



## Project Description / Background

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Jacob Goldman, agent for the owner, is requesting a variance to allow 3.5 sq. ft. of signage per lineal foot of leased frontage instead of the allowed 1.5 sq. ft. of signage per lineal foot of leased frontage for the shopping center, known as Sheridan Plaza, generally located west of University Drive and south of Pasadena Boulevard.

At the April 12, 2018 Planning and Zoning Board meeting the Board approved a site plan amendment (Reference SP 2017-10) for façade renovations as well as updates to the center’s uniform sign plan. The new facades were designed to modernize the center and conceal the previously approved pitched roof.

The applicant is requesting additional signage in order to be more proportional to the height of the renovated facades (see applicants justification). The requested variance would not change the 120 sq. ft. of total signage requirement, nor does it change the percent of the tenant sign band (75%) that is available.

### VARIANCE REQUEST DETAILS:

**ZV 2018-11)** 3.5 sq. ft. of signage per lineal foot of leased frontage instead of the allowed 1.5 sq. ft. of signage per lineal foot of leased frontage.

*Code Reference:* §155.251 AMOUNT OF OFF-STREET PARKING REQUIRED.

(A) Other uses. Minimum parking shall be required as set forth in the matrix below (Note: for reference only – Full Parking Matrix can be viewed online at America Legal Publishing)

### VARIANCE DETERMINATION

The Planning and Zoning Board shall not grant any non-single-family variances, permits, or make any decision, finding, and determination unless it first determines that:

1. Its decision and action taken is in harmony with the general purposes of the zoning ordinances of the city and is not contrary to the public interest, health, or welfare, taking into account the character and use of adjoining buildings and those in the vicinity, the number of persons residing or working in the buildings, and traffic conditions in the vicinity.
2. In the granting of variances, the Planning and Zoning Board shall determine that the variance granted is the minimum variance that will accomplish the intended purpose (stated above) and:

- A) That there are special circumstances or conditions applying to the land or building for which the variance is sought, which circumstances are peculiar to the land or building and do not apply generally to land or buildings in the neighborhood, and that the strict application of the provisions of the zoning ordinances would result in an unnecessary hardship and deprive the applicant of the reasonable use of the land or building; or
- B) That any alleged hardship is not self-created by any person having an interest in the property nor is the result of a mere disregard for or in ignorance of the provisions of the zoning ordinances of the city; or
- C) That granting the variance is not incompatible with public policy, will not adversely affect any adjacent property owners, and that the circumstances which cause the special conditions are peculiar to the subject property.

**Enclosed:**           Variance Request Application  
                          Subject Site Aerial Photo



# City of Pembroke Pines Planning and Economic Development Department Unified Development Application

Planning and Economic Development  
City Center - Third Floor  
601 City Center Way  
Pembroke Pines, FL 33025  
Phone: (954) 392-2100  
<http://www.ppines.com>

Prior to the submission of this application, the applicant must have a pre-application meeting with Planning Division staff to review the proposed project submittal and processing requirements.

Pre Application Meeting Date: \_\_\_\_\_

# Plans for DRC \_\_\_\_\_ Planner: Dean

Indicate the type of application you are applying for:

- |                                                       |                                                                              |
|-------------------------------------------------------|------------------------------------------------------------------------------|
| <input type="checkbox"/> Appeal*                      | <input type="checkbox"/> Sign Plan                                           |
| <input type="checkbox"/> Comprehensive Plan Amendment | <input type="checkbox"/> Site Plan*                                          |
| <input type="checkbox"/> Delegation Request           | <input type="checkbox"/> Site Plan Amendment*                                |
| <input type="checkbox"/> DRI*                         | <input type="checkbox"/> Special Exception*                                  |
| <input type="checkbox"/> DRI Amendment (NOPC)*        | <input type="checkbox"/> Variance (Homeowner Residential)                    |
| <input type="checkbox"/> Flexibility Allocation       | <input checked="" type="checkbox"/> Variance (Multifamily, Non-residential)* |
| <input type="checkbox"/> Interpretation*              | <input type="checkbox"/> Zoning Change (Map or PUD)*                         |
| <input type="checkbox"/> Land Use Plan Map Amendment* | <input type="checkbox"/> Zoning Change (Text)                                |
| <input type="checkbox"/> Miscellaneous                | <input type="checkbox"/> Zoning Exception*                                   |
| <input type="checkbox"/> Plat*                        | <input type="checkbox"/> Deed Restriction                                    |

### INSTRUCTIONS:

- All questions must be completed on this application. If not applicable, mark *N/A*.
- Include all submittal requirements / attachments with this application.
- All applicable fees are due when the application is submitted (Fees adjusted annually).
- Include mailing labels of all property owners within a 500 feet radius of affected site with signed affidavit (Applications types marked with \*).
- All plans must be submitted no later than noon on Thursday to be considered for Development Review Committee (DRC) review the following week.
- Adjacent Homeowners Associations need to be noticed after issuance of a project number and a minimum of 30 days before hearing. (Applications types marked with \*).
- The applicant is responsible for addressing staff review comments in a timely manner. Any application which remains inactive for over 6 months will be removed from staff review. A new, updated, application will be required with applicable fees.
- Applicants presenting demonstration boards or architectural renderings to the City Commission must have an electronic copy (PDF) of each board submitted to Planning Division no later than the Monday preceding the meeting.

### Staff Use Only

Project Planner: Dean Project #: PRJ 20 17-05 Application #: ZV 2018-13  
Date Submitted: 11/8/18 Posted Signs Required: (1) Fees: \$ 2,210

**SECTION 1-PROJECT INFORMATION:**

Project Name: Sheridan Plaza

Project Address: 2060-2100 N University Dr.

Location / Shopping Center: \_\_\_\_\_

Acreage of Property: 1.64 Building Square Feet: 16,015

Flexibility Zone: \_\_\_\_\_ Folio Number(s): 5141 09 11 0016

Plat Name: \_\_\_\_\_ Traffic Analysis Zone (TAZ): \_\_\_\_\_

**Legal Description:**

Paradise Lakes 65-1 B PT OF TR A DESC AS, COMM AT SW COR OF TR  
A, N 702, E360, S. 60, E65, N 20, E 150, N 360, TO POB, W 200, N TO PT

ON LINE 200 S OF N/L OF TR A, E 200, S ALG E/L TO POB TO GET WITH A FOR TR A DESC  
AS S 75 OF N 200 OR E 200

Has this project been previously submitted? Yes  No

Describe previous applications on property (Approved Variances, Deed Restrictions, etc...) Include previous application numbers and any conditions of approval.

Date	Application	Request	Action	Resolution / Ordinance #	Conditions of Approval

**SECTION 2 - APPLICANT / OWNER / AGENT INFORMATION**

Owner's Name: Gator Sheridan Inc.

Owner's Address: 7850 NW 146<sup>th</sup> St, 4<sup>th</sup> Floor, Miami Lakes, FL 33016

Owner's Email Address: \_\_\_\_\_

Owner's Phone: 305-949-9049 Owner's Fax: \_\_\_\_\_

Agent: Jacob Goldman

Contact Person: Jacob Goldman

Agent's Address: 7850 NW 146<sup>th</sup> St, 4<sup>th</sup> Floor, Miami Lakes, FL 33016

Agent's Email Address: jgoldman@gatorinv.com

Agent's Phone: 305-778-6376 Agent's Fax: \_\_\_\_\_

*All staff comments will be sent directly to agent unless otherwise instructed in writing from the owner.*

**SECTION 3- LAND USE AND ZONING INFORMATION:**

**EXISTING**

Zoning: B-3

Land Use / Density: \_\_\_\_\_

Use: Shopping Center

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

Plat Restrictive Note: \_\_\_\_\_

**PROPOSED**

Zoning: B-3

Land Use / Density: \_\_\_\_\_

Use: Shopping Center

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

Plat Restrictive Note: \_\_\_\_\_

**ADJACENT ZONING**

North: B-3

South: B-3

East: R-4

West: R-3

**ADJACENT LAND USE PLAN**

North: \_\_\_\_\_

South: \_\_\_\_\_

East: \_\_\_\_\_

West: \_\_\_\_\_

-This page is for Variance, Zoning Appeal, Interpretation and Land Use applications only-

**SECTION 4 – VARIANCE • ZONING APPEAL • INTERPRETATION ONLY**

Application Type (Circle One): Variance Zoning Appeal Interpretation

Related Applications: \_\_\_\_\_

Code Section: 155.324(C)(1)(F)(3)

Required: 1.5 sq. ft. per lineal foot

Request: 3.5 sq. ft. per lineal foot

Details of Variance, Zoning Appeal, Interpretation Request:

See Attached

**SECTION 5 - LAND USE PLAN AMENDMENT APPLICATION ONLY**

City Amendment Only

City and County Amendment

Existing City Land Use: \_\_\_\_\_

Requested City Land Use: \_\_\_\_\_

Existing County Land Use: \_\_\_\_\_

Requested County Land Use: \_\_\_\_\_





**GATOR INVESTMENTS**

7850 NW 146<sup>th</sup> Street  
Miami Lakes, FL 33016  
Tel: (305) 949-9049  
Fax: (305) 948-6478

November 26, 2018

**RE: Sheridan Plaza – 2060-2100 North University Drive, Pembroke Pines, FL  
Variance Application – Proposed Maximum Area for Storefront Signs**

City of Pembroke Pines,

We are requesting a variance to adjust the maximum allowable size for storefront/tenant signs at the above-referenced shopping center. The details of the request are as follows:

- The variance would allow tenants a maximum of 3.5 square feet of signage per lineal foot of leased frontage, or 120 square feet, whichever is less
- Code allows tenants a maximum of 1.5 square feet of signage per lineal foot of leased frontage, or 120 square feet, whichever is less (Section 155.324(C)(1)(f)(3) of the City of Pembroke Pines Code of Ordinances)

This variance would greatly improve our ability to make reasonable use of the subject land. The property operates as a shopping center and currently is being renovated per previously approved plans. The renovation involves increasing the overall height of the building, which results in a larger façade. Unfortunately, the Code’s calculation for maximum tenant signage does not consider building height or façade size; it is based solely on the lineal frontage. Therefore, despite significantly increasing the building’s façade, the tenant signs would be restricted to their pre-renovation sizes. This results in signs that are not proportionate, hard to read, aesthetically displeasing, and do not fit in with the overall appearance of other signs/façades in the area. Further, the rendering that was used when the renovation/design was approved earlier in the year contained proportional “Tenant Signs” that looked appropriate, but are larger than what Code allows.

This variance would permit the tenants to have proportional and legible signs that will look great and improve visibility along the busy corridor, which will in turn increase business for the local tenants. It will also be safer for customers, drivers, and passersby because people will have an easier time reading the signs and locating the stores. Small signs could result in unwanted stops/sharp turns/accidents if cars cannot read them as they approach the center.

This is the ideal solution that would appease the tenants, who have expressed concerns about the sizes of their future signs along the new façade. This variance would allow us to complete the renovation and make the building first rate.

This variance will preserve and not harm public safety and welfare and will not alter the essential character of the neighborhood. Conditions exist at this shopping center that are not present on others, such as the larger façade. Granting this variance will not give the applicant any special privilege not allowed to other lands, structures, or buildings.

If you have any questions or need additional information, please feel free to contact Jacob Goldman at (305) 778-6376. Meanwhile, thank you in advance for all your anticipated cooperation in this matter.

Very truly yours,

Jacob Goldman on behalf of Gator Sheridan, Inc.

