

**March 1, 2016 Board of Adjustment
Staff Recommendations**

PETITIONER: Sergio Bertot, Professional Signs, Inc., agent for DD's Discounts
LOCATION: Northwest corner of Banks Road and NW 24th Street
ZONING: TOC-CC City Center District

INTRODUCTION

DD's Discounts is moving into Lakewood Shopping Mall, and has requested additional signage.

HEARING NO.: BA-13-2016

SECTION OF CODE: Sections 3.14(16)

Petitioner is requesting permission to install a main identification wall sign that is 420 sqft in area on a business with 120 linear feet of frontage. Code allows 1 sqft of sign area per linear foot of frontage. Petitioner is requesting permission to install two "wall plaques" on the primary façade in addition to the main identification wall sign. Code limits wall signs to one main identification wall sign on a qualified frontage.

The applicant is requesting permission to install a main identification wall sign that is nearly four times the size of what is allowed by the Sign Code, and also install two additional sign panels on the same façade. DD's Discounts is occupying space in Lakewood Shopping Mall, in the same location that was previously occupied by Staples. In 2006, the Margate Community Redevelopment Agency (CRA) granted a sign waiver to Staples for permission to install a 250 square foot main identification wall sign, and two additional wall signs on the same façade. At this hearing staff found that the existing building setback from Atlantic Boulevard was excessive and gave a favorable recommendation to the CRA Board. Staff continues to find the existing building setback to be excessive, and understands that 1 square foot of sign area per linear foot of building frontage may not be adequate on this particular property, however, staff finds that the successful petition by Staples proved that 250 square feet of signage is sufficient, making the request for 420 square feet excessive.


In the 2006 sign waiver hearing, Staples also requested two additional signs on the front façade. These signs were to identify services offered and to provide direction for the location of those services within the store. The additional signs requested by this application simply repeat the name of the store, and do not offer any additional clarity or purpose for consumers or the general public.

Staff finds that the vast building setback from Atlantic Boulevard creates hardship in identifying businesses in this shopping center. **Staff recommends approval of this variance, subject to the condition that the main identification sign is limited to a maximum of 250 square feet, and no other signage is permitted on the front façade that is not permitted by the Sign Code.**

RECOMMENDATION: APPROVE

APPROVE WITH
CONDITIONS

DENY



Director of Economic Development.

24 FEB 16
Date