



**PLANNING BOARD MEETING
CITY OF ST. PETE BEACH
COMMISSION CHAMBERS**

155 Corey Avenue
St. Pete Beach, FL 33706

Monday, May 18, 2026
4:00 PM

Call to Order
Pledge of Allegiance
Roll Call

REGULAR MEETING

1. Approval of the Agenda -

Action Request: Motion to approve the May 18, 2026 agenda.

2. Audience Comments -

If you wish to speak, please complete and submit a speaker's card to the City Clerk. When called, approach the podium and state your name and address for the record. Comments are limited to 3 minutes for both general and agenda items. Public comment on agenda items will be taken when that item is called.

3. Approval of Minutes

a. April 20, 2026 Minutes

4. Action Items -

5. Discussion Items

a. Division 26 - Sign Ordinance

Member request to discuss the City's sign ordinance and prevalence of legal nonconforming signs City-wide.

b. Updates to seawall ordinance

Discussing proposed updates to the seawall ordinance.

6. Adjournment -

APPEAL: In accordance with 286.0105, Florida Statute (Notices of meetings and hearings must advise that a record is required to appeal), if a person decides to appeal any decision made by this committee, board, agency, or commission with respect to any matter considered at this meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

AMERICANS WITH DISABILITIES ACT (ADA): In accordance with the Americans with Disabilities Act and Florida Statutes, if any person with a disability defined by the ADA needs special accommodation to participate in this proceeding, then not later than two business days prior to the proceeding, he or she should contact City Hall at (727) 367-2735.

**The public is cordially invited to attend this meeting.
All agenda material is available for review at City Hall or www.stpetebeach.org.**

DRAFT PLANNING BOARD MEETING MINUTES

April 20, 2026 - 4:00PM

MEMBERS PRESENT: David Hubbard, Chair
Sam Angelides, Jr., Vice Chair
Grant Izzi, Member
Mark Kanak, Member
Cindy Perry, Member

STAFF PRESENT: Brandon Berry, Senior Planner
Ralf Brookes, City Attorney
Ginny Bodkin, Deputy City Clerk

Chair Hubbard called the meeting to order at 4:00 PM, followed by the Pledge of Allegiance.

1. Approval of the Agenda –

Chair Hubbard added a personal comment item as 5c.

Motion: Member Perry moved, and Vice Chair Angelides seconded, to approve the April 20, 2026 agenda as amended; the motion carried unanimously.

2. Audience Comments – No one came forward to comment.

3. Approval of Minutes – Minutes February 26, 2026

Motion: Member Perry moved and Member Izzi seconded, to approve the February 26, 2026 minutes as presented; the motion carried unanimously.

4. Action Items –

a. Election of Officers 2026-27

Motion: Member Perry moved and Member Kanak seconded, to appoint David Hubbard to continue as Board Chair for 2026-27; the motion carried unanimously.

Motion: Member Izzi moved and Member Kanak seconded, to appoint Sam Angelides, Jr. to continue as Board Vice Chair for 2026-27; the motion carried unanimously.

Chair Hubbard adjourned as the Planning Board and reopened the meeting as the Local Planning Agency at 4:04 PM.

b. Ordinance 2026-06: Land Development Code Division 37 - Town Center Corey Circle and Coquina West Districts amendments

AN ORDINANCE OF THE CITY OF ST. PETE BEACH, FLORIDA AMENDING DIVISION 37 OF THE LAND DEVELOPMENT CODE TO PERMIT STANDALONE MULTI-FAMILY, LIMITED REDEVELOPMENT OF EXISTING TEMPORARY LODGING, AND REDUCE ACREAGE THRESHOLDS FOR MIXED-USE REDEVELOPMENT IN THE TOWN CENTER

COREY CIRCLE AND COQUINA WEST ZONING DISTRICTS; AMENDING AND SPECIFYING DEVELOPMENT STANDARDS FOR DEVELOPMENT IN THE DISTRICTS; PROVIDING FOR CODIFICATION; CONFLICTS; SEVERABILITY; CORRECTION OF SCRIVENER’S ERROR; CONSTRUCTION; PUBLICATION; AND AN EFFECTIVE DATE.

Senior Planner Brandon Berry presented the two related items 4b. and 4c. at same time. His presentation is part of the meeting record. The ordinances are focused on the six-acre, three block TC-2 Coquina West District (76th Ave to 73rd Ave and Coquina Way to Sunset Way). The City Commission directed staff to evaluate the area in late 2025. Past engagement included a Community Meeting and multiple requests for direction from the City Commission in 2025 and 2026. His presentation touched on challenges and solutions. There are many residential properties that cannot redevelop under current land use regulations. There is support from the community and Commission for horizontal mixed-use developments. The proposed regulations are written to support: a walkable downtown, incentives to redevelop under modern codes (floodplain, building, design, parking, landscape), local beautification, and support for and retention of existing uses.

Mr. Berry reviewed proposed use changes (residential) – If adopted, the ordinances would allow standalone multi-family residential (single- and two-family dwellings may be maintained but not newly-developed). The ordinances would also allow smaller-scale mixed-use developments common in smaller urban downtowns (18 units per acre, 3 stories in height) and would allow 24 units per acre and 50 feet in height for property owners who consolidate half a block for a mixed-use development. Proposed changes in lodging use would allow existing lodging facilities in place as of the date of the amendments to redevelop, there would be no increase to density, there would be 20% increases in unit sizes (or 750 sq. ft., whichever is larger), and new lodging projects would be prohibited on sites smaller than 1.8 acres (one block).

Mr. Berry reviewed an assessment of economic viability within the county (staff worked with Forward Pinellas). Based on the analysis, and estimation of local land values, mixed-use appears to be viable from a solely profit-generating consideration. Residential has other considerations. He also reviewed consistency with the Comprehensive Plan.

If recommended, next steps would be a City Commission transmittal hearing, a Forward Pinellas review, a State of Florida review, and adoption at a Commission hearing in August or September.

The board discussion focused on whether the two proposed ordinances would realistically achieve the city’s long-standing goal of creating a mixed-use district—and whether that goal still makes sense. Member Izzi questioned whether the area will ever turn into a true mixed-use “town center,” noting that little progress occurred even before the storm. Limited walkability makes it unlikely the two sides of Corey Avenue will function as a unified commercial district. There was acknowledgment that the area already functions more as residential, and market conditions may favor multifamily housing over retail or mixed-use development. The proposed ordinances—such as removing floor area ratio limits—were seen as enabling more feasible apartment development. It was questioned whether the city is continuing to pursue an outdated mixed-use vision, or ready to pivot toward a primarily residential strategy.

There was concern the changes may simply accommodate current property owners rather than advance a clear, citywide plan. Staff explained that “transient” and “temporary lodging” are treated

the same under the code (i.e. hotels, vacation rentals). The ordinances would allow redevelopment of existing lodging but do not broadly expand new lodging entitlements unless approved case-by-case.

Board members raised whether allowing more short-term rentals could benefit the area by increasing spending at local businesses, though no conclusion was reached. Staff noted this could be revisited and adjusted. While mixed-use demand appears limited, the community and Commission expressed a desire to retain existing restaurants and commercial spaces, allowing them to coexist with new residential development rather than be displaced.

Development incentives and standards were discussed. Larger mixed-use projects (e.g., half-block assemblies) could gain additional height allowances. Limits on lodging unit size were discussed to reduce traffic and parking impacts.

The members were generally open to the ordinances but expressed skepticism that they would achieve the intended mixed-use vision. There is a clear tension between long-standing planning goals and current market realities, with increasing support for a more residential-focused future while still preserving some commercial presence.

Motion: Member Perry moved and Vice Chair Angelides seconded, to recommend approval of Ordinance 2026-06 to the City Commission and find the ordinance consistent with the St. Pete Beach Comprehensive Plan; the motion carried unanimously.

- c. Ordinance 2026-05: Comprehensive Plan Amendments to Element II - Future Land Use, Attachment 2 Special Planning Area (SPA-1), II. Downtown Redevelopment District and II.III Town Center Coquina West District (TC-2)

AN ORDINANCE OF THE CITY OF ST. PETE BEACH, FLORIDA AMENDING ST. PETE BEACH COMPREHENSIVE PLAN ELEMENT II – FUTURE LAND USE, ATTACHMENT 2 – SPECIAL PLANNING AREA 1 (SPA-1), II. DOWNTOWN REDEVELOPMENT DISTRICT AND II.III TOWN CENTER COQUINA WEST DISTRICT, TO PERMIT STANDALONE MULTIFAMILY AND EXISTING LODGING USE DEVELOPMENT, MODIFY THRESHOLDS FOR MIXED-USE DEVELOPMENT, AND MODIFY ASSOCIATED DEVELOPMENT STANDARDS; PROVIDING FOR CODIFICATION; CONFLICTS; SEVERABILITY; CORRECTION OF SCRIVENER’S ERROR; CONSTRUCTION; PUBLICATION; AND AN EFFECTIVE DATE.

Motion: Member Perry moved and Member Izzi seconded, to recommend approval of Ordinance 2026-05 to the City Commission and find the amendments consistent with the St. Pete Beach Comprehensive Plan; the motion carried unanimously.

- d. Ordinance 2026-09: Synthetic turf

AN ORDINANCE OF THE CITY OF ST. PETE BEACH AMENDING LAND DEVELOPMENT CODE DIVISION 22 – LANDSCAPING AND TREE PROTECTION, SECTION 22.4. – TYPE, QUALITY, AND SIZE OF PLANT MATERIAL, AND CREATING SECTION 22.15. – STANDARDS AND RESTRICTIONS PERTAINING TO SYNTHETIC TURF, TO ALIGN LOCAL STANDARDS WITH THE FLORIDA ADMINISTRATIVE CODE AND PRESERVE LIMITATIONS ON NON-PREEMPTED USES; PROVIDING FOR SEVERABILITY,

CODIFICATION AND SCRIVENER'S ERRORS AND PROVIDING FOR AN EFFECTIVE DATE.

Mr. Berry reviewed a presentation which is part of the meeting record. The ordinance is a follow-up on from a Planning Board discussion in late 2024 pertaining to regulation of synthetic turf. FL Stat. 125.572 (effective 4/20/26) prohibits regulation of artificial turf on residential single-family property under half an acre in size, following publication of standards by the Florida Department of Environmental Protection. It preempts color, quality, material standards, and most locations (not in drainage facilities or swales or adjacent ponds or mean high water line) unless a seawall is present.

Mr. Berry reviewed residential single-family standards. Property-wide synthetic turf standards would apply only to single-family residences (multifamily, office, and commercial, are still limited to 20% of required permeable area). The standards require submittal of product specifications and base/subgrade layer details and adopt state standards. He reviewed standards for all other uses: Requires vegetative sod and groundcovers in all required buffer areas to comprise 80%+ of the site's required permeable area. The standards allow the City to specify additional waterbody and pond setbacks during the site planning process when those facilities would be compromised by the presence of turf. There is a requirement to direct drainage away from areas containing synthetic turf, to prevent runoff impacts.

He reviewed some of the benefits (reduced irrigation use, lower maintenance) and concerns (surface heat, negligible ecological benefits, drainage, and runoff issues) with the use of synthetic turf. Lastly, he reviewed the consistency with the Comprehensive Plan - Code amendments to accommodate the statutory preemptions are consistent with Element XI – Private Property Rights, particularly the rights for individuals to maintain their property for personal use subject to applicable law. Proposed preservation of standards on non-single family property supports the promotion of Florida-friendly and native landscaping, along with waterway protection policies, in the Future Land Use and Coastal and Conservation Elements.

Board discussion followed including how the new law limits the city's ability to regulate synthetic turf on single-family residential properties. City Attorney Ralf Brookes confirmed that the state law overrides local regulations for single-family homes on parcels of one acre or less. The board has no choice but to comply and keeping conflicting local laws on the books could expose the city to legal challenges and attorney fees. While the city cannot regulate synthetic turf for most single-family properties, it still retains authority over commercial properties and larger parcels. The board discussed potentially maintaining or strengthening restrictions in those areas.

Some frustration was expressed with the state removing local decision-making authority, especially since the city had previously adopted regulations for a reason. There was concern that if the state reverses course later, the city will have to redo its ordinance again. The board considered whether to keep some form of guidance—such as encouraging natural turf instead of requiring it—since enforceable restrictions are limited.

Member Perry raised strong ecological objections, noting that artificial turf does not support biodiversity (no habitat for insects or birds), contributes to heat buildup (urban heat island effect), may involve potentially harmful chemicals and plastics, and could negatively impact waterways, especially near seawalls. Staff explained that existing limits on non-vegetative ground cover (like

shell or rock) were originally intended to prevent degradation, maintain permeability, and ensure some level of vegetation, aligning with environmental guidance.

The board accepted that state law forces them to roll back local restrictions on synthetic turf for most residential properties despite environmental and aesthetic concerns, and focus shifted to maintaining control where it is still legally allowed and using non-binding guidance to express policy preferences.

Motion: Member Izzi moved and Vice Chair Angelides seconded, to recommend approval of Ordinance 2026-09 to the City Commission and find the ordinance consistent with the Comprehensive Plan; the motion carried unanimously.

Chair Hubbard adjourned as the LPA and reopened the meeting as the Planning Board at 4:55 PM.

5. Discussion Items -

a. Interpretation of "height" in the Pass A Grille Overlay District

Mr. Berry explained that the Historic Preservation Board has already reviewed and approves of this information. The Pass A Grille Overlay District, while now significantly expanded, was adopted in 1999 solely to regulate height of new residential construction. The standards include a maximum height of 28-32 feet from required flood elevation (original) or eight feet above grade (added 2021). Non-habitable overruns up to ten feet above the roofline, as permitted elsewhere in the City, are prohibited. As homes have gotten larger in the Overlay, there have been concerns about the allowed “overruns” in the 28–32-foot height space on flat and low-sloped roofed structures specifically. The presentation included a depiction of the flat vs. gabled roof issue.

Interpretation clarifications accepted by the Historic Preservation Board at their April meeting were that a low-sloped roof has a pitch of 2:12 or less, and is treated the same as a flat roof and only non-occupiable elements are allowed above 28 feet on a flat roofed structure (i.e. water tanks, mechanical spaces within elevator shafts, mechanical equipment (not storage rooms), cupolas, belfries, etc. The clarification does not allow habitable overruns that are still considered occupiable within the 28-32-foot height span such as storage rooms, stairs, bathrooms, etc. This will be going forward to the City Commission with any Board comments for acceptance or modification.

Board discussion followed. The code is not being rewritten but providing “rules of thumb” (e.g., slope ratios, measurement guidance) to help architects and staff apply it consistently. Attorney Brookes indicated the city is on solid ground making clarifications based on existing language, even for projects already submitted, as long as it’s an interpretation—not a substantive change. The interpretation addresses a 4-foot overrun allowance and applies only in Pass-a-Grille, not citywide. The base height standard (e.g., tied to design flood elevation) remains unchanged. The clarification is intended to help resolve ongoing ambiguity - such as whether features like parapets, railings, or rooftop elements count toward height and provide clearer, more consistent guidance on height calculations and reduce disputes during project review.

b. Updates to seawall standards

Mr. Berry wanted to make the Board aware that staff are looking at potential amendments to the seawall standards and will bring something forward in the next few months. They are streamlining the exception process - staff are working to turn what's currently a variance-like process into a more straightforward administrative exception, especially for cases where property owners face real hardship due to existing elevations.

Board members emphasized that seawall rules are closely tied to fill and site elevation requirements, noting inconsistencies - such as limiting height increases while requiring conditions that can worsen flooding. Member Perry pointed out that strict requirements (like low seawalls or fill limits) can force water toward homes, creating impractical or unsafe conditions. Staff noted they've recently clarified that homeowners can raise certain elements (e.g., slabs) above grade, even by a few feet, if they manage resulting stormwater impacts on-site. Staff are still refining these updates and plans to bring back more formal recommendations later.

c. Chair Hubbard Comment (Added)

Chair Hubbard noted that he has reached 3 years of service on this Board. He thanked Senior Planner Brandon Berry for always being accessible and helpful, allowing him to do a better job. He stated that he serves at the pleasure of the Mayor and thanked former Mayor Petrila for his appointment and Mayor Tate for allowing him to continue. It has been rewarding and gratifying working with the residents.

Member Izzi requested adding a future agenda item to review the city's sign regulations, focusing on storm resiliency, safety, and consistency, citing concerns about wind vulnerability and visual clutter. Staff noted a sign ordinance was recently adopted but agreed to bring the topic back for discussion at a future meeting.

Vice Chair Angelides noted that he cannot attend the May meeting and inquired about moving the date; two members were unavailable the previous week and the following week is the Memorial Day holiday weekend, making a change of date difficult. Member Izzi cannot attend the June meeting; some dates were considered. Mr. Berry will assist with securing a different date in June if possible.

6. Adjournment - Next meeting May 18, 2026.

There being no further business, Chair Hubbard adjourned the meeting at 5:14 PM.

These will be considered for approval at the May 18, 2026 meeting of the Planning Board.

**PLANNING BOARD MEETING
CITY OF ST. PETE BEACH
COMMISSION CHAMBERS**

Agenda Report

Agenda Title Name: Division 26 - Sign Ordinance

Action Request: None - for discussion purposes

Strategic Objective:

Date: May 18, 2026

Prepared By: Brandon Berry, Senior Planner

Through: Laura Canary, Community Development Director

Summary of Issue: The City last majorly amended its sign ordinance in summer 2025. The initial primary driver behind the amendments was to bring the code into compliance with a variety of legal rulings on content neutrality since its last major update in 2015, particularly the Supreme Court case *Reed v. Town of Gilbert*. The code was also drafted to consolidate what was previously over a dozen sign districts, often with minimal variation between them, down to four. In doing so, some properties gained small square footage or height increases in allowable sign area, which was intended to be counterbalanced with more aggressive nonconformity restrictions. However, due to the passage of SB 180 a few months prior to the passage of the amendments, the City ultimately scaled back the greater nonconformity restrictions. Signs that are kept in good repair during "blue sky" periods only need to be made conforming with the sign ordinance when they are repaired or replaced to greater than 50% of their depreciated value. Signs that are nonconforming but kept in good repair during "grey sky" periods may be maintained or reinstalled, provided that the business is undergoing repairs for storm remediation.

Staff will present a variety of examples of recent sign repairs and replacements, and solicit Board feedback based on member direction. While a proposed modification to the law of SB 180 failed to pass this legislative session, and Staff does not expect a rollback of the preemption on more restrictive land use

amendments until 2027 at the earliest, the Board may discuss potential future direction or requests that will not be adverse to the current law.

Funding: N/A

Attachments:

1. Current Sign Ordinance
2. Sign Examples - Planning Board

DIVISION 26 SIGN ORDINANCE¹

Sec. 26.1. Purpose, intent and scope.

It is the purpose of this division to promote the public health, safety and general welfare through reasonable, consistent and nondiscriminatory sign standards. The sign regulations in this division are intended to be content-neutral and regulate only the number, form, and placement, not the content, of signs. In order to preserve and enhance the city as a desirable community in which to live, vacation and do business, a pleasing, visually attractive environment is of foremost importance. These sign regulations have been prepared with the intent of mitigating the impact signs have on traffic and pedestrian safety, enhancing the visual environment of the city, and promoting its continued well-being. These sign regulations are intended to:

- (a) Encourage the effective use of signs as a means of communications in the city;
- (b) Maintain and enhance the aesthetic environment and the city's ability to attract sources of economic development and growth;
- (c) Improve pedestrian and traffic safety;
- (d) Minimize the possible adverse affect 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 and consistent with the category of use and function to which they pertain;
- (i) Curtail the size and number of signs and sign messages to the minimum reasonably necessary;
- (j) 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;
- (k) Categorize signs based upon their structures and tailor the regulation of signs based upon those structures;
- (l) Preclude signs from conflicting with the principal permitted use of the site and adjoining sites;
- (m) Regulate signs in a manner so as to not interfere with, obstruct the vision of or distract motorists, bicyclists or pedestrians;

¹Editor's note(s)—Ord. No. 2025-10, § 2(Exh. A), adopted July 22, 2025, amended Div. 26 in its entirety to read as set out herein. Former Div. 26, §§ 26.1—26.42, pertained to similar subject matter and derived from Ord. No. 2013-14, § 1(Exh. A), adopted April 23, 2013; Ord. No. 2016-24, §§ 2—7, adopted Jan. 10, 2017; and Ord. No. 2017-17, §§ 2, 3, adopted Nov. 14, 2017.

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- (n) 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;
 - (o) Preserve, conserve, protect, and enhance the aesthetic quality and scenic beauty of all districts of the city;
 - (p) Prohibit signage that will substantially and negatively impact wildlife;
 - (q) 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;
 - (r) 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;
 - (s) 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;
 - (t) Regulate the appearance and design of signs in a manner that promotes and enhances the beautification of the city, is appropriate in scale to the surrounding buildings and landscape, and that complements the natural surroundings in recognition of this city's reliance on its natural surroundings and beautification efforts in retaining economic advantage for its resort community, as well as for its commercial properties;
 - (u) Provide flexibility and encourage variety in signage, and create an incentive to relate signage to the basic principles of good design; and
 - (v) Enable the fair and consistent enforcement of these sign regulations.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.2. Definitions.

All words used in this division, except where specifically defined herein, shall carry their customary dictionary meanings when not inconsistent with the context in which they are used. The following terms, when used in this division, shall have the meanings ascribed to them in this section:

Abandoned or discontinued sign or sign structure means (a) A sign on or appurtenant to a building when that building has not been occupied for a period of 90 consecutive days or longer; or (b) a sign which contains structural components but no display or sign copy for a period of 90 consecutive days or longer. This term does not include individual panels within a sign for multi-tenant developments unless the multi-tenant development is more than 50 percent vacant, or transitional and emergency signage as referred to in section 26.19.

Advertising means sign copy intended to aid, directly or indirectly, in the sale, use or promotion of a product, commodity, service, sales event, activity, entertainment, or real or personal property.

Animated sign means a sign which includes action, motion, or color changes, or the optical illusion of action, motion or color changes, requiring electrical energy or set in motion by movement of the atmosphere, or made up of external sign elements that revolve or turn. The term "animated sign" does not include signs which display time of day, temperature, or both, and does not include electronic message board signs.

Artwork means a two- or three-dimensional representation of a creative idea that is expressed in an artistic form but does not in any way identify a business, product, business logo, or a commercial message. It serves as a means of communication, expression, and cultural understanding.

Attached sign means any sign attached to, on, or supported by any part of a building (e.g., walls, integral roof, awning, windows, or canopy) which encloses or covers usable space.

Awning means a cloth, plastic, or other nonstructural covering that is permanently attached to a building or other structure, or that can be raised or retracted to a position against the building or other structure when not in use.

Awning sign or *canopy sign* means any sign that is a part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.

Banner means any sign or string of one or more signs, usually made of cloth or other lightweight material, which is used to attract attention, whether or not imprinted with words or characters, including, but not limited to, balloons and pennants. Flags shall not be considered banners.

Beacon means a stationary or revolving light which flashes or projects illumination, single color or multicolored, in any manner which has the effect of attracting or diverting attention, except, however, this term does not include any kind of lighting device which is required or necessary under the safety regulations of the Federal Aviation Administration or other similar agency. This definition does not apply to any similar type of lighting device contained entirely within a structure and which does not project light to the exterior of the structure.

Building frontage. See frontage, building.

Bus stop informational sign means a freestanding or attached noncommercial sign located at a bus stop and providing information as to the route, hours or times of service.

Canopy means a permanent or semi-permanent, on-premises roof-like projection or structure intended to provide shade or shelter.

Canopy sign or *awning sign* means any sign that is a part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.

Changeable copy/message sign means a sign with the capability of content change by means of manual or remote input, including the following types:

- (1) *Manually activated.* Changeable sign whose message copy can be changed manually on a display surface.
- (2) *Electronically activated.* Changeable sign whose message copy or content can be changed by means of remote electrically energized on-off switching combinations of alphabetic or pictographic components arranged on a display surface. Illumination may be integral to the components, such as characterized by lamps or other light-emitting devices, or may be from an external light source designed to reflect off of the changeable component display. See also Electronic message board sign.

Character means any symbol, mark, logo, or inscription.

Color means any distinct tint, hue or shade including white, black or gray.

Copy means the linguistic or graphic content of a sign.

Designer sign means a sign that is custom made wall or monument-type signs, reviewed by the city manager or designee, and found to be of a higher creative, artistic and three-dimensional, or sculptural nature than the standard types of signs typically used within the sign industry.

Double-faced sign means a single sign with items of information relating to the same business on both sides of the sign and mounted as a single structure.

Eave means the lowest horizontal line of a sloping roof.

Electronic message board sign means a sign by which the message copy can be electronically changed and controlled. This shall include but not be limited to changeable words, lines, logos, symbols, or illustrations and shall include all LED type signs regardless of if the sign periodically changes copy.

Erect means to build, construct, attach, hang, place, suspend or affix, and shall also include the painting of wall signs.

Façade means the exterior wall(s) of a building exposed to public view.

Flag means any fabric, or bunting containing distinct colors, patterns or symbols, used as an ornamental flag or as a symbol of government, political subdivision, corporation or business or other entity. See also ornamental flag.

Flagpole means a pole on which to raise a flag. A flagpole is not a freestanding pole sign.

Flashing sign means any illuminated sign on which the artificial source of light is not maintained stationary or constant in intensity and color at all times when such sign is illuminated. For the purposes of this definition, any moving illuminated sign affected by intermittent lighting shall be deemed a flashing sign. This does not include official warning signs to the motoring public.

Foot-candle means a unit of measure of luminosity of a surface that is everywhere one foot from a uniform point source of light of one candle and equal to one lumen per square foot.

Freestanding sign, monument or pole means a sign supported by structures or supports that are placed on or anchored in the ground or at ground level and which are independent of any building or other structure.

Frontage means the length of the property line of a parcel of land which runs parallel with and along a road right-of-way or street, exclusive of alleyways.

Frontage building, or building frontage, means the length of the single façade of a building or that portion of building occupied by a single office, business or enterprise, commonly referred to as "storefront," which is abutting a street, parking area, or other means of customer access such as an arcade, a mall or a walkway.

Government sign means any temporary or permanent sign erected by or on the order of a public official or quasi-public entity at the federal, state or local government level in the performance of any duty including, but not limited to, noncommercial signs identifying a government building, program or service (including bus or other public transit services), traffic control signs, street name signs, street address signs, warning signs, safety signs, informational signs, traffic or other directional signs, public notices of government events or actions, proposed changes of land use, any proposed rezoning, or any other government speech. This term includes signs erected on government property pursuant to lease, license, concession or similar agreements requiring or authorizing such signs.

Ground level means the level of finished grade of a parcel of land, exclusive of any filling, berming, or mounding, or excavating, solely for the purpose of locating a sign. Ground level on marina docks or floating structures shall be the finished grade of the landward portion of the adjoining parcel.

Height means vertical distance measured from ground level nearest the base of the sign to the highest point on the sign.

Illuminated sign means any sign or portion thereof which is illuminated by artificial light, either from an interior or exterior source, including outline, reflective or phosphorescent light, whether or not the source of light is directly affixed as part of the sign.

Integral roof sign means any sign erected or constructed as an integral part of a normal roof structure of any design, such that no part of the sign extends vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than six inches.

Lawful message means any message not prohibited by state or federal law.

Lot. See definition of parcel.

Maintenance means the replacing, repairing or repainting of a portion of sign structure, periodically changing changeable copy or renewing copy which has been made unusable by ordinary wear, weather, or accident.

Marquee means any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather.

Marquee sign means any sign attached to a marquee.

Multi-tenant building/development means a building or development where more than one business may be located, including businesses located above the first floor or otherwise without frontage on a public right-of-way.

Nameplate sign or occupant identification sign means a sign indicating the name and/or profession or address of a person or persons residing on the premises or legally occupying the premises.

Nonconforming sign means a sign which does not conform with the regulations provided in this division.

Parcel means land which has been or which is proposed to be used, developed, or built upon as a unit under single ownership.

Pennant means any series of small flag-like or streamer-like pieces of cloth, plastic, paper or similar material attached in a row to any staff, cord, building, or at only one or two edges, the remainder hanging loosely.

Permanent sign means any sign which, when installed, is intended for permanent use, and is so constructed as to be of lasting and enduring condition (beyond normal wear and tear). Unless otherwise provided for herein, a sign other than a temporary sign or portable sign shall be deemed a permanent sign.

Predictable event means an event of which the date or dates is or are known at the time the sign is erected. By way of example, predictable events shall include an election, garage sale, grand opening, parade, wedding, garage sales, and others with a definite date.

Portable sign means any sign, banner, or poster that is not permanently attached to the ground or structure, or a sign capable of being transported, including, but not limited to, signs designed to be transported by means of wheels or carried by a person, and signs converted to an A-frame sign or a T-frame sign. For purposes of this division, a cold-air inflatable sign shall be considered to be a portable sign.

Projecting sign means any sign affixed perpendicularly to a building or wall in such a manner that its leading edge extends more than six inches beyond the surface of such building or wall.

Property means the overall area represented by the outside boundaries of a parcel of land or development containing one or more business establishments and/or residential units.

Revolving sign or rotating sign means an animated sign that revolves or turns or has external sign elements that revolve or turn. Such sign may be power-driven or propelled by the force of wind or air.

Roof sign means any sign erected and constructed wholly on or over the roof of a building, which is supported by the roof structure, or any sign that extends in whole or in part above the roofline of a building.

Safety sign. See Warning sign.

Sandwich board sign or A-frame sign means a portable, freestanding sign which is ordinarily in the shape of an "A," or some variation thereof when erected.

Shopping center means a group of commercial establishments developed, operated, managed, and/or owned as a planned unit under a single architectural plan. A shopping center may include a building or structure owned in fee simple, condominium, cooperative, leasehold or other ownership.

Sight visibility triangle means a triangular shaped portion of land established at street intersections or street and driveway intersections in which nothing is erected, or allowed to grow in such a manner as to limit or obstruct the sight distance of motorists entering or leaving the intersection. For street intersections, this triangle is measured 20 feet in length from the intersection along the abutting curb lines to form a triangle; and for driveway intersections, this triangle is measured ten feet from the intersection along the curb line and along the driveway line to form a triangle. See illustration in section 6.21 herein.

Sign means any device, fixture, placard or structure which uses color, form, graphics, illumination, architectural style or design with text, or writing to advertise, attract attention, announce the purpose of, or identify the purpose of any person or entity or to communicate information of any kind to the public. The term "sign" includes sign structure.

Sign area means the total square foot area of sign surface, computed as described in section 26.15.

Sign face means the part of the sign that is or can be used to identify, display, advertise, communicate information, or for the visual representation which attracts or intends to attract the attention of the public for any purpose.

Sign structure means any structure which is designed specifically for the purpose of supporting a sign, which has supports or which is capable of supporting a sign. The definition shall include any decorative covers, braces, wires, supports, or other components attached to or placed around the sign structure.

Snipe sign means any sign tacked, nailed, posted, pasted, glued or otherwise attached to telephone poles, utility poles, or fences, with the message appearing thereon not applicable to the present use of the premises upon which the sign is located.

Street means a public right-of-way intended for the use of vehicular and pedestrian traffic.

Street address sign means any sign denoting the street address of the premises on which it is attached or located.

Subdivision monument identification sign means a monument sign which contains only the name of a platted subdivision or other residential development.

Temporary sign means a sign intended for a use not permanent in nature and shall include a sign formerly or commonly associated with a temporary use or structure, or a sign related to an event or occurrence at a future time, which shall be further defined by whether the event to which it pertains is predictable or unpredictable.

Traffic control device sign means any sign located within the right-of-way that is used as a traffic control device and that is described and identified in the Manual on Uniform Traffic Control Devices (MUTCD) and approved by the Federal Highway Administrator as the national standard. A traffic control device sign includes those signs that are classified and defined by their function as regulatory signs (that give notice of traffic laws or regulations), warning signs (that give notice of a situation that might not readily be apparent), and guide signs (that show route designations, directions, distances, services, points of interest, and other geographical, recreational, or cultural information).

Unpredictable event means an event of which the date or dates is or are not known at the time the sign is erected. By way of example, unpredictable events may mean for rent or for sale periods, construction projects, and others without a definite date of ending.

Vehicle sign means a sign attached to or placed on a(n) on- or off-site inoperable vehicle, junk or abandoned vehicle as defined in section 98-67 of the Code of Ordinances, vehicle located on property in non-residential use that has not been driven or moved in 72 hours, commercial vehicle as defined in Division 2 of this Code located on property in residential use that has not been driven or moved in 24 hours, commercial vehicle as defined in Division 2 of this Code parked in the right-of-way that has not been driven or moved in 24 hours unless a waiver has been issued pursuant to section 82-135 of the Code of Ordinances, or a vehicle with signage attached to it that

renders the vehicle not safely drivable. The term vehicle as used herein shall include but not be limited to automobiles, trucks, boats, campers, and trailers, whether it is located on public or private property.

Visibility triangle. See Sight visibility triangle.

Wall sign means a sign which is painted on, fastened to, or erected against the wall of a building with its face in a parallel plane with the plane of the building façade or wall.

Warning sign or safety sign means a sign which only provides warning of a dangerous condition or situation that might not be readily apparent or that poses a threat of serious injury (e.g., gas line, high voltage, condemned building, etc.) or that only provides warning of a violation of law or prohibitions on parking, trespassing, hunting, fishing, swimming, or other activity on the property on which the sign is posted.

Waterside identification sign means a sign which can be only be viewed from the waters of the Gulf, Boca Ciega Bay, the intracoastal waterway or any other navigable waterway.

Wayfinding/Directional sign means a sign, which may or may not be a governmental/statutory sign, that shows route designations, destinations, directions, distances, services, points of interest, or other geographical, recreational, or cultural information for the aid of the traveling public, for facilitating a safe and orderly traffic flow and preventing sudden stops.

Wind sign means a sign which uses objects or material fastened in such a manner as to move upon being subjected to pressure by wind, and shall include pennants, ribbons, spinners, streamers or captive balloons; however, the term "wind sign" shall not include flags.

Window or door sign means any sign visible from the exterior of a building or structure which is painted on, attached, glued, or otherwise affixed in any fashion on the interior or exterior of the surface of a window or door.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Cross reference(s)—Definitions, § 2.1.

Sec. 26.3. Applicability.

- (a) *Applicability.* This division applies to any sign, permanent or temporary, displayed or erected which is visible and legible from a right-of-way.
- (b) *Relationship to other codes.* All signs shall comply with applicable building, electrical, and maintenance codes as adopted by the city. In the event any provisions of this division are in conflict with other applicable requirements, the more restrictive requirements shall apply.
- (c) This division does not regulate the following:
 - (1) A sign located entirely inside the premises of a building or enclosed space, and that is not visible from the right-of-way, public parking lot, or property outside of the zoning lot.
 - (2) A government sign.
 - (3) Historic markers for local, state, or nationally designated historic resources.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.4. No content restrictions.

- (a) No sign or sign structure shall be subject to any limitation based upon the content (viewpoint) of the message contained on such sign or displayed on such sign structure.

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- (b) It is the intent of the city commission that protection of First Amendment rights shall be afforded such that any sign, display, or device allowed under this division may contain, in lieu of any other copy, any otherwise lawful message unrelated to the business located on the premises where the sign is erected. The message (copy) may occupy the entire sign face or any portion thereof. The sign face may be changed from commercial to noncommercial messages, or from one noncommercial or commercial message to another, as frequently as desired by the owner of the sign, provided that the applicable size, height, setback, lighting, design, other applicable requirements, and dwell time criteria for electronic changeable message signs contained in this division and Code have been satisfied.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.5. Sign permit required.

- (a) *Generally.*
- (1) Allowed temporary and allowed permanent signs of the type described in section 26.13, shall be exempt from sign permitting hereunder.
 - (2) No sign permit shall be issued for the erection of a prohibited sign.
 - (3) Signs subject to this division shall be designed, constructed, and maintained in compliance with the city's building, electrical, maintenance, and all other applicable codes and ordinances and in compliance with all applicable state and federal law, codes and regulations.
 - (4) Unless exempt from permitting, no sign shall be erected, altered, relocated, maintained or displayed until a sign permit is obtained from and appropriate fee paid to the city. Where electrical permits are required, they shall be obtained at the same time as the sign permit. The requirement of a building permit under the Florida Building Code is separate and independent of the requirement for a sign permit under this division.
 - (5) A sign lawfully erected under permit may be repainted or have ordinary and customary non-structural repairs performed, including replacement of plastic or glass panels, without a new sign permit; however, if repair work causes such sign is to be structurally altered, relocated, or enlarged in any manner, a new sign permit shall be required and the altered sign must meet all requirements of this division and this Code. Nonconforming signs that have been substantially damaged, deteriorated beyond 25 percent of the assessed value of the sign, or destroyed shall not be issued a permit for repairs and shall be removed in accordance with section 26.6.
- (b) *Fees.* Every person making an initial application for a sign permit shall pay fees to the city at the time of approval of the application. The fees shall be established by resolution of the city commission and shall be as stated in appendix A to this Code.
- (c) *Permit application.* A sign permit application for a permanent sign shall be made upon a form provided by the city. The sign permit application is in addition to any building permit application required by the Florida Building Code. The sign permit application shall be accompanied by plans and specifications drawn to scale, together with any site plan required by Division 5 of the Land Development Code. An applicant shall deliver a sign permit application for a permanent sign to the city's chief building official, or such other person as may be designated by the city. The sign permit application shall be reviewed for a determination of whether the proposed sign meets the applicable requirements of this division and any applicable zoning law. The applicant shall furnish the following information on or with the sign permit application form:
- (1) The legal description of the real property where the sign is proposed to be located.
 - (2) The zoning district for the real property on which the sign(s) will be located.

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- (3) The name, mailing address and telephone number (where available) of the owner(s) of the real property where the sign is proposed to be located.
 - (4) A notarized statement of authorization signed by the owner(s) consenting to the placement of the proposed sign on the real property.
 - (5) The name, mailing address and telephone number of the sign contractor.
 - (6) Type of proposed sign(s) (e.g., attached wall sign, freestanding monument sign).
 - (7) Detailed scaled drawings to show the dimensions, design, structure, and location of each particular sign (when depicting the design of the sign it is not necessary to show the content of the sign as the sign reviewer is prohibited from taking this factor into consideration).
 - (8) Computations of the maximum total sign area, the maximum area for individual signs, and the height of each of the proposed signs.
 - (9) The setbacks for the proposed sign(s).
 - (10) The cost of the proposed sign(s).
 - (11) The number, type, location, and surface area for all existing signs on the same lot and/or building on which the sign will be located.
 - (12) If the proposed sign is to be an illuminated sign, the type, placement, intensity and hours of operation.
- (d) *Nullification.* A sign permit shall become null and void if the work for which the permit was issued has not been completed within a period of six months after the date of the permit. If the sign is an integral part of a new building structure, then the permit shall be valid until completion of the building.
- (e) *Revocation.* If the city manager and/or their designee finds that any sign has been erected, altered or maintained in violation of this division, Florida Building Code, or any other ordinance of the city, or that there has been any false statement or misrepresentation of a material fact in the application or plans on which the permit was based, the owner of record of the property upon which such sign is located shall be notified by either certified mail or by hand delivery that such violation exists. The owner shall cause the violation to be remedied or shall file an appeal of the violation within three working days after receipt of the notice. If the permit holder fails or refuses to make corrections within ten days, or a shorter period when emergency conditions exist pursuant to 98-75, it shall be the duty of the building official, or designee, to revoke such permit and provide written notice of same to such permit holder. It shall be unlawful for any person to proceed with any work under the permit after such notice is issued. Where it is determined that such illegal sign poses an imminent threat to the health, safety or welfare of the public, the city may cause the immediate removal of the sign by its own action. Cost of such removal shall be paid by the property owner. In addition to removal, the city shall be entitled to proceed with alternative legal or equitable remedies, including injunctive relief.
- (f) *Appeals.* Whenever it is alleged that there has been an error in any order, action, decision, determination, or requirement by an administrative official in the enforcement and application of any provision contained within this division or any other provision of this Code pertaining to sign permits (including any allegation that an administrative official has failed to act within applicable time frames), the aggrieved party shall file a written appeal on or before 30 days from the day of the administrative decision in accordance with section 3.14 of the Land Development Code.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.6. Nonconforming signs.

All signs that lawfully existed at the time of the enactment of this division and that do not conform to the provisions of this division, but which were in compliance with the applicable regulations at the time they were constructed, erected, affixed, or maintained, shall be regarded as nonconforming signs.

- (a) Except as provided in this section, no nonconforming sign shall be moved, reconstructed, extended, enlarged, or structurally altered, unless changed to conform with this division.
- (b) Nonconforming signs may continue to be maintained, repaired, or the message of the sign may be changed provided that maintenance, repair, or changing the copy does not require structural alterations.
- (c) Removal of a nonconforming sign, or replacement of a nonconforming sign with a sign conforming to this division, is required when:
 - (1) The nonconforming sign is substantially damaged, destroyed, or deteriorated to such extent that the cost of repair or restoration would equal or exceed 50 percent of the replacement cost of the sign; or
 - (2) A building or site on which the nonconforming sign is located is improved, repaired, rehabilitated, altered, or redeveloped at a cost which equals or exceeds 50 percent of the market value of the existing building or structure before the improvement or repair is started.
- (d) In addition to the above, all legally erected nonconforming electronic message board signs, including all LED-type signs, must be made to conform to the applicable provisions of this division by January 1, 2027.
- (e) Signs that exist on the effective date of this division that were not in conformance with previous regulations are illegal signs and shall conform with this division or be removed within ninety (90) calendar days of the effective date of this division.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec 26.7. Variances.

- (a) Requests for variances from any provisions of this division, unless stated otherwise, shall be processed and authorized pursuant to section 3.12 general variances of the Land Development Code.
- (b) Variances from the terms of these regulations may not be contrary to the public interest. Variances may be granted where, owing to special conditions, the literal enforcement of the provisions would result in unnecessary hardship, not to include economic hardship. However, no variance shall be granted unless the criteria of section 3.12 are met. In addition to these usual criteria for variances to the provisions of this article, any additional signage allowed pursuant to variances shall be conditioned in such a way that, taking into consideration existing allowable signage in the area, the additional signage does not exacerbate visual clutter, driver distraction or traffic safety in the area.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.8. Inspection and maintenance of signs.

- (a) *Inspection.* Signs for which a permit is required under this division may be inspected periodically by the building official, or designee, for compliance with this division, other codes of the city, and all terms upon which the sign permit may have been conditioned.

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(b) *Maintenance of signs.*

- (1) All visible portions of a sign and its supporting structure shall be maintained in a safe condition, and present a neat and clean appearance according to the following:
 - a. Signs with illumination that have become flashing signs shall be repaired, renovated, or corrected to the original permitted function and order.
 - b. If the sign is painted, the painted surface shall be kept in good condition.
 - c. Every sign shall be kept in such manner as to constitute a complete or whole sign.
 - d. Every sign shall be able to withstand the wind pressure for which it was originally designed.
 - e. If a sign is a freestanding sign, the area around the base of the sign shall be landscaped, maintained, and kept free of weeds, overgrowth, debris, trash, litter, and any other unsightly conditions or nuisances as defined by chapter 98, article 3 property maintenance of the Code of Ordinances.
- (2) The maintenance of signs shall be in keeping with the intent of chapter 98, article 3, section 98-66(d) to ensure the public health, safety and welfare is maintained. The owner and/or leaseholder shall be responsible for maintaining the signs concerned in good operating conditions and appearance and shall be responsible for maintaining the area immediately surrounding the sign. Failure to comply with chapter 98, article 3 shall constitute cause for revocation of the sign permit and removal of the sign, if the owner and/or leaseholder fail to correct same within ten days after written notice of violation for non-emergency deterioration or damage, or two days after written notice of violation when the city manager or designee has identified the situation as an emergency.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.9. Enforcing official.

The city manager, or designee, shall be the enforcing official of this division. The enforcing official is charged with the duty of administering this division and securing compliance therewith. Further, the enforcing official shall make such inspection as may be necessary to ensure compliance with this division and shall initiate appropriate action, if any, to enforce the provisions of this division.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.10. Violations and penalties.

- (a) The acts enumerated in this section shall be a violation of this division and shall be subject to the enforcement remedies and penalties provided by this division, by other city codes, and by state law. Such remedies may be pursued simultaneously.
- (b) It shall be a violation to:
 - (1) Install, create, erect or maintain any sign in a way that is inconsistent with any approved plan or permit governing such sign or the site on which the sign is located.
 - (2) Install, create, erect or maintain any sign requiring a permit without having first obtained such permit.
 - (3) Fail to remove any sign that is installed, created, erected or maintained in violation of this division or for which the sign permit has lapsed.

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- (4) Install, erect, place, or maintain any sign contrary to the provisions of this division, including any sign or sign structure not allowed within the applicable zoning district.
 - (5) Continue any such violation.
 - (c) Each sign installed, created, erected or maintained in violation of this division shall be considered a separate violation, and each day of a continued violation shall be considered a separate violation.
 - (d) Any violation of this division or any condition or requirement adopted pursuant to this division may be restrained, corrected, or abated, as the case may be, by injunction or other appropriate proceedings pursuant to law. The remedies of the city shall include but not be limited to the following:
 - (1) Issuing a stop work order for any and all work on any signs on the same site.
 - (2) Seeking an injunction or other order of restraint or abatement that requires the removal of the sign or the correction of the violation.
 - (3) For a sign which poses an immediate danger to the public health or safety, taking such measures as are available to the city under the applicable provisions of this division for such circumstances.
 - (e) A person in violation of this division shall be subject to prosecution and, upon conviction, shall be punished as set forth in section 1-14 of chapter 1, St. Pete Beach Code of Ordinances.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.11. General sign requirements.

- (a) All new signs shall comply with all applicable Florida Building Code requirements, design requirements, and other applicable requirements.
- (b) Signs and their supporting structures shall maintain clearance and noninterference with all surface and underground facilities and conduits for water, sewage, electricity, or communications equipment or lines. Placement shall not interfere with natural or artificial drainage or surface or underground water.
- (c) No sign shall be erected so as to obstruct any fire escape, required exit, window, or door opening intended as a means of egress, nor shall it obstruct or interfere with roof access or any opening required for ventilation.
- (d) No sign, portable or otherwise, is to be placed or located to conflict with the intersection visibility requirements of section 6.21 of this Land Development Code.
- (e) 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 or wood rot inhibitive material.
- (f) *Signs on public lands.* Signs shall not be located on publicly owned land or easements or inside street rights-of-way except signs required or erected by permission of the authorized governmental agency. Such prohibited signs shall include, but not be limited to, handbills, posters, advertisements, or notices that are attached in any way upon lampposts, telephone poles, utility poles, bridges and sidewalks. All signs shall be moved by the owner of the sign at no expense to the applicable governmental jurisdiction when the signs are within any public property including existing rights-of-way. Nothing shall prohibit a duly authorized public official from removing a sign from public property.
- (g) *Official signs and notices.* Nothing in this division shall be construed to prevent or limit the display of legal notices, warnings, informational, direction, traffic, or other such signs which are legally required or necessary for the essential functions of government agencies.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Section 26.12. Sign standards in all districts.

All permitted signs shall be subject to the below design requirements:

- (a) All permanent signs shall be compatible with the building(s) to which they relate and with the surrounding neighborhood.
- (b) The placement and location of signs shall not cover or obscure architectural features, finishes, doors, windows, or other elements of the building to which they relate unless designed to be an integral part of that element.
- (c) *Freestanding signs.*
 - (1) All newly-constructed or substantially-improved freestanding signs shall be monument signs, unless a variance is granted to allow for a freestanding pole sign pursuant to section 26.7. When a variance is granted to permit a freestanding pole sign, a landscaped area of four feet in depth or the depth of the pole sign's cabinet, whichever is greater, and equal or greater to the width of the pole sign's cabinet, shall be installed beneath the sign. The landscaped area shall be planted and maintained for the life of the sign with groundcover and/or shrubs to provide reasonably complete coverage of the area within one growing season.
 - (2) The materials, finishes and colors of the base of freestanding signs, including monument and pole base sign, shall match the architectural design of the building on the same site.
 - (3) All freestanding signs shall be placed in a landscaped setting appropriate to the size and scale of the sign.
 - (4) Tenant panels in freestanding signs for a multi-tenant development or shopping center, including those added to existing sign structures, shall be constructed of the same materials and illuminated by the same method.
 - (5) Freestanding signs shall not be permitted within any required side yard adjacent to property in an RU-1, RU-2, RLM-1 or RLM-2 district or within a required front yard established for protection of a right-of-way corridor.
 - (6) A freestanding sign shall not exceed 35 feet in height, or 135 square feet in sign area, in any district. No variance to this regulation may be granted and no variance application to this requirement shall be accepted.
 - (7) A freestanding sign shall not exceed 200 square feet in sign structure area, inclusive of the support structure base, architectural features, and sign area, or 200% of the permitted freestanding sign area in total sign structure area, whichever is less.
- (d) *Window signs.* One or more window signs may be displayed where attached signs are permitted. Permanent window signs shall not cover more than 50% of any contiguous window surface between frames, exclusive of grilles and muntin, and shall comply with all fire safety codes.
- (e) *Projecting signs.* Projecting signs shall have a minimum ground clearance of eight (8) feet and shall not project within two (2) feet of any curb.
- (f) *Illuminated signs.*
 - (1) Illuminated signs, in addition to conforming to all other requirements of this division, shall be shielded in such a manner so that no direct source of light is cast into residential properties or into a public street or right-of-way.
 - (2) No sign shall have animated, blinking, flashing, or fluttering lights or other illumination devices which have a changing light intensity, brightness, color, or direction.

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- (3) Illuminated signs shall not interfere with pedestrian or motorist vision. No colored lights shall be used at any location or in any manner so as to be confused with or construed as traffic control devices. Similarly, no electronic changeable message sign shall be permitted if it may be confused with, construed as, or interfere with traffic control devices.
 - (4) The illumination shall not be reflective or phosphorescent and shall be placed in a manner that will not create a nuisance to other premises or create a traffic hazard to operators of motor vehicles on public thoroughfares.
 - (5) Externally illuminated signs are preferable to internally illuminated signs. Externally illuminated signs are permitted only with steady, stationary, and shielded lighting directed solely onto the sign from either above or below.
 - (6) Internally illuminated signs or portions of a sign that are internally illuminated shall not be larger than 50 square feet in area.
 - (7) Internally illuminated signs shall be expressly prohibited in the following areas:
 - a. Within 50 feet of a property with a single-family use or zoned for a single-family use;
 - b. Building façades or property frontage adjacent to Corey Avenue in the TC-1 or TC-2 district;
 - c. BR district;
 - d. Traditional hotel district;
 - e. UBV district; and
 - f. Pass-a-Grille Overlay district.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.13. Exempt signs.

The following sign types are exempt from the permitting process and are exempt from other provisions of this division, but are not exempt from the requirements imposed by this subsection or from applicable requirements of this division relating to construction, illumination, placement, safety, and nonconformity, and are not exempt from other regulations related to public health, safety and welfare.

- (a) *Street address signs.* For each parcel within the city, one attached street address sign shall be displayed for each building façade facing the primary street or waterfront. The address numbers shall be at least three inches in height if the dwelling or business establishment is located 50 feet or less from the curb or improved right-of-way, at least five inches in height if the dwelling or business establishment is located more than 50 feet from the curb or improved right-of-way, in Arabic numbers, and of contrasting color to background. For any site or parcels subject to a common plan of development on which one or more signs requiring a permit are proposed to be erected, the location, height, and area of street address signs shall be included in sign plan. Address numbers are subject to National Fire Protection Association (NFPA) code, as amended. One additional street address sign may be located on the monument sign or other sign at the entrance of the development.
- (b) *Artwork.* Artwork, provided it does not contain a commercial message. The portion of the artwork containing a commercial message shall be part of the computation of the allowable sign area, as described in section 26.15.
- (c) *Flags.* There shall be a maximum of one flagpole and three flags permitted for each parcel in the city. Flagpoles in residential districts shall not exceed 20 feet in height, and flagpoles in nonresidential districts shall not exceed 30 feet in height. The maximum size of such flags shall be as follows: The

maximum distance from top to bottom of any flag shall be 20 percent of the total height of the flagpole, or in the absence of a flagpole, 20 percent of the distance from the top of the flag or insignia to the ground. Flags containing a commercial message shall be part of the computation of the allowable area for freestanding signs.

- (d) *Government signs.* Informational, directional and regulatory signs located within rights-of-way or on publicly-owned land that are installed by the city or other governmental signs installed with the approval of the city. Official regulatory or warning signs upon any body of water (river, bay, lake, or other body of water) within the limits of the city, informational or directional signs installed by the city or with the approval of the city upon any body of water within the limits of the city in connection with a water path or paddling trail.
- (e) *Machinery and equipment signs.* Machinery and equipment signs shall be allowed in all districts.
- (f) *Nameplate signs or occupant identification signs.* For each residence, business or other occupancy within the city, one nameplate sign may be displayed. For residences the nameplate or occupant identification signs shall not exceed two square feet in sign area. For any nonresidential use, the nameplate or occupant identification sign shall not exceed six square feet in sign area.
- (g) *Onsite directional signs.* Onsite directional signs, not exceeding four square feet in area per sign face.
- (h) *Onsite parking space signs.* Onsite parking space number signs, not exceeding one square foot of sign face per sign, shall be allowed on each parcel in noncommercial use having multiple parking spaces onsite. One such sign shall be allowed for each parking space.
- (i) *Onsite marina slip number signs.* Onsite marina slip number signs, not exceeding one square foot of sign face per sign, shall be allowed for each marina having marina slips. One such sign shall be allowed for each marina slip.
- (j) *Warning signs and safety signs.* Warning signs and safety signs, not exceeding four square feet in sign area.
- (k) *Special event sign.* A special event sign may be allowed subject to the conditions of the associated special event permit or city sponsorship conditions, along with any restrictions placed specifically on special event signage within this division. All other restrictions of this division, not specific to special event signs, shall not be applicable.
- (l) *Temporary signs.* One temporary sign per property, not exceeding three square feet in area on residential property, and 16 square feet in area on nonresidential property, shall be allowed. Additionally, a number of temporary signs equal to the number of items on the election ballot shall be allowed on both residential and nonresidential property from 45 days prior to an election held in the city to two days following an election held in the city, provided all other restrictions of this sign type are met. A temporary sign for a non-election predictable event shall be posted no more than seven days prior to the event and removed no more than two days following the event. A temporary sign for a non-election unpredictable event shall be removed no more than two days following the event. This regulation does not pertain to a temporary sign otherwise regulated by a special event permit. Signs may be freestanding or attached wall signs and shall not be of a type prohibited in section 26.5. Temporary signs are further regulated by type as follows:
 - (1) *Freestanding temporary signs.* If freestanding, signs shall not exceed three feet in height on residential property and six feet in height on nonresidential property, shall be located outside of the visibility triangle required by section 6.21 of this Code, shall be located outside of any required pedestrian access, public safety access, or parking access or space, and shall be located a minimum of three feet from the sidewalk or curb line on private property.

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- (2) *Attached temporary signs.* If attached, signs shall be erected as permitted for a wall sign and shall not exceed in height the eave or parapet line of the building.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.14. Prohibited signs.

The following signs and sign types are prohibited within the city limits.

- (a) Revolving signs; rotating signs.
- (b) Flashing signs, animated signs, multi-prism signs and beacon lights, except when required by the Federal Aviation Administration or other government agency.
- (c) Banners, except those used to advertise approved special events, those installed for 30 days after the issuance of a business' tax receipt for a new business, or when used during transitional or emergency events as regulated in section 26.19. For special events, the banner may not be placed on the property in which the event is to take place more than 21 days prior to the special event. For new businesses, the size of the banner may not exceed the allowance otherwise permitted for attached signage, shall be attached to the building or face of an existing freestanding sign, and shall be secured to resist movement from wind.
- (d) Pennants, streamers, and all other fluttering, spinning, or similar type signs and advertising devices.
- (e) Wind signs.
- (f) Portable signs, other than sandwich board signs as allowed within certain zoning districts pursuant to this division.
- (g) Roof signs, other than integral roof signs in nonresidential zoning districts.
- (h) Abandoned and discontinued signs, except as temporarily permitted in section 26.19.
- (i) Snipe signs.
- (j) Bus bench advertising signs; bus shelter advertising signs.
- (k) Signs that emit sound, vapor, smoke, odor, particles or gaseous matter, or project three-dimensional images, holographic images or pyrotechnics, with the exception that signs emitting audible sound erected to accomplish compliance with the Americans with Disabilities Act shall be authorized.
- (l) Signs that have unshielded illuminating devices, other than electronic changeable message sign displays permitted in accordance with this division.
- (m) Signs that obstruct, conceal, hide or otherwise obscure from view any official traffic or governmental sign, signal or device.
- (n) Any sign within a sight visibility triangle that obstructs a clear view of pedestrian or vehicular traffic.
- (o) Any sign in or over the public right-of-way, except government signs or as otherwise provided by this division.
- (p) Any sign attached to or painted on a seawall, pier, dock, or tie pole, other than a government sign, warning sign or safety sign, or signs otherwise required by local, state or federal law.
- (q) Signs in or upon any river, bay, lake, or other body of water within the limits of the city, other than government signs, warning or safety signs or signs otherwise required by local, state or federal law. The city manager or designee is authorized to remove and dispose of any temporary sign placed within the city right-of-way in violation of this ordinance.

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- (r) Any sign other than a traffic control device sign that uses the word "stop" or "danger," or presents or implies the need or requirement of stopping or the existence of danger, or which is a copy or limitation of official traffic control device signs, and which is adjacent to the right-of-way of any road, street, or highway.
 - (s) Any sign nailed, fastened, affixed to, hanging from, or painted on any tree or other vegetation, or part thereof (living or dead).
 - (t) Any sign prohibited by state or federal law.
 - (u) Vehicle signs, as defined by this division, and portable trailer signs.
 - (v) Any sign located on real property without the permission of the property owner.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.15. Methods of measurement.

- (a) *Setbacks.* Required setbacks for signs in all zoning districts shall be measured from the property line to the nearest part of the sign.
- (b) *Height.* Height for freestanding signs in all zoning districts shall be computed as the distance from the base of the sign structure at ground level to the highest point of the sign structure. In cases where the ground level, as defined in this section, cannot reasonably be determined, sign height shall be derived on the assumption that the elevation of the ground at the base of the sign is equal to the average elevation at the front property line of the zoning lot.
- (c) *Area.*
 - (1) *Freestanding sign, monument base.* Sign area shall be computed as the extreme outer dimensions of the freestanding structure, excluding the support structure base and architectural features. When sign copy has been attached or painted on a background panel or area distinctively painted, textured, or constructed to serve as the background for the sign copy, sign area shall be computed as the area enclosed by the smallest single rectangle that can be drawn around the outside dimensions of the background panel or surface, including sign trim or frame, that encompasses all sign copy, logos, or other representation or image that directly or indirectly represents a business, product, or other commercial activity.
 - (2) *Freestanding sign, pole base.* Sign area shall be computed as the area enclosed by the smallest single rectangle that will enclose the sign structure, exclusive of poles.
 - (3) *Attached sign, single element.* Sign area shall be computed within a single perimeter composed of squares or rectangles that enclose the sign structure, background panel, or surface, including sign trim and frame.
 - (4) *Attached sign, multiple elements.* When signs are constructed of individual elements, such as signs that consist of individual letters or signs have an additional background panel or surface for a logo, the area of all sign elements which together convey a single, complete message, shall be considered as a single sign. Sign area shall be computed by summing the area of each element enclosed by the smallest single rectangle that can be drawn around the complete message of sign copy, background panel or surface, including sign trim or frame.
 - (5) *Signs painted directly on walls, awnings, canopies, or other structures.* The area of a sign painted directly on a wall, awning, canopy, marquee, or other structure that has not been distinctively painted, textured, or constructed to serve as a background for the sign copy, shall be computed as the area enclosed by the smallest single rectangle that can be drawn around the commercial message, including

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all sign copy, logos, or other representation or image that directly or indirectly represents a business, product, or other commercial activity. When a sign has been painted on a background panel or area distinctively painted, textured, or constructed to serve as the background for the sign copy, sign area shall be computed as the area enclosed by the smallest single rectangle that can be drawn around the outside dimensions of the background panel or surface, including sign trim or frame.

- (6) *Window signs.* Sign area shall be computed as the area enclosed by the smallest single rectangle that can be drawn around the outside dimensions of the sign display, including sign trim or frame.
- (7) *Double-faced signs.* On a sign where two sign faces are back to back and directionally oriented 180 degrees from each other, the sign area shall be computed as the area of one sign face. Where the two faces of a double-faced sign are not equal in size, the larger sign face shall be used in the area computation. Where two sign faces are directionally oriented at an interior angle other than 180 degrees, both sign faces shall be counted toward sign area.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.16. Adoption of zoning regulations.

- (a) *Intent.* It is the intent of this section to regulate signs visible from a public right-of-way in a manner that is consistent with the land use classification which establishes the character of the area in which the signs are located and in keeping with the overall character of the community.
- (b) *Adoption of zoning regulations.* The boundaries of the various districts shown upon the official zoning map and the regulations of the comprehensive zoning ordinance contained in Land Development Code, governing the use of land and buildings and other matters set forth therein are made part of this division. Except as provided in this division, no sign shall be erected, enlarged, reconstructed or structurally altered which does not comply with all the district regulations established by this division for the zoning district in which it is located.
- (c) If no height or size restriction is specifically provided regarding any sign located in the city, the height and size restrictions for a structure in the zone in which the sign is located will govern.
- (d) Any building or land use not conforming to the zoning ordinance provisions for the zone in which it is located, shall, nevertheless, comply with all provisions of this division for the zone in which it is located.
- (e) Except as provided in this division, no sign shall be erected, enlarged, reconstructed or structurally altered which does not comply with all the district regulations established by this division for the zoning district in which it is located.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.17. Permitted signs and standards by zoning districts.

- (a) The following types of signs are permitted for businesses in the Activity Center (AC), Commercial Corridor-1 (CC-1), Commercial Corridor-2 (CC-2), and Institutional (INS) districts, as follows:

Table 26.17.a—Standards for Signs in the AC, CC-1, CC-2, CG-1, CG-2, INS Districts¹

Permitted Sign Types	Freestanding Signs	Attached Signs	Projecting Signs
Maximum Quantity: businesses with less than 200 ft of frontage may choose up to 2 signs;	1 per street frontage, not to exceed a maximum of 2. When a zoning lot contains multiple businesses, no	1 per building frontage not to exceed a maximum of 2, or 1 per building frontage	1 per business

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business with 200 to 300 ft of frontage may choose up to 3 signs; businesses with more than 300 ft of frontage may choose up to 4 signs	more than one freestanding sign may be permitted for each 200 linear feet of lot frontage along any single frontage.	per business if in a multi-tenant development.	
Maximum Area (per sign)	50 ft ² . When a zoning lot is permitted more than one freestanding sign along a street frontage, one freestanding sign of 100 ft ² may be substituted for two freestanding signs of 50 ft ² but shall be set back at least ten feet from the front property line.	1 ft ² per linear foot of building frontage Not to exceed an aggregate area of 100 ft ²	12 ft ²
Maximum Height	12 feet	Shall not appear above the fascia on hip, gable or mansard roofs, or the highest point of the roof inclusive of the parapet on flat roofs.	-
Maximum Width	A freestanding sign shall not have a sign area width that exceeds an aspect of 2:1 with its height.	-	-

¹ Subject to additional standards set forth in section 26.18.

- (b) The following types of signs are permitted for businesses in the Boutique Hotel/Condo (B/HC), Large Resort (LR), and Resort Facilities Medium (RFM) districts, as follows:

Table 26.17.b—Standards for Signs in the B/HC and LR Districts²

Permitted Sign Types	Freestanding Signs	Attached Signs	Projecting Signs
Maximum Quantity: businesses with less than 200 ft of frontage may choose up to 2 signs; business with 200 to 300 ft of frontage may choose up to 3 signs; businesses with more than 300 ft of frontage may choose up to 4 signs	1 per street frontage, not to exceed a maximum of 2, per business frontage. When a zoning lot contains multiple businesses, no more than one freestanding sign may be permitted for each 200 linear feet of lot frontage along any single frontage.	1 per building frontage not to exceed a maximum of 2, or 1 per building frontage per business if in a multi-tenant development.	1 per business
Maximum Area (per sign)	50 ft ² . When a zoning lot is permitted more than one freestanding sign along a street frontage, one	1 ft ² per linear foot of building frontage Not to exceed an aggregate area of 100 ft ²	12 ft ²

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	freestanding sign of 100 ft ² may be substituted for two freestanding signs of 50 ft ² but shall be set back at least ten feet from the front property line.		
Maximum Height	12 feet	Shall not appear above the fascia on hip, gable or mansard roofs, or the highest point of the roof inclusive of the parapet on flat roofs.	
Maximum Width	A freestanding sign shall not have a sign area width that exceeds an aspect of 2:1 with its height.	-	-

²Subject to additional standards set forth in section 26.18.

- (c) The following types of signs are permitted for businesses in the Resort Facilities Medium (RFM) District, as follows:

Table 26.17.c—Standards for Signs in the RFM District²

Permitted Sign Types	Freestanding Signs	Attached Signs	Projecting Signs
Maximum Quantity: businesses with less than 200 ft of frontage may choose up to 2 signs; business with 200 to 300 ft of frontage may choose up to 3 signs; businesses with more than 300 ft of frontage may choose up to 4 signs	1 per street frontage, not to exceed a maximum of 2, per business frontage. When a zoning lot contains multiple businesses, no more than one freestanding sign may be permitted for each 200 linear feet of lot frontage along any single frontage.	1 per building frontage not to exceed a maximum of 2, or 1 per building frontage per business if in a multi-tenant development.	1 per business
Maximum Area (per sign)	135 ft ²	1 ft ² per linear foot of building frontage Not to exceed an aggregate area of 100 ft ²	12 ft ²
Maximum Height	20 feet	Shall not appear above the fascia on hip, gable or mansard roofs, or the highest point of the roof inclusive of the parapet on flat roofs.	
Maximum Width	A freestanding sign shall not have a sign area width that exceeds an aspect of 2:1 with its height.	-	-

²Subject to additional standards set forth in section 26.18.

- (d) The following types of signs are permitted for businesses in the Town Center Core (TC-1), Town Center Corey Circle and Coquina West (TC-2), Upham Beach Village (UBV), Residential/Office/Retail (ROR), Bayou Residential (BR), and Community Redevelopment District-Eighth Avenue (CRD-EA) districts, as follows:

Table 26.17.d—Standards for Signs in the TC-1, TC-2, UBV, ROR, and CRD-EA³Districts⁴

Permitted Sign Types	Freestanding Signs	Attached Signs	Projecting Signs
Maximum Quantity: businesses with less than 200 ft of frontage may choose up to 2 signs; business with 200 to 300 ft of frontage may choose up to 3 signs; businesses with more than 300 ft of frontage may choose up to 4 signs	For street frontages along Gulf Blvd, Boca Ciega, Blind Pass, and Pass-a-Grille Way except for 7 th to 9 th Avenues: 1 For all other streets, including Pass-a-Grille Way between 7 th and 9 th Avenues: Not permitted	1 per building frontage per business	1 per business
Maximum Area (per sign)	40 ft ²	1 ft ² per linear foot of building frontage, not to exceed a maximum area of 40 ft ²	12 ft ²
Maximum Height	8 feet	Shall not appear above the fascia on hip, gable or mansard roofs, or the highest point of the roof inclusive of the parapet on flat roofs.	-
Maximum Width	A freestanding sign shall not have a sign area width that exceeds an aspect of 2:1 with its height.	-	-

³Subject to additional standards set forth in Division 40, as may be amended.

⁴Subject to additional standards set forth in section 26.18.

- (e) The following types of signs are permitted depending on property use in the Residential Urban districts (RU-1 and RU-2), Residential Low Medium districts (RLM-1 and RLM-2) districts, Residential Medium (RM) district, and Downtown Core Residential (DCR) district, as follows:

Table 26.17.e—Standards for Signs in the RU-1, RU-2, RLM-1, RLM-2, RM, DCR, and TH Districts⁵

Permitted Sign Types	Freestanding Signs	Attached Signs	Projecting Signs
Maximum Quantity: 2	For residential uses: 1 subdivision identification sign at the neighborhood entrance. The subdivision identification sign shall be constructed with a	1 per non-residential parcel	Not permitted

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	monument base. For non-residential uses: 1		
Maximum Area (per sign)	24 ft ²	8 ft ² or 1 ft ² per linear foot of building frontage, whichever is less	-
Maximum Height	6 feet	Shall not appear above the first floor of the building	-
Maximum Width	A freestanding sign shall not have a sign area width that exceeds an aspect of 2:1 compared with its height.	-	-

⁵Subject to additional standards set forth in section 26.18.

(f) Additional restrictions on signage in the Pass-A-Grille Overlay District may be found in Division 20, as may be amended.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.18. Standards for specific sign types.

In addition to the regulations prescribed by this sign code generally, the following regulations for certain sign types shall apply.

- (a) *Electronic message board signs.* The following conditions and restrictions shall apply to electronic message board signs:
- (1) *Location.* Electronic message board signs are only permitted for nonresidential uses on properties adjacent to Gulf Boulevard from 37th Avenue to 75th Avenue. Electronic message board signs shall only be located in a front yard, and in no case shall be closer than 10 feet from the front yard property line.
 - (2) *Design.* An electronic message board sign shall only be permitted as an integral component of a freestanding sign. The width, depth, and color of the cabinet containing the electronic message board shall be compatible with the design of the primary sign structure.
 - (3) *Size.* An electronic message board sign shall comprise no more than 50 percent of the overall sign area of the freestanding sign and shall not, in any case, exceed 32 square feet in area.
 - (4) *Brightness.* Maximum illumination intensity level for electronic message board signs shall not exceed 0.3 foot candles over ambient light when measured at 50 linear feet from the base of the sign.
 - (5) *Dwell time.* The minimum amount of time that a message or display on an electronic message board sign remains fixed shall be one minute.
 - (6) *Static images and messages.* The image or message shall be static. There shall be no animation, flashing, scintillating lighting, movement, or the varying of light intensity during the message. Messages or images shall not scroll and shall not give any appearance or optical illusion of movement.
 - (7) *Default mechanism.* The sign shall have a default mechanism or setting that will cause the sign to turn off or show a "full black" image if a visible malfunction or failure occurs.

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- (8) Electronic message board signs, including LED-type, shall only be permitted as defined above. All other existing nonconforming electronic message board signs shall be subject to the amortization schedule set forth in section 26.6.
- (b) *Waterside identification signs.* For each parcel within the city with a residential complex or licensed commercial establishment(s) that has at least one façade that can only be viewed from a navigable waterway, one (1) waterside identification sign shall be allowed per such façade. A waterside identification sign may be either a freestanding sign or an attached sign. A waterside identification sign shall not exceed eight (8) feet in height and shall not exceed 40 square feet in sign area. A waterside identification sign shall not be illuminated. A waterside identification sign shall be in addition to the signage otherwise allowed pursuant to the other provisions of this division.
- (c) *Attached menu display signs.* For each parcel with either (a) a restaurant without drive-thru service, or (b) with a transient lodging facility that has restaurant facilities open to the general public in addition to registered guests, one (1) attached menu display sign shall be allowed. An attached menu display sign shall be a wall sign not exceeding 12 square feet in sign area. An attached menu display sign shall be in addition to the signage otherwise allowed pursuant to the other provisions of this division.
- (d) *Drive-thru menu signs.* For each parcel with a licensed commercial establishment that utilizes a drive-thru lane, one (1) drive-thru menu sign shall be allowed for each drive-thru lane. A drive-thru menu sign may be either a free-standing sign or an attached sign and shall not exceed 40 square feet in sign area and ten (10) feet in height. Drive-thru menu signs shall be in addition to the freestanding and attached signage otherwise allowed pursuant to the other provisions of this division.
- (e) *Sandwich board/A-frame signs.* One (1) sandwich board sign shall be allowed for each licensed commercial establishment. Sandwich board signs shall not be placed in the right-of-way, shall not be placed within the visibility triangle required for intersections at streets and driveways, as required by this Code, be no larger than five feet in height and 12 square feet in area per face, shall not obstruct walkways or fire access, shall have no illumination of any kind, and may be displayed only during the time when the business to which the sign is associated is open to the public. This sandwich board shall be in addition to the freestanding and attached signage otherwise allowed pursuant to the other provisions of this division.
- (f) *Theater signs.* For each parcel with a theater use, one attached sign shall be allowed. An attached theater sign shall be a wall or marquee sign not exceeding 15 square feet in sign area for each auditorium within the theater, subject to a maximum limit of 64 square feet in sign area. An attached theater sign shall be in addition to the freestanding and attached signage otherwise allowed pursuant to the other provisions of this division.
- (g) *Boat or beach concession signs.* Boat or beach concession signs shall only be permitted in the RFM district. Each licensed boat or beach concession rental business operating along the Gulf and on the site of a business having Gulf frontage may be permitted signs as follows:
- (1) *Permission required.* The applicant shall provide the city with a letter, granting approval for placement of the signs, from the owner of the real property upon which signs are to be located prior to the issuance of a permit.
 - (2) *Lighted signs.* Lighted signs shall be prohibited.
 - (3) *Sandwich board signs.* Operators may display sandwich board sign at the building frontage adjacent to the sandy beach during the hours of business operation in accordance with subparagraphs (i) through (iv) below. Such signs shall be removed from the beach when the business is closed.
 - (i) *Maximum area:* Eight square feet per face.

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- (ii) *Number permitted:* One.
 - (iii) *Maximum height:* Five feet.
 - (iv) *Setbacks:* 40 feet from the visible water line.
- (4) *Tiki hut or ticket office signs.* Operators may display signs on the tiki huts or ticket offices as follows:
- (i) *Maximum area:* Eight square feet per face.
 - (ii) *Number permitted:* Three per tiki hut; not more than two on one side.
 - (iii) *Location:* Signs may be attached to or painted on the sides of the tiki hut at a point no higher than four feet above the ground, provided however, that one of the signs may be raised and attached at a point on the side of the tiki hut just below the eave of the roof.
- (5) *Operators without a tiki hut or ticket office.* Licensed board or beach concession rental businesses that do not use a tiki hut or other structure for their businesses shall be permitted to keep one sandwich board sign on the beach, provided such sign is no larger than eight square feet in area per face, five feet in height, located outside of any pedestrian or emergency easement, and is removed from the beach nightly. Signs shall be kept a minimum of 40 feet landward of the visible water line at all times.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec 26.19. Transitional and emergency signage

- (a) Notwithstanding any other restriction of this division, a business' signage that is damaged to less than 50% of its depreciated value, and which is maintained in a safe condition, shall not be considered abandoned during the following circumstances:
- (1) During a declared local state of emergency, retroactive to the date of the emergency event;
 - (2) Following a local state of emergency, for the length of time it takes to restore the business to occupiable pre-damage condition, provided that such restoration does not constitute a substantial improvement and the property is maintained with an active building permit during this timeframe;
 - (3) For 90 days following the completion of work listed in (2), preceding.
- (b) Notwithstanding any other restriction of this division, a business may have one banner during the following timeframes and subject to the following conditions:
- (1) One banner may be placed in the same location as a permitted attached sign from the date of permit issuance for the attached sign until the sign is installed, not to exceed 180 days. The banner shall be no larger in square footage than the attached sign which is permitted for the location and shall be fastened to the building to resist movement from wind.
 - (2) In addition to other permitted signage, one banner may be permitted per operational business during the declaration of a local state of emergency. The banner shall be no larger in square footage than the size of an attached sign permitted for the business, and shall be removed within seven days following the end of the local state of emergency. The banner shall be fastened to the building containing the business to resist movement from wind.
 - (3) When the conditions of (b)(2) preceding are not in effect but a business or shopping center has experienced a catastrophic event that obscures the view of a business or businesses on the property, or its approved signage, the city manager is empowered to authorize up to one additional temporary sign per affected business and one per affected multi-tenant shopping center. The city manager may

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set the timeframe for placement and removal of the signage based on the severity and business or shopping center impacts of the particular event. This temporary signage may be one of the following:

- a. One banner securely attached to the wall of the building or portion thereof where the business is located that does not exceed the permitted size of an attached sign for the business, and/or one freestanding banner per multi-tenant shopping center that does not exceed 50 square feet;
- b. One sandwich board sign per business that may be located anywhere on private property but shall otherwise follow the dimensional, visibility, and removal requirements of section 26.18.(e).; or,
- c. Another freestanding or attached sign type deemed appropriate by the city manager.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)

Sec. 26.20. Severability.

- (a) *Generally.* If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this division 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 division.
- (b) *Severability where less speech results.* Without diminishing or limiting in any way the declaration of severability set forth above in subsection 26.34(a), or elsewhere in this division, this Code, or any adopting ordinance, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this division 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 division, 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 26.35(a), or elsewhere in this division, this Code, or any adopting ordinance, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this division or any other law 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 division that pertains to prohibited signs, including specifically those signs and sign-types prohibited and not allowed under section 26.4 of this division. Furthermore, if any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of section 26.4 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 section 26.4
- (d) *Severability of prohibition on billboards.* If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this division and/or any other code provisions and/or laws are declared invalid or unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect the prohibition on billboards as contained herein.

(Ord. No. 2025-10, § 2(Exh. A), 7-22-25)



Recent, Approved Sign Permits

Planning Board Meeting of 5/18/26

5801 Gulf Blvd – RE/MAX



Prior legal nonconforming sign
(2022, Google Maps)



New, conforming sign

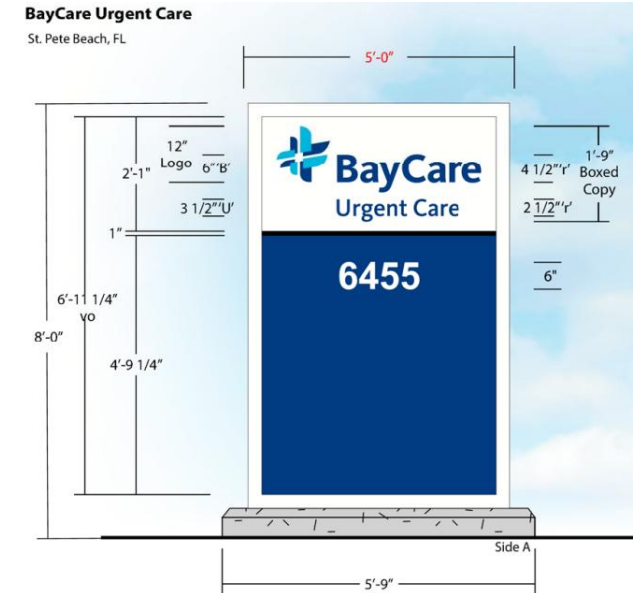


6455 Gulf Blvd – Former BayCare



Prior legal nonconforming sign
(2022, Google Maps)

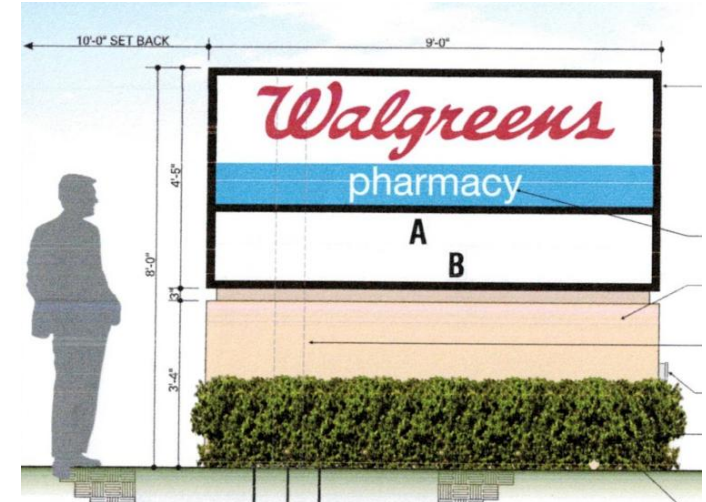
New, conforming sign



337 75th Ave – Walgreens



Prior legal nonconforming sign
(2022, Google Maps)



New, conforming sign
(currently missing plantings at base)



4623 Gulf Blvd – Chick-fil-A



Prior legal nonconforming sign
(2021, Google Maps)

Sign installed 2021 – Required variance, now considered conforming to height



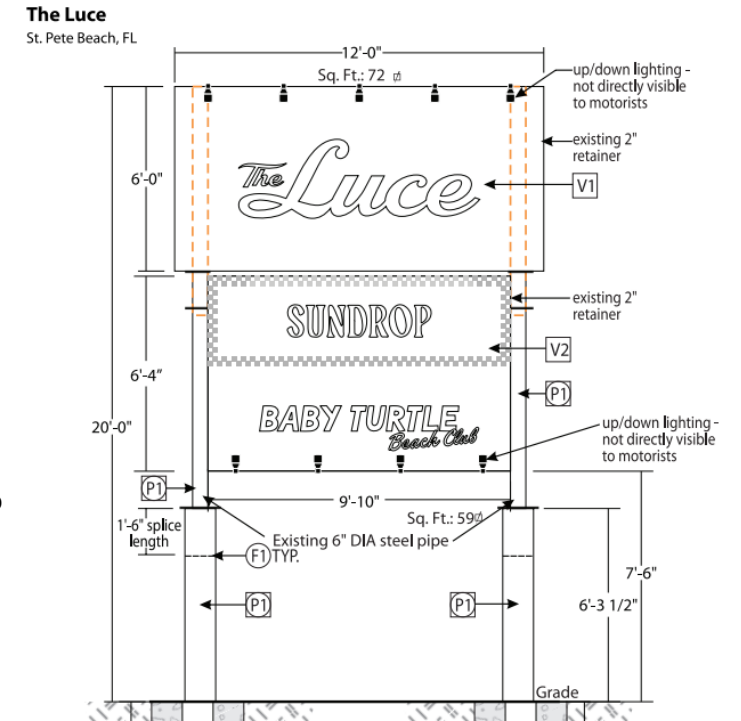
6300 Gulf Blvd – The Luce



Prior legal nonconforming sign
(2021, Google Maps)

**Sign permitted to be
reinstalled under sign
calamity provision as it was:**

- Not damaged to more than 50% of its value;
- Not increased in height or square footage;
- Restored during the scope of hurricane repair to the business, which was applied for within the required six-month post-event period.



**PLANNING BOARD MEETING
CITY OF ST. PETE BEACH
COMMISSION CHAMBERS**

Agenda Report

Agenda Title Name: Updates to seawall ordinance

Action Request: None - for discussion purposes.

Strategic Objective:

Date: May 18, 2026

Prepared By: Luke Curtis

Through: Laura Canary, Community Development Director

Summary of Issue: Discussing proposed updates to the seawall ordinance.

Funding: N/A

Attachments: