

CITY OF FORT LAUDERDALE

DEVELOPMENT REVIEW COMMITTEE



CASE COMMENT REPORT

CASE NO. UDP-RS24007



CITY OF FORT LAUDERDALE



CASE INFORMATION

CASE	UDP-RS24007
PROJECT NAME	450 Federal Signage
APPLICATION TYPE	Site Plan Level II Review: RAC Signage
APPROVAL LEVEL	Site Plan Level II, Subject to 15-Day Commission Request for Review
REQUEST	New Projecting Blade sign containing 4 tenant signs
APPLICANT	Gaddis Properties, LLC
AGENT	Denise Williams / Art Signs
PROPERTY ADDRESS	450 North Federal Highway
ABBREVIATED LEGAL DESCRIPTION	HOLMBERG & MC KEES SUB 1-112 D LOT 1 THRU 8 BLK 5 TOG WITH 10 FT VAC ALLEY PER INSTR# 116044223 LESS ST RD R/W
ZONING DISTRICT	Regional Activity Center – East Mixed Use (RAC-EMU)
LAND USE	Downtown Regional Activity Center
COMMISSION DISTRICT	2 – Steven Glassman
NEIGHBORHOOD ASSOCIATION	Victoria Park Civic Association
SUBMITTAL	February 25, 2025
COMPLETENESS ISSUED	March 17, 2025
EXPIRATION	July 15, 2025 (120 Days)
CASE PLANNER	Tyler Laforme, AICP Urban Planner III

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.

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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 July 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 Downtown 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 Downtown. The Downtown Master Plan establishes a vision for a dense, active urban core focused on a strong human-scale relationship to the public realm and promotes design principles that foster a more walkable downtown with street level activity and comfortable pedestrian paths, plazas, and open space.

Proposed signage should align with the overall intent of the Downtown Master Plan and should not create clutter, impede the pedestrian environment, or create visual obstructions in the public realm. For the reasons stated herein, numerous small tenant signs on a single vertical blade sign is discouraged. Other solutions may be more appropriate and may be approved on a case-by-case basis. For example, horizontal blade signs, consistent in height and width, may provide great opportunities with clear visibility of a maximum of one business location at the pedestrian level, while not impeding the pedestrian experience itself.

Oversized signs, numerous small signs, signs containing a clutter of letters or messages, all compete for the public's attention and readability of the sign itself. Other common issues 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 bears no relation to the adjacent building's architecture.

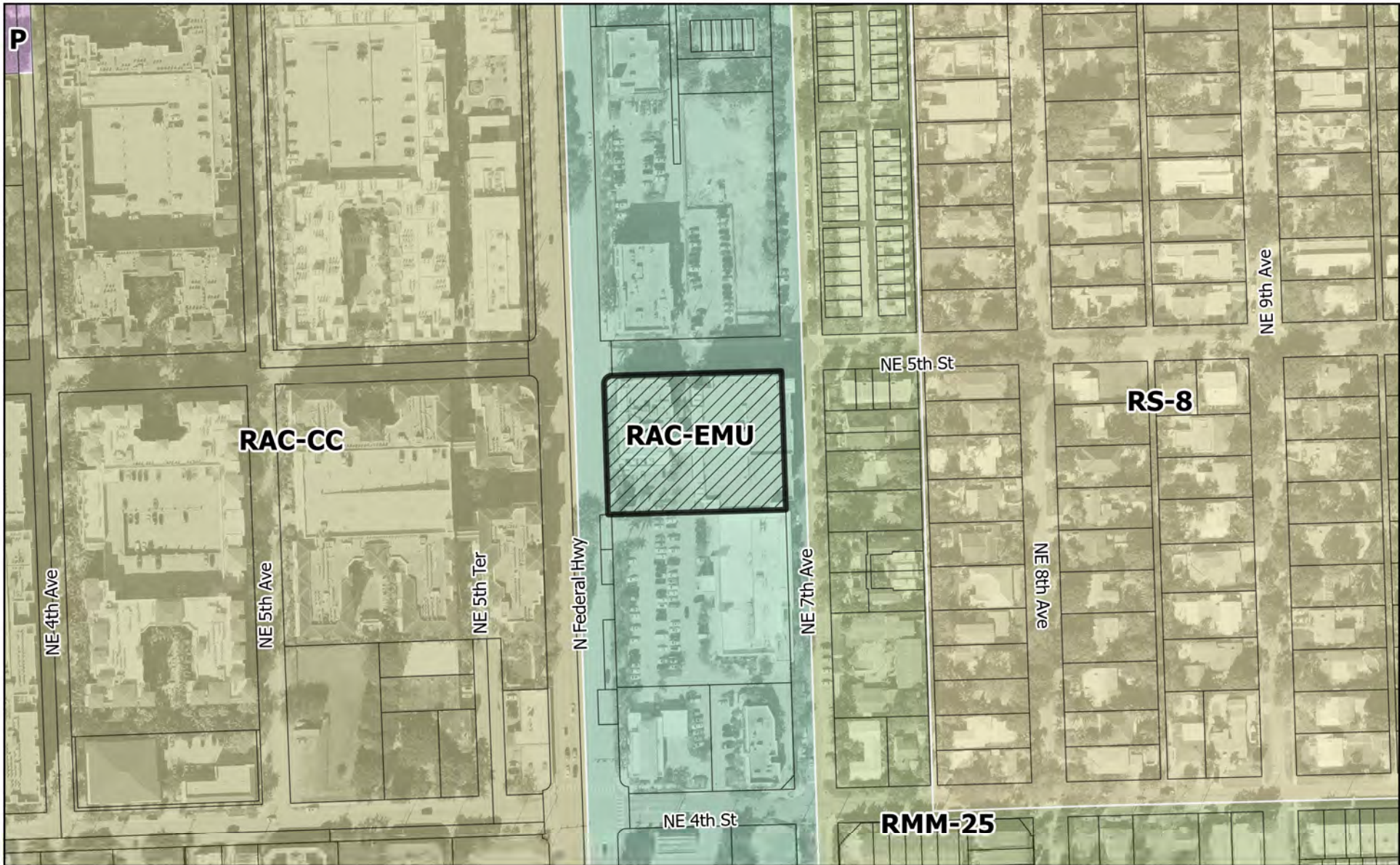
Sign types and materials must be carefully selected to maintain durability and enhance the public realm throughout the Downtown. Respond to this comment by providing a written narrative outlining the design



approach used for the proposed signs consistent with the Downtown Master Plan overall vision, as stated in the comment above. Update narrative according to the following comments.

5. In accordance with comment #4, the proposed blade sign should only include one business and should be located adjacent to the tenant space it is serving. Additionally, blade signs should have individually lit letters that are either pushed through or cut out, utilize external lighting, or not be illuminated. Provide an alternative design to an internally lit "box" type blade sign.
6. Provide a master sign plan showing the locations and type of all the existing and proposed signage on the site. This should include the building signage proposed on this parcel, not the entire shopping complex. Although the inclusion of multiple tenant signs on one vertical blade sign is discouraged and not appropriate, a complete review of the application requires that the tenant signage be provided in the sign plan set, as these additional signs are a request and not permitted by right to be located on a prohibited blade sign.
7. Update the narrative to include the request for additional tenant signage which is not allowed in the proposed location, and describe the type of signage requested. A code comparison table also needs to be provided indicating the type and number of signage (include tenant signage), the code requirement, and what is being proposed including dimensions, materials, and lighting.
8. Staff suggests the applicant consider installing standalone signage related to directing vehicular traffic towards the parking garage.





UDP-RS24007

Legend

-  Fort Lauderdale Municipal Boundary Line
-  Subject Site

400
Feet

GRAPHIC SCALE

