

CITY OF FORT LAUDERDALE

DEVELOPMENT REVIEW COMMITTEE



CASE COMMENT REPORT

CASE NO. UDP-RS24002



CITY OF FORT LAUDERDALE



CASE INFORMATION

CASE:	UDP-RS24002
MEETING DATE:	February 27, 2024
REQUEST:	Site Plan Level II Review: Sign Request for Three (3) Roof Signs in the Regional Activity Center
APPLICANT:	PAWACQCO Holdings 5, LLC.
AGENT:	Courtney Crush, Crush Law, P.A.
PROJECT NAME:	Park Plaza Signage
PROPERTY ADDRESS:	600 SE 2nd Court
ZONING DISTRICT:	Regional Activity Center - East Mixed-Use District (RAC-EMU)
LAND USE:	Downtown Regional Activity Center
COMMISSION DISTRICT:	4 - Warren Sturman
NEIGHBORHOOD ASSOCIATION:	Beverly Heights Association
CASE PLANNER:	Tyler Laforme

RESUBMITTAL INFORMATION

- Applicants must provide written responses to all DRC comments contained herein.
- Written responses must specify revisions made to the plans and indicate the sheet.
- Resubmitted plan sets must be accompanied by responses to be accepted.
- Any additional documentation must be provided at time of resubmittal.
- Resubmittals must be conducted through the City's online citizen's portal LauderBuild.
- Questions can be directed to the Case Planner assigned to the case.



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CASE COMMENTS:

Please provide a response to the following:

1. Pursuant to State Statute 166.033(1) the application must be deemed approved, approved with conditions, or denied within 120 days of completeness determination, on or before May 31, 2024, unless a mutually agreed upon time extension is established between the City and the applicant. Failure to meet the applicable timeframe or request an extension may result in the application being denied by the City and the applicant may be required to refile a new application and fees to proceed unless the applicant submits a waiver of these timeframes as provided in the completeness email from the City. A waiver has not been submitted.
2. 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.
3. 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).
4. 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. Update narrative according to the following comments.

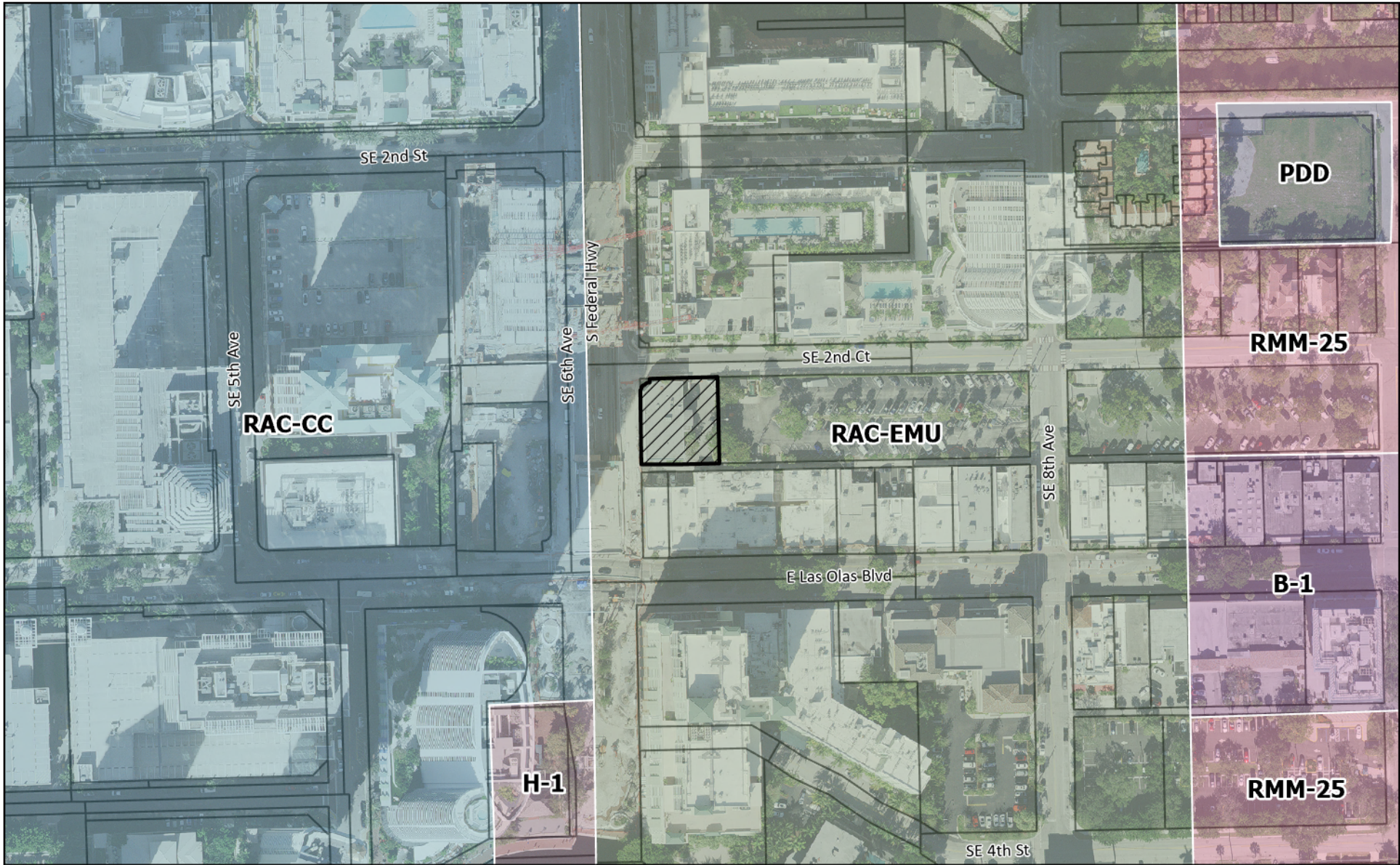


5. Applicant's narrative is incorrect on number of trafficways the property fronts which impacts the applicant's request in regards to quantity. In addition, the justification for above canopy signage is not sufficient unless the applicant can demonstrate through graphic illustrations on sight views as stated in the narrative. Update accordingly.
6. Provide the floor plans for the tenants that indicate the location of tenant entrances.
7. Proposed supportive mounting raceways should not be exposed. Revise to address this matter with another supportive technique.
8. At this time, staff cannot recommend the signs project higher than the parapet wall. Adjust location of Signs 2 and 3.
9. Provide the following changes to signage:
 - a. Provide the dimensions of the depth of the signage on the cross sections for all signs.
 - b. For the "Howl at the Moon" signage (S2 and S4), clarify if the wolf icon is pushed through the entire signage.
 - c. Provide additional details in the lettering sections, specifically regarding the material of the lettering.

GENERAL COMMENTS

The following comments are for informational purposes.

10. N/A



UDP-RS24002 - 600 SE 2 CT.

