

GNV Proposed Changes to City Sign Ordinance

Section 30-318 – Permanent Signs

(b) *Ground Mounted Signs for single- and multiple-occupancy developments.*

(1) *Multiple-occupancy complex and single-occupancy buildings or developments.* Each multiple-occupancy complex and each single-occupancy building/development may have one or two ground-mounted signs. Monument signs as defined in [section 30-23](#) are encouraged over other types of ground-mounted signs (See Figure 5). In order to provide incentives for the use of monument signs, a 20 percent size bonus is provided. For example, a property with an allowed maximum sign area of 64 feet would be able to install a monument sign of up to 77 square feet, which is 20 percent greater in area. Ground-mounted signs are regulated in accordance with the following:

Street Frontage (feet)	Number of Signs	Size of Ground-Mounted Sign (square feet)	Size of Monument Sign (square feet)	Distance from Side Property Line (feet)	Distance from Other Signs (feet)
Less than 50	1	24	29	10	—
50 to less than 100	1	32	38	10	—
100 to less than 200	1	64	77	20	—
200 to less than 300	1	72	86	50	50
Greater than 300	1	96	115	50	100
Greater than 600 with no outparcels	2	Total square footage no more than 144; neither sign may be greater than 96 square feet or more	Total square footage no more than 173; neither sign may be greater than 96 square feet or more than	50	250

		than 10 feet in height	10 feet in height		
Commercial Airports, Regional Transit Facilities and other Public Use Facilities of Regional Interest with Frontage of 5,200 ft. or more and located on a divided roadway.	2	Total square footage no more than 240; neither sign may be more than 14 ft. in height.	Total square footage no more than 300; neither sign may be more than 14 ft. in height.	300	400

*Maximum height of a ground-mounted and a monument sign is ten feet; eight feet for a secondary frontage sign.

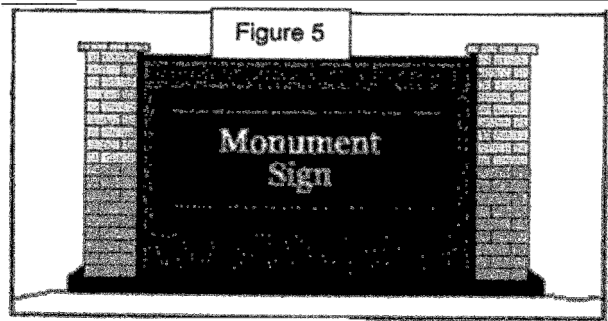
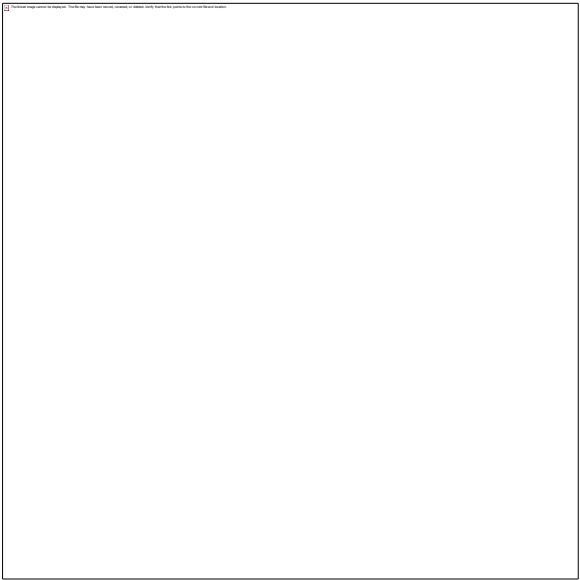


Figure 5

(2) *Developments with frontage on more than one public right-of-way.*

- a. In addition to signs allowed under subsection [30-318\(b\)\(1\)](#) each multiple-occupancy development and each single-occupancy development with frontage on more than one right-of-way may have one secondary ground-mounted sign. However, no secondary frontage may have any ground-mounted sign located within 200 feet of any property designated for single-family land use on the future land use map of the city comprehensive plan or zoned for single-family development, measured in a straight line from the sign to the nearest property line. This provision shall not apply to single-family land uses designated on arterial roadways as shown in the Transportation Mobility Element of the City of Gainesville Comprehensive Plan.
- b. A sign located on a secondary frontage shall display only the name of the development.
- c. Size of secondary sign:
 1. The size of the secondary sign shall be no more than 24 square feet (29 square feet for a monument sign) for a multiple-occupancy development) or a single-occupancy development.
 2. Signs on a secondary frontage shall be located a minimum of ten feet from the side property line.
 3. The owner of the property shall designate which is the primary and secondary frontage.
- d. The maximum height of a sign on a secondary frontage may not exceed eight feet **except as provided for in 3-218 (b) 2.(e) herein.**
- e. **An additional secondary sign may serve the secondary right of way of a commercial airport, regional transit facility or similar public use facility of regional interest having a primary frontage of 5,200 ft. or more. The secondary sign shall be no more than 220 square feet in area and 18 feet in height. The secondary sign shall be no closer than 200 ft. from the nearest sign or 500 ft. from any property designated for single-family land use or single-family development, measured in a straight line from the sign to the nearest property line.**

(3) *Outparcel and special signs.*

- a. *Generally.* In addition to signage authorized under this article a freestanding sign may be permitted on developed outparcels with an area of 22,500 or more square feet with a minimum street frontage of 150 feet.
- b. *Maximum number of signs.* An outparcel, whether a corner or interior parcel, may have no more than one freestanding sign. Directional, informational and other signs may be allowed in accordance with this article.
- c. *Maximum size of freestanding signs.* The maximum size of a freestanding sign for a development on an outparcel shall not exceed 48 square feet. The size of a freestanding sign for an outparcel shall be based on the length of street frontage of the outparcel. The allowable size of the signs shall be determined as follows:
 1. An outparcel with a street frontage of 200 feet or less may have a freestanding sign with a maximum size of up to 24 square feet (29 square feet for a monument sign).

2. An outparcel with a street frontage of more than 200 feet but less than 300 feet may have a freestanding sign with a maximum size of up to 32 square feet (38 square feet for a monument sign).
 3. An outparcel with a street frontage of 300 feet or more may have a freestanding sign with a maximum size of up to 48 square feet (58 square feet for a monument sign).
 4. Only one street frontage may be used to determine the maximum size of a freestanding sign for a corner outparcel.
- d. *Maximum height of freestanding signs.* The maximum height of a freestanding outparcel sign may not exceed eight feet. The height shall be measured from average natural grade on the outparcel to the elevation of the highest point of the sign. Average natural grade shall be the average elevation determined from the elevation of no less than ten elevation points distributed evenly on the outparcel.
- e. *Placement and design of signs.* Freestanding signs for the entire unified development, including those of the outparcel, shall be located so that no signs shall be within 50 feet of each other.
1. Freestanding outparcel signs shall be placed no closer than 15 feet to any property line. Freestanding signs may not be placed in the vision triangle.
 2. An allowable freestanding sign on a corner outparcel may be located along either one of the street frontages providing it is in compliance with all the requirements of this Code.
 3. No freestanding outparcel signs may be located along the street frontage which is adjacent to property shown as single-family residential on an adopted land development code or comprehensive plan.
 4. Signs shall be designed and placed in a manner which will be architecturally compatible with the structure and in harmony with the character of surrounding developments. The area around the base of all such signs shall be landscaped with appropriate low-growing shrubbery. Grade treatment with the use of gravel, rocks, mulch or other materials used in the profession may be used.
 5. Signs shall be placed in a manner which is sensitive to the existing vegetation and natural features on the site.

f. *Nonconforming signs on outparcels.* If an outparcel contains a nonconforming sign, no new freestanding sign shall be permitted on the outparcel unless the nonconforming sign is brought into compliance. An outparcel with a nonconforming use may not have a new freestanding sign