



Planning and Development Services

PB-14-106 PDA Butler Plaza PD Master Signage Plan

**Presentation to City Commission
January 5, 2015
Ordinance # 140501**

Background

- Butler Plaza Planned Development (PD) (Ordinance 121108) adopted November 2013.
- Some special signage was included as part of the PD approval
- Alternatively, Butler could submit a master signage plan for the development, subject to City Commission approval
- Plan Board courtesy review and comments

Background (Current PD)

- Adopted PD signage provisions:
 - Four 24' tall landmark signs to denote the name of the overall development or the four sub-areas approved in the development.
 - Freestanding signs and building mounted signs deferred to the City's sign code.

Proposed Master Sign Plan

- Proposed master sign plan will function as the regulatory sign document for the 267-acre PD
- Signs are divided into 5 categories:
 - Site signage;
 - Exterior building signage;
 - Directional signage;
 - Pedestrian signage; and
 - Temporary signage.

Findings

- Butler Plaza PD is a unique regional-scale, 267-acre mixed-use development situated between I-75 and multiple arterial roadways
- The PD is divided into 4 distinct sub-areas with individual development standards guiding the form, scale, and character of development
- The Master Signage Plan will provide additional flexibility to provide cohesive signage across the entire development while maintaining the different scale and character of the approved sub-areas.

Findings

- The Master Signage Plan is consistent with the intent and objectives of the Planned Development district which are intended to allow for unique proposals not provided for in the Land Development Code.
- Additionally, the amortization provisions in the plan will eventually remove and consolidate many of the existing non-conforming signs along Archer Road

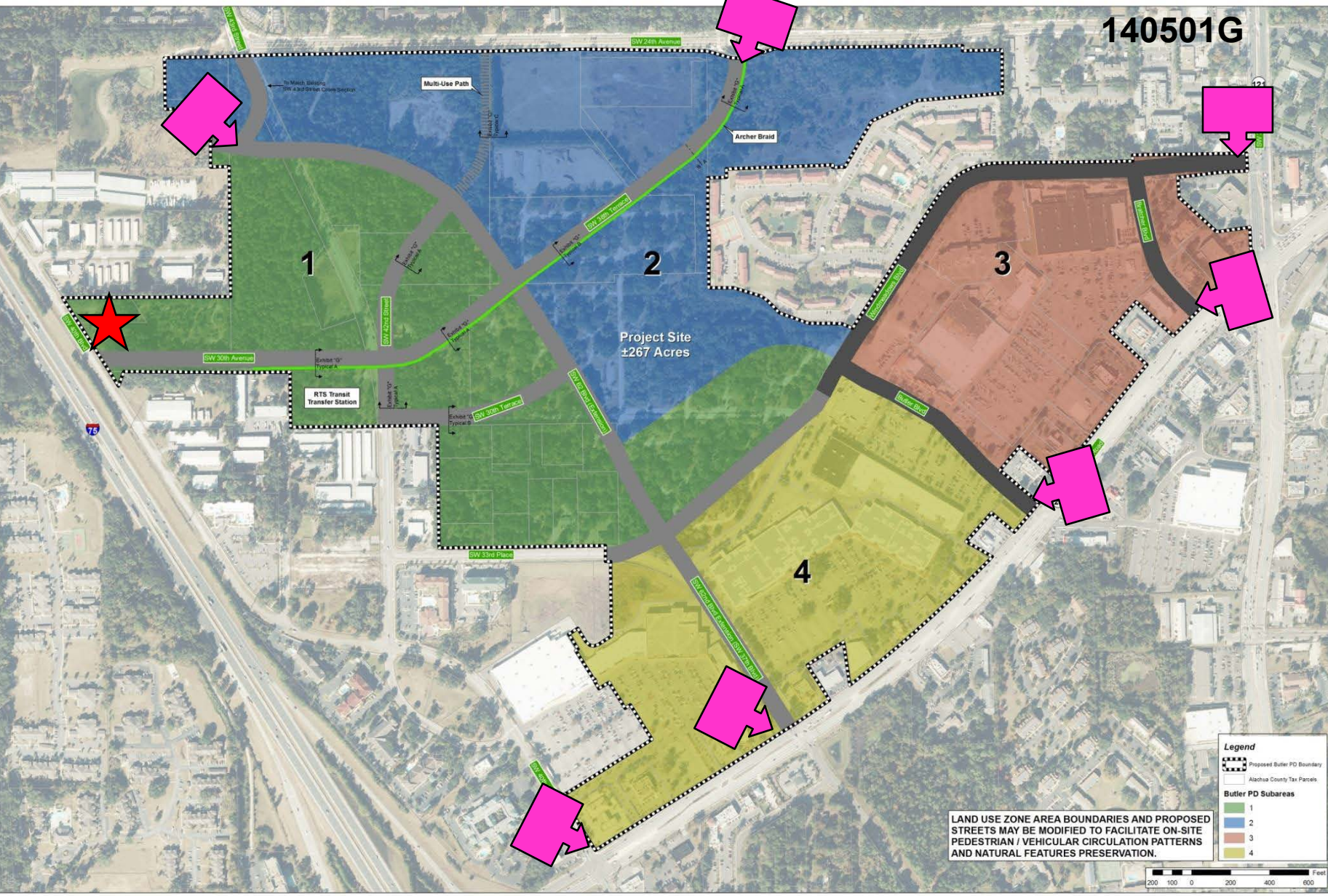
Proposed Master Sign Plan

- Major elements of the Master Sign Plan:
 - One 60' tall I-75 frontage sign (740 sq. ft. of sign area)
 - Eight 24' tall (180 sq. ft. of sign area) multi-tenant project signs at major intersections on Archer and at entrance to the Town Center.

140501G

ALACHUA COUNTY
PLANNING DEPARTMENT

Butler Development
Planned Development (PD) Layout Map



Project Site
±267 Acres

1

2

3

4

RTS Transit
Transfer Station

LAND USE ZONE AREA BOUNDARIES AND PROPOSED
STREETS MAY BE MODIFIED TO FACILITATE ON-SITE
PEDESTRIAN / VEHICULAR CIRCULATION PATTERNS
AND NATURAL FEATURES PRESERVATION.

Legend

- Proposed Butler PD Boundary
- Alachua County Tax Parcels

Butler PD Subareas

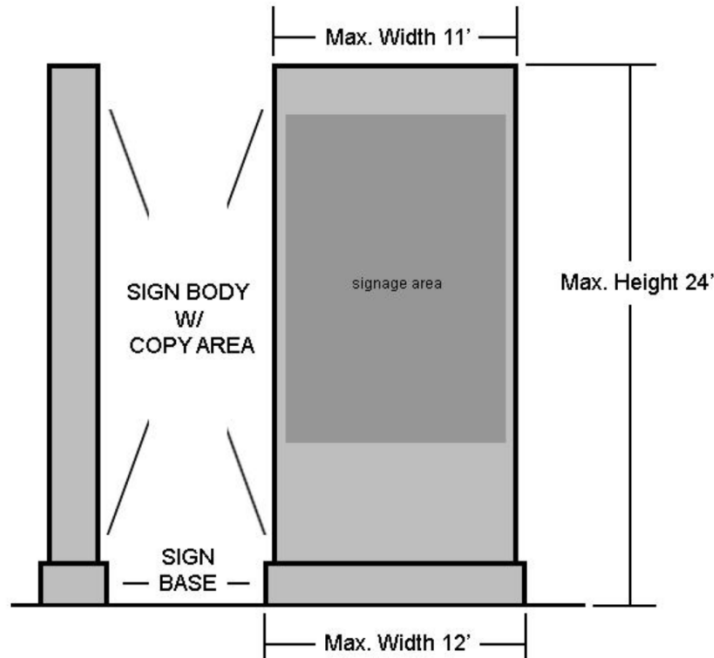
- 1
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Proposed Master Sign Plan



III.A. Project Entry Sign Type 1



LOCATION: PRIMARY FRONTAGE MONUMENT SIGNS MAY BE LOCATED AT THE FOLLOWING INTERSECTIONS:

- ARCHER ROAD AT SW 40TH BOULEVARD
- ARCHER ROAD AT SW 62ND BOULEVARD
- ARCHER ROAD AT SW 35TH BOULEVARD
- ARCHER ROAD AT BRATCHER BOULEVARD
- SW 62ND BOULEVARD AT SW 43RD STREET
- SW 38TH TERRACE AT SW 24TH AVENUE
- WINDMEADOWS BOULEVARD AT SW 34TH STREET
- MAIN ENTRANCE TO TOWN CENTER AT ARCHER ROAD

MAX. HEIGHT:	24'
MAX. WIDTH:	11' (12' BASE)
MAX. SIGN AREA:	180 SQ FT PER FACE
MATERIALS:	ALUMINUM BODY (OR SIMILAR), CONCRETE BASE
LIGHTING:	MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED
SETBACKS:	THERE ARE NO MINIMUM PROPERTY LINE SETBACKS FOR THESE SIGNS.
NOTE:	PROJECT ENTRY SIGNS MAY ADVERTISE ANY OCCUPANT WITHIN THE BUTLER DEVELOPMENT.

Proposed Master Sign Plan

- Major elements of the Master Sign Plan:
 - Freestanding site specific signs:
 - Three per site
 - 14' tall
 - 110 sq. ft. sign area (not tied to linear frontage)
 - Building mounted signs:
 - 3 signs per tenant
 - Sign area for each building face = 1.5 x linear elevation (No max cap in sub-areas 1 and 4)

Proposed Master Sign Plan

- Amortization:
 - 32 existing non-conforming freestanding signs along Butler Plaza frontage on Archer Rd.
 - Proposal to remove 1 sign with each construction of new sign.
 - 23 new signs (5 project entry and 18 outparcel signs) are proposed to replace existing signs along Archer Rd. frontage over a period of time.
 - Existing flip sign at the entrance to the Esplanade shopping center to remain

Staff Recommendation:

- **Approve Butler Plaza Master Sign Plan and adopt Ordinance 140501**