

City of Clearwater – 2012 Sign Code Major Provisions

The City of Clearwater’s Community Development Code was amended in August of 2012. Specifically, changes were made to the sign code to allow for larger signs under minimum standards (sign permit only) without requiring a Comprehensive Sign Program. Below is a summary of the main provisions for non-residential signage in Clearwater:

General Requirements for All Attached Signs (non-residential):

- **Architectural Integration-** all signs must be architecturally integrated into the building and must be horizontally and vertically proportionally located, and may not protrude above roof lines, over windows, or cornices.
- **Corner/Through Lots** - may have two attached signs – one on each façade abutting a street frontage.
- **Awnings** – a graphic element of 25% of the awning surface area up to 16 sq. ft. may be permitted on an awning valance. This does not apply to back lit awnings or text on awnings.
- **Shopping Center** – (with three or more tenants) all signs, including all out parcels, office parks or any master plan development, must be approved through a Comprehensive Sign Program.
- **Downtown/Tourist District** - Additional Criteria may apply for signs in the special areas or for specific uses.
- **Projecting signs** - are encouraged in the Downtown and Tourist districts.

Attached sign allowed with a sign permit: two options.

Option 1: One, 24 sq.ft. sign with no additional design criteria **-OR-** **Option 2:** additional design criteria for a sign up to 3% of the building façade but not more than 36 sq. ft. More than 3% or 36 sq. ft. requires a Comprehensive Sign Program.

OR

1. Minimum Standard

24 sq. ft.

One 24 sq. ft. sign per business with principal entrance.

Signs may be on a raceway or cabinet style.

2. Minimum Standard – Additional design criteria (no CSP) 24 -36 sq. ft.

Sign may be up to 3% of the primary façade area but not to exceed 36 sq. ft.

Signs must be channel letters, flat cut letters, contour cabinet, illuminated capsules attached directly to the building. Signs on raceways, cabinet boxes, back-lit awnings are not permitted.



Building façade area=

$20 \times 50 = 1,000$ square feet

$1,000 \times 0.03 = 30$ square feet (3%)

Channel Letters, flush mounted

General Requirements for All Freestanding/ Monument Signs (non-residential):

- All freestanding/monument signs must be 5 feet from the property line, with 3 feet of landscaping around the base, and may not have a height greater than one and a half times the width, up to 14 feet if freestanding or 6 feet if a monument.
- Corner lots may have one or two signs and an additional 15 sq. ft.
- Electronic message centers are prohibited.
- Additional Criteria may apply for signs in the Downtown or Tourists District or for specific uses.
- Signs in the Tourist and Downtown areas or Districts must be monument style signs.

Freestanding/Monument sign allowed with a sign permit: two options.

Option 1: No additional design criteria and 24 sq. ft. – **OR** – **Option 2:** additional design criteria and up to 51 sq. ft. (Max of 36 + 15 for a corner lot)

<p>1. Minimum Standard</p> <p>24 sq. ft.</p> <p>One 24 sq. ft. sign per parcel unless a corner or a through lot.</p>	OR	<p>2. Minimum Standard – Additional design criteria (no CSP) 24 -36 sq. ft.</p> <p>Up to three percent (3%) of the primary façade area - or – 1 sq. ft. of sign area per 3 linear feet of the single longest linear frontage – up to a maximum of 36 sq. ft.</p> <div style="text-align: center;"> <p>The diagram shows a building facade that is 50 feet wide and 20 feet high. The sign on the facade says 'SHOP HERE'. To the right, a side view shows the building's position relative to a 'Property Line' and a 'Road'. The distance from the property line to the road is 100 feet.</p> </div>
<p>Building façade area= 20x50=1,000 sq. ft.</p> <p>1,000 x 0.03 = 30 sq. ft.</p> <p>(is 3% of 1,000 sqft.)</p>		
<p>Linear frontage= 100 feet</p> <p>100 / 3 = 33.3 sq. ft.</p>		
<p>Whichever is less = a maximum of 30 sq. ft. freestanding or monument sign</p>		

Freestanding or Monument signs larger than 24 sq. ft. MUST:

- Include distinctive design or architectural elements used on the building such as an arch, capstone, or cornice.
- Include defining materials, textures and color used on the building.
- Have a proportional sign base. Single poles shall have a minimum 36 inch wide covering.
- Be consistent with or complementary to the overall design colors, font, and style of the attached sign on the property.
- Not include more than two lines of zip track that must color-coordinate with the color of the sign.
- Shopping centers must have a Comprehensive Sign Program.

