

ORDINANCE NO. 19-12-01

AN ORDINANCE OF THE TOWN COMMISSION OF THE TOWN OF PEMBROKE PARK, FLORIDA RELATING TO CHAPTER 21, SIGNS AND ADVERTISING; AMENDING SECTION 21-19, PROHIBITED SIGNS; AMENDING SECTION 21-20, PERMANENT SIGNS; PROVIDING FOR INCLUSION IN THE CODE OF ORDINANCES; PROVIDING FOR SEVERABILITY; SUPERCEDING CONFLICTING ORDINANCES AND RESOLUTIONS AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Town Commission has requested that the Town staff prepare a proposed amendment to the Pembroke Park Code of Ordinances relating to signs, and in particular, lighting for canopy facades for commercial buildings; and

WHEREAS, the Town staff has prepared the proposed amendments to the Code of Ordinances to allow for additional lighting as requested by the Town Commission; and

WHEREAS, the Town Commission has conducted the public hearings required by Section 166.041, Florida Statutes, for the adoption of this Ordinance.

NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COMMISSION OF THE TOWN OF PEMBROKE PARK, FLORIDA:

Section 1: That the foregoing whereas clauses are incorporated herein by reference and made a part hereof.

Section 2: That Section 21-19, of the Code of Ordinances, Town of Pembroke Park, Florida, is hereby amended to read as follows:

“Sec. 21-19. - Prohibited signs.

The following are those signs which shall not be permitted within the municipal limits of the town:

- (1a) Animated signs;
- (2b) Sidewalk or sandwich signs;
- (3c) Snipe signs, with the exception of political signs;
- (4d) Banner signs, flags or pennants when used for advertising purposes, except as provided in section 21-21;

- (5e) All signs that contain exposed lighting of any type or have the appearance of one of the above types of light fixtures;
- (6f) Permanent signs which are illuminated from outside the boundaries of the sign by visible lighting fixtures;
- (7g) Roof signs;
- (8h) Billboards; except as provided for in section 21-20(4);
- (9i) Advertising benches: people shelters or bus shelters; except by municipal contract;
- (10j) Box or cabinet signs; except as allowed by this article;
- (11k) Vehicle or trailer signs used on a given location or site in addition to or in lieu of a temporary or permanent sign permitted by this article, unless required by governmental agencies;
- (12l) Signs located on sides of buildings unless the structure is located on a corner plot or is the structure is located in excess of one hundred (100) feet from the side of the plot line;
- (13m) Painted wall signs not conforming to section 21-23;
- (14n) All abandoned signs, sign cabinets, poles, frames, structures and electrical fixtures;
- (15o) Window signs, when illuminated;
- (16p) Tenant identification signs, except in the interior or shopping centers;
- (17q) Exposed neon tubes or bare bulb signs placed in geometric forms to outline structures, roofs, windows or doors in such a manner as to attract attention, except as permitted in Sec. 21-20(7).”

Section 3: That Section 21-20, of the Code of Ordinances, Town of Pembroke Park, Florida, is hereby amended to read as follows:

“Sec. 21-20. - Permanent signs.

Only such permanent signs as are listed in this section shall be permitted to be erect or maintained upon any building lot, plot or parcel of land, for the following types of land uses:

- (1a) Single-family, detached and attached (no more than two (2) units in a row): One (1) nameplate sign which shall be permitted shall not exceed one and one-half (1½) square feet of total area per dwelling unit.
- (2b) Multifamily attached dwellings: One (1) nameplate sign which shall be permitted shall not exceed one and one-half (1½) square feet of total area; ground or wall signs indicating the name of the complex not to exceed the size limitations as delineated in

subsection (3)e, hereinbelow.

(3c) All nonresidential uses:

a1. A wall or canopy identification sign shall be permitted, not to exceed the following size limitations:

1A. *Maximum height of letters.* No wall sign shall have either letters, cabinets or border exceeding eighteen (18) inches in height, provided, however, that the height of such letters/cabinets may be increased in height one (1) inch for each twenty-four (24) feet or major portion thereof setback distance between the front building line and the street property line.

2B. *Maximum length of sign.* To be in proportion to the building/bay frontage occupied by the licensed establishment in accordance with the following:

Primary Building/Bay Frontage	Maximum length
0 to 25 feet	10'0"
26 to 40 feet	12'0"
41 to 55 feet	14'0"
56 to 70 feet	16'0"
71 to 85 feet	18'0"
86 feet and above	20'0"

3C. *Maximum sign area.* No wall sign shall have an area exceeding one (1) square foot for each linear foot of building/bay frontage occupied by the licensed establishment.

b2. One (1) nameplate or identification sign is required at the front and the rear entrances of all the bays/buildings both existing and those constructed subsequent to the effective date of this section, with letters not in excess of three (3) inches in height and the sign area not in excess of three (3) square feet and which must state the name and address of the licensed establishment. Existing structures shall have ninety (90) days subsequent to the effective date of this section to comply with this provision. The front door shall bear the address in three-inch characters.

- e3. Hours-of-business sign shall be permitted on a door or adjacent window with letters not in excess of two (2) inches in height and total area not in excess of two (2) square feet.
- d4. Movie theaters shall be permitted an additional sign to those listed in subsections a. and b. to display changeable copy not to exceed fifty (50) square feet in sign area. Multiple theaters shall be permitted additional sign area not to exceed twenty-five (25) square feet per additional screen.
- e5. One (1) ground box sign or ground sign in a shopping center indicating the name of the center, not to exceed the size limitations as delineated hereinbelow. A second ground box sign or ground sign will be permitted indicating the name of the center if such center fronts on two (2) main thoroughfares of at least secondary arterial designation (eighty-foot right-of-way). This second sign may not exceed the size delineated below:

Width of Right-of-Way (feet)	Maximum Height of Letters/Symbols (inches)	Maximum Sign Area (sq. ft.)	Logo
0 to 50	10	18	1
51 to 80	14	26	1
81 to 100	16	32	1
101 to 120	20	42	1
121 and above	23	48	1

- f6. Individual business under-canopy signs may be permanently installed in shopping centers perpendicular to the storefront and equidistant between the storefront and the canopy edge, center in the store frontage. Under-canopy signs shall be no longer than fifty (50) percent of the width of the canopy up to a maximum of four (4) feet in width. The height of the sign shall be no more than thirty (30) inches, inclusive of suspension devices. The copy displayed is to be used only to indicate to the public the legal or exact firm name or the main character of the business

carried on therein or thereon. Internal illumination is permitted. A minimum of eight (8) feet clearance from the bottom of signs to walkway shall be required. Under-canopy signs shall be suspended by rigid mount so as to prohibit any movement of the sign.

~~g~~7. When a trademark is incorporated within a sign, the trademark shall not comprise more than twenty (20) percent of the total sign area, provided that the product or services illustrated by the trademark do not constitute the principal business of the establishment.

~~h~~8. *Freestanding buildings:*

~~1~~A. Freestanding structures within shopping centers (out-parcels) shall be permitted one (1) primary wall sign in accordance with the provisions of this section, and one (1) secondary wall sign, which shall not exceed two-thirds ($2/3$) of the size of the primary sign. If the owner chooses not to install a primary and secondary sign, he shall be permitted to erect wall signs on not more than four (4) sides of the building, but only in the secondary size.

~~2~~B. Freestanding buildings which are not a part of a shopping center: A ground box or ground sign shall be permitted for a freestanding building on a plot with a minimum of one hundred (100) feet of primary frontage. In addition to a ground sign or ground box sign, one of the following may be selected:

Option No. 1: The business may also be permitted to erect a wall or canopy sign facing the primary frontage one-half ($1/2$) the size as delineated in subsection ~~e~~5. hereof.

Option No. 2: If the owner chooses not to use a ground sign, he shall be permitted to erect a wall or marquee sign facing the primary frontage as delineated in subsection ~~e~~5. hereof. He shall also be permitted signs on two (2) side walls, if not facing a residential neighborhood, one-third ($1/3$) the size as delineated in subsection ~~e~~5. hereof.

(~~4~~d) Nonresidential uses east of CSX Railroad right-of-way:

- a1. Billboard signs shall be permitted which meet the following standards:
 - 1A. Billboard structure shall consist of a single monopole and shall comply with all Florida Building Code requirements.
 - 2B. Sign height shall not exceed seventy-five (75) feet above crown of the eastbound lanes of Hallandale Beach Boulevard at the intersection of Hallandale Beach Boulevard and the west boundary of Interstate Highway 95.
 - 3C. Each sign face shall be no larger than forty-eight (48) feet wide and fourteen (14) feet high and shall not exceed six hundred seventy-two (672) square feet.
 - 4D. No billboard structure shall be located within fifteen hundred (1,500) feet of an existing billboard structure.

(5e) All zoning districts:

- a1. Permanent subdivision signs or project signs shall conform to Town sign criteria and shall not exceed thirty-two (32) square feet in area nor six (6) feet above the crown of any abutting road or street and shall include landscaping.
- b2. Noncommercial directional or information signs shall not exceed one and one-half (1½) square feet in area and shall conform to the Town's sign criteria.

(6f) *Municipal signs*. Municipal signs must follow the specifications outlined below:

- a1. Construction and design to be in accordance with the Town's design criteria and specifications for signs.
- b2. This section shall not apply to any traffic control sign, the design of which is prescribed by state law.

(7g) *Gasoline and oil filling stations signs*:

- a1. to the extent that this Ordinance No. 88-9-4 [as amended] conflicts with standards set forth within the County Ordinance No. 80-71, as amended, relative to gasoline pricing signs, the provisions of this section shall apply.
- b2. *Gasoline pricing signs*: every person, firm or corporation owning and/or operating a gasoline station or gasoline and oil filling station shall clearly and conspicuously post the prices of all gasoline and/or petroleum products available for sale, in accordance with one of the following standards:

- ~~1A.~~ Pricing signs shall be architecturally/graphically integrated into each face of a ground box sign, as permitted by subsection (3c)h8.2B. of this section. Pricing signs shall include one (1) price per type of gasoline product dispensed with each displayed in equal size and prominence in not less than eight (8) inches high nor more than sixteen (16) inches high characters, with tenths proportionately sized; with type of service and method of payment in characters not to exceed twenty-five (25) percent of the height of the pricing characters; the pricing sign shall be illuminated in the same manner as the ground box sign.
- 2B. Pricing signs shall be architecturally/graphically integrated into each face of permitted primary/secondary wall sign.
3. The term “exterior lighting” used in this section shall mean any variety of lighting forming an integral part of a building for fueling stations designed or used as an architectural embellishment. Such lighting shall not be considered a sign unless it identifies a business, establishment or activity by name, symbol, figure or lettering. Canopies over fueling pump stations may include exterior lighting fixtures on the exterior surfaces of the canopy structure separately or as part of the business signage. This may include LED, neon or other lighting sources placed within enclosed or concealed architectural features allowing illumination of the canopy surface and/or as part of a the business signage. No exposed bulbs are allowed. All exterior lighting shall comply with the maximum permitted intensity and power source shielding as set forth in Article IV of Chapter 20 of the Town’s Code, and shall be mounted and wired as required by the Florida Building Code and the National Electrical Code. Persons desiring to employ such lighting shall obtain a permit from the Town prior to installation.”

Section 4: That the provisions of this Ordinance are to be severable and if any section, sentence, clause or phrase of this Ordinance shall, for any reason, be held to be invalid or unconstitutional, such decision shall not affect the validity of the remaining sections, sentences, clauses, and phrases of this Ordinance but shall remain in effect, it being the legislative intent that this Ordinance shall stand notwithstanding the invalidity of any part.

Section 5: That it is the intention of the Commission of the Town of Pembroke Park that

the provisions of this Ordinance shall be included in the Pembroke Park Code of Ordinances, and the sections may be renumbered, or relettered, ordinance may be changed to “section”, “article” or such other appropriate word or phrase in order to accomplish such intentions.

Section 6: That all Ordinances, parts of Ordinances, Resolutions or parts of Resolutions, in conflict herewith be and the same are hereby superseded to the extent of such conflict.

Section 7: That this Ordinance shall be in force and take effect immediately upon its passage and adoption.

PASSED AND ADOPTED on First Reading the 13th day of November, 2019.

PASSED AND ADOPTED on Second Reading the 11th day of December, 2019.



ASHIRA A. MOHAMMED
Mayor-Commissioner

ATTEST:



GEOFFREY JACOBS
Clerk-Commissioner

VOTE

ASHIRA MOHAMMED
HOWARD P. CLARK, JR.
GEORGINA COHEN
GEOFFREY JACOBS
REYNOLD DIEUVEILLE

YES
YES
YES
ABSENT
YES