

**CITY OF HOLLYWOOD, FLORIDA
INTER-OFFICE MEMORANDUM
PLANNING AND DEVELOPMENT SERVICES**

DATE: November 10, 2011 **FILE:** 11-V-83

TO: Planning and Development Board/ Local Planning Agency

VIA: Andria Wingett, Planning Manager *aw*

VIA: Julie Walls Krolak, Principal Planner *JW*

FROM: Mariluz Maldonado, Planning and Development Services Administrator *M.M.*

SUBJECT: Equity One, LLC requests a sign Variance for tenant space at 5311 Sheridan Street. (Sheridan Plaza)

APPLICANT'S REQUEST

Variance: Sign Variance to exceed the allowed 29.5 sq ft to provide 49.5 sq ft for a wall sign.

STAFF'S RECOMMENDATION

Variance: Denial.

Request:

Today, the applicant is requesting a sign Variance to allow a new tenant, America's Best Contacts and Eyeglasses to increase the allowed wall sign square footage from approximately 29 sq ft to approx. 49 sq ft to allow a larger sign on their store front. This tenant space lies within the Sheridan Plaza shopping center. (See attached plaza plan to identify tenant space highlighted in yellow). The applicant provides, "America's Best Contacts & Eyeglasses, has decided a sign Variance is necessary in order for them to increase their overall signage due to visibility and the general concerns of the public in locating their business".

Staff understands the importance of identifying businesses, but it is also in staff's purview to ensure signage is both provided in an *attractive manner* as well as *intended to provide locational information rather than advertisement*, as encouraged by the Design Guidelines. Although this tenant space provides a large setback from Sheridan Street, none of other plaza tenants which have similar setbacks have requested this type of Variance. Staff feels the existing approved wall sign to identify the business is appropriate in size and scale with the plaza. As a result, there are no special conditions associated with the location of this tenant space which would require exceeding the maximum square footage. In addition, meeting code requirements does not present a hardship for the business. Therefore, staff recommends denial of the requested Variance.

SITE INFORMATION

Owner/Applicant:	Equity One LLC
Address/Location:	5311 Sheridan Street (Sheridan Plaza)
Net Size of Property:	45,624 sq ft (1 acre overall plaza)
Present Zoning:	Medium Intensity Commercial (C-3)
Future Land Use Designation:	General Business

Existing Use of Land: Shopping Center

ADJACENT ZONING

North: Low Intensity Multiple Family (RM-9) / High Density Multiple Family (RM-25)
South: Government Use (GU)/ Low Intensity Multiple Family (RM-9) / High Density Multiple Family (RM-25)
East: High Intensity Office (O-3)
West: Single Family Detached Dwelling per site (RS-6)

ADJACENT LAND USE:

North: Low Medium Residential / High Residential
South: Low Medium Residential / Community Facility
East: General Business
West: Low Medium Residential

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The subject property is located in Sub-Area 7, which is geographically bound by 56th Ave on the west, I-95 to the east, Sheridan Street to the south and SR 84 and Broward County Unincorporated areas to the north. This area includes the residential areas of Emerald Hills, Oakridge and the industrial/office area of Port 95 Commerce Park.

Commercial uses are concentrated along Sheridan Street and Stirling Road. Commercial activity is located along Sheridan Street and consists of strip commercial centers serving surrounding neighborhoods. Some of the neighborhood issues are preserving the existing housing stock, improving the streetscape (paving, landscaping and drainage), traffic calming and street closings to control speeding and cut-through traffic, and increasing the recreational opportunities in the area.

Guiding Principle: *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*

Recommendations for Sub-Area encourage commercial and business redevelopment along underutilized and obsolete plazas. The existing business is consistent with the recommendations as it creates another business within the neighborhood. However, the request for larger signage is not compatible with the surrounding community. Staff understands the importance of identifying business but also it is in staff's purview to ensure signage is both provided in an *attractive manner* as well as *intended to provide locational information rather than advertisement*, as encouraged by the Design Guidelines.

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The subject property has a General Business Land Use. The goal of the Land Use Element is to "promote a distribution of land uses to enhance and improve the residential, business, resort and natural communities while allowing land owners to maximize the use of their property."

Land Use Element:

Objective 4: *Maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted.*

The existing business brings a new resource to the surrounding neighborhoods and creates a use compatible with the existing shopping center. Again, the request for larger signage is not found to be compatible with existing signage within the plaza. Staff understands the importance of identifying business but also it is in staff's purview to ensure signage is both provided in an *attractive manner* as well as *intended to provide locational information rather than advertisement*, as encouraged by the Design Guidelines.

Variance: Sign Variance to exceed the allowed 29.5 sq ft to provide 49.5 sq ft for a wall sign.

No sign Variance to the provisions of Article 8 "Sign Regulations" shall be granted by the Board unless the petitioner has shown that all of the criteria as set forth in Section 5.3 F.2 of the City's Zoning and Land Development Regulations have been met, which are as follows:

CRITERIA 1: The variance is not contrary to the public interest.

ANALYSIS: The proposed wall sign with a total of approximately 49 sq ft would be exceeding the maximum allowed square footage of tenant building frontage (approx. 29 sq ft) by 19 sq ft. The applicant provides, "America's Best Contacts & Eyeglasses, has decided a sign Variance is necessary to increase the overall signage due to visibility and the general concerns of the public in locating the business".

The applicant obtained a sign permit to construct a wall sign along Sheridan Street which complied with the approx. 29 sq ft maximum. Instead the applicant is moving forward with the request for a larger sign. Staff understands the importance of identifying business but also it is in staff's purview to ensure signage is both provided in an *attractive manner* as well as *intended to provide locational information rather than advertisement*, as encouraged by the Design Guidelines. The applicant is proposing to exceed the total square footage for this tenant space where no other tenants within this plaza had requested such Variance in the past.

FINDING: Inconsistent.

CRITERIA 2: The variance is required due to special conditions.

ANALYSIS: Zoning and Land Development Regulations allow one wall sign per street frontage for the tenant space with a total size equal to one square foot per linear foot of the face of the wall the sign will be located. Consistent with this allotment, the applicant is permitted to have one wall sign approximately 29 square feet along Sheridan Street. Instead the applicant is proposing to exceed the allowed square footage to provide a wall sign with approx. 49 sq ft.

As previously mentioned, the applicant indicated the requested signage is due to visibility and general concerns of the public in locating their business. Staff visited the shopping center and while other tenants have spaces with similar layout, none have moved forward with a Variance request for larger signage since it was built in the early 1990's. As a result, there are no special conditions associated with the location of this tenant space which would require exceeding the maximum square footage. In addition, meeting code requirements does not prove a hardship for the business.

The already permitted wall sign, which was consistent with approx. 29 sq ft along Sheridan Street, should alert plaza customers and people around the area of the new business. This is consistent with the Design Guidelines which state, *the City of Hollywood has determined that signs are intended to provide locational information rather than advertisement*. Therefore, staff recommends denial of the Variance request.

FINDING: Inconsistent.

CRITERIA 3: **A literal enforcement of the provisions of Article 8 may result in unnecessary hardship.**

ANALYSIS: As previously mentioned, there are currently no special conditions associated with the location of the tenant space which require exceeding the maximum square footage. Furthermore, meeting code requirements does not prove a hardship for the business. Maintaining a primary sign centered over the building entrance with the allowable square footage should suffice and provide adequate notice of the general service offered. Therefore, staff recommends denial of the Variance.

FINDING: Inconsistent.

STAFF'S RECOMMENDATION

Variance: Denial.

ATTACHMENTS

ATTACHMENT A: Application Package
ATTACHMENT B: Land Use and Zoning District Map

ATTACHMENT A

Application Package

OFFICE OF PLANNING

File No. (to be filled by the Office of Planning): 11-V-83

2600 Hollywood Boulevard Room 315
Hollywood, FL 33022

GENERAL APPLICATION



Tel: (954) 921-3471
Fax: (954) 921-3347

This application must be completed in full and submitted with all documents to be placed on a Board or Committee's agenda.

The applicant is responsible for obtaining the appropriate checklist for each type of application.

Applicant(s) or their authorized legal agent must be present at all Board or Committee meetings.

At least one set of the submitted plans for each application must be signed and sealed (i.e. Architect or Engineer).

Documents and forms can be accessed on the City's website at

http://www.hollywoodfl.org/comm_planning/appforms.htm



APPLICATION TYPE (CHECK ONE):

- ☒ Development Review Board ☐ Historic Preservation Board
☐ Planning and Zoning Board ☐ Technical Advisory Committee
☐ City Commission

Date of Application: 10/13Location Address: 5311 Sheridan StreetLot(s): _____ Block(s): _____ Subdivision: Emerald HillsFolio Number(s): 5142 06 08 4886, 4889, and 4897Zoning Classification: C-3

Land Use Classification: _____

Existing Property Use: Commercial

Sq Ft/Number of Units: _____

Is the request the result of a violation notice? () Yes (✓) No If yes, attach a copy of violation.

Has this property been presented to the City before? If yes, check all that apply and provide File Number(s) and Resolution(s): _____

- ☐ Economic Roundtable ☐ Technical Advisory Committee ☒ Development Review Board
☐ Planning and Zoning Board ☐ Historic Preservation Board ☐ City Commission

Explanation of Request: Sign variance needed for new wall sign exceeding standard codeNumber of units/rooms: 1 Sq Ft: 49.30

Value of Improvement: _____ Estimated Date of Completion: _____

Will Project be Phased? () Yes (✓) No If Phased, Estimated Completion of Each Phase _____

Name of Current Property Owner: Equity One (American Plaza) LLCAddress of Property Owner: 1550 NE Miami Gardens Drive, Suite 500Telephone: 305-672-1234

Fax: _____

Email Address: _____

Name of Consultant/Representative/Tenant (circle one): America's Best Contacts & Eyeglasses

Address: _____

Telephone: _____

Fax: _____

Email Address: _____

Date of Purchase: _____

Is there an option to purchase the Property? Yes () No ()

If Yes, Attach Copy of the Contract.

List Anyone Else Who Should Receive Notice of the Hearing: _____

Address: _____

Email Address: _____

OFFICE OF PLANNING



2600 Hollywood Boulevard Room 315
Hollywood, FL 33022

GENERAL APPLICATION

CERTIFICATION OF COMPLIANCE WITH APPLICABLE REGULATIONS

The applicant/owner(s) signature certifies that he/she has been made aware of the criteria, regulations and guidelines applicable to the request. This information can be obtained in Room 315 of City Hall or on our website at www.hollywoodfl.org. The owner(s) further certifies that when required by applicable law, including but not limited to the City's Zoning and Land Development Regulations, they will post the site with a sign provided by the Office of Planning. The owner(s) will photograph the sign the day of posting and submit photographs to the Office of Planning as required by applicable law. Failure to post the sign will result in violation of State and Municipal Notification Requirements and Laws.

(I)(We) certify that (I) (we) understand and will comply with the provisions and regulations of the City's Zoning and Land Development Regulations, Design Guidelines, Design Guidelines for Historic Properties and City's Comprehensive Plan as they apply to this project. (I)(We) further certify that the above statements and drawings made on any paper or plans submitted herewith are true to the best of (my)(our) knowledge. (I)(We) understand that the application and attachments become part of the official public records of the City and are not returnable.

Signature of Current Owner: [Signature] Date: _____

PRINT NAME: KEN CHOQUETTE, V.P. OF CONSTRUCTION Date: _____

Signature of Consultant/Representative: _____ Date: _____

PRINT NAME: _____ Date: _____

Signature of Tenant: [Signature] Date: _____

PRINT NAME: SCOTT MARGYNAK, DIRECTOR, NVI Date: 9/28/11

CURRENT OWNER POWER OF ATTORNEY

I am the current owner of the described real property and that I am aware of the nature and effect the request for (project description) New Exterior wall signage to my property, which is hereby made by me or I am hereby authorizing (name of the representative) Thomas Sign & Awning Gregory T Davis to be my legal representative before the Development Review Board (Board and/or Committee) relative to all matters concerning this application.

Sworn to and subscribed before me
this 5th day of October

[Signature]
Notary Public State of Florida

My Commission Expires: 2/28/12 (Check One)

[Signature]
SIGNATURE OF CURRENT OWNER

KEN CHOQUETTE, V.P. OF
PRINT NAME construction

Personally known to me; OR _____

Sheridan Plaza

5311 Sheridan St
Hollywood, FL 33021

America's Best Contact's & Eyeglasses

Engineer

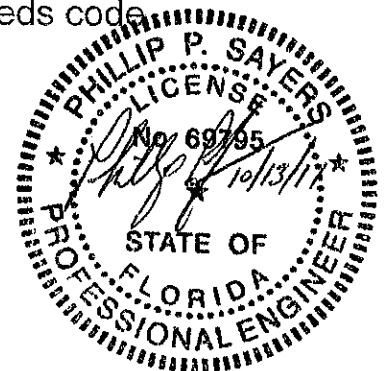
Phillip Sayers
5490 118th Ave North
Clearwater, FL 33762
727-573-7757

Code Requirements

Per code zoning classification C-3 it states, tenants in this shopping center are allowed 1 sq foot per linear ft of building face where the sign is to be located with a minimum 25 sq feet permitted with a maximum 150 sq feet.

With that information this allowable square footage stated per code allows this location to have 29.41 of copy area which has been permitted as of 10-10-11 Permit #'s B11-103736, and E11-102059.

America's Best Contact's & Eyeglasses, has decided a sign variance is necessary in order for them to increase there overall signage due to visibility and the general concern of the public in locating their business. In increasing the size of their sign, it exceeds code requirements at 49.30 square feet.



Sign Variance Criteria

- a. This variance approval will not by its size, or location, endanger the safety or general welfare of the public.
- b. This variance application is being submitted due to the new wall sign exceeding the standard code allowable copy area for locations zoned C-3.
- c. America's Best Contact's & Eyeglasses feels the general public will have a concern in locating there new office location due to them only being allowed 1 wall sign and 1 under canopy sign. Due to the setback of the property the visibility of there new proposed sign will increase there chances of being located.



Corporate Identification

October 13, 2011

Worldwide

America's Best
Sheridan Plaza
5311 Sheridan St
Hollywood, FL 33021

Sign Engineering

Re: American's Best Contacts & Eyeglasses

Site Survey

Permit Acquisition

To Whom It May Concern:

Pylon Signs

We are requesting a variance due to our visibility concern. Our storefront is several hundred feet for Sheridan Street. We're concerned with the general public being able to locate the business. The sign we're requesting will fit the overall size of the existing elevation, and it less than 10% of the overall size of the elevation. The requested sign will be architectural pleasing to the overall sign plan of the plaza/shopping center, and will give the general public greater visibility for safe access to the property with visibility being out primary concern.

Wall Signs

Backlit Awnings

We request your approval of out proposed sign for this location.

Neon Manufacturing

Sincerely,

Installation

Channel Letters

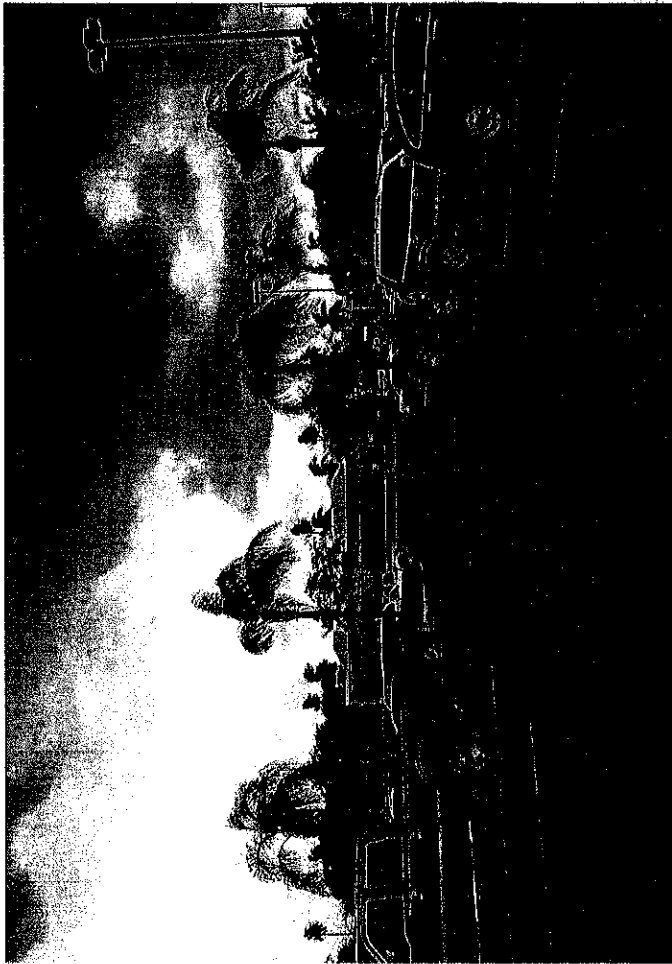
Thomas Sign & Awning Company, Inc.

Vacuum Forming

Digital Sign Design

Four Color Process

Established 1969



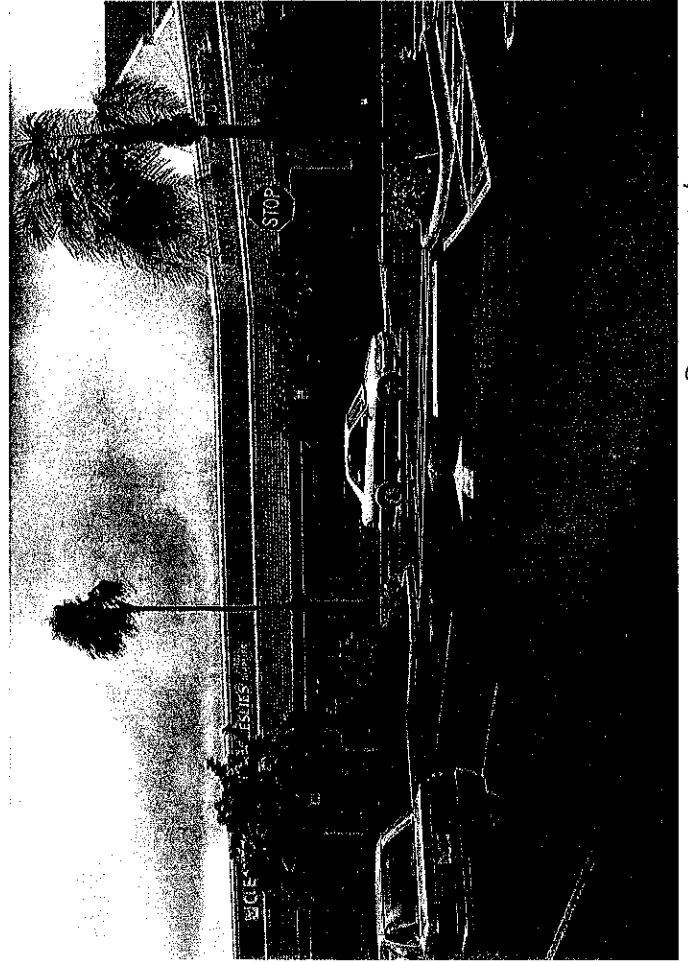
40 Paces South



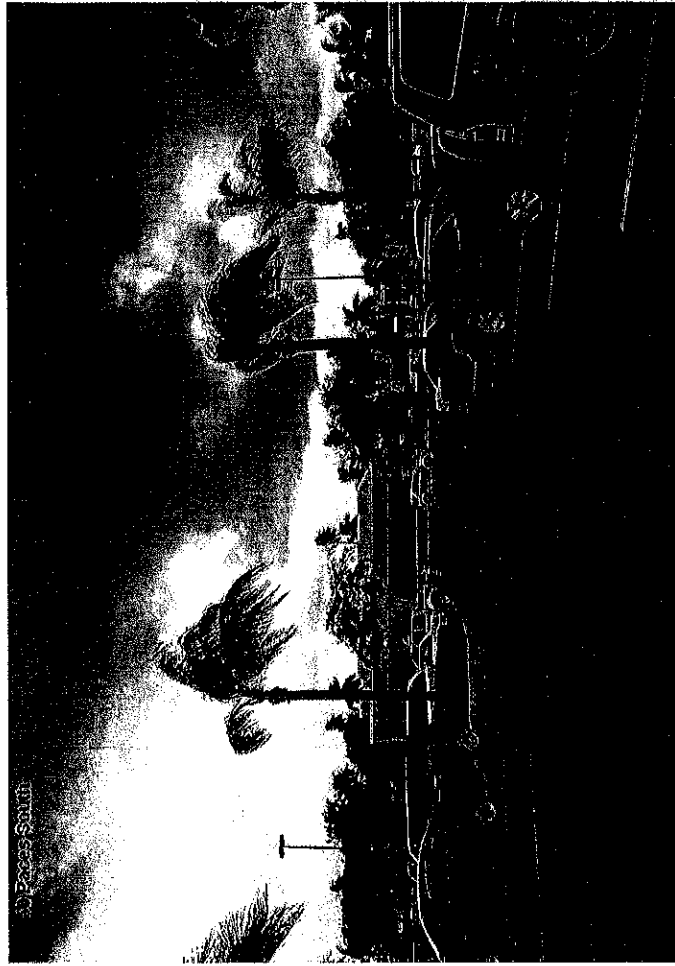
40 Paces West



40 Paces East



40 Paces Storefront North



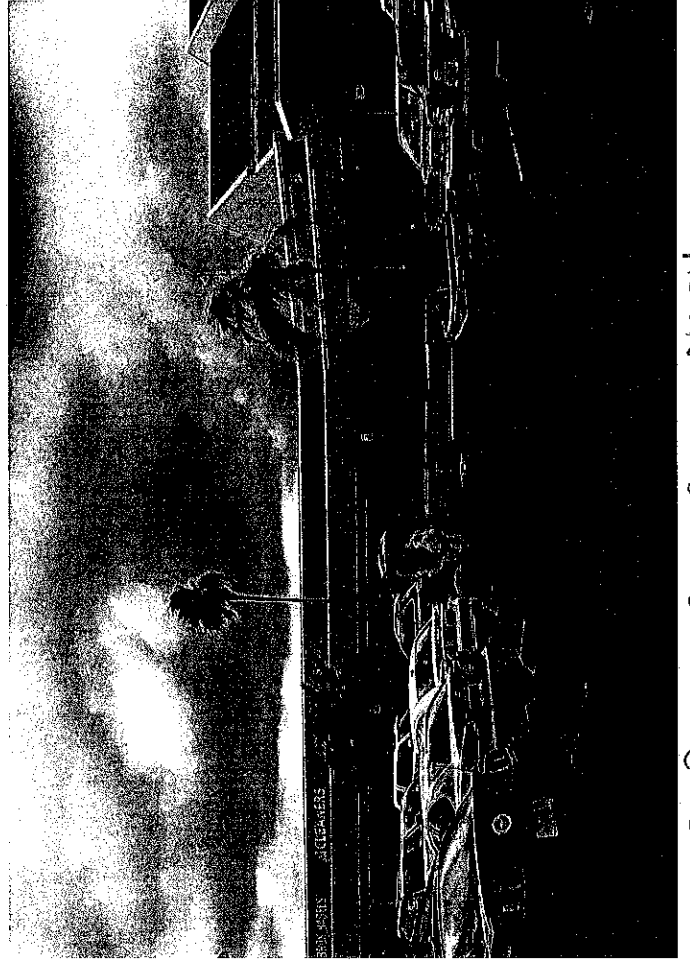
50 Paces South



50 Paces West



50 Paces East

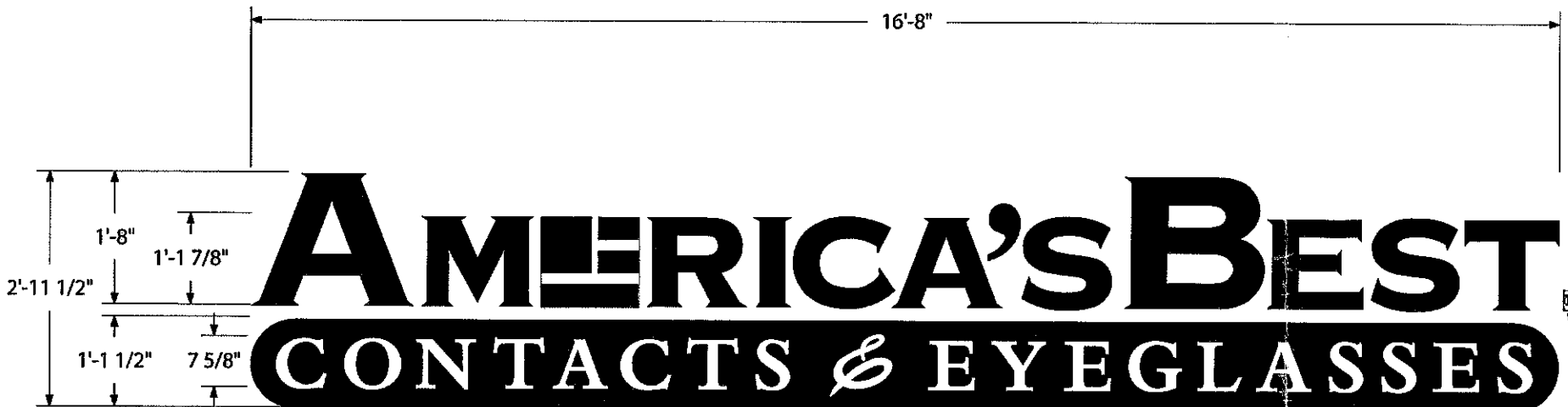


50 Paces Storefront North

AMERICA'S BEST
HOLLYWOOD, FL

Celebrating 41 Years of Quality Manufacturing and Service

41



LED Channel Letters

DISCONNECT SWITCH

Scale: 1/2"=1'
SQFT.= 49.30'



MATTHEWS 313
DARK BRONZE

"AMERICA'S BEST"
FACES
3/16" THICK 607-1-BLUE
ACRYLIC.

RETURNS
7" DEEP .040 ALUMINUM.
INSIDE TO BE WHITE.
PRE-PAINT MATTHEWS 313
DARK BRONZE.
APOSTROPHE CONNECTOR
PAINTED TO MATCH FASCIA
WEEP HOLES.

BACKS
.050" WHITE ALUMINUM.

TRIM CAP
1" DARK BRONZE JEWELITE.

ILLUMINATION
LETTERS: BLUE JT LEDs.
12v POWER SUPPLIES.

FLAG
FOUR .040 INDIVIDUAL PIECES.
MOUNTED TO 2" ALUMINUM
BACKER.

FACES
SQ: 3/16" THICK 607-1 BLUE
ACRYLIC.
STRIPES: 3/16" THICK 211-1 RED
ACRYLIC.

BACKS
.050" WHITE ALUMINUM.

TRIM CAP
1" DARK BRONZE JEWELITE.

RETURNS
5" DEEP x .040" ALUMINUM.
INSIDE TO BE WHITE.
PRE-PAINTED MATTHEWS
313 DARK BRONZE.

ILLUMINATION
SQ: BLUE JT LEDs.
STRIPES: RED JT LEDs.
12v POWER SUPPLIES.

BACKER
.083 ALUMINUM PAINTED TO
MATCH FASCIA.

"CONTACTS & EYEGLASSES"
CHANNEL LETTERS MOUNTED
TO 2" ALUMINUM BACKER.

FACES
7328 WHITE ACRYLIC.

RETURNS
5" DEEP .040 ALUMINUM.
INSIDE TO BE WHITE.
PRE-PAINTED MATTHEWS 313 DARK
BRONZE.
WEEP HOLES.

TRIM CAP
1" DARK BRONZE JEWELITE.

BACKER
.080" ALUMINUM PANEL PAINTED TO
MATCH 607-1 BLUE.

ILLUMINATION
WHITE JT LEDs.
REMOTE POWER SUPPLIES.

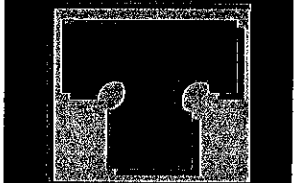
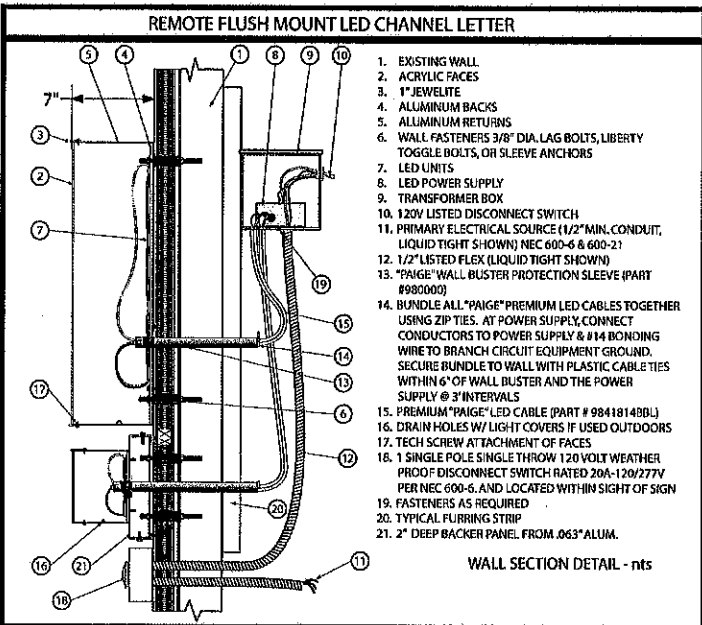
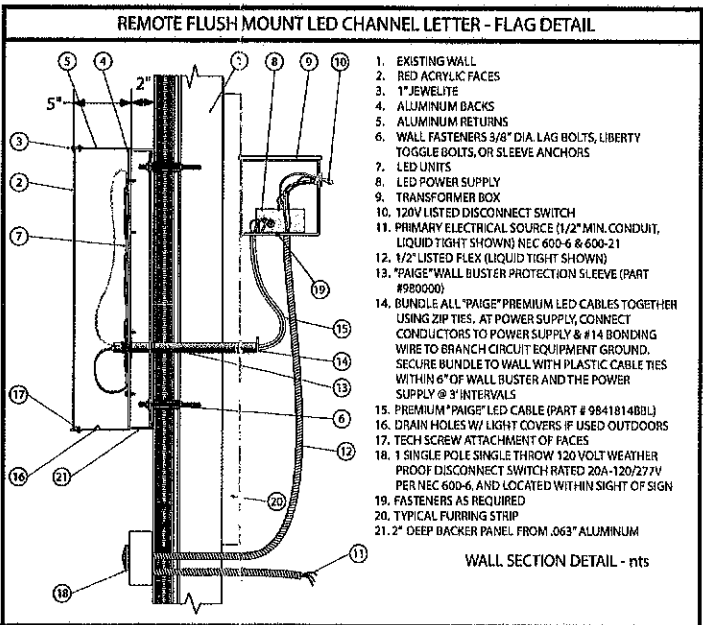
MOUNTING
LETTERS/FLAG FLUSH MOUNTED WITH
THREADED ROD, RED HEAD OR HILTI
FASTENERS APPROPRIATE FOR WALL
MATERIALS.
RIVNUTS IN LETTERS BACKS.

ELECTRIC
EXTERNAL DISCONNECT SWITCH.
UL LISTED EXTERIOR.



Proposed Updated Condition

Scale: 1/8"=1'



THOMAS

SIGN & AWNING CO INC

4590 118TH Avenue North
Clearwater, Florida 33762

800-526-3325

www.thomassign.com

CLIENT

AMERICA'S BEST

Design Number:
49293 A FRONT ELEV CL
PG 2

Installation Address:
5311 SHERIDAN STREET
HOLLYWOOD FL

Project Identity Number:
46719

Sales Associate Project Team

Michael Moralli CW

Designer Date

SLD 07-27-11

Project Notes:
X
X

Project completion X

Municipality:
X

Square Footage Allowable: X

Square Footage Shown: X

Project Updates:

Approval

☐ Approved

☐ Approved as noted

DATE:

☐ Revise & Re-Submit

DATE:

The designs, concepts, drawings and
Specifications provided are the exclusive
Property of Thomas Sign & Awning Company
And may not be reproduced in any way, shape
Or fashion without the express written permission
Of Thomas Sign & Awning Company

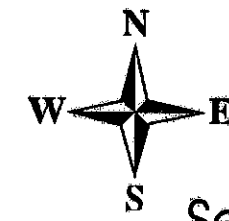
Page Sheet

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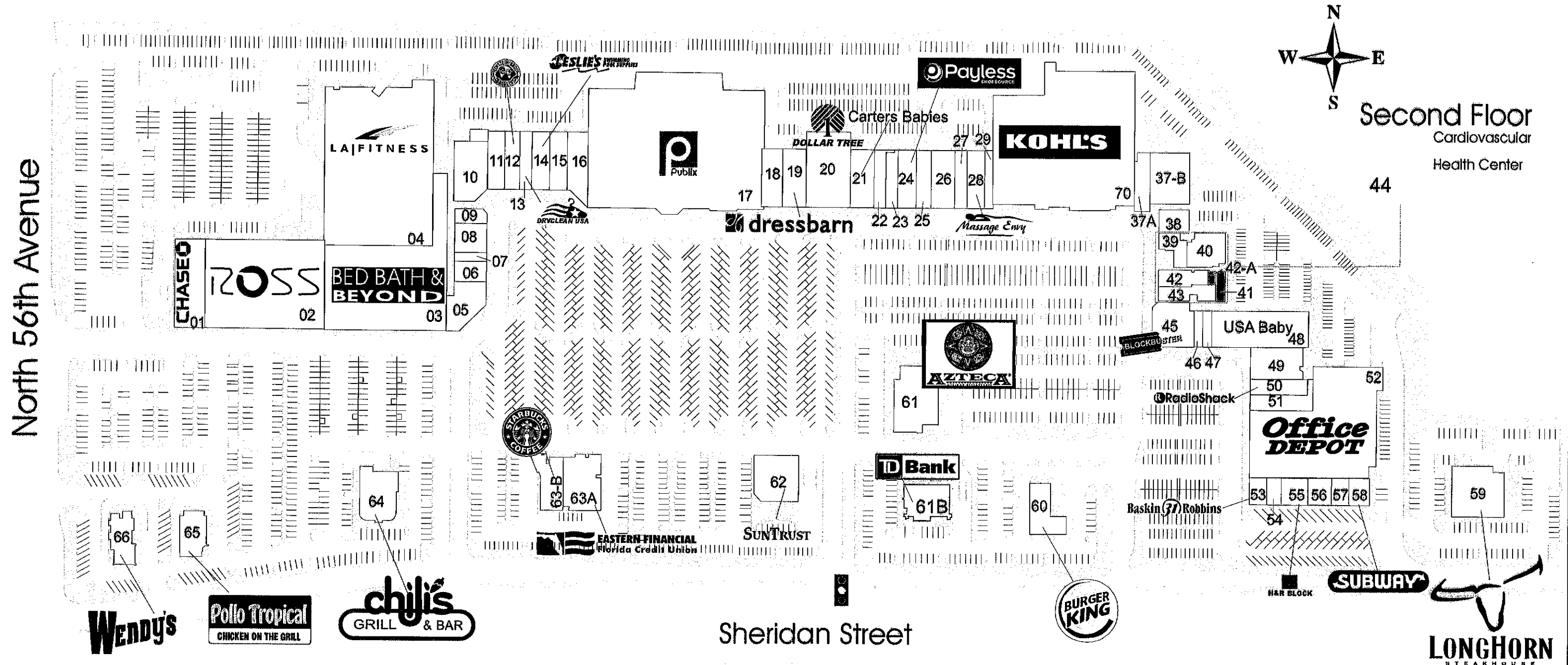
Local: 727-573-7757
Fax: 727-573-0328

EMERALD HILLS RESIDENTIAL AREA

North 56th Avenue



Second Floor
Cardiovascular
Health Center



ATTACHMENT B
Land Use and Zoning District Map

America's Best - 5311 Sheridan Street



PLANNING AND
DEVELOPMENT SERVICES

Legend

- Streets
- Sheridan Plaza
- Subject Property
- Land Use
- Low Residential
- Low Medium Res
- Office
- General Business
- Community Facility

Zoning

- C-3
- GU
- O-1
- RM-25
- RM-9
- RS-5
- RS-6

