

SIGN APPLICATION
Pensacola Beach, FL

Name: _____

Name of Business: _____

Current Mailing Address: _____

Phone Number: _____

Manufacturer's Name: _____

City: _____ Phone Number: _____

Installer's Name: _____

City: _____ Phone Number: _____

LOCATION & DESCRIPTION OF SIGN

Parcel: _____ Lot: _____ Block: _____

Street Address: _____

Value of Sign: _____ Size (in square feet): _____

_____ Check here if application is for sign replacement or repair

Application prepared by: _____ Owner _____ Installer _____ Other

Sign _____ Date _____

_____ Approved By _____ Date _____

_____ Not Approved By _____ Date _____

Comments:

SRIA Application Fee **\$50.00**

Political Sign Regulation on Pensacola Beach

Not more than two political sign faces, each to be no larger than two feet by four feet (12 square feet), maybe displayed on any leasehold property. Signs must be posted within the area of the leased property, and shall be removed within 72 hours after polls close for that particular election. Sings for candidates who face another election may remain no longer than 72 hours after the polls close for that election, or until their condition warrants removal/replacement, whichever occurs first. Political signs may not be placed on display sooner than 60 days prior to the first election.

Note: A Land Use Certificate must be obtained and/or a building permit by Escambia County Department of Growth Management. Additionally, it is strongly advised that applicant be familiar with SRIA Sign Regulations prior to submitting plans for approval (Escambia County Land Development Code, Section 13.22.00)

notified within five working days. The SRIA board may postpone recommendation for approval of the preliminary plat for an additional 30 days if a determination of the impact of the proposed subdivision on the environment must be made by another governmental agency.

C. Construction plans and final plat approval process.

1. After notification of approval of the preliminary plat by the SRIA board, and subsequently by Escambia County, the developer may submit construction plans and final plat, together with a letter requesting approval of same to the SRIA board. Construction plans must be in conformance with the provisions of Article 4, and the final plat must conform with the requirements specified in Article 4.
2. The final plat, if desired by the developer, may constitute only that portion of the approved preliminary plat which is proposed for development and recording at the time provided, however, that such portion conforms to all requirements of these regulations.
3. The developer shall submit an original Mylar and seven prints of the final plat to the SRIA board, along with an original and four copies of all subdivision covenants and restrictions.
4. If approval is recommended, the final plat and construction plans will be considered by the SRIA board at their next regularly scheduled meeting. Upon approval by the SRIA board, the developer will be so notified within five working days.
5. After approval of the final plat by the SRIA board, it shall be submitted to the Escambia County Growth Management Department for final approval by the county, or for such other action as the BCC deems appropriate.
6. After installation of improvements, the developer may submit a letter to the SRIA requesting acceptance of public street and drainage for maintenance, along with two sets of "as built" drawings on reproducible Mylar.

(Ord. No. 97-51, § 2, 10-2-1997; Ord. No. 98-53, § 1, 12-3-1998)

13.22.00. Regulation of signs and outdoor displays.

13.22.01. Policy statement. Pensacola Beach has maintained a unique character among tourist oriented areas of West Florida by retaining most of its natural beauty while still furnishing the amenities necessary for the development of tourism and the enjoyment of visitors. It is the desire of the SRIA to retain the natural beauty of the beach landscape yet provide full services for the recreational needs of its visitors. The erection and maintenance of appropriate signs and/or outdoor displays are necessary to further these goals. It shall be the policy of the SRIA to encourage the use of advertising and information signs that enhance or blend with our landscape. Signs are necessary to provide messages and information for the public and to enable visitors to locate businesses or services. Signs or outdoor graphics shall be designed or displayed to attract attention to the business, but not at the expense of the environmental beauty.

Recognizing that signs have an obvious impact on the character and quality of a community by attracting or repelling the viewing public, affecting safety of vehicular traffic, influencing tourist promotion, affecting real estate value and setting the tone of the community, the policy on signs and outdoor displays shall be to:

- A. Provide for the safety of the public.
- B. Provide for the promotion of projects and businesses.
- C. Enhance the economic value of the community by protecting the value and character of the natural and manmade environment.
- D. Promote graphic creativity and discourage destructive competition resulting from aggressive, numerous poorly designed, and expensive levels of attention in signs and street graphics.
- E. Create and maintain a desirable streetscape.
- F. Replace signs which do not enhance the beauty and economic value of the community.

13.22.02. Signs.

A. *General.* No sign of any character shall be erected, pasted, posted, or displayed upon or about any lot or parcel or anywhere on the island without prior written permission of the SRIA staff, AEC, or SRIA board as applicable and the SRIA board shall have the right of uncontrolled discretion to prohibit or to restrict and control the size, construction, material, wording, location and height of all signs may summarily remove all unauthorized signs.

B. *Procedure for submission and approval.*

1. An application for sign approval must be completed and submitted, along with three sets of drawings which meet all requirements as specified on the application form. This submission must be received at the SRIA office at least seven working days prior to the scheduled AEC meeting for that month.

2. Proposals for signs which are in total compliance with SRIA sign regulations, as determined by staff review, will be approved at staff level. Development approval for such a project may normally be obtained within ten working days after submittal to the SRIA office.

3. Proposals for signs which are not in compliance with SRIA sign regulations; as determined by staff review, will be considered by members of the architectural environmental committee at their regular monthly meeting. Such proposals may be approved by AEC members, or may be referred to the full SRIA board with a recommendation for approval, denial, modification, etc.

13.22.03. *Standards and guidelines for design, erection and maintenance of signs.* The general objectives of these standards are to promote health, safety, welfare, convenience and enjoyment of the public and, in part, to achieve the following:

A. *Safety.* To promote the safety of persons and property by providing that signs:

1. Do not create a hazard due to collapse, fire, collision, decay or abandonment;
2. Do not obstruct firefighting or police surveillance; and
3. Do not create traffic hazards by confusing or distracting motorists, or by impairing the driver's ability to see pedestrians, obstacles or other vehicles, or to read traffic signs.

B. *Communication efficiency.*

1. Those signs which provide messages and information most needed and sought by the public are given priority;
2. Businesses and services may identify themselves;
3. Customers and other persons may locate a business or service;
4. No person or group is arbitrarily denied the use of the sight lines from the public right-of-way for communication purposes; and
5. Persons exposed to signs are not overwhelmed by the number of messages presented and are able to exercise freedom of choice to observe or ignore said messages, according to the observer's purpose.

C. *Landscape quality and preservation.* To create and protect a unique character at Pensacola Beach and to enhance the appearance and economic value of the landscape by providing that signs:

1. Do not interfere with scenic views;
2. Do not create a nuisance to persons using the public rights-of-way;
3. Do not constitute a nuisance to occupancy of adjacent and contiguous property by their brightness, size, height or movement;
4. Are not detrimental to land or property values;

5. Contribute to the special character of the area, helping the observer understand Pensacola Beach and orient within it; and
6. Aid and promote the tourist industry which is recognized to be of importance to the economy of the area.

D. *Design guidelines for signs and outdoor displays.*

1. Signs shall be so designated as to complement the beach environment, be aesthetically pleasing and in conformity with policy statement.
2. Sign structure and major background area shall be of natural wood, stained or painted in gray tones ranging from 20 to 80 percent white. Main lettering message shall be in the complementary colors of white, black, blue or gold leaf* to contrast with the gray background. In specific cases, in order to complement architectural design, signs may be of stucco, stone, brass or bronze to match the color of the structure.

*Must be genuine gold leaf, 22 carat or higher.

3. All permanent signs shall incorporate the use of raised lettering, sandblasted or routed wood techniques. The use of duraply or other exterior plywood, together with painted on lettering, may be approved on a temporary basis only, if all other pertinent provisions of these regulations are met. If approved, such signs may not remain on display for more than one year from date of SRIA development approval unless an extension is granted, in writing, by the SRIA board.

4. Up to one-third of the sign area may include another color or colors selected by the sign designer/owner to reflect the logo, which may include the name, or special color scheme of that business.

5. All illuminated signs shall be "face-lighted" or "shadow-lighted."

Face-lighting means the light source is operated from the sign surface by means of spotlighting or similar fixtures.

Shadow-lighting is an indirect, concealed light source which is attached directly to the face of the sign. Each element to be lighted must have an opaque surface such that the light does not shine through the element. No exposed neon is allowed.

Lighted canopies displaying the name of the business will be allowed, but in each case a color rendering of the proposed canopy, with the dimensions of the canopy and the building to which it will be attached, must be presented to the architectural and environmental committee for approval. (Amended 10/16/94).

6. Signs with reader boards containing changeable wording will be considered if the reader board is restricted to not more than one-third of the sign area, is incorporated into the main sign and otherwise conforms to the color and illumination requirements of the sign regulations. Reader board letters may be of synthetic material and shall be white, black, blue or gold leaf in color.

7. Signs for any establishment may be freestanding or attached or a combination of both as long as they conform to other guidelines.

8. Freestanding signs are defined as those located on the leasehold premises, not a part of the main building structure.

a. Freestanding signs are encouraged to be low and horizontal in character. The top and bottom of the sign may not exceed 14 feet and six feet, respectively, above the crown of the nearest street/road.

b. Freestanding signs shall be mounted in or directly adjacent to a required landscaped area which shall not be smaller than the face area of the sign itself.

c. Freestanding signs may not exceed 65 square feet in area and may be single or

double-sided. If a double-sided sign is identical on both sides, its size will be calculated as that of a single face. Supports and landscaping are excluded from sign area calculations as long as they do not include lettering or other symbols.

d. Businesses that are 750 feet or more from the road right-of-way have freestanding signs that do not exceed 18 feet above the crown of the road.

9. Attached signs are defined as those which are attached to or incorporated into a building.
 - a. Attached signs may not extend above the facade of a building (which may include mansards).
 - b. In order to keep signs proportional to the building, they shall be limited in size to ten percent of the area of the first floor, street elevation of the building with an allowable minimum of 32 square feet and an allowable maximum of 96 square feet. In those instances where a business also has a freestanding sign, the attached sign shall be limited to eight percent of the area of the first floor, street elevation of the building with an allowable minimum of 32 square feet and an allowable maximum of 96 square feet. In those cases where the letters are attached directly to the building with no background difference in color or texture from the building, the size of the sign will be determined as the area of the smallest rectangle that will enclose the letters. (Amended 10/26/94).
10. Where several businesses are incorporated into an identifiable entity operating under a master lease and a tenant's association, the following regulations will apply:
 - a. The main freestanding sign identifying the complex shall not exceed 65 square feet and shall comply with other sign regulations.
 - b. Informational or directory signs are limited to 16 square feet.
 - c. Individual businesses within the complex having exterior walls fronting a street or parking lot, or facing the water, may display attached signs on said walls not to exceed 16 square feet.
 - d. Individual businesses inside the complex may display attached signs not to exceed four square feet, near the entrance to their building, on walls other than those described in item c, above.
11. Should any portion of the exterior of a structure deviate in color from the main part of the structure, whether structural or not, and said deviation represents that company's color scheme or logo, it is considered to be signage.

Any proposed deviation submitted for approval will be considered on its own merit.

12. Any vehicle which displays a sign, logo or other advertising related to a business located within the jurisdiction of the Santa Rosa Island Authority must be parked in the rear of the business or in an inconspicuous place, out of view of the public street facing the business.

13.22.04. Signs exempt from SRIA development approval. The type of signs listed below do not require development approval by the SRIA, provided they are prepared, posted and maintained in accordance with the provisions of prescribed codes and providing that the intent of the codes are met in the usage and display of such signs.

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

A. *Bulletin boards.* One bulletin board per street frontage not over 20 square feet in area for public, charitable or religious institutions, or places of worship where the same are located on the premises of said institutions.

B. *Contractor signs.* Not more than 12 square feet in area naming the contractor engaged in the construction on the premises where the sign is located, but only during such period in which actual construction is taking place.

C. *Memorial signs.* Memorial signs or tablets, names or buildings, and dates of erections when cut into any masonry surface or inlaid so as to be part of the building, or when constructed of bronze or other incombustible material.

D. *Occupant signs.* Signs limited in content to name of occupant, address of premises, and signs of danger or a caution nature which are limited:

1. Wall and ground signs;
2. No more than two per street front;
3. No more than three square feet per sign in area;
4. No more than ten feet in height above grade;
5. Signs which may be illuminated only from a concealed light source which does not flash, blink, or fluctuate; and
6. Signs which are not animated.

E. *Professional signs.* Name plate signs not more than two square feet in area which are fastened directly to the building and do not project more than six inches beyond the property line.

F. *Public signs.* Signs required or specifically authorized for a public purpose by any law, statute or ordinance, which may be of any type, number, area, height above grade, locations, illumination or animation authorized by the law, statute or ordinance under which the signs are erected.

The Santa Rosa Island Authority, as a matter of policy, extends for itself the exemption pertaining to public signs, as contained in the SRIA sign regulations, and declares that any sign of a public information nature which is deemed necessary by the SRIA board may be erected without development approval by the SRIA and may be of such type, number, size, color, height above grade, illumination and at such location as the SRIA board deems appropriate.

G. *For sale/rent/lease signs.* Any sign for sale, rent or lease of real property must be approved by the SRIA prior to use on the island. Thereafter on [a] sign may be erected upon the offered property which shall not exceed six square feet per face for residential, and 12 square feet per face for commercial property. Signs are to be located upon the premises and shall be maintained in good condition as long as displayed.

H. *Signs in display windows.* Signs in the display window of a business which are incorporated with a display of merchandise or a display relating to services offered, but which are not affixed to the window.

I. *Political signs.* Not more than two political sign faces, each to be no larger than two feet by four feet, may be displayed on any leasehold property. Signs must be posted within the area of the leased property, and shall be removed within 72 hours after the polls close for that particular election. Signs for candidates who face another election may remain until not later than 72 hours after the polls close for that election, or until their condition warrants removal/replacement, whichever occurs first. Political signs may not be put on display sooner than 60 days prior to the first election.

J. *Signs within a building.* Any sign placed inside a building may be erected without development approval by the SRIA, but is subject to the safety regulations of the building code.

K. *Information signs.*

1. Signs not exceeding two square feet which contain only noncommercial messages including designation of rest room, telephone locations, restrictions on smoking, door openings and private traffic control and parking signs.
2. Permanent signs on vending machines, gas pumps or ice containers indicating only the

contents of such devices. Vending machines must be placed inside building; or, if placed outside, must be effectively screened from public view from the street. Vending machines may not be placed on public property.

3. One sign per parking lot not exceeding three square feet per sign face and six feet in height identifying the business and providing driving and parking information.

L. *Others.* Pennants and banners may only be displayed for a grand opening or special event, and must be approved by the Santa Rosa Island Authority staff. Pennants and banners may be approved by the staff for a period not to exceed 14 days provided the request is made ten days prior to the date pennants or banners are to be displayed. Any other sign, pennant, banner or notice specifically approved by the architectural environmental committee for a temporary display not to exceed 30 days may be erected without development approval by the SRIA. (Amended eff. 8/14/96).

13.22.05. *Prohibited signs.* Experience both at Pensacola Beach and elsewhere has shown that certain signs, structures, lights, and other devices are often unattractive and tend to violate prudent safety precautions. Certain restrictions are deemed necessary because of safety factors, or because of aesthetics, or because a combination of these two considerations. The following signs, street graphics and/or sign structures are prohibited:

- A. Signs or sign structures which, by coloring, wording or location resemble or conflict with a traffic control sign or device.
- B. Signs or lights that rotate, move, glare, flash, change, reflect, blink or appear to do any of these things.
- C. Signs that create a safety hazard by obstructing clear view of pedestrians or vehicular traffic.
- D. Roof signs erected, constructed, or maintained above the fascia or eave line of the roof.
- E. All forms of poster-type signs and notices (except yard sale signs).
- F. Signs that identify or advertise a product or business not longer located at a premises.
- G. Bench signs.
- H. Billboards.
- I. Signs that display a message or graphic representation that are lewd, indecent or otherwise offensive to public morals.
- J. Signs on public property or designated easements and rights-of-way.
- K. Signs painted directly on a fence of any part of a building's exterior.
- L. Flagging and pennants, except when approved by SRIA.
- M. Devices which produce movement achieved by normal wind currents, or which give appearance of movement.
- N. Attention-getting devices, including searchlights, banners, propellers, spinners, streamers, balloons and similar devices or ornamentation designed for purposes of attracting attention, promotion or advertising, including audio devices.
- O. Bare bulb illumination around the perimeter of a sign.
- P. All forms of advertising statuary.
- Q. Off-premises signs except as specifically approved by the SRIA on a temporary basis.
- R. Free standing "A" frame type signs of any type.
- S. Portable signs of the type usually leased by sign companies which can be moved on wheels from place to place, and on which the sign copy can be readily changed.
- T. Backlighted or plastic signs.

U. Murals.

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

13.22.06. Other provisions.

A. [*Conformance generally.*] Except as provided for in items B(3) and B(5) below, all signs at Pensacola Beach must conform to these regulations within 90 days thereafter.

B. [*Existing signs, sign structures and street graphics.*] Signs, sign structures and street graphics in existence at the time these provisions become effective, and which are in violation of any provision not previously in effect, will be treated in one of the following manners:

1. All signs as described in items 13.22.04A, B, C, G, N and S must be removed not later than 30 days after notification by SRIA.
2. Other signs previously erected without benefit of either a permit or written permission of the SRIA is subject to removal at any time, as provided for in the general covenants and restrictions.
3. Other signs previously approved by the SRIA between January 12, 1982, and September 11, 1985, may remain on display until such time as their condition warrants removal, or for a period of 60 months from the date of permit issue, whichever occurs first.
4. If lease agreement is modified for any reason, the lessee will comply with requirements of the sign regulations.
5. Freestanding signs approved prior to the adoption of this regulation that do not conform to height or size will be allowed to remain until.
 - a. Must be repaired or replaced to age or condition;
 - b. Damaged by storm; or
 - c. Three years from March 11, 1987, whichever occurs first.
6. Signs and sign structures will be removed within 30 days after a business closes permanently or changes hands, if it is a nonconforming sign.

C. [*Interior electric signage used for exterior advertising.*] Interior electric signage used for exterior advertising shall be limited to six square feet per business unless specifically approved by the SRIA.

D. *Sign inspection.* All signs may be inspected by the SRIA staff as deemed necessary.

E. *Unsafe signs.* Should any sign become insecure or in danger of falling or otherwise unsafe in the opinion of the SRIA staff, the lessee thereof, or the person or firm maintaining the same, shall, upon written notice from the SRIA staff, forthwith in the case of immediate danger and in any case within ten days, remove such sign or secure the same in a manner to be approved by the SRIA staff, in conformity with the provisions of the code. If such order is not complied within ten days the SRIA staff shall remove such sign at the expense of the lessee.

F. *Location restrictions.* An outdoor advertising display sign shall not be erected, constructed or maintained so as to obstruct any fire escape or any window or door or opening used as a means of egress or so as to prevent free passage from one part of a roof to any other part thereof. A sign shall not be attached in any form, shape or manner to a fire escape, nor be placed in such manner as to interfere with any opening required for legal ventilation.

G. *Design required for development approval.* Before development approval by the SRIA shall be granted, the erector of every outdoor advertising sign, with the exception of shingle signs and light cloth temporary signs, shall, if requested by the SRIA staff, submit to the SRIA staff a design and stress

diagram or plan, containing the necessary information to enable the SRIA staff to determine that such sign complies with all the applicable regulations of the Standard Building Code. (Design must comply with structural requirement of the code).

H. *Wind pressure.* In the design and erection of all permanent outdoor advertising display signs, the effect of wind shall be carefully considered. All such signs shall be constructed to withstand 120 mile per hour wind pressure, as required for other structures.

I. *Freestanding signs.* Every freestanding sign shall provide rigid construction to withstand wind action from any direction.

J. *Anchors or supports.* Wherever anchors or supports consist of wood embedded in the soil, the wood shall be pressure treated with an approved preservative.

K. *Attached signs.* Signs attached to exterior walls of solid masonry, concrete or stone, shall be safely and securely attached by means of metal anchors, bolts or expansion screws of not less than three-eighths inch diameter and shall be embedded at least five inches. Wood blocks shall not be used for anchorage, except in the case of signs attached to building with walls of wood. An attached sign shall not be supported by anchorages secured to an unbraced parapet wall.

L. *Requirements/procedures for obtaining SRIA development approval.*

1. A completed applicant and three sets of detailed drawings (one of which must be in color to represent as closely as possible the proposed sign) must be received at the SRIA office not later than ten days prior to the monthly meeting of the architectural environmental committee.

a. If proposal conforms to SRIA regulations in all respects, development approval may be approved and issued at staff level.

b. If proposal deviates from SRIA regulations, or if staff feels there is a need for clarification, the proposal will be submitted to the sign review committee and/or the AEC for approval. Applicant will be notified of times and dates on which proposal will be considered.

c. Any proposal requiring a variance of regulations must be approved by both the AEC and the full SRIA board. Upon the required approval by the SRIA staff, AEC and/or SRIA board, the proposed sign must be submitted for review and permit issuance by Escambia County.

2. Drawings and information submitted must include:

a. Detailed face view.

b. Detailed section view (including foundation details if a freestanding sign).

c. Full color rendering of a copy of the three submitted.

d. Description of all materials used.

e. Method of lighting, if any.

f. Dimensions of sign and reader board, if any.

g. Height of top of sign above crown of nearest street, if freestanding.

h. Height of bottom of sign above crown of nearest street, if freestanding and elevated.

i. Size of sign in square feet.

j. If double-faced, indicate if both sides are identical.

k. If colors are used other than those prescribed, indicate what percentage of the sign area contains additional color or colors.

l. If attached sign, show calculations for computing size based on ten percent of the area of the first floor, street elevation of the building. (Necessary only if sign exceeds 32 square

feet.)

m. If attached sign is to be used in conjunction with a freestanding sign, show calculations as above, only based on eight percent rather than ten percent.

n. If freestanding sign, include three copies of a scaled site plan or a survey, if deemed necessary, showing proposed sign location and exact distances to structure on premises, to front and nearest side lot lines and to street right-of-way and/or easement lines.

o. Indicate if lettering is to be raised, routed or incorporated into a sandblasted technique.

p. If freestanding sign, show location materials to be used (including plants), and dimensions of proposed landscaped area.

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

(Ord. No. 97-51, § 2, 10-2-1997; Ord. No. 98-53, § 1, 12-3-1998)