



DEVELOPMENT REVIEW COMMITTEE (DRC) COMMENT REPORT

MEETING DATE: March 23, 2021

PROPERTY OWNER: Marglip Investments, LLC.

APPLICANT/AGENT: Miguel Pilgram, Pilgram Group

PROJECT NAME: Artwork Pilgram Group

CASE NUMBER: UDP-RS21003

REQUEST: Site Plan Level II Review: Wall Signs in the Downtown Regional Activity Center

LOCATION: 111 SW 6th Street

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

LAND USE: Downtown Regional Activity Center

CASE PLANNER: Lorraine Tappen



Case Number: UDP-RS21003

CASE COMMENTS:

1. 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.
2. Provide detail plan showing proposed sign location and dimensions from right-of-way.
3. For Engineering General Advisory DRC Information, please visit our website at <https://www.fortlauderdale.gov/home/showdocument?id=30249>
4. 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 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.
- 2) The site is designated Downtown Regional Activity Center on the City's Future Land Use Map. The proposed use is permitted in this designation. This is not a determination on consistency with Comprehensive Plan Goals, Objectives and Policies.
- 3) 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 must 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.

- 4) Provide information on content, measurements, and materials for the sign, "So Jazzy."
- 5) Pursuant to ULDR Section 47-22.4.C.13.I, Signage Requirements, signs that do not comply in all respects with the requirements for signs in the Regional Activity Center (RAC) Districts, shall only be permitted when reviewed as a Site Plan Level II Development Permit and subject to a fifteen (15) day Commission Request for Review (CRR) period. Be advised of the CRR requirement.
- 6) Provide city staff with a site survey via email to Lorraine Tappen at LTappen@fortlauderdale.gov.



- 7) Clarify if the "Pilgram Group" sign has been approved under a separate application
- 8) Removal of proposed signage is requested upon tenant vacancy.

GENERAL COMMENTS:



The following comments are for informational purposes.

Please consider the following prior to submittal for Final Development Review Committee:

- 9) Please be advised that pursuant to State Statute, Section 166.033, that within 120 days of an application being deemed complete, or 180 days for applications requiring a quasi-judicial hearing or public hearing, a municipality is required to render a decision on the application unless an extension of time is mutually agreed upon between the City and the applicant.
- 10) An additional follow-up coordination meeting may be required to review project changes necessitated by the Development Review Committee comments. Prior to routing your plans for Final DRC sign-off, please schedule an appointment with the project planner Lorraine Tappen (954-828-5018) to review project revisions and/or to obtain a signature routing stamp.
- 11) Provide a written response to all Development Review Committee comments.
- 12) Additional comments may be forthcoming at the Development Review Committee meeting.



Legend

-  Subject Site*
-  FTL Corp Limits

*General Location

UDP-RS21003

