



DEVELOPMENT REVIEW COMMITTEE (DRC) COMMENT REPORT

MEETING DATE: May 24, 2022

**PROPERTY OWNER /
APPLICANT:** Blackhawk Properties and Investments LLC.

AGENT: Greg Brewton, Greg Brewton and Associates

PROJECT NAME: 550 South Andrews Signage

CASE NUMBER: UDP-RS22001

REQUEST: Site Plan Level II: Regional Activity Center (RAC)
Signage Request for Building Blade Signs and
Additional Tenant Signage

LOCATION: 550 South Andrews

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

LAND USE: Downtown Regional Activity Center

CASE PLANNER: Tyler Laforme



Case Number: UDP-RS22001

CASE COMMENTS:

Please provide a response to the following:

1. Exterior signs in Broward County must be capable of withstanding wind speeds specified in section 1620.2 of the FBC.

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.

Please consider the following prior to submittal for Building Permit:

1. On December 31st, 2020 the 7th 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: UDP-RS22001

CASE COMMENTS:

Prior to Final DRC sign-off, please provide updated plans and written response to the following review comments:

1. Coordinate with Broward County for the signs proposed within and adjacent to South Andrews Avenue.
2. Provide a building cross section to verify the signage encroachment into the sidewalk easement along the west side of SE 1st Avenue. Any permanent encroachment into the City's Right-of-Way may require a separate Design Review Committee (DRC) submittal and a Revocable License Agreement if adequate vertical clearance above the sidewalk is not provided.

Case Number: UDP-RS22001

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: <https://www.fortlauderdale.gov/departments/city-manager-s-office/office-of-neighbor-support/neighborhood-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 proposed development application is subject to a 15-day review period by the City Commission. The applicant will be required to submit a separate application if the project is placed on the City Commission agenda and the applicant is responsible for all public notice requirements. Note: The City Clerk's office requires 48 hours' notice prior to a Commission meeting if a computer presentation is planned i.e. Power Point, to be provided on CD or flash drive and a copy submitted to the City Clerk, contact the project planner for more information (954-828-5265).
3. 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.

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 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, may provide great opportunities 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 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.

4. Provide elevations depicting any and all existing signage on the building and or photos.
5. Provide a code comparison table identifying the permissible of the proposed signage and provide 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 including in this request.



6. Provide the following changes to signage:
 - a. S1 and S2 need to be reduced in size to allow for the stacked stone design to be the prominent feature as originally presented to the City (ie. smaller plaques, organized better, etc.);
 - b. S3 and S4 design is not reflective of the high quality design of the building and should be re-examined and cannot have visible supports, which must be hidden from view. Furthermore, providing just the letter "P" would reduce the size and would resemble parking garage signage typically found in an urban core. The images below are examples of higher quality design signage;
 - c. S6, S7, S8 and S9 cannot be justified for permanent installation nor would it be permitted by the ULDR and therefore, will not be allowed.

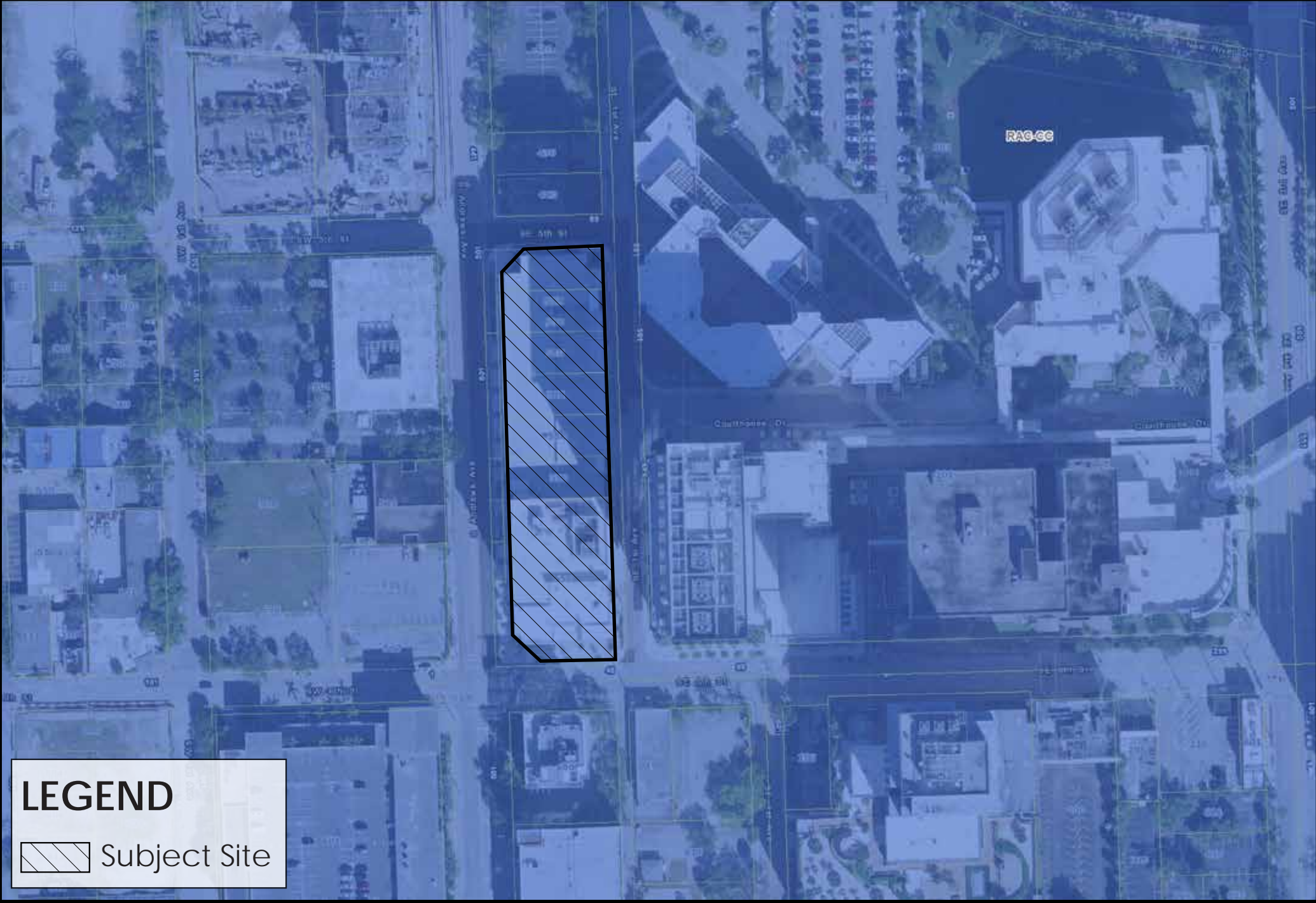


7. S3 will require a revocable license as it encroaches into the right-of-way. Verify with Broward County that this will be permitted and provide communication from the County.

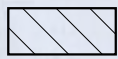
GENERAL COMMENTS

The following comments are for informational purposes.

8. Please be advised that pursuant to State Statute, Section 166.033, that within 120 days of an application being deemed complete, or 180 days for applications requiring a quasi-judicial hearing or public hearing, a municipality is required to render a decision on the application unless an extension of time is mutually agreed upon between the City and the applicant.
9. The City's Vision is to support sustainable infrastructure. Consider employing green building practices throughout the project such as, but not limited to, charging stations, tank-less water heaters, rain collection systems, pervious pavement where appropriate, bio-swales, Florida Friendly™ plant materials, solar panels and green roofs.
10. Consider a green sustainable roof as part of this site plan. Green roofs help to conserve energy, improve air quality and may provide an extra amenity space.
11. If a temporary construction/sales trailer is needed for this project, provide the details and location of the trailer on a separate site plan, to avoid additional review in the future. Verify details and location with the Building Representative. All construction activity must comply with Code of Ordinances, Section 24-11, Construction sites. Contact Noel Zamora, Structural Plans Examiner (954-828-5536) to obtain his signature on the final DRC plans.



LEGEND

 Subject Site

UDP-RS22001- 550 Garage Signage

