





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

DATE: September 24, 2013

TO: Robert Baldwin, City Manager

VIA: Marc LaFerrier, AICP, Director 

FROM: Corinne Lajoie, AICP, Principal Planner, LEED GA 

SUBJECT: **SP-31-13/VA-44-13:** The applicant, Scott Backman, Esq. with Dunay, Miskel, Backman & Blattner, LLP., on behalf of the property owner Joan Leto, Trust of Joan Leto Revocable Living Trust, is requesting to site plan and variance approval for the construction of a hotel on property located at SW 19 Court.

REQUEST

SITE PLAN

To approve a site plan for the construction of a 6-story, 130-room room hotel.

VARIANCE

To allow a wall sign on the south building elevation with no street frontage, for a total of two (2) wall signs; code permits wall signs only on street frontages [Sec. 505-120(O)].

PROPERTY INFORMATION

EXISTING ZONING: Industrial, Research, Office, Commercial (IROC)

LAND USE DESIGNATION: Industrial

A site plan, and associated variance and flex allocation, was approved October 14, 2008 for Townplace Suites Hotel on this property. Those approvals were last extended by the City Commission on February 14, 2012 for one year, expiring on December 14, 2013.

The property is in the process of being sold and the applicant is proposing construction of a Home 2 Suites hotel on this property. While the site plan is new, the City Attorney's Office has determined that the previously approved and extended height variance and flex allocation can be utilized for the new site plan.

SIGN VARIANCE

The applicant is requesting two (2) wall signs, one on the east elevation facing SW 19 Court (visible from Interstate 95) and another on the south elevation facing the adjoining property (visible from Stirling Road). The Code permits one wall sign per street frontage. In this case only one (1) wall sign is permitted on the east building elevation.

The proposed wall sign is within the allowable sign area permitted. The code requires individual channel letters with raceways installed behind the wall and a cabinet with push through letters and number so that only the letters and number are illuminated, giving the effect of individual channel letters.

Section 505-180 allows relief from the code requirements through the variance process based on the criteria identified below.

(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.

The surrounding area is comprised of hotel properties and industrial property. The sign request is in the public interest as it assists patrons of the hotel in navigating to the site. The property does not front on Interstate 95 nor does it front on Stirling Road. This makes it difficult to locate the site. The proposed signage will assist in this effort.

(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.

The code allows signage on street frontages because it envisions the majority of the traffic to the site will be from the street on which the property fronts. In this case, SW 19 Court is a small side street off of Stirling Road. Visibility from Stirling Road is of great importance as the people traveling to the hotel will be visitors from out of town who are unfamiliar with the area. Signage will help these visitors find the site.

(3)The impaired visibility or effectiveness of the signage allowed in this article would result in unnecessary or undue hardship.

As noted above, the property does not have direct frontage on Stirling Road and is therefore restricted in the placement of tis signage in areas that do not provide adequate visibility for patrons on the project.

(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:

- (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.

The hardship is not the result of the applicant's action, but rather the location of the property.

(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.

Due to the site and visibility constraints set forth above, the applicant is requesting an additional wall sign on the south façade of the building that will comply with all size, placement and aesthetic.

SITE PLAN

The proposed 6-story hotel meets code requirements for parking, landscaping and pervious area. The site plan modification was reviewed by the Fire Marshal, Public Services, the City's landscape consultant and the Planning Division as well as Broward County Aviation Department. The following outstanding comments remain, which are identified below:

1. Staff has requested photos of existing hotels that match the building elevations proposed, none has been provided. Staff has also requested detailed building elevation identifying proposed colors and building materials. To date, incomplete information has been provided. (Community Development).
2. Must provide latest revised set of plans on disk prior to going to public meeting (Community Development).
3. A new fire flow test is required. The original flow test only included one hydrant flowing. The required flow for the building will probably require up to four or more hydrants to achieve the amount of water needed for the building. (Fire Marshal).
4. Provide drawing file (dwg or dgn) disk of the approved site plan in Florida State Plane Coordinate (NAD83). This should be addressed as part of the final submittal (Public Services).
5. Must meet the conditions identified by Broward County Aviation Department in their letter dated July 3, 2013, which includes approval from FAA and FDOT for an air space obstruction permit.

CITY COMMISSION PREVIOUS ACTION

On October 14, 2008 the City Commission approved the site plan (Reso. No. 2008-190) variance (Reso. No. 2008-189) and flex allocation (Reso. No 2008-188) for the construction of a 130-room Townplace Suites hotel.

On February 14, 2012 the City Commission approved the last extension of the site plan, variance and flex allocation until December 14, 2013.

STAFF RECOMMENDATION

SITE PLAN

Approve, provided the applicant address all of staff comments prior to issuance of the building permit.

VARIANCE

Approve, provided the wall signs comply with the following:

1. The raceways for channel letters to be installed behind the wall; and
2. The cabinets provide push through letters and number so that only the letters and number are illuminated, giving the effect of individual channel letters.



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: Flex Acreage (SEE APPLICATION TYPE SCHEDULE ON PAGES 3 & 4)

Date Rec'd: 6/13/13

Petition No.: SP-31-13

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: SW 19 Court, Dania Beach, Florida 33004

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

Recorded Plat Name: Leto Park

Folio Number(s): 5042 33 37 0011 Legal Description: See Exhibit "A"

Applicant/Consultant/Legal Representative (circle one) Scott Backman, Esq. - Dunay, Miskel, Backman and Blattner, LLP

Address of Applicant: 5355 Town Center Road, Suite 801 Boca Raton, FL 33486

Business Telephone: 561-391-4900 Home: _____ Fax: 561-368-9274

E-mail address: sbackman@dmbblaw.com

Name of Property Owner: Joan Leto, Trustee of the Joan Leto Revocable Living Trust dated March 28, 1994

Address of Property Owner: c/o Stephen J. Straley, Esq. - Straley & Otto, P.A. 2699 Stirling Road, Ste. C-207 Ft. Lauderdale, FL 33312

Business Telephone: 954-962-7367 Home: _____ Fax: 954-962-7423

Explanation of Request: Site Plan, Variance and Flex Acreage Request, Please see attached Exhibit "B"
 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: 2.34 Gross Acreage: 2.34 Prop. Square Footage: 86,508

Existing Use: vacant lot Proposed Use: Home2 Suites by HILTON

Is property owned individually, by a corporation, association, or a joint venture? Revocable Living Trust

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 Scott Backman, Esq. - Dunay, Miskel, Backman and Blattner, LLP (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: Joan Leto Trustee
(Owner / Agent signature*)
Joan Leto, Trustee of the Joan Leto Revocable
Living Trust dated March 28, 1994

BEFORE ME THIS 6th DAY OF June, 2013

By:
Joan Leto, Trustee of the Joan Leto Revocable
Living Trust dated March 28, 1994

(Joint owner signature if applicable)

Notary Michelle M. Ropiza
(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.

Exhibit "A"

[Legal Description of Property]

EXHIBIT "A"

Legal Description

The South ½ of the following described parcel:

All that portion of Tract "A" of Leto Park, according to the plat thereof recorded in Plat Book 118, Page 39, of the Public Records of Broward County, Florida;

LESS the South 278.86 feet, as shown on said plat, and that portion conveyed for road purposes, recorded in Official Records Book 23810, Page 242.

Exhibit "B"

[Site Plan, Variance and Flex Acreage Request]



Gary S. Dunay
Bonnie Miskel
Scott Backman
David K. Blattner

Alison Meyer

**Home2 Suites By Hilton
SW 19th Court
Narrative**

CN Hotels, Inc. ("Petitioner") is the contract purchaser for the property generally located west of Interstate 95 at the northwest corner of Stirling Road and SW 19th Court ("Property") in the City of Dania Beach ("City"). The Property is zoned Industrial, Research, Office & Commercial ("IROC") and the underlying Land Use is Industrial, which permits a variety of uses, including hotels, designed to support the commercial needs of the resident and tourist populations of Dania Beach. Petitioner proposes to develop the vacant 2.34 acre Property with a 130 unit, ±86,508 square foot Home2 Suites By Hilton ("Project"). Petitioner is submitting the following development applications to the City for the Project: (1) Site Plan, (2) allocation of Industrial CN Hotels, Inc. to commercial flex and (3) Variance.

The proposed Project is permitted within the schedule of permitted uses set forth within Section 115-40 of the City Code subject to the conditions of use numbered 6 and 72, which are found in Section 115-50. Pursuant to Section 115-50(6), the conditions of use for the project are "subject to the provisions of the Future Land Use Element of the Comprehensive Plan pertaining to commercial uses in the Industrial and Employment Center future land use categories." The Project is compliant with this provision because the future land use plan permits hotels in Industrial use areas. Additionally, the Project is compliant with Section 115-50(72), which requires the following: (1) Guestroom access shall be via interior corridors, (2) Individual wall- or window-mounted air conditioners (if used) shall not project beyond any exterior wall of the building, and (3) A minimum of 100 rooms are required and the Project proposes 130 rooms.

With its close proximity to the International Airport, Port Everglades and Interstate 95, the Property is in an ideal location for the proposed Project. The Property is surrounded by a Best Western Plus to the east and a Cambria Suites to the north, as well as a new Comfort Suites Hotel that was recently approved on the parcel to the south. The upscale nature of the hotel, in conjunction with the ideal location, will attract business travelers and tourists to the City. The proposed Project will also provide additional employment for residents of the community and will create a beautiful destination that is safe, enjoyable, vibrant, and family friendly. Restaurants and retail establishments in the surrounding area will also see increased patronage from the hotel guests.



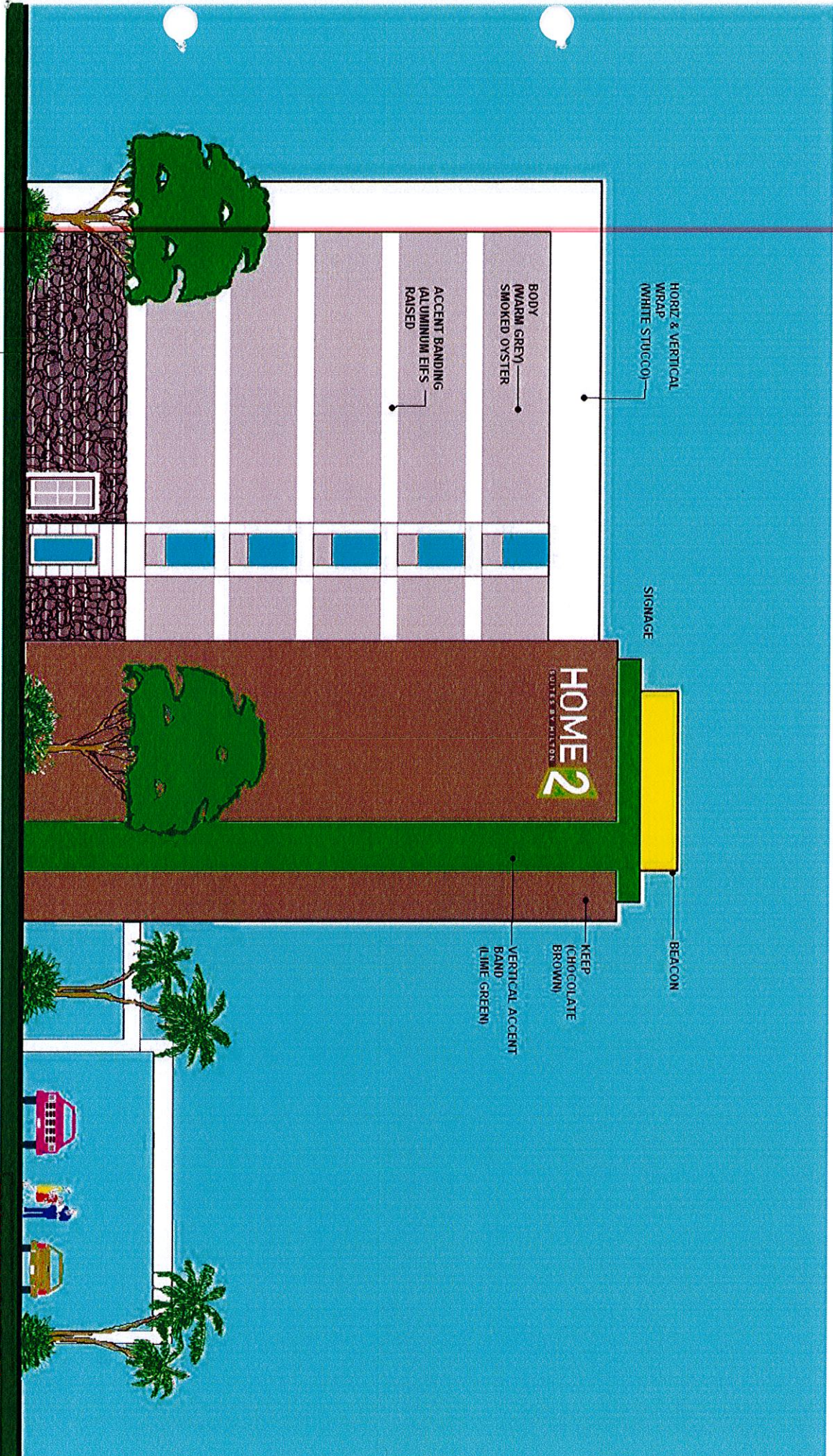
CANOPY
WHITE STUCCO

STONE VENEER
SUPPORT BASE

FRONT (EAST) ELEVATION
SCALE 1/8" = 1'-0"

ACCENT BANDING
RAISED EIFS W/
ALUMINUM FIN.

RECEIVED
JUL 11 2013
Planning
Department



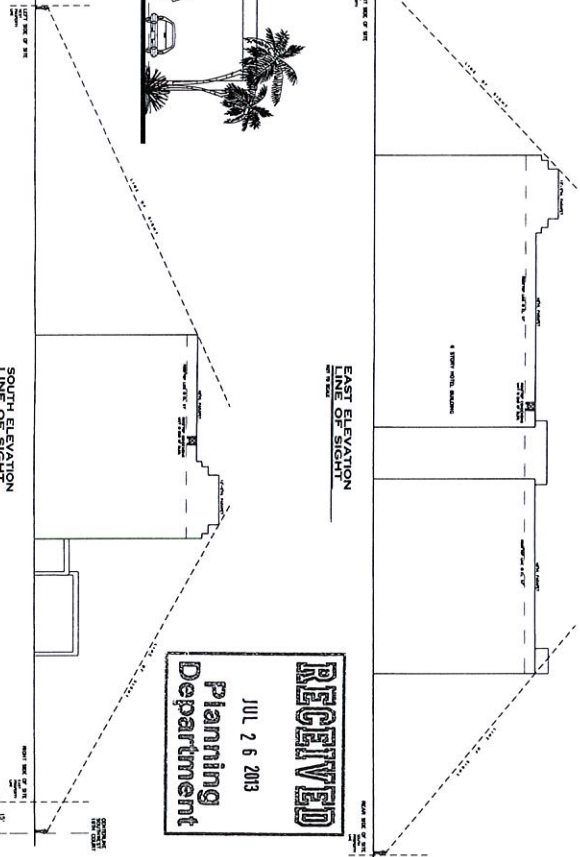
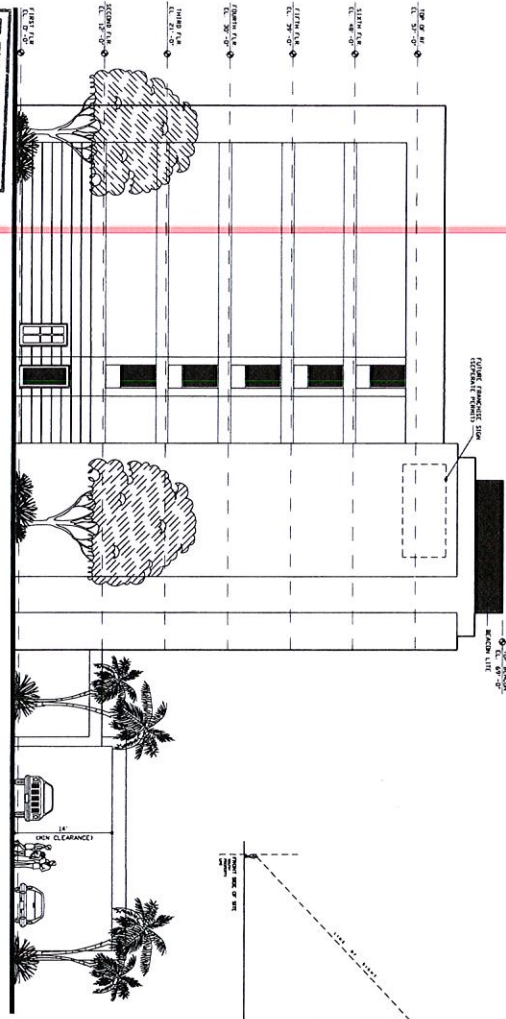
LEFT SIDE (SOUTH) ELEVATION

SCALE 1/8" = 1'-0"

RECEIVED
 JUL 11 2013
 Planning Department

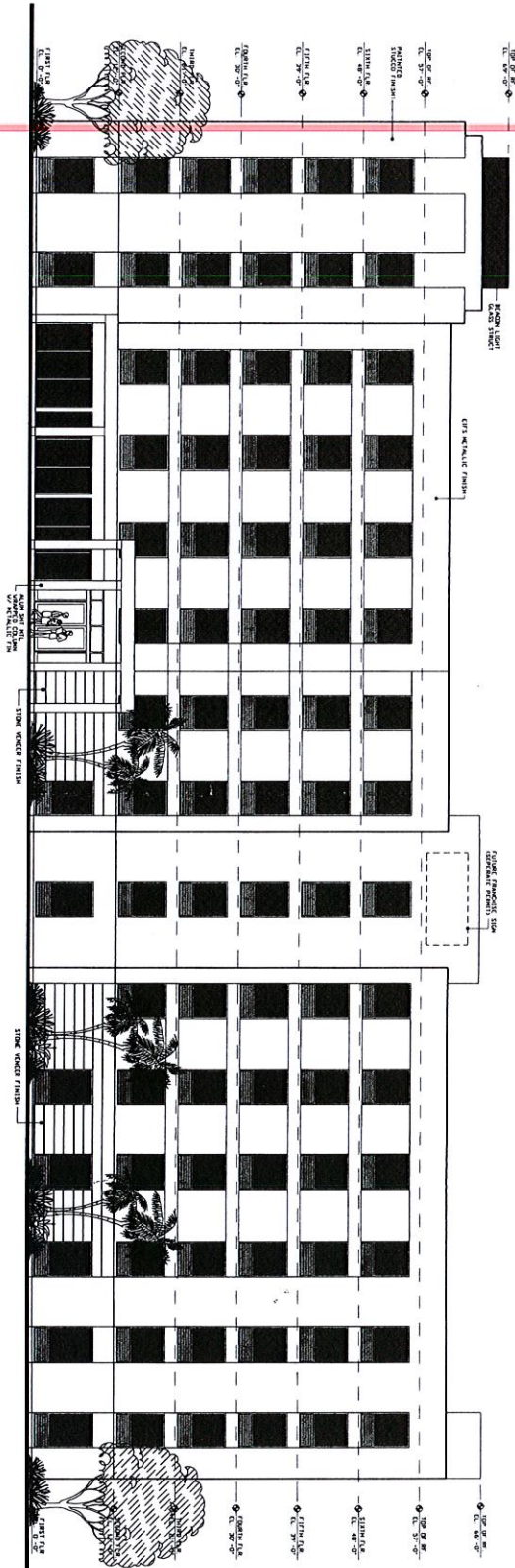
RECEIVED
JUL 26 2013
Planning
Department

LEFT SIDE (SOUTH) ELEVATION
SCALE: 1/8" = 1'-0"



RECEIVED
JUL 26 2013
Planning
Department

FRONT (EAST) ELEVATION
SCALE: 1/8" = 1'-0"



DANIA BEACH MANAGEMENT, INC

DATE: 11/19/13
SHEET: 13
PROJECT: ASD
AS

NEW 6 STORY HOTEL BUILDING
HOME2 SUITES BY HILTON
STIRLING ROAD & SW 19TH COURT, TRACT A, LETO PLAT
DANIA BEACH, BROWARD COUNTY, FLORIDA

ALL WORK SHALL BE DONE IN ACCORDANCE WITH THE LATEST EDITIONS OF THE BUILDING CODES AND ALL APPLICABLE LOCAL, STATE AND FEDERAL REGULATIONS AND ORDINANCES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES. THE ARCHITECT SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES.

REVISIONS:
NO. DATE DESCRIPTION
1 11/19/13
2 11/19/13

ARCHITECT
JAMES E. GILGENBACH
ARCHITECTURE & PLANNING

SUITE 107 NEWPORT COMMERCE CENTER
1230 E NEWPORT CENTER DR DEERFIELD BEACH
(954) 426 - 1652 FLORIDA 33442



CONSTRUCTION INFORMATION:
 TYPE OF CONSTRUCTION: 6 STORY HOTEL BUILDING
 NUMBER OF STORIES: 6
 BUILDING SETBACKS: 10 FT. FRONT, 10 FT. SIDE, 10 FT. REAR
 HEIGHT: 60 FT. (MAX)
 FLOOR AREA (GROSS): 120,000 SF
 FLOOR AREA (NET): 100,000 SF
 TOTAL FLOOR AREA: 720,000 SF
 TOTAL VOLUME: 4,200,000 CU YD

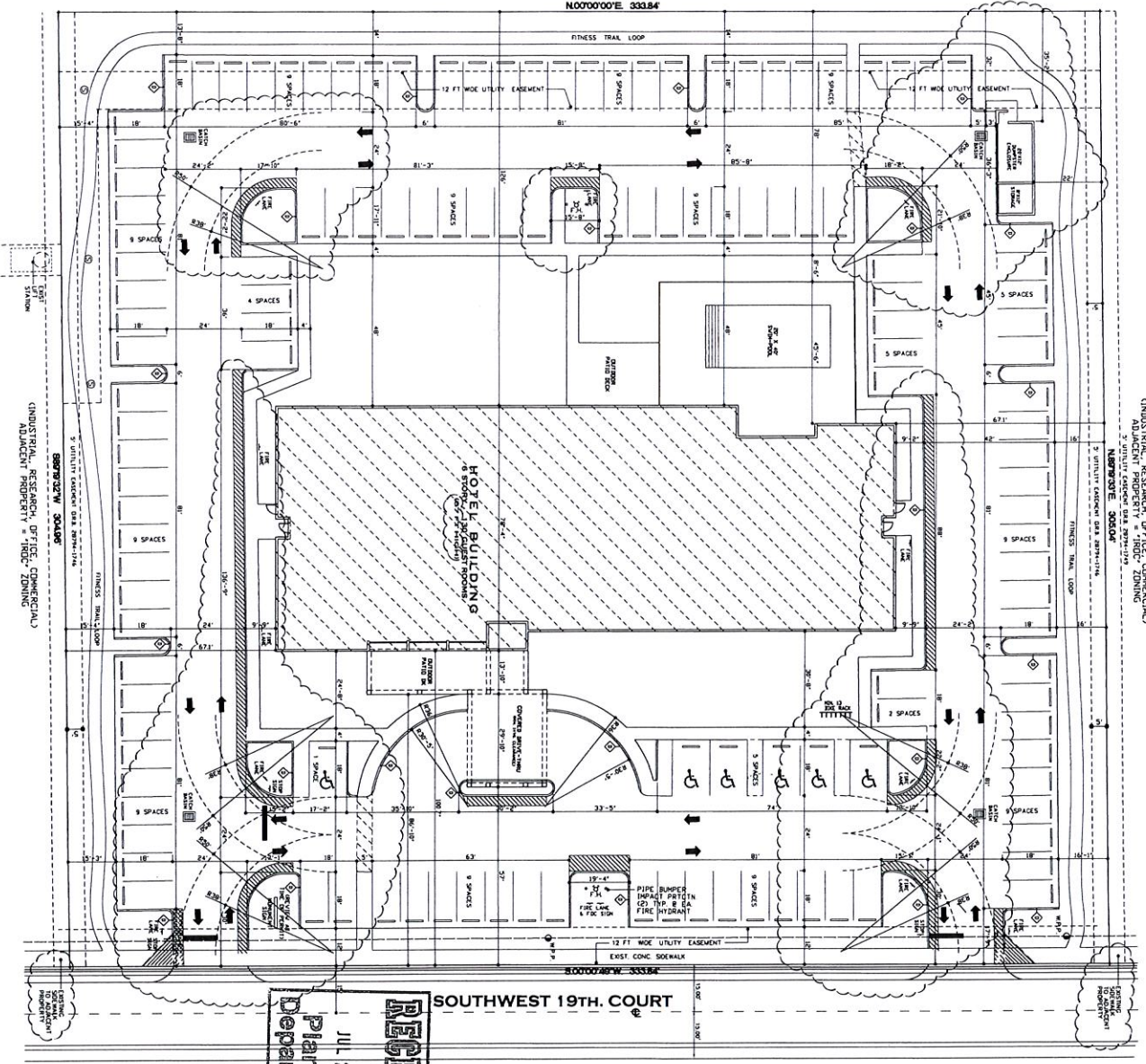
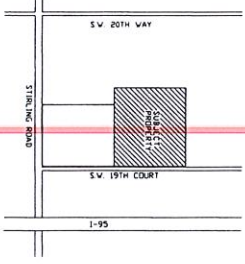
PARKING CALCULATIONS:
 120 GUEST RKS X 1.00 SPACES / RM = 120 SPACES REQUIRED
 10% PARKING SPACES REQUIRED: 12 SPACES (6 AMPHIB)
 TYPICAL PARKING SPACE: 12' x 18' 6"
 AMPHIBIOUS PARKING SPACE: 12' x 18' 6"

PROJECT SITE INFORMATION:
 CLIENT: DANIA BEACH MANAGEMENT, INC.
 PROJECT: HOME2 SUITES BY HILTON
 SITE ADDRESS: 1234 SW 19TH COURT, DANIA BEACH, FLORIDA 33442
 TRACT A, LETO PLAT FROM THE PLAT FOR THE DANIA BEACH RESORT CONDOMINIUM, DANIA BEACH, FLORIDA 33442

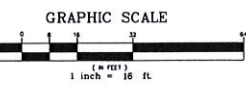
LEGAL DESCRIPTION:
 LETO PLAT FROM THE PLAT FOR THE DANIA BEACH RESORT CONDOMINIUM, DANIA BEACH, FLORIDA 33442
 TRACT A, DANIA BEACH RESORT CONDOMINIUM, DANIA BEACH, FLORIDA 33442

PROJECT SITE INFORMATION:
 CLIENT: DANIA BEACH MANAGEMENT, INC.
 PROJECT: HOME2 SUITES BY HILTON
 SITE ADDRESS: 1234 SW 19TH COURT, DANIA BEACH, FLORIDA 33442
 TRACT A, DANIA BEACH RESORT CONDOMINIUM, DANIA BEACH, FLORIDA 33442

LOCATION PLAN
 NO SCALE
 NORTH



6 STORY HOTEL BUILDING
SITE PLAN
 SCALE: 1" = 16'-0"



ADJACENT PROPERTY
 'C-2' ZONING COMMERCIAL
 (VACANT LAND)

DANIA BEACH MANAGEMENT, INC

NEW 6 STORY HOTEL BUILDING
HOME2 SUITES BY HILTON
 STIRLING ROAD & SW 19TH COURT, DANIA BEACH, FLORIDA
 TRACT A, LETO PLAT FROM THE DANIA BEACH RESORT CONDOMINIUM, DANIA BEACH, FLORIDA

JAMES E. GILGENBACH ARCHITECTURE & PLANNING
 SUITE 107 NEWPORT COMMERCE CENTER
 1238 E NEWPORT CENTER DR DEERFIELD BEACH FLORIDA 33442
 (954) 426-1652

DATE: 11 JUNE 13
 SHEET: 6 OF 6
A1



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

Date Rec'd: _____

Petition No.: VA-44-13

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: SW 19 Court, Dania Beach, Florida 33004

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

Recorded Plat Name: Leto Park

Folio Number(s): 5042 33 37 0011 Legal Description: Please see attached Exhibit "A"

Applicant/Consultant/Legal Representative (circle one) Scott Backman, Esq. - Dunay, Miskel, Backman & Blattner, LLP

Address of Applicant: 14 SE 4th Street, Suite 36, Boca Raton, FL 33432

Business Telephone: 561-405-3325 Home: _____ Fax: 561-409-2341

E-mail address: sbackman@dmbblaw.com

Name of Property Owner: Joan Leto, Trustee of the Joan Leto Revocable Living Trust dated March 28, 1994

c/o Stephen J. Straley, Esq. - Straley & Otto, P.A. 2699 Stirling Road, Ste. C-207,
 Address of Property Owner: Fort Lauderdale, FL 33312

Business Telephone: 954-962-7367 Home: _____ Fax: _____

Explanation of Request: Please see attached Exhibit "B" for Variance Request explanation
*For Plats please provide proposed Plat Name for Variances please attach **Criteria Statement** as per Section 625.40 of the Land Development Code.*

Prop. Net Acreage: 2.34 Gross Acreage: 2.34 Prop. Square Footage: 86,508

Existing Use: vacant lot Proposed Use: Home2 Suites by HILTON

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 27th DAY OF August, 2013

By:
Kathleen J. Brignola
(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.

[Insert Letterhead]

Statement of Interest in Property and Authorization to File Petitions

Joan Leto, Trustee of the Joan Leto Revocable Living Trust dated March 28, 1994 certifies that it is the Owner of the subject property and authorizes DUNAY, MISKEL, BACKMAN AND BLATTNER, LLP, as agent to submit and process any and all development applications to the City of Dania Beach and represent Owner at any public hearings necessary for the approval and development of the proposed Home2 Suites by HILTON within the City of Dania Beach.

Joan Leto, TRUSTEE
Print Name

Joan Leto Trustee
Signature

3100 STIRLING Rd
Address

Hollywood, FL 33021
City/State/Zip

(954) 989-9520
Phone

State of Florida

County of Broward

The foregoing instrument was acknowledged before me this 6th day of June, 2013, by Joan Leto, an individual, who is personally known to me or who has produced as identification and who did take an oath.

NOTARY PUBLIC:

Sign: Michelle M. Ropiza

Print: Michelle Ropiza

My Commission Expires: 03/04/15



Exhibit "A"

[Legal Description of Property]

EXHIBIT "A"

Legal Description

The South ½ of the following described parcel:

All that portion of Tract "A" of Leto Park, according to the plat thereof recorded in Plat Book 118, Page 39, of the Public Records of Broward County, Florida;

LESS the South 278.86 feet, as shown on said plat, and that portion conveyed for road purposes, recorded in Official Records Book 23810, Page 242.

Exhibit "B"

[Explanation of Request]

Home2 Suites by HILTON
SW 19th Court
Wall Sign Variance Justification Statement

CN Hotels ("Petitioner") is the contract purchaser for property located on the west side of SW 19th Court, approximately 300 feet north of Stirling Road ("Property") in the City of Dania Beach ("City"). The Property is zoned Industrial, Research, Office & Commercial ("IROC") and the underlying Land Use is Industrial. Petitioner proposes to develop the vacant 2.34 acre Property with a 130 unit, +/- 86,508 square foot Home2 Suites by HILTON ("Project").

Section 505-120(O) permits one wall identification sign per building frontage. Petitioner is therefore permitted only one wall sign on the East elevation as the Property only has frontage on SW 19th Court ("Variance"). In order to provide the necessary visibility from Stirling Road and I-95 for the Project, Petitioner requests a variance from the City code as follows:

Variance from City Code Section 505-120(O) to allow wall sign on the South elevation ("Variance")

In support of the proposed Variance, Petitioner will demonstrate that: (1) the Variance 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; (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; (3) the impaired visibility or effectiveness of the signage allowed in this article would result in unnecessary or undue hardship; and (4) the hardship is not a result of the Petitioner's actions, financial hardship, or any inconvenience of complying with the code, but are a result of: (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 Petitioner; (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.

- (1) The Variance 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.

The Variance is in harmony with the general intent and purpose of Article 505 and is not contrary to the public interest, especially with regard to the aesthetic impact on the surrounding area. The purpose of this article is, in part, to coordinate the type, placement and scale of signs within a zoning district, to facilitate communications and to allow for special circumstances. In addition, the general intent of signage is to identify business to the public at large. The Variance aligns with other hotels in the City, however, the literal interpretation of the code would deprive Petitioner of rights commonly enjoyed by other properties and hotels in the same zoning district. Because the Property is not immediately adjacent to I-95 or Stirling Road, existing and potential customers will have a difficult time locating the Property.

The code permits only one east facing wall sign and one monument sign on the SW 19th Court frontage. As a result, the Project has no identification on Stirling Road and very limited visibility for travelers on I-95 seeking the Stirling Road exit for the Project. Petitioner is simply requesting the Variance in order to provide greater visibility for the hotel considering the location of the Property in relation to I-95 and Stirling Road that would not be necessary if the Property had frontage on Stirling Road.

- (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.

Granting the Variance is necessary in order for the sign to achieve the level of visibility and effectiveness typical for conforming signs within the IROC zoning district. Indeed, the proposed hotel is permitted to place signage on the east side adjacent to S.W. 19th Court, however, the only traffic using this street would be the patrons of the Project as well as the other hotel uses to the north and south. Because the Property is not immediately adjacent to I-95 or Stirling Road like many other hotels in the City, Petitioner is requesting this variance in order to provide greater visibility typical for conforming signs within the same IROC zoning district in the City.

- (3) The impaired visibility or effectiveness of the signage allowed in this article would result in unnecessary or undue hardship.

The impaired visibility or effectiveness of the signage allowed in this article would result in unnecessary or undue hardship to Petitioner and Project. As noted above, the Property does not have direct frontage on Stirling Road and is therefore restricted in the placement of its signage in areas that do not provide adequate visibility for patrons of the Project. The vast majority of patrons staying at the hotel are projected as business travelers and tourists visiting South Florida, most of whom will be unfamiliar with South Florida geography and travelling to the Property by way of I-95. In order for the proposed hotel to operate effectively, potential patrons must know where the hotel is located. Additionally, the Property's visibility is impaired by the recently constructed Best Western hotel and soon to be constructed Comfort Suites hotel. As a result, the code permitted signage does not afford Petitioner or the Property the visibility intended by the City's sign regulations.

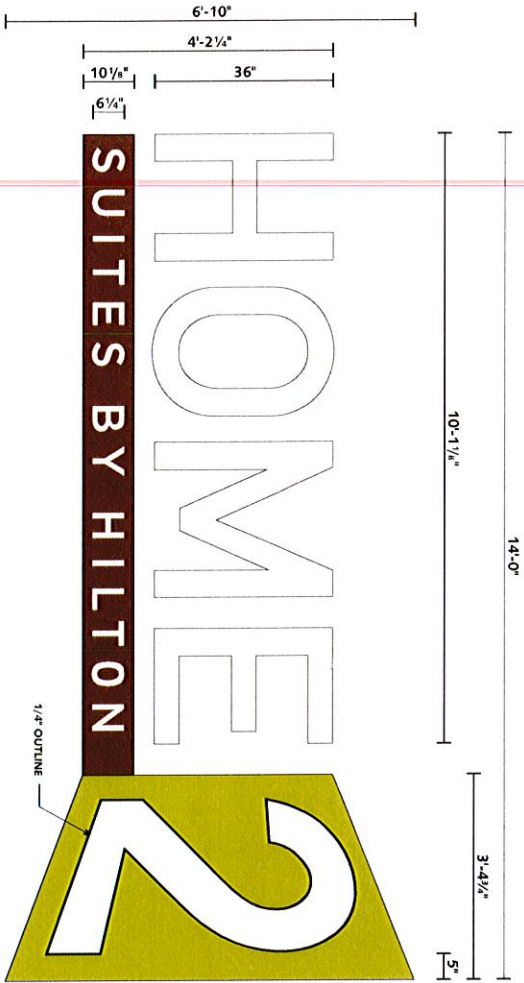
- (4) The hardship is not a result of Petitioner's actions, financial hardship, or any inconvenience of complying with the code, but is a result of: (a) conditions that are unique to the land, building, site configuration; or (b) conditions that are unique to the configuration of the site in relation to adjacent sites or features; or (c) other unique conditions that are not self-created by the applicant.

The hardship noted above does not result from actions by the Petitioner. In particular, the lack of visibility associated with the Property is the result of urban sprawl impacting South Florida, which has resulted in several developed properties located between I-95 and the Property. Petitioner is proposing to develop a property that does not front directly on Stirling Road and has impaired visibility from both Stirling Road and I-95 due to the Best Western hotel that was recently constructed and soon to be constructed Comfort Suites hotel. Therefore the signage is needed to direct patrons to the Project.

(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.

The Variance 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. Due to the site and visibility constraints set forth above, Petitioner is simply requesting an additional wall sign on the south façade of the Project that will comply with all size, placement and aesthetic requests. As such, the Variance is the minimum necessary deviation from the code's requirements.

95.7 Square Feet



"HOME" CHANNEL LETTERS:
 5" (127mm) DEEP FACE-LIT CHANNEL LETTERS W/ RETURNS PAINTED PMS 4895 DK. BROWN.
 .177" (4.5mm) WRT30 WHITE CYRO SG FACES.
 INTERNALLY ILLUMINATED W/ GE (OR APPROVED EQUIV.) TETRA POWERMAX WHITE L.E.D.
 W/ REMOTE POWER SUPPLY. SEE SECTION DETAILS FOR OTHER MATERIAL SPECIFICATIONS.

"SUITES BY HILTON" SIF CABINET:
 5" (127mm) DEEP FABRICATED ALUMINUM PAN-PANEL FACE W/ ROUTED-OUT GRAPHICS BACKED W/
 .177" (4.5mm) WRT30 WHITE CYRO SG PLEX. CABINET FACE & FILLER PAINTED PMS 4895 DK. BROWN.
 INSIDE PAINTED SPRAYLAT STARBRITE LIGHT-ENHANCING WHITE.
 INTERNALLY ILLUMINATED W/ GE (OR APPROVED EQUIV.) TETRA POWERMAX WHITE L.E.D.
 W/ REMOTE POWER SUPPLY. SEE SECTION DETAILS FOR OTHER MATERIAL SPECIFICATIONS.

"2" SIF CABINET:
 SIGNCOMP (OR APPROVED EQUIV.) BLEED FACE SYSTEM ON A 1" x 2" (25.4mm x 50.8mm)
 ALUMINUM C-CHANNEL FRAME W/ A TOTAL DEPTH OF 5" (127mm). ENTIRE EXTERIOR
 PAINTED PMS 583-U GREEN & INTERIOR PAINTED SPRAYLAT STARBRITE LIGHT-ENHANCING WHITE.
 3M (OR APPROVED EQUIV.) WHITE PAN III FLEXIBLE BLEED FACE W/ 1st SURFACE 3630-5030 GREEN
 VINYL OVERLAY & SECOND SURFACE 3M (OR APPROVED EQUIV.) 3635-30 WHITE DIFUSER.
 WHITE WEED-OUT TO SHOW THROUGH #2" & BLACK VINYL "2" OUTLINE. INTERNALLY ILLUMINATED
 W/ GE (OR APPROVED EQUIV.) TETRA POWERMAX WHITE L.E.D. W/ REMOTE POWER SUPPLY.
 SEE SECTION DETAILS FOR OTHER MATERIAL SPECIFICATIONS.

INSTALLATION NOTES:
 ALL LETTERS & CABINETS TO BE MOUNTED FLUSH TO EXTERIOR WALL USING APPROPRIATE NON-CORROSIVE
 HARDWARE. LOCATION OPTIONS OF SIGNAGE SHALL BE:
 1) FLUSH RIGHT JUSTIFIED - THE "2" CABINET FLUSH WITH THE EDGE OF THE BUILDING.
 2) CENTERED ON BUILDING WALL AREA WHERE ATTACHED.
 3) APPROPRIATELY PLACED ON BUILDING WALL(S) AS APPROVED BY HILTON DESIGN & CONSTRUCTION.

ALL ILLUMINATED SIGNAGE REQUIRE THE CLIENT'S ELECTRICIAN
 TO FURNISH & INSTALL A COMPLETE PHOTOCELL AND/OR TIME CLOCK
 TO ALLOW SIGNS TO OPERATE AT DESIGNATED INTERVALS.
 HOWEVER, SIGN SHALL NEVER OPERATE ON A 24/7 BASIS.

QUANTITY: (2) TWO CHANNEL LETTERSETS REQUIRED
-(1) One for Storefront elevation & (1) One for Left Side elevation

95.67

MC SIGN COMPANY
 Hospitality Headquarters:
 334 INDUSTRIAL PARK RD.
 BLUEFIELD, VA 24605
 877-779-9977
 www.mcsign.com

CLIENT:	HOME 2 HILTON	PROJECT NUMBER:	3	TICKET NO.:	N/A	DATE:	08/16/13
ADDRESS:	DANA BEACH, FL	PROJECT MANAGER:	JAMES PEAKE	DESIGNER:	DB	DATE:	08/16/13 DB
		ELECTRONIC FILE NAME:	HILTON HOME 2 SUITES 2013 MS DANA BEACH				

REVISIONS:	DATE:	DESCRIPTION:
Updated outline colors	08/16/13 DB	
Updated sign to up to date Home 2 suites. Spec	08/16/13 DB	

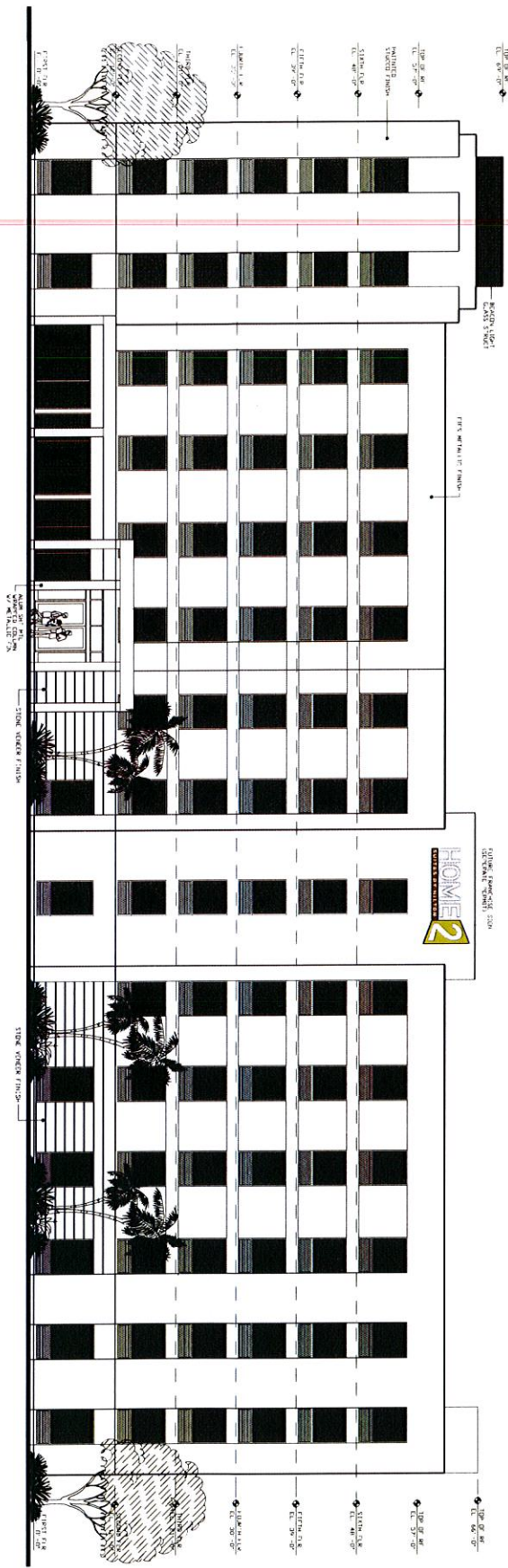
Sign On.
 Partner with the best.
 MC SIGN CO. 1988
 AUG 18 2013
 CLIENT SIGNATURE & APPROVAL DATE

Planning Department

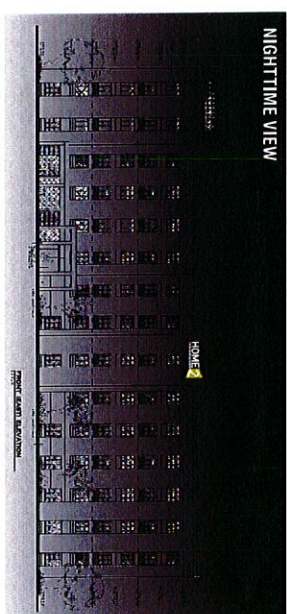
NOTE: PRINTS ARE THE EXCLUSIVE PROPERTY OF "MC SIGN COMPANY". ANY UNAUTHORIZED USE OR DUPLICATION WILL RESULT IN A 20% CHARGE PER OCCURRENCE PER THE VALUE OF THE DISPLAY.

PROPOSED ELEVATIONS
SCALE: 1/16" = 1'-0"

FRONT ELEVATION



FRONT (EAST) ELEVATION
SCALE



Hospitality Headquarters:
334 INDUSTRIAL PARK RD.
BLUEFIELD, VA 24605
877-779-9977
www.mcsign.com

CLIENT: **HOME 2**
ADDRESS: **DANNA BEACH, FL**

PROJECT NUMBER	TICKET NO.	DATE	DATE	REVISIONS:
1	N/A	08/16/13	08/16/13 08	Updated Lineline colors
PROJECT MANAGER:		DESIGNER:		
JAMES PEAKE		DB		
ELECTRONIC FILENAME:		HILTON HOME 2 SUITES 2013 WSDANNA BEACH		

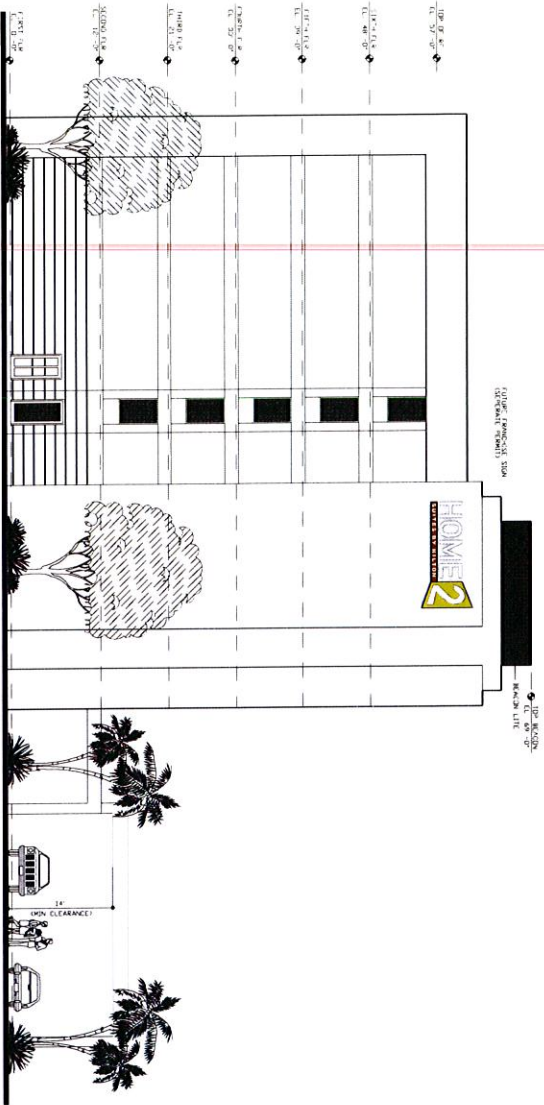
NOTE: PRINTS ARE THE EXCLUSIVE PROPERTY OF "MCSIGN COMPANY". ANY UNAUTHORIZED USE OR DUPLICATION WILL RESULT IN A 20% CHARGE PER OCCURRENCE PER THE VALUE OF THE DISPLAY. © MC SIGN CO 1998

CLIENT SIGNATURE & APPROVAL DATE:

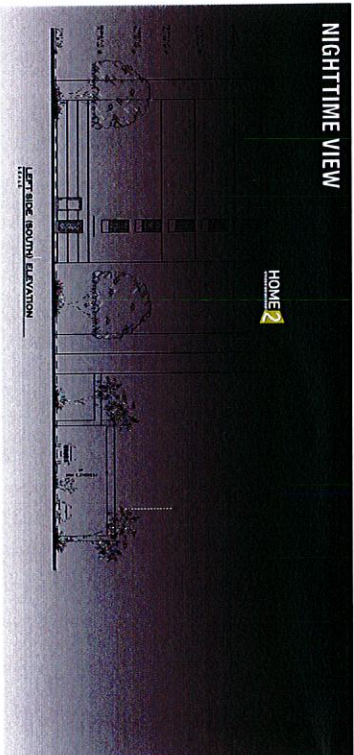
Planning Department

PROPOSED ELEVATIONS
SCALE 1/16" = 1'-0"

LEFT SIDE ELEVATION



LEFT SIDE (SOUTH) ELEVATION
SCALE



Hospitality Headquarters:
334 INDUSTRIAL PARK RD.
BLUEFIELD, VA 24605
877-779-9977
www.mcsign.com

CLIENT: **HOME 2**
ADDRESS: **DAMA BEACH, FL**

PROJECT NUMBER: 2
TICKET NO.: N/A
DATE: 08/16/13
PROJECT MANAGER: JAMES PEAKE
DESIGNER: DB

DATE: 08/16/13 DB
ELECTRONIC FILE NAME: HILTON HOME 2 SUITES 2013 WSDAMA BEACH

REVISIONS
Undeclared Lettering Colors

NOTE: PRINTS ARE THE EXCLUSIVE PROPERTY OF "MCSIGN COMPANY". ANY UNAUTHORIZED USE OR DUPLICATION WILL RESULT IN A 20% CHARGE PER OCCURRENCE PER THE VALUE OF THIS AD @ MCSIGN CO 1999

Sign On.
Partner with the best.

CLIENT SIGNATURE & APPROVAL DATE:

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D/F ILLUMINATED MONUMENT

SCALE: 3/4" = 1'-0"

99.9 Square Feet

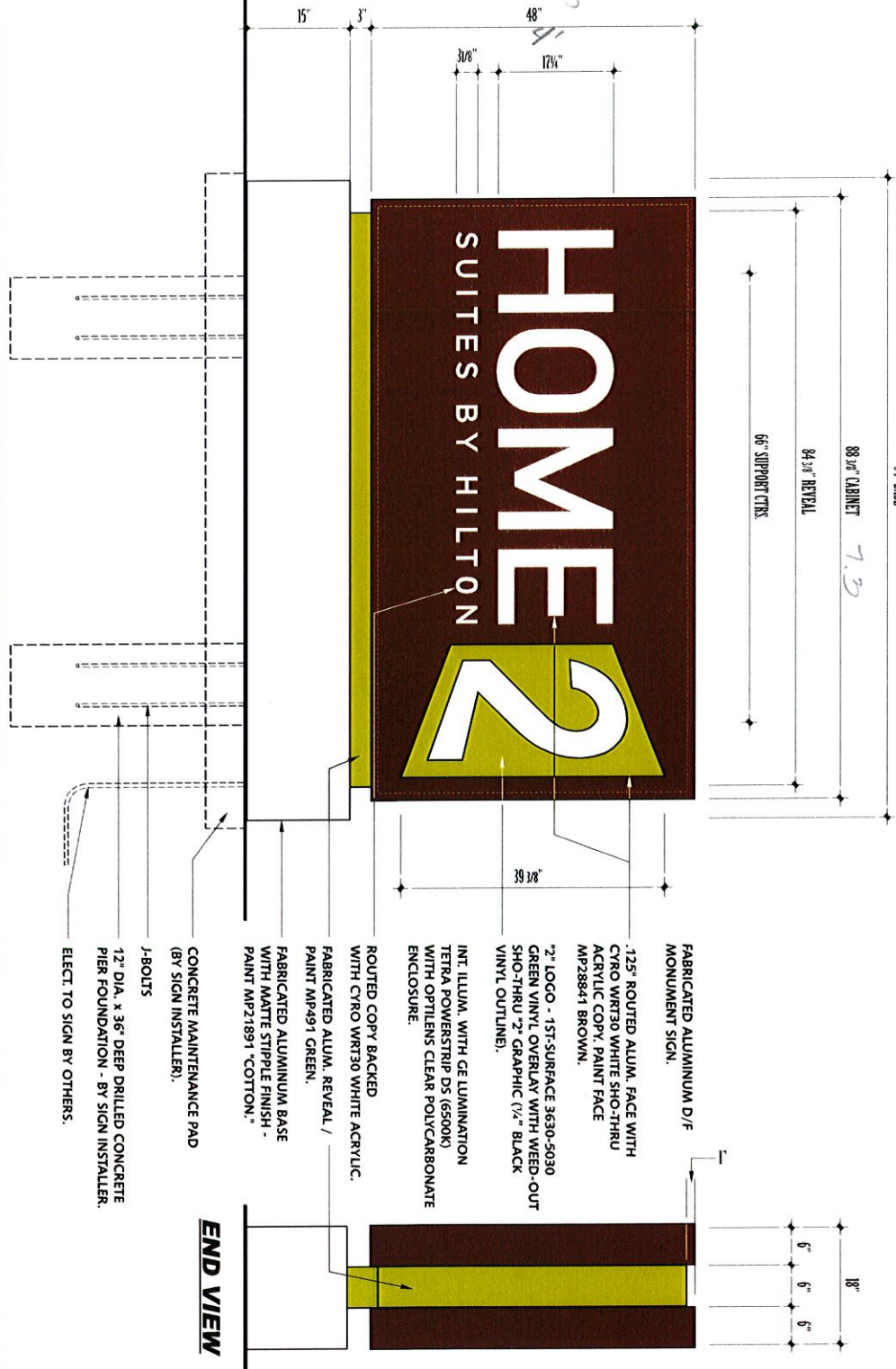
94" BASE

88 3/8" CABINET 7.3

84 3/8" REVEAL

66" SUPPORT CTNS.

29.57



END VIEW

MC SIGN COMPANY

Hospitality Headquarters:
334 INDUSTRIAL PARK RD.
BLUEFIELD, VA 24605
877-779-9977
www.mcsign.com

CLIENT:	HOME 2 HILTON	PROJECT MANAGER:	JAMES PEAKE
ADDRESS:	DANA BEACH, FL	DESIGNER:	DB
ELECTRONIC FILE NAME:	HILTON HOME 2 SUITES 2013MSDANA BEACH		
PAGE NUMBER:	4	TICKET NO.:	N/A
DATE:	08/16/13	DATE:	
REVISIONS:			

Sign On.
 Partner with the Best.

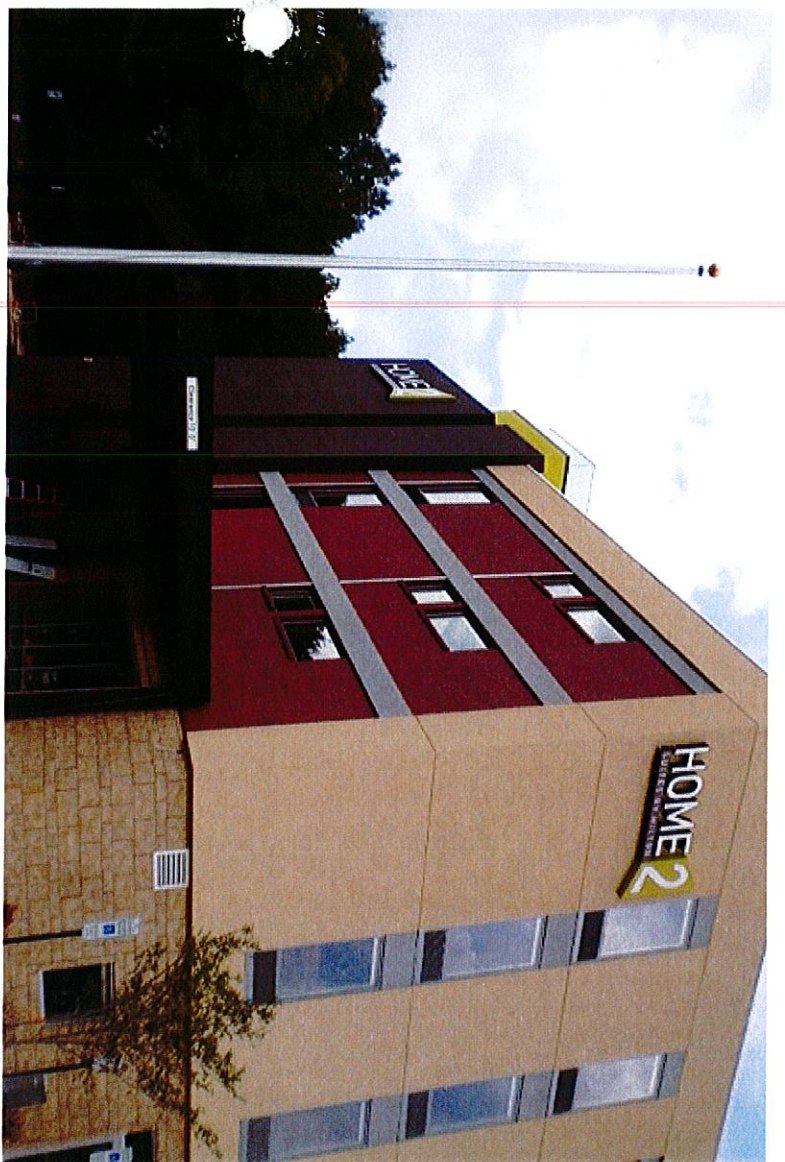
CLIENT SIGNATURE & APPROVAL DATE:

RECEIVED

Planning Department

AUG 18 2013

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AUG 07 2013
Planning
Department

Google Signs

**NOTICE OF PUBLIC HEARINGS ON
LAND DEVELOPMENT CODE
AMENDMENTS**

CITY OF DANIA BEACH, FLORIDA

A Public Hearing will be conducted by the City of Dania Beach City Commission meeting on the following date:

DATE: Tuesday, September 24, 2013

TIME: 7:00 p.m. or as soon thereafter as the same may be heard

PLACE: City Commission

Chambers

Dania Beach

Administrative Center

100 West Dania Beach Blvd.

Dania Beach, FL 33004

SP-31-13/VA-44-13: The applicant, Scott Backman, Esq. with Dunay, Miskel, Backman & Blattner, LLP, on behalf of the property owner Joan Leto, Trust of Joan Leto Revocable Living Trust, is requesting to site plan and variance approval for the construction of a hotel on property located at SW 19 Court.

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA, APPROVING THE SITE PLAN REQUEST (SP-31-13) AND VARIANCE (VA-44-13) SUBMITTED BY SCOTT BACKMAN, ESQUIRE WITH DUNAY, MISKEL, BACKMAN & BLATTNER, LLP, ON BEHALF OF JOAN LETO OF THE JOAN LETO REVOCABLE LIVING TRUST FOR PROPERTY LOCATED ON SW 19TH COURT IN THE CITY OF DANIA BEACH, FLORIDA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Legally described: The South of the following described parcel: All that portion of Tract "A" of Leto Park, according to the plat thereof recorded in Plat Book 118, Page 39 of the Public Records of Broward, Florida.

Less the South 278.86 feet, as shown on said plat, and that portion conveyed for road purposes, recorded in the Official Records Book 23810, Page 242.

Copies of the proposed requests 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 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 fs 286.0105.

Community Development Department
Planning Division

September 13, 2013

SUN SENTINEL PROOF

Customer: CITY OF DANIA (PARENT)

Contact: DONNA H. KIRBY Phone: 9549218700

Ad Number: 14176287
Insert Dates: 09/13/2013

Section: CL Class: 720; 11720 PUBLIC HEARING NOTICES Size: 1 x 97.00
Printed By: CH31 Date: 09/11/2013
Price: 229.95

Signature of Approval: _____ Date: _____