

Proposed New Downtown Sign Standards

Planning and Development
Department





Downtown Work

- North Marina Master Plan
- Imagine Clearwater
- Update of Clearwater Downtown Redevelopment Plan
- New Downtown District and Design Standards
- New Downtown Sign Regulations – Today's Agenda Item



Goal of New Sign Standards

Establish Regulatory Framework To Create Vibrant Street Environment

- Flexible
- Allows Multiple Signs
- Supports Signage that Responds to Different Viewers
- Requires Compliance with Design Standards





Proposed Ordinance

- Deletes Downtown Regulations In Article 3, Division 18
- Adds References To Appendix C, Division 7
- Adds Definitions of Various Sign Types
- Establishes New Sign Standards in Appendix C, Division 7

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





Current Sign Regulations

- 1 Attached Sign
- Window Signage
- Awning Graphic
- Menu Sign
- Rear Entry Signage on Parking Lots
- Monument Signs
- Temporary Signs/Sidewalk Signs
- Comprehensive Sign Program

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	N/A	10% 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 3-1806.

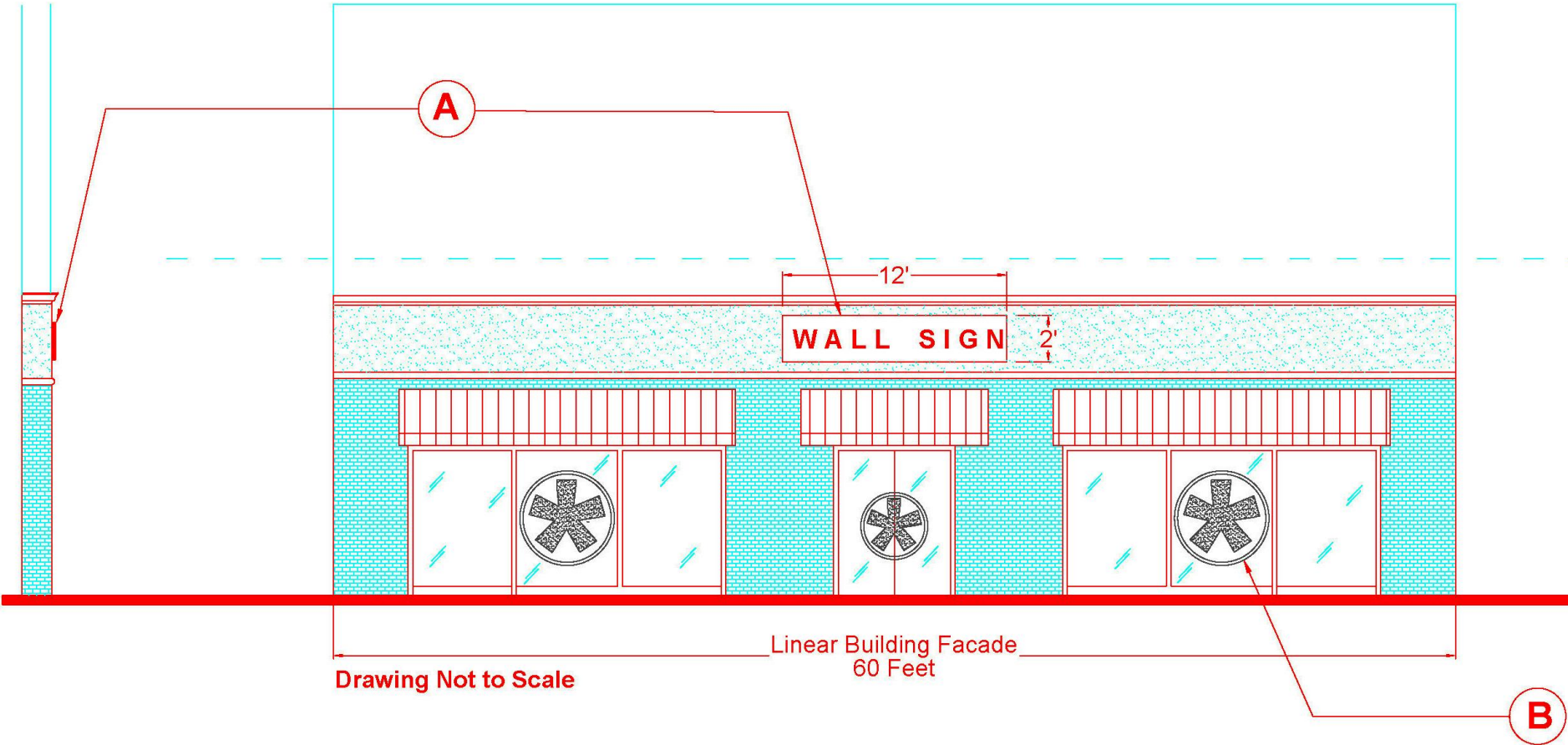
Building Signs



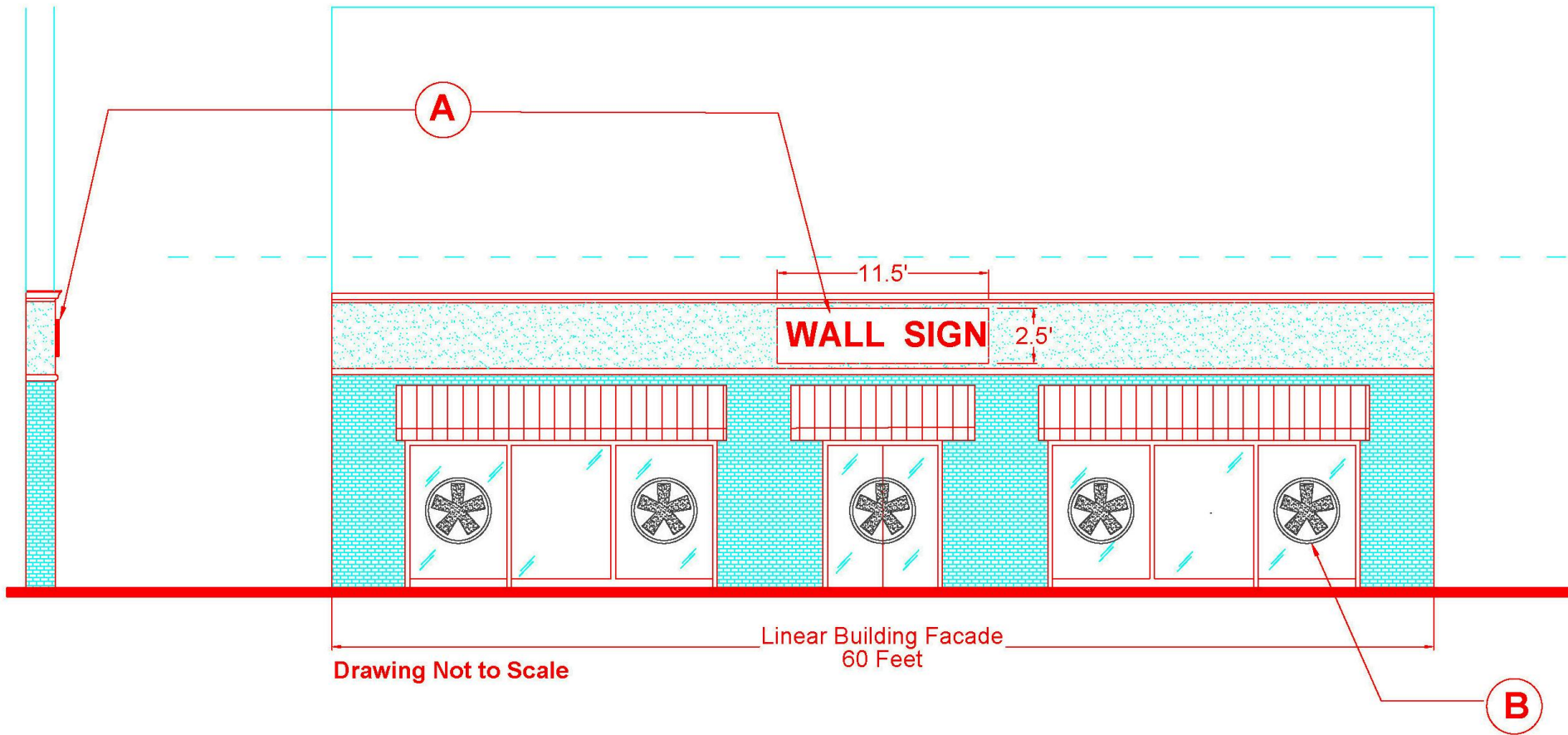
Additional Building Signs: Under Canopy & Window



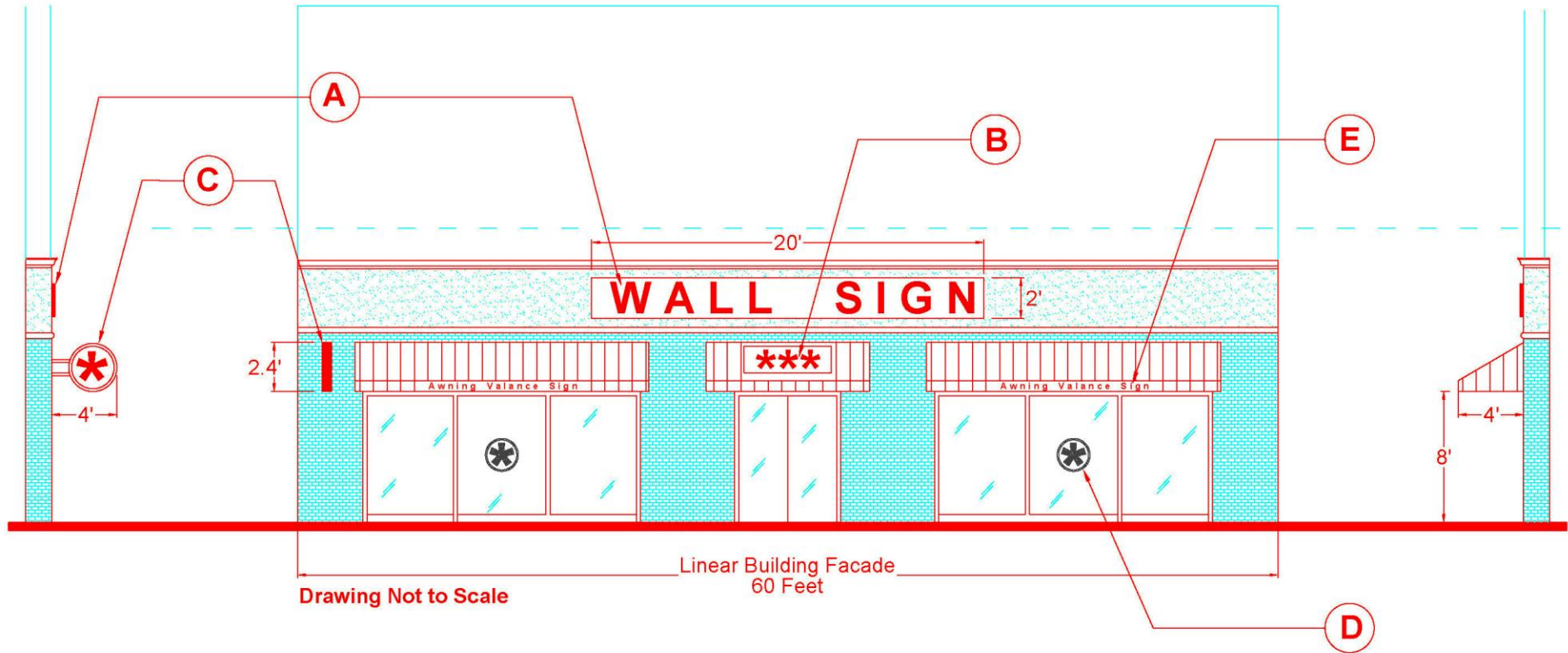
EXISTING SIGN CODE EXAMPLE



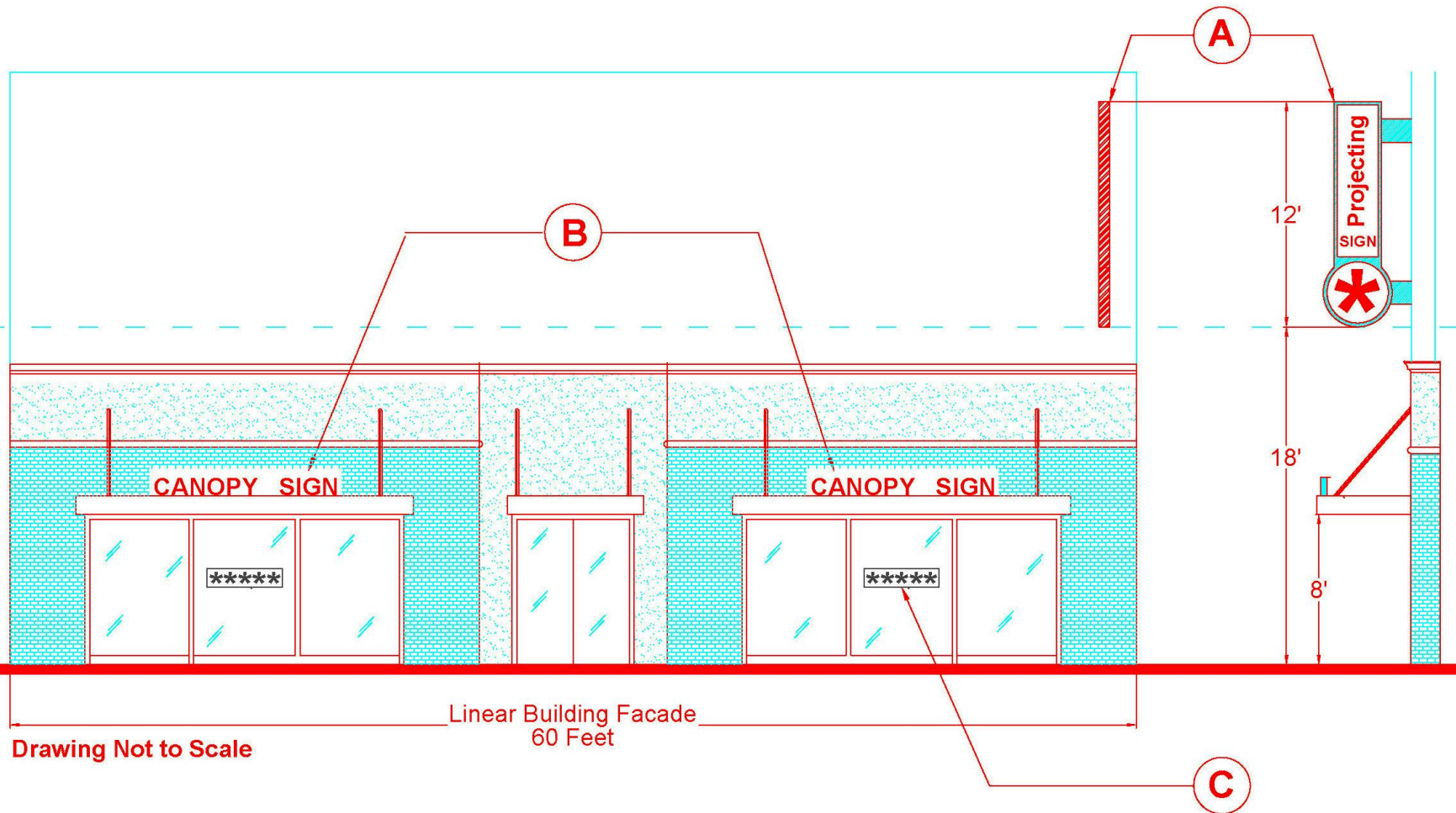
EXISTING SIGN CODE EXAMPLE



PROPOSED SIGN CODE EXAMPLE



PROPOSED SIGN CODE EXAMPLE



Skyline Signs & Freestanding Signs



Goals of New Sign Standards

- Create Easy to Use Code
- Allow Flexibility
- Encourage Creativity
- Provide Signs for Multi-Modal Environment
- Contribute to Positive Brand for Downtown



Motion to Amend on 1st Reading

- Exhibit A - Page 3 - Section C-705.A - Add at End of Paragraph: Specific requirements for the allowable sign types are set forth in Section C-705.C and D
- Exhibit A - Page 10 - Section C-705.D.2.b - “No more than 1 projecting sign per building establishment”
- Exhibit A - Page 12 - Figure 49 - Replace Photograph of Givenchy Awning with Hard Bean Coffee Awning



Motion to Amend on 1st Reading

- Exhibit A – Page 13 – Add Section C-705.D.5.d.3 – Shingle signs may be externally or internally illuminated in accordance with Sections C-704.D and C-705.C.
- Exhibit A – Page 14 – Section C-705.D.6.d.2 – Under canopy signs shall ~~not~~ may be externally illuminated.





Questions?

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