

CITY OF FORT LAUDERDALE

DEVELOPMENT REVIEW COMMITTEE



CASE COMMENT REPORT

CASE NO. UDP-RS24006



CITY OF FORT LAUDERDALE



CASE INFORMATION

CASE:	UDP-RS24006
MEETING DATE:	May 14, 2024
REQUEST:	Site Plan Level II Review: RAC Signage Request for Additional Building Signage, Two Ground Signs, and New Building Number Signs
APPLICANT:	FTL 500 Corp
AGENT:	Andrew Schein, Lochrie & Chakas, P.A.
PROJECT NAME:	Broward Financial Centre Signage
PROPERTY ADDRESS:	500 E. Broward Boulevard
ZONING DISTRICT:	Regional Activity Center – City Center (RAC-CC)
LAND USE:	Downtown Regional Activity Center
COMMISSION DISTRICT:	4 - Warren Sturman
NEIGHBORHOOD ASSOCIATION:	Downtown Fort Lauderdale Civic Association
CASE PLANNER:	Jim Hetzel

RESUBMITTAL INFORMATION

- Applicant 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. Exterior signs must be capable of withstanding wind speeds of 170 MPH [FBC 2017-1620.2]
2. Wind pressures must be in accordance with ASCE 7-22 Minimum Design Loads and Associated Criteria for Buildings and Other Structures.

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, 2023, the 8th 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.



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CASE COMMENTS:

Prior to Planning and Zoning Board Meeting or City Commission Meeting or Final DRC sign-off, please provide updated plans and written response to the following review comments:

1. Monument Sign #1: Provide a copy of Florida Department of Transportation (FDOT) Permit or approval letter as applicable for the proposed Sign along E. Broward Boulevard within the Public Easement. For meeting request or for additional information please contact FDOT District 4 Permits Department D4AccessManagement@dot.state.fl.us
2. Monument Sign #2: This sign appears to encroach a 20' Utility Easement & a 35' drainage Easement along east property boundary (i.e. fronting US-1). If so, contact the City's Public Works Department to confirm the location of any public utilities (i.e. storm drain, sewer, and water) within the Utility Easement, and obtain a 'letter of no objection' for construction of the proposed Monument Sign. Otherwise, a 'letter of no objection' from each private utility owner that has an interest in this Utility Easement will also be required.

For Engineering General Advisory DRC Information, please visit our website at <https://www.fortlauderdale.gov/home/showdocument?id=30249>

Additional comments may be forthcoming at the DRC meeting and once additional/ revised information is provided on plans.



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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 August 20, 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 will be required to refile a new application and fees unless the applicant submits a waiver to the timeframe.
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 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>).
3. 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 detractors. 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 urban fabric.

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 building design and by extension the quality of the City's sense of place. 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 sign is an internally lit cabinet style with acrylic copy, which is not typically the highest quality of sign product. Sign type and materials should be carefully selected to maintain durability, while enhancing the overall project 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 project signage, including all previously approved signage, to demonstrate consistency with the overall vision of the Downtown Master Plan, as stated above. At this time, it appears there is excessive signage for the project.

4. The proposed development application is subject to a 15-day City Commission Request for Review period upon staff preliminary approval. The applicant will be required to pay separate fee if the application requires Commission review. 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 flash drive and a copy submitted to the City Clerk and case planner.

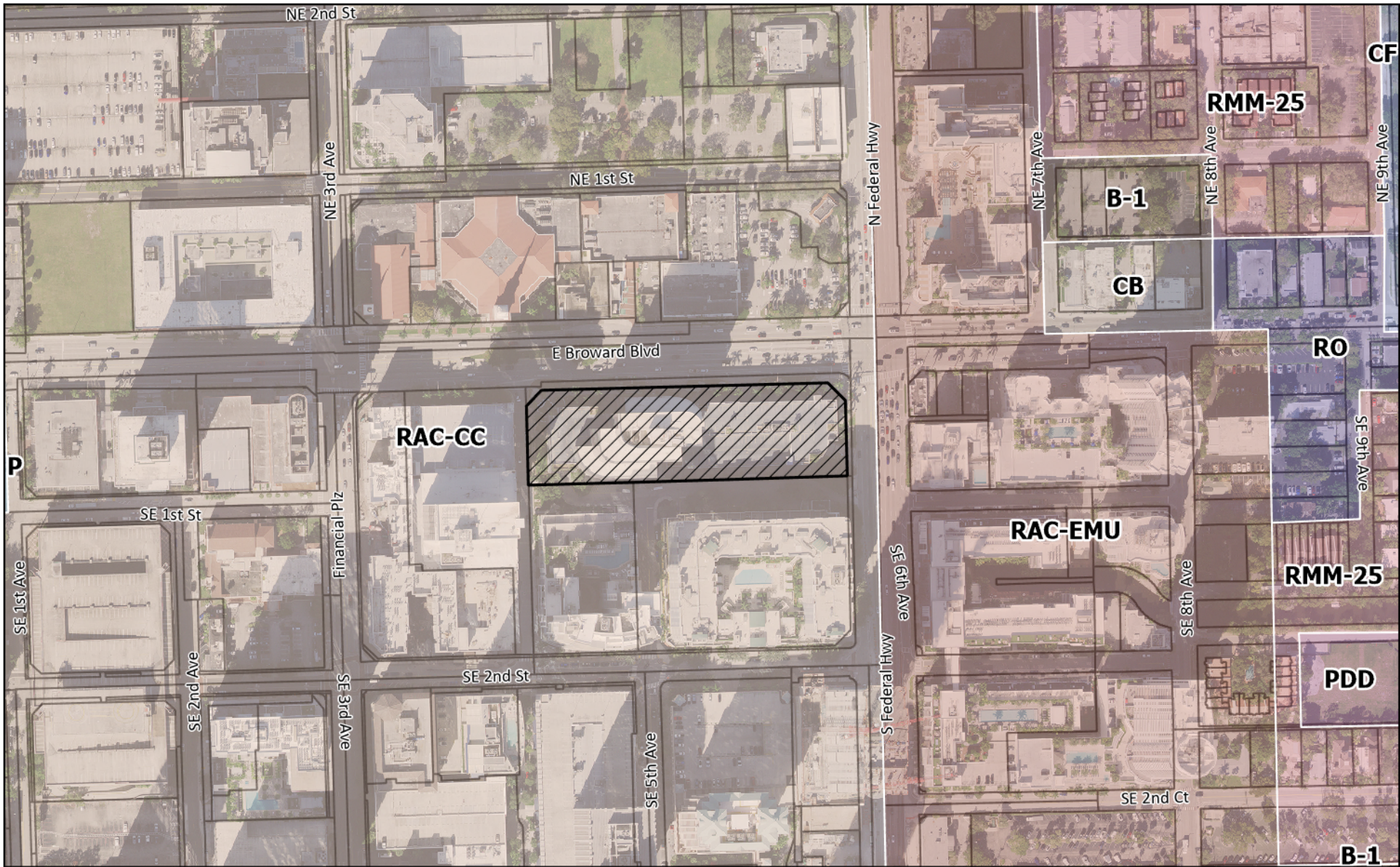
5. Pursuant to ULDR, Section 47-22.1, Sign Requirements, General; the intent of sign regulations in the City is to protect the health, safety, and welfare of the public through protecting the beauty and aesthetics of the City by limiting the proliferation of signs and the time, place, and manner of their use. Reasonable use of signage is permitted to advertise establishments while eliminating conspicuous excess signage in the urban environment. As proposed, the request contains excessive signage for the site which creates sign clutter and visual nuisance in Downtown. The following should be addressed:
 - a. Remove the proposed tenant signs located on the top level of the garage.
 - b. Remove the secondary tower sign "AGS properties" sign.
6. Provide a code comparison table identifying the permissible signage for the project, existing signs, and proposed for the project. Provide the following information:
 - a. Each sign type, quantity, and size;
 - b. Applicable ULDR Sections for above items; and
 - c. Justification for each proposed sign for as part of this request.
7. No visible support structures such as raceways, angle irons, or guy wires are permitted.
8. Applicant's project narrative does not state the justification for additional signage. Update the narrative to include more information on the need for the proposed sign.
9. Proposed monument signs are not conducive for an urban environment. The sign structure is much larger than the sign face resulting in excess, unused sign area that appears bulky. In addition, monument sign #1 is located in right-of-way and sign #2 is located in an easement, both locations are not permitted. Staff recommends the applicant explore more creative ground signs that blend with the proposed site enhancements, plaza area, and building entrances, in scale to an urban setting and pedestrians. Higher quality material should also be included. See images below for examples.



GENERAL COMMENTS

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

10. Provide a written response to all DRC comments within 180 days.
11. Additional comments may be forthcoming at the DRC meeting.



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