

ARTICLE VII SIGNS

PART 7.00.00 GENERALLY

Sec. 7.00.01 Index to Article VII

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- Sec. 7.00.01 Index to Article VII
- Sec. 7.00.02 Purpose, Intent, and Scope
- Sec. 7.00.03 Interpretation
- Sec. 7.00.04 Applicability
- Sec. 7.00.05 Severability
- Sec. 7.00.06 General Provisions
- Sec. 7.00.07 Building Permits
- Sec. 7.00.08 Sign Permits
- Sec. 7.00.09 Enforcement and Penalties

PART 7.01.00 BILLBOARD SIGNS

- Sec. 7.01.01 Intent and Future Billboards
- Sec. 7.01.02 Types of Billboards Allowed
- Sec. 7.01.03 General Requirements
- Sec. 7.01.04 Established Setbacks and Spacing (See Appendix D for Illustration)
- Sec. 7.01.05 Swapdown Requirement for New Permits

PART 7.02.00 ON-PREMISES SIGNS

- Sec. 7.02.01 Temporary and Permanent Signs Allowed in Zoning Districts
- Sec. 7.02.02 Temporary Signs Allowed in Zoning Districts
- Sec. 7.02.03 Additional Temporary Signs
- Sec. 7.02.04 On-Premise Permanent Sign
- Sec. 7.02.05 On-Premise Permanent Signs - Interstate
- Sec. 7.02.06 Additional On-Premise Signs
- Sec. 7.02.07 On-Premise Permanent Sign Setbacks and Placement Limits (See Appendix D for Illustration)

PART 7.03.00 RESERVED

- Sec. 7.03.01 Reserved

PART 7.04.00 RESERVED

- Sec. 7.04.01 Reserved

PART 7.05.00 SPECIAL EVENT SIGNS

- Sec. 7.05.01 Special Event Signs

PART 7.06.00 SIGNS AND ENTRY FEATURES AT PROJECT ENTRANCES

- Sec. 7.06.01 Signs at Entrances
- Sec. 7.06.02 Entry Features

PART 7.07.00 SCENIC HIGHWAY SIGNS AND ANTENNAS

- Sec. 7.07.01 Scenic Highway Signs and Antennas

Sec. 7.07.02 Scenic Vistas

PART 7.08.00 PROHIBITED SIGNS

Sec. 7.08.01 Prohibited Signs

PART 7.09.00 NON-CONFORMING SIGNS

Sec. 7.09.01 Non-Conforming Signs

PART 7.10.00 RACE TRACK ROAD SIGNS

Sec. 7.10.01 Race Track Road Signs

Sec. 7.00.02 Purpose, Intent, and Scope

It is the purpose of this Article to promote the public health, safety, and general welfare through reasonable, consistent, and non-discriminatory Sign standards. The Sign regulations in this Article are also designed and intended to meet the statutory requirement that the County adopt land development regulations that regulate Signage, a requirement set forth in Section 163.3202(f), Florida Statutes. The Sign regulations in this Article are not intended to censor speech or to regulate viewpoints, but instead are intended to regulate the adverse secondary effects of Signs. The Sign regulations are especially intended to address the secondary effects that may adversely impact aesthetics and safety. The Sign regulations are designed to serve substantial governmental interests and, in some cases, compelling governmental interests such as traffic safety and warning of threats to bodily injury or death.

This Article regulates Signs, as defined in this Code, which are placed on private property or on property owned by public agencies, including the County, and over which the County has zoning authority. This Article is not intended to extend the County's regulatory regime to objects that are not traditionally considered Signs for purpose of government regulation.

The County is a diverse community on the east coast of Florida. The eastern boundary of the County is the Atlantic Ocean and the western boundary is formed largely by the St. Johns River. The economic base of the County includes, among other things, tourism of visitors from the Northeast Florida and Southeast Georgia area, as well as other areas of the United States. In order to preserve and promote the County as a desirable community in which to live, vacation, and do business, a pleasing, visually attractive environment is of foremost importance. The regulation of Signs within the County is a highly contributive means by which to achieve this desired end.

These Sign regulations have been prepared with the intent of enhancing the visual environment of the County and promoting its continued well-being, and are intended to:

- A. Encourage the effective use of Signs as a means of communication in the County;
- B. Maintain and enhance the aesthetic environment and the County's ability to attract sources of economic development and growth;
- C. Improve pedestrian and traffic safety;
- D. Minimize the possible adverse effect of Signs on nearby public and private property;
- E. Foster the integration of Signage with architectural and landscape designs;

- F. Lessen the visual clutter that may otherwise be caused by the proliferation, improper placement, illumination, animation, excessive height, and excessive size (area) of Signs which compete for the attention of pedestrian and vehicular traffic;
- G. Allow Signs that are compatible with their surroundings and aid orientation, while precluding the placement of Signs that contribute to Sign clutter or that conceal or obstruct adjacent land uses or Signs;
- H. Encourage and allow Signs that are appropriate to the zoning district in which they are located;
- I. Establish Sign size in relationship to the scale of the lot and building on which the Sign is to be placed or to which it pertains;
- J. Preclude Signs from conflicting with the principal permitted use of the site and adjoining sites;
- K. Regulate Signs in a manner so as to not interfere with, obstruct the vision of, or distract motorists, bicyclists, or pedestrians;
- L. Except to the extent expressly preempted by state or federal law, ensure that Signs are constructed, installed, and maintained in a safe and satisfactory manner, and protect the public from unsafe Signs;
- M. Preserve, conserve, protect, and enhance the aesthetic quality and scenic beauty of all districts of the County;
- N. Allow for traffic control devices consistent with national standards and whose purpose is to promote highway safety and efficiency by providing for the orderly movement of road users on streets and highways, and that notify road users of regulations and provide warning and guidance needed for the safe, uniform, and efficient operation of all elements of the traffic stream;
- O. Protect property values by precluding, to the maximum extent possible, Sign types that create a nuisance to the occupancy or use of other properties as a result of their size, height, illumination, brightness, or movement;
- P. Protect property values by ensuring that Sign types, as well as the number of Signs, are in harmony with buildings, neighborhoods, and conforming Signs in the area;
- Q. Regulate the appearance and design of Signs in a manner that promotes and enhances the beautification of the County and that complements the natural surroundings in recognition of the County's reliance on its natural surroundings and beautification efforts in retaining economic advantage for the community, as well as for its major subdivisions, commercial areas, shopping centers, and industrial parks;
- R. Enable the fair and consistent enforcement of these Sign regulations;
- S. Promote the use of Signs that positively contribute to the aesthetics of the community, are appropriate in scale to the surrounding buildings and landscape, and advance the County's goals of quality development;
- T. Provide standards regarding the non-communicative aspects of Signs, which are

consistent with county, state, and federal law;

- U. Provide flexibility and encourage variety in Signage, and create an incentive to relate Signage to the basic principles of good design; and
- V. Assure that the benefits derived from the expenditure of public funds for the improvement and beautification of streets, sidewalks, public parks, public rights-of-way, and other public places and spaces are protected by exercising reasonable controls over the physical characteristics and structural design of Signs.

Sec. 7.00.03 Interpretation

The County Administrator shall interpret the provisions of this Article. When making such interpretation, the County Administrator shall use the definitions provided in this Code. Any ambiguity, dispute, or conflict in the interpretation a term or phrase not defined in this Code shall be resolved by reference to the commonly understood meaning of the term or phrase, as provided in dictionaries, the Florida Building Code, the County's zoning regulations, County ordinances, Florida Statutes pertaining to building codes or Signs, or other governmental or professional references pertaining to building or structural standards. The County Administrator may also use rules and canons of statutory construction, including the rules of construction in Section 1.03.04 of this Code. The decision of the County Administrator on any ambiguity, dispute, or conflict in the interpretation of this Article shall be the final decision of the County unless appealed to the Board of County Commissioners pursuant to Section 7.00.08.F below.

Sec. 7.00.04 Applicability

The provisions of this Article shall apply to all Signs displayed or Erected in the County, except the following:

- A. A Sign, other than a Window Sign, located entirely inside the premises of a building or enclosed space.
- B. A Sign on a Vehicle, other than a prohibited Vehicle Sign.
- C. A Statutory Sign or other sign required by state, federal, or local law.
- D. A Traffic Control Device Sign.
- E. Any Sign internal to a plaza, interior courtyard, inside fence line of ball and multi-purpose playing fields, stadiums, arenas, racetracks, or within gated communities and similar places, visible only to those Persons visiting such a place and not visible from a public street, public sidewalk, or public right-of-way or from a navigable waterway or body of water; except that the foregoing does not exempt a Sign for a commercial use that is visible from an abutting residential use.
- F. Any Sign otherwise exempted as provided in this Article.

Sec. 7.00.05 Severability

- A. Generally. If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article VII is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence,

phrase, clause, term, or word of this Article VII.

- B. Severability where less speech results. Without diminishing or limiting in any way the declaration of severability set forth above in subsection A. above, or elsewhere in this Article VII, this Code, or any adopting ordinance, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article VII is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article VII, even if such severability would result in a situation where there would be less speech, whether by subjecting previously exempt Signs to permitting or otherwise.
- C. Severability of provisions pertaining to prohibited Signs. Without diminishing or limiting in any way the declaration of severability set forth above in subsection A. above, or elsewhere in this Article VII, this Code, or any adopting ordinance, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article VII or any other law of the County is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article VII that pertains to prohibited Signs, including specifically those Signs and Sign types prohibited and not allowed under Part 7.08.00, Prohibited Signs, of this Article VII. Furthermore, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of Part 7.08.00 is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of Part 7.08.00 thereby ensuring that as many prohibited Sign types as may be constitutionally prohibited continue to be prohibited.
- D. Severability of provisions pertaining to Billboards. Without diminishing or limiting in any way the declaration of severability set forth above in subsection A. above, or elsewhere in this Article VII, this Code, or any adopting ordinance, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article VII, other than Part 7.01.00 (Billboards), or any other law of St. Johns County is declared invalid or unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article VII that pertains to Billboards. Furthermore, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of Part 7.01.00 is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of Part 7.01.00. Furthermore, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article VII pertaining to allowing and permitting new Billboards, including Swapdown procedures, is declared unconstitutional or otherwise invalid by the valid judgment or decree of any court of competent jurisdiction, all provisions pertaining to allowing and permitting new Billboards shall be deemed voided in their entirety and no new Billboards shall be allowed.
- E. Severability of provisions pertaining to Special Event Signs. Without diminishing or limiting in any way the declaration of severability set forth above in subsection A. above, or

elsewhere in this Article VII, this Code, or any adopting ordinance, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article VII, other than Part 7.05.00 (Special Event Signs), or any other law of the County is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article VII that pertains to Special Event Signs. Furthermore, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of Part 7.05.00 is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, all provisions for Special Event Signs under this Code shall be deemed voided in their entirety and no Special Event Signage shall be allowed.

Sec. 7.00.06 General Provisions

The following general Sign provisions shall apply to this Article and to all lawful conforming and Non-Conforming Signs, unless otherwise indicated.

A. Measurement of Sign Size (Advertising Display Area)

The size, or Advertising Display Area, of a Sign is measured or calculated as follows:

1. Advertising Display Area. The advertising display surface area encompassed within any one geometric figure which would enclose all parts of the Sign display but excluding the structural supports for a Sign, whether they be columns, pylons, or a building or part thereof. In computing the area, the rules below and standard mathematical formulas for known common shapes will be used. The Administrator may break down complex forms up to three (3) component simple forms; however, all pertinent area shall be included.
2. Background panel Signs. Sign Copy that is mounted, affixed, or painted on a background panel or area distinctively painted, textured, or constructed as a background for the Sign Copy, is measured as that area contained within any one geometric figure that will enclose both the Sign copy and the background. In computing the area, the standard mathematical formulas for known common shapes will be used. The Administrator may break down complex forms into component simple forms; however, all pertinent area shall be included.
3. Background surface Signs. The area of a Sign consisting of Copy mounted as individual letters, visual elements, or graphics against a wall, fascia, or parapet of a building surface or another surface, that has not been painted, textured, or otherwise altered to provide a distinctive background for the Sign Copy, is measured as any one geometric figure that will enclose each word, graphic or discrete visual element in the total Sign. In computing the area, the standard mathematical formulas for known commons shapes will be used. The Administrator may break down complex forms into component simple forms; however, all pertinent area shall be included.
4. Illuminated background Signs. The area of a Sign with copy mounted, affixed, or painted on an illuminated surface or illuminated element or a building or structure, is measured as the entire illuminated surface or illuminated element which contains Sign copy.

5. Double-faced Signs. If a Sign has two display faces, and the interior angle between the two faces is sixty (60) degrees or less, then the Sign area is one Sign face only; however, if the two faces are of different sizes or shapes, then the larger is used. If the Sign has two display faces, and the interior angle between the two faces is greater sixty (60) degrees, then the Sign area is the sum of the areas of the two faces.
6. Multi-faced Signs. If a Sign has three or more faces, then the Sign area is equal to fifty percent (50%) of the aggregate area of all Sign faces. No single face shall be greater than the maximum advertising display surface area of the sign. The area of each face shall be determined according to subsection A.1-4 of this section, as applicable.
7. Sculptural and nonplanar Signs. The area of a spherical, free form, sculptural, or other nonplanar Sign is fifty percent (50%) of the sum of the areas, using only the four vertical sides of the smallest four-sided polyhedron which will completely enclose the entire Sign Structure.

B. Measurement of Sign Height

Except for Bill Boards subject to Part 7.01.00, the height of a Free-Standing or Ground Sign shall be measured as the vertical distance from the crown of the road, other than an elevated roadway, immediately adjacent to the structure or from the existing natural grade immediately adjacent to the structure, whichever is higher.

C. Sign Illumination

1. Sign Illumination is prohibited for Temporary Signs.
2. Except for Automatic Changeable Message Devices, all Sign Illumination shall be white and shall have a color temperature between 2500K (Kelvin) to 4000K (Kelvin).
3. All Signs, except those Signs not greater than sixty-four (64) square feet in size or where the top of the Sign is not greater than eight (8) feet from the top of established grade, shall comply with the following lighting and illumination requirements:
 - a. Signs shall be top-lighted with the point light source facing downward.
 - b. No Sign shall be Erected, or any existing Sign operated, where Illumination is not shielded to prevent beams or rays of light from being directed at any portion of the traveled right-of-way, including Interstate and federal-aid primary highways and other rights-of-way, so as to prevent any driver seeing a Sign's point light source.
 - c. No Sign shall be Erected, or any existing Sign operated, where Illumination is not shielded to prevent beams of light from being directed at any residential Use property. No Sign's point light source shall be located so that it may be seen from residential Use property.
 - d. No Sign shall be illuminated at a level greater than 0.3 footcandles over

ambient light levels, as measured using a foot candle meter at a pre-set distance in accordance with the following:

1. At least 30 minutes past sunset, ambient light shall be measured using a foot candle meter for the area, excluding light from the illuminated copy;
 2. The measurement must be taken 150 feet from the source.
- e. No Sign shall be Erected, or any existing Sign be operated, where Illumination is of such intensity or brilliance as to cause glare or impair the vision of any driver of any motor vehicle or which interferes with any driver's operation of a motor vehicle. The limits of Illumination shall be determined by the County Administrator with the assistance of the Building Department.

D. Viewpoint Neutrality

Notwithstanding anything in this Article to the contrary, no Sign or Sign Structure shall be subject to any limitation based upon the viewpoint of the message contained on such Sign or displayed on such Sign Structure.

E. Substitution of Non-Commercial Speech for Commercial Speech

Notwithstanding anything contained in this Article to the contrary, any Sign Erected pursuant to the provisions of this Article may, at the option of the Owner, contain a Non-Commercial Message in lieu of a Commercial Message, and the Non-Commercial Copy may be substituted at any time in place of the Commercial Copy. The Non-Commercial Message (Copy) may occupy the entire Sign Face or any portion thereof. The Sign Face may be changed from a Commercial Message to a Non-Commercial Message or from one Non-Commercial Message to another Non-Commercial Message; provided, however, that there is no change in the size, height, setback, or spacing criteria contained in this Article.

F. Consent of Legal Owner of Property

No Sign may be displayed or Erected without the consent of the legal owner of the property on which the Sign is displayed or Erected. For purposes of this subsection, "owner" means the holder of the legal title to the property and any party and person holding a present legal right to possession, control, or use of the property.

G. Signs on Public Property

Any Sign installed or placed on public property, except in conformance with the requirements of this Article or otherwise permitted, shall be deemed illegal and shall be forfeited to the public and subject to confiscation. In addition to other remedies hereunder, the County shall have the right to recover the cost of removal and disposal of such Sign from the owner or person placing such Sign.

H. Signs That Obstruct Means of Egress

No Sign shall be Erected so as to obstruct any fire escape, required exit, window, or door opening intended as a means of egress.

I. Signs That Interfere with Ventilation Openings

No Sign shall be Erected that interferes with any opening required for ventilation.

J. Signs Must Maintain Clearance from Utilities and Shall Not Interfere with Surface and Underground Water or with Drainage

Signs shall maintain a minimum distance of six (6) feet horizontal clearance and twelve (12) feet overhead clearance from electrical conductors and from all communications equipment or lines. Signs and Sign Structures shall maintain clearance from and noninterference with all surface and underground facilities and conduits for water, sewage, electricity, or communications equipment or lines. Sign placement shall not interfere with surface or underground water or with natural or artificial drainage.

K. Signs Shall Not Be Attached to Certain Property and Shall Not Impair Roof Access

Signs shall not be attached to standpipes, gutters, drains, or fire escapes. Signs shall not be installed so as to impair access to a roof.

L. Street Address Signs

For each parcel and for each tenant space, one Sign for the official Street Address shall be displayed for public safety and to serve as visible Street Address for delivery of mail and official governmental notification. All such Street Address Signs shall be visible and legible from the Street or right-of-way, and the numbers shall be a minimum of three (3) inches in height and one-and-one-half (1.5) inches in width. For a parcel in residential use, the street address Sign shall not exceed two (2) square feet in Sign area and may be externally illuminated. For a parcel in non-residential use, the Street Address Sign shall not exceed four (4) square feet in Sign area and may be externally or internally illuminated. Street address signs shall be excluded from the calculation of total Advertising Display Area.

M. Maintenance of Sign Location

For a Sign requiring a Sign Permit, weeds and grass shall be kept cut in front of, behind, underneath, and from around the base of the Sign for a minimum distance of ten (10) feet from the Sign base, and there shall be no rubbish or debris within ten (10) feet of the Sign base or underneath the Sign.

Sec. 7.00.07 Building Permits

It shall be unlawful for any person or business or the person in charge of the business to Erect, construct, alter, or maintain a Sign Structure, as defined in the Florida Building Code (FBC), without first obtaining a Building Permit from the County in accordance with the provisions of the FBC and applicable law. Permit fees for a Building Permit shall be paid in accordance with the applicable County fee schedules. The requirement of a Building Permit under the FBC is separate and independent of the requirement for a Sign Permit under this Article.

(NOTICE: Section 125.56, Florida Statutes, authorizes the counties of Florida to enforce the FBC as provided in Section 553.80, Florida Statutes. The FBC also regulates Signs and requires permits. St. Johns County enforces the FBC. Section 125.56(5), Florida Statutes provides that any person, firm, or corporation that violates the FBC is guilty of a misdemeanor of the second

degree. Please be aware that this Article does not include all of the Sign requirements that are contained in the FBC and are enforced by St. Johns County.)

Sec. 7.00.08 Sign Permits

Unless exempt from permitting, no Permanent Sign shall be Erected, altered, relocated, maintained, or displayed until a Sign Permit is obtained from, and the appropriate fee paid to, the County. The Sign Permit is in addition to any Building Permit required to be obtained pursuant to the provisions of the FBC.

No Sign Permit shall be issued for the display or Erection of a Prohibited Sign.

A Sign lawfully Erected may be Maintained, repainted, or have ordinary and customary repairs performed, including replacement of plastic or glass panels, without a Sign Permit; however, if such Sign is to be structurally altered in any manner, or involves replacing, repairing, disassembling, or refurbishing more than one-sixth (1/6) of a Sign Structure annually by any action, a new Sign Permit shall be required and the altered Sign must meet all requirements of this Article and this Code.

A. Exceptions from Permitting

Temporary Signs identified in Section 7.02.01 and 7.02.02 shall not require a Sign Permit.

Unless identified in Part 7.02.00 as not requiring a Sign Permit and unless otherwise excepted from requiring a Sign Permit, such as a Public Sign, all Permanent Signs shall require a Sign Permit. However, these exceptions in no way waive any requirement set forth in the FBC; or any limitation or restriction on the number, size, height, setback, placement, or duration of such Signs under this Article, or any limitation or restriction under any other applicable law or regulation.

B. Permits Not Required for Change of Sign Copy or Message

No Permit or Permit fee shall be required for changing the Copy or Message of a Sign, as long as no changes are made to the Sign's height, size, location, or Sign Structure. This exemption shall also apply to any change of Copy on a changeable Copy Sign.

C. Applicants

Permits shall only be issued to:

1. Persons licensed as Sign contractors, to include the following:
 - a. Certified Contractors (structural and/or electrical);
 - b. State Registered Contractors (structural and/or electrical); and
 - c. County Authorized Contractors (structural only; no electrical work allowed with this license).
2. Owners of property acting as their own Sign contractor, provided:
 - a. The property is held in the Owner's private personal name, by solely-owned proprietorship, or a partnership of individuals such that a human may

personally appear to claim the state-authorized exemption from contracting laws. No corporation, including a solely-owned or closely-held corporation, can personally appear to claim an exemption from contractor licensing;

- b. The property to benefit from the Sign is personally used by the Owner, not leased, rented, or used by another Person;
- c. The Sign total is less than \$25,000.00; and
- d. Any electrical work is permitted only after the Owner/Applicant successfully completes an open Code book questionnaire on technical basics of electrical work

D. Sign Permit Applications

A Sign Permit Application form must contain information as provided by Section 713.135, Florida Statutes, and shall be completed in its entirety and signed by the Applicant. The Sign Permit Application is in addition to any Building Permit application required by the FBC. The Applicant shall furnish the following information on or with the Sign Permit Application form:

- 1. Completed Clearance Sheet.
- 2. A Complete Sign Permit Application, which provides the following information:
 - a. Type of proposed Sign: (1) Ground, Pylon, Wall, or Awning; and (2) On-premise or Off-premise.
 - b. Square footage of all proposed Signs and location, number, and square footage of existing Signs.
 - c. Height of proposed Ground or Pylon Signs.
 - d. Proposed lighting information, if the Sign is to be Illuminated.
 - e. Elevation of Wall Sign depicting the location of the Sign in relation to any other store or office fronts.
 - f. Site plan indicating location of Sign in relation to property lines, Streets, public rights-of-way, easements, overhead utility lines, other utility facilities and equipment, buildings, other existing Signage, and location of Sign if within 500 feet or one-half (1/2) mile of the interstate system.
 - g. Billboard Application will be reviewed to determine sufficient Swapdown credits.
- 3. Site Plan (3 copies).
- 4. Three (3) sets of construction plans showing proposed Signs at one-quarter (1/4) inch per foot minimum scale. Method of design for ground supported Signs must be shown using American Society Civil Engineering Manual methodology. These plans must include:

- a. All structural details including foundation cross-section and attachment details;
 - b. All proposed electrical work including fixtures; and
 - c. Indicate if internally illuminated signage is listed with approved testing agency.
5. Supporting structural calculations (2 copies).
 6. Building Permit fee, if applicable.
 7. Clearance Sheet fee.
 8. A Comprehensive Design Plan drawn to a scale and detailed to demonstrate compliance with this Code. Such Comprehensive Design Plan shall include the Sign's maximum height, maximum square footage, exact dimensions, type of construction material, footers and construction designs, full structural details and calculations which shall be by a Florida Professional Engineer (P.E.) on Billboards and also on Ground Signs over twelve (12) feet in height or over one hundred (100) square feet in Advertising Display Area, and any Signs with internal and external lighting designs with designed wattage and electrical wiring. A detailed scaled Site Plan (3 copies) shall also be required showing exact Sign placement relative to Lot lines and buildings within a distance equal to the Sign's height.
 9. Applications for Signs to be located in special overlay districts with more restrictive Sign regulations than this Code shall be submitted complete with plans and details approved in writing by the applicable special overlay district architectural review process.
 10. On Billboard Applications, the Swapdown Classification point rating of the new Sign shall be calculated and transmitted to the Applicant within three (3) business days by the County Administrator so the applicant's Swapdown nominations or banked credit may be considered by the applicant to add to the application packet. The applicant's Swapdown nominations or sufficiently banked credits shall be required for a Complete Billboard Application. The following information is required to nominate a Billboard Swapdown:
 - a. Type of Support, i.e. wood, steel, monopole.
 - b. Height to Top Edge of Billboard.
 - c. Size of Advertising Face.
 - d. Location, i.e. Urban, Rural, Suburban.
 - e. Location within a Scenic Vista or Scenic Highway.
 - f. Roadway Classification.
 - g. Zoning Classification.
 - h. Lighting, if any.

i. Proximity of Buildings.

11. The Applicant shall designate whether the application is for a Billboard, On-premise, Special Event, or Development Sign.
12. If the Application is for an On-premise Sign, the Applicant shall provide documentation evidencing the business, person, activity, goods, product, commodity, service, or entertainment located on the Premises where the Sign is to be installed and Maintained.
13. If the Sign is to be Illuminated, a completed electrical Permit application shall be submitted.
14. The legal description of the property on which the Sign is to be Erected.

E. Sign Construction Specifications

1. Florida Building Code. Construction and Erection of Signs shall be in accordance with the structural requirements set forth in the FBC.
2. National Electrical Code. Signs having electrical connections of any kind shall be wired in accordance with the National Electrical Code (NEC).
3. Inspections. Any Sign having an electrical connection shall be permitted, inspected, and approved by the electrical inspector prior to its completion. All Sign Structures shall be inspected and approved by the Building Official. The inspection point shall be selected by the Building Official. All excavations for concrete Sign support bases shall be inspected and approved by the Building Official prior to the pouring of concrete.
4. Support requirements. The supporting members of all Signs shall be free of any external bracing such as guy wires or cables. All supporting columns shall be designed as integral or architectural features of the Sign.
5. Materials. Paper or cardboard Signs and cloth or plastic fabric banners may only be used in conjunction with a Special Event as provided herein. However, paper or cardboard Signs may be used for indoor Window Signs, when such are allowed.
6. Construction standards. All Signs shall be installed and constructed in a professional and workmanlike manner; and shall be maintained in good and safe structural condition and good physical appearance. All exposed structural components shall be painted, coated, or made of rust inhibitive material.

F. Sign Permit Application Review and Appeal

1. An Applicant shall submit a Sign Permit Application for a Permanent Sign to the County Administrator. The County Administrator shall review the Sign Permit Application for a determination of whether the proposed Sign meets the applicable requirements of this Article and any applicable zoning law of the County as set forth in this Code or the Comprehensive Plan.
 - a. The review of the Sign Permit Application shall be completed within ten (10) business days following receipt of a Complete and Sufficient

Application as specified in Section 7.00.08.D, unless the Sign is proposed to be located in an overlay district, in which case the review of the Sign Permit Application shall be completed within thirty (30) calendar days of submittal of a Complete and Sufficient Application as specified in Section 7.00.08.D.

- b. A Sign Permit Application shall either be approved, approved with any condition that is specifically described and set forth in this Code, or disapproved, and the decision shall be reduced to writing. A disapproval shall include or be accompanied by a statement of the reason(s) for the disapproval.
 - c. In the event that no decision is rendered within ten (10) business days of submittal of a Complete and Sufficient Application, or within thirty (30) calendar days of submittal for a Sign proposed to be located in an overlay district, the Application shall be deemed denied and the denial shall be a final decision of the County unless the Applicant timely appeals the denial to the Board of County Commissioners. At any time within thirty (30) calendar days following passage of the ten (10) business day period, or thirty (30) calendar day period for Signs proposed to be located in an overlay district, the Applicant may submit via certified mail a written request to the County Administrator for a decision setting forth the reason that the Application was not approved. The County Administrator shall promptly respond within ten (10) business days after receipt of the written request by providing a written explanation of the reason(s) for the nonapproval of the Sign Permit Application.
2. An approval, an approval with conditions, or disapproval by the County Administrator shall be deemed the final decision of the County upon the Application unless the Applicant timely appeals to the Board of County Commissioners.
 3. Any written decision of the County Administrator pertaining to Sign permitting may be appealed to the Board of County Commissioners by filing a written notice of appeal that includes all pertinent information and paying the required appeal fee established by Resolution of the Board of County Commissioners.
 - a. The written notice of appeal must be filed with the County Administrator within ten (10) business days of the written decision sought to be appealed.
 - b. Upon receipt of the written notice of appeal, the County Administrator shall set an appellate hearing before the Board of County Commissioners for a date no later than twenty (20) business days after filing of the written notice of appeal. The County Administrator shall provide the appellant written notice of the date, time, and location of the hearing by mail, electronic transmission or, or hand-delivery.
 - c. The Board of County Commissioners shall render a written order on the appeal within five (5) business days of the appeal hearing. If a written order is not rendered within five (5) business days of the appeal hearing, the appeal shall be deemed denied.
 - d. An appeal as provided herein shall stay all administrative proceedings until

a final determination on such appeal has been rendered by the Board of County Commissioners or Circuit Court; provided, however, that the Building Official may act to address any immediate peril, hazard, or danger to the public health or safety that the Building Official determines to exist.

4. All decisions of the County Administrator and the Board of County Commissioners shall be mailed, transmitted electronically, or hand-delivered to the Applicant and shall be deemed made when deposited in the mail, transmitted electronically, or hand-delivered to the Applicant. Whenever required by state statute, the explanation for a denial or disapproval of a Sign Permit shall include a citation to the applicable portions of an ordinance, rule, statute, or other legal authority for the denial of the Permit. In the event that the Applicant fails to receive a statutorily required explanation, the Applicant shall submit a written request for the explanation to the County Administrator by certified mail.
5. The deadlines in subsections F.1 and F.3 above shall be stayed and suspended in the following circumstances:
 - a. In any case in which the Application requires a rezoning of the property, or an amendment to the comprehensive plan of the County, upon the written request of the Applicant delivered to the County Administrator by certified mail before the applicable deadline, the time shall be suspended until a final decision is made upon the application for the variance, rezoning, or comprehensive plan amendment.
 - b. In any case in which the Applicant is required to make any change to the Application in order to obtain an unconditional approval so as to satisfy an express provision of state law, this Code, or other County code or ordinance, upon the written request of the Applicant delivered by certified mail to the County Administrator before the applicable deadline, the time shall be suspended while the Applicant makes such change.
 - c. If an Applicant is required by state statute or by any express provision of either this Code or other County code or ordinance, to obtain an approval of the Sign from any other governmental agency within the limitations set forth in Section 166.033(4), Florida Statutes, upon the written request of the Applicant delivered to the County Administrator by certified mail before the applicable deadline, the time shall be suspended. The time shall remain suspended until such approval is obtained or until the Applicant requests in writing delivered by certified mail to the County Administrator that the County take final action. The County shall comply with the provisions of Section 166.033(4), Florida Statutes.
 - d. In any of the foregoing cases, the Applicant may elect to not make any changes to the Application or to not obtain an approval that may be required by another governmental agency, and may instead demand in writing a final decision upon the Sign Permit Application as filed. Such a written demand shall be delivered by certified mail to the County Administrator. In such event, the County Administrator, or the Board of County Commissioners in the context of an appeal, shall make a decision on the Application as appropriate within thirty (30) calendar days after receiving such demand. If a decision is not made in such a time, the

Application shall be deemed denied.

- G. Any person aggrieved by the decision of the Board of County Commissioners or aggrieved by any failure by the Board of County Commissioners to act upon a Sign Permit Application in accordance with this Code shall have the right to seek judicial review by the Circuit Court of the Seventh Judicial Circuit in and for St. Johns County, Florida, or by any other court of competent jurisdiction, filed in accordance with the requirements of law, seeking such appropriate remedy as may be available.
- H. If an Applicant believes that his or her speech rights are being denied due to enforcement of subsections F.3, F.4, or F.5 above, the Applicant may immediately contact the County Administrator in writing via certified mail and request immediate review of any pending Sign Permit Application. If such a letter is received by the County Administrator, the County shall have twenty (20) calendar days to review the Application as under subsection F.1 above, notwithstanding the provisions of subsections F.3, F.4, or F.5. above. If the County Administrator does not respond with twenty (20) calendar days of receipt of the written request, the substance of the Applicant's complaint shall be deemed rejected.
- I. If an Application is deemed incomplete, the Applicant may either take steps to submit a Complete and Sufficient Application or challenge the County's decision by seeking judicial review by the Circuit Court of the Seventh Judicial Circuit in and for St. Johns County, Florida, or by any other court of competent jurisdiction, filed in accordance with the requirements of law, seeking such appropriate remedy as may be available.

J. Inspection

The County Administrator may make or require any inspections to ascertain compliance with the provisions of this Article, the Code, and the Comprehensive Plan.

K. Revocation of Sign Permit

If work under any Sign Permit is proceeding in violation of this Article, this Code, the Comprehensive Plan, or the FBC, or should it be found that there has been any false statement or misrepresentation of a material fact in the Application or plans on which the Sign Permit was based, the Permit holder shall be notified of the violation, false statement, or misrepresentation. If the Permit holder fails or refuses to make corrections within ten (10) days of the date of the notice, the County Administrator shall revoke such Sign Permit and serve written notice upon such Permit holder by certified mail or personal service. It shall be unlawful for any person to proceed with any part of work after such notice has been issued.

Sec. 7.00.09 Enforcement and Penalties

As provided by Section 125.69, Florida Statutes, any person violating any of the provisions of this Article shall be prosecuted in the same manner as misdemeanors are prosecuted. Each day that a violation continues may be deemed a separate violation. Notwithstanding anything in this Code or in any other law of the County to the contrary, a penalty for violation of this Article shall be limited to civil penalties only and shall not extend to any criminal penalty, including but not limited to incarceration.

Additionally, this Article may be enforced by any other means prescribed by law, including injunctive relief and any of the provisions of Chapter 162, including Part II, Florida Statutes, and

any County Ordinances enacted thereunder.

PART 7.01.00 BILLBOARD SIGNS

Sec. 7.01.01 Intent and Future Billboards

A. Control on Additional Total Faces

No increase in the total number of Billboard Faces in the County shall be permitted, and no new Billboard Faces shall be hereinafter permitted or Erected unless fully compliant with this Code. All Billboards and Faces not fully in conformance with this article are hereby declared Non-Conforming; however, existing Billboards and Faces may continue in Use until destroyed, abandoned, or removed. Notwithstanding said prohibition on an increase in the total number of Billboards, the Billboard reduction and compliance program outlined below allows compliant new Billboards. The program includes the voluntary action of the Billboard Owner and either:

1. Remodels an existing Billboard into greater conformity with this Code, such as decreasing size or reducing height, or
2. Allows a totally conforming new Billboard in exchange for removal of an existing Non-Conforming Billboard of similar style and construction, or
3. Reduces the total Billboard Face count by removal of multiple existing Billboard Faces by the Swapdown methodology detailed below in exchange for a permit to build a new conforming Billboard Face.

B. Future Billboard Locations

Compliance with the Comprehensive Plan and applicable Land Development regulations is required and evidence of compliance with both shall be provided to the County with the permit application and shall be in accordance with the provisions below. Billboards are allowed only on certain property and sites, as provided in below:

1. Billboards, within the requirements of this Code, shall be allowed within the Commercial Highway Tourist (CHT) Zoning District, Commercial Intensive (CI) Zoning District, Industrial Warehouse (IW) Zoning District, and Heavy Industrial (HI) Zoning District that exist within the Mixed Use, Industrial, or Commercial land Use designations, as designated on the Comprehensive Plan Future Land Use Map.
2. Billboards, within the requirements of this Code, shall be allowed on parcels of land being requested for new Planned Unit Development (PUD) zoning that contain a minimum five acres of land for Uses as those allowed in CHT, CI, IW, or HI zoning and subject to the PUD development plan stating such Signs shall be allowed as a Use within the PUD and that such Signs be integrated into the overall unified development plan. Billboards Erected within the PUD zoning districts shall be subject to the requirements of this Code.

Any Applicant within an existing approved PUD that proposes to Erect a Billboard within the existing approved PUD and has not specifically listed Billboards as a permitted Use within the PUD, shall be subject to obtaining major modification approval prior to the Erection of the Billboard. Such major modification shall be processed through the standard major modification process, as established in this

Code, and may only be approved by the Board of County Commissioners. All Billboard signage provided in PUD zoning districts shall comply with the requirements of this Code, unless more stringent Sign requirements apply.

3. Billboards, within the requirements of this Code, may be allowed on property zoned to allow Billboards, as provided herein, on any Business Site that contains an existing business that uses On-premise Signs. Any Billboard permitted as an Off-premise Sign that displays On-premise messages shall thereby be deemed to be an On-premise Sign and shall meet all requirements for On-premises Signs set forth in this Article.

Sec. 7.01.02 Types of Billboards Allowed

A Billboard Structure may be single or multi-faced, provided any multi-faced Billboard Structure shall have advertising surfaces of equal size and shape, excluding Embellishments. For purposes of this Article, the following shall be considered multi-faced Billboards:

- A. A Billboard Structure where two (2) Facings are placed parallel back-to-back within six (6) feet of each other, or
- B. A Billboard Structure with two or more Faces when constructed in the form of a "V" as viewed from above, provided the internal angle at the apex is not greater than sixty (60) degrees and the Billboard Facings are not separated by more than thirty-six (36) inches at the apex on the "V", or
- C. A Billboard Structure with three (3) Faces forming a triangle "Δ" shape when viewed from above, with the Faces each within three (3) feet of the adjacent Face at the corners.

Sec. 7.01.03 General Requirements

A. Height

Billboards shall not exceed thirty-five (35) feet in height; except Billboards along Interstate 95 shall not exceed forty (40) foot in height. The height of a Billboard shall be measured from the higher of (1) the crown of the road immediately adjacent to the structure, or (2) the existing natural grade immediately adjacent to the structure.

B. Size

A Billboard Facing area shall not exceed three hundred seventy-eight (378) square feet, excluding Embellishments; except a Billboard Facing area along Interstate 95 shall not exceed five hundred sixty (560) square feet, excluding Embellishments.

C. Materials

Billboards may be constructed upon wood poles, steel I-Beams, or monopoles.

D. Sign Structure

No portion of the Sign Structure of a Billboard shall be visible above any Advertising Display Area, excluding Embellishments. No Billboard or Billboard Sign Structure shall be above a Building. No new Building shall be hereafter permitted when any portion would be beneath any part of an existing Billboard or Billboard Sign Structure.

E. Movement

No Billboard shall be Erected, or any existing Billboard modified or operated, that incorporates Flashing, Scintillating, Beacon, or Running Lights, or Animated Copy.

F. Embellishments

Embellishments may be added to Billboard Facings; provided, however, such Embellishments shall not exceed ten percent (10%) of the total Advertising Display Area.

G. Owner Identification

All Billboards Erected, operated and maintained within the County shall carry, and have displayed upon them, the Owner's name information displayed in such a manner as to provide clear readable visibility from the abutting road right-of-way during daylight hours.

H. Multi-Message Faces

Nothing herein shall prohibit a Billboard Face displaying no more than two (2) horizontal side-by-side messages of the same size and shape, excluding Embellishments, facing the same direction.

I. Building Standards

Billboards shall be subject to the requirements of the Occupational Safety and Health Administration (OSHA) and the FBC.

J. Lighting

Billboards may be lighted in accordance with Section 7.00.06.C of this Article.

K. Non-Conforming Billboards

Any Billboard Face or Billboard Sign Structure failing to meet all requirements of this Article on the effective date of this Code shall become Non-Conforming.

Sec. 7.01.04 Established Setbacks and Spacing (See Appendix D for Illustration)

A. Rights-of-way

No part of a Billboard or Billboard Sign Structure shall be Erected within fifteen (15) feet of the right-of-way of an interstate highway, federal-aid primary highway, or other right-of-way.

B. Separation from Residential Property

No part of a Billboard or Billboard Sign Structure shall be Erected within one hundred (100) feet of any property zoned to allow residential Use as a principal Use.

C. Public Facilities

No part of a Billboard or Billboard Sign Structure shall be located within one hundred (100) feet of the nearest property lines of any public park, municipal, county, state or federal

building, religious institution or any public or private school.

D. Corner Lots

On any corner lot, no part of a Billboard shall be Erected or project within the triangular area formed by the street right-of-way lines and a line connecting them at points fifty (50) feet from the corner formed by the intersection of the street right-of-way lines.

E. Spacing

For purposes of this subsection E, "Billboard" means and includes Billboards and On-premise Signs that exceed three hundred (300) square feet. No part of a Billboard or Billboard Sign Structure shall be permitted or Erected unless all the required distances to the nearest existing Billboard is assured as provided herein. Distance between Billboards and Billboard Sign Structures on the same side of a roadway shall be measured linearly along the center line of the roadway abutting the Billboards or Billboard Sign Structures, between points directly opposite that part of the Sign nearest the roadway; or in the case of parallel Billboards, from a point opposite the center of the Billboards

1. Along Interstates

No Billboard or Billboard Sign Structure shall be permitted or Erected closer than one thousand five hundred (1,500) feet to the nearest Billboard or Billboard Sign Structure on the same side of the highway.

2. Along Federal-Aid Primary Highways or Other Right-of-Way

No Billboard or Billboard Sign Structure shall be permitted or Erected closer than one thousand (1,000) feet to the nearest Billboard or Billboard Sign Structure on the same side of the highway.

3. Radial Spacing

Excluding street intersections, no Billboard or Billboard Sign Structure shall be permitted or Erected within a five hundred (500) foot radius from an existing Billboard or Billboard Sign Structure. The distance between such Billboards or Billboard Sign Structures shall be measured as the shortest horizontal distance between any part of the structures or Faces.

4. Intersections

No more than two (2) Billboards or Billboard Sign Structures shall be permitted or Erected at a road or street intersection, and such Billboards or Billboard Sign Structures (if more than one (1)) shall be located at diagonal corners of the intersection. The minimum separation distance between the nearest parts of the diagonally placed Billboards or Billboard Sign Structures shall be two hundred (200) feet. For the purpose of this paragraph, intersection shall mean within five hundred (500) feet of the point where the roadway center lines intersect. For the purpose of determining Non-Conforming existing Billboards, the order in time of Billboard Erection shall determine if the spacing is Non-Conforming.

5. Proximity to Scenic Highways

No Billboards or Billboard Sign Structure shall be permitted or Erected within six hundred (600) feet of the right-of-way along either side of any designated Scenic Highway, as measured from the edge of right-of-way. Any Billboard Erected outside the six hundred (600) foot area shall not be visible from the Scenic Highway at the time of permitting or immediately after Erection. For purposes of this paragraph, "visible" shall mean visible by the unaided human eye from a point six (6) feet above the centerline of the Scenic Highway. Any Billboard greater than two thousand five hundred (2,500) feet from the centerline of the Scenic Highway shall be deemed not visible.

6. Utility Lines

No Billboards or Billboard Sign Structure shall be permitted or Erected that interferes with any underground and over-head utility lines in compliance with the NEC and OSHA regulations.

Sec. 7.01.05 Swapdown Requirement for New Permits

A. Swapdown Billboard Removal Prerequisite

Prior to issuance of a Billboard Building Permit for a new Billboard conforming to this Article, the Applicant shall remove Swapdown Billboard(s), as detailed herein, or utilize credits from prior permitted removal of Billboard(s) which were classified under the procedures detailed herein. When an Applicant proposes removal of Swapdown Billboard(s), written confirmation of removal upon on-site inspection by the County Administrator or designee must be on file in the Building Department before a Permit will be issued.

B. Classification Information on Swapdown Billboards

To nominate a Billboard Swapdown, the Owner shall provide written detail of the Billboard's characteristics sufficient to allow the Billboard to be rated by the Classification procedures established in this Part and to determine:

1. Type of Sign Structure, i.e. wood, steel, monopole;
2. Height to Top Edge of Billboard;
3. Advertising Display Area;
4. Location, i.e. Urban, Rural, Suburban;
5. Location within a Scenic Vista or Scenic Highway;
6. Roadway Classification;
7. Zoning Classification;
8. Lighting, if any; and
9. Proximity of Buildings.

C. Swapdown and Classification Procedure at Permitting

Applicants for Billboard Permits shall nominate Swapdown Billboards with the Classification Information above or banked credits to be utilized in permitting any new Billboard. The County Administrator or designee shall inspect each nominated Swapdown Billboard to confirm the Classification Information provided and shall rate the nominated Swapdown Billboard based on the details established in this Part. Within fourteen (14) days of receiving a Complete and Sufficient Application including Swapdown nominations, the Building Department shall notify the Applicant in writing of the tentative Swapdown ratings and issue a written "Intent to Permit" letter when only removal of any specified existing Swapdown Billboards is required for permit issuance.

D. Registration of Existing Billboards

All Billboards located within the County shall be registered with the County Administrator. A master registry of all existing Billboards shall be created to provide details on Billboard location and characteristics.

E. Classification Points for Swapdown Permitting

Each Face of a proposed new and/or an existing nominated Swapdown Billboard shall be rated in accordance with the physical characteristics of the Billboard Face, the Sign Structure, and the site location. Such classification points are termed "Raw Classification Points" and shall be determined and assigned from the table below:

BILLBOARD CHARACTERISTICS	RAW POINTS
SIGN STRUCTURE (a) Wooden Poles (b) Metal Framework (c) Monopoles	 1 2 6
HEIGHT TO TOP OF FACE (a) Up to 20 feet in height (b) Over 20 to 25 feet in height (c) Over 25 to 30 feet in height (d) Over 30 to 35 feet in height (e) Over 35 feet in height	 1 2 3 4 5
ADVERTISING DISPLAY AREA (a) Up to 200 square feet (b) Over 200 to 400 square feet (c) Over 400 square feet	 1 2 3
LIGHTED FOR NIGHT VISIBILITY (a) Not lighted (b) Lighted from top only (c) Ground or bottom lighted/other illumination	 0 2 3
PLACEMENT OF BILLBOARD (a) Any part of the Billboard is above a building (b) Any part of the Billboard is within a Scenic Highway or Vista	 4 8

BILLBOARD CHARACTERISTICS	RAW POINTS
SITE LOCATION PROXIMITY (a) In Rural area (b) In Suburban area (c) In Urban developed area	1 2 3

F. Adjustments for Compliance Factors

To determine Classification Points of various Billboard Faces, the Raw Points from Section 7.01.05.E. above shall be adjusted based upon use of the one most severe applicable compliance factors below:

1. Proposed Faces fully compliant with this Code shall have Classification Points equal to the Raw Point total.
2. Existing Faces:
 - a. Still fully compliant with this Code shall have Classification Points equal to the Raw Point total.
 - b. Now noncompliant by virtue of excess height or size only, shall have the Raw Point total reduced by a 0.75 multiplier to determine Classification Points.
 - c. Now noncompliant by virtue of existence in land Use (zoning) category not allowing Billboards in this Code, shall have the Raw Point total reduced by a 0.62 multiplier to determine Classification Points.

G. Application Methodology

1. After receiving nominations of registered Billboards by an Owner seeking a Permit for a new Billboard or Billboard removal, the County Administrator or designee shall provide the Owner, Applicant, or designee with Classification Point information on Registered Swapdown Billboards in accordance with Section 7.01.05.E and F. Joint onsite visits to nominated Swapdown Billboards shall be made or scheduled within three (3) business days of the Owner's request to the County Administrator to resolve questioned Classification decisions. The final Classification Points shall be those utilized in Swapdowns for new permitted Billboard Faces. Appeals on Classification Points shall be heard by the Adjustment and Appeals Board under the FBC for technical matters within fourteen (14) days of the Applicant's written request to the County Administrator. No Classification Points shall be allowed on unregistered Billboards.
2. Owners of existing Billboards may apply for a Building Permit to voluntarily remove Billboards before submitting an Application for a new conforming Billboard. Classification Points for such early removals shall be credited to the Billboard Owner for future Swapdown use. Said Building Permit numbers shall be used by the County Administrator and by the Owners to determine and monitor Classification Points credited and banked for future use by the Owner.

3. No Classification Points shall be earned or assigned to any Billboard lost by abandonment, removal pursuant to development approval, or adversely affected by any means so that fifty percent (50%) or more of uprights supporting advertising Faces are no longer serviceable. Furthermore, no Classification Points shall be given for removals required when a Billboard land lease is not renewed by the land Owner.
 4. Owners may assign, transfer, or convey by notarized writing any unused credited Classification Points to another Billboard Owner for Swapdown use by the other Owner.
 5. In the event the new proposed Billboard requires fewer Classification Points than earned or assigned to the Swapdown Billboard(s) removed, the County Administrator or designee shall determine the amount of excess points from Swapdown Billboard removal, to be credited and banked for future use by the Owner as provided above, and provide a written copy of determination to the Owner by certified mail.
- H. Examples of Billboards rated by Raw Points, Classification Points, and Swapdown use are detailed in **Appendix G** to this Code.

PART 7.02.00 ON-PREMISES SIGNS

Sec. 7.02.01 Temporary and Permanent Signs Allowed in Zoning Districts

The Signage rights and responsibilities for Temporary Signs and Permanent Signs shall be determined by the provisions of Section 7.00.06, General Provisions, and by the Sign provisions for the zoning districts as set forth in this Part.

However, in connection with residential Uses in nonresidential zoning districts and nonresidential Uses in residential zoning districts, the Signage rights and responsibilities applicable to any particular Use shall be determined as pursuant to the zoning district.

Sec. 7.02.02 Temporary Signs Allowed in Zoning Districts

- A. Within its zoning districts and subject to any applicable provisions within Section 700.06, General Provisions, the County shall allow Temporary Signs that meet the criteria and limitations set forth below.

ZONING DISTRICTS ¹	RS-E, RS-1, RE-2, RS-3, RG-1, RG-2, RMH, RMH(S), Residential Portions of PUDs and PRDs; OR	OP, CN, CHT, CG, CI, CR, CW, CHI, TCMU, IW, HI, Non-Residential Portions of PUDs and PRDs, PS, AD
Maximum number of Temporary Signs per Parcel ²	2	4
Maximum Advertising Display Area per Temporary Sign ³	6 sq. ft.	32 sq. ft.
Maximum aggregate Advertising Display Area for all Temporary Signs on a Parcel ⁴	12 sq. ft.	128 sq. ft.
Maximum Sign height for a Temporary Free-Standing Sign	6 ft.	6 ft.
Maximum Sign height for a Temporary Wall or Window Sign	15 ft.	15 ft.
Minimum setback of a Temporary Sign from the front property line	5 ft.	5 ft.
Minimum setback of a Temporary Sign from any adjoining property lines	15 ft.	5 ft.

¹ Zoning districts are referred to by the abbreviations provided in Section 2.01.02.B of this Code.

² There is no limit on the number of separate Messages that may appear on the allowable surfaces(s) of any Temporary Sign.

³ The square foot limitation is per Face based on a Single-Faced Temporary Sign. For example, a six (6) square foot limitation means that there is a limit of six (6) square feet of Advertising Display Area per Face for a Double-Faced Temporary Sign, for an aggregate of twelve (12) square feet per Double-faced temporary sign.

⁴ The square foot limitation is per Face, based on a Single-Faced Temporary Sign. The circumstances on some parcels may reduce the aggregate Advertising Display Area allowed.

ZONING DISTRICTS ¹	RS-E, RS-1, RE-2, RS-3, RG-1, RG-2, RMH, RMH(S), Residential Portions of PUDs and PRDs; OR	OP, CN, CHT, CG, CI, CR, CW, CHI, TCMU, IW, HI, Non-Residential Portions of PUDs and PRDs, PS, AD
Minimum setback of a Temporary Sign from the Right-of-Way ⁵	5 ft.	5 ft.
Minimum spacing from any other Temporary Ground Sign	15 ft.	15 ft.
Allowed on public property or public right-of-way	No	No
Allowed within sight visibility triangle	No	No
Illumination allowed	No	No
Duration allowed after event ends	7 calendar days	7 calendar days

⁵ Not applicable to Wall Signs.

- B. A Temporary Public Sign, Statutory Sign, or Traffic Control Device shall not require a Sign Permit and, unless otherwise provided herein, shall be allowed in all zoning districts and on public property and public rights-of-way. However, the foregoing shall have no impact on any separate requirements established by state statute for building permits, electrical permits, or other statutory permits.

Sec. 7.02.03 Additional Temporary Signs

- A. A Lot, Parcel, or unit of property for which Construction Plans or a Building Permit has been approved or secured for construction of a building or project is allowed one additional Temporary Sign, irrespective of Copy or Message, and the corresponding increase in the maximum aggregate Advertising Display Area for all Temporary Signs on the Lot or Parcel. Such additional Temporary Sign shall not be displayed or Erected sooner than thirty (30) calendar days prior to construction and shall be removed by the earlier of (a) seven (7) days after completion of the building or project, (b) the issuance of a Certificate of Occupancy, or (c) seven (7) days after construction operation has ceased. Such additional Temporary Sign shall otherwise comply with the criteria and limitations in section 7.02.02 above for its corresponding zoning district regarding maximum Advertising Display Area per Temporary Sign, height, setback, spacing, public property, public rights-of-way, sight visibility triangle, and illumination.
- B. A Lot, Parcel or unit of property offered for sale, lease, or rent is allowed one additional Temporary Sign, irrespective of Copy or Message, and the corresponding increase in the maximum aggregate Advertising Display Area for all Temporary Signs on the Parcel. Such additional Temporary Sign shall be removed no later than seven (7) calendar days after the Parcel or unit changes ownership, is rented, is leased, or is otherwise no longer for sale, lease, or rent. Such additional Temporary Sign shall otherwise comply with the criteria and limitations in section 7.02.02 above for its corresponding zoning district regarding maximum Advertising Display Area per Temporary Sign, height, setback,

spacing, public property, public rights-of-way, sight visibility triangle, and illumination.

- C. A platted Residential Subdivision or Development offering individual lots for sale may designate one (1) parcel to be allowed one (1) additional Temporary Sign that has a maximum ADA of 32 square feet located at the primary entrance to the platted residential subdivision, irrespective of Copy or Message, and the corresponding increase in the maximum aggregate Advertising Display Area for all Temporary Signs on the parcel. Such Temporary Sign shall be removed no later than seven (7) calendar days after individual lots are otherwise no longer for sale. This Temporary Sign pursuant to this sub-section C, shall otherwise comply with the criteria and limitations of section 7.02.02 above using the residential zoning district criteria regarding height, setback, spacing, public property, public rights-of-way, sight visibility triangle, and illumination. This Temporary Sign may not be placed on individual lots offered for sale. A residential development may only have one (1) sign pursuant to this sub-section C.

Sec. 7.02.04 On-Premise Permanent Signs

The following standards, criteria, and provisions shall apply to all On-premise Permanent Signs throughout the County in Commercial and Industrial zoning districts, as defined in this Code, and to non-residential portions of PUDs, unless otherwise stated. This section does not apply to: (a) sites located along a designated Scenic Highway or within a Scenic Vista subject to Part 7.07.00; (b) sites located within special overlay districts, which are governed pursuant to Article III; (c) residential subdivision sites subject to Part 7.06.01 and located within Open Rural, residential zoning districts, residential portions of PUD zoning districts; (d) sites zoned PUD that have an approved unified Sign plan with associated waivers to Article VII; (e) and sites located along the Racetrack Road Overlay subject to Part 7.10.00. Such excepted sites have more restrictive Signage limits as detailed in the applicable Land Development Regulations and PUD zoning approvals.

A. General; Additional Variance Criteria

1. On-premise Signs, within the requirements of the Code, may be erected on any Business Site or Parcel in Commercial or Industrial districts zoned to allow such. On-premise Signs on Business Sites located in either Open Rural or residential zoning districts shall not exceed thirty-two (32) square feet of area per side or ten (10) feet in height.
2. In addition to the requirements for a request for a Non-Zoning Variance of this Code as indicated in Section 10.04.03 of this Code, the Applicant must prove that the Copy, Face, or Message would not be effectively viewable from the nearest road or street right-of-way, and the Board of County Commissioners may approve such request after considering the following:
 - a. The distance of the Sign or Signs from the road or street right-of-way;
 - b. The speed limit on the road or street right-of-way;
 - c. The visible impact of the Sign or Signs from the nearest road or street right-of-way; and
 - d. The integration of the Sign or Signs into the architecture of the Building.

B. On-Premise Signs in PUDs

1. On-Premise signs within the requirements of this Code, may be Erected on parcels of land zoned PUD, subject to the PUD Master Development Plan text stating such Signs shall be allowed as a Use within the PUD. All Signage provided in PUD zoning classifications shall comply with the requirements of this Code. The Applicant for the PUD, the Owner of the PUD, or any designated agent of the Applicant or Owner of the PUD may request, with the submittal of the PUD application, a waiver in accordance with Section 5.03.02.G. of this Code of such Sign requirements to accommodate the Project. Waiver requests shall specify the ADA, height, number, and locations of the request.
2. In any PUD approved on or before the effective date of this Code, any request to modify the height, size, or square footage of the approved Signage applicable to the PUD as a whole or to modify the text of a Unified Sign Plan shall be deemed a major modification, pursuant to the requirements of this Code.
3. The design of any On-premise Sign or Signs not complying with the provisions of Article VII shall be submitted in a Unified Sign Plan with the PUD application and shall be reviewed with the PUD application or major modification.
4. The contiguous boundary of a PUD shall be considered the same property or property for purposes of on-premise signs advertising businesses or services within the PUD boundary.
5. Signage standards in this Article VII, including provisions and limitations of on-premise or off-premise signage, shall be for the PUD as a whole and not for any individual parcel or out-parcel in the PUD.
6. Variances to Signs within PUDs:
 - a. Deviations to signage standards in Planned Unit Developments that are limited to a specific sign and specific parcel may be approved by a Non-Zoning Variance application meeting the requirements of Sections 10.04.03 and 7.02.04.A, unless clearly prohibited by the PUD or Part 7.08.00.

C. On-Premise Signs at Non-Residential (Commercial and Industrial) Projects: Number and Size

The following table describes Sign types, the maximum number allowed, and maximum Advertising Display Area.

Sign Type	Maximum Number of Signs Related To Frontage on Street		Maximum Square Footage Per Sign (Advertising Display Area)
	# of signs	Street Frontage	
Ground Signs	1	Up to 100 feet	150 square feet

Sign Type	Maximum Number of Signs Related To Frontage on Street		Maximum Square Footage Per Sign (Advertising Display Area)
	# of signs	Street Frontage	
such as: Pole, Monument, and similar type Sign Structures	2	Over 100 to 200 feet	150 square feet each
	3	Over 200 to 500 feet	Two (2) at 150 square feet each; one (1) at 100 square feet
	4	Over 500 feet	Two (2) at 150 square feet each; two (2) at 100 square feet
Building Signs such as: Fascia, Marquee, Canopy, Building, Wall and similar Sign Structures		Number Not Limited	1.5 square feet per linear footage of Building Frontage. Maximum 150 square feet per Sign, not to exceed 200 square feet of Sign area per business (See Appendix C)

D. Maximum Size

In no case shall any individual Sign described above exceed one hundred fifty (150) square feet of Advertising Display Area. Each building is allowed a maximum of two hundred (200) square feet of signage related to building frontage per business.

E. Height Limits

Maximum height for On-premise Permanent Signs is based upon the Roadway Functional Classification, as provided in Appendix E, as amended, and except as otherwise provided in this Section, shall not exceed the maximum height as provided below. Height shall be measured pursuant to Section 7.00.06 of this Part.

Roadway Functional Classification	Maximum Height (feet)
State Roads (except SR 13)*	30
Major Collector (except International Golf Parkway and Race Track Road)*	25
Local Roads*	20
Minor Collector*	20

* Portions of SR/CR 13 and International Golf Parkway are designated as a Scenic Highway which, like Race Track Road and roads within overlay zones, have overlay Sign requirements as adopted by the Board of County Commissioners

During permitting, an Applicant may submit a written request to the County Administrator for an exception to the above height limits for no more than an additional ten (10) feet of height on State Roads and Major Collectors and no more than an additional five (5) feet

of height on Local Roads and Minor Collectors, when visibility of the Sign is obstructed by other Signs, buildings, trees, topographical and other natural features, and similar obstructions. The Sign Contractor may request the exception to increase the height of an existing Sign when existing circumstances or conditions change that create an obstruction. Within fourteen (14) days of the written request for exception, the County Administrator shall visit the site and shall approve or deny the request in writing. The decision of the County Administrator may be appealed to the Board of County Commissioners pursuant to Section 7.00.08 above.

F. Spacing

Adjacent On-premise Permanent Signs shall be separated by a distance at least equal to the width of the two Signs added together measured from the maximum width at any point of each Sign.

G. Automatic Changeable Message Devices

Automatic Changeable Message Devices shall be allowable only on an on-premise ground sign in a nonresidential project and shall count towards the maximum allowable ADA. All such signs shall be subject to the following conditions, which may not be waived or varied:

1. The sign or portion of the sign that is an automatic changeable message device shall not be greater than forty percent (40%) of the overall ADA for a sign and shall not exceed thirty (30) square feet, whichever is less;
2. No animated messages, including flashing or frame effect, blinking, fading, rolling, shading, dissolving, or any other effect that gives the appearance of movement;
3. The face or copy of the sign shall not change more than once every two (2) hours and must change simultaneously for the entire sign face;
4. Shall comply with illumination standards in section 7.00.06.C

Additionally, no Automatic Changeable Message Device Sign shall be illuminated at a level greater than 0.3 foot candles over ambient light levels, as measured using a foot candle meter at a pre-set distance in accordance with the following:

- a. At least 30 minutes past sunset, ambient light shall be measured using a foot candle meter for the area, excluding light from the illuminated copy;
- b. The measurement must be taken 150 feet from the source.

H. Manual Changeable Copy Sign

Manual Changeable Copy Sign, except as provided for in Article III of this Code, shall be allowable only on a ground sign and shall count towards the maximum allowable ADA. All such signs shall be subject to the following conditions, which may not be waived or varied:

1. The sign or portion of the sign that is a manual changeable copy sign shall not exceed thirty (30) square feet;
2. No portion of the sign shall appear to move, rotate, flash, or be a Prohibited Sign;

3. Any illumination shall comply with Section 7.00.06.C.

Sec. 7.02.05 On-Premise Permanent Signs - Interstate

The following standards, criteria and provisions shall apply to all On-premise Permanent Signs throughout the County on all Commercial and Industrial zoned sites located within the interstate system interchanges, as described below.

A. Standard Allowance

Each Business Site or Non-Residential PUD shall be allowed Signage in compliance with Section 7.02.04 above.

B. Additional Allowance

Each non-residential Business Site or Non-Residential PUD shall be allowed one (1) additional Pole Sign placed On-premises for primary visibility from the Interstate and designed in compliance with the following:

1. Business Sites or Non-Residential PUDs situated within five hundred (500) feet of the interstate system interchange right-of-way shall be allowed one (1) Pole Sign measuring one hundred twenty (120) feet in height with no more than three hundred (300) square feet of Advertising Display Area.
2. Business Sites Non-Residential PUDs situated between five hundred (500) feet and one-half (0.5) mile of the interstate system interchange right-of-way shall be allowed one (1) Pole Sign measuring eighty-five (85) feet in height with a maximum Advertising Display Area of two hundred fifty (250) square feet.

Sec. 7.02.06 Additional Permanent Signs in All Zoning Districts

The below signs are allowable in all zoning districts.

A. Flags

A sign permit shall not be required for Flags. Flags shall not count towards the maximum ADA specified in Section 7.02.04 above subject to the following conditions:

1. No more than three (3) Permanent Flags may be flown concurrently per site.
2. The maximum distance from top to bottom of all Flags situated on a single flagpole shall be twenty percent (20%) of the total height of the flagpole.
3. For Flags situated without a flagpole, the maximum distance from top to bottom of all Flags shall be twenty percent (20%) of the distance from the top of the Flag or insignia to the ground.
4. The Height of a flagpole located in a commercial or industrial zoning district shall not exceed the maximum height for On-premise Permanent Signs located in such zoning districts.
5. The Height of a flagpole located in a lot or parcel in residentially zoned district shall not exceed the maximum height for applicable structures in that lot or zoning

district.

B. Signs for the purpose of Ingress, Egress, or Direction

For safety purposes and for traffic circulation purposes, Permanent Signs for the purpose of ingress, egress or direction within a parcel are permitted when depicted on Construction Plans, provided the same do not exceed three (3) square feet in size and no more than three (3) feet in height. A Sign Permit is not required for a Permanent signs for the purpose of ingress, egress, or direction. Such signs shall not count towards the maximum ADA specified in Section 7.02.04 above.

C. Window Signs

Window Signs shall be legible only from the Premises on which they are located or from inside the Business. Window Signs shall not be used for Commercial Messages and shall not cover more than twenty-five percent (25%) of the area of any window or door. A Sign Permit is not required for a Window Sign.

Sec. 7.02.07 On-Premise Permanent Sign Setbacks and Placement Limits (See Appendix D for Illustration)

All On-premise Permanent Signs, including signs approved pursuant to Part 7.06.00, shall be setback five (5) feet from the front property line, ten (10) feet from the side property line, and ten (10) feet from the rear property line, as measured to the base of the Sign. No portion of the Sign may extend into the right-of-way. Signs Erected on Corner Lots shall not project within the triangular area formed by the street right-of-way and a line connecting such points twenty-five (25) feet from the corner formed by the intersection of the street right-of-way line.

PART 7.03.00 RESERVED

Sec. 7.03.01 Reserved

PART 7.04.00 RESERVED

Sec. 7.04.01 Reserved

PART 7.05.00 SPECIAL EVENT SIGNS

Sec. 7.05.01 Special Event Signs

- A. Special Event Signs are allowed when registered with the County Administrator or designee and when displayed or Erected in compliance with the provisions of this section.
- B. Every Special Event Sign shall be registered with the County Administrator or designee no later than one business day before it is initially displayed or Erected. Every registration shall state the type of Special Use Sign to be displayed or Erected during the Special Event.
- C. Each Person displaying or Erecting a Special Event Sign shall maintain a cumulative log of all Special Event Signs per calendar year and, upon request, shall present the log to the County for comparison to County records as necessary.
- D. Special Event Signs may not be displayed or Erected on any residential Property, and may not be displayed or Erected for more than a cumulative total of one hundred twenty (120) days per calendar year.
- E. No Special Event Signs may be located in, on, or over any public right-of-way.
- F. All Special Event Signs shall be removed immediately after the Special Event.
- G. Upon registering, the following listed Special Event Signs shall be allowed:
 - 1. Banners or Pennants. Each Banner or Pennant shall not exceed one hundred twenty (120) square feet in size and no more than three (3) total shall be used per Special Event. Any Banner or Pennant not registered in advance shall be prohibited.
 - 2. Anchored Balloons. Anchored Balloons may be many shapes and shall be anchored to and have contact with the ground at all times during display. Anchored Balloons shall not exceed thirty (30) feet in height when anchored from the ground. Any Anchored Balloon not registered in advance shall be prohibited.
 - 3. Flags when flown on poles. Any Flag not registered in advance shall be prohibited, except as allowed in Section 7.02.06.A

PART 7.06.00 SIGNS AND ENTRY FEATURES AT PROJECT ENTRANCES

Sec. 7.06.01 Signs at Entrances

- A. Residential Subdivisions. Each residential subdivision entrance is allowed two (2) Subdivision Entrance Signs. Such Signs shall be located outside of public rights-of-way and shall not encroach into any corner sight visibility triangle required pursuant to Section 7.00.06. Subdivision Entrance Signs may be internally or externally lighted and shall be landscaped. Subdivision Entrance Signs shall not exceed thirty-two (32) square feet in size of Advertising Display Area, shall be designed as a Monument or Ground Sign, and shall not exceed fifteen (15) feet in height.

Such Signs may be incorporated into a wall, fence, or other structure that also shall not exceed fifteen (15) feet in height. Such structures shall be located at least fifteen (15) feet from County-maintained right-of-way and shall obtain all required building permits.

- B. Mixed Use or Non-Residential Projects. Each subdivision, multi-family complex, or non-residential development located within a mixed Use project, or each non-residential project is allowed one (1) Sign located at or near the entrance to the subdivision, multi-family complex, or non-residential development. Such Signage is subject to the requirements provided in this Code.

In addition, Mixed Use projects, as a whole, shall be allowed one (1) Sign located and Erected at each major access point of the mixed Use project.

Signs shall be located outside of public rights-of-way. Signs pursuant to this subsection 7.06.01.B shall not exceed one hundred (100) square feet of Advertising Display Area, shall be designed as a Monument or Ground Sign, and shall not exceed fifteen (15) feet in height. Such Sign may be incorporated into a wall, fence, or other structure that also shall not exceed fifteen (15) feet in height. Such design shall be submitted on the Unified Sign Plan.

Sec. 7.06.02 Entry Features Associated with Project Identification

- A. Each project is allowed one entry feature associated with project identification, such as a stand-alone structure without any attached signage subject to the following:
1. Entry features and structures shall be uninhabitable;
 2. Entry features and structures shall have a maximum height of twenty-five (25) feet;
 3. Entry features and structures shall not be located within County-maintained right-of-way;
 4. Shall be setback a minimum of twenty (20) feet from the right-of-way;
 5. Shall not interfere with sight distance triangles.

PART 7.07.00 SCENIC HIGHWAY SIGNS AND ANTENNAS

Sec. 7.07.01 Scenic Highway Signs and Antennas

A. Designation

There are roads within St. Johns County that the Board of County Commissioners, the State of Florida and the Federal governments have determined to be scenic, due to natural, manmade, cultural, historic, archeological, and recreational resources that give the physical landscape its character and Significance. For purposes of this Article, these areas are designated as Scenic Highways or Scenic Roadways designated in Appendix B of this Code, and include SR 13/CR 13, also known as the William Bartram Scenic Highway, SR A-1-A and that portion of International Golf Parkway (formally known as Nine-Mile Road) that passes through Twelve-Mile Swamp. Scenic Highways require compatible Signage requirements that enhance scenic qualities. The following regulations pertain to these designated Scenic Highways or Scenic Roadways and supersede, where applicable, the other criteria provided in this Code. Appendix B, provides characteristics, findings of fact, and Declaration of Policy for Scenic Highways.

B. Regulations

In addition to the other provisions established in this Code, areas designated as Scenic Highways or Scenic Roadways designated in Appendix B of this Code are subject to the following requirements.

1. No Off-premise Signs are allowed within six hundred (600) feet of the right-of-way along either side of any designated Scenic Highway or Scenic Roadway, as measured from the edge of right-of-way; and any Off-premise Signs Erected outside the six hundred (600) foot designation, shall not be visible from the Scenic Highway at the time of permitting or immediately after Erection, except Real Estate Signs as provided herein. For purposes of this paragraph, visible shall mean human eye visibility from six (6) feet above the centerline of the Scenic Highway. Any Signs greater than two thousand five hundred (2,500) feet from the centerline shall be deemed not visible.
2. No Off-premise Signs are allowed within six hundred (600) feet of the right-of-way along either side of the road intersecting or abutting a designated Scenic Highway or Scenic Roadway for a distance of two thousand five hundred (2,500) feet from the Scenic Highway, measured from the centerline of the intersection, except Real Estate Signs as provided herein.
3. On-premise Signs includes all commercial business and subdivision Identification Signage and only may be designed as a Ground Sign, Pole Sign, Monument Sign, Building Sign, Canopy Sign, Fascia Sign, subdivision Sign, Wall Sign and Window Sign and similar Signage types described in this Code.
4. Each Business Site shall be allowed a maximum of two (2) On-premise entrance Signs, designed as a Ground Sign, Monument Sign or Pole Sign. No entrance Sign shall exceed the maximum area, maximum width, and maximum height, provided in (h) below of this Section. Such entrance Sign Structures shall be constructed of wood, masonry, brick, or stone (excluding Pole Signs). The Sign Structure shall be

a natural or earthtone color. The Advertising Display Area shall be designed within the Sign Structure. The Signs may be lighted internally or externally and all back-lighting or appearance of lighting shall be white in color. In addition to the entrance Signs, each individual business located within a multi-Use complex shall be allowed store or Business Identification Signage, not exceeding one square foot per linear store frontage. All back-lighting or appearance of lighting shall be white in color.

5. Each Subdivision entrance, mobile home park entrance and similar residential projects shall be allowed two (2) On-premise entrance Signs, designated as a Ground Sign, Monument Sign or Pole Sign. No entrance Sign shall exceed the maximum area, maximum width, and maximum height, provided in (h) of this Section. Such entrance Sign Structures shall be constructed of wood, masonry, brick, or stone, excluding Pole Signs. The Sign Structure shall be a natural or earthtone color. The Advertising Display Area shall be designed within the Sign Structure. The Signs may be lighted internally or externally and all back-lighting or appearance of lighting shall be white in color. Back-lighting or appearance of lighting shall be white in color. Entrance Signs may be incorporated into a wall, fence, landscape design, or other entrance feature.
6. Signs placed, painted or otherwise Erected upon walls, buildings, Canopies, and similar structures shall be consistent with and complement the building, with respect to color, materials, and design. Back-lighting or appearance of lighting shall be white in color.
7. Window Signs shall be legible only from the Premises on which located or from inside the Business and shall not be visible from any public roadway or public walkway.
8. Maximum advertising display area, maximum width, and maximum height for Ground Signs, Monument Signs, Pole Signs, and similar Signage types described in this Code shall be limited to the following maximum square footage and height. The standards in this subsection 7.07.01.B.8 regarding ADA, width, and height shall not apply to properties applicable to an overlay district, as denoted in Sections 3.06.03, 3.07.03, 3.08.03, 3.09.03, 3.10.03, and 3.11.03.

Distance from Road Right-Of-Way (feet)	Maximum Area (square feet) Advertising Display Area	Maximum Width (feet) (includes Sign Structure)	Maximum Height (feet) (includes Sign Structure)
0-24	30	6	6
25-49	36	6	6
50-99	42	8	8
100-149	48	8	8
150-199	54	10	10
200 or greater	60	10	10

NOTE: Ground Signs within an overlay district, as denoted in Article III, have separate standards.

9. All Prohibited Signs, listed in Part 7.08.00 are prohibited along designated Scenic Highways. In addition to the Prohibited Signs listed in Part 7.08.00 the following Signs are also prohibited along Scenic Highways.
 - a. Snipe Signs
 - b. Banners, except as provided in Sections 3.07.00, 3.08.00, 3.09.00, and 3.10.00.
 - c. Balloons, except as provided in Sections 3.07.00, 3.08.00, 3.09.00, and 3.10.00.
 - d. Animated Signs, Automatic Changing Message Devices, Revolving Signs, and any Signs that move, spin, and/or rotate, in any manner.
 - e. Pennants
 - f. Billboards
 - g. Any Antenna or satellite dish, greater than one (1) meter in diameter, used for receiving satellite television Signals, visible from the Scenic Highway right-of-way.

Sec. 7.07.02 Scenic Vistas

Scenic Vistas are areas that have beauty due to the natural environment, topography, cultural and historic resources. These areas give shape, character, Significance to the County and provide natural or cultural views of the County to the traveling public. These vistas provide views of the Intracoastal waterway, estuaries, the ocean, upland hammocks, historic resources and a combination of these natural settings.

The Board of County Commissioners may designate Scenic Vistas, after a public hearing. Any

area within St. Johns County designated as a Scenic Vista shall at a minimum, comply with the Signage criteria, required for Scenic Highways, except that Off-premise Signs may be allowed within six hundred (600) feet of the right-of-way along either side of the abutting road the Scenic Vista. All other Scenic Highway criteria, as provided in this Code shall apply to Scenic Vistas. The Board of County Commissioners may provide additional criteria and regulation to these areas, when designated.

PART 7.08.00 PROHIBITED SIGNS

Sec. 7.08.01 Prohibited Signs

The Signs and Sign types listed below are prohibited in the jurisdiction governed by this Code and shall not be Erected, operated, or placed on any property. Said prohibition shall supersede any conflicting provision of this Code or other law or regulations of the County. Notwithstanding anything in Part 5.03.00 or Part 10.04.00 of this Code, no variance or waiver shall be granted permitting a prohibited sign. Any lawfully existing Permanent Sign Structure or Sign type that is among the Prohibited Signs and Sign types listed below shall be deemed a Non-Conforming Sign subject to the provisions of Part 7.09.00, Non-Conforming Signs.

- A. Abandoned Signs.
- B. Animated Signs.
- C. Attached Signs that are taller than the wall of the building to which the Sign is attached.
- D. Automatic Changeable Message Devices greater than 40% of sign ADA or greater than 30 square feet, whichever is less, or signs that change copy more than once every two (2) hours.
- E. Confusing Signs and Hazardous Signs.
- F. Flashing Signs.
- G. Floodlights and beacon lights, except when required by the Federal Aviation Administration.
- H. Flutter Signs, Feather Signs, streamers, Balloons, Wind Signs, Banner Signs, cold air inflatables, Pennants, and other wind operated or fixed aerial Signage, except for Special Event Signs as provided in Part 7.05.00.
- I. Fluorescent paints and materials; Reflective Signs, except for those Signs that use *ScotchLite* and similar pressure sensitive materials that are accepted by outdoor advertising and nation-wide transportation departments; and also prohibiting mirror, and similar Signs.
- J. Holographic Display Signs.
- K. Moving, twirling, or swinging Signs, including Multi-Prism and Tri-Vision Signs, including signs held or moved by a Sign Walker.
- L. Obscene Signs.
- M. Off-Premises Signs, except Billboards as provided in Part 7.01.00.
- N. Pavement markings, except for official traffic control markings and building address markings required by law.
- O. Portable Signs, mobile, and Free-Standing Signs, including commercial signs worn as boards or costumes such as those held or worn by a Sign Walker.

- P. Revolving Signs; Rotating Signs.
- Q. Roof Signs, when the Signs exceed the highest part of the Roof Line or when the Roof Sign results in Signage which exceeds the maximum height of On-premises Signs.
- R. Signs attached to a seawall, dock, buoy, tie pole, or pier, other than Warning Signs.
- S. Signs illuminated in a manner that interferes with the effectiveness of, or obscures an official traffic Sign, device, or signal.
- T. Signs in, on, or over public property, including but not limited to rights-of-way and medians; other than Public Signs, Traffic Control Signs, and Warning Signs.
- U. Signs in or upon any river, bay, lake, or other body of water within the limits of the County; except government regulatory Signs and Warning Signs.
- V. Signs located on real property without the permission of the property owner.
- W. Snipe Signs. Signs nailed, fastened, affixed to, or painted on any pole, tree or part thereof (living or dead), or other vegetation. The Code Enforcement Officer may remove any such signs upon sight.
- X. Signs, other than Traffic Control Signs, that use the word “stop” or “danger,” or present or imply the need or requirement of stopping or the existence of danger, or which are a copy or imitation of Traffic Control Signs and which are adjacent to the right-of-way of any road, street, or highway.
- Y. Signs that contain any food or other substance that attracts large numbers of birds or other animals and causes them to congregate on or near the Sign.
- Z. Signs that emit sound, vapor, smoke, odor, or gaseous matter.
- AA. Signs that interfere with or obstruct traffic flow or vehicular vision, such as within an intersecting right-of-way, that are within a sight visibility triangle, as described in Section 7.00.06 herein, or that otherwise obstruct a clear view of pedestrian or vehicular traffic.
- BB. Signs that obstruct, conceal, hide, or otherwise obscure from view any Traffic Control Sign or official traffic signal.
- CC. Vehicle Sign or Signs with a total Sign area in excess of twenty (20) square feet on any vehicle, and when
 1. The vehicle is not “regularly used in the conduct of the business,” and
 2. The vehicle is visible from a street right-of-way within fifty (50) feet of the vehicle, and
 3. The vehicle is parked for more than a twenty-four (24) hour period within fifty (50) feet of any street right-of-way.
 4. A vehicle shall not be considered “regularly used in the conduct of the business” if the vehicle is used primarily for advertising.

5. This subsection does not prohibit the identification of a firm or its principal products on a vehicle operating during the normal hours of business which is currently licensed, insured, and operable; provided, however, that no such vehicle shall be parked on public or private property with Signs attached or placed on such vehicle primarily for the purpose of advertising a business establishment or firm or calling attention to the location of a business establishment or firm.

PART 7.09.00 NON-CONFORMING SIGNS

Sec. 7.09.01 Non-Conforming Signs

Notwithstanding any provision in Part 10.03.00, All Non-conforming Signs shall:

- A. Remain substantially unchanged from the date of becoming Non-conforming, actions listed below shall be prohibited on a Non-conforming Signs.
 - 1. Change structural supporting materials from existing type to another.
 - 2. Enlarging Advertising Display Area, excluding Embellishments.
 - 3. Increase in Sign height.
 - 4. Addition of any methods to provide an Automatic Message Change.
 - 5. Improvement or addition of lighting to increase illumination of the Signs.
 - 6. Relocate, move, or re-Erect the upright supports and framework supporting the Sign Face in excess of annual Maintenance limits, unless such is permitted in advance as a requirement solely for OSHA conformance in accordance with State Outdoor Advertising Sign Regulations, Florida Administrative Code, Section 14-10, as amended.
- B. Not be Re-Erected or Rebuilt

No Nonconforming Signs shall remain or be restored to use when one-half (0.5) or more than one-half (0.5) of the upright supports of the Sign assembly supporting the Advertising Display Area are physically in any condition, caused by any means, such that wooden supports are replaced or supplemented by structural attachments equal to one-half (0.5) or more original wood structural capacity, or in the case of metal upright supports, so that one-quarter (0.25) or more of the linear footage above ground is broken, bent or twisted from the original shape.

However nothing herein shall prohibit repairs to a Nonconforming Sign when more than one-half (0.5) of the original upright supports remain in original structural strength and physical condition provided a building permit for such repairs shall be issued in advance of any work (except temporary emergency bracing that may be utilized to stabilize a damaged Sign) and all permitted work thereafter completed within six (6) months of damage. Any such work undertaken before issuance of the required building permit shall create an irrefutable presumption that damage or adverse conditions exceeded the limit recited above and thereby all future Nonconforming rights shall cease to exist, the Sign thereafter being illegal and a violation of the Code.

- C. Remain in Use

No Non-conforming Sign which is discontinued in Use for one (1) full calendar year shall be expanded, enlarged, repaired or put back into Use except in compliance with this Code.

- D. Exceptions

Approved PUD, PRD and Development of Regional Impact (DRI) projects that have commenced construction and have provided for Signs as part of the overall unified development plan, prior to the adoption of this Code, shall be allowed to continue with the approved Sign design, including, but not limited to, height, size, number and location. Such Signs may also be replaced if destroyed or damaged by more than fifty percent (50%), according to the approved unified Sign design. Major modifications to PUD and PRD projects that affect Signage in any manner shall terminate the existing approval and shall be subject to the requirements of this Code. The applicant for such projects may request, in writing, that the County Administrator review such project and issue in writing whether the approved Sign may continue.

PART 7.10.00 RACE TRACK ROAD SIGNS

Sec. 7.10.01 Race Track Road Signs

Race Track Road, a Major Collector roadway, within St. Johns County is located at the Duval County Line and connects SR 13 to US 1. The Board of County Commissioners have found that Race Track Road from SR 13 to CR 2209 (St. Johns Parkway), due to its intersection with the William Bartram Scenic Highway, its location along the St. Johns County and Duval County Line, its transitioning rural to urban character, and its location within a developing area of St. Johns County; that Race Track Road deserves individual Sign requirements. These Sign requirements shall constitute a Sign overlay district for Race Track Road, from its connection to SR 13 to CR 2209 (St. Johns Parkway).

A. Regulations

In addition to the other provisions established in this Code, Signage along Race Track Road, from SR 13 to CR 2209 (St. Johns Parkway), is subject to the following requirements. In the event of a conflict between this Section, and other Sections of this Code, the more restrictive shall apply.

1. No Off-premise Signs are allowed within six hundred (600) feet of the right-of-way along either side of Race Track Road, as measured from the edge of right-of-way; and any Off-premise Signs Erected outside the six hundred (600) foot designation, shall not be visible from Race Track Road at the time of permitting or immediately after Erection, except Real Estate Signs as provided herein. For purposes of this paragraph, visible shall mean human eye visibility from six (6) feet above the centerline of Race Track Road. Any Signs greater than two thousand five hundred (2,500) feet from the centerline shall be deemed not visible.
2. No Off-premise Signs are allowed within six hundred (600) feet of the right-of-way along either side of the road intersecting or abutting Race Track Road, for a distance of two thousand five hundred (2,500) feet from Race Track Road, measured from the centerline of the intersection, except Real Estate Signs as provided herein. US 1 shall be exempt from this Part.
3. On-premise Signs includes all commercial business and subdivision identification Signage and only may be designed as a Ground Sign, Pole Sign, Monument Sign, Building Sign, Canopy Sign, Fascia Sign, subdivision Sign, Wall Sign and Window Sign and similar Signage types described in this Code.
4. Each Business Site using Signage to identify, a multi-family complex, commercial project, shopping center, shopping mall, strip mall, professional business and office center, and similar Use sites shall be allowed a maximum of two (2) On-premise entrance Signs, designed as a Ground Sign, Monument Sign or Pole Sign. No entrance Sign shall exceed the maximum area, maximum width, and maximum height, provided in this Section. Such entrance Sign Structures shall be constructed of wood, masonry, brick, or stone (excluding Pole Signs). The Sign Structure shall be a natural or earthtone color. The Advertising Display Area shall be designed within the Sign Structure. The Signs may be lighted internally or externally and all back-lighting or appearance of lighting shall be white in color. In addition to the entrance Signs, each individual business located within a multi-Use

complex shall be allowed store or Business Identification Signage, not exceeding one square foot per linear store frontage. All back-lighting or appearance of lighting shall be white in color.

5. Each Subdivision entrance, mobile home park entrance and similar residential projects shall be allowed two On-premise entrance Signs, designated as a Ground Sign, Monument Sign or Pole Sign. No entrance Sign shall exceed the maximum area, maximum width, and maximum height, provided in this Section. Such entrance Sign Structures shall be constructed of wood, masonry, brick, or stone, excluding Pole Signs. The Sign Structure shall be a natural or earthtone color. The Advertising Display Area shall be designed within the Sign Structure. The Signs may be lighted internally or externally and all back-lighting or appearance of lighting shall be white in color. Back-lighting or appearance of lighting shall be white in color. Entrance Signs may be incorporated into a wall, fence, landscape design, or other entrance feature.
6. Signs placed, painted or otherwise Erected upon walls, buildings, Canopies, and similar structures shall be consistent with and complement the building, with respect to color, materials, and design. Back-lighting or appearance of lighting shall be white in color.
7. Window Signs shall be legible only from the Premises on which located or from inside the Business. Window Signs shall not be used for Advertising Messages, products, or services. Window Signs, as described herein, shall not be defined to include merchandise, material or object display within the window or Signs offering information or direction.
8. Maximum square footage for Ground Signs, Monument Signs, Pole Signs, and similar Signage types described in this Code shall be limited to the following maximum square footage and height.

Distance from Road Right-Of-Way (feet)	Maximum Area (square feet) Advertising Display Area	Maximum Width (feet) (includes Sign Structure)	Maximum Height (feet) (includes Sign Structure)
0-24	60	10	10

9. All Prohibited Signs, listed in Part 7.08.00 are prohibited along Race Track Road. In addition to the Prohibited Signs listed in Part 7.08.00, the following Signs are also prohibited along Race Track Road.
 - a. Snipe Signs
 - b. Banners
 - c. Balloons
 - d. Animated Signs, Changing Copy Signs, Changing Message Devices, Revolving Signs, and any Signs that moves, spins, rotates, in any manner

- e. Pennants
- f. Billboards
- g. Any Antenna or satellite dish, greater than one (1) meter in diameter, used for receiving satellite television Signals, visible from Race Track Road.

History: Ord. 2000-26; Ord. 2001-34; Od. 2002-61; Ord. 2002-72; Ord. 2004-51; Ord. 2009-28; Ord. 2009-44; Ord. 2010-23; Ord. 2010-53; Ord. 2011-38; Ord. 2013-26; Ord. 2015-14; Ord. 2017-22; Ord 2018-24