



Master Sign Plan for Buc-ee's #86 – Tallahassee

PARK PLACE PUD, LEON COUNTY, FL

August 5, 2026

INTRODUCTION

The Park Place PUD requires a Pod-level Master Sign Plan to create to ensure that all permanent signage for the development is reviewed comprehensively and remains consistent with the architectural, site design, and access-management framework established by the PUD. This Master Sign Plan is intended to satisfy those PUD-specific and County requirements for Buc-ee's, a major anchor tenant at the Park Place PUD.

SIGN APPROVALS AND PERMITS

Governing Jurisdiction – Leon County

Signage for this development is regulated by Article IX (Signs) of the Leon County Land Development Code, which establishes countywide standards for the erection, use, installation, maintenance, alteration, and placement of all signs on property where the county has zoning authority.

Park Place PUD Signage Requirements

The Park Place PUD does not establish unique sign dimensions, heights, areas, or quantities for commercial development. Instead, it requires each development pod to prepare a separate Master Sign Plan and then comply with the Leon County sign regulations in effect at the time that Master Sign Plan is approved.

Section 9.2, "Signage Plan," provides the governing requirements for signage within the PUD. Each development pod must prepare a Master Sign Plan when the first development application within that pod is submitted for site plan review. For the Commercial Pod (Pod IV), this means the first commercial site plan triggers preparation of a pod-wide sign plan.

The PUD specifically states "Size, height and setback requirements for all signs shall conform to the most current County sign code in effect at the time the master sign plan is adopted." However the PUD expressly states "Any flexibility for signage provided for in the County's sign code or through a standard deviation process shall also be afforded to the PUD." This is important because it means sign code deviations and master sign plan modifications remain available. The PUD does not prohibit requests for larger signs than otherwise permitted by code.

The Master Sign Plan must include:

- All parcels within the pod.
- Locations of proposed ground signs.
- Locations of wayfinding signs.
- Relationship of signs to existing and planned roads.

- Setbacks from property lines.
- Include the total square footage of all proposed wall signs.
- Describe the preferred sign style or sign type.

The PUD encourages:

- Consistent sign styles throughout a pod.
- Consistency among different pods.
- Common branding and placemaking elements.

The Commercial Pod is intended for intensive commercial activity adjacent to Interstate 10 and Capital Circle NW including uses such as retail, restaurants, hotels, motor fuel sales, vehicle sales, office uses, entertainment uses and self-storage. The PUD expressly recognizes that the commercial area is intended to capitalize on interstate visibility and regional traffic.

PROPOSED SIGNS

1. Freestanding Pylon Sign

Sign Type	Quantity	Dimensions	Sign Area
Internally illuminated pylon sign	1	23' high sign face; 100' overall height	415.26 sq. ft. per face

The plans identify a single freestanding pylon sign with a sign face area of 415.26 square feet and an overall height of 100 feet, according to Site Plan Sheet SG-03. The pylon sign will be setback 25 feet from the southern property line, along I-10. The logo will use Buc-ee's standard brand colors, including Arlon 33 Red (PMS 485c), Arlon 63 Rust (PMS 483c), Arlon 15 Yellow (PMS 109c), black, and white, consistent with the specifications on SG-03.

- Deviation Request: Under the Leon County Land Development Code (LDC) §10-9.401(k); Table 10-9.3a., interstate highway signs are limited to a maximum sign area of 150 square feet; therefore, a deviation is required to accommodate the proposed Buc-ee's pylon sign.

Sign Type	Proposed	Code Requirement	Deviation Requested	Justification
Interstate-Oriented Pylon Sign	100 ft height; 415.26 sq. ft. sign face area	Maximum sign area of 150 square feet;	Height and area exceed standard code allowances	Site serves interstate travelers from I-10; sign visibility is necessary for high-speed vehicular traffic and is consistent with other regional travel center developments.

2. Building Wall Signs

Sign Component	Quantity	Area Per Sign
Buc-ee's logo cabinet	4	78.50 sq. ft.
Channel letter "Buc-ee's" copy	4	206.42 sq. ft.
Total wall sign area per elevation	4	284.92 sq. ft.

The building signage consists of one logo cabinet and one set of channel letters on each building elevation (north, south, east, and west) according to Site Plan Sheet SG-04. Total sign area per elevation is **284.92 square feet**, consisting of:

- Logo cabinet: **78.50 sq. ft.**
- Channel letters: **206.42 sq. ft.**

Total building wall sign area on all four elevations equals **1,139.68 square feet**.

The 10-foot logo beaver cabinets will have a full-bleed white flex face with vinyl graphics in the Buc-ee's brand colors—Arlon 33 Red (PMS 485c), Arlon 63 Rust (PMS 483c), Arlon 15 Yellow (PMS 109c) and Arlon 22 Black—set within 12-inch-deep black aluminum returns. The logo cabinets will be paired with 7-foot-tall channel letters with 2283 Red acrylic faces, 2-inch red trim caps, and 5-inch red aluminum returns, providing a consistent appearance on all facades. All building signage will be internally illuminated and flush-mounted to the wall fascia on all elevations, according to Site Plan Sheet SG-05.

- Deviation Request: Per LDC §10-9.401(o) and Table 10-9.3b, a maximum of three (3) wall signs is allowed for a building with a footprint of 50,001—100,000 SF.

Sign Type	Quantity	Area Per Sign	Total Area	Code Requirement	Justification
Building Logo + Channel Letters	4	284.92 sq. ft.	1,139.68 sq. ft.	A maximum of 3 wall signs area allowed.	Building elevations range up to approximately 401 feet in length and the proposed signs occupy only a small percentage of the overall façade. Signage remains proportional to building scale.

3. Fuel Canopy Logo Signs

Sign Type	Quantity	Dimensions	Area Per Sign
Illuminated canopy logo cabinet	6	8' x 8'	50.24 sq. ft.

The plans provide for six (6) canopy-mounted logo cabinets:

- Three (3) signs on Fuel Canopy 1
- Three (3) signs on Fuel Canopy 2
- Each sign area: **50.24 sq. ft.**

There will be two (2) fuel canopies. Each canopy will contain three (3) Buc-ee's beaver logo cabinet signs, for a total of six (6) fuel canopy logo signs. Fuel Canopy 1 (see Site Plan Sheet SG-06) will feature logo signs on the north, east, and south elevations, and Fuel Canopy 2 (see Site Plan Sheet SG-07) will feature logo signs on the south, east, and west elevations. Each fuel canopy logo sign is 50.24 square feet, for a total of 150.72 square feet per canopy and a combined total of 301.44 square feet across both canopies. The plans also note that the canopy logo coverage represents approximately 3.53% of the canopy fascia area.

These 8-foot logo beaver cabinets will have a full-bleed white flex face with vinyl graphics in the Buc-ee's brand colors—Arlon 33 Red (PMS 485c), Arlon 63 Rust (PMS 483c), Arlon 15 Yellow (PMS 109c) and Arlon 22 Black—set within 12-inch-deep black aluminum return (see Site Plan Sheet SG-08). Signage will be internally illuminated and flush-mounted to the wall fascia on all elevations, according to Site Plan Sheet SG-08.

- Deviation Request: Consistent with the allowance for signage on up to three sides of each canopy, but the total proposed canopy-sign area exceeds the 30-square-foot maximum established by LDC §10-9.401(m)(4).

Sign Type	Quantity	Area Per Sign	Total Area	Code Requirement	Code Comparison
Illuminated Canopy Logo Cabinets	6	50.24 sq. ft.	301.44 sq. ft.	30-square feet maximum	Canopy signage remains subordinate to the canopy structure and represents approximately 3.53% of canopy fascia area.

4. Operational Fueling Signs

Sign Type	Quantity	Dimensions	Area Per Sign
Ethanol Free fuel panel	12	30" × 51"	11.78 sq. ft.

- Total area: **141.36 sq. ft.**

Sign Type	Quantity	Dimensions	Area Per Sign
DEF fuel panel	6	30" × 51"	11.78 sq. ft.

- Total area: **70.68 sq. ft.**

Twelve (12) "ETHANOL FREE" signs will be installed flush to the fuel canopies on non-illuminated panels with white vinyl lettering in Process Cyan and white, according to Site Plan Sheet SG-09. Six (6) "DEF" signs will also be installed flush to the canopies on non-illuminated panels with white vinyl lettering in PMS 072 Blue and white (see Site Plan Sheet SG-10). Each of these signs will have a surface area of 11.78 square feet, for a total aggregate area of 212.04 square feet.

- These signs fall within the dimensional limits for wayfinding signs under LDC §10-9.402(1)(d) and may therefore be approved through the master sign plan and excluded from the overall sign square-footage allotment.

Total Proposed Sign Area

Sign Category	Total Area
Pylon Sign	415.26 sq. ft.
Building Wall Signs	1,139.68 sq. ft.
Fuel Canopy Logos	301.44 sq. ft.
Ethanol-Free Signs	141.36 sq. ft.
DEF Signs	70.68 sq. ft.
Total Sign Area	2,168.90 sq. ft.

REQUESTED DEVIATIONS FROM STANDARD SIGN REGULATION

The proposed master sign plan requests approval for sign dimensions and sign area that exceed the typical standards applicable to conventional commercial developments.

Sign / Standard	Applicable Leon County Code Allowance	Proposed	Deviation Required	Percent Deviation
Interstate-oriented freestanding pylon sign – sign face area	150 sq. ft. maximum sign surface area for interstate highway signs under LDC §10-9.401(k) and Table 10-9.3a.	415.26 sq. ft. per face	265.26 sq. ft. above the maximum allowance	176.84% above the code allowance
Building wall signs – total wall sign area	250 sq. ft. maximum wall sign surface area for a single-use tenant building footprint of 50,001–100,000 sq. ft. under LDC §10-9.401(o) and Table 10-9.3b.	1,139.68 sq. ft. total wall sign area	889.68 sq. ft. above the maximum allowance	355.87% above the code allowance
Building wall signs – number of wall signs	3 wall signs maximum for a single-use tenant building footprint of 50,001–200,000 sq. ft. under Table 10-9.3b.	8 wall sign components total, consisting of one logo cabinet and one channel-letter sign on each of four building elevations	5 wall sign components above the maximum allowance	166.67% above the code allowance
Fuel canopy logo signs – total canopy sign area	Up to three sides of a gasoline canopy may have signage, provided the total sign surface area for all canopy signs does not exceed 30 sq. ft. under LDC §10-9.401(m)(4).	301.44 sq. ft. total across both fuel canopies	271.44 sq. ft. above the maximum allowance	904.80% above the code allowance
Operational fueling signs – Ethanol Free and DEF panels	Wayfinding signs may be approved through a master sign plan and excluded from overall sign square-footage allowances if they do not exceed 6 feet in height and 25 sq. ft. in sign	18 total panels; each panel is 11.78 sq. ft.; aggregate area is 212.04 sq. ft.	No deviation requested, provided the County accepts these panels as wayfinding or operational signage under the master sign plan.	Not applicable

	surface area under LDC §10-9.402(1)(d).			
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Percent deviation is calculated as: (Proposed minus Code Allowance) divided by Code Allowance, multiplied by 100.

The requested deviations are justified by the unique characteristics of the development, including:

- The site's regional destination function.
- Visibility requirements associated with interstate-oriented commercial uses.
- The exceptionally large building footprint and façade lengths.
- The extensive fueling operation consisting of multiple large fuel canopies.
- The need for effective wayfinding for motorists entering from Interstate 10 and Capital Circle Northwest.

Freestanding Pylon Sign: The freestanding pylon sign exceeds the size and height typically permitted for standard commercial developments; however, it is comparable to signage commonly approved for major interstate travel centers and is necessary to provide visibility for travelers approaching from high-speed transportation corridors.

Wall Signage: The wall signage and canopy signage are proportionate to the scale of the building and fueling facilities and maintain a cohesive architectural design. Accordingly, the master sign plan provides signage that is compatible with the site's scale and function while advancing the purposes of the Leon County sign regulations relating to identification, wayfinding, aesthetics, and public safety.

The proposed sign program exceeds certain dimensional standards that would typically apply to conventional commercial development. However, the Buc-ee's development is not a conventional commercial use. The facility functions as a regional interstate travel center consisting of a building exceeding 400 feet in length, two large fuel canopies spanning approximately 534 feet and 466 feet respectively, and extensive fueling operations serving interstate and regional travelers. The proposed signage is proportional to the scale of the buildings and fueling facilities and is necessary to provide safe and effective wayfinding for motorists traveling at interstate speeds. The wall signs occupy a limited percentage of the building façades, while the canopy logos comprise only approximately 3.53 percent of the canopy fascia area. The proposed Master Sign Plan establishes a coordinated and unified sign program that is consistent with the intent of the Leon County sign regulations to provide identification, direction, safety, and aesthetic compatibility while recognizing the unique operational characteristics of a regional travel center.

CONSISTENCY WITH THE INTENT OF LEON COUNTY SIGN CODE

The proposed Buc-ee's sign program is designed to serve a regional-scale interstate travel center containing a large-format retail building and extensive fueling facilities. The development functions as a destination-oriented commercial use that serves both local patrons and interstate travelers. The proposed signage is intended to provide effective wayfinding, site identification, and operational information consistent with the purpose of the Leon County sign regulations.

The proposed wall signs are proportional to the size of the principal structure, which exceeds 400 feet in length on its primary facades. The wall signs occupy a relatively small percentage of each building elevation and are scaled to remain visible from Interstate 10 and Capital Circle Northwest while maintaining architectural integration with the building design.

The canopy logo signs are limited in size and represent approximately 3.53 percent of the canopy fascia area, demonstrating that the canopy signage remains subordinate to the fueling structures while providing necessary branding and customer orientation.

The fuel identification panels for ethanol-free fuel and diesel exhaust fluid (DEF) serve an operational and consumer-information function by identifying specialty fuel products available on-site. These signs are modest in size and directly related to customer service and safety.