

**CITY OF CAPE CORAL, FLORIDA
LAND DEVELOPMENT CODE
ARTICLE 7 – SIGN REGULATIONS**

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CHAPTER 1. GENERAL PROVISIONS

Section 7.1.1. Purpose and Intent

It is the purpose of this Article to promote the public health, safety, and general welfare through reasonable, consistent, and non-discriminatory sign standards. The sign regulations in this Article are not intended to censor speech or to regulate viewpoints, but instead are intended to regulate the adverse secondary effects of signs. The sign regulations are especially intended to address the secondary effects that may adversely impact aesthetics and traffic and pedestrian safety. The sign regulations are designed to serve substantial governmental interests and, in some cases, compelling governmental interests, such as traffic safety and warning signs of threats to bodily injury or death. This Article is not intended to extend its regulatory regime to objects that are not traditionally considered signs for purpose of government regulation.

In order to preserve and promote the City as a desirable community in which to live, visit, work, play, and do business, a pleasing, visually attractive, and safe environment is of foremost importance. The regulation of signs within the City is a highly contributive means by which to achieve this desired end.

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47 Further it continues to be the purpose of this Article to promote optimum conditions for serving sign
48 owners’ needs and respecting their rights to identification while balancing the aesthetic and safety
49 interests of the community. The regulation of signs within the City is necessary and in the public interest,
50 and these regulations have been prepared with the intent of enhancing the visual environment of the City
51 and promoting its continued well-being, and are intended more specifically to:

- 52
- 53 A. Aesthetics. To maintain and enhance the beauty, unique character, aesthetic environment, and
54 quality of the City, that will attract commerce, businesses, economic development, residents, and
55 visitors; to preserve, conserve, protect, and enhance the aesthetic quality and scenic beauty of all
56 zoning districts of the City; to regulate the appearance and design of signs in a manner that promotes
57 and enhances the beautification of the City and that complements the natural surroundings in
58 recognition of the City’s reliance on its natural surroundings and beautification efforts in retaining
59 economic advantage for its community; and to assure that the benefits derived from the expenditure
60 of public funds for the improvement and beautification of streets, sidewalks, public parks, public
61 rights-of-way, and other public places and spaces, are protected by exercising reasonable controls
62 over the physical characteristics and structural design of signs.
63
 - 64 B. Traffic and Pedestrian Safety. To maintain and improve traffic and pedestrian safety through properly
65 located signs; to regulate signs in a manner so as to not interfere with, obstruct the vision of, or
66 distract motorists, bicyclists, or pedestrians; to allow for traffic control devices consistent with
67 national standards and whose purpose is to promote roadway safety and efficiency by providing for
68 the orderly movement of road users on streets and roadways, and that notify users of regulations and
69 provide warning and guidance necessary for the safe, uniform, and efficient operation of all elements
70 of the traffic stream.
71
 - 72 C. Economic Development. To promote economic development and the value of nonresidential
73 properties, through sensitivity to surrounding land uses and maintaining an attractive community
74 appearance.
75
 - 76 D. Effective Communication. To encourage signs which are clear and legible; and to encourage the
77 effective use of signs as a means of communication.
78
 - 79 E. Identification of Goods and Services. To aid the public and private sectors in identifying the location
80 of goods and services.
81
 - 82 F. Compatibility with Surroundings. To allow signs that are compatible with their surroundings and aid
83 orientation, while precluding the placement of signs that contribute to sign clutter or that conceal or
84 obstruct adjacent land uses or signs; to preclude signs from conflicting with the principal permitted
85 use of the site and adjoining sites; and to minimize the possible adverse effect of signs on nearby
86 public and private property.
87
 - 88 G. Reduction of Visual Clutter. To reduce visual clutter that may otherwise be caused by the proliferation,
89 improper placement, illumination, animation, excessive height, and excessive size (area) of signs
90 which compete for the attention of pedestrian and vehicular traffic.
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- 92 H. Zoning District Considerations. To encourage and allow signs that are appropriate to the zoning district
93 in which they are located.
94
- 95 I. Scale, Integration, and Design. To establish sign size in relationship to the scale of the lot and building
96 on which the sign is to be placed or to which it pertains; to foster the integration of signs with
97 architectural and landscape designs; to provide flexibility and encourage variety in signs, and to relate
98 signage to the basic principles of good design; and to promote the use of signs that positively
99 contribute to the aesthetics of the community, are appropriate in scale to the surrounding buildings
100 and landscape, and advance the City’s goals of quality development.
101
- 102 J. Maintenance and Safety. Except to the extent expressly preempted by state or federal law, to ensure
103 that signs are constructed, installed, and maintained in a safe and satisfactory manner, and to protect
104 the public from unsafe signs.
105
- 106 K. Property Values. To protect property values by precluding, to the maximum extent possible, sign types
107 that create a nuisance to the occupancy or use of other properties because of their physical
108 characteristics such as their size (area), height, number, illumination, and movement; and to protect
109 property values by ensuring that the number of signs are in harmony with buildings, neighborhoods,
110 and conforming signs in the area.
111
- 112 L. Enforcement. To enable the fair and consistent enforcement of these sign regulations; and to provide
113 standards regarding the non-communicative aspects of signs, which are consistent with local, county,
114 state, and federal law.
115

Section 7.1.2. Scope

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118 This article shall control the regulation of signs and other outdoor displays. If any part of this article
119 conflicts with any other codes adopted by the city, the most restrictive provision shall apply.
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Section 7.1.3. Compliance with Codes and Ordinances

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123 No sign shall be erected or maintained in the city, except in accordance with the provisions of this article.
124 All signs erected, installed, or located in the City of Cape Coral shall conform to all requirements of the
125 National Electrical Code, the Florida Building Code, this article, and other applicable law.
126

Section 7.1.4. Substitution

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129 It is not the purpose of this article to regulate or control the copy, content, or viewpoint of signs. Nor is it
130 the intent of this article to afford greater protection to commercial speech than to non-commercial
131 speech. Any sign, display, or device allowed under this article may contain, in lieu of any other copy, any
132 otherwise lawful non-commercial message that complies with all other requirements of this article. The
133 non-commercial message may occupy the entire sign area or any portion thereof and may substitute for
134 or be combined with the commercial message. The sign message may be changed from commercial to
135 non-commercial or from one non-commercial message to another, as frequently as desired by the sign's
136 owner, if the sign is not prohibited and the sign continues to comply with all requirements of this article.
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Section 7.1.5. Severability

- A. Generally. If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this article is declared unconstitutional by the final and valid judgment or decree of any court of competent jurisdiction, this declaration of unconstitutionality or invalidity shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this article.
- B. Severability where less speech results. This subsection shall not be interpreted to limit the effect of Section 7.1.5.A above, or any other applicable severability provisions in the code or any adopting ordinance. The City Council specifically intends that severability shall be applied to these sign regulations even if the result would be to allow less speech in the city, whether by subjecting currently exempt signs to permitting or by some other means.
- C. Severability of provisions pertaining to prohibited signs. This subsection shall not be interpreted to limit the effect of Section 7.1.5.A above, or any other applicable severability provisions in the code or any adopting ordinance. The City Council specifically intends that severability shall be applied to Section 7.2.1 of this article, "Prohibited signs," so that each of the prohibited sign types listed in that section shall continue to be prohibited irrespective of whether another sign prohibition is declared unconstitutional or invalid.
- D. Severability of prohibition on off-premises signs and commercial signs. This subsection shall not be interpreted to limit the effect of Section 7.1.5.A above, or any other applicable severability provisions in the code or any adopting ordinance. If any, or all, of this article or any other provision of the code is declared unconstitutional or invalid by the final and valid judgment of any court of competent jurisdiction, the City Council specifically intends that that declaration shall not affect the prohibition of off-site signs in Section 7.2.1 of this article.

Section 7.1.6. Definitions

Article 11 of this code contains definitions as they relate to this article.

Chapter 2. Administration

Section 7.2.1. Prohibited Signs

The following signs are prohibited:

- A. Abandoned signs;
- B. Animated signs, except electronic message centers, provided such signs comply with the requirements of Section 7.4.3;
- C. Back Lit Awning Signs;
- D. Bandit Signs;

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- 184 E. Blinking Signs;
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- 186 F. Unless allowed under Section 7.2.2 of this article, signs on public property, rights-of-way, or attached
187 to trees or utility poles, other than by or with the permission of the owner of the public property or
188 right-of-way;
189
- 190 G. Signs attached to fences on improved, non-residential property; however, this prohibition shall not
191 extend to signs attached to recreational fences around activity fields, playgrounds, or playing fields
192 (such as football fields, baseball diamonds, etc.) in public parks owned and operated by one or more
193 governmental entities and where the signs:
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- 195 1. Are only visible from inside the park, or
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- 197 2. If visible from outside the park, face the inside of the park;
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- 199 H. Figure structured signs;
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- 201 I. Flashing signs;
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- 203 J. Intermittent;
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- 205 K. Moving;
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- 207 L. Obscene signs;
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- 209 M. Off-site signs;
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- 211 N. Parasite signs;
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- 213 O. Projected image signs;
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- 215 P. Portable signs;
216
- 217 Q. Reflective;
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- 219 R. Roof signs;
220
- 221 S. Rotating;
222
- 223 T. Signs or sign support structures that obstruct means of egress, including any fire escape, any window,
224 any door opening, any stairway, any opening, any exit, any walkway, any utility access or Fire
225 Department connection;
226
- 227 U. Signs that interfere with any opening required for ventilation;
228
- 229 V. Signs resembling Traffic Control Device Signs;

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- 231 W. Signs with exposed raceways;
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- 233 X. Snipe Signs; and
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- 235 Y. Vehicle signs.
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Section 7.2.2. Signs in the Public Right-of-Way

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- 239 A. Signs allowed in the public right-of-way. No signs shall be erected, installed, or located in the public
- 240 right-of-way or shall project over the public right-of-way, except permanent signs of the following
- 241 type(s):
- 242
- 243 1. Public signs erected by or on behalf of a governmental body to post legal notices, identify public
- 244 property, convey public information, announce public events, and direct or regulate pedestrian
- 245 or vehicular traffic.
- 246
- 247 2. Signs that are placed within or on structures that are public service related, including bus stop
- 248 signs, bench/shelter signs, and other informational signs. These structures shall be erected by or
- 249 on behalf of a public transit or communications company or the city. These structures and the
- 250 character, size, content, nature, and design of signs on such structures shall be approved by the
- 251 city through a contract or other agreement approved by the City Council prior to the erection of
- 252 such structures or the installation of such signs. If such structures cannot be in the public right-of-
- 253 way as the result of safety factors, right-of-way constraints, or other factors or if it is more
- 254 practicable to locate such structures on a site other than public right-of-way, the structure may
- 255 be placed on private property, provided that prior written consent is obtained from the property
- 256 owner.
- 257
- 258 3. Informational signs of a public utility regarding its poles, lines, pipes, or facilities.
- 259
- 260 4. Development identification signs in conformity with 7.4.2.
- 261
- 262 5. Directional signs in conformity with 7.4.2.
- 263
- 264 6. Non-commercial signs in conformity with 7.4.2.
- 265
- 266 7. Traffic Control Device Signs installed by or on behalf of a government body.
- 267
- 268 B. Removal and forfeiture of unauthorized sign in the public right-of-way. The city shall have the right to
- 269 remove from the public right-of-way any sign which is erected, installed, or located in such public
- 270 right-of-way and which does not conform to the requirements of this article. Such signs shall be
- 271 deemed to have been forfeited to the city and the city shall have the right to dispose of such signs as
- 272 it sees fit. In addition to other remedies, the city shall have the right to recover from the owner of
- 273 such sign or the person responsible for placing the sign in the public right-of-way all costs associated
- 274 with the removal or disposal of the sign.
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Section 7.2.3. Activities Exempt from Permitting

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The following types of activities are exempt from the permitting requirements of this article:

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- A. Changing the advertising copy, announcement, or message on a marquee or changeable copy sign board so designed to alter such copy; subject to any restrictions in this article, including frequency limitations;
- B. Cleaning, painting, electrical, or comparable general maintenance or repair of a sign that does not alter any regulated feature of such sign; and
- C. Changing the message or locating official public notices or traffic control signs.

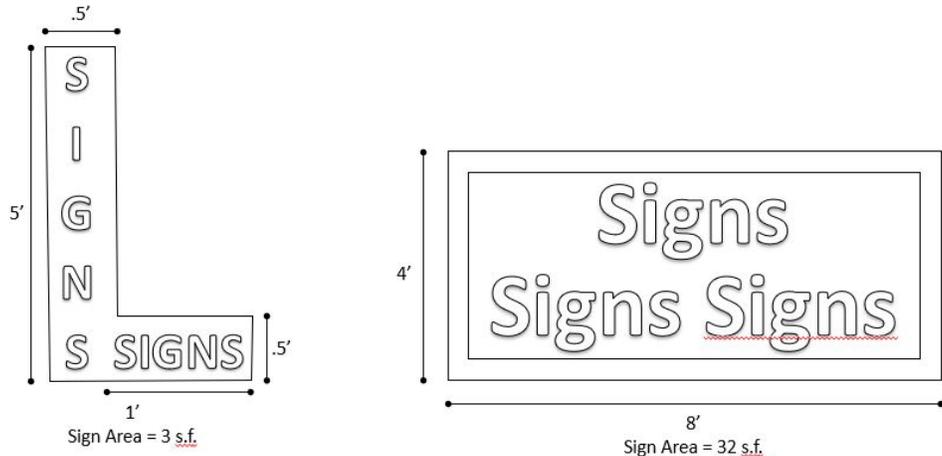
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Section 7.2.4. Requirements Applicable to All Signs

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- A. Computation of sign area. The area of a sign shall be measured from the outside edges of the sign or the sign frame, whichever is greater, excluding the area of the supporting structures provided that the supporting structures are not used for advertising purposes and are of an area equal to or less than the permitted sign area. Supporting framework and bracing which are incidental to the display itself shall not be included in the computation of the area unless, by the nature of their design, they form a continuation of the sign.

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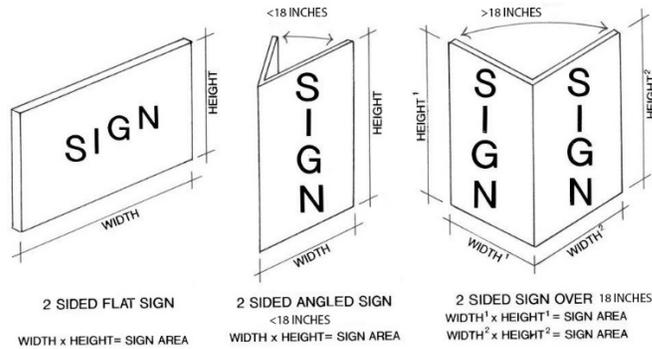


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- 1. The area of a multi-faced sign shall be computed on one face in the same manner as the sign area of an individual sign, provided that the faces of the sign are not separated at any point by more than 18 inches. If the faces of a multi-faced sign are separated at any point by more than 18 inches, then each face constitutes a separate sign.

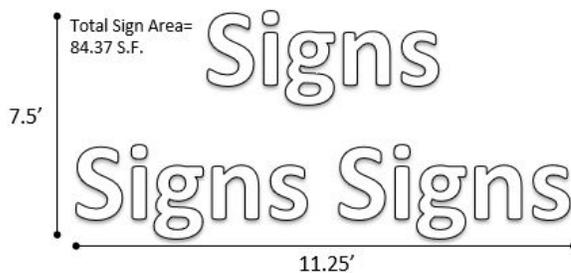
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2. Where individual characters are used without a supporting panel (channel letters), the overall dimensions from the beginning of the first character to the end of the last character in the longest line and from the top of the uppermost character to the bottom of the lowermost character shall be regarded as the extreme dimensions in calculating the overall sign area of the sign.



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- B. Computation of height. The vertical height of a freestanding sign shall be computed from the established mean grade of the development site to the highest component of the sign or supporting framework, whichever is higher. The maximum vertical height of a building mounted sign shall not exceed the roof line of the structure.
- C. Location of signs on property.
 1. Setbacks. The distance of a sign from a property line, right-of-way, or other point shall be computed by measuring a perpendicular line from the foremost part of the sign to the ground and then measuring from that point to the nearest point of the property line, right-of-way, etc.
 2. Distance between freestanding signs. A minimum distance of 25 feet shall be maintained between freestanding signs regardless of whether such signs are on one site or whether they are located on adjacent sites.
 3. Location. No sign may project beyond the property line(s) of the property on which the sign is located, except that sign(s) may be flush-mounted to the walls of buildings which are constructed with a zero setback from the property line. Except as otherwise provided herein, signs shall be located on the same site on which the advertised goods or services are available. No part of any

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331 banner, sign, flag, or flagpole shall be hung, attached, or erected in any manner as to project into
332 the right-of-way.
333

334 4. Freestanding signs are prohibited in the 6' perimeter utility easement.
335

336 D. Illumination. Signs may be illuminated by any method not prohibited by this article provided that any
337 light source shall be shielded in such a manner as to prevent direct rays of light from being cast into
338 an occupied residence, hotel or motel room, a commercial business, at any pedestrian traveling upon
339 a street or sidewalk, or any vehicle traveling upon a public street.
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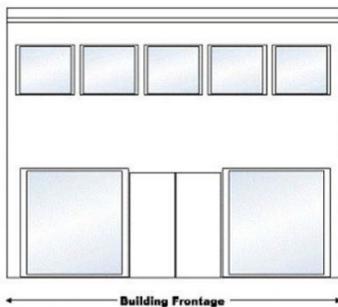
Section 7.2.5. Maximum Total Sign Area Per Site

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343 A. Residential uses in residential zoning districts. Except for signs identified as permitted, no signs are
344 allowed on sites containing residential uses in residential zoning districts. Any sign on a residential site
345 in a residential zoning district shall comply with the provisions for such sign(s).
346

347 B. Non-residential uses in all zoning districts. Except as otherwise provided in this chapter, the number
348 of building signs located on property lawfully used for non-residential purposes shall not be limited
349 so long as the cumulative total sign area (in square feet) of all such signs, except exempt signs, does
350 not exceed the building sign allowance for the property. The allowable building sign area (in square
351 feet) of all signs, except exempt signs, erected, installed, or located on a site lawfully containing a non-
352 residential use in any zoning district shall be computed as follows:
353

354 1. Building mounted signs.

355
356 a. If a building contains more than one floor or story, the dimension of the primary side of the
357 building shall be determined by measuring (in linear feet) the overall width of the first floor
358 or story of the building on the side that faces the front lot line and the sign allowance for each
359 business establishment or other entity occupying the building shall be shared by such business
360 establishments or other entities as determined by the property owner based on the frontage
361 of the building.
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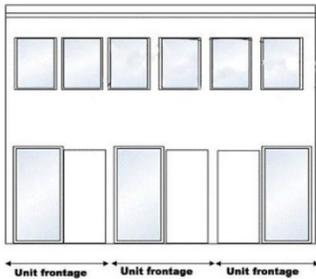
Structural Building Frontage Single Unit

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365 b. If a building contains more than one business establishment or other entity, but the exterior
366 of the building has not been subdivided into units, the sign allowance for each business
367 establishment or other entity occupying the building shall be shared by such business

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368 establishments or other entities as determined by the property owner based on the frontage
369 of the building.

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371 c. If all or part of the exterior of a building has been subdivided into two or more fully enclosed
372 units capable of containing one or more business establishments or other entities (such as a
373 multiple unit shopping center), the front dimension of each such unit shall be considered the
374 building frontage of the unit and the sign allowance for each business establishment or other
375 entity occupying such unit shall be shared among the business establishments or other
376 entities occupying such unit in the manner prescribed by the property owner. Any remaining
377 part of the exterior of the building which has not been subdivided into fully enclosed units
378 shall be treated the same as a building which has not been subdivided into units.
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Structural Building Frontage Multiple Unit Building

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382 d. If a single business establishment or other entity occupies more than one consecutive fully
383 enclosed unit, the building frontage of such business or other entity shall be the total linear
384 dimension of building frontage of all such units combined.

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386 e. The allowable signage to be mounted on a building shall be based on the building frontage of
387 a business or other entity as follows:
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Linear Feet of Structural Frontage	Square Feet/Linear Feet of Structural Frontage	Maximum Area
≤100 Linear Feet	2 Square Feet	100 Square Feet
>100 Linear Feet to ≤300 Linear Feet	1 Square Foot	200 Square Feet
>300 Linear Feet	.75 Square Feet	300 Square Feet
In the event a building is located on a lot that does not abut a public street, the frontage shall be measured along the publicly dedicated parking lot or platted alley that the lot fronts		

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390 f. In addition to the sign area otherwise allowed in this section, business establishments or other
391 entities which meet the following criteria shall be allowed additional sign area for building-
392 mounted signs as follows:

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- i. Businesses or other entities fronting on more than one platted street shall be permitted an additional sign area allowance of one-half square foot per linear foot of building frontage on such additional street up to a maximum of 50 square feet per street. Such additional sign area allowance for a second street shall be added to the building-mounted sign area allowance resulting from the building frontage calculation. If a business or other entity fronts on three or four streets, then the additional sign allowance resulting from frontage on the third or fourth streets shall be used on the building face actually abutting the third or fourth streets. For purposes of this article, when a business or other entity fronts three or four streets, the side(s) of the business establishment or other entity shall be deemed to be fronting on the second and, if applicable, the fourth streets and the rear of the business establishment or other entity shall be deemed to front on the third street.
- ii. Businesses or other entities whose side or rear building frontages abut a public alley, public parking area, or mall parking area shall be permitted an additional allowance of one-half square foot per linear foot of such side or rear building frontage up to a maximum of 50 square feet. Such additional allowance shall only be used on the side or rear of the building which actually abuts the public alley, public parking area, or mall parking area.

C. Freestanding signs.

1. Individual business or entity sites.

- a. Except as otherwise provided in Section 7.4.3 of this article, "Gasoline pricing signs," no site shall have more than two freestanding signs.
- b. The allowable freestanding sign area (in square feet), the maximum number of freestanding signs, and the maximum height of freestanding signs erected, located, or placed on lawfully existing non-residential uses in all zoning districts shall be based on the street frontage of the site.
- c. When only one freestanding sign is permitted, the sign shall provide architectural design features, including colors or materials or both consistent with those used in the design of the building to which the sign is accessory. These features shall apply to the sign frame and supporting materials, not to the sign panel or panels that provide the actual advertising area.
- d. When two freestanding signs are permitted, signs must be similar in design, color and materials.
- e. For all individual non-residential use sites, the following maximum freestanding sign(s) number, maximum freestanding sign area, and height limitations shall apply:

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Freestanding Signs	Individual businesses or entities	Individual businesses or entities in Preserve Zoning Districts	Individual businesses or entities on Pine Island Road (SR 78), Veterans Parkway, US 41, and Burnt Store Road
Sign are based on street frontage (linear feet)			
100 feet or less	30 square feet	24 square feet	36 square feet
101-200 feet	40 square feet	24 square feet	48 square feet
201-300 feet	52 square feet	24 square feet	60 square feet
301+ feet	65 square feet	24 square feet	75 square feet
Height (feet):	20	20	25
Maximum Number:			
Site with less than 500 linear feet abutting a single street	1	1	1
Site with 500 or more linear feet abutting a single street	2	1	2
1. When more than one freestanding sign is permitted on the same site, signs must be spaced a minimum of 300 feet apart.			

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2. Multiple business or entity sites.
 - a. When only one freestanding sign is permitted, the sign shall provide architectural design features, including colors or materials consistent with those used in the design of the building the sign is accessory to. These features shall apply to the sign frame and supporting materials, not to the sign panel or panels that provide the actual advertising area.
 - b. On sites that are approved through a Planned Unit Development which contain commercial, professional, industrial, mixed use, or agricultural uses together with residential properties as part of the same Planned Unit Development, and the residential uses front the road on which the development faces with non-residential uses located inside the development not visible from the road, the Director may allow signs that are used to direct motorists to facilitate finding the non-residential component of the development. The Director shall take into consideration factors that include:
 - (i) The location of the non-residential uses within the development;
 - (ii) The location of permitted signage for the non-residential uses within the development; and
 - (iii) Roadway conditions.

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- 457 c. Although the distribution of freestanding signage among the tenants or occupants of a
458 multiple business or entity site shall be the responsibility of the real property site owner, the
459 following limitations concerning maximum number, sign area, and height of freestanding
460 signs shall apply to all multiple business or entity sites containing non-residential uses:
461

Freestanding Signs	Multiple business or entity sites	Multiple business or entity sites in Preservation Zoning Districts	Multiple business or entity sites on Pine Island Road (SR 78), Veterans Parkway, US 41, and Burnt Store Road
Sign are based on street frontage (linear feet)			
100 feet or less	50 square feet	24 square feet	60 square feet
101-200 feet	64 square feet	24 square feet	75 square feet
201-300 feet	80 square feet	24 square feet	100 square feet
301+ feet	100 square feet	24 square feet	150 square feet
Height (feet):	20	20	25
Maximum Number:			
Site with less than 500 linear feet abutting a single street	1	1	1
Site with 500 or more linear feet abutting a single street	2	1	2
1. When more than one freestanding sign is permitted on the same site, signs must be spaced a minimum of 300 feet apart. 2. In the event the depth of the property is at least three times the length of the street frontage (linear feet), an additional 25% of sign area is allowed.			

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463 **Section 7.2.6. Sign Permits**
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- 465 A. Required. Except as otherwise required, no sign shall be located, placed, erected, constructed,
466 altered, extended, or displayed without first obtaining a sign permit and meeting all requirements of
467 the Florida Building Code. In the event a sign is located, installed, or maintained upon real property
468 without any required permits, after the expiration or lapse of a sign permit, after the closure of a
469 business, or otherwise in violation of the requirements of this article, the owner of the real property
470 shall be deemed to be responsible for the prompt removal of such sign and shall be responsible for
471 and subject to all fines or penalties which shall result from such violation.
472
- 473 B. Procedure. The procedure for obtaining a sign permit shall in conformance with application
474 requirements in Article 3.1.
475

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- 476 1. Upon request by the Department, the applicant shall provide such supplementary information as
477 may be specifically requested by the Department to determine compliance with this article.
478
- 479 2. The Department shall review the application, plans, and specifications to determine whether the
480 proposed sign conforms to all applicable requirements of this article and, based on such review,
481 shall either approve or deny the application for the sign permit.
482
- 483 a. Sign permit applications which include a request for a deviation to this article, pursuant to
484 Section 7.2.8 of this article, shall either be approved or denied. However, if the applicant has
485 applied for a building permit or certificate of use for the non-residential use at the subject site
486 or for an electrical permit for the illumination of a sign, no sign permit shall be issued by the
487 city until after the requested building or electrical permit or certificate of use has been issued
488 by the city.
489
- 490 b. In no event shall the issuance of a sign permit following the issuance of a building permit, but
491 prior to the completion of the construction project, result in an increase in the sign(s) allowed
492 under this article based on the structure as it is eventually completed. In other words, if the
493 city issues sign permit(s) following the issuance of a building permit, but before the
494 construction of the building or structure is completed, and one or more sign(s) are installed
495 or erected pursuant to such sign permit, but then the building plans are modified in such a
496 way as to reduce the number, size, etc. of the sign(s) which would be allowed under this
497 article, then the property owner shall be required to bring such sign(s) into compliance with
498 the provisions of this article and to obtain a valid sign permit for such sign(s).
499
- 500 C. Submission requirements. No request for a sign permit shall be considered complete until all required
501 documents and fees are received.
502
- 503 D. Plans and specifications. Plans and specifications for any proposed sign shall be drawn to scale and
504 shall include the following:
505
- 506 1. Dimensions and elevations, including the message of the sign;
507
- 508 2. Parcel frontage on all street rights-of-way for freestanding signs only;
509
- 510 3. Linear dimension(s) of the subject building or unit(s) adjacent to all public rights-of-way, such as
511 streets, alleys, or public parking lots for freestanding signs only;
512
- 513 4. Maximum height of the sign, as measured in accordance with this article;
514
- 515 5. Location of the sign in relation to property lines, public rights-of-way, easements, buildings, and
516 other signs on the property;
517
- 518 6. Dimensions and anchoring of the sign's supporting members;
519
- 520 7. For illuminated signs, the type, location, and direction of illumination sources;
521

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- 522 8. Construction and electrical specifications, enabling determination that the sign meets all
523 applicable structural and electrical requirements of the building code; and
524
- 525 9. Number, type, location, and surface area of all existing signs on the same property or building on
526 which the sign is to be placed, except that in the event all or part of the exterior of a building has
527 been subdivided into two or more fully enclosed units capable of containing one or more business
528 or entity establishments, such as a multiple unit shopping center, the number, type, location, and
529 surface area of all building mounted signs on the unit for which the proposed sign is sought and
530 all freestanding signs on the property shall be included.
531
- 532 E. Deviations. Certain deviations to the requirements of this article are authorized pursuant to Section
533 7.2.8. No other deviations are permitted.
534
- 535 F. Lapse. A sign permit shall lapse automatically if the business tax receipt for the premises lapses, is
536 revoked, or is not renewed. A sign permit shall also lapse if the business activity on the premises is
537 discontinued for a period of 30 days and is not renewed within 30 days from the date a written notice
538 is sent from the city to the last permittee that the sign permit will lapse if such activity is not resumed.
539 A sign permit shall also lapse if the sign for which it is issued either is not erected or placed within 180
540 days following the issuance of the sign permit or is removed for a period of 60 days. Once a sign permit
541 has lapsed, it shall be considered void and a new application and review process shall be necessary to
542 have such a permit reissued.
543
- 544 G. Identification. All signs requiring a permit shall have the permit number permanently imprinted or
545 otherwise placed in the lower right-hand corner of the sign.
546
- 547 H. Removal. The permittee or property owner shall be responsible for the removal of a sign once the
548 sign permit has expired or lapsed, without an application for a new permit, or the purpose in
549 displaying the sign has ended.
550

Section 7.2.7. Non-Conforming Signs.

- 551
- 552
- 553 A. Non-conforming sign compliance. All signs lawfully erected prior to February 1, 2019 that do not
554 comply with the requirements of this article shall be considered non-conforming signs. All non-
555 conforming signs shall be removed or brought into conformity with this article no later than February
556 1, 2029. The owners of the real property on which such non-conforming signs exist shall be
557 responsible for ensuring that such signs are removed or brought into conformity. Non-conforming
558 signs shall not be altered, replaced, or repaired if such alteration, replacement, or repair would
559 constitute more than 50% of the replacement value of the non-conforming sign. All other signs that
560 were not lawfully erected prior to February 1, 2019 that do not comply with the requirements of this
561 article shall be removed no later than December 31, 2024.
562
- 563 B. Effect of annexation on sign compliance. Any sign that was lawfully erected on property that was
564 located outside of the jurisdiction of the city at the time the sign was erected but which was annexed
565 into the city prior to February 1, 2019 and that does not comply with the requirements of this article
566 shall be considered a non-conforming sign and shall be removed or brought into conformity with this
567 article no later than February 1, 2029. Any sign that was or is lawfully erected on property that was

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568 located outside of the jurisdiction of the city at the time the sign is erected but which was annexed
569 into the city on or after February 1, 2019 and that does not comply with the requirements of this
570 article, shall be considered a non-conforming sign and shall be removed or brought into conformity
571 with this article no later than ten years from the effective date of the annexation.
572

- 573 C. Restrictions on permitting certain non-conforming signs. Sign permits will not be issued for the
574 alteration, replacement, or repair of a non-conforming sign if such alteration, replacement, or repair
575 constitutes more than 50% of the replacement value of the existing non-conforming sign. Changing
576 the information on the face of an existing non-conforming sign shall not be deemed an action
577 increasing the degree or extent of the non-conformity to constitute a violation of this article. Any
578 other alteration to an existing non-conforming sign will be required to conform to this article.
579
- 580 D. Exceptions. A sign which is erected, located, or installed prior to the adoption of this ordinance and
581 which was approved by a dimensional variance from the Board of Zoning Adjustment and Appeals,
582 Hearing Examiner, or the City Council shall retain such variance approval. A sign which is erected,
583 located, or installed prior to the adoption of this ordinance and which was approved by a deviation
584 from the Director shall retain such deviation approval. However, any sign which has been approved
585 by such a dimensional variance or deviation and is then changed to conform to this article shall forfeit
586 the sign variance or deviation.
587

588 **Section 7.2.8. Sign Deviations.**

- 589
- 590 A. Deviations. A deviation may be granted from the strict application of the regulations in this chapter
591 which apply to:
592
- 593 1. Allow a 25% increase in allowable sign area;
 - 594
 - 595 2. Allow a 25% increase in allowable sign height;
 - 596
 - 597 3. Allow for decrease in minimum distance between freestanding signs; or
 - 598
 - 599 4. Allow an additional freestanding sign.
 - 600
- 601 B. Requests for deviations shall be initiated by the applicant in the application for a sign permit and shall
602 be accompanied by documentation including sample detail drawings, schematic architectural
603 drawings, site plans, elevations, and perspectives which shall graphically demonstrate the proposed
604 deviation(s) and illustrate how each deviation would operate to the benefit, or at least not to the
605 detriment, of the public interest. Deviations listed in Sec. 7.2.8.A may be approved by the Director
606 provided that such deviation will not be contrary to the public interest and in harmony with the
607 general intent and purpose of this article and where one or both of the following criteria are satisfied:
608
- 609 1. Conditions exist that are not the result of the applicant and which are such that a literal
610 enforcement of the regulations involved would result in unnecessary or undue hardship; or
611

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612 2. There is something unique about the building or site configuration that would cause the signage
613 permitted by this article to be ineffective in identifying a use or structure that would otherwise
614 be entitled to a sign.
615

616 C. Subject to the standards and criteria stated above, the Director shall approve only the minimum
617 deviation from the provisions of this article necessary to avoid the undue hardship or to cause the
618 signage for the site to be effective in identifying the use or structure on the site. However, no deviation
619 shall be approved that would have the effect of allowing a type or category of sign that would
620 otherwise be prohibited by this article.
621

622 D. Any person aggrieved by the decision of the Director concerning a deviation may apply for a variance.
623

Section 7.2.9. Maintenance of Signs.

624
625
626 A. Maintenance Required.
627

628 It is unlawful for any owner of record, lessor, lessee, manager, or other person having lawful
629 possession or control over a building, structure, or parcel of land to fail to maintain any signs on the
630 building, structure, or parcel in compliance with this chapter. Failure to maintain a sign constitutes a
631 violation of this chapter and shall be subject to enforcement under the enforcement provisions of
632 Chapter 1.6.
633

634 All signs, if in existence prior to adoption of this chapter, shall be maintained and kept in good repair
635 and in a safe condition. Maintenance of a sign shall include periodic cleaning, replacement of
636 flickering, burned out or broken light bulbs or fixtures, repair or replacement of any faded, peeled,
637 cracked, or otherwise damaged or broken parts of a sign, and any other activity necessary to restore
638 the sign so that it continues to comply with the requirements and contents of the sign permit issued
639 for its installation, if required, and the provisions of this chapter.
640

641 B. Removal.
642

643 1. Every person maintaining a sign must, upon vacating the premises where a sign is maintained,
644 remove or cause to be removed the sign within 180 days from the date of vacating the premises.
645 When the Director determines that the sign has not been removed within the required period,
646 the Director shall remedy and enforce said violation in accordance with the enforcement
647 provisions of this chapter.
648

649 2. Any vacant or unused sign support structures, angle irons, sign poles, or other remnants of old
650 signs which are currently not in use or are not proposed for immediate reuse by a sign permit
651 application for a permitted sign, shall be removed.
652

653 3. The Director shall have the authority to require the repair, maintenance, or removal of any sign
654 or sign structure which has become dilapidated or represents a hazard to the safety, health, or
655 welfare of the public, at the cost of the sign or property owner.
656

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- 657 4. Any sign posted in violation of this chapter on public property or on public rights-of-way shall be
658 subject to summary removal by the City.
659
- 660 5. Any person responsible for any sign posting made in violation of this chapter shall be liable to the
661 City for the costs incurred by the City in removal thereof and, in event of failure to pay, for billing
662 and collection charges, including interest and reasonable attorneys’ fees.
663

Chapter 7.3 Temporary Signs.

- 664
- 665
- 666 A. Temporary signs, identified in this chapter as not requiring a sign permit, unless indicated below, must
667 otherwise meet all the applicable requirements of this section and this article. Any temporary sign not
668 meeting these requirements, in any way, including quantity, shall be treated as a non-exempt sign
669 subject to permitting. The area of temporary signs displayed on a site shall not be included in the
670 calculation of the total signs on such site.
671

B. A-Frame Signs	
Applicable Zoning District/Use	Non-Residential Zoning Districts and lawfully existing Non-Residential Uses in Residential Zoning Districts
Sign permit required	No
Number of signs	1 per business, as identified by business tax receipt
Maximum Area	An A-frame sign shall not have a copy area wider than 24 inches by 36 inches
Maximum Height	3 feet 6 inches
Location	No A-frame sign shall block accessibility or be placed in any public right-of-way, exit, loading zone, bicycle rack, wheelchair ramp, sidewalk ramp, in designated parking spaces, in landscape areas, traffic triangles, or sidewalks.
Duration	None
Materials	An A-frame shall be constructed of materials that are durable and weather resistant, including wood, steel, fiberglass, plastic, or aluminum. Construction of the sign shall be of professional quality. Signs may consist of a framed chalkboard, whiteboard, tack board, or material that allows changeable copy. An A-frame sign shall be constructed to be able to withstand wind and other unpredictable weather elements, including thunderstorm activity. The sign face and the sign frame shall not contain glitter, florescent materials, streamers, balloons, or reflective materials.
Other	1. No A-frame sign shall be permanently anchored or secured to any surface. 2. Signs shall be brought indoors at the close of each business day.

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C. Banners	
Applicable Zoning District/Use	Non-Residential Zoning Districts and lawfully existing Non-Residential Uses in Residential Zoning Districts
Sign permit required	Yes
Number of signs	1
Location	Except as provided for banners permitted in conjunction with temporary satellite sales events or special events on unimproved property or with events

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	that are in lawfully permitted structures other than buildings (such as tents), no banner shall be attached to, placed on, displayed from, or mounted on any object other than a building, including trees or other vegetation, vehicles, trailers, utility poles, freestanding signs, or stakes. Each end of a displayed banner shall be secured to the building at which the banner is displayed.
Duration	10 consecutive days
Other	1. All banners displayed on a site shall be securely installed in a manner which will not impede the visibility of the motoring or pedestrian traffic. 2. At least 30 days must elapse from the expiration of one permit prior to the issuance of another permit for the display of a banner at a site.

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D. Feather Banners	
Applicable Zoning District/Use	Permitted only conjunction with an approved and active Model Home Use
Sign permit required	No
Number of signs	A model home on a single site may display 4 feather banners and 1 banner on the model home site. Corner-lot model home sites shall be allowed 4 feather banners with no more than 2 per side. For sites with two or more model homes approved through a single development application, one model will be allowed to have a freestanding sign but will not be permitted to have more than 1 feather banner or banner for that individual development site. The additional model homes regulated by the special exception shall be allowed to have 4 feather banners on each model home site.
Maximum Width	3 feet
Maximum Height	15 feet from ground level including support portion of the banner.
Materials	The sign face of the feather banner shall be nylon, polyester, vinyl, or canvas. Neither the sign face nor the sign frame shall contain glitter, florescent materials, metal, or reflective materials.
Duration	Life of the active Special Exception or until converted to new use. Feather banner or banner signs shall only be displayed on the approved special exception home property between the hours of 8:00 a.m. and 5:00 p.m., Monday through Sunday. When the model home is not open, all feather banners and banners shall be removed and stored inside the model home.
Other	All banners and feather banners shall be maintained in good condition and shall not become faded, torn, or in other similar forms of poor condition.

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E. Inflatable Objects		
Applicable Zoning District/Use	All districts, based on size	
Size	2 feet or less in width, diameter, and height	More than 2 feet in width, diameter, or height
Sign Permit Required	No	Yes

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Number of Signs	4	2
Maximum Height when measured from ground	30 Feet	30 Feet
Location	No less than 10 feet from right-of-way	
Duration	Maximum 10-day duration. No more than four times in one year; minimum 30 days required between permits	
Other	<ol style="list-style-type: none"> 1. Inflatable objects that are 2 feet or less in width, diameter, and height and that contain no commercial message may be located or displayed on a site without obtaining a permit. 2. Inflatable objects that are greater than 2 feet in width, diameter, or height or that contain a commercial message may be located or displayed on a site provided that a permit is obtained. 3. Inflatable objects shall be erected using approved tie-down methods. 4. No inflatable object shall be displayed in a parking space necessary for the site to meet its minimum parking requirements. 5. Except for multiple business or entity sites, the display of inflatable object(s) on a site shall not exceed 10 consecutive days. 6. On multiple business or entity sites, each use on the site shall be treated as if it were a single business or entity site. 7. The area of the inflatable object(s) displayed on a site shall not be included in the calculation of the total signs on such site. 8. Inflatable objects shall not be placed on the roof of a structure. 	

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F. All Other Temporary Signs		
Applicable Zoning District/Use	Residential Zoning Districts	All Non-Residential Districts
Sign Permit Required	No	No
Number of signs/site	3	2
Maximum Sign Area/sign	4 sq. ft.	16 sq. ft.
Maximum Sign Height for a Temporary Freestanding Sign	6 ft.	6 ft.
Maximum Sign Height for a Temporary Wall Sign	15 ft.	15 ft.
Minimum Sign Setback from any property line	10 ft.	10 ft.
Minimum Spacing between Temporary Ground Signs	5 ft.	5 ft.
Temporary Sign Allowed on Public Right of Way	No	No
Temporary Sign Allowed on Property without	No	No

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Property Owners Approval		
Temporary Sign Allowed in the Sight Visibility Triangle	No	No
Direct/Indirect Illumination of Surface of Temporary Sign Allowed	No	No
Duration	Event - the temporary sign shall be removed within and by no later than three days after the event is concluded.	
	Non-Event – 30 Days and no more than four non-events in one year on the same site. Minimum 30 days between each non-event.	

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Chapter 7.4 Permanent Signs

Section 7.4.1. Permanent Signs - Residential

A. Sign Type	Regulations		Other Requirements
Residential Signs			
Single Family	Maximum Number	1	
	Area (Max Sq. Ft.)	4	
	Height	5	
	Permit Required	No	
Multi-Family 2-6 Units in RMM and RML	Maximum Number	1 per Street Frontage not to exceed 2	
	Area (Max Sq. Ft.)	16 sq. ft. per sign	
	Height	10	
	Permit Required	No	
Multi-Family Greater Than 7 Units in RMM and RML	Maximum Number	1 per Street Frontage not to exceed 2	
	Area (Max Sq. Ft.)	24 sq. ft. per sign	
	Height	10	
	Permit Required	No	
Directional Signs	Maximum Number	1	A permanent directional sign may installed on private property by the property owner or within the public right-of-way by a private business on behalf of the City of Cape Coral if necessary to direct the public to a hidden or difficult to access location.
	Height/Width	54"/56"	
	Height	24" to the bottom of the sign from ground.	
	Permit Required	No	
Flags	Maximum Number	N/A	Flags that bear no commercial message. Flags bearing commercial messages shall require a permit and shall be calculated in the sign area on the site. Flags bearing an incidental sign
	Area (Max Sq. Ft.)	N/A	
	Height	N/A	
	Permit Required	No	

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			message shall be treated in the same manner as incidental signs.
Incidental Signs			
Single Family	Maximum Number		
	Area (Max Sq. Ft.)		
	Height		
	Permit Required		
Multi-Family 2-6 Units in RMM/RML	Maximum Number	3	In the event a sign which would otherwise be deemed to be an incidental sign is displayed on a site, but does not conform to the conditions and regulations applicable to incidental signs for the site at which the sign is located, such sign shall no longer be deemed to be an exempt sign, but instead shall be treated as and subject to all conditions and regulations applicable to a non-exempt sign located on the site.
	Area (Max Sq. Ft.)	6 sq. ft.	
	Height	N/A	
	Permit Required	No	
Multi-Family Greater Than 7 Units in RMM/RML	Maximum Number	3	In the event a sign which would otherwise be deemed to be an incidental sign is displayed on a site, but does not conform to the conditions and regulations applicable to incidental signs for the site, such sign shall no longer be deemed to be an exempt sign, but instead shall be treated as and subject to all conditions and regulations applicable to a non-exempt sign located on the site.
	Area (Max Sq. Ft.)	6 sq. ft.	
	Height	N/A	
	Permit Required	No	
Interior Signs	Maximum Number	N/A	
	Area	N/A	
	Height	N/A	
	Permit Required	No	
Handheld Signs	Maximum Number	N/A	Hand held signs or signs worn as part of a costume or item of clothing that do not
	Area	N/A	

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	Height	N/A	contain a commercial message. For the purposes of this article, all signs on non-residential property shall be presumed commercial; however, the presumption shall be considered rebuttable and may be overcome if a reasonable person could logically conclude that the presumption is invalid. Nothing in this provision shall be construed to exempt persons who display such signs from other legal requirements, including, but not limited to, those relating to traffic, privacy, and trespass.
	Permit Required	No	
Non-Commercial Signs in Traditional Public Forum/Rights of Way	Maximum Number	1	The sign must be hand-held or worn as an item of clothing; The sign must not be affixed to the ground or otherwise rendered freestanding; and The sign must not be displayed on a median of a divided roadway and must not unreasonably obstruct or interfere with the normal flow of vehicle and pedestrian traffic.
	Area	N/A	
	Height	N/A	
	Permit Required	No	

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Section 7.4.2. Permanent Signs - Non-Residential

Sign Requirements Non-Residential Zoning Districts and Lawfully Existing Non-Residential Uses in Residential Zoning Districts

Sign Type	Regulations		Other Requirements
Awning Signs	Maximum Number	N/A	
	Area (Max Sq. Ft.)	8 sq. ft.	
	Height	N/A	
	Permit Required	No	

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Building Signs	Maximum Number	Article 7.2.5	
	Area	Article 7.2.5	
	Height	Article 7.2.5	
	Permit Required	Yes	
Development Identification Signs	Maximum Number	1 (See other requirements)	<p>Boulevard entrances. At residential subdivision or residential development entrances which contain a median strip separating the entrance and exit lanes, either one freestanding sign may be in the median strip of the entrance or two single-faced signs equal in size may be located on each side of the entrance.</p> <p>Non-boulevard entrances. At subdivision or residential development entrances which do not contain a median strip separating the entrance and exit lanes, either one double-faced sign facing perpendicular to the street or two single-faced signs equal in size and located on each side of the entrance may be erected or located.</p> <p>Location. Except when allowed in the entrance median strip, development signs on private or commonly owned property and shall be set back a minimum of 15 feet from the edge of the entranceway pavement. A development sign may incorporate or be incorporated into landscaping, or into accessory entrance structural features including fountains or walls.</p> <p>Development signs may be illuminated only by means of exterior lights which are shielded so that light does not interfere with vehicular or pedestrian traffic.</p>
	Area (Max Sq. Ft.)	32 sq. ft.	
	Height	10 Ft.	
	Permit Required	Yes	

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Directional Signs	Maximum Number	1	A permanent directional sign may be installed on private property by the property owner or within the public right-of-way by a private business on behalf of the City of Cape Coral if necessary to direct the public to a hidden or difficult to access location.
	Height/Width	54"/56"	
	Height	24" to the bottom of the sign from ground.	
	Permit Required	No	
Electronic Message Centers	Maximum Number	Article 7.2.5	See Section 7.4.3.2 Miscellaneous Signs
	Area	Article 7.2.5	
	Height	Article 7.2.5	
	Permit Required	Yes	
Fascia Signs in South Cape (SC) Zoning District	Maximum Number	N/A	In the South Cape zoning district only, projecting signs may occur forward of the build-to zone or the minimum setback, as applicable, but shall not extend forward of the property line and may encroach into the easement, if approved by the Director of the Department of Community Development. The City may require the property owner to enter into a formal easement agreement in a form acceptable to the City Attorney.
	Area	N/A	
	Height	N/A	
	Permit Required	Yes	
Flags	Maximum Number		Flags that bear no commercial message. Flags bearing commercial messages shall require a permit and shall be calculated in the sign area located on the site. Flags bearing an incidental sign message shall be treated in the same manner as incidental signs.
	Area		
	Height		
	Permit Required		
Freestanding Signs	Maximum Number	Article 7.2.5	Not incidental or residential.
	Area	Article 7.2.5	
	Height	Article 7.2.5	
	Permit Required	Yes	
Gasoline Pricing Signs	Permit Required	Yes	See Section 7.4.3.A Miscellaneous Signs
Incidental Signs	Maximum Number	N/A	

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	Area (Max Sq. Ft.)	6 sq. ft.	In the event a sign which would otherwise be deemed to be an incidental sign is displayed on a site, but does not conform to the conditions and regulations applicable to incidental signs for the site, such sign shall no longer be deemed to be an exempt sign, but instead shall be treated as and subject to all conditions and regulations applicable to a non-exempt sign located on the site.
	Height	6	
	Permit Required	No	
Integral Signs	Maximum Number	N/A	
	Area	N/A	
	Height	N/A	
	Permit Required	Yes	
Interior Signs	Maximum Number	N/A	
	Area	N/A	
	Height	N/A	
	Permit Required	No	
Marquee Signs in South Cape (SC) only	Maximum Number	N/A	Projecting signs may occur forward of the build-to zone or the minimum setback, as applicable, but shall not extend forward of the property line and may encroach into the easement, if approved by the Director of the Department of Community Development. The City may require the property owner to enter into a formal easement agreement in a form acceptable to the City Attorney.
	Area	N/A	
	Height	N/A	
	Permit Required	Yes	
Memorial Signs	Maximum Number	N/A	
	Area	N/A	
	Height	N/A	
	Permit Required	No	
Menu Board(s)/Pre-Sale Board(s)	Maximum Number	Menu Board 1 per drive-through	

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		Pre-Sale Board 1 per drive through	
	Area	32 sq. ft. / 12 sq. ft.	
	Height	N/A	
	Permit Required	Yes	
Model Home Signs	Maximum Number	1	Both sides of sign can be used for advertising. Must be on a site with an approved special exception or conditional use for a model home.
	Area	32 sq. ft.	
	Height	10 Ft.	
	Permit Required	Yes	
Non-Commercial Signs	Maximum Number	1	May be freestanding or building sign.
	Area	4 sq. ft.	
	Height	5	
	Permit Required	No	
Handheld Signs	Maximum Number	N/A	Hand held signs or signs worn as part of a costume or item of clothing that do not contain a commercial message. For the purposes of this article, all signs on non-residential property shall be presumed commercial; however, the presumption shall be considered rebuttable and may be overcome if a reasonable person could logically conclude that the presumption is invalid. Nothing in this provision shall be construed to exempt persons who display such signs from other legal requirements, including, but not limited to, those relating to traffic, privacy, and trespass.
	Area	N/A	
	Height	N/A	
	Permit Required	N/A	
Non-Commercial Signs in Traditional Public Forum/Rights of Way	Maximum Number	1	The sign must be hand-held or worn as an item of clothing; The sign must not be affixed to the ground or otherwise rendered freestanding; and

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			The sign must not be displayed on a median of a divided roadway and must not unreasonably obstruct or interfere with the normal flow of vehicle and pedestrian traffic.
Name Plate Signs	Maximum Number	1/Building Entrance	Must be attached to building.
	Area	2 sq. ft.	
	Height	N/A	
	Permit Required	No	
Suspended Signs	Maximum Number	1/Business Entrance	
	Area	4 sq. ft.	
	Height	8 Feet of minimum vertical clearance from any sidewalk, private drive, parking area, or public street.	
	Permit Required	No	
Window/Door Signs	Maximum Number	See Other Regulations.	<p>On each side of a building, no more than 50% of the total glazed area of windows and doors on the first floor of that side of the building may contain a window or door sign(s) or.</p> <p>If a window or door sign(s) signs cover more than 50% of the glazed area of the first-floor windows and doors on the side of the building where the window or door sign(s) are located, the window or door sign(s) are no longer exempt.</p> <p>Any window or door sign(s) above the first floor of a building shall not be deemed an exempt sign and shall require a permit.</p>
	Area	See Other Regulations.	
	Height	N/A	
	Permit Required	No	

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Section 7.4.3. Miscellaneous Signs

A. Gasoline Pricing Signs

In addition to any other signs allowed herein, automobile service stations and other commercial uses lawfully containing fuel pumps for the sale of fuel to the public shall be allowed an additional 24 square feet of signs to advertise gasoline pricing provided that the gasoline pricing sign(s) shall be incorporated into a freestanding sign or located flat on the building or canopy.

Sites at the intersection of two platted streets shall be permitted one additional freestanding sign to be placed on the second platted street for the sole purpose of displaying gasoline prices. The second sign shall not exceed a total of 24 square feet of which a maximum of 25% may be utilized for the business name or logo.

B. Electronic Message Center or Sign (EMC). Electronic message center or sign shall meet the following criteria:

1. EMC's shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot-candle meter at a pre-set distance. The pre-set distances to measure the foot-candles are calculated using the following formula.
Measurement Distance = The square root of the sign area x 100.
The measurement distance may be rounded to the nearest whole number.
2. If the electronic message center is a text-only message displays, then the text may move along the face of the sign, but the text shall not exceed 12 inches in height.
3. Only one electronic message center shall be allowed per site.
4. An electronic message sign center shall not be installed on or added to a non-conforming sign.
5. Minimum display time is 8 seconds.
6. The use of video display, flashing, or blinking is prohibited for any EMC.
7. EMC's shall include photo-sensors to provide automatic intensity adjustment based on ambient lighting conditions.

All electronic message center or sign not meeting these criteria are prohibited under § 7.2.2 of this article.