

City of Cooper City  
LOCAL PLANNING AGENCY (PLANNING AND ZONING BOARD) MEETING  
Minutes of Meeting  
May 18, 2015

**The meeting was called to order at 7:02 pm by Chairperson Mark Aronson.**

**Roll Call: Present:** Craig Konhauzer, Al Scotti, Charles Cutler, Bobby Jenkins, Michael de Miranda, Michelle Stern, and Mark Aronson.  
Elliot Weiner and David Rouse was not present.

**Approval of Minutes: April 20, 2015**

Waiver of the minutes motioned by Bobby Jenkins and seconded by Craig Konhauzer.

Motion to table minutes of April 20, 2015 subject to confirmation of votes of Item 4.B Code Change for School Sponsored Signs by Mark Aronson.

Unanimously tabled by voice vote.

**Correspondence:** Deferred to new business.

**New Business: Item 4/A Petition SW2-1-1.15 Great Clips Sign Waiver**

Chairman Aronson turned the meeting over to Matt Wood who read 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.

**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.

Discussion opened with clarification of redoing hearing due to the non posting of April 20 meeting.

City Attorney, Kathy Mehaffey, recommended to staff that meeting be open for public comment. Public concerns were suggested to change sign regulations for the reason of money, time and inconvenience to the business owners.

Motion to approve by Bobby Jenkins and seconded by Craig Konhauzer.

It was unanimously recommended to approve.

**New Business: Item 4/B Code Change for School Sponsor Signs**

Chairperson Aronson turned the meeting over to Matt Wood who read the Code Change Synopsis.

**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.

The meeting was opened for public comment.

Concerns were expressed including impacts on property values; aesthetics; safety of children; blocked visibility; and that the banners program should not be limited to public or charter schools. Ms. Mehaffey indicated that the safest legal route with the ordinance is to include both public and private schools in the ordinance.

It was also mentioned that content cannot be legislated. Also addressed was giving our businesses the same courtesy to put up signs as our schools. Further comment included that the school sponsor signs would give exposure to the businesses and therefore be of benefit to them as well.

Discussion continued and a motion was made by Bobby Jenkins and seconded by Michael de Miranda to table the item until such time as to establish a task force or committee appointed by the City Commission and comprised of the public, community businesses and residents to evaluate the effects of this Ordinance # P15-5, the "School Sponsor Signs" ordinance.

It was unanimously recommended to approve.

**Growth Management Director's Report:**

The next soonest possible P/Z meeting would be the second meeting in June.

**Board Member's Concern: None**

**Meeting Adjourned at 7:58pm**