



DEPARTMENT OF DOING
PO Box 490, STATION 11
GAINESVILLE, FL 32627-0490

306 N.E. 6TH AVENUE
P: (352) 334-5022
P: (352) 334-5023
F: (352) 334-2648

TO: City Plan Board **Item Number: 1**

FROM: Department of Doing **DATE: January 26, 2017**

SUBJECT: Petition PB-16-169 PDA, CHW, agent for Butler Enterprises. Revise the adopted signage master plan for the Butler Plaza Planned Development (PD). Located between SW Archer Road and SW 24th Avenue, and between SW 40th Blvd. and SW 34th Street.

Recommendation

Approve Petition PB-16-169 PDA with the proposed staff amendment.

Condition 1: Building walls without an entrance which are included within an application for a building-mounted sign shall meet the façade articulation standards within sub-area 2 of the Butler Plaza PD.

Request:

This petition is a proposal to amend the sign provisions for the Butler Plaza Planned Development (PD) to expand the amount of allowable signage currently permitted by the Master Signage Plan. The Master Signage Plan for the development was previously adopted by the City Commission on January 15th, 2015 (Ordinance 140501). The proposed changes include:

- Increasing the width of the “Landmark Sign” (I-75 highway sign) structure without increasing the permitted sign area.
- Increasing the number of building signs allowed per tenant from 3 to 4.
- Increasing the allowable sign area on the sides of buildings without an entrance from 32 square feet to a proportional amount of signage based on the length of the building side (up to 200 square feet per sign and 400 square feet in aggregate).
- Allowing digital and electronic format signs which are visible from public or private streets. (Previous provision restricted the use of these signs to kiosks or booths that were not visible to motorists.)
- Minor increases to other pedestrian oriented signage.

The applicant has indicated that the purpose of the proposed changes is to meet the needs of the end users and to enhance the development’s presence and visibility on I-75.

Analysis:

The City's Land Development Code Sections 30-213 and 30-214 allow signage regulations to be included within a PD if such signage regulations are promoted by the Comprehensive Plan and are unique and innovative and/or take into account specialized design characteristics to preserve and protect neighborhood character, environmental concerns and other concerns unique to the immediate area.

The applicant's request does not specifically address how the proposed increase in the number and size of signs within the Butler Plaza development is promoted by the Comprehensive Plan, preserves or protects neighborhood character, or addresses localized environmental concerns. The purpose and intent of the City's sign code is to preserve the aesthetic qualities of the City through the regulations for the installation of signs that are "large enough to sufficiently convey a message about the owner or occupants of a particular property, the products or services available on such property, or the business activities conducted on such property, yet small enough to preserve and protect the natural beauty of the city and limit distractions to motorists."

In reviewing the applicant's request, the Plan Board and City Commission must consider Butler Plaza's request within the context of other larger commercial properties within the City such as University Towne Center, the Oaks Mall, and Royal Park Plaza. These developments are also eligible to either adopt new zoning or amend their existing PD zoning ordinances to achieve similar variances to the City's Sign Code.

By changing the building sign provisions for building walls without an entrance from a maximum of 32 square feet to a potential maximum of 200 square feet, the proposed amendment has the potential to significantly increase the allowed signage within the PD. Many of the buildings within the existing Butler Plaza shopping center (Publix, Target, Best Buy) were designed to face Archer Road. As a result of the new construction in the Butler North area, the "back of house" areas of these buildings which consist of service drives, utility equipment areas, dumpsters, and loading docks are now highly visible. The applicant's request will increase the visibility of these areas by allowing the installation of larger signs on the rear walls of these buildings. Staff is recommending that the applicant improve the façade of the building walls without an entrance by requiring the wall area meet the Butler Plaza PD building articulation standards. These standards apply to the front and sides of building walls within Butler Plaza but do not apply to the rear of buildings. The standards include providing a minimum 1' change in the face of the building (projection or recess) every 30' horizontally between 0' and 12' in height. The addition of articulation standards to the rear of the buildings where larger signs are proposed will ensure that the architectural themes identified in the Butler Plaza PD ordinance are achieved.

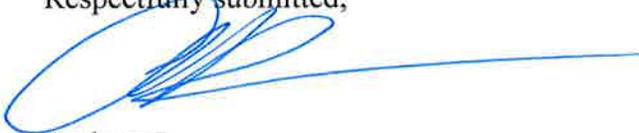
A comparative analysis of the City's adopted sign code, the existing and proposed Master Signage Plan, and the recently (8-9-2016) amended Alachua County's Transit Oriented Development (TOD) sign regulations adopted in coordination with the Celebration Pointe development is included in Exhibit A-2.)

Background:

The current Master Sign Plan regulates signage for the entire 267-acre Planned Development.. The types of proposed signs are divided into five categories. These categories include: 1) Site signage, 2) Exterior building signage, 3) Directional signage, 4) Pedestrian signage, and 5) Temporary signage.

- The Butler Plaza Planned development is a singular 267-acre unified mixed-use development under common ownership and management.
- The proposed Master Sign Plan deviates from the City's adopted sign code and the sign provisions adopted with the PD ordinance as listed below. Exhibit A-2 contains a more thorough analysis of the master sign plan.
 - The City's sign code has a maximum height of 10' for all freestanding signs
 - The master sign plan includes one 60' tall sign at I-75 with 845 square feet of sign area.
 - In addition to the landmark sign, eight 24' tall multi-tenant project signs were also previously approved at the major development entrances and the entrance to the Town Center.
 - The maximum size of free-standing signs under the City's sign code is based on the length of road frontage for a given development site. The Butler proposal does not tie the size of free standing site signage to the size of the development parcel.
 - The City's sign code calculates building mounted signage based on the length of the building face multiplied by 1.5 up to a maximum size of 200 ft². The Butler proposal uses the same calculation formula but has no maximum building mounted sign size within sub-areas 1 and 4 of the PD.

Respectfully submitted,

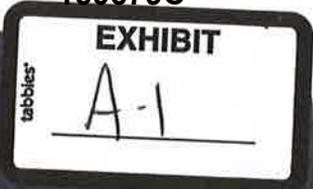


Andrew Persons
Interim Principal Planner, AICP, LEED GA

List of Exhibits

Exhibit A-1: Application and Butler Plaza PD Environmental Graphics Master Plan

Exhibit A-2: Butler Plaza Master Sign Plan Analysis



November 1, 2016

Butler Development Signage PD Amendment

Prepared for: Butler Enterprises

Submitted to: City of Gainesville

Planning and Development Services Department

Prepared by: Causseaux, Hewett, & Walpole, Inc.

132 NW 76th Drive Gainesville, FL 32607
Gerry Dedenbach, Vice President
Craig Brashier, Director of Planning

PN#14-0275

JACKSONVILLE | GAINESVILLE | OCALA

8563 Argyle Business Loop, Ste. 3, Jacksonville, Florida 32244 132 NW
76th Drive, Gainesville, Florida 32607
101 NE 1st Avenue, Ocala, Florida 34470

planning design surveying engineering construction.



November 1, 2016

Ralph Hilliard, Planning Manager
City of Gainesville
Thomas Center
306 NE 6th Avenue
Gainesville, FL 32602

RE: Butler Development PD Amendment – Master Signage Plan

Dear Ralph:

CHW submits this Butler Development PD Amendment to revise certain standards in the Master Signage Plan. Now that new development has taken off within the PD and new businesses and restaurants are locating within the development, some minor adjustments to the Master Signage Plan are necessary to meet the needs of the end users. These changes do not alter the intent of the Master Signage Plan, which is to convey the character, themes, and architectural design consistent with the PD and the four subareas.

The proposed changes will (1) enhance the visibility of the landmark Sign along I-75; (2) amend the standards for Wall Signs; and (3) amend the standards for Pedestrian Signs. The proposed changes are important for the success of the businesses within the Butler Development PD and are consistent with the nature of the development within this project.

We appreciate your cooperation in processing these amendments. Please contact me directly if you have any questions or need any additional information regarding this application.

Sincerely,
CHW



Craig Brashier, AICP
Director of Planning

G:\JOBS\Phased_Projects\Butler\Planning\14-0275 - Master Sign Plan\161101 PD Amendment - MSP Revisions\CVR
LTR_161101_PDA Signage.docx



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

OFFICE USE ONLY	
Petition No. _____	Fee: \$ _____
1 st Step Mtg Date: _____	EZ Fee: \$ _____
Tax Map No. _____	Receipt No. _____
Account No. 001-660-6680-3401 []	
Account No. 001-660-6680-1124 (Enterprise Zone) []	
Account No. 001-660-6680-1125 (Enterprise Zone Credit) []	

Name of Applicant/Agent (Please print or type)	
Applicant/Agent Name:	CHW / Gerry Dedebach, AICP
Applicant/Agent Address:	132 NW 76 th DR
City:	Gainesville
State:	FL
Zip:	32607
Applicant/Agent Phone:	352-331-1976
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:
		Butler Development PD
		Master Signage Plan
		ORD.# 140502

Proposed text language and/or explanation of reason for request (use additional sheets, if necessary):

SEE Attached Master Signage Plan with changes provided in underline / strike through text.

Certified Cashiers Receipt:

PROPERTY OWNER AFFIDAVIT

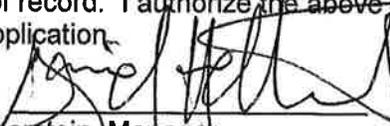
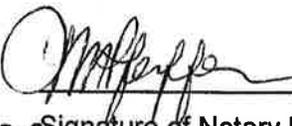
Owner Name: Esplanade Capital, LLC	
Address: 18205 Biscayne Blvd, S-2202 Aventura, FI 33160	Phone: 305-933-1060
Agent Name: CHW, INC.	
Address: 132 NW 76 TH Drive Gainesville, FI 32607	Phone: 352-3311976
Parcel No.: 06810-001-001	
Acreage: 12.49 Acres	
Requested Action: Proposal of a master signage plan and specific sign regulations as allowed for within the Butler Plaza Planned Development.	
<p>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.</p> <p>Property owner signature:  Printed name: Daniel Halberstein, Manager Date: September 18, 2014</p> <p>The foregoing affidavit is acknowledged before me this 18th day of September, 2014, by Daniel Halberstein, <u>who is/are personally known to me</u>, or who has/have produced _____ as identification.</p>	
<p>NOTARY SEAL</p> 	<p> Signature of Notary Public, State of <u>FL</u></p>

EXHIBIT "A" TO ORDINANCE NO. 140501

**BUTLER DEVELOPMENT
MASTER SIGNAGE PLAN**

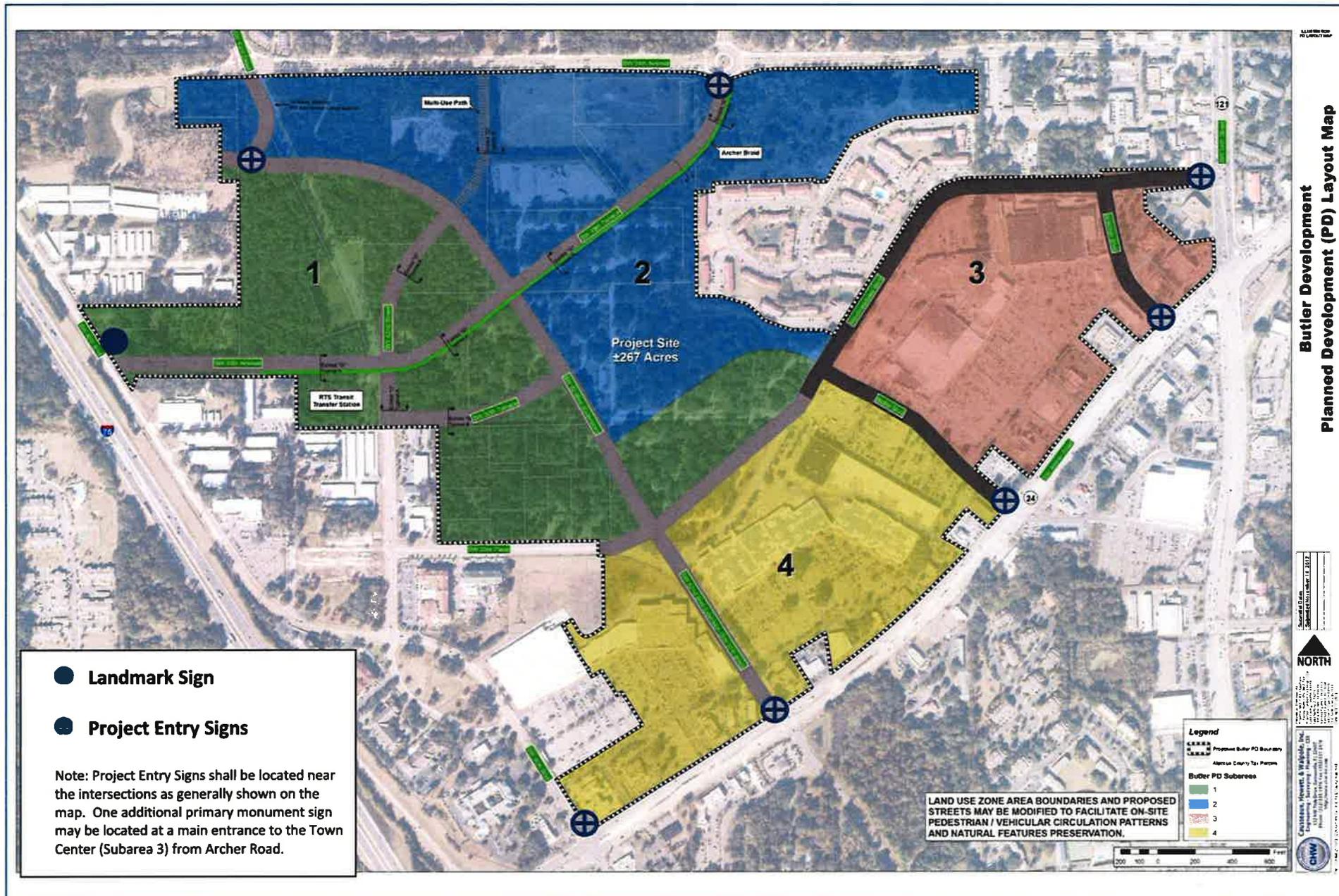
~~December 4th, 2014~~

November 1, 2016

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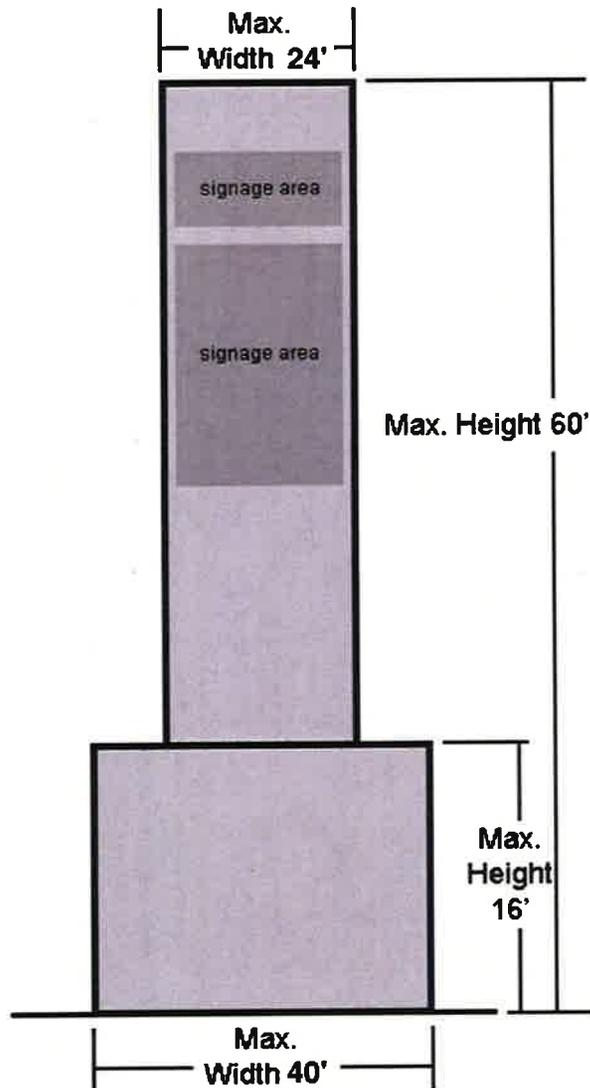
I. Sign Location Map



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

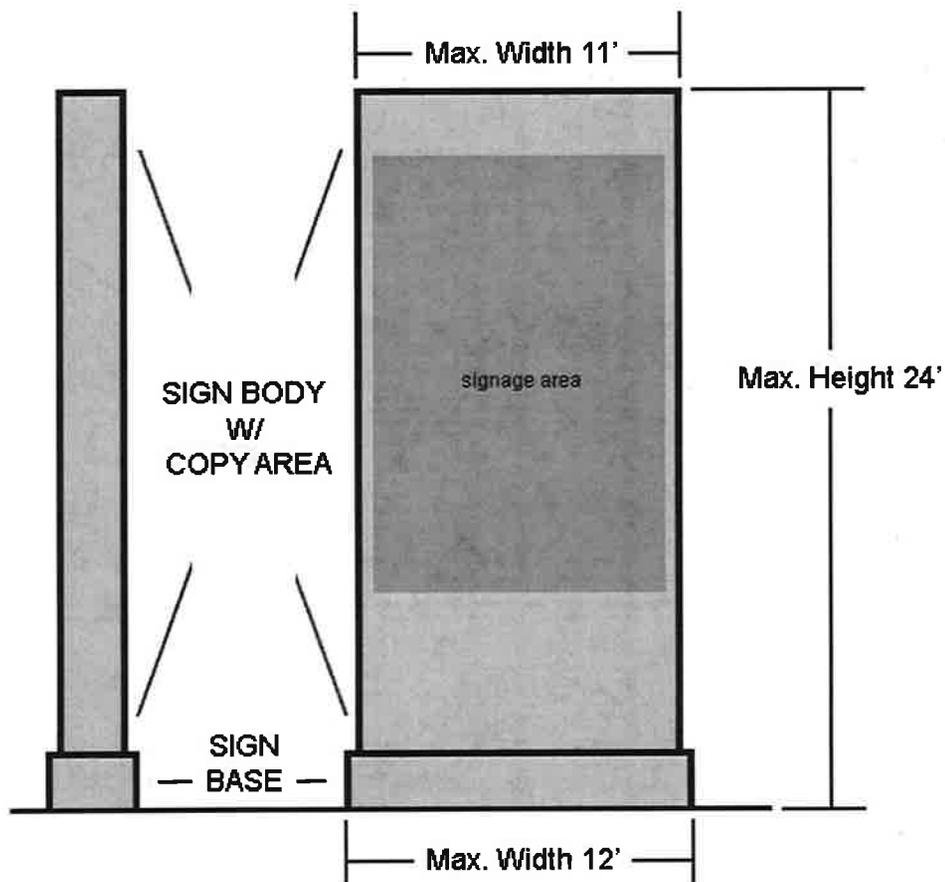


LOCATION:	SUB-AREA 1 AT I-75
MAX. HEIGHT:	60'
MAX. WIDTH:	<u>24' 12'</u> (40' 20' BASE)
MAX. SIGN AREA:	<u>UP TO 80% OF THE LANDMARK SIGN AREA (NOT INCLUDING THE BASE) MAY BE USED FOR THE NAME OF THE BUTLER DEVELOPMENT AND ADVERTISING ANY OCCUPANT WITHIN THE BUTLER DEVELOPMENT 105 SQ. FT. PER SIDE FOR NAME OF BUTLER DEVELOPMENT</u> 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; <u>OR BACKLIT LETTERING</u> 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:	<u>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</u>

III. Landmark Sign (Stylistic Examples)



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.)

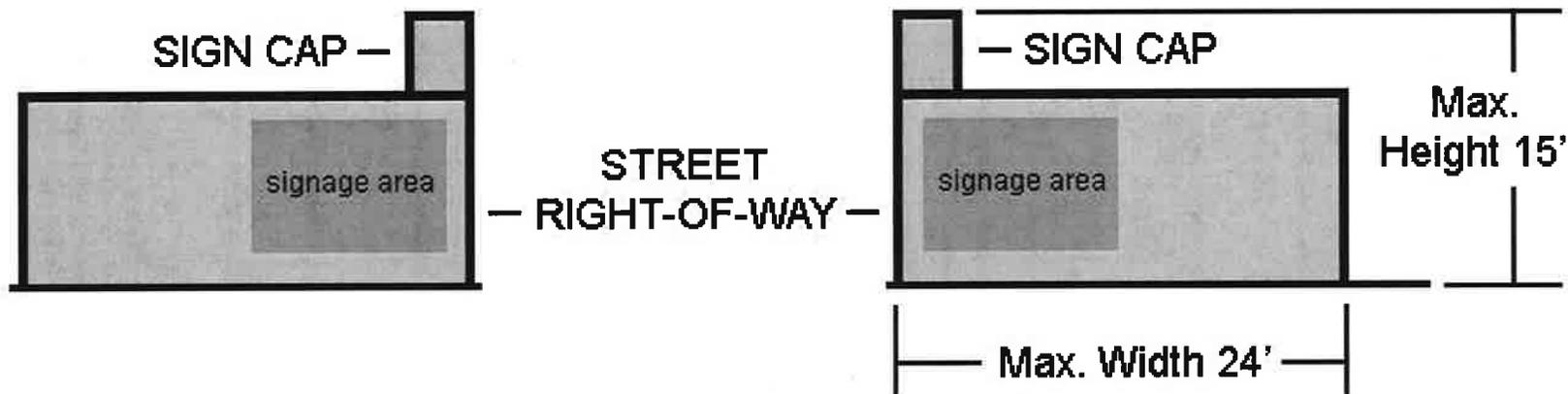
MAX. HEIGHT:	24'
MAX. WIDTH:	11' (12' BASE)
MAX. SIGN AREA:	180 SQ FT PER FACE
MATERIALS:	ALUMINUM BODY (OR SIMILAR), CONCRETE BASE
LIGHTING:	MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED
NOTE:	MAY CONTAIN THE BUTLER DEVELOPMENT NAME/LOGO, AND ADVERTISE ANY OCCUPANT(S) WITHIN THE BUTLER DEVELOPMENT.

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.)

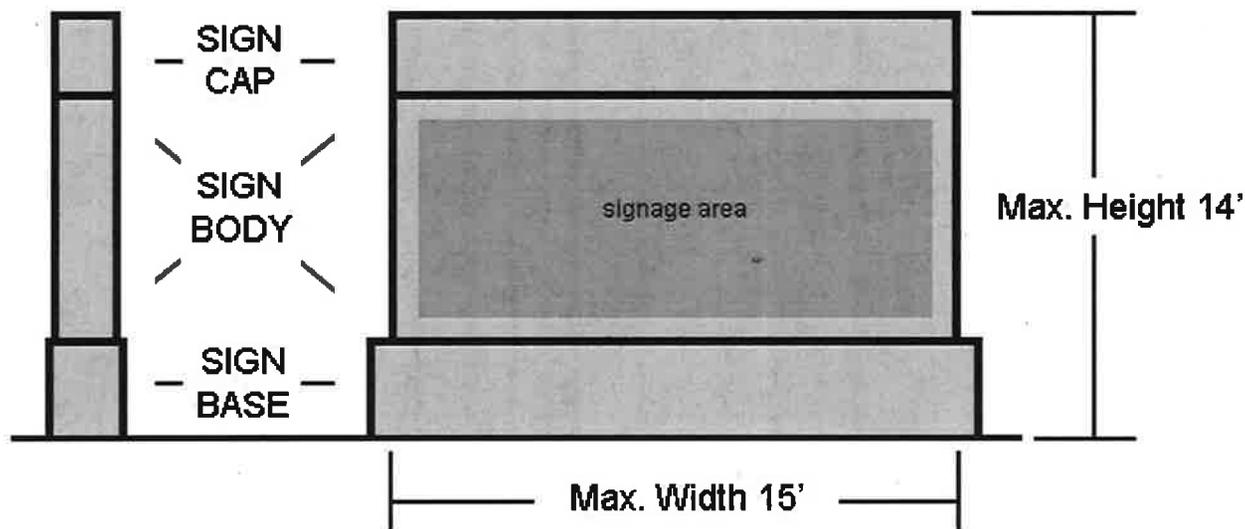
MAX. HEIGHT: 15'
 MAX. WIDTH: 24' PER SIDE
 MAX. SIGN AREA: 115 SQ FT PER FACE PER SIGN
 MATERIALS: ALUMINUM BODY (OR SIMILAR), CONCRETE BASE
 LIGHTING: MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED
 NOTE: MAY CONTAIN THE BUTLER DEVELOPMENT NAME/LOGO, AND ADVERTISE ANY OCCUPANT(S) WITHIN THE BUTLER DEVELOPMENT.



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.

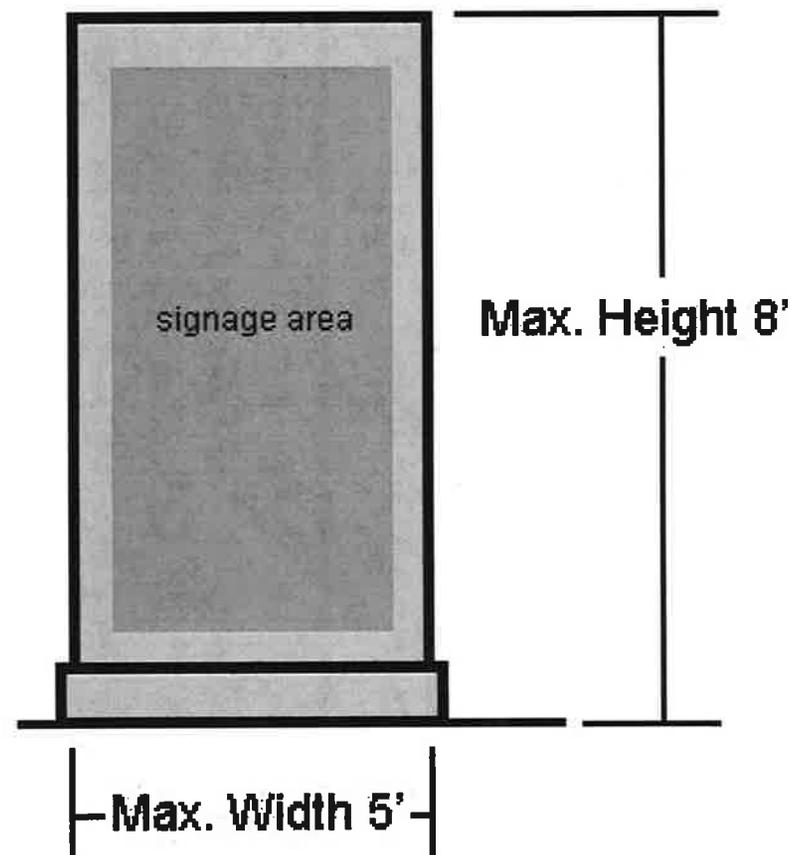
MAX. HEIGHT:	14'
MAX. WIDTH:	15' (EXCLUDING THE BASE)
MAX. SIGN AREA:	110 SQ FT PER FACE
MATERIALS:	ALUMINUM BODY (OR SIMILAR), CONCRETE BASE
LIGHTING:	MAY BE INTERNALLY OR EXTERNALLY ILLUMINATED
LIMITATIONS:	MAY ONLY BE PLACED AT VEHICULAR ENTRANCES TO A DEVELOPMENT, AND MAY NOT BE PLACED AT LOCATIONS 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'

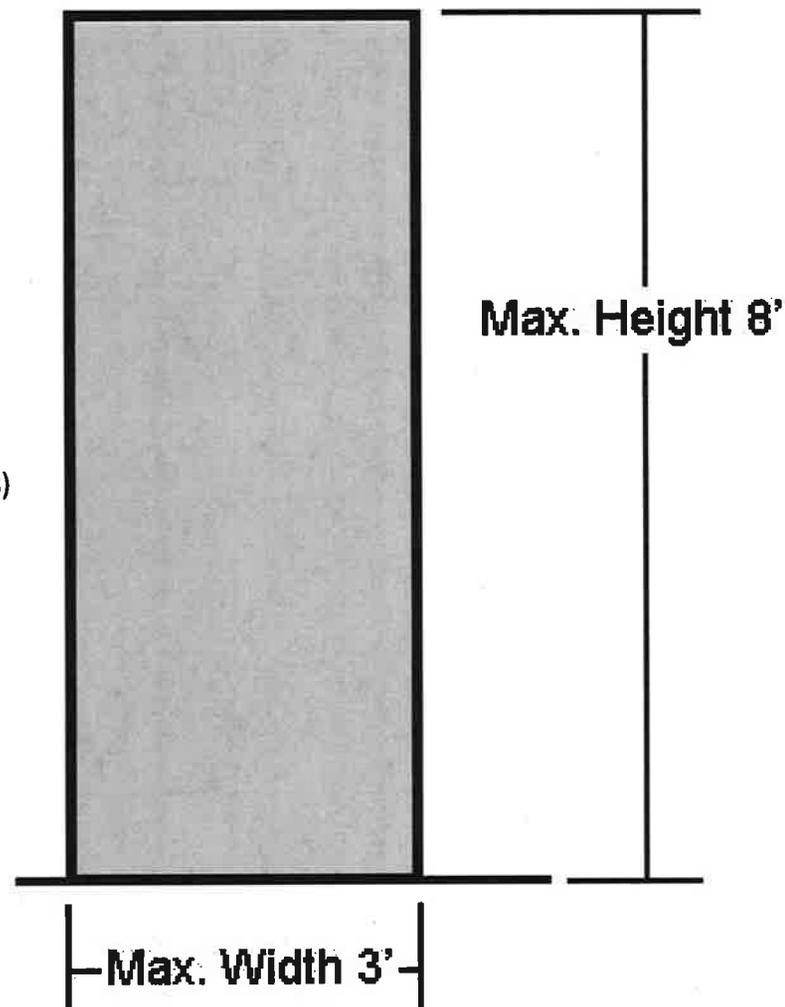
MAX. SIGN WIDTH: 3'

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'

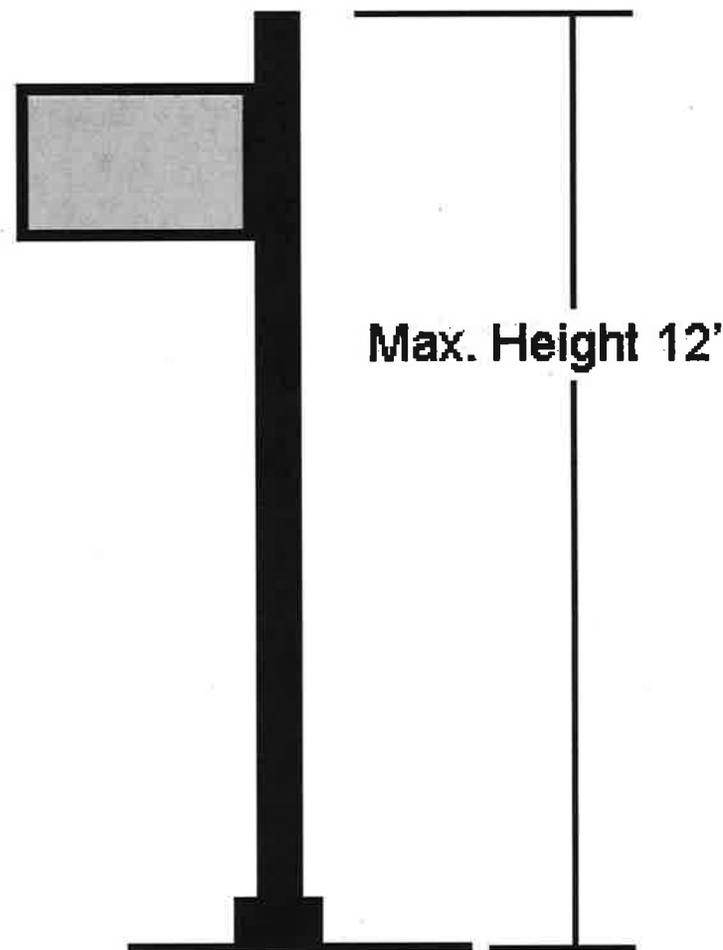
MAX. SIGN AREA: 2 SQ FT PER SIGN FACE

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'

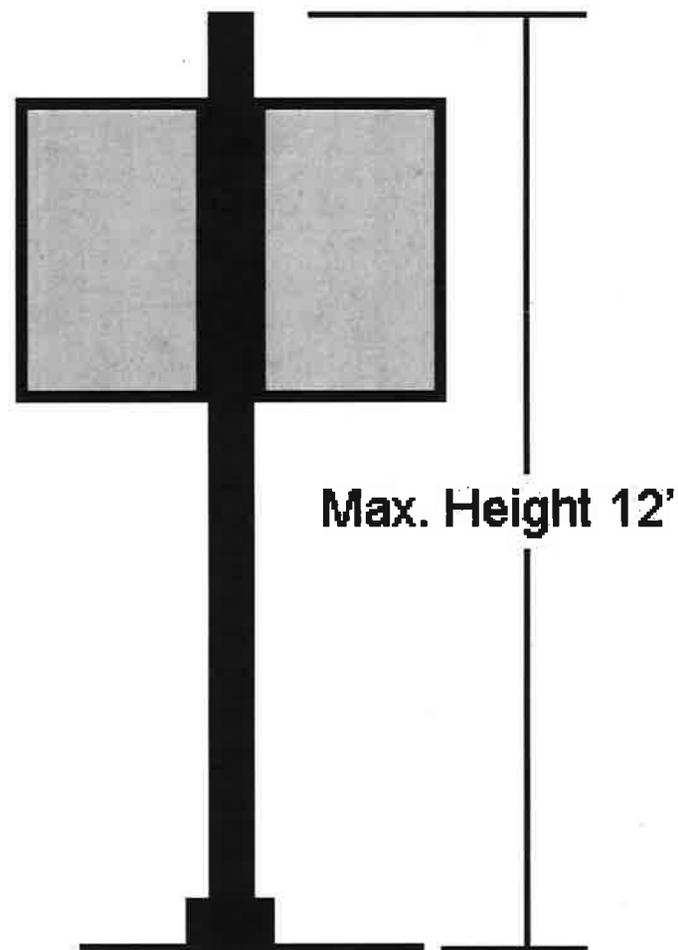
MAX SIGN AREA: 18 SQ FT PER SIGN FACE

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 FACING A PUBLIC STREETS, PRIVATE STREETS, OR MANEUVERING LANE, UP TO FOUR (4) THREE (3) MAX PER OCCUPANT</u>
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 32 SQUARE FEET PER SIGN AND AN AGGREGATE MAXIMUM OF 400 SQUARE FEET</u>
PROJECTION:	WALL SIGNS MAY NOT PROJECT MORE THAN <u>24" 18"</u>
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;

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.
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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 [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.
- 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) 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 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.

Butler Plaza Master Sign Plan Analysis:

Category: Site Signage

Sign Type	City of Gainesville Sign Code	Alachua County TOD signage	Butler Plaza Master Signage Existing and Proposed
Landmark sign	Location: Within ¼ mile of an I-75 interchange Number permitted: 1 Maximum height: 18 feet by right, up to 90' with a variance Maximum width: N/A Sign area: 300 square feet Materials: N/A Other provisions: N/A	Location: I-75 frontage Number permitted: 1 Maximum height: 38 feet 70 feet Maximum width: N/A Sign area: 740 2,000 square feet Materials: N/A Other provisions: N/A	Location: I-75 and SW 30th Avenue (Sub-Area 1) Number permitted: 1 Maximum height: 60 feet Maximum width: 20 40 feet at base/ 12 24 feet at top Sign area: 740 square feet plus 105 square feet for Butler Development identification. <u>80% of the Landmark sign area, excluding the base</u> Materials: Stucco, masonry, or similar material Other provisions: May display signage for any occupant of the overall PD
Project Entry Signs	No equivalency	Location: Project entrances Number permitted: 1 per 400 linear feet of exterior project roadway Maximum height: 24 32 feet (Arterials) 10 feet (Other roadways) Maximum width: N/A Sign area: 360 750 ft ² (Arterials) 100 ft ² (Other roadways) Materials: N/A Other provisions: <ol style="list-style-type: none"> No more than 3 signs allowed per exterior project roadway 	Location: Major Intersections: <ol style="list-style-type: none"> Archer Rd. @ SW 62nd Blvd. Archer Rd. @ Butler Blvd. Archer Rd. @ SW 40th Blvd. Archer Rd. @ Bratcher Blvd. SW 62nd Blvd. @ SW 43rd St. SW 38th Ter. @ SW 24th Ave. Windmeadows Blvd. @ SW 34th St. Archer Rd. @ Entrance to the Butler Town Center Number permitted: 8 Maximum height: 24 feet (Option 1) 15 feet (Option 2) Maximum width: 12 feet (Option 1) 24 feet (Option 2) Sign area: 180 ft ² (Option 1) or 115 ft ² (Option 2) Materials: Aluminum Other provisions: <ol style="list-style-type: none"> May display signage for any occupant of the overall PD No minimum sign setbacks
Monument sign	Location: Development site Number permitted: Up two 2 signs with 500' linear feet of frontage Maximum height: 10 feet (primary) 8 feet (secondary) Maximum width: N/A Sign area: 120 ft ² (primary) 75 ft ² (secondary) Materials: N/A Other provisions: Any site with secondary road frontage may be also allowed one 8' tall / 30ft ² sign on the secondary frontage	Location: Internal development sites Number permitted: 1 per site Maximum height: 4 feet Maximum width: N/A Sign area: 24 ft ² Materials: N/A Other provisions:	Location: At the development entrance of any development site within the PD Number permitted: 3 per site Maximum height: 14 feet Maximum width: 15 feet Sign area: 110 ft ² Materials: Aluminum Other provisions: <ol style="list-style-type: none"> May display signage for any occupant of the overall PD No minimum sign setbacks
Outparcel signs	Location: Any approved outparcel Number permitted: 1 per outparcel Maximum height: 8 feet Maximum width: N/A Sign area: Up to 58 ft ² based on linear frontage Materials: N/A	Not included	Location: Any outparcel Number permitted: 1 per outparcel Maximum height: 8 feet Maximum width: 5 Sign area: 32 ft ² Materials: Aluminum or similar

Butler Plaza Master Sign Plan Analysis:

Category: Exterior Building Signage

Sign Type	City of Gainesville Sign Code	Alachua County TOD signage	Butler Plaza Master Signage Existing and Proposed
Wall Sign	<p>Location: Exterior wall</p> <p>Number permitted: 2 on primary building face and 1 additional sign for each additional face</p> <p>Maximum size:</p> <ol style="list-style-type: none"> 1. Primary face: 1.5 * linear elevation up to 200 ft² 2. 50 ft² secondary side 3. 24 ft² additional sides <p>Materials: N/A</p> <p>Other provisions: N/A</p>	<p>Location: Exterior wall</p> <p>Number permitted: Up to 2 signs per entrance</p> <p>Maximum size: ¼ building elevation area</p> <p>Materials: N/A</p> <p>Other provisions: N/A</p>	<p>Location: Exterior wall</p> <p>Number permitted: 3 4 signs per building</p> <p>Maximum size: 1.5 * linear elevation (No maximum in sub-areas 1 and 4) per building face</p> <p>Materials: N/A</p> <p>Other provisions: Non-entrance exit sides of the building: 32 1.5 times the linear façade length up to 200 square feet per sign and 400 square feet in aggregate</p>
Awning, Under-canopy, and Marquee signs	<p>Awning and marquee signs are considered a type of wall signage</p> <p>Under-canopy signs are permitted for each tenant up to 4 ft²</p>	<p>Considered a type of wall signage and regulated as listed above</p>	<p>Location: Exterior building face (Marquee signs are limited to theatres or hotels)</p> <p>Number permitted: 1 per occupant per exterior building face</p> <p>Maximum height: Roofline, parapet, or 18' whichever is less (Marquee signs may project 4' above the roofline)</p> <p>Sign area: Same as wall sign limitations</p>

Butler Plaza Master Sign Plan Analysis:

Category: Directional signs

Sign Type	City of Gainesville Sign Code	Alachua County TOD signage	Butler Plaza Master Signage Proposal
Project directional signs	<p>Location: Internal to a 300,000 ft² no closer than 100' to a public right-of-way</p> <p>Number permitted: No limit for developments with 300,000 ft² of floor area</p> <p>Maximum size: 50 ft²</p> <p>Maximum height: 6 feet</p>	No equivalency	<p>Location: Not specified</p> <p>Number permitted: Not specified</p> <p>Maximum size: 20 ft²</p> <p>Maximum height: 8 feet</p> <p>Maximum width: 3 feet</p> <p>Materials: Aluminum or similar</p>
Pedestrian directional signs	As listed above	No equivalency	<p>Location: Not specified</p> <p>Number permitted: Not specified</p> <p>Maximum size: 2 ft² per face</p> <p>Maximum height: 12 feet</p> <p>Materials: Aluminum</p>

Butler Plaza Master Sign Plan Analysis:

Category: Pedestrian Signs

Sign Type	City of Gainesville Sign Code	Alachua County TOD signage	Butler Plaza Master Signage Proposal
Pedestrian kiosk	<p>Either 1 pedestal or message board sign is permitted for each occupant</p> <p>Message board signs are 6 ft² and are attached to the building</p> <p>Pedestal signs can be a maximum of 5 feet tall and display 2.25 ft² of sign area</p>	No equivalency	<p>Location: Within Sub-areas 2 and 3</p> <p>Number permitted: kiosks, booths, <u>or standing walls.</u></p> <p>Maximum size: 20 ft² per side (up to 4 sides)</p> <p>Maximum height: Not specified</p> <p>Maximum width: Not specified</p> <p>Materials: Not specified</p> <p>Other provisions: Signage may be in a digital or electronic format if signs are not <u>visible from the public right-of-way</u> <u>distracting to motorists.</u></p>
Sidewalk signs and Concierge signage	See above	<p>Location: Within development</p> <p>Number permitted: 1 per storefront</p> <p>Maximum size: 6 ft²</p>	<p>Location: Not specified</p> <p>Number permitted: Not specified</p> <p>Maximum size: 10 ft² (sidewalk) 12 ft² (concierge booth)</p>

Butler Plaza Master Sign Plan Analysis:

Category: Temporary Signs

Sign Type	City of Gainesville Sign Code	Alachua County TOD signage	Butler Plaza Master Signage Proposal
Construction signs	Location: On property under development Number permitted: 3 Maximum size: 32 ft ² Maximum height: 8 feet Maximum width: N/A Materials: N/A Other provisions: Setback 15' from driveway or side property line	No equivalency	Location: 1. Archer Rd. 2. SW 62 nd Blvd. 3. SW 34 rd St. 4. SW 24 th Ave. 5. I-75 Number permitted: 4 Maximum size: 128 ft ² per side Maximum height: 20 feet Maximum width: Not specified Materials: Not specified
Real estate signs	Location: On property under development Number permitted: 3 Maximum size: 32 ft ² Maximum height: 8 feet Maximum width: N/A Materials: N/A Other provisions: Setback 10' from driveway or side property line	No equivalency	Location: I-75 Number permitted: 1 Maximum size: 200 ft ² per side Maximum height: 20 feet Maximum width: Not specified Materials: Not specified
Temporary signs for new businesses	Location: On property under development Number permitted: 2 Maximum size: 32 ft ² Maximum height: 8 feet Maximum width: N/A Materials: N/A Other provisions: Setback 15' from driveway or side property line	No equivalency	Location: Each development parcel Number permitted: 1 Maximum size: 32 ft ² per side Maximum height: Not specified Maximum width: Not specified Materials: Not specified
Pole banners	Location: On light poles Number permitted: No limit Maximum size: 18 ft ² Maximum height: No limit Maximum width: N/A Materials: N/A Other provisions: Pole must have been lawfully permitted	No equivalency	Location: Within PD at major entrances Number permitted: No limit (May be displayed up to 14 days and up to 45 days before Christmas without a permit) Maximum size: 50 ft ² Maximum height: Not specified Maximum width: N/A Materials: N/A