



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 12/14/2020

PETITION DESCRIPTION

PETITION NUMBER: MSP-2020-02 Publix Westlake Plaza Master Sign Plan
OWNER: Westlake Fueling, LLC
APPLICANT: Cotleur & Hearing
ADDRESS: 16841 Persimmon Blvd. West Westlake, FL 33470 (Pod G South)
PCN: 77404301000001010
REQUEST: The applicant is requesting approval for a Master Sign Plan for Publix Westlake Plaza, a 20.21 acres of commercial plaza, per *Chapter 6. Sign. Section 6.9 Master Sign Plan*. The subject application includes six (6) waivers.

SUMMARY

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:

1. Ground Sign for Commercial Building within Pod (Secondary Signs –S22 & S21): The applicant is requesting to reduce the height of the base to 1.42 ft. when the code requires a 2.4 ft.
2. Ground Sign for Commercial Building within Pod (Primary Sign – S19 & S20): 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.
3. Ground Sign for Commercial Building within Pod (Individual Tenant Ground Signs S23; S24; & S25): The applicant is requesting to reduce the height of the base to 1.17 ft. when the code requires 2 ft.
4. Wall Signs for Principal Structure: The applicant is requesting two (2) lines per sign when the Code requires one (1) line per sign.
5. Wall Signs for Principal Structure: The applicant is requesting **three** wall signs on the East Elevation facing Seminole Pratt Whitney Road when the Codes requires maximum one (1) wall sign.
6. Wall Signs for Principal Structure: The applicant is proposing **two** wall signs on the South Elevation facing Persimmon Blvd. when the Codes requires maximum one (1) wall sign.

STAFF RECOMMENDATION

Based upon the facts and findings contained herein, the Department of Planning and Zoning recommends approval of the subject application with the following condition:

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.

BACKGROUND

The following two (2) applications regarding the Publix Westlake Plaza were approved by the City Council (5-0) on November 30, 2020:

1. Master Site Plan (MPA-2020-03) for a 20.321 acres Commercial Plaza in the Downtown Mixed Use Zoning District fronting our Seminole Pratt Whitney Road. The subject application includes 1.88 acres Rural Parkway Easement; Parcel A-1.04 acres-with a 4,000 Sq. Ft. Fast Food with Drive Thru; Parcel B-1.05 acres-with a 5,500 Sq. Ft. Bank; Parcel C-1.11 acres- with a 5,750 Sq.Ft Seat Down Restaurant; Parcel D-6.53 acres- with 65,363 Sq. Ft. Retail; and Parcel E-8.60 acres- with a 48,367 sq. ft Publix grocery store with a drive through pharmacy and a 1,400 sq. ft. liquor store; and, 9,600 sq. ft. inline retail/office/medical building (Phase One).
2. Site Plan Review (SPR-2020-10) for a 48,367 sq. ft Publix grocery store with a drive through pharmacy and a 1,400 sq. ft. liquor store. The subject application also includes an attached 9,600 sq. ft. inline retail/office/medical building; and a plaza landscaping plan. The subject application is Phase One of a 20.321 acres Commercial Plaza.

STAFF ANALYSIS

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.

Ground Signs

The proposed Master Sign Plan includes the following ground signs:



- Ground Signs** included in the Master Sign Plan:
- **S17 & S18- Non-Residential POD Entry Monument Sign** (In compliance with Code)
 - **S19 & S20- Primary Ground Sign** (Waiver Request)
 - **S21 & S22- Secondary Ground Sign** (Waiver Request)
 - **S23, S24 & S25- Individual Tenant Ground Sign** (Waiver Request)

S17 & S18- Non-Residential POD Entry Monument Signs

The applicant proposes (two) 2 Non-Residential Pod Entry Monument Signs. One is provided at the intersection of Town Center Parkway (TCP) and Seminole Pratt Whitney (SPW) and a second is provided at the Corner of Persimmon Boulevard and SPW. Both Monumnet Signs are consistent with the location, size and design criteria per Sign Code Section 6.20.

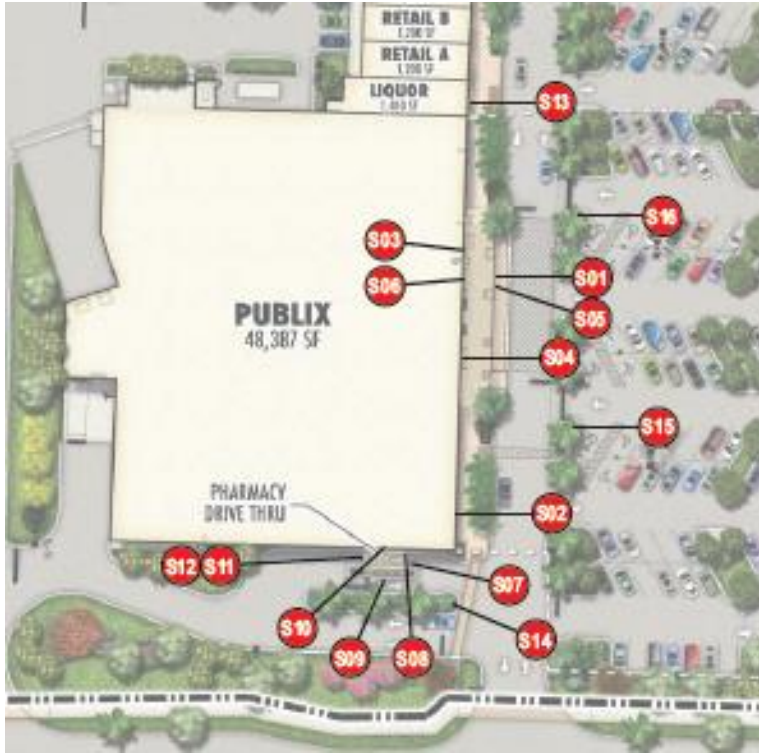


S19 & S20- Primary Ground Sign; S21 & S22- Secondary Ground Sign and S23, S24 & S25- Individual Ground Sign: each of this type of sign requires waivers from the Sign Code further explained in pages 5, 6 and 7.



Wall and Directional Signs

The proposed Master Sign Plan includes the following wall and directional signs:



- Wall and Directional Signs** included in the Master Sign Plan:
- S01 & S08- Publix Food & Pharmacy**
 - S02- Pharmacy Drive Thru**
 - S03- Presto! (ATM sign)**
 - S04- Exit & Entry Signs for Publix Front Doors**
 - S05- Address**
 - S07- Exit Only for Publix Front Doors**
 - S09- Pharmacy Drive Thru**
 - S10- Consult Your Physician... Wall Sign**
 - S11- Enter Only for Pharmacy Drive Thru**
 - S12- Clearance Sign for Pharmacy Drive Thru**

Wall Tenant Signs

The subject Master Sign Plan does NOT provide for standard tenant sign colors. In fact, the applicant proposes that each tenant can have the color of their choice if approved by Landlord. The maximum sign height must not exceed 24 inches and can have channel letters in the following three fonts: *Helvetica Bold*, *Helvetica Medium* or *Americana Extra Bold*. Regional and National chains are permitted to use brand logo if approved by Landlord.



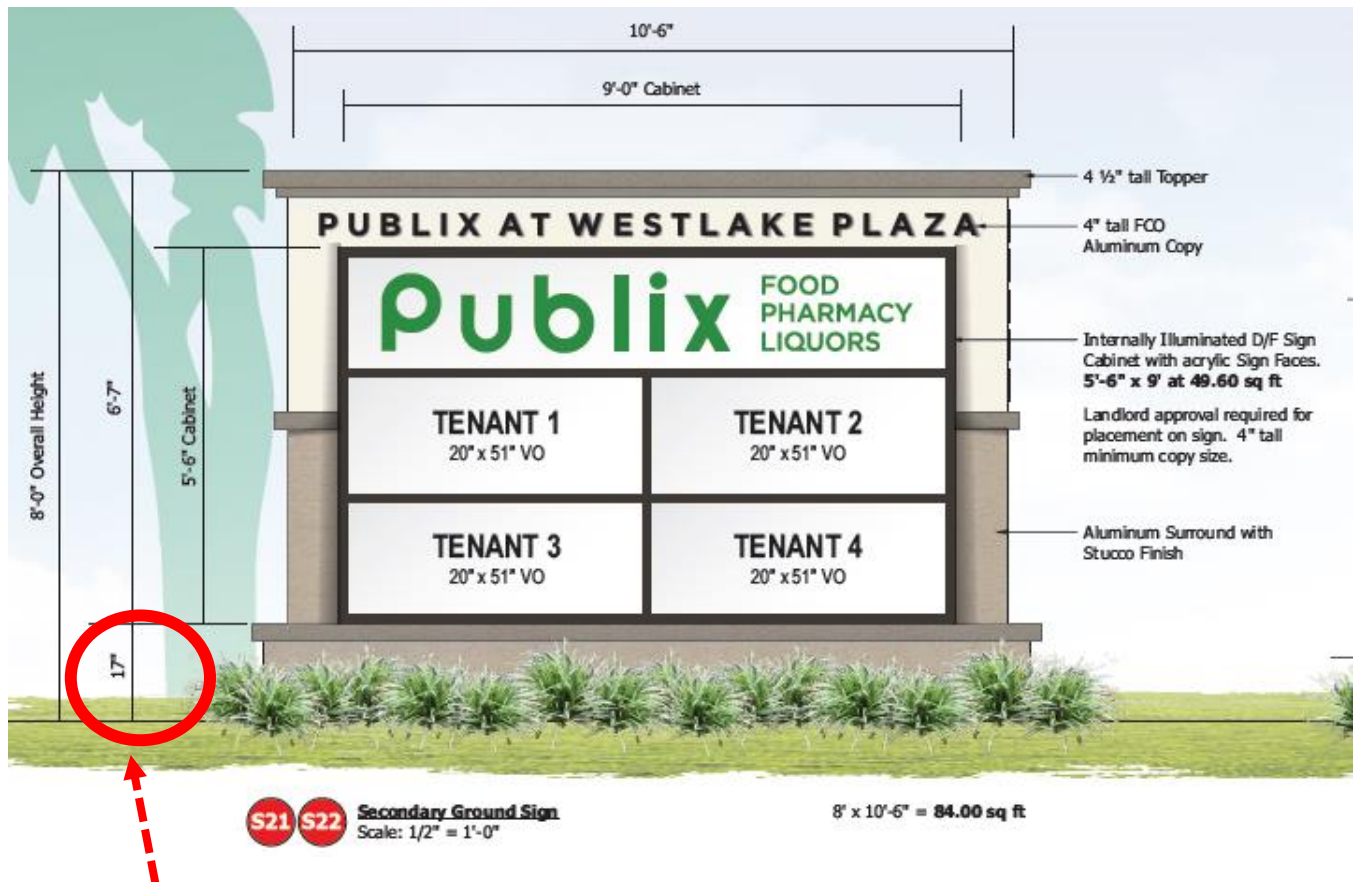
Requested Waivers

Per Chapter 6. Sign. Section 6.9 Master Sign Plan: *The City Council, at the time of development order or site plan approval or amendment, maywaive one or more of the requirements of this chapter as part of a master sign plan. A master sign plan may be considered for two or more signs.*

(A) *The City Council may vary the size, setback requirements, number, and type of signs as part of a master sign plan application, provided the city council determines an application complies with the general intent and purpose of this chapter.*

As part of the subject Master Sign Plan, the applicant is requesting the following six (6) waivers:

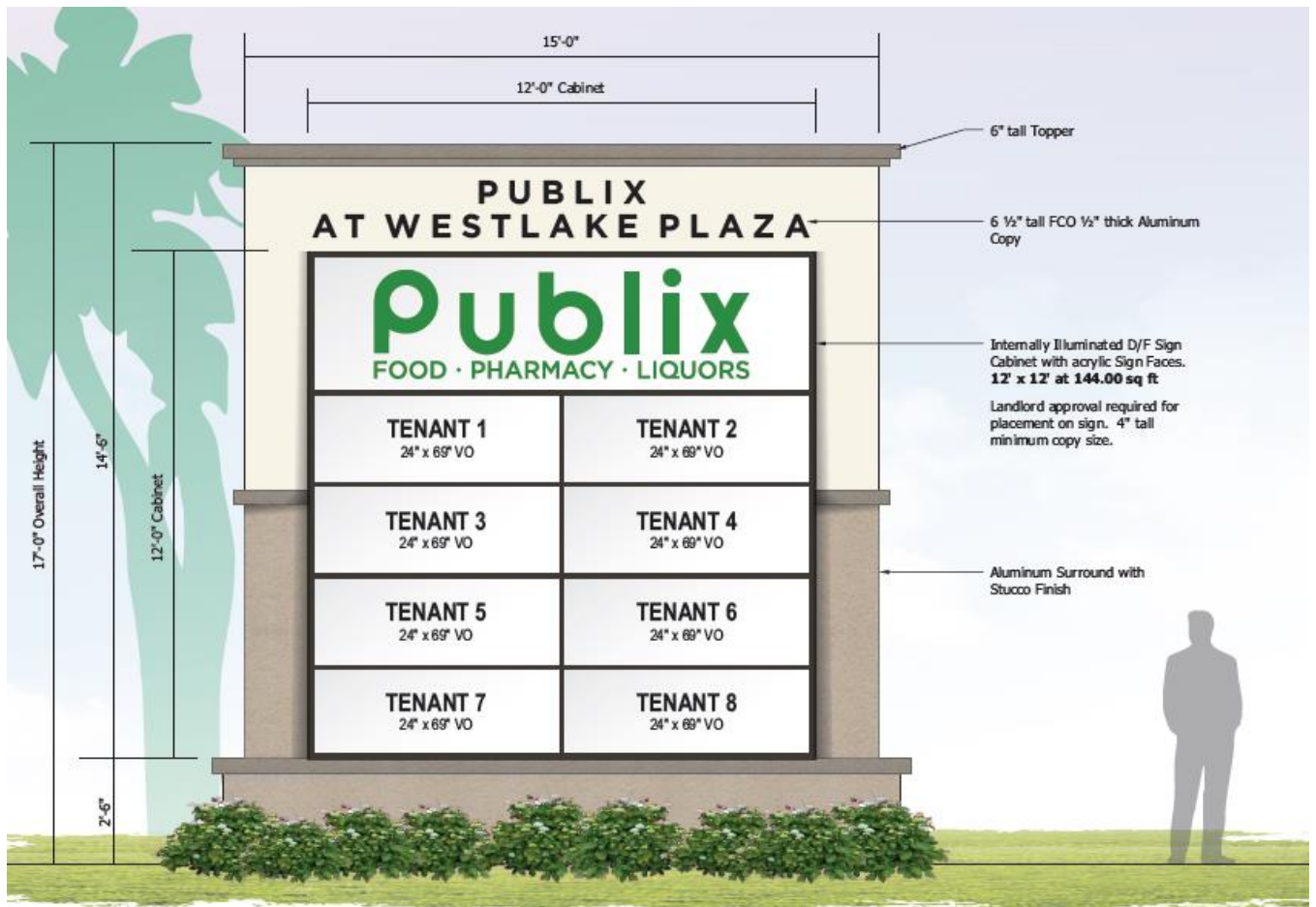
1. **FIRST WAIVER:** Ground Sign for Commercial Building within Pod (Secondary Signs –S22 & S21): The applicant is requesting to reduce the height of the base to 1.42 ft. when the code requires a 2.4 ft. for two (2) Secondary Ground Signs.
 - The sign dimensions are 8 feet x 10.5 feet (84 Square Feet).
 - The 84 Square Feet area is less than the maximum 120 Square Feet.
 - The sign face is 49.6 Square Feet, the Code allows up to 60 Square Feet.
 - The sign has less than the allowable 6 tenants.
 - The base height is 1.42 feet (17") when the Code requires 2.4 feet (8 ft x 30%= 2.4 ft). This is a deviation of .98 feet.



The proposed base height is 1.42 feet (17") when the Code requires 2.4 feet (8 ft x 30%= 2.4 ft). This is a deviation of .98 feet.

2. **SECOND WAIVER:** Ground Sign for Commercial Building within Pod (**Primary Sign – S19 & S20**): 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 as follows:

- The sign is 17 feet in height when the Code requires 8 feet per Sign Code Table 6.1.
- The sign is 15 feet in width which exceeds 12 feet in width of the Sign Code Table 6.1.
- The sign area is 255 square feet which exceeds the 120 foot requirement of Table 6.1 - a deviation of 135 square feet.
- The sign copy area is 144 square feet which exceeds the 60 square foot allowance of Table 6.1. - a deviation of 84 square feet.
- The sign includes 9 tenant names which exceeds the allowance of 6 - a deviation of 3 tenant names.
- The height of the base sign is 2.5 feet which exceeds the minimum of a 2 foot requirement but deviates from the 30% of height requirement by 2.6 feet (17 ft. x 30% = 5.1 feet).



S19 S20 Primary Ground Sign
Scale: 3/8" = 1'-0"

17' x 15' = 255.00 sq ft

3. **THIRD WAIVER:** Ground Sign for Commercial Building within Pod (Individual Tenant Ground Signs S23; S24; & S25): The applicant is requesting to reduce the height of the base to 1.17 ft. (14") when the code requires 2 ft.



4. **FOURTH WAIVER:** Wall Signs for Principal Structure: The applicant is requesting two (2) lines per sign when the Code requires one (1) line per sign. As shown on below graphics, the following signs include two (2) lines:
 - a. Pharmacy Drive Through
 - b. Publix Food & Pharmacy
5. **FIFTH WAIVER:** Wall Signs for Principal Structure: The applicant is requesting **three** wall signs on the East Elevation facing Seminole Pratt Whitney Road when the Codes requires maximum one (1) wall sign.
 - a. Pharmacy Drive Through
 - b. Publix Food & Pharmacy
 - c. Presto ATM sign



Note: The "Publix Liquors" sign is above a separate storefront with a separate entrance and is considered to be one of the nine (9) tenants of the Principal Structure.

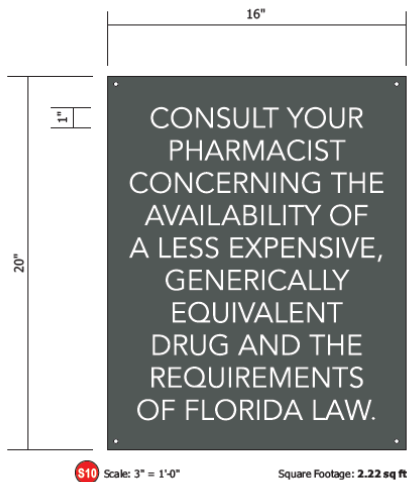
6. **SIXTH WAIVER:** Wall Signs for Principal Structure: The applicant is proposing **two** wall signs on South Elevation facing Persimmon Blvd. when the Codes requires maximum one (1) wall sign.

Proposed signage on East Elevation as shown below:

- a. **Publix Food & Pharmacy**
- b. **Consult Your Pharmacist Concerning The Availability of A Less Expensive, Generically Equivalent Drug And The Requirements of Florida Law.**



Note: The sign Pharmacy Drive Thru is considered to be a canopy sign.



FINAL REMARKS

MSP-2020-02 will be heard by the City Council on December 14, 2020. The public hearing was advertised in compliance with the City’s Code.

Based upon the facts and findings contained herein, the Department of Planning and Zoning recommends approval of the subject application with the following condition:

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.