

**CITY OF EUSTIS, FL
SIGN CODE.**

(Excerpt from Section 115-11 of the City's Land
Development Regulations)

(a) **Purpose & intent.** This section creates the legal framework for signage regulation that is intended to:

- (1) Properly protect the right of the public to engage in free speech;
- (2) Provide for adequate business identification, advertising, & communication;
- (3) Provide for the safety & welfare of the public;
- (4) Ensure an attractive & well-maintained community appearance;
- (5) Maintain the residential character of neighborhoods in Residential land use districts.

(b) **Severability.** If any section, sentence, clause, phrase or word of this section is for any reason held, or declared to be unconstitutional, inoperative or void, such holding or invalidity shall not affect the remaining portions of this section; & it shall be construed to have been the city commission's intent to adopt these regulations without such unconstitutional, invalid or inoperative part therein. If this section or any provisions thereof shall be held inapplicable to any person, groups of persons, property, kind of property, circumstances or set of circumstances, such holding shall not affect the applicability thereof to any other person, property or circumstances.

(c) **Substitution.** Signs containing noncommercial speech are permitted anywhere that advertising or business signs are permitted, subject to the same regulations applicable to such signs.

(d) **General requirements.** All signage shall advertise only those products or services offered or carried on at the premises where the sign is located, except as specifically provided for herein. The use of signs visible from public rights-of-way shall be permitted, provided required permits are obtained & provided the signs are:

- (1) Compatible with their surroundings, of proper design & consistent with future land use & design district requirements;
- (2) Meet the sign user's needs while at the same time promoting the quality environment desired by the general public;
- (3) Designed, constructed, installed & maintained in such a manner that they do not endanger public safety or traffic safety;
- (4) Legible, readable & visible in the circumstances in which they are used;
- (5) Respectful of the reasonable rights of other advertisers whose messages are displayed.

(6) Not constructed so as to exhibit any of the following characteristics &/or functions:

- a. Pose a danger or interfere with the peace, health, safety, or welfare of the public.
- b. Cause an obstruction to free use of public streets or sidewalks.
- c. Obstruct windows used for fire egress or fire escapes.
- d. Be obscene, immoral or indecent in design, display, word, statement, character, or illustration.
- e. No private sign shall be so designed or located in any manner or any color combination so as to be confused with any authorized traffic signal, sign or device.

(e) **Structural requirements & construction standards.** All construction inspections & determinations shall be in accordance with Chapter 118, Construction Standards, of this Land Development Regulation.

(f) **Unsafe signs.** When a sign has been deemed unsafe or not properly constructed, the property owner shall be notified in writing of the deficiencies & required to take appropriate remedial action or remove the sign within 48 hours of notification. (Ord. No. 16-08, § 2(Exh. A), 4-7-2016; Ord. No. 16-31, 12-15-2016)

Sec. 115-11.1. - PERMITS REQUIRED.

(a) **Sign permits.** Prior to erecting, displaying, or replacing any sign visible from the public right-of-way the property owner shall obtain a permit from the City Building Department, by providing a legal description of the property, a scaled & dimensioned drawing of the proposed sign, furnishing any information or specifications as deemed necessary, & a site plan showing all existing signs, the proposed sign location, setbacks to the closest property lines, & by making payment of all applicable fees.

(1) **Exceptions.** Those signs exempted in Section 110-11.3.

(2) **Fees doubled.**

- a. For any sign erected, displayed or replaced prior to obtaining the required permits, the specified fees shall be doubled.
- b. Payment of said double fee shall not relieve any person from complying with any City Code.

(3) **Violations.**

- a. Failure to obtain a permit.
- b. Performing work other than that which is described in the permit.
- c. Failure to maintain proper setbacks.
- d. Failure to conform to the provisions of this or other chapters.
- e. Failure to keep sign in proper repair.

(4) **Penalty & enforcement.** In addition to double fees as described, any action deemed a violation of this Chapter is enforceable by the code enforcement process, according to the City Code of Ordinances.

(5) Fee schedule shall be adopted by resolution of the City Commission. (Ord. No. 16-08, § 2(Exh. A), 4-7-2016; Ord. No. 16-31, 12-15-2016)

Sec. 115-11.2. - SIGN STANDARDS.

(a) **SIGNAGE.** Signs shall be permitted on developed properties:

(1) In all commercial, industrial & mixed use land use districts.

(2) In public/institutional & agricultural land use districts.

(3) On any property where the City Commission has approved a conditional use permit, provided that signs comply with restrictions (if any) adopted with the CUP ordinance.

(4) On any property in a residential land use district where an existing legally conforming or non-conforming non-residential use exists.

(5) In all residential & conservation land use districts only as specifically addressed herein.

(b) **FREE-STANDING SIGNS - NON-RESIDENTIAL USES.** Free standing signs in commercial, industrial, mixed use, public institutional & agricultural land use districts, or on property with an approved a conditional use permit for a non-residential use, or on any property in a residential land use district where an existing legally conforming or non-conforming non-residential use exists, shall be limited to multi-tenant ground signs & single tenant ground signs as described herein.

(1) **Maximum number of signs.** The number of freestanding signs shall be limited as follows.

a. **Basic allowance.** 1 double faced or single faced sign per parcel.

b. **Additional allowance.** Developments with 500 feet of frontage or more on a major arterial road with more than one ingress/egress shall be permitted one additional sign. The minimum separation for all signs on a parcel shall be at least 200 linear feet.

c. **Corner lots.** If a building is located on a corner lot with 2 street-facing sides, 1 sign may be located on each side served by an entryway provided there is a minimum separation of 200 linear feet.

(2) **Address.** All freestanding signs must:

a. Contain the street address number (the address will not count towards the copy area) of the property:

b. Be displayed in a contrasting color with address numbers at a minimum height of 6 inches a maximum height of 12 inches.

(3) **Setbacks.** Minimum setbacks for sign(s) shall be as follows:

a. **In all corridor design districts** (urban, suburban, & rural):

Street setback: 5 feet

Common lot setback: 10 feet

Rear setback: 10 feet

b. **Suburban & rural development design districts** (district, center and neighborhood):

Street setback: 10 feet

Common lot setback: 10 feet

Rear Setback: 10 feet

c. **Urban development design districts** (all):

Street setback: 5 feet

Common lot setback: 10 feet

Rear setback: 10 feet

(4) **Additional standards.**

a. **Height.** Sign(s) shall be a maximum of 15 feet, measured from adjacent finished grade to the top of the sign supporting structure.

b. **Size.** The maximum size of the background structure of a sign shall not exceed 110% of the total square footage of copy area. For example, 50 square foot of copy area can have 55 square feet of background structure area.

c. **Copy area.** The maximum allowable copy area of any single, stand-alone tenant ground sign & the maximum allowable copy area for any single tenant within a multi-tenant parcel shall be determined by Table 4.0. The total maximum allowable copy area for a multi-tenant ground sign shall not exceed 150 square feet.

d. **Support base.** The ground sign base shall be encased & meet the following standards:

1. Signs shall be in an enclosed base possessing a minimum width of two-thirds the width of the sign.

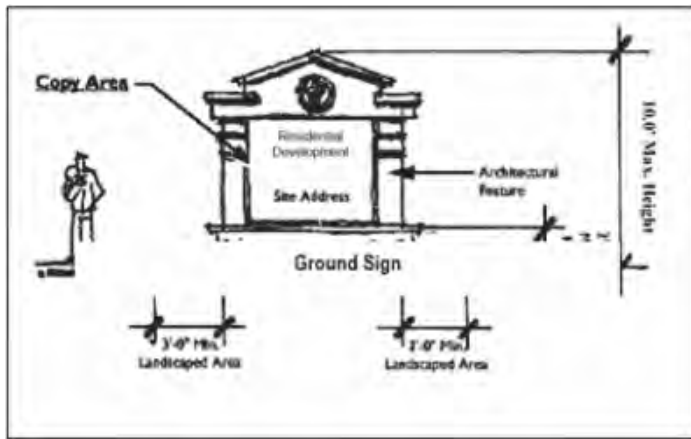
2. Base shall be designed to be compatible with the architecture of the building or other site features.

3. A minimum depth of 36 inches of landscaping shall be incorporated around the base to include low growing shrubs & ground cover &/or flowering annual to promote color. This landscaping may also be credited to the landscaping requirements in Chapters 110 & 115.

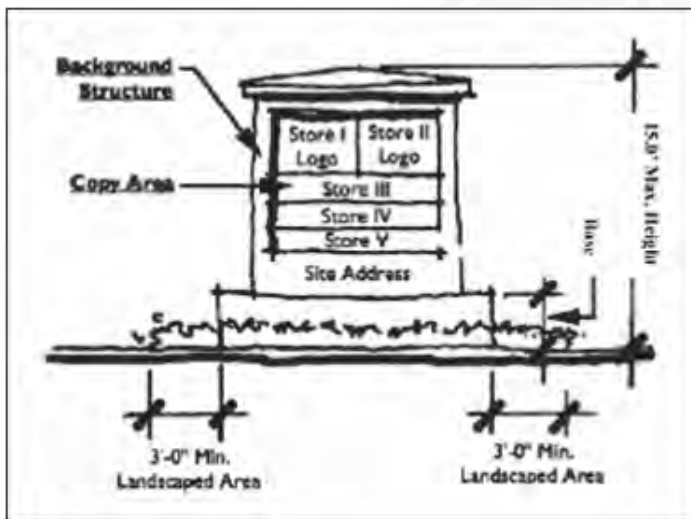
Table 4.0 Maximum Copy Size Requirements for standalone Single Tenant Signs & Individual Tenant Copy within a Multi-Tenant Sign.

Building Size (Gross Floor Area)	Maximum Copy area *
Less than or equal to 250,000 square feet	50 square feet/tenant
Over 250,000 square feet	64 square feet/tenant *

* Multi-tenant signs are limited to a total of 150 square feet of copy area



Single Tenant Ground Sign



Multi-Tenant Ground Sign

(c) FRESS-STANDING SIGNS - RESIDENTIAL & CONSERVATION USES. Free standing signs in mixed use, residential & conservation land use districts shall be limited to residential subdivision/entry feature signs to identify the name of a residential subdivision, multi-family development or nature/ecology/park facility. Any sign that does not adhere to the conditions contained herein may be approved by the City Commission, as part of a site plan/preliminary subdivision plat.

(1) **Maximum number of signs:** The number of freestanding signs shall be limited as follows.

a. **Basic allowance:** 1 double faced or single faced sign per approved residential subdivision, multi-family development, or nature/ecology/park facility in a conservation land use.

b. **Additional allowance:** Subdivision developments with more than 1 ingress/egress shall be permitted 1 additional sign. The minimum separation for all signs on shall be at least 200 linear feet.

c. **Corner lots:** If a multi-family development is located on a corner lot with 2 street-facing sides, 1 sign may be located on each side served by an entryway provided there is a minimum separation of 200 linear feet.

(2) **Address.** All freestanding signs must:

- Contain the street address number (the address will not count towards the copy area) of the property;
- Be displayed in a contrasting color with address numbers at a minimum height of 6 inches a maximum height of 12 inches.

(3) **Setbacks.** Minimum setbacks for sign(s) shall be as follows:

a. **In all corridor design districts** (urban, suburban, & rural):

Street setback: 5 feet

Common lot setback: 10 feet

Rear setback: 10 feet

b. **Suburban & rural development design districts** (district, center & neighborhood):

Street setback: 10 feet

Common lot setback: 10 feet

Rear setback: 10 feet

c. **Urban development design districts** (all):

Street setback: 5 feet

Common lot setback: 10 feet

Rear setback: 10 feet

(4) **Additional standards.**

a. **Height.** Sign(s) shall be a maximum of 10 feet, measured from adjacent finished grade to the top of the sign supporting structure.

b. **Size.** The maximum size of the background structure of a sign shall not exceed 110% of the total square footage of copy area. For example, 50 square foot of copy area can have 55 square feet of background structure area.

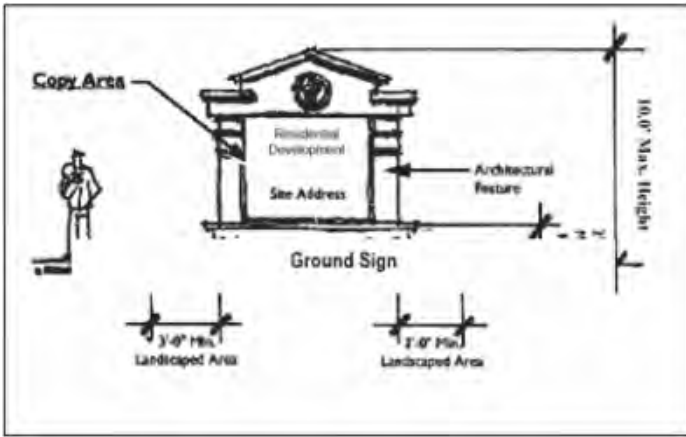
c. **Copy area.** The maximum allowable copy area of any single ground sign shall be determined by Table 4.1.

d. **Support base.** The ground sign base shall be encased & meet the following standards:

- Signs shall be in an enclosed base possessing a minimum width of two-thirds the width of the sign.
- Base shall be designed to be compatible with the architecture of the building or other site features.
- A minimum depth of 36 inches of landscaping shall be incorporated around the base to include low growing shrubs & ground cover &/or flowering annual to promote color. This landscaping may also be credited to the landscaping requirements in Chapters 110 & 115.

Table 4.1 Maximum Copy Size Requirements for Residential Subdivisions, Multi-Family Developments & Nature/Ecology/Park Facilities in Conservation

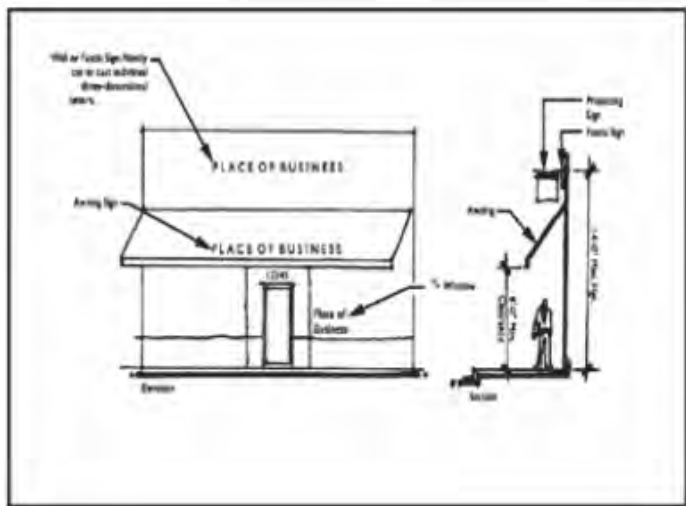
Subdivision Developments	100 square feet
Multi-Family Developments & Nature/Ecology/Park Facility	50 square feet



(d) **BUILDING SIGNS - NONRESIDENTIAL USES.** Building signs are permitted in commercial, industrial, mixed use, public institutional & agricultural land use districts, or on any property with an approved a conditional use permit for a nonresidential use, or on any property in a Residential land use district where an existing legally conforming or non-conforming nonresidential use exists, with the following provisions.

(1) **Types of signs.** Building signs shall be limited to wall, canopy, awning, marquee, & projecting signs.

(2) **Maximum number of signs.** In corridor districts, up to 2 building signs are permitted per building elevation. In all other design districts, up to 2 building signs are permitted per building frontage.



Building Signs - Elevation, Plan & Section

(3) **Placement.** The permitted building signs may be placed on the wall, awnings, or be a projecting sign in compliance with the following standards:

- a. Building signs (wall, awning, marquee, canopy) .
1. Wall signs shall display only 1 surface, shall not be mounted more than 6 inches from any wall, & shall not project more than 12 inches from the building.
2. The maximum combined copy area for building signs, including any sign backgrounds, shall be as follows:

Corridor design districts: 100 square feet per building

frontage, maximum letter size 36 inches, maximum logo size 48 inches. Maximum copy area may be distributed per sign & along building elevations as desired by the business consistent with the maximum number of signs permitted above; however, copy area per building elevation shall not exceed 100 square feet.

All other design districts: 72 square feet per building frontage, maximum letter size 24 inches, maximum logo size 24 inches. Maximum copy area may be distributed per sign as desired by the business consistent with the maximum number of signs permitted above; however, copy area per building elevation shall not exceed 72 square feet.

b. **Projecting signs** shall be limited to occupants that have a minimum of 20 feet of occupied building frontage provided that:

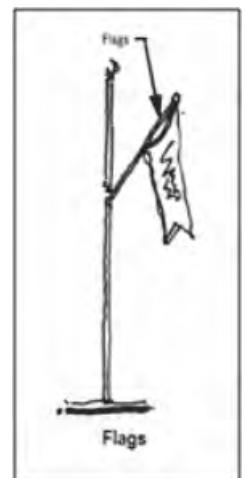
1. All projecting signs shall not exceed 4 square feet & shall have a minimum clearance of 8 feet from the ground to the bottom of the sign. A projecting sign may be a minimum of 6 feet from the ground when it is located above a landscaped area or other area that does not permit pedestrian traffic beneath said sign;
2. The projecting sign shall be placed on the building so that said signs are intended to be viewed by the pedestrians on the abutting street or pedestrian way;
3. The projecting sign shall not extend more than 4 feet from the wall of the building on which it is erected & shall not extend above the roofline or the parapet of the wall of the building on which it is erected;
4. The maximum copy area shall be 4 square feet. Additional square footage may be permitted in the urban center if the sign is creative & expressly identifies a historic character in nature. In no event shall a sign exceed 20 square feet.

(e) **BUILDING SIGNS - RESIDENTIAL USES.** Building signs to identify the name of a multi-family development are permitted in mixed use & residential land use districts for multi-family development with 3 or more units, as an alternative to a free-standing entry feature sign, with the following provisions.

(1) **Types of signs.** Building signs shall be limited to wall, canopy, awning, & marquee.

(2) Wall signs shall display only 1 surface, shall not be mounted more than 6 inches from any wall, & shall not project more than 12 inches from the building.

(3) **Maximum number & copy area of signs.** 1 building sign per building frontage. The maximum copy area per sign, including any sign backgrounds, shall be as follows:
36 square feet, maximum letter size 24 inches, maximum logo size 24



inches

(f) **SIGNAGE - OTHER.**

(1) **Window signs.** Total area of all window signs shall not exceed 50% of the total glass area of the building.

(2) **Changeable copy signage.** Freestanding signs may have up to 50% of the permitted copy area as changeable copy or digital display. Digital signs may not change the display within a time period of less than 6 seconds.

(3) **Flags.** A flag is any fabric or other flexible material attached to or designed to be flown from a flagpole. Standards are as follows:

- a. Only 2 such flags shall be permitted.
- b. The flags shall not be flown higher than a 35 foot pole, measured from grade.
- c. Only 1 flag per pole up to 6 feet by 10 feet, or 2 flags per pole up to 4 feet by 6 feet, may be flown.
- d. The flag shall maintain a 5 foot setback to any property line.

(4) In the **Central Business District**, 1 additional A-Frame or T-Frame sign, a maximum of 8 square feet, shall be permitted in conjunction with an approved right-of-way utilization permit for outdoor seating areas, outdoor planters &/or additional signage.

(5) **Illumination.** Freestanding & building signs may be illuminated in compliance with the following:

a. **Internally illuminated.**

1. The sign shall be constructed with either: an opaque background & translucent letters & symbols; or, a translucent darker colored background with a lighter contrasting color for the letters & symbols.
2. No internal lighting shall include exposed incandescent or fluorescent bulbs.

b. **External illuminated.**

1. The lighting of signs that have a height of 8 feet or less may be illuminated from the top of the sign or from the ground. The lighting of all other signs must be from the top of the sign & directed downward;
2. Indirect light sources must be shielded from the view of persons viewing the sign & be further shielded & directed so that the light shines only on the sign & that illumination beyond the copy area is minimized.

(6) **Maintenance.**

a. **Maintenance.** All signs shall be maintained in good condition & working order, & be free of graffiti, peeling paint, faded colors, &/or broken & damaged materials. Grass & weeds shall not exceed a 12-inch height at or near the base of any sign.

b. **Discontinued signs.** The owner of any permanent sign, for which the activity associated with such sign has been discontinued for a period of 90 or more consecutive days shall remove the sign, or, if desired, leave the background structure in place & replace the copy area with a blank insert, or paint over the copy area.

(Ord. No. 16-08, § 2(Exh. A), 4-7-2016; Ord. No. 16-31, 12-15-2016)

Sec. 115-11.3. - EXEMPTIONS.

No permit required. The following signs shall be exempt from the permitting requirements of this chapter & may be displayed provided that they meet all applicable standards contained herein:

(a) **Standards:**

(1) All signs permitted under this section shall be property secured to avoid the potential of the sign to become a projectile, & to prevent waving or flapping.

(2) All signs permitted under this section shall be placed on private property, except as specifically provided for herein, & must maintain a minimum 5-foot setback to any property line.

(3) The owner of any sign under this section, for which the activity associated with such sign has been discontinued for a period of 14 days, shall remove the sign & all associated background &/or supporting structures.

(b) **All land use districts** (developed & vacant property):

(1) **Public signs.** Public signs shall be permitted as approved by the City Manager or designee. Public signs shall be those signs that are deemed in the public interest &/or for advertised activities of governmental organizations or government sponsored events & could include types of signs that would not otherwise be permitted.

(2) Any sign required by a valid & applicable federal, state or local law.

(3) A single non-illuminated non-commercial message sign not exceeding 8 square feet.

(4) Additional signage may be displayed under the following conditions:

a. On properties with an **active home occupation business tax receipt**: A single non-illuminated sign not exceeding 1 square foot in area mounted flat against a wall of a structure.

b. On properties with an approved garage sale permit: A single non-illuminated sign not exceeding 4 square feet.

c. On properties with an **approved special event permit**: 2 non-illuminated signs not exceeding 24 square feet each.

d. On properties with an **active listing for sale**:

Residential districts: A single non-illuminated sign not exceeding 12 square feet.

Commercial, mixed use & other districts: A single non-illuminated sign not exceeding 32 square feet.

Corner lots & thru lots may have 1 sign per street frontage.

e. On properties with an **approved subdivision plat** with active listings for sale:

A single non-illuminated sign not exceeding 64 square feet. Subdivisions with more than 1 ingress/egress may have 1 sign per street entrance.

f. On properties with an **active building permit**:

Residential districts: A single non-illuminated sign not exceeding 32 square feet,

Commercial, mixed use & other districts: Either a single non-illuminated sign not exceeding 64 square feet, or 3

non-illuminated signs of 20 square feet each.

g. During the period between election qualifying & its subsequent election:

Residential districts: A single non-illuminated sign not exceeding 16 square feet.

Commercial, mixed use & other districts: A single non-illuminated sign not exceeding 32 square feet.

(c) Non-residential uses in all commercial, industrial & mixed use land use districts, or public/institutional & agricultural land use districts, or on property with an approved conditional use permit for a non-residential use, or on any property in a residential land use district where an existing legally conforming or non-conforming non-residential use exists, or in conservation land use districts where a nature/ecology/park facility exists, may display the following additional signs.

(1) **Temporary signs.** An informational display, banner, or other advertising device constructed of cloth, vinyl, canvas, fabric, or other temporary material with or without a structural frame, having a period of display not to exceed 12 months.

1 non-illuminated sign per building frontage not exceeding 24 square feet.

2. **Blade signs.** A flag-like banner sign, also known as feather signs or teardrop flags:

1 per 50 linear feet of street frontage not to exceed 3 & one-half feet wide & 15 feet high, with a maximum of 10 per property. A minimum of 50 feet must be maintained between blade signs. (Ord. No. 16-08, § 2(Exh. A), 4-7-2016; Ord. No. 16-31, 12-15-2016)

Sec. 115-11.4. - PROHIBITED SIGNS.

(a) The following signs are prohibited if they are visible from the public right of way:

(1) Off-site advertising signs, structures, or devices.

(2) Attention getting signs & devices, except digital message & text signs displayed in compliance with this chapter, including but not limited to:

(3) Any advertisement, banner, paper, notice or sign placed,

Animated Coursing Signs	Blinker Signs	Balloons	Digital Signs (display change 5 seconds or less)
Flashing Signs	Inflatable Signs	Intermittent	Moving Signs
Pennants	Portable Message Center Signs	Racer-type Signs	Rotating Signs
Ribbons	Streamers	Spinners	Whirligig Devices
Vehicle Signs (on vehicles not regularly used to conduct business but parked to attract attention)	Signs on Trailer Frames (with or without wheels)		

painted, pasted, printed, or nailed, or attached in any other manner, on public property or right-of-way, except as permitted in other sections of this Chapter, including but not limited to:

Bridges	Curbs	Fences	Fire Hydrants
Lamp Posts & Light Poles	Power Poles	Pump Stations	Sidewalks
Standpipes	Streets	Telephone Poles	Trees

(4) Any advertisement, banner, paper, notice or sign placed, painted, pasted, printed, or nailed, or attached in any other manner on private property, except as permitted in other sections of this chapter, including:

Fences	Fire Hydrants	Lamp Post & Light Poles	Power Poles
Pump Stations	Standpipes	Trees	Telephone Poles

(5) No sign, permanent or temporary, erected or placed that interferes with a clear sight triangle distance per FL Department of Transportation (FDOT) design standards.

(6) Roof signs.

(7) Pole sign.

(8) Pylon sign.

(9) **Unauthorized Signs Prohibited.** Unauthorized signs are prohibited on public property, private property & rights-of-way of the City, County, State, or federal government ("right-of-way"). An unauthorized sign is any sign or other material placed on public property, private property, or a right-of-way by a person without the permission of the property owner. (Ord. No. 16-08, § 2(Exh. A), 4-7-2016; Ord. No. 16-31, 12-15-2016; Ord. No. 22-____, 06-16-2022)

(b). ENFORCEMENT.

Any person who erects, places, or constructs a sign or other material on any property (public, private or a right-of-way) without the permission of the property owner shall immediately cease the activity & may be issued a citation by the City punishable by a fine not to exceed \$500, as authorized under §162.21(5), F.S., & Sections 2-57 & 2-58 of the City Code of Ordinances. Each action in violation of this section shall constitute a separate offense. Issuance of a citation does not preclude an action for injunction, issuance of a trespass warning where authorized, or any other legal remedy available to the City, including charging an offender with criminal trespass after a proper trespass warning. Any unauthorized sign or other material may be immediately removed & discarded by the property owner without notice. (Ord. No. 22-____, § 2(Exh. A), 6-16-2022)

Sec. 115-11.5. - CONDITIONAL SIGNS.

(a) **Permitted.** Permanent signs that are not addressed or permitted in this section may be permitted as conditional signs when there are unique situations or circumstances which require individual review of the location, size, & impact in order to determine the appropriateness of the sign on a particular site & its compatibility with adjacent uses.

(b) **Public hearing.** The City Commission may approve a conditional sign by resolution in a public hearing in accordance with Section 102-7.

(c) **Conditions.** The city commission may attach conditions and limitations to the approval as necessary to carry out the spirit and purpose of the land development regulations and the comprehensive plan and to prevent or minimize adverse impacts. These conditions may include, but are not limited to, size, duration, landscaping and lighting.

(d) **Findings.** In approving conditional signs, the city commission shall make the following findings:

(1) There are special circumstances & conditions peculiar to the site, the business, or the sign that are not applicable to other sites or businesses.

(2) The approval does not grant any special privilege denied to other sites or businesses.

(3) The sign is compatible with its environment & does not create any unsafe conditions or detriments to the public welfare. (Ord. No. 16-08, § 2(Exh. A), 4-7-2016; Ord. No. 16-31, 12-15-2016)

Sec. 115-11.6. - VARIANCES. Applications of the regulations may be varied in accordance with Chapter 102 of this Land Development Regulation, where, owing to special conditions, a literal enforcement of the provisions of this ordinance will, in an individual case, result in practical difficulty or unnecessary hardship peculiar to property & not people. Such variance may be granted in such individual case as provided for in Section 102-31 of this Land Development Regulation. An application review & processing fee will be paid upon application for consideration of a variance in accordance with a fee schedule approved by the City Commission. (Ord. No. 16-08, § 2(Exh. A), 4-7-2016)

Sec. 115-11.7. - NONCONFORMING SIGNS.

(a) **Alterations.** Legally existing signs that do not conform to the standards of this chapter are deemed to be non-conforming signs & the overall size cannot be increased; nor may the size of the copy area of the sign be changed; nor may the height be increased; nor may the location be changed unless the sign is made to conform to the requirements of this Chapter. The copy area/message/logo may be changed if the sign is not altered in any other way.

(b) **Demolition.** All non-conforming signs shall be removed or made to conform when the sign is substantially

demolished. For purposes of this section, a sign shall be considered substantially demolished when either:

(1) More than 50% of the upright supports of a sign structure are physically damaged such that normal repair practices of the industry would call for, in the case of wooden sign structures, replacement of the broken supports &, in the case of a metal sign structure, replacement of at least 25% of the length above ground of each broken, bent, or twisted support; or

(2) The replacement materials cost to re-erect the sign in the same condition as the previously existing sign exceeds 50% of the value of the structural materials in the sign immediately prior to destruction. Structural materials shall include all materials constituting the sign including the face, braces, poles, & any other component necessary for the sign to display a message, but shall not include any materials to replace or repaint any message or copy on the face of the sign. The value of the structural materials in the sign immediately prior to destruction shall be based on the cost of all structural materials contained in the sign as it was configured just prior to damage & the cost of such materials shall be based on normal market cost as if purchased new on or about the date of destruction, without regard to labor costs or special marketing conditions. (Ord. No. 16-08, § 2(Exh. A), 4-7-2016; Ord. No. 16-31, 12-15-2016)

SPECIAL INSERT FROM: Sec. 115-6.2.(c) - Central Business District/Urban Center Design District - Building design.

(8) Signs.

a. Wall signs shall not exceed the height of the building cornice. On street facades signs & display ads shall not exceed 10% of each main floor facade area. Wall signs should be flush-mounted or painted directly upon the flat surface of the building.

b. Wall signs shall be placed in traditional locations in order to fit within architectural features, for example:

- Above transoms
- On cornice fascia boards
- Below cornices

c. Brackets for projecting signs shall be located under the 2nd floor window sills or a maximum of 15 feet from the street level. Projecting signs shall be no larger than 9 square feet.

d. The use of sign symbols, logos, & cut-outs, particularly in projecting signs, is encouraged.

e. Signage permanently painted on glass is encouraged when under 5% of glass area.

f. Sign materials should be compatible with materials

convey durability. Individual letters, affixed directly to a sign frieze & back-lit or not, may be used.

g. Signs shall be directly or indirectly illuminated, or shall have separately back-lit letters. **Internally illuminated signs are prohibited.** Neon may be used in building interiors. The use of neon on building exteriors is usually inappropriate.

h. Spot lighting to draw attention to signs & architectural details is encouraged. Light spillage on adjacent properties is prohibited.

i. Sign designs based upon designs in use earlier than the architectural style of the building are discouraged. Signs should be in the same style as the building.

j. The use of the following, are prohibited in the Central Business District:

- Internally lit &/or plastic awnings, with or without signs
- Internally lit signs
- Flashing signs
- Pedestal signs & pole mounted signs
- Ground mounted signs
- Mass-produced blow molded plastic signs
- Portable trailer signs
- Historically incompatible canopies, awnings, & imitation mansard roofs made of metal, rough-sawn wood, plastic, shakes, or asphalt roofing.