



City of Hallandale Beach Planning and Zoning Board Agenda Cover Memo

Applicant:	525 W. Pembroke Rd. LLC	Meeting Date:	July 15, 2025	
Project Name:	M Car Wash	Property Address:	525 Pembroke Road	
Application #s:	CU-25-03650 Conditional Use V-25-03651 Variance	Application Type:	Conditional Use Variance	
Planning District:	Northwest	Quasi-Judicial:	YES	NO
			X	
Parcel Size:	0.941 Acres (41,003 SF)	Public Hearing:	YES	NO
			X	
Existing Zoning:	West Regional Activity Center - Pembroke Road			
Existing Use:	Vacant Lot			
Proposed Use:	Car Wash			
Future Land Use Designation:	Regional Activity Center Land Use			
Surrounding Zoning:		Surrounding Land Use:		
<p>North: N/A (City of Hollywood)</p> <p>South: RD-12 (Duplex) District</p> <p>East: West Regional Activity Center Pembroke Road</p> <p>West: West Regional Activity Center Pembroke Road</p>		<p>North – City of Hollywood (Commercial)</p> <p>East – Single Family Home</p> <p>West – Vacant Lot</p> <p>South – Residential Duplexes</p>		
Business Impact Estimate:	Exempt as per Florida Statute 166.041(4)(c)			
Staff Recommendation:	Sponsor Name:			
<input type="checkbox"/> Approve <input checked="" type="checkbox"/> Approve with Conditions <input type="checkbox"/> Deny	Vanessa J. Leroy, Department of Sustainable Development Director			
	Prepared By:			
	Christy Dominguez, Planning & Zoning Manager			

Request

Summary:

525 W. Pembroke Road LLC is requesting Conditional Use approval and a Variance to build the M Car Wash project consisting of 3,882 square feet of commercial space at the property located at 525 W Pembroke Road.

The applications filed with the City are as follows:

1. Application # CU-25-03650 for Conditional Use approval pursuant to Section 32-32-160.b of the City Land Development Code (the "Code") in order to permit the proposed car wash use in the West Regional Activity Center /Pembroke Road Subdistrict.
2. Application V-25-03651 requesting a Variance from the following provision:
Code Section 32-160, Table 32-160(a) requiring service stations/auto-related businesses shall have a 1,500 feet separation from other auto-related uses.

Staff recommends that the Planning and Zoning Board consider the proposed request.

Background

The applicant is seeking to develop the property with a drive-through car wash on the site and has been going through the site plan review process since November 2022, addressing both FDOT and staff comments. During the review of the application, the City's Zoning regulations for the West RAC/Pembroke Road subdistrict were amended, thereby requiring a Conditional Use application and a distance separation requirement of 1,500 feet to other auto-related uses, including car washes. Consequently, the owner filed the subject applications to continue forward with the proposed development.

The subject property is currently vacant. The applicant's request to construct the proposed car wash has undergone extensive review through the minor development review process. However, section 32-205 states that conditional use and variance requests in the RAC shall be considered by the Planning and Zoning Board and approved by the City Commission. The applicant worked extensively with Staff to eliminate or decrease identified variances. After several revisions, the applicant was able to reduce the requested variance to the minimum necessary.

There are two (2) auto-related establishments in the City of Hallandale Beach located within 1,500 feet of the subject site:

- | | | |
|--|---|---------------------------------------|
| 1. Orion Fuel Station, 10011 NW 8 th Avenue | - | 1,398 feet from the subject property. |
| 2. J&J Discount Tire, 621 Pembroke Road | - | 238 feet from the subject property. |

Related Actions

The applicant has also filed application # DB-22-06150 for Minor Development Review approval. As part of the review of the Minor Development application, staff conducted a concurrency evaluation of the project relative to its impact on water, sewer, solid waste, drainage, schools, transportation, and traffic. Staff has determined that concurrency requirements have been met. A Traffic Study was conducted as required by the City's Comprehensive Plan Transportation Element for projects

generating 100 daily trips or more. The City's traffic consultant's report is attached for informational purposes.

Analysis

Development Details

The applicant's plans and backup depict the following:

- **Site Area:**
The subject property consists of approximately 41,003 square feet (0.941 acre), encompassing Lots 7 through 13, Block 1 of the Lincoln Park Subdivision, located at the southwest corner of Pembroke Road and NW 6th Avenue. After the required right-of-way dedication along Pembroke Road, the net site area will be approximately 40,040 square feet (0.919 acre).
- **Proposed Development:**
The applicant proposes a two-story commercial car wash, totaling 3,867 square feet.
- **Parking:**
The project provides a total of 5 parking spaces, meeting the minimum requirement. Additionally, 14 vacuum parking spaces are provided, with vacuums connected via overhead arches.
- **Bicycle Facilities:**
The proposed principal building includes a bike room, and 2 short-term bicycle parking spaces are provided on-site.
- **Screening and Buffering:**
An 8-foot-high masonry wall is proposed along the south property line, as required where commercial uses abut residentially zoned properties.
- **Landscaping:**
The project proposes 23.01% landscaping coverage, exceeding the minimum 10% requirement.
- **Tree Requirements:**
 - 40 trees for credit are proposed on-site (27 trees required).
 - 5 off-site trees (Silver Buttonwood species) are also proposed.

Comprehensive Plan Considerations

The property is designated Regional Activity Center on the City's Future Land Use Map. The proposed commercial use is permitted under the land use category. The proposed development will assist in furthering the following goals, objectives, and policies of the City's Comprehensive Plan:

GOAL 1: To provide a coordinated and compatible mix of land uses which encourages a high quality of life meeting the social, economic, and physical needs of the present and future population of Hallandale Beach while insuring reasonable environmental protection and timely and efficient provision of services.

OBJECTIVE 1.1: Levels of Service: The City shall continue to condition approval of development applications upon maintaining the provision of services at the Levels of Service (LOS) which meet or exceed levels specified in this Comprehensive Plan.

POLICY 1.1.1: The City shall maintain, within the Comprehensive Plan Elements, Level of Service standards for City facilities which will meet the existing and future needs of Hallandale Beach population and the standards established by Chapter 163 F.S., and Rule 9J-5 F.A.C.

POLICY 1.1.2: Any development order or permit shall be approved only when adequate public services and facilities are in place or will be provided to support the development at Levels of Service adopted by this Plan.

POLICY 1.1.5: The City shall maintain criteria and procedures, which obligate developments causing expansions or extensions of City services to contribute a proportionate share of the cost of provision of these supporting services and related facilities.

POLICY 1.1.6: The City of Hallandale Beach will provide sanitary sewer, solid waste, drainage, and potable water facilities and services to correct deficiencies and to meet existing and project demands identified in this Plan.

POLICY 1.2.1: Upon completion of the Citywide Master Plan, the City will reevaluate the various City neighborhoods, corridors, districts, and small area redevelopment plans for appropriate action which may include revising existing plans or developing new plans that promote land use.

OBJECTIVE 1.9: Regional Activity Center Land Use: Consider a Regional Activity Center (RAC) land use category within the city to encourage attractive and functional mixed living, working, shopping, educational and recreational activities.

POLICY 1.9.1: The City shall use the Regional Activity Center designation as a means to carry out recommended land use policies within a unified planning district based on an adopted master or redevelopment plan.

POLICY 1.9.3: To facilitate public transit access, integrated transportation systems should be encouraged to serve a Regional Activity Center.

POLICY 1.9.4: To enhance pedestrian movement and safety, the separation of pedestrian and vehicular traffic should be encouraged within a Regional Activity Center.

POLICY 1.9.5: Redevelopment activities should be encouraged within a Regional Activity Center.

POLICY 1.9.8: Parkland and/or open space that is open to the public must be included as a functional component within a proposed Regional Activity Center.

POLICY 1.9.9: The City shall adopt design standards within the land development regulations ensuring compatibility between existing and planned land uses within and adjacent to the Regional Activity Center.

POLICY 1.9.10: Pursuant to an interlocal agreement between the City and Broward County, the City shall monitor development activity and enforce the permitted land use densities and intensities within the Regional Activity Center.

POLICY 1.9.11: In order to ensure that all properties can be developed within the overall density and intensity limitations of the Regional Activity Center, the City shall establish and implement a development tracking system.

POLICY 1.10.8: The City of Hallandale Beach shall continue to evaluate development proposals with respect to pervious area requirements specified in the Land Development Code.

POLICY 1.10.11: The City shall continue to protect its natural resources and maintain its environmental quality through the provision of land use regulations that are consistent with the policies of this Comprehensive Plan.

POLICY 1.11.2: The City shall continue to require building construction elevations consistent with minimum federal flood insurance regulations.

OBJECTIVE 1.12: Land Use Consistency: The City shall manage growth and development through the continued administration and enforcement of the Hallandale Beach Zoning and Land Development Code which shall ensure that future land uses remain consistent with this Plan.

POLICY 1.12.1: As part of the development review and approval process, the City shall continue to implement a system of Comprehensive Plan compliance review for all development and approval petitions.

POLICY 1.12.2: The City shall continue to ensure that the provisions of the Hallandale Beach Zoning and Land Development code include all necessary site plan requirements to further the intent of this Comprehensive Plan. These requirements shall include but not be limited to adequate drainage and stormwater management, landscaping and open space requirements, signage regulations, subdivision regulations, safe and convenient on-site traffic flow, vehicle parking, and consistency of land use with Plan designations.

POLICY 1.12.4: The City shall maintain innovative land development regulations that encourage mixed-use developments and incorporate site design planning techniques that will enhance the quality of large-scale developments or redevelopment areas.

POLICY 1.12.5: The City shall continue to require adequate pervious areas to improve aquifer recharge and look for alternative ways to increase stormwater recapture.

POLICY 1.13.2: The Hallandale Beach Zoning and Land Development Code provisions which contain design standards relative to landscaping, setbacks, and other site controls, shall continue to be strictly enforced to meet the intent of the Goal, Objectives, and Policies of the Future Land Use Element of the Plan.

POLICY 1.13.3: The City should continue to commit resources to the Community Redevelopment Area where neighborhood improvements are needed.

POLICY 1.14.1: The City shall determine the status and capabilities of existing and proposed facilities (including water, wastewater, solid waste, traffic, stormwater, and recreation/open space) to accommodate current, new, and redevelopment demands, and any projects necessary to maintain adopted levels of service. These projects will be added to the five-year Capital Improvements Plan.

POLICY 1.14.2: The Development Services Department shall evaluate impacts resulting from new developments to ensure that adequate facilities are either in place or planned so that Level of Service standards are not reduced.

POLICY 1.14.3: The City shall adopt a level of service standards and shall be used as the basis for determining the availability of facility capacity.

OBJECTIVE 1.15: Transportation: The City shall not issue a development order or permit which results in a reduction in the level of service on any portion of the City roadway system below the adopted level of service unless the development is located within an urban infill or redevelopment area and satisfies

objectives and policies relating thereto and mitigation is provided (Note: the entire City is located within an urban infill area).

POLICY 1.15.1: The City shall, through the implementation of the Broward County Trafficways Plan and the minimum City right-of-way standard of fifty (50) feet, secure right-of-way dedications at time of development review to ensure that adequate right-of-way is provided to serve existing and future development.

POLICY 1.15.3: The City shall encourage developments that promote safe and efficient on and off-site transportation improvements.

OBJECTIVE 1:18: Urban Infill and Redevelopment: Establish criteria which encourage development of urban infill and urban redevelopment area(s) to promote economic development, increase housing opportunities, and maximize the use of existing public facilities and services.

POLICY 1:18:1: Increase economic development and employment opportunities within urban infill and urban redevelopment area(s).

POLICY 1:18:4: Designated urban infill and urban redevelopment area(s) shall be excepted from transportation facilities concurrency requirements consistent with Chapter 163 Florida Statutes; however, the application will be subject to providing a traffic analysis consistent with the Transportation Element and potential improvements to minimize impacts.

POLICY 1:18:5: Notwithstanding the above, all development is subject to Broward County Transportation Concurrency Management Area (TCMA) Level of Service criteria and the payment of Transit Impact Fees as determined by Broward County prior to the issuance of permits.

POLICY 1:18:6: Integrated transportation systems, mass transit facilities, bikeways, and pedestrian corridors should be encouraged to serve urban infill and urban re-development area(s) to reduce reliance upon automobile travel.

POLICY 1:18:7: The Hallandale Beach Comprehensive Plan and LDRs shall establish standards and monitoring procedures for the expansion of mass transit, pedestrian travel, and other forms of non-automobile travel within urban infill and urban redevelopment area(s).

OBJECTIVE 1.19: Crime Prevention: The City shall review all major developments for their use of Crime Prevention Through Environmental Design (CPTED) principles and standards.

POLICY 1.19.1: The City shall maintain a CPTED review policy and procedure in the form of administrative policy or land development regulations. The policy shall require a plan review by the Development Services and Police Departments, at a minimum.

OBJECTIVE 1.20: The City shall continue to implement its energy-efficient "grid" Future Land Use Plan and discourage urban sprawl accounting for existing and future energy power generation and transmission systems.

POLICY 1.20.2: The City shall continue to enforce the provisions of the most recent edition of the Florida Building Code, particularly the updated Energy Code (adopted 3/09) to achieve higher energy efficiency in buildings.

POLICY 1.20.3: The City shall require the use of low water use plumbing fixtures in new construction and continue to encourage the use of low water use plumbing fixtures in building renovations through periodic give-away toilet retrofit programs and encourage energy-efficient electrical systems, such as retrofitting lighting fixtures in City buildings.

POLICY 1.20.8: The City shall continue to maintain, upgrade and complete missing segments of its pedestrian and bikeway networks connecting development to transportation systems, schools, public facilities, and commercial areas.

Applicable Codes and Ordinances

1. The proposed commercial building consists of 3,882 square feet of commercial space and requires conditional use approval based on the present zoning of the property, West RAC Zoning District/Pembroke Road Subdistrict.
2. The proposed car wash/auto-related use is permitted when located 1,500 linear feet from another auto-related use. The applicant's distance survey has identified 2 auto uses within the specified separation: Orion Fuel Station located at 1101 NW 8th Avenue (1,398 feet), and J&J Tires (238 feet). As a result, the applicant also seeks a variance from this requirement.
3. Pursuant to Section 32-455, and the City's Administrative Parking Document, 5 spaces are required for the use and 5 spaces are provided. In addition, 14 parking spaces reserved for vacuuming the vehicles are provided.

Conditional Use Review Criteria

Pursuant to Section 32-964, applications for conditional uses shall be reviewed with consideration given to the following:

1. That the use is compatible with the existing natural environment and other properties within the neighborhood.

The intent of the West RAC District is to provide neighborhood scale uses that can occur without sacrificing the character of the surrounding neighborhood. The proposed use, while being closer than the required separation in the Code would offer a compatible and convenient service to the neighborhood.

2. That the use will create no substantial detrimental effects on property values in the neighborhood.

The use would not create substantial detrimental effect on property values. Rather, the proposed use would provide for a service that would be convenient to surrounding residents and the community. The intent of the West RAC District is to facilitate the development of projects that are well planned, suitable, and appropriate developments along the Pembroke Road corridor.

3. That there are adequate public facilities such as schools, roads, parks and utilities within the service areas involved.

The proposed commercial use will have no adverse impacts on public facilities. As part of staff's review of the Minor Development application for the project, it has been determined that adequate facilities exist within the service areas involved.

4. That there will be adequate provisions for the traffic movement, both vehicular and pedestrian, both internal to the use and in the area which will serve the use.

The proposed redevelopment of the site entails the installation of sidewalks and adequate means of ingress and egress for proper circulation internal and external to the site.

5. That there will be adequate drainage systems to service the use with particular attention to the necessity for on-site retention systems to alleviate drainage and pollution problems.

The proposed redevelopment will provide adequate on-site retention and filtration. In addition, according to the applicant, the project incorporates a water reclamation system which will recycle water utilized in the operation.

6. There are adequate setbacks, buffering and general amenities in order to control any adverse effects of noise, light, dust and other nuisances.
7. That the land area is sufficient, appropriate and adequate for the use and for any reasonably anticipated expansion of the use.

The land area is sufficient for the proposed Project as the project has been designed in accordance with the established criteria of the Code. Any proposed expansion would need to be reviewed under the Land Development Code to ensure adequate land area for increased footprint or building expansion.

8. Any other conditions as may be stipulated and made a requirement in granting any application for a conditional use, when it is considered necessary to further the intent and general welfare, including, but not limited to:
 - a. Limitations on the hours of business operations.
 - b. Limitations on the number of occupants of any building at any one time.

It is recommended that the business hours be limited to 10 PM.

Variance Criteria

Pursuant to Section 32-965, In order to authorize any variances to the terms of this chapter, it must be found that:

1. Special conditions and circumstances exist which are peculiar to the land, structure, or building involved, and which are not generally applicable to other lands, structures, or building in the same zoning district.

The applicant acquired the property prior to the adoption of the current zoning regulations requiring 1,500-foot separation between auto-related uses within the Pembroke Road subdistrict. While there are 2 existing auto-related businesses within the specified Code separation distance, this situation does not constitute a unique condition not applicable to other properties. Zoning Code standards are subject to change as they are designed to evolve in response to shifting needs, priorities and standards of the community.

2. The special conditions and circumstances do not result from the actions of the applicant.

Special conditions and circumstances do not result from the actions of the Applicant. Although the property was purchased by the applicant prior to the present 1,500 foot separation requirement between auto-related uses established prior to the current code criteria, the City's Code of Ordinances Code may change over time as the community needs and standards evolve. There is no guarantee that code standards will remain unchanged in the future as the needs and planning of the community develop.

3. Granting the variance requested will not confer on the applicant any special privilege that is denied by this chapter to other lands, buildings or structures in the same district.

Although the applicant's plans comply with the City's zoning design criteria for both the land and proposed structure, the variance requested is based solely on the proximity of existing auto-related uses that were established prior to the current 1,500-foot separation requirement. This condition is not unique to the subject property. As such, granting the variance may confer a special privilege that is not afforded to other properties subject to the same standard.

4. Literal interpretation of the provisions of this chapter would deprive the applicant of the rights commonly enjoyed by the properties in the same zoning district under the terms of this chapter and would work unnecessary and undue hardships on the applicant.

The proposed car wash is permitted by conditional use permit subject to the code specified distance separation. All auto-related uses are subject to the distance separation specified by Code.

5. The variance granted is the minimum variance that will make possible reasonable use of the land, building or structure.

The applicant has requested the minimum variance needed to make reasonable use of the subject property to align with their needs. The applicant explored multiple iterations of the proposed site plan to eliminate variances that resulted from FDOT's denying access to the project from Pembroke Road.

6. The grant of the variance will be in harmony with the general intent and purpose of this chapter.

The granting of the variance will be in harmony with the general intent and purpose of this chapter. The Pembroke Road Subdistrict allows for a mixed of uses along one of the City's main east-west corridor. The two auto-related establishments within the specified separation distance, differ in nature and function from the applicant's proposed use. Also, the intent of the subdistrict is to promote well designed commercial and mixed-use developments along the Corridor. The applicant's proposal complies will applicable site design criteria set forth in the Code.

7. Such variance will not be injurious to the area involved or otherwise detrimental to the public welfare

The proposed variance will not be injurious to the area involved or otherwise detrimental to public welfare.

Why Action is Necessary

Pursuant to Section 2-102(b) (2)(3) of the Zoning and Land Development Code, Planning and Zoning Board consideration and recommendation is required for applications requesting conditional use or variances.

Business Impact Estimate

As per 166.041(4)(c), a business impact estimate is not applicable for this application.

Cost Benefit

There is no cost to the city associated with the request.

Staff Recommendations:

Variance Application:

While staff finds that the request does not meet all criteria, the applicant has made a significant effort to comply with the site development standards for properties within the Pembroke Road Subdistrict and eliminated the need for variances previously identified by staff.

The requested variance is limited to the distance requirement between auto-related businesses as specified in the Code – a fueling station 1,398 feet away and a tire shop within 238 feet- these existing uses are of a different nature and function than the proposed car wash center.

Staff recommends that the Planning and Zoning Board consider the requested variance.

Conditional Use Application

The Code permits auto-related uses in the Pembroke Road subdistrict by a conditional permit. The proposal includes the required masonry fence to screen the use from adjacent properties supplemented with extensive landscaping to screen the use from the residential properties to the south. Due to the proximity to nearby residential uses, the nature of the business, in staff's opinion, the hours of operation should be limited.

Should the Planning and Zoning Board decide to recommend approval of the applications, Staff suggests approval of the Conditional Use Permit be subject to the following conditions:

1. The Applicant shall execute a Unity of Title covenant tying the subject lots prior to the issuance of the building permit for the development.
2. The business shall not operate in the evening hours later than 10:00 PM.

Attachment(s):

Exhibit 1 - Aerial & Zoning Map
Exhibit 2 - Applicant's Letters and Backup
Exhibit 3 - City Traffic Consultant Report

