



COMMUNITY REDEVELOPMENT AGENCY BOARD SIGN WAIVER MEETING

August 15, 2000

Present:

Peter B. Tiernan
Bill F. Dowd
Rodney N. Green
Lew Filman
Jeffrey Modlin, Chair

Also Present:

Joseph Varsallone, Commissioner
Eugene Steinfeld, City Attorney
Jeff Oris, Executive Director
Petitioners

The sign waiver meeting of the Margate Community Redevelopment Agency Board having been properly noticed was called to order by Chair Jeffrey Modlin on Tuesday, August 15, 2000, at 7:05 PM in the Commission Chambers, Margate City Hall, 5790 Margate Boulevard, Margate, Florida.

Public Hearing Notice No. CRA-5-2000 was properly noticed to all property owners within a 300-foot radius of the subject property on July 7, 2000, and by legal advertisement on July 8, 2000.

1. **PUBLIC HEARING NOTICE CRA-5-2000 – DID GOLDCOAST MANAGEMENT.** Permission to continue use of 22-inch sign band that runs across a majority of multi-tenant buildings; the Code allows 1 square foot per lineal foot of building frontage. The petitioner requests use of existing sign structure that runs 100% of most tenant spaces; the Code allows a sign of up to 75% of building frontage. The petitioner requests to use flat vinyl lettering; the Code requires all letters or symbols 2-inches or larger on permanent identification signs to extrude or intrude at least 3/8" from the sign surface. Section of Zoning Code 22.6 Main identification wall signs. 22.3.1(j) Construction requirements. Holiday Springs Village Section 3 as recorded in Plat Book 80, page 85 of the public records of Broward County, Florida. A portion of Tract 6 described as commencing at NW corner of said tract, S 571, E 462, N 77, see additional legal on tax roll. Located at 8038 West Sample Road, Margate, Florida. B-2 Zone (Tabled from the June 20, 2000, Sign Waiver meeting.)

Mr. Jeff Oris being duly sworn, explained that he had spoken at length with Mr. Wujceak who represents DID Goldcoast Management on the timeline to correct the code violations. He explained that the Board had discussed allowing the basic waiver being requested with the exception of providing for raised letters in the signage band through the inclusion of a channel to accept plexi-glass face with raised letters. The petitioner needed to address those issues, but the timeline that was provided did not provide any gradual completion of the projects. He felt that the timeline needed to be reworked to an acceptable point.

Mr. Kelly Wujceak, representing DID Goldcoast Management, being duly sworn stated the petitioner's willingness to comply with any timeline constraints.

He explained the reason for the rough outline was that he had not been able to get appropriate quotes from the contractors for the work to be done, and that as soon as he received the quotes, he would present another timeline for the signage and the parking lot. Minor repairs had already been started on the parking lot.

Chairman Modlin explained that a more reasonable timeline was needed. Mr. Oris asked the petitioner when he would have quotes available. The petitioner explained that he would have the final quotes within the next two to three weeks. Mr. Oris recommended tabling to the next meeting at which time there should be a more complete timeline.

The following motion was made by Mr. Tiernan, seconded by Mr. Green:

MOTION: SO MOVE TO TABLE THE ITEM TO THE NEXT MEETING.

Chairman Modlin stated that if a reasonable timeline was not received by the next meeting a decision would be made. Mr. Wujceak asked for a guideline of what the City wanted. Mr. Oris explained that the Board was looking for incremental steps for the work that would be done.

Mr. Richard Burkard, Building Official, being duly sworn explained that a permit was needed to re-stripe and reseal the parking lot, and that the handicap parking would have to be brought up to Code.

ROLL CALL: Mr. Tiernan, Aye; Mr. Dowd, Yes; Mr. Green, Aye; Mr. Filman, Yes; Mr. Modlin, Yes.
The motion passed 5-0.

Public Hearing Notice No. CRA-6-2000 was properly noticed to all property owners within a 300-foot radius of the subject property on August 4, 2000, and by legal advertisement on August 4, 2000.

2. **PUBLIC HEARING NOTICE CRA-6-2000 – GARY MCKEE FOR NORTHWEST MEDICAL CENTER.** Permission to install a main identification wall sign at 2801 North State Road 7. The proposed sign as presented has gaps over 3 feet wide, which constitutes two signs. Both signs have a total sign area of 408 square feet; the Code allows only 60 square feet. The sign has three lines of copy; the Code only allows two lines of copy. Section of the Zoning Code 22.6 Nonresidential district permanent signs – Main identification wall sign. A portion of parcel "A" of "Colonial Park" according to the plat thereof as recorded in Plat Book 115 at Page 14 of the Public Records of Broward County, Florida. CF-1 Zone

After the City Attorney read the notice, Mr. Oris explained that this item came before the Board because the hospital was attempting to put signage on the building now that they were completing the on-going expansion projects. This particular area was of great concern because the petitioner was requesting two signs as defined by Margate's Code. Staff felt that the hospital was overdoing the signs on the property and recommended allowing the two lines of copy below the windows and the removal of the branding of "Northwest".

Mr. Gary McKee, Director of Engineering for Northwest Medical Center, being duly sworn explained that he made a special effort to go out and look at the signs, and agreed that there was a lot of "Northwest" signs about. The ongoing problem the hospital has was that patients going to the outpatient area to see physicians and receive treatment were not aware that the building was a part of the hospital. He was prepared to do whatever he had to do to get closure on this issue.

Mr. Steve Yost, of Bengis Signs, being duly sworn explained that the hospital and the family health center had existing signs on the building, but the outpatient facility was not identified.

Chairman Modlin asked if the patients serviced by the outpatient facility would more readily identify the hospital logo. Mr. McKee explained that the front desk staff has stated that patients were not aware that it was a part of the hospital. He explained that he had no issues going to two lines of copy, but wanted to keep the "Northwest" and the "Outpatient Pavilion" and eliminate the "Family Health Center".

Mr. Tiernan questioned whether removing one line of copy would bring the sign closer to the square foot requirement of the sign code. Mr. McKee explained that staff's issue was because the row of windows separated the "Northwest Medical Center" from the other two lines of copy, the entire area counted as square footage. He explained that he would prefer to keep the "Northwest Medical Center" as high as possible, and perhaps move "Outpatient Pavilion" up above the windows.

Mr. Oris stated that it would probably be acceptable to do that but suggested that the Board consider whether it would appear less cluttered to separate the lines of copy with the windows. Mr. McKee stated that his preference was to keep the "Northwest" portion above the windows and raise the "Outpatient Pavilion" underneath that, but he would comply with the decision of the Board. There was discussion on reducing the letters in the "Northwest" portion of the sign.

The following motion was made by Mr. Tiernan, seconded by Mr. Filman:

MOTION: SO MOVE TO GRANT THE WAIVER WITH THE FOLLOWING STIPULATIONS:

1. THE LETTERS IN THE "NORTHWEST" PORTION OF THE SIGN MUST BE 22 INCHES.
2. THE "NORTHWEST" PORTION OF THE SIGN WILL REMAIN SEPARATED FROM THE "OUTPATIENT PAVILION" BY THE ROW OF WINDOWS.
3. PERMITTING A WAIVER FROM THE SQUARE FOOT REQUIREMENT FOR WALL SIGNS.

Commissioner Varsallone being duly sworn asked if the granting of this waiver would set a precedent. The City Attorney explained that it was not legal precedent.

ROLL CALL: Mr. Tiernan, Yes; Mr. Dowd, Yes; Mr. Green, Yes; Mr. Filman, Yes; Mr. Modlin, Abstain due to his wife being Chief Nursing Officer of the hospital, and this might be considered a special gain. The motion passed 4-0 with 1 abstention.

Public Hearing Notice No. CRA-7-2000 was properly noticed to all property owners within a 300-foot radius of the subject property on August 4, 2000, and by legal advertisement on August 4, 2000.

3. **PUBLIC HEARING NOTICE CRA-7-2000 – GARY MCKEE FOR NORTHWEST MEDICAL CENTER.** Permission to use the existing monument sign located at 5800 Colonial Drive, Margate, Florida. The Code allows that hospital monument signs should not exceed 8 feet in width; the monument sign is 11 feet wide and uses vinyl letters. The Code does not allow signs within a 25-foot sight triangle; the monument sign is located within this area. Section of the Zoning Code 22.8.14 Supplemental regulations – Hospitals, 22.3.1(I) General requirements for signs in all zoning districts. CF-1 Zone

After the City Attorney read the notice, Mr. Oris clarified that the determination of the sign being in a sight triangle was made based on scaling the sight plan, and not by numbers provided by the hospital. However, the representatives of the hospital have assured him that the sign was 24.6 inches from the right-of-way and encroached into the sight triangle by six inches. In response to Chairman Modlin's question on whether the six inches posed a hazard, Mr. Oris stated that in his opinion it did not. Staff's concern was that the sign far exceeded the allowable width and area. He felt that there was no need for a sign that size, and would prefer to see the sign reduced to the size allowed by Code.

Mr. Yost explained that the sign was made of aluminum with two steel poles set in concrete footers located in the extreme ends of the sign. The sign has existed for the past 18 years.

Mr. Tiernan questioned whether the sign would be brought into compliance within two years. Mr. Oris explained that once the Board granted a waiver, it was good until such time that the Code was changed to state specifically that these things would be amortized. Mr. Oris explained that the City required a master sign plan that was submitted to the Board at the workshop meeting. At that time, the hospital came forward to change all their signs. The signs before the Board were the ones that the hospital felt should not be altered or should be allowed to be larger for various reasons. Staff felt that there was no need for a sign that size at that location. There was no hardship versus what the Code allowed, and also versus the use of that building and the existing signage.

Mr. Modlin questioned the location of the sign. Mr. McKee explained that the sign was located directly in front of the south medical office building. Mr. Green stated his opinion that it would be more economical to change the sign once.

Mr. Oris asked that the Board word their motions in the positive, and then vote no because it kept the record clear that a "no" vote meant no, and a "yes" vote meant yes.

The following motion was made by Mr. Tiernan, seconded by Mr. Filman:

MOTION: SO MOVE TO APPROVE THE WAIVER.

ROLL CALL: Mr. Tiernan, No; Mr. Dowd, No; Mr. Green, No; Mr. Filman, No; Mr. Modlin, Abstain due to his wife being Chief Nursing Officer of the hospital, and this might be considered a special gain. The motion failed 4-0 with 1 abstention; the waiver was denied.

Public Hearing Notice No. CRA-8-2000 was properly noticed to all property owners within a 300-foot radius of the subject property on August 4, 2000, and by legal advertisement on August 4, 2000.

4. **PUBLIC HEARING NOTICE CRA-8-2000 – GARY MCKEE FOR NORTHWEST MEDICAL CENTER.** Permission for a secondary wall sign to be located at 5800 Colonial Drive, Margate, Florida. The Code allows a sign up to 31 square feet in area; the proposed sign is 69 square feet in area. Section of the Zoning Code 22.6 Nonresidential district permanent signs – Secondary identification wall sign. CF-1 Zone

After the City Attorney read the notice, Mr. Oris explained that the sign came before the Board as a secondary wall sign. He explained that secondary wall signs were allowed 1/2 square foot of area for each linear foot of building on the side. He understood that there was no signage on the front of the building, and technically the sign could be considered a main identification wall sign, which would be allowed 1 square foot for each linear foot of building frontage. Therefore, the sign could be up to 62 square feet. The sign being requested was 69 square feet in area, and after speaking with the petitioner they were willing to reduce the sign to 62 square feet. If they were willing to do that staff would recommend approval.

Mr. McKee agreed to make the sign 62 square feet.

The following motion was made by Mr. Tiernan, seconded by Mr. Green:

MOTION: SO MOVE TO APPROVE THE WAIVER WITH THE STIPULATION THAT THE SIGN IS REDUCED TO 62 SQUARE FEET.

ROLL CALL: Mr. Tiernan, Yes; Mr. Dowd, Yes; Mr. Green, Yes; Mr. Filman, Yes; Mr. Modlin, Abstain due to his wife being Chief Nursing Officer of the hospital, and this might be considered a special gain. The motion passed 4-0 with 1 abstention.

5. GENERAL DISCUSSION

There was no general discussion.

There being no further business, the meeting was adjourned at 7:45 PM.

Respectfully submitted

Jeffrey Modlin
Chair

cc: City Commission, City Manager, City Attorney, City Clerk, Building Official, Director of DEES, City Planner, Executive Director, CRA Board, Petitioner.