

Nemours Children's Hospital
Conditional Use Permit – Rooftop Signage
City of Orlando – CUP2024-10020

Project Description

I. Introduction and Request

Nemours Children's Hospital ("Nemours") respectfully submits this application for a Conditional Use Permit ("CUP") to permit the installation of a rooftop sign reading "Nemours Children's Hospital" along with its logo. The proposed sign is designed to be 120 feet wide and 29 feet high, and it will be strategically positioned for visibility from the flight path of Orlando International Airport.

II. Unique Conditions of Nemours Children's Hospital

Nature of the Facility: As one of the largest integrated pediatric health systems in the country, Nemours serves a critical role in the healthcare landscape. The hospital is uniquely positioned as the only freestanding children's hospital in the nation with two facilities, which inherently sets it apart from typical commercial entities.

Location and Visibility: The hospital's location in Orlando, a growing metropolitan area and a hub for medical tourism, creates unique visibility needs that are not applicable to most other properties. The proposed sign would serve as a landmark for families seeking medical care, especially those traveling from afar, including patients arriving via air travel.

III. Practical Difficulties and Unnecessary Hardship

Identification Needs: As a healthcare institution caring for approximately 480,000 children annually, Nemours faces practical difficulties in being adequately identified to patients and families. The hospital's unique services require prominent identification to ensure that those in need of urgent pediatric care can locate it easily.

Competitive Healthcare Market: The increasing number of healthcare facilities and medical services in the Orlando area intensifies the need for Nemours to stand out. The ability to display this sign can help families and others identify Nemours as a landmark in the Orlando community.

IV. Public Interest and Community Benefit

Informed Choices: Granting the CUP will enable families to make informed choices about their healthcare. Clear identification of Nemours as a leading pediatric facility will aid parents and guardians in locating essential services for their children.

Landmark Significance: The sign will serve as a landmark not only for families in need of care but also for the broader community, promoting awareness of Nemours' services. This can foster a sense of security and trust within the community and enhance the hospital's reputation as a leading provider of pediatric healthcare.

Medical Tourism: The proposed sign will also benefit the local economy by attracting medical tourists who travel to Orlando for pediatric care, thereby supporting local businesses and services.

V. Substantial Justice

Precedent for Signage: Other healthcare facilities and businesses have been granted CUPs for signage to ensure visibility and identification. Granting this CUP to Nemours would uphold the principles of fairness and equity, ensuring that the hospital can operate on a level playing field with its competitors.

Compliance with Safety Regulations: Nemours is committed to ensuring that the sign complies with all applicable safety and zoning regulations, minimizing any potential negative impact on the surrounding area or air traffic.

VI. Conclusion

In conclusion, Nemours Children's Hospital respectfully requests that the variance for the proposed rooftop sign be granted. The unique circumstances surrounding the hospital, the practical difficulties in identifying its services, the benefits to the public, and the necessity for substantial justice all support the argument for this variance. The sign will not only enhance the hospital's visibility but also serve the vital community interest in accessible pediatric healthcare. We urge staff and the board(s) to consider the positive implications of this CUP and to grant it accordingly.