

**CITY OF GAINESVILLE
PLANNING AND ZONING COMMISSION**

**Special Meeting
2:00 p.m.
Tuesday, October 5, 1993**

Members Present: Marge Clement, Bill Williams, Jan Russell, Robyn Byars, Debra Beavers and Joyce Rigler.

Members Absent: Roy Brewer.

Staff Present: Mike Land and Pat Payne

Visitors Present: List

The first item of business was calling the public hearing to order at 2:02 p.m. by Chairman Bill Williams.

The second item of business was consideration and recommendation on an amendment to the I-35 Development Standards Ordinance, No. 400-1-89, allowing for off-premises signs along Interstate 35 and adopting regulations thereof.

Mr. Williams showed a graphic illustration Mike Land had prepared for the Board for possible sites of off-premises signs along the I-35 Corridor. He said that after driving down the Interstate and observing the amount of private land south along the Corridor, he noticed that some of the properties were not likely to have owners that will allow signs to be placed on their land. An asset north of that area and south of Highway 82 needs to be managed in order to direct vehicular traffic toward the Factory Shops. He said the City needs space to advertise also so traffic can be directed toward the downtown area.

After his opening remarks, Mr. Williams asked each member of the Board their opinions concerning I-35 off-premises signage. Marge Clement said three people who had called her would like the signs even closer than the proposed minimum 1500'. She said she feels 1500' is close enough. Joyce Rigler said she has no problem with the 1500' spacing because she doesn't think there will be but a few signs to go in. Mr. Williams said he talked with the trustees of an estate south of town and they indicated there would be no signage on that property. Jan Russell said she counted 28 spots for signs with the 1500' spacing, and that indicates to her a total of 56 signs counting front and back. She said she is very concerned about the aesthetics of the Corridor and would like a minimum of 2000' spacing. Debra Beavers said that when she counted the spots for signs, she also felt that the 1500' was allowing too many signs and she could live with it, but she would prefer the 2000' spacing. She commented, however, that the Factory Shops Mall does need some advertising on the Interstate. Robyn Byars was concerned with the construction of the signs and how they would look to traffic going through Gainesville. Mike Land explained the proposed required construction for the signage.

No wood structures will be allowed.

Steve Hannigan, with a sign company out of Dallas, said he had pictures of the signs they erect and he presented those for the Board to observe.

Mike Land then explained the proposed ordinance to the Board. He said that the maximum height for the signs would still be 35', but it would be measured from the highest grade level of the land in that area. The sign company would be responsible for the ground survey with a spot elevation of what the highest pavement level would be; the sign would be measured 35' from that spot.

The Board then discussed the maximum required signage area, with 300 square feet being proposed.

Mr. Land explained the remainder of the proposed ordinance.

Robyn Byars asked about signs already in place that are extremely tall. Mr. Land told him that they cannot be required to take the signs down and bring them into conformity with the new regulations. He also said that any new signs cannot be any closer than 1500' to an existing billboard, if they elect to choose that spacing. Joyce Rigler verified that the existing signs will not be affected.

Shirley Lusk asked if the proposed 1500' spacing included all signs whether they would be on-premises or off-premises. Mr. Land explained that this ordinance only addresses off-premises signs and the on-premises signs are allowed under different regulations in the I-35 Development Standards Ordinance.

Bill Williams emphasized that the signage issue has to be addressed because when new businesses come into a new city, the availability of signage is one thing they immediately look for. He said that he didn't feel that there is enough difference between 1500' and 2000' spacing to make a difference. However, the dilapidated signs need to be removed.

Steve Hannigan spoke next saying he is not opposed to the 1500' spacing; however, he would like to see something closer. He said he would also like to have 400 square feet of signage area considered over the 300 proposed square footage.

A motion was made by Joyce Rigler and seconded by Marge Clement to **recommend approval of the amendment to the I-35 Development Standards Ordinance, as amended, allowing off-premises signs and the regulation thereof.** Motion carried by the following vote: Ayes: Clement, Beavers, Byars, Williams and Rigler. Nays: Russell. Absent: Brewer. Abstentions: None.

After no further discussion, the meeting was adjourned at 2:45 p.m.

AMENDMENT TO MINUTES OF OCTOBER 5, 1993:

The Board discussed and agreed to change the regular meeting of 2nd Wednesday of every month to the first Tuesday of every month at 2:00 p.m.