

**PETITIONER:** HSQ Group, INC., agent for Celebration Pointe North, LLC.

**HEARING NO.:** CRA-01-2015

**SECTION OF CODE:** Section 39.5

**ZONING:** Planned Unit Development (PUD)

Code requires residential district monument signs to have a minimum 5 foot setback from the right-of-way with a maximum height of 7.5 feet and a maximum of 32 square feet of sign face area. Petitioner is requesting permission to install a monument sign within the right-of-way having a maximum height of 19 feet and 50 square feet of sign face area.

Celebration Pointe North, LLC. is redeveloping a vacant mobile home site into a 580 residential unit apartment complex, known as Celebration Pointe. This location was rezoned from T-1 to Planned Unit Development (PUD) in an effort to stimulate redevelopment within the City of Margate. Although the entrance into the property is located off of State Road 7, the main site is setback approximately 100 feet from this road with existing commercial buildings fronting State Road 7.

Section 39.5 of the Margate Zoning Code requires all residential district monument signs to be located a minimum of 5 feet from the right-of-way. Due to the unique site configuration, City staff has worked with FDOT and the property owner to transfer the FDOT right-of-way to the City, providing a long term lease to the property owner. The intent of the long term lease is to allow the property owner to create a grand entrance for the development that will coincide with City efforts in beautifying the State Road 7 corridor. This entrance offers the petitioner the opportunity to place a monument sign as close to State Road 7, as permissible, in order to offer the development maximum exposure as well as add a new right-turn lane and landscaped medians. It is the property owner's responsibility to maintain the right-of-way and proposed monument sign.

In addition, Section 39.5 requires subdivision monument signs to not exceed 7.5 feet in height. The applicant is proposing a stucco monument sign that is connected to a 19 foot high stucco column. The sign face area of the sign is a maximum height of 7.5 feet; therefore, meeting code requirements. A sign waiver is needed for the maximum height of 19 feet since the column is attached to the main naming plate of the sign and not a separate structure. The column offers a unique architectural element that will provide an aesthetic and prominent feature on State Road 7.

Finally, Section 39.5 requires a maximum sign copy area of 32 square feet with a maximum letter height of 18 inches. The proposed sign copy area meets code requirements for maximum letter height; however, due to the length of the development name, "Celebration Pointe," with 18 inch letters, the name exceeds the maximum sign copy area of 32 square feet. The proposed sign has 50 square feet of sign face area to ensure legibility.

Based on these findings, staff recommends approval of this sign waiver with the following conditions:

1. The placement of the monument sign is reversed to have the column on the side closest to the development, placing the naming plate closer to State Road 7, in order to ensure maximum visibility for drivers and readability of the sign, and;
2. The color rendering and elevation details need to match.

**RECOMMENDATION:**      APPROVE

APPROVE WITH  
CONDITIONS

DENY

  
\_\_\_\_\_  
Director of Economic Development

6 MAY 15  
\_\_\_\_\_  
Date