



## Planning and Development Services

# **BUTLER PLAZA PB-09-84**

Rezone property from Alachua County  
zoning districts to Planned Development (PD)

8/5/10

City Legistar No. 090538E

# Minimum Requirements for a PD

Must demonstrate one of the following:

- Unique and promoted by the Comprehensive Plan; does not fit within an existing zoning district
- Development is of a size, scale, complexity or unique design that warrants a PD
- The proposed use at the site requires specialized design characteristics to address adjacent concerns (protecting neighborhood character or environment)

# Butler Plaza

- 264 acres
- Contains the existing commercial (million sq ft between Archer Rd and Windmeadows Blvd)
- Rezoning proposes a Planned Development over the entire area
- Divided into districts which determine uses and development standards
- Further divided into blocks/areas which determine square footage and signage





SW 24th Avenue

SW 42nd Street

SW 34th Street

Interstate 75

Archer Road





**S.W. 24<sup>th</sup> Avenue**

**Subarea 3:  
Butler Plaza, Unbuilt Portion  
Planned Use District (PUD)**

**Subarea 2:  
Butler Plaza,  
Unbuilt Portion  
Commercial (C)**

**Subarea 1:  
Butler Plaza,  
Built Commercial (C)**

**75**

**CITY OF GAINESVILLE  
ALACHUA COUNTY**

**S.W. Archer Road (State Road 24)**

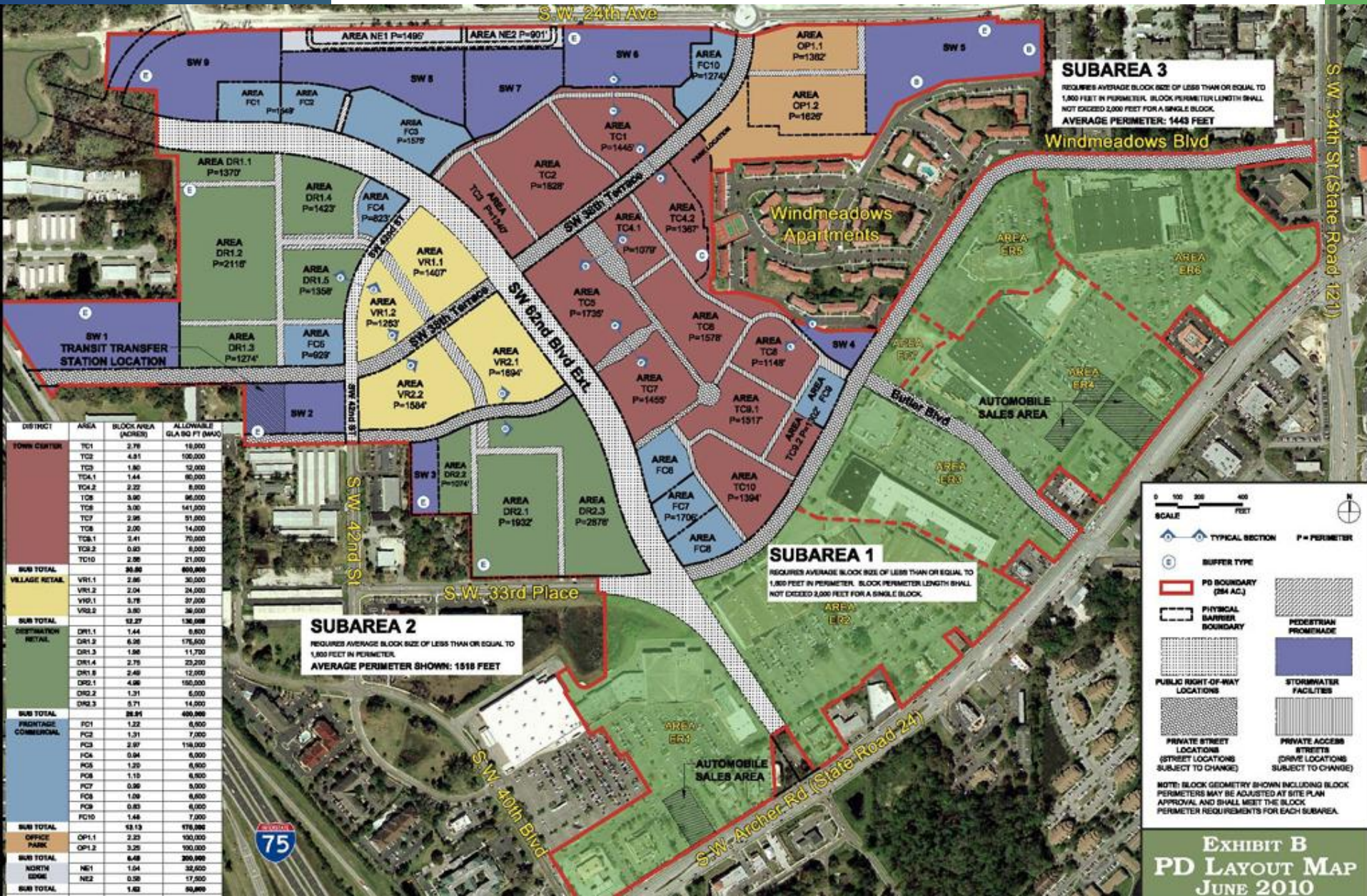
**S.W. 34<sup>th</sup> Street (State Road 121)**

# Exhibits in Report/Ordinance

- PD description
- PD Layout Map
- Typical street sections
- Infrastructure Phasing Map
- District standards
- Bicycle, pedestrian, and vehicular circulation
- Sign regulations
- Concurrency management



# PD Layout Map



**SUBAREA 3**  
REQUIRES AVERAGE BLOCK SIZE OF LESS THAN OR EQUAL TO 1,000 FEET IN PERIMETER. BLOCK PERIMETER LENGTH SHALL NOT EXCEED 2,000 FEET FOR A SINGLE BLOCK.  
AVERAGE PERIMETER: 1443 FEET

**SUBAREA 1**  
REQUIRES AVERAGE BLOCK SIZE OF LESS THAN OR EQUAL TO 1,000 FEET IN PERIMETER. BLOCK PERIMETER LENGTH SHALL NOT EXCEED 2,000 FEET FOR A SINGLE BLOCK.

**SUBAREA 2**  
REQUIRES AVERAGE BLOCK SIZE OF LESS THAN OR EQUAL TO 1,000 FEET IN PERIMETER.  
AVERAGE PERIMETER SHOWN: 1518 FEET

DISTRICT	AREA	BLOCK AREA (ACRES)	ALLOWABLE GLA 90 FT (MAX)	
TOWN CENTER	TC1	2.78	18,000	
	TC2	4.81	106,000	
	TC3	1.80	52,000	
	TC4.1	1.44	80,000	
	TC4.2	2.22	8,000	
	TC5	6.80	36,000	
	TC6	3.20	141,000	
	TC7	2.26	37,000	
	TC8	2.00	37,000	
	TC9.1	2.41	70,000	
SUB TOTAL VILLAGE RETAIL	TC9.2	0.83	8,000	
	TC10	2.28	21,000	
	TC10	20.86	800,000	
	SUB TOTAL DESTINATION RETAIL	VR1.1	2.86	30,000
		VR1.2	2.04	24,000
		VR1.3	0.78	37,000
		VR2.1	3.80	36,000
		VR2.2	12.27	136,000
	SUB TOTAL PRETRADING COMMERCIAL	DR1.1	1.44	8,000
		DR1.2	6.26	176,000
DR1.3		1.90	11,700	
DR1.4		2.78	23,200	
DR1.5		2.48	12,000	
DR2.1		4.96	190,000	
DR2.2		1.31	5,000	
DR2.3		0.71	14,000	
DR2.4		28.84	400,000	
DR2.5		1.22	8,000	
SUB TOTAL OFFICE PARK	FC1	1.31	7,000	
	FC2	2.97	118,000	
	FC3	0.04	6,000	
	FC4	1.20	6,000	
	FC5	1.10	6,000	
	FC6	0.90	5,000	
	FC7	1.00	8,000	
	FC8	0.83	6,000	
	FC9	1.48	7,000	
	FC10	1.48	7,000	
SUB TOTAL NORTH EDGE	NE1	1.54	32,000	
	NE2	0.58	17,000	
	NE2	1.62	80,800	

0 100 200 400 FEET

SCALE

TYPICAL SECTION P = PERIMETER

BUFFER TYPE

PD BOUNDARY (284 AC.)

PHYSICAL BARRIER BOUNDARY

PEDESTRIAN FRONTAGE

PUBLIC RIGHT-OF-WAY LOCATIONS

STORMWATER FACILITIES

PRIVATE STREET LOCATIONS (STREET LOCATIONS SUBJECT TO CHANGE)

PRIVATE ACCESS STREETS (PRIVATE LOCATIONS SUBJECT TO CHANGE)

NOTE: BLOCK GEOMETRY SHOWN INCLUDING BLOCK PERIMETERS MAY BE ADJUSTED AT SITE PLAN APPROVAL AND SHALL MEET THE BLOCK PERIMETER REQUIREMENTS FOR EACH SUBAREA.



# PD District Standards

Table 3 - PD District Standards

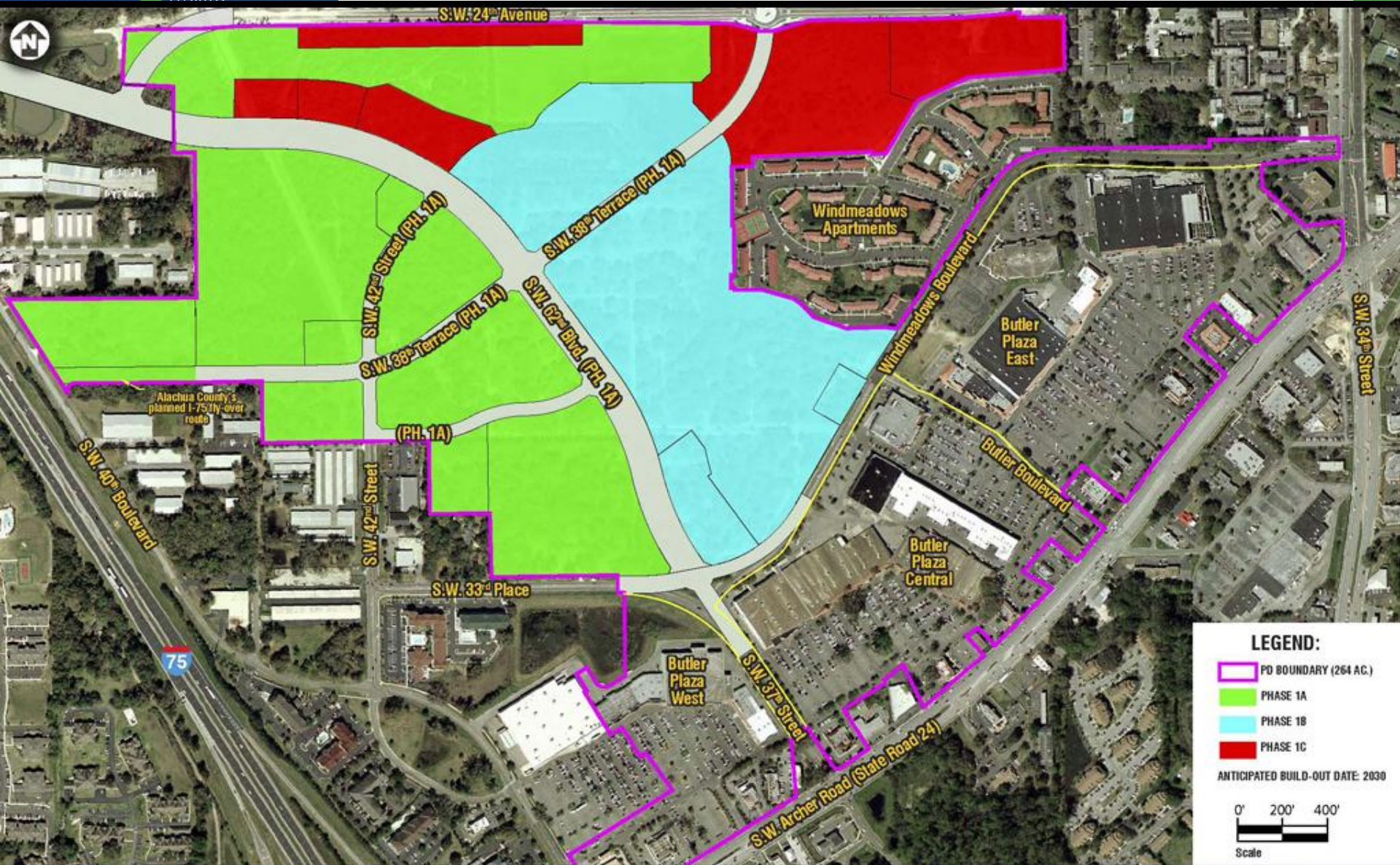
	Existing Retail - Butler Plaza One, East, Central & West	Towne Centre	Village Retail	Destination Retail	Frontage Commercial	Office Park	North Edge
Location (by Comprehensive Plan Subarea)	subarea 1	subarea 3	subarea 3	subarea 2	subareas 2, 3	subarea 3	subarea 3
Intent	existing Butler Plaza development areas based on conventional commercial development patterns allowing for increased single use building size.	linearly organized area, grid-style development pattern, pedestrian friendly district that is organized around a central 'slow-speed' main street and offers a variety of building types and spaces.	linearly organized area, grid-style development pattern, pedestrian friendly district that is organized around a central 'slow-speed' main street and offers a variety of building types and spaces.	conventional commercial development patterns allowing for increased single use building size.	areas characterized by small scale buildings fronting the main thoroughfares and located at key intersections, located throughout the overall project site and in key spots, complement the functional needs of the other districts. Each area is comprised of a building with supported parking area and has access points on the main roadways.	Office related uses developed in a campus style setting and associated natural park area, buildings are organized to directly front roadways with parking facilities to the sides and rear, access is intended to be through parking areas, enhanced pedestrian zones and along the streets.	allow for a mix of uses complementary and integrated uses within a single building; allows for integration non-residential and residential uses, intended to provide a transition between non-residential development and adjacent residential uses.
Allowable Uses <sup>1</sup>	commercial/retail and office uses; buildings may exceed 100,000 square feet in size; drive-thru facilities, hotels, outdoor sales & display, residential	Retail, Theatres, Sporting Goods Stores, Offices, Hotels/Motels, and Civic spaces/areas, Residential, Restaurants excluding drive-thru restaurants	Retail, Theatres, Sporting Goods Stores, Offices, Hotels/Motels, and Civic spaces/areas, Restaurants excluding drive-thru restaurants, residential	commercial/retail oriented uses; buildings may exceed 100,000 square feet in size, outdoor sales & display; cellular telecommunications towers shall be permitted in SW 1 and SW 2, residential	commercial/retail, restaurants, and office uses; drive-thru facilities, hotels, residential	office, residential	mixed use; office, commercial, excluding drive-thru and auto-oriented uses, residential
Land Area <sup>2</sup>	306 acres	39 acres	13 acres	30 acres	13 acres	10 acres	3 acres
Intensity (max) (sq. ft.) <sup>3</sup>	1,200,000	600,000	130,000	400,000	175,000	200,000	50,000
Hotel Room <sup>4</sup>	NA	300	150	100	150	NA	NA
Building Height (max)	3 stories or 45'	6 stories or 75'	3 stories or 45'	3 stories or 45'	5 stories or 60'	3 stories or 60'	3 stories or 60'
Setbacks (min)							
Front	20'	Regulated by build-to-line requirements except where noted in the specific district development standards.					
Side/Rear <sup>5</sup>	10'	10'	10'	25'	10'	10'	10'
Street Frontage (min) <sup>6</sup>	NA	70%	50%	NA	NA	NA	50%
Building Separation (min) <sup>7</sup>	10'	10'	10'	10'	10'	10'	10'
Build-to-Line <sup>8</sup>	NA	15-80'	15-80'	see district development standards	15-60'	10-20'	10-20'
Maximum Building Footprint (sq. ft.)	NA	80,000	40,000	NA	40,000	40,000	40,000
Service structure setback <sup>9</sup>		30'	30'	30'	30'	30'	30'
Parking Standards	as per currently constructed	4.50 spaces per 1,000 square feet calculated project wide					
Building materials	see district development standards						
Building articulation	see district development standards						
Signage	see attached signage plan exhibit	refer to signage plan exhibit					
Designated Open Space % (min) <sup>10,11</sup>	per existing open space	10%	15%	4%	10%	20%	15%
Total Open Space % (min) <sup>10,12</sup>	per existing open space	30%	40%	20%	30%	50%	35%

Notes:

- \*1: Stormwater facilities are an allowed use within any district.
- \*2: Acreages do not include stormwater facilities, public rights-of-way, or similar.
- \*3: In no case shall the total allowable square feet exceed the adopted Comprehensive Plan Subarea Policies development intensities.
- \*4: Maximum number of allowable Hotel Rooms projectwide shall not exceed 400 rooms.
- \*5: An 80' minimum setback shall be required from commercial use to residential uses adjacent to the PD boundaries; this required setback shall apply to buildings as well as service areas.
- \*6: See District Standards for identification of streets where frontage requirements apply.
- \*7: A 10' minimum building separation shall be required between residential and commercial uses within the PD, except where these uses are integrated within a mixed use building.
- \*8: Based on identified street frontage (one street only), except for corner lots/buildings.
- \*9: Includes placement of trash bin, dumpster screening and placement; distance from any primary or secondary public street and internal pedestrian walkway.
- \*10: See PD - General Definitions.
- \*11: Each district includes specific open space requirements; however, the overall goal within these districts within subareas 2 and 3 is to achieve a minimum 30% overall open space provision.



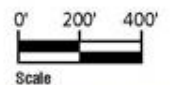
# Infrastructure Phasing Map



**LEGEND:**

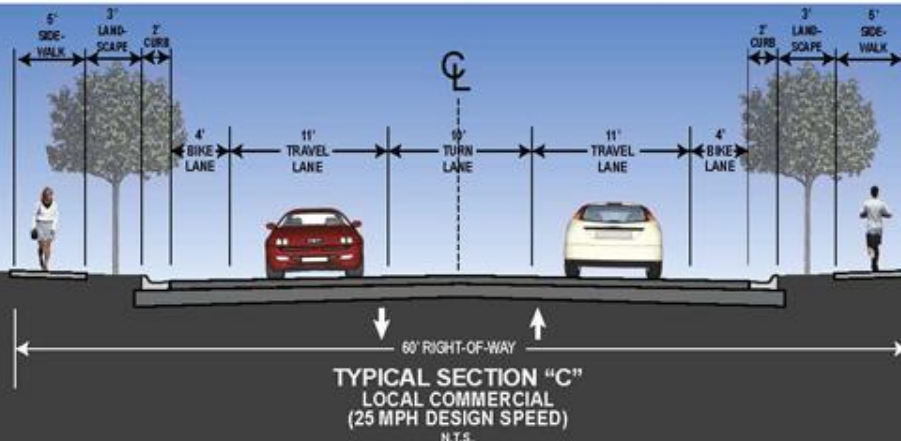
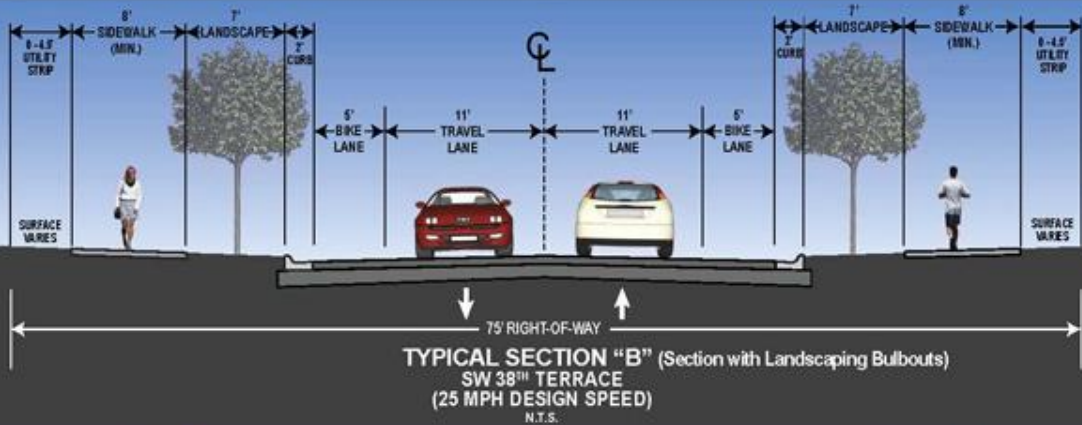
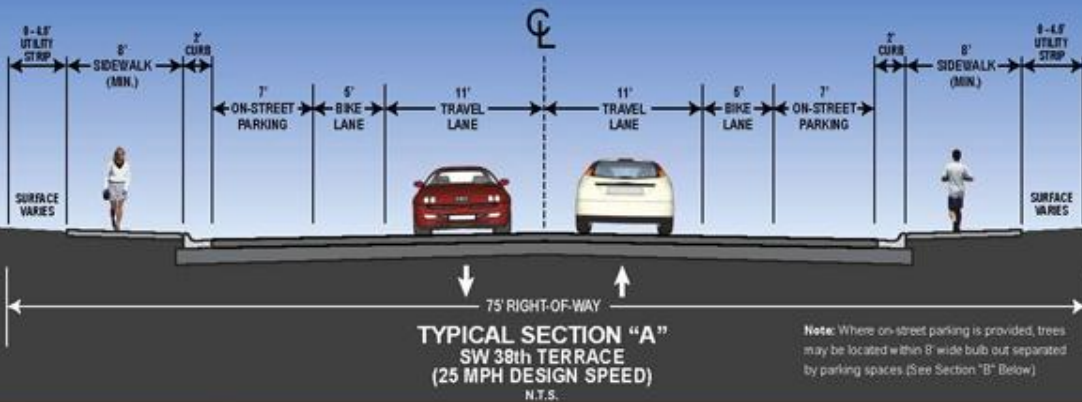
- PD BOUNDARY (264 AC.)
- PHASE 1A
- PHASE 1B
- PHASE 1C

ANTICIPATED BUILD-OUT DATE: 2030





# Street Sections A-C



## TYPICAL SECTIONS



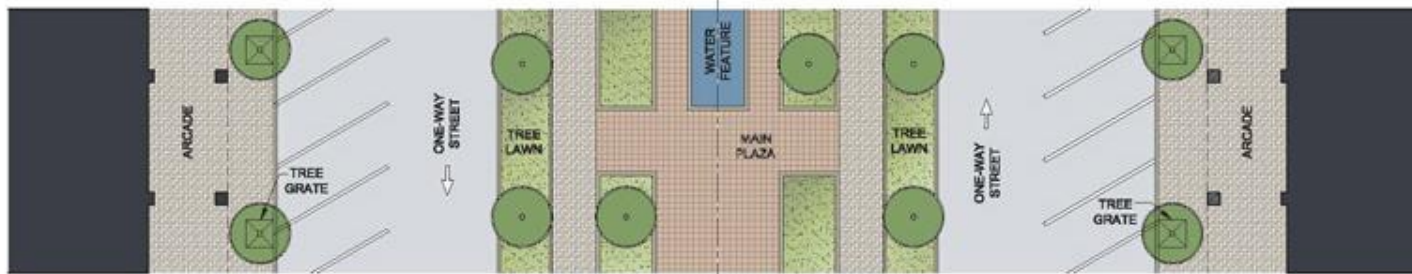
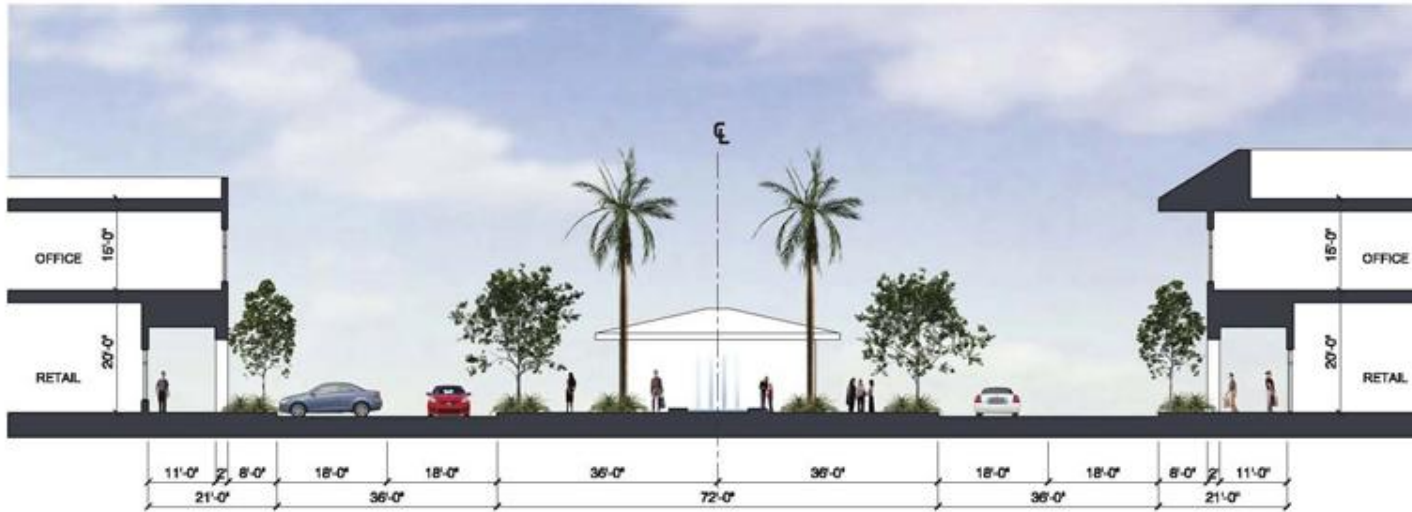
EXHIBIT C-1

BUTLER PLAZA  
PLANNED  
DEVELOPMENT (PD)

June 2010



# Street Section – Main Street



**TYPICAL SECTION "D"**  
PRIVATE MAIN STREET  
(15 MPH DESIGN SPEED)



## TYPICAL SECTIONS

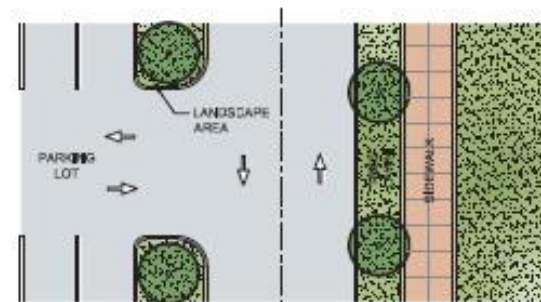
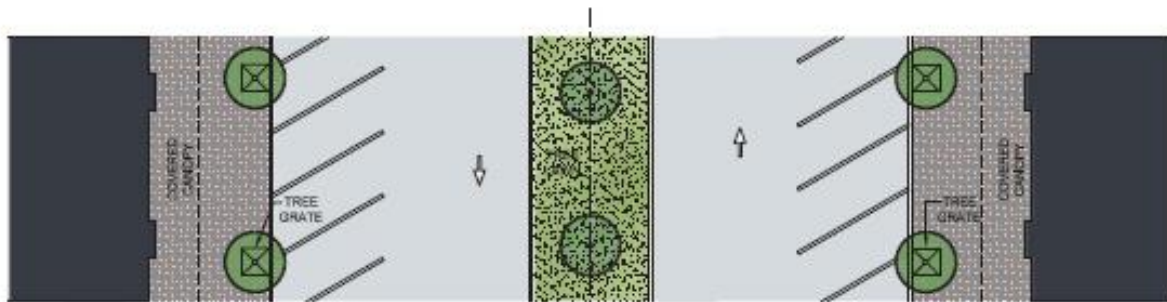
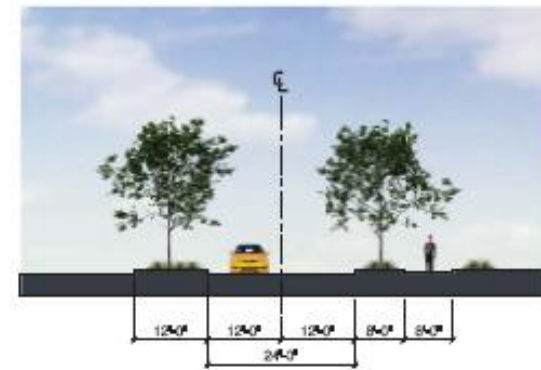
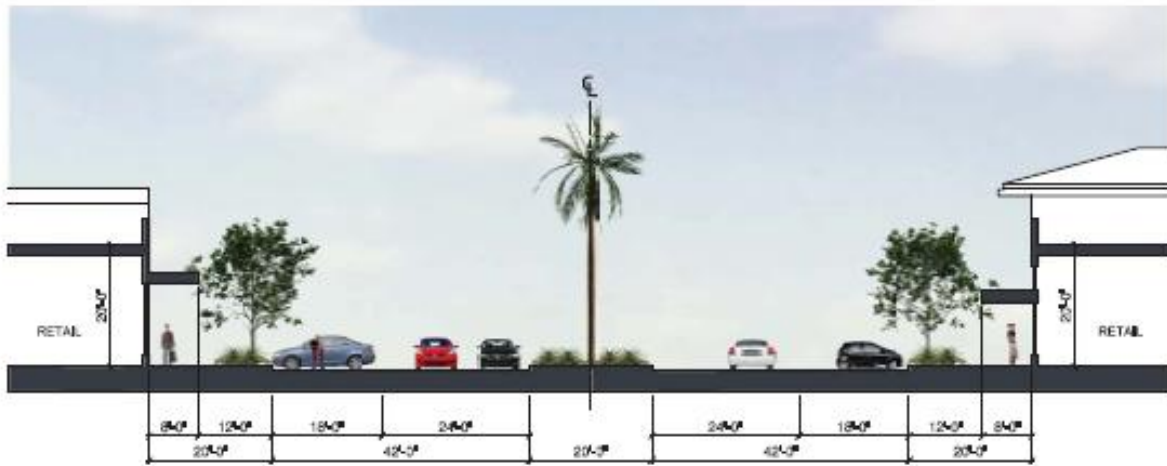


EXHIBIT C-2

BUTLER PLAZA  
PLANNED  
DEVELOPMENT (PD)

June 2010

# Street Sections E and F



**SECTION "E"**  
PRIVATE ACCESS STREET  
(10 MPH DESIGN SPEED)

**SECTION "F"**  
PRIVATE ACCESS STREET  
(10 MPH DESIGN SPEED)



PRIVATE ACCESS STREET SECTIONS





# Pedestrian Circulation

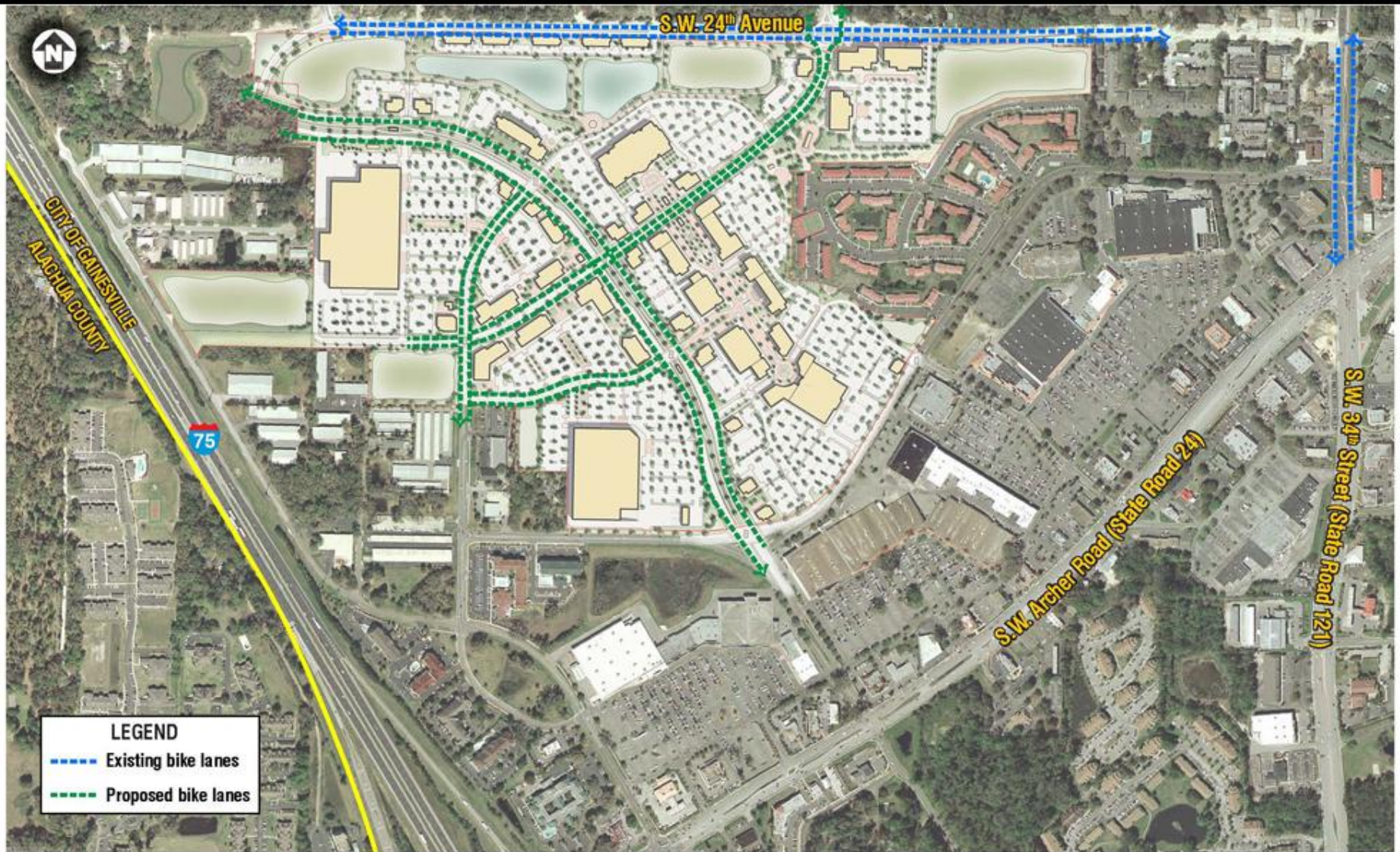


**LEGEND**  
--- Existing Sidewalk  
--- Proposed Sidewalk



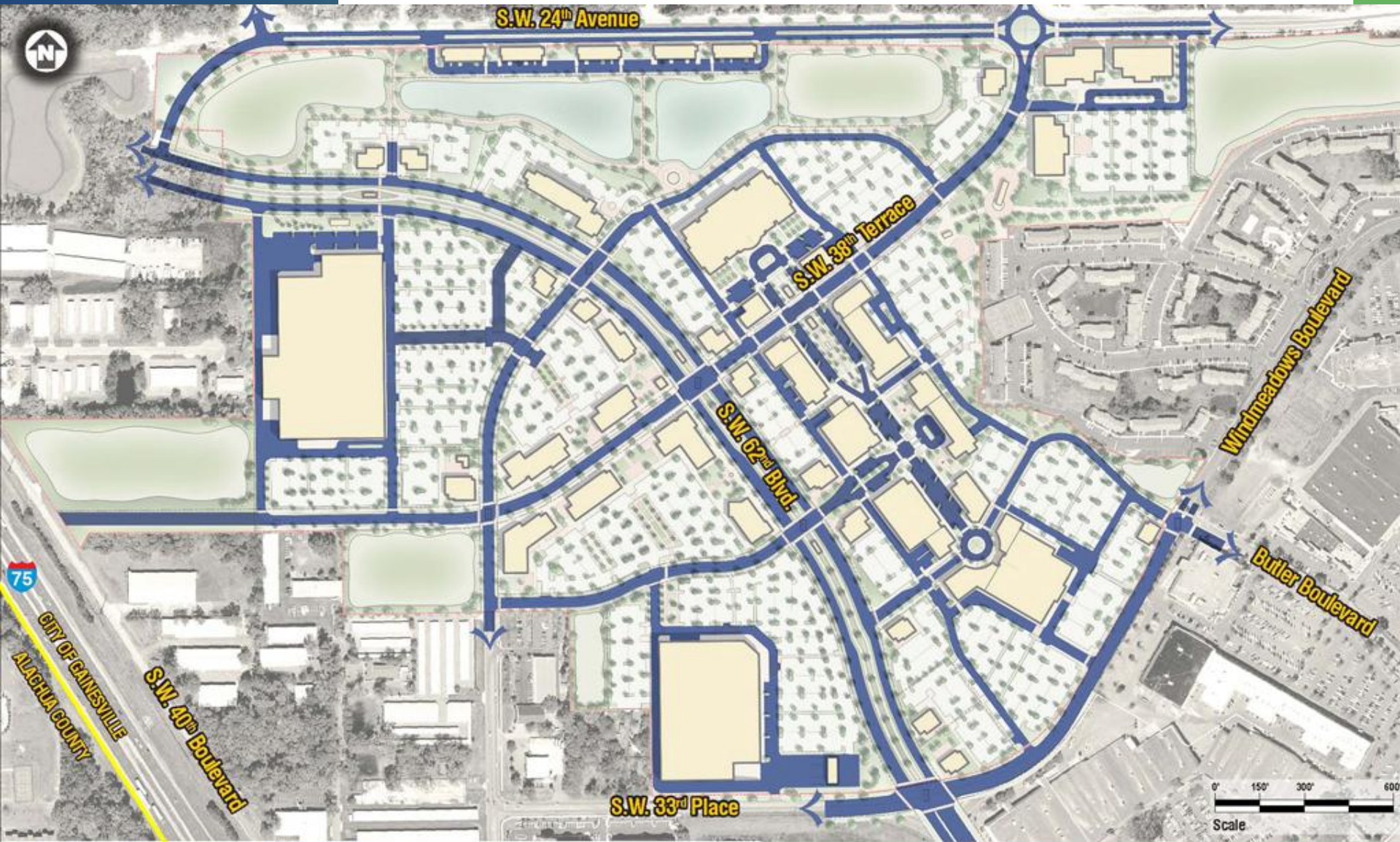


# Bicycle Circulation





# Vehicular Circulation



# Significant Issues

- Phasing and Timing
- Street Connectivity
- Street Design
- Transit Facilities
- Limitations on Uses
- Urban Design Standards
- LID Principles
- Redevelopment Plan



# Phasing and Timing

“The City Commission may permit or require the phasing or staging of a PD.” (Section 30-218)

“The City Commission may establish reasonable periods of time for the completion of any dedicated public facilities within a PD, facilities planned for common areas, and the total PD.” (Section 30-219)

- Public streets completed prior to any CO
- Transit transfer station completed prior to CO in Subarea 2 or 3
- No time limit on PD (30-yr projected build-out)

★  
**Oaks Mall**

SW 62 BLVD

SR 26 - W NEWBERRY RD

SR 121 - SW 34 ST

SW 75 ST

I-75

I-75

SW 43 ST

SW 20 AVE

SW 24 AVE

# Street Connectivity

SW 40 BLVD

SW 42 ST

SW 33 PL

WINDMEADOWS BLVD

★  
**Butler Plaza**



# Street Connectivity

LUC requires:

- 2000' max block perimeter
- 1600' average block perimeter





# Street Connectivity - Existing





# Street Connectivity - Proposed



# Street Design

*UDE Policy 1.7.2 – PD's as walkable developments*

- SW 62<sup>nd</sup> Blvd has been designed and approved by the MTPO
- Design of other streets will be determined by the assigned street sections in PD Report
- Tree lawns with shade trees required on the major streets in development
- 'Private access streets' are unique to this PD



# Private Access Streets

Defined within PD District Standards (Page E-2):

- Access to parking aisles on one side and continuous sidewalk and tree lawn on other side
- Vehicular drive entrances are permitted every 200' along this street
- Turning radii shall not exceed 25'

*Compose a large portion of the street grid system required by the Comp Plan amendment (1600' average and 2000' max block perimeter)*



# Transit Facilities

*TME Objective 3.1* – Bus system shall serve major trip generators and provide safe, pleasant and convenient transit stops

- Bus stops and facilities required by LUC
- Transit Transfer Station (Condition 36)
  - Located within SW2 on PD Layout Map
  - Maximum acreage of 2 acres
  - Maximum developer contribution of \$1 million

# Transit Transfer Station



**SW 1  
TRANSIT TRANSFER  
STATION LOCATION**

**SW 2**

**SW 3**

DISTRICT	AREA	BLOCK AREA (ACRES)	ALLOWABLE GLA SQ FT (MAX)
TOWN CENTER	TC1	2.76	19,000
	TC2	4.51	100,000
	TC3	1.80	12,000
	TC4,1	1.44	60,000
	TC4,2	2.22	8,000
	TC5	3.90	96,000
	TC6	3.00	141,000
	TC7	2.95	51,000
	TC8	2.00	14,000
	TC9.1	2.41	70,000

**S.W. 42**



# Limitations on Uses

## **AUTO SALES**

- Allowed on temporary basis in identified areas on the PD Layout Map

## **CELL TOWERS**

- Permitted in SW1 and SW2 by existing review process

## **DRIVE-TROUGH USES**

- Prohibited within the Town Center District
- Allowed by special use permit elsewhere

*(TME Policy 2.1.11 – drive-throughs should be prohibited or restricted in areas with high pedestrian volumes)*

# Urban Design Standards

- Parking – located to side or rear, except in Destination Retail and Frontage Commercial
- Build-to Line – 15'-80' or 10'-20' (except in Destination Retail areas)
- Building Orientation - entrance located on first floor of primary public street
- Street Frontage – 70% in Town Center; 50% in Village Retail and in North Edge Districts



# Urban Design Standards

- Max. Bldg. Footprint – 40,000 or 80,000 sq ft (except in Destination and Existing Retail)
- Number of Stories – 3 to 6 max. (no minimum)
- Building Articulation – 25%-40% glazing; architectural elements every 30'-50'

# LID principles

## Condition 28 – stormwater basins designed as linear parks and incorporating LID techniques:

- Preservation of existing mature tree canopy and understory vegetation
- Utilizing vegetated filter strips as part of the stormwater treatment chain
- Use of open conveyance swales or perforated conveyance systems
- Engineering or amending soils to improve infiltration properties
- Ecologically enhancing stormwater treatment within basins with suitable native plants
- Requiring the use of native Florida plants for landscaping in order to minimize irrigation and fertilization requirements
- Utilizing stormwater reuse as part of the stormwater design criteria
- Use of permeable pavement where appropriate



# BUILDING ORIENTATION



# BUILDING PLACEMENT AND LANDSCAPING





# STREETS AND PED/BIKE FACILITIES



# SIGNAGE





# Redevelopment Plan

*Based upon Central Corridors design standards*

- New buildings must meet build-to line – 15'-80'
- Landscaping will be updated as redevelopment occurs
- New signage must meet standards of other subareas

Does not include:

- Master landscape plan
- Street grid and street design
- Approach to reducing signage along Archer Rd

## Applicant's Version:

- Minor changes to several conditions
- **Condition 18** – Allow stormwater as a primary use in the active park area
- **Condition 30** – Commercial sign oriented to interstate
- **Condition 31** – Offsite signage at four locations
- **Condition 33** – Five landmark ID signs with commercial signage on them
- **Condition 34** – Expand architectural border allowance to 36” on top and sides of sign



# Criteria for PD Approval

- Conformance with PD objectives and Comp Plan
- Internal and external compatibility
- Intensity of development
- Usable open spaces, plazas and recreation areas
- Environmental constraints
- Internal and external transportation access
- Provision for a range of transportation choices

# Staff Recommendation:

**Approval of Butler Plaza PD Zoning  
(PB-09-84) with conditions as  
amended by the City Plan Board  
and further amended by staff**