

Provisions Relevant to  
The Best Buy Sign Issue

Coconut Point Appearance Standards

Sign Chapter, section entitled “Characteristics of signage specific to commercial retail zones”

“All tenant signs are to comply with Lee County and Estero signage codes. However, signs on any one sign face of a tenant building shall not exceed 300 SF. This area is to be determined by the sum of all reasonable rectangles that enclose the sign parts.

Building face is defined as the area of wall fronting on leased or owned space of the tenant or owner measured from the roof eave or top of parapet to finished floor.”

AND LATER

“The following types of sign construction are permitted for Commercial Retail Signs at Coconut Point. For all sign construction types, all transformers, wiring, ballasts, connectors and labels must be concealed from view.

- Internally illuminated, reverse channel letter signs:...
- Double illuminated channel letter signs:...
- Internally illuminated channel letter signs:...
- Edge illuminated channel letter signs:...
- Dimensional cut or cast letter signs:...
- Signs cut from opaque panel:”...

Chapter 33 Land Development Code Provisions

“Section 33-334. Building Color

- (a) The colors for commercial structures must be neutral, warm earth tones or subdued pastels. Where applicable, commercial buildings may use brightly colored trims, cornices, or columns that may be reinforced to create a special effect or setting. However, these contrasts must create a harmonious impact, complementing the principal structure as well as existing surrounding building structures.
- (b) Brighter colors can be utilized to create focal points of interest in locations including on doors, windows, and architectural details. Buildings should not exceed three colors on one architectural detail in composite. Contrasting accent colors of any wall, awning or other

feature must be limited to no more than 10 percent of the total area for any single façade.”

“Section 33-385. Permanent signs in commercial and industrial areas.

...(8) Wall signs are permitted on any wall facing a collector or arterial street or parking lot in accordance with Section 30-153(2)©1, with a maximum area of 300 square feet per wall per tenant. This area is to be determined by the sum of all reasonable rectangles that enclose the sign parts. Wall signs are limited to business name and logo, and may not contain advertising messages or sales item names.”