



  
**Manatee Sign Code**  
 Work Session  
 March 1, 2018




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## AGENDA

1. Purpose/Scope
2. Previous Work
3. Chapter 6 Overview
4. Proposed Standards
5. Schedule

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## 1. PURPOSE/SCOPE

**Purpose:**

- Update and clarify sign regulations
- Address legal issues (Reed vs. Town of Gilbert)
- Special Districts:
  - Entranceways
  - Urban Corridors
  - Other Overlays
- Master Sign Plan vs. Adjustments




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2. PREVIOUS WORK

- 2011: Sign Code Rewrite (Ord. 11-05)
- 2012: S&ME (consultant) provided peer-review of sign code.
- 2013: Amendments regarding Off-Site Signs
- 2016: Minor corrections (Urban Corridors)
- 2017:
  - CAO Draft Ordinance and Exhibits (Reed v. Town of Gilbert)
  - Staff redline

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### 3. CHAPTER 6 OVERVIEW

#### Chapter 6, Signs (Current Outline)

- Section 600. Purpose
- Section 601. Applicability of Other Code or Regulatory Requirements
- Section 602. Administration
- Section 603. Sign Permits
- Section 604. Prohibited Signs
- Section 605. Sign Standards
- Section 606. Sign Standard Adjustments
- Section 607. Off-Site Directional Signs
- Section 608. Public Schools Signs
- Section 609. Restricted Temporary Signs
- Section 610. North Central Overlay District Signs
- Section 611. Outdoor Advertising Signs
- Section 612. Nonconforming Signs and Uses
- Section 613. Violations
- Section 614. Severability of Sign Regulations

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### 3. CHAPTER 6 OVERVIEW

Table 6 - 1: Sign Dimensional Standards

PROJECT TYPE	RETRACTED FROM PROPERTY LINE	MAX. HEIGHT	MAX. SIGN AREA	LOCATION RESTRICTIONS	ILLUMINATION ALLOWED	TIME LIMIT	REMARKS
RESIDENTIAL & NON-RESIDENTIAL PROJECT IDENTIFICATION SIGNS	12'	12'	40 sq ft	Intersection entrances only, one on each side of street	Yes	No	LED not permitted
OFFICE BUILDINGS							Not permitted See 611
NON-RESIDENTIAL							See 608
Large Project on site							Sign Plan Option
Directional Signage							See 608
Interchange							Major Sign Plan Option See 611
North Central Overlay District							See 611
Directional Signage							See 611
Advertising							See 611
Billboard Signage	15' or greater for districts	12'	12 sq ft maximum or 20% of site cubic volume				

- Parrish Commercial Village Overlay District (Ch. 4)
- Entranceways (Ch. 9)
- Cortez Fishing Village (Ch. 9)

Table 6 - 2: North Central Overlay District Maximum Sign Area & Height

Specification	Length of Roadway Frontage		
	<300 Linear Feet	300-600 Linear Feet	>600+ Linear Feet
Maximum Sign Area	60 sf	80 sf	100 sf
Maximum Sign Height	8 ft.	12 ft.	16 ft.

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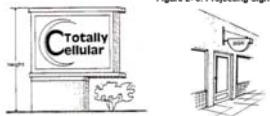
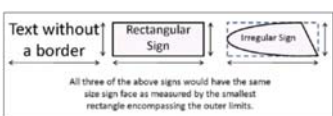
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### 3. CHAPTER 6 OVERVIEW




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## 4. Proposed Standards

### Chapter 6, Signs

Section 600. Purpose	Section 608. Temporary Sign Standards
Section 601. Applicability	Section 609. Sign Standard Adjustments
Section 602. Applicability of Other Code or Regulatory Requirements	Section 610. Master Sign Plan
Section 603. Administration	Section 611. Off-Site Advertising Signs
Section 604. Sign Permits	Section 612. Nonconforming Signs and Uses
Section 605. Prohibited Signs	Section 613. Violations
Section 606. General Requirements for Signs	Section 614. Severability of Sign Regulations
Section 607. Permanent On-Site Sign Standards	

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## 4. Proposed Standards

### Exempt from standards:

- Inside buildings
- Vehicle signs (other than purposely parked for advertisement)
- Internal to site, not visible from street
- Educational facilities (have to meet setback, height and visibility triangle)

### Exempt from permit:

- Regular maintenance
- Changing copy
- Government signs
- Temporary signs
- Flags (2@35' H, 60 sq. ft. each)
- Window signs

Appeals go to the *Hearing Officer*  
Sign Permit ≠ Building Permit

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### 4. Proposed Standards

**Prohibited Signs:**

- Signs that resemble traffic or government signs
- Signs within ROW
- Roof signs
- Mansard roof signs
- Inflatable signs
- Off-site signs (except billboards)
- Portable signs
- Feather signs
- Vehicle signs ( $\geq 20$  SF parked for 24 hrs. within 50' from ROW)



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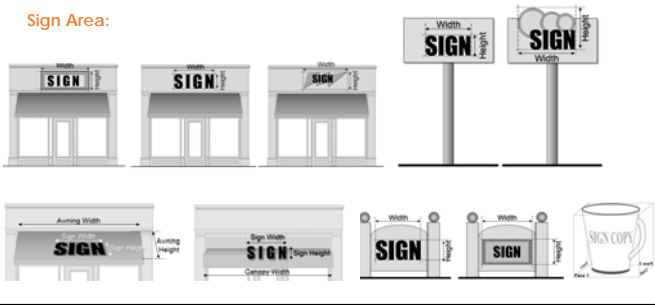
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### 4. Proposed Standards

**Sign Area:**



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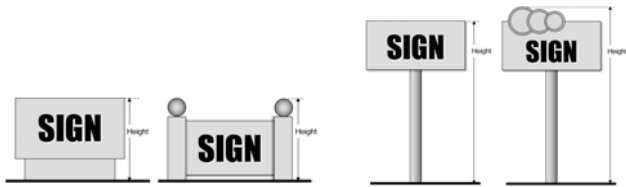
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### 4. Proposed Standards

**Sign Height:**



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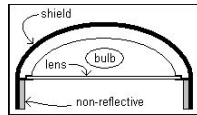
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### 4. Proposed Standards

**Sign Illumination:**

- ❑ Full oblique shielding aiming the light down onto the sign
- ❑ 1.5 foot-candles measured 4' from the base of the sign, 1 hour after sunset
- ❑ *Should hours be set for illumination? Some communities require illuminated signs to turn the lighting off at a certain time (30 minutes after closing)*




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### 4. Proposed Standards

**Changeable Copy:**

- ❑ Allowed in non-residential districts and in conjunction with assembly/institutional uses in residential districts, subject to the following standards:
  - Along arterials or collectors
  - Minimum lot frontage of 100 ft.
  - No closer than 50' from residential property
  - Display change every 8 seconds
  - 65% of total sign area
  - Meet illumination requirements
  - Additional review required if located within the Historic Vista Protection area.




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### 4. Proposed Standards

NON-RESIDENTIAL DISTRICTS	SINGLE SITE/ SINGLE BUILDING		SINGLE SITE/ MULTIPLE LOTS
	Ground or Pole		Ground or Pole
Type of signs allowed	Ground or Pole		Ground or Pole
Number of signs:	1 per site frontage on a street + 1 additional sign if the site exceeds 1,000 lineal feet		1 double-sided or 2 single-sided at each vehicular entrance
Sign size <sup>1</sup>	Based on Lot Width: 49' - 50' of 95-150' ... 75' of >150' Maximum Size: 150' of each		75' of
Sign height/clearance	Ground: 8' Pole: 25' (8' clearance required)		Ground: 8' Pole: 25' (8' clearance required)
Minimum setbacks/location	Front: 5' Side/Rear: 10' Other signs: 100' From building: 5' From residential: 50' if illuminated		Double-sided: Median (if private ROW) or either side of vehicular entrance. Single-sided: Each side of the entrance (may be affixed to a wall/fence). Setback from ROW: 5' min.
Changeable copy allowed?	Yes (Section 606.5)		Yes (Section 606.5)
Illumination allowed?	Yes (Section 606.4)		Yes (Section 606.4)
Sign permit required?	Yes (Section 604.3)		Yes (Section 604.3)




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### 4. Proposed Standards




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### 4. Proposed Standards

NON-RESIDENTIAL DISTRICTS

	Wall	Projecting	Awning	Canopy	Window
Type of sign allowed	Wall	Projecting	Awning	Canopy	Window
Number of signs	1 per tenant	No maximum, unless otherwise noted below			1 per window/door
Aggregate size:	150 sq ft	2 sq ft of building or tenant frontage, up to 200 sq ft for all signs combined	30% of awning surface	24 sq ft, 80% of canopy width, whichever is less.	25% of each window or glass door.
Location	Building signs shall not extend above the top or beyond the edges of the building. Signs are not allowed above the 1 <sup>st</sup> floor, unless the building has only 2 stories. Signs shall not obscure any architectural features such as windows, doors, cornices, or decorative brickwork. Any signs extending over a walkway shall provide an 8' clearance from the ground.				
Changeable Copy	Yes (Section 606.5)	Yes (Section 606.5)	No	No	No
Illumination	Yes (Section 606.3)	Yes (Section 606.3)	Yes (Section 606.3)	Yes (Section 606.3)	Yes (Section 606.3)
Sign Permit	Yes (Section 604.3)	Yes (Section 604.3)	Yes (Section 604.3)	Yes (Section 604.3)	No
Additional standards	Shall not project more than 12" from the wall.	Shall not extend more than 4' from the wall. Not allowed within 10' from a wall sign.		May be placed fully or partially above or below the canopy, but may not extend more than 2' from the edge of the canopy, and the sign shall consist of individual letters.	Shall not count toward the maximum building sign size allowance.



Currently allow only 1. Proposing to allow a combination of sign types

Allowing changeable copy building signs

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### 4. Proposed Standards

NON-RESIDENTIAL DISTRICTS

	High Rise Signs	Drive Through	Hanging	Incidental
Type of sign	High Rise Signs	Drive Through	Hanging	Incidental
Number	1 per building	1 per drive-through lane	1 per tenant	6 per site
Aggregate size:	20' of per floor above 3'	NA	NA	NA
Size per sign	30% max of facade width	40 sq ft	1.5 sq ft	6 sq ft
Sign height	NA	8'	8' clearance	8'
Location	Shall be placed near the top of the building, but shall not extend above edge of roof	Adjacent to the drive through lane	Under canopy/arcade	Setbacks: Front/Street 5' Side/Rear 10' From other signs 4' From building 5' Shall not be attached to the freestanding or building signs permitted in the previous sections. Yes (Section 606.5)
Changeable copy	No	Yes (Section 606.5)	No	No
Illumination	Yes (Section 606.3)	Yes (Section 606.3)	No	Yes (Section 606.3)
Sign Permit	Yes (Section 604.3)	No	No	No



Allowing signs on 1<sup>st</sup>, 2<sup>nd</sup> and top floors only.

Incidental Sign: secondary in nature to all other permanent signs permitted in this Code. Such signs, regardless of their message, may include, but not be limited to, signs directing traffic, on-site wayfinding, and A-frame signs.

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### 4. Proposed Standards

RESIDENTIAL DISTRICTS	RESIDENTIAL DISTRICTS	
	SINGLE SITE/ SINGLE BUILDING	RESIDENTIAL SUBDIVISION/MF COMPLEX
Type of signs allowed	Ground	Ground
Number of signs:	1 per site frontage on a street + 1 additional sign if the site exceeds 1,000 lineal feet.	1 double-sided or 2 single-sided
Sign size	48 sf each	48 sf
Sign height	4	3
Minimum setbacks/location	Frontstreet: 5' Side/Rear: 10' Other signs: 100' From building: 5' From residential homes: 50' if illuminated	Double-sided: Median (if private ROW) or both sides of vehicular entrance. Single-sided: Both sides of the entrance (may be affixed to a wall/fence). Frontstreet setback: 5'
Changeable copy allowed?	Yes (Section 606.5)	No
Illumination allowed?	External only (Section 606.3)	External only (Section 606.3)
Sign permit required?	Yes (Section 604.3)	Yes (Section 604.3)

Current code addresses signs for non-residential businesses in residential districts the same as in non-residential districts.

Sign height: Changing from 12 ft. to 8 ft.

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### 4. Proposed Standards

RESIDENTIAL DISTRICTS	SIGN				
	Wall	Projecting	Awning	Canopy	Window
Type of sign	Wall	Projecting	Awning	Canopy	Window
Number of signs	1 per tenant	1 per tenant	1 per awning	1 per tenant	1 per window/door
Aggregate size:	No maximum, unless otherwise noted below				
Size per sign	48 sf	2 sf/1' of Building or tenant frontage, up to 200 sf for all signs combined	30% of awning surface	24 sf, 50% of canopy width, whichever is less.	25% of each window or glass door
Location	Building signs shall not extend above the top or beyond the edges of the building. Signs are not allowed above the 1 <sup>st</sup> floor, unless the building has only 2 stories. Signs shall not obscure any architectural features such as windows, doors, cornices, or decorative brickwork. Any signs extending over a walkway shall provide an 8' clearance from the ground.				
Changeable Copy (see Section 606.5)	No	No	No	No	No
Illumination (Section 606.3)	Yes	Yes	Yes	Yes	Yes
Sign Permit (Section 606.4)	Yes	Yes	Yes	Yes	Yes
Additional standards	Shall not project more than 12" from the wall.	Shall not extend more than 4' from the wall. Not allowed within 10' from a wall sign		May be placed fully or partially above or below the canopy, but may not extend more than 2' from the edge of the canopy, and the sign shall consist of individual letters.	Shall not count toward the maximum building sign size allowance

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### 4. Proposed Standards

**Overlay Districts:**

- North Central Overlay: Deleted references to signs content; deleted "fluorescent signs" as the term is not defined; changed "encourage" to "require" landscaping around the base of the sign.
- Parrish Commercial Village: Deleted the term "fluorescent signs"
- Entranceways: Standards brought in from Section 900.6.C.
- Urban Corridors: New standards. Size provisions similar to Entranceways. Freestanding not allowed between building and street if setback is 15' or less. Allow street wall signs (new)




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### 4. Proposed Standards

**Temporary Signs:**

- Major change (required based on case law)
- Combines political signs, promotional sales, events signs




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### 4. Proposed Standards

**Temporary Signs:**

- Number:
  - Non-Residential: 4 per site
  - Residential 2 per site
- Types: Freestanding or attached to building
- Maximum Sign Size:
  - Non-Residential: 32 sq. ft. each
  - Residential: 6 sq. ft. each
- Sign Height: 6 ft.
- Setbacks: 5 front; 10 side/rear; 15 between signs, 5 from building.
- Duration: To be removed 7 days after event.

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### 4. Proposed Standards

**Adjustments:**

- Administrative (20% max.):
  - Size
  - Height
  - Setback
  - Number
- Hearing Officer (>20%)

**Review Criteria:**

- Necessary to clear obstruction or interference by excessive grades, buildings, bridges, trees and the like.
- Unique/no precedent setting
- Regardless of content

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#### 4. Proposed Standards

**Master Sign Plan:**

- ❑ Recommended for multi-tenant projects to have consistent/coordinated signage
- ❑ Once adopted, all future signs shall be consistent with the master plan.
- ❑ Approved administratively
- ❑ Eligible for adjustments

**Submittal:**

- ❑ Site plan showing location of free-standing signs
- ❑ Building elevations showing proposed building signs
- ❑ Detail drawings of freestanding signs, depicting dimensions (size, height, depth) and materials.
- ❑ Proposed illumination and landscaping for all signs
- ❑ Statements regarding future changes to the plan

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#### 4. Proposed Standards

**Off-Site Advertising Signs (Billboards):**

- ❑ Proposing name change from "Outdoor Advertising Signs" to "Off-Site Advertising Signs." *[Would recommend using "Billboards" instead]*
- ❑ Deleted references to sign content.

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### 5. SCHEDULE

	02/18	03/18	04/18	05/18	06/18
Task Force Workshop	●				
Revisions/Review	■	■			
Board Work Session		●			
Revisions/Review		■	■		
PC Hearing			●		
BCC 1 <sup>st</sup> Reading				●	
BCC 2 <sup>nd</sup> Reading					●
Final Deliverable					●

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