


**CITY OF HOLLYWOOD, FLORIDA
INTER-OFFICE MEMORANDUM
OFFICE OF PLANNING**

DATE: September 2, 2010

FILE: 10-V-58

TO: Development Review Board

VIA: Andria Wingett, Planning Manager 

VIA: Julie Walls Krolak, Principle Planner 

FROM: Travis Kendall, Associate Planner

SUBJECT: Humana Inc., is requesting a variance to allow one additional wall sign on the west building elevation for the property located at 2216 Hollywood Boulevard.

APPLICANT'S REQUEST

Variance: Allow an additional wall sign on the west building elevation.

STAFF'S RECOMMENDATION

Variance: Approval, with the following conditions:

- a) Total combined signage on the north and west shall not exceed the maximum 132 square feet permitted for the site.
- b) The west sign shall remain the primary sign and no additional wall signage is permitted.
- c) Approval is for Humana Inc., or other similar use approved by the City of Hollywood.

BACKGROUND

According to the Zoning and Land Development Regulations, the applicant is allowed one wall sign per street frontage. The request is for additional wall sign on the west building elevation. This building is located along a busy corridor and additional signage will help distinguish the building and maintain recognition amongst existing and potential customers. Providing signage on the west building elevation will help provide clear identification and will allow Humana to obtain a level of commercial exposure equivalent to that of other similar establishments in the City. The existing sign on the north side of the building faces Hollywood Boulevard; however it is located toward the eastern half of the building and is not readily visible to customers approaching the property from the west. In addition there is an existing tree which partially blocks the existing sign from Hollywood Boulevard.

Wall signage is based on 1 square foot of signage per linear foot of building frontage facing a street. The existing building is approximately 132 feet wide (allowing a total of 132 square feet of signage at the location). The total combined signage on the north (existing 60 square foot sign) and west (proposed additional 60 square foot sign) will be 120 square feet. As such, although the applicant is

requesting an additional sign, it is still below the maximum total amount of signage permitted for the property based on the frontage of the building.

While staff supports the need for maximum exposure, it is still important to ensure consistency with existing development and that the intent of the signs is not overshadowed by excessive coverage. As such, staff is recommending approval of the Variance for an additional sign, with the following conditions:

- a) Total combined signage on the north and west shall not exceed the maximum 132 square feet permitted for the site.
- b) The west sign shall remain the primary sign and no additional wall signage is permitted.
- c) Approval is for Humana Inc., or other similar use approved by the City of Hollywood.

SITE INFORMATION

Owner/Applicant:	Humana Inc.
Address/Location:	2216 Hollywood Boulevard
Net Size of Property:	0.76 acres (33,400 sq. ft.)
Present Zoning:	C-2 Low medium commercial
Land Use Designation:	General Business
Existing Use of Land:	Medical

ADJACENT ZONING

North: C-2 Low medium commercial
South: C-2 Low medium commercial
East: C-2 Low medium commercial
West: C-2 Low medium commercial

ADJACENT LAND USE:

North: General Business
South: General Business
East: General Business
West: General Business

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The addition of one wall sign is consistent with the City-Wide Master Plan, based upon the following:

Guiding Principle: *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*

Hollywood Boulevard is recognized as a major transportation corridor within the City of Hollywood. Identification for existing businesses increases economic stability while providing services for the residents of the city.

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The addition of one wall sign is consistent with the Comprehensive Plan, based upon the following:

Objective 4: Promote improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination to maintain and enhance neighborhoods, businesses, and tourist areas

The addition of a second sign on the west face of the building will allow the applicant to improve their property through earlier identification and improved traffic circulation along Hollywood Boulevard by reducing the number of vehicles which are currently required to turn around (after passing the building) or slow down to identify the business location.

VARIANCE 1

Allow additional wall sign on the west building elevation.

Analysis of Criteria and Findings for Sign Variances as stated in the City of Hollywood Zoning and Land Development Regulations Section 5.3.F.2 and are utilized in evaluating the following Variances:

CRITERIA 1: The variance is not contrary to the public interest.

ANALYSIS: According to the Zoning and Land Development Regulations, the applicant is allowed one wall sign per street frontage. The request is for additional wall sign on the west building elevation. This building is located along a busy corridor and additional signage will help distinguish the building and maintain recognition amongst existing and potential customers. Providing signage on the west building elevation will help provide clear identification and will allow Humana to obtain a level of commercial exposure equivalent to that of other similar establishments in the City. The existing sign on the north side of the building faces Hollywood Boulevard; however it is located toward the eastern half of the building and is not readily visible to customers approaching the property from the west. In addition there is an existing tree which partially blocks the existing sign from Hollywood Boulevard.

Wall signage is based on 1 square foot of signage per linear foot of building frontage facing a street. The existing building is approximately 132 feet wide (allowing a total of 132 square feet of signage at the location). The total combined signage on the north (existing 60 square foot sign) and west (proposed additional 60 square foot sign) shall not exceed the maximum square feet permitted for the site.

While staff supports the need for maximum exposure, it is still important to ensure consistency with existing development and that the intent of the signs is not overshadowed by excessive coverage. As such, staff is recommending approval of the Variance for additional sign, with the following conditions:

a) Total combined signage on the north and west shall not exceed the maximum 132 square feet permitted for the site.

b) The west sign shall remain the primary sign and no additional wall signage is permitted

c) Approval is for Humana Inc., or other similar use approved by the City of Hollywood.

FINDING: Consistent, with imposition of staff's conditions.

CRITERIA 2: That the requested variance is required due to special conditions.

ANALYSIS: Often times when a business abuts only one street one sign is found to be adequate. However, due to the special conditions along Hollywood Boulevard and the location of the tree in the front of the building additional signage is sometimes necessary to help businesses achieve the maximum and best use of their land. Allowing the applicant more efficient signage will help prevent confusion and maintain appropriate visibility along a busy corridor. The proposed signage is compatible with the surrounding land uses and would not be detrimental to adjacent businesses or the community.

FINDING: Consistent.

CRITERIA 3: A literal enforcement of the provisions of article 8 may result in unnecessary hardship.

ANALYSIS: The City-Wide Master Plan emphasizes promoting the *highest and best use of land in each sector of the City without compromising the goals of the surrounding community*. The requested Variance for an additional wall sign is appropriate due to the surrounding conditions. Located directly along Hollywood Boulevard this business is in the center of a major transportation corridor. With a dense mix of commercial uses and heavy traffic flow, additional signage is needed to ensure maximum exposure to travelers. Staff finds the request for an additional sign on the west elevations appropriate. Staff recommends approval of this Variance with the inclusion of the conditions detailed in Criterion 1.

FINDING: Consistent, with imposition of staff's conditions.

RECOMMENDATION:

Staff is recommending approval of the variance for an additional sign, with the following conditions:

- a) Total combined signage on the north and west shall not exceed the maximum 132 square feet permitted for the site.
- b) The west sign shall remain the primary sign and no additional wall signage is permitted
- c) Approval is for Humana Inc., or other similar use approved by the City of Hollywood.

ATTACHMENTS:

ATTACHMENT A: Application Package
ATTACHMENT B: Land Use and Zoning Map