



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

#17-0279

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

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

DATE: March 7, 2017

TITLE: Motion Approving Co-Sponsorship of the Fort Lauderdale Home Design and Remodeling Show for the May and November Events

Recommendation

It is recommended the City Commission co-sponsor the Fort Lauderdale Home Design and Remodeling Show for the May and November events.

Background

The Home Show Management Group is requesting the City of Fort Lauderdale co-sponsor the Fort Lauderdale Home Design and Remodeling Show taking place at the Broward County Convention Center from May 26th through the 29th and November 17th through the 19th by finding these events serve a legitimate public purpose. Section 15-185, Code of Ordinances of the City of Fort Lauderdale (Code) states, “a co-sponsored event is one which is partially planned, organized and funded or otherwise supported by the city at the request of another person or entity as established by City Commission policy”.

In conjunction with this event, the coordinators of the Fort Lauderdale Home Design and Remodeling Show are proposing to install approximately 60 event banners for each event within the City. The first event will place the signs for a 30 day period beginning on May 1st. If approved as conditioned, the second event will place the banners for a 13 day period beginning on November 7th, this is in order to avoid conflict with banner signage placed for the 2017 Fort Lauderdale International Boat Show which takes place from November 2nd to November 6th. The banners will installed in accordance with Section 47-22.3.C, *Banner Signs*, of the Unified Land Development Regulations (ULDR).

To review the proposed banner signs, please see Exhibit 1. The proposed locations of the signs are shown in Exhibit 2.

Conditions of Approval

Should the City Commission approve the development, the following conditions are proposed:

1. The banner signs for the November event shall not be installed until November 7th.

Resource Impact

There is no fiscal impact associated with this action.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Public Places Cylinder of Excellence, specifically advancing:

- Goal 4: Be a healthy community with fun and stimulating recreational activities for our neighbors.
- Objective 2: Celebrate our community through special events.

This item advances the Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Prosperous.

Attachments

Exhibit 1 – Proposed Banner Signs

Exhibit 2 – Proposed Banner Sign Locations

Prepared by: Eric Engmann, Planner III

Department Director: Anthony Gregory Fajardo, Sustainable Development