

CITY OF FORT LAUDERDALE

DEVELOPMENT REVIEW COMMITTEE



CASE COMMENT REPORT

CASE NO. UDP-RS24008



CITY OF FORT LAUDERDALE



CASE INFORMATION

CASE:	UDP-RS24008
MEETING DATE:	December 10, 2024
REQUEST:	Site Plan Level II Review: RAC Signage Request for Two (2) Additional Signs in Central Beach Regional Activity Center
APPLICANT:	Las Olas SMI, LLC.
AGENT:	Melissa Weatherwax, Art Sign Company
PROJECT NAME:	Ocean Prime Signage
PROPERTY ADDRESS:	171 Las Olas Circle
ZONING DISTRICT:	Planned Resort Development District (PRD)
LAND USE:	Central Beach Regional Activity Center
COMMISSION DISTRICT:	2 – Steven Glassman
NEIGHBORHOOD ASSOCIATION:	Central Beach Alliance
CASE PLANNER:	Tyler Laforme

RESUBMITTAL INFORMATION

- Applicant must provide written responses to all DRC comments contained herein.
- Written responses must specify revisions made to the plans and indicate the sheet.
- Resubmitted plan sets must be accompanied by responses to be accepted.
- Any additional documentation must be provided at time of resubmittal.
- Resubmittals must be conducted through the City's online citizen's portal LauderBuild.
- Questions can be directed to the Case Planner assigned to the case.

Case Number: UDP-RS24008

CASE COMMENTS:

Please provide a response to the following:

1. Pursuant to State Statute 166.033(1) the application must be deemed approved, approved with conditions, or denied within 120 days of completeness determination, on or before March 15, 2025, unless a mutually agreed upon time extension is established between the City and the applicant. Failure to meet the applicable timeframe or request an extension may result in the application being denied by the City and the applicant may be required to refile a new application and fees to proceed unless the applicant submits a waiver of these timeframes as provided in the completeness email from the City. A waiver has been submitted.
2. The applicant is strongly encouraged to contact neighbors adjacent to, as well as condominium and neighborhood associations located within three hundred feet (300') of the development site, to advise of this proposal (a listing of officially-recognized associations is provided on the City's website: <https://www.fortlauderdale.gov/departments/city-manager-s-office/office-of-neighbor-support/neighborhood-associations> and a map of neighborhood associations may be found at: <http://gis.fortlauderdale.gov>). Please provide acknowledgement and/or documentation of any public outreach.
3. The proposed development application is subject to a 15-day review period by the City Commission. The applicant will be required to pay separate fee if the project is placed on the City Commission agenda and the applicant is responsible for all public notice requirements. Note: The City Clerk's office requires 48 hours' notice prior to a Commission meeting if a computer presentation is planned i.e. Power Point, to be provided on CD or flash drive and a copy submitted to the City Clerk, contact the project planner for more information (954-828-5265).
4. The Site Plan Level II Central Beach sign review process allows applicants to request signage that may not be permitted by right via existing code. While it is intended to provide more flexibility, signs should generally align with the vision for Central Beach. The Central Beach Master Plan establishes a vision for the area as an active, dynamic destination with expanded public access and views to the ocean and Intracoastal Waterway.

Proposed signage should align with the overall intent of the Central Beach Master Plan and should not create clutter, impede the pedestrian environment, or create visual obstructions in the public realm. For the reasons stated herein, the proposed number and type of signage is discouraged. However, other solutions may be more appropriate and may be approved on a case by case basis.

Oversized signs, numerous small signs, signs containing a clutter of letters or messages, all compete for the public's attention. Other common problems include quality of fabrication (materials such as plastic or vinyl are not high quality materials), poor selection of typefaces and colors, illumination options, and placement, style, and sizing that bear no relation to the adjacent building's architecture.

Sign types and materials have to be carefully selected to maintain durability and enhance the public realm throughout the Central Beach area. Respond to this comment by providing a written narrative outlining the design approach used for the proposed signs consistent with the Central Beach Master Plan overall vision, as stated in the comment above. Update narrative according to the following comments.

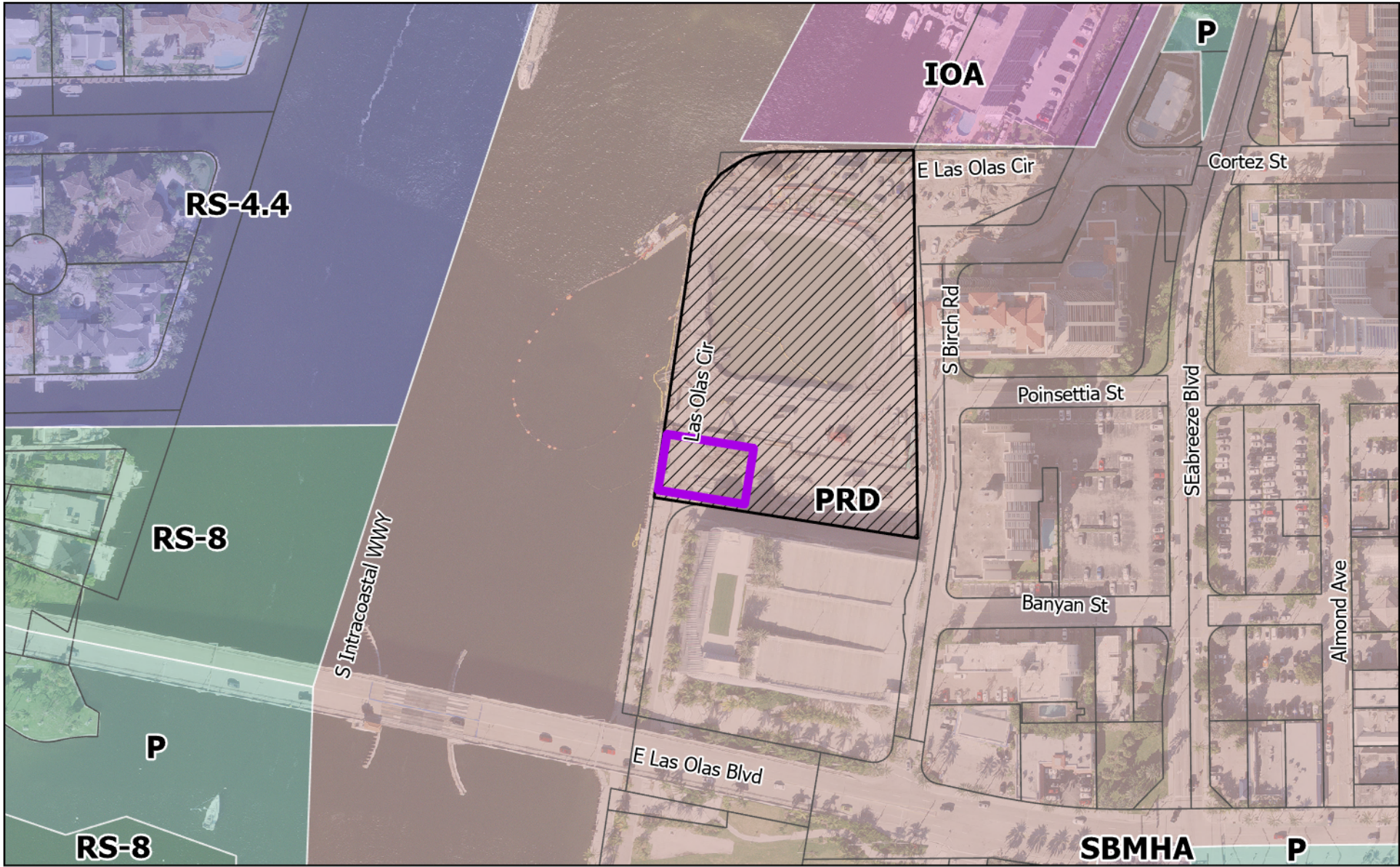
5. As this restaurant is located on a larger parcel, provide a context plan of the whole site with all existing signage on the entire site, and include the signage in the code comparison table, indicating the type of



sign, and that it is existing. Due to the nature of the project, all of the proposed signage will be a request in this application.



6. Based on the provided signage plans and the code comparison table, none of the proposed signage meets the requirements in the ULDR. Pursuant to ULDR Sec. 47-22.4.C.13.a, projecting signs are prohibited in the Central Beach RAC. Update the code narrative to include the projection sign on the south façade in the request.
7. Pursuant to ULDR, Section 47-22.1, Sign Requirements, General; the intent of sign regulations in the City is to protect the health, safety, and welfare of the public through protecting the beauty and aesthetics of the City by limiting the proliferation of signs and the time, place, and manner of their use. Reasonable use of signage is permitted to advertise establishments while eliminating conspicuous excess signage in the urban environment. As proposed, the request contains signage for the site which creates sign clutter and visual nuisance in the Central Beach area along the Intracoastal Waterway. The following should be addressed:
 - a. The "Ocean Prime" plex face channel letters facing the waterways on the north and west facades should be backlit to avoid creating a visual nuisance to the residential developments across the waterway. Internally lit channel lights emit a large amount of light, especially with the proposed size of the letters and when they are located in the open on the reflective waterway.
 - b. Projection sign dimensions need to be provided. Additional comments could be forthcoming on the design and size of projecting sign along the south façade.
 - c. Sizing and location of signage on the east façade "Seafood, Steaks, Cocktails" is fine.





UDP-RS24008 - 171 LAS OLAS CIRCLE.

Legend

-  General Site Location
-  Subject parcel

200 Feet

