



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

#19-1175

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: November 19, 2019

TITLE: Resolution Adopting a Policy Encouraging the Voluntary Removal of
Billboard Signs from Surface Streets and Downtown, Historic,
Redevelopment and Infill Areas, and Allowing for Replacement Signs to be
Erected on an Interstate Highway within the City of Fort Lauderdale when a
Billboard Sign in the Designated Area is Removed; Reducing the Distance
between Permitted Signs on the Same Side of an Interstate Highway from
1,500 Feet to 1,000 Feet, and Requiring a Separate Agreement between
the City and the Sign Owner Providing for the Terms of any Such Removal
and Replacement; and Providing for an Effective Date – **(Commission
Districts 1, 2, 3 and 4)**

Recommendation

It is recommended that the City Commission adopt the proposed resolution encouraging the voluntary removal of billboard signs from surface streets and downtown, historic, redevelopment and infill areas, and allowing for replacement signs to be erected on an interstate highway with the City of Fort Lauderdale when a billboard sign in the designated area is removed; reducing the distance between permitted signs on the same side of an interstate highway from 1,500 feet to 1,000 feet, and requiring a separate agreement between the City and the sign owner providing for the terms of any such removal and replacement; and providing for an effective date.

Background

On October 15, 2019 the City Commission entered into an Amended and Restated Settlement Agreement ("Settlement Agreement") with Outfront Media LLC. (CAM #19-1056) regarding, among other things, the construction, installation, modification, relocation, replacement, maintenance and operation of billboards within the city.

Several billboard signs currently exist on surface streets and/or in downtown, historic, redevelopment or infill areas within the city, the use, maintenance, repair and replacement of which is governed by the Settlement Agreement. Under the Settlement Agreement, the City and Outfront agreed that to facilitate Outfront's removal of its surface street billboards, and to relocate those billboards to commercial and industrial zones along the interstate highway system, the City would adopt a resolution encouraging the voluntary

removal of signs in a downtown, historic, redevelopment, infill or other designated area, and providing for new or replacement signs to be erected on an interstate highway if a sign in the designated area is removed, as well as authorizing a reduction in the distance separation between off-premises signs on the same side of a highway from 1,500 feet to 1,000 feet on interstate highways with the city.

The City recognizes that it may be difficult or impractical for Outfront to remove its billboards from surface streets and/or downtown, historic, redevelopment or infill areas within the city, and to build replacement signs on interstate highways within the city, as a result of the separation requirements imposed by Section 479.07(9)(a)(1), Florida Statutes. Section 479.07(9)(c), Florida Statutes, however, authorizes the Florida Department of Transportation to grant sign permits when the minimum distance between permitted signs on the same side of an interstate highway is reduced from 1,500 feet to 1,000 feet if a local government has adopted a plan, program, resolution, ordinance, or other policy encouraging the voluntary removal of signs in a downtown, historic, redevelopment, infill, or other designated area.

The proposed resolution (Exhibit 1) facilitates the voluntary removal by Outfront of billboards from the City's surface streets and/or downtown, historic, redevelopment or infill areas, by allowing new signs to be erected on interstate highways within the city and reducing the distance from 1,500 feet to 1,000 feet between permitted signs on the same side of the interstate highway.

Resource Impact

The is no fiscal impact associated with this item.

Strategic Connections

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

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community
- Objective: Enhance the City's identify through public art, well-maintained greens paces, and streetscapes

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

Attachment

Exhibit 1 – Proposed Resolution

Prepared by: Roberto Hernandez, City Manager's Office

Department Director: Chris Lagerbloom, ICMA-CM, City Manager