

*Master Signage Criteria*

**ASSOCIATION OF POINCIANA VILLAGES, INC.**



**MASTER SIGNAGE CRITERIA**

**POINCIANA VILLAGES**  
**Polk and Osceola Counties**

# *Master Signage Criteria*

## **Association of Poinciana Villages, Inc. Poinciana Signage Requirements**

### 1. Purpose

1.1 The Board of Directors (the “APV Board”) of the Association of Poinciana Villages, Inc. (the “APV”) has determined that it will be in the best interests of all of the Villages within Poinciana Subdivision (the “Poinciana Villages”) to adopt uniform signage requirements for such Villages to hereinafter be known as the Poinciana Signage Requirements (the “PSR”).

1.2 Recognizing that Poinciana Villages are a unique, self-contained, large scale mixed use PUD owing to their geographic location, size, vested rights and existing development and numerous ownership entities, the purpose of these PSR is to permit such signs that will protect values, enhance the character of the Poinciana Villages, protect the public safety and welfare, and support and complement land use objectives while still permitting reasonable identification and advertising by professional, commercial, and industrial establishments. These PSR shall prohibit signs that, by their size, location, construction or manner of display, are not aesthetically pleasing, endanger the public safety or individuals, confuse, mislead, obstruct the vision necessary for traffic safety or otherwise endanger public health, safety, or welfare. **Nothing contained in these PSR shall divest any rights of the Design Control Board (“DCB”) or the APV Board.**

### 2. Definitions

2.1 All initially capitalized terms not defined herein shall have the meaning assigned to such terms in the Design Control Board Criteria.

### 3. Principal Features

3.1 The principal features of these PSR are:

3.1.1 They are intended to complement the applicable County Comprehensive Land Use Plan and Land Development Regulations by relating signage to the major characteristics of streets and areas of the project. This is accomplished by designated “Sign Zones”, within which signs shall conform to individual sign zone standards.

3.1.2 Billboards, including but not limited to tri-faced and cube signs, are prohibited.

3.1.3 All temporary signs shall be limited and regulated.

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3.1.4 It is intended that the sign location be examined during the review of site development plans to ensure the location does not conflict with public safety or the various regulations of the applicable County.

3.1.5 These PSR shall not relate to building design; shall not regulate official traffic signs; signs not intended to be viewed from any street, road, highway, public or private pedestrian way; gravestones or religious or commemorative plaques; street numbers; or any display or construction not defined herein as a sign.

3.1.6 Signs which currently exists in Osceola County, as approved on June 7, 1994, by the Osceola County Board of County Commissioners, are hereby incorporated into these PSR and hereby considered “grandfathered” signs (*see CDP 94-34 on file*).

3.1.7 As individual neighborhoods are developed, a sign package that is consistent with these PSR, shall be reviewed and approved by the applicable County and the DCB and thereafter be incorporated into these PSR.

### 4. General Provisions

4.1 Generally, signage, which is intended to be viewed from any public use, street, road, or highway, within the Poinciana Villages, shall be classified by these PSR as follows:

4.1.1 Signs which are allowed by these PSR.

4.1.2 Non-conforming signs allowed to remain by provisions of Principal Feature, 3.1.7 above.

4.2 Anything defined herein as a sign, but which is not specifically allowed by these PSR, shall be prohibited (*see Appendix for sign definitions*).

4.3 It shall hereafter be unlawful for any person to erect, place or maintain, or suffer to be erected, placed, or maintained, any sign in the Poinciana Villages except in accordance with the provisions of these PSR.

4.4 It shall be a violation of these PSR to place any signage on a site which was created in violation of any land development regulation of the applicable County, or on property not owned by the petitioner of the sign, unless proof of approval by the Owner can be demonstrated.

4.5 The administration and enforcement of these PSR are vested in the DCB and the office of the County Manager, his authorized agent, or other persons that the Board of County Commissioners may from time-to-time designate. The administration of enforcement of these

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PSR is vested in the DCB. The DCB is not responsible for the engineering or the design of any signs.

4.6 No sign shall be erected, altered or relocated without a building permit issued by the County, except as otherwise provided herein. An electrical permit shall be required for electrical work. Any activity defined herein as a replacement of a sign shall require a building permit. If the work involved is not regulated by the applicable code and does not require a building permit, approval of the DCB and the County Zoning Division shall still be required.

4.7 Every permit application shall include:

4.7.1 Legal description of site;

4.7.2 Physical address of site;

4.7.3 Name and address of property owner;

4.7.4 Name and address of sign contractor;

4.7.5 Written consent of property owner;

4.7.6 Proof of ownership, if required;

4.7.7 Two (2) sets of structural design plans, showing all dimensions of sign, signed and sealed by a Florida registered engineer if sign structure is over ten feet (10') in height or thirty-two square feet (32') in size;

4.7.8 Two (2) site plans, including property dimensions, correct setbacks for proposed sign, location of existing signs including height, size and setbacks, and whether they are being removed, and location of driveways;

4.7.9 Applications for wall signs shall include two (2) elevation plans for each proposed sign, showing the proposed sign face(s) in scale.

4.8 DCB approval and/or a permit for a sign shall become null and void if:

4.8.1 Work as permitted has not begun within six (6) months of the permit issue date.

4.8.2 Any of the information supplied with the permit application is found to be incomplete, in error or fraudulent.

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4.9 The Applicant shall be responsible for notifying the Building Department and the Zoning and Code Enforcement Board, if applicable, of all stages of construction which require inspection and approval.

4.10 An on-site inspection may be made by the applicable County and/or the DCB prior to the approval of a sign application. The inspection will be to determine compliance of the proposed sign with these PSR.

4.11 No building permit for a sign shall be issued until development approval has been granted for the primary use of the site, and a building permit, when required, has been issued. This restriction shall not apply to Future Development Signs, Real Estate Signs, and signs relating to existing uses.

4.12 For the purpose of these PSR, the following Sign Zones are established within the Poinciana Villages. Where a site has frontage on more than one road and said roads are in different Sign Zones, signage shall be permitted based upon the Sign Zone where the sign is installed; except, where two signs are allowed based on more than three hundred feet (300') frontage, one sign must conform to size and height restrictions for qualifying road frontage. The second sign may not exceed sign criteria for the road where installed.

4.12.1 Sign Zone 1: Sites fronting on Major Arterial Roads, as defined by the applicable County Comprehensive Land Use Plan.

4.12.2 Sign Zone 2: Sites fronting on Collector Roads, as defined by the applicable County Comprehensive Land Use Plan.

4.12.3 Sign Zone 3: Sites not included in Sign Zone 1 or 2.

4.13 One (1) sign structure shall be permitted in the Poinciana Villages on each site which meets minimum development standards, located on a publicly maintained road. Those sites with frontage in excess of three hundred feet (300') frontage, shall be permitted two (2) signs.

4.14 Unless otherwise specified in these PSR, all signs may be illuminated. However, all lighting shall be restricted as follows:

4.14.1 Signs, if illuminated, shall not utilize:

4.14.1.1 Lights which might create confusion with traffic lights or lights on emergency vehicles.

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4.14.1.2 Lights, or combinations of lights, which because of location, brightness, or other factors, are determined by the DCB, the applicable County Sheriff or the applicable County Director of Public Safety to constitute a traffic hazard.

4.14.1.3 Signs shall be lighted only with continuous light, except for electronic message centers, which shall be limited to a minimum four (4) second lighted or display interval.

4.14.1.4 Commercial businesses approved by the Board of County Commissioners which exist in a residential zoning district may have back lit internally illuminated sign(s) or shielded ground mounted accent lights that do not promote glare which interferes with residential use.

4.14.1.5 All Identification Signs, if lighted, shall have electricity provided by underground wiring.

4.15 Construction of signs, which are required by these PSR to have building permits, shall adhere to the following standards:

4.15.1 All signs shall be designed and constructed in accordance with the requirements of the applicable code. Unless exempted by such code, no sign shall be constructed, erected, or structurally altered without a building permit.

4.15.2 No person may engage in the business of erecting, altering, or relocating, constructing, or maintaining signs without a valid contractor's license and all required state and federal licenses.

4.15.3 Signs shall be supported or anchored so that they do not swing, hang, or have movement.

4.15.4 All signs shall have self-supporting structures erected on, or permanently attached to, concrete foundations which comply with the requirements of the applicable code, unless exempted from this requirement thereby.

4.15.5 All signs shall comply with the wind load requirements of the applicable code.

4.15.6 Electrical permits are required for all signs if they are to be lighted or electrically wired, notwithstanding the fact that they may be exempt from having a building permit for the sign. Electric service shall be provided by underground wiring installed by licensed electricians, operating with a current electrical building permit; with the exception of temporary signs, where temporary electric service may be provided as determined appropriate by the County Building Official.

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### 4.16 Miscellaneous Provisions:

4.16.1 A sign shall not be erected in such a manner that it would impede ingress and egress through any door or emergency exits of any building, impair visibility at any street intersection or driveway entrance, create a traffic or fire hazard, or create conditions adversely affecting the public safety.

4.16.2 No sign shall be erected which displays any statement, words, characters, or illustrations of any obscene, indecent, or immoral nature.

4.16.3 Signs erected in commercial or industrial districts which abut residential districts, shall not be placed closer than twenty-five feet (25') from any residential boundary line; one hundred feet (100') if illuminated.

4.16.4 All signs shall be properly maintained. Exposed surfaces shall be clean and paint thereon shall not be peeling or flaked. Signs shall be structurally sound, kept in a vertical, upright position at all times. Defective parts shall be replaced, landscaping shall be in good condition, and no rubbish which could constitute a fire or health hazard shall be allowed under or near a sign. Signs not maintained in accordance with the above provisions shall be in violation of these PSR.

4.17 When deemed necessary to ensure compatibility with approved signage on surrounding sites or to otherwise protect the health, safety and welfare of the public, and notwithstanding anything in these PSR to the contrary, when a site is subject to development plan approval, the APV, the Planning Commission and the Board of County Commissioners may impose, and the DCB may enforce restrictions on signage which are more restrictive than those contained within these PSR.

4.18 A sign which requires approval by the Board of County Commissioners as a Conditional Use shall be issued a Building Permit in accordance with the plans for the sign structure, which are submitted and approved. Any variation in sign design, structure, overall size, setback, or height shall require approval of a new Conditional Use application.

4.19 Notwithstanding anything in these PSR to the contrary, regulation of signage may be varied as part of the individual Comprehensive Development Plan for future neighborhood development, subject to the following:

4.19.1 The standards for sign area, setbacks, sign height and location standards are addressed in the application.

4.19.2 Although innovative design may be requested, the total square footage allowable for the site shall not exceed the standards as set by these PSR for other commercial or

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industrial zoned sites; and no signs will be authorized which would be prohibited by other sections of these PSR.

4.19.3 If the issue of signage is not addressed within the individual Comprehensive Development Plan, then the provisions of these PSR will be applied within the future neighborhood development.

4.20 Signs Allowed Which Require Permits

4.21 Awning Signs - Shall be permitted and measured as wall signage.

4.22 Changeable Copy Sign, Manual - The sign area of a Manual Changeable Copy Sign shall count against the total advertising display area allowed for the site or against the wall sign allowable square footage if used as a wall sign.

4.23 Changeable Copy Sign, Automatic - Shall be permitted as follows:

4.23.1 These signs may be erected only pursuant to an approved Conditional Use. They may be erected in Sign Zone 1, and in all Commercial or Industrial use designation districts.

4.23.2 Only one Changeable Sign shall be allowed per development site.

4.23.3 The maximum size allowed shall be one hundred (100) square feet per sign face in Sign Zone 1.

4.23.4 The sign area of an Automatic Changeable Copy Sign shall count against the total advertising display area allowed for the site, or against the wall sign square feet allowed if used as a wall sign.

4.23.5 Incandescent bulbs shall be either:

4.23.5.1 Thirty-three (33) watt maximum, or

4.23.5.2 Thirty (30) watt maximum, when reflectorized, with a built-in, tamper-proof, solar sensor activated dimming device.

4.23.5.3 Non-incandescent lighting shall not be allowed that is brighter than the incandescent lighting allowed by these PSR.

4.23.5.4 No inverse illumination or blinking lights shall be permitted.



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4.23.5.5 Changeable copy shall be limited to a minimum four (4) second lighted or mechanical interval. Scrolling or moving characters must be visible on screen for four (4) seconds.

4.23.5.6 Changeable copy signs shall have a separate disconnect switch, clearly marked, which will allow power to be disconnected without requiring the power for the primary sign to be disconnected. This disconnect switch may be enclosed within a secured switch box.

4.23.5.7 All electronic changeable copy signs shall be equipped with light diffuser screens.

4.23.5.8 Upon notification that an automatic changeable copy sign has been in violation of these PSR on three (3) occasions, the Board of County Commissioners shall revoke approval for said sign.

4.24 Changeable Copy Window Sign, Automatic - One (1) changeable copy window message center, with a maximum area of eight (8) square feet, shall be allowed per site as a permitted use in commercial or industrial use sites.

4.25 Directional Sign - Shall be limited to a maximum size of six (6) square feet per sign face, not more than three feet (3') in height, and one sign per entrance.

4.26 Directory Sign - May be either attached to building surface or freestanding, be designed to be read from on-site only, and forty (40) square feet maximum size per sign face. This sign shall be in addition to and not count against any other signage which the building may be entitled to.

4.27 Fence Signs - Shall be allowed as follows:

4.27.1 A fence sign may be permitted in lieu of on-site Identification sign up to thirty-two (32) square feet, flush mounted directly to the fence surface area.

4.27.2 A fence sign may be permitted in addition to the on-site Identification Sign, one (1) sign up to sixteen (16) square feet, flush mounted directly to the fence surface area, and shall be counted against the advertising display area for the site.

4.27.3 Banner signs shall not be permitted as fence signs.

4.28 Fuel Price Information Sign - One (1) fuel price sign allowed at any site where motor vehicle fuel is sold from fuel pumps. Sign shall be limited to six (6) square feet per sign face, shall be affixed directly and firmly to the fuel pump, the support structure of the canopy for

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the fuel island, or the main sign structure, shall be stationary, and shall not be counted against the advertising display area of the Identification Signage allowable for the site.

4.29 Identification sign - Each site shall be allowed a pole sign or a monument sign as follows in Section 5.10 and 5.11.

4.30 Monument Signs - Shall be permitted as follows:

4.30.1 In Sign Zones 1 and 2, a monument sign up to one hundred (100) square feet per side may be erected, all of which may be the advertising copy area, with a maximum height of eight feet (8'). Sign shall have less than six feet (6') ground clearance. In industrial land use area, within Sign Zone 1, the maximum height may be increased to twenty-five feet (25').

4.30.2 In Sign Zone 3, a monument sign up to thirty-six (36) square feet per side may be erected, with a maximum height of six feet (6').

4.30.3 All signs shall maintain a peripheral spacing of fifty feet (50') between sign structures.

4.30.4 Monument signs in all zones shall maintain a minimum fifteen feet (15') setback from right-of-way; provided, however, that a safe line of vision must be provided and may require greater setbacks.

4.31 Pole or Pylon Signs - Shall be permitted as follows:

4.31.1 In Sign Zone 1 and 2, signs shall have a maximum size of two hundred fifty (250) square feet per sign face. Maximum height of sign shall be twenty-five feet (25'), with a minimum twenty-five feet (25') setback from right-of-way. For a multi-tenant building or shopping center with a minimum size of 50,000 square feet, signs shall have a maximum size of four hundred (400) square feet per sign face. Maximum height shall be twenty-five feet (25') and setback twenty-five feet (25') from a D.O.T. right-of-way. Front setbacks may be required to be greater to accommodate the applicable County access management regulations, or a safe line of vision.

4.31.2 In Sign Zone 3, signs shall have a maximum size of sixty-four (64) square feet per sign face. For a multi-tenant building or shopping center with a minimum size of 50,000 square feet, sign shall have a maximum size of one hundred (100) square feet per sign face. Maximum height of sign shall be twenty feet (20'), with a minimum ten feet (10') setback from the front property line.

4.31.3 Entire sign structure, including all pylon covers, must be no more than 50% larger than the total square feet of the advertising copy area of the sign (*i.e.*, 400 square feet

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- 600 square feet maximum overall structure size). Artistic enhancements shall be counted against the allowance for advertising display area.

4.31.4 All signs shall maintain a minimum setback from side or rear property lines of ten feet (10').

4.31.5 All signs shall maintain a peripheral spacing of fifty feet (50') between sign structures.

4.31.6 All signs with an overall height of over ten feet (10') shall have a minimum ground clearance of six feet (6'); where signs project over vehicular driving lanes, minimum ground clearance shall be thirteen feet, six inches (13'6").

4.31.7 All setbacks shall be measured from the nearest part (*leading edge*) of the sign structure.

4.31.8 All structural framework, except the pole or pylon, shall be concealed.

4.31.9 Multiple vision signs shall be allowed. The individual sections which contain the advertising copy shall be rotated not less than once every four (4) seconds.

4.31.10 Signage for independent, recorded sites within an approved Shopping Center development of a minimum 50,000 square feet may be permitted separate signs for their sites in addition to the Identification Sign for the Shopping center. These signs may be one-half of the size permissible for the shopping center site; maximum height in Sign Zones 1 and 2, twenty-five feet (25'); in Sign Zone 3, twenty feet (20'). Signage for these sites shall be permissible independently from other sites within the shopping center.

4.31.11 Within a Multi-Tenant Building of a minimum size of 50,000 square feet, anchor tenants may be permitted signage in addition to the Identification Sign, as follows: a maximum of one (1) sign for any one business, maximum size of thirty-two (32) square feet per sign face, ten feet (10') height, and setbacks of twenty-five feet (25'), unless The applicable County access management regulations required a greater setback. Minimum peripheral spacing of signs shall be fifty feet (50').

4.32 Menu Signs - Must be shown on an individual Comprehensive Plan as part of a carry-out service or drive-through. They are intended for use by on-site customers only and the voice shall not be heard beyond the property line. The maximum size of menu sign shall be thirty-six (36) square feet.

4.33 Mobile Home Parks and RV Parks Identification Signs - May be permitted as allowed by other sections of these PSR or they may be permitted an identification sign, attached to an entrance wall, of up to one hundred (100) square feet, or two (2) signs of up to fifty (50)

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square feet each, on an entrance wall, one on either side of the main entrance drive. Signs may be illuminated provided they do not create a disturbance with neighboring residential properties.

4.34 “Off Site” Directional Informational Signs - For the purpose of these PSR, off site is defined as signs which are located on a parcel of land within the Poinciana Villages which the use identified is not specifically located on that same parcel.

4.34.1 Placement shall be allowed in any land use or sign zone.

4.34.2 There shall be a five hundred feet (500’) separation between off site directional signs. The required separation between off site directional signs shall be measured radially.

4.34.3 Signs placed on roads having a posted speed limit at or above 45 miles per hour shall be limited to a maximum height of nine feet (9’), with a maximum sign area of sixteen (16) square feet for each sign face.

4.34.4 Signs placed on roads having a posted speed limit of less than 45 miles per hour shall be limited to a maximum sign height of three feet (3’), with a maximum sign area of four (4) square feet for each sign face.

4.34.5 Minimum setbacks from any road right-of-way, property line, other sign, building or structure shall be ten feet (10’). This setback from right-of-way may be waived by the County, upon a showing by the applicant that a reduced setback will not interfere with traffic flow and provides a safe line of vision.

4.35 Subdivision Identification Signs - Shall be permitted on a site within an approved subdivision in any sign zone that is contiguous to a subdivision entrance. A subdivision shall be allowed one (1) double faced, or two (2) single-faced, sign per entrance. Each sign face shall have an area not to exceed one hundred (100) square feet. Signs shall maintain a minimum five feet (5’) setback from the right-of-way, and shall not impede traffic flow and shall provide a safe line of vision. This setback may be waived by the applicable County upon a showing by the applicant that a reduced setback will not interfere with traffic flow and a safe line of vision.

4.36 Temporary Signs - May be permitted as follows, and when properly permitted, shall not count against the advertising display area allowed for the site. All temporary signs on display shall be installed braced, secured, or tied down to prevent motion.

4.36.1 The following types of temporary signs may be permitted for a limited period of time. All temporary signs must be removed within twenty-four (24) hours of the permit expiration. Each sign may be permitted for a period of time up to thirty (30) days. Signs may be permitted concurrently. Use permits will be issued by the applicable County Zoning Division in lieu of Building Permits. Electrical Permits shall be required when applicable.

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4.36.1.1 Mobile or portable signs, up to thirty-two (32) square feet in size for each side, and shall be located inside the parcel boundary and maintain a setback which provides a safe line of vision. A maximum of two (2) permits may be issued for mobile or portable sign(s) per calendar year per development site.

4.36.1.2 Banner signs, up to forty (40) square feet in size for each side, shall be attached to and totally supported by, either a sign structure, or the building occupied by the business advertised. Banner signs may be issued six (6) permits per calendar year per development site.

4.36.1.3 Cold air inflatable balloons shall be tethered. Cold air inflatable balloons may be issued six (6) permits per calendar year per development site.

4.36.1.4 Tent Sale Signs - Separate temporary building permits are required for signs used in conjunction with tent sales. Maximum size of sign allowed is thirty-two (32) square feet per sign face; may be either a portable sign or a banner; shall not count against the advertising display area of the site; and shall be permitted for days concurrent with dates of approval of the tent permit. Banner signs must be firmly attached to tent; portable signs may be set inside of the property lines and shall provide a safe line of vision.

4.36.2 Future Development Signs - Shall be permitted as follows: One sign, up to thirty-two (32) square feet maximum size per sign face, ten feet (10') maximum height, shall be permitted for a period of time of up to six (6) months prior to the beginning of construction of an approved development parcel.

4.36.3 Construction Signs - Shall be permitted as follows: One sign, for a period of time up to one (1) year while construction is actually in progress, and shall be removed from the site prior to the issuance of a Certificate of Occupancy or the construction of any permanent signage. Sign may be permitted for a size up to the maximum square footage allowed in the applicable zone.

4.36.4 Model Center Signs - Shall be permissible as follows: One sign, thirty-two (32) square feet maximum size per sign face and ten feet (10'), maximum height, following approval of the model center site. Each display model within the development may be allowed one sign, six (6) square feet maximum size per sign face, four feet (4') maximum height, for model identification on site. Up to two (2) directional signs, two (2) square feet maximum size per sign face, under three feet (3') in height, may be placed on private property within the subdivision, with the property owner's written permission. These directional signs shall be considered to be on site within the subdivision. Model Center signs shall meet setbacks as per other sections of these PSR. The directional and display model signs shall be placed no closer than three feet (3') from any right-of-way. Model Center signs shall be permitted for the same time period authorized for the model center.

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4.36.5 Off-site Model Center Signs - For the purpose of these PSR, off site is defined as signs which are located outside of the approved subdivision where the models are located and shall be permitted in Sign Zones 1 and 2 as follows:

4.36.5.1 A limit of five (5) off site model center directional signs shall be permitted for any one model center and shall be permitted for the same period of time as the Model Center.

4.36.5.2 Off site model center directional signs shall be limited to sixteen (16) square feet per sign face and a maximum height of ten feet (10'). They shall maintain a minimum distance of fifty feet (50') from any other sign structure and shall maintain a minimum setback of ten feet (10') from any property line. This setback may be waived by the applicable County provided that the applicant can demonstrate that a reduced setback will not interfere with traffic flow and a safe line of vision.

4.36.6 Political Campaign Signs - Shall be regulated by the current applicable County ordinance.

4.36.7 Daily Roadside Fruit Stand Signs are prohibited.

4.36.8 Off Site Real Estate Signs - For the purpose of these PSR, off site is defined as signs which are located outside of the approved subdivision being advertized and shall be permitted in industrial or commercial land uses in Sign Zone 1 as follows:

4.36.8.1 One off site real estate sign per every one thousand feet (1000') frontage of any one parcel of land.

4.36.8.2 Off site real estate signs shall have a maximum height of twenty-five feet (25') and a maximum sign face of four hundred (400) square feet per side, and a minimum setback of fifty feet (50') from any property line and shall maintain a minimum distance of one thousand feet (1000') from any other off site real estate sign along the same side of the road. No off site real estate sign shall be located within three hundred feet (300') of any residential property line.

4.37 Wall Signs - Shall be permitted as follows:

4.37.1 Shall be allowed a combined surface area of one (1) square feet of wall signage allowed per linear foot of business length measured along any public use road. Where a building incorporates the use of a canopy, the frontage shall be measured along the main structure, not the canopy, whether attached or unattached. Wall signage shall not count against the advertising display area for any detached signage allowed for the site.

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4.37.2 Up to a total of four (4) wall signs will be allowed per business, provided that the total area of wall signs on any one wall shall not exceed an area equal to one square foot for each linear foot of width for that wall, and provided that the overall wall signage for the building does not exceed the total square footage allowed.

4.37.3 The surface area of any single wall sign shall be inclusive of an entire message or idea (*see Appendix*).

4.37.4 Lighting or luminous tubing which meets the definition of a sign shall be regulated as wall signs except where such lighting is used solely as an architectural feature.

4.37.5 Wall signs shall be allowed on the parapet of a building, provided the top of the sign shall not extend more than three feet (3') above the point where the exterior wall intersects with the roof.

4.37.6 Wall signage within a shopping center which has an interior courtyard may be addressed as stated in other provisions of these PSR or, if permitted by the owner of the shopping center, a single cabinet style directional wall sign with interchangeable sign faces may be permitted on an exterior wall. A space must be provided for each business within the courtyard, and each sign face may accommodate up to fifty percent (50%) of the allowable wall signage for each business located within the courtyard. The remaining fifty percent (50%) would be permissible only on the wall of the building where the business is actually located.

4.37.7 Signs which are permitted on secondary or incidental structures to the primary structure shall count against the allowable number and against the square footage of wall signs allowed for the site. (*This shall include time share booth structures, car wash buildings, etc.*).

### 4.38 Signs Allowed Which Do Not Require Zoning Permits

4.39 Each County shall not be responsible for enforcement of signs which do not require a zoning permit.

4.40 Addresses - A maximum allowance of two (2) square feet may be utilized for a business address, which will not be counted against the square footage allowance of either the identification sign, or the wall sign, if on the building wall.

4.41 Bus Seats and Bus Shelters - Signage is limited to public service information only.

4.42 Collection Boxes - Must be located on private property.

4.43 Commemorative Plaque.

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4.44 Flags - Are restricted to an aggregate maximum size not to exceed the total square footage of signage allowed in the applicable Sign Zone, and are to be displayed according to state regulations or standards. The maximum number of flags allowed is three (3) flags, one of which may be a corporate flag.

4.45 Government Sign.

4.46 Home Occupation Sign - Allowed only where home occupations are authorized, shall be erected flat against the surface of the building, and shall not exceed a maximum of two (2) square feet in size.

4.47 Instructional Sign - Allowed on private property for informational purposes only. (*i.e.*, “No Soliciting”; “Crime Watch”; “Private Drive”; “No Trespassing”; “Beware of Dog”; *etc.*) Signs are limited to two (2) square feet per sign face on a single family residential lot and four (4) square feet on a common area within a multi-family development site; may be attached to structure, fence or freestanding. Freestanding sign shall be maximum three (3) feet height with a minimum ten (10) feet front setback.

4.48 Memorial Sign.

4.49 Personal Name - Allowed at private residence, not exceeding two (2) square feet in size.

4.50 Private Sale or Event Signs - Shall be allowed at the site of event, on private property only, shall be limited to two (2) square feet per sign face in size, and shall be displayed no more than twice in one calendar year for a maximum of five (5) days each occasion.

4.51 Professional Name Plate - Allowed on site at businesses and shall not exceed one (1) square foot in size.

4.52 Real Estate Signs - In Commercial and Industrial use areas shall be allowed to advertize on site property for lease or sale; one sign for every three hundred feet (300’) frontage, shall not exceed thirty-two (32) square feet in size per sign face. If approved by the applicable County through the CDP process these signs may be combined to create one sixty-four (64) square foot sign for at least every six hundred feet (600’) frontage. Real Estate signs in residential zones shall be limited to four (4) square feet in size per sign face. Signs shall be removed within seven (7) days of sale or lease of property, and shall not count against the advertising display area for the site.

4.53 Tourist Information Booth Signs - shall be prohibited.

4.54 Warning Signs - Shall not exceed two (2) square feet in size.



## *Master Signage Criteria*

4.55 Window Signs are allowed in addition to wall signage and shall not count against the allowable wall sign square footage; provided, however, only one (1) automatic changeable copy window sign, with a maximum size of eight (8) square feet, shall be allowed per site in commercial or industrial use areas, and shall require building permit.

4.56 Real Estate Sign for Residential Subdivisions - One sign for every three hundred feet frontage (300'), thirty-two (32) square feet maximum size per sign face, ten feet (10') maximum height, may be permitted to advertise the availability of lots, homes, living units for sale within an approved subdivision. These signs may be placed on any undeveloped lot within the subdivision, shall meet applicable setbacks, and must be removed prior to the time that the subdivision is ninety percent (90%) sold. If approved by the applicable County through the CDP process these signs may be combined to create one sixty-four (64) square feet sign for at least each six hundred feet (600') frontage.

### 4.57 Existing Signs

4.58 All signs previously approved in CDP 94-34 shall be continued and allowed to remain and be maintained (*see CDP 94-34 on file*).

4.59 No sign structure shall be permitted to be erected on a site with an existing non-conforming sign structure until such non-conforming sign has been removed or brought into conformity. Likewise, no wall sign shall be permitted on a site with an existing non-conforming wall sign until such non-conforming wall sign has been removed or brought into conformity. However, legally non-conforming wall signs that exist within a shopping center or multi-tenant building, and which are for a separate business within the center, shall not prohibit new wall signs from being permitted for other businesses within the center without removal of those legally non-conforming signs.

### 4.60 Future Neighborhood Development

4.61 Future neighborhood development signage shall be submitted to the applicable County for review and approval on an individual CDP and shall comply with the provisions of other sections of these PSR. As of this writing, two neighborhoods in Osceola County have individual CDP approvals and are hereby incorporated into these PSR. They are CDP 94-42 for Estates A, Neighborhood 2, and CDP 94-53 for Village 1-3 West (*on file*).

### 4.62 Signage on Cypress Parkway

4.63 Signage on Cypress Parkway must conform to the requirements of the Contribution Agreement Regarding Beautification Landscaping among Avatar Properties, Inc. the APV and Solivita Community Association, Inc. (f/k/a Village Ten Association, Inc.) Dated as of August 31, 1999.

## **Master Signage Criteria**

4.64 In addition, social and/or recreational activities signs for forty-eight (48) hours placement or less may be approved by the Manager or the DCB.

# *Master Signage Criteria*

## **Poinciana New Township**

### Appendix

#### Measurement of Sign Area

Signs measured within geometric figure and structural supports shall not be counted unless they contain advertising.

Signs with two or more separate sign faces; each side to be measured separately, structural support will not be counted (as above).

Irregular shaped signs; measured within the smallest geometric figure which will include all of the sign.

Wall signs; measured to include an entire word or idea. Total square feet of all signs to be added together. No more than four (4) wall signs to be allowed.

## Poinciana New Township

### Appendix

### Definitions

#### **Sign:**

Any object, device, display, structure, or part thereof, or character, whether animate or inanimate, situated outdoors or indoors, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination or projected images. The term shall include, but not be limited to, any permanently installed or situated merchandise, or any emblem, painting, flag, banner, pennant, festoon, placard or lighting, when the intent of said lighting is to act as a sign. The term shall not include murals or artistic designs painted on the wall of a building, unless the design include logos, or any other element that is so uniquely identified with the business conducted on that parcel, or any other parcel, that its intent is to advertise said business.

#### **Sign (Abandonment):**

Any sign which advertises a business, or other entity, which is located on the same site as the sign, and which has been closed, out of business, or otherwise not in existence for more than ninety (90) days.

#### **Sign Area:**

Sign area shall be the area encompassed within any real or implied geometric figure which would enclose all parts of the sign, including the advertising surface and any framing, trim or molding, but not including the supporting structure, unless the supporting structure bears the advertising copy. The Building Official or his designee shall make the determination as to the area to be included in the measurement of the sign.

#### **Sign (Awning):**

Any sign, painted, stamped, perforated or stitched on the surface of an awning, canopy, roller curtain or umbrella.

#### **Sign (Banner):**

Signs either with or without frames, possessing characters, letters, illustrations or ornamentations applied to cloth, paper or fabric of any kind.

#### **Sign (Changeable Copy):**

# *Master Signage Criteria*

A sign on which the copy can be changed, rearranged or altered, either manually or through electronic means, without changing the face of the sign. The term shall include electronic message centers and lampbank displays.

## **Sign (Clearance):**

The smallest vertical distance between the crown of the adjacent road and the lowest point of any sign, excluding framework and supports.

## **Sign (Construction):**

A sign which is displayed on the site only during the time of actual construction work and indicates the ultimate character of the development or the names of the firms, individuals, or material suppliers involved in the work.

## **Sign (Directional Information):**

A sign which identifies amenities and/or uses which serve the general public but are not located on the same parcel of land as the sign.

## **Sign (Double-faced):**

A sign with two parallel, or nearly parallel faces, back-to-back, with an angle at the apex of no more than thirty (30) degrees.

## **Sign (Electronic Message Center):**

An automatic changeable copy sign comprised of independent light bulbs arranged in a lampbank, controlled by a programmable computer.

## **Sign Face:**

The area of display surface used for the message.

## **Sign (Fiber Optic):**

Sign which displays only one (1) message with gradular color variation shall be permissible as a pole or wall sign unless the sign incorporates such features as motion, multiple images, animation, etc., in which case the sign shall be regulated as an electronic message center.

## **Sign (Fuel Price Information):**

A sign advertising the price of motor vehicle fuel sold from a fuel pump located on the premises.

## **Sign Future Development:**

# *Master Signage Criteria*

A sign, which in its copy announces the future residential, professional, business or commercial development on the site.

## **Sign (Governmental):**

Any sign erected and maintained by any city within the applicable County, the State of Florida, or the United States Government, and which is deemed necessary by that government for health, safety, and welfare of the public.

## **Sign (Ground):**

A sign structure which is independent of support from any building, and which is supported by structures or supports.

## **Sign (Height):**

The vertical distance measured from the highest point of the sign to the crown of the road it is intended to serve.

## **Sign Illumination:**

A sign which incorporates an artificial light source either internal or external to the sign, for the purpose of illuminating the sign.

## **Sign (Memorial):**

A sign commemorating an event, person, or building, which may contain information of a historical or biographical nature concerning the thing commemorated, but which contains no advertising.

## **Sign (Menu):**

A sign associated with drive-through or carry-out services which carries only the name of an establishment and the current list and prices of goods or services available in the establishment and not intended to be viewed from any public right-of-way.

## **Sign (Minor Identification):**

An additional pole/pylon or ground sign which may be permitted for a business situated on "out parcels" within a "Shopping Center".

## **Sign (Mobile):**

A sign intended for use with or without changeable type lettering, illuminated or non-illuminated, mounted on a transportable trailer, frames, or any vehicle with or without wheels. The term shall not include vehicles which contain advertising, but which are not intended to remain stationary as signs, but which are stationary only on a limited basis, and incidental to another valid business purpose. A vehicle which contains advertising,

# *Master Signage Criteria*

but which is intended to remain stationary for long periods of time, and which is intended to act as a sign shall be considered a mobile sign for the purpose of this supplement.

## **Sign (Monument):**

An Identification Sign, independent of support from any building, having a clearance of less than six feet (6').

## **Sign (Multiple Vision):**

A sign incorporating multiple sign copy advertisements, alternatively displayed sections.

## **Sign (Nursery):**

Land devoted to the raising of plants, trees and shrubs for personal use, wholesale use, wholesale sale, or sale to individuals. A nursery shall not include the sale of fertilizers, mulch, tools, pots, or any other such items.

## **Signs (Non-Conforming):**

Any sign lawfully in existence within the applicable County which does not conform to the requirements of these PSR.

## **Sign (Off-Site):**

Any sign upon which advertising material may be displayed to publicize business, organizations, goods, services, or events that are not located on the same site as the sign.

## **Sign (On-Site):**

A sign relating, in its subject matter, to commodities, accommodations, services or activities offered on the property on which the sign is located.

## **Sign (Painted Window or Door):**

Signs painted on, or affixed to, the glass surfaces of windows or doors and pertaining in their context, to the lawful business conducted therein.

## **Sign (Pedestrian):**

A sign which is attached to the underside of a permanent canopy, which is perpendicular to the building frontage, and which is intended for advertising, or other messages directed toward pedestrians.

## **Sign (Personal Name):**

A sign which is used to identify a person or persons dwelling in a residence.

## **Sign (Pole or Pylon):**

# *Master Signage Criteria*

Any sign structure which is independent of any building and which is supported by structures or supports so that the bottom of the sign is raised above the ground, excluding billboards.

## **Sign (Political or Campaign):**

A sign erected to advocate a political party, issues, or individuals for elective officers.

## **Sign (Portable):**

Any sign which is not permanently affixed to a building, structure or other ground in accordance with the requirements of the applicable County Building Code and which may be moved readily from place to place; except that this definition shall not apply to signs painted directly on vehicles or signs displayed through, but not on, windows.

## **Sign (Private or Non-Profit):**

A temporary sign advertising private sales of personal property such as “house sales”, “garage sales”, “rummage sales” and the like or private not-for-profit events such as picnics, carnivals, bazaars, game nights, art fairs, craft shows and Christmas tree sales.

## **Sign (Professional Name Plate):**

A sign designating the office of a professional practice, and which indicates the names of the person or persons and the nature of the professional practice.

## **Sign (Public):**

Any sign erected by or on the order of a public official in the performance of his office or duty such as, but not limited to, traffic control signs, street name signs, warning and directional signs, public notices or signs of similar nature.

## **Sign (Real Estate):**

A temporary sign which is intended to offer for sale, lease, or rent, the exact property upon which the sign is placed.

## **Sign (Repairs or Maintenance):**

The cleaning, painting, repair, or replacement of defective parts of a sign in a manner that does not alter the size, design, or structure of the sign. The term shall include the change in appearance or replacement of the sign face.

## **Sign (Replacement):**

Replacement shall mean the rebuilding, enlarging, or changing of the size, design, or structure of the sign, other than repairs or maintenance of signs. The term shall not include the change in appearance or replacement of the sign face.



# *Master Signage Criteria*

## **Sign (Roof):**

A sign that is mounted on the roof of a building, or which is wholly dependent upon a building for support, and which projects twelve inches (12”) above the point of a building where the exterior wall intersects with the roof; except, in the event of a mansard roof, a sign that is above the point where the two roof surfaces intersect to form a horizontal line.

## **Sign Structure:**

Any sign structure, including all supports, braces, framing, etc., which may contain any combination of one or more separate signs, which are supported by and attached to said structure.

## **Sign Structure (Change of):**

Any activity which includes any alteration to the supporting structure of the sign, fastening, anything to the support by any means whatever.

## **Sign (Subdivision or Development Identification):**

A ground sign which contains no advertising, other than the name of the subdivision or development.

## **Sign (Temporary)**

A non-permanent sign erected and maintained for a specified limited period of time.

## **Sign (Tri-Face):**

A sign (billboard) constructed in a triangular shape so that there is a sign on each side of the triangle.

## **Sign (“V” Style):**

Sign constructed in the shape of a “V” that is self-supporting. On-site Identification signs and Temporary signs of thirty-two (32) square feet or less in size, may be allowed as a “V” style sign; provided, that the angle at the apex of the sign is fifty (50) degrees or less.

## **Sign (Wall):**

A sign fastened to, or painted on, the wall of a building, or attached in such a manner that the wall becomes the supporting structure for, and forms the background surface of the sign and which does not project more than twelve inches (12”) from such buildings.

## **Sign (Warning):**

Signs limited to messages of warning, danger or caution.

## **Sign (Window):**

## *Master Signage Criteria*

A sign placed inside of a window and intended to be viewed from the outside.

### **Sign Zone:**

A geographic area designated by these PSR for the purpose of regulating the signage to be allowed therein so that it will support and complement the objectives of the various zoning districts and the applicable County Comprehensive Plan.