

ORDINANCE NO. C-13-

AN ORDINANCE AMENDING THE UNIFIED LAND DEVELOPMENT REGULATIONS OF THE CITY OF FORT LAUDERDALE, FLORIDA, AMENDING SECTION 47-22, ENTITLED "SIGN REQUIREMENTS", TO REVISE THE GENERAL REGULATIONS OF BANNER SIGNS; PROVIDING FOR SEVERABILITY; REPEAL OF CONFLICTING ORDINANCE PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

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BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF FORT LAUDERDALE, FLORIDA:

SECTION 1. That Section 47-22.3, General regulations, of the Unified Land Development Regulations (hereinafter referred to as "ULDR") of the City of Fort Lauderdale, Florida, is hereby amended to read as follows:

Sec. 47-22.3. General regulations.

...

C. Banner signs. Banner signs are prohibited, except as provided in this section. A banner sign may be permitted for a legitimate public purpose such as advertising City-sponsored or co-sponsored events or public service announcements, such a banner sign shall be known as an event banner or PSA banner, respectively and ~~may be advertised provided that such display shall only be permitted as follows:~~

1. City-sponsored events. Events sponsored solely by the city need not make application.
2. City co-sponsored events.
  - a. ~~An application for the display of a banner sign for any such event shall be filed with the department; such application may only be filed by or on behalf of a nonprofit organization or city recognized civic association. The application submitted for display of a banner sign shall include a drawing indicating the utility poles or highway trusses proposed to be used for displaying banners, and a letter or letters of permission from the owner or~~

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~~owners of the poles or highway trusses. Banners may not be displayed on any other structure. If a banner is proposed to be placed upon a utility pole and the owner of the utility pole is not the State of Florida, then the letter granting permission shall also indemnify and hold harmless the city for any damage or injury that occurs as a result of such display. No banners shall be permitted in medians unless there are no utility poles abutting the applicant's property. When banners are proposed to be placed in median areas they shall be placed on utility poles and a site plan must be reviewed and approved by the department. No roadway banner shall be located over a railroad crossing or on an Intracoastal bridge. Banners shall be prohibited from display in medians or swales except as provided for herein. Event banner signs may be displayed in association with city co-sponsored events as approved by the city commission. City co-sponsored events are events determined by city commission to serve a legitimate public purpose.~~

- b. ~~When display space is available on highway trusses as determined by the appropriate city department, a refundable deposit of one hundred dollars (\$100.00) shall be paid to the department to guarantee the removal of the banner within seventy two (72) hours of the expiration of the permit. Display space shall be allocated on a first come first serve basis. A maximum of two (2) banners may be displayed on highway trusses. Each applicant shall only display one (1) banner on a highway truss. Event banner signs shall be subject to the following criteria:~~
- i. An application for the display of an event banner sign for any such event shall be filed with the department. The application submitted for display of an event banner sign shall include a drawing indicating the utility poles or highway trusses proposed to be used for displaying event banners, and a letter or letters of permission from the owner or owners of the poles or highway trusses. Event banners may not be displayed on any other structure.
- ii. All event banners proposed to be placed upon a utility pole shall require a letter granting permission and shall indemnify and hold harmless the city for any damage or injury that may occur as a result

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of such display.

iii. All applications for event banners proposed to be placed within median areas shall include a site plan for review and approval by the department.

iv. No event banner shall be placed over a railroad crossing or on an Intracoastal bridge.

v. If an event banner is proposed to be placed upon a utility pole and the owner of the utility pole is not the State of Florida, then the letter granting permission shall also indemnify and hold harmless the city for any damage or injury that occurs as a result of such display. No event banners shall be permitted in medians unless there are no utility poles. When event banners are proposed to be placed in median areas they shall be placed on utility poles and a site plan must be reviewed and approved by the department. No event banner shall be located over a railroad crossing or on an Intracoastal bridge. Event banners shall be prohibited from display in medians or swales except as provided for herein.

c. All event banners displayed on highway trusses are subject to approval by the Florida Department of Transportation. A refundable deposit of one hundred dollars (\$100.00) shall be paid to the department to guarantee the removal of the event banner within seventy-two (72) hours of the expiration of the permit. An applicant may only display one (1) event banner on highway trusses and each highway truss may only display a maximum of two (2) event banners.

d. If more than one (1) event banner is proposed, the amount of the refundable deposit shall be paid according to the following schedule:

<i>Number of <u>Event Banners</u></i>	<i>Amount of Deposit</i>
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1-10	\$100.00
11-25	300.00
26-35	500.00
36-50	700.00
More than 50	900.00

- ~~e.~~
- e. A non-refundable permit processing and application fee of ten dollars (\$10.00) per event banner will be charged but, in no case, more than one thousand dollars (\$1,000.00) per applicant or event.
- ~~e.~~
- f. ~~Any event to be advertised must be physically conducted within the corporate limits of the city.~~ Event banner refundable deposits may be paid on an annual basis in the amount of one thousand dollars (\$1,000.00).
- g. Any event to be advertised must be physically conducted within the corporate limits of the city.
- 3. ~~Reserved.~~ PSA banner signs shall be subject to the application requirements of event banners as provided by subsection 47-22.3.C.2
- 4. Any event or PSA banner sign permitted to be displayed shall be subject to the following limitations:
  - a. Display periods of event or PSA banner shall be limited to the following: ~~will be limited to a maximum of fourteen (14) days, or longer as approved by the city commission for events lasting more than fourteen (14) days.~~
    - i. Event or PSA banners may be displayed for a maximum of thirty (30) days subject to a Site Plan Level I development permit with a fifteen (15) day Commission Request for Review (CRR).

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- ii. Event or PSA banners may be displayed for periods longer than thirty (30) days subject to Site Plan Level I development permit with City Commission approval.
- b. When a an event or PSA banner sign is to be placed on a highway truss, display shall be limited to one (1) sign per side at any one (1) location.
- c. ~~Banners~~ Event banners or PSA banners on highway trusses shall be limited in size to three (3) feet by thirty (30) feet and the minimum height clearance of the sign and any appurtenances above the roadway shall be sixteen (16) feet; event or PSA banners not displayed on highway trusses shall be limited to a maximum size of eight (8) feet by three (3) feet, must be fifteen (15) feet above a roadway, and shall be suspended lengthwise from a utility pole and attached to such pole at each end.
- d. The text of a an event banner shall include the name of the ~~special~~ event, the date or dates of the event and the name ~~or~~ and logo of the city ~~and the name or logo of the association or organization co-sponsoring the event.~~ If ~~lettering is~~ Lettering used to identify the city ~~and co-sponsoring organizations by name,~~ the lettering shall be uniform and shall be no smaller than four (4) inches in height and shall not exceed six (6) inches in height. ~~When the logos~~ Logos of the city ~~and co-sponsoring organization are displayed,~~ each shall be no smaller than six (6) inches in height and shall be no more than eight (8) inches in height. The text of the event banner shall not contain product ~~or company~~ logos. The name of a company or product sponsoring such an event may be included in the text of the event banner only if it is a part of the name of the event.
- e. Display of event banners shall be limited to the ~~commercially-zoned following~~ following areas ~~of~~ with the municipal City of Fort Lauderdale ~~following roadway corridors:~~
  - i. ~~Cypress Creek Rd. from corporate limit east to Federal Highway.~~

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- ii. ~~Commercial Boulevard from corporate limit east to Intracoastal Waterway.~~
- iii. ~~Oakland Park Boulevard from corporate limit east to Intracoastal Waterway.~~
- iv. ~~Sunrise Boulevard from corporate limit east to State Road A-1-A.~~
- v. ~~Broward Boulevard from corporate limit east to Federal Highway.~~
- vi. ~~Las Olas Boulevard from S.W. 7th Avenue to Intracoastal Waterway.~~
- vii. ~~17th Street from Federal Highway to Intracoastal Waterway.~~
- viii. ~~Davie Boulevard from corporate limit east to Federal Highway.~~
- ix. ~~Andrews Avenue from 6th Street on the South to 6th Street on the North.~~
- x. ~~Federal Highway from State Road 84 north to N.E. 6th Street.~~
- xi. ~~State Road A-1-A from Oakland Park Boulevard to south Holiday Drive.~~
- xii. ~~Powerline Road.~~
- xiii. ~~State Road 7.~~
- xiv. ~~State Road 84.~~
- xv. ~~Sistrunk Boulevard from Andrews Avenue west to the corporate limit.~~
- xvi. ~~S.W./N.W. 7th Avenue from Las Olas Boulevard north to Sunrise Boulevard.~~

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- ~~xvii. S.E./N.E. 3rd Avenue from 17th Street north to Flagler Drive.~~
- ~~xviii. N.E. 4th Avenue from Sunrise Boulevard north to corporate limit.~~
- ~~xix. S.W./N.W. 27th Avenue from Davie Boulevard north to Sunrise Boulevard.~~
  
- i. Federal Highway from the corporate limit in the south to the corporate limit in the north.
- ii. Cypress Creek Rd. from corporate limit east to Federal Highway.
- ii. Commercial Boulevard from corporate limit east to Intracoastal Waterway.
- iv. Oakland Park Boulevard from corporate limit east to State Road A-1-A.
- v. Sunrise Boulevard from corporate limit east to State Road A-1-A.
- vi. Broward Boulevard from corporate limit east to Federal Highway
- vii. Las Olas Boulevard from S.W. 7<sup>th</sup> Avenue to State Road A-1-A.
- viii. 17<sup>th</sup> Street from Federal Highway to State Road A-1-A.
- ix. Davie Boulevard from corporate limit east to Federal Highway.
- x. Andrews Avenue from corporate limit to the north to State Road 84 to the South.
- xi. Federal Highway from State Road 84 north to N.E. 6th Street.
- xii. State Road A-1-A from corporate limit to the north to 17<sup>th</sup> Street.

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xiii. Powerline Road.

xiv. State Road 7.

xv. State Road 84.

xvi. Sistrunk Boulevard from Federal Highway west to the corporate limit.

xvii. S.W./N.W. 7<sup>th</sup> Avenue from Las Olas Boulevard north to Sunrise Boulevard.

xviii. S.E./N.E. 3<sup>rd</sup> Avenue from 17<sup>th</sup> Street north to Sunrise Boulevard.

xix. NE 13<sup>th</sup> Street from NE 4<sup>th</sup> Avenue to NE 15<sup>th</sup> Avenue

xx. SW 2<sup>nd</sup> Street from SW 7<sup>th</sup> Avenue to SW 3<sup>rd</sup> Avenue.

- 5. This does not exclude the use of authentic flags (national, state, city) or others approved by the department.
- 6. The restrictions in this subsection C shall not affect the number of American flags displayed at any location for a period of seventy-two (72) hours encompassing any legal holiday, or any other event of a patriotic, memorial or celebratory nature as determined by federal, state, county or municipal policy.
- 7. Use of all American flags must be in accordance with federal law and the rules established for display of the flag.

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Z. Banner signs. Banner signs shall ~~only~~ be permitted in accordance with the following review process and requirements:

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SECTION 2. That if any clause, section or other part of this Ordinance shall be held invalid or unconstitutional by any court of competent jurisdiction, the remainder of this Ordinance shall not be affected thereby, but shall remain in full force and effect.

SECTION 3. That all ordinances or parts of ordinances in conflict herewith, be and the same are hereby repealed.

SECTION 4. That this Ordinance shall be in full force and effect ten days from the date of final passage.

PASSED FIRST READING this the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

PASSED SECOND READING this the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
Mayor  
JOHN P. "JACK" SEILER

ATTEST:

\_\_\_\_\_  
City Clerk  
JONDA K. JOSEPH

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