



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

**DATE:** September 8, 2011 **FILE:** 11-V-59

**TO:** Planning & Development Board

**VIA:** Andria Wingett, Planning Manager 

**FROM:** Travis Kendall, Associate Planner 

**SUBJECT:** The West Hollywood Shopping Center is requesting a variance to increase the permitted number of monument signs from one to two.

**REQUEST**

Variance: Increase the permitted number of monument signs from one to two.

**RECOMMENDATION**

Variance: Approval, with the condition the design (8'x6') and sign area (37 square feet) matches the existing monument sign.

**REQUEST**

The West Hollywood Shopping Center is requesting a variance to increase the permitted number of monument signs from one to two. The property is located along the State Road 7 just south of Hollywood Boulevard.

This 12 acre shopping center has 975 feet of street frontage along State Road 7, and is 600 feet in depth. The site has two buildings, multiple tenants, and several access points to State Road 7. The parcel itself is a large rectangle with an outparcel in the center section (Denny's) fronting State Road 7 (not part of this request). The large size of the property and the varying 190 to 390 foot building setbacks from State Road 7 adversely impacts the existing businesses due to the low visibility of currently established tenant fascia signs. Additionally, much smaller corner properties would be permitted by right to have two signs up to 16' tall with 64 square feet of signage.

Since this is an interior parcel, current regulations permit one monument sign up to 16 feet in height, with 64 square feet of sign area. In anticipation of this variance request the applicant constructed a 8'x6' monument sign with 37 square feet of sign area at the northern entrance. The applicant is requesting an identical monument sign with the same sign area at the southern entrance. Based on the previously discussed

characteristics of the site staff recommends approval of an additional identical monument sign at the south entrance.

## **SITE BACKGROUND**

<b>Applicants:</b>	Bostonian Inc.
<b>Address/Location:</b>	192-460 State Road Seven
<b>Net Size of Property:</b>	12.70 acres (approximately)
<b>Present Zoning:</b>	US 441/State Road 7 Commercial Corridor District – Commercial Core Sub Area (SR7 CCD – CC)
<b>Present Land Use:</b>	West Hollywood Shopping Center

## **ADJACENT ZONING**

**North:** US 441/State Road 7 Commercial Corridor District – Commercial Core Sub Area (SR7 CCD – CC)

**South:** US 441/State Road 7 Commercial Corridor District – Commercial Core Sub Area (SR7 CCD – CC)

**East:** US 441/State Road 7 Commercial Corridor District – Commercial Core Sub Area (SR7 CCD – CC)

**West:** US 441/State Road 7 Commercial Corridor District – Commercial Core Sub Area (SR7 CCD – CC), Open Space (OS), and Residential Single Family (RS-6)

## **CONSISTENCY WITH THE CITY-WIDE MASTER PLAN**

The City of Hollywood recognizes State Road 7 as a major transportation corridor and one which is crucial to the success of the western portion of the City. Being established as the first sub-area in the Plan, it is clear the City and its residents are committed to the revitalization of this corridor.

The following City-Wide Master Plan Policies are applicable to this request:

*Policy 1.24: Create an environment to protect the establishment and enhancement of small business along the US 441/SR 7 Corridor.*

*Policy 1.47: Promote the development of US 441/SR 7 as a major transit corridor.*

The ability of businesses to advertise in front of their locations is important to help promote successful businesses. The additional monument sign will make it easier for motorists to identify and turn into the shopping center closer to the identified stores. The variance will allow the construction of a second sign at the south entrance. This will help reduce on and off site traffic conflicts.

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

The addition of one additional monument sign is consistent with the Comprehensive Plan, based upon the following:

*Objective 4: Promote improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination to maintain and enhance neighborhoods, businesses, and tourist areas*

The addition of a second monument sign at the southern entrance will allow the applicant to improve their property through earlier identification and improved traffic circulation along State Road 7 by reducing the number of vehicles which are currently required to turn around (after passing the building) or slow down to identify the business location.

## VARIANCE

**Increase the permitted number of monument signs from one to two.**

The following criteria are listed in the Zoning and Land Development Regulations Section 5.3 F (2) and are utilized in evaluating Variances:

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

**ANALYSIS:** The applicant is requesting a variance to allow two monument signs. The parcel has 975 feet of street frontage along State Road 7, and is 600 feet in depth. The site has two buildings, multiple tenants, and several access points to State Road 7. It has been proposed by the applicant that two signs would allow motorists the ability to identify and stop at stores much sooner than if there was one centrally located sign. "Public safety and welfare will improve with a secondary monument sign because drivers may easily locate a business at the plaza and more readily identify the development." Based on the current street frontage the shopping center would be permitted one monument sign 16 feet in height with 64 square feet of sign area. The applicant is proposing two monument signs 8 feet in height with a total of 37 square feet of signage on each sign. **Staff recommends approval, with the condition the design (8'x6') and sign area (37 square feet) matches the existing monument sign.**

**FINDING:** Consistent, with the imposition of staffs recommendation.

**CRITERION 2:** That the variance is required due to special conditions.

**ANALYSIS:** The area of the shopping center encompasses 12 acres. The additional signage would provide better visibility. The two monument signs may be considered appropriate due to the large size of the property and the centrally located outparcel in essence splitting the street frontage in two. The sign is appropriate due to the special conditions. Further, a much smaller corner property located on multiple street frontages would be permitted by right to have multiple signs with 64 square feet of signage. It is rare to find a parcel of this size which does not encompass multiple street frontages.

**FINDING:** Consistent.

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

**ANALYSIS:** The large size of the property and the varying 190 to 390 foot building setbacks from State Road 7 adversely impacts the existing businesses due to the low visibility of currently established tenant fascia signs. The literal interpretation hinders the businesses within the location to be adequately identified.

**FINDING:** Consistent.

**RECOMMENDATION:**

**Variance:** Approval, with the condition the design (8'x6') and sign area (37 square feet) matches the existing monument sign.

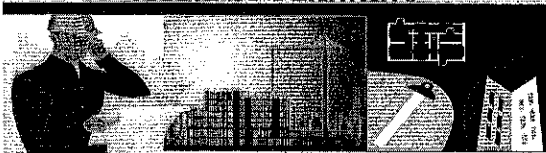
**ATTACHMENT A:** Application Package

**ATTACHMENT B:** Land Use & Zoning Map

# ATTACHMENT A

## APPLICATION PACKAGE

## OFFICE OF PLANNING



File No. (to be filled by the Office of Planning):

11-V-59

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](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: June 8, 2011

Location Address: 192-460 South State Road 7

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

Folio Number(s): 514113260010

Zoning Classification: SR7 CCD-CC Land Use Classification: 71

Existing Property Use: retail / commercial Sq Ft/Number of Units: 152,500 sqft

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): No

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

Explanation of Request: Request for a variance to install a second monument sign

Number of units/rooms: \_\_\_\_\_ Sq Ft: \_\_\_\_\_

Value of Improvement: \$7,400 Estimated Date of Completion: 3 months

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

Name of Current Property Owner: Bostonian Inc

Address of Property Owner: c/o Dacar Mngmt 336 East Dania Bch Blvd, Dania, FL 33004

Telephone: (954) 927-4885 Fax: (954) 927-4187 Email Address: ypc@dacarmanagem

Name of Consultant/Representative/Tenant (circle one): Carlos Garcia-Velez

Address: same as above Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

Date of Purchase: 1987 Is there an option to purchase the Property? Yes ( ) No (✓)

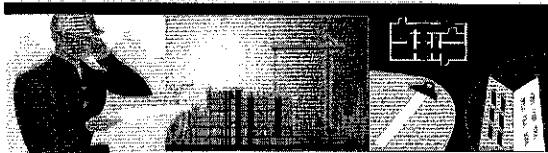
If Yes, Attach Copy of the Contract.

List Anyone Else Who Should Receive Notice of the Hearing: N/A

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](http://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: Carlos Garcia-Velez, AAFO Bostonian Inc Date: \_\_\_\_\_

Signature of Consultant/Representative: \_\_\_\_\_ Date: \_\_\_\_\_

PRINT NAME: Carlos Garcia-Velez Date: \_\_\_\_\_

Signature of Tenant: \_\_\_\_\_ Date: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ Date: \_\_\_\_\_

### 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) a second monument sign to my property, which is hereby made by me or I am hereby authorizing (name of the representative) Carlos Garcia-Velez to be my legal representative before the Board (Board and/or Committee) relative to all matters concerning this application.

Sworn to and subscribed before me

this 12 day of June, 2011

[Signature]  
SIGNATURE OF CURRENT OWNER

Carlos Garcia-Velez, AAFO

PRINT NAME

[Signature]  
Notary Public State of Florida

My Commission Expires: 2/8/12 (Check One) ☒ Personally known to me; OR \_\_\_\_\_

**West Hollywood Shopping Center  
192-460 South State Road 7, Hollywood, Florida  
Sign Variance Request Justification Statement**

**Site Background Information**

The subject property is a single story commercial plaza built in 1952 situated in approximately 8 acres of land containing over 150,000 square feet of gross leasable area. There are currently 19 businesses at the center which include Hollywood Institute of Beauty Careers, The Check Cashing Store, American Thrift Store, Cornerstone Christian Center Church, Furniture Power and Family Dollar. In addition, two freestanding outparcel buildings are leased to FED USA Insurance and Mufflers for Less.

Existing signage at the site consists of Tenant channel letter fascia signs and one large rooftop wall sign located at the north end of the property currently utilized by Furniture Power and Family Dollar. A large pylon sign formerly located adjacent to the FED USA building was removed in 2006 due to non-conformity of the new City sign ordinance. The installation of a new monument sign to be located at the north end of the property is scheduled for the end of June 2011. The monument will measure 48 square feet and will have 9 Tenant panels available.

**Key Request Factors**

The application is requesting a variance be granted in order to allow the installation of a second monument sign at the south end of the property. Due to the large amount of Tenants and size of the development, one monument is not sufficient to represent the businesses at the center. In addition, because the property has a large amount of street frontage one monument may be confusing to drivers as it may appear that there is more than one development instead of one continuous plaza.

**Comparative Analysis**

Other commercial developments within the City of Hollywood with more than one monument sign include Sheridan Plaza 4961 Sheridan Street and Hollywood Palms Shopping Center 6817 Taft Street,

The applicant's request is justified and meets the following criteria:

- **The variance is not contrary to public interest**

Public safety and welfare will improve with a secondary monument because drivers may easily locate a business at the plaza and more readily identify the development. The proposed secondary monument will be of identical size and appearance as the first monument creating a cohesive and uniform appearance for the development.



The granting of this variance will favorably affect the nearby community by promoting local business growth within the deteriorating 441 corridor and will allow the applicant to continue obtaining new Tenants which in turn offer their goods and services to the public.

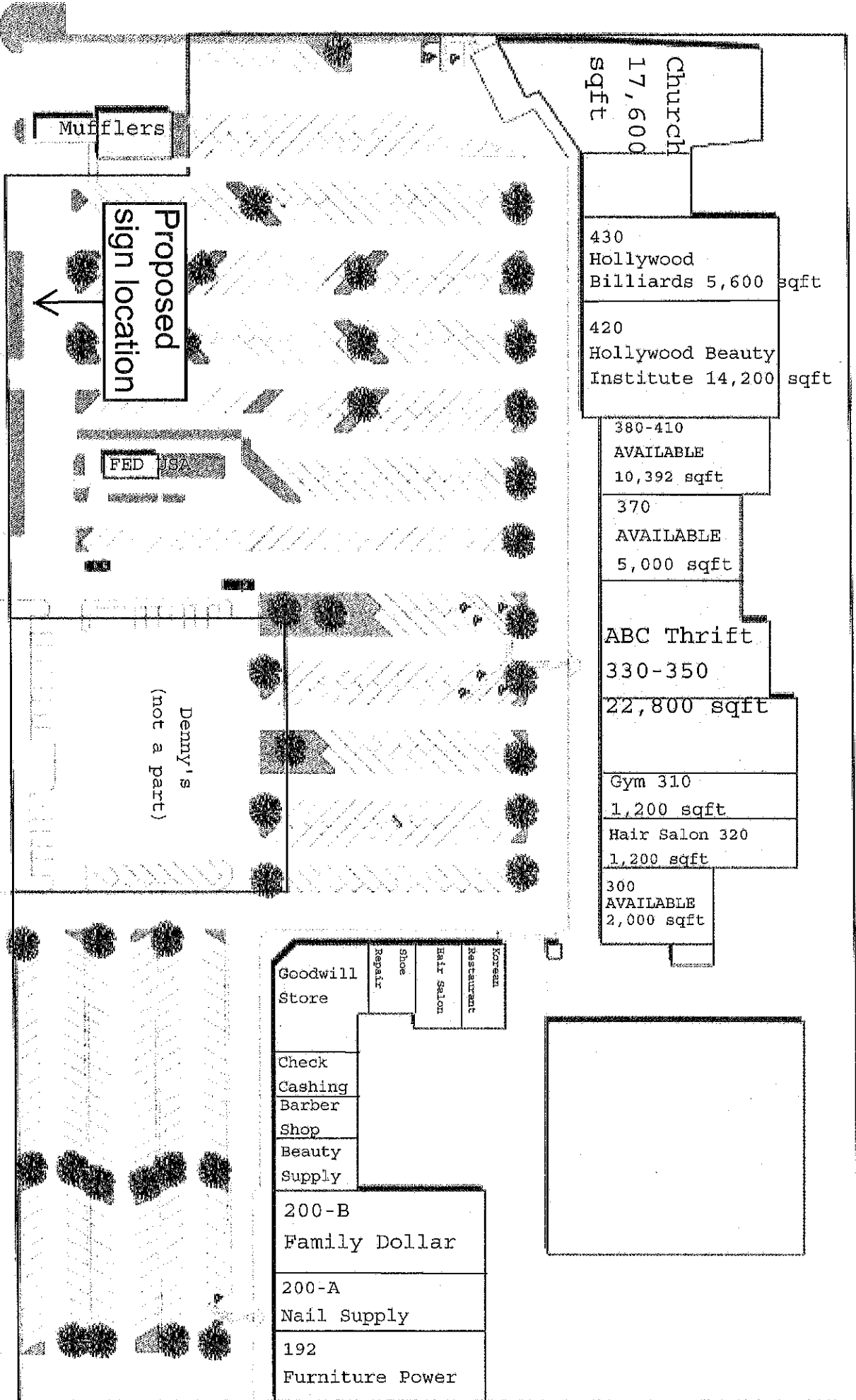
- **The variance is required due to special conditions**

The large size of the property and setback distance from 441 adversely impacts the businesses due to low visibility. Tenant fascia signs are not sufficient for drivers to identify the businesses within the plaza.

- **A literal enforcement of the provisions of Article 8 may result in unnecessary hardship**  
If the request for a variance is denied the Tenants will not benefit any potential increase in customers and may ultimately close due to difficult economic conditions and lack of additional sales.

The applicant believes that it meets the criteria for a sign variance and requests that the Board approve the request.

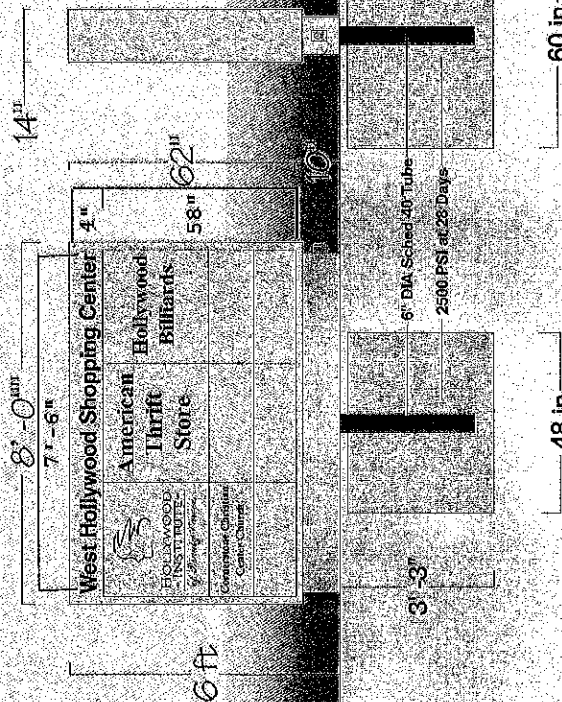
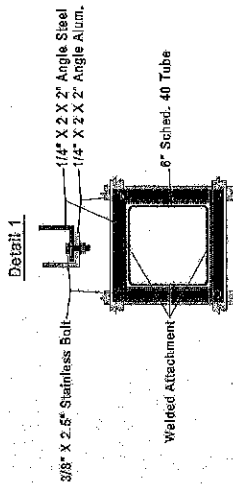
South State Road (S 60 Ave)



Manufacture & Install new D/F monument sign with routed tenant faces, Center name will be routed and 1/2" Push through copy. Sign will be internally illuminated. Backgrounds will be opaque.

# COLOR SPECS:

- Painted to match Building
- Cardinal Red Center Name and tenant copy



60" HO Lamps, (8) Total  
(2) Sign Ballasts  
120v @ 3.0 Amps

Detail 1

Socket Tray

18 GA Ductlet W/ins. Pvc NET-600-23  
30MIN Coating

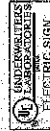
Detail 1

Dedicated Supply By Gifford  
Three-Phase 480V 3-Phase  
All Conditions 15 Sec #12 Tinned Or Compatible

Structures International, Inc.  
Monterey Park, CA 91754  
7601 Wilshire Rd Ste 1000  
Coral Springs, FL 33067  
954-277-1512

This sign is to be built and installed in accordance with the requirements of the National Electrical Code and/or other applicable local codes. This includes grounding and bonding of the sign.

Total Load: 6 Amps  
Panel: Breaker: 12 & 14

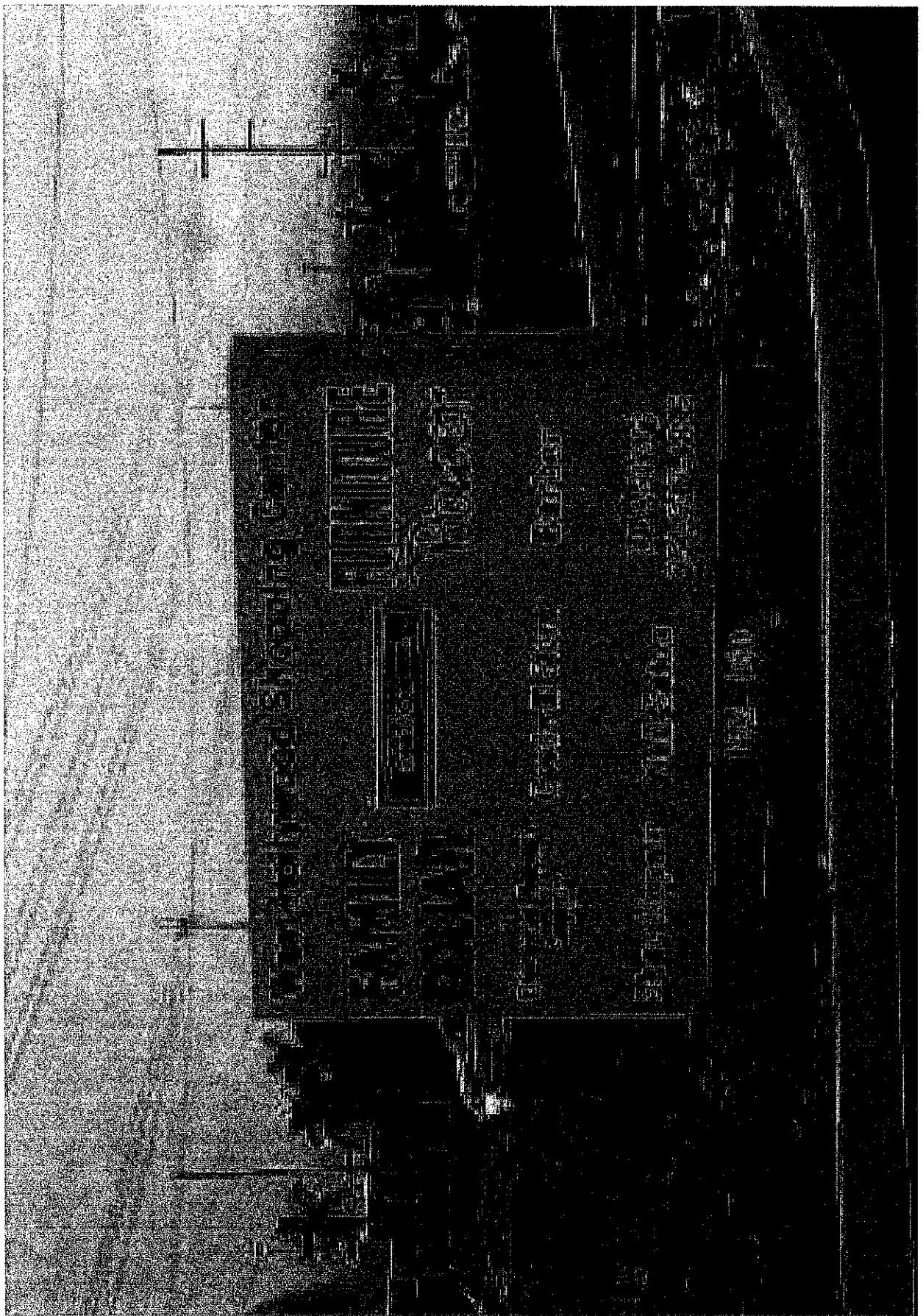


Job Name: West Hollywood Shopping Center  
Address: 192-460 S. State Rd 441  
City, State: Hollywood, FL 33

Rep: Josh  
Scale: NTS  
Artist: Josh

Date: Dec. 21, 2010  
Page: 1  
Of: 1

Sign Solutions  
P 954.533.2774 F 954.533.0129  
2150 NW 17th St Pompano Beach, FL 33069



ATTACHMENT B  
LAND USE AND ZONING MAP



PLANNING AND  
DEVELOPMENT SERVICES

Legend

- ☐ Subject Properties  
— Streets

Land Use

- ☐ General Business  
☐ Low Residential  
☐ TOC

Zoning

- ☐ C-2  
☐ C-4  
☐ O-2  
☐ RS-6  
☐ SR7 CCD-CC



460 S 60th Ave

