

1 **DRAFT ORDINANCE 2020-01**  
2 **TOWN OF LADY LAKE, FLORIDA**

3 **AN ORDINANCE OF THE TOWN OF LADY LAKE, FLORIDA; AMENDING ORDINANCE 2016-**  
4 **17 PERTAINING TO THE TOWN OF LADY LAKE LAND DEVELOPMENT REGULATIONS,**  
5 **CHAPTER 17, SIGN REGULATIONS; AMENDING SECTIONS 17-1.-PURPOSE AND INTENT,**  
6 **17-2.-PERMITTING REQUIREMENTS, 17.3.-GENERAL REQUIREMENTS, 17-4.-**  
7 **PERMANENT SIGNS, 17-5.-TEMPORARY USES AND SPECIAL EVENT SIGNS, AND 17.7.-**  
8 **PROHIBITED SIGNS; PROVIDING FOR SEVERABILITY; PROVIDING FOR CODIFICATION;**  
9 **PROVIDING FOR AN EFFECTIVE DATE; AND PROVIDING FOR PUBLICATION IN**  
10 **ACCORDANCE WITH LAW.**

11 Be it ordained and enacted by the Town Commission of the Town of Lady Lake, in Lake County,  
12 Florida, as follows:

13 **WHEREAS**, on December 2, 1991, the Town of Lady Lake adopted a Comprehensive Plan  
14 (Ordinance No. 91-21) pursuant to the requirements of Chapter 163, Part II, Florida Statutes  
15 and Chapter 9J-5, Florida Administrative Code, and

16 **WHEREAS**, on January 23, 1992, the Florida Department of Community Affairs determined that  
17 the Town of Lady Lake Comprehensive Plan was in compliance with the requirements of  
18 Chapter 163, Part II, Florida Statutes and Chapter 9J-5, Florida Administrative Code; and

19 **WHEREAS**, on August 15, 1994, the Town of Lady Lake adopted the Land Development  
20 Regulations of the Town of Lady Lake, Florida, in accordance with the Town of Lady Lake  
21 Comprehensive Plan and the requirements of Chapter 163, Part II, Florida Statutes; and

22 **WHEREAS**, on June 6, 2016, pursuant to the provisions of the Town of Lady Lake Land  
23 Development Regulations, the Town Commission of the Town of Lady Lake amended Chapter  
24 17 “Sign Regulations” of the Land Development Regulations: and annexed territory as if all  
25 such annexed territory had been a part of the Town of Lady Lake, Florida at the time of the  
26 passage and approval of said laws and ordinances.

27 **WHEREAS**, on February 10, 2020, pursuant to the provisions of the Town of Lady Lake Land  
28 Development Regulations, the Planning and Zoning Commission of the Town of Lady Lake  
29 reviewed the proposed amendment to the Land Development Regulations, which are attached  
30 hereto as Exhibit “A”, and recommended to the Town Commission of the Town of Lady Lake  
31 that said amendment be adopted.

1 **WHEREAS**, the Town of Lady Lake has elected to amend Chapter 17 “Sign Regulations” of the  
2 Land Development Regulations, finding it is in the best interest of the Town of Lady Lake and  
3 promotes the general welfare of its citizens.

4 **SECTION 1 Amendment.**

5 The Land Development Code of the Town of Lady Lake, Florida, dated August 15, 1994 (the  
6 “Land Development Code”), is hereby amended as provided below:

7 Chapter 17 — Sign Regulations, Sections 17-1), 17-2), 17-3), 17-4), 17-5), and 17-7) of the Land  
8 Development Regulations amended as set forth in Exhibit “A”.

9 **SECTION 2 Severability.**

10 If any section, sentence, clause, phrase or word of this Ordinance is for any reason held, or  
11 declared to be unconstitutional, inoperative or void, such holding or invalidity shall not affect  
12 the remaining portions of this ordinance; and it shall be construed to have been the Town  
13 Commission’s intent to pass this Ordinance without such unconstitutional, invalid or  
14 inoperative part therein; and the remainder of this Ordinance, after the exclusion of such part  
15 or parts, shall be deemed and held to be valid, as if such parts had not been included herein; or  
16 if this Ordinance or any provisions thereof shall be held inapplicable to any person, groups of  
17 persons, property, kind of property, circumstances or set of circumstances, such holding shall  
18 not affect the applicability thereof to any other person, property or circumstances.

19 **SECTION 3 Conflicts.**

20 All ordinances or part of ordinances in conflict with any of the provisions of this Ordinance are  
21 hereby repealed.

22 **SECTION 4 Codification.**

23 The provisions of this Ordinance shall be codified as and become part of the Codes of  
24 Ordinances, Town of Lady Lake. The sections of this Ordinance may be re-numbered or re-  
25 lettered to accomplish such intention and the word "Ordinance", or similar words, may  
26 be changed to "Section", "Article", or other appropriate word.

27 **SECTION 5 Applicability.**

28 This Ordinance does not have retroactive applicability and does not apply to applications filed  
29 prior to the effective date of this Ordinance.

30 **SECTION 6 Effective Date.**

31 This ordinance shall become effective upon adoption.

1 **PASSED AND ORDAINED** this 6<sup>th</sup> day of **April, 2020** in the regular session of the Town  
2 Commission of the Town of Lady Lake, Lake County, Florida, upon the Second and Final  
3 Reading.

4 Town of Lady Lake, Florida

5 \_\_\_\_\_  
6 Jim Richards, Mayor

7 Attest:

8 \_\_\_\_\_  
9 Kristen Kollgaard, Town Clerk

10 Approved as to form:

11 \_\_\_\_\_  
12 Derek Schroth, Town Attorney

13

1 **Sec. 17-1. — Purpose and intent.**

2 The regulations and requirements herein set forth shall be the minimum requirements:

3 To promote the public health, safety and general welfare [begin add] **by ensuring properly**  
4 **designed and located signs that are clear and legible to the user.** [end add] [begin delete], and  
5 [end delete]

6 [begin add] **To establish the placement of signs on residential and non-residential properties.**  
7 [end add]

8 To protect the character [begin add] **and quality** [end add] of [begin delete] residential,  
9 ~~business, and industrial~~ [end delete] areas throughout the Town [begin add] **to attract**  
10 **commerce, businesses, residents, and visitors.** [end add]

11 [begin delete] Therefore, the [end delete] [begin add] **To** [end add] display [begin delete] of  
12 [end delete] signs [begin delete] ~~should be~~ [end delete] appropriate to the land, building or use  
13 to which they are appurtenant and be adequate, but not excessive, for the intended purpose of  
14 identification or advertisement [begin add] **; being sensitive to surrounding land uses and**  
15 **maintain an attractive community appearance.** [end add]

16 [begin add] **To promote and aid the public and private sectors in the identification, location,**  
17 **and advertisement of goods and services.** [end add]

18 [begin delete] It is intended that signs placed on land or on a building for the purpose of  
19 message display, identification or for advertising a use conducted thereon or therein shall be  
20 deemed to be accessory and incidental to subject land, building or use [end delete]

21 [begin delete] With respect to signs advertising business uses, it is specifically intended, among  
22 other things, to avoid excessive competition and clutter among sign displays in the demand for  
23 public attention. [end delete]

24 **Sec. 17-2. — Permitting requirements.**

25 Except as otherwise provided in this Code, it shall be unlawful for any person to erect,  
26 construct, [begin add] **install, attach, place, paint, alter, relocate,** [end add] enlarge, move or  
27 convert any sign in the Town, or cause the same to be done, without first obtaining a sign  
28 permit for each such sign as required by this chapter. No permit shall be issued until the  
29 building official determines that such work is in accordance with the requirements contained  
30 in this chapter.

31 1) *Application.* Prior to the erection of any sign, the owner of the premises where the sign is to  
32 be located, or his agent, shall submit a sign permit application on a form or forms provided by

1 the Town. A building permit is also required if a sign has a foundation. The installation of a  
2 permanent sign, including face changes, requires the submittal and approval of a sign building  
3 permit before installation. The changing of advertising copy or message, on digitally or  
4 manually changeable copy signs, which are specifically designed for the use of replaceable  
5 copy, shall not require a sign or building permit.

6 2) *Sign plan.* All site plans submitted for Town approval shall be accompanied by a sign plan.  
7 The sign plan shall indicate the location or placement, sizes, types (pole, monument, wall, etc.)  
8 and styles (channel letters, cabinet, etc.), materials and form of illumination for all signs to be  
9 installed within the development, including any outparcels to be developed in conjunction  
10 with the main site or at a later date.

11 3) *Fees.* Sign permit applications are subject to permitting and processing fees, which are  
12 established by resolution. Billboard permits are subject to an annual fee.

13 4) *Signs exempt from permitting requirements.* The following types of signs may be erected  
14 without a sign permit, provided such signs and operations conform to the provisions contained  
15 in this Chapter and with all other building, structural and electrical standards of the Town:

16 A) *Public information signs.* Public signs located wholly on public property [begin add],  
17 erected or required by government agencies or utilities, including traffic, utility,  
18 safety, railroad crossing, and identification or directional signs for public facilities  
19 [end add]. Signs used for public safety requiring a location within a public or private  
20 right-of-way are exempt from setback requirements.

21 B) *Agricultural signs.* Signs related to bona fide agricultural activities being performed on  
22 the property are permitted, provided they do not exceed 15 square feet. One sign per  
23 street frontage is allowed.

24 C) [begin delete] *Governmental* [end delete] [begin add] *Government or regulatory* [end  
25 add] *signs.* Signs required by federal, state or local law or regulations.

26 D) *Real estate signs.* Real estate signs, as provided in Section 5 of this chapter.

27 E) *Membership signs.* Membership signs of two square feet or less per street frontage.

28 F) *Political campaign signs.* Political campaign signs, as provided in Section 5 of this  
29 chapter.

30 G) *Construction signs.* Construction signs, as provided in Section 5 of this chapter.

31 H) *Governmental flags.* The flying of ground-mounted freestanding national, state [begin  
32 add], county, [end add] [begin delete] or [end delete] city [begin add], or other political

1 unit [end add]flags. [begin delete] ; provided that such flags shall not be used in such a  
2 manner as to attract attention for commercial purposes. [end delete]

3 I) *Non-political flags.* [begin delete] A company, organization, or non-political entity may  
4 display one non-political flag in affiliation with the operations. However, the  
5 installation of a flag pole structure must adhere to the requirements of the adopted  
6 Florida Building Code, as amended. [end delete] [begin add] Flagpoles shall not  
7 exceed 1.5 times the allowed building height for the district in which it is located, but  
8 in no event shall a flagpole exceed a height of 50 feet. A building permit shall be  
9 required for flagpoles.

10 J) One identification sign per building entrance six square feet or less in area.

11 K) Permanent regulatory and parking signs six square feet or less in area.

12 L) Permanent wall signs of an informational nature, not including business Identification  
13 signs, such as signs identifying service or delivery entrances, six square feet or less in  
14 area.

15 M) Sign walkers

16 N) Official traffic signs

17 O) Signs inside a building, or other enclosed facility, which are not meant to be viewed  
18 from the outside and are located greater than three feet from the window.

19 P) Holiday and seasonal decorations

20 Q) Address signs. Up to two signs stating address, number or name of occupants of the  
21 premises and do not include any commercial advertising or other identification.

22 1. *Residential districts.* Signs not to exceed three square feet in area.

23 2. *Non-residential districts.* Signs not to exceed five square feet in area.

24 R) Personal expression signs of any sign type, including flags, provided that they do not  
25 exceed three square feet in area per side, are non-commercial in nature, and not  
26 illuminated.

27 S) Signs or emblems of a religious, civil, philanthropic, historical or educational  
28 organization that do not exceed four square feet in area.

29 T) Private drive signs

30 U) Security and warning signs.

1 V) Memorial signs, public monument or historical identification sign erected by the  
2 municipality, including plaque signs up to three square feet in area.

3 W) Art and murals provided such signs do not contain any commercial messaging. [end  
4 add]

5 (Ordinance Number 2009-15, § 1(Exhibit A), 10-5-2009; Ordinance. Number 2016-17, § 1, 6-6-  
6 2016)

7 **Sec. 17-3. - General requirements.**

8 a) *Compliance with other regulations.* All signs shall be designed, erected, altered and  
9 maintained in accordance with the provisions of this chapter and in compliance with the  
10 requirements of the building and electrical codes of the Town of Lady Lake. [begin add] Signs  
11 maintained contrary to the provisions of this article are declared to be nuisances and may  
12 abated as provided by law. [end add]

13 b) *Construction and maintenance.* All signs, pursuant of this chapter, together with their parts,  
14 supports, braces, guys and anchors shall be [begin add] of sufficient weight and durability to  
15 withstand wind gusts, storms and [end add] properly maintained, treated and/or painted. All  
16 signs shall be maintained in good condition and repair at all times. Unless made of galvanized  
17 or non-corroding material, all signs shall be thoroughly painted when necessary. No sign  
18 structure or framework may be exposed by removal of sign faces or advertising copy for a  
19 period in excess of 15 days. [begin add] In no case shall any permanent sign be secured with  
20 wires or strips of wood which are visible and not an integral part of the sign. [end add]

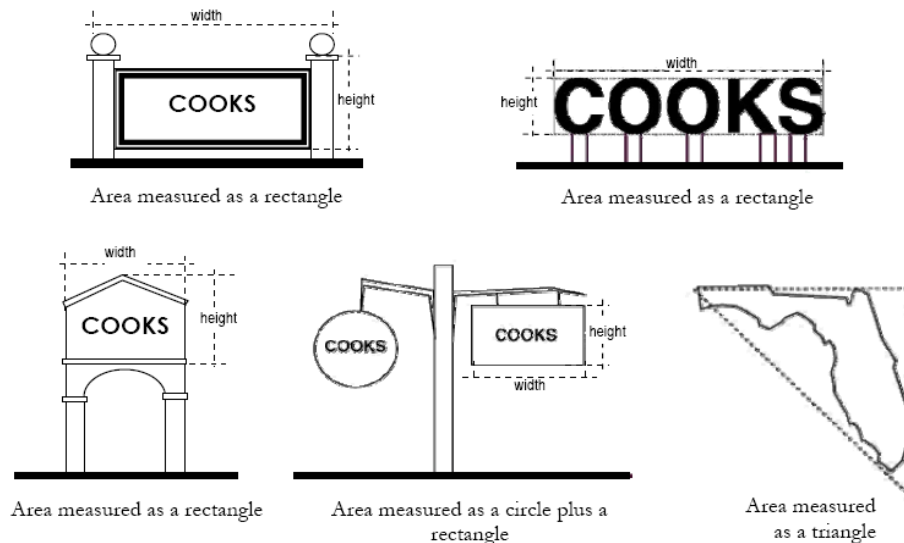
21 c) *Illumination of signs.* Any light from any illuminated sign shall be shaded, shielded, or  
22 directed so that the light intensity or brightness shall not adversely affect the surrounding or  
23 facing premises or adversely affect the safe vision of operators of vehicles moving on public or  
24 private roads, highways or parking areas. Light shall not shine directly on or into residential  
25 structures. A licensed engineer must certify that the light emitted from the sign will not cause  
26 any adverse effects to operators of vehicles on adjacent roadways.

27 d) *Calculating sign area.* The allowable size of freestanding signs is determined based on the  
28 width of a site along a public street. The allowable size of building signs varies depending on  
29 the type of occupancy. For single-use buildings, the maximum size is calculated based on the  
30 width of the building facing the street. For multi-tenant buildings, the sign area is calculated  
31 based on the width of the main facade of the business, regardless of the building orientation.

32 Unless otherwise provided, the total sign area within a single lot shall not exceed the allowable  
33 square footage set forth in this chapter. Billboards and signs required by federal, state or local

1 law shall be excluded when calculating maximum allowable square footage for on-premises  
2 signs.

3 In computing sign area in square feet, standard mathematical formulas for common shapes  
4 will be used. Common shapes shall include squares, rectangles, trapezoids, circles and  
5 triangles. In the case of irregular shapes, straight lines drawn closest to the extremities of the  
6 shape will be used (see graphic below). The total sign area will be the area of the smallest  
7 common shape that encompasses the several components of the sign. All words and  
8 components of a sign or related message shall be included as one sign. Individual words or  
9 components may be considered separate signs only if they are obviously disassociated from  
10 other components. When signs are enclosed in a border or highlighted by background  
11 graphics, the perimeter of such border or background will be used to compute sign area.  
12 Double-faced signs that meet the definition contained in this chapter shall be considered one  
13 sign.



14

15 e) Sign placement standards.

16 1) Freestanding signs.

17 A) No freestanding sign shall be erected closer than 100 feet from any other  
18 freestanding sign. Outparcel businesses not allowed to have a freestanding sign  
19 because of this provision may be advertised on one of the six tenant signs allowed  
20 on the freestanding sign that identifies the main development.

21 B) Freestanding signs shall only be allowed on sites with a frontage of 100 feet or more  
22 on a public street.



1 C) No freestanding sign shall be allowed on sites where the maximum front yard  
2 setback allowed is ten feet.

3 D) On-premises signs shall be located wholly within the premises and shall maintain a  
4 five-foot setback from the right-of-way/property line to the nearest point of the  
5 sign.

6 E) Signs located within the sight visibility triangle, as defined in, Chapter 9, Section 9-  
7 5, shall meet the clearance requirements specified in that section.

8 2) Wall signs.

9 A) No wall sign or supporting structure shall project more than 12 inches from the wall  
10 of a building.

11 B) No wall sign shall extend above the roof line except where an exterior parapet wall  
12 projects above the roof line, in which case, such sign may extend to the top of  
13 such wall.

14 C) Wall sign shall not cover upper story windows or architectural ornamentation.

15 D) Wall sign width shall not exceed 75 percent of the facade width.

16 E) Wall sign size shall not exceed 20 percent of the square footage of the façade.

17 3) Other signs.

18 A) Projecting signs shall be erected only on a wall of a building and shall not project  
19 out more than 48 inches.

20 B) Projecting signs shall not project into the public right-of-way, a parking space, a  
21 travel lane, or a driveway.

22 C) Awning signs shall not be placed on the curved or diagonal portion of the awning.

23 D) The width of an awning sign shall not exceed 75 percent of the width of the awning.

24 E) Projecting and awning signs shall maintain a clearance of nine feet between the  
25 finished grade and the bottom of the sign if it extends over a sidewalk or walkway  
26 area.

27 F) Directory signs may be attached to a wall or freestanding but shall not be located  
28 within 50 feet of any public right-of-way line. The Town Manager may allow a  
29 directory sign closer to the street if it is determined that the sign is not being used  
30 for advertisement purposes.

1 4) Electronic message boards/marquee signs. Electronic message boards/marquee signs  
2 require the submittal and approval of a special permit use application. Application  
3 procedures are as follows:

4 A) Notification of public hearing: The Town shall send notice per F.S. § 166.041, to  
5 adjoining property owners within 150 feet of the subject property at least ten days  
6 prior to the Town Commission hearing. Such notice shall include the date, time,  
7 and place of the public hearing before the Town Commission.

8 B) Public advertising: Notice of public hearing shall be published in a newspaper of  
9 general circulation within the Town at least ten days prior to the Town  
10 Commission hearing. Notice shall also be posted in a conspicuous location at the  
11 Town Hall and may be posted at other locations at the discretion of the Town.

12 C) Procedure for public hearing:

13 1) TRC review. The TRC will review the submittal and make recommendations to  
14 the Town Commission.

15 2) Town Commission action. The Town Commission shall consider  
16 recommendations of the TRC [begin delete] board [end delete] before taking  
17 final action.

18 Electronic message boards must adhere to the following guidelines:

19 1) Shall only be placed on approved freestanding signs.

20 2) Maximum copy area shall not exceed 14 square feet per each side.

21 3) Flashing, scintillating, beacon or running lights or movement or which gives the  
22 visual impression of such flashing, scintillation, or movement shall not be  
23 allowed.

24 4) Shall only display text. The text shall be amber-colored or similar lettering with  
25 black background.

26 5) All electronic message boards or marquee signs are required to incorporate  
27 dimming features and capabilities. These features will be reviewed  
28 concurrent with the permitting process.

29 f) Sign design. All signs shall be designed consistent with the architecture of the primary  
30 building, and shall adopt similar design elements, such as materials, textures, colors, and  
31 shapes.

1 (Ordinance Number. 2009-15, § 1(Exhibit. A), 10-5-2009; Ordinance. Number 2016-17, § 1, 6-6-  
 2 2016)

3 **Sec. 17-4. - Permanent signs.**

4 [begin add] All permanent signs shall be compatible with the design of buildings and sites,  
 5 reflecting the architectural style, building materials, textures, colors and landscape elements  
 6 of the project; except as provided by Florida Statute (§) 553.79(20)(a)(1) and (2). [end add]

7 A) Residential zoning districts. The following standards apply to on-site identification signs  
 8 within the AG-1, RS-3, RS-6, MX-5, MX-8, MF-12, MF-18, RP, MH-9 and residential PUD zoning  
 9 districts.

10 1) Residential subdivisions and multi-family developments.

Type of Signs	Number of Signs	Maximum Sign Area	Sign Height
Monument/Wall	1 double faced monument or 2 single-faced wall signs per development entrance	24 square feet (site frontage < 100 feet) 32 square feet (site frontage > 100 feet)	6 feet
Directional	Determined on a case-by-case basis	4 feet	3 feet
Directory	Determined on a case-by-case basis	2 square feet per unit, up to a maximum of 24 square feet total per sign	6 feet

1 2) *Non-residential uses in residential districts.* The following signs are allowed for each use  
 2 approved through special exception/conditional and for institutional uses within residential  
 3 districts

Type of Signs	Number of Signs	Maximum Sign Area	Sign Height
Monument	1 per site frontage on a public street	32 square feet	6 feet
Wall, awning, marquee or projecting	1 per building frontage on a public street*	2 square feet per lineal foot of building frontage on a public street, up to 24 square feet.	NA
Directional	Determined on a case-by-case basis	4 square feet	3 feet
Directory	1 per site frontage	2 square feet per location identified up to 24 square feet total per sign	6 feet

4 \*The Town Manager may allow an additional wall, awning, marquee, or projecting sign on a  
 5 secondary facade only if a public entrance to the business on that secondary facade needs to  
 6 be identified. The size of such signage on secondary facades shall be discounted from the  
 7 maximum wall sign area allowed.

8 B) Non-residential zoning districts. The following standards apply to signs within the CT, LC,  
 9 HC, CP, PFD, non-residential PUD's and I zoning districts:

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1           1) Single-use developments. Single-use developments shall comply with the following  
 2           standards, in addition to the general placement standards contained in section  
 3           17-3e):

4           A) Wall signs shall be placed on the side of the building facing the public street.

Type of Signs	Number of Signs	Maximum Sign Area	Sign Height
Monument	1 per site frontage on a public street	80 square feet per sign	8 feet
Wall, awning, marquee or projecting	1 per building frontage on a public street	2 square feet. per lineal foot of building frontage on a public street, with up to 200 square feet maximum, or 20 percent of square footage of the façade, whichever is greater.	NA
Window	1 per façade	50 percent of the glass area where the sign is placed.	NA
Directional	Determined on a case-by-case basis	4 square feet each	3 feet
Drive-Through Menu	2 per site	24 square feet	6 feet
Menu Board	1 per site	6 square feet	NA

5           B) Applicants may be allowed an additional wall, awning, marquee, or projecting sign  
 6           on secondary facades street(provided that a minimum of 75 percent of the façade  
 7           remain unobstructed when viewed from any given point along the right of  
 8           way)and/or along facades which face the patrons’ parking area. The size of such  
 9           signage on secondary facades shall be discounted from the maximum wall sign  
 10          area allowed.

11          2) *Multi-tenant developments.* Multi-tenant developments such as shopping centers,  
 12          mixed-use developments and office parks shall comply with the following standards,  
 13          in addition to the general placement standards contained in section 17-3e):

14

1

Type of Signs	Number of Signs	Maximum Sign Area	Sign Height
Monument	1 per site frontage for the main site plus 1 per frontage for each outparcel, subject to meeting sign separation requirements.	Local - 80 square feet Neighborhood - 120 square feet. Community - 150 square feet. Regional - 198 square feet.	8 feet
Wall, awning, marquee or projecting	1 per tenant, except as noted below	2 square feet per lineal foot of façade width, with up to 200 square feet maximum, or 20 percent of square footage of the façade, whichever is greater.	NA
Window	1 per facade for each tenant.	50 percent of the glass area where the sign is placed.	NA
Directory	1 per site	2 square feet per tenant, up to a maximum of 24 square feet total per sign	6 feet
Directional	Determined on a site-by-site basis	4 square feet each	3 feet
Drive-Through Menu	2 per tenant	24 square feet	6 feet
Menu Board	1 per tenant	6 square feet	NA

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- A) Freestanding (pole) signs with a maximum height of 20 feet are allowed along US 441 or CR 466. The sign shall meet all other standards for monument signs except for height and setback. Signs taller than eight feet shall be setback at least ten feet from the property line.
- B) The maximum sign area permitted for freestanding signs (pole or monument) shall be calculated based on the size of the entire development site (including outparcels), as defined below:
  - 1. Local: Up to 64,999 square feet Gross Leasable Area.
  - 2. Neighborhood: 65,000 to 152,999 square feet Gross Leasable Area.
  - 3. Community: 153,000 to 386,999 square feet Gross Leasable Area.
  - 4. Regional: 387,000 square feet Gross Leasable Area or more.
- C) The total freestanding sign size allowed shall be divided among the center and the various outparcels located within the development site. The sign plan shall specify how the area will be divided among those qualifying and proposing to use a freestanding sign.
- D) The freestanding sign may identify name of the center and up to eight tenants/occupants. The individual tenant signs shall be uniform shape and size.
- E) Wall signs shall be placed on the main facade of the business.
- F) Large-scale anchors, which exceed 75,000 square feet in gross leasable area, may display one major wall sign and two secondary signs on the main facade, not exceed the maximum square footage allowed in this section. The secondary signs shall not exceed 32 square feet each.
- G) Individual tenants may be allowed to display an additional wall, awning, marquee, or projecting sign on a secondary façade (provided that a minimum of 75 percent of the façade remain unobstructed when viewed from any given point along the right of way) and/or along facades which face the patrons' parking area. The size of signs displayed on secondary facades shall be discounted from the total maximum wall sign area allowed.
- H) Tenants lacking individual entrances and/or building frontage at street level may only be identified in a directory sign.

1) The Town Manager may allow more than one directory sign based on site-specific conditions.

(Ordinance. Number. 2009-15, § 1(Exhibit. A), 10-5-2009; Ordinance. Number. 2016-17, § 1, 6-6-2016)

**Sec. 17-5. — Temporary [begin add] Uses and Special Event [end add] signs.**

All temporary signs erected for directional purposes, public information or to direct attention to special events shall be confined to those that are of a general public interest [begin delete] and shall be limited to the giving of such information [end delete]. Other temporary signs allowed include:

a) Real estate signs.

- 1) A maximum of two signs are allowed per property, with one sign per frontage, advertising the sale or lease of real property or a business opportunity.
- 2) Large parcels with a site frontage of 500 feet or more are allowed a maximum of two signs per frontage, at least 250 feet apart.
- 3) Real estate signs shall not be illuminated and shall not exceed 12 square feet in districts zoned residential or 32 square feet in other districts.
- 4) Said signs are subject to setback, height, and other requirements pertaining to freestanding signs applicable to the district where placed, provided however, real estate signs shall not be subject to the provisions of this chapter requiring a minimum separation distance between ground or pole signs, but shall be governed by the provisions set forth above regarding the location of real estate signs.

[begin delete]5) Real estate signs shall contain only the following information, or any combination thereof at the option of the sign owner:

- House, apartment, unit, business, or other short description of the property.
- The words "For Sale, For Lease, For Rent, For Exchange, For Let, See Your Broker", or similar phrase.
- The registered name of the broker and the term "Broker", "Realtor", or logo if the offer is through an agent, or the words "By Owner" if the offer is not through an agent.
- One telephone number and/or "Inquire Within" or a similar phrase, and a room, apartment, or unit number if needed. [end delete]



1 b) *Political campaign signs.* Signs announcing candidates seeking public office and other data  
2 pertinent thereto [begin add] including other non-commercial speech [begin add] shall be  
3 permitted subject to the following regulations:

4 1) The maximum size allowed shall be nine square feet in all residential zoning districts  
5 and 32 square feet in all other districts.

6 2) No sign shall be located within or over the public right-of-way or located on utility poles.

7 3) No sign shall be located or erected on any property owned by the Town of Lady Lake,  
8 with the exception of campaign signs to be located at polling sites on election dates.

9 4) No sign shall be erected prior to 30 days before the first primary.

10 5) Candidates eliminated during any election, except the general election, shall remove  
11 signs within five days following said election. After the general elections, all  
12 candidates shall remove signs within five days. Any signs remaining shall be  
13 discarded.

14 6) Signs in private property shall be removed as per subsection 5), above. In the sign  
15 removal action process, as established hereby, Town Manager or designee shall  
16 remove any sign that is remaining five days following an election at property owner's  
17 expense.

18 c) *Open house signs.* In all zoning districts, two on-premises signs not to exceed 12 square feet  
19 in area each, inviting the inspection of property may be placed in addition to a permitted for  
20 sale or lease sign. [begin delete] Said sign shall be limited to the words "OPEN" or "OPEN  
21 HOUSE" or similar words [end delete]. All signs shall be removed daily at the end of the open  
22 house.

23 d) *Banners, feather flags, and other promotional signs.*

24 1) *Banners and feather flags.* Promotional banners and feather flags may be allowed to the  
25 general requirement for all signs set forth in section 17-3 and the following conditions:

26 A) *Number.* No more than two signs per business and no more than three multi-tenant  
27 businesses can display banners or feather flags at a one time. However, if a single  
28 use development has two frontages, then the business would be allowed to place  
29 a maximum of one banner and one feather flag per frontage or two feather flags  
30 per frontage as long as the total size does not exceed the maximum size allowed.  
31 No more than four permits may be issued for each tenant per calendar year.

1 B) *Size*. The sign(s) shall not exceed 32 square feet in size and shall be exempt from the  
2 maximum allowable square footage for on-premises signs.

3 C) *Permit required*. No promotional signs may be displayed for a maximum of 15  
4 consecutive days and for a total of 60 per calendar year. Failure to remove a  
5 banner and/or feather flag within the prescribed time frame shall result in a  
6 violation of this provision. No permits shall be issued during the calendar year in  
7 which such a violation occurs.

8 D) *Duration*. Promotional signs may be displayed for a maximum of 15 consecutive  
9 days and for total of 45 days per calendar year. Failure to remove a banner within  
10 the prescribed time frame shall result in a violation of this provision. No new  
11 permits shall be issued during the calendar year in which such a violation occurs.

12 E) *Maintenance*. Signs shall be maintained in good repair. Frayed edges, faded  
13 lettering, holes, and similar signs of deterioration shall be considered a violation  
14 of this provision.

15 2) Grand opening sign application.

16 A) All commercial, industrial, public and quasi-public uses and mixed-use  
17 developments (commercial combined with multi-family residential) will be  
18 allowed to display a grand opening event with a valid permit.

19 B) Signage for a grand opening event will be permitted for a period not to exceed 30  
20 days and will only be issued to new business or existing business relocating to an  
21 entirely new location.

22 C) The display must occur within the first 60 days following C.O. issuance or three  
23 months of a new business relocation. Changes in ownership of an existing  
24 business shall not be entitled to apply for a grand opening sign application.

25 D) Grand opening signage shall not be in the right-of-way of any public street or within  
26 five feet of any property line and each single sign shall not exceed 32 square feet.

27 E) Signage shall not obscure building address numbers, be displayed on a roof top,  
28 extend vertically above the fascia of a building, or encroach into fire lanes.  
29 Moreover, Town shall not be liable for temporary sign options that are not  
30 securely placed.

31 F) Allowable signs per each grand opening event may include a combination not to  
32 exceed a maximum of three sign options.

1 G) *Temporary sign options are:*

2 1) *Banner.* A banner attached to a building, where the banner lies flat against the  
3 building surface at all times.



4  
5  
6 2) *Pennants/streamer.* An individual object and/or series of small objects made of  
7 lightweight plastic, fabric, or other material, which may or may not contain  
8 text, which is suspended from and/or twined around a rope, wire or string.



9  
10 *Streamers:* Hung on wall.



11  
12 *Pennants:* Strung together in front of façade.

13 3) *Balloon(s).* A spherical, flexible, nonporous bag inflated with air or gas lighter  
14 than air, such as helium, and intended to float in the air.



15

1                   4) *Rigid portable sign.* A sign which is not permanently affixed and designed for or  
2                   capable of movement. A rigid portable sign is not considered to be a portable  
3                   reader-board or "trailer sign."



4  
5 e) *Temporary sponsorship banners.* Subject to compliance with applicable provisions of the  
6 Town of Lady Lake Sign and Zoning Regulations, the parks and Recreation Department in  
7 coordination with Growth Management may authorize not-for-profit organizations to erect  
8 temporary program sponsorship banners in Town Facilities, subject to the following  
9 conditions:

10           1) *Eligibility.* Only certain non-profit organizations that operate to serve Town of Lady Lake  
11           residents are eligible to erect banners under this section. The eligible organizations  
12           may erect temporary banners for only those businesses, organizations, individuals  
13           and other entities that provide monetary support or other material assistance through  
14           the form of sponsorship to the eligible organization. Subject to the conditions  
15           expressed herein, the Parks and Recreation Department has the discretion to  
16           determine which not-for-profit organizations and program sponsors are eligible to  
17           erect banners under this section.

18           2) *Location.* The location of temporary program sponsorship banners in town parks shall  
19           be limited to three main sites: 1) around the interior perimeter of the outfield fence at  
20           the Guava St. Athletic Complex; 2) interior perimeter of the outfield fence at the  
21           Rolling Acres Sport Complex; and 3) around the log cabin facilities.

22           3) *Duration.* Banners permitted under this section may be erected or displayed only for the  
23           duration of the season. Banners must be removed following the conclusion of the  
24           season.

25           4) *Construction.* Banners permitted under this section must be single-sided, non-  
26           illuminating, temporary or portable in design, and constructed with weather-proof  
27           material.

28           5) *Size.* Banners permitted under this section cannot exceed 32 square feet in area.

1           6) *Color/format.* Banners permitted under this section must be consistent in format,  
2                   preferably dark lettering with white background. Wording on banners permitted  
3                   under this section is limited to the name and logo of the program sponsor.

4           7) *Permit requirements.* A complete banner application shall be submitted for permitting.  
5                   There is no fee charged for this application. Regular enforcement of the sign code  
6                   requirements is applied this section. Moreover, Town shall not be liable for banners  
7                   that not securely placed.

8           8) *Other.* Subject to the conditions expressed herein, the parks and recreation department  
9                   has the discretion to develop additional location requirements at the three sites and  
10                  other restrictions and guidelines for banners permitted under this section.

11          9) *Prohibited activities.* Commercial advertising, except for temporary program  
12                  sponsorship banners as permitted

13 f) *A-frame signs.* A-frame signs shall be permitted within multi-family and commercial zoning  
14 districts, subject to the following regulations:

15           1) *Size.* Signs shall be no greater than two feet in width and three feet in height. Total  
16                  dimensions shall not exceed eight square feet for double-sided signs.

17           2) *Number.* One A-frame sign shall be permitted per apartment complex or per business.

18           3) *Display.* Signs shall be displayed only:

19                  A) During the posted hours the business is open to conduct business; or

20                  B) During the posted hours an apartment rental office is open to conduct business.

21           4) *Location.* A-frame signs shall be located only:

22                  A) At grade level.

23                  B) On-site or adjacent to apartment buildings.

24                  C) Sidewalk signs are shall be placed no more than one foot from commercial  
25                  buildings.

26           5) *Prohibited locations.* A-frame signs shall not be located:

27                  A) Within rights-of-way on in raised or painted medians.

28                  B) Across any street from the business being advertised.

29                  C) In parking aisles or stalls.

30                  D) In driving lanes.

- 1 E) On equestrian or multi-use trails.
- 2 F) So that less than a minimum of four feet is clear for pedestrian passage on all
- 3 sidewalks and walkways, or so as to cause a hazard to pedestrian traffic.
- 4 G) On fences, boulders, planters, other signs, vehicles, utility facilities, or any
- 5 structure.
- 6 H) Within a minimum distance of 15 feet from any other A-frame sign.
- 7 I) Within a minimum distance of 30 feet from an access drive or street intersection.
- 8 g) *Construction signs.* Non-illuminated construction signs of 32 square feet or less are
- 9 allowed at active construction sites. A maximum of two construction signs will be
- 10 allowed per parcel. The minimum setback is five feet from the property line. Any
- 11 such sign shall be removed within 15 days after the certificate of occupancy for
- 12 the structure is issued.

13 (Ordinance. Number. 2009-15, § 1(Exhibit. A), 10-5-2009; Ordinance. Number. 2016-17, § 1, 6-6-

14 2016)

15 [begin add] h) Sign Walkers. Sign walkers shall be permitted under the following

16 regulations:

17 1) Location. sign walkers shall be located only:

18 A) 30 feet from a street or driveway intersection measured from the back of

19 the curb or edge of pavement if no curb exists.

20 B) Five feet from the street measured from the back of curb or edge of

21 pavement if no curb exists

22 C) Sign walkers shall yield right-of-way to pedestrians, bicycles and all others

23 traveling or located on the sidewalks.

24 D) At grade level

25 2) Prohibited locations: sign walkers shall not be located:

26 A) In raised or painted medians

27 B) In parking aisles or stalls

28 C) In driving lanes or driveways

29 D) On equestrian or multi-use trails

1 E) So that less than a minimum of four feet is clear for pedestrian passage on  
2 all sidewalks and walkways, or so as to cause a hazard to pedestrian  
3 traffic.

4 F) On fences, boulders, planters, other signs, vehicles, utility facilities or any  
5 structure.

6 G) Within a minimum distance of 20 feet from any other sign walker

7 H) In a manner that results in sign walkers physically interacting with  
8 motorists, pedestrians, or bicyclists.

9 3) Display. Sign shall be:

10 A) Displayed only during the hours the business is open to conduct business.

11 B) Held, worn, or balanced at all times.

12 4) Elements prohibited. The following shall be prohibited:

13 A) Any form of illumination, including flashing, blinking, or rotating lights;

14 B) Animation on the sign itself;

15 C) Mirrors or other reflective materials;

16 D) Attachments, including, but not limited to balloons, ribbons, speakers.

17 [end add]

18 **Sec. 17-6. — Off-premises signs.**

19 Signs commonly referred to as outdoor advertising, billboards or poster panels which contain  
20 commercial or noncommercial advertising or on which any other matter may be displayed,  
21 depicting goods, services or other things not sold or available upon the parcel of property on  
22 which the signs are located, are classified as off-premises signs and deemed by this article to  
23 constitute a separate use. The control and regulation of the display of such advertising is  
24 deemed to be appropriate to the character and sound development of the Town, and it is  
25 intended that such advertising be confined to certain commercial and industrial properties.

26 Billboards may be placed only on property which is zoned CT, LC, HC, or I and which is adjacent  
27 to U.S. Highway 27-441.

28 1) *Identification of billboard signs.* Every billboard sign hereafter erected, constructed or  
29 maintained, for which a permit is required, shall be plainly marked with the name of the  
30 person, firm or corporation erecting and maintaining such sign and shall have affixed on the  
31 front thereof the permit number issued for said sign by the building official.

1 2) *Single and double-faced billboards.* A billboard structure may be single or double-faced, but  
2 any double-faced billboard structure shall have advertising surfaces of equal size and shape.  
3 For the purposes of this chapter, the following types of billboards shall be considered double-  
4 faced billboards:

5 A) A billboard structure where the signs are placed back-to-back as long as the backs of  
6 the signs are not separated by more than 48 inches.

7 B) A billboard structure when constructed in the form of a "V" when viewed from above,  
8 provided the internal angle at the apex is not greater than 45 degrees and the  
9 billboard's structure is not separated by more than 36 inches at the apex of the "V."

10 3) The total height and length of a billboard face shall not exceed 14 feet by 48 feet,  
11 respectively. The total advertising surface area shall not exceed 672 square feet per advertising  
12 surface. Molding, skirts and aprons shall not be included in the total advertising surface area  
13 square footage if copy does not appear in these areas. The molding, skirt or apron may,  
14 however, contain the name of the owner of the structure.

15 If the molding, skirt, or apron contains other copy, computation of the total advertising surface  
16 area shall include the square footage of the nearest rectangular shape whose perimeter  
17 encloses that copy.

18 4) Extensions will be allowed (additional square footage) not to exceed 15 percent of the  
19 allowable square footage of advertising surface area. Extensions will be allowed to a maximum  
20 of five additional feet above the allowable height of 40 feet above ground level. It is not the  
21 intent of this language to allow rectangular extensions which result in billboard with additional  
22 square feet of internal advertising surface.

23 5) *Structure requirements.*

24 A) *Height.* No billboard or attachment or extension thereto shall exceed an overall height  
25 of 40 feet above the ground level, except as provided in section above. No stacking of  
26 billboard faces shall be permitted.

27 B) *Ground clearance.* Clearance of not less than 15 feet shall be maintained between the  
28 lower edge of a billboard and the ground.

29 C) *Supporting structure.* No portion of the supporting structure shall be visible above any  
30 advertising display area. All bracing shall be hidden or covered so that it shall not be  
31 visible from the public right-of-way. The covered portion of the ends of such signs  
32 shall not be used for advertising purposes. Supporting structures must be of  
33 "monopoly" or single metal post design. No portion of a billboard structure may



1 project more than five feet over the roof of any other building or structure so as to  
2 constitute an obstruction to firefighting equipment.

3 6) Established setbacks.

4 A) No portion of any billboard shall be erected or maintained within 20 feet of any property  
5 line.

6 B) No billboard structure shall be erected within 50 feet of the nearest residential zoning  
7 district; the distance to be measured from the closest point of the billboard structure  
8 to the closest residential zoning district boundary.

9 C) No billboard structure shall be erected in such a position that the sign face is directed to  
10 any residential zoned property within 100 feet of such billboard structure; the  
11 distance to be measured perpendicular to the sign.

12 D) No billboard structure shall be erected or maintained within 40 feet of a ground or pole  
13 sign.

14 E) *Limited access highway.* Along limited access highways and expressways as established  
15 by the State of Florida or any of its political subdivisions, no billboard shall be allowed  
16 within 150 feet of the outside curb (the nearest curb to the proposed sign) of the main  
17 traffic route of such street or highway. It is intended specifically by this provision that  
18 such setback shall not be measured from the curb line of ramps or ways used  
19 exclusively for access to or exit from such highway or street; however, all billboards  
20 located along such ramps or ways shall meet all appropriate yard and building  
21 setback requirements for the zoning district in which they are located.

22 7) Number of billboard signs permitted; spacing requirements.

23 A) *General provisions.* No billboard structure shall be constructed unless the required  
24 distance to the nearest existing or approved billboard structure is maintained as  
25 provided herein.

26 B) *Spacing requirements.* No two billboards shall be spaced less than 2,000 feet apart on  
27 the same side of the highway. No billboard shall be spaced less than 1,000 feet apart  
28 from any billboard located on the opposite side of the highway.

29 8) *Illumination and movement.* No billboard shall be erected, or any existing billboard  
30 maintained, that incorporates flashing, scintillating, beacon or running lights or movement, or  
31 which gives the visual impression of such flashing, scintillation or other movement. No tri-  
32 vision signs shall be permitted.

1 **Sec. 17-7. — Prohibited signs.**

2 a) *Prohibited signs.* The following signs or types of signs are prohibited in the Town of Lady  
3 Lake.

4 1) A sign erected without a permit where a permit is required.

5 2) Any sign not specifically authorized by this Code.

6 3) Any sign that interferes with traffic or might reasonably be confused with or obstruct the  
7 view or effectiveness of any official traffic sign, traffic marking or otherwise obstruct  
8 the sight of motorists or pedestrians.

9 4) Signs that encroach into an electric utility clear zone, as determined by the standards  
10 contained in the latest National Electrical Code.

11 5) [begin add] Snipe signs and [end add] signs attached to trees or utility poles.

12 [begin delete] 6) Snipe signs, sandwich signs or other portable signs. [end delete]

13 7) A sign found by the building official to be structurally unsafe or a hazard to public safety.

14 8) Any abandoned sign. This includes:

15 A) Any sign face that advertises a business no longer conducted or product no longer  
16 sold. In making the determination that a sign advertises a business no longer  
17 being conducted, the Town shall consider the existence or absence of a current  
18 occupational license, utility service deposit or account, use of the premises, and  
19 relocation of the business.

20 B) Any sign structure which has not been used for business purposes for over six  
21 months, and that is non-conforming to existing codes regarding height, setback  
22 or sign area.

23 [begin delete] 9) A series of two or more signs that must be read together to obtain a single  
24 message. [end delete]

25 10) Flashing except for community event boards used by public agencies.

26 11) A sign that obstructs any fire escape, window, door or other opening used as a means  
27 of ingress and egress so as to prevent free passage of persons.

28 12) Any sign that interferes with openings required for ventilation.

29 [begin delete] 13) Wind activated or inflatable signs and similar decorations used to  
30 attract attention to commercial establishments, except for those specifically  
31 authorized by the Town Commission for special events. [end delete]

- 1 14) Roof-mounted signs.
- 2 15) Any vehicle sign except:
- 3 A) Political signs.
- 4 B) Bumper stickers.
- 5 C) Signs required by law, ordinance, or regulation.
- 6 [begin delete] D) Signs that identify the owner or lessee of the vehicle and the  
7 products or services of the owner or lessee. [end delete]
- 8 E) Any vehicle that displays a sign permitted by this section shall not be parked in any  
9 residential or commercial area for longer than 90 continuous hours unless such  
10 vehicle is parked so said signs thereon are screened to prevent such signs to be  
11 viewed from any public street, sidewalk, or residence. It is the intent of this  
12 prohibition to prohibit vehicles from being utilized as on-premises signs except as  
13 is incidental to bona fide vehicle use.
- 14 16) Any sign that is unsightly because of deterioration or lack of maintenance.
- 15 17) Off-premises signs, except as permitted in this chapter.
- 16 18) Tri-vision signs [begin add] and mechanical movement signs including revolving signs.  
17 [end add]
- 18 19) Signs harmful to minors. [begin add] With regard to sign content, any description or  
19 representation, any word or picture in whatever form, of nudity, sexual conduct, or  
20 sexual excitement, when it:
- 21 1. Predominately appeals to the prurient, shameful, or morbid interest of  
22 minors in sex, and
- 23 2. Is patently offensive to contemporary standards in the adult community as a whole with  
24 respect to what is suitable sexual material for minors, and
- 25 3. Taken as a whole, lacks serious literary, artistic, political, or scientific value [end add]
- 26 20) Hand-crafted signs attached to vehicles which are not part of the body of the vehicle or  
27 weren't engineered by the manufacturer or a conversion company.
- 28 [begin add] 21) Signs that by shape, color, design, and placement are likely to be confused  
29 with a road sign, or any other traffic control sign or device.
- 30 22) Signs which advertise activities illegal under Federal, State, or local laws, rules or  
31 regulations.

1       23) Any signs that imitate, resemble, interfere with, or obstruct official traffic lights, signs,  
2       or signals. [end add]

3       b) *Removal of prohibited signs.* Immediate removal of prohibited signs will be required  
4       according to the following procedures:

5           1) The Town Manager, or his designee, shall immediately notify the owner of any  
6           prohibited sign, by certified mail, that the sign is prohibited and must be removed or  
7           brought into compliance within ten days after receipt of the notice. The notice shall  
8           also inform the owner of the penalties provided in this chapter.

9           2) If the owner of the prohibited sign fails or refuses to remove the sign or bring into  
10          compliance within ten days after receipt of the required notice, the Town may  
11          institute an action in a court of competent jurisdiction to require removal of the sign.

12       (Ordinance. Number. 2009-15, § 1(Exhibit. A), 10-5-2009)

13       **Sec. 17-8. — Enforcement.**

14       a) *Enforcement.* The Town Manager, or his designee, is hereby authorized and directed to  
15       enforce all provisions of this chapter through Code Enforcement Board procedures and action,  
16       or such court procedures as the Town deems appropriate.

17       b) *Conflict with other regulations.* Where the provisions of this chapter are in conflict with any  
18       other local, state, or federal ordinance or code or parts of ordinances or codes, the most  
19       stringent provision shall govern.

20       c) *Severability clause.* Should any section, subsection, paragraph, sentence or clause of this  
21       chapter be declared unconstitutional or invalid by any court of competent jurisdiction, such  
22       portion will be deemed a separate, distinct and independent provision, and such holding shall  
23       not affect the validity of the remaining portions hereof.