

**Village of Royal Palm Beach
Village Council
Agenda Item Summary**

Agenda Item:

PUBLIC HEARING TO CONSIDER VARIANCE APPLICATION NO. 25-066 (SVAR), AN APPLICATION BY GOPERMIT, ON BEHALF OF TT OF N ROYAL PALM, INC., REQUESTING SIGN VARIANCES FROM SECTION 20-95(E) TO ALLOW FOR A CABINET SIGN OF 110.22 SQUARE FEET WHERE VILLAGE CODE LIMITS TO A MAXIMUM OF TEN (10) SQUARE FEET, A VARIANCE OF 100.22 SQUARE FEET; AND A VARIANCE FROM SECTION 20-95(A) TO ALLOW FOR A TOTAL OF FOUR (4) WALL SIGNS ON THE FRONT (SOUTH) FAÇADE OF A BUILDING WHERE VILLAGE CODE LIMITS TO A MAXIMUM OF THREE (3) WALL SIGNS, A VARIANCE OF ONE (1) WALL SIGN FOR, FOR A PROPERTY LOCATED AT 9405 SOUTHERN BOULEVARD.

Issue:

The Applicant is requesting sign variances from Village Code of Ordinances at Sec. 20-95(e) to allow for a larger cabinet sign of 110.22 square feet where Village Code limits to a maximum of ten (10) square feet, a variance of 100.22 square feet; and a variance from Sec. 20-95(a) to allow for one (1) additional wall sign on the front (South) façade of a building for a total of four (4) wall signs where Village Code limits to a maximum of three (3) wall signs, for a property located at 9405 southern boulevard.

Overall, the Applicant is requesting variances for the size of a cabinet sign and the maximum number of permitted wall signs. For illustrations showing the proposed signage please refer to **Attachment A**.

Pursuant to Village Code Secs. 20-148 and 26-32(f)(6), the following variance criteria are to be considered by the Village Council regarding application for variance. The Applicant's responses to each of the variance criteria are provided in italics beneath each criterion.

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

Applicant's Response: "The dealership is located on a high-traffic arterial corridor (Southern Boulevard) and operates under strict national brand standards. The Nissan tablet logo represents a required corporate identity element that is separate from

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textual signage. Unlike typical single-tenant buildings, automobile dealerships rely heavily on logo recognition due to the nature of brand-specific customer targeting. These conditions are unique to auto dealerships and do not apply to general commercial uses in the same zoning district.”

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

Applicant’s Response: “The need for the additional logo sign is dictated by national branding requirements issued by Nissan corporate and not by the applicant’s discretionary action. The dealership is contractually obligated to comply with these standards, including the use and placement of brand-specific signage. The necessity for an additional directional sign arises from the property’s layout, traffic flow, and safety considerations, not due to over-signing or arbitrary design decisions by the applicant. The dealership must accommodate customer entry, service, and delivery areas while maintaining smooth vehicular movement.”

3. That granting the variance requested will not confer on the applicant any special privileges that is denied by the zoning ordinance to other lands, buildings or structures in the same zoning district.

Applicant’s Response: “This variance does not confer a unique benefit, as a similar variance (VC-08-04) was previously approved for this same site for permitting multiple wall signs beyond the code limit. The request is consistent with past approvals and practices for similar auto dealerships within the Village. We are obtaining this variance solely because Nissan updated the design of their signage otherwise the previous variance would prevail.”

4. That a literal interpretation of the provisions in this division would deprive the applicant of rights commonly enjoyed by other properties in the same zoning district under the terms of this division and would work unnecessary and undue hardship on the applicant.

Applicant’s Response: “Enforcing a literal interpretation of the sign code would prevent the dealership from displaying the Nissan tablet logo, which is a primary brand identifier and a critical component of its national marketing approach. This would deprive the business of reasonable signage rights enjoyed by comparable dealerships operating under corporate guidelines.”

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

Applicant’s Response: “The variance request is limited to one additional wall sign solely for the Nissan logo and does not propose excessive signage. It is the minimum deviation required to meet corporate identity obligations while maintaining the Village’s intent to regulate sign clutter. Without this directional sign, the dealership risks confusing vehicular circulation, potentially causing unsafe conditions and poor customer experience. Denying the variance would hinder reasonable and safe site use.”

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

Applicant's Response: "The signage has been designed to be aesthetically compatible with the building and surrounding development. It enhances business identification and supports the Village's economic and aesthetic goals."

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

Applicant's Response: "The additional logo sign is architecturally integrated, proportional to the building scale, and professionally designed. It does not add to visual clutter or create traffic distractions and instead enhances brand recognition, which benefits consumer clarity and navigation. The additional sign enhances public safety by guiding vehicles effectively. It is visually unobtrusive, complies with aesthetic standards, and promotes safe and efficient on-site movement for customers and service personnel."

Nissan received a variance to allow a larger Cabinet Sign through approval of Variance Order VC-08-04 which allowed for 29.16 square foot Cabinet Sign. However, the granting of a previous sign variance does not set a precedent. This current request should be reviewed and evaluated anew against the above variance criteria.

The Planning and Zoning Commission considered the application on October 28, 2025, and recommended Approval by a vote of 3-2 with Commissioners Leland and Alba dissenting.

Action:

Consider and make a final decision to grant, deny or grant with conditions Application No. 25-066 (VAR) and Variance Order VC-25-02.

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P:\United Auto (05-03) (PAG Royal Automotive Park) (Nissan - Mazda - Toyota)\25-066 (SVAR) Nissan Signage\Board Documents\AIS & Staff Report\Agenda Item Summary\25-066 (SVAR) Nissan Signage AIS VC.docx

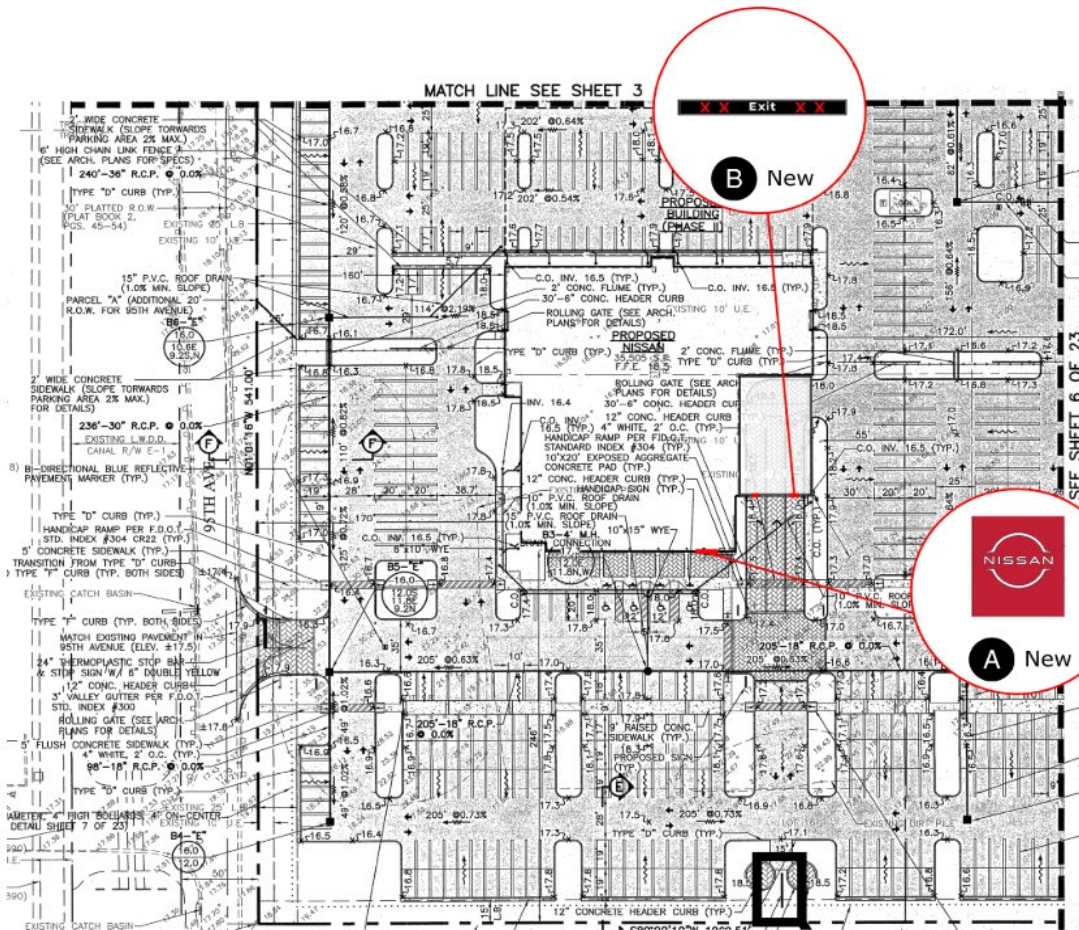
Directly below is an illustration of the location of the proposed cabinet and wall signs.

NISSAN NORTH AMERICA

Dealer Presentation Package

1. SITE PLAN

The following provides a visual representation of the prepared schedule:



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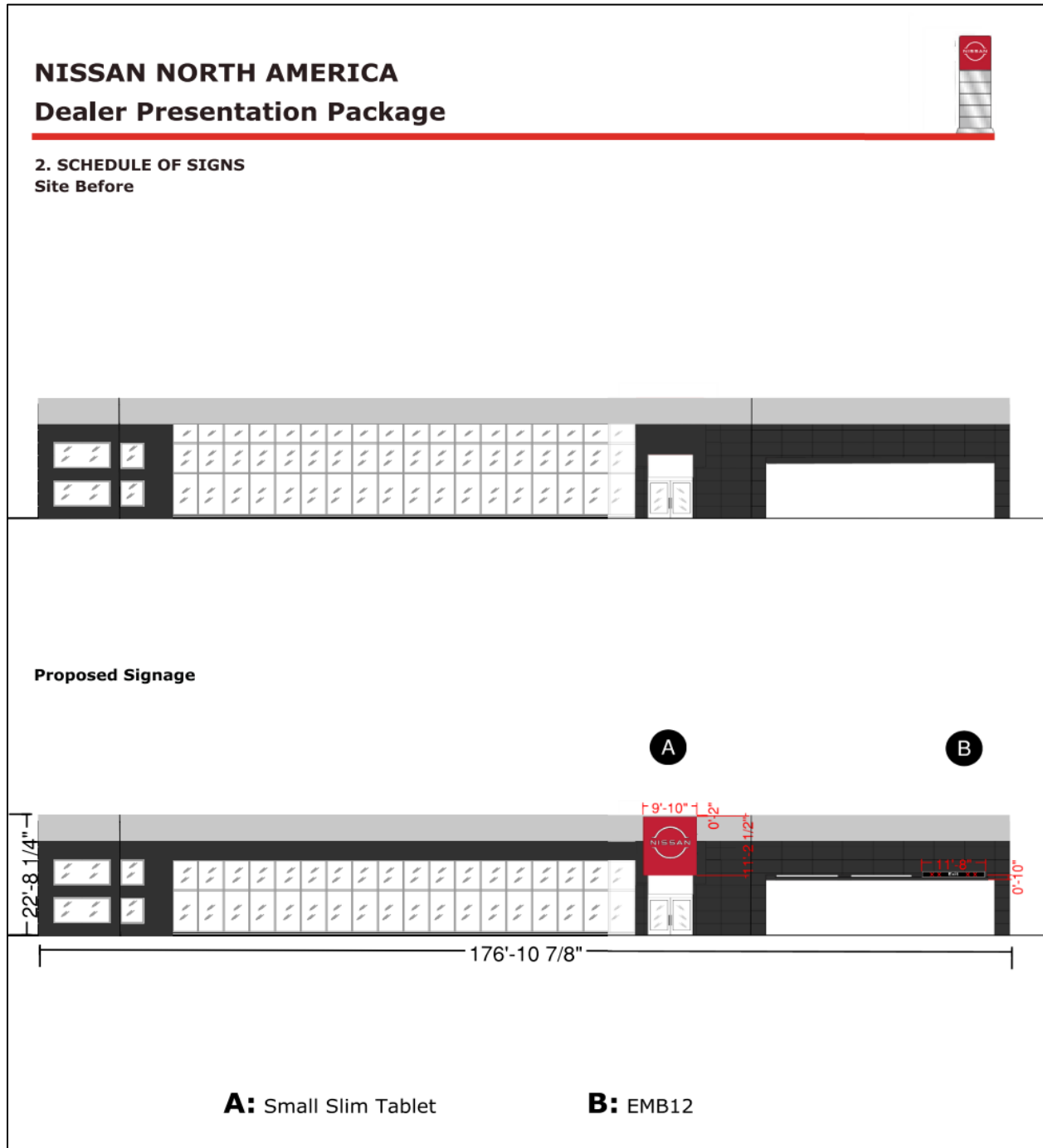
P&Z Director

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Attachment A Cont'd
Proposed Cabinet and Wall Signs
Application No. 25-066 (SVAR)
VC-25-02

Directly below is an illustration of the existing and proposed cabinet and wall signs.

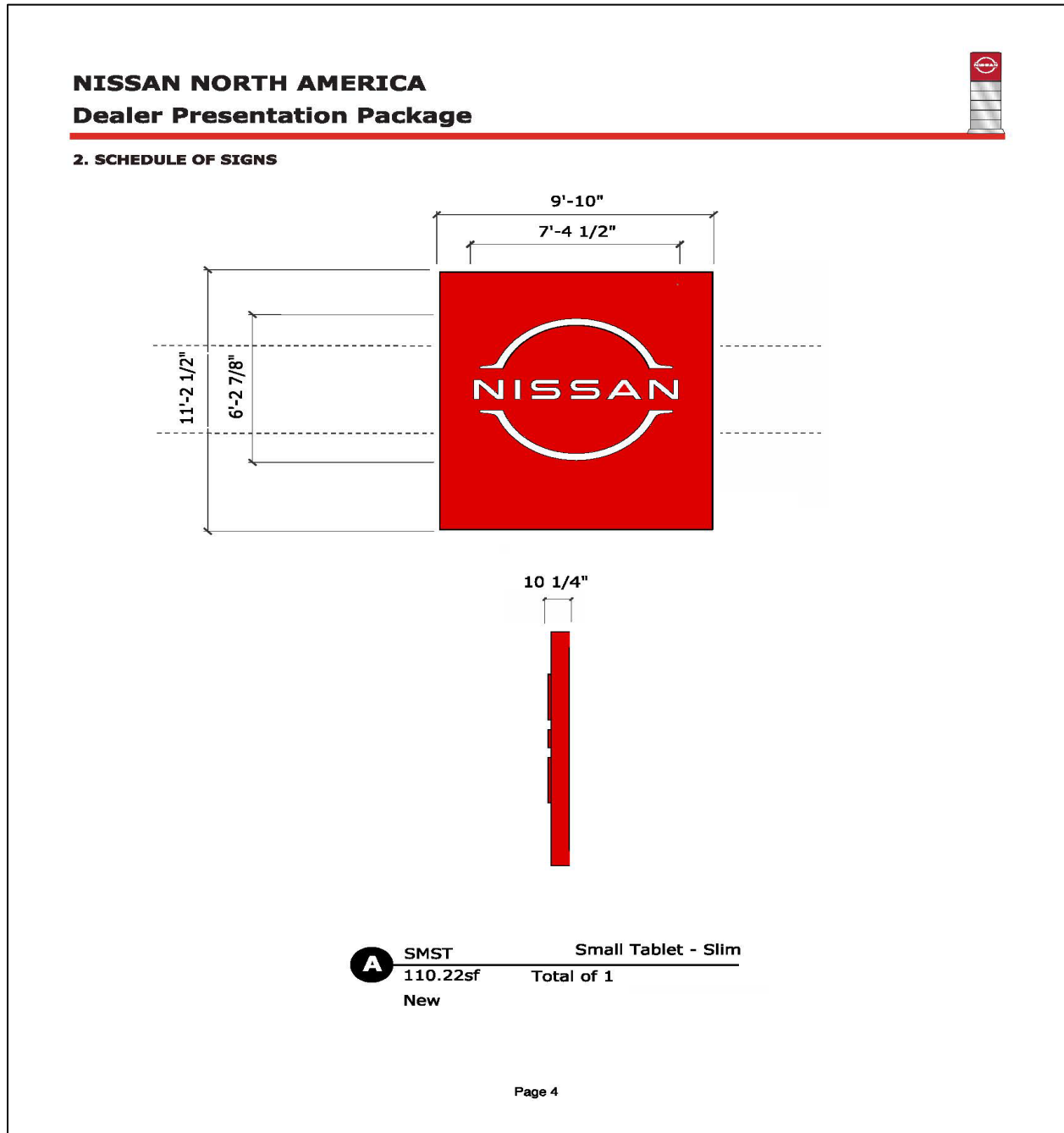


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Attachment A Cont'd
Proposed Cabinet and Wall Signs Details
Application No. 25-066 (SVAR)
VC-25-02

Directly below is an illustration of the proposed cabinet sign details.



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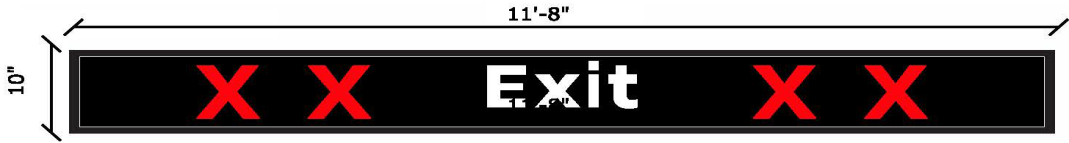
Attachment A Cont'd
Proposed Cabinet and Wall Signs Details
Application No. 25-066 (SVAR)
VC-25-02

Directly below is an illustration of the proposed wall sign details.

NISSAN NORTH AMERICA
Dealer Presentation Package

2. SCHEDULE OF SIGNS





<div style="background-color: black; color: white; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;"><div style="background-color: white; border-radius: 50%; width: 15px; height: 15px; display: flex; align-items: center; justify-content: center;">B</div></div>	EMB12 FM	Service Reception Directory
	9.72 sf	Total of 1
	New	

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**ORDER OF THE VILLAGE COUNCIL
VILLAGE OF ROYAL PALM BEACH
SIGN VARIANCE**

CASE NO. VC-25-02

**IN RE: Application No. 25-066(SVAR) – Nissan Signage Variance
@ 9405 Southern Boulevard**

Legal Description:

Attached as Exhibit “A”

ORDER APPROVING APPLICATION

This cause came to be heard upon the above application and the Royal Palm Beach Village Council having considered the evidence presented by the applicant and other interested persons at a hearing called and properly noticed, and the Royal Palm Beach Village Council being otherwise advised.

THEREUPON, the Village Council of the Village of Royal Palm Beach finds as follows:

1. The property which is the subject of said application is classified and zoned within the IL – Industrial Limited Zoning District by the Zoning Code of the Village of Royal Palm Beach and the zoning map made a part thereof by reference.
2. The applicant is seeking **Variances** from the Village of Royal Palm Beach Code of Ordinances at: 1) Sec. 20-95(a) to allow a total of four (4) walls signs on the building where Village Code limits to three (3) wall signs, a variance of one (1) wall sign; and 2) Sec. 20-95(e) to allow a 110.22 square foot cabinet sign where the Village Code limits to 10 square feet, a variance of 100.22 square feet.
3. Under the provisions of Sec. 20-148 of the Village Code of Ordinances, the Village Council has the right, power and authority to act upon the application herein made.
4. In the judgment of the Village Council, the public welfare will best be served by **APPROVING** the application as set forth in the attached Exhibit “B”.

5. **IT IS THEREUPON CONSIDERED, ORDERED AND ADJUDGED** by the Royal Palm Beach Village Council as follows:
6. The application for **Variance, VC-25-02**, with respect to the above-referenced property in the Village of Royal Palm Beach, Florida to permit a variance to 1) Sec. 20-95(a) to allow a total of four (4) walls signs on the building where Village Code limits to three (3) wall signs, a variance of one (1) wall sign; and 2) Sec. 20-95(e) to allow a 110.22 square foot cabinet sign where the Village Code limits to 10 square feet, a variance of 100.22 square feet is hereby **Approved** in accordance with the Village Code of Ordinances for the following reasons:

The applicant meets the following standards set forth in Section 26-32(f)(6). of the Village Code of Ordinances.

1. Special conditions and circumstances exist;
2. Special Circumstances are not the result of actions of the applicant;
3. No special privilege is conferred;
4. Literal interpretation would constitute an unnecessary and undue hardship;
5. Minimum variance;
6. Is in harmony with the Sign Code; and
7. Will not be injurious to area or detrimental to the public welfare.

Done and ordered this 20th day of November, 2025.

Mayor Jeff Hmara
Village of Royal Palm Beach

Attest:

Diane DiSanto, Village Clerk

Exhibit A
Legal Description
Application No. 25-066(SVAR)
Nissan Signage Variance @ 9405 Southern Boulevard

LEGAL DESCRIPTION:

PARCEL I:

TRACT 3 OF PAG ROYAL PALM AUTOMOTIVE PARK, ACCORDING TO THE PLAT THEREOF AS RECORDED IN PLAT BOOK 110 PAGE 171, OF THE PUBLIC RECORDS OF PALM BEACH COUNTY, FLORIDA.

PARCEL II:

EASEMENT FOR THE BENEFIT OF PARCEL I CREATED BY DOCUMENT ENTITLED, EASEMENT AND AGREEMENT FOR PROVISION OF WATER RETENTION, RECORDED IN O.R. BOOK 9203 PAGE 1207, AS AFFECTED BY O.R. BOOK 10628 PAGE 723; O.R. BOOK 10628 PAGE 736 AND O.R. BOOK 19774 PAGE 925, PUBLIC RECORDS OF PALM BEACH COUNTY, FLORIDA

PARCEL III:

EASEMENT FOR THE BENEFIT OF PARCEL I CREATED BY DECLARATION OF COVENANTS AND RESTRICTIONS FOR 95TH INDUSTRIAL PARK, RECORDED IN O.R. BOOK 9203 PAGE 1217, AS AFFECTED BY O.R. BOOK 19774 PAGE 931 AND O.R. BOOK 22251, PAGE 1258, PUBLIC RECORDS OF PALM BEACH COUNTY, FLORIDA.

PARCEL IV:

EASEMENT FOR THE BENEFIT OF PARCEL I CREATED BY DECLARATION OF COVENANTS, RESTRICTIONS AND EASEMENTS RECORDED IN O.R. BOOK 22887, PAGE 1, PUBLIC RECORDS OF PALM BEACH COUNTY, FLORIDA.

Exhibit B
Application Documents
Application No. 25-066(SVAR)
Nissan Signage Variance @ 9405 Southern Boulevard

Directly below is an illustration of the location of the proposed cabinet and wall signs.

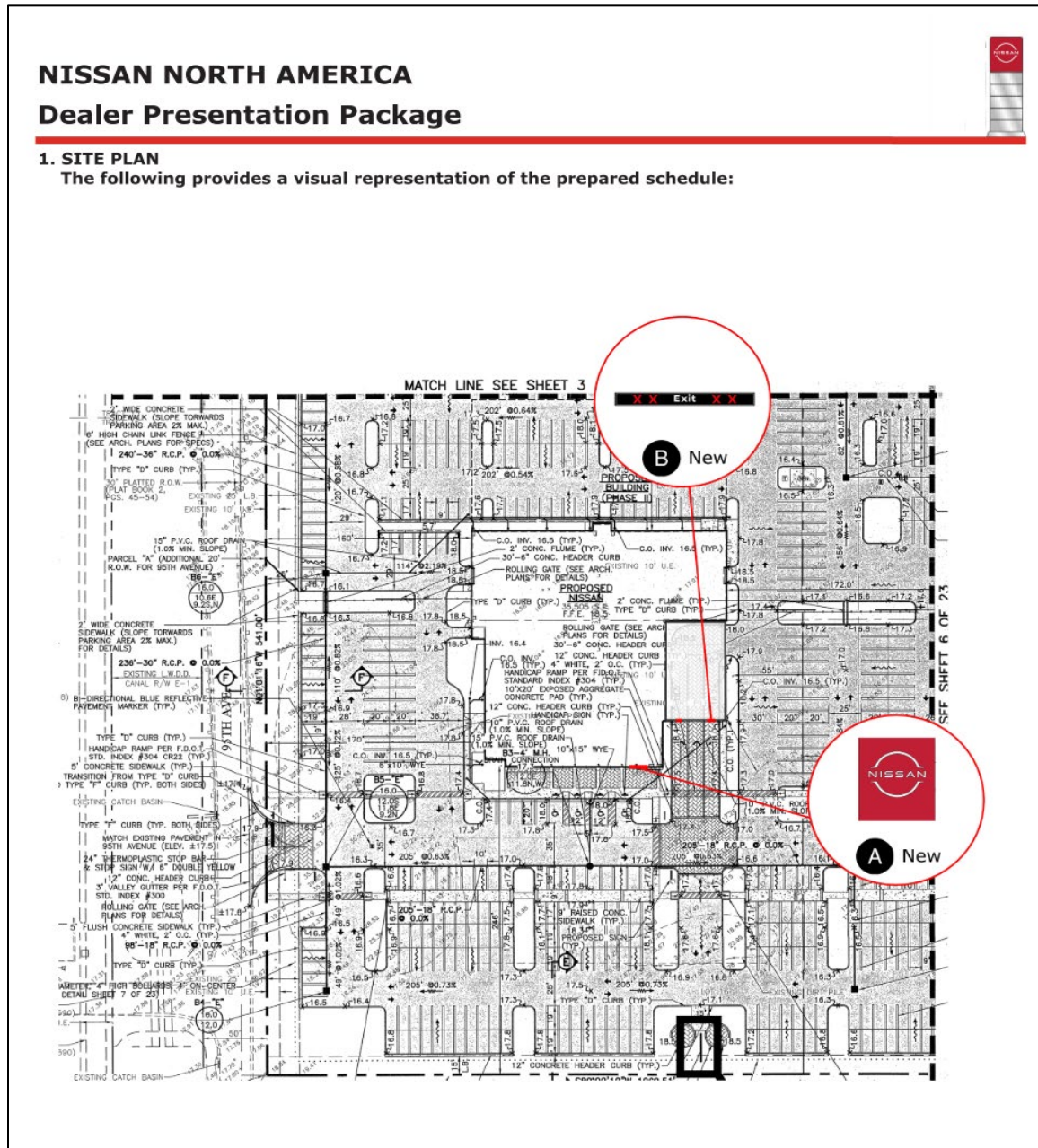


Exhibit B
Application Documents
Application No. 25-066(SVAR)
Nissan Signage Variance @ 9405 Southern Boulevard

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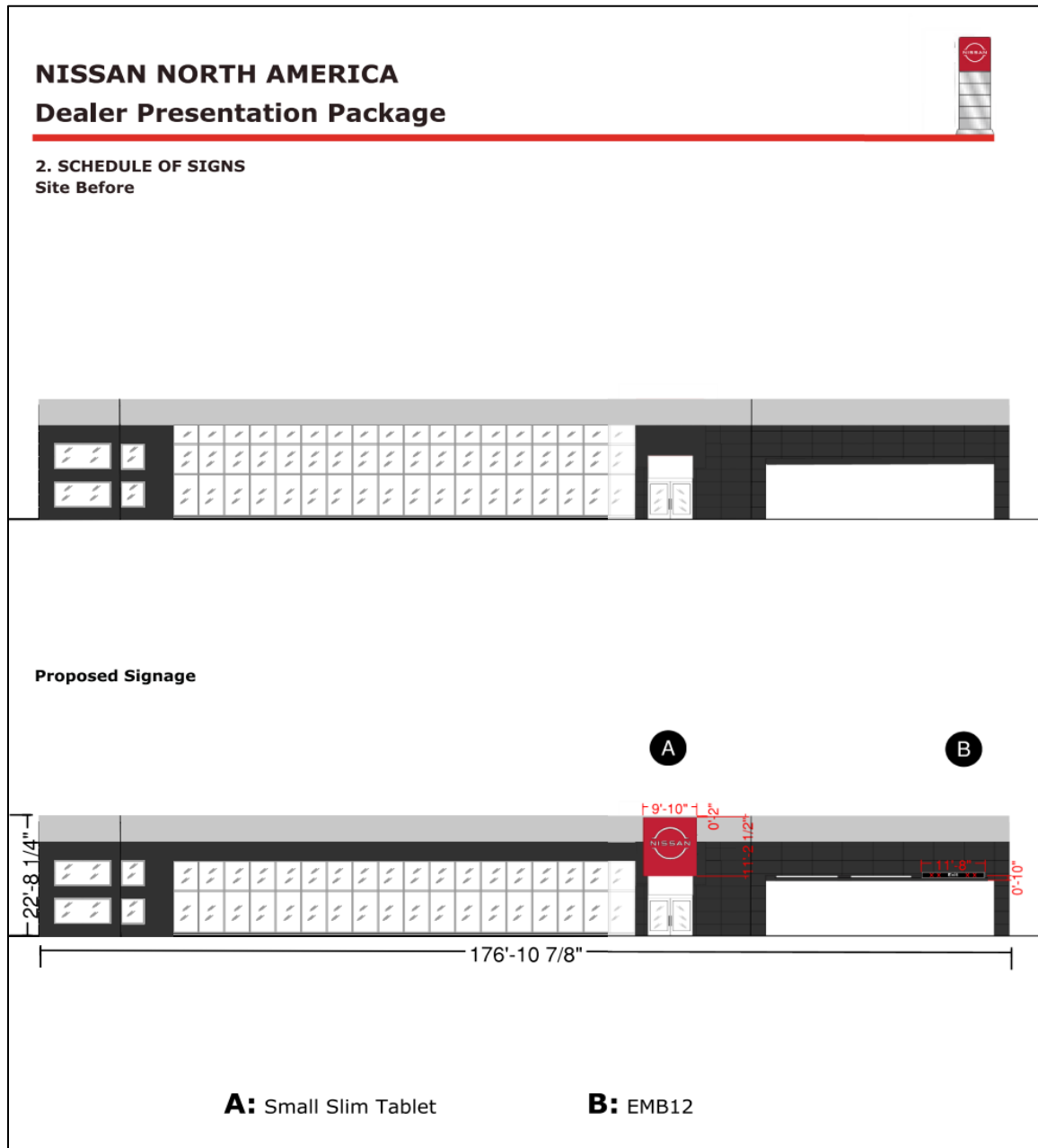


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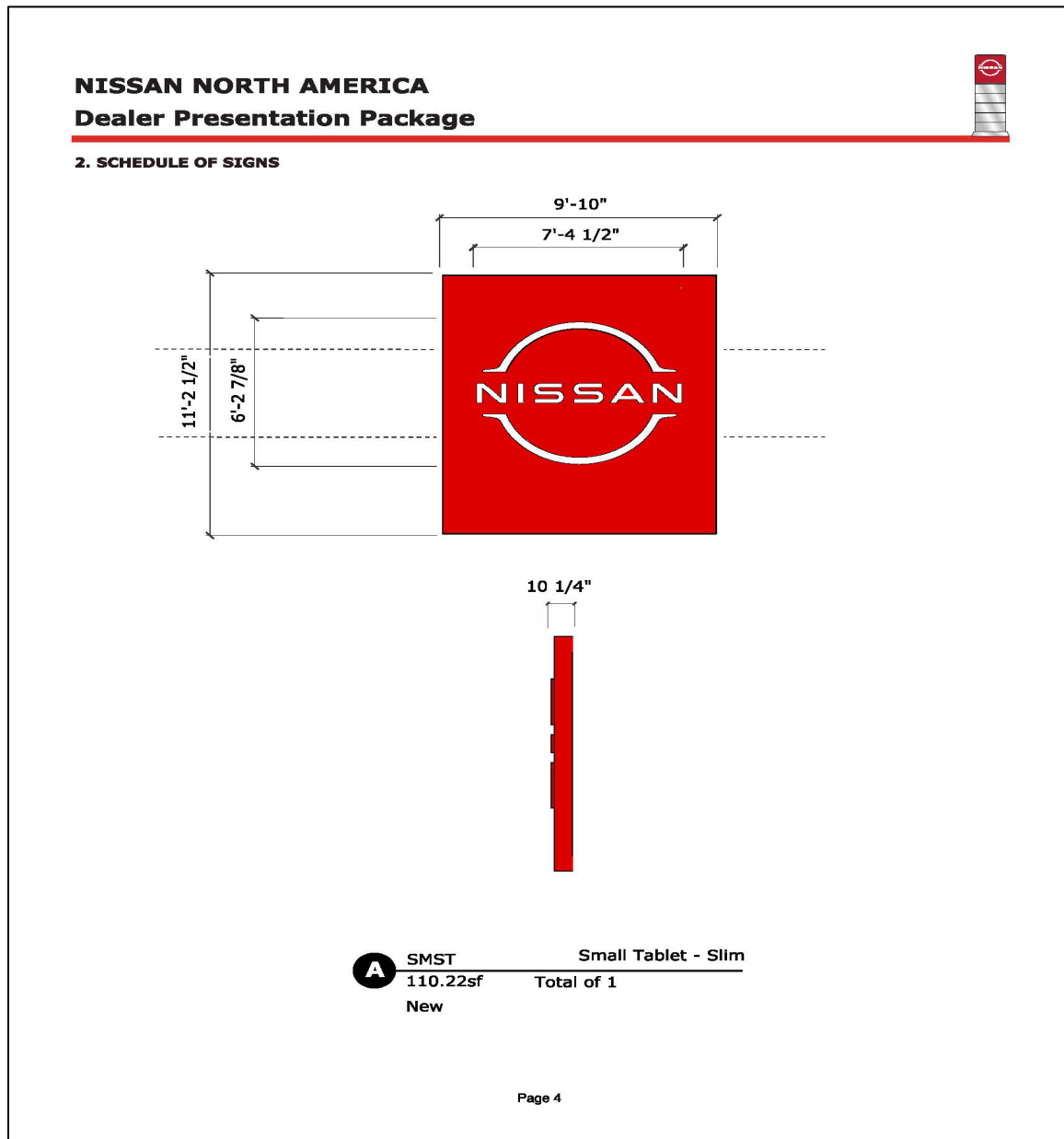



Exhibit B
Application Documents
Application No. 25-066(SVAR)
Nissan Signage Variance @ 9405 Southern Boulevard

Directly below is an illustration of the proposed wall sign details.


NISSAN NORTH AMERICA
Dealer Presentation Package



2. SCHEDULE OF SIGNS

11'-8"

10"



B

EMB12 FM

9.72 sf

New

Service Reception Directory

Total of 1

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