

MINUTES OF THE PLANNING COMMISSION SPECIAL MEETING HELD ON FEBRUARY 24, 2015, AT 5:01 P.M. IN THE CITY COUNCIL CHAMBERS, APOPKA, FLORIDA.

MEMBERS PRESENT: Steve Hooks, James Greene, Teresa Roper, Robert Ryan, and Pamela Toler

ABSENT: Melvin Birdsong, Mallory Walters, Orange County Public Schools (Non-voting)

OTHERS PRESENT: Glenn Irby – City Administrator, R. Jay Davoll, P.E. - Community Development Director/City Engineer, David Moon, AICP - Planning Manager, Kalanit Oded, Esq., Jim Hanson – Woolbright Wekiva, LLC, and Jeanne Green – Community Development Department Office Manager/Recording Secretary.

OPENING AND INVOCATION: Chairperson Hooks called the meeting to order and called for a moment of silent prayer. The Pledge of Allegiance followed.

MASTER SIGN PLAN – WEKIVA RIVERWALK – EAST SEMORAN BOULEVARD – David Moon, AICP, Planning Manager, stated this is a request for approval of the Master Sign Plan for the Wekiva Riverwalk Plaza located north of East Semoran Boulevard and west of South Wekiwa Springs Road. The owner is Woolbright Wekiva, LLC, c/o Jim Hanson. The existing use is a multi-tenant plaza. The future land use is Commercial and the zoning is C-1. The tract size is 24.74 +/- acres. The staff report and its findings are to be incorporated into and made a part of the minutes of this meeting.

The Wekiva Riverwalk Plaza Master Sign Plan includes existing and proposed signage for their site. Through the proposed Master Sign Plan, no existing signage is required to be removed. The applicant agrees to forfeit certain types of signs to allow three anchor signs to temporarily appear on the secondary sign. All existing signs appear within the Master Sign Plan package. Any existing non-conforming signs will be meet current sign code requirements when replaced.

Master Sign Plan Conditions:

1. Secondary Monument Sign. No more than three (3) anchor business signs may be displayed on the secondary monument sign (Wekiva Springs Road) on a temporary basis as shown within Exhibit “A” and shall only be provided for Marshalls, Ross and Bed, Bath & Beyond as shown in Exhibit “A”. Such business sign shall not be replaced if the business closes and leaves the Wekiva Riverwalk shopping plaza. Should any of these three businesses change their corporate name to another due to merger, rebranding, etc., the sign appearing on the secondary monument sign, as shown in Exhibit “A” shall be removed and cannot be replaced. At such time the business name is removed from the monument sign, it shall not be replaced by any other another business. The shopping plaza name shall remain on the secondary monument sign.
2. To meet the intent of the sign ordinance, the Master Sign Plan for Wekiva Riverwalk Plaza shall not be allowed to use or shall have limited use of the following sign types until such time as all three temporary business signs (Marshalls, Ross and Bed, Bath & Beyond) are permanently removed from the secondary monument sign:
 - a. Electronic reader boards are not allowed within the any monument sign along Semoran Boulevard.
 - b. Human signs are limited to not more than two (2) permits per year for any business within the Wekiva Riverwalk Shopping Plaza. Prior to issuance of a human sign permit by the City, the business must obtain a letter of authorization from the shopping plaza landlord and include such letter within their sign permit application.
 - c. No portable trailer signs shall be allowed for any business within the Wekiva Riverwalk Shopping Plaza.

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3. At the time the movie theater vacates the Wekiva Riverwalk Plaza, the current movie pole\pylon sign along Semoran Blvd. shall be permanently removed by the shopping plaza owner. Said pole\pylon sign shall not be replaced.
4. All tenant and anchor wall signs affixed to a store front of the Wekiva Riverwalk Plaza at the time of the Master Sign Plan approval shall conform to the sign code standards when replaced due to significant damage or to accommodate a new sign face, or when an electrical permit application for such sign is submitted to the City.
5. The Wekiva Riverwalk Plaza landlord shall enforce these Master Sign Plan conditions through its lease agreements with all tenants.

Through the Master Sign Plan, the applicant is requesting that three anchor business signs be temporarily allowed temporarily an existing secondary monument sign. In exchange for this deviation from the sign code; the shopping plaza owner agrees to forfeit the ability to install any electronic reader board on any future monument sign; limit the number of human signs allowed for any shopping plaza business to two permits per year instead of the allowed three; and forfeit the use of temporary trailer sign, so long as one of the temporary anchor signs remains on the secondary monument sign (Ross, Marshalls; and Bed, Bath & Beyond)

In granting approval of the Master Sign Plan for Wekiva Riverwalk Plaza, the City of Apopka finds:

1. The Master Sign Plan for the Wekiva Riverwalk Plaza has been submitted and reviewed by staff. The Development Review Committee does not object to the master sign plan as proposed subject to the Master Plan Conditions of Approval appearing in the staff report.

Planning Commission has authority to render a final decision on this Master Sign Plan. The existing multi-tenant shopping center and associated plaza and tenant signage are in place.

This item is considered quasi-judicial. The staff report and its findings are to be incorporated into and made a part of the minutes of this meeting.

City planning staff does not object to the to approve the Wekiva Riverwalk Plaza, Master Sign Plan, subject to the condition set forth in the staff report.

In response to concerns expressed by the Commission members having to do with when a store leaves and their name is removed from the sign, Mr. Moon stated that a requirement will be added that once the name is removed, the remaining names on the signs needs to be rebalanced and the sign repainted.

In response to a question by Chairperson Hooks, Mr. Moon stated that the code does not allow snipe signs. If the snipe signs are in the right-of-way, Code Enforcement Officers will remove them. If the snipe signs are on private property the Code Enforcement Officers will notify the property owner that they need to remove those signs.

Ms. Roper expressed concerns regarding the “Wekiva Riverwalk” plaza name being smaller than the anchor store names on the sign. She stated that people who are specifically looking for “Wekiva Riverwalk” and not necessarily the anchor stores, they may not be able to see the name on the sign.

Jay Davoll, P.E., Community Development Director/City Engineer, stated that the signs along Semoran Boulevard will be larger than the secondary monument sign.

Jim Hanson, Woolbright Wekiwa, LLC, Rio Pinar Plaza, 401 S Chickasaw Trail, Orlando, FL 32825, in response to Ms. Roper’s concern, stated that the sign contractor, Guy Wingo, will be painting the sign black so that the names will stand out.

Mr. Hanson stated that with regard to why they are requesting approval of their sign master plan, based on approvals received by the City in 2013, Woolbright Wekiva LLC went into negotiations with Ross[®] as an anchor store at Wekiva Riverwalk. As a part of the contract, it was agreed that a Ross[®] sign would be installed along the right of way. When they approached the City this year for the permits they were denied the permit because the sign did not meet the current sign code. After discussions with City staff it was agreed that Woolbright would prepare a Master Sign Plan that, if approved, would meet the code requirements.

In response to a question by Mr. Ryan, Mr. Moon stated that if there is a change in any of the signs that meet the requirements in the Master Sign Plan, it would not have to come back to the Planning Commission for review.

Chairperson Hooks opened the meeting for public hearing. With no one wishing to speak, Chairperson Hooks closed the public hearing.

Ms. Oded arrived at 5:35.

Motion: James Greene made a motion to approve the Master Sign Plan for the Wekiva Riverwalk Plaza owned by Woolbright Wekiva, LLC and located north of East Semoran Boulevard and west of South Wekiwa Springs Road, subject to the following Master Sign Plan Conditions: (1) Secondary Monument Sign. No more than three anchor business signs may be displayed on the secondary monument sign (Wekiva Springs Road) on a temporary basis and shall only be provided for Marshalls, Ross and Bed, Bath & Beyond. Such business sign shall not be replaced if the business closes and leaves the Wekiva Riverwalk shopping plaza. Should any of these three businesses change their corporate name due to a merger, rebranding, etc., the sign appearing on the secondary monument sign shall be removed. At such time the business name is removed from the monument sign, it shall not be replaced by any other another business name. The shopping plaza name shall remain on the secondary monument sign. Once the anchor store sign is removed, the sign is to be rebalanced and repainted; (2) To meet the intent of the sign ordinance, the Master Sign Plan for Wekiva Riverwalk Plaza shall not be allowed to use or shall have limited use of the following sign types until such time as all three temporary business signs (Marshalls, Ross and Bed, Bath & Beyond) are permanently removed from the secondary monument sign: [a] Electronic reader boards are not allowed within the any monument sign along Semoran Boulevard. [b] Human signs are limited to not more than two permits per year for any business within the Wekiva Riverwalk Shopping Plaza. Prior to issuance of a human sign permit by the City, the business must obtain a letter of authorization from the shopping plaza landlord and include such letter within their sign permit application, and, [c] No portable trailer signs shall be allowed for any business within the Wekiva Riverwalk Shopping Plaza. (3) At the time the movie theater vacates the Wekiva Riverwalk Plaza, the current movie pole\pylon sign along Semoran Blvd. shall be permanently removed by the shopping plaza owner. Said pole\pylon sign shall not be replaced. (4) All tenant and anchor wall signs affixed to a store front of the Wekiva Riverwalk Plaza at the time of the Master Sign Plan approval shall conform to the sign code standards when replaced due to significant damage or to accommodate a new sign face, or when an electrical permit application for such sign is submitted to the City; and (5) The Wekiva Riverwalk Plaza landlord shall enforce these Master Sign Plan conditions through its lease agreements with all tenants; and to the information and findings in the staff report; and Teresa Roper seconded the motion. Aye votes were cast by Steve Hooks, James Greene, Teresa Roper, Robert Ryan, and Pamela Toler (5-0).

OLD BUSINESS:

Planning Commission – None.

Public - None.

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NEW BUSINESS:

Planning Commission: None.

Public - None.

ADJOURNMENT: The meeting was adjourned at 5:37 p.m.

/s/

Steve Hooks, Chairperson

/s/

R. Jay Davoll, P.E.
Community Development Director

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