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Planning | Urban Design
Landscape Architecture
Economics | Real Estate

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To	Jeff Richardson; Kyle Wilkes
CC	Sharon Subryan
Subject	Orlando Health Conditional Use Permit - Signs
Project	Orlando Health Emergency Room - Eustis
From:	Andrew McCown
Date	May 27, 2025

Per the requirements of the Eustis Land Development Regulations (*Sec 115-11.5*) we are submitting this Conditional Use Permit to allow for approval of a number of site and building signs on the Orlando Health Emergency Room – Eustis property (the property), which together will constitute a campus-wide Sign Plan. As the project will be a free-standing emergency room, site traffic will include both ambulance and public traffic, and the sign plan as a whole will promote the health, safety, and welfare of the public entering and navigating the campus; therefore, special consideration is being requested for additional signage to facilitate more effective and accessible circulation throughout the site. The description below and the attached exhibits are provided for your review. Should you have any additional questions, please do not hesitate to contact me at (321) 319-3069.

Allowed Signage

The City of Eustis' signage standards, found in Sec, 115-11. – the Land Development Regulations (LDRs), allows for one single- or double-faced free-standing sign per parcel. Developments with 500 feet or more of frontage on a major arterial road with more than one ingress/egress are permitted one additional sign. For buildings located on corner lots (with two street-facing sides) one sign may be located on each side served by an entryway provided there is a minimum separation of 200 linear feet. As the subject property is located at the corner of Dillard Road and S US Hwy 441, the property has two street-facing sides. Along Dillard Road, the frontage is approximately 466', allowing for one sign. Along S US Hwy 441, the frontage is approximately 781', allowing for 2 signs.

As the property lies within the Suburban Development Design Corridor, the LDR requires a 10' street setback, 10' common lot setback, and a 10' rear setback. The height requirements specify that "signs shall be a maximum of 15', measured from adjacent finished grade to the top of the sign supporting structure area." The maximum size of the background structure of a sign shall not exceed 110 percent of the total square footage of copy area.

Per Sec. 115-11.2, maximum copy area of the free-standing signs for the project is determined by the building size. According to Table 4.0, the building size (gross floor area) dictates the maximum copy area allowed. With the building encompassing +/-11,600 ft², signs may have 50 square feet/tenant.

The City's nonresidential building sign standards state that, "in corridor districts, up to two building signs are permitted per building elevation. As the property lies within the Suburban Design Development Corridor, the allowable number of building signs is 2 per building elevation. Additionally, in Corridor Design Districts, the maximum combined copy area for building signs is "one hundred square feet per building frontage, maximum letter size 36 inches, maximum logo size 48 inches. Maximum copy area may be distributed per sign and along building elevations as desired by the business consistent with the maximum number of signs permitted above; however, copy area per building elevation shall not exceed 100 square feet."

Proposed Signage

Dillard Road

Along the frontage of Dillard Road, two free-standing directional signs (FS-9 and FS-11) have been proposed to help direct traffic into the site, as there are two separate entrances along this roadway. They will stand approximately 284' apart. A third sign (FS-6) has been proposed at a 45° angle at the corner of Dillard Road and S US Hwy 441 to identify the campus at the intersection. This sign is located 140' from sign FS-9 and 426' from FS-11. However these signs serve fundamentally different purposes. Four additional signs (FS-7, FS-8, FS-10 and FS-12) are located along the eastern side of the property but will address the internal roadway network, and are not for the use of vehicular traffic along Dillard Road. FS-7 and FS-10 are internally focused monument signs for general wayfinding. FS-8 and FS-12 are small pole signs specifically for service vehicles and deliveries.

Signs along Dillard Road are approximately 35' from the edge of pavement as the property line itself is set relatively far from the road. The northern sign (FS-11), proposed along Dillard Road is approximately 4' from the property line to be more visible to oncoming traffic traveling southbound. The southernmost entry sign on Dillard Road (FS-9) is approximately 12' from the property line. The signage proposed at the corner of Dillard Road and S US Hwy 441 (FS-6) is 17' from the nearest property line.

Building signage along the Dillard Road frontage includes two signs: one identifying the name of the building and its intended use (MS-1) and the other identifying the ambulance bay for emergency drop offs (MS-2). MS-1 has a copy area of 58.47 ft². MS-2 has a copy area of 43.04 ft². Both of these signs are wall signs and adhere to the two permitted signs per building elevation in a corridor district. Together, the signs are slightly larger than the 100 square feet per building frontage maximum size by 1.51 ft². Preliminary discussions with staff indicated that the AMBULANCE sign (MS-2) might not count against the building sign allocation since it is direction and not branded.

US Hwy 441

There is one free-standing sign (FS-5) proposed at the entrance to the property immediately adjacent to US Hwy 441. The sign is over 50' from the edge of pavement but approximately 1' from the property line. Additional free-standing signs (FS-2, FS-3 and FS-4) will be located along internal roadways within the site. These signs include two freestanding directional signs close to the entrance, but on the north side of the internal roadway (T H Poole Sr Drive). FS-3 and FS-4 are the same sign but serve traffic coming in different directions at the intersection at T H Poole Sr Drive. They stand 54' apart.

Free-standing sign heights adhere to the City's code in all instances except one. Sign FS-2 stands 20', and though it is visible from US Hwy 441, it is setback 67' from the ROW. It marks an important Emergency entrance that may be missed if built to standard height requirements.

Along the primary building elevation (S US Hwy 441), there are two wall mounted building signs. The first (MS-5) clearly identifies the building as an emergency facility and the second (MS-6) identifies the Orlando Health brand. MS-5 has a copy area of 41.42 ft². MS-6 has a copy area of 62.03 ft². Both of these signs are wall signs and adhere to the two permitted signs per building elevation in a corridor district. Taken together, the signs are slightly larger than the 100 square feet per building frontage maximum size by 3.45 ft². Preliminary discussions with staff indicated that the EMERGENCY sign (MS-5) might not count against the building sign allocation since it is direction and not branded.

Two additional building mounted signs are located on the western side of the building. MS-3 identifies the other side of the ambulance bay while MS-4 identifies the building entrance that is accessed from the parking lot. MS-3 has a copy area of 43.04 ft². MS-4 has a copy area of 41.42 ft². Both signs also adhere to the 100 square feet per building frontage maximum size and the 36 inch maximum letter size requirements.

Other Signage

One ground-mounted sign (FS-1) and two building-mounted signs (MS-3 and MS-4) are not adjacent to a public frontage.

Proposed Signage Summary

The charts on the following page summarize the different signs proposed throughout the site including their critical information. They are grouped into Free Standing Signs labeled "FS" and Building-Mounted Signs labeled "MS". The signs have been labeled in the attachments to show location and elevation context.

Table 1. Free Standing (FS) Sign Data







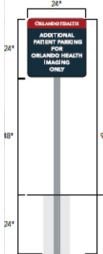




Sign Identifier	Label	Sign Graphic	Height	Width	Copy Area Per Face ¹	No. of Faces with Copy	Total Copy Per Sign
Sign Type AA1	FS-6		8'-4"	23'-6"	17.79 ft ²	1	17.79 ft ²
Sign Type AA2	FS-5		8'-0"	6'-0"	19.82 ft ²	1	39.64 ft ²
Sign Type AA3	FS-1 ²		4'-2"	13'-2"	16 ft ²	1	16 ft ²
Sign Type AA5	FS-2		20'-0"	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

Table 2. Building Mounted (MS) Sign Data

Label		Height	Width	Copy Area ¹
MS-1		2'-0" 2'-10 ½"	22'-11" 4'-4 ¾"	45.83 ft ² +12.64 ft ² 58.47 ft ²
MS-2 ² MS-3 ^{2,3}		2'-0"	21'-6 ¼"	43.04 ft ²
MS-4 ^{2,3} MS-5 ²		2'-0" 2'-0"	20'-8 ½" 20'-8 ½"	41.42 ft ² 41.42 ft ²
MS-6		2'-4" 2'-4"	14'-8 ¾" 11'-10 ¼"	34.37 ft ² +27.66 ft ² 62.03 ft ²

Conditional Use Justifications

Per Section 115-11.5 of the Land Development Regulations, the Commission will review this request based on three findings. Our response to each of the three findings are:

- (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.

Justification: The use of the subject property as a unified medical campus is the special circumstance and condition peculiar to the site in that it requires a tailored and systematic approach to wayfinding. As constructed, the aforementioned portions of Chapter 115 do not have a mechanism conducive to creating an effective large-scale medical and hospital campus-wide wayfinding plan.

The existing City code places significant emphasis on general commercial signage, as opposed to true wayfinding, which is not mentioned within the City's standards. The attempt to accommodate all relevant sections of Chapter 115, while still creating a functional wayfinding plan for the campus, causes a conflict.

The requested variance is a reasonable use of the property and constitutes a significant public benefit as it provides a means to ensure safe and effective movement of patients and visitors to the Eustis campus.

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

Justification: The approval of this variance does not grant any special privilege denied to other sites or businesses. Any site with a more complex transportation system, such as another hospital/emergency room, or campus (medical or otherwise), has the same opportunity to submit

for a Conditional Use Permit for a Signage Plan. Approval of the permit is dependent upon being able to illustrate the need for additional signage. The wayfinding system proposed this site is intended to bolster public safety for anyone on or near the campus by creating legible and clear routes to the ER, individual medical facilities, patient drop off areas, etc. It enhances the ease of navigating the site while promoting the health, safety and welfare of the public as a whole by facilitating a more effective and accessible circulation pattern throughout the site. Other sites with similar needs would benefit by adhering to the same process and also applying for a Conditional Use Permit.

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

Justification: Signage located within this site is compatible with its environment and granting the variance will not cause any unsafe conditions or detriments to the public welfare of adjacent or nearby property owners or negatively impact the standard of living of the citizens of the city. The Eustis campus wayfinding will be contained within the subject property, and not in the right-of-way. The signs are designed to be attractive and consistent and are not so numerous so as to cause visual clutter. The signs will not cause any adverse aesthetic or other issues for nearby property owners and citizens.

Sincerely,

Andrew McCown, AICP

Director of Planning, Community Solutions Group

Eustis FSED

15719 US-441
Eustis, FL 32725

DRAWN BY NN/AK
CHECKED BY AM
DATE OF ISSUE 05/27/2025
SCALE AS SHOWN
REVISION 0

CONCEPT PLAN BY OTHERS

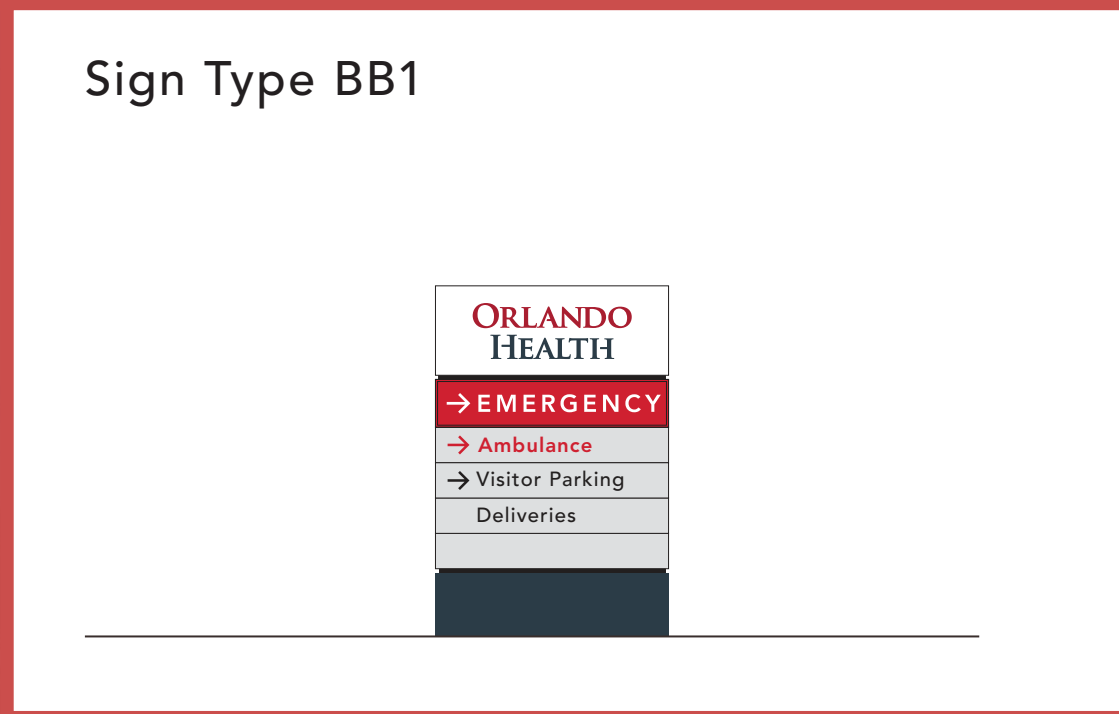
Sign Location Plan
001





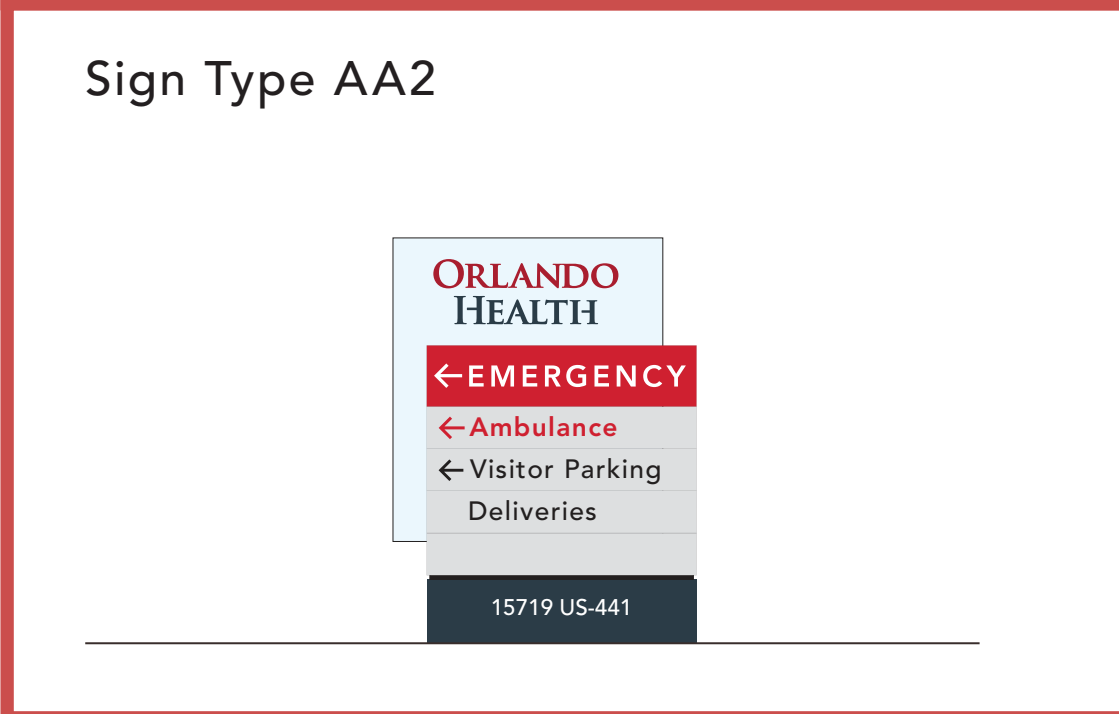
Sign Location

FS-6



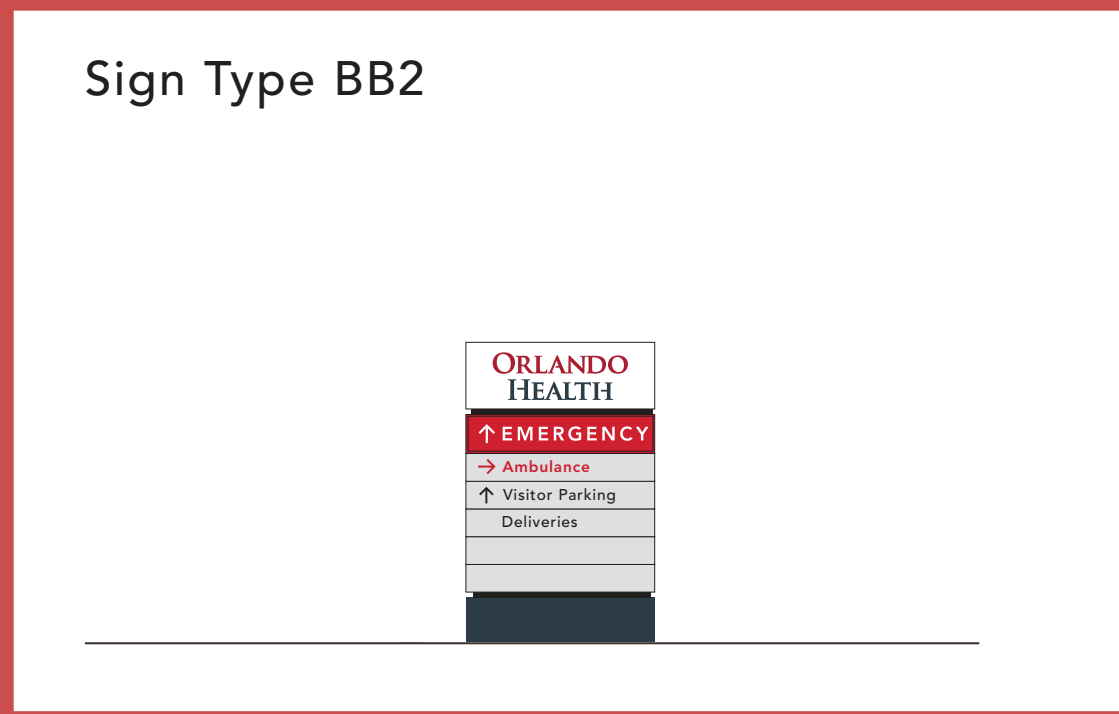
Sign Location

FS-9



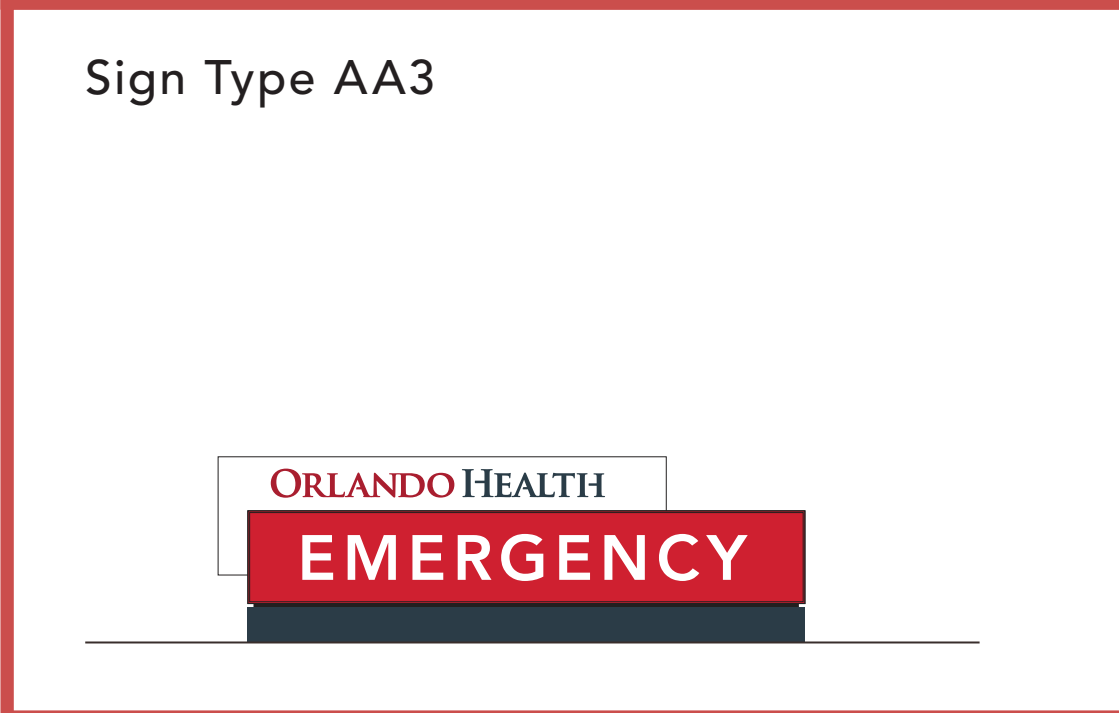
Sign Location

FS-5



Sign Location

FS-3 FS-4 FS-5
FS-7 FS-10 FS-11



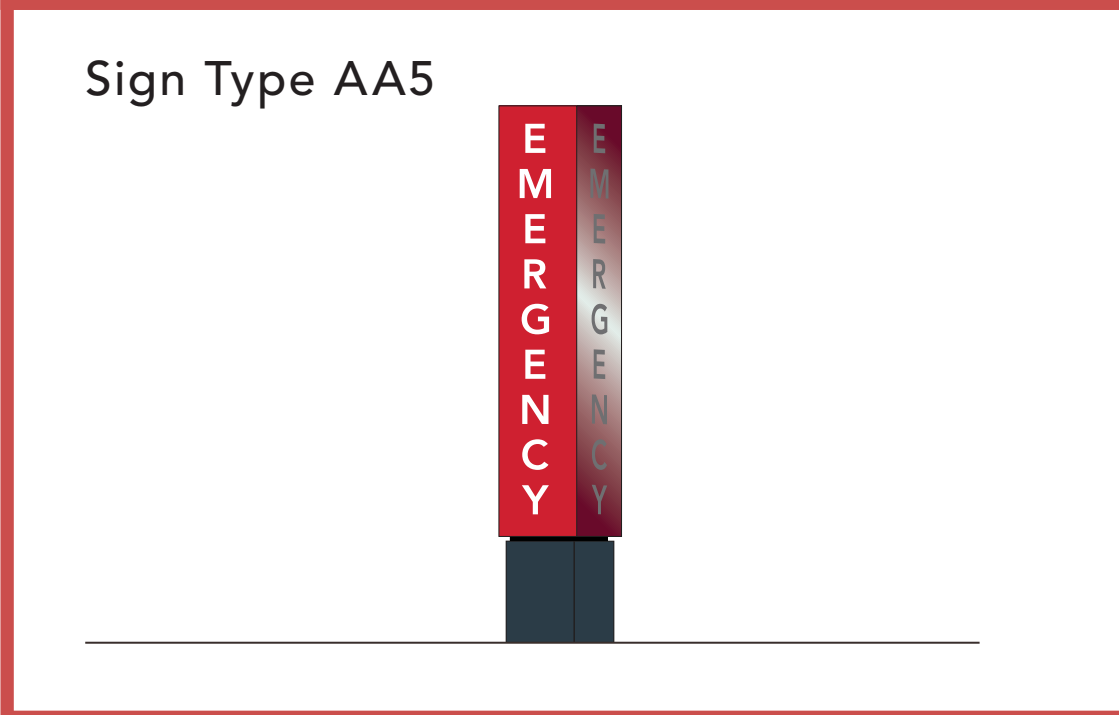
Sign Location

FS-1



Sign Location

FS-8 FS-1



Sign Location

FS-2



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CHECKED BY	AM
DATE OF ISSUE	05/27/2025
SCALE	AS SHOWN
REVISION	0

CONCEPT PLAN BY OTHERS

Sign Example Images

002



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Sign Location

MS-1



Sign Location

MS-2

MS-3



Sign Location

MS-4

MS-5



Sign Location

MS-6



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CONCEPT PLAN BY OTHERS

Sign Example Images

003



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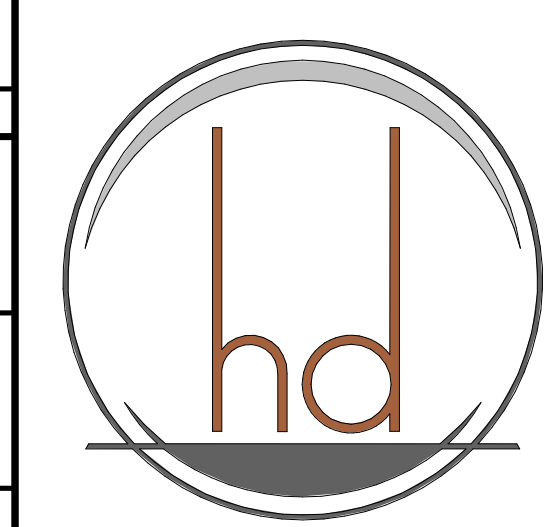
EXTERIOR MATERIALS SCHEDULE

PATTERN & MARKER	PRODUCT	COLOR / FINISH
E-1	EIFS OVER CMU OR METAL STUD	LYMESTONE TEXTURE, PAINTED SW7008 ALABASTER
E-2	EIFS OVER CMU	LYMESTONE TEXTURE, PAINTED SW7016 MINDFUL GRAY
E-3	EIFS OVER CMU	MOJAVE TEXTURE, PAINTED SW9171 FELTED WOOL
E-4	EIFS OVER METAL STUD	LYMESTONE TEXTURE, PAINTED SW7757 HIGH REFLECTIVE WHITE
MP-1	COMPOSITE METAL PANEL	70% KYNAR 500 / HYLAR 5000 SILVERSMITH (PREMIUM COLOR)
MP-2	COMPOSITE METAL PANEL	70% KYNAR 500 / HYLAR 5000 SUNSHINE GRAY (STANDARD COLOR)
MP-3	COMPOSITE METAL PANEL	70% KYNAR 500 / HYLAR 5000 BRITTE RED (STANDARD COLOR)
M-1	PREFINISHED METAL COPING	KYNAR 500 (STANDARD COLORS TO MATCH ADJACENT FINISH)
M-2	CORRUGATED ROOF SCREEN WALL PANELS, COPING, EDGE AND CORNER TRIM	KYNAR 500 PURE WHITE (STANDARD COLOR)
#	ALUMINUM WINDOW FRAMES CURTAIN WALL / MULLION EXTENSIONS	KYNAR 500 - ANODIZED ALUMINUM (STANDARD FINISH)
#	GLAZING VISION / SPANDREL	GUARDIAN SUNGAURD SNX 51/23 SPANDREL - WARM GRAY #4
###	EXTERIOR HM DOORS, FRAMES AND LOUVERS	COLOR TO MATCH ADJACENT FINISHES

* REFER TO SPECS FOR MANUFACTURERS

NOTES:

- REFERENCE CIVIL AND MEP DRAWINGS FOR UNDERGROUND UTILITIES AND BUILDING CONNECTIONS.
- REFERENCE CIVIL DRAWINGS FOR OVERALL PARKING SPACE CALCULATIONS.
- ALL SIGNAGE DEPICTED HERE IS FOR REFERENCE ONLY. SIGNAGE SHALL BE SUBMITTED AND APPROVED UNDER SEPARATE PERMIT PROCESS.



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PROJECT # 224007.00
CLIENT/PROJECT NUMBER: 2024171317

ORLANDO HEALTH
EMERGENCY ROOM - EUSTIS
US Highway 441 & Dillard Road, FL 32726

ORLANDO HEALTH - HEALTH CENTRAL HOSPITAL
10000 W Colonial Drive, Ocoee, FL 34761

PERMIT SET

William E. Hereford, III
AR# 96247

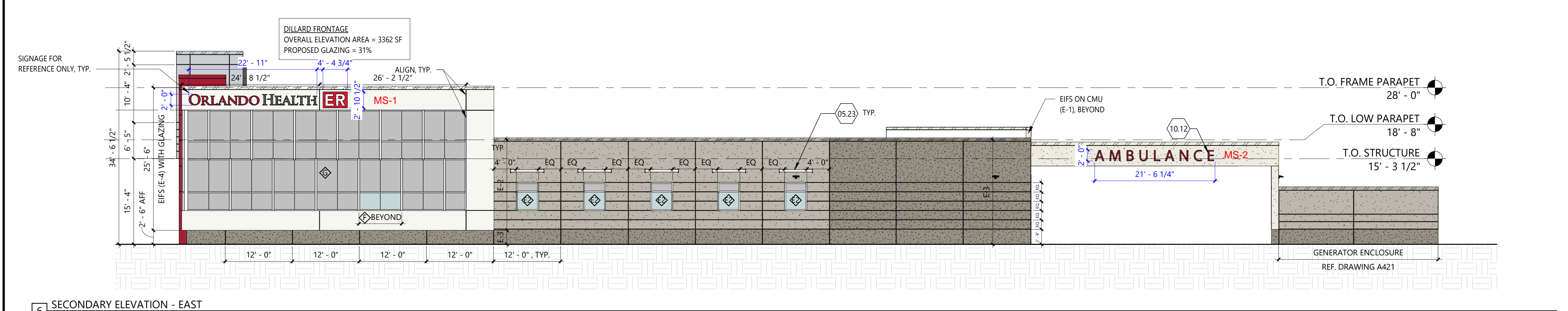
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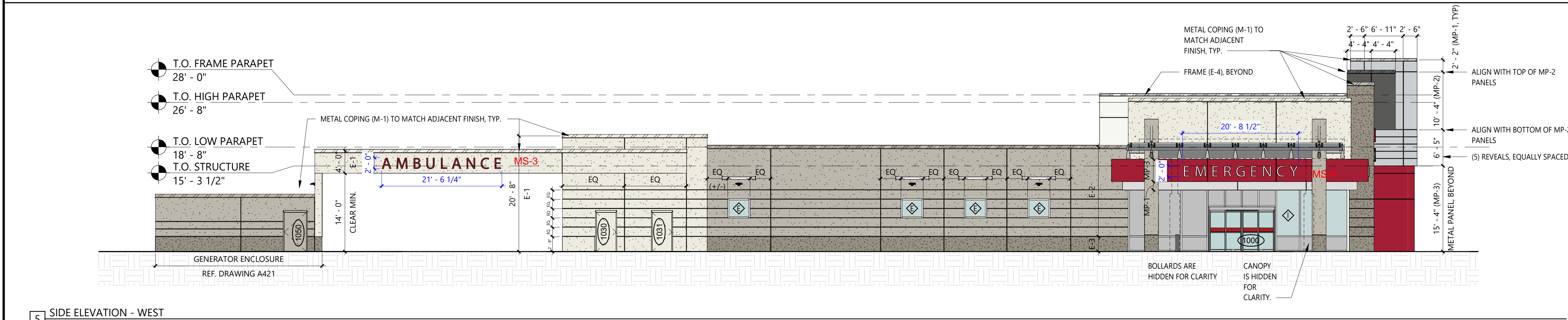
DATES OF ISSUANCE

EXTERIOR
ELEVATIONS

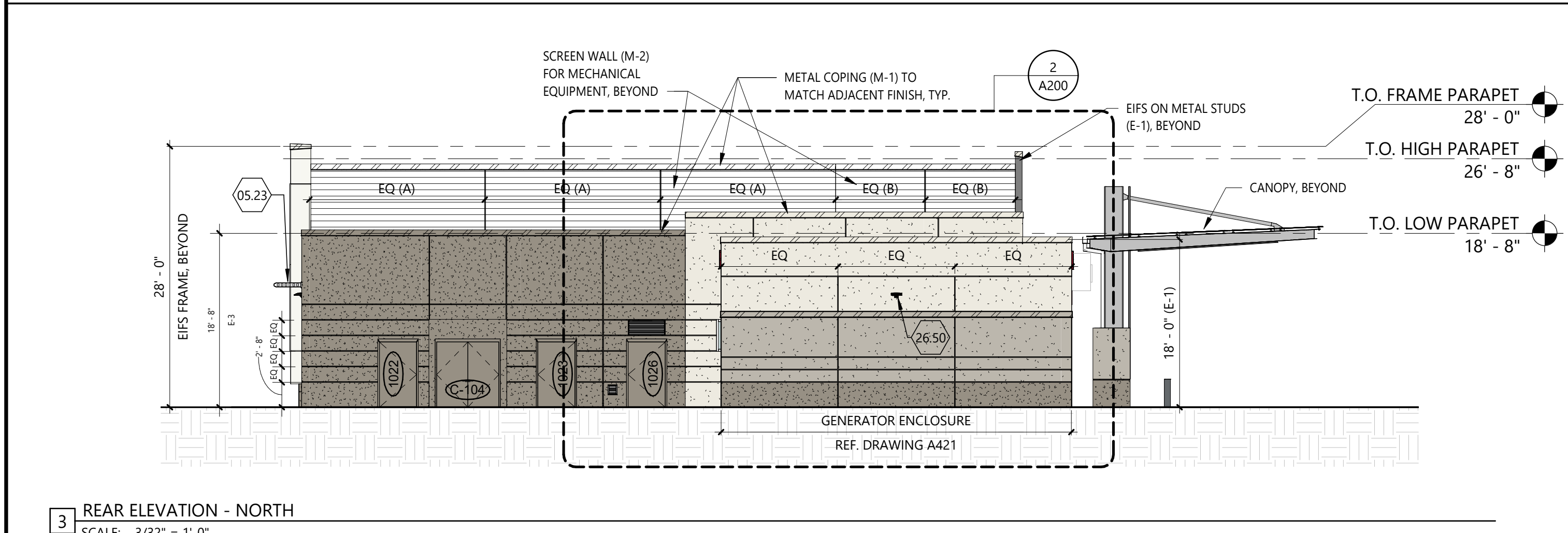
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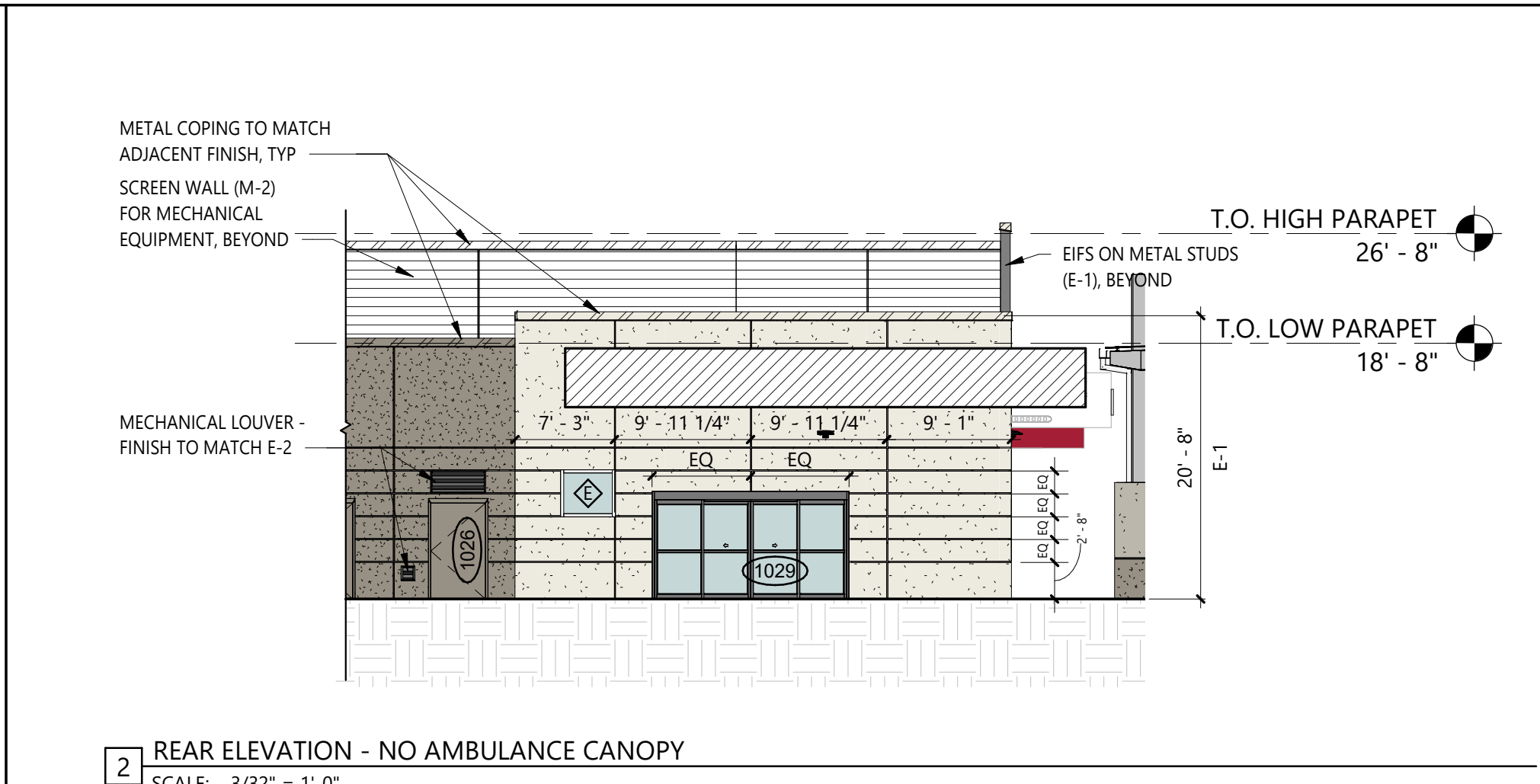
6 SECONDARY ELEVATION - EAST
SCALE: 3/32" = 1'-0"



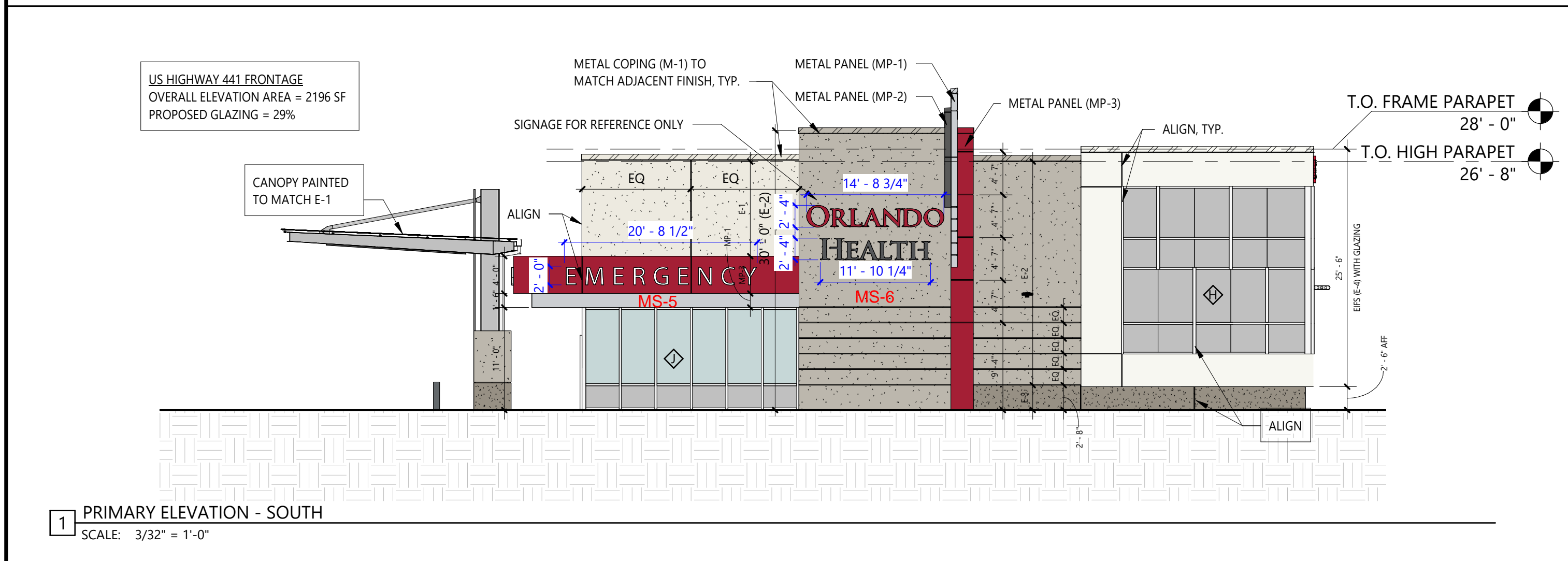
5 SIDE ELEVATION - WEST
SCALE: 3/32" = 1'-0"



3 REAR ELEVATION - NORTH
SCALE: 3/32" = 1'-0"



2 REAR ELEVATION - NO AMBULANCE CANOPY
SCALE: 3/32" = 1'-0"



1 PRIMARY ELEVATION - SOUTH
SCALE: 3/32" = 1'-0"