

ORDINANCE 2010-20

AN ORDINANCE AMENDING THE CODE OF ORDINANCES OF THE TOWN OF LONGBOAT KEY, FLORIDA, BY REPLACING CHAPTER 156, *SIGN CODE*, IN ITS ENTIRETY; ADOPTING SECTION 156.01 *PURPOSE AND OBJECTIVES*; ADOPTING SECTION 156.02 *APPLICABILITY OF OTHER CODE OR REGULATORY REQUIREMENTS*; ADOPTING SECTION 156.03 *DEFINITIONS*, CLARIFYING, REMOVING, AND ADDING DEFINITIONS; ADOPTING SECTION 156.04 *GENERAL STANDARDS FOR SIGNS*, ADDING GENERAL STANDARDS FOR COLORS AND LOGOS; ADOPTING SECTION 156.05 *PROHIBITED SIGNS*, ADDING PROHIBITIONS FOR HUMAN SIGNS AND VEHICLE OR TRAILER MOUNTED SIGNS; ADOPTING SECTION 156.06 *EXEMPT SIGNS*, CLARIFYING AND ADDING STANDARDS FOR FLAGS, POLITICAL SIGNS, WINDOW SIGNS, AND PORTABLE SIDEWALK SIGNS; ADOPTING SECTION 156.07 *NON-EXEMPT TEMPORARY SIGNS*, ADDING STANDARDS FOR SPECIAL EVENT SIGNS, REAL ESTATE SIGNS, OPEN HOUSE SIGNS, FUTURE PROJECT SIGNS, AND CONSTRUCTION SIGNS; ADOPTING SECTION 156.08 *PERMANENT SIGNS*, CHANGING THE STANDARDS FOR FREESTANDING SIGNS, WALL SIGNS, AND OFF-SITE DIRECTORY SIGNS, AND ADDING STANDARDS FOR AWNING SIGNS, ON-SITE DIRECTORY SIGNS, AND CHANGEABLE COPY SIGNS; ADOPTING SECTION 156.09 *ILLUMINATED SIGNS*; ADOPTING SECTION 156.10 *HISTORICAL SIGNS*; ADOPTING SECTION 156.11 *PLACEMENT AND CONSTRUCTION STANDARDS*, CHANGING THE LOCATION STANDARDS; ADOPTING SECTION 156.12 *VARIANCES*; ADOPTING SECTION 156.13 *NONCONFORMING SIGNS*; CHANGING THE STANDARDS FOR REMOVAL OF NONCONFORMING SIGNS; ADOPTING SECTION 156.14 *MAINTENANCE AND ABANDONMENT*, CHANGING THE STANDARDS FOR REMOVAL OF ABANDONED SIGNS; ADOPTING SECTION 156.15 *PERMITS*, REMOVING THE PROVISION FOR PERMIT EXTENSIONS; ADOPTING SECTION 156.16 *VIOLATIONS AND SIGN REMOVAL*, CLARIFYING ENFORCEMENT PROVISIONS; ADOPTING SECTION 156.17 *REVOCATION OF PERMITS*; ADOPTING SECTION 156.18 *ENFORCEMENT AND PENALTIES*; ADDING AN APPENDIX, *SIGN CODE ILLUSTRATIONS*; PROVIDING FOR SEVERABILITY; PROVIDING FOR REPEAL OF ALL ORDINANCES IN CONFLICT HEREWITH; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, assisting property owners, local businesses, civic organizations, and visitors is a goal of the Town of Longboat Key; and

WHEREAS, the regulation of signs serves to protect the health, safety, and general welfare of residents, visitors, and workers in the town by improving pedestrian and vehicular traffic safety; and

WHEREAS, the regulation of signs serves a variety of private, public, and commercial interests by providing efficient communication and identification for businesses, residential development, and government facilities; and

WHEREAS, the regulation of signs serves to preserve the aesthetic quality of the Town of Longboat Key; and

WHEREAS, Chapter 156 of the Town Code of Ordinances, the Sign Code, establishes the regulations for erecting signs within the Town of Longboat Key, including the regulation of location, construction, size, and height of signs; and

WHEREAS, the Town of Longboat Key wishes to provide consistent and fair regulations for the permitting, construction, and enforcement of signage by amending the requirements for the permitting and placement of signs; and

WHEREAS, the Town commission granted the Planning and Zoning Board permission to hold public hearings on the topic; and

WHEREAS, pursuant to Town Code Section 158.030(B), the Planning and Zoning Board, as the local land planning agency, considered the subject code amendment at its regular meeting of September 21, 2010; and

WHEREAS, the Planning and Zoning Board determined that the simplification and clarification of various regulations for signs in the Sign Code are beneficial; and

WHEREAS, during a review of the Sign Code by the Planning and Zoning Board and staff, it was determined that amendments were needed to update the text and to clarify the sign permitting and enforcement processes; and

WHEREAS, the Town of Longboat Key finds that it is in the best interest of the town to revise the specific standards that are to be applied to signs; and

WHEREAS, the Planning and Zoning Board finds that these amendments to the Sign Code are consistent with the Town of Longboat Key Comprehensive Plan; and

WHEREAS, the Town Commission of the Town of Longboat Key, at duly noticed public hearings on November 1, 2010, and November 18, 2010, held pursuant to the Local Government Comprehensive Planning and Development Regulation Act, considered the proposed code amendments as recommended by the Planning and Zoning Board; and

WHEREAS, the Town Commission of the Town of Longboat Key finds that the proposed code amendments are in the best interest of the town and consistent with the town's Comprehensive Plan.

NOW, THEREFORE, BE IT ORDAINED BY THE TOWN OF LONGBOAT KEY, FLORIDA THAT:

SECTION 1. The WHEREAS clauses above are ratified and confirmed as true and correct.

SECTION 2. Chapter 156, *Sign Code*, is hereby amended to read as follows:

156.01 Purpose and objectives.

The ordinance codified in this chapter creates the legal framework for a comprehensive sign code intended to assure consistent and fair regulation, permitting and enforcement for all outdoor signs and sign structures. Its objective shall be to protect the health, safety, and general welfare of those residing, visiting, and working on this barrier island. It is intended to improve pedestrian and vehicular traffic safety. Further, it shall be used to promote efficient communication and identification and to preserve the property

values and the aesthetic quality of the Town of Longboat Key (town). The Town Manager, or designee, shall be responsible for the administration of this chapter in coordination with other appropriate town, state and federal agencies or departments.

156.02 Applicability of other code or regulatory requirements.

Signs or other advertising structures shall be permitted, constructed, and maintained in strict conformity with the town Fire Protection Code (Chapter 94), the town Tree Code (Chapter 98), the state Building Code as adopted by the town (Chapter 150), the town Electrical Code (Chapter 153), the town Zoning Code (Chapter 158), Florida Statutes, and all other applicable regulations. In the event any provisions of this section are in conflict with other sections of this Code or other applicable requirements, the more restrictive requirements shall apply.

156.03 Definitions.

For the purpose of this chapter, the following definitions shall apply unless the context clearly indicates or requires a different meaning.

"ABANDONED SIGN." A sign or sign structure which bears no sign or copy for six consecutive months, or a sign that displays for six consecutive months information which incorrectly identifies the business, owner, lessor, or principal activity on the site, or identifies an event or time that has occurred. Also, includes a sign or sign structure which is located on a parcel that has been vacant or unoccupied for six consecutive months, except for real estate signs where the property is actively for sale.

"ANIMATED SIGN." A sign which includes action, motion, or the optical illusion of action or motion, or color changes of all or part of the sign area, requiring electrical energy or set into motion by atmospheric movement. Animated signs shall include without limitation flashing signs, moving or rotating signs, electronic changeable copy signs, and electronically controlled message center signs.

"AWNING OR CANOPY SIGNS." A sign used to display directional information, an address, or business identification that is suspended from or forming a part of an awning or canopy that is supported partially or entirely from the exterior wall of a building or structure. An awning sign may be constructed of canvas, plastic, metal, or other similar material.

"BANNER." A sign associated with a permitted special event intended to be hung either with or without a frame, possessing characters, letters, illustrations or ornamentation applied to paper, flexible plastic, fabric, or material of any kind. Flags shall not be considered banners for the purposes of this chapter.

"CHANGEABLE COPY SIGN." A sign or a portion of a sign designed so that a non-electronic message copy may be changed manually or automatically through the utilization of movable or attachable letters, numbers, symbols, images, and other similar characteristics.

"CONSTRUCTION SIGN." A sign erected on the site of construction under an active building permit, which denotes only the identification of the firms or the individuals involved in the financing, design, or construction of the building or structure.

"DIRECTIONAL OFF-SITE SIGN." A sign which indicates no more than the distance, direction, location, and name of the facility or activity in the town.

"DIRECTIONAL ON-SITE SIGN." A permanent on-site sign which directs traffic within a parcel, or which identifies the location of entrances, exits, restrooms, telephones, freight, and other similar on-site uses. Such signs shall not contain advertising.

"DIRECTORY SIGN." A sign or sign structure containing individual plates or panels bearing the names of individuals, organizations or businesses located on the site.

“DOUBLE-FACED SIGN.” A sign or sign structure consisting of a single panel with two surfaces, both sides of which are used for advertising or other communication.

“ELECTRIC SIGN.” A sign or sign structure in which electrical wiring, connections, or fixtures are used as part of the sign or which themselves constitute a sign.

“EXEMPT SIGN.” A sign for which sign permits are not required. Exempt signs must conform to all other terms and conditions of this chapter and all other applicable regulations.

“FLASHING SIGN.” A sign on which electrical lighting is either alternated on and off or raised and lowered in brightness or intensity, or reflects lighting or gives the appearance of flashing.

“FREESTANDING SIGN.” A sign on or in the ground and not supported by any building.

“FUTURE PROJECT SIGN.” A temporary, freestanding sign which advertises a development project that has received site plan approval.

“GOVERNMENT SIGN.” A sign erected by a public agency in the performance of their duties, including, but not limited to, traffic control signs, privately erected town-approved traffic control signs, street name signs, warning and information signs, Town Wayfinding Signs, and public notices.

“HEIGHT, SIGN OR SIGN STRUCTURE.” The vertical distance measured from finished grade to the highest point of the sign or sign structure. When a sign or sign structure is located on an earth berm, the height of the sign or sign structure shall include the height of the berm.

“HISTORICAL SIGN.” A sign officially designated as a historical sign by the Town Commission of Longboat Key, Florida.

“HUMAN SIGN.” A sign that is held or worn, including costumes but not T-shirts, by a person for the purpose of advertising, providing information about, or promoting a business, commodity, service, product, or other commercial activity. Clothing worn that displays a business name or logo is not considered a human sign.

“IDENTIFICATION SIGN.” A sign which indicates the name, address, company logo, and location or function of an establishment or premises, including meeting dates and times.

“ILLUMINATED SIGN.” Any sign which:

(1) Provides artificial light through exposed bulbs, lamps, or luminous tubes on the sign surface;

(2) Emits light through transparent or translucent material from a source within the sign; or,

(3) Reflects light from a source intentionally directed on it.

“MANSARD ROOF.” For the purposes of this chapter, the term “mansard roof” shall mean a single slope roof, usually found along the front of a building, with a maximum angle of 45 degrees measured from the roofing surface upward to the vertical peak of the roof.

“MANSARD SIGN.” A sign attached to a mansard roof with the face parallel to the structure to which it is attached and which does not project more than eight inches from such structure. Since such sign is to be mounted parallel to and within the limitations of the building wall or mansard roof on which it is to be mounted, a mansard sign shall be considered a wall sign and not a roof sign.

“MOVING SIGN.” A sign or part of a sign which changes physical position by any movement or rotation from a fixed location, or which gives the visual impression of such movement or rotation.

“NONCONFORMING SIGN.” A sign which does not conform to this chapter.

"OFF-SITE DIRECTORY SIGN." Off-site directory signs are intended to direct the public to businesses that do not have frontage along Gulf of Mexico Drive. A sign not located on the same lot as the business, commodity, service or entertainment to which it relates, including signs located on private property and common areas. This definition shall include structures designed primarily for the display of off-site signs.

"OFF-SITE SIGN." A sign that is not located on the same lot or parcel as the business, commodity, service or entertainment to which it relates.

"ON-SITE DIRECTORY SIGN." On-site directory signs are intended to direct the public to businesses that are located on the same lot as the business, commodity, service, or entertainment to which it relates including signs located on private property and common areas. This definition shall include structures designed primarily for the display of on-site signs.

"ON-SITE SIGN." A sign located on the same lot or parcel as the business, commodity, service or entertainment to which it relates.

"OPEN HOUSE SIGN." A temporary, freestanding sign containing only the words "Open House" and supplementary directional information.

"OVERHANG OR COVERED WALKWAY." A public walkway located under a permanent, roof-like shelter.

"OVERHANG OR COVERED WALKWAY SIGN." A sign suspended from and located entirely under an overhang or covered walkway ceiling.

"PENNANT." A flag-like or streamer-like piece of cloth, plastic, or paper attached to a staff, cord, building, or other structure at one or two edges with the remainder hanging loose.

"PERMANENT SIGN." A sign attached to a building or freestanding in a manner that requires a building permit and which is made of materials and to a standard meant to last for a period in excess of one year.

"POLITICAL SIGN." A temporary sign erected to advocate the candidacy of a party, issues, or an individual for elective office.

"PORTABLE SIDEWALK SIGN." A temporary on-site advertising sign, including but not limited to sandwich board signs, located on or along a private walkway open to the public and which is designed to be placed and removed daily.

"REAL ESTATE SIGN." A temporary, non-illuminated sign which exclusively advertises the sale, lease, or rental of the parcel upon which it is located.

"RESIDENTIAL DEVELOPMENT NAME SIGN." A freestanding sign which identifies the name of a planned unit development, a property with three or more residential dwelling units, or a subdivision containing ten or more lots located at the principal entrance(s) to the development.

"ROOF SIGN." Any sign erected upon or above the roof surface of any building. This term shall not include a mansard sign.

"SIGN." A communication device that incorporates graphics, symbols or written copy intended to promote the sale of a product, commodity or service, or to provide direction or identification for a premises or facility.

"SIGN AREA." The area within the outer periphery of a single or a combination of geometric shapes. This area shall enclose the limits of writing, representation, emblems, ornaments, logos, and all material, color, or lighting forming an integral part of the display or used to differentiate it from the background against which it is placed. The sign area is calculated in units of square feet based on one side. However, the maximum total area allowed for all sides shall not exceed twice the allowable sign square footage specified in this chapter.

Sign area shall not include pole covers, supports, uprights, or other structure on which sign is supported so long as they do not contain messages, writing, decorations, advertising, or other displays. The supports, uprights, or any other structure on which any sign is supported shall not be included in determining sign area so long as there is no message, writing, decoration or other display on it. All permanent structural members (except vertical supports) shall be either concealed or designed to be an integral part of the sign area.

“SIGN FACE.” The area, display surface, or part of a sign on which the copy of message is placed.

“SIGN STRUCTURE.” Any structure which is designed specifically for the purpose of supporting a sign or is capable of supporting a sign, including decorative covers, braces, wires, and supports or components attached to or placed around the sign structure.

“SINGLE-FACED SIGN.” Any sign consisting of a single panel, only one side of which is used for advertising or other communication.

“SNIPE SIGN.” A sign made of any material which is tacked, nailed, posted, glued, or otherwise attached to any utility pole, tree, fence, fence post, stakes, or other signs or similar objects where the advertising matter appearing thereon is not applicable to the present use of the property upon which such sign is located.

“TEMPORARY SIGN.” A sign or advertising intended to be displayed for a specified period of time, including, but not limited to, retailer's signs temporarily displayed for the purpose of informing the public of a sale or special event.

“TOWN WAYFINDING SIGNS.” Freestanding off-site directory signs located in a right-of-way or on public property and constructed in accordance with specific standards and authorized by the Town.

“TRANSPORTABLE SIGN.” A sign which has no permanent attachment and, by its design and use is not intended to be permanently attached to a building or the ground, including, but not limited to, A-frame signs, pole attachments, searchlights, stands, signs transportable by detachable trailer, and signs or sign structures with attached wheels.

“VEHICLE IDENTIFICATION SIGN.” A sign affixed to a vehicle identifying the business of the owner or operator of the vehicle.

“VEHICLE OR TRAILER MOUNTED SIGN.” A sign which is affixed to or inside a vehicle for the purpose of advertising or directing people to a business.

“WALL SIGN.” A sign erected parallel to and extending not more than eight inches from the facade of a building to which it is attached and supported throughout its entire length by the facade of the building.

“WIND SIGN.” A sign designed and fashioned in such a manner as to move when subjected to wind pressure.

“WINDOW SIGN.” A sign which is painted on a window, affixed to the interior of a window, or is placed within three feet of a window surface.

156.04 General standards for signs.

(A) Unless otherwise directed, all signs and sign structures shall be limited to three colors, in addition to a single background color for the sign face. For purposes of this chapter, black and white are considered colors. The limitation on the number of colors includes the color of letters, numbers, figures, or other types of characters and ornamentation on any part of a sign, including the sign frame or other supporting structure or parts. However, these limitations do not include a registered logo, trademark, or designation required by federal, state, or local law.

(B) Reflective materials cannot be used for signs or structures, except for directional, traffic, or safety signs.

156.05 Prohibited signs.

The following signs are specifically prohibited:

(A) Any sign which:

- (1) Bears or contains statements, words, or pictures of any obscene, pornographic or immoral character;
- (2) Employs motion picture projection;
- (3) Emits audible sound, vapor, smoke, odor, or gaseous matter;
- (4) Has unshielded illuminated devices that produce glare or are a hazard or nuisance to motorists, cyclists, pedestrians or occupants of adjacent properties, or endangers sea turtles in violation of Chapter 100 of the Town Code of Ordinances, Sea Turtles;
- (5) Causes radio, television or other communication interference;
- (6) Is erected or maintained so as to obstruct any fire fighting equipment, window, door, or opening used as a means of ingress or egress for fire escape purpose including any opening required for proper light and ventilation;
- (7) Uses the words "stop," "look," "slow," "yield" or similar messages, except as may be necessary to provide traffic safety within a particular premises;
- (8) Interferes with the view of or may be confused with emergency vehicle lighting, or interferes with vehicle or pedestrian traffic;
- (9) Does not comply with the intersection visibility standard and is not a government sign; or
- (10) Is a permanent sign located on property that is residentially used or zoned, except for a residential development name sign, or unless otherwise permitted pursuant to this chapter.

(B) Abandoned signs;

(C) Off-site signs unless expressly permitted in this chapter;

(D) Handwritten signs;

(E) Wind signs, snipe signs, balloons, banners, pennants, flags, or similar devices located so as to be visible from public or private roads or waterways, unless otherwise permitted pursuant to this chapter;

(F) Mailbox signs other than letters and numbers which conform to applicable United States Postal Service criteria, not to exceed three inches in height;

(G) Containers attached to a mailbox or mailbox post advertising a business or product;

(H) Transportable signs, unless otherwise permitted pursuant to this chapter;

(I) Vehicle or trailer mounted signs in nonresidential districts shall be parked in the designated parking space that is located furthest from all rights-of-way, except for active loading and unloading during business hours;

(J) Roof signs;

(K) Signs on the side or rear of any nonresidential building or property directly facing and visible from either residentially zoned or residentially used property, unless otherwise permitted in this chapter;

(L) Signs erected or displayed in a public right-of-way, except for government signs;

(M) Human signs;

(N) Animated signs;

(O) Search lights, flashing lights, strobe lights, animated or moving lights, border lighting, and beacon lights used for display purposes;

(P) Reflective backgrounds, except on directional signs;

(Q) Neon tubing and neon style lights, except for signs that read “open” or “closed” and which are limited to a maximum size of two square feet;

(R) Any accessory sign attached to a temporary or permanent sign or its sign structure. Real estate information boxes or tubes, multiple listing strips, broker identification strips, sold signs, and similar informational strips or riders are prohibited, except as provided for in this chapter;

(S) Signs on public property other than government signs, unless otherwise permitted pursuant to this chapter.

156.06 Exempt signs.

(A) The following signs are exempted from having to obtain a sign permit but shall comply with all other provisions of this chapter.

(1) On-site signs which do not exceed two square feet in area, which are:

(a) Identification signs,

(b) Directional signs, or,

(c) Signs indicating danger, no trespassing, or similar information, provided such signs shall be located in yards along the boundary or perimeter of the property. There shall be no more than one such sign located within or along each 100 lineal or curvilinear feet, or fraction thereof, of the property's boundary or perimeter;

(2) Off-site directional signs for emergency medical services, not to exceed four square feet;

(3) Government signs;

(4) Chamber of Commerce signs, one placed at each the north and south entrances to the town on Gulf of Mexico Drive, and one sign, not to exceed six square feet, at the location of the Chamber of Commerce's main office;

(5) Flags. Any United States of America national flag, foreign national flag, state flag, or not-for-profit organization flag is exempt. No more than three exempt flags shall be displayed at one time. The maximum size of a flag in a residential zoning district or residential use shall be 24 square feet and in a nonresidential district the maximum size shall be 40 square feet. The height of flags and flag poles shall be limited to the maximum building height allowed in the applicable zoning district. No flag pole shall be placed within ten feet of a property line, except for a waterfront yard property line;

(6) Private navigational aids in conformance with state regulations;

(7) On-site religious symbols or identification emblems of religious orders at houses of worship;

(8) At locations other than houses of worship, on-site religious symbols or identification emblems of religious orders, not to exceed two square feet in area;

(9) Historical signs;

(10) Manatee protection signs and watercraft speed signs as specified in the town code, or in compliance with national and state regulations;

(11) Vehicle identification signs;

(12) Signs on machinery or equipment placed by the manufacturer or distributor which identify or advertise only the product or service dispensed by the machine or equipment. Such signs are customarily affixed to beverage machines, newspaper racks, telephone booths, gasoline pumps, ATMs, and similar machines or equipment;

- (13) Seasonal, holiday or commemorative decorations containing no advertising, provided that such decorations are not displayed for a period of more than 45 days per occasion. Such signs shall not cause a nuisance or hazard to public health, safety or welfare;
- (14) Political signs, subject to the following criteria:
- (a) Each sign shall not exceed five square feet in area;
 - (b) A maximum of four sign structures are allowed per property. Each sign structure shall be limited to the display of one candidate or one issue without duplication of candidate or issue on another sign structure on the same property. However, a double-faced sign on a single sign structure may provide the same message on each face of the single sign structure;
 - (c) The signs shall be prohibited within public and private rights-of-way;
 - (d) Signs may be erected no more than ~~60/90~~90 days prior to a publicly-held election. Political signs shall be removed within ~~three days~~72 hours after the day the election has closed or be subject to code enforcement action.
- (15) Window signs
- (a) In addition to any other signs allowed, a commercial establishment may place a sign in a window to display the following information and under the following guidelines:
 - (i) Advertise the name of the establishment;
 - (ii) Advertise special events at the place of business, which shall be removed within three days after the event occurs;
 - (iii) Signs shall not be placed on the exterior of a window;
 - (iv) No more than 20 percent of the gross glass area of the window shall be obstructed or covered, including but not limited to signs, photographs, merchandise, and/or decals;
 - (v) The permanent display of a physical address is exempt from the 20 percent coverage limitation;
 - (vi) The display of information regarding real estate or water vessels that are for sale, lease, or rent on Longboat Key is entitled to an additional 20 percent coverage of the gross glass area of a window; and,
 - (vii) Window signs shall not be electronic, except for signs that read "open" or "closed" and which are limited to a maximum size of two square feet.
 - (b) Window signs are not permitted on residentially used or zoned property.
- (16) Informational decals and bumper stickers placed on vehicles;
- (17) Balloons, pennants, and flags that:
- (a) do not exceed two feet in diameter;
 - (b) are displayed for non-commercial purposes;
 - (c) are associated with a party, commemorative, celebratory event, or permitted special event; and,
 - (d) are displayed for less than 72 hours.
- (18) Portable sidewalk signs that are not visible from a right-of-way or adjoining property and shall not interfere with or create a dangerous condition for the movement of pedestrians or vehicles are exempt subject to the following conditions:

(a) Sidewalk signs shall be no higher than three feet and no larger than six square feet;

(b) Sidewalk signs shall be located no further than ten feet from the business advertised; and,

(c) Sidewalk signs shall be removed from the public way during non-business hours.

156.07 Non-exempt temporary signs.

(A) General Conditions and Permit Requirements. All non-exempt temporary signs shall require a sign permit prior to the placement of the sign. Temporary signs shall be permitted for a period of time not to exceed nine months.

(B) Types of Permitted Temporary Signs.

(1) Special Event Signs.

(a) Signs announcing special events for civic purposes, including but not limited to, the Chamber of Commerce, homeowner or condominium owner associations, and events sponsored by other not-for-profit organizations, may be permitted subject to the following criteria:

(i) The sign may be displayed for the seven consecutive days before the special event, and shall be removed within 72 hours after the event;

(ii) The maximum size of special event announcement or directional signs shall not exceed four square feet, unless otherwise permitted pursuant to this chapter; and,

(iii) One off-site sign shall be permitted for each area designated by the Town Commission for the placement of temporary special event signs sponsored by civic not-for-profit organizations for events located on Longboat Key. The number of areas designated shall not exceed three. The off-site sign structure shall not exceed 18 square feet in area with a maximum dimension of six feet in width and three feet in height.

(iv) Signs measuring less than four square feet that provide notice for meetings of not-for-profit corporations, including but not limited to, homeowner or condominium owner associations, may be handwritten, in whole or in part.

(b) On-site signs announcing the grand opening of developments, construction sites, or changing ownership or management shall not be displayed more than seven consecutive days. Such signs shall be permitted once per owner or tenant for each property subject to the opening. The maximum size of the sign structure shall not exceed four square feet, unless otherwise permitted pursuant to this chapter.

(c) Temporary special event signs and directional signs for special events shall be allowed to be located a minimum of two feet inside the property line. In conjunction with a public forums permit, temporary special event signs and directional signs for special events shall be allowed to be placed in a median or right-of way at a minimum distance of one foot from the edge of pavement. The maximum size of the sign structure shall not exceed four square feet, unless otherwise permitted pursuant to this chapter.

(d) Banners are allowed for special events that have received a public forums permit, subject to the following criteria:

- (i) Banners may be displayed for the seven consecutive days before the special event, and will be removed within 72 hours after the event; and,
~~(ii)~~ (ii) The size of a single banner is limited to 40 square feet.
- (2) Real Estate, For Sale or Lease Signs. A real estate sign can be permitted only by the owner of the specific property for sale, rent or lease or the owner's authorized agent, subject to the following criteria:
- (a) One non-illuminated sign shall be allowed along the road frontage of the advertised property;
 - (b) The maximum size of the sign shall be four square feet;
 - (c) The sign shall be free-standing with a four inch by four inch support post with the top of the supporting arm a maximum of four feet from the ground;
 - (d) The sign structure shall be painted white;
 - (e) No more than one six inch high informational strip or rider, which shall count as part of the total sign area, shall be allowed on the top or bottom edge of each real estate sign and the rider shall not extend beyond the width or length of the side of the sign along which it is placed;
 - (f) The sign shall be removed within two business days after transfer of ownership, when the property is no longer for rent, sale or lease, when the lease or rent period commences, or when the temporary sign permit expires, whichever occurs first; and,
 - (g) Vacant, nonresidential zoned property which has commercial occupancy space "for rent" or "for lease" may in addition to any other permitted signage be allowed to display in the window of the vacant unit one non-illuminated window sign not to exceed four square feet in size.
- (3) Open House Signs.
- (a) On-site open house signs associated with the sale or rental of property are subject to the following criteria:
 - (i) The maximum size of the sign shall be four square feet;
 - (ii) No other items may be attached to the sign;
 - (iii) One open house sign may be placed on the lot, parcel, or tract that is advertised for sale, lease, or rent; and,
 - (iv) The sign shall not be displayed more than one hour prior to when the house is open for public viewing and shall be removed no later than one hour after the house is closed.
 - (b) Off-site open house signs are subject to the following additional criteria:
 - (i) An on-site open house sign permit shall entitle the applicant to a maximum of three off-site open house signs;
 - (ii) The signs shall be directional only;
 - (iii) No more than one sign shall be placed at any street connection with Gulf of Mexico Drive;
 - (iv) No more than one sign shall be placed at any other street intersection leading to the advertised property;
 - (v) No more than one sign shall be placed at a development entrance; and,
 - (vi) Signs shall be erected on a first-come, first-served basis.
- (4) Future Project Signs. Freestanding future project signs for residential construction requiring site plan approval, and all other zoning districts are subject to the following requirements:

- (a) The sign may be erected on the project site only after approval of a site plan for the project and shall be removed after a certificate of occupancy or completion has been issued, or once a permanent sign has been erected, whichever occurs first;
- (b) One sign is allowed per site;
- (c) Signs and sign structures shall not exceed eight feet in height from finished grade; and,
- (d) The maximum size for the sign and its structure is determined by the lineal feet of frontage on the principal right-of-way on which the building is located in accordance with the following schedule:

Lineal Feet of Frontage	Maximum Size of Sign Face and Structure
0 - 99 Feet	16 Square Feet
99+ Feet	32 Square Feet

(5) Yard, Garage, and Household Sale Signs.

- (a) On-site yard, garage, and household sale signs shall be subject to the following criteria:

- (i) No more than two permits for an address may be issued within a consecutive 12-month period;
- (ii) The maximum size of the sign shall be four square feet;
- (iii) No balloons, streamers, flags, or similar attention attracting items may be attached to the sign;
- (iv) A maximum of one sign may be placed on the lot, parcel or tract where the sale is held; and,
- (v) The sign shall not be displayed more than one hour prior to the commencement of the sale and shall be removed no later than one hour after the conclusion of the sale.

- (b) Off-site yard, garage, and household sale signs are subject to the criteria in (a) above with the following exceptions:

- (i) The granting of an on-site yard, garage, or household sale sign permit shall entitle the applicant to a maximum of three off-site yard, garage, or household sale signs
- (ii) No more than one off-site sign shall be placed at one connecting street to Gulf of Mexico Drive, and no more than one sign shall be placed at other street intersections leading to the advertised property;
- (iii) Off-site yard, garage, and household sale signs shall be erected on a first come, first-served basis; and,
- (iv) Off-site signs shall be directional only.

(6) Construction Signs. Construction signs are allowed if exterior construction is being performed under an active building permit. The sign identifying the owner, developer, architect, and/or contractor shall be erected on the site of the exterior construction and are subject to the following criteria. No construction signs will be permitted for interior renovations or other interior construction.

- (a) Signs for residential construction on buildings of less than ten units, or on individual dwelling units within a ~~multi-family~~ multifamily building;

- (i) The sign may be erected on the construction site only after issuance of a building permit for the structure being erected and shall be removed after all certificates of occupancy are issued or final inspection is completed, whichever if applicable;

- (ii) One sign is allowed per site;
 - (iii) The maximum size of sign shall be ~~four~~eight square feet;
 - (iv) The sign shall be freestanding with a four inch by four inch support post. The top edge of supporting arm shall be a maximum of four feet off the ground. All supports shall be painted white; and,
 - (v) The sign shall not be illuminated.
- (b) Signs for residential construction of buildings of ten or more units, and signs for construction in commercial and all other zoning districts shall comply with the following size standards.
- (i) Signs and sign structures shall not exceed eight feet in height from finished grade; and,
 - (ii) The maximum size for the sign and its structure is determined by the lineal feet of frontage on the principal right-of-way on which the building is located in accordance with the following schedule:

Lineal Feet of Frontage	Maximum Size of Sign Face and Structure
0 - 99 Feet	16 Square Feet
99+ Feet	32 Square Feet

156.08 Permanent signs.

(A) General Conditions and Requirements. The following standards shall apply to all permanent signs unless stated otherwise in this chapter. In the event the provisions of this section are in conflict with other sections of this code, or other applicable requirements, the more restrictive requirements shall apply.

- (1) Permanent signs shall require a site specific sign permit prior to the placement of the sign.
- (2) One wall sign, awning sign, or an overhanging or covered walkway sign that is parallel to the building is allowed for each tenant space. If only one occupancy or tenant space exists on a property, a wall sign or a freestanding sign is allowed, but not both.
- (3) If an overhanging sign is placed parallel to the building or an awning sign is used, a wall sign for that tenant space shall be prohibited. However, if an overhanging sign or covered walkway sign is placed perpendicular to the building, then one wall sign or awning sign will also be allowed.

(B) Freestanding Signs. All permanent freestanding signs that are not specifically regulated elsewhere in this chapter are subject to the following criteria. Existing signs that were legally conforming as of the effective date of this ordinance but do not meet the standards provided herein, will be legally nonconforming signs.

- (1) The ~~maximum size for the sign and its structure shall be no more than 16 square feet for a single tenant property and no more than 32 square feet for a multi-tenant property, or a residential or tourism development, which includes, including the area of an informational strip or rider; , is determined by the lineal feet of frontage on the principal right-of-way on which the building is located in accordance with the following schedule:~~

Lineal Feet of Frontage	Maximum Size of Sign Face and Structure
0 - 99 Feet	16 Square Feet
99+ Feet	42 Square Feet

- (2) The bottom of the sign face shall be no more than two feet above the base;

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(3) ~~Sign~~Signs and sign structures shall not exceed eight feet in height for single tenant properties and twelve feet in height for multi-tenant property, or for a residential or tourism development, as measured from finished grade;

(4) No more than one six inch high informational strip or rider, which shall count as part of the total sign area, shall be allowed on the top or bottom edge of each freestanding sign and the rider shall not extend beyond the width or length of the side of the sign along which it is placed;

(5) Signs shall be constructed of the same materials, colors and architectural style as buildings on the site. Signs shall be constructed of high quality materials and finishes. Acceptable materials include wood, masonry, metal, stone, glass, ceramic, and other similar materials;

(6) All signs shall be placed in a landscaped setting appropriate to the size and scale of the sign;

(7) Only one freestanding sign is allowed per lot, tract or parcel, except residential developments which may have one residential development name sign at each principal entrance.

(8) Sign structures shall not contain advertising matter, nor shall the form or substance of the sign structure be such as to advertise or denote a business or other activity; and,

(9) The numerical address of the business, service or establishment may be included on the sign itself or on the sign structure. If located on the sign structure, the numerical address will not cause the structure to be included in the calculation of the maximum size of sign face. The size of numerical address numbers for single-family residential properties shall be four inches and shall be six inches for all other types of properties.

(10) Commercial buildings located in a planned unit development, which do not have frontage along Gulf of Mexico Drive, may request through the Outline Development Plan process the placement of a permanent freestanding sign to be located on the site of a commercial building in the same planned unit development that fronts Gulf of Mexico Drive and to be used to display business information for both buildings.

(C) Wall Signs.

(1) One wall sign shall be permitted per occupancy or tenant.

(2) Wall signs may be painted on the building surface.

(3) The wall sign shall be attached to the building and supported throughout its entire length by the facade of the building, unless painted on the building surface.

(4) The maximum area of a wall sign shall be in accordance with the following schedule:

Lineal Feet of Frontage	Maximum Size of Sign Face and Structure
0 - 99 Feet	16 Square Feet
99+ Feet	32 Square Feet

(5) Calculation of wall sign area.

(a) When a sign panel or similar device is attached to a building wall the sign area is determined by the area of the sign face; and,

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- (b) When individual letters or symbols are directly attached to a building wall without the use of a sign panel or similar device, the allowable sign area will be in accordance with the definition of sign area.
- (6) Legal conforming wall signs will be exempted from sign structure size, but shall be subject to sign area requirements.
- (D) Overhang and Covered Walkway Signs. Overhang and covered walkway signs shall meet the following criteria:
- (1) The sign shall not protrude beyond the face of the overhang or roof of the walkway and may be placed either parallel or perpendicular to the building face. However, if an overhang sign is placed parallel to the building face, a wall sign for that tenant business address shall be prohibited;
 - (2) The maximum size of sign and sign structure shall not exceed six feet in length and 18 inches in height; and,
 - (3) One sign shall be permitted per occupancy or tenant business address.
- (E) Awning Signs.
- (1) The height of front flap or perpendicular edge of an awning shall be no more than 12 inches.
 - (2) The sign shall be placed within two inches of the bottom of the front edge of the awning or canopy;
 - (3) The sign shall not project more than four inches out from the surface of the front edge and shall not protrude above or below the extent of the front edge;
 - (4) If an awning is used for an awning sign, a wall sign for that tenant business address shall be prohibited;
 - (5) One awning sign is permitted per occupancy or tenant business address, except corner units may have one awning sign on each frontage not to exceed two awning signs;
 - (6) The maximum size of an awning sign shall be six feet in length and 8 inches in height; and,
 - (7) The awning sign must be located on an awning located in front of the tenant space being identified.
- (F) Directory Signs.
- (1) On-Site Directory Signs.
 - (a) The sign shall be erected only on nonresidential property;
 - (b) The sign shall be used to list multiple tenants and facilities occupying the same property;
 - (c) The sign shall consist of a unified sign face that has the appearance of a single sign and be limited to the name and general location of the tenant;
 - (d) One sign panel per tenant space is allowed;
 - (e) The size of the sign panel shall not exceed one-half square foot for each tenant space;
 - (f) Where multiple buildings with multiple tenants are located on the same property, one free-standing, uniform, directory sign per building is allowed to identify tenants located within that building.
 - (2) Off-Site Directory Signs: Off-site directory signs along Gulf of Mexico Drive are permissible only where a business or organization does not have frontage on Gulf of Mexico Drive. If two or more businesses or organizations seek to erect off-site directory signs in the same general location along Gulf of Mexico Drive, the Town shall require that the multiple applicants erect a common directory sign in lieu of separate directory signs. If an applicant is unwilling to participate in a common sign, the Town shall deny an application for a separate

off-site directory sign and shall give 30 days notice of the intent to revoke any permit issued to erect an individual off-site directory sign. The following criteria shall be used for all off-site directory signs, except for government signs.

- (a) The sign shall be located on nonresidential property;
- (b) Not more than one off-site directory sign along Gulf of Mexico Drive shall be allowed;
- (c) An off-site directory sign panel shall not exceed a width of four feet, a height of one foot, and shall not be larger than four square feet in area. The total area of a multiple tenant off-site directory sign shall not exceed 24 square feet and the sign structure shall not exceed a height of 12 feet. Supporting poles or stanchions shall not be considered as part of the sign area;
- (d) The sign shall denote only the business or organization name and direction;
- (e) Not more than one sign panel per building shall be allowed;
- (f) The size of the sign panel shall not exceed one-half square foot for each tenant space;
- (g) Individual panels or nameplates of the directory sign shall be uniform in size, color, and lettering;
- (h) Signs and panels may be double-faced;
- (i) A uniform logo, not to be considered as part of the sign areas, shall be on top of the sign structure and shall include a white hibiscus flower on a blue background to match Printers Measurement Systems (PMS) number 3015c; and,
- (j) The sign design shall be white lettering on a blue background to match Printers Measurement Systems (PMS) number 3015c;

(G) Changeable Copy Signs.

- (1) Changeable copy signs are permitted only as part of a permanent sign and shall be incorporated into the sign face, but not the sign structure.
- (2) The signs can only be erected in nonresidential zoned property or property which is zoned residential but has a legal nonconforming use and shall only indicate information pertaining to events, activities, or other information regarding the property where the sign is placed.
- (3) The changeable copy area of the sign shall not exceed 25 percent of the sign face.
- (4) The font and size of the changeable copy shall be uniform.
- (5) The copy shall not be able to be changed electronically.

156.09 Illuminated signs.

(A) Except for government signs, only permanent signs may be illuminated. No illuminated sign may be erected or maintained along or adjacent to a public right-of-way unless the source of illumination is shaded and not directly visible from a street. Additionally, illuminated signs must meet the following criteria:

- (1) Internally Illuminated Signs.
 - (a) Illumination shall be emitted through letters and logo which shall not consume more than 25 percent of the sign face;
 - (b) Excluding the illuminated sign area, the remainder of the sign face shall be opaque;

- (c) Internal illumination shall be provided by fluorescent lighting comprised of florescent lamps with a designation of "cool white," "warm white" or "daylite;" and,
 - (d) Cabinets and internal wiring shall meet or exceed Underwriter Laboratory specifications.
- (2) Externally Illuminated Signs.
 - (a) External lighting shall be provided by either fluorescent, quartz, halogen, metal halide, par type flood lights or similar Underwriter Laboratory approved type lighting fixture not to exceed a total of 300 watts of illumination per face of sign; and,
 - (b) Lighting fixtures shall be Underwriter Laboratory approved and all wiring shall comply with National Electrical Code specifications.

156.10 Historical signs.

(A) Designation as an Historical Sign. An owner of a sign may petition the Town Commission for designation of a sign as historical. In making its determination, the Town Commission shall consider whether:

- (1) The sign is registered or certified by the Manatee County Historical Preservation Board or the Sarasota County Historical Preservation Board;
- (2) The sign is a minimum of 25 years old;
- (3) The sign is unique and enhances the cultural, historical or aesthetic quality of the community;
- (4) The sign is structurally and electrically safe or is capable of being made so without substantially altering its historical significance; and,
- (5) The sign is of exemplary technology, craftsmanship or design of the period in which it was constructed, uses historic sign materials, and is not significantly altered from its historic period. If the sign has been altered it must be restored to its historic function and appearance.

(B) Historical signs shall be exempt from this Chapter unless they are enlarged, added to, modified, removed, or replaced unless that modification has been approved by the Town Commission.

156.11 Placement and construction standards.

(A) Placement of Signs. All signs, including exempt signs and except for government signs, shall:

- (1) Not be located in a public right-of-way, except for government signs unless otherwise permitted pursuant to this chapter;
- (2) Not be located as to obstruct entrances or exits from buildings or impede the visibility of oncoming traffic;
- (3) Not be placed in a location that would prove dangerous to the public;
- (4) Be located in the yard facing the street, driveway, or other vehicular access point and shall be no closer to a public street than a minimum of two feet inside the property line, except for temporary directional signs; and,
- (5) If located in a street intersection, no sign exceeding 30 inches in height above the established grade of the street at the property line shall be erected or maintained on any lot within the intersection visibility triangle, except that a freestanding sign shall be permitted in a median located within the intersecting street right-of-way, provided that the sign is setback a minimum of five feet from the street right-of-way.

(B) Construction Design Standards. Signs or other advertising structures shall be permitted, constructed, and maintained in strict conformity with the town Code of Ordinances and all other applicable regulations. In the event any provisions of this section are in conflict with other sections of this Code, or other applicable requirements, the more restrictive requirements shall apply.

156.12 Variances.

(A) The Zoning Board of Adjustment is authorized to grant variances to this chapter in accordance with the standards set forth in the Zoning Code. Additionally, in reviewing a request for a sign variance, the Zoning Board of Adjustment may consider the following additional criteria and specific circumstances:

(1) Variances from the height and location provisions of this section in unusual circumstances involving demonstrated hardship.

(2) Variances for the protection of trees and shrubs, but in no case shall visibility of an existing sign serve as the basis for tree removal.

(B) The Zoning Board of Adjustment is authorized in the Zoning Code to hear and decide appeals where it has been alleged that there is an error in any order, requirement, decision, or determination made by an administrative official in the enforcement of this chapter.

156.13 Nonconforming signs.

A lawfully constructed sign or sign structure existing within the town on the effective date of this ordinance, which does not conform to the requirements of this chapter, shall hereafter be a legal nonconforming sign. Legal nonconforming signs and sign structures shall be removed or made conforming by the Owner or Lessee of the sign, or by the Owner of the property where the sign is located as follows:

(A) Once a site plan is approved for a property with a non-conforming permanent sign, the sign must be brought into conformance with the provisions of this Code.

(B) All sign permit fees will be waived for legal nonconforming permanent signs that are brought into conformity within 18 months of the effective date of this chapter.

(C) Legal nonconforming temporary signs must be brought into conformity within nine months from the adoption of this chapter.

156.14 Maintenance and abandonment.

(A) Maintenance.

(1) Painting, repainting, cleaning or other ordinary repairs and maintenance of any legal sign or sign structure shall not require a permit. Replacement of any structural elements or items that extend or prolong the life of a sign shall require a permit;

(2) A sign permit issued by the Town shall authorize the removal of a sign that is not properly maintained, including a sign or sign structure which is not maintained in safe and good working order, or which was legally erected but which has been defaced, altered, or modified without prior Town approval, at the joint and several expense of the sign owner, agent, or property owner; and,

(3) All signs, including their supports, braces, guys, and anchors, shall be maintained so as to present a neat, clean appearance. Painted areas and sign surfaces shall be kept in good condition and illumination shall be maintained in safe and good working order.

(B) Abandoned signs. Abandoned signs are prohibited and shall be removed by the owner of the sign, owner's agent, property owner, or persons having beneficial use of the

building, structure or land, subject to enforcement action, costs, and fines. A sign structure that is attached to and sits on the ground along the sign's entire bottom surface, and which is abandoned shall be allowed to remain in place if all signage and other displays are removed, except for the site address, unless the structure is nonconforming.

156.15 Permits.

(A) Permits. All signs require a permit issued by the Town unless the sign is specifically exempted from the permit requirements of this chapter.

(1) It shall be unlawful to change, modify, alter or otherwise deviate from the terms or conditions of a sign permit without the prior approval of the Town. Written record of such approval shall be entered upon the original permit application and maintained in the files of the Town;

(2) No permit for any permanent on-site sign shall be issued until a building permit has been issued for the building, structure or establishment to which it relates;

(3) No sign permits will be issued to an applicant, tenant or business to be advertised, or property owner that has an outstanding sign violation, including but not limited to, full payment of fines, storage costs, and the correction of all violations.

(B) Application.

(1) The real property owner or his authorized agent shall submit a sign permit application on forms furnished by the Town, together with applicable fees, for all signs not specifically exempted.

(2) Each application shall contain an agreement to indemnify and hold the Town harmless for all damages, demands, or expenses caused by the sign or sign structure. The application may require the following information, depending upon the type of sign requested:

(a) The name, address and telephone number of the real property owner, lessee (if applicable) and sign contractor (if applicable). If the applicant is not the owner, then written consent of the real property owner is required;

(b) The legal description, boundary survey, parcel identification number, and the street address of the property upon which the sign is to be placed;

(c) Plot plans, site plans, or survey showing the locations of existing and proposed signs, buildings, parking, streets, driveways, rights-of-way, easements, property lines, overhead utilities, and any applicable intersection visibility standards;

(d) Drawings or photographs of the proposed sign and sign structure including footings, dimensions, height, setbacks, clearances, spacing, size of sign face, percentage of sign face illuminated, sign area, colors, elevation of building walls (if applicable) and existing signs;

(e) Drawings shall reflect all required electrical information in accordance with the Town's Electrical Code;

(f) For permanent signs, certification by an engineer registered in the State of Florida of the plans and specifications. Engineering specifications shall include stress diagrams and calculations showing that the structure is designed for deadload and wind pressure in any direction in the amount required by the state building code and this chapter; and,

(g) For all off-site signs, including open house signs, written permission is required from the property owner, owners' association, or both if applicable, on whose property the off-site sign is to be placed.

(3) An application for a sign permit shall be void 90 days after the date of the filing of the application.

(C) Permit Identification Tag.

(1) A permit identification tag issued by the Town shall be permanently attached to all signs or sign structures in an accessible place, visible from the adjacent street and legible from ground level. The permit identification tag shall bear the number of the sign permit. Absence of this tag from a sign, except exempted signs, shall constitute prima facie evidence of the violation of this chapter.

(2) No sign, unless specifically exempted herein, shall be erected, displayed, rebuilt, repaired, or otherwise maintained which does not have a permit identification tag attached as described above.

(3) The property owner (or the authorized agent) is responsible for maintaining a valid permit identification tag on each permitted sign at all times.

(D) Fee Schedule. All fees shall be paid prior to the issuance of a permit or renewal. Fees for each category of sign shall be in the amounts determined by the Town Commission in a Fee Schedule.

156.16 Violations and sign removal.

Signs in violation of this chapter are subject to the following notice and removal provisions, in addition to penalties and fines as provided for in the Code of Ordinances:

Description of Violation	Notice/Penalties/Fees
(A) Erection of nonexempt signs without a valid permit; temporary signs which fail to display permanent identification tags:	Immediate removal and disposition by the Town without notice.
(B) Temporary permitted signs and exempt signs that are improperly erected or located:	Immediate removal after notice (actual or constructive); impounded by the Town for a minimum of 30 days; Sign owner may recover the sign upon payment of removal and storage costs. After 30 days the sign may be disposed of by the Town without recourse.
(C) Permanent signs erected without a valid permit or which fail to display permanent identification tags:	Subject to removal by the Town with three days notice (actual or constructive) to the owner, agent, or person having beneficial use of the sign.
(D) Permanent signs erected pursuant to valid permit and properly displaying permanent identification tags, but improperly located or constructed:	Notified by Town and allowed ten days to correct violation. Failure to correct the violation subjects the sign to removal.

(E) Unsafe Signs. Should a sign be found to be unsafe, insecure, or improperly constructed, the owner or lessee shall be required to make it safe, secure, and of proper

construction, or remove it, within 48 hours from the time of notification in writing from the Town. If the notice is not complied with within the time specified, the Town shall remove the sign at the expense of the owner or lessee. If repairing or removing the sign is delayed by circumstances beyond the control of the owner or lessee, the Town may grant additional time for the repair or removal of the sign.

(F) Sign Causing Imminent Danger or Hazard. The Town may remove immediately and without notice any sign or sign structure, which is an immediate hazard at the expense of the owner, agent, lessee, or other person having beneficial use of the sign, the sign contractor, or the owner or lessee of the land upon which the sign is located.

156.17 Revocation of permits.

The Town Manager or designee is hereby authorized and empowered to revoke any permit upon failure of the holder to comply with the provisions of the permit, or if the permit was issued on the basis of a misstatement of fact or law by the applicant, or by fraud of the applicant, or in error by the Town.

156.18 Enforcement and penalties.

(A) Enforcement. No sign or advertising display shall be permitted to be maintained or used in the Town contrary to the provisions of this chapter. The Town Manager, by and through the duly authorized employees of the Town, shall enforce the provisions of this chapter; and is hereby authorized and directed to remove all signs or advertising displays prohibited by this chapter or which are maintained or used contrary to the provisions of this chapter.

(B) Penalties.

(1) Any person found to have violated any of the provisions of this chapter may be fined an amount not to exceed \$500 per day. Each and every day the violation continues is a separate and specific violation of this chapter;

(2) All permits may be withheld from any applicant concerning property upon which a violation of this chapter has occurred and has not been corrected; and,

(3) In addition to and not to the exclusion of the remedies contained herein, the Town may proceed to the Code Enforcement Board for any violation of this chapter.

SECTION 3. If any section, subsection, sentence, clause or provision of this Ordinance is held invalid, the remainder of the Ordinance shall not be affected.

SECTION 4. All ordinances or parts of ordinances in conflict herewith shall be and the same are hereby repealed.

SECTION 5. This Ordinance shall take effect upon second reading in accordance with Law and the Charter of the Town of Longboat Key.

Passed on the first reading and public hearing the 1st day of November, 2010.

Adopted on the second reading and public hearing the 18th day of November, 2010.

/s/ George Spoll
George Spoll, Mayor

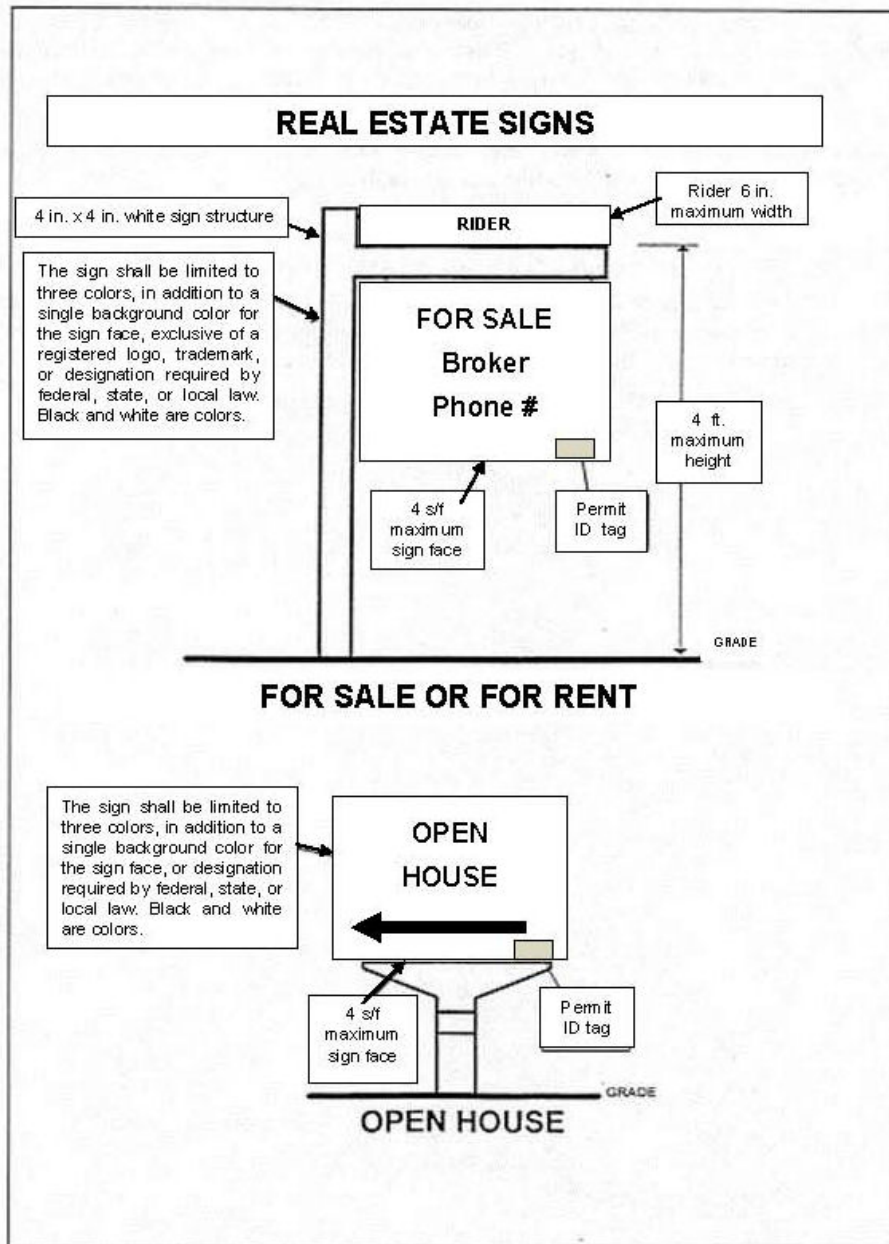
ATTEST:

/s/ Trish Granger

Trish Granger, Town Clerk

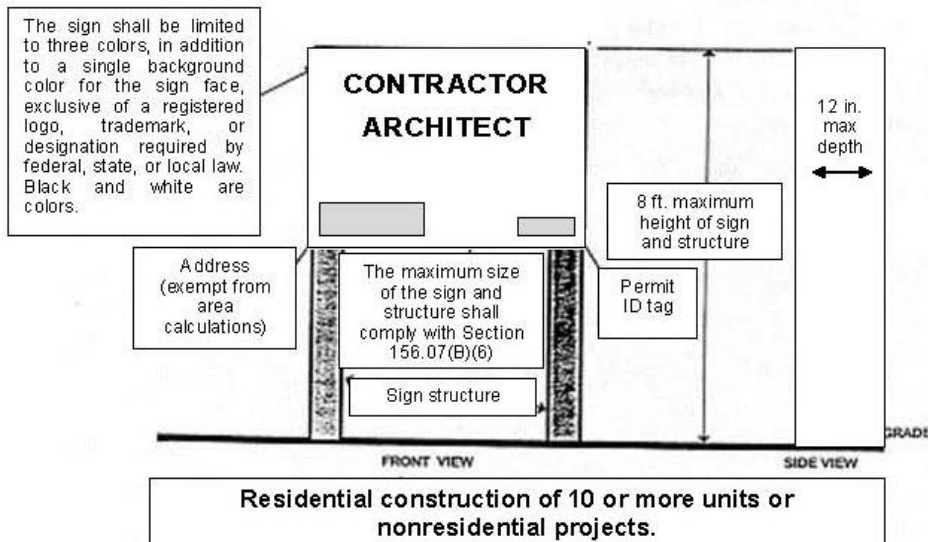
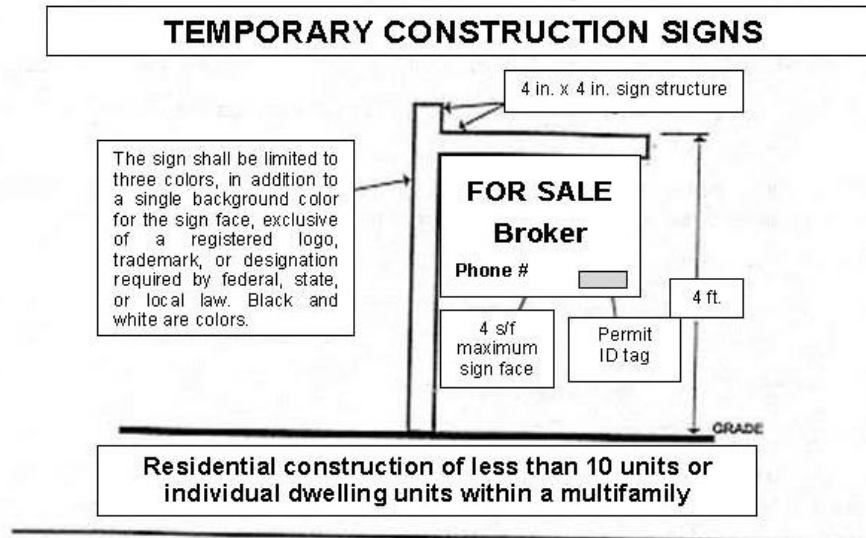
APPENDIX: SIGN CODE ILLUSTRATIONS.

(A) Illustration of Real Estate Signs Pursuant to Section 156.07(B)(2).



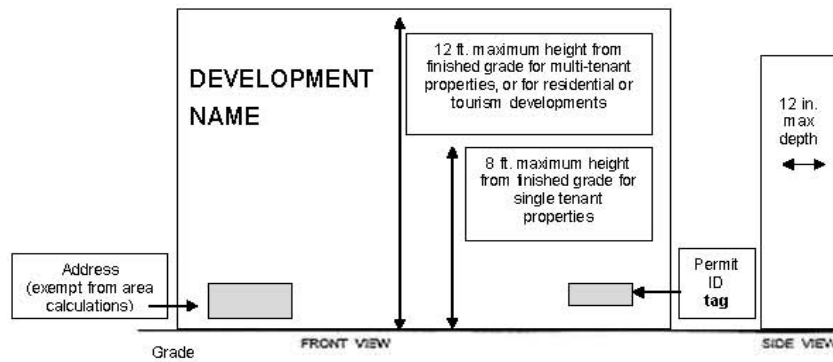


- (C) Illustration of Temporary Construction Signs Pursuant to Section 156.07(B)(6).



- (D) Illustration of Permanent Freestanding Signs Pursuant to Section 156.08(B).

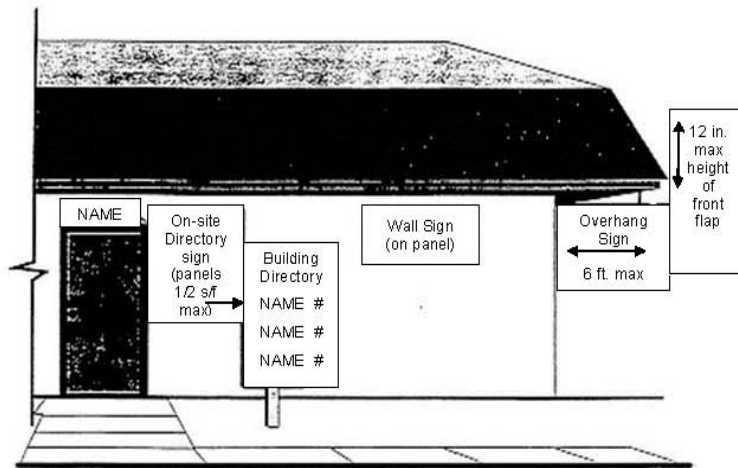
PERMANENT FREESTANDING SIGNS



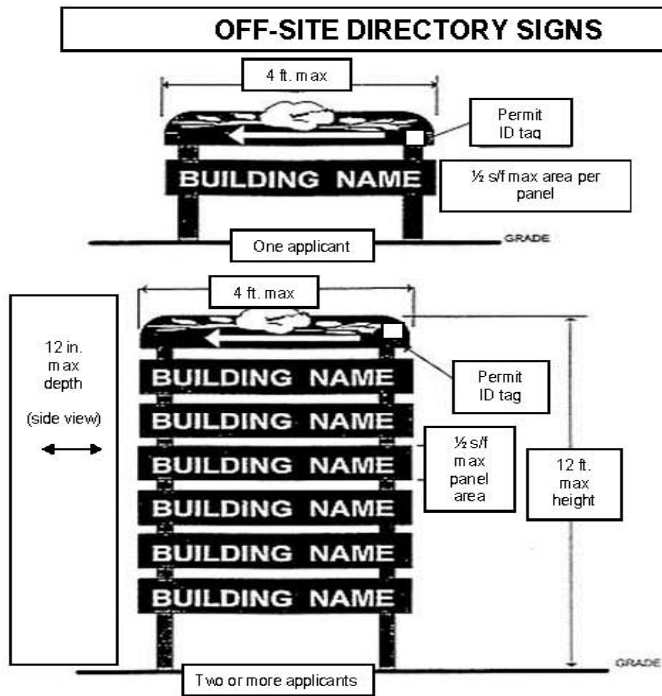
The sign structure shall be no more than 16 square feet for a single tenant property and no more than 42 square feet for a multiple tenant property. The bottom of the sign face shall be no more than two feet above the base.

- (E) Illustration of Wall Signs, Overhang/covered Walkway Signs, and On-site Directory Signs Pursuant to Sections 156.08(C), (D), and (F).

**WALL SIGNS, ON-SITE DIRECTORY SIGNS, AND
OVERHANG/COVERED WALKWAY SIGNS**

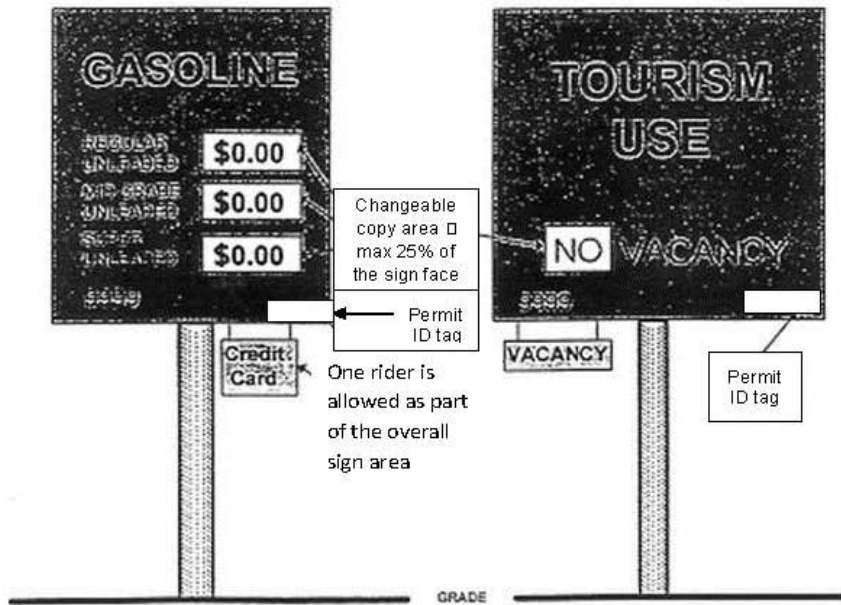


(F) Illustration of Off-site Directory Signs Pursuant to Section 156.08(F)(2).



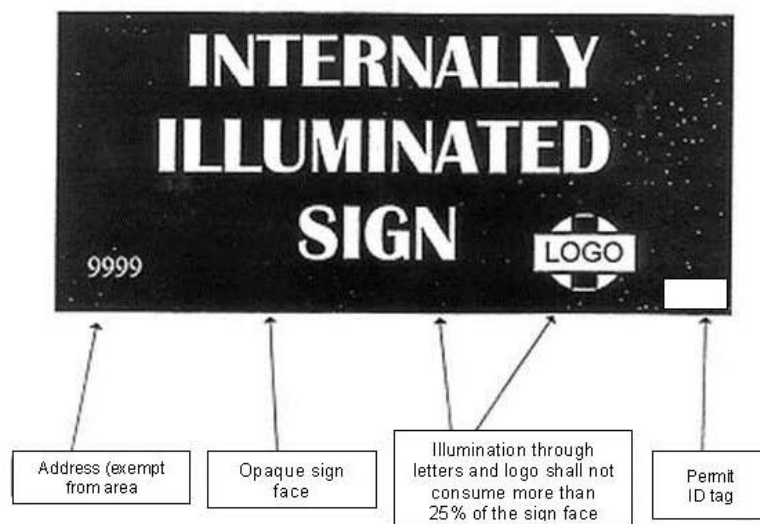
(G) Illustration of Changeable Copy Signs Pursuant to Sections 156.08(G).

CHANGEABLE COPY SIGNS

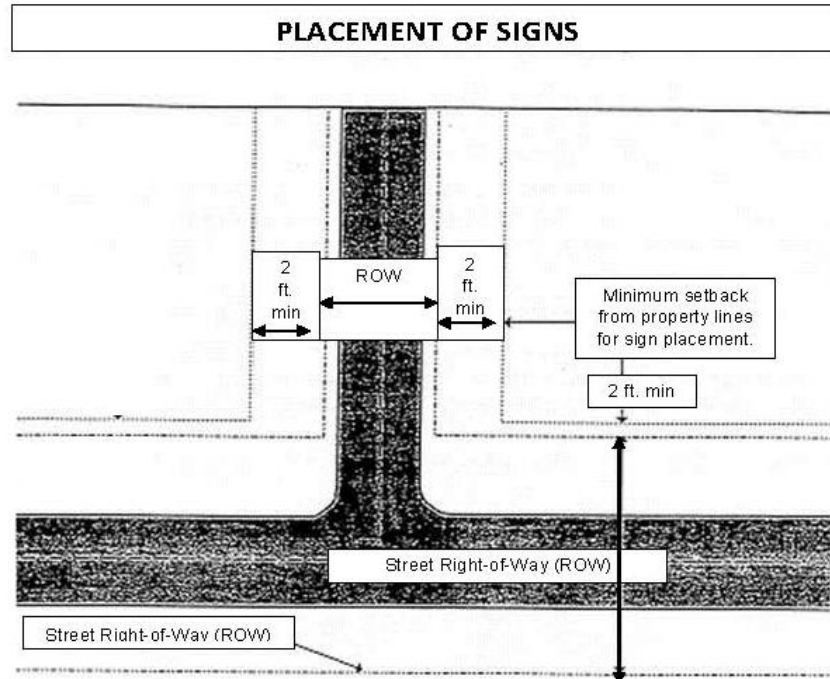


- (H) Illustration of Internally Illuminated Signs Pursuant to Section 156.09(A)(1).

INTERNALLY ILLUMINATED SIGNS



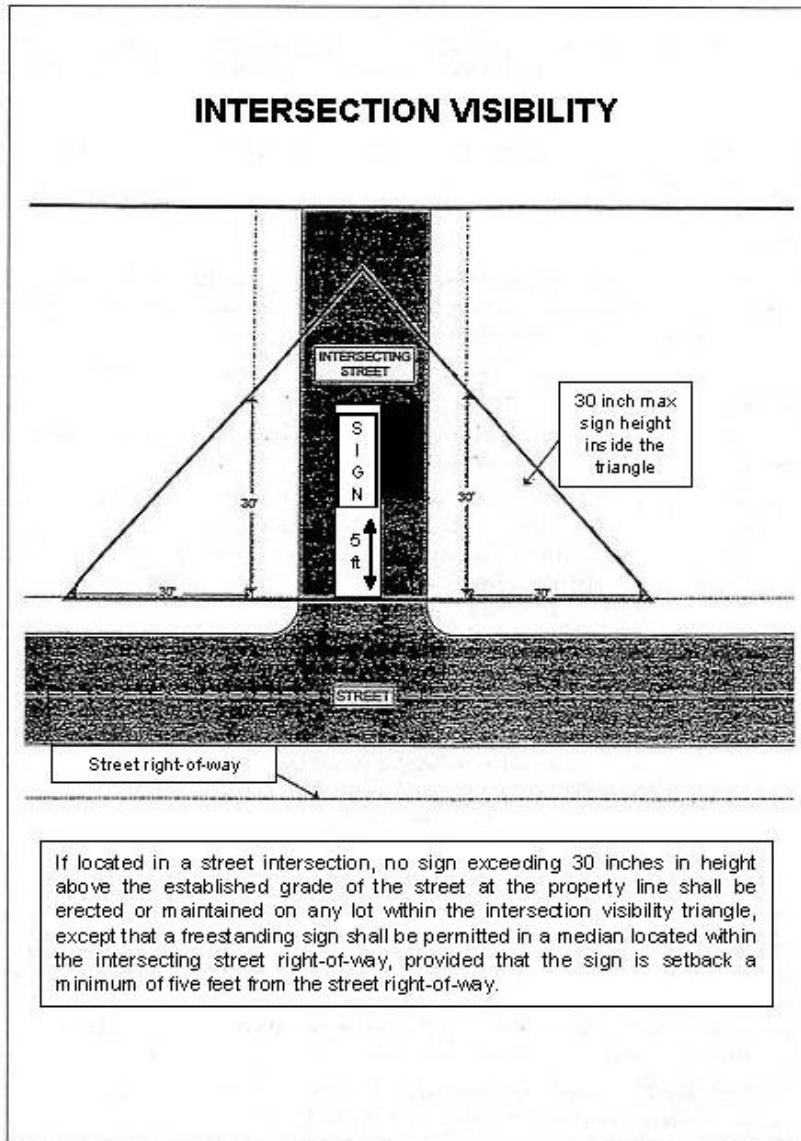
(i) Illustration of Placement of Signs Pursuant to 156.11.



All signs, including exempt signs and except for government signs, shall:

- (1) Not be located in a public right-of-way, except for government signs unless otherwise permitted pursuant to this chapter;
- (2) Not be located as to obstruct entrances or exits from buildings or impede the visibility of oncoming traffic;
- (3) Not be placed in a location that would prove dangerous to the public;
- (4) Be located in the yard facing the street, driveway, or other vehicular access point and shall be no closer to a public street than a minimum of two feet inside the property line, except for temporary directional signs; and,

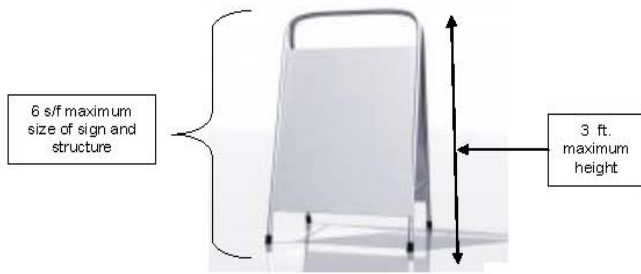
(J) Illustration of Intersection Visibility Pursuant to Section 156.11 (A)(5).



(K) Illustrations of Examples of a Portable Sidewalk Sign and Sandwich Board Sign Pursuant to Section 156.06(A)(18).



PORTABLE SIDEWALK SIGN



SANDWICH BOARD SIGN