

LEGISLATIVE #

160679B

EXHIBIT “A” TO ORDINANCE NO. 160679

BUTLER DEVELOPMENT
MASTER SIGNAGE PLAN

December 4th, 2014

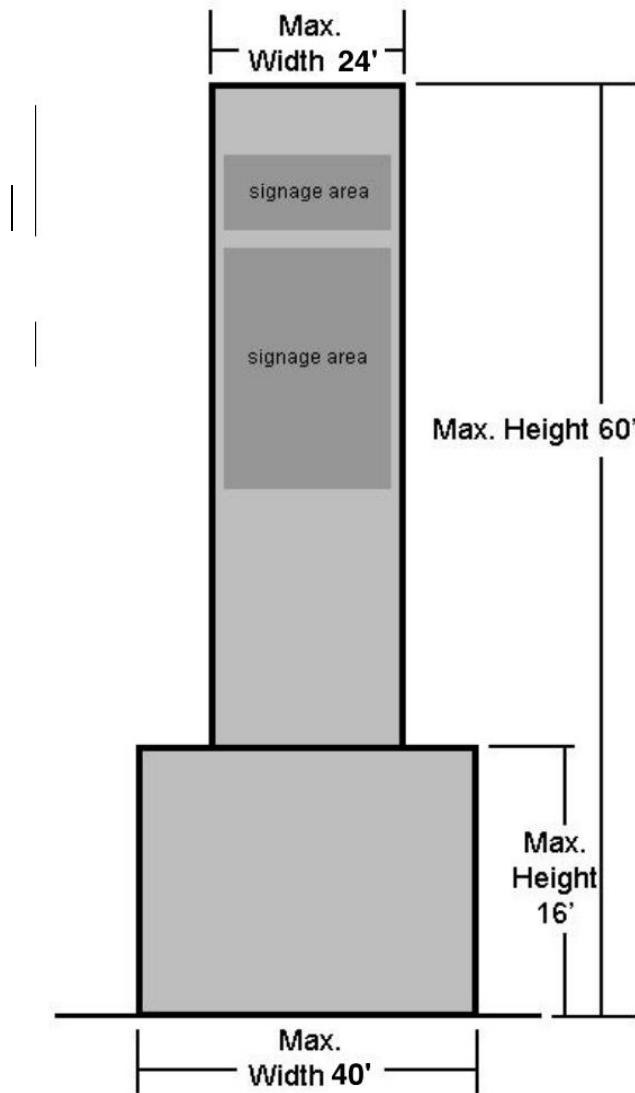
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II. General Signage Standards

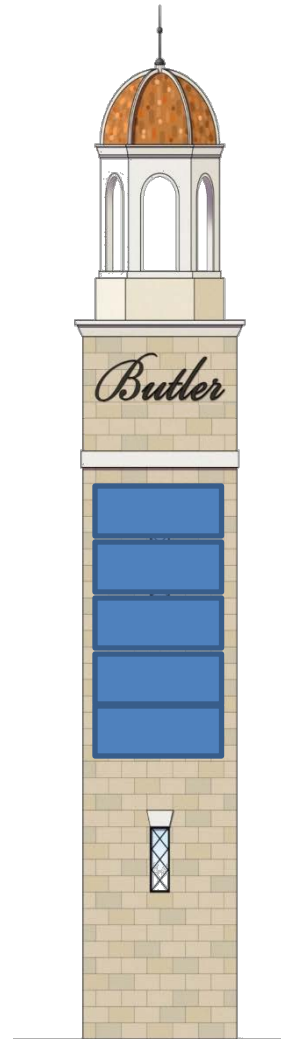
- A. ALL SIGNAGE WITHIN THE BUTLER DEVELOPMENT SHALL MEET THE SIGNAGE REGULATIONS SET FORTH IN THE CITY OF GAINESVILLE LAND DEVELOPMENT CODE IN EFFECT AT THE TIME OF APPLICATION FOR A SIGN PERMIT, EXCEPT AS EXPRESSLY PROVIDED BY THIS BUTLER DEVELOPMENT MASTER SIGNAGE PLAN.
- B. ALL SIGNS SHALL CONVEY 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

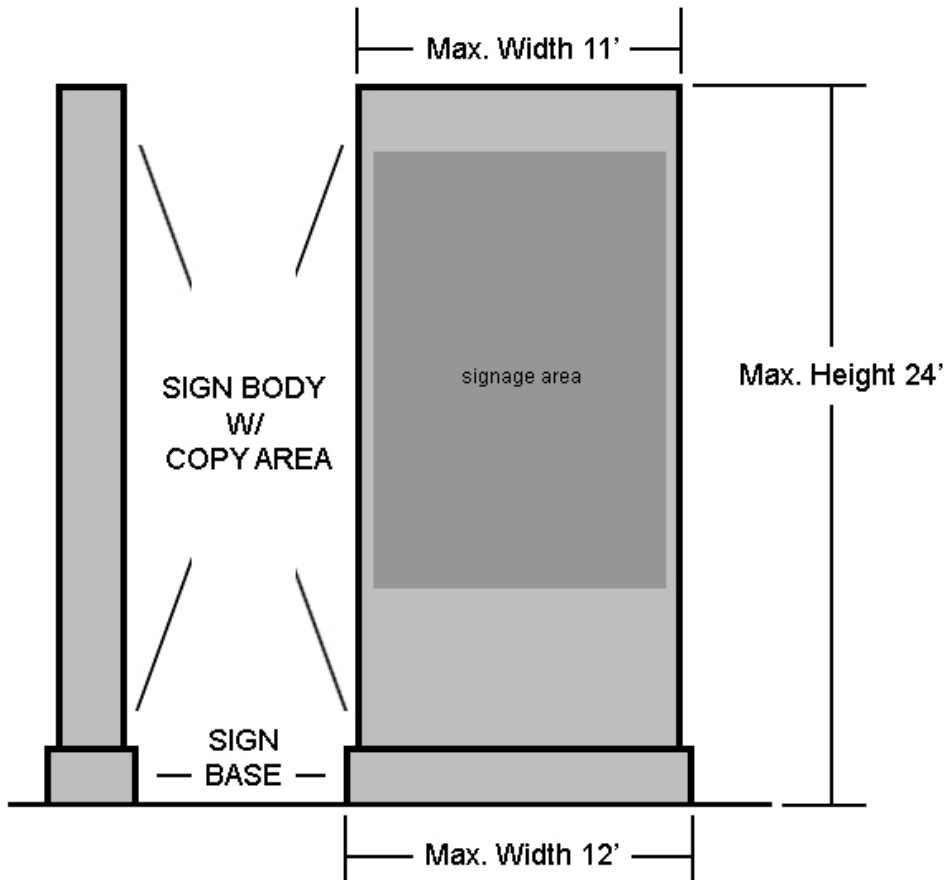


- LOCATION: SUB-AREA 1 AT I-75
- MAX. HEIGHT: 60'
- MAX. WIDTH: 24' 12" (40' 20" BASE)
- MAX. SIGN AREA: 845 SQ. FT. ~~105 SQ. FT. PER SIDE FOR NAME OF BUTLER DEVELOPMENT~~
~~740 SQ. FT. PER SIDE MAY ADVERTISE ANY OCCUPANT WITHIN BUTLER DEVELOPMENT~~
- MATERIALS: MASONRY OR STUCCO OR SIMILAR MATERIAL
- LIGHTING: SIGN FACE MAY BE EXTERNALLY ILLUMINATED; OR BACKLIT LETTERING
 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.
- INTENT: TO PROVIDE AN ICONIC, ARCHITECTURALLY SIGNIFICANT STRUCTURE THAT IDENTIFIES THE DEVELOPMENT AND TENANTS AS A DESTINATION FOR SHOPPING, DINING, AND ENTERTAINMENT. THIS STRUCTURE WILL BE CONSISTENT WITH THE OVERALL ENVIRONMENTAL GRAPHICS DESIGN PACKAGE. 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. VISUAL EXAMPLES OF THE INTENT FOR THE LANDMARK SIGN ARE PROVIDED ON THE FOLLOWING PAGE.

III. Landmark Sign



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

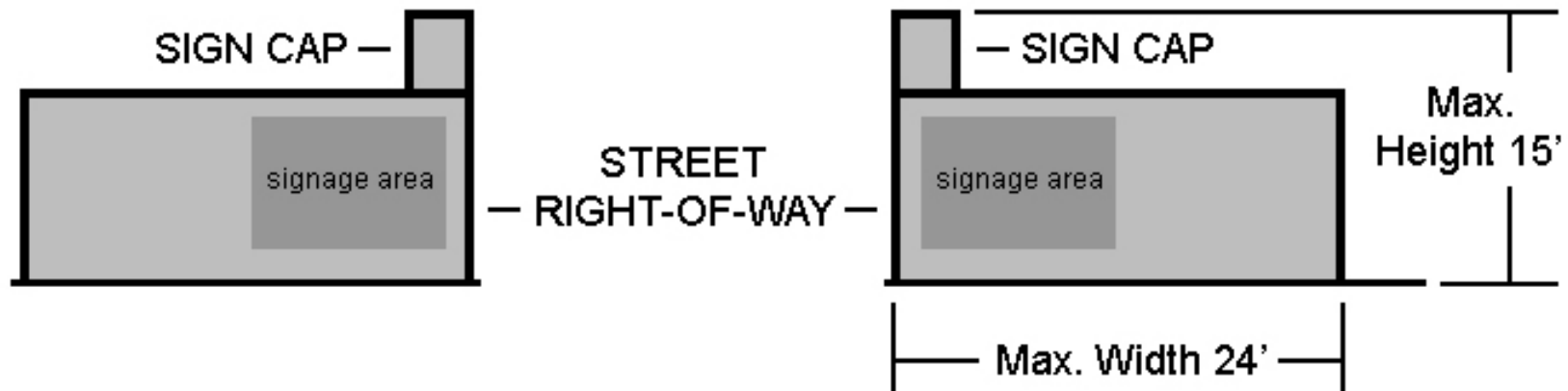
MAX. HEIGHT: 24'
 MAX. WIDTH: 11' (12' BASE)
 MAX. SIGN AREA: 180 SQ FT PER FACE
 MATERIALS: ALUMINUM BODY (OR SIMILAR), CONCRETE BASE
 LIGHTING: MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED
NOTE: ~~MAY CONTAIN THE BUTLER DEVELOPMENT NAME/LOGO, AND ADVERTISE ANY OCCUPANT(S) WITHIN THE BUTLER DEVELOPMENT.~~

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 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 (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.~~

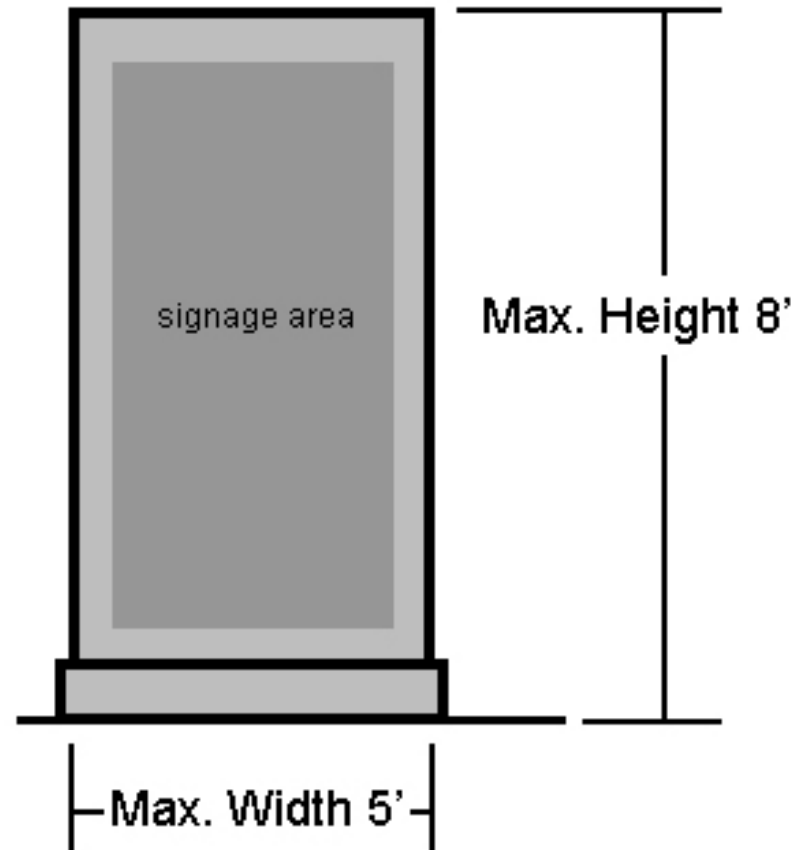


VI. Outparcel Signs

OUTPARCEL SIGNS

NUMBER:	ONE (1) MONUMENT-STYLE SIGN WITH TWO SIDES PER OUTPARCEL
LOCATION:	MAY BE LOCATED ALONG ANY PUBLIC STREET, PRIVATE STREET, OR MANEUVERING LANE WHERE THE OUTPARCEL HAS FRONTAGE
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

~~NOTE: MAY CONTAIN THE BUTLER DEVELOPMENT NAME/LOGO AND ADVERTISE ANY OCCUPANT(S) WITHIN THE OUTPARCEL ON WHICH THE SIGN IS LOCATED.~~



VII. Project Directional Sign

DIRECTIONAL SIGN TYPE 1

MAX. HEIGHT: 8'

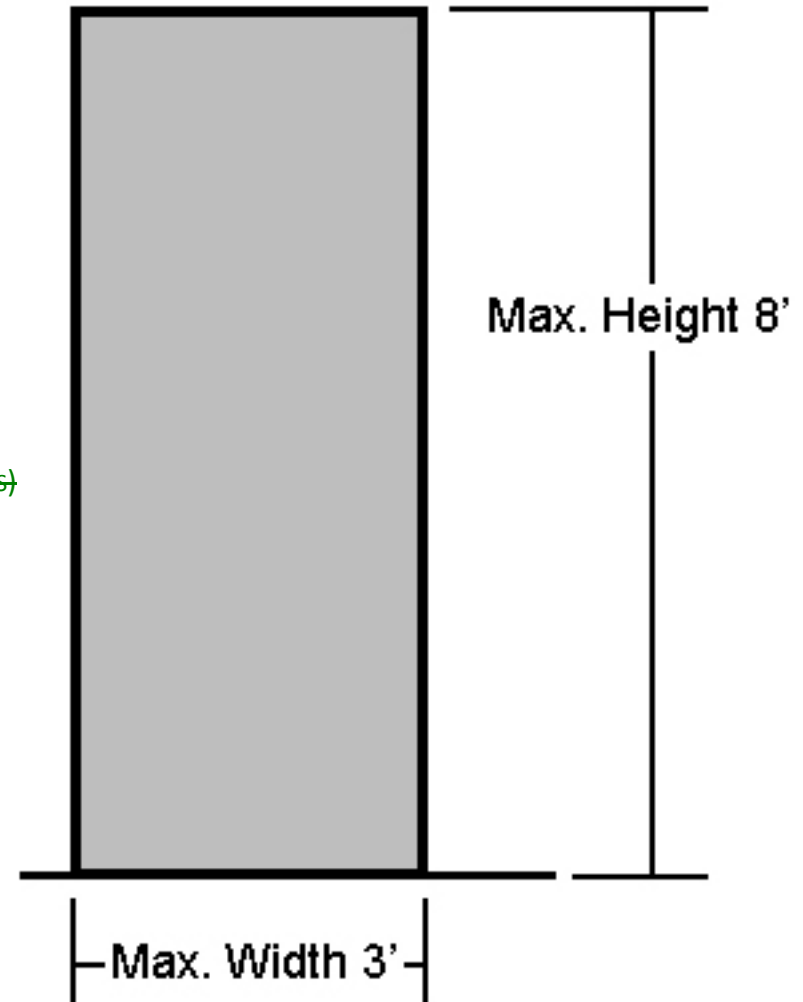
MAX. SIGN WIDTH: 3'

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'

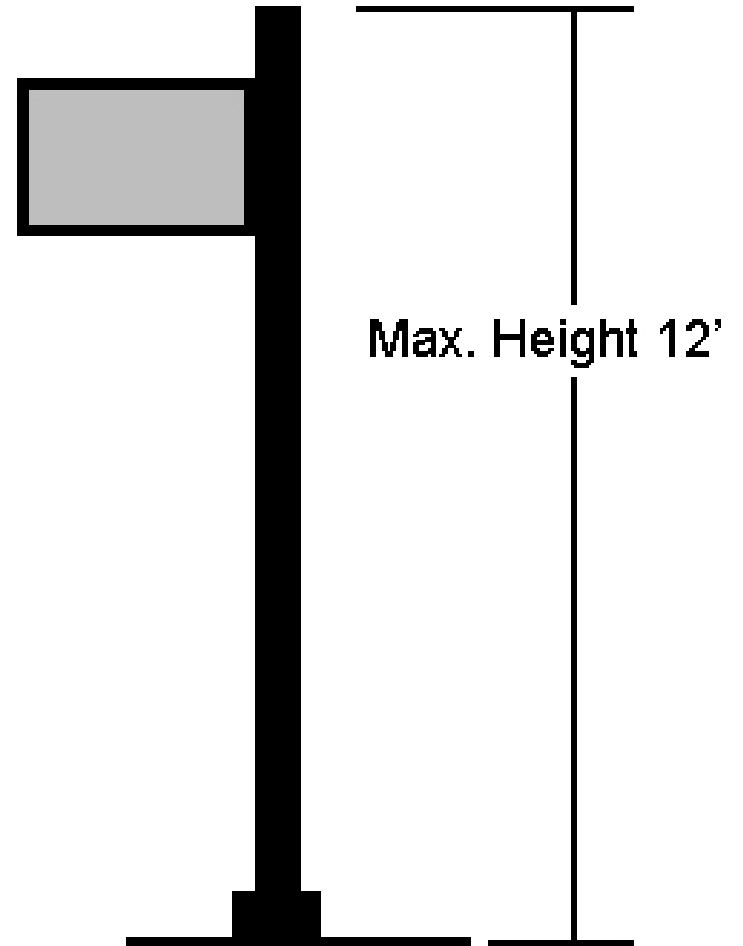
MAX. SIGN AREA: 2 SQ FT PER SIGN FACE

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

MAX. HEIGHT: 12'

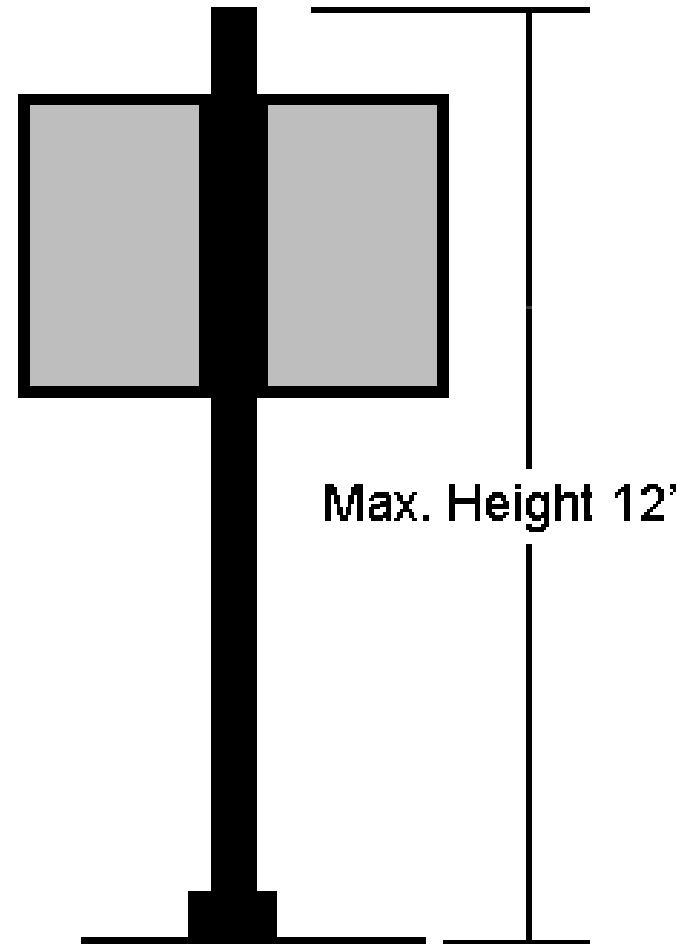
MAX SIGN AREA: 18 SQ FT PER SIGN FACE

MATERIALS: ALUMINUM BODY (OR SIMILAR)

LIGHTING: MAY CONTAIN LIGHTING ON TOP OF POLE

MINIMUM CLEARANCE: 7'

NOTE: ~~MAY ONLY CONTAIN EVENT MESSAGES.~~



X. Wall Signs

MAXIMUM NUMBER:	EACH OCCUPANT MAY HAVE ON EACH SIDE THAT THE OCCUPANT HAS AN EXTERIOR FAÇADE <u>VISIBLE TO</u> FACING A PUBLIC STREETS, PRIVATE STREETS, OR MANEUVERING LANE, UP TO <u>FOUR (4)</u> THREE (3) MAX PER OCCUPANT
LOCATION:	WALL SIGNS MAY EXCEED BUILDING ROOF OR PARAPET LINES
MAX. SIGN AREA:	PRIMARY ENTRANCES/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 SIDES: <u>1.5 X FAÇADE LENGTH WITH A MAXIMUM OF 200</u> 32 SQUARE FEET <u>PER SIGN AND AN AGGREGATE MAXIMUM OF 400 SQUARE FEET</u>
PROJECTION:	WALL SIGNS MAY NOT PROJECT MORE THAN <u>24"</u> 18"
LIGHTING:	MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED, <u>USE OF ARCHITECTURAL LIGHTING AND CHARACTER OR PERIOD LIGHTING MAY BE ALLOWED FOR BRAND ENHANCEMENTS</u>

NOTES:

- PRIMARY ENTRANCES CAN BE ON MORE THAN ONE (1) SIDE AND MAY BE LOCATED ON BUILDING CORNERS
- 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;
- FOR BUILDING WALLS THAT DO NOT HAVE AN ENTRANCE, BUILDING-MOUNTED SIGNS MAY BE APPROVED ONLY WHEN THE WALL MEETS THE FAÇADE ARTICULATION STANDARDS PROVIDED FOR SUB-AREA 2 IN THE BUTLER DEVELOPMENT PD.

INTENT: THE WALL SIGNS ARE INTENDED TO PROVIDE DIRECTION AND WAY FINDING THROUGHOUT THE BUTLER DEVELOPMENT. WALL SIGNAGE IS NECESSARY ON ALL SIDES OF A BUILDING TO COMMUNICATE THE LOCATION OF DESTINATIONS AND MAKE THEM EASILY ACCESSIBLE TO VISITORS. THIS PRACTICE IS COMMONLY USED THROUGHOUT FLORIDA AND THE UNITED STATES TO SIMPLIFY NAVIGATION WITHIN REGIONAL SHOPPING, DINING, AND ENTERTAINMENT DESTINATIONS. THE WALL SIGNAGE SHOULD BE SIZED SO THAT IT IS VISIBLE FROM MOST POINTS OF THE DEVELOPMENT TO SERVE AS A DIRECTIONAL AND WAY FINDING AID. EXAMPLES OF WALL SIGNAGE FOR THIS USE ARE PROVIDED ON THE FOLLOWING PAGE.

X. Wall Signs



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.~~

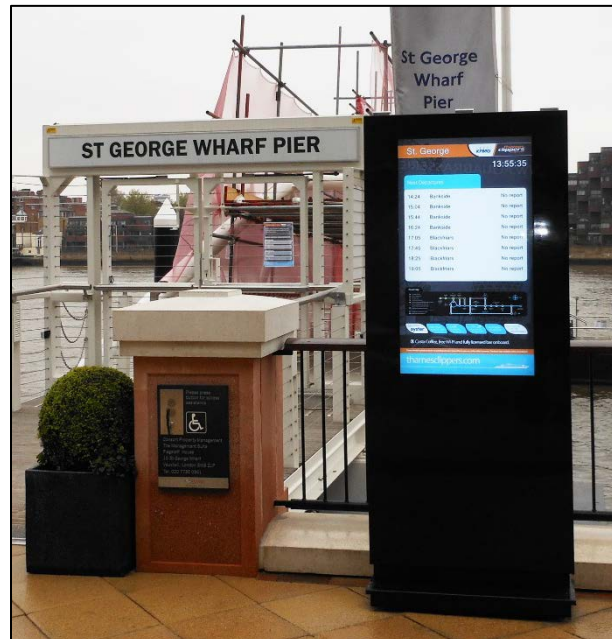
MARQUEE SIGNS

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.~~

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 LOCAL SOCIAL EVENT INFORMATION.~~

- A. SIGNAGE DISPLAYED ON KIOSKS, BOOTHS, OR STANDING WALLS 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 TO PROVIDE INFORMATION AND DIRECTIONAL ASSISTANCE TO VISITORS, CONSISTENT WITH THE EXAMPLES PROVIDED IN THIS DOCUMENT PROVIDED THAT THE DIGITAL OR ELECTRONIC SIGNS ARE NOT DISTRACTING TO MOTORIST ON PUBLIC OR PRIVATE STREETS OR MANEUVERING LANES, PROVIDED THAT THE DIGITAL OR ELECTRONIC FORMAT IS: 1) CLEARLY DESIGNED FOR PEDESTRIAN USE ONLY; 2) ORIENTED TOWARDS THE SIDEWALK OR OTHER PEDESTRIAN AREAS; AND 3) ORIENTED TO RESTRICT VISIBILITY FROM VEHICULAR USE AREAS.
- B. DIRECTIONAL SIDEWALK SIGNAGE SHALL BE PERMITTED WITH UP TO A MAXIMUM OF ~~TWENTY TEN (20 10)~~ SQUARE FEET PER SIGN FACE.
- C. CONCIERGE BOOTHS MAY HAVE A MAXIMUM OF ~~TWENTY TWELVE (20 12)~~ SQUARE FEET PER BOOTH.
- D. DIGITAL / ELECTRONIC FORMAT EXAMPLES:



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) CONSECUTIVE CALENDAR DAYS, EXCEPT THAT SUCH BANNERS MAY BE DISPLAYED FOR FORTY-FIVE (45) CONSECUTIVE CALENDAR DAYS DURING THE MONTHS OF NOVEMBER AND DECEMBER. ~~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 34TH STREET), AND SW 24TH 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.