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CHAPTER VIII

SIGNS

8.00.00 GENERAL PROVISIONS

8.00.01 Relationship to Building and Electrical Codes

These sign regulations are intended to complement the requirements of the building and electrical codes adopted by the Town. Wherever there is inconsistency between these regulations and the building code, electrical code or National Electric Safety Code, the more stringent requirement shall apply.

8.00.02 Maintenance

All signs, including their supports, braces, guys and anchors, electrical parts and lighting fixtures, and all painted and display areas, shall be maintained in accordance with the building and electrical codes adopted by the Town, and shall present a neat and clean appearance. The vegetation around, in front of, behind and underneath the base of ground signs for a distance of ten (10) feet shall be neatly trimmed and free of unsightly weeds, and no rubbish or debris that would constitute a fire or health hazard shall be permitted under or near the sign.

8.01.00 EXEMPT SIGNS

The following signs are exempt from the operation of these sign regulations, and from the requirement in this Code that a permit be obtained for the erection of permanent signs, provided they are not placed within the right-of-way of any road or constructed so as to create a hazard of any kind:

A. Signs that are not designed or located so as to be visible from any street or adjoining property.

B. On-premise signs of thirty-two (32) square feet or less provided that the signs are no more than eight (8) feet in height.

C. Signs necessary to promote health, safety and welfare and other regulatory, statutory, traffic control or directional signs erected on public property with permission as appropriate from the State of Florida, the United States, or the Town of Jay.

D. Decorative flags and bunting for a celebration, convention or commemoration of significance to the entire community when authorized by the Town for a prescribed period of time.

E. Flags, emblems or insignias of the United States, State of Florida, Santa Rosa County, or the Town of Jay.

F. Temporary political signs announcing a campaign drive or event, provided such signs are removed within fifteen (15) days following a campaign drive or event.

G. Holiday lights and decorations.

H. Religious displays.

8.02.00 PROHIBITED SIGNS

8.02.01 Generally

It shall be unlawful to erect, cause to be erected, maintain or cause to be maintained, any sign not expressly authorized by, or exempted from, this Code.

8.02.02 Specifically

The following signs are expressly prohibited:

A. Signs that are in violation of the building code or electrical code adopted by the Town.

B. Any sign that, in the opinion of the Town of Jay, does or will constitute a safety hazard.

C. Blank temporary signs.

D. Signs that obstruct the vision of pedestrians, cyclists or motorists traveling on or entering public streets.

E. Signs placed upon benches, bus shelters or waste receptacles, except as may be authorized in writing pursuant to Ch. 337.407, Florida Statutes.

F. Roof signs.

H. Snipe signs.

H. Signs which produce a noise or sound capable of being heard.

I. Signs in which over 50 percent of the sign face consists of flashing lights or electronically programmed messages, except time and temperature signs.

8.03.00 PERMISSIBLE PERMANENT ACCESSORY SIGNS

8.03.01 Sign Types Allowed

The following types of permanent accessory signs are allowed, provided that they meet all of the requirements of this Code:

- A. Ground signs; or,
- B. Building signs.

8.03.02 Permissible Number, Area and Height of Permanent Accessory Signs

A. Ground Signs

The permissible number, area, spacing and height of permanent accessory ground signs for each multiple occupancy complex and each occupant not located in a multiple occupancy complex shall be determined according to the following tables and text:

1. Permissible Ground Signs

<u>Frontage on a Public Right-of-Way (in feet)</u>	<u># of Signs Allowed</u>	<u>Total Sign Area Allowed</u>	<u>Minimum Distance from any Side Property Line</u>
Less than 50	1	48	10
At least 50 but less than 100	1	64	15
At least 100 but less than 200	2	96	20
At least 200 but less than 300	2	128	50
At least 300 but less than 400	3	148	50
400 or more	4	192*	50

*Or 1/4 foot per foot of frontage along a public right-of-way, whichever is greater.

2. Height

The maximum height for all ground signs is eighteen feet (18') or 1/4 foot per each foot of frontage on a public right-of-way, whichever is greater, to a maximum height of 65 feet.

B. Building Signs

1. Subject to the design criteria in Section 8.07.00 of this Chapter, the maximum height of a building sign shall be eighteen (18) feet, except that on a building of more than two stories, a single building sign is allowed above eighteen (18) feet on each side of the building.
2. Each multiple occupancy complex may display one (1) permanent accessory building sign on each side of the principal building or buildings in which the complex is located, not to exceed a sign area of up to ten (10) percent of the facade area (see Section 8.06.00, Measurement Determinations) of each building side or two hundred (200) square feet, whichever is smaller.
3. Each occupant of a multiple occupancy complex may display three (3) permanent accessory building signs on any exterior portion of the complex that is part of the occupant's unit (not including a common or jointly owned area), not to exceed a total combined sign area of fifteen (15) percent of the facade area (see Section 8.06.00, Measurement Determinations) of such exterior portion or two hundred (200) square feet, whichever is smaller.
4. Each occupant not located in a multiple occupancy complex may display three (3) permanent accessory building signs on each side of the principal building in which the occupancy is located, not to exceed a total combined sign area for each building side of twenty (20) percent of the facade area (see Section 8.06.00, Measurement Determinations) of the building side or two hundred (200) square feet, whichever is smaller.

C. Multiple Frontages

If a building has frontage on two (2) or more streets, each frontage shall be separately considered for the purposes of determining compliance with the provisions of these regulations, but the permissible sign area for one (1) frontage may not be combined with that permitted on another frontage to increase the permissible sign area on one frontage. However, no ground sign on one right of way, measured as the sum of distances measured continuously along the rights of way through a common point or points.

8.03.03 Directional Signs

Directional signs limited in area to four (4) square feet, giving directions to motorists regarding the location of parking areas and access drives shall be permitted as permanent accessory signs on all parcels and shall not be counted as part of an occupancy's allowable sign area.

8.03.04 Signs at Entrances to Residential Developments,

A. Generally

A permanent accessory sign may be displayed at the entrance to residential developments.

B. Restrictions

1. One (1) sign is permitted at each entrance into the development from each abutting street. The sign may be a single sign with two (2) faces of equal size or may be two (2) single-faced structures of equal size located on each side of the entrance. No face of the sign shall exceed forty (40) square feet in size, and may be illuminated in a steady light only. Signs larger than this dimension may be approved by the Town of Jay subject to the provision of an architectural plan, blueprint and landscaping plan which indicates conformity to the design of the development.
2. When considering the placement of such signs, the Town of Jay shall consider the location of public utilities, sidewalks and future street widenings.

8.03.05 Utility Signs

Public utility signs that identify the location of underground utility lines and facilities, high voltage lines and facilities, and other utility facilities and appurtenances are permitted so long as they do not exceed three (3) feet in height, and so long as the sign face does not exceed one half (1/2) square foot.

8.04.00 PERMISSIBLE TEMPORARY SIGNS

8.04.01 Generally

The Town recognizes that, by their nature, some signs are intended from their construction to serve a temporary purpose only. Such signs shall be identified as temporary signs and shall not require a permit from the Town, provided that they satisfy the restrictions imposed by this section and other relevant parts of this Code.

8.04.02 Removal of Illegal Temporary Signs

Any temporary sign not complying with the requirements of this section is illegal and subject to immediate removal.

8.04.03 Permissible Temporary Signs

Temporary signs that serve the following functions are allowed, subject to the provisions of this Code:

- A. To indicate that an owner, either personally or through an agent, is actively attempting to sell, rent or lease the property on which the sign is located.
- B. To indicate the grand opening or promotional sale for a business or other activity. Such messages may be displayed for a period not exceeding fourteen (14) days and such display shall be limited to no more than four (4) times per year.
- C. To identify construction in progress. Such message shall not be displayed more than sixty (60) days prior to the beginning of actual construction of the project, and shall be removed when construction is completed. If a message is displayed pursuant to this section, but construction is not initiated within sixty (60) days after the message is displayed, or if construction is discontinued for a period of more than sixty (60) days, the message shall be removed, pending the initiation or continuation of construction activities.
- D. To indicate the existence of a new business, or a business in a new location, if such business has no permanent signs. Such message may be displayed for a period of not more than sixty (60) days or until installation of permanent signs, whichever shall occur first.
- E. To announce or advertise such temporary uses as fairs, carnivals, circuses, revivals, sporting events, flea markets, or any public, charitable, educational or religious event or function. Such message shall be removed within five (5) days after the special event.

8.04.04 Permissible Location of Temporary Signs

A. One-Family and Two-Family Residences

A parcel on which is located a single one-family or two-family residence may display not more than two temporary signs with an aggregate sign area of not more than twelve (12) square feet, excluding real estate sign riders. No individual sign shall exceed six (6) square feet, excluding real estate riders, nor exceed eight (8) feet in height.

B. Multi-Family Residences

A parcel on which is located a multi-family residence may display not more than four (4) temporary signs with an aggregate sign area of not more than twenty-four (24) square feet. No individual sign shall exceed six (6) square feet, excluding real estate riders, nor exceed eight (8) feet in height.

C. On All Other Parcels

All other parcels may display one (1) square foot of temporary signage per ten (10) feet of frontage up to a maximum of one hundred (100) square feet, or thirty-two square feet, whichever is greater. No individual sign shall exceed thirty-two (32) square feet nor exceed ten (10) feet in height. Signs located on the same parcel erected pursuant to this section must be spaced at least one hundred (100) feet apart.

8.05.00 PERMANENT OUTDOOR ADVERTISING SIGNS

8.05.01 Size of Permanent Outdoor Advertising Signs

The maximum area of a permanent outdoor advertising sign face shall be 380.88 square feet which shall include a sign face 10 feet 7 inches in height and 36 feet in width. Embellishments shall be a maximum of 5 feet above the top, 5 feet to each side and 3 feet below the bottom of the sign face; provided, however, that all embellishments shall have a minimum clearance of 10 feet from the grade of the thoroughfare to which the sign is oriented.

8.05.02 Location of Permanent Outdoor Advertising Signs

Permanent outdoor advertising signs which conform with the provisions of this Section shall be permitted in the incorporated area of the Town of Jay. Property facing thoroughfares shall be subject to the following:

- A. Each side of a thoroughfare shall be considered separately.
- B. V-type or back-to-back permanent outdoor advertising signs shall be considered one sign.
- C. No two permanent outdoor advertising signs shall be spaced less than 1500 feet apart on any thoroughfare, such distance measured along the nearest edge of the pavement between two points directly opposite the center of the signs along each side of the highway. Where an exception to this spacing may be necessary, a variance may be applied for as provided within this Code.
- D. No permanent outdoor advertising sign shall be located in such a manner as to obscure, or otherwise physically interfere with the effectiveness of, an official traffic sign, signal or device, or obstruct or physically interfere with a driver's view of approaching or intersecting traffic.
- E. For the purposes of determining compliance with the spacing restriction in paragraph (C) above, the spacing shall be determined based on valid Town permits, and a prior permit holder shall have priority over a later applicant in determining compliance with the spacing restrictions.

F. Where two (2) or more permanent outdoor advertising signs, each of which was lawfully installed at the time of its installation, are situated closer to each other than permitted by Section 8.05.02 (C), then all signs except the first one installed in the Town shall be nonconforming.

C. No permanent outdoor advertising sign, or any part thereof, shall be located less than fifteen feet (15') from the nearest edge of the road right-of-way.

H. No permanent outdoor advertising sign shall consist of two or more sign faces stacked on top of each other or placed side by side to each other.

I. Permanent outdoor advertising signs shall not be established in any location having principal frontage on any street within one hundred (100) feet of any property which is used for public parks, public schools, church, courthouse, city hall or public museum having principal frontage on the same street.

J. No permanent outdoor advertising sign or part thereof shall be located on any property without the written consent of the owner, holder, lessee, agent or trustee.

8.05.03 Height of Permanent Outdoor Advertising Signs

There shall be a minimum clearance of ten (10) feet to the bottom of a permanent outdoor advertising sign face and a maximum height of 65 feet to the top of a permanent outdoor advertising sign face, from grade of the thoroughfare to which the sign is oriented. Any embellishments at the bottom of the sign face will be considered in determining the ten (10) foot minimum clearance.

8.05.04 Lighting of Permanent Outdoor Advertising Signs

Permanent outdoor advertising signs may be illuminated, subject to the following restrictions:

A. Signs which are obsolete structures not meeting construction standards, out-of-date political billboards, signs advertising defunct business and signs which have been erected without a building permit having been issued therefor.

B. Signs which are not clean and in good repair.

C. Signs which are illegal under state law or regulations.

Signs that are not securely fixed on a substantial structure.

Signs which attempt or appear to attempt to regulate, warn or direct the movement of traffic or which interfere with, imitate or emulate any official traffic sign, signal or device.

F. Signs which are erected or maintained upon trees or painted or drawn upon rocks or other natural features.

G. Signs which are nonconforming and damaged or destroyed to an extent of more than 60% of fair market value.

h. Signs that prevent free ingress or egress from any doors, window or fire escape; or that are attached to a standpipe fire escape.

8.05.05 Construction Standards

All permanent outdoor advertising signs shall be constructed in accordance with the Building Code of the Town, and no permits shall be issued pursuant to the Building Code until information is provided to the Town demonstrating the sign will be constructed in accordance with this Section. The Town may order the removal and remove all signs constructed in contravention of this Section in the same manner and by following the procedure for removing unsafe signs as set out in the Building Code.

8.06.00 MEASUREMENT DETERMINATIONS

8.06.01 Facade Area

The facade area shall be measured by determining the area within a two-dimensional geometric figure coinciding with the edges of the walls, windows, doors, parapets, marquees, and roof slopes of greater than forty-five (45) degrees that form a side of a building or unit.

8.06.02 Sign Area

A. Generally

The area of a sign shall be the area within the smallest square, rectangle, parallelogram, triangle, circle or semicircle, the sides of which touch the extreme points or edges of the sign face.

B. Special Situations

1. Where a sign is composed of letters or pictures attached directly to a facade, window, door or marquee, and the letters or pictures are not enclosed by a border or trimming, the sign area shall be the area within the smallest rectangle, parallelogram, triangle, circle or semicircle, the sides of which touch the extreme points of the letters or pictures.
2. Where two sign faces are placed back to back on a single sign structure, and the faces are at no point more than four (4) feet apart, the area of the sign shall be counted as the area of one (1) of the faces.

3. Where four sign faces are arranged in a square, rectangle or diamond, the area of the sign shall be the area of the two largest faces. Where a sign is in the form of a three-dimensional object, the area shall be determined by drawing a square, rectangle, parallelogram, triangle, circle or semicircle, the sides of which touch the extreme point or edges of the projected image of the sign and multiplying that area by two (2). The "projected image" is that image created by tracing the largest possible two dimensional outline of the sign.

8.06.03 Number of Signs

A. Generally

In general, the number of signs shall be the number of non-contiguous sign faces. Multiple non-contiguous sign faces may be counted as a single sign if all the sign faces are included in the geometric figure used for determining the sign area.

B. Special Situations

1. Where two sign faces are placed back to back and are at no point more than three (3) feet apart, it shall be counted as one sign.
2. If a sign has four faces arranged in a square, rectangle or diamond, it shall be counted as two signs.

8.06.04 Sign Height

The height of a sign shall be measured as the vertical distance from the finished grade at the base of the supporting structure to the top of the sign, or its frame or supporting structure, whichever is higher.

8.07.00 DESIGN, CONSTRUCTION AND LOCATION STANDARDS

8.07.01 Generally

All permanent signs must comply with the following design, construction and location standards.

8.07.02 Compliance with Building and Electrical Codes Required

All permanent signs, and the illumination thereof, shall be designed, constructed and maintained in conformity with applicable provisions of the building code and electrical codes adopted by the Town and the National Electrical Safety Code.

8.07.03 Illumination Standards

A. Sign lighting may not be designed or located to cause confusion with traffic lights.

B. Illumination by floodlights or spotlights is permissible so long as none of the light emitted shines directly onto an adjoining property or into the eyes of motorists or pedestrians using or entering public streets.

C. Illuminated signs shall not have lighting mechanisms that project more than eighteen (18) inches perpendicularly from any surface of the sign over public space.

8.07.04 Placement Standards

A. Near Street and Driveway Intersections

Signs located within a clear visibility triangle shall conform to the requirements at Section 6.01.03 of this Code.

B. In Right-of-Way

Supports for sign or sign structures shall not be placed in or upon a public right-of-way or public easement, except under the terms of a lease between the owner of the easement or right of way and the owner of the sign.

C. Over Right-of-Way

No ground sign shall project over a public right-of-way.

D. Blocking Exits, Fire Escapes, Etc.

No sign or sign structure shall be erected that impedes use of any fire escape, emergency exit or standpipe.

8.07.05 Clearance Standards

A. Over Pedestrian Ways

All signs over pedestrian ways shall provide a minimum of nine (9) feet of clearance.

B. Over Vehicular Ways

All signs over vehicular ways shall provide a minimum of thirteen (13) feet six (6) inches of clearance.

8.07.06 Relationship to Building Features

A building sign shall not extend beyond any edge of the surface to which it is attached, nor disrupt a major architectural feature of the building.

8.07.07 Maximum Projection

A building sign may project no more than four (4) feet perpendicularly from the surface to which it is attached.

8.07.08 Maximum Window Coverage

The combined area of permanent and temporary signs placed on or behind windows shall not exceed twenty-five (25) percent of the total window area at the same floor level on the side of the building or unit upon which the signs are displayed.

8.07.09 Format for Multiple Occupancy Complexes

Building signs for multiple occupancy complexes constructed or remodeled after the effective date of this Code shall conform to an approved sign format. The sign format shall be included as a submittal for authorization to erect such a sign and shall be maintained on file in the Town of Jay. The format shall be presented in a plan or sketch, together with written specifications in sufficient detail to enable the Town of Jay to authorize signs based on the specifications. As a minimum, the sign format shall specify the types of signs and dimensions (not to exceed the size limits contained in this Chapter) which will be permitted each occupant within the complex. The sign format shall also contain common design elements, such as placement, color, shape or style of lettering, which lend a unified appearance to the signs of the occupants within the complex. The sign format may only be modified with the approval of the Town of Jay upon submission of a revised plan and specifications detailing the revised format.

8.08.00 LANDMARK SIGNS

8.08.01 Generally

The recognition and preservation of landmark and historic signs promotes the cultural and general welfare of the public.

8.08.02 Designation of Landmark Signs

A. Initiation of Designation Process

Designation of a landmark sign may be proposed by the property owner. The property owner shall file a petition for designation in the Town of Jay. The Town of Jay shall hold a public hearing on the petition and shall notify the property owner by certified

mail at least seven (7) days in advance of the hearing. Notice of the public hearing shall also be published in a newspaper of general circulation at least seven (7) days in advance.

B. Designation Report

Within thirty (30) days after filing of a petition of designation, the Town Council shall prepare a written designation report on the sign and submit same to the Town of Jay for review and approval. The report shall contain a statement of the historic significance sign proposed for designation and shall include photographic documentation of the sign. The report shall be accompanied by a recommendation from the Town Council upon the proposed designation.

C. Designation Process - the Town of Jay

At the close of the public hearing on the designation of the landmark sign, the Council shall vote to recommend in favor of the proposed designation to the Town Council or shall vote against the proposed designation.

D. Designation Process - Town Council

The Town Council shall hold a public hearing on the designation and shall notify the property owner by certified mail at least ten (10) days in advance of the hearing. Notice of the public hearing shall also be published in a newspaper of general circulation at least ten (10) days in advance. At the close of the public hearing on the designation of the landmark sign, the Town Council shall vote in favor of or against the proposed designation.

E. Criteria for Designation

The criteria to be applied by the Town Council in the designation of a landmark sign shall be as follows:

1. The sign is significant to the history of the Town of Jay, including, but not limited to, the character of the Town as a tourist destination or cultural center.
2. The sign is unique, notably aesthetic, or creative so as to make a significant contribution as a work of art.
3. The sign merits recognition as an important example of technology, craftsmanship, materials or design of the period in which it was constructed and it may no longer be economically feasible to produce or manufacture the sign today.
4. The sign is incorporated into the architecture of the building, so as to be essential to the integrity of the building.

8.08.03 Incentives for Designation of Landmark Signs

Signs that have been designated as landmark signs shall be exempt from the provisions of Section 9.01.03(C) concerning the deadline for removal of nonconforming signs. Provided, however, historic signs shall not be exempt from Section 9.01.03(C) pertaining to prohibited signs.

8.09.00 NONCONFORMING SIGNS

Nonconforming signs shall be subject to the provisions of Section 8.01.03(C).

8.10.00 REGISTRATION AS A SPECIALTY SIGN CONTRACTOR

All persons desiring to engage in the covered occupation as a Specialty Sign Contractor in Jay, Florida, shall upon payment of registration fee provided herein register with the Town Council.