



## CITY OF DUNNELLO STAFF REPORT

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**Date:** July 6, 2022

**To:** Dunnellon Planning Commission

**Request:** Approval of Proposed Ordinance #ORD2022-07 providing for an amendment to the City Code of Ordinances, by adding Non-Conforming Signs Regulations.

**Ordinance No.** ORD2022-07

**Owner:** City of Dunnellon, FL

**Owner Address:** 20750 River Drive, Dunnellon, FL.

**Applicable Statute:** Non-Conforming Regulation Requirements, Section 2: Appendix A – Zoning, Article XI – Signs of the City’s Code of Ordinance

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### BACKGROUND

The City of Dunnellon Code of Ordinances constitutes a recodification of the general and permanent ordinances of the City of Dunnellon, Florida. Source materials used in the preparation of the Code were the 1985 Code, as supplemented through to present Code, and ordinances subsequently adopted by the City Council thereafter. Section 2: Appendix A – Zoning, Article XI – Signs of the City’s Code of Ordinance is to be revised to incorporate detailed information on non-conforming signs regulations as it pertains to existing billboards within City limits.

### STAFF EVALUATION AND FINDINGS

Since 1954, United States Supreme Court recognized that “the concept of the public welfare is broad and inclusive,” that the values it represents are “spiritual as well as physical, aesthetic as well as monetary,” and that it is within the power of the legislature “to determine that the community should be beautiful as well as healthy, spacious as well as clean, well balanced as well as carefully patrolled.” Justice Douglas in *Berman v. Parker*, 348 U.S. 26, 33 (1954). The Florida Constitution wants to conserve and protect Florida’s scenic beauty and the City of Dunnellon, finds and determines that aesthetics is a valid basis for zoning, the regulation of the size of signs and the prohibition of certain types of signs can be based upon aesthetic grounds alone as promoting the general welfare. City Council is to determine that public policy and the public interest favor the eventual elimination of nonconforming signs. Size, height, and other characteristics of signs can magnify their adverse impacts on both traffic safety and aesthetics and for these reasons, it is imperative that an update and revision of the Code of Ordinance relative to signs, particularly billboards and non-conforming signs be done. This revision will continue to prohibit these types of signs and regulate the ones still in existence. The Planning and Zoning Commission, acting as the local Planning agency, is to find a determination that this Ordinance is consistent with the City’s Comprehensive Plan. City Council will further determine that the following amendments be approved:

Article XI of the Code of Ordinance regarding signs, specifically refers to billboards as being prohibited within the City limits. These signs are categorized as being non-conforming and term definitions along with Sections 11.12, 11.17, 11.18, 11.19, 11.20, 11.21, 11.22 & 11.23 will be amended and added to the City Code of Ordinance establishing regulations.

Any violations of this Article may be prosecuted and shall be punishable as provided for in the Code of Ordinances.

This amendment will create consistency both in our Code of Ordinance and our Comprehensive Plan within the Future Land Use Element.

**Staff Recommendation:**

Staff has reviewed the proposed amendment to the City Code of Ordinance and finds it to be consistent with the City's Comprehensive Plan and Florida Law and requests that the Planning Commission recommend approval as presented, to the City Council.



40           **WHEREAS**, as far back as 1954, the United States Supreme Court recognized that “the  
41 concept of the public welfare is broad and inclusive,” that the values it represents are “spiritual as  
42 well as physical, aesthetic as well as monetary,” and that it is within the power of the legislature  
43 “to determine that the community should be beautiful as well as healthy, spacious as well as clean,  
44 well balanced as well as carefully patrolled.” Justice Douglas in *Berman v. Parker*, 348 U.S. 26,  
45 33 (1954); and

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47           **WHEREAS**, the Florida Constitution provides that it shall be the policy of the State of  
48 Florida to conserve and protect its scenic beauty; and

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50           **WHEREAS**, the regulation of signage for purposes of aesthetics directly serves the policy  
51 of this state by conserving and protecting its scenic beauty; and

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53           **WHEREAS**, the City Council finds and determines that aesthetics is a valid basis for  
54 zoning, and the regulation of the size of signs and the prohibition of certain types of signs can be  
55 based upon aesthetic grounds alone as promoting the general welfare [see *Merritt v. Peters*, 65  
56 So.2d 861 (Fla. 1953); *Dade County v. Gould*, 99 So.2d 236 (Fla. 1957); *Kuvin v. City of Coral*  
57 *Gables*, 62 So. 3d 625 (Fla. 3d DCA 2010) E.B. *Elliott Advertising Co. v. Metropolitan Dade*  
58 *County*, 425 F.2d 1141 (5th Cir. 1970), cert. dismissed. 400 U.S. 878 (1970)]; and

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60           **WHEREAS**, the City Council finds and determines that public policy and the public  
61 interest favor the eventual elimination of nonconforming signs; and

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63           **WHEREAS**, the City Council finds and determines that the size, height, and other  
64 characteristics of signs can magnify their adverse impacts on both traffic safety and aesthetics; and

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66           **WHEREAS**, the City Council finds and determines that this ordinance will lessen  
67 hazardous situations, as well as confusion and visual clutter otherwise caused by the proliferation,  
68 improper placement, excessive height, excessive size, and distracting characteristics of signs  
69 which compete for the attention of pedestrian and vehicular traffic; and

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71           **WHEREAS**, the Florida Constitution states that it shall be the policy of the State to  
72 conserve and protect its scenic beauty, and the City Council finds and determines that the  
73 prohibition of the construction of billboards and certain other sign types, as well as the  
74 establishment and continuation of height, size and other standards for on-premise signs, is  
75 consistent with this policy; and

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77           **WHEREAS**, the City Council finds and determines that this ordinance will enhance the  
78 attractiveness and economic well-being of the City as a place to live, visit, and conduct business;  
79 and

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**WHEREAS**, the City Council finds and determines that billboards detract from the natural and manmade beauty of the City; and

**WHEREAS**, the City Council finds and determines that the preservation of the City’s scenic beauty promotes tourism by establishing a visual attractiveness for the City and promoting its general economic and cultural development consistent with the City’s interest in beauty; and

**WHEREAS**, the City Council agrees with the American Society of Landscape Architects’ determination that billboards tend to deface nearby scenery, whether natural or built, rural or urban; and

**WHEREAS**, the City Council agrees with the courts that have recognized that outdoor advertising signs tend to interrupt what would otherwise be the natural landscape as seen from the highway, whether the view is untouched or altered by man, and that it would be unreasonable and illogical to conclude that an area is too unattractive to justify aesthetic improvement [see E.B. Elliott Adv. Co. v. Metropolitan Dade County, 425 F.2d 1141 (5th Cir. 1970), cert. denied, 400 U.S. 878 (1970); John Donnelly & Sons, Inc. v. Outdoor Advertising Bd., 339 N.E. 2nd 709, 720 (Mass. 1975)]; and

**WHEREAS**, the City Council recognizes that billboards are a form of advertisement designed to be seen without the exercise of choice or volition on the part of the observer, unlike other forms of advertising that are ordinarily seen as a matter of choice on the part of the observer [see Packer v. Utah, 285 U.S. 105 (1932); and General Outdoor Advertising Co. v. Department of Public Works, 289 Mass. 149, 193 N.E. 99 (1935)], and the City Council acknowledges that the United States Supreme Court and many federal courts have accepted legislative judgments and determinations that the prohibition of billboards promotes traffic safety and the aesthetics of the surrounding area [see Metromedia, Inc. v. City of San Diego, 453 U.S. 490, 509-510 (1981); and National Advertising Co. v. City & County of Denver, 912 F.2d 405, 409 (10th Cir. 1990); and Outdoor Systems, Inc. v. City of Lenexa, 67 F. Supp. 2d 1231, 1239 (D. Kan. 1999); and Interstate Outdoor Adver., L.P. v. Zoning Bd. of Mt. Laurel, 706 F.3d 527 (3d Cir. 2013)]; and

**WHEREAS**, the City Council hereby finds and determines that anything beside the street which tends to distract the driver of a motor vehicle directly affects traffic safety, and that signs which divert the attention of the driver and occupants of motor vehicles from the highway to objects away from it, may reasonably be found to increase the danger of accidents, and agrees with the courts that have reached the same determination [see In re Opinion of the Justices, 103 N.H. 268, 169 A.2d 762 (1961); Newman Signs, Inv. C. Hjelle, 268 N.W. 2d 741 (N.D. 1978)]; and

119           **WHEREAS**, the City Council finds and determines that municipalities may separately  
120 classify offsite and on-site advertising signs in taking steps to minimize visual pollution [see City  
121 of Austin v. Reagan Nat’l Adver. of Austin, LLC, 142 S. Ct. 1464 (2021); and City of Lake Wales  
122 v. Lamar Advertising Association of Lakeland, Florida, 414 So.2d 1030, 1032 (Fla. 1982)]; and  
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124           **WHEREAS**, the City Council recognizes that on-site business signs are considered to be  
125 part of the business itself, as distinguished from off-site outdoor advertising signs, and finds and  
126 determines that it is well-recognized that the unique nature of outdoor advertising and the  
127 nuisances fostered by billboard signs justify the separate classification of such structures for the  
128 purposes of governmental regulation and restrictions [see E.B. Elliott Adv. Co. v. Metropolitan  
129 Dade County, 425 F.2d 1141, 1153 (5th Cir. 1970), cert. denied, 400 U.S. 878, 91 S.Ct. 12, 27  
130 L.Ed. 2d 35 (1970), quoting United Advertising Corp. v. Borough of Raritan, 11N.J. 144, 93 A.2d  
131 362, 365 (1952); Clear Channel Outdoor, Inc. v. City of Los Angeles, 340 F.3d 810, 814 (9th Cir.  
132 2003); and City of Austin v. Reagan Nat’l Adver. of Austin, LLC, 142 S. Ct. 1464 (2021)]; and  
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134           **WHEREAS**, the City Council finds and determines that billboard signs are public  
135 nuisances given their adverse impact on both traffic safety and aesthetics; and  
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137           **WHEREAS**, the City Council finds and determines that billboards are a traffic hazard and  
138 impair the beauty of the surrounding area, and the prohibition of the construction of billboards will  
139 reduce these harms [see Outdoor Systems, Inc. v. Cite of Lenexa, 67 F.Supp.2d 1231, 1239 (D.  
140 Kan. 1999)]; and  
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142           **WHEREAS**, the City Council finds and determines that the presence of billboards along  
143 the federal interstate and the federal-aid primary highway systems have prevented public property  
144 in other jurisdictions from being used for beautification purposes due to view zones established by  
145 state administrative rule; and  
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147           **WHEREAS**, Scenic America, Inc. recommends improvements in the scenic character of  
148 a community’s landscape and appearance by prohibiting the construction of billboards, and by  
149 setting height, size and other standards for on-premise signs [see Scenic America’s Seven  
150 Principles for Scenic Conservation, Principle #5]; and  
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152           **WHEREAS**, more than a hundred Florida communities have adopted ordinances  
153 prohibiting the construction of billboards in their communities in order to achieve aesthetic,  
154 beautification, traffic safety, and/or other related goals; and  
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156           **WHEREAS**, Vermont, Alaska, Maine, and Hawaii have prohibited the construction of  
157 billboards in their states and are now billboard-free in an effort to promote aesthetics and their  
158 natural scenic beauty; and

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**WHEREAS**, the City Council finds and determines that in order to preserve, protect and promote the safety and general welfare of the residents of the City, it is necessary to continue to regulate billboards, so as to prohibit the construction of billboards in all zoning districts, and to provide that the foregoing provisions shall be severable; and

**WHEREAS**, the City Council finds and determines that the continued prohibition of billboards as set forth herein will improve the beauty of the City, foster overall improvement to the aesthetic and visual appearance of the City, preserve and keep open areas for beautification on public property adjoining the public roadways, increase the visibility, readability and/or effectiveness of on-site signs by reducing and/or diminishing the visual clutter of off-site signs, enhance the City as an attractive place to live and/or work, reduce blighting influences, and improve traffic safety by reducing driver distractions; and

**WHEREAS**, the City Council finds and determines that the City has consistently adopted and enacted severability provisions in connection with its Code provisions and that the City Council wishes to ensure that severability provisions apply to its Code of Ordinances, including its sign regulations; and

**WHEREAS**, the City Council finds and determines that off-site signs, also known and commonly referred to as “billboards,” are not compatible with adjacent areas and are not an approved land use within any of the City’s zoning districts; and

**WHEREAS**, the Planning and Zoning Commission, acting as the Local Planning Agency, found and determined that this Ordinance is consistent with the City’s Comprehensive Plan, and the City Council finds and determines that the following amendments are consistent with all applicable policies of the City’s Comprehensive Plan; and

**WHEREAS**, the City Council finds and determines that the following amendments will not result in incompatible land uses; and

**WHEREAS**, the City Council finds and determines that the City’s sign regulations are concerned with the secondary effects of speech including, but not limited to, aesthetics and traffic safety, and that they are not intended to regulate viewpoints or censor speech, and for those and other reasons that the foregoing provisions are not subject to, or would not fail, a “prior restraint” analysis; and

**WHEREAS**, the City Council recognizes that frivolous challenges to its provisions regulating signage might be advanced under the pretext that the City is unconstitutionally restraining free speech, and the City Council desires to amend and modify the Code to codify

199 current practice and, to the fullest extent possible, ensure that a prior restraint claim cannot be  
200 advanced in good faith against the City’s sign regulations; and

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202 **WHEREAS**, the City Council finds and determines that the Code’s severability clauses  
203 were adopted with the intent of upholding and sustaining as much of the City’s regulations,  
204 including its sign regulations, as possible in the event that any portion thereof (including any  
205 section, sentence, clause or phrase) be held invalid or unconstitutional by any court of competent  
206 jurisdiction; and

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208 **WHEREAS**, the City Council finds and determines that under Florida law, whenever a  
209 portion of a statute or ordinance is declared unconstitutional the remainder of the act will be  
210 permitted to stand provided (1) the unconstitutional provisions can be separated from the  
211 remaining valid provisions, (2) the legislative purpose expressed in the valid provisions can be  
212 accomplished independently of those which are void, (3) the good and the bad features are not so  
213 inseparable in substance that it can be said that the legislative body would have passed the one  
214 without the other, and (4) an act complete in itself remains after the invalid provisions are stricken  
215 [see, e.g., Waldrup v. Dugger, 562 So.2d 687 (Fla. 1990)]; and

216  
217 **WHEREAS**, the City Council has determined that there have been several judicial  
218 decisions where courts have not given full effect to severability clauses that applied to sign  
219 regulations and where the courts have expressed uncertainty over whether the legislative body  
220 intended that severability would apply to certain factual situations despite the presumption that  
221 would ordinarily flow from the presence of a severability clause; and

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223 **WHEREAS**, the City Council is aware that the failure of some courts to uphold  
224 severability clauses has led to an increase in litigation by developers seeking to strike down sign  
225 ordinances in their entirety so as to argue that the developers’ applications to erect billboards and  
226 signs must be granted; and

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228 **WHEREAS**, the City Council desires that the prohibition on billboards continue in effect  
229 regardless of the invalidity or unconstitutionality of any, or even all other, provisions of the City’s  
230 sign regulations, other ordinance or Code provisions, or other laws, for any reason(s) whatsoever;  
231 and

232 **WHEREAS**, the City Council desires that there be an ample record that it intends that each  
233 prohibited sign-type continue in effect regardless of the invalidity or unconstitutionality of any, or  
234 even all other, provisions of the City’s sign regulations, other ordinance or Code provisions, or  
235 other laws, for any reason(s) whatsoever; and

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237 **WHEREAS**, the City Council is aware that billboard developers seeking to attack a sign  
238 ordinance have often advanced an argument that the developer has a “vested” right to erect the



239 billboards described in their permit applications, and argue that if they are successful in obtaining  
240 a judicial decision finding that the City’s entire sign ordinance is unconstitutional, it follows that  
241 they are entitled to build any sign described in the permit applications submitted under the  
242 “unconstitutional” ordinance, and argue that this result is mandated because when they applied for  
243 their permits there was no valid constitutional ordinance in place; and

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245 **WHEREAS**, the City Council desires to make it clear that billboards are not a compatible  
246 land use within the City and that there can be no good faith reliance by any prospective billboard  
247 developer under Florida “vested rights,” or any other theory or law in connection with the  
248 prospective erection or construction of billboards within the jurisdictional limits of the City; and

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250 **WHEREAS**, the City Council has determined that the purpose and intent provisions of its  
251 signage regulations should be even more detailed than they are now so as to further describe the  
252 beneficial aesthetic and other effects of the City’s sign regulations, and to reaffirm that the sign  
253 regulations are concerned with the secondary effects of speech and are not designed to censor  
254 speech or regulate the viewpoint of the speaker; and

255  
256 **WHEREAS**, limitations on and regulations regarding various types of signs are also  
257 related to the zoning for the properties on which they are located and/or the land use of the  
258 properties on which the sign-types and signs are located; and

259  
260 **WHEREAS**, the City Council finds and determines that limitations on various types of  
261 signs are also related to the zoning districts for the properties on which they are located; and

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263 **WHEREAS**, the City Council finds and determines that the sign prohibitions and  
264 regulations adopted herein still allow adequate alternative means of communications; and

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266 **WHEREAS**, alternative method of communications in lieu of signs exist through vehicular  
267 navigational systems, guidebooks, newspapers, radio, television, telephone and the internet.

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270 **LEGISLATIVE UNDERSCORING:** Underlined words constitute additions to the City of  
271 Dunnellon Code of Ordinances, ~~strike through~~ constitutes deletions from the original, and asterisks  
272 (\*\*\*) indicate an omission from the existing text which is intended to remain unchanged.

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274 **NOW, THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY**  
275 **OF DUNNELLO, FLORIDA AS FOLLOWS:**

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277 **SECTION 1:** The “whereas” clauses cited herein are the legislative findings of the City  
278 Council.

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280 **SECTION 2: Appendix A - Zoning**, Article XI – ‘Signs’ of the City’s Code of Ordinances is  
281 hereby amended as follows:

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283 ARTICLE XI. - SIGNS

284 Section 11.1 - Scope.

285 The provisions of this article shall govern the number, sizes, location and character of all signs  
286 which may be permitted as a main or accessory use under the terms of the zoning code. No signs  
287 shall be permitted on a lot either as a main or accessory use except in accordance with the  
288 provisions of this article.

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290 Section 11.2 - Definitions.

291 The following words, terms and phrases, when used in this appendix, shall have the meanings  
292 ascribed to them in this section, except where the context clearly indicates a different meaning:

293 *Abandoned sign:* A sign that no longer correctly directs or exhorts any person, or advertises a  
294 bona fide business, lessor, owner, product or activity conducted or product available on the  
295 premises where such sign is displayed.

296 *Advertising sign:* Any sign which directs attention to a business, commodity, service, product  
297 or activity conducted, sold, offered or available off the premises where the sign is located that is  
298 permitted under the procedures, requirements, and standards of Section 11.14 of this Article for a  
299 business within the city where such business has less than twenty (20) feet of street frontage.

300 *Animated sign:* Animated sign means an on-site sign depicting or involving action, motion,  
301 light, or color changes through electrical or mechanical means. This type of signage is not only  
302 recognized by type but also may be recognized by its display, which may be regulated by city  
303 code, zoning regulations, or other agreements. Animated signs may contain lists of specific  
304 products and auxiliary services. Animated signs are not identified as illuminated signs. An  
305 animated sign's display shall be limited to four differing levels of regulation which are defined as  
306 such:

- 307 (a) Level 1 static display only, i.e., the messages are changed with no transitions.
- 308 (b) Level 2 static display with "fade" or "dissolve" transitions, or similar subtle transitions  
309 and frame effects that do not have the appearance of moving text.
- 310 (c) Level 3 static display with "fade," "dissolve," "travel," or "scrolling" transitions, or  
311 similar transitions and frame effects that have text or animated images that appear to move  
312 or change in size, or be revealed sequentially rather than all at once.
- 313 (d) Level 4 full animation, flashing and video.

314 *Area of sign:* The total surface of a sign including the background and frame but not structural  
315 supporting elements outside of its frame. Where a sign is composed of skeleton letters, characters,  
316 or symbols applied to a frame or to a background which is not a structural part of the sign, the area  
317 of the sign shall be the smallest rectangle, triangle or circle which will include the display. Where

318 a sign is built with two faces back to back, the area of the sign shall be the larger of the areas of  
319 the two faces computed as hereinbefore specified.

320 *Awning:* A temporary shelter supported entirely from the exterior wall of a building and  
321 composed of nonrigid materials except for the supporting framework.

322 *Banner:* means any sign with characters, letters, illustrations or other ornamentation applied  
323 to or integrated in any cloth, paper, fabric, plastic or similar material that is not permanently  
324 attached to a solid backing wood, metal or masonry.

325 *Billboard:* A sign other than an advertising sign that advertises a business, use or service not  
326 carried on within the parcel on which the sign is placed.

327 *Bulletin:* A sign, bulletin board or message board erected by or on behalf of a governmental  
328 entity which communicates information of a public service nature, such as public meeting dates,  
329 upcoming school or community events, activities, programs, services, election dates and other  
330 similar information of general interest to the public.

331 *Business identity flag:* A flag that advertises only the name or logo of a business located on  
332 the premises where the flag is flown.

333 *Canopy:* A permanent roof-like shelter extending from part or all of a building face over a  
334 public right-of-way and constructed of some durable material.

335 *Changeable copy:* A sign or portion thereof on which the copy or symbols change either  
336 manually, or through mechanical means, changing the placement of letters or symbols on a panel  
337 mounted in or on a track system. Changeable copy signs may contain lists of specific products and  
338 auxiliary services.

339 *Construction sign:* A sign announcing and identifying the construction project scheduled or  
340 underway on the site where the sign is located.

341 *Directional sign:* Any sign used to indicate the direction to entrances, exits, parking areas,  
342 restrooms or other non-business-related facilities on the site. *Sign, directional.* A sign indicating  
343 the direction or location of some facility or service incidental to a use and not advertising the use  
344 itself in any way.

345 *Directory sign:* A sign which gives the names of the businesses or individuals located in the  
346 building or complex where the sign is located. A directory sign shall be of a unified design and  
347 common material, and shall allow for a uniform size sign for each business or unit of space in the  
348 development. Directory signs shall be limited to the name and type of business and its location  
349 within the building or complex. This could take the form of a ground sign, wall sign or monument  
350 sign.

351 *Double-faced sign:* A sign with two faces which are no more than three feet apart at their  
352 closest point, and which describe an internal angle between the face planes extended of no more  
353 than 60 degrees.

354 *Fascia sign:* A sign located on the fascia of a roof or canopy, including signs that extend the  
355 plane of the structural fascia such that the vertical dimension of the sign is no more than one-third  
356 the distance from the ground to the bottom of the fascia, and where no lateral supports are used.

357 *Flag:* Means any cloth, paper, fabric, plastic or similar material, usually rectangular in shape,  
358 whether or not the material displays characters, ornamentation or letters, attached to any staff,

359 cord, building or other structure, that hangs loosely for the primary purpose of attracting attention  
360 to its site. The official flags of the United States and the state are exempt from the provisions of  
361 this article.

362 *Freestanding sign:* (This would include any ground sign, directory or pylon sign.) A sign  
363 erected on a freestanding frame, mast or pole and not attached to any building.

364 *Frontage:* The length of the property line of any one premise, which parallels to and along  
365 each public right-of-way it borders.

366 *Ground sign:* means the total square footage of a sign where the bottom of the sign face either:  
367 1) rests upon the ground; 2) extends above the ground with vertical supports a maximum of four  
368 feet; or rests upon a base that is embellished to conceal all structural vertical supports. A monument  
369 sign is considered a ground sign.

370 *Hanging sign:* A sign that hangs beneath a marquee, canopy, or awning and is perpendicular  
371 to the building face.

372 *Height of sign:* for on-site signs, the distance between the top of a sign and the average grade  
373 elevation below it. For off-site signs, height of sign means the distance between the top of the sign,  
374 excluding embellishments, and the roadway centerline grade perpendicular to that point of the sign  
375 closest to the road right-of-way.

376 *Identification sign:* A sign, which is limited to the name, address and number of a building,  
377 institution or person and to the activity carried on in the building or institution, or the occupancy  
378 of the person.

379 *Illuminated:* A sign which has characters, letters, figures, designs, or outlines illuminated by  
380 electric lights or luminous tubes designed and provided for such illumination.

381 *Indirectly illuminated sign:* Any sign which reflects light from a source intentionally directed  
382 upon it, for example, by means of floodlights, gooseneck reflectors or externally mounted  
383 fluorescent light fixtures.

384 *Instructional sign:* A sign conveying nonadvertising information relating to the use of the  
385 premises, including such signs as no parking, no trespassing, and warning signs. These shall be  
386 regulated as directional signs.

387 *Logo:* A distinctive trademark or symbol of a company, publication, etc.

388 *Marquee:* A permanent roof-like shelter extending from part or all of the building face over a  
389 public right-of-way and constructed of some durable material such as metal, glass or plastic.

390 *Membership sign:* A sign identifying affiliation with a travel club, business association, credit  
391 card company or professional association.

392 *Monument sign:* A freestanding sign where the base of the sign structure is on the ground or  
393 a maximum of 12 inches above the adjacent grade.

394 *Nameplate:* A sign indicating the name and/or profession of a person or persons residing on  
395 the premises or legally occupying the premises, or indicating a home occupation legally existing  
396 on the premises.

397 *Noncommercial flag:* Any flag other than a business identify flag or commercial flag  
398 including, without limitation, a flag of any governmental, religious, charitable, fraternal or political  
399 organization or cause.

400 ~~*Nonconforming sign (legal): Any structure or sign which was lawfully erected and maintained*~~  
401 ~~prior to such time as it came within the preview of this code and any amendments thereto, and~~  
402 ~~which fails to conform to all applicable regulations and restrictions of this code, or a~~  
403 ~~nonconforming sign for which a special permit has been issued~~ Any sign that was a lawful  
404 structure when it was erected but does not meet the requirements of this article at the time of its  
405 effective date.

406 *Nuisance sign:* Any sign that has not received a permit, whether permanent or temporary, shall  
407 be considered a nuisance sign, and shall be considered unlawful.

408 ~~*Off-site advertising sign:* Any sign which directs attention to a business, commodity, service,~~  
409 ~~product or activity not conducted, sold, offered or available on the premises where such sign is~~  
410 ~~located or to which it is affixed.~~

411 *On-site sign:* A sign that identifies or advertises only goods, services, facilities, events or  
412 attractions available on the premises where the sign is located.

413 *Political sign.* A temporary sign erected by a political candidate, group or agent thereof, for  
414 the purpose of advertising a candidate or stating a position regarding an issue upon which the  
415 voters of the city shall vote.

416 *Projecting sign:* A sign supported by a wall of a building, projecting away from that wall 12  
417 inches or more, designed with a face reading at an angle to that wall.

418 *Pylon sign:* a sign that is supported by two or more uprights, poles, or braces in or upon the  
419 ground that are not a part of a building or enclosed within the exterior walls of a building and are  
420 separated from any other structures by a distance of at least six inches.

421 *Real estate development sign:* A temporary sign (with permit required) placed on the premises  
422 of a subdivision or real estate development to indicate a proposed start or to inform relative to  
423 availability.

424 *Real estate sign:* A temporary sign (without permit required) placed upon a property  
425 advertising that particular property for sale, for rent or for lease.

426 *Sign, real estate:* A sign which advertises the sale, rental or development of the premises upon  
427 which it is located.

428 *Roof sign:* a sign located on the roof of a building and primarily supported by that roof  
429 structure, which extends above the top of the parapet or ridge line in the area where the sign is  
430 located, except fascia signs.

431 *Setback:* The setbacks for signs specified in this appendix shall be measured horizontally from  
432 the vertical plane of the property line to the closest point of the sign.

433 *Sign:* Any letters, numbers, symbols, graphics, pictures or figures, or combination thereof,  
434 which are erected, constructed, placed, attached or painted on a structure or the ground, which  
435 identify, advertise or direct attention to a product, business, institution, place, person or event,  
436 which can be seen from the public right-of-way. When not modified by the term "structure" or

437 "face," the term "sign" shall include all parts of the sign and its supporting structure. Unless context  
438 requires a different interpretation, sign refers to a digital, static or tri-vision sign.

439 *Sign.* Any structure, or part thereof, or any device attached to a structure or applied to any  
440 surface or object, for visual communication, embodying letters, numerals, symbols, figures or  
441 designs in the nature of an announcement, direction, or advertisement, directing attention to an  
442 object, product, place, activity, service, person, institution, organization, or business and which is  
443 visible from any public street, alley, waterway, or public place. This definition of a sign shall not  
444 include any flag, notice, badge, or ensign of any government or governmental authority.

445 *Sign structure:* Any structure, which is designed specifically for the purpose of supporting a  
446 sign, has supported or is capable of supporting a sign. This definition shall include any decorative  
447 covers, braces, wires, supports, or components attached to or placed around the sign structure.

448 *Temporary sign:* A sign used to advertise or identify transitory events of two weeks or less  
449 duration, unless specifically permitted for a longer period by this chapter. A temporary sign is not  
450 permanently mounted. Temporary signs allowed in the R-1, R-1A, R-1B and R-2 shall include  
451 only real estate signs, estate sale signs and garage/yard sale signs. Non-commercial message signs  
452 shall be allowed only as temporary signs for up to 30 days in a 12-month period, shall not require  
453 a permit and shall be limited to one sign per parcel.

454 *Wall sign:* A sign attached to or founded against the wall of a building with the face in a  
455 parallel plane to the plane of the building wall.

456 *Wayfinding signage:* noncommercial signs, landmarks or other visual graphic communication  
457 that are part of a city-sponsored and coordinated program for the purpose of directing pedestrian  
458 and vehicular traffic to local destinations open to the public. Typical wayfinding signs include:  
459 gateways, vehicular directional, destinations (parks, downtown and neighborhoods), murals,  
460 parking lot identification, parking trailblazer, pedestrian directional, vehicular directional and  
461 pedestrian kiosk.

462 *Window sign:* A sign installed inside a window for purposes of viewing from outside the  
463 premises. This term does not include merchandise located in a window.

464 \*\*\*

465 Section 11.7 - Signs in NBR and B-2 districts.

466 (a) The following signs shall be permitted on a lot in NBR and B-2 districts:

- 467 (1) Signs as permitted in section 11.5.
- 468 (2) Wall, ground, and pylon signs.
- 469 (3) Marquee signs.
- 470 (4) Advertising signs as provided in section 11.14.
- 471 (5) Projecting signs.
- 472 (6) Roof signs.

473 Section 11.8 - Signs in B-3 districts.

474 (a) The following signs shall be permitted on a lot in a B-3 district:

- 475 (1) Signs as permitted in section 11.5.  
476 (2) Wall, ground, and pylon signs.  
477 (3) Marquee signs.  
478 (4) Advertising signs as provided in section 11.14.  
479 (5) Projecting signs  
480 (6) Roof signs.
- 481 (b) Advertising signs in B-3 shall be regulated exclusively by section 11.14. All other signs shall  
482 meet the following requirements:
- 483 (1) The aggregate area of all signs on any building premises shall not exceed three square feet  
484 in area for each foot of frontage of the building displaying such signs, or one square foot  
485 for each foot of frontage of the property occupied by such building or devoted to such  
486 use, whichever may be greater.
- 487 (2) Hotel and motel signs shall not exceed those sizes specified in section 11.5.
- 488 (3) No signs shall be placed within 25 feet of any residentially zoned property. No ground  
489 signs shall extend 12 feet in overall height above the ground.

490 \*\*\*

491 Section 11.10 - Signs in the historical district.

- 492 (a) The following provisions shall be applicable to the properties located within the historical  
493 district:
- 494 (1) *Purpose.* The purpose and intent of this section is to establish regulations for the  
495 fabrication, erection and use of signs and outdoor advertising displays within the historic  
496 district of Dunnellon. These regulations create the legal framework for commercial sign  
497 regulations that is intended to facilitate and easy and recognizable means of  
498 communication. It recognizes the need for a well-maintained and attractive appearance in  
499 the community and the need for adequate business identification, advertising and  
500 communication. This code recognizes that aesthetics and design quality cannot be  
501 satisfactorily legislated, as individual options vary and general public opinions vary from  
502 one era to another. It is recognized, however, that a great percentage of that which is  
503 unattractive can be eliminated by sensitive quality control, through adequate maintenance  
504 and inspection and by reasonable guidelines formulated to minimize clutter.

505 (2) *Definitions.*

506 *Abandoned sign:* A sign that no longer correctly directs or exhorts any person, or advertises a  
507 bona fide business, lessor, owner, product or activity conducted or product available on the  
508 premises where such sign is displayed.

509 *Administrator:* The public services department/community development office or designated  
510 representative.

511 *Area of sign:* The area of the largest single face of the sign within a perimeter which forms  
512 the outside shape including any frame, or forms an integral part of the display, but excluding the

513 necessary supports or uprights on which the sign may be placed. If the sign consists of more than  
514 one section or module, all areas will be totaled.

515 *Awning:* A temporary shelter supported entirely from the exterior wall of a building and  
516 composed of nonrigid materials except for the supporting framework.

517 *Banner:* A temporary sign composed of lightweight material enclosed or not enclosed in a  
518 rigid frame, secured or mounted so as to allow movement of the sign caused by movement of the  
519 atmosphere. This does not include flag banners.

520 *Billboard:* A sign other than an advertising sign that advertises a business, use or service not  
521 carried on within the parcel on which the sign is placed.

522 *Building frontage:* The linear length of a building facing the right-of-way or the linear length  
523 of the right-of-way facing the building, whichever is smaller.

524 *Canopy:* A permanent roof-like shelter extending from part or all of a building face over a  
525 public right-of-way and constructed of some durable material such as metal, glass or plastic.

526 *Entrance sign:* Any sign, which serves solely to designate the location or direction or any  
527 place or area.

528 *Flag:* Means any cloth, paper, fabric, plastic or similar material, usually rectangular in shape,  
529 whether or not the material displays characters, ornamentation or letters, attached to any staff,  
530 cord, building or other structure, that hangs loosely for the primary purpose of attracting attention  
531 to its site. The official flags of the United States and the state are exempt from the provisions of  
532 this article.

533 *Freestanding sign:* (This would include any ground sign, directory, or detached sign.) A sign  
534 erected on a freestanding frame, mast or pole and not attached to any building.

535 *Frontage:* The length of the property line of any one premise, which parallels to and along  
536 each public right-of-way it borders.

537 *Height of sign:* The vertical distance measured from the adjacent street grade or upper surface  
538 of the nearest street curb other than an elevated roadway, which permits the greatest height to the  
539 highest point of said sign.

540 *Identification sign:* A sign, which is limited to the name, address and number of a building,  
541 institution or person and to the activity carried on in the building or institution, or the occupancy  
542 of the person.

543 *Illuminated sign:* Any sign that emanates light either by means of illumination transmitted  
544 through the sign faces.

545 *Indirectly illuminated sign:* Any sign which reflects light from a source intentionally directed  
546 upon it, for example, by means of floodlights, gooseneck reflectors or externally mounted  
547 fluorescent light fixtures.

548 *Marquee:* A permanent roof-like shelter extending from part or all of the building face over a  
549 public right-of-way and constructed of some durable material such as metal, glass or plastic.

550 ~~*Nonconforming sign (legal): Any structure or sign which was lawfully erected and maintained*~~  
551 ~~prior to such time as it came within the preview of this code and any amendments thereto, and~~  
552 ~~which fails to conform to all applicable regulations and restrictions of this code, or a~~



553 ~~nonconforming sign for which a special permit has been issued~~ Any sign that was a lawful  
554 structure when it was erected but does not meet the requirements of this article at the time of its  
555 effective date.

556 *Sign:* Any identification, description, illustration or device illuminated or nonilluminated  
557 which is visible from any public place or is located on private property and exposed to the public  
558 and which directs attention to a product, service, place, activity, person, institution, business or  
559 solicitation, including any permanently installed or situated merchandise; or any emblem, designed  
560 to advertise, identify or convey information, with the exception of window displays and national  
561 flags. For the purpose of removal, signs shall also include all sign structures.

562 *Sign structure:* Any structure that supports, has supported, or is capable of supporting a sign,  
563 including decorative cover.

564 *Wall sign:* A sign attached to or erected against the wall of a building with the face in a parallel  
565 plane to the plane of the building wall.

566 *Window sign:* A sign installed inside a window for purposes of viewing from outside the  
567 premises. This term does not include merchandise located in a window.

568 (3) *General sign criteria.*

- 569 a. One main business freestanding identification sign per frontage.
- 570 b. No sign should cover architectural detailing on historic buildings.
- 571 c. Signs shall not be internally illuminated unless approved by the historic preservation  
572 board.
- 573 d. Lettering styles shall be in accordance with the lettering styles on file in the  
574 community development office at city hall.
- 575 e. All signs to be constructed by in accordance with the rules and regulations set forth  
576 by the Uniform Building Code.
- 577 f. No signs will be allowed above the eaves of the building or structures.
- 578 g. The historic preservation board must approve neon signs.
- 579 h. Billboards are prohibited.
- 580 i. A total of three signs shall be permitted per building face.

581 (4) *Freestanding signs.*

- 582 a. Maximum sign area:
  - 583 1. One business on site: 12 square feet maximum allowed.
  - 584 2. Two businesses on site: 18 square feet maximum allowed.
  - 585 3. Three or more businesses on site: 24 square feet maximum allowed.
- 586 b. Maximum width: Four feet; maximum height: seven feet.
- 587 c. One freestanding sign allowed for every 50 feet frontage of property.

588 Example:

- 589 50-foot lot:
- 590 One 12 square foot (SF) freestanding sign.
- 591 100-foot lot:
- 592 (One business): One 12 SF freestanding sign.
- 593 (Two businesses): Either one 18 SF freestanding sign or two 12 SF freestanding
- 594 signs.
- 595 (Three businesses): Either one 24 SF freestanding sign or two 12 SF freestanding
- 596 signs.
- 597 150-foot lot:
- 598 (One business): One 12 SF freestanding sign.
- 599 (Two businesses): Either one 24 SF freestanding sign or three 12 SF freestanding
- 600 signs.
- 601 d. Height restrictions: seven feet maximum height from the ground.
- 602 e. Located a minimum of three feet from the right-of-way line.
- 603 f. Freestanding signs cannot be internally illuminated, unless approved by the history
- 604 preservation board. Freestanding signs may, however, be indirectly illuminated.
- 605 g. One freestanding sign will be allowed for each building having frontage on a public
- 606 right-of-way (example: corner lots will be allowed one sign fronting each roadway).
- 607 (5) *Hanging signs.*
- 608 a. Maximum size: Four square feet.
- 609 b. Height restrictions: Seven feet minimum height above grade.
- 610 (6) *Window signs.*
- 611 a. Maximum size: 25 percent of window area or by approval of the historic preservation
- 612 board.
- 613 b. If tenant occupies a building that depends solely on its window space for
- 614 advertisement, the window sign will be limited to one per space, shall not exceed 25
- 615 percent of the window area.
- 616 c. Multiple tenant occupancy. Window signs will be limited to one per space and 25
- 617 percent of the primary frontage of the tenant space.
- 618 d. Window signs shall be maintained to original condition.
- 619 (7) *Wall signs.*
- 620 a. Maximum size: 12 square feet.
- 621 b. One wall sign allowed or one freestanding sign per building frontage.

- 622 c. Multiple tenant occupancy: Wall signs will be limited to one per space.
- 623 (8) *Canopy/marquee and awning and awning valence.*
- 624 a. Shall not exceed 25 percent of the face vertically or horizontally.
- 625 b. Similar color and style on different signs on same building.
- 626 (9) *Temporary signs.*
- 627 a. Promotional posters for civic events shall be permitted on private property seven
- 628 days prior to event and must be removed within 24 hours after event.
- 629 b. Yard sale signs: 72 hours.
- 630 c. Business openings: 30 days per year.
- 631 d. Banners: 30 days per year (excluded from size requirements).
- 632 e. Holiday signs are allowed 30 days prior to the holiday and must be removed within
- 633 14 days after the holiday.
- 634 (10) *Murals and flag banners.*
- 635 a. These are considered alternative signage and must be approved by the historic
- 636 preservation board.
- 637 b. The historic preservation board shall have the authority to review and approve
- 638 proposed signage that does not comply with these regulations.

639 \*\*\*

640 Section 11.12 - Billboards.

- 641 (a) Billboards are prohibited. Except as provided for baseball scoreboards, all billboards not
- 642 otherwise authorized by federal, state or county laws and regulations are prohibited in the city.
- 643 (b) All billboards that are legal nonconforming signs are subject to the amortization procedure as
- 644 described in this section. The City Clerk is authorized to contact billboard owners for the
- 645 purpose of entering into agreements per the incentive parameters below, whereby the owner
- 646 of a billboard that is a legal nonconforming sign agrees that the billboard must be demolished,
- 647 removed, or made to conform by [insert date] which is ten (10) years from the
- 648 adoption of this amortization provision or as otherwise directed by City Council. As incentive
- 649 to enter such an agreement, the agreement may guarantee that the billboard will be treated as
- 650 an authorized structure until such date and thereby allow temporary reconstruction of the
- 651 billboard notwithstanding other limitations on nonconforming signs and uses.

652 \*\*\*

653 Section 11.14 - Advertising signs.

- 654 (a) Advertising signs shall be permitted for a business located within Dunnellon where such
- 655 business has less than 20 feet of street frontage, subject to the following standards:
- 656 (1) Advertising signs shall be permitted in B-3, B-4 and B-5 zones as regulated by the
- 657 following:

- 658 a. Each qualifying business may be permitted one advertising sign in the city.
- 659 b. Advertising signs shall comply with the locational and regulatory standards  
660 applicable to ground signs as permitted in the applicable zoning district.
- 661 c. The following construction and maintenance standards shall be observed:
- 662 1. All advertising signs shall be constructed under the standards of the Florida  
663 Building Code.
- 664 2. The wood framing for all signs shall be of treated material; all wood material  
665 under the surface of the ground shall be of pressure-treated material.
- 666 3. The backs of all signs, where visible, shall be painted or treated with a material  
667 suitable for the preservation of the appearance of such signs.
- 668 4. All signs shall be maintained front and back in a constant state of good repair.  
669 Standards for good repair shall include:
- 670 (i) Paint shall not be peeling or flaked.
- 671 (ii) The sign shall be legible at a distance of 100 feet at all times.
- 672 (iii) Signs shall be kept in a vertical, upright position at all times.
- 673 d. The provisions of this section may be altered or waived by the city council, if, in the  
674 opinion of the city council, special circumstances warrant it and provided that the  
675 spirit and purpose of this code is fulfilled.
- 676 (b) Advertising signs shall be permitted as temporary structures in A-1 districts provided that  
677 all of the following regulations and restrictions are fulfilled:
- 678 (1) Location standards. The following standards apply:
- 679 a. In an A-1 district no advertising sign shall be placed closer than 300 linear feet on  
680 the same side of a common right-of-way to any other sign.
- 681 b. Advertising signs may be placed back to back provided the distance between such  
682 signs, measured at the apex, shall not exceed 20 feet.
- 683 c. In one location a series of sign faces or messages may be placed end to end provided  
684 that all such signs are tied together structurally and provided the overall length shall  
685 not exceed 60 feet, nor shall a single sign exceed 60 feet in overall length.
- 686 d. No advertising sign shall be located nearer than 500 feet to any existing residence  
687 without the written consent of the person actually residing in such residence. In no  
688 case shall the sign be closer than 100 feet to an existing residence measured from the  
689 nearest point of the residence to the nearest point of the sign.
- 690 (2) The following setbacks shall be observed:
- 691 a. Persons desiring permits for the construction of any advertising sign shall have the  
692 option of choosing a permanent or temporary permit. All advertising signs  
693 constructed or erected or reconstructed under a permanent permit shall meet all of  
694 the setback requirements as established by this zoning code. All advertising signs  
695 erected, constructed, or reconstructed under a temporary permit may be installed  
696 according to the existing state law governing the placement of signs alongside of

697 state highways, but in no case less than 15 feet setback from the right-of-way. These  
698 temporary permits will become void and the sign shall be moved 30 days after  
699 notification, if any of the following shall occur:

- 700 1. If the property on which the sign is located or any property within 300 feet of  
701 said sign along a common right-of-way is changed in zoning classification from  
702 agricultural A-1 to any other zoning classification.
- 703 2. If in the opinion of the community development manager subject to review by  
704 the planning commission said sign blocks the view or in any way impedes or  
705 injures the value of any business or residence adjacent to said sign.

706 b. Construction and maintenance standards as set forth in this section shall be followed.

707 \*\*\*

708 Section 11.17 – Nonconforming Signs.

709 (a) No additions or enlargements shall be made to a nonconforming sign except those additions  
710 or enlargements that are required by law.

711 (b) A nonconforming sign that is modified by being moved, replaced or structurally altered shall  
712 be brought into conformance with this Article.

713 (c) A nonconforming sign that is damaged by any means shall lose its legal status and not be  
714 reconstructed or repaired if the estimated cost to reconstruct or repair the sign exceeds fifty  
715 (50) percent of its replacement value immediately prior to the date of damage; replacement  
716 value shall mean the assessed value as determined by the property appraiser prior to the date  
717 of damage, or if the property appraiser has not assessed the value of the sign structure, the  
718 valuation prior to the date of damage or destruction as determined by a professionally  
719 recognized appraiser. A damaged nonconforming sign that cannot be reconstructed or  
720 repaired per this provision shall be removed within 30 days of the date the sign was damaged.

721 (d) Whenever a nonconforming sign is damaged and the estimated cost to repair the sign is fifty  
722 (50) percent or less of its replacement value immediately prior to the date of destruction of  
723 the damaged sign, before the sign was damaged, it may be repaired and restored to the  
724 condition it was in before it was damaged and may continue to be used as a nonconforming  
725 sign, provided that such repairs and restoration are started within ninety (90) days of the date  
726 the sign was damaged and are diligently pursued thereafter.

727 (e) Whenever repairs and restoration of a damaged nonconforming sign are not started within  
728 ninety (90) days of the date the sign was damaged or are diligently pursued once started, the  
729 sign shall be deemed abandoned. An abandoned sign shall be removed as provided by this  
730 article.

731 (f) All nonconforming signs shall be properly maintained. Any nonconforming sign that is  
732 determined by the city to be an unsafe sign shall be removed as provided for by this article.

733 (g) Nothing in this section shall be deemed to prevent the maintenance of any sign or manual  
734 changes of sign copy on a nonconforming sign.

735 The casual, illegal, or temporary use of any sign shall not be sufficient to establish the  
736 existence of a non-conforming use or to create any rights in the continuance of such use.

737

738 Section 11.18 – Maintenance.

739 (a) All visible portions of a sign and its supporting structure shall be maintained in safe condition  
740 and neat appearance. If the sign is a lighted sign, all lights shall be maintained in working  
741 order and functioning in a safe manner. All elements of the sign structure and face should be  
742 in good repair and not discolored, peeling, cracked, bent, crumbling or broken. All signs shall  
743 be kept in such manner as to constitute a complete sign at all times. The area immediately  
744 surrounding ground signs shall be kept clear of all vegetation or debris.

745 (b) All signs for which a permit is required, together with all supports, braces, guys, anchors, sign  
746 faces, and other structural and nonstructural members, shall be maintained in good condition  
747 and appearance and in compliance with applicable codes. Examples of unacceptable  
748 maintenance and repair include, but are not limited to, the following:

749 (1) Cracked, ripped, or peeling materials present on the surface area of a sign;

750 (2) Bent, broken, loose, or otherwise insufficiently attached supports, struts, or other  
751 appendages;

752 (3) Partial illumination for more than fourteen (14) days; and

753 (4) Obstruction of sign face by weeds, vines, tree branches, or other vegetative matter.

754

755 Section 11.19 – General Violations.

756 Signs installed in violation of this article shall be removed or brought into compliance with the  
757 requirements of this article. The sign owner, the owner of the property on which the sign is placed  
758 and the sign contractor shall each be held responsible for adherence to this article and any other  
759 applicable laws or regulations. This article may be enforced through code enforcement proceedings  
760 or by any equitable or legal remedy available to the city.

761

762 Section 11.20 – Immediate Removal of Unsafe Signs.

763 If the city finds that when any sign is in violation of this article or other applicable regulations or  
764 State law or and by reason of its violation presents an immediate and serious danger to the public,  
765 the city may, without prior written notice, order the immediate removal or repair of the sign within  
766 a specified period. The City may remove or authorize others to remove the sign in the event that  
767 the owner for such sign cannot be found or if that person, after notification, refuses to repair or  
768 remove it. The owner of the building, structure, or premises on which the sign is located, are jointly  
769 and severally liable for the cost of removing such sign. The city shall have the right to recover  
770 from the owner or person placing such sign the cost of removal and disposal of such sign.

771

772 Section 11.21 – Removal of Abandoned Signs.

773 The owner of an abandoned sign shall remove the abandoned sign within thirty (30) days of the  
774 date of the city's order to remove the sign. A sign need not be removed when a successor tenant,

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775 or business or property owner, agrees to maintain the sign as provided in this article, by filing a  
776 letter of intent with the city no later than thirty (30) days after receiving notice to do so from the  
777 city.

778  
779 Section 11.22 – Removal of Signs Erected Without a Permit.  
780 The city may remove or order the removal, without prior written notice, of any sign erected without  
781 a sign permit required by this article.

782  
783 Sec. 11.23 - Severability.

784 (a) General. If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause,  
785 term, or word of this article, this Code, or any adopting ordinance is declared unconstitutional  
786 by the valid judgment or decree of any court of competent jurisdiction, the declaration of such  
787 unconstitutionality shall not affect any other part, section, subsection, paragraph,  
788 subparagraph, sentence, phrase, clause, term, or word of this Article.

789  
790 (b) Severability where less speech results. Without diminishing or limiting in any way the  
791 declaration of severability set forth in this Article, Code, or any adopting ordinance, if any part,  
792 section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this  
793 article is declared unconstitutional by the valid judgment or decree of any court of competent  
794 jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section,  
795 subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this article,  
796 even if such severability would result in a situation where there would be less speech, whether  
797 by subjecting previously exempt signs to permitting or otherwise.

798  
799 (c) Severability of prohibition on billboards. If any part, section, subsection, paragraph,  
800 subparagraph, sentence, phrase, clause, term, or word of this article and/or any other Code  
801 provisions and/or laws are declared invalid or unconstitutional by the valid judgment or decree  
802 of any court of competent jurisdiction, the declaration of such unconstitutionality shall not  
803 affect the prohibition on billboards as contained in this article and Code.

804  
805 **SECTION 3. CONFLICTS.** In any case where a provision of this Ordinance is found to be in  
806 conflict with a provision of any other ordinance of this City, the provision which establishes the  
807 higher standards for the promotion and protection of the health and safety of the people shall  
808 prevail.

809 **SECTION 4. SEVERABILITY.** If any section, sentence, phrase, word, or portion of this  
810 Ordinance is determined to be invalid, unlawful, or unconstitutional, said determination shall not  
811 be held to invalidate or impair the validity, force or effect of any other section, sentence, phrase,

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812 word, or portion of this Ordinance not otherwise determined to be invalid, unlawful, or  
813 unconstitutional.

814 **SECTION 5. CODIFICATION.** The provisions of this Ordinance shall be codified as and  
815 become and be made a part of the City of Dunnellon Code of Ordinances. The sections of this  
816 Ordinance may be renumbered or re-lettered to accomplish such intention and the word  
817 “Ordinance,” or similar words, may be changed to “Section,” “Article,” or other appropriate word.  
818 The Code codifier is granted liberal authority to codify the provisions of this Ordinance.

819 **SECTION 6. EFFECTIVE DATE.** This Ordinance shall become effective on \_\_\_\_\_,  
820 **2022.**

821  
822 **Upon motion duly made and carried,** the foregoing ordinance was adopted on the first reading  
823 on the \_\_\_\_ day of \_\_\_\_\_ 2022.

824  
825 **Upon motion duly made and carried,** the foregoing ordinance was adopted on the second and  
826 final reading on the \_\_\_\_ day of \_\_\_\_\_ 2022.

827  
828 Ordinance Posted on the City’s website on \_\_\_\_\_, 2022. Public hearing advertised on the  
829 City’s website on \_\_\_\_\_ and advertised in the Riverland News on \_\_\_\_\_.

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838

\_\_\_\_\_  
William P. White, Mayor

Attest:  
\_\_\_\_\_  
Amanda L. Odom, CMC  
City Clerk