

### Description of Request:

McDonald's is requesting permission to deviate from Section 15-8(5) a.3 of the City Code to increase the permitted sign area of a ground sign at the subject property to 156.5 square feet, an increase of 99.25 square feet.

### Reason for Request:

The McDonald's located at 7001 Okeechobee Road was developed in 1983. It currently has an existing sign that is 33 feet tall and an actual sign area of 213.61 square feet plus the reader board. This sign is located on Okeechobee Road.

The City implemented a change to the code and created an *I-95 and turnpike special sign district*. This McDonald's is located within this area and they are eligible for a 50-foot sign. McDonald's would like to upgrade the sign and the new proposed sign would be located in the sign location as the current sign.

The code states that a business is allowed one square foot for every three (3) linear feet of main street frontage, up to a maximum of 300 square feet. The McDonald's has 171.75 linear feet of frontage so they are allowed 57.25 square feet of sign area. They are not given any credit for the 363.23 feet of frontage along the easement road area. The actual size of the new proposed sign is 54 square feet. When the sign is boxed it becomes 156.5 square feet, however, 102.5 feet is open air.

It should be noted that there is another sign located at the corner of Okeechobee Road and the access easement that services The Three Palms Hotel. A picture is attached and it should be noted that McDonald's is not on this sign. It is a non-conforming sign that is located on McDonald's property. It is our belief that this sign was there when McDonald's purchased the property.

### Alterations made to the site since purchased:

An update of the restaurant was recently completed in March 2014. The building was modified to meet the new prototype for McDonald's. The site was upgraded and an additional drive thru was added to enhance traffic circulation. All of the landscaping was upgraded as well.