

**April 5, 2016 Board of Adjustment
Staff Recommendations**

PETITIONER: Sergio Bertot, Professional Signs, Inc., agent for DD's Discounts
LOCATION: Northwest corner of Banks Road and NW 24th Street
ZONING: TOC-CC City Center District

INTRODUCTION

DD's Discounts is moving into Lakewood Shopping Mall, and has requested additional signage.

HEARING NO.: BA-13-2016

SECTION OF CODE: Sections 3.14(16)

Petitioner is requesting permission to install a main identification wall sign that is 240.4 sqft in area on a business with 120 linear feet of frontage. Code allows 1 sqft of sign area per linear foot of frontage.

The applicant is requesting permission to install a main identification wall sign that is double the size of allowed by the Sign Code. DD's Discounts is occupying space in Lakewood Shopping Mall, in the same location that was previously occupied by Staples. In 2006, the Margate Community Redevelopment Agency (CRA) granted a sign waiver to Staples for permission to install a 250 square foot main identification wall sign, due to the vast setback from Atlantic Blvd, the size of the tenant space and size of Lakewood Shopping Center.

On March 1, 2016 DD's Discounts appeared before the Board of Adjustment and presented a proposal for a 420 sq ft sign, with two (2) additional wall plaques. Following a discussion, the item was tabled with staff and the applicant directed to meet to discuss other signage existing in the Lakewood Shopping Center and viable opportunities for this space. The applicant presents an alternative for a 240 sq ft sign that provides them with the vital components of their brand, and that is satisfactory with staff and the intent of the Sign Code.

The revised proposal includes signage that is 72" in height and 40'1" in length with the following major components: The "d" in dd's will have a height of 72", which is slightly larger than a recent proposal by Walmart for new signage containing a 66" "W". A 21" cabinet containing the words "Ladies-Kids- Men – Shoes – Home" will be displayed below the word "discounts" and will contain letters that are 16" in height. The letters are larger than a similar design utilized by America's Best Contacts & Eyeglasses, which contain 6 ¾" letters and are readable from Atlantic Blvd. The proposal for this sign occupies a space of 240 sq ft, which although larger than Code requirements, is less than the signage area granted to this space for its previous tenant.

Staff finds that the vast building setback from Atlantic Boulevard creates hardship in identifying businesses in this shopping center. **Staff recommends approval of this variance, finding that the proposal is consistent with previous proposals for this space and that the letter design is consistent with other signs in the plaza, thereby showing that this size is necessary for property visibility but that additional sq footage would be excessive.**

RECOMMENDATION: APPROVE

APPROVE WITH
CONDITIONS

DENY



Director of Economic Development.

21 MAR 16
Date