



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#13-0662

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

FROM: Lee Feldman, ICMA-CM, City Manager

DATE: May 21, 2013

TITLE: Motion to approve a co-sponsorship with Wizard Entertainment for Special
Event Banner/Pole Signs

Recommendation

It is recommended that the City Commission approve a motion for co-sponsorship of the Saturday Night Alive and permit the installation of related banners and pole signs for the event. Because the event will take place over a period of 64 days, organizers are requesting the banners be displayed from Wednesday, May 29, 2013 through Monday, August 5, 2013, a total of 69 days.

Background

Between June 1, 2013 and August 3, 2013, Wizard Entertainment will host the Saturday Nite Alive event (approved at the April 16, 2013 Commission Meeting CAM #13-0510). This event will be on A1A along the Beach Business Improvement District.

To announce this upcoming event, thirty-five street lamp banners will be installed on lampposts along A1A from Hall of Fame Drive to Castillo Street.

Wizard Entertainment is requesting permission to install street banners subject to the location requirements of Section 47-22.3.C to promote the Conference & Expo.

As per ULDR Section 47-22.3.C.4.a: "Display will be limited to a maximum of fourteen (14) days, or longer as approved by the City Commission for events lasting more than fourteen (14) days". Subject to approval, the applicant will be required to apply for a separate permit for the signs.

Resource Impact

There is no resource impact associated with this item.

Attachments:

Exhibit 1 – Sketch of proposed banner

Exhibit 2 – Banner Application

Prepared by: Carolyn Bean, Administrative Assistant, x 5348

Department Director: Phil Thornburg, Parks and Recreation Director