



CITY OF DANIA BEACH  
COMMUNITY DEVELOPMENT DEPARTMENT  
STAFF REPORT

DATE: May 8, 2012

TO: Robert Baldwin, City Manager *Robert Baldwin*

VIA: Robert Daniels, Director

FROM: Corinne Lajoie, AICP, Principal Planner, LEED Green Associate *CLJ*

SUBJECT: TX-06-12: The applicant, City of Dania Beach is requesting to amend the Unified Land Development Code known as OneCode by rewriting Chapter 28, Part 5, Article 500, entitled Signage and Design Regulations (SECOND READING).

#### TEXT AMENDMENTS

To rewrite the sign code in its entirety; Chapter 28, Part 5, Article 500, entitled Signage and Design Regulations.

On September 14, 2010, the City Commission approved the City's new Unified Land Development Code, referred to as OneCode. At that time, minor changes were made to the sign code. Since then, the Community Redevelopment Agency (CRA) contracted with the IBI Group to provide recommendations for revisions to the sign code in order to further the goals of the CRA Redevelopment Plan. The IBI Group's recommendations are included in the text amendment.

The proposed amendment changes some of the existing provisions and incorporates new language. Below is a summary of these changes.

#### MASTER SIGNAGE PLANS

The proposed code will require any development with two (2) or more establishments to obtain City approval of a master signage plan. No future sign shall be erected, placed, painted, modified or maintained except in accordance with such plan and any provision of this code.

#### DIGITAL LED SIGNS FOR GAS STATIONS

The City has approved several variances to allow digital signs to display the price of gas. Each variance heard by the City Commission has been approved. Due to the public interest and the City's acceptance of this type of signage, the staff is proposing to amend the code to allow this type of signage to occur in the future.

#### CUMULATIVE SIGN AREA ALLOWANCE

This amendment establishes cumulative sign area allowances. The cumulative sign area allowance only applies within the mixed-use zoning districts. The purpose is to allow a business to have flexibility as to how signage is allocated among different sign types. The sign area can be increased by participating in the signage incentive program. The maximum cumulative sign area can be distributed between monument, wall, awning, window, directional or any other allowable sign type as desired provided the total sign area does not exceed the cumulative sign

area allowed. Individual sign types are still limited in areas, but the combination of signs used cannot exceed the cumulative allowance for the business.

#### INCENTIVE PROGRAM IN THE CRA

Within the CRA, bonuses and design flexibility are available for signs that are consistent with the intent of the CRA vision, CRA Redevelopment Plan and IBI Group recommendations. The intent of the signage incentive program is to enhance the identity of Dania Beach through signage that reflects the City's marine heritage and economy, or which contributes to the streetscape through exceptional design and substantial materials.

The City of Dania Beach has developed thematic signage concepts and sign design standards for nonresidential and mixed-use developments within its CRA that are intended to embody a common design language that embraces local design character, in order to create a memorable and distinctive image of Dania Beach. These concepts and implementing standards are explained and illustrated in the proposed text. The City wishes to offer bonus signage and design flexibility in order to encourage new and replacement signs that creatively and imaginatively further these concepts through designs that are unique to each sign, yet provide for visual continuity of the theme throughout the CRA without the monotony of repetition.

The City wishes to encourage signage that is creative and uses high-quality materials. Recognizing the extra effort and cost required to create such a sign, the code allows for an increase of size, and flexibility in design and use of colors in signs.

#### MULTI-MODAL TRANSIT FACILITIES SIGNAGE

This provision will allow for signage for things like the B-cycle stations.

#### SHOPPING CENTERS

The distinction between shopping centers with less than 100,000 square feet and more than 100,000 square feet has been eliminated.

#### OFFICE PARKS, INDUSTRIAL PARKS

The previously separate office park and industrial park provisions have been combined as "business parks".

#### PRINCIPAL ARTERIAL COMMERCIAL DESIGN STANDARDS

The Principal Arterial Commercial Design standards for signs has been eliminated and incorporated into the regulations of all uses.

#### CITY-SPONSORED EVENT SIGNAGE

Decorative flags and bunting shall only be permitted in connection with special events held in the City and open to the general public, and shall be limited to information pertaining to the special event. In no case shall the flags or bunting be displayed more than thirty (30) days prior to the date of the event and seven (7) days after the event has concluded.

#### TEMPORARY GARAGE SALE SIGNS

Posting of garage sale signs shall be permitted if a garage sale license has been granted. Garage sale signs shall be posted in accordance with the following requirements:

- (1) A garage sale sign shall not exceed four (4) square feet in area;
- (2) Each sign shall display a registration sticker bearing the garage sale license number issued by the City;
- (3) A maximum of two (2) garage sale signs may be placed on the property upon which the sale is located;

- (4) Up to three (3) garage sale signs may be placed upon private property, with the consent of the property owner.
- (5) Garage sale signs may be posted only between the hours of 5:00 a.m. and 7:00 p.m. on the days the sale is licensed.

#### **RELIEF FROM REQUIREMENTS, SIGN VARIANCES**

This text amendment establishes a separate set of criteria for sign variances which look at harmony with the code, visibility and effectiveness of the proposed signage as a basis for granting a sign variance. A sign variance shall not be granted to allow a type of sign that is prohibited.

#### **CHANGES MADE FOR SECOND READING**

At the request of Code Compliance the definitions of Banner Sign and Flag was clarified to ease enforcement efforts.

Additional changes were made regarding neighborhood directional signs to compliment district and corridor directional signs.

As identified above, many of the changes are a result of the recommendations made by the IBI Group as it relates to the CRA.

#### **CITY COMMISSION PREVIOUS ACTION**

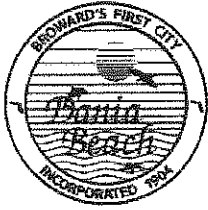
On March 13, 2012 the City Commission approved the changes to the sign code on first reading.

#### **PLANNING AND ZONING BOARD**

On February 15, 2012, the Planning and Zoning Board sitting as the Local Planning Agency, approved of the proposed text amendment.

#### **STAFF RECOMMENDATION**

Approve



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: Text Amendment (SEE APPLICATION TYPE SCHEDULE ON PAGES 3 & 4)

RECEIVED  
 JAN 23 2012  
 Planning Department

Date Rec'd: 1/23/2012  
 Petition No.: TX-06-12

**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: City wide

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

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

Folio Number(s): \_\_\_\_\_ Legal Description: \_\_\_\_\_

Applicant/Consultant/Legal Representative (circle one) City of Dania Beach

Address of Applicant: 100 W. Dania Bch Blvd

Business Telephone: 954-6805 Home: \_\_\_\_\_ Fax: 954-2687

E-mail address: \_\_\_\_\_

Name of Property Owner: City of Dania Beach

Address of Property Owner: 100 W. Dania Bch Blvd

Business Telephone: \_\_\_\_\_ Home: \_\_\_\_\_ Fax: \_\_\_\_\_

**Explanation of Request:** Text Amendments to the Sign Code  
 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: \_\_\_\_\_ Proposed Use: \_\_\_\_\_

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

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

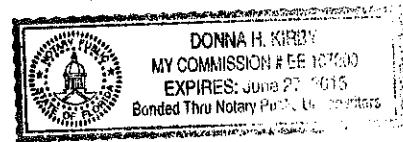
BEFORE ME THIS 30<sup>th</sup> DAY OF January 2012

By:

Donna H. Kirby  
(Print name of person acknowledging)

(Joint owner signature if applicable)

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



Personally known X 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.**

**NOTICE OF PUBLIC HEARINGS BEFORE CITY  
COMMISSION OF THE CITY OF DANIA BEACH  
REGARDING LAND DEVELOPMENT CODE AMENDMENTS**

NOTICE IS GIVEN that on May 8, 2012 at 7:00 p.m. or as soon thereafter as the matter may be heard, the City Commission of the City of Dania Beach, Florida, will conduct a public hearing in the Commission Chamber at Dania Beach City Hall, 100 West Dania Beach Boulevard, Dania Beach, Florida, to consider the proposed adoption of the following ordinances amend various articles of the City's Land Development Code and Sign Code as follows:

1)

**TX-05-12 – LAND DEVELOPMENT CODE – AMENDMENT #4 - ORDINANCE NO. 2012-008** - AN ORDINANCE OF THE CITY OF DANIA BEACH, FLORIDA, TO AMEND THE CODE OF ORDINANCES AND LAND DEVELOPMENT CODE BY AMENDING ARTICLE III “GARAGE SALES” OF CHAPTER 21 “SALES AND AUCTIONS” OF THE CODE OF ORDINANCES, CONCERNING REGULATIONS OF GARAGE SALES; AND AMENDING THE LAND DEVELOPMENT CODE BY AMENDING ARTICLE 105 “USE REGULATIONS FOR RESIDENTIAL AND OPEN SPACE ZONING DISTRICTS” REGARDING REGULATIONS OF OUTDOOR STORAGE CONTAINERS, COMMUNITY RESIDENTIAL HOMES AND RESIDENTIAL CARE FACILITIES; AMENDING ARTICLE 110 “USE REGULATIONS FOR COMMERCIAL AND MIXED-USE DISTRICTS” CONCERNING PERMITTED USES IN ZONING DISTRICTS AND PROVIDING FOR SUPPLEMENTAL USE REGULATIONS; AMENDING ARTICLE 115 “INDUSTRIAL DISTRICTS: PERMITTED, PROHIBITED, SPECIAL EXCEPTION USES, AND CONDITIONS OF USE” CONCERNING PERMITTED USES IN INDUSTRIAL ZONING DISTRICTS AND CONDITIONS OF USE; AMENDING ARTICLE 205 “TABULAR SUMMARY OF SITE DEVELOPMENT STANDARDS FOR ALL ZONING DISTRICTS” TO PROVIDE DEVELOPMENT STANDARDS FOR THE OPEN SPACE (OS) ZONING DISTRICT; AMENDING ARTICLE 265 “OFF-STREET PARKING REQUIREMENTS” TO AMEND OFF-STREET PARKING REGULATIONS, AND REQUIREMENTS OF THE PAYMENT IN LIEU OF PARKING PROGRAM; AMENDING ARTICLE 302 “DETAILED USE REGULATIONS” CONCERNING PERMITTED, PROHIBITED AND SPECIAL EXCEPTION USES WITHIN THE COMMUNITY REDEVELOPMENT AREA FORM-BASED ZONING DISTRICTS; AMENDING ARTICLE 303 “DISTRICT DEVELOPMENT STANDARDS” TO PROVIDE FOR AMENDED DEVELOPMENT STANDARDS WITHIN THE CITY CENTER FORM-BASED ZONING DISTRICT; CREATING ARTICLE 307 “LANDSCAPING REGULATIONS” CONCERNING LANDSCAPING REQUIREMENTS WITHIN THE COMMUNITY REDEVELOPMENT AREA FORM-BASED ZONING DISTRICTS; CREATING ARTICLE 511 “INDUSTRIAL DESIGN STANDARDS” TO ESTABLISHMENT DESIGN REQUIREMENTS FOR INDUSTRIAL DEVELOPMENT; AMENDING ARTICLE 610 “PUBLIC HEARING NOTICES” TO PROVIDE FOR AMENDMENTS TO PUBLIC NOTICE REQUIREMENTS FOR DEVELOPMENT APPLICATIONS; AMENDING ARTICLE 620 “ADMINISTRATIVE VARIANCES”, CONCERNING AUTHORIZED ADMINISTRATIVE VARIANCES; AMENDING ARTICLE 675 “TEMPORARY USE AND SPECIAL EVENT PERMITS” TO AMEND THE PROCEDURES AND REQUIREMENTS FOR REVIEW AND APPROVAL OF TEMPORARY USES AND SPECIAL EVENTS; AMENDING ARTICLE 725 “DEFINITIONS” TO AMEND THE DEFINITIONS USED IN THE LAND DEVELOPMENT CODE; AMENDING ARTICLE 805 “CONCURRENCY DETERMINATIONS” TO AMEND STANDARDS REGARDING PUBLIC SCHOOL CONCURRENCY TO PROVIDE FOR CONSISTENCY WITH THE INTERLOCAL AGREEMENT FOR PUBLIC SCHOOL FACILITY PLANNING IN BROWARD COUNTY; PROVIDING FOR AMENDMENTS THROUGHOUT THE LAND DEVELOPMENT CODE TO CORRECT SCRIVENER’S ERRORS; PROVIDING FOR

CONFLICTS; PROVIDING FOR SEVERABILITY; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

2)

**TX-06-12 – LAND DEVELOPMENT CODE – SIGN CODE AMENDMENT - ORDINANCE NO. 2012-009** - AN ORDINANCE OF THE CITY OF DANIA BEACH, FLORIDA, TO AMEND THE LAND DEVELOPMENT CODE BY AMENDING ARTICLE 505 “SIGN REGULATIONS” TO PROVIDE FOR AMENDMENTS TO REGULATIONS OF SIGNS; PROVIDING FOR CONFLICTS; PROVIDING FOR SEVERABILITY; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

**INSERT CITY BOUNDARY MAP HERE**

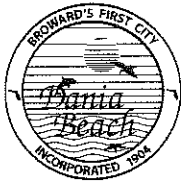
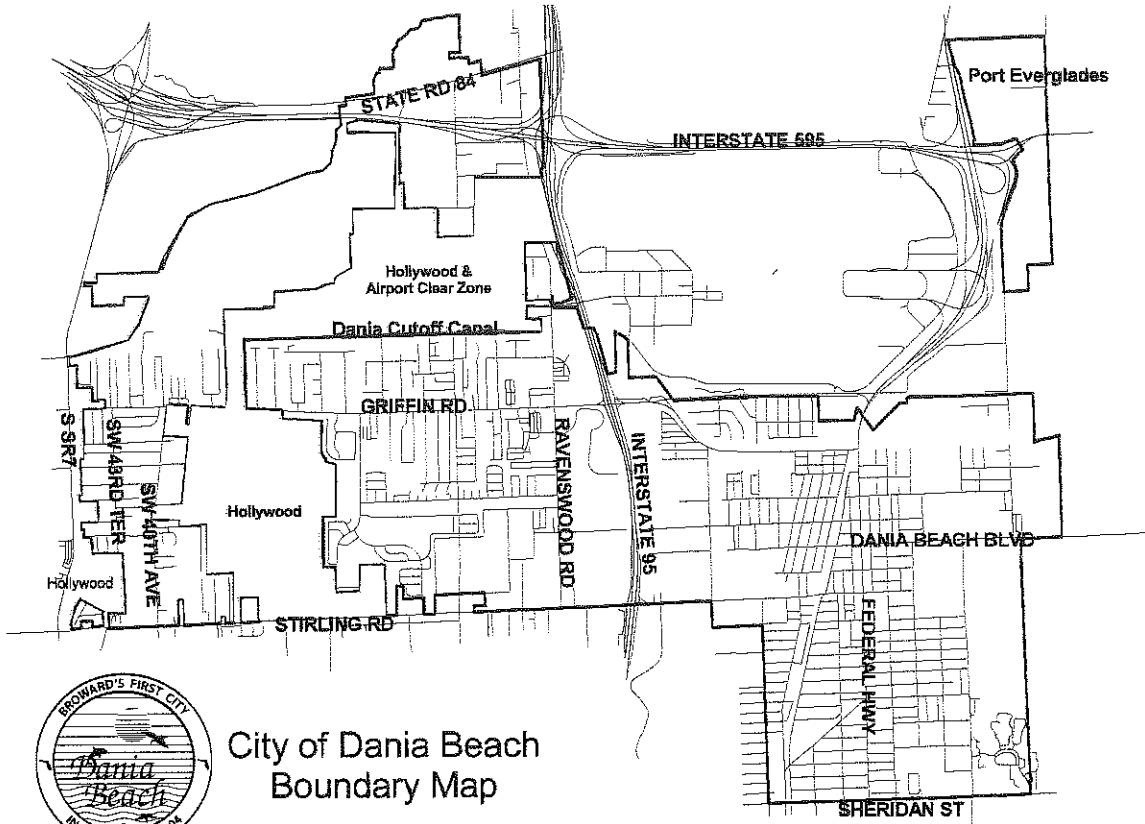
Copies of the proposed ordinances and proposed updates are available for viewing in the Community Development Department, 100 West Dania Beach Boulevard, Dania Beach, Florida, and may be inspected by the public during normal business hours. For more information please call the Planning Division at (954) 924-6805 x3643.

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  
April 27, 2012

CITY BOUNDARY



City of Dania Beach  
Boundary Map