



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 12/14/2020

PETITION DESCRIPTION

PETITION NUMBER: MSP-2020-01 7-Eleven 1.0 Master Sign Plan
OWNER: Westlake Fueling, LLC
APPLICANT: Cotleur & Hearing
ADDRESS: 4670 Seminole Pratt Withney Road
PCN: 774040312060010000

REQUEST: The applicant is requesting approval for a Master Sign Plan for 7-Eleven 1.0. Gas Station, Convenience Store Facility and Car Wash per Chapter 6. Sign. Section 6.9 Master Sign Plan, the subject application includes three (3) waivers.

SUMMARY

The applicant is requesting approval for a Master Sign Plan for 7-Eleven 1.0. Gas Station and Convenience Store Facility, and Car Wash. Per Chapter 6. Sign. Section 6.9 Master Sign Plan, the subject application includes the following **three (3) waivers** to the building façade signage:

1. The proposed 7-Eleven logo sign on the west side is six (6) feet in height. However, the City Code maximum allowable height is three (3) feet.
2. The applicant is proposing two (2) wall signs on the primary structure-Convenience Store-facing Seminole Pratt Whitney Road. However, the City Code allows for one (1) wall sign fronting a R-O-W.
3. 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.

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 conditions :

1. Relocate numerical portion of address on side of monument sign. Currently, proposed drawings are showing address on base of monument sign.
2. Exxon fuel canopy color to be white in accordance with the most recent revised signage specifications.

BACKGROUND

In 2019, the City of Westlake received an application to develop a 7-Eleven Gas facility including a 4,500 sq. ft. convenience store, a 16-position fueling station and a car wash. The subject parcel is located West of the Packing House, on the East side of Seminole Pratt Whitney Road and across from the Seminole Ridge High School (South of Pod K). The subject application was reviewed by the City of Westlake staff (Planning and Zoning, Landscaping and Engineering), Palm Beach County Fire Rescue and the Seminole Improvement District (SID). The City Council approved the subject application on June 17, 2019.

In 2020, the applicant submitted a site plan amendment that was reviewed by the City of Westlake staff (Planning and Zoning, Landscaping and Engineering), Palm Beach County Fire Rescue and the Seminole Improvement District (SID). The City Council approved the subject site plan amendment application on August 10, 2020.

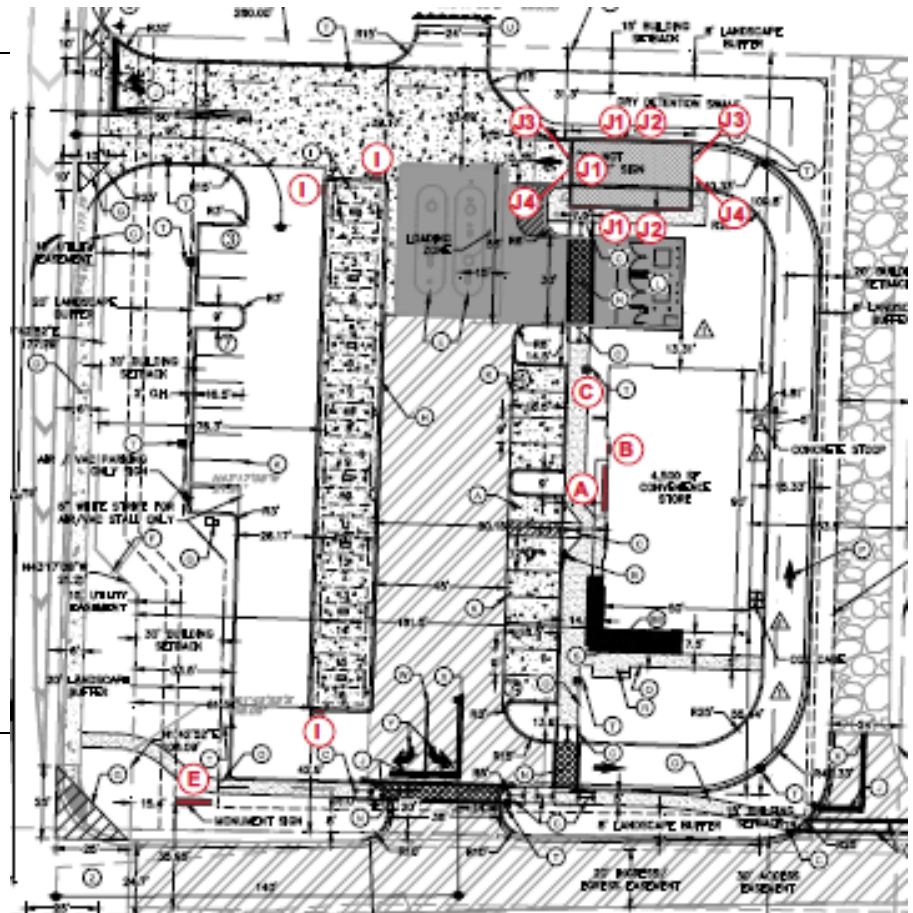
STAFF ANALYSIS

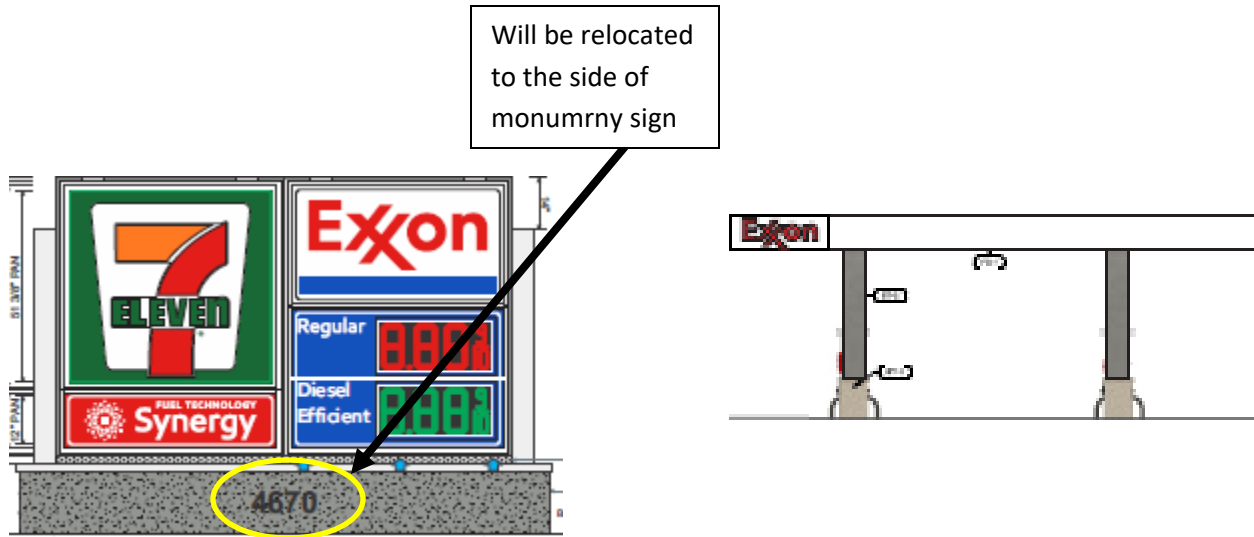
The applicant is requesting approval for a Master Sign Plan for 7-Eleven 1.0. Gas Station and Convenience Store Facility. Per Chapter 6. Sign. Section 6.9 Master Sign Plan, the subject application includes three (3) waivers. In addition, Exxon signage has been integrated into the ground sign as well as, the fuel canopy. Exxon had originally requested the fuel canopy to be the color red. Staff recommends a white canopy to remain consistent with the modern style of the building's architecture.

The proposed Master Sign Plan includes the following signs:

Signs included in the Master Sign Plan:

- A- Wall Sign
- B- Window Sign
- C- Wall Sign (Logo)
- E- Monument Sign
- I- Canopy Signs
- J1- 16" Car Wash Channel Letter
- J2- Car Wash Tri-stripe ACM Panels
- J3- Car Wash Entrance/Exit Panels
- J4- Car Wash Clearance Bars





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.*

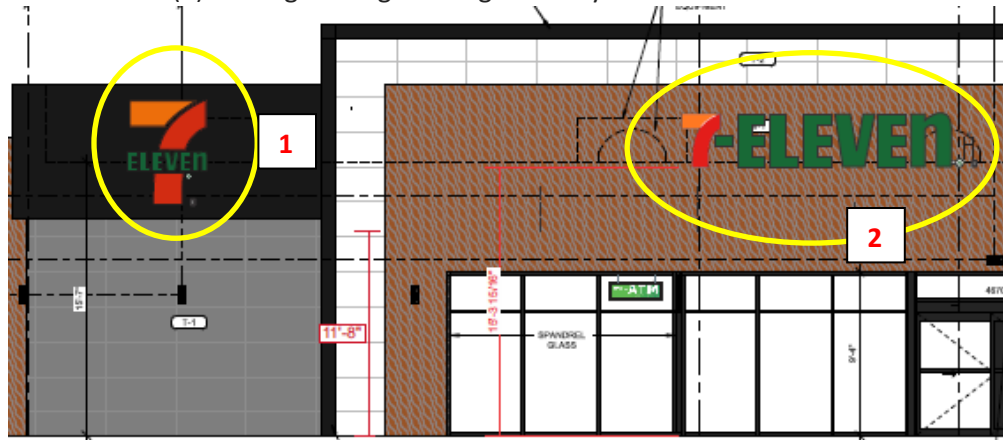
(A) *The City Council may vary the size, setback requirements, number, and type of signs as part of a master sign plan application, provided the city council determines an application complies with the general intent and purpose of this chapter.*

As part of the subject Master Sign Plan, the applicant is requesting the following three (3) waivers to the building(s) façade signage:

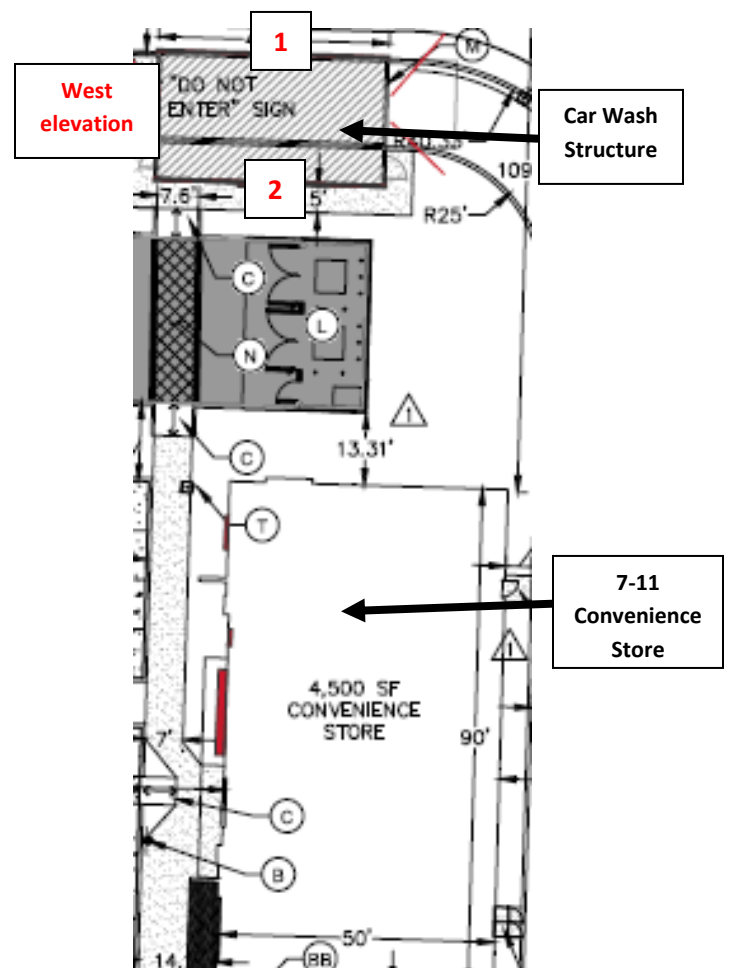
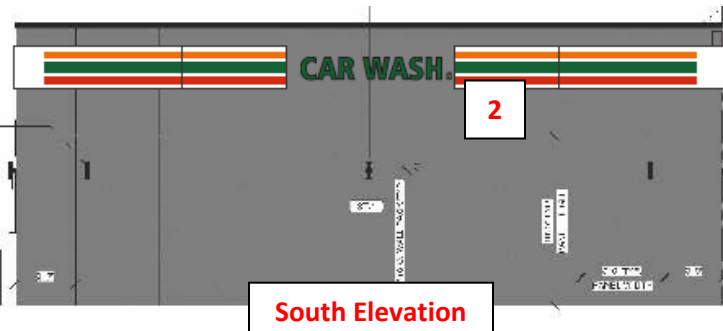
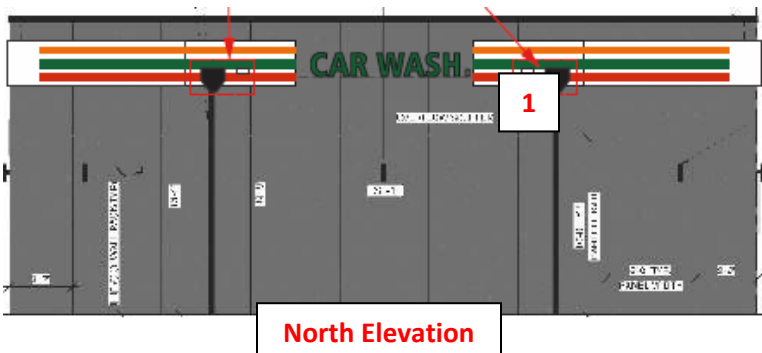
1. Height of Sign: The 7-Eleven proposed logo sign on the west side is six (6) feet in height. Per *Chapter 6, Signs, Section 6.20 Permitted Signs, Wall Sign for Principal Structure or Building Identification or Principal Tenant.* The code maximum height is thirty-six (36) inches (3 feet).



- Number of Signs: The applicant is proposing two (2) wall sign. Per Chapter 6, Signs, Section 6.20 Permitted Signs, Wall Sign for Principal Structure or Building Identification or Principal Tenant, the code allows for one (1) wall sign facing each right of way.



- Number of Signs: 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.



West Elevation facing Seminole Pratt Whitney Road

The subject application consistent with Chapter 6, Sign, Section 6.9 Master Sign Plan as follows. See below for Code specifics:

The applicant is requesting approval for a Master Sign Plan for 7-Eleven 1.0. Gas Station and Convenience Store Facility. The subject application includes three (3) waivers.

- (C) The master sign plan shall indicate location, number, size, font, color, type of sign, landscaping, and illumination of proposed sign(s). The Master Sign Plan shall be guided by the purpose and intent section of this chapter. Application for a master sign plan shall include the following:
 - (1) An overall plan identifying location of all proposed signs on the parcel, except window signs.
The location of window signs may be included, but it is not mandatory.
 - (2) The layout of all proposed signs including:
 - (a) Elevations plans drawn to scale and depicting all permanent signs placed or to be placed on the building on the parcel.
 - (b) A plan, drawn to scale, indicating the location of all permanent freestanding signs erected or to be erected on the parcel, including setbacks; depicting the sign type, dimensions, color, style, material, and copy area; and the method of supporting the signs;
 - (c) For signs providing for more than one (1) occupant, the amount of sign area allocated for each occupant shall be indicated.
 - (d) The types of illumination to be used for each type of sign.
 - (e) Method of attachment for all signs placed or to be placed on the building or the parcel.
 - (3) A calculation of copy area for each individual sign.
 - (4) The placement of signs on the building(s).
 - (5) A deviation table on drawing identifying deviations from the requirements of this Chapter.

The applicant is requesting Three (3) waivers from the following code section:

Sign Type	Max. Size of Copy Area	Max. Sign Faces	Max. Number of Signs	Max. Sign Structure Dimensions ¹	Additional Requirements	Requested Waivers
Wall Sign for Principal Structure or Building Identification or Principal Tenant	90 square feet	1	One set of 2 signs [Principal Structure or Building name and Principal Tenant name] on façade(s) fronting ROW	N/A	Sign(s) must be located at top of building, and/or below second floor line. Sign letters shall not exceed 36 inches in height including lowercase letters. Sign for building and tenant identification purposes. Each building is allowed a principal tenant wall sign. Maximum 1 name or message per sign. Sign(s) shall not exceed 80 percent of the width of the building, with a minimum of 10 percent clear area on each outer edge of the building.	1. Logo Size is six (6) feet instead of three (3) feet. 2. Convenience Store: Two (2) Signs instead of one (1). 3. Car Wash Structure: Two (2) signs that are not facing Seminole Pratt Whitney Road

FINAL REMARKS

MSP-2020-01 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 conditions :

1. Relocate numerical portion of address on side of monument sign. Currently, proposed drawings are showing address on base of monument sign.
2. Exon fuel canopy color to be white in accordance with the most recent revised signage specifications.