

**CITY OF MARGATE, FLORIDA
WAIVER PETITION**

PART I: TO BE FULLY COMPLETED BY PETITIONER

Property Owner: Name Celebration Pointe North, LLC. Phone: 305-969-2000

Address: 12448 SW 127th Avenue, Miami, FI 33186

Business Owner: Name Celebration Pointe North, LLC. Phone: 305-969-2000

Address: 12448 SW 127th Avenue, Miami, FI 33186

Sign Contractor: Name Longhorn Construction, LLC. Phone: 786-299-2199

Address: 12448 SW 127th Avenue, Miami, FI 33186

Address of subject sign: 5555 Celebration Pointe Lane

Describe, in detail, your proposed sign and how it does not conform to sign code: _____

The proposed monument sign is located in the City Right-of-way per an agreement

with the city and property owner for a long term lease. The code requires 5' minimum setback.

The height of the sign is 19' to the top of the column, but the main portion of the sign is 7.5' high.

The sign code only allows for 7.5' high monument signs.

The code allows for 32 SF of sign face. The proposed sign face is 50 square feet.

THE COMMUNITY REDEVELOPMENT AGENCY BOARD SHALL UTILIZE YOUR RESPONSES TO THE FOLLOWING QUESTIONS IN DETERMINING WHETHER OR NOT TO GRANT THE SIGN WAIVER: *PLEASE BE PREPARED TO PRESENT SUPPORTING MATERIAL AT THE MEETING.*

PLEASE DESCRIBE IN DETAIL: (Use additional pages if necessary):

- a. what is unique about the building or site configuration that would cause the signage permitted by the Margate sign code to be ineffective in identifying your use or structure.

This property has a unique situation where the entry is set back from State Road 7 over 100 feet. Placing the sign on private property would not be visible from State Road 7. The property owner has worked with the FDOT to transfer the right-of-way of Rancho Blvd to the City of Margate and the city granted a long term lease to allow the sign in the right-of-way. The property owner will maintain the right-of-way area including the sign going forward.

The developer is working with the city to beautify the SR 7 corridor and as part of improving the intersection to include a new right turn lane, landscaping and median to create a grand entrance to the community a sizable landmark is required to indicate the new residential complex behind the commercial center.

- b. although your sign request does not technically meet the code, please describe how your sign request meets the plan and intent of the sign code.

The sign letters are consistent with the code of 18" high, but the actual name "Celebration Pointe" takes up more than the 32 square feet to print it clearly on the monument. The 19' high column is not part of the naming plate, but because it is connected to the sign, it requires a waiver for height. If the column was a separate structure, it would not require a waiver.

- c. how your sign request conforms to the intent of any redevelopment plan or policy.

The proposed residential development is in concert with the CRA goals to provide economic stimulus to the redevelopment area. While the actual property is not in the CRA boundary, the entrance to the community is and the improvements to the intersection will only help to improve the aesthetics to invigorate the businesses in the area. The development consists of 580 residential apartments which creates a large demand for local businesses to service the new population. The sign signifies a high end development that will in turn promote future destination point and a identifiable location. This sign needs to be significant and exceptional to stand out from the other communities in the surrounding cities.

- d. how your sign request would add and not detract from the aesthetics of the area.

The immediate intersection needs improvement to eliminate the blight look and feeling. The new entrance with landscape median and prominent sign will significantly improve the aesthetics and contribute to the future goals of the CRA.

- e. why you feel your sign request would not create nor continue a nuisance or adversely affect any neighboring properties.

The proposed monument sign is designed to promote the residential community and will be maintained by the apartment complex indefinitely as they are financially benefiting from visible signage on SR 7. The decorative monument sign provides a upscale feel to the area, breaking up the standard commercial building mounted signs on both sides. The sign needs to differentiate the commercial retail from the residential entrance.


- f. have you discussed with City staff alternatives which may conform or be more conforming to the Sign Code than the sign request you are making?

Yes, placing the sign on private property with smaller letters and low height is not a viable option because it would not be visible to the traffic on SR 7. The apartment complex is a commercial business and requires visibility on SR 7 to insure success. City staff has been working with us to transfer the FDOT Right-of-way to the City and provided a long term lease to allow the sign to be placed as close to SR 7 as possible and work with us to beautify the area to insure success long term.

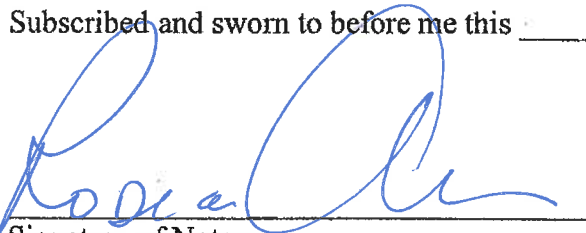
PROPERTY OWNER CERTIFICATION AND PERMISSION TO PROCEED

I hereby certify that I am the owner of the property located at 5555 Celebration Pointe Lane where
the hereto described sign is located, and I authorize Jay Huebner - HSQ Group, Inc. to file this
petition for the waiver for said sign.

Omar Fonte
Print owner's name


Signature of owner Omar Fonte, manager
Celebration Pointe North

Subscribed and sworn to before me this 16 day of April, 2015.


Signature of Notary

Roseann Abrams
Print of type name of Notary

☒ Personally known to me

Produced identification

