.5. NonConforming Signs.**

Signs that are not consistent with the provisions of this Article shall be considered legal non-conforming if a building permit was issued prior to installation and if the sign is not in violation of § 8.5.B. of this Article. All other signs are considered illegal nonconforming signs. This section shall not be interpreted to require removal of off-premise signs within the scope of Section 70.20, Florida Statutes.

##### **A. Replacement and Repair.**

- 1. Should a nonconforming sign, legal or illegal, be removed for any reason, all replacement signage shall conform to the current regulations.
- 2. The value of the repair of a nonconforming sign, legal or illegal, shall not exceed 50 percent of the replacement cost of the sign as determined by the Building Official. No more than one building permit shall be issued for the repair within a three-year period. Change of copy shall not be considered a repair.

##### **B. Removal Required. Removal of nonconforming signs is required in the following instances:**

- 1. All signs not maintained in good condition and appearance, showing evidence of deterioration, weathering, discoloration, rust, or other conditions reflective of deterioration or inadequate maintenance, shall be subject to enforcement procedures and may result in removal.
- 2. The Chief Building Official may initiate proceedings that result in the removal of any on premise sign erected or maintained without a permit.
- 3. In any district where a sign does not comply with the provisions of this Article and has not received a building permit, such sign and any supporting structures, other than a building, shall be removed.
- 4. All illegal nonconforming signs shall be removed prior to the issuance of building permits for new signs.
- 5. All abandoned signs that are legal or illegal nonconforming signs shall be removed.
- 6. When a sign is located on public property, the City shall have the right to remove said sign. The owner may recover the sign by paying the removal costs within 60 days of the removal. If the owner does not recover the sign within 60 days, then it shall be considered abandoned property in the hands of the City and shall be disposed of as permitted by law. The City shall recover all costs in conjunction with the removal of signs from the owner and/or the owner's property. Said recovery may be by way of personal action against the owner or a lien may be placed against the property of the owner located within the City.

C. Change of Copy. The copy of any legal nonconforming sign may be changed provided the change does not increase the sign's nonconformity and the change of copy is not otherwise prohibited by law (e.g., by converting the sign into a prohibited off premises sign).

D. Billboards. No more than 15 billboards are permitted in the City. They shall only be located along limited access arterial roadways, limited in size to 14 feet by 48 feet, and supported by a single pole. Such signs shall be exempt from non-conforming provisions in Article 3. This section shall not be interpreted to require removal of off-premise signs within the scope of Section 70.20, Florida Statutes.

#### **§ 8.6. Prohibited Signs.**

A. The following sign locations, fabrications, applications, and designs shall be prohibited:

1. Flashing signs.
2. Signs that mimic or may be confused with traffic control devices, thereby creating a safety hazard.
3. Any sign that is of such intensity or brilliance as to cause glare or impair the vision of the driver of any motor vehicle.
4. Signs that emit audible sounds, odors, or visible matter.
5. Signs that are not securely affixed to the ground, or otherwise affixed in a permanent manner to an approved supporting structure.
6. Signs attached to trees or other vegetative landscaping material.
7. Private Signs on public property or rights-of-way.
8. ~~Signs having changeable content other than those required by State, Federal or County rule, regulation, or law.~~

B. The following sign types shall also be prohibited:

1. Rooftop signs.
2. Off-premises sign.
3. Swinging sign.
4. Snipe signs.
5. Animated signs and, rotating signs.
6. A-Frame signs except in the CRA districts.
7. Permanent banners.

8. Buntings, fluttering devices, pennants and streamers.
9. Running lights or electronic message centers.
10. Bare bulb signs.
11. Box signs.
12. Pole signs.
13. Neon banding around freestanding signs and existing box signs.

## **ARTICLE 8. SIGN REGULATIONS**

### **§ 8.1. Purpose.**

~~—The purpose of this section is to permit signs that:~~

~~—A. Will not by their size, location, construction or manner of display, endanger the health, safety and general welfare of the public;~~

~~—B. Will be architecturally and aesthetically compatible with the buildings they are placed on; and~~

~~—C. Will be efficient in the transfer of information.~~

~~(Ord. O-2000-40, passed 12-20-2000)~~

### **§ 8.2. General Regulations.**

~~—The following applies to all signs in all districts.~~

~~—A. Permit required. Except as provided in this section, no sign, whether permanent or temporary, shall be erected, constructed, posted, painted, altered, maintained or relocated until a permit has been issued by the Building Official, said approval to include review and approval by the Department of Planning and Development Services unless exempted below. Before any permit is issued, an application, provided by the Building Department, shall be filed together with such drawings and specifications as may be necessary to fully advise the city with the following criteria:~~

~~—1. Location;~~

~~—2. Construction;~~

~~—3. Materials;~~

~~—4. Manner of illumination;~~

~~—5. Method of securing or fastening;~~

~~—6. Number of signs applied for;~~

~~—7. Wordings of the sign;~~

~~—8. Dimensions of the sign (overall);~~

~~—9. Dimensions of the individual letters and logos;~~

~~—10. Photograph of all existing signs for the business; and~~

~~—11. Photograph of all existing signs on the building;~~

~~—12. Dimensions of the total sign area including written copy, logos, and symbols.~~

~~—All signs which are electrically illuminated by neon or other means, shall require a separate electrical permit and inspection. Separate permits are required for each sign.~~

~~—B. Code requirements. Structural and safety features and electrical systems shall be in accordance with the requirements of the Florida Building Code. No sign shall be approved for the business unless it has been inspected and found to be in compliance with all the requirements of this Article and applicable codes.~~

~~—C. Exempt signs. The following signs may be erected or constructed without review by the Office of Planning, but must comply with all applicable requirements of the Florida Building Code.~~

~~—1. Official traffic signs or sign structures, governmental information signs and notices and provisional warning signs or sign structures, when erected or required to be erected by a governmental agency, and temporary signs indicating danger.~~

- ~~— 2. Historical Markers approved by the City Commission.~~
- ~~— 3. Changing the copy on a changeable copy sign or approved billboard.~~
- ~~— 4. Religious symbols, not including any lettering or signs, on the premises of a nonprofit religious institution.~~
- ~~— 5. Holiday decorations on residential property.~~
- ~~— 6. Paper or metal signs attached to a wall or fence limited to one square foot and two per property having copy such as, but not limited to, "No Trespassing" or "Beware of Dog."~~
- ~~— 7. Signs located on the interior of a building and not visible on the exterior of a building or more than five feet from a window.~~
- ~~— 8. All signs not visible from a right-of-way are exempt.~~
- ~~— 9. Temporary signs for nonprofit organizations in accordance with § 8.5.C.2., real estate sign under six square feet in accordance with § 8.5.C.4., political signs in accordance with § 8.5.C.5. and vehicular signs in accordance with § 8.5.C.6.~~
- ~~— 10. Menus placed in window(s) shall be limited to one per restaurant. Menus put on display shall be the same menus offered for review in the restaurant and shall not exceed a size of 11 inches x 14 inches.~~

### **~~§ 8.3. Non-Conforming Signs.~~**

- ~~— Signs that are not consistent with the provisions of this Article shall be considered legal Non-Conforming if a building permit was issued prior to installation and if the sign is not in violation of § 8.3.B. of this Article. All other signs are considered illegal non-conforming signs.~~
- ~~— A. Should a non-conforming sign, legal or illegal, be removed for any reason, all replacement signage shall conform to the current regulations.~~
- ~~— B. Removal required. Removal of non-conforming signs is required in the following instances:~~
  - ~~— 1. All signs shall be maintained in good condition and appearance and shall not show evidence of deterioration, weathering, discoloration, rust or other conditions reflective of deterioration or inadequate maintenance. Any persons responsible for the erection or maintenance of a sign, that fails to comply with this regulation or any other regulation of this Article, shall be subject to enforcement procedures.~~
  - ~~— 2. The Chief Building Official may initiate proceedings that result in the removal of any sign erected or maintained without a permit.~~
  - ~~— 3. In any district where a sign does not comply with the provisions of this Article and has not received a building permit, such sign and any supporting structures, other than a building, shall be removed.~~
  - ~~— 4. All illegal non-conforming signs must be removed prior to the issuance of building permits for new signs.~~
  - ~~— 5. All abandoned non-conforming signs, legal and illegal, shall be removed by the property owner. Signs shall be considered abandoned 30 days after the closure of the identified business.~~
  - ~~— 6. Existing pole sign installations constructed with required permits prior to September 3, 2008, shall be considered legal nonconforming subject to compliance with the maintenance criteria in § 8.3.B.~~
  - ~~— 7. When a sign is located on public property without a building permit, the city shall have the right to remove said sign. The owner may recover the sign by paying the removal costs within 60 days of the removal. If the owner does not recover the sign within 60 days, then it shall be considered abandoned property in the hands of the city and shall be disposed of as permitted by law. The city shall recover all costs in conjunction with the removal of signs from the owner and/or the owner's property. Said recovery may be by way of personal action against the owner or a lien may be placed against the property of the owner located within the city.~~
  - ~~— C. Repair of non-conforming signs. The value of the repair of non-conforming signs shall not exceed 50% of the replacement cost of the sign as determined by the Building Official. No more than one building permit shall be issued for the repair within a three year period. Change of copy shall not be considered a repair.~~
  - ~~— D. Change of copy. The copy of any legal non-conforming sign may be changed provided the change does not increase the sign's nonconformity and the change of copy is not prohibited by any other regulations, agreements or conditions.~~

### **~~§ 8.4. Sign Design Regulations.~~**

- ~~— Every sign reviewed in accordance with the provisions of this Article shall be reviewed for design,~~



placement, shape, type, color and material.

~~—A. Design requirements. Sign design and materials used shall be coordinated with the architecture of the building and neighboring tenants if the building has multiple bays and shall conform to the following:~~

~~—1. The following sign media are permitted:~~

~~—a. Individually flush mounted or reverse channeled letters.~~

~~—b. Metal panel with "push through" or "die cut" letters.~~

~~—c. Stuccoed surface with individually channeled lettering.~~

~~—d. Painted wall signs applied directly to flat, solid stucco surfaces or other such smooth surfaces.~~

~~—e. Where other primary signage options are available, signs shall not be permitted on mansard roofs.~~

~~—2. Signage at multi-tenant properties and shopping centers shall be uniform in color, font and letter size. Up to three variations are permitted in any one of the three categories provided the remaining two are limited to one type (ex. red, white and blue, Aerial font, 12" letters).~~

~~—3. Sign colors shall not be fluorescent colors and shall coordinate and contrast with the background colors of the building or mounting surface.~~

~~—4. Existing storefronts or facades shall not be modified to provide larger signage.~~

~~—5. Signs must not obscure architectural features.~~

~~—6. The sides and trim of channel letters must either match the face color, building color or be of a uniform color throughout the project.~~

~~—B. Monument signs. In addition to § 8.4.A, monument signs shall provide visual interest with a curvilinear shape, geometric design or logo at the top and be compatible with the architecture of the development and include the street address of the development.~~

~~—C. The Planning and Development Board shall review applications for neon applied to the exterior of any building for aesthetic purposes. This does not include neon signs nor neon window banding.~~

~~—D. 1. The Planning and Development Board shall review all exterior murals, super-graphics, and painted designs ("Murals"). Renderings for construction signs shall be reviewed by the Department of Planning and Development Services staff.~~

~~—2. In instances where Murals will be located in those areas within the Downtown Community Redevelopment Area as more specifically depicted in Appendix "1," Diagram 2 (CRA Mural Program Area), such Murals shall be reviewed through a process established by the CRA Board.~~

~~—3. Notification of the hearing to review the Mural application shall be posted ten (10) days prior to the scheduled hearing on the subject property with a notice of the request including the date, location and time of the hearing on such matter.~~

~~—E. The Planning and Development Board shall review requests for box signs pursuant to § 8.6.G.14.~~

~~—F. All structural, electrical, and mechanical members utilized in the construction, erection and operation of signs shall be concealed except for vertical supports or other supporting members which are designed and arranged consistent with this article so as to be an integral part of the aesthetic composition of a sign. Raceways and raceway mounting of letters are prohibited unless existing structural building conditions, such as certain class structures, warrant this type of mounting.~~

#### **§ 8.5. Permitted Signs.**

~~—A. General provisions.~~

~~—1. Frontage. All signs shall front on a public right-of-way or on the east side of the Intracoastal Waterway. Signs fronting on an alley are prohibited unless the alley abuts or is adjacent to a parking lot or garage, or where the alley provides the sole means of entrance to a business. The area of the sign shall be the same as if the sign fronted on a street.~~

~~—2. Setback requirements.~~

~~—a. Unless otherwise specified in these regulations, all signs shall comply with the yard requirements of the district in which they are located.~~

~~—b. No sign, portable or otherwise, is to be placed or located to conflict with the vision clearance requirements of § 4.23.B.7.c. of the Zoning and Land Development Regulations.~~

~~—c. Freestanding signs shall maintain a minimum setback of 1 foot for every 2 feet of sign height but not less than 3 feet as measured from the property line.~~

~~—3. Lighting. All lights and lighting from a sign shall be designed and arranged as not to cause direct glare onto another property, the eyes of passing motorists or pedestrians. Signs may only be illuminated~~

by one of the following methods:

- ~~— a. By lights placed inside individual pan-channel letters with a translucent face;~~
- ~~— b. By halo lights placed behind individual reverse pan-channel letters;~~
- ~~— c. By lights which are directed to shine directly on the sign provided the fixtures are discreet and compatible with the architecture of the building; and~~
- ~~— d. By exposed neon with the exception of monument signs.~~
- ~~4. Signs in the right-of-way.~~
  - ~~— a. No portion of any sign which extends over a public sidewalk or alley shall be less than 7.5 feet above such sidewalk or alley, measured vertically directly beneath the sign to grade. Marquis signs may extend horizontally above the sidewalk to within 24 inches of the curb.~~
  - ~~— b. The Director, together with the City Engineer, may approve signs in the public right-of-way for places of worship, public institutions and points of interest. Each name or sign is not to exceed one square foot. If multiple signs are permitted, the total area of all signs is not to exceed 24 square feet.~~
  - ~~— c. The posting or tacking of any banner, sign, handbill, advertisement or notice of any kind shall be permitted on the publicly provided bulletin boards or information kiosks in the Community Redevelopment Area subject to approval by the Community Redevelopment Agency staff.~~
- ~~5. Multiple tenant buildings. Signs with the exception of parapet signs are permitted for ground floor tenants only. The signs must be located near the entrance to the business. Tenants on the second floor or above and ground floor tenants sharing one main entrance may be identified on a directory, located on the ground floor, with copy not to exceed six inches in height.~~
- ~~6. Landscaping. Landscaping is required at the base of each permitted freestanding sign and shall be equal in area to the length of the sign by a width of two feet. Landscaping is to include living ground cover or shrubs.~~
- ~~7. Content. The copy of all signs unless otherwise provided for in Article 8 (excluding permitted directional, informational and temporary advertising signs) is limited to the name of the business, associated picture logos and a generic description of the use. Brand names, services provided, phone numbers, prices and similar advertising copy is prohibited. Phone numbers shall be permitted for hotel/motel uses provided maximum letter height does not exceed 4 inches. Picture logos, insignias and similar emblems shall be considered signs and must conform to these regulations including, but not limited to, size, location and number.~~
- ~~8. Materials. Any combination of weatherproof materials approved by the Chief Building Official may be used in the construction of a permitted sign. Sign area calculations shall include all materials used in the construction of the sign including neon banding and paint and vinyl backgrounds which contrast with the building color.~~
- ~~9. Hotel/motel vacancy sign. One vacancy sign shall be permitted for hotel/motel uses. Hotel/motel vacancy signs shall not exceed an overall size of 4 square feet.~~
- ~~10. Hotel/motel accreditation sign. No more than 4 hotel/motel accreditation signs shall be permitted for hotel/motel uses. Each sign shall not exceed an overall size of 2 square feet.~~
- ~~11. Time and temperature sign. Time and temperature signs shall be permitted as part of the sign area for a monument sign in commercial zoning districts and shall not exceed 4 square feet.~~

~~— B. Permanent signs.~~

~~— 1. Low Density Residential Districts.~~

~~— All RS (Single Family), RM-9 (Low/Medium Multiple Family) Districts and PD (Planned Development) and PUD (Planned Unit Development) Districts comprised of single family homes. Signs for recognized places of worship and schools shall be regulated pursuant to § 8.5.B.9.~~

<del>Type</del>	<del>Size</del>	<del>Number</del>	<del>Height</del>
<del>Wall or monument sign identifying a neighborhood</del>	<del>10 square feet if located on a private single family lot; or 25 square feet if located at the entrance to a recognized residential development.</del>	<del>One per neighborhood entrance</del>	<del>Limited to the fence/wall height prescribed in § 4.23.B.7.</del>

~~— 2. Multiple family districts.~~

~~— Multiple Family districts RM-12, RM-18, RM-25 and BRT-25, and all multiple family residential~~

developments in the Regional Activity Center and Downtown and Beach Community Redevelopment, and Transit Oriented Corridor Districts, PD (Planned Development), PUD (Planned Unit Development), and NBDD (North Beach Development District) districts. Signs for recognized places of worship and schools shall be regulated pursuant to § 8.5.B.9.

<i>Type</i>	<i>Size</i>	<i>Number</i>	<i>Height</i>
Wall sign	30 square feet	One per street frontage (must directly face the street)	Not applicable
Monument sign	Properties of 2 acres or less: 15 square feet per side, 2 side maximum Properties of greater than 2 acres: 25 square feet per side, 2 side maximum	Properties of 2 acres or less: one sign Properties of greater than 2 acres: one sign per street frontage. Prohibited along boardwalk frontages.	6 feet for monument signs Limited to the fence/wall height prescribed in § 4.23.B.7. for entrance feature signs

### 3. Office districts.

~~**PRIMARY SIGNS.** One wall or awning sign is permitted per street frontage per ground floor tenant. Multiple tenant buildings with separate entrances for each tenant may have one sign per tenant at the entrance.~~

<i>Type</i>	<i>Size</i>	<i>Number</i>
Wall sign	For properties with less than 100 linear feet of street frontage – 10 square feet and 12 inch high letters.	One sign per street frontage
	For properties with 100 linear feet of street frontage or more, 1 square foot per linear foot of building face where the sign is to be located with a minimum of 25 square feet permitted and a maximum of 150 square feet.	Not applicable
Awning sign	Maximum 12 inch high letters, 75% of the length of the awning	Not applicable
Window sign	15% of the window area not to exceed 20 square feet	Not applicable
Parapet sign (multiple story buildings only)	2 foot high letters for buildings of 2-3 stories. 3 foot high letters for buildings four stories or greater.	One sign per street frontage for the major tenant of the building
Monument sign	<b>Number/Size/Height</b> For properties with a street frontage of at least 100 feet but less than 200 feet: 1 sign with an overall sign area not to exceed 24 square feet per side, 2 side maximum, and a maximum height of 8 feet. For properties with a street frontage of at least 200 feet but less than 300 feet: 1 sign with an overall sign area not to exceed 36 square feet per side, 2 side maximum, and a maximum height of 6 feet. For properties with a minimum of 300 feet of street frontage: 1 sign with an overall sign area not to exceed 64 square feet per side and a maximum height of 16 feet. One additional monument sign may be permitted on corner lots where the primary lot frontage is 300 feet. The height and area of the side street sign shall be regulated as indicated above based on the side street frontage.	
<b>Post and Panel</b> (Light Intensity Office District (O-1) only) (see Appendix 1: Diagram 1)	<b>Number</b> One sign per street frontage. <b>Size</b> Overall sign area or panel area shall not exceed 10 square feet per side; 2 side maximum. <b>Height</b>	

	<p>No portion of the post or panel shall extend above 5 feet in height.</p> <p><b>Structural Support</b> Post and Panel Signs shall be supported by one, or two permanently mounted wood, metal, stone posts or similar material; they shall be square in section and not more than 6 inches in width.</p> <p><b>Setback</b> Post and Panel Signs shall maintain a minimum setback of 5 feet from the front property line and 10 feet from the side property line.</p>
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<b><del>SECONDARY SIGNS.</del></b>		
<b><i>Type</i></b>	<b><i>Size</i></b>	<b><i>Number</i></b>
Address(number)	For properties with less than 100 feet of street frontage, maximum letter height not to exceed 6 inches on the ground floor or 2 feet on the parapet of a 3-story building or higher. For properties with 100 feet of street frontage or more, maximum letter height not to exceed 6 inches on the ground floor or 3 feet on the parapet of a multiple-story building.	One per street frontage
Alley entrance (Limited to the name of business, hours of operation, or directional information)	6 inch maximum permitted letter height	One per alley frontage

~~4. Commercial related districts.~~

~~C-1, C-2, C-3, C-4, and C-5 commercial districts; Hospital District (HD); commercial and office businesses in the PD (Planned Development) and PUD (Planned Unit Development) districts; and commercial uses fronting on A1A in the NBDD (North Beach Development District) and all commercial uses in the Beach Community Redevelopment Districts excluding those in the BWK-25 HD districts; and all Transition, Mixed Use, and Commercial Districts of the Regional Activity Center and Downtown Redevelopment, and Transit Oriented Corridor Districts, except RC-2 — Historic Retail Core.~~

<b><del>PRIMARY SIGNS.</del></b> One wall or awning sign per street frontage. Multiple tenant buildings with separate entrances for each tenant may have one sign per tenant at the entrance.		
<b><i>Type</i></b>	<b><i>Size</i></b>	<b><i>Number</i></b>
Wall sign	One square foot per linear foot of building face where the sign is to be located with a minimum of 25 square feet permitted and a maximum of 150 square feet.	Not applicable
Awning sign	Maximum 12 inch high letters, 75% of the length of the awning	Not applicable
Service station canopy	40 square feet each	One per street frontage

<b><del>PRIMARY SIGNS.</del></b> One wall or awning sign per street frontage. Multiple tenant buildings with separate entrances for each tenant may have one sign per tenant at the entrance.		
<b><i>Type</i></b>	<b><i>Size</i></b>	<b><i>Number</i></b>
Service bay or island	5 square feet per sign	One per bay, two per island providing direction and instruction but no advertising
Parapet sign (multiple-story buildings)	2 foot high letters for	One sign per street frontage for the

only)	buildings of 2-3 stories. 3-foot high letters for buildings 4 stories or greater.	major tenant of the building
Monument sign	<b>Number/Size/Height</b> For properties with less than 100 feet of street frontage, 1 sign with an overall sign area not to exceed 6 square feet per side, 2 side maximum, and a maximum height of 4 feet. For properties with a street frontage of at least 100 feet but less than 200 feet: 1 monument sign with an overall sign area not to exceed 24 square feet per side, 2 side maximum, and a maximum height of 8 feet. For properties with a street frontage of at least 200 feet but less than 300 feet: 1 monument sign with an overall sign area not to exceed 36 square feet per side, 2 side maximum, and a maximum height of 8 feet. For properties with a minimum of 300 feet of street frontage: 1 monument sign with an overall sign area not to exceed 64 square feet per side and a maximum height of 16 feet. One additional monument sign may be permitted on corner lots where the primary lot frontage is 300 feet. The height and area of the side street sign shall be regulated as indicated above based on the side street frontage.	
<b>SECONDARY SIGNS.</b>		
<b>Type</b>	<b>Size</b>	<b>Number</b>
Window sign (may include name of business, hours of operation and phone number, real estate office may display photos of listed properties)	15% of window area per street frontage.	Not applicable

<b>SECONDARY SIGNS.</b>		
<b>Type</b>	<b>Size</b>	<b>Number</b>
Under canopy sign/projecting sign	5 square feet, 7.5 foot vertical clearance to ground	One per business entrance
Directional sign (copy limited to "enter," "exit," "drive thru" or similar directional messages and the business logo)	2 square feet in area, 4 feet high	2 signs per vehicular driveway
Open/closed sign	3 square feet	One per business
Credit card decal - ATM machines	One square foot total of all decals. Decals to be grouped and measurement taken as a square of all decals.	One per credit card
Lottery decal	20 square inches	One on window or door
Address (number)	Maximum letter height not to exceed 6 inches on the ground floor or 2 feet on the parapet of a multiple story building.	One per street or alley frontage
Rear entrance (name of business,	6 inch letters	Not applicable

hours of operation or directional information)		
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— 5. Broadwalk district.

Commercial uses in the BWK-25-HD districts.

<b><del>PRIMARY SIGNS.</del></b> One wall or awning sign per street frontage facing the Broadwalk or side street. Multiple tenant buildings with separate entrances for each tenant may have one sign per tenant at the entrance.		
<b>Type</b>	<b>Size</b>	<b>Number</b>
Wall sign	One square foot per linear foot of building face where the sign is to be located with a maximum of 15 square feet permitted.	Not applicable
Awning sign	Maximum 12 inch high letters, 75% of the length of the awning	Not applicable

<b><del>SECONDARY SIGNS.</del></b>		
<b>Type</b>	<b>Size</b>	<b>Number</b>
Secondary window/door sign (name of business, hours of operation and phone number)	15% of window pane or door, 6 inch high letter (may include name of business, hours of operation and phone number, real estate office may display photos of listed properties).	One per business
Under canopy sign/projecting sign and marquee sign	5 square feet, 7.5 foot vertical clearance to ground	One per business entrance
Open/closed sign	3 square feet	One per business
Credit card decal – ATM machine	One square foot total of all decals. Decals to be grouped and measurement taken as a square of all decals.	One per credit card
Lottery decal	20 square inches	One on window or door
Address (number)	Maximum letter height not to exceed 6 inches on the ground floor or 2 feet on the parapet of a multiple story building.	One per street or alley frontage
Rear entrance (name of business, hours of operation or directional information)	6 inch letters	Not applicable

— 6. Industrial districts.

All IM (Industrial/Manufacturing) districts and the OSW (Office/Showroom/Warehouse) District.

<b><del>PRIMARY SIGNS.</del></b> One wall or awning sign per street frontage. Multiple tenant buildings with separate entrances may have one sign per tenant at the entrance.		
<b>Type</b>	<b>Size</b>	<b>Number</b>
Wall sign	1.5 square feet per linear foot of building face where the sign is to be located with a minimum of 25 square feet permitted and a maximum of 200 square feet.	Not applicable

**PRIMARY SIGNS.** One wall or awning sign per street frontage. Multiple tenant buildings with separate entrances may have one sign per tenant at the entrance.

<i>Type</i>	<i>Size</i>	<i>Number</i>
Awning sign	Maximum 12 inch high letters, 75% of the length of the awning	Not applicable
Parapet sign (multiple story buildings only)	2 foot high letters for buildings of 2-3 stories. 3 foot high letters for buildings 4 stories or greater.	One sign per street frontage for the major tenant of the building
Service station canopy	40 square feet each	One sign per street frontage
Service bay or island	5 square feet per sign	One sign per bay, 2 signs per island providing direction and instruction but no advertising permitted.
Monument sign	<b>Number/Size/Height</b> For properties with a street frontage of at least 100 feet but less than 200 feet: 1 monument sign with an overall sign area not to exceed 24 square feet per side, 2 side maximum, and a maximum height of 8 feet. For properties with a street frontage of at least 200 feet but less than 300 feet: 1 monument sign with an overall sign area not to exceed 36 square feet per side, 2 side maximum, and a maximum height of 8 feet. For properties with a minimum of 300 feet of street frontage: 1 monument sign with an overall sign area not to exceed 64 square feet per side and a maximum height of 16 feet. One additional monument sign may be permitted on corner lots where the primary lot frontage is 300 feet. The height and area of the side street sign shall be regulated as indicated above based on the side street frontage.	

**SECONDARY SIGNS.**

<i>Type</i>	<i>Size</i>	<i>Number</i>
Window sign (may include name of business, hours of operation and phone number, real estate office may display photos of listed properties)	15% of window area per street frontage	Not applicable
Under canopy sign/projecting sign and marquee sign	5 square feet, 7.5 foot vertical clearance to ground	One per business entrance

**SECONDARY SIGNS.**

<i>Type</i>	<i>Size</i>	<i>Number</i>
Directional sign (copy limited to "enter," "exit," "drive-thru" or similar directional messages and the business logo)	2 square feet in area, 4 feet high	2 signs per vehicular driveway access
Open/closed sign	3 square feet	One per business
Credit card decal - ATM machine	One square foot total of all decals. Decals to be grouped and measurement taken as a square of all decals.	One sign per credit card
Lottery decal	20 square inches	One sign on the window or door
Address (number)	Maximum letter height not to	One sign per street or alley

	exceed 6 inches on the ground floor or 3 feet on the parapet of a multiple-story building.	frontage
Rear entrance (name of business, hours of operation and directional information)	6 inch letters	Not applicable

— 7. Port Everglades Development District (PEDD).

PEDD (Port Everglades Development District). PEDD sign regulations are determined by a separate agreement between Broward County and the Cities of Hollywood, Fort Lauderdale and Dania Beach.

<b>PRIMARY SIGNS.</b>		
<i>Type</i>	<i>Size</i>	<i>Number</i>
Wall sign	45% of the front wall 10% of side (street facing) walls 200 square feet maximum	One sign per street frontage
Tenant awning sign (multiple tenant building)	6 square feet, 15 square feet aggregate, 5 feet height	One sign in addition to above

<b><i>PRIMARY SIGNS.</i></b>		
<b><i>Type</i></b>	<b><i>Size</i></b>	<b><i>Number</i></b>
Freestanding sign	<b>Number/Size/Height</b> Properties with less than 100 feet of frontage on the main street: One sign with area not to exceed 64 square feet total, 2 side maximum, and a maximum height of 16 feet. Properties with 100 feet or more of frontage on the main street: One sign with an area not to exceed one square foot per linear foot of frontage, 64 square foot per side maximum, 2 side maximum, and a maximum height of 16 feet.	
<b><i>SECONDARY SIGNS.</i></b>		
Directional sign (copy limited to "enter", "exit", "drive-thru" or similar directional messages and the business logo)	12 square feet, 4 feet high	2 signs per curbcut
Credit card decal – ATM machine	2 square feet each, 8 square feet total of all signs	One sign per credit card

— 8. Regional Activity Center and Downtown Redevelopment District — Historic Retail Core

Regional Activity Center District: RC-2 — Historic Retail Core District.

<b>PRIMARY SIGNS.</b> One wall or awning sign per street frontage per ground floor tenant. Multiple tenant buildings with separate entrances may have one sign per tenant at the entrance.	
<i>Type</i>	<i>Size</i>
Wall sign	One square foot per linear foot of building face where the sign is to be located with a minimum permitted of 25 square feet and a maximum of 75 square feet. Sign centered over entrance with a minimum side setback of 2 feet to edge of tenant bay or end of fascia.
Awning sign	Maximum 12 inch high letters, 75% of the length of the awning, sign centered on awning.



<b><i>SECONDARY SIGNS.</i></b>		
<b><i>Type</i></b>	<b><i>Size</i></b>	<b><i>Number</i></b>
Window sign (may include name of business, hours of operation and phone number, painted or vinyl letters)	20% of window pane area.	Not applicable
Parapet sign (multiple story buildings only)	2 foot high letters for buildings 2-3 stories. 3 foot high letters for buildings 4 stories or greater.	One sign per street frontage for the major tenant of the building
Under canopy sign/projecting sign/marquee sign	5 square feet, 7.5 foot vertical clearance to ground, 24 inch setback to curb.	One sign per business entrance
Open/closed sign	3 square feet	One sign per business
Credit card decal - ATM machine	One square foot total of all decals. Decals to be grouped and measurement taken as a square of all decals.	One sign per credit card
Address (number)	Maximum letter height not to exceed 6 inches on the ground floor or 2 feet on the parapet of a 2-3 story building and 3 feet on the parapet of a building 4 stories or greater.	One per street or alley frontage
Rear (alley) entrance (name of business, hours of operation or directional information)	6 inch letters	Not applicable
Menu stand	4 square feet, 3 feet above side walk. Letters not to exceed 6 inches in height.	Permitted for restaurants only with a minimum sidewalk width (perpendicular to street) of 14 feet. Signs to be located immediately adjacent to entrance located outside only during business hours. Copy limited to name of restaurant, hours of operation and menu items with prices.

— 9. Institutional and recreational districts and uses.

AD (Agricultural), CC (Country Club), GU (Government Use), OS (Open Space) and SRF (Sports and Recreational Facility) and institutional uses, including recognized places of worship and schools, in residential districts.

<b><i>Type</i></b>	<b><i>Size</i></b>	<b><i>Number</i></b>	<b><i>Height</i></b>
Wall sign	One square foot per linear foot of building face where the sign is to be located with a minimum of 25 square feet permitted and a maximum of 150 square feet.	Not applicable	Not applicable
Address (number)	Maximum letter height not to exceed 6 inches on the ground floor or 3 feet on the parapet of a multiple story	One sign per street or alley frontage	Not applicable

	building.		
Monument sign (properties with 200 feet of frontage or more, may include changeable copy for nonprofit institutional uses)	36 square feet, including changeable copy area	One sign per property	6 feet
Rear entrance (name of business, hours of operation or directional information)	6-inch letters	Not applicable	Not applicable

~~C. Temporary signs.~~

~~1. Business signs.~~

<del>Type</del>	<del>Size</del>	<del>Duration/Number</del>
Window sign (identifies a particular activity, service, product or sale of limited duration.	4 square feet for nonconforming businesses in residential districts. 4 square feet in the RC-2 and YC districts. 15 square feet in a nonresidential district	One sign for 30 consecutive days not more than twice in a 12 month period
Banner and balloon. (Balloon signs not permitted in RC-2, YC, and residential single family districts)	50 square feet for banner sign	Except for institutional and governmental uses, one banner or balloon sign is permitted for 10 consecutive days not more than 3 times in a 12 month period.
Holiday decorations (limited to recognized holidays and related to the symbols and graphics commonly associated with the holiday)	Not applicable	60 days consecutively or separately within a 12 month period

~~2. Nonprofit institutional and recreational signs.~~

<del>Type</del>	<del>Size</del>	<del>Duration/number</del>
Civic Association Meeting signs (identifies Civic Association's meeting date, time and location)	4 square feet	Sign location limited to Civic Association member's property. Limited one per property. Limited to 48 hours before meeting and 48 hours after meeting.
Registration signs and special event (identifies the registration period and special events for nonprofit organizations and activities)	50 square foot banner signs 6 square foot off-premise signs	One banner sign per street frontage (may be located on fence) for 6 weeks 6 off-premise signs located on designated private properties for 4 weeks

~~3. Construction signs.~~

<del>Limitation</del>	<del>Size</del>	<del>Duration/number</del>
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Located on the construction site identifying the parties involved in the construction and financing and future tenant information. Renderings and/or graphics require approval by the Office of Planning. Prices are prohibited.	8 square feet in single family districts, 14 foot height 32 square feet in PEDD, 8 foot height All other districts, one square foot per linear foot of street frontage not to exceed 50 square feet, excluding rendering/graphics, 14 foot height	One sign per street frontage erected at the issuance of a building permit and removed at the issuance of a Certificate of Occupancy or the expiration of the building permit for the advertised project
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4. Real estate signs.

<i><b>Limitation</b></i>	<i><b>Size</b></i>	<i><b>Duration</b></i>	<i><b>Number</b></i>
May advertise the sale, lease or rent of the premises on which the sign is located. Prices are prohibited. Illuminated signs are prohibited. Phone numbers are permitted.	<ul style="list-style-type: none"> <li>• Window: all districts, 1 sign up to 12 square feet</li> <li>• Open house: all districts, 3 square feet</li> <li>• Single family: 3 square feet for the primary sign, one square foot for strip signs, 5 foot height</li> <li>• Multiple family: 6 square feet, 7 foot height</li> <li>• Port Everglades Developmental District: 32 square feet, 8 foot height</li> <li>• Other nonresidential: 12 square feet, 7 foot height</li> <li>• Vacant: 24 square feet, 7 foot height</li> </ul>	Signs are to be removed within 7 days of the sale or lease of the premises. "Open House" signs allowed 2 days per week during the time that the open house is in progress.	One sign per premises, except waterfront properties which may have one additional sign on the waterfront. Maximum of 3 strip signs below the primary sign.

5. Political signs.

a. Scope. Nothing in this section shall be deemed to regulate the erection and maintenance of permanent political signs.

b. Number and size. Twenty-four square feet per sign with a total sign area on one property not to exceed one foot per linear foot of street frontage with a maximum of 100 square feet. Height not to exceed 15 feet. All temporary political signs shall be constantly maintained in a state of security, safety and good repair and located so as not to interfere with traffic visibility, pursuant to § 4.22.B.7.

c. Removal.

(1) The Director of Code Enforcement shall order the removal of any temporary political sign not erected or maintained in accordance with this Article by giving written notice to the owner or lessee of the property and the person or organization erecting the sign, if the same be known, together with a statement of the reasons that the sign is in violation of this Article.

— (2) If no response is made to the notice of violation within 72 hours of its receipt, or within 72 hours of posting the notice of violation on the property, if personal service of notice cannot be made, the Director of Code Enforcement shall cause the sign to be removed.

— d. Signs relating to elections. In addition to the foregoing, a temporary political sign referring to a candidate for public office, or a measure or issue on an election ballot, may be erected only if:

— (1) The person or organization erecting the sign has filed a written statement with the Director of Code Enforcement guaranteeing the removal of the sign within 21 days after the election to which the sign pertains. The form shall also contain the location of the sign. A single form may be used for more than one sign erected by a person or organization at different locations.

— (2) The person or organization erecting the sign has filed with the Director of Code Enforcement a written statement, signed by the owner or lessee, stating that the owner or lessee of the property has given permission for the temporary political sign to be placed on his property.

— e. Forms to be provided by Director of Code Enforcement, penalty.

— (1) All forms required by this Article shall be provided by the Director of Code Enforcement at no charge.

— (2) Any person violating any provision of this Article shall, upon conviction by a court of competent jurisdiction, be subject to a fine not to exceed \$500, or imprisonment for a period not to exceed 60 days, or by both such fine and imprisonment.

— 6. Vehicular signs. The identification of a firm or its products on a stationary vehicle is permitted subject to the vehicle meeting the following conditions:

— a. The vehicle is not within 25 feet of the front property line or 15 feet of a street side property line. The vehicle shall be parked on private property which is paved.

— b. The vehicle is not stationary for more than two continuous hours during the normal working day.

— c. The vehicle is roadworthy, licensed and consistent with all state mandated motor vehicle statutes.

— d. The signs on the vehicle are permanently attached to the surface of the vehicle.

— e. No sign attached to a vehicle may be illuminated when said vehicle is parked.

#### **§ 8.6. Prohibited Signs.**

— A. No sign shall be constructed, erected, used, operated, or maintained so as to display intermittent lights, to move or revolve.

— B. No sign shall be constructed, erected, used, operated or maintained which uses the word "Stop" or "Danger" or similar words that presents or implies the need or requirement for stopping, or the existence of danger, or which is a copy or imitation of an official sign. This provision regarding the words "Stop" and "Danger" does not apply when the words are a part of attraction titles for a broadcast motion picture, theater event, opera or concert, or when they are used in descriptive lines of advertising, so long as they are not used to imply any official traffic warning, either for vehicles or for pedestrians.

— C. No sign shall be constructed, erected, used, operated or maintained so as to provide a background of colored lights blending with the traffic signals to the extent of confusing a motorist when viewed from a normal approaching position of a vehicle at a distance of 25 to 300 feet.

— D. No sign shall be attached or otherwise applied to trees, utility poles, bus benches, trash receptacles, or any other unapproved supporting structures; except as approved by the city or County Commission.

— E. No sign shall have spinning devices, or strings of spinning devices, or other similar devices.

— F. Signs which are not securely affixed to the ground, or otherwise affixed in a permanent manner to an approved supporting structure, shall be prohibited.

— G. The following signs are also prohibited.

— 1. Signs designed for changeable copy; the latter is permitted for theaters and nonprofit institutional uses.

— 2. Billboards, except that by City Commission determination, no more than 14 additional billboards, located only along limited access arterial roadways, and limited in size to 14 feet x 48 feet, and supported by a single pole, shall be permitted. These billboards shall be permitted only upon a finding that the above requirements have been met and at least a substantial portion of the proceeds from the advertising on said billboards are directed to nonprofit corporations, to assist in funding such nonprofit corporation's projects in the City of Hollywood or, the advertisement to be displayed on the billboard promotes a city

owned or city sponsored project. The City Commission may place additional, reasonable conditions, including but not limited to the posting of a bond. The City Commission may direct the appropriate city departments to revoke any permit for failure to comply with any conditions placed by the city in the approval of any billboard under this section. The existing billboards are generally located as follows:

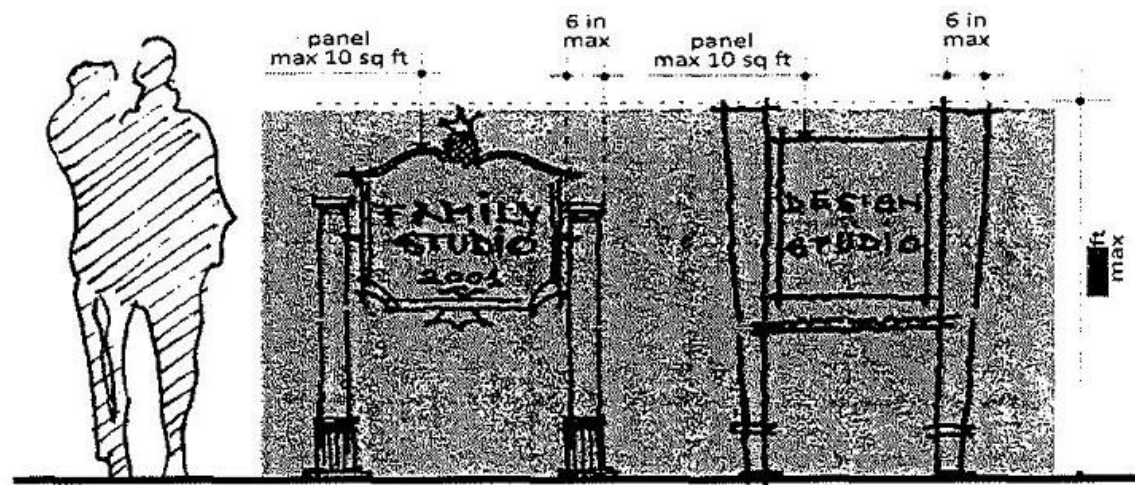
- ~~— a. 2801 N. 28th Terrace;~~
- ~~— b. 2960 Taft Street;~~
- ~~— c. 3000 Johnson Street;~~
- ~~— d. 2900 Polk Street;~~
- ~~— e. 1307 S. 30th Avenue;~~
- ~~— f. 2930 Hollywood Boulevard;~~
- ~~— g. Oakwood Plaza East of I-95 North;~~
- ~~— h. Oakwood Plaza East of I-95 South;~~
- ~~— i. 2930 Johnson Street;~~
- ~~— j. 2801 Evans Street;~~
- ~~— k. 6200-28 Johnson Street;~~
- ~~— l. 6225 Johnson Street;~~
- ~~— m. 6215 Hollywood Boulevard;~~
- ~~— n. 3401 SW 29th Avenue.~~
- ~~3. Rooftop signs.~~
- ~~4. Off-premises sign.~~
- ~~5. Swinging sign.~~
- ~~6. Snipe signs.~~
- ~~7. Movable, rotating signs.~~
- ~~8. Sandwich or sidewalk signs except as provided for in this Article as menu stands in the CRA districts.~~
- ~~9. Banners, buntings, fluttering devices, pennants and streamers, except as permitted by § 8.5.C.1. and as allowed by the City Commission.~~
- ~~10. Flashing signs, running lights or electronic message boards.~~
- ~~11. Bare bulb signs.~~
- ~~12. Abandoned signs.~~
- ~~13. Signs which emit audible sounds, odors, or visible matter are prohibited.~~
- ~~14. Box signs with an exception if the sign is constructed as an integral part of the architectural design of the building in locations that were designed for a box sign and the sign has been approved by the Development Review Board. Box signs are cabinet signs, with illuminated plastic faces, where the shape of the sign does not follow the shape of the individual letters or logo.~~
- ~~15. Any sign which is of such intensity or brilliance as to cause glare or impair the vision of the driver of any motor vehicle.~~
- ~~16. New pole signs are prohibited.~~
- ~~17. Signs attached to trees or other vegetative landscaping material.~~
- ~~18. Signs having changeable copy, except signs for nonprofit institutional uses, gasoline price signs and theaters.~~
- ~~19. Neon window banding and neon banding around freestanding signs and existing box signs are prohibited. Neon used to highlight architectural features must be approved by the Development Review Board (see § 8.4.).~~

## **APPENDIX 1: SIGNS**

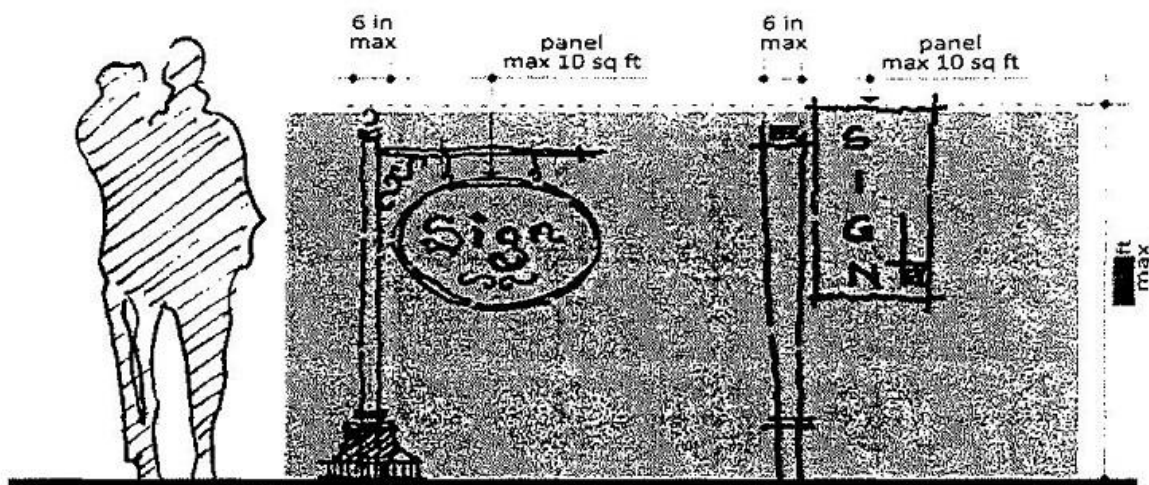
Diagram

- ~~— 1. Post and Panel Sign~~
- ~~— 2. CRA Mural Program Area~~

### **Diagram 1. Post and Panel Sign**



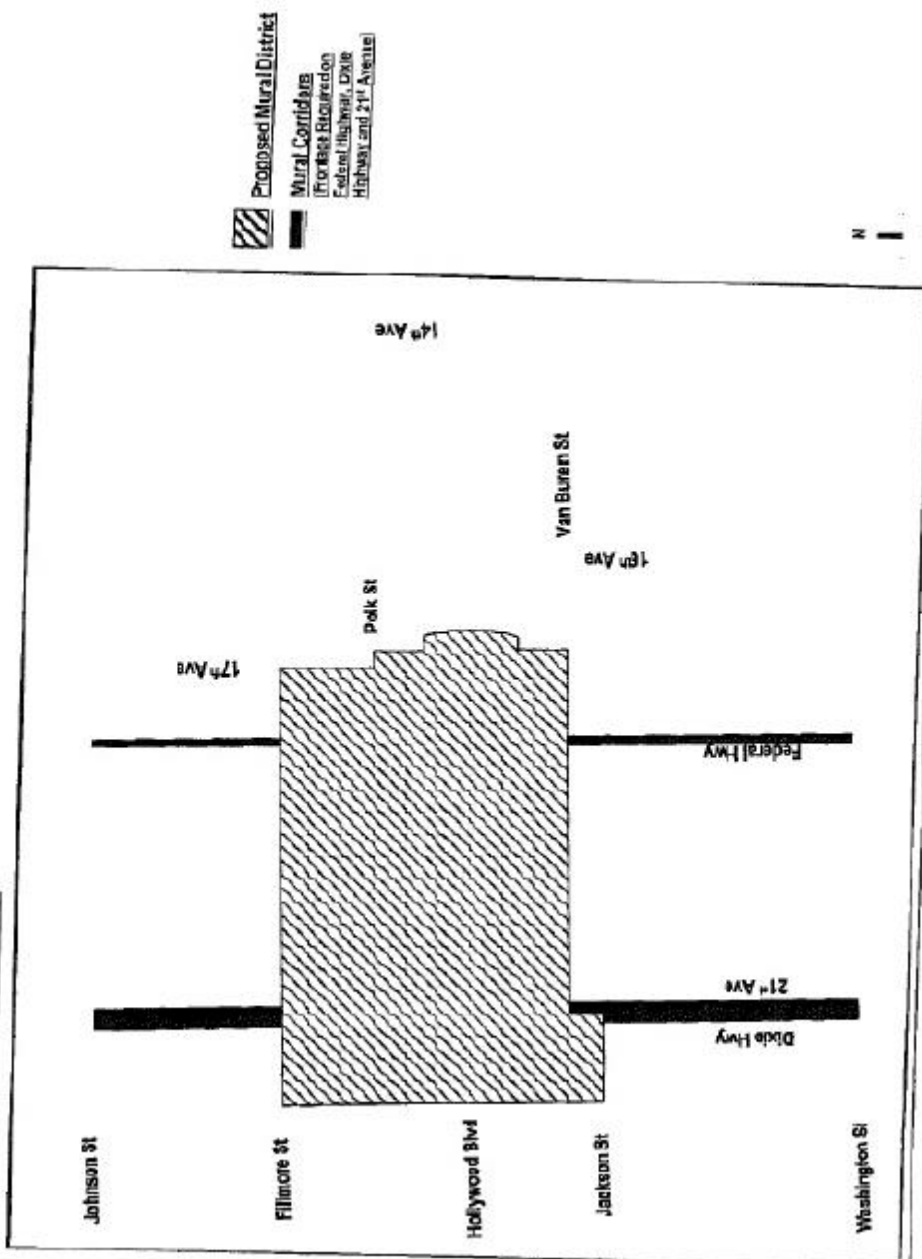
Support Structure: 2 Posts

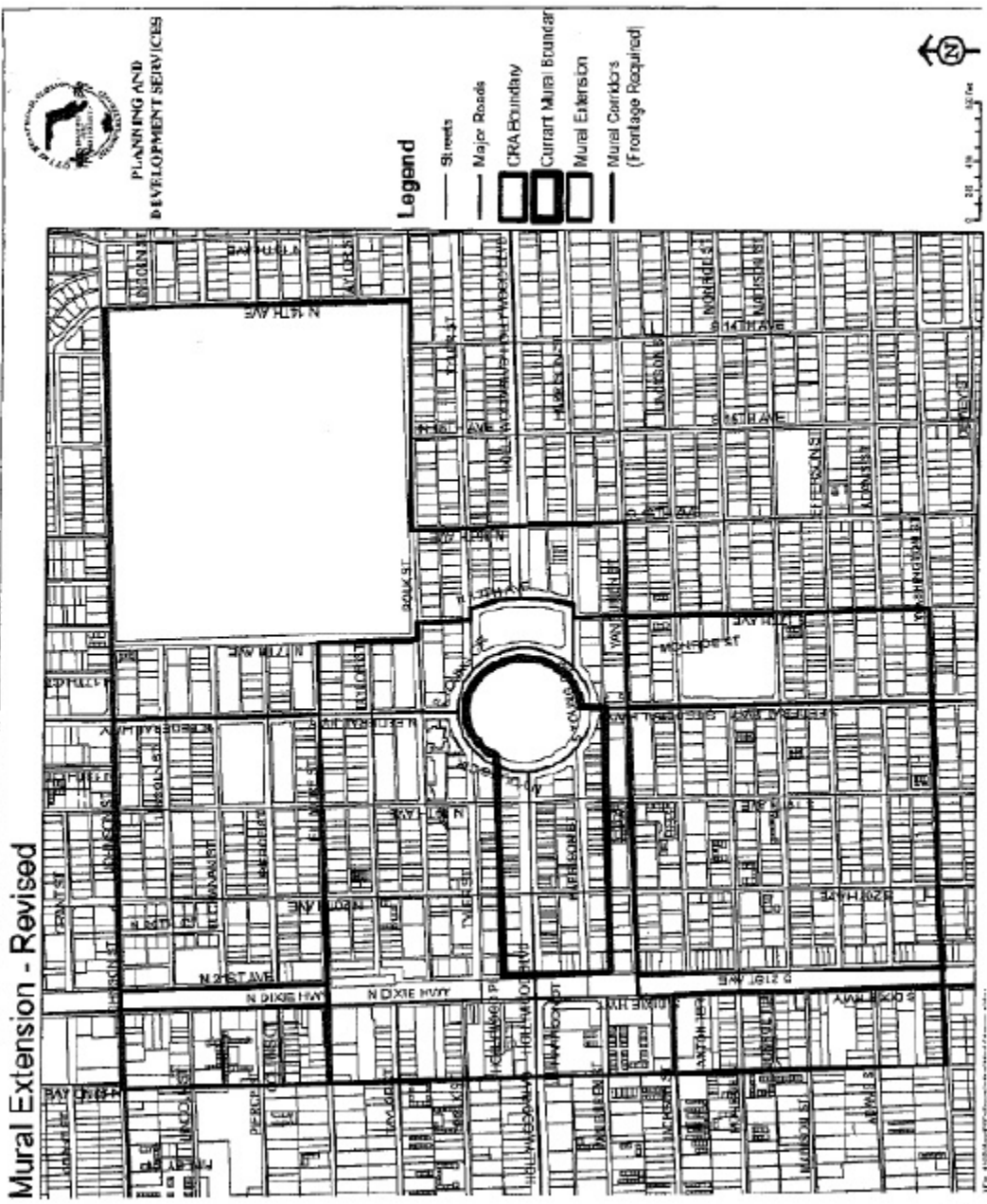


Support Structure: 1 Post

Diagram 2. CRA Mural Program Area

Diagram 1. CRA Mural Program Area





Section 4: That it is the intention of the City Commission and it is hereby ordained that the provisions of Sections 1, 2, and 3 shall be made part of the Zoning and Land Development Regulations, and the sections of the Regulations may be renumbered to accomplish such intention.



Section 5: That if any word, phrase, clause, section, or subsection of this Ordinance is for any reason held unconstitutional or invalid the invalidity thereof shall not affect the validity of any remaining portions of this Ordinance.

Section 6: That all sections or parts of sections of the Zoning and Land Development Regulations, all regulations or parts of regulations, and all resolutions or parts of resolutions in conflict therewith are hereby repealed to the extent of such conflict.

Section 7: That the City Commission, pursuant to Section 166.041(3)(c), Florida Statutes, elects, by a majority plus one vote, to conduct the second reading prior to 5:00 p.m. at a regularly scheduled City Commission public hearing.

AMENDMENT TO ARTICLE 2 DEFINITIONS AND ARTICLE 8 SIGNS OF THE ZONING AND  
LAND DEVELOPMENT REGULATIONS (18-T-02)

Section 8: That this Ordinance shall be in full force and effect immediately upon its  
passage and adoption.

Advertised on \_\_\_\_\_, 2019.

PASSED on first reading this \_\_\_\_\_ day of \_\_\_\_\_, 2019.

PASSED AND ADOPTED on second reading this \_\_\_\_\_ day of \_\_\_\_\_, 2019.

RENDERED this \_\_\_\_\_ day of \_\_\_\_\_, 2019.

\_\_\_\_\_  
JOSH LEVY, MAYOR

ATTEST:

\_\_\_\_\_  
PATRICIA A. CERNY, MMC, CITY CLERK

APPROVED AS TO FORM AND LEGAL  
SUFFICIENCY for the use and reliance of  
the City of Hollywood, Florida, only.

\_\_\_\_\_  
DOUGLAS R. GONZALES, CITY ATTORNEY