



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 12/10/2024

PETITION DESCRIPTION

PETITION NUMBER: MSP-2024-02 Master Sign Plan Amendment – Grove Market (Aldi)

OWNER: Grove Market Courtland LLC, Grove Market Anderson LLC, JBL Humblewood Center LLC, Grove Market SG2020 LLC

AGENT: Mark Brenchley

PCN: 77-40-43-01-01-001-0010

ADDRESS: 5060 Seminole Pratt Whitney Rd. Westlake, FL.

REQUEST:

The applicant is requesting a Master Sign Plan modification approval of the Grove Market shopping plaza in the Mixed-Use Zoning District. A new tenant (Aldi grocery store) will occupy the previous tenant space (Win Dixie) and propose a new wall sign. The development is situated on a 9.98-acre site at the northeast corner of the intersection of Seminole Pratt Whitney Road and Persimmon Boulevard East. The subject application includes two (2) waiver requests.

SUMMARY

The applicant is requesting an amendment to the Master Sign Plan of the Grove Market shopping plaza in the Mixed-Use Zoning District, in accordance with Chapter 6, Sign, Section 6.9 Master Sign Plan. The subject application will replace the Win Dixie wall sign with the new Aldi wall sign on the front building elevation. The two (2) new tenant bays will comply with the tenant signage criteria as previously approved in the Master Sign Plan for the development. The application includes the following waivers:

1. Wall Sign for Principal Tenant: To allow 168.70 sq.ft from the maximum allowed of 90 sq.ft.
2. Wall Sign for Principal Tenant: To allow 41 7/16 inches letters from the maximum allowed of 36 inches in height.

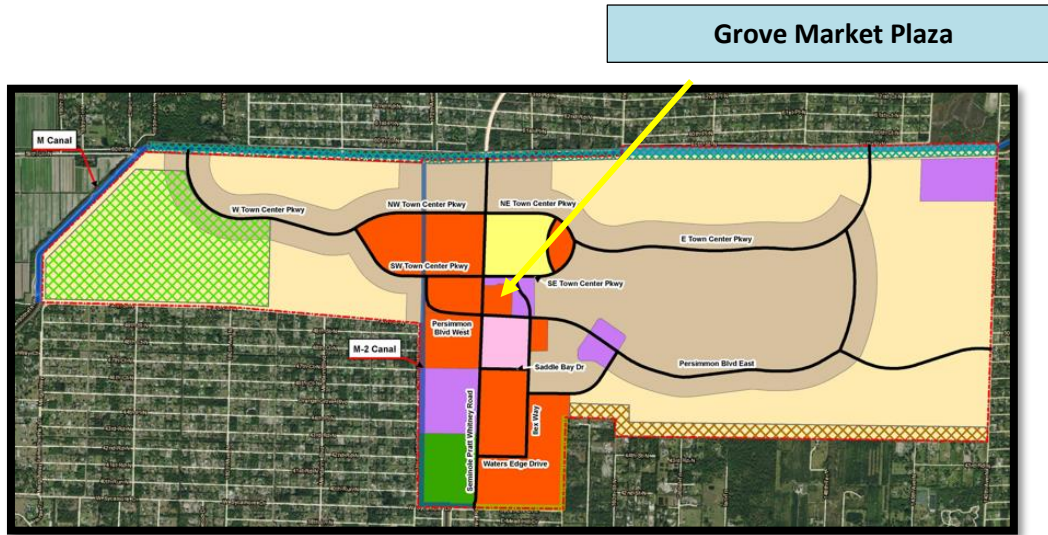
The development is located on a 9.98-acre site at the northeast corner of the intersection of Seminole Pratt Whitney Road and Persimmon Boulevard East. A Site Plan Modification application (SPM-2024-04) is being processed concurrently to subdivide the existing Winn-Dixie tenant space (Building A) to accommodate a new 28,294 sq. ft ALDI grocery store, along with two (2) unspecified future retail tenants occupying 16,905 sq. ft. and 6,646 sq. ft tenant spaces.

STAFF RECOMMENDATION

Based upon the facts and findings contained herein, the **Planning and Zoning and Engineering Departments** have no objections to the above referenced application.

PETITION FACTS

- a. Total Gross Site Area: 9.98 acres
- b. Land Use and Zoning
 - Existing Land Use: Commercial
 - Future Land Use: Downtown Mixed Use
 - Zoning: Mixed Use



BACKGROUND

Grove Market Shopping Center was built by Stiles Corp in 1999, with the anchor space built to suit for Winn-Dixie. 5060 Loxahatchee Retail, LLC acquired the center in September 2016 and owned it until 2022. In 2022, GROVE MARKET LLC acquired the center and has owned the property since.

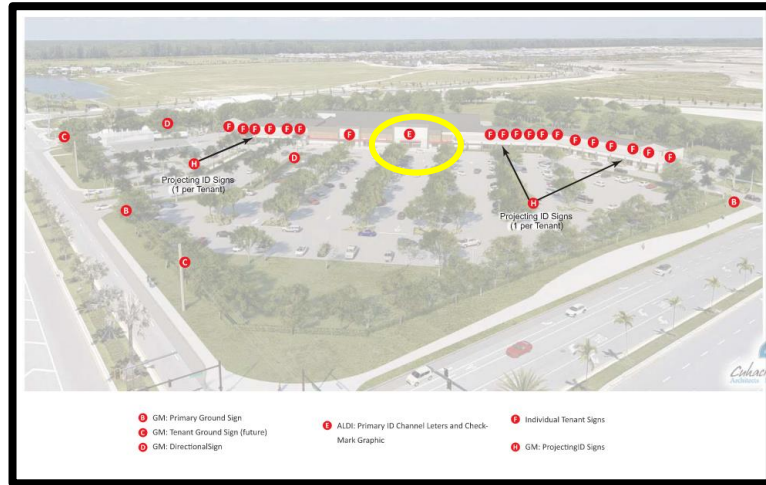
- On June 14,2021 the City Council approved a Site Plan Modification (SPM-2021-02) to allow an upgrade to entire architectural façade of the Grove Market Shopping Center.
- On June 14,2021 the City Council approved a Site Plan Modification (SPM-2021-01) to allow an upgrade to the 49,610 square foot Winn-Dixie grocery store, and 2,536 square foot liquor store (total 52,145 sq.ft.) at the Grove Market Shopping Center. The improvements include increasing 1,238 sq.ft. to grocery store floor plan, upgrading the façade and interior modifications to the current vacant grocery store space.
- On August 9,2021, the City Council approved with conditions a Master Sign Plan (MSP-2021-05) to allow an upgrading to all wall signs, monument signs and tenant signs of the Grove Market Shopping Center.
- On October 11,2021, the City Council approved Application SPR-2021-08 to upgrade the Grove Market at Westlake site Plan. The applicant included a landscaping plan, improvements to the parking area, the dumpster enclosures, and the covered walking area.
- On September 5, 2023, the City Council approved application SPM-2023-05 to modify the existing Grove Market outparcel D, to increase the previously approve square footage for Building D from 3,675 square foot to an 8,317 square foot story building retail and medical use office.

STAFF ANALYSIS

The applicant is requesting approval of a Master Sign Plan modification for the Grove Market Plaza, a 9.98 acres commercial shopping center. Per Chapter 6. Sign. Section 6.9 Master Sign Plan. The subject application removes all the Win Dixie signs and replaces the principal tenant wall sign with the new Aldi wall sign on the front building elevation and includes the following waivers:

1. Wall Sign for Principal Tenant: To allow 168.70 sq.ft from the maximum allowed of 90 sq.ft.
2. Wall Sign for Principal Tenant: To allow 41 7/16 inches letters from the maximum allowed of 36 inches in height.

Proposed Sign location



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, may waive 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.

As part of the subject Master Sign Plan, the applicant is requesting the following waiver’s from the City Code Section 6.20 (Permitted Sign):

A. Principal Tenant Wall Sign

The applicant is requesting sign code waivers in terms of copy area as follows:

- Maximum sign area 168.70 sq.ft.
- Letter height 41 7/16 inches.

SUMMARY DEVIATION TABLE			
Sign Type	Code Requirement	Applicant Request	Deviation
Wall sign for Principal Structure or Building Identification for Principal Tenant	Maximum Sign Area: 90 sq ft	Sign Area: 168.70 sq ft	+ 78.7 sq ft
	Sign letters not to exceed 36” in height	41 7/16” Tall Aldi letters	+ 5 7/16” letter height

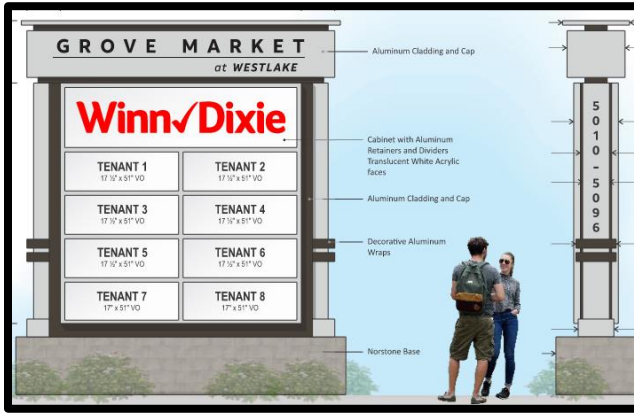
Existing Wall Sign (308 sq.ft.)



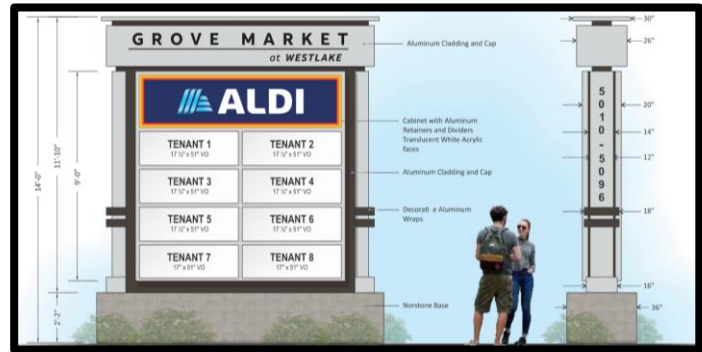
Proposed Wall Sign (168.70 sq.ft.)



Existing Ground Sign Face



Proposed Ground Sign Face



FINAL REMARKS

MSP-2024-02 will be heard by the City Council on December 10, 2024. The public hearing was advertised in compliance with the City’s code. Based upon the facts and findings contained herein, **the Planning and Zoning and Engineering Departments** have no objections to the above referenced application.