



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

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: December 3, 2013

TITLE: Ordinance – Amending Section 47-22.3.C, Banner Signs.

Recommendation

It is recommended the City Commission approve an ordinance on first reading to amend the City's Unified Land Development Regulations (ULDR) Section 47-22.3.C providing an exception to the prohibition on banner signs, revising the application requirements, modifying limitations on the period of time and locations for the display of banner signs, and allowing for posting of an annual refundable deposit associated with the cost of removal of banner signs.

Background

The Planning and Zoning Board (PZB) recommended approval of the proposed amendments on October 16, 2013. The PZB staff report and October 16, 2013 PZB minutes are attached as **Exhibit 1** and **Exhibit 2** respectively.

Staff is proposing an amendment that would address requests and concerns voiced by members of the public regarding current banner sign limitations. The proposed amendments to the ordinance are summarized as follows:

- Currently non-profit organizations and City-recognized civic associations are the only entities that may apply to display banner signs associated with events. This provision excludes opportunities for other entities and events that do not meet the criteria. As an example the International Boat Show, which has occurred regularly over the years and will host its 54th annual boat show exhibition this year, does not qualify under the existing criteria.

Staff is proposing an amendment to the ordinance that would permit banner signs for any City co-sponsored event regardless of the organization associated with that event.

- Current ULDR regulations only permit the display of banner signs in association with an event, however some organizations (such as civic and non-profits) have expressed interest in displaying banner signs to promote awareness of the organizations activities or existence or as public service announcements.

Staff is proposing an amendment to the ULDR that would permit the display of banners signs in association with public awareness messages, association promotions and other similar types of displays.

- Current ULDR regulations restrict banner signs from being displayed for more than 14-days, unless the event being advertised lasts for a period longer than 2 weeks and is approved by the City Commission for an extended period of time.

Staff is proposing administrative approval of the display of banner signs for up to 30-days, subject to a 15-day City Commission Request for Review (CRR) period. This will allow the City Commission to review the request and if necessary, deny the request should it be determined the length of time proposed is not suitable. Requests exceeding the 30-day limit will continue to be submitted directly to the City Commission for review and approval.

- The ULDR currently specify the right-of-ways where banner signs may be displayed. Generally speaking these areas consist of commercial corridors that run along the beach, through the City's downtown area and at certain gateways to the City from neighboring municipalities. Staff believes these areas can be expanded to include additional corridor locations of similar context. These areas include the following:

- ❖ Andrews Avenue from the municipal boundary with Wilton Manors north to State Road 84
- ❖ SW 2nd Street (Himmarshee Street) from SW 7th Avenue to SW 3rd Avenue
- ❖ All of Federal Highway (within the municipal boundaries of the City)
- ❖ All of State Road A-1-A (within the municipal boundaries of the City)
- ❖ All of Oakland Park Boulevard (within the municipal boundaries of the City)
- ❖ SE 17th Street from South Federal Highway to State Road A-1-A
- ❖ NE 13th Street from NE 4th Avenue to NE 15th Avenue
- ❖ NE 6th Street from Andrews Avenue to Federal Highway

Please see the location map attached as **Exhibit 3** indicating existing and proposed corridors.

- Current ULDR requirements include a provision for payment of a deposit to be held by the City to ensure the cost of banner sign removal in the event the applicant does not remove the signs after an event. The deposit amount varies depending on the number of banner signs requested and sign location (i.e. highway trusses) for each application. If the applicant removes the banner signs in accordance with

the ULDR requirements the deposit is refunded. As the City plays host to several large annual events that frequently display banners as part of the marketing of such events this requirement has created a situation where deposits are being processed while new applications are submitted for the next event by the same sign company multiple times a year. In these situations multiple banner sign deposits are overlapping.

Staff proposes allowing applicants to submit an annual deposit in the amount of \$1,000.00 to cover these expenses for a period of 1 year. Should the City need to remove the banner signs the funds will be accessed to cover the removal of any remaining banner signs associated with a particular application. Should there be funds remaining they will be refunded back to the applicant.

Staff believes these proposed amendments will allow for a more streamlined process and expansion to the existing banner sign regulations, while maintaining a suitable amount of review and oversight.

To review the draft ordinance, please see **Exhibit 4**.

Resource Impact

There is no fiscal impact associated with this action.

Strategic Connections

1. This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the **Neighborhood Enhancement Cylinder of Excellence**, specifically advancing:
 - **Goal 6:** Be an inclusive community made up of distinct, complimentary and diverse neighborhoods.
 - **Objective 1:** Evolve and update the land development code to balance neighborhood quality, character and livability through sustainable development.
 - **Strategic Initiative 1:** Examine land-use patterns and neighborhood development trends to recommend changes to the Unified Land Development Regulations (*ULDR*) for optimal neighborhood growth, including parking, landscaping, setbacks, change of use and reuse, etc.
2. This item advances the Fast Forward Fort Lauderdale Vision Plan 2035: We Are Community.

Attachments:

- Exhibit 1 – PZB Staff Report
- Exhibit 2 – October 16, 2013 PZB Minutes
- Exhibit 3 – Banner Sign Location Map
- Exhibit 4 – DRAFT Ordinance

Prepared by: Anthony Greg Fajardo, Zoning Administrator

Department Director: Greg Brewton, Department of Sustainable Development