



Section 12.1 Purpose and Intent - It is the purpose of this Section to promote the public health, safety and general welfare of the City of Largo through reasonable, consistent and non-discriminatory sign standards. The sign regulations in this Section are not intended to censor speech or regulate viewpoints, but instead are intended to regulate the time, place and manner of speech as well as regulate the impact signs have on aesthetics and traffic and pedestrian safety. In order to preserve and enhance the City of Largo as a desirable community in which to live, visit, and do business, a pleasing, visually attractive environment is of the foremost importance. These sign regulations have been prepared with the intent of enhancing the visual environment of the City of Largo and promoting its continued well-being and are intended to:

- A. Encourage the effective use of signs as a means of communication in the City;
- B. Maintain and enhance the aesthetic environment and thereby the City's ability to attract sources of economic development and growth, including enhancing the tourism industry;
- C. Improve pedestrian, bicyclist and motorist safety;
- D. Minimize the possible adverse affect of signs on nearby public and private property;
- E. Foster the integration of signage with architectural and landscape designs;
- F. Lessen the visual clutter that may otherwise be caused by the proliferation, improper placement, illumination, animation, excessive height, and excessive size (area) of signs which compete for the attention of pedestrian and vehicular traffic;
- G. Allow signs that are compatible with their surroundings and contribute to wayfinding, while precluding the placement of signs that contribute to sign clutter or that conceal or obstruct adjacent land uses or signs;
- H. Encourage and allow signs that are appropriate to the land use designation in which they are located and consistent with the category of use and function to which they are located and consistent with the category of use and function to which they pertain;
- I. Establish sign size in relationship to the scale of the lot and building on which the sign is to be placed or to which it pertains;
- J. Categorize signs based upon the function that they serve and tailor the regulation of signs based upon their function;
- K. Preclude signs from conflicting with the principle permitted use of the site and adjoining sites;
- L. Regulate signs in a manner so as to not interfere with, obstruct the vision of or distract motorists, bicyclists or pedestrians;
- M. Except to the extent expressly preempted by state or federal law, ensure that signs are constructed, installed and maintained in a safe and satisfactory manner, and protect the public from unsafe signs;
- N. Preserve, conserve, protect and enhance the aesthetic and scenic beauty of the City;
- O. Allow for traffic control devices consistent with national standards and whose purpose is to promote highway safety and efficiency by providing for the orderly movement of road users on streets and highways, and that notify road users of regulations and provide warning and guidance needed for the safe, uniform and efficient operation of all elements of the traffic stream;



P. Protect property values by precluding to the maximum extent possible sign-types that create a nuisance to the occupancy or use of other properties as a result of their size, height, illumination, brightness or movement;

Q. Protect property values by ensuring that sign-types, as well as the number of signs, are in harmony with buildings, neighborhoods and conforming signs in that area;

R. Regulate the appearance and design of signs in a manner that promotes and enhances the beautification of the City and that compliments the natural surroundings in recognition of this City's reliance on its natural surroundings and beautification efforts in retaining economic advantage for its resort community, as well as for its major office and industrial parks;

S. Streamline the approval process by requiring master signage plans, and

T. Enable the fair and consistent enforcement of these sign regulations.

Section 12.2 Authority - This Section of the CDC implements the policies of the adopted Comprehensive Plan and the requirements of Florida Statue 163.3202(2)(f).

Section 12.3 Applicability

A. This Section applies to all new and existing development within the City.

B. This Section applies to all permanent signs within the City, without regard to whether a sign contains commercial or noncommercial copy.

C. This Section also applies to temporary signs, both with and without commercial copy.

D. Signs are regulated to the extent necessary to accomplish the above-stated objectives without interfering with the right to free speech.

Section 12.4 Permitting Requirements

12.4.1 Permit Issuance - No person shall erect, repair, alter, enlarge, extend, rebuild, or relocate any sign or its lighting source that is visible from a public right of way and otherwise allowed under this Section, whether permanent or temporary, unless a Development Permit (DP) has first been issued for the site.

In addition, a building permit shall be obtained to erect those signs or sign structures subject to the Florida Building Code. The requirement of a Building Permit is separate and in addition from the requirements of a DP.

A. Form/content of permitting submissions -

A permit application for a permanent sign shall be made upon the City's application form. The application shall be accompanied by plans and specifications drawn to scale, together with any site plan required by this Section or the DCO. The City may require additional information to insure compliance with this Section. The applicant shall furnish the following information on or with the DP application form:

(1) A legal survey of the real property where the sign is proposed to be located, showing the location and dimensions of all property lines, right of way lines, easements, and improvements within and adjacent to the property;

(2) The land use designations for the real property on which the sign will be located;

(3) The name, mailing address and telephone number of the owner(s) of the real property where the sign is proposed to be located;



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- (4) A notarized statement of authorization signed by the owner(s) consenting to the placement of the proposed sign on the real property as well as a letter of "No Objection" from Duke Energy for any signs (with the exception of non conventional forms of advertisement) located within ten (10) feet of the right of way or of a utility easement;
- (5) The name, mailing address and telephone number of the sign contractor;
- (6) Type of proposed sign (e.g., wall sign, freestanding monument sign);
- (7) The square footage of the surface area of the proposed sign;
- (8) If applicable, the setbacks for the proposed sign;
- (9) The value of the proposed sign;
- (10) If the proposed sign is a wall or window sign, the building frontage for the building to which the attached sign shall be affixed;
- (11) The number, type, location, and surface area for all existing signs on the same parcel and/or building on which the sign will be located;

- (12) Indication of whether the proposed sign will be an illuminated or non-illuminated sign; and
- (13) If the proposed sign is to be located on a parcel immediately adjacent to US Highway 19, a legal boundary survey must be submitted for the subject parcel depicting the highest point of US Highway 19 adjacent to the subject parcel(s)' property line(s). The highest point of US Highway 19 adjacent to the subject parcel(s) shall be measured as described in Section 12.7.3.C.
- (14) If the proposed sign is a freestanding monument sign:
 - i. The lot frontage on all adjacent rights-of-way.
 - ii. The height of the proposed sign.
 - iii. If the applicant for a proposed sign wishes to measure sign height from the crown of the adjacent roadway, a legal boundary survey must be submitted for the subject parcel depicting the roadway crown elevation.
- (15) Master Sign Plan – see Section 12.4.3.

B. Application submission - An applicant shall deliver a Development Permit application to the Building Official along with all applicable permit fees. No permit shall be issued until the appropriate application has been filed with the Building Official and/or his or her designee, or such other person as may be designated by the DCO, and all permit fees have been paid.

If the Development Permit application is granted, the permit holder shall furnish the Building Official and/or his designee, with photographs of the sign in place within thirty (30) days after the sign is altered or constructed, and which shall show compliance with any and all height, size, setback, or other requirements of this Section.

C. Review process

(1) Review criteria - The Development Permit application shall be reviewed for a determination of whether the proposed sign meets the applicable requirements of this Section and consistency with the approved master signage plan (Section 12.4.3) for the property as well as any applicable provision of the CDC.



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(2) Application Review Deadlines: The review of the development permit application shall be completed within fifteen (15) business days after the receipt of the completed application by the Community Development Department. The application shall be granted or denied within that time frame. If the application is denied, the reasons for denial shall be set forth in writing and delivered to the applicant within fifteen (15) business days.

D. Inspections - The Community Development Department may make, or require, any inspections to ascertain compliance with the provisions of this Section or any other Section of the CDC, and other applicable laws and regulations.

E. Hardship relief and appeals - See Section 12.4.5.

F. Nonconforming signs present - No DP application shall be approved for a property containing nonconforming signs, unless the nonconforming signs will be made conforming pursuant to conditions of the permit approval.

G. Failure to obtain a permit - Any work performed without a DP when one is required, shall result in the entire sign being considered illegal and subject to immediate removal at the property owner's expense. Should it be determined that the sign is legally permissible, the property owner shall pay three times the normal application fee to obtain a DP to retain the sign.

12.4.2 Exceptions - No permit shall be required to perform actions included within this Section:

A. Replaceable copy on sign - Change the copy on a conforming sign which is specifically designed for the use of replaceable copy. This shall include the replacement of sign panels, provided it does not materially alter the sign structure.

NOTE: This provision does not exempt a property owner from the requirement to bring nonconforming signs into conformance, when applicable.

B. Simple, nonstructural maintenance - Simple nonstructural maintenance of a sign which shall include:

(1) Paint, stucco, or other similar treatments applied to the sign's structure to improve aesthetics and/or inhibit rust and deterioration; and

(2) Replacement of defective parts and expendable components (e.g., lighting elements, vinyl letters).

C. Exempt signs - Signs that are exempt from permit requirements are listed in Section 12.10. However, it is the property owner's responsibility to ensure that exempt signs are:

(1) Adequately designed and installed to preserve public safety;

(2) Removed if necessary, to avoid injuries and/or property damage which may result from the sign being dislodged during inclement weather. Property owners should consult either a licensed contractor, structural engineer, or the Building Official about proper design and installation;

(3) Erected in compliance with the standards set forth in this Section.



12.4.3 Master Sign Plan Permitting Requirements

A. Objective - To provide information about what signs already exist on a property when an application for a development permit is made; to eliminate the need to recompute the dimensions and location of each permitted sign when a sign administration or enforcement question arises; and to provide for signs commensurate with the identification needs of larger, multi-tenant sites.

B. Applicability - No Development Order (DO) or DP shall be issued unless either a master sign plan is submitted and approved for the property, or an approved master sign plan, consistent with the standards of this Section, is on file with the Community Development Department. A master sign plan may be amended by filing a new master sign plan, which is approved pursuant to the procedures and terms of this Section. A master sign plan shall be required under the following circumstances:

- (1) All applications for a DO to develop or redevelop a property;
- (2) All applications for a DP involving a sign or its light source; and

(3) All applications for a DP involving exterior renovations to a building with attached signs.

C. Submission requirements - The master signage plan for a property shall consist of the following:

- (1) Master sign plan application form signed by the property owner, or authorized designee, indicating the property owner's consent to the plan.
- (2) Current legal survey, or site plan, showing the location and dimensions of all property lines, right-of-way, easements, and improvements (buildings, driveways, etc.) within and adjacent to the property.
- (3) The location of all existing and proposed freestanding signs must be indicated.
- (4) Elevation drawings showing the location and dimensions of all existing and proposed signs attached to buildings, including but not limited to wall, canopy, and projecting signs. When a building is occupied by multiple tenants, the drawings shall also indicate each occupant's linear building frontage.

(5) Scale drawings showing the dimensions and construction of all existing and proposed sign structures. Drawings for new signs, or existing signs being altered, shall be signed and sealed by a registered engineer.

12.4.4 Conditions of Development Permit

A. Duration of permit - If the work authorized under a development permit has not been completed within six (6) months after the date of issuance, the permit shall become null and void and a new application for a development permit shall be required. Issuance of a development permit shall in no way prevent the City from later declaring the sign to be nonconforming or unlawful if, upon further review of available information, the sign is found not to comply with the requirements of this Section of the CDC.



B. Revocation of Development Permit - If the work under any development permit is proceeding in violation of this Section, any other ordinance of the City, or should it be found that there has been any false statement or misrepresentation of a material fact in the application or plans on which the permit was based, the permit holder shall be notified of the violation. If the permit holder fails, refuses or is otherwise unable to make corrections within ten (10) days of his or her receipt of the notification, the Community Development Department may revoke such permit and serve notice upon such permit holder. Such notice shall be in writing and signed by the Building Official and/or his or her designee. It shall be unlawful for any person to proceed with any part of the work after such notice is issued.

C. Maintenance of signs - All visible portions of a sign and its supporting structure shall be maintained in a safe condition, so as not to be detrimental to public health and safety, and in neat appearance according to the following:

- (1) If the sign is lighted, all lights shall be maintained in working order and functioning in a safe manner.
- (2) If the sign is painted, the painted surface shall be kept in good condition.

(3) Every sign shall be kept in such manner as to constitute a complete or whole sign.

(4) No trash shall be allowed to accumulate in the area around a sign and all weeds shall be kept out.

D. Enforcement - Any sign found to be in a state of disrepair shall be declared a nuisance and must be brought into compliance or removed within thirty (30) days of written notice to both the property owner and occupant of the property. Upon failure to comply, the City may remove the sign at the property owner's expense. Abandoned or damaged signs shall comply with the requirements of Section 13.6.2.

12.4.5 Hardship Relief and Appeals

A. Determination - Determination of hardship relief and appeals are vested in the Planning Board. The basis for hardship relief requests and appeals shall be as follows:

(1) Hardship relief requests - Hardship relief from the terms of this Section may be justified where, owing to special conditions beyond the control of the owner of the affected property, a literal enforcement of the provisions of this Section will result in undue hardship, and so that

the spirit of the requirements of this Section shall be observed, the public interest upheld, and substantial justice done.

(2) Appeal of administrative decision - Whenever it is alleged that there has been an error in any order, action, decision or determination by the Community Development Department in the enforcement and application of any provision contained within this Section or any other provisions of the CDC pertaining to development permits for a sign pursuant to this Section (including any allegation that an administrative official has failed to act within applicable time frames), the owner of the affected property may file a written appeal with the Planning Board.

a. Appeal application requirements - The written appeal to the Planning Board shall be filed by the property with the Community Development Department within thirty (30) days of the date of the order, action, decision or determination of the Community Development Department from which the applicant wishes to appeal. The written appeal shall describe the alleged error and the applicable provisions of this Section or the City's Code pertaining to the administrative official's order, action, decision, determination or failure to act.



b. Appeal fee requirements - A fee must be submitted in the amount set forth in Appendix B, Section 4 of the City's Fee Schedule.

B. Planning Board hearing - The Planning Board shall hold a hearing within forty five (45) days following receipt of the written hardship request or appeal by the affected property owner. The criteria contained within Section 4.3 of this CDC shall apply to the Planning Board's review of the hardship request or appeal.

(1) Planning Board decision time line - The Planning Board shall render a decision within ten (10) days following the close of the hearing. If the Planning Board does not render a decision within (10) days following the hearing, the hardship relief request or appeal shall be deemed denied as of that date.

C. Appeal to the City Commission - As provided for in Section 6.05 of the Largo City Charter, decisions of the Planning Board may be appealed by the original case applicant or an intervening party of the Planning Board case to the City Commission by filing an application within thirty (30) days of the decision and paying the application fee established by the current fee schedule.

At that time, the City Commission shall consider whether the proposed sign and/or sign structure complies with these sign regulations, the criteria set forth in Section 4.4 (Hardship) or Section 4.5 (Appeal of Administrative Decision) of the CDC as well as all other applicable provisions set forth in the CDC. The City Commission shall grant, grant with conditions, or deny the appeal within seven (7) days after such hearing. This information shall be set forth in writing and delivered to the appellant, within seven (7) days after such hearing.

D. Judicial review by the Circuit Court - The original applicant or intervening party shall have the right to seek judicial review by the Circuit Court or any other court of competent jurisdiction, within thirty (30) days of the decision by petition for writ of certiorari and shall file the same in accordance with the requirements of the law.

Section 12.5 Illegal and Prohibited Signs

12.5.1 Objective - To prevent the proliferation of uncontrolled signage that is detrimental to the welfare of the community.

12.5.2 Applicability

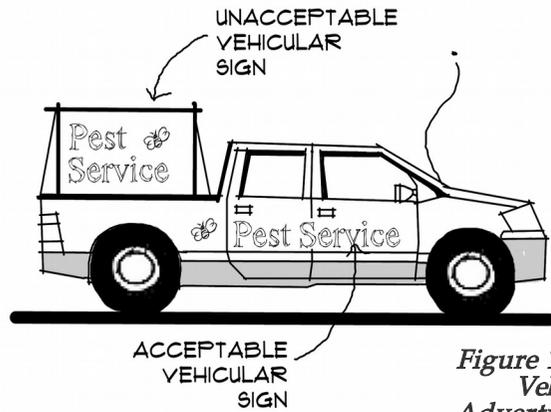
A. Illegal signs - An illegal sign is any sign erected or altered without a permit, or erected in non-compliance with the CDC as it existed at the time of the erection or alteration of the sign.

B. Prohibited signs - A prohibited sign is any sign not identified in this Section as an allowable sign. Examples of prohibited signs include, but are not limited to the following:

- (1) Bench signs;
- (2) Animated signs and attention getting devices (such as pennants, buntings, festoons, streamers, balloons, strobe lights, beacon lights and search lights);
- (3) Portable signs (such as snipe signs, bandit signs and signs on wheels, or portable structures);
- (4) Signs that emit audible sound, odor, or gaseous matter such as smoke or steam;
- (5) Signs on vehicles used as an advertising platform; and
- (6) Any sign mounted, attached, or painted on a trailer, boat, or motor vehicle when parked, stored, or displayed conspicuously on any property in a manner intended to attract attention of the public for the purpose of advertising or identifying the business premises. This provision excludes signs indicating the name of the owner or business that are permanently painted or wrapped on the surface



of the vehicle, adhesive vinyl film affixed to the interior or exterior surface of a vehicle window, or signs magnetically attached to motor vehicles or rolling stock that are actively used in the conduct of the business. Such vehicles shall be operable and parked in a lawful manner.



*Figure 12-1:
Vehicle
Advertising
Example*

12.5.3 Enforcement - Due to the inexpensive nature of most illegal and prohibited signs and the administrative burden which would be imposed by elaborate procedural prerequisites prior to their removal, the City shall remove, or caused to be removed, illegal or prohibited signs in accordance with the following procedures:

A. 24-hour notice - Any illegal or prohibited sign located on private property must be brought into compliance or removed within twenty-four (24) hours of written notice to the property owner and/or occupant of the property. Upon failure to

comply, illegal or prohibited signs may be removed and impounded by the City.

B. Removal and disposal - Any illegal or prohibited sign located on public property or right-of-way shall be considered abandoned and may be removed and disposed of without prior notice.

C. Release of impounded signs - The sign's owner may secure the release of an impounded sign upon payment of the cost incurred in removing the sign, plus daily storage fees. Signs not reclaimed within thirty (30) days shall become property of the City and may be disposed of or used as deemed appropriate by the City. The City may remove non-permitted and illegal signs at the sign owner's expense, and the City shall not be held liable for damage or disposal of such sign.

Section 12.6 Nonconforming, Abandoned and Damaged Signs

12.6.1 Nonconforming Signs

A. Objective - To have all previously permitted signs which no longer conform to the standards of this CDC (legal, nonconforming signs) within the City of Largo removed in an expeditious manner, while minimizing the cost associated with removal.

B. Applicability - Removal of all signs nonconforming with the Section shall be required when a period of twelve (12) years has passed since the date of the passage and adoption of this Section on June 5, 2007 by the Largo City Commission (amortization period). Sale of the property shall not relieve subsequent owners of the requirement to come into compliance within this amortization period. Allowable signage for developed properties shall be based on the underlying land use designation for the property. No freestanding signs shall be permitted on undeveloped property. The type, number, and dimensional standards for allowable signage shall be shown on a master sign plan pursuant to the requirements of this Section.

C. Removal - Removal of all nonconforming signs shall also be required, prior to the completion of the twelve (12) year amortization period, when one or more of the following circumstances apply to a property containing nonconforming signs:

- (1) A Development Permit (DP) is required for work on a new or existing sign or its light source;
- (2) A DP is required for exterior renovations to a building with attached signs;



(3) A DO is required for development or (re)development of the property (e.g., a Level II Full Scale Review as described under Section 3.1.2, above);

D. Exemptions - A Building Permit may be issued for the repair of a damaged, nonconforming sign if it is damaged by any means, method or event such that the repair cost is twenty-five (25) percent or less of its replacement value. The repair must be completed within ninety (90) days of the written notification from the City of Largo. If the repair cost is more than twenty-five (25) percent of its replacement value, the sign may not be repaired, reconstructed or restored for use except as a conforming sign in compliance with the requirements of this chapter and the Florida Building Code. Replacement value is defined as the cost to replace the nonconforming sign with a conforming sign in compliance with the requirements of this chapter and the Florida Building Code. If the repair cost of a damaged, nonconforming sign governed by this provision has been determined to be twenty-five (25) percent or less of the replacement value as defined above, and the repair is not completed within ninety (90) days of the written notification from the City of Largo, then the damaged, nonconforming sign must be replaced with a conforming sign.

E. Removing nonconforming signs

(1) Property owners may enter into an agreement with the City of Largo to remove any nonconforming signs on their property prior to the conclusion of the required amortization period in Section 12.6.1 above. Subsequent to entering into an agreement and the approval of a new master signage plan, development permits may be issued for the property. Nonconforming signs shall be brought into conformance within ninety (90) days after entering into the agreement.

(2) Properties annexed into the City are granted a ten (10) year amortization period, from the date of annexation, in order to come into compliance with this Section.

F. Tiered early sign replacement program

(1) Purpose – The provisions contained in this Section are intended to encourage the owners of existing, legally non-conforming pole signs to bring them into early compliance with the sign regulations of this CDC.

(2) Applicability – Applies to all legally non-conforming pole signs outside of the West Bay Drive and Clearwater Largo Road CRDs. The

incentive program began on October 1, 2012 and ends on September 20, 2016. Applicable sign bonuses, described below, may be applied to a freestanding sign during that period or may alternatively be applied to wall signage at a later date. Any future increase in wall signage area is only applicable to the current property owner and may not be transferred to any successor in interest.

(3) Bonus provisions – bonus provisions are limited to the following dates, terms, and financial assistance amounts:

a. If an existing pole sign is made conforming between October 1, 2012 and September 30, 2014, a twenty-five (25) percent increase in the monument sign area square footage allowed pursuant to this chapter of this CDC, up to an additional thirty (30) square feet for monument signs, shall be granted. The property owner alternatively may apply the twenty-five (25) percent increase in sign area to existing wall signage. If the property owner chooses to use the twenty-five (25) percent increase in sign area for wall signage, the property owner may save the twenty-five (25) percent increase for use at a later date to be used for future wall sign(s). The twenty-five (25) percent increase in



wall sign area is applicable to the current property owner only and is not transferable to any successor in interest. If the property owner chooses to utilize the twenty-five (25) percent increase for a monument sign, the monument sign shall be considered a conforming use until such time as the monument sign is redeveloped, abandoned or removed, or the property is sold to a new owner, at which time the property owner will have the obligation to bring the sign into compliance with the current sign regulations. If the property owner utilizes the additional square footage for wall signage, the wall signage shall be considered a conforming use until such time the monument sign is redeveloped, abandoned or removed, or the property is sold to a new owner, at which time the property owner will have the obligation to bring the sign into compliance with the current sign regulations. Additionally, the City will provide financial assistance for up to ten (10) business/property owners, on a first come, first served basis, in the amount of \$200 each for the first year of the program, beginning on October 1, 2012 through September 30, 2013. The funds provided must be used toward payment of fees due to the City of Largo for construction/installation of new monument signs, or for fees associated with the demolition of non-conforming pole signs.

b. If an existing pole sign is made conforming between October 1, 2014 and September 30, 2015, a fifteen (15) percent increase in the monument sign area square footage allowed pursuant to this chapter of this CDC, up to an additional eighteen (18) square feet for monument signs, shall be granted. The property owner alternatively may apply the fifteen (15) percent increase in sign area to existing wall signage. If the property owner chooses to use the fifteen (15) percent increase in sign area for wall signage, the property owner may save the fifteen (15) percent increase for use at a later date to be used for future wall sign(s). The fifteen (15) percent increase in wall sign area is applicable to the current property owner only and is not transferable to any successor in interest. If the property owner chooses to utilize the fifteen (15) percent increase for a monument sign, the monument sign shall be considered a conforming use until such time as the monument sign is redeveloped, abandoned or removed, or the property is sold to a new owner, at which time the property owner will have the obligation to bring the sign into compliance with the current sign regulations. If the property owner utilizes the additional square footage for wall signage, the wall signage shall be considered a conforming use until such time the monument sign is redeveloped, abandoned or removed, or the property is sold to a new owner,

at which time the property owner will have the obligation to bring the sign into compliance with the current sign regulations.

c. b. If an existing pole sign is made conforming between October 1, 2015 and September 30, 2016, a ten (10) percent increase in the monument sign area square footage allowed pursuant to this chapter of this CDC, up to an additional twelve (12) square feet for monument signs, shall be granted. The property owner alternatively may apply the ten (10) percent increase in sign area to existing wall signage. If the property owner chooses to use the ten (10) percent increase in sign area for wall signage, the property owner may save the ten (10) percent increase for use at a later date to be used for future wall sign(s). The ten (10) percent increase in wall sign area is applicable to the current property owner only and is not transferable to any successor in interest. If the property owner chooses to utilize the ten (10) percent increase for a monument sign, the monument sign shall be considered a conforming use until such time as the monument sign is redeveloped, abandoned or removed, or the property is sold to a new owner, at which time the property owner will have the obligation to bring the sign into compliance with the current sign regulations. If the property owner utilizes



the additional square footage for wall signage, the wall signage shall be considered a conforming use until such time the monument sign is redeveloped, abandoned or removed, or the property is sold to a new owner, at which time the property owner will have the obligation to bring the sign into compliance with the current sign regulations.

12.6.2 Abandoned and/or Damaged Signs

A. Objective - To have all abandoned or damaged signs within the City of Largo removed in an expeditious manner, while minimizing the costs associated with removal.

B. Applicability - Any abandoned sign must be removed by the sign owner within ninety (90) days after written notification from the City of Largo.

C. Requirements

(1) Damaged sign - Any damaged sign must be repaired or replaced by the sign owner within ninety (90) days after written notification from the City of Largo.

(2) Abandoned sign - Any sign pertaining to or associated with an event, business, or purpose which is no longer ongoing and which has been inactive or out of business for a period of ninety (90) consecutive days or longer.

Section 12.7 General Sign Standards

12.7.1 Objective - To systematically regulate the use of signs in a manner consistent with the purposes set forth in this Section.

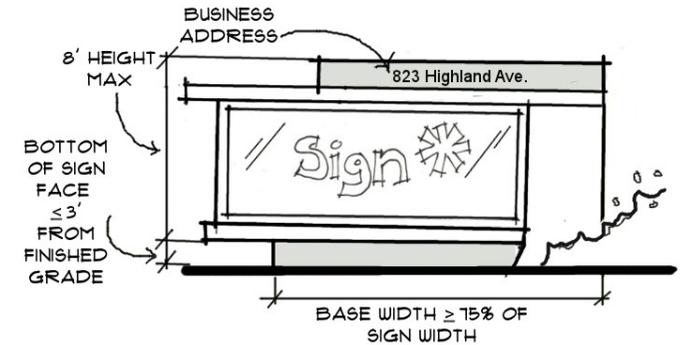
12.7.2 Applicability - Allowable signage for developed properties shall be based on the underlying land use designation for the property. No freestanding signs shall be permitted on undeveloped property. The type, number, and dimensional standards for allowable signage shall be as shown on a master sign plan and as set forth in this Section.

12.7.3 Sign Types/ Area and Height Calculation

A. Freestanding monument sign - All freestanding signs shall be monument style, except for parcels which are located immediately adjacent to the US Highway 19 roadway. A monument sign is a sign with a base that is no less than seventy-five (75) percent of the

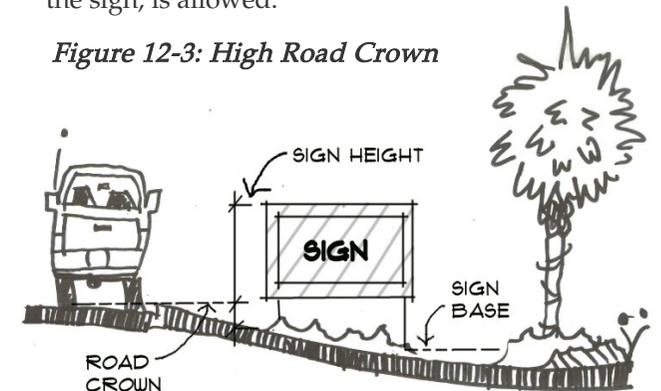
proposed sign width. The distance between the bottom of the sign face and finished grade shall not be more than three (3) feet (see Figure 12-2).

Figure 12-2: Freestanding Monument Sign Dimensions



Height shall be measured from the ground at the base of the sign or crown of the adjacent road, whichever is highest in elevation, to the topmost portion of the sign (see Figure 12-3 and 12-4). No berming under signs, for the purpose of elevating the sign, is allowed.

Figure 12-3: High Road Crown



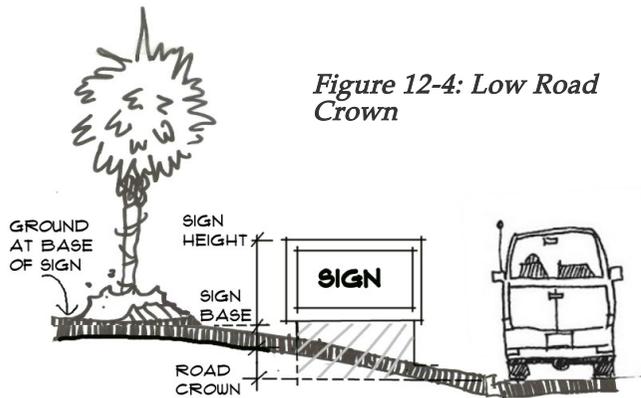
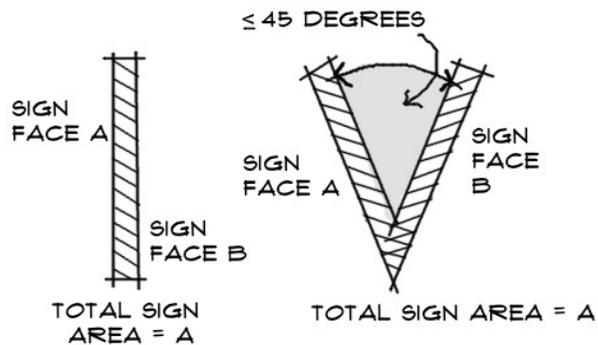


Figure 12-4: Low Road Crown

(1) Signs with more than one display face

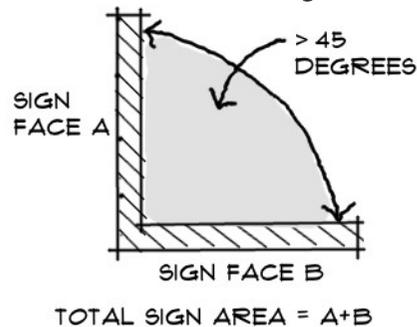
a. If the interior angle between the two (2) faces is forty-five (45) degrees or less, the area to be measured will be the area of the largest face only (see Figure 12-5).

Figure 12-5: Measuring Sign Face, Less than or Equal to 45 Degrees



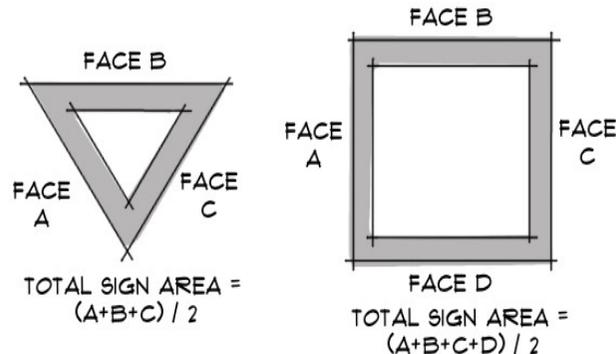
b. If the angle between the two (2) sign faces is greater than forty-five (45) degrees, the Sign Area to be measured will be the sum of the area of the two (2) faces (See Figure 12-6).

Figure 12-6: Measuring Sign Face, Greater than 45 Degrees



c. The sign area for signs with three (3) or four (4) display faces is fifty (50) percent of the sum of the areas of all sign faces (See Figure 12-7).

Figure 12-7: Measuring Sign Face, 3 or 4 Display Faces



B. Wall-mounted signs (glass, canopy, lettering and/or projecting) - Maximum area allowed for wall signs shall be calculated as the lesser of the Aggregate Sign Area defined below, to the maximum square feet shown as follows:

- Industrial or Residential: 50 Square Feet
- Medical-Related/Institutional/Arts/Recreation/Entertainment: 100 Square Feet
- Commercial/Office: 150 Square Feet

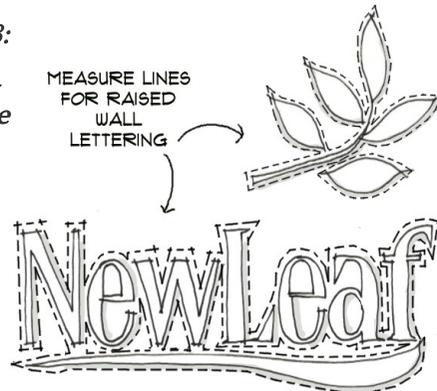
(1) Computation of sign surface of individual cabinet or panel sign (flush elements) - Compute by means of the smallest geometric shape, or combination thereof that will encompass the extreme limit of the copy, representation, logo, emblem, or other display, together with any material or color forming an integral part of the background or the display or used to differentiate the sign from the backdrop or structure against which it is attached or affixed, but not including any support framework, bracing, or decorative fence or wall when such fence or wall otherwise meets the pertinent land use regulations and is clearly incidental to the display itself.



(2) Calculation of sign surface area of individual signs mounted letters or symbols (raised elements)

a. Freestanding property - When a sign is composed of individual mounted letters or symbols, the sign surface area shall be determined by means of the total or the smallest contiguous square, rectangle, circle, triangle, or combination thereof that will encompass each letter, representation, logo, emblem or other display. Any visible structural, mechanical or fastening component shall be included within the computation of sign surface area (see Figure 12-8).

Figure 12-8:
Measuring Sign Lettering For Aggregate Area



b. Multiple occupancy properties - Multiple occupancy properties may have sign face area calculated based on each occupant's portion of the building frontage oriented toward the means of customer access (regardless of the building's orientation toward the street). For these purposes, building frontage shall be measured as the distance

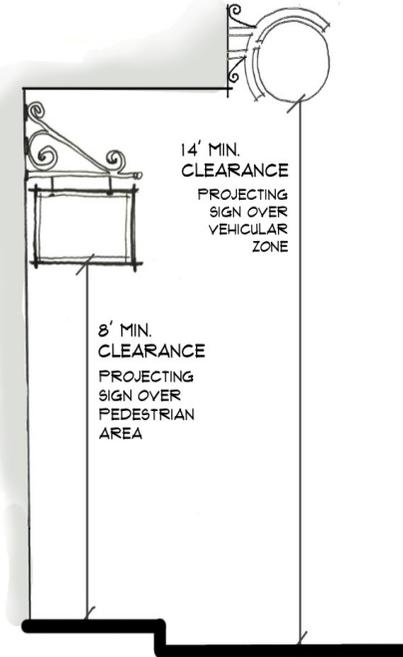
from fire-wall separation to fire-wall separation or exterior wall. Occupants which are interior to the building or another occupant's space shall not be allocated separate signage. In order to use this method, the property owner must establish standards requiring all occupants to use signs of similar design and general appearance. Said standards shall be made part of the approved master signage plan for the property.

(3) Total area - Total area shall be determined by total square footage of all individual signs added together. Maximum sign face area shall be based on the length of building wall(s) facing right-of-way; however signs may be distributed on any of the building's walls. Wall signs are not allowed on individual residential lots.

(4) Minimum clearance - Shall be measured from the base of the sign or canopy to the ground below. A minimum of eight (8) feet of clearance is required over pedestrian areas. A minimum of fourteen (14) feet is required over vehicular use areas (Figure 12-9).

C. US Highway 19 signs - Parcels which are immediately adjacent to US Highway 19, with direct access to the roadway via a service or frontage road, are permitted one (1) freestanding monument sign or pole sign located adjacent to

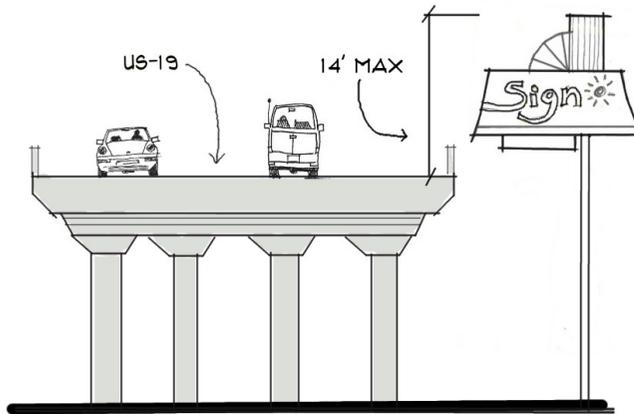
Figure 12-9:
Projecting Sign Minimum Clearance



US Highway 19, up to a maximum of fourteen (14) feet in height above the crown of the road. The crown of the road is measured as the highest point of the driving surface of the road, excluding any sidewalls, "jersey barriers," etc. as depicted in Figure 12-10. Landscaping at the base of the pole shall comply with the requirements of Chapter 10 of this CDC.



Figure 12-10: US-19 Signage



The sign face area allowable on all applicable parcels immediately adjacent to US Highway 19 shall be determined based on roadway classification, the total amount of building frontage and land use designation applicable to the subject parcel where the sign is to be located and in accordance with *Table 12-2*. Freestanding signs constructed pursuant to this Section may be increased by up to an additional twenty-five (25) percent. Any increase in sign face square footage granted pursuant to the Section is not transferable to any other sign located on the subject parcel or any other parcel.

D. High rise signs - For buildings over three (3) stories in height, additional wall sign area shall be permitted above the third floor of the building. The additional allowable sign area shall be three (3) square feet per each vertical foot of building height

(excluding antennas and other attachments) up to a maximum of three hundred (300) square feet. 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 story.

E. Temporary signs - Temporary signs are signs that are designed and permitted for short periods of display.

(1) **Applicability** - Temporary signs include banner signs, feather signs, as well non-conventional forms of advertisement which encompasses persons dressed as characters or products or persons holding signs/waving and/or inflatables, as well as portable messaging signs.

(2) **Time Limits** - Temporary signs may be displayed in fifteen (15) continuous day increments, per permit, up to a maximum of forty-five (45) days per business. The cost of a temporary sign permit is offered at no charge for grand opening signs posted no more than fifteen (15) continuous days from date of issuance of certificate of occupancy when included in the Master Signage Plan application and following acceptance of a completed temporary sign permit.

(3) **Land use** - Shall be allowed in all Future Land Use Designations, with the exception of low-density residential land use categories.

(4) **Permit and fee** - The applicant shall submit a fee in accordance with the then current fee schedule. In addition, the applicant must also submit:

a. The City's temporary sign permit application, with letter of authorization from the property owner(s) or authorized agent;

b. A current, legal survey, or dimensioned sketch, showing the location of the temporary sign(s) and/or inflatable in relations to property lines, rights-of-way, easements, and improvements (buildings, driveways, etc.) within, and adjacent to, the property.

c. All non-conventional temporary signs also require the acceptance of a temporary event permit (see Section 16.6).

(5) **Placement** - Signs included under the temporary sign permit must be set back at least fifteen (15) feet from property lines and not obstructing required visibility triangles.



(6) Total number allowed - One (1) temporary sign per business. No more than one (1) inflatable is allowed per event (if applicable).

(7) Maximum dimensions

a. Affixed to building - Banner signs are not to exceed thirty-two (32) square feet and eight (8) feet in height. Signs must be securely affixed to a building.

b. Freestanding temporary sign (including portable messaging signs) – Freestanding temporary signs are not to exceed thirty-two (32) square feet total and eight (8) feet in height.

c. Attached to pole - One (1) fabric attached to a vertical pole (feather sign) not to exceed twelve (12) ft. in height and thirty-two (32) square feet in total area (see Figure 12-11).

d. Inflatables - One (1) inflatable, twenty-five (25) feet in height. Must be ground mounted. Copy on an inflatable shall be in lieu of, and subject to the standards for, allowable temporary sign area, which is limited to thirty-two (32) square feet total.

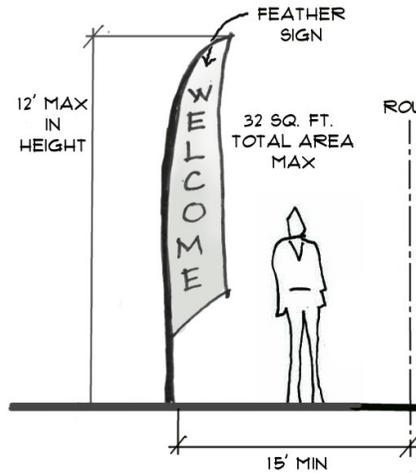


Figure 12-11: Temporary Sign Attached to Pole “Feather Sign”

Table 12-1: Temporary Sign Table

Temporary Signs	
Max Length of Display	15 continuous days per permit, not to exceed 45 calendar days per year
Fee	Fee schedule rate – per year
Max Sign Dimensions	32 sq. ft. total, 8' high (either freestanding or attached to building)
	32 sq. ft. total, 12' high (feather) Inflatables are limited to 25' in height, must be ground-mounted. Copy on an inflatable shall be in lieu of, and subject to the standards for, allowable temporary sign area, which is limited to thirty-two (32) sq. ft. total
Permit Required	Banner or feather sign – temporary sign permit
	Non-conventional – temporary sign permit + temporary event permit
	No temporary sign permit is required for signs associated with City-sponsored events. This does not include events on City property that are not City-sponsored
Max Number	One (1) temporary sign per business. No more than one (1) inflatable per property
Permitted Land Use	All future land use designations, with the exception of single-family, duplex, and triplex lots
Placement	On private property and set back from right-of-way lines and outside of visibility triangles.



F. Construction signs (during construction on adjacent public right-of-way) - The DCO, or his/her designee, shall make a determination when temporary signage is required to overcome decreased visibility resulting from construction projects lasting one (1) month or longer in duration.

The DCO, or his/her designee, shall notify the occupants of each affected property of their eligibility for said signage. Each affected property is limited to a signage area of thirty-two (32) square feet. Signs may not exceed eight (8) feet in height and must be placed at least fifteen (15) feet from the right-of-way. The applicant shall submit a fee in accordance with the then current fee schedule.

G. Off-site signs and billboards

(1) Existing billboards - Regulated pursuant to the Development Outdoor Advertising/ Billboard Agreements, adopted by City Commission on May 4, 2010, between CBS Outdoor, Inc, and ClearChannel Outdoor, Inc., and the City. Annexed property with billboards are governed through either annexation agreement or through an agreement between the sign company and the City.

(2) Proposed billboards or off-site signs - No off-site commercial signs shall be permitted within the City of Largo. No new billboards shall be allowed except

as permitted by a written agreement between the City and the company proposing to construct the new billboard.

12.7.4 Types of Sign Display Permitted

A. Changeable copy - Property owners may integrate manual or electronic message centers, poster panels or cabinets, and similar displays into the design of conforming freestanding and wall signs on the property. Changeable copy on freestanding signs shall be at least four (4) inches in height, six (6) inches or larger is preferable. Electronic message boards shall not be programmed to flash, travel (scroll messages horizontally), or simulate moving text or objects, nor shall messages be changed more than once every five (5) seconds.

B. Sign illumination - Sign illumination systems shall be designed to not emit or cause the reflection of glaring or flashing light onto adjacent properties and rights-of-way. Lighting elements shall be shielded so that they do not distract or inhibit the vision of pedestrians, bicyclists, and motorists.

(1) Non-hazardous glare - Lighting for signs shall not create a hazardous glare for pedestrians or vehicles, either in a public street or any private premises.

(2) Shielded light source - The light source, whether internal to the sign or external, shall be shielded from view. This requirement is not intended to preclude the use of diffused exposed neon.

(3) Focus of sign illumination - Shall utilize focused light fixtures that do not allow light or glare to shine above the horizontal plane of the top of the sign or onto any public roadway or adjoining property.

(4) Maximum illumination - No portion of an illuminated sign shall have a luminance greater than two hundred (200) foot candles as measured within six (6) inches of the sign face.

12.7.5 Aesthetic Standards

A. Color scheme - Freestanding monument signs shall provide a neutral color scheme.

B. Materials - Freestanding monument signs shall be integrated with the design and materials of the building. For example, the base of the sign may be made of the same materials as the building and may echo the style of the building facade.



C. Landscape at pole sign base - Freestanding signs permitted along the US Highway 19 roadway in accordance with Section 12.7.3.C. shall have a minimum 200 square foot landscaped area located at the base of the sign, excluding the area occupied by the base of the sign, designed in accordance with the landscaping design standards of Chapter 10.

12.7.6 Locational Restrictions

A. Right-of-way, public property or easement - No sign shall be erected on or allowed to project over public property, rights-of-way, or easements (except signs erected by duly authorized government agencies and/or public utility providers).

B. Political sign exception - Political signs may be erected at a polling place on the day of an election where the polling place is located on public property so long as the signs are contained to an area designated by the City, comply with all State Statute requirements, and do not impede, obstruct, or interfere with voter access to the polling place and so long as said signs are removed within three (3) days after the election.

C. Utility easement - A letter of no objection from Duke Energy shall be required for any sign located within ten (10) feet of right-of-way of a utility

easement (with the exception of non-conventional forms of advertisement).

D. Private easement - Permission of the easement holder shall be required to erect a sign within a private easement.

E. Maintain clear visibility triangle - No sign shall be permitted that will obstruct the visibility triangle.

F. Other sign obstruction - No sign shall be permitted that will obstruct or otherwise interfere with visibility of a directional, warning, regulatory, or governmental sign, signal or device.

G. Attachment to landscape or public infrastructure - No sign shall be attached to a tree, shrub, or any public utility pole, light standard, or other public infrastructure (except signs erected by duly authorized government agencies and/or public utility providers).

H. Freestanding sign obstruction - No freestanding sign shall be permitted that will obscure more than ten (10) percent of an existing conforming freestanding sign that is within one hundred (100) feet of the proposed sign, when viewed from the same side of the right-of-way at

a distance of two hundred (200) feet. Measurements shall be made from the property line.

I. Highest point - The top of a wall, canopy, or projecting sign shall be no higher than eighteen (18) inches above the highest point of the roof or building wall, whichever is highest.

12.7.7 Address/Occupant Identification Display

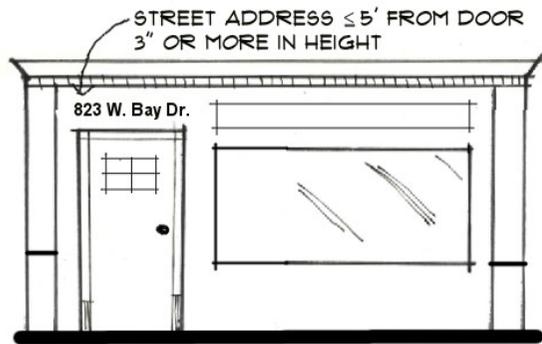
A. Objective - To maintain and improve public safety by establishing standards that assist emergency vehicle drivers and other motorists to identify the location of property within the City.

B. Applicability - All sites with street frontage.

C. Location - All properties in the City are required to have the assigned street address displayed conspicuously on each primary building entrance. Each occupant of a multiple occupancy property shall display the address on both the primary front and rear entrance. The address shall be displayed either on or within five (5) feet of the door using numerals/letters that are at least three (3) inches in height (see Figure 12-3).



Figure 12-13: Placement of Business Address



(1) On freestanding signs - All freestanding signs shall display the street address/address range assigned to occupants of the property. Address numerals/letters shall be at least six (6) inches high and shall provide sufficient contrast in color to be legible to vehicular traffic on the adjacent right-of-way. Decorative accoutrements containing only property addresses are exempt from calculation as sign face area, provided that the accoutrement does not increase the sign's area by more than twenty (20) percent. Addresses incorporated into the sign face shall be calculated as part of the sign area (see Figure 12-14).

Figure 12-14: Address on Freestanding Sign



(2) On canopies or awnings (optional) - Address and/or occupant identification signs integrated into the fringe or leading edge of a canopy or awning shall be exempt from calculation as sign face area, provided the numerals/letters do not exceed six (6) inches in height.

(3) Suspended under canopies (optional) - Address and/or occupant identification signs suspended from canopies covering pedestrian walkways shall be exempt from calculation as sign face area, provided that the sign does not exceed four (4) square feet. The sign shall be placed perpendicular to the face of the building and the bottom of the sign shall be at least eight (8) feet above grade.

D. Sign face area calculation exemption - Occupant identification signs displayed adjacent to the address shall be exempted from calculation as sign face area, provided that the sign face area does not exceed four (4) square feet.

Section 12.8 Master Sign Plans - A Master sign plan is required for all sites where DP is required (see Section 3.1.2)

12.8.1 Master Sign Plan for Non-Residential Developments

A. Sign area calculations - The Master sign plan uses an aggregate of all sign area associated with a site as the basis for the allocation of sign area to individual signs. Aggregate sign area shall be calculated as follows: 2.5 square feet per one (1) linear foot of building frontage along principal arterials or highways, 2 square feet per one (1) linear foot of building frontage along all other streets, up to the maximum allowable dimensions.

(1) Where a site has less than fifty (50) feet of property frontage on one public street, at least one (1) freestanding sign may be installed, to the maximum below, subject to being subtracted from the aggregate sign area as described above:



City of Largo, FL: Comprehensive Development Code
Chapter 12: Sign Standards

One freestanding sign, not to exceed 48 square feet in area and 8 feet in height

(2) Where a site has 500 feet or more of property frontage on one public street, two (2) freestanding signs may be installed, to the maximum below, subject to being subtracted from the aggregate sign area as described above:

Two (2) freestanding signs at 80 square feet each, 8 feet high (300 ft. minimum separation between all signs) or one (1) freestanding sign at 160 square feet, 8 feet high.

(3) Where a site has frontage on two (2) or more public streets, freestanding signs are allowed based on the following formulas:

a. Where a site has less than 500 feet of total frontage on more than one public street:

One (1) freestanding sign per frontage, subject to a maximum sign area of 80 square feet per sign; a total sign area for all signs of 160 square feet and a maximum sign height of 8 feet; or one (1) freestanding sign at 160 square feet, 8 feet high on the street with the highest road classification.

b. Where a site has 500 feet or more property frontage on more than one public street, including at least one principal arterial or highway, and is a multi-building site:

One (1) freestanding sign per frontage, subject to a maximum sign area of 80 square feet per sign, a total sign area for all signs of 160 square feet and a maximum sign height of 8 feet; except that one (1) freestanding monument sign may be 12 feet high on the principal arterial or one of the principal arterials.

(4) Where a site has 500 feet or more property frontage on more than one (1) public street, including at least one (1) principal arterial or highway, and is a multi-building site:

One (1) freestanding sign per frontage, subject to a maximum sign area of 80 square feet per sign or a total sign area for all signs of 160 square feet and a maximum sign height of 8 feet; except that one (1) freestanding monument sign may be 12 feet high on the principal arterial or one of the principal arterials. An additional twenty-five (25) square feet of freestanding monument directory sign is permitted for each street frontage of multi-tenant commercial or industrial sites with 75,000 sq. ft. or more of building area. Such sign(s) shall be located only on internal drives for the purpose

of directing traffic within the site itself and shall not exceed five (5) feet in height. It shall be exempt from sign area calculations.

(5) Where a site has 500 feet or more property frontage on more than one (1) public street, including at least one (1) principal arterial or highway, and is a multi-building site:

One (1) freestanding sign per frontage, subject to a maximum sign area of 80 square feet per sign or a total sign area for all signs of 160 square feet and a maximum sign height of 8 feet; except that one (1) freestanding monument sign may be 12 feet high on the principal arterial or one of the principal arterials. An additional twenty-five (25) square feet of freestanding monument directory sign is permitted for each street frontage of multi-tenant commercial or industrial sites with 75,000 sq. ft. or more of building area. Such sign(s) shall be located only on internal drives for the purpose of directing traffic within the site itself and shall not exceed five (5) feet in height. It shall be exempt from sign area calculations.



Table 12-2: Master Sign Plan Table

Building Frontage	Column A Aggregate area multiplier for all signage (building frontage)	Monument Signs		Projecting Signs/Wall/Canopy Signs		Total Signage
		Column B Sign face area (max)	Sign height (max)	Column C Max Sq. Ft. (not to exceed)	Column D Calculation (not to exceed Column C)	Maximum aggregate all signage
Master Sign Plan for Non-Residential Uses						
Along One Roadway (see Map 8-1 for roadway classifications)						
0-49'	2.5 sq. ft. per linear foot (principal arterials/ highways) 2 sq. ft. per linear foot (all other roads)	48 sq. ft.	8 feet	Industrial: 50 All other non-residential categories: 150	Column A minus Column B	Column A equal to or less than Column B plus Column D
50' + highways & principal arterials	2.5 sq. ft. per linear foot	120 sq. ft.	8 feet	Industrial: 50 All other non-residential categories: 150	Column A minus Column B	Column A equal to or less than Column B plus Column D
50' + All other road types	2 sq. ft. per linear foot	120 sq. ft.	8 feet	Industrial: 50 All other non-residential categories: 150	Column A minus Column B	Column A equal to or less than Column B plus Column D
Along More Than One Roadway						
0-499'	2.5 sq. ft. per linear foot (principal arterials/ highways) 2 sq. ft. per linear foot (all other roads)	2 signs: 160 sq. ft. total with 300' separation; or one sign 160 sq. ft.	8 feet	Industrial: 50 All other non-residential categories: 150	Column A minus Column B	Column A equal to or less than Column B plus Column D
500'+	2.5 sq. ft. per linear foot (principal arterials/ highways) 2 sq. ft. per linear foot (all other roads)	2 signs: 160 sq. ft. total with 300' separation; or one sign 160 sq. ft.	8 feet	Industrial: 50 All other non-residential categories: 150	Column A minus Column B	Column A equal to or less than Column B plus Column D
500'+ and Multi-Building	2.5 sq. ft. per linear foot (principal arterials/ highways) 2 sq. ft. per linear foot (all other roads)	2 signs: 160 sq. ft. total with 300' separation; or one sign 160 sq. ft.; additional directory signage also allowed	12' on one highway or arterial – other sign 8' max	Industrial: 50 All other non-residential categories: 150	Column A minus Column B	Column A equal to or less than Column B plus Column D



Table 12-2: Master Sign Plan Table, continued

Building Frontage	Column A Aggregate area multiplier for all signage (building frontage)	Monument Signs		Projecting Signs/Wall/Canopy Signs		Total Signage
		Column B Sign face area (max)	Sign height (max)	Column C Max Sq. Ft. (not to exceed)	Column D Calculation (not to exceed Column C)	Maximum aggregate all signage
Master Sign Plan for Non-Residential Uses, Continued						
Along More Than One Roadway						
500'+ and Multi-Tenant	2.5 sq. ft. per linear foot (principal arterials/ highways) 2 sq. ft. per linear foot (all other roads)	2 signs: 160 sq. ft. total with 300' separation; or one sign 160 sq. ft.; additional directory signage also allowed	12' on one highway or arterial – other sign 8' max	Industrial: 50 All other non-residential categories: 150	Column A minus Column B	Column A equal to or less than Column B plus Column D
1,000+ and Multi-Building and Multi-Tenant	2.5 sq. ft. per linear foot (principal arterials/ highways) 2 sq. ft. per linear foot (all other roads)	3 signs: 300 sq. ft. total with 300' separation; or fewer than 3 not exceeding the sq. ft. threshold; additional directory signage also allowed	12' on one highway or arterial – other sign 8' max	Industrial: 50 All other non-residential categories: 150	Column A minus Column B	Column A equal to or less than Column B plus Column D
Master Sign Plan for Residential Uses						
All residential subdivisions, multi-family developments & mobile home parks	N/A	3 entrances max; 2 single-faced signs 50 sq. ft. total per subdivision entrance; or 1 single-faced sign 50 sq. ft. per subdivision entrance	8 feet	Residential categories: 50 feet, not allowed on individual residential lots	N/A	Column B



(6) Where a site has 1,000 feet or more property frontage on more than one (1) public street, including at least one (1) principal arterial or highway, and is a multi-building and multi-tenant site:

One (1) freestanding sign per frontage, subject to a maximum sign area of 150 square feet per sign or a total sign area for all signs of 300 square feet and a maximum sign height of 12 feet; except that one (1) freestanding monument sign may be 12 feet high on the principal arterial or one of the principal arterials. An additional fifty (50) square feet of freestanding monument directory sign is permitted for each street frontage of multi-tenant commercial or industrial sites with 75,000 sq. ft. or more of building area. Such sign(s) shall be located only on internal drives for the purpose of directing traffic within the site itself and shall not exceed five (5) feet in height. It shall be exempt from sign area calculations.

12.8.2 Master Sign Plan for Residential Developments

A. Sign area calculation - Subdivisions/ Multi-Family/Mobile Home Parks – shall be allowed up to two (2) single-faced signs per entrance, one on each side of the entrance if the subdivision/development is located on both sides of the entry. The maximum allowable sign face area is fifty (50) square feet with a maximum height of eight (8) feet. Residential subdivision signs shall not be internally illuminated.

Section 12.9 Alternate Master Sign Plans

12.9.1 Alternate Master Sign Plan for Non-Residential Developments - The intent of the alternate master sign plan is to provide flexibility for sign size, height and placement, responding to the special needs for both project and tenant visibility of multi-building / tenant campuses of regional size and significance, particularly located along high traffic corridors and in activity centers.

A. Applicability - To qualify for an alternate master sign plan, a site must have all of the following characteristics:

- (1) The site is a campus or complex of non-residential buildings and/or non-residential multi-tenant spaces (such as a medical campus or shopping center); and
- (2) The site is at least three (3) acres in size; and,
- (3) All parcels and buildings are either under a single ownership or there is a shared ownership across all parcels and buildings (represented by a property owners association, a unity of title, unified management, or similar mechanism showing joint ownership); and,

(4) All parcels and buildings are served by shared internal vehicular circulation and parking, and the site functions as a unified development; and,

(5) The site has frontage on at least one principal arterial or highway.

B. Design standards - All freestanding signs approved under an alternate master sign must reflect the architecture of the buildings on the site, using similar materials, styles, and architectural treatments. Freestanding monument signs above twelve (12) feet in height that are approved as part of an alternate master sign plan may be partially open at the base. The opening shall not exceed half the height of the proposed sign at the base for better visibility by motorists, bicyclists and pedestrians, as long as the sign is supported by at least two structural supports. The two structural supports shall be designed to match the primary sign utilizing similar architectural design and materials, including but not limited to color and any trim work.



C. Bonus height - As part of a proposed Alternate Master Sign Plan, the Development Control Officer (DCO) may make a finding that additional bonus height and/or size for a freestanding sign is warranted. Sign face area shall not exceed twenty-four (24) feet in height and 200 square feet in area. The provision of this additional height and square footage may be granted by the DCO, based on the following:

(1) A proposed freestanding sign provides a level of architectural quality significantly above that required by this Section; and,

(2) A special need for visibility is demonstrated based on the characteristics of the adjacent street(s), and/or;

(3) The site is a campus or complex of buildings and/or multi-tenant spaces with regional significance and identification needs.

(4) Also, as part of a proposed alternate master sign plan, freestanding identification signs for the entire campus (including individual tenant or owner identification as well as directory signage) may be proposed to be placed on any parcel contained within the campus/complex, subject to finding by the DCO that the proposed sign location(s) appropriately serve to identify the entire campus/complex. Directory or directional signage that is designed to be part of an identity plan for an entire campus/complex may be placed appropriately through the campus/complex and will not be counted as sign area.

Table 12-3: Alternate Master Sign Plan Table

Alternate Master Sign Plan for Non Residential Uses		
Applicability (must meet all of the following)	Requirements to exceed 12' in height (must meet all of the following)	Provisions/Incentives
Campus or complex of multi-tenant space	High quality architectural treatment	Freestanding signage up to 200 square feet in area and 24 feet in height Signs over 12 feet in height may have a base opening less than half the overall sign height Freestanding directory signs are allowed within a campus, pursuant to the requirements of this Section, and not counted toward the aggregate sign area
3+ acres	Sign must aesthetically match the building	
Single or shared ownership	Special need for visibility must be based on the speed and design of roadways	
Shared parking with internal vehicular circulation	Center must be of regional significance	
Frontage along at least one arterial roadway	Planning Board approval required	
Alternate Master Sign Plan for Multifamily Developments (Including ALFs)		
Applicability (must meet all of the following)	Requirements to exceed 12' in height (must meet all of the following)	Provisions/Incentives
At least 50 units	Planning Board approval required	Freestanding sign up to 72 square feet in area and 12 feet in height
6+ acres		
Does not apply to mobile home communities or single family subdivisions		



(5) The DCO's finding(s) shall then be presented to the Planning Board for final determination and approval of the Alternate Master Sign Plan.

12.9.2 Alternate Master Sign Plan for Multi-Family Developments (Including Assisted Living Facilities)

A. Applicability -

- (1) Developments must contain at least 50 units.
- (2) Development must be located on a minimum of six (6) acres.

B. Standards -

- (1) Freestanding signs shall be limited to seventy-two (72) square feet in area and a height of twelve (12) feet.
- (2) Shall meet all other requirements of this CDC.

C. Restrictions - Shall not apply to Mobile Home communities and single-family subdivisions, duplex or triplex units.

Section 12.10 Development Permit Not Required
- A Development Permit is not required for the following sign types, provided all other provisions of this section of the CDC are met:

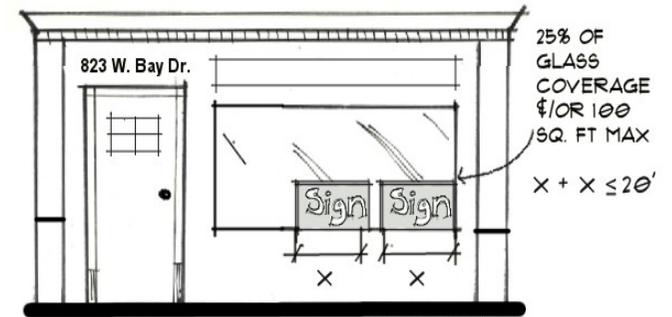
- Window signs with no commercial content
- Window signs with commercial content
- Address/Occupant Signs
- Occupant Directory/Locator Maps
- Product Signs
- Flags
- Real Estate Signs
- Construction Signs
- Directional, Warning and/or Regulatory/Information Signs
- Vehicle Signs

A. Window signs containing no commercial content

(1) Total allowable window coverage - One (1) sign at thirty-two (32) square feet, eight (8) feet high. Several smaller signs may be used in lieu of one (1) larger sign, up to the maximum sq. ft allowed, but all signs must be placed within a distance spanning no more than twenty (20) feet across in order to minimize sign clutter. Maximum allowable coverage is twenty-five (25) percent, of glass area or 100 square feet.

This requirement shall in no way preclude nor hinder the placement of non-commercial content on any legally permitted freestanding sign or wall sign.

Figure 12-15: Allowable Coverage by Window Signs



B. Window signs containing commercial content

(1) Total allowable window coverage - One (1) sign at thirty-two (32) square feet, eight (8) feet high. Several smaller signs may be used in lieu of one (1) larger sign, up to the maximum sq. ft allowed, but all signs must be placed within a distance spanning no more than twenty (20) feet across in order to minimize sign clutter. Maximum allowable coverage is twenty-five (25) percent, of glass area or 100 square feet.

(2) Applicability – Shall not be permitted on RH, RM, RLM, RU, RL, RS, RE or RR land use designations. An electrical permit may be required, if applicable.



C. Address/occupant identification signs - Address/occupant identification signs are required on all buildings and freestanding signs. For specific location and size requirements, see Section 12.7.7.

D. Occupant directory/locator maps - Numerals/letters shall not exceed two (2) inches in height and signs must be located along pedestrian walkways or at other locations for use by pedestrians.

E. Product signs - One sign, a maximum of four (4) square feet in size may be displayed outdoors. Signs must be displayed in the immediate proximity to the product(s) to which they pertain and must be removed when no longer applicable.

F. Flags –

(1) Maximum number

a. Residential – Three flags per single-family, duplex or triplex lot. Three flags per parcel of land used for multifamily residential purposes.

b. Non-residential - Three flags per parcel of land used for non-residential purposes.

c. Additional flags - Additional flags may be displayed, however, a permit will be required, and their area will be subtracted from the total sign area allowed on the property.

(2) Maximum height and flag dimensions - Flag poles may not exceed thirty-five (35) feet in height. Alternatively, flags may be displayed on an attached bracket.

(3) Placement - Flags must be set back at least fifteen (15) feet from property lines. This requirement only applies to non-residential lots.

G. Real estate signs (For Sale/Lease/Rent and/or Open House) - One (1) sign per property frontage, plus one (1) per each additional 300 feet of frontage at 16 square feet (6 square feet on individual residential lots), 8 feet high each, 300 feet minimum separation between signs. Signs must be removed when no longer applicable.

H. Construction signs (During Construction on Private Property)

(1) Duration - Only allowed during the duration of construction activity (from DP) issuance to final inspection/Certificate of Occupancy.

(2) Size - One (1) freestanding sign at 100 square feet, eight (8) feet high. Several smaller signs may be used in lieu of one (1) larger sign, up to the maximum square footage allowed, but all signs must be placed within a distance spanning no more than twenty (20) feet across in order to minimize sign clutter.

I. Directional, warning and/or regulatory/information signs

(1) Applicability - Development Permit not required, but other approvals may be required. Height restriction does not apply to signs mounted flush against principle structures.

(2) Size - One sign, a maximum of three (3) feet in height, four (4) square feet total.

(3) Larger/higher signs - May be used when required pursuant to Department of Transportation or other regulatory agency requirements. The location and design of signs not mounted flush against principle structures must be approved by both the Building Official and the City Engineer.

Section 12.11 Signage in the CRDs - The standards contained within this section of the CDC apply to property within the Clearwater Largo Road and West Bay Drive Community Redevelopment Areas.

12.11.1 Freestanding Signs

A. A (re)development shall be permitted one (1) freestanding monument sign, in compliance with the maximum sign dimensions established in



Table 12-4. Signage shall be integrated with the design and materials of the building. For the base of the sign may be made of the same materials as the building and may echo the style of the building facade. 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. Signage shall be integrated with the design and materials of the building. For the base of the sign may be made of the same materials as the building and may echo the style of the building facade. 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. Sites with multi-tenants or multi-buildings must follow the City-wide standards contained in Table 12-2.

B. One (1) A-frame sign shall be allowed per separate business. The maximum overall dimensions shall be twenty-six (26) by forty-two (42) inches with a two (2) foot by three (3) foot sign area (see Figure 12-16). No permit is required.

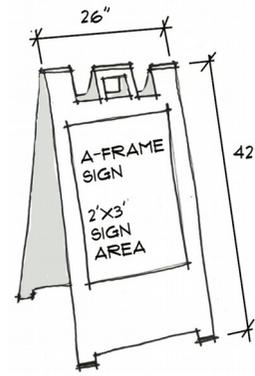


Figure 12-16:
A-Frame
Sign
Dimensions

C. Wall signs

- (1) One (1) projecting sign shall be allowed for each separate business located within a (re)development.
- (2) One (1) or more wall/canopy signs shall be allowed for each separate business within a (re)development, up to the maximum sign areas allowed per applicant.
- (3) 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.

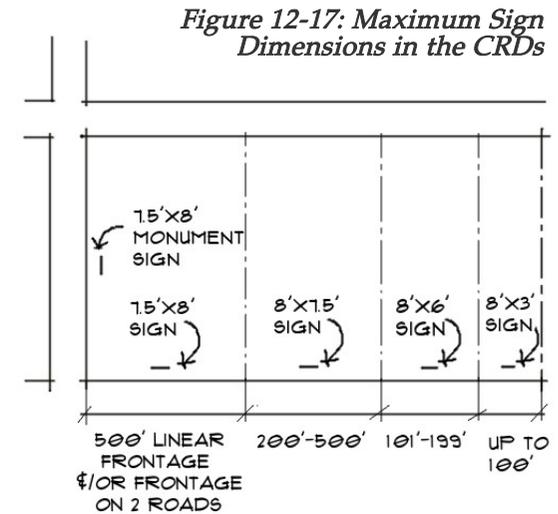


Figure 12-17: Maximum Sign
Dimensions in the CRDs

D. 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.

E. Trail related uses - Trail related uses which abut the Pinellas Trail, Duke Energy Trail, or any other designated Urban 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 or the designated Urban Trail.



F. Decorative banners - Banners erected by the City of Largo to promote City sponsored events are allowed.

Table 12-4: Maximum Sign Dimensions in the CRDs

Linear Feet of Roadway Frontage	Monument Signs		Projecting Signs	Wall/Canopy Signs
	Sign face area	Sign height	Sign face area	Sign face area
100' or less	24 square feet	8 feet	8 square feet	50 square feet
101-199'	48 square feet	8 feet	8 square feet	60 square feet
200'-499'	60 square feet	8 feet	8 square feet	70 square feet
More than 500' and/or frontage on more than one arterial road	2 signs at 60 square feet each	8 feet	2 signs at 60 square feet each	100 square feet
Buildings over 3 stories	Depends on linear feet of road frontage	8 feet	Depends on linear feet of road frontage	Additional sign area shall be permitted above the third floor of the building. The allowable sign area shall be 3 square feet per each vertical foot of building height (excluding antennas and other attachments) up to a max of 300 square feet