

This instrument prepared by:
 Thad Crowe, AICP
 201 North 2nd Street
 Palatka, Florida 32177

ORDINANCE NO. 12 - 11

AN ORDINANCE OF THE CITY OF PALATKA, FLORIDA AMENDING SIGN CODE SECTION 62-1 TO PROVIDE DEFINITIONS FOR SPECIFIC SIGN TYPES, CLARIFY ISSUES IN SECTION 62-4 PERTAINING TO MAXIMUM SIGN SIZE, REMOVE LIMITATION IN SECTION 62-10 OF WALL SIGNS TO COMMERCIAL AND INDUSTRIAL ZONING DISTRICTS, DELETE SECTION 62-14 WHICH PROVIDES STANDARDS FOR PORTABLE SIGNS, ADD SECTION 62-14 THAT REQUIRES LANDSCAPING AROUND NEW SIGNS; AND ADD NEW SECTION 62-15 TO CLARIFY THAT SIGNS NOT DEFINED IN CODE ARE PROHIBITED AND SIGN LOCATIONS ARE LIMITED BY CHAPTERS 62 AND 94; PROVIDING FOR SEVERABILITY AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, application has been made by the Building and Zoning Department, to the City for certain amendments to the Zoning Code of the City of Palatka, Florida; and

WHEREAS, all the necessary procedural steps have been accomplished, including public hearings before the Planning Board of the City of Palatka on October 4, 2011, November 1, 2011, and January 3, 2012; and two public hearings before the City Commission of the City of Palatka on January 26, 2012, and February 9, 2012; and

WHEREAS, the City Commission of the City of Palatka has determined that said amendment should be adopted.

NOW, THEREFORE, BE IT ENACTED BY THE CITIZENS OF THE CITY OF PALATKA, FLORIDA:

Section 1. Section 62-1 shall be amended as follows with the following new or revised definitions of sign types:

Section 62-1 - Definitions:

Abandoned sign means a sign which no longer correctly directs or exhorts any person or advertises a bona fide business, lessor, owner, product or activity conducted or product available on the premises where such sign is displayed.

Awning signs means signs on awnings.

Banner sign means any sign possessing characters, letters, illustrations or ornamentations applied to cloth, paper or fabric of any kind, either with or without a frame. A banner

sign shall be considered a temporary sign and shall be composed of durable and weather-resistant material such as canvas, cloth, heavy plastic, or similar materials, not exceeding fifty square feet in size. A banner sign shall not require a permit and shall not be included in the limitation of two signs per business.

Billboard and poster board mean outdoor advertising signs erected and maintained by an advertising business or service, or owner, upon which advertising matter may be displayed and which generally advertise firms and organizations that, along with their goods and services, are not located on the same premises as the sign, and whose surface is sold, rented or leased for display of advertising material. The size of a billboard or a poster board shall not exceed 300 feet.

Bracket sign means any sign, single- or double-faced, mounted on brackets, poles or beams, projecting at right angles from the front or side of any building and supported solely by brackets or beams. A bracket sign shall not be larger than 32 square feet.

Bulletin board sign means a public multi-sided sign structure intended and reserved for the posting of temporary notices by individuals or public or quasi-public organizations, clubs, and the like, and is allowed only in downtown zoning districts. Bulletin board signs are intended to accommodate flyers, event notices, public notices, and shall be located within the public right-of-way on sidewalks within two feet of the curb. Not more than one bulletin board sign is allowed for each two-block area of St. Johns Avenue, sign structure height cannot exceed six feet and width cannot exceed three feet, and sign area shall be contained within a brick structure.

Changeable copy sign means a sign on which copy is changed manually in the field, i.e., reader boards with changeable letters or changeable pictorial panels. Changeable copy signs shall not exceed thirty square feet in size.

Changing sign means a sign such as an electronically or electrically controlled public service time, temperature and date sign, message center or reader board, where different copy changes are shown on the same lamp bank. Changing signs are allowed as permitted in Chapter 62 and Chapter 94, and shall not exceed thirty-six square feet in size. Changing signs shall display a message for at least eight seconds. Changing sign light emanation shall not exceed 0.3 footcandles measured from a preset distance that shall be determined by the following formula: $\text{Measurement Distance} = \sqrt{\text{the Area of Sign Square Feet} \times 100}$. Changing signs shall automatically adjust the sign's brightness in direct correlation with ambient light conditions and no scrolling, flashing, or other movement shall be allowed other than change of image. Changing signs not meeting the standards above that were properly permitted prior to February 9, 2012 shall be considered to be legal nonconforming signs and shall be subject to the standards set forth in Section 62-95.

Commercial advertising sign means any structure, display board, poster board, bulletin board, screen, surface or wall, with characters, letters or illustrations placed thereto, thereon or thereunder, by any method or means whatsoever, where the matter displayed would be used for any purpose other than

that of advertising to the public the legal or exact firm name or the name of the business carried on therein or thereat, or for advertising any service or product actually and actively being offered for sale therein or thereon. A commercial advertising sign shall not include any sign which is designed and displayed purposely and solely to offer for sale or for rent property where such sign is located.

Directional sign means a private or public sign indicating vehicular or pedestrian traffic pattern or route. One private directional sign is allowed per access drive entrance into a commercial, office or industrial development, not to exceed four feet in height or four square feet in size. Public directional signs shall not exceed twelve square feet in size and shall include regulatory, statutory, and traffic control signs erected on public property with permission as appropriate from the State of Florida, the United States, Putnam County, or the City of Palatka. Public directional signs shall allow for directions to public and quasi-public destinations such as historical and culturally significant structures and sites, districts, or areas; environmentally significant areas; government building; hospitals; libraries; museums; parking; and parks and recreation areas.

Downtown gateway sign means a public sign structure that is an entrance feature to the downtown business district, allowed only in downtown zoning districts. Downtown gateway signs shall only be ground signs and shall include a permanent structure housing a sign copy area, with a maximum structure height of eight feet, a maximum structure size of 100 square feet. Downtown gateway signs shall be designed to accommodate promotional banners and illumination of such signs shall only be external.

Downtown street art sign means a private freestanding, three-dimensional, non-moving object that is not merchandise, but is used to attract the attention of potential customers, allowed only in downtown zoning districts. Downtown street art signs shall not exceed six feet in height and thirty square feet in size, with one allowed per business, shall not intrude more than two feet into the sidewalk right-of-way, and shall not be secured to tree guards or gates. Downtown street art signs may have a sign limited to eight square feet and shall have a professional, finished appearance, constructed of durable materials such as decorative metal, wrought iron, wood with treated edges, or durable plastic, with the use of cardboard, plywood, paper, canvas or similar impermanent material being prohibited. Downtown street art signs shall be maintained in good condition.

Educational/interpretative sign means a public sign located within parks or within City right-of-way that is meant to educate and draw attention to the significant historical, cultural, and environmental aspects of the City of Palatka, St. Johns River, Putnam County, and the State of Florida. Educational/interpretative signs are allowed only in downtown zoning districts and in the Recreation and Open Space zoning district. Educational/interpretative signs are designed for pedestrian viewing and shall be oriented at an angle that is between 45 and 60 degrees, with sign area not to exceed 20 square feet.

Electrical sign means any sign with electrical wiring and lighting therein or thereon or used in conjunction with the sign, including use of neon tubing.

Erect means to build, construct, attach, hang, place, suspend or affix, or to paint a wall sign.

Flashing sign means a sign or any part thereof which contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by animation or an externally mounted intermittent light source. Automatic changing signs such as public service time, temperature and date signs or electronically controlled message centers are classed as changing signs, not flashing signs.

Governmental Emergency Safety Awareness Signs means a sign which provides the general and motoring public with notices and information regarding general safety awareness concerns, traffic issues, weather advisories, amber alters, silver alerts and wanted fugitive notices. This sign shall meet brightness limitations for changing signs but is exempt from other changing sign standards. Signs shall not be used for commercial advertising purposes. Sign area shall not exceed 50 square feet, and allowable location includes the PBF-1 and PBF-2 zoning districts.

Ground sign means any sign which is supported by an upright, uprights or braces in or upon the ground.

Illuminated sign means any sign which is produced and displayed by means of artificial projected lights.

Index sign means a guide or indicator of contents inside a building or complex of buildings, i.e., a mall or shopping plaza.

Marquee sign means any sign attached to or hung from a marquee. A marquee shall mean a canopy or covered structure projecting from and supported by a building when such canopy or covered structure extends beyond the building line or property line.

Menu pricing boards means an illuminated freestanding changeable copy sign intended to display a menu selection/pricing board for restaurant drive-up windows located in the area between the building and the drive-through lane. This sign is allowed in commercial zoning districts. Sign faces on menu pricing boards shall not exceed twenty-five square feet, boards shall not exceed seven feet in height, and shall not be included in the limitation of two signs per business.

On-site development sign means a sign identifying the developer, architect, contractor or real estate broker, etc., located on property upon which there is active construction. Such sign shall not be erected more than 60 days prior to commencement of construction and shall be removed immediately upon completion of construction. If construction is not continuously and actively pursued to completion, the sign shall be removed. Maximum size of each such sign shall not exceed 32 square feet, and such sign shall not be erected within 15 feet of any property line.

Owner identification sign means any sign where the matter displayed is used principally to indicate the name or character of the primary use.

Point of purchase sign means any sign, structure, device, display board, screen surface or wall, with characters, letters or illustrations placed thereto, thereon or thereunder, by any method or means whatsoever, where the matter displayed is used for advertising a product actually or actively offered for sale thereon or therein.

Pole sign means any sign erected on a pole, and which is wholly or partially independent of any building for support.

Portable sign means any sign or sign structure which is designed to be easily moved. This definition shall include trailer signs, A-frame signs, and vehicle signs whose primary purpose is advertising. A portable sign shall not exceed 32 square feet (four feet by eight feet).

Principal use means the use which constitutes the primary activity, function or purpose to which a parcel of land or building is put.

Projecting sign means any sign which is affixed to any building, wall or structure and extends beyond the building wall, structure, building line or property line more than 30 inches. A projecting sign shall not be larger than 32 square feet.

Replacing means rebuilding, enlarging, or any change in size, structure or lettering other than repainting and repair to electrical apparatus.

Roof sign means any sign erected, constructed, painted or maintained on the roof of any building. No roof sign over 50 square feet in area shall be permitted unless a registered architect's or engineer's drawing is submitted to the chief building official. Such plans must show that such roof sign will be erected to withstand a wind load of 100 miles per hour.

Sandwich sign means any sign, double- or single-faced, which is portable and may readily be moved from place to place.

Sign means any letter, figure, character, mark, plane, point, marquee sign, design, poster, picture, stroke, stripe, line, trademark or reading matter or illuminated service, which shall be constructed, placed, attached, painted, erected, fastened or manufactured in any manner whatsoever.

Sign, animated means a sign which involves motion or rotation of any part by any means which displays flashing, intermittent or color-changing light or lighting.

Sign, area of means the total surface of a sign, including the background, frame and ornamentation, but not structural supporting elements outside of its frame. Where a sign is composed of or mounted to a background which is not a structural part of the sign, the area of the sign shall be the smallest rectangle, triangle or circle which will include the display.

Sign, nonilluminated means a sign which is not illuminated by lights, either external or internal.

Sign, off-site means any sign relating to products, accommodations, services or activities not available to the public on the lot on which the sign is located.

Sign, real estate means a sign which advertises the sale, rental or development of the premises upon which it is located. A real estate sign must be a minimum of five feet from the front property right-of-way and 15 feet from the side lot line. A real estate sign shall be a maximum size eight square feet for residential property, and 96 square feet for commercial property.

Snipe sign means any small sign of any material, including paper, cardboard, wood and metal, when tacked, nailed or attached in any way to trees or other objects, where such sign does not apply to the premises where it is located.

Temporary sign means any sign, banner, pennant, valance or advertising display constructed of cloth, canvas, light fabric, cardboard, wall board or other light materials, with or without frames, designed to last 60 days maximum or less.

Wall graphic means a large wall decoration that depicts a scene, picture, illustration or design with no written message, word, insignia or logo. The wall graphic is intended to enhance the aesthetic appearance of and attract attention to the premises. A wall graphic is permitted as a conditional use for 25 percent of a wall area or over.

Wall sign means any sign attached to or painted on a building or wall. Sign shall not project more than 12 inches from building or wall.

Window sign means any sign attached to or placed on a window visible to the exterior of the building. A permit is not required and window signs shall not be included in the limitation of two signs per business.

Section 62-1 through Section 62-3: No changes

Section 62-4 shall be amended as follows:

Section 62-4 - Maximum area of commercial advertising signs

No commercial advertising ground or pole sign shall be erected having a square foot area of advertising surface showing in any one direction more than 96 square feet, as applicable to single signs or multiple signs on an individual sign structure, and there shall be no more than two such signs on a lot having a lot front footage of a 200 feet or greater. Lots with less than 200 feet of frontage shall be limited to one ground or pole sign.

Section 62-10 shall be amended as follows:

Sec. 62-10. - Wall signs.

The maximum size of a wall sign shall not exceed 200 square feet. Where two or more wall signs are located on the same wall facing in the same direction, their total area shall not exceed

200 square feet, except if in either case the wall sign has been approved as a conditional use by the planning board.

Section 62-5 through Section 62-9: no changes

Section 62-11 through Section 62-13: no changes

(Old) Section 62-14 (Portable signs) shall be deleted.

(New) Section 62-14 shall be added.

Section 62-14 - Landscaping around signs.

New sign structures shall include landscaping areas around the base of the sign, sized at or above the square footage of the sign to be installed, and including shrubs and groundcover plants.

(New) Section 62-15 shall be added.

Section 62-15 - Prohibited signs and allowable locations for signs.

Signs not defined and described in Chapter 62 are prohibited, and allowable locations for signs are limited to what is specified in Chapter 62 and Chapter 94.

Section 2. To the extent of any conflict between the terms of this ordinance and the terms of any ordinance previously passed or adopted, the terms of this ordinance shall supersede and prevail.

Section 3. A copy of this Ordinance shall be furnished to the Municipal Code Corporation for insertion in the Code of Ordinances for the City of Palatka, Florida.

Section 4. This Ordinance shall become effective immediately upon its final passage by the City Commission.

PASSED AND ADOPTED by the City Commission of the City of Palatka on this 9th day of February, 2012.

CITY OF PALATKA

BY: 
Its MAYOR

ATTEST:


City Clerk