

New Sign Code – Commercial Summary



The City of Winter Garden used by the model sign code prepared by the United States Sign Council to create a new sign ordinance. The City's new sign code (Chapter 102) was adopted by the City Commission on May 23, 2013. Thank you to everyone in the community that participated in the process. All new signs permitted after this date must follow these new

standards. Please contact **Steve Pash** in Community Development with any questions, 407.656.4111, ext. 2292.

Permitted Commercial Signs.

(1) Freestanding Signs are permitted in Commercial and Industrial Districts subject to the following provisions:

- i. Types of signs: Freestanding signs located on a single-tenant parcel may be monument signs or pole signs; freestanding signs shall be limited to monument signs for multi-tenant parcels. Pole signs are prohibited on all parcels whose right-of-way frontage is a street or streets of less than forty-five (45) mile per hour (mph) speed limits.
- ii. Maximum number of signs: The number of freestanding signs shall be limited as follows:
 - a. Basic allowance: one (1) Freestanding sign shall be permitted per property held in single and separate ownership
 - b. Additional allowance: property that has frontage on more than one (1) public right-of-way shall be permitted one (1) sign for each separate right-of-way frontage. If a property has frontage that exceeds five hundred (500) lineal feet on any given public right-of-way, one (1) additional such sign on such frontage shall be permitted; and for each multiple of five hundred (500) lineal feet of frontage thereafter, one (1) additional such sign shall be permitted for each separate right-of-way frontage. Unless otherwise regulated by specific reference herein, the copy area and height above grade of any freestanding sign shall not exceed the amounts specified in Table 2 below.
- iii. Location of signs: Sign(s) shall be located no closer than ten feet from right-of-way, side or rear property lines. However, in cases of right-of-way acquisition that caused a sign(s) to be relocated, removed and/or rebuilt, the minimum setback may

be reduced to five feet from the right-of-way and/or side property lines.

iv. Additional standards:

- a. Signs must contain the street address number (the address will not count towards the copy area) of the property:
 1. Be displayed in a contrasting color on any business identification sign; and
 2. The minimum height of the address must be six inches and the maximum height of the address must be 12 inches.
- b. The maximum size of the background structure of a sign shall not exceed 110 percent of the total square footage of copy area. For example, 50-square-foot of copy area can have 55 square feet of background structure area.
- c. Pole signs are required to be wrapped with cladding. At a minimum, cladding shall be applied which covers the pole(s) and/or actual structural support(s) of the pole sign.
- d. On corner lots, signs located within the triangular area formed by the street right-of-way lines shall not obstruct the vision of traffic.
- e. One (1) Electronic Message Center is permitted for each Freestanding sign located within a Commercial or Industrial District. Electronic Message Centers may not account for more than 30 percent of the sign copy area amounts specified in Table 2 below.
 1. All Electronic Message Centers shall be equipped with technology that automatically dims the Electronic Message Center according to the ambient light conditions.
 2. All Electronic Message Centers shall be limited to a maximum illuminance of 0.3 foot candles at a distance of 25 feet from the face of the sign.
 3. All transitions from one frame to another frame on an Electronic Message Center shall be achieved by one of the following modes of message transition: Fade or Dissolve.
 4. Each frame on an Electronic Message Center shall be displayed for not less than 10 seconds before beginning transition to another frame.

TABLE 2: FREESTANDING SIGNS IN COMMERCIAL & INDUSTRIAL DISTRICTS

VALUES INDICATED ARE MAXIMUM LIMITS ON SIGN SIZE AND HEIGHT

A = SIGN COPY AREA IN SQUARE FEET

HP = POLE SIGN HEIGHT IN LINEAL FEET / HM = MONUMENT SIGN HEIGHT IN LINEAL FEET

ZONING DISTRICT ►	COMMERCIAL			INDUSTRIAL		
	A	HP	HM	A	HP	HM
SPEED LIMIT ▼						
UP TO 20 MPH	18	n/a	12	18	n/a	12
HISTORIC DOWNTOWN						
25 MPH	18	n/a	12	18	n/a	12
30 MPH	36	n/a	12	36	n/a	12
35 MPH	36	n/a	15	36	n/a	15
40 MPH	64	n/a	15	64	n/a	15
45 MPH	72	23	18	72	23	18
OVER 45 MPH	72	23	18	72	23	18

*Sign height shall be determined as measured from the crown of the road of the adjacent right-of-way.

(2) Building Signs:

- i. Building Signs include wall, roof, awning and projecting signs and signs otherwise permanently applied to walls or other building surfaces.
- ii. Electronic Message Centers are prohibited on all types of Building Signs.
- iii. The total area of all Building Signs applied to any given façade shall not exceed the area computed as a percentage of the building facade in elevation view to which they are affixed or applied in accordance with Table 3 below for Building Signs in Commercial and Industrial Districts.

(3) Roof Signs: Permitted by Special Exception in Commercial and Industrial Districts.

- i. Roof signs are permitted only by Special Exception in the Commercial and Industrial Districts and are in lieu of a building. For permitted roof sign area, see Table 3 above for Building Signs in Commercial and Industrial Districts.

- a. For structures that have a flat roof, the height of any roof sign above the highest architectural point of the building to which it is mounted shall not exceed twenty-five (25) percent of the vertical dimension of the building facade parallel to the sign. Measurements shall be computed from the highest building point to the top of the sign.
 - b. For structures that have a pitched roof, the height of any roof sign may not extend above the roofline of the building to which it is mounted.
 - c. Electronic Message Centers are prohibited on roof signs.
 - ii. The area calculation for any roof sign whose orientation on a roof may be other than parallel to an individual building facade shall be computed with reference to the building facade that most closely parallels the orientation of such sign.
- (4) Awning Signs:
- i. Graphics affixed or applied to the face or side surfaces of an awning are permitted provided that the copy area of any such sign or graphic does not exceed an area in accordance with Table 3 for Building Signs to which the awning is attached.
 - ii. Graphic treatment and/or embellishments in the form of striping and patterns shall be permitted on the face or side surfaces of any awning without restriction, and the area of any such graphic treatment and/or embellishment shall not be calculated as a component of permitted copy area.
 - iii. Electronic Message Centers are prohibited on awning signs.
- (5) Projecting Signs: Permitted in Commercial Districts only.
- i. Projecting signs shall be limited to structures located within Commercial Districts that have a minimum of 20 feet of occupied building frontage provided that:
 - a. All projecting signs shall not exceed 14 feet in height and shall have a minimum clearance of eight feet from the ground to the bottom of the sign. A projecting sign may be a minimum of six feet from the ground when it is located above a landscaped area or other area that does not permit pedestrian traffic beneath said sign
 - b. The projecting sign shall be placed on the building so that said signs are intended to be viewed by the pedestrians on the abutting street or pedestrian way
 - c. The projecting sign shall not extend more than four feet from the wall of the building on which it is erected

and shall not extend above the roofline or the parapet of the wall of the building on which it is erected

- d. Copy area of projecting sign(s) shall not exceed an area in accordance with Table 3 for Building Signs to which the projecting sign is attached, however the maximum allowable copy area for each projecting sign shall not exceed four square feet.
- e. Projecting signs shall not contain Electronic Message Centers.

TABLE 3: BUILDING SIGNS	
Distance of sign from public right-of-way	Percentage of building elevation façade permitted for sign area
0-100 Feet	Five (5%)
101-300 Feet	Eight (8%)
Over 301 Feet	Ten (10%)

(6) Marquee Signs: Permitted by Special Exception in Commercial Districts only.

- i. Marquee signs are permitted only by Special Exception in the Commercial District and are in lieu of a building or wall sign.
- ii. The maximum copy area of signs affixed or applied in an essentially flat plane to the face of a marquee or similar architectural projection shall not exceed an area equal to forty (40) percent of the product of the height and length of the face area of the marquee or similar architectural projection to which such sign is affixed or applied, or fifteen (15) percent of the building facade to which it is attached, whichever is greater.
- iii. Graphic treatment in the form of striping or patterns shall be permitted on the face of the marquee or similar architectural projection without restriction and the area of such graphic treatment shall not be calculated as a component of the permitted copy area.

(7) Temporary Signs:

- i. A-frame Sign: Permitted in Commercial Districts only.
 - a. One (1) A-frame sign not to exceed four (4) feet in height and ten (10) square feet of copy area shall be permitted for each occupied building frontage located within a Commercial District.

- b. A-frame signs shall be located entirely outside of the street, roadway and/or right-of-way.
- c. A-frame signs shall not be located so as to obstruct a continuous pedestrian through zone of at least 6 feet in width, and shall not obstruct pedestrian and handicapped access from the sidewalk to any of the following: transit stop areas, designated handicapped parking spaces, designated handicapped access ramps, building entry/exit points, emergency/fire lanes and/or escapes.
- d. A-frame signs shall be displayed only during the operating hours of the occupant of the building frontage for which they are permitted which may not exceed a time period in excess of twelve (12) hours within any one twenty-four (24) hour period.
- e. On corner lots, signs located within the triangular area formed by the street right-of-way lines shall not obstruct the vision of traffic.
- f. Electronic Message Centers are prohibited on A-frame signs.
- g. A-frame sign design shall compliment the design of the building frontage for which they are permitted and the surrounding environment. All A-frame signs shall be administratively reviewed by the Planning Director prior to use at any location.

ii. Banner Signs:

- a. No banner sign shall be permitted in a location which creates a traffic and/or pedestrian hazard or which creates a threat to the public health, safety and welfare.
- b. Banner signs may be permitted for display for a period of up to thirty (30) days no more than three (3) times per calendar year; and no more than one (1) permit for display of a banner sign will be allowed within any three (3) month period.
- c. No more than one banner sign may be permitted on any right-of-way frontage of an occupied building frontage. The banner may be mounted on a building or other support structure. If not mounted on a building, the banner shall be set back at least 15 feet from all property lines.
- d. Banner signs shall not exceed a height of 20 feet above the ground.

- e. The maximum banner sign area shall be 40 square feet.
- f. No streamers, pennants, flags, ribbons, spinners, or other prohibited devices shall be included or incorporated with the display of a banner sign.
- g. On corner lots, signs located within the triangular area formed by the street right-of-way lines shall not obstruct the vision of traffic.

(8) Window Signs:

- a. Window signs may not exceed 20 percent of the window area of any side of occupied building frontage.
- b. (1) one electronic message center sign, neon sign, luminous tube light, light-emitting tube and/or neon type sign shall be permitted to be displayed within (1) one window of each occupied building frontage, however such sign shall not exceed 3 square feet in size and shall not flash, scroll, travel, rotate and/or involve any movement visually or physically.

Sec. 102.161. - Administrative Variance Process

The City Manager of the City of Winter Garden or his/her designee may grant administrative variance of up to twenty (20) percent of copy area, sign height, and/or setback distance in the case of unusual on-site or off-site conditions, visibility limitations, and/or abnormal sign shape or dimension. In the case of any administrative variance, signage shall be aesthetically complimentary to the building and surrounding environment

Sec. 98-195. -Sign Standards for the Downtown Historic District.

Properties within the historic district shall comply with the city's adopted sign regulations contained in the city's land development regulations, chapter 102 as well as the design standards set forth for commercial structures in 98-195.

In addition, any commercial project that is proposing new construction or a remodel/renovation that will affect exterior sign graphics will be required to submit a conceptual sign plan for the location of all anticipated signs on the building exterior, awnings, or signs that may be an integral part of the building structure.

Any variances or deviations will need to be reviewed and approved by the city's planning and zoning board. Any signs, such as; building names or building plaques, will be made part of the building elevation and/or conceptual sign plan that will be reviewed by the ARHP board. Any special style signs, such as; marquee signs that are an integral part of the building, will also be included with any building elevations to ensure that the scale and size of these elements complements the building elevation that is proposed. The style lettering included will be consistent with the sign regulations. No sign shall cover existing architectural detailing on a

building. New signs should be capable of being removed without causing damage to the building. Fasteners shall go in mortar joints to avoid damaging bricks.

Sec. 22-154. Sign Standards for Automobile Sales.

- (a) It shall be unlawful for any person to operate, engage in, organize or otherwise hold an itinerant automotive sale within the city limits without first obtaining an itinerant automotive sales permit as required by this article.
- (b) No itinerant automotive sale permit issued under this article shall be for a period of more than 12:00 noon the day prior to the itinerant automotive sale for set up, three consecutive days for sales and from midnight until 12:00 noon following the sale days for take down and restoration. The sale area shall not be open to the public nor sales made during set up and take down. The sales area shall be available to the public and hours of sale shall not exceed the hours of 6:00 a.m. to 11:00 p.m. during the sale days. Any break in the event shall require the issuance of a separate itinerant automotive sale permit.
- (c) An event organizer shall be limited to two itinerant automotive sales permits during any calendar year; however, no more than one itinerant automotive sales permit may be issued in any one calendar quarter per event organizer.
- (d) No lot or parcel within the city shall be used to host an itinerant automotive sale more than three times during any calendar year, and no more than one itinerant automotive sale may be held on a particular lot or parcel during any one calendar quarter.
- (e) Itinerant automotive sale permits are neither transferable nor assignable.
- (f) No itinerant automotive sales permit shall be issued if it results in a parking reduction of greater than 25 percent for the primary use of the property.
- (g) Itinerant automotive sales shall only be permitted on property that is directly accessible from and adjacent to State Road 50.
- (h) All itinerant automotive sales shall be conducted only on paved parking lots.
- (i) Should any temporary structures be required for the itinerant automotive sale, the event organizer will be responsible for obtaining all necessary building permits and meeting all requirements of the applicable building codes at least 48 hours prior to the itinerant automotive sale.
- (j) All itinerant automotive sales shall provide lighting to permit the safe viewing of vehicles for sale, however, such lighting shall not be positioned so as to negatively impact surrounding neighborhoods.
- (k) The underlying zoning of the property must allow automotive sales as a permitted use or as a special exception.
- (l) No live entertainment or speakers shall be placed within the permitted area unless permitted as a special event under a separate application. Conditions such as hours and days of operation and audio levels will be regulated by the city, and these may vary during the year.

Sec. 102-1. Definitions.

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

A-frame sign means any impermanent or manually movable sign placed on the ground.

Anchor tenant means a retail store(s) in a shopping center that is/are in excess of 15,000 square feet of gross floor area and possess at least 100 feet of building frontage.

Animated sign means a sign employing actual motion, the illusion of motion, or light and/or color changes achieved through mechanical, electrical, or electronic means.

Architectural feature means any construction attending to, but not an integral part of the sign, such as, by way of example not limitation, landscape, building, or structural forms that enhance the site in general; it also includes, graphic stripes and other architectural painting techniques applied to a structure that serves a functional purpose, or when the stripes or other painting techniques are applied to a building provided such treatment does not include lettering, logos or pictures.

Awning is an architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and/or fabric on a permanent supporting framework.

Awning sign means a sign displayed on or attached flat against the surface or surfaces of an awning.

Background structure means the parts of a sign, exclusive of the copy area, such as beams, buttresses, poles, cables, and stringers, which support the sign face.

Banner sign means those signs having the characters, letters, illustrations, or ornamentation applied to or impregnated into cloth, paper or fabric of any kind.

Billboard or billboard sign means any sign in excess of 64 square feet of copy area on its own structure or on a building which provides to the observer information of any kind concerning any activity that takes place on property other than that where the sign is located.

Building frontage means the horizontal length of a wall of a building where such wall faces a street. The measurement of such length is along a line parallel to the street. Where a building is arranged to include establishments with exterior public entrances but no wall space facing a street, the horizontal dimension of one wall of each such establishment which faces a mall or other private way may be considered to be building frontage.

Building signs means any sign attached to any part of a building, including but not limited to, awning, wall, roof and/or projecting signage.

Bulletin board means any device that accommodates temporary notices of personal or public nature affixed to a board by tape, tacks or other temporary means and where such board is designed with doors or other means of closure, and is permanently affixed to a permanent structure.

Canopy sign. See *Marquee sign.*

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

Manually activated means a changeable sign whose message copy or content can be changed manually on a display surface.

Electronically activated means a changeable sign whose message copy or content can be changed by means of remote electronically energized on-off switching combinations of alphabetic or pictographic components arranged on a display surface. See Electronic Message Center.

Circular sign means a sign that is generally round or cylindrical where the contents of the sign covers all or part of the surface.

Cladding is a non-structural covering designed to conceal pole(s) and/or the actual structural support(s) of a sign.

Commemorative sign means a sign placed on or imbedded in the external surface of a wall for purposes of commemoration, identification, or such other purpose as relates to the structure and not the activities housed by the structure.

Commercial sign means any sign related primarily to the economic interests of the owner or lessee of such sign and its readers.

Copy area means the actual area of the letters, numerals, figures, symbols, logos and graphic elements comprising the content or message of a sign, exclusive of numerals identifying a street address only, as applied to any background

Directional sign means any of the following:

- (1) Signs permanently erected or permitted by the city, the county, or the state to denote the name of any thoroughfare; to denote the route to any city, town, village, educational institution, public building, historic place, shrine or hospital; to direct and regulate traffic; to denote any railroad crossing, bridge, or other transportation or transmission company information for the direction or safety of the public.
- (2) Signs, notices or symbols of the Federal Aviation Administration for information as to locations, directions, landings and conditions affecting safety in aviation.
- (3) Signs, notices or symbols as to the time and place of regular civic meetings and religious activities and services.
- (4) Signs erected or maintained upon private property giving the name of the owner, lessee, or occupant of the premises and the street address of the premises.

Discontinued signs means a sign which no longer identifies or advertises a bona fide business, lessor, service, owner, product or activity and/or for which no legal owner can be found within a specified period of time.

Dissolve means a mode of message transition on an Electronic Message Center accomplished by varying the light intensity or pattern, in which the first message gradually appears to dissipate and lose legibility with the gradual appearance and legibility of the second message.

Double-faced sign means a sign with two parallel or dihedral faces consisting of one or two sheets of sign material, of the same size, affixed to a single support device or structure, where the base of the sign sheets, if more than one, are equidistant from the ground, and where the sign sheets, if more than one, are not more than three feet from each other and where any such separation results from the intrusion of the supporting device. These types of signs are considered single signs.

Dynamic Frame Effect means an Electronic Message Center sign frame effect in which the illusion of motion and/or animation is used.

Electrical sign. See *Illuminated sign.*

Electronic Message Center means any sign which has the capability of changing message content through the use of an electronically controlled device.

Facade sign means a sign serving also as a front of a building and presenting a false, superficial or artificial appearance or effect.

Fade means a mode of message transition on an Electronic Message Center sign accomplished by varying the light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.

Flashing sign means any sign which attains an intermittent, flashing or varying intensity light source, or which includes or gives the illusion of intermittent or flashing light by means of animation, or an externally mounted intermittent light source.

Frame means a complete, static display screen on an Electronic Message Center sign.

Frame Effect means a visual effect on an Electronic Message Center sign applied to a single frame.

Freestanding signs means a sign principally supported by one or more columns, poles or braces placed in or upon the ground and not attached to any building. Types of Freestanding signs include but are not limited to *Monument signs* and *Pole signs*.

Foot Candle means an English unit of measurement of the amount of light falling upon a surface (illuminance). One foot candle is equal to one lumen per square foot. Can be measured by means of an illuminance meter.

Gasoline station signs means signs for buildings and premises in which the primary source of revenue is the retail dispensing of motor fuels. That the primary source of revenue is the retail dispensing of motor fuels for such buildings and premises must be verified to the city by the applicant prior to the issuance of sign permits.

Gross floor area means the sum of the fully enclosed covered floor area and the unenclosed covered floor area of a building at all floor levels.

Illuminance means the amount of light falling upon a real or imaginary surface, commonly called “light level” or “illumination”. Measured in foot candles (lumens per square foot) in the English System.

Illuminated sign means a sign where electrical current, connections, or fixtures are used as part of the sign or where electrical means are not integral to the sign.

Improved property means property upon which a structure or building is located.

Incidental sign means a sign restricted to incidental information, such as: credit cards accepted, services offered or trade affiliations; offers of trading stamps or coupons accepted.

Marquee sign means a sign affixed or inherent with the structure of metal, glass, canvas or other appropriate material projecting over and from points of ingress or egress of a building or other structure.

Monument sign means a sign which has the vertical structure supports concealed in an enclosed base. The width of such enclosed base shall be equal to at least two-thirds the horizontal width of the sign surface.

Multiple-faced sign means a sign consisting of more than two faces not more than one foot from each other at their closest point, affixed to a single-support device or structure, and where the base sign sheets are equidistant from the ground. These types of signs are considered single signs.

Multi-tenant parcel means a parcel of property, or parcels of contiguous property, existing as a unified or coordinated project, with a multi-tenant structure.

Multi-tenant structure means a building used, designed or constructed for occupation by more than one tenant.

Noncommercial sign means any sign relating primarily to interests other than to economic interest of the speaker and its audience.

Off-premises sign means any sign relating to commodities, accommodations, services, or any other activities on premises other than the premises upon which the sign is located.

Outdoors, out-of-doors means any area external to the walls, roof or windows of a structure and includes on the surface of the walls, roof or windows.

Owner means legal owner, lessee, or anyone in control of the property with authority, explicit or implicit, to emplace signs thereon.

Parapet means the extension of a false front or wall above a roof line.

Permanent signage means any sign that is displayed longer than thirty (30) days.

Pole sign means a sign supported by at least one upright pole or post in which the vertical support(s) are not concealed within an enclosed base and the sign-face exceeds two feet above the finished grade level. Pole signs are required to be wrapped with cladding.

Portable sign means a sign affixed to any object that because of integral wheels or tracks has the capability of moving or being moved and a sign that is designed or constructed such that the sign has the capability of moving or being moved for freestanding display.

Projecting sign means a sign mounted on a building wall or fascia in such a manner that one or more copy areas are not parallel to the building wall.

Roof sign means a sign supported by uprights, braces or itself permanently placed on or into the roof structure wherein the sign is dependent on the roof structure for support

Safety sign means a sign intended to prevent danger or harm.

Scroll means a mode of message transition on an Electronic Message Center sign in which the message appears to move vertically across the display surface.

Shingle sign. See *Wall sign*.

Shopping center means any complex of three or more commercial establishments located proximately.

Shopping center sign means a sign of any type that pertains to the shopping center as a whole. Signs for individual shops within the center are covered in the specific categories of this chapter.

Sidewalk sign. See *A-frame sign*.

Sign means every media or device used around, about or affixed to a structure or isolated from a structure that in any manner or means, whether by intent or by inadvertence, presents information to others through the media of human perception.

Single-tenant parcel means a parcel of land with a structure located thereon that is occupied by only a single establishment or entity.

Single-tenant structure means a structure that is occupied by only a single establishment or entity.

Snipe sign means a sign made of any material when such sign is tacked, nailed, stapled, pasted, glued or otherwise attached to a tree, pole, stake, fence or to other object and/or is capable of being manually inserted into the ground by a single individual and which is capable of being viewed from the public right-of-way.

Sound sign means a sign designed to transmit information to the public or to attract the attention of the public or any portion thereof primarily and essentially through auditory means and for commercial purposes.

Suspended or suspension sign. See *Swinging sign*. Also, supported by vertical means of a flexible nature.

Swinging sign means a sign suspended in such a way that it is free to swing on a relatively fixed axis.

T-frame sign means a portable sign utilizing an inverted "T" style of framing to support the sign.

Temporary sign means a sign with an intended duration of thirty (30) days or less and which does not in fact exceed a duration of thirty (30) days.

Transition means a visual effect used on an Electronic Message Center sign to change from one message to another.

Travel means a mode of message transition on an Electronic Message Center sign in which the message appears to move horizontally across the display surface.

Wall sign means a sign affixed to or painted upon the wall of a structure.

Window sign means a sign which may or may not be affixed directly to the surface of a window with its message intended to be visible to the exterior environment.