



Office of the Town Manager

Rafael G. Casals, ICMA-CM, CFM
Town Manager

MEMORANDUM

To: Honorable Mayor and Town Council

From: Rafael G. Casals, ICMA-CM, CFM, Town Manager

Date: October 17, 2018

Re: Approving Sign Variance for Planet Fitness V-2018-044

REQUEST

A RESOLUTION OF THE MAYOR AND TOWN COUNCIL OF THE TOWN OF CUTLER BAY, FLORIDA, APPROVING A VARIANCE APPLICATION FOR SIGNAGE FOR PLANET FITNESS, LOCATED AT 19151 SOUTH DIXIE HIGHWAY, TO PERMIT A WALL SIGN TO BE 145.83 SQUARE FEET WHERE 60 SQUARE FEET IS ALLOWED; AND PROVIDING FOR AN EFFECTIVE DATE.

APPLICATION SUMMARY

Staff Coordinator: Kathryn Lyon, AICP, CFM
Planning and Zoning Director

Applicant/Representative: Planet Fitness

Location: 19151 South Dixie Highway

Total Acreage/Square Feet: 13.12 +/- Gross Acres (per application)

Building Size/Square Feet: 19,543 SF Building

Current Future Land Use
Plan Map Designation: Mixed-Use

Existing Zoning: TRC (Transit Corridor)





Folio Number: 36-6005-019-0010

Legal Description: A portion of Tract "A" of POINT ROYALE Shopping Center Plat (99-64), Section 5 of Township 56 S, Range 40 E, according to the plat thereof, as recorded in Plat Book 99, Page 64, of the public records of Miami-Dade County, Florida.

Site and Surrounding Area Data

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| <u>Land Use Designation:</u> | Mixed Use |
| <u>Zoning District:</u> | TRC (Transit Corridor) |
| <u>Property Boundaries:</u> | North: South Dixie Highway South: Marlin Road East: South Dixie Highway West: Belview Drive |
| <u>Size of Property:</u> | 13.12 +/- Gross Acres (per application) |
| <u>Property(s) Description/Existing Conditions:</u> | Existing shopping center to remain |
| <u>Surrounding Growth Management Plan Future Land Use Designation(s):</u> | North: Mixed Use South: Mixed Use and Low Density East: Mixed Use West: Mixed Use |
| <u>Surrounding Zoning:</u> | North: TRC South: TRC, NR and MR-9 East: TRC West: TRC |
| <u>Surrounding Existing Land Use(s):</u> | North: Retail South: Retail and Residential East: Institutional West: Commercial/Retail |





RECOMMENDATION

Staff assigned Town Consultant, The Corradino Group, (the “Consultant”) with the task of reviewing the application on September 5, 2018. Their analysis resulted in a recommendation of **Approval** of the variance request for “Planet Fitness” located at 19151 South Dixie Highway, the northeast corner of the intersection of South Dixie Highway and Marlin Road. The Consultant’s Report is Attachment A hereto.

ATTACHMENTS

- Attachment “A” – Town Consultant’s Report
- Attachment “B” – Planet Fitness Sign Variance Application
- Attachment “C” – Advertisement, Courtesy Notices, and Posting

