



Memorandum

Memorandum No: 24-099

Date: June 25, 2024

To: Honorable Mayor, Vice Mayor, and Commissioners

From: Susan Grant, Acting City Manager *Susan Grant*

Re: Las Olas Marina Signage

On April 20, 2021, the City Commission approved the fourth amendment to the ground lease with Las Olas SMI, LLC. for the Las Olas Marina project. The fourth amendment included language that requires the developer to address the impacts associated with the removal of nine public parking spaces. The agreement provides the developer with the option to install dynamic wayfinding signage or to remit \$300,000 to the City's parking fund.

The developer has opted to install three dynamic wayfinding signage boards. City staff identified the following locations for the signage to be installed at:

#1: Las Olas Boulevard at Las Olas Circle - Large Sign

Includes a dynamic message board with a fixed border. The fixed border includes the City logo and two destinations: the marina and the parking garage. The primary intent of this signage is to promote public messaging such as roadway impacts, special event awareness, emergency notifications, and parking availability.

#2: Las Olas Circle at Birch Road - Small Sign

Includes a dynamic message board. The primary intent for this sign is to display parking garage space availability and special event awareness

#3: Fort Lauderdale Beach Park Entrance - Small Sign

Includes a dynamic message board. The primary intent for this sign is to display parking lot space counts, special event awareness, and planned lot closures.

The concepts are attached for your consideration and **City staff are requesting feedback be provided on or before July 3**. If you have any questions, please contact Ben Rogers, Acting Assistant City Manager, at brogers@fortlauderdale.gov.

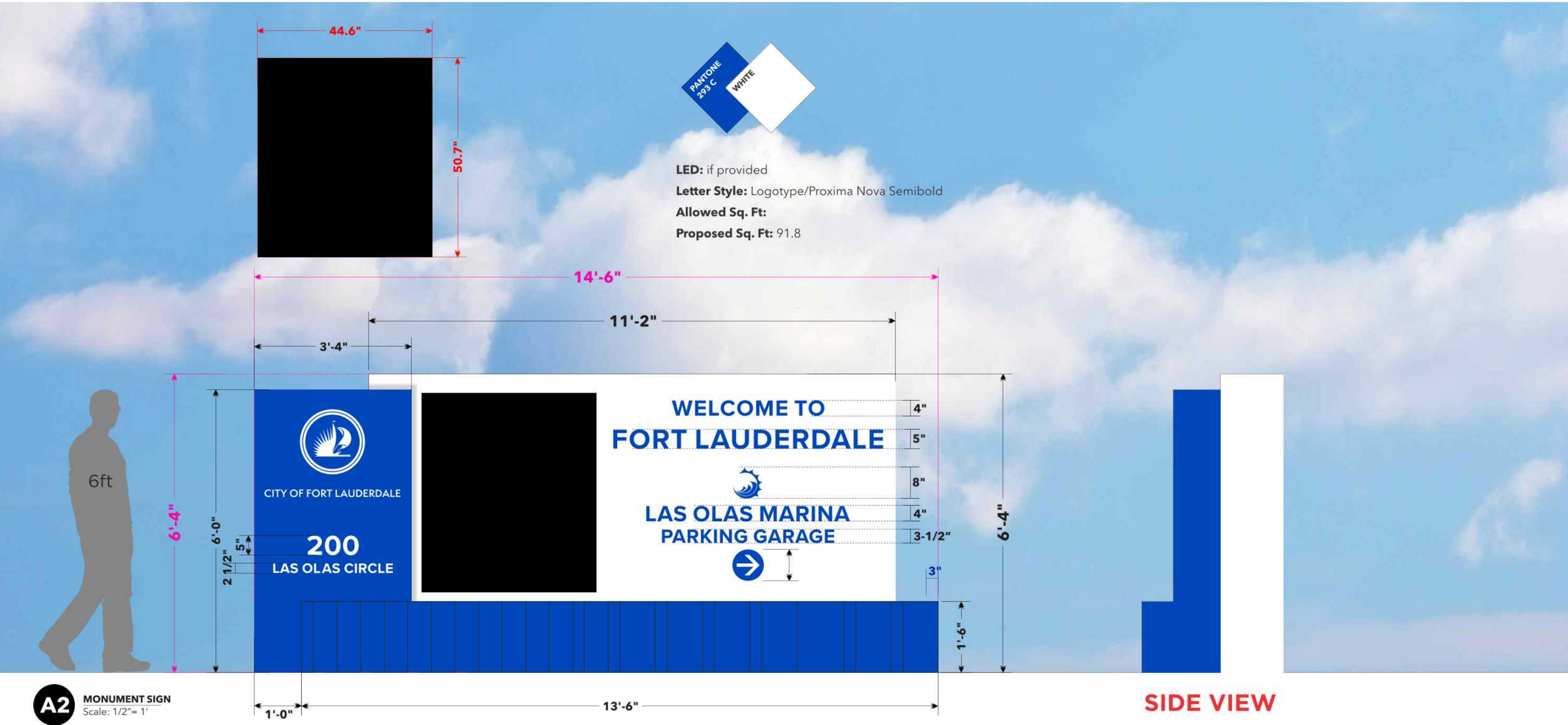
Attachments:

Large Sign Package

Small Sign Package

c: Anthony G. Fajardo, Assistant City Manager
Ben Rogers, Acting Assistant City Manager
Laura Reece, Acting Assistant City Manager
Thomas J. Ansbro, City Attorney
David R. Soloman, City Clerk
Patrick Reilly, City Auditor
Department Directors
CMO Managers

SINGLE FACE ILLUMINATED MONUMENT SIGN WITH DIGITAL BOARD



A2 MONUMENT SIGN
 Scale: 1/2" = 1'

SIDE VIEW

ART SIGN CO INC
 835 NW 6TH AVE.
 FT. LAUDERDALE, FL 33311
 954.763.4410 | artsignfl.com

CLIENT: LAS OLAS MARINA PARKING GARAGE
FILE: LAS OLAS MARINA PARKING GARAGE_EXTERIOR SIGN PACKAGE_VG_V5
ADDRESS: 200 Las Olas Circle, Ft. Lauderdale, FL 33316

REVISION V2: 8/25 | MONUMENT SIGN EDIT
REVISION V3: 8/29 | MONUMENT SIGN EDIT
REVISION V4: 9/27 | MONUMENT SIGN//ADD SIGNS TO PHOTOS
REVISION V5: 9/29 | MONUMENT SIGN//ADJUST SETBACK

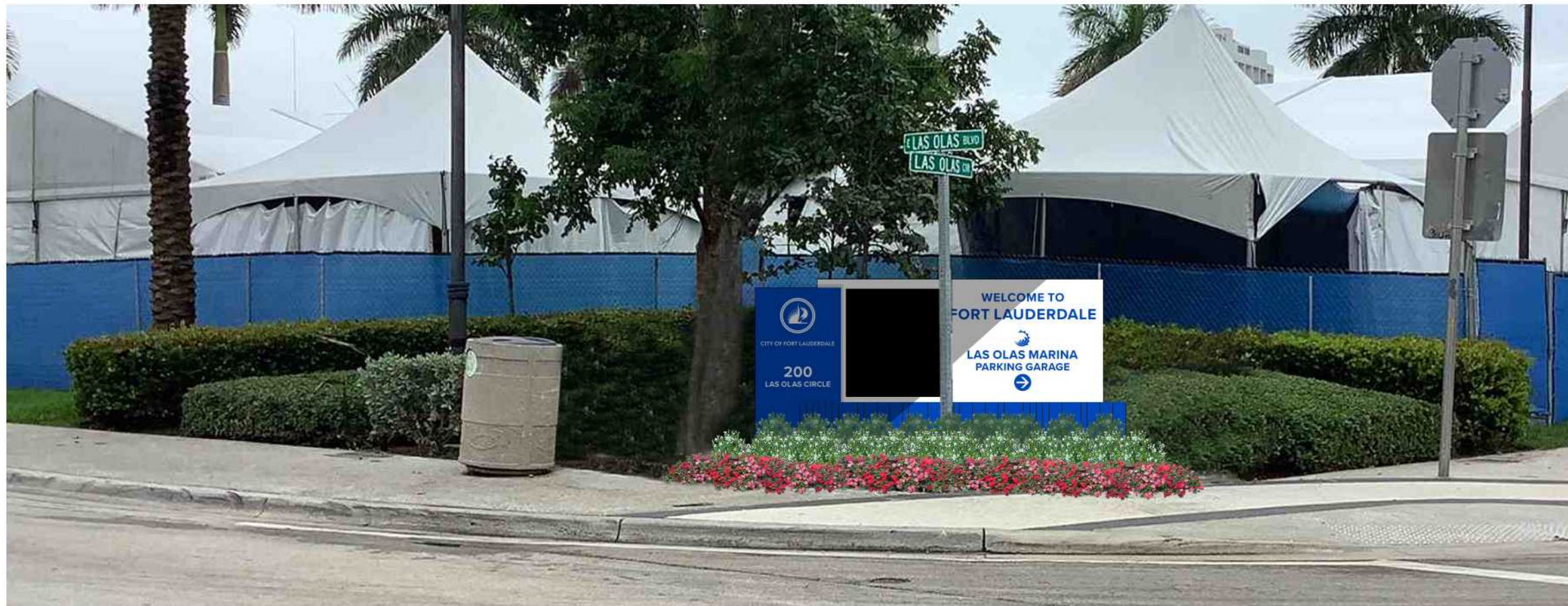
CLIENT APPROVAL:
START DATE: 8/21/2023 **SALES REP:** Jack **ARTIST:** Val

Colors shown on drawing are for presentation purposes. All colors must be confirmed initialed by project manager before painting. Any party accepting this document does so in confidence and agrees that it should not be duplicated, in whole or in part, nor disclose to others without the written consent of Art Sign Company, Inc. Reference copy list for copy/graphic specific to each sign location. Contractor shall verify all conditions on site and notify any variation from what is shown on the drawings before proceeding with fabrication.

SINGLE FACE ILLUMINATED MONUMENT SIGN WITH DIGITAL BOARD



PROPOSED LOCATION



A1 LAS OLAS CIRCLE/LAS OLAS BLVD
Scale: NTS

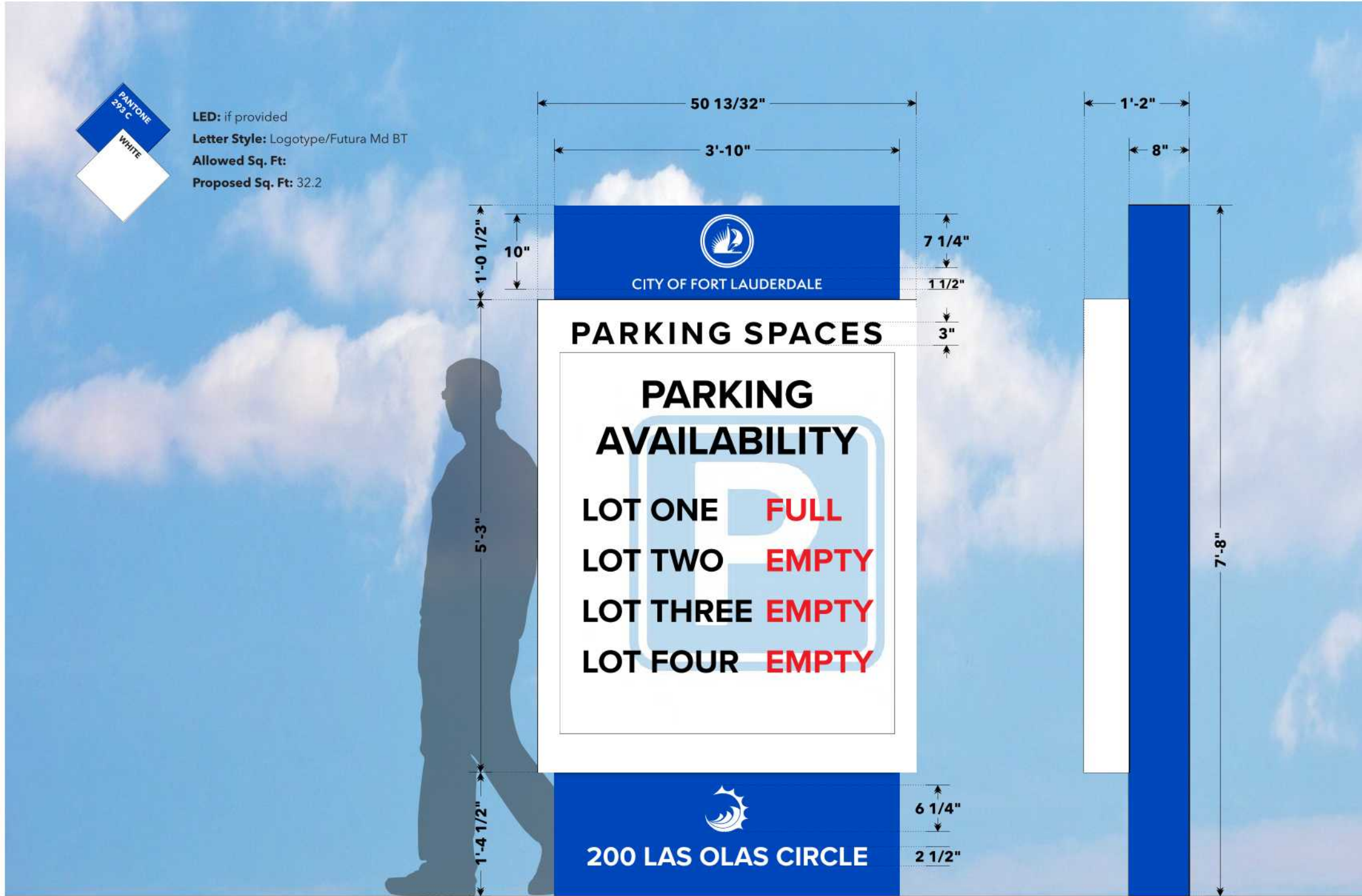
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SINGLE FACE ILLUMINATED PARKING SIGN WITH DIGITAL BOARD



A1 SW CORNER ELEVATION
 Scale: 3/4" = 1'

SIDE VIEW

A2 SW CORNER ELEVATION
 Scale: 1/4" = 1'



CLIENT: CITY OF FT LAUDERDALE // LAS OLAS MARINA PARKING GARAGE
FILE: LAS OLAS MARINA PARKING GARAGE_MONUMENT_SM_V1
ADDRESS: 200 Las Olas Circle, Ft. Lauderdale, FL 33316

CLIENT APPROVAL:
START DATE: 8/21/2023 **SALES REP:** Jack **ARTIST:** Val