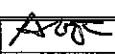


**REQUEST:** Amendment to the City's Unified Land Development Regulations ("ULDR") Amending Section 47-22.3.Z. Banner Signs, to adopt banner signs and sandwich board signs as a permanent and permitted use subject to specific criteria.

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

**PROJECT DESCRIPTION:**

On December 7, 2010 the City Commission directed staffs to develop a pilot program to allow the temporary use of banner signs and sandwich board signs, which are currently prohibited by the City's ULDR, in order to address requests by various commercial property owners. The pilot program included specific criteria and was established for a period of 20 months to allow time to analyze any negative impacts from this type of signage.

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.

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 following is a summary of the criteria for both types of signs:

*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
Dimensional Requirements	Shall not be located within required landscaping.
	Forty two (42) inches in height
Number of Signs	Thirty six (36) inches in width
Review Process	Number of signs One (1) per tenant
	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

Please note the above criteria are the same as those established for 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.