



## DEVELOPMENT REVIEW COMMITTEE (DRC) COMMENT REPORT

**MEETING DATE:** August 14, 2018

**APPLICANT:** 299 N Federal Master, LLC.

**PROJECT NAME:** Dalmar Hotel Signage

**CASE NUMBER:** R18050

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

**LOCATION:** 299 N Federal Highway

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

**LAND USE:** Downtown Regional Activity Center (D-RAC)

**CASE PLANNER:** Jim Hetzel



Case Number: R18050

**CASE COMMENTS:**

Please provide the Structural sealed drawing of the sign and installation compliant to the HVHZ standards of the 6<sup>th</sup> Edition of the Florida Building Code.

**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](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 1<sup>st</sup>, 2018 the 6<sup>th</sup> 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](https://floridabuilding.org/bc/bc_default.aspx)
  - c. <http://www.broward.org/codeappeals/pages/default.aspx>

**General Guidelines Checklist is available upon request.**



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Please provide a written response to each of the following comments:

1. Show and label proposed signage location on Site Plan (that previously received DRC approval), so it can be confirmed that there will be no encroachments within adjacent public Right-of-Way.
2. Discuss if proposed signage installations will require separate Crane Permit in order to facilitate temporary crane location within City Right-of-Way. Please be advised that Engineering does not support closures for the placement of cranes within City Right-of-Way for more than 72 hours. Procedures and forms to allow crane operations for less than a 72-hour period may be accessed on the City's website via the following link:  
<http://www.fortlauderdale.gov/departments/sustainable-development/building-services/engineering-forms-and-info>
3. Additional comments may be forthcoming at the DRC meeting.



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**CASE COMMENTS:**

Please provide a response to the following:

NO COMMENTS

**General Comments**

NONE



Case Number: R18050

**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.

The proposed sign is 185% larger than the limitations permitted by the City's ULDR at 556 square feet versus the maximum of 300 square feet. In addition, the sign height and length maximizes the portion of the façade to which the sign is located, creating an issue with the scale and proportion of the sign in relation to the building. 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 large, black lettering is overly noticeable and the proposed increase in size is not warranted. The sign should be reduced in overall size.

Applicant is encouraged to design the sign in a manner that relates to the scale and shape of the building without the use of disproportionately large letters. 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.



- Staff recommends the sign be designed similar to the building façade sign facing NE 3<sup>rd</sup> Street as depicted on the building elevation in the approved site plan package. That sign contains a square box around the lettering. By incorporating a box around the proposed sign, there will be consistency in project signage, the overall aesthetics of the sign will improve, and will offset the architectural changes made to the tower top. The sign can be horizontal with the rectilinear boundary. For quick reference, the sign depicted in the approved plans is provided below.

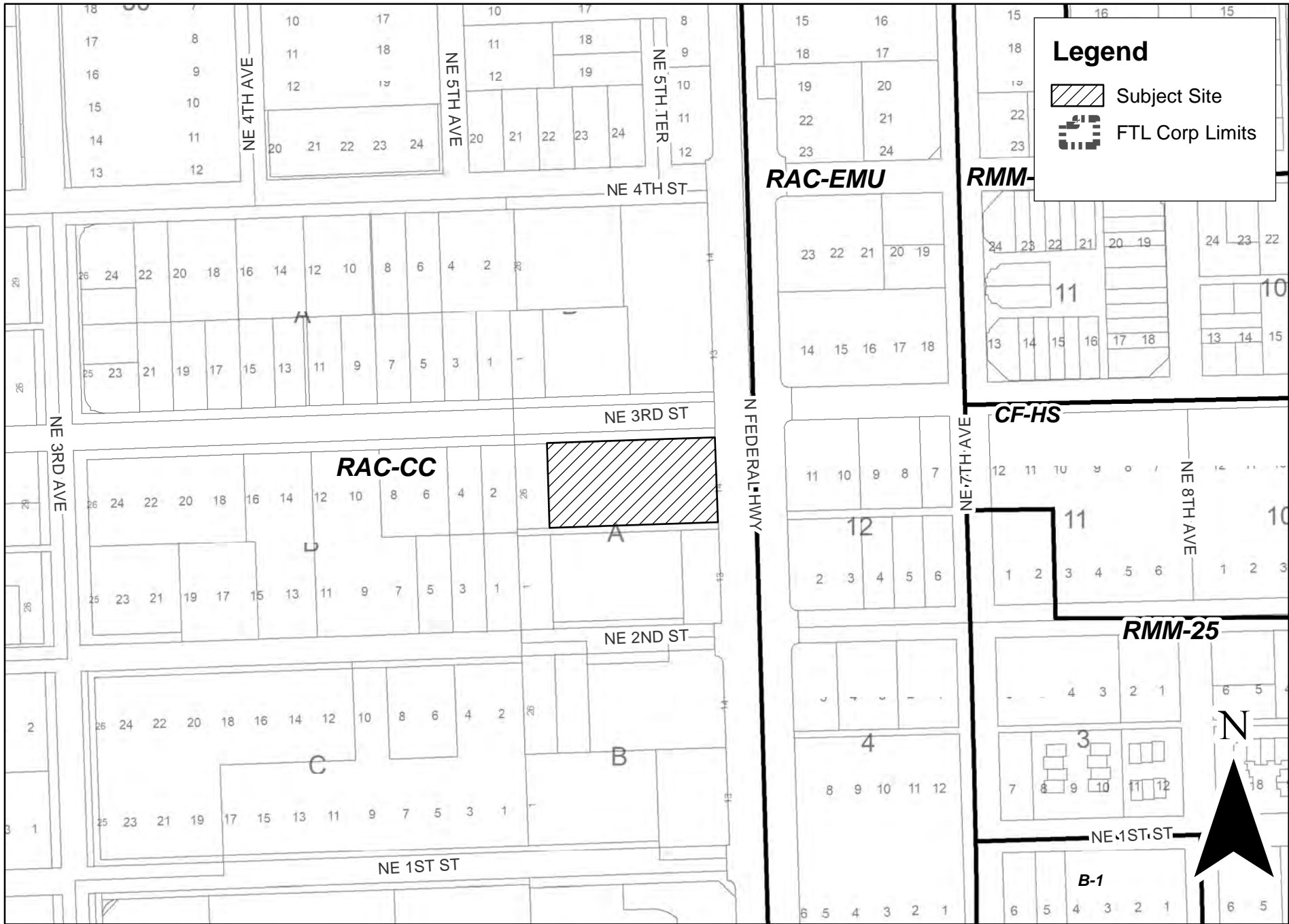


- Provide a nighttime rendering of the tower top with the proposed sign and illuminated tower element.

#### GENERAL COMMENTS

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

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



R18051

