



REQUEST: Amend the City of Fort Lauderdale Unified Land Development Regulations (ULDR); Section 47-22.8, "Special Sign Districts", adding section 47-22.8.2 entitled "Broward County Convention Center Special Sign District", creating regulations and the Broward County Convention Center Special Sign District.

CASE	UDP-T24011
PROJECT NAME	Broward County Convention Center Special Sign District
APPLICATION TYPE	ULDR Text Amendment
APPROVAL LEVEL	Planning and Zoning Board Review, City Commission Approval
REQUEST	Amend ULDR Section 47-22.8, Special Sign Districts
APPLICANT	Broward County Board of County Commissioners
AGENT	Robert B. Lochrie III, Esq. Lochrie & Chakas, P.A.
PROPERTY ADDRESS	1700 SE 17 th Street
ABBREVIATED LEGAL DESCRIPTION	PORT EVERGLADES PLAT NO 2 108-31 POR PAR A DESC AS COMM NW COR PAR A,E 80 TO POB,CONT E 832,S 288.81,W 114.03,N 88.96,W 475.01 N 29.73,W 235,N 168.61 TO POB LESS POR INCL'D IN INSTR # 119846011, LESS A POR OF PAR A DESC AS: COMM NW COR OF PAR A,E 656.89 TO POB,E 156.37,S 12, SW 21.58, SW 8.12, SW 5.99,NW 13.02 W 89.24,NW 31.41 TO POB
ZONING DISTRICT	Port Everglades Development District (PEDD)
LAND USE	Transportation
COMMISSION DISTRICT	4 – Ben Sorensen
NEIGHBORHOOD ASSOCIATION	N/A
APPLICABLE ULDR SECTIONS	ULDR Section 47-22.3, Message Center Signs ULDR, Section, 47-22.8, Special Sign Districts
NOTIFICATION REQUIREMENTS	10-day legal ad
ACTION REQUIRED	Recommend approval or denial to City Commission
CASE PLANNER	Michael P. Ferrera Urban Planner II

PROJECT DESCRIPTION:

The proposed amendment to ULDR Section 47-22.8, Special Sign Districts, will add section 47-22.8.2, entitled "Broward County Convention Center Special Sign District," thereby creating a special sign district and regulations for the Broward County Convention Center area, generally located south of SE 17th Street, east of Eisenhower Blvd., north of SE 20th Street and west of the Intracoastal Waterway.

The proposed amendments are based on a request from Broward County to address signage at the Broward County Convention Center. Pursuant to ULDR Section 47-22.8, Special Sign Districts, property owners may propose a special sign district for a designated area, subject to ULDR criteria. In order for the special sign district to be formed, 60% or more of the merchants occupying the street frontage of properties on both sides of the street may petition for the formation of a sign district. As required by the ULDR, the Broward County Board of County Commissioners as the sole owner and merchant of the property and street frontage established a sign committee. The sign committee acts as the governing body of the sign district and establishes criteria for signs in the district. A letter from Broward County appointing the sign district committee, comprised of three members is attached as **Exhibit 1**. The role of this committee is to establish the criteria, which shall be no less restrictive than the terms and conditions established by the ULDR.

Previously, the Convention Center was served by a stand-alone message center sign along SE 17th Street. The new Convention Center Hotel and CVB building will benefit from the special sign district to ensure new signage is cohesive with the architecture and provides visibility for convention center events and programs. The proposed message center sign is designed in a manner that will further the governmental interest of promoting significant events and is approved in association with

buildings or facilities used primarily as public assembly for the presentation of cultural, social, artistic, educational events, to hold public expositions, fairs and conventions, or some combination thereof, with exception of the dimensional and location requirements.

The Property meets the City of Fort Lauderdale's ULDR requirements for the types of facilities that are entitled to message center signs. Specifically, the Property includes a facility which has the capacity to seat a minimum of 12,000 persons, and is a minimum of 200,000 square feet in area. In addition, the new convention center will have the capacity to seat 23,730 people (not including the main exhibit hall) and is 1,145,581 square feet in size. The sign will also meet all the display characteristics required for message center signs related to the type of lighting, display rate, etc.

For purposes of this proposal, the special sign district is utilized to provide site specific dimensional and building location restrictions for the sign that would not otherwise meet message center sign requirements to provide a more aesthetically and integrated sign element into the project itself. The amendments will permit the installation of a proposed message center sign which extends from the north façade to the west façade of the new Convention and Visitor Bureau building which is proposed to be 29 feet and 7 inches on the north elevation and 28 feet and 10 inches on the west elevation. The purpose of the message center sign is to provide informational messages for current and upcoming events.

To review the boundaries of the proposed sign district, please refer to the proposed sign district boundary map attached as **Exhibit 2**. The application, letters, and narratives provided by the applicant are attached as **Exhibit 3**. The proposed amendments are attached as **Exhibit 4**.

COMPREHENSIVE PLAN CONSISTENCY:

The proposed amendment is in alignment with the Transportation future land use designation of the Broward County Convention Center which permits uses consistent with tourism and international trade. The amendments support Urban Design Element Objective UD 2.1 regarding promoting community identity and Policy UD 2.1.1, which supports functional considerations in the design and implementation of public improvements such as convention center signage along gateway corridors. Furthermore, the amendments support Economic Development Element Goal 3 which states the City shall include Port Everglades in economic development planning.

PLANNING & ZONING BOARD REVIEW OPTIONS:

The Planning and Zoning Board, in its capacity as the Local Planning Agency, shall determine whether the proposed amendments are consistent with the City of Fort Lauderdale's Comprehensive Plan and whether the Planning and Zoning Board recommends approval of the proposed amendments to the City Commission.

EXHIBITS:

1. Letter from Broward County Appointing Sign District Committee
2. Proposed Sign District Boundary Map
3. Application, Letters and Narratives
4. Amendments to ULDR Section 47-22.8, Special Sign Districts