

**CITY OF HOLLYWOOD, FLORIDA  
INTER-OFFICE MEMORANDUM  
PLANNING AND DEVELOPMENT SERVICES**

**DATE:** April 14, 2011 **FILE:** 11-V-16

**TO:** Development Review Board

**VIA:** Andria Wingett, Planning Manager *aw*

**FROM:** Leander Hamilton, Planning & Development Services Administrator *GH*

**SUBJECT:** Variance to Article 8 of the Zoning & Land Development Regulations to approve an alternative signage program for Memorial Regional Hospital.

**REQUEST**

Variance request to waive the requirements of Article 8 of the City of Hollywood's Zoning and Land Development Regulations to approve signage for Memorial Regional Hospital campus.

**RECOMMENDATION**

Variance: Approval.

**REQUEST**

Memorial Hospital was initially constructed as a 2-story facility containing 104 beds in February 1952. Its location at the northwest corner of Johnson Street and 35<sup>th</sup> Avenue was at the time, to the west of any established urbanization. Over time it has grown to include 713 beds plus ancillary support facilities and a full range of medical services.

In anticipation of its most recent growth spurt, which includes the new Joe DiMaggio Children's Hospital located on the east side of North 35<sup>th</sup> Avenue, an Interlocal Agreement was created to set development standards for the campus. As the new facility nears completion, Hospital Administration has identified a need to provide clear delineations between this one and other facilities throughout the campus. For example, the Children's Emergency entrance will be in a separate location from the Children's Hospital.

Subsequent to the aforementioned conditions, this request is to waive the requirements of Article 8 (Signs) of the Zoning and Land Development Regulations to provide an alternative sign program for this campus. The Purpose of the City's sign regulations is to permit signs which will: 1) Not by their size, location, construction or manner of display, endanger the health, safety and general welfare of the public; 2) Be architecturally and aesthetically compatible with the buildings they are placed on and; 3) Be efficient in the transfer of information.

Due to the scale and nature of this development clear signage is needed than what is typically seen. Additionally, sign regulations which include the Hospital District (HD) designation do not take the campus atmosphere and necessity to provide proper way-finding signage into account.

Rather, they mostly account for smaller scale development and are restrictive in nature. Given the function of a hospital campus and the need for visitors to locate crucial operations efficiently, provision of proper signage is highly important. The special conditions under which this request is being made is much like those of recent projects which received this allowance – the Westin Diplomat Hotel, Sheridan Stationside Transit Oriented Development and, most recently, Margaritaville Hollywood Beach Resort.

The applicant has provided a detailed legend indicating the location, size, and design of all signs proposed for this development (See Attachment A). Included are existing wall and monument signs along with proposed monument signs (way-finding street signage) and wall signage. The proposed new signage meets the intent of the code, is complimentary to the development, and provides needed visibility of this notable establishment.

## **SITE INFORMATION**

<b>Owner/Applicant:</b>	South Broward Hospital District
<b>Address/Location:</b>	3501 Johnson Street
<b>Net Size of Property:</b>	191,997 square feet/4.4 acres (Hospital District) 27,657 square feet/0.64 acres (RS-6)
<b>Future Land Use:</b>	Community Facility/Office/Low Intensity Residential
<b>Zoning:</b>	Hospital District (HD)/Single Family Residential (RS-6)
<b>Existing Use of Land:</b>	Hospital, Medical Offices and related buildings

## **ADJACENT ZONING**

<b>North:</b>	Single-Family Residential District (RS-5)
<b>South:</b>	Single-Family Residential District (RS-5)/Low Intensity Office (O-1)
<b>East:</b>	Single-Family Residential District (RS-5)
<b>West:</b>	Single-Family Residential District (RS-5)

## **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

The overarching goal of the Land Use Element is to “place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas” (CWMP Policy CW .15 CW.19). Memorial Hospital's North campus is located in the center of Hollywood Hills. As the largest employer in the City, the hospital is an active node surrounded by other medical office and residential uses. Though most of the campus is located on the west side of North 35<sup>th</sup> Avenue, its most recent addition was established east of the Avenue. This includes the new Joe DiMaggio Children's Hospital along with the existing, Conine Center and Executive Offices. Provision of additional signage will help visitors to the hospital find their way with more ease and aid in more efficient traffic flow. This request is consistent with the Comprehensive Plan, as it allows the applicant to maximize the use of their property and provide a needed service to the community in an efficient manner. Additionally, the proposed way-finding signage may help prevent hospital visitors driving into the surrounding neighborhoods as they try to find their destination.

## **CONSISTENCY WITH THE CITY-WIDE MASTER PLAN**

Located within Sub-Area 6, is the West-Central Hollywood area, which contains residential neighborhoods such as Hollywood Hills, Park East and Hillcrest. This area is geographically defined as I-95 to the east, Pembroke Road to the south, Sheridan Street to the north and 56th Avenue to the west.

Some neighborhood issues are preserving the existing housing stock, improving streetscape (paving, landscaping and drainage), expanding municipal services, the function of collectors and arterial roads that pass through or are located on the perimeter of the area, the interface between nonresidential development and single-family residential and the redevelopment of commercial properties.

The proposed way-finding signs will be strategically located on Hospital property along Johnson Street and North 35<sup>th</sup> Avenue which are main thoroughfares. This Variance request is consistent with the City-Wide Master Plan as it further promotes *"the highest and best use of land in each sector of the City without compromising the goals of the surrounding community"*. This is accomplished by allowing the hospital to provide a customer-focused service in the least impactful manner possible.

## **CONSISTENCY WITH THE NEIGHBORHOOD MASTER PLAN**

The Hollywood Hills Neighborhood Plan mentions, *Hollywood Hills residents are dedicated to working together with City staff in an effort to prevent the integrity of the residential neighborhood from deteriorating. The neighborhood hopes to accomplish this through a strong Homeowner's Association which continues to build membership and create pride in their homes and in their community.*

Historically, the residents of Hollywood Hills have been concerned about growth and expansion of the Memorial Regional Hospital and impacts on the residential community. One of the Hollywood Hills Neighborhood Master Plan objectives is *protecting the residential character of Hollywood Hills*. The proposed signs are located on Hospital property along Johnson Street, west of the parking garage, and on 35<sup>th</sup> Avenue between Garfield Street and Johnson Street. These locations are surrounded by the hospital and other medical offices and have minimal impact on the residential neighborhood

## **VARIANCE**

**Variance to Article 8 of the Zoning & Land Development Regulations to approve an alternative signage program for Memorial Regional Hospital.**

Analysis of Criteria and Findings for Variance as stated in the City of Hollywood Zoning and Land Development Regulations Section 5.3 F (2). Approval, Approval with Conditions, or Denial will be based on the following criteria:

**CRITERION 1:** The Variance is not contrary to the public interest.

**ANALYSIS:** This Hospital provides service to many people from locations within and outside of Florida. As such, it is crucial proper signage is provided for

ease of identification of their various operations. Creating this way-finding signage will aid in more efficient traffic flow and will be helpful for those who may already be in an unfamiliar and/or stressful situation. The overall design is compatible with the associated structures aesthetically and in scale and provides the various distinctions needed for this development.

The proposed signage will still maintain the Code's intent while adhering to a design specifically for this development. As expressed by the applicant, "The requested Variance is not contrary to the public interest, but rather is in the public interest. The need for the Master Signage Program is particularly great in this case since the Hospital Campus: includes 2 hospitals (Memorial Regional and Joe DiMaggio Children's), with multiple entrances; can be approached from all directions; is located on prime thoroughfares (Johnson Street and North 35<sup>th</sup> Avenue); and is bifurcated by North 35<sup>th</sup> Avenue."

**FINDING:** Consistent

**CRITERION 2:** The variance is required due to special conditions.

**ANALYSIS:** Due to the scale and nature of this campus more signage is needed than what may be for smaller developments. Additionally, Hospital District (HD) sign regulations do not take into account the unlimited assortment of uses, buildings, and entrances which may be located in different areas of the campus. As such, they mostly account for smaller scale development and are restrictive in nature. This is also expressed by the applicant who states, "In addition to the special signage needs for the hospital campuses discussed above, the 'special conditions' necessitating the requested variance include the absence of the City signage regulations designed to meet the needs of hospital campuses." In this instance, additional signs are necessary to ensure ease of way-finding, proper recognition of important operations (ex.: the Children's Emergency Room entrance), and to provide signs which are compatible with the scale of development.

**FINDING:** Consistent

**CRITERION 3:** A literal enforcement of the provisions of Article 8 may result in unnecessary hardship.

**ANALYSIS:** "The potential 'unnecessary hardship' which could result from an inadequate signage program for the Hospital Campus is immeasurable. Consistent, clear and continuous signage is particularly important since many visitors to hospitals are under duress, don't frequent the hospital often so are unfamiliar with its layout, or are handling an emergency. The very definition of 'unnecessary hardship' has got to be a parent trying to find the entrance to the Children's Emergency Room and being delayed or otherwise deterred," expresses the applicant.

In consideration of larger-scale developments, such as a hospital campus, the ability to efficiently navigate through the site becomes increasingly important, especially in emergency situations. With the new Children's

Hospital on the east side of 35<sup>th</sup> Avenue, not having the appropriate way-finding signage may cause confusion and additional stress to hospital visitors. Granting this request will help the Hospital in its efforts to achieve its mission which is to provide "safe, quality, cost effective, customer-focused health care services" and would otherwise be an unnecessary hardship.

FINDING: Consistent

## **RECOMMENDATION**

Variance: Approval.

ATTACHMENT A: Application Package

ATTACHMENT B: Land Use & Zoning Map

# Attachment A

## Application Package

## OFFICE OF PLANNING



2600 Hollywood Boulevard Room 315  
Hollywood, FL 33022

File No. (to be filled by the Office of Planning): \_\_\_\_\_

## 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](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: East & West of N 35th Ave, North of Johnson St, South of Garfield St

Lot(s): see attached sheet Block(s): see attached Subdivision: see attached

Folio Number(s): see attached sheet

Zoning Classification: HD Land Use Classification: Office & Low 5

Existing Property Use: Hospital Sq Ft/Number of Units: N/A

Is the request the result of a violation notice? ( ) Yes (✓) 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): 08-DPY-06 / R-2007-221 / O-2007-22

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

Explanation of Request: Sign Variance - See Attached Justification

Number of units/rooms: N/A Sq Ft: N/A

Value of Improvement: \$300,000.00 Estimated Date of Completion: July 1, 2011

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

Name of Current Property Owner: South Broward Hospital District

Address of Property Owner: 3501 Johnson Street, Hollywood, FL 33021

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

Name of Consultant/Representative/Tenant (circle one): Debbie M. Orshefsky, Esq.

Address: 401 E. Las Olas Blvd, #2000, Ft. Lauderdale Telephone: 954-768-8234

Fax: 954-765-1477 Email Address: orshefskyd@gtlaw.com

Date of Purchase: N/A 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: Scott Singer

Assistant Administrator \_\_\_\_\_ Address: 3501 Johnson Street

Hollywood, FL 33021 \_\_\_\_\_ Email Address: ssinger@mhs.net

## 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](http://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: \_\_\_\_\_

Date: 3/28/11

PRINT NAME: JEFF ROSS

Date: \_\_\_\_\_

Signature of Consultant/Representative: \_\_\_\_\_

Date: 3/28/11

PRINT NAME: Debbie M. Orshefsky

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 29 day of March, 2011

Joyclyn M. Kulka  
Notary Public State of Florida

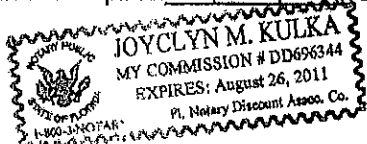
JEFF ROSS

SIGNATURE OF CURRENT OWNER

JEFF ROSS

PRINT NAME

My Commission Expires: 08/26/11 (Check One) ☒ Personally known to me; OR \_\_\_\_\_



## JUSTIFICATION FOR SIGN VARIANCE

### FOR

### MEMORIAL REGIONAL HOSPITAL AND JOE DIMAGGIO CHILDREN'S HOSPITAL

#### I. BACKGROUND

Memorial Regional Hospital and Joe DiMaggio Children's Hospital (hereinafter collectively referred to as the "Hospital Campus") is actually four hospitals in one location: acute care; rehabilitation; behavioral health and pediatrics. Hundreds of in-patients are served each day and over 140,000 out-patient and emergency visits occur each year. The Memorial Cancer Institute and the Children's Hospital have been the focus of the most recent expansions within the Hospital Campus.

In 2007 the City of Hollywood Commission and the South Broward Hospital District (the "District") entered into an Interlocal Agreement relating to future hospital development (the "ILA"). Among the purposes of the ILA was to provide design standards and criteria for development of the Hospital Campus. Since the Hospital Campus was zoned "HD" Hospital District, a zoning classification which is essentially devoid of design standards and criteria, the City and the District formulated specific design criteria for future hospital development. While the ILA includes detailed design standards and criteria for future hospital development, it does not provide specific standards or criteria regarding signage for the Hospital Campus. In addition, Article 8 of the City Code treats development within the HD district as if it were commercial development and does not respond to the unique signage needs of a hospital campus. Therefore, the Applicant is hereby requesting that in lieu of Article 8 of the City Code, a sign variance be permitted approving the Master Signage Program reflected on the attached sheets prepared by Saltz Michelson Architects (Attachment 1.)

#### II. CONFORMANCE WITH CRITERIA FOR APPROVAL OF SIGN VARIANCE

Pursuant to Section 5.3.F.2, City of Hollywood Code, "[n]o sign variance the provisions of Article 8 Sign Regulations shall be granted by the Development Review Board unless the Board finds that the petitioner has shown that all of the following criteria have been met:

- a. The variance is not contrary to the public interest;
- b. The variance is required due to special conditions; and
- c. A literal enforcement of the provisions of Article 8 may result in unnecessary hardship."

**Conformance with Criteria a:**

The requested variance is not contrary to the public interest, but rather is in the public interest. The Master Signage Program for the Hospital Campus enables the District to achieve its mission: to provide safe, quality, cost effective, customer-focused health care services to the residents of South Broward County, regardless of their ability to pay.

The Master Signage Program will provide for the efficient utilization of the hospital facilities. Attached hereto as Attachment 2 is a document entitled "SIGNAGE CRITERIA FOR LICENSED HOSPITAL FACILITIES", prepared by Mark Saltz and Charles Michelson, which is a compilation of guidelines and principles related to signage at hospitals (the "SIGNAGE CRITERIA".) Saltz/Michelson formulated the Master Signage Program for the Hospital Campus based upon the national standards for signage and wayfinding at hospital campuses set forth in the SIGNAGE CRITERIA.

The need for the Master Signage Program is particularly great in this case since the Hospital Campus:

- includes 2 hospitals (Memorial Regional and Joe DiMaggio Children's), with multiple entrances;
- can be approached from all directions;
- is located on prime thoroughfares (Johnson Street and North 35<sup>th</sup> Avenue);
- and is bifurcated by North 35<sup>th</sup> Avenue.

Therefore, each sign has been located along the public right of way so that hospital visitors, particularly those approaching by vehicle, know where each entrance to a particular hospital is located, as well as the related self or valet parking for that hospital or unique service (i.e. "Adult Emergency" versus "Children's Emergency"; "Outpatient Services" versus "Visitors Entrance.")

**Conformance with Criteria b:**

In addition to the special signage needs for hospital campuses discussed above, the "special conditions" necessitating the requested variance include the absence of City signage regulations designed to meet the needs of hospital campuses. In 2007, as the District began to implement its long-term goal of expanding the children's hospital and cancer institute, the City and the District realized that the HD zoning district regulations were insufficient for the City, the community or the District to establish "predictability" in the future development within the HD District; the HD Design Guidelines were established as part of the ILA to provide this predictability. At the time of approval of the ILA, the District's plans for the Hospital Campus were conceptual and a Master Signage Program was premature. Now, as the opening of the new Joe DiMaggio Children's Hospital approaches, it is timely to approve the Master Signage Program.

The new Joe DiMaggio Children's Hospital will open in July 2011, the Adult and Children's Emergency Room entrances will be moved, and new parking areas made available to visitors based upon which service/facility they are seeking at the Hospital Campus. The signage program must be implemented for those services and facilities to be properly utilized by the public.

**Conformance with Criteria c:**

As discussed above, Article 8 does not provide specific regulations governing signage for hospital campuses within the HD zoning district. The potential "unnecessary hardship" which could result from an inadequate signage program for the Hospital Campus is immeasurable. Consistent, clear and continuous signage is particularly important since many visitors to hospitals are under duress, don't frequent the hospital often so are unfamiliar with its layout, or are handling an emergency. The very definition of "unnecessary hardship" has got to be a parent trying to find the entrance to the Children's Emergency Room and being delayed or otherwise deterred.

Based upon the foregoing, we urge the DRB to approve the requested sign variance.

# **SIGNAGE CRITERIA FOR LICENSED HOSPITAL FACILITIES**

**February, 2011**

**Prepared by:**

**Mark L. Saltz, AIA, LEED AP  
and Charles A. Michelson, AIA, LEED AP**



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# SIGNAGE CRITERIA FOR LICENSED HOSPITAL FACILITIES

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## A. OVERVIEW

Hospitals are the primary facilities located within the community that provide for the health safety and welfare of the public. In recognition of their unique service to provide scheduled and emergency medical treatment, existing signage criteria established within standard zoning codes are not adequate in regards to identification, services provided, multiple points of entry and wayfinding; all of which are imperative on a fully functioning hospital campus.

In order to respond to these needs, the hospital facility needs a master sign plan which should include sign locations, sign type hierarchy, sign content and design. The master sign plan should be modifiable as necessary from time to time to reflect the changing requirements of the hospital campus.

The intent of hospital signage is to achieve the following:

1. Clear identification from a distance, travelling from any direction, towards the hospital.
2. The use of freestanding identification and wayfinding signage at each driveway opening and street intersection adjacent to a hospital site.
3. The wall signage to identify all hospital entrances and the uses contained at different entry locations.
4. Prominent wayfinding signage within the hospital campus to provide appropriate directional information for services on the site as established by the hospital.

The need for signage in excess of current commercial code standards arises from a variety of factors :

1. Visitors to hospitals are not highly repetitive users and therefore signage/identification takes on a more important role.
2. Visitors to hospitals are often under stress so that signage needs to be bold, large, repetitive and reinforced.
3. Directions to emergency facilities must be bold, large, visible from large distances at anytime of the night or day, 24 hours a day, 7 days a week.

## **B. WAYFINDING APPROACH**

The goal of the master plan is to produce a clear, concise site signage program that defines the border of the campus and efficiently and safely directs people to their destinations. The wayfinding approach includes first directing all users safely and clearly to appropriate parking or drop-off area within the hospital campus. Once visitors are parked, a more detailed layer of wayfinding information is presented on the pedestrian level.

The following is a detailed explanation of the wayfinding philosophy and approach outlined by sign type functions:

## **C. GATEWAYS AND MONUMENTS**

The vehicular wayfinding information needs to begin prior to arrival at the hospital campus. The intention is to reassure visitors of the route to the hospital visible from a distance. Once the visitor has passed through the entry gate of the site or specialized area within the campus, the vehicular directional signs will provide the most direct route to their destination. As outlined in the plan, the site signage program will identify the campus and create a clear sense of arrival. A monument should be programmed at the vehicular entrances to the hospital campus and at the street intersections.

## **D. VEHICULAR**

The vehicular campus wayfinding information for direction to different buildings or entrances will begin at the arrival to the hospital campus. The vehicular directional signs emphasize campus identification and provide directional information to the various destinations within the campus, as well as assists in safely directing traffic to the closest parking area.

## **E. PEDESTRIAN**

Combined with other landscape elements, the pedestrian gateway sign will mark entrances to the campus pedestrian zones.

The pedestrian wayfinding signage is largely comprised of directional signage posted at major pedestrian intersections and around parking areas to direct pedestrians to the shortest route for their destination.

## **F. BUILDING**

Signs should be located on the façade of the buildings in prominent locations to assist the public in identifying the campus and building's services as one approaches the campus from the distance.

## **G. DESIGN NARRATIVE**

The aesthetic of the site signage program should be developed to create a sense of plan and product branding. Some of the criteria consistently woven through the design is classic, timeless, unifying, brand visibility, legibility and sustainability. The result should be a clean and simple design which unifies the image of the hospital campus while allowing the dramatic setting of the campus to create the sense of place. All signage should be highly functional and maintain an attractive, classic aesthetic that will not be "out of date" as the sign program ages.

## **H. SIGN FORMS**

The sign family is comprised of a series of forms and shapes to facilitate the image of a progressive hospital facility. The shape of each sign type should be carefully developed in response to site, legibility and durability issues for the typical location of that sign type.

These signs include monument signs, directional signs, wall signage and parapet signage.

## **I. Color**

The conceptual color scheme for all signage should utilize the hospital's corporate colors that are already utilized on the hospital campus. In addition, the nationally recognized color of red for direction to the emergency room should be a campus standard.

## **J. BRAND AND TYPEFACE**

The conceptual color scheme for all signage should utilize the hospital's corporate colors that are already utilized on the hospital campus. In addition, the nationally recognized color of red for direction to the emergency room will be a campus standard.

# WAYFINDING SIGNAGE NOTES

THE GOAL OF THE MASTER SIGNAGE PLAN FOR A LICENSED HOSPITAL FACILITY IS TO PROVIDE A CLEAR, CONCISE SITE SIGNAGE PROGRAM THAT DEFINES THE BORDER OF THE CAMPUS AND EFFICIENTLY AND SAFELY DIRECTS PEOPLE TO THEIR DESTINATIONS.

IN RECOGNITION OF A HOSPITAL'S INADEQUATE SERVICE TO PROVIDE SCHEDULED AND EMERGENCY MEDICAL TREATMENT, EXISTING SIGNAGE CRITERIA ESTABLISHED ARE NOT ADEQUATE IN REGARDS TO IDENTIFICATION SERVICES PROVIDED MULTIPLE POINTS OF ENTRY AND WAYFINDING, ALL OF WHICH ARE IMPERATIVE ON A FULLY FUNCTIONING HOSPITAL CAMPUS.

HOSPITAL SIGNAGE WILL INCLUDE BUILDING SIGNAGE, VEHICULAR SIGNAGE AND WAYFINDING SIGNAGE.

SIGNS SHALL BE LOCATED ON THE FAÇADE OF THE BUILDINGS IN PROMINENT LOCATIONS TO ASSIST THE PUBLIC IN IDENTIFYING THE CAMPUS AND BUILDING'S SERVICES AS ONE APPROACHES THE CAMPUS FROM THE DISTANCE.

THE VEHICULAR CAMPUS WAYFINDING INFORMATION FOR DIRECTION TO DIFFERENT BUILDINGS OR ENTRANCES WILL BEGIN AT THE ARRIVAL TO THE HOSPITAL CAMPUS. THE VEHICULAR DIRECTIONAL SIGNS EMPHASIZE CAMPUS IDENTIFICATION AND PROVIDE DIRECTIONAL INFORMATION TO THE VARIOUS DESTINATIONS WITHIN THE CAMPUS, AS WELL AS ASSISTING IN SAFELY DIRECTING TRAFFIC TO THE CLOSEST PARKING AREA.

THE PEDESTRIAN WAYFINDING SIGNAGE IS LARGELY COMPRISED OF DIRECTIONAL SIGNAGE POSTED AT MAJOR PEDESTRIAN INTERSECTIONS AND AROUND PARKING AREAS TO DIRECT PEDESTRIANS TO THE SHORTEST ROUTE FOR THEIR DESTINATION.

SIGNAGE DESIGN

THE SIGN FAMILY IS COMPRISED OF A SERIES OF FORMS AND SHAPES TO FACILITATE THE IMAGE OF A PROGRESSIVE HOSPITAL FACILITY. THE SHAPE OF EACH SIGN TYPE HAS BEEN CAREFULLY DEVELOPED IN RELATION TO SITE LEGIBILITY, DURABILITY ISSUES FOR THE TYPICAL LOCATION OF THAT SIGN TYPE. THESE SIGNS INCLUDE NONHUMAN SIGNS, DIRECTIONAL SIGNS, HALL SIGNAGE AND PARAPET SIGNAGE.

1. SIGNAGE CRITERIA FOR LICENSED HOSPITAL FACILITIES
  - A. CLEAR IDENTIFICATION FROM A DISTANCE, TRAVELLING FROM ANY DIRECTION, TOWARDS THE HOSPITAL.
  - B. THE USE OF FREESTANDING IDENTIFICATION AND WAYFINDING SIGNAGE AT EACH DRIVEWAY OPENING AND STREET INTERSECTION ADJACENT TO A HOSPITAL SITE.
  - C. THE HALL SIGNAGE TO IDENTIFY ALL HOSPITAL ENTRANCES AND THE USES CONTAINED AT DIFFERENT ENTRY LOCATIONS.
  - D. PROMINENT WAYFINDING SIGNAGE WITHIN THE HOSPITAL SITE TO PROVIDE APPROPRIATE DIRECTION TO SITE INFORMATION FOR SUBURBS AND TO THE CITY AS ESTABLISHED BY THE HOSPITAL.
  - E. NO RESTRICTIONS UPON SIGNAGE DIRECTING PATIENTS OR AMBULANCES TO EMERGENCY FACILITIES WITHIN REGARDS TO QUANTITY, SIZE, COLOR, OR TYPE FACE.
2. THE NEED FOR SIGNAGE IN EXCESS OF CURRENT CODE STANDARDS COINCIDES WITH THE UNDERSTANDING THAT:
  - A. VISITORS TO HOSPITAL ARE NOT HIGHLY REACTIVE USERS AND THEREFORE SIGNAGE/IDENTIFICATION TAKES ON A MORE IMPORTANT ROLE.
  - B. VISITORS TO HOSPITALS ARE PLACED UNDER STRESS SO THAT SIGNAGE NEEDS TO BE BOLD, LARGE, DIRECTIVE, AND REINFORCED.
  - C. REFLECTIONS TO EMERGENCY FACILITIES MUST BE BOLD, LARGE, VISIBLE FROM LARGE DISTANCES AT ANY TIME OF THE NIGHT OR DAY, 24 HOURS A DAY, 7 DAYS A WEEK.

SIGNAGE SIGNAGE NOTES

ALL EXISTING DIRECTIONAL SIGNS ARE TO REMAIN.

ALL SIGNAGE NOT VISIBLE AND ORIENTED TOWARD THE STREET IS NOT INCLUDED UNDER CITY REVIEW.

EXISTING NONHUMAN SIGNAGE SHALL REMAIN UNLESS IDENTIFIED TO BE REPLACED BY NEW DESIGN STANDARDS.

ALL EXISTING BUILDING SIGNS ARE TO REMAIN.

ALL SIGNAGE NOT VISIBLE AND ORIENTED TOWARD THE STREET IS NOT INCLUDED UNDER CITY REVIEW.

EXISTING MONUMENT SIGNAGE SHALL REMAIN UNLESS IDENTIFIED TO BE REPLACED BY NEW VEHICULAR SIGNS.

ALL SIGNAGE SHALL PROVIDE PROPER VISIBILITY FOR TRAFFIC AND COMPLY WITH SIGHT TRIANGLE REQUIREMENTS.

SIGNAGE NOMENCLATURE WILL BE DETERMINED BY MEMORIAL HOSPITAL STAFF

<b>GM - #</b>	GATEWAY AND MONUMENT SIGN
<b>V - #</b>	VEHICULAR SIGN
<b>B - #</b>	BUILDING SIGNAGE

SEE SHEETS MSP-2, MSP-3 & MSP-4 FOR SIGN PICTURES AND GRAPHICS

SEE SHEETS MSP-5, MSP-6 & MSP-7 FOR ENLARGED ISOMETRIC OF NEW MONUMENT SIGNS

Parcel I:  
The East 40 feet of Lot 3 and all of Lots 4 through 6 and 31 through 35 inclusive, Block 15; together with adjoining 15 foot Alley in said Block 15 and including the Northernly projection of the West line of said East 40 feet of Lot 3 and the Southerly projection of the East line of said Lot 33; together with all of Lots 1 through 5 and 33 through 37 inclusive and the adjoining 15 foot Alley in Block 15; together with the West 15 foot Alley running through 37 inclusive and the adjoining 15 foot Alley, all in Block 17; together with portions of the adjoining right-of-way for Grant Street and Hayes Street, as shown on the map of the City of Broward County, Florida, and thereon, as recorded in Plat Book 6, Page 22 of the Public Records of Broward County, Florida.

Said lands lying in the City of Hollywood, Broward County, Florida and containing a total area of 219,654 square feet (5.04 Acres) more or less.

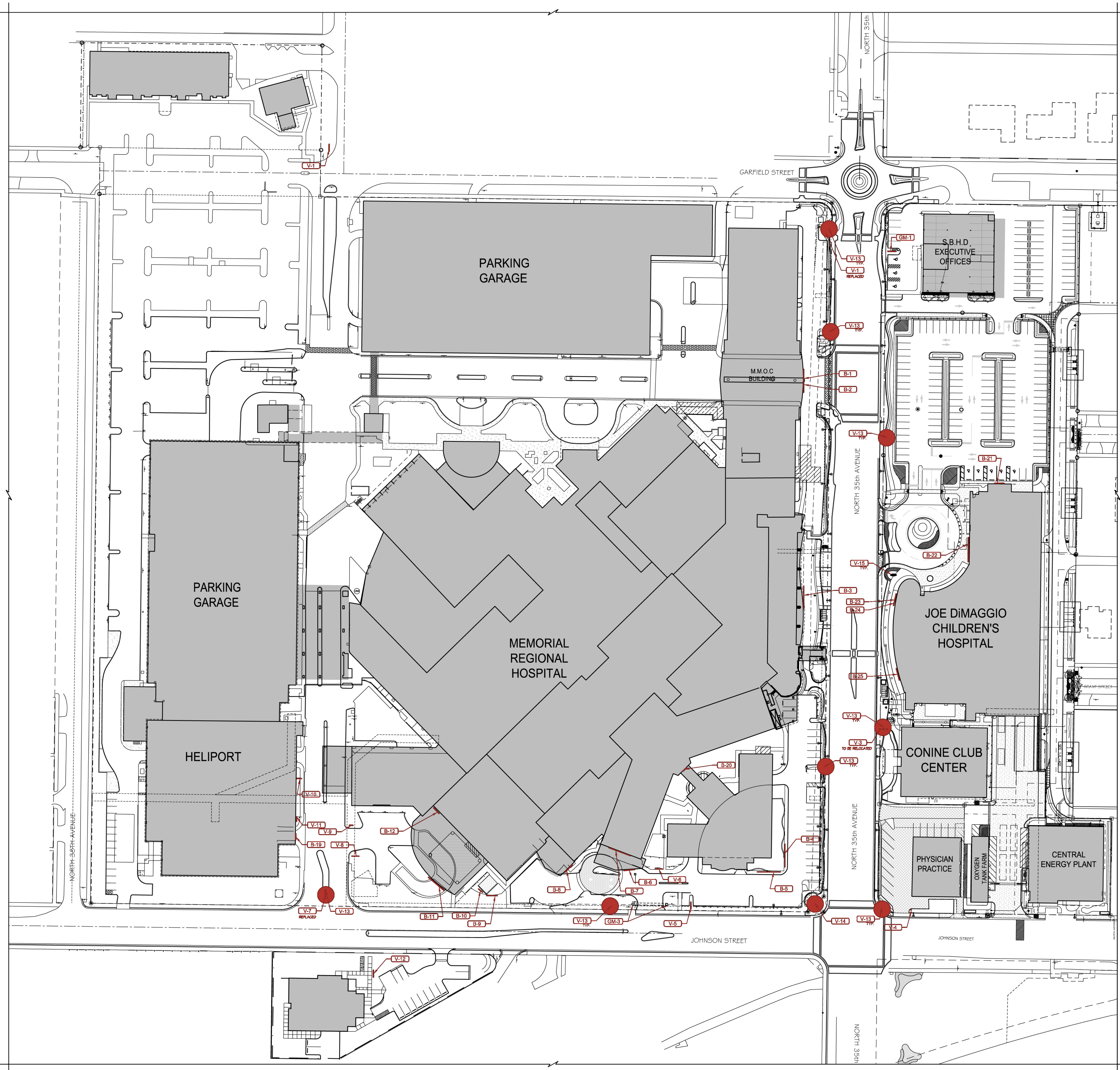
TOGETHER WITH:

Parcel II:  
All of blocks 46, 47 and 48, the East  $\frac{1}{2}$  of Lot 13 and the East  $\frac{1}{2}$  of 24 and all of Lots 14 through 23 inclusive, in Block 82; the East  $\frac{1}{2}$  of Lot 13 and the East  $\frac{1}{2}$  of Lot 24 and all of Lots 14 through 23 inclusive, in Block 83; the East  $\frac{1}{2}$  of Lot 13 and the East  $\frac{1}{2}$  of Lot 24 and all of Lots 14 through 23 inclusive, Block 84; and Lots 13 through 18 inclusive, Block 85, of "HOLLYWOOD HILLS" straddling to the Plat thereof recorded in Plat Book 6, Page 22 of the Public Records of Broward County, Florida, and including those Streets and Alleys vacated by Broward County Deed Book No. 764, Page 208 of the Public Records of Broward County, Florida; together with that portion of Grant Street, Grant Street as described in Official Records Book 21078, Page 7 and Official Records Book 21384, Page 16, of the Public Records of Broward County, Florida.

LESS AND EXCEPTING that described parcel of land in Official Records Book 26575, Page 280 of the Public Records of Broward County, Florida, and including that portion of Grant Street, Grant Street as described in Plat Book 6, Page 22, of the Public Records of Broward County, Florida being more particularly described as follows:  
THENCE North 89°59'20" East, 13.17 feet;  
THENCE North 89°59'20" East, 3.89 feet;  
THENCE North 00°00'40" East, 13.17 feet;  
THENCE North 89°59'20" East, 3.89 feet;  
THENCE North 00°00'40" East, 3.89 feet;  
THENCE North 00°00'43" East, 9.61 feet to an intersection with the West line of Lot 12 and the West right-of-way line of North 35th Street;  
THENCE South 45°00'45" West, along said East line of Lot 12 and said North right-of-way line, 20.00 feet to the POINT OF BEGINNING;  
THENCE following the West line of the said Broward County, Florida, containing 192 square feet, 0.0044 acres more or less.

Said lands lying in the City of Hollywood, Broward County, Florida and containing a total area of 923,703 square feet (21.21 Acres) more or less.

Combined Parcel I and Parcel 2: Total net area of 1,143,357 square feet (26.2479 acres) more or less.



SCALE: 1"=50'-0"

MEMORIAL REGIONAL HOSPITAL CAMPUS



**MASTER SIGN PLAN**  
**MEMORIAL REGIONAL HOSPITAL**  
3601 JOHNSON STREET  
HOLLYWOOD, FLORIDA

**SALTZ MICHELSON**  
**A R C H I T E C T S**

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AA-0002897

Charles Michelson AR0009976

Project No.:  
2010-193  
Drawn By:  
NH  
Checked By:  
MS  
Date:  
01-13-11  
REVISIONS

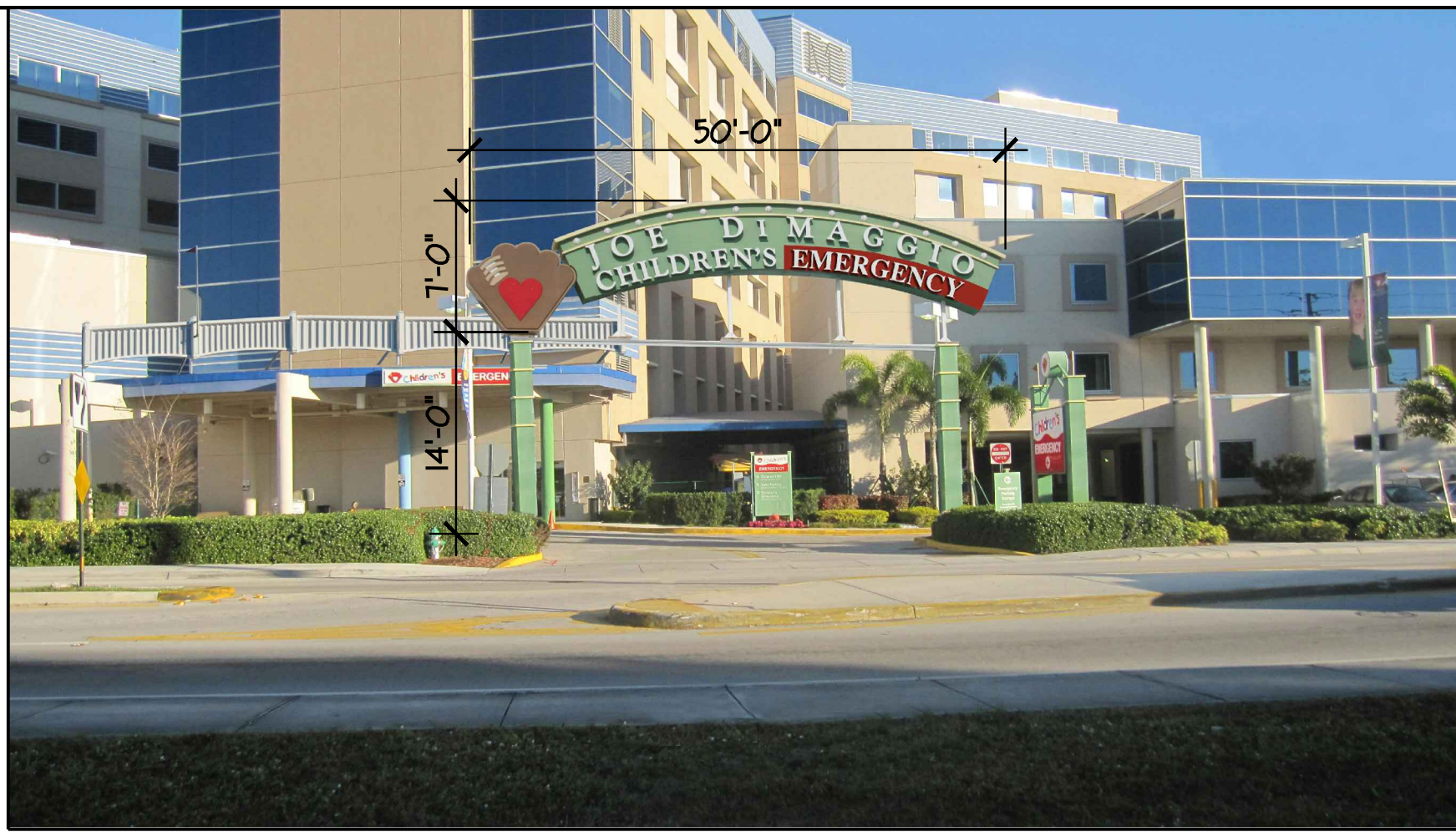
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Crawley.com				

MSP-1

GATEWAYS AND MONUMENT SIGNS



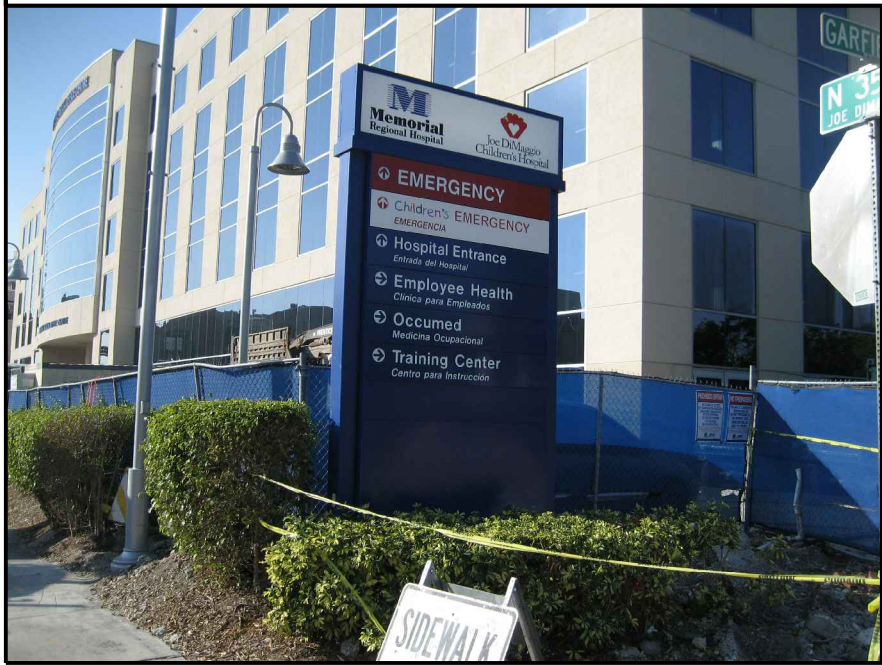
GM-1



GM-3

NEW JOE DIMAGGIO CHILDREN'S HOSPITAL EMERGENCY ENTRY SIGN

VEHICULAR SIGNS



V-1

TO BE REPLACED WITH V-13



V-2

REAR SIDE OF V-1



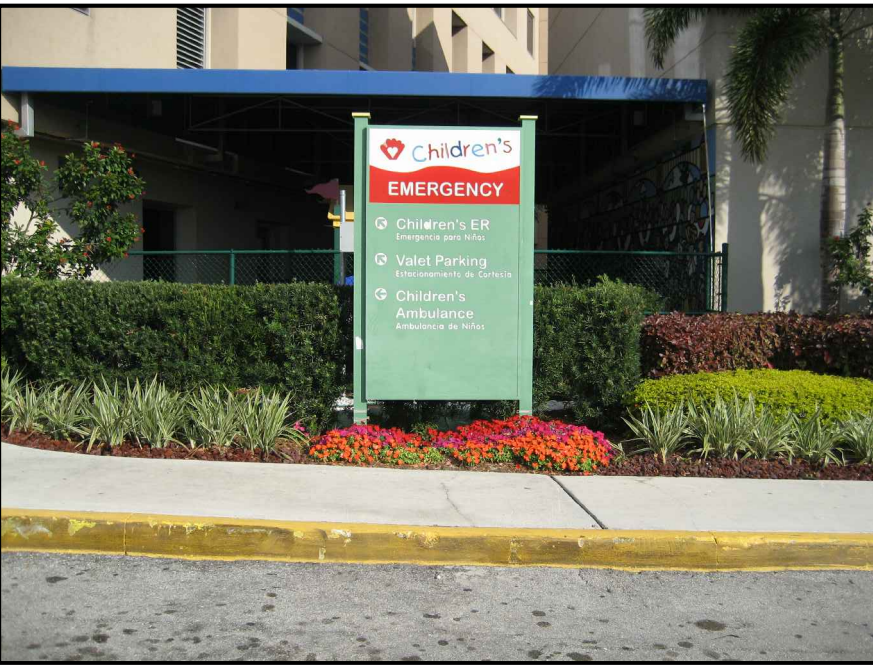
V-3



V-4



V-5



V-6



V-7

EXISTING TO BE REPLACED



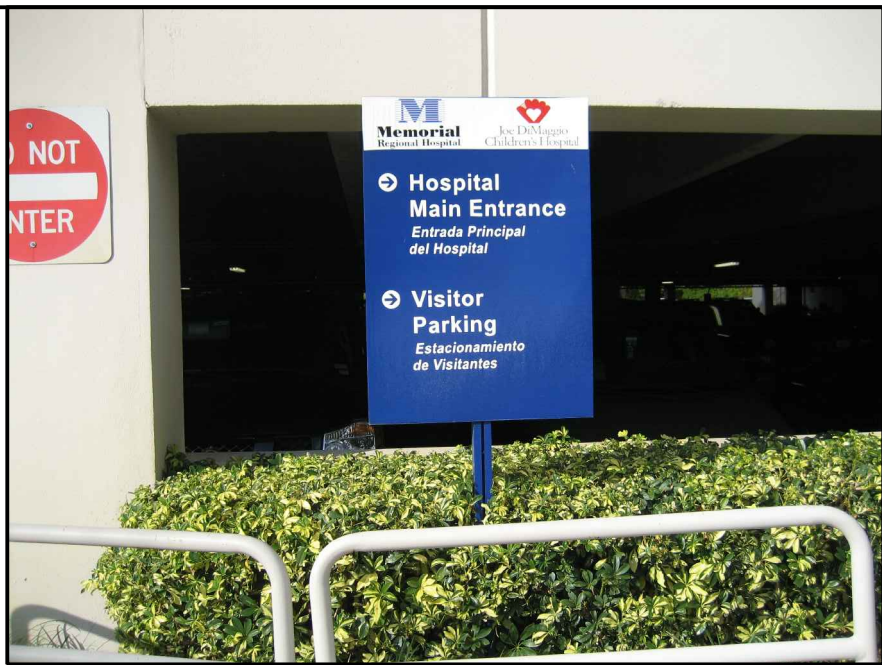
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V-9



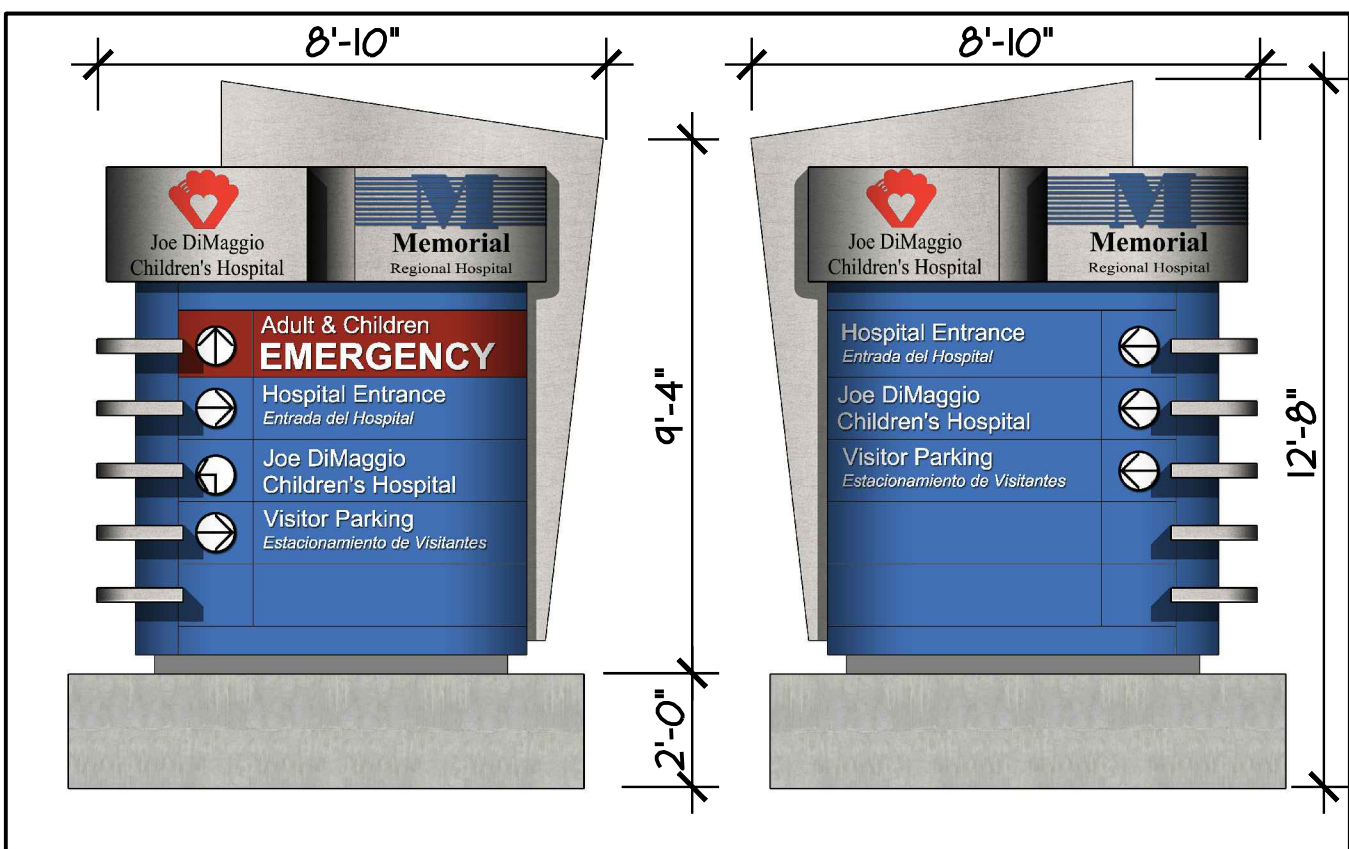
V-10



V-11

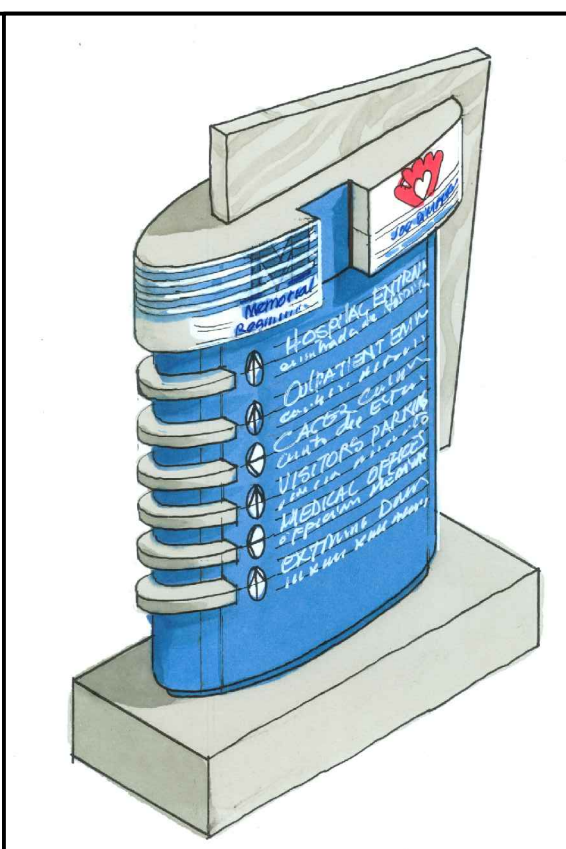


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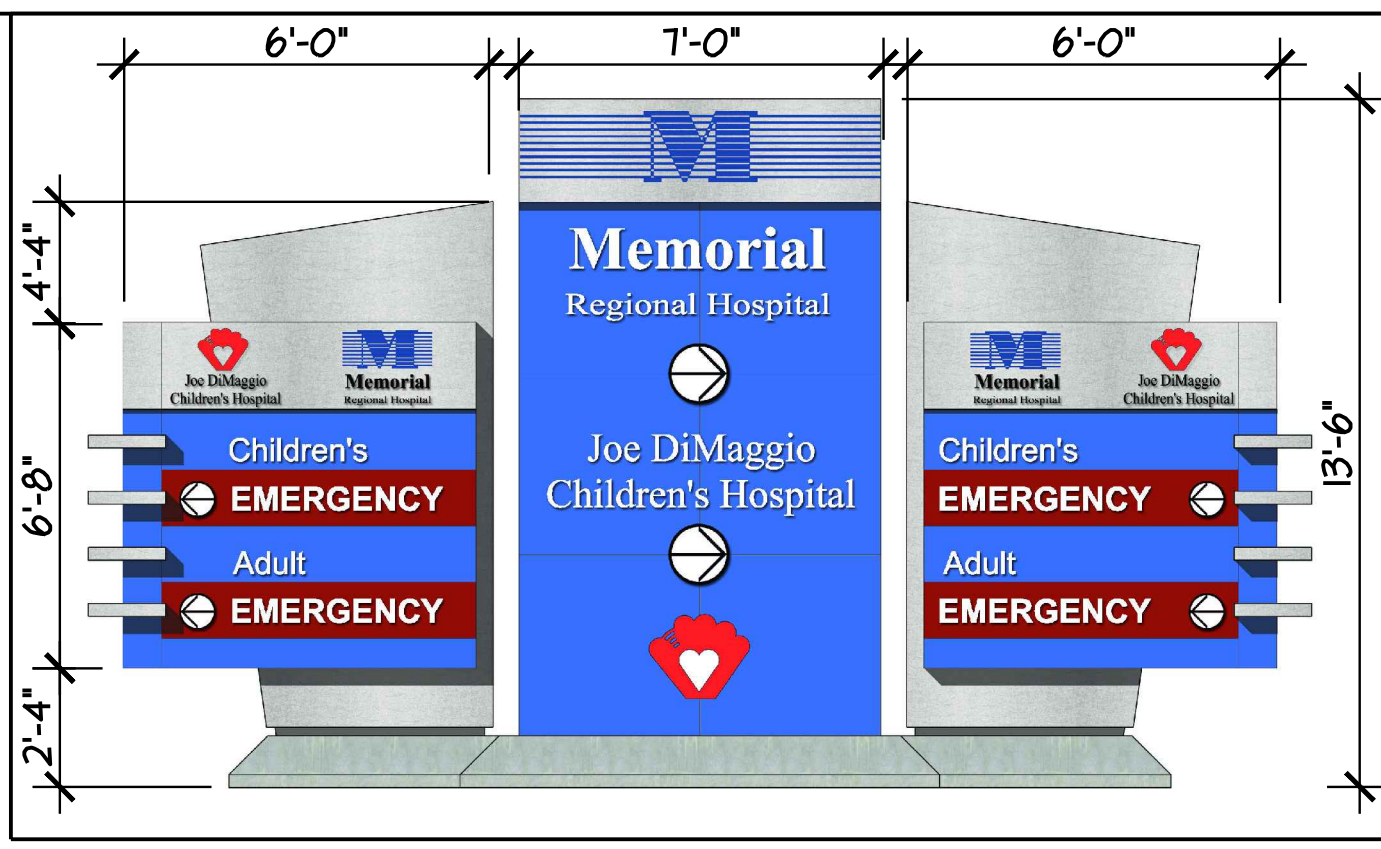
V-13

NEW VEHICULAR SIGN -TYPICAL



V-14

NEW VEHICULAR SIGN



SPECIFIC SIGNAGE NOTES

SIGNAGE IS EXISTING TO REMAIN WITH THE EXCEPTION OF V-1 + V-7  
WHICH ARE BEING REPLACED BY NEW VEHICULAR SIGN V-13

SEE SHEET MSP-4 FOR V-15

MASTER SIGN PLAN  
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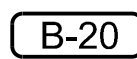
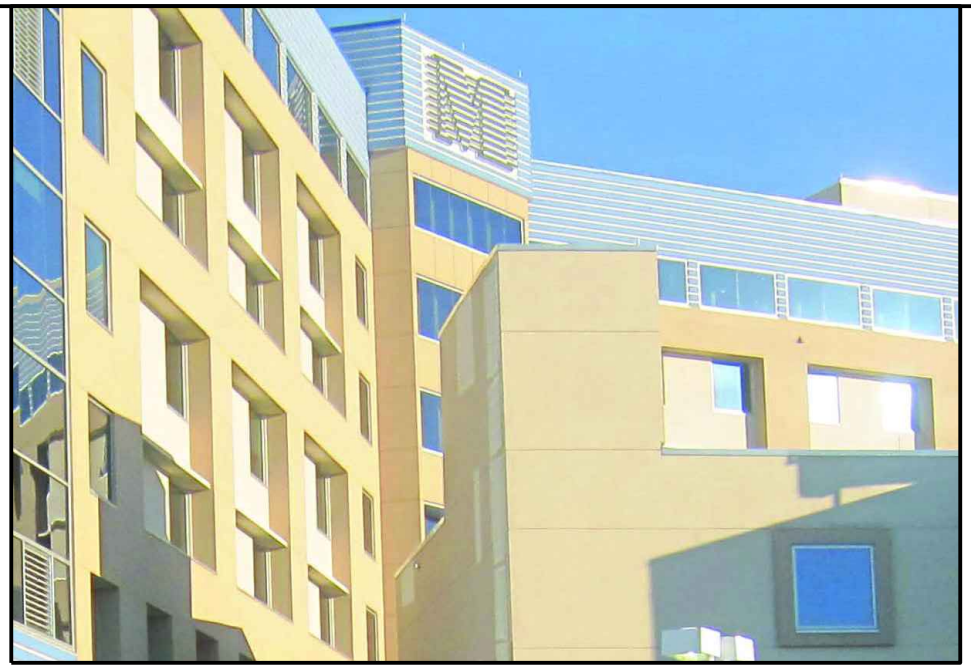
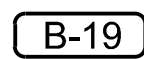
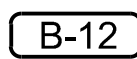
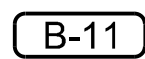
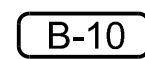
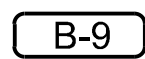
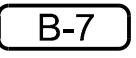
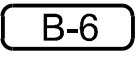
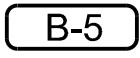
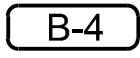
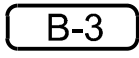
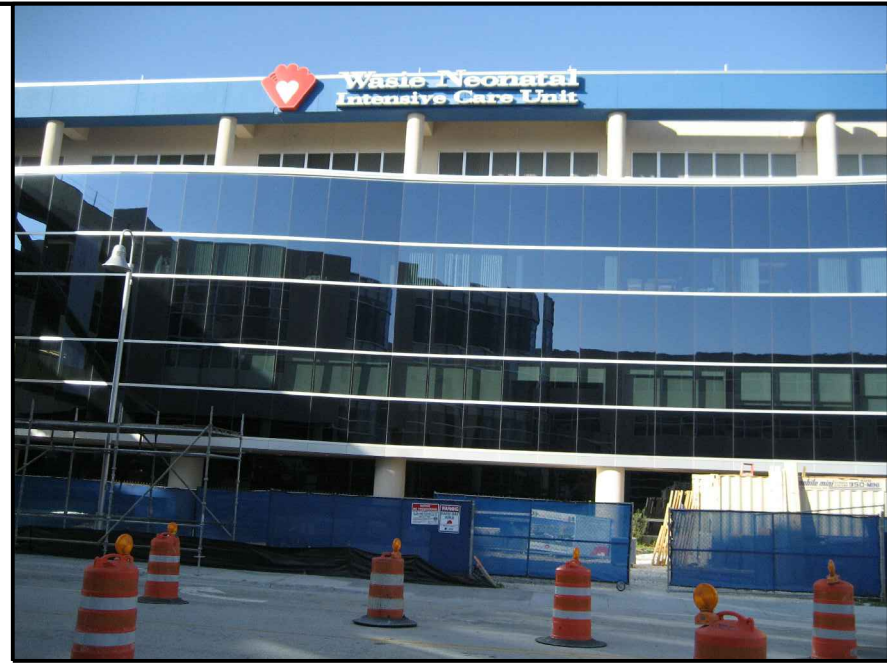
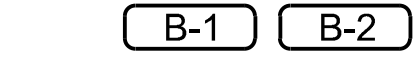
AA-0002897

Charles Michelson AR0009976

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2010-193  
Drawn By:  
NH  
Checked By:  
MS  
Date:  
01-13-11

REVISIONS

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B-21  
NEW BUILDING SIGN

NEW BUILDING SIGN  
PREVIOUSLY APPROVED

ALL EXISTING SIGNS ARE EXISTING TO REMAIN WITH THE EXCEPTION OF

ALL EXISTING SIGNS ARE EXISTING TO REMAIN WITH THE EXCEPTION OF

**B-5** WILL BECOME THE NEW GATEWAY ARCH **GM-3** TO THE PEDIATRIC EMERGENCY ROOM

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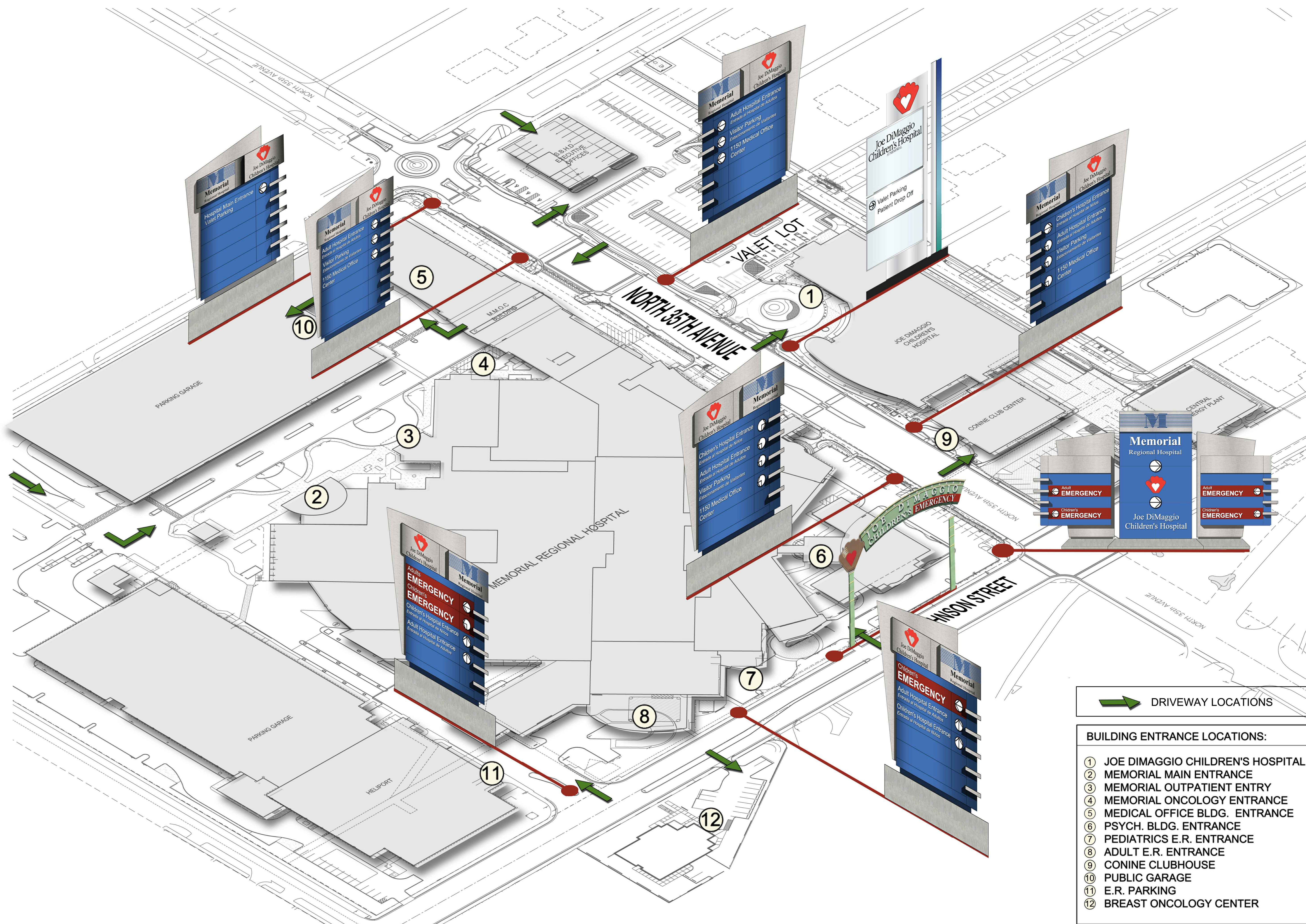
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MSP-3





NEW MONUMENT SIGN LOCATIONS  
NORTHEAST VIEW  
SCALE: N.T.S.  
MEMORIAL REGIONAL HOSPITAL CAMPUS

MASTER SIGN PLAN  
MEMORIAL REGIONAL HOSPITAL  
301 JOHNSON STREET  
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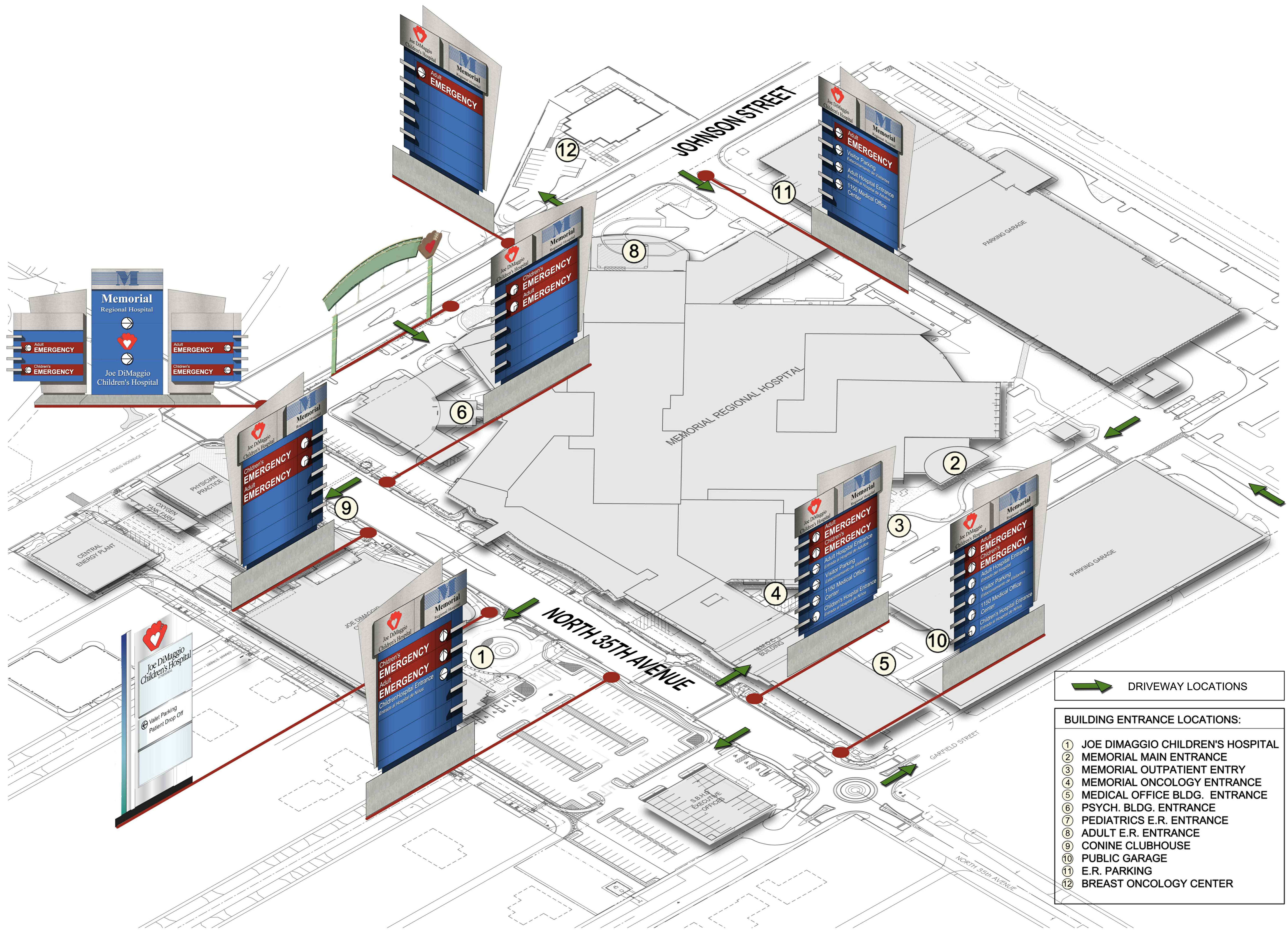
AA-0002897

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Project No.:  
2010-193  
Drawn By:  
NH  
Checked By:  
MS  
Date:  
01-13-11  
REVISIONS

- DRIVEWAY LOCATIONS
- BUILDING ENTRANCE LOCATIONS:**
- ① JOE DIMAGGIO CHILDREN'S HOSPITAL
  - ② MEMORIAL MAIN ENTRANCE
  - ③ MEMORIAL OUTPATIENT ENTRY
  - ④ MEMORIAL ONCOLOGY ENTRANCE
  - ⑤ MEDICAL OFFICE BLDG. ENTRANCE
  - ⑥ PSYCH. BLDG. ENTRANCE
  - ⑦ PEDIATRICS E.R. ENTRANCE
  - ⑧ ADULT E.R. ENTRANCE
  - ⑨ CONINE CLUBHOUSE
  - ⑩ PUBLIC GARAGE
  - ⑪ E.R. PARKING
  - ⑫ BREAST ONCOLOGY CENTER

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NEW MONUMENT SIGN LOCATIONS  
SOUTHWEST VIEW



SCALE: N.T.S.

MEMORIAL REGIONAL HOSPITAL CAMPUS

➡ DRIVEWAY LOCATIONS

**BUILDING ENTRANCE LOCATIONS:**

- ① JOE DIMAGGIO CHILDREN'S HOSPITAL
- ② MEMORIAL MAIN ENTRANCE
- ③ MEMORIAL OUTPATIENT ENTRY
- ④ MEMORIAL ONCOLOGY ENTRANCE
- ⑤ MEDICAL OFFICE BLDG. ENTRANCE
- ⑥ PSYCH. BLDG. ENTRANCE
- ⑦ PEDIATRICS E.R. ENTRANCE
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- ⑨ CONINE CLUBHOUSE
- ⑩ PUBLIC GARAGE
- ⑪ E.R. PARKING
- ⑫ BREAST ONCOLOGY CENTER

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NH  
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MS  
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01-13-11

REVISIONS

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MSP-6



# Attachment B

## Land Use & Zoning Map

3501 JOHNSON STREET - MEMORIAL REGIONAL HOSPITAL



## PLANNING AND DEVELOPMENT SERVICES

### Legend

## Streets

## Major Roads

# Zoning

GU

DH

RS-5

## Land Use

**LRES**

OFF

CONFAC

