ORDINANCE NO.2009-42

AN ORDINANCE OF THE CITY OF LARGO, FLORIDA, AMENDING THE CITY OF LARGO COMPREHENSIVE DEVELOPMENT CODE (CDC) BY AMENDING SECTIONS 9100 "CLEARWATER-LARGO ROAD COMMUNITY REDEVELOPMENT DISTRICT (CLR-CRD)" AND SECTION 9200 "WEST BAY DRIVE COMMUNITY REDEVELOPMENT DISTRICT (WBD-CRD)" TO ALLOW FOR GREATER SIGN AREA FOR HIGH RISE BUILDINGS OVER THREE STORIES; PROVIDING FOR REPEAL OF ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City Commission of the City of Largo, Florida, adopted Ordinance No. 2007-27 on June 5, 2007, which revised and updated the sign standards in the City of Largo Comprehensive Development Code (CDC);

WHEREAS, the City Commission has determined the need to update and revise the sign standards relative to signs in the Community Redevelopment Districts to allow for more sign area for high rise buildings;

WHEREAS, the City Commission wishes to continue to prohibit certain sign types;

WHEREAS, the Florida Constitution states that it shall be the policy of the state to conserve and protect its scenic beauty;

WHEREAS, the City Commission finds and determines that the City's sign regulations are concerned with the secondary effects of speech, including but not limited to aesthetics, and traffic safety, and are not intended to regulate viewpoints or censor speech, but rather are content neutral;

WHEREAS, the City Commission finds and determines that the following amendments are consistent with all applicable policies of the City's adopted Comprehensive Plan; and

WHEREAS, the City Commission finds and determines that the following amendments will not result in incompatible land uses.

NOW, THEREFORE, THE CITY COMMISSION OF THE CITY OF LARGO HEREBY ORDAINS:

SECTION 1. That Subsection 9100 (D) (9) "Clearwater-Largo Road Community Redevelopment District (CLR-CRD), Development Standards" is hereby amended to read as follows:

. . .

(D) Development Standards

. . .

(9) Signage: This section shall be applicable to all signage within the Clearwater-Largo Road Community Redevelopment District. Signage shall be built at a pedestrian scale and integrated with the associated building's architectural style. Signage shall comply with the following standards:

(a) **Freestanding signs**: A (re)development shall be permitted one (1) freestanding sign,

monument type only, in compliance with the maximum sign dimensions established in Figure 9100. An additional freestanding monument sign shall be allowed if the (re)development has more than five hundred (500) linear feet of road frontage on a single roadway, or if the (re)development takes vehicular traffic from more than one arterial roadway. One (1) A-frame sign shall be allowed per separate businesses provided it complies with the City determined materials and dimensions. All A-frame signs shall have a molded white PVC plastic frame with a hollow core (for adding ballast) and a molded plastic handle formed into the top. The maximum overall dimensions shall be 26 by 42 inches with a two (2) foot by three (3) foot sign area.

(b) **Wall signs**:

1. One (1) projecting sign shall be allowed for each separate business located within a (re)development.

2. Wall/canopy signs shall be allowed for each separate business within a (re)development in accordance with the maximum dimensions established in Figure 9100.

3. Signs located on (or overhanging upon) a public right-of-way shall require a hold harmless agreements to indemnify the City from any and all loss resulting from injury to, or death to, persons or damage to property arising out of, resulting from, or in any manner caused by the presence, location, use, operation, installation, maintenance, replacement, or removal of such canopy area.

(c) **Transfer of allowable freestanding sign area**: Allowable freestanding sign area may be transferred and added to the maximum allowable wall signage. The additional sign area allowed for buildings over three (3) stories cannot be transferred to projecting signs, monument signs, or signs located below the third (3rd) story.

(d) **Maximum sign dimensions shall be as follows**:

Figure 9100
MAXIMUM SIGN DIMENSIONS: CLEARWATER-LARGO ROAD CRD

Linear Feet of Road Frontage	**Monument Signs**		**Projecting Signs**	**Wall/Canopy Signs**
	Sign Face Area	*Sign Height*	*Sign Face Area*	*Sign Face Area*
100 or less	24 sq. feet	8 feet	8 sq. feet	50 sq. feet
More than 100 and less than 200	48 sq. feet	8 feet	8 sq. feet	60 sq. feet
200 to 500	60 sq. feet	8 feet	8 sq. feet	70 sq. feet
More than 500 and/or Frontage on more than one roadway	2 signs @ 60 sq. feet	8 feet	2 signs @ 8 sq. feet each	100 sq. feet

Buildings over three (3) stories				Additional sign area shall be permitted above the third floor of the building. The allowable sign area shall be 3.0 square feet per each vertical feet of building height (excluding antennas and other attachments) up to a maximum of 300 square feet.

(e) Aesthetic Standards:

1. Signage shall include at least one (1) color from the building color scheme.

2. Signage shall be integrated with the design and materials of the building. For example, the base of a sign may be made of the same materials as the building and may echo the style of the building facade.

(f) **Trail Related Uses**: Trail related uses which abut the Pinellas Trail shall be allowed one (1) additional wall sign or projecting sign not to exceed thirty-two (32) square feet located on the side of the building facing the Pinellas Trail.

(g) **Decorative banners**: Banners erected by the City of Largo to promote City sponsored events are permitted. All banners shall be uniform and complimentary to the streetscape.

SECTION 2. That Subsection 9202 (J) Signage "CRD-WBD Development Standards" is hereby amended to read as follows:

(J) **Signage**: Signage shall be built at a pedestrian scale and integrated with the associated building's architectural style. Signage shall comply with the standards of Section 6500, except as noted below:

(1) **Freestanding signs**:

(a) A (re)development shall be permitted one (1) freestanding monument sign, in compliance with the maximum sign dimensions established in Figure 9200. An additional freestanding monument sign shall be allowed if the (re)development has more than five hundred (500) linear feet of road frontage on a single roadway, or if the (re)development takes vehicular traffic from more than one arterial roadway.

(b) One (1) A-frame sign shall be allowed per separate business provided it complies with City determined materials and dimensions. All A-frame signs shall have a molded white PVC plastic frame with a hollow core (for adding ballast) and a molded plastic handle formed into the top. The maximum overall dimensions shall be 26 by 42 inches with a two (2) foot by three (3) foot sign area.

(2) **Wall signs**:

(a) One (1) projecting sign shall be allowed for each separate business located within a (re)development.

(b) One or more wall/canopy signs shall be allowed for each separate business within a (re)development.

(c) Signs located on (or overhanging upon) a public right-of-way shall require a hold harmless agreement to indemnify the City from any and all loss resulting from injury to, or death to, persons or damage to property arising out of, resulting from, or in any manner caused by the presence, location, use, operation, installation, maintenance, replacement, or removal of such canopy area.

(3) **Transfer of allowable freestanding sign area**: Allowable freestanding sign area may be transferred and added to the maximum allowable wall signag. The additional sign area allowed for buildings over three (3) stories cannot be transferred to projecting signs, monument signs, or signs located below the third (3rd) story.

(4) **Signage maximum dimensions:**

Figure 9200
MAXIMUM SIGN DIMENSIONS: WEST BAY DRIVE CRD

Linear Feet of Road Frontage	**Monument Signs**		**Projecting Signs**	**Wall/Canopy Signs**
	Sign Face Area	*Sign Height*	*Sign Face Area*	*Sign Face Area*
100 or less	24 sq. feet	8 feet	8 sq. feet	50 sq. feet
More than 100 and less than 200	48 sq. feet	8 feet	8 sq. feet	60 sq. feet
200 to 500	60 sq. feet	8 feet	8 sq. feet	70 sq. feet
More than 500 and/or Frontage on more than one roadway	2 signs @ 60 sq. feet	8 feet	2 signs @ 8 sq. feet each	100 sq. feet
Buildings over three(3) stories				Additional sign area shall be permitted above the third floor of the building. The allowable sign area shall be 3.0 square feet per each vertical feet of building height (excluding antennas and other attachments) up to a maximum of 300 square feet.

(5) **Aesthetic Standards**:

(a) Signage shall include at least one (1) color from the building color scheme.

(b) Signage shall be integrated with the design and materials of the building. For example, the base of a sign may be made of the same materials as the building and may echo the style of the building facade.

(6) **Trail related uses**: Trail related uses which abut the Pinellas Trail shall be allowed one additional wall sign or projecting sign not to exceed thirty-two (32) square feet located on the side of the building facing the Pinellas Trail.

(7) **Decorative banners** : Banners erected by the City of Largo to promote City sponsored events are allowed. All banners shall be uniform and complimentary to the streetscape.

...

SECTION 3. Any ordinance, resolution, code provision, or other regulation relating to signs enacted prior to the effective date of this ordinance is hereby repealed to the extent of any inconsistency herewith.

SECTION 4. It is the intention of City Commission and it is hereby ordained that the provisions of this ordinance shall become and be made a part of the City of Largo's CDC and that the Sections of this Ordinance may be renumbered, relettered, and the word “Ordinance” may be changed to “Section,” Article,” or such other word or phrase in order to accomplish such intention.

SECTION 5. This ordinance shall become effective immediately upon its passage and adoption.

APPROVED ON FIRST READING_____

PASSED AND ADOPTED ON
SECOND AND FINAL READING_____

ATTEST:

_____
Mayor

_____
City Clerk

REVIEWED AND APPROVED:

_____
City Attorney