



**REQUEST:** Amend the City of Fort Lauderdale Unified Land Development Regulations (ULDR); Section 47-22.8, "Special Sign Districts", adding subsections 47-22.8.A. entitled "General Requirements" and 47-22.8.B. entitled "New River Center Special Sign District", creating a special sign district and regulations for the New River Center area located in Downtown Fort Lauderdale.

<b>Case Number</b>	UDP-T22003	
<b>Request</b>	Amend ULDR Section 47-22.8, Special Sign Districts	
<b>Applicant</b>	City of Fort Lauderdale	
<b>ULDR Section</b>	Section 47-22.8, Special Sign Districts	
<b>Notification Requirements</b>	10-day legal ad	
<b>Action Required</b>	Recommend approval or denial to City Commission	
<b>Authored By</b>	Michael P. Ferrera, Urban Planner II	<i>MPF</i>   <i>CP</i>

**BACKGROUND:**

The proposed amendment to ULDR Section 47-22.8, Special Sign Districts, will add subsections 47-22.8.A, entitled "General Requirements," and 47-22.8.B, entitled "New River Center Special Sign District," thereby creating a special sign district and regulations for the New River Center area, generally located south of E. Las Olas Boulevard, west of SE 3<sup>rd</sup> Avenue, east of SE 1<sup>st</sup> Avenue and north of New River Drive.

The proposed amendments are based on a request from Lochrie & Chakas, P.A., the law firm representing businesses within the New River Center area. The existing ULDR Section 47-22.8, Special Sign Districts, allows property owners and merchants to formulate a special sign district for a designated area. In order for the special sign district to be formed, 60% or more of the merchants occupying the street frontage of properties on both sides of the street have to petition. According to the applicant, a total of 66% of merchants have petitioned to form a special sign district. The list of merchants, along with their petition letters is attached as **Exhibit 1**. In addition, a committee of no more than 10 property owners needs to be created as the governing body of the sign district. The newly created committee consists of 6 members. The role of this committee is to establish the criteria, which shall be no less restrictive than the terms and conditions established by the ULDR.

The boundaries of the proposed sign district incorporate the New River Center area, generally located south of E. Las Olas Boulevard, west of SE 3<sup>rd</sup> Avenue, east of SW 1<sup>st</sup> Avenue and north of New River Drive. The amendments will permit the installation of a proposed monument sign within the median located on Las Olas Way. The purpose for the monument sign is to provide business identification signage for the businesses located within the New River Center area.

To review the boundaries of the proposed sign district, please refer to the proposed sign district boundary map attached as **Exhibit 2**. The application, letters, and narratives provided by Lochrie and Chakas, P.A. representing the businesses within the New River Center area, are attached as **Exhibit 3**. The proposed amendments are attached as **Exhibit 4**.

**COMPREHENSIVE PLAN CONSISTENCY:**

The proposed amendments align with the City's Comprehensive Plan Urban Design Element, Goal 1, Objective UD 1.1, Policy UD 1.1.4, Use of Design Guidelines for Downtown Regional Activity Center (Downtown-RAC), which states to continue to utilize design guidelines and land development standards unique and specific to the Downtown Regional Activity Center (Downtown-RAC) area to promote quality development of a desirable nature in the City's Downtown.

**PLANNING & ZONING BOARD REVIEW OPTIONS:**

The Planning and Zoning Board, in its capacity as the Local Planning Agency, shall determine whether the proposed amendments are consistent with the City of Fort Lauderdale's Comprehensive Plan and whether the Planning and Zoning Board recommends approval of the proposed amendments to the City Commission.

**EXHIBITS:**

1. List of Merchants and Petition Letters
2. Proposed Sign District Boundary Map
3. Application, Letters and Narratives provided by Lochrie and Chakas, P.A.
4. Amendments to ULDR Section 47-22.8, Special Sign Districts