



DEPARTMENT OF PUBLIC WORKS
Building Inspection Division

November 20, 2003

MEMORANDUM

Bulletin S-01-03 (Revised S-02-99)

TO: Code Enforcement Inspectors

FROM: Thomas H. Goldsbury, P.E.
Chief, Building Inspection Division

SUBJECT: Clarification of Signs at Service Stations and Convenience Stores

Bulletin S2-99 answered 5 questions (1 thru 5 below) asked for signs at service stations and convenience stores. This Bulletin answers two additional questions (6 & 7).

1. **Q.** Wall signs mounted on the building elevations?
A. Wall signs on building elevations may be permitted providing they meet the requirements of 656.1303 (I) (3) and are not located in a residential, CO or CRO zoning. "Wall signs shall not exceed ten percent of the square footage of the occupancy frontage or respective side of a building abutting a public right-of-way or approved private street."

This square footage is the aggregate total footage of all wall signs for each wall elevation.

2. **Q.** Can signs be mounted on or integral with light poles?
A. No, this is a violation of 326.104 (b) "it is unlawful to tack, tie, or paste signs to hydrants, trees, lamppost, telephone, telegraph or electric poles, fence or building." Also, please note that any ground signs must meet the zoning requirements of 656.1303.
3. **Q.** Are pump toppers allowed?
A. It is our view that pump toppers are NOT exempt under 326.103(n) because they are attached to the pumps and not signage that is on the pump itself, plus the fact that pump toppers are frequently used to advertise items other than the gas which is sold through the pump.

However, the zoning limitation and the intent of the ordinance are to prevent sign visual pollution. As stated in 656.1303 (H)(4), the zoning restrictions "only apply to signs, which can be seen unaided from any location on the ground, which is not on the lot or



Page 2
Bulletin S01-03

parcel where the sign is located.” Therefore, we conclude that signage around the pump, as long as it is not mobile signage and cannot be identified from any offsite location is permissible; however, the above criteria is left to the judgement of the Code Enforcement Officer.

4. **Q.** Clarify the “use of operation” signage?
A. In order for directional signage to be exempt from the sign ordinance it must be no larger than 4 square feet, and must be permanently mounted. It can give direction only and may not contain logos or corporate identification of any kind. (Examples of acceptable directional signs may be: “Shut off Engine prior to pumping gas, “Pay inside after 6:00 P.M.”, etc).
5. **Q.** Clarify the use of banners.
A. At the present time, banners are considered to be part of the properties total sign allotment and therefore must meet all zoning limitations on the property. When a banner is used it must be permitted and the total signage of the property must be reviewed.
6. **Q.** Can signs be attached to fuel pumps?
A. Signs other than pump toppers, attached to the side of, or between fuel pumps are not permissible unless it can not be seen from any location off the property on which the sign is located.
7. **Q.** Are signs advertising items for outdoor display permissible?
A. Outside display items such as palletted soda, firewood, LP gas, etc. may have a two square foot sign only if outside sales are allowed in the zoning district.

All Supervisors

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