



Legislation Text

File #: 21-0788, **Version:** 1

MSC 2021-25, SPG - David's Bridal, 14546 SW 5 Street, architectural and signage modifications to two existing tenant bays, miscellaneous application. (Cole)

SUMMARY EXPLANATION AND BACKGROUND: **PROJECT DESCRIPTION / BACKGROUND:**

Kristin Ionata, agent is requesting approval of Architectural and signage modifications to the David's Bridal tenant (formerly Hair Frenzy and Charming Charlie) at the Shops at Pembroke Gardens site, generally located south of Pines Boulevard and west of Southwest 145 Avenue. David's Bridal will be located within building 7000. Building permit will be obtained to internally join the two former tenant bays together.

The Shops at Pembroke Gardens was approved through SP 2005-36. An amendment was made to the site plan in 2006 (SP 2006-27, Architectural changes). Modifications were last made to the tenant bays in 2010 (MSC 2010-06, Charming Charlie) and 2008 (MSC 2008-37, Hair Frenzy).

BUILDINGS / STRUCTURES:

The following modifications to the two former tenant bays (Hair Frenzy and Charming Charlie) to create a cohesive look for David's Bridal. A majority of the modifications will take place on the existing Hair Frenzy façade to match Charming Charlie façade:

- Paint the former Hair Frenzy, dryvit 625 (Mercedes) to match the former Charming Charlie bay.
- Removal of the all existing awnings to be replaced with 6 black awnings.
- Remove and replace the western entrance of the former Charming Charlie and the Hair Frenzy with storefront to match the existing.
- Removal and replacement of the Hair Frenzy cornice to match former Charming Charlie bay.
- Removal of the Hair Frenzy rounded entry feature.
- Removal of the tile cornice and stone base of the neutral pier between the two

tenants. The cornice and stone will be replaced to match the adjacent eifs and dark grey tile.

- Removal and replacement of the Hair Frenzy stone base with dark grey tile to match.

SIGNAGE:

The applicant proposes the following signage:

- One 77.4 square foot internally illuminated channel letter wall sign to read, "David's Bridal" in white copy.
- 1.25 square feet of signage reading, "David's Bridal" in white copy on each of the 6 new black awnings. In total, 7.5 square feet of canopy signage is proposed for the storefront. The Shops at Pembroke Gardens Master Sign Plan allows 1 square foot of signage per linear foot of awning footage. Based on the proposed awnings. 76.5 square feet of awning signage is allowed.

The tenant will be bordered by two neutral pier elements (MSC 2007-07) as approved by the Planning and Zoning Board at its February 8, 2007 meeting. Staff has reviewed the proposed changes by the applicant and found them to be in compliance with the approved PCD guidelines.

Staff recommendation:

Staff has reviewed the proposed changes and finds that the proposal meets all code requirements. Staff therefore recommends approval of this application.