



*City of DeBary
Department of Planning, Zoning & Development
16 Colomba Road, DeBary, Florida 32713
Phone: (386) 668-2040, extension 317*

DATE: _____
TIME: _____
INITIALS: _____

SIGN REPLACEMENT MATCHING GRANT PROGRAM APPLICATION FORM

BUSINESS NAME: _____

BUSINESS ADDRESS: _____

BUSINESS TELEPHONE: _____

TYPE OF IMPROVEMENT PLANNED (Please Check All That Apply):

_____ NEW SIGN/ SIGNAGE MODIFICATION

_____ LANDSCAPING AROUND BASE OF SIGN

_____ ELECTRICAL (For Sign Illumination)

PROJECT PROPOSAL - Please attach the following:

1. Summary of the scope of work to be performed.
2. Color photographs clearly showing existing condition of the site.
3. Sketch plans and specifications detailing the scope of work.
4. Color renderings of proposed signage.

ESTIMATED TOTAL COST OF PROPOSED IMPROVEMENTS: \$ _____

ESTIMATED AMOUNT OF GRANT ASSISTANCE REQUEST: \$ _____

PLEASE NOTE: The total maximum grant award for a new sign project is 90% of the project cost up to a maximum of \$5,000 awarded to any one project. For example, a \$10,000 project would be eligible for a \$5,000 grant. A \$4,000 project would be eligible for a \$3,600 grant. Grants are awarded on a first come, first qualified, first serve basis until funds for that fiscal year have been depleted.

I UNDERSTAND THAT IN ORDER FOR MY REQUEST FOR GRANT FUNDING TO BE APPROVED, I MUST AGREE TO THE FOLLOWING CONDITIONS:

1. To adhere to the application procedures and guidelines as specified.
2. Additional improvements or changes not approved will not be funded.
3. That I shall incur all initial project costs and receive reimbursement only after:
 - a. All improvements have been completed.
 - b. All final inspections of the improvements are approved.
 - c. Proof of payment for project costs have been received by the City.

I ACKNOWLEDGE THAT I HAVE RECEIVED AND UNDERSTAND THE GRANT GUIDELINES AND THE CITY OF DeBARY GATEWAY CORRIDOR SIGN STANDARDS.

Applicant Signature

Printed Name

Date

Attachments:

Application Guidelines and Procedures

City of DeBary Land Development Code Sign Standards and Gateway Corridor Sign Standards

SUPPLEMENTAL SIGN GRANT PROGRAM
APPLICATION PROCEDURES AND GUIDELINES

MATCHING CRITERIA

In 2010, the City implemented its Business Tax Receipt Program; 80% of the revenues collected from Business Tax Receipts are being deposited into the City's Business Opportunity Fund. City Council has decided that Business Tax Receipt revenues deposited into the Business Opportunity Fund shall be used for grants to business owners to replace non-conforming signs with conforming monument signs.

The grant for non-conforming signs shall provide an incentive to encourage and assist local businesses with brining their signs up to code and enhancing the appearance of the Gateway Corridor and the City. In order to encourage the replacement of non-conforming signs, the grant will provide a sliding scale of assistance with a higher level of assistance in the first year and gradually decline until FY 2016/2017. Beginning in Fiscal Year 2017/2018, grants for signs will revert back to a one-to-one dollar match. The City shall provide the following percentage of matching assistance for FY 2012/2013 through FY 2016/2017.

The sliding scale matching assistance shall be as follows:

FY 2012-2013 – 90% City / 10% Applicant
FY 2013-2014 – 85% City / 15% Applicant
FY 2014-2015 – 75% City / 25% Applicant
FY 2015-2016 – 65% City / 35% Applicant
FY 2016-2017 – 55% City / 45% Applicant

The total maximum grant award for a new sign project shall be \$5,000 awarded to any one project. In FY 2012/2013, the City will contribute 90% of the cost of new sign up to a maximum of \$5,000. For example, if a project's cost totals \$4,000 then the City would provide \$3,600 in assistance and the applicant would be responsible for \$400. Also, if a project's cost exceeds \$5,000 the City will only match \$5,000. For example, if a project's cost is \$10,000 and the match is 90%, the City's match will be \$5,000.

APPROVAL CRITERIA

All projects shall replace existing legal non-conforming signs with a sign in compliance with the City's Land Development Code, Chapter 5, Article II sign Regulations and Chapter 5, Article V, Section 5-127 Gateway Corridor Sign Regulations.

The matching grants are awarded by City Council to applicants (property owners or tenants, with the written consent of the property owner) on a first come, first qualified, first serve basis until funds for that fiscal year have been depleted. Applicants must follow the adopted grant application process, including the mandatory pre-application conference in order to be considered for a grant award.

ELIGIBLE EXPENDITURES

Signage: Including removal of old signs and obsolete poles, brackets, or fixtures; and the design, production and installation of new signage to include illumination of signage, which complies with all City regulations.

Landscaping: Including landscaping around the base of the new sign.

INELIGIBLE EXPENDITURES

Improvements made prior to the grant award
Interior renovations
Refinancing existing debts
Non-fixed improvements
Inventory/fixtures/equipment
Seat equity payments
Business payroll
General periodic maintenance
Additions to existing buildings
Parking lot resurfacing
Window replacement
Trim work
Security lighting
Work performed that is not consistent with the City Land Development Code.

QUALITY OF WORK

All work must be performed in a professional and workmanlike manner. Prior to work commencing, the grantee must secure all necessary permits. Upon completion, all work must pass applicable inspections. The City of DeBary reserves the right to withhold reimbursement payment should the final inspection reveal that the work performed was not completed in a professional and workmanlike manner.

ALTERATIONS

Grant recipients shall agree not to alter, modify or remove the improvements made in accordance with the agreement without first securing the written permission of the City Manager of the City of DeBary. The City of DeBary may permit such alterations, modifications, or removal of the improvements when it determines that granting permission would not undermine the goals, objectives and policies of the City of DeBary.

MAINTENANCE

The grant recipient shall agree to maintain the improvements, including landscape materials, made in accordance with this agreement.

COMPLETED APPLICATIONS

Completed applications shall include the following:

1. A summary of the scope of work to be performed.
2. Color photographs clearly showing the existing conditions of the sign.
3. Sketch plans, color renderings and specifications detailing the scope of work that will be required for the new sign.

APPLICATION GUIDELINES

1. An applicant whose submission is incomplete shall be informed by the City of DeBary. City staff shall review all applications to determine if they meet the criteria for approval and are in compliance with the Land Development Code.
2. Applicants shall be notified in writing of all approvals, approvals with conditions, or denials following City Council review.
3. The applicant shall incur all initial project costs and may receive reimbursement only after all improvements have been completed in accordance with the grant approval.
4. Any and all unforeseen changes to the scope of work that may arise during the sign replacement process must be approved prior to any additional work being initiated or completed.

REIMBURSEMENT

1. Prior to reimbursement of project costs, the applicant shall agree in writing to maintain all improvements and not to alter the project without approval from the City. Routine maintenance (e.g. replacing same materials, repaint same color, etc.) does not require the City's approval.
2. Requests for reimbursement of project costs shall be viewed as a single, completed package. Costs not included in either the approved renovation plan or an approved change order shall not be considered for reimbursement. Change orders must be approved by the City Manager to be considered for reimbursement.
3. Required documentation for reimbursement of project costs must include:
 - a. Copies of cancelled checks, certified checks or money order of project costs.
 - b. Detailed invoices and paid receipts.
 - c. Name, address, telephone number of design professional, general contractor, sign contractor, landscaper, etc.
4. Project cost reimbursement shall be made upon total completion of the project, presentation of documented project costs and a final inspection of the project by the City of DeBary to ensure the work was performed in a professional and workmanlike manner, and in accordance with the specifications of the grant approval and the Land Development Code.
5. The City of DeBary reserves the right to verify any and all costs associated with design or renovation work for which reimbursement is requested.
6. The approved project must comply with the requirements of the City Code and must obtain all applicable permits.

PROJECT TIMELINE

1. Projects receiving funding must begin work within 45 calendar days of approval by the City Council, and must be completed within 120 calendar days of approval by the City Council; unless a written request for extension has been submitted and approved by the City Manager. Under no circumstances will a project be extended beyond six (6) months. Those projects that have not received a written extension and are not completed within 120 calendar days will be required to re-apply for funding during the next cycle.
2. Each applicant may receive only one grant award in any fiscal year. An applicant having more than one property applying for a grant will be placed on an "alternate list," which may be considered if funds are still available after the initial selection round.
3. There shall be one funding cycle per fiscal year contingent upon program funding by City Council. Applications may be submitted in April and May of each year. Projects will be reviewed by staff and transmitted to City Council for funding no later than July of each year.

CITY OF DEBARY LAND DEVELOPMENT CODE

Sec. 5-36. General sign standards.

(a) Rules for interpreting sign calculations.

(1) Determining the number of signs. For the purpose of determining the number of signs, a sign shall be considered to be a single display surface or display device containing elements organized, related, and composed to form a unit.

(2) Computation of sign area. The surface area of a sign shall be computed by including the entire rectangular area enclosing the extreme limits of the writing, representation, emblem or other display, together with any material or color forming the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting posts under two feet in diameter.

(3) Multisided signs. With respect to three-dimensional or multisided signs, the surface area shall be computed by including the total of all faces designed either to attract attention or communicate information. However, a double-faced sign shall not be deemed a multisided sign provided said faces of each sign are not separated by more than two feet and they have the same size and shape. Where the two faces of a sign are not parallel (as with a vee-shaped sign), the area may be calculated as the area of only one face.

(4) Total sign surface area. Unless otherwise provided, the total surface area devoted to all signs on any lot shall not exceed the limitations established in these regulations and all signs except temporary signs shall be included in this calculation.

(b) Construction and maintenance. All signs shall comply with all applicable standards of the City's building code, fire code, health code, electrical code, and all other applicable codes. All signs within the City limits including all supports, braces, guys and anchors shall be kept in good repair. The Building Official may order the removal by and at the expense of the owner or lessee of any sign that is not properly maintained.

(c) Signs not to constitute a traffic hazard. No sign shall be placed at any location in the City where it may interfere with or obstruct a motorist's view, or be confused with any authorized traffic sign, signal or device. The City Manager shall have the authority to refuse the erection or to order the removal of any sign, if any signs constituting an obstruction to motorists or pedestrians or otherwise are viewed to be impediments to traffic safety or traffic flow.

(d) Signs not to encroach electric utility clear zone. No sign shall be placed closer than eight feet horizontally from the nearest part of any utility pole which supports electrical transmission lines. No sign shall be placed closer than eight feet horizontally or vertically from the nearest part of any electric transmission line. If the City's electrical code is now or hereafter more restrictive than the provisions of this section, the most restrictive provisions shall prevail.

(e) Illuminated signs.

(1) Shielded light source. The light from any illuminated signs, or from any light source, shall be shaded, shielded or directed so that the light intensity or brightness shall neither adversely affect the surrounding premises nor impede safe vision of operators of vehicles moving on streets or parking areas.

(2) Exposed lighting restrictions. No signs, except time and temperature signs, shall have exposed fluorescent lighting, exposed neon, fluorescent paint, or be phosphorescent. All unexposed neon shall be approved by a testing laboratory and shall meet the criteria established below. Similarly, illuminated tubing or strings of lights that outline property lines, sales areas, or similar areas are prohibited, excepting holiday observance signs. Limitations on brightness and intensity shall be as follows:

TABLE V

Light Source	Commercial Classifications or Public/Institutional Classification	Industrial Classifications	All Classifications (Including Residential Classifications)	Other
Exposed bulbs	15 watts	15 watts	10 watts	
Luminous	150 lamberts	90 lamberts	90 lamberts	
Illuminated	50 footcandles	50 footcandles	50 footcandles	

(3) Neon signs. Neon signs and decorative neon may be permitted in the same manner as for a wall sign. The area calculation for such sign shall be based on the entire area within which the sign is displayed. Neon signs and decorative neon suspended behind windows and visible from the right-of-way shall be considered as wall signs, and included in the total permitted wall sign area. Exposed neon tubing shall be prohibited.

(4) Restriction on flashing signs. No flashing sign shall be permitted except time and temperature signs, public signs, and holiday observance signs.

(f) Height of and distance separating signs. No part of any sign affixed to a building shall exceed the height of the building to which the sign is affixed. The height of the building shall be measured exclusive of elevator shafts and/or air conditioning condensing units and/or cooling towers. No sign shall project over motor vehicle use or storage areas. The height of ground signs is controlled by the use classification as described herein. Distance requirements in the regulations shall be measured from the nearest part of any sign (or its structure) to the nearest point of the closest applicable restricting line or point of separation (including distance between signs) or height limitation.

(g) Appearance of signs. Shape, color, lettering, location and arrangement of signs shall not be clearly disharmonious with the building design and surrounding landscape. Every sign shall have good scale and good proportion in its design and in its visual relationship to buildings, surroundings, and other signs. Colors shall be used harmoniously. Lighting shall be harmonious with the design. If external spot or flood lighting is used, it shall be arranged so that the light source is shielded from view.

(h) Flags. No more than three flags or insignias of governmental, charitable, religious, fraternal, corporate or other organizations may be displayed on any site. The maximum height from top to bottom of any flag shall be 20 percent of the total height of the flagpole, or in absence of a flagpole, 20 percent of the distance from the top of the flag or insignia to the ground.

Sec. 5-38. - Public/institutional district sign regulations (additional regulations apply to the Gateway Corridor, see section 5-127).

(a) *Ground signs.* One sign shall be permitted per street frontage or per each 300 feet of street frontage, whichever is greater. Furthermore, where two or more ground signs are placed along a single street frontage, such signs shall be separated by a minimum distance of 48 feet. The maximum copy area of any single sign shall not exceed 32 square feet and shall not be higher than eight feet. These signs require permits.

(b) *Wall signs.* The cumulative wall sign area shall not exceed ten percent of the square footage of any one facade. Wall signs may be affixed to only those facades of a building that are exposed to a street. No such sign shall exceed the height of the building. Permanent window signs shall count as permanent signage whether placed on the interior or the exterior of a window or door.

(c) *Instructional signs.* Instructional signs having an area not exceeding four square feet are permitted, provided such signs, if freestanding, shall be located a minimum of five feet within all property lines and shall not exceed five feet in height. Such signs require permits.

(d) *Other signs.* Scoreboards inside ballparks or recreational ball fields are exempt from the provisions of this subsection. These signs do not require permits. Religious symbols and governmental signs may be erected and exceed the above reference requirements subject to the approval of the City Council.

Sec. 5-39. Commercial/industrial district sign regulations.

(a) *Ground signs.* One sign shall be permitted per street frontage or per each 300 feet of street frontage, whichever is greater. Furthermore, where two or more ground signs are placed along a single street frontage, such signs shall be separated by a minimum distance of 48 feet. The maximum background/copy area of any single sign shall not exceed 48 square feet and maximum height shall be eight feet. These signs require permits.

(b) *Projecting signs substituted for ground sign.* A projecting sign may be substituted for an allowed ground sign. However, the maximum allowable size for such sign shall not exceed one-half the allowable size of the ground sign for which it is substituted or shall not exceed the allowable amount of facade sign area, whichever is less. No projecting sign, which is entirely dependent upon a wall for support, shall be erected on a wall of any building so as to project above the roofline or parapet wall or above the roof level where there is no parapet wall. A sign attached to a corner of a building and parallel to the vertical line of such corner shall be deemed to be erected at a right angle to the building wall. A projecting sign shall not project more than 36 inches from the wall of a building and shall not overhang a public right-of-way. Such sign shall comply with height regulations stated herein and shall be elevated to a minimum of seven feet six inches over any pedestrian way. No sign shall project over any parking area or driveway. No sign or part of a sign or its supporting structure shall cover any window or part of a window. No projecting sign or supporting structure shall be located in such a manner as to obstruct window light and vision.

(c) *Wall signs.* The maximum allowable wall sign area shall be 1 1/2 square feet per one linear foot of building frontage only with a maximum sign copy area of 80 square feet for any one sign. In the case of double street frontage lots, sign area may be transferable to the non-entry facade only where the same or similar facade treatment is used on both front and side, and the copy area does not exceed one-third of the total copy area permitted. Maximum sign vertical dimension shall not exceed 25 percent of the building height.

(1) *Placement of wall signs and marquee signs.* Such signs may be placed in whole or in part upon a parapet, but no sign shall be extended above or be mounted upon the top of a parapet or marquee. One identification sign may be attached to the sides or front of a marquee or hung under a marquee at a business entrance, in which case the sign shall not exceed three square feet in area, shall maintain a seven-foot six-inch minimum clearance above the sidewalk or ground level and shall not extend beyond the marquee's perimeter.

(2) *Signs not to cover openings or project.* No wall signs shall cover wholly or partially any required wall opening, nor project beyond the top of the wall to which it is attached.

(3) *Wall sign projection.* All bracing and/or lighting shall be hidden or covered so that it shall not be visible from the public right-of-way. The covered portion of the ends of such signs shall not be used for advertising purposes.

(4) *Gas station and convenience store canopy signs.* For the purposes of these regulations, 16 square feet of copy area containing the name, logo, initials, or other identification symbol of the business may be displayed on attached or detached canopy structures for gas station and convenience stores, over their gasoline pumps islands only. If the total copy area of signage located on the canopy structure exceeds 16 square feet, the canopy shall be considered a wall sign. However, the canopy signage shall only be situated on the sides of the canopy structure facing a right-of-way.

(d) *Off-site directory signs.* Off-site directory signs may be permitted to assist customers and the general public to find businesses located in industrial areas or industrial parks. Such signs shall be located on private property and shall not be maintained by the City. Only the name of the industrial park or area shall be shown on the sign. These are limited to two square feet.

(e) *Pole signs.* A pole sign may be substituted for a monument sign where the City Council determines that there is no practical way to locate a monument sign on the property due to the requirements for vehicular movement, pedestrian or vehicular safety, or aesthetics of the development. Such pole sign and/or structure

may not exceed 15 feet in height and shall have a ground clearance of ten feet in order to provide adequate visibility. The square footage of copy area of such a pole sign may not exceed the maximum permitted square footage of a monument sign in the same zoning district.

Sec. 5-41. Signs in multitenant developments.

All tenant wall signage and tenant panels in ground signs within a multitenant development, including shopping centers, industrial complexes and office complexes, shall comply with the additional requirements of this section.

(1) Any development intended or designed for multitenant use shall establish a sign program identifying the overall sign specifications (not exceeding the provisions of this Code) and allocating signage for individual tenant use.

(2) Where an established pattern of uniform signage exists, signage for tenants in multitenant developments without approved signage programs, but with an established pattern of sign style, location and size, shall be required to conform with such pattern. An established pattern shall be identified as the predominant style, location and size utilized by a minimum of 50 percent of the tenants.

(3) Where no established pattern of uniform signage exists, in multitenant developments where no established pattern exists, the owner of the development shall be required to submit a sign program to the City for approval prior to issuance of any new sign permits. Such program shall address size, location, style, and materials.

(4) The maximum allowable wall sign area shall be one square feet per one linear foot of tenant frontage with a maximum sign copy area of 80 square feet for any one sign. In the case of corner stores in the multitenant development, sign area may be transferable to the nonentry facade only where the same or similar facade treatment is used on both front and side, and the copy area does not exceed one-third of the total copy area permitted for the tenant. Maximum sign height shall not exceed 25 percent of the building height. Wall signs shall not be located on the rear of a multitenant building, or the sides of a multitenant building when such display would orient the sign to a residential zoned area.

Sec. 5-42. Non-Conforming signs.

Any lawfully existing permanent sign which was made non-conforming by the adoption of these regulations (Ordinance No. 02-12) or any subsequent amendments of these sign regulations may continue in existence provided that such non-conforming signs shall be removed from the premises or brought into compliance with these provisions or any subsequent amendments by September 30, 2017. The intent is to discourage the survival of nonconforming signs and encourage their owners to invest in conforming signs.

(1) *Continuance of nonconformities.* A nonconforming sign use may be continued until September 30, 2017, subject to the following regulations:

- a. A nonconforming sign shall not be enlarged or increased in any way from its lawful size at the time of the adoption of these regulations; however this restriction does not apply to the change of copy (face changes) or changeable copy signs.
- b. Nonconforming signs or sign structures that are defined as abandoned signs under these regulations shall not be permitted for reuse.
- c. There may be a change of tenancy or ownership of a nonconforming sign without the loss of nonconforming status, if the property is not abandoned as defined in these regulations.

- (2) *Removal of prohibited signs.*
 - a. Prohibited signs on public property or rights-of-way shall be removed immediately, and may be removed by the City or its agent without notice.
 - b. Abandoned signs shall be removed by the owner, agent or person in charge of the premises within 30 days after receipt of written notification by the City Manager. If the sign is not removed in a timely manner, the violation may be referred to the Code Enforcement Board.

- (3) *Impact of damage to nonconforming signs.* Any nonconforming sign which is destroyed or damaged to the extent of 50 percent or more of the background/copy area, or is altered or replaced, shall not be altered, replaced or reinstalled unless and until it shall have been made to conform to the provisions of this Code.

Sec. 5-127. - Gateway Corridor Sign regulations.

(1) *Applicability:* The Gateway Corridor Sign regulations shall apply to all new signs within the Gateway Corridor with the exception of permitted "face" changes to legal non-conforming signs.

(2) The sum total of allowed sign area for single use developments (not including multi-tenant development) within the Gateway Corridor is 140 square feet. The total copy area includes the copy area for the monument sign, the wall signage and the window signage.

(a) *Monument signs.* One monument sign shall be permitted per street frontage or per each 400 feet of street frontage, whichever is greater up to a maximum of three signs per parcel or premise. Furthermore, where two or more ground signs are placed along a single street frontage, such signs shall be separated by a minimum distance of 100 feet. The maximum background copy area for each sign shall not exceed 48 square feet and the maximum height shall not exceed eight feet from the average grade elevation.

1. *Design standards:* Vertical structure supports for monument signs shall be concealed in an enclosed base. The width of the enclosed base shall be equal to at least two-thirds of the horizontal width of the sign surface. No copy area shall extend or be placed on the base of the sign.

2. *Construction materials:* The base shall be of a low maintenance finish which is compatible with the architectural style of the principal building limited to split face block, stone, finished metal, synthetic EFIS stucco or brick.

3. *Illumination:* Monument signs may be internally illuminated pursuant to section 5-36(e). They may also be externally illuminated with a burial fixture or hidden within a planter bed. The light source should not be able to be seen from adjoining properties or roads.

4. *Setbacks:* Five feet from all property lines. New signs shall be erected at least ten feet from any side property line and five from all other property lines.

5. *Landscaping:* Whenever possible, new monument signs shall be encased in a landscape planter at least two feet in height or a landscaped area of no less than four feet wide on each side of the sign. The planter or landscape area may contain any combination of low lying shrubs, ground cover and flowers.

6. All signs shall be erected above the enclosed base of the sign and no sign shall be mounted directly in front or to the rear of the base.

7. Signs made of wood or vinyl sheets shall be prohibited in the Gateway Corridor.

(b) *Wall signs.* Per Article II, Sign Regulations, section 5-39(c).

(c) *Window signs.* A maximum of 20 percent of the glassed area of a window or door may contain window signage.

(d) *Pole signs* are not permitted within the Gateway Corridor except as expressly permitted in the B-6 Interstate Commercial Zoning District on Dirksen Drive as a special exception and when City Council determines that there is no practical way to locate a monument sign on the property due to the requirements for vehicular movement,

pedestrian or vehicular safety, or aesthetics of the development. Such pole sign and/or structure may not exceed 15 feet in height and shall have a ground clearance of ten feet in order to provide adequate visibility. The square footage of copy area of such a pole sign may not exceed the maximum permitted square footage of a monument sign in the same zoning district.

(e) *Signs in multitenant developments.* See Article, II Sign Regulations, Section 5-41

(f) All signs allowed under the Gateway Corridor Sign Regulations shall comply with all other provisions of the City of DeBary Sign Regulations (Article II, Sign Regulations) including section 5-42, Non-conforming Signs.