

# **Verandah**

## **Community Identity & Directory**

### **Signage Guidelines**

---

*Design Standards and Review Procedures*

Produced by:

**Verandah Development LLC.**

**September 23, 2003**

# TABLE OF CONTENTS

<b>SECTION 1: VERANDAH IDENTITY &amp; DIRECTORY</b>	
<b>SIGNAGE GUIDELINES REVIEW PROCESS:</b>	1
Purpose	1
Authority	1
Governmental Permits	1
Applicability of Signage Review	1
Review Fees	1
<b>SECTION 2: SIGNAGE DESIGN STANDARDS</b>	2
General Design Standards	2
Specific Design Standards	5
Parcel Identity Signs	6
Public/Informational Signs	8
Temporary Signs	11
Construction Signs	12
Realty Offering Sign	13

# LIST OF FIGURES

<b><u>FIGURES:</u></b>	<u>Page</u>
Figure 1: Sign Characteristic	2
Figure 2: Signage Location Detail	6
Figure 3: Parcel Identity Sign	7
Figure 4: Standard Mail Box	7
Figure 5: Vehicle Directional Sign	8
Figure 6: Pedestrian/Golf Directional Sign	9
Figure 7: Street Identity Sign	10
Figure 8: Vehicular Regulatory Sign	10
Figure 9: Announcement Sign	11
Figure 10: Multi-Family Construction Sign	12
Figure 11: Single-Family Construction Sign	13
Figure 12/13: For Sale By Owner/ Realty	14
Figure 14: Model Open Sign	15
Figure 15: Model Identity Sign	15

# **LIST OF APPENDICIES**

**APPENDIX A:** Signage Review Application

**APPENDIX B:** Signage Colors

**APPENDIX C:** Signage Construction and Finishing

## **Section 1: Verandah Signage Guidelines Review Process:**

### **A. Purpose**

The purpose of the Verandah Signage Guidelines is to establish a uniform set of standards and review procedures to provide for design consistency and the orderly placement of signage within the community. Specifically, the guidelines contained herein will address the type, size, location and construction of all residential and public signage within Verandah. These guidelines shall prohibit signs that by their size, location, construction, content or manner of display are not aesthetically pleasing, endanger the public safety of individuals, confuse, mislead, obstruct the vision necessary for traffic safety, or otherwise endanger public health, safety, or welfare.

### **B. Authority**

The authority of Verandah Development LLC. to develop standards and require site plan review is set forth in Article IV of the Declaration. This authority enables Verandah Development LLC. (The "Declarant") to have exclusive jurisdiction over all matters relating to architecture, landscaping and site planning, or to delegate in writing all or a portion of its rights to the Design Review Staff ("DRS") or the Design Review Committee ("DRC").

### **C. Governmental Permits**

In the event that the Lee County Sign Regulations contained in Chapter 30 of the Land Development Code are more restrictive than the regulations contained in these guidelines, the County Standards shall be met.

### **D. Applicability of Signage Review**

Unless otherwise specified in Article IV of the Declaration, the size, location and materials for all Identity and Directory signage shall be submitted and approved in conjunction with all plan submittals for new construction or exterior modifications. Written notice of approval shall be obtained prior to the undertaking of any construction or site improvement activities.

### **E. Review Fees**

The submission of a detailed Signage package, prior to the commencement of work and concurrent with the submission of a Design Review Application, shall not require an application fee. If more than one signage resubmittal is required by the DRC, or if changes are made prior to construction, a fee of \$150.00 shall be submitted by the Applicant for each additional review. The DRC may make changes to the review fee from time to time.

If a Design Review Application is submitted after the work has commenced, the Applicant shall be subject to a fifty-dollar (\$50.00) fine payable to the Verandah Community Association.

## Section 2: Signage Design Standards:

All Residential and Community Signage placed within Verandah shall be subject to review and approval of each sign for compliance with the design guidelines contained in this Section. In the event that no design guidelines are provided for a particular signage type, then the design shall be reviewed in accordance with Section 2 of this document, the appropriate sections of the Lee County Land Development Code, and Verandah Signage Schedule.

### A. General Design Standards

The following Design Standards shall apply to all permanent signs subject to review by the DRC:

#### 1. Character

The overall theme for architectural elements within Verandah incorporates a sense of tradition and timelessness of three unique architectural styles that are reflective of our past. Three major influences on Florida architecture are French, Spanish and American Colonialism. These styles are characterized by steeply pitched hip roofs, accented by narrow dormers and surrounded by deep sun-shaded porches. Sign characteristics are shown in Figure 1.

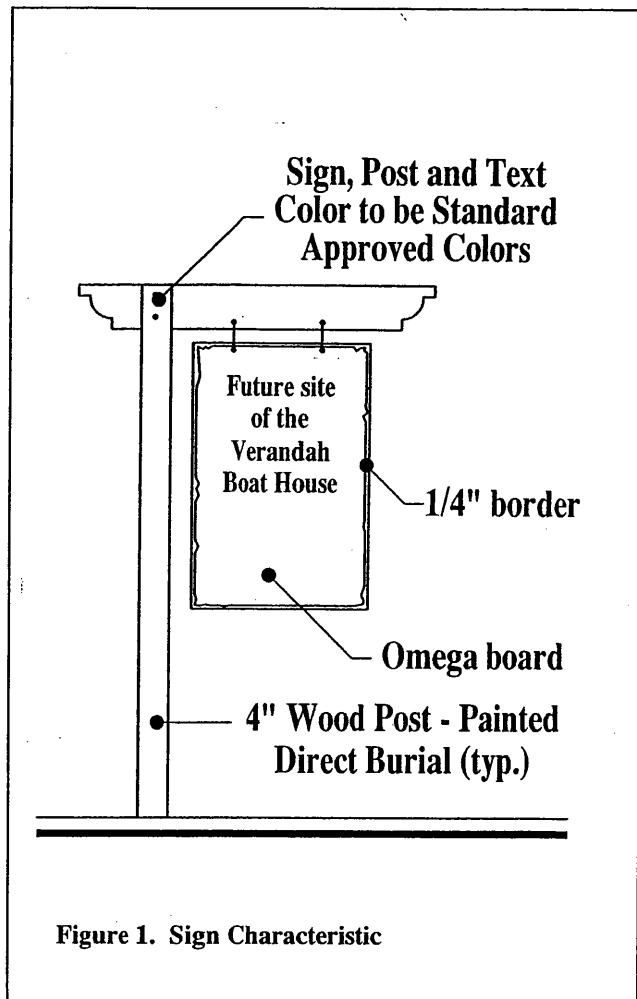


Figure 1. Sign Characteristic

## 2. Approved Colors

All colors utilized on Identity and Directory signage shall be limited to natural finishes and natural earth tones. No pastels, pure whites or primary colors may be used. A list of the approved Temporary Builder Signage Colors is attached as Appendix B. The DRC may permit variations from these colors.

All metal posts and sign backgrounds shall have a **flat black metal** finish. Monument Signs shall be constructed of natural stones, stucco or concrete, and shall be finished to emulate the texture and color of natural materials. Except for Parcel Identity Signs and Community Identity Signs, signage text shall be **flat black**, and shall be complimentary to the sign structure and background.

## 3. Approved Materials

Identity and Directory Signs may be constructed of the following materials:

- Natural Stone or stucco or concrete
- Cast Acrylic Sheet
- Aluminum Sheet
- Aluminum Extrusions
- Aluminum Castings
- Vinyl Film
- ABS Plastic
- High-Density Styrofoam
- Fasteners, Anchors and Inserts: All fastening hardware must be fabricated from metals that are non-corrosive to either sign materials or mounting surface.
- Wood – Painted or Vinyl finish (Temporary Sign Only)

## 4. Approved Typestyle

The standard typestyle for Verandah Identity and Signage is “Georgia Bold”. Other typestyles may be acceptable providing they are upper and lower case, bold normal, legible, comfortably spaced, and representative of the standard typestyle. An approved alternative typestyle is presented below.

1. Bookman Old style

**Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz & 1 2 3  
4 5 6 7 8 9 10**

5. Lighting

When permitted by these Guidelines, all illumination shall be provided from a steady source, shielded to prevent the light from interfering with vehicular traffic or resulting in glare into residences or pathways. The illumination for all non-commercial signs must be ground mounted, with the source either buried or screened by landscaping. No flashing lights, backlighted text or logos, neon, or other colored illumination shall be permitted.

6. Installation

All signage installation shall be completed with acceptable craftsmanship, and shall be located as shown on the approved plans, and using the specified materials. Signage shall be installed level, plumb and at the height indicated, with surfaces free from distortion or other defects of appearance.

7. County Standards

All signs constructed within Verandah shall conform to Chapter 30 Lee County Land Development Codes, as it pertains to signage height and the site visibility requirements. Nothing in this document shall eliminate the need to obtain applicable county permits.

8. Temporary Signs

Unless specified otherwise, all temporary signs shall be removed within 60 days of installation. Otherwise, the sign shall be considered in violation, and shall be subject to a fine. No illumination shall be permitted on any Temporary Sign.

## 9. Pre-Approved Signs

Certain signs within Verandah are intended to be uniform in character and size. Signs constructed with approved materials and color are pre-approved for installation. Examples of Pre-Approved Signs include Builder Identification Signs, Mail Boxes, Vehicular Directional, Street Identity and Vehicular Regulatory signs.

## 10. Prohibited Signs

Any sign that is not designed, constructed and approved according to Verandah Sign Design Guidelines and Lee County Land Development Code shall be prohibited.

### **B. Specific Design Standards for Residential and Community Signs:**

Each sign type may have specific standards regarding location, size, construction, materials and color, depending on its designated purpose, and relationship to the rest of the community. These design guidelines establish acceptable parameters for each of the following sign categories.

- Residential Identification
- Public/Regulatory/Informational
- Temporary

Following, are Specific Design Standards for each sign category. These sections provide graphic examples and detailed information about the quantity, size, location, and lighting requirements of each sign. The guidelines set forth in the Specific Design Standards are intended to complement the General Design Guidelines, rather than supercede them.

### **C. Residential Identification:**

Several sign types are included within this category, which is directed at the regulation of signage within residential neighborhoods. Of these signs, there are three major sign types: The Community Identity Sign, the Parcel Identity Sign and the Facility or Amenity Identity Sign. These sign types are intended to identify the entrances to non-commercial development Parcels within the boundaries of Verandah. Each of these signs is encouraged to develop its own characteristics, within the limitations of the guidelines detailed herein.



## 2. Parcel Identity Sign

One (1) Parcel Identity Sign will be permitted on, or at the entrances to individual residential neighborhoods. Figure 2 shows a typical plan view of permitted locations for Parcel Identity Signs. Each Parcel Identity Sign shall be encouraged to have its own identity, and incorporate some of the architectural characteristics of the homes within the neighborhood, provided the overall design guidelines are met. Figure 3 illustrates the permitted dimensions, copy area, and sample architectural style. In no instance may any sign face exceed 18 square feet, or 6' feet in height.

These signs shall maintain a 5' setback from edge of travel lane when located within the median. When located outside of the median, then must be 15' from the edge of Public Road ROW and 15' from BOC of entry road. Either location shall require the review and approval of Lee County at the time of permitting.

Parcel Identity Signs may be configured as two single faced signs, equal in size and located on each side of the entranceway, or one double faced sign located in the median and perpendicular to the ROW. This sign type shall require a lighting plan to be submitted to and approved by the DRC.

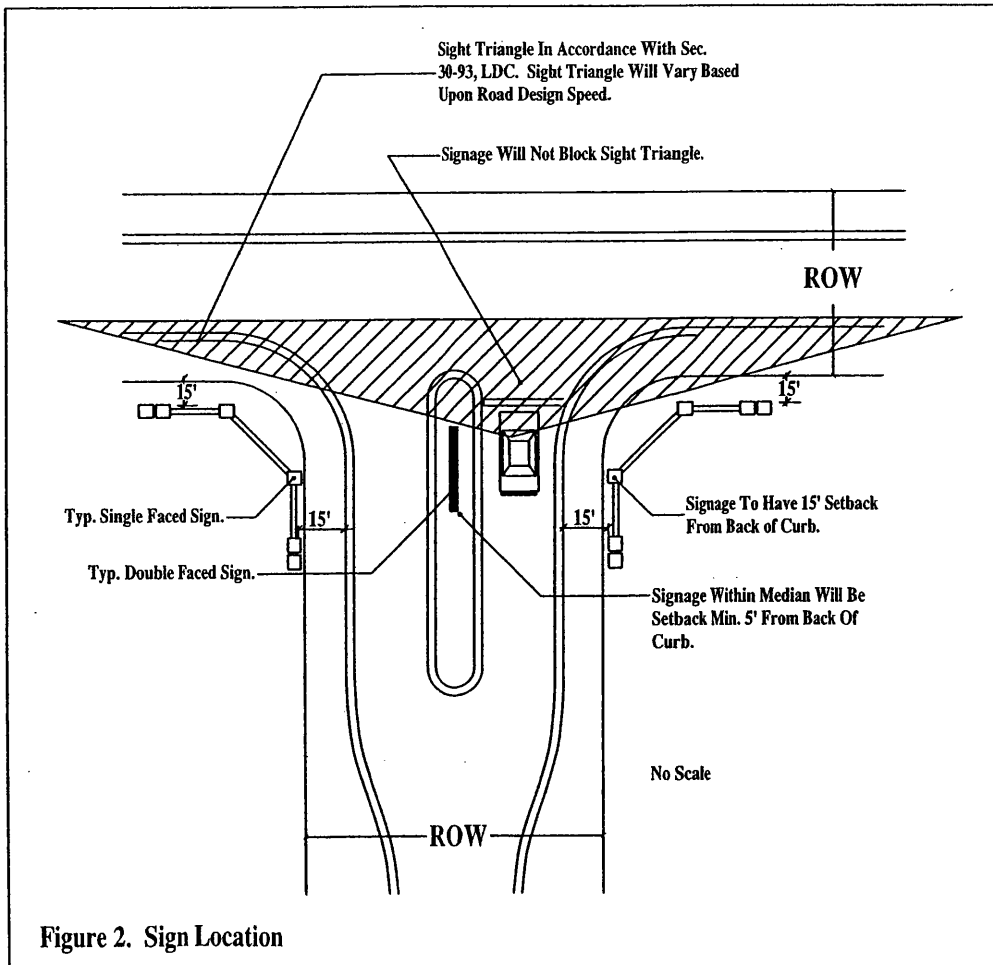
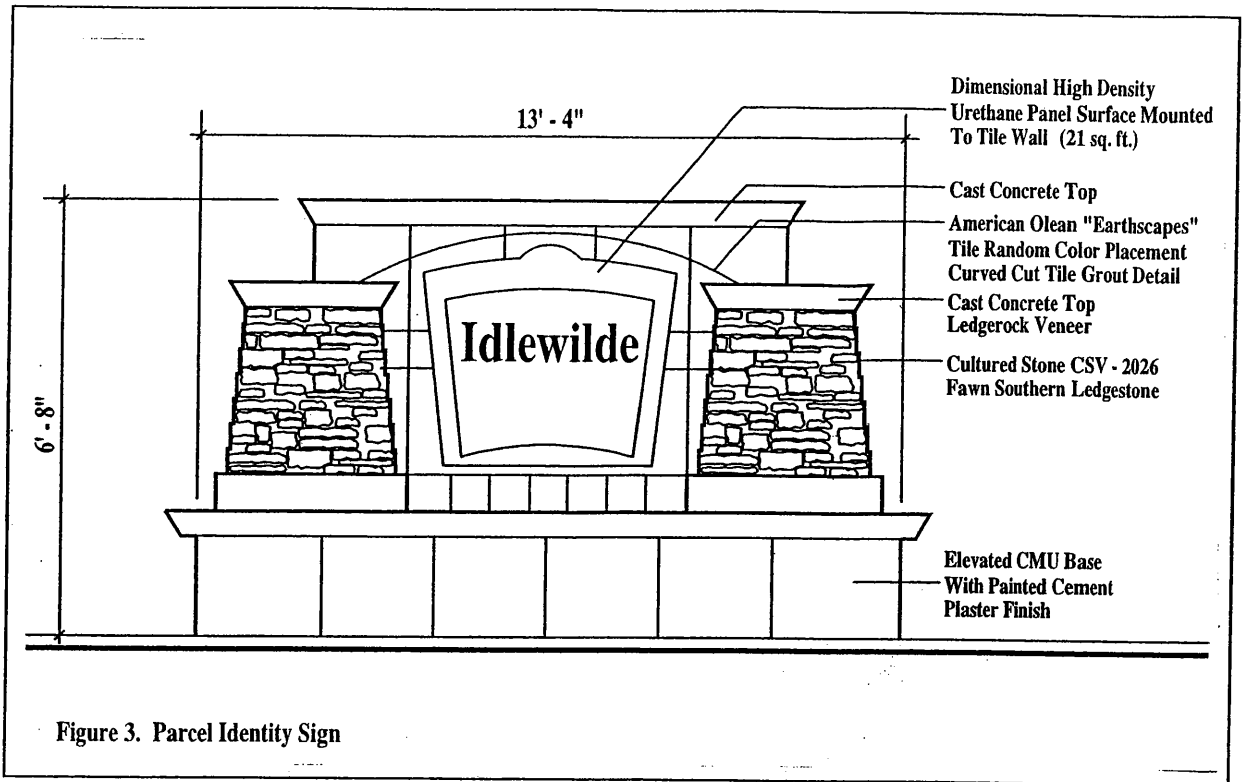
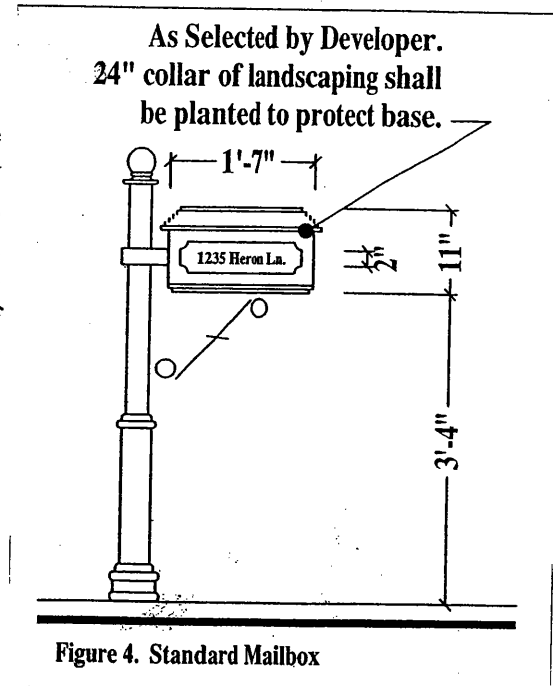


Figure 2. Sign Location



### 3. Mail Boxes

The mailbox for each single-family residence shall be obtained from a source approved by Verandah Community Association. The selection of a standard mailbox design is intended to maintain a uniform appearance along all residential streets. Replacement of mailboxes shall be at the owner's expense, and shall utilize the colors and materials of the approved mailbox. Mailboxes within multi-family communities may be clustered into covered mail structures, which continue the architectural theme of the residential units. The standard mailbox selected for Verandah is illustrated in Figure 4.

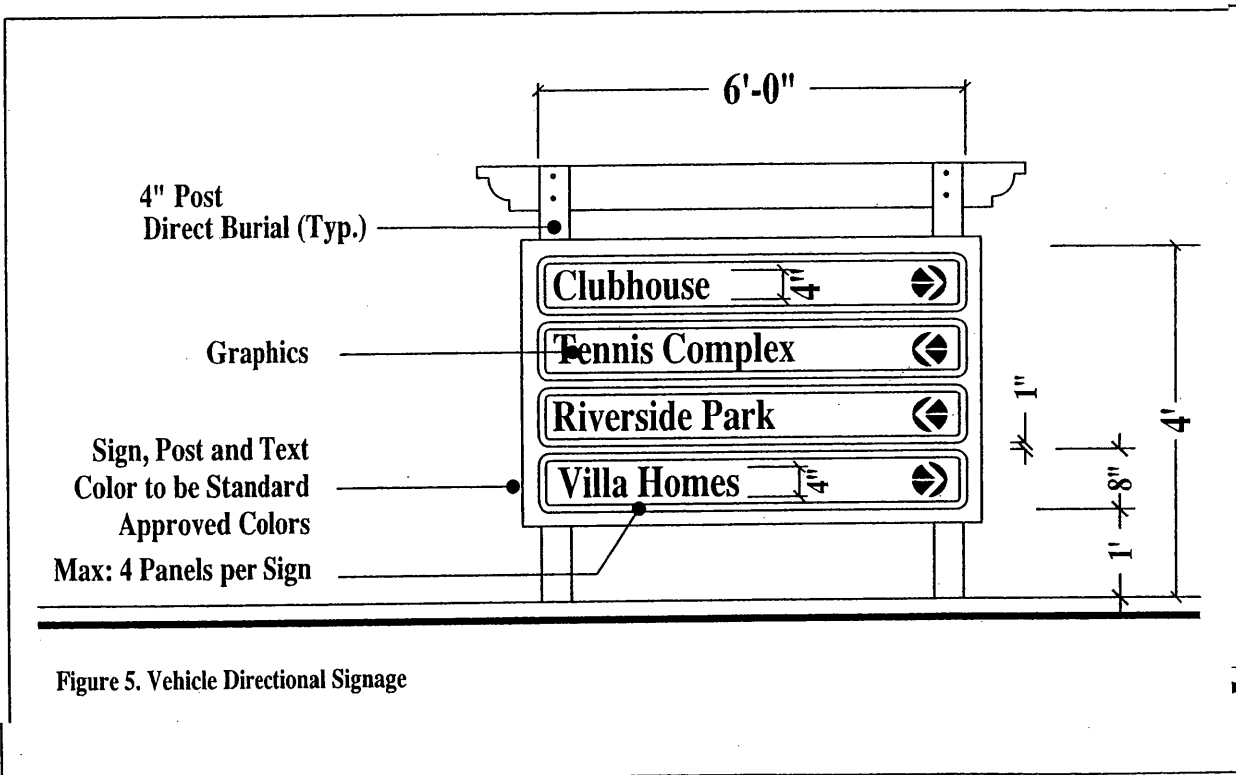


**D. Public/Informational Signs**

The sign types included in this category are intended to provide direction, public information, or traffic-control messages. No Public/Information sign may advertise a specific commercial product. Illumination of Public/Informational signs is prohibited.

1. Vehicle Directional Sign

This sign type will be permitted along main roads. These signs shall maintain a 5' setback from the travel lane when located within a median, or may have a zero foot setback from a public ROW. Directory Signs are intended to provide direction, public information, or traffic-control messages. No Public/Information sign may advertise a specific commercial use or product. Illumination of Public/Informational signs is prohibited. Figure 5 provides specifications for Vehicle Directional Signage.



## 2. Pedestrian/Golf Directional Signs

Pedestrian/Golf Directional signs are permanent signs located adjacent to trails, sidewalks, golf cart paths and within the median of local roads, and are intended to indicate the location of specific activities or facilities, such as: tennis courts, the 10<sup>th</sup> tee, and the distance to the activity/ facility. A typical Pedestrian/Golf directional Sign is illustrated in Figure 6, and all specifications describing the construction and finishing can be found in Appendix C.

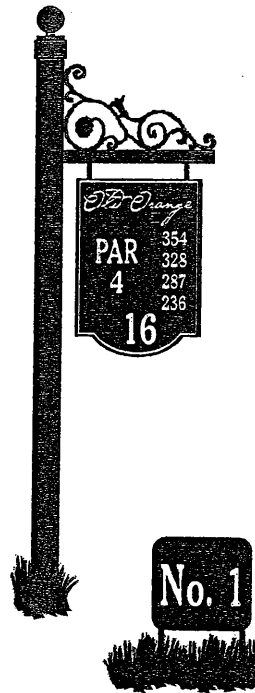
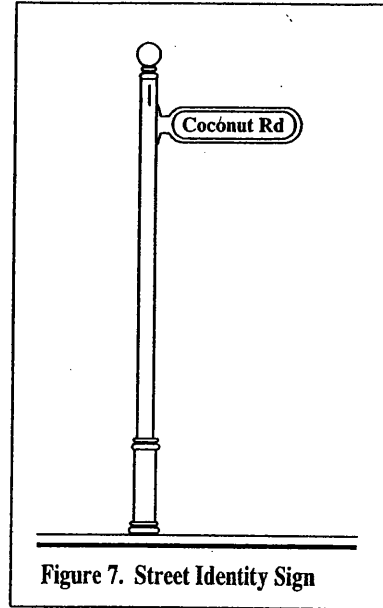


Figure 6. Pedestrian/Golf Directional Sign

These signs may, or may not be viewed from any right of way. If located within a local road right of way, the sign shall have a minimum setback of 30" from the back of curb. All of these sign types are Pre-Approved for installation by Community Association, or Developer, and intended to be a unifying element in the community, and shall be constructed of approved materials and colors.

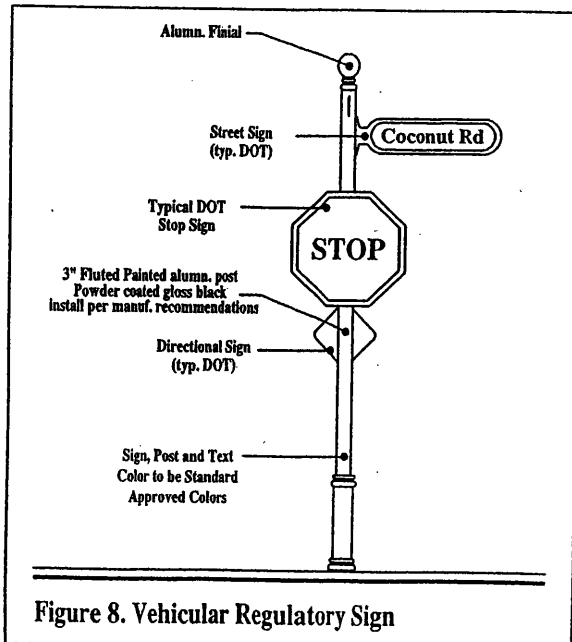
### 3. Street Identity Sign

This is a permanent sign that displays the name (s) of a street (s), and has a uniform Design throughout the community. In addition to the street name, the sign may contain the name or logo of the community. The sign may not exceed 8' 3" in height or 2 square feet in copy area as illustrated in Figure 7. This sign is on the Pre-Approved Sign list, and shall be provided by Trutwin Custom Signs, 8031 Mainline Pkwy. Ft. Myers, FL 33912.



### 4. Vehicular Regulatory Signs

Vehicular Regulatory Signs include standard traffic signs, including: stop signs, speed limit signs and yield signs. These sign faces shall typically maintain Lee County DOT approved dimensions and colors, but shall be placed on a decorative base, as illustrated below in Figure 8. These regulatory signs may be located either within a median, or within the ROW, provided that it maintains a minimum 36" setback from the back of curb. The height of a regulatory sign shall be regulated by the design speed of the roadway. Any deviation from Lee County DOT standards must be approved by the governing DOT at the time of permitting.

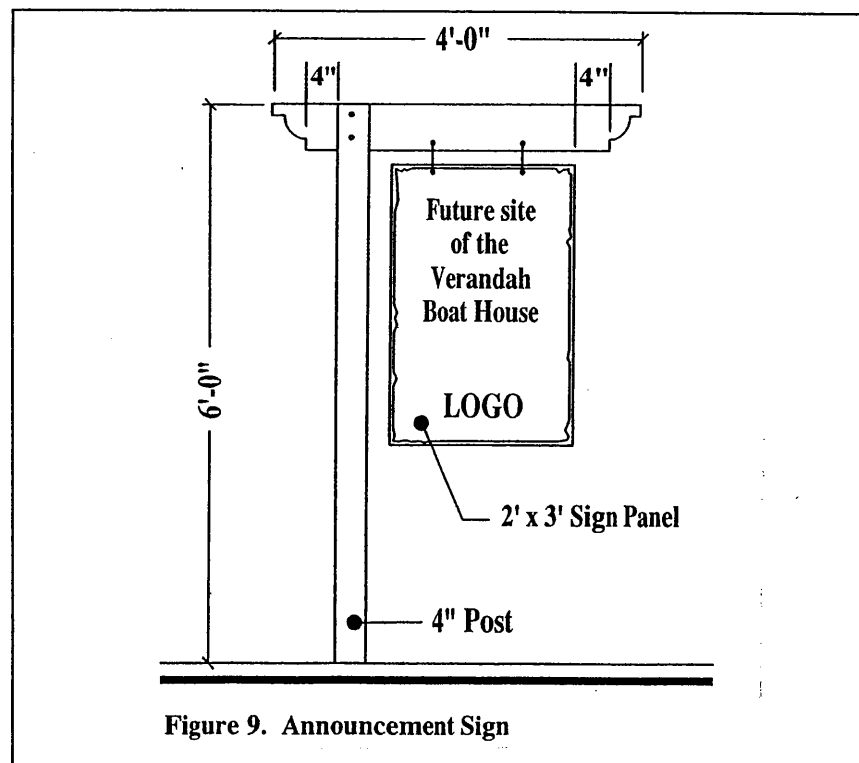


## E. Temporary Signs

Temporary Signs are permitted for the purpose of aiding in direction, offering property for sale, or providing information about upcoming construction, events, or projects. All Temporary Signs are limited to a duration of 60 days, or are granted an extended authorization by the DRC. Temporary signs may utilize materials other than those listed in the Approved Materials lists, as approved by the DRC. Alternative materials may include wood sign panels and posts, provided that the surfaces are painted or treated with vinyl, and comply with the approved colors established in this Document. The paint and font used for the sign face shall comply with the General Design Guidelines contained herein. No illumination shall be permitted on any temporary sign. The size, quantity, location and information permitted on each Temporary Sign shall be regulated by the more stringent standards of Section 30 of the LDC, and these guidelines. Presented below are typical design details for each Temporary Sign that shall be reviewed by the Verandah DRC.

### 1. Announcement Signs

An Announcement Sign, Figure 9, is a temporary sign that provides the name(s) and/or opening date(s) of a planned building, facility or future development. One (1) ground mounted sign with a maximum height of 6' and maximum copy area of 18 square feet may be permitted per street frontage. The maximum font size may not exceed 5". The locational requirements for an announcement sign are presented in Section 30 of the LDC.



## 2. Construction Signs

A Construction Sign is a temporary sign that is displayed on the site only during the time of actual construction work and indicates the ultimate character of the development or the names of the firms, individuals, involved in the work. One (1) sign per road frontage may be approved, with sizes as set forth in this Document and the Lee County LDC. Figure 10 illustrates a permitted Construction Sign for a multi-family development, and Figure 11 shows an approved Construction Sign for a single-family home.

The Multi-Family Construction Sign is limited to 8' in height, a total sign area of 24 square feet, and a maximum font size of 8". Figures 10 show the approved signage specifications for Multi-Family Construction and Figure 11 the approved Single Family Construction Sign.

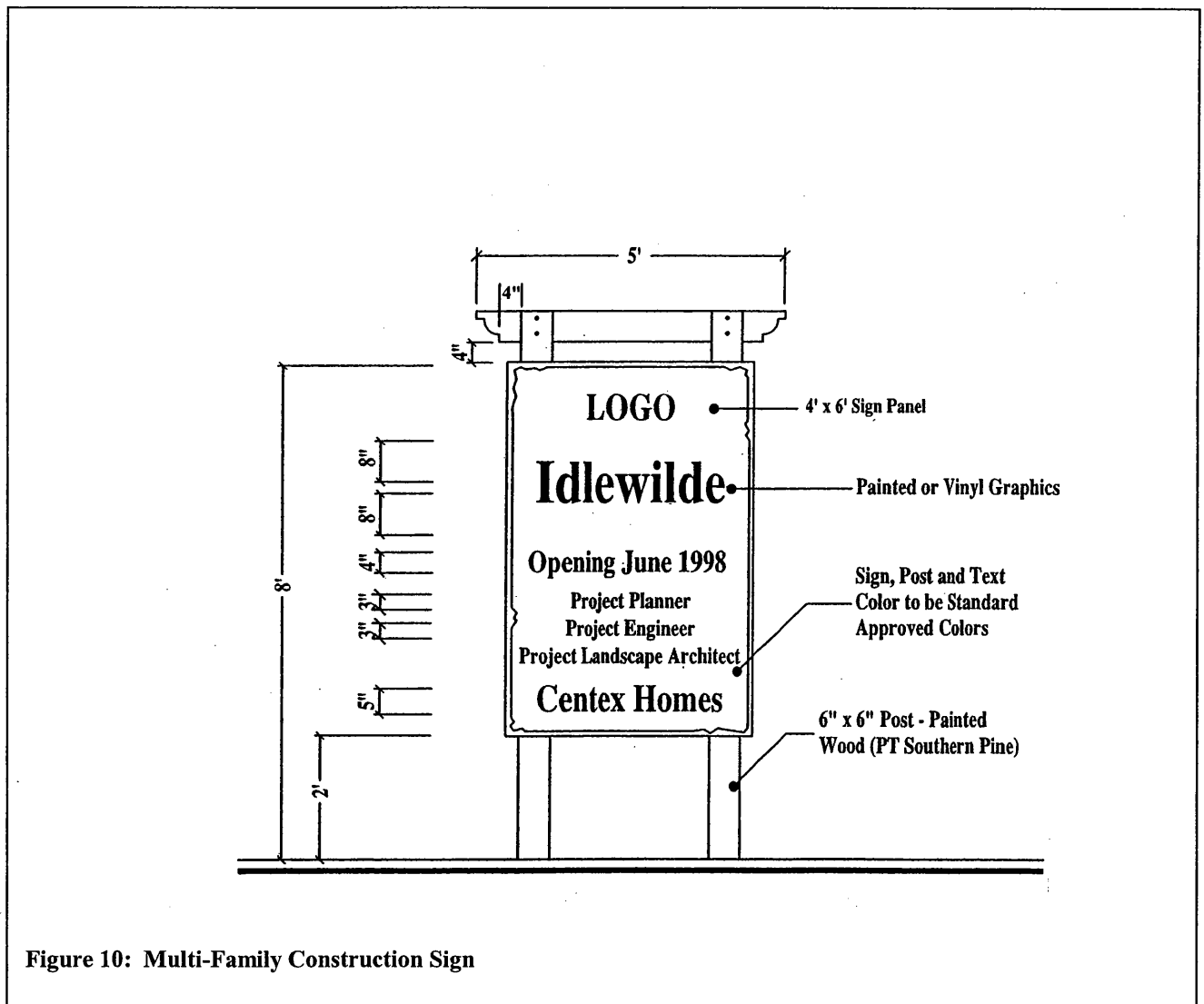
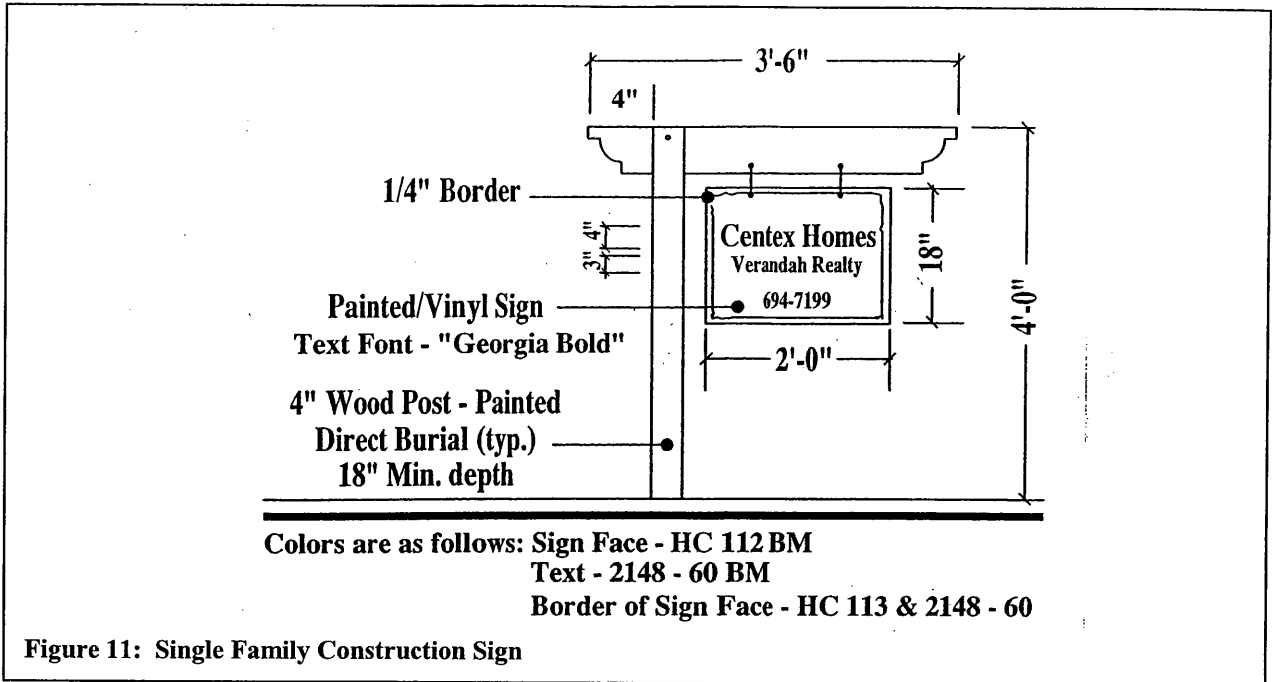


Figure 10: Multi-Family Construction Sign



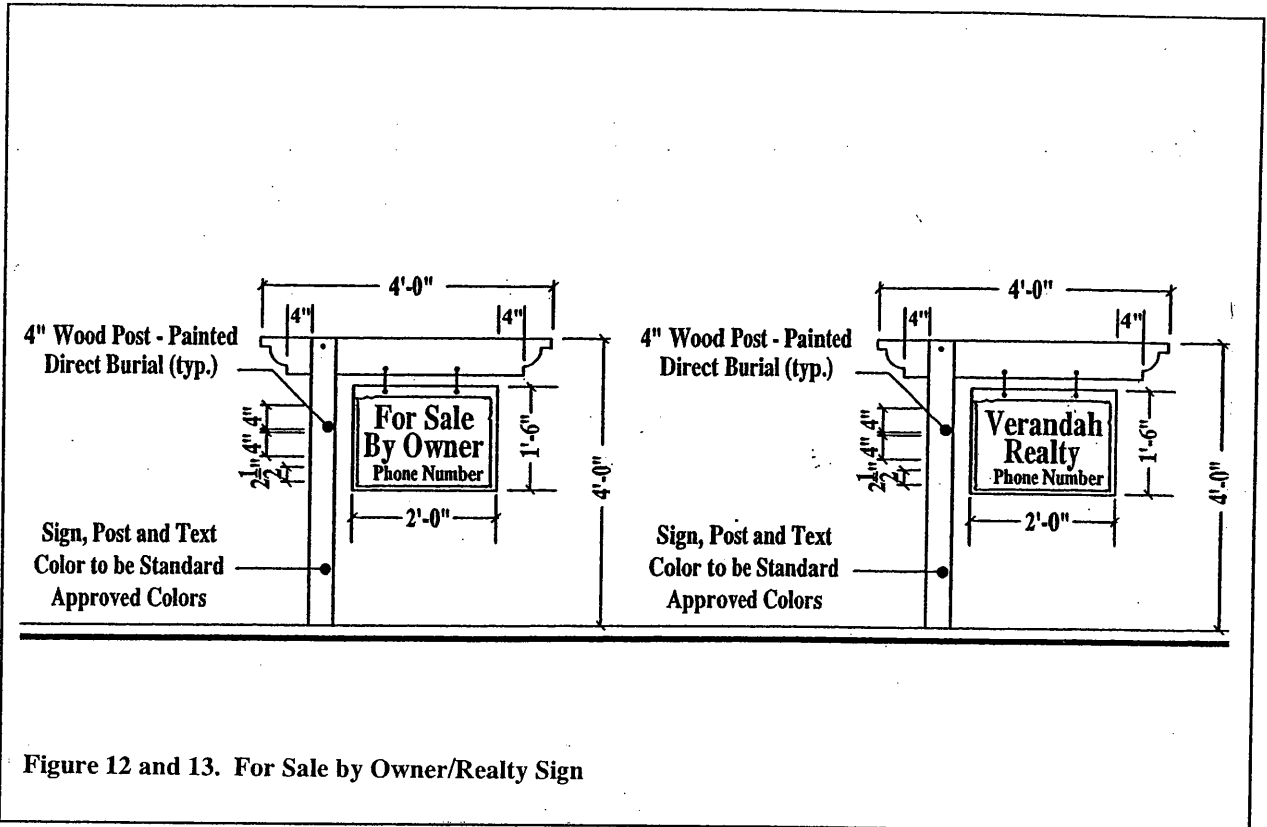
#### 4. Realty Offering Signs

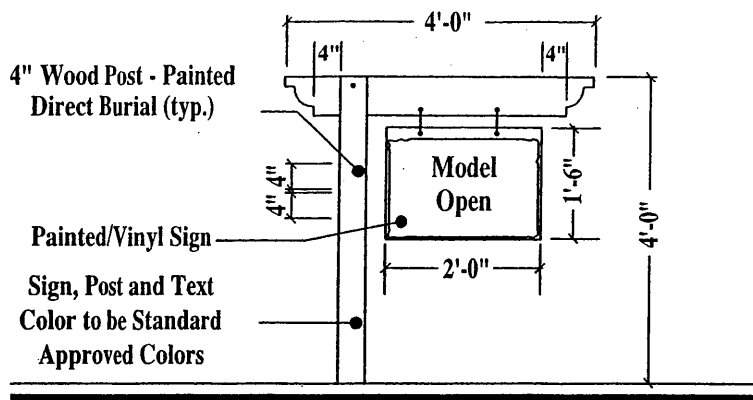
There are several varieties of Realty Offerings Signs that may be permitted for the purpose of offering for sale, or lease, the exact property upon which the sign is placed. "For Sale", "Open House", "Model" and "Model Row" signs shall be permitted. The size, quantity and location of these signs are regulated by these guidelines and by Section 30-151(6) of the LDC.

Figures 12 and 13 illustrate the permitted dimensions, font size, materials and style of signs offering property for sale. The Realty offering signs allow for an additional "tag" sign to indicate open house times, phone numbers or representing agent. Both signs are limited to 3'-2" in height, and 3' in width. The main sign panel is limited to 5.5 square feet on the sign panel.

Figure 16 depicts the guidelines that pertain to "Open House" and "Model" signs. These signs are limited to 3'-2" in height, and 2.5 square feet of copy area. As with the other temporary signs, these signs shall be mounted on a 4" wood post with a 3/4" Omega Board or similar approved exterior grade board panel, all sides finished. The DRC may approve alternative materials for temporary signs.

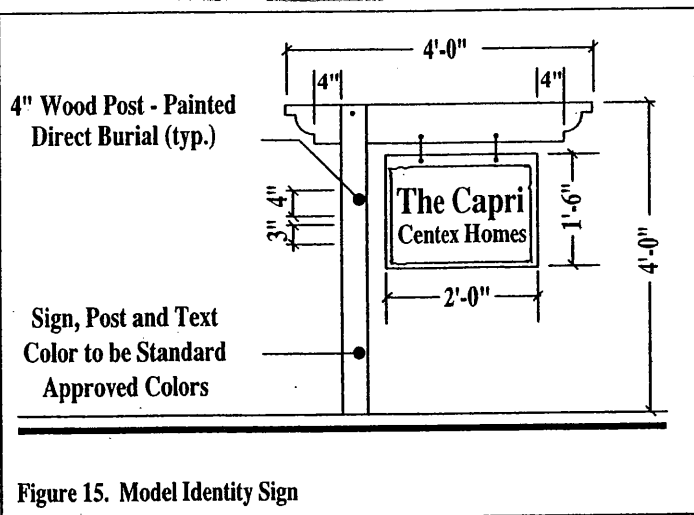






**Figure 14. Model Open**

Also categorized, as Temporary Realty Offering Signs are Model Identity Signs. The Model Identity Sign is depicted in Figure 14 and is limited to 4' in height, 8 square feet of copy area, and a maximum font size of 4". Two (2) ground-mounted Model Center Signs indicating a group of three or more models is permitted in the model area, as permitted by Section 30 of the LDC. Further, Model Identity Signs may only include the name of the builder, the model name, and hours of business.



One (1) Model Identity Sign is permitted per residential building which is not for sale but which represents a particular unit design that is for sale. These signs are only permitted on private property, and are limited to 2'-6" in height, 4.5 square feet of copy area, and a maximum font size of 4".

# Verandah Signage Review Form

APPENDIX A

Verandah Development LLC.  
9990 Coconut Road □ Suite 200  
Bonita Springs, FL 34134-4395  
(941) 495-1000

## Applicant Information:

Project Location/Address: \_\_\_\_\_

Project Lot and Block: \_\_\_\_\_

OWNER: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

SIGN CONSULTANT: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## General Information:

Date Submitted: \_\_\_\_\_

Requested Meeting Date: \_\_\_\_\_

- I have read the Articles of Declaration, and Verandah Signage Guidelines.
- I understand that Verandah Signage Guidelines do not supercede any Lee County Signage permitting requirements.

### Type of Review Requested:

- Initial
- Final
- Temporary or Pre-Approved Sign

### Type of Project:

- Residential     Commercial

### Type of Sign(s)

- Project Identification Sign
- Residential Identity Signs
- Commercial Identity Signs
- Public/Informational Signs
- Temporary Signs

Check if submitted at this time:

- Site Plan showing exact location and type for each proposed sign.
- Lighting Plan
- Catalog Cut Sheets (if applicable)
- Construction Details Showing Dimensions, Foundation and Connections
- Font Sample and Font Size
- Lee County Sign Permit (if applicable)
- LDOT Review Letter (if applicable)

Est. Start of Construction: \_\_\_\_\_

Est. Completion of Construction: \_\_\_\_\_

## Colors and Materials:

- All of the proposed Materials and Colors are Pre-Approved as identified in Section 3.A of Verandah Signage Guidelines.

Identify the color and material of all proposed signage. Samples are required for all proposed colors and materials which are not shown as Pre-Approved. When possible, provide the Manufacturer and Model Number of any pre-fabricated elements.

Posts (if applicable):

Color: \_\_\_\_\_

Material: \_\_\_\_\_

Sign Construction:

Color: \_\_\_\_\_

Material: \_\_\_\_\_

Sign Face:

Color: \_\_\_\_\_

Material: \_\_\_\_\_

Sign Finish:

Color: \_\_\_\_\_

Material: \_\_\_\_\_

Font:

Color: \_\_\_\_\_

Material: \_\_\_\_\_

**APPROVED BUILDER TEMPORARY  
SIGNAGE COLORS:**

Sign Face:	HC 112 BM
Border of Sign Face:	HC 113 with ¼" border - 2148-60 BM
Text:	2148-60 BM
Sign Post:	Black
Font:	Georgia Bold
Hardware:	Galvanized or stainless steel

**CONSTRUCTION AND FINISHING**  
**OF PEDESTRIAN/GOLF DIRECTIONAL SIGNS**

Tee Signs:

- Posts- 3" x 8' Square aluminum tube with welded yardarm- 20" x 1 1/2" square aluminum tube with cast aluminum ornamental support.
- Signs- Cast 1/4" aluminum plaques @ 14" x 18" and 14" x 20."
- Ornamental ball castings- King Arch. Metal # s 3", 18-120-ALD  
2", 18-118-ALD.  
Ornamental corner bracket- King Arch. Metals- Rose casting # 11-108-B

Information signs:

- Posts- 2" or 2 1/2" x 6" square aluminum tube. Face- mounted signs
- Signs- Cast 1/4" aluminum plaques 12" x 12", 10" x 16", and 10" x 18"

Tee Markers:

- Cast 1/2" x 5" square aluminum with 2 ground spikes 2 1/2" long.

Sign castings and tee markers are finished with:

- PPG industrial coatings: Urotec AUE-100 Acrylic Urethane Enamel- Copper Verde # 40012 and Urotec AUE 100 Acrylic Urethane Enamel- Standard White.

Posts and supports are finished with:

- Spraylat industrial coatings: Polyester TCIC Power Coat matched to above PPG color

Posts shall be directly buried in soil a minimum of 12" (16" for 8' posts) and anchored with concrete. Sign font is standard Times Roman with the exception of the script style Old Orange and Bogey Six, which are font P22 Cezanne. All aluminum tube is alloy # 6063 or # 6061 mill finish .125-wall tube.