

# IMPLEMENTING POLICY 14.4.4

## NEW LEE PLAN POLICY 14.4.4:

**POLICY 14.4.4:** The county will expand its current sign regulations to include specific standards for Greater Pine Island if an acceptable proposal is submitted by the Greater Pine Island community. These standards would reduce the size of ground-mounted signs, discourage or disallow internally lit box signs, allow wall signs on buildings near the right-of-way, and allow small directional signs on Stringfellow Road for businesses not visible from the road.

## SUMMARY OF CODE CHANGES NEEDED TO IMPLEMENT POLICY 14.4.4:

- a. "These standards would reduce the size of ground-mounted signs..." – MODIFY 30-153(3)a.8
- b. "... discourage or disallow internally lit box signs..." – MODIFY 30-153(3)d
- c. "... allow wall signs on buildings near the right-of-way..." – MODIFY 30-153(2)a.4 & 30-153(3)e
- d. "... and allow small directional signs on Stringfellow Road for businesses not visible from the road." – ADD PROVISIONS FOR DIRECTIONAL SIGNS TO 30-181(c) & TO ORDINANCE 88-11; REPLACE EXISTING BILLBOARDS BEING USED AS DIRECTIONAL SIGNS BY ADDING 30-55(b)(5) & 30-183(13).

## COMPOSITE CODE CHANGES TO IMPLEMENT POLICY 14.4.4:

### CHAPTER 30

### Signs

#### ARTICLE I, IN GENERAL

#### Sec. 30-2. Definitions and rules of construction.

(a) In case of any difference of meaning or implication between the text of this chapter and any other law or regulation, this chapter shall control.

(b) The following words, terms and phrases, when used in this chapter, have the meanings ascribed to them in this subsection, except where the context clearly indicates a different meaning:

Greater Pine Island means the area that is affected by Lee Plan Goal 14 as depicted on the Future Land Use Map and as described in section 34-2 of this code.

*[no other changes to section 30-2]*

### CHAPTER 30

### Signs

#### ARTICLE II, ADMINISTRATION AND ENFORCEMENT

#### Sec. 30-55. Nonconforming signs.

(a) *Status.* Every sign, as of the effective date of the ordinance from which this chapter is derived, which is a permitted legally existing sign shall be deemed a legal nonconforming sign. A permitted sign means a sign that was constructed or is in place with a valid permit from the county. All nonconforming signs shall be subject to the provisions of this section. All existing signs which are not legal nonconforming signs must comply with the terms of this chapter.

(1) A nonconforming sign may not be enlarged or altered in a way which increases its nonconformity.

(2) Nothing in this section shall relieve the owner or user of a legal nonconforming

sign or owner of the property on which the legal nonconforming sign is located from the provisions of this chapter regarding safety, maintenance and repair of signs.

Any repair or refurbishing of a sign that exceeds 25 percent of the value of the sign in its preexisting state shall be considered as an act of placing a new sign and not an act of customary maintenance. It shall be the responsibility of the permittee to provide the division of community development with adequate proof of the cost of such work in the form of an itemized statement of the direct repair cost, whenever such information is requested by the division.

- (3) If any nonconforming sign is destroyed to an extent of 50 percent or more of its assessed value at the time of destruction, the sign shall not be replaced or repaired, in part or in full, except upon full compliance with this chapter.
- (4) A replacement billboard structure may be rebuilt in its present location provided that the structure is in compliance with the following conditions:
  - a. Pursuant to the application for replacement, two legal nonconforming billboard structures shall be removed in exchange for the right to reconstruct one replacement billboard structure.
  - b. One of the structures which is to be removed must be located on the same site as the replacement billboard structure. If only one structure is located on the site of the replacement sign, another nonconforming billboard structure must be removed from another location within the unincorporated area of the county.
  - c. The replacement billboard structure must meet all current county height, size and setback requirements.
  - d. The land use category in which the replacement sign is to be erected shall be the less restrictive of the two land use categories where the two removed nonconforming billboard structures were located. If the land use category is the same for both nonconforming billboard structures, the replacement structure may be located at either site. For purposes of this section, the following hierarchy of land use

categories should be used to determine the least restrictive land use categories, with the most appropriate categories listed in descending order:

1. Intensive development, industrial development, airport commerce and interchange areas;
  2. Central urban and urban community;
  3. Suburban and outlying suburban;
  4. Rural, outer islands and density reduction/groundwater resources; and
  5. Environmentally critical areas (resource protection area and transitional zones).
- e. Upon approval of the application for replacement and completion of the conditions specified in this subsection, the replacement billboard structure shall be deemed in conformance with this chapter.
  - f. No replacement billboard structure may be located in the locations designated in section 30-183(1)b.

(b) ***Loss of legal nonconformity.***

- (1) A legal nonconforming sign shall become an illegal sign which must comply with this chapter if:
  - a. More than 50 percent of the sign is removed or unassembled for a period of more than six months.
  - b. The sign is altered or relocated in any manner which increases its nonconformity or causes it to be less in compliance with the provisions of this chapter. A change in copy of a sign listed as a prohibited sign by this chapter is presumed to be an alteration which increases nonconformity; such a copy change on a prohibited sign is prohibited. To establish that the nonconformity is not increased by replacing copy on a sign, other than on a changeable copy sign (where it is presumed that changing copy cannot increase nonconformity) or a prohibited sign (where a change of copy is never allowed), a sealed statement from a state-certified engineer certifying that the sign meets the structural integrity required by the current applicable building code shall

be submitted to the building official in those instances when engineering documents are required for original placement of such a sign. All signs for which a change of copy is permitted shall be made to conform with the requirements of this chapter by April 1, 1993, or any such sign shall lose its legal nonconforming status and shall be removed.

- c. Repair or refurbishing exceeds 25 percent of the value of the sign in its preexisting state.
  - d. The sign is replaced, except as provided in subsection (a)(4) of this section.
- (2) When a sign face remains blank, which is defined as void of advertising matter, for a period of 12 months it loses its nonconforming status and must be treated as a sign which must comply with all the requirements of this chapter. Signs displaying an "available for lease" message or similar message and partially obliterated signs which do not identify a particular product, service or facility are considered to be blank signs.
- (3) A nonconforming sign that has lost its legal nonconforming status shall be immediately brought into compliance with this chapter, or the sign shall be removed.
- (4) The existence of an illegal sign or a legal nonconforming sign does not constitute a hardship warranting the issuance of a variance from the provisions of this chapter.
- (5) Certain nonconforming off-site directional signs and billboards in Greater Pine Island lost their nonconforming status upon adoption of section 30-183(c). These signs became illegal signs at that time and must be removed within 12 months after adoption of section 30-183(c).
- a. Qualifying businesses that have used nonconforming billboards as off-site directional signs may replace these billboards with new off-site directional signs located in the right-of-way in accordance with section 30-183(c).
  - b. All other billboards must be removed within 12 months after adoption of section 30-183(c) unless their owners can demonstrate that the billboard has been in continual compliance with the

requirements of this code for nonconforming signs (see section 30-183(b)(1)–(b)(4).

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## CHAPTER 30

### Signs

#### ARTICLE IV, RESTRICTIONS BASED ON LOCATION

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#### **Sec. 30-153. Permanent signs in commercial and industrial areas.**

In order to provide fair, equal and adequate exposure to the public, and to prevent a single property owner from visually dominating neighboring properties with signs, all nonresidential uses are limited to a total permissible sign area in accordance with the provisions of this section.

(1) **Calculation of total permissible area.**

Except as specifically provided in section 30-6(1)w, total permitted sign area for any nonresidential use shall be calculated at the ratio of 20 square feet of sign area for every ten linear feet, or major fraction thereof, of frontage on a street which affords vehicle access to the property, subject to the following limitations:

a. *Single frontage.*

1. For uses with 50 feet or less frontage, maximum permitted sign area shall be 100 square feet.
2. For uses with over 50 feet but less than 100 feet of frontage, maximum permitted sign area shall be 150 square feet.
3. For uses with from 100 to 330 feet of frontage, maximum permitted sign area shall be 300 square feet.
4. For uses with over 330 feet of frontage, maximum permitted sign area shall be 400 square feet.

b. *Multiple frontage.*

1. *Corner lots.* Uses located on corner lots may utilize up to the maximum sign area allowed for each frontage providing vehicle access. No transfers of allowable area may be made from one frontage to another. See subsection (2)a of this section for exceptions.

2. *Parallel street frontage.* Uses with frontage on two streets which do not form a corner lot shall be allowed sign area credit for the second street as follows:
    - i Both streets collector or better. When both streets serve as collectors or better and public access is available from both streets, each street frontage shall be computed as provided in subsection (1)a of this section. However, no transfers of allowable area may be made from one frontage to the other. (Example: a use located on a through lot between old and new U.S. 41.)
    - ii *One street collector or better and one street local.* When a use fronts on two streets, one of which is classified as a local street, the following limitations shall apply:
      - (a) If the property across the local street is residential or institutional, or if the primary use on either side of the local street within that block is residential, the sign area allowance on the local street shall be limited to 25 square feet, regardless of frontage. (Example: property front has primary access to U.S. 41 but also borders a local street behind the property.)
      - (b) If the property across the local street is commercial or industrial, and the street provides vehicular access to the subject property, sign area allowance shall be the same as provided in subsection (1)a of this section. No transfer of allowable area may be made from one street to the other. (Example: a business establishment located in a commercial or industrial area.)
    - iii *Both streets local.* When a use borders on two local streets, full sign area credit shall be allowed for the street that provides the primary vehicle access. The second street shall be limited to a sign area of 25 square feet. No transfers of allowable sign area shall be made from one street to the other. (Example: a permitted establishment in a primarily residential area.)
    - iv *Frontage roads.* Where a business fronts upon a collector or better street but is separated by a frontage road, the allowable sign area shall be treated as though the frontage road was not there.
- (2) **Nonresidential subdivisions and multiple-occupancy complexes with more than five establishments.**
- a. **Identification sign.** A nonresidential subdivision or a multiple-occupancy complex of more than five establishments shall be permitted one ground-mounted identification sign along any street which provides access to the property as follows:
    1. One square foot of sign area per face shall be permitted for every one linear foot of frontage, provided that:
      - i No sign shall exceed 200 square feet in area per sign face.
      - ii Only one identification sign shall be permitted along any street frontage of less than 330 linear feet. A second identification sign may be permitted if the frontage along any one street exceeds 330 linear feet, provided that the total combined sign area of both signs does not exceed 300 square feet.
      - iii On corner lots, the developer may either place one identification sign on both streets providing access as stipulated in subsections (2)a.1.i and ii of this section,

- or he may place one sign in the corner with a total sign area based upon the total frontage of both streets provided the maximum sign area shall not exceed 300 square feet per face.
- iv Where a nonresidential subdivision has more than one entrance from the same street, one additional identification sign not exceeding 16 square feet in area, not illuminated, and displaying the name of the development only may be permitted at each additional entrance.
2. The maximum height of any identification sign shall be 24 feet.
  3. Except as provided in subsection (2)a.1.iv of this section, the identification sign may be illuminated with a steady light, but the sign shall not be animated.
  4. Identification signs shall be set back a minimum of 15 feet from any street right-of-way or easement, and ten feet from any other property line.
    - i This requirement will not be construed to forbid a wall sign that meets the size limitations of this section from being placed on the front wall of a building that is lawfully closer than 15 feet to a front property line.
    - ii In no case shall an identification sign be permitted between a collector or arterial street and a frontage road.
- b. **Directory signs.** Nonresidential subdivisions and multiple-occupancy complexes of more than five establishments shall be permitted to place a directory sign on the same structure as the project identification sign, subject to the following limitations:
1. Each directory sign must be of the same background and lettering and color scheme.
  2. Theaters may advertise on permitted identification signs provided the theater's copy area does not exceed 25 percent of the total permissible sign area.
  3. The maximum size of sign area for all directory and ground identification signs shall not exceed the size and height limitations as written in subsection (2)a of this section. It shall be the responsibility of the developer to assure adequate space on the directory and identification sign for each tenant. Failure to provide space shall not be grounds for any occupant to request or obtain a variance from the provisions of this section.
- c. **Individual occupants within multiple-occupancy complex.** Individual offices, institutions, business or industrial establishments located within a multiple-occupancy complex shall not be permitted individual ground-mounted identification signs, but may display wall-mounted, marquee or under-canopy signs as follows:
1. **Wall signs.**
    - i Wall signs are permitted on any wall facing a collector or arterial street or parking lot provided that the total sign area of the wall sign and any attached marquee or canopy sign does not exceed ten percent of the wall area.
    - ii Where the wall abuts residentially zoned property or a delivery vehicle accessway, wall signs shall be limited to a maximum size of 24 square feet in area.
  2. **Marquee signs.** Marquee signs are permitted only on marquees or canopies otherwise lawfully permitted or in existence. Marquee signs shall not extend horizontally beyond the edges of the canopy or marquee to which they are attached or from which they are suspended.

3. *Under-canopy signs.* Signs attached to the underside of a canopy shall have a copy area no greater than four square feet, with a maximum letter height of six inches, subject to a minimum clearance height of eight feet from the sidewalk, and shall be mounted as nearly as possible at a right angle to the building face, and must be rigidly attached.
  4. *Sign content.* No sign permitted by this subsection (2)c shall contain any advertising message concerning any business, goods, products, services or facilities which are not manufactured, produced, sold, provided or located on the premises upon which the sign is erected or maintained.
- d. ***Interior directional signs.*** Directional signs interior to a multiple-occupancy complex of five or more establishments or to a nonresidential subdivision may be permitted subject to the following:
1. Interior directional signs shall not exceed ten feet in height and 32 square feet in total sign area;
  2. Individual tenant panels not exceeding four square feet in area may be affixed to the interior directional sign structure provided that the total sign area does not exceed 32 square feet;
  3. Signs shall be located in a manner which will not adversely obstruct safe visibility between moving vehicles or vehicles and pedestrians;
  4. Signs shall not be visible from outside the complex premises.
- (3) **Individual office, institution, business or industrial establishments, and multiple-occupancy complexes with five or less establishments.** The following regulations shall apply for any office, institution, business or industrial establishment which is not located within a multiple-occupancy complex and to all multiple-occupancy complexes containing five or less establishments:
- a. Every individual office, business or industrial establishment, and a multiple-occupancy complex of five or less establishments, shall be allowed one ground-mounted sign.
    1. If the establishment has 50 feet or less frontage on a public right-of-way, the maximum sign area shall be 32 square feet, and the sign shall be located no closer than five feet to any side property line.
    2. If the establishment has over 50 feet and up to 100 feet of frontage on a public right-of-way, the maximum permitted sign area shall be 64 square feet, provided that no ground-mounted sign shall be closer than five feet to any side property line.\*
    3. If the establishment has over 100 feet and up to 300 feet of frontage on a public right-of-way, the maximum permitted sign area shall be 72 square feet, and the sign shall be set back a minimum of ten feet from any side property line.\*
    4. Establishments having over 300 feet of frontage on a public right-of-way shall be permitted up to 96 square feet of sign area, and the sign shall be set back a minimum of ten feet from any side property line.\*
    5. Establishments having frontage on more than one public right-of-way may be allowed one additional ground-mounted sign on the secondary frontage of not more than 24 square feet in area.
    6. On corner lots, the occupant may be allowed one single ground-mounted sign rather than two separate ground-mounted signs (one per street frontage) provided the total sign area of the ground-mounted sign does not exceed 1 1/2 times the maximum size permitted on any one street frontage.
    7. In multiple-occupancy complexes of five or less occupants, ground sign area not identifying the

complex should be divided equally among the occupants.

8. \*Establishments in subsections (3)a.2-3-4 above that are located in Greater Pine Island and wish to place a ground-mounted sign are limited to a maximum sign area of 48 square feet (see section 30-91) and a maximum height and width of 12 feet (see section 30-92).
    - b. Maximum height of a ground-mounted identification sign shall be 20 feet.
    - c. Identification signs may be illuminated, but shall not be animated.
    - d. Wall-mounted, marquee or canopy signs may be displayed provided the total sign area of such signs plus any permitted ground-mounted identification sign does not exceed the total permitted sign area for the property based upon the calculations set forth in subsection (1) of this section, provided that not more than ten percent of any wall area may be used for signage. For Greater Pine Island only, internally illuminated box signs mounted on or projecting from a building are limited to a maximum sign area of 12 square feet per establishment.
    - e. Identification signs shall be set back a minimum of 15 feet from any right-of-way or easement.
      1. This requirement will not be construed to forbid a wall sign that meets the size limitations of this section from being placed on the front wall of a building that is lawfully closer than 15 feet to a front property line.
      2. In no case shall an identification sign be permitted between a collector or arterial street and a frontage road.
- (4) **Hospitals or other emergency medical facilities.** *[no changes required]*
- (5) **Electronic changing message centers.** *[no changes required]*

**Sec. 30-181. Off-site directional signs.**

- (a) **Residential developments.**

- (1) **Location; size.** Off-site, nonilluminating directional signs for subdivisions or residential projects shall be permitted along arterial and collector streets within 500 feet of the nearest intersection involving a turning movement to locate the development, subject to the following:
  - a. For a development proposing a single sign to serve the traveling public from two directions, the sign shall not be closer than 50 feet from the intersection and shall not exceed 64 feet in area.
  - b. For a development proposing two signs, one on each side of the intersection, the sign shall be a minimum of 100 feet from the intersection and shall not exceed 32 square feet in area.
- (2) **Number of signs; separation.** No subdivision or residential development shall be permitted more than two off-site directional signs, and no off-site directional sign shall be located closer than 100 feet to any other off-site directional sign.
- (3) **Setback.** Off-site directional signs shall be set back a minimum of 15 feet from any street right-of-way.
- (4) **Height.** No off-site directional sign shall exceed a height of eight feet.
- (5) **Copy area.** Off-site directional sign copy message shall be limited to the name of the development and directions to the development entrance. No advertising shall be permitted.

(b) **Semipublic bodies.** Off-site directional signs for semipublic bodies will be allowed subject to approval of the director or his designee, provided that:

- (1) **Number of signs.** No semipublic body shall be allowed more than two off-site directional signs. Signs serving two or more semipublic bodies and located at the same intersection shall use the same support structure as necessary.
- (2) **Location.** Signs shall be located along arterial and collector streets at the nearest intersection involving a turning movement to locate the organization.
- (3) **Height.** No off-site directional sign shall exceed a height of eight feet.
- (4) **Size; content.** Sign area shall be limited to four square feet, and signs shall contain only the name and logo of the semipublic body and a pointing arrow indicating the turn toward the organization.
- (5) **Design generally.** Off-site directional signs shall be of a construction and design approved by the director.
- (6) **Location in right-of-way.** Off-site directional signs may be allowed in the right-of-way with approval of the county engineer, based upon local and state highway safety standards, and shall be subject to future removal by the county.

(c) **Greater Pine Island only.** The Lee County Department of Transportation will fabricate, install, and maintain off-site directional signs in the right-of-way of Stringfellow Road and Pine Island Road in Greater Pine Island for qualifying businesses and organizations, as provided in Lee County's Commercial Use of Rights-of-Way Ordinance, Ordinance No. 88-11, as may be amended from time to time. Off-site directional signs that do not qualify for subsections (a), (b), or (c) of this section are not permitted.

**Sec. 30-183. Billboards.**

Billboards are permitted along I-75; and Alico Road, west of I-75; and Metro Parkway, from Daniels Parkway to Ben C. Pratt/Six Mile Cypress Parkway; and any arterial street within the county subject to the following limitations:

(1) **Location.**

- a. Except as otherwise provided in this section, billboards are permitted in any zoning district provided the area is shown on the county comprehensive plan as intensive development, industrial development, interchange areas or airport commerce. Arterial streets must be designated on the existing functional classification map, as in effect on March 20, 1991.
- b. No billboard will be permitted along:
  - 1. Ben C. Pratt/Six Mile Cypress Parkway.
  - 2. Summerlin Road.
  - 3. McGregor Boulevard.
  - 4. Daniels Parkway/Cypress Lake Drive corridor from McGregor Boulevard to SR 82, which includes Cypress Lake Drive, Daniels Parkway, the proposed Daniels Parkway extension, Fuel Farm Road, portions of Chamberlin Parkway and any other roads which are not stated in this subsection but are located within such corridor.
  - 5. Colonial Boulevard east of I-75.
  - 6. Alico Road east of I-75.
  - 7. Koreshan Boulevard.
  - 8. Corkscrew Road.
  - 9. Treeline Avenue Corridor from Daniels Parkway to Bonita Beach Road. This prohibition includes Ben Hill Griffin Boulevard and any other roads which are not stated in this subsection but are located within this corridor. This prohibition specifically contemplates the future renaming of Treeline Avenue.
  - 10. Pine Ridge Road.
  - 11. South Pointe Boulevard

(2) **Separation.** Minimum distance separation will be as follows:

- a. Within industrial/business and intensive business areas, 2,000 feet

from any other billboard on the same side of the street.

- b. Within interchange areas, 1,320 feet from any other billboard on the same side of the street.
- c. Within airport commerce areas, 2,000 feet from any other billboard on the same side of the street.

No billboard may be located closer than 100 feet to any intersection with another arterial road.

- (3) **Size.** No billboard may be less than 72 square feet in area per face or more than 400 square feet in size. Embellishments may not extend more than four feet from the top edge or more than two feet from any one side edge. On Alico Road, west of I-75, billboards may not exceed 380 square feet in size.
- (4) **Height.** Billboards may not exceed a height of 20 feet when placed at the sign setback line set forth in subsection (5) of this section, except that, for every two feet the sign is placed back from the required setback line, the height of the sign may be increased by one foot, to a maximum height of 30 feet.
- (5) **Setbacks.** All billboards must be set back a minimum of ten feet from any property line and any building as measured between the closest point of the sign to the property line or building.
- (6) **Roof signs.** Billboards are prohibited on any roof portion of any building.
- (7) **Copy area.** The billboard advertisement shall cover the entire copy area of the billboard.
- (8) **Maximum number of signs per structure.** Each billboard structure shall be limited to a single sign, which may be single- or double-faced, but side-by-side or vertically stacked (double-tier) signs shall be prohibited.
- (9) **Illumination.** Billboards may be illuminated provided that, if external lighting such as floodlights, thin-line or gooseneck reflectors are used, the light source shall be directed onto the face of the sign and shall be effectively shielded so as to prevent beams or rays of light from being directed into any portion of the street right-of-way.
- (10) **Revolving signs.** Billboards may be a revolving sign as defined in this chapter,

but shall not consist of animation or flashing devices.

- (11) **Variations and deviations.** No variations or deviations from subsections (1) or (6) through (10) may be granted.
- (12) **Landscaping for billboards on Alico Road, west of I-75.** *[no changes required]*
- (13) **Billboards in Greater Pine Island.**  
Some billboards remained in place in Greater Pine Island despite the longstanding prohibition against billboards and other off-site advertising and directional signs. These signs may have been nonconforming signs or they may have been illegal signs. Within 12 months after adoption of section 30-181(c) into this chapter, all remaining billboards must be brought into compliance by one of the following means:
  - a. Some billboards may be replaced with off-site directional signs installed in rights-of-way by Lee County Department of Transportation pursuant to section 30-181(c).
  - b. Some billboards may continue to qualify for nonconforming status and can remain in place, subject to the restrictions in section 30-153(b)(1)–(b)(4).
  - c. All billboards in Greater Pine Island that cannot demonstrate continual compliance with this chapter's nonconforming standards are illegal and must be removed (see section 30-153(b)(5)).

**AMEND LEE COUNTY'S "COMMERCIAL USE OF RIGHTS-OF-WAY ORDINANCE," ORDINANCE 88-11 AS AMENDED, AS FOLLOWS:**

**SECTION 5: EXCEPTIONS**

The commercial use of the right of any road, street, or highway with the county road system is expressly prohibited, except that the commercial uses listed below may occur in the public rights-of-way, but only in compliance with the requirements and conditions set forth herein:

- A. County permitted or Sponsored Special Events** *[no changes proposed]*
- B. Newspaper Vending Racks or Machines** *[no changes proposed]*
- C. Bus Benches** *[no changes proposed]*
- D. Utilities** *[no changes proposed]*
- E. Commercial Loading or Unloading** *[no changes proposed]*
- F. Mobile Food Vendors** *[no changes proposed]*
- G. Directional Signs (Greater Pine Island only)**

The Lee County Department of Transportation will fabricate, install, and maintain off-site directional signs in the right-of-way of Stringfellow Road and Pine Island Road in Greater Pine Island for qualifying businesses and organizations.

- 1. "Greater Pine Island" means the area that is affected by Lee Plan Goal 14 as depicted on the Future Land Use Map and as described in section 34-2 of the Lee County Land Development Code.
- 2. "Qualifying businesses and organizations" means one of the following types of for-profit, non-profit, or governmental entities currently operating in Greater Pine Island on a parcel of land that does not have road frontage on CR 767 (also known as Stringfellow Road, Oleander Street, and Main Street) or on CR 78 (also known as Pine Island Road):
  - a. Motels/hotels/bed-and-breakfast inns
  - b. Restaurants
  - c. Retail sales and personal services
  - d. Marinas
  - e. Farms or nurseries regularly offering retail sales
  - f. Transient RV parks
  - g. Educational, cultural, and religious institutions
  - h. Governmental agencies
  - i. Other tourist-oriented businesses

- j. "Qualifying businesses and organizations" will not include residential or mobile home communities and will not include any entities that are not regularly open to the public.
- 3. Qualifying businesses and organizations may apply for a single off-site directional sign to be fabricated, installed, and maintained by the Lee County Department of Transportation in the right-of-way of Stringfellow Road or Pine Island Road.
    - a. Each directional sign will be placed just ahead of the nearest street that intersects with Stringfellow Road or Pine Island Road.
    - b. The exact location and placement of each sign will be determined by the DOT in accordance with established clear zone standards and based on additional operational and safety factors for each sign location. If no acceptable location can be found for a requested sign, the application fee will be refunded.
    - c. Directional signs for up to three businesses may be placed on each pair of sign supports. If additional signs are needed, an additional set of sign supports will be installed if sufficient space is available.
    - d. Each directional sign will contain only the name of the qualifying business or organization, a directional arrow, and optionally the appropriate international symbol (such as lodging, food, marina, camping, library, etc.). Lee County DOT will determine the size of the sign and the font size and type for its lettering, and after consultation with the applicant may shorten the name to ensure legibility to motorists.
    - e. Applications must be made on forms provided by DOT and must be accompanied by the application fee as specified in the External Fees and Charges Manual (Administrative Code 3-10). An additional fee must be paid annually for the anticipated average cost to maintain and mow around each sign.