


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


DATE: September 2, 2010

FILE: 10-V-58a

TO: Development Review Board

VIA: Andria Wingett, Planning Manager 

VIA: Julie Walls Krolak, Principal Planner

FROM: Travis Kendall, Associate Planner 

SUBJECT: Humana Inc., is requesting a variance to consider an amended sign application.

APPLICANT'S REQUEST

Variance: Variance to consider an amended sign application.

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.

History

On September 2, 2010, the Board considered a request for a sign variance to allow an additional wall sign on Humana's west building elevation. The original application proposed an individual cut channel letter sign which crossed the property line and therefore prevented the issuance of a building permit. After discussions with staff and the adjacent property owner the applicant felt it necessary to clarify where the customer parking is to be located. The proposed new sign has a directional portion directing customers to the designated parking area on the east side of the building. The sign and the proposed directional changes are still less than the maximum permitted signage for the building. Staffs recommendations including conditions have not changed from the original request.

Request

Humana inc. is asking the board to reconsider the variance to allow a painted wall sign in the same location as the previously approved channel letter sign. According to the Zoning and Land Development Regulations, the applicant is allowed one wall sign per street frontage. The request is for an additional painted 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 identify the location of the parking lot 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 70 square foot sign) will be 130 square feet. 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 70 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

ATTACHMENT A
APPLICATION PACKAGE

OFFICE OF PLANNING



File No. (to be filled by the Office of Planning): 10-V-58

2600 Hollywood Boulevard Room 315
Hollywood, FL 33022

GENERAL APPLICATION



Tel: (954) 921-3471
Fax: (954) 921-3347

This application must be completed in full and submitted with all documents to be placed on a Board or Committee's agenda.

The applicant is responsible for obtaining the appropriate checklist for each type of application.

Applicant(s) or their authorized legal agent must be present at all Board or Committee meetings.

At least one set of the submitted plans for each application must be signed and sealed (i.e. Architect or Engineer).

Documents and forms can be accessed on the City's website at http://www.hollywoodfl.org/comm_planning/appforms.htm



APPLICATION TYPE (CHECK ONE):

- Development Review Board Historic Preservation Board
- Planning and Zoning Board Technical Advisory Committee
- City Commission

Date of Application: _____

Location Address: 2216 Hollywood Blvd, Hollywood, FL 33020

Lot(s): _____ Block(s): _____ Subdivision: _____

Folio Number(s): 51-42-16-01-2720

Zoning Classification: C-2 Land Use Classification: General Business

Existing Property Use: _____ Sq Ft/Number of Units: _____

Is the request the result of a violation notice? () Yes (X) No If yes, attach a copy of violation.

Has this property been presented to the City before? If yes, check all that apply and provide File Number(s) and Resolution(s): process # B10-100514

- Economic Roundtable Technical Advisory Committee Development Review Board
- Planning and Zoning Board Historic Preservation Board City Commission

Explanation of Request: requesting for a 2nd sign on the west side of building

Number of units/rooms: _____ Sq Ft: 1047

Value of Improvement: 12,500.00 Estimated Date of Completion: 4 weeks after permit

Will Project be Phased? () Yes (X) No If Phased, Estimated Completion of Each Phase _____

Name of Current Property Owner: Miguel Diaz / Agent for Humana
 Address of Property Owner: 2216 Hollywood Blvd. Hollywood FL 33020
 Telephone: 954-926-2221 Fax: 954-926-6244 Email Address: fordm2@humana.com

Name of Consultant/Representative/Tenant (circle one): Preferred Signs Inc.
 Address: 1906 N. Dixie Hwy. Hollywood FL 33020 Telephone: 954-922-0128
 Fax: 954-923-3359 Email Address: preferredsigns1@aol.com

Date of Purchase: _____ Is there an option to purchase the Property? Yes () No ()
If Yes, Attach Copy of the Contract.

List Anyone Else Who Should Receive Notice of the Hearing: _____

Address: _____

Email Address: _____

OFFICE OF PLANNING



2600 Hollywood Boulevard Room 315
Hollywood, FL 33022

GENERAL APPLICATION

CERTIFICATION OF COMPLIANCE WITH APPLICABLE REGULATIONS

The applicant/owner(s) signature certifies that he/she has been made aware of the criteria, regulations and guidelines applicable to the request. This information can be obtained in Room 315 of City Hall or on our website at www.hollywoodfl.org. The owner(s) further certifies that when required by applicable law, including but not limited to the City's Zoning and Land Development Regulations, they will post the site with a sign provided by the Office of Planning. The owner(s) will photograph the sign the day of posting and submit photographs to the Office of Planning as required by applicable law. Failure to post the sign will result in violation of State and Municipal Notification Requirements and Laws.

(I)(We) certify that (I) (we) understand and will comply with the provisions and regulations of the City's Zoning and Land Development Regulations, Design Guidelines, Design Guidelines for Historic Properties and City's Comprehensive Plan as they apply to this project. (I)(We) further certify that the above statements and drawings made on any paper or plans submitted herewith are true to the best of (my)(our) knowledge. (I)(We) understand that the application and attachments become part of the official public records of the City and are not returnable.

Signature of Current Owner: [Signature] DEBBI FAE HUMANS Date: 4/22/10

PRINT NAME: MICHELLE DIAZ Date: _____

Signature of Consultant/Representative: [Signature] Date: 4/22/10

PRINT NAME: HOWARD S. WEBER Date: _____

Signature of Tenant: _____ Date: _____

PRINT NAME: _____ Date: _____

CURRENT OWNER POWER OF ATTORNEY

I am the current owner of the described real property and that I am aware of the nature and effect the request for (project description) _____ to my property, which is hereby made by me or I am hereby authorizing (name of the representative) _____ to be my legal representative before the _____ (Board and/or Committee) relative to all matters concerning this application.

Sworn to and subscribed before me

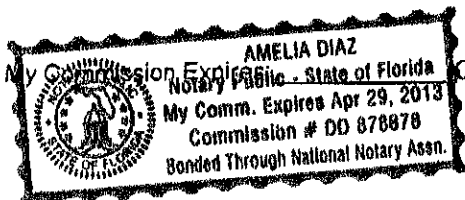
this 22 day of APRIL 2010

[Signature]

Notary Public State of Florida

[Signature]
SIGNATURE OF CURRENT OWNER

PRINT NAME



Check One) Personally known to me; OR _____

**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.

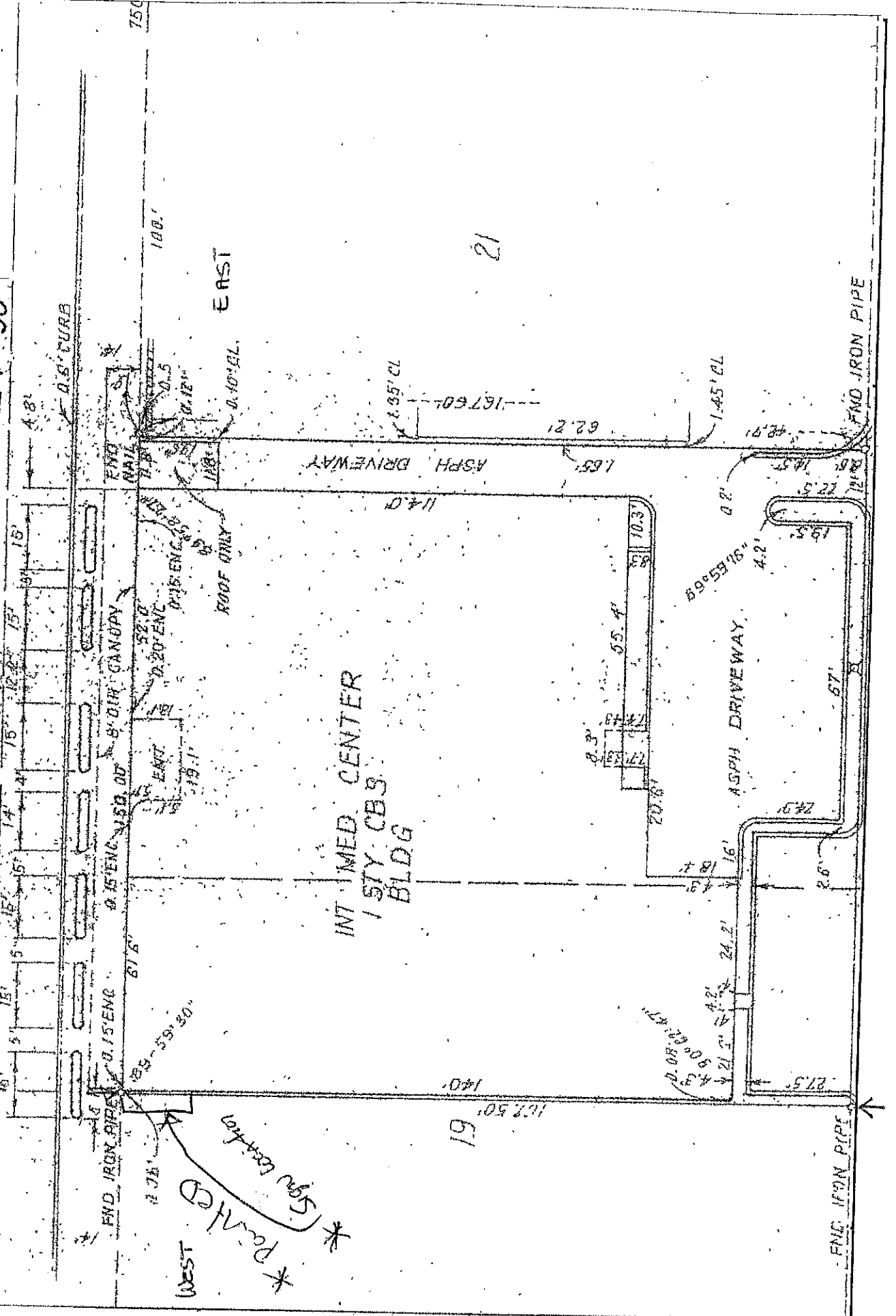
HOLLYWOOD

BOULEVARD

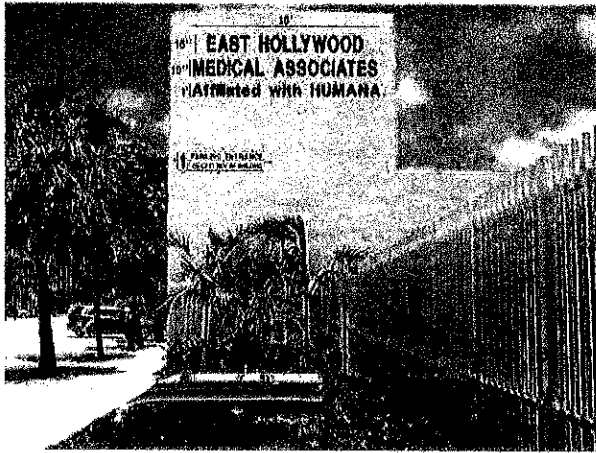
SKETCH OF SURVEY

SCALE 1"=30'

PROPERTY LINE



NS



**↑ PARKING ENTRANCE
ON EAST SIDE OF BUILDING**

wall sign is 58 sq. ft
parking sign is 12 sq. ft.
front sign is 60 sq. ft

sign area allowed is 132 sq. ft
sign using is 130 sq. ft.

***Lettering is painted on wall**

PREFERRED SIGNS

1906 N. DIXIE HWY.

HOLLYWOOD FL. 33020

HOLLYWOOD: 922-0128

FT. LAUDERDALE: 731-5448

FACSIMILE: 923-3359

NAME

ADDRESS

CITY

SCALE:

DATE:

PHONE #

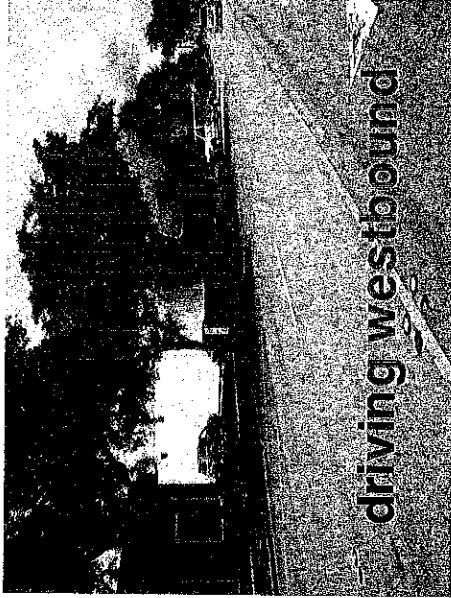
SHOPPING CENTER:

DRAWN BY:

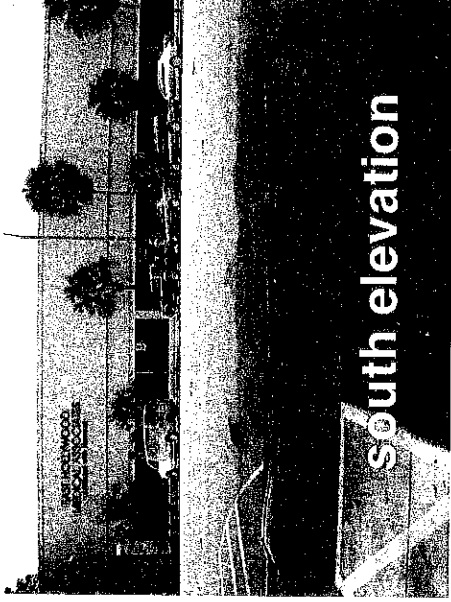
STORE FRONTAGE:



east elevation



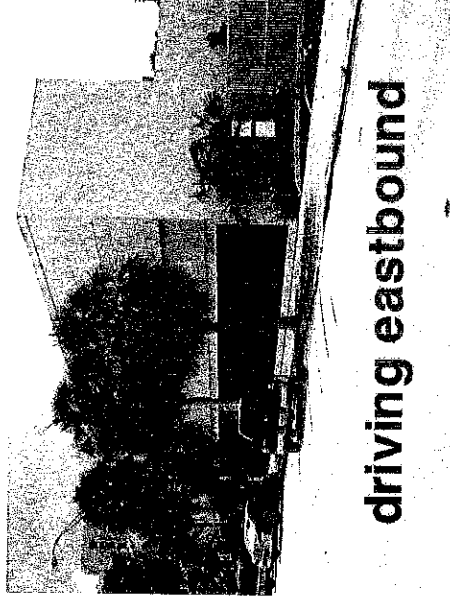
driving westbound



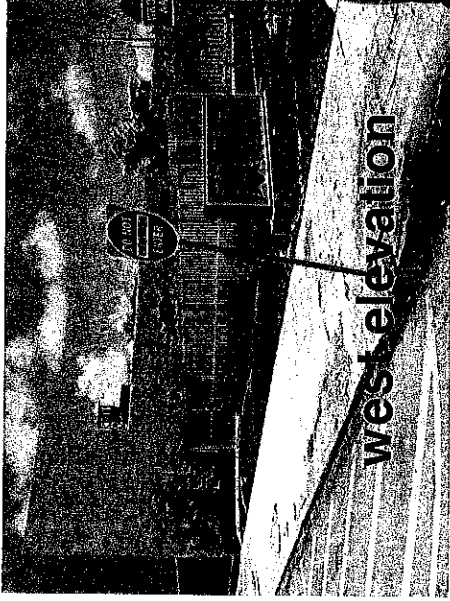
south elevation



south elevation



driving eastbound



west elevation

PREFERRED SIGNS

1906 N. DIXIE HWY.

HOLLYWOOD FL. 33020

HOLLYWOOD: 922-0126

FT. LAUDERDALE: 731-5448

FACSIMILE: 923-3359

NAME *Humana-East Hollywood Medical*

ADDRESS *2216 Hollywood Blvd Assoc*

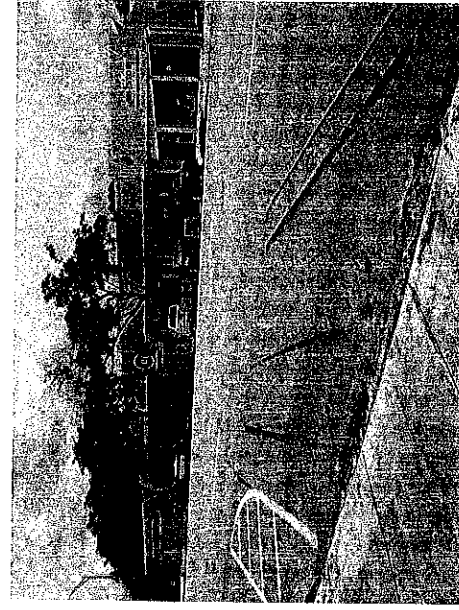
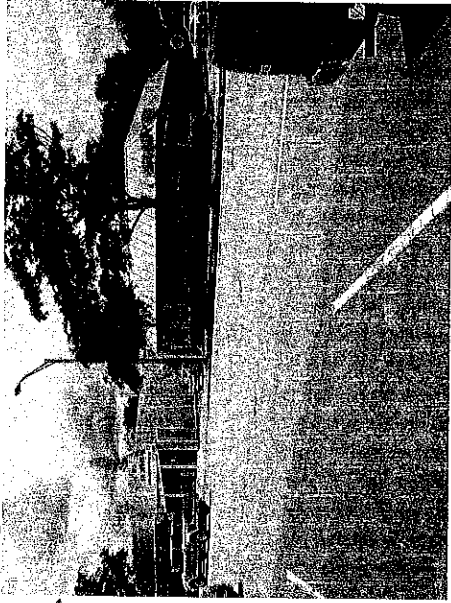
CITY *Hollywood FL*

SHOPPING CENTER:

STORE FRONTAGE:

SCALE: DATE: PHONE #

DRAWN BY: NEON: mm / COLOR: TRANSFORMER:



PREFERRED SIGNS

1906 N. DIXIE HWY.

HOLLYWOOD FL. 33020

HOLLYWOOD: 922-0126

FT. LAUDERDALE: 731-5448

FACSIMILE: 923-3359

SCALE: _____ DATE: _____

DRAWN BY: _____ NEON: _____ mm / COLOR: _____

PHONE # _____

TRANSFORMER: _____

NAME *Hamana - East Hollywood Medical Assoc*

ADDRESS *2216 Hollywood Blvd.*

CITY *Hollywood, Fl.*

SHOPPING CENTER: _____

STORE FRONTAGE: _____


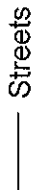



**ATTACHMENT B
LAND USE AND ZONING MAP**

2216 Hollywood Boulevard

Planning and
Development Service



Legend

-  Subject Property
 -  Streets
- ## Zoning
-  C-2
 -  RM-25
- ## Land Use
-  RAC

