



Development Services Department

Publix Supermarkets, Inc. Sign Waiver

February 6, 2024

Publix Supermarkets, Inc. – Sign Waiver

Request:

- *Permission to install 15 temporary banner signs*

Code:

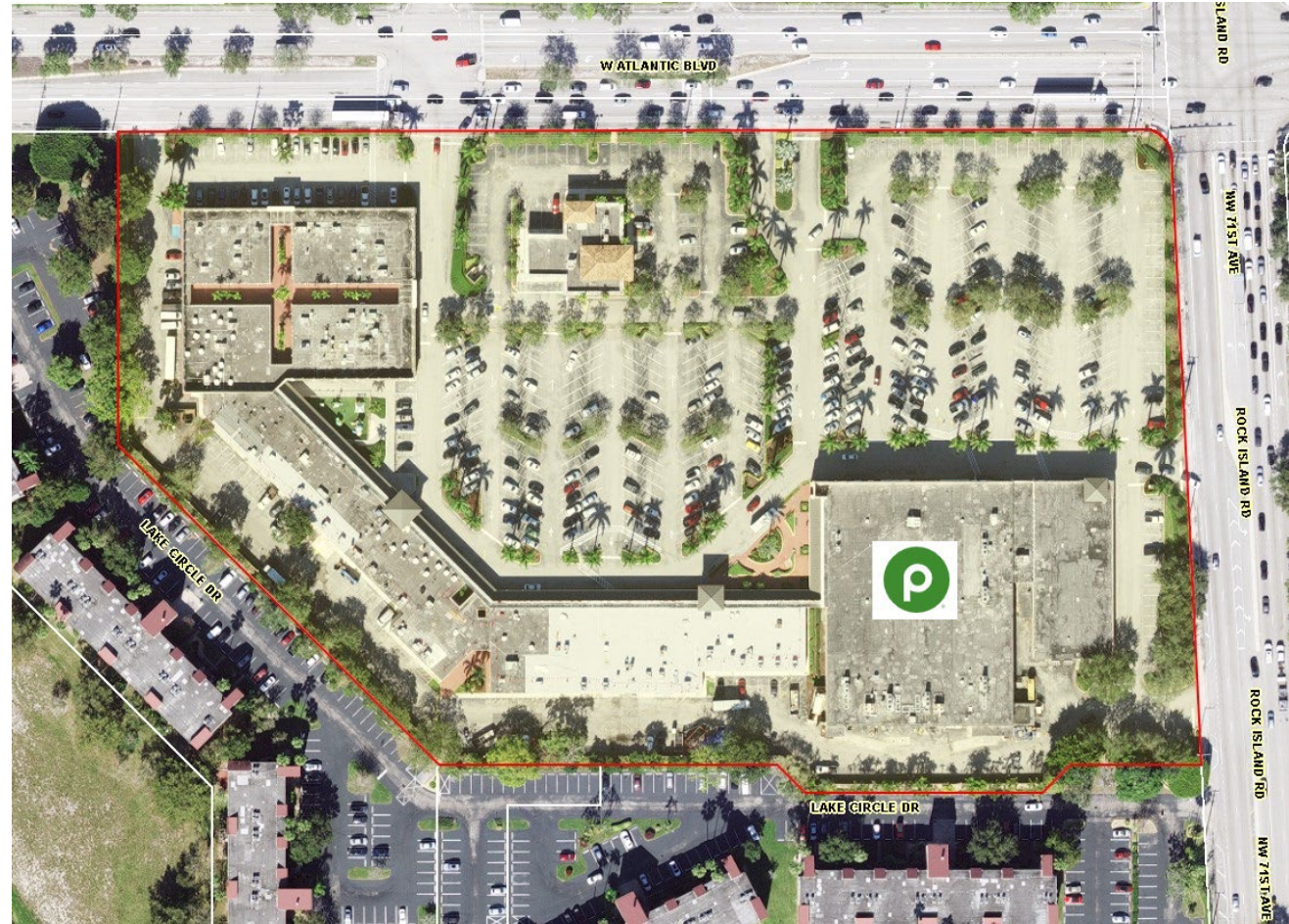
- *Banner signs generally prohibited**
- *Limit of 5 temporary signs of each type*



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Subject Property:

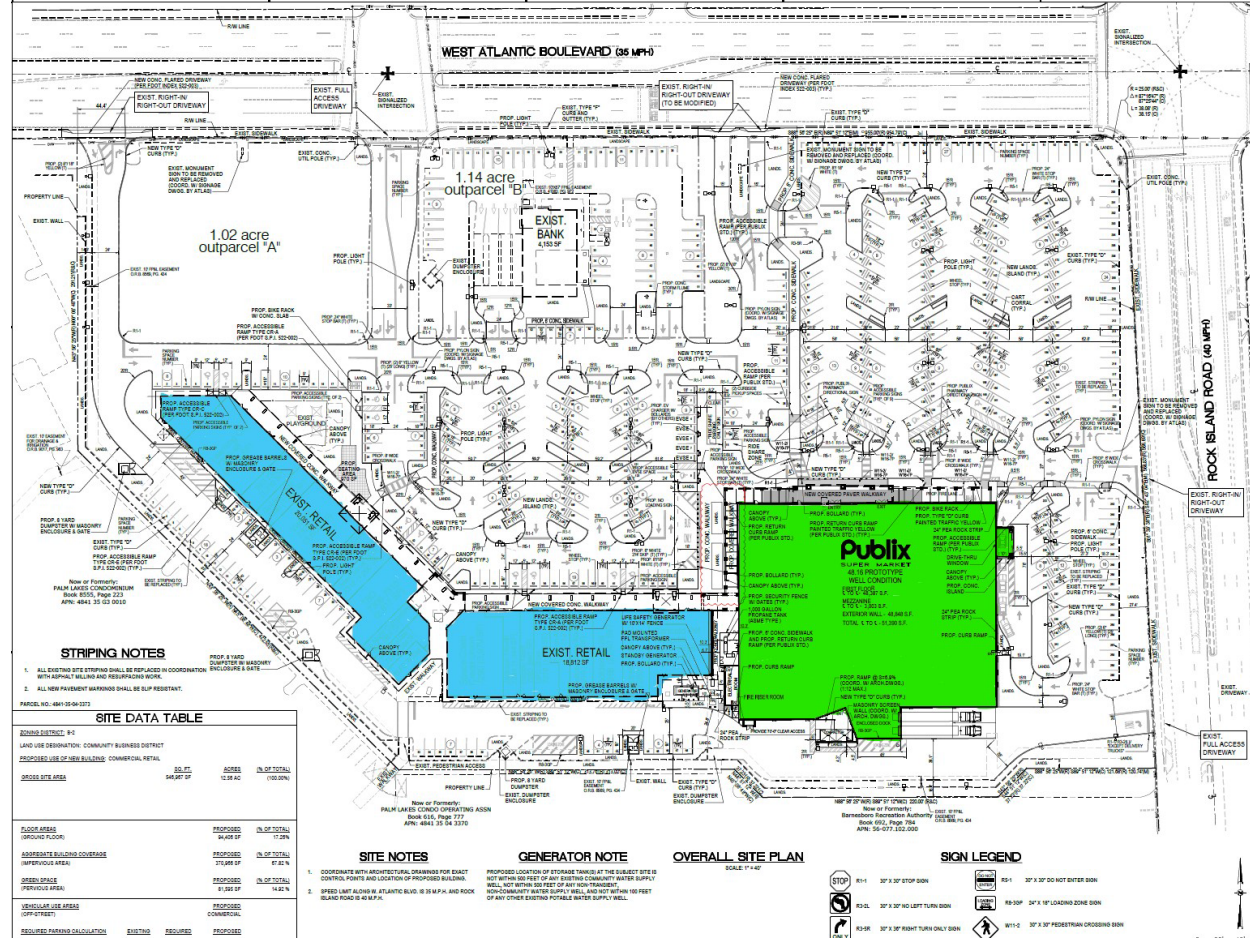
- *Commercial land use*
- *B-2 Community Business zoning*
- *7210 – 7388 W Atlantic Blvd*
- *12.59 acres*



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Proposed:

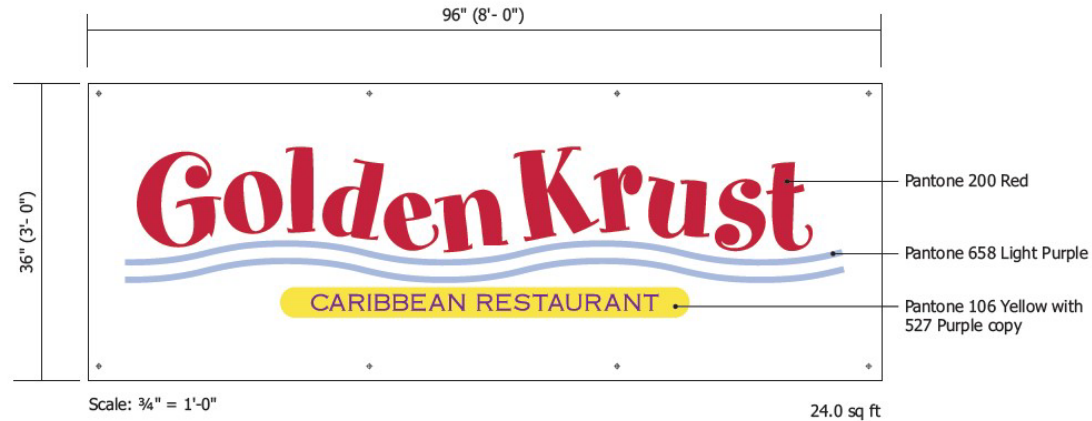
- Demolish 21,717 sq. ft.
- Create 1-acre outparcel
- Roof/Façade - **internal tenants**
- New **Publix** store
- Adjustments to parking lot



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Proposed:

- 24 sq. ft. banner signs
- Business logo/logotype*

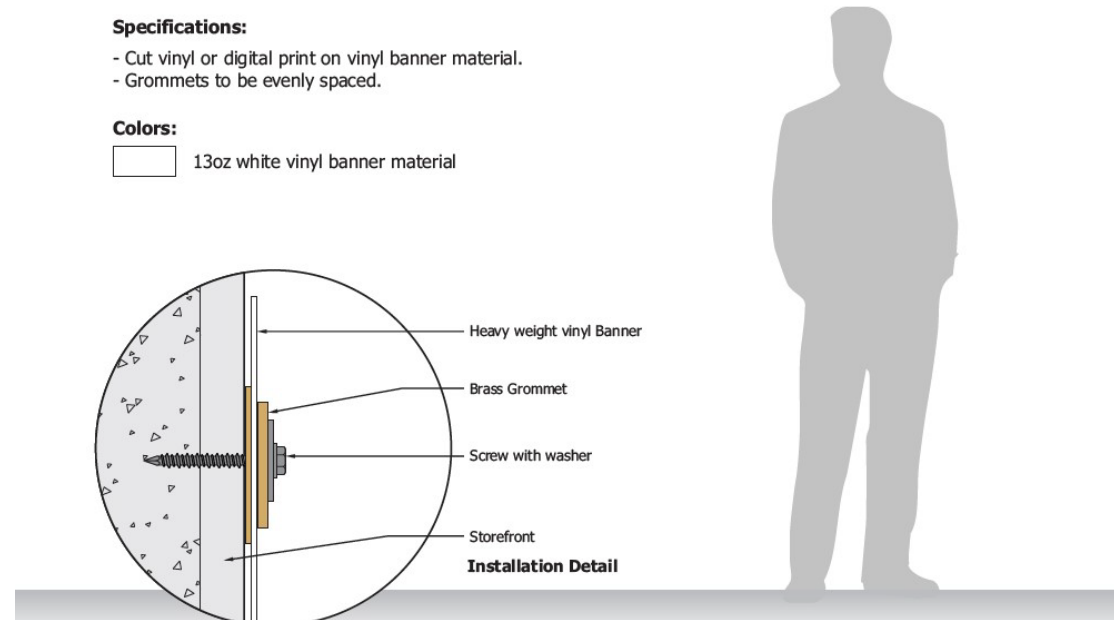


Specifications:

- Cut vinyl or digital print on vinyl banner material.
- Grommets to be evenly spaced.

Colors:

- 13oz white vinyl banner material



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Waiver Criteria:

- 1) *There is something unique about the building or site configuration that would cause the signage permitted by this article to be ineffective in identifying a use or structure that would otherwise be entitled to a sign.*
- 2) *The granting of a waiver is not contrary to the intent of the sign code, the aesthetics of the area, or does not create a nuisance or adversely affect any neighboring properties.*
- 3) *Literal enforcement of this article would result in unreasonable and undue hardship upon the petitioner.*



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STAFF RECOMMENDS APPROVAL

