



Legislation Text

File #: 18-1443, **Version:** 1

SN 2018-09, Mod Pizza, 11255 Pines Boulevard, sign application. (Cole)

PROJECT DESCRIPTION / BACKGROUND

On March 16, 2017 the Planning and Zoning Board approved SP 2016-20, a 4,500 square foot multi-tenant outbuilding to the existing Target Center. The building is currently built and occupied by Starbucks (currently open) and MOD Pizza (coming soon). Treehouse Assets LLC is requesting on behalf of MOD Pizza a 202 square foot multi-colored supergraphic located on the east elevation of the building. City Code permits supergraphics to be placed on any building face, but the graphic shall not exceed 25% of the area of the primary building face. The current area of the building face is 1335 square feet which would allow for a maximum of 334 square feet. The supergraphic will be painted SW 7048 Urbane Bronze and SW 6938 Synergy.

Ordinance #1919, which revised the current sign code (155.315-155.331) was passed by City Commission November 19, 2018. Section 155.324 (H) permits supergraphics subject to Planning and Zoning Board approval upon satisfaction of the following criteria:

- (1) The proposed material must be of durable nature.
- (2) The proposed general design, arrangement, texture, material, colors, lighting, placement, and the appropriateness of the proposed supergraphic must rationally relate to other signs and the other structures, both on the premises and in the surrounding areas.
- (3) The supergraphic shall contain no lettering or business identification or logo or symbol used as a sign.
- (4) The supergraphic must be consistent with the intent, purposes, standards, and criteria of the city's sign regulations.
- (5) The number of items (scenes, symbols, shapes) shall be consistent with the amount of information which can be comprehended by the viewer and shall avoid visual clutter.
- (6) The shape of the supergraphic shall not create visual clutter.
- (7) The size, style, and location of the supergraphic shall be appropriate to the activity of the message.
- (8) The supergraphic shall compliment the building and adjacent buildings by being designed and placed to enhance the structure.
- (9) The supergraphic should be consolidated into a minimum number of elements.
- (10) No additional or increased lighting shall be permitted which would cause attention to be focused upon the supergraphic. Normal wall lighting, at the intensity as for unadorned walls, may be provided.
- (11) The supergraphic may be placed on any building face but shall not exceed 25% of the area of the primary building face.

Staff has reviewed the proposal and finds that the supergraphic meets the criteria listed above.

STAFF RECOMMENDATION:

Approval