

ORDINANCE NO. C-13-34

AN ORDINANCE AMENDING THE UNIFIED LAND DEVELOPMENT REGULATIONS OF THE CITY OF FORT LAUDERDALE, FLORIDA, AMENDING SECTION 47-22, SIGN REQUIREMENTS OF THE CITY OF FORT LAUDERDALE, FLORIDA, TO PERMIT BANNERS AND SANDWICH SIGNS; PROVIDING STANDARDS AND CRITERIA; PROVIDING FOR SEVERABILITY; REPEAL OF CONFLICTING ORDINANCE PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, pursuant to Ordinance No. C-10-46 adopted on December 7, 2010, the City Commission approved a pilot program to allow banner signs in certain locations within the City subject to specific criteria; and

WHEREAS, the pilot program was approved for a period of twenty (20) months and expired in August 2012; and

WHEREAS, pursuant to Ordinance No. C-12-17 adopted on June 5, 2012, the City Commission extended the duration of the Pilot Program for an additional twelve (12) months from the original expiration date of August 7, 2012; and

WHEREAS, City staff has found that these types of signs have not caused negative impacts and recommended adoption of the existing criteria established by the pilot program;

NOW, THEREFORE, 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 "ULDR") of the City of Fort Lauderdale, Florida, is hereby amended to add new subsections Y. and Z. to read as follows:

SECTION 47-22. SIGN REQUIREMENTS

Sec. 47-22.3 General regulations.

. . .

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Y. *Sandwich signs.* Sandwich signs, including sidewalk, sandwich and movable signs, shall only be permitted in accordance with the following review process and requirements:

1. *Location.* The location of a sandwich sign must comply with the following requirements:

The sandwich sign is:

- a. Located in a place associated with an on-site permitted retail sales, service use or both; and
- b. Located on a paved private walkway in a manner that a minimum five-foot clear pedestrian path on the walkway is maintained at all times and the walkway continues to meet minimum ADA requirements; and
- c. Removed and brought inside a building when there are storm warnings so as not to become a hazard during a storm event; and
- d. Not located within a parking facility, within required landscaping or on public right-of-way or public sidewalk; and
- e. Placed in a location directly abutting the tenant or business for which it is associated; and
- f. Is removed and brought indoors during the hours the business is closed.

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2. Dimensional requirements. The setbacks, height and size of a sandwich sign shall be as follows:

- a. Maximum of forty-three (43) inches in height; and
- b. Maximum of thirty-six (36) inches in width.

3. Display characteristics:

- a. No sandwich sign shall display or incorporate into the graphic display colors identical to or similar to colors used for traffic signalization, direction or control; and
- b. All information advertised must directly relate to the business being conducted in the tenant space for which the sign is associated.

4. Number. One (1) sandwich sign shall be permitted per tenant or business located on a development site.

5. Review process:

- a. Approval of a site plan level I permit as described in Section 47-24.2.

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

1. Standards. Banner signs shall only be permitted within a shopping center with access to a public right-of-way that is a minimum of seventy (70) feet in width.

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2. Location. Banner signs shall be located on the development site in accordance with the following:

- a. Shall only be attached to existing light poles contained wholly within the on-site parking facility associated with the development site; and
- b. Shall be placed a minimum of twenty (20) feet from all property lines; and
- c. No banner sign shall be visible from adjacent residential property.

3. Number. The number of banner signs located on a development site shall be in accordance with the following:

- a. A maximum of two (2) banner signs may be attached at opposite sides to any given light pole. Each banner sign attached to a given light pole shall be of equal height and width dimensions and shall be attached to the light pole at an equal height relative to one another.

4. Dimensional requirements. The height and width of a banner sign shall be as follows:

- a. Maximum of eighty-four (84) inches in height; and
- b. Maximum of thirty (30) inches in width.

5. Display characteristics:

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- a. No banner sign shall display or incorporate into the graphic display colors identical to or similar to colors used for traffic signalization, direction or control; and
- b. All information advertised must directly relate to the businesses being conducted by the tenants of the shopping center for which the sign is associated. This does not prohibit decorative banners such as banners with a holiday theme.
- 6. Additional criteria:
 - a. Banner signs may not be illuminated through any means other than existing lighting approved for the development site; and
 - b. Material must consist of vinyl or a similar material designed for prolonged exposure to the elements; and
 - c. Banner signs shall be kept in good condition. Any banner sign that is torn, faded or damaged in any way shall be removed.
- 7. Review process.
 - a. Approval of a site plan level I permit as described in Section 47-24.2.

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.

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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 3rd day of September, 2013.

PASSED SECOND READING this the _____ day of _____, 2013.

Mayor
JOHN P. "JACK" SEILER

ATTEST:

City Clerk
JONDA K. JOSEPH

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