



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

Summary

Agenda Date:	September 17, 2020	Application ID:	ZV 2020-04 & 05
Project:	Ross Dress for Less @ Pembroke Commons	Project Number:	PRJ 2020-11
Project Planner:	Dean Piper, Zoning Administrator		
Owner:	WFI JT Pembroke Commons LP	Agent:	Mark Brenchley
Location:	650 N University Drive, Pembroke Pines, 3302		
Existing Zoning:	General Business (B-3) Districts	Existing Land Use:	Commercial
Reference Applications:			
Variance Summary			
Application	Code Section	Required/Allowed	Request
ZV 2020-04	155.324(C)(1)(f)1.	Maximum 48 inch letter height	60 inch letter height
ZV 2020-05	155.324(C)(1)(f)3.	Maximum 120 sq. ft. of signage	310 sq. ft. of signage
Final:	☒ Planning & Zoning Board		☐ Board of Adjustments
Reviewed for the Agenda:	Director: 		Zoning Administrator: 

Project Description / Background

Mark Brenchley, acting as agent for the owner, is requesting two (2) sign variances for Ross Dress for Less at 650 N University Drive (Pembroke Commons). Variance request #ZV 2020-04 is for a maximum of 60 inch high letters instead of the maximum allowed 48 inch high letters and Variance request #ZV 2020-05 is for a total of 310 square feet of signage, instead of the allowed maximum 120 square feet of signage.

Ross Dress for Less received approval for their façade changes (process #MSC 2019-31) by the Planning & Zoning Board on January 23, 2020. They are occupying the vacant space that was previously Office Depot.

VARIANCE REQUEST DETAILS:

ZV 2020-04) Too allow 60 inch high letters instead of the maximum allowed 48 inch high letters.

Code Reference: §155.324 PERMANENT SIGNS.

(C) Business Zoning Districts.

(1) Shopping center signs. A uniform sign plan shall be required by the city for all attached tenant wall signs within shopping centers. The uniform sign plan shall be submitted as both 8.5 inch by 11 inch hard copy and in electronic format. Uniform sign plans shall:

(f) Uniform sign plans shall include the following standards and specifications:

1. Height (sign copy). Sign copy shall have a maximum of 48 inches;

ZV 2020-05) To allow 310 square feet of signage instead of the allowed maximum 120 square foot of signage.

Code Reference: §155.324 PERMANENT SIGNS.

(C) Business Zoning Districts.

(1) Shopping center signs. A uniform sign plan shall be required by the city for all attached tenant wall signs within shopping centers. The uniform sign plan shall be submitted as both 8.5 inch by 11 inch hard copy and in electronic format. Uniform sign plans shall:

(f) Uniform sign plans shall include the following standards and specifications:

3. Tenants shall be allowed a maximum of 1.5 square feet per lineal foot of leased frontage, or 120 square feet whichever is less;

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: _____

Indicate the type of application you are applying for:

- | | |
|---|--|
| ☐ Appeal* | ☐ Sign Plan |
| ☐ Comprehensive Plan Amendment | ☐ Site Plan* |
| ☐ Delegation Request | ☐ Site Plan Amendment* |
| ☐ DRI* | ☐ Special Exception* |
| ☐ DRI Amendment (NOPC)* | ☐ Variance (Homeowner Residential) |
| ☐ Flexibility Allocation | ☒ Variance (Multifamily, Non-residential)* |
| ☐ Interpretation* | ☐ Zoning Change (Map or PUD)* |
| ☐ Land Use Plan Map Amendment* | ☐ Zoning Change (Text) |
| ☐ Miscellaneous | ☐ Zoning Exception* |
| ☐ Plat* | ☐ 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: Dean Project #: PRJ 2020 - 11 Application #: ZV 2020-04405
Date Submitted: 07/28/20 Posted Signs Required: (1) Fees: \$ 4,502

SECTION 1-PROJECT INFORMATION:**Project Name:** Ross Dress for Less Signage Variance**Project Address:** 650 N. University Drive, Pembroke Pines (Master Address: 300-700 N. University Drive)**Location / Shopping Center:** Pembroke Commons (Ross Dress for Less is Tenant)**Acreage of Property:** 29.85 ac. **Building Square Feet:** 308,840 SF Total Building SF area:**Flexibility Zone:** _____ **Folio Number(s):** 5141 16 22 0010**Plat Name:** Pembroke Commons 144-28 B Tract "A" **Traffic Analysis Zone (TAZ):** _____**Legal Description:**Pembroke Commons 144-28 B Tract "A" less leased area description in OR 28600/937 and less N. 293' of E. 200' of Tract "A"See the complete Legal Description as shown on Exhibit "A" Legal description of the Property on the attached Special Warranty Deed dated October 23, 2009 where Grantee (current property owner) is WRI JT Pembroke Commons, LP**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
1.9.2020	Miscellaneous tenant Modifications	Ross Dress for Less Color and facade	Approved P and Z Board	MSC 2019-31	Approved as requested

SECTION 2 - APPLICANT / OWNER / AGENT INFORMATION

Owner's Name: WFI JT Pembroke Commons LP

Owner's Address: c/o Weingarten Realty Investors, PO Box 924133 Houston, Texas 77292-4133

Owner's Email Address: vbreck@weingarten.com

Owner's Phone: 713.866.6000 Owner's Fax: n/a

Agent: Mark Brenchley

Contact Person: Mark Brenchley

Agent's Address: 3790 Beacon Ridge Way, Clermont, Florida 34711

Agent's Email Address: wcfpermits.markb@gmail.com

Agent's Phone: 435.512.6833 Agent's Fax: n/a

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 commercial

Land Use / Density: Comm. 25-50

Use: Retail/business

Plat Name: Pembroke Commons

Plat Restrictive Note: n/a

PROPOSED

Zoning: no change

Land Use / Density: no change

Use: no change

Plat Name: no change

Plat Restrictive Note: no change

ADJACENT ZONING

North: B-2A and R-3

South: B-3

East: R-4 and B-3

West: R-1B

ADJACENT LAND USE PLAN

North: Comm. (med)

South: Comm. (high)

East: Comm. (med)

West: Residential

-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: n/a

Code Section: Permanent Signs-shopping center signs 155.324(C)(1)(f)

Required: 48" sign copy height; 120 SF- maximum allowable sign area per tenant

Request: 60" letter height for ROSS sign copy; 310 SF sign area

Details of Variance, Zoning Appeal, Interpretation Request:

This requested variance is appropriate because the location of the new Ross Dress for Less tenant space is at the rear corner of the Pembroke Commons shopping center and is not visible at all from University Drive or any other public right of way. Compliance with subsection 155.324 Permanent Signs would place an undue hardship upon the use and the business that is not reasonable nor equitable.

The facade of Ross Dress for Less tenant space appears more massive architecturally than its abutting tenant neighbors. The facade is 28'9" high and 125'2" wide as compared with facade heights of approximately 22' and tenant space widths of 20' to 30'. The Ross sign will certainly appear compatible and in proportion with abutting shopping center tenant signs as well as proportional to the much larger mass of the facade.

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)

The proposed Ross Dress for less wall sign is shown on the attached sign plan. The letter height and sign copy of ROSS is 60" and 20' wide followed below with a 25" spacing. Below said spacing, the letter height and sign copy of DRESS FOR LESS is 30" and 36' wide. Both signs are centered on the facade.

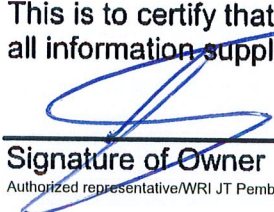
For sign area calculations per ordinance, all portions of the sign must be considered within a "measurement frame" and specifically this sign "measurement frame" is 36' X9'7" totaling 310.72 SF which exceeds the city's 120 SF maximum sign area allowance. Additionally, the 60" high ROSS letters exceed the city's 48" maximum letter/sign copy height. The net sign area of the two lines of sign copy is 190SF

See attached sign plan for graphic depiction of the sign project.

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.


Signature of Owner

Authorized representative/WRI JT Pembroke Commons, LP

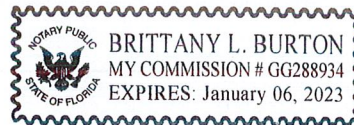
Chris Oftedal

Associate Director of Property Management

7/23/2020
Date

Sworn and Subscribed before me this 23 day

of July, 20 20



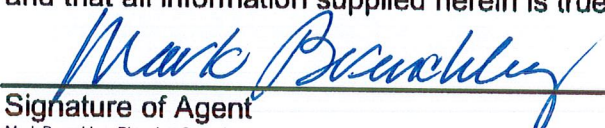
Fee Paid


Signature of Notary Public

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.

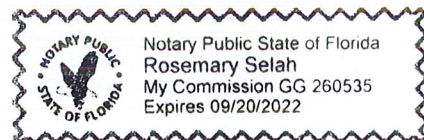

Signature of Agent

Mark Brenchley, Planning Consultant

7.27.2020
Date

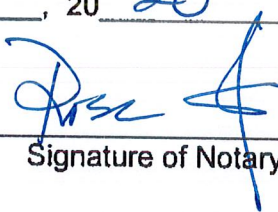
Sworn and Subscribed before me this 27th day

of July, 20 20



\$9

Fee Paid


Signature of Notary Public

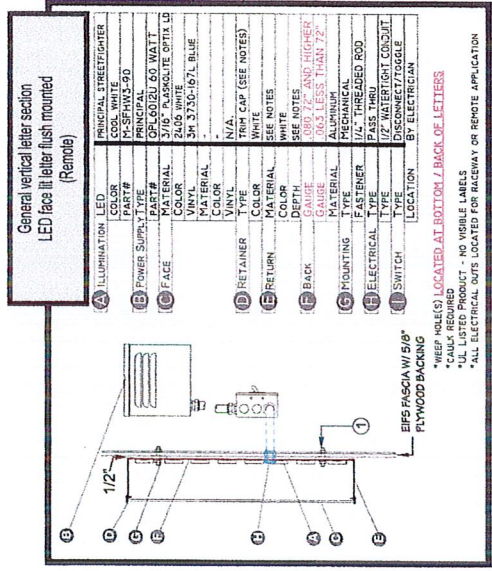
9/20/2022
My Commission Expires





L.E.D. Internally Illuminated Channel Letter Set

- ① 2" X 2" 12MM WHITE SINTRA PAD W/ 5/16" DRILL HOLE. RIVETED TO LETTER BACK. 1/4-20 T-NUT (7/16" HOLE 3/8" T-NUT, 3/8" THREADED ROD WHERE REQUIRED) RECESSED INTO SPACER TO ACCEPT THRU BOLT.
- TRIM CAP- JEWELITE**
2" FOR ALL FACES 48" HIGH OR GREATER.
1" FOR ALL FACES LESS THAN 48"
*SCREW HEADS TO BE PAINTED TO MATCH TRIM CAP.
- RETURNS:**
PRE-FINISHED WHITE .063 ALUMINUM FOR LETTERS 72" OR GREATER.
PRE-FINISHED WHITE .040 FOR LETTERS LESS THAN 72".
- 8" DEEP FOR ALL "ROSS" LETTERS 48" HIGH OR GREATER.
5" DEEP FOR ALL "ROSS" LETTERS LESS THAN 48" HIGH.
5" DEEP FOR ALL "DRESS FOR LESS" LETTERS.





Site Plan

as dimensioned
not to scale

SUBJECT SITE AERIAL PHOTO

Ross Dress for Less @ Pembroke Commons

(PRJ 2020-11)

(ZV 2020-04 & 05)

