



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

**DATE:** March 11, 2014

**TO:** Robert Baldwin, City Manager

**VIA:** Marc LaFerrier, AICP, Director *[Signature]*

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

**SUBJECT:** **VA-22-14:** The applicant, Anthony A. Alari, on behalf of the Humane Society of Broward County, is requesting a sign variance for the property located at 2070 Griffin Road.

**REQUEST  
VARIANCE**

1. To allow a second wall sign facing the front (north) property line; code permits a maximum of one (1) wall sign per building frontage, per Section 505-110(R)(2).
2. To allow a sign with a vertical dimension of approximately seven feet, six inches (7'6"); code permits a maximum vertical dimension of two and a half (2.5) feet, per Section 505-110(R)(5).

**PROPERTY INFORMATION**

**EXISTING ZONING:** Industrial, Research, Office, Marine (IROM),  
Commercial (C-2 & C-3)

**LAND USE DESIGNATION:** Commercial

The property is located on the south side of Griffin Road and is the existing location of the Humane Society. The Humane Society recently completed an external renovation of their property. Renovations include new façade treatment to the entire building exterior and a new entrance feature.

**VARIANCE**

The applicant is proposing to locate a second wall sign on the north building elevation, facing Griffin Road. The Land Development Regulations only permits one (1) wall signs per street frontage. The primary wall sign currently installed is approximately twenty-five (25) square feet. The applicant is requesting a second sign facing Griffin Road, on a wall recessed back from the building entrance wall, totaling approximately thirty-nine (39) square feet. The total sign area will equal approximately 63.5 square feet; 130 square feet is the maximum permitted.

The City's Land Development Regulations, 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 Land Development Regulations permits a maximum sign area of approximately 130 square feet for the north building elevation. The applicant is proposing a total square footage of approximately 63.5 square feet, well below the maximum permitted. The two proposed signs complement the renovations recently completed on the site and enhance the property.

(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 proposed sign area is much smaller in size than the maximum permitted by code. The proposed height of the signage is proportional to the structure and enhances visibility for motorists.

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

The applicant has indicated that recent relocation of the Broward County Animal Control facility, less than one mile away, has increased the community's confusion between the two facilities. The absence of the additional signage has caused the subject property to experience a large increase in the number of citizen confusion regarding the two facilities which serve the South Florida community differently and are operationally funded differently.

(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.

As stated above, the recent relocation of the Broward County Animal Control facility, less than one mile away, has increased the community's confusion between the two facilities. The absence of the additional signage has caused the subject property to experience a large increase in the number of citizen confusion regarding the two facilities which serve the South Florida community differently and are operationally funded differently.

(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 total requested sign area (of approximately 63.5 square feet) is less than the maximum permitted by the Land Development Regulations (130 square feet is the maximum permitted). Therefore the request of two signs, with sign area less than the maximum, is a minimal deviation.

#### **STAFF RECOMMENDATION**

Approval of requested variance.



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: 1/28/14  
 Petition No.: VA-022-14

**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: 2070 Griffin Road, Dania Beach, Florida, 33312

Lot(s): 1 Block: 12 Subdivision: Highland Park unit

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

Folio Number(s): 5042 33 08 0140 Legal Description: See attached

Applicant (Consultant) Legal Representative (circle one) Anthony A Alari

Address of Applicant: 226 Se 12th Ave, Fort Lauderdale, Florida, 33301

Business Telephone: 954-818-1005 Home: 954-767-9767 Fax: 954-767-9766

E-mail address: tony@themarkergroup.com

Name of Property Owner: Humane Society of Broward County

Address of Property Owner: 2070 Griffin Road, Dania Beach, Florida 33312

Business Telephone: 953-266-6833 Home: 954-895-3634 Fax: 954-989-3991

**Explanation of Request:** Permission for 2nd wall sign on North elevation of building facing Griffin Rd.  
 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: 2.9 Gross Acreage: 2.9 Prop. Square Footage: 126127

Existing Use: Animal Shelter Proposed Use: No change - Animal Shelter

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 Anthony A Alari (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 22 DAY OF JANUARY, 2014

By: Anthony Proke  
(Print name of person acknowledging)

(Joint owner signature if applicable)

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

NOTARY PUBLIC-STATE OF FLORIDA  
Lorna Smith Inge  
Commission # EE109737  
Expires: JULY 06, 2015  
BONDED THRU ATLANTIC BONDING CO., INC.

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.***



January 30, 2014

City of Dania Beach  
City Commission & Planning and Zoning Board  
100 West Dania Beach Blvd  
Dania Beach, Florida  
33004

RE: Variance request: Signage for the:  
Marti Huizenga Animal Shelter  
2070 Griffin Road  
Dania Beach, Florida  
33312

To whom it may concern,  
On behalf of The Humane Society of Broward, I seek a signage variance for the additional signage also identifying the facility as the "*Marti Huizenga Animal Shelter*", on Griffin Road as part of the completion of the renovation of the facility. The current City Ordinance prohibits more than 1 wall sign per street elevation whereas we are requesting two wall signs for the North elevation that faces Griffin Road:

REQUESTED SIGNS:

- Sign 1: "Humane Society of Broward County" (please see attached illustrations)
- Sign 2: "Marti Huizenga Animal Shelter" (please see attached illustrations)

JUSTIFICATION FOR REQUESTS:

- 1) For the last 25 years the facility which has served the South Florida Community has been identified and known as the "MARTI HUIZENGA ANIMAL SHELTER". Having been chartered as one of the Humane Societies of America has required additional signage identifying the facility as such. We feel that without the additional wall sign's variance approval there will be confusion as to true identity of the facility and recognition of the facility that served South Florida for more than two decades.
- 2) The Broward County Animal Control facility, located at 1870 SW 39<sup>th</sup> St, Fort Lauderdale (less than 1 mile away from the Marti Huizenga Animal Shelter) has increased the community's confusion between the two facilities. With the absence of the additional wall signage the facility has experienced a large increase in the number of community citizen's confusing the two facilities which serve the South Florida communities differently and are operationally funded completely differently:
  - a. Marti Huizenga Animal Shelter:
    - i. Provides humane treatment and services for the animals surrendered and entrusted to them as per the mission of the Humane Society of America's doctrines.
    - ii. Is funded entirely by:
      1. Donations
      2. Sponsorships
      3. Revenues from the services they provide
      4. NO tax dollars
  - b. Broward County Animal Control:
    - i. Provides treatment and services for the animals collected as strays and surrendered on a time and space available directive.
    - ii. Is subsidized by tax dollars



- 3) Proper recognition and tribute to the family and woman whose vision and eternal generosity has supported the shelter's mission and operations for over two decades. It would be irresponsible to not properly identify the facility as one of Mrs. Huizenga's most time honored and cherished community serving, charitable programs.

Respectfully,

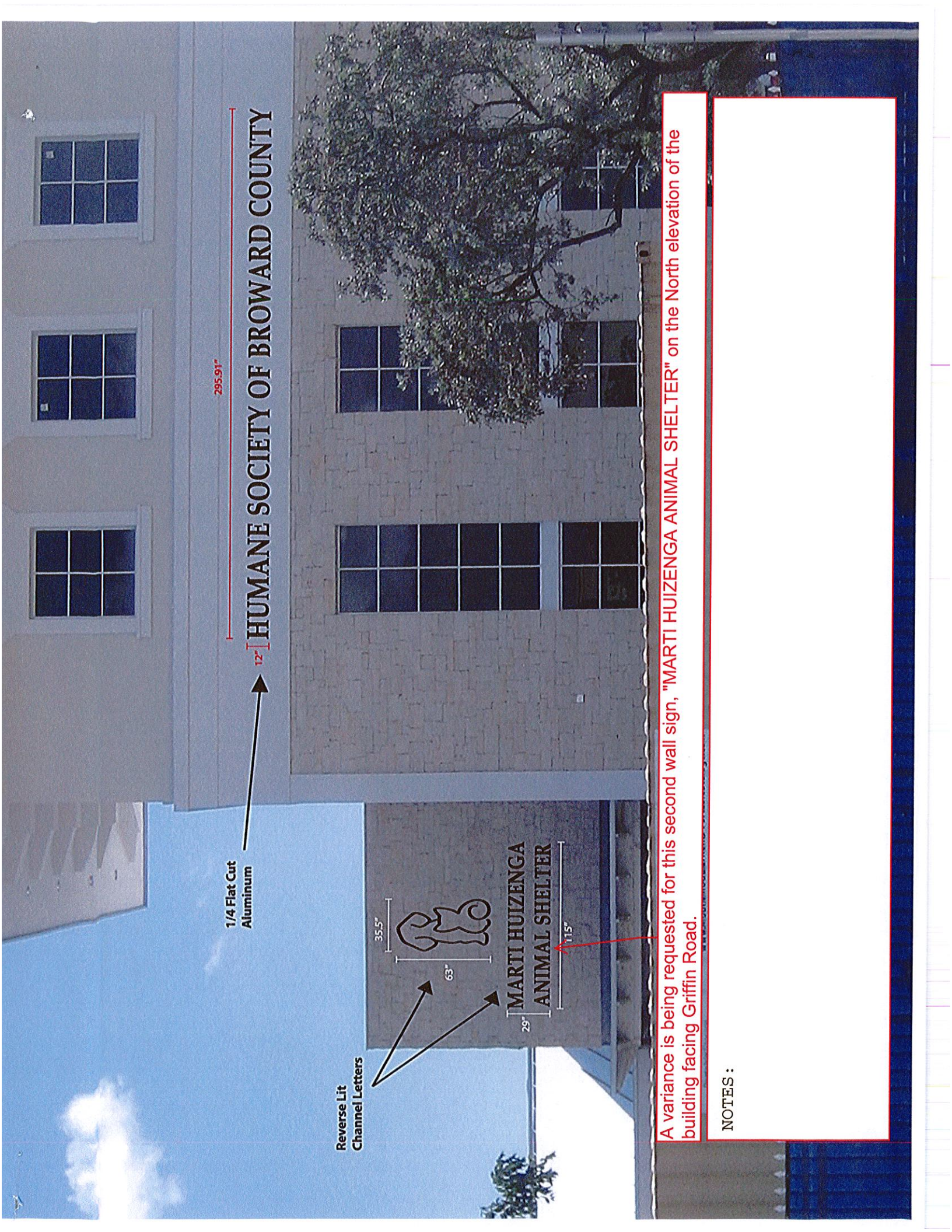
A handwritten signature in black ink, appearing to read "Anthony A. Alari".

Anthony A. Alari  
Sr. Project Manager

c/o: The Marker Group, LLC  
The Humane Society of Broward County

CC:

C. Agostino, Pres. & CEO, Marti Huizenga Animal Shelter / HSBC  
A. Priore, CFO, Marti Huizenga Animal Shelter / HSBC  
B. Ansell, Managing Director, Marti Huizenga Animal Shelter / HSBC  
Mr. & Mrs. Wayne Huizenga  
TMG Files



295.91"

12" HUMANE SOCIETY OF BROWARD COUNTY

1/4 Flat Cut Aluminum

Reverse Lit Channel Letters

35.5"

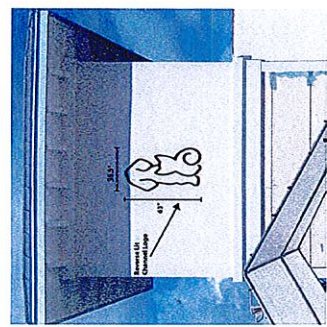
63"

29"

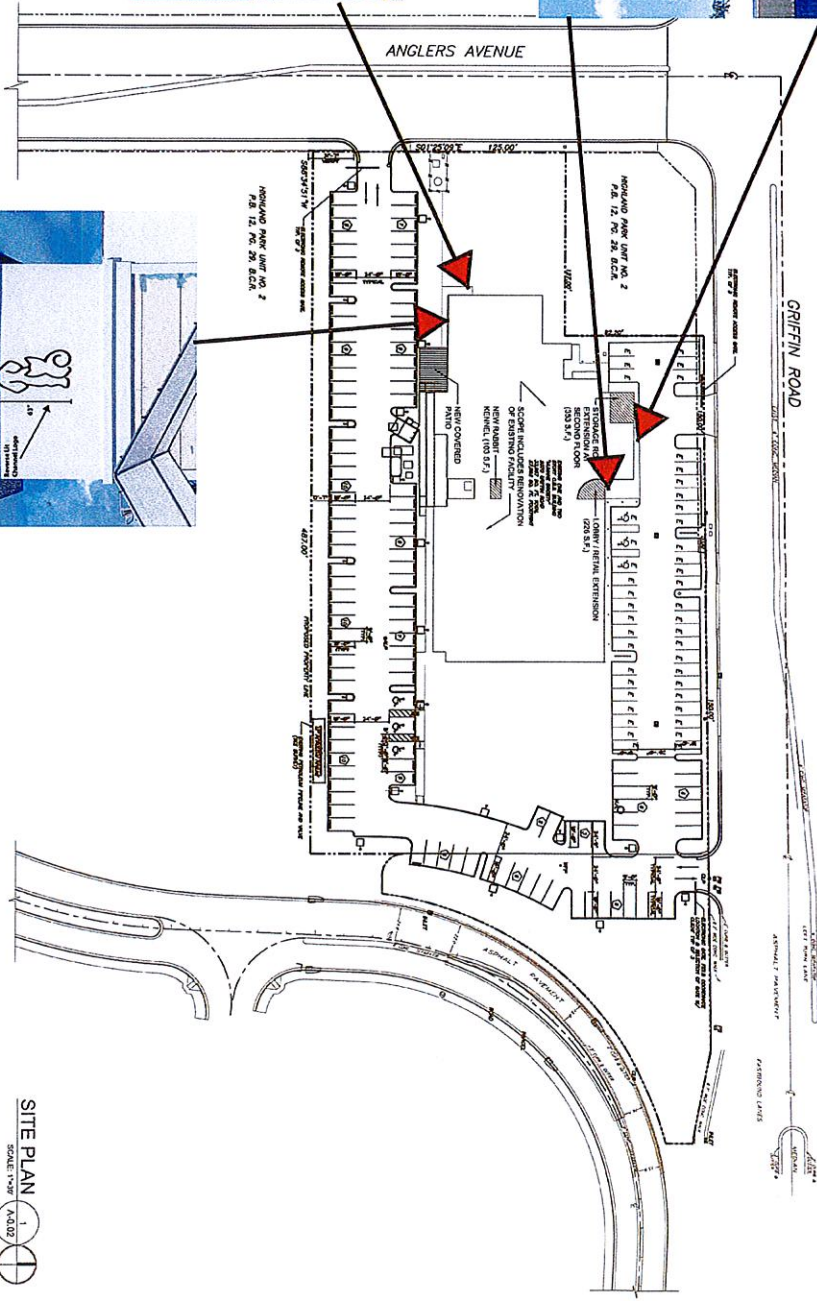
115"

A variance is being requested for this second wall sign, "MARTI HUIZENGA ANIMAL SHELTER" on the North elevation of the building facing Griffin Road.

NOTES:



**RECEIVED**  
 JAN 28 2014  
 Planning  
 Department



**SITE PLAN**  
 SCALE: 1/8" = 1'-0"  
 NORTH

To the best of the architect's or engineer's knowledge, the plans and specifications comply with the applicable minimum building codes and the applicable fire safety standards as determined by the local authority in accordance with the section and Chapter 633, Florida Statutes.

PROJECT # 21006  
 SHEET # **A-0.02**  
 PLAT DATE: SEPTEMBER 17, 2012

**THE HUMANE SOCIETY OF BROWARD COUNTY - RENOVATIONS**  
 2070 GRIFFIN ROAD  
 DANIA BEACH, FL 33312

**THE HUMANE SOCIETY OF BROWARD COUNTY**  
 2070 GRIFFIN ROAD  
 DANIA BEACH, FLORIDA 33312

**GARCIA STROMBERG**  
 Joseph M. Garcia, Owner  
 Chief Executive Officer  
 2365 Villa Parkway, Suite 101, West Palm Beach, FL 33411  
 TEL: 561-478-3800 FAX: 561-478-3800  
 www.garciastromberg.com

NO.	DATE	ISSUE
1		ISSUED FOR PERMIT
2		
3		
4		
5		
6		





**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, March 11, 2014  
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

**VA-22-14:** The applicant, Anthony A. Alari, on behalf of the Humane Society of Broward County, is requesting a sign variance for the property located at 2070 Griffin Road.

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DANIA BEACH, FLORIDA, APPROVING VARIANCE (VA-022-14) SUBMITTED BY ANTHONY A. ALARI, ON BEHALF OF THE PROPERTY OWNER HUMANE SOCIETY OF BROWARD COUNTY, FOR PROPERTY LOCATED AT 2070 GRIFFIN ROAD IN THE CITY OF DANIA BEACH, FLORIDA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

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 based. The city does not provide or prepare such record pursuant to f.s. 286.0105.

Community Development Department  
Planning Division  
Publish: Friday, February 28, 2014

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CODE AMENDMENTS  
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Community Development Department

Planning Division

February 28, 2014

## SUN SENTINEL PROOF

Customer: CITY OF DANIA (PARENT)      Contact: DONNA KIRBY      Phone: 9549218700  
Ad Number: 14190758  
Insert Dates: 02/28/2014

Printed By: CH31 Date: 02/26/2014

Price: 187.65

Signature of Approval: \_\_\_\_\_ Date: \_\_\_\_\_