

## Temporary Advertising Signs

A sign conveying a message to identify

or advertise a product, service, or establishment and that is not permanently installed in the ground or permanently affixed to a building is considered a temporary sign in Wildwood. If you plan to put up a banner that says “Grand Opening”, or “Now Hiring”, or “Biggest Sale of the Year”, it must be **registered** with the City, specifying start and stop dates, size, and proposed location on the property.

There is **no charge** to register a temporary sign and registration takes **only takes a few moments**.

The City of Wildwood Land Development Regulation allows a temporary sign to be displayed for a total of **30 days** during the calendar year. Feather Flags are permitted under this regulation and Banners are limited to 16 square feet in size and must be located on your own property. They cannot be placed in the public right-of-way or on a separate lot down the street. Temporary signs can be up to 6 feet high, or may be attached to the first floor façade of the building.

Lawn cardboard signs aka snipe signs are strictly prohibited with the City of Wildwood.

**Temporary signs must be registered**

## Other Temporary Signs

“A” frame, sandwich board and pedestal signs are allowed as long as they are no greater than **8 square feet** in area and no taller than **3.5 feet** outside the Downtown Overlay district. They must be **10'** away from the public right-of-way or sidewalk, and not block any parking space or vehicular turning area.

Up to **4 feather signs**, no greater than 16 square feet in size and 6 feet in height are allowed on nonresidential properties when they are at least **10 feet** from any public right-of-way, driveway, sidewalk, or multi-use path and not obstructing visibility of drivers, pedestrians, or other businesses. Feather signs can be placed on a property up to 30 consecutive days during a calendar year. Feather signs are not allowed within the Down-town Overlay district, or within the undisturbed Highway Overlay buffer.

## Public Right-of-Way

Public right-of-way is generally identified as the **area between the sidewalk or utility poles lining the street and the street pavement, including medians and intersections.**

A temporary sign that is placed within the public right-of-way is considered an abandoned article, and as such is subject to immediate removal and/or citation and fine without a warning notice. Confiscated signs are disposed of by the City.

## Prohibited Signs

Off premise advertising signs, roof signs, pennants, balloons, air-driven and moving or flashing signs are not allowed anywhere within the City limits.

It is a criminal offense to post signs or placards on utility poles or on any public signs in the right-of-way.

### PROHIBITED SIGNS INCLUDE THE FOLLOWING:



## Permanent Signs

Permanent signs have different regulations. Contact Planning and Development to discuss your permanent signage options.

## Key Points for Temporary Signs

- Temporary signs must be registered
- No fee for registration
- Signs cannot be located in the public right-of-way
- Balloons, pennants, snipes and wind-driven signs are prohibited
- Signs can be no larger than **16** square feet
- Signs can be in place no longer than **30** days per calendar year

The City of Wildwood Florida  
Development Services  
[www.wildwood-fl.gov](http://www.wildwood-fl.gov)  
click on *Development Services*, then  
*Land Development Regulations* for more information  
Sign regulations can be found in the Land Development Regulations beginning with Chapter 3.24 Sign Standards



## Questions?

Please contact us if you have any questions regarding temporary signs.

Code Enforcement:  
352-330-1330 x114

[ttradd@wildwood-fl.gov](mailto:ttradd@wildwood-fl.gov)



## Temporary Sign Regulations



100 North Main Street  
Wildwood, FL 34785

352-330-1330

[www.wildwood-fl.gov](http://www.wildwood-fl.gov)