



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#17-1032

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: September 06, 2017

TITLE: Motion Approving Co-Sponsorship of the Home Design and Remodeling Show

Recommendation

It is recommended the City Commission co-sponsor the Home Design and Remodeling Show for the purpose of displaying event banner signs in the public rights-of-way.

Background

Home Show Management Group is requesting the City of Fort Lauderdale co-sponsor the Home Design and Remodeling Show taking place from November 17th through November 19th of 2017 by finding this event serves a legitimate public purpose. Section 15-185, Code of Ordinances of the City of Fort Lauderdale states, “a co-sponsored event is one which is partially planned, organized and funded or otherwise supported by the city at the request of another person or entity as established by City Commission policy”.

In conjunction with this event, the coordinators of the Home Design and Remodeling Show are proposing to install approximately 60 event banner signs within the City for a 30 day period beginning on October 20, 2017, in accordance with Section 47-22.3.C, *Banner Signs*, of the Unified Land Development Regulations (ULDR).

Please note that the *Boat Show*, *Home Design and Remodeling Show*, and *Drive Pink* dates overlap in regards to when the banners will be displayed, but there are enough utility poles to accommodate these requests.

To review the proposed banner sign, please see Exhibit 1.

Resource Impact

There is no fiscal impact associated with this action.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Public Places Cylinder of Excellence, specifically advancing:

- Goal 4: Be a healthy community with fun and stimulating recreational activities for our neighbors.
- Objective 2: Celebrate our community through special events.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Prosperous*.

Attachment

Exhibit 1 - Proposed Banner Sign

Exhibit 2 - Proposed Banner Sign Locations

Prepared by: Yvonne Redding, Planner II, Sustainable Development

Department Director: Anthony Fajardo, Sustainable Development