



# DEVELOPMENT REVIEW COMMITTEE (DRC) COMMENT REPORT

**MEETING DATE:** August 25, 2020

**PROPERTY OWNER:** Shopping Center Interests, LLC.

**APPLICANT/AGENT:** N/A

**PROJECT NAME:** Signage at Downtown Marketplace

**CASE NUMBER:** PLN-RACS-20010001

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

**LOCATION:** 250-260 N. Federal Highway

**ZONING:** Regional Activity Center - East Mixed Use (RAC-EMU)

**LAND USE:** Downtown Regional Activity Center

**CASE PLANNER:** Christian Cervantes

Case Number: PLN-RACS-20010001

**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]

**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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**CASE COMMENTS:**

**No Comments**

Additional comments may be forthcoming at the DRC meeting and once additional/ revised information is provided on plans. For Engineering General Advisory DRC Information, please visit our website at <https://www.fortlauderdale.gov/home/showdocument?id=30249>



Case Number: PLN-RACS-20010001

**CASE COMMENTS:**

Please provide a response to the following:

1. No comment.



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**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: [www.fortlauderdale.gov/neighbors/civic-associations](http://www.fortlauderdale.gov/neighbors/civic-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 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.

3. The proposed signs are prohibited in the City's Unified Land Development Code (ULDR) and would not be allowed throughout the City. Although the ULDR does allow an applicant to request signs specific to the Downtown Regional Activity Center as part of a Site Plan Level II development application, the proposed signs exceed a reasonable request. This is based upon the following:
  - a. The site is .6 of an acre which based on parcel size does not justify the additional signs on the site;
  - b. The building façades have sufficient exposure with the 260 building being approximately 145 feet setback from Federal Highway which allows the existing tenants signs to be visible; and
  - c. Existing signs, permissible signage for the 250 building, as well as the requested signs will result in sign clutter for this project. Again, based on the overall size of the site and existing visibility of tenant signs, the request is not justified.
4. In order to proceed, the applicant will need to reassess this sign request based on the following:
  - a. Provide a narrative that gives a breakdown of the existing signage that is located on the subject site as well as requested signage in tabular format that includes a comparison between the minimum code requirements and what is being proposed; e.g. quantity, sign size, sign square footage, etc. The narrative shall also include the rationale behind the request for additional signage that may not meet ULDR requirements and information regarding the context of the

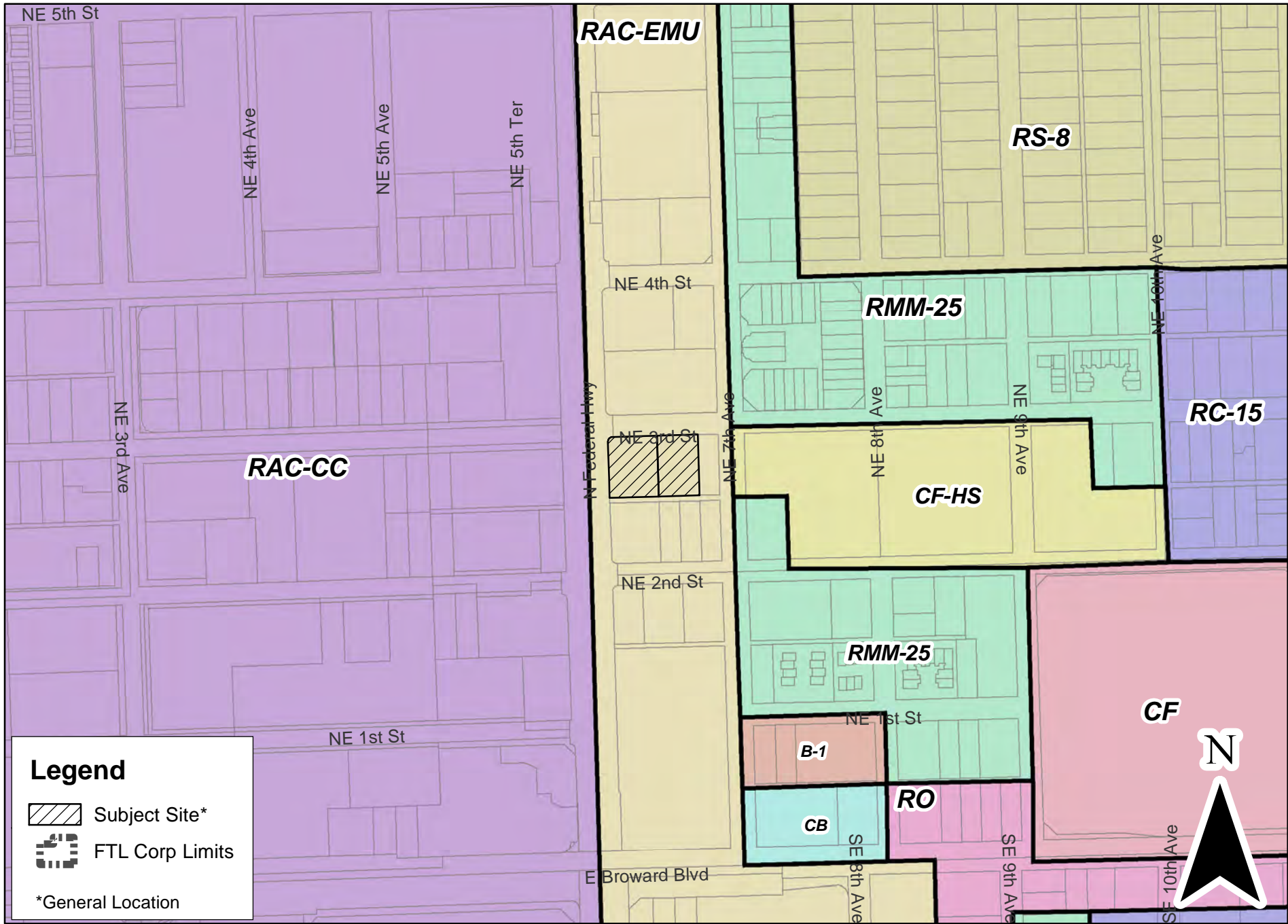


- area in which it is proposed. Include any other additional information that justifies this request. Note that the need for signage based upon self-created hardship is not supportable;
- b. Provide examples of other developments in the City that have a similar size parcels and contain a similar number of signs;
  - c. Accurately depict the total number of signs on the renderings to show all existing and proposed signage for the site. Current renderings only show signage on trellis with structures on site being absent of signage;
  - d. Update site plan to show right of ways, setbacks, and dimensions of structures and trellis;
  - e. Provide an updated survey of the site. Survey currently shows a ground sign on site that does not presently exist; and
  - f. Provide signed and sealed load calculations for the trellis showing it is able to support and withstand loads and wind events.
5. Staff recommends the applicant explore the possibility of a ground sign rather than the proposed signs. A creative ground sign with tenant signage may be more appropriate for this project. The sign could be placed at the northwest corner of the site where the previous ground sign was located.

### **General Comments**

The following comments are for informational purposes. Please consider the following prior to submittal for Final DRC:

6. Please be advised that pursuant to State Statute, Section 166.033, development permits which require a quasi-judicial or public hearing decision, must be completed within 180 days, unless an extension of time is mutually agreed upon between the City and the applicant.
7. An additional follow-up coordination meeting may be required to review project changes necessitated by the DRC comments. Prior to routing your plans for Pre-PZ and/or Final DRC sign-off, please schedule an appointment with the project planner ([CCervantes@Fortlauderdale.gov](mailto:CCervantes@Fortlauderdale.gov)) to review project revisions and/or to obtain a signature routing stamp. Please note applicant is responsible for obtaining signatures from all discipline members that had comments and may need to resolve comments through individual appointments if necessary.
8. 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.
9. Additional comments may be forthcoming at the DRC meeting. Please provide a written response to all DRC comments.



# PLN-RACS-20010001

