

Downtown Sign Standards

Planning and Development Department

July 29, 2024





Regulatory Framework To Create Vibrant Streets Environment

- Flexible
- Allows Multiple Signs
- Supports Signage That Responds To Different Viewers
- Encourages Creativity
- Provides Design Standards So Signage Contributes To Positive Brand For Downtown



HIERARCHY

LETS THE READER KNOW
WHERE TO LOOK FIRST.

YOU READ THIS FIRST
and then this.
that is called hierarchy

Hierarchy of Design



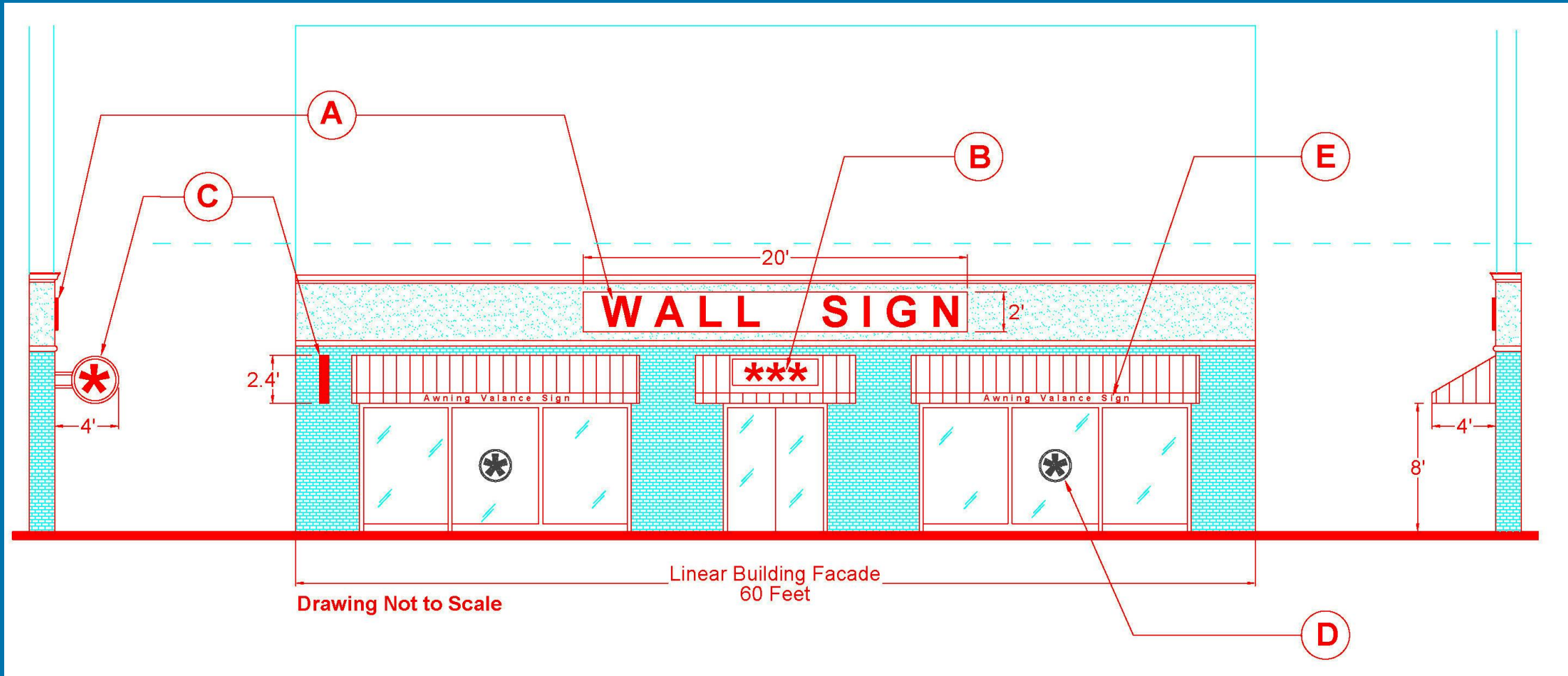
Hierarchy of Design



Table 5. Allowable Signage

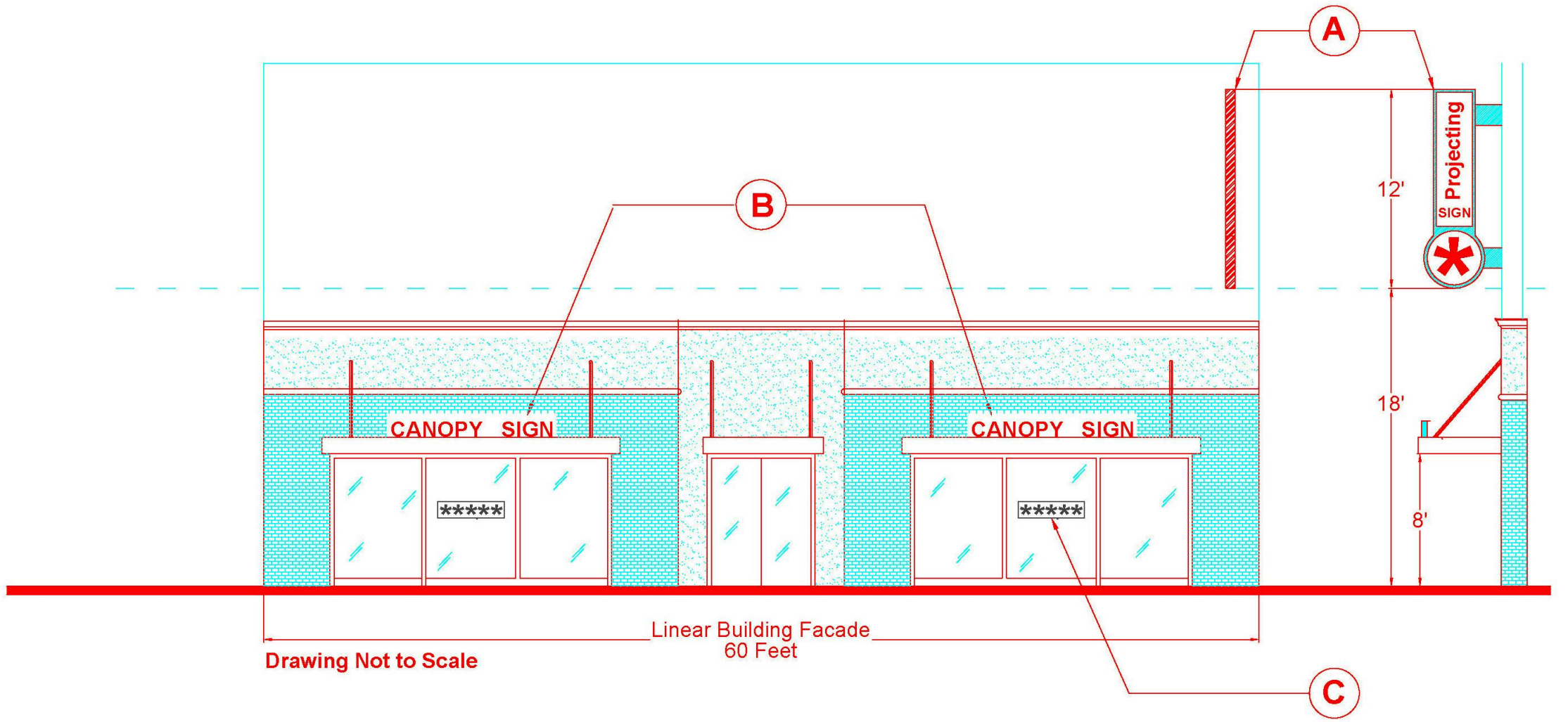
SIGN TYPE	MAXIMUM NUMBER OF SIGNS (Per Building or Establishment with Exterior Entrance or Parcel, whichever is applicable)	TOTAL ALLOWABLE SIGN AREA (Per Building or Establishment with Exterior Entrance or Parcel, whichever is applicable)
Building Signs		
Wall Signs Awning Signs Canopy Signs Projecting 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		
Window Signs	N/A	10% of each first floor window and glass door opening*
Skyline Signs		
Skyline Signs	1 per building facade along a street frontage	1 square foot per 1 foot of building height
Freestanding Signs		
Freestanding Signs	1 sign per parcel fronting a street frontage with a building setback of at least 20 feet	1 square foot per 1 liner foot of building frontage or 24 square feet, whichever is greater, but no more than 64 square feet.
Sidewalk Signs		
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 3-1806.



Drawing Not to Scale

Linear Building Facade
60 Feet



Building Signs: Wall



Building Signs: Projecting



Building Signs: Canopy



Building Signs: Awning



Building Signs: Shingle



Additional Building Signs: Under Canopy



Additional Signs: Window



Additional Signs: Sidewalk Sign



Skyline Signs



Freestanding Signs

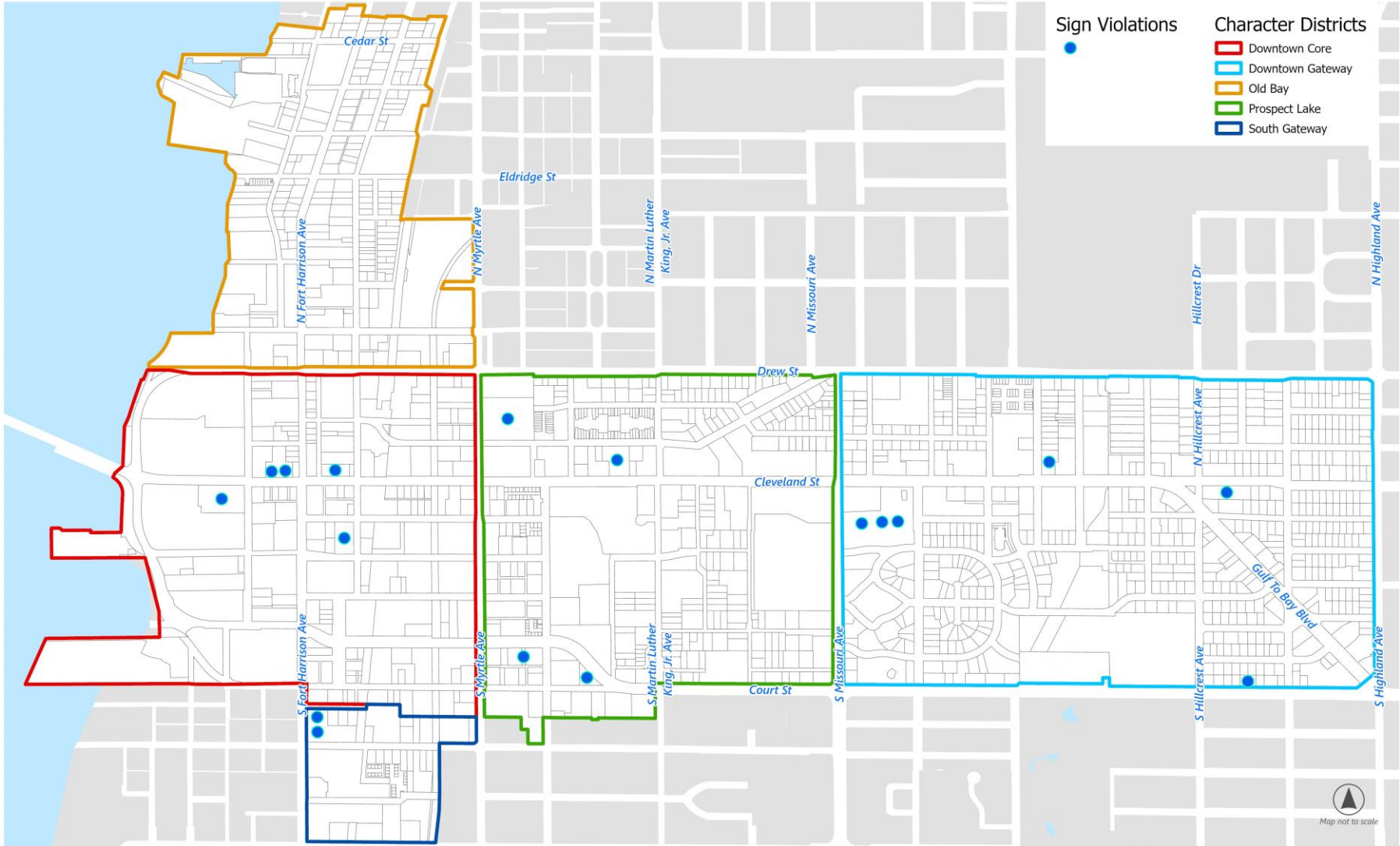


Sign Enforcement

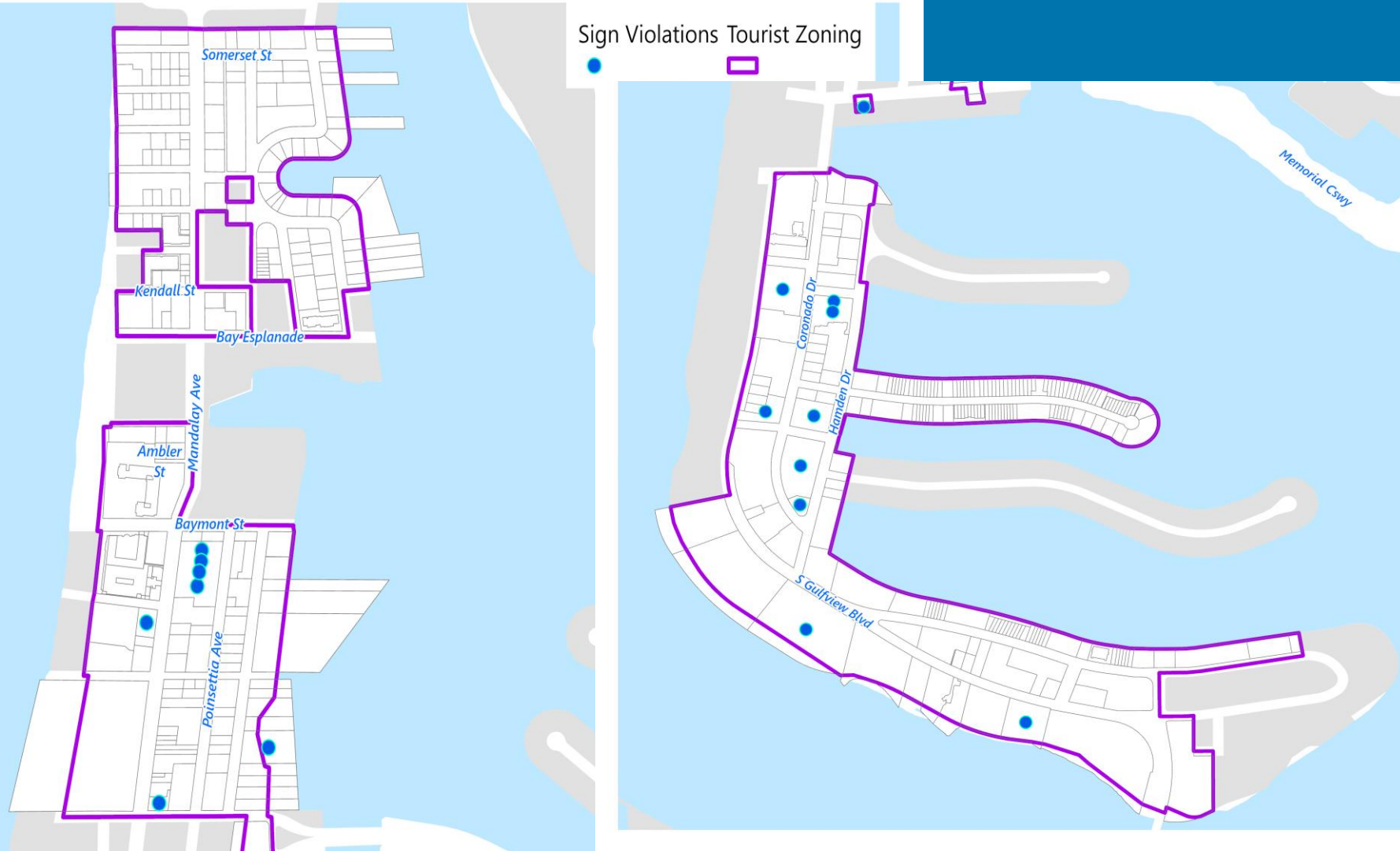
Typical Approach To Enforcement

- **Identify Violation – Speak With Owner Or Employee If Possible**
- **If No Communication On-Site, Try To Call Or Email**
- **Schedule Re-Inspection Based On Violation Type (# Of Days)**
- **After Re-Inspection If Violation Still Exists, Notice Of Violation (NOV) Sent. ReInspection Timeline Based On Violation Type**

Downtown Sign Violations, Jan 2024 - July. 17 2024. Total Cases: 17



Beach Sign Violations, Jan 2024 - July 17, 2024. Total Cases: 17



Window Sign Allowances In Downtown District

- **Affixed Or Attached To Inside Of Window Facing Street**
- **No Limit On Number Of Signs**
- **Limited To 10% Of Any Window Or Glass Door Opening**
- **Total Area Of Window Signs Erected Along Street Frontage Limited To 50 Square Feet**
- **Temporary Signage Exempt From 10% Limitation**

Window Sign Allowances In Other Districts

- **Located On Any Window**
- **Sign Or Combination Of Signs Limited To 25% Of Total Window Area On Any Façade**
- **All Signs Located Inside Enclosed Area For Purposes Of Advertising Are Window Signs**
- **Cumulative Area Of All Window Signs (Including Temporary Signs) Limited to 50 Square Feet**

What Is Not Window Signage?

- **Blank Paper In The Window**
- **Signage Attached To Ceiling & Hanging To Be Visible From Outside Of Window**
- **Artwork**
- **Temporary Signage (Code Section 3-1806.1b) Exempt From The 10% Limitation**

Other Requirements For Windows

**No Regulations Regarding
Curtains/Blinds**

**50% Of Ground Floor Façade Area
Between 2' & 10' Shall Be Transparent
Windows/Doors. Glass Shall Have
Visible Light Transmittance**

**Reflective Or Mirrored Coating Not
Allowed Including Colored Or Opaque
Films, Boards Or Paint**



Artwork

Current Definition of Artwork

- **Two Or Three-Dimensional Representation Of A Creative Idea Expressed In A Form & Manner So As To Provide Aesthetic Beauty, Appeal Or Enjoyment Rather Than To Specifically Convey The Name of the Business Or Commercial Message About The Products Or Services Offered On The Property Upon Which The Art Is Displayed.**
- **Artwork Shall Not Include Any Object, Drawing, Picture, Symbol, Painting (Including the Painting Of Patterns Or Designs), Or Sculpture, Which Promotes A Speaker's Economic Interests, Provides A Commercial Message Or Otherwise Identifies A Product, Service Or Business Sold Or Available On Property Where Same Is Displayed**

Challenge Is Drawing Distinction Between Advertising Mural And Work Of Art





Signage Or Artwork?

Ice Cream Shop





Questions?