

REQUEST: Amendment to the City’s Unified Land Development Regulations (“ULDR”):

Proposed revision to Sections 47-22.3.J, Message Center Signs to permit message center signs within the public right-of-way when in association with entertainment, cultural arts, or athletic events or the holding of public expositions, fairs and conventions, museums or some combination of thereof subject to specific criteria.

Case Number	T15005	
Applicant	City of Fort Lauderdale	
ULDR Sections	47-22.3.J	Message Center Signs
Notification Requirements	10-day legal ad	
Action Required	Recommend approval or denial to City Commission	
Authored By	Anthony Greg Fajardo, Zoning Administrator	

BACKGROUND/DESCRIPTION:

Current Unified Land Development Regulations (ULDR) regarding message center signs restricts such signage to facilities that are primarily used for public assembly, presentation of entertainment or athletic events or the holding of public expositions, fairs and conventions or some combination thereof subject to specific standards regarding the size and composition of such facilities. However, these message center signs are only permitted within a specific development site. Currently there are two such signs within the City of Fort Lauderdale located at the Broward County Convention Center on 17th Street Causeway and more recently at Holiday Park on North Federal Highway.

In recent years it has become apparent there may be other facilities that could benefit from the use of such signs that do not meet the minimum criteria of the current code requirements. Some such facilities are located within the Regional Activity Center – Arts and Sciences District (RAC-AS), which is made up of multiple arts, science and entertainment organizations and venues. The RAC-AS is limited to an area just to the south of Broward Boulevard and north of the New River generally along the SW 2nd Street corridor (please see location map attached as Exhibit 1) and is an area difficult to market to the public due to limited exposure to Broward Boulevard, a main entry point to the City of Fort Lauderdale and the downtown in general.

In an effort to address this issue staff has drafted an amendment to the ULDR to permit a co-located message center sign that would support multiple venues and could be located within the right-of-way in association with a composite development site through an agreement between the each property owner that is a party to the composite development site and the City of Fort Lauderdale as approved by the City Commission. This agreement would in remain in effect, run with the land, and would be recorded in the public record of Broward County.

Approval of such sign request would be subject to a site plan level II development permit review with City Commission approval.

Further, the amendment includes additional changes meant to clarify the current requirements of the existing language, however no other revisions are proposed as part of this amendment.

To review the entire draft ordinance, please refer to Exhibit 2 attached herein.

The *2035 Vision Plan: Fast Forward Fort Lauderdale*, adopted by the City Commission on April 16, 2013, was the result of over 1,500 unique ideas collected from various members of the community through an extensive outreach program that developed a vision for the City of Fort Lauderdale by the year 2035 (to read the entire 2035 Vision Plan please go to <http://www.fortlauderdale.gov/vision/>). In addition the *Press Play Fort Lauderdale Strategic Plan 2018* was adopted by the City Commission to establish a 5-year period in which to accomplish specific goals and objectives as outlined in the Vision Plan (to read the entire 2018 Strategic Plan please go to <http://www.fortlauderdale.gov/pressplay/>).

This ULDR amendment is part of the *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included in the *Public Places* Cylinder of Excellence, specifically advancing:

- Goal 3: Be a community that finds opportunities and leverages partnerships to create unique, inviting, and connected gathering places that highlight our beaches, waterways, urban areas, and parks.
- Objective 3: Integrate art and cultural elements into public places.
- Initiative 1: Collaborate with local artists, educational institutions, associations, and businesses to enliven public places with multicultural art.

PLANNING & ZONING BOARD REVIEW OPTIONS:

The Planning and Zoning Board, in its capacity as the Local Planning Agency, shall determine whether the proposed change is consistent with the City of Fort Lauderdale's Comprehensive Plan and whether the Planning and Zoning Board recommends approval of the proposed amendments to the City Commission.

SECTION 47-22. SIGN REQUIREMENTS

Sec. 47-22.3. General regulations.

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- J. *Message center signs.* Message center signs shall only be permitted in accordance with the following review processes and requirements:
1. *Application.* An application to construct a message center sign shall, in addition to the requirements provided in Section 47-24, Development permits and procedures, include the following:
 - a. A description of each of the characteristics provided in subsection J.4. and how the proposed message center sign addresses each of these criteria.
 - b. Provide an opinion from an expert in message center signs describing how the proposed message center sign and its characteristics will protect the public health, safety and welfare. City may have its own message sign consultant analyze a proposed message center sign at the cost of applicant.
 2. *Standards.* Message center signs shall meet the following minimum and maximum requirements, but are subject to additional criteria provided in subparagraph 4. below.
 - 2.1.1. *Purpose:* Message center signs may only be permitted on a development site or within a public right-of-way adjacent to a development site or composite development site that meets the following:
 - a. ~~A Contains a building or facility primarily used for public assembly, the presentation of entertainment or athletic events or the holding of public expositions, fairs and conventions, or some combination thereof is located on the development site; and that:~~
 - i. Is primarily used for public assembly, the presentation of entertainment, cultural arts, or athletic events or the holding of public expositions, fairs and conventions, museums, or some combination thereof; and
 - ii. The building or facility Seats seats at least twelve thousand (12,000) persons and has two hundred thousand (200,000) square feet in floor area; or
 - eb. The development site or composite development site is:
 - i. The development site is At at least seventy (70) acres in size; and
 - ii. Contains There area at least three two (32) buildings or facilities on site that in total cumulatively seat at least four thousand (4,000) persons; and
 - iii. The buildings or facilities in total have a minimum square foot floor area of one hundred thousand (100,000) square feet; and
 - iv. The building or facilities are used for the purposes provided in Section 47-22.3.J.2.1.1.a.
 - d. ~~For both 2.1.1.b. or c., messages on a message center sign shall be limited to providing information for on-premise events. Composite development sites shall be located within a~~ Regional Activity Center Zoning District. A composite development site means

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development sites aggregated, treated and evaluated as a single development site for the purposes of complying with the criteria of Section 47-22.3.J.,

2.1.2. *Location.* The location of a message center sign shall be as follows:

- a. A message center sign may only be located on a development site that abuts a regional right-of-way with a minimum width of one hundred (100) feet as shown on the Broward County Trafficways Plan; and
- b. A message center sign shall not be permitted in a residentially zoned district nor be within three hundred (300) feet of any residentially zoned property. The measurement shall be taken from the outer-most edge of the sign closest to the residential property to the closest point located along the residential property line. In measuring the three hundred-foot distance, an intervening public right-of-way or waterway shall not be included in the measurement.

c. A message center sign may be permitted within a public right-of-way located adjacent to a composite development site subject to the following conditions:

i. Each property owner of parcels included within the composite development site shall consent to the inclusion of their property evidenced by an agreement that shall include the City of Fort Lauderdale and subject to the following requirements:

- (a) Legal description of the parcels to be included within the composite development site; and,
- (b) The agreement shall list restrictions indicating the types of uses for each site included in the composite development site and shall be limited to those uses as indicated in Section 47-22.3.J.2.1.1.a; and,
- (c) The agreement will be recorded in the public records of Broward County at the owner's expense; and,
- (d) The agreement shall be considered a restriction running with the land and shall bind all heirs, successors and assigns of said owner.

ii. The location of the message sign shall be evaluated as if located within a development site to determine compliance with Sections 47-22.3.J.2.1.2.a and 47-22.3.J.2.1.2.b.

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2.1.3. *Dimensional requirements.* The setbacks, height and size of the sign shall be as follows:

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g. Yard Setbacks for message center signs shall be subject to the following:

- i. Minimum of a ten-foot yard setback measured from the closest point of the sign to the property line or measured from the closest point of the sign and a paved walkway for public use, whichever setback is greater; and,
- ii. Message center signs shall not be placed in the required sight triangle.
- iii. When positioned within a right-of-way in association with a composite development site Message Center Sign locations shall be subject to the requirements of the City Engineer.

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2.1.5. *Additional requirements.*

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- a. Freestanding message center signs shall comply with the landscaping requirements of Section 47-22.3.E.3. with the exception of those message center signs located within rights-of-way in association with composite development sites.
- b. Message center signs shall be constructed of materials that are compatible with the principal structure located within the development site, and of similar, compatible architectural design as the principal structure. Message Center Signs associated with a composite development site may be designed independent of any associated structures. All Message Center Signs shall be constructed of high quality durable materials and in compliance with any associated master plans.
- c. Message center signs located at government owned or government operated facilities may provide public service messages about governmental, public service, cultural or educational activities, sponsored by the same governmental entity, scheduled to take place either at the location where the sign is located or at governmental facilities of the same governmental entity other than the facility where the message center sign is located.
- d. Message center signs, time, and temperature units in existence at the time this regulation is adopted (July 16, 1996) shall have nine (9) years from the date of adoption to meet the colored letters requirement provided in this subsection J.

3. Review process.

- a. ~~Approval of a site plan level I permit as described in Section 47-24.2 and review and approval by the city commission.~~ Message Center Signs, when located on a development site, shall be subject to the following review process:
 - i. Approval of a site plan level I permit as described in Section 47-24.2 and review and approval by the City Commission.
 - ii. A review of the application from the department shall be forwarded to the city commission and scheduled on a city commission agenda within thirty (30) days of the completion of department review or such date thereafter as soon as the same may be scheduled.
- b. ~~A review of the application from the department shall be forwarded to the city commission and scheduled on a city commission agenda within thirty (30) days of the completion of department review or such date thereafter as soon as the same may be scheduled.~~ Message center Signs, when associated with a composite development site, shall be subject to the following review process:
 - i. Approval of a site plan level II permit as described in Section 47-24.2 and approval by the City Commission.