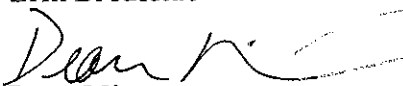


CITY OF
GAINESVILLE

INTER-OFFICE
COMMUNICATION

TO: Erik Bredfeldt
FROM: 
Dean Mimms
SUBJECT: Waldo Road Corridor Signage
DATE: November 21, 2006

The following sign provisions should be considered for *Monument* signs and for *Ground-mounted* signs in the Waldo Road Corridor. These provisions would overlay the City's sign ordinance (Article IX. Additional Development Standards – Division 1. Sign Regulations) and override any conflicting provisions of the underlying sign code.

The City's current sign code encourages *Monument* signs over regular *Ground-mounted* signs by allowing for a 20 percent larger sign area. The relatively larger area allowed for monument signs should remain as an incentive.

Ground-mounted signs should be reduced in height in the Waldo Road Corridor. Currently, *Monument* signs and *Ground-mounted* signs have a maximum allowable height of 10 feet. *Ground-mounted* signs would be reduced to a maximum of 8 feet in height (the maximum permitted height of monument and ground-mounted signs in the University Heights Special Area Plan). This would provide a further incentive for *Monument* signs.

Cabinet-type signs should be prohibited, and signs would be externally lit only. Sign faces would be required to have borders and raised letters. Finish materials would be restricted to masonry, stucco or stucco-like, wood or wood-like (e.g., urethane sign board), and metal (painted or unpainted).

Amortization of non-conforming signs in the Waldo Road Corridor is recommended (for monument and ground-mounted signs, but could also be considered for wall-mounted signs). The City should develop a program that provides financial incentives for removing non-conforming signs within five years. The amount of financial assistance awarded for a non-conforming sign removed in the first year would be the greatest. Removal in years two through five would result in a correspondingly reduced amount for each successive year. No financial incentives would be provided for removal of non-conforming signs after the

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fifth year, and all non-conforming signs along the Waldo Road Corridor would be required to be taken down within eight years of the adoption of the overlay sign regulations.

Cc: Ralph Hilliard
Tom Saunders

DM
Documents/EDUCC/Waldo Rd Signs 112106 doc