

**CITY OF HOLLYWOOD, FLORIDA  
DEPARTMENT OF DEVELOPMENT SERVICES  
PLANNING DIVISION**

**DATE:** July 12, 2018 **FILE:** 18-V-36

**TO:** Planning and Development Board

**VIA:** Leslie A. Del Monte, Planning Manager

**FROM:** Deandrea Moise, Planning Administrator

**SUBJECT:** 7-Eleven, Inc. requests a Variance to increase the number of permitted monument signs from one to two located at 100 N State Road 7 (7-Eleven/Mobil).

**REQUEST**

Variance: To increase the number of permitted monument signs from one to two.

**RECOMMENDATION**

Variance: Approval

**BACKGROUND**

At the January 2018 Planning and Development Board Meeting, the Applicant was granted Variance, Design and Site Plan approval for the redevelopment of an existing service station. This request only included one monument sign as permitted by Code. However, during this meeting the Board suggested the Applicant consider adding an additional monument sign as the subject property is a corner property located at a very prominent intersection in the City.

**REQUEST**

Per the regulations, based on the lot size, only one monument sign is permitted although the property has two distinct frontages. Today the Applicant requests a variance to permit the construction of a monument sign along State Road 7 in addition to the monument sign on Hollywood Boulevard. The additional monument sign meets size and setback requirements as outlined in the City of Hollywood Zoning and Land Development Regulations. As this is a large intersection with several lanes traveling in either direction, an additional monument sign will have minimal visual impact as it relates to sign pollution. Furthermore, this sign increases visibility for those navigating the roadways prior to reaching the intersection on both Hollywood Boulevard and State Road 7. As the building is pushed to the corner of the property to meet the intent and vision of the TOC, a monument sign cannot be placed in the corner visible from either frontage. The Applicant has carefully worked with Staff to ensure minimal impact on the roadways and adjacent properties.

**Owner/Applicant:** 7-Eleven, Inc.  
**Address/Location:** 100 N State Road 7  
**Net Area of Property:** 29, 363 sq. ft. (0.67 acres)  
**Land Use:** Transit Oriented Corridor (TOC)  
**Zoning:** South –Mixed Use District (S-MU)  
**Existing Use of Land:** Commercial – Service Station

#### **ADJACENT LAND USE**

**North:** Transit Oriented Corridor (TOC)  
**South:** Transit Oriented Corridor (TOC)  
**East:** Transit Oriented Corridor (TOC)  
**West:** Transit Oriented Corridor (TOC)

#### **ADJACENT ZONING**

**North:** South –Mixed Use District (S-MU)  
**South:** South –Mixed Use District (S-MU)  
**East:** Open Space (OS)  
**West:** South –Mixed Use District (S-MU)

#### **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

Located within the Transit Oriented Corridor, the project is near commercial, and residential uses. The goal of the Land Use Element is to *promote a distribution of land uses that will enhance and improve the residential, business, resort, and natural communities while allowing land owners to maximize the use of their property.*

***Policy 2.2.11:*** *Promote the development of US 441/SR 7 as a major transit corridor.*

***Policy 3.1.1:*** *Continue to prioritize US 441/SR 7 Corridor for redevelopment opportunities and work with the Florida Department of Transportation and other applicable agencies on design of the highway, and create innovative zoning to implement future plans.*

#### **CONSISTENCY WITH THE CITY-WIDE MASTER PLAN**

The City-Wide Master Plan recognizes the need for a mix of uses along the corridors and identifies the US 441/SR 7 Corridor as a Special Emphasis Area of high importance for the development of the City and its improved image. The guiding principle of the City-Wide Master Plan is to *attract and retain businesses that will increase economic opportunities for the City while enhancing the quality of life for residents.* The proposed variance is consistent with the City-Wide Master Plan based upon the following:

***Policy CW.46:*** *Place emphasis on redevelopment along the major highway corridors; SR 7, US 1, Dixie Highway, Hollywood Boulevard and A-1-A by limiting expansion of residential areas, and deepening industrial and commercial zones to increase tax revenues.*

## APPLICABLE CRITERIA

**Analysis of Criteria and Findings for Sign Variance** as stated in the City of Hollywood's Zoning and Land Development Regulations Article 5.

**VARIANCE:** Increase the number of permitted monument signs from one to two.

**CRITERIA 1:** The variance is not contrary to the public interest.

**ANALYSIS:** The City's Zoning and Land Development Regulations state *the purpose of this section is to permit signs that: (A) Will not by their size, location, construction or manner of display, endanger the health, safety and general welfare of the public...* The Applicant's request to increase the number of permitted monument signs is not contrary to public interest as it increases visibility for those navigating the roadways along both frontages and does not cause negative sign pollution.

**FINDING:** Consistent.

**CRITERIA 2:** The variance is required due to special conditions.

**ANALYSIS:** As the subject property is located at the corner of a very wide intersection the construction of an additional monument sign will assist those navigating in either direction identify the property with ease. Additionally, as the building is pushed to the corner of the property to meet the intent and vision of the TOC, a monument sign cannot be placed in the corner visible from either frontage.

**FINDING:** Consistent.

**CRITERIA 3:** A literal enforcement of the provisions of Article 8 may result in unnecessary hardship.

**ANALYSIS:** Although the property has two frontages the code limits the number of permitted monuments signs to one monument sign based on the size of the frontage. Each monument sign will be located on opposite frontages reducing the visual impact on the adjacent area. This will allow better visibility and identification of the property as this is a larger intersection.

## ATTACHMENTS

ATTACHMENT A: Application Package

ATTACHMENT B: Land Use and Zoning Map