

**Article 8 Outdoor Signs.**

**Sec. 5-8.1 Purpose of article.**

This article establishes land development standards for outdoor signs as required by the Comprehensive Plan. The purpose is to provide reasonable, content-neutral, nondiscriminatory sign regulation through time, place, and manner of use. It is the intent of these standards to protect and enhance the economic vitality and physical appearance of the county as a place to live, vacation, and conduct business. More specifically, this article is intended to:

- (1) Enable the proper scale, quantity, period, and placement of signs to effectively promote commerce, to identify places of residence and business, and to orient, direct, and inform the public.
- (2) Require that signs be adequately designed and constructed, and be removed when unauthorized or inadequately maintained, to protect the public from conditions of blight and the dangers of unsafe signs.
- (3) Lessen visual confusion and hazards caused by improper height, placement, illumination, or animation of signs, and assure that signs do not obstruct the view of vehicles and pedestrians traveling public streets or create nuisance conditions.
- (4) Preserve and protect the unique natural and scenic character of Pensacola Beach, Perdido Key, and other designated scenic areas of the county.
- (5) Protect the interests of sign owners in continuing to use lawfully established and maintained signs while providing the community with a gradual remedy for existing undesirable conditions resulting from nonconforming signs.
- (6) Identify the established processes for compliance review, approval and permitting of signs, the exemptions from that permitting, and the available processes to request variances to sign standards.

**Sec. 5-8.2 General provisions.**

**(a) Sign and sign face defined.** For the purposes of this article, a sign is any object, device, display, or structure, or part thereof, which is positioned and used to advertise, identify, announce, direct or attract attention, or otherwise visually communicate a message outdoors using words, letters, numbers, emblems, figures, symbols, pictures, or other message elements. Any surface which displays such elements is a sign face.

**(b) Permits required.**

- 1. **General requirement.** Unless specifically authorized in this article by an exemption from permitting, no person shall place, post, display, construct, alter, or relocate any sign without having first obtained all necessary permits through county review and approval for compliance with the standards of this article and other applicable code provisions. The review and approval process shall be as prescribed in Chapter 2. Regardless of any exemption from county permitting, all

signs remain subject to article standards of design, construction, placement, and maintenance.

**2. Pensacola Beach requirements.** As prescribed within the established written procedures of the Santa Rosa Island Authority (SRIA), signs located on Pensacola Beach may require the authorization of SRIA staff, the Architectural and Environmental Committee (AEC) of the SRIA, or the SRIA board prior to county approval.

**(c) Nonconforming signs.** Lawfully established and maintained signs that no longer comply with one or more current requirements of the LDC may continue as nonconforming signs in use as prescribed in this section and Article 2 of Chapter 1, but the expansion of any nonconformance is prohibited.

**(1) Relocation.** If a nonconforming sign is relocated for any reason, the sign shall be brought fully into compliance with the standards of this article, regardless of any estimated cost to replace the sign at its former location.

**(2) Substantial expenses.** When the restoration of any removed, destroyed, or damaged nonconforming sign would constitute an expense of more than 50 percent of the replacement cost of the sign as documented by a licensed sign contractor, the restored sign shall fully comply with the standards of this article. Similarly, within a calendar year, when any alteration to or maintenance on a nonconforming sign would constitute an expense of more than 50 percent of the sign's replacement cost, the sign shall be brought fully into compliance with article standards.

**(3) Non-substantial expenses.** Any alteration, repair, or maintenance to a nonconforming sign within a calendar year that would constitute an expense of 50 percent or less of the replacement cost of the sign shall comply with the following conditions for continuing sign nonconformance:

**a. Repairs and maintenance.** Repairs and maintenance shall be performed as necessary to maintain all nonconforming signs in good repair and safe condition, as they were originally authorized and without modifying their nonconformance. Any such work is exempt from sign permits, but may require building permits to ensure compliance with the *Florida Building Code*.

**b. Alterations.** Generally, no alterations other than sign face replacement shall be made to a nonconforming sign if any nonconformance of the sign or supporting structure would remain. However, alterations to sign area, including necessary modifications to supporting cabinets and frames, may be authorized by permit for a freestanding sign of nonconforming height if the alterations comply with all the following conditions:

1. The quantity of freestanding signs on the same parcel is, or is made to be, conforming.
2. The resulting sign height is no greater.
3. The new sign area is no greater than the old sign area or the current standard's maximum area, whichever is less.

- (d) Variances.** Variances to the strict application of the sign quantity, area, height, and sign-to-sign separation standards of this article are available, but only for signs that require county permitting (non-exempt signs). Variances may be granted according to the applicable variance conditions and review processes prescribed in Article 6 of Chapter 2. All such modifications shall maintain the stated purposes of this article and demonstrate the following additional technical conditions:
- (1) Impairment.** The effectiveness of signage that complies with the standards of this article is materially impaired and cannot be sufficiently corrected with reasonable and complying changes in sign luminance (brightness), contrast, placement, or orientation.
- (2) Legibility.** The sign letter weight is adequate (height to stroke width ratio no more than 5:1) and the message is limited to a reasonable number of elements to comprehend; nevertheless, signage that complies with the standards of this article cannot provide its primary audience (e.g., passing vehicles) with 30 feet or less of viewing distance per inch of letter height (legibility index of 30 ft./in. or less).
- (e) Owner responsibility.** All property owners, and leaseholders of property on Pensacola Beach, are responsible for the proper permitting, placement, construction, and maintenance of any signs on their property. These responsibilities include compliance with all applicable provisions of the LDC and the *Florida Building Code*, any required Florida Department of Transportation permitting for signs along state maintained roads, and the timely elimination of temporary or inadequately maintained signs.
- (f) Overlay districts.** In addition to the provisions of this article, signs shall comply with any prohibitions, limitations, or other sign standards of applicable overlay zoning districts as established in Article 3 of Chapter 3.
- (g) Message substitution.** Except for messages required by law or ordinance, any message on an authorized sign may be substituted in whole or part for any other message. This substitution allowance is intended to prevent any inadvertent regulatory favoring of messages, but it does not create a right to increase signage or modify any other provisions of this article.
- (h) Enforcement.** The standards of this article shall be enforced by county code enforcement officers as authorized in Chapter 30, *Code Enforcement, Part I*, Escambia County Code of Ordinances. Signs located on Pensacola Beach may also be subject to compliance inspection by the SRIA, which is authorized to summarily remove any unauthorized signs on lands under its jurisdiction. Any party or parties in violation of these standards shall be subject to notices of violation, citations, and civil penalties as prescribed in Chapter 30.
- (1) Signs on public lands.** Signs of any type placed on public lands, including public rights-of-way, in violation of the provisions of this article are subject to removal and disposal by code enforcement officers or other county-authorized personnel without notice or compensation. Such removal does not preclude citations or imposition of penalties for the violation.

**(2) Unsafe signs.** If the condition of any authorized sign becomes unsafe in the opinion of those authorized to enforce the provisions of this article, the owner shall remove the sign or secure it in a manner complying with this article and applicable building codes within 10 days after receiving written notice from the county. Where the danger is immediate, the condition shall be corrected without delay. If the unsafe condition is not corrected within 10 days, the county shall be authorized to correct the condition at the owner's expense, including removal of the sign.

**Sec. 5-8.3 Signs defined by type and character.**

For the purposes of this article, signs are defined and identified as follows and may be further characterized within the standards of the article:

- (1) Freestanding signs.** A freestanding sign is any sign that stands on its own, not attached to a building or a fence, including pole signs, monument signs, and portable signs.
  - a. Pole signs.** A pole or pylon sign is any freestanding sign that is elevated above the adjacent grade and mounted on one or more poles, pylons, or similar vertical supports from the ground.
  - b. Monument signs.** A monument or ground sign is any freestanding sign with its entire base placed directly on the ground.
  - c. Portable signs.** A portable sign is any freestanding sign that is not permanently attached to the ground or a permanent structure, or a sign that is designed to be transported.
  - d. Vehicle and trailer signs.** A vehicle or trailer sign is any sign that is made portable by permanent or temporary attached to or placement in any manner on a motor vehicle or trailer.
  
- (2) Wall signs.** A wall sign is any sign that is attached to or painted on the exterior wall of a building in such a manner that the wall is the supporting structure for the sign or forms the background surface of the sign. For the allocation of sign area and other purposes of this article, wall signs include awning, canopy, fascia, marquee, roof, and window signs, and murals, but do not include fence signs.
  - a. Awning, canopy, fascia, and marquee signs.** An awning, canopy, fascia, or marquee sign is any sign that is mounted or painted on, or attached to an awning, canopy, fascia, or marquee respectively, but not projecting above, below, or beyond the awning, canopy, fascia, or marquee.
  - b. Roof signs.** A roof sign is any sign that is mounted on the roof of a building, or wholly dependent on a building for support, and extending above the top of the wall of a flat-roofed building, above the eave line of a building with a hip, gambrel, or gable roof, or the deck line of a building with a mansard roof.
  - c. Window signs.** A window sign is any sign that is placed in or on a window or placed within a building in such a manner that it can be viewed through a window from the outside.



or other flexible material, designed to be supported along one edge and typically flown from a pole or staff.

**(7) On-premises and off-premises signs.** An on-premises sign is any sign that is accessory to the authorized principal use or structure on the same parcel as the sign. On-premises signs are, therefore, subordinate in extent and purpose and customarily incidental to the principal use or structure as prescribed by the supplemental use regulations in Article 7 of Chapter 4. Any sign that is not an on-premises sign is an off-premises sign.

**(8) Exempt and non-exempt signs.** An exempt sign is any sign that is relieved by the provisions of this article from the requirement to obtain a county sign permit. Any sign that is not an exempt sign is a non-exempt sign requiring authorization by permit, but exemption does not modify the availability of non-exempt signage.

**Sec. 5-8.4 Design, construction, and maintenance of signs.**

Every sign, including those exempt from county permitting, shall be designed, constructed, placed, and maintained in compliance with the standards of this article and applicable provisions of the *Florida Building Code*. In addition to the provisions of this section, specific area, height, and quantity limits are prescribed in the subsequent sections of this article for both exempt and non-exempt, on-premises and off-premises signs.

**(1) Sign area.** For the purposes of this article, the area of a sign is the area of the smallest regular geometric shape (rectangle, triangle, circle, etc.), or simple combination of such shapes, that forms or approximates the perimeter of all sign message elements and comprises the sign face. When a background to the message elements is defined by a frame, outline, panel, or other border, the area of the background defined by that border is the sign area. In the calculation of sign area, the Planning Official may exclude minor appendages beyond the regular shape of the sign area perimeter.

**a. Freestanding sign area.** The area of a freestanding sign authorized by this article shall be the sum of the areas of the largest faces visible from any single direction, except as modified by the following:

- 1. Exclusions.** In the calculation of sign area, the base, apron, supports, and other structural members not displaying elements of a sign message are not included.
- 2. Special conditions.** For signs located on Pensacola Beach, and for any non-exempt off-premises signs (billboards), when two identical sign faces on the same sign structure are placed back-to-back or in a “V” configuration with an internal angle behind the faces of no more than 90 degrees, the sign area is calculated as the area of only one face.
- 3. Separate signs.** Sign faces having no shared support from the same structure constitute separate signs and are subject to area (and other) standards accordingly.

**b. Wall sign area.** Except as provided in this article for on-premises signs located on Pensacola Beach, non-exempt wall sign area shall be authorized in proportion to the length of the exterior building wall to which the signs are attached. Similarly, wall sign area for any individual tenant space within a multi-tenant building shall be in proportion to the exterior wall length of that space.

- 1. Multiple signs.** Each building, or each tenant space of a multi-tenant building, may have multiple wall signs, but the total wall sign area on a building or tenant wall shall not exceed the allowance for that wall. Unused sign area on one building or tenant wall is not available to any other building or tenant wall.
- 2. Sign background.** The architectural features of a wall do not by themselves define the background area that must be included in the calculation of wall sign area.
- 3. Window signs.** The placement of window signs shall not obscure more than 30 percent of the area of the window in or on which they are placed or through which they are viewed. Additionally, window signs located on Pensacola Beach must be incorporated as part of a display of merchandise or services offered and may not be affixed to a window.

**(2) Sign height.** Unless otherwise noted, freestanding sign height shall be measured from the highest adjacent grade at the base of the sign.

**(3) Sign placement.** In addition to the following placement standards, signs shall maintain industry standard clearances and otherwise avoid interference with utility lines and equipment:

- a. Prior authorization.** No signs shall be placed on any property without prior authorization of the property owner. Signs shall not be placed on public property, including public rights-of-way, or placed on private property in any manner that projects or extends a sign over public property, without applicable public agency authorizations and permits.
- b. Spacing.** Where spacing or separation standards apply, the distance shall be measured in a straight line to the center of each sign unless otherwise noted.
- c. Conflicts.** No part of any sign, exempt or non-exempt, on-premises or off-premises, temporary or permanent, shall obstruct vision on private property along a street right-of-way between three feet and nine feet above grade within 10 feet of the right-of-way. Sign placement shall also comply with sight visibility standards for driveway and street intersections and avoid conflicts with protected trees, both existing and those planted to comply with county standards.
- d. Wall sign projection.** Wall signs shall not project more than 24 inches from the supporting wall, or if mounted on a sloped roof surface, shall not extend above the roof line or project more than 48 inches from the roof surface.

**(4) Sign illumination.** Where authorized, signs may be illuminated by internal or external artificial light sources that comply with the following standards:

- a. Luminance.** Sign luminance, the light emitted by a sign or reflected from its surface, shall not be greater than necessary to reasonably allow the sign to be viewed by its primary audience (e.g., passing vehicles). Additionally, from dusk until dawn no sign may exceed a maximum luminance level of 500 candelas per square meter ( $\text{cd/m}^2$ ), regardless of the source of illumination.
- b. Source and direction.** External light sources shall be directed onto sign faces and effectively shielded to prevent the direct illumination of any adjacent buildings or street rights-of-way. All externally illuminated signs located on Pensacola Beach shall be either face-lighted by spotlights or similar fixtures directing light only downward onto the sign surface, or shadow-lighted by indirect concealed light sources behind opaque sign elements, and shall make no use of exposed neon.
- c. Glare.** Lighting shall not create excessive glare for pedestrians, motorists or adjacent uses, or obstruct the view of traffic control devices or signs.
- d. Marine shorelines.** Along any marine shoreline, illuminated signs shall not be located on the seaward or shore-perpendicular sides of any structures, and sign lighting shall not directly, indirectly, or cumulatively illuminate the beach. Lighting along any marine shoreline is additionally limited for natural habitats as prescribed in the natural resources regulations of Chapter 4.

**(5) Electronic signs.** Electronic display and projected image signs shall comply with the following additional standards:

- a. Movement.** Only as authorized within this article may displays and projected images include dynamic messages that appear or disappear through dissolve, fade, travel, or scroll modes, or similar transitions and frame effects; or have text, animated graphics, or images that appear to move or change in size, or are revealed sequentially. None shall flash or pulsate.
- b. Display times.** Each message shall be displayed or projected a minimum of six consecutive seconds.
- c. Controls.** Each sign shall include an automatic control regulating display or projection brightness in compliance with the luminance standards of this article. Additionally, ambient light monitors shall automatically adjust the brightness to ambient light conditions, and a default control shall turn off the sign or freeze the message in one position if a malfunction of normal operation occurs.

**(6) Multi-tenant signage plans.** Development plans for any shopping center, office park, or other multi-tenant non-residential development shall include a master plan for the development's freestanding signage. The signage plan shall establish an adequate distribution among tenants of the total non-exempt freestanding site sign area and locations available to the development, including any assignment of electronic message area.

- a. **Plan authority.** Upon county approval of the signage plan, non-exempt freestanding signage for the entire development and its tenants shall be as prescribed by the plan, regardless of subsequent changes in property ownership or tenancy, unless a revised signage plan for the entire development is resubmitted by the property owner(s) and approved by the county.
- b. **Plan variances.** A variance to the total freestanding signage available for distribution by a signage master plan may be requested under the provisions of Chapter 2, but no variance is available individually to any tenant subject to an approved plan.

**(7) General construction and maintenance.** Outdoor signs and their supporting structures shall comply with the following construction and maintenance requirements:

- a. **Weather resistance.** Signs shall be constructed of weather resistant materials.
- b. **Use of wood.** Bare wood is prohibited as part of any sign face, and wood embedded in the soil as structural support for permanent signs shall be pressure treated for in-ground use.
- c. **Painting.** All painted signs and metal parts prone to corrosion shall be kept neatly painted.
- d. **Wind hazard.** Signs exempt from wind load requirements of the *Florida Building Code* shall, nevertheless, be sufficiently constructed and anchored to avoid the hazard of contributing to windborne debris during severe weather.
- e. **Condition.** All signs and sign structures, together with their supports, anchors, and electrical components, shall be maintained in good repair and safe condition to ensure sign messages are clearly legible and to avoid the blight and hazards of deteriorated signs.

**Sec. 5-8.5 Prohibited signs and conditions.**

The following signs, sign locations, and sign characteristics are prohibited:

- (1) Motion, light, and sound.** Any sign that moves or changes, that contains mirrors or other reflective surfaces, that produces glare, flashes or exhibits other noticeable changes in lighting intensity, or that emits visible vapors, particulates, sounds, or odors, except as specifically authorized in this article for changeable message signs.
- (2) Obscenity.** Any sign displaying words, pictures, or messages that are obscene as defined by Chapter 847, Florida Statutes, and in application of contemporary community standards of the county.
- (3) Obstruction and interference.** Any sign constructed or maintained in any manner that endangers or obstructs any firefighting equipment or any fire escape, window, door, or other means of egress. Also, any sign that interferes with any opening required for ventilation, prevents free passage from one part of

a roof to any other part, or blocks a public sidewalk or required pedestrian walkway.

- (4) On Pensacola Beach.** The following additional signs or characteristics of signs located on Pensacola Beach, unless specifically authorized by the SRIA: searchlights, balloons, air-activated signs, wind signs, and similar devices or ornamentation designed for the purposes of attracting attention, promotion, or advertising; bare bulb illumination around a sign perimeter; back-lighted or plastic signs; projected image signs; signs on benches; banners; murals or other signs painted directly on fences, walls, or any exterior parts of a building; and roof signs.
- (5) Traffic hazards.** Any sign that creates a traffic hazard or a detriment to pedestrian safety. Such hazards include any sign that projects into the line of sight of a traffic signal and disrupts the minimum required sight distance; any sign that obstructs vision between pedestrians and vehicles using public rights-of-way; and any sign that imitates, resembles, or interferes with the effectiveness of an official traffic sign, signal, or other traffic control device.
- (6) Unauthorized.** Any sign not authorized by the provisions of this article, including handbills, posters, and notices attached to trees, utility poles, park benches, or other objects and structures not designed or authorized for the attachment of signs.

**Sec. 5-8.6 Exempt signs and activities.**

- (a) General sign exemption.** Signs not visible from a public right-of-way or other public land are exempt from the requirement to obtain county sign permits. This general exemption does not apply to signs that are simply illegible. As further established in this section, additional exemptions are authorized specific to work done on signs, sign type, parcel use, and zoning. The following conditions apply to all authorized exemptions:
  - (1) Remaining standards.** Exempt signs shall be designed, constructed, placed, and maintained in compliance with the provisions of this article, other applicable provisions of the LDC, and the *Florida Building Code*.
  - (2) Prevailing limits.** No sign exemption supersedes or cancels any prohibitions or restrictions on the display of signs established in this article, any restrictive covenants adopted for a development, or any executed lease agreements, including those for Pensacola Beach properties requiring written authorization from the SRIA before displaying signs.
  - (3) Relation to non-exempt signs.** Exempt signage does not modify or limit the availability of non-exempt signage authorized in this article. Additionally, the allocations for exempt signs are separate from those for non-exempt signs, and neither shall be used to supplement the other in the authorization of an individual sign.

- (b) Sign face replacement exemption.** The face of a conforming or nonconforming sign may be replaced without a permit if no other alterations are made to the sign, including modifications to the size or configuration of supporting cabinets or frames.
- (c) Sign repair and maintenance exemption.** Repairs and maintenance performed as necessary to maintain conforming or nonconforming signs in good and safe condition as originally authorized is exempt from sign permits.
- (d) Sign-specific exemptions.** In addition to the general and parcel-specific exemptions established in this section, the following specific signs are exempt from county sign permits with the conditions noted:
- (1) Accessory device signs.** Signs manufactured as standard, permanent, and integral parts of mass-produced devices accessory to authorized non-residential uses, including vending machines, fuel pumps, and similar devices customarily used outdoors. However, outdoor vending machines on Pensacola Beach shall be effectively screened from view from public rights-of-way.
  - (2) Bus stop signs.** Signs located on bus stop shelters and benches if complying with county traffic safety placement requirements and limited to locations and signs approved by the Escambia County Area Transit (ECAT) for bus stops along ECAT system routes.
  - (3) Cemetery monuments.** Permanent monuments placed within cemeteries.
  - (4) Drive-through signs.** Except on Pensacola Beach, drive-through service signs, one per development parcel, a maximum 40 square feet in area and eight feet in height. Such signs shall be single-sided, located on the parcel providing the service, and adjacent to and oriented for view from the drive-through lane.
  - (5) Entry and exit signs.** For any parcel of an authorized multi-family or non-residential use, one freestanding on-premises sign immediately adjacent to each authorized paved vehicular access to a public street, each sign a maximum six square feet in area, three feet in height, and not a changeable message sign.
  - (6) Fence signs.** Signs mounted for pedestrian view on authorized fences, each sign a maximum three square feet in area (e.g., 18 in. x 24 in.) and a minimum 50 feet separating any two such signs on the same fence.
  - (7) Government or public signs.** Signs placed or required to be placed by agencies of county, state, or federal government, including but not limited to: traffic control signs, street address numbers, building permits, flags, notices of any court or law enforcement officer, redevelopment area gateway signs, public monuments, hazard warnings, and public information signs. These signs may deviate from the type, quantity, duration, area, color, height, placement, illumination, or other standards of this article as necessary to comply with the law, rule, ordinance, or other governmental authorization by which the signs are placed.
  - (8) Integral building signs.** Signs cut into masonry surfaces, inlaid, or otherwise constructed as integral and permanent parts of buildings, each sign a maximum six square feet in area; and stained-glass windows of any size.

- (9) Murals.** Except on Pensacola Beach, murals on walls of authorized non-residential buildings, excluding the walls of a building's primary façade, and provided each mural is a maximum 200 square feet in area and contains no text. Murals authorized within the applicable allocation of non-exempt wall signage are not subject to these limits. Additionally, murals exceeding these size and manner of use restrictions may be approved as conditional uses by the Board of Adjustment according to the applicable conditions and review process prescribed in Article 6 of Chapter 2.
- (10) Recreational facility signs.** Signs accessory to and within outdoor recreational facilities, only if oriented for view from within the facilities. Such signs include scoreboards, sponsor signs attached to the field side of playing field fences, and concession stand signs.
- (11) Temporary decorations.** Temporary decorations accessory to the authorized land use and customarily associated with a short-term event, such as a holiday or a special event as defined in the temporary use provisions in Article 7 of Chapter 4. Except on Pensacola Beach, such decorations may include balloon and air-activated signs a maximum 10 feet in height.
- (12) Vehicle and trailer signs.** Signs on any motor vehicles or trailers actively in transit along public streets, and any of the following signs attached to or placed on registered, operable, and lawfully parked motor vehicles or trailers, but not including manufactured (mobile) homes or changeable message signs:
- a. Parked.** Signs on a vehicle at the residence of the principal driver of the vehicle, or on a vehicle or trailer at the residence of the individual to whom the unit is registered, or signs on a vehicle or trailer parked a maximum 24 hours at any site.
  - b. Maximum area.** Signs a maximum six square feet in total area per vehicle or trailer side.
  - c. In service.** Signs on a vehicle or trailer in the service of a licensed or otherwise bonified enterprise, and on the authorized site of that enterprise or on any site where the enterprise is actively providing its goods or services.
  - d. In storage.** Signs on vehicles or trailers stored within parcel areas authorized for such outdoor storage, including parcels authorized for the sale, lease, or rental of vehicles or trailers.
- (13) Wall signs.** Signs mounted for pedestrian view on the walls of authorized principal and accessory buildings, each sign a maximum three square feet in area (e.g., 18 in. x 24 in.).
- (14) Wind signs.**
- a. Flags.** Flags accessory to the authorized land use of the parcel, and not otherwise exempt as temporary decorations, allowed in any combination of the following types with applicable limits:

- 1. String flagging.** Except on Pensacola Beach, string flagging accessory to an authorized multi-family or non-residential use. Each flag or pennant a maximum one square foot in area, suspended from one side along a stringer line, and in combination on the line with any number of other such flags or pennants.
  - 2. Blade or feather flags.** Except on Pensacola Beach, pole-supported “blade” or “feather” type flags accessory to an authorized multi-family or non-residential use. Each flag a maximum three feet in width and 12 feet in height. A maximum one flag per 50 feet of parcel street frontage and three flags per frontage with any flag spacing.
  - 3. Other flags.** Other typically pole-supported flags (e.g., U.S. flag) accessory to the authorized use and no more than two per parcel. If flown from a pole, each flag shall be proportional to its flagpole such that the hoist side is no greater than 25 percent of the height of a supporting vertical pole, or 50 percent of the length of a supporting pole projecting from a building wall. Vertical flagpoles within residential zoning districts or for single-family dwellings are limited to 25 feet in height and one per lot.
- b. Other wind signs.** Wind signs, other than flags or exempt temporary decorations, accessory to any authorized single-family or two-family residence, including wind socks, wind spinners, and whirligigs.
- (e) Parcel-specific exemptions.** In addition to the general and sign-specific exemptions established in this section, a separate allocation of non-illuminated freestanding signage for each development parcel is exempt from county sign permits. This parcel-specific exemption is established primarily to accommodate temporary signs of varying periods of display. Any changeable message signs as parcel-specific exemptions are limited to manually rewritable forms.
- (1) One- and two-family parcels.** Each parcel whose authorized principal use or development is single-family or two-family residential, or whose zoning district is residential (RR, LDR, MDR, HDR, LDR-PK, MDR-PK, HDR-PK, LDR-PB, MDR-PB, or HDR-PB), is authorized to display freestanding signage without county sign permits, subject to the following:
- a. Quantity, area, and height.** A maximum of two signs for each parcel, each sign a maximum six square feet in area (e.g., 24 in. x 36 in.) and six feet in height.
  - b. Additional quantity.** A third sign within the same area and height limits of the initial signs is authorized for each parcel within the Agricultural, RMU, LDMU, HDMU, Commercial, HC/LI, Industrial, or Public zoning district. Alternatively, except on Pensacola Beach, a third sign is authorized for placement along the secondary street frontage of any corner lot.
  - c. Additional area.** Where the parcel is within a mainland zoning district and fronts on a street having a posted speed limit of 40 mph or greater, the maximum authorized area of each sign along that frontage is doubled to 12 square feet.

**d. Portability.** The sign may be portable only if accessory to an occupied residential structure on the parcel.

**(2) Multi-family and non-residential parcels.** Each parcel whose authorized principal use or development is not single-family or two-family residential, and whose zoning is not residential (not RR, LDR, MDR, HDR, LDR-PK, MDR-PK, HDR-PK, LDR-PB, MDR-PB, or HDR-PB), is authorized to display freestanding signage without county sign permits, subject to the following:

**a. Quantity, area, and height.** A maximum of one sign per parcel street frontage, each sign a maximum 32 square feet in area (e.g., 4 ft. x 8 ft.) and 10 feet in height, except on Pensacola Beach where the sign area may not exceed 12 square feet.

**b. Additional quantity.** Within the same area and height limits of the initial sign, a second sign is authorized for any individual street frontage greater than 200 feet, and a third sign for any frontage greater than 600 feet.

**c. Additional area.** Where the parcel is within the Agricultural, RMU, LDMU, HDMU, Commercial, HC/LI, Industrial, or Public zoning district, the maximum authorized area of a sign is increased to 50 square feet.

**d. Portability.** The sign may be portable only if accessory to an occupied principal structure on the parcel.

**e. Banners.** Except on Pensacola Beach, each authorized sign may be displayed as a banner of the same maximum area if accessory to an authorized use. However, no banner shall be attached to a fence, exceed four feet in height if ground-mounted, or be displayed above the roof line if attached to a building.

**Sec. 5-8.7 Temporary signs by permit.**

Temporary signs not otherwise prohibited or exempt from county permits as prescribed in the preceding sections of this article may be authorized by permits under the conditions of this section. Temporary sign permits shall specify the authorized period of use. All temporary signs remain subject to the design, construction and maintenance standards of this article. Temporary signage by permit does not modify or limit the availability of permanent signage authorized in this article unless specifically noted. The following temporary signs are subject to the permit conditions noted:

- (1) Balloon and air-activated signs.** Except on Pensacola Beach, balloon signs and air-activated signs not eligible as exempt temporary decorations may be temporarily authorized by county permit for a single display period of no more than 14 days when accessory to the authorized land use. Each sign is limited to a setback of no less than the height of the sign from all rights-of-way, parcel lines, and overhead utility lines. All signs shall be adequately secured to the ground to prevent horizontal movement. Relocation for use on a different parcel shall require a new temporary permit, regardless of any remaining period of the prior authorization.
- (2) Banners.** Banners not eligible as multi-family or non-residential parcel-specific exemptions may be temporarily authorized by county permit for grand openings and other short-term events. However, no banner may be attached to a fence, no ground-mounted banner shall exceed four feet in height, and no banner attached to a building shall be displayed above the roof line. Permitted banners shall be conspicuously marked with the permit number and dates of permitted use. Temporary banners are further limited by the following:

  - a. On Pensacola Beach.** Banners may be authorized on Pensacola Beach according to the established written policies of the SRIA only if application is made to SRIA staff a minimum of 10 business days prior to the date of use. Unless otherwise authorized by the AEC for a maximum 30 days, the display of a banner is limited to a maximum 14 days.
  - b. On mainland and Perdido Key.** Banners may be permitted when accessory to authorized multi-family or non-residential uses within mainland or Perdido Key zoning districts, each banner a maximum 60 square feet in area. For the lot of any such use, a single permit may authorize only one banner for a maximum 30 days. Additionally, no more than two permits shall be issued for the same lot during any calendar year, but the times of authorization may coincide or differ in whole or part. A banner may also be authorized by permit to exceed the limits on area and period of use when used to temporarily cover the permanent sign of a previous tenant.
- (3) Flags on Pensacola Beach.** Temporary flags on Pensacola Beach may be authorized for special events under the same conditions as banners.
- (4) Projected image signs.** Except on Perdido Key and Pensacola Beach, projected image signs may be temporarily authorized for a period of up to 30 days by county permit as on-premises signs accessory to an authorized non-

residential land use. Projected images shall comply with all sign illumination standards of this article.

- (5) Vehicle and trailer signs.** Except on Pensacola Beach, the parking or placement of a non-exempt vehicle or trailer sign may be temporarily authorized by county permit on the parcel of an authorized non-residential use for a maximum 60 days. The sign is limited to a maximum 100 square feet in area and 10 feet in height, and shall be conspicuously marked with the permit number and dates of permitted use. Relocation for use on a different parcel shall require a new temporary permit, regardless of any remaining period of the prior authorization.

**Sec. 5-8.8 On-premises permanent signs.**

- (a) Generally.** Unless authorized in this article as temporary or exempt, on-premises signs shall comply with the provisions of this section as determined by the applicable zoning district and authorized land use.

- (b) Mainland residential, recreation, and conservation districts.** On-premises non-exempt signs within mainland residential, recreation, and conservation zoning districts (RR, LDR, MDR, HDR, Rec, Con) shall comply with the following additional standards:

- (1) Residential uses.** Residential subdivisions and multi-family developments are allowed up to two signs at each development entrance. Each sign is limited to a maximum 32 square feet in area and six feet in height. A multi-family development may substitute one development entrance sign for one wall sign limited to the same 32 square feet.

- (2) Non-residential uses.** The principal non-residential structure on a development parcel is allowed either one freestanding sign a maximum 32 square feet in area and six feet in height, or a maximum 2.00 square feet of wall sign area per lineal foot of building frontage at grade with a minimum 20 square feet for any individual tenant frontage of a multi-tenant building.

- (3) Changeable message.** Manual and mechanical changeable message signs are allowed for both residential and non-residential uses, but projected image signs are prohibited and electronic message signs are limited to static message display with instantaneous change of message. These allowed forms of changeable message may be utilized for any portion of authorized sign area.

- (c) Mainland agricultural and mixed-use districts.** On-premises non-exempt signs within mainland agricultural and mixed-use zoning districts (Agr, RMU, LDMU, HDMU) shall comply with the following additional standards:

- (1) Residential uses.** Residential uses are allowed the same signage as residential uses in the mainland residential districts.

- (2) Non-residential uses.** Commercial subdivisions are allowed the same development entrance signage as residential subdivisions. Non-residential uses and structures within the HDMU district are allowed the same signage as those

within the mainland commercial and industrial districts. Other principal non-residential structures on a development parcel are allowed the following signage:

- a. General sign allowance.** Within the Agr, RMU, and LDMU districts, either one freestanding sign a maximum 32 square feet in area and six feet in height, or a maximum 2.00 square feet of wall sign area per lineal foot of building frontage at grade with a minimum 20 square feet for any individual tenant frontage of a multi-tenant building.
- b. Increased area and height.** For properties fronting a collector or arterial street, the maximum area and height of a freestanding sign is increased to 50 square feet and 10 feet respectively if the sign is at least 100 feet from any single-family or two-family dwelling. Maximum wall sign area is increased to 2.50 square feet per lineal foot of building frontage if the building is more than 200 feet from the public right-of-way.

**(3) Changeable message.** Manual and mechanical changeable message signs are allowed for both residential and non-residential uses, but projected image signs are prohibited. For residential uses, electronic message signs are limited to static message display with instantaneous change of message. Non-residential use electronic signs are also limited to static message display, but the transition from one message to the next may occur by scroll, travel, fade, or dissolve effects completed within a maximum two seconds. These allowed forms of changeable message may be utilized for any portion of authorized sign area.

**(d) Mainland commercial, industrial, and public districts.** On-premises non-exempt signs within mainland commercial, industrial, and public zoning districts (Com, HC/LI, Ind, Public) shall comply with the following additional standards:

**(1) Residential uses.** Residential uses are allowed the same signage as residential uses in the mainland residential districts.

**(2) Non-residential uses.** Commercial subdivisions are allowed the same development entrance signage as residential subdivisions. Other principal non-residential structures on a development parcel are allowed the following signage:

**a. Freestanding signs.** Freestanding signs are limited by characteristics of the development parcel as follows:

- 1. Quantity and spacing.** One freestanding sign structure is allowed per individual parcel street frontage and one additional structure for each full acre in development parcel size above two acres, but a maximum four sign structures are allowed regardless of frontage or acreage. The structures shall be placed no less than 200 feet from any other non-exempt sign structures on the same development parcel, excluding billboards.
- 2. Area and height.** A maximum 1.00 square foot of freestanding sign area is allowed per lineal foot of parcel street frontage, and a minimum total of 50 square feet is allowed for any development parcel regardless of street frontage. If the on-premises freestanding signage for an entire parcel is

limited to one sign structure, the total sign area from all parcel street frontage is available to that structure, subject to area limits applicable to its location. Regardless of street frontage or number of sign structures, the maximum sign area and height for all individual freestanding signs is additionally limited by the size of the parcel and the classification of the street to which the sign structure is closest according to the following:

Sign Location by street classification	Maximum Sign Area per individual support structure and development parcel area		Maximum Sign Height
	8 acres or less	greater than 8 acres	
Interstate (within 125 ft. of right-of-way)	250 sq.ft.	375 sq.ft.	50 ft.
arterial or 4-lane street	250 sq.ft.	300 sq.ft.	35 ft.
collector street not 4-lane	150 sq.ft.	225 sq.ft.	25 ft.
local street	100 sq.ft.	150 sq.ft.	20 ft.

**b. Wall signs.** A maximum 2.25 square feet of wall sign area is allowed per lineal foot of building frontage at grade. The maximum wall sign area is increased to 2.50 square feet per lineal foot for any building frontage facing an arterial or four-lane street, and is increased to 2.75 square feet per lineal foot for any building frontage more than 200 feet from the public street right-of-way. A minimum 20 square feet is allowed for any individual tenant frontage of a multi-tenant building.

**(3) Changeable message.** The following forms of changeable message may be utilized for any portion of authorized sign area, except that electronic message area is limited to 50 percent of the total sign area on a single structure and to one sign on that structure:

- a. Residential and non-residential.** For both residential and non-residential uses, manual and mechanical changeable message signs are allowed.
- b. Residential.** For residential uses, projected image signs are prohibited and electronic message signs are limited to static message display with instantaneous change of message.
- c. Non-residential.** For non-residential uses, projected image signs are allowed and electronic message signs may employ all display features and functions except flashing, pulsating, or full motion video display.

**(e) Perdido Key districts.** On-premises non-exempt signs within Perdido Key zoning districts shall comply with the following additional standards:

- (1) Residential districts.** Uses in the Perdido Key residential zoning districts (LDR-PK, MDR-PK, HDR-PK) are allowed the same signage as uses in the mainland residential districts.
- (2) Commercial districts.** Uses in the Perdido Key commercial zoning districts (Com-PK, CC-PK, CG-PK, PR-PK) are allowed the same wall signage allowed for mainland commercial zoning districts, but only 50 percent of the freestanding sign area. The maximum area of any individual freestanding sign is 100 square feet and the minimum spacing between all non-exempt freestanding signs on the same development parcel is 300 feet.
- (3) Changeable message.** Changeable message signs, excluding projected image signs, are authorized for both residential and non-residential uses, but each sign is limited to 32 square feet in area.
- (f) Pensacola Beach districts.** On-premises non-exempt signs for any establishment within Pensacola Beach zoning districts may be wall signs, freestanding signs, or both and shall comply with the following additional standards:

  - (1) Sign construction.**

    - a. Colors and logo.** The colors of the main lettering and background of all signs shall be limited to the color options adopted by the SRIA, except up to one-third of a sign's area may include an establishment's logo, which may include the name or special color scheme of that establishment. Any exterior portion of a structure that deviates in color from the main part of the structure and represents the establishment's color scheme or logo is considered to be signage.
    - b. Attached lettering.** All permanent signs shall incorporate the use of attached lettering. The use of plywood with painted-on lettering is not permitted.
  - (2) Single-family uses.** Residential subdivisions for single-family detached or attached (townhouse) dwellings are allowed up to two signs at each development entrance. Each sign is limited to a maximum 32 square feet in area and six feet in height.
  - (3) Multi-family and non-residential uses.** Multi-family residential developments and non-residential establishments are allowed the following signage:

    - a. Freestanding signs.**

      - 1. Quantity.** One freestanding sign is allowed per master lease agreement or multi-tenant development.
      - 2. Area and height.** Total freestanding sign area on a single structure shall not exceed 65 square feet. Signs are encouraged to be low and horizontal in character. The top and bottom of a freestanding sign shall not exceed 14 feet and six feet, respectively, above the crown of the nearest street. However, establishments whose principal structures are

750 feet or more from the street right-of-way may have freestanding signs up to 18 feet high.

3. **Placement.** Freestanding signs shall be placed within or directly adjacent to a landscaped area which shall not be smaller than the face area of the sign itself.
4. **Portable signs.** Portable signs are limited to temporary A-frame or sandwich board signs, which shall be permitted subject to the established written policies of the SRIA.

**b. Wall signs.**

1. **Area and quantity.** The maximum area allocated to all wall signs on a building shall not exceed 10 percent of the building wall surface area facing the addressed street, except that buildings with more than one street front may have wall sign area up to 15 percent of the wall surface facing the addressed street. The wall surface area from which sign area is determined may include the roof surface when its slope is steeper than 45 degrees. The available wall sign area may be allocated to one or more wall signs mounted on a vertical wall surface, but no individual wall sign shall exceed 200 square feet, and within any multi-tenant development, each tenant is limited to 16 square feet regardless of the building total.
2. **Lighted canopies.** Lighted canopies displaying the name of the establishment require a color rendering of the proposed canopy, including dimensions of the canopy and the building to which it will be attached, to be presented for approval according to the established written policies of the SRIA.
3. **Window signs.** Interior electric signs used as window signs are limited to a total of six square feet per establishment.

- c. **Changeable message.** Changeable message signs, excluding projected image signs, are allowed if incorporated into the main sign and limited to no more than one-third of its area.

**Sec. 5-8.9 Off-premises permanent signs (billboards).**

Unless authorized in this article as temporary or exempt, an off-premises sign shall be regulated as a billboard and comply with the additional provisions of this section. The placement of a billboard does not require a minimum lot area or the presence of a principal structure on the site, but shall be subject to the following limitations:

- (1) **Maximum number.** The maximum number of permitted billboard structures within the county is limited to the number existing or having received county approval as of December 12, 2001, and those additional structures allowed for replacement of billboard structures removed along scenic highways as provided in this section.
- (2) **New billboards.** A building permit for the construction of a new billboard structure may only be issued after the removal of an existing billboard structure is

confirmed. Confirmation may be in the form of a photograph submitted by the applicant or a site inspection by county personnel. Upon removal confirmation a certificate shall be issued to the owner of the removed structure who may redeem the certificate for a building permit to construct a new billboard structure, hold it for future redemption, or convey it to a third party for redemption.

**(3) Removal along scenic highways.** Notwithstanding the maximum number of permitted billboards, the removal of an existing billboard structure along an officially designated scenic highway will entitle the owner of the removed billboard to purchase building permits for construction of two new billboard structures at other locations complying with the provisions of this article.

**(4) Area and height.** The maximum sign area and height for an individual billboard structure is limited by the classification of the street to which the sign structure is closest according to the following:

<b>Billboard Location</b> by street classification	<b>Maximum Sign Area</b> per individual support structure	<b>Maximum Sign Height</b>
Interstate (within 125 ft. of right-of-way)	378 sq.ft.	50 ft.
arterial or 4-lane street	378 sq.ft.	35 ft.
all other streets	100 sq.ft.	20 ft.

**(5) Placement.**

- a. Zoning.** Billboards are prohibited within all residential, Perdido Key, and Pensacola Beach zoning districts, and within all areas zoned Gateway Business District (GBD), Gateway Mixed Use District (GMD), Gateway Industrial District (GID), or Industrial Commerce Park District (ID-CP) prior to adoption of any mainland Commercial (C), Heavy Commercial and Light Industrial (HC/LI), or Industrial (I) zoning.
- b. Proximity to residential.** In addition to the prohibition within residential zoning districts, no billboard shall be located within 100 feet of any residentially zoned (RR, LDR, MDR, HDR) property as measured along a right-of-way. The distance shall be measured from a point where a horizontal line extending from the billboard is perpendicular to the right-of-way, to the point of intersection of the residential district boundary with the right-of-way.
- c. Right-of-way setback.** The minimum setback of a billboard from a public street right-of-way is 15 feet to the nearest edge of the sign.
- d. Spacing.** The distance between billboard structures on the same side of any street other than an interstate shall be no less than 1000 feet. The distance for billboards adjacent to and facing the same side of an interstate highway shall be no less than 2000 feet. Additionally, no billboard structure may be located adjacent to or within 500 feet of an interchange or rest area as

measured along the interstate from the beginning or ending of pavement widening at the exit from or entrance to the main travel way.

- e. Scenic roadways.** No part of a billboard shall be visible from or located within 500 feet of the right-of-way of any scenic roadway designated in the Escambia County Comprehensive Plan, specifically including Scenic Highway (SR 10A), Perdido Key Drive (SR 292), and any scenic highway designated by the State of Florida.
- f. Conflicting locations.** Permits for billboards are generally issued on a first-come, first-served basis. Where the proximity of proposed billboards requiring state permitting would only allow one to be constructed, the location first granted state approval will be first eligible for county approval.
- g. New streets.** Permits for billboards along a new public street shall not be issued until the commencement of general traffic flow on the street.