



**REGULAR MEETING OF
THE BOARD OF ADJUSTMENT
REGULAR MEETING**

**<https://us02web.zoom.us/j/81863020904>
MINUTES**

Tuesday, April 9, 2024

6:30 p.m.

City of Margate

City Commission Chambers at City Hall

City Commission

Mayor Tommy Ruzzano

Vice Mayor Arlene R. Schwartz

Antonio V. Arserio

Anthony N. Caggiano

Joanne Simone

City Manager

Cale Curtis

City Attorney

Weiss Serota Helfman

Cole & Bierman

City Clerk

Jennifer M. Johnson, MMC

PRESENT:

Joao D. Brandao, Chair

Erin Enwright, Vice Chair

Barbara Farias, Secretary

ALSO PRESENT:

Amelia Jadoo, Weiss, Serota, Helfman, Cole, & Bierman, City Attorney

Elizabeth Taschereau, Director of Development Services

Andrew Pinney, AICP, Senior Planner

Paul Ojeda, Associated Planner

Mikhailia Alleyne, Office Manager, Notary

The regular meeting of the Board of Adjustment (BOA) of the City of Margate, having been properly noticed, was called to order at 6:44 p.m. on Tuesday, April 9, 2024, in the City Commission Chambers at City Hall, 5790 Margate Boulevard, Margate, FL 33063. The Pledge of Allegiance was recited.

1) OATHS

Mikhailia Alleyne, Office Manager, Notary, administered the Oath of Office to Board members Joao D. Brandao, Erin Enwright, and Barbara Farias.

2) NEW BUSINESS

- A) *ID2024-119*
ELECTION OF CHAIR

Ms. Enwright made the following motion, seconded by Mr. Brandao:

MOTION: TO NOMINATE JOAO D. BRANDAO AS CHAIR.

ROLL CALL: Mr. Brandao – Yes; Ms. Enwright – Yes; Ms. Farias – Yes. The motion passed with a 3-0 vote.

Development Services Department

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B) *ID2024-120*
ELECTION OF VICE CHAIR

Ms. Farias made the following motion, seconded by Mr. Brandao:

MOTION: TO NOMINATE ERIN ENWRIGHT AS VICE CHAIR.

ROLL CALL: Mr. Brandao – Yes; Ms. Enwright – Yes; Ms. Farias – Yes. The motion passed with a 3-0 vote.

C) *ID2024-121*
ELECTION OF SECRETARY

Ms. Enwright made the following motion, seconded by Mr. Brandao:

MOTION: TO NOMINATE BARBARA FARIAS AS SECRETARY.

ROLL CALL: Mr. Brandao – Yes; Ms. Enwright – Yes; Ms. Farias – Yes. The motion passed with a 3-0 vote.

D) *ID2024-122*
APPROVAL OF 2024 TERM CALENDAR

Andrew Pinney, Senior Planner, advised the draft calendar was attached to the record for review. He stated the Board of Adjustment generally meets on the first Tuesday of each month if there is an application to review, with shifts as required due to events and holidays. He noted the November 5 meeting would need to be rescheduled due to the General Election.

Ms. Enwright made the following motion, seconded by Mr. Brandao:

MOTION: TO APPROVE THE 2024 TERM CALENDAR

ROLL CALL: Mr. Brandao – Yes; Ms. Enwright – Yes; Ms. Farias – Yes. The motion passed with a 3-0 vote.

E) *ID2024-112*
SIGN WAIVER APPLICATION NO. 24-00400014
PERMISSION TO INSTALL A WALL SIGN WITH THREE LINES OF
COPY ON A FRONTAGE WITH MULTIPLE SIGNS, AND PERMISSION TO
INSTALL TWO BANNER SIGNS.

Ms. Alleyne swore in the witnesses, including Tony Hatchell, on behalf of the applicant, and Andrew Pinney, Senior Planner.

City Attorney Jadoo advised the Board, applicant, and public of the rules and process for quasi-judicial hearings. She asked if there were any ex-parte disclosures from the Board, and there were none to disclose. City Attorney Jadoo directed the Board, individually and collectively, that their decision at the end of the hearing is to be based on competent, substantial evidence related to the City's Code and not generalized support or opposition that is not fact-based.

Mr. Pinney presented the application on behalf of staff. He explained the applicant, HCA Florida Northwest Hospital at 2801 N State Road 7, was requesting to replace the main identification wall sign on the south façade with a new sign which was slightly larger and would encompass three (3) lines of copy, which violates the terms of the sign regulations for the City of Margate. He noted the request also includes a request to install banners on the south and east frontages of the property. Mr. Pinney reviewed the previously approved sign waiver package, which encompassed all of the signs on the hospital campus, including freestanding, directional, and monument signage as part of a hospital rebranding campaign. He advised the existing wall sign on its own merits is generally Code compliant, but as it was included with the sign waiver request due to the number of signs on the south frontage.

Mr. Pinney shared photos to show the current conditions of the existing wall sign. He noted it is Code compliant but is not doing a good job on a building of this size, which is part of the criteria examined when making recommendations of a sign waiver. He reviewed the images of the proposal, which he stated would fill in the blank wall and enhance the aesthetics of the building. He pointed out the three (3) lines of copy would allow for increased letter height and improve the functionality of the sign.

Mr. Pinney discussed the banners, pointing out the Sign Code generally prohibits banners, with exceptions for grand openings, special events, churches, and schools. He shared images of the proposed banners on the east side facing State Road 7 and on the south frontage, as well as images identifying all existing signage on the site. He advised that a sign identifying the maternity entrance was on hold, but plans remain for it to be added at a later date.

Mr. Pinney stated the staff report includes a mixed recommendation, and requested the issues receive separate votes. He explained staff recommends approval as submitted of the wall sign with three (3) lines of copy. He advised that on the banners, staff recommends conditional approval. He noted staff does see the benefit of additional signage on a building this large, but would recommend a more robust, long-lasting sign made of metal. He reiterated that banners are prohibited throughout the City, and noted they are not made to last. He stated if the Board is inclined to approve banners, staff recommends a condition that the banners are maintained in a like-new condition.

Mr. Pinney advised that minutes before the start of the meeting, he was approached by the applicant with an update to the request. He asked Mr. Hatchell to outline his update.

Tony Hatchell, President, Bennu Enterprises, Inc., representative for HCA Florida Northwest Hospital, stated the material proposed was a mesh flex face, and the hospital had agreed to place

a frame on the building and rotate the signs so they would look like a taut sign. He advised the frame would remain and the signs would rotate every six (6) months. He stated in the event there was nothing to announce, the frame would remain with nothing behind it. He noted there would not be ropes or issues with wind damage, and stated there should not be a degradation of color or fading.

Mr. Pinney asked whether the proposed signs would be internally illuminated. Mr. Hatchell advised that they would not.

Mr. Pinney advised that if the Board is inclined to vote in favor of the amended proposal, they should be aware that where the Margate Code allows for wall signs, there is generally a three (3) dimensional requirement, with the letters or symbols extruded a minimum of 3/8 inch, so the rotating flex face sign would remain a waiver. Mr. Hatchell stated if the framing cabinet itself were counted, it does have dimension.

Chair Brandao referenced the proposed wall sign and asked if it would be illuminated. Mr. Hatchell confirmed. Chair Brandao asked if it would obstruct residents living in the mobile homes nearby. Mr. Hatchell advised they would not be very bright. Mr. Pinney added that the south of the Hospital faces medical offices, and mobile home park is to the west, so they would have no light intrusion from illumination of the south side.

Chair Brandao asked whether the flex face signs would be illuminated. Mr. Hatchell stated they would not.

Ms. Farias noted she works for a printing company, and asked how the flex face was being printed. Mr. Hatchell stated it would be printed with a double strike digital printer. Ms. Farias asked how the printing would last through a hurricane. Mr. Hatchell advised that it would last just like any interstate sign. He noted the Cracker Barrel signs use the same method, but this would be secured to the wall rather than being 100 feet in the air.

Ms. Farias advised that she would like to see the sign before approving it to be high up on the wall, as it could be dangerous in a storm. Mr. Hatchell stated the sign would be engineered with a robust installation just like other signs.

Mr. Pinney confirmed Mr. Hatchell was correct in that any sign structure installed goes through Florida Building Code and because the building is in a high velocity hurricane zone, brackets would be engineered to withstand the winds. He noted if the Board was inclined to entertain the flex face, it could be a condition that they be removed if the City is under hurricane warning. He commented on the number of billboards and pole signs shredded by past hurricanes.

Ms. Enwright asked for an example image of the flex face and inquired as to whether staff had a recommendation related to the material. Mr. Hatchell shared an image. He stated it is a solid tracking system engineered to meet Florida wind codes. He advised the frames are made with extruded aluminum and would not rust and discussed the hardware briefly.

Chair Brandao opened the public hearing, however there being none to speak, he closed the public hearing.

Chair Brandao suggested the Board approve the south sign and table the banners until such time as the applicant makes a proper presentation to City staff.

City Attorney Jadoo asked Mr. Pinney to reiterate the staff recommendation. Mr. Pinney stated staff recommends approval as submitted for the wall sign with three (3) lines of copy.

Ms. Enwright made the following motion, seconded by Ms. Farias:

MOTION: TO APPROVE THE SIGN WAIVER APPLICATION FOR THE WALL SIGN AS PRESENTED

ROLL CALL: Mr. Brandao – Yes; Ms. Enwright – Yes; Ms. Farias – Yes. The motion passed with a 3-0 vote.

Mr. Pinney stated the second request was submitted as banners. He noted the drawings show grommets and looks like a typical vinyl banner, which is generally not long-lasting or aesthetically pleasing. He advised that he does not have the full details on the flex face system, but the applicant had mentioned framing of a taut sign. He stated the issue would be multiple signs on the frontage and not having the three (3) dimensional aspect for the individual letters and symbols.

City Attorney Jadoo asked if staff felt they had enough information to provide the Board with the substantial evidence that they need to consider to make a recommendation to the Board, or if the applicant should be asked to resubmit. Mr. Pinney did not have enough information to make a recommendation for the flex face concept.

Mr. Pinney advised of the procedural considerations of tabling the item. He noted if it was not tabled to a date certain, the Hospital would need to go through all of the advertising expenses again, whereas if it was tabled to a specific meeting date, it would just be a matter of updating the dates on the signs.

City Attorney Jadoo added that if this is the action the Board decides to take, she would recommend it is phrased as a continuance of the item to a date certain rather than tabling the motion. Mr. Pinney read from the public notice section of the Code. He asked the applicant how soon information could be provided, and advised the next available meeting would be May 7.

Ms. Enwright made the following motion, seconded by Ms. Farias:

MOTION: TO TABLE THE SIGN WAIVER APPLICATION FOR BANNERS TO THE MAY 7, 2025, BOA MEETING.

ROLL CALL: Mr. Brandao – Yes; Ms. Enwright – Yes; Ms. Farias – Yes.
The motion passed with a 3-0 vote.

3) APPROVAL OF MINUTES

- A) *ID2024-110*
APPROVAL OF FEBRUARY 6, 2024, BOARD OF ADJUSTMENT (BOA)
MEETING MINUTES

Mr. Farias made the following motion, seconded by Ms. Enwright:

MOTION: TO APPROVE THE MINUTES OF THE FEBRUARY 6, 2024, BOA
MEETING AS PRESENTED.

ROLL CALL: Mr. Brandao – Yes; Ms. Enwright – Yes; Ms. Farias – Yes.
The motion passed with a 3-0 vote.

4) GENERAL DISCUSSION: None.**5) ADJOURNMENT**

There being no further business to discuss, the meeting was adjourned at 7:18 p.m.

Respectfully submitted,

Joao D. Brandao, Chair