

## **Exhibit A - Sign Code**

### **CHAPTER 9 – SIGN REGULATIONS**

- A. Signs obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for regulation. The purpose of this Chapter is to regulate the size, color, illumination, movement, materials, location, height and condition of all signs placed on private property for exterior observation, thus ensuring the protection of property values, the character of the various neighborhoods, the creation of a convenient, attractive and harmonious community and encouraging economic development.
- B. This Chapter allows adequate communication through signage while encouraging aesthetic quality in the design, location, size and purpose of all signs. This Chapter must be interpreted in a manner consistent with the First Amendment guarantee of free speech. If any provision of this Chapter is found by a court of competent jurisdiction to be invalid, such finding must not affect the validity of the other provisions of this Chapter that can be given effect without the invalid provision.
- C. These regulations do not entirely eliminate all of the harms that may be created by the installation and display of signs. Rather, they strike an appropriate balance that preserves ample channels of communication by means of visual display while still reducing and mitigating the extent of the harms caused by signs.
- D. These regulations are not intended to and do not apply to signs erected, maintained or otherwise posted, owned or leased by this State, the federal government or the Village of Wellington. The inclusion of “government” in describing some signs does not intend to subject the government to regulation, but instead helps illuminate the type of sign that falls within the immunities of the government from regulation.

#### **Sec. 7.9.1 – Definitions**

The following definitions, in addition to Article 3, and the illustrated example provided in the DRM, shall be utilized to administer this Chapter:

**A FRAME SIGN** - a movable temporary sign usually constructed to form an “A” or tent-like shape.

**AUXILIARY GROUND SIGN** - a sign associated with vehicular and pedestrian critical turning points at properties with multiple nonresidential tenants, a sign associated with lanes at restaurant drive-thru facilities or a sign associated with entrances to non-exempt agricultural and equestrian property in the EOZD.

**AUXILIARY WALL SIGN** - a wall sign associated with drive-thru facilities or building entrances.

**BANNER SIGN** - a sign made of cloth, fabric, paper, non-rigid plastic or similar type of material.

**BUILDING BANNER SIGN** – a banner sign associated with a tenant space and fastened to the building facade.

**CANOPY** - a roof-like structure generally self-supporting which may be freestanding or attached to a principal structure, including those signs on fabric awnings, providing shade and weather protection typically utilized over drive-thru facilities and gasoline pumps.

**CANOPY OR MARQUEE SIGN** - a sign that is mounted, painted or attached to a canopy or marquee.

**CHANGEABLE COPY SIGN** - a sign designed for displaying information or copy where the copy is changeable and affixed to or made a part of the sign.

**COPY/ADVERTISING** - written or graphic material, which is placed, displayed or depicted or otherwise indicated on a sign.

**COPY CAT SIGN** - signs that resemble any official signage or markers and that because of design, location, position, shape or color may be reasonably confused with or construed as traffic-control devices or regulatory signs.

**CRITICAL TURNING POINT** - a point on a site's interior where pedestrians or vehicles need to be safely directed to navigate to other points on a site such as a business entrance, parking area, delivery area, loading area, building, neighborhood area or community facility.

**DIGITAL SIGN** - a sign that utilizes an electronic display including liquid crystal display (LCD/LED), plasma display or projected images.

**DOUBLE-FACED SIGN** - a sign with two faces which are typically parallel.

**ELECTRONIC MESSAGE BOARD SIGN** - a sign with a display consisting of text or graphics illuminated with light emitting diodes or similar technology that can be changed frequently.

**EMITTING SIGN** - signs that emit audible sound, odor or visible matter such as smoke or steam.

**ENTRY WALL SIGN** - a sign attached to a wall, fence or gate near the entrance of a site.

**EXEMPT SIGN** - a sign that is exempt from the requirements of this Chapter.

**FACADE** - the entire face of a building (front, side and rear) including the parapet.

**FLAG** - a piece of material, typically cloth on which is depicted a government agency, civic or institutional symbol, other symbols, graphics or lettering.

**FLAG BANNER SIGN** - a temporary banner sign associated with a tenant space or model home mounted on a non-permanent pole.

**GROUND MOUNTED SIGN** - any non-movable sign in which the entire bottom is in contact with or is less than two (2) feet from the ground.

**FREESTANDING SIGN** - any sign erected and maintained on a freestanding frame, mast or pole not attached to any building, and not including ground mounted signs.

**FRONTAGE, STREET** - the portion of a building abutting or facing a public right-of-way.

**GRADE** - the average finished ground level of a parcel on which a sign is located.

**GRAFFITI** - means any unauthorized inscription, word, figure, painting or other defacement that is written, marked, etched, scratched, sprayed, drawn, painted, or engraved on or otherwise affixed to any surface of public or private property by any graffiti implement, to the extent the

graffiti was not authorized in advance by the owner or occupant of the property, or, despite advance authorization, is otherwise deemed a public nuisance by the Village of Wellington. Graffiti includes snipe signs.

**GRAFFITI IMPLEMENT**- means an aerosol paint container, a broad-tipped marker, gum label, paint stick or graffiti stick, etching equipment, brush or any other device capable of scarring or leaving a visible mark on any natural or manmade surface.

**GRAPHICS** - copy, graphical designs, letters, color or combination thereof to comprise or be part of a sign.

**HOLIDAY DECORATIONS** - temporary decorations customarily incidental to, and commonly associated with, a holiday.

**HANGING SIGN** - a sign suspended from an exterior arcade, canopy, covered walkway or similar building element.

**HUMAN BILLBOARD SIGNS** - signs attached, held, worn, thrown or spun by an individual for advertising.

**ILLEGAL SIGN** - a sign installed without a permit, if required.

**ILLUMINATED SIGN** - a sign that is internally or externally illuminated by artificial means.

**INCIDENTAL SIGN** - A ground mounted sign or wall sign which is smaller than an auxiliary sign having a face consisting of one panel, associated with lanes of drive-thru facilities or with an entrance to residential or non-exempt agricultural and equestrian properties in the EOZD.

**INCIDENTAL WALL SIGN** - an incidental sign affixed permanently to a wall associated with a drive-thru facility.

**INSTITUTIONAL USE** - a site or facility operated by a nonprofit organization open to the public and providing religious, social, educational, governmental or recreational services.

**LARGE MONUMENT SIGN** - a monument sign that is greater than 32 square feet.

**LOT** - the smallest division of land identified as a single unit of ownership for conveyance and legal development purposes, and delineated by a closed boundary that is inclusive of the horizontal area within lot lines as further defined in Article 3 Chapter 2 of these LDR.

**LSMU** - the Regional Commercial Large Scale Multiple Use (LSMU) Land Use designation of the Comprehensive Plan.

**MAJOR TENANT** - a tenant with indoor space of 5,000 square feet or more.

**MARQUEE** - any hood or canopy of permanent construction, which projects from the wall of a building.

**MASTER SIGN PLAN** - drawings and plans that illustrate the proposed sign program for the overall development, including size, location, type, architectural design, dimensional and other design standards, materials, color and sign illumination.

**MINOR TENANT** - a tenant with indoor space of less than 5,000 square feet.

**MOBILE SIGN** - signs mounted on top or on the rear of a vehicle or bicycle or signs attached to or located within a trailer or other equipment towed by a vehicle or bicycle.

**MODEL HOME MONUMENT SIGN** - a type of temporary monument sign permitted at model home centers.

**MONUMENT SIGN** - a freestanding permanent sign with a solid base located on or close to the ground typically incorporating materials which complement the architecture and landscaping of the principal structure on the site.

**MOVING SIGN** - any sign or part of a sign that flashes, changes physical position or light intensity by any movement or rotation or that gives the visual impression of such movement or rotation.

**MULTI-PANEL MONUMENT SIGN** - a monument sign which contains multiple panels and areas for the display of graphics or lettering.

**NONCONFORMING SIGN** - a sign or structure which by its design, height, type, sign area, location, use, structural support or otherwise does not conform to the requirements of this Chapter.

**OBSTRUCTING SIGN** - a sign that obstructs the vision of pedestrians, cyclists or motorists traveling on or entering public streets.

**OFF-PREMISE SIGN** - any temporary or freestanding permanent sign constructed or existing at a place other than on the property at which its associated use or activity is located.

**PARAPET** - a false front or wall extending above the roofline.

**PAVEMENT AND CURB SIGN** - signs that are painted, pasted or printed on any curbstone, flagstone, pavement, or any portion of any sidewalk or street except address numbers, street names and traffic-control signs.

**POLE BANNER SIGN** - a banner sign mounted on a permanent pole.

**POLE SIGN** - a sign mounted on a pole except for certain incidental signs.

**POST AND PANEL SIGN** - a sign made of wood, metal, similar rigid materials or durable weatherproof fabric attached to one or more ground mounted posts utilized as a panel to display graphics or letters.

**PRIMARY FACADE** - the facade which has the principal entrance, often referred to as the principal facade or storefront.

**PUBLIC EVENT SIGN** - a sign erected by a governmental body such as permanent or temporary traffic control, safety, directional or informational signs that inform the public of meetings, public notices, information or events or signs erected by Wellington for events with an anticipated significant traffic impact beyond the location of the associated activity.

**PROJECTING SIGN** - a sign attached to a building extending beyond the building or wall face to which it is attached.

**RING ROAD** - the access drive near the perimeter of a regional shopping center's parking fields.

**ROOF SIGN** - a sign erected over, across or on the roof of any building, which is dependent on the roof or mansard for support.

**SIGN** - any object, device, display, structure, name, identification, description, illustration, or part thereof which is affixed to, painted or represented directly or indirectly upon a building or other outdoor surface, which directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution, organization or business. Signs located completely within an enclosed building, and not exposed to view from a street are not considered a sign. Each display surface of a sign or sign face is considered to be a sign.

**SIGN AREA** - the entire face of a sign, including the surface and framing, trim, or molding, but not including the supporting structure.

**SIGN FACE** - the entire display surface area of a sign upon, against or through which copy is placed.

**SMALL MONUMENT SIGN** - a monument sign that does not exceed 32 square feet in size.

**SNIPE SIGN** - any small sign, generally of a temporary nature, made of any material, when such sign is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes, fences or other objects not erected, owned, and maintained by the owner of the sign.

**TEMPORARY SIGN** - a sign that appears to be intended or is determined by a code enforcement officer to be displayed for a limited period of time (rather than permanently attached to the ground or structure).

**VEHICLE SIGN** - a sign attached to or displayed on a vehicle.

**VENDING MACHINE SIGN** - any sign, display or other graphic attached to or part of a machine dispensing food, beverages or products.

**WALL** - an exterior vertical structure encompassing the area between the grade and the eaves of a building that encloses the building.

**WALL SIGN** - a sign fastened to the exterior wall of a building or structure in such a manner that the wall becomes the supporting structure for or forms the background surface of the sign and that does not project more than 24 inches from such building or structure.

**WINDOW AREA** - the entire glass area of a window or door used for calculation of permitted sign area including any mullions or transoms within a window or door but excluding the supporting structures of such window or door.

**WINDOW SIGN** - a sign placed inside upon or within 3 feet of a first-story window at or below eight (8) feet of the associated doorway grade level intended to be seen from the exterior of the window.

**YARD SIGN** - a small temporary sign placed upon or supported by the ground independently of another structure not including an A-frame sign.

### **Sec. 7.9.2 – Prohibited Signs**

Signs are prohibited in all Zoning Districts unless:

- A. Constructed pursuant to a valid building permit when required under this Code; and
- B. Authorized by this Code.

### **Sec. 7.9.3 – Authorized Signs**

The following signs in this Section are authorized in every Zoning District:

- A. Although these regulations do not apply to signs erected, maintained or posted by the State, federal or this government, these regulations clarify that Government signs which form the expression of that government are allowed in every Zoning District and include the signs described and regulated in Section A(1) through A(4) below when erected and maintained pursuant to law.
  - 1. Traffic control devices on private or public property must be erected and maintained to comply with the Manual on Uniform Traffic Control Devices adopted in this state and if not adopted by this state with the Manual on Uniform Traffic Control Devices adopted by the Federal Highway Administration. Because these regulations do not apply to the State, federal or this government, a failure to comply with this provision by those governments does not constitute evidence of negligence or form the basis for a cause of action.
  - 2. Each property owner must mark their property using numerals that identify the address of the property so that public safety departments can easily identify the address from the public street. Where required under this code or other law the identification must be on the curb and may be on the principal building on the property. The size and location of the identifying numerals and letters if any must be proportional to the size of the building and the distance from the street to the building and in no case be smaller than four (4) inches in height. In cases where the building is not located within view of the public street, the identifier must be located on the mailbox or other suitable device such that it is visible from the street.
  - 3. Where a federal, state or local law requires a property owner to post a sign on the owner's property to warn of a danger or to prohibit access to the property either generally or specifically, the owner must comply with the federal, state or local law to exercise that authority by posting a sign on the property. If the federal, state or local regulation describes the form and dimensions of the sign, the property owner must comply with those requirements, otherwise, when not defined, the sign shall be no larger than two square feet and located in a place on the property to provide access to the notice that is required to be made. Signs posted under this Section are not snipe signs.
  - 4. Official notices or advertisements posted or displayed by or under the direction of any public or court officer in the performance of official or directed duties; provided, that

all such signs must be removed by the property owner no more than ten (10) days after their purpose has been accomplished or as otherwise required by law. Signs posted under this Section are not snipe signs.

B. Temporary Signs, Generally.

1. Temporary signs allowed at any time:
  - a. A property owner may place one sign with a sign face no larger than two (2) square feet on the property at any time. This Section does not include snipe signs.
  - b. A property owner may place a sign no larger than 8.5 inches by 11 inches in one window on the property at any time.
2. One temporary sign per 0.25 acre of land may be located on the owner's property for a period of thirty (30) days prior to an election involving candidates for a federal, state or local office that represents the district in which the property is located or involves an issue on the ballot of an election within the district where the property is located per issue and per candidate. Where the size of the property is smaller than 0.25 acres these signs may be posted on the property for each principal building lawfully existing on the property. This Section does not authorize snipe signs.
3. One temporary sign that is not a snipe sign may be located on a property:
  - a. when the owner consents and that property is being offered for sale through a licensed real estate agent;
  - b. if not offered for sale through a real estate agent, when the sign is owned by the property owner and that property is offered for sale by the owner through advertising in a local newspaper of general circulation; and
  - c. for a period of 15 days following the date on which a contract of sale has been executed by a person purchasing the property.
4. One temporary sign may be located on the owner's property on the day prior to and on the day when a property owner is opening the property to the public; provided, however, the owner may not use this type of sign in a Residential District on more than two days in a year and the days must be consecutive and may not use this type of sign in any Commercial District for more than 14 days in a year and the days must be consecutive. For purposes of this Section, a year is counted from the first day on which the sign is erected counting backwards and from the last day on which the sign exists counting forward. This Section does not authorize snipe signs.
5. During the 40 day period December 1 to January 10, a property owner may place one (1) temporary sign on the property and may use lights that do not exceed 0.3 foot-candles above ambient light levels as measured at the property line between the hours of 8AM and 10PM to decorate the property even if the lights might be arranged to form a sign. This Section does not authorize snipe signs.

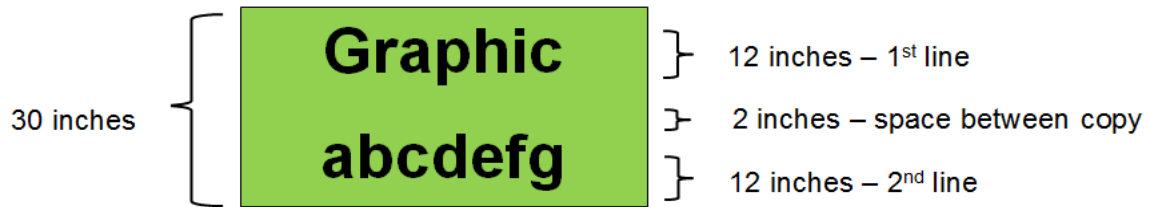
6. A property owner may place and maintain one temporary sign on the property on July 4. This Section does not authorize snipe signs.
7. A person exercising the right to place temporary signs on a property as described in this Section must limit the number of signs on the property per 0.25 acre at any one time to two (2) plus a window sign allowed as described in this Section, or if the property is smaller than 0.25 acres then no more than two (2) signs plus a window sign allowed as described in this Section per principal building on the property.
8. The sign face of any temporary sign, unless otherwise limited in this Section must not be larger than two (2) square feet.

#### **Sec. 7.9.4 – General Sign Standards**

- A. All signs shall be kept in good condition and operational. All signs shall be compliant with the building code, present a neat appearance and be maintained free of debris, stains, mold, discoloration or deterioration. Temporary signs shall be constructed of durable, weatherproof material.
- B. A sign shall not directly or indirectly create a traffic or fire hazard, interfere with the free and unobstructed use of streets, sidewalks or building entrances or obstruct clear vision at the intersection of any streets, drives or public or private vehicular access ways or so that it may be confused with authorized traffic signs or devices.
- C. All signs shall be setback a minimum of five (5) feet from the property line, or unless otherwise specified in this Section, and shall provide a minimum 18 inch clearance from rights-of-way, curbs, sidewalks and landscaping, or a larger clearance if deemed necessary by the Wellington Engineer.
- D. Master Sign Plans and building permits shall provide designs, colors and lighting for signs which are compatible with the theme, architecture, colors and lighting of all signs in the development or as otherwise permitted by Fla. Stat. 553.79 which references trademarks, logos, gasoline sign pricing, etc.
- E. If a permissible sign is proposed to vary from a specific standard of the sign regulations, a Technical Deviation shall be obtained prior to the issuance of a building permit. The request shall be in accordance with the criteria in the DRM. ARB shall review all requests for Technical Deviations and may not permit a sign type or variance from regulations that are specifically prohibited in the LDR. The justification statement shall demonstrate that the type and extent of the requested deviation for each sign is necessary, beneficial, and does not violate the intent of the LDR.
- F. Lighting shall be non-glaring, directed away from adjoining properties and shall be designed to avoid affecting the vision of drivers on adjacent roadways.
- G. All mechanical and/or electrical elements of a sign shall be fully screened or concealed with the exception of external lighting approved by the Architectural Review Board.

- H. All ground-mounted signs shall be appropriately landscaped to ensure that the structure blends with the character of the surrounding community. Landscaping shall be installed and maintained in a manner not to interfere with visibility of a sign.
- I. Sign height shall be measured from the average grade of surrounding property. Grades raised solely to increase sign height shall not be used to determine allowable height. Grade elevations raised as part of landscaping, berms and approved entry features may be utilized to determine height.
- J. Temporary signs must be removed within ten (10) days after the event which is the basis for the sign or if a different standard is required by an approval such as a special use permit or temporary sign permit, then the temporary sign must be removed within the time period required by that approval.
- K. Mounting:
  - 1. Wall signs shall not be mounted to extend more than 24 inches from the face of the building.
  - 2. Wall signs shall not be mounted to, or extend above or below the edge of any wall or above the parapet.
  - 3. Ground mounted permanent signs shall be on a foundation or footing.
- L. The repainting, changing of parts and maintenance of an approved sign shall not require a permit, provided such maintenance is consistent with an approved sign plan and the LDR.
- M. Computation of Sign Number and Area:
  - 1. The surface area of a sign shall be the entire face of a sign, including any framing, trim or molding but not including the supporting structure. In the case of double-faced signs, if the two faces are parallel or constructed at an angle of 15 degrees or less, than the two faces shall be considered a single sign face. If the angle of a double-faced sign is greater than 15 degrees, each sign face shall be included for determining the total area.
  - 2. For the purpose of computing the number and area of signs, the frontages of lots shall be established by orientation of the main entrances of the buildings. If this method is not determinative, the PZB Director shall determine frontages on the basis of traffic flow and access from adjacent streets.
  - 3. Sign height shall be measured from the highest point to the lowest point, including graphics or logos. All spaces between each line of copy shall be included in the sign

height. If signage includes a colored background, the background shall also be included in the height.



- N. As part of an annexation agreement, Council may allow nonconforming signs to continue for a specific number of years or permanently. All signs located on property not subject to an annexation agreement shall comply with the requirements of this Chapter regarding nonconforming signs.
- O. Appeal of any decision relating to sign designs, materials or colors shall be filed with the Architectural Review Board in accordance with Article 5 of the LDR.
- P. Previously permitted, non-conforming signs and sign structures shall not be enlarged, altered or moved without the entire sign being brought into compliance with the LDR. The sign face, that does not increase the degree of non-conformity, on non-conforming signs may be replaced with a valid building permit, including lighting and electrical alterations. If a non-conforming sign is damaged or destroyed by any means and cost to repair the sign is fifty percent (50%) or more than the cost to replace it, the sign shall be removed and any replacement shall comply with the LDR.

#### **7.9.5. – Master Sign Plan**

A Master Sign Plan shall serve as the controlling document for review of all applications for sign approval within a designated development, including planned developments, conditional uses, or other developments with more than one (1) building or parcel, including all outparcels. The purpose and intent of a Master Sign Plan is to provide a master record of signs on a parcel, ensure compatible signage, and to create unification of signage within parcels but not between parcels that are common to a planned commercial development, and out-parcels shall be treated separately. All Master Sign Plans shall be approved by the Architectural Review Board (ARB) in accordance with Article 5 of the LDR and shall comply with the following:

- A. The Master Sign Plan shall be approved prior to the issuance of a building permit;
- B. The plan shall indicate the type, location, size, dimensions, illumination, color, materials and architectural style, including the address requirements of the Florida Building Code. The locations shall be illustrated on elevations and on a site plan;
- C. When applicable, landscape plans and details shall be part of the plan and shall comply with the landscape standards of the LDR;

- D. If a Technical Deviation is required, the request can be made part of the application for a Master Sign Plan.

#### **7.9.6. – Sign Approval Process**

- A. All signs require a building permit except for those listed in this Section below. Signs are to meet the standards based on the sign type as indicated in this Chapter or meet the standards as indicated in the approved Master Sign Plan for the particular development.
- B. The following signs may be erected without a building permit. Other approvals, such as a special use permit or temporary sign permit, may be required:
1. Vending Machine Signs;
  2. Public Event Signs coordinated by the Village of Wellington;
  3. Signs within a building.;
  4. Equipment signs, such as small areas of graphics or objects that are integral with and incorporated into machinery or equipment and not used as off-premise signage;
  5. Words or letters printed on an umbrella, affixed to a permanent table or located within an approved outdoor seating area, provided the total sign area on an umbrella does not exceed twenty (20) square feet;
  6. Public warning signs on private property to indicate the dangers of trespassing, swimming, vehicle parking, animals or similar hazards. Such signs shall not exceed 18 inches in height by 24 inches in width, unless specifically provided for by law;
  7. Signs mounted on interior walls or suspended when located inside a building's entry vestibule;
  8. Signs on vehicles in the process of making deliveries in any district such as postal and other package services and business vehicles. These vehicle may also be parked in designated parking areas in the Flex Zoning District;
  9. Signs authorized by a federal bankruptcy order;
  10. Signs required for a public purpose by local, State or Federal entities;
  11. Temporary signs, except temporary Model Home Monument signs;
  12. Signs as defined and in accordance with Fla. Stat. 604.50 for bona fide agriculture properties are eligible for an agricultural exemption and shall not be subject to this Chapter.
- C. Technical Deviation:
1. An applicant may submit a request for a Technical Deviation for signs that are included in a Master Sign Plan and do not meet the standards in the sign plan or for

signs that do need meet the standards in this Chapter. See the Development Review Manual for procedures and decision criteria for a Technical Deviation.

2. All Technical Deviations shall be approved by the ARB in accordance with Article 5 of the LDR.

D. Special Permit for Temporary Signs.

1. Special Permits issued by the PZB Department are required for certain temporary sign types as indicated in this Chapter and shall comply with the Supplementary Standards for the particular sign.
2. The number of signs and durations permitted for temporary signs associated with an event that requires a Special Permit as per Article 5 shall be determined by the needs of the event with justification provided by the applicant as required in the Development Review Manual.

**Sec. 7.9.7 – Supplementary Standards for Permanent Signs**

A. Permanent Wall Signs shall meet the standards below based on sign type:

1. Major and Minor Principal Wall Signs:

- a. Within a regional mall designated LSMU on the Future Land Use Map: each major Tenant facade with an exterior public entrance exceeding a facade length of 150 feet is eligible for a wall sign up to 200 square feet in sign area. An additional allotment of three hundred 300 square feet of sign area per one thousand 1,000 linear feet of total facade length is permitted for overall mall facades.
- b. Major/Minor tenants for all other commercial, institutional and industrial uses, one (1) sign per tenant principal facade shall be permitted with a maximum sign area of two (2) square feet per foot of principal facade length not to exceed 150 square feet.
- c. Major Principal Wall Signs shall not exceed a height of 66 inches and Minor Principal Wall Signs shall not exceed a height of 30 inches. The length of the signs shall not exceed 80% of the tenant facade length.
- d. Additional Wall Signs Allowed on Buildings:
  - i. Tenants may have up to two (2) additional secondary wall signs located on the rear, end and/or tower facades with only one (1) sign on each facade. Secondary wall signs shall not exceed 50% of the maximum area of the associated major/minor principal wall sign. No more than three (3) signs per tenant, including the principal wall sign, shall be permitted. These additional signs shall not face a residential district.
  - ii. A wall plate is permitted on or near the rear door of each business not to exceed three (3) square feet.

2. Entry Wall Sign:

- a. Equestrian and agricultural properties shall be limited to two (2) signs mounted on an entry wall, fence or gate per street frontage, with a maximum sign area of 16 square feet.
  - b. Residential subdivisions and commercial, industrial and institutional developments shall be limited to two (2) signs mounted on an entry wall at each vehicular access point per street frontage with a maximum sign area of 32 square feet.
  - c. A small monument sign and an entry wall sign shall not be located at the same vehicular access point.
3. Auxiliary Wall Sign: Tenants within commercial, industrial and institutional land uses shall be limited to one (1) sign mounted on a facade located within 20 feet of the principal entrance with a maximum sign area of 12 square feet.
4. Incidental Wall Sign: Incidental wall signs within all land uses shall be limited to one (1) per critical turning point necessary for safe and efficient pedestrian or vehicular movement and/or up to one (1) sign immediately adjacent to each drive-thru facility lane with a maximum sign area six (6) square feet.
5. Window Sign:
  - a. Window signs within commercial, industrial and institutional land uses shall be limited to a sign area of 50% of each window area, including glass doors and be located within three (3) feet of a first story window.
  - b. Illuminated signage, including neon, may be displayed in windows limited to a total illuminated area of six (6) square feet.
6. Hanging Sign:
  - a. Hanging Signs within commercial, industrial and institutional land uses shall be limited to one (1) per storefront and up to two additional signs for a drive thru facility.
  - b. Signs shall be placed a minimum of eight (8) feet above grade with a maximum sign area of eight (8) square feet.
7. Projecting Sign:
  - a. Signs within commercial, industrial and institutional land uses shall be limited to one (1) per tenant front façade with a maximum sign area of three (3) square feet and be placed a minimum of eight (8) feet above grade.
  - b. Signs shall not project closer than three (3) feet from a point straight beneath the sign to the curb nor more than four (4) feet from the structure.
8. Awning/Canopy Sign: Signs within commercial, industrial and institutional land uses shall be limited to one (1) per tenant front façade with a maximum sign area of sign (8)

square feet. The height of the copy shall not exceed six (6) inches and be limited to a length of 50% of the awning length.

B. Permanent Freestanding Signs shall meet the standards below based on sign type:

1. Large Monument Sign:

- a. Signs within LSMU and Institutional land uses shall be limited to one (1) sign per 1,000 linear feet of street frontage, be located near major access points or intersections, separated by a minimum of 200 feet from other freestanding monument type signs and be setback 10 feet from all property lines.
- b. Signs shall not exceed a height of 20 feet and have a maximum sign area of 75 square feet.

2. Small Monument Sign

- a. Shall be limited in number and location of signs as follows:
  - i. Two (2) signs per residential subdivision entrance and properties within the Equestrian Overlay Zoning District, except for Major Equestrian Venues.
  - ii. One (1) sign per street frontage with a vehicular access point for institutional uses and Major Equestrian Venues.
  - iii. One (1) sign for each vehicular access point for all commercial and industrial centers with multiple buildings and one (1) additional sign per property when the property has a single business, provided the number of small monument signs for the development shall not exceed three (3) signs per frontage.
- b. The sign structure shall not exceed eight (8) feet in height. The sign copy is limited to two (2) lines of copy, not to exceed 36 inches in height and have a maximum sign area of 32 square feet. The sign shall be separated by a minimum of 200 feet from any other freestanding monument type sign.
- c. When changeable copy is incorporated into a Small Monument Sign at sites with gasoline sales and institutional uses, the following shall apply:
  - i. The changeable copy area shall be limited to a maximum sign area of 20 square feet.
  - ii. Maximum letter and numeral heights for pricing information within the changeable copy area shall be limited according to speeds on adjacent roads as follows:

**Table 7.9-1 Changeable Copy Sign Letter Height**

Road maximum legal speed limit	Changeable copy maximum letter height
Up to 40 mph	10 inches

Either 45 or 50 mph	12 inches
55 mph or above	13 inches

- iii. Letters and numerals on such signs shall conform to Changeable Copy Sign Letter Height table above and to the height, width and spacing standards for as required in the Florida Statutes and the United States Department of Commerce, Bureau of Public Roads, Office of Highway Safety.
- d. When an Electronic Message Board (EMB) is incorporated into a Small Monument Sign at sites with gasoline sales and institutional uses, the following shall apply:
  - i. The EMB shall have automatic dimming capabilities to measure and adjust brightness relative to ambient light levels. Brightness shall not exceed 0.3 foot-candles above ambient light levels measured at a distance of one hundred feet from the sign face at a height of six (6) feet above grade at all times. Light levels shall be confirmed by the applicant and submitted to the municipality in writing prior to approval of the building permit.
  - ii. The electronic display shall not flash, scroll, have intermittent light or be animated. Changes of electronic display shall occur simultaneously on the entire electronic area of the sign face. The minimum duration of any electronic message displayed shall be 10 seconds.
  - iii. The electronic lettering or graphics displayed shall be either white or red and the display area shall have a black non-lighted background.
  - iv. The maximum sign area of an electronic display shall not cause the sign area of the entire sign to exceed 32 square feet.
- 3. Multi-Panel Monument Sign:
  - a. Signs within all commercial and industrial land uses shall be limited to one (1) per street frontage from which primary access occurs per commercial/industrial development and be separated a minimum of 200 feet from any other freestanding monument type sign.
  - b. The sign structure shall not exceed eight (8) feet in height and have a maximum sign area of 32 square feet.
  - c. The sign requires a single primary graphic area at the top of the secondary graphic area. Below the primary graphic area there may be up to four (4) rows containing a maximum of eight (8) secondary graphic areas together comprising a maximum height of four (4) feet. Each secondary graphic area shall be limited to two (2) lines of copy with no graphic or letter exceeding 12 inches.
- 4. Auxiliary Ground Sign:
  - a. No sign limitation so long as signs are deemed necessary by Wellington and are at interior critical turning points with a maximum sign area of 16 square feet.

- b. A maximum of one (1) sign per lane for restaurant drive-thru facilities with a maximum sign area of 32 square feet.
    - i. A communication system associated with an Auxiliary Ground Sign at a restaurant drive-thru facility is prohibited within 50 feet of a residential community, shall be oriented away from residences and not exceed a noise level of 55 decibels.
    - ii. Auxiliary Ground Signs at restaurant drive-thru facilities may be digital, changeable copy and/or may have an inner rotating component.
  - c. A maximum of one (1) sign per entrance for residential properties within the EOZD with a maximum sign area of 20 square feet.
  - d. All signs shall not exceed a height of six (6) feet.
5. Incidental Ground Sign:
- a. A maximum of one (1) sign per critical turning point within 100 feet of a drive-thru facility lane is permitted.
  - b. A maximum of one (1) sign located near each entrance for residential and industrial uses is permitted.
  - c. The sign structure shall not exceed four (4) feet in height and have a maximum sign area of 12 square feet.
6. Pole Banner Sign:
- a. Banner signs are to be installed on permanent utility/light poles within all commercial, industrial and institutional land uses and are to be located no closer than 50 feet from a public right-of-way. A maximum of two (2) banners can be mounted per pole.
  - b. Banners located on a public right-of-way are to be installed by Wellington personnel only and require consent of the utility provider.
  - c. Banners shall not exceed a height of five (5) feet, have a maximum sign area of 15 square feet, and be located on a pole a maximum of 35 feet in height.

#### **Sec. 7.9.8 – Supplementary Standards for Temporary Signs**

- A. Temporary Signs allowed without a permit are as follows and shall meet the standards below based on sign type:
  - 1. A-Frame Sign:
    - a. A maximum of one (1) sign shall be permitted per ground floor tenant with an exterior entrance and be removed nightly.

- b. Signs are to be located within 25 feet of the principal exterior entrance and shall not obstruct pedestrian walkways or be located within vehicular circulation areas.
  - c. Signs shall not exceed four (4) feet in height and have a maximum sign area of six (6) square feet.
- 2. Construction Fence Banner Signs:
  - a. Banners shall be securely fastened and flush against a temporary construction fence along street frontages and shall not be illuminated.
  - b. The maximum height of the banners shall be six (6) feet or the height of the fence, whichever is smaller, and be limited to a cumulative sign area of 1,500 square feet per street frontage.
  - c. Banners shall be removed when temporary construction fencing is removed or when construction is deemed by Wellington to be not ongoing and to have ceased.
- 3. Fence Banner:
  - a. A maximum of one (1) banner per lot with a maximum sign area of 32 square feet.
  - b. Banners facing a right-of-way shall be securely fastened to a permanent chain link fence and be limited in duration to a period of three (3) hours before and three (3) hours following an event and promptly removed after the event.
- 4. Post and Panel Sign:
  - a. A maximum of one (1) sign per street frontage per property with a maximum height of eight (8) feet.
  - b. For properties one (1) acre or less, a maximum cumulative sign area of 16 square feet is permitted. For properties more than one (1) acre, a maximum cumulative sign area of 32 square feet is permitted.
  - c. The sign shall be permitted until a certificate of occupancy is issued, until the property is sold or leased or 14 days after an opening of a new business.
- 5. Medical District Banner:
  - a. A maximum of one (1) banner is permitted for up to 30 consecutive days within a calendar year. The maximum length of the banner shall be 80 feet with a maximum sign area of 400 square feet.
  - b. The banner shall be mounted flush against the primary building within a Medical Commercial use only. The banner shall be placed above the upper story windows and on a parapet oriented towards an intersection of two arterial roads a minimum of 50 feet from any right-of-way.
- 6. Roadside Marker:

- a. A maximum of one (1) marker per accident where a fatality has occurred and shall be installed by Wellington personnel. The application for a marker shall be made to the Village Engineer or designee on such forms as the Village may indicate.
- b. Markers shall have a maximum sign height of 42 inches and maximum diameter of 15 inches.
- c. Markers shall be permitted for an initial period of one (1) year and may be renewed for a second year upon reapplication and payment of additional fees.

7. Yard Sign:

- a. The number of signs shall be limited to two (2) signs with a cumulative sign area of 16 square feet per street frontage for lots located in all land uses.
- b. Signs shall not exceed three (3) feet in height.
- c. All Yard Signs shall be permitted for a period of no more than one (1) week prior to the related event and shall be removed no later than 48 hours after the event ends.

B. Temporary Signs that require a Special Use Permit are as follows and shall meet the following criteria:

1. Flag Banner Sign:

- a. A maximum of one (1) banner shall be permitted for each ground floor tenant and shall be mounted on a pole installed in the ground within 25 feet of the tenant's principal exterior entrance.
- b. Signs shall not exceed 10 feet in height, 18 inches in width and have a maximum sign area of 15 square feet.
- c. Sign placement is limited to a maximum of 30 calendar days, three (3) times per year.

2. Building Banner Sign:

- a. A maximum of one (1) per ground floor tenant with a maximum sign area of 32 square feet. Signs shall be securely fastened to the building facade and shall not extend above the roofline or parapet.
- b. Banner placement is limited in duration to no more than 14 days prior to and 14 days after the date of the event.
- c. When a temporary banner is associated with the manufacturing and installation of a permanent affixed sign, the banner shall be removed immediately once the permanent sign is installed.