

Miromar Outlet Amendment

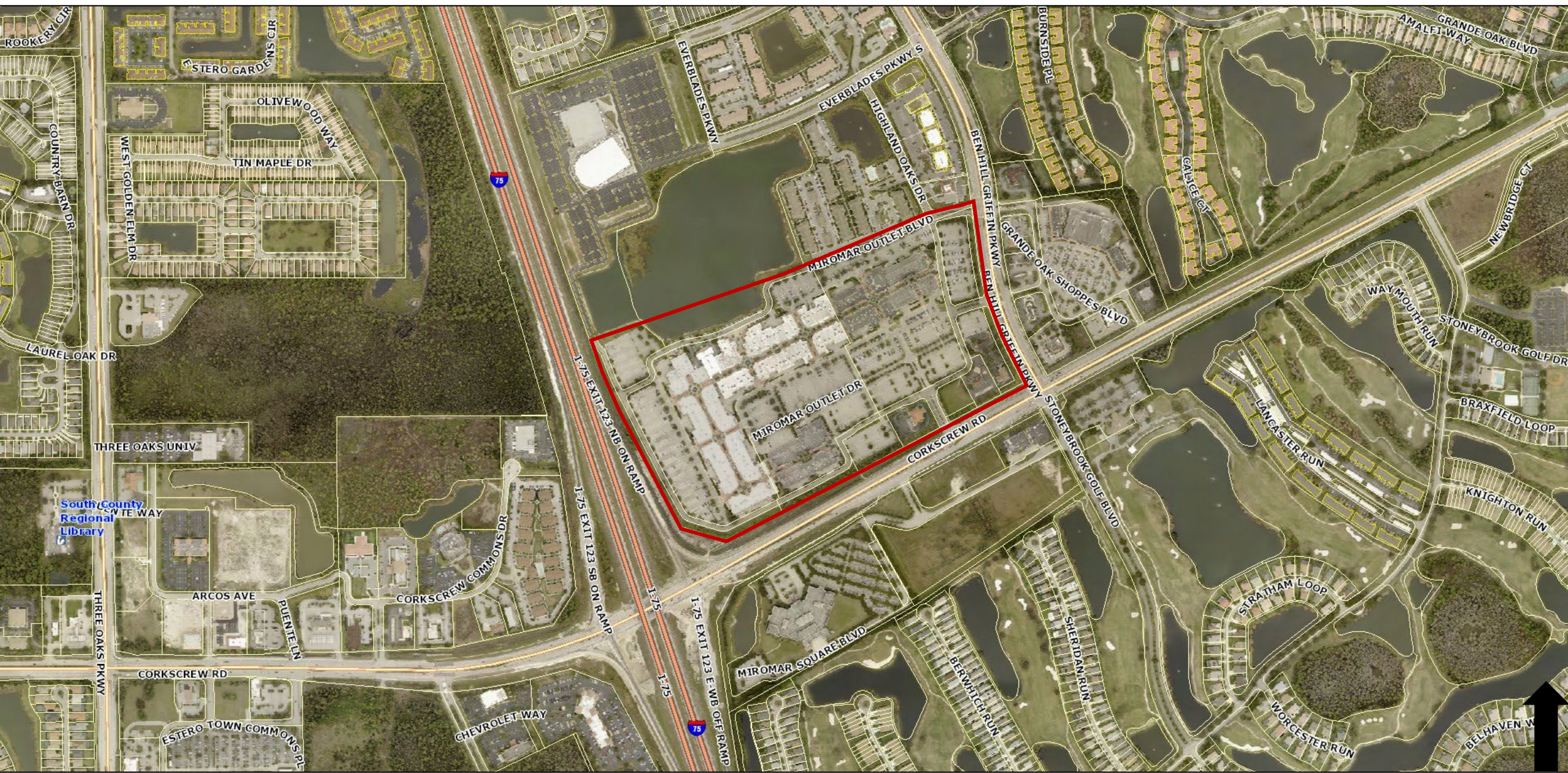
Planning Zoning and Design Board

Tuesday, April 12, 2022

DCI2021-E002

Project Team

- Owner: Miromar Outlet West, LLC / University Square CDD
- Neale Montgomery, Pavese Law Firm
- John Konopka, US Sign & Mill Corporation
- Paula McMichael, AICP, Hole Montes, Inc.
- Charlie Krebs, PE, Hole Montes, Inc.



Project Overview

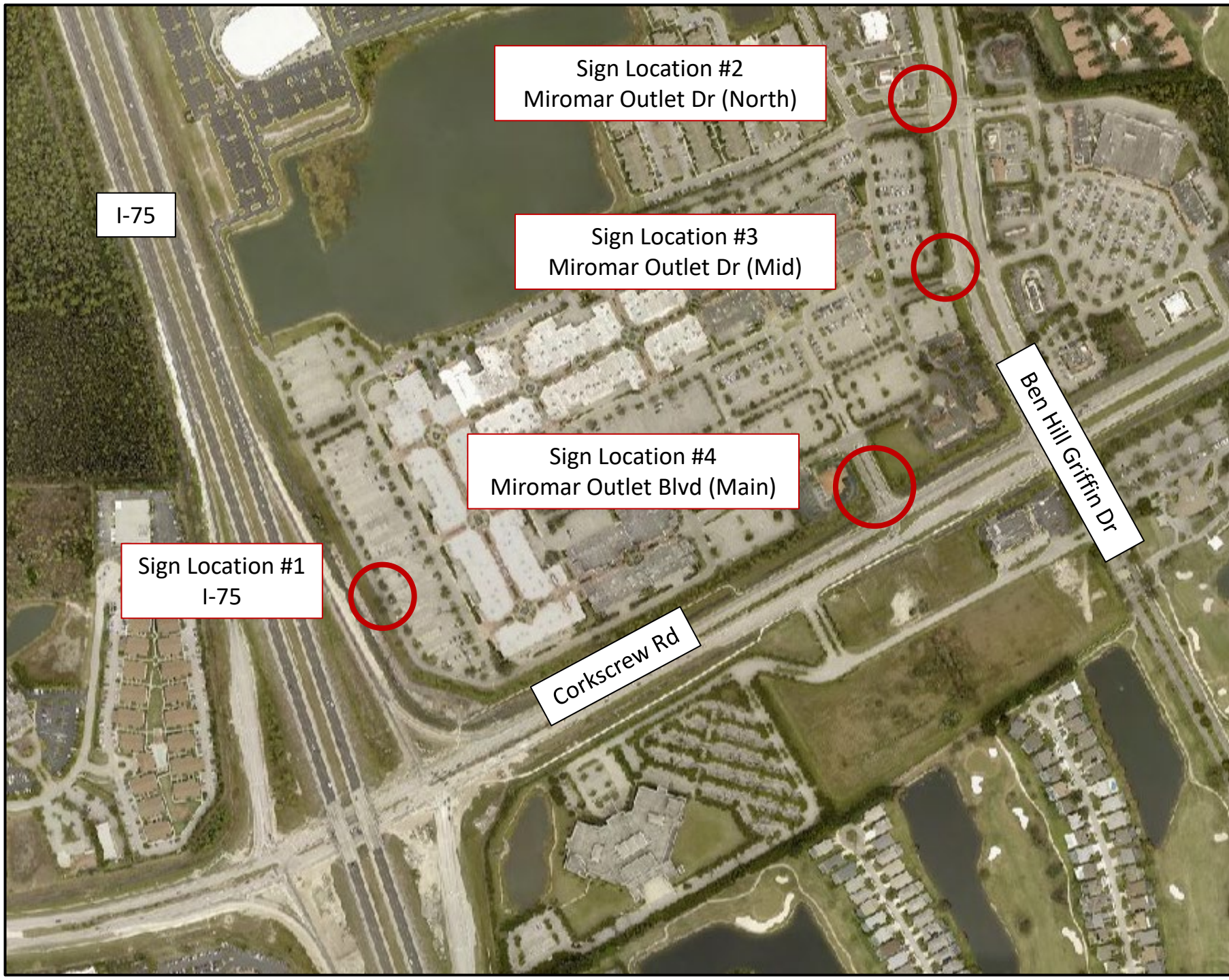
- Miromar Outlets, part of the Timberland & Tiburon Development of Regional Impact (DRI), is zoned Commercial Planned Development (CPD). The property is located north of Corkscrew Road between the intersections of Corkscrew Road and I-75, and Corkscrew Road and Ben Hill Griffin Parkway. It is designated Transitional Mixed Use on the Future Land Use Map.

Zoning Resolution Z-95-094

3. Deviation (3) requests relief from LDC Section 30-153(2)a., Identification Signs, to permit the following:
- a) Three permanent on-site identification signs, 25 feet in height, with a copy area per sign not to exceed 196 square feet and located a minimum of 20 feet from the road right-of-way. This deviation is **APPROVED**.
 - b) One permanent on-site identification sign, 75 feet in height, with a copy area not to exceed 484 square feet and located a minimum of 15 feet from the road right-of-way. This deviation is **APPROVED** with the **CONDITION** that the sign is restricted to the display of the name of the outlet mall. This deviation is further conditioned on the deletion of all ground mounted identification signs on the individual out parcels along Corkscrew Road and Treeline Boulevard. (This condition is not intended to preclude the on-site identification signs described in a) above.)

Request

- The applicant seeks to amend the Timberland and Tiburon CPD to amend the approved sign package.



I-75

Sign Location #2
Miromar Outlet Dr (North)

Sign Location #3
Miromar Outlet Dr (Mid)

Sign Location #4
Miromar Outlet Blvd (Main)

Sign Location #1
I-75

Corkscrew Rd

Ben Hill Griffin Dr



**SOUTHBOUND I-75
3420' FROM OFF RAMP (ESTERO PKWY OVERPASS)**



**SIGN NOT
VISIBLE**



**NORTHBOUND I-75
2400' FROM OFF RAMP**



**SIGN #1
Miromar Outlet - I-75**



**SOUTHBOUND I-75
3140' FROM START OF CORKSCREW OFF RAMP**



**SIGN #1
Miramar Outlet - I-75**



**SOUTHBOUND I-75
500' FROM START OF CORKSCREW OFF RAMP**



**SIGN #1
Miromar Outlet - I-75**



**NORTH BOUND I-75
500' FROM OFF RAMP**



**SIGN #1
Miromar Outlet - I-75**

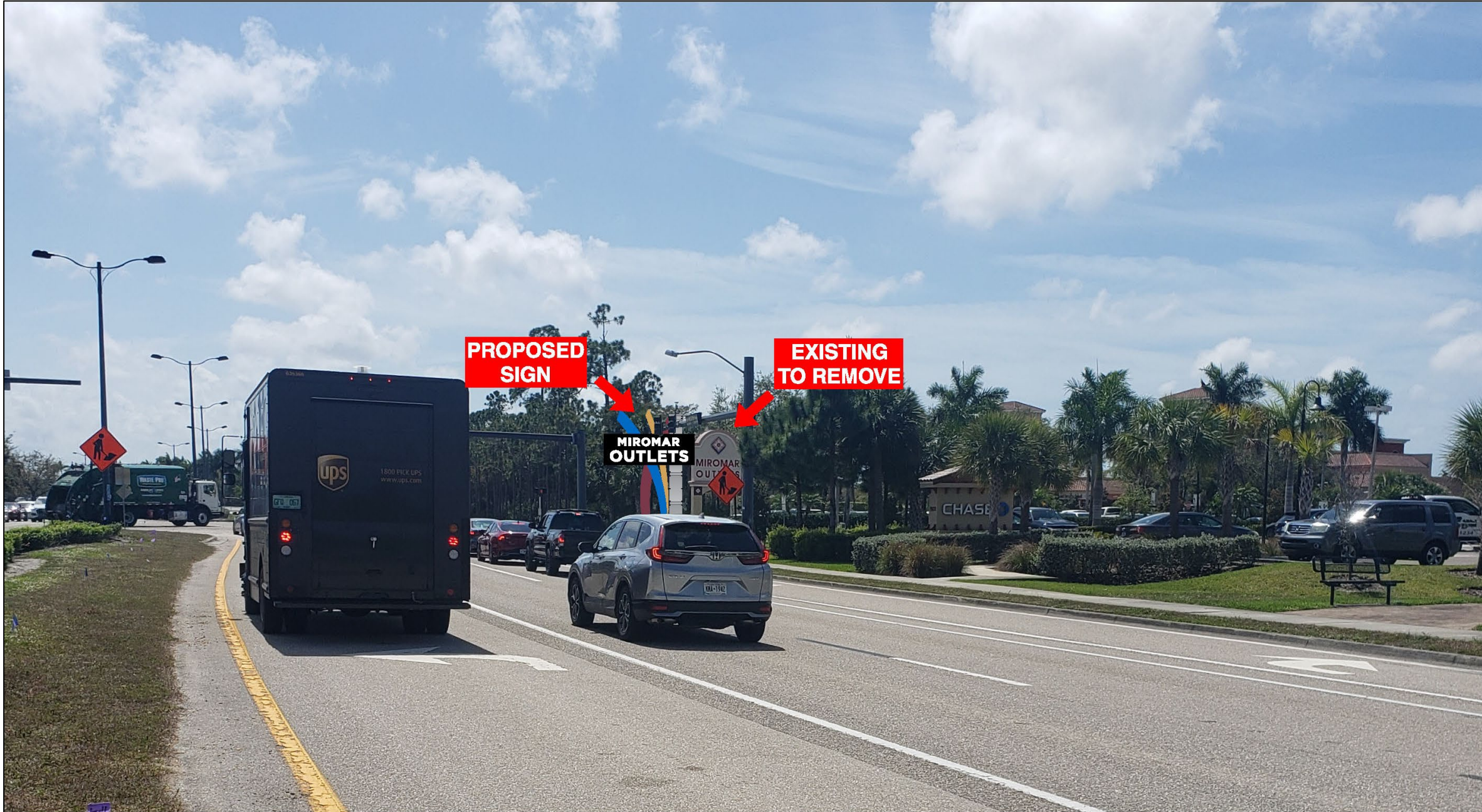
Sign #1



**NORTHBOUND I-75
725' FROM SIGN**

**SIGN #1
Miromar Outlet - I-75**





**SOUTH BOUND
300' FROM INTERSECTION
BEN HILL NORTH**



SIGN #2
Miromar Outlet Drive - NORTH
Adjacent to Ben Hill Griffin



**NORTH BOUND
300' FROM INTERSECTION
BEN HILL NORTH**

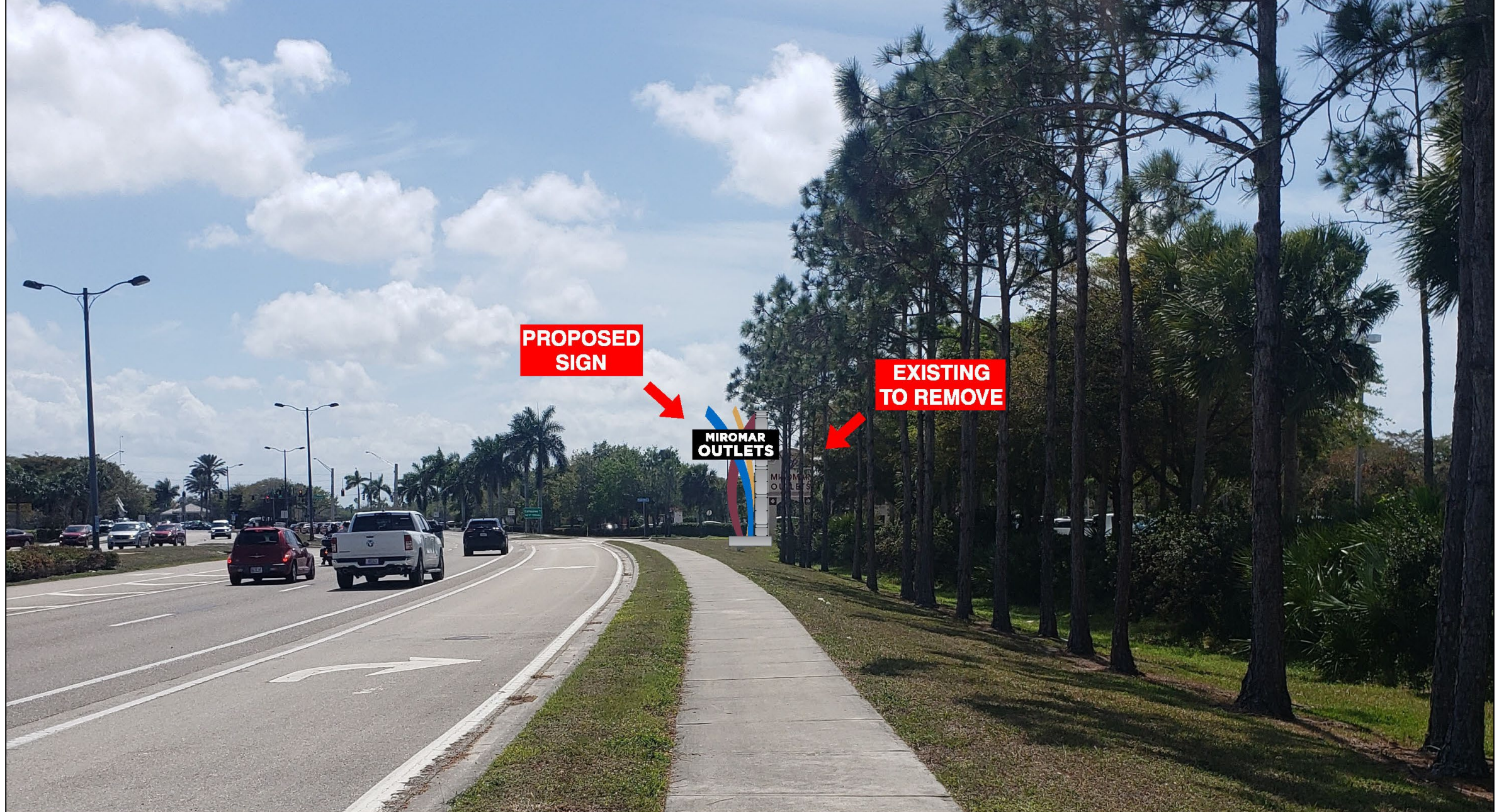


SIGN #2
Miromar Outlet Drive - NORTH
Adjacent to Ben Hill Griffin

Sign #2



SIGN #2
Miromar Outlet Drive - NORTH
Adjacent to Ben Hill Griffin



**SOUTH BOUND
300' FROM INTERSECTION
BEN HILL SOUTH**



**SIGN #3
Miromar Outlet Drive - MID
Adjacent to Ben Hill Griffin**



**EXISTING
TO REMOVE**

**PROPOSED
SIGN**

**NORTH BOUND
300' FROM INTERSECTION
BEN HILL SOUTH**



SIGN #3
Miromar Outlet Drive - MID
Adjacent to Ben Hill Griffin

Sign #3



SIGN #3
Miromar Outlet Drive - MID
Adjacent to Ben Hill Griffin



SIGN NOT VISIBLE



**EAST BOUND
950' FROM INTERSECTION (BEGINNING OF LEFT TURN LANE)
CORKSCREW RD.**



SIGN #4
Miromar Outlet Boulevard - MAIN
Adjacent to Corkscrew Road



**EXISTING
TO REMOVE**

**PROPOSED
SIGN**

← Gulf Coast Town Cntr.
← Hertz Arena
← Fl. Gulf Coast Univ.

BOB'S BARRICADES

**EAST BOUND
300' FROM INTERSECTION
CORKSCREW RD.**



SIGN #4
Miromar Outlet Boulevard - MAIN
Adjacent to Corkscrew Road



**PROPOSED
SIGN**

**EXISTING
TO REMOVE**

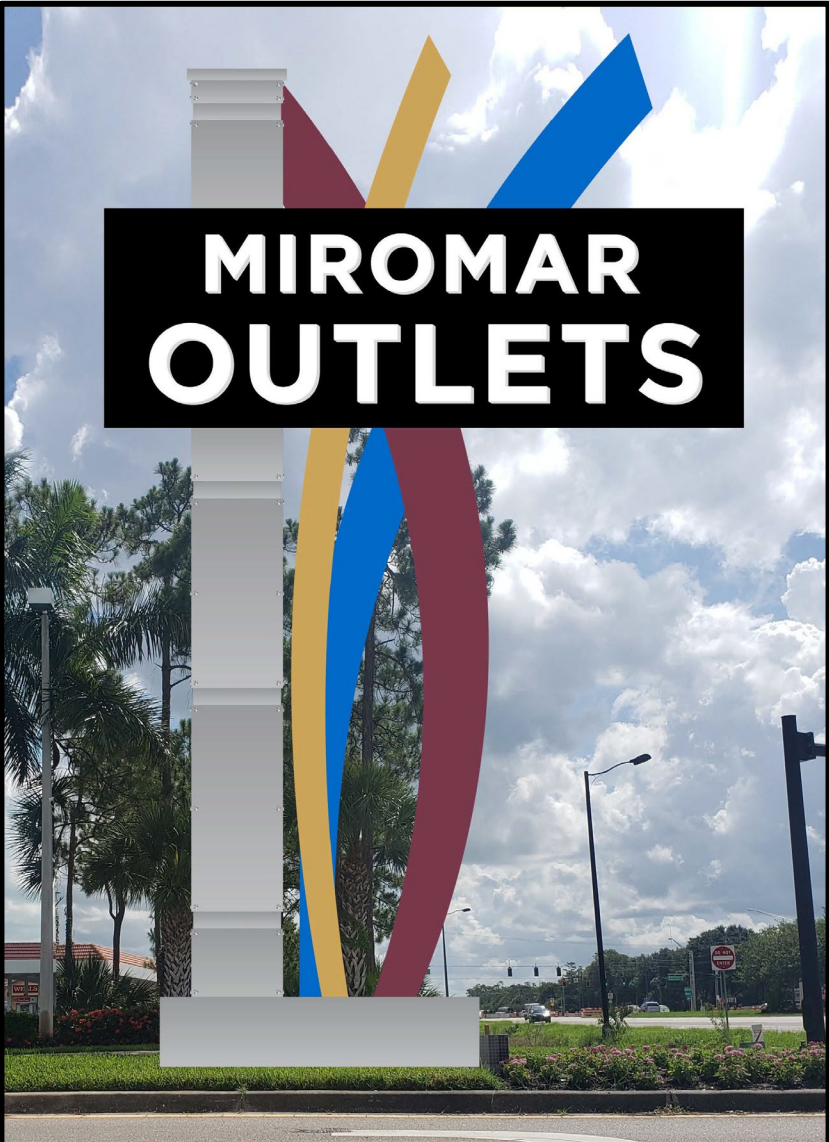
**MIROMAR
OUTLETS**

**WEST BOUND
300' FROM INTERSECTION
CORKSCREW RD.**

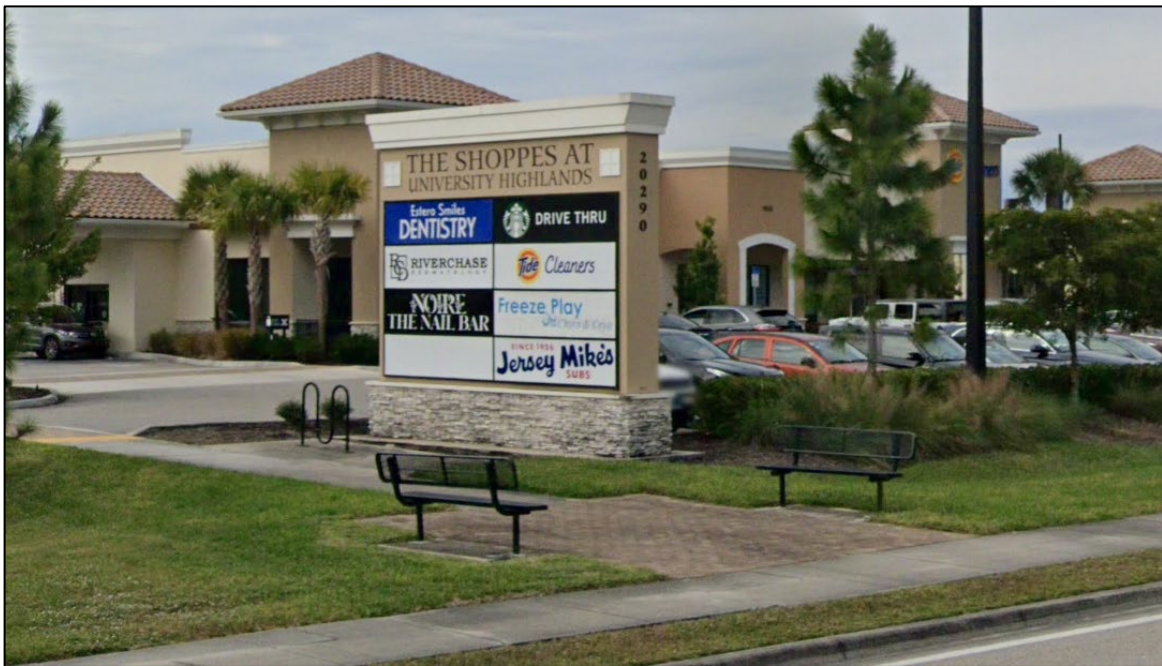


**SIGN #4
Miromar Outlet Boulevard - MAIN
Adjacent to Corkscrew Road**

Sign #4

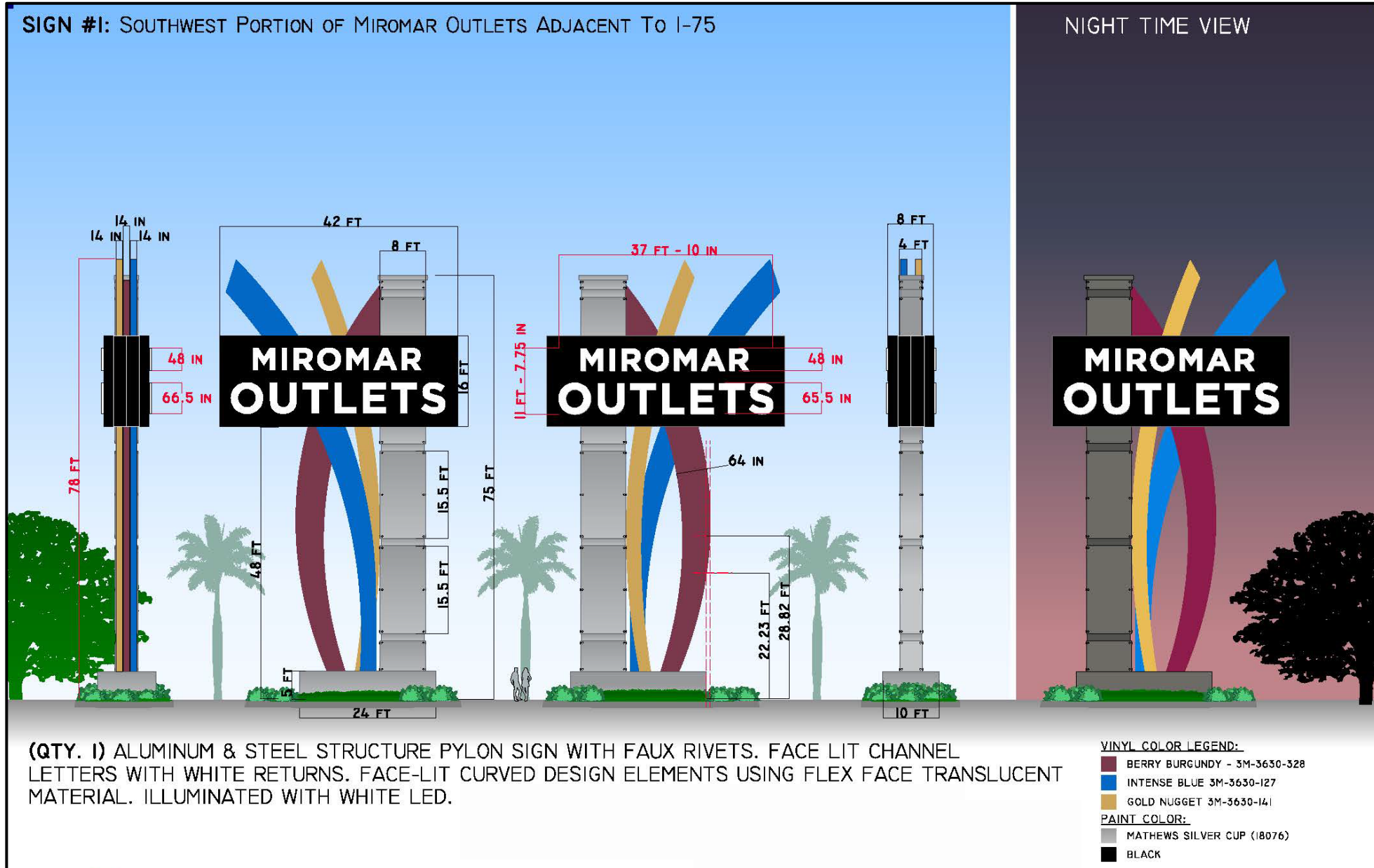


SIGN #4
Miromar Outlet Boulevard - MAIN
Adjacent to Corkscrew Road





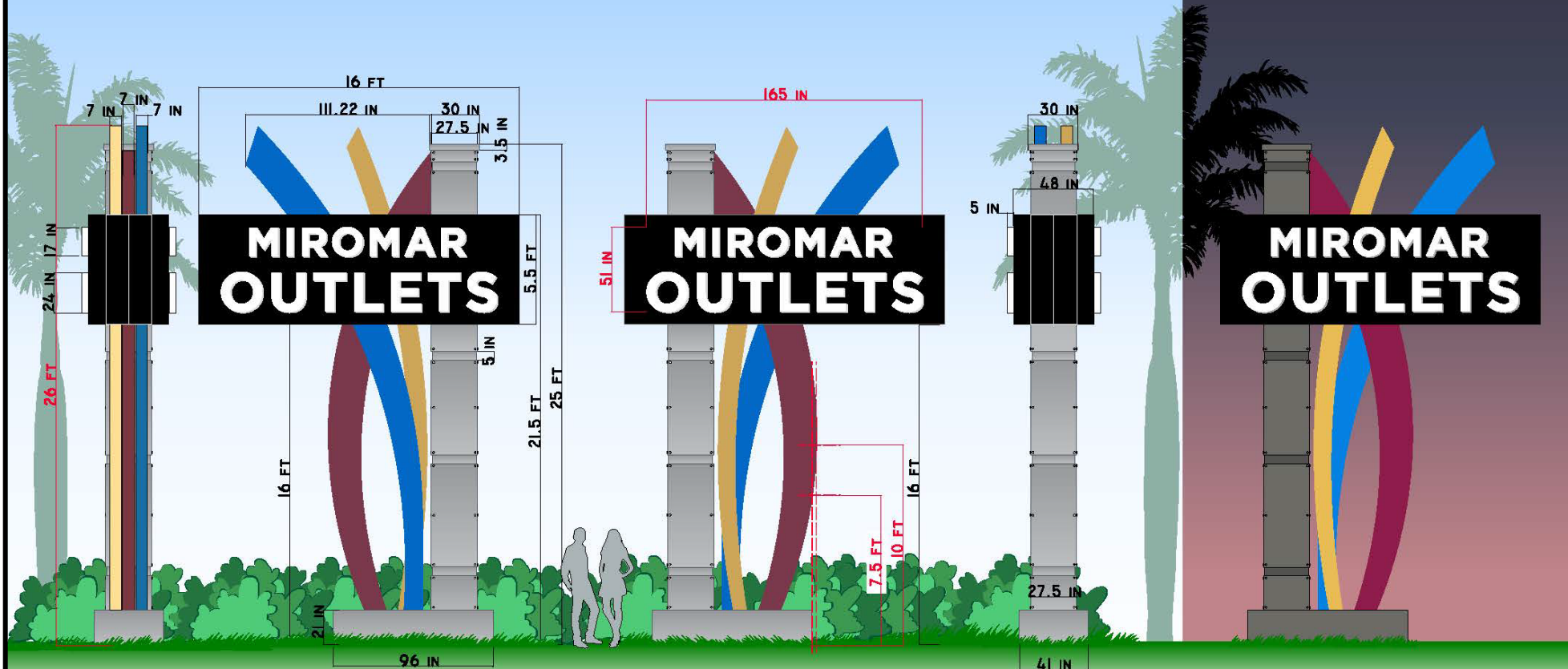
Sign #1 Elevations



Sign #2 Elevations

SIGN #2: INTERSECTION OF MIROMAR OUTLETS DRIVE NORTH & BEN HILL GRIFFIN PKWY.

NIGHT TIME VIEW



(QTY. 1) ALUMINUM & STEEL STRUCTURE PYLON SIGN WITH FAUX RIVETS. FACE LIT CHANNEL LETTERS WITH WHITE RETURNS. FACE-LIT CURVED DESIGN ELEMENTS USING FLEX FACE TRANSLUCENT MATERIAL. ILLUMINATED WITH WHITE LED.

VINYL COLOR LEGEND:

- BERRY BURGUNDY - 3M-3630-328
- INTENSE BLUE 3M-3630-127
- GOLD NUGGET 3M-3630-141

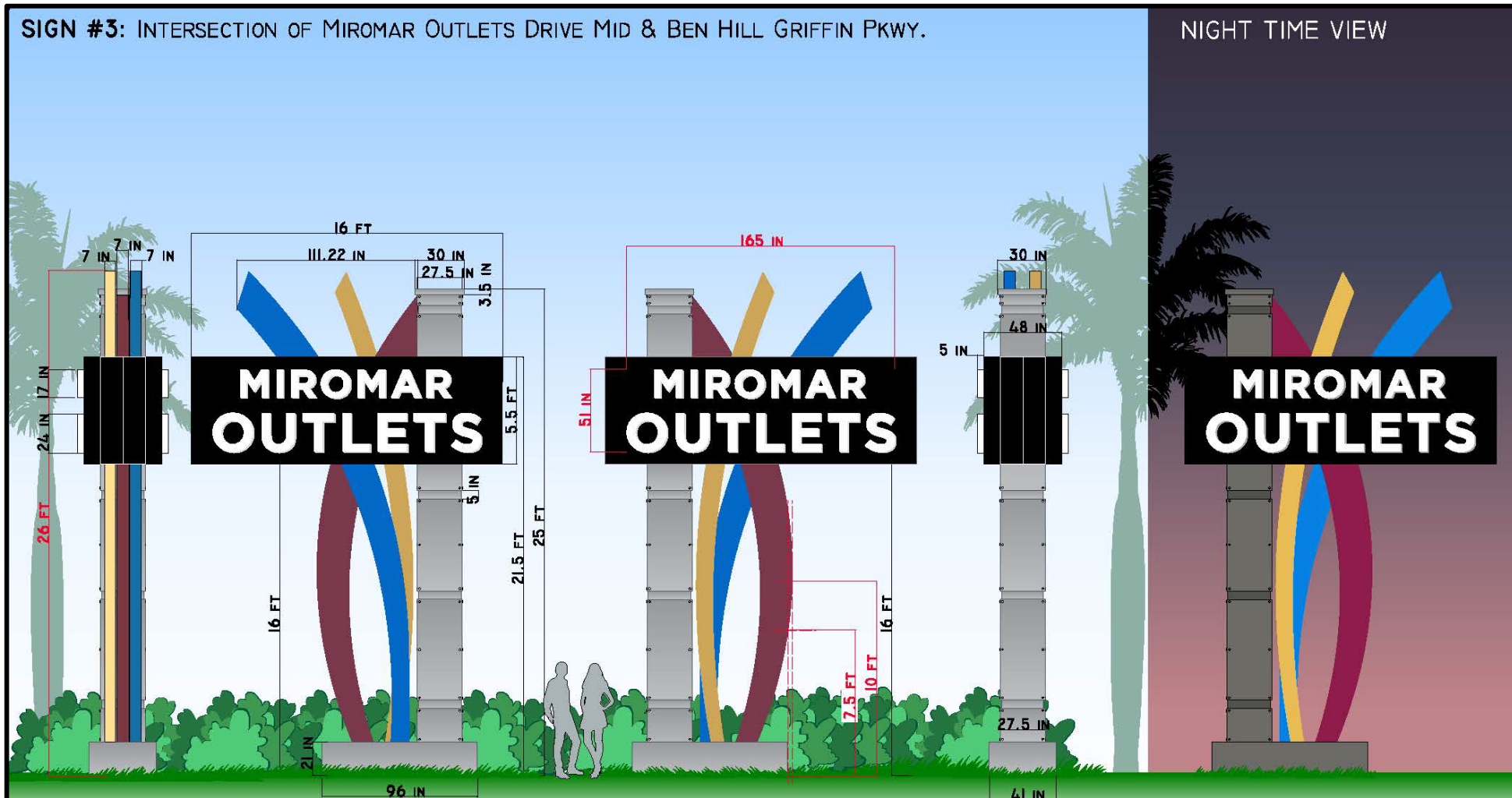
PAINT COLOR:

- MATHEWS SILVER CUP (18076)
- BLACK

Sign #3 Elevations

SIGN #3: INTERSECTION OF MIROMAR OUTLETS DRIVE MID & BEN HILL GRIFFIN PKWY.

NIGHT TIME VIEW



(QTY. 1) ALUMINUM & STEEL STRUCTURE PYLON SIGN WITH FAUX RIVETS. FACE LIT CHANNEL LETTERS WITH WHITE RETURNS. FACE-LIT CURVED DESIGN ELEMENTS USING FLEX FACE TRANSLUCENT MATERIAL. ILLUMINATED WITH WHITE LED.

VINYL COLOR LEGEND:

- BERRY BURGUNDY - 3M-3630-328
- INTENSE BLUE 3M-3630-127
- GOLD NUGGET 3M-3630-141

PAINT COLOR:

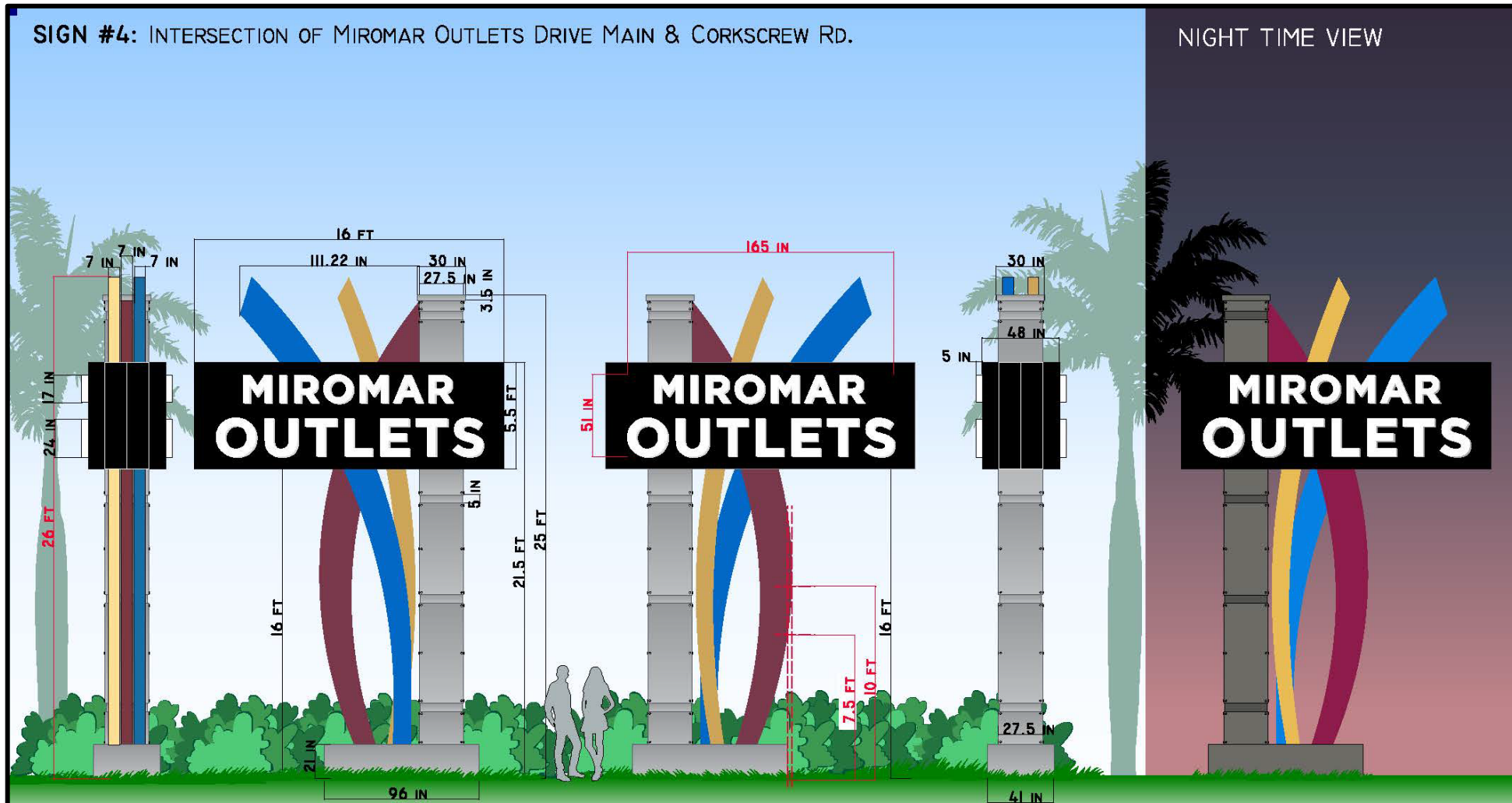
- MATHEWS SILVER CUP (18076)
- BLACK



Sign #4 Elevations

SIGN #4: INTERSECTION OF MIROMAR OUTLETS DRIVE MAIN & CORKSCREW RD.

NIGHT TIME VIEW



(QTY. 1) ALUMINUM & STEEL STRUCTURE PYLON SIGN WITH FAUX RIVETS. FACE LIT CHANNEL LETTERS WITH WHITE RETURNS. FACE-LIT CURVED DESIGN ELEMENTS USING FLEX FACE TRANSLUCENT MATERIAL. ILLUMINATED WITH WHITE LED.

VINYL COLOR LEGEND:

- BERRY BURGUNDY - 3M-3630-328
- INTENSE BLUE 3M-3630-127
- GOLD NUGGET 3M-3630-141

PAINT COLOR:

- MATHEWS SILVER CUP (18076)
- BLACK





Deviation Standards for Village Council Decision

- LDC Sec. 2-506.C.1.B.
- In reaching a decision, the Village Council shall consider whether the proposed deviation will or will not:
 1. Improve the quality of the proposed development under review;
 2. Preserve and promote the general intent of the LDC to protect the public health, safety and welfare;
 3. Be compatible with uses on surrounding property; and
 4. Create an undue burden on essential public facilities.

Deviation Standards for Village Council Decision

- LDC Sec. 2-506.C.1.B.
 1. Improve the quality of the proposed development under review;
 - The proposed revisions to the approved sign package permitted as Deviation (3) will improve the quality of the development. The additional height requested is for the tops of the “outward” embellishments and allows for a more artistic design via varying heights that break up massing and results in a sign that is more visually appealing than the existing monument signs.

Deviation Standards for Village Council Decision

- LDC Sec. 2-506.C.1.B.
- 2. Preserve and promote the general intent of the LDC to protect the public health, safety and welfare;
 - There are two entrances into Miromar Outlets from Ben Hill Griffin Parkway with one sign at each entrance. As adjacent properties have developed and installed new landscaping, and existing landscaping within the center has matured, the landscaping now visually obstructs the existing entrance signs.
 - The existing entry sign on Corkscrew Road is visually obscured to the traveling public by mature landscaping for the center. The sign cannot be seen easily by vehicles traveling eastbound and only becomes visible to westbound traffic as you approach the intersection for the Corkscrew Road entrance.
 - The reduced setbacks will have a positive impact on the public health, safety and welfare of the village by making the signs more visible from the right-of-way to the traveling public.

Deviation Standards for Village Council Decision

- LDC Sec. 2-506.C.1.B.
- 3. Be compatible with uses on surrounding property; and
 - Miromar Outlets is located in a CPD zoning district north of Corkscrew Road between the intersection of Corkscrew Road and I-75; and Corkscrew Road and Ben Hill Griffin Parkway and is designated Transitional Mixed Use on the FLUM. The center is adjacent to commercial development to the north, south, and east.
 - The proposed signs are typical within commercial areas and compatible with adjacent commercial development.

Deviation Standards for Village Council Decision

- LDC Sec. 2-506.C.1.B.
- 4. Create an undue burden on essential public facilities.
 - The proposed amendment will not create a burden on public facilities.

Conclusion

- The proposed amendments are consistent with the Transitional Mixed Use category in the Comprehensive Plan. The proposed signage will improve the quality and appearance of the existing development with the redesign of the signs. The reduced setback will have a positive impact on the public health, safety, and welfare of the village by making the signs more visible from the right-of-way.