

## **ARTICLE EIGHT**

### **SIGNAGE**

**8.00.00**      **SIGN REGULATIONS:** The sign regulations set forth in this article shall apply to all signs erected within the Santa Rosa County or Navarre Beach Planning Areas. The purpose of this Article is to provide the minimum control of signs necessary to promote the health, safety, and general welfare by lessening hazards to pedestrians and vehicular traffic, by preserving property values, by preventing unsightly and detrimental development that would detract from the community and lead to economic decline and blight, by preventing signs from reaching such excessive size or numbers that they obscure one another to the detriment of all concerned, by securing certain fundamentals of design that would strengthen the community's economic base, and by preserving the right of free speech.

**8.01.00**      **PERMITS:** No sign shall be erected without a permit and each sign shall display the permit, unless otherwise stated (see section 8.10.00 et. seq.).

#### **8.02.00**      **SIGN PLACEMENT AND REMOVAL**

A. No signs other than those authorized by the Board of County Commissioners are allowed on or over public right-of-way; except as provided herein.

B. No signs shall project over public property except those signs authorized by the appropriate public agency.

C. No sign shall be located so as to restrict the view of drivers at an intersection, or while entering and leaving a public right-of-way.

#### **8.03.00**      **ILLUMINATIONS**

A. Illuminated signs, other than those identifying churches, schools, and the subdivision entrances are not permitted in residential districts or the Neighborhood Commercial District.

B. Lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into public right-of-way or residential premises.

**8.04.00**      **INSTALLATION REQUIREMENTS:** All freestanding permanent signs shall be supported by uprights or braces in or upon the ground furnished by the installer of said sign. In no case will signs be supported by utility company poles, trees, or any other structure not furnished specifically for the particular sign.

## **8.05.00            SIGN AREA CALCULATIONS**

A.     The sign face is the area of any regular continuous geometric shape which contains the entire surface area of a sign upon which copy may be placed. In the case of the freestanding or awning signs, the sign face consists of the entire surface area of the sign on which copy could be placed and does not include the supporting or bracing structure of the sign unless such structure or bracing is made a part of the sign message. Where a sign has two display faces back to back, the area of the largest face shall be calculated as the sign face area. Where a sign has more than one display face, all areas which can be viewed simultaneously shall be considered in the calculation of the sign face area.

B.     For signs other than freestanding or awning signs whose message is applied to a background which provides no border or frame, the sign face area shall be the smallest regular geometric shape which can encompass all words, letters, figures, emblems, and other elements of the sign message.

## **8.06.00            PERMANENT ON PREMISES SIGNS**

8.06.01        On Premises Signs: Permanent on premises signs placed in commercial, industrial and agriculture districts shall conform to the following standards:

### A.     Advertising Display Area

1. One freestanding or projecting sign not to exceed one hundred (100) square feet per street front. Lots abutting more than one public street may have one sign on each street front. Such signs must be separated by a minimum distance of 100 feet between signs. Signs located within the Neighborhood Commercial District shall not exceed thirty-two (32) square feet.
2. Each single occupancy premises shall be entitled to wall sign(s) the sign face area of which, in the aggregate, shall not exceed 10 percent of the building's main street front elevation or 300 square feet whichever is less.

B.     Sign Height - The maximum height for freestanding signs shall be thirty (30) feet. No attached sign shall extend above the eave line of a building to which it is attached. Roof surfaces constructed at an angle of 75 degrees or more from horizontal shall be regarded as wall space. The maximum height for freestanding ground mounted signs located within the Neighborhood Commercial District shall be six (6) feet.

C.     Set Back - Five (5) feet from any property line measured from the leading edge of the sign or supporting upright which ever protrudes farthest out towards the property line.

8.06.02        Shopping Center/Malls: Permanent on premises signs advertising a group of commercial establishments comprised of seven (7) or more stores which are planned, developed, owned or managed as a unit shall conform to the following requirements.

A. Advertising Display Area

1. One freestanding sign noting the name of the mall or center and/or its tenants as determined by the owner shall be one square foot of sign area per one linear foot of street frontage not to exceed three hundred (300) square feet per face of sign. Lots abutting more than one public street may have one sign on each street front. Such signs must be separated by a minimum distance of 100 feet between signs.
2. Each building shall be entitled to wall sign(s) the sign face area of which, in the aggregate, shall not exceed 10 percent of the building's main street front elevation or 300 square feet whichever is less.

B. Sign Height - The maximum height for freestanding signs shall be thirty (30) feet. No attached sign shall extend above the eave line of a building to which it is attached. However, roof surfaces constructed at an angle of 75 degrees or more from horizontal shall be regarded as wall space.

C. Set Back - Ten (10) feet from any property line measured from the leading edge of the sign or supporting upright which ever protrudes farthest out toward the property line.

8.06.03 Strip Center/Project Parcel - Permanent on premises signs advertising a group of commercial establishments comprised of between two (2) and up to six (6) stores or businesses which are planned, developed, owned or managed as a unit shall conform to the following requirements.

A. Advertising Display Area - One freestanding sign noting the name of the center and/or its tenants as determined by owner shall be one square foot of sign area per on linear foot of primary street frontage not to exceed two hundred (200) square feet. Freestanding signs located within the Neighborhood Commercial District shall not exceed forty-six (46) square feet. Lots abutting more than one public street may have one sign on each street front. Such signs must be separated by a minimum distance of one hundred (100) feet between signs.

B. Each building shall be entitled to wall sign(s) the sign face area of which, in the aggregate, shall not exceed 10 percent of the building's street front elevation of 300 square feet whichever is less.

C. Sign Height - For freestanding signs not to exceed thirty (30) feet. Freestanding signs located within the Neighborhood Commercial District shall not exceed twelve (12) feet.

D. Setback - Five (5) feet from any property line measured from the leading edge of the sign or supporting up right which ever protrudes farthest out toward the property line.

8.06.04 Office and Multi-family Residential Zones: Permanent accessory signs placed in R-2, R-2M, and R-3 zones shall conform to the requirements below.

A. Advertising Display Area - The advertising display area for a freestanding or attached sign identifying a multi-family residential complex shall be no more than twenty (20) square feet. The maximum accessory advertising display area for an office shall be thirty-two (32)

square feet, and a six (6) square foot sign attached to identifying each individual office.

B. Sign Height - The maximum height for all signs in these districts shall be fifteen (15) feet.

C. Set Back - Five (5) feet from any property line measured from the leading edge of the sign or supporting up right, which ever protrudes farthest out toward the property line.

8.06.05 Residential Zones: The following permanent on premises signs shall be permitted in residential zones.

A. One (1) sign per lot for churches, schools, libraries, community centers, and historic sites, serving as identification and/or bulletin boards, not to exceed thirty-two (32) square feet in area. A sign may be placed flat against the wall of the building, or may be freestanding provided that it be no closer to any property lines than ten (10) feet and not to exceed six (6) feet in height.

B. Two signs per residential subdivision entrance, identifying said subdivision, of not more than thirty-two (32) square feet of advertising surface, and shall not exceed six (6) feet in height, identifying the residential subdivision. Where two or more residential subdivisions share the same entrance to a major thoroughfare one sign for each subdivision will be permitted at this entrance not to exceed sixty-four (64) square feet combined. Subdivision entrance signs shall be allowed on the right-of-way when approval is obtained from the Community Planning, Zoning and Development Division, Engineering and Road and Bridge Department.

C. One non-illuminated name plate per street frontage designating the owner or the occupant and address of the property. The name plate shall not be larger than two hundred (200) square inches and may be attached to the dwelling or be freestanding. No permit shall be required for such signs.

8.06.06 Other Permanent Signs: Other signs permitted in conjunction with signs permitted in Sections 8.06.01 through 8.06.05 include:

A. Signs advertising the acceptance of credit cards not exceeding two (2) square feet and which are attached to buildings or permitted freestanding signs.

B. On-premise menu signs at fast food restaurant ordering stations not in excess of twenty-four (24) square feet.

C. Directional/information signs guiding traffic and parking on commercially developed property. Such signs shall not exceed two (2) square feet in size.

D. One permanent sign located on or over a showroom window or door indicating only the proprietor and/or nature of the business is permitted, provided it does not exceed a total sign area of four (4) square feet.

E. Official traffic sign or signals, informational signs and historical markers erected by a

government agency are allowed without a permit.

F. Signs advertising the price of gasoline may be installed according to the following conditions.

1. One sign, not to exceed twelve (12) square feet, may be attached to permitted, freestanding sign(s) on the premises.
2. Signs may be placed on each gasoline pump to provide required information to the public regarding price per gallon or liter, type of fuel and octane rating. Such signs shall not exceed an aggregate area of three (3) square feet.

G. Bench signs shall be allowed at designated public transportation bus stops in R-3, HCD, M-1, M-2 and PBD districts and shall conform to the following:

1. One non-illuminated bench sign per designated bus stop with one advertising face not to exceed ten (10) square feet.
2. Setback minimum of twenty-five (25) feet from intersection or per DOT specifications, whichever is greater and as far back from the pavement as possible.
3. Bench signs must be removed within ten (10) days upon eliminations of the bus route or bus stop.
4. If located on a public right-of-way the approval of the appropriate governmental agency is required.

H. Recreational and playground signs. Off premise advertising signs placed on fences around public recreation areas or public playgrounds are allowed without a permit provided such signs are placed with display face directed inward toward such areas and not to attract attention from outside such park.

I. Directional signs in Agriculture areas denoting only the distance and direction of a residence or farm operation may be placed at the closest road junction with the State Highway system or other County Road and be limited to a maximum of eight (8) square feet per sign.

8.06.07        Manufacturing/Industrial Parks. (Applies to parks in one compound): Permanent Accessory sign advertising an Industrial Park shall meet the following requirements.

A. Advertising Display Area Per Firm

1. Inside park or compound - Same as 8.06.01
2. Park Entrance Sign - Noting the name of the park or compound
  - a. Same as 8.06.03 without wall signs.

*Modified: Ord. No. 95-25, 9-14-95; Ord. No. 98-17, 10-22-98; Ord. No. 2000-17, 8-24-00*

**8.07.00**            **PERMANENT OFF-PREMISE SIGNS**

8.07.01            Permanent off-premise signs shall be permitted in the commercial zoning districts (excluding the Neighborhood Commercial District), industrial zoning districts, and agriculture zoning districts and shall conform to the requirements below.

A.     Advertising Display Area

1. Along the Highway 98, 87, Avalon Boulevard Corridors and Highway 90. The advertising display area of a permanent off-premise sign shall not exceed four hundred (400) square feet per individual advertising surface.
2. All other areas:
  - a. Four-Lane Thoroughfares -- The advertising display area of a permanent off-premise sign in these areas shall not exceed four hundred (400) square feet per individual advertising surface.
  - b. Two-Lane Thoroughfares -- The advertising display area of a permanent off-premise sign in these areas shall not exceed one hundred (100) square feet per individual advertising surface.

B.     Sign Height

1. Along the Highway 98, 87, Avalon Boulevard Corridors and Highway 90. No permanent off-premises sign in these corridors shall exceed an overall height of fifty (50) feet measured from the crown of the road for which the sign permitted to the top of the sign.
2. All other areas:
  - a. Four-Lane and Two-Lane Thoroughfares -- No permanent off-premises sign in these areas shall exceed an overall height of thirty-five (35) feet measured from the crown of the road for which the sign is permitted to the top of the sign.

C.     Spacing

1. Along the Highway 98, Highway 87, Avalon Boulevard Corridors and Highway 90. No off-premise sign shall be placed within two thousand (2,000) feet of any other off-premises sign on the same side of the street right-of-way within a three hundred (300) foot radius of another off-premises sign.
2. All other areas:
  - a. Four-Lane and Two-Lane Thoroughfares -- No off-premise sign shall be placed within one thousand (1,000) feet of any other off-premise sign on the same side of the right-of-way within these areas, nor shall any off-premises sign be placed within a three hundred (300) foot radius of another off-premises sign.

D. Set Backs

1. Four-Laned Thoroughfares: Twenty-five (25') feet from the nearest right-of-way line; measured from the leading edge of the sign or supporting up right whichever protrudes farthest out toward the right-of-way.
2. Two-Laned Thoroughfares: Fifteen (15) feet from the nearest right-of-way line measured from the leading edge of the sign or supporting up right whichever protrudes farthest out toward the right-of-way line.

E. The maximum number of advertising surfaces per sign structure, facing in one direction, is one (1). Stacked, off-premises signs shall be prohibited.

F. Permanent off-premises signs may have back-to-back advertising surfaces provided that total sign area facing in one direction does not exceed the maximum advertising display area permitted at the specific location.

G. V-type or back-to-back off-premises signs using a common support member with an angle between them of not more than ninety (90) degrees shall be considered one sign.

H. No permanent off-premises sign shall project into the line of vision of any traffic control signal from any point in a moving traffic line.

I. Priority of Signs: Where the location of two or more permanent off-premises signs conflict under the requirements of this ordinance, the sign meeting the requirements of this ordinance, and having the earliest dated permit for its erection shall have priority over other sign in conflict therewith.

J. The following areas are designated as scenic zones. Off-premise signs are prohibited in these zones.

1. Beginning at the west right-of-way line of Woodbine Road at the inter-section of Highway 90 and Woodbine Road proceeding west on both the north and south sides of Highway 90 to the county line in the Escambia River.
2. On Avalon Boulevard beginning at the southerly right-of-way line of Coronado Street, proceeding south along Avalon Boulevard on both the east and west sides of the highway to the intersection of Garcon Point Road and Avalon Boulevard.
3. On Garcon Point Road and beginning at Jake's Bayou, proceeding south along Garcon Point Road on both east and west sides of the highway to the north end of the Garcon Point Bridge, on both the east and west to the south end of the bridge. Then from the south end of the bridge proceeding south, on both the east and west sides of the highway to the north right-of-way line of Highway 98.
4. Beginning five hundred (500) feet west of the Interstate 10 Bridge going over Blackwater River, on both the north and south sides of the Interstate and continuing over the bridges to a point five hundred (500) feet east of the bridge.

**8.07.02**      **Permanent Off-Premise Directional Signs:** Permanent off-premise directional signs for businesses and subdivisions shall be permitted and shall conform to the following requirements.

- A. No signs permitted along the State Highways (unless permitted by the State).
- B. The advertising display area shall not exceed thirty-two (32) square feet in commercial and industrial zones and six (6) square feet in all other zones. Signs in residential zones shall only advertise residential real estate.
- C. Sign height shall not exceed fifteen (15) feet.
- D. Signs shall not be placed within the road right-of-way and no closer than twenty (20) feet to the curb, edge of pavement or corner of an intersection.
- E. Written and notarized permission from the property owner will be required.
- F. Three off-premise directional signs will be permitted per business or subdivision.
- G. No off-premise directional sign shall be placed within five hundred (500) feet of any other off-premise directional sign on the same side of the right-of-way.

*Modified: Ord. No. 93-04, 2-11-93; Ord. No. 98-06, 5-14-98; Ord. No. 98-17, 10-22-98; Ord. No. 99-11, 6-10-99; Ord. No. 2000-17, 8-24-00*

**8.08.00**      **TEMPORARY SIGNS:** The following temporary signs are allowed without a permit, unless otherwise required below:

- A. Non-illuminated signs advertising the sale, lease or rental of the real estate (including buildings) on which the sign is located provided such signs meet the following conditions:
  - 1. Such signs shall not exceed six (6) square feet in surface area within R-1, R-1A, R-2, R-3, R-1M, and R-2M, HR-1, HR-2.
  - 2. Real estate in all other zones may be advertised by a sign not to exceed thirty two (32) square feet.
  - 3. Such signs shall be removed immediately upon closing.
  - 4. Such signs shall not be placed within the road right-of-way and no closer than twenty (20) feet to the curb, edge of the pavement or corner of an intersection.
- B. Non-illuminated construction site identification sign identifying the project, the owner or developer, architect, engineer, contractor, subcontractors, and funding sources, and may contain related information provided such signs meet the following conditions:
  - 1. One sign per street frontage of the site may be erected and the sign(s) shall not exceed 50 square feet in area.

2. For renovation projects in established residential neighborhoods, such signs shall not exceed six (6) square feet and shall be no higher than five (5) feet from the ground to the top of the sign board.
3. All such signs shall be removed within five (5) days after the closing of a sale, renting, or completion of construction.
4. Such signs shall not be placed within the road right-of-way and no closer than twenty (20) feet to the curb, edge of the pavement or corner of an intersection.
5. Said ground signs are limited to one (1) sign per lot or frontage area of each lot.

C. Political sign which meet the following requirements:

1. The maximum size of any temporary political sign erected in the County shall be 32 square feet, and maximum height is twenty-five (25) feet.
2. All temporary political signs installed on private property.
3. All temporary political signs installed in the County shall be removed within twenty-one (21) days of the time a candidate is elected or eliminated from the race.

D. One portable sign shall be permitted for each business, provided that the display of such sign does not exceed a period of thirty (30) calendar days within any six (6) month period. A permit is required for portable signs.

E. Banner signs shall be permitted, provided that the display of such signs for each business does not exceed a period of thirty (30) calendar days within any six (6) month period. Such signs shall be limited to a total combined area of thirty-two (32) square feet per business and must be attached to permanent supporting structures. A permit is required for portable signs.

F. Agricultural signs advertising seasonal products grown or produced on the property may be permitted provided such signs are removed within fifteen (15) calendar days after such farm products are no longer available.

G. Special event signs for Churches, Schools, Civic Organizations, Charities, and Charitable Organizations:

1. Such groups shall be non-profit corporations or associations organized and operated for charitable purposes;
2. Signs may be erected or displayed no earlier than fourteen (14) days prior to the special event and must be removed within seven (7) days after the special event;
3. The funds being raised by the special event must be used for charitable or Non-profit purposes;
4. A no fee permit must be obtained from the Community Planning, Zoning, &

Development Division;

5. All signs must be placed on private property. No sign will be allowed in the right-of-way;
6. Signs may not exceed thirty-two (32) square feet in commercial districts and six (6) square feet in residential districts;
7. A representative of the organization must sign the permit application and will be jointly responsible with the organization for insuring that the regulations are followed.

H. Portable Changeable Message Signs placed on public road right-of-way may be approved for construction zones, traffic management, or in cases of emergency. A permit is required for Portable Changeable Message Signs.

*Modified: Ord. No. 95-25, 9-14-95; Ord. 2006-22, 08/06/06*

## **8.09.00      PROHIBITED SIGNS**

**8.09.01**      It shall be unlawful to erect or maintain the following signs in any district:

- A. Any sign containing or illuminated by flashing or intermittent lights.
- B. Animated signs. Animated signs do not include electronic reader boards as defined in Article 3.
- C. Those that incorporate projected images or emit sound.
- D. Roof top signs.
- E. Signs which are posted, painted, or otherwise affixed to any tree, utility pole, or fence. Product I.D. and/or public safety signs shall be permitted on fences to a maximum of two (2) square feet per sign per fence.
- F. Signs which are not securely fixed on a substantial structure.
- G. Signs which are not in good repair or which may create a hazardous condition or which are abandoned.
- H. Signs which are illegal under State laws and regulations.

*Modified: Ord. No. 2006-22, 08/06/06*

## **8.10.00      ZONING APPROVALS**

**8.10.01**      Zoning Approvals Required: It shall be unlawful to display, erect, relocate, or structurally alter any sign without first filing with the Community Planning, Zoning and

Development Division an application in writing and obtaining a sign permit, unless otherwise provided for herein.

When a sign permit has been issued by the Building Inspection Department, it shall be unlawful to change, modify, alter or deviate from the terms of said permit without prior approval of the Building Inspection original permit application and maintained in the files of the Building Inspection Department.

#### 8.10.02      Application For Permit

A.      The application for a sign permit shall be made by the owner or tenant of the property on which the sign is to be located, or his authorized agent, or a contractor licensed by the County.

B.      The Building Inspection Department shall, within five (5) working days of the date of the application, either approve or deny the application or refer the application back to the applicant in any instance where insufficient information has been furnished.

8.10.03      Plans, Specifications, and Other Data: The application for a sign permit shall be accompanied by the following plans and other information.

A.      The name, address, and telephone number of the owner or person entitled to possession of the sign and of the contractor or erector.

B.      The location by street address of the proposed sign structure.

C.      A legal description of the property on which the sign is to be located and the current property owner.

D.      The structural design of the proposed sign, including the height, size, and materials and a site plan indicating location of the sign on the site.

E.      The Building Inspection department may require that plans submitted be prepared by a registered professional engineer of Florida.

8.10.04      Revocation of Sign Permit: The Building Inspection Department may revoke any permit issued under this section in any instance in which it shall appear that the application for the permit contains knowingly false or misleading information, that the permittee has failed to keep in good general condition and in a reasonable state of repair the advertisement of advertising structure of which such permit was issued or that the permittee has violated any of the provisions of this Ordinance unless such permittee shall, before the expiration of thirty (30) days, correct such violations and offer proof of compliance to all applicable provisions of this Ordinance. If the work is authorized under a sign permit has not been completed within six (6) months after date of issuance, said permit shall become null and void.

8.10.05      Expiration of Zoning Approval: Zoning approval for off-premise signs shall expire after 12 months. The Community Planning, Zoning and Development Division may grant an extension to the zoning approval upon demonstration by the applicant of ongoing efforts to construct the approved sign.

Following the expiration of a zoning approval, applications will not be accepted for off-premise sign zoning approval for the same parcel of land for a period of six (6) months.

*Modified: Ord. No. 98-17, 10-22-98; Ord. No. 2003-21, 8-8-03*

**8.11.00**      **MAINTENANCE**: All signs (with the exception of those listed in Section 8.12.03) shall be maintained in a safe, presentable, and good structural condition at all times, including the replacement of defective parts, painting, repainting, cleaning, and other acts required for the maintenance of said sign. The owner of any property on which a sign is located and those responsible for maintenance of the sign shall be equally responsible for conditions of the area in the vicinity of the sign, and shall be required to keep this area clean, free from overgrowth of vegetation, sanitary and free from noxious or offensive substances, rubbish, and flammable waste materials.

**8.12.00**      **ADMINISTRATION AND ENFORCEMENT**

8.12.01      Sign regulations shall be enforced by such person as designated by the Board of County Commissioners, and all signs shall be subject to inspection by said person or his designee.

8.12.02      Non-Conforming Signs: Non-conforming signs and portable or temporary signs may continue for a period of sixty (60) days from the effective date of this ordinance.

8.12.03      Modification/Replacement of Non-Conforming Signs

A.      An existing non-conforming sign shall not be structurally altered so as to prolong the life of the sign, or so as to change the shape, size, type or design of the sign.

B.      An existing non-conforming sign shall not be repaired after being damaged if the repair of the sign would cost more than fifty percent (50%) of the cost of the sign.

C.      If a non-conforming sign is removed or destroyed, it may be replaced only by a sign that is in conformance with this Ordinance. Except that if insufficient space is available to comply with the setback regulations, the replacement sign may vary from said regulations to the minimum extent necessary to allow its placement.

D.      An existing non-conforming on premises sign may be changed by modifying the words or symbols used, the message displayed or any other change to the advertising display area. However, in the case of more than one non-conforming on-premise sign per business only one (1) on-premise sign shall be allowed to be facially changed. This sign shall be the one most conforming, excessive square footage and/or height being a greater non-conformity than inadequate set-backs.

An existing non-conforming wall sign may be changed by modifying the words or symbols used, the message displayed or any other change to the advertising display area (with the exception of those listed in Section 8.12.03). In the case where two (2) or more wall signs exist, only one (1)

wall sign shall be allowed to be facially changed. This sign shall be the one most conforming.

**8.13.00** **FEES**: The Board of County Commissioners shall establish fees for sign permits by resolution.

**8.14.00** **SIGNS - NAVARRE BEACH**: All signs constructed on Navarre Beach shall, in addition to other requirements in this article shall conform to the requirements herein below:

A. All signs shall be constructed to withstand sustained winds of 110 miles per hour. Signs which do not remain intact in severe winds become projectiles causing severe damage to adjacent property.

B. No sign shall be constructed which will be a possible safety hazard. Some ways which a sign may be a hazard are as follows:

1. Danger of collapse;
2. Obstruction of fire fighting or police activities;
3. Creation of conditions which distract or confuse motorists or pedestrians.

C. The maximum allowable sign face shall be fifty (50) square feet. If both sides are used this allows for one hundred (100) square feet of area to carry the message.

D. Each place of business is entitled to one (1) sign notifying the public of the names and nature of the business. This sign must be located on the property which that business occupies. In the case of a property containing several businesses, a proliferation of signs will not be allowed.

E. Earth tones shall be emphasized with primary colors being minimized and used only for accent. No gaudy colors will be allowed.

F. Signs shall be removed when a business no longer is located on those premises.

G. Signs shall be kept clean and in good repair.

H. No free standing sign shall be higher than twenty (20) feet above adjacent ground elevation. Attached signs shall not extend above the roof line.

I. Landscaping around signs is encouraged.

**8.14.01** **Prohibited Signs**: The following signs are prohibited either because they violate safety precautions or because by their un-attractiveness they reduce the overall value of Navarre Beach. Signs which will not be allowed are as follows:

A. Any sign which by coloring, wording, location, or shape resembles or conflicts with a traffic control sign or device.

- B. Any sign or light which glares, flashes, moves, rotates, blinks, or reflects.
- C. Any sign which creates a safety hazard by obstructing clear view by pedestrians or vehicular traffic.
- D. Billboards.
- E. Signs in right-of-way.
- F. Flagging, pennants, or banners, except as expressly approved for authorized, short-term civic events.
- G. Portable signs, either free-standing A-frame or trailer mounted.
- H. Bare bulb illumination.
- I. Attention-getting devices, such as searchlights, propellers, spinners, streamers, balloons, or audio devices.
- J. Any sign posted, painted, or otherwise affixed to any rock, fence, tree or utility pole.
- K. Non-accessory signs attached to any craft or structure in or on a water body designed or used for the primary purpose of displaying advertisements. Provided, however, that this section shall not apply to any craft or structure which displays advertisement or business notice of its owner, so long as such craft or structure is engaged in the usual business or regular work of the owner, and not used merely, mainly or primarily to display advertisement.

8.14.02 The following signs are exempt from the permitting requirements as set forth herein:

- A. Contractor's Signs - Each contractor is allowed a sign no larger than eight (8) square feet, which he may post on the construction site for advertising purpose. In the case of several contractors on a project, a proliferation of signs will not be allowed. Contractor's signs are allowed only on the site of construction and only during the period of actual construction.
- B. Real Estate Signs - Signs on offered property shall not exceed eight (8) square feet per face for residential property and sixteen (16) square feet per face for commercial property. Real estate signs shall be located only on the property offered. Only one (1) real estate sign per piece of property is permissible.
- C. Signs Within a Building - Such as in display windows or in completely enclosed portions of a building.
- D. Information Signs
  - 1. Signs not exceeding two (2) square feet which contain only noncommercial messages including designation of restrooms, telephone locations, restrictions on smoking, door openings, and private traffic control and parking signs.

2. Permanent signs on vending machines, gas pumps, or ice containers indicating only the contents of the device.
3. One sign per parking lot not to exceed three (3) square feet per sign face and six (6) feet in height identifying the business and providing driving and parking information.

E. Public Signs - Signs required or authorized for public purposes by any law, statute or ordinance.

**8.15.00 SPECIAL ZONING AND OVERLAY DISTRICT SIGN REGULATIONS**

8.15.01 Bagdad Historic and Conservation Districts: Signs within these Districts must be consistent with the standards detailed in “Bagdad Historic and Conservation District Design Standards” (June 16, 2008) adopted herein by reference.

8.15.02 Navarre Town Center Districts and Heart of Navarre Overlay District:

- A. Signs within the Navarre Town Center Zoning Districts must be consistent with the standards detailed in the TC-1 and TC-2 Zoning Districts in Article 6.
- B. Signs within the Heart of Navarre Overlay District must be consistent with the standards detailed in the Heart of Navarre Overlay District in Article 6.

**8.16.00 SUBSTITUTION OF NON-COMMERCIAL SPEECH FOR COMMERCIAL**

**SPEECH:** Notwithstanding anything contained in this article or Code to the contrary, any sign erected pursuant to the provisions of this article or Code may, at the option of the owner, contain a non-commercial message in lieu of a commercial message and the non-commercial copy may be substituted at any time in place of the commercial copy. The non-commercial message (copy) may occupy the entire sign face or any portion thereof. The sign face may be changed from commercial to non-commercial messages, or from one non-commercial message to another non-commercial message, as frequently as desired by the owner of the sign, provided that the size, height, setback and other dimensional criteria contained in this article and Code have been satisfied.

**8.17.00 CONTENT NEUTRALITY AS TO SIGN MESSAGE (VIEWPOINT):**

Notwithstanding anything in this article or Code to the contrary, no sign or sign structure shall be subject to any limitation based upon the content (viewpoint) of the message contained on such sign or displayed on such sign structure.

**8.18.00 SEVERABILITY**

8.18.01 In general: If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this article is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this article.

8.18.02 Severability where less speech results: Without diminishing or limiting in any way the declaration of severability set forth above in section 8.17.01, or elsewhere in this article, this Code, or any adopting ordinance, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this article is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, sentence, phrase, clause, term, or word of this article, even if such severability would result in a situation where there would be less speech, whether by subsection previously exempt signs to permitting or otherwise.

8.18.03 Severability of provisions pertaining to prohibited signs: Without diminishing or limiting in any way the declaration of severability set forth above in Section 8.17.01, or elsewhere in this article, this Code, or any adopting ordinance, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this article or any other law is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this article that pertains to prohibited signs.

*(Modified Ord. No. 05-32, 9-23-05; Ord.08-35, 10-23-08 )*