



CITY OF DANIA BEACH  
COMMUNITY DEVELOPMENT DEPARTMENT  
STAFF REPORT

**DATE:** January 10, 2011

**TO:** Robert Baldwin, City Manager *[Signature]*

**VIA:** Robert Daniels, Director *[Signature]*

**FROM:** Corinne Lajoie, AICP, LEED Green Associate, Principal Planner *[Signature]*

**SUBJECT:** **VA-43-11:** The applicant, Jeanne Wyndrum, on behalf of Cruise.com, is requesting sign variances for a property located at 255 East Dania Beach Boulevard.

**VARIANCE**

1. Two (2) wall signs (on the east and west elevation) on the tower feature approximately 112.5 square feet each, code allows no sign. [Sec. 505-140(C)(7)]
2. One (1) wall sign on the secondary frontage (side street) approximately 78.5 square feet, 46.5 square feet is permitted [Sec. 505-140(C)(7)]
3. Two (2) wall signs have a vertical dimension of 3.13'; code allows a maximum of 2.5 feet. [Sec. 505-140(C)(7)]
4. Proposed awning signage with two (2) type style of letters, code requires one (1). [Sec. 505-80(D)].

**PROPERTY INFORMATION**

**EXISTING ZONING:** East Dania Beach Boulevard-Mixed Use (EDBB-MU)

**LAND USE DESIGNATION:** Regional Activity Center

**OVERLAY DISTRICT:** Principal Arterial Corridor

Cruise.com is a family owned and operated business. The company is planning to relocate its headquarters to Dania Beach in the space previously occupied by the Broward County Public Library. They currently have approximately 80 employees. This location will allow the company to grow and hire additional employees.

Cruise.com will be one of only three tenants in the entire building.

**VARIANCE**

**TOWER WALL SIGNS**

To allow two (2) wall signs (on the east and west elevation) on the tower feature approximately 112.5 square feet each.

The tower feature of the building was typical design of the 1950's. The intent of the tower is for providing greater visibility of signage that would otherwise be provided it attached to the face of the building. The applicant is requesting signage consistent with the existing Citibank signage currently located on the tower, as Cruise.com will be the only other tenant in the east half of the building.

The proposed signage is considered to be a wall sign. The total allowable wall sign area permitted on the building frontage is 117 square feet. The wall sign proposed to be attached to the façade of the building is 78.5 square feet, leaving 38.5 square feet in allowable sign area. The two signs proposed for the tower are 112.5 square feet each.

#### WALL SIGNS

To allow one (1) wall sign on the secondary frontage (side street) to be approximately 78.5 square feet.

The code permits a secondary wall sign when a building is located on a corner, such as this building. However, the code requires the secondary sign to be lesser in size. In this case, the secondary sign has a maximum permitted size of 46.5 square feet. The applicant proposes the secondary sign to be the same size as the primary sign.

To allow two (2) wall signs have a vertical dimension of 3.13', code allows a maximum of 2.5 feet.

While the square footage of the wall sign on the building frontage is less than the maximum allowed, the height of the sign exceeds the code requirement. The code permits a maximum 2.5 foot height. The applicant is proposing 3.13 feet in height.

#### AWNING SIGNS

To allow awning signage with two (2) type style of letters.

The proposed awning signage included two letter styles representing Cruise.com and its parent company Omega World Travel. The code permits only one letter style. The different letter style is meant to differentiate between the two. In addition, the letter type proposed for Omega World Travel is part of their trademark.

In accordance with Section 625-40 of the Unified Land Development Code, variances may be granted when:

- (1) The sign, after the granting of a variance, will still maintain the basic intent and aesthetic improvement purposes of the sign regulations, particularly as it affects the appearance and compatibility with properties in the surrounding areas; and
- (2) The signs permitted under this code cannot be adequately viewed due to physical site distinctions; and
- (3) The applicant's hardship shall not be self-created or based solely on inability to comply with the code; and
- (4) The architectural design of a structure or the site plan pose unique and extenuating characteristics which are not compatible with the requirements of this article; and
- (5) The structure or site configuration are unique, which causes the signage permitted by this article to be ineffective in identifying a use or structure that would otherwise be entitled to a sign.

The variance request is consistent with the variance criteria because the signage proposed is a function of the company's corporate headquarters franchise requirement. In addition the unique features of the building structure, the size of the tenant space and location on a significant intersection provide further justification for the request.

The property is located in the CRA. This request has the support of the CRA Director.

The applicant is also proposing a supergraphic on the front façade of the building. The code considers supergraphics as a special permitted use that are reviewed and approved by the Community Development Director under the following criteria:

- (1) The proposed general design, arrangement, texture, material, colors, lighting, placement and the appropriateness of the proposed sign in relationship to other signs and the other structures both on the premises and in the surrounding areas, and only approve signs which are consistent with the intent, purposes, standards and criteria of the sign regulations.
- (2) The number of items (scenes, symbols, shapes) shall be consistent with the amount of information which can be comprehended by the viewer and avoid visual clutter.
- (3) The shape of the sign shall not create visual clutter.
- (4) The size, style and location of the sign shall be appropriate to the message.
- (5) The sign shall complement the building and adjacent buildings by being designed and placed to enhance the architecture.
- (6) The sign should be consolidated into a minimum number of elements.
- (7) The sign shall be proportional to the size and scale of the building upon which it is placed.
- (8) The decision to grant permission for a supergraphics sign shall not be based on the viewpoint or content of the proposed sign. Permitting for the sign shall be in accordance with sec. 505-200 (signage review, approval process and fees) of this article.

**STAFF RECOMMENDATION**

Approval.



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. \_\_\_\_\_

Petition No.: VA-43/11

(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: 255 East Dania Beach Boulevard, Dania Beach FL

Lot(s): 1-11 Block: 4 Subdivision: Dania Country Club Estates

Recorded Plat Name: Dania Country Club Estates

Folio Number(s): 5042-34-29-0020 Legal Description: Dania Country Club Estates

Applicant/Consultant/Legal Representative (circle one) Jeanne Wyndrum, CRUISE.COM

Address of Applicant: 1700 Eller Dr, Port Everglades, FL 33016

Business Telephone: 954-763-1828 <sup>ext 297</sup> Home: 954-646-3490(c) Fax: \_\_\_\_\_

E-mail address: jwyndrum@crui.com

Name of Property Owner: Braha Dania LLC

Address of Property Owner: 10 W 33 ST #220 NEW YORK, NY 10001

Business Telephone: 954-926-3000 Home: \_\_\_\_\_ Fax: \_\_\_\_\_

Explanation of Request: See Attached

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

Existing Use: Previous Dania Library Proposed Use: Retail and Call Center for CRUISE.COM

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 \_\_\_\_\_ (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: Jeanne Wyndrum  
(Owner / Agent signature\*)

BEFORE ME THIS 8<sup>th</sup> DAY OF December, 2011

By:

Jeanne Wyndrum  
(Print name of person acknowledging)

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

Notary Donna H. Kirby  
(Signature of Notary Public – State of Florida)



Personally known \_\_\_\_\_ or Produced Identification Driver License

Type of identification produced: FL Drivers License of Drivers License W536-432-62-740

\*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.**

## Dania Beach Sign Permit and Variance Request

### Explanation of Request:

Cruise.com is planning to sign a long term lease for occupancy at 255 East Dania Beach Boulevard, Dania Beach, FL. Cruise.com will be using this location as its new headquarters for our employees as well as using the location to expand our retail portion of the business thereby bringing our clients into the heart of Dania Beach. The signage is an integral part of any retail establishment and we designed the images and scale to be aesthetically pleasing and in line with the overall scale of the building.

Four Variances are being requested including:

- 1) Tower sign
- 2) Front top logo sign
- 3) Front supergraphic sign
- 4) Side top logo sign



22.5 x 35.1

35.1

Supergraphics  
35.1 x 22.5

225° 07' 1" width  
33° 13' 1" high  
78° 47' 59" ft



CRUISE.COM

CRUISE.COM | 

Citibank

CRUISE.COM

24' = 2.125"  
1" = 11.294'

Height 3 1/4"

$3.25 \times 11.294 = 36.705'$

Rear Square Footage =  $36.705 \times (24 + 47 + 68) = 5101.995$  sq ft

Sign

Height 1/2" x 11.294 = 5.647'

Width 2.375 x 11.294 = 26.82 = 151.47

Sign Square Footage = 855.35 sq ft

47'

Ratio of Sign to

Building

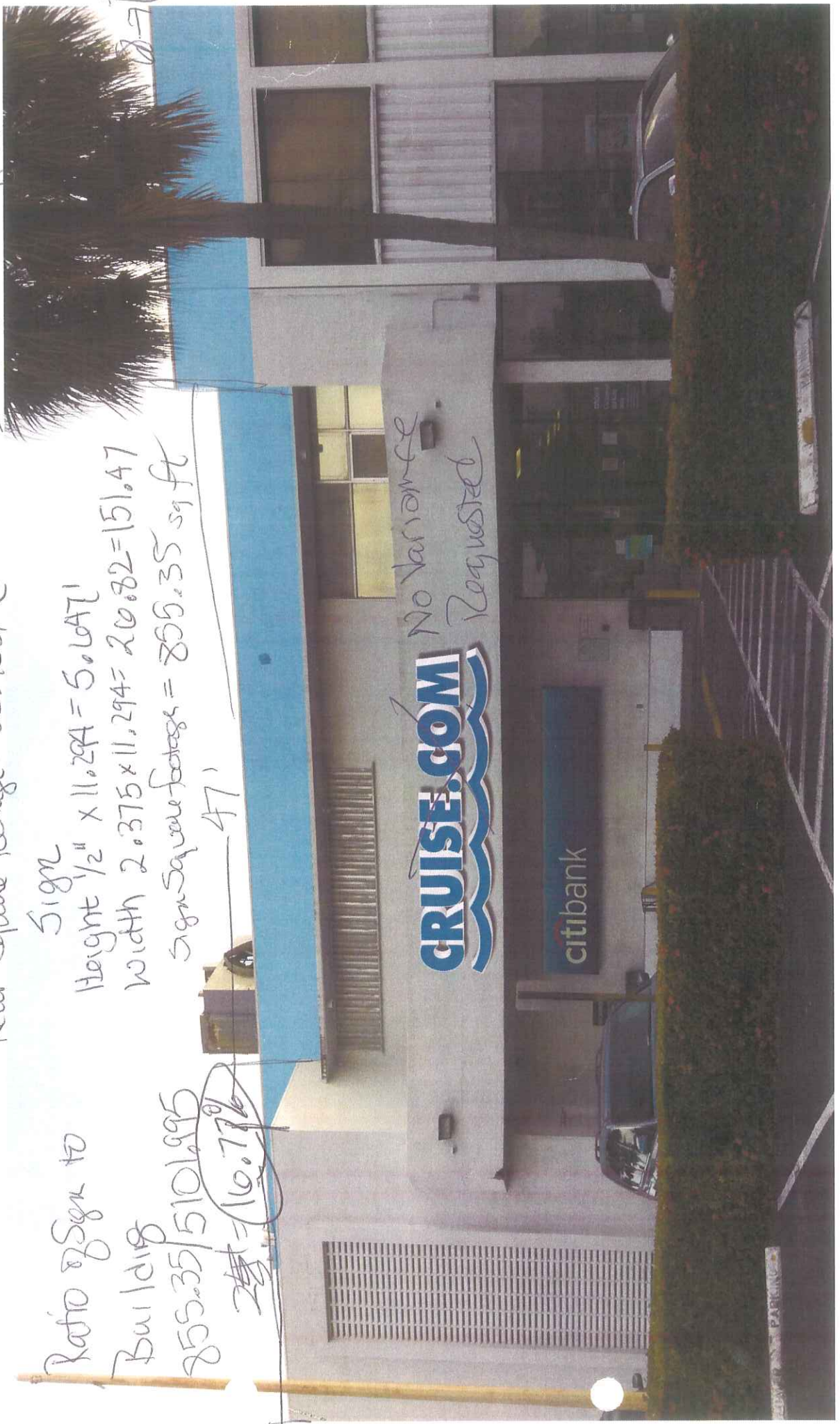
$855.35 / 5101.995$

~~2%~~ = 16.77%

No variance  
Requested

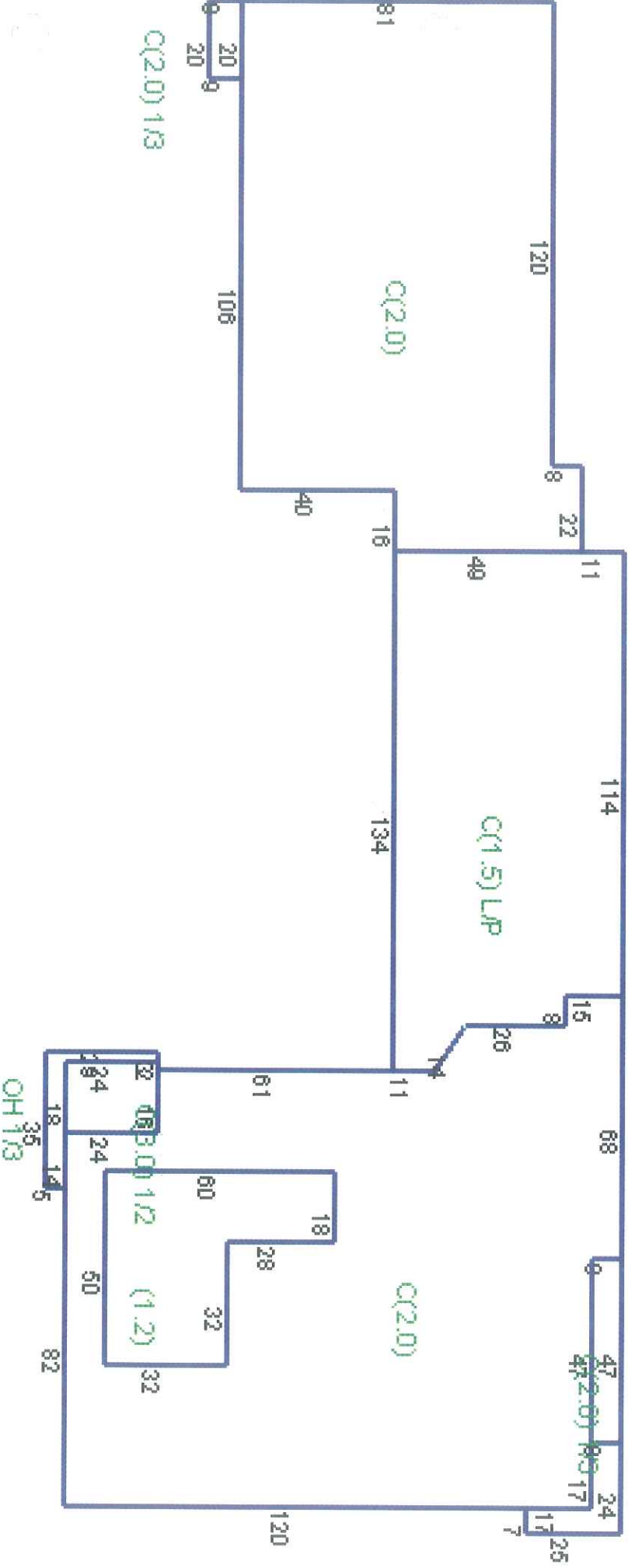
**CRUISE.COM**

citibank





BCPA Sketch : 504234290020  
 Building 1 of 1



Code	Description	Long Description
C(2.0)	Two Floors	Two Floors
C(2.0) 1/3	C(2.0) 1/3	C(2.0) 1/3
(1.2)	One Story - Volume Ceiling	One Story - Volume Ceiling
C(1.5) L/P	Living/Porch	Living/Porch
UR 1/2	Utility Room	Utility Room
OH 1/3	Overhang 1/3	Overhang 1/3
C(3.0) 1/2	C(3.0) 1/2	C(3.0) 1/2



VA-43-11  
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, January 10, 2012, 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-43-11 – Jeanne Wyndrum on behalf of Cruise.com is requesting a sign variance for property located at 255 East Dania Beach Boulevard in the City of Dania Beach. The request is for several variances from the Dania Beach Land Development Code Part 5 – Signage and Design Regulations, Article 505 Sign Regulations as follows:

1. Two (2) wall signs (on the east and west elevation) on the tower feature approximately 112.5 square feet each. The Land Development Code, [Sec. 505-140(C)(7)] allows for no signs.
2. One (1) wall sign on the secondary frontage (side street) approximately 78.5 square feet. The Land Development Code [Sec. 505-140(C)(7)] states that a maximum of 46.5 square feet is permitted.
3. Two (2) wall signs have a vertical dimension of 3.13'. The Land Development Code [Sec. 505-140(C)(7)] allows a maximum of 2.5 feet.
4. Proposed awning signage with two (2) type style of lettering. The Land Development Code [Sec. 505-80(D)] permits only one (1) type of lettering.

Property is legally described as: Dania Country Club Estates 32-23B Lots 1 Thru 11, 12 Less W 14 Blk 1

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 x3643 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.

Community Development Department  
Planning Division  
Friday, December 30, 2011

SEE LOCATON MAP OF SITE ON THE REVERSE SIDE OF THIS NOTICE

LOCATION MAP



Variance VA-43-11  
Cruise.com - Signage  
255 East Dania Beach Blvd



DATE: 01/19/11  
DRAWN BY: J. B. BROWN

