



DEVELOPMENT REVIEW COMMITTEE (DRC) COMMENT REPORT

MEETING DATE: March 23, 2021

PROPERTY OWNER: 212 Second Ave, LLC.

APPLICANT/AGENT: Jon Auerbach, Stiles Corporation

PROJECT NAME: The Main Las Olas / NOVO

CASE NUMBER: UDP-RS21001

REQUEST: Site Plan Level II Review: Blade Sign in the Downtown Regional Activity Center

LOCATION: 220 SE 2nd Street

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

LAND USE: Downtown Regional Activity Center

CASE PLANNER: Jim Hetzel



Case Number: UDP-RS21001

CASE COMMENTS:

Please provide a response to the following:

1. Per section 1620.2 of the FBC risk category II structures in Broward County must be designed to withstand wind pressures with 170 mph wind velocities (3-second gust).

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

Please consider the following prior to submittal for Building Permit:

1. On December 31st, 2021 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;
 - a. <http://www.fortlauderdale.gov/departments/sustainable-development/building-services>
 - b. 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:

1. Please clarify how many signs are being requested.
2. Provide a survey of the subject property showing property lines, public and private easements (including Official Record Book/Page of recorded documents), and Right-of-Way lines shall be clearly shown, labeled and width dimensioned.
3. Provide detail plan showing proposed sign location and dimensions from right-of-way.
4. Any permanent encroachment into the City's Right-of-Way, including but not limited signage, requires a Revocable License Agreement. Future coordination with the City Attorney's Office will be needed regarding the proper requirements and conditions. Any permanent encroachment into other jurisdictional (i.e. FDOT, BCHCED, etc.) Right-of-Way and perpetual easements shall be coordinated with those agencies.
5. For Engineering General Advisory DRC Information, please visit our website at <https://www.fortlauderdale.gov/home/showdocument?id=30249>
6. 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. 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 distractions. 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.

3. Provide elevations depicted the total signage on each building façade. Include signage that has been approved by the previous DRC Case R19039 for RAC Signage and other signs that have been installed. Do not include the adjacent project 201 East Las Olas signage.
4. Provide a code comparison table identifying the permissible signage for the project and the signage proposed for the project including those signs approved as part of the previous DRC Case R19039 for RAC Signage. Provide the following information:
 - a. Each sign type, quantity, and size;
 - b. Applicable ULDR Sections for above items; and
 - c. Include justification for each proposed sign including the current request.



- Applicant's narrative states that the sign is needed for directional purposes to guide users to parking. Parking garage signage in urban areas typically state just parking or contain the letter "P" to indicate parking entrance or location. The majority of the sign depicts the business names with the word "parking" minimally located at the bottom. The proposed sign does not match the justification in the narrative for the need of parking signage. The images below depict typical parking signage used in urban areas which are easily relatable by the public for parking location and entrance. Staff recommends that the applicant examine other sign designs that focus on parking and less on the users.

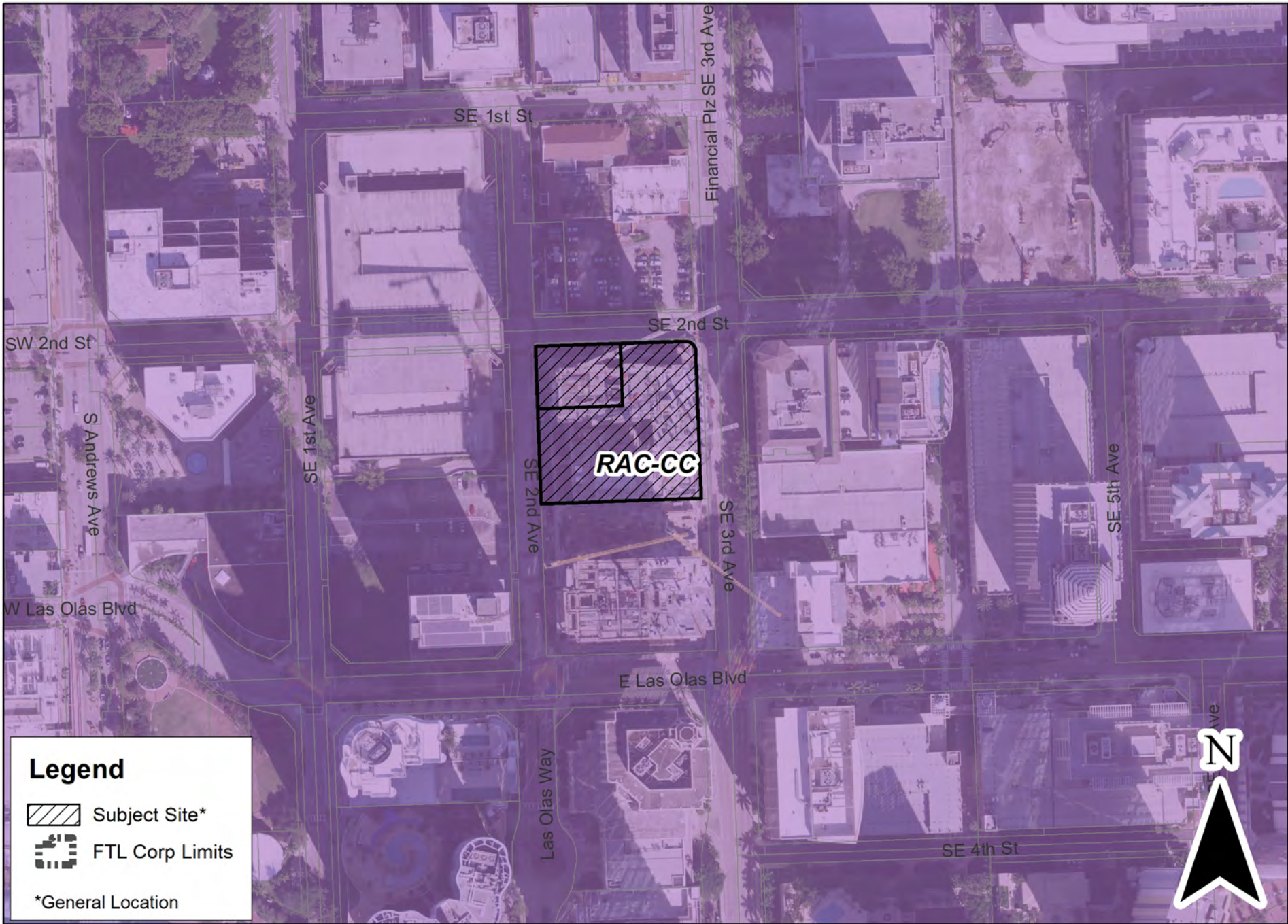


- Provide dimension from grade to the bottom of the projecting sign. Depict this dimension on the elevation drawing. In addition, indicate the location of the property line to determine if the sign projects into the right-of-way.
- Staff recommends the sign material be evaluated for enhanced aesthetic appearance in conjunction with the overall sign design.
- Provide a nighttime rendering or drawing of the proposed sign.

GENERAL COMMENTS

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

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



UDP-RS21001

