

Section 39.8. - Supplemental regulations.

Regulations outlined in this section are supplemental and in addition to regulations outlined elsewhere in this Code.

- (A) *Special signs.* The city may erect or authorize to be erected the following signs:
- (1) Entrance signs at or near the city limits;
 - (2) Community bulletin boards;
 - (3) Signs determined to provide for the health, safety and welfare of the community;
 - (4) Bench signs and/or bus shelter signs;
 - (5) Signs displaying the city logo;
 - (6) Way-finding signs.
- (B) *Changeable copy signs:* Signs displaying messages which can be or are intended to be changed by use of removable letters and numerals or electronic copy are permitted to be used only for theaters, playhouses, freestanding places of worship, freestanding schools, drive-thru establishments, hospitals, banks, drive-thru facilities and gasoline service stations, subject to the regulations below:
- (1) *Electronic messaging:*
 - (a) Signs shall not have any scrolling, flashing or any other animation.
 - (b) Signs may display more than one (1) message with a minimum of ninety (90) seconds in between message changes.
 - (c) Message changes must be quick shift. Fading or other similar animations are not permitted.
 - (d) The electronic messaging portion may not exceed twenty-five (25) per cent of the total sign area.
 - (e) See section 39.8(C) for limits on changeable copy signs for gasoline stations.
 - (f) See section 39.8(D) for limits on changeable copy signs for freestanding places of worship and freestanding schools.
 - (2) *Changeable copy signs for theaters or playhouses:*
 - (a) May have changeable copy on a wall sign shall not to exceed seventy-five (75) square feet in area.
 - (b) Multiple screen theaters may be permitted additional sign area, not to exceed twenty-five (25) square feet per additional screen or theater.
 - (c) Playhouses may utilize allowable copy area of permissible freestanding signs for changeable copy.
 - (i) Such signs shall contain only the title of the performance, the Motion Picture Association of American rating, the hours of the performance, and the name of the production company or the name of the major star.
 - (3) *Changeable copy signs for drive-thru establishments:*
 - (a) May have a single-faced moveable letter sign showing menu or featured items.
 - (b) Sign must have a transparent protective locked cover and all items of information must be contained within the area under the locked cover.
 - (c) The sign (combined with the sign structure) may not exceed six (6) feet in height and may not exceed forty-two (42) square feet in area.

- (d) The sign must be affixed to a wall of the establishment adjacent to the drive-thru window or located freestanding between the building and drive-thru lane.
 - (e) The sign face must not be visible from any portion of right-of-way which abuts the establishment.
- (C) *Gasoline stations:* This section shall pertain to all gasoline stations sites including any uses, whether accessory or not, which share the same site.
 - (1) In calculating linear feet of building frontage for purposes of determining wall sign size, gasoline station canopies shall not be included.
 - (2) A company logo not to exceed four (4) square feet shall be permitted on each side of a canopy with street frontage but no wall sign shall be permitted thereon.
 - (3) One (1) additional wall sign, not to exceed twenty (20) square feet, shall be permitted on a detached car wash building which is an accessory use to the gasoline service station building.
 - (4) One (1) monument sign may be permitted per site. This sign shall comply with all the provisions of section 39.6, identification monument sign except that:
 - (a) The monument sign shall contain the company name and/or logo and gas prices, and may contain the company [name] and/or logo of any other businesses which share the same occupancy.
 - (b) The sign area of the name(s) and/or logo(s) shall equal one-half ($\frac{1}{2}$) the total sign face area and one-half ($\frac{1}{2}$) the sign width.
 - (c) The sign area advertising the price of gasoline may equal one-half ($\frac{1}{2}$) the total sign face area and one-half ($\frac{1}{2}$) the sign width.
 - (d) The sign shall not exceed nine (9) feet in height nor forty-nine (49) feet in total area. A maximum of seventy-five (75) per cent of the sign structure shall be used for sign face(s).
 - (e) The pricing portion of the sign may have changeable copy or electronic messaging changeable copy.
 - (5) Signs may be placed on gasoline pumps in order to provide information to the public; however such signs may not exceed one and one-half ($1\frac{1}{2}$) square feet per sign face with a maximum of two (2) back-to-back faces (total of three (3) square feet in area) per freestanding pump cluster.
 - (6) Signs designating a group of pump dispensers as "self-service" or "full-service" shall be no larger than one (1) square foot in area and said signs shall only be placed at the ends of an aisle of pump dispenser units.
 - (7) One (1) sign displaying prices shall be required of all establishments selling fuel to power motorized vehicles within the city.
 - (a) The size of said sign shall be a minimum of twelve (12) square feet.
 - (b) Said sign shall be prominently placed and readily visible during daylight hours from a passing motor vehicle on at least one (1) abutting street.
 - (c) The lowest price for at least two (2) grades of gasoline, diesel fuel or other product sold to power motorized vehicles shall be posted.
 - (d) Unit prices shall be displayed in Arabic numerals no smaller than ten (10) inches high.
 - (e) If a unit price is in increments of less than one (1) gallon or a unit price is measured in other than gallons, said unit measure shall be clearly displayed in numerals no less than eight (8) inches high on the sign as provided for above.

- (8) The adoption of mandatory regulations regarding gasoline pricing signs by the federal, state or local government shall preempt and govern gasoline pricing signs permitted by the code.

(D) *Freestanding schools and places of worship:*

- (1) One (1) monument sign, either illuminated or non-illuminated may be permitted. Said monument sign shall comply with all regulations set forth for monument signs in nonresidential districts (section 39.6) except that an area of the sign, not to exceed twenty (20) square feet, may contain changeable copy or electronic messaging changeable copy.
- (2) One (1) non-illuminated wall sign may also be permitted provided that it complies with the regulations for a "main identification wall sign" in nonresidential districts (section 39.6(J)).
- (3) Signs in this category permitted and approved prior to January 8, 1997, are exempt from the requirements of section 39.14(E) of this Code but not from the regulations of any other section.
- (4) Banners are permitted subject to the requirements in section 39.7.

(E) *Automatic teller machines (ATM):* ATM's are permitted one (1) wall sign for sites with less than two (2) machines and may have up to two (2) wall signs if there are more than two (2) machines on site. Each sign shall not exceed four (4) square feet. An opaque lighted cabinet sign with lighted sign letters is permitted in this instance. The sign shall not be higher than eight (8) feet high and said sign must be adjacent to the machine. Signs in existence prior to the adoption of this Code need not comply with this subsection or section 39.3(J) but must meet all other sections of this Code and any other applicable codes and regulations.

(F) *Flags and flag poles:*

- (1) No more than three (3) flags of any kind shall be permitted on any parcel or lot.
- (2) Flags must be no greater than forty (40) square feet in area.
- (3) Flags must be set back a minimum of ten (10) feet from the right-of-way and affixed in such a manner so as to comply with all the requirements of the Code of the City of Margate and the South Florida Building Code.
- (4) Flags shall not be flown so that the lowest portion of the flag (irrespective of any pole or mounting) rises above the roofline of the structure to which it is attached or affixed.
- (5) Any pole planted or positioned into the ground to which a flag is attached must be permanent and be approved and permitted by the Margate Building Department.
- (6) Flags may not be attached, affixed or flown from any freestanding sign or pole which supports a lighting fixture.
- (7) The maximum height of a flag pole is twenty-five (25) feet.
- (8) No more than two (2) flags may be flown on any one (1) approved and permitted flag pole.

(G) *Window signs:* The total area of all window signs (interior, exterior and illuminated) may be no greater than fifty (50) per cent of the total window area per window.

(1) *Interior window signs.*

- (a) Located within ten (10) feet of the window;
- (b) Shall be professionally drawn or constructed;
- (c) May be a maximum of five (5) colors;
- (d) Shall be nonilluminated;
- (e) Letters must be no more than eight (8) inches in height;

- (f) No flashing or strobe lights are permitted.
- (2) *Exterior window signs:*
 - (a) Signs must be constructed from vinyl and may feature letters no greater than twelve (12) inches in height;
 - (b) Logos may be five (5) colors and a maximum of four (4) square feet;
 - (c) Said signs shall not state any price;
 - (d) Signs shall not be applied to or cover any divider between individual panels in a window;
 - (e) Signs shall be kept in a condition that will maintain their original aesthetic appearance.
- (3) *Illuminated window signs:*
 - (a) One (1) illuminated (including neon) sign may be permitted per bay per frontage, with the number of bays being determined by the number of water meters on record for any subject property;
 - (b) The sign(s) shall not exceed four (4) square feet in area;
 - (c) A maximum of five (5) colors are permitted on the sign;
 - (d) Letters shall be no greater than twelve (12) inches in height;
 - (e) The total area of signs in the window shall not exceed twenty-five (25) per cent of the total window area per window.
 - (f) In addition, one (1) illuminated sign that reads "open" may be permitted per bay per frontage, provided that,
 - (i) The sign does not exceed four (4) square feet in area;
 - (ii) The sign has a maximum of five (5) colors;
 - (iii) The letters are no greater than twelve (12) inches in height;
 - (iv) The total area of signs in the window does not exceed twenty-five (25) per cent of the total window area per window;
 - (v) No flashing or strobe illumination is permitted. The installation and display of an illuminated window sign shall require a permit to insure compliance with the South Florida Building Code and any other applicable codes.
- (4) *[Year round provisions.]* Any neon, LED, rope lighting, window outlining or other similar lighting devices are not permitted year round unless otherwise noted.
- (H) *Real estate signs.* Said signs must be maintained in good repair and appearance. The city shall have the right to request replacement of dilapidated signs.
 - (1) *Residential districts:*
 - (a) One (1) sign not to exceed three (3) square feet per sign face (two (2) faces permitted), six (6) square feet aggregate.
 - (b) Sign copy shall include the applicable language, for example, "For Sale," "For Rent," "For Lease," and may contain the name of the owner or representative and a contact phone number.
 - (c) One (1) additional sign, not to exceed six (6) inches by eighteen (18) inches, may be attached to the approved sign displaying one (1) piece of information, such as "By Appointment Only," "Sold" or "Open." An "Open" or "Open House" sign may be displayed only when the premises are actually available for inspection by a prospective buyer or tenant.

- (d) One (1) off-site real estate "Open" sign not to exceed three (3) square feet in area, shall be permitted between the hours of 7:00 a.m. and 7:00 p.m. and only when the premises are actually available for inspection by prospective buyer or tenant.
 - (e) Undeveloped residential land parcels greater than two (2) acres shall be permitted one (1) non-illuminated freestanding sign not to exceed sixteen (16) square feet per sign face with a maximum of two (2) faces.
- (2) *Nonresidential districts:*
 - (a) One (1) window sign in compliance with section 39.8(G), is permitted. If the window on the available bay(s) or storefront(s) has a total area less than twenty-four (24) square feet, one (1) sign, not to exceed six (6) square feet in area may be displayed inside the window.
 - (b) Undeveloped nonresidential land greater than four (4) acres shall be permitted one (1) non-illuminated freestanding sign not to exceed twenty-four (24) square feet per sign face with a maximum of two (2) faces.
 - (c) A project with a vacant bay or storefront for sale or rent which is greater than twenty-two thousand five hundred (22,500) square feet in area or greater than fifteen (15) per cent of all square footage in a project is for sale or rent or vacant land under four (4) acres may be permitted one (1) non-illuminated freestanding sign, not to exceed sixteen (16) square feet.
 - (d) All signs shall include the applicable language, for example "For Sale," "For Rent," "For Lease" or "Available," and may include the name of the owner or representative, a contact phone number, the applicable zoning district and total area of the property or storefront available.
- (I) *Newspaper racks.* Newspaper racks are prohibited from displaying the name, logo or any advertising message of any product or service other than the name and/or logo of the periodical being distributed.
- (J) *Trash receptacles and dumpsters.* Trash receptacles are prohibited from displaying any commercial or noncommercial message of any kind, other than the name and/or phone number of the company servicing said dumpster.
- (K) *Public telephones.* This subsection is to ensure the easy identification of public telephones by the general public in the event of any emergency or crisis. Any sign on an outdoor public telephone must only display the international sign for telephone.
 - (1) Each telephone is allowed one (1) sign not to exceed one (1) square foot in area per sign face with a maximum of two (2) sign faces for an aggregate of two (2) square feet.
 - (2) The sign may be attached to a freestanding phone structure or may be affixed to a wall above a public telephone.
 - (3) The sign may be a projecting sign provided that it has a minimum clearance of nine (9) feet, a maximum height of twelve (12) feet, and it does not protrude over a right-of-way.

This subsection is not intended to regulate any letters or symbols no greater than one-half (½) inch or less in height and/or width on the body of the telephone (not on the telephone structure) which describe instructions for use of the telephone or other information required by state or federal law.
- (L) *Hospitals.*
 - (1) Hospitals with more than one hundred (100) beds for overnight patient treatment may have one (1) monument sign per building.
 - (a) Maximum height: Thirteen (13) feet.

- (b) Maximum: Eight (8) feet.
 - (c) Maximum square footage: Ninety-six (96) square feet.
- (2) Signs may also be placed on building sides without roadway frontage provided one hundred (100) per cent of the sign face is visible from a main roadway and said signs conform to all other applicable sections of this Code.
- (3) A hospital must submit a uniform sign plan which shall conform with and be subject to all of the provisions of section 39.10 (Uniform Sign Plan) of this Code.
- (M) *Certification and affiliation signs.* A business owner in any nonresidential district may with the property owner's permission display up to one (1) nonanimated sign designating its professional certification, seal, symbol, or other historic or generally recognized trade affiliation. Said sign shall not exceed two (2) square feet in area, and may only be affixed to the wall of the building where the main customer entrance exists but shall be no higher than the door. This sign may be in addition to other signs permitted by this Code.
- (N) *Nonresidential holiday decorative signs.* Signs of a primarily decorative nature, clearly incidental and customary and commonly associated with any national, local or religious holiday shall be permitted provided that such signs shall be displayed for a period of not more than sixty (60) consecutive days. Such signs may be of any approved type, number, area or illumination and shall be entirely within the boundaries of the lot or premises on which they are erected. Said signs may be painted or applied to the interior or exterior of any window. Said signs shall be subject to the applicable electrical and structural inspection.
- (O) *Replaceable tenant panels.* Cabinet type wall signs and multi-tenant monument signs which allow for the display of up to eight (8) tenants per side of a multi-tenant complex may utilize replaceable tenant panels in said monument sign. These panels may be changed or rotated without the requirement of a permit or inspection by the city.

In the event a business listed on a tenant panel(s) of a multi-tenant complex's monument sign closes, leaves or abandons the complex, or in any other way no longer is to be listed on the monument sign, the owner shall replace said tenant panel with a blank panel until such time as a new tenant is listed.
- (P) *Car dealerships.* All car dealerships are subject to the following regulations:
 - (1) Prohibited from displaying any attention attracting devices as described in section 39.9(c);
 - (2) Permitted to display all industry required tags in vehicle windows;
 - (3) Permitted to have "feature cars" based on the following criteria:
 - (a) Lots with less than one hundred (100) cars are permitted up to one (1) feature car.
 - (b) Lots with one hundred one (101) to three hundred (300) cars are permitted up to three (3) feature cars.
 - (c) Lots with three hundred one (301) or more cars are permitted up to five (5) feature cars.
 - (4) Shall be permitted to display the sale price of vehicles.
 - (a) No more than one (1) price sign per vehicle;
 - (b) May be vinyl decal or printed sign display in windshield area;
 - (c) May be hung from rear view mirror;
 - (d) No chalk, paint, marker or similar writing permitted.
- (Q) *Nonresidential decorative lighting.* Decorative light strings or light tubes that meet the Underwriters Laboratories standards for commercial grade exterior use may be displayed in all nonresidential zoning districts subject to the following conditions:

- (1) Lights may be permitted to be affixed to any tree, hedge, bush, shrub, building facade, column, awning, or any other architectural feature of a building.
 - (2) The use of any installation hardware (nails, tacks, screws, etc.) that penetrates the bark of a live tree is strictly prohibited.
 - (3) All exterior lights must be permitted by the Margate Building Department prior to installation.
 - (4) Prior to issuing lights, a letter a permit for decorative of authorization from the property owner must be submitted with the permit application as well as all inspection and reinspection fees associated with the permit.
 - (5) All lights shall be professionally installed in accordance with the Florida Building Code, the Florida Fire Prevention Code, and the National Electric Code. All lighting must have a permanent power source that has been professionally installed and independently permitted by the Margate Building Department.
- (R) *Promotional advertising banners.* The purpose of this pilot program is to offer an additional way for businesses in multi-tenant developments to gain greater visibility and increase opportunities for promotion.
- (1) General program requirements:
 - (a) Centers with more than six (6) tenants may install permanent poles to display promotional advertising banners.
 - (b) One (1) set of poles per one hundred (100) feet is permitted.
 - (c) The property owner shall submit a site plan of property showing dimensioned location of promotional advertising banners.
 - (d) Dimensioned drawing, photograph or detailed description of promotional advertising display shall be submitted to the economic development department.
 - (e) Each tenant may display the banner for a maximum of thirty (30) days, up to six (6) times per year.
 - (f) Banners shall be the appropriate size for the provided poles.
 - (g) Banners shall not display any pricing.
 - (h) The permanent pole shall require any applicable permits through the building department.

(Ord. No. 1500.451, § 1, 1-8-1997; Ord. No. 1500.466, § 1(Attach.), 12-8-1999; Ord. No. 1500.497, § 1, 7-7-2004; Ord. No. 1500.512, § 1, 9-7-2005; Ord. No. 1500.516, § 1, 10-5-2005; Ord. No. 1500.541, § 1, 6-4-2008; Ord. No. 2011-2, § 25, 2-16-2011; [Ord. No. 2015-1500.615, § 8, 7-1-2015](#).)