



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#22-0472

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: May 17, 2022

TITLE: Second Reading – Ordinance Approving an Amendment to 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 - Case No. UDP-T22003 – **(Commission District 4)**

Recommendation

Staff recommends the City Commission consider an ordinance amending Unified Land Development Regulation (ULDR) Section 47-22.8, Special Sign Districts, to add subsections 47-22.8.A, entitled “General Requirements”, and 47-22.8.B, entitled “New River Center Special Sign District”, to create a special sign district and regulations for the New River Center area, generally located south of E. Las Olas Boulevard, west of SE 3rd Avenue, east of SE 1st Avenue and north of New River Drive.

Background

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. 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 must petition. The applicant has demonstrated that a total of 66% of merchants have petitioned to form a special sign district. The List of Merchants and Petition Letters are attached as Exhibit 1. In addition, a committee of no more than ten (10) property owners needs to be created as the governing body of the sign district. The newly created committee consists of six (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 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 amendments were presented to the Planning and Zoning Board (PZB) on March 16, 2022 and were recommended for approval (9-0) to the City Commission. The March 16, 2022, PZB Meeting Minutes and March 16, 2022, PZB Staff Report are attached as Exhibit 4 and Exhibit 5, respectively.

Resource Impact

There is no fiscal impact associated with this action.

Strategic Connections

This item is a *2022 Commission Priority*, advancing the Economic Diversification initiative.

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Business Development Focus Area
- Goal 5: Build an attractive global and local economic community marketplace.
- Objective: Nurture and support existing local businesses.

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan specifically advancing:

- The Neighborhood Enhancement Focus Area
- The Urban Design Element
- Goal 1: Promote high-quality and sustainable building design elements which complement the public realm.

Attachments

Exhibit 1 – List of Merchants and Petition Letters

Exhibit 2 – Sign District Boundary Map

Exhibit 3 – Application, Letters and Narratives, Lochrie and Chakas, P.A.

Exhibit 4 – March 16, 2022, PZB Meeting Minutes

Exhibit 5 – March 16, 2022, PZB Staff Report

Exhibit 6 – Ordinance

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