



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

**13-1128**

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

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

**DATE:** September 3, 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 approve an ordinance on first 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, which is 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 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   |

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

Staff recommends approval of the proposed amendment on first 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