

City of Coconut Creek InterOffice Memorandum

To: Planning and Zoning Board
From: W. SCOTT SToudenMIRE, AICP
Deputy Director of Sustainable Development
Date: April 11, 2018
Subject: Gunther Volvo Sign Deviation

Applicant/Agent: Lisa Snider, McNeill Signs, Inc.
Owner: Gunther Motor Co.
Requested Action/Description: Sign Deviation
Location: 4350 N. State Road 7
Legal Description: Tracts "A" and "C", Whitworth Plat No. 1, according to the Plat thereof as recorded in Plat Book 164, Page 1, of the Public Records of Broward County, Florida
Size: 17.70± acres
Existing Zoning: PMDD (Planned MainStreet Development District)
Existing Use: Car Dealership
Future Land Use Plan Designation: RAC (Regional Activity Center)
Platted: Whitworth Plat No. 1
Plat Restriction: N/A

Requested Action/Description:

The applicant, Lisa Snider, as agent on behalf of the owner, Gunther Motor Co., is requesting a sign deviation for the Gunther Volvo car dealership located at 4350 North State Road 7. The requested deviation to Section 13-466.8 of the City's Land Development Code is to allow for a second façade sign where only one façade sign is permitted per eligible building frontage.

Analysis/Findings:

The Gunther Volvo automobile dealership received City Commission site plan approval on May 11, 2017. As part of the site plan application, a "Gunther Volvo" façade sign was approved at the southwest corner or in this instance, at one location on the façade consistent with code requirements. As currently proposed, the applicant wishes to locate each name separately on the west façade, at the north (Gunther) and south (Volvo) corners. The applicant is seeking a sign deviation approval to permit two signs on one façade where only one façade sign is permitted, in order to comply with Volvo Corporate Sign Program standards.

The standards for the purpose of all signs are listed in Section 13-456(d) of the Land Development Code. The standards for granting a sign deviation are listed in Section 13-473(c). Immediately

following each criteria are the applicant's verbatim responses from each section as provided in their formal application:

Compliance with the Regulations for the Use and Control of Signs, Section 13-456(d)

1. The proposed sign will enhance the visual environment of the City both day and night.

Look is standard for Volvo corporate brands and is a contemporary look.

2. The proposed sign will integrate with its surroundings.

Signs conform to building design and corporate branding.

3. The proposed sign is creative in the design, lighting and construction, including the use of the typefaces, colors, and materials.

Sign is specific to Volvo brands.

4. The proposed sign is expressive of the identity of individual proprietors or of the community as a whole.

Sign look is specific to dealer name and Volvo corporate standard.

5. The proposed sign is legible under the circumstances in which it will be seen.

Signs are visible day and night.

6. The proposed sign is conducive to promoting traffic safety by preventing visual distraction and providing clear direction.

Building setback from roadway promotes non obstruction of moving traffic.

7. The proposed sign will effectively and efficiently communicate in simple, straightforward and attractive manner.

Signs are for identity purposes and are legible.

Compliance with the Sign Deviation Standards, Section 13-473(c)

1. The requested deviation is not contrary to the public interest, and is in harmony with the general intent and purpose of the signage regulations.

Changing location of Gunther name to comply with Volvo corporate.

2. Approval of the requested deviation will not adversely affect the character of the surrounding development or applicable uniform sign plan.

No adverse effects.

3. The literal interpretation and application of the sign regulations will deprive Petitioner of sign visibility or effectiveness shared by other property owners.

The deviation is requested to bring sign into compliance with Volvo standards.

4. Approval of the requested deviation will not degrade the area involved or be detrimental to public welfare.

Sign has no adverse effects for area or public welfare.

5a. The conditions that exist that are not the result of Petitioner's actions, such that a literal enforcement of the regulations involved would result in unnecessary or undue hardship.

This request is to bring sign into conformance with Volvo standards.

5b. There is something unique about the land, building, or site configuration that would cause the signage permitted by this sign code of the ineffective in identifying a use or a structure that would otherwise be entitled to a sign:

This request is to bring sign into conformance with Volvo standards.

Staff Recommendation:

City staff has reviewed the application and finds the proposed deviation request consistent with Section 13-473(c) of the City of Coconut Creek Land Development Code, subject to the following conditions:

1. Outstanding DRC comments remain effective throughout the development review process and must be addressed prior to issuance of a building permit.

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Attachments:

- Aerial Photo
- DRC Report
- Exhibit