



**REGULAR MEETING OF
THE BOARD OF ADJUSTMENT
MINUTES**

Tuesday, August 9, 2018

6:30 PM

City of Margate
Municipal Building

PRESENT:

Karl Artner, Vice Chair
Julianne Lore, Secretary
Fred Schweitzer
Patrick Laffey

ABSENT:

Chad Dangervil, Chair - Excused

ALSO PRESENT:

Julie F. Klahr, law offices of Goren, Cherof, Doody & Ezrol, P.A.
Robert Massarelli, Director of Development Services
Andrew Pinney, Senior Planner
Drew Byers, President, POM MRI

The regular meeting of the Board of Adjustment of the City of Margate, having been properly noticed, was called to order by Vice Chair Karl Artner at 6:30 p.m. on Thursday, August 9, 2018. The Pledge of Allegiance was recited followed by a roll call of the Board members.

1) **NEW BUSINESS**

ID 2018-338

- 2A) **BA-05-2018** SIGN WAIVER REQUEST TO INSTALL A MAIN IDENTIFICATION WALL SIGN ON A PORTION OF THE BUILDING THAT IS NOT OCCUPIED BY THE APPLICANT AND ALLOW A SECOND WALL SIGN ON A PORTION OF THE BUILDING WHERE ANOTHER WALL SIGN PRESENTLY EXISTS. A MAXIMUM NUMBER OF ONE MAIN IDENTIFICATION WALL SIGN IS ALLOWED PER STORE FRONTAGE LOCATED AT 2800 NORTH STATE ROAD 7.

All those speaking on the item were duly sworn.

Economic Development Department

5790 Margate Boulevard, Margate, FL 33063 • Phone: (954) 935-5330 • Fax: (954) 935-5304
www.margatefl.com • econdev@margatefl.com

City Commission

Mayor Arlene R. Schwartz
Vice Mayor Anthony N. Caggiano
Lesa Peerman
Tommy Ruzzano
Joanne Simone

City Manager

Samuel A. May

Interim City Attorney

Goren, Cherof,
Doody & Ezrol, P.A.

City Clerk

Joseph J. Kavanagh

Miss. Alexia Howald gave a PowerPoint presentation which explained the sign waiver request in detail. She gave the staff findings which include, the building and site configuration are not unique, granting the waiver would be contrary to the intent of the Sign Code because it would add clutter and detract from area aesthetics, and a literal enforcement of the Sign Code does not constitute a hardship because there are other signage opportunities. Ms. Howald further stated that staff is giving a recommendation of denial.

Mr. Drew Byers, Owner and Managing Partner of POM MRI introduced himself to the board. He explained that his business is located in the back south corner of the building facing the south. He stated that the number one complaint of his patient surveys is difficulty finding the location, and this is the reason for his request of additional signage in the front of the building.

Mr. Schweitzer stated that the current monument sign lettering is extremely small and suggested tripling the size of the letters on the monument sign. Mr. Byers stated that he agrees with this and said that the monument sign was an agreement he had with the landlord of the property when he moved in. Mr. Schweitzer stated that the monument sign can be restructured to meet his needs. Mr. Byer stated that the reason he prefers the front of the building is to tell the community that there is an MRI center here in Margate across from the hospital. He also explained that his facility is one of four in Broward County that offers "Super Ultra High-Field 3 Tesla MRI Magnet".

Mr. Artner stated that he does not like the look of the front of the building, explaining that each sign currently has a different font. He recommends bringing the monument sign up to code as well as cleaning up the landscaping around the monument sign. Mr. Artner explained that he does not think that by adding the proposed sign to the front of the building will help with visibility. He then suggested installing a sign in the parking lot directing people to POM MRI's location.

Mr. Pinney further explained Mr. Artner's suggestion by referring to Section 39.6 of the Sign Code which permits directional signs.

Mr. Artner asked the applicant if he would be willing to look into installing directional signs? Mr. Byers responded "yes".

Mr. Byers explained to the board that when POM MRI had their temporary sign up under the Holy Cross sign, they had the general public walking in with prescriptions for MRI's asking if they could schedule their test. He stated that it was amazing how the sign drew in the public without them calling for an appointment.

Robert Massarelli, Development Services Director stated that staff would be willing to meet with both Mr. Byers and his landlord to discuss directional signs at the location.

Mr. Schweitzer made the following motion, seconded by Mr. Laffey:

MOTION: MOTION TO DENY

Public Comment:

Richard Zucchini, 380 Lakewood Circle East, stated that he believes this application meets the criteria of a hardship and that the sign on the bell tower will do very well in recognizing the client at this location.

ROLL CALL: Mr. Laffey, Yes; Mr. Schweitzer, Yes; Ms. Lore, Yes;
Mr. Artner, Yes. The motion to deny passed with a 4-0 vote.

3) **GENERAL DISCUSSION**

Board had no comment.

Public Comment:

Antonio Arserio, asked for clarification on City Code that when a Board of Adjustment member is absent should a member of the Planning and Zoning Board sit in for that absent board member?

Mr. Artner answered this question stating that this is the responsibility of the Board of Adjustment Chairperson and this is only if the Board does not have a quorum.

There being no further business, the meeting was adjourned at 7:04 p.m.

Respectfully submitted,

Prepared by Melissa M. Miller

Chad Dangervil, Chair