

Ordinance 2017-17

AN ORDINANCE OF THE CITY OF ST. PETE BEACH, PINELLAS COUNTY, FLORIDA, AMENDING THE ST. PETE BEACH LAND DEVELOPMENT CODE AS FOLLOWS: DIVISION 26 – SIGN ORDINANCE, SECTION 26.2 – DEFINITIONS, TO CLARIFY OFF-PREMISE SIGNS; SECTION 26.23 – ILLUMINATED AND ELECTRONIC MESSAGE BOARD SIGNS - TO CLARIFY INTENSITY LEVEL MEASUREMENTS AND REQUIREMENTS; TO REDUCE SETBACK FROM FRONT PROPERTY LINE; TO DEFINE IN WHICH ZONES SAID SIGNS ARE ALLOWED; PROVIDING FOR SEVERABILITY, CONFLICTS, CONSTRUCTION, PUBLICATION, AND AN EFFECTIVE DATE.

WHEREAS, the City Commission of the City of St. Pete Beach recognizes the need to regulate electronic message board signs throughout the city; and

WHEREAS, the City periodically finds sections of its Land Development Code which require updating and/or amending to address the desires of the citizens and businesses of the City; and

WHEREAS, the City’s Planning Board, acting as the City’s Local Planning Agency, has reviewed this ordinance amending Section 26.23 of the Land Development Code on July 17, 2017 and found it to be consistent with the City’s adopted comprehensive plan; and

WHEREAS, the City Commission has found this ordinance to be in the best interest of the health, safety and welfare of the citizens of the city; and

NOW, THEREFORE, THE CITY COMMISSION OF THE CITY OF ST. PETE BEACH, FLORIDA, HEREBY ORDAINS:

SECTION 1. Recitals. The above recitals (“Whereas” clauses) are hereby adopted as legislative findings, purpose and intent of the City Commission.

SECTION 2. Division 26 – Section 26.2 – Definitions. of the City of St. Pete Beach Florida Land Development Code is hereby amended as follows:

* * * *

Off-premise sign or off-site sign means any sign relating in its subject matter to commodities, accommodations, services or activities on a premise other than the premises on which the sign is located. See also Billboard. This does not include a locally recognized non-profit Chamber of Commerce that promotes its members within the City.

SECTION 3. Section 26.23 of the City of St. Pete Beach, Florida, Land Development Code is hereby amended as follows:

Sec. 26.23 Illuminated and electronic message board signs

The following conditions and restrictions shall apply to illuminated signs.

Except as hereinafter provided in this section, illuminated signs, or illumination in show windows, display windows, in or upon any building shall have the source of light concealed from view from the exterior of the building or structure, except that where channel letters or figures are used for any sign the illumination thereof may be visible if recessed within the depth of the channel.

Electronic message board signs are subject to the following maximum illumination intensity levels when measured at a distance of 50 linear feet from base of sign:

Maximum Illumination Intensity Level for electronic message board signs shall not exceed 0.3 foot candles over ambient light when measured at 50 linear feet from the base of the sign.

Internally illuminated signs or portions of a sign that are internally illuminated shall not be larger than 50 square feet in area.

No more than 32 square feet of the total allowable signage square footage may be an electronic message board sign. Electronic message board signs shall only be located in a front yard or on a building front façade, and in no case shall be closer than 10 feet from the front yard property line. Electronic message board signs are only permitted on properties adjacent to Gulf Boulevard from 37th Avenue to 75th Avenue.

Electronic message board signs, including LED-type, shall only be permitted as defined above. All other existing nonconforming electronic message board signs shall be subject to the amortization schedule set forth in Section 26.5.

No animated or flashing illumination shall be permitted.

SECTION 4. Conflicts. All ordinances or parts of ordinances, in conflict herewith are hereby repealed to the extent of any conflict with the Ordinance.

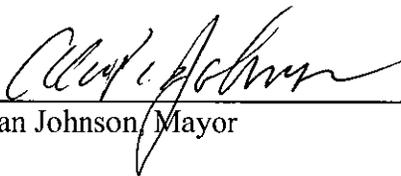
SECTION 5. Severability. The provisions of this Ordinance are declared to be severable, and if any section, sentence, clause or phrase of this Ordinance shall for any reason be held to be invalid or unconstitutional, such decision shall not affect the validity of the remaining sections, sentences, clauses, and phrases of this Ordinance but they shall remain in effect, it being the legislative intent that this Ordinance shall stand notwithstanding the invalidity of any part.

SECTION 6. Construction. This Ordinance is to be liberally construed to accomplish its objectives.

SECTION 7. Publication. This Ordinance shall be published in accordance with the requirements of law.

SECTION 8. Effective Date. This ordinance shall take effect immediately upon adoption.

FIRST READING: **10/10/2017**
PUBLISHED: **11/03/2017**
SECOND READING: **11/14/2017**
PUBLIC HEARING: **11/14/2017**



Alan Johnson, Mayor

I, Rebecca C. Haynes, City Clerk of the City of St. Pete Beach, Florida, do hereby certify that the foregoing Ordinance was duly adopted in accordance with the provisions of applicable law this **14th** day of **November, 2017**.



Rebecca C. Haynes, City Clerk

APPROVED AS TO LEGAL FORM AND CORRECTNESS:



Andrew Dickman, City Attorney