



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

**#23-1125**

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

**FROM:** Greg Chavarria, City Manager

**DATE:** December 19, 2023

**TITLE:** Motion Approving the Co-Sponsorship of the NSU Art Museum of Fort  
Lauderdale – Color Field Exhibit and the Display of Event Banner Signs for  
a Period Longer than 30 Days - Nova Southeastern University – Case No.  
PLN-BAN-23100003 – **(Commission Districts 1, 2, 3 and 4)**

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**Recommendation**

Staff recommends the City Commission consider the City's co-sponsorship of NSU Art Museum Fort Lauderdale – Color Field Exhibit and the display of event banner signs associated with the exhibit for a period of 88 days.

**Background**

Nova Southeastern University is requesting the City of Fort Lauderdale co-sponsor the NSU Art Museum Fort Lauderdale's Color Field Exhibit and approve the display of event banner signs for a 88-day period. Pursuant to Section 25-23 of the Code of Ordinances ("Code"), event banner signs may be displayed in association with city co-sponsored events that serve a legitimate public purpose, as approved by the city commission. The co-sponsorship of such events highlights the City of Fort Lauderdale as a supporter of cultural and artistic activities that are open to the public and cultivate community culture and the arts.

Nova Southeastern University proposes to install approximately 50 event banner signs within the City for a 88-day period beginning on January 2, 2024, in order to bring public awareness to the Color Field modernist art collection. In accordance with Section 25-23(b)(3) b., Event *Banner Signs*, of the Code of Ordinances, event banner signs may be displayed for periods longer than 30 days if approved by the City Commission.

To review the proposed banner sign, please see Exhibit 1. The proposed locations of the signs are shown in Exhibit 2.

**Resource Impact**

There is no fiscal impact associated with this action.

### **Strategic Connections**

This item is a *Press Play Fort Lauderdale Strategic Plan 2024* 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*.

### **Attachments**

Exhibit 1 – Proposed Banner Sign

Exhibit 2 – Proposed Banner Sign Locations

Exhibit 3 – Site Plan Approval

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Prepared by: Mohammed Malik, Zoning Administrator

Department Director: Christopher Cooper, AICP, Development Services