



DEVELOPMENT SERVICES DEPARTMENT STAFF REPORT

Project Name: Northwest Regional Hospital

Applicant: Gina Penney, Atlas Signs Holdings, Inc., agent for Northwest Regional Hospital

Project Location: 2801 North State Road 7

Hearing No. BA-2-2022 (2022-327)

Hearing Date: September 13, 2022

Board: Board of Adjustment

I. RECOMMENDATION:

APPROVAL

II. EXECUTIVE SUMMARY:

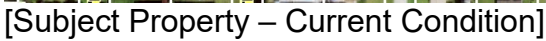
Applicant intends to rebrand an existing hospital campus. A large number of signs displayed on this property have previously been approved by sign waiver. The Margate Sign Code requires review and approval when a legally nonconforming sign is replaced. Since the Board has previously approved similar signs on this property, staff recommends approval.

III. ANALYSIS:

The subject property is located within the following:

- Activity Center land use category
- CF-1 Community Facility zoning district
- Margate CRA boundary

The subject property is a 289-bed hospital located at 2801 North State Road 7. The hospital campus, less office condominiums, amounts to approximately 22.5 acres. On July 16, 2019, the Board of Adjustment approved a campus-wide sign waiver application for both wall signs and freestanding signs. More recently, on May 3, 2022 the Board approved a sign waiver for a 'maternity entrance' that was installed on the east façade. The following is an aerial photo identifying the subject property of this sign waiver application.



The Applicant has included a Master Sign Plan with this waiver application to help navigate the request. The Master Sign Plan identifies 37 signs for consideration in this waiver application. Of those 37 signs, 21 are identified as replacements for existing signs, nine are existing with no proposed changes, four are being removed entirely, two are new directional signs, and there is one new wall sign. Below is an analysis of the signs requested in this waiver as either replacements or new signage, using the reference numbers provided by the Applicant. Article XXXIX. – Sign Code of the Margate Zoning Code is generally known as the Sign Code. Where this report refers to the Sign Code, it is a citation to Article XXXIX. Any code section cited in this report which begins with “39.” is from within the Sign Code. The following is a Sign Location Plan, provided within the Master Sign Plan, to show the approximate location of each of signs identified in this application.



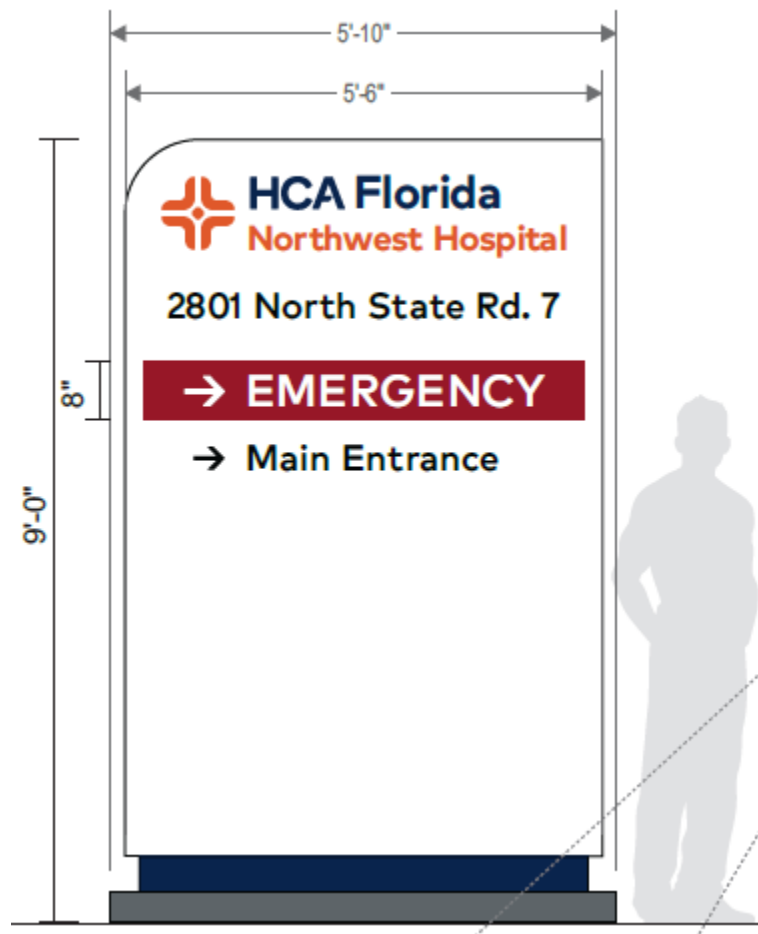
[Sign Location Plan]

The signs identified in orange are those are either existing to be replaced, existing to remain, or new signs. The sign identified in blue are signs to be removed.

Several of the existing signs installed at the subject property have been approved with a sign waiver and building permit, making those signs legally non-conforming. Section 39.14 of the Margate Zoning Code provides that if a legally non-conforming sign is relocated or replaced, it loses its status as legally non-conforming. Thus, the applicant has filed this sign waiver for the rebranding project in order to update and replace signage.

Sign Location 01 – Monument Sign (State Road 7) [REPLACEMENT]

- 1) Address must be displayed at top of sign. Numbers used shall be at least 6 inches, but not more than 12 inches. (Section 39.6(A) – Margate Zoning Code)
 - a. Address is shown as third line of copy.
- 2) All letters or symbols two inches or larger on permanent identification signs must extrude or intrude a minimum of 3/8". Current sign detail (Section 39.3 – Margate Zoning Code)
 - a. Letters and symbols intrude to 1/8".



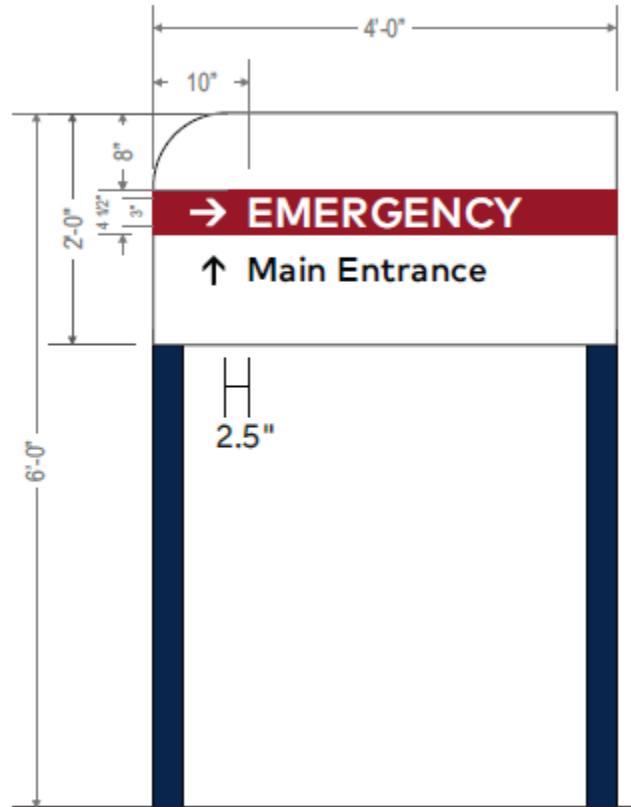
Sign Location 02 – Monument Sign (Colonial Drive) [REPLACEMENT]

- 1) Address must be displayed at top of sign. Numbers used shall be at least 6 inches, but not more than 12 inches. (Section 39.6(A) – Margate Zoning Code)
 - a. Address is not displayed.
- 2) All letters or symbols two inches or larger on permanent identification signs must extrude or intrude a minimum of 3/8". (Section 39.3 – Margate Zoning Code)
 - a. Letters and symbols intrude to 1/8".



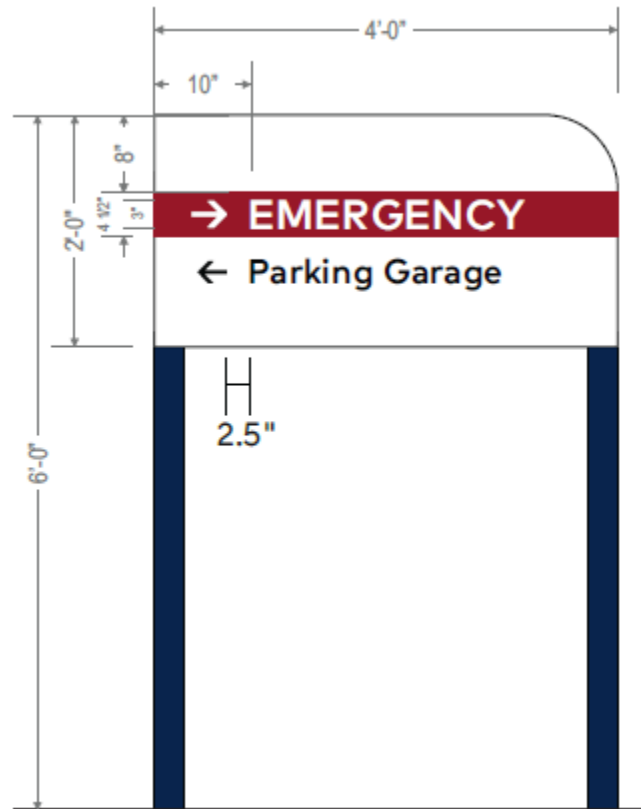
Sign Location 03 – Directional Sign [REPLACEMENT]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is eight square feet.



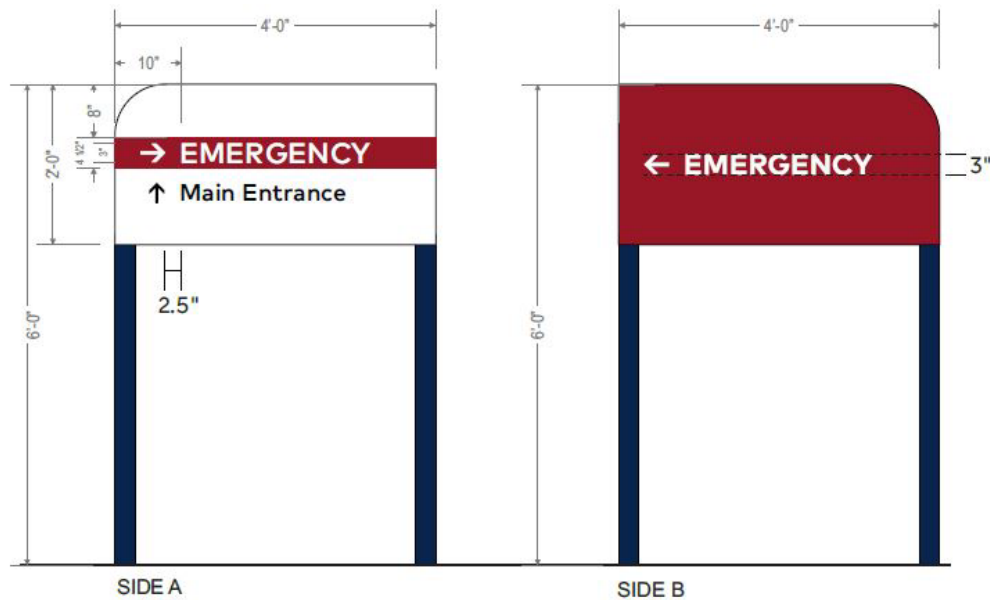
Sign Location 04 – Directional Sign [REPLACEMENT]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is eight square feet.



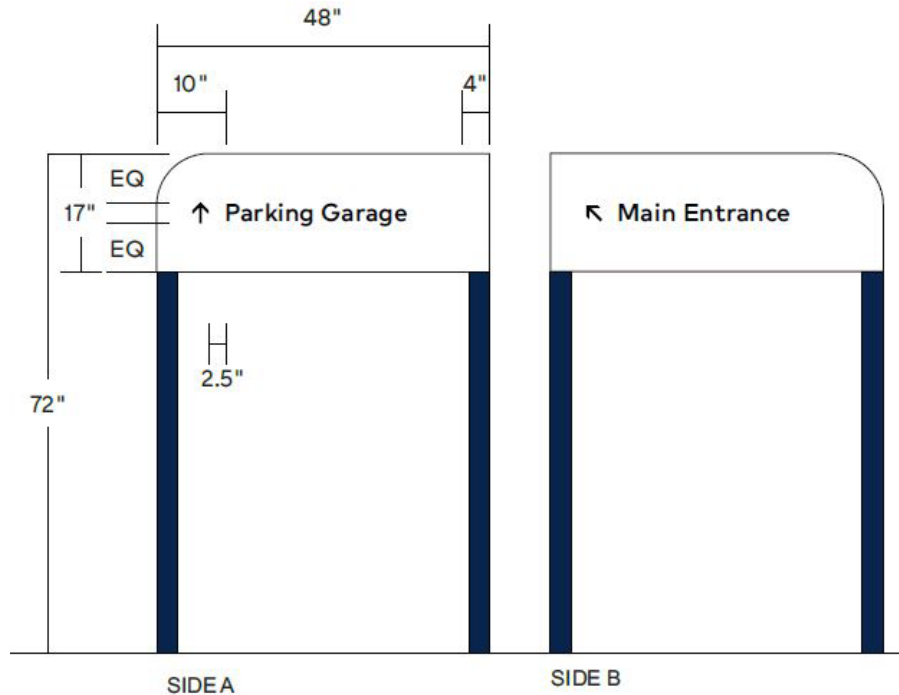
Sign Location 05 – Directional Sign [REPLACEMENT]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is eight square feet.



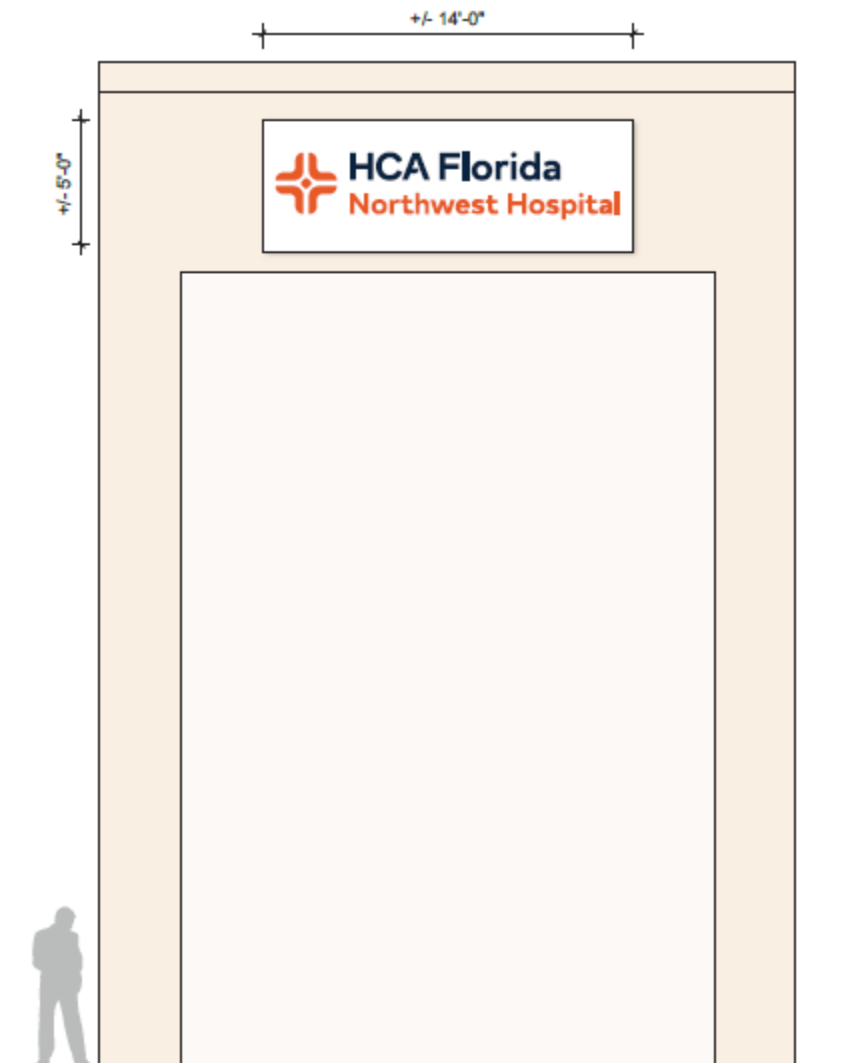
Sign Location 06 – Directional Sign [REPLACEMENT]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is five and six tenths square feet.



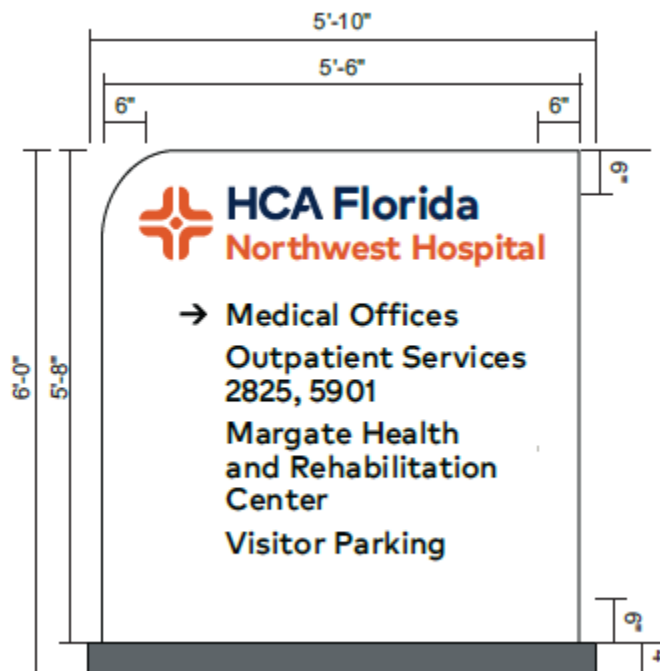
Sign Location 07 – Wall Sign (south): “HCA Florida Northwest Hospital” [REPLACEMENT]

- 1) Code limits buildings to a maximum of one main identification wall sign, and prohibits secondary identification wall signs from being installed on the same frontage as the main identification wall sign. (Section 39.6(A) – Margate Zoning Code)
 - a. Sign #35 is an identification wall sign installed on the same frontage.



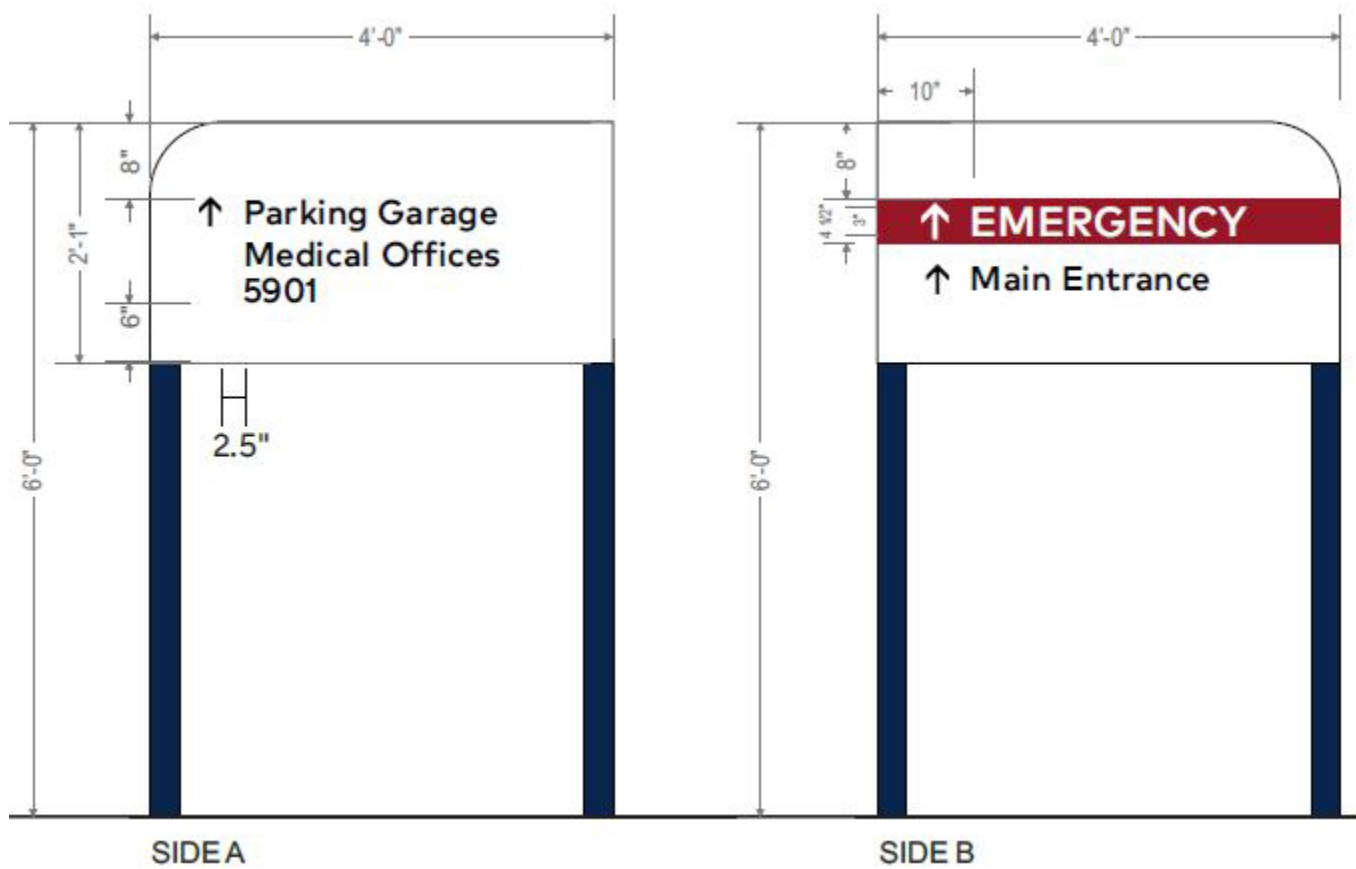
Sign Location 08 – Monument Sign (Colonial Drive) [REPLACEMENT]

- 1) Address must be displayed at top of sign. Numbers used shall be at least 6 inches, but not more than 12 inches. (Section 39.6(A) – Margate Zoning Code)
 - a. Address is not displayed.
- 2) All letters or symbols two inches or larger on permanent identification signs must extrude or intrude a minimum of 3/8". (Section 39.3 – Margate Zoning Code)
 - a. Letters and symbols intrude to 1/8".



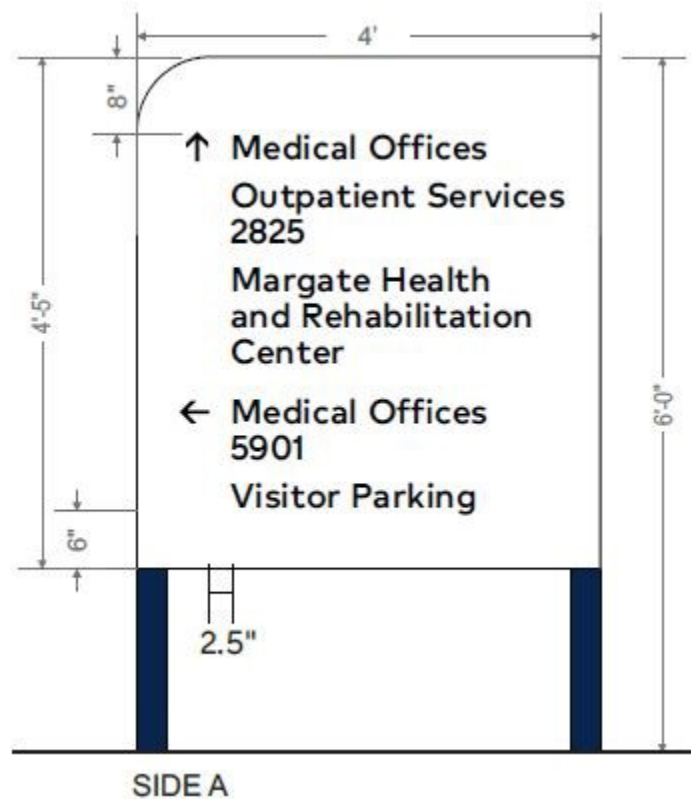
Sign Location 09 – Directional Sign [NEW]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - b. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - c. Proposed area is eight and three tenths square feet.



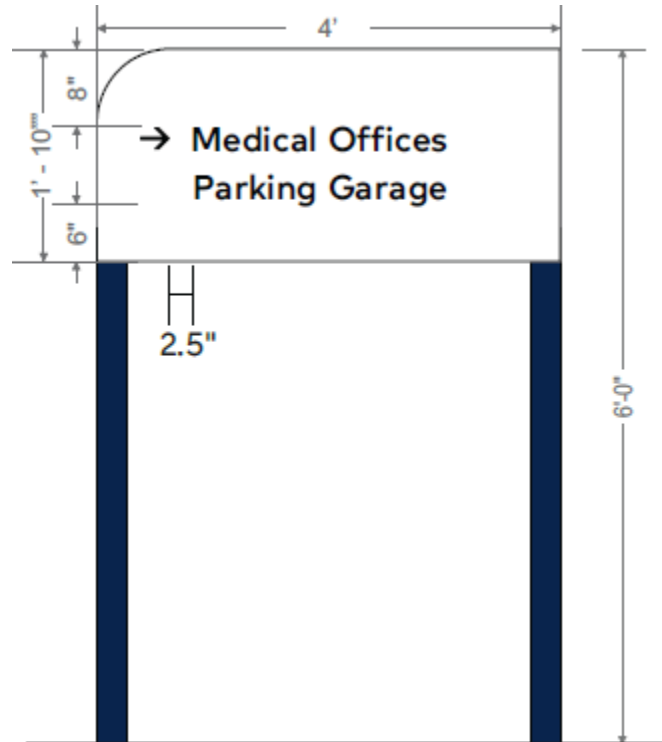
Sign Location 10 – Directional Sign [REPLACEMENT]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is 17.6 square feet



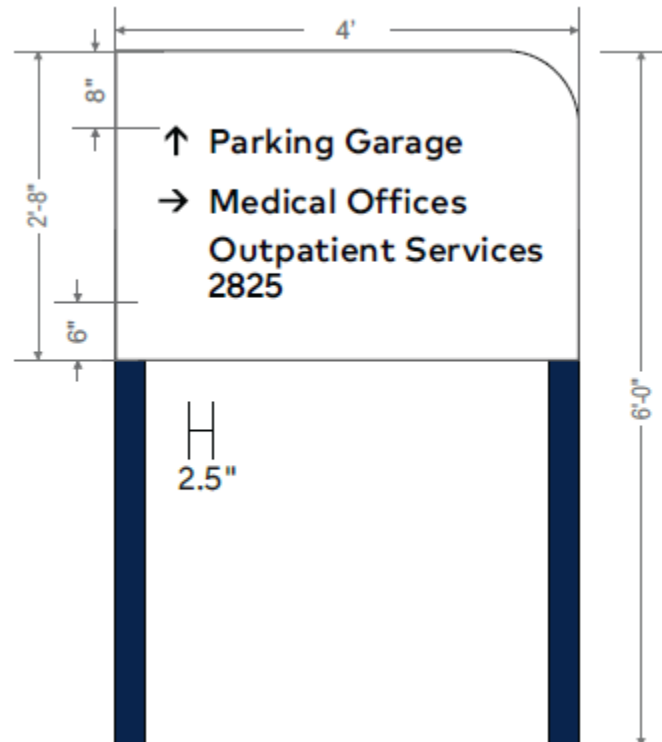
Sign Location 11 – Directional Sign [REPLACEMENT]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is seven and three tenths square feet.



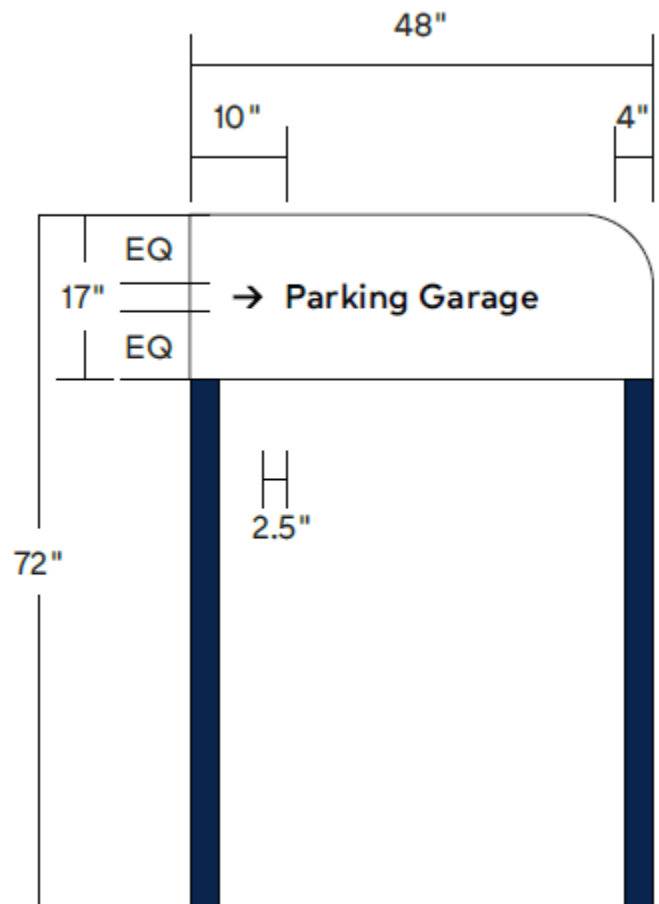
Sign Location 12 – Directional Sign [REPLACEMENT]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is 10.6 square feet



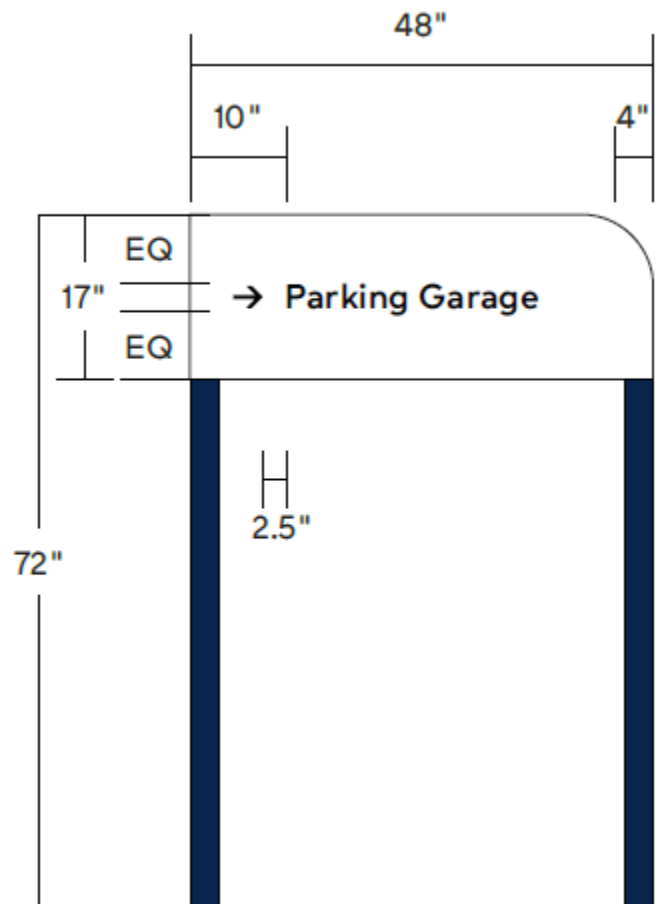
Sign Location 13 – Directional Sign [REPLACEMENT]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is five and six tenths square feet.



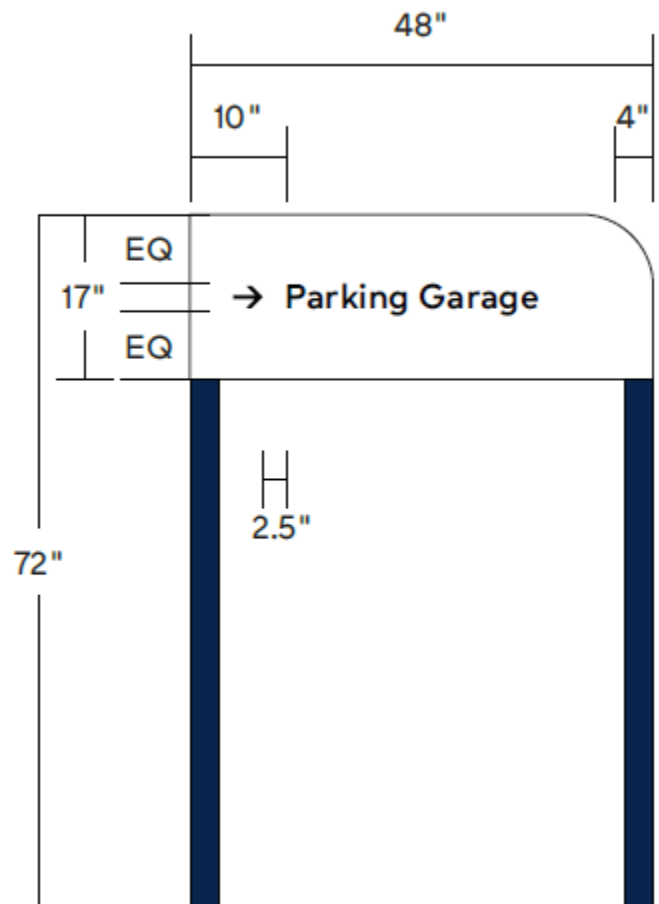
Sign Location 14 – Directional Sign [REPLACEMENT]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is five and six tenths square feet.



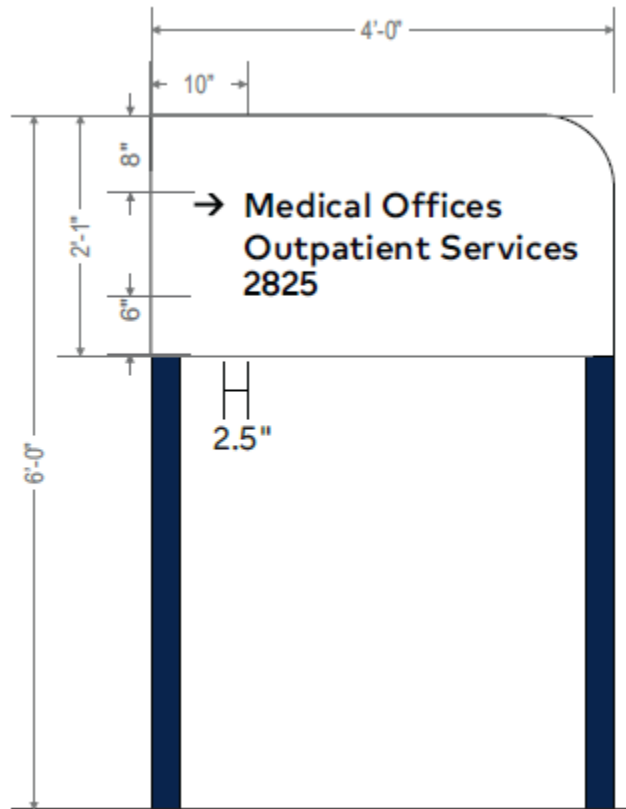
Sign Location 15 – Directional Sign [REPLACEMENT]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is five and six tenths square feet.



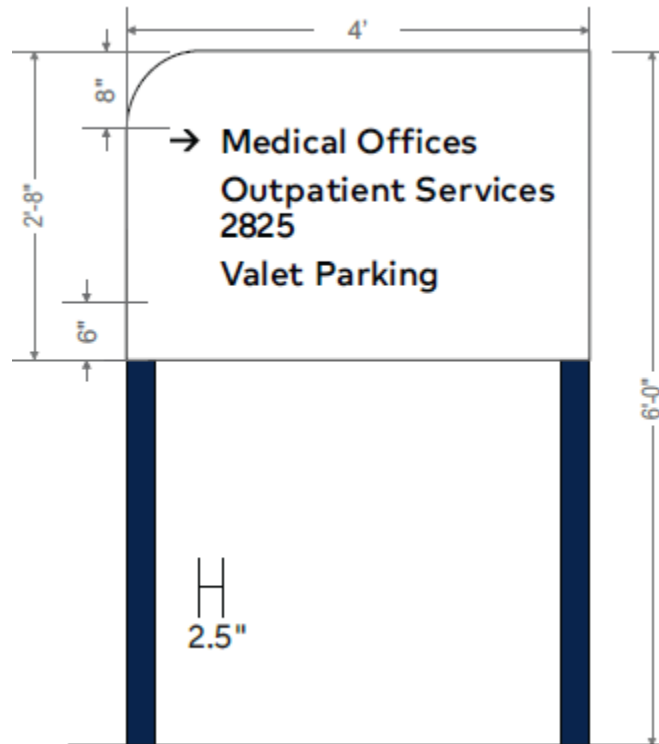
Sign Location 16 – Directional Sign [REPLACEMENT]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is eight and three tenths square feet.



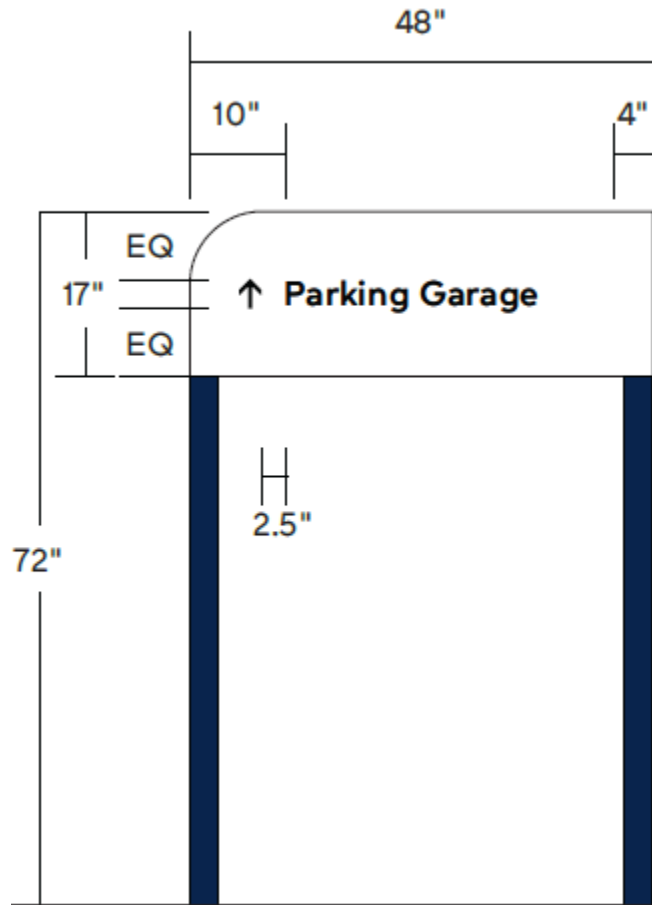
Sign Location 17 – Directional Sign [NEW]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is 10.6 square feet



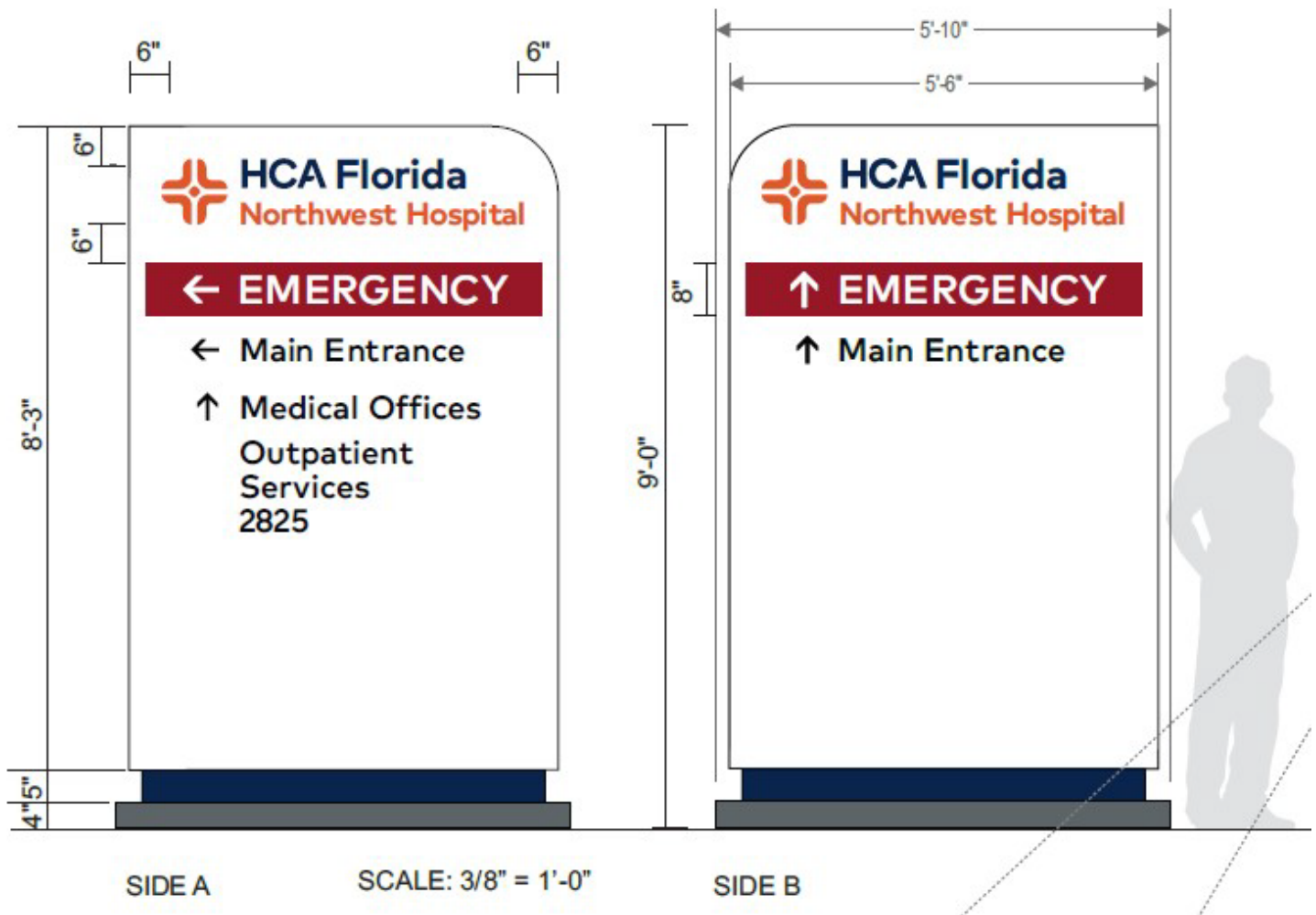
Sign Location 18 – Directional Sign [REPLACEMENT]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is five and six tenths square feet.



Sign Location 19 – Monument Sign (State Road 7) [REPLACEMENT]

- 1) Address must be displayed at top of sign. Numbers used shall be at least 6 inches, but not more than 12 inches. (Section 39.6(A) – Margate Zoning Code)
 - a. Address is not displayed on sign.
- 2) All letters or symbols two inches or larger on permanent identification signs must extrude or intrude a minimum of 3/8". (Section 39.3 – Margate Zoning Code)
 - a. Letters and symbols intrude to 1/8".



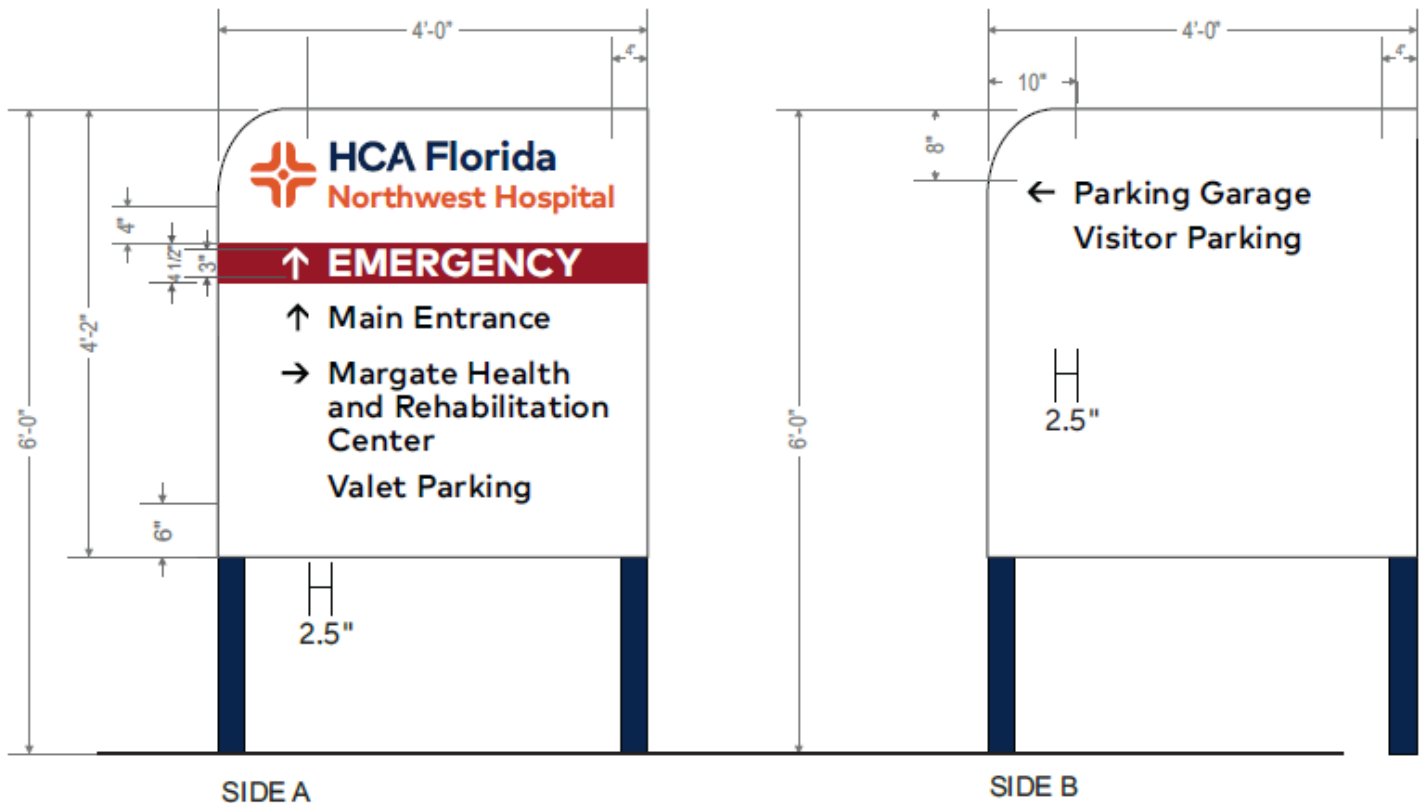
Sign Location 20 – Wall Sign (East): “HCA Florida Northwest Hospital” and “Outpatient Services”
[REPLACEMENT]

- 1) Existing signs being removed/replaced were previously approved with a sign waiver and are legally non-conforming. Replacement of signs eliminates legal non-conforming status. (Section 39.14 – Margate Zoning Code)
- 2) Only one identification wall sign is permitted on this frontage. (Section 39.6 – Margate Zoning Code)



Sign Location 21 – Directional Sign [REPLACEMENT]

- 1) Maximum height of directional sign is four feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed height is six feet.
- 2) Maximum area of directional sign is four square feet. (Section 39.6 – Margate Zoning Code)
 - a. Proposed area is 16.6 square feet



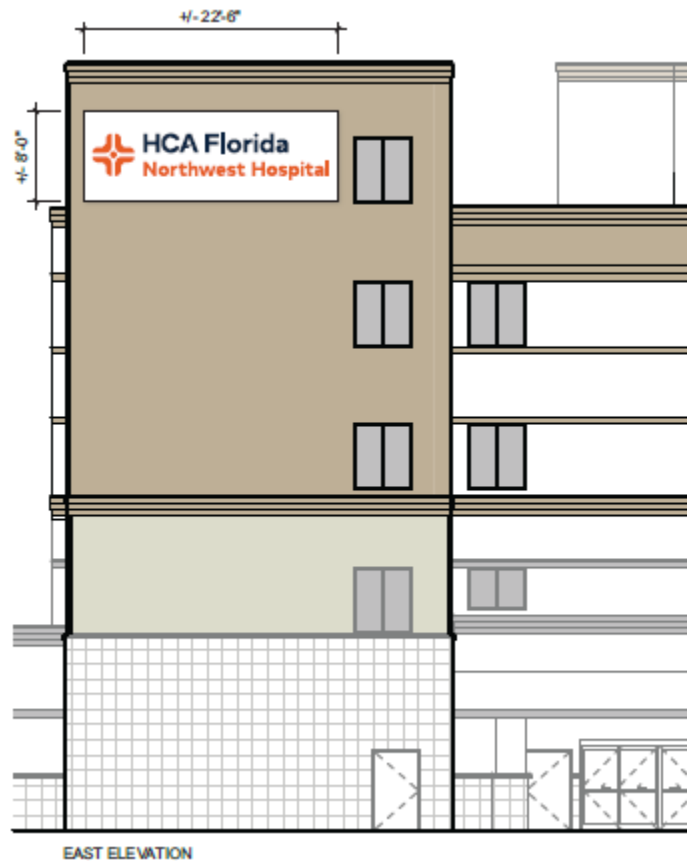
Sign Location 22 – Wall Sign (East): “HCA Florida Northwest Hospital” [REPLACEMENT]

- 1) Existing sign being removed/replaced was previously approved with a sign waiver and is legally non-conforming. Replacement of sign eliminates legal non-conforming status. (Section 39.14 – Margate Zoning Code)
- 2) Only one identification wall sign is permitted on this frontage. (Section 39.6 – Margate Zoning Code)
 - a. Four other identification signs are proposed on this frontage.



Sign Location 23 – Wall Sign (East): “HCA Florida Northwest Hospital” [REPLACEMENT]

- 1) Existing sign being removed/replaced was previously approved with a sign waiver and is legally non-conforming. Replacement of sign eliminates legal non-conforming status. (Section 39.14 – Margate Zoning Code)
- 2) Only one identification wall sign is permitted on this frontage. (Section 39.6 – Margate Zoning Code)
 - a. Four other identification wall signs are proposed on this frontage.



Sign Location 24 – Wall Sign (South): “Main Entrance” [NO CHANGE]

- 1) No action – No code issue.



Sign Location 25 – Wall Sign (South): “Emergency” [NO CHANGE]

- 1) No action – No code issue.



Sign Location 26 – Wall Sign (South): “Northwest Medical Arts” [NO CHANGE]

- 1) No action – No code issue.



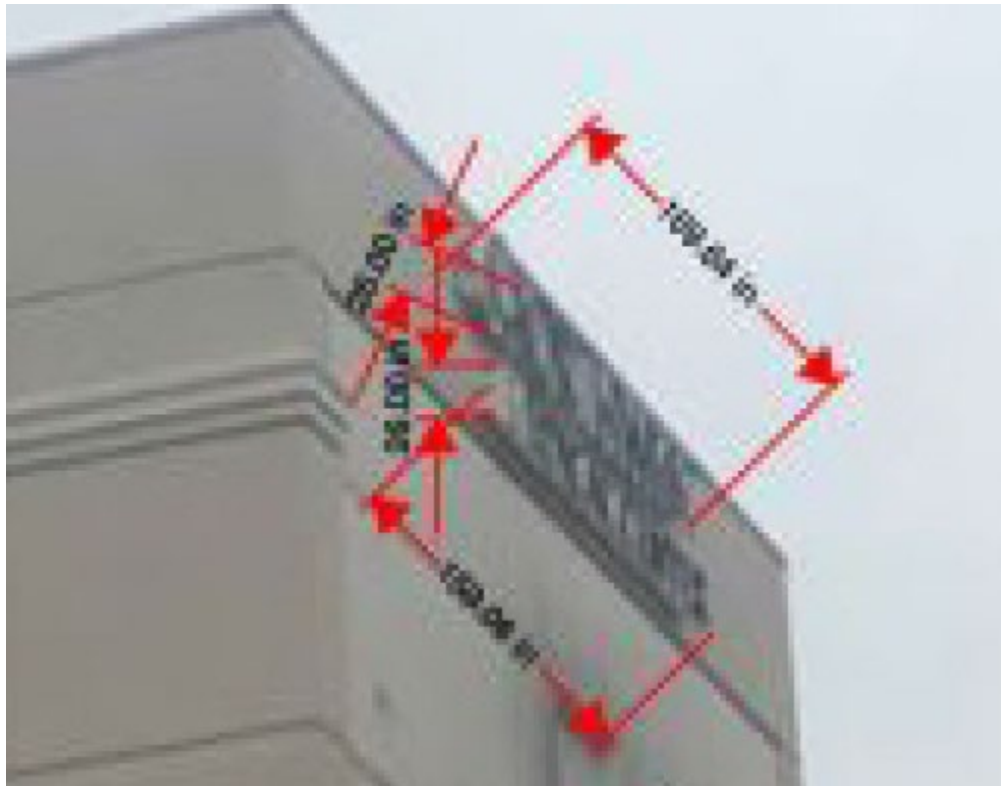
Sign Location 27 – Wall Sign (East): “Ambulance” [NO CHANGE]

- 1) No action – No code issue.



Sign Location 28 – Wall Sign (North) [REMOVE]

- 1) Remove sign without replacing – No code issue.



Sign Location 29 – Wall Sign (West) [REMOVE]

- 1) Remove sign without replacing – No code issue.



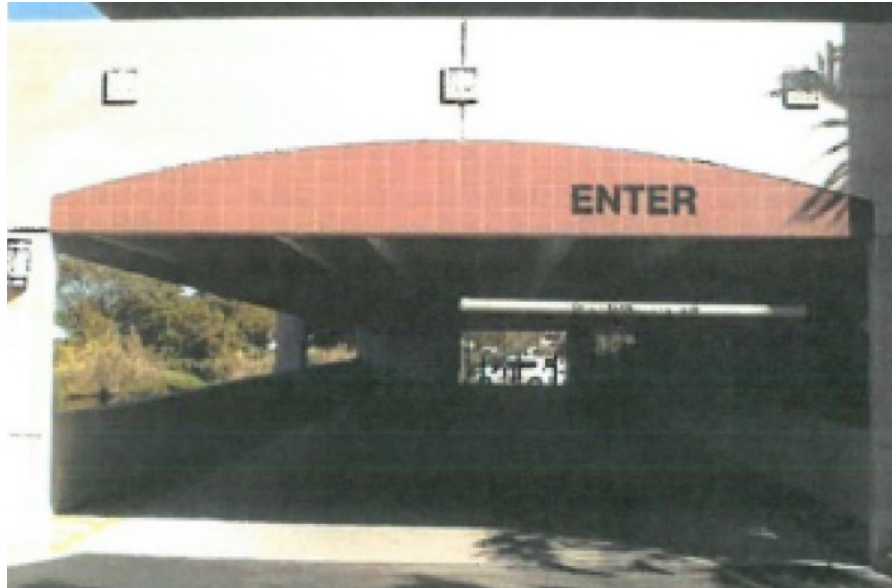
Sign Location 30 – Wall Sign (South): “Heart And Vascular Institute” [REMOVE]

- 1) Remove sign without replacing – No code issue.



Sign Location 31 – Wall Sign (Parking Garage) “Enter” [NO CHANGE]

- 1) No action – No code issue.



Sign Location 32 – Wall Sign (Parking Garage) “Exit” [NO CHANGE]

- 1) No action – No code issue.



Sign Location 33 – Wall Sign “Margate Health Care Center Skilled Nursing and Rehab” [NO CHANGE]

- 1) No action – No code issue.
- 2) Not part of subject property.



Sign Location 34 – Wall Sign “Margate Health Care Center Skilled Nursing and Rehab” [NO CHANGE]

- 1) No action – No code issue.
- 2) Not part of subject property.



Sign Location 35 – Wall Sign (South) “HCA Florida Northwest Hospital” [New]

- 1) Only one identification wall sign is permitted on this frontage. (Section 39.6 – Margate Zoning Code)
 - a. South façade is the frontage where the main identification wall sign is installed.
- 2) All letters or symbols two inches or larger on permanent identification signs must extrude or intrude a minimum of 3/8”. Current sign detail (Section 39.3 – Margate Zoning Code)
 - a. Letters and symbols extrude to 1/4”



Sign Location 36 – Wall Sign (North) ‘Heart and Vascular Logo’ [REMOVE]

- 1) Remove sign without replacing – No code issue. South façade is the frontage where the main identification wall sign is installed.



Sign Location 37 – Wall Sign (East) “Maternity Entrance” [NO CHANGE]

- 1) No action – No code issue.



The requested signage in this application consists of three different types of signs: monument signs, directional signs, and wall signs. Among the three types, there are common conflicts with the Sign Code. With the exception of two new directional signs and one new wall sign on the south facade, there are 21 signs being requested in this application are considered legally nonconforming. The term 'legally nonconforming' means that generally the signs do not conform to the current Sign Code, but were legally permitted and installed. In 2019, the Board of Adjustment granted a campus-wide sign waiver for the hospital for all signage, similar to the type of application now pending before the Board. The hospital is now undergoing a re-branding initiative, so most of those signs that were previously approved are being replaced. Section 39.14 of the Margate Zoning Code provides that if a legally nonconforming sign is replaced, it loses its status of legal nonconformity, hence one of the reasons this application was filed for the Board's consideration.

The wall signs requested in this application conflict with current code due to the limitation of the number of wall signs permitted. The Sign Code allows one main identification wall sign on an eligible frontage, one secondary identification wall sign on an eligible frontage, and one building identification sign facing State Road 7, subject to the criteria of Section 39.6. Secondary identification wall signs are not permitted to be installed on the same frontage as the main identification wall sign.

The four monument signs requested do not provide the street address number at the top of the signs, and do not utilize copy that intrudes into or extrudes out of the face of the sign at least three eighths of an inch. One of the four monument signs displays the site address, but it is displayed on the third line of copy of the sign, rather than the top. The sign face copy intrudes into the sign face one eighth of an inch.

The 15 freestanding directional signs requested in this application all exceed the maximum height and the maximum size allowed under the Sign Code. Section 39.6 limits directional signs to a maximum of

four feet in height, and a maximum size of four square feet in area. The proposed directional signs are all requested to be installed at six feet in height, and range in size from 5.6 to 17.6 square feet in area.

Section 39.19 of the Margate Zoning Code provides three criteria that should be satisfied before the Board of Adjustment grants a sign waiver. Those criteria are as follows:

- (1) There is something 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 that would otherwise be entitled to a sign.
- (2) The granting of a waiver is not contrary to the intent of the sign code, the aesthetics of the area, or does not create a nuisance or adversely affect any neighboring properties.
- (3) Literal enforcement of this article would result in unreasonable and undue hardship upon the petitioner.

Staff has the same findings as in prior sign waiver applications for the subject property. Due to the size, complexity, and nature of the use of the subject property, staff finds that a sign waiver is warranted. The granting of this waiver will not create a nuisance or adversely affect any neighboring properties. The proposal satisfies the criteria of Section 39.19 of the Margate Zoning Code. Additionally, the Applicant is proposing to remove four signs as part of this rebranding project; three of the four signs being removed are wall signs that are currently visible from public right-of-way.



Andrew Pinney, AICP
Senior Planner
Development Services Department