

Butler Plaza Revisions to the Master Sign Plan

Legistar No. 160679

City Commission: July 6, 2017

Presentation by Andrew Persons



DEPT
OF
DOING

Major elements

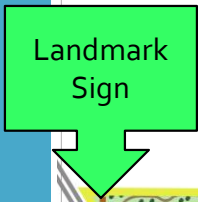
- Amend approved Master Signage Plan:
 - Landmark sign @ I-75
 - Number of building signs per tenant
 - Signs on building walls without an entrance
 - Electronic wayfinding kiosks

Master Signage Plan

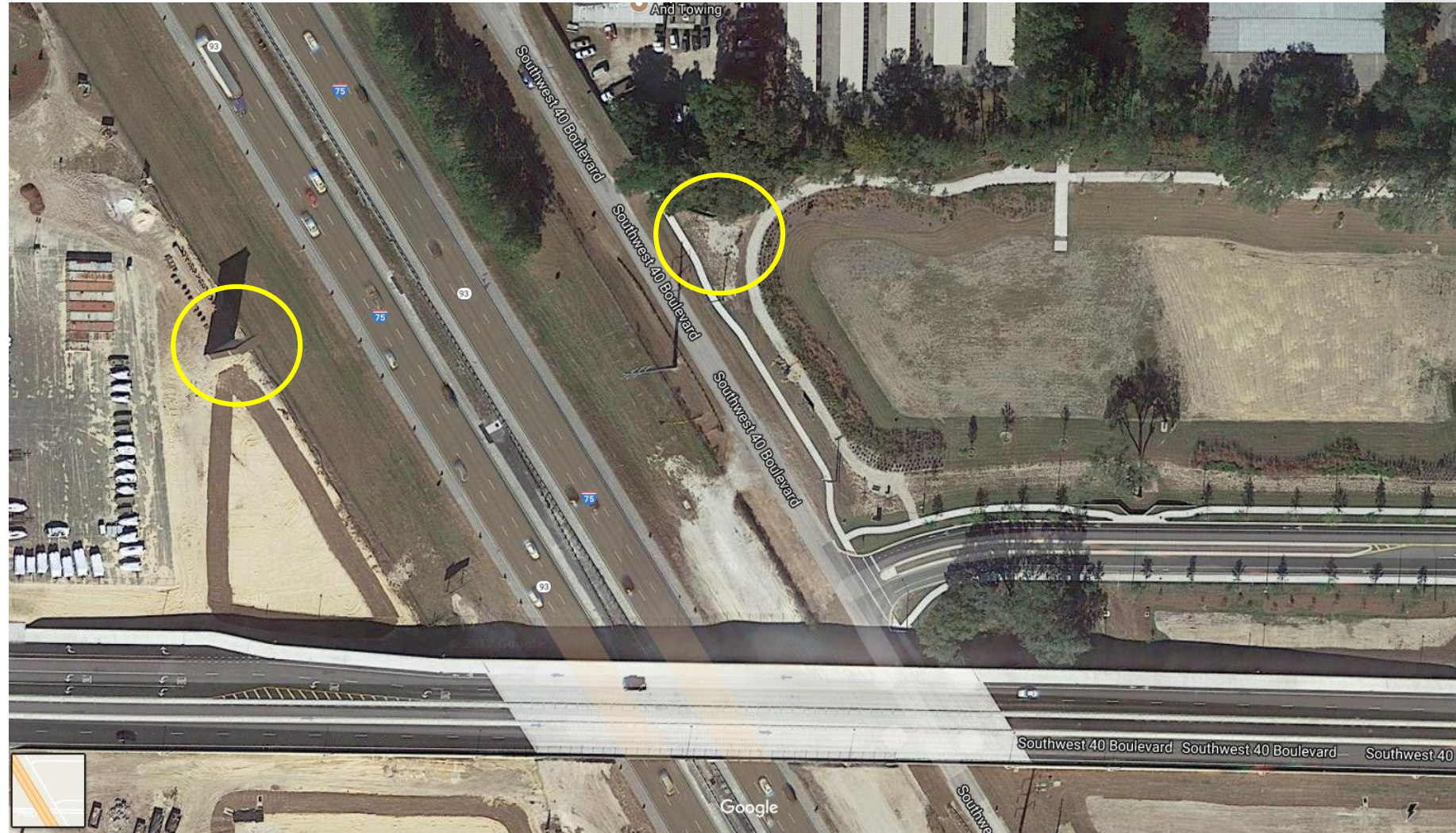
- Current Master Plan adopted January 15, 2015
- Alternative signage standards for Butler Plaza
- Signs are divided into 5 categories:
 - Site signage (Landmark sign);
 - Exterior building signage;
 - Directional signage;
 - Pedestrian signage; and
 - Temporary signage.

160679E

Landmark Sign



Landmark Sign



Landmark Sign



Landmark Sign

III. Landmark Sign (Stylistic E



Landmark Sign

LOCATION: SUB-AREA 1 AT I-75

- MAX. HEIGHT: 60'
- MAX. WIDTH: 24' (40' BASE)
- MAX. SIGN AREA: 845 SQ. FT.

MATERIALS: MASONRY OR STUCCO OR SIMILAR MATERIAL

LIGHTING: SIGN FACE MAY BE EXTERNALLY ILLUMINATED; OR BACKLIT LETTERING

INTENT: TO PROVIDE AN ICONIC, ARCHITECTURALLY SIGNIFICANT STRUCTURE THAT IDENTIFIES THE DEVELOPMENT AND TENANTS AS A DESTINATION FOR SHOPPING, DINING, AND ENTERTAINMENT.

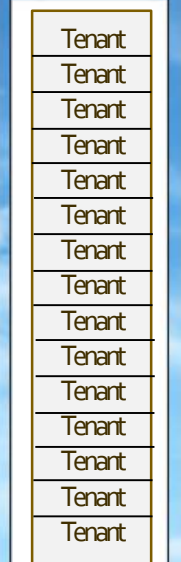
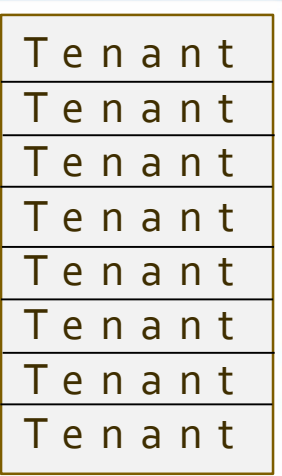
THE SIGNAGE AREAS ON THIS STRUCTURE ARE INTENDED TO BE SEEN FROM I-75. THEREFORE, THE SIGNAGE AREAS SHOULD BE LARGE ENOUGH THAT THEY ARE SAFELY VISIBLE AND LEGIBLE FROM I-75 AS NOT TO CAUSE DANGERS OR HAZARDS TO PASSING MOTORISTS.

Landmark Sign

845 ft²
sign
area

24'

12'



845 ft²
sign
area

40'

20'

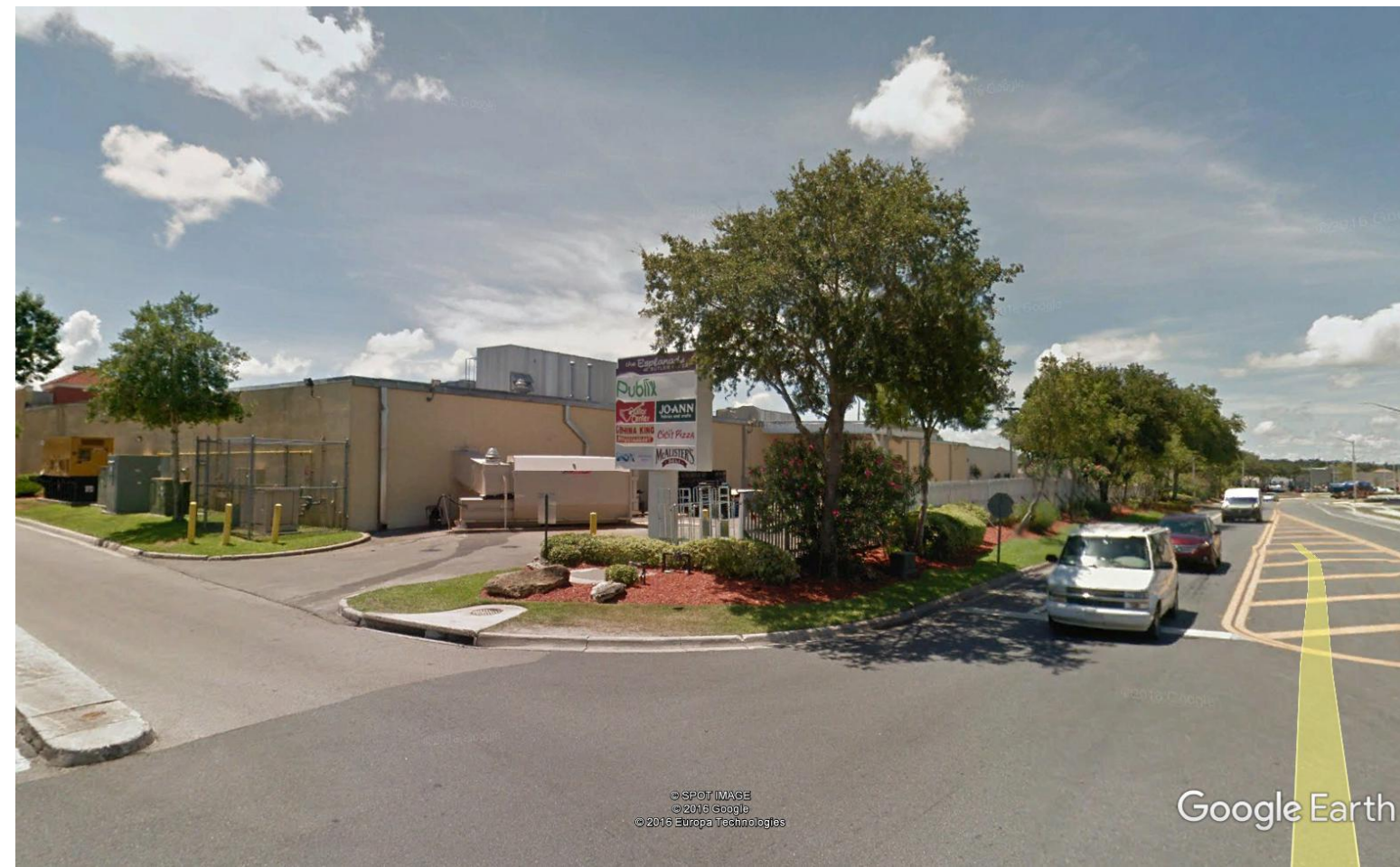
Proposed

Existing

Wall sign revisions



Building walls
without an
entrance



Building walls
without an
entrance



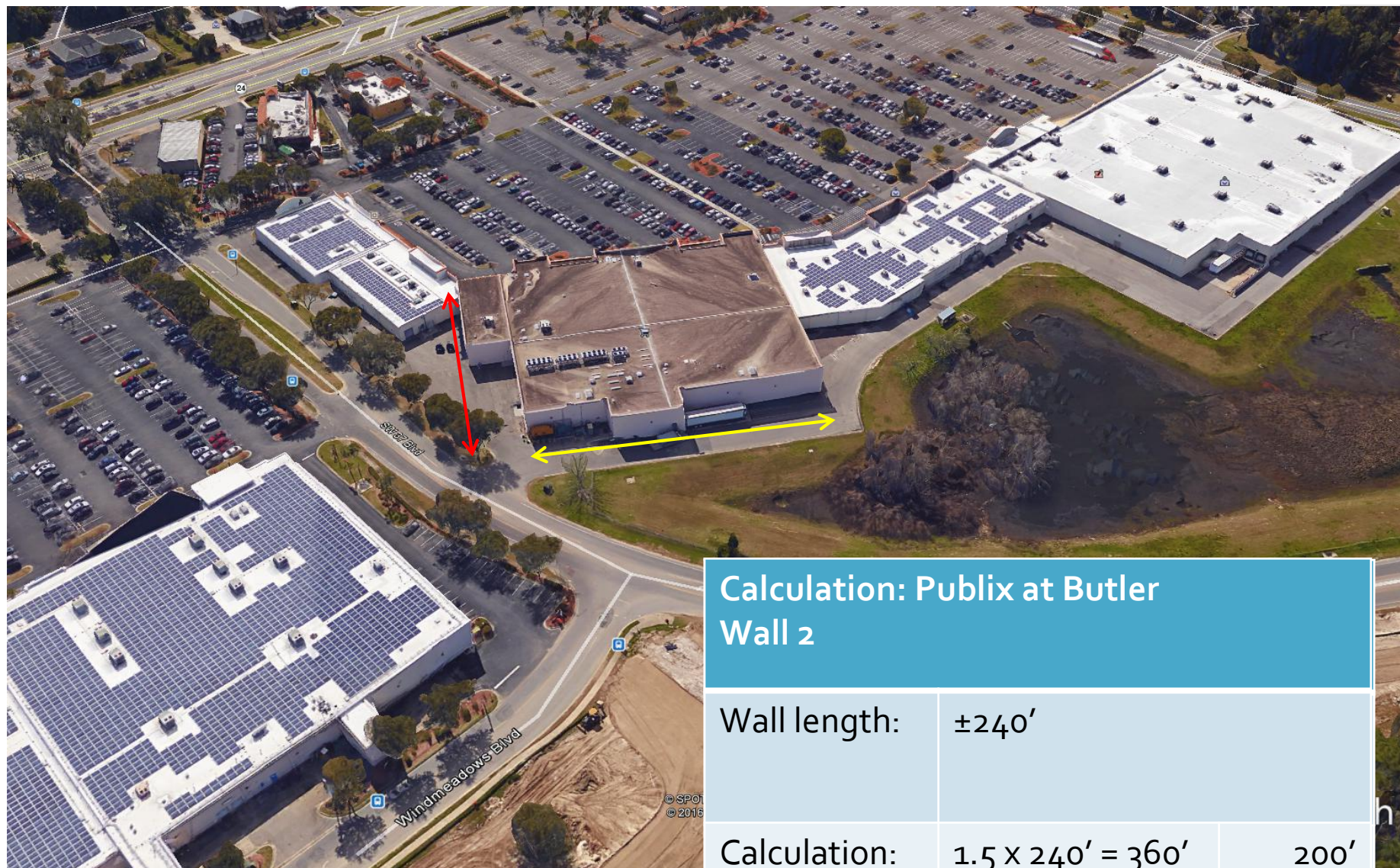
Building walls without an entrance



Building walls
without an
entrance



Sign area calculation



Calculation: Publix at Butler Wall 2

Wall length:	±240'	
Calculation:	$1.5 \times 240' = 360'$	200' limit

Pedestrian kiosk signs



Remove restriction on visibility from right-of-ways and replace with “not distracting to motorist”.

Recommendation

- **Approve revised master signage plan with recommended staff condition regarding building wall articulation.**