





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

DATE: November 27, 2012

TO: Robert Baldwin, City Manager

VIA: Marc LaFerrier, AICP, Director 

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

SUBJECT: **VA-44-12:** The applicant, Robert Curbelo, on behalf of Design Center Of The Americas, is requesting a sign variance from section 505-100 (J) for a property located at 1855 Griffin Road.

VARIANCE

1. To allow three entrance monument signs, code permits one monument sign per driveway entrance.
2. To allow three signs within 100 feet of each other, code subjects all monument signage to a minimum separation of 400 feet.

PROPERTY INFORMATION:

ZONING: Commercial (C-4)
FUTURE LAND USE: Commercial

The subject property is the Design Center of the Americas (DCOTA) located on the south side of Griffin Road, just west of Interstate 95. The entrance driveway currently has a 6 foot monument sign which the applicant is proposing to replace with an 8 foot high by 6 foot wide sign for better visibility. In addition, there is a 40 foot tall totem monument sign in the center median of the entrance/exit driveway, which received variance approval from the City Commission in 2008.

Section 505-200 of the City's Unified Land Development Code requires all developments with multiple establishments displaying signage to submit a master signage plan identifying the location of all existing and proposed signage. The master signage plan must include a computation of proposed and allowable total sign area, individual tenant sign area, sign height, lettering, etc. In addition, specifications including signage types, color, style, illumination, etc must be included. At this time, the applicant has not complied with this regulation. The master signage plan must be submitted and approved prior to November 1, 2014 or no further signage permits will be issued for this site.

VARIANCE

The applicant is requesting to install an additional monument sign adjacent to the exit driveway which is just south of, and parallel to, the entrance driveway. The proposed monument will be 8 feet in height and identical to the refaced monument sign at the entrance driveway. Each monument sign will include the address as well as 6 tenants. The current sign code states that one entrance monument sign is permitted per driveway entrance. Including the existing totem sign, the proposed monument sign will be the third sign at the same entrance. In addition, the current sign code restricts all signage to a minimum separation of 400 feet. The proposed signs, along with the existing totem pole sign are all within 100 feet of each other.

According to the applicant, the property owner is converting part of the DCOTA facility to office space from former showroom space. As part of lease negotiations, the office tenants required

identification at the front entrance to the property. The owner has restricted the request to office tenants who rent an excess of 15,000 square feet to be identified on the sign.

The city commission or planning and zoning board, if applicable, shall hold its public hearing and, after consideration of the staff recommendation and public input, if any, may deny, approve or approve with conditions the application for variance, based upon its determination that:

- (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;
- (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.

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: _____

Date Rec'd: 10/9/12

Petition No.: VA-44-12

(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: 1815/1855 GRIFFIN ROAD DANIA BEACH, FL 33004

Lot(s): _____ Block: _____ Subdivision: _____

Recorded Plat Name: DESIGN CENTER OF THE AMERICAS

Folio Number(s): 504233360012 Legal Description: INGRESS/EGRESS EASTWEST

Applicant/Consultant/Legal Representative (circle one) ROBERTO CUELLAR JR.

Address of Applicant: 1855 GRIFFIN ROAD SUITE B-482 DANIA BEACH, FL

Business Telephone: 954 628 5608 Home: — Fax: 954 920 8066

E-mail address: robert@dca.com

Name of Property Owner: DESIGN CENTER OF THE AMERICAS, LLC c/o CUBEN BROOKS REALTY CORP.

Address of Property Owner: 70 LEXINGTON AVE 29TH FL NEW YORK, NY 10022

Business Telephone: (212) 590 5242 Home: — Fax: _____

Explanation of Request: _____
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: 30 Prop. Square Footage: _____

Existing Use: MERCANTILE Proposed Use: MERCANTILE/OFFICE

Is property owned individually, by a corporation, association, or a joint venture? LIMITED LIABILITY 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 DOUMAR, ALLSWEETH, LAETROM VOIS? (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 October, 20 12

By: Charles Cohen
(Print name of person acknowledging)

(Joint owner signature if applicable)

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



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.

October 5, 2012

Ms. Corrine Lajoie
Principal Planner
City of Dania Beach
100 West Dania Beach Blvd.
Dania Beach, FL 33004

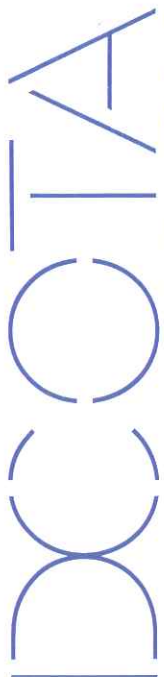
RE: **Design Center of the Americas 1855 Griffin Road Dania Beach Fl**
Request for Variance for Sign

Dear Ms. Lajoie:

We are submitting with this letter, the Standard Development Application to replace one existing address sign at the Griffin intersection entrance to our property and adding an additional address sign on the egress side of the entrance to our property.

Pursuant to the procedures and requirements of Article 625, except that the criteria for granting variances in section 625-40 shall be replaced with the following criteria:

- 1) The variance request is in harmony with the general intent and purpose of this article, and is not contrary to the public interest, especially with regard to the aesthetic impact on the surrounding area and, ***the new sign is increase from 6 feet to 8 feet and the width increased from 4 feet to 6 feet.***
- 2) The variance is necessary in order for the sign to achieve the level of visibility and effectiveness typical for conforming signs within the same zoning district in the city and intended by this article and, ***yes it is.***
- 3) The impaired visibility or effectiveness of the signage allowed in this article would result in unnecessary or undue hardship and, ***the property owner is engaged in converting part of the Design Center facility to office space from former showroom space as you are aware from prior filings unrelated and as such, office tenants required as part of the lease negotiations to include some form of identification at the front entrance to property. The owner has restricted this request only to office tenants who shall rent in excess of 15,000 rsf to be identified on the sign.***
- 4) The hardship is not a result of the applicant's actions, financial hardship, or any inconvenience of complying with the code, but are a result of, ***no it is not.***
 - a) Conditions that are unique to the land, building, site configuration; or
 - b) Conditions that are unique to the configuration of the site in relation to adjacent sites or features: or



- c) Other unique conditions that are not self-created by the applicant. ***It is created from the business climate.***
- 5) The request is the minimum necessary deviation from the requirements of this article to provide for reasonable and adequate sign visibility and effectiveness, with due consideration for the aesthetic of the sign and its scale relative to that of buildings and signs on the same and adjacent properties; and, ***the Sheraton sign next door is 4 feet in height and 6 feet in width.***
- a) A sign variance shall not be granted to allow a type of sign that is prohibited in Section 505-50 (prohibited signs). ***The variance is for a sign which identifies the building address on both sides at a larger font and up to six prominent office tenants in the building.***
- b) An application for a sign variance shall be made with the community development department. Notice shall be provided in section 610-20 (table of public notice requirements).
- c) The provisions of the building code pertaining to unsafe structures shall apply to signs that were permitted through the sign variance process.

We have included our application fee in the amount of \$1,200.00 made out to the City of Dania Beach.

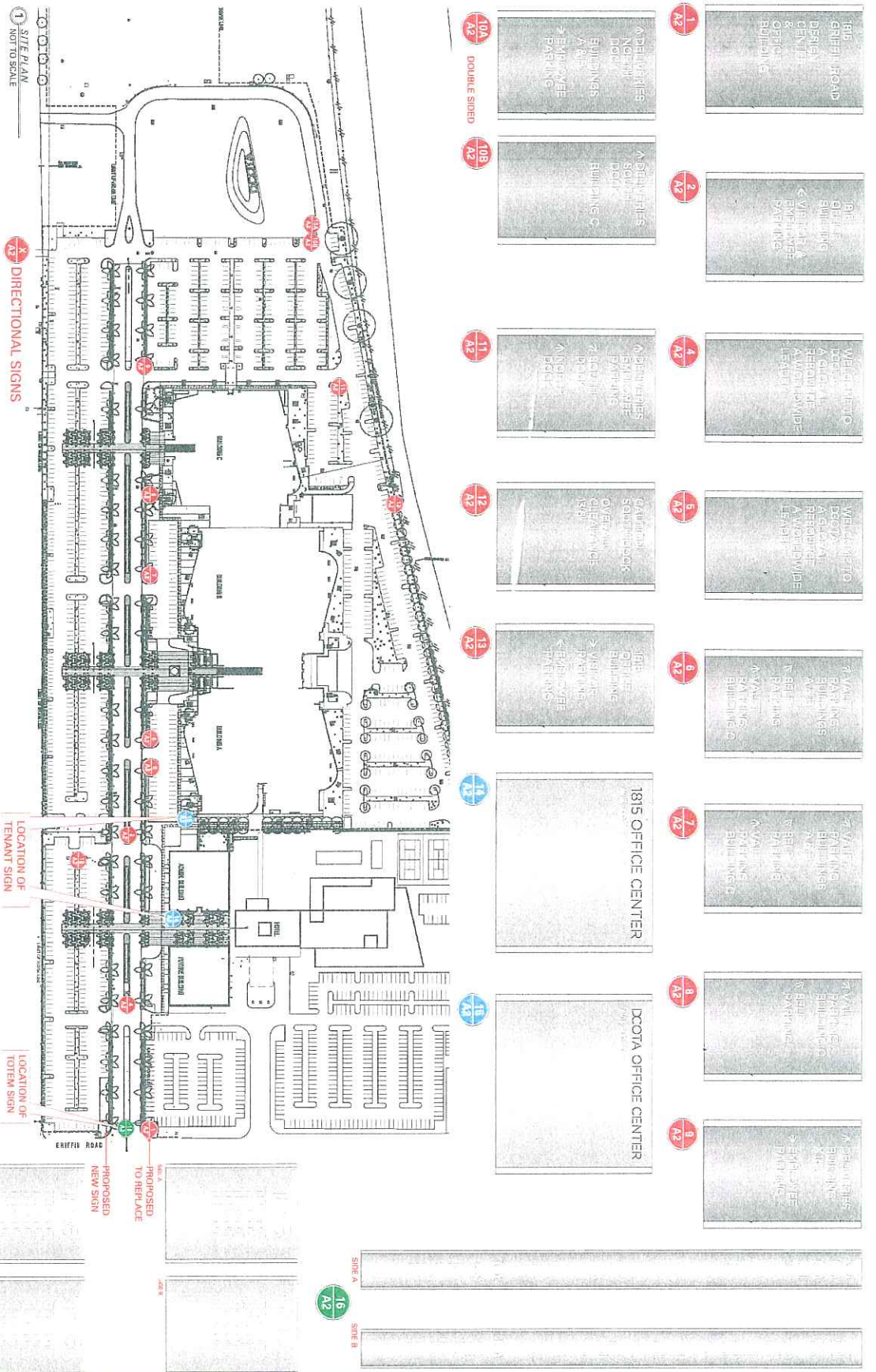
Sincerely,
Design Center of the Americas, LLC

A handwritten signature in blue ink, appearing to read "Robert Curbelo Jr.", with a stylized flourish at the end.

Robert Curbelo Jr.
Vice President

Cc: File
Charles S. Cohen
Thomas Funari
Marc Horovitz

MASTER SIGN PROGRAM



- 1. APPELLANTIES NORTH DOCK BUILDINGS A, B, C & D EMPIRE PARKING
- 2. APPELLANTIES SOUTH DOCK BUILDING C
- 4. APPELLANTIES NORTH DOCK BUILDINGS A, B, C & D EMPIRE PARKING
- 5. CAUTION! SLOWING DOWN! OVERPASS CLEARANCE 10 FT
- 8. 1815 OFFICE CENTER
- 7. DOJOA OFFICE CENTER
- 9. APPELLANTIES NORTH DOCK BUILDINGS A, B, C & D EMPIRE PARKING
- 10. APPELLANTIES SOUTH DOCK BUILDING C
- 11. APPELLANTIES NORTH DOCK BUILDINGS A, B, C & D EMPIRE PARKING
- 12. APPELLANTIES SOUTH DOCK BUILDING C
- 13. APPELLANTIES NORTH DOCK BUILDINGS A, B, C & D EMPIRE PARKING
- 14. APPELLANTIES SOUTH DOCK BUILDING C
- 15. APPELLANTIES NORTH DOCK BUILDINGS A, B, C & D EMPIRE PARKING
- 16. APPELLANTIES SOUTH DOCK BUILDING C

1 SITE PLAN NOT TO SCALE

A2 DIRECTIONAL SIGNS

LOCATION OF TENANT SIGN

LOCATION OF TOTEM SIGN

ERIEVIEW ROAD

PROPOSED NEW SIGN

PROPOSED TO REPLACE

SIDE A

SIDE B

BACH SIGN GROUP

8872 S.E. Marina Bay Drive
 Hobe Sound, FL 33455
 Phone: 561-948-3440
 Fax: 561-948-3441
 hbg@bachsign.com
 State Certified ES 12000577

Client:
 DESIGN CENTER OF THE AMERICAS
 1855 GRIFFIN ROAD
 DANIA BEACH, FL 33004

Date:
 OCTOBER 2, 2012

Drawing Number:
 MASTER SIGN PROGRAM

Revisions:

NO.	DATE	DESCRIPTION
1	00-00	NA
2	00-00	NA
3	00-00	NA
4	00-00	NA
5	00-00	NA
6	00-00	NA
7	00-00	NA
8	00-00	NA
9	00-00	NA
10	00-00	NA

Sales Person:
 BOB HILTEBRICK

Scale:
 AS NOTED

Drawn by:
 O. BARNTZ

CLIENT/LANDLORD APPROVAL

APPROVED
 APPROVED AS NOTED
 REVISED AND RESUBMIT

Signature: _____

Notes:

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2. PRIMARY ELECTRICAL POWER TO SIGN TO BE BY OTHERS. ALL POWER TO BE 120 VOLT 60 HZ SINGLE PHASE.

3. ALL LETTER COMPONENTS AND SHALL MEET ALL UL LISTED COMPONENTS

4. SIGN MUST BE COMPLETED IN COMPLIANCE WITH ARTICLE 608 OF THE NATIONAL ELECTRIC CODE.

Client:
DCOTA

Date:
DECEMBER 5, 2011

Drawing Number:
L11111-50-DIRECTONALS

Revisions:

DATE	DESCRIPTION
1 00-00	NA
2 00-00	NA
3 00-00	NA
4 00-00	NA
5 00-00	NA
6 00-00	NA
7 00-00	NA
8 00-00	NA
9 00-00	NA
10 00-00	NA

Sales Person:
BOB HILTEBRICK

Scale:
AS NOTED

Drawn by:
O. BARBITZ

CLIENT/LANDLORD APPROVAL

APPROVED AS NOTED
 REVISED AND RESUBMIT

Signature: _____
 Title: _____

THIS IS AN ORIGINAL DRAWING. PERMISSION TO REPRODUCE THIS DRAWING IS GRANTED BY THE DRAWING CONTRACTOR AND CONTRACTOR. THIS IS AN ORIGINAL DRAWING. PERMISSION TO REPRODUCE THIS DRAWING IS GRANTED BY THE DRAWING CONTRACTOR AND CONTRACTOR. THIS IS AN ORIGINAL DRAWING. PERMISSION TO REPRODUCE THIS DRAWING IS GRANTED BY THE DRAWING CONTRACTOR AND CONTRACTOR.

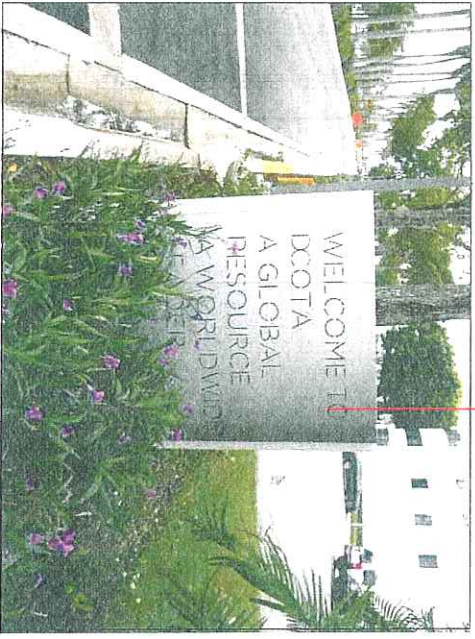
PRIMARY ELECTRICAL POWER TO SIGN TO BE BY OTHERS. ALL POWER TO BE 120VOLT UNLESS OTHERWISE SHOWN. ALL LISTED COMPONENTS AND SHALL MEET ALL

SIGN MUST BE DEMONSTRATED IN COMPLIANCE WITH ARTICLE 609 OF THE NATIONAL ELECTRIC CODE.



EXISTING SIGN FACE TO BE REMOVED AND PUT IN STORAGE

RE-LOCATE SIGN FACE HERE



THIS SIGN FACE TO BE REMOVED AND RE-INSTALLED IN FRONT OF GUARD GATE. SIGN STRUCTURE TO BE RE-LOCATED TO PICTURE ON PAGE 4.



PROPOSED ELEVATION WITH RE-LOCATED SIGN FACE.

Client: _____
 DCOTA

Date: _____
 DECEMBER 5, 2011

Drawing Number: _____
 L11111-50-DIRECTIONALS

Revisions: _____
 DATE DESCRIPTION

1	00-00	MA
2	00-00	MA
3	00-00	MA
4	00-00	MA
5	00-00	MA
6	00-00	MA
7	00-00	MA
8	00-00	MA
9	00-00	MA
10	00-00	MA

Sales Person: _____
 BOB HILLENBRICK

Scale: _____
 AS NOTED

Drawn by: _____
 O. BARNITZ

CLIENT/AND/OR APPROVAL
 APPROVED
 APPROVED AS NOTED
 REVISE AND RESUBMIT
 Signature: _____
 Title: _____

DATE: _____
 DRAWING DATE: _____
 THIS IS AN ORIGINAL DRAWING PROVIDED AS PART OF A RANDED PROJECT AND IS NOT TO BE REPRODUCED OR COPIED IN ANY MANNER WITHOUT THE WRITTEN PERMISSION OF BACH SIGN GROUP, INC. OR ITS AUTHORIZED AGENTS. ALL RIGHTS RESERVED.

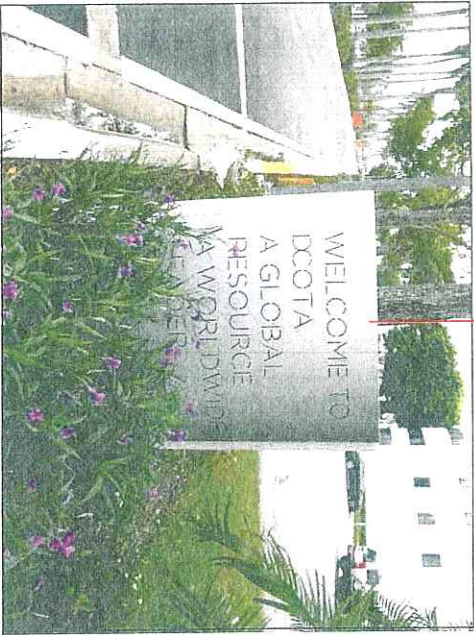
PRIMARY ELECTRICAL POWER TO SIGN TO BE BY OTHERS. ALL POWER TO BE 120 VOLT UNLESS OTHERWISE STATED. ELECTRICAL TO USE UL LISTED COMPONENTS N.E.C. STANDARDS



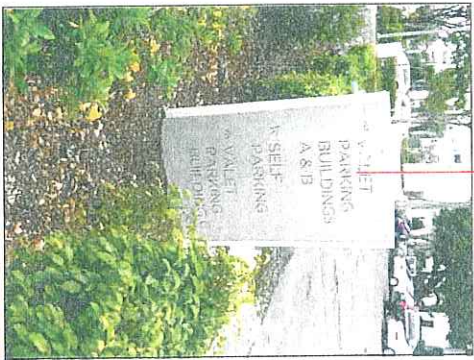
ALL SIGNAGE SHALL BE IN COMPLIANCE WITH ARTICLE 800 OF THE NATIONAL ELECTRICAL CODE.

RE-LOCATE SIGN STRUCTURE HERE

RE-LOCATE SIGN FACE ONLY



THIS SIGN FACE TO BE REMOVED AND RE-INSTALLED IN FRONT OF GUARD GATE ON PAGE 3. SIGN STRUCTURE TO BE RE-LOCATED.



REMOVE THIS FACE AND RE-INSTALL INTO RE-LOCATED SIGN STRUCTURE

