

13. Signs.

a. Shopping Center Signs. Monument signs are allowed.

i. Signs. Monument signs shall be allowed at each entrance into shopping centers. Allowable sign size shall be 50 square feet, exceeding this figure when a calculation of one square foot per 1,000 square feet of building area allows. Sign size shall not exceed 150 square feet, and sign height shall not exceed 8 feet, with architectural features of the sign not to exceed 12 feet in height. Pole and pylon signs are prohibited. Monument signs may be externally illuminated and shall be designed such that all means of support are concealed. Street numbers shall be placed on signs at a minimum letter height of 3½" or 10% of sign face height.

ii. Canopy Signs. One canopy or awning sign per occupancy may be permitted subject to the following. The area of copy shall not exceed one square foot per linear foot of canopy, front and sides or a maximum of 75 square feet, front and sides. No canopy sign shall be less than nine feet above the ground immediately below it. Copy may be installed above or on the face of the canopy, provided that the copy area of a sign installed above or on the canopy will be computed on the total of the sign face and the canopy apron. Signs attached to the underside of a canopy shall have a copy area no greater than six square feet.

iii. Projecting Signs. Retail uses in the Community Center and Activity Center and in Neighborhood Centers may also have projecting signs on buildings. Such signs shall not project more than four feet from the wall and shall not be more than three feet high. Such signs shall be mounted on second floor facades, or if there is no second floor, at least ten feet above the sidewalk, located above awnings, canopies, or the like.

b. Freestanding Retail, Office, and Industrial Signs. Monument signs are allowed. Allowable sign size is 50 square feet, exceeding this figure when a calculation of one square foot per five linear feet of lot frontage allows. Such signs shall be a maximum of 75 square feet and a maximum height of ten feet. Signs shall be located in an area that is between five and 20 feet from the right-of-way. One freestanding sign per parcel is allowed for the primary street frontage, as indicated by the orientation of the main entrance of the building.

c. Office/Industrial Park/Complex Uses. Freestanding monument signs are allowed. Size of signs is calculated at a rate of one square foot per 1,000 square feet of building area, beyond a base of 50 square feet. Maximum sign size is 150 feet and maximum height is 15 feet.

- d. Hospital Uses. One double-faced freestanding monument sign is allowed per street frontage and at each entrance into the hospital facility. The primary sign shall not exceed two (2) square feet of sign area for each linear foot of street frontage but shall, in no case, exceed 225 total square feet per side. The primary sign is limited to an overall height of twenty (20) feet above ground level. Additional signs may not exceed 100 square feet per side and an overall height of twelve (12) feet above ground level. Signs shall be a minimum of five feet from any public right-of-way. A maximum of eight interior campus directional signs for the purpose of designating parking areas and emergency room access points may be permitted, provided that such parking area signs shall not exceed 8 feet in height and 18 square feet in area, and such emergency room access point signs shall not exceed 8 feet in height and 44 square feet in area.

- e. Off-Premises/Off-Site Signs for Shopping Centers Located in the BF-AC Zoning District. Due to the unique characteristics and design requirements for commercial developments within the Branan Field Activity Center zoning category, off-premises/off-site signs, as defined in Article VII of Clay County Land Development Code, may be utilized for certain shopping center developments meeting the following requirements:
 - i. Applicability. This subsection applies to shopping centers which: (1) are designated as BF-AC on the Branan Field Master Plan 2025 FLUM; (2) are located at the intersection of two roadways classified as major collector roads or higher; and, (3) have access on both roadways.

 - ii. Permitted Signage. In addition to other permitted signage, the shopping center may have one single or double-faced internally or externally illuminated freestanding off-premises/off-site monument sign. The sign shall not exceed two (2) square feet of sign area for each linear foot of street frontage but, in no case shall the sign face exceed 175 total square feet per side. The sign is limited to an overall height of twenty (20) feet above ground level. The off-premises/off-site sign shall be located at the intersection of the two roadways and may be constructed in a v-shape as long as each sign face generally faces each road. Any such sign may identify one or more users within the shopping center development.

- f. Sign Illumination. Any external above-ground light source shall be located and hidden within a planter bed. Light sources located outside the planter bed shall be in a burial fixture. Sign lights shall be focused, directed, and so arranged as to prevent glare or direct illumination or traffic hazard from said lights onto residential districts or onto the abutting roadways. No flashing or pulsating lights shall be permitted on any sign.

- g. Wall Signs. Wall signs are allowed for commercial, office, and industrial buildings. Maximum sign area shall be determined by multiplying the occupancy front foot (linear footage) by 1.5 feet. The maximum sign vertical dimension shall not exceed 20 percent of the building height. In the case of multi-use buildings with individual frontages, these standards shall apply to each portion of the building occupied by a use. Total wall sign size may not exceed 325 square feet.
- h. Prohibited Signs.
- i. Pole or pylon signs.
 - ii. Billboards and off-premises or off-site signs, unless otherwise permitted pursuant to Section 13.e above.
 - iii. Flashing or revolving signs, except for barber poles (allowable only in the supplemental sidewalk zone in shopping streets in the Community and Activity Center and in the Neighborhood Center;
 - iv. Roof signs;
 - v. Any sign suspended between poles and illuminated by a series of lights;
 - vi. Any sign erected on a tree or utility pole, or painted or drawn on a rock or other natural feature;
 - vii. Any sign suspended between poles which is either a pennant or spinner;
 - viii. Signs which contain, include, or are illuminated by any flashing, intermittent, or moving light or light except for those giving public service information such as time, date, temperature, weather, or similar information.