



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

**DATE:** December 13, 2011

**TO:** Robert Baldwin, City Manager

**VIA:** Robert Daniels, Director

**FROM:** Kristin Dion, AICP, City Planner *KD*  
Corinne Lajoie, AICP, LEED Green Associate, Principal Planner *CL*

**SUBJECT:** **VA-41-11:** The applicant, Anchor Sign, Inc., on behalf of Sormi, Inc. is requesting a wall sign variance for a new Dollar Store proposed at 308 East Dania Beach Blvd.

**VARIANCE**

To allow a 131.47 square foot sign that is 42 inches in height and 37.5 feet in length; code permits a maximum size of 73.75 square foot sign with a maximum height of 24 inches and a maximum length of 30 feet. Section 505-140(c)(7).

**PROPERTY INFORMATION**

EXISTING ZONING:	East Dania Beach Boulevard Mixed Use (EDBB-MU)
LAND USE DESIGNATION:	Regional Activity Center (RAC)
OVERLAY DISTRICTS:	Community Redevelopment Agency (CRA) Principal Arterial Design Standards

The site is located within the Meadowbrooks Square shopping center on the south side of East Dania Beach Boulevard. The City's sign regulations permits one square foot for each linear foot, with a maximum of 75 square feet regardless of tenant width. This particular unit is 73.75 feet wide, and therefore code permits a maximum size sign of 73.75 square feet.

The shopping center has multiple tenants, with Winn Dixie as the major anchor. The subject space was previously occupied by CVS. The tenant space is located approximately 410 feet from the street. The applicant states that the City permitted signage dimensions would not provide adequate visibility from this distance. The applicant believes that the tenant space is much larger than the other tenants and it is another anchor. The applicant states a larger sign is proportionate to the larger façade of this space. The anchor tenant, Winn Dixie has a pre-existing sign which is 4 feet in height and 44.5 feet in length. Therefore, the proposed sign is not disproportionate to other shopping center signage. However, the remaining tenants have individual channel letter signage that complies with city regulations. In addition the previous tenant, CVS, had a sign which was 24 inches in height and 17.25 feet in length, totaling 34.5 square feet, which was permitted in 2008. The Dollar Tree will also have a panel sign in the shopping center's monument sign.

In accordance with Section 625-40 of the ULDC, variances may be granted when:

- (1) Special conditions and circumstances exist which are peculiar to the land, structure or building involved and which are not applicable to other lands, structures or buildings in the same zoning district;
- (2) The special conditions and circumstances do not result from the actions of the applicant;
- (3) Granting the variance requested will not confer on the applicant any special privilege that is denied by this code to other lands, buildings or structures in this same zoning district;
- (4) Literal interpretation of the provisions of this code would deprive the applicant of rights commonly enjoyed by other properties in the same zoning district under the terms of this code and would work unnecessary and undue hardship on the applicant;
- (5) The variance granted is the minimum variance that will make possible the reasonable use of the land, building or structure; and
- (6) The variance granted will be in harmony with the general intent and purpose of this Land Development Code, and that such variance will not be injurious to the area involved or otherwise detrimental to the public welfare.

The CRA Director has reviewed this application and recommends denial for the following reasons:

1. The sign would be twice the size of the CVS signage that was there before. The sign would be almost as large as Winn Dixie which is the main anchor in that plaza.
2. The Dollar Tree name will also be on the monument sign for the plaza; therefore people will know that they're located in the plaza.
3. The signage which meets code on the other tenant spaces in the plaza can be viewed easily from the roadway.

#### **STAFF RECOMMENDATION**

Denied



City of Dania Beach, Florida  
 Department of Community Development  
 Planning and Zoning Division  
 (954) 924-6805 X3643  
 (954) 922-2687 Fax

**Standard Development Application**

- Administrative Variance
- Land Use Amendment
- Plat
- Rezoning
- Site Plan
- Special Exception
- Variance
- Other: \_\_\_\_\_



Date Rec'd: 11/10/11  
 Petition No.: VA-46/11

(SEE APPLICATION TYPE SCHEDULE ON PAGES 3 & 4)

**THIS APPLICATION WILL NOT BE ACCEPTED UNTIL IT IS COMPLETE AND SUBMITTED WITH ALL NECESSARY DOCUMENTS.** Refer to the application type at the top of this form and "Required Documentation" checklist to determine the supplemental documents required with each application. For after the fact applications, the responsible contractor of record shall be present at the board hearing. Their failure to attend may impact upon the disposition of your application. As always, the applicant or their authorized legal agent must be present at all meetings. All projects must also obtain a building permit from the City Building Division. For more information please reference the **Dania Beach Land Development Code Part 6, Development Review Procedures and Requirements.**

Location Address: 308 E. Dania Beach Boulevard

Lot(s): \_\_\_\_\_ Block: \_\_\_\_\_ Subdivision: \_\_\_\_\_

Recorded Plat Name: \_\_\_\_\_

Folio Number(s): 5042 34 27 0050 Legal Description: DANIA GOLF COURSE 32-17 B PT DESC AS COMM AT NW COR OF SAID PLAT, S 23.07, E 175 TO POB, CONT E 315.57, S 150, E 150, N 150, E 36, S ALG E/BNDRY 626.92, W 649.52, N 470.34, E 150, N 150 TO POB

Applicant/ Consultant/Legal Representative (circle one) Anchor Sign, Inc.

Address of Applicant: 2200 Discher Avenue, Charleston, SC 29405

Business Telephone: (800) 213-3331 Home: \_\_\_\_\_ Fax: (843) 576-7208

E-mail address: mswint@anchorsign.com

Name of Property Owner: Sormi, Inc.

Address of Property Owner: 336 E. Dania Beach Boulevard, Dania Beach, FL 33004

Business Telephone: (954) 927-4885 Home: \_\_\_\_\_ Fax: \_\_\_\_\_

**Explanation of Request:** Variance request for 42" channel letters for a Dollar Tree wall sign  
 For **Plats** please provide proposed **Plat Name** for **Variations** please attach **Criteria Statement** as per **Section 625.40 of the Land Development Code.**

Prop. Net Acreage: \_\_\_\_\_ Gross Acreage: \_\_\_\_\_ Prop. Square Footage: \_\_\_\_\_

Existing Use: N/A Proposed Use: Retail (Dollar Tree)

Is property owned individually, by a corporation, association, or a joint venture? Corporation

**AUTHORIZED REPRESENTATIVE**

I/we are fully aware of the request being made to the City of Dania Beach. If I/We are unable to be present, I/we hereby authorize Anchor Sign, Inc. (individual/firm) to represent me/us in all matters related to this application. I/we hereby acknowledge that the applicable fee was established to offset administrative costs and is not refundable.

I/we are fully aware that all approvals automatically expire within 12 months of City of Dania Beach Planning and Zoning Board or City Commission approval, or pursuant to the expiration timeframe listed in Part 6 of the Dania Beach Land Development Code.

STATE OF FLORIDA  
COUNTY OF BROWARD  
The foregoing instrument  
was acknowledged

By: [Signature]  
(Owner / Agent signature\*)

BEFORE ME THIS 2nd DAY OF November, 20 11

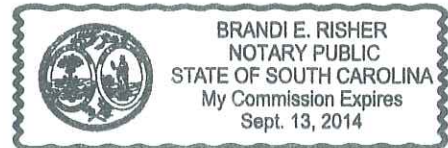
By:

David W. Jackson - qualifier for Anchor Sign, Inc.

(Print name of person acknowledging)

\_\_\_\_\_  
(Joint owner signature if applicable)

Notary [Signature]  
(Signature of Notary Public – State of SC)



Personally known  or Produced Identification \_\_\_\_\_

Type of identification produced: \_\_\_\_\_ or Drivers License \_\_\_\_\_

**\*If joint ownership, both parties must sign. If partnership, corporation or association, an authorized officer must sign on behalf of the group. A notarized letter of authorization from the owner of record must accompany the application if an authorized agent signs for the owner(s).**

***NO APPLICATION WILL BE AUTOMATICALLY SCHEDULED FOR A MEETING.***

***ALL APPLICATIONS MUST BE DETERMINED COMPLETE BY STAFF  
BEFORE PROCESSING OCCURS.***



336 East Dania Beach Blvd.  
Dania, FL 33004  
Tel: 954.927.4885  
Fax: 954.927.4187  
dacarmanagement.com

November 4, 2011

City of Dania Beach, FL  
Community Development Department  
100 W. Dania Beach Boulevard  
Dania Beach, FL 33004

Re: Dollar Tree (DL-A15385)  
Meadowbrooks Square Shopping Center  
308 E. Dania Beach Boulevard  
Dania Beach, FL 33004  
**Parcel ID: 5042 34 27 0050**

To Whom It May Concern:

This letter enables David Jackson, Grant Hall, and/or Russ Walter, Jr. of Anchor Sign, Inc., as authorized agents of the property owner, to apply for and attend any variance(s), obtain permit(s), and perform sign installations at the project address listed above.

Thank you,

State of Florida

County of Broward

On this, the 4 day of November, 2011, before me a notary public, the undersigned officer, personally appeared Carlos Garca Velez, known to me (or satisfactorily proven) to be the person whose name is subscribed to the within instrument, and acknowledged that he executed the same for the purposes therein contained.

In witness hereof, I hereunto set my hand and official seal.

 Notary Public





## **Variance Criteria Statement**

### **Dollar Tree signage**

**308 E. Dania Beach Boulevard, Dania Beach, FL 33004**

1. The space in question is that of a junior anchor tenant but the code does not allow for any additional square footage for the tenant. The space is set back 410 feet from its major frontage and needs larger signage to effectively attract customers.
2. This special condition does not result from the actions of Dollar Tree but by the space itself.
3. The granting of this variance will not confer upon Dollar Tree any special privilege other than what could be afforded a junior anchor in a space like this.
4. Literal interpretation of the code does not take into account the size of the specific façade and the tenant's presence as a junior anchor. Although the lease space width may not be extraordinarily large the space itself is large and the façade is built for a larger sign. The required 30" letters are not proportioned well with the current conditions of the space.
5. The 42" letters requested are the minimum size to fit this type of façade and the tenant's needs for exposure from the street. Signage is the ultimate advertisement for this type of low margin enterprise and is required in order to attract customers.
6. The general intent and purpose of this chapter of code is to grant businesses a reasonable amount of signage to notify the public of their presence. We feel that our request does not violate the essence of the code. There is also a Winn Dixie in the same center with much larger letters so the Dollar Tree sign would not look out of place in this shopping center.

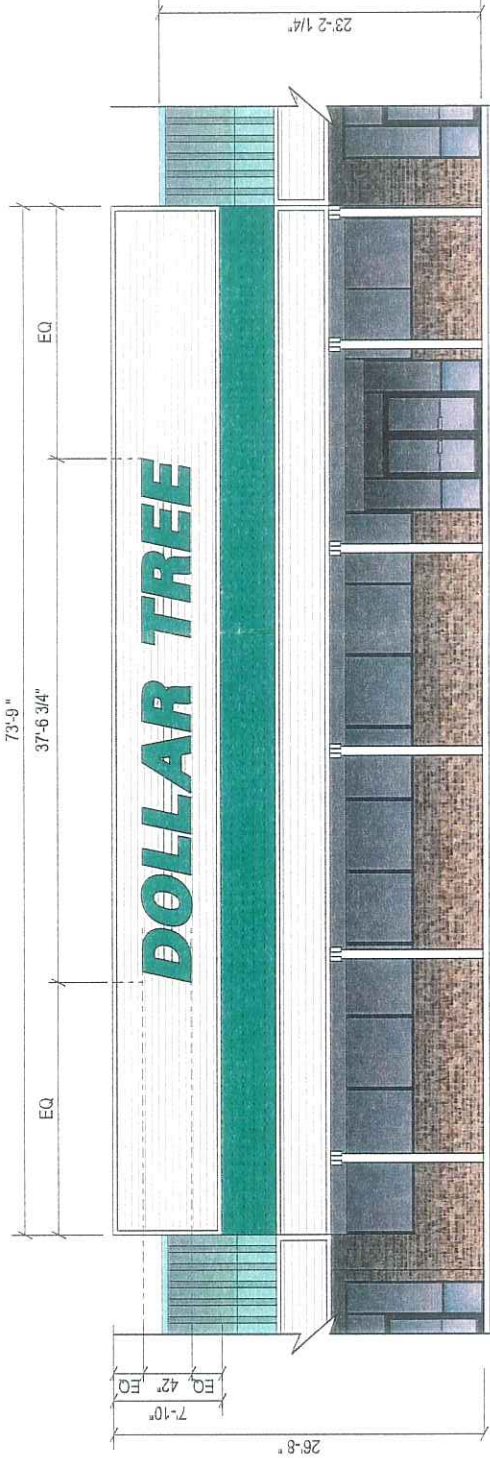
**1.800.213.3331**  
**[www.AnchorSign.com](http://www.AnchorSign.com)**

**Sign A**

Sign:	42" Linear Dollar Tree
Sign Type:	Channel Letters on a Raceway
Illumination:	Internally Illuminated LED
square Footage:	131.47
To Grade:	Top of Sign To Grade = 24'-6"
	Bottom of Sign To Grade = 21'-0"



Existing



**Front Elevation (North)**

Scale: 3/32" = 1'-0"

Allowable Square Footage this Elevation: 73

Actual Square Footage this Elevation: 131.47

Qualifier - David W. Jackson - ES-0000291  
1.800.213.3331

<p><b>DOLLAR TREE</b></p>		<p>Client: Dollar Tree</p>	
		<p>Site #: DL-A15385</p>	
<p>Address: 308 East Dania Beach Boulevard</p>		<p>10/19/2011 Original Rendering</p>	
<p>Dania Beach, FL 33004</p>		<p>REVISION INFO</p>	
<p>Meadowbrooks Square Shopping Center</p>		<p>BC</p>	

This rendering is the property of Anchor Sign, Inc. and the party which requested the rendering. It is an unpublished original drawing not to be reproduced or used in any way without the consent of Anchor Sign, Inc. Please contact your account manager with questions regarding this statement.



**Sign A**

Sign:	42" Linear Dollar Tree
Sign Type:	Channel Letters on a Raceway
Illumination:	Internally Illuminated LED
square Footage:	131.47
To Grade:	Top of Sign To Grade = 24'-6"
	Bottom of Sign To Grade = 21'-0"



**Sign Layout Detail**

Scale: 3/16" = 1'-0"

**Electrical Detail:**

AGILIGHT TUFFRAYZ GREEN LED  
 (6) 60w Transformers @ .85 each  
 Total Amps = 4.25

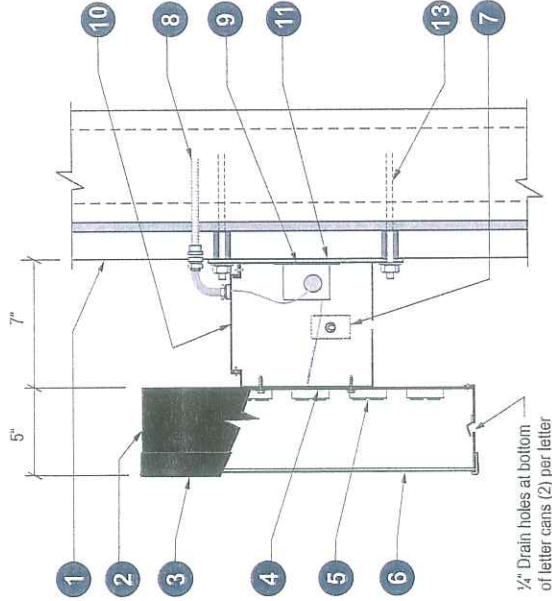
**General Notes:**

This sign is to be installed in accordance with the requirements of Article 600 of the National Electrical Code.

- 1) Grounded and bonded per NEC 600.7/NEC 250
- 2) Existing branch circuit in compliance with NEC 600.5, not to exceed 20 amps
- 3) Sign is to be UL listed per NEC 600.3
- 4) UL disconnect switch per NEC 600.6- required per sign component before leaving manufacturer\*  
 \*For multiple signs a disconnect is permitted but not required for each section

**Specifications: Channel Letters**

1. Existing Facade: Elfs/Plywood/Metal Studs
2. 0.040" Aluminum letter returns painted to match bronze
3. 0.125" x 1" trim cap to match bronze
4. 3mm Signabond Lite composite backs (interior of sign can painted ultra white for maximum illumination)
5. Green LEDs
6. 3/16" White Acrylic with first surface applied vinyl to match;
  - Arlon#2500-156 (Vivid Green)
7. Waterproof disconnect switch per NEC 600-6
8. Primary electrical feed
9. Transformers
10. 0.080" Aluminum raceway painted to match the facade
11. 15" x 2" x 0.1875" Aluminum mounting tabs welded to raceway
  - Maximum 6" from each end and every 48" o.c.
12. #12 x 1" TEC screws with 11/4" fender washers
13. Mounting hardware: 3/8" Thru-bolt with 2"x2" aluminum angled backing



**Section @ LED Channel Letter Raceway (Center)**  
 Scale: N.T.S.

Qualifier -David W. Jackson - ES-0000291  
 1-800-213-3331

<b>DOLLAR TREE</b>	Client:	Dollar Tree
	Site #:	DL-A15385
	Address:	308 East Dania Beach Boulevard Dania Beach, FL 33004
		Meadowbrooks Square Shopping Center

REVISION INFO	10/19/2011	Original Rendering

BC	
----	--

This rendering is the property of Anchor Sign, Inc. and the party which requested the rendering. It is an unpublished original drawing not to be reproduced without the consent of Anchor Sign, Inc. Please contact your account manager with questions regarding this statement.



1-800-213-3331





Qualifier - David W. Jackson - ES-0000261

1 . 8 0 0 . 2 1 3 . 3 3 3 1

Client: Dollar Tree  
 Site #: DL-A15385  
 Address: 308 East Dania Beach Boulevard  
 Dania Beach, FL 33004  
 Meadowbrooks Square Shopping Center

## DOLLAR TREE

10/19/2011 Original Rendering

REVISION INFO

BC

This rendering is the property of Anchor Sign, Inc. and the party which requested the rendering. It is an unpublished original drawing not to be reproduced without the consent of Anchor Sign, Inc. Please contact your account manager with questions regarding this statement.

**AnchorSign**

1 . 8 0 0 . 2 1 3 . 3 3 3 1



VA-41-11  
NOTICE OF PUBLIC HEARING  
CITY OF DANIA BEACH

**NOTICE IS HEREBY GIVEN** that a public hearing will be held before the City Commission, on Tuesday, December 13, 2011, 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:

VA-41-11 – Variance request by Anchor Sign, Inc. on behalf of Sormi, Inc., for a variance to allow a 131.47 square foot sign that is 42 inches in height and 37.5 feet in length (ULDC Section 505-140131.47 square foot sign that is 42 inches in height and 37.5 feet in length (c)(7) allows a maximum height of 24 inches and a maximum length of 30 feet); for property located at 308 East Dania Beach Boulevard in the City Dania Beach

Property is legally described as: 5042 34 27 0050 DANIA GOLF COURSE 32-17 B PT DESC AS COMM AT NW COR OF SAID PLAT,S 23.07,E 175 TO POB, CONT E 315.57,S 150,E 150,N 150, E 36,S ALG E/BNDRY 626.92,W 649.52,N 470.34,E 150,N 150 TO POB

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA, APPROVING THE VARIANCE REQUEST SUBMITTED BY ANCHOR SIGN, INC ON BEHALF OF SORMI, INC. FROM SECTION 505-140, UNIFIED LAND DEVELOPMENT CODE FOR PROPERTY LOCATED AT 308 EAST DANIA BEACH BOULEVARD IN THE CITY OF DANIA BEACH; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Copies of the proposed request(s) are 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 based. The city does not provide or prepare such record pursuant to f.s. 286.0105.

Lou Ann Patellaro  
Building and Planning Operations Mgr.

Friday, December 2, 2011



Variance - VA-41-11  
308 East Dania Beach Blvd  
Anchor Signs/Dollar Tree  
Winn Dixie Shopping Center

