



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

Summary

Agenda Date:	December 12, 2019	Application ID:	ZV 2019-14
Project:	Pines BMW	Project Number:	PRJ 2019-17
Project Planner:	Dean Piper, Zoning Administrator		
Owner:	Holman Automotive Inc.	Agent:	Cynthia Pasch
Location:	14800 Sheridan Street, Pembroke Pines, Florida 33331		
Existing Zoning:	Planned Unit Development (PUD)	Existing Land Use:	Commercial
Reference Applications:	N/A		
Variance Summary			
Application	Code Section	Required/Allowed	Request
ZV 2019-14	Pembroke Falls PUD Guidelines	400 sq. ft. total signage building signage	461 sq. ft. total signage building signage
Final:	<input checked="" type="checkbox"/> Planning & Zoning Board		<input type="checkbox"/> Board of Adjustments
Reviewed for the Agenda:	Director: <u></u> Zoning Administrator: <u></u>		

Project Description / Background

Cynthia Pasch, as agent for the owner, is requesting a variance to allow 461 square feet of total building signage for Lauderdale BMW instead of the allowed 400 square feet of total building signage.

Based on signage calculation formulas adopted by the Pembroke Falls Planned Unit Development Guidelines (4% of façade area for a 2 story building and 2% of façade area for a 4, or more, story building) this building would be allowed a total of 583 square feet of signage. However, the guidelines restrict the maximum allowed square footage to the lesser of 400 square feet, or the calculated amount based on the formula. Therefore this building would be limited to 400 square feet of total signage.

VARIANCE REQUEST DETAILS:

ZV 2019-14) Allow 461 square feet of total building signage instead of the allowed maximum of 400 square feet of building signage.

Code Reference: Pembroke Falls Planned Unit Development Guidelines

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

BMW of Pembroke Pines

Sign Variance Request

The Pembroke Pines BMW dealership is located on the south side of Sheridan Street and east of I-75. A site plan for a new collision center and parking structure for the BMW dealership was recently approved and is under construction. This building will have a total of 6-stories. A site plan is currently under review for a showroom renovation/addition. The showroom building is 2-stories and is located east of the new collision center. When completed, these two buildings will be connected by a canopy that covers the service drop-off area and a vehicular and pedestrian connection on the second story. There is no common entrance to these two buildings and each building has its own distinct functions.

The BMW dealership property is located in the Pembroke Falls PUD. The Pembroke Falls PUD Master Plan and Design Guidelines govern all the development in the Pembroke Falls PUD, including signage. According to the Pembroke Falls PUD Master Plan, the BMW dealership is located in the I-75/Sheridan Street Community Commercial Corridor ("Community Commercial Corridor"). Buildings within the Community Commercial Corridor are allowed wall signage that is the lesser of 400 square feet or a percentage of the total façade area based on the building height. In the case of a two (2) story building, the lesser of 400 square feet or 4% of the façade area is allowed. In the case of a six (6) story building, the lesser of 400 square feet or 2% of the façade area is allowed.

Due to a prior staff interpretation on a different parcel, staff determined that the allowable signage area for this Property must be based on the structures being considered one building. Based on this interpretation, staff has determined that 400 square feet of signage can be allocated between the two buildings. The Applicant is proposing 235 square feet of signage for the showroom building and 226 square feet of signage on the collision center. If the collision center and showroom were considered separate buildings, 338 square feet of signage would be allowed on the collision center and 245 square feet on the showroom. See the table below.

The determination that both structures are considered one building for calculating the allowable signage creates a hardship due to the size and location of the dealership. The facades for both buildings total over 26,000 square feet. The Applicant is requesting a maximum signage

area of 461 square feet divided between the buildings. This sign area is less than 2% of the building façade area for both buildings and only 61 square feet over what is allowed. As demonstrated below, the Applicant is requesting less signage than would be allowed by the PUD if the dealership were considered as two separate buildings. Each building has a distinct function and they are connected only by the service drop-off canopy which has a second story pedestrian and vehicular connection. Looking at the two buildings from the north or south, they will appear as two separate buildings.

Sign Area Based on Percentage of Façade vs. Applicant's Proposal

	Façade Area	No. of Stories	Allowable Sign Area based Façade	Applicant's Proposed Sign Area
Showroom	6,112 sq. ft.	2	245 sq. ft.	235 sq. ft.
Collision Center	20,285 sq. ft.	6	338 sq. ft.	226 sq. ft.
Total			583 sq. ft.	461 sq. ft.

The Applicant includes "Pembroke Pines" in the dealership signage that announces the City to all travelers on I-75 and Sheridan Street. This component of the sign provides advertising for the City and the Applicant. However, adding the words Pembroke Pines to the main dealership signs increases the sign area by approximately one-third.

The Applicant is requesting the minimum variance that is needed to provide adequate signage for the dealership in relation to the size and location of the buildings.

SUBJECT SITE AERIAL PHOTO

Pines BMW (ZV 2019-14, PRJ 2019-17)





BMW OF PEMBROKE PINES SHOWROOM & COLLISION CENTER SIGN VARIANCE

MILLER CONSTRUCTION
614 South Federal Highway
Fort Lauderdale, FL 33301
954.847.0634

**LANDSCAPE ARCHITECT
CONSULTANTS**
5215 W. Broward Boulevard
Plantation, FL 33317
954.581.1110

FSMY ARCHITECTS
888 South Andrews Avenue
Fort Lauderdale, FL 33316
954.764.6575

WINNINGHAM & FRADLEY, INC
111 NE 44th Street
Oakland Park, Florida 33334
954.771.7440

FSMY
ARCHITECTS • PLANNERS
FALKANGER SNYDER MARTINEAU & YATES
888 SOUTH ANDREWS AVE., SUITE 300
FORT LAUDERDALE, FLORIDA 33316
PH: (954) 764-6575 FAX: (954) 764-8622
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LARRY MARTINEAU, JIRO YATES**
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CA # AAC000447

DESIGNED	DRAWN	CHECKED
NB/BL	-	DS

City of Pembroke Pines
Received
DEC - 4 2019
Planning & Economic Development

REVISIONS

DATE:	COMM:
12.04.19	19025

PINES BMW

14800 SHERIDAN STREET
PEMBROKE PINES, FL 33331

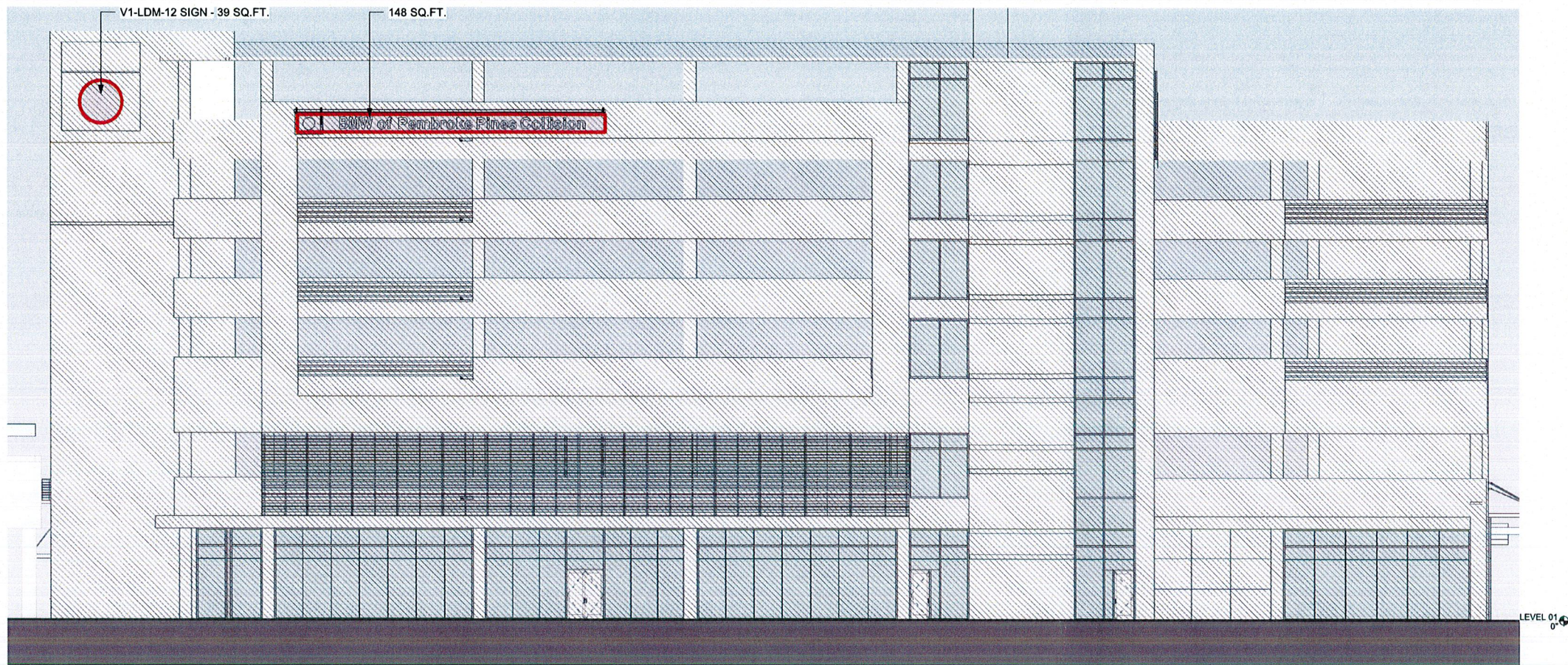
SIGNAGE VARIANCE COVER

SIGN VARIANCE

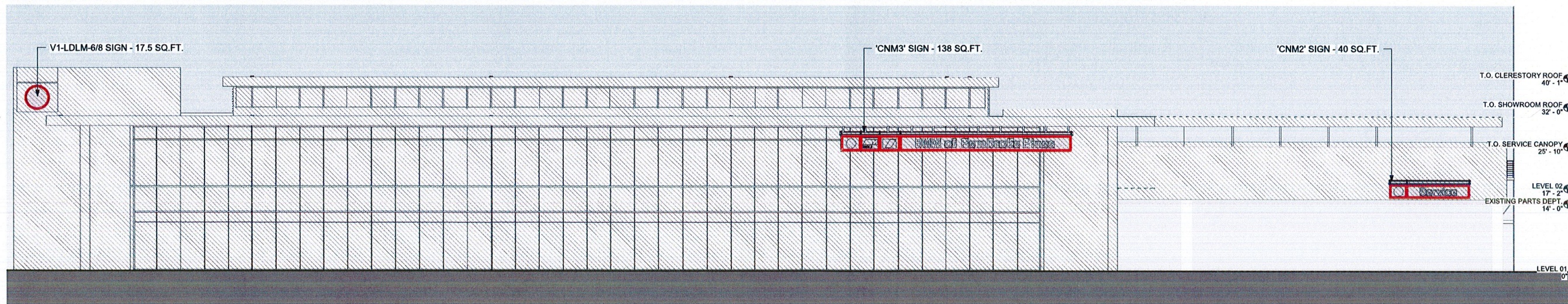
SIGN-000

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DESIGNED	DRAWN	CHECKED
Designer	Author	Checker



2
SIGN-001
EXTERIOR ELEVATION - NORTH COLLISION SIGNAGE
3/32" = 1'-0"



1
SIGN-001
EXTERIOR ELEVATION - NORTH SIGNAGE
3/32" = 1'-0"

REVISIONS

DATE:	COMM:
12.04.19	19025

PINES BMW

14800 SHERIDAN STREET
PEMBROKE PINES, FL 33331

NORTH ELEVATION - SIGN
VARIANCE
SIGN VARIANCE

SIGN-001

SIGNAGE CALCULATIONS

SHOWROOM NORTH ELEVATION

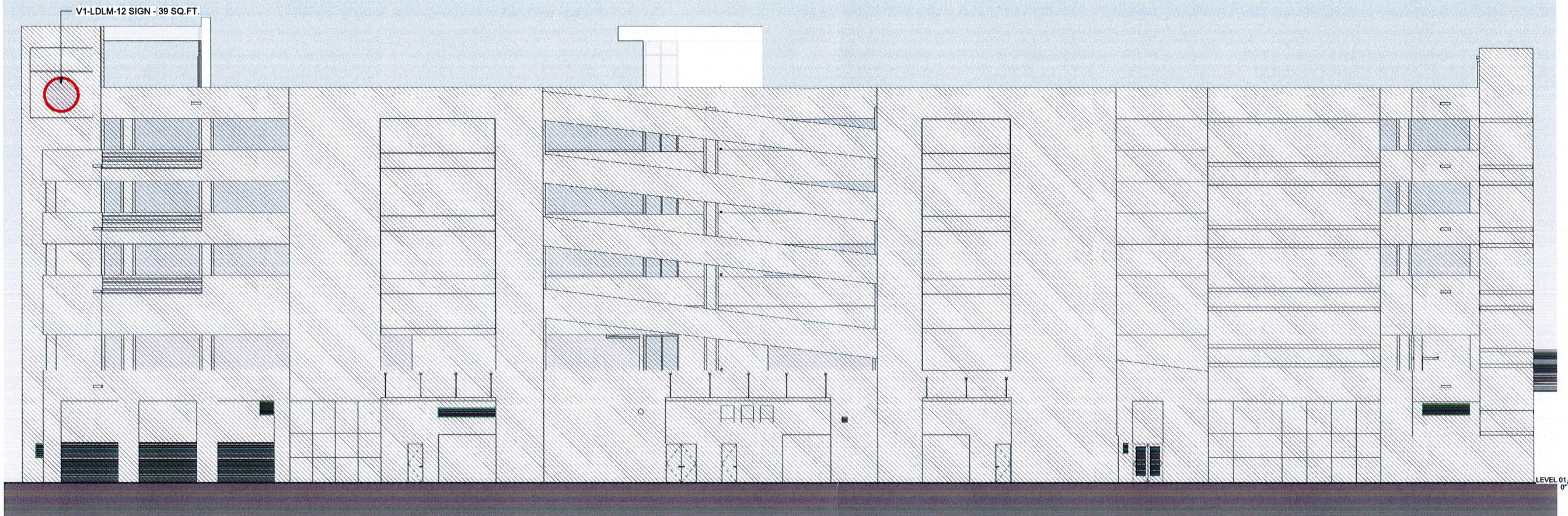
SQUARE FOOTAGE 10,191 SQ.FT.	ALLOWED SIGNAGE AREA 10,191 x 4% = 407.64 SQ.FT.	PROPOSED SIGNAGE AREA 195.5 SQ.FT.
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COLLISION NORTH ELEVATION

SQUARE FOOTAGE 21,086 SQ.FT.	ALLOWED SIGNAGE AREA 21,086 x 2% = 421.72 SQ.FT.	PROPOSED SIGNAGE AREA 187 SQ.FT.
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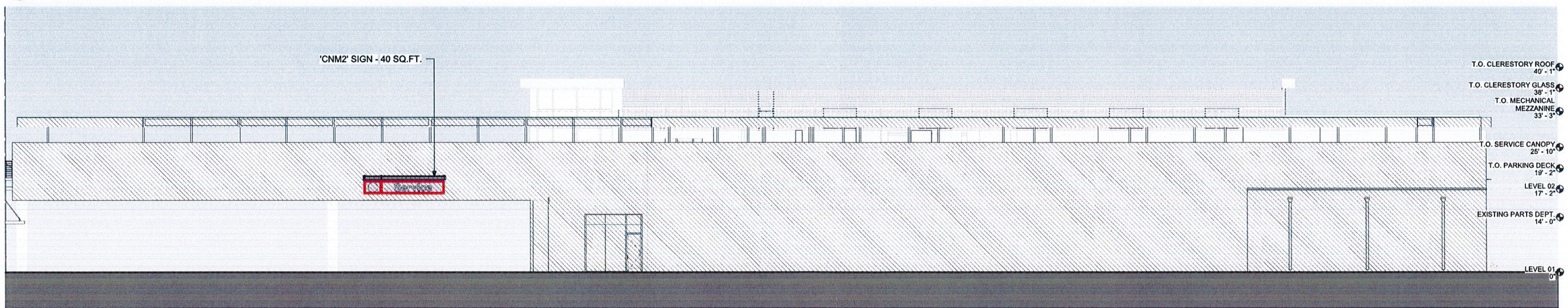
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DESIGNED	DRAWN	CHECKED
Designer	Author	Checker



2
SIGN-002
3/32" = 1'-0"

EXTERIOR ELEVATION - WEST COLLISION SIGNAGE



1
SIGN-002
3/32" = 1'-0"

EXTERIOR ELEVATION - SOUTH SIGNAGE

REVISIONS

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12.04.19	19025

PINES BMW

14800 SHERIDAN STREET
PEMBROKE PINES, FL 33331

SOUTH AND WEST ELEVATION - SIGN
VARIANCE
SIGN VARIANCE

SIGN-002

SIGNAGE CALCULATIONS

SHOWROOM SOUTH ELEVATION

SQUARE FOOTAGE 7,283 SQ.FT.	ALLOWED SIGNAGE AREA 7,283 x 4% = 291 SQ.FT.	PROPOSED SIGNAGE AREA 40 SQ.FT.
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COLLISION WEST ELEVATION

SQUARE FOOTAGE 26,234 SQ.FT.	ALLOWED SIGNAGE AREA 26,234 x 2% = 524.68 SQ.FT.	PROPOSED SIGNAGE AREA 189 SQ.FT.
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SIGN AREAS

SHOWROOM

NORTH ELEVATION

SIGN TYPE	AREA
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BMW RONDEL LOGO	17.5 SQ. FT.
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BMW SHOWROOM SIGN	138 SQ. FT.
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BMW SERVICE SIGN	40 SQ. FT.
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TOTAL NUMBER OF SIGNS	3
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TOTAL SIGN AREA	195.5 SQ. FT.
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SOUTH ELEVATION

SIGN TYPE	AREA
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BMW SERVICE SIGN	40 SQ. FT.
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TOTAL SIGNAGE AREA	
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TOTAL NUMBER OF SIGNS	1
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TOTAL SIGN AREA	40 SQ. FT.
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TOTAL SHOWROOM	235.5
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COLLISION CENTER

NORTH ELEVATION

SIGN TYPE	AREA
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BMW RONDEL LOGO	39 SQ. FT.
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BMW COLLISION CENTER SIGN	148 SQ. FT.
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TOTAL SIGNAGE AREA	
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TOTAL NUMBER OF SIGNS	2
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TOTAL SIGN AREA	187 SQ. FT.
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WEST ELEVATION

SIGN TYPE	AREA
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BMW RONDEL LOGO	39 SQ. FT.
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TOTAL SIGNAGE AREA	
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TOTAL NUMBER OF SIGNS	1
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TOTAL SIGN AREA	39 SQ. FT.
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TOTAL COLLISION AREA	226 SQ. FT.
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EXISTING SHOWROOM SIGNAGE

NORTH ELEVATION

SIGN TYPE	BACKGROUND PANEL
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BMW RONDEL LOGO	90 SQ. FT.
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BMW SHOWROOM SIGN	82 SQ. FT.
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BMW SERVICE SIGN	54 SQ. FT.
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BMW CPO SIGN (2)	94 SQ. FT.
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TOTAL SIGNAGE AREA	310 SQ. FT.
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TOTAL NUMBER OF SIGNS	5
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REVISIONS

DATE:	COMM:
12.04.19	19025

PINES BMW

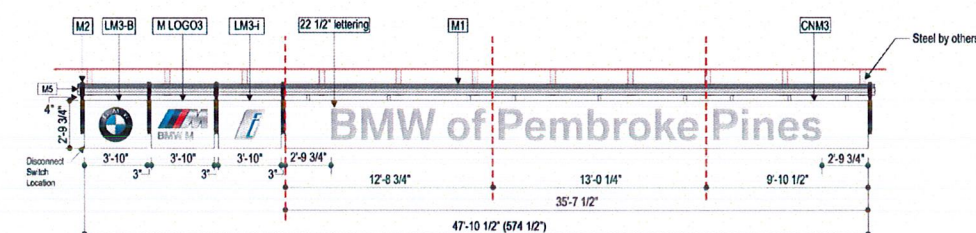
14800 SHERIDAN STREET
PEMBROKE PINES, FL 33331

TYPES OF SIGNS / AREAS

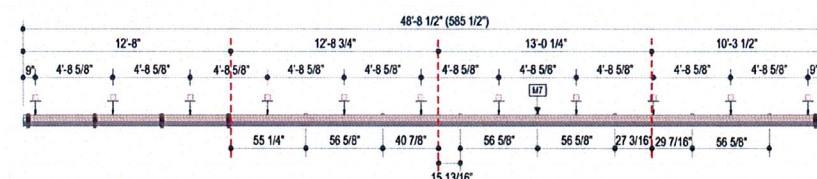
SIGN VARIANCE

SIGN-003

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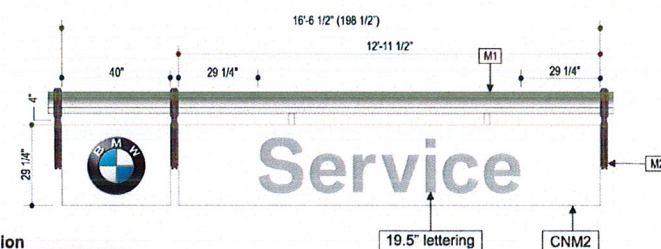
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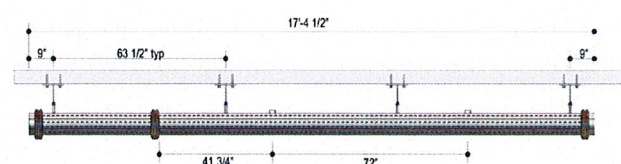
Plan View
Scale: 3/16" = 1'-0" @ 11x17

2 CNM3 SERVICE SIGN

3/16" = 1'-0"



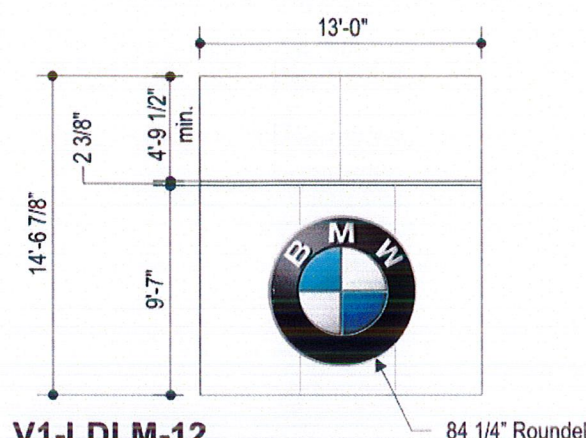
Elevation
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Plan View
Scale 3/8" = 1'-0" @ 11 x 17

1 CNM2 SERVICE SIGN

3/8" = 1'-0"



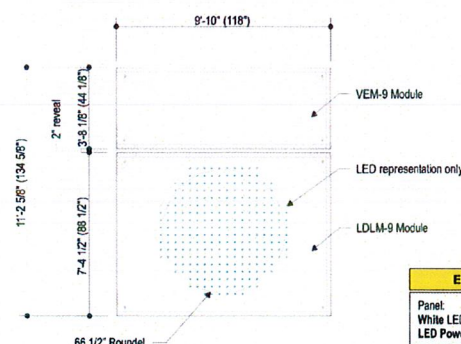
V1-LDLM-12
Scale: 1/8" = 1'-0" @ 11x17

4 SIGN V1-LDMN-12LDM 12

3/16" = 1'-0"



Plan
Scale: 1/4" = 1'-0" @ 11x17



Elevation
Scale: 1/4" = 1'-0" @ 11x17

Electrical Specifications	
Panel:	
White LEDs Qty: (260)	
LED Power Supply (5) @ 1.1 Amps Ea	
Voltage Req'd: 120V-277V	Max Amps Req'd: 5.5



Color View
Scale: None

3 SIGN V1-LDLM-6/8

1/4" = 1'-0"