

Legislative #

140501A

**ORDINANCE NO. 140501**

**An ordinance of the City of Gainesville, Florida, adopting a Master Signage Plan to regulate signage within the Butler Development, a Planned Development (PD) zoning district that consists of approximately 267 acres generally located north of SW Archer Road, south of SW 24<sup>th</sup> Avenue, east of SW 40<sup>th</sup> Boulevard, and west of SW 34<sup>th</sup> Street; providing for enforcement; providing a severability clause; providing a repealing clause; and providing an immediate effective date.**

**WHEREAS,** the Butler Development is a private development consisting of approximately 267 acres within the City of Gainesville that is generally located north of SW Archer Road, south of SW 24<sup>th</sup> Avenue, east of SW 40<sup>th</sup> Boulevard, and west of SW 34<sup>th</sup> Street; and

**WHEREAS,** the parcels of property that comprise Butler Development are owned separately, not jointly, by two legal entities: 1) S. Clark Butler Properties Corporation, a Florida corporation, acting as General Partner of S. Clark Butler Properties, Ltd., a Florida limited partnership, and 2) Esplanade Capital, LLC (the “Owners”); and

**WHEREAS,** on November 21, 2013, the City Commission adopted Ordinance No. 121108 and rezoned Butler Development to Planned Development District (PD), which is a zoning category that allows for landowners or developers to submit unique proposals that are not addressed or otherwise provided for in the zoning districts and land development regulations established by the City of Gainesville Land Development Code; and

**WHEREAS,** Section 163.3164(26), Florida Statutes, defines “land development regulations” as ordinances enacted by governing bodies for the regulation of any aspect of the development of land and shall specifically include any local government zoning, rezoning, subdivision, building construction, and sign regulations; and

1           **WHEREAS**, Section 163.3202(2), Florida Statutes, requires each municipality to adopt  
2 by ordinance and enforce certain land development regulations, which shall include the  
3 regulation of signage amongst other land development regulations; and

4           **WHEREAS**, Section 163.3194(2), Florida Statutes, provides that a municipality may not  
5 adopt a land development regulation ordinance until such land development regulation has been  
6 referred to a local planning agency for review and recommendation; and

7           **WHEREAS**, Section 30-214 of the Land Development Code specifies certain land  
8 development regulations that a PD zoning ordinance may include, such as a unified signage plan  
9 that will regulate signage within the PD in a unique and innovative manner that is not provided  
10 for in the sign regulations in the Land Development Code but is nevertheless consistent with and  
11 promoted by the City of Gainesville Comprehensive Plan; and

12           **WHEREAS**, PD Ordinance No. 121108 includes a provision that allows the Owners to  
13 submit a Master Signage Plan that will regulate signage within the Butler Development, subject  
14 to review and approval by the City Commission (*see* Exhibit “C” to Ordinance No. 121108, page  
15 19 of 47, #7); and

16           **WHEREAS**, in accordance with PD Ordinance No. 121108, the Owners have submitted  
17 a Master Signage Plan that will regulate signage within the Butler Development; and

18           **WHEREAS**, on October 23, 2014, a public hearing was held by the City Plan Board,  
19 which acts as the local planning agency pursuant to Section 163.3174, Florida Statutes, where it  
20 provided comments regarding the Butler Development Master Signage Plan; and

21           **WHEREAS**, at least ten (10) days’ notice has been given once by publication in a  
22 newspaper of general circulation notifying the public of this proposed ordinance and of public

1 hearings in the City Hall Auditorium located on the first floor of City Hall in the City of  
2 Gainesville; and

3 **WHEREAS**, public hearings were held pursuant to the notice described above at which  
4 hearings the parties in interest and all others had an opportunity to be and were, in fact, heard;  
5 and

6 **WHEREAS**, the City Commission recognizes that signs may present a safety hazard by  
7 distracting motorists, pedestrians and other members of the public and may affect the aesthetic  
8 qualities and economic vitality of the community, and that these concerns are of a substantial  
9 interest to the City of Gainesville; and

10 **WHEREAS**, the City Commission finds that the signage regulations provided in the  
11 Butler Development Master Signage Plan are consistent with and promote the Comprehensive  
12 Plan and that such signage regulations are reasonable and narrowly tailored to directly preserve  
13 and protect the health, safety, welfare, and general well-being of citizens by promoting public  
14 safety, economic vitality, and aesthetic qualities in the City of Gainesville.

15 **NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION OF THE**  
16 **CITY OF GAINESVILLE, FLORIDA:**

17 **Section 1.** The Butler Development Master Signage Plan, attached to this ordinance  
18 as Exhibit "A" and incorporated herein by reference as if set forth in full, is adopted to regulate  
19 signage within the Butler Development and shall replace and supersede the signage regulations  
20 provided in PD Ordinance No. 121108 (Pages 18,19 of 47 in Exhibit "C" to Ordinance No.  
21 121108). All signage within the Butler Development shall meet the signage regulations set forth  
22 in the City of Gainesville Land Development Code in effect at the time of application for a sign

1 permit, except as expressly provided by the Butler Development Master Signage Plan attached to  
2 this ordinance as Exhibit "A".

3 **Section 2.** Any person who violates any provision of this ordinance shall be deemed guilty  
4 of a municipal ordinance violation and shall be subject to fine or imprisonment as provided by  
5 Section 1-9 of the Gainesville Code of Ordinances. Each day a violation occurs or continues,  
6 regardless of whether such violation is ultimately abated or corrected, shall constitute a separate  
7 offense.

8 **Section 3.** If it is determined by the City Manager that a violation of this ordinance exists,  
9 the City Manager may issue and deliver an order to cease and desist from such violation in order to  
10 correct a violation. The City Manager, through the City Attorney, may seek an injunction in a court  
11 of competent jurisdiction and seek any other remedy available at law.

12 **Section 4.** If any word, phrase, clause, paragraph, section or provision of this ordinance  
13 or the application hereof to any person or circumstance is held invalid or unconstitutional, such  
14 finding shall not affect the other provisions or applications of this ordinance that can be given  
15 effect without the invalid or unconstitutional provision or application, and to this end the  
16 provisions of this ordinance are declared severable.

17 **Section 5.** Except as expressly modified or superseded herein, Ordinance No. 121108 shall  
18 remain in full force and effect. In the event of conflict or inconsistency between the provisions of  
19 Ordinance No. 121108 and this ordinance, this ordinance shall govern and prevail.

20 **Section 6.** This ordinance shall become effective immediately upon adoption.  
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**PASSED AND ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2015.

\_\_\_\_\_  
EDWARD B. BRADDY  
MAYOR

Attest:

Approved as to form and legality:

\_\_\_\_\_  
KURT M. LANNON  
CLERK OF THE COMMISSION

\_\_\_\_\_  
NICOLLE M. SHALLEY  
CITY ATTORNEY

This ordinance passed on first reading this \_\_\_\_ day of \_\_\_\_\_, 2015.

This ordinance passed on second reading this \_\_\_\_ day of \_\_\_\_\_, 2015.

**EXHIBIT “A” TO ORDINANCE NO. 140501**

**BUTLER DEVELOPMENT  
MASTER SIGNAGE PLAN**

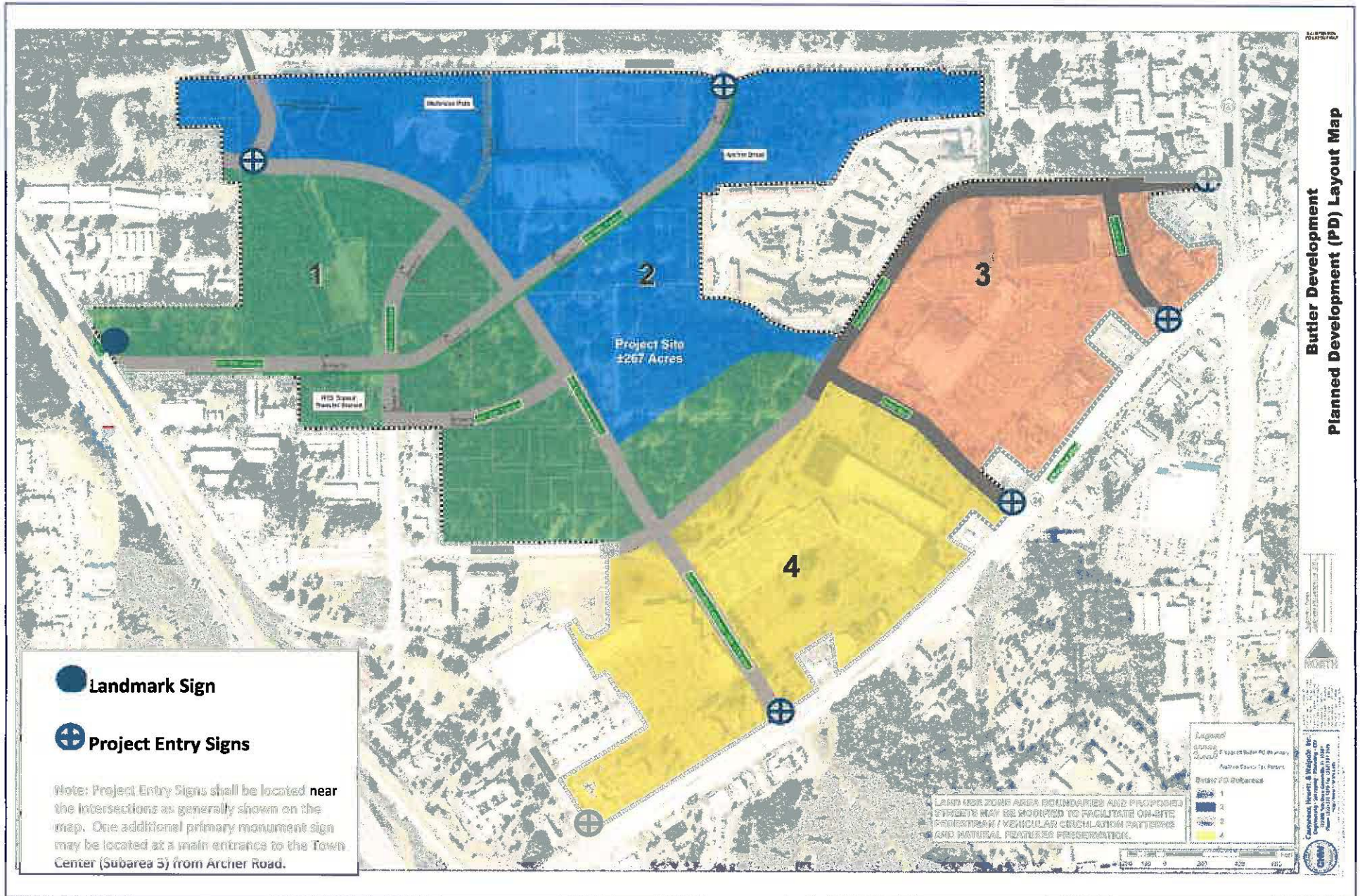
**December 4<sup>th</sup>, 2014**

## TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
I. SIGN LOCATION MAP .....	3
II. GENERAL SIGNAGE STANDARDS .....	4
III. LANDMARK SIGN .....	5
IV. PROJECT ENTRY SIGNS	
A. TYPE 1 .....	6
B. TYPE 2 .....	7
V. MONUMENT SIGNS.....	8
VI. OUTPARCEL SIGNS .....	9
VII. PROJECT DIRECTIONAL SIGNS .....	10
VIII. VEHICULAR DIRECTIONAL SIGNS .....	11
IX. POLE BANNERS.....	12
X. WALL SIGNS .....	13
XI. AWNING, UNDER-CANOPY/PROJECTING, BLADE, AND MARQUEE SIGNS .....	14
XII. PEDESTRIAN SIGNS.....	15
XIII. TEMPORARY SIGNS.....	16
XIV. ARCHER ROAD SIGNAGE.....	17



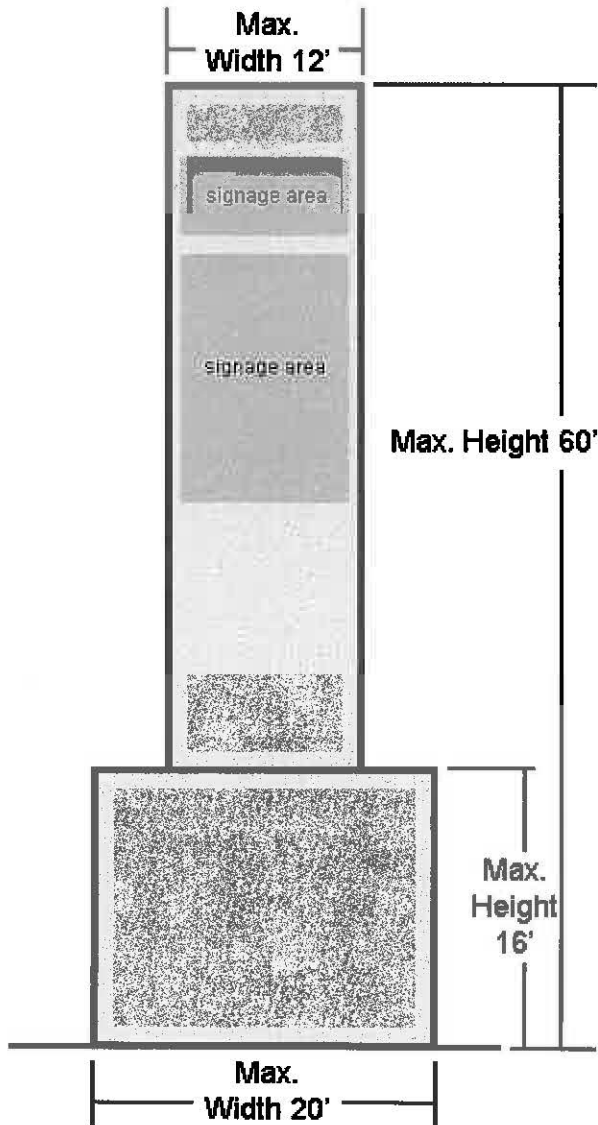
# I. Sign Location Map



## II. General Signage Standards

- A. ALL SIGNAGE WITHIN THE BUTLER DEVELOPMENT SHALL MEET THE SIGNAGE REGULATIONS SET FORTH IN THE CITY OF GAINESVILLE LAND DEVELOPMENT CODE IN EFFECT AT THE TIME OF APPLICATION FOR A SIGN PERMIT, EXCEPT AS EXPRESSLY PROVIDED BY THIS BUTLER DEVELOPMENT MASTER SIGNAGE PLAN.
- B. ALL SIGNS SHALL CONVEY THE CHARACTER, THEMES, AND ARCHITECTURAL DESIGN CONSISTENT WITH THE PLANNED DEVELOPMENT AND THE FOUR SUBAREAS.
- C. SIGNS MAY BE PLACED ON PROPERTY LINES WITHIN THE DEVELOPMENT AND NO MINIMUM SETBACKS ARE REQUIRED.
- D. WITHIN THE TOWN CENTER, PROJECT ENTRY AND DIRECTIONAL SIGNS SHALL BE DESIGNED AS ARCHITECTURAL FEATURES, AND THEY SHALL BE COMPATIBLE WITH AND COMPLEMENT THE ADJACENT BUILDINGS. THEY SHALL BE LOCATED ON STRUCTURES OR FRAMES BETWEEN BUILDINGS AT ARCADES, COLONNADES, OR SIMILAR FEATURES.
- E. WITHIN THE TOWN CENTER, ALL VEHICULAR DIRECTIONAL SIGNS SHALL BE OF A TYPE WITH DECORATIVE POST(S) AND FINIALS TO MATCH STREET LIGHTING.

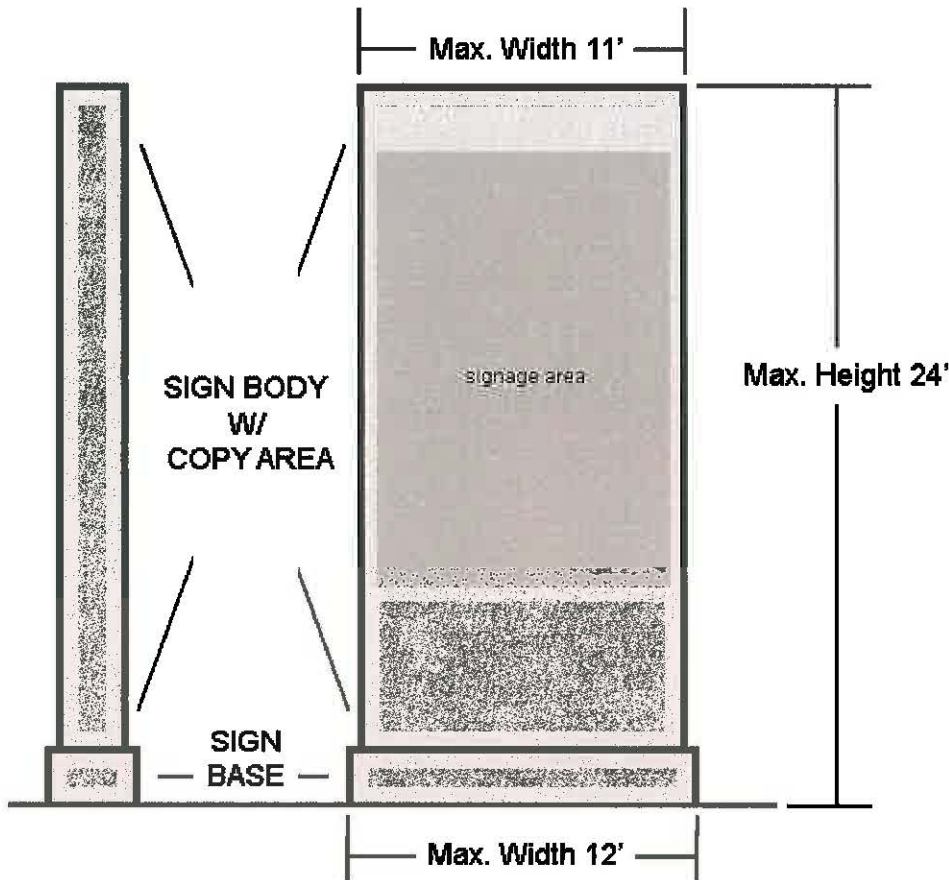
### III. Landmark Sign



- 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 BUTLER DEVELOPMENT  
740 SQ FT PER SIDE MAY ADVERTISE ANY OCCUPANT WITHIN BUTLER DEVELOPMENT
- MATERIALS:** MASONRY OR STUCCO OR SIMILAR MATERIAL
- LIGHTING:** SIGN FACE MAY BE EXTERNALLY ILLUMINATED;  
STRUCTURE MAY CONTAIN EXTERNAL OR INTERNAL ACCENT LIGHTING
- NOTE:** A SINGLE LANDMARK SIGN IS ALLOWABLE WITHIN THE BUTLER DEVELOPMENT, AS SHOWN ON THE SIGN LOCATION MAP.



## IV.A. Project Entry Sign Type 1



LOCATION: SHALL BE LIMITED TO ONE TYPE 1 OR TYPE 2 AT EACH OF THE FOLLOWING INTERSECTIONS/LOCATIONS:

- 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 (THIS LOCATION IS NOT DEPICTED ON THE SIGN LOCATION MAP AS IT HAS NOT YET BEEN DETERMINED.)

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
NOTE:	MAY CONTAIN THE BUTLER DEVELOPMENT NAME/LOGO, AND ADVERTISE ANY OCCUPANT(S) WITHIN THE BUTLER DEVELOPMENT.

## IV.B. Project Entry Sign Type 2

LOCATION: SHALL BE LIMITED TO ONE TYPE 1 OR TYPE 2 AT EACH OF THE FOLLOWING INTERSECTIONS/LOCATIONS:

- 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 (THIS LOCATION IS NOT DEPICTED ON THE SIGN LOCATION MAP AS IT HAS NOT YET BEEN DETERMINED.)

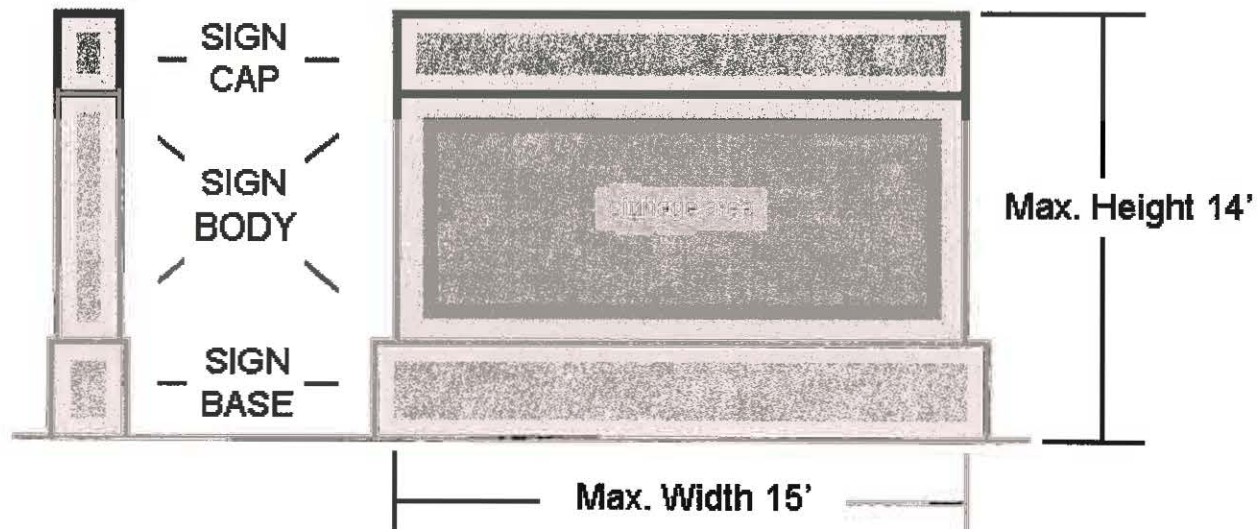
MAX. HEIGHT: 15'  
MAX. WIDTH: 24' PER SIDE  
MAX. SIGN AREA: 115 SQ FT PER FACE PER SIGN  
MATERIALS: ALUMINUM BODY (OR SIMILAR), CONCRETE BASE  
LIGHTING: MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED  
NOTE: MAY CONTAIN THE BUTLER DEVELOPMENT NAME/LOGO, AND ADVERTISE ANY OCCUPANT(S) WITHIN THE BUTLER DEVELOPMENT.



## V. Monument Signs

LOCATION: MAY BE LOCATED ON A MAXIMUM OF THREE (3) SIDES OF ANY SINGLE OR MULTIPLE OCCUPANCY DEVELOPMENT THAT HAS FRONTAGE ON A PUBLIC STREET, PRIVATE STREET, OR MANEUVERING LANE.

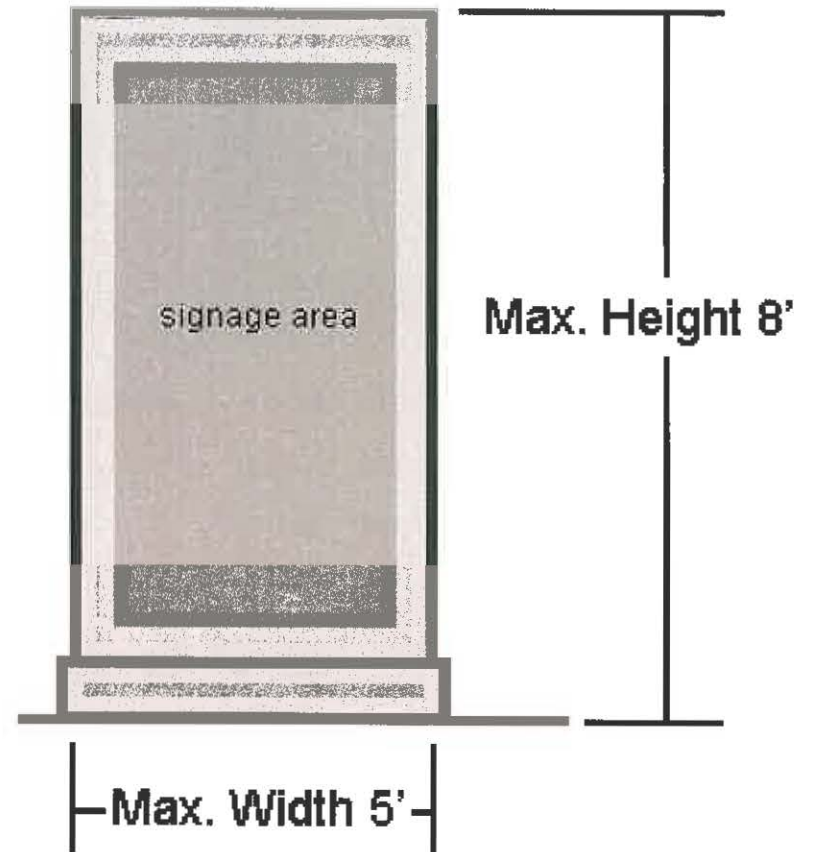
MAX. HEIGHT:	14'
MAX. WIDTH:	15' (EXCLUDING THE BASE)
MAX. SIGN AREA:	110 SQ FT PER FACE
MATERIALS:	ALUMINUM BODY (OR SIMILAR), CONCRETE BASE
LIGHTING:	MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED
LIMITATIONS:	MAY ONLY BE PLACED AT VEHICULAR ENTRANCES TO A DEVELOPMENT, AND MAY NOT BE PLACED AT LOCATIONS APPROVED FOR PROJECT ENTRY SIGNS.
NOTE:	MAY CONTAIN THE BUTLER DEVELOPMENT NAME/LOGO, DIRECTIONAL INFORMATION, AND ADVERTISE ANY OCCUPANT(S) WITHIN THE SINGLE OR MULTIPLE OCCUPANCY DEVELOPMENT SITE ON WHICH THE SIGN IS LOCATED.



## VI. Outparcel Signs

### OUTPARCEL SIGNS

<b>NUMBER:</b>	<b>ONE (1) MONUMENT-STYLE SIGN WITH TWO SIDES PER OUTPARCEL</b>
<b>LOCATION:</b>	<b>MAY BE LOCATED ALONG ANY PUBLIC STREET, PRIVATE STREET, OR MANEUVERING LANE WHERE THE OUTPARCEL HAS FRONTAGE</b>
<b>MAX. HEIGHT:</b>	<b>8'</b>
<b>MAX. SIGN WIDTH:</b>	<b>5' (EXCLUDING THE BASE)</b>
<b>MAX SIGN AREA:</b>	<b>32 SQ FT PER SIGN FACE</b>
<b>MATERIALS:</b>	<b>ALUMINUM BODY (OR SIMILAR), CONCRETE BASE</b>
<b>LIGHTING:</b>	<b>MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED</b>
<b>NOTE:</b>	<b>MAY CONTAIN THE BUTLER DEVELOPMENT NAME/LOGO AND ADVERTISE ANY OCCUPANT(S) WITHIN THE OUTPARCEL ON WHICH THE SIGN IS LOCATED.</b>



## VII. Project Directional Sign

### DIRECTIONAL SIGN TYPE 1

**MAX. HEIGHT:** 8'

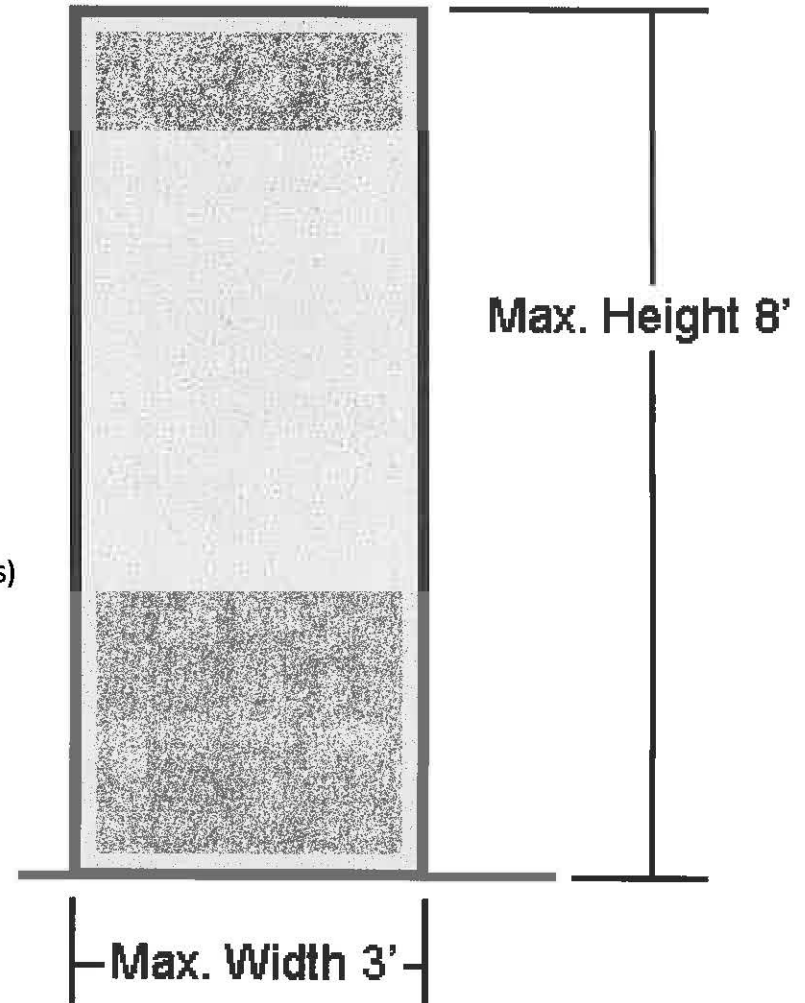
**MAX. SIGN WIDTH:** 3'

**MAX. SIGN AREA:** 24 SQ FT PER SIGN FACE

**MATERIALS:** ALUMINUM BODY (OR SIMILAR)

**LIGHTING:** MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED

**NOTE:** MAY BE PROVIDED TO DIRECT PEOPLE TO ANY OCCUPANT(S) WITHIN THE BUTLER DEVELOPMENT OR COMMON AREAS.





## VIII. Vehicular Directional Sign

### DIRECTIONAL SIGN TYPE 2

**MAX. HEIGHT:** 12'

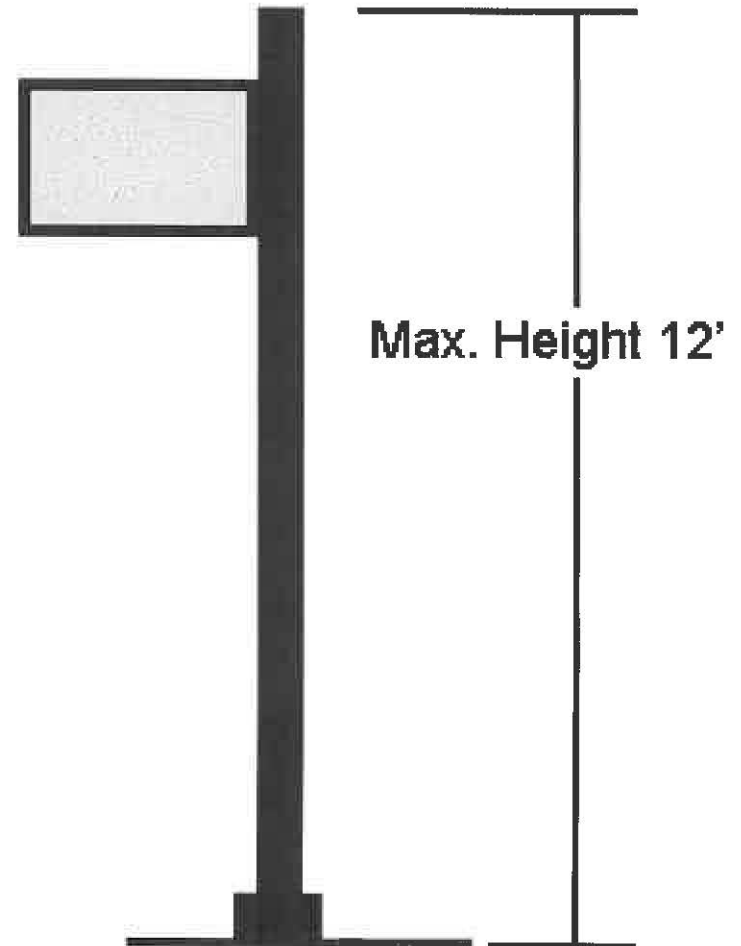
**MAX. SIGN AREA:** 2 SQ FT PER SIGN FACE

**MATERIALS:** ALUMINUM BODY (OR SIMILAR)

**LIGHTING:** MAY CONTAIN LIGHTING ON TOP OF POLE

**MINIMUM CLEARANCE:** 7'

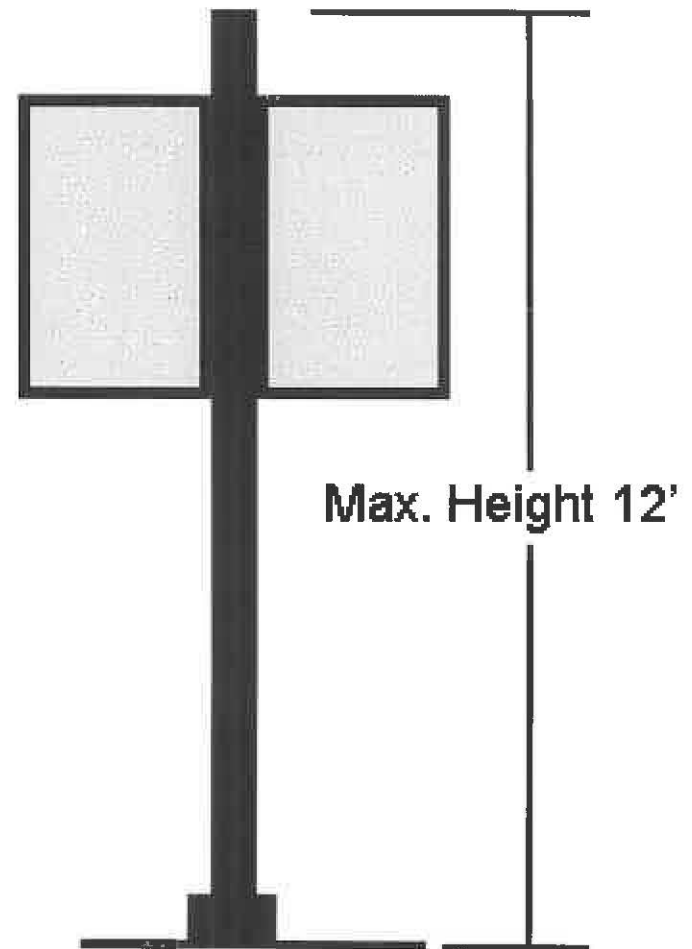
**NOTE:** MAY BE PROVIDED TO DIRECT VEHICULAR TRAFFIC (HANDICAPPED ACCESS, DELIVERIES, NO PARKING, BUILDING ENTRIES, ETC.). THESE SIGNS SHALL NOT INCLUDE ANY OCCUPANT NAMES OR LOGOS.



## IX. Pole Banners

### POLE BANNER SIGNS

<b>MAX. HEIGHT:</b>	<b>12'</b>
<b>MAX SIGN AREA:</b>	<b>18 SQ FT PER SIGN FACE</b>
<b>MATERIALS:</b>	<b>ALUMINUM BODY (OR SIMILAR)</b>
<b>LIGHTING:</b>	<b>MAY CONTAIN LIGHTING ON TOP OF POLE</b>
<b>MINIMUM CLEARANCE:</b>	<b>7'</b>
<b>NOTE:</b>	<b>MAY ONLY CONTAIN EVENT MESSAGES.</b>



## X. Wall Signs

<b>MAXIMUM NUMBER:</b>	EACH OCCUPANT MAY HAVE ON EACH SIDE THAT THE OCCUPANT HAS AN EXTERIOR FAÇADE FACING A PUBLIC STREET, PRIVATE STREET, OR MANEUVERING LANE, UP TO THREE (3) MAX PER OCCUPANT
<b>LOCATION:</b>	WALL SIGNS MAY EXCEED BUILDING ROOF OR PARAPET LINES
<b>MAX. SIGN AREA:</b>	PRIMARY ENTRANCE/EXIT: 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 NON-ENTRANCE/EXIT SIDE: 32 SQUARE FEET
<b>PROJECTION:</b>	WALL SIGNS MAY NOT PROJECT MORE THAN 18"
<b>LIGHTING:</b>	MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED

### NOTES:

- MAY BE PLACED ONLY ON THE EXTERIOR SURFACE OF THE PRINCIPAL BUILDING, OR PORTION THEREOF, WHICH IS INCLUDED AS PART OF THE OCCUPANT'S INDIVIDUALLY LEASED/OWNED PREMISES;
- 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/LEASED PREMISES THAT DOES NOT INCLUDE PART OF AN EXTERIOR FACADE: ONE SIGN OF UP TO 6 SQ FT OF SIGN AREA ON ONE SIDE OF THE EXTERIOR FAÇADE OF THE PRINCIPAL BUILDING IN WHICH SUCH OCCUPANT IS LOCATED;

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

### AWNING SIGNS

NUMBER AND LOCATION:	ONE (1) PER OCCUPANT FOR EACH SIDE THAT OCCUPANT HAS AN EXTERIOR FAÇADE, UP TO THREE (3) SIDES MAX, THAT FACES A PUBLIC STREET, PRIVATE STREET, OR MANEUVERING LANE. 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.
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:	10 SQUARE FEET MAX WITH 16 INCHES MAX LETTER HEIGHT. WITHIN TOWN CENTER: 8 SQUARE FEET MAX WITH 12 INCHES MAX LETTER HEIGHT
MAX. WALL PROJECTION:	PROPERTY LINE

### UNDER-CANOPY OR PROJECTING SIGNS

NUMBER AND LOCATION:	ONE (1) PER OCCUPANT FOR EACH SIDE THAT OCCUPANT HAS AN EXTERIOR FAÇADE, UP TO THREE (3) SIDES MAX, THAT FACES A PUBLIC STREET, PRIVATE STREET, OR MANEUVERING LANE. 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.
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:	15 SQUARE FEET MAX
MAX. WALL PROJECTION:	4' FROM BUILDING FACE

### BLADE SIGNS

LOCATION:	ONE (1) 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:	MAY ONLY BE USED WHEN INCLUDED AS PART OF A THEATER OR HOTEL/MOTEL AND MAY ONLY IDENTIFY THE NAME OF THE ESTABLISHMENT.

### MARQUEE SIGNS

NOTE:	THREE (3) BUILDING-MOUNTED CABINETS WITH A MAXIMUM OF FIFTY (50) SQUARE FEET EACH ARE ALLOWED FOR THEATERS TO ADVERTISE THE NAME OF THE PLAYS, EVENTS, MOVIES, OR ARTISTS.
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## XII. Pedestrian Signs

**PEDESTRIAN SIGNS IN SUBAREAS 2 AND 3.** THE FOLLOWING PEDESTRIAN SIGNS ARE PERMITTED WITHIN SUBAREAS 2 AND 3, AND MAY INCLUDE THE BUTLER DEVELOPMENT LOGO AND NAME, OCCUPANT(S) LOGO AND NAME, AND EVENT INFORMATION.

- A. SIGNAGE DISPLAYED ON KIOSK BOOTHS WITH UP TO FOUR (4) SIGN FACES EACH AT A MAXIMUM OF TWENTY (20) SQUARE FEET PER SIGN FACE. SIGNAGE ON KIOSK BOOTHS MAY BE PROVIDED IN A DIGITAL OR ELECTRONIC FORMAT, PROVIDED THAT THE DIGITAL OR ELECTRONIC SIGNS ARE NOT VISIBLE FROM ANY PUBLIC OR PRIVATE STREET OR MANEUVERING LANE.
- B. DIRECTIONAL SIDEWALK SIGNAGE SHALL BE PERMITTED WITH UP TO A MAXIMUM OF TEN (10) SQUARE FEET PER SIGN FACE.
- C. CONCIERGE BOOTHS MAY HAVE A MAXIMUM OF TWELVE (12) SQUARE FEET PER BOOTH.

### XIII. Temporary Signs

**TEMPORARY SIGNS.** TEMPORARY PROJECT, DEVELOPMENT SITE AND/OR BUILDING SIGNS MAY BE PERMITTED ON PARCELS WITHIN THE DEVELOPMENT 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 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 THIS BUTLER DEVELOPMENT MASTER SIGNAGE PLAN.
- C. 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 SHALL NOT EXCEED 64 SQUARE FEET EACH.
- D. 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.
- E. 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.

## XIV. Archer Road Signage

**ARCHER ROAD SIGNAGE.** ALONG ARCHER ROAD, NO NEW OUTPARCEL SIGN OR PROJECT ENTRY SIGN SHALL BE PERMITTED UNLESS THE DEVELOPER IDENTIFIES IN WRITING ONE (1) OR MORE EXISTING FREESTANDING SIGN(S) THAT WILL BE REMOVED UPON CONSTRUCTION OF THE NEW SIGN. IF AT THE TIME OF APPLICATION FOR A SIGN PERMIT THE DEVELOPER PROVIDES DOCUMENTATION TO THE CITY MANAGER OR DESIGNEE DEMONSTRATING THAT IT IS UNABLE TO REMOVE ANY EXISTING FREESTANDING SIGN(S) ALONG ARCHER ROAD WITHOUT VIOLATING AN APPLICABLE LEASE AGREEMENT(S) THAT WAS IN EFFECT PRIOR TO THE EFFECTIVE DATE OF THIS ORDINANCE, THE DEVELOPER SHALL IDENTIFY IN WRITING ONE (1) OR MORE EXISTING FREESTANDING SIGN(S) THAT WILL BE REMOVED NO LATER THAN A SPECIFIC DATE(S) AFTER THE EXPIRATION OF THE APPLICABLE LEASE AGREEMENT(S). THIS PROVISION WILL REMAIN EFFECTIVE UNTIL SUCH TIME AS ALL FREESTANDING SIGNS LAWFULLY PERMITTED PRIOR TO THE ADOPTION OF THE BUTLER DEVELOPMENT PD ORDINANCE NO. 121108 HAVE BEEN REMOVED.