

**JUSTIFICATION & CRITERIA STATEMENT**  
**SIGN VARIANCE**  
**2216 HOLLYWOOD BOULEVARD**

The applicant is seeking a variance to allow a second wall sign on the structure of the building located at 2216 Hollywood Boulevard.

The subject property is an older single story structure that occupies the entire site. The building has a frontage of approximately 150 feet.

The structure has a parapet and wing walls at the front of the structure that has no other purpose than to provide an area to for signage. At the present time the building has a channeled letter wall sign on the front facade that is approximately 60 square feet in area. The proposed sign would be the same size as the existing sign. The applicant is allowed to have 150 feet of signage by right on the front of the building.

The existing sign on the front wall is not visible to east bound drivers until they are parallel to the building and west-bound drivers can partially see the sign approximately 100 feet west of the building. The sign on the front is partially blocked by a large black olive tree located in front of the property located to the east of the subject property.

In order to grant the variance the following criteria must be met. These criteria are as follows:

**THE VARIANCE IS NOT CONTRARY TO THE PUBLIC INTEREST.**

The public interest regards public safety and welfare. The applicant believes that the public safety will be improved because Humana customers looking for the building will be able to more readily identify the building from the west and properly position their vehicles to either park in front of the structure on Hollywood Boulevard or pull into a driveway located on the east side of the building that has access to a parking lot behind the subject property. The proposed sign will be the same as the existing sign on the structure and the two signs in total will not exceed the total amount of signage allowed on the front of the structure.

A second sign will not have any negative effects on the surrounding business community or the City as a whole. Signs are intended to identify locations of various services and the proposed sign does by supplementing the existing sign on the front of the structure that cannot be seen by east bound traffic.

## **THE VARIANCE IS REQUIRED DUE TO SPECIAL CONDITIONS**

As stated earlier the subject property has no setbacks in which a freestanding sign can be placed nor is the structure large enough to be its own landmark. In addition the existing sign on the front of the structure is ineffective because it cannot be seen from the west and is partially blocked by off site trees from the east. The location of the proposed sign is on a wing wall portion of a side wall that can be seen from a distance. While there is no definitive proof an argument can be made that this portion of the wall was designed for an identifying sign like the one being proposed by the applicant.

While the structure on the subject property is not unique many of the structures between Dixie Highway and I-95 have other design characteristics that allow them to have freestanding signs or other signs that make it easier to identify their locations. These characteristics include parking lots, front and side setbacks, additional street frontages and in some cases variances have been granted to allow additional signs.

Being able to locate the structure quickly to take advantage of parking either on the street or in the parking lot is critical to the operation of the medical clinic in the building.

## **A LITERAL ENFORCEMENT OF THE PROVISIONS OF ARTICLE 8 MAY RESULT IN UNNECESSARY HARDSHIP.**

The subject property is allowed to have 150 square feet of sign age on the front of the building. Enlarging the existing sign on the front will not improve the visibility of the structure. However allowing 60 square feet of sign to be transferred to a side wall of the structure will greatly improve the visibility of the structure without granting the applicant any additional signage square footage. If the request for a variance is denied the structure has no identification from a westerly direction.

The applicant believes that they meet the criteria for a sign variance and requests that the Board approve their request.