



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

**DATE** March 22, 2011

**TO** Robert Baldwin, City Manager

**VIA:** Robert Daniels, Director *Robert Daniels*

**FROM:** Corinne Lajoie, AICP, Principal Planner *CA Lajoie*

**SUBJECT** TX-05-11 - The applicant, the City of Dania Beach, is requesting to amend the OneCode, Unified Land Development Regulations, by creating a new zoning overlay district entitled Design District Overlay, as well as other text amendments to the Land Development Code (SECOND READING).

**TEXT AMENDMENTS**

To provide for the creation of a Design District Overlay.

On June 7, 2010, Alan Levy, owner of the Dania Beach Design and Marine Center, located on the north side of Stirling Road, met with members of the Community Development Department, the Executive Director of the CRA and the Director of the Dania Beach Chamber of Commerce to discuss establishing a Design District along Stirling Road. Since that time, staff has researched design districts throughout the country. As interest has grown, we have continued to meet with larger groups of property and business owners to share ideas and gain support for establishing a design district.

On November 23, 2010, Craig Urbine, a business owner on the south side of Stirling Road, spoke at the City Commission meeting under citizen comments to request support of the City Commission for the creation of the Design District. The City Commission supported the request.

In January 2011, staff circulated a draft version of the proposed text amendment establishing the Design District Overlay to all participating business and property owners.

**TEXT AMENDMENT**

The proposed design district will include properties located on the north and south side of Stirling Road east of the Bryan Road canal to SW 12 Avenue. The property on the north side of Stirling Road is located within the Community Redevelopment Agency (CRA). The Executive Director of the CRA has participated in several meetings and is in support of the text amendment.

The district is intended to encourage compatible multi-use developments while creating a master-planned style environment. Shared/cross access, parking & pedestrian amenities are encouraged. The text amendment allows for a district identification

monument sign as well as district identification banners which may be used throughout the overlay. A recurring special event application is encouraged, as are public displays of art.

The Design District Overlay is anticipated to be used as a marketing tool for the City to attract people to businesses within the district. Once here, it is hoped that the people will stay to shop, dine and visit before leaving the city. There are also properties surrounding the proposed Design District that are compatible in use and may be incorporated into the district over time, allowing for future expansion.

**CITY COMMISSION PREVIOUS ACTION**

On March 9, 2011 the City Commission approved the text amendment on first reading.

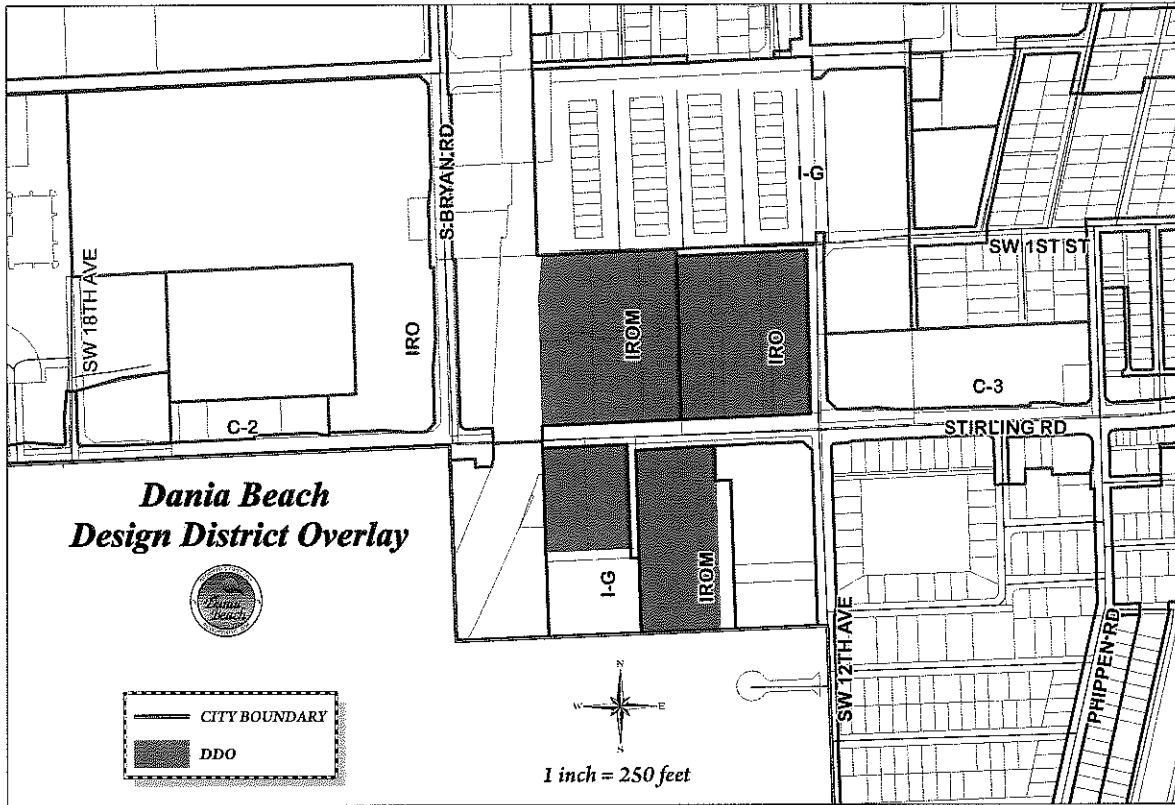
**PLANNING AND ZONING BOARD RECOMMENDATION**

On February 16, 2011 the Planning and Zoning Board, sitting as the Local Planning Agency, recommended approval of the proposed text amendment.

**STAFF RECOMMENDATION**

Approve.

EXHIBIT 'A'



**Lajoie, Corinne**

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**From:** Lajoie, Corinne  
**Sent:** Friday, January 07, 2011 3:11 PM  
**To:** 'Victoria Payne'; 'alberto@ckholdinggroup.com'; 'freddyb@hmdevelopment.net'; 'mjones@levyrai.com'; 'alevy@levyrai.com'; 'curbine@floralecstasy.com'  
**Cc:** Earle, Jeremy; Daniels, Bob  
**Subject:** Dania Beach Design District Overlay  
**Attachments:** Design District Overlay.doc

Good afternoon,

I am happy to inform you that we have completed the first draft of the Dania Beach Design District Overlay regulations which are attached. Please be aware that this is a draft and we are asking for your comments to ensure the regulations meet the business and property owners needs. Please feel free to distribute to others. I would like to have all comments back to me by January 24, 2011. This will allow staff to reconvene to review your comments and make any necessary changes.

Our next steps will be to bring the Dania Beach Design District Overlay regulations to the Planning and Zoning Board and to the City Commission for two readings before it can be adopted. I will keep you updated as to when these public meetings will occur as we get closer.

If you would like to speak to me directly, I can be reached at (954) 924-6805 extension 3704.

Thank you all for you assistance.

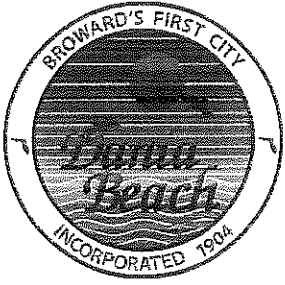
Corinne Lajoie, Principal Planner

**Dania Beach Mission Statement**

"Dania Beach is committed to providing a unique small-town quality of living for all of its residents and guests.

We do so by maintaining beautiful neighborhoods and vibrant commercial centers throughout the City while

being fiscally responsible and having a diverse population and business community."



# City of Dania Beach FLORIDA

December 9, 2010

Levy Realty Advisors, Inc.  
Alan Levy, Broker/President  
4901 NW 17 Way, Suite 103  
Ft. Lauderdale, FL 33309

Craig Urbine  
Floral Ecstasy  
1211 Stirling Road, Suite 105  
Dania Beach, FL 33004

RE: Establishment of a Dania Beach Design District Overlay.

Dear Gentleman:

After preliminary meetings between staff and the owners of the Dania Beach Design and Marine Center a subsequent meeting was held on November 17, 2010 with members of City staff, yourselves and several business owners regarding the creation of a Design District within the Community Redevelopment Agency (CRA). At that meeting it was made clear to City staff that the creation of such district is in response to the desire of several of the business owners. As such, realizing the creation of a Design District in Dania Beach will be a merchant driven endeavor, Dania Beach Chamber of Commerce, CRA and City support the request.

This letter is to inform you that the City and CRA staff are working together to create regulations allowing the creation of a Design District in the City of Dania Beach. This effort will be in conjunction with the many efforts of the CRA and City to date, which include the recent marketing and branding the CRA has begun by retaining a marketing company and the landscape project proposed for the City's Water Treatment Plant frontage on Stirling Road.

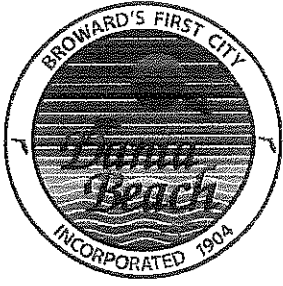
I will be in touch with you in a couple of weeks to let you know of our progress. In the mean time, please feel free to contact me at (954) 924-6805 extension 3640 if you have any questions.

Sincerely,

  
Robert Daniels, Director  
Community Development

CC: Corinne Lajoie, AICP, Principal Planner  
Jeremy Earle, Executive Director of the Community Redevelopment Agency  
Victoria Payne, Director, Dania Beach Chamber of Commerce

"Broward's First City"



# City of Dania Beach

## FLORIDA

October 19, 2010

Greater Dania Beach Chamber of Commerce  
Victoria Payne, Executive Director  
P. O. Box 1017  
Dania Beach, FL 33004

**RE: Establishment of a Dania Beach Design District.**

Dear Ms. Payne:

On June 7, 2010 Bob Daniels and I attended a meeting with yourself, Allen Levy from the Dania Beach Design and Marine Center and his sons where they expressed a desire to establish a Design District. Shortly after that meeting Bob and I drove around the area initially proposed by Allen Levy for the design district. Based on continuity, and mix of uses, Bob and I agreed that the parameters of the Design District should be located east of Interstate 95.

Since that initial meeting the Community Development staff has been able to research other design districts including Naples, Miami, Doral, Dallas and others. We have found that most of these districts have a separate agency or department working for them providing support staff to doing things such as event planning, advertising, membership notices and meetings. However, we have been able to compose a list of things Community Development can provide that we believe would be beneficial to a Design District. These ideas include:

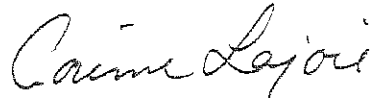
- more lenient sign regulations;
- a specialized list of permitted uses;
- a master sign program for the district;
- unique parking standards;
- special event permitting; and
- art in public places program.

As part of our research, on August 20, 2010, (right after the Chamber event at White Space) I contacted Allen Levy via e-mail asking him if he had found tenants wanting to occupy his properties that the City had turned away because the zoning does not permit the use and, if so, what uses he would like to see encouraged in our proposed design district. He responded that he had to get with his team and would reply back. I haven't yet heard from him. I was hopping to get a little more direction from him so I can be sure what we are thinking about really meets his needs.

"Broward's First City"

At this point I would like to meet again with yourself and Mr. Levy to discuss further the research we have conducted to date. I will be in contact with you to schedule this meeting. In the mean time, please feel free to contact me at (954) 924-3640 if you have any questions.

Sincerely,

A handwritten signature in cursive script that reads "Corinne Lajoie".

Corinne Lajoie, AICP  
Principal Planner

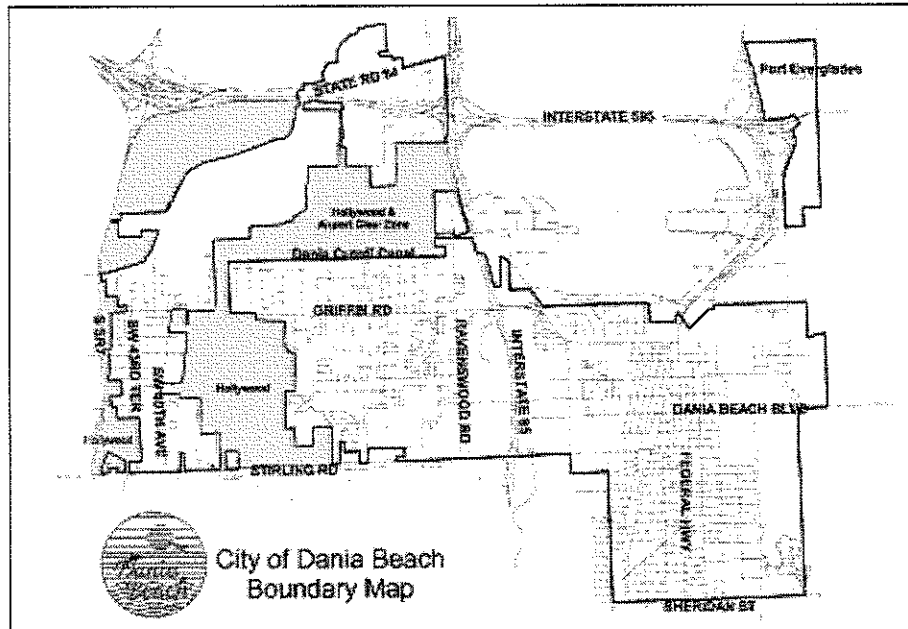
CC: Bob Daniels, Director, Community Development Department Director  
Jeremy Earle, Executive Director of the Community Redevelopment Agency  
Allen Levy, Dania Beach Design and Marine Center

# TX-05-11 - TEXT AMENDMENT NOTICE OF PUBLIC HEARING CITY OF DANIA BEACH

NOTICE IS HEREBY GIVEN that a public hearing will be held before the Dania Beach City Commission on Tuesday, March 22, 2011 at 7:00 p.m., or as soon thereafter as possible in the Dania Beach City Commission Room, Administrative Center, 100 West Dania Beach Blvd., Dania Beach, Florida 33004, for the purpose of hearing any comments which might be made to the following request:

TX-05-11 - The City of Dania Beach is requesting to amend the Land Development Regulations by creating a new zoning overlay district entitled Design District Overlay, as well as other text amendments to the Land Development Code.

AN ORDINANCE OF THE CITY OF DANIA BEACH, FLORIDA, TO AMEND THE LAND DEVELOPMENT CODE BY CREATING ARTICLE 316 "DESIGN DISTRICT OVERLAY" IN ORDER TO PROVIDE SUPPLEMENTAL STANDARDS FOR DEVELOPMENT AND REDEVELOPMENT IN SUPPORT OF THE DESIGN INDUSTRIES WITHIN THE CITY; AMENDING ARTICLE 505 "SIGN REGULATIONS" TO AMEND CERTAIN SIGN REGULATIONS IN ORDER TO PROVIDE FOR CONSISTENCY WITH THE SUPPLEMENTAL SIGN REGULATIONS OF THE DESIGN DISTRICT OVERLAY; PROVIDING FOR ADOPTION OF A MAP OF THE DESIGN DISTRICT OVERLAY AREA; PROVIDING FOR CONFLICTS; PROVIDING FOR SEVERABILITY; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.



Copies of the proposed text change is available for viewing in the Community Development Department, 100 West Dania Beach Blvd., Dania Beach, Florida between the hours of 8:00 a.m. and 4:00 p.m., Monday - Friday please call (954) 924-6805 x3645 for more information. Interested parties may appear at the public hearing and be heard with respect to the proposed petition.

In accordance with the Americans With Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the City Clerk's office, 100 W. Dania Beach Blvd, Dania Beach, FL 33004, (954) 924-6800 x3623, at least 48 hours prior to the meeting.

Please be advised that if a person decides to appeal any decision made by the Local Planning Agency, the Planning and Zoning Board or the City Commission with respect to any matter considered at this hearing, such person will need a verbatim record of the proceedings and for this purpose such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The city does not provide or prepare such record pursuant to f.s. 286.0105.

Lou Ann Patellaro  
Building and Planning Operations Mgr. Published: Friday, March 11, 2011