

# Meeting Agenda Item Coversheet

<b>MEETING DATE:</b>	12/14/2020	<b>Submitted By:</b> Gina Lawrence	
<b>SUBJECT:</b> <i>This will be the name of the Item as it will appear on the Agenda</i>	Publix - Master Sign Plan (Resolution 2020-38)		
<b>STAFF RECOMMENDATION:</b> (MOTION READY)	<b>Condition of Approval:</b> 1. Reduce the height of the Primary Sign from 17 ft. to 14 ft and adjust accordingly the width, copy area, number of tenants and height of base area.		
<b>SUMMARY and/or JUSTIFICATION:</b>	<p>The applicant is requesting approval for a Master Sign Plan for Publix Westlake Plaza, per Chapter 6. Sign. Section 6.9 Master Sign Plan. The Master Sign Plan includes ground, wall and directional signs for the 20.21 acre commercial plaza to be developed in multiple phases. Also, the applicant is requesting approval of six (6) waivers as follows:</p> <ol style="list-style-type: none"> <li>1. Ground Sign for Commercial Building within Pod (<u>Secondary Signs –S22 &amp; S21</u>): The applicant is requesting to reduce the height of the base to 1.42 ft. when the code requires a 2.4 ft.</li> <li>2. Ground Sign for Commercial Building within Pod (<u>Primary Sign – S19 &amp; S20</u>): The applicant is requesting to increase the height of the sign to 17 ft. when the code requires 8 ft. Regarding these signs, the applicant is also requesting multiple code deviation in terms of width, copy area, number of tenants and height of base area, see detail analysis on page 6.</li> <li>3. Ground Sign for Commercial Building within Pod (<u>Individual Tenant Ground Signs S23; S24; &amp; S25</u>): The applicant is requesting to reduce the height of the base to 1.17 ft. when the code requires 2 ft.</li> <li>4. Wall Signs for Principal Structure: The applicant is requesting two (2) lines per sign when the Code requires one (1) line per sign.</li> <li>5. Wall Signs for Principal Structure: The applicant is requesting <b>three</b> wall signs on the East Elevation facing Seminole Pratt Whitney Road when the Codes requires maximum one (1) wall sign.</li> <li>6. Wall Signs for Principal Structure: The applicant is proposing <b>two</b> wall signs on the South Elevation facing Persimmon Blvd. when the Codes requires maximum one (1) wall sign.</li> </ol>		
<b>SELECT, if applicable</b>	<b>AGREEMENT:</b>		<b>BUDGET:</b>
	<b>STAFF REPORT:</b>		<b>PROCLAMATION:</b>
	<b>EXHIBIT(S):</b>		<b>OTHER:</b>

<p><b>IDENTIFY EACH ATTACHMENT.</b>  <i>For example, an agreement may have 2 exhibits, identify the agreement and Exhibit A and Exhibit B</i></p>			
<p><b>SELECT</b>, if applicable</p>	<p><b>RESOLUTION:</b></p>	<p><b>ORDINANCE:</b></p>	
<p><b>IDENTIFY FULL RESOLUTION OR ORDINANCE TITLE</b>  <i>(if Item is <b>not</b> a Resolution or Ordinance, please erase all default text from this field's textbox and leave blank)</i></p>	<p>&lt;Enter Short Resolution/Ordinance Title Here&gt;</p> <p><b>&lt;ENTER FULL RESOLUTION/ORDINANCE TITLE HERE&gt;</b></p>		
<p><b>FISCAL IMPACT</b> (if any):</p>			<p>\$</p>