

**SANFORD-BROADWAY-LEE COUNTY
UNIFIED DEVELOPMENT ORDINANCE**

ARTICLE 11 SIGN REGULATIONS

Summary: This Article provides minimum standards for signage. It defines which types of signs are allowed without permit required, which are allowed subject to a permit being obtained, and those that are prohibited. This Article includes standards for all manner of signs including permanent, on-premise identification signage, temporary banners and off-premise/outdoor advertising signage.

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11.1 PURPOSE & FINDINGS

11.1.1 This sign ordinance is adopted under the zoning authority of the County of Lee in furtherance of the more general purposes set forth in this Ordinance. The purpose of these sign regulations are:

- (a) to encourage the effective use of signs as a means of communication in the County of Lee while preserving the rights of free speech under the First Amendment to the United States Constitution;
- (b) to maintain and enhance the aesthetic environment and the County of Lee's ability to attract sources of economic development and growth; to improve pedestrian and traffic safety;
- (c) to minimize the possible adverse effect of signs on nearby public and private property; and
- (d) to enable the fair and consistent enforcement of these sign restrictions.

11.2 APPLICABILITY.

A sign may be constructed, erected, placed, established, painted, created, or maintained in the County of Lee only in conformance with the standards, procedures, exemptions, and other requirements of this Ordinance. The effect of this Ordinance as more specifically set forth herein is:

11.2.1 To establish a permit system to allow a variety of types of signs in commercial and industrial zones, and a limited variety of signs in other zones, subject to the standards and the permit procedures of this Ordinance;

11.2.2 To allow certain signs that are small, unobtrusive, and incidental to the principal use of the respective lots on which they are located, subject to the substantive requirements of this Ordinance, but without a requirement for permits;

11.2.3 To prohibit all signs not expressly permitted by this Ordinance; and

11.2.4 To provide for the enforcement of the provisions of this Ordinance.

11.2.5 The physical alteration of a sign face or supporting structure shall be considered the same as construction of a new sign which shall require a permit and conformity to all the dimensional requirements of this Ordinance. However, repainting of sign or replacement of sign face (i.e. with business ownership change) shall be considered maintenance or repair and shall not require a permit.

11.2.6 Notwithstanding any provision in this section to the contrary, non-commercial copy may be placed on any on-premise sign, or on any permitted off-premise sign, instead of commercial copy.

11.2.7 Existing signs that are required to be moved as a result of a public infrastructure improvement project (i.e., a road widening project, etc.) may be relocated and shall not be required to meet the requirements of this article, provided there is not any expansion, addition or structural change or new sign plan and/or design for that sign. If a pylon sign is to be relocated, the sign shall be relocated to meet the appropriate setback as set forth in this Article 11.

11.3 SIGN PERMIT.

11.3.1 APPLICABILITY.

No Sign shall be erected or established unless and until a Sign Permit has been issued by the Department of Community Development.

11.3.2 INITIATION.

The Applicant shall file a complete application for a Sign Permit with the Department of Community Development. The application shall include the information required for issuance of a building permit as prescribed by the Building Code. A master Sign Permit application may be requested for all signs to be included as part of a Planned Unit Development, a shopping center, a Commercial

Retrofit, or a Traditional Neighborhood Development.

11.3.3 SIGNAGE PLAN REQUIRED.

For any lot on which the owner proposes to erect one or more signs requiring a permit the owner shall submit to the Department of Community Development a Signage Plan containing the information required herein. For sites that contain multiple businesses, a signage plan that shows all proposed signage shall be required. Note that shopping centers and/or superstores in excess of 25,000 square feet shall meet the additional criteria as set forth in § 10.2.8 of this Ordinance. The Department of Community Development shall review the application in accordance with the criteria established in this Ordinance. Permanent signs for planned unit developments, Traditional Neighborhood Developments and Special Uses shall be reviewed as part of the site plan. The Signage Plan shall include the following information:

- The location of buildings, parking lots, driveways, and landscaped areas on such lot or parcel;
- Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of freestanding signs allowed on the lot(s) or parcel(s) included in the plan under this Ordinance; and

An accurate indication on the plot plan of the proposed location of each present and future sign of any type, whether requiring a permit or not. Incidental signs need not be shown.

11.4 SIGN AREA COMPUTATIONS.

The following principles shall control the computation of sign area and sign height:

11.4.1 COMPUTATION OF AREA OF SINGLE-FACED SIGNS.

The area of a sign face shall be computed by means of the smallest square or rectangle, that will encompass the extreme limits of the

writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly incidental to the display itself.

11.4.2 COMPUTATION OF AREA OF MULTI-FACED SIGNS.

The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point. When two identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and not more than 42 inches apart, the sign area shall be computed by the measurement of one of the faces.

11.4.3 HEIGHT.

The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be either of (1) existing grade prior to construction or (2) newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the Principal Structure on the lot or parcel, whichever is lower.

11.5 CONSTRUCTION AND MAINTENANCE.

All signs shall be designed, constructed and maintained in accordance with the following standards:

11.5.1 CONSTRUCTION.

11.5.1.1 All signs shall be designed, constructed, and maintained to retain sound structural condition, and shall comply with all applicable provision of the State Building Code, all applicable electrical codes, and this Ordinance, at all times.

11.5.1.2 Except for banners, flags, temporary signs, and window signs conforming in all respects with the requirements of this Ordinance, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

11.5.2 MAINTENANCE.

11.5.2.1. All sign supports, braces, poles, wires and anchors shall be kept in good repair. They shall be maintained in a safe condition, free from deterioration and missing parts.

11.5.2.2 Any sign not in compliance with these standards shall be deemed a nuisance, and shall be subject to a violation of this Ordinance as set forth in [Section 1.6](#).

11.6 PROHIBITED SIGNS

11.6.1 The following signs are prohibited within the City of Sanford and Town of Broadway, including their extraterritorial jurisdictions and Lee County:

- All signs that advertise an activity or business no longer conducted.
- Banners, except as provided by § 11.10 (Temporary Banners).
- Beacons, except as provided for in Table 11-4.
- Flashing Signs, except as provided for in Table 11-4.
- Indirect illumination, such as floodlights, erected in such a manner as to cause glare that impairs driver vision on streets or roadways, pilot vision approaching or departing Sanford/Lee County Regional Airport runways, or that causes a nuisance to adjoining property.
- Off-Premise signs except as specifically permitted herein.
- Pavement markings for purposes other than traffic control.
- Pennants.
- Portable signs, except those that have met the requirements of § 11.7.19 Sandwich Board Signs.
- Roof signs.
- Signs attached to or painted on utility poles, telephone poles, trees, parking meters, bridges and overpasses, rocks, other signs, benches and refuse container, except that the latter two may contain a logotype.
- Signs containing or consisting of pennants, ribbons, streamers, festoon lighting, balloons (or inflatable signs), or spinners.
- Signs placed within any required Sight Distance, except approved traffic control signage.
- Signs placed within or extending into the right-of- way of streets and roads maintained by the City of Sanford, Town of Broadway, or the State, except those signs erected by a duly constituted government body or those that have met the requirements of § 11.7.19 Sandwich Board Signs .
- Signs that contain language and/or pictures obscene to the general public in accordance with NCGS § 14-190.1.
- Signs that do not conform to this Article.
- Signs that obstruct fire escapes, windows, doors or other openings used as means of egress or as required legal ventilation.
- Signs which approximate official highway signs, warning signs or regulatory devices.
- Windblown devices.

11.7 SIGNS THAT DO NOT REQUIRE A PERMIT.

11.7.1 APPLICABILITY.

No permit is required for the following signs, provided they are not prohibited as defined in § 11.6 hereto, and provided they comply with the conditions set forth in this section. Signs permissible in this section shall not be considered in determining the total sign area. However, if a sign exceeds the size permitted by this Article, or in any other way does not comply with these limitations, it shall be considered as a prohibited sign and/or shall be subject to all other provisions in this section.

11.7.2 AGRIBUSINESS SIGNS.

In the RA and RR zoning districts, agribusiness uses may erect one (1) non-illuminated ground sign not to exceed sixteen (16) square feet.

11.7.3 BUILDING MARKER SIGNS.

A building marker sign not exceeding one (1) square foot in area that includes only the building name, date of construction, or historical data on historic buildings or sites; and that is cut or etched into masonry, bronze, or similar material.

11.7.4 BUSINESS, OWNER, OR TENANT IDENTIFICATION SIGN.

A sign not exceeding one (1) square foot in area may be attached to a building to identify the tenant within. Such sign shall contain no advertising other than trade name and/or logo type. One sign is permitted per entrance.

11.7.5 DRIVE-THROUGH MENU SIGNS.

On-premise Drive-through menu signs shall be limited to a maximum size of 32 square feet.

11.7.6 FLAGS.

Flags of the United States of America, the State of North Carolina, a local government, or

foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction. Such flag shall not be flown from a pole the top of which is more than 40 feet in height. Such flags shall be flown in accordance with the protocol established by the Congress of the United States for the Stars and Stripes. Any flag not meeting these conditions shall be considered a banner sign and shall be subject to regulation as such.

11.7.7 GOVERNMENTAL SIGNS.

Signs posted by various local, state, and federal agencies such as regulatory signs, welcome signs, and traffic control signs.

11.7.8 INCIDENTAL SIGNS.

Signs not exceeding three (3) square feet in area and three (3) feet in height and which indicate vehicular entrances and exits, parking areas, one-way traffic, no trespassing, dumping, loitering, or similar messages. Such signs shall not obstruct any vehicular sight triangle, and shall be located no farther than 15 feet away from the edge of the entrance or exit which it delineates. No more than two signs per entrance or exit shall be permitted. Such signs may be illuminated and shall contain no sign copy other than directional information.

11.7.9 OCCUPANT/STREET NUMBER SIGNS.

Non-illuminated signs affixed to structures, mailboxes, decorative light posts, driveway entrances, or similar fixtures, which serve to identify the address of the structure or occupant. All such signs are required to be placed in such a manner as to be visible from the street.

11.7.10 OFF-PREMISE DIRECTIONAL SIGNS FOR PLACES OF WORSHIP.

Off-premise directional signs for Places of Worship (churches and/or other structures used for religious worship) are allowed without a permit subject to the following: Non-illuminated ground-mounted directional signs not exceeding four (4) square feet may be located outside of the street right-of-way. At

least one (1) such sign shall be permitted per lot or parcel. A maximum of three directional signs per one-hundred linear feet of frontage shall be permitted per lot or parcel.

11.7.11 POLITICAL SIGNS.

11.7.11.1 POLITICAL SIGNS. (Lee County)

Within the zoning jurisdiction of Lee County, temporary political signs erected in connection with elections or political campaigns must be erected on private property, and in no instance shall they be permitted within any public right-of-way. Political signs shall not be placed on any utility poles, trees on public property, or in any street median. Political signs shall be a maximum of 32 square feet. Political signs may be displayed during a period beginning 45 days prior to an election the candidate is participating in and concluding 72 hours after said election. In the event of a runoff election, political signs for the candidates involved may remain on display until 72 hours after the runoff election.

11.7.11.2 POLITICAL SIGNS. (City of Sanford and Town of Broadway)

Within the zoning jurisdiction of the City of Sanford and/or the Town of Broadway, temporary political signs erected in connection with elections or political campaigns shall be permitted within any public street right-of-way subject to the following rules:

- Maximum size of six (6) square feet and height of 42 inches
- Minimum distance from the pavement edge shall be three (3) feet
- Maximum time of display before an election shall be 30 days before the beginning date of “one-stop” early voting as described under NCGS 163-227.2
- Maximum time of display after an election shall be 10 days
- No sign shall be permitted in the right-of-way of a fully controlled access highway.
- No sign shall obscure motorist visibility at an intersection
- No sign shall obscure or replace another sign.

11.7.12 REAL ESTATE SIGNS (OFF-PREMISE).

Off-premise signs not exceeding six (6) square feet which advertise the sale or lease of property are permitted as provided herein. Such sign shall not be illuminated or located within a sight triangle or a public right-of-way. It shall be the responsibility of the person erecting the sign to obtain permission to place an off-premise sign on private property.

11.7.13 REAL ESTATE SIGNS – RESIDENTIAL PROPERTIES (ON-PREMISE).

Signs not exceeding six (6) square feet which advertise the sale or lease of the property on which said sign is located are permitted as provided herein. Such signs may not be illuminated or located within a sight triangle or public right-of-way and shall be removed no later than seven days after the sale or lease of the property. Signs are limited to one per street frontage.

11.7.14 REAL ESTATE SIGNS - NON-RESIDENTIAL PROPERTIES (ON-PREMISE).

Along U.S. Hwy. 1, signs which advertise the sale or lease of the non-residential property on which said sign is located are permitted up to a maximum of sixty-four (64) square feet. Along all other roadways, such signs shall not exceed thirty-two (32) square feet in area and which advertise the sale or lease of the property on which said sign is located are permitted as provided herein. All such signs may not be illuminated or located within a sight triangle or public right-of-way and shall be removed no later than seven days after the sale or lease of the property. Signs are limited to one per street frontage.

11.7.15 SUSPENDED SIGNS

Signs not exceeding four (4) square feet attached to the underside of canopy/awnings are permitted in all districts. Such sign shall not be illuminated, and shall contain no advertising other than the trade name and/or logotype. One sign is permitted per business, and such signs shall meet the provisions for clearance as

described in the latest edition of the North Carolina State Building Code.

11.7.16 WINDOW SIGNS.

Window signs shall include any sign placed or painted on the interior or exterior of glass windows or doors and which face a public street or other such public location, including common public parking areas as included in the interior of a shopping center. Such window signs shall cover no more than 30 percent of the glass area of the respective storefront. Window signs that cover more than 30 percent of the glass shall be considered as wall signs and shall meet requirements for wall signs within the appropriate zoning district.

11.7.17 NOSTALGIC SIGNAGE IN CENTRAL BUSINESS DISTRICT (ALLOWED IN CITY OF SANFORD ONLY).

All historical painted wall signs in the Central Business District within the City of Sanford are exempt from the requirements of this ordinance provided that the signs are restored to their original condition and appearance. No enhancements as to illumination or animation shall be added which were not original to the sign. A painted wall sign is considered historic if it predates 1975. Property owners wishing to restore the historical painted wall sign must verify with the designated City Historic Preservation Staff Planner the original state of the painted wall sign through photographic documentation or a discernable outline. Any person wishing to renovate a sign located within the local Downtown Sanford Historic District will be required to obtain a Certificate Appropriateness before proceeding with any work.

11.7.18 TEMPORARY CONSTRUCTION SIGNS (City of Sanford and/or Town of Broadway)

Within the zoning jurisdiction of the City of Sanford and/or Town of Broadway, any temporary sign erected during construction which may indicate the project name and the names of architects, contractors, subcontractors, developers, rental agencies, financial

institutions, or other principals involved in the sponsorship, design, and construction of a structure or project. Such signs shall be limited to a maximum of 32 square feet in area in non-residential zoned areas and 16 square feet in residentially zoned areas. Placement of signs shall be limited to a maximum of one per public street frontage and must be placed on the property(s) in which the constructing project is occurring. No construction sign shall be erected prior to issuance of a building permit, and the sign shall be removed within fifteen (15) days after issuance of a Certificate of Occupancy.

11.7.19. SANDWICH BOARD SIGNS

11.7.19.1 Sandwich board signs are A-frame signs constructed with two (2) panels back-to-back joined together at the top and configured in the shape of an inverted “V” so that the bottom of the sign rests upon or near the ground. These signs are intended to be pedestrian oriented during hours of operation, readily movable, and without permanent attachment to a building, structure, or the ground.

11.7.19.2 Districts: Sandwich board signs are allowed on public sidewalks only in the Neighborhood Commercial (NC), Central Business District (CBD), Traditional Neighborhood Development (TND), and Planned Unit Development (PUD) zoning districts, subject to standards 11.7.19.3 through 11.7.19.8.

11.7.19.3 Location: A sandwich board sign on a public sidewalk must be located in front of the associated business either with some portion of the base of the sign within one (1) foot of the curb or within a one (1) foot of the building, provided that a minimum five (5) foot-wide pedestrian clearance zone is maintained along the sidewalk. Signs are not allowed if a minimum five (5) foot-wide pedestrian clearance zone cannot be provided.

11.7.19.4 Hours: Sandwich board signs may be displayed only during the associated business’ hours of operation. Any sandwich board signs found on the sidewalk after the associated business’ hours will be deemed abandoned and subject to being removed.

11.7.19.5 Area: Neither panel shall exceed 30' in width or 42' in height. Within these specified maximum dimensions, creative shapes that reflect the theme of the business being advertised are encouraged (e.g., an ice cream shop may display a sign in the shape of an ice cream cone).

11.7.19.6 Materials: The sandwich board sign frame shall be constructed of a non-reflective material and/or color. The sign must be constructed of materials that present a finished appearance and is compatible with the historic nature of the districts, such as wood and/or metal. Rough cut plywood and PVC pipe framing are not acceptable. The sign lettering should appear professionally painted or applied. Chalkboard or white board signs shall be permitted. Signs may not be illuminated.

11.7.19.7 Number: Any single building, including those containing multiple businesses, may place only one (1) sandwich board sign per street.

11.7.19.8 Liability: Any person or business erecting a sandwich board sign shall in writing agree in advance to indemnify and hold harmless the City and its officers, agents, and employees from any claim arising out of the presence of the sign on City property or the public right-of-way.

11.8 SIGNS THAT REQUIRE A PERMIT.

11.8.1 APPLICABILITY.

The Section shall govern regulations for signs permanently installed on a site and which are required to obtain a sign permit in accordance with § 11.3 of this Ordinance.

11.8.2 WALL SIGNS.

The maximum permitted sign area, location, characteristics, and number of Wall Signs shall be determined in accordance with Tables 11-1 through 11-4 and as outlined in this section. The following additional regulations shall apply to on-premise wall mounted signs:

11.8.2.1 SIGNS ON BUILDING WALLS WHICH DO NOT FACE PUBLIC STREETS.

The permitted wall sign may be placed on a wall that does not face a public street. The maximum allowable size shall be calculated as if the wall faces a public street. The maximum allowable size for a sign on one wall is not transferable to a wall with less frontage.

11.8.2.2 ADDITIONAL WALL SIGN PERMITTED ON CORNER OR DOUBLE FRONTAGE LOTS.

Lots with more than one street frontage shall be allowed to erect one additional wall sign on the secondary street frontage. The secondary wall sign may not be placed on the same building wall as the primary sign.

11.8.2.3 ADDITIONAL WALL SIGN PERMITTED TO FACE SIDE OR REAR PARKING LOT.

Lots with parking to the side or rear of a building shall be allowed to erect one additional wall sign facing the parking lot, provided that at least 50 percent of the required parking for the establishment is located to the side or rear of the building and an entrance to the

establishment faces the parking lot. The secondary wall sign may not be placed on the same building wall as the primary sign.

11.8.2.4 LOCATION REQUIREMENTS FOR WALL SIGNS.

No wall sign may extend more than eighteen inches from the exterior of the wall and no portion of a sign shall extend above the wall on which it is mounted.

11.8.2.5 CHANGEABLE COPY.

As permitted in [Table 11-4](#) of this Article, changeable copy or “reader board” area and electronic message board area are permitted as wall signs provided that the changeable copy or electronic message board area does not exceed 50 percent of the total area of the sign.

11.8.2.6 ADDITIONAL WALL SIGN PERMITTED IN NC, CBD, TND, and PUD ZONING DISTRICTS.

Lots within these districts with off-street parking or an alley to the side or rear of a building shall be allowed to erect one additional wall sign facing the parking lot or alley. The secondary wall sign may not be placed on the same building wall as the primary sign.

11.8.3 CANOPY/AWNING SIGNS.

11.8.3.1 The maximum permitted sign area, location, characteristics, and number of Canopy/Awning Signs shall be determined in accordance with Tables 11-1 through 11-4 and as outlined in this Section. The following additional regulations shall apply to canopy/awning signs:

11.8.3.1.1 Canopy signs may be attached to the canopy at the face of or under the canopy. No sign may be attached to the support structures.

11.8.3.1.2 Signs attached to the top of the canopy are considered wall signs and must meet the size requirements for wall signs.

11.8.3.1.3 Signs which are suspended under a canopy and/or cantilevered roof shall be at

least eight feet above the sidewalk at their lowest point.

11.8.3.1.4 No support structures shall be visible.

11.8.3.1.5 To encourage uniqueness and originality, the canopy sign or projecting sign may be of an unusual shape. Examples of such signs would be a shoe to identify a shoe store, an apothecary jar to identify a drugstore, a camera to identify a photo store, etc. These signs must comply with all regulations as stated in this section.

11.8.3.2 VALANCE AND COPY SIZE FOR CANOPY/AWNING SIGNS.

The valance, or apron, for any canopy shall in no case exceed 12 inches in height. Individual letters or symbols on these valances shall not exceed nine inches in height. This provision shall apply only to valances to which sign copy is affixed.

11.8.3.3 ILLUMINATION FOR CANOPY/AWNING SIGNS.

Canopy/awning signs that may be illuminated shall have no bare bulbs present on or around the sign face.

11.8.3.4 CLEARANCE REQUIREMENTS FOR CANOPY/AWNING SIGNS AND SUSPENDED SIGNS.

All canopy/awning signs attached to the underside of a canopy/awning shall maintain the minimum clearance above the ground level of any sidewalk or vehicular access area as specified in the most recent edition of the North Carolina State Building Code.

11.8.3.5 CANOPY/AWNING SIGNS AND WALL MOUNTED SIGNS FOR MULTIPLE BUSINESS COMPLEXES.

All establishments within Multiple Business Complexes shall use as individual identification signs, exclusively, canopy/awning or wall signs. No mixing of sign types within a Multiple Business Complex shall be permitted, except that canopies/awnings containing no advertising

copy, may be used in combination with wall mounted signs.

11.8.3.6 ADDITIONAL CANOPY/AWNING SIGN PERMITTED ON CORNER OR DOUBLE FRONTAGE LOTS.

Lots with more than one street frontage shall be allowed to erect one additional canopy/awning sign on the secondary street frontage. The secondary sign may not be placed on the same building wall as the primary sign.

11.8.3.7 ADDITIONAL CANOPY/AWNING SIGN PERMITTED TO FACE SIDE OR REAR PARKING LOT.

Lots with parking to the side or rear of a building shall be allowed to erect one additional canopy/awning sign facing the parking lot, provided that at least 50 percent of the required parking for the establishment is located to the side or rear of the building and an entrance to the establishment faces the parking lot. The secondary sign may not be placed on the same building wall as the primary sign.

11.8.4 ON-PREMISE GROUND OR PYLON SIGNS.

The maximum permitted sign area, location, characteristics, and number of On-Premise Ground-Mounted Signs shall be determined in accordance with Table 11-1 through 11-4 and as outlined in this Section. The following additional regulations shall apply to on-premise ground-mounted signs:

11.8.4.1 BASE LANDSCAPING FOR GROUND-MOUNTED SIGNS.

All ground-mounted signs located within parking or vehicular use areas, and not in yard areas, shall be located in a bed of landscaping at least 30 square feet in area. This area shall contain low growing materials such as ground covers, perennials, and shrubs, and shall be bordered by acceptable curbing materials as specified in Article 7 of this Ordinance.

11.8.4.2 DISTANCE REQUIREMENTS FROM EXISTING GROUND SIGNS.

No proposed ground-mounted sign shall be placed within 40 feet of an existing ground-mounted sign.

11.8.4.3 GROUND-MOUNTED SIGNS FOR MULTIPLE BUSINESS COMPLEXES.

All uses within a Multiple Business Complex (includes more than one establishment or business on a common parcel) shall share the permitted ground-mounted sign(s) that is (are) permitted in accordance with Tables 11-1 through 11-4. These regulations shall not apply to outparcels of the development, as outparcels are separate parcels of land.

11.8.4.4 CHANGEABLE COPY.

As permitted in [Table 11-4](#) of this Article, changeable copy or “reader board” area and electronic message board area are permitted as on-premise ground signs provided that the changeable copy or electronic message board area does not exceed 50 percent of the total area of the sign. Electronic message board area is included in the calculation of the total sign area unless the board displays only time and temperature information, in which case the message area is allowed in addition to the maximum area of the sign.

11.8.4.5 ADDITIONAL GROUND SIGNS.

Lots with more than one street frontage shall be allowed to erect one ground sign per frontage, provided that each frontage is at least 30 feet in width at the street right-of-way. No two ground signs shall be placed on the same street frontage.

11.8.4.6 DISTANCE REQUIREMENTS FROM EXISTING GROUND SIGNS.

No proposed ground sign shall be placed within 40 feet of an existing ground sign. In the event that this requirement will not allow a site to have at least one ground sign, the Administrator shall have the authority to allow one ground sign subject to all other standards of this Ordinance.

11.8.5 PROJECTING OR SUSPENDED SIGNS.

The maximum permitted sign area, location, characteristics, and number of Projecting or Suspended Signs shall be determined in accordance with Table 11-1 through 11-4 and as outlined in this Article. The following additional regulations shall apply to projecting or suspended signs:

11.8.5.1 An identification, projecting or suspended sign shall include only the address and name of occupant.

11.8.5.2 A projecting or suspended sign shall not extend into the public right-of-way. In no case shall this category of sign be permitted to encroach over a motorized vehicle travel way such a public or private street, alley, or driveway. If such a sign is suspended or projects above a public right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner obtaining, and maintaining in force, liability insurance in an amount of not less than \$500,000 per occurrence per sign.

11.8.6 FUEL ISLAND CANOPY.

11.8.6.1 Fuel Island Canopy signs shall be allowed in addition to the permitted number of signs allowed for the property subject to the following conditions:

- Only the name brand of gasoline or registered trademark logo may be placed on the canopy ;
- The size of the letters may not exceed 18 inches in height, nor may the letters extend above the parapet of the canopy
- No more than two such signs may be placed on the canopy;
- The entire sign, including the registered trademark logo, may not exceed 16 square feet in area.

11.8.7 SUBDIVISION ENTRANCE SIGNS.

11.8.7.1 Signs constructed for the purpose of identifying the name of a residential subdivision, apartment complex, office park or industrial park may erect an off-premise ground sign within a common area at exterior entrance

points, provided that each access point connects to collector street or other higher order of street. Such signage shall not be located within a public street right-of-way, except that such signs may be located within a designed center median if approval is obtained from the respective controlling right-of-way agency.

11.8.7.2 Subdivision entrance signs may be erected at entrance locations in two forms: (a) as a single sign (single- or double-faced) or (b) as two separate single-sided signs.

11.9 OUTDOOR ADVERTISING (BILLBOARD) SIGNS.

11.9.1 STANDARDS FOR THE CITY OF SANFORD AND THE TOWN OF BROADWAY.

Outdoor advertising (billboard) signs are prohibited within the City of Sanford and the Town of Broadway.

11.9.2 STANDARDS FOR LEE COUNTY.

11.9.2.1 Outdoor advertising signs (off-premises signs) are permitted only in the following zoning districts: HC, LI, and HI.

11.9.2.2 Where erected, outdoor advertising signs shall not be located within one hundred (100) feet of any residential zoning district.

11.9.2.3 There shall be a minimum radius between any two- (2) outdoor advertising signs of one thousand (1,000) linear feet.

11.9.2.4 No outdoor advertising sign shall be used to advertise for any business or other commercial use which is located within one hundred (100) feet of the sign. This one hundred (100) foot spacing shall include all structures and/or off-street parking area as associated with a business or commercial use desiring to advertise.

11.9.2.5 Dimensions of outdoor advertising signs shall not exceed three hundred (300) square feet per sign area and 35 feet in height.

11.9.2.6 No sign structure shall support more than one (1) sign, as defined in Appendix A.

11.10 TEMPORARY SIGNS

11.10.1 Temporary signs must conform to all regulations of this section. These signs shall not be required to obtain a sign permit but must be registered with the Department of Community Development. Information required to register a temporary sign will be the name and address of sign owner, date of erection of sign, date for removal of sign and description of sign (size, shape and material of construction).

11.10.2 SIGNS FOR SPECIAL EVENTS OF A RELIGIOUS, CHARITABLE, CIVIC, FRATERNAL, OR POLITICAL NATURE.

It is the intent of this section to allow the use of signs to communicate community events for the above purposes. Temporary signs advertising special events of a religious, charitable, civic, fraternal or political nature may be erected provided that:

- The size of any such sign shall not exceed twenty-four (24) square feet in area.)
- The sign may not be illuminated.
- The sign may not be displayed earlier than thirty (30) days prior to the event to which they pertain and must be removed within seven (7) days after the event.

11.10.3 SIGNS FOR NEWLY ESTABLISHED BUSINESSES

Businesses that are newly established or have changed locations may display a temporary sign as defined by Appendix A provided that:

- The size of any such sign is not in excess of twenty-four (24) square feet in area.
- The sign may be displayed for a period of sixty (60) days. This sixty-day period may begin no earlier than sixty days prior to the opening date of the business nor later than thirty (30) days

after the Building Inspector issues the Certificate of Occupancy.

- Only one such sign is allowed per premise; however this one sign may be used in addition to other permitted signs.

11.10.4 SIGNS FOR SPECIAL SALES AND PROMOTIONS

Temporary signs that advertise special sales and promotions by merchants and other profit-making concerns may be erected in addition to other permitted signs provided:

- The size of such sign shall not exceed twenty-four (24) square feet.
- The sign may not be illuminated.
- The sign may be displayed for a period of ten (10) days only.
- Only one (1) sign per premise is allowed.
- A business establishment may receive registration for temporary signs for four (4) or less separate events during one calendar year period. An interval of thirty (30) days shall separate each event.

TABLE 11-1: STANDARDS FOR PERMANENT SIGNAGE IN THE O&I, C-1, C-2, HC, LI AND HI ZONING DISTRICTS

Sign Type	Use	Maximum Sign Area	Maximum Height	Maximum Number	Sign Location
Ground Signs (Monument or Pylon -style)	Individual Business/Use	80 square feet	25 feet for pylon-style; 8 feet for monument-style	1 per frontage per § 11.8.4.5 for each lot or parcel	Pylon-style: 15 feet from right-of-way and outside site triangle. Monument-style: Outside of street right-of-way and site triangle
	Shopping Centers, Industrial Parks, or Business Parks - generally	150 square feet (combined)	25 feet for pylon-style; 8 feet for monument-style	1 per frontage per § 11.8.4.3 and 11.8.4.5 for each development	
	Shopping Centers, Industrial Parks, or Business Parks - signs located within 200 feet of limited access highway right-of-way	200 square feet (combined), only 1 sign may exceed 150 square feet	40 feet; only one such sign shall be permitted.	1 per frontage per § 11.8.4.3 and 11.8.4.5 for each development	
Wall Signs	Individual Business/Use and Multiple Business Complexes	2 square foot per lineal frontage of the building wall sign is attached, up to 120 square feet ⁽²⁾	shall not extend above the vertical wall	1 per frontage per § 11.8.2.2 and 11.8.2.3 for each business or tenant	n/a
Canopy / Awning Signs	Individual Business/Use and Combined Developments	9 square feet	n/a	May be substituted for allowed wall signs	n/a
Projecting/ Suspended Signs	Individual Business/Use and Multiple Business Complexes	Projecting sign – 16 square feet or Suspended sign – 4 square feet	n/a	May be substituted for allowed wall signs	No portion of a projecting or suspended sign shall extend more than 5 feet from building wall

Rules of Interpretation for Table 11-1: (1) For shopping centers, an additional wall sign may be substituted for a permitted ground sign. (2) Frontage shall be measured by a distance extending from lines drawn perpendicular to the street and extending to the nearest edge of the front building façade (see illustration).

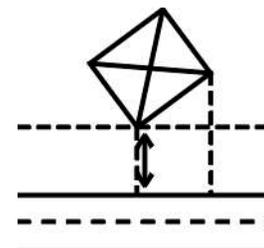


TABLE 11-2: STANDARDS FOR PERMANENT SIGNAGE IN THE NC, CBD, TND, AND PUD ZONING DISTRICTS

Sign Type	Use	Maximum Sign Area	Maximum Height	Maximum Number	Sign Location
Ground Signs	Individual Business/Use	32 square feet	8 feet	1 per frontage per § 11.8.4.5 for each lot or parcel	Outside of street right-of-way and site triangle
	Combined Development	16 square feet plus 8 square feet per additional tenant up to a maximum of 40 square feet	8 feet	1 per frontage per § 11.8.4.3 and 11.8.4.5 for each development	
	Subdivision Entrance Sign	40 square feet	8 feet	1 per entrance per § 11.8.7.1 and 11.8.7.2	
Wall Signs	Individual Business/Use and Multiple Business Complexes	0.5 square feet per lineal frontage or 48 sq ft maximum	shall not extend above the vertical wall	1 per frontage per § 11.8.2.2 or 11.8.2.6 for each business or tenant	N/a
Canopy/Awning Signs	Individual Business/Use and Combined Developments	16 square feet. Signs that are attached to the face or side of a canopy may not exceed 12 inches in height.	n/a	May be substituted for allowed wall signs. This is not applicable to an additional/secondary wall sign.	N/a
Projecting/Suspended Signs	Individual Business/Use and Multiple Business Complexes	Projecting sign – 16 square feet or Suspended sign – 4 square feet	n/a	May be substituted for allowed wall signs. This is not applicable to an additional/secondary wall sign.	No portion of a projecting or suspended sign shall extend more than 5 feet from building wall

Rules of Interpretation for Table 11-2: (1) Frontage shall be measured by a distance extending from lines drawn perpendicular to the street and extending to the nearest edge of the front building façade (see illustration).

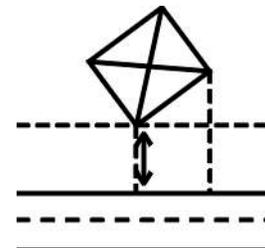


TABLE 11-3: STANDARDS FOR PERMANENT SIGNAGE IN RESIDENTIAL DISTRICTS (RA, RR, R-20, R-14, R-12, R-12SF, R-10, R-6, AND MF-12)

Sign Type	Use	Maximum Sign Area	Maximum Height	Maximum number	Sign Location
Ground Signs	Home Occupation	RA zoning district – 9 sq. ft.; All other zoning districts – not allowed	4 ft. (where permitted)	1 per lot or parcel	Outside of street right-of-way and site triangle
	Churches, Schools, Community Centers, Public Buildings, and Similar Uses	40 square feet	8 feet	1 per frontage per § 11.8.4.5 for the lot or parcel (also see note 1)	
	Other Uses	40 square feet	8 feet	1 per frontage per § 11.8.4.5 for the lot or parcel	
	Subdivision Entrance Signs	40 square feet per sign	8 feet	1 per entrance per § 11.8.7.1 and 11.8.7.2	Same as above, and must be located along entrance wall of development
Wall Signs	Home Occupation	RA zoning district - 12 sq. ft. ; All other zoning districts – 4 sq. f.t.	n/a	1 per lot or parcel	Must be mounted flush to dwelling surface
	Churches, Schools, Community Centers, Public Buildings, and Similar Uses	1.0 square foot of signage for each linear foot of wall length, up to 80 square feet	n/a	1 per frontage per § 11.8.2.2 and 11.8.2.3	n/a
	Other Uses	16 square feet	n/a	1 per frontage per § 11.8.2.2 and 11.8.2.3	n/a
	Apartments, Condominiums, Residential Subdivisions, and Manufactured Home Parks	n/a	n/a	Not permitted	n/a

Note 1: One bulletin board sign shall be permitted in addition to the identification signage as allowed, provided that the bulletin board sign does not exceed six feet in height or 18 square feet in size.

Rules of Interpretation for Table 11-3: (1) Frontage shall be measured by a distance extending from lines drawn perpendicular to the street and extending to the nearest edge of the front building façade (see illustration).

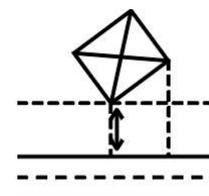


TABLE 11-4: STANDARDS FOR SIGN CHARACTERISTICS

	RA, RR, R-20, R-14, R-12, R-10, R-6, MF-12, PUD, TND	CBD	C-1, O&I, LI, HI	NC, C-2, HC
Animated	-	-	-	-
Changeable Copy	-	P	S/B	P
Illumination, Internal	-	P	P	P
Illumination, Indirect	P (See note 1)	P	P	P
Illumination, Indirect, Exposed Bulbs or neon	-	P	-	-

Rules of Interpretation for Table 11-4.

- “P” indicates that the specified type of illumination is permitted in designated zoning district within all zoning jurisdictions.
- “S/B” indicates that the specified type of illumination is permitted in designated zoning district within the zoning jurisdiction of the City of Sanford and/or Town of Broadway only.
- Dash (“-”) indicates that the specified type of illumination is prohibited in designated zoning district.
- Note 1 - Indirect illumination is allowed for ground signs for non-residential and multi-family uses, except that home occupation ground signs may not be illuminated.