

Attachment II

Sign Variance Criteria

ATTACHMENT II:

APPLICABLE CRITERIA

Analysis of Criteria and Findings for Sign Variances as stated in the City of Hollywood's Zoning and Land Development Regulations Article 5.

Variance: To increase the area of a wall sign from the allowed 30 square feet to 51 square feet to be located on the property at 3415 N. Ocean Drive.

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

ANALYSIS: Increasing the size of the wall sign from 30 square feet to 51 square feet is not contrary to the public interest. The sign will not have an adverse effect to the surrounding area as its proposed size is proportionate to the building. The wall sign will match the style and color of the neighboring building creating cohesion in the design.

FINDING: Consistent.

CRITERIA 2: The variance is required due to special conditions.

ANALYSIS: The location where the proposed sign is being mounted is set back about one city block from Ocean Drive, and seven stories high. A smaller sign would make it difficult for ongoing traffic to easily identify the building as this will be the only wall sign; and as stated by the Applicant, it "is the only area for a wall sign that will be visible to Ocean Drive." This is due to the architectural detail that surrounds the building including balconies, windows and columns. The portion of the tower where the proposed wall sign will be mounted is the only section of the building that has a simple façade; therefore, the sign will not obtrude any architectural elements.

FINDING: Consistent.

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

ANALYSIS: The Zoning and Land Development regulations allow for one wall sign per street frontage; and the area of such sign is limited to *30 square feet*. Had the location of the sign not been setback as much as it is and at the height it is being placed, the allowable 30 square feet would be sufficient and this sign variance would not be necessary. The regulations also do not consider the size and height (seven stories) of the building relative to the size of the sign. Given the significant setbacks and the massing of the building, the proposed 51 square foot sign is proportionate; anything smaller will make it difficult for traffic to identify the building.

FINDING: Consistent.