

## Sec. 5-8.11 - SRIA—Regulation of signs and outdoor displays.

*General.* No sign of any character shall be erected, pasted, posted or displayed upon or about any lot or parcel or anywhere on the island without prior written permission of the SRIA staff, AEC, or SRIA board as applicable and the SRIA board shall have the right to summarily remove all unauthorized signs.

(a) *Standards and guidelines for design, erection and maintenance of signs.*

(1) *Design guidelines for signs and outdoor displays.*

- a. Sign structure shall be weather-resistant material. Main lettering and background shall be in the colors recommended by the SRIA to match the color and texture of the structure.
- b. All permanent signs shall incorporate the use of attached lettering. The use of durably or other exterior plywood, together with painted on lettering, is not approved.
- c. Up to one-third of the sign area may include the logo, which may include the name, or special color scheme of that business.
- d. Signs shall be located on the landward side of structures, when possible. Signs that must be placed on the seaward side of structures shall be positioned such that they are not in line of sight of the beach and shall be mounted perpendicular to the beach. If placement of signs within line of sight of the beach is unavoidable, long-wavelength lighting shall be required.
- e. Signs may not be illuminated utilizing up-lighting.
- f. All illuminated signs shall be "face-lighted" or "shadow-lighted." Face-lighting means the light source is operated from the sign surface by means of spotlighting or similar fixtures. Shadow-lighting is an indirect, concealed light source which is attached directly to the face of the sign. Each element to be lighted must have an opaque surface such that the light does not shine through the element. No exposed neon is allowed. Lighted canopies displaying the name of the business will be allowed, but in each case a color rendering of the proposed canopy, with the dimensions of the canopy and the building to which it will be attached, must be presented to the architectural and environmental committee for approval.
- g. Signs with reader boards containing changeable wording will be considered if the reader board is restricted to not more than one-third of the sign area, is incorporated into the main sign and otherwise conforms to the color and illumination requirements of the sign regulations.
- h. Signs for any establishment may be freestanding or attached or a combination of both.
- i. Freestanding signs are defined as those located on the leasehold premises, but not a part of the main building structure.
  1. Freestanding signs are encouraged to be low and horizontal in character. The top and bottom of the sign may not exceed 14 feet and six feet, respectively, above the crown of the nearest street/road.
  2. Freestanding signs shall be mounted in or directly adjacent to a required landscaped area which shall not be smaller than the face area of the sign itself.
  3. Freestanding signs may not exceed 65 square feet in area and may be single or double-sided. If a double-sided sign is identical on both sides, its size will be calculated as that of a single face. Supports and landscaping are excluded from sign area calculations as long as they do not include lettering or other symbols.
  4. Businesses that are 750 feet or more from the road right-of-way may have freestanding signs that do not exceed 18 feet above the crown of the road.
- k. Attached signs are defined as those which are attached to or incorporated into a building.
  1. Attached signs may not extend above the facade of a building (which may include mansards).

2. Wall signs. The maximum square footage for a wall sign shall not exceed ten percent of the wall surface of the building. For those businesses with more than one store front, the maximum square footage for a wall sign shall not exceed ten percent of the wall surface facing the addressed street. Any one sign shall not exceed 200 square feet. The sign shall be measured by determining the total vertical wall surface and the horizontal wall surface and can include the roof surface when the roof slope is steeper than 45 degrees.

Note: The square footage authorized under this provision may be allocated to one or more wall signs mounted on the vertical wall surface or the sloped roof surface.

- l. Where several businesses are incorporated into an identifiable entity operating under a master lease and a tenant's association, the following regulations will apply:
    1. The main freestanding sign identifying the complex shall not exceed 65 square feet and shall comply with other sign regulations.
    2. Informational or directory signs are limited to 16 square feet.
    3. Individual businesses within the complex having exterior walls fronting a street or parking lot, or facing the water, may display attached signs on said walls not to exceed 16 square feet in size.
    4. Individual businesses inside the complex may display attached signs not to exceed four square feet, near the entrance to their building, on walls other than those described in item 3, above.
  - m. Should any portion of the exterior of a structure deviate in color from the main part of the structure, whether structural or not, and said deviation represents that company's color scheme or logo, it is considered to be signage. Any proposed deviation submitted for approval will be considered on its own merit.
  - n. Any vehicle which displays a sign, logo or other advertising related to a business located within the jurisdiction of the Santa Rosa Island Authority must be parked in the rear of the business or in an inconspicuous place, out of view of the public street facing the business.
- (b) *Signs exempt from SRIA development approval.* The type of signs listed below do not require development approval by the SRIA, provided they are prepared, posted and maintained in accordance with the provisions of prescribed codes and providing that the intent of the codes are met in the usage and display of such signs.

Note: The following provisions for display of certain signs without obtaining development approval by the SRIA does not supersede or cancel the provisions contained in the general covenants and restrictions of legally executed lease agreements relative to obtaining written permission from the SRIA board before displaying such signs, nor do these provisions supersede or cancel any references to the display of signs contained in any lease agreement or restrictive covenants which pertain to a specific subdivision.

- (1) *Bulletin boards.* One bulletin board per street frontage not over 20 square feet in area for public, charitable or religious institutions, or places of worship where the same are located on the premises of said institutions.
- (2) *Contractor signs.* Not more than 12 square feet in area naming the contractor engaged in the construction on the premises where the sign is located, but only during such period in which actual construction is taking place.
- (3) *Memorial signs.* Memorial signs or tablets, names or buildings, and dates of erection when cut into any masonry surface or inlaid so as to be part of the building, or when constructed of bronze or other incombustible material.
- (4) *Occupant signs.* Signs limited in content to name of occupant, address of premises, and signs of danger or a caution nature which are limited:
  - a. Wall and ground signs;

- b. No more than two per street front;
  - c. No more than three square feet per sign in area;
  - d. No more than ten feet in height above grade;
  - e. Signs which may be illuminated only from a concealed light source which does not flash, blink, or fluctuate; and
  - f. Signs which are not animated.
- (5) *Professional signs.* Name plate signs not more than two square feet in area which are fastened directly to the building and do not project more than six inches beyond the property line.
- (6) *Public signs.* Signs required or specifically authorized for a public purpose by any law, statute or ordinance, which may be of any type, number, area, height above grade, locations, illumination or animation authorized by the law, statute or ordinance under which the signs are erected.
- The Santa Rosa Island Authority, as a matter of policy, extends for itself the exemption pertaining to public signs, as contained in the SRIA sign regulations, and declares that any sign of a public information nature which is deemed necessary by the SRIA board may be erected without development approval by the SRIA and may be of such type, number, size, color, height above grade, illumination and at such location as the SRIA board deems appropriate.
- (7) *For sale/rent/lease signs.* Any sign for sale, rent or lease of real property must be approved by the SRIA prior to use on the island. Thereafter a sign may be erected upon the offered property which shall not exceed six square feet per face for residential and 12 square feet per face for commercial property. Signs are to be located upon the premises and shall be maintained in good condition as long as displayed.
- (8) *Signs in display windows.* Signs in the display window of a business which are incorporated with a display of merchandise or a display relating to services offered, but which are not affixed to the window.
- (9) *Political signs.* Not more than two political sign faces, each to be no larger than two feet by four feet, may be displayed on any leasehold property. Signs must be posted within the area of the leased property, and shall be removed within 72 hours after the polls close for that particular election. Signs for candidates who face another election may remain until not later than 72 hours after the polls close for that election, or until their condition warrants removal/replacement, whichever occurs first. Political signs may not be put on display sooner than 60 days prior to the first election.
- (10) *Signs within a building.* Any sign placed inside a building may be erected without development approval by the SRIA, but is subject to the safety regulations of the building code.
- (11) *Information signs.*
- a. Signs not exceeding two square feet that contain only non-commercial messages including designation of rest room, telephone locations, restrictions on smoking, door openings and private traffic control and parking signs.
  - b. Permanent signs on vending machines, gas pumps or ice containers indicating only the contents of such devices. Vending machines must be placed inside building; or, if placed outside, must be effectively screened from public view from the street. Vending machines may not be placed on public property.
  - c. One sign per parking lot not exceeding three square feet per sign face and six feet in height identifying the business and providing driving and parking information.
- (12) *Others.* Pennants and banners may only be displayed for a grand opening or special event, and must be approved by the Santa Rosa Island Authority staff. Pennants and banners may be approved by staff for a period not to exceed 14 days provided the request is made ten days prior to the date pennants or banners are

to be displayed. Any other sign, pennant, banner or notice specifically approved by the Architectural Environmental Committee for a temporary display not to exceed 30 days may be erected without development approval by the SRIA.

(c) *Prohibited signs.* The following signs, street graphics and/or sign structures are prohibited:

- (1) Signs or sign structures which, by coloring, wording or location resemble or conflict with a traffic control sign or device.
- (2) Signs or lights that rotate, move, glare, flash, change, reflect, blink or appear to do any of these things.
- (3) Signs that create a safety hazard by obstructing clear view of pedestrians or vehicular traffic.
- (4) Roof signs erected, constructed, or maintained above the fascia or eave line of the roof.
- (5) All forms of poster-type signs and notices (except yard sale signs).
- (6) Signs that identify or advertise a product or business no longer located at a premises.
- (7) Bench signs.
- (8) Billboards.
- (9) Signs that display a message or graphic representation that are lewd, indecent or otherwise offensive to public morals.
- (10) Signs on public property or designated easements and rights-of-way.
- (11) Signs painted directly on a fence or any part of a building's exterior.
- (12) Flagging and pennants, except when approved by SRIA.
- (13) Devices which produce movement achieved by normal wind currents, or which give appearance of movement.
- (14) Attention getting devices, including searchlights, banners, propellers, spinners, streamers, balloons and similar devices or ornamentation designed for purposes of attracting attention, promotion or advertising, including audio devices.
- (15) Bare bulb illumination around the perimeter of a sign.
- (16) All forms of advertising statuary.
- (17) Off-premises signs except as specifically approved by the SRIA on a temporary basis.
- (18) Freestanding "A" frame signs of any type.
- (19) Portable signs of the type usually leased by sign companies which can be moved on wheels from place to place, and on which the sign copy can be readily changed.
- (20) Back-lighted or plastic signs.
- (21) Murals.

Note: Consideration by the SRIA will be given to a request for the display of a sign for a specified period of time and only when it is deemed appropriate; as in the case of a new business establishment which has made provision for a permanent sign, but said sign has not yet been provided. Seasonal displays may be approved by staff on an individual basis for limited periods of time providing request is made ten days prior to date display is to be erected.

(d) *Other provisions.*

- (1) *Conformance generally.* All signs at Pensacola Beach must conform to these regulations.
- (2) *Existing signs.*
  - a. All signs as described in items 5-8.11(c)(1), (2) and (3) must be removed not later than 30 days after notification by SRIA.
  - b. If lease agreement is modified for any reason, the lessee shall comply with requirements of the current

- sign regulations.
- c. Sign and sign structures will be removed within 30 days after a business closes permanently or changes hands, if it is a nonconforming sign.
- (3) *Interior electric signage used for exterior advertising.* Interior electric signage used for exterior advertising shall be limited to six square feet per business unless specifically approved by the SRIA.
- (4) *Sign inspection.* All signs may be inspected by the SRIA staff as deemed necessary.
- (5) *Unsafe signs.* Should any sign become insecure or in danger of falling or otherwise unsafe in the opinion of the SRIA staff, the lessee thereof, or the person or firm maintaining the same, shall, upon written notice from the SRIA staff, forthwith in the case of immediate danger and in any case within ten days, remove such sign or secure the same in a manner to be approved by the SRIA staff, in conformity with the provisions of the code. If such order is not complied within ten days the SRIA staff shall remove such sign at the expense of the lessee.
- (6) *Location restrictions.* An outdoor advertising display sign shall not be erected, constructed or maintained so as to obstruct any fire escape or any window or door or opening used as a means of egress or so as to prevent free passage from one part of a roof to any other part thereof. A sign shall not be attached in any form, shape or manner to a fire escape, nor be placed in such manner as to interfere with any opening required for legal ventilation.
- (7) *Design required for development approval.* Before development approval by the SRIA shall be granted, the erector of every outdoor advertising sign, with the exception of shingle signs and light cloth temporary signs, shall, if requested by the SRIA staff, submit to the SRIA staff a design and stress diagram or plan, containing the necessary information to enable the SRIA staff to determine that such sign complies with all the applicable regulations of the standard building code. (Design must comply with structural requirement of the code.)
- (8) *Wind pressure.* In the design and erection of all permanent outdoor advertising display signs, the effect of wind shall be carefully considered. All such signs shall be constructed to withstand 160 mph wind pressure, as required for other structures.
- (9) *Freestanding signs.* Every freestanding sign shall provide rigid construction to withstand wind action from any direction.
- (10) *Anchors or supports.* Wherever anchors or supports consist of wood embedded in the soil, the wood shall be pressure treated with an approved preservative.
- (11) *Attached signs.* Signs attached to exterior walls of solid masonry, concrete or stone, shall be safely and securely attached by means of metal anchors, bolts or expansion screws of not less than three-eighths inch diameter and shall be embedded at least five inches. Wood blocks shall not be used for anchorage, except in the case of signs attached to building with walls of wood. An attached sign shall not be supported by anchorages secured to an unbraced parapet wall.
- (12) *Requirements/procedures for obtaining SRIA development approval.*
- a. A completed application and three sets of detailed drawings (one of which must be in color to represent as closely as possible the proposed sign) must be received at the SRIA office.
1. If proposal conforms to SRIA regulations in all respects, development approval may be approved and issued at staff level.
  2. If proposal deviates from SRIA regulations, or if staff feels there is a need for clarification, the proposal will be submitted to the sign review committee and/or the AEC for approval. Applicant will be notified of times and dates on which proposal will be considered.
  3. Any proposal requiring a variance of regulations must be approved by both the AEC and the full SRIA board. Upon the required approval by the SRIA staff, AEC and/or SRIA board, the proposed sign

must be submitted for review and permit issuance by Escambia County.

- b. Drawings and information submitted must include:
1. Detailed face view.
  2. Detailed section view (including foundation details if a freestanding sign).
  3. Full color rendering of a copy of the three submitted.
  4. Description of all materials used.
  5. Method of lighting, if any.
  6. Dimensions of sign and reader board, if any.
  7. Height of top of sign above crown of nearest street, if freestanding.
  8. Height of bottom of sign above crown of nearest street, if freestanding and elevated.
  9. Size of sign in square feet.
  10. If double-faced, indicate if both sides are identical.
  11. If attached sign, show calculations for computing size.
  12. If freestanding sign, include three copies of a scaled site plan or a survey, if deemed necessary, showing proposed sign location and exact distances to structure on premises, to front and nearest side lot lines and to street right-of-way and/or easement lines.
  13. If freestanding sign, show dimensions of proposed landscaped area.

Note: The full color rendering drawing submitted will be retained by SRIA and becomes its property.

(Ord. No. 2015-12, § 1(Exh. A), 4-16-2015)