

ARTICLE
BUSINESS ADVERTISING
SIGNAGE, SIGNAGE LIGHTING,
AND LIGHT FIXTURES FOR COMMERCIAL PROPERTIES



100 Block Duval Street postcard ca.1908

Monroe County Library Collection

1. Intent:

Signs are a business signature to the exterior world. The City finds that unregulated and uncontrolled installation and maintenance of signs results in a gaudy and garish atmosphere that is out of harmony with the character of the historic district. The Historic Architectural Review Commission has determined that the lack of specific regulations for signs results in an unfair and difficult decision process when reviewing new sign proposals.

The purpose of these guidelines is to promote sign design that is harmonious with the architectural and pedestrian quality that characterizes the historic district. These regulations promote the use of signage that is appropriate for their location and the surrounding streetscape.

These guidelines advise on types of signage, scale, and signage location to protect the architectural integrity of the historic district. The main goal of these guidelines is to eliminate visual clutter along buildings and public streets and to fulfill the functions of identifying and advertising a business effectively with a high degree of design quality, while respecting the historic character of buildings and surrounding context. The guidelines also support the reconstruction and replication of appropriate historic signs that were once part of the streetscape experience.



*Coding: Added language is underlined, deleted language is ~~struck through~~. Added Language at 2nd reading is double underlined, deleted is ~~double strike through~~.

2. Review process:

The Historic Architectural Review Commission, or its designee, is in charge of reviewing any **new** proposed sign in designated historic zoning districts. ~~Proposed signs include, but are not limited to, new, resurfacing with same or new copy, repainting, restoring, alteration, or relocation. Removal of existing signs also requires HARC review.~~ Some specific signs and installation procedures may require a right-of-way permit and revocable licenses. The review includes the appropriateness of the sign by its proposed design, color, finish, materials, size, allowed square footage, and location. In addition, sign lighting and its effects at night is also part of the review. The determination of appropriateness will take into consideration the proposed sign as an addition to a building and its effect to the site and surrounding streetscape.



The Certificate of Appropriateness application must include scaled drawings depicting the proposed sign design, materials, and location. Photos of the building and proposed location, color rendering of the proposed sign, business frontage linear footage, and specifications for lighting, if applicable, are required. Night view renderings for proposed signs with lighting are also required. Signs mounted on brackets or poles shall include the specifications of such elements as part of the application. Staff may request additional information for clarification. All sign definitions included under Chapter 114 of the Land Development Regulations shall apply to these guidelines. Illegal signs shall be removed during the first year of the adoption of the ordinance for which these guidelines are derived.

3. After Review:

After approval, the applicant will have one (1) calendar year to install the sign. A Certificate of Appropriateness for an approved sign is null if no installation occurs after the one-year period. Any changes alterations to an approved sign, including but not limited to size, design, illumination and location, will require a new certificate of appropriateness.

Changes Alterations to a sign made without prior approval will be in violation of these guidelines. Before installation, consult the building department for any further approvals requirements. All approved signs require a final inspection.

4. Objectives and General Guidelines:

Signs design begins with the building. Many historic commercial buildings have specific locations for their signs. A building's proportions, scale and façade symmetry as well as the street character and neighboring structures must be essential elements when considering size, location, and type of signs in a building. Signs should not cover, obscure, or become discordant with existing architectural elements, features, or proportions found on a building. Signs cannot dominate or detract from the visual character of the surrounding context and streetscape.

4-a Main Objectives:

4-a.1 Objective- Recognize the historic character of the building and its surrounding historic context.

Signage should be harmonious and complimentary to the building and its site. The age of a building, its style, and architecture quality, all need to be take into consideration when designing a sign.

4-a.1.a: Scale-Signs shall be proportional to the building's façade or site. Height and width of signs must be subordinate to the overall building composition.

4-a.1.b: Obstruction of architectural features- No sign will obscure any architectural element such as windows, doors, cornices, fascia boards, trims, balusters, columns, porches or any decorative element.



4-a.1.c: Understanding the building façade- Most of the commercial buildings in the historic district have a signboard over their entrance or under the second floor windows sill. The lower portion and center of storefronts were also traditional places for signs. Reinforcing symmetry of a façade by the placement of appropriate sized signs is encouraged. The sign shall respect the building's size, scale, mass, height, and rhythm, as well as sizes of doors, windows, and storefronts.

4-a.1.d: Many historic single-family houses were adapted to commercial use- Design and installation of signage on a building not designed for commercial occupancy can be a challenging task. The integrity of those structures shall not be diminished by the use of inappropriate signs.

4-a.1.e: Lighting- The most appropriate lighting source for signage in the historic district is indirect light. Signage with light features such as LED, bulb clusters, neon, or any other type of illumination source shall not overpower the building or streetscape. The type of light proposed for a sign must be compatible with the historic period of the building to which will be installed. Illuminated signs shall not shine into or create glare at pedestrian or vehicular traffic, nor shall they shine into adjacent areas.

4-a.2 Objective - Maintain buildings and streetscape free of visual clutter.

The size and location of signs in a building can clutter a façade if not designed appropriately. Having too large or too many signs are not synonymous with attracting more people to an establishment; rather it can make the first impression of a business chaotic and uninviting. Signs that are sensible to the building’s façade and streetscape are visually pleasant and will be more appealing to the sight of passersby.

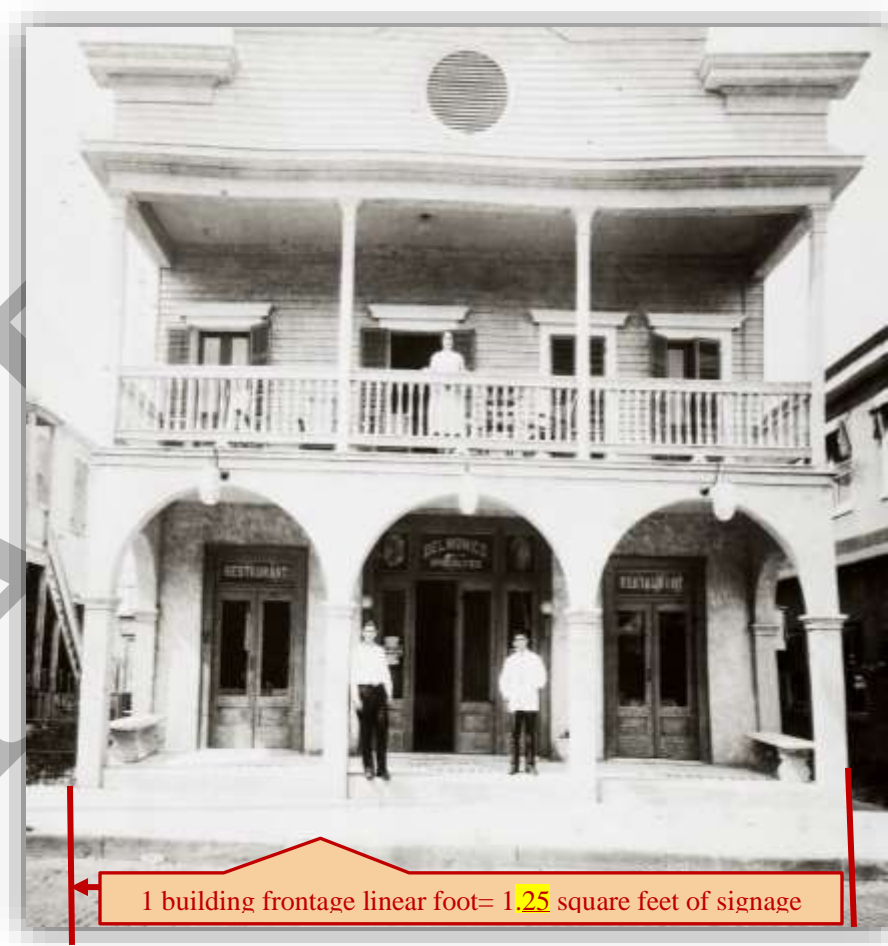


218 Duval Street ca. 1950- Monroe County Library

Signs shall be proportionate to the building façade and street. **As this photograph portrays,** too many signs create visual clutter on the streetscape.

4-a.2.a: Buildings not designed for multiple tenants- Historically commercial buildings in Old Town housed a single business. Over time, some buildings were sub-divided to accommodate several establishments. Multiple tenants sharing interior building space, whether it has interior sub-divisions or not, must design cohesive signs; signs in one building cannot overshadow each other

4-a.2.b: How much signage is appropriate?- Allowed signs shall be based on the frontage linear footage a business occupies; one and a quarter (1.25) square foot feet of signage will be permitted per one linear foot of business frontage. The maximum allowed square footage for each frontage is eighty (80) square feet, but square footage cannot be combined. However, the location of signs as well as their size must not overcrowd any portions of a building façade or site.



218 Duval Street 1912- Monroe County Library

4-a.3 Objective- Preservation of the pedestrian oriented quality of the commercial corridors.

A unique quality found in the historic district is its pedestrian orientation. It is a guiding principle that such quality be preserved. Size and placement of signage must contribute to the pedestrian character and low-rise architectural scale of buildings.

4-a.3.a: Pedestrian orientation- The orientation and location of signs should be towards the sidewalk and street in order to maintain the pedestrian nature of the historic district.

4-a.3.b: Sign location- For one and a half-stories or taller buildings, signs cannot be above any second floor window's sill. For one-story buildings, signs cannot be installed above a decorative cornice or fascia board. Signs shall not extend above the top of the adjoining parapet wall on a building with a flat roof or above the adjoining eave line on a building with a pitch roof. The installation of signs over a pediment, a stepped parapet, or railings is not allowed.



505 Duval Street ca. 1960- Monroe County Library

Inappropriate sign, it obscures character-defining elements of the building and it is out of scale.

4-a.4 Objective- Preservation of historic and or iconic signs, and reconstruction of appropriate historic signage.

Historic or iconic signs that are intrinsic to a building or a site must be preserved. The reconstruction or replication of *appropriate* historic signage is allowed, when historic documentation proves its existence.

4-a.4. a: Maintenance of historic signs- Repairs and maintenance in-kind is permitted when any part of a historic sign is deteriorated beyond repair. If a historic sign has lighting fixtures that are no longer available or economically feasible to operate, other similar available lighting sources may be considered.

4-a.4.b: Reconstruction- When pictorial evidence confirms that a sign was on a specific location and if the sign is intrinsic to the significance of the building, its site, and streetscape, reconstruction may be considered as an appropriate new addition to the historic district. The reconstruction of a historic sign that proposes a different copy and or different light source may be presented for review. ~~Plastic signs of any kind will not be considered for reconstruction since plastic signs were not available at the time of the period of significance of the historic district.~~



Postcard of President Eisenhower on Truman Avenue

Monroe County Library- The laundry painted wall sign still in place

4-a.4.c: The Historic Architectural Review Commission recognizes historic and/or iconic signs as significant additions to the historic district due to their historic value, design quality, and iconic symbolism. The following list of signs is not intended to be all inclusive and can be amended or added to, as various historic or iconic signs become known using the criteria set forth herein:

HISTORIC AND/OR ICONIC SIGNS

<u>SIGN COPY AND YEAR</u>	<u>ADDRESS</u>	<u>TYPE OF SIGN</u>
<u>800 Caroline</u>	<u>800 Caroline Street</u>	<u>Double faced carved wood projecting on the corner of Caroline and William streets.</u>
<u>Pepe’s Café</u>	<u>806 Caroline Street</u>	<u>Double faced wood painted sign over canopy perpendicular to Caroline street. Wood painted band at bottom of canopy.</u>
<u>Bait</u>	<u>806 Caroline Street</u>	<u>Projecting metal box with exposed neon over letters. Sign is not in use and it is resting in the roof.</u>
<u>Sloppy Joes -mid 1950-1963</u>	<u>201 Duval Street</u>	<u>Painted wall letters- neon tubes over letters facing Duval Street. Neon tubes over awning painted letters and neon tube outlining metal awning facing Duval Street.</u>
<u>Shorty’s- 1968</u>	<u>215 Duval Street</u>	<u>Double faced projecting metal box with exposed neon over letters.</u>
<u>Kress- ca. 1920’s- actual signs 1980’s replicas</u>	<u>500 Duval Street</u>	<u>Free standing red letters attached to parapet facing Duval and Fleming streets</u>
<u>Pace- ca. 1940</u>	<u>501 Duval Street</u>	<u>High-relief letters over wall facing Duval Street</u>
<u>San Carlos- 1924</u>	<u>516 Duval Street</u>	<u>High-relief letters over wall facing Duval Street</u>
<u>Strand- Refurbished 2005</u>	<u>527 Duval Street</u>	<u>Marquee sign with exposed neon tube and incandescent bulbs.</u>
<u>The Southard Hotel- Replica made in 2013 (Pegasus Hotel)</u>	<u>537 Duval Street</u>	<u>Double face projecting installed in the corner of Duval and Southard Streets. Metal box with halo effect letters.</u>
<u>Key Lodge Motel- Orchid Key Inn-1948</u>	<u>1104 Duval Street</u>	<u>Concrete monument sign with neon tubes over letters.</u>
<u>Tropic Cinema-ca. 2003</u>	<u>416 Eaton Street</u>	<u>Marquee sign with exposed neon tube and exposed incandescent bulbs.</u>
<u>A & B Lobster House-ca. 1968</u>	<u>700 Front Street</u>	<u>Pylon with exposed neon and incandescent bulbs</u>

<u>SIGN COPY AND YEAR</u>	<u>ADDRESS</u>	<u>TYPE OF SIGN</u>
<u>Faustos</u>	<u>522 Fleming Street</u>	<u>Carved and painted wood wall sign.</u>
<u>Captain Tony's-1950's</u>	<u>428 Greene Street</u>	<u>Goliath Grouper</u>
<u>Petronia Street Arch</u>	<u>Petronia and Duval Streets</u>	<u>Detached metal archway with concrete base.</u>
<u>Blue Marlin Motel-ca 1955-1957</u>	<u>1314 Simonton Street</u>	<u>Neon tubes over wall letters installed on front curved walls. Pylon sign with exposed neon tubes.</u>
<u>Santa Maria- ca. 1956-1958- Signs refurbished in 2006.</u>	<u>1401 Simonton Street</u>	<u>Freestanding metal letters and logo attached to wall perpendicular to Simonton Street. Metal letters interiorly illuminated with neon canopy sign.</u>
<u>Blue Heaven- 1950's</u>	<u>729 Thomas Street</u>	<u>Double faced projecting metal box with exposed neon over letters.</u>
<u>Margaret- Truman Launderette- Repainted</u>	<u>900 Truman Avenue</u>	<u>Letters painted over walls facing Truman and Margaret (Famous postcard of Eisenhower on the corner).</u>
<u>Faustos</u>	<u>1105 White Street</u>	<u>Carved and painted wood wall sign.</u>
<u>Aquarium-ca. 1933</u>	<u>1 Whitehead Street</u>	<u>High-relief letters over wall facing Wolkowsky Alley.</u>
<u>Birthplace of Pan American</u>	<u>301 Whitehead Street</u>	<u>Double faced wood painted hanging sign perpendicular to Caroline street.</u>
<u>End of US 1 road-refurbished</u>	<u>500 Whitehead Street</u>	<u>Detached wood with painted letters.</u>
<u>The Green Parrot- ca. 1070</u>	<u>601 Whitehead Street</u>	<u>Double faced wood painted hanging sign perpendicular to Whitehead and Southard streets.</u>
<u>Bahama Village Market</u>	<u>802 Whitehead Street</u>	<u>Freestanding metal arch.</u>
<u>Buoy Southernmost point-ca. 1982</u>	<u>South end of Whitehead Street</u>	<u>Concrete structure with painted letters.</u>

4-a.4.d Historic signs will be reviewed and approved on a case-by case basis. In order for a sign be considered historic, the sign shall be at least fifty (50) years of age and shall comply with the definition of historic sign. At least two (2) forms of the following documents should be submitted with the application and shall be deemed reasonable evidence that the sign has fifty (50) or more years of presence in the Key West

historic district, including but not limited to: photographs, permits, approved applications, purchase receipts or other similar documents. Affidavits to support the existence of a sign are allowed, but cannot be the sole record upon which the decision is based.

4-a.4.e Iconic signs will be reviewed and approved on a case-by case basis. In order for a sign be consider iconic, the sign shall be at least ten (10) years of age and shall comply with the definition of iconic sign. At least two (2) forms of the following documents should be submitted with the application and shall be deemed reasonable evidence that the sign has ten (10) or more years of presence in the Key West historic district, including but not limited to: photographs, permits, approved applications, purchase receipts or other similar documents. Affidavits to support the existence of a sign are allowed, but cannot be the sole record upon which the decision is based.

4-a.4.f: Ghost signs are historic signs and as such, the guidelines promote their preservation. The removal of material over ghost signs as well as any repairs to the walls where they were painted must be done gently. The design of a new sign that looks like a ghost sign or a recreation of such sign is discouraged and prohibited; false sense of history is contrary to preservation principles. Only light sources that are appropriate to the period of the building and to the sign will be allowed.



Photograph of Captain Tony's Goliath Grouper now located at 428 Greene Street

Monroe County Library

4-a.5 Objective - Signs should reflect the architectural and urban quality of the area in which they are installed.

The historic district comprises of distinctive commercial and mixed-use areas that contribute to its urban diversity. Due to the intensity in use and type of commercial enterprise, the City has created a Signage Overlay District map that reflects three specific commercial corridors within the historic district, the Entertainment Corridor zone, the Traditional Commercial Corridor zone, and the Peripheral Commercial- Residential Corridor zone. The Signage zone map hereby is adopted as part of the Guidelines.

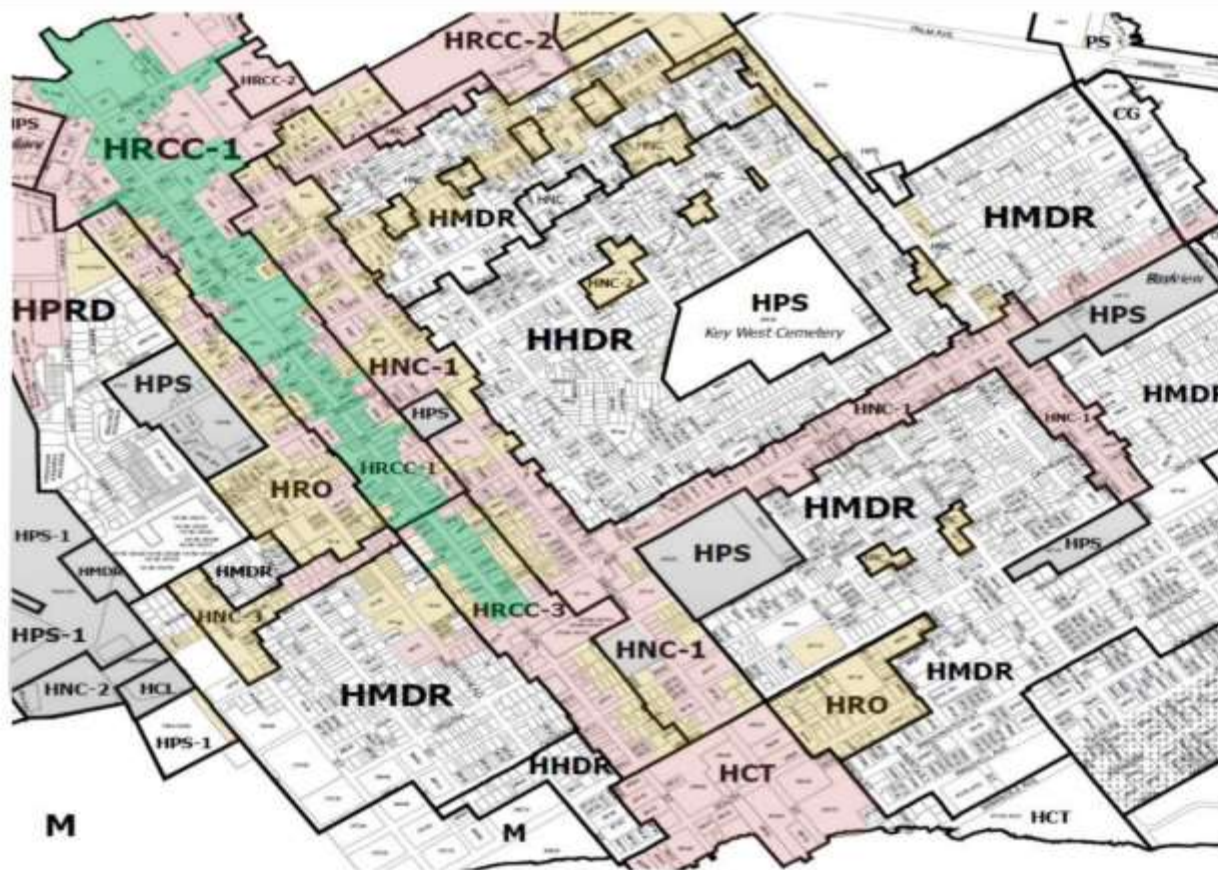
The Entertainment Corridor zone (ECZ) includes areas in the district that have the most concentration of high commercial intensity use. Nightlife entertainment and bars are much concentrated in this specific zone. The zone comprises the portion of Duval Street starting on the northwest end up to the north side of the intersection with Truman Avenue. The first lot on each street intersection is included in the zone. The zone also includes Front Street, from its intersection with Duval Street up to the end on the north side waterfront. Green Street is also included from its

intersection with Whitehead Street up to the west side of its intersection with Simonton Street.

The Traditional Commercial Corridor zone (TCCZ) includes a mix use of commercial and residential, transient and non-transient, uses. This corridor provides a less intense commercial operation; with more services, professional and restaurant uses. The Corridor includes most of Truman Avenue, Duval Street south of its intersection with Truman Avenue up to its southern point in the waterfront, most of Simonton Street and Caroline Street as well as the Key West Bight area.

The Peripheral Commercial- Residential Corridor zone (PCRCZ) comprises areas that have a much larger concentration of residential use, either transient or non-transient in nature, than commercial uses and commercial use may be sparse. Streets under this corridor include portions of Eaton Street, east of Simonton Street up to its intersection with White Street, Whitehead Street, south from Greene Street up to Angela Street, among others.

Historic District Signage Corridors Map



Proposed signage corridors typically follow zoning district boundaries for properties within Historic/ Mixed use/ Commercial zoning districts except where:

1. Commercial non-conforming uses exist



Historic District Signage
Task Force 2015

Areas not included in the Signage Corridor Overlay District map are residential zones (RZ) in nature.

Please review the Signage Overlay District map and confer with staff to confirm specific locations.

4-a 5.1- Recommended signs to be installed according to the Signage Overlay District map:

<u>Type of Sign</u>	<u>ECZ</u>	<u>TCCZ</u>	<u>PCRCZ</u>
<u>Awning Lettering</u>	<u>X</u>	<u>X</u>	<u>X</u>
<u>Banners- temporary</u>	<u>X</u>	<u>X</u>	<u>X</u>
<u>Brand</u>	<u>X</u>	<u>X</u>	
<u>Business Identification</u>	<u>X</u>	<u>X</u>	<u>X</u>
<u>Directory</u>	<u>X</u>	<u>X</u>	
<u>Floor</u>	<u>X</u>	<u>X</u>	
<u>Freestanding</u>	<u>X</u>	<u>X</u>	<u>X</u>
<u>Halo Effect</u>	<u>X</u>	<u>X</u>	
<u>Hanging</u>	<u>X</u>	<u>X</u>	<u>X</u>
<u>Informational/descriptive</u>	<u>X</u>	<u>X</u>	<u>X</u>
<u>Interior Illuminated</u>	<u>X</u>	<u>X</u>	
<u>Marquee</u>	<u>X</u>		
<u>Menu boards/ box</u>	<u>X</u>	<u>X</u>	<u>X</u>
<u>Neon/ LED exposed tubes</u>	<u>X</u>	<u>X</u>	
<u>Projecting</u>	<u>X</u>	<u>X</u>	<u>X</u>
<u>Wall</u>	<u>X</u>	<u>X</u>	<u>X</u>
<u>Window/ door</u>	<u>X</u>	<u>X</u>	<u>X</u>



Duval Street ca. 1950- Monroe County Library

Too many signs not oriented to the pedestrian level create visual clutter and chaos.

The recommended signs per each corridor will have specific regulations depending on the type and zone.

4-a.6 Objective - Prohibition of signs that are not traditional or related to the period of significance of the historic district or signs that create visual clutter to the district.

The City finds that the following signs are not appropriate to any building or site within the historic zoning district. ~~Prohibited signs would not be considered for any review either by staff or by the Historic Architectural Review Commission, no exceptions shall be considered.~~

1. Animated signs within one (1) foot of a building façade facing any right-of-way and including vacant lots or parking areas.

2. Bus bench signs.

~~3. Plastic signs, with the exception of vinyl letters and logos applied to fabric awnings' valance, windows, and or doors. Temporary banner signs, approved by staff, can be made of vinyl or other plastic material.~~ Digitally printed signs, with the exception of printed letters, symbols, or logos attached to high relief surfaces of three dimensional, carved, or sand blasted panels. The use of corrugated PVC and molded plastic is prohibited, with exception of matte finished painted plastic letters.

4. Portable signs, with the exception of "A" frame, made of wood used as a menu board, not exceeding eight (8) square feet, one per building with a restaurant or bar, and located at least eight (8) feet from property lines.

5. Roof signs.

6. Signs painted directly on the exterior wall or roof of a building, unless deemed historically appropriate by HARC.

7. Snipe signs.

8. Temporary store window signs, including going out of business signs, when their square footage cause a violation of section 114-104; provided, however, that menu and public notice signs are not included in this prohibition. A public notice sign means a sign advertising an arts event, a political event or candidate, a community event, or such other event open to the public.

9. Poster board signs.

10. Billboards.

11. Animated rotating and or fluttering devices, fringe, and pennant string streamer.

12. Off- premises signs.

13. Signs that are placed on public sidewalks or public property, including but not limited to hydrant, utility pole, tree, or public fence.

14. Interior illuminated signs.

4-b General Guidelines:

4-b. 1: The amount of allowed signs based on the frontage linear footage a business occupies will also apply to kiosks ~~booths, and carts located outside of a~~ that are located in or attached to the primary building or structure of a site and are not stand alone structures.

4-b.2: For kiosks that are stand alone structures in a site the amount of allowed signs will be two (2) square feet per linear foot for each open side, and up to a maximum of twenty (20) square feet per each open side. Allowed square footage will be per each open frontage and cannot be combined.

4-b.3: For booths and carts the amount of allowed signs cannot exceed twelve (12) square feet. All signs shall be attached to the booth or cart.

4-b. ~~2~~ 4: The Land Development Regulations require that no sign be installed in the required clear sight triangle. No exceptions shall be granted.

4-b. ~~3~~ 5: The Land Development Regulations require that on-site development signs installed over construction fences or walls

cannot cover more than twenty (20) percent of the fence. Construction signs will not require a Certificate of Appropriateness. By the tenth (10) day after an approval of a final inspection, all construction signs shall be removed from the site.

4-b. ~~4~~ 6: Political signs do not require a Certificate of Appropriateness.

4-b.7: Legal Non-Conforming Signs- Legal non-conforming signs, which were in existence on or before 2005, can be repaired or replaced as long as the size, illumination, and three-dimensional footprint remains the same. In order for a sign be consider legal non-conforming, the sign shall have been in existence since at least 2005. At least two (2) forms of the following documents should be submitted with the application and shall be deemed reasonable evidence that the sign has been in existence since 2005, including but not limited to: photographs, permits, approved applications, purchase receipts or other similar documents. Affidavits to support the existence of a sign are allowed, as reasonable evidence, but cannot be the sole record upon which the decision is based.

5. Specific Signs Guidelines:

The following list describes specific guidelines for each type of sign that is appropriate within the historic zoning districts. All approved signs will be counted towards the percentage of allowed signs. **No exceptions to any of the guidelines will be granted, unless expressly noted.**

5-a. “A”-frame signs:

5-a.1: Exceptions- An exception may be granted if the “A” frame sign is used as a menu board, only for restaurants or bars. The sign shall be installed inside of the site where the business is located and at least 2’ setback from any property line and cannot exceed eight (8) square feet. If an exception is granted the sign square footage shall be counted towards the allowed percentage of signage. If approved, only the sign can be install in the Entertainment and Traditional Commercial Corridors and must meet each of the following criteria:

5-a .1(a): The sign must have a wood frame with no plastic or metal board.

5-a .1(b): The sign cannot have any attached light fixture.



817 Simonton Street-ca. 1960- Monroe County Library
If approved an “A” frame sign cannot be on city property and must comply with guidelines 5-a.1.

5-a.1(c): Only one “A” frame sign per building can be allowed.

5-b. Awning signs:

5-b.1: Awning signs will be only allowed on first floor awnings.

5-b.2: Design- Lettering and copy shall be placed only on the valance portion of the awning. No letters, logos or any design shall be placed on the top or inside of the awning. The size of the awning copy cannot exceed ~~two-thirds (2/3)~~ 80% of the height of the valance. Attaching If a new sign is attached as a patch of fabric over a ~~that has the sign~~ painted or sewn onto it to an existing awning is not permitted the background of the new fabric must match, as much as possible, the existing fabric color. If approved, the sign square footage should be counted towards the allowed permissible signs.

5-b.3: Lighting- It is prohibited to attach any type of light fixtures under or attached over any awning or its frame in order to make it glow or to illuminate any signage.

5-b.4: Materials- Awning signs shall be directly painted, sewed, or pressed-on to the fabric. Copy can be made of vinyl, or special paint for awnings. It is prohibited to attach to the fabric’s surface of an awning any other type of sign that is not mentioned in this section.

5-b.5: Multiple tenants and awning signage- The design of different signs in one or various awnings due to multiple tenants must be



End of Duval Street- Monroe County Library
If approved, awning signs shall be installed on the valance.

harmonious in color, lettering sizes and shall complement each other. The installation of awning signs that will outshine or dominate other existing signs in an awning is not permitted

5-c: Banner signs:

5-d.1: Exceptions- Temporary banner signs that are designed to promote a special event, such as a Grand Opening or charity function may be permitted and approved by staff if the following criteria is met:

5-d.1 (a): Banner shall only be installed on private and occupied commercial property.

5-d.1 (b): Banner cannot advertise a product, going-out-of-business sale or other “special” sale.

5-d.1 (c): Banner cannot be installed for more than ten (10) consecutive days. Only one banner per building is allowed.

5-d.1 (d): Banners cannot exceed thirty (30) inches in height and cannot be wider than fifty percent (50%) of the linear frontage of the business to which be installed.

5-d.1 (e): The banner cannot have any attached light fixture and can be made of vinyl.



Duval Street ca. 1950- Monroe County Library
Only temporary banner signs for buildings may be allowed.

A proponent that wishes to install temporary banners on street light poles shall request permission from the governmental entity who owns the poles. Approved banners must have at least eight (8) feet of clearance from sidewalks and shall not obscure any light source. After the government agency approves the temporary banners HARC staff will review the design for appropriateness and compliance.

5-e: Brand signs: When a business does not contain a brand in its sign name, the following guidelines shall apply:

5-e.1: Design- Brand signs are only allowed on windows and doors. Brand signs cannot exceed four (4) square feet and cannot cover more than twenty percent (20%) of a window, window display or door. No more than two (2) brand signs are allowed on a building main frontage elevation. In the ECZ, secondary facades can have one brand sign per building; in the TCCZ, secondary facades shall not have any brand signs. If approved, brand signs will count towards the square footage of approved signs.

5-e.2 Lighting- No neon or LED brand signs are allowed on any building elevations. No exceptions for neon or LED brand signs shall be granted.

5-e.3: Materials- Brand signs that are window signs can be painted directly on a window, storefront, or door. Vinyl letters can also be used for brand signs installed on windows or window display. No plastic brand signs can be installed in windows or in the first one (1) foot behind a window, storefront, or store side.



728 Simonton Street ca. 1965- Monroe County Library

No more than two brand signs are allowed.

Allowed brand signs shall comply with guidelines 5-e.

5-f Business identification signs:

5-f.1: Design- Business signs ~~must~~ are preferred to be horizontally oriented. If historic photographs can prove that previous signs were vertically oriented, this evidence ~~may~~ will be considered for review. ~~The sign cannot be taller than thirty (30) inches. Business signs should be installed above the main entrance and can include the type of business without informing specific products, brands, services, or items found inside of the premises. If a business is part of a brand or chain, a logo of the brand is allowed. Business identification signs only will be allowed on the first floor area. On buildings higher than one floor business sign cannot extend beyond the second floor windowsills.~~ Graphic evidence of historically **appropriate** business signs that support a new proposed sign that do not conform to these design guidelines ~~may~~ will be consider for review. An awning, floor, window, hanging, or door sign can be a business identification sign.

5-f.2: Lighting- In addition of white color, only a second color of light source will be allowed per sign. No more than two light source colors per building will be allowed. LED, neon, incandescent or fluorescent light sources will be the only sources permitted. Same intensity of the light source will be allowed per building. If external light fixtures are used, they must be the same in design, size, and color per building.

5-f.3: Materials- Business signs can be of any material, ~~except plastic,~~ with the exception of those materials mentioned under section 4a.6.

5-f.4: Multiple tenants- Multiple business signs that will out shadow or dominate other signs in a building facade will not be allowed.



101 Simonton Street ca. 1900- Monroe County Library
Business identification signs will inform to the passerby the business name. Informational signs on windows complement the business and reinforce the facade symmetry.

5-g: Directory signs:

5-g.1: Design- ~~A Businesses which share a common area, common entrance or a~~ building with two or more ~~tenants~~ ~~businesses~~ not exposed to exterior storefronts or first floor windows can have ~~one~~ directory signs. A wall directory ~~sign~~ sign must be proportional to the number of tenants in the building. ~~The minimum square footage for a directory sign of two tenants will be two and a half (2.5) square feet and the maximum allowed directory sign by each tenant allowed directory sign would be six (6) square feet with a maximum height of thirty six (36) inches.~~ ~~The sign shall have individual plaques per each tenant and the background of each plaque must be the same.~~ The name of the building may be added to the directory sign. Letters shall not exceed twelve (12) inches in height, ~~unless stylized letters are used.~~ Directory signs cannot be installed on fences, ~~or as a freestanding sign~~. If approved, the directory sign square footage should be counted towards the allowed permissible signs.

5-g.2: Lighting- Directory signs may have one external light fixture no larger than .50 square feet. Any other types of light, including lights used to outline a directory, are prohibited.

5-g.3: Materials- Directory signs can be made ~~of wood, metal, or combination.~~ ~~No plastic or composite material is allowed of any material permitted under section 4-a.6.~~



203 Duval Street ca. 1965 Monroe County Library
Mosaic tile floors and business name.

5-h: Floor signs:

5-h.1: Design- Floor signs must be harmonious with the historic period of the building. If the floors are historic and original to the building, a floor sign will not be allowed. If a floor sign is deemed appropriate the sign cannot cover more than twenty five (25) percent of the exterior floor. If a new floor sign is replicating a previous historic sign, the new sign must be similar to the historic one in terms of design, size, materials, and color. If deemed appropriate the sign will count towards the percentage of allowed signs.

If historic floor sign is discover during a rehabilitation or remodeling process, the Commission will encourage its restoration. Restored historic floor signs will not count towards the percentage of allowed signs since they may not be related to the actual business.

5-i: Freestanding or ground signs:

5-i.1: Freestanding signs taller than thirty (30) inches must be setback at least two (2) feet from property lines. Freestanding signs shall be in proportion to the building and it surrounding structures and streetscape. Only one freestanding sign, with exception of directory signs, will be allowed, per building location. Freestanding signs cannot have more than two faces and they shall should be back-to-back.



602 Truman Avenue- Monroe County Library

Freestanding signs shall be in proportion to the building and its surroundings.

Freestanding signs will have no more than two (2) sources of indirect light. Only one direct light fixture can be attached to a freestanding sign and it cannot be larger than .50 square feet. Gooseneck fixtures or any type of light fixture use to outline any part of a freestanding sign is not allowed. Faces of freestanding pole signs can only be made out of wood or metal of any material permitted under section 4-a.6.

For one or two posts signs, posts can be made of wood, or painted aluminum. Monument signs can be made out of concrete, brick, wood, or combination. No plastic or composite material would be allowed on any part of a freestanding sign.

Acceptable forms of freestanding signs are the following:

5-i.2 : Two poles freestanding signs-For the Entertainment and Traditional Commercial Corridors the width of the proposed signs cannot exceed ten (10) percent of the lot frontage and shall not exceed five (5) feet in height, including the posts. For the Peripheral Commercial- Residential corridor, two pole signs cannot exceed five (5) percent of the lot frontage and shall not exceed four (4) feet in height, including posts. Each face of the sign will count towards the percentage of allowed signs.

5-i.3: Single pole freestanding sign - Pole cannot be taller than six (6)



**Corner of Duval Street and Smith Lane 1917-
Monroe County Library**

Signs that create archways will be reviewed as structures including appropriateness of mass, scale, and proportions.

feet and sign will be considered a hanging one. The sign can be installed both parallel of perpendicular to the front property line and cannot extend to the public right-of-way. All faces of the sign will count towards the percentage of allowed signs.

5-i.4: Monument Signs- Monument signs must comply with the clear sight triangle requirement, if located on a corner. Monument signs shall be proportional to the building, the site, and it surrounding structures. Monument signs proposed for the Entertainment and Traditional Commercial Corridors shall have a width not exceed ten (10) percent of the lot frontage or not exceed seven (7) feet, whichever is smaller; and shall not exceed five feet in height, including the base. Monument signs shall not interfere with any setbacks required for emergency egress. This sign will count towards the percentage of allowed signs. For the Peripheral Commercial-Residential corridor, monument signs cannot exceed five (5) percent of the lot frontage, or not exceed six (6) feet, whichever is smaller; and shall not exceed four (4) feet in height, including the base. This sign will count towards the percentage of allowed signs.

Freestanding signs or designs that create archways or entryways will be reviewed as structures and appropriateness will be determined based on the scale, mass, height, and proportions of the structure. These signs cannot exceed ten (10) percent of the width of the lot. If considered appropriate it will count towards the signage percentage.



Corner of Truman and Simonton- Monroe County Library 1964

Too many signs can create visual clutter.

5-j: Halo effect signs

5-j.1: Design- Halo effect signs will comply with specific type of sign guidelines. Only the following type of signs may have halo effect:

5-j.1 (a): Hanging signs-For the ECZ this type of signs may have halo effect and up to two colors of light source, but the halo effect only can be used on a single no more than two layers and only on the face of the sign. Halo effect An open face light source cannot be used to highlight the contour of the sign. For the TCCZ this type of sign can only use one color of light source on a single layer of the sign.

5-j.1 (b): Projecting signs- For the ECZ this type of signs may have halo effect and up to two colors of light source, but the halo effect only can be used on a single no more than two layers and only on the face of the sign. Halo effect cannot be used to only highlight the contour of the a sign. Halo effect cannot be used to highlight the contour of the sign. For the TCCZ this type of sign can only use one color of light source on a single layer of the sign.

5-j.1 (c): Wall signs-This type of signs may have up to two colors, been white one of them, of halo effect that can only be used on a single layer within the sign. Halo effect can only be used on letters, symbols or logos applied directly to the wall. The installation of letters, logos, or signs with halo effect directly over lap, novelty or board and batten siding is prohibited.



501 Southard Street

Replica of a 1940's neon sign using LED halo effect instead of neon lighting.

5-j.2: Lighting- Halo effect can be created with neon or LED sources. Sources must not be exposed as well as any electrical infrastructure. Signs with halo effect shall not overpower any building and its illumination shall be harmonious and complimentary to the building.

5-j.3: Multiple tenants in one building- On the ECZ there will be no more than two halo effect signs per front façade and only one halo effect sign on a corner side façade. Halo effect signs per building shall have the same intensity and color tone. For the TCCZ, only one sign with halo effect per front facade and one halo effect sign on a corner side façade.

5-k: Hanging signs:5-k.1: Design-Hanging signs cannot be larger than five (5) square feet. Letters, symbols, or logos cannot exceed twelve (12) inches in height unless stylized letters are used. Hanging signs shall be installed only on the first floor portion of a building or structure. Hanging signs designed for a single pole cannot be higher than six (6) feet from ground. Signs proposed between posts or walls on a building will be consider hanging signs. Hanging signs must be installed within the area where the business is located and cannot extend more than forty eight (48) inches from the face of the building.

5-k.2: Lighting- Hanging signs can have up to ~~ten (10) percent~~ two and a half (2.5) square feet of neon or LED exposed tube light within their copy. If the hanging sign is within a freestanding pole, only one attached light source of a maximum of .5 square feet is allowed. The freestanding pole sign can also have up to two (2) indirect light sources. Hanging signs can also have ~~an internally illuminated copy providing that no elements of such sign be made of plastic or composite materials~~ halo effect. Gooseneck fixtures are not appropriate to illuminate a hanging sign. Externally or internally illuminated signs hanging from a canvas awning are prohibited.

5-k.3: Materials- Hanging signs can be made of ~~wood, glass, or any type of metal or combination. Plastic or composite material is not allowed~~ any material permitted under section 4-a.6.



Hanging signs under a canvas awning cannot have any type of illumination.

5-k.4: Multiple tenants or number of hanging signs on a building- No more than six (6) hanging signs are permitted per building frontage and each hanging sign must be installed at least ten (10) feet from each one, where space permits, with a minimum clearance of 8' from city's right-of-way.

5-1: Informational or descriptive signs:

5-1.1: Design-Informational signs can only be approved as a window or door sign and cannot be installed on a wall or a freestanding sign. If approved, informational signs cannot overlap any solid elements of a window or door such as frames, muntins, or trims. Each informational sign will count towards the percentage of allowed signs, with the exception of temporary signs that promotes civic or performing events. Flyers promoting a civic or performing event do not require a certificate of appropriateness.

5-1.2: The use of any light source to illuminate an informational sign is not permitted.

5-1.3: Materials- Informational signs can only be made of paper, direct paint, or vinyl directly applied to the glass window or door. ~~Plastic or composite materials would not be allowed.~~

5-1.4: Multiple tenants on a building- The combination of informational signs and any other allowed sign on windows and doors cannot exceed 20% of the window or door glass panel to which the signs are installed.



Descriptive signs can only be installed on windows and doors and cannot exceed 20% of each window or door glass panels.

5-m: Interior illuminated signs:

5-m.1: Design—Interior illuminated signs only can be approved for hanging or projecting signs. Opaque glass, structural glass, stained glass, porcelain enamel, or cutout metal will be the only materials allowed to be use in the sign's face. For safety purposes, glass may must have on their interior a safety film. The light source used must not be exposed or be visible from the face or sides of the sign. Face can have painted letters and symbols or cutout letters and symbols.

5-m.2: Lighting—Only one color of light source will be allowed per sign. LED, neon, incandescent or fluorescent light will be the only sources permitted. Intensity of the light source must be harmonious to the building where it is installed. The use blinking or sequential effects on an interior illuminated sign are prohibited.

5-m.3: Materials—Any frame for this type of sign must be metal. Other than, the previous materials under 5.n.1 will be allowed.

5-m.4: Multiple tenants—The installation of different interior illuminated signs in one facade due to multiple tenants must be harmonious in color and shall complement each other. No more than two different light colors per sign are allowed. No more than two (2) interior illuminated signs per facade are allowed.



Backlit signs shall have opaque glass on the faces with metal sides. It can have painted letters or symbols.



Backlit signs can have metal cutout faces with or without glass on its back. Light sources cannot be visible.

5-n: Marquee signs:

5-n.1: Design- Marquee signs will be reviewed on a case-by-case basis and as part of a proposed alteration of an existing structure for a marquee or as a new building with a proposed marquee. Mass, scale, proportion, height, color, and design will be the main elements to be consider for approval. A new marquee must also be compatible with the period of significance of the building where it will be installed. For reconstruction of previously existent marquee signs, graphic material such as photographs or plans shall be submitted for review. The total square footage of a marquee sign will count towards the percentage of allowed sign for the business. Marquee signs cannot be used as menu board or as informational or brand signs. Only current movie theaters or entertainment businesses with marquee signs can display upcoming features.



5-n.2: Lighting- Illumination of marquee signs can have neon, LED or incandescent or the combination of all and shall be harmonious and complimentary to the building and site where they are located. No flashing, sequential light sources, digital animated boards or screens will be allowed on any marquee sign.

5-n.3: Materials- Marquee signs can be made of any type of metal and wood or combination. Composite materials may be allowed only for changeable letters.

5-n.4: Multiple tenants- If it is approved only one marquee sign is allowed per building.

5-o: Menu boards/ menu boxes:

5-o.1: Design- Menu boards and boxes shall should be permanently affixed to an exterior wall where the restaurant or bar is located. No more than three menu boards, boxes, or combination of both are allowed per building, and no more than two (2) menu board or menu boxes are allowed per establishment. Each menu board or menu box cannot exceed two and a half (2.5) square feet and cannot have any identification or other signage attached to or painted on the frame or the glass face. Menu boards or menu boxes would not be counted towards the allowed signage square footage for a restaurant or bar, unless the menu board or box have the name and or logo of the establishment written more than once. On cases where the building is recessed from the city's right-of-way menu, board or boxes may be attached to a pole installed for such purpose and the pole cannot exceed six (6) feet in height nor the menu box can be installed over a city right-of-way. Menu board or boxes cannot be hanging from a pole.

5-o.2: Lighting- Illumination of menu boards or boxes can only be achieved with one source of indirect light. The source must be shielded from the right-of way. Outlining the borders of a menu board or box with LED, neon tube or any type of light source is not allowed.

5-o.3 Materials- Menu boxes can be made of wood or metal and can have a glass to cover the menu. Plastic boxes are not allowed. Menu board's frames shall be made of wood or metal.



Creative menu board reusing a historic window.

5-p: Neon and LED exposed tube signs:

5-p.1 Design- Neon or exposed LED tube can only be used for wall, hanging, or projecting sign. Neon or LED tubes can be used free form or can be used on metal channel letter, symbol, or logo. No more than one color of neon or LED can be allowed for a wall sign and no more than two colors of neon or LED light can be used for hanging or projecting signs. Neon or LED signs cannot be installed on a frame of a canvas awnings. The use of exposed neon or LED tubes to only outline the border of any type of a sign, not intended to have other neon or LED components, is not allowed. For the Entertainment Signage Corridor, the use of neon or LED tubes cannot exceed twenty five (25) percent of the total business primary frontage. For the Traditional Commercial Signage Corridor, neon or LED signs cannot exceed ten (10) percent of the total business primary frontage. Each neon or LED sign will count towards the allowed percentage of signage per building frontage.

5-p.2 Multiple tenants on a building- No more than three (3) neon, LED signs, or combination of both signs can be allowed per principal façade. In a building with the maximum number of interior illuminated signs, only one neon or LED sign can be allowed. One neon sign can be allowed on a secondary corner façade. Side or back facades shall not have neon signs.



Post card of 500 block Duval Street ca. 1950's
Monroe County Library

5-q: Projecting signs:

5-q.1: Design-Projecting signs cannot project more than five (5) feet from a building wall. A projecting sign cannot extend beyond the upper portion of any window located on a second floor. Projecting signs cannot be taller than five (5) feet and cannot exceed eight (8) square feet. Sides of projecting signs must not include any type of lettering, logos, or symbols and shall be solid. Projecting signs shall be proportioned to the building and surrounding environment.

5-q.2: Lighting- Projecting signs can have up to ~~ten (10) percent~~ **four (4) square feet** of neon or LED ~~exposed tube~~ **lights** within their copy. ~~Projecting signs can also have an internally illuminated copy providing that no elements of such sign be made of plastic or composite materials.~~ Gooseneck fixtures are not appropriate to illuminate a projecting sign. The use of any type of light fixture to illuminate the profile of a projecting sign is prohibited.

5-q.3: Materials- Projecting signs can be made of **wood, glass, or any type of metal or combination.** ~~Plastic or composite material is not allowed~~ **any material permitted under section 4-a.6.**

5-q.4: Multiple tenants or number of projecting signs on a building- Only one projecting sign may be allowed per building.



130 Duval Street circa 1900- Monroe County Library
Projecting signs must be proportioned to the building and surrounding environment.

5-r: Wall signs:

5-r.1: Design- Wall signs shall be proportional to the façade of the building and must not extend more than five (5) inches from the face of the sign. Wall signs cannot cover more than fifteen (15) percent of the first floor façade of any building. Horizontal oriented signs are the traditional configuration for wall signs and shall not exceed thirty (30) inches in height. When a horizontal oriented wall sign is not feasible, a vertical oriented sign may be considered and shall not exceed thirty (30) inches in width. If a building has a signboard the wall sign must be installed within the limits of a signboard.

Wall signs must be installed parallel to the façade. Appropriate wall signs include letters, logos, symbols or combination painted over or attached to a background as well as independent letters, logos, symbols or combination attached directly to a wall. It is prohibited to attach independent letters, logos or symbols to a building with siding such as lap siding, weather board, novelty siding or board and board and batten siding. ~~Wall signs can only have in their copy the business name and type of business and shall not contain products names or brand names, unless the name of the business is a brand.~~

5-r.2: Lighting- Wall signs can have halo effect or may have neon or LED tube lighting. Wall signs can also have direct light fixtures or indirect lighting. Light fixtures used to illuminate a sign must not have exposed light sources visible from the city's right-of-way. Light fixtures must be proportional in size to the building and compatible in design with the building period.



500 Whitehead Street- Monroe County Library ca. 1965

5-r.3: Materials- Wall signs can be made of wood or any type of metal or combination any material permitted under section 4-a.6.

Plastic or composite material is not allowed.

5-r.4: Multiple tenants or number of wall signs on a building- Buildings with multiple tenants must have wall signs that have the same orientation and proportions. No more than three (3) wall signs are allowed per façade.

5-s Window and door signs:

5-s.1 Design- Window and door signs cannot cover more than twenty (20) percent of the window panel or door where is proposed to be installed. Letters, symbols, or logos cannot exceed twelve (12) inches in height, unless stylized letters are used. Signs that are directly painted to or vinyl letters, symbol, or logo affixed directly to the glass of the window or door will be allowed. These signs will count towards square footage of allowed signage. For door signs, whether the door is open or closed signs must be installed only on the glass portion and cannot exceed twenty (20) percent in total including both sides. Any other type of sign installed on a window or door is prohibited, with the exception of the following:



629 Duval Street ca. 1965- Monroe County Library
Window signs cannot exceed 20% of the glass panel.

5-s.1a- Only one open and hours of operation sign will be allowed per location business or two, one per each façade, on a corner location. Both together, open and operation hours cannot exceed one and a half (1.5) square feet and cannot only include any the business name, symbol or logo in order to qualify as an exempt sign.

Only one neon or LED tubes signs with copy of *Open* may be allowed, per building, only if it is not blinking or have any type of motion. Maximum square footage for this specific sign will be .50 square feet, and will count towards the percentage of allowed signage.

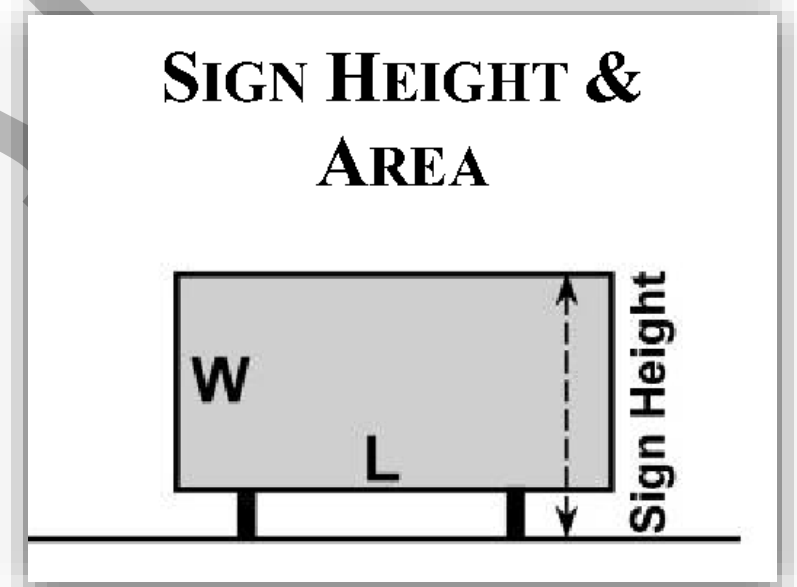
5-s.1b - Promotional flyers for performing, art, or civic events will not count towards the percentage of allowed signs, but efforts should be made not exceed the required twenty five (25.0) percent.

5-s.2 Lighting- It is prohibited to have any type of light fixture attached to a door or window sign.

5-s.3 Materials- ~~Wall~~ Window and door signs ~~can~~ should be made of vinyl for pressed letters, symbols or logos, paint, or paper. ~~No plastic or composite material would be allowed.~~ When a business uses a pre-fabricated sign for operation hours it needs to comply with guideline 5-s.1a.

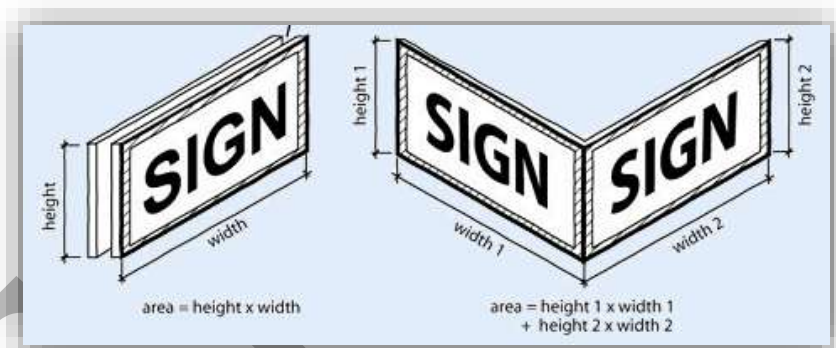
6. Measurement standards:

6-a: Free standing signs- When a free standing sign has two identical faces placed back to back the square footage area will be taken only from one face. The square footage of any freestanding sign will include the face of the sign. Poles or bases not containing letters, symbols, or logos will not count towards the square foot area calculations. On cases when two or more poles, the open space under the face of the sign support freestanding signs will not count towards the area, unless the open space contains letters, logos, or symbols.



For free standing signs- Poles or bases nor containing letters, symbols, or logos will not count towards the square foot area.

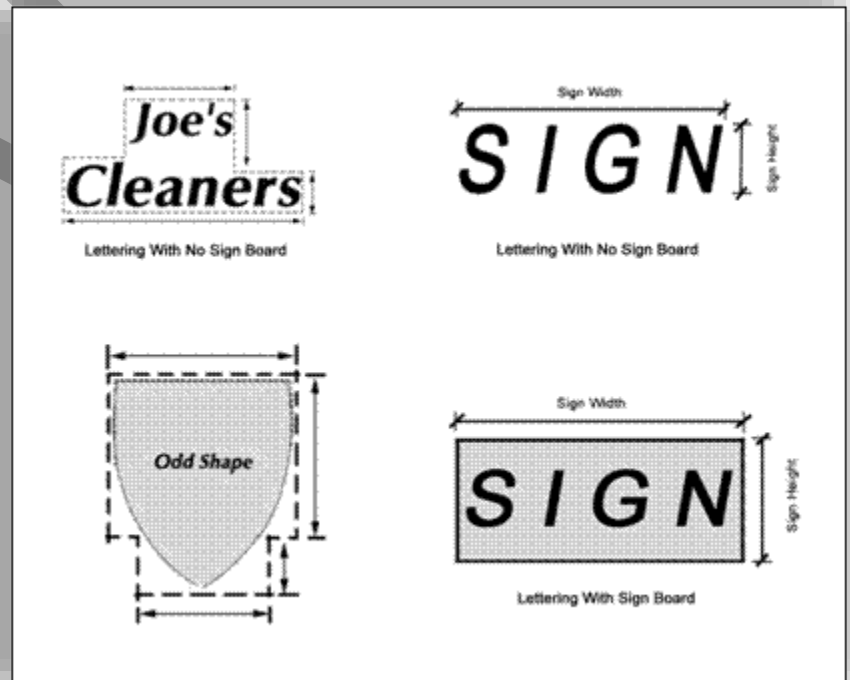
6-b: Hanging signs- When a hanging sign has two identical faces placed back to back the square footage area will be count for only one face. Each face of a hanging sign with non-identical faces placed back to back will count towards the square footage area.



Square footage area for hanging signs- Two parallel faces will count as one face. Two or more faces not parallel- each face will count towards the square footage area.

6-c: Wall, door, or window signs that are framed, painted or displayed over a background not part of the building. - Square foot area will be determined by the area of the background or frame.

6-d-Signs comprised of individual letters, symbols, or logos or combination installed directly over or on a building surface without a frame or background not part of a building. - Square footage area will be determined by a combination of regular shapes, which forms the perimeter of all elements included in the sign. Open space between each element on a sign that is inside of the regular shape, including spacing between elements, shall be counted as part of the square footage area. Signs included in this category are awning, door, floor, wall, and window.



Signage square footage calculation for lettering, logos or symbols with no sign board and with sign board.

6-e- When a sign uses stylized letters in a one row design the square footage will be measured using a regular shape where the majority of the letters stands, and will not include any letter embellishment.

7. Lighting fixtures for commercial properties:

These guidelines are specific to type of light fixtures and light sources per each type of signage. Most importantly proposed light fixtures must be compatible in design, scale, and material with the period of the building to which it will be installed. No light source can be exposed to any city right of way, unless exposed neon or LED tube signs is approved.

Light sources not used for the illumination of a sign but attract the attention of passersby's is not allowed. These light fixtures includes but are not limited to the following:

7-a- Any LED, neon, or other type of strip light source attached to any building element, including walls, windows, doors, fenestrations, balusters, posts. This prohibition will not be in effect during National or local festivities and shall be removed after the festivities are over.

7-b- Any light fixture that creates a glow effect on a storefront or façade. No exceptions are allowed.

7-c- Any light fixture used to highlight the profile of a building. This prohibition will not be in effect during National or local festivities and shall be removed after the festivities are over.

7-d- Motion lights. Restrictions on motion lights are as follows:

7-d.1. No blinking or flashing lights, chaser or moving lights, revolving or rotating lights, or lights which are otherwise in motion located within five feet of the plane of the exterior wall of a storefront or store side shall be allowed except as provided in 7-d-3 of this section.



Strip light sources are not allowed.

7-d.2 No lights typically associated with holiday use shall be allowed except as provided in subsection 7-d-3 of this section.

7-d.3. During the period from Thursday preceding Thanksgiving through January 10 of each year, residences and the storefronts and store sides of businesses may display lights typically associated with holiday use, whether or not blinking.

7-e- Any light fixture or arrange of fixtures that creates by projection letters, symbols or logos over a building façade. This prohibition will not be in effect during National or local festivities and shall be removed after the festivities are over.

Indirect light fixture to highlight architectural elements, with the fixtures been installed to the ground or lower roof facing upward may be considered for review. The color of the fixture must be white and the lights effect shall be harmonious and complimentary to the building and site. The proposed light fixtures cannot be visible from any right-of-way.

8. Definitions:

The definitions set forth in section 114-1 shall be applicable to this division. The following words, terms and phrases, when used in this division, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

“A”-frame sign means a rigid portable sign in a form of an inverted “V”.

Abandoned sign means any display or sign remaining in place ~~or not maintained for a period of thirty (30) days~~ for two (2) years which no longer identifies an ongoing business, product, or service available on the premises where the display or sign is located or where the building, business, or establishment to which the display or sign is related has ceased operation. Signs that are ~~legal non-conforming or signs~~ recognized as historic or iconic will be exempted of this definition.

Alteration means any non-content based change to a sign, including, but not limited to dimensions, illumination, size, or shape, and adding, subtracting or changing copy, logo, or color, but excluding routine ordinary maintenance. Removal of a sign is considered an alteration.

Animated sign means any sign or part of a sign that uses motion, or that displays flashing, oscillating, sequential, or intermittent lights, or gives the appearance of movement or rotation, other than time or temperature. Any type of electronic or digital screen, including, but not limited to computer screens, or tablets, or electronic interactive devices shall also be deemed an animated sign. ATM machines are exempt from this definition.

Awning sign means any sign painted on or sewn, or attached in any way, applied to a roof-like covering of canvas or the like designed to wholly or partially protect one from the elements.

Backlit sign means freestanding letters, logo, or box with a solid and opaque face and sides that incorporates a source of light within the sign. Also, refer as halo effect sign.

Banner sign means any sign having the characters, letters, illustrations, or ornamentations applied to cloth, vinyl, paper, or the like with only such material for a backing. “Banner” shall include any animated rotating and or fluttering devices, fringe and pennant string streamer.

Billboard sign means an outdoor advertising sign erected and maintained by an advertising business or service or owner, upon which advertising matter may be displayed and which generally advertises firms and organizations that along with their goods and services, are not located on the same premises as the sign; and whose surface is sold, rented or leased for display of advertising material.

Booth means a stall, table, desk, carrel or stand, with or without a roof, used for the sale of retail, goods, services and or beverages. A booth is not permanently attached to the ground or to any floor or wall. Freestanding booths for the sole purpose of containing interactive and or electronic screens are excluded from this definition.

Brand sign means any device that contains letters, symbols or logo that identifies and differentiates a specific product or is made from other products.

Bus bench sign means any sign painted on or attached to a bench or to a shelter for persons awaiting public transportation.

Business identification sign means the main sign of a business that informs potential clients the name and or type of business, which may include the business logo.

Carts- means a small wheeled vehicle typically pushed by hand and used for the sale of retail, goods, services, food and or beverages.

Chalk or marker board means a wood board used to display daily menu specials only for restaurants and bars that are wall mounted, with no identification or other signage attached to or painted on, not exceeding one (1) per business and not more than two and a half (2.5) square feet per each sign and located on the same façade as the primary street frontage or entrance. A chalkboard will not be counted towards the allowed square footage of signs on a restaurant or bar.

Changeable copy sign means a sign on which message copy is changed manually in the field, through the utilization of attachable letters, numbers, symbols, paper, and other similar characters or changeable or removable panels.

Channel letter sign means a sign comprising of individual letters, symbols or logo that are independently mounted to a wall or other surface.

Clear sight triangle means a triangular shaped area at any corner where public streets intersects in which nothing taller than 2 feet is allowed to be erected or placed in such a manner as to limit or obstruct the sights of motorists or pedestrians as adopted under section 108-452 of the Land Development Regulations.

Construction sign means temporary signs erected on the premises on which construction is taking place, during the time period of such construction, indicating the name of the architect, engineer, landscape architect, contractor, planner, or similar professionals involved in the project. (See also Section 114-42)

Copy means the text or graphic representations of a sign that depict the name of an establishment, products, services, or other messages, whether in permanent or removable form.

Digitally printed sign means any sign made of or in part with the printed output from a computer. Signs may be printed over vinyl, paper, fabric, or plastics.

Directional sign means sign that contains any illustration or words that provide direction to pedestrian and vehicular traffic for an on premise feature, specific for an entrance to the building or for parking purposes on private property.

Directory sign means a sign listing two or more commercial or business establishments that share a common area provided for the comfort and use of all occupants, owners, tenants or users of one or more units or buildings, or that share common entrance and that are located in the same building but may not have exposure to the front façade of the building, like a storefront or a first floor window, or a regularly traveled street. Directory signs can include arrows that can provide direction to users.

Display sign means an object that is freestanding or attached to a building in any way that promotes the retail, goods or services that an on-site business offers. These objects can be life size or a large-scale figure of any element that is sold or service that is offered in the

establishment but the object itself is not for sale.

Door sign means any sign or device affixed to, painted to or in contact with a door, and which it is intended to be seen from the exterior.

Double-faced sign means a sign with two (2) faces, which are usually, but not necessary, parallel.

Erect means, in context of signage, to build, construct, attach, hang, place, suspend, affix, or paint a sign.

Face of sign means the planes of a sign on which copy could be placed, including trim and background.

Flag sign means any sign constructed on fabric, canvas, or similar material bearing information relating to or identifying a business, that is intended to be mounted on a pole and to fly freely in the wind. When an establishment displays a flag that contains the name, logo or symbols related to the business the flag would be deemed a sign. Flags with “open”, “welcome”, or any similar wording are not allowed.

Flashing light means an intermittent or sequential flashing light source used primarily to attract attention.

Floor sign means any display of characters, letters, illustrations, or any ornamentations applied or written on a floor that attracts to or promotes the business to which it is displayed.

Fluorescent light means an electric-discharge lamp, usually tubular in shape, containing a metallic vapor, which becomes luminous on the passing of the current and energizes a layer of fluorescent material coating the tube.

Freestanding or ground sign means a sign supported by a sign structure secured in the ground and which is wholly independent of any building, fence, vehicle, or object other than the sign structure for support.

Frontage means the length of street surface that the building faces.

- (1) Primary frontage means the street surface that the building's main entrance faces.
- (2) Secondary frontage means any other street surface that a building is adjacent to.

Frontage, business means the horizontal linear distance measured along the façade of an individual business. Also referred to as "business frontage".

Ghost sign means an old hand-painted advertising signage that has been preserved either on a building exposed or under non-original materials.

~~Halo effect signs means solid front and side surface letters or logos that will have a back light, either neon or LED, and projects towards the surface to which the letters or logos are attached to.~~

Hanging sign means a double-face sign that hangs from a bracket or support and projects from a building, pole, or awning. If a "hanging" sign is located over a city right-of-way the bottom part of it must have a clearance of at least eight (8) feet and cannot extend more than forty eight (48) inches from the face of the building. Signs proposed over city's right-of-way must obtain the necessary permission from the city.

Historic sign means a sign that is fifty (50) or more years old and is a significant addition to the Key West historic district due to its design quality, its community memory value, and its outstanding craftsmanship, or artistry that represents its time or a determination as historic sign has been made as set forth in the HARC Guidelines.

Iconic sign means a sign that is distinctive to its location due to its design and its significance to the community, or a determination as iconic sign has been made as set forth in the HARC Guidelines. An iconic sign does not necessarily need to be historic.

Illuminance means the amount of light falling upon a surface, commonly called “light level” or “illumination”. Measured in foot-candles (lumens per square foot) in the English system.

Interior illuminated sign means any sign having translucent characters, letters, designs, logos or outlines illuminated by electric lights located within the sign or having luminous tubes or reflective elements designed for that purpose. Halo effect and exposed neon or LED tube signs are not considered interior illuminated signs.

Informational or descriptive sign means a sign indicating by words, photos, drawings or symbols the type of services available at the location or events occurring thereon. Menu boxes are not consider informational signs. Electronic signs, including but not limited to tablets or monitors of any kind are not considered informational signs.

Kiosk means a small structure, affixed to the ground or floor, with an affixed roof, in which one or more persons can stand or sit inside, with one or more openings used for the sale of retail, goods, services, food and or beverages. A kiosk may have electric conduits and/or plumbing affixed to it with a connection to public utilities. A kiosk may be a stand-alone structure or may be attached to an existing building or structure.

LED light means an electric light-emitting diode fixture that when a suitable voltage is applied the color of the light is determined by the energy band gap of the semiconductor. LED light fixtures can be individual or mounted on a string.

Legal-nonconforming sign means any sign, which does not conform to the regulations of this article but complied fully with all applicable regulations and received all required approvals at the time of installation, or a determination as legal non-conforming has been made as

set forth in the HARC Guidelines.

Marquee sign means any sign that is intrinsic to a marquee and contains the business name, as well as advertisement of the business.

Marquee means a structure projecting from, and supported by, a building when such covered structure extends beyond the building line.

Menu boxes means an auxiliary business sign display case containing a menu used for advertising menu and daily menu specials only for restaurants or bars, no larger than two and a half (2.5) square feet and located on the same façade as the primary street frontage or entrance. On cases where the building is recessed from the city's right-of-way, menu boxes may be attached to a pole installed for such purpose on private property.

Miniature light means a light or light-emitting device employing a bulb two inches or less in length and normally found strung together in multiples.

Monument sign means a freestanding sign, generally having a low profile that is detached from a building and having a support that is a solid-appearing base constructed of a permanent material, such as concrete block or brick. All other freestanding sign types not meeting the definition of a monument sign shall be either a pole sign or a pylon sign.

Neon light means a lamp, usually tubular in shape, employing the element neon (Ne) or other luminous gases.

Neon sign means an arrangement of luminous or gaseous tubes to form letters or numbers or an abstract or representational element or both, specifically including advertising logos, punctuation marks, emblems, and registered trademarks, or that is installed inside of exposed channel letters, logos, designs, borders, or numbers.

Off-site sign means a sign identifying, advertising or directing the public to a business, merchandise, service, institution, entertainment or activity which is located, sold, rented, based, produced, manufactured, furnished or taking place at a location other than on the property

on which the sign is located.

On-site development sign means a sign identifying the developer, architect, and or contractors located on a property upon which there is active construction.

Open and hours of operation signs means any device or letters that are intended to communicate to the public that the business is open and the hours of operations. “Open”, “Closed” and hours of operation signs cannot include any brand, logo, or business sign in order to qualify as an exempt sign from percentage signs on the premises.

Painted sign means a sign that is hand painted completely over a glass pane of a window or door or is painted on a surface that will be installed on a building or directly painted on a wall or a roof surface, or any other surface of a building.

Pennant means a series of small flag-like pieces of cloth, plastic or similar type of material attached and strung between two or more points.

Plastic sign means any sign that is made in part or completely with any plastic or synthetic material that have a polymeric structure such as PVC, vinyl, polyethylene, polyurethane, corflute and oilcloth, among others.

Pole sign means any sign erected on one or several vertical elements, made of wood or metal, and which is wholly or partially independent of any building for support. A pole erected for a sign cannot be taller than six (6) feet.

Political sign means a sign erected by a political candidate, group, or agent thereof, for the purpose of advertising a candidate or stating a position regarding an issue upon which the voters of the city shall vote.

Portable sign means any sign not permanently attached to the ground or other permanent structure or any sign designed to be transported.

Portable signs shall include but not be limited to signs designed to be transported by wheels; skid-mounted signs; chalkboard signs converted to “A” frames; menu signs; and signs attached to or painted on vehicles parked for the purpose of providing advertising, close to or on the public right-of-way, unless such vehicle is used in the ordinary day-to-day operations of the business. Portable signs also include any type of “A” frame sign, signs with attached wheels or casters, search light stands and air, hot air or gas filled elements.

Premises means a lot, building site, lease of a building or lot, or other independent entity by one (1) business. Each of the multiple tenants in one building or lot constitutes a separate premise for the purpose of this article.

Projecting sign means any sign which is affixed to any building, wall or structure and extends beyond the building wall or structure more than six (6) inches . If a “projecting” sign is located over a City right-of-way the bottom, part of it must have a clearance of at least eight (8) feet from the right-of-way.

Real estate sign means any sign that are used to offer for sale lease or rent a property upon which the sign is placed.

Roof sign means any sign erected or constructed wholly upon or over the roof of any building and supported solely or partially on the roof structure.

Seasonal/holiday sign means a sign or other holiday decorations, used for emphasizing the celebration of a historic American holiday or other national holiday. As used herein the term “a historic American holiday” shall refer to any day made a public holiday by laws of Florida, the laws of the United States or by resolution of the City Commission.

Seasonal or holiday lighting means a series of clear, white, or colored lights, either bare or shielded within an enclosure.

Sign means any device designated to inform or attract persons not on the premises. ~~including devices installed one (1) foot or less inside of a window, storefront, or store side.~~

Sign, area of, means the total surface of a sign, including the background, frame, and ornamentation, but not including structural supporting elements outside of its frame.

Sign face means the area or portion of a sign on which copy is intended to be placed.

Snipe sign means a sign that is tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, walls, trash receptacles or fences or any other objects. Legal notices required by law are exempted.

Special event sign means a sign which carries a message regarding a special event or function which is of general interest to the community and which is of temporary nature.

Stylized letters means any letter that has decorative strokes or serif.

Surface graphics means any sign painted directly on any exterior building wall or door surface, exclusive of window and door glass area.

Three-dimensional sign means a sign that is carved and have low bas-relief or a sign that is composed of many layers of the same or different materials.

Time and temperature sign means any sign mechanically, electronically or electrically controlled to display time and temperature only.

Traffic sign means a sign that functions primarily to provide for the efficient, safe, and orderly flow of traffic and erected by city, state, or federal governments.

Vehicle sign means any sign on any type of vehicles, which are conspicuously parked on or near the proximity of the premises of the

use being advertised and used in such a way as to advertise, identify, or draw attention to such use of passing motorists, passengers, and pedestrians. For the purpose of this definition vehicle sign includes but is not limited to any decals, wraps, painted or attached signs to a vehicle.

Wall sign means any sign attached and parallel to the façade of a structure, which is attached and supported throughout its entire length by the façade and not extending above the building, ground floor, railings, windows, parapets, or the eave of the roof.

Window sign means any sign affixed to, painted to or in contact with a window, or located within one (1) foot of any window surface facing the outside and which it is intended to be seen from the exterior, but excluding window displays of merchandise and informational material incidental to the display of merchandise.

Window sign, temporary, means a window sign of a temporary nature used to direct attention to the sale of merchandise or a change in the status of a business, but excluding window displays of merchandise and informational material incidental to the display of merchandise.