



# DEVELOPMENT REVIEW COMMITTEE (DRC) COMMENT REPORT

**MEETING DATE:** March 27, 2018

**APPLICANT:** Gaddis Properties, LLC.

**PROJECT NAME:** 500 Federal (AT&T Signage)

**CASE NUMBER:** R18021

**REQUEST:** Site Plan Level II Review: Proposed Signage in Regional Activity Center Not in Compliance with ULDR Section 47-22.4.C.13

**LOCATION:** 530 N Federal Highway

**ZONING:** Regional Activity Center – East Mixed Use (RAC-EMU)

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

**CASE PLANNER:** Tyler Laforme



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

1. Show and label clear offset dimensions between proposed signage locations and existing Right-of-Way and/or Right-of-Way Easement boundaries, so it can be confirmed that there will be no encroachments within adjacent public Right-of-Way. Please be advised that any permanent encroachment into other jurisdictional (i.e. FDOT, BCHCED, etc.) Right-of-Way and perpetual easements shall be coordinated with those agencies.
2. Discuss if proposed signage installation will require separate Crane Permit in order to facilitate temporary crane location within City Right-of-Way (Alley). 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>



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**CASE COMMENTS:**

No signature required from Landscape for final DRC.

Please note that all detached freestanding signs shall be landscaped underneath the sign with a continuous planting and irrigation system, as per ULDR 47-22.E.3.

- a. This area is to be minimum 3 feet deep and extend at least the same length as the longest side of the sign.
- b. Continuous planting is to be mulched and can be hedges and shrubs 2 feet tall planted 2 feet apart. Groundcover may be 6 inches tall planted 6 inches apart.
- c. Irrigation shall be from a permanent water source.
- d. Please clearly note and illustrate all of the above on plan.



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**CASE COMMENTS:**

Please provide a response to the following:

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 neighborhood associations is provided on the City's website: <http://www.fortlauderdale.gov/neighbors/civic-associations>). Please provide acknowledgement and/or documentation of any public outreach.
- 2) The site is designated as Downtown Regional Activity Center on the City's Future Land Use Map. The proposed use is permitted in this designation. This is not a determination on consistency with Comprehensive Plan Goals, Objectives and Policies.
- 3) Verify that copy of plat is the most current recorded plat, including notes and amendments, for the proposed site. Provide documentation from the Broward County Planning Council verifying that the site does not require platting or replatting. If replatting or platting is not required, contact the Development Review Services Section of the Planning and Environmental Regulation Division of Broward County at (954) 357-6637 to ensure that proposed project is consistent with the latest recorded plat restriction.
- 4) Provide the dimensions of the walls upon which each sign will be erected, and the percentage of surface area that each sign will cover.
- 5) Provide a code comparison in the narrative for what the Downtown RAC allows to what you are proposing in a table format.
- 6) The Site Plan Level II Downtown sign review process allows applicants to request signage that may not be permitted by right via existing code. While it is intended to provide more flexibility, 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.

Oversized signs, numerous small signs, signs containing a clutter of letters or messages, all compete for the public's attention. Other common problems include quality of fabrication (materials such as plastic or vinyl are not high quality materials), poor selection of typefaces and colors, illumination options, and placement, style, and sizing that bear no relation to the adjacent building's architecture.

Sign types and materials have to be carefully selected to maintain durability and enhance the public realm throughout the Downtown. Respond to this comment by providing a written narrative outlining the design approach used for the proposed signs consistent with the Downtown Master Plan overall vision, as stated in the comment above.

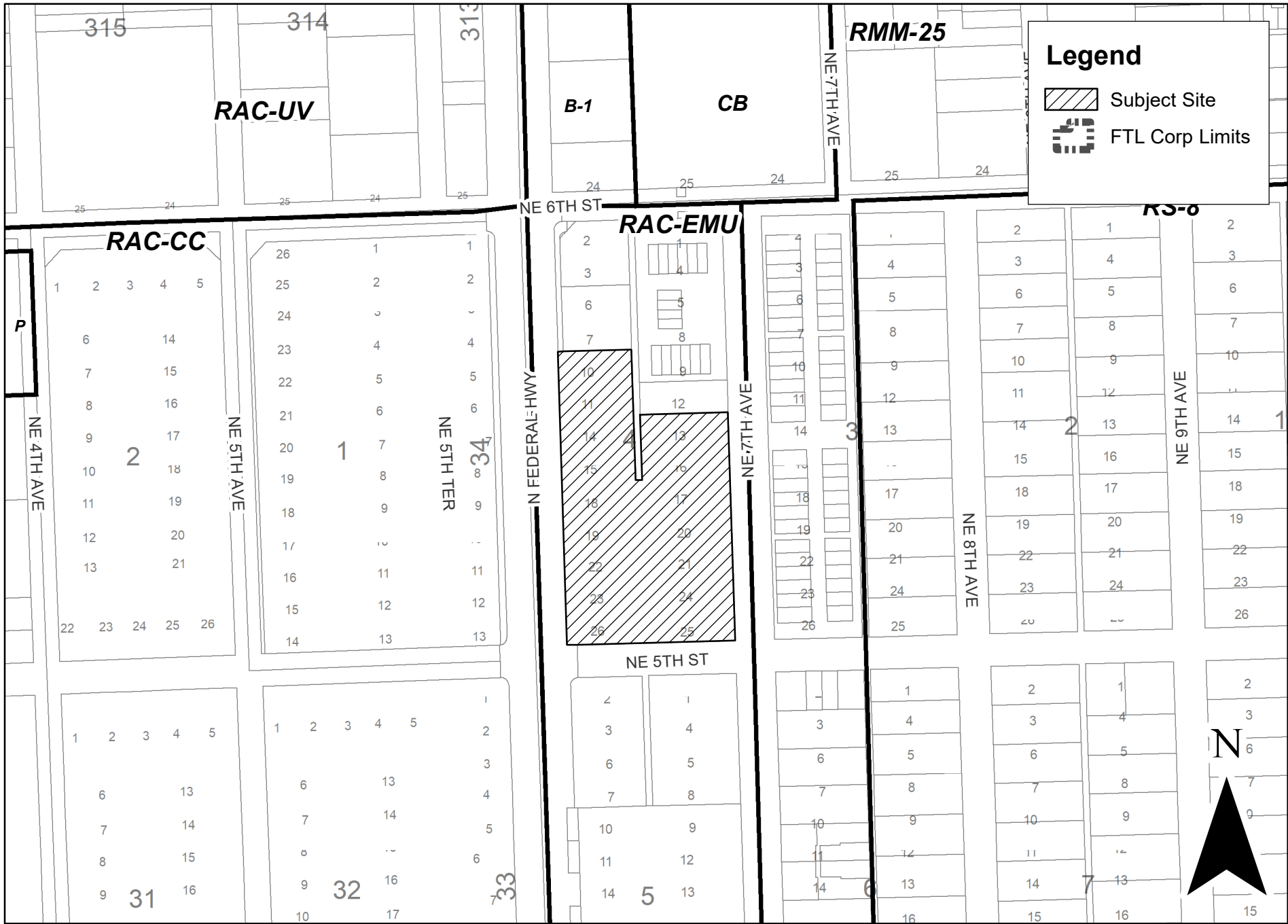
**GENERAL COMMENTS:**

The following comments are for informational purposes.

Please consider the following prior to submittal for Final DRC:



- 7) Provide a written response to all DRC comments within 180 days.
- 8) An additional follow-up coordination meeting may be required to review project changes necessitated by the DRC comments. Prior to routing your plans for Final DRC sign-off, please schedule an appointment with the project planner (Tyler Laforme 954-828-5633) to review project revisions and/or to obtain a signature routing stamp.
- 9) Additional comments may be forthcoming at the DRC meeting.



# R18021

