
CHAPTER 9

MASTER SIGN DISTRICTS

The *Central Florence Strategic Plan* contains four (4) Master Sign Districts. The intent of the Master Sign Districts is to advertise local businesses or recreational uses that have low visibility from arterial and collector roadways and to guide vehicle and pedestrian traffic to these hidden uses. Each of the Master Signs will be located in one of the following locations: (1) within the public right-of-way of an arterial or collector road or; (2) in a sign easement which is acquired by the City of Florence; or (3) on property which is owned by the City of Florence.

Master Sign Districts (see maps)

1. Commerce/Cardinal
2. Tanners Lane
3. Stadium District
4. Columbia/Sussex

Master Sign Design Requirements

Type: 12 foot tall monument signs only

Base: 2 foot minimum masonry base

Design: Overall design, materials, and colors must comply with the architectural standards of the district in question, if applicable.

Eligibility & Guidelines

1. Only businesses and recreational facilities which are wholly located within the Master Sign District Areas can advertise on the Master Signs.
2. Businesses or recreational uses which have frontage on an arterial or collector road will be prohibited from advertising on the Master Signs (doesn't apply to the Stadium District).
3. Businesses or recreational uses which have off-premise signs within the boundaries of the *Central Florence Strategic Plan* will be prohibited from advertising on the Master Signs.

4. The Zoning Administrator will determine if businesses are eligible to advertise on a Master Sign when they have non-conforming signage. The Zoning Administrator will analyze if on site non-conforming signage is being reduced or eliminated and if it can be considered an equal trade-off for advertising on the Master Sign.
5. The advertising spaces on the sign will be divided into equal areas. The number of advertising spaces shall be based on the Master Sign District Maps. One space will be reserved for each numbered parcel.
6. Master signs will be reviewed through the Sign Permit Review process. A sign permit will be issued if the proposal meet the eligibility guidelines and design requirements listed above and Sections 3218, 3404, and 3440 of the Boone County Zoning Regulations.

STEPS REQUIRED TO CONSTRUCT A MASTER SIGN

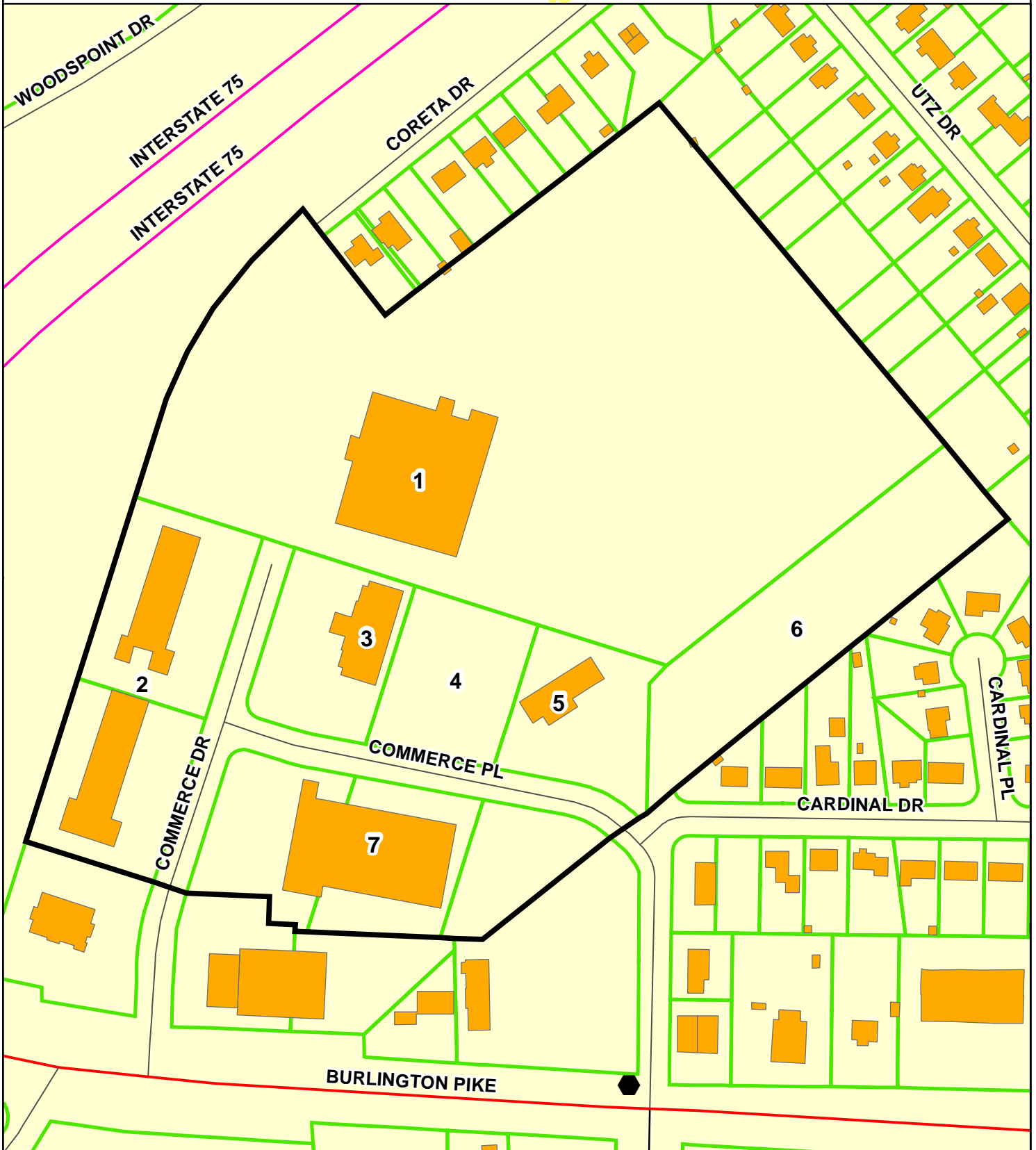
1. The City of Florence may acquire property or designate easements for the Master Signs. This will not be necessary if the sign is proposed within a state right-of-way.
2. Property owner(s) wishing to construct a Master Sign shall submit a Sign Permit application. The sign permit application must show the sign location, height and square footage of the proposed sign, and the construction materials. The submitted drawings will be used to determine if the proposed sign is in accord with the eligibility guidelines and design requirements and Article 34 of the Zoning Regulations. The Sign Permit application must contain the original signature of the property owner or easement holder.
3. Submit a Commercial Building Permit application to the Boone County Building Department.

Note: The eligible property owners within the Master Sign District will be responsible for paying for the sign, maintenance, and the costs of any needed permits. It is anticipated that each eligible property owner will advertise on the sign and that the costs for the initial construction will be split evenly among the eligible property owners. The Boone County Planning Commission and/or the City of Florence will not be involved in financial negotiations or financial disputes between the eligible property owners.

Note: Sign Permits are required for all face changes.

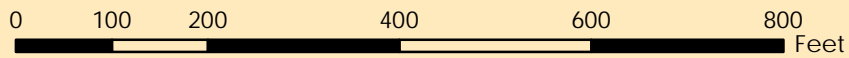
Commerce / Cardinal Master Sign District

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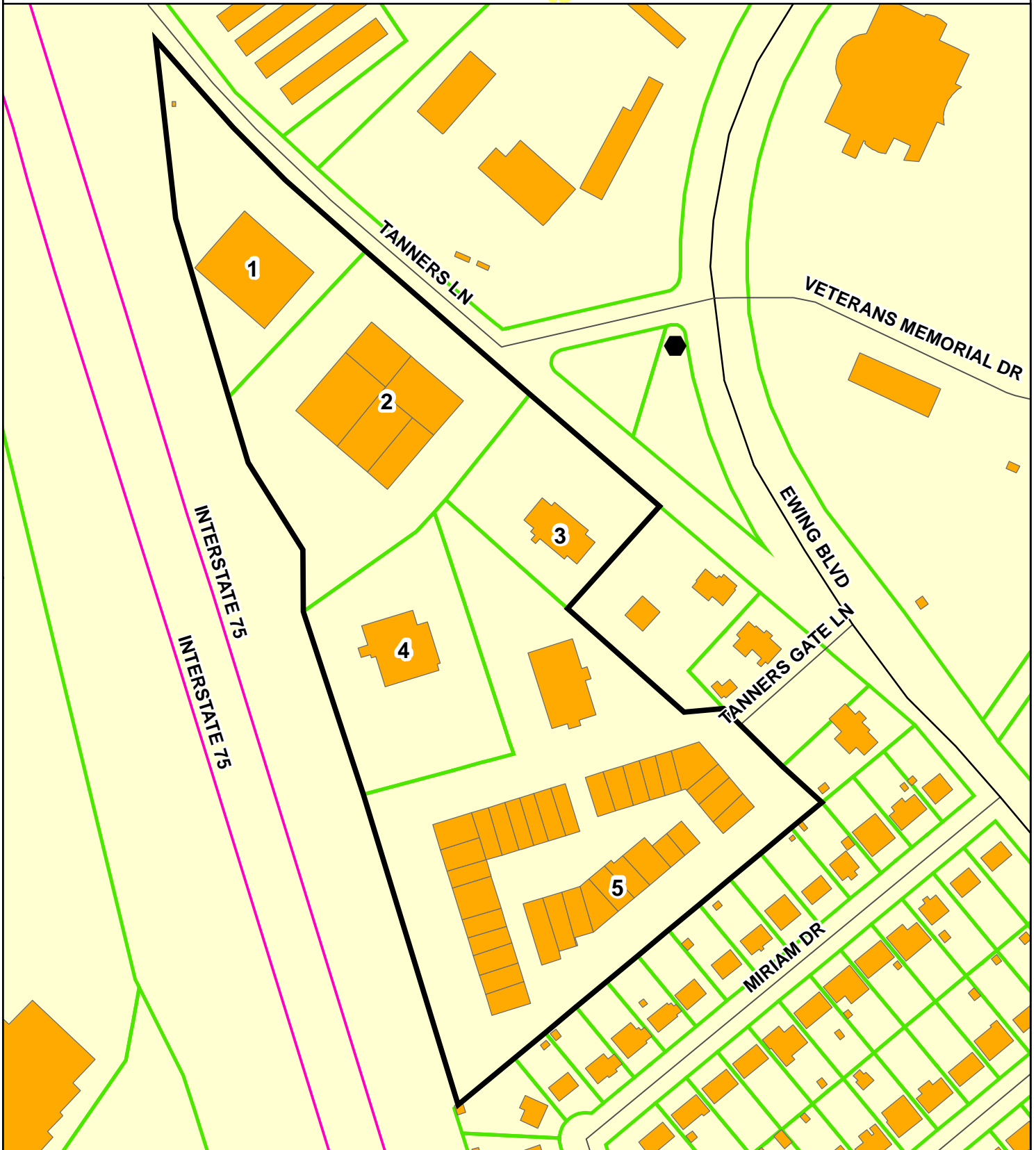


1 inch equals 200 feet



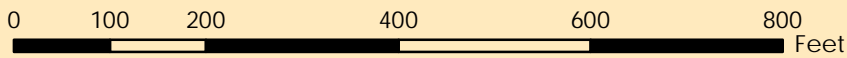
Tanners Ln Master Sign District

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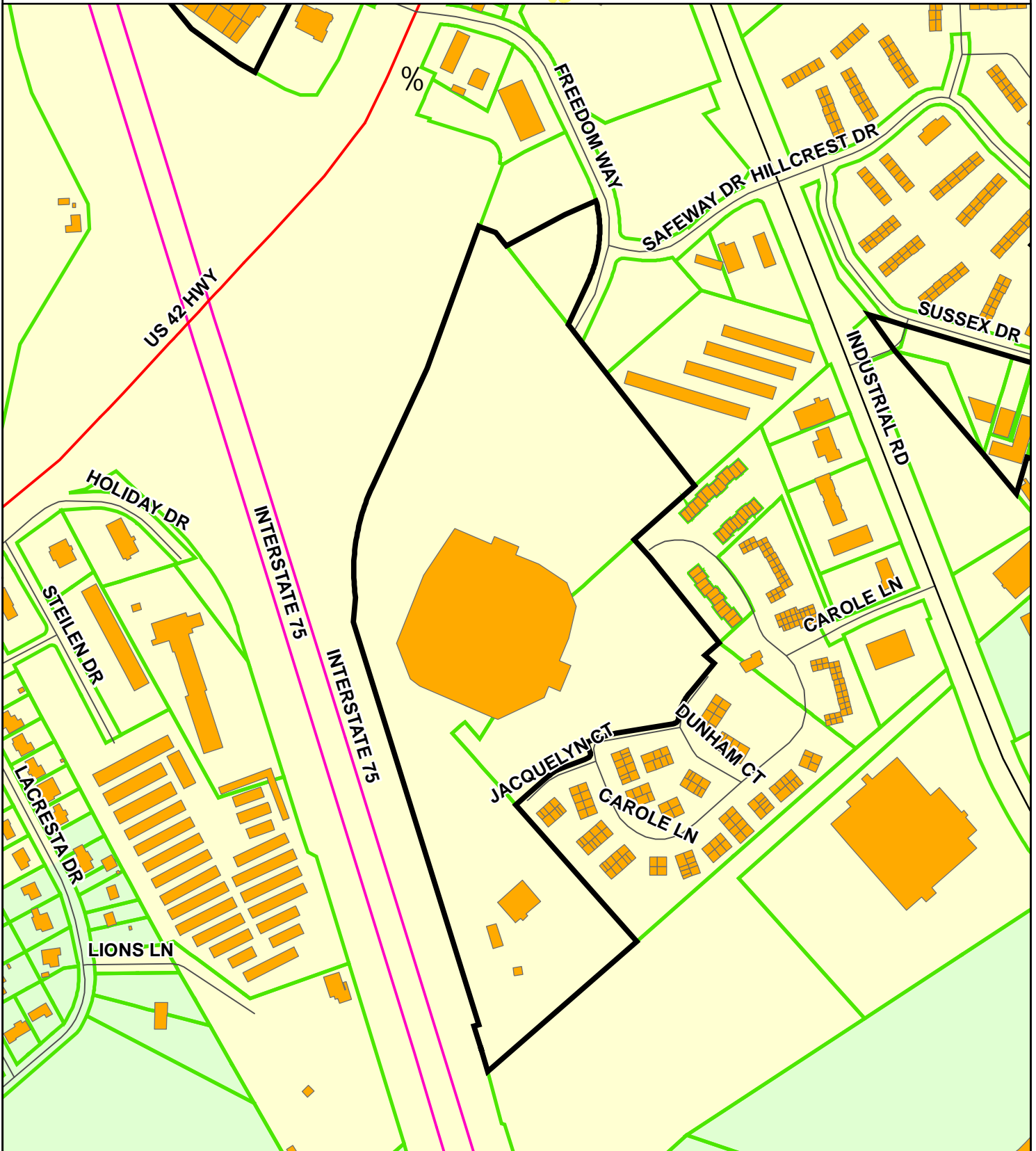
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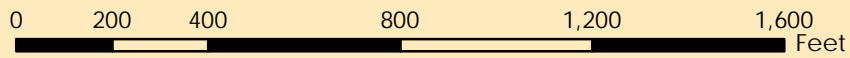
Stadium District Master Sign District

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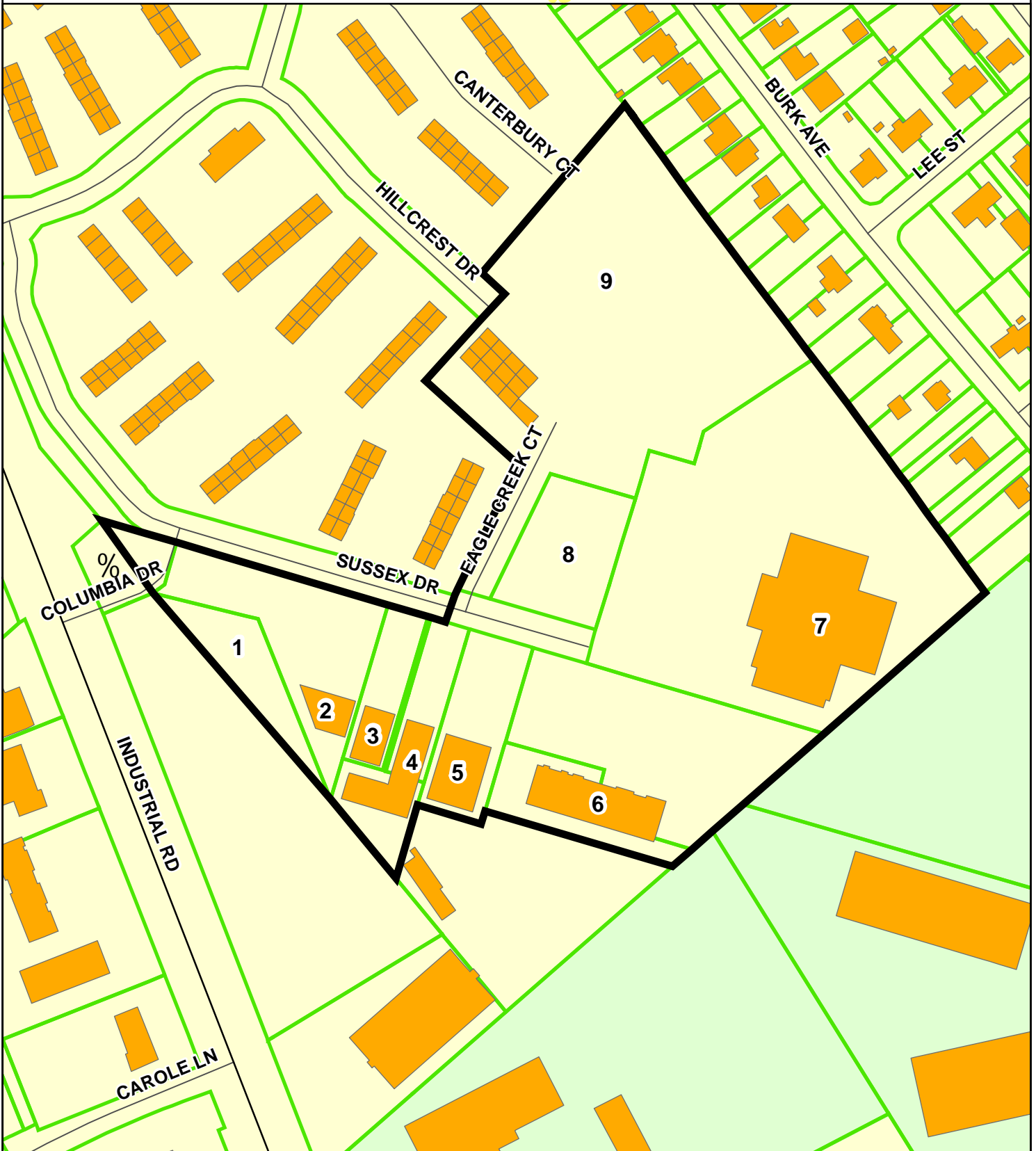


1 inch equals 400 feet

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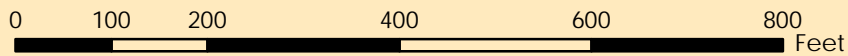
Columbia / Sussex Master Sign District

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1 inch equals 200 feet

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