

REQUEST:

Amend Section 47-22.3.Z. Banner Signs, to adopt banner signs and sandwich board signs as a permanent permitted use subject to specific criteria.

Case Number	8T13
Applicant	City of Fort Lauderdale
General Location	City Wide
Applicable ULDR Sections	47-22.3.Z Banner signs
Notification Requirements	10-day legal ad
Action Required	Recommend approval or denial to City Commission
Project Planner	Anthony Greg Fajardo, Acting Zoning Administrator

PROJECT DESCRIPTION:

To address requests by commercial property and business owners the City Commission directed staff to develop a pilot program that would allow banner signs and sandwich board signs subject to specific criteria. This pilot program was intended to allow the City to analyze any negative impacts from this type of signage. On December 7, 2010, the City Commission approved the initial pilot program to allow these types of signs for a period of 20 months.

On June 5, 2012, the City Commission approved an extension to the pilot program for an additional 12 months to allow further analysis on potential negative impacts.

Over the period of the program staff has been monitoring complaints and code enforcement issues and as of the date of this report have found that these types of signs have not caused negative impacts on the City of Fort Lauderdale nor has the department received complaints in this regard.

On August 7, 2013 the pilot program will expire and these types of signs will no longer be permitted unless otherwise adopted by the City Commission as a permitted use.

Seeing as there have been no code enforcement complaints and, at this point, no negative impacts have been established, staff recommends an ordinance to adopt the existing criteria established by the pilot program. The criterion is as follows:

Sandwich Board Signs:

Location	Associated with retail sales, service or both
	Paved private walkway
	Minimum 5-foot clear pedestrian path
	Meet minimum ADA requirements
	Shall not be located within a public right-of-way or a public sidewalk.
	Shall not be located within a parking facility
	Shall not be located within required landscaping.
Dimensional Requirements	Forty two (42) inches in height
	Thirty six (36) inches in width
Number of Signs	Number of signs One (1) per tenant
Review Process	Review Process Site Plan Level I

Banner Signs:

Development Site Criteria	Development site must have access to a right-of-way a minimum of seventy (70) feet in width
Location	Minimum twenty (20) foot setback
	Attached to existing light poles
	Shall not be visible from residential property
Number of Banner Signs	2 per pole
Dimensional Requirements	Maximum eighty four (84) inches high

	Maximum thirty (30) inches wide
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Please note the above criterion is the same as those of the pilot program. No other changes to the ULDR are proposed at this time.

COMPREHENSIVE PLAN CONSISTENCY:

The proposed amendment is consistent with the City's Comprehensive Plan.

PLANNING & ZONING BOARD REVIEW OPTIONS:

The Planning and Zoning Board acting as the local planning agency shall determine whether the proposed change is consistent with the City of Fort Lauderdale's Comprehensive Plan and whether the Planning and Zoning Board recommends approval of the proposed amendment to the City Commission.