

Narrative for Sign Waiver Request for Flex Faced Banner System

Applicant: HCA Florida Northwest Hospital

*Description of Proposed Banners:

1. Banner 1 Specifications:

- Size: 10 feet tall x 33 feet 8 inches wide
- Location: Mounted on the south elevation facing Colonial Blvd
- Installation Method: Flex faced framing system compliant with Florida engineering codes, ensuring the banner is stretched tight to maintain aesthetics and durability. Although this installation allows for permanent signage, the intent is temporary.

2. Banner 2 Specifications:

- Size: 20 feet 10 inches tall x 20 feet 10 inches wide
- Location: Mounted on the east elevation facing State Road 7
- Installation Method: Similar to Banner 1, using a flex faced framing system that adheres to Florida engineering standards, with the banner securely stretched for longevity and visual appeal. This setup is intended for temporary use.

Purpose and Community Benefit:

The banners are intended to promote public awareness of the healthcare services offered at HCA Florida NW Hospital including:

- Announcements of new medical procedures and equipment
- Information about healthcare treatments available
- Other relevant public service announcements

The content of the banners will be refreshed every six months to ensure up-to-date information is conveyed to the public. This frequency also ensures that the banners remain visually appealing and in good condition.

Safety and Maintenance Commitments:

- In the event of a major storm, the banners will be promptly removed to prevent any potential damage or hazard.
- Regular inspections will be conducted to check for signs of wear, degradation from sun exposure, or damage from wind. Any banners showing significant wear will be replaced immediately to maintain the high standards of the hospital's campus.

Justification for Sign Waiver:

As the largest employer in Margate Florida, Northwest Hospital plays a pivotal role in the health and well-being of the community. The proposed banners are more than just advertisements; they are a critical tool for communicating vital health information to the public. The size and placement of these banners have been strategically chosen to maximize visibility and impact.

Given the temporary nature of the banners and their significant role in enhancing public health awareness, a waiver from standard sign regulations is respectfully requested. Granting this waiver will support [Hospital Name]'s ongoing efforts to keep the community informed and engaged with the latest advancements in healthcare.

Conclusion:

We believe that the proposed signage will serve as an invaluable resource for community health education and engagement. We appreciate the city's consideration of this request and are committed to adhering to all applicable safety and maintenance standards to ensure the banners enhance, rather than detract from, the community's well-being.