



Legislation Text

File #: 100101., **Version:** 4

ADDITIONAL SIGNAGE FOR MULTIPLE-FAMILY DEVELOPMENTS (B)

Ordinance No.100101; Petition PB-10-21-TCH.

An ordinance of the City of Gainesville, Florida, amending Section 30-318(d)(2) of the Land Development Code, related to permanent development identification signs and structures for subdivisions and neighborhoods; by allowing additional signage for multi-family developments with more than one frontage and increasing the maximum size of the secondary entrance signs; providing directions to the codifier; providing a severability clause; providing a repealing clause; and providing an immediate effective date.

The City Commission adopt the proposed ordinance.

PLANNING AND DEVELOPMENT SERVICES DEPARTMENT STAFF REPORT

This petition and ordinance amend Section 30-318 (d)(2) of the City's Land Development Code, to allow additional and larger identification signage for multiple-family developments with frontage on multiple streets. Section 30-318 (d)(2) specifically regulates identification signage for multiple-family residential developments, community residential homes of over fourteen residents, mobile home parks and other allowed uses in multiple-family zoning districts. Currently, a multiple-family development is allowed one identification sign of up to 24 square feet in size, excluding structural elements and decorative features. This can be a single sign unit with two faces or a single-faced sign mounted on each side of the entrance into the development. If the development has more than one approved entrance, one additional sign designed for identification purposes only, on a structure not exceeding four square feet in size, is currently allowed at each entranceway.

The Petitioner requested a code revision to allow an additional frontage sign of up to 128 square feet in size and up to 12' in height and to allow more than identification information to be displayed on the sign.

City staff did not support the Petitioner's request, as most multiple-family developments are located within residential zoning districts and a proposed sign area of

128 square feet is larger than a primary sign is allowed to be, even in commercially zoned areas. The largest sign allowed in the City is 96 square feet for commercial development with a frontage exceeding 300 linear feet. In addition, the proposed twelve-foot height is taller than the ten-foot maximum height allowed in commercial zones.

However, staff recognizes the need for identification signage on more than one frontage, even if the development does not have an entrance on that frontage, and the staff recommended language addresses that issue.

After public notice was published in the Gainesville Sun on April 6, 2010, the City Plan Board held a public hearing on April 22, 2010. The City Plan Board heard the petition and, by a vote of 6-0, recommended approval with a further revision to allow the maximum sign area of the identification sign at a secondary entrance to be up to 16 square feet, rather than the up to 4 feet that is currently allowed by code.

The Petitioner supports the petition as recommended by City staff and revised by the City Plan Board.

CITY ATTORNEY MEMORANDUM

Should this ordinance pass on first reading, second and final reading will be held on Thursday, November 18, 2010.