



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

**13-1129**

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

**FROM:** Lee Feldman, ICMA-CM, City Manager

**DATE:** September 17, 2013

**TITLE:** Ordinance – Amending Sections 47-22.3.Y, Sandwich Signs and 47-22.3.Z, Banner Signs, of the City of Fort Lauderdale Unified Land Development Regulations (ULDR) to adopt sandwich signs and banner signs as a permanent permitted use subject to specific criteria.

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**Recommendation**

It is recommended that the City Commission adopt an ordinance on second reading amending Sections 47-22.3.Y, Sandwich Signs and 47-22.3.Z, Banner Signs, of the City of Fort Lauderdale Unified Land Development Regulations (ULDR) to adopt sandwich signs and banner signs as a permanent permitted use subject to specific location and dimensional criteria.

**Background**

On December 7, 2010 the City Commission directed staff to develop a pilot program to allow the temporary use of banner signs and sandwich board signs 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. These sign requests are subject to a onetime \$99.00 permit application fee.

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 realized, staff recommends the City Commission adopt an ordinance codifying the existing criteria established by the pilot program. The following is a summary of the criteria for both types of signs:

The criteria for this proposed amendment is based on the same criterion that was adopted during the pilot program. For more information please see the Planning and Zoning Board staff report attached as **Exhibit 1**.

On August 21, 2013 staff presented these recommendations to the Planning and Zoning Board (PZB) for review and recommendation to the City Commission. At this meeting the PZB recommended approval of the proposed amendment 9-0. The PZB minutes were not available at the time of publication.

The following is a summary of the criteria:

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

The onetime \$99.00 permit application fee is proposed to remain.

No other amendments to the ULDR are proposed at this time.

Staff recommends adoption of the proposed amendment on second reading.

**Resource Impact**

There is no fiscal impact associated with this action.

Attachments:  
Exhibit 1 – PZB Staff Report  
Exhibit 2 – DRAFT Ordinance

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Prepared By: Anthony G. Fajardo, Zoning Administrator

Department Director: Greg Brewton, Department of Sustainable Development