



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 3/14/22

PETITION DESCRIPTION

PETITION NUMBER: MSP-2022-01 Winn-Dixie Master Signage Plan Modification

OWNER: 5060 Loxahatchee Retail, LLC c/o Starwood Property Trust, Inc

APPLICANT: Rebecca K. Wright, Southeastern Grocers LLC

ADDRESS: 5060 Seminole Pratt Whitney Road

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

REQUEST: The applicant is requesting approval for a Master Signage Plan Modification for Winn-Dixie in the Grove Market Shopping Center to include a Pharmacy sign facing Seminole Pratt Whitney since Winn-Dixie Grocers have added an *internal* 900 square foot pharmacy to the store. Per Chapter 6. Sign. Section 6.9 Master Sign Plan, the subject application includes one (1) waiver.

SUMMARY

The applicant is requesting approval for a Master Signage Plan Modification for Winn-Dixie in the Grove Market Shopping Center, to include a Pharmacy sign facing Seminole Pratt Whitney since Winn-Dixie Grocers have added an *internal* 900 square foot pharmacy to the store. Per Chapter 6. Sign. Section 6.9 Master Sign Plan, the subject application includes one (1) waiver as follows:

1. Wall Signs for Principal Structure: The applicant is requesting an additional wall sign when the Codes requires maximum one (1) wall sign facing a Right-of-Way. The applicant is requesting a Pharmacy Sign facing Seminole Pratt Whitney.

On August 9, 2021, the City Council approved a Master Signage Plan for a total of three (3) signs. That application included a waiver to add two (2) additional signs facing Seminole Pratt Whitney Road. The subject application will add one additional sign for a total of four (4) signs on the building elevation fronting Seminole Pratt Whitney.

STAFF RECOMMENDATION

Based upon the facts and findings contained herein, the Department of Planning and Zoning recommends approval of the subject application without conditions.

BACKGROUND

Grove Market Shopping Center was constructed by Stiles Corp in 1999 with the anchor space being built to suit for Winn-Dixie. 5060 Loxahatchee Retail, LLC acquired the center in September of 2016 and has owned the property since. With the addition of a new Winn-Dixie, the applicant would like to enhance the signage of the entire commercial plaza to remain consistent with the City's vision.

On June 14, 2021, City Council approved an application for Winn-Dixie Site Plan modification to upgrade the façade and interior modifications to the existing vacant grocery store space.

On August 9, 2021, City Council approved an application for a Master Signage Plan of the existing Grove Market Shopping Center. Included were specifics regarding signage for the the Winn-Dixie Grocery Store and Liquor Store.

STAFF ANALYSIS

The applicant is requesting approval for a Master Signage Plan Modification for Winn-Dixie in the Grove Market Shopping Center, to include a Pharmacy sign facing Seminole Pratt Whitney since Winn-Dixie Grocers have added an *internal* 900 square foot pharmacy to the store and one Per Chapter 6. Sign. Section 6.9 Master Sign Plan, the subject application includes one (1) waiver.

The **previously approved Signage Plan** included one sign and a waiver for two (2) additional signs for a total of three (3) signs. The approved Winn-Dixie Wall Signs are presented below:



A Winn-Dixie Site Plan Modification was previously approved on June 14, 2021 (SPM-2021-01) and did not include a pharmacy. **Winn-Dixie Grocery Store has now added an *internal* 900 square foot pharmacy to the store.**

The applicant is requesting approval for a Master Signage Plan Modification for Winn-Dixie in the Grove Market Shopping Center. Per Chapter 6. Sign. Section 6.9 Master Sign Plan, the subject application includes one (1) waiver.

Number of Signs: The applicant is proposing an addtional wall sign on the West Elevation facing Seminole Pratt Whitney Road. 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.



+ Pharmacy

The proposed Pharmacy sign is 17.34 square feet

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

- (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.

FINAL REMARKS

MSP-2022-01 will be heard by the City Council on March 14, 2022. The public hearing was advertised in compliance with the City's code.

Based upon the facts and findings contained herein, the Planning and Zoning Department recommends approval of the subject application.