

City of Coconut Creek

InterOffice Memorandum

To: Planning and Zoning Board
From: W. Scott Stoudenmire, AICP
Deputy Director of Development Services

Date: September 14, 2016
Subject: Residence Inn
Sign Deviation
Agenda Item No. 4

Applicant/Agent: Kelley Malone, Morlin Hospitality

Property/Project Owner: Alfred D. Griffin, Grif's Western Wear /
Coconut Creek Hotel M-RI LLLP

Requested Action/Description: Sign Deviation

Location: 5730 N. State Road 7, Coconut Creek, FL 33073

Legal Description: Parcels A, L-1 and L-2, Grif's Western at Coconut
Creek Plat, according to the Plat thereof, as
recorded in Plat Book 178, Page 149, of the Public
Records of Broward County, Florida

Size: 2.44+/- gross acres

Existing Zoning: PCD (Planned Commerce District)

Existing Use: Vacant

Future Land Use Plan Designation: COMM (Commercial)

Platted: Grif's Western of Coconut Creek Plat

Plat Restriction: 16,000 square feet of commercial use

Requested Action/Description:

The applicant, Kelley Malone, as agent, on behalf of the property owner, Coconut Creek Hotel M-RI LLLP, is requesting a sign deviation for the property located at 5730 North State Road 7, just north of the Sawgrass Expressway. The requested deviation is to allow for a temporary project announcement sign to be larger and taller than that which is permitted by code.

Analysis/Findings:

The applicant is seeking the deviation to overcome visibility issues associated with the site and highlight a proposed new Residence Inn by Marriott hotel project within the City. The subject property fronts on State Road 7 (US 441) and is part of the existing Grove Parc PCD (Planned Commerce District). Immediately abutting the subject property is a frontage road that runs

parallel to State Road 7. The frontage road, approximately one-hundred (100) feet wide, essentially places the hotel property farther away from State Road 7 than most other properties along the corridor. The property is also located immediately north of the Sawgrass Expressway further impeding visibility for north bound traffic along State Road 7.

Pursuant to Section 13-469.1(b) nonresidential construction is permitted to display one temporary project announcement sign per major street frontage, limited to 32 square feet of sign area and 6 feet in height. Also known as a V-shaped sign, a dual-faced sign is permitted that displays an image and/or text on both sides of the sign, provided that the interior angle of the sign does not exceed 120 degrees. Using a dual-faced sign essentially doubles the permitted sign face area to an aggregate of 64 square feet. Project announcement signs are permitted to be displayed upon the City's approval of a site plan for the property. The sign shall be removed within 7 days after issuance of the certificate of occupancy for the principal building to be constructed.

The applicant is requesting a sign deviation as follows;

- Allow 64 square feet per sign face, where 32 square feet is permitted. Applicant is proposing the use of a V-shaped sign with a resulting aggregate of 128 square feet of sign face area.
- Allow a maximum display height of 10 feet, where 6 feet is permitted.
- Allow a zero (0) setback to the property line, where 5 feet is required.

Timing and duration of the project announcement sign for this property will be pursuant to code.

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.

This is a temporary sign announcing the brand new Residence Inn by Marriott.

2. The proposed sign will integrate with its surroundings.

This is a temporary sign that will be on display only until the hotel opens.

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

This is a temporary sign that will be on display only until the hotel opens.

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

This is a temporary sign that will be on display only until the hotel opens.

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

This temporary sign will be viewed at the frontage of the site.

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

No visual distraction and strictly used at the location of the new project – Coconut Creeks - 2nd hotel!

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

See the attached proof of the proposed temporary sign.

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.

This sign deviation is a request for a temporary sign.

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

This is a temporary sign request.

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

The temporary sign will not deprive surrounding businesses or block visibility.

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

This temporary sign will not degrade the area and will be installed securely and on private property.

5. 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 is strictly a temporary sign until the hotel is completed.

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.

LAWSS/jw

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Attachments:

Aerial Photo
DRC Report
Exhibits