



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 8/9/2021

PETITION DESCRIPTION

PETITION NUMBER: MSP-2021-06 *7-Eleven 2.0 Master Sign Plan*
OWNER: Westlake Fueling, LLC
APPLICANT: Cotleur & Hearing
ADDRESS: 4695 Seminole Pratt Whitney Road
PCN: 77404301710000010

REQUEST: The applicant is requesting approval for a Master Sign Plan for 7-Eleven 2.0. 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 Application, MSP-2021-06, for 7-Eleven 2.0 Convenience Store and Gas Station which consists of a primary ground sign, primary ID wall sign, a principal tenant wall sign, directional signs, canopy and wall signs, and approval of three (3) waivers to the sign code provisions.

The subject application includes the following **three (3)** waivers:

1. The proposed 7-Eleven and Laredo Taco signs facing Seminole Pratt Whitney Road and Persimmon Boulevard West are logo signs. Both logos are proposed as six (6) feet in height each. However, the City Code maximum allowable height is three (3) feet.
2. The proposed combined square footage of both logo signs facing Seminole Pratt Whitney Road and Persimmon Boulevard West are 109 Square feet. However, the City Code maximum allowable square footage is 90 Square Feet.
3. The proposed copy area of Ground Sign located on the East side of the entrance on Persimmon Boulevard West is 70 Square feet. However, the City Code maximum allowable square footage is 60 Square feet.

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

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 Seminole Pratt Whitney Road and South of Persimmon Boulevard West. 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 October 28, 2019.

In 2020, the City Council approved a site plan amendment on August 10, 2020. The subject application included a taco food takeout service and modifications to the dumpster, sidewalk and landscaping.

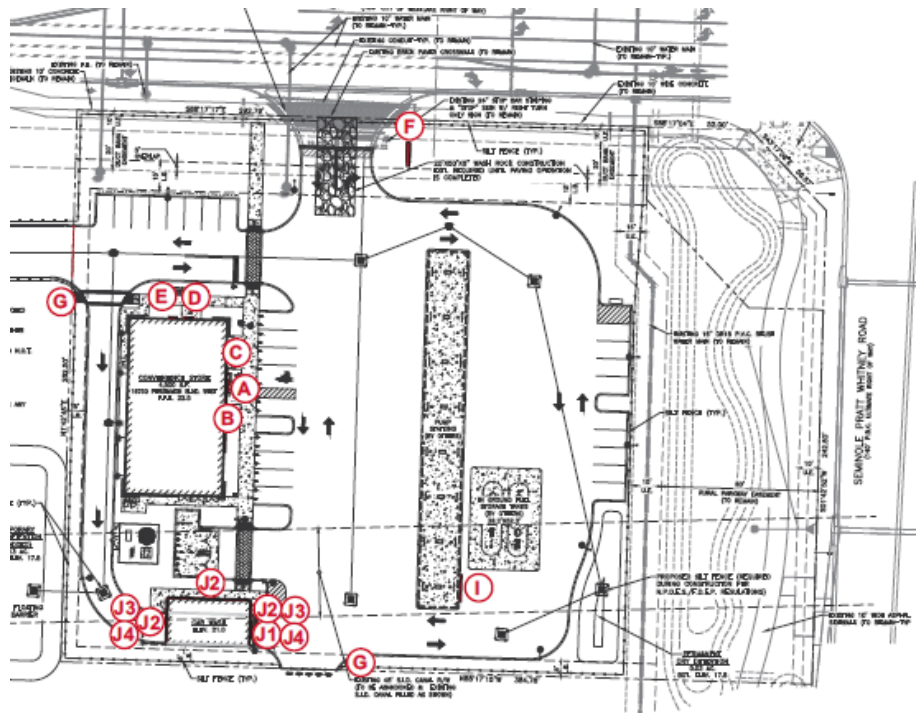
STAFF ANALYSIS

The applicant is requesting approval for a Master Sign Plan for 7-Eleven 2.0. Gas Station and Convenience Store Facility. Per Chapter 6. Sign. Section 6.9 Master Sign Plan, the subject application includes three (3) waivers.

The proposed Master Sign Plan includes the following signs:

Signs included in the Master Sign Plan:

- A- Wall Sign
- B- Illuminated Tri-Stripes
- C- Wall Sign
- D- 7-11 Logo Wall Sign
- E- Wall Sign
- F- Monument Sign
- G- Directional Signs
- I- Canopy Sign
- J1- Car Wash Channel Letter
- J2- Car Wash Tri-Stripe
- J3- Car Wash Ent/Ext Panel
- J4- Car Wash Clearance Bars

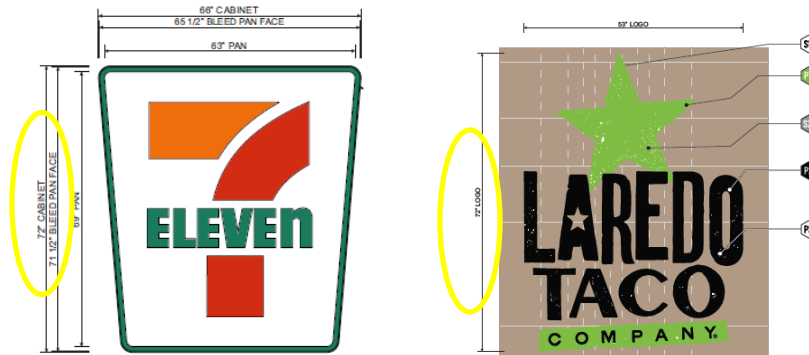


Per Chapter 6. Sign. Section 6.9 Master Sign Plan: *The City Council, at the time of development order or site plan approval or amendment, may waive one or more of the requirements of this chapter as part of a master sign plan. A master sign plan may be considered for two or more signs.*

(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:

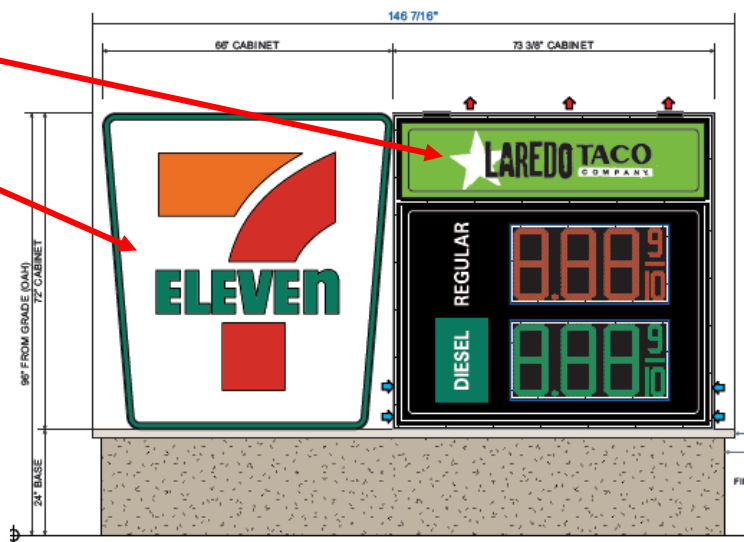
1. Height of Signs: The 7-Eleven proposed logo sign and Laredo Taco proposed logo sign on the north **and** east side is six (6) feet in height. Per *Chapter 6, Signs, Section 6.20 Permitted Signs, Wall Sign for Principal Structure or Building Identification or Principal Tenant*. The code maximum height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



2. Square Footage of Signs: The applicant proposed a combined square footage of both logo signs to be 109 Square feet. However, the City Code maximum allowable square footage is 90 Square Feet.

3. Square Footage of Monument Sign: The proposed copy area of Ground Sign located on the East side of the entrance on Persimmon Boulevard West is 70 Square feet. However, the City Code maximum allowable square footage is 60 Square feet.

Waiver requests
10 sq. ft. difference
from Code.
70 sq. ft – 60 sq ft.



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 Four (4) 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.	

Sign Type	Max. Size of Copy Area	Max. Sign Faces	Max. Number of Signs	Max. Sign Structure Dimensions ¹	Additional Requirements
Non-Residential Pod Entry Monument	60 sq. ft.	1	2 per access-way	See Figure 6-3	Two 60-sq. ft. copy areas permitted per sign: 1. one for pod identification on horizontal structure, and 2. one for tenant names on the vertical totem. Graphics and logos are prohibited on the vertical totem.

Requested Waivers
3. Square Footage of Ground Sign Copy Area.

FINAL REMARKS

MSP-2021-06 will be heard by the City Council on August 9, 2021. 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.