



# PLANNING AND DEVELOPMENT DEPARTMENT COMPREHENSIVE SIGN PROGRAM APPLICATION

It is the responsibility of the applicant to submit complete and correct information. Any misleading, deceptive, incomplete or incorrect information may invalidate your application. The applicant, by filing this application, agrees to comply with all applicable requirements of the Community Development Code.

All applications are to be filled out completely and correctly, and submitted either in person or via email (no fax or deliveries) to the Planning and Development Department.

<b>APPLICATION FEES:</b>	<b>\$400</b> <i>Comprehensive Sign Program</i>
	<b>\$150</b> <i>Comprehensive Sign Program Amendment</i>

**PROPERTY OWNER (PER DEED):** \_\_\_\_\_  
 MAILING ADDRESS: \_\_\_\_\_  
 PHONE NUMBER: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_

**APPLICANT:** \_\_\_\_\_  
 MAILING ADDRESS: \_\_\_\_\_  
 PHONE NUMBER: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_

**AGENT OR REPRESENTATIVE:** \_\_\_\_\_  
 MAILING ADDRESS: \_\_\_\_\_  
 PHONE NUMBER: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_

**ADDRESS OF SUBJECT PROPERTY:** \_\_\_\_\_

**PARCEL NUMBER(S):** \_\_\_\_\_  
 \_\_\_\_\_

**DESCRIPTION OF REQUEST:** \_\_\_\_\_  
*Specifically identify the request (include all requested code flexibility; e.g., height, size, number of signs, etc.):* \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**PROOF OF OWNERSHIP AND SURVEY:**

- Submit a copy of the title insurance policy, deed or affidavit attesting to ownership of the property.
- Submit a signed and sealed survey of the property.

**SIGN PLAN AND ELEVATION PLAN SUBMITTAL REQUIREMENTS:**

Sign plans with the following information (not to exceed 24" x 36"):

- All dimensions;
- Size of site (in acreage and in square feet);
- Bar scale and date prepared;
- To-scale drawings, in color, of all proposed signage (attached, freestanding and directional signs), which include the following:
  - i. Dimensions with dimensional arrows;
  - ii. Sign area in square feet;
  - iii. Height and width of sign and sign structure, measured in feet;
  - iv. Labels of all colors;
  - v. Surface area of sign proposed;
  - vi. Text copy including the message of the sign;
  - vii. Changeable copy, if proposed; and,
  - viii. Describe any illumination, including the type, placement, intensity, hours of illumination and system to automatically turn off lighting when the business is closed, and sign area to be illuminated.

**SITE PLAN SUBMITTAL REQUIREMENTS:**

- Site plan with the following information (not to exceed 24" x 36"):
- All dimensions;
- North arrow;
- Engineering bar scale (minimum scale: one-inch equals 50 feet), and date prepared;
- Location map;
- Property lines;
- Footprint and size of all buildings and structures;
- All required five-foot setbacks as measured from the property line;
- All existing and proposed points of access;
- All required sight triangles;
- Location of all public and private easements and street rights-of-way within and adjacent to the site;
- Location of all existing and proposed sidewalks;
- Lot frontage on all rights-of-way;
- Location, with labels, of all proposed and existing freestanding signs (indicate whether to be removed);
- Location, with labels, of all proposed and existing attached signs (indicate whether to be removed);
- Identification of water courses, wetlands, tree masses and specimen trees, including description and location of understory, groundcover vegetation and wildlife habitats or other environmentally unique areas;
- Sight visibility triangles, depicted and labeled;
- Location of all proposed landscape material including size and species;
- Land areas expressed in square feet and acres; and,
- Location of the sign in relation to property lines, public rights-of-way, easements, buildings and other signs on the property.

**WRITTEN SUBMITTAL REQUIREMENTS:**

Signage which is proposed as part of a Comprehensive Sign Program may deviate from the minimum sign standards in terms of number of signs per business or parcel of land, maximum area of a sign face per parcel of land and the total area of sign faces per business or parcel of land, subject to compliance with the flexibility criteria set out in Section 3-1808.C. A Comprehensive Sign Program shall be approved pursuant to the provisions set out in Section 4-1008. Prohibited signs in Section 3-1804 are not eligible for a Comprehensive Sign Program. Electronic changeable message signs, back-lit awnings, cabinet signs, and raceway signs are not eligible to be utilized as signs as part of a Comprehensive Sign Program.

As part of a Comprehensive Sign Program, the community development coordinator shall review all sign types (freestanding, attached, window, directional, etc.) for the business and/or the development parcel to achieve compliance in so far as possible with these current regulations. A master sign plan for shopping centers, including all out parcels, and office complexes shall include all types of signs for all tenants/uses within the development parcel. The community development coordinator may allow for flexibility in reviewing the master sign plan if it results in a substantially improved and comprehensive proposal. With a master sign plan, the community development coordinator may permit directional signs at a size and location(s) related to the development project, with up to a maximum height of six feet.

Provide written responses as to how the following Comprehensive Sign Program flexibility criteria are met by this proposal:

1. Architectural theme.
  - a. The signs proposed in a comprehensive sign program shall be designed as a part of the architectural theme of the principal buildings proposed or developed on the parcel proposed for development and shall be constructed of materials and colors which reflect an integrated architectural vocabulary for the parcel proposed for development; or
  - b. The design, character, location and/or materials of all freestanding and attached signs proposed in a comprehensive sign program shall be demonstrably more attractive than signs otherwise permitted on the parcel proposed for development under the minimum signs standards. All signs must be architecturally integrated into/with the design of the building and/or site using similar and coordinated design features, materials and colors, etc.

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2. The height of all freestanding signs proposed through the comprehensive sign program shall relate to the design of the sign and shall not exceed 14 feet in height, except in the D and T Districts, the height shall not exceed six feet in height except for signs associated with publicly-owned property and/or public projects which are architecturally and aesthetically integrated into a fence and/or wall.

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3. Any lighting that is internal to the sign letters or graphic elements (e.g., internally lit or back-lit, or that is indirect exterior lighting, e.g., goose neck lighting) proposed as a part of a comprehensive sign program is automatically controlled so that the lighting is turned off at midnight or when the business is closed, whichever is later.

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4. The height, area, number and location of signs permitted through the comprehensive sign program shall be determined by the community development coordinator based on the following criteria: overall size of site, relationship between the building setback and sign location, frontage, access and visibility to the site, intended traffic circulation pattern, hierarchy of signage, scale and use of the project, consistency with Beach by Design, Clearwater Downtown Redevelopment Plan or any other applicable special area plan and submittal of a master sign plan for the development parcel/project. Additionally, the maximum permitted sign area shall be based on the following formula when evaluated against the above criteria:

a. *Attached signs.* The maximum area permitted for attached signage shall range from one percent up to a maximum of six percent of the building façade to which the sign is to be attached. In no event shall the size of an attached sign exceed 200 square feet. For regional malls, the maximum size of any attached sign that is otherwise allowed shall not exceed six percent of the building façade facing the street, but in no case more than 300 square feet.

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b. *Freestanding signs.* The maximum permitted area of all freestanding signs on a site shall not exceed the range of sign area permitted by the street frontage or building façade calculation methods set forth below:

- i. One square foot per two linear feet of street frontage; or
  - ii. One square foot per 100 square feet of building façade facing street frontage.
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5. The signage proposed in a comprehensive sign program shall not have an adverse impact on the community character of the City of Clearwater.

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6. The signage proposed in a comprehensive sign program will not have an adverse impact on the value of property in the immediate vicinity of the parcel proposed for development.

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7. The signage proposed in a comprehensive sign program will result in the elimination of existing unattractive signage and nonconforming signage and will result in an improvement to the appearance of the parcel proposed for development in comparison to signs otherwise permitted under the minimum sign standards.

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8. The signage proposed in a comprehensive sign program is consistent with any special area or scenic corridor plan which the City of Clearwater has prepared and adopted for the area in which the parcel proposed for development is located.

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**COMPREHENSIVE SIGN PROGRAM – PROPOSED SIGN SUMMARY:**

<b>Address:</b>	<b>Sign Type:</b>	<b>Height: (freestanding)</b>	<b>Length:</b>	<b>Width:</b>	<b>Area:</b>
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# PLANNING AND DEVELOPMENT DEPARTMENT AFFIDAVIT OF OWNERSHIP

1. Provide names of all property owners on deed – PRINT full names:

\_\_\_\_\_  
\_\_\_\_\_

2. That (I am/we are) the owner(s) and record title holder(s) of the following described property:

\_\_\_\_\_

3. That this property constitutes the property for which a request for (describe request):

\_\_\_\_\_  
\_\_\_\_\_

4. That the undersigned (has/have) appointed and (does/do) appoint:

\_\_\_\_\_

as (his/their) agent(s) to execute any petitions or other documents necessary to affect such petition;

5. That this affidavit has been executed to induce the City of Clearwater, Florida to consider and act on the above described property;

6. That site visits to the property are necessary by City representatives in order to process this application and the owner authorizes City representatives to visit and photograph the property described in this application;

7. That (I/we), the undersigned authority, hereby certify that the foregoing is true and correct.

\_\_\_\_\_  
Property Owner

\_\_\_\_\_  
Property Owner

\_\_\_\_\_  
Property Owner

\_\_\_\_\_  
Property Owner

**STATE OF FLORIDA, COUNTY OF PINELLAS**

BEFORE ME THE UNDERSIGNED, AN OFFICER DULY COMMISSIONED BY THE LAWS OF THE STATE OF FLORIDA, ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, \_\_\_\_\_, PERSONALLY APPEARED \_\_\_\_\_ WHO HAVING BEEN FIRST DULY SWORN DEPOSED AND SAYS THAT HE/SHE FULLY UNDERSTANDS THE CONTENTS OF THE AFFIDAVIT THAT HE/SHE SIGNED.

\_\_\_\_\_  
Notary Public Signature

Notary Seal/Stamp

My Commission Expires: \_\_\_\_\_