

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

DATE: July 14, 2011 **FILE:** 11-D-31
TO: Planning & Development Board
VIA: Andria Wingett, Planning Manager 
FROM: Elizabeth Chang, Planning & Development Services Administrator 
SUBJECT: Meital 3, LLC requests Design review for murals at 1915 N. Ocean Drive.

REQUEST

Design review for murals.

RECOMMENDATION

Design: Approval, with the following conditions:

- a) Remove phone numbers on both street frontages, Oklahoma Street (north) and Ocean Drive (west).
- b) Apply graffiti preventative and clear coat to murals/signs in order to prevent fading/damage.
- c) Remove unpermitted neon sign on the west side prior to the issuance of any mural/sign permits.
- d) Receive Certificate of Completion (C/C) for all sign/mural permits by October 1, 2011.

BACKGROUND

The murals were added to the building without proper approvals and the applicant received a Notice of Violation from Code Enforcement in December 2010. Consequently, the Violation was brought to Special Magistrate the following May and the applicant agreed to comply through a Stipulated Agreement to obtain any necessary permits and/or Variances or remove the murals by October 1, 2011. Additionally, the applicant received another violation for a neon sign on the west wall. While the applicant has applied for a permit for this sign, it has not been approved and contains prohibited content.

REQUEST

The applicant is requesting Design approval for murals located at 1915 N. Ocean Drive. The property is located in Central Beach at the southeast corner of N. Ocean Drive (A1A) and Oklahoma Street. It is located in an area of older hotels and motels in Central Beach. Furthermore, it is located in the Beach Resort Commercial District (BRT-25-C) and is surrounded by properties of similar size and style. The murals include a beach scene with palm trees, flamingos, and commercial content (motel name and phone number). (Attachment A) The pictorial images are considered to be murals and the commercial content separate signs.

Information provided by the consultant states the mural facing Oklahoma Street (north) is approximately 340 sq ft, including the commercial content which is approximately 22 sq ft. Facing N. Ocean Drive (west), the mural is approximately 475 sq ft, which contains approximately 30 sq ft of commercial content. While there is no size limit for a mural, signage is limited to one wall sign per street frontage. Permitted signage for the property is limited to 25 sq ft for each building face and should only contain the business name. Existing signage would meet the required dimensions if the phone number was removed.

Design of the murals helps distinguish the building and maintain recognition on the beach. The request before the Board is for Design of the murals only. Currently, the existing signage is the only identification for the building. No other commercial content exists in the windows or walls with the business name. Commercial content within the murals is permitted; however, phone numbers are prohibited unless in the window. In order to protect the murals from damage or fading, a clear coat or protective paint should be applied. The existing neon sign never received proper permits and currently contains prohibited content and exceeds proper dimensions. While hotels/motels are permitted to have "Vacancy" signs, phone numbers and services provided are prohibited. However, the applicant may apply and obtain proper permits for suitable signage. As such, staff is recommending approval for the Design of the murals, with the following conditions:

- a) Remove phone numbers on both street frontages, Oklahoma Street (north) and Ocean Drive (west).
- b) Apply graffiti preventative and clear coat to murals/signs in order to prevent fading/damage.
- c) Remove unpermitted neon sign on the west side prior to the issuance of any mural/sign permits.
- d) Receive Certificate of Completion (C/C) for all sign/mural permits by October 1, 2011.

SITE INFORMATION

Owner/Applicant: Meital 3, LLC
Address/Location: 1915 N. Ocean Drive
Net Size of Property: 0.17 acres (7,405 sq. ft.)
Present Zoning: BRT-25-C Beach Resort Commercial District
Land Use Designation: General Business
Existing Use of Land: Motel

ADJACENT ZONING

North: BRT-25-C Beach Resort Commercial District
South: BRT-25-C Beach Resort Commercial District
East: BRT-25-C Beach Resort Commercial District
West: BRT-25-A1A-C Beach Resort A1A Commercial District

ADJACENT LAND USE

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

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The murals are on a building located in a General Business Land Use area. The goal of the Land Use Element is to “promote a distribution of land uses that will enhance and improve residential, business, resort, and natural communities while allowing land owners to maximize the use of their property.” Murals help to identify the building and provide maximum exposure. It is consistent with the Comprehensive Plan, based upon the following:

Land Use Element:

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.*

Objective 5: *Encourage appropriate infill redevelopment in blighted areas throughout the City and economic development in blighted business and tourist areas by promoting improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination.*

The murals allow the applicant to improve the streetscape by providing a design appropriate for the beach area. Furthermore, the property is located in a tourist area and the murals bring attractiveness to the area, therefore, promoting economic development.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The property is located in Central Beach which contains a mixture of residential uses including single family, townhouses, duplexes, medium-high density multi-family residential and hotels/motels. Design of the murals is appropriate for the area and surrounding neighborhood. Identification for existing businesses increases economic stability while providing services for the residents of the City. It is consistent with the City-Wide Master Plan, based upon the following:

Guiding Principle: *Attract and retain businesses that will increase economic opportunities while enhancing the quality of life for residents.*

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

The property is located within the Beach Resort Commercial District (BRT-25-C) and is surrounded by similar uses. Incorporation of the murals is consistent with the surrounding properties and helps to enhance the corridor.

DESIGN

Analysis of Criteria and Findings for Design Review as stated in the City of Hollywood Zoning and Land Development Regulations, Article 5.3(1)(6). Approval, Approval with Conditions, or Denial will be based on the following criteria:

CRITERION 1: Architectural and Design components. Architecture refers to the architectural elements of exterior building surfaces. Architectural details should be commensurate with the building mass. The use of traditional materials for new

architectural details is recommended. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment.

ANALYSIS: The Design Review Guidelines mentions *the color of a building helps to establish a mood or feeling about the property. It also reinforces both the individuality of the building and its relationship to its block, area and City.* The property is a motel located in Central Beach on the southeast corner of Oklahoma Street and N. Ocean Drive (A1A). The structure itself has no architectural details and the applicant believes the murals are appropriate for the beach area. As stated by the applicant, "They depict a beach scene similar to Hollywood Beach; the ocean, clouds, palm trees, the sun, seagulls, [and] the sand beach." The property is surrounded by similar structures and businesses and it is the applicants desire to promote themselves as an attraction for out of town tourists as well as local residents.

As the murals and signs were hand painted, over time, they may fade. In order to protect the design, a protective coat should be applied to prevent damage/fading. This will help to retain the color so as to remain attractive for tourists and local residents. As such, staff is recommending approval of the murals with the condition a graffiti preventative and clear coat be applied to the murals/signs in order to prevent fading/damage.

FINDING: Consistent, with the imposition of staff's condition.

CRITERION 2: Compatibility. The relationship between existing architectural styles and proposed construction, including how each building along the street relates to the whole and the pattern created with adjacent structures and the surrounding neighborhood. Buildings should contain architectural details that are characteristic of the surrounding neighborhood.

ANALYSIS: The property is located in an area of older hotels and motels in Central Beach. Furthermore, it is located in the Beach Resort Commercial District (BRT-25-C) and is surrounded by properties of similar size and style. According to the applicant, "The murals have not had any negative effects on the surrounding properties and based on the subject matter in the murals they help to enliven the visual appearance of the N. Ocean Drive corridor without overtly calling attention to the subject property."

The murals contain a beach scene and commercial content which is treated as separate signage. The existing signage contains the business name and phone number painted into the design of the murals. While the painted signs are allowed, inclusion of the phone number is not. Furthermore, removal of the phone numbers will allow the signs to fit within the required dimensions for wall signs, as currently the sign along N. Ocean Drive (west) exceeds the permitted size with the phone number. Additionally, the applicant installed a neon sign on the west side which was never permitted and contains prohibited content. As such, staff is recommending approval of the murals with the condition the phone numbers (from both wall signs) and the unpermitted neon sign be removed. Furthermore, in order for the applicant to comply within a timely manner, staff is requesting the applicant receive

Certificate of Completion (C/C) for all sign/mural permits by October 1, 2011, similar to that of the Stipulated Agreement with Code Enforcement.

FINDING: Consistent, with the imposition of staff's condition.

CRITERION 3: Scale/Massing. Buildings shall be proportionate in scale, with a height which is consistent with the surrounding structures. Building mass shall reflect a simple composition of basic architectural details in relation to its length, width, height, lot coverage, and setting of the structure in context with adjacent buildings. Architectural details include, but are not limited to, banding, molding, and fenestration.

ANALYSIS: The scale and massing of the structure is not affected by the proposed mural. Height remains the same and the building remains proportionate in scale to surrounding properties. The murals represent a beach scene which includes palm trees, flamingos, and commercial content (motel name and phone number). Architectural features include windows and no banding, molding, or fenestration exists. Mural details are limited to the colors and images represented which help to identify the building and provide maximum exposure which is consistent with the surrounding neighborhood.

FINDING: Consistent.

CRITERION 4: Landscaping. Landscaped areas should contain a variety of native and other compatible plant types and forms, and be carefully integrated with existing buildings and paved areas. Existing mature trees and other significant plants on the site should be preserved.

ANALYSIS: The property is located in Central Beach in a commercial zoning district where there is minimal landscaping. There are existing palm trees in a small courtyard and hedging around the buildings. The proposed mural does not affect existing landscaping.

FINDING: Consistent.

RECOMMENDATION

Design: Approval, with the following conditions:

- a) Remove phone numbers on both street frontages, Oklahoma Street (north) and Ocean Drive (west).
- b) Apply graffiti preventative and clear coat to murals/signs in order to prevent fading/damage.
- c) Remove unpermitted neon sign on the west side prior to the issuance of any mural/sign permits.
- d) Receive Certificate of Completion (C/C) for all sign/mural permits by October 1, 2011.

ATTACHMENTS

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

ATTACHMENT A
Application Package

OFFICE OF PLANNING



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

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

Date of Application: _____

Location Address: 1915 N. OCEAN DRIVE
 Lot(s): 14 & 15 Block(s): 8 Subdivision: Hollywood Beach
 Folio Number(s): 5142 12 01 1270 FIRST ADDITION
 Zoning Classification: BRT-25 Land Use Classification: GENERAL BUSINESS
 Existing Property Use: HOTEL Sq Ft/Number of Units: 53

Is the request the result of a violation notice? (X) 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): _____

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

Explanation of Request: DESIGN REVIEW FOR TWO WALL MURALS

Number of units/rooms: 53 Sq Ft: _____

Value of Improvement: NA Estimated Date of Completion: NA

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

Name of Current Property Owner: MEITAL 3 LLC (MARC EISENMANN)

Address of Property Owner: 3350 SW 57th PLACE, FT LAUDERDALE

Telephone: 954-559-2277 Fax: 954-986-2228 Email Address: INFO@HOTELSONHOLLYWOODBEACH.COM

Name of Consultant/Representative/Tenant (circle one): JOE BRIEN

Address: 2432 Hollywood Blvd, 33020 Telephone: 954-320-6940

Fax: _____ Email Address: JBRIEN@BRIENLAWGROUP

Date of Purchase: 11/12/2008 Is there an option to purchase the Property? Yes () No (X)

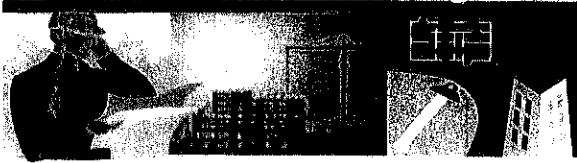
If Yes, Attach Copy of the Contract.

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: Marc Eisenmann Date: 5/4/11

PRINT NAME: MARC EISENMANN Date: _____

Signature of Consultant/Representative: Joseph Brien Date: 5/3/11

PRINT NAME: JOE BRIEN, AHy 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) DESIGN REVIEW FOR 2 MURALS to my property, which is hereby made by me or I am hereby authorizing (name of the representative) JOE BRIEN to be my legal representative before the PLANNING & ZONING (Board and/or Committee) relative to all matters concerning this application.

Marc Eisenmann

SIGNATURE OF CURRENT OWNER

Marc Eisenmann

PRINT NAME

Sworn to and subscribed before me
this 4 day of May

Christina Mathews

Notary Public State of Florida

My Commission Expires: 6-8-14 (Check One) _____ Personally known to me; OR FL DL





CITY of HOLLYWOOD, FLORIDA

Department of Community Development and Code Compliance

2600 Hollywood Blvd. • P.O. Box 229045 • Hollywood, Florida 33022-9045

Phone (954) 921-3061 Fax (954) 921-3318 • www.hollywoodfl.org

NOTICE OF VIOLATION

Date: 12, 28, 10

District 1

Case # V10-17880

Time: 9:20 A.M.

To: Owner / Property manager

Address: 1915 N. Ocean Drive

Nature of Violation: Zoning: Standards for painting and color of exterior surfaces of buildings and structures in the Community Redevelopment Areas. West side Exterior Re-painting/ Painting of the Exterior includes various new colors, design, and possible "mural" Design in plain view adjacent to AIA.

City Code / Ordinance 3.22.B.1

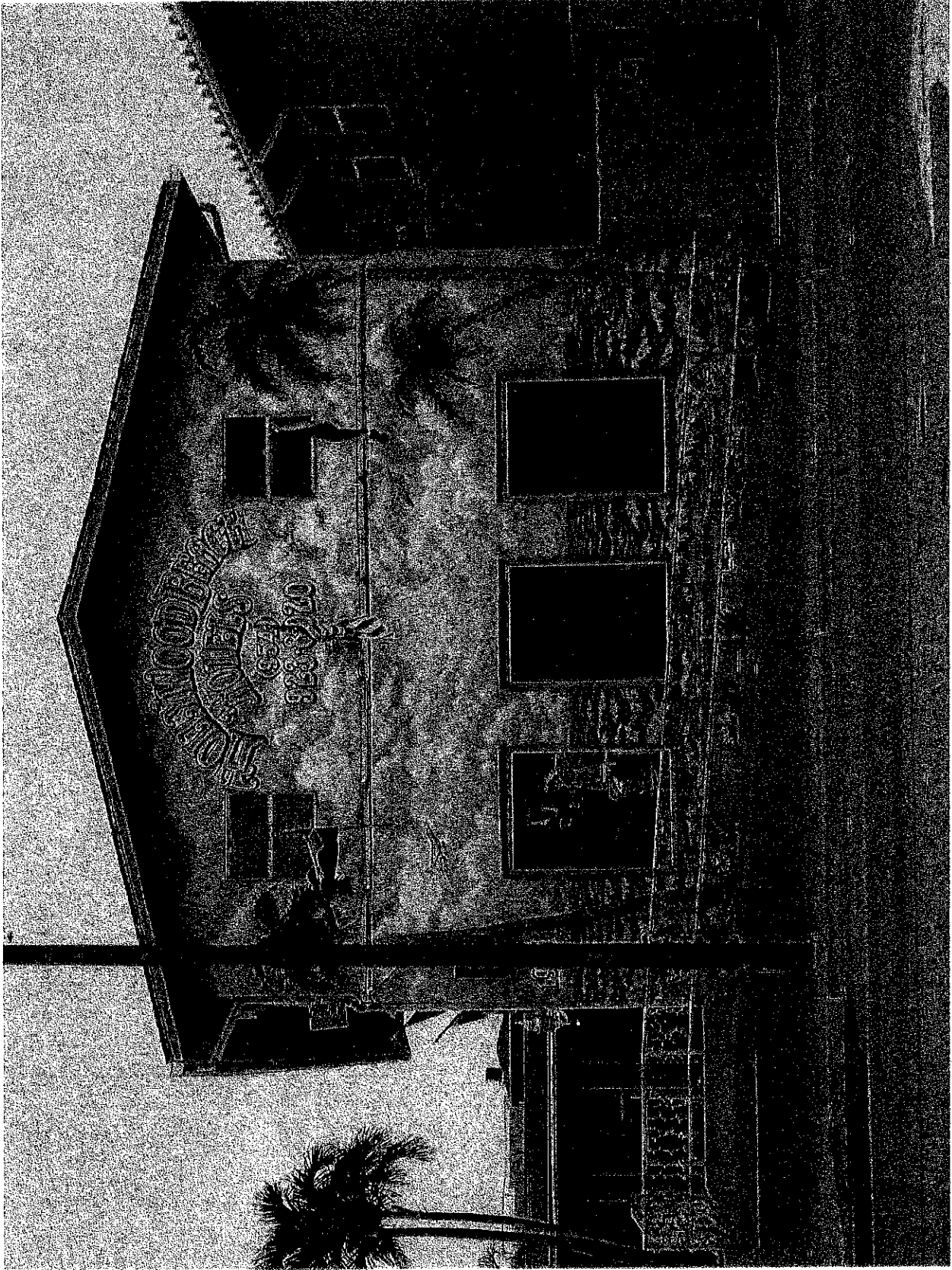
Recommended Action: Please obtain any and all necessary permits and/or variances from city of Hollywood Design and Review Board for new west side Exterior Painting or Remove all new Exterior paint/mural; return to original condition.

Thank you

YOU HAVE 30 DAYS TO CORRECT THIS VIOLATION. FAILURE TO COMPLY MAY RESULT IN YOUR APPEARANCE AT A SPECIAL MAGISTRATE HEARING. THE MAGISTRATE MAY ASSESS A FINE OF UP TO \$1000.00 PER DAY FOR CONTINUED NON-COMPLIANCE. CONTACT THE CODE COMPLIANCE DIVISION AT (954) 921- 3679.

OFFICER John Weitzner

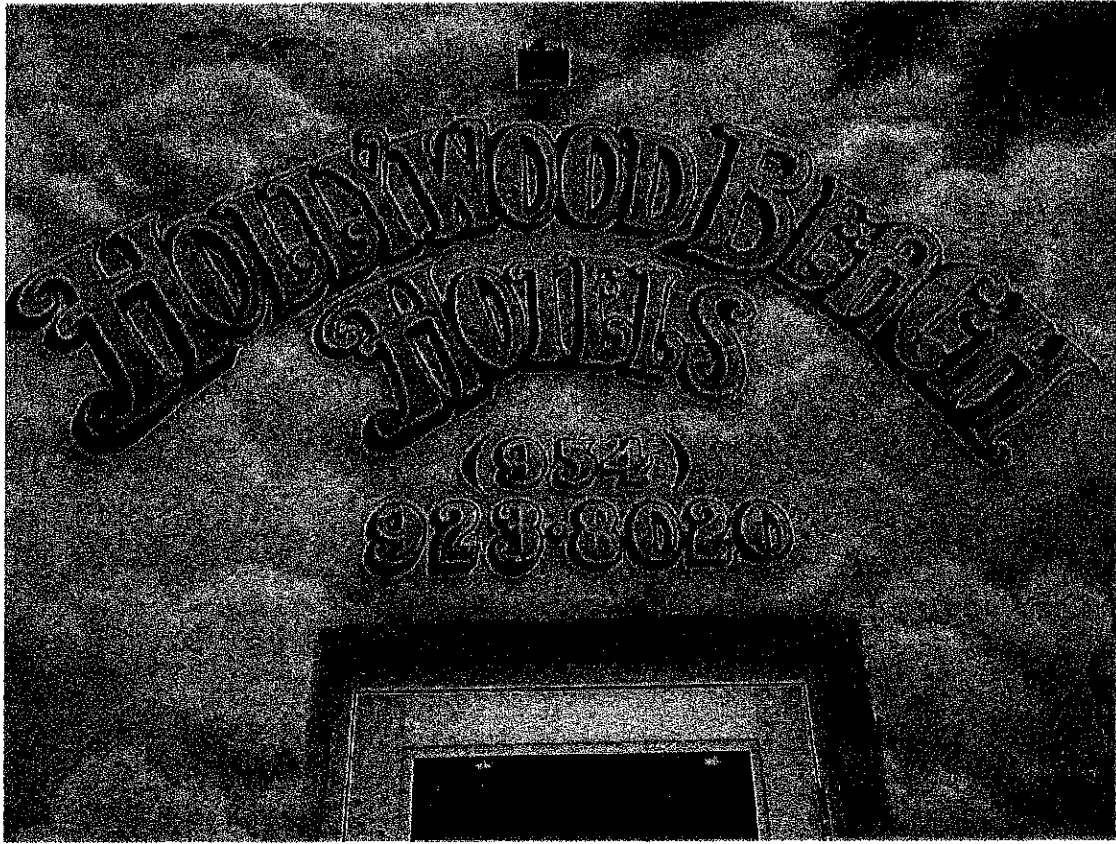
Badge# 50



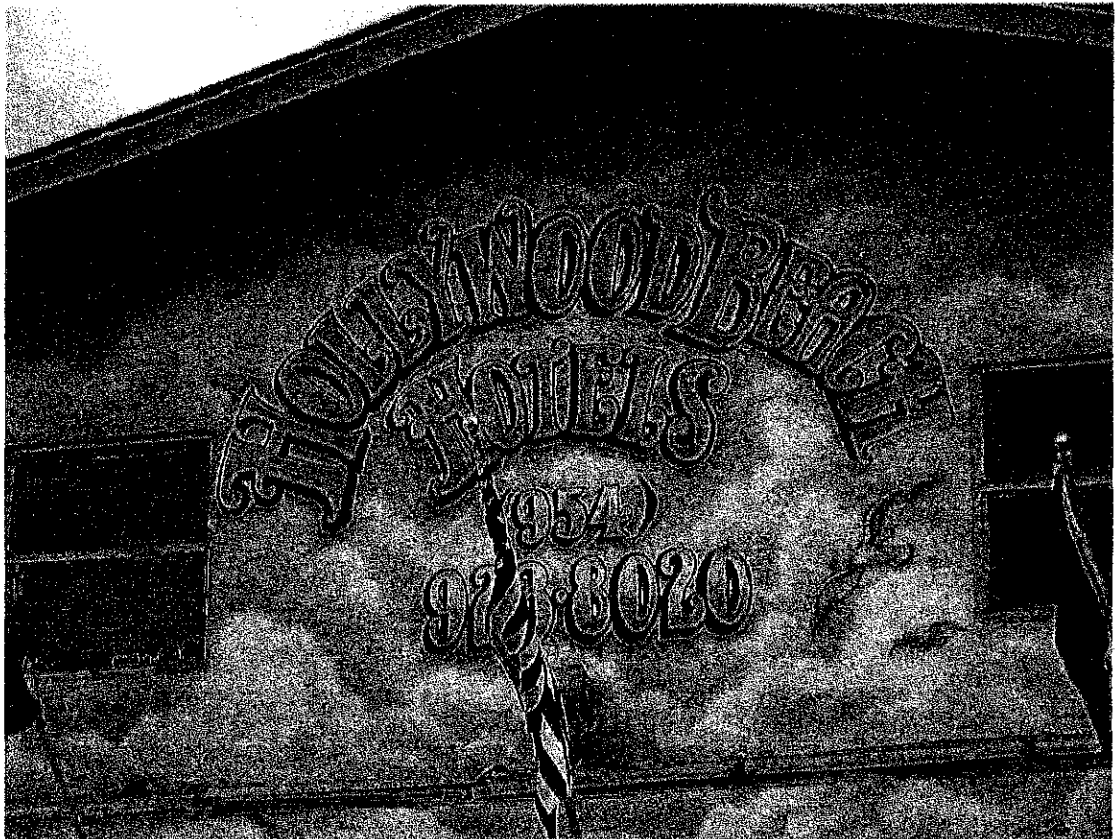
OCEAN DRIVE MURAL



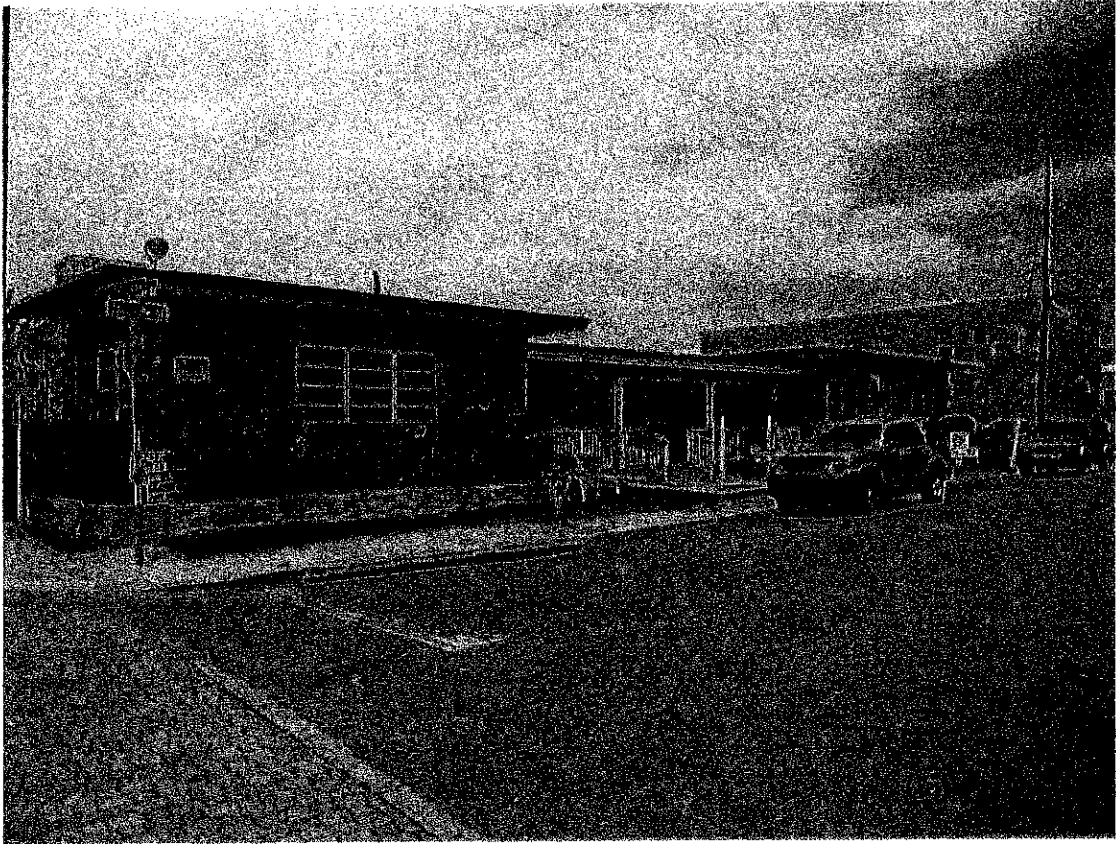
OKLAHOMA STREET MURAL



SIGN OKLAHAMA ST.



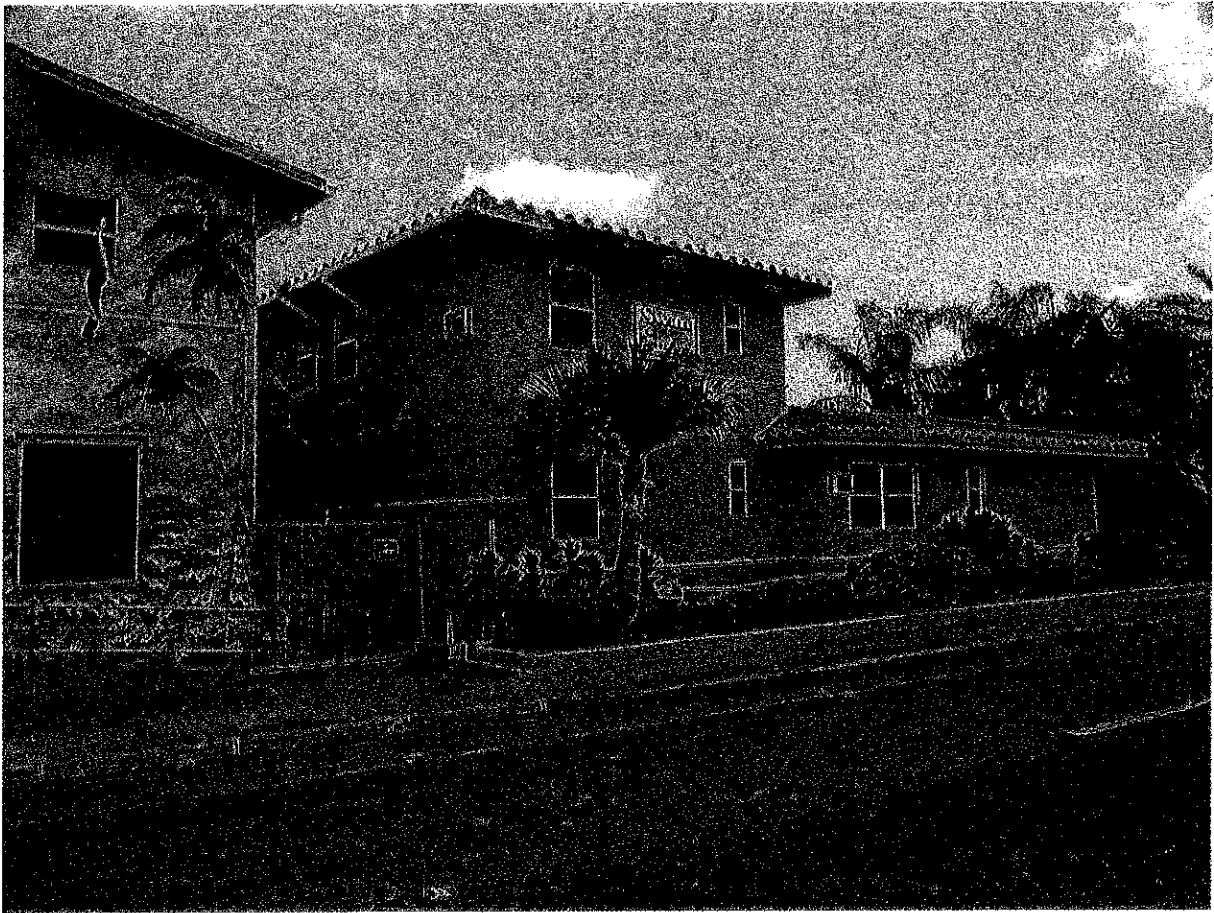
SIGN OCEAN DRIVE



NORTH



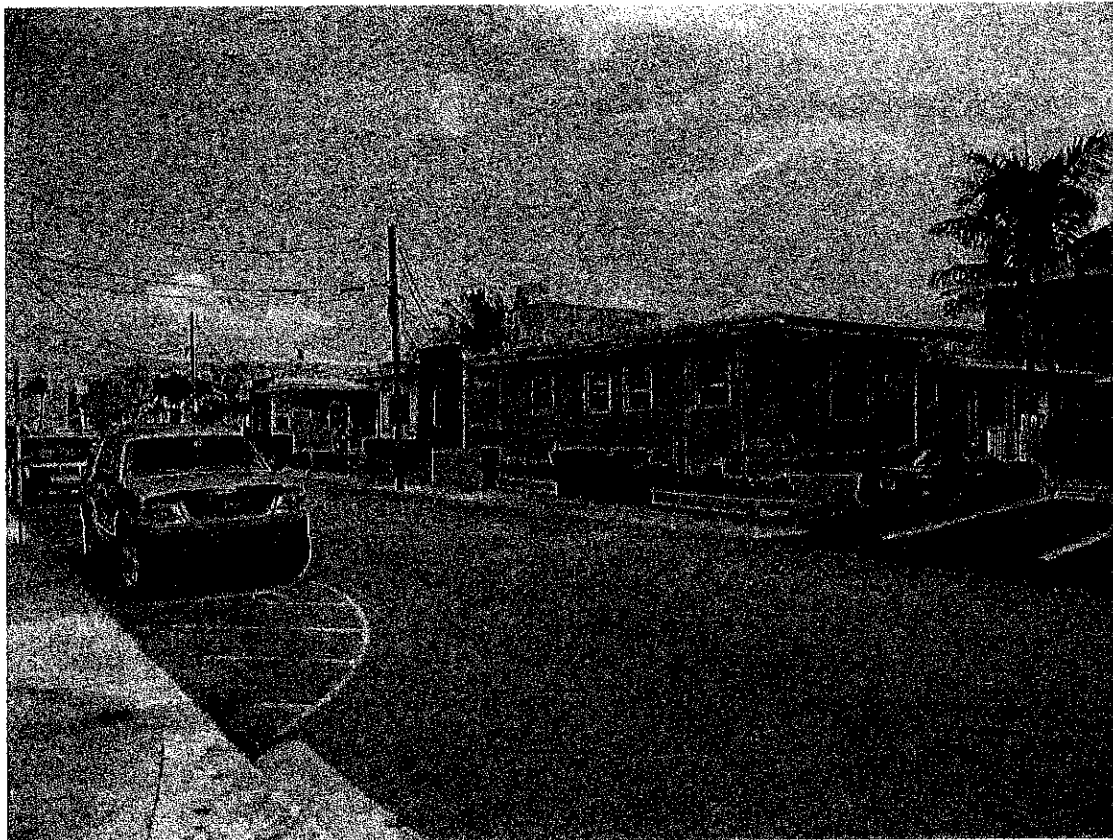
NORTH EAST



SOUTH



East





WEST



CRITERIA STATEMENT

1915 N. OCEAN DRIVE

The applicant is seeking a variance for two mural/signs at 1915 N. Ocean Drive.

In December of 2010 the applicant hired a mural painter Colin Aimsforth from Texas to paint two murals on a portion of the building located on the subject property. Neither Mr. Aimsforth or the applicant knew that the murals required Design Review Board review. The murals took three weeks to paint and when the work neared completion the applicant was cited for violation of zoning standards for painting and color of exterior surfaces in a Community Redevelopment Area and painting an unapproved mural.

In April of 2011 the applicant met with the staff of the Department of Planning and Development Services in an attempt to determine what could be done to keep the mural and signage that was part of the mural.

The staff determined that the combination of the mural and commercial information constituted a sign because it attracted attention to the place of business located at 1915 N. Ocean Drive. In general murals in the City of Hollywood are not allowed to have commercial content in them. The words Hollywood Beach Hotels and the phone number constitute the commercial content.

The mural on the north side of the structure (Oklahoma Street) is approximately 340 square feet. The commercial content is 17.17 square feet. (Measurement provided by applicant.) The mural on the west side of the structure (N. Ocean Drive) is approximately 475 square feet square feet. The commercial content is 28.92 square feet (Measurement provided by applicant). This commercial content of on both murals meets the 30 square feet of signage allowed by the Hollywood Zoning and Development Regulations.

Murals are allowed in the City of Hollywood. Murals under 200 square feet are reviewed by staff while murals over 200 square feet are reviewed by the Design Review Board. In this case the applicant has had two murals painted on the subject property that have within them the commercial elements that are discouraged as part of murals in the City of Hollywood.

**CRITERIA STATEMENT
SIGN VARIANCE
1915 N. OCEAN DRIVE
PAGE TWO**

The applicant believes that the mural/signs are appropriate for the Beach area. They depict a beach scene similar to Hollywood Beach: the ocean, clouds, palm trees, the sun, seagulls the sand beach. The only questionable element is the placement of flamingos and swans in the images. Taken by themselves the murals have acceptable content, compliment the Beach area and are non commercial in content.

The painting requirements were established to promote a design continuity in residential redevelopment areas. Ocean Drive however is more of a commercial corridor in which businesses try to create frontages that will attract customers to their properties. This makes the mural/signs appropriate for the area.

The mural/signs maintain the basic intent of the Zoning and Development Regulations. The murals have not had any negative effects on the surrounding properties and based on the subject matter in the murals they help to enliven the visual appearance of the N. Ocean Drive corridor without overtly calling attention to the subject property.

The subject property is located in an area of older hotels and motels in the Central Beach area. The mural/signs are compatible with the surrounding uses and display the main attraction for staying in the area; The Beach and The Ocean.

The Hollywood Comprehensive Plan has within its goals the redevelopment of the Central Beach area and the promotion of the Central Beach Area as an attraction for out of town tourists as well as local residents. While many new developments have been approved on the Beach, the older hotels and motels have been seeking methods to promote themselves to the tourists and locals that come to the area seeking lodging. The mural/signs do this. People driving thru the area see the mural/signs, slow down turn into Oklahoma Street and make inquiries regarding availability of rooms. If not satisfied they will often drive thru the area inquiring at different hotels to find lodging that meets their needs and

**CRITERIA STATEMENT
SIGN VARIANCE
1915 N. OCEAN DRIVE
PAGE THREE**

finances. The mural/signs indirectly inform the public that there are alternatives to the newer large hotels that are spread along Hollywood Beach. In addition the mural/signs promote Hollywood Beach itself by providing the passerby with an image of the beach area that is a little over a block a way to the east.

Neither the applicant or the mural painter were aware of the need to have the murals reviewed before they were painted. Nor were they aware that commercial content could not be included in the murals. The applicant believes that the mural/signs are attractive and benefit not only their hotels but also the other hotels in the area. There is no overriding economic benefit that can be tied to the mural/signs because even if the mural/signs attract potential customers the hotel on the site must compete with other hotels and motels in the area in terms of amenities and price.

SUMMARY

It is difficult to look at the images painted on the building at 1915 N. Ocean Drive as simply a sign. They are murals that have a small amount of square footage dedicated to commercial content.

The images should be reviewed as murals with commercial content. Without the commercial content the murals are acceptable. The subject of the mural is acceptable, the colors that are used realistically depict the subject and the overall effect is pleasing to the eye both of pedestrians and drivers and passengers in automobiles. The applicant believes the mural benefits the area, improves the appearance of their property and has no negative effects on surrounding properties.

The square footage of the commercial content is less than 10 percent of the total square footage of each of the murals, The content is simple and direct providing the name of the establishment and a phone number. Finally the square footage of commercial content is less than the total square footage allowed by the sign regulations.

The applicant requests that the Development Review Board approve the variance request and allow the mural/sign to remain on the subject property.

Commercial Signage Measurements 1915 N Ocean Drive

The dimensions provided in this report were produced by the staff at Elite Illustrations using a sign design program named Flexsign Pro. The program works off a known sign measurement in each of the pictures of the signage. For the Oklahoma Street side the dimension was the door opening width of 42 inches. Ocean Drive side of the structure it was the middle window opening of 52 inches.

OKLAHOMA STREET (NORTH SIDE)

TEXT - Hollywood Beach

Height of H – 24 inches, Left side
Height of H -17 inches, Right side
Length of Arc of Hollywood Beach (Top) – 107 inches
Length of Arc of Hollywood Beach (Bottom) -89 Inches

Calculations to find Area – Height X Length

$$\text{Height} = 24" + 17" = 41" \text{ divided by } 2 = 20.5"$$

$$\text{Length} = 107" + 89" = 196" \text{ divided by } 2 = 98"$$

$$\text{Area of words Hollywood Beach} = 98" \times 20.5" = 2009 \text{ square inches or } 13.95 \text{ square feet}$$

TEXT - Hotels

Height of H – 18 inches, Left side
Height of S -14 inches, Right side
Length of Arc of Hotels (Top) – 51 inches
Length of Arc of Hotels (Bottom) - 43 Inches

Calculations to find Area – Height X Length

$$\text{Height} = 18" + 14" = 32" \text{ divided by } 2 = 16"$$

$$\text{Length} = 51" + 43" = 94" \text{ divided by } 2 = 47"$$

$$\text{Area of words Hotels} = 47" \times 16" = 752 \text{ square inches or } 5.22 \text{ square feet}$$

TEXT - (954)

Height of Numbers = 6.5"
Length of Numbers = 22"

Calculations to find Area – Height X Length

$$6.5" \times 22" = 143 \text{ square inches or } .99 \text{ square feet}$$

TEXT - 923-8020

Height of Numbers = 7.5"
Length of Numbers = 38.75"

Calculations to find Area – Height X Length

$$7.5" \times 38.75" = 290.6 \text{ square inches or } 2.02 \text{ square feet}$$

$$\text{TOTAL SIGN AREA} = 13.95 \text{ SQ. FT} + 5.22 \text{ SQ. FT} + .99 \text{ SQ. FT} + 2.02 \text{ SQ. FT} = 22.18 \text{ SQ. FT}$$

N OCEAN DRIVE (WEST SIDE)

TEXT - Hollywood Beach

Height of H – 24 inches, Left side
Height of H -17 inches, Right side
Length of Arc of Hollywood Beach (Top) – 136 inches
Length of Arc of Hollywood Beach (Bottom) - 99 Inches

Calculations to find Area – Height X Length

$$\text{Height} = 24" + 17" = 41" \text{ divided by } 2 = 20.5 "$$

$$\text{Length} = 136" + 99" = 235" \text{ divided by } 2 = 117.5"$$

$$\text{Area of words Hollywood Beach} = 117.5" \times 20.5" = 2408.75 \text{ Square inches or } 16.72 \text{ square feet}$$

TEXT - Hotels

Height of H – 18 inches, Left side
Height of S -16.5 inches, Right side
Length of Arc of Hotels (Top) – 58.5 inches
Length of Arc of Hotels (Bottom) - 53 Inches

Calculations to find Area – Height X Length

$$\text{Height} = 18" + 16.5" = 34.5" \text{ divided by } 2 = 17.25"$$

$$\text{Length} = 58.5" + 53" = 111.5" \text{ divided by } 2 = 55.75"$$

$$\text{Area of words Hotels} = 55.75" \times 17.25" = 961.68 \text{ square inches or } 6.67 \text{ square feet}$$

TEXT - (954)

Height of Numbers = 10.5"
Length of Numbers = 26.5"

Calculations to find Area – Height X Length

$$10.5" \times 26.5" = 278.25 \text{ square inches or } 1.93 \text{ square feet}$$

TEXT - 923-8020

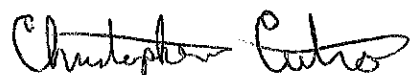
Height of Numbers = 14"
Length of Numbers = 52.75"

Calculations to find Area – Height X Length

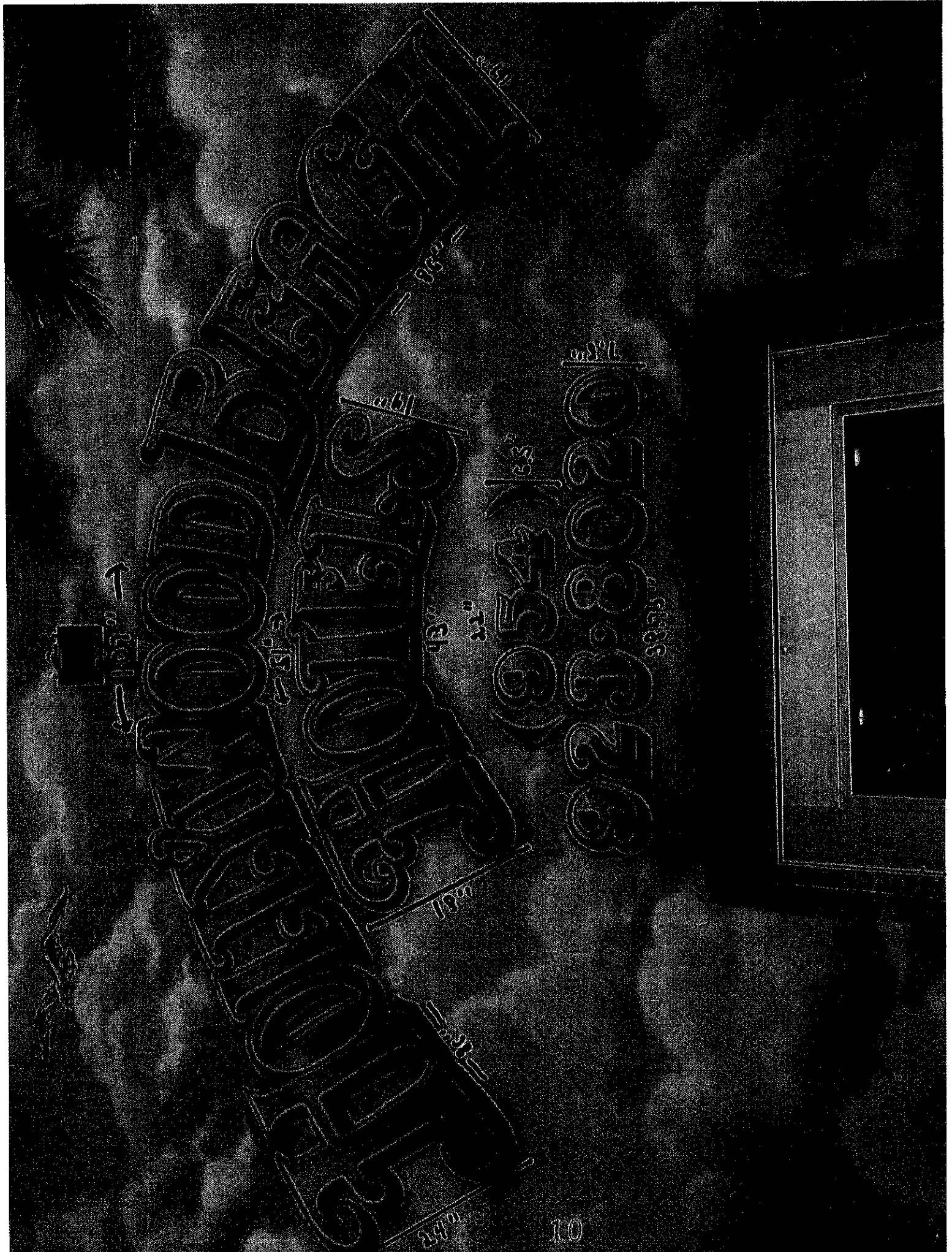
$$7.5" \times 38.75" = 738.5 \text{ square inches or } 5.12 \text{ square feet}$$

$$\text{TOTAL SIGN AREA} = 16.72 \text{ SQ. FT} + 6.67 \text{ SQ. FT} + 1.93 \text{ SQ. FT.} + 5.12 \text{ SQ. FT} = 30.44 \text{ SQ. FT}$$

PREPARED BY AND CERTIFIED BY



CHRISTOPHER CUTRO, AICP
JUNE 22, 2011



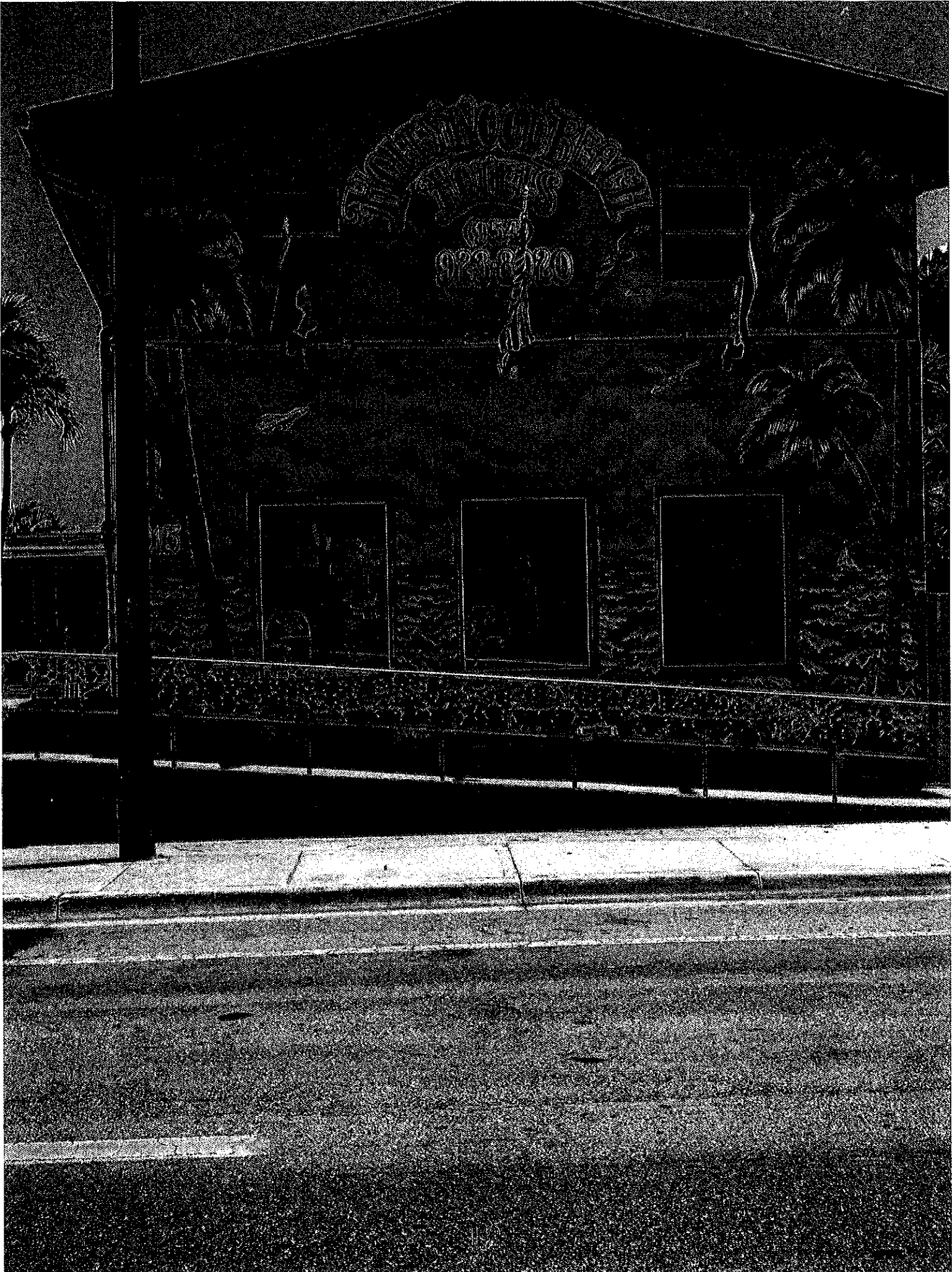
101

WOODBRIERS
KINGDOMS

54
923
2020

WOODBRIDGE
STONEL
9542
8020
STREET

SPRINGWOOD THEATRE
EST. 1927
923-2120



ATTACHMENT B
Land Use and Zoning Map



**PLANNING AND
DEVELOPMENT SERVICES**

Legend



Subject Property



Streets

Land Use



General Business

Zoning



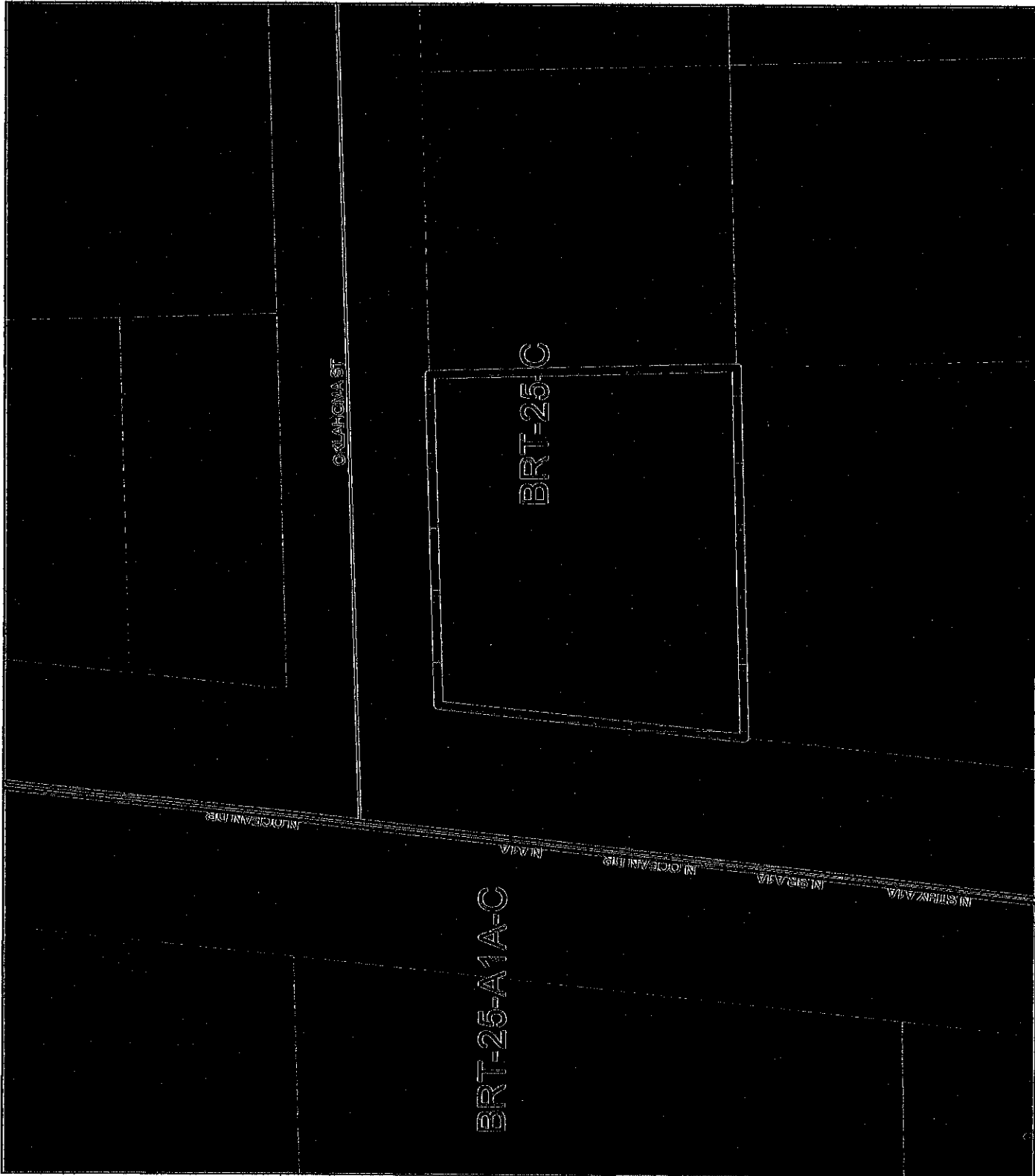
BRT-25-A1A-C



BRT-25-C



1915 N. Ocean Drive



BRT-25-A1A-C

BRT-25-C

OKLAHOMA ST

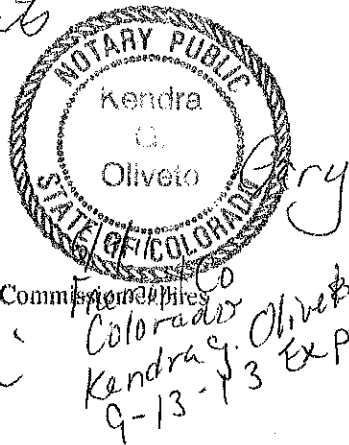
ATTACHMENT C
Correspondence

To Whom It May Concern:

I am a mural artist who was contracted only to paint a mural on 2 sides of the Building at 1915 N. Ocean Dr., Hollywood, Fla 33019. The subject was sky, clouds, sunset, birds, ocean waves and beach with a few animals (flamingo, swan, dolphin etc.)

After the artwork was completed we had a thought later on that instead of the previous wooden signs that were previously up, that it might be better to paint new lettering on the building itself to match the artwork. I checked with signage regulations and found that the building was allowed 30 sq. ft signage on each of the 2 sides. Both signs I later painted were calculated to not exceed these requirements.

Gary Cashin
Gary Cashin



Cashin

Blin Ainsworth Murab & Fay
6185 Quail Mountain Trail
Gardenside Ca 95066
404-641-2451

June 28, 2011



CLEVELAND HOUSE

100 Steps from the Ocean, 12 Steps to a New Way of Life

Zoning Committee Hollywood Beach

To whom this may concern;

My name is Alan Rubin; I am the owner operator of the Cleveland House, located at 320 Cleveland Street. We have a very good working relationship with the Hollywood Beach Hotels and Especially with Marc Eisenmann. Marc and his team have always been very good neighbors to us and an asset for Hollywood Beach. Marc has done a remarkable job in the renovation of the main office on Ocean Drive and Oklahoma Street. The Gift Shop store is a big plus for the neighborhood and the Mural on their main office is not only beautiful and inviting, but it also blends in with the motif of our neighborhood. As far as we are concerned, The Mural greatly enhances Ocean Drive and clearly, makes our neighborhood one of the nicest in South Florida.

A handwritten signature in black ink, appearing to read 'Alan Rubin', with a long horizontal stroke extending to the right.

Alan Rubin
General Manager
Cleveland House

320 Cleveland Street/Hollywood Beach, FL 33019
(888) 80-SOBER | (954) 925-3553 | Fax: (954) 922-0500
Visit our website @ www.clevelandhouse.org

GRENIER'S ON THE BEACH
326 NEBRASKA STREET
HOLLYWOOD, FL 33019
954 923-8771

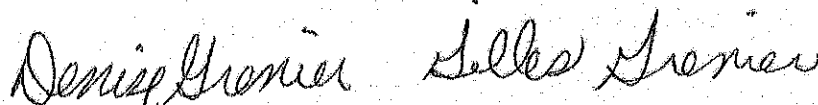
June 30, 2011

To Whom it May Concern,

It has been brought to our attention that there is some concern at the city of Hollywood over the beautiful mural on the property located at 1915 North Ocean Drive. We would like to express our opinion as long time property owners and residents of Hollywood Beach; we certainly believe that Marc Eisenmann and Hollywood Beach Hotels have improved the properties they purchased a few years ago and we have had positive feedback regarding his hotels, the manner in which he operates them and treats his guests.

The mural on the wall facing A1A was well received by the guests we heard from and they feel it is a definite enhancement with a "tropical" feel befitting Hollywood Beach. We certainly feel the same way!

Sincerely,


Denise & Gilles Grenier

Posada Suites
2901 N. Ocean Dr.
Hollywood, FL 33019
(954)922-8690

June 22, 2011

Dear Zoning Committee,

I am the manager of the Posada Suites. We have a very good relationship with Marc Eisenmann and the Hollywood Beach Hotels. They have been available for guidance and are clearly fixtures on the Beach. The Mural on their main office is not only beautiful and inviting, but it also blends in with the motif of the neighborhood. As far as we're concerned the mural greatly enhances Ocean Drive, and clearly brings more business to the neighborhood.

Sincerely,




Delip Wakaskar
Manager

June 29/11

To Whom It May Concern:

I am writing this letter in respect to my neighbors and fellow Hollywood Beach Innkeepers at the Hollywood Beach Hotel. Marc Eisenmann and his manager Luke have run a very successful and clean hotel there for the last three years. They have taken something that was tattered, broken and drug infested into a great destination on Hollywood Beach. Because of there efforts Marc and I enjoy a great business relationship whereby I feel totally comfortable taking my guests that I can not house to him. He does the same for me.

I feel that with all the work and dedication that they have put into there property that they are a great asset to Hollywood Beach.

 OCEAN DRIVE VILLAS
*hundred steps to the ocean,
over hundred reasons to stay.*

1701 NORTH OCEAN DRIVE
HOLLYWOOD, FLORIDA 33019

954.925.6939
888.224.8532
954.922.6436 FAX

WWW.OCEANDRIVEVILLA.COM
OCEANDRIVEVILLAS@YAHOO.COM

The new mural that they painted on there property is very tasteful and I feel that it lends itself to the Hollywood Beach landscape.

Personally, I feel that it looks fantastic and that is a beacon on an otherwise blighted stretch of road!

Ocean VILLAS
hundred steps to the ocean,
over hundred reasons to stay

1701 NORTH OCEAN DRIVE
HOLLYWOOD, FLORIDA 33019

954.925.6939
888.224.8532
954.922.6436 TAX

WWW.OCEANDRIVEVILLA.COM
OCEANDRIVEVILLAS@YAHOO.COM

If you feel you wish to contact me regarding any of my comments, please feel free!

With respect,
Scott Thorne
Scott Thorne

June 27, 2011

To Whom It May Concern,

I am David Morse owner of Southwinds Inn on Hollywood Beach.

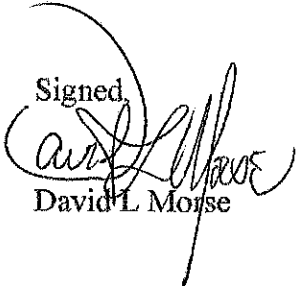
This letter is to state my support for the mural painted on Hollywood Beach Hotels located on the corner of Ocean Dr. and Oklahoma St.

The mural has a lively beach theme which is most appropriate. It adds color and vitality to your drive along A1A and to those accessing the beach via Oklahoma St.

Marc Eisenman is a friend and has strived to improve all his properties on the beach even during these most difficult economic times.

Please seriously consider permitting the future existence of the mural so it can be enjoyed by all.

Signed,


David L. Morse



"CLOSE TO EVERYTHING - YET AWAY FROM IT ALL"

Oklahoma Apartments



Telephone:
954-922-7318

"Hollywood-By-The-Sea"

330 OKLAHOMA STREET HOLLYWOOD, FL 33019

May 12, 2011

To Whom It May Concern:

Mark Eisenmann has moved into our community a few years ago. I always got along with him and his employees. The mural is a beautiful piece of art. I do not find it offensive.

Vicki Ardelyan
Vicki
Oklahoma Apts
owner/manager

Ruvel Apartments
320 McKinley street
Hollywood, FL 33019
(954)559-6552

June 28, 2011

To whom it may concern,

I am the Angel Cordero, the owner of Ruvel Apartments. Since Marc Eisenmann came to the beach, he completely turned over the Hollywood beach Hotels, made lots of improvements to the business, fixed all the buildings and rooms inside. He also cleaned up the Hollywood Beach Hotels from unwelcome and drug addict guests.

The Mural he painted in front of his office adds a great value to our neighborhood and makes it much prettier than the neighborhood was before. It also flows with the "beach" atmosphere nearby. I strongly support the idea of keeping the Mural, since it is one of the most beautiful on our beach and helps our neighborhood and businesses to become more pleasant to the guests.

Moreover it adds character to our neighborhood, and it became a signature. Before we used to have ugly uniform colors all around, and now the Mural shines our places. Please do not make him to repaint the building and deprive us from enjoying great artwork of our neighborhood.

Sincerely,



Owner

I am the manager of Paradise
Motel 1907 N-Surf Rd. Hollywood
33019. I think the mural blends
in with beach and should be
kept.

P Jones.

Reservation: (954) 805-6320

Fax: (954) 458-7702



PARADISE MOTEL

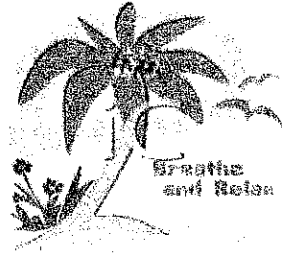
and efficiencies

1907 N. Surf Road

Hollywood, FL 33019

(954) 925-2600

www.beachparadisemotel.com



Martone Apartments
1815 North Ocean Drive
Hollywood Beach, FL 33019

06/28/2011

To whom it may concern,

I am very disappointed to find out that the city of Hollywood has asked Hollywood Beach Hotels to remove the beautiful Mural from the side of their main office building.

As a resident of the beach and a manager of the business, I think that the splendid painting is an improvement and an asset to our neighborhood, and this would also be the goal of the city. I would like to add my name to the support group of the Mural.

Sincerely,

Elizabeth Herston

Manager.

Elizabeth Herston,

To Whom it may concern:

I have resided at 341 Oklahoma St. since June 2009 and love to live on Hollywood Beach.

I first arrived from Cooper City after settling a divorce I was greeted by a gentleman by the name of Marc Eisenmann who informed me he was the owner of the Hollywood Beach Hotels situated directly across the street from me

Mr. Eisenmann told me if there was anything I needed to let him know will found to be quite hospitable as i was not a guest of his!

After settling in, I came to know the neighborhood well, but to my surprise I was greeted by drugs and prostitution. (not exactly what I was after) Since moving in and witnessing Mr. Eisenmann renovate the neighboring hotels and being the major catalyst in removing the "Riff Raff " from the community, I can only commend him on hs efforts to "rehabilitate the neighborhood", that I have since come to love. He has also added a beautiful mural on the side of the main office of his hotels, which in my opinion is a huge improvement to our community. I just love to sit on my patio and look at it. It is truly beautiful.

In closin Mr. Eisenmann has been a great asset to the community, and as a resident, I can only hope there are more people of his character in our future.

Being in the hotel business myself, it is a great comfort to see Marc's passion for the industry and the community.

Sincerely


Steven Luck

Food and beverage director Hilton Miami

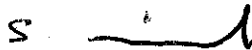
954-324-5655

To whom it may concern:

Thursday, May 12, 2011

Let me express my compliments to the Hollywood Beach hotel management staff and affiliates for their outstanding service and contribution to the Hollywood beach community with an impressive beach landmark which has become a beacon of cleanliness to the local community . Mark , Luke and affiliates of The Hollywood beach Hotels, have excelled in their efforts to clean out the drug element from their Hotels and attract a wholesome, family oriented clientele , alongside with a sizeable investment, towards renovations. One of the beautifying elements involved the hotel Mural , and its unique design, which is tactful and elegant. The improved facilities and impeccable staff service have made me proud to be part of this local community as both a neighbor and friend.

Sincerely,

A handwritten signature in black ink, appearing to read 'S. Milan', with a stylized flourish at the end.

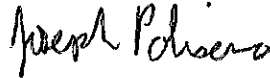
Sean N Milan
1908 N. Ocean Drive#1
Hollywood , Fl, 33019

Dear Board,

June 22 2011

My name is Joey Poliseno and I reside at 320 Cleveland street, right around the corner from The main office of the Hollywood Beach Hotels. I feel the mural on their building is beautiful and definitely helps make the neighborhood. Please let them keep it.

Sincerely,

A handwritten signature in cursive script that reads "Joseph Poliseno".

Joseph Poliseno

PS: They are also great neighbors!

5/15/11

Dear Zoning Board

We love the mural at 1915 No Ocean Drive in Hollywood. It really says welcome to Fla.

Susan Schultz
Abe's Grand
Abe Goldberg Fish Foundation