



DEVELOPMENT REVIEW COMMITTEE (DRC) COMMENT REPORT

MEETING DATE: January 23, 2018

APPLICANT: TARE Holdings, LLC.

PROJECT NAME: New York Wings and Subs Signage

CASE NUMBER: R18012

REQUEST: Site Plan Level II Review: Signage in Downtown
Regional Activity Center

LOCATION: 107 SW 6th Street

ZONING: RAC-CC (Regional Activity Center – City
Center)

LAND USE: Downtown Regional Activity Center (D-RAC)

CASE PLANNER: Nicholas Kalargyros



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Please provide a written response to each of the following comments:

1. Provide a signed and sealed boundary and topographic survey showing all above ground improvements, utilities, rights of way dimensions and all easements. Property lines, Right-of-Way, easements, structures, and roadway shall be clearly shown, labeled and dimensioned.
2. Signage Plan View and Section (Thru Cabinet @ Wall): Show, label, and dimension proposed signage offset to existing Right-of-Way boundary, so it can be confirmed that there will be no encroachments within adjacent public Right-of-Way.
3. Please be advised that any permanent encroachment into the City's Right-of-Way, including but not limited to building overhangs and signage, requires a separate Design Review Committee (DRC) submittal and a Revocable License Agreement. Future coordination with the City Attorney's Office would be needed regarding the proper requirements and conditions.
4. Discuss if proposed signage installation will require separate Crane Permit in order to facilitate temporary crane location within City Right-of-Way. Please be advised that Engineering does not support closures for the placement of cranes within City Right-of-Way for more than 72 hours. Procedures and forms to allow crane operations for less than a 72-hour period may be accessed on the City's website via the following link:
<http://www.fortlauderdale.gov/departments/sustainable-development/building-services/engineering-forms-and-info>
5. Please be advised that all proposed improvements within or adjacent to the City Right-of-Ways are subject to coordination with and issuance of a permit from the said entity (including GMOT permit for any closure of City Right-of-Way for sign installation, etc.), as well as the execution of an agreement that authorizes those entities for removing the improvements for any public purpose in the future.



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CASE COMMENTS:

No comments.

GENERAL COMMENTS

None

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CASE COMMENTS:

Please provide a response to the following:

1. The applicant is strongly encouraged to contact neighbors adjacent to, as well as condominium and neighborhood associations located within three hundred feet (300') of the development site, to advise of this proposal (a listing of officially-recognized associations is provided on the City's website at: <http://www.fortlauderdale.gov/neighbors/civic-associations> and a map of neighborhood associations may be found at <http://gis.fortlauderdale.gov>). Please provide acknowledgement and/or documentation of any public outreach.
2. The sign application is proposed on a site which is designated as Downtown Regional Activity Center. The City's code prohibits projecting signs, roof signs and others in the Downtown per ULDR Section 47-22.4.C.13.a. The proposed sign is 8,064 square inches in area and appears higher than 18 inches above the parapet so the general regulation for projecting signs is also maxed out.
3. Pursuant to ULDR Section 47-22.4.C.13.l, Sign Requirements – Special Regulations in the Regional Activity Center Districts, when any sign is proposed to be constructed or erected which does not comply in all respects with the requirements for signs in the Regional Activity Center (RAC) Districts, then such signs shall only be permitted when reviewed as a Site Plan Level II permit subject to a fifteen (15) day period for City Commission Request for Review (CRR).

While this provision is intended to provide some flexibility, proposed signs should generally align with the vision for Downtown. The Downtown Master Plan establishes a vision for a dense, active urban core focused on a strong human-scale relationship to the public realm, and promotes design principles that foster a more walkable downtown with street level activity and comfortable pedestrian paths, plazas and open space.

The proposed signage should align with the overall intent of the Downtown Master Plan and should not create clutter, impede the pedestrian environment, or create visual obstructions in the public realm. For the reasons stated herein, monument signs and other large scale signs are typically discouraged. However, other solutions may be more appropriate and may be approved on a case by case basis. For example, perpendicular blade signs, consistent in height and width, provide business exposure with two faces with clear visibility of the business location at the pedestrian level, while not impeding the pedestrian experience itself.

Oversized signs, numerous small signs, signs containing copious letters or messages, all compete for the public's attention. Other common concerns include quality of fabrication. Materials such as plastic or vinyl do not typically represent a high quality level of design intended for locations that serve active pedestrian activity with a special focus on a strong human-scale relationship to the public realm. Design considerations such as the selection of typefaces and colors, illumination options, placement, style, and sizing are all highly encouraged to bear a relationship to the subject building's architecture and overall site context. Sign types and materials should be carefully selected to maintain durability and enhance the public realm throughout the Downtown.

Please respond to this comment by providing a written narrative on letterhead, with date and author indicated, outlining the design approach used for the proposed signs, and how it conforms with the Downtown Master Plan and vision as defined in the comment herein, and discuss how it deviates from the ULDR signage regulations of ULDR Section, 47-22.3 for projecting signs and ULDR Section, 47-22.4.C.13, thus explaining reasons for this request.



For additional area context applicant may also refer to the New River Master Plan which encourages a neighborhood-oriented retail spine along SW 6th Street, between SW 4th Avenue and Andrews Avenue with more opportunities for encouraging pedestrian traffic.

GENERAL COMMENTS:

The following comments are for informational purposes.

Please consider the following prior to submittal for Final Development Review Committee:

4. Prior to final approval this sign application is subject to a fifteen (15) day City Commission Request for Review (CRR) period.



R18012

