



DEVELOPMENT REVIEW COMMITTEE (DRC) COMMENT REPORT

MEETING DATE: November 8, 2022

**PROPERTY OWNER /
APPLICANT:** URBN Flagler, LLC.

AGENT: Courtney Crush, Crush Law

PROJECT NAME: Holly Blue / The Angeles Signage

CASE NUMBER: UDP-RS22003

REQUEST: Site Plan Level II Review: Regional Activity Center Sign Request for Additional Signage for One Monument Sign, One Roof Sign, Two Banner Signs, and One Projecting Sign

LOCATION: 441 NE 3rd Avenue

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

LAND USE: Downtown Regional Activity Center

CASE PLANNER: Trisha Logan



Case Number: UDP-RS220039

CASE COMMENTS:

Please provide a response to the following:

1. Reference the Florida Building Code 7th edition on plan for the proposed development [FBC 2020-101.2]
2. 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. FBC 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://library.municode.com/fl/fort_lauderdale/codes/code_of_ordinances?nodeId=COOR_CH14FLMA

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:
 - b. <https://www.fortlauderdale.gov/government/departments-a-h/development-services/building-services>
 - c. https://floridabuilding.org/bc/bc_default.aspx
 - d. <http://www.broward.org/codeappeals/pages/default.aspx>

General Guidelines Checklist is available upon request.



Case Number: UDP-RS22003

CASE COMMENTS:

1. Engineering has no comments regarding the Installation of (5) New Signs - (1) Monument Sign, (1) Roof Sign, (2) Wall Mounted Banner Signs, (1) Projecting Sign.



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CASE COMMENTS:

Please provide a response to the following.

1. The monument sign shall be landscaped underneath 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.

Case Number: UDP-RS22003

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, ground 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 should 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 detailed drawings with measurements of all after-the-fact and proposed signs, including detailed drawings shown a section through each proposed sign, lighting, materials, and method of installation. Holes for the sign fasteners must be drilled into the mortar rather than the masonry. Side profile drawings must be updated to reflect the locations of each fastener, to be submitted at the time of permitting.
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; and



- 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. **Ground Sign** (Holly Blue/The Angeles) are typically discouraged, however in this case a ground sign exists on the property and is considered to be a re-facing of an existing sign with a change of copy. If during the redevelopment of the adjacent parcel this sign is relocated to another location on the site, a new Site Plan Level II and Building Permit application will be required.
 - b. **Above-Canopy Sign** (Holly Blue) The proposed design of the sign does not complement the architectural style and design of the existing historic landmark building. A more compatible design with materials and lighting methods appropriate for this style of structure should be incorporated. The raceway box should be more obscured and a less visible aspect of the sign design.
 - c. **Projecting Sign** (The Angeles) provide a dimension of cannot have visible supports, which must be hidden from view. The proposed design of the sign does not complement the architectural style and design of the existing historic landmark building. A more compatible design with materials and lighting methods appropriate for this style of structure should be incorporated.
 - d. **Projecting Banner Signs** design is not reflective of the high-quality design or materials described in the Downtown Master Plan nor would they be permitted by the ULDR as a permanent installation and therefore, will not be allowed.
7. The proposed signs are located on a historic landmark and the application is subject to criteria under Section 47-17 and Section 47-24.11 of the ULDR. A Certificate of Appropriateness Application to the Historic Preservation Board (HPB) is required for the proposed signs. The applicant shall submit a complete application and all required documents, including detailed drawings shown a section through each proposed sign, lighting, materials, and method of installation, to be placed on a HPB agenda prior to routing this item as a City Commission Request for Review. Contact Trisha Logan, Principal Urban Planner, at tlogan@fortlauderdale.gov or 954-828-7101 to review the requirements of the HPB application and submittal deadlines.
8. Provide information regarding the impact to the ground sign with the new development approved for the site.
9. The proposed ground sign is considered an off-premise sign as it is not on the same parcel as the businesses advertised. A variance application to the Board of Adjustment (BOA) is required. Please contact Burt Ford, Chief Zoning Examiner, at bford@fortlauderdale.gov or 954-828-5250 to review the requirements of the BOA application and submittal deadlines.


GENERAL COMMENTS

The following comments are for informational purposes.

10. Pursuant to State Statute 166.033(1) the application must be deemed approved, approved with conditions, or denied within 120 days of completeness determination, unless a mutually agreed upon time extension is established between the City and the applicant. The applicant has submitted a signed waiver that exempts them from this time frame.
11. Additional comments may be forthcoming following review of a re-submittal.



LEGEND

 Subject Site

UDP-RS22003: Holly Blue/Angeles Signage - 441 NE 3rd Ave

