

7-ELEVEN 1.0

Master Sign Plan Amendment Request

Justification Statement

Updated November 09, 2020

As you know, the Applicant recently submitted a request for approval for their Master Sign Plan amendment for the Westlake 7-Eleven 1.0 on October 12, 2020. 7-Eleven is situated in the central portion of the City, east of Seminole Pratt Whitney Road, and south of Pod K. The site has an existing zoning designation of Downtown Mixed Use. The future land use designation is Downtown Mixed Use. The proposed site is located west of the existing Packing House parcel at the signalized intersection to Seminole Ridge High School on the west. The entrance (also known as Saddle Bay Drive) to the Packing House is north of the site separated by an existing storm water lake. The 7-Eleven building will be a 4,500 square foot convenience store with a 16-position fueling station and carwash.

To recap, the previous amendment consisted of a modern update to the façade of the building, as well as the addition of a trellis covered patio area on the west and south side. The canopy columns will be wrapped consistent with the material to be used on the updated building façade. Within the building, a taco food vendor service area will be integrated and as such, the outdoor dumpster enclosure has been expanded by 6 feet to include a grease trap. The landscaping plans have been amended to reflect the building's new more modern designed elevation.

As a result of these changes to the building elevations, some signage updates required waivers as identified below, which were previously submitted. To recap,

- The 7-Eleven logo sign on the south side is 6 feet in height which exceeds the maximum code requirement of 3 feet (36").
- A second waiver for the wall signs fronting Seminole Pratt Whitney Road. The applicant is proposing two wall signs and one window sign; the 7-Eleven channel letter sign over the entrance doors at 36" high, 46.1SF, the 7-Eleven logo north of the entrance at 72" high, 27.4SF, and the ATM window sign, 1'-1/4" high, 3.2SF. As previously pointed out, the combined square footage of these three signs is 76.7SF and remains well below the maximum 90SF allowed.

- The third waiver request was in connection to, at the time, two CAR WASH wall signs, (36' high each, 11.2SF each), intentionally not fronting Seminole Pratt Whitney Road.

The following additional amendments are requested, as follows:

1)The owner entered into an agreement with EXON to provide fuel, and as such, EXON requested signage details to reflect their branding. One of which is a change to the canopy color at the fueling stations, which has been revised to white. The white canopy color is the owner's preference, as well as the City's (over the red canopy color EXON had originally requested).

2)Planning and Zoning requested street address numbers be added to the monument sign, which is now included.

3)Finally, 7-Eleven's corporate office requested an additional Car Wash sign, increasing the number of signs originally proposed from 1 to 3, which may be considered a waiver to the number of signs on the Car Wash building (although the Car Wash building should not be considered as a "Principal Structure"). These changes are as follows:

- one sign will remain on the north side of the building;
- one sign has been added to the south side of the building;
- the sign originally located on the east side, at the "Entrance" to the car wash has been relocated to the west side of the building, at the "Exit" to the car wash, and now will be fronting Seminole Pratt Whitney.

The applicant is proposing two (2) "Car Wash" signs on the accessory structure-Car Wash-that **are not** facing Seminole Pratt Whitney Road. However, the City Code allows for one (1) wall sign fronting a R-O-W. One (1) sign faces north and the second (2) sign faces south.

All other signage size and location on the site remains consistent with the original approval.

We respectfully request staff's continued support.