



PLANNING & DEVELOPMENT SERVICES DEPARTMENT

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TO: City Plan Board **Item Number:** 7

FROM: Planning and Development Services Staff **DATE:** June 27, 2013

SUBJECT: Petition PB-13-57 TCH. City Plan Board. Amend the Land Development Code Article IX, Division I to update, clarify and re-organize the Sign regulations

Recommendation:

Staff recommends approval of the petition.

Discussion:

This is a substitute petition for Petition PB-10-93TCH that was heard by the Plan Board over a year ago. Due to the time lapse staff decided to withdraw the original petition and bring back a new petition addressing all of the board's original recommendations and some additional modifications. The Plan Board has had several meetings on the sign code dating back to June of 2011. On September 29, 2011 the Plan Board held a special meeting and voted to approve the sign regulations with some modifications (see Exhibit 1). Staff has incorporated those changes into the draft sign regulations attached as Exhibit 2. The Plan Board had a follow-up meeting regarding sign issues on January 26, 2012. During that meeting the Plan Board heard a presentation from Guy Parola of CH&W on digital and off-site signs, and asked staff to review the information provided. Staff reviewed those issues and determined that there are no compelling reasons to modify the code to allow digital billboards or off-premise signs.

Key changes

Since the Plan Board vote on the previous petition the only significant change is the addition of signage regulations to address buildings with 3 or more stories. As the City has moved toward a more dense central core of the City, buildings will be getting larger (footprint) and taller with different signage needs (see Exhibit 3). The proposed sign regulations would allow each building over 2 stories to have up to four primary building identification signs totaling 300 square feet depending on street frontage. Each tenant within the building would be allowed two signs based on the width of the individual business lease area *1.5, on the outside wall of the building within a sign band area.

For building 2 stories or less staff added a provision that would allow one additional building mounted sign for developments on frontages of 500 linear feet or more (such as automobile dealerships and major shopping centers).

Staff has also added a section for parking garage signs, allowing a combined total of 75 square feet of building-mounted and projecting signs per side of street frontage in addition to tenant and directional signage.

Staff has also modified the temporary signage section to allow temporary signs for the leasing of rental properties. This issue was brought to the attention of Planning Staff by Code Enforcement Staff. Several apartment managers have asked for additional signage for leasing purposes during rental season as students return to Gainesville. The proposed change would allow two signs per property that could be posted for 60 days, twice a year.

Significant changes previously approved by the Plan Board

Other than the overall re-organization, adding definitions and clarifying the language in the code, the Plan Board approved changes to:

Permanent signs and structures

- Approved keeping the I-75 corridor sign
- Modified the allowable sign area based on frontage (staff modified the allowance table to make sure that no one would lose sign area based on the proposed change)
- Removed the provision requiring Florida Nursery Grade 1 landscape plant

Building-mounted signs

- Approved a consistent measuring system based on the width of the building or leased area (see Exhibit 4)
- Provided additional signage for businesses on multiple street frontages
- Clarifying when window signage would be counted towards building-mounted signage

Temporary signs

- Approved the number of temporary signs that will be allowed in addition to the signs not requiring a permit.
- Clarifying what are short term versus long term temporary signs
- Extending the time frame for long term temporary signs from 60 days to 120 days

Nonconforming and abandoned signs

- Defining the term development activity as it relates to abandoned signs and extended the time period for abandoned signs from 120 days to 12 months
- Amend the time period for removing an abandoned sign from 10 days to 30 days

Respectfully submitted



Ralph Hilliard
Planning Manager

Lists of Exhibits

- Exhibit 1 City Plan Board Special Meeting Action Agenda of September 29, 2011**
- Exhibit 2 Draft Sign Code**
- Exhibit 3 Multi-Story Building Signage**
- Exhibit 4 Single Story Building Signage**