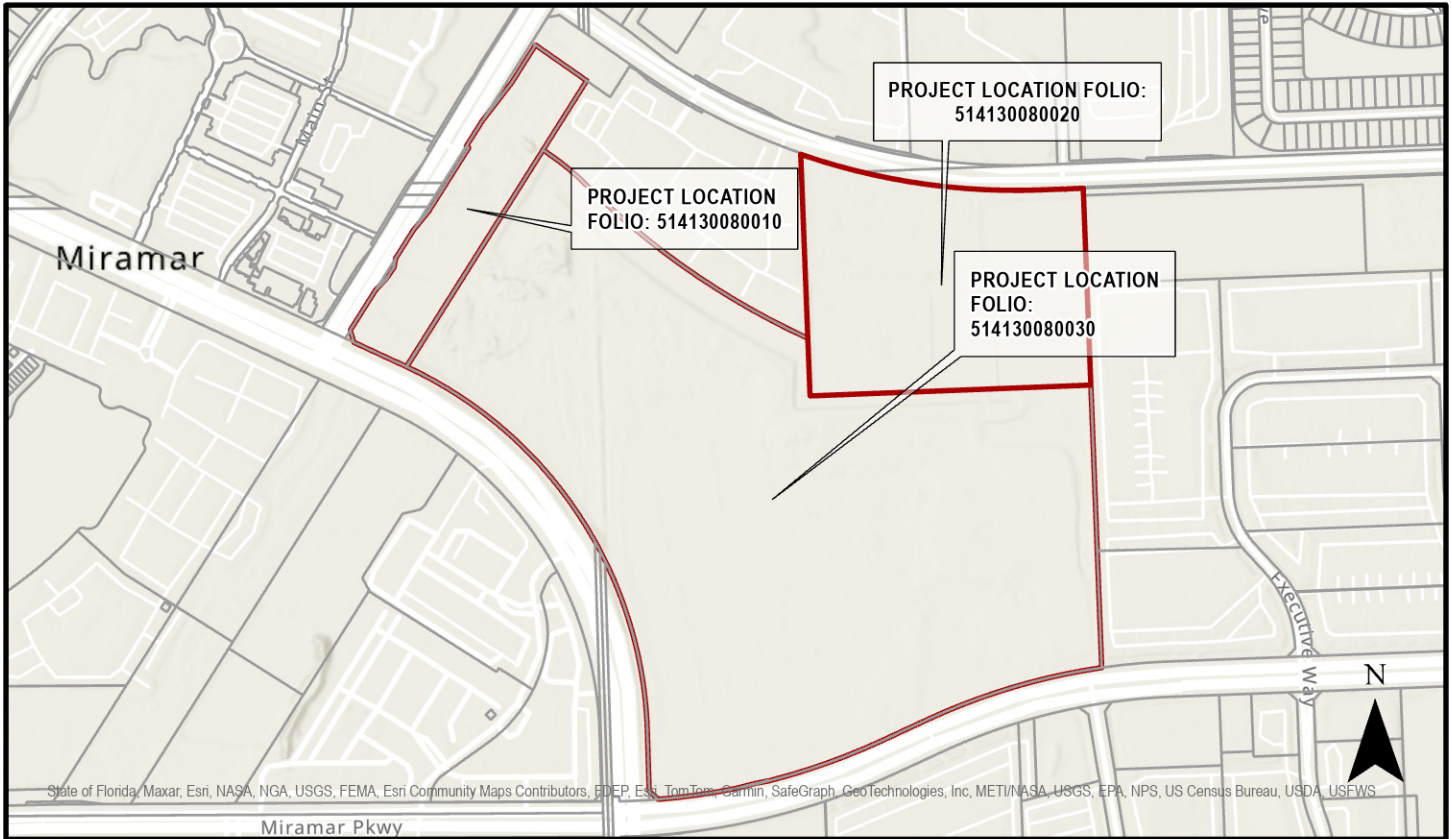




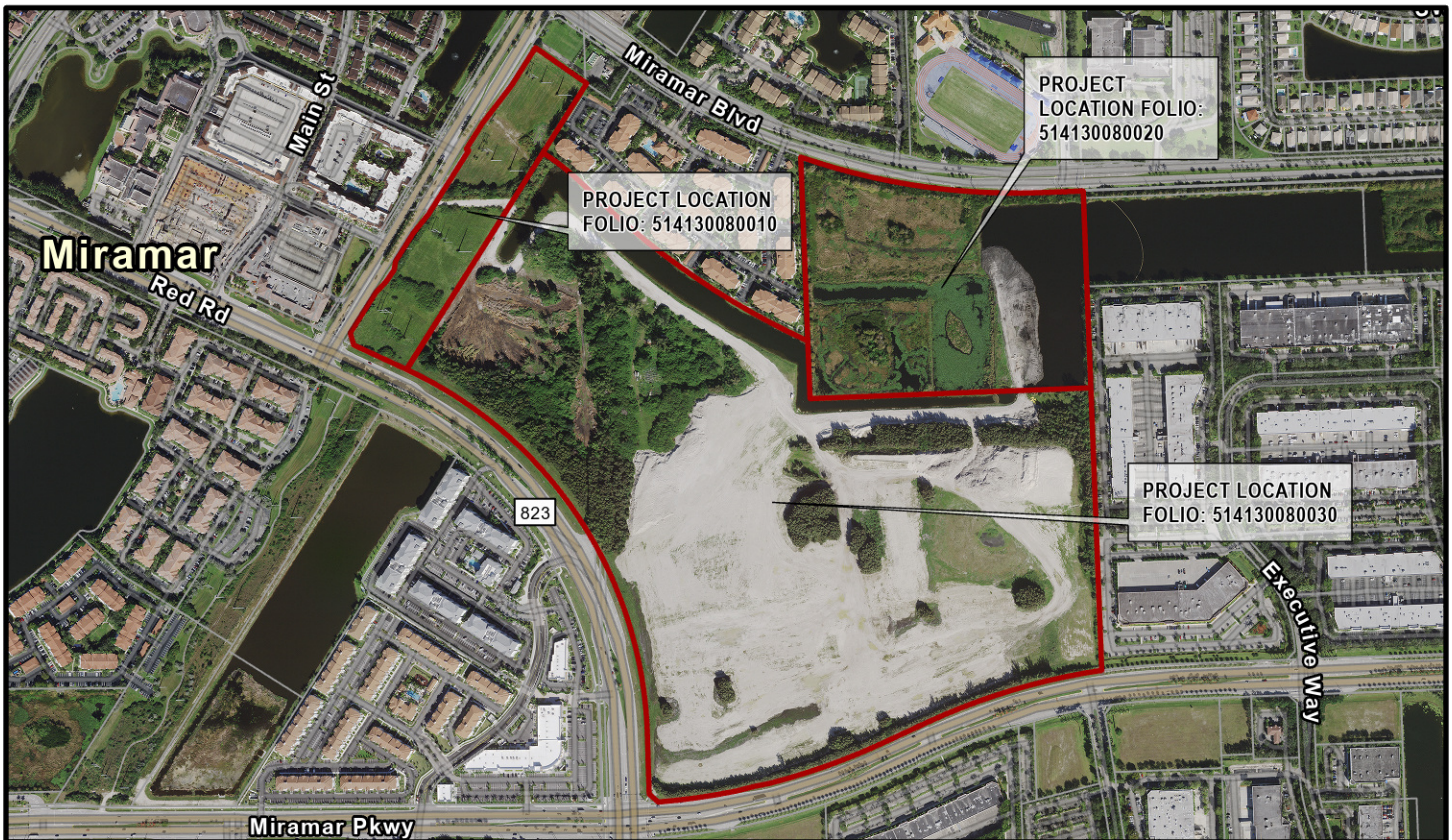
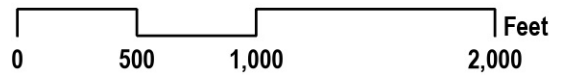
Parcel IDs: 514130080010, 514130080030,
514130080020

THE PARK MIRAMAR - MPC PHASE VI
(SITE PLAN APPLICATION NO. 2302288)

ATTACHMENT 1



Location Map



Aerial View



City of Miramar

Building, Planning & Zoning Department

Community Appearance Board (CAB) Approval

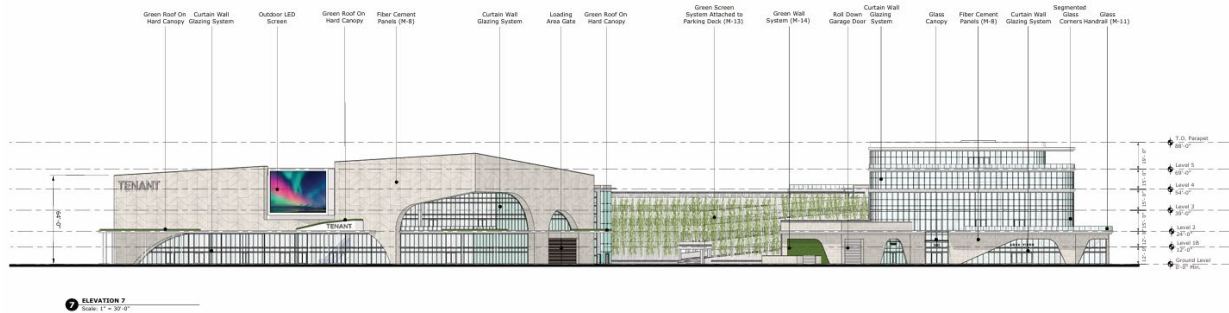
Architectural Design Summary

Project Name: The Park Miramar
Application No.: 2302290

A Community Appearance Board (CAB) architectural design review was completed for *The Park Miramar* project on August 15th, 2024.

The approved project is composed of a total of 7 buildings. The mixed-use program encompasses 3 commercial buildings, 2 multi stories multi-family buildings, four story townhomes and one hotel. The building height vary between 2 stories and 9 stories creating a dynamic skyline. The multiple buildings scales harmoniously co-inhabit on the project site.

The main commercial building is characterized by contemporary and dynamic building façade. The use of organic shapes, light-colored materials and translucent glass, create a lively façade despite the large building scale. The use of vegetation enhances the façade aesthetics and contributes to the general greenery of the site.

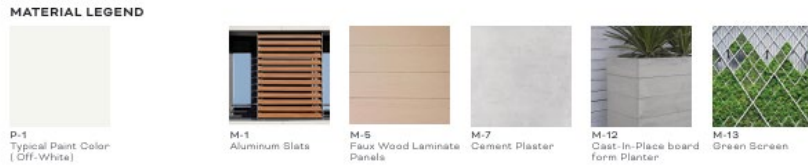


MATERIAL LEGEND



Design choices like the green screens and the aluminum slates enrich the overall aesthetic and can also positively impact the building’s temperature control.

The other two self-standing commercial buildings (C-3.1 and C4.2) are significantly smaller in scale (1 and 2 stories) but present common façade aesthetics. The materials lists are compatible with the design choices of building C1.



Material legend building C-4.2



Material legend building C-3.1

As seen in the material legends above, the three commercial buildings share the same typical paint color and some of the accent materials like the cement plaster, the green screens and the aluminum slates.

The consistency in the materials create a cohesive design aesthetic throughout the project.



The material legend provided for the hotel building (H-1) is also consistent with the surrounding elements of the program.

A lime green color chip is introduced to the material list but the use of this color is subtle and hardly depicted in the elevation drawings included in the drawing set.



Building H-1

The colors and materials depicted in the perspective of the hotel above are consistent with the material choices of the commercial buildings.

The hotel buildings and both smaller scale commercial buildings reflect a contemporary, rectilinear design style that is aligned with development trends throughout South Florida and beyond.

The project program also includes a multifamily residential component. Buildings MF-1 and MF2 are mixed-use buildings with commercial units on the ground floor and residential units above. The design aesthetic of these two buildings is also consistent with the other buildings of the project. The material legends show common accent materials and the same base color for the buildings.

The last element of the program is the 4 story townhomes. As seen in the rendering below, the height of the building as well as the design choices create a harmonious interaction between the town homes and building MF-2. The balance between light base colors and darker material finishes

is maintained throughout the site. The choice of earth tones for the facades allows the buildings to blend well with the landscaping.



The landscaping choices complement the design choices of the buildings and enhance the overall appearance of the project site and its surroundings. The landscaping also effectively screens the surface parking areas from the right of way. The internal streets and sidewalks are also framed with lush vegetation, creating a pedestrian friendly environment on site.

Despite introducing a design aesthetic that is more contemporary than the preferred architecture styles of the City, this project's design choices create a balanced and well-crafted built environment with a mix of uses that has the potential to encourage social interactions and community among the future residents and other users of the site. The proximity of the commercial spaces to the residential units encourages active mobility, which is beneficial for the health of the users of the site and of the natural environment as well.

Recommended for Approval:

CAB Consultant Architect:

Nicholas Perez-Alvarez, AICP

A handwritten signature in blue ink, appearing to read "N. Alvarez", written over a horizontal line.



City of Miramar
Building, Planning & Zoning Department
Development Review Report – Variance

I. Project Summary

Project Name: The PARK Mixed-use Development

Application: 2307653 – Minimum Lot Frontage Variance

Application Summary: Pursuant LDC Section 404, Table 404-1, Mixed-Use Districts Bulk Regulations. The MH zoning district requires that 70% of the lot frontage is encompassed by buildings, however, the applicant does not meet that 70% requirement.

Related Application(s): Application # 2302287 – Rezoning
Application # 2302288 – Site Plan
Application # 2302290 – C.A.B
Application # 2302291 – Flex/Reserve Units Allocation
Application # 2307654 – Build-to-line Variance
Application # 2307658 – Minimum Building Height Variance
Application # 2403556 – Sign Variance
Application # 2404673 – Development Agreement

Applicant/Developer: Sunbeam Development Corporation
1401 79 Street CSWY
Miami FL 33141

Agent: Dennis Mele
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Civil Engineer

Mike Gai
 Sun-Tech Engineering, Inc.
 4577 N Nob Hill Rd, Suite 102
 Sunrise FL, 33351
 Phone: 954-777-3123 x310
 E-mail: mgai@suntecheng.com

II.Planning Information

Site Location: Northeast corner of the intersection of Miramar parkway and Red Road

Land Use Plan Designation: Regional Activity Center, RAC

Existing Zoning: Planned Industrial Development, PID

Proposed Zoning: Mixed-use High, MH

Existing Use(s): Vacant

Proposed Use(s): Multi-family buildings, mixed-use buildings, commercial and office buildings, townhomes, parks, and a hotel

Adjacent properties:

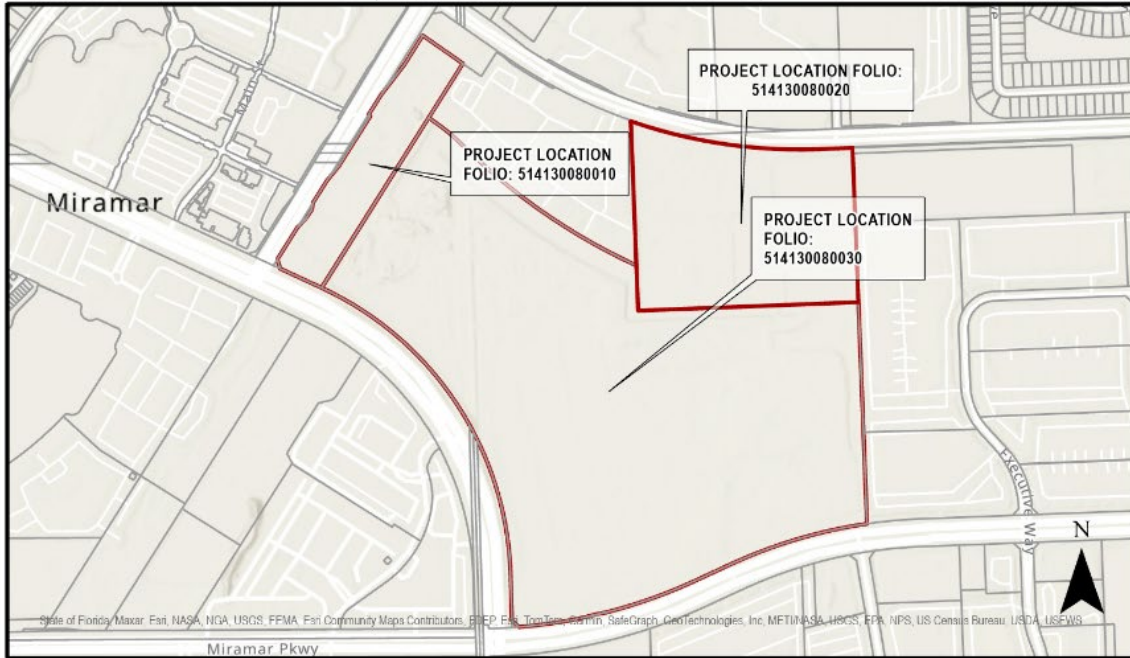
	EXISTING LAND USE	ZONING	LAND USE PLAN
North	Apartment Complex; Ansin Sports Complex	Multifamily Residential-3, RM3 Community Facilities, CF	RAC
East	Flex warehouse development (may include office)	Planned Industrial Development, PID	RAC
South	Flex warehouse development (may include office)	Planned Industrial Development, PID	RAC
West	Miramar Park Place; Miramar Town Center	Mixed-use Low, ML Traditional Neighborhood Development, TND	RAC

LOCATION MAP



Parcel IDs: 514130080010, 514130080030,
514130080020

THE PARK MIRAMAR - MPC PHASE VI
(SITE PLAN APPLICATION NO. 2302288)



Location Map

0 500 1,000 2,000 Feet



Aerial View

IV) Background

The Subject property comprises 125.8-acres and, as noted above, is located at the northeast corner of Red Road and Miramar Parkway. The property is bordered by the Miramar Town Center to the northwest, Miramar Park Place to the west, a vacant parcel to the south, flex-warehouse buildings under the Miramar Park of Commerce to the east, and a City Lift Station, the Miramar Park Apartment Homes and the Ansin (Park) Sports Complex to the north. The property was platted in 2008 as part of the Miramar Park of Commerce Phase VI Plat, of which three parcels (Parcel A, B, & C) are associated with the proposed mixed-use development. Of the 125.8-acres, Parcel A is approximately 9.5-acres and designated as a Florida Power and Light Company easement and proposed to be park space, Parcel B is approximately 24-acres and designated as a Wetland Conservation easement, and Parcel C is the largest at approximately 92.3-acres, and where all of the structures will be located. Parcels A, B and C can be legally identified with Broward County Parcel ID Numbers 514130080010, 514130080020, and 514130080030.

The Applicant/Developer, Cleghorn Shoe Corporation and Sunbeam Development Company, collectively together, is proposing a large mixed-use development. The proposed development will consist of 2,874 dwelling units dispersed between four (4) mixed-use buildings, three (3) multi-family buildings, and two (2) townhouse developments. There is also a proposed 185-room full-service hotel, several commercial buildings with approximately 337,317 of gross square feet, of which about 125,354 square feet will be dedicated for an office building, 39,598 square feet will be dedicated for a grocery store, 38,536 square feet will be dedicated to an entertainment use, and the remaining square footage for restaurants and retail.

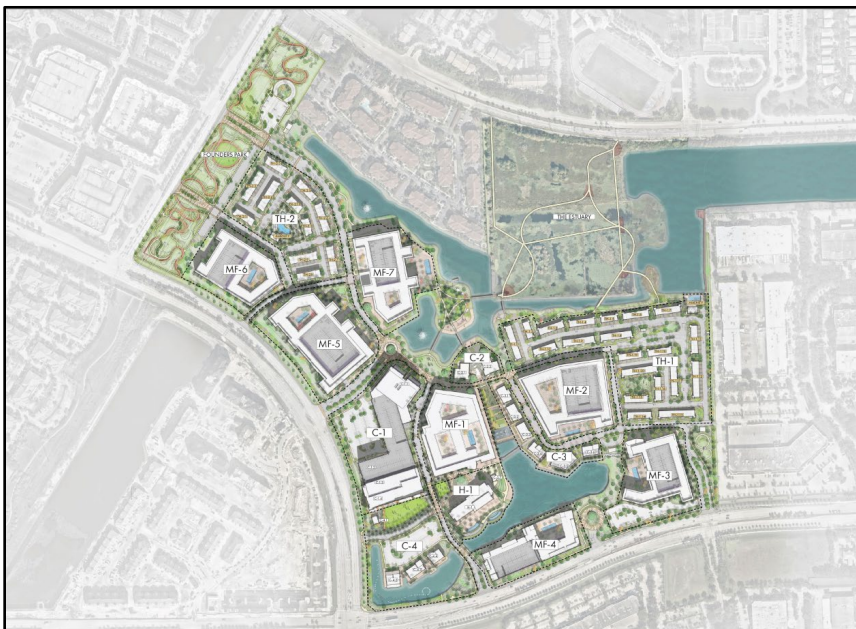
The Applicant/Developer has submitted a variance request under the practical difficulty standards set forth under LDC Chapter 3, Section 315. When reviewing the Applicant's request, the Building, Planning and Zoning Department (the "Department") considers how well the request complies with the general standards for granting variances as outlined in Chapter 3, Sub-section 315.7 of the City's LDC. Variance Application No. 2307653 is in regards to the Minimum Lot Frontage requirement of LDC Section 404, Table 404-1, Mixed-Use Districts Bulk Regulations. The MH zoning district requires that 70% of the lot frontage is encompassed by buildings, however, the applicant does not meet that 70% requirement.

V) Review Criteria

The City's Land Development Code, LDC, (Section 315.7) provides that a variance can only be granted if a preponderance of the evidence demonstrates that the conditions listed herein are met.

(1) *The variance shall not be substantial in in relation to what is required by the Code.*

Applicant's Response: The property has an irregular shape with existing roadways bounding the property on the north, south, southwest and northwest sides, and a business distribution park bounding the property to the east. As such, combined with the integration of a public park space of over 300 feet in width, creating a precise urban condition is challenging. Overall, the site design is consistent with Smart Growth principles and has the effect of minimizing parking areas and enveloping the entire site with landscaped areas, as is shown on the rendered site plan below.



Staff's Evaluation: The subject site is served by two major arterial roadways, Miramar Parkway and Red Road, and another minor arterial, Hiatus Road. Both Miramar parkway and Red Road have a right-of-way width of at least 150 feet, and a designated vehicular speed limit of 45 miles per hour. While there are multiple buildings, such as the Grocery Store and Entertainment Building and several multi-family/mixed use buildings that are placed as close as possible to those major roadways, the 70% lot frontage is better achieved by the integration of these buildings with the internal roadway network and organic placement of each building and site amenities. The Park mixed-use development will allow for a mix of land uses, create a range of housing opportunities and choices, and create a walkable neighborhood that will connect to the already established Miramar Town Center and Miramar Park Place, which are directly adjacent to the subject site. As such, Staff finds that variance shall not be substantial in in relation to what is required by the Code.

- (2) *The approval of the variance will be compatible with development patterns, and whether a substantial change will be produced in the character of the neighborhood.*

Applicant's Response: The proposed development pattern would be compatible with surrounding development patterns, especially the adjacent mixed-use Miramar Town Center, which was built under a TND zoning designation, and other residential/mixed-use properties in the vicinity.

Staff's Evaluation: Given the subject site direct proximity to the Miramar Town Center and Miramar Park Place, both of which have an underlying mixed-use zoning classification, Mixed-use Low and Traditional Neighborhood Development, the proposed the Park mixed-use development will be compatible with the development patterns of the surrounding area.

- (3) *That variance can be approved without causing substantial detriment to adjoining properties.*

Applicant's Response: The MH district was originally developed to create an urban condition in the area adjacent to State Road 7. The applicant desires to create a desirable, mixed-use project in the center of the City, adjacent to the Miramar Town Center, which also strives to create an urbanized sense of place within a suburban context. However, unlike Town Center, the Traditional Neighborhood Development (TND) district was not chosen to be the zoning designation for this property because the project does not incorporate civic uses like City Hall and the Broward County Library and Municipal Police Station. Instead, the applicant chose the MH district, because the proposed uses, while similar to that of Town Center, are meant to be complementary to the adjacent TND. Therefore, this MH requirement to have nearly three quarters of the building length within 30 feet of the property lines abutting the surrounding roadways is atypical on a 125-acre site, while trying to ensure that landscape perimeter buffers are incorporated as a green belt (i.e., the "Emerald Necklace") between the multiple-story buildings and the roadways. When applied in the Transit-Oriented Corridor (TOC) of the City, the perimeter landscape buffer is not required at the same depth as it is in this part of the City, where the Miramar Parkway Scenic Corridor applies. Similarly, the Red Road frontage also requires a perimeter bufferyard. In any case, this proposed layout would not be inconsistent with nor have any detrimental effects to surrounding properties.

Staff's Evaluation: While the multifamily property Miramar Park Apartments, which abuts the subject property to the north, has been built under the regulations of the Residential Multi-family-3 (RM3) zoning regulations, both the Miramar Park Place and Miramar Town Center development were built following mixed-use zoning standards and principles. As such, the proposed the Park mixed-use development will be built with similar standards and be consistent with the existing character of the neighborhood. Staff finds the variance can be approved without causing substantial detriment to adjoining properties.

- (4) *The request is due to unique circumstances of the property, the property owner, and/or the applicant which would render conformity with the strict requirements of the Code unnecessarily burdensome.*

Applicant's Response: The proposed combined uses in this project and the irregular shape of the property are unique factors applicable to this property. As stated previously, the MH district requirement was designed for significantly smaller sites supportive of a mix of ordinarily disparate uses but without the extent and variety of uses included here on the 125-acre property.

Staff's Evaluation: Given the irregular shape of the parcel, and the variety of different buildings and uses, as consistent with the goals and policies of the Comprehensive Plan for the Regional Activity Center land use (Policy 1.13), Staff finds that unique circumstances exist for the proposed for the Park mixed-use development.

(5) The difficulty cannot be obviated by some method feasible for the applicant to pursue other than by a variance.

Applicant's Response: A significant amount of building mass is located within the frontage areas of the site, providing a visual perception of an urban development, which is complementary to the adjacent Miramar Town Center. The deficiency would not be noticeable, and the intent of this code is essentially met; however, full compliance with the Code, in this case, would have negative effects of site drainage as well as a decrease in perimeter landscaping buffers.

Staff's Evaluation: Staff agrees with the Applicant's statement. While, the Code requires that the 70% minimum lot frontage is measured by the main arterials, Miramar Parkway, Red Road and Hiatus Road, the goal of the Code requirement is achieved by the placement of the building in proximity to the internal roadway network; most of the buildings proposed comply with the 70% minimum lot frontage requirement. Additionally, due to the existing Florida Power and Light easement, which is over 250-feet wide and abuts, Hiatus Road, there is an undue hardship preventing the Applicant from meeting Code, thus the difficulty cannot be obviated by some method feasible for the applicant to pursue other than by a variance.

(6) In view of the manner in which the difficulty arose, the interest of justice will be served by allowing the variance.

Applicant's Response: The proposed layout will not increase the danger of public safety, with the Police Headquarters and Fire Station 107 located within 1,700 feet (<1/3 of a mile) and 3,800 feet (<3/4 of a mile) of the site, respectively, and therefore within a minimal emergency response time. While the project will bring more residents and employees and visitors to this area ingressing and egressing from the site, the 6 project entrances are designed to handle this traffic. The development of this property will improve property values for the vicinity. Therefore, approval of this variance would serve the interests of the City.

Staff's Evaluation: Due to the compact, walkable, and urban community design proposed by the Park mixed-use development, and the vibrant, pedestrian-friendly design of most buildings, Staff finds the subject variance in preponderance of evidence and that interest of justice will be served by allowing the variance.

VI) Staff Recommendation

Staff recommends approval of variance application 2307653.

VII) Development Review Committee (DRC)

The Development Review Committee recommended approval of application 2307653 on August 28, 2024.



City of Miramar
Building, Planning & Zoning Department
Development Review Report – Variance

I. Project Summary

Project Name: The PARK Mixed-use Development

Application: 2307654 – Build-to-line Variance

Application Summary: Pursuant to LDC Section 404, Table 404-1, Mixed-Use Districts Bulk Regulations. The MH zoning district requires that buildings are placed 0 to 30 feet from the property line, however, there are multiple commercial buildings, the “C-4” buildings, that do not meet this requirement.

Related Application(s): Application # 2302287 – Rezoning
Application # 2302288 – Site Plan
Application # 2302290 – C.A.B
Application # 2302291 – Flex/Reserve Units Allocation
Application # 2307653 – Minimum Lot Frontage Variance
Application # 2307658 – Minimum Building Height Variance
Application # 2403556 – Sign Variance
Application # 2404673 – Development Agreement

Applicant/Developer: Sunbeam Development Corporation
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Miami FL 33141

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Julian Bobilev
Phone: (954) 527-2409
Email: Julian.Bobilev@gmlaw.com

Civil Engineer

Mike Gai
 Sun-Tech Engineering, Inc.
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 Sunrise FL, 33351
 Phone: 954-777-3123 x310
 E-mail: mgai@suntecheng.com

II.Planning Information

Site Location: Northeast corner of the intersection of Miramar parkway and Red Road
Land Use Plan Designation: Regional Activity Center, RAC
Existing Zoning: Planned Industrial Development, PID
Proposed Zoning: Mixed-use High, MH
Existing Use(s): Vacant
Proposed Use(s): Multi-family buildings, mixed-use buildings, commercial and office buildings, townhomes, parks, and a hotel

Adjacent properties:

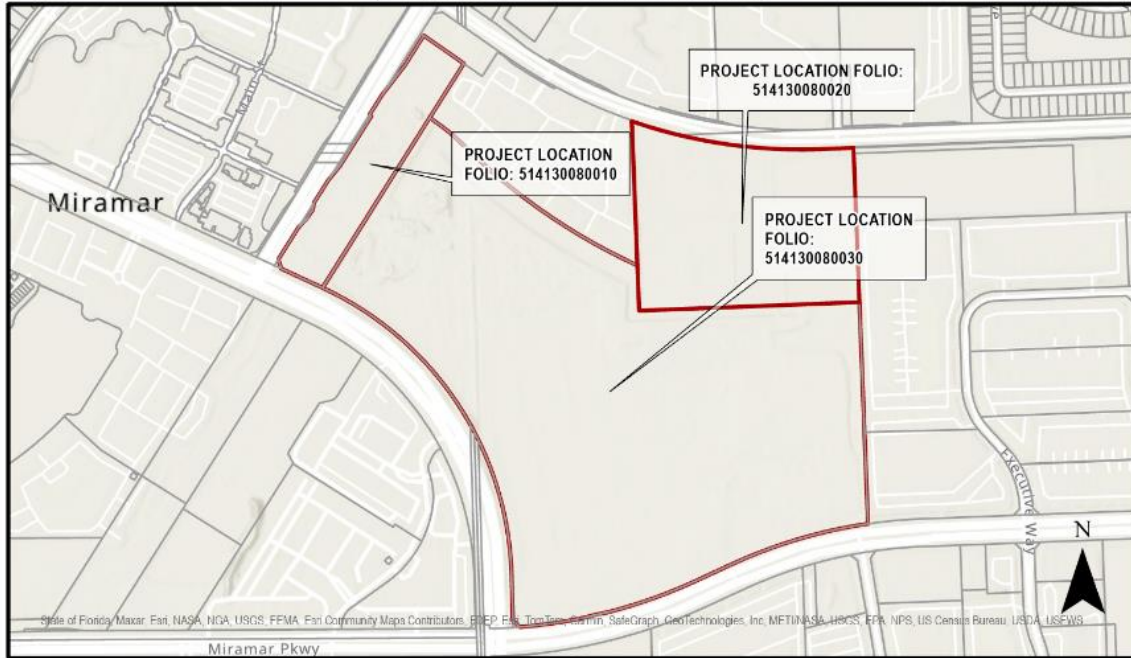
	EXISTING LAND USE	ZONING	LAND USE PLAN
North	Apartment Complex; Ansin Sports Complex	Multifamily Residential-3, RM3 Community Facilities, CF	RAC
East	Flex warehouse development (may include office)	Planned Industrial Development, PID	RAC
South	Flex warehouse development (may include office)	Planned Industrial Development, PID	RAC
West	Miramar Park Place; Miramar Town Center	Mixed-use Low, ML Traditional Neighborhood Development, TND	RAC

LOCATION MAP



Parcel IDs: 514130080010, 514130080030,
514130080020

THE PARK MIRAMAR - MPC PHASE VI
(SITE PLAN APPLICATION NO. 2302288)



Location Map

0 500 1,000 2,000 Feet



Aerial View

IV) Background

The Subject property comprises 125.8-acres and, as noted above, is located at the northeast corner of Red Road and Miramar Parkway. The property is bordered by the Miramar Town Center to the northwest, Miramar Park Place to the west, a vacant parcel to the south, flex-warehouse buildings under the Miramar Park of Commerce to the east, and a City Lift Station, the Miramar Park Apartment Homes and the Ansin (Park) Sports Complex to the north. The property was platted in 2008 as part of the Miramar Park of Commerce Phase VI Plat, of which three parcels (Parcel A, B, & C) are associated with the proposed mixed-use development. Of the 125.8-acres, Parcel A is approximately 9.5-acres and designated as a Florida Power and Light Company easement and proposed to be park space, Parcel B is approximately 24-acres and designated as a Wetland Conservation easement, and Parcel C is the largest at approximately 92.3-acres, and where all of the structures will be located. Parcels A, B and C can be legally identified with Broward County Parcel ID Numbers 514130080010, 514130080020, and 514130080030.

The Applicant/Developer, Cleghorn Shoe Corporation and Sunbeam Development Company, collectively together, is proposing a large mixed-use development. The proposed development will consist of 2,874 dwelling units dispersed between four (4) mixed-use buildings, three (3) multi-family buildings, and two (2) townhouse developments. There is also a proposed 185-room full-service hotel, several commercial buildings with approximately 337,317 of gross square feet, of which about 125,354 square feet will be dedicated for an office building, 39,598 square feet will be dedicated for a grocery store, 38,536 square feet will be dedicated to an entertainment use, and the remaining square footage for restaurants and retail.

The Applicant/Developer has submitted a variance request under the practical difficulty standards set forth under LDC Chapter 3, Section 315. When reviewing the Applicant's request, the Building, Planning and Zoning Department (the "Department") considers how well the request complies with the general standards for granting variances as outlined in Chapter 3, Sub-section 315.7 of the City's LDC. Variance Application No. 2307654 is in regards to the Build-to-line requirement of LDC Section 404, Table 404-1, Mixed-Use Districts Bulk Regulations. The MH zoning district requires that buildings are placed 0 to 30 feet from the property line, however, there are multiple commercial buildings, the "C-4" buildings, that do not meet this requirement.

V) Review Criteria

The City's Land Development Code, LDC, (Section 315.7) provides that a variance can only be granted if a preponderance of the evidence demonstrates that the conditions listed herein are met.

(1) *The variance shall not be substantial in relation to what is required by the Code.*

Applicant's Response: A total of 22 discrete buildings are proposed within the development, which generally meet the Code requirement. In some areas plazas and other open spaces are provided in lieu of bringing the building within 30 feet, which meets the intent of the Code by activating the pedestrian realm in a similar manner. The only exception is the C-4 commercial cluster, which does not meet the build-to requirement along the two internal roadway frontages as shown in red in the snapshot. The C-4 cluster is designed to have a parking lot on one side of the buildings and a lake on the other side. The three buildings (C-4.2, C-4.3, and C-4.4) are situated approximately 140 to 160 feet from the two internal roadways.

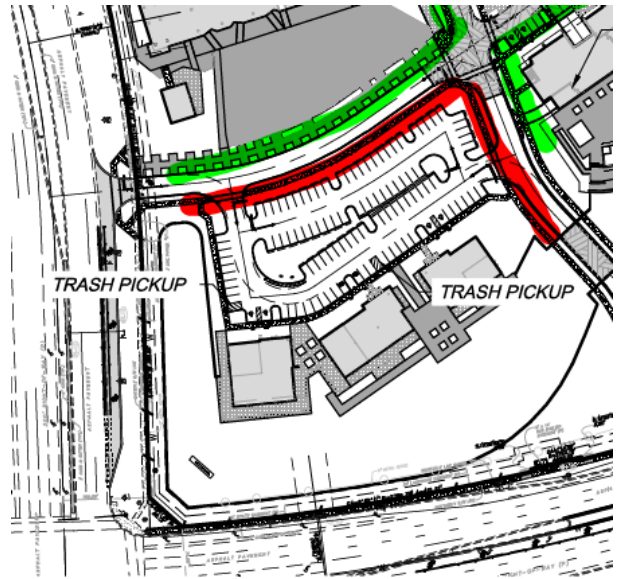
While the C-4 cluster does not meet this requirement, the proposed design of the space incorporates a lake amenity that affords opportunities for desirable views for the residents and users of the respective buildings.

Staff's Evaluation: The C-4 buildings, specifically C-4.2, C-4.3, and C-4.4, are located by the corner of the intersection of Miramar Parkway and Red Road, both of which are major arterial roadways. These buildings are intended to serve as a focal point of the project corner feature, which is a lake that will have dancing fountains and a large project sign. Purposefully, the dedicated placement of the C-4 buildings will also serve to hide the abutting parking lot from a portion of Red Road and most of Miramar Parkway. While the buildings do not meet the 0 to 30 feet requirement of the Code, the buildings integrate well with the overall urban design of the development. These buildings, which are programmed to become restaurants, will have large walkways connecting to other areas of the development, will have decorative urban elements (e.g. landscaping and benches overlooking the lake), and will have an architectural building design consistent with the overall architectural motif of the Park mixed-use development.



- (2) *The approval of the variance will be compatible with development patterns, and whether a substantial change will be produced in the character of the neighborhood.*

Applicant's Response: 19 of the 22 proposed buildings meet the Code requirement. When designing such a large site, it is inevitable that minor adjustments would need to be made to ensure the overall cohesiveness of the development pattern. In this area, the overarching objective is to have the lake be a focal point and an amenity for the C-3 and C-4 commercial clusters and hotel. For instance, the three C-4 cluster buildings are designed as restaurants with outdoor dining areas overlooking the water. Since the C-4 parcel is surrounded by roads, it is inevitable that its parking lot will front on at least two of the roadways, making compliance with the build-to-line impossible in those areas. It is better design to have the parking lot in the rear of the building, fronting onto the two minor roadways, so that the building can be seen from across the lake from the two major arterials – Red Road and Miramar Parkway.



Staff's Evaluation: The proposed the Park mixed-use development is adjacent to the Miramar Town Center ("Town Center"), which was developed adhering to a strict built-to-line requirement. Additionally, the Town Center incorporates multifamily, mixed-use, and townhomes in a compact urban design. Similarly, the Park design will offer a variety of buildings of different uses consisting of smart growth principles which take advantage of compact building design. As the applicant indicated, 19 of the 22 proposed buildings meet the Code requirement, and while the three C-4 buildings that do not, those buildings are still placed in a manner that utilizes the open space to complement the design freestanding building design. As such, Staff finds the proposed development will be compatible with the development patterns of the surrounding area.

- (3) *That variance can be approved without causing substantial detriment to adjoining properties.*

Applicant's Response: The variance will not cause detriment to adjoining properties. To the contrary, the C-4 parcel is designed to place the less desirable site feature – the parking lot – on an interior roadway frontage, where it will not be seen from adjoining properties or by drivers on Red Road and Miramar Parkway. The variance will allow for the lake to be the focal point of the Red Road / Miramar Parkway corner, with the buildings viewed in the middle ground behind the lake, enhancing the scenic qualities of this corner.

Staff's Evaluation: Staff agrees with the applicant's statement. The C-4 buildings, although are placed further away from the road, are intended to be a focal point as they sit on the corner of the Miramar Parkway and Red Road intersection, overlooking the corner lake and decorative fountain feature. These buildings will not cause any substantial detriment to adjoining properties.

- (4) *The request is due to unique circumstances of the property, the property owner, and/or the applicant which would render conformity with the strict requirements of the Code unnecessarily burdensome.*

Applicant's Response: The unique characteristics of the C-4 parcel would render conformity burdensome. The three buildings in this cluster are all programmed as restaurants which require parking nearby to provide convenient access for customers. Accordingly, the C-4 building has a surface parking lot along the north and east frontages. Requiring patrons to park in one of the parking garages farther away would discourage visits and hurt the restaurants' business. Since this parcel is surrounded by roads, it is inevitable that the parking lot will front on at least two of the roadways, making compliance with the build-to-line impossible in those areas. It is better design to have the parking lot in the rear of the building, fronting onto the two minor roadways, so that the building can be seen from across the lake from the two major arterials – Red Road and Miramar Parkway.

Staff's Evaluation: The applicant has made a conscious effort of providing screened parking structures and on-street parking spaces throughout the 92-acres of developable land under the subject site. The C-4 buildings are the only structures that do not meet the build-to-line requirement when measured from the internal street system as there is a parking lot between the building and the roads. The buildings, which are to become restaurants, are too small to have a dedicated parking structure adjacent to it. Additionally, due to the proximity of the C-4 buildings to the main entrance to the development, on street parking is not suggested due to the constant flow of vehicular circulation.

- (5) *The difficulty cannot be obviated by some method feasible for the applicant to pursue other than by a variance.*

Applicant's Response: The objective of the C-4 parcel's design is to have the restaurants be seen from across the lake by motorists along Red Road and Miramar Parkway. This parcel is at the development's primary intersection (Hiatus Road and Red Road being the secondary) and was carefully designed to ensure its appearance attracts visitors to the entirety of the development. As seen in the rendering below, locating the restaurants behind the lake will create a stunning "island resort" feel to this corner with a marquee "The Park Miramar" sign announcing arrival to this destination. Since this corner will be most visitors' first experience of The Park Miramar, it is essential to provide convenient parking so that drivers are not discouraged from exploring the area. Given the parcel is surrounded by roads, the parking lot must be located behind the building adjacent to the new internal roadways.

Consequently, the deficiency would not be noticeable, and the intent of this Code is essentially met, but without the requested variance, a significant re-design of the proposed layout would have to be implemented which would negatively affect appearance of this crucial site corner.



Staff's Evaluation: As the applicant indicated, the objective of the C-4 parcel's design is to have the restaurants be seen from across the lake by motorists along Red Road and Miramar Parkway. This effect will be lost if the buildings are moved further away from the intersection in order to achieve the 0 to 30 feet build-to-line requirement, thus, by allowing the variance, the C-4 buildings become an integral part of the Park corner feature.

(6) *In view of the manner in which the difficulty arose, the interest of justice will be served by allowing the variance.*

Applicant's Response: The proposed layout will not increase the danger to public safety, with the Police Headquarters and Fire Station 107 located in proximity to the site, therefore within a minimal emergency response time. While the project will bring more residents and employees and visitors to this area ingressing and egressing from the site, the 6 project entrances are designed to handle this traffic. The development of this property will improve property values for the vicinity. Accordingly, support of these variances will serve to enable several positive impacts to the City of Miramar.

Staff's Evaluation: Due to the compact, walkable, and urban community design proposed by the Park mixed-use development, and the vibrant, pedestrian-friendly design of most buildings, Staff finds the subject variance in preponderance of evidence and that interest of justice will be served by allowing the variance.

VI) Staff Recommendation

Staff recommends approval of variance application 2307654.

VII) Development Review Committee (DRC)

The Development Review Committee recommended approval of application 2307654 on August 28, 2024.



City of Miramar
Building, Planning & Zoning Department
Development Review Report – Variance

I. Project Summary

Project Name: The PARK Mixed-use Development

Application: 2307658 – Minimum Building Height

Application Summary: Pursuant to LDC Section 404, Table 404-1, Mixed-Use Districts Bulk Regulations. The MH zoning district requires that buildings maintain a height between 3 and 10 stories. The applicant is proposing multiple commercial buildings that are one- and two-stories.

Related Application(s): Application # 2302287 – Rezoning
Application # 2302288 – Site Plan
Application # 2302290 – C.A.B
Application # 2302291 – Flex/Reserve Units Allocation
Application # 2307654 – Build-to-line Variance
Application # 2307653 – Minimum Lot Frontage Variance
Application # 2403556 – Sign Variance
Application # 2404673 – Development Agreement

Applicant/Developer: Sunbeam Development Corporation
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II.Planning Information

Site Location: Northeast corner of the intersection of Miramar parkway and Red Road

Land Use Plan Designation: Regional Activity Center, RAC

Existing Zoning: Planned Industrial Development, PID

Proposed Zoning: Mixed-use High, MH

Existing Use(s): Vacant

Proposed Use(s): Multi-family buildings, mixed-use buildings, commercial and office buildings, townhomes, parks, and a hotel

Adjacent properties:

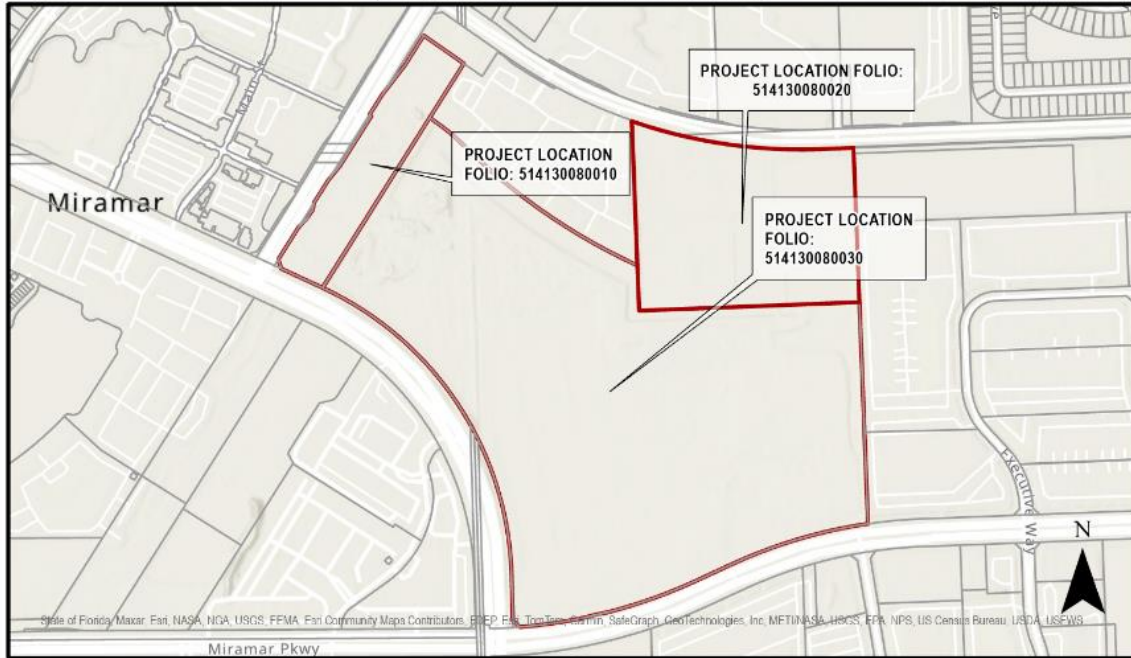
	EXISTING LAND USE	ZONING	LAND USE PLAN
North	Apartment Complex; Ansin Sports Complex	Multifamily Residential-3, RM3 Community Facilities, CF	RAC
East	Flex warehouse development (may include office)	Planned Industrial Development, PID	RAC
South	Flex warehouse development (may include office)	Planned Industrial Development, PID	RAC
West	Miramar Park Place; Miramar Town Center	Mixed-use Low, ML Traditional Neighborhood Development, TND	RAC

LOCATION MAP



**Parcel IDs: 514130080010, 514130080030,
514130080020**

**THE PARK MIRAMAR - MPC PHASE VI
(SITE PLAN APPLICATION NO. 2302288)**



Location Map

0 500 1,000 2,000 Feet



Aerial View

IV) Background

The Subject property comprises 125.8-acres and, as noted above, is located at the northeast corner of Red Road and Miramar Parkway. The property is bordered by the Miramar Town Center to the northwest, Miramar Park Place to the west, a vacant parcel to the south, flex-warehouse buildings under the Miramar Park of Commerce to the east, and a City Lift Station, the Miramar Park Apartment Homes and the Ansin (Park) Sports Complex to the north. The property was platted in 2008 as part of the Miramar Park of Commerce Phase VI Plat, of which three parcels (Parcel A, B, & C) are associated with the proposed mixed-use development. Of the 125.8-acres, Parcel A is approximately 9.5-acres and designated as a Florida Power and Light Company easement and proposed to be park space, Parcel B is approximately 24-acres and designated as a Wetland Conservation easement, and Parcel C is the largest at approximately 92.3-acres, and where all of the structures will be located. Parcels A, B and C can be legally identified with Broward County Parcel ID Numbers 514130080010, 514130080020, and 514130080030.

The Applicant/Developer, Cleghorn Shoe Corporation and Sunbeam Development Company, collectively together, is proposing a large mixed-use development. The proposed development will consist of 2,874 dwelling units dispersed between four (4) mixed-use buildings, three (3) multi-family buildings, and two (2) townhouse developments. There is also a proposed 185-room full-service hotel, several commercial buildings with approximately 337,317 of gross square feet, of which about 125,354 square feet will be dedicated for an office building, 39,598 square feet will be dedicated for a grocery store, 38,536 square feet will be dedicated to an entertainment use, and the remaining square footage for restaurants and retail.

The Applicant/Developer has submitted a variance request under the practical difficulty standards set forth under LDC Chapter 3, Section 315. When reviewing the Applicant's request, the Building, Planning and Zoning Department (the "Department") considers how well the request complies with the general standards for granting variances as outlined in Chapter 3, Sub-section 315.7 of the City's LDC. Variance Application No. 2307658 is in regards to the Building Height requirement of LDC Section 404, Table 404-1, Mixed-Use Districts Bulk Regulations. The MH zoning district requires that buildings maintain a height between 3 and 10 stories. The applicant is proposing multiple commercial buildings that are one- and two-stories.

V) Review Criteria

The City's Land Development Code, LDC, (Section 315.7) provides that a variance can only be granted if a preponderance of the evidence demonstrates that the conditions listed herein are met.

(1) *The variance shall not be substantial in relation to what is required by the Code.*

Applicant's Response: While the majority of proposed buildings (13 out of 24) - excluding the 34 townhomes and their related accessory buildings which are situated within the interior of the site - are 1- and 2-story in height, the largest buildings are 5, 7 or 8 stories tall. These 11 buildings total about 6.8 million square feet of leasable, functional space. The 13 smaller, one- and two-story buildings are typically free-standing restaurant/retail spaces, which total about 65,000 square feet, are the ones that are not in compliance with this provision. Therefore, these buildings are less than 1% of the total building square footage, which is not substantial.

Staff's Evaluation: Although all the mixed-use and multifamily buildings, the hotel, the office building, the grocery and entertainment building, and the townhomes, have varying heights ranging from three (3) to ten (10) stories, there are several standalone commercial buildings that are one- and two-stories. These buildings are intended to be used for restaurants and retail establishments, and while they may seem low, they reach a height in feet that is comparable to a building that is three-to-four stories. For example, Building C-3.1 is two (2) stories but reaches a height of 40-feet to the top of the second story parapet and Building C-4.2 is one-story but reaches a height of 30 feet to the top of the second parapet. A height of three and four stories can be comparable to a building that is 30 and 40 feet tall, thus Staff concurs that the variance shall not be substantial in relation to what is required by the Code. Additionally, these lower scale buildings are adequately placed near plazas and water bodies, allowing for a more intimate pedestrian experience.

(2) *The approval of the variance will be compatible with development patterns, and whether a substantial change will be produced in the character of the neighborhood.*

Applicant's Response: Given that the smaller buildings are adjacent to and generally surrounded by a significant number of taller buildings throughout the site, they represent an insignificant factor within the building landscape of the site. Many of these buildings are also proposed to have functional rooftop space, giving the effect of a taller building.

Staff's Evaluation: The adjacent property of Miramar Park Place, which is zoned Mixed-use Low (ML), has a large commercial shopping center that is one-story tall. There are additional buildings located within the vicinity, such as most of the buildings in the Miramar Park of Commerce, located directly east of the subject site, which are also one-story. While the proposed one- and two-story buildings proposed for the Park may be smaller in footprint, its height will be compatible with the development patterns of the neighborhood.

(3) *That variance can be approved without causing substantial detriment to adjoining properties.*

Applicant's Response: The incorporation of buildings of a variety of heights would not impact the urbanized character of this property nor would it be incompatible with the existing building landscape on surrounding properties in Central Miramar.

Staff's Evaluation: Most of the commercial buildings that are one- and two-stories are placed by the entertainment district, which is the central portion of the development, and adjacent to plazas and open space areas. The variance can be approved without causing substantial detriment to adjoining properties.

- (4) *The request is due to unique circumstances of the property, the property owner, and/or the applicant which would render conformity with the strict requirements of the Code unnecessarily burdensome.*

Applicant's Response: The proposed uses of these buildings include restaurant functions. It is not uncommon for restaurants to have ground floor spaces without tenant spaces above them. The intent of this provision is to reinforce the vertical mixed-use functionality of this district and the integration of residential living spaces into the buildings normally at the second floor and above. While this can be accomplished with free-standing or attached restaurant/retail spaces, the vast majority of usable space of the site as a whole is in compliance with the minimum height requirement.

Staff's Evaluation: The variation of building heights allows for an unique urban skyline. At the ground level, the programming of the buildings, most of which are to become restaurants and retail establishments, are located adjacent to walkable urban trails, plazas and open space areas. These buildings help mask the density of the development as there are many buildings (e.g. mixed-use, multi-family, office and entertainment building), that have height closer to the maximum permitted by the MH zoning district, which is 10 stories.

- (5) *The difficulty cannot be obviated by some method feasible for the applicant to pursue other than by a variance.*

Applicant's Response: While all of the buildings could technically be designed to be three stories or higher, a variance would allow the developer of this property some leeway to provide usable commercial space to a variety of tenants.

Staff's Evaluation: The low height of these buildings allow for view corridors of the larger commercial, office, mixed-use, and multifamily buildings. It is a benefit that is achieved by the variety of buildings and uses which foster distinctive, attractive communities with a strong sense of place.

- (6) *In view of the manner in which the difficulty arose, the interest of justice will be served by allowing the variance.*

Applicant's Response: The strict provision of this requirement would likely inhibit some restaurateurs from locating on the site.

Staff's Evaluation: The smaller lower scale buildings allow for a more pedestrian experience while still tying well to the larger and much taller buildings. Staff finds that in view of the manner in which the difficulty arose, the interest of justice will be served by allowing the variance.

VI) Staff Recommendation

Staff recommends approval of variance application 2307658.

VII) Development Review Committee (DRC)

The Development Review Committee recommended approval of application 2307658 on August 28, 2024.



City of Miramar
Building, Planning & Zoning Department
Development Review Report – Variance

I. Project Summary

Project Name: The PARK Mixed-use Development

Application: 2307653 – Sign Variance

Application Summary: The Master Sign Plan regulations indicate that the maximum sign area for any attached sign shall be 300 feet and for any freestanding sign shall be 1,000 feet. The Applicant is proposing three signs that exceed the allotted 300 square feet: one (1) building mounted digital media display at 1,000, one (1) building mounted digital media display at 493 square feet, and one (1) decorative project identity garage sign at 1,000 square feet.

Related Application(s): Application # 2302287 – Rezoning
Application # 2302288 – Site Plan
Application # 2302290 – C.A.B
Application # 2302291 – Flex/Reserve Units Allocation
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Applicant/Developer: Sunbeam Development Corporation
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II.Planning Information

Site Location: Northeast corner of the intersection of Miramar parkway and Red Road
Land Use Plan Designation: Regional Activity Center, RAC
Existing Zoning: Planned Industrial Development, PID
Proposed Zoning: Mixed-use High, MH
Existing Use(s): Vacant
Proposed Use(s): Multi-family buildings, mixed-use buildings, commercial and office buildings, townhomes, parks, and a hotel

Adjacent properties:

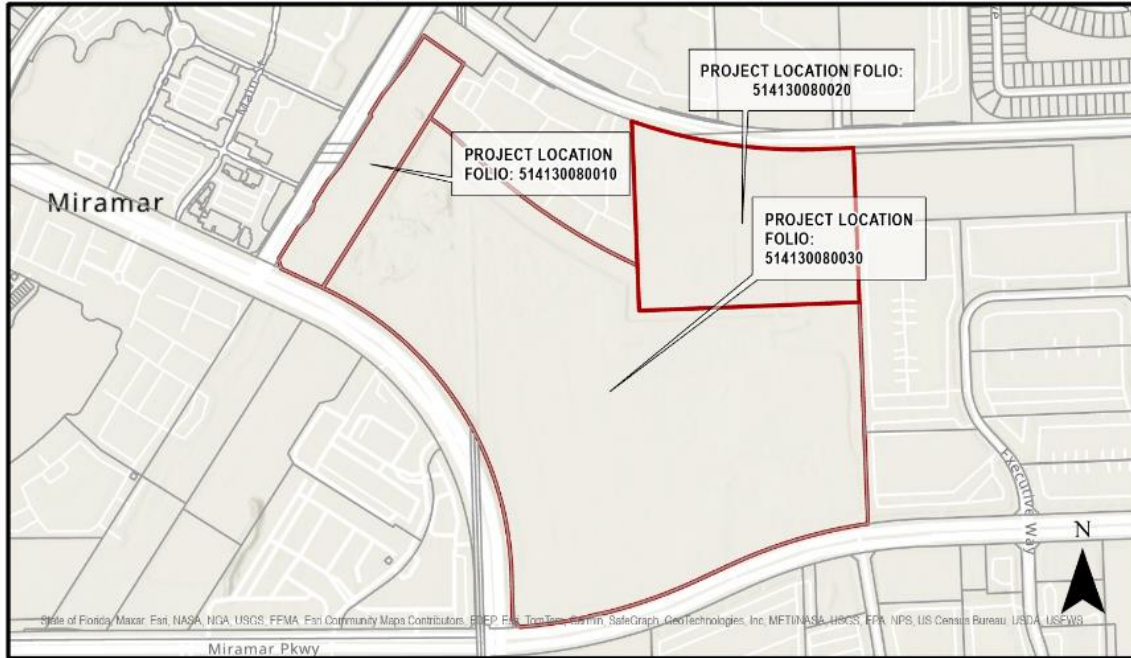
	EXISTING LAND USE	ZONING	LAND USE PLAN
North	Apartment Complex; Ansin Sports Complex	Multifamily Residential-3, RM3 Community Facilities, CF	RAC
East	Flex warehouse development (may include office)	Planned Industrial Development, PID	RAC
South	Flex warehouse development (may include office)	Planned Industrial Development, PID	RAC
West	Miramar Park Place; Miramar Town Center	Mixed-use Low, ML Traditional Neighborhood Development, TND	RAC

LOCATION MAP



**Parcel IDs: 514130080010, 514130080030,
514130080020**

**THE PARK MIRAMAR - MPC PHASE VI
(SITE PLAN APPLICATION NO. 2302288)**



Location Map



Aerial View

IV) Background

The Subject property comprises 125.8-acres and, as noted above, is located at the northeast corner of Red Road and Miramar Parkway. The property is bordered by the Miramar Town Center to the northwest, Miramar Park Place to the west, a vacant parcel to the south, flex-warehouse buildings under the Miramar Park of Commerce to the east, and a City Lift Station, the Miramar Park Apartment Homes and the Ansin (Park) Sports Complex to the north. The property was platted in 2008 as part of the Miramar Park of Commerce Phase VI Plat, of which three parcels (Parcel A, B, & C) are associated with the proposed mixed-use development. Of the 125.8-acres, Parcel A is approximately 9.5-acres and designated as a Florida Power and Light Company easement and proposed to be park space, Parcel B is approximately 24-acres and designated as a Wetland Conservation easement, and Parcel C is the largest at approximately 92.3-acres, and where all of the structures will be located. Parcels A, B and C can be legally identified with Broward County Parcel ID Numbers 514130080010, 514130080020, and 514130080030.

The Applicant/Developer, Cleghorn Shoe Corporation and Sunbeam Development Company, collectively together, is proposing a large mixed-use development. The proposed development will consist of 2,874 dwelling units dispersed between four (4) mixed-use buildings, three (3) multi-family buildings, and two (2) townhouse developments. There is also a proposed 185-room full-service hotel, several commercial buildings with approximately 337,317 of gross square feet, 125,354 square feet of office use and multiple parks, plazas and open space areas.

The Applicant/Developer has submitted a variance request under the practical difficulty standards set forth under LDC Chapter 3, Section 315. When reviewing the Applicant's request, the Building, Planning and Zoning Department (the "Department") considers how well the request complies with the general standards for granting variances as outlined in Chapter 3, Sub-section 315.7 of the City's LDC. Variance Application No. 2403556 is in regards to the maximum sign face square footage of wall signs of LDC Section 1004.3, Master Sign Program ("MSP"). The MSP regulations indicates that the maximum sign area for any attached sign shall be 300 feet and for any freestanding sign shall be 1,000 feet. The Applicant is proposing three signs that exceed the allotted 300 square feet: one (1) building mounted digital media display at 1,000, one (1) building mounted digital media display at 493 square feet, and one (1) decorative project identity garage sign at 1,000 square feet.

V) Review Criteria

The City's Land Development Code, LDC, (Section 315.7) provides that a variance can only be granted if a preponderance of the evidence demonstrates that the conditions listed herein are met.

(1) *The variance shall not be substantial in relation to what is required by the Code.*

Applicant's Response: The size of the two digital displays is 1,000 and 493 square feet, respectively. The digital displays exceed the wall sign maximum size but do not exceed the freestanding sign maximum size. The 493-square-foot sign is far below the freestanding sign size threshold and exceeds the wall sign threshold only by 64 percent.

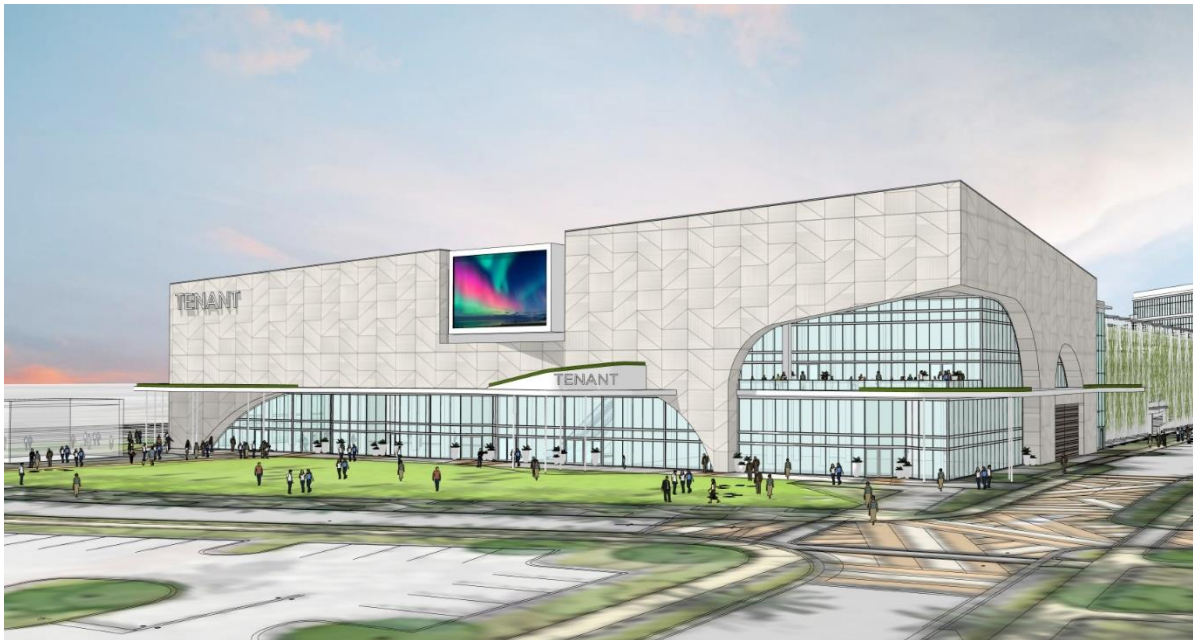


Figure 1. M.1 digital media display on the south façade.

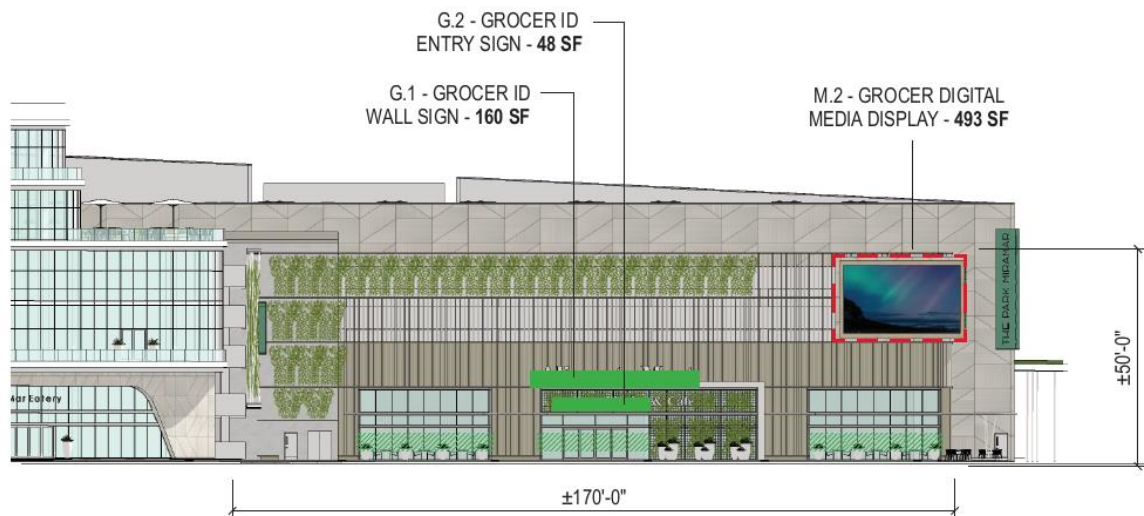


Figure 2. M.2 digital media display on the north façade.

The digital media displays are not envisioned in the existing Miramar sign code and are not one of the sign types listed in *Table 1, Permanent Signage* (Code Section 1007). While the digital displays are mounted on a building and are technically ‘wall signs’, they could also be freestanding while keeping the same functionality. Furthermore, the maximum size limits in the Code are not designed for digital media displays and are inappropriate for them.

The sizes of the digital displays are consistent with the size of similar digital displays in South Florida and elsewhere around the country, for example:

- Nite Owl Drive-In outdoor movie theater in Miami is 1590 square feet (53’ x 30’)¹
- Digital display at the City Place Doral mall is 735 square feet (20’5” x 36’)²
- Digital displays on the pylons in Dania Pointe are approximately 700 square feet (20’ x 35’)³
- LED screen in the Mosaic District in Fairfax, Virginia is 836 square feet (22’ x 38’)
- LED screen at the Mockingbird Station mixed-use complex in North Dallas is 920 square feet (23’ x 40’)⁴

The digital displays were also designed to be proportional to the size of the façade; they constitute approximately 4-5 percent of their respective facades.

The decorative project identity garage sign is 1,000 square feet whereas the Code has a size limitation of 300 square feet for wall signs and 1,000 square feet for freestanding signs. The sign is composed of individual letters forming the name of the Project, “THE PARK”. The letters utilize a thin font so that the width of each letter is only 1 foot 10 inches. Given the amount of “empty space” within the letters, the apparent massing of the sign is muted and subtle. The sign is also mounted on a decorative green screen, which further softens its appearance as compared to being mounted on a blank wall, as shown in Figure 3 below.



¹ Nite Owl Theater plans prepared by SMG. Dated June 4, 2020; stamped by City of Miami on 9/2/2020.

² <https://www.daktronics.com/en-us/markets/out-of-home-advertising/projects>

³ Estimated based on the dimensions of the elevations shown in the video at <https://www.advicestudios.com/sound-advice/massive-digital-displays-draw-attention-at-dania-pointe>. Accessed on July 26, 2024.

⁴ <https://snadisplays.com/projects/mockingbird-station/>

Staff's Evaluation: Staff agrees with the Applicant's statement; the maximum size limits do not take into consideration digital media displays that are used in town centers and urban centers throughout the nation that are used as forms of effective wayfinding and programming. The Applicant has indicated the digital media display affixed to the entertainment building will be used during weekends and special events to showcase special programming such as showing movies on the Lime West lawn, and open space area adjacent to the entertainment building. Additionally, the digital media displays occupy less than 10% of the façade they are located on. For example, the entertainment building southern façade has a length of 313 feet and a height of 64 feet, for a total square footage of 20,032. The proposed is digital display sign has a square footage of 1,000, thus only occupying approximately 5% of the building's southern façade.

The same could be said about the Park identity sign affixed to the parking garage. The west façade of the parking garage has a length of 308 feet and a height of 50 feet, for a total square footage of 15,400. The proposed is identity sign has a square footage of 1,0600, thus only occupying approximately 4% of the structure's western façade. As such, Staff finds variance is not be substantial in relation to what is required by the Code.

- (2) *The approval of the variance will be compatible with development patterns, and whether a substantial change will be produced in the character of the neighborhood.*

Applicant's Response: The approval of the variance will be compatible with the emerging best practices and development patterns in the City. The City of Miramar adopted an ordinance on March 6, 2024 revising the sign regulations as well as creating the aforementioned flexibility in sign standards for developments over 10 acres in size, which are eligible for a Master Sign Program. The impetus behind this Code amendment was the relative lack of success of the Miramar Town Center ("MTC") development, which is partially being attributed to the lack of signage around the MTC. Given the limitations on number and size of signs prior to this ordinance, the signage around the MTC was insufficient to inform motorists on Red Road about the plethora of civic and cultural activities occurring within it. The City contracted an outside design firm to develop four master digital marquee signs around the MTC, all of which exceeded the existing size limits at the time.

Therefore, while a change in the character of the neighborhood will be produced, it is consistent with the desired changes that are being planned for and implemented by City Planning staff. While The Park Miramar is a fully functional, self-contained community with up to 2,874 dwelling units, it is critical to its economic success that residents from elsewhere in Miramar are aware of the events and businesses within.

As noted in the narrative for the digital media displays, the City of Miramar adopted an ordinance on March 6, 2024, revising the sign regulations for developments over 10 acres in size and has contracted an outside design firm to develop four master digital marquee signs around the Miramar Town Center, all of which will exceed the sizes previously allowed by Code. It should be noted that the Miramar Town Center is directly northwest and abutting the Project. The adopted changes to the City's Code speak to the difficulty of planning a walkable, mixed-use development within a broader suburban, auto-oriented context. The City's hierarchical street grid funnels commuters onto a handful of arterial roads, where the drivers travel at speeds often exceeding 50 miles per hour. Businesses that are either not located along those arterials (preferably at "hard corners" where two arterials meet) or that have insufficient signage to catch the attention of motorists traveling at these speeds may struggle to attract patrons. The proposed project identity garage sign establishes the

Project's brand and suggests to the motorists that something worthwhile checking out lies beyond the immediate Red Road frontage. Given that the appearance of "THE PARK" sign is subtle due to being mounted on a green screen and the thin font used for the letters, the size variance is critical to ensure the sign is legible especially considering the intervening parking lot in the foreground.

Therefore, while a change in the character of the neighborhood will be produced, it is consistent with the desired changes that are being planned for and implemented by City Planning staff. While The Park Miramar is a fully functional, self-contained community with up to 2,874 dwelling units, it is critical to its economic success that residents from elsewhere in Miramar are aware of the events and businesses within.

Staff's Evaluation: Staff agrees with the Applicant's statement. While the established Master Sign Program regulations that were adopted on March 6, 2024 via Ordinance 24-07 allow for flexibility in sign standards for developments over 10 acres in size, the MSP did not account for larger sites that have an urban footprint (e.g. the Miramar Town Center). However, given the urban and compact footprint of the development and the consistent zoning classification with adjacent properties, the approval of the variance will be compatible with development patterns.

(3) *That variance can be approved without causing substantial detriment to adjoining properties.*

Applicant's Response: The two media displays are oriented north and south in order to be seen by motorists going in both directions along Red Road. Otherwise, the digital displays are entirely self-contained within the Project given it creates an entirely new 125.8-acre neighborhood, and generally will not be visible from surrounding neighborhoods.

Unlike many cities in Broward County, the City of Miramar does not have any guidelines for screening parking garages. The proposed signage is part of an overall garage treatment which includes a green screen, intended to soften the appearance of the garage at this key corner. This voluntary commitment from the applicant will improve the appearance of the garage from Red Road as well as adjoining properties.

Staff's Evaluation: The proposed digital media display will be affixed to the entertainment building and grocery store. While the sign that is affixed to the entertainment building faces south, towards the Lime West Plaza lawn, the digital media display sign affixed to the grocery store will face north, which is in the direction of Multi-family Building 5. As such, both signs would be visible from vehicles traveling along Red Road. However, these sign are not directed at the adjacent development (Miramar park place) thus Staff concurs that variance can be approved without causing substantial detriment to adjoining properties.

(4) *The request is due to unique circumstances of the property, the property owner, and/or the applicant which would render conformity with the strict requirements of the Code unnecessarily burdensome.*

Applicant's Response: As noted under Criterion 1, the request is due to the unique sign type being proposed, which was not envisioned in the Code and therefore does not fit the dimensional standards.

Many cities (Boca Raton and Atlanta, for example) have sign Codes that define a separate sign category for project or building “identity” signs for buildings or developments that exceed a specific size threshold. The City of Miramar’s Sign code does not provide for such a sign category. In this instance, the standard 300-square-foot maximum size for a wall sign in the City’s Sign code is insufficient to convey the brand of a 125.8-acre development. Due to the unique size of the Project, conformity with the maximum size would be unnecessarily burdensome.

Staff’s Evaluation: The Park Miramar will be the second fully (vertical) mixed use development in the City, with the first established development being the Miramar Town Center (“Town Center”). While the Town Center encompasses 54-acre, the proposed Park development has a developable acreage of 92, and it will include twice the dwelling units constructed at the Town center and three-folds the commercial square footage also constructed at the Town Center. For a development of this size, a Master Sign Plan is required for the amount and variety of signs required to properly identify buildings, areas, and uses. The park is a mixed-use development with a compact urban footprint, unlike an auto oriented development. Given the unique circumstances of the property and uses, such the allocation of plazas and open space areas within a walkable community, providing 300 square foot signs would render the strict requirements of the Code unnecessarily burdensome on the Applicant.

(5) The difficulty cannot be obviated by some method feasible for the applicant to pursue other than by a variance.

Applicant’s Response: The digital displays are a critical component of the Project. The Project is 125.8 acres, the size of an entire neighborhood in most cities, and is entirely self-contained. The Project is accessed from the three adjoining arterials: Hiatus Road, Red Road, and Miramar Parkway, and does not create any new direct through streets. It is likely most drivers would never travel through the interior of the Project unless they were already going to a destination within the Project. Meanwhile, many of the restaurants and retail spaces (including the entire C-2 and C-3 commercial buildings), as well as public amenities and open spaces, are in the interior and are not visible from the arterial roads.

Accordingly, the digital media displays are critical to the Project’s success as they will advertise events and tenants within the Project to drivers along Red Road who would otherwise never be aware of them. These media displays need to be sufficiently large to convey this information to drivers safely, since drivers are more likely to be distracted if the sign is too small and they have to peer at it to be able to read it. Furthermore, the M.1 digital display on the south façade is positioned right next to the Lime West open space, which is the front lawn of the Entertainment District and will host movie nights. This digital display needs to be large enough to provide an enjoyable movie viewing experience for residents and visitors who may be sitting in different areas of the lawn. As detailed under *Criterion 1*, the size of the proposed digital media displays is consistent with other such displays in South Florida and elsewhere in the country.

Per City Code, the sign area is measured by drawing a rectangle around the outer bounds of the letters. In order to meet the 300-square-foot maximum, the rectangle around each letter would have to be approximately 43 square feet (6’ by 7’). The parking garage is approximately 250 feet from the edge of pavement due to the proposed parking lot between Red Road and the garage. At this distance, a 300-square-foot project identity garage sign would be illegible to motorists. It is also possible to use a thicker font to achieve the same legibility while shrinking the overall size of the “rectangle” somewhat, however this would result in a less subtle and more garish sign as opposed

to the tasteful, discreet font that is mounted on a green screen. Accordingly, the difficulty cannot be obviated in any other manner except a variance.

Staff's Evaluation: In order to facilitate a large enough sign for the programming, the wayfinding, and the advertising of public events, a variance is the only method feasible by the applicant.

(6) In view of the manner in which the difficulty arose, the interest of justice will be served by allowing the variance.

Applicant's Response: The City of Miramar is aware that its sign regulations need to be overhauled in order to promote economic development. While the ordinance that was adopted on March 6, 2024, was an important first step, a more comprehensive amendment package will be put forth in the future once the City's Comprehensive Plan is updated. In the meanwhile, the interest of justice will be served by allowing the variance to ensure the Project has adequate signage to notify motorists of events and tenants within and promote its economic success.

The City of Miramar's existing sign regulations do not adequately account for a situation where a large, walkable, mixed-use development must achieve success and become established and well-known within a broader suburban, auto-oriented context. While it is likely the City's Land Development Code will be overhauled in the future, the interest of justice will be served by allowing the Project to have adequate signage to ensure motorists and residents elsewhere in the City and surrounding areas of Broward County become aware of its brand and the offerings within.

Staff's Evaluation: Staff concurs with the Applicant's statement. While 300 square feet might be sufficient for a wall sign in an auto-oriented development such as a shopping center, the 300 square feet does not take into consideration the programming activities that larger signs provide when paired with plazas and open space areas. Additionally, the digital media signs provide for the wayfinding of businesses and landmark areas, thus by allowing the variance, visitors and residents alike are would benefit from the larger signs.

VI) Staff Recommendation

Staff recommends approval of variance application 2403556.

VII) Development Review Committee (DRC)

The Development Review Committee recommended approval of application 2403556 on August 28, 2024.