



Legislation Text

File #: 23-0343, **Version:** 1

SP2022-0017, Dunkin Donuts, 9901 Pines Boulevard, site plan amendment. (Cole)

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

Mike Ventura, agent, is requesting approval of site, architectural and signage modifications for the proposed restaurant use (Dunkin Donuts), located at 9901 Pines Boulevard. No modifications to the existing circulation is proposed.

The existing building was approved in 1988 through site plan SP 88-42. The following significant modifications have been made on site:

- SP 98-33 (Conversion from Long John Silvers to Dunkin Donuts)
- SP 2001-59 (Addition of a monument sign)
- SP 2002-46 (Addition of outdoor dining and architectural modifications)
- MSC 2011-32 (Architectural and signage modifications)

BUILDINGS / STRUCTURES:

The applicant proposes the following modifications:

- The following colors and materials are proposed for the building:
 - Main Body: SW 7019 (Gauntlet Gray)
 - Upper Façade: SW 7063 (Nebulous White)
 - Accent: SW 7069 (Iron Ore), SW 6840 (Exuberant Pink), SW 6884 (Obstinate Orange)
 - Dumpster Enclosure: SW 7019 (Gauntlet Gray)
- The existing entryway façade elements will be squared off consistent with Dunkin Donuts current branding.
- Removal of the canopies on the south elevation, to be replaced with a metal awning painted SW 6884 (Obstinate Orange) that spans the south elevation and wraps around onto both the east and west elevation.
- Paint the existing awning over the drive thru pick up window SW 6884 (Obstinate Orange).

- Installation of a 20.2 square foot digital menu board with overhead canopy. The post shall be painted PMS Cool Gray and the canopy painted PMS 165 Dunkin' Orange.
- Installation of a drive-thru clearance bar painted consistent with Dunkin brand colors.

SIGNAGE:

Freestanding buildings are permitted up to 120 square feet of signage including the monument sign. The monument sign can be a maximum of 24 square feet.

The following signage is proposed for the site:

- Installation of 2, 17.56 square foot internally illuminated channel letter sign mounted on a raceway reading, "DD" in orange and pink copy. Additionally, an internally illuminated chipotle pepper logo in white copy on a brown backer panel is proposed adjacent to the text. One sign shall be located on the east and the west elevation.
- Installation of one 34.85 square foot internally illuminated channel letter sign mounted on a raceway reading, "Dunkin'" in orange and pink copy. The sign shall be located on the south elevation.
- Installation of a 22.34 square foot pan formed monument sign panel reading, "Dunkin' Drive Thru" in orange and white copy on a white and pink background.
- Installation of three, 4'-10" tall 1.48 square foot pan formed internally illuminated directional signs. The following locations and copy are proposed:
 - One sign located in the landscape island adjacent to the southeast corner of the building reading, "DD Drive Thru" with a directional area in orange and pink copy.
 - One sign located in the landscape island adjacent to the drive thru entrance at the northeast corner of the site, "DD Drive Thru" with a directional area in orange and pink copy.
 - One sign located in the landscape island adjacent to the drive thru exit at the southwest corner of the site reading, "DD Exit" with a directional area in orange and pink copy.

LANDSCAPING:

Landscape staff performed a courtesy inspection on site to identify deficiencies. The property owner has provided a letter acknowledging the deficiencies and will work with landscape staff to address the issues within 60 days of completion of the façade work.

STAFF RECOMMENDATION:

Staff has reviewed the proposed changes and find that the proposed changes meet code

requirements. Staff therefore recommends approval of this application.