



# BUSINESS TAX RECEIPT APPLICATION

City of Bartow, City Clerk's Office

P.O. Box 1069, Bartow, FL 33831 Phone: (863) 534-0100 Fax: (863) 534-0409

## Business Information:

New: \_\_\_\_\_ or Renewal \_\_\_\_\_  Residential  Non-Residential  
 Check here if the information on file is unchanged, otherwise fill out the following information.

Name of Business: \_\_\_\_\_

Location of Business: \_\_\_\_\_ Parcel ID \_\_\_\_\_

Business Description: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

\_\_\_\_\_ Emergency Number: \_\_\_\_\_

## Owner's Information:

Name of Owner: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Driver's License Number: \_\_\_\_\_ State Issued In: \_\_\_\_\_

E-mail: \_\_\_\_\_

*(If there is more than one owner to this business, please attach a separate sheet with the same information as requested above.)*

## Licensing Information:

State License Number: \_\_\_\_\_ Sales Tax Number: \_\_\_\_\_

County Tax Receipt Number: \_\_\_\_\_

I, \_\_\_\_\_ hereby submit a Business Tax Receipt to the City of Bartow for a Business Tax Receipt to operate a business in accordance with Chapter 70 of the Code of Ordinances of the City of Bartow, Florida, and any applicable state and federal statutes. I understand and agree that any fraudulent statement made on this application will give the City of Bartow the right to cancel and/or reject any business tax receipt issued pursuant hereto.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

## Official Use Only

Planning Dept. \_\_\_\_\_ Date: \_\_\_\_\_

Zoning Category: \_\_\_\_\_

Building Dept.: \_\_\_\_\_ Date: \_\_\_\_\_

Safety Inspection: \_\_\_\_\_ Date: \_\_\_\_\_

Comments: \_\_\_\_\_

Fire Dept. : \_\_\_\_\_ Date: \_\_\_\_\_

Sanitation Dept.: \_\_\_\_\_ Date: \_\_\_\_\_

City Clerk's Office: \_\_\_\_\_ Date: \_\_\_\_\_

Assigned Category: \_\_\_\_\_

Industrial Pretreatment Program Questionnaire  
Short Form

1. Company Name \_\_\_\_\_

2. Mailing Address \_\_\_\_\_  
\_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_  
Email \_\_\_\_\_

3. Name, title, and telephone number of personnel authorized to represent this company in official dealings with the Industrial Pretreatment Control Authority.

Name/Title _____	Phone _____
Name/Title _____	Phone _____
Name/Title _____	Phone _____

4. Identify the type of business or services conducted

\_\_\_\_\_

\_\_\_\_\_

5. Describe this company's manufacturing processes (if any)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. List Standard Industrial Classification (S/C) Codes for the facility

\_\_\_\_\_

\_\_\_\_\_

7. List number of employees and shift starting times for the facility

	# of Employees	Starting Time	
1 <sup>st</sup> Shift _____	_____	_____	AM/PM
2 <sup>nd</sup> Shift _____	_____	_____	AM/PM
3 <sup>rd</sup> Shift _____	_____	_____	AM/PM

8. Average water use (in gallons) per month \_\_\_\_\_ Estimate \_\_\_\_\_ Meas \_\_\_\_\_

9. Check all type of wastewater generated at the facility

Domestic	[ ]	Equipment/Facility Washdown	[ ]
Non-Contract Cooling Water	[ ]	Air Pollution Control Equipment	[ ]
Contact Cooling Water	[ ]	Boiler/Tower Blowdown	[ ]
Process Water	[ ]	Stprmwater Runoff to Sewer	[ ]
Other (Explain) _____			

10. This facility discharges to the following (check all that apply)

Sanitary Sewer	[ ]	Groundwater	[ ]
Storm Sewer	[ ]	Evaporation	[ ]
Waste Hauler	[ ]	Other (Explain) _____	

\_\_\_\_\_  
Signature of Responsible Official

\_\_\_\_\_  
Date



## Criteria for Home-Based Businesses

- The activities of the home-based business must be secondary to the property's use as a residential dwelling.
- The business employees who work at the residential dwelling must also reside in the residential dwelling, except that up to two employees or independent contractors who do not reside at the residential dwelling may work at the business.
- Parking related to the business activities of the home-based business must comply with local zoning requirements. The business may not generate a need for parking greater in volume than a similar residence where no business is conducted. Local governments may regulate the parking or storage of heavy equipment at the business which is visible from the street.
- As viewed from the street, the residential property must be consistent with the uses of the residential areas surrounding the property. Any external modifications to a home-based business must conform to the residential character and architectural aesthetics of the neighborhood. The home-based business may not conduct retail transactions at a structure other than the residential dwelling; however, incidental business uses and activities may be conducted at the residential property.
- All business activities must comply with any relevant local or state regulations concerning signage and equipment or processes that create noise, vibration, heat, smoke, dust, glare, fumes, or noxious odors. However, such regulations on a business, absent signage, may not be more stringent than those that apply to a residence where no business is conducted.
- All business activities must comply with any relevant local, state, and federal regulations concerning the use, storage, or disposal of hazardous materials. However, such regulations on a business may not be more stringent than those that apply to a residence where no business is conducted.

# City of Bartow Code of Ordinances

## **Sec. 70-32. - Advertising deemed evidence of engaging in business.**

The fact that any person holds himself out as engaged in any business, profession or occupation for the transaction of which a business tax is required under this article, either by exhibiting a sign or advertisement or otherwise indicating engagement in such business, profession or occupation, shall be conclusive evidence of the liability of such person to pay a business tax under this article, regardless of whether any business has actually been transacted.

(Ord. No. 2007-10, § 1, 3-19-07)

## **Sec. 70-33. - Nonprofit religious, charitable and educational activities exempted.**

Religious, charitable and educational activities of nonprofit religious, nonprofit charitable and nonprofit educational institutions shall be exempt from the requirement of obtaining a business license.

(Ord. No. 2007-10, § 1, 3-19-07)

## **Sec. 70-34. - Display.**

All business tax receipts shall be conspicuously displayed by the holder thereof at the place of business licensed thereunder in such manner as to be in plain view of the public and subject to the inspection of any police officer of the city, city manager or the director of finance, and if not so displayed shall be of no effect and shall not constitute evidence of payment to the city.

(Ord. No. 2007-10, § 1, 3-19-07)

## **Sec. 70-35. - Transferability.**

- (a) All business tax receipts may be transferred to a new owner when there is a bona fide sale of the business, upon payment of a transfer fee of ten percent of the annual business tax, but not less than \$3.00 nor more than \$25.00 and upon presentation of evidence of the sale and the original business tax receipt.
- (b) Upon written request and presentation of the original business tax receipt, any business may transfer the same from one location to another location in the city upon payment of a transfer fee of ten percent of the annual business tax, but not less than \$3.00 nor more than \$25.00.

(Ord. No. 2007-10, § 1, 3-19-07)

**State law reference—** Requirement to report status of fictitious name registration before transfer of license, F.S. § 205.023; transfer of license, fee, F.S. § 205.043(2), (3).

**Sec. 70-36. - Required; schedule.**

No person who maintains a permanent business location or branch office within the city for the privilege of engaging in or managing any business, profession or occupation within the city, nor any person who transacts any business or engages in any occupation or profession in interstate commerce where such business tax is not prohibited by Section 8 of article I of the United States Constitution, shall engage in or manage such business, profession or occupation unless a business tax receipt shall have been procured therefor from the director of finance, which tax receipt shall be issued for each such business, profession or occupation upon the payment of the following specified amounts; however, if more than one business requiring payment of the business tax is located in the same location and carried on by the same person, the tax required shall be the highest applicable rate. The amounts shown below are business taxes except as otherwise indicated:

Advertising on motor vehicles for other than business of the owner or operator, for each space .....\$  
10.00

Advertising with sound-amplifying vehicles:

Per day .....10.00

Per year .....30.00

Alcoholic beverages, bottle clubs .....200.00

Amusement riding devices, sponsorship by any local merchant or trade association for promoting business within the city, provided that the president of the sponsor has first certified in writing that the sponsorship has been duly authorized by the firm or association and that the sponsor(s) has paid a business tax to the city:

One week or any portion thereof .....30.00

Two weeks or any portion thereof in excess of one week .....50.00

Two to three weeks .....70.00

Three to four weeks .....90.00

Over four weeks (maximum) .....100.00

Coin-operated machines (coin-operated machines tax shall be in addition to any merchant's business tax for the location where vending machines are located):

Amusement machines, each .....10.00

Music machines, each .....10.00

Machines dispensing products or services, each .....2.00

Contractors .....30.00

Divine healer .....625.00

Fortuneteller, astrologer, clairvoyant, mind reader, phrenologist, etc. ....625.00

Fruits, vegetables and farm products:

Retail .....20.00

Brokers .....30.00

Hotels, motels, roominghouses and tourist courts and apartments:

First five rooms or units .....20.00

Each additional room or unit .....5.00

Maximum of \$30.00 per hotel, motel, roominghouse, tourist court or apartment house.

Insurance:

Each insurance company writing any form of insurance within the city and represented by a local or itinerant agent or representative .....30.00

In addition to the above, each insurance agency, consisting of one or more agents, representing one or more insurance companies .....30.00

Shows:

Carnivals, including side shows incidental thereto, per week .....200.00

Counters, cane racks, knife racks, candy stands, popcorn and peanut stands or other booths shall pay a separate license for each individual booth, per week .....20.00

Circus, per week .....200.00

Each concession stand, per week .....20.00

Each side show, per week .....20.00

Advertisers with minstrel or vaudeville shows, per week or portion of week .....150.00

Small animal shows, dog, pony, etc., per week or portion of week .....50.00

Theaters .....30.00

Solicitors .....30.00

All businesses, occupations, professions and vocations not otherwise specified above .....30.00

(Ord. No. 2007-10, § 1, 3-19-07)

**Cross reference—** Taxicabs, § 86-26 et seq.

**State law reference—** Exemptions from occupational license tax, F.S. §§ 205.063—205.193.

**Sec. 70-37. - Illegal practices not legalized by issuance of business tax receipt.**

No business tax receipt issued under this article shall in any way be construed as to authorize illegal practices of any kind, and no provision contained in this article shall be construed to repeal or amend any ordinance of this city prohibiting such practices.

(Ord. No. 2007-10, § 1, 3-19-07)

ARTICLE 4  
SIGN REGULATIONS

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- 4.03.00 Compliance
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  - 4.10.03 Schedule of Compliance of All Nonconforming Signs

[RESERVED]

## ARTICLE 4

### SIGN REGULATIONS

#### 4.01.00 General Provisions.

These sign regulations are intended to complement the requirements of the adopted building and electrical codes. In case of an inconsistency between these regulations and the building or electrical code, the more stringent requirement shall apply.

Unless otherwise provided in this Article, the following requirements apply to all signs in the City:

- (A) **Permit Required.** The City shall review every application for a permit to construct, erect, alter or extend a sign, and shall, when satisfied that the sign is in compliance with this Article and other applicable codes of the City, issues a permit. No sign shall be constructed, altered or extended until such permit has been issued. This shall apply to all but exempt signs.
- (B) **Street Address Numbers.** Street numbers may be included on any sign and shall not count toward the square footage requirement for each business. Street address numbers are assigned by the City and are required for all buildings. The numbers shall be not less than three inches in height and shall be visible from a public thoroughfare.
- (C) **Historic Signs and Signs as Landmarks.** Existing signs of such age, character and/or design as to be deemed historic signs or signs that are landmarks by the City Commission. In order for a sign to be deemed historic or a landmark, an application shall be made to the Planning and Zoning Commission stating the request and the reasons therefore. The Planning and Zoning Commission shall consider the request and make its recommendation to the City Commission. Formal approval, conditioning and designation of a sign as historic or a sign that is a landmark shall be by resolution of the City Commission. Designation of a sign as a historic sign or landmark shall not be subject to the 20 year amortization provision in Section 4.10.03 (C).
- (D) **Sign Maintenance.** All signs shall be legible, properly painted, in good repair, properly maintained and sturdy enough to permit persons working on the signs to do so in safety. All signs, including their supports, braces, guys and anchors, electrical parts and lighting fixtures, and all painted and display areas, shall be maintained in accordance with the building and electrical codes adopted by the City, and shall present a neat and clean appearance. The vegetation around, in front of, behind, and underneath the base of ground signs for a distance of ten feet shall be neatly trimmed and free of unsightly weeds, and no rubbish or debris that would constitute a fire or health hazard shall be permitted under or near the sign.
- (E) **Illumination.** For signs that are not internally or back lighted, white and yellow are the only colors of floodlights permitted on signs, except for Christmas or seasonal lighting. Floodlights may only be directed at the face of the sign, and signs shall not be of such

intensity or brilliance as to cause glare or impair the vision of motorists, cyclists, or pedestrians using or entering a public right-of-way.

- (F) Engineering Plans Required for Signs. Engineering plans may be required at the discretion of the Building Official for any sign.
- (G) Location. No sign within the City of Bartow shall be located in a manner that blocks a Clear Visibility Triangle as may be established in the ULDC.
- (H) Variances. Variances for sign structure setback, height, face size or the total signage for a development site will be considered by the City's Board of Adjustment, pursuant to Section 7.11.00 Variances.

**4.02.00 Purpose.** These sign regulations are intended to assure consistent and fair regulation, permitting and enforcement for all signs and sign structures. They are also intended to protect the health, safety and general welfare of those residing, visiting and working in the City of Bartow. Further, they shall improve pedestrian and vehicular traffic safety and be used for locational and directional purposes, only.

**4.03.00 Compliance.** Every new business, whether established in an existing structure or constructed or reconstructed, shall act to bring all existing nonconforming signs into full compliance with this Code, prior to the issuance of a Certificate of Occupancy or City of Bartow Business Tax Receipt. For additional regulations governing nonconforming signs and amortization of prohibited signs, see Section 4.10.02-.03 of this Article.

**4.04.00 Exempted Signs.**

The following signs are exempt from the operation of these sign regulations, and from the requirement that a permit be obtained for the erection of permanent signs, provided they are not placed or constructed so as to create a hazard of any kind:

- (A) Signs that are not designed or located so as to be visible from any street or adjoining property.
- (B) Signs necessary to promote health, safety and welfare, and other regulatory, statutory, traffic control or directional signs erected on public property.
- (C) Legal notices and official instruments.
- (D) Holiday lights and decorations
- (E) Memorial signs or tablets containing names of buildings, dates of erection and other information when inscribed in a masonry surface or metal plaque and permanently affixed to the side of a building.
- (F) Public warning signs to indicate the dangers of trespassing, swimming, animals or similar hazards.
- (G) Signs carried by a person.

- (H) Religious displays erected on church grounds.
- (I) Construction signs not exceeding 16 square feet in size.
- (J) Real estate yard signs not exceeding six square feet in size and six feet in height, to advertise that the premises is for sale, rent or lease. Said may be located on the front property line, but shall not be within the visibility triangle.
- (K) Political signs for candidates qualified for office shall be permitted from the date the candidates qualifies until the primary election date or if the candidate is successful or until the date of a run-off or the general election. Political signs are permitted on private property only and shall be removed within 10 days following the primary election if the candidate is unsuccessful or within 10 days following a run-off or the general election.
- (L) The American, State, or City flag when displayed properly, is not a sign under these regulations, regardless of number.
- (M) Water Towers.

#### **4.05.00 Prohibited Signs.**

Except as otherwise permitted, the following types of signs are prohibited in all districts:

- (A) Abandoned signs.
- (B) Signs that are in violation of the adopted building or electrical codes.
- (C) Any sign that, in the opinion of the City Administration, constitutes a safety hazard.
- (D) Signs imitating or resembling official traffic or government signs or signals.
- (E) Signs attached to trees, telephone poles, power poles, public benches, streetlights, or signs placed on any public property or public right-of-way.
- (F) Signs placed on vehicles or trailers that advertise and are permanently parked or located off premises for the primary purpose of displaying said sign. (This does not apply lettering on buses, taxis, or vehicles operating during the normal course of business).
- (G) Signs with the optical illusion of movement by means of a design that presents a pattern capable of giving the illusion of motion or changing of copy.
- (H) Any sign obstructing traffic visibility.
- (I) Signs with moving, revolving or rotating parts.
- (J) Signs with lights or illuminations that flash, move, rotate, blink, flicker, or vary in intensity or color, except on theater marquees and electronic message boards that display community messages, and time-temperature-date information.

- (K) Illuminated signs of such intensity or brilliance as to cause glare or impair the vision of motorists, cyclists, or pedestrians using or entering a public right-of-way, or that are a hazard or nuisance to occupants of any property because of glare or other characteristics.
- (L) Signs emitting sound, odors, smoke, or steam.
- (M) Billboards and all other off-premises signs.
- (N) Temporary signs.
- (O) Portable Signs.
- (P) Inflatable signs and advertising balloons.
- (Q) Signs consisting of one or more banners, flags, pennants, ribbons, spinners, streamers or captive balloons, or other objects or material fastened in such a manner as to move in the wind, and searchlights, lasers, skyjectors, equipment and other paraphernalia used to advertise or promote a business or to attract customers to a property, subject to the provisions of Section 4.07.08.
- (R) Roof-mounted signs.
- (S) Pendant Signs.

#### **4.06.00 Establishment of Sign Districts.**

The City of Bartow hereby establishes and divides its jurisdiction into four sign districts with specific regulations in each district. The districts are described in detail in the following paragraphs, and are depicted on Map A. Every parcel, lot, development site or property with any frontage on the highway, street or travelway shall comply with the regulations established for that district. In the case of the General District regulations, the entire City outside of the delimited districts is considered to be in the district.

- (A) Existing Commercial Corridor District. The Existing Commercial Corridor District is depicted as a green line marking highways and streets on Map A.
  - U.S. Highway 98 between Lyle Parkway south to the CSX railroad.
  - Van Fleet Boulevard (S.R.60) between Dorothy Street and U.S. Highway 17.
  - U.S. Highway 17 from Van Fleet Boulevard (S.R.60) north to Bear Creek.
  - S.R.60 east of the Peace River to the east City Limits.
  - S.R.60 west of the intersection of Van Fleet Boulevard (S.R.60) and Main Street to the west City Limits.
  - U.S. Highway 17 from Van Fleet Boulevard (S.R.60) south to Gay Street.
  - U.S. Highway 17 from Hooker Street south to the south City Limits
- (B) Historic Downtown District. The Historic Downtown District is depicted as a red line marking highways and streets on Map A. The Downtown District is bounded generally by Carpenter Avenue on the west, Davidson Street on the north, Oak Avenue on the east, and Parker Street on the South and includes properties fronting on both sides of the street.

- (C) Historic Neighborhood District. The Historic Neighborhood District is depicted by a light red overlay on Map A. The District abuts and surrounds the Historic Downtown District, but does not overlap it. Properties are either in the Historic Downtown District or the Historic Neighborhood District, not both. The Neighborhood District is bounded by Floral Avenue on the west, but only south of Main Street, Main Street from Floral to Broadway Avenue, Broadway Avenue north to the CSX Railroad; the CSX Railroad on the north, First Avenue on the east, and Stanford Street on the south. Properties included within these district boundaries, do not extend to both sides of the streets.
- (D) General Sign District. All areas of the City zoned for professional office, commercial, industrial or public institutional uses and not included in the Existing Commercial Corridor District, the Historic Downtown District, or the Historic Neighborhood District.

**4.07.00 Permitted Signs.**

**4.07.01 Existing Commercial Corridor District Signs.**

On-site commercial signs are permitted accessory to commercial and industrial structures on property zoned for such uses within the Existing Commercial Corridor District as specified below.

- (A) Total Signage. A total of 120 square feet of signage is permitted for each development site, which may be used to construct or erect any permitted sign, except that each development site may construct or erect only one freestanding sign. When the freestanding sign is a pole mounted sign, the maximum area of the sign face/structure shall not be greater than 48 square feet. As an incentive to encourage ground mounted signs, a ground mounted sign with a sign face/structure no greater than 64 square feet is allowed.
- (B) One freestanding sign is permitted for each development site.
  - (1) Pole Mounted Sign. A pole mounted sign shall be not greater than 16 feet in height, with a sign face area of not more than 48 square feet, and a 10 foot clear area between the ground and the bottom edge of the sign. The sign may be constructed or erected on one or more poles, and requires no setback from the property line, so long as no pole, sign face, support or other structural member extends beyond the property line.

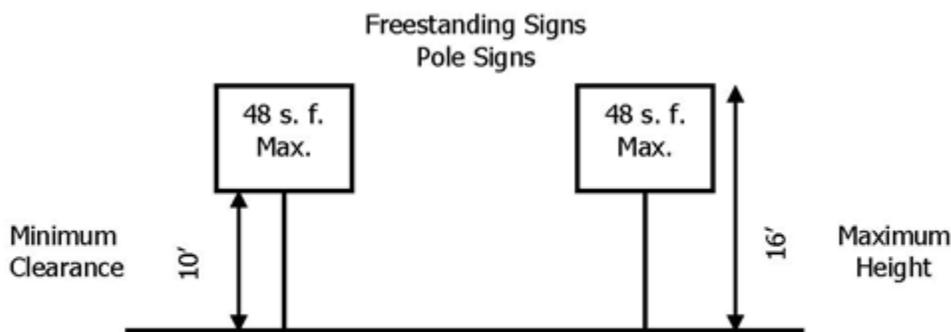


Figure 1a

- (2) Ground Mounted Sign. When the freestanding sign is a ground mounted sign, the maximum area of the sign face and structure shall not be greater than 64 square as seen from one side. The maximum height of a ground mounted sign structure shall not exceed eight feet. Ground mounted signs that are two feet, or less, in height may

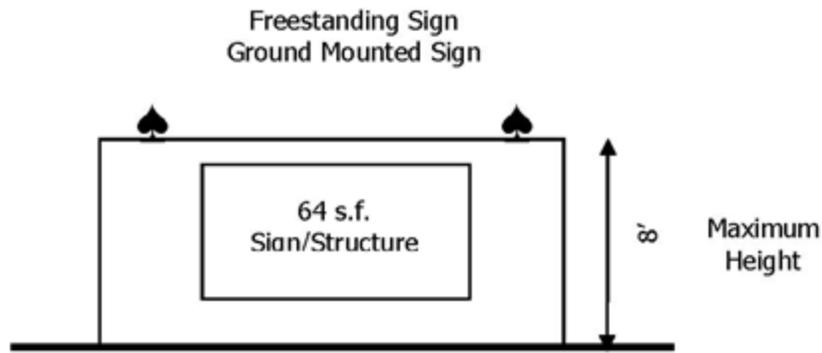


Figure 1b

be constructed at the property line, all others must be setback far enough to be out of any visibility triangle formed by public or private ingress/egress to the property as determined by the City's Building Official.

- (C) Building Mounted Signs. Building mounted signs are not limited in number and are permitted in the total signage for the development site.
- (D) Window Advertising. Window advertising of the kind described in this paragraph shall not count against the total signage for a development site, but is regulated in the following manner. Not more than 25% of glass surfaces of windows facing a public street or right-of-way in any commercial or industrial building may be utilized for signage or any other opaque items that block the glass. This includes, but is not limited to, posters, fliers, advertisements, display racks, other interior furnishings, and similar materials or objects.
- (E) The following diagram and example are provided to clarify the manner in which signage may be applied to commercial and industrial development sites. Generally, the total signage of 120 square feet, less the 48 square feet for the freestanding sign, allows 72 square feet to be utilized for other signage. In the case of a ground mounted sign, as an incentive, the allowable sign face is 16 square feet greater than the pole sign. This additional square footage is a bonus. As an example, if a freestanding pole sign of less than 48 square feet is used, then the 72 square feet available for all other signage may be increased by the difference between 48 square feet and the actual area of the sign face. For example, a site with a 32 square foot freestanding pole sign, would be allowed 72 square feet, plus an additional 16 square feet, for a total of 88 square feet for all other permitted signage.

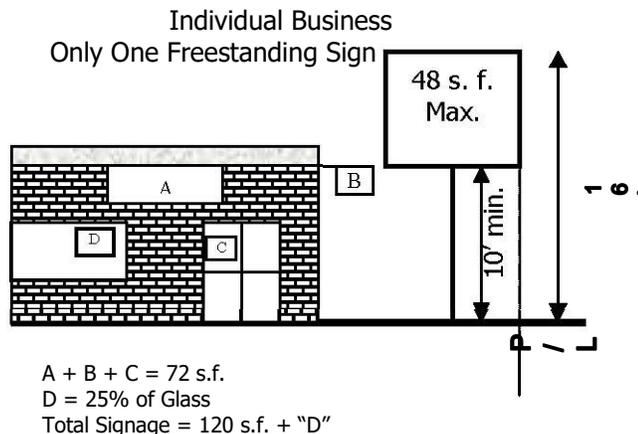


Figure 2

Sign Regulations 7/6/10

#### 4.07.02 Reserved.

#### 4.07.03 Historic Downtown District Signs.

The historic downtown sign district applies to all buildings that front the streets shown in red on Map A and have a front zero lot line setback. In this district, signs are allowed to extend over public right-of-way in the proximity of the business, but no permanent, freestanding signs are permitted. Novelty, historic, neon, and symbol signs are encouraged. Internally lighted, plastic signs are permitted mounted flat against the wall of a building or as a window sign.

- (A) Total Signage. The total signage for a development site in this district shall be in accordance with the following table:

<b>Gross Leasable Area</b>	<b>Maximum Square Footage of signage per business</b>
Less and 5,000 square feet	40
5,000 up to 15,000 square feet	80
15,000 up to 25,000 square feet	120
25,000 to 40,000 square feet	160
40,000 square feet and above	200

- (B) Permitted Signs. Permitted signs in the Historic Downtown District include all of the following signs, some of which are individually limited in sign area, but all of which are limited by the total signage for the business or development site.
- (1) Building mounted signs.
  - (2) Directory signs, two square feet maximum.
  - (3) Signs painted on window glass. Buildings with 2nd and 3rd story occupants, are allowed one pane of window glass per business, preferably the bottom pane and only as tall as the width of the pane. In addition signs of other types, listed in the paragraph, subject to the total square footage requirement in the table listed for this sign district, are allowed.
  - (4) Reader boards.
  - (5) Sandwich boards, six square feet maximum, located in close proximity to the business advertised, but not located within the public right-of-way.
  - (6) Swinging signs. Swinging signs that are mounted under a canopy, awning and awning-like structure, and shall maintain a clearance of seven feet from the bottom of the sign to the walkway beneath. Swinging signs must be mounted so that they swing freely.
  - (7) Right angle signs, four square feet maximum. Right angle signs, whether mounted under a canopy, awning and awning-like structure or another location over the public walkway, shall maintain a clearance of seven feet from the bottom of the sign to the walkway beneath, and shall swing freely.

- (C) Window Advertising. Window advertising of the kind described in this paragraph shall not count against the total signage for a development site, but is regulated in the following manner. Not more than 25% of glass surfaces of windows facing a public street or right-of-way in any building in this district may be utilized for signage or any other opaque items that block the glass. This includes, but is not limited to, posters, fliers, advertisements, display racks, other interior furnishings, and similar materials or objects.

#### 4.07.04 Historic Neighborhood District Signs.

- (A) Total Signage. A total of 56 square feet of signage is permitted for each development site, which may be used to construct or erect any permitted sign, except that each development site may erect only one ground mounted sign. The ground mounted sign is permitted a maximum sign face and structure of not more than 48 square feet in area.

- (B) Height, Location and Materials of Ground Mounted Signs

- (1) Ground Mounted Sign. The maximum height of a ground mounted sign structure shall not exceed five feet. Ground mounted signs that are two feet, or less, in height may be constructed at the property line, all others must be setback far enough to be out of any visibility triangle formed by public or private ingress/egress to the property as determined by the City's Building Official. Ground mounted signs shall be constructed of natural materials or simulated natural materials. Illumination shall be provided by light fixtures mounted on the sign or indirectly from lights mounted on the ground. Neon lighting is not permitted.

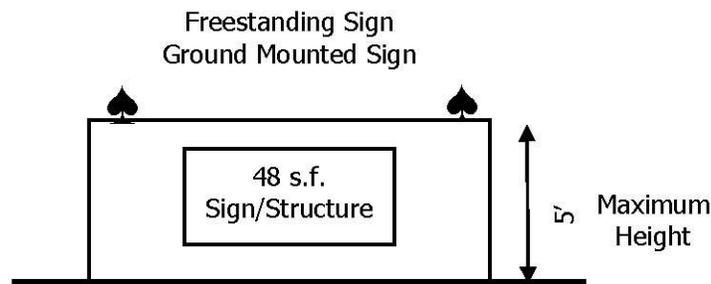


Figure 3

- (2) Reader boards are permitted in this sign district, and shall be included in the total square footage of allowable signage.
- (C) Building Mounted Signs. Building mounted signs are not limited in number and are permitted in the total signage for the development site.
- (D) Window Advertising. Window advertising of the kind described in this paragraph shall not count against the total signage for a development site, but is regulated in the following manner. Not more than 25% of glass surfaces of windows facing a public street or right-of-way in any commercial or industrial building may be utilized for signage or any other opaque items that block the glass. This includes, but is not limited to, posters, fliers, advertisements, display racks, other interior furnishings, and similar materials or objects.

#### **4.07.05 General District Signs.**

On-site signs are permitted accessory to structures on lots within the General District, as specified below.

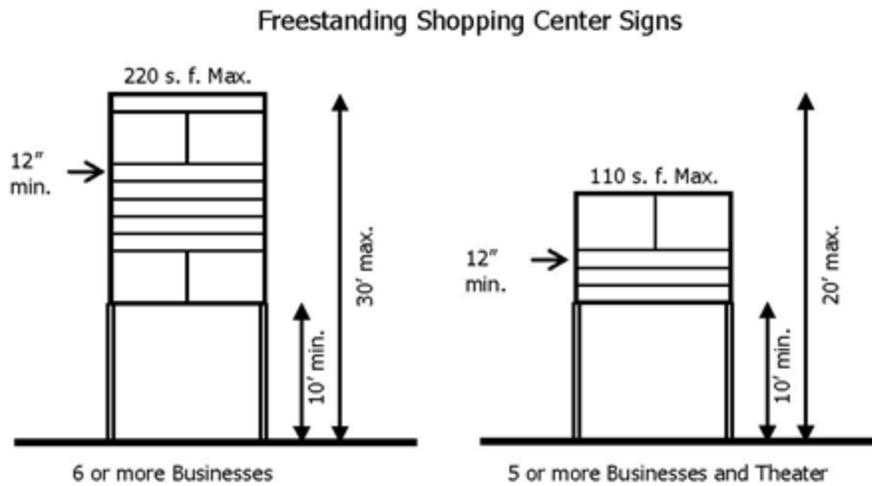
- (A) **Total Signage.** A total of 100 square feet of signage is allowed for each development site, which may be used to construct or erect any permitted sign, except that each development site may erect only one ground mounted sign. The ground mounted sign is permitted a maximum sign face and structure of not more than 48 square feet in area.
- (B) **Height and Location of Ground Mounted Sign.**
  - (1) **Ground Mounted Sign.** The ground mounted sign is permitted a maximum sign face and structure of not more than 48 square feet as seen from one side. The maximum height of a ground mounted sign structure shall not exceed five feet. (See Figure 3 above) Ground mounted signs that are two feet, or less, in height may be constructed at the property line, all others must be setback far enough to be out of any visibility triangle formed by public or private ingress/egress to the property as determined by the City's Building Official.
  - (2) Reader boards are permitted as building mounted signs in this sign district and shall be included in the total square footage of allowable signage.
- (C) **Building Mounted Signs.** Building mounted signs are not limited in number and are permitted in the total signage for the development site.
- (D) **Window Advertising.** Window advertising of the kind described in this paragraph shall not count against the total signage for a development site, but is regulated in the following manner. Not more than 25% of glass surfaces of windows facing a public street or right-of-way in any commercial or industrial building may be utilized for signage or any other opaque items that block the glass. This includes, but is not limited to, posters, fliers, advertisements, display racks, other interior furnishings, and similar materials or objects.
- (E) **Illumination** for any sign shall be provided only by light fixtures mounted on the sign or indirectly from lights mounted on the ground. Neon lighting is not permitted.

#### **4.07.06 Center Signs.**

Shopping centers, professional or medical centers, and new automobile dealerships make up a special category of commercial land uses. Because they are made up of a center owner and individual businesses within the center, the following signage is permitted:

- (A) **One freestanding pole or ground mounted center sign per frontage on an arterial or collector highway.**
  - (1) **Pole Mounted Sign.**
    - (a) For centers with up to and including five businesses. A pole mounted sign, not greater than 20 feet in height, with a sign face area of not more than 110 square feet, and a 10-foot clear area between the ground and the bottom edge of the sign is permitted. The sign may be constructed or erected on one or more poles,

and requires no setback from the property line, so long as no pole, sign face, support or other structural member extends beyond the property line. Business directories are permitted as a part of the 110 square foot sign face, but not in addition to it. Individual business directory signs shall be a minimum of 12 inches in height.

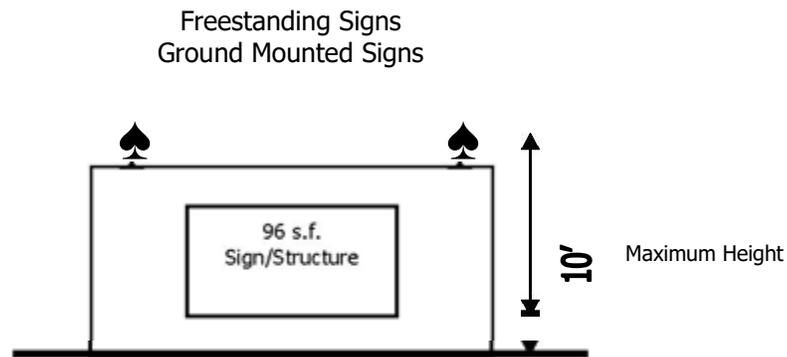


- (b) For centers with six businesses or more and for new automobile dealerships. A pole mounted sign, not greater than 30 feet in height, with a sign face area of not more than 220 square feet, and a 10-foot clear area between the ground and the bottom edges of the sign is permitted. The sign may be constructed or erected on one or more poles, and requires no setback from the property line, so long as no pole, sign face, support or other structural member extends beyond the property line. Business directories are permitted as a part of the 220 square foot sign face, but not in addition to it. Individual business directory signs shall be minimum of 12 inches in height.

## (2) Ground Mounted Sign

- (a) For centers with up to and including five businesses. One ground mounted sign, per frontage on an arterial or collector is permitted with an overall sign face/structure of 64 square feet as measured from one side and limited to 8 feet in height. Maximum of two signs allowed. Ground mounted signs that are two feet, or less, in height may be constructed at the property line, all others must be setback far enough to be out of any visibility triangle formed by public or private ingress/egress to the property as determined by the City's Building Official. Business directories are permitted as a part of this sign, but not in addition to it. Individual business directory signs shall be a minimum of 12 inches in height.
- (b) For centers with six businesses or more and for new automobile dealerships. One ground mounted sign with an overall sign face/structure of 96 square feet as measured from one side and limited to 10 feet in height is allowed for the first 400 feet of frontage with an additional sign allowed for each additional 300 feet of frontage per frontage on an arterial or collector, up to a total maximum of three signs per development site. Ground mounted signs that are two feet,

or less, in height may be constructed at the property line, all others must be setback far enough to be out of any visibility triangle formed by public or private ingress/egress to the property as determined by the City's Building Official. Business directories are permitted and shall be a minimum of 12 inches in height.



(3) Theatres in Shopping Centers.

- (a) Any movie theatre located in a shopping center with five or more acres, may have one pole mounted sign, not greater than 20 feet in height, with a sign face area of not more than 110 square feet, and a 10 foot clear area between the ground and the bottom edge of the sign. The sign may be constructed or erected on one or more poles, and requires no setback from the property line, so long as no pole, sign face, support or other structural member extends beyond the property line. Directories for the listing of movies and their show times are permitted as a part of the 110 square foot sign face, but not in addition to it. Individual directory signs shall be a minimum of 12 inches in height. Such sign shall contain only the name of the theatre, and a directory of the schedule of movies/films. Total sign face area shall be not more than 110 square feet.
- (b) As an option, any movie theatre located in a shopping center with five or more acres may be permitted instead of the pole sign in (a) above, one ground mounted sign with an overall sign face/structure of 96 square feet as measured from one side and limited to 10 feet in height. Ground mounted signs that are two feet, or less, in height may be constructed at the property line, all others must be setback far enough to be out of any visibility triangle formed by public or private ingress/egress to the property as determined by the City's Building Official. Directories for the listing of movies and their show times are permitted as a part of this sign, but not in addition to it. Such sign shall contain only the name of the theatre, and a directory of the schedule of movies/films. Individual directory signs shall be a minimum of twelve (12) inches in height.

(4) Directional Signs. Centers with six businesses or more and new automobile dealerships, if located on parcels greater than 10 acres in size, may incorporate directional signs into an approved sign package. Directional signs may only be utilized if the property owner agrees to eliminate one other pole or ground mounted sign that they would otherwise be entitled to construct. Individual directional signs shall:

- (a) Not exceed twenty-four (24) square feet in area (inclusive of the sign cabinet area);

- (b) Be limited to one (1) directional sign per primary customer entrance.
- (c) If mounted on a pole not exceed nine and one-half (9-1/2) feet in height with a six and one half (6-1/2) foot clear area between the ground and the bottom edge of the sign; and if ground mounted not exceed three (3) feet in height.
- (d) Be setback a minimum of seven and one-half (7-1/2) feet from the public right-of-way line and comply with all other visibility requirements contained elsewhere in this code.
- (e) Only be allowed at entrances fronting on roadways classified as collector or local roads or on approved frontage or backage roads associated with an approved Corridor Access Management Plan.

(B) Business in a Center. Individual businesses within a center are permitted building mounted signs only, which include signs mounted flat to the front of the building, right angle signs, awning signs, and swinging signs. All building mounted signs are limited to the total signage for an individual business in a center, based on the following table:

<b>Gross Leasable Area</b>	<b>Maximum Square Footage of building mounted signage per business</b>
Less than 5,000 square feet	50
5,000 up to 15,000 square feet	100
15,000 up to 25,000 square feet	150
25,000 up to 40,000 square feet	200
40,000 square feet and above	250

(C) Window Advertising. Window advertising of the kind described in this paragraph shall not count against the total signage for a development site, but is regulated in the following manner. Not more than 25% of glass surfaces of windows facing a public street or right-of-way in any commercial or industrial building may be utilized for signage or any other opaque items that block the glass. This includes, but is not limited to, posters, fliers, advertisements, display racks, other interior furnishings, and similar materials or objects.

#### **4.07.07 Service Center Signs.**

Service centers such as Wal-Mart Super Centers, Target Department Stores and the like make up a special category of commercial land uses. The following signage is permitted:

- (A) One freestanding pole or ground mounted center sign per frontage on a arterial or collector highway. Maximum of two signs allowed.
  - (1) Pole Mounted Sign. A pole mounted sign, not greater than 20 feet in height, with a sign face area of not more than 64 square feet, and a 10 foot clear area between the ground and the bottom edge of the sign is permitted. The sign may be constructed or erected on one or more poles, and requires no setback from the property line, so long as no pole, sign face, support or other structural member extends beyond the property line. Business directories are permitted as a part of the 64 square foot sign face, but not in addition to it.

(2) Ground Mounted Sign. One ground mounted sign, per frontage on an arterial or collector is permitted with an overall sign face/structure of 96 square feet as measured from one side and limited to 10 feet in height. A maximum of two signs shall be allowed. Ground mounted signs that are two feet, or less, in height may be constructed at the property line, all others must be setback far enough to be out of any visibility triangle formed by public or private ingress/egress to the property as determined by the City's Building Official.

(B) Building Mounted Signs. A service center is also permitted building mounted signs mounted flat to the front of the building or painted on the wall, based on the following table:

Gross Leasable Area	Maximum Square Footage of building mounted signage per service center
15,000 up to 25,000 square feet	150
25,000 up to 40,000 square feet	200
40,000 square feet and above	250

(C) Window Advertising. Window advertising of the kind described in this paragraph shall not count against the total signage for a development site, but is regulated in the following manner. Not more than 25% of glass surfaces of windows facing a public street or right-of-way in any commercial or industrial building may be utilized for signage or any other opaque items that block the glass. This includes, but is not limited to, posters, fliers, advertisements, display racks, other interior furnishings, and similar materials or objects.

**4.07.08 Drive-thru Restaurant Menu Signs.** Drive-thru restaurants are permitted one outdoor menu board per drive-thru lane. The maximum sign face area shall not exceed 32 square feet nor shall the sign structure exceed six feet in height. Said menu board(s) shall be setback at least as far as the front of the restaurant and shall not count against the total signage for the development site.

**4.07.09 Entrance/ Exit/ Private Parking Signs.** Small entrance, exit and private parking signs are permitted on professional, commercial and industrial development sites. Such signs must include the words "entrance" "exit" "private parking", and arrows or both. Corporate/business name and/or logos may be included as part of this sign and shall not be included in the overall square footage of allowable signage for the business. The sign face shall be limited to four square feet in area, shall be less than two feet in height, and shall be located only on private property.

**4.07.10 Grand Opening Signs.** The following displays and related paraphernalia are permitted on a temporary basis in connection with a Grand Opening of a new business or a relocated business in a new area. Displays consisting of one or more banners, flags, pennants, ribbons, spinners, streamers or captive balloons, or other objects or material fastened in such a manner as to move in the wind; and searchlights, lasers, skyjectors, equipment and paraphernalia used to advertise or promote a business or to attract customers to a property, are all included in grand opening signs. Grand Opening Displays are by special permit only issued by the Building Official. Such permit shall be valid for a specified period not to exceed 30 days, after which time the sign, displays and related paraphernalia shall be removed.

**4.07.11 Churches.** Churches are permitted one ground mounted sign not 64 square feet, with a maximum height of eight feet. Ground mounted signs that are two feet, or less, in height may be constructed at the property line, all others must be setback far enough to be out of any visibility triangle formed by public or private ingress/egress to the property as determined by the City's Building Official. Neon lighting is not permitted. Reader boards are permitted and shall be included in the total square footage of this sign. In addition, one sign not to exceed four square feet mounted flat against the wall of the structure is permitted and may incorporate a reader board.

**4.07.12 Signs in Residential Zoning Districts.** Certain uses that may be located in residential zoning districts are permitted to construct or erect signs. Those uses are identified with the regulations that apply to signs in the following paragraphs:

**4.07.12.01 Approved Special Uses.** Special uses, approved by special exception under Section 3.10.00 of the City's Unified Land Development Code, are allowed a total of 24 square feet of signage which may be used to construct or erect any permitted sign, except that each development site may erect only one ground mounted sign. In addition to the criteria listed below each sign shall conform to the design criteria located in the Historic Neighborhood District. Such uses include but are not limited to tearooms, bed and breakfast inns, churches and gift and antique shops.

- (A) Location and Height of Ground Mounted Sign. Ground Mounted Sign. The ground mounted sign is permitted a maximum sign face and structure of not more than 16 square feet as seen from one side. The maximum height of a ground mounted sign structure shall not exceed four feet. Ground mounted signs that are two feet, or less, in height may be constructed at the property line, all others must be setback far enough to be out of any visibility triangle formed by public or private ingress/egress to the property as determined by the City's Building Official.
- (B) Building Mounted Signs. One building mounted sign is permitted for each development site. The copy area of this sign is included in the total allowable signage for the development site.
- (C) Signage for approved Special Uses in nonresidential zoning districts shall only be illuminated by light fixtures mounted on the sign or indirectly from lights mounted on the ground. Signage for approved Special Uses in residential zoning districts shall not be illuminated in any manner.

**4.07.12.02 Yard or Garage Sale.** Yard or garage sale signs are permitted for the legal length of the garage or yard sale as per City Code. Yard or garage sale signs shall not exceed four square feet in size and shall not exceed four feet in height. Yard or garage sales are permitted for a period of not more than two consecutive days and not more often than twice per year. See Section 58-27 of the Code of Ordinances.

**4.07.12.03 Illumination.** The general provisions stated in paragraph 4.01.00(D) above govern lighting of signs in residential zoning districts.

**4.07.12.04 Development Signs.** Development signs are permitted to display only the name of subdivision, manufactured home community, condominium or apartment complex, or campus. Development signs shall be addressed during development review, rezoning, and subdivision processes, and may be approved in accordance with such decisions. In the case of a subdivision review, conditional use permit, a planned unit development, or DRI, development signs may depart from the regulations set forth in the

following. A development sign shall not advertise real estate for sale or indicate the availability of units for rent.

- (A) A development sign shall be a ground mounted sign. The maximum area of the sign face and structure as seen from one side shall not exceed 48 square feet in area. The maximum height of a ground mounted sign structure shall not exceed four feet. Development signs that are two feet, or less, in height may be constructed at the property line, all others must be setback far enough to be out of any visibility triangle formed by public or private ingress/egress to the property as determined by the City's Building Official. Two freestanding ground mounted signs, one on each side of every approved entrance are allowed.
- (B) Development signs shall be constructed of natural materials or simulated natural materials. Illumination shall be provided by light fixtures mounted on the sign or indirectly from lights mounted on the ground. Neon lighting is not permitted.
- (C) As an option, a wall or fence mounted sign may be used, subject to the regulations of the first paragraph of 4.07.12.04 above.

**4.07.12.05 Non-Conforming Uses.** Non-conforming uses, as defined in Article 7.12.01 of the ULDC, are allowed to maintain the signage that exists on a site as of the effective date of this amendment. Signs considered, as being non-conforming, pursuant to Article 4.10.00 of the ULDC shall be regulated as such. New or replacement signs shall comply with the provisions of Article 4.07.12.01 of the ULDC.

**4.07.12.06 Single Family Community - Model Home Centers and Sales Offices.** Model home centers and sales offices located within an approved Planned Development shall be permitted to have the following promotional signage. All signage allowed pursuant to this section shall terminate when the model home center and sales offices cease to function.

- (A) Up to three pole mounted flags depicting "model", "open", "welcome", etc., per model home lot inclusive of paved parking lot with an additional four flags allowed at each entrance to the development. Each flag shall not exceed fifteen (15) square feet.
- (B) One ground mounted sign for each model home lot along with one sign for each entrance to the development. Total area of said ground mounted sign shall not exceed twenty-four (24) square feet and shall not be greater than eight feet in height.
- (C) Temporary signs that do not exceed 3 square feet in size or 3 feet in height are permitted on site, between noon on Friday and sundown on Sunday.

**4.07.12.07 Multi-Family Community.** Multiple family communities with an approved density in excess of eight units per acre and approved for not less than eighty (80) total units shall be permitted to have the following promotional signage during the time between the first and last residential building being completed. Upon issuance of a certificate of occupancy for the last residential building the total number of promotional signs shall be reduced by half and clustered at the project entrances.

- (A) One flag depicting "open", "welcome", etc for each fifty (50) feet of frontage along a collector roadway with an additional four flags at the on-site business office of the community. Each flag shall not exceed fifteen (15) square feet in size.
- (B) One ground mounted sign for each seventy-five (75) feet of collector roadway frontage. Total area of said ground mounted sign shall not exceed sixteen (16) square feet and shall not be greater than six feet in height. One ground mounted sign not exceeding twenty-four (24) square feet in size shall be permitted at each entry to the community.
- (C) The total number of flags based on 50' centers and signs on 75' centers may be clustered.
- (D) Temporary signs that do not exceed 3 square feet in size or 3 feet in height are permitted, on site, between noon on Friday and sundown on Sunday.

**4.07.13 Community Banner Signs.** Community Banner Signs are allowed subject to the following provisions:

- (A) Community Banners shall only be located on public banner poles erected by the City for that use.
- (B) Letters on the sign shall not be less than 12 inches in height except for lettering associated with sponsor logos.
- (C) Banners shall not be illuminated or have any attention-getting lights or other appurtenances
- (D) Sponsor logos shall be limited to the corporate symbol and/or name of the sponsor.

**4.08.00 Measurement of Sign Area.**

The area of a sign shall be the area within the smallest square, rectangle, parallelogram, triangle, circle or semicircle, the sides of which touch the extreme points or edges of the sign face.

Where two sign faces are placed back-to-back on a single sign structure, and the faces are at no point more than four feet apart, the area of the sign shall be counted as the area of one of the faces. Where four sign faces on a single sign structure are arranged in a square, rectangle, or diamond, the area of the sign shall be the area of the two largest faces.

Where a sign is in the form of a three-dimensional object, the area shall be determined by drawing a square, rectangle, parallelogram, triangle, circle or semicircle, the sides of which touch the extreme points or edges of the projected image of the sign and multiplying that area by two. The "projected image" is that image created by tracing the largest possible two-dimensional outline of the sign.

Where a sign is composed of letters or pictures attached directly to or painted on a wall, a facade or marquee, and the letters or pictures are not enclosed by a border or trimming, the sign area shall be the sum of areas within the smallest rectangle, parallelogram, triangle, circle or semicircle, the sides of which touch the extreme points of each letter or picture.

**4.09.00 Maintenance.** All signs, including their supports, braces, guys and anchors, electrical parts and lighting fixtures, and all painted and display areas, shall be maintained in accordance with the building and electrical codes adopted by Bartow, and shall present a neat and clean appearance. The vegetation around, in front of, behind, and underneath the base of ground signs for a distance of ten feet shall be neatly trimmed and free of unsightly weeds, and no rubbish or debris that would constitute a fire or health hazard shall be permitted under or near the sign.

**4.10.00 Nonconforming Signs.** A sign that does not strictly comply with the regulations of this Article may be both a nonconforming use and a nonconforming structure. For nonconforming signs, the effect is the same. Every nonconforming sign shall be brought into compliance with the regulations of the Article under certain conditions or within a time specified herein.

**4.10.01 Damage Requiring Compliance.** Nonconforming signs shall be maintained in the same good appearance and safe condition as required by this chapter and the City's building code for conforming signs and structures in the City. Nonconforming sign structures that become damaged from any cause and are deemed by the building official to no longer comply with the building code shall be removed within 30 days and be replaced with a sign and structure that is in compliance with these regulations.

**4.10.02 Alterations and Modifications Requiring Compliance.** Alterations, modifications and other changes can result in the loss of the nonconforming status of a sign and/or sign structure. The following activities or circumstances constitute alterations, modifications, changes and actions that result in the loss of nonconforming status and the requirement that the sign and/or sign structure be brought into full compliance with this Article or removed entirely.

- (A) A change in the land use conducted on the development site. A change of land use shall mean from one land use to another as referenced in the City's Unified Land Development Code, Table 2.04.01 (A).
- (B) A change in ownership and the name of a business and which involves the voluntary replacement of the face of a nonconforming sign, even though the business and other structures on the development site are not otherwise altered. Individual business directory boards for non-conforming Center Signs may be changed without requiring the entire non-conforming sign to be brought into compliance.
- (C) Relocation, alteration, renovation or replacement of a nonconforming sign structure whether voluntarily by the owner of the business, or because of the required relocation of the nonconforming sign structure because of an acquisition or taking associated with a public improvement.
- (D) Movement, in whole or in part, of a nonconforming sign structure to another location on the same parcel or lot that it occupies, or transportation of it to any other parcel of land in the City, unless such movement or transportation shall render the sign and/or sign structure fully conforming with this Article.

#### **4.10.03 Schedule for Compliance of All Nonconforming Signs.**

Nonconforming signs shall be removed or altered to reflect compliance with the land development code according to the following schedule.

- (A) **Illegal Signs.** Portable signs, signs of two square feet or less, signs consisting of one or more banners, flags, pennants, ribbons, spinners, streamers or captive balloons, or other objects or material fastened in such a manner as to move in the wind, signs that have been placed on public property without a permit, signs not properly maintained or in hazardous condition, and other types of signs that do not comply with the terms, conditions, provisions, and intent of this Article, shall be removed within one month of the effective date of this Article.
  
- (B) **Billboards and Off-Premises Signs.** All billboards are non-conforming except if compensation is required under the provisions of F.S. 479. No billboard or other off-premise sign shall be permitted within the City of Bartow after the effective date of this Article.
  - (1) **Existing Billboards.** All existing billboards not on a federal aid to primary-highway system roadway within the City of Bartow are nonconforming and shall cease to exist (sunset) after an amortization period of not more than 10 years following adoption of this Article.
  
  - (2) **Annexation of Billboards.** Each billboard annexed after the effective date of this Article billboards and which are not on a federal aid to primary-highway system roadway shall become nonconforming at the time of annexation; and, cease to exist after an amortization period of not more than ten (10) following the effective date of the Annexation Ordinance.
  
- (C) **Nonconforming On-Premises Signs.** All non-conforming on-premises signs will come into compliance within twenty (20) years upon the effective date of this Article.

[RESERVED]