

- e. Illuminated Sign encasements shall be subject to requirements of Section 10.1.4 (c) of this Article.
- f. Information displayed on posters shall be limited to the specific Entertainment Establishments events and event show times.

10.3.3 Class C Signs (Commercial Advertising Signs)

All Class C Signs shall comply with the requirements of the City Code, Article IX of Chapter 2 for Outdoor Advertising on City Buildings and Article XIII of Chapter 62 for Murals and Billboards.

10.3.4 Home Office Signs

All Home Office Signs shall be limited to one (1) sign and not to exceed one (1) square foot in Area located on the front facade.

10.3.6 Signs Above a Height of Fifty (50) Feet

Except as otherwise provided in a specific Transect Zone, all Signs higher than fifty (50) feet above Average Sidewalk Elevation shall be permitted by Warrant and shall be reviewed based on the following guidelines:

- a. Signs shall be limited to the Building Identification or the name of one (1) major Commercial, Office or Lodging tenant of the Building occupying more than five percent (5%) of the gross leasable Building Floor Area. Not more than two (2) Signs per Building on two (2) separate Building Facades shall be permitted.
- b. Signs shall consist only of individual letters or a graphic logotype. No graphic embellishments such as borders or backgrounds shall be permitted.
- c. The maximum Sign Area shall be as indicated in the table below.

	AREA
any portion of a Sign over fifty (50) feet or greater, but less than two hundred (200) feet above grade	140 s. f.
any portion of a Sign at two hundred (200) feet or greater, but less than three hundred (300) feet above grade	210 s. f.
any portion of a Sign at three hundred (300) feet or greater, but less than four hundred (400) feet above grade	280 s. f.
any portion of a Sign over four hundred (400) feet above grade	350 s. f.

- d. When text and a graphic logotype are combined in an integrated fashion to form a seal or emblem representative of an institution or corporation, and when this emblem is to serve as the principal means of Building identification, the following regulations shall apply:

	AREA
any portion of a Sign over fifty (50) feet or greater, but less than two hundred (200) feet above grade	200 s. f.
any portion of a Sign at two hundred (200) feet or greater, but less than three hundred (300) feet above grade	300 s. f.
any portion of a Sign at three hundred (300) feet or greater, but less than four hundred (400) feet above grade	400 s. f.
any portion of a Sign over four hundred (400) feet above grade	500 s. f.

- e. The maximum length of the Sign shall not exceed eighty percent (80%) of the width of the Building wall upon which it is placed, as measured at the height of the Sign. The Sign shall consist of not more than one (1) horizontal line or one (1) vertical line of letters or symbols, unless it is determined by the Planning Director that two (2) lines of lettering would be more compatible with the Building design. The total length of the two (2) lines of lettering, end-to-end, if permitted, shall not exceed eighty percent (80%) of the width of the Building wall.
- f. No Waiver from maximum logotype, length of Sign or Number Of Signs shall be granted.
- g. The following design guidelines shall be applied to all Signs higher than fifty (50) feet above Average Sidewalk Elevation:
 - 1. Signs should respect the Architectural Features of the Facade and be sized and placed subordinate to those features. Overlapping of functional windows, extensions beyond parapet edges obscuring architectural ornamentation or disruption of dominant Facade lines shall not be allowed.
 - 2. The Sign's color and value (shades of light and dark) should be harmonious with Building materials. Strong contrasts in color or value between the Sign and Building that draw undue visual attention to the Sign at the expense of the overall architectural composition shall be prohibited.
 - 3. In the case of an Illuminated Sign, a reverse channel letter that silhouettes the Sign against an Illuminated Building face is desirable. Illumination of a Sign should be accompanied by accent lighting of the Building's distinctive Architectural Features and especially the Facade area surrounding the Sign. Illuminated Signs on unlit Buildings shall not be allowed.
 - 4. Feature lighting of the Building, including exposed light elements that enhance Building lines, light sculpture or kinetic displays that meet the criteria of the Miami Dade County art-in-public places ordinance, shall not be construed as Signage subject to these regulations.