



Application No.:

V-2018-044

Attachment "A"

Consultant's Report

Planet Fitness

VARIANCE

A RESOLUTION OF THE MAYOR AND TOWN COUNCIL OF THE TOWN OF CUTLER BAY, FLORIDA, APPROVING A VARIANCE APPLICATION FOR PLANET FITNESS, LOCATED AT 19151 S. DIXIE HIGHWAY, TO PERMIT A WALL SIGN TO BE ONE HUNDRED FORTY-FIVE POINT EIGHTY-THREE (145.83) SQUARE FEET WHERE SIXTY (60) SQUARE FEET IS PERMITTED; AND PROVIDING FOR AN EFFECTIVE DATE.

THE CORRADINO GROUP, INC.

CORRADINO

ENGINEERS • PLANNERS • PROGRAM MANAGERS • ENVIRONMENTAL SCIENTISTS

MEMORANDUM

Date: September 25, 2018
 To: Kathryn Lyon, AICP, CFM, Planning and Zoning Director
 From: Scarlet Hammons AICP, Planning Consultant
 Subject: Sign Variance
 Project: Planet Fitness Sign Variance

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 S. 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, Cutler Bay, FL

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

Current Future Land Use
 Plan Map Designation: Mixed Use

Existing Zoning/ Site
 Condition: TRC Transit Corridor

Folio Numbers: 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

<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 recommends **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 Applicant is requesting a variance concerning sign size. The sign fronts South Dixie Highway. The Variance was reviewed pursuant to Sec. 3-36 Variance B. Approval Standards.

STAFF ANALYSIS

The Applicant (Planet Fitness) proposes to re-use an existing space in an existing shopping center as a new tenant. This proposed re-use will be comprised of remodeling an existing store which includes new signage.

Staff met with the Applicant in order to refine the proposed signage and address the Variance request. Plans on file and reviewed include:

Renderings

Sign Rendering – Proposed Primary Sign Elevation Rendering, Sign Type “Wall Sign”, Drawing No. PF_SP033151.000A1 – Dated 3/23/18

Sign Rendering – Proposed Sign Elevation, Sign Type “Wall Sign”, Drawing No. PF_CL084x0250.120A – Dated 9/20/16

Survey

Boundary Survey – Point Royale Shoppes – Dated 12/30/16

Land Development Regulations

The following Sections of the Town of Cutler Bay Land Development Regulations were reviewed and form the basis of Staff’s recommendations:

Section 3-36 B. establishes approval standards for the review and approval of variances;

Section 3-114 Permanent Signs (B) Non-residential uses for sign standards;

Staff also bases the recommendations above on the unique circumstances of the existing building and its location at the rear of a shopping center. While the shopping center is located on a major thoroughfare with high visibility from the street, the location of this establishment is such that it is partially blocked from view by other outparcel businesses. Staff has reviewed Section 3-114 Permanent Signs (B) Non-residential uses for sign standards states the following:

Ground floor wall sign size shall be limited on the distance between the building and public right-of-way which the building fronts:

- *0 to 20 ft.: 20 SF max sign area*
- *21 to 300 ft.: 40 SF max sign area*
- *301 ft. and greater: 60 SF max sign area*

The existing building which fronts South Dixie Highway is setback 360 ft. from the right-of-way. The code requires a sign no greater than 60 SF. The applicant is requesting an increase in total permissible wall sign area to allow 145.83 SF on the South Dixie Highway façade. The existing building is in a unique location when compared to other commercial development along South Dixie Highway. When looking at the average setback from the right-of-way, the typical commercial use is setback 80 feet from the road with little more than one row of parking in front. Located at the rear of the shopping center on a lot that is one of the deepest in this area, the frontage of the Planet Fitness is visually blocked by outparcel retail. Also, due to the massing of the building façade, the increase in sign area is proportionate to the building façade and scale.

VARIANCE APPROVAL EVALUATION CRITERIA

In evaluating an approval of the Variance applications under the Town's Land Development Regulations, the following evaluation criteria are to apply.

Section 3-36 of the Land Development Code outlines the following Variance Approval standards. An explanation of how this project will meet each standard has been provided.

- 1. The variance will result in conditions that maintain and are consistent in all material respects with the intent and purpose of these Regulations, and that the general welfare, stability and appearance of the community will be protected and maintained.**

The variance request is to allow the wall sign to be 145.83 SF fronting South Dixie Highway where the maximum permitted by code is less. Visually and due to the newly constructed outparcels constricting the views, the signs would lose visibility if limited to code requirements. The proposed wall sign is proportionate to the building façade and scale. In this case the general welfare, stability and appearance of the community will be protected and maintained.

- 2. The variance will be compatible with the surrounding land uses, and otherwise consistent with these Regulations and the Comprehensive Plan, and will not be detrimental to the community.**

The variance request is to allow the wall sign to be 145.83 SF fronting South Dixie Highway where the maximum permitted by code is less. Visually and due to the newly constructed outparcels constricting the views, the signs would lose visibility if limited to code requirements. The proposed wall sign is proportionate to the building façade and scale. In this case the request is consistent with the Town's Land Development Regulations and Comprehensive Plan and will not be detrimental to the community.

3. **That the request for a variance is not based on an economic disadvantage to the owner or occupant of the property upon which the variance is sought.**

These requests are based on visibility and not economic disadvantage.

CONDITIONS

The wall signs shall be constructed consistent with requirements set forth by the Building Department or other local agencies.