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# Butler Plaza PD

## Environmental Graphics Master Plan

10/13/14

**Prepared for:**

City of Gainesville  
Planning and Development Services Department

**Prepared on behalf of:**

Butler Enterprises

**Prepared by:**

**Causseaux, Hewett, & Walpole, Inc.**  
Gerry Dedenbach, Vice President  
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14-0275  
[File Link](#)



## Butler Plaza Planned Development – Environmental Graphics Standards

**Purpose.** The **Butler Enterprises’ Environmental Graphics Standards (EGS)** purpose is to establish a coordinated signage program for the Butler Plaza Planned Development (PD), which provides the project and tenant’s identification and wayfinding communication in a consistent, distinctive, and aesthetically pleasing manner. The coordinated EGS system of project identification, directional vehicular, and pedestrian control signage is provided by Butler Enterprises for all public- and private-use areas. The Butler Enterprises’ EGS is applicable throughout the development, and is designed to serve as a stand-alone document providing for all signage regulations within the Butler Plaza PD.

Signage within individual sites may be the responsibility of individual owners or site occupants, in coordination with the Butler Enterprises EGS. All project identity and directional signs shall be architecturally compatible with the Butler Enterprises EGS. The Butler Enterprises EGS Master Plan, attached as **Exhibit A**, outlines the dimensional standards for the different sign types. The Butler Enterprises EGS Sign Location Map, depicting the general location of certain sign types (Landmark and Primary Monument Signs), is also included within Exhibit A.

All signage within the Planned Development (PD) is divided into five categories as follows:

- Site Signage
- Exterior Building Signage
- Directional Signage
- Pedestrian Signage
- Temporary Signage

### **1. Site Signage:**

- A. **Landmark Sign.** A single landmark sign is allowed for within the planned development, which shall be located as generally shown on the Signage Location Map within Exhibit A. This sign shall

not exceed the height and other standards defined within Exhibit A. The landmark sign may contain the project name and logo, as well as tenant names and logos.

- B. **Project Entry Signs.** There are eight primary monument signs allowed for within the planned development. Seven of the signs shall be located as generally shown on the Signage Location Map in Exhibit A, and the eighth sign may be located at a main entrance to the Town Center from Archer Road. Two options for the design of these signs are provided within Exhibit A, and they shall not exceed the height and other standards defined for the selected option. Primary monument signs may contain the project name and logo, and tenant names and logos, as well as directional information.
- C. **Monument Signs.** Freestanding monument signs may be located on any development site within the planned development, and may be located along the frontage of any public street, private street, or maneuvering lane. A monument sign may be located on up to three (3) sides of each single or multiple occupancy development. These signs shall not exceed the height and other standards defined within Exhibit A. Monument signs may contain the project name and logo, and tenant names and logos, as well as directional information.
- D. **Outparcel Signs.** Each individual outparcel will be permitted one (1) monument sign with two sides. These signs may be located along any public street, private street, or maneuvering lane where the outparcel has frontage. The sign may identify the building (tenant) as a whole and/or its predominant and minor uses. Multiple tenants within one outparcel building or a connected series of buildings on an outparcel may be identified with one (1) shared monument sign. Outparcel signage shall be consistent with the height and other standards defined in Exhibit A.

**2. Exterior Building Signage:**

- A. **Wall Signs.** Wall signs are permitted on each side of a single or multiple occupancy building that is facing a public street, private street, or maneuvering lane. Wall signage shall be permitted for each tenant/occupant within a building and shall not exceed 1.5 times the length of the façade of the leased space. One (1) wall sign is allowed per occupant, for each side that the occupant has an exterior façade, on up to three (3) sides. Additionally, subordinate 'TAG' signs identifying certain functions or components of a user's sales or service, such as "Pharmacy," "Garden

Center,” “Lumberyard,” et cetera, shall be allowed as separate signs but shall not repeat the user’s trade name and shall count towards the overall maximum square footage. Wall signage shall be consistent with the height and other standards defined in Exhibit A. In addition to the wall signage described above, three (3) building-mounted movie-listing cabinets with a maximum of fifty (50) square feet each are allowed for movie theaters.

- B. **Awning Signs.** Awning signs are permitted, with one (1) awning sign allowed per occupant, for each side that the occupant has an exterior façade, on up to three (3) sides. For the purpose of awning signage, multi-tenant buildings shall be deemed as one single enclosed building so that wall signage is allowed on each side facing a public street, private street, or maneuvering lane, on up to three (3) sides. Awnings signs shall not exceed ten (10) square feet and maximum letter height of sixteen (16) inches. Within the Town Center, awning signs shall not exceed eight (8) square feet and maximum letter height of twelve (12) inches. Their design shall be consistent with the other standards defined in Exhibit A.
- C. **Under-Canopy or Projecting Signs.** One (1) under-canopy sign or projecting sign is allowed per occupant, for each side that the occupant has an exterior façade, on up to three (3) sides, each not exceeding fifteen (15) square feet in area per side; provided any square footage utilized for an under canopy sign shall be subtracted from the allowable square footage that can be utilized for wall signs, unless such sign is erected perpendicular to the building facade. Design of these signs shall be consistent with the height and other standards defined in Exhibit A.
- D. **Marquee Signs.** One (1) marquee sign may be placed at the entrance of a theater or hotel/motel. Such signs may identify the name of the establishment and in the case of theaters the name of the plays, events, movies, or artists.

### **3. Directional Signs:**

- A. **Project Directional Signs.** These directional signs may be provided to direct vehicular and pedestrian traffic to major buildings, tenants, or common areas. The design of these signs should reflect the character of the project identity signs, and may include the project logo and name, as well as the names and/or logos of tenants for directional purposes. Within the Town Center, such signs shall be a maximum of forty (40) square feet in area per sign face. In the rest

of the development, such signs shall be a maximum of fifty (50) square feet in area per sign face. Directional signs shall not be included in calculating the maximum area or the number of signs permitted in the Planned Development.

- B. **Vehicular Directional Signs.** These directional signs may be provided to direct vehicular traffic (handicapped access, deliveries, no parking, building entries, etc.). The design of these signs should reflect the character of the project identity signs, and they shall not include any tenant names or logos.

**4. Pedestrian Signs in Subareas 2 and 3.** The following pedestrian signs are permitted within Subareas 2 and 3, and their design should reflect the character and building identity within those subareas, and may include the project logo and name, tenant logo and name, and event information.

- A. Informational signage displayed on informational kiosk booths with up to four (4) signs each at a maximum of twenty (20) square feet per sign. Signage on information booths may be provided in a digital or electronic format, provided that the digital or electronic signs are not visible from the public right-of-way.
- B. Directional sidewalk signage shall be permitted with up to a maximum of ten (10) square feet per sign face.
- C. Concierge booths may also provide signage with a maximum of twelve (12) square feet per booth.

**5. Temporary Signs.** Temporary project, development site and/or building signs will be permitted on parcels within the developments to announce coming stores, special events, and grand openings.

- A. Promotional banner signs are permitted at the major entrances to the development and on outparcels. These temporary banner signs will be permitted not to exceed fifty (50) square feet in area, and may be displayed for a maximum of fourteen (14) days without a permit except that such banners may be display forty-five (45) days prior to Christmas. The banners shall be allowed to display logos and/or the name of the project and/or owner. These signs shall not count toward the overall maximum sign areas allowable for monument or building signs.
- B. Seasonal and festival pole banners may be placed on the light poles along streets within the development, and shall not require individual sign permits. Design of these signs shall be consistent with the height and other standards defined in Exhibit A.

- C. All construction, trades, and professional consultant identification shall occur on location-specific project signs. Due to the size of this development, four (4) such signs may be installed along the I-75 frontage, State Road 24 (Archer Road), State Road 121 (SW 34<sup>th</sup> Street), SW 62<sup>nd</sup> Boulevard, and SW 24<sup>th</sup> Avenue, not to exceed 128 square feet in area, and 20 feet in height.
- D. One (1) additional temporary sign containing the names of other businesses or contributors to the project, such as lending institutions, banks, leasing companies, and company contact information, will also be installed along the I-75 frontage, not to exceed 200 square feet in area, and 20 feet in height.
- E. Signs identifying the location of construction access roads may be placed along State Road 24 (Archer Road), State Road 121 (SW 34<sup>th</sup> Street), and SW 24<sup>th</sup> Avenue in order to limit the number of construction access points. These will not exceed 64 square feet each.
- F. Each development parcel within the larger development site may have its own temporary project sign identifying the tenant, contractors and consultants working on that particular parcel, not to exceed 32 square feet each. All temporary project signs placed in conjunction with a development site may be erected at the time of final development plan approval, and must be removed not later than 45 days from issuance of a certificate of occupancy for the particular development.
- G. Temporary wall signs, such as banners announcing coming stores or grand openings shall be allowed during construction and initial opening, and shall be removed not later than 45 days following issuance of a certificate of occupancy for the particular tenant, business, or project.
- H. One (1) temporary ground mounted real estate sign may be placed on each development parcel, not to exceed 32 square feet.
- I. Temporary real estate leasing signs are permitted within the development.

**6. Additional Signage Standards - Town Center.**

- A. Within the Town Center, project identity and directional signs should be designed as architectural features, and they should be compatible with and complement the adjacent buildings. They shall be located on structures or frames between buildings at arcades, colonnades, or similar features that are consistent with the Butler Enterprises' EGS document.
- B. Within the Town Center, all Vehicular Control Signs shall be of a type with decorative post(s) and finials to match street lighting.

**7. General Signage Standards.**

- A. All signs shall be approved by the developer/owner, and shall convey the character, themes, and architectural design consistent with the planned development and the four Subareas.
- B. All signs shall be considered on-site signs, as long as the sign and the tenants or businesses identified on the sign are located within the ±267-acre Planned Development.
- C. Location of signs shall be measured from back of curb to base of sign. Signs shall be permitted on property lines within the development and no minimum side setbacks shall be required internal to the development.
- D. Sign area for all signs as well as wall, awning, and under the canopy signs, shall be computed on the basis of the smallest regular geometric shape encompassing the outermost individual letters, words, or numbers on the sign.

**8. Amortization of Existing Signs.** Existing free-standing (monument or pylon) signs lawfully permitted prior to the adoption of the Butler Plaza Planned Development may continue to exist in good repair until such time as a replacement sign has been constructed. Further, sign faces, including the occupant names, may be changed until such time as a replacement sign has been constructed. No new monument sign will be permitted until documentation has been provided to the City's Planning Department that at least one (1) existing free-standing sign will be removed upon construction of the replacement sign. This provision applies only to redevelopment of parcels with existing free-standing signage within Subareas 3 and 4, and not development within Subareas 1 or 2. This provision will remain effective until such time as all free-standing signs lawfully permitted prior to the adoption of the Butler Plaza Planned Development have been removed and replaced.

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# ENVIRONMENTAL GRAPHICS STANDARDS

# MASTER PLAN

EXHIBIT A

October 13<sup>th</sup>, 2014



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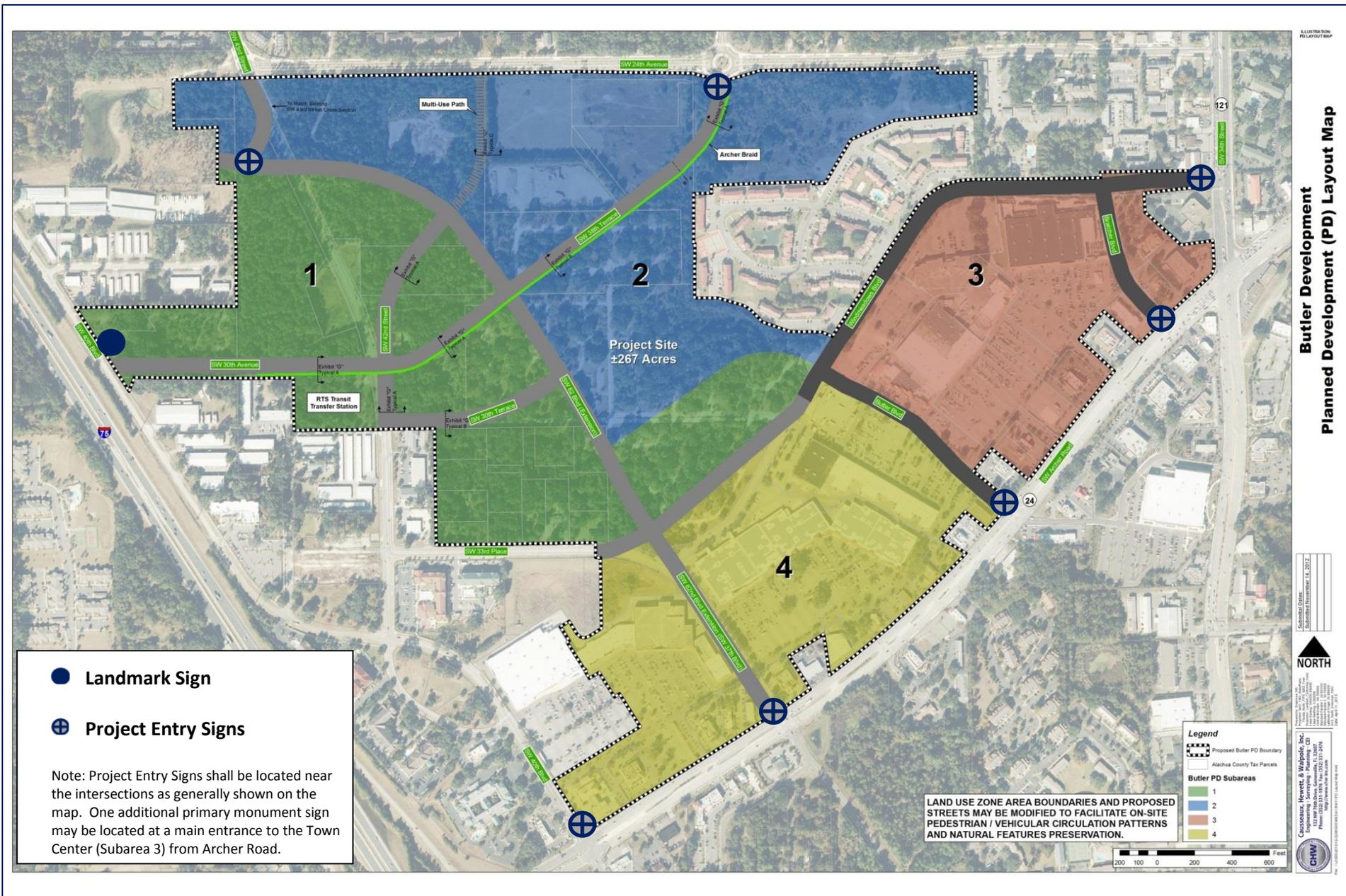
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# I. Sign Location Map



● Landmark Sign

⊕ Project Entry Signs

Note: Project Entry Signs shall be located near the intersections as generally shown on the map. One additional primary monument sign may be located at a main entrance to the Town Center (Subarea 3) from Archer Road.

**Legend**

- Proposed Butler PD Boundary
- Alachua County Tax Parcels
- Butler PD Subareas**
  - 1
  - 2
  - 3
  - 4

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

Butler Development  
Planned Development (PD) Layout Map

Submitted Dates:  
Submitted November 14, 2017

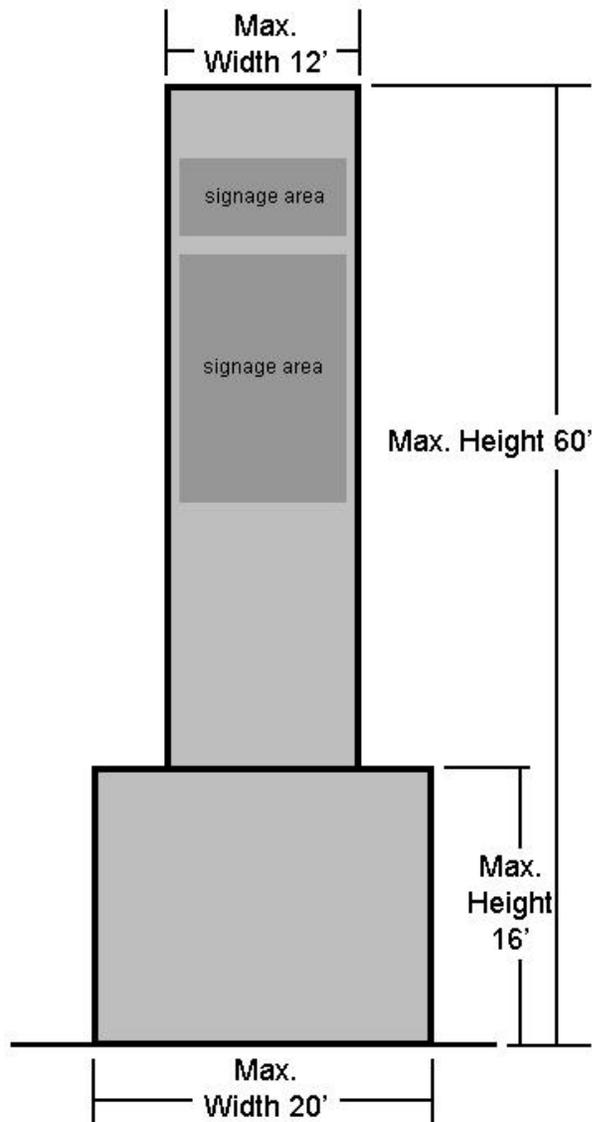


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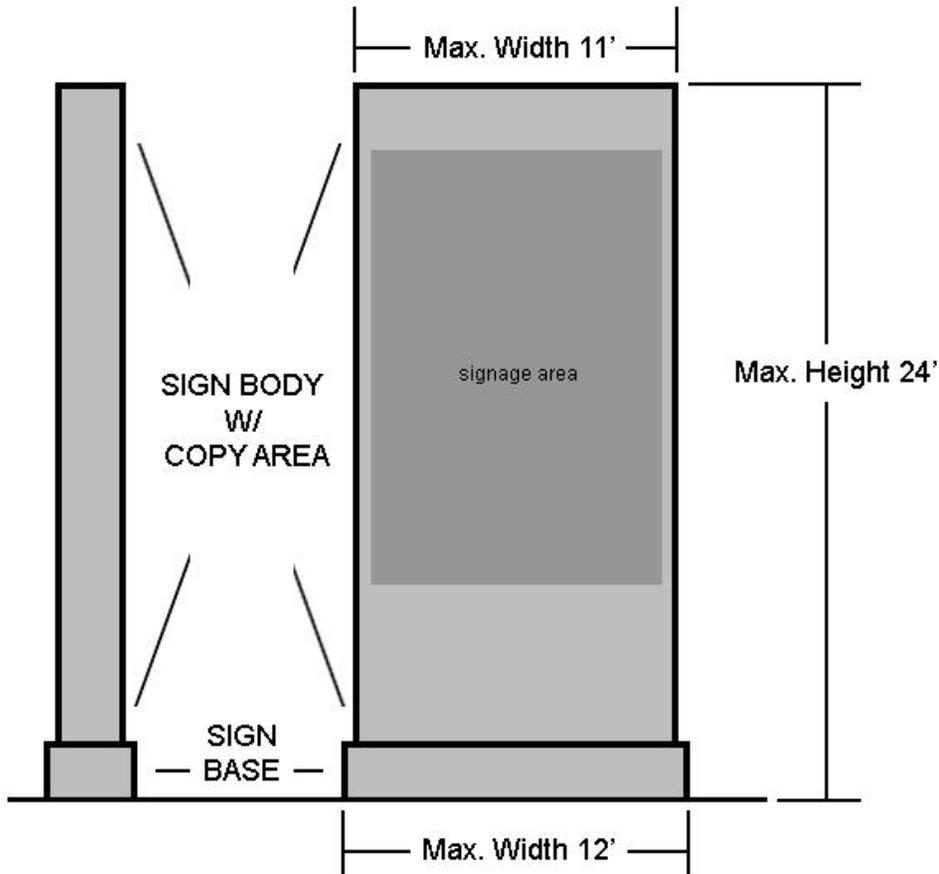


## II. Landmark Sign



LOCATION:	SUB-AREA 1 AT I-75
MAX. HEIGHT:	60'
MAX. WIDTH:	12' (20' BASE)
MAX. SIGN AREA:	105 SQ FT PER SIDE FOR NAME OF DEVELOPMENT 740 SQ FT PER SIDE MAY ADVERTISE ANY OCCUPANT WITHIN DEVELOPMENT
MATERIALS:	MASONRY OR STUCCO OR SIMILAR MATERIAL
LIGHTING:	SIGN FACE MAY BE EXTERNALLY ILLUMINATED; STRUCTURE MAY CONTAIN EXTERNAL OR INTERNAL ACCENT LIGHTING

### III.A. Project Entry Sign Type 1



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

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

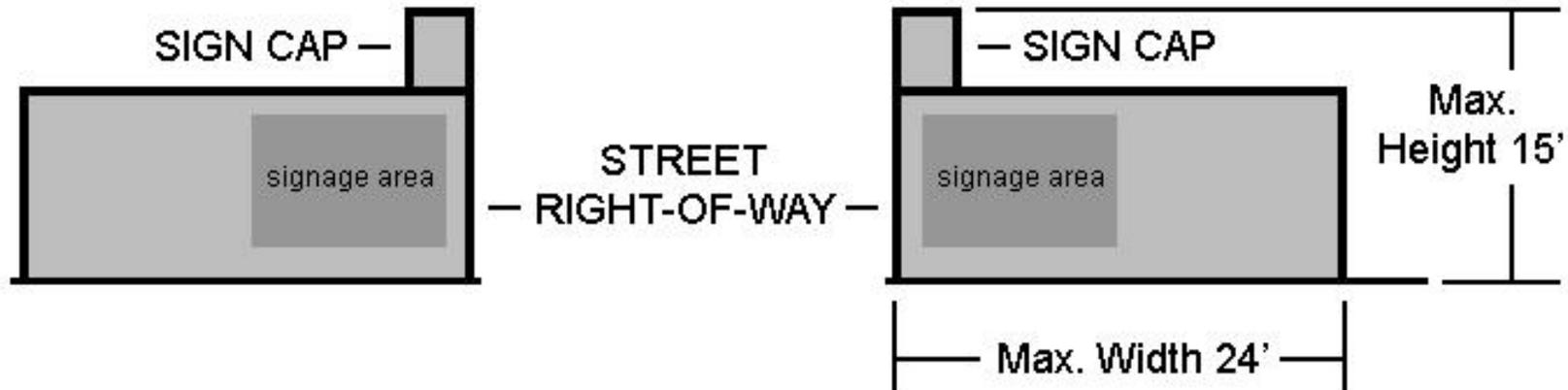
MAX. HEIGHT:	24'
MAX. WIDTH:	11' (12' BASE)
MAX. SIGN AREA:	180 SQ FT PER FACE
MATERIALS:	ALUMINUM BODY (OR SIMILAR), CONCRETE BASE
LIGHTING:	MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED
SETBACKS:	THERE ARE NO MINIMUM PROPERTY LINE SETBACKS FOR THESE SIGNS.
NOTE:	PROJECT ENTRY SIGNS MAY ADVERTISE ANY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

### III.B. Project Entry Sign Type 2

LOCATION: PROJECT ENTRY SIGNS MAY BE LOCATED AT THE FOLLOWING INTERSECTIONS:

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

MAX. HEIGHT: 15'  
 MAX. WIDTH: 24' PER SIDE  
 MAX. SIGN AREA: 115 SQ FT PER FACE PER SIGN  
 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.



## IV. Monument Signs

LOCATION: MONUMENT SIGNS MAY BE LOCATED ON ANY DEVELOPMENT SITE ALONG ANY FRONTAGE OF A PUBLIC STREET, PRIVATE STREET, OR MANEUVERING LANE.

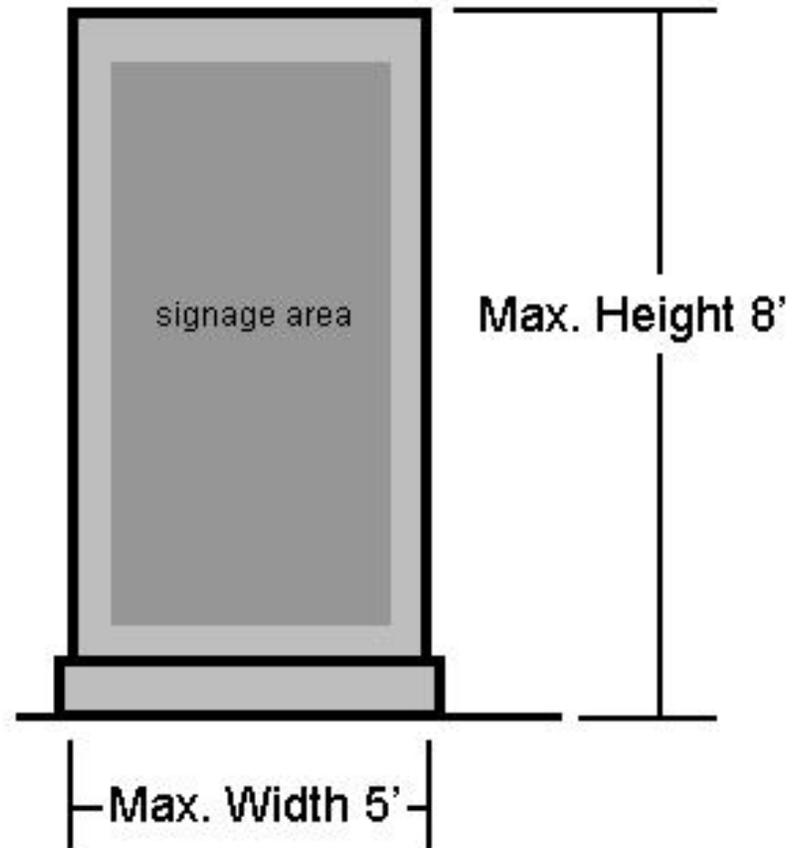
MAX. HEIGHT:	14'
MAX. WIDTH:	15' (EXCLUDING THE BASE)
MAX. SIGN AREA:	110 SQ FT PER FACE
MATERIALS:	ALUMINUM BODY (OR SIMILAR), CONCRETE BASE
LIGHTING:	MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED
SETBACKS:	THERE ARE NO MINIMUM PROPERTY LINE SETBACKS FOR THESE SIGNS.
LIMITATIONS:	MAY ONLY BE PLACED AT VEHICULAR ENTRANCES TO A DEVELOPMENT, AND MAY NOT BE PLACED AT LOCATIONS APPROVED FOR PROJECT ENTRY SIGNS.
NOTE:	MONUMENT SIGNS MAY ADVERTISE ANY OCCUPANT WITHIN A SINGLE OR MULTIPLE OCCUPANCY DEVELOPMENT SITE.



## V. Outparcel Signs

### OUTPARCEL SIGNS

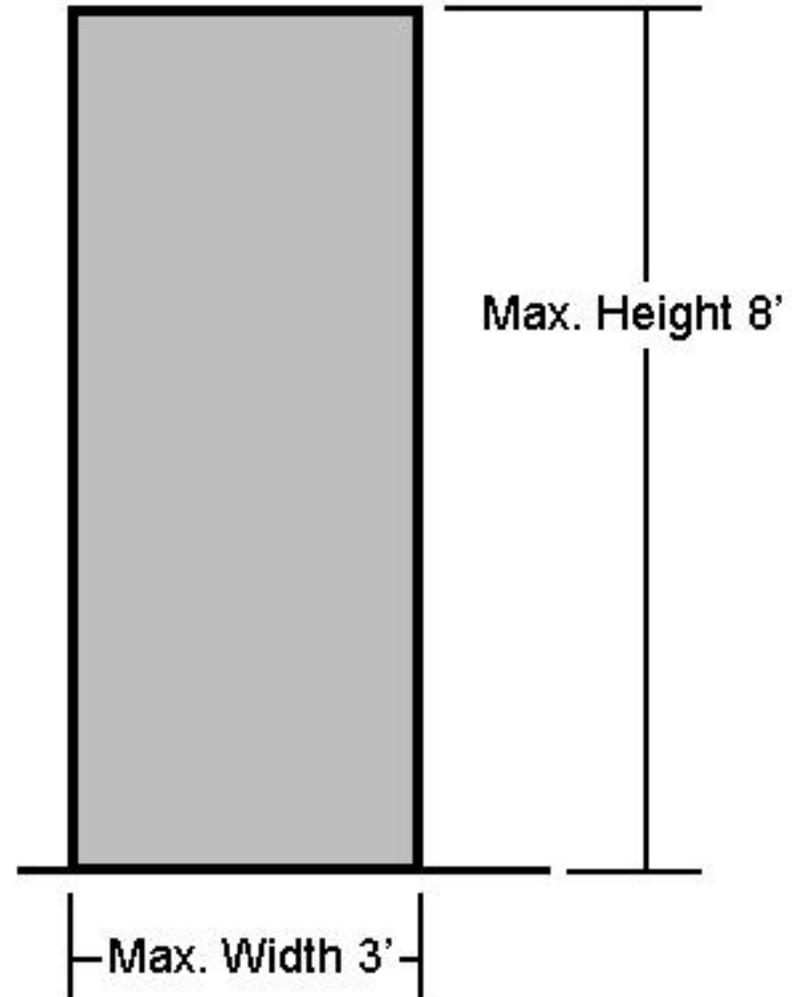
NUMBER:	ONE (1) MONUMENT-STYLE SIGN WITH TWO SIDES PER OUTPARCEL
MAX. HEIGHT:	8'
MAX. SIGN WIDTH:	5' (EXCLUDING THE BASE)
MAX SIGN AREA:	32 SQ FT PER SIGN FACE
MATERIALS:	ALUMINUM BODY (OR SIMILAR), CONCRETE BASE
LIGHTING:	MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED



## VI.A. Directional Sign Type 1

### DIRECTIONAL SIGN TYPE 1

MAX. HEIGHT:	8'
MAX. SIGN WIDTH:	3'
MAX. SIGN AREA:	20 SQ FT PER SIGN FACE
MATERIALS:	ALUMINUM BODY (OR SIMILAR)
LIGHTING:	MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED



## VI.B. Directional Sign Type 2

### DIRECTIONAL SIGN TYPE 2

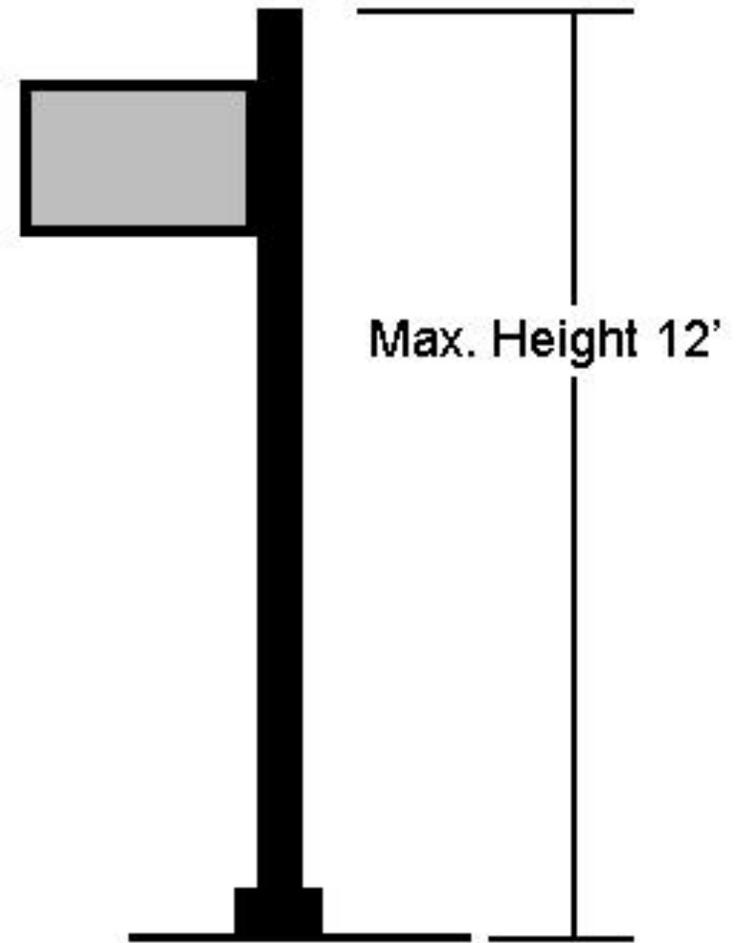
MAX. HEIGHT: 12'

MAX. SIGN AREA: 2 SQ FT PER SIGN FACE

MATERIALS: ALUMINUM BODY (OR SIMILAR)

LIGHTING: MAY CONTAIN LIGHTING ON TOP OF POLE

MINIMUM CLEARANCE: 7'



## VII. Pole Banners

### POLE BANNER SIGNS

MAX. HEIGHT: 12'

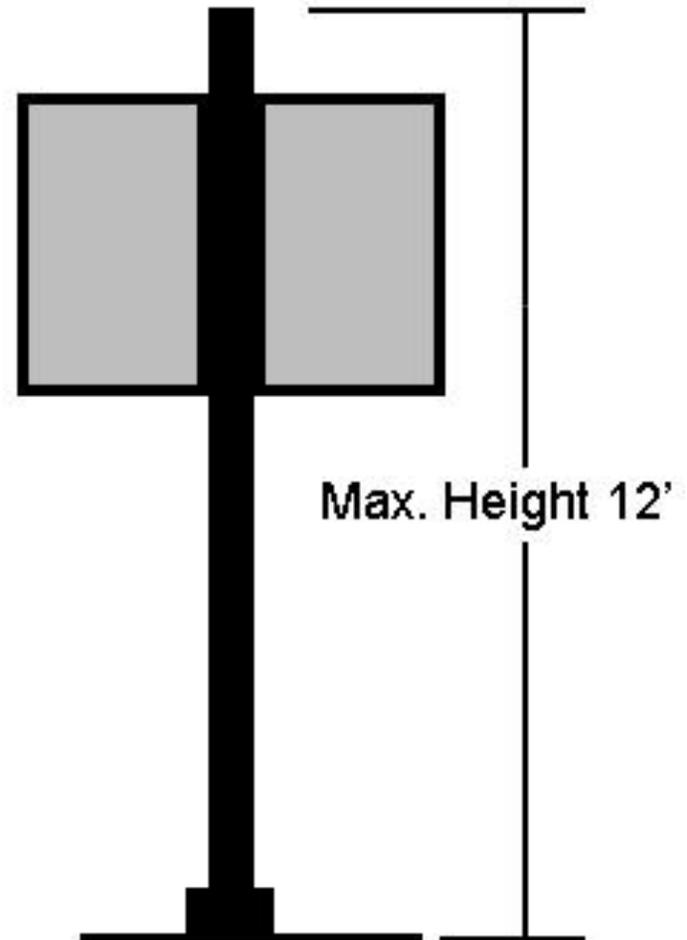
MAX SIGN AREA: 18 SQ FT PER SIGN FACE

MATERIALS: ALUMINUM BODY (OR SIMILAR)

LIGHTING: MAY CONTAIN LIGHTING ON TOP OF POLE

MINIMUM CLEARANCE: 7'

NOTE: MAY ONLY CONTAIN EVENT MESSAGES, AND  
NO PRODUCT OR SPECIFIC TENANT OR  
PRODUCT MAY BE ADVERTISED.



## VIII. Wall Signs

### WALL SIGNS

MAXIMUM NUMBER:	EACH TENANT MAY HAVE UP TO THREE (3) WALL SIGNS
LOCATION:	WALL SIGNS MAY EXCEED BUILDING ROOF OR PARAPET LINES
MAX. SIGN AREA:	1.5 X FAÇADE LENGTH OF THE LEASED SPACE; HOWEVER, WALL SIGNS IN SUBAREAS 2 AND 3 MAY NOT EXCEED 200 SQUARE FEET IN AREA
PROJECTION:	WALL SIGNS MAY NOT PROJECT MORE THAN 18"
LIGHTING:	MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED

### NOTES:

- THE SIGN MAY BE PLACED ONLY ON THE EXTERIOR SURFACE OF THE PRINCIPAL BUILDING, OR PORTION THEREOF, WHICH IS INCLUDED AS PART OF THE TENANT'S INDIVIDUALLY LEASED OR OWNED PREMISES;
- ONE WALL SIGN IS PERMITTED PER TENANT, FOR EACH SIDE OF BUILDING EXTERIOR THE TENANT OCCUPIES, ON UP TO THREE SIDES.
- ON THE SIDE THAT IS THE PRIMARY ENTRANCE/EXIT TO THE OCCUPANCY, THE OCCUPANT MAY DISPLAY IN THE LEASED OR OWNED AREA AS MANY AS ONE SIGN AND ONE LOGO;
- THE MAXIMUM SIZE OF A SIGN ON A NON-ENTRANCE/EXIT SIDE OF AN OCCUPANCY SHALL BE 32 SQUARE FEET;
- ONLY ONE BUILDING SIDE WILL BE CONSIDERED AS BEING ANY OCCUPANT'S PRIMARY ENTRANCE/EXIT;
- AN OCCUPANT HAVING AN ENTRANCE/EXIT ON A CORNER OR ON MORE THAN ONE SIDE, THE OCCUPANT MAY CHOOSE WHICH BUILDING SIDE SHALL COUNT AS HAVING THE PRIMARY ENTRANCE/EXIT;
- SUBORDINATE 'TAG' SIGNS IDENTIFYING CERTAIN FUNCTIONS OR COMPONENTS OF A TENANT'S SALES OR SERVICE, SUCH AS "PHARMACY" OR "GARDEN CENTER," ARE ADDITIONALLY ALLOWED BUT MAY NOT REPEAT THE TENANT'S TRADE NAME AND SHALL COUNT TOWARDS THE OVERALL MAXIMUM SQUARE FOOTAGE.
- AN OCCUPANT WITH INDIVIDUALLY OWNED OR LEASED PREMISES OF WHICH DO NOT INCLUDE PART OF AN EXTERIOR WALL OF A PRINCIPAL BUILDING: ONE SIGN OF UP TO 6 SQ FT OF SIGN AREA ON ONE SIDE OF THE PRINCIPAL BUILDING IN WHICH SUCH OCCUPANT IS LOCATED;
- A COMMON OR JOINTLY OWNED AREA SHALL NOT BE INCLUDED AS PART OF THE EXTERIOR SURFACE OF ANY ONE OCCUPANCY. THE ALLOWABLE SIGN AREA OF TWO OR MORE OCCUPANTS MAY BE PLACED ON A COMMON OR JOINTLY OWNED AREA PROVIDING:
  - A) THE COMMON AREA IS AN INTEGRAL PART OF ALL OCCUPANTS WHICH WILL BE INCLUDED IN THE SIGN;
  - B) ONLY ONE SIGN, COMMON TO ALL OCCUPANTS OF THE COMMON AREA, MAY BE DISPLAYED;
  - C) THE COMMON AREA MAY NOT BE USED TO DISPLAY A SIGN FOR ANY ONE SINGLE OCCUPANT, REGARDLESS OF WHETHER THE OTHER OCCUPANTS AGREE TO PLACEMENT OF THE SIGN; AND
  - D) THE SIGN MAY DISPLAY THE NAMES, PRODUCTS OR SERVICE OF ALL PARTICIPATING OCCUPANTS.

## IX. Awning, Under-Canopy/Projecting, and Marquee Signs

### AWNING SIGNS

MIN. PLACEMENT HEIGHT:	8' ABOVE GROUND LEVEL AS MEASURED BY THE AVERAGE GRADE DIRECTLY BELOW THE SIGN
MAX. PLACEMENT HEIGHT:	ROOFLINE, TOP OF PARAPET, OR 18 FEET, WHICHEVER IS LESS
MAX. SIGN AREA:	NONE, EXCEPT THAT SIGNAGE MAY NOT EXCEED PERMITTED WALL SIGNAGE MAXIMUMS
MAX. WALL PROJECTION:	PROPERTY LINE

### UNDER-CANOPY/PROJECTING SIGNS

MIN. PLACEMENT HEIGHT:	9' ABOVE GROUND LEVEL AS MEASURED BY THE AVERAGE GRADE DIRECTLY BELOW THE SIGN
MAX. PLACEMENT HEIGHT:	ROOFLINE OR TOP OF PARAPET
MAX. SIGN AREA:	12 SQ FT
MAX. WALL PROJECTION:	4' FROM BUILDING FACE

### MARQUEE SIGNS

LOCATION:	MAY BE PLACED AT A BUILDING ENTRANCE OF A THEATER OR HOTEL
MIN. PLACEMENT HEIGHT:	9' ABOVE GROUND LEVEL AS MEASURED BY THE AVERAGE GRADE DIRECTLY BELOW THE SIGN
MAX. PLACEMENT HEIGHT:	4' ABOVE TOP OF PARAPET
MAX. SIGN AREA:	NONE, EXCEPT THAT SIGNAGE MAY NOT EXCEED PERMITTED WALL SIGNAGE MAXIMUMS
MAX. WALL PROJECTION:	PROPERTY LINE
NOTE:	MARQUEE SIGNS MAY ONLY BE USED WHEN INCLUDED AS PART OF A THEATER OR HOTEL/MOTEL AND MAY ONLY IDENTIFYING THE NAME OF THE ESTABLISHMENT, AND IN THE CASE OF THEATERS THE NAME OF THE PLAYS, EVENTS, OR MOVIES, OR ARTISTS.

## Butler Plaza Planned Development - Signage Comparison

8/18/2014

## EXISTING PD SIGNAGE INVENTORY:

Sign*	Replaced by	Current Sign Tenant(s)	Sq Ft	Height	Type - Pylon/Monument
1	Outparcel Sign	Multi-Tenant	139.32	17'1"	Pylon
2	Outparcel Sign	Multi-Tenant	67.24	18'	Pylon
3	Outparcel Sign	Exxon	122	17'10"	Monument
4	Primary Monument 1	Multi-Tenant	102.5	17'6"	Pylon
5	Primary Monument 1	Multi-Tenant	425.33	17'10"	Monument
6	Outparcel Sign	Pollo Tropical	42.79	18'3"	Pylon
7	Outparcel Sign	Texas Roadhouse	96	17'10"	Pylon
8	Outparcel Sign	Tuffy	80	18'	Pylon
9	Primary Monument 2	Best Buy	105	18'2"	Pylon
10	Outparcel Sign	Hops	77.17	17'7"	Pylon
11	Removed	previously Floor Trader			
12	Primary Monument 2	Multi-Tenant	181.81	17'6"	Pylon
13	Primary Monument 2	Butler Central Landmark	143	22'	Monument
14	Outparcel Sign	Zaxby's	105.23	17'5"	Pylon
15	Primary Monument 2	Multi-Tenant	104.17	18'	Pylon
16	Primary Monument 3	Multi-Tenant	84	12'	Monument
17	Outparcel Sign	Multi-Tenant	42.67	13'	Pylon
18	Will Remain	Rotating Flip Sign	148.06	21'3"	Pylon
19	Removed	previously Checkers			
20	Outparcel Sign	Burger Fi, etc.	59.22	17'10"	Pylon
21	Primary Monument 3	Wal-Mart	63.12	18'3"	Pylon
22	Primary Monument 3	BoneFish Grill	99.67	18'3"	Pylon
23	Outparcel Sign	Friday's	84.33	18'3"	Pylon
24	Primary Monument 4	Butler Plaza Landmark	85.33	16'	Monument
25	Primary Monument 4	Multi-Tenant	93.33	16'8"	Pylon
26	Primary Monument 4	Butler Plaza Landmark	85.33	16'	Monument
27	Outparcel Sign	Olive Garden	48.33	18'4"	Pylon
28	Outparcel Sign	Multi-Tenant	50.67	14'	Pylon
29	Removed	previously Blockbuster			
30	Outparcel Sign	Chuy's	18	12'	Pylon
31	Outparcel Sign	Regal Cinemas	204.17	17'10"	Pylon
32	Outparcel Sign	Taco Bell	69.47	17'4"	Pylon
33	Primary Monument 5	Multi-Tenant	92.5	16'5"	Pylon
34	Outparcel Sign	Chuy's	127.56	18'4"	Pylon

TOTAL

3247.32

## PROPOSED NEW SIGNAGE:

New Signs	Total Sq Ft Replacing	New Sign Sq Ft (max)
Primary Monument 1 (Archer Road at SW 40th Blvd)	527.83	188
Primary Monument 2 (Archer Road at SW 62nd Blvd)	533.98	188
Primary Monument 3 (Archer Road at Butler Blvd)	246.79	188
Primary Monument 4 (Archer Road at Bratcher Blvd)	263.99	188
Primary Monument 5 (Windmeadows Blvd at SW 34th St)	92.5	188
<b>Monument Signs Subtotal</b>	<b>1665.09</b>	<b>940</b>
Outparcel Signs (18 signs at 32 sq ft each)	1434.17	608
<b>TOTAL</b>	<b>3099.26</b>	<b>1548</b>

\*See attached map for locations of existing signs

**Butler Plaza PD - Existing Sign Locations**





**APPLICATION—CITY PLAN BOARD—TEXT AMENDMENT**  
**Planning & Development Services**

OFFICE USE ONLY	
Petition No. <u>PB 14-106 PDA</u>	Fee: \$ <u>1404.00</u>
1 <sup>st</sup> Step Mtg Date: _____	EZ Fee: \$ <u>00.00</u>
Tax Map No. _____	Receipt No. _____
Account No. <u>001-660-6680-3401</u> <input checked="" type="checkbox"/>	
Account No. <u>001-660-6680-1124</u> (Enterprise Zone) [ ]	
Account No. <u>001-660-6680-1125</u> (Enterprise Zone Credit) [ ]	

Name of Applicant/Agent (Please print or type)	
Applicant/Agent Name:	<u>CHW, INC. / SCOTT WRIGHT, PLANNING PROJECT MGR</u>
Applicant/Agent Address:	<u>132 NW 76<sup>TH</sup> DRIVE</u>
City:	<u>GAINESVILLE,</u>
State:	<u>FLORIDA</u> Zip: <u>32607</u>
Applicant/Agent Phone:	Applicant/Agent Fax:

*Note: It is recommended that anyone intending to file a petition for a text amendment to Chapter 30 of the City of Gainesville Code of Ordinances (Land Development Code) or to the Comprehensive Plan, meet with the Department of Community Development prior to filing the petition, in order to discuss the proposed amendment and petition process. The request will be evaluated as applicable to the particular zoning district or land use category on a citywide basis.*

TEXT AMENDMENT		
Check applicable request below:		
Land Development Code [ ]	Comprehensive Plan Text [ ]	Other <input checked="" type="checkbox"/>
Section/Appendix No.:	Element & Goal, Objective or Policy No.:	Specify: <u>BUTLER PDZA PD</u> <u>MASTER SIGN PLAN</u>

Proposed text language and/or explanation of reason for request (use additional sheets, if necessary):
<u>SEE ATTACHED MASTER SIGN PLAN (ENVIRONMENTAL GRAPHICS STANDARDS) AND SUPPORTING INFORMATION</u>

**Certified Cashiers Receipt:**

\*\*\*\*\* DUPLICATE \*\*\*\*\*  
Date: 8/18/2014 2:21 PM Tina Jarius  
MS: TC IN/RN: \$ 00734750  
License # / Permit: PB-14-106  
Other Services-Debit \$1,404.00  
001 660 3680 3401 AR02  
Check/Tendered \$1,404.00  
\*\*\*\*\* DUPLICATE \*\*\*\*\*





**140501E Exhibit A-3**

GAINESVILLE:  
132 NW 76th Dr., Gainesville, FL 32607  
P: (352) 331-1976 / F: (352) 331-2476

OCALA:  
101 NE 1st Ave., Ocala, FL 34470  
P: (352) 414-4621

WWW.CHW-INC.COM

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## LETTER OF TRANSMITTAL

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**DATE:** August 18, 2014

**TO:** City of Gainesville  
Planning and Development Services

**ATTENTION:** Andrew Persons

**RE:** Butler Plaza Environmental Graphics Standards

**Project No.** 14-0275

**We are sending the following via:**

COPIES	DESCRIPTION
1	Signed application
1	Check for \$1,404 (PD Amendment fee)
5	Environmental Graphics Standards (Signage Master Plan)
5	Signage Comparison Documentation

**THESE ARE TRANSMITTED :** For review

**REMARKS:**

**Copy to:**

**From:**  
**Address:**

*Scott Wright*

**Phone:**  
**Email:**

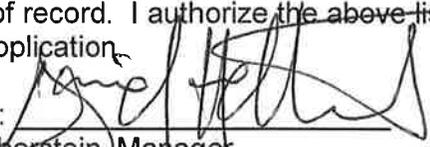
# PROPERTY OWNER AFFIDAVIT

Owner Name: Esplanade Capital, LLC	
Address: 18205 Biscayne Blvd, S-2202 Aventura, FL 33160	Phone: 305-933-1060
Agent Name: CHW, INC.	
Address: 132 NW 76 <sup>TH</sup> Drive Gainesville, FL 32607	Phone: 352-3311976
Parcel No.: 06810-001-001	
Acreage: 12.49 Acres	

Requested Action: Proposal of a master signage plan and specific sign regulations as allowed for within the Butler Plaza Planned Development.

**I hereby certify that:**

I am the property owner of record. I authorize the above listed agent to act on my behalf for the purposes of this application.

Property owner signature: 

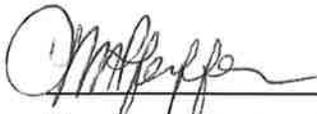
Printed name: Daniel Halberstein, Manager

Date: September 18, 2014

The foregoing affidavit is acknowledged before me this 18th day of September, 2014, by Daniel Halberstein, who is/are personally known to me, or who has/have produced

\_\_\_\_\_ as identification.

NOTARY SEAL



Signature of Notary Public, State of FL

