



City of Eustis

P.O. Drawer 68 • Eustis, Florida 32727-0068 • (352) 483-5430

TO: EUSTIS CITY COMMISSION

FROM: Tom Carrino, City Manager

DATE: August 21, 2025

RE: Ordinance Number 25-19: Conditional Sign Permit for Orlando Health Master Sign Plan

Introduction:

Ordinance Number 25-19 approves a Conditional Sign Permit for allowance of additional signage at the Orlando Health Emergency Room facility, located at 15719 U.S. Highway 441.

Background:

Orlando Health proposes a Master Sign Plan for its 11,600 sq ft emergency room at 15719 U.S. Highway 441. This corner-lot site (Dillard St. & US-441) sits in a General Commercial future land use category within a Suburban Corridor design district.

Applicant's Request

- Permit additional wall-mounted and freestanding signs
- Create a cohesive campus wayfinding and branding plan
- Deviations from Chapter 115 limits on copy area and sign setbacks

The sign plan submitted is more than the Code allowance for wall mounted and freestanding signs, while a few of the freestanding signs that also deviate from setbacks height limitations in certain instances. (A larger, more extensive Master Sign Plan is included with this report as an appendix.)

Signs are generally depicted with a corporate logo or similar branding that staff use as a baseline to measure the copy of area of a sign. Other signs may be considered wayfinding as they do not contain commercial speech, but the Code is silent on this issue.

Building Signage:

Suburban Corridor rules allow up to two wall signs per frontage, totaling 100 sq ft each. Two frontages mean a 200 sq ft maximum for the site.

The table provided by the applicant on the next page shows a visual representation of each sign and a breakdown of the total square footage per sign.

Label		Height	Width	Copy Area ¹
MS-1		2'-0" 2'-10 1/2"	22'-11" 4'-4 3/4"	45.83 ft ² <u>+12.64 ft²</u> 58.47 ft ²
MS-2 ² MS-3 ^{2,3}		2'-0"	21'-6 1/4"	43.04 ft ²
MS-4 ^{2,3} MS-5 ²		2'-0" 2'-0"	20'-8 1/2" 20'-8 1/2"	41.42 ft ² 41.42 ft ²
MS-6		2'-4" 2'-4"	14'-8 3/4" 11'-10 1/4"	34.37 ft ² <u>+27.66 ft²</u> 62.03 ft ²

The following table shows a comparison of what is proposed and allowed, as well as any excess signage.

Frontage	Allowed	Signs/Sign Areas	Total Proposed	Over/(Under)	Notes
Dillard Road	100 sq. ft.	MS-1: 58.57 sq ft MS-2: 43.04 sq	101.61 sq ft	+1.61 sq ft	Counting MS-2 as "wayfinding" brings total down to 58.57 sq ft
U.S. Hwy 441	100 sq. ft.	MS-5: 41.42 sq ft MS-6: 62.03 sq ft	103.45 sq ft	+3.45 sq ft	Counting MS-5 as "wayfinding" brings total down to 62.03 sq ft
Western elev. (non-frontage)	0 sq. ft.	MS-3: 43.04 sq ft MS-4: 41.42 sq ft	84.46 sq ft	+84.46 sq ft	Requires conditional approval for non-frontage signage

Free Standing Signage:

Code permits one ground sign per parcel, plus an extra sign for lots ≥ 500 ft of frontage or corner entries (min. 200 ft apart). Max copy area is 50 sq ft per sign, with 10 ft setbacks in the Suburban Corridor Design District.

- Dillard Road frontage (466 ft): 1 sign allowed
- U.S. 441 frontage (781 ft): 2 signs allowed

Orlando Health proposes twelve campus signs (total 180.43 sq ft of copy), exceeding the 50 sq ft limit by 130 sq ft. Excluding three non-branded wayfinding signs reduces the excess to 125.03 sq ft.

The table provided by the applicant on the following page shows a visual representation of each sign and a breakdown of the proposed square footage for freestanding signs.

Sign Identifier	Label	Sign Graphic	Height	Width	Copy Area Per Face ¹	No. of Faces with Copy	Total Copy Per Sign
Sign Type AA1	FS-6		8'-4"	23'-6"	17.79 ft ²	1	17.79 ft ²
Sign Type AA2	FS-5		8'-0"	6'-0"	19.82 ft ²	1	39.64 ft ²
Sign Type AA3	FS-1 ²		4'-2"	13'-2"	16 ft ²	1	16 ft ²
Sign Type AA5	FS-2		20'-0"	3'-6"	14.76 ft ²	3	44.28 ft ²
Sign Type BB1	FS-9		7'-0"	4'-8"	18.22 ft ²	2	36.44 ft ²
Sign Type BB2	FS-3 FS-4 FS-7 FS-10 FS-11		5'-3"	3'-4"	10.36 ft ²	2	20.72 ft ²
Service Sign	FS-8 FS-12		8'-0"	2'-0"	2.78 ft ²	2	5.56 ft ²

Freestanding Sign Setback and Height Deviations

In addition to the signage copy area above, the applicant requests the following deviations:

- FS-2 stands 20' in height (15' max) but sits 67' from the property line.
- FS-11 (northern sign along Dillard Road) is approximately 4' from the property line to be more visible to southbound oncoming traffic.

Findings. In approving conditional signs, the city commission shall make the following findings:

- (1) There are special circumstances and conditions peculiar to the site, the business, or the sign that are not applicable to other sites or businesses.

The property is a unified medical campus that represents a peculiar and special circumstance to the site. Chapter 115 does not address additional signage for wayfinding and, therefore, the attempt to provide additional wayfinding presents a conflict. The conditional use permit would provide a public benefit by ensuring safe and effective movement to the Orlando Health Eustis campus.

- (2) The approval does not grant any special privilege denied to other sites or businesses.

Other campus-type developments such as hospitals/free-standing emergency rooms can submit for a Conditional Sign Permit as well. The intent of this request to meet the transportation wayfinding needs peculiar to this site and use and does not grant or deny any special privilege to other sites or businesses.

- (3) The sign is compatible with its environment and does not create any unsafe conditions or detriments to the public welfare.

The requested signage is compatible with its environment and approving the conditional sign permit will not cause unsafe conditions or detriments to the public welfare. In fact, public welfare may be enhanced by increased visibility and wayfinding at a medical facility.

Recommended Action:

Staff recommends approval of the conditional sign permit request given the unique nature and needs of the site and the proposed/developed use.

Policy Implications:

None

Budget/Staff Impact:

There would be no direct cost to the City associated with the action. There would be no additional staff time beyond the normal plan review process and inspection.

Business Impact Estimate:

Exempt from this Requirement per F.S. 164.041(4)(c)7.b.(Comprehensive plan amendments and land development regulation amendments initiated by an application by a private party other than the municipality)

Prepared By:

Kyle Wilkes, Senior Planner

Reviewed By:

Jeff Richardson, AICP, Deputy Director of Development Services
Mike Lane, AICP, Development Services Director