



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Memorandum

File #: 19-00216

Community Redevelopment Agency 5/13/2019

ACTION ITEM

SPONSOR: Jewel Cannada-Wynn, Chairperson

SUBJECT:

APPROVAL OF DELUNA'S CHAT AND CHEW SIGNAGE

RECOMMENDATION:

That the Community Redevelopment Agency (CRA) authorize DeLuna's Chat and Chew LLC to replace the signage on the Plaza de Luna Concession and Restroom Facilities according to the design and specifications provided.

SUMMARY:

On August 7, 2017, the Community Redevelopment Agency (CRA) approved a Concessions Agreement with DeLuna's Chat and Chew LLC to operate the Plaza de Luna Concession and Restroom Facilities. The concessionaire is requesting authorization to replace the existing signage to reflect a change to the company's logo. The specifications and design of the proposed signage is attached. Per the Concessions Agreement, the concessionaire must receive written consent from the CRA prior to making any improvements to the building. In addition, due to the building's location within the Waterfront Redevelopment District, the signage was subject to abbreviated aesthetic review by the Planning Board. The Planning Board granted aesthetic approval on April 3, 2019. The CRA is asked to authorize DeLuna's Chat and Chew to replace the signage according to the design and specifications provided.

PRIOR ACTION:

August 7, 2017 - The CRA approved a Concessions Agreement with DeLuna's Chat and Chew LLC to operate the Plaza de Luna Concession and Restroom Facilities.

FUNDING:

N/A

FINANCIAL IMPACT:

None.

CITY ATTORNEY REVIEW: Yes

5/1/2019

STAFF CONTACT:

M. Helen Gibson, AICP, CRA Administrator
Victoria D'Angelo, Assistant CRA Administrator

ATTACHMENTS:

- 1) Existing Sign
- 2) Proposed Design and Specifications
- 3) Planning Board Aesthetic Approval

PRESENTATION: No