

Butler Plaza Master Sign Plan Analysis:

Category: Site Signage

| Sign Type | City of Gainesville Sign Code | Alachua County TOD signage | Butler PD | Butler Plaza Master Signage Proposal |
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| Landmark sign | <p>Location: Within ¼ mile of an I-75 interchange Number permitted: 1 Maximum height: 18 feet by right, up to 90' with a variance Maximum width: N/A Sign area: 300 square feet Materials: N/A Other provisions: N/A</p> | <p>Location: I-75 frontage Number permitted: 1 Maximum height: 38 feet Maximum width: N/A Sign area: 740 square feet Materials: N/A Other provisions: N/A</p> | <p>Location: Each PD sub-area Number permitted: 4 Maximum height: 24 feet Maximum width: N/A Sign area: 20 square feet Materials: N/A Other provisions: Can only display name of development or sub-area</p> | <p>Location: I-75 and SW 30th Avenue (Sub-Area 1) Number permitted: 1 Maximum height: 60 feet Maximum width: 20 feet at base/12 feet at top Sign area: 740 square feet Materials: Stucco, masonry, or similar material Other provisions: May display signage for any occupant of the overall PD</p> |
| Project Entry Signs | <p>No equivalency</p> | <p>Location: Project entrances Number permitted: 1 per 400 linear feet of exterior project roadway Maximum height: 24 feet (Arterials) 10 feet (Other roadways) Maximum width: N/A Sign area: 360 ft² (Arterials) 100 ft² (Other roadways) Materials: N/A Other provisions: 1. No more than 3 signs allowed per exterior project roadway</p> | <p>Location: Major Intersections: 1. Archer Rd. @ SW 62nd Blvd. 2. Archer Rd. @ Butler Blvd. 3. Windmeadows Blvd. @ SW 34th St. Number permitted: 3 Maximum height: N/A Maximum width: N/A Sign area: N/A Materials: N/A Other provisions: May display signage for any occupant of the overall PD</p> | <p>Location: Major Intersections: 1. Archer Rd. @ SW 62nd Blvd. 2. Archer Rd. @ Butler Blvd. 3. Archer Rd. @ SW 40th Blvd. 4. Archer Rd. @ Bratcher Blvd. 5. SW 62nd Blvd. @ SW 43rd St. 6. SW 38th Ter. @ SW 24th Ave. 7. Windmeadows Blvd. @ SW 34th St. 8. Archer Rd. @ Entrance to the Butler Town Center Number permitted: 8 Maximum height: 24 feet (Option 1) 15 feet (Option 2) Maximum width: 12 feet (Option 1) 24 feet (Option 2) Sign area: 180 ft² (Option 1) or 115 ft² (Option 2) Materials: Aluminum Other provisions: 1. May display signage for any occupant of the overall PD 2. No minimum sign setbacks</p> |
| Monument sign | <p>Location: Development site Number permitted: Up two 2 signs with 500' linear feet of frontage Maximum height: 10 feet (primary) 8 feet (secondary) Maximum width: N/A Sign area: 120 ft² (primary) 75 ft² (secondary) Materials: N/A Other provisions: Any site with secondary road frontage may be also allowed one 8' tall / 30ft² sign on the secondary frontage</p> | <p>Location: Internal development sites Number permitted: 1 per site Maximum height: 4 feet Maximum width: N/A Sign area: 24 ft² Materials: N/A Other provisions:</p> | <p>Same as City Sign Code</p> | <p>Location: At the development entrance of any development site within the PD Number permitted: 3 per site Maximum height: 14 feet Maximum width: 15 feet Sign area: 110 ft² Materials: Aluminum Other provisions: 1. May display signage for any occupant of the overall PD 2. No minimum sign setbacks</p> |
| Outparcel signs | <p>Location: Any approved outparcel Number permitted: 1 per outparcel Maximum height: 8 feet Maximum width: N/A Sign area: Up to 58 ft² based on linear frontage Materials: N/A</p> | <p>Not included</p> | <p>Same as City Sign Code</p> | <p>Location: Any outparcel Number permitted: 1 per outparcel Maximum height: 8 feet Maximum width: 5 Sign area: 32 ft² Materials: Aluminum or similar</p> |

Butler Plaza Master Sign Plan Analysis:

Category: Exterior Building Signage

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| Wall Sign | <p>Location: Exterior wall Number permitted: 2 on primary building face and 1 additional sign for each additional face Maximum size:</p> <ol style="list-style-type: none"> 1. Primary face: 1.5 * linear elevation up to 200 ft² 2. 50 ft² secondary side 3. 24 ft² additional sides <p>Materials: N/A Other provisions: N/A</p> | <p>Location: Exterior wall Number permitted: Up to 2 signs per entrance Maximum size: ¼ building elevation area Materials: N/A Other provisions: N/A</p> | Same as City's Sign Code | <p>Location: Exterior wall Number permitted: 3 signs per building Maximum size: 1.5 * linear elevation (No maximum in sub-areas 1 and 4) per building face Materials: N/A Other provisions: N/A</p> |
| Awning, Under-canopy, and Marquee signs | <p>Awning and marquee signs are considered a type of wall signage</p> <p>Under-canopy signs are permitted for each tenant up to 4 ft²</p> | Considered a type of wall signage and regulated as listed above | Same as City's Sign Code | <p>Location: Exterior building face (Marquee signs are limited to theatres or hotels) Number permitted: 1 per occupant per exterior building face Maximum height: Roofline, parapet, or 18' whichever is less (Marquee signs may project 4' above the roofline) Sign area: Same as wall sign limitations</p> |

Butler Plaza Master Sign Plan Analysis:

Category: Directional signs

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| Project directional signs | Location: Internal to a 300,000 ft ² no closer than 100' to a public right-of-way Number permitted: No limit for developments with 300,000 ft ² of floor area Maximum size: 50 ft ² Maximum height: 6 feet | No equivalency | Same as City's Sign Code | Location: Not specified Number permitted: Not specified Maximum size: 20 ft ² Maximum height: 8 feet Maximum width: 3 feet Materials: Aluminum or similar |
| Pedestrian directional signs | As listed above | No equivalency | Same as City's Sign Code | Location: Not specified Number permitted: Not specified Maximum size: 2 ft ² per face Maximum height: 12 feet Materials: Aluminum |

Butler Plaza Master Sign Plan Analysis:

Category: Pedestrian Signs

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| Pedestrian kiosk | <p>Either 1 pedestal or message board sign is permitted for each occupant</p> <p>Message board signs are 6 ft² and are attached to the building</p> <p>Pedestal signs can be a maximum of 5 feet tall and display 2.25 ft² of sign area</p> | No equivalency | <p>Location: Within PD</p> <p>Number permitted: Not specified</p> <p>Maximum size: 18 ft²</p> <p>Maximum height: 5 feet</p> | <p>Location: Within Sub-areas 2 and 3</p> <p>Number permitted: Not specified</p> <p>Maximum size: 20 ft² per side (up to 4 sides)</p> <p>Maximum height: Not specified</p> <p>Maximum width: Not specified</p> <p>Materials: Not specified</p> <p>Other provisions: Signage may be in a digital or electronic format if signs are not visible from the public right-of-way</p> |
| Sidewalk signs and Concierge signage | See above | <p>Location: Within development</p> <p>Number permitted: 1 per storefront</p> <p>Maximum size: 6 ft²</p> | Same as City's Sign Code | <p>Location: Not specified</p> <p>Number permitted: Not specified</p> <p>Maximum size: 10 ft² (sidewalk) 12 ft² (concierge booth)</p> |

Butler Plaza Master Sign Plan Analysis:

Category: Temporary Signs

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| Construction signs | Location: On property under development Number permitted: 3 Maximum size: 32 ft ² Maximum height: 8 feet Maximum width: N/A Materials: N/A Other provisions: Setback 15' from driveway or side property line | No equivalency | Same as City's Sign Code | Location: 1. Archer Rd. 2. SW 62 nd Blvd. 3. SW 34 rd St. 4. SW 24 th Ave. 5. I-75 Number permitted: 4 Maximum size: 128 ft ² per side Maximum height: 20 feet Maximum width: Not specified Materials: Not specified |
| Real estate signs | Location: On property under development Number permitted: 3 Maximum size: 32 ft ² Maximum height: 8 feet Maximum width: N/A Materials: N/A Other provisions: Setback 10' from driveway or side property line | No equivalency | Same as City's Sign Code | Location: I-75 Number permitted: 1 Maximum size: 200 ft ² per side Maximum height: 20 feet Maximum width: Not specified Materials: Not specified |
| Temporary signs for new businesses | Location: On property under development Number permitted: 2 Maximum size: 32 ft ² Maximum height: 8 feet Maximum width: N/A Materials: N/A Other provisions: Setback 15' from driveway or side property line | No equivalency | Same as City's Sign Code | Location: Each development parcel Number permitted: 1 Maximum size: 32 ft ² per side Maximum height: Not specified Maximum width: Not specified Materials: Not specified |
| Pole banners | Location: On light poles Number permitted: No limit Maximum size: 18 ft ² Maximum height: No limit Maximum width: N/A Materials: N/A Other provisions: Pole must have been lawfully permitted | No equivalency | Location: Within PD Number permitted: No limit Maximum size: 18 ft ² Maximum height: 12 feet Maximum width: N/A Materials: N/A | Location: Within PD at major entrances Number permitted: No limit (May be displayed up to 14 days and up to 45 days before Christmas without a permit) Maximum size: 50 ft ² Maximum height: Not specified Maximum width: N/A Materials: N/A |