



DEVELOPMENT REVIEW COMMITTEE (DRC) COMMENT REPORT

MEETING DATE: March 10, 2020

PROPERTY OWNER: 315 Flagler, LP

APPLICANT/AGENT: N/A

PROJECT NAME: Flagler Village Hotel Building Signage

CASE NUMBER: PLN-RACS-20020002

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

LOCATION: 315 NW 1st Avenue

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

LAND USE: Downtown Regional Activity Center

CASE PLANNER: Jim Hetzel

Case Number: PLN-RACS-20020002

CASE COMMENTS:

Please provide a response to the following:

1. Exterior signs must be capable of withstanding wind speeds of 170 MPH [FBC 2017-1620.2]

GENERAL COMMENTS

The following comments are for informational purposes.

Please consider the following prior to submittal for Final DRC:

1. The Florida Building Code shall apply to the construction, alteration, movement, enlargement, replacement, repair, equipment, use and occupancy, location, maintenance, removal and demolition of every building or structure or any appurtenances connected or attached to such buildings or structures.
2. All projects must consider safeguards during the construction process. Florida Building Code Chapter 33 delineates various safeguards that may apply during the construction phase. All structures associated with the protection of pedestrians will require a separate permit. A licensed professional must sign and seal the plans and specifications.
3. The City of Fort Lauderdale is a participating municipality in the National Flood Insurance Program (NFIP). The requirements specific to the City of Fort Lauderdale can be found in

Chapter 14 - FLOODPLAIN MANAGEMENT of the Code of Ordinances and accessed at;

- a. https://www.municode.com/library/fl/fort_lauderdale/codes/code_of_ordinances?nodeId=COOR_CH14FLMA

Please consider the following prior to submittal for Building Permit:

1. On January 1st, 2018 the 6th Edition of the Florida Building Code was adopted. All work described in Section 101.2, of the Broward County Administrative portion of the Florida Building Code, will govern the administration and enforcement of the proposed work. Each building and or structure will require a separate permit. The following websites will assist in the design considerations;
 - a. <http://www.fortlauderdale.gov/departments/sustainable-development/building-services>
 - b. https://floridabuilding.org/bc/bc_default.aspx
 - c. <http://www.broward.org/codeappeals/pages/default.aspx>

General Guidelines Checklist is available upon request.



Case Number: PLN-RACS-20020002

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 project site, to advise of this proposal (a map and listing of officially-recognized neighborhood associations is provided on the City's website: <http://www.fortlauderdale.gov/neighborhoods/index.htm>).
2. Site Plan Level II Downtown sign review process allows applicants to request signage that may not be permitted by right via in the existing sign limitations in the City's Unified Land Development Regulations (ULDR). While this review is intended to provide more flexibility, signs should generally align with the vision for Downtown based upon the Downtown Master Plan. 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 well-designed buildings, high quality building materials and architecture that contributes to creating a great sense of place.

Proposed signage should not create a sense of clutter, impact views of the City's skyline, or create visual detractions. For the reasons stated herein, overly large and conspicuous signs are typically discouraged. However, other solutions may be more appropriate and may be approved on a case by case basis. For example, signs utilizing high-quality materials and lighting components that result in a seamless extension of the building design, and that are appropriately scaled in terms of height and width, can provide visibility for the business while contributing to the City skyline and not detracting from it.

Oversized signs and signs containing overly large letters or messages all compete for the public's attention and can detract from the quality of the City's skyline and by extension the quality of the City's sense of place. Signs on building towers are generally discouraged, as they distract from the design of buildings and in combination with other similar signs create sign clutter and have a negative impact on the City's skyline.

Materials such as plastic or vinyl are not high quality materials that withstand the test of time or the elements, or which contribute to a high-quality design aesthetic. The proposed signs contain plexiglass and are face lit channel style. Sign type and materials should be carefully selected to maintain durability, while enhancing the overall skyline composition. Other considerations should include the quality of fabrication, selection of typeface and color, suitable illumination options, and placement, style, and sizing that bear a relation to the overall building architecture.

Provide a written narrative that outlines the design approach used for the proposed building tower sign consistent with the overall vision of the Downtown Master Plan, as stated above, and state the justification for the proposed sign request.

3. Provide a code comparison table identifying the permissible and proposed signs with the following information:
 - a. Each sign type, quantity, and size;
 - b. Applicable ULDR Sections for above items; and
 - c. Include justification for each proposed sign.
4. Staff recommends the tower signs be relocated to the northeast corner of the tower with one sign on the east elevation and one sign on the north elevation in an effort to reduce the potential sign clutter having



both signs stacked on one another. The placement on the tower corner will provide visibility for both brands. See example image below.

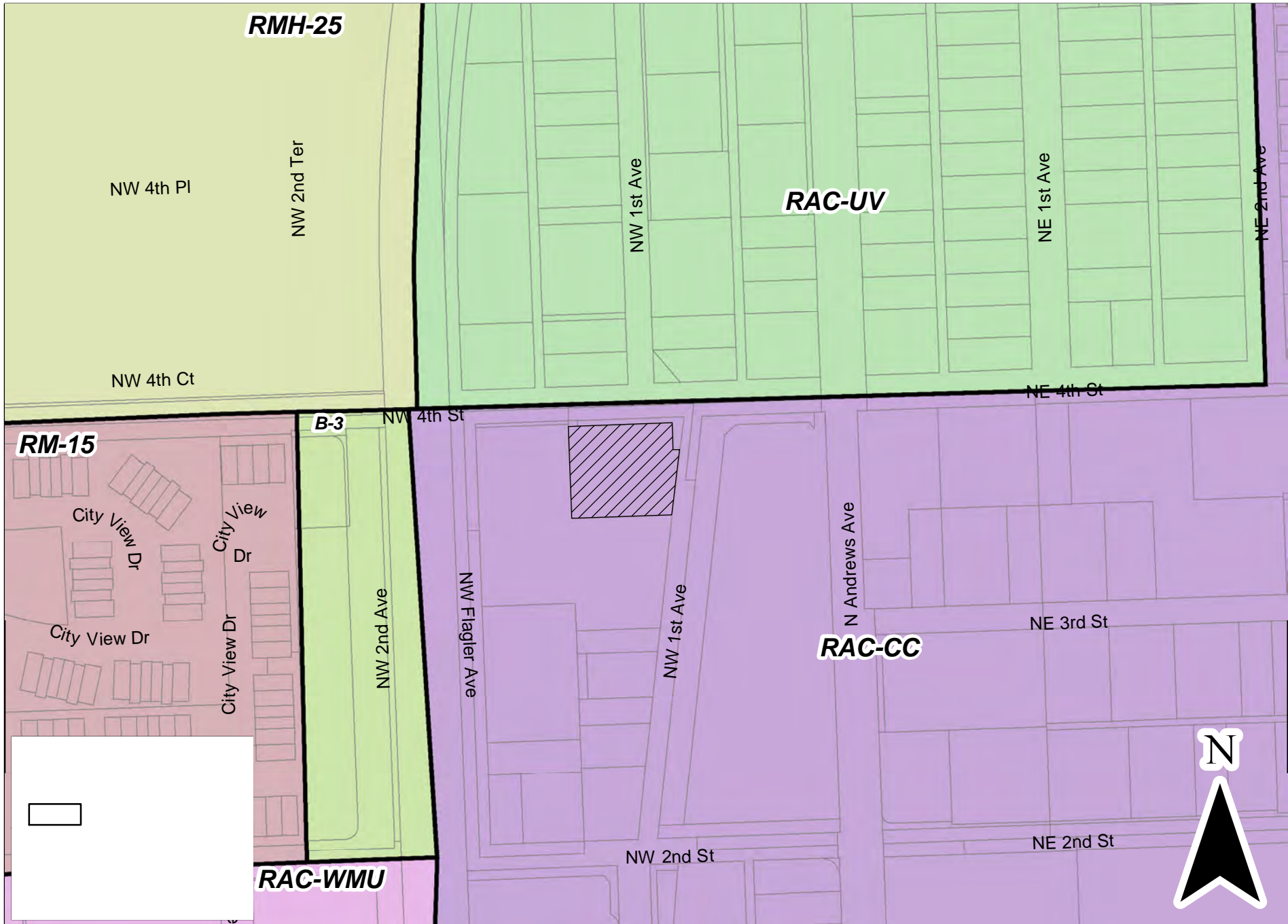


5. Staff recommends the signs be face lit and backlit for enhanced aesthetic appearance.
6. Provide a nighttime rendering of the tower top with the proposed sign and illuminated tower element.

GENERAL COMMENTS

The following comments are for informational purposes. Please consider the following prior to submittal for Final Development Review Committee ("DRC"):

7. Please be advised that pursuant to State Statute, Section 166.033, development permits which require a quasi-judicial or public hearing decision, must be completed within 180 days unless an extension of time is mutually agreed upon between the City and the applicant.
8. Provide a written response to all DRC comments within 180 days.
9. Additional comments may be forthcoming at the DRC meeting.



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