



Planning Department
 100 South Myrtle Avenue
 Clearwater, Florida 33756
 Telephone: 727-562-4567
 Fax: 727-562-4865

CASE #: SGN or CSP _____ - _____ DATE RECEIVED: _____ RECEIVED BY (staff initials): _____
--

- SUBMIT ORIGINAL SIGNED AND NOTARIZED APPLICATION
- SUBMIT ONE (1) COPY OF THE FOLDED PLANS (see C, D, & E below)
- SUBMIT APPLICATION FEE \$ 400.00

COMPREHENSIVE SIGN PROGRAM APPLICATION

(Revised 06/05/08)

~PLEASE TYPE OR PRINT~

***GENERAL PRINCIPLES:** The intent of the Comprehensive Sign Program is to provide private property owners and businesses with flexibility to develop innovative, creative and effective signage and to improve the aesthetics of the City of Clearwater. This program provides an alternative to minimum standard signage subject to flexibility criteria, which ensure that signage will not have an adverse impact on the aesthetics, community character and quality of life of the City of Clearwater.*

A. PROJECT LOCATION:

PROJECT ADDRESS(ES): _____

PARCEL NUMBER(S): _____

B. APPLICANT, PROPERTY OWNER AND AGENT INFORMATION:

APPLICANT NAME: _____

APPLICANT EMAIL: _____

MAILING ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE NUMBER: _____ FAX NUMBER: _____

PROPERTY OWNER(S): _____
 (Must include ALL owners)

OWNER(S) EMAIL: _____

AGENT NAME: (Contact Person) _____

AGENT EMAIL: _____

MAILING ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE NUMBER: _____ FAX NUMBER: _____

Check if AGENT is Contractor
 Sign Contractor Name: _____ State License Number: _____

C. PROOF OF OWNERSHIP AND SURVEY: (Code Section 4-202.A.5)

- SUBMIT A COPY OF THE TITLE INSURANCE POLICY, DEED OR AFFIDAVIT ATTESTING TO THE OWNERSHIP OF THE PROPERTY
- PROVIDE A SIGNED AND SEALED SURVEY OF THE PROPERTY

D. SIGN PLAN AND ELEVATION PLAN SUBMITTAL REQUIREMENTS: (Code Sections 4-1008 and 4-202.A.23)

- 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 the 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.
 - ___ Color building elevations, to scale, for all facades of any building with proposed and existing attached signage;
 - ___ Master sign plan for shopping centers and office parks, to include all signs;
 - ___ Site data table, to include how all proposed signs (existing and new, name each one with a title) meet code requirements, with a calculation worksheet; and
 - ___ Number, type, location and surface area of all existing signs on the same property and or building on which the sign is to be located.

E. SITE PLAN SUBMITTAL REQUIREMENTS: (Code Section 4-1008 & Section 4-202)

- 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;
 - ___ Footprint and size of all buildings and structures;
 - ___ All required five-foot setbacks as measured from 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 freestanding (including directional) signs proposed and existing (indicate whether to be removed);
 - ___ Location with labels of all attached signs, proposed and existing (indicate whether to be removed);
 - ___ Show all property lines;
 - ___ Identification of water courses, wetlands, tree masses and specimen trees, including description and location of under story, ground cover vegetation and wildlife habitats or other environmental unique areas;
 - ___ Sight visibility triangles shown 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.

F. WRITTEN SUBMITTAL REQUIREMENTS: (Code Section 3-1807.C)

Signage proposed as part of a Comprehensive Sign Program may deviate from the minimum sign standards in terms of numbers of signs per business and/or parcel of land, maximum area of 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 outlined below. As part of the program, all sign types shall be reviewed for the business and/or the development parcel to achieve compliance in so far as possible with these current regulations. A master sign program for shopping centers, including all out parcels, and office complexes shall include all types of signs for all tenants/uses within the development parcel. These will be reviewed as a Comprehensive Sign Program application.

All existing and proposed signs must be architecturally integrated into the design of the building and/or site using similar and coordinated design and style features, **materials and colors, etc.** Attached signs shall be horizontally and vertically proportionately located on each façade with no protrusions above roof lines, over windows, trim, cornices or other building features.

Provide complete responses to the COMPREHENSIVE SIGN PROGRAM CRITERIA including how the criteria are met:

1. **Architectural Theme.** How is the design, character, location and/or materials of all signs proposed in the comprehensive sign program demonstrably more attractive than signs otherwise permitted on the parcel proposed for development under the minimum signs standards? Additionally, demonstrate how the proposed signage improves the community character. Further, explain how all signs are architecturally integrated into/with the design of the building and/or site using similar and coordinated design features, materials and colors, etc.

2. **Height.** Describe how the height of all freestanding signs proposed through the Comprehensive Sign Program relate to the design of the sign and not exceed 14 feet in height?

3. **Total Area of Sign Faces.** *Height, Area, Number and Location of Signs.* The height, area, number and location of signs permitted through the Comprehensive Sign Program shall be determined based on the criteria below.

Overall size of site: _____

What is the distance in linear feet, from the building setback line to the sign location? _____

What is the frontage in linear feet? _____

What is the proposed use? _____

What is the size of the buildings (in square feet) on site? _____

How do pedestrians and motor vehicles access the site? _____

Describe pedestrian and motor vehicular site and roadway visibility _____

Describe the intended traffic circulation pattern: _____

What is the hierarchy of signage? _____

4. **Elimination of Unattractive Signage.** How does the signage proposed result in the elimination of existing unattractive signage or result in an improvement to the appearance of the parcel proposed for development in comparison to signs otherwise permitted under the minimum sign standards?

5. **Special Area or Scenic Corridor Plan.** If the signage proposed is located in the Downtown (D) or Tourist (T) district explain how the proposed signage is consistent with the appropriate adopted design guidelines.

Questions on the application? For any questions please call the City of Clearwater Planning Department at 562-4567.



**CITY OF CLEARWATER
AFFIDAVIT TO AUTHORIZE AGENT
PLANNING DEPARTMENT**

MUNICIPAL SERVICES BUILDING, 100 SOUTH MYRTLE AVENUE, 2nd FLOOR
PHONE (727) 562-4567 FAX (727) 562-4865

(Name of all property owners)

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

(Address or General Location)

2. That this property constitutes the property for which a request for a:

(Nature of request)

3. 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;

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

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

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 deposes and says that he/she fully understands the contents of the affidavit that he/she signed.

Notary Public

My Commission Expires: