



## DEVELOPMENT APPLICATION FORM

Application Form: All Applications | Rev. 01/24/2023

**INSTRUCTIONS:** The following information is required pursuant to the City's Unified Land Development Regulations (ULDR). The development application form must be filled out accurately and all applicable sections must be completed. Only complete the sections indicated for application type with N/A for those section items not applicable. Refer to "Specifications for Plan Submittal" by application type for information requirements for submittal. Select the application type and approval level in **SECTION A** and complete the sections specified.

A APPLICATION TYPE AND APPROVAL LEVEL			
<b>LEVEL I</b> ADMINISTRATIVE REVIEW COMMITTEE (ADMIN) <input checked="" type="checkbox"/> New nonresidential less than 5,000 square feet <input checked="" type="checkbox"/> Change of use (same impact or less than existing use) <input checked="" type="checkbox"/> Plat note/Nonvehicular access line amendment <input checked="" type="checkbox"/> Administrative site plan <input checked="" type="checkbox"/> Amendment to site plan <input checked="" type="checkbox"/> Property and right-of-way applications (MOTs, construction staging) <input checked="" type="checkbox"/> Parking Agreements (separate from site plans)  <b>COMPLETE SECTIONS</b> B, C, D, G	<b>LEVEL II</b> DEVELOPMENT REVIEW COMMITTEE (DRC) <input checked="" type="checkbox"/> New Nonresidential 5,000 square feet or greater <input checked="" type="checkbox"/> Residential 5 units or more <input checked="" type="checkbox"/> Nonresidential use within 100 feet of residential property <input checked="" type="checkbox"/> Redevelopment proposals <input checked="" type="checkbox"/> Change in use (if great impact than existing use) <input checked="" type="checkbox"/> Development in Regional Activity Centers (RAC)* <input checked="" type="checkbox"/> Development in Uptown Project Area* <input checked="" type="checkbox"/> Regional Activity Center Signage <input checked="" type="checkbox"/> Design Review Team (DRT) <input checked="" type="checkbox"/> Affordable Housing (≥10%)  <b>COMPLETE SECTIONS</b> B, C, D, E, F	<b>LEVEL III</b> PLANNING AND ZONING BOARD (PZB) <input checked="" type="checkbox"/> Conditional Use <input checked="" type="checkbox"/> Parking Reduction <input checked="" type="checkbox"/> Flex Allocation <input checked="" type="checkbox"/> Cluster / Zero Lot Line <input checked="" type="checkbox"/> Modification of Yards* <input checked="" type="checkbox"/> Waterway Use <input checked="" type="checkbox"/> Mixed Use Development <input checked="" type="checkbox"/> Community Residences* <input checked="" type="checkbox"/> Social Service Residential Facility (SSRF) <input checked="" type="checkbox"/> Medical Cannabis Dispensing Facility* <input checked="" type="checkbox"/> Community Business District for uses greater than 10,000 square feet  <b>COMPLETE SECTIONS</b> B, C, D, E, F	<b>LEVEL IV</b> CITY COMMISSION (CC) <input checked="" type="checkbox"/> Land Use Amendment <input checked="" type="checkbox"/> Rezoning <input checked="" type="checkbox"/> Plat <input checked="" type="checkbox"/> Public Purpose Use <input checked="" type="checkbox"/> Central Beach <input checked="" type="checkbox"/> Development of Significant Impact* <input checked="" type="checkbox"/> Vacation of Right-of-Way  City Commission Review Only <i>Review not required by PZB</i> <input checked="" type="checkbox"/> Vacation of Easement*  <b>COMPLETE SECTIONS</b> B, C, D, E, F
<b>EXTENSION</b> <input checked="" type="checkbox"/> Request to extend approval date for a previously approved application  <b>COMPLETE SECTIONS</b> B, C, H	<b>DEFERRAL</b> <input checked="" type="checkbox"/> Request to defer after an application is scheduled for public hearing  <b>COMPLETE SECTIONS</b> B, C, H	<b>APPEAL/DE NOVO</b> <input checked="" type="checkbox"/> Appeal decision by approving body <input checked="" type="checkbox"/> De Novo hearing items  <b>COMPLETE SECTIONS</b> B, C, H	<b>PROPERTY AND ROW ITEM</b> <input checked="" type="checkbox"/> Road closures <input checked="" type="checkbox"/> Construction staging plan <input checked="" type="checkbox"/> Revocable licenses  <b>COMPLETE SECTIONS</b> B, C, E

\*Application is subject to specific review and approval process. Levels III and IV are reviewed by Development Review Committee unless otherwise noted.

B APPLICANT INFORMATION	
<b>Applicant/Property Owner</b> Broward Board of Commissioners Address: 115 S Andrews Avenue City, State, Zip: Ft. Lauderdale, FL 33301 Phone: 954-357-7000 Email: Postal or Owner's tip: <b>Applicant Signature:</b>	<b>Authorized Agent</b> Robert B. Lochrie III, Esq. Address: 699 N Federal Highway, Suite 400 City, State, Zip: Ft. Lauderdale, FL 33304 Phone: 954-779-1101 Email: rlochrle@lochrlelaw.com Authorization Letter: Letter Attached <b>Agent Signature:</b>
<b>C PARCEL INFORMATION</b> Address / General Location: 1700 SE 17th Street Parcel Number(s): 504214360030 Legal Description: PORT EVERGLADES PLAT NO 2 108-3 City Commission District: 4 Civic Association:	
<b>D LAND USE INFORMATION</b> Existing Use: Transportation Land Use: Transportation Zoning: PEDD Proposed: Proposed Land Use: N/A Proposed Zoning: N/A	

E PROJECT INFORMATION	
<b>Project Name</b>	Convention Center Special Sign District
<b>Project Description</b>	Installation of electronic sign on building at corner of Eisenhower Blvd. and SE 17th Street.
<b>Estimated Project Cost</b>	\$ 4,000,000 (Estimated total project cost including land costs for all new development applications only)
<b>Affordable Housing</b>	30% 50% 60% 80% 100% 120% 140%
<b>Number of Units</b>	



DEVELOPMENT APPLICATION FORM

Waterway Use	No
Flex Units Request	No
Commercial Flex Acreage	No
Residential Uses	
Single Family	N/A
Townhouses	N/A
Multifamily	N/A
Cluster/Zero Lot Line	N/A
Other	N/A
Total (dwelling units)	N/A
Unit Mix (dwelling units)	Studio or Efficiency    1-Bedroom    2-Bedroom    3+ Bedroom

Traffic Study Required	No
Parking Reduction	No
Public Participation	No
Non-Residential Uses	
Commercial	N/A
Restaurant	N/A
Office	N/A
Industrial	N/A
Other	N/A
Total (square feet)	N/A

F PROJECT DIMENSIONAL STANDARDS *Indicate all required and proposed standards for the project. Circle yes or no where indicated.*

	Required Per ULDR	Proposed	
Lot Size (Square feet/ acres)	N/A (Special Sian District)	N/A (Special Sian District)	
Lot Density (Units/ acres)	N/A (Special Sian District)	N/A (Special Sian District )	
Lot Width	N/A (Special Sian District)	N/A (Special Sian District)	
Building Height (Feet)	N/A (Special Sian District)	N/A (Special Sian District)	
Structure Length	N/A (Special Sian District)	N/A (Special Sian District)	
Floor Area Ratio (F.A.R)	N/A (Special Sian District)	N/A (Special Sian District)	
Lot Coverage	N/A (Special Sian District)	N/A (Special Sian District)	
Open Space	N/A (Special Sian District)	N/A (Special Sian District)	
Landscape Area	N/A (Special Sian District)	N/A (Special Sian District)	
Parking Spaces	N/A (Special Sian District)	N/A (Special Sian District)	
SETBACKS (Indicate direction N,S,E,W)	Required Per ULDR	Proposed	
Front [ ]	N/A (Special Sian District)	N/A (Special Sian District)	
Side [ ]	N/A (Special Sian District)	N/A (Special Sian District)	
Corner / Side [ ]	N/A (Special Sian District)	N/A (Special Sian District)	
Rear [ ]	N/A (Special Sian District)	N/A (Special Sian District)	
For projects in Downtown, Northwest, South Andrews, and Uptown Master Plans to be completed in conjunction with the applicable items above.			
Tower Stepback	Required Per ULDR	Proposed	Deviation
Front / Primary Street [ ]			
Sides / Secondary Street [ ]			
Building Height			
Streetwall Length			
Podium Height			
Tower Separation			
Tower Floorplate (square feet)			
Residential Unit Size (minimum)			

G AMENDED PROJECT INFORMATION *Provide approved and proposed amendments for project. Circle yes or no where indicated.*

Project Name			
Proposed Amendment Description (Describe in detail)			
	Original Approval	Proposed Amendment	Amended
Residential Uses (dwelling units)			
Non-Residential Uses (square feet)			
Lot Size (Square feet/ acres)			
Lot Density (Units/ acres)			
Lot Width			
Building Height (Feet)			
Structure Length			
Floor Area Ratio (F.A.R)			
Lot Coverage			
Open Space			
Landscape Area			
Parking Spaces			
Tower Stepback			
Building Height			
Streetwall Length			
Podium Height			
Tower Separation			
Tower Floorplate (square feet)			
Residential Unit Size (minimum)			
Does this amendment require a revision to the traffic statement or traffic study completed for the project?			
Does this amendment require a revised water sewer capacity letter?			

H EXTENSION, DEFERRAL, APPEAL INFORMATION *Provide information for specific request. Circle approving body and yes or no.*

Project Name						
Request Description						
EXTENSION REQUEST		DEFERRAL REQUEST		APPEAL REQUEST / DE NOVO HEARING		
Approving Body		Approving Body		Approving Body		
Original Approval Date		Scheduled Meeting Date		30 Days from Meeting (Provide Date)		
Expiration Date (Permit Submittal Deadline)		Requested Deferral Date		60 Days from Meeting (Provide Date)		
Expiration Date (Permit Issuance Deadline)		Previous Deferrals Granted		Appeal Request		





<div>Requested Extension <small>(No more than 24 months)</small></div> <div>Code Enforcement <small>(Applicant Obtain by Code Compliance Division)</small></div>	<div>Justification Letter Provided</div>	<div>Indicate Approving Body Appealing</div> <div>De Novo Hearing Due to City Commission Call-Up</div>
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**CHECKLIST FOR SUBMITTAL AND COMPLETENESS:** The following checklist outlines the necessary items for submittal to ensure the application is deemed complete. Failure to provide this information will result in your application being deemed **incomplete**.

☐ Preliminary Development Meeting completed on the following date: 

PROVIDE DATE

☒ Development Application Form completed with the applicable information including signatures.

☒ Proof of Ownership warranty deed or tax record including corporation documents and SunBiz verification name.

☒ Address Verification Form applicant contact David Goodrum at 954-828-5976 or [DDGoodrum@fortlauderdale.gov](mailto:DDGoodrum@fortlauderdale.gov)

☒ Project and Unified Land Development Code Narratives project narrative and the applicable ULDR sections and criteria as described in the specifications for submittal by application type.

☒ Electronic Files, File Naming, and Documents consistent with the applicable specifications for application type, consistent with the online submittal requirements including file naming convention, plan sets uploaded as single pdf.

☐ Traffic Study or Statement submittal of a traffic study or traffic statement.

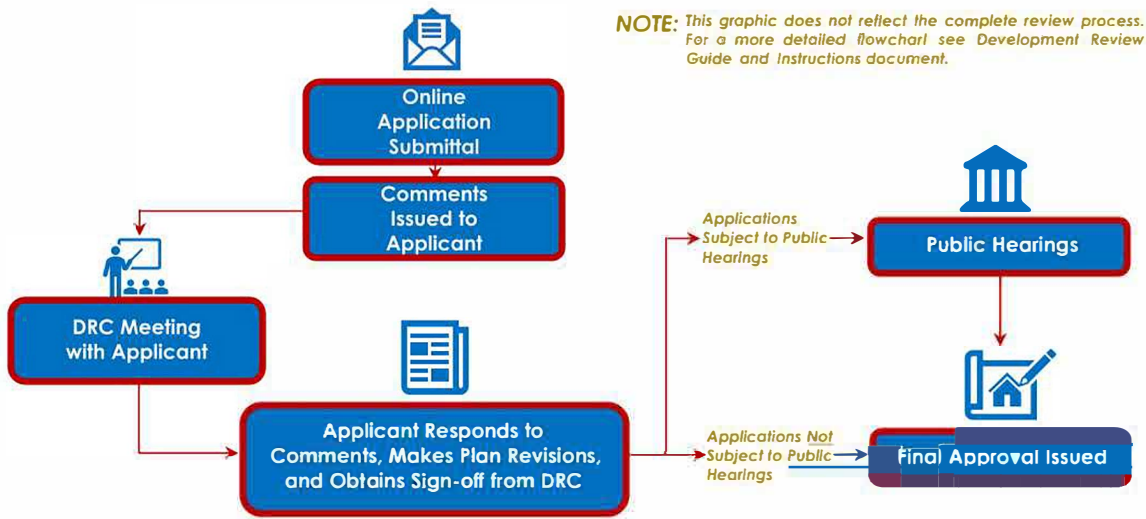
☐ Stormwater Calculations signed and sealed by a Florida registered professional engineer consistent with calculations as described in the specifications for plan submittal for site plan applications.

☐ Water and Wastewater Capacity Request copy of email to Public Works requesting the capacity letter.

**OVERVIEW FOR ONLINE SUBMITTAL REQUIREMENTS:** Submittals must be conducted through the City's online citizen access portal [LauderBuild](#). No hardcopy application submittals are accepted. Below only highlights the important submittal requirements that applicants must follow to submit online and be deemed complete. View all the requirements at [LauderBuild Plan Room](#).

- Uploading Entire Submittal** upload all documents at time the application is submitted to prevent delays in processing.
- File Naming Convention** file names must adhere to the City's [File Naming Convention](#).
- Reduce File Size** plan sets and other large files must be merged or flattened to reduce file size.
- Plan Sets** plan sets like site plans, plats, etc. must be submitted as a single pdf file. Staff will instruct when otherwise.
- Document Categories** choose the correct document category when uploading.

**DRC PROCESS OVERVIEW:** The entire development review process flowchart can be found in the [Development Application Guide and Instructions](#) document. Below is a quick reference flowchart with key steps in the process to guide applicants.



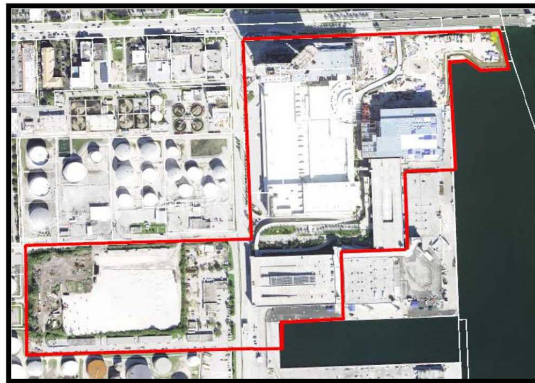
**CONTACT INFORMATION:** Questions regarding the development process or [LauderBuild](#), see contact information below.

GENERAL URBAN DESIGN AND PLANNING QUESTIONS	LAUDERBUILD ASSISTANCE AND QUESTIONS
Planning Counter 954-828-6520, Option 5 <a href="mailto:planning@fortlauderdale.gov">planning@fortlauderdale.gov</a>	DSD Customer Service 954-828-6520, Option 1 <a href="mailto:lauderbuild@fortlauderdale.gov">lauderbuild@fortlauderdale.gov</a>

January 28, 2025  
(Revised April 2, 2025)

Applicant: Broward County Board of County Commissioners  
Property: 1700 SE 17<sup>th</sup> Street, Fort Lauderdale, Florida 33316 ("Property")  
Project: Convention Center Special Sign District

**General Project Narrative**



**I. Introduction**

Given the unique nature of the Broward County Convention Center, Convention Center Hotel, and Port Everglades, the Applicant/Owner, is seeking to establish a special sign district pursuant to ULDR §47-22.8 to install a digital marquee sign on the façade of the new Convention & Visitors Bureau ("CVB") building at the corner of Eisenhower Boulevard and Southeast 17th Street Causeway. The sign will display informational messages for current and upcoming events at the Broward County Convention Center and the Convention Center Hotel located on the Property.

Previously, the Convention Center was served by a stand-alone message center sign along 17<sup>th</sup> Street. Given the dynamic architecture and style of the new Convention Center Hotel and CVB building, the Applicant/Owner desires to proceed through the extraordinary special sign district process to incorporate signage into the architecture of the development site itself.

The Property meets the City of Fort Lauderdale's ("City") requirements for the types of facilities that are entitled to message center signs. Specifically, the Property includes a facility (the convention center) which has the capacity to seat a minimum of 12,000 persons and is a minimum of 200,000 square feet in area. (ULDR Sec. 22.3.2.1.1.a). The new convention center will have the capacity to seat 23,730 persons (not including the main exhibit hall), and is 1,145,581sq.ft. in size.

Also, as outlined in the supporting narrative, the message center sign will meet all the display characteristics required for message center signs related to the type of lighting, display rate, etc. (ULDR 47-22.3.2.1.4).



In this case, the Special Sign District is utilized to provide site specific dimensional and building location restrictions for the sign that would not otherwise meet message center sign requirements to provide a more aesthetically and integrated sign element into the project itself.

According to ULDR §47-22.8, a special sign district can be created when an applicant occupies sixty percent (60%) or more of the street frontage on both sides of a street within a defined area. In this case, the Applicant/Owner occupies one hundred percent (100%) of the street frontage on both sides of the Access Road and Eisenhower Boulevard, two streets within the district boundaries as defined by the Applicant/Owner.

## **II. Convention Center Special Sign District Committee**

ULDR §47-22.8 requires that a committee of property owners or persons having the right of possession be chosen by the merchant to govern the sign district, with the committee limited to a maximum of ten (10) members. This committee serves as the governing body of the sign district and is responsible for establishing criteria for signage within the district.

For the Convention Center Special Sign District, Broward County, as the sole owner and operator of the district, as well as County Administration, has appointed three (3) members to the sign district committee:

- 1) County Administrator or Designee: Kevin Kelleher (as designee)
- 2) CVB President or Designee: Cynthia Burroughs Wimberly (as designee)
- 3) Port Director or Designee: Peg Buchanan (as designee)

These appointments reflect the involvement of key leadership from entities within and connected to the district, ensuring oversight that aligns with the district's purpose and interests.

## **III. District Boundaries**

At a pre-application meeting with City staff on April 29, 2024, it was suggested that the Owner/Applicant prepare a sketch and legal description outlining the precise boundaries of this district to avoid conflicts with future signage in and around the Property. Accordingly, the proposed boundaries of the special sign district have been strategically configured to exclude certain areas within the Property, such as the cruise ship terminals operated by Princess Cruise Line and Disney Cruise Line. These terminals operate independently and serve their own distinct audiences. Therefore, they are not included within the special sign district, as the digital marquee sign would not serve those areas.

The district boundaries specifically surround the renovated Broward County Convention Center, hotel, and newly developed spaces designated for restaurants, retail, and public plazas. The boundary line begins at the corner of Eisenhower Boulevard and SE 17<sup>th</sup> Street Causeway, extends south while remaining east of Eisenhower Boulevard (excluding the road itself), moves west along SE 20<sup>th</sup> Street, south along SE 14<sup>th</sup> Avenue, and east along SE 22<sup>nd</sup> Street to the waterfront, maneuvering around the cruise ship terminals before closing.

This configuration ensures the sign district directly supports the businesses and areas managed by the primary merchant and property owner, enhancing communication and visibility for key commercial spots while excluding areas not aligned with informational objectives of the signage.

**IV. Sign Dimensions**

The digital marquee stands ten (10) feet, seven (7) inches tall and stretches twenty-nine (29) feet, seven (7) inches in length along the CVB's north elevation. It extends around the building's upper corner façade, making it visible from the west elevation to audiences facing east. On this side, the sign reaches a height of twelve (12) feet, and a length of twenty-eight (28) feet, ten (10) inches.



January 28, 2025

APPLICANT: Broward County Board of County Commissioners  
PROJECT: Convention Center Special Sign District  
ADDRESS: 1700 SE 17<sup>th</sup> Street and 1850-1950 Eisenhower Boulevard, Fort Lauderdale, Florida 33316

Sec. 47-25.2 – Adequacy requirements

- A. *Applicability.* The adequacy requirements set forth herein shall be used by the city to evaluate the demand created on public services and facilities created by a proposed development permit.
- B. *Communications network.* Buildings and structures shall not interfere with the city's communication network. Developments shall be modified to accommodate the needs of the city's communication network, to eliminate any interference a development would create or otherwise accommodate the needs of the city's communication network within the development proposal.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign and is not expected to interfere with the city's communication network.**

- C. *Drainage facilities.* Adequacy of stormwater management facilities shall be evaluated based upon the adopted level of service requiring the retention of the first inch of runoff from the entire site or two and one-half (2½) inches of runoff from the impervious surface whichever is greater.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

D. *Environmentally sensitive lands.*

1. In addition to a finding of adequacy, a development shall be reviewed pursuant to applicable federal, state, regional and local environmental regulations. Specifically, an application for development shall be reviewed in accordance with the following Broward County Ordinances which address environmentally sensitive lands and wellfield protection which ordinances are incorporated herein by reference:
  - a. Broward County Ordinance No. 89-6.
  - b. Section 5-198(I), Chapter 5, Article IX of the Broward County Code of Ordinances.
  - c. Broward County Ordinance No. 84-60.
2. The applicant must demonstrate that impacts of the proposed development to environmentally sensitive lands will be mitigated.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

- E. *Fire protection.* Fire protection service shall be adequate to protect people and property in the proposed development. Adequate water supply, fire hydrants, fire apparatus and facilities shall be provided in accordance with the Florida Building Code, South Florida Fire Code and other accepted applicable fire and safety standards.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

F. *Parks and open space.*

1. The manner and amount of providing park and open space is as provided in Section 47-38A, Park Impact Fees, of the ULDR.
2. No building permit shall be issued until the park impact fee required by Section 47-38A of the ULDR has been paid in full by the applicant.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

G. *Police protection.* Police protection service shall be adequate to protect people and property in the proposed development. The development shall provide improvements which are consistent with Crime Prevention Through Environmental Design (CPTED) to minimize the risk to public safety and assure adequate police protection.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

H. *Potable water.*

1. Adequate potable water service shall be provided for the needs of the proposed development. The proposed development shall be designed to provide adequate areas and easements which may be needed for the installation and maintenance of potable water systems in accordance with city engineering standards, the Florida Building Code, and applicable health and environmental regulations. The existing water treatment facilities and systems shall have sufficient capacity to provide for the needs of the proposed development and for other developments in the service area which are occupied, available for occupancy, for which building permits are in effect or for which potable water treatment capacity has been reserved. Capital expansion charges for water and sewer facilities shall be paid by the developer in accordance with Resolution 85-265, as it is amended from time to time. Improvements to the potable water service and system shall be made in accordance with city engineering standards and other accepted applicable engineering standards.
2. *Potable water facilities.*
  - a. If the system is tied into the city treatment facility, the available capacity shall be determined by subtracting committed capacity and present flow from design capacity. If there is available capacity, the city shall determine the impact of the proposed development utilizing Table 3, Water and Wastewater, on file with the department.
  - b. If there is adequate capacity available in the city treatment plant to serve the proposed development, the city shall reserve the necessary capacity to serve the development.
  - c. Where the county is the projected service provider, a similar written assurance will be required.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

I. *Sanitary sewer.*

1. If the system is tied into the city treatment facility, the available capacity shall be determined by subtracting committed capacity and present flow from the design capacity. If there is available capacity, the city shall determine the impact of the proposed development utilizing Table 3, Water and Wastewater, on file with the department.
2. If there is adequate capacity available in the city treatment plant to serve the proposed development, the city shall reserve the necessary capacity to serve the proposed development.
3. Where the county is the projected service provider, a written assurance will be required.



4. Where septic tanks will be utilized, the applicant shall secure and submit to the city a certificate from the Broward County Health Unit that certifies that the site is or can be made suitable for an on-site sewage disposal system for the proposed use.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

- J. *Public Schools.* For all development including residential units, the applicant shall be required to mitigate the impacts of such development on public school facilities in accordance with the Broward County Land Development Code or section 47-38C. Educational Mitigation, as applicable and shall provide a school capacity availability determination letter (SCAD) from Broward County Public Schools indicating that either the requirements of public school concurrency have been satisfied or that the application is exempt or vested pursuant to Section 47-38C.2 of the ULDR to the city prior to the issuance of a development permit.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

- K. *Solid waste.*

1. Adequate solid waste collection facilities and service shall be obtained by the applicant in connection with the proposed development and evidence shall be provided to the city demonstrating that all solid waste will be disposed of in a manner that complies with all governmental requirements.
2. *Solid waste facilities.* Where the city provides solid waste collection service and adequate service can be provided, an adequacy finding shall be issued. Where there is another service provider, a written assurance will be required. The impacts of the proposed development will be determined based on Table 4, Solid Waste, on file with the department.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

- L. *Stormwater.* Adequate stormwater facilities and systems shall be provided so that the removal of stormwater will not adversely affect adjacent streets and properties or the public stormwater facilities and systems in accordance with the Florida Building Code, city engineering standards and other accepted applicable engineering standards.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

- M. *Transportation facilities.*

1. The capacity for transportation facilities shall be evaluated based on Table 1, Generalized Daily Level of Service Maximum Volumes, on file with the department. If a development is within a compact deferral area, the available traffic capacity shall be determined in accordance with Table 2, Flowchart, on file with the department.
2. *Regional transportation network.* The regional transportation network shall have the adequate capacity, and safe and efficient traffic circulation to serve the proposed development. Adequate capacity and safe and efficient traffic circulation shall be determined by using existing and site-specific traffic studies, the adopted traffic elements of the city and the county comprehensive plans, and accepted applicable traffic engineering standards. Site-specific traffic studies may be required to be made and paid for by the applicant when the city determines such a study is needed in order to evaluate the impacts of the proposed development on proposed or existing roadways as provided for in subsection M.4. An applicant may submit such a study to the city which will be considered by the DRC in its review. Roadway improvements needed to upgrade the regional transportation network shall be made in accordance with the city, the county, and Florida Department of Transportation traffic engineering standards and plans as applicable.

3. *Local streets.* Local streets shall have adequate capacity, safe and efficient traffic circulation, and appropriate functional classification to serve the proposed development. Adequate capacity and safe and efficient traffic circulation shall be determined by using existing and site-specific traffic studies, the city's comprehensive plan and accepted applicable traffic engineering standards. Site-specific traffic studies may be required to be made and paid for by the applicant when the city determines such a study is required in order to evaluate the impact of the proposed development on proposed or existing roadways as provided for in subsection M.4. An applicant may submit to the city such a study to be considered as part of the DRC review. Street improvements needed to upgrade the capacity or comply with the functional classification of local streets shall be made in accordance with the city engineering standards and acceptable applicable traffic engineering standards. Local streets are those streets that are not classified as federal, state or county roadways on the functional classification map adopted by the State of Florida.
4. *Traffic impact studies.*
  - a. When the proposed development may generate over one thousand (1,000) daily trips; or
  - b. When the daily trip generation is less than one thousand (1,000) trips; and (1) when more than twenty percent (20%) of the total daily trips are anticipated to arrive or depart, or both, within one-half ( $\frac{1}{2}$ ) hour; or (2) when the proposed use creates varying trip generation each day, but has the potential to place more than twenty percent (20%) of its maximum twenty-four (24) hour trip generation onto the adjacent transportation system within a one-half ( $\frac{1}{2}$ ) hour period; the applicant shall submit to the city a traffic impact analysis prepared by the county or a registered Florida engineer experienced in trafficways impact analysis which shall:
    - i. Provide an estimate of the number of average and peak hour trips per day generated and directions or routes of travel for all trips with an external end.
    - ii. Estimate how traffic from the proposed development will change traffic volumes, levels of service, and circulation on the existing and programmed trafficways.
    - iii. If traffic generated by the proposed development requires any modification of existing or programmed components of the regional or local trafficways, define what city, county or state agencies have programmed the necessary construction and how this programming relates to the proposed development.
    - iv. A further detailed analysis and any other information that the review committee considers relevant.
    - v. The traffic impact study may be reviewed by an independent licensed professional engineer contracted by the city to determine whether it adequately addresses the impact and the study supports its conclusions. The cost of review by city's consultant shall be reimbursed to the city by the applicant.
    - vi. When this subsection M.4.b. applies, the traffic study shall include an analysis of how the peak loading will affect the transportation system including, if necessary, an operational plan showing how the peak trips will be controlled and managed.
5. *Dedication of rights-of-way.* Property shall be conveyed to the public by plat, deed or grant of easement as needed in accordance with the Broward County Trafficways Plan, the city's comprehensive plan, subdivision regulations and accepted applicable traffic engineering standards.
6. *Pedestrian facilities.* Sidewalks, pedestrian crossing and other pedestrian facilities shall be provided to encourage safe and adequate pedestrian movement on-site and along roadways to adjacent properties. Transit service facilities shall be provided for as required by the city and



Broward County Transit. Pedestrian facilities shall be designed and installed in accordance with city engineering standards and accepted applicable engineering standards.

7. *Primary arterial street frontage.* Where a proposed development abuts a primary arterial street either existing or proposed in the trafficways plan, the development review committee (DRC) may require marginal access street, reverse frontage with screen planting contained in a nonaccess reservation along the rear property line, deep lots with or without rear service alleys, or such other treatment as may be necessary for adequate protection of residential properties and to assure separation of through and level traffic.
8. *Other roadway improvements.* Roadways adjustments, traffic control devices, mechanisms, and access restrictions may be required to control traffic flow or divert traffic, as needed to reduce or eliminate development generated traffic.
9. *Street trees.* In order to provide for adequate landscaping along streets within the city, street trees shall be required along the length of the property abutting a street. A minimum of fifty percent (50%) of the required street trees shall be shade trees, and the remaining street trees may be provided as flowering or palm trees. These percentages may be varied based on existing or proposed physical conditions which may prevent the ability to comply with the street tree requirements of this subsection. The street trees shall be planted at a minimum height and size in accordance with the requirements of Section 47-21, Landscape and Tree Preservation Requirements, except in the downtown RAC districts the requirements of Sec. 47-13.20.H.8 shall apply. The location and number of street trees shall be determined by the department based on the height, bulk, mass and design of the structures on the site and the proposed development's compatibility to surrounding properties. The requirements for street trees, as provided herein, may be located within the public right-of-way as approved by the entity with jurisdiction over the abutting right-of-way.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

N. *Wastewater.*

1. *Wastewater.* Adequate wastewater services shall be provided for the needs of the proposed development. The proposed development shall be designed to provide adequate areas and easements which may be needed for the installation and maintenance of a wastewater and disposal system in accordance with applicable health, environmental and engineering regulations and standards. The existing wastewater treatment facilities and systems shall have adequate capacity to provide for the needs of the proposed development and for other developments in the service area which are occupied, available for occupancy, for which building permits are in effect or for which wastewater treatment or disposal capacity has been reserved. Capital expansion charges for water and sewer facilities shall be paid by the developer in accordance with Resolution 85-265, as it is amended for time to time. Improvements to the wastewater facilities and system shall be made in accordance with the city engineering and accepted applicable engineering standards.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

- O. *Trash management requirements.* A trash management plan shall be required in connection with non-residential uses that provide prepackaged food or beverages for off-site consumption. Existing non-residential uses of this type shall adopt a trash management plan within six (6) months of the effective date of this provision.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

P. *Historic and archaeological resources.*

1. If a structure or site has been identified as having archaeological or historical significance by any entity within the State of Florida authorized by law to do same, the applicant shall be responsible for requesting this information from the state, county, local governmental or other entity with jurisdiction over historic or archaeological matters and submitting this information to the city at the time of, and together with, a development permit application. The reviewing entity shall include this information in its comments.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**

- Q. *Hurricane evacuation.* If a structure or site is located east of the Intracoastal Waterway, the applicant shall submit documentation from Broward County or such agency with jurisdiction over hurricane evacuation analysis either indicating that acceptable level of service of hurricane evacuation routes and hurricane emergency shelter capacity shall be maintained without impairment resulting from a proposed development or describing actions or development modifications necessary to be implemented in order to maintain level of service and capacity.

**RESPONSE: N/A. This application only pertains to the installation of a message center sign.**



January 28, 2025  
(Revised April 2, 2025)

APPLICANT: Broward County Board of County Commissioners  
PROJECT: Convention Center Special Sign District  
ADDRESS: 1700 SE 17<sup>th</sup> Street and 1850-1950 Eisenhower Boulevard, Fort Lauderdale, Florida  
33316

**Responses to ULDR Section 47-22.3 (I)**

(I) *Message center signs.* Message center signs shall only be permitted in accordance with the following review processes and requirements:

- 1) Application. An application for issuance of a development permit authorizing the construction of a message center sign shall, in addition to the requirements provided in Section 47-24, Development permits and procedures, include the following:
  - a) A description of how the proposed message center sign meets each of the characteristics provided in subsection I.4.

**RESPONSE: See Applicant's responses to the characteristics of subsection I.4 below.**

- b) Provide an opinion from an expert in message center signs describing how the proposed message center sign is designed in a manner that will further the governmental interest of promoting significant cultural, social, artistic, and educational events while not compromising traffic safety or the city's aesthetics. City may have its own message sign consultant analyze a proposed message center sign at the cost of applicant.

**RESPONSE: N/A. The Project is being developed as a special sign district. The proposed message center sign is designed to enhance communication with the community by promoting significant cultural, social, artistic, and educational events hosted at the expanded Broward County Convention Center. With the renovation project doubling the Center's size, the sign will serve as a vital tool to inform the public about events such as the Fort Lauderdale International Boat Show, the Home Design and Remodeling Show, and other annual gatherings, as well as information of public concern.**

**Its placement within a special sign district ensures the design aligns with the governmental interest in promoting public engagement and supporting the City's cultural and economic growth.**

- 2) Standards. Message center signs shall only be approved in association with buildings or facilities used primarily as public assembly for the presentation of cultural, social, artistic, educational or athletic events, to hold public expositions, fairs and conventions, or some combination thereof and shall meet the following requirements, in addition to the criteria provided in subparagraph 4. below.

2.1.1. Message center signs may only be permitted in association with facilities or locations that meet the following criteria:

- a. The message center sign is located on the same development site as and is associated with a building or facility that:
  - i. Has the capacity to seat a minimum of twelve thousand (12,000) persons; and
  - ii. Is a minimum of two hundred thousand (200,000) square feet in floor area; or
- b. The message center sign is located on the same development site as and is associated with multiple buildings or facilities that:
  - i. The development site is a minimum of seventy (70) acres; and,
  - ii. The combined capacity to seat a minimum of four thousand (4,000) persons; and,
  - iii. Have a minimum total of one hundred thousand (100,000) square feet in floor area combined for all buildings and facilities located on the development site; or
- c. A message center sign may be located within a public right-of-way controlled by the City of Fort Lauderdale and located within or within three hundred (300) feet of the city's Downtown Regional Activity Center, Arts and Sciences District in association with a building or facility that meets the following criteria:
  - i. The buildings and facilities are located on the property within the city's Downtown Regional Activity Center, Arts and Sciences District; and
  - ii. The buildings or facilities have the capacity to seat at least four thousand (4,000) persons; and
  - iii. The buildings or facilities have a minimum total combined floor area of one hundred thousand (100,000) square feet.

**RESPONSE: The message center sign will be located on a development site that has the capacity to seat a minimum of twelve thousand (12,000) persons and is a minimum of two hundred thousand (200,000) square feet in floor area, in compliance with subsection (a) above. The new convention center will have the capacity to seat 23,370 persons (not including the main exhibit hall), and is 1,145,581 square feet in size.**

2.1.4. *Display characteristics.* The display portion on a face of a message center sign shall comply with the following:

- a. Sequencing, or the rate at which frames of information change, shall be a minimum rate of one and one-half (1½) and shall not exceed the rate of three (3) seconds.

**RESPONSE: The message center sign's sequencing rate will comply with the above requirements.**

- b. Delay time at the end of a sequence of frames shall be a minimum of one and one-half (1½) and shall not exceed three (3) seconds.

**RESPONSE: The message center's delay time will comply with the above requirements.**

- c. There shall be no exposed incandescent light bulbs. All lamps or bulbs shall be covered.

**RESPONSE: The message center sign will comply with this requirement.**

- d. In no case shall any incandescent bulb exceed four (4) watts.

**RESPONSE: The message center sign will comply with this requirement.**

- e. Letters may scroll only from left to right, from top to bottom or from bottom to top. Letters may also "coalesce" or fade in and out. No flashing, zooming, twinkling, sparkling, scintillating or revolving sequencing may be displayed. No delivery method that resembles flashing shall be permitted. No display or illumination resembling traffic signals or implying the need or requirement to stop may be displayed. Video shall not be permitted.

**RESPONSE: The proposed message center sign's display settings allow text to scroll in the permitted direction or fade between messages. The sign will not include prohibited effects, such as flashing or zooming. Additionally, the sign avoids any visual resemblance to traffic signals and does not support video displays.**

- f. Messages shall be limited to providing information for on-premise events.

**RESPONSE: The proposed message center sign will exclusively display content related to events held at the Convention Center, the hotel, and other on-premise activities occurring on the Property, as well as appropriate public service announcements.**

- g. No message center sign shall incorporate into the graphic display any use of colors identical to or similar to colors used for traffic signalization or used by police, and no message shall include graphics and words which are identical to or similar to signage used for traffic direction and control.

**RESPONSE: The proposed message center sign will avoid using colors, graphics, or text that could be mistaken for traffic signals.**

- h. Illumination shall be limited to a level no greater than 0.3-foot candles above the ambient light levels at the given location. Foot candle readings shall be taken at the ground level at a maximum of one hundred fifty (150) feet from the face of the sign.

**RESPONSE: The message center sign will comply with this requirement.**

- i. Signs shall be equipped with both a dimmer control and a photocell, which will automatically adjust the display's intensity according to the natural ambient lighting conditions and maintain the display within the illumination intensity as described in this section.

**RESPONSE: The message center sign will comply with this requirement.**

- j. Signs shall not produce noise such as audio tracks, sound effects, etc. Noise emitting from the operation of the sign itself shall be minimal.

**RESPONSE: The message center sign will comply with this requirement.**

- k. Signs shall contain a default mechanism that shall automatically freeze the image or turn the sign off in the case of a malfunction or the sign shall be turned off within twenty-four (24) hours of a malfunction.

**RESPONSE: The message center sign will comply with this requirement.**

- l. Applicant shall submit a certificate issued by a recognized sign professional certifying that all of the requirements provided in this subsection (a) through (k) have been met.

**RESPONSE: A certification from a licensed professional will be provided, verifying that the sign complies with all applicable requirements outlined in subsections (a) through (k) at the time of permit issuance.**

2.1.5 (4) *Criteria*. An applicant must show that the request for approval of a message center sign meets the following criteria and the reviewing body shall consider the application based on such criteria:

- a. The proposed sign meets the standards provided in this Section 47-22, subject to modification in accordance with the following:
- b. As applicable to the display portion of the sign:
  - i. The duration of the message change interval is controlled so that the interval is not obtrusive.
  - ii. No message shall appear to be written on or erased from the display piecemeal unless required by the technology in which case the maximum time limit shall be set for the complete message change so that passing motorists cannot read the message during the change.
  - iii. The driver is given sufficient time to read the complete message and can be reassured that he has seen the entire display.
  - iv. The brightness and contrast does not cause a motorist disabling or discomforting glare or lead to the inability of the driver to read nearby official signs or negatively impact night vision.
  - v. The size of the lettering spacing and typeface message is conveyed to the motorist quickly, clearly and unambiguously given the constraints imposed by vehicle speed and vibration, changing lighting and weather conditions.

Signs that display not more than four (4) lines of text with letters at one (1) time, with all letters at least six (6) inches high, shall be deemed to have met the criteria in subsections i. through v. above.

**RESPONSE: The message center sign will comply with this requirement.**



- c. Design features are added that minimize contrast between the message center sign, the building on the development site, the natural environment surrounding the development site and adjacent development. Additional landscaping, modification of location, height and size, color and shape and other elements of the sign, and the display including the lettering, are all examples of what may be varied in a development order approving a message center sign.

**RESPONSE: The LED signage board placed on the building wall maintains a clean and unified appearance. This placement ensures that the sign blends naturally with the façade and avoids unnecessary visual contrast. Its design aligns with the overall architectural style of the buildings on the Property, ensuring compatibility with both the buildings and its surroundings.**

- d. Section 47-25.3.A.e. Neighborhood compatibility and preservation shall apply.

**RESPONSE: Responses to Neighborhood compatibility requirements is provided in a separate narrative.**

**NOTES**

The Contractor shall verify and be responsible for all dimensions. DO NOT scale the drawing - any errors or omissions shall be reported to Stantec without delay.

W  
X

EXTERIOR WALL ASSEMBLY  
REFER TO SHEET G.009FA

GL-1

CLEAR GUARDIAN SNR-43

GL-2

SPANDREL GUARDIAN SNX- 51/23

(A.201F)  $1/8" = 1'-0"$

110 1 2

**RECEIVED**  
2022/12/02  
**Balfour Beatty**

100% CD FINAL			2022.11.07
100% CD - DGC			2022.10.03
COUNTY			
ELECT. ADDENDUM			2022.09.19
100% CD - DGC			2022.08.15
ISSUED FOR PERMIT			2020.11.30
90% CD SET			2020.10.06
50 % CD			2020.07.23
DD COUNTY SET			2020.01.14
SCHEMATIC DESIGN			2019.06.14
Revision / Issued	By	Appd	YYYY.MM.DD

1950 EISENHOWER BLVD  
FORT LAUDERDALE, FL 33316

BUILDING ELEVATION

Project No.	Scale
219420648	As indicated
Revision	Drawing No.

## A.201 F

**NOTES**

The Contractor shall verify and be responsible for all dimensions. DO NOT scale the drawing - any errors or omissions shall be reported to Skantec without delay.

W  
X

EXTERIOR WALL ASSEMBLY  
REFER TO SHEET G.009FA

GL-1

CLEAR GUARDIAN SNR-43

GL-2

SPANDREL GUARDIAN SNX- 51/23

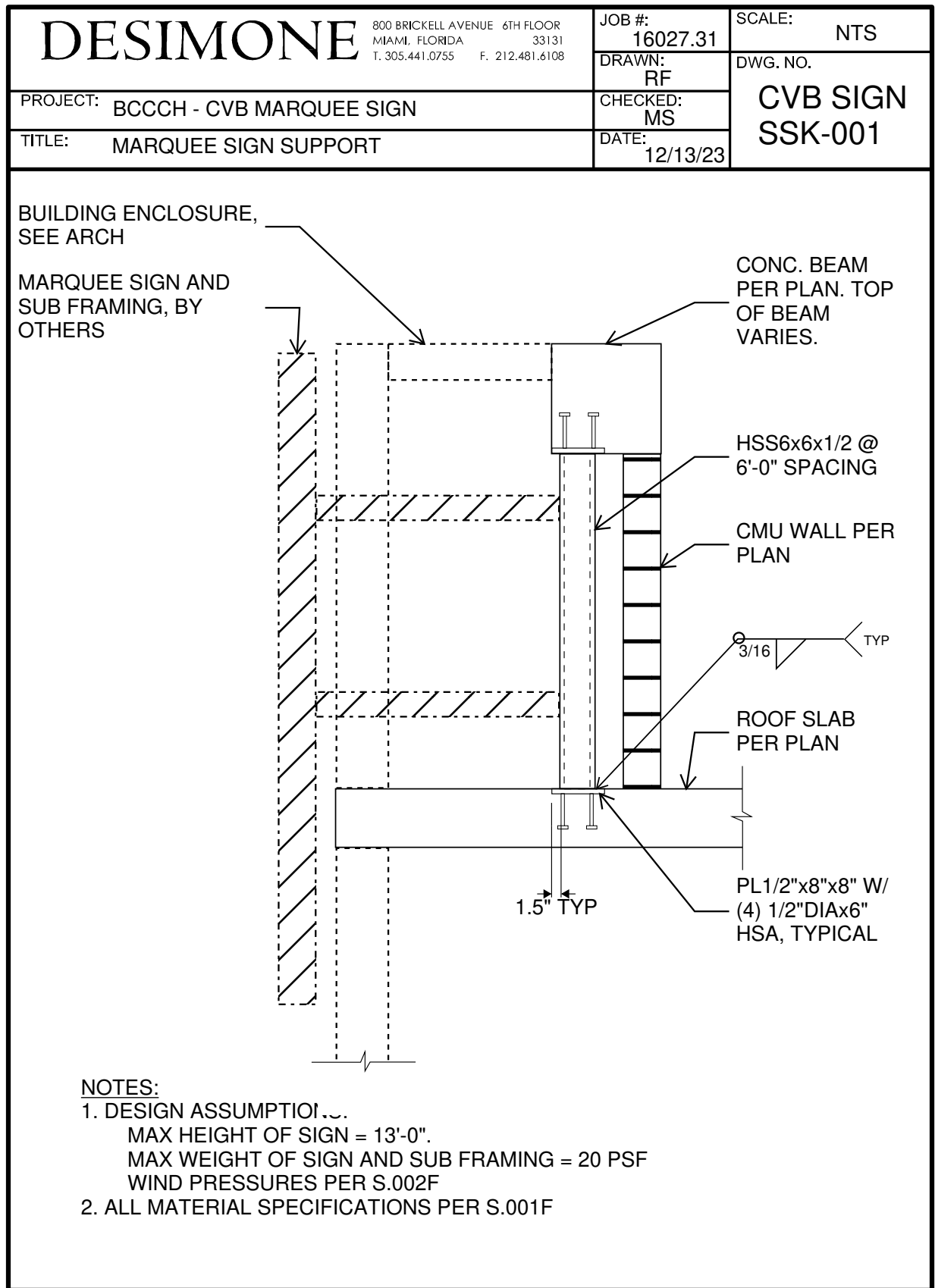
**RECEIVED**  
2022/12/02  
**Balfour Beatty**

100% CD - DQC			2022.10.03
COUNTY			
ELECT. ADDENDUM			2022.09.19
100% CD - DQC			2022.08.15
ISSUED FOR PERMIT			2020.11.30
90% CD SET			2020.10.06
50 % CD			2020.07.23
CD COUNTY SET			2020.01.14
SCHEMATIC DESIGN			2019.06.14
Revision / Issued	By	Appd	YYYY.MM.DD

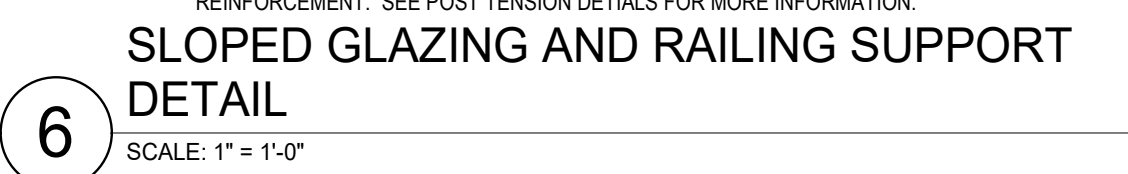
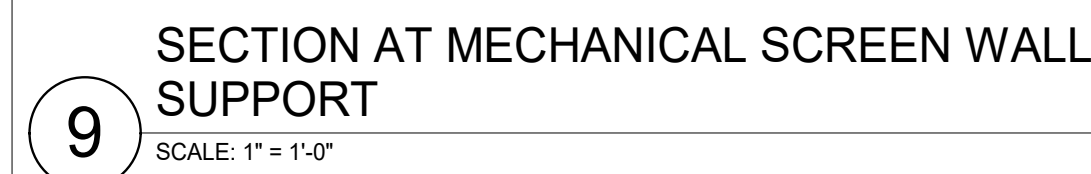
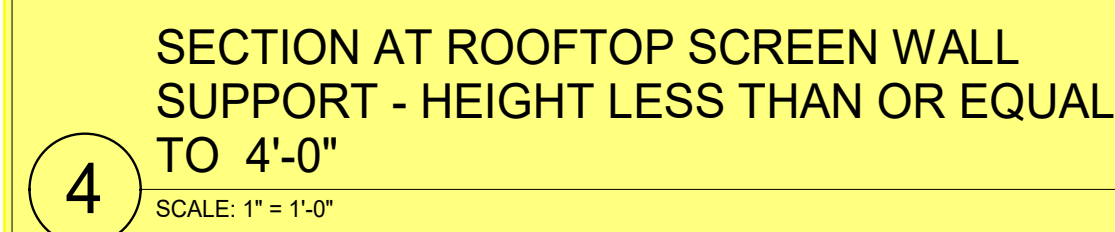
Project No.	Scale
219420648	As indicated
Revision	Drawing No.

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Exhibit 3  
Page 19 of 25









**S.402F**





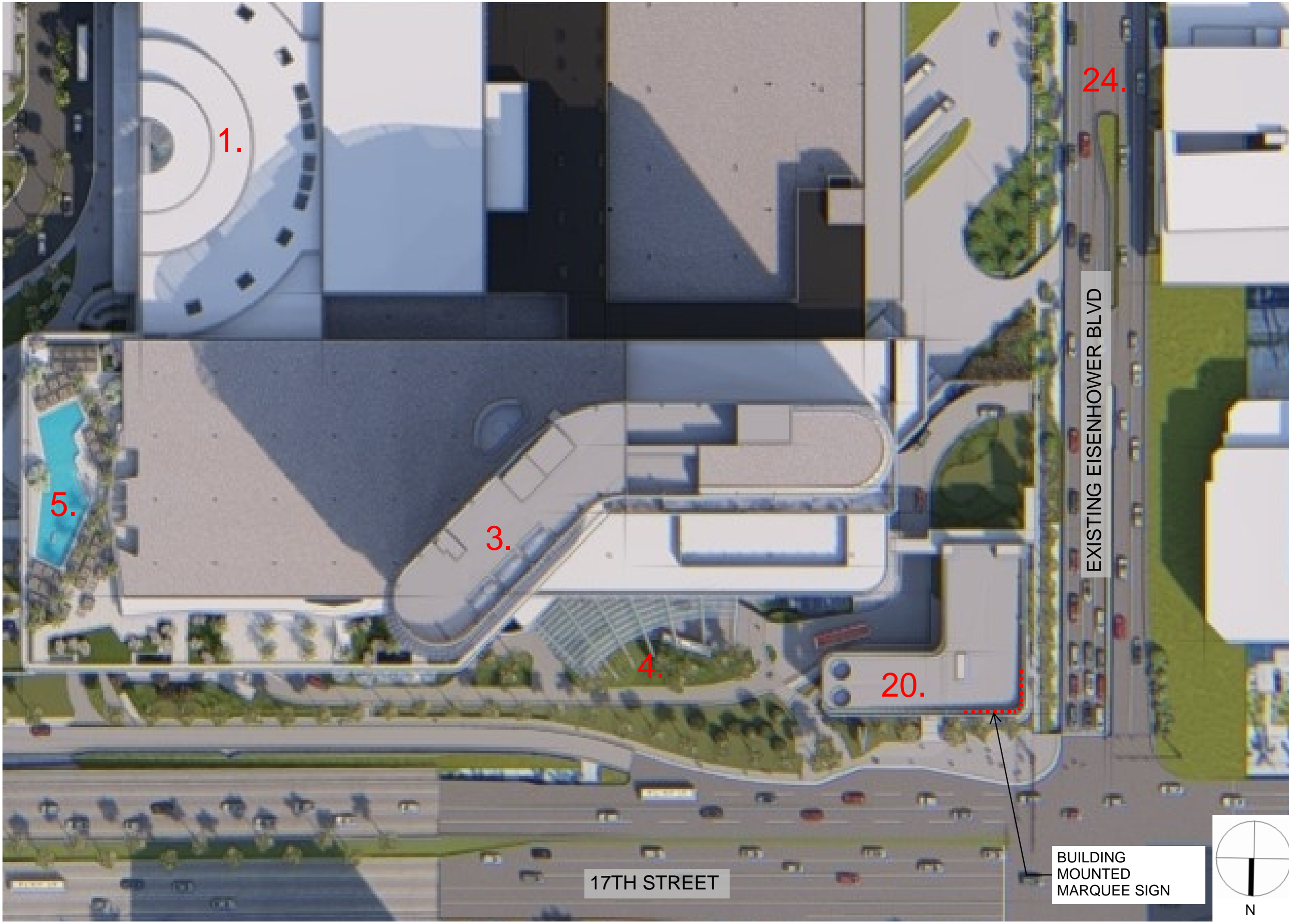
NORTHWEST CORNER STREET VIEW



NORTHWEST CORNER AERIAL VIEW



NORTHWEST CORNER STREET VIEW



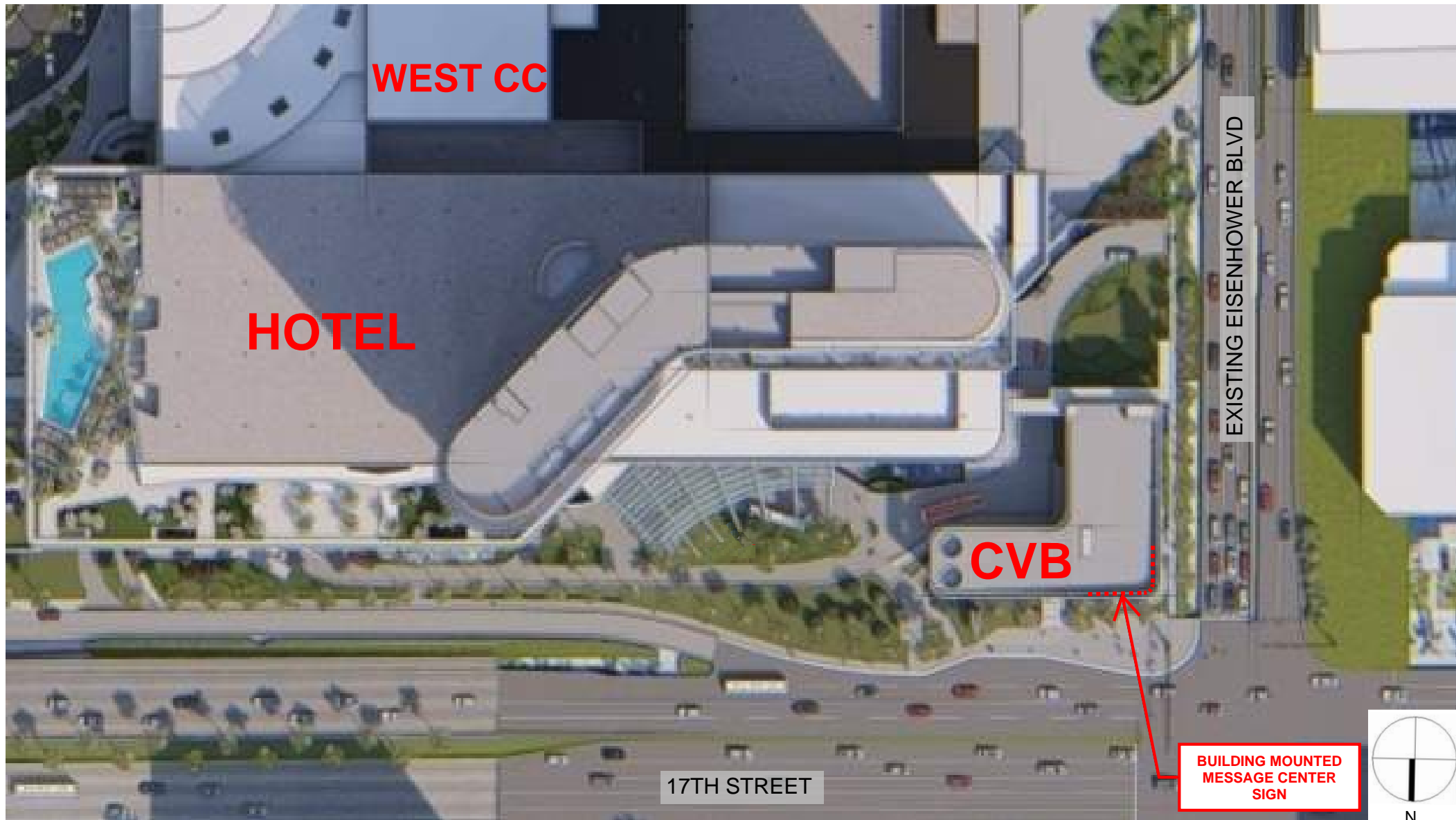
SITE PLAN

**BROWARD COUNTY CONVENTION  
CENTER & HEADQUARTERS HOTEL**  
1950 EISENHOWER BLVD., FORT LAUDERDALE, FL 33316

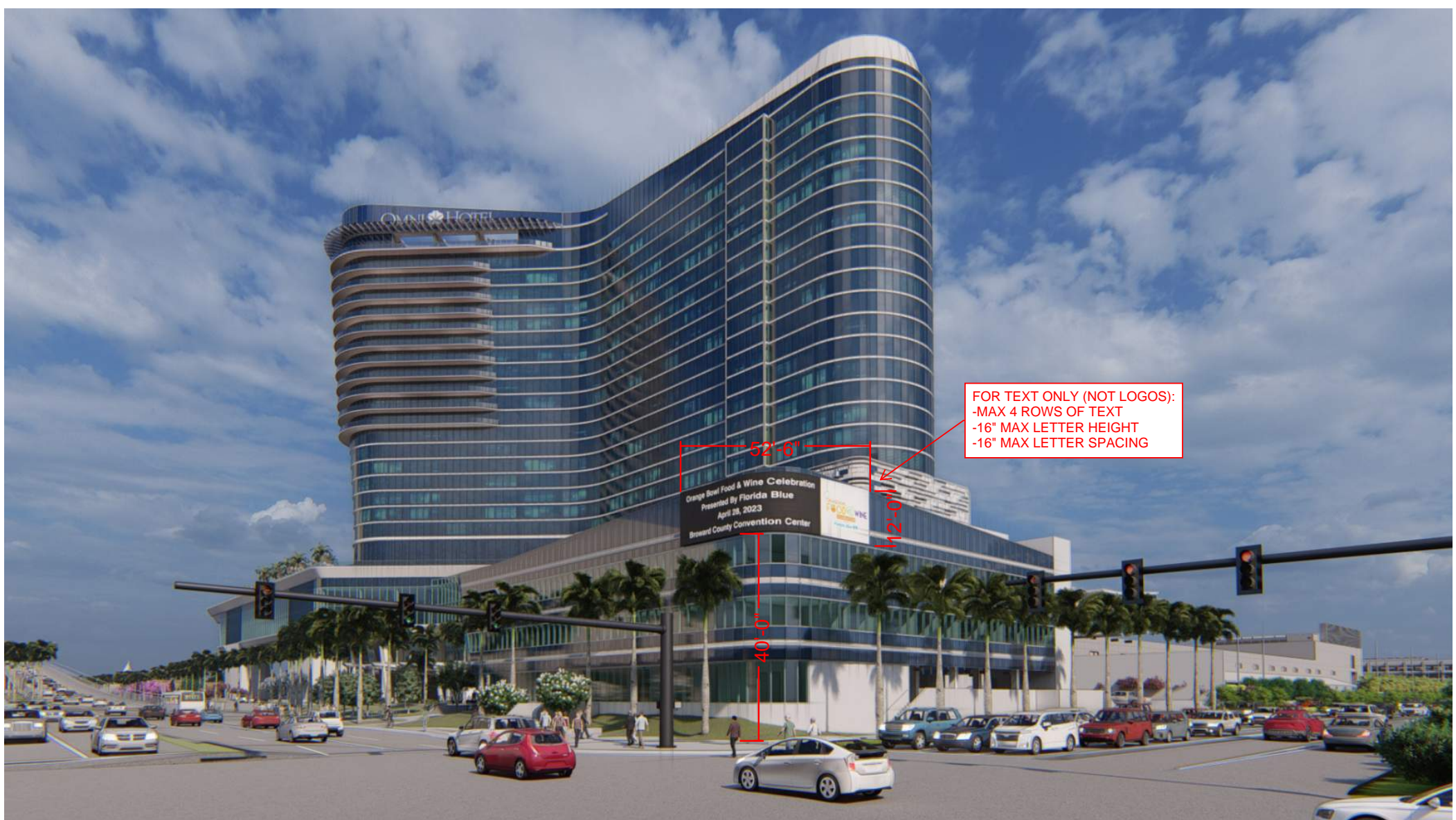
**Stantec**  
MARQUEE SIGN  
03.03.2023  
One Biscayne Tower Suite 1670  
Two South Biscayne Blvd., Miami FL 33131  
Lic#: A42600733  
Andrew W. Burnett  
Lic#: AR98495  
T: 305.462.9700  
www.stantec.com

**SITE PLAN AND ELEVATIONS**





SITE PLAN



ADDITIONAL SIGNAGE EXAMPLES

**BROWARD COUNTY CONVENTION  
CENTER & HEADQUARTERS HOTEL**  
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One Biscayne Tower Suite 1670  
Two South Biscayne Blvd., Miami FL 33131  
T: 305.462.8700  
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DRC SUBMITTAL  
05.01.2023





12 PM



9 PM



6 PM



3 PM



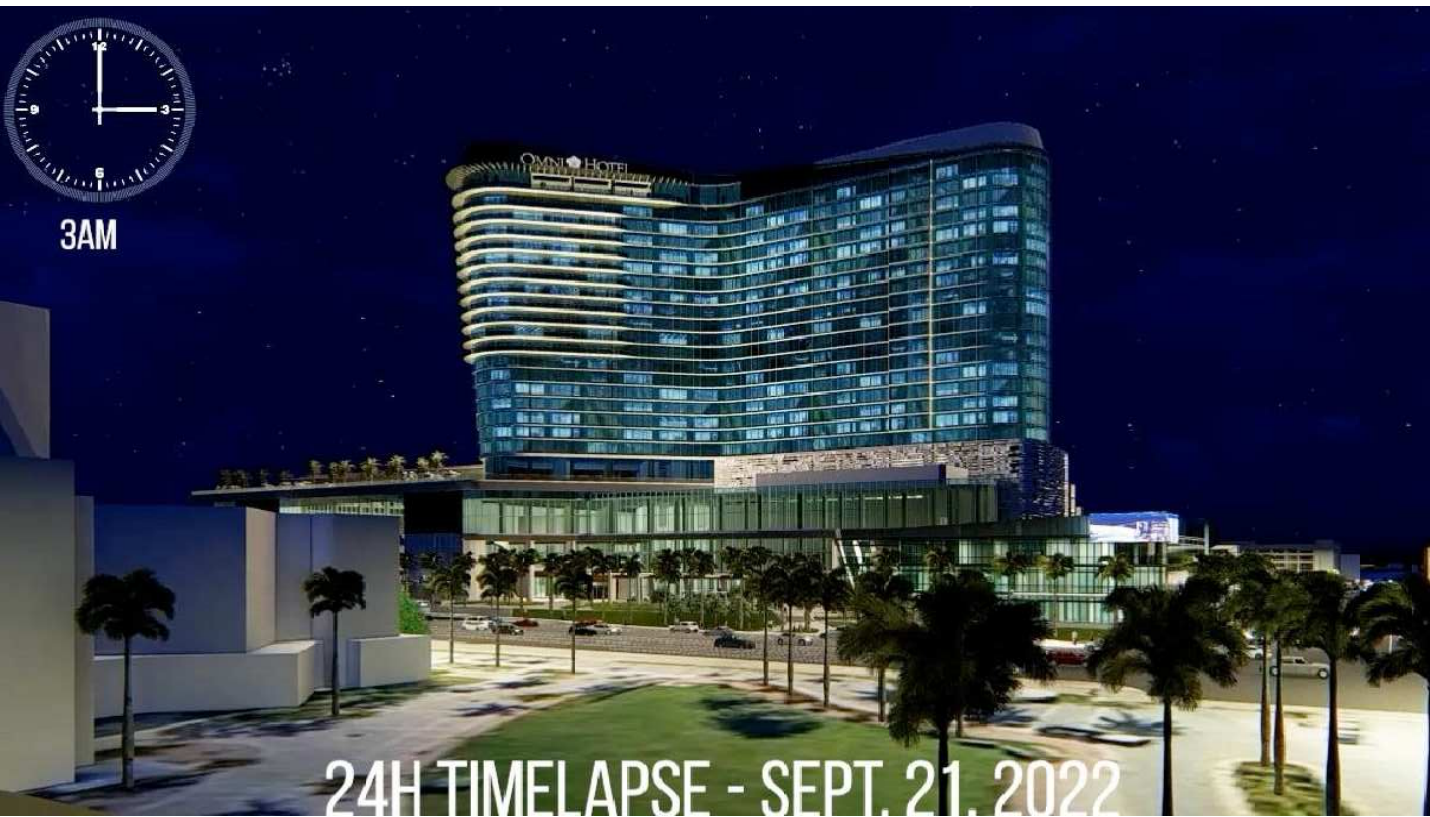
12 AM



9 AM



6 AM



3 AM



One Biscayne Tower Suite 1670  
Two South Biscayne Blvd., Miami FL 33131  
T: 305.462.8700  
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Andrew W. Burnett  
Lic# AR68495

MARQUEE SIGN  
03.03.2023

BROWARD COUNTY CONVENTION  
CENTER & HEADQUARTERS HOTEL  
1950 EISENHOWER BLVD., FORT LAUDERDALE, FL 33316

TIME LAPSE VIEWS

PROJECT # 219420648



