



Minutes of December 19, 2011

Meeting Called to order at 7:01 p.m.

1. ROLL CALL

P&Z Board Members

Table with 12 columns (MEMBERS, 12/19/11, 11/21/11, 10/3/11, 9/19/11, 8/29/11, 7/18/11, 6/20/11, 5/16/11, 4/25/11, 4/4/11, 3/7/11) and 12 rows listing board members and their attendance status (A, P, A***).

* Reappointed ** Resigned *** New appointment

STAFF PRESENT: Matt Wood, Director
Ro Woodward, Administrative Coordinator
Jason Chockley, Planner

APPLICANTS: Craig McDonald, Corporate Property Services, Inc. – Regions Bank

2. P&Z BOARD - MINUTES - WAIVE/APPROVE – NOVEMBER 21, 2011
MOTION TO WAIVE READING OF MINUTES OF 11/21/11:

Motion to waive the reading of the minutes made by Mr. Valenti and seconded by Ms. Sori. All ayes on voice vote. APPROVE: Motion to approve made by Mr. Konhauzer and seconded by Mr. Valenti. There were all ayes on voice vote. Motion was approved.

Mr. Aronson mentioned that there are new Board members present tonight and introduced Mr. Charles Cutler and asked him to introduce himself.

Mr. Cutler introduced himself and commented that he has been a resident of Cooper City for the past 17 years. He explained that he owns and operates 8 Dunkin Donut stores and he is also President of Temple Beth Emet. He has a wife and 2 children in Cooper City schools.

Mr. Gary Laufenberg introduced himself and explained that he is a 21 year resident and currently lives in Estada at Monterra and is President of that association. He has a wife and 2 children in college. He commented that he has been very involved in the City for a long time and is glad to be here.

3. CORRESPONDENCE:
None.

4. NEW BUSINESS:

Mr. Wood asked that if Item 4B on the Agenda be taken out of order. That item will be tabled this evening at the request of the petitioner. He explained that their request is to table it at this

meeting to a time certain date which would be February 6th. Then they can avoid having to re-advertise.

He asked for a motion to table Item 4B, the First Baptist Church. The Petitioner has requested this be tabled to a time certain date to February 6th, 2012.

B. FIRST BAPTIST CHURCH LOCATED AT 9741 BERECHAH DRIVE
1. REZONING PETITION # Z 8-1-11
2. CONDITIONAL USE PETITION # CU 8-1-11

MOTION: TO TABLE ITEM 4B. THE FIRST BAPTIST CHURCH LOCATED AT 9741 BERECHAH DRIVE - REZONING AND CONDITIONAL USE PETITIONS TO THE FEBRUARY 6TH, 2012 PLANNING & ZONING BOARD MEETING. MOTION MADE BY MR. ROPER AND SECONDED BY MR. VALENTI. There were all ayes on roll call vote. Motion was approved.

A. REGIONS BANK SIGN WAIVER PETITION # SW 11-1-11 – LOCATED AT 4725 S. FLAMINGO ROAD

Mr. Wood explained that this item is a Sign Waiver for Regions Bank located at the southwest corner of Flamingo and Griffin Road. The petitioner requests a waiver from Section 25-23 of the Code relative to signage color. Specifically the request is to add a fourth color, their trademark green color, to the previously approved red, white and blue colors. Under this request the applicant desires to substitute the color green for the existing color blue on the existing signage located at Regions Bank. The signs affected would be one wall sign logo; one monument sign; three directional signs; one ATM sign; and the existing drive-thru directional plaque.

Code stipulates that waivers may be granted where at least one of the following is met:

- 1) Signs cannot be properly viewed due to physical site distinctions.
- 2) Architectural design of a structure and/or a site plan poses unique and extenuating characteristics whereby a waiver is in the city's best interests.
- 3) Literal enforcement would result in unreasonable and undue hardship upon the petitioner.

The applicant's justification for the color change is based upon, among other things, "better serving the Regions Bank patrons by providing clear and recognizable identification of the institution." They state that brand recognition is vital to the success of a bank such as Regions Bank.

Mr. Wood commented that Staff finds that the petition meets the submittal requirements for this sign waiver to be considered.

Mr. Wood concluded that the Planning and Zoning Board is requested to discuss the petition and make a recommendation. Board input will be forwarded to the City Commission for action.

Mr. Craig McDonald, Corporate Property Services, explained he was the representative for Regions Bank. They are requesting a sign waiver to add a fourth color. Right now it is red,

white, and blue colors. He mentioned that 95% of the signs there now are red. The only sign that has blue is the Wendy's, which would constitute about 5% of the blue color. The design was going to stay the same on the monument sign with the lettering going from blue to green. The wall sign would remain white and the logo attached to the wall sign becomes green. The directional signs right now are blue and white which would be changed to green. They are non-illuminated and would not light up at night. He commented that colors and logos are important to trigger brand recognition among customers. With today's marketplace banks are the ones doing a lot of the developing so it is important to get their customers to recognize them and be able to see where they are located. They want to obtain a level of exposure.

MOTION: TO APPROVE REGIONS BANK SIGN WAIVER PETITION # SW 11-1-11 – LOCATED AT 4725 S. FLAMINGO ROAD. MOTION MADE BY MR. KONHAUZER AND SECONDED BY MS. KEIRNAN FOR DISCUSSION.

Mr. Roper asked for clarification in that they were dropping the color blue and were replacing that with the color green.

Mr. McDonald responded that was correct.

Mr. Roper commented that it would not be four colors, but would remain three colors due to exchanging one of the colors.

Mr. McDonald responded they were adding green and the actual sign plan was approved for red, white and blue. He pointed out that the only blue was on the Wendy's shirt, but that would be a fourth color and that is what the waiver is for and to allow them to have the green.

Mr. Wood commented that Regions Bank would be red, white and green, but the reason they say they are adding a color is because it is considered a package for the whole center.

Mr. Laufenberg remarked that the fourth color now that they are adding could apply to anybody.

Mr. Wood responded no, that it is specific for Regions Bank only.

Ms. Kiernan remarked that she could never find that bank because she was looking for the green. She explained that she didn't know that bank was on Flamingo Road because she never saw the green signs, but now she will be able to find it. She believed that customers associated with Regions Bank will find it easier to locate them.

Mr. Cutler commented that being in the business of franchising and national logos, they spend big dollars to brand recognize themselves and thought it was very important for the consumer to be able to see quickly out of the corner of their eye to recognize something just by its logo or its colors and was for it.

Mr. Roper asked if that was in code if trademark logos colors were approved.

Mr. Wood responded that was for window signs only.

MOTION: TO APPROVE REGIONS BANK SIGN WAIVER PETITION # SW 11-1-11 – LOCATED AT 4725 S. FLAMINGO ROAD. MOTION MADE BY MR. KONHAUZER AND SECONDED BY MS. KEIRNAN. There were all ayes on roll call. Motion was approved.

5. OLD BUSINESS:

None.

6. GROWTH MANAGEMENT DIRECTOR'S REPORT:

Mr. Wood commented that the next regularly scheduled meeting is on January 2nd and City Hall will be closed. He also mentioned that no petitions are scheduled for that meeting. The 3rd Monday in January is also a holiday and City Hall will be closed. However, there are petitions scheduled for this meeting.

Mr. Wood then requested if the Board would be available to meet on Wednesday, January 18th on the same night as the BAB meeting. There are petitions that would be heard by both Boards.

7. BOARD MEMBERS' CONCERNS:

Mr. Aronson mentioned that at the last Board meeting their Vice Chair had resigned and they deferred electing a new Vice Chair to the next Board meeting.

Mr. Wood commented that they could add it to a future agenda or they could elect someone tonight.

The Board members agreed to have the election tonight.

Mr. Aronson then opened the floor for nominations.

Ms. Sori nominated Mr. Konhauzer and Mr. Roper seconded the nomination.

Mr. Aronson closed the nominations and asked Mr. Konhauzer if he accepted the nomination.

Mr. Konhauzer accepted the nomination.

The Board approved Mr. Konhauzer as the new Vice Chair.

8. ADJOURNMENT:

The Meeting adjourned at 7:17 p.m.