



**CITY OF DANIA BEACH  
COMMUNITY DEVELOPMENT DEPARTMENT  
STAFF REPORT**

**DATE:** November 23, 2010  
**TO:** Robert Baldwin, City Manager *Robert Baldwin*  
**VIA:** Robert Daniels, Director  
**FROM:** Corinne Lajoie, AICP, Principal Planner *CLJ*  
Kristin Dion, Planner *KD*

**SUBJECT:** **VA-42-10** - The applicant, Emerson Allsworth, P.A., representing Cohen Brothers Development Corp. of Florida LLC & Design Center of the Americas, LLC, is requesting a variance to the Dania Beach Land Development Code Part 5 "Signage and Design Regulations", Article 505 "Sign Regulations", Section 505-140 "Special signage regulations by location or type of use" to allow a 672 square foot pole sign located at 1875 Griffin Road.

**PROPERTY INFORMATION:**

EXISTING ZONING	Commercial (C-4)
LAND USE	Commercial

The subject property is the Design Center of the Americas (DCOTA), located at the southeast corner of Interstate 95 and Griffin Road. The applicant is requesting to install a 50 foot high, 672 square foot digital pole sign on the site adjacent to Interstate 95. The Unified Land Development Code, Section 505-140, permits commercial office complexes within 1000 feet of Interstate 95 and with 80,000 square feet or more of fully enclosed area to erect one pole sign up to 48 square feet in area. Furthermore, upon adoption of the proposed text amendment, RZ-39-10, digital signs will be permitted where pole signs are allowed subject to the conditions provided in the proposed text amendment. Among the several conditions required, the messages must be limited to the establishment, merchandise, service or entertainment which is furnished on the property that the sign is located. The only exception provided is to allow the City of Dania Beach to display emergency messages to provide public information concerning natural disasters, severe weather alerts, Amber Alerts, and other such emergency situations.

The applicant is requesting a variance to install a 14 foot high by 48 foot wide digital sign, totaling 672 square feet, with an overall height of 50 feet. The proposed sign exceeds the permitted 48 square foot sign area by 624 square feet. The applicant states that the DCOTA site is unique in comparison to other sites with a C-4 zoning designation within the City as it is comprised of multiple buildings on approximately 33 acres. The site has only one access point, which is from Griffin Road. The western property line, which is approximately 1,973 feet long, is adjacent to Interstate 95. The applicant states that the majority of visitors are not local and the site's limited visibility and access creates a hardship.

Therefore, the applicant feels that this is the minimum signage necessary to alleviate the hardship and provide better visibility for those traveling to the property.

Additional activity on the property has occurred recently, including submittal of a building permit application for a new gate house and parking surface improvements at the site which was approved by staff on September 2, 2010. The permit is yet to be picked up by the applicant; the outstanding permit fee totals approximately \$21,000.

Variances may be granted when the applicant will not receive any special privilege that is denied to other lands, buildings, or structures in the same zoning district. Considering that there are no comparable properties in the City with regard to size, number of businesses, and total employment, staff is in support of this request provided the digital sign complies with the regulations set forth in the Unified Land Development Code.

**STAFF RECOMMENDATION**

Staff recommends approval of the variance request noting that the digital sign must comply with the regulations set forth in the Unified Land Development Code.