





City of Pembroke Pines
Planning & Economic Development Department
601 City Center Way 3rd Floor
Pembroke Pines FL, 33025

Summary

Agenda Date:	April 10, 2025	Application ID:	ZV2025-0004
Project:	Wal-Mart Directional Signage Variance	Project Number:	PRJ2024-0013
Project Planner:	Cole Williams, Senior Planner		
Owner:	Wal-Mart Stores East LP	Agent:	Lisa Leonard
Location:	151 SW 184 Avenue	District	District 4
Existing Zoning:	B-3 (General Business)	Existing Land Use:	Commercial
Reference Applications:	ZV2024-0006, MSC2019-12, MSC2018-08, ZV2002-33, SP 2002-28, SP 97-25		
Variance Summary			
Application	Code Section	Required/Allowed	Request
ZV2024-0006	Table 155.699 Permanent Signs	Directional and informational signs are currently not allowed on site	To allow directional and informational signs where there are fewer than two buildings, the building does not have a drive-thru and the building is visible from the primary frontage
Final:	<input checked="" type="checkbox"/> Planning & Zoning Board	<input type="checkbox"/> Board of Adjustment	
Reviewed for the Agenda:	Director:  Assistant Director: 		

PROJECT DESCRIPTION / BACKGROUND:

Lisa Leonard, agent for Wal-Mart, is requesting a sign variance for the existing Super Wal-Mart site, located at 151 Southwest 184 Avenue. The applicant is requesting a variance to allow directional and informational signs on-site without meeting certain site requirements.

LDC Section 155.699 permits directional and informational signs where there are two or more buildings; a building has a drive-thru; or a building is not visible from the primary frontage.

The applicant requests the ability to add directional/informational signs to their site to direct customers to on-line pickup areas. Upon review of the Wal-Mart request, zoning staff have determined that the site does not meet the criteria to allow such signs.

Walmart was approved in 1997 through site plan SP (97-25). In 2002, the site was approved for 24-hour Super Wal-Mart with associated parking, landscaping, signage and circulation. As a result of the 2002 application, the original Wal-Mart Walmart was demolished once Super Wal-Mart Walmart was completed. Additionally, in 2002, the site was approved for a variance to allow 514.56 square feet of wall signage.

In 2019 through MSC2019-12, in the drive aisle adjacent to the northwest corner of the building, seven short-term parking spaces were approved with a freestanding canopy covering six of the seven short-term parking spaces. In 2024 through ZV2024-0006 33 short-term parking spaces were approved for the site.

VARIANCE REQUEST DETAILS:

The applicant is requesting a variance to allow directional and informational signs where there are fewer than two buildings, the building does not have a drive-thru and the building is visible from the primary frontage.

The applicant has provided the attached justification statement to support their request. Directional and informational signage is regulated by Land Development Code Table 155.699 Permanent Signs. For reference, staff have attached the table from Article 6 of the Land Development Code.

Should this variance be approved, the applicant must obtain applicable City approvals and/or permits prior to installation of the signs.

VARIANCE DETERMINATION:

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

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.

In the granting of non-single-family residential variances, the Board shall follow Section 155.301(O) Variance:

1. Purpose: To allow for the provision of relief from certain development standards of this LDC for one or more of the following reasons:
 - a) 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) 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) 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
Variance Justification Statement
Conceptual Plan
Table 155.699 Permanent Signs
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: _____

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:

1. All questions must be completed on this application. If not applicable, mark *N/A*.
2. Include all submittal requirements / attachments with this application.
3. All applicable fees are due when the application is submitted (Fees adjusted annually).
4. Include mailing labels of all property owners within a 500 feet radius of affected site with signed affidavit (Applications types marked with *).
5. All plans must be submitted no later than noon on Thursday to be considered for Development Review Committee (DRC) review the following week.
6. 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 *).
7. 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.
8. 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: _____ Project #: PRJ 20____ - ____ Application #: _____

Date Submitted: ____/____/____ Posted Signs Required: (____) Fees: \$_____

SECTION 1-PROJECT INFORMATION:Project Name: 2591-1004 Pembroke Pines - WalmartProject Address: 151 SW 184 Ave. Pembroke Pines, FL 33029Location / Shopping Center: Silver LakesAcreage of Property: 24.69Building Square Feet: 222,897

Flexibility Zone: _____

Folio Number(s): 514019022210 & 514019022211Plat Name: SILVER LAKES AT PEMBROKE
PINES PHASE II

Traffic Analysis Zone (TAZ): _____

Legal Description:

SILVER LAKES AT PEMBROKE PINES PHASE II 152-28 BCOMMERCIAL TRACT C4 LESS PORS DESC IN ORS 27442/417,27742/388AND 27442/301

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: WAL-MART STORES EAST LP

Owner's Address: PO BOX 8050 BENTONVILLE AR 72712

Owner's Email Address: casey.fairchild@walmart.com

Owner's Phone: 479-371-2299 Owner's Fax: _____

Agent: Bowman Consulting

Contact Person: Lisa Leonard

Agent's Address: 301 SE Ocean Blvd, Suite 301, Stuart, FL 34994

Agent's Email Address: lleonard@bowman.com

Agent's Phone: 772-678-4331 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: Plan Unit Development (PUD)

Land Use / Density: Commercial

Use: 13-02

Plat Name: SILVER LAKES AT PEM

Plat Restrictive Note: N/A

PROPOSED

Zoning: N/A

Land Use / Density: N/A

Use: N/A

Plat Name: N/A

Plat Restrictive Note: N/A

ADJACENT ZONING

North: PUD

South: PUD

East: PUD

West: B-2

ADJACENT LAND USE PLAN

North: Commercial

South: Low 3

East: Commercial

West: Commercial

-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: Parking Variance - DO2024-0016

Code Section: 155.699 Permanent Signs

Required: _____

Request: _____

Details of Variance, Zoning Appeal, Interpretation Request:

Refer to letter of intent for detail of variance request.

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: _____

SECTION 6 - DESCRIPTION OF PROJECT (attach additional pages if necessary)

Please refer to letter of intent for description of project

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

SECTION 7- PROJECT AUTHORIZATION

OWNER CERTIFICATION

This is to certify that I am the owner of the property described in this application and that all information supplied herein is true and correct to the best of my knowledge.

Casey Fairchild

2-26-25

Signature of Owner

Date

Sworn and Subscribed before me this 26th day
of February, 2025

JOSEPH A PRITCHARD
NOTARY PUBLIC
BENTON COUNTY, ARKANSAS
COMM. EXP. 07/01/33
COMMISSION NO. 12724265

0
Fee Paid

Joseph A Pritchard
Signature of Notary Public

7/1/33
My Commission Expires

AGENT CERTIFICATION

This is to certify that I am the agent of the property owner described in this application and that all information supplied herein is true and correct to the best of my knowledge.

UBC
Signature of Agent

2-26-25
Date

Sworn and Subscribed before me this 26th day
of February, 2025

DONNA M KORTE
Notary Public - State of Florida
Commission # HH 602854
My Comm. Expires Feb 8, 2029
Bonded through National Notary Assn.

0
Fee Paid

Donna M Korte
Signature of Notary Public

2/8/2029
My Commission Expires

Waiver of Florida Statutes Section 166.033, Development Permits and Orders

Applicant: WAL-MART STORES EAST LP

Authorized Representative: Bowman Consulting - Lisa Leonard

Application Number: _____

Application Request: Wayfinding Signs Variance

I, Lisa Leonard, PE (print Applicant/Authorized Representative name), on behalf of WAL-MART STORES EAST LP (Applicant), hereby waive the deadlines and/or procedural requirements of Florida Statute Section 166.033 as the provisions of said statute apply to the above referenced application, including, but not limited to the following:

- a. 30-day requirement for Applicant Response to Staff determination of incompleteness as described in DRC Comments and/or Letter to Applicant;
- b. 30-day Staff review of Applicant Response to DRC Comments and/ or Letter to Applicant;
- c. Limitation of three (3) Staff Requests for Additional Information;
- d. Requirement of Final Determination on Applicant's application approving, denying, or approving with conditions within 120 or 180 days of the determination of incompleteness, as applicable.



3/4/2025

Signature of Applicant or Applicant's
Authorized Representative

Date

Lisa Leonard, PE

Print Name of Applicant/Authorized Representative

Bowman

February 26, 2025

VIA ELECTRONIC DELIVERY

Mr. Michael Stamm, Jr.
Director, Planning & Economic Development Department
City of Pembroke Pines
601 City Center Way, 3rd Floor
Pembroke Pines, Florida 33025

**RE: WAL-MART STORES EAST L.P.
Letter of Intent for Internal Wayfinding Signage Variance
151 SW 184 AVE (Parcel IDs: 514019022210 & 514019022211)(Store # 2591)**

Dear Mr. Stamm:

Please accept this letter of intent on behalf of WAL-MART STORES EAST, LP (the "Applicant" or "Walmart") for that certain ± 24.69 acre parcel of land owned by Applicant located at 151 SW 184th Avenue (Parcel IDs: 514019022210 and 514019022211) (the "Property") in connection with Walmart's plan to install limited internal signage within the Property in order to assist its retail customers with vehicular wayfinding to certain Online Pickup Delivery ("OPD") parking spaces (the "Project"). The proposed location and configuration of the new wayfinding signage is depicted on the plans prepared by Bowman Consulting enclosed with this application (the "Plans"). Specifically, the subject application is for approval of a variance (the "Variance") from Section 155.699 of the City of Pembroke Pines Land Development Code (the "City Code"), which states that the maximum number of Directional and Informational signs permitted at a particular property is determined to be determined by City Staff on a case-by-case basis based on shopping center design and circulation and, here, Staff has determined that the number of internal wayfinding signs proposed exceeds Staff's preference and therefore requires the Variance.

According to the City Code, a Variance is defined as "[a] modification of, or deviation from, the regulation of this code which is authorized and approved by the respected board after it finds that the literal application of the provisions of the code would cause *unnecessary hardship or practical difficulty* in the use of development of a specific lot or building" (emphasis added). Section 155.301(O) further states that the purpose of Variances is "[t]o allow for the provision of relief from certain development standards of the [City Code]" subject to multiple criteria.¹

¹ Basic variance criteria include special circumstances peculiar to the land and building and for which the Variance is sought where strict application of the standard City Code criteria would result in unnecessary hardship and deprive the application of reasonable use, that the hardship is not self-created by the applicant and is not result of mere disregard or ignorance of the City Code, or that granting the variance is not incompatible with public policy, will not adversely affect adjacent property owners, and the circumstances which case the special conditions are peculiar to the subject property.

Walmart respectfully submits that a prohibition on installation of the proposed wayfinding signage represents an unnecessary hardship or practical difficulty for the subject Walmart store and that Walmart's proposal to provide the wayfinding signage satisfies all relevant variance criteria on the following bases:

Approval of the Variance will allow Walmart to ensure safer and more efficient vehicular navigation to approved online pickup areas. OPD parking spaces are reserved for Walmart customers who have ordered their products online (via Walmart's website or mobile application) prior to arriving at a particular Walmart store. OPD parking spaces are typically marked with signage stating "Online Pickup," or similar. Once OPD customers arrive at an OPD parking space, Walmart associates bring the Customers' pre-ordered products directly to customer vehicles for retrieval. The OPD model has proven popular amongst customers, as it combines the efficiency of online retail with the convenience of local "brick and mortar" shopping. The subject Walmart store has maintained an OPD program for some time, and currently offers a total of 7 OPD spaces. Walmart recently received approval from the City under DO2024-0016 to increase the number of OPD spaces at this Property to 33 spaces. The proposed wayfinding signage will help vehicles better navigate to the OPD spaces from their point of arrival into Property to the actual OPD spaces, thus avoiding confusion, potential backups, or other possible negative customer experiences.

Extra navigational signage is warranted and encouraged due to the uniquely large size of the Property and projected increased future demands for OPD. The subject Walmart store boasts a total Property size of ±24.69 acres. The subject Walmart store is approximately 222,897 square feet in size. Therefore, unlike most other retailers in the City, the Walmart parking lot is sufficiently large that directional wayfinding is necessary in order to achieve optimal efficiencies and customer experiences. Because Walmart owns and controls the entire Property, it can intelligently position and plan for increased OPD services and related wayfinding signage in a manner that satisfies both City and internal Walmart operational standards for both vehicular and pedestrian circulation, all while *not* adversely impacting neighbors. Indeed, the proposed wayfinding signage helps ensure that future customer demands for OPD services are met, and that customer flow operations remain within target parameters (i.e. no backups), and would therefore *improve* internal operations and *avoid* potential future negative impacts on neighbors.

The Application is consistent with approved OPD operations comparable Walmart stores located in other Florida jurisdictions. As previously described, OPD operations are being increasingly utilized and relied upon by customers throughout the country – and South Florida is no exception. For many, the draw of OPD is simply increased time efficiency. For others with limited mobility or other physical accessibility challenges, OPD creates the opportunity to conveniently and more safely shop for a wide variety of retail products. Wayfinding signage is therefore a critical component of OPD operations. Accordingly, the subject Application is wholly consistent with precedent throughout the state. Walmart respectfully requests the opportunity to provide the same level of OPD service to its valued customers in the City.

We respectfully request your favorable review of this Application. Thank you for your considerate attention to this matter. Should you have any further questions or concerns, please do not hesitate to contact me.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'L. Leonard'.

Lisa Leonard, PE
Principal
lleonard@bowman.com
301 SE Ocean Boulevard
Suite 301
Stuart, Florida 34994
772.283.1413

ALL PICKUP WAYFINDING AND STALL SIGNS ARE WALWART SUPPLIED AND CONTRACTOR INSTALLED. CONTRACTOR TO PLACE SIGN ORDER AT LEAST 3 WEEKS IN ADVANCE. ORDER SHALL BE SENT VIA EMAIL TO GETTY THOMAS (Getty.Thomas@walmart.com), AND BRAD KEENER (Bradley.Keener@walmart.com). REQUEST SHALL CONTAIN 4 DELIVERY ADDRESSES, DESIRED DELIVERY DATE, AND ANY SITE SPECIFIC SIGN SIZE AND/OR COLORS BASED ON APPROVED PLANS.

P101	GUSTO GOLD SW #6904
P76	WALMART BLUE SW#076
P5E	SAFETY YELLOW



STIPULATION FOR REUSE.

Bowman
 1000 10th Ave. S.W.
 Atlanta, GA 30331
 404/525-1234
 Fax 404/525-1235

Walmart*
PEMBROKE PINES, FL
151 SW 184TH AVE
STORE NO. 2591
WI1992 | PHOTO

CHECKED BY	AJP
DRAWN BY	A/C
PROTO CYCLE	05/31/24
DOCUMENT DATE	10/02/24

**WAYFINDING
SIGNAGE**

SHEET
WFS-1

155.699 PERMANENT SIGNS

Only such permanent signs as are detailed herein below shall be permitted to be erected or maintained upon any building lot, lot, or parcel of land:

Table 155.699: Permanent Signs				
Sign Type	Maximum Square Footage	Maximum Number of Signs	Maximum Height	Additional Regulations
Directional and Informational Signs	1.5 square feet	To be determined by staff based on shopping center design and circulation	Shall be in conformance with engineering standards in code 52.	Allowed where there are two or more buildings; a building has a drive thru; or a building is not visible from primary frontage.
Directory Sign	32 square feet	1 per ingress to the site	8 feet	Not to exceed 3 signs per shopping center
Menu Board	32 square feet	1 per drive thru lane	N/A	Illuminated sign shall not be visible from adjacent right-of-way.
Model Home Signs	3 square feet	1 per model	N/A	N/A
Nameplate / Identification Sign	3 square feet	1 in the front and the rear of the building / tenant bay	3 inches	N/A
Outparcels and Freestanding Building Monument Sign	24 square feet	1	7.5 feet	Shall count towards the maximum allowed sign area for the site (120 square feet)
Outparcels and Freestanding Building Wall Signs	Up to 120 square feet for the site (including monument sign)	N/A	N/A	No more than 60 square feet of signage shall be placed on the primary façade. Secondary Sign area shall be equal to or less than the sign on the primary façade.
Parking Identification Signs	1.5 square feet	1 per designated parking space	8.5 feet	N/A

SUBJECT SITE AERIAL PHOTO
(ZV2025-0005, PRE2024-0013)

Walmart Directional and Informational Signage

