

City of Cooper City

LOCAL PLANNING AGENCY (PLANNING AND ZONING BOARD) MEETING

Minutes of Meeting

APRIL 6, 2015

The meeting was called to order at 7:00 pm by Chairperson Mark Aronson.

Roll Call: **Present:** Elliot Weiner, Craig Konhauzer, David Rouse, Al Scotti, Charles Cutler, Bobby Jenkins, Michael de Miranda, Michelle Stern, and Mark Aronson.
Chairperson Mark Aronson thanked Diane Sorie for her services.
New member introduction - David Rouse.
One Board member short, John Sims appointment - awaiting new appointment.

Approval of Minutes: January 5 2015

Waiver of the reading of minutes motion by Bobby Jenkins and seconded by Craig Konhauzer Unanimously approved by voice vote.

Motion to approve minutes by David Rouse and seconded by Michelle Stern. Unanimously approved by voice vote.

Correspondence: None

New Business: Item 4/A Great Clips Window Sign Waiver SW 2-1-15

Chairperson Aronson turned the meeting over to Matt Wood who read the following staff report:

REQUEST:

To add the Great Clips trademark/logo to the "OPEN" window sign and to increase the size of the "OPEN" sign from 3 to 3.5 square feet.

CODE REQUIREMENT:

City Code allows only the word "OPEN" and a continuous single border to be illuminated on "OPEN" signs. It also limits the size of "OPEN" signs to three square feet. This sign waiver request is to allow the Great Clips trademark/logo and to increase the size of the OPEN sign from 3 to 3.5 square feet. All other size and placement criteria of the sign code will continue to be met.

ANALYSIS:

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.

APPLICANT'S JUSTIFICATION:

Great Clips is requesting the branded illuminated "OPEN" window sign citing condition #3 as "Literal enforcement of this article would result in unreasonable and undue hardship upon the petitioner". The applicant states that Great Clips illuminated window sign was created to align with the Great Clips brand identity and Great Clips does not allow its franchisees to display substitute signage. The petitioner further justifies the request by stating that "a consistently executed brand identity is a critical part of establishing a connection with our customers and creating immediate brand recognition".

STAFF FINDING:

Staff does not refute the points of the justification statement and finds that the applicant has met the submittal requirements for the sign waiver to be considered.

ACTION REQUESTED:

The Planning and Zoning Board is requested to discuss the petition and make a recommendation to approve or deny the application to the City's Development Review Committee for final action.

With some discussion, motion to table by Bobby Jenkins and seconded by Charles Cutler to give applicant time to address questions from the Board related to corporate signage requirements. Vote to table passes with 5 ayes and 2 nays. Craig Konhauzer and Michelle Stern voted no.

Item 4/B Code Change School Sponsor Signs

Chairperson Aronson turned the meeting over to Matt Wood who read the following staff report:

CURRENT CITY CODE:

Code allows "community service" signs defined as advertising solely a function of a nonprofit.

Limited to 16sq ft in nonresidential and 8sq ft in residential districts

Limited to 30 days prior to event or activity and 7 days after.

SCHOOL BOARD POLICIES:

Allows signs which recognize contributions by businesses and community groups to school programs.

School Board Policy does not include a business sign simply advertising a business if not relating to any educational program or school function.

An example of an allowable business function sign would be "Paul Bange Roofing supports Drug Awareness Week 2015".

CODE CHANGE SYNOPSIS:

Adds a definition of School Sponsor Signs and allows installation consistent with a School Sponsorship Sign Plan

Allows display at public and charter elementary and secondary schools only

Content displayed is limited to the sponsor and the program sponsored

Size-Limits size to 4' by 4'

Color-Shall be in the school colors, or a uniform alternate palette not to exceed three colors.

Copyrighted trademarks and/or corporate logos are not subject to the color limitations provided and may be permitted in their standard color(s). The backs of signs shall be a uniform color.

Illumination. Illumination of school sponsor signs is prohibited

Location. The signs may only be located along fences or walls of eight (8) feet in height or less.

Only one row of signs is permitted on any given fence or wall and all signs shall be posted at the same height on the fence or wall

Installation and Maintenance. Signs shall be maintained in a neat and orderly manner

Duration. For no longer than the duration of the academic school year

School Sponsorship Sign Program. Each school desiring to place School Sponsor Signs shall annually submit a School Sponsorship Sign Program together with the applicable Administrative Review fee. Approval of a School Sponsorship Sign Program shall be valid for the school year in which it is approved.

Exemption-Signs are exempt from standard permitting and bonding requirements

Board discussed issues relating to uniform banner size; specific areas for banners to be located; standards for mounting/placing; and having someone present from schools to commit to enforceable standards. Discussion continued with a suggestion to see proposed program for

goals and what the impact would be on the residences whose properties are adjacent to schools.

Walt Jolliff had concerns with whether the ordinance would apply to all private schools as well as with impacts on adjacent residences and with safety and aesthetics.

Jamie Curran, representing the high school, asked that the schools be allowed to work with staff and come back at the next P/Z Board meeting with a more definitive proposal to address some of these concerns.

Motion to table by Al Scotti and seconded by Bobby Jenkins so that the schools can come back with a more definitive proposal. Vote to table passes unanimously.

Item 4/C Code Change Garage Sales Signage

The Code change is to allow up to four garage sale signs and each sign shall legibly indicate the street address of the garage sale upon the front and back of the sign. With some discussion motion made by Bobby Jenkins to recommend approval and seconded by Charles Cutler. It was unanimously recommended to approve.

Growth Management Director's Report:

There will be a meeting April 20 for the Great Clips Sign Waiver and Code Change School Signs

Board Member Concerns: None

Meeting Adjourned 8:05 pm