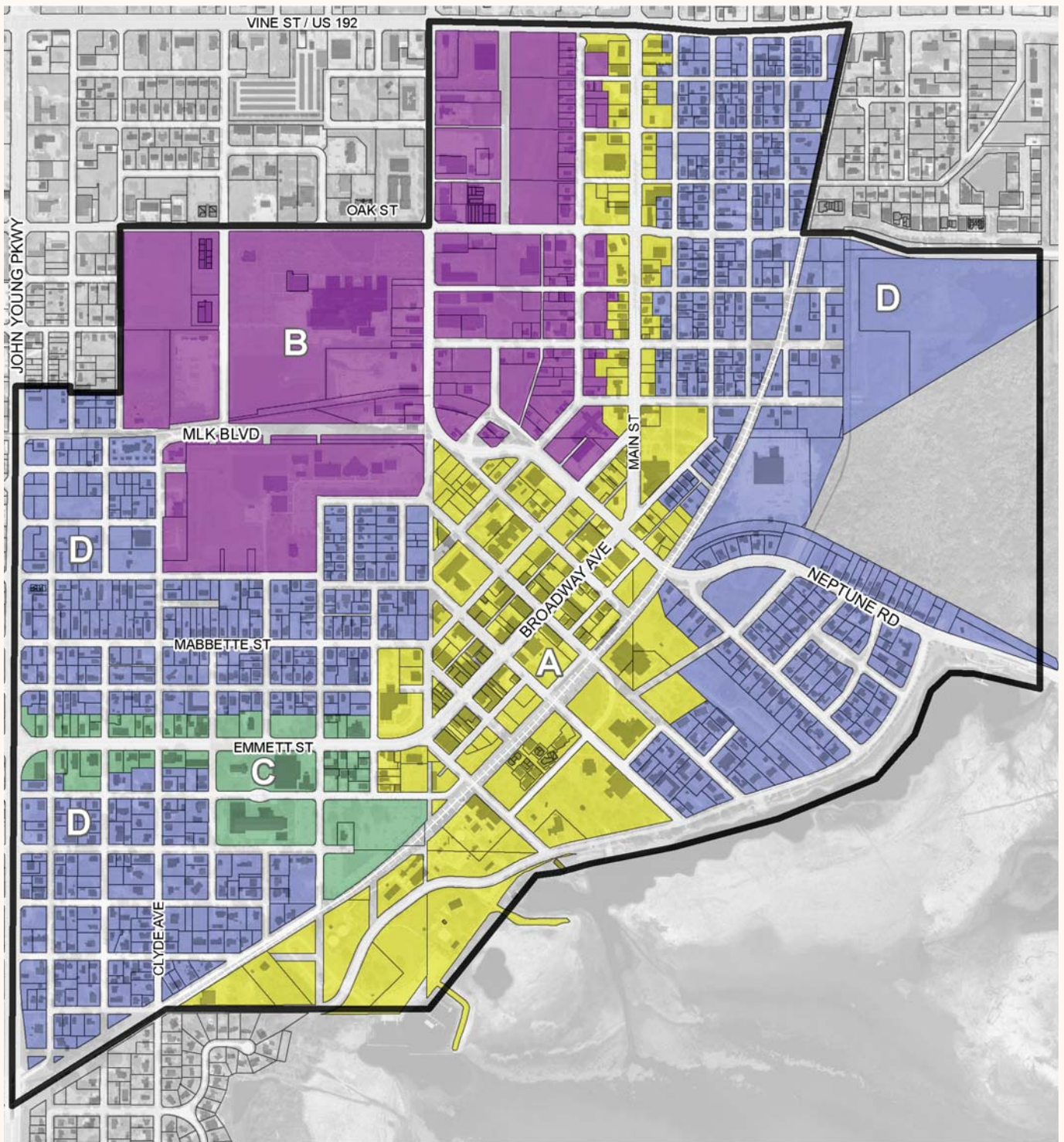


CRA DISTRICT MAP

The CRA District Map identifies the boundaries of four general districts: A- Gateway District, B- Mixed Employment District, C- Courthouse District, D - Neighborhood District. For properties located in more than one District, the property frontage shall define which District guidelines shall apply.



These are the same districts as in Volume II - Private Development Standards. For the purpose of this volume, the standards for the Gateway and Mixed Employment Districts have been combined together.

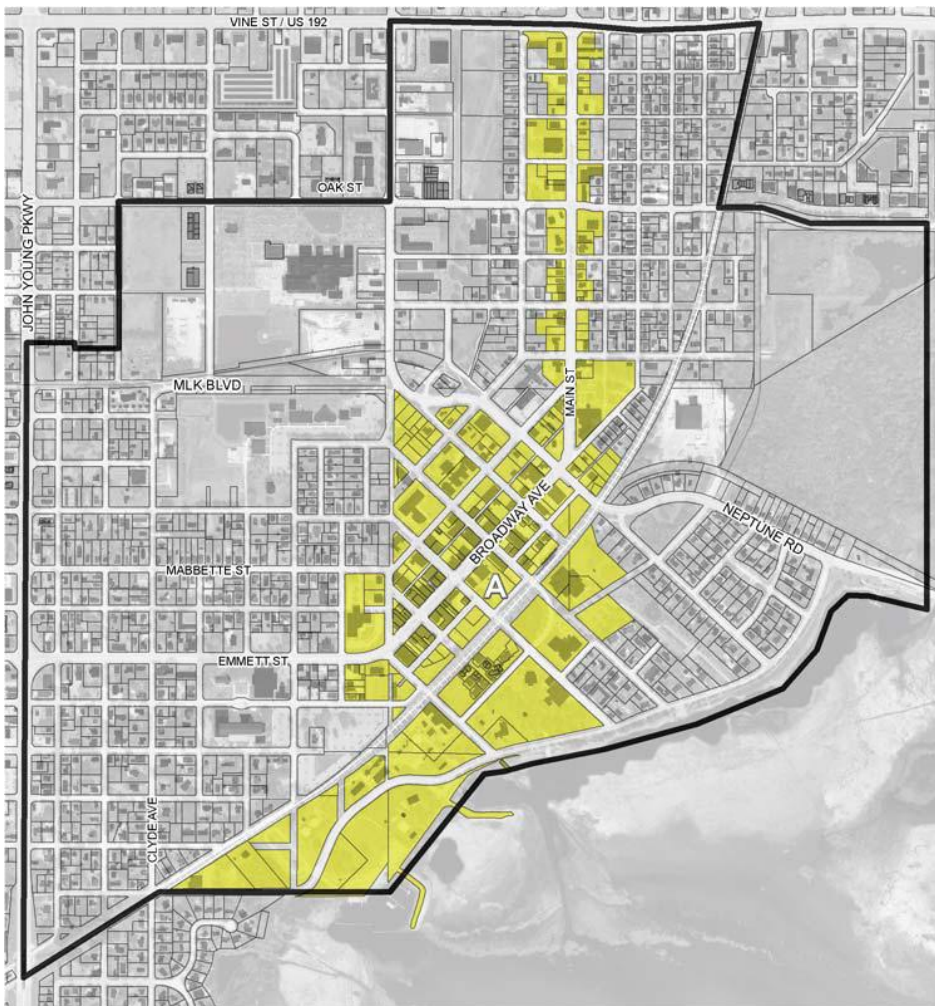
II-A. PRIVATE DEVELOPMENT STANDARDS - GATEWAY DISTRICT



Introduction to the Gateway District

The Gateway district combines two of the functional sub-areas that were defined in the overall CRA Master Plan (adopted, 2003) – the “Downtown” and “Main Street Gateway” sub-districts. This district is the traditional commercial and administrative hub of the City. It combines the historic downtown shop fronts of Broadway, with the semi-urban commercial strip along Main Street, and the attractive residential and recreational areas along Lake Tohopekaliga.

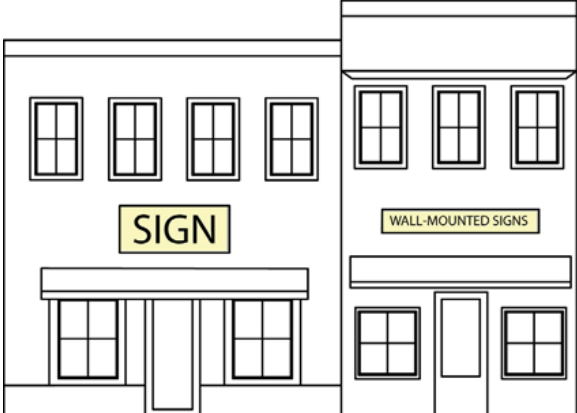
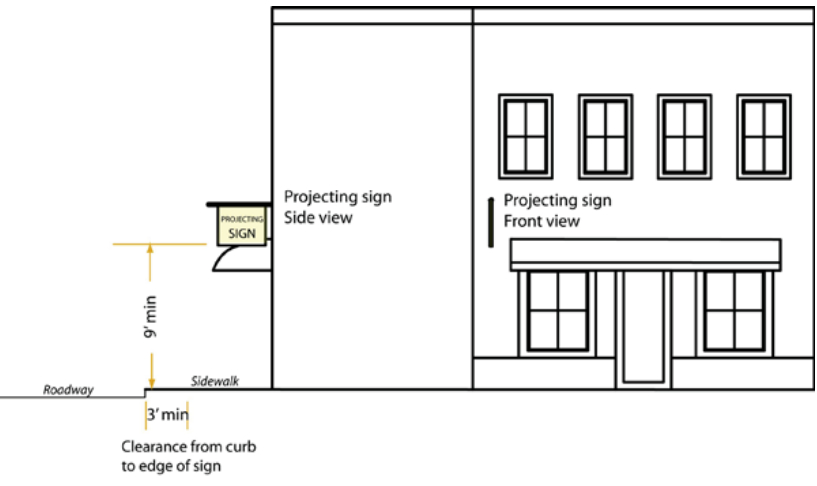
Photo of downtown Kissimmee



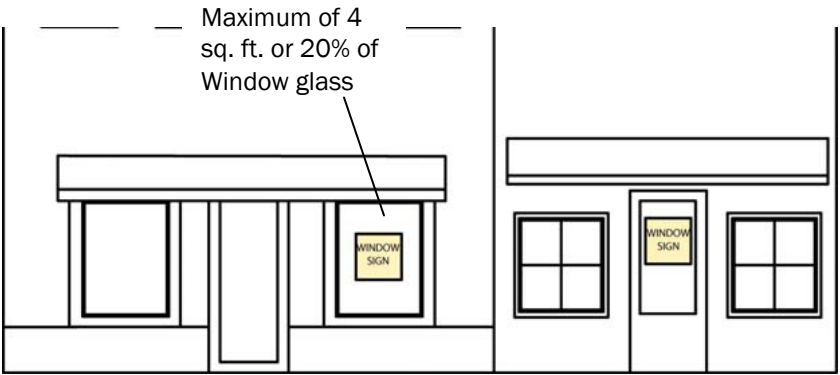

The reason that these sub-districts have been combined into one overall design character district is to create a unified harmonious urban design and architectural pattern in this area. It is envisioned that as the areas along Main Street, the lakefront and downtown are redeveloped over time, they should begin to all reflect the historic Main Street character that is traditional to Kissimmee. While still allowing for variation and the best of modern design, the following standards will help ensure that new development is in harmony with downtown’s rich architectural heritage of traditional commercial shop fronts and mixed use character.

Gateway District Key Map

II-A. PRIVATE DEVELOPMENT STANDARDS - GATEWAY DISTRICT

3	SIGNAGE	
a. general	<p>All buildings in the Gateway District shall be allowed a combination of sign types described below including one wall, one projecting sign, one window and one awning sign per ground floor unit with an entrance fronting a public street. These signs are also permitted for any second floor units with dedicated entrances on the ground floor.</p> <p>Signs along the valance of an awning and wall signs that identify the name of a building shall be permitted in addition to the use of another sign type (see specifics in the referenced sections). For multiple businesses occupying the same building, a flat, wall mounted sign directory or a window sign may be included at the primary entrance (see specifics in multiple business signage section).</p> <p>Wall and projecting signs shall not be permitted above the first floor of a building. Building identification signs may be placed anywhere on the building facade but must not protrude outside the edges of the facade.</p>	
b. wall	<p>Wall signs must not exceed 1 square foot per 1 linear foot of building frontage.</p> <p>Wall sign must be illuminated by external means only.</p>	 <p>The diagram shows a two-story building facade. On the left side, there are four windows on the second floor and a sign labeled 'SIGN' mounted on the wall below them. On the right side, there are three windows on the second floor and a sign labeled 'WALL-MOUNTED SIGNS' mounted on the wall below them. The ground floor has a central entrance with a door and two windows on either side.</p>
c. projecting	<p>Projecting signs are permitted in the Gateway District. Projecting signs must be a maximum of 4 square feet in dimension and project a minimum distance of 1' from the wall to the outside edge of the sign. Sign area must be deducted from wall sign area allotment.</p> <p>Projecting signs must be mounted above or below an awning, providing a minimum of 8' vertical clearance measured from the sidewalk.</p> <p>Additionally, there must be a minimum of 3' horizontal clearance from the edge of the curb to the front edge of the sign.</p> <p>Projecting signs must be illuminated by external means only.</p>	 <p>The diagram illustrates a projecting sign on a building facade. It shows two views: a 'Side view' and a 'Front view'. The side view shows a sign labeled 'PROJECTING SIGN' extending from the building. A vertical dimension line indicates a minimum clearance of 9' from the sidewalk to the bottom of the sign. A horizontal dimension line indicates a minimum clearance of 3' from the curb to the front edge of the sign. The front view shows the sign mounted on the building facade above a ground-floor entrance. Labels include 'Roadway', 'Sidewalk', 'Projecting sign Side view', and 'Projecting sign Front view'.</p>

II-A. PRIVATE DEVELOPMENT STANDARDS - GATEWAY DISTRICT

<h3>3 SIGNAGE (CONTINUED)</h3>	
<p>d. window</p> <p>The maximum area of a window sign must be 4 square feet must not exceed 20% of the window glass.</p> <p>Window signs must be at an average height of 5.5' measured from the sidewalk.</p> <p>External illumination is permitted.</p> <p>Internal illumination is permitted, but must not be blinking, moving, or multiple colors. Neon shall only be permitted in a self-contained sign such as "open" or beverage signs.</p>	
<p>e. awning</p> <p>Awning signs may be combined with projecting and wall signs. The area of the awning sign must be deducted from the maximum allowable square footage for other signs. Externally illumination only is permitted.</p> <p>Awnings must be designed compatible with main building structure and are subject to design review per Architecture guidelines in Volume III.</p> <p>Awning signs must be located on the valance, when possible. A minimum space between the edge of lettering and the top and bottom of the valance must be 1.5".</p>	<p>The sum total of sign square footage must not exceed 1 sq. ft. per linear foot of building frontage.</p> 
<p>f. building identification</p> <p>Building identification signs, or a sign that is permitted to be installed only on a building to identify the name only of that building, shall be permitted at 1 sign per street frontage. Building identification signs shall only be permitted in structures over three stories in height. They may be mounted above the ground floor, but must not protrude above the roof line or roof cornice. Additionally, building identification signs must not obscure any architectural elements of the building facade.</p> <p>Building identification signage must not exceed 1 square foot per 1 linear foot of building frontage.</p> <p>See Architectural Standards, Volume III for examples.</p>	

II-A. PRIVATE DEVELOPMENT STANDARDS - GATEWAY DISTRICT

3 SIGNAGE (CONTINUED)

g. multiple business signage

When multiple businesses occupy the same building, a flat, wall mounted sign directory or a window sign may be included at the primary entrance. Primary entrances include separate doorways or lobby entrances.

A sign directory may be used in combination with other sign types (as shown in the diagram to the right).

Sign directories must not exceed 4 square feet. Text size, color and font must be standardized between different businesses listed on the same sign.



Example of multiple business window signage located on a separate doorway entrance.

h. temporary signs

Temporary signs shall be permitted under the provisions of §14-2-157 of the Land Development Code with the following exceptions:

Cold air balloons shall be prohibited in the CRA with the exception of those properties with direct frontage on Vine Street or John Young Parkway.

Temporary window signs must not exceed a maximum of 25% of the transparent glass area of any window.

II-A. PRIVATE DEVELOPMENT STANDARDS - GATEWAY DISTRICT

3 SIGNAGE (CONTINUED)	
h. lighting	<p>External illumination or sign backlighting are permitted in the CRA district for all sign types. Internal illumination is permitted on window signs only. Neon lights are prohibited unless in a self contained, prefabricated sign, such as an open sign or beverage sign. Blinking, moving and multiple colored lights are prohibited.</p>
i. other	<p>No new ground signage will be permitted in the Gateway District, except for existing structures that exceed the maximum building setbacks established in Section II.A.1. These signs must be either monument or post-style signs with a maximum height of 7 feet and maximum sign area of 36 square feet and must be externally illuminated only.</p> <p>No flood lighting, (with the exception of neighborhood-friendly wall packs and/or security and surveillance lights) message board displays, cabinets (signs that contain text and/or logo symbols within a single enclosed cabinet), or other incompatible signage (refer to the architectural standards, volume III) will be permitted in the CRA.</p> <p>Pin lettering (individual letters and graphics) is highly encouraged.</p> <p>Signage must not obscure any architectural elements of the building facade.</p>

Signs sensitive to nearby non-commercial uses respect the scale and proportion of buildings, and signs that contribute to the ambiance of a place can help secure and maintain a healthy economic climate. The character of the community, neighborhood, or in some cases the specific roadway shall be reflected in the design of signage. Dispersed strip commercial uses are primarily accessed by car while compact mixed-use areas are easily transversed on foot. The relative size and character of signage should be related to how it will be primarily viewed - by foot or by car. Additionally, locations that are rich with historic buildings, must carefully locate and size signage to respect the architectural character of the area.

Pedestrian-oriented Signage

- Signage in walkable areas shall be oriented to pedestrians. Because buildings are closer to the street, signs shall be smaller and placed at a lower height, preferably at the top of the ground floor level.
- A variety of signs may be used, including: awnings, projecting or hung signs, storefront window signs, and wall signs fixed to building facades. Because movement is slower, signs may incorporate multiple colors and text types.



Context-sensitive pedestrian-oriented signage.

Commercial Signage

- If the primary entrance to commercial uses is from a parking lot, it may be necessary to place signage along the roadway, visible to motorists.
- For shared business signs, consistent text size, color, and font shall be used for all businesses on the shared sign.
- For free-standing signs, signage materials and design shall be proportional and compatible with the building architecture and the base shall be surrounded by landscaping in accordance with the Land Development Code.
- For building signage, each store shall have individual signage integrated within the building facade.



Signs that are incompatible with the existing context of historic downtown Kissimmee. These signs are often associated with economically challenged areas and do not contribute to building a unified streetscape character.

Inappropriate Signage

- Signage not permitted in the CRA includes commercial banner signs (except those permitted under section 14-2-158 of the Land Development Code), movable text or electronic message signs, signs with inflatable or movable parts, tall mast signage, overscaled awning signage, cabinets, and others deemed incompatible by the ARC.

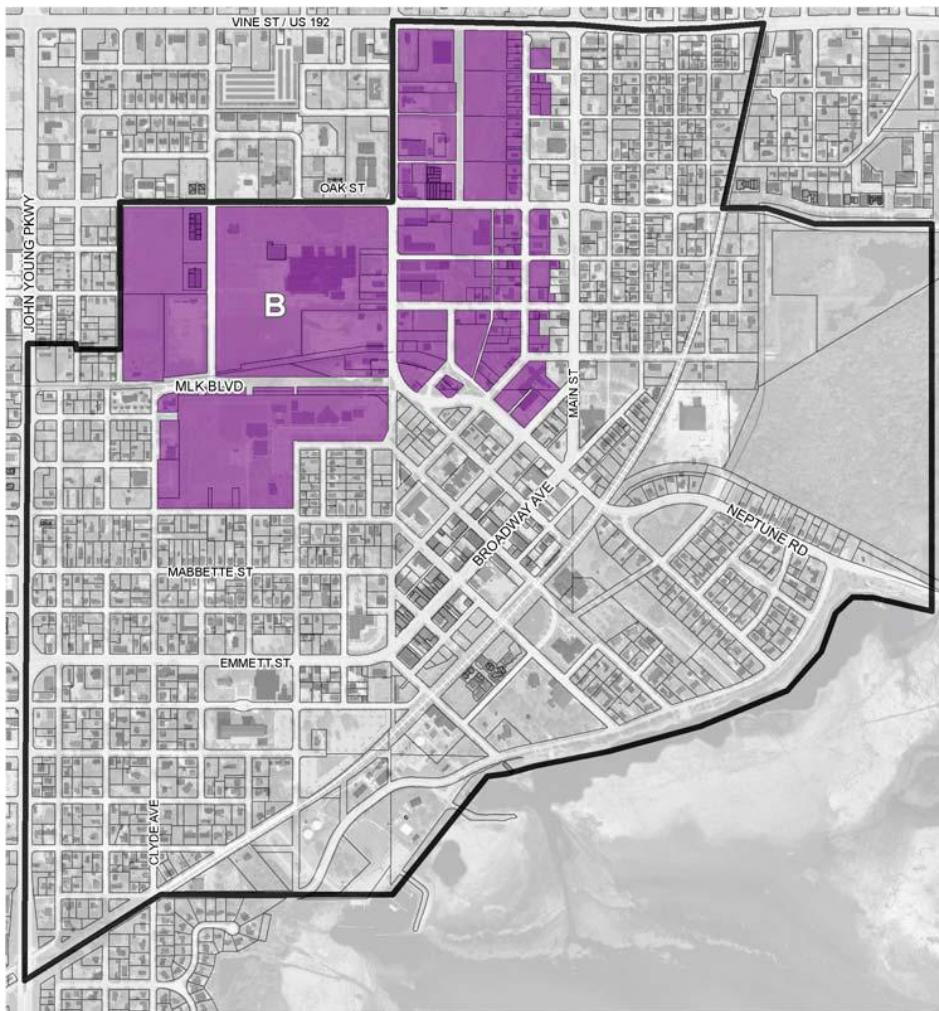
II-B. PRIVATE DEVELOPMENT STANDARDS - MIXED EMPLOYMENT DISTRICT



Introduction to the Mixed Employment District

The Mixed Employment District includes institutional, and historic uses surrounding the hospital area in the north of the CRA. In addition to the hospital, a variety of historically designated structures make up the mixture of uses in this district.


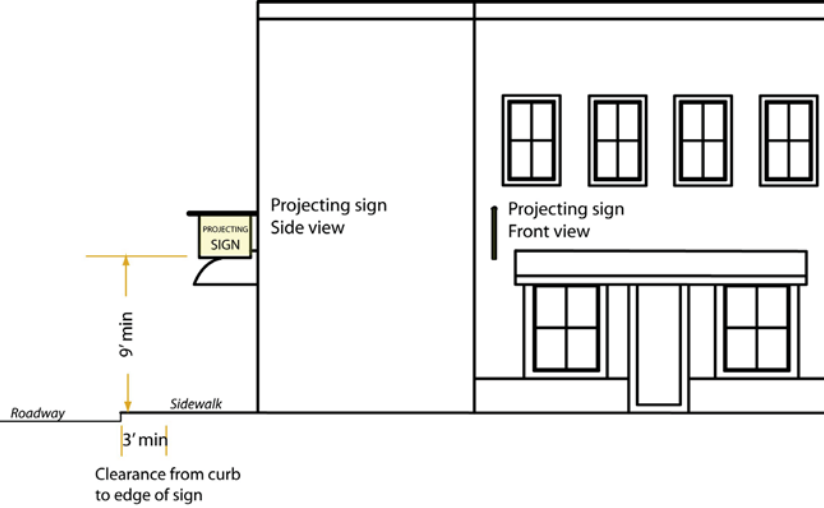
Photo of Osceola Regional Hospital



The mixed character of this district is reflective of the diversity of uses and land patterns, which should be preserved with new development. The vision, however, is to improve this district by adding additional roadway connections and strategically placing buildings and parking to accommodate bicycle and pedestrian activity. Additionally, new buildings with institutional or civic uses will be encouraged to incorporate a mixture of uses such as retail, residential (above the first floor), or small offices on the ground floor to further activate the streetscape and establish a renewed sense of identity.

Mixed Employment District Key Map

II-B. PRIVATE DEVELOPMENT STANDARDS - MIXED EMPLOYMENT DISTRICT

3	SIGNAGE	
a. general	<p>All buildings in the Mixed Employment District shall be allowed a combination of sign types described below including one wall, one projecting sign, one window and one awning sign per ground floor unit with an entrance fronting a public street. These signs are also permitted for any second floor units with dedicated entrances on the ground floor. In addition, one single free-standing/monument sign may also be allowed per building.</p> <p>Signs along the valance of an awning and wall signs that identify the name of a building shall be permitted in addition to the use of another sign type (see specifics in the referenced sections). For multiple businesses occupying the same building, a flat, wall mounted sign directory or a window sign may be included at the primary entrance (see specifics in multiple business signage section).</p> <p>Wall and projecting signs shall not be permitted above the first floor of a building. Building identification signs may be placed anywhere on the building facade but must not protrude outside the edges of the facade.</p>	
b. wall	<p>Wall signs must not exceed 1 square foot per 1 linear foot of building frontage.</p> <p>Wall sign must be illuminated by external means only.</p>	
c. projecting	<p>Projecting signs must be a maximum of 4 square feet in dimension and project a minimum distance of 1' from the wall to the outside edge of the sign. Sign area must be deducted from wall sign area allotment.</p> <p>Projecting signs must be mounted above or below an awning, providing a minimum of 8' vertical clearance measured from the sidewalk.</p> <p>Additionally, there must be a minimum of 3' horizontal clearance from the edge of the curb to the front edge of the sign.</p> <p>Projecting signs must be illuminated by external means only.</p>	

II-B. PRIVATE DEVELOPMENT STANDARDS - MIXED EMPLOYMENT DISTRICT

3 SIGNAGE (CONTINUED)

d. free-standing/monument

Monument or post-style signs are permitted in the Mixed Employment District.
Free-standing signs must not exceed 7' in height and must be a maximum of 36 square feet.

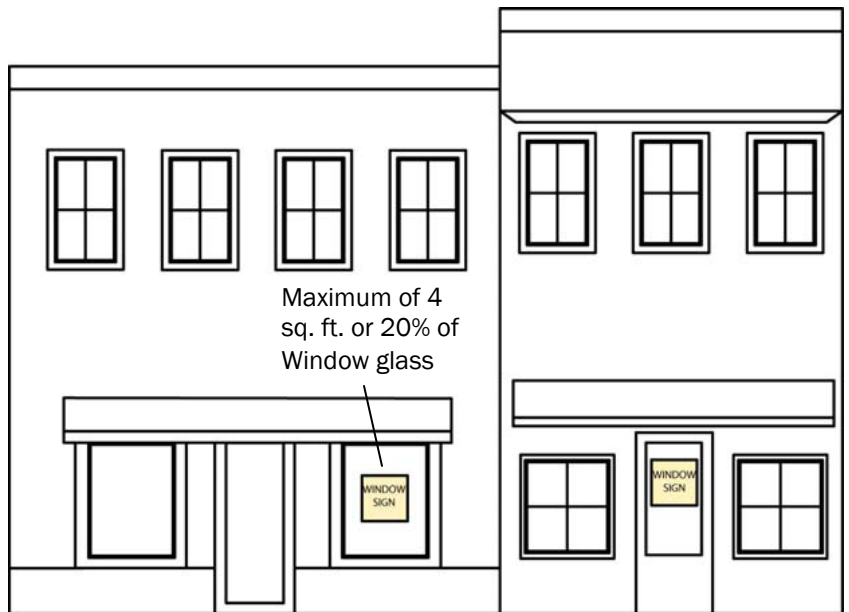
e. window

The maximum area of a window sign must be 4 square feet and must not exceed 20% of the window glass.


Window signs must be at an average height of 5.5' measured from the sidewalk.

External illumination is permitted.

Internal illumination is permitted, but must not be blinking, moving, or multiple colors. Neon shall only be permitted in a self-contained sign such as "open" or beverage signs.



II-B. PRIVATE DEVELOPMENT STANDARDS - MIXED EMPLOYMENT DISTRICT

3	SIGNAGE (CONTINUED)	
f. awning	<p>Awning signs may be combined with window, projecting, and wall signs. The area of the awning sign must be deducted from the maximum allowable square footage for other signs. Externally illumination only is permitted.</p> <p>Awnings must be designed compatible with main building structure and are subject to design review per Architecture guidelines in Volume III.</p> <p>Awning signs must be located on the valance, when possible. A minimum space between the edge of lettering and the top and bottom of the valance shall be 1.5".</p>	<p>The sum total of sign square footage shall not exceed 1 sq. ft. per linear foot of building frontage.</p> 
g. building identification	<p>Building identification signs, or a sign that is permitted to be installed only on a building to identify the name only of that building, shall be permitted at 1 sign per street frontage. Building identification signs shall only be permitted in structures over three stories in height. They may be mounted above the ground floor, but must not protrude above the roof line or roof cornice. Additionally, building identification signs must not obscure any architectural elements of the building facade.</p> <p>Building identification signage must not exceed 1 square foot per 1 linear foot of building frontage.</p> <p>See Architectural Standards, Volume III for examples.</p>	

II-B. PRIVATE DEVELOPMENT STANDARDS - MIXED EMPLOYMENT DISTRICT

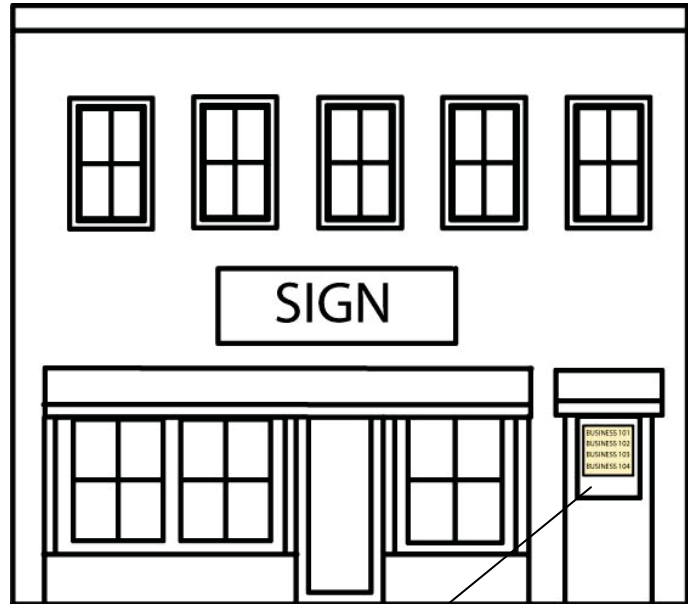
3 SIGNAGE (CONTINUED)

h. multiple business signage

When multiple businesses occupy the same building on different floors, a flat, wall mounted sign directory or a window sign may be included at the primary entrance. Primary entrances include separate doorways or lobby entrances.

A sign directory may be used in combination with other sign types (as shown in the diagram to the right).

Sign directories must not exceed 4 square feet. Text size, color and font must be standardized between different businesses listed on the same sign.



Example of multiple business window signage located on a separate doorway entrance.

h. temporary signs

Temporary signs shall be permitted under the provisions of §14-2-157 of the Land Development Code with the following exceptions:

Cold air balloons shall be prohibited in the CRA with the exception of those properties with direct frontage on Vine Street or John Young Parkway.

Temporary window signs must not exceed a maximum of 25% of the transparent glass area of any window.

II-B. PRIVATE DEVELOPMENT STANDARDS - MIXED EMPLOYMENT DISTRICT

3 SIGNAGE (CONTINUED)	
i. lighting	External illumination or sign backlighting are permitted in the CRA District for all sign types. Internal illumination is permitted on window signs only. Neon lights are prohibited unless in a self contained, prefabricated sign, such as an open sign or beverage sign. Blinking, moving and multiple colored lights are prohibited.
j. other	No flood lighting, (with the exception of neighborhood-friendly wall packs and/or security and surveillance lights) message board displays, cabinets (signs that contain text and/or logo symbols within a single enclosed cabinet), or other incompatible signage (refer to the architectural standards, volume III) will be permitted in the CRA. Pin lettering (individual letters and graphics) is highly encouraged. Signage must not obscure any architectural elements of the building facade.

Signs sensitive to nearby non-commercial uses respect the scale and proportion of buildings, and signs that contribute to the ambiance of a place can help secure and maintain a healthy economic climate. The character of the community, neighborhood, or in some cases the specific roadway shall be reflected in the design of signage. Dispersed strip commercial uses are primarily accessed by car while compact mixed-use areas are easily transversed on foot. The relative size and character of signage should be related to how it will be primarily viewed - by foot or by car. Additionally, locations that are rich with historic buildings, must carefully locate and size signage to respect the architectural character of the area.

Pedestrian-oriented Signage

- Signage in walkable areas shall be oriented to pedestrians. Because buildings are closer to the street, signs shall be smaller and placed at a lower height, preferably at the top of the ground floor level.
- A variety of signs may be used, including: awnings, projecting or hung signs, storefront window signs, and wall signs fixed to building facades. Because movement is slower, signs may incorporate multiple colors and text types.



Context-sensitive pedestrian-oriented signage.

Commercial Signage

- If the primary entrance to commercial uses is from a parking lot, it may be necessary to place signage along the roadway, visible to motorists.
- For shared business signs, consistent text size, color, and font shall be used for all businesses on the shared sign.
- For free-standing signs, signage materials and design shall be proportional and compatible with the building architecture and the base shall be surrounded by landscaping in accordance with the Land Development Code.
- For building signage, each store shall have individual signage integrated within the building facade.



Signs that are incompatible with the existing context of historic downtown Kissimmee. These signs are often associated with economically challenged areas and do not contribute to building a unified streetscape character.

Inappropriate Signage

- Signage not permitted in the CRA includes commercial banner signs (except those permitted under section 14-2-158 of the Land Development Code), movable text or electronic message signs, signs with inflatable or movable parts, tall mast signage, overscaled awning signage, cabinets, and others deemed incompatible by the ARC.

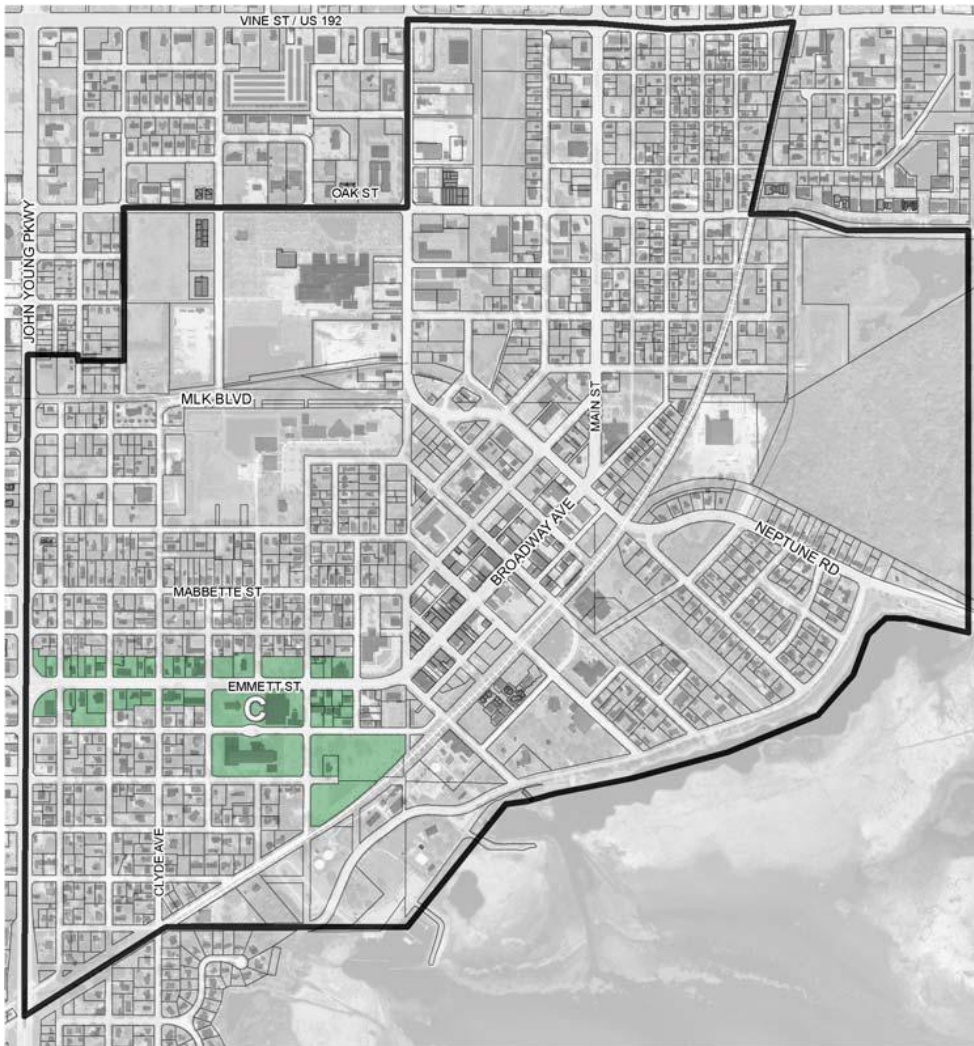
II-C. PRIVATE DEVELOPMENT STANDARDS - COURTHOUSE DISTRICT



Introduction to the Courthouse District

The Courthouse District includes the civic and transitional uses at the edge of the Gateway District and along Emmett Street.

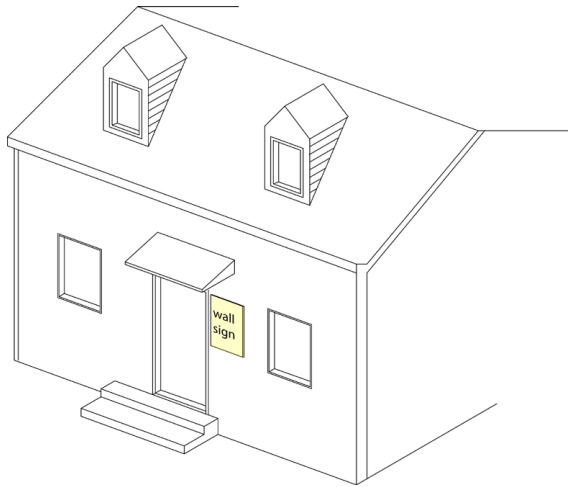
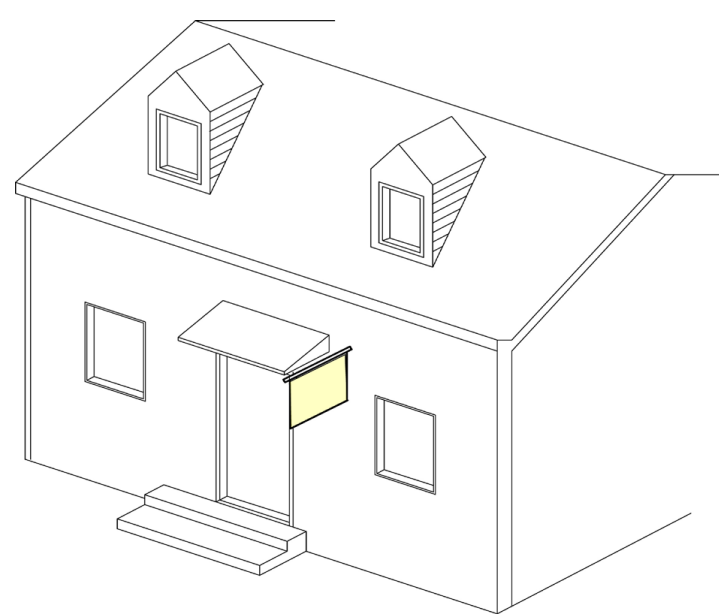
Photo of Osceola County Courthouse



The civic and transitional character of this District gives it distinction among the other areas in the CRA. Careful attention should be paid to preserving the character of public areas including and surrounding the courthouse, residential conversions and historic buildings along Emmett Street, and providing good pedestrian access to its services. Parks, open space, and landscaping should celebrate the unique character of the district and signify its distinction in the CRA.

Courthouse District Key Map

II-C. PRIVATE DEVELOPMENT STANDARDS - COURTHOUSE DISTRICT

3	SIGNAGE	
a. general	<p>All buildings other than residential buildings in the Courthouse District shall be permitted one wall or one projecting, and one monument/post sign per each ground floor unit with an entrance fronting a public street.</p> <p>When residences are converted into businesses, signage shall be allowed in the Courthouse District. The following section shall be used to select appropriate and context-sensitive signs. In all cases, only one sign per establishment shall be permitted. If multiple businesses occupy the same building, see the section on multiple business signage. Additionally, building identification signage is permitted in combination with wall, projecting or window signage. (see the section on building identification signage.)</p>	
b. wall	<p>Wall signs shall be permitted at 1 sign per ground floor unit with an entrance fronting a public street.</p> <p>Wall signs for businesses fronting Emmett Street must not exceed 1 square foot per 1 linear foot of building frontage. For all other businesses, wall signs must not exceed 4 square feet and must attach to the wall on the first floor.</p> <p>Wall sign must be illuminated by external means only.</p> <p>Placard signs are encouraged.</p>	 <p>The diagram shows a three-dimensional perspective of a building facade. It features a central entrance with a small awning and steps. A yellow rectangular sign is mounted on the wall to the right of the entrance, labeled 'Wall sign'. There are two windows on either side of the entrance and two dormer windows on the roof.</p>
c. projecting	<p>Projecting signs shall be permitted at 1 sign per ground floor unit fronting a public street. Projecting signs shall only be allowed for sites fronting Emmett Street.</p> <p>Projecting signs must be a maximum of 4 square feet in dimension and project a maximum distance of 3.5' from the wall to the outside edge of the sign.</p> <p>Projecting signs must be mounted above or below an awning. If a projecting sign is in the path of pedestrian access, provide a minimum of 8' vertical clearance measured from the sidewalk.</p> <p>Projecting signs must be illuminated by external means only.</p>	 <p>The diagram shows a three-dimensional perspective of a building facade, similar to the one above. A yellow rectangular sign is mounted on a bracket that projects from the wall above the entrance awning. The sign is labeled 'Projecting sign'. The building has two windows on either side of the entrance and two dormer windows on the roof.</p>

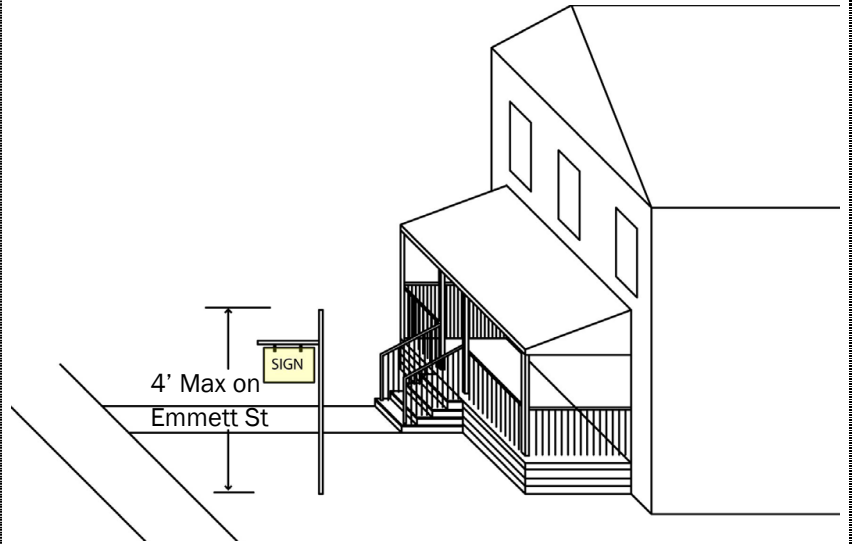
II-C. PRIVATE DEVELOPMENT STANDARDS - COURTHOUSE DISTRICT

3 SIGNAGE (CONTINUED)

d. free-standing/monument

Monument or post-style signs, are permitted in the Courthouse District for non-residential and residential conversion properties.

Free-standing signs must not exceed 4' in height and 24 square feet in size on Emmett, and shall not exceed 4' in height and 6 square feet for other streets in the district.



e. building identification

Building identification signs, or signs permitted to be installed only on a building to identify the name only of that building, shall be permitted at 1 sign per building for the Courthouse or Emmett Street lots only. Building identification signs are only permitted on structures over three stories in height. They may be combined with other signage types and may be mounted above the ground floor, but must not protrude above the roof line or roof cornice. Additionally, building identification signs must not obscure any architectural elements of the building facade. Building identification signage must not exceed 1 square foot per 1 linear foot of building frontage.

See Architectural Standards, Volume III for examples.

II-C. PRIVATE DEVELOPMENT STANDARDS - COURTHOUSE DISTRICT

3	SIGNAGE (CONTINUED)
f. multiple business	<p>Where multiple businesses occupy the same building in the Courthouse District, multiple business names may be listed on a single sign, but must conform to the guidelines set forth in the Architectural Standards (Volume III).</p>
h. temporary signs	<p>Temporary signs shall be permitted under the provisions of §14-2-157 of the Land Development Code with the following exceptions:</p> <p>Cold air balloons shall be prohibited in the CRA with the exception of those properties with direct frontage on Vine Street or John Young Parkway.</p> <p>Temporary window signs must not exceed a maximum of 25% of the transparent glass area of any window.</p>
g. lighting	<p>External illumination or sign backlighting are permitted in the CRA district for all sign types. Internal illumination of signage is prohibited.</p>
h. other	<p>No flood lighting, (with the exception of neighborhood-friendly wall packs and/or security and surveillance lights) message board displays, or other incompatible signage (refer to the Architectural Standards, volume III) will be permitted in the CRA.</p>

Signage

Appropriate signage in the Courthouse District includes wall signs, projecting signs, awning signs, and freestanding signs. All signs shall be scaled to meet the standards set forth in the Private Development Standards (Volume II).

Wall signs shall be appropriately scaled to be visible by the pedestrian or from a slower moving automobile.

All signs identifying businesses located within a single establishment should maintain a consistent look and feel. The font color and size, the size of a logo, and the sign size, color, and materials should be standardized. Additionally, the colors, materials, and placement of a sign shall be compatible with the building and its architecture. Finally, residential conversions located adjacent to residential uses shall respect their neighbors and use smaller, minimal signage.

Inappropriate Signage

Signage not permitted in the CRA includes commercial banner signs (except those permitted under section 14-2-158 of the Land Development Code), movable text or electronic message signs, signs with inflatable or movable parts, tall mast signage, overscaled awning signage, cabinets, and others deemed incompatible by the ARC.



Smaller wall signs identify the businesses sharing this building. A larger sign located above the awning identifies the building to passing cars.



Free-standing post signage identifying multiple businesses uses consistency of color, font, and signage size to create a harmonious look.



Signs that are incompatible with the existing context of the Kissimmee CRA. These signs are often associated with economically challenged areas and do not contribute to building a unified streetscape character.

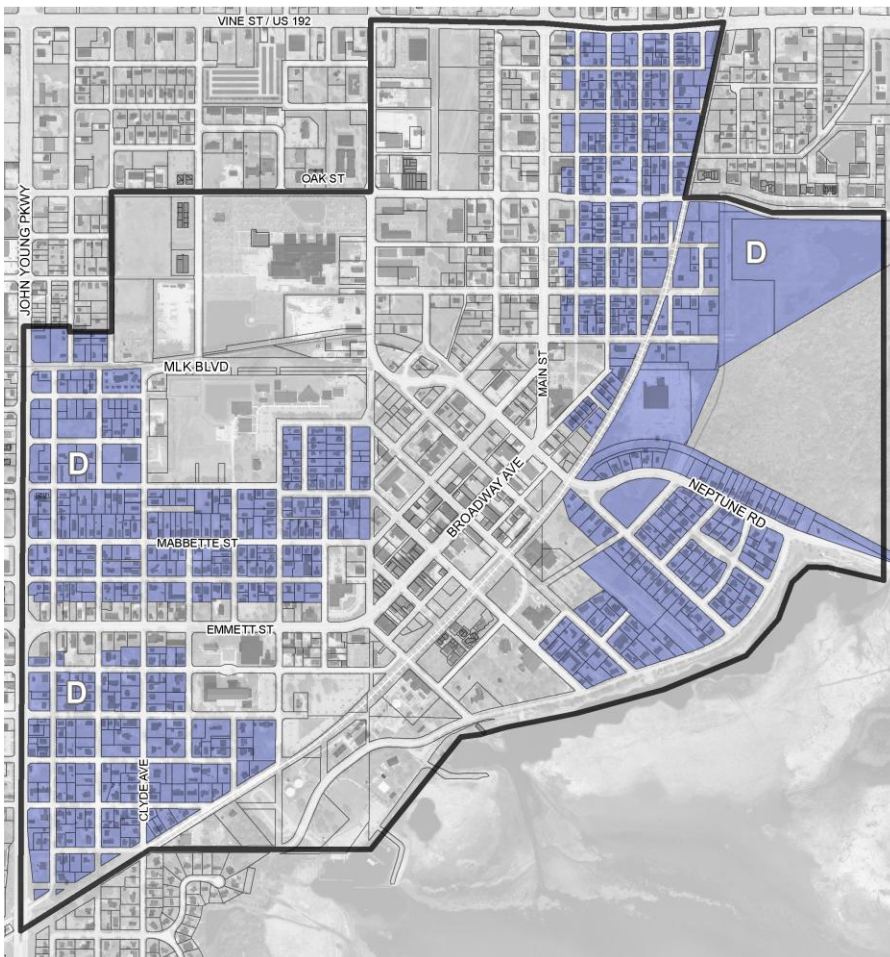
II-D. PRIVATE DEVELOPMENT STANDARDS - NEIGHBORHOOD DISTRICT



Introduction to the Neighborhood District

The Neighborhood district includes areas to the northeast and southwest of the CRA divided by the Gateway, Courthouse, and Mixed Employment districts. Residential conversions are prevalent along Emmett and Main Streets and include the conversion of residences to small businesses or professional practices. (See Neighborhood District section in Architectural Guidelines, Volume III for details).

Photo of a typical residential street

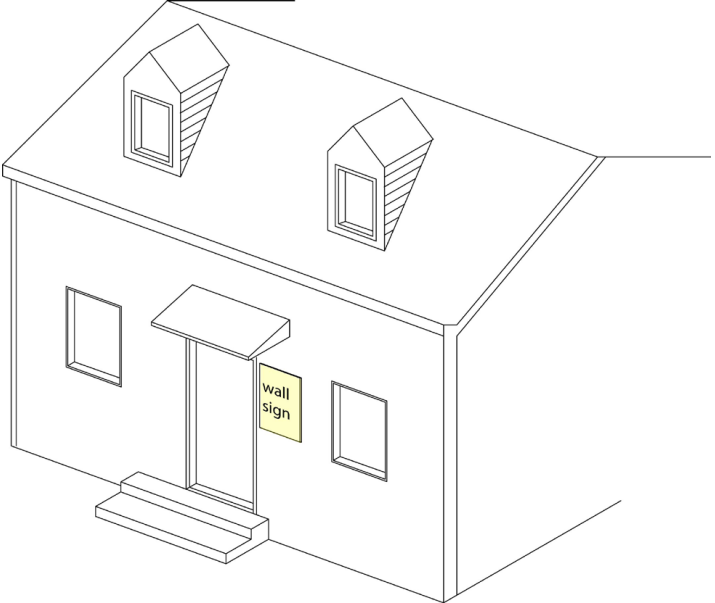
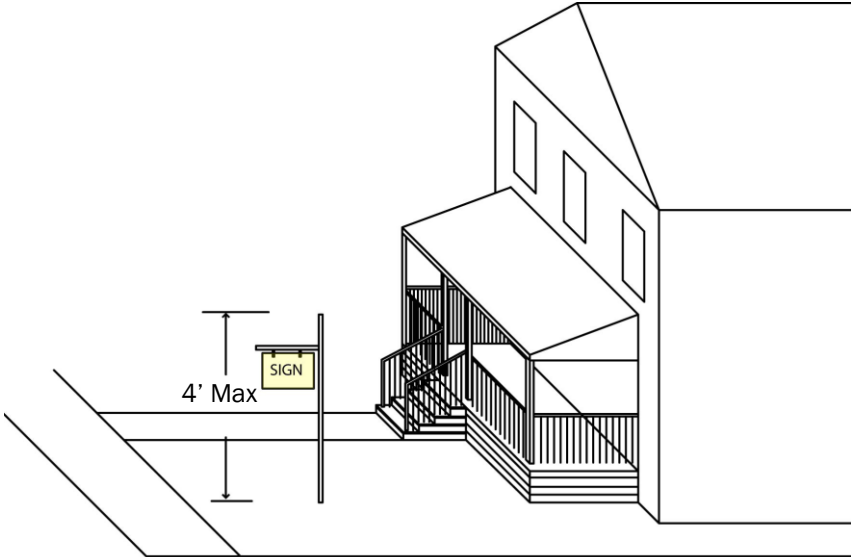


Neighborhood District Key Map

The areas that form the Neighborhood District include a diverse range of housing styles built over various time periods throughout the area's historic development. A common feature across this district is a regularized pattern of gridded streets that provide the framework for a pedestrian-friendly environment. Additionally, the Florida tradition of porches in the front, shallow setbacks, and parking set back from the street further reinforce this framework.

As the district re-develops over time, there is a desire to conserve traditional residential styles and patterns of development. Should residences convert to small businesses, they shall follow the standards set forth for residential development and preserve the historic context of the CRA.

II-D. PRIVATE DEVELOPMENT STANDARDS - NEIGHBORHOOD DISTRICT

3	SIGNAGE	
a. general	<p>In general, signs are only permitted for non-residential uses and residential conversions in the Neighborhood District.</p> <p>When residences are converted into businesses, signage shall be permitted in the Neighborhood District. The following section shall be used to select appropriate and context-sensitive signs. In all cases, only one sign per establishment shall be permitted in the Neighborhood District. If multiple businesses occupy the same building, see the section on multiple business signage.</p>	
b. wall, residential conversions	<p>Wall signs shall be permitted at 1 sign per establishment with an entrance fronting a public street.</p> <p>Wall signs must not exceed 4 square feet and shall attach to the wall on the first floor.</p> <p>If illuminated, wall sign must be lit by external means only.</p> <p>Placard signs highly encouraged.</p>	 <p>A line drawing of a two-story house with a gabled roof and two dormer windows. A yellow rectangular sign with the text 'wall sign' is mounted on the first-floor wall to the right of the entrance. The entrance has a small porch with steps.</p>
c. free-standing/monument signs	<p>Monument and post-style, are permitted in the Neighborhood District for non-residential and residential conversion properties.</p> <p>Free-standing signs must not exceed 4' in height and must be a maximum of 6 square feet.</p> <p>Free-standing signs adjacent to arterial/collector roads must not exceed a maximum of 12 square feet.</p>	 <p>A line drawing showing a free-standing sign on a street corner. The sign is a yellow rectangle with the word 'SIGN' on it, mounted on a post. A vertical dimension line indicates the sign's height is '4' Max'. The sign is positioned next to a building with a porch and stairs leading up to it.</p>

II-D. PRIVATE DEVELOPMENT STANDARDS - NEIGHBORHOOD DISTRICT

II-D. PRIVATE DEVELOPMENT STANDARDS - NEIGHBORHOOD DISTRICT

3	SIGNAGE (CONTINUED)
d. multiple business signage	<p>Where multiple businesses occupy the same building in the Neighborhood District, multiple business names may be listed on a single sign, but must conform to the guidelines set forth in the Architectural Standards, Neighborhood District (Volume III).</p>
h. temporary signs	<p>Temporary banners shall be permitted in the CRA and must adhere to the regulations set forth in §14-2-157(A) of the Land Development Code.</p> <p>Cold air balloons shall be prohibited except on those properties with direct frontage on John Young Parkway. Balloons must adhere to those standards set for in §14-2-157(C) of the Land Development Code.</p>
e. lighting	<p>External illumination or sign backlighting are permitted in the CRA district for all sign types. Internal illumination of signage is prohibited.</p>
f. other	<p>No flood lighting, (with the exception of neighborhood-friendly wall packs and/or security and surveillance lights) message board displays, neon or other incompatible signage (refer to the Architectural Standards, volume III) will be permitted in the CRA.</p>

Multi-Family Housing

Multi-family housing in the CRA includes attached townhouses, multi-story condos, and duplex residences. For all new multi-family housing, the guidelines for detached housing and the following section on residential conversions shall apply.



Examples of compatible multi-family attached and duplex housing.

Signage

Appropriate signage in the Neighborhood District includes wall signs, projecting signs, awning signs, and freestanding signs. All signs shall be scaled to meet the standards set forth in the Private Development Standards (Volume II).

Wall signs shall be appropriately scaled to be visible by the pedestrian or from a slower moving automobile.

All signs identifying businesses located within a single establishment should maintain a consistent look and feel. The font color and size, the size of a logo, and the sign size, color, and materials should be standardized. Additionally, the colors, materials, and placement of a sign shall be compatible with the building and its architecture. Finally, residential conversions located adjacent to residential uses shall respect their neighbors and use smaller, minimal signage.



Free-standing post signage identifying multiple businesses uses consistency of color, font, and signage size to create a harmonious look.

Inappropriate Signage

Signage not permitted in the CRA includes commercial banner signs (except those permitted under section 14-2-158 of the Land Development Code), movable text or electronic message signs, signs with inflatable or movable parts, tall mast signage, overscaled awning signage, cabinets, and others deemed incompatible by the ARC.



Signs that are incompatible with the existing context of the Kissimmee CRA. These signs are often associated with economically challenged areas and do not contribute to building a unified streetscape character.