

ORDINANCE NO. 9791-24

AN ORDINANCE OF THE CITY OF CLEARWATER, FLORIDA MAKING AMENDMENTS TO THE COMMUNITY DEVELOPMENT CODE BY AMENDING APPENDIX C, DOWNTOWN DISTRICT AND DEVELOPMENT STANDARDS, DIVISION 7. SIGN STANDARDS; CERTIFYING CONSISTENCY WITH THE CITY'S COMPREHENSIVE PLAN AND PROPER ADVERTISEMENT; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Clearwater (the "City") adopted the Community Development Code on January 21, 1999, which took effect on March 8, 1999; and

WHEREAS, the City has made numerous amendments to the Community Development Code to account for changing conditions within the City; and

WHEREAS, the City would like to allow the same percentage of window signage throughout the city; and

WHEREAS, the City has determined that these amendments to the Community Development Code promote and support the public health, safety, morals, and welfare, of the City's residents; and

WHEREAS, the City desires for the Community Development Code to function effectively and equitably throughout the City; and

WHEREAS, at a duly noticed public meeting the Clearwater Community Development Board, pursuant to its responsibilities as the Local Planning Agency, has reviewed this amendment, conducted a public hearing, considered all public testimony and has determined that this amendment is consistent with the City of Clearwater's Comprehensive Plan and recommended that the City Council adopt this amendment; and

WHEREAS, the City Council has fully considered the recommendation of the Community Development Board and testimony and evidence submitted at its public hearing; now therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CLEARWATER, FLORIDA:

Section 26. That Appendix C, Downtown District and Development Standards, Division 2, Regulating Plan, Community Development Code, be amended to read as follows:

* * * * *

Section C-705. - Allowable sign area, number and types of signs.

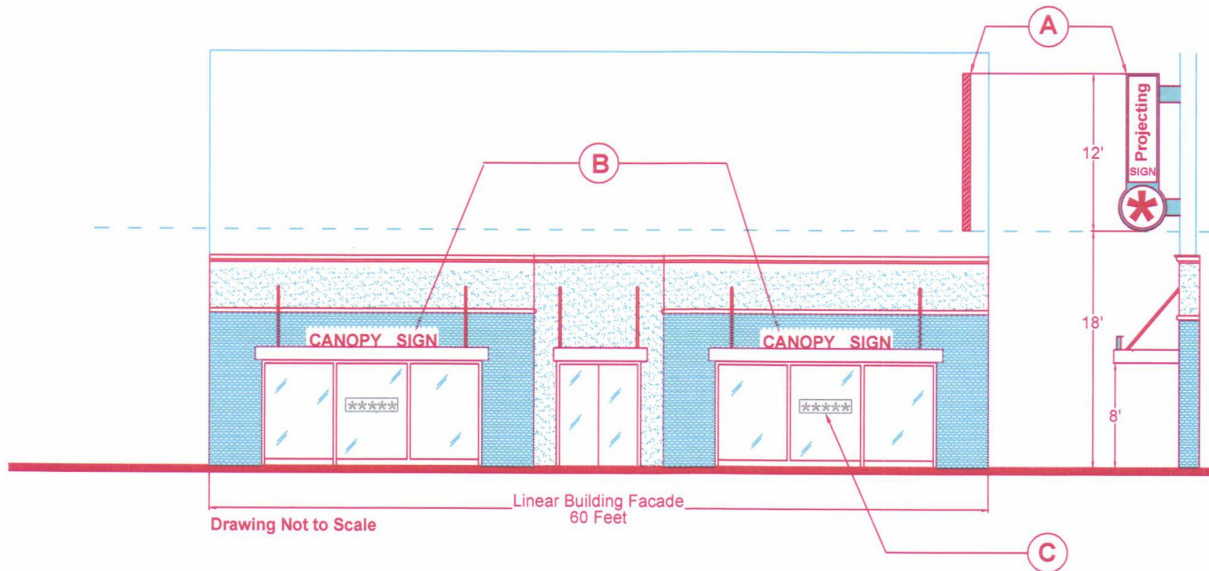
- A. Sign Area and Number of Signs. The total maximum sign area and number of allowable signs shall be as determined in Table 6 below. For each cell in the table, there is a maximum allowed sign area that may be utilized with any combination and any number of signs associated with that cell, unless otherwise noted. The measurements for linear feet shall be at grade. Specific requirements for the allowable sign types are set forth in Section C-705.C and D.

- B. Calculating Allowable Sign Area. The following figures illustrate how to determine street frontage for the purposes of calculating sign area and how to calculate and apply allowable signage.

Table 6. Allowable Signage		
SIGN TYPE	MAXIMUM NUMBER OF SIGNS (Per Building or Establishment with Exterior Entrance or Parcel, whichever is applicable)	TOTAL ALLOWABLE SIGN AREA (Per Building or Establishment with Exterior Entrance or Parcel, whichever is applicable)
Building Signs		
Wall Signs Awning Signs Canopy Signs Projecting Signs Shingle Signs	No more than 3 per facade along a street frontage.	1 square foot of sign area per 1 linear foot of building facade facing a street frontage or 24 square feet, whichever is greater. The total square footage of any combination of buildings signs shall not exceed 100 square feet.
Under Canopy Signs	1 per facade along a street frontage	3 square feet
Rear Entry Building Sign	1 per establishment with public rear entrance facing parking lot or Clearwater Harbor	16 square feet
Window Signs	N/A	25% of each first floor window and glass door opening*
Skyline Signs	1 per building facade along a street frontage	1 square foot per 1 foot of building height
Freestanding Signs	1 sign per parcel fronting a street frontage with a building setback of at least 20 feet	1 square foot per 1 linear foot of building frontage or 24 square feet, whichever is greater, but no more than 64 square feet.
Sidewalk Signs	1 sign per retail/restaurant use	Consistent with Table 3-1806.1.a Criteria and Limitations for Sidewalk Signs

* Does not include temporary signs pursuant to Section 3-1806.

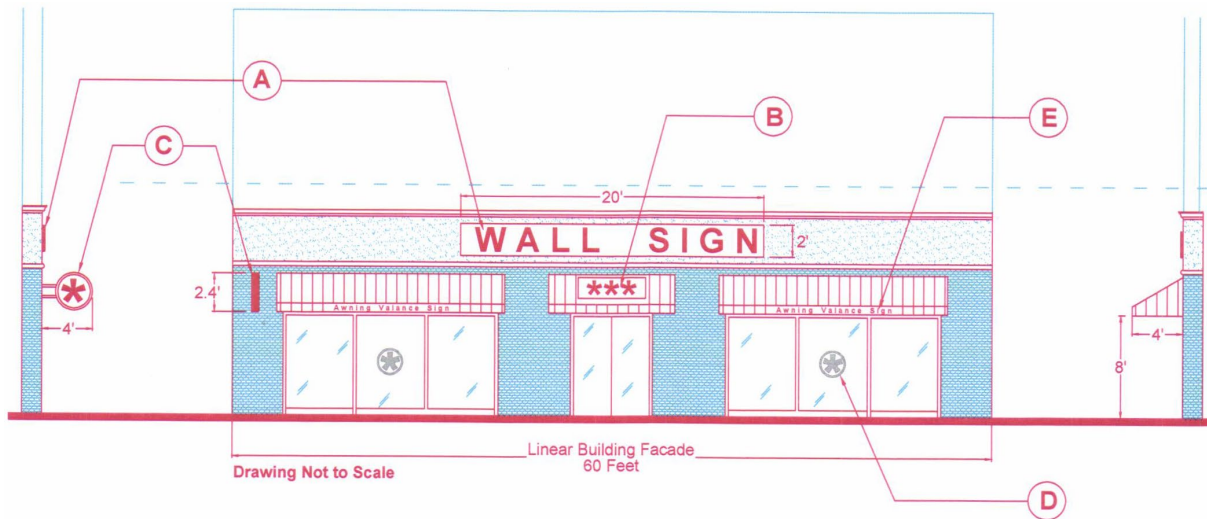
Figure 38. Calculations GRAPHIC TO BE UPDATED PRIOR TO CDB



Sign Calculation Illustration:

Total Allowable Building Sign Area:	One (1) square foot of sign area per one (1) linear foot of building facade facing the street frontage, or 24 square feet, whichever is greater.
Maximum Buildings Signs Allowed:	3
Linear Feet of Building Facade:	60 feet.
Total Building Signage Area Allowed:	60 square feet.
A. Projecting Sign: One	32 Sf. (8'x2.5'=20 Sf. Rectangular section) + (12 Sf. Circular Section Rad=2').
B. Canopy Sign: Two	28 Sf. (Two signs - 14'x1.0 '= 14 Sf. Each).
Total Building Sign Area:	60 Sf.
Number of Building Sign:	3
Additional Allowable Signage	
C. Proposed Window Sign:	6024 Sf. (Two signs - 3012 Sf. Each).
	2540% of Window area.
Total Additional Signage:	6024 Sf.
Number of Additional Signs:	2
TOTAL SIGN AREA:	12084 Sf.
TOTAL NUMBER OF SIGNS:	5

Figure 39. Calculations GRAPHIC TO BE UPDATED PRIOR TO CDB



Sign Calculation Illustration:
Total Allowable Building Sign Area:

One (1) square foot of sign area per one (1) linear foot of building facade facing the street frontage, or 24 square feet, whichever is greater.

Maximum Buildings Signs Allowed:

3

Linear Feet of Building Facade:
Total Building Signage Area Allowed:

60 feet
60 Square Feet.

Allowed:

A. Wall Sign: 40 Sf. (2'x20')
B. Awning Sign: 9 Sf. (3'x3')
C. Shingle Sign: 6 Sf. (2.4'x2.4')

Total Building Sign Area: 55 Sf.
Number of Building Signs: 3

Additional Allowable Signage

D. Proposed Window Sign: 6024 Sf. (Two signs - 3012 Sf. Each).
2540% of Total Window area.

E. Proposed Awning Valance Sign: 10 Sf. (Two signs - 5 Sf. Each - 160"x0.75=120"x6"= 5 Sf.).
Up to 75% of Valance Width.

Total Additional Sign Area: 7034 Sf.
Number of Additional Signs: 4

TOTAL SIGN AREA: 12589 Sf.
TOTAL NUMBER OF SIGNS: 7

Section 2. Amendments to the Community Development Code of the City of Clearwater (as originally adopted by Ordinance No. 6348-99 and subsequently amended) are hereby adopted to read as set forth in this Ordinance.

Section 3. The City of Clearwater does hereby certify that the amendments contained herein, as well as the provisions of this Ordinance, are consistent with and in conformance with the City's Comprehensive Plan.

Section 4. Should any part or provision of this Ordinance be declared by a court of competent jurisdiction to be invalid, the same shall not affect the validity of the Ordinance as a whole, or any part thereof other than the part declared to be invalid.

Section 5. Notice of the proposed enactment of this Ordinance has been properly advertised in a newspaper of general circulation in accordance with applicable law.

Section 6. This ordinance shall take effect immediately upon adoption.

PASSED ON FIRST READING

PASSED ON SECOND AND FINAL
READING AND ADOPTED

Bruce Rector
Mayor

Approved as to form:

Attest:

Matthew J. Mytych, Esq.
Senior Assistant City Attorney

Rosemarie Call, MPA, MMC
City Clerk