



VILLAGE OF KEY BISCAIYNE

Office of the Village Manager

MEMORANDUM

Village Council

Michael W. Davey, Mayor
Allison McCormick, Vice Mayor

Luis Lauredo
Edward London
Brett Moss

Katie Petros
Ignacio J. Seguro

Village Manager

Andrea M. Agha

DATE: October 29, 2019
TO: Honorable Mayor and Council Members
FROM: Andrea M. Agha, Village Manager *AMA*
RE: Multitenant Center Sign Plan: Winn Dixie Center

RECOMMENDATION

It is recommended that the Village Council approve an amendment to the Multitenant Center Sign Plan for a shopping center located at 604 Crandon Boulevard (the Winn Dixie Shopping Center). The recommendation is based on the Planning & Zoning Department staff determination that the project is consistent with the design review criteria that are listed in the Zoning and Land Development Regulations, Sec. 30-197(b).

BACKGROUND

The Zoning and Land Development Regulations contain criteria to evaluate multitenant sign programs. The Planning & Zoning Department staff compared the application with the criteria. Staff found that the request is consistent with the six review criteria and has recommended approval of the application.

Staff Report is attached.



VILLAGE OF KEY BISCAIYNE

Department of Building, Zoning, and Planning

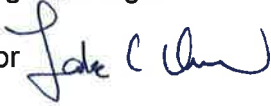
MEMORANDUM

Village Council

Michael W. Davey, *Mayor*
Allison McCormick, *Vice Mayor*
Luis Lauredo
Edward London
Brett Moss
Katie Petros
Ignacio J. Segurola

Village Manager

Andrea M. Agha

DATE: October 21, 2019
TO: Andrea M. Agha, Village Manager
FROM: Jake Ozyman, Director 
RE: Sign Package Review: 604 Crandon Blvd.

Director

Jake Ozyman, P.E.

Building Official

Eugenio M. Santiago, P.E.

APPLICATION SUMMARY

Applicant: Key Biscayne Retail Association, Inc.
Request: Multitenant Shopping Center Sign Package Approval
Site Address: 604 Crandon Blvd
Master Plan: Commercial
Zoning District: C-1 Low Intensity Commercial
File Number: SIGN-05
Recommendation: Approval with Conditions

Multitenant Sign Program includes the following:

The only graphics displays permitted for the tenants and unit owners are wall signs and storefront window signs in accordance with Village regulations. The design features and criteria of the signage program are:

Number of signs
per unit: One Wall Sign

Location: Centered horizontally over each storefront. However, the sign may be off center if there is a conflict with an architectural feature of the building. In such a case, the sign must be located at least 12" from either edge of the storefront.

Lettering Style: Helvetica Medium



VILLAGE OF KEY BISCAYNE

Department of Building, Zoning, and Planning

Lettering Color: "Wickford Bay" Blue (Behr #590D-6) or equivalent if from another supplier, for all tenants / owners except Anchor Location / Winn Dixie Grocery, which shall be "Eider White" (SW 7014) or equivalent if from another supplier.

Lettering Size: Maximum of 18" high for all tenants / owners except Anchor Location / Winn Dixie Grocery
Maximum of 54" high for Anchor Location / Winn Dixie Grocery
Lettering shall be centered both horizontally and vertically on the sign area.

Background Color: None except for Anchor Location / Winn Dixie Grocery which is permitted a background color of "Wickford Bay" Blue (Behr #590D-6) or equivalent if from another supplier.

Sign Length: Not to exceed 60% of the linear frontage of store unit

Lighting: Internally illuminated reversible channel letters

Logos: Permitted within the sign area and lettering size parameters listed, above, color(s) at option of tenant and as approved by Shopping Center Management.

Minor Modifications: The Village Manager, or the Village Manager's designee, is authorized to approve minor modifications to lettering style, font, and color (as long as all sign colors with exception of logos are the same), at the tenant or owner's request and with approval of the Shopping Center Manager, as long as the proposed modification is substantially in compliance with the above criteria.



VILLAGE OF KEY BISCAIYNE

Department of Building, Zoning, and Planning

EXPLANATION AND ANALYSIS

Design Review Criteria: The Village's Zoning Ordinance provides for the approval of a multitenant sign program if the graphics are consistent with the following criteria.

Criteria 1	<i>Number of items.</i> No more than five (5) items shall be contained in any one Sign.
Analysis	Each unit contains one sign with the possibility of a second canopy sign, each of which contains only one item, the name of the establishment.
Finding	Consistent
Criteria 2	<i>Entrance feature.</i> An entrance feature shall not be designed so as to effectively increase the size of a Sign.
Analysis	There is no entrance feature included in the proposed sign program.
Finding	Consistent
Criteria 3	<i>Legibility.</i> All Signs shall be designed to be clearly legible.
Analysis	Pursuant to the proposed sign program, all signs at the Property will be designed to be clearly legible with an easy to read proposed font, letter size and coloring.
Finding	Consistent
Criteria 4	<i>Architectural features.</i> Signs shall not be placed on decorative architectural features.
Analysis	The sign program specifies one wall sign per unit located on blank wall space, not on architectural features, and optional window signs per current Code regulations which would not conflict with architectural features.
Finding	Consistent



VILLAGE OF KEY BISCAYNE

Department of Building, Zoning, and Planning

Criteria 5 *Building compatibility.* The material and colors of all Signs shall be compatible with the materials and colors of the Building.

Analysis The uniform sign graphics criteria of the proposed multitenant sign program ensures that the material and colors of all wall signs will be compatible with and appropriate to the materials and colors of the multitenant shopping center, which are also being updated as indicated in the proposed multitenant sign program.

Finding Consistent

Criteria 6 *Illumination of Buildings by externally Illuminated Signs.* There shall be no such illumination of Buildings facing residential properties. The illumination of other Buildings by externally Illuminated Signs shall not be brighter than the standard for Parking Lot and grounds lighting.

Analysis The subject building fronts Crandon Boulevard, which is the Village's busiest roadway, and is located within an area of the Village which is predominantly office and commercial in nature. Accordingly, no illuminated signs on the building will face residential properties. Furthermore, no illumination of another building by externally illuminated signs will be brighter than the standard for parking lot and grounds lighting.

Finding Consistent

RECOMMENDATION

Staff recommends approval of the multitenant sign program.