



Planning and Development Services

PB-14-21 PDA

**City Commission
May 1, 2014**

Prepared by Dean Mimms, AICP



AERIAL PHOTOGRAPH



Name	Petition Request	Petition Number
Causseaux, Hewett & Walpole, Inc. agent for Argate Properties	Amend the University Towne Center Planned Development (PD) sign regulations	PB-14-21 PDA

130862F

N along SW 34 ST



130862F

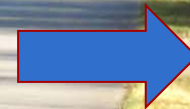
S along Old Archer Road



130862F

**S along SW 32 Terrace
(from Univ Twne Ctr PD)**

East entrance Univ.
Towne Ctr PD



S along private street to
multi-family development

130862F

Multi-family development (Rocky Point) to East



130862F

University Towne Ctr PD



130862F



130862F



Univ Towne Ctr PD Amendment

18.5 ac, non- residential PD	Amend signage requirements	Other PD revisions for consistency w/applicable City LDC & Comp Plan provisions

Petition / Background

- **County PD approved 1999 and annexed in 2002**
- **Applicant proposes substantial revision & expansion of this PD's signage requirements, beyond City of Gainesville sign ordinance allowances**

Applicant Signage Proposal

- a. Pre-existing, legally permitted signs exempt
- b. Map of PD signage visible & not visible from ROW – regulate differently
- c. Administrative amendment of PD Signage Plan Map
- d. Signs not visible from ROW consistent with LDC except for e., f., g.
- e. Temporary signs (300 sq ft, 90 days, 12 ft height)

Applicant Signage Proposal

f. Building-mounted signs

- **Primary (1 per occupant, 300 sq ft)**
- **Secondary (1 per occupant, 200 sq ft)**
- **Accessory (4 per occupant, total 100 sq ft)**

g. Directional Signs

- **Not w/in 100 ft of ROW**
- **Max. 2 sq ft per individual sign face for a business or activity**
- **Max. total area 50 sq ft, Max hgt. 6 ft**

Staff Proposal

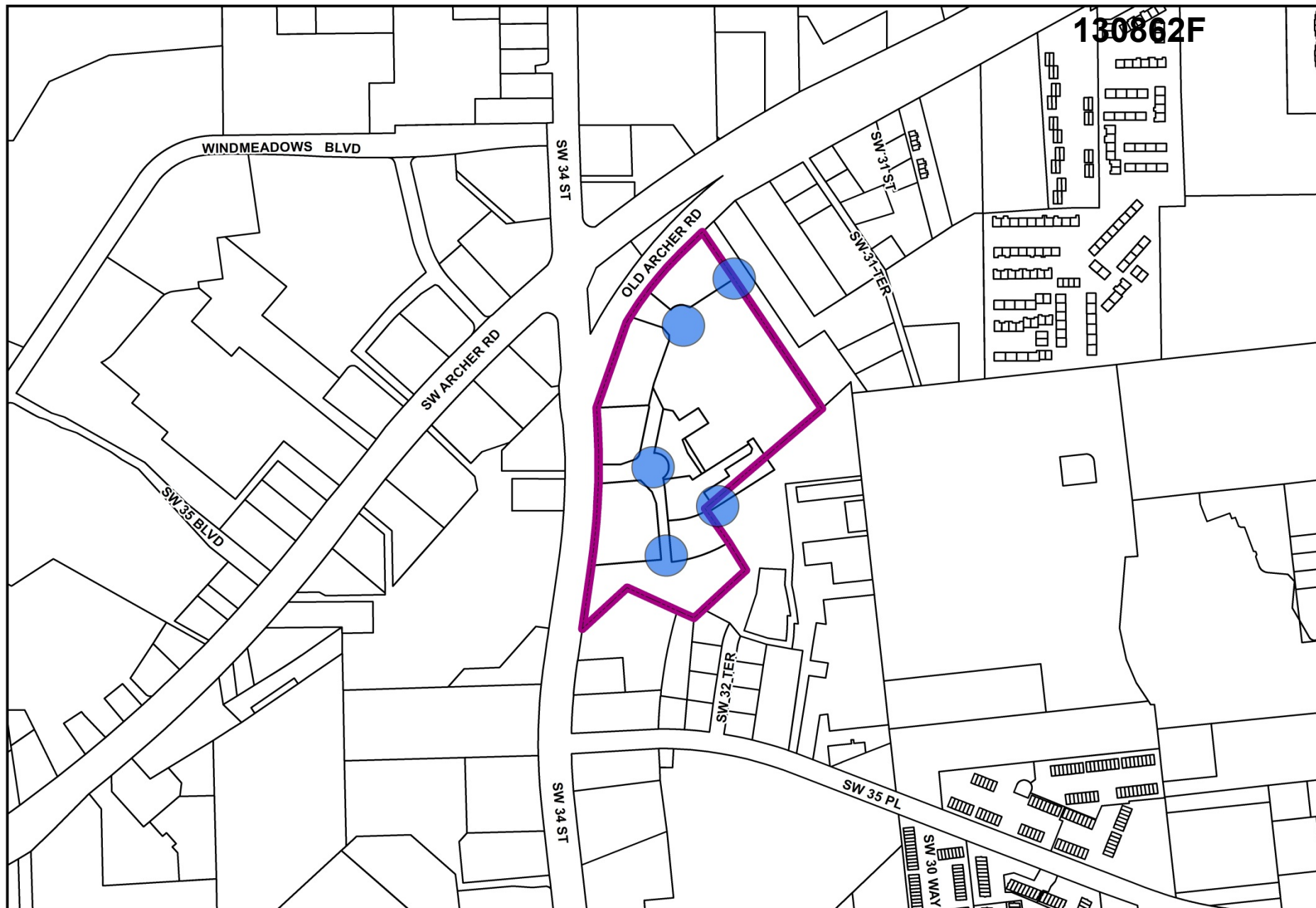
Delete all applicant signage conditions except Directional Signs. Staff requested & supports (as does applicant) non-signage related changes to PD conditions and PD Layout Map.

a. g. Special PD Directional Signs

i. - iv. (support as proposed by applicant)

v. A maximum of five (5) directional signs internal to the development is allowed in the PD and these signs may be sited only at the locations identified on the map entitled University Towne Center PD – Special PD Directional Signs.

130862F



Petition Number
PB-14 21 PDA

University Towne Center PD Special PD Directional Sign Locations

- PD Boundary
- Special PD Directional Sign Locations

Date: 3/24/2014
Prepared by: Planning and
Development Services Department

130862F

Directional sign
location

MIDNIGHT
COOKIES

130862F

**Directional
sign location**



Directional sign location



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Directional sign location

130862F

Directional sign location

East entrance



Key Issues

Existing planned development order (Alachua Co. Resolution Z-99-48 and associated PD Layout Map need to be updated for consistency w/applicable City regulations.

**Proposed amendments re: signage conditions
(*other than Special PD Directional Signs*)
inconsistent with:**

- **Comp. Plan**
- **Purpose & intent of PD zoning district**
- **Intent & objectives of City's sign ordinance**

Recommendation

City Plan Board to City Commission

Deny Petition PB-14-21 PDA and approve the City staff alternative proposal with eight rather than five Special PD Directional Signs. (Plan Board voted 5-0)

Staff to City Commission

Approve Petition PB-14-21 PDA as recommended by the City Plan Board

Recommendation

Staff to City Plan Board

- Deny Petition PB-14-21 PDA as submitted by the applicant
- Approve the alternative proposal to amend the PD Conditions and associated PD Layout Map, as revised by staff.
- Delete the remaining text in Resolution Z-99-48 which consists of “Bases” for the 1999 approval by the Board of County Commissioners and “Additional Notes” from County staff.