

Electronic Signs Workshop

Gainesville City Commission
February 4, 2008

Electronic Signs

- Options
 - No code changes
 - Prohibit electronic signs; require mandatory review in five years
 - Allow with limits (e.g. number, sign type, size/proportion, color, brightness)

City Commission
September 24, 2007

- Extend moratorium to April 2008
- Refer matter to Plan Board with Commission recommendations, including max size 20 sq.ft.
- Coordinate electronic signs with other parts of sign code to incentivize compliance of non-conforming signs and other aesthetic benefits

City Plan Board
January 24, 2008

- Prohibit electronic signs; require a mandatory review in three to five years
- No amortization
- Retain 10' height for ground signs
- Do not prohibit pole signs

Recommendation

Separate electronic signs from other sign code topics (e.g., sign aesthetics; limitations on non-conforming signs) to be considered under a future petition

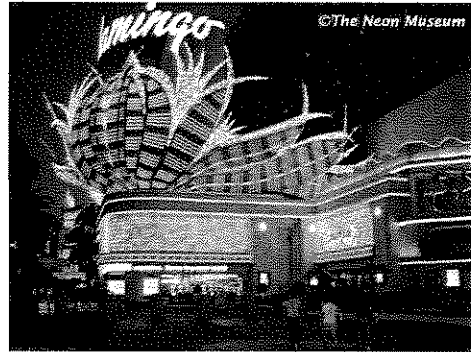
Recommendation

Prohibit electronic signs,
mandatory review in 5 years

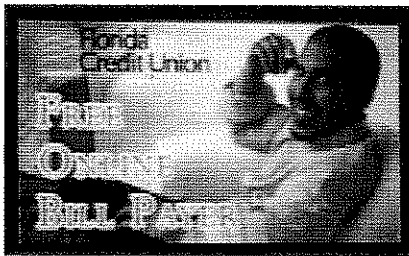
Alternative Recommendation

Allow Electronic Signs
with Special Criteria

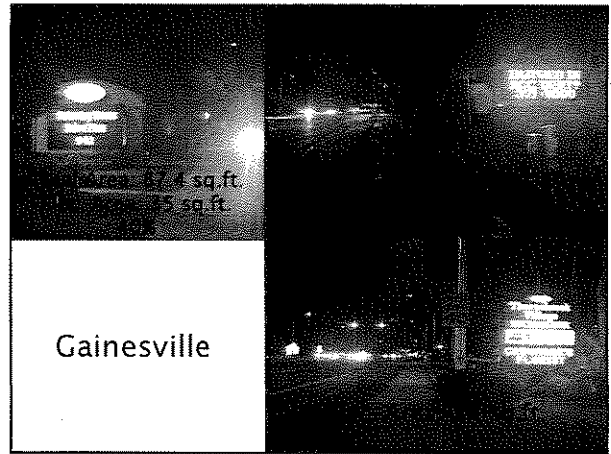
We are not Las Vegas



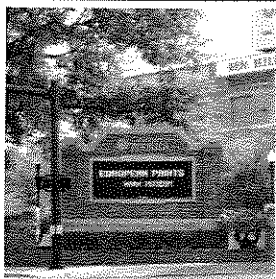
Gainesville's Electronic Signs



Total Area: 60 sq.ft.
100%



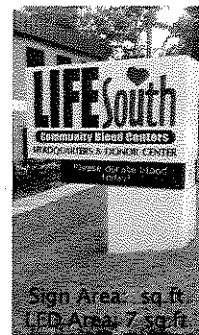
Gainesville



Total Area: 315 sq.ft.
LED area: 54 sq.ft.
17%

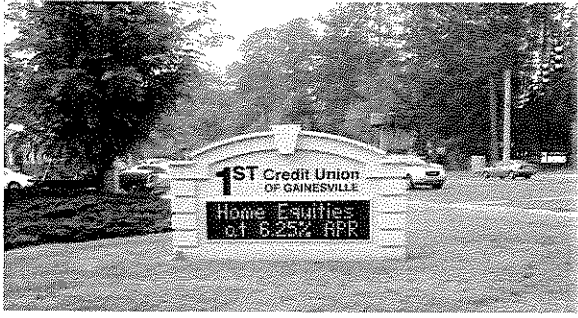


Total Area: 68 sq.ft.
LED area: 23 sq.ft.
34%



Sign Area: 54 sq.ft.
LED Area: 7 sq.ft.

070890B



Total Area: 71.5 sq.ft.
LED Area: 14.5 sq.ft.
20%

Staff Recommendations if Electronic Signs Allowed

- Monument signs only
- Electronic portion of total sign area
 - 6 to 20 sq.ft. depending on frontage width
- No electronic outparcel or secondary signs
- Existing non-conforming signs must conform
- Brightness controlled
- Color controlled

Discussion