



# City of Palm Beach Gardens

Planning and Zoning Department - Case Details

Petition #: PUDA-23-06-0002

Petition Type: Planned Unit Development Amendment  
Project Name: PALM BEACH GARDENS MEDICAL CENTER  
Status: In Review  
Application Date: 6/15/2023  
Description: Requesting approval of a PUD Amendment to modify the master signage program and associated waivers for Palm Beach Gardens Medical Center.  
Project Manager: Riva Pearce

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Main Parcel #: 52434207410010000  
Main Address: 3360 BURNS RD  
PBG, FL 33410

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## Site Information

Acres: 22  
Flood Zone: N/A  
Proposed Uses: Medical Center/ Hospital  
Proposed Sq Ft By Use Type: No changes to square footage as part of this request.  
Proposed Number and Type of Dwelling: N/A

## Justification

Impact on surrounding areas: The proposed signage improvements will not impact the surrounding area, they are designed to be a visual and safety improvement to the existing signage.  
Preservation of natural resources: All requirements for preservation of natural resources and native vegetation were addressed with the approval of the PUD.  
Art in public places requirements: It is not anticipated that the vertical construction costs of the signage will exceed the threshold to require AIPP.

## Property Info

Project Name: PALM BEACH GARDENS MEDICAL CENTER  
Sub Project Name: LM BEACH GARDENS MEDICAL CENTER  
Future Land Use: PUBLIC, PROFESSIONAL OFFICE, RESIDENTIAL MEDIUM  
Zoning: PO

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**Additional Information**

All associated parcel numbers:

52434207410010000

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<b>Agent</b>	<b>Applicant</b>	<b>Contact Person</b>	<b>Financial Responsibility Contact</b>	<b>Property Owner</b>
Lauren Sands Company: Urban Design Studio Business: 5613661100	Lauren Sands Company: Urban Design Studio Business: 5613661100	Teresa Urquhart Company: Palm Beach Gardens Medical Center Other: 5613661100	Michael Cronan Company: Palm Beach Gardens Medical Center Business: (561) 495- 3225	Teresa Urquhart Company: Palm Beach Gardens Medical Center Other: 5613661100
<b>Applicant</b>				
Urban Studio Company: Urban Design Studio Business: (561) 366- 1100				

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**PROJECT NARRATIVE  
PALM BEACH GARDENS MEDICAL CENTER (PBGMC)  
PUD AMENDMENT – MASTER SIGN PROGRAM**



**June 14, 2023  
Resubmittal: June 27, 2023**

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**Urban Design  
Land Planning  
Landscape Architecture**

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**OVERVIEW**

On behalf of Palm Beach Gardens Community Hospital, Inc. Urban Design Studio hereby respectfully submits this application for a PUD Amendment request for Palm Beach Gardens Medical Center (PBGMC) located at 3360 Burns Road (PCN: 52-42-42-11-19-00-00010). PBGMC has ongoing rebranding efforts on the campus, included in that is the modernization of the interior and exterior of this facility in two phases. Phase 1 was processed by an administrative amendment and focused on the facades of the two buildings. This application (phase 2) includes the proposed signage improvements throughout the campus.

This master sign program identifies 16 signs in total including: ground signs, directional signs and wall signs. Additionally, one of the existing monument signs will be removed. The requested changes are a result of the rebranding efforts by Tenet Healthcare in an effort to improve the safety conditions on site and the visibility of the hospital from Gardens East Drive and Burns Road. This request is graphically represented by a new Master Sign Program outlining the proposed signage. There are 7 ground signs, 6 directional signs and three (3) wall signs. The proposed changes are not consistent with the previously requested and approved waivers and therefore, new waivers are being requested.

Hospitals and medical centers function differently than a typically shopping center of which the city's sign code is designed for. The proposed signage is needed to provide safe and convenient directional information for emergency personnel, visitors and medical professionals. The city's waiver process allows for flexibility in these regulations when a demonstrated need is provided. Previously seven (7) waivers were approved for signage at the medical center, due to the changes in the code as well as the signage itself, the applicant is requesting new waivers representative of the amended master sign program.

**HISTORY**

October 3, 1991, the City Council adopted Ordinance 28, 1991, thereby approving the Palm Beach Gardens Medical Center as a Planned Unit Development (PUD);

October 15, 1992, the City Council adopted Resolution 92, 1992, thereby approving a one-year time extension for issuance of the initial building permit;

January 5, 1995, the City Council adopted Resolution 3, 1995, amending the phasing plan for the Palm Beach Gardens Medical Center;

October 5, 1995, the City Council adopted Ordinance 26, 1995, thereby approving an amendment to the Palm Beach Gardens Medical Center PUD to allow the development of a 2,000-square-foot meeting room and reconfiguration of the parking lot;

February 1, 2001, the City Council adopted Ordinance 35, 2000, approving a change in uses of 81,000 square feet of medical center uses to allow for the construction of a 37,500-square-foot medical office building, the addition of 30 hospital beds, the expansion of operating rooms, the intensive care unit, and the mechanical, storage, and service areas;

November 15, 2001, the City Council adopted Ordinance 39, 2001 to allow for the issuance of a building permit prior to plat recordation and allowed additional time to submit a public facilities agreement;

July 20, 2006, the City Council adopted Resolution 68, 2006 granting conditional use approval for the relocation of the previously-approved helistop and reduction of 5,800 square feet of medical office use for Phase 2B;

December 18, 2008, the City Council adopted Resolution 104, 2008 approving the Art in Public Places for the Palm Beach Gardens Medical Center;

February 2009, the City Council adopted Resolution 19, 2009 approving a Master Signage Program and seven sign waivers.

March 2023, an Administrative Amendment was approved for various façade modifications throughout the hospital campus.

### **Surrounding Zoning and Land Use Analysis**

The site has a zoning designation of Planned Unit Development (PUD), with an underlying zoning of Professional Office, and a Future Land Use Plan designation of Public and Professional Office. To the north of the site are multiple office and commercial developments. To the east and south is Sandalwood estates. To the west are multiple multi-family developments.

EXISTING USE	ZONING DESIGNATION	FUTURE LAND USE PLAN DESIGNATION
SUBJECT PROPERTY: Palm Beach Gardens Medical Center	PUD (PO)	Public & Professional Office
TO THE NORTH: Offices	RL3 & PO	RL & PO

TO THE EAST: Sandalwood Estates	RM	RM
TO THE SOUTH: Sandalwood Estates	CG-1	RM
TO THE WEST: Various Multi-Family Developments and Office	RM & PO	RM

**PROPOSED SIGNAGE**

Ground Signs:

There are seven (7) ground signs being proposed and one that is being removed. All of the sign bases are existing and the panel and lettering on the outside is being replaced and the base repainted. The 7 ground signs are mostly located adjacent to site entrances along Gardens East Drive and Burns Road. The text on the existing signage is fading and have no identification for Palm Beach Gardens Medical Center. The proposed changes increase the letter size and copy area while modernizing the signage to be consistent with the façade improvements.

Directional Signs:

There are six (6) directional signs proposed. All of the sign bases are existing and the panel and lettering on the outside is being replaced and the base repainted. The directional signs are mostly located on internal drive aisles to direct traffic flow of emergency vehicles, PBGMC personnel and visitors. The text on the existing signage is fading and have no identification for Palm Beach Gardens Medical Center. The proposed changes increase the letter size and copy area compared to the existing while modernizing consistent with the façade improvements.

Wall Signs:

There are two new wall signs proposed and one modification to an existing primary tenant sign to add a logo and reface the signs . One sign is located on the main hospital building and will be affixed to the new metal paneling installed as part of the façade improvements. The second new sign is located on the Medical Office Building (M.O.B) and is essentially replacing the existing ground sign located to the left of the M.O.B entrance. This sign is similar to the other sign and will be affixed to the metal paneling approved under the prior administrative amendment.

**Landscaping**

All of the ground and directional signs included in the master sign program are existing. The code requires the following for ground signs (Sec. 78-287(b)). Since many of the

ground signs are existing, they would not be able to comply with the following requirements. Waivers are requested where the code minimum cannot be provided.

- (1) Front: Minimum width of the landscape area shall be the height of the sign.
- (2) Side: Minimum width of the landscape area shall be the height of the sign.
- (3) Rear: Minimum width shall be three (3) feet. Landscape areas associated with ground shall be irrigated, unless waived by the growth management department, and shall be maintained as required by section 78-329.

### **Emergency Access**

This site includes multiple emergency access points. The signage modifications are designed to improve safe circulation throughout the site. There are no changes proposed to the emergency wall signage on the medical center building.

### **WAIVER REQUESTS**

The desire of the applicant is to improve the functionality and safety of the signage on site while providing a much needed update to the existing signage to be consistent with the other façade improvements that have been approved. The medical center has existed for decades and like any development, frequently changes are needed. The hospital is a unique use that requires a significant amount of signage to operate in a safe way. We believe that this project is consistent with the intent and purpose of the PUD overlay district regulations, and is consistent with comparable development standards for other medical centers within the city. For these reasons we feel the requested waivers should be approved and respectfully request your support.

One of the general purposes and intentions of the Planned Unit Development overlay district is to “to provide architectural and design features which are aesthetically pleasing and supportive of an enhanced quality of life; and provide one or more specifically identifiable benefits to city residents”. As a result of these concepts, the PUD Overlay District was created as a Flexible Zoning district that is intended to allow for deviations from standard Land Development Regulations. In turn, the applicant understands that they will be subject to conditions of approval and additional review criteria. Deviations to the standard Land Development Regulations are accommodated through the waiver approval process. This unique hospital use undoubtedly requires flexibility with the existing zoning regulations in order to promote safe and convenient access for medical professionals, emergency personnel and patrons of Palm Beach Gardens Medical Center. Due to the nature of this request, many of the criteria to address the waivers will be similar in nature since they all pertain to signage regulations. To reduce redundancy, the waiver justifications are provided together.

**WAIVER SUMMARY TABLE**

<b>NO.</b>	<b>CODE SECTION</b>	<b>REQUIRED</b>	<b>PROPOSED</b>	<b>WAIVER REQUEST</b>
<b>1</b>	Sec. 78-285 (Table 24)	Ground sign base height – 18”	15” in height	Reduce required base height by 3”
<b>2</b>	Sec. 78-285 (Table 24)	Max of 3 Ground Signs	7 Ground Signs	Increase the number of grounds signs by 4
<b>3</b>	Sec. 78-285 (Table 24)	Maximum copy area of 4 SF	10.9 SF and 11.9 SF	Allow 1 directional sign to increase copy area by 6.9 SF and 5 directional signs to increase copy area by 7.9 SF.
<b>4</b>	Sec. 78-285 (Table 24)	Maximum height of 4’	5’ and 5.3’ in height	Allow 1 directional sign to increase by 1’ in height and 5 directional signs to increase 1.3’ in height
<b>5</b>	Sec. 78-344 (l)(1) (a, c)	Maximum of 2 principal tenant signs	8 principal tenant signs. 7 on the main building and 1 on the Medical Office Building	2 new primary tenant signs are proposed, a modification to an existing and 5 other primary tenant signs will remain the same.
<b>6</b>	Sec. 78-285 (Table 24)	Sign letters shall not exceed 36” in height.	47” logo on principal wall sign	Increase the size of logo for principal tenant sign by 11” on the main building.

7	Sec. 78-287 (b)(1)	Front: Minimum width of landscape area shall be the height of the sign.	Varied width of landscape area due to existing sign constraints. Refer to landscape plan.	Decrease planting requirements for three (3) of the ground signs.
8	Sec. 78-287 (b)(2)	Side: Minimum width of the landscape area shall be the height of the sign.	Varied width of landscape area due to existing sign constraints. Refer to landscape plan.	Decrease planting requirements for four (4) of the ground signs.

**1. Ground Sign Base Height (Sec. 78-285 (Table 24))**

The applicant is requesting a waiver from Section 78-285 to reduce the required base height in order to accommodate the PBGMC information as well as directional information. The reduction in base height will allow for any required landscaping at the base to be provided while not compromising any safety signage.

**2. # of Ground Signs (Sec. 78-285 (Table 24))**

The applicant is requesting a waiver from Section 78-285 for the number of ground signs being provided. The hospital is a unique use requiring more signage than the typical commercial or office center. All of the ground signs included in this package are existing, however, due to the changes in copy area and colors, the applicant is re-requesting the waiver for consistency with the new master sign program.

**3. Directional Sign Copy Area (Sec. 78-285 (Table 24))**

The applicant is requesting a waiver from Section 78-285 for the size of the directional sign copy area. The increase in copy area is the result of increased font size and information on the signage as well as the new header that appears at the top of every directional and ground sign for consistency throughout the medical center.

**4. Directional Sign Height (Sec. 78-285 (Table 24))**

The applicant is requesting a waiver from Section 78-285 to increase the height of the directional signs. All of the directional signs are existing and had a previously approved waiver, however, due to the changes in copy area and colors, the applicant is re-requesting the waiver for consistency with the new master sign program.

**5. # of Primary Tenant Signs (Sec. 78-285 (Table 24))**



The applicant is requesting a waiver from Section 78-285 to add two new primary tenant signs and modify one of the existing primary tenant signs to add a logo and face change to reflect the new color palette proposed on all the signs.

**6. Primary Tenant Sign Height (Sec. 78-285 (Table 24))**

The applicant is requesting a waiver from Section 78-285 to increase the letter height of the logo of the primary tenant sign located on the main building.

**7. Landscaping for front of signs (Sec. 78-287(b)(1))**

The applicant is requesting a waiver from Section 78-287 to reduce the required landscaping on the front faces of two (2) of the ground signs. Given that most of the signs have double-sided copy area, both are referred to as the “front”. Due to existing site constraints, the applicant is unable to provide the required landscape area for signs #4 and #5.

**8. Landscaping for side of signs (Sec. 78-287(b)(3))**

The applicant is requesting a waiver from Section 78-287 to reduce the required landscaping on the side faces of two (2) of the ground signs. Due to existing site constraints, the applicant is unable to provide the required landscape area for signs #2 and #6

**Waiver Criteria**

**(1) The request is consistent with the city's comprehensive plan.**

*Waivers 1-8 are consistent with the City’s comprehensive plan, Policy 1.1.3.1(h) to “ensure safe and convenient on-site traffic flow and vehicle parking needs”. Policy 1.1.3.4(a) states that “the intent of a PUD is to ensure the desired character of the community is furthered or enhanced on development sites within the city”. The requested signage improvements and subsequent waiver requests are not only required to ensure safe vehicular access but to provide signage consistent with the updated architecture of the medical center and provide a similar caliber of signage to other signage provided throughout the city.*

**(2) The request is consistent with the purpose and intent of this section.**

*Waivers 1-8 are consistent with the provisions of the code that allow waiver requests within a PUD which are necessary to implement the site plan. The proposed signage is also consistent with the architectural improvements completed as part of an administrative amendment. The hospital is a unique use that requires more signage than the typical commercial center in the city.*

- (3) The request is in support of and furthers the city's goals, objectives, and policies to establish development possessing architectural significance, pedestrian amenities and linkages, employment opportunities, reductions in vehicle trips, and a sense of place.**

*Waivers 1-8 further support the city's goals by providing signage that is consistent with the architecture provided on site and with the high caliber of signage found throughout the city in newer developments. The hospital has existed for decades and the new signage and identification of PBGMC at the top of every sign is creating a sense of place at the hospital.*

- (4) The request demonstrates that granting of the waiver will result in a development that exceeds one or more of the minimum requirements for PUDs.**

*Waivers 1-8 are requested due to the unique use and signage considerations needed for a hospital and no other changes are proposed that would modify aspects of the hospital. The site already exceeds landscaping, open space and parking requirements.*

- (5) The request for one or more waivers results from innovative design in which other minimum standards are exceeded.**

*Waivers 1-8 are requested as part of the overall modernization of the hospital. The improvements are intended to be consistent with the architecture improvements on the main building and the medical office building which were approved under a separate petition. The signs are intended to provide additional safety measures for people traveling in and out of the hospital and create a stronger sense of place within the hospital campus.*

- (6) The request demonstrates that granting of the waiver will result in preservation of valuable natural resources, including environmentally-sensitive lands, drainage and recharge areas, and coastal areas.**

*Waivers 1-8 are requested for signage only. The site has been developed for many years and that criteria was addressed at the initial PUD approval. This is a unique request for standalone master sign program and associated waivers required for the hospital use.*

- (7) The request clearly demonstrates public benefits to be derived, including but not limited to such benefits as no-cost dedication of rights-of-way, extensions of pedestrian linkages outside of the project boundaries, preservation of important natural resources, and use of desirable architectural, building, and site design techniques.**

*Waivers 1-8 are requested as part of the overall modernization of the hospital. The proposed improvements are crucial in creating a more desirable architecture and signage for the medical center consistent with the façade improvements that were part of a separate petition. The signs are intended to provide additional safety measures for people traveling in and out of the hospital.*

- (8) Sufficient screening and buffering, if required, are provided to screen adjacent uses from adverse impacts caused by a waiver.**

*Waivers 1-8 are requested for signs that exist today. There are specific code requirements for landscaping that is required for any ground signs. The master sign program is being updated to address improved safety and aesthetics which match the façade improvements that were approved for the main building and medical office building.*

- (9) The request is not based solely or predominantly on economic reasons.**

*Waivers 1-8 are not based off of economic reasons. All of the sign bases are existing and some of the waivers are to rectify existing conditions. The changes to the signs are proposed for safety and aesthetic reasons to encourage safer access throughout the site, create a sense of arrival and match the aesthetic feel of the signage with the recent façade improvements to the main building and the medical office building.*

- (10) The request will be compatible with existing and potential land uses adjacent to the development site.**

*Waivers 1-8 are compatible with the surroundings. The hospital has existed for decades in its location, there is office to the north and residential on the east, south and west sides of the property. All of the ground and directional signs are existing, the requested waivers are either to rectify existing non-conformities, request a new waiver or re-request the same waiver approved prior.*

- (11) The request demonstrates the development will be in harmony with the general purpose and intent of this section, and that such waiver or waivers will not be injurious to the area involved or otherwise detrimental to the public health, safety, and welfare.**

*Waivers 1-8 are requested for safety improvements and aesthetic improvements and will not be injurious to the surrounding area or detrimental to the public health, safety and welfare. The goal of the signage is to make it more aesthetically pleasing to match the façade improvements and provide signage encouraging safe traffic flow throughout the site.*