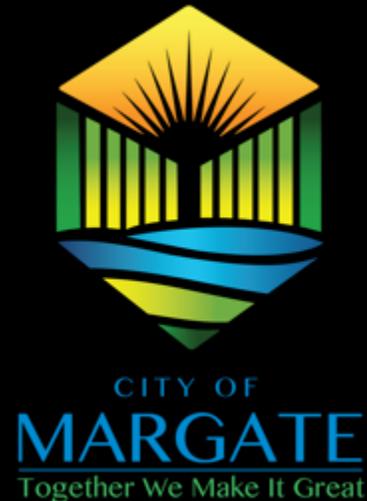


City of Margate

Board of Adjustment Meeting

June 3, 2019



Sign Waiver

BA-01-2019

The applicant is requesting permission to install two additional main identification wall signs on the car show room frontage facing West Copans Road for a total of three wall signs.

AutoNation Ford
5401 West Copans Road

Location Map

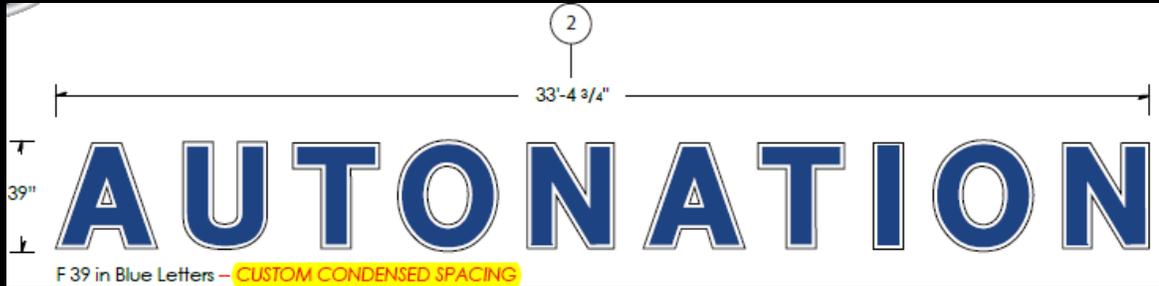


Existing

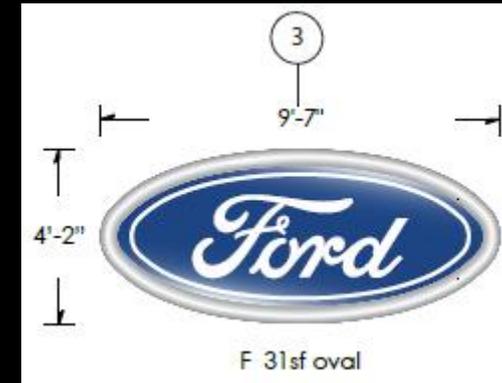


South Elevation

Proposed Signs



“AutoNation” 108.3 square feet (39 inches by 400 inches) illuminated blue channel letters

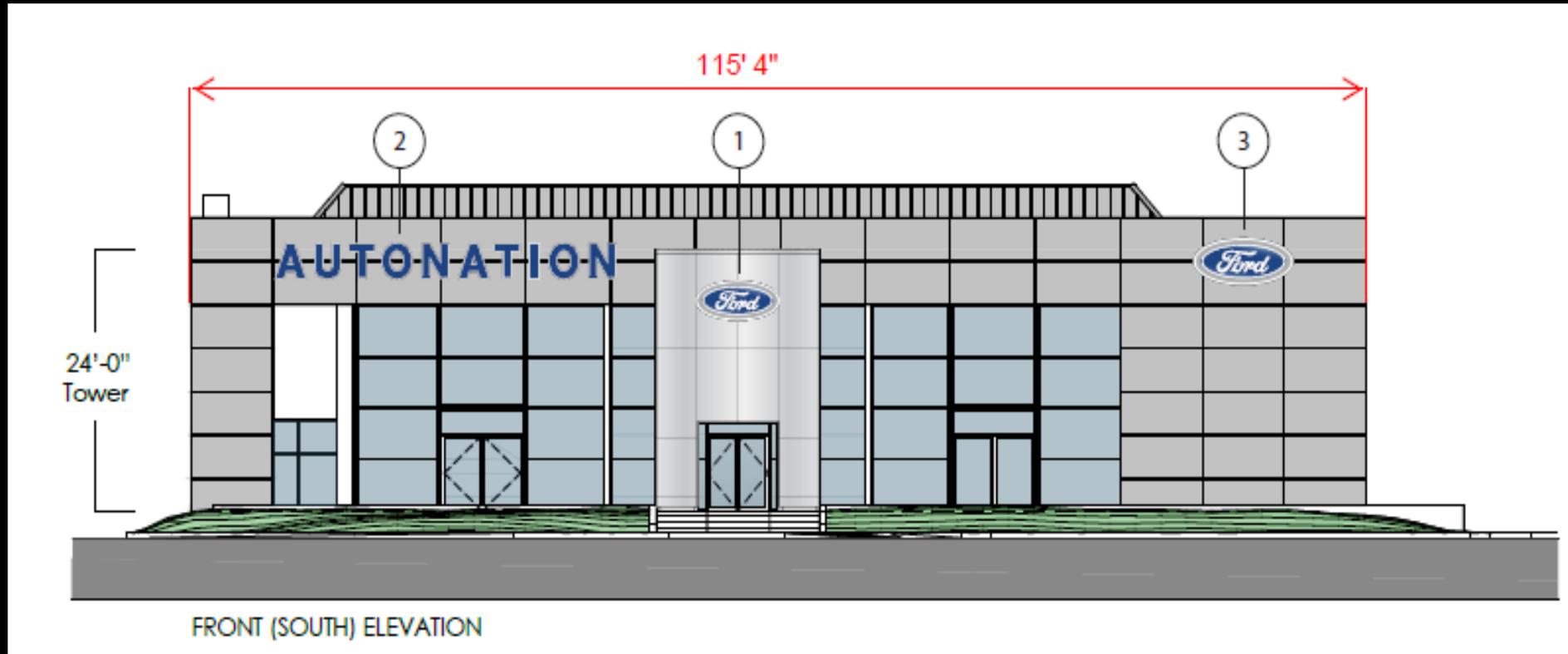


“Ford” 39.9 square feet (115 inches by 50 inches)

Compliance with Zoning Code

- Section 39.(B), Maximum Number Allowed, Placement/Location, Size
- Section 39.19 – Waiver criteria

Compliance with Zoning Code



- Section 39.6 (B) Maximum Number allowed

Compliance with Zoning Code

- Size
- Placement/Location
- Maximum Number Allowed
- Section 39.19 – Waiver criteria

Section 39.19 – Waiver criteria

1. Unique

The petitioner has placed a wall sign, the existing Ford sign, on the front of the building and, therefore, restricted his options. There is nothing unique about the building or site configuration that would cause the signage permitted by this article to be ineffective in identifying a use or structure. It is past decisions made by the petitioner that reduce the effectiveness in identifying the structure.

Section 39.19 – Waiver criteria

2. Intent of the sign code, aesthetics, or does not create a nuisance

The intent of the code is to facilitate clear and attractive communication between people and their environment while minimizing the area of signage. The proposed signage increases the number of signs and the total size of sign which is contrary to the intent of the sign code.

Section 39.19 – Waiver criteria

3. Unreasonable and undue hardship

The literal enforcement of the sign code does not result in unreasonable hardship upon the petitioner because there are no circumstances that are unique related to the property. As stated above, the petitioner has place a wall sign, the existing Ford sign, on the front of the building and, therefore, restricted his options. Any hardship has been created by the action of the petitioner.

Consistency with Comprehensive Plan

- The plan is silent on this matter

Compatibility with surrounding area

- Not applicable

Alternative ways to eliminate or minimize the need for sign waiver

The proposed Ford sign could be located on the east face of the building reducing the number of non-conforming signs to one.

The AutoNation sign could be combined with the Ford sign.

The AutoNation and Ford signs could be reduced in size to comply with the area requirement. If the Ford sign was relocated to the east side of the building, the reduction in size of the AutoNation sign would be less.

A third option is to eliminate the existing Ford sign, combine the AutoNation and second Ford sign and reduce the size to 115 square feet. The Ford sign that was removed can be placed on the east side of the building.

Staff Recommendation

- Denial of this sign waiver

Thank you
Board of Adjustment Meeting
June 3, 2019

