

CITY OF FORT LAUDERDALE

DEVELOPMENT REVIEW COMMITTEE



CASE COMMENT REPORT

CASE NO. UDP-RS25002



CITY OF FORT LAUDERDALE



CASE INFORMATION

CASE	UDP-RS25002
PROJECT NAME	Stiles Signage
APPLICATION TYPE	Site Plan Level II, Signage in the RAC
APPROVAL LEVEL	Development Review Committee, Subject to City Commission Request for Review
REQUEST	Four Additional Tenant Wall Signs
APPLICANT	PRII SR 200 East Las Olas Owner, LLC.
AGENT	Andrew J. Schein, Esq., Lochrie and Chakas, P.A.
PROPERTY ADDRESS	200 East Las Olas Boulevard
ABBREVIATED LEGAL DESCRIPTION	New River Center 151-15 B Parcel B
ZONING DISTRICT	Regional Activity Center – City Center (RAC-CC) District
LAND USE	Downtown Regional Activity Center
COMMISSION DISTRICT	4 – Ben Sorensen
NEIGHBORHOOD ASSOCIATION	Downtown Fort Lauderdale Civic Association
SUBMITTED	August 22, 2025
COMPLETENESS ISSUED	August 28, 2025
STATE STATUTE 166.033 EXPIRATION	February 24, 2026 (180 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:

Prior to Planning and Zoning Board Meeting or City Commission Meeting or Final DRC sign-off, please provide updated plans and written response to the following review comments:

1. Provide a site plan indicating location of proposed "TENANT" signs in reference to the *Property Line*. Please cross reference the Master sheet number per the location.

For Engineering General Advisory DRC Information, please visit our website at <https://www.fortlauderdale.gov/home/showdocument?id=30249>

Additional comments may be forthcoming at the DRC meeting and once additional/ revised information is provided on plans.

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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 180 days of completeness determination, on or before February 24, 2026, 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.
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 tenant signs on the tower at various locations on the building face are not acceptable and create sign clutter. Other solutions may be more appropriate; however, tenant wall signage consistent in height and width for one business entry location at the pedestrian level is more appropriate for tenant signage.

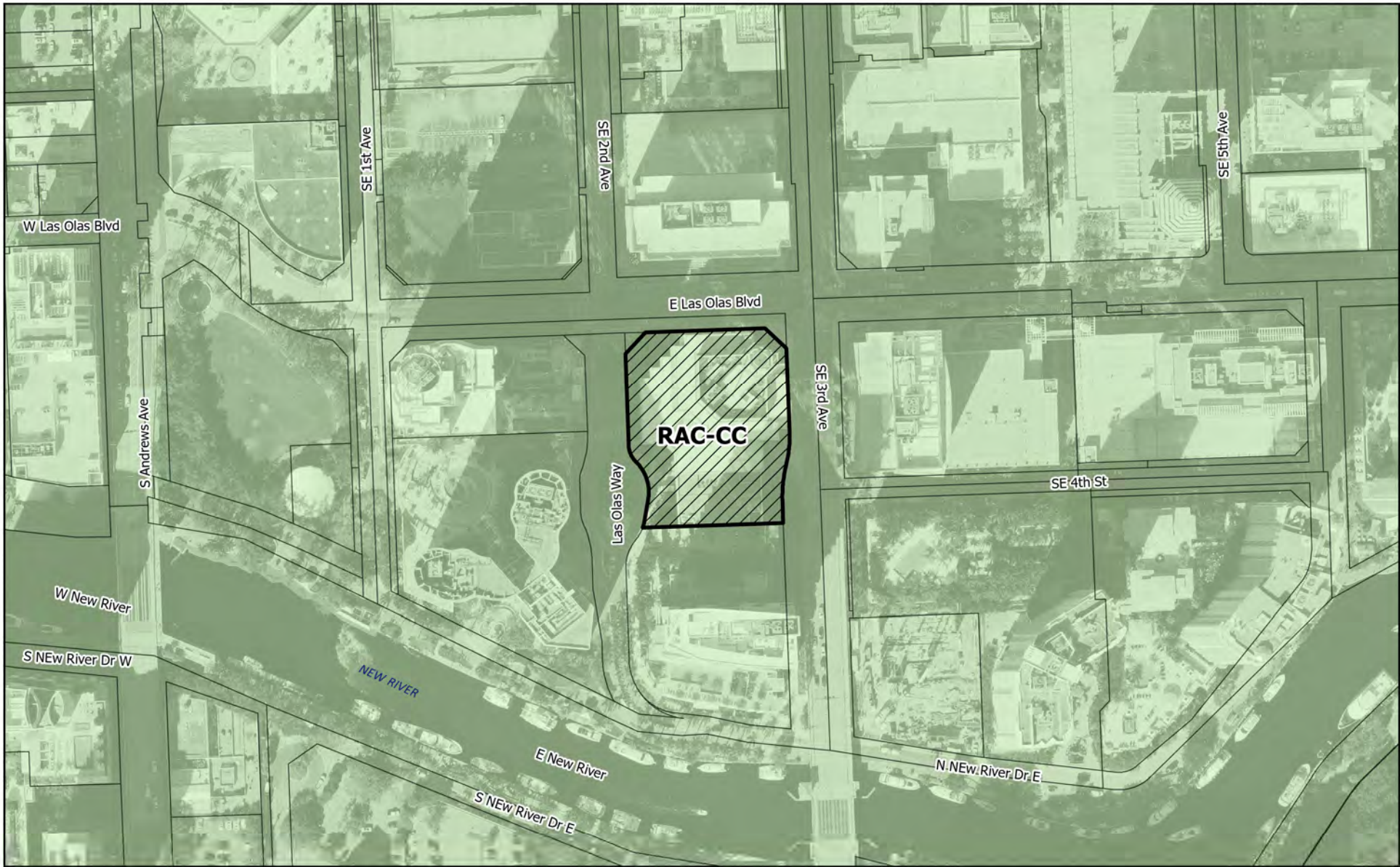
Oversized signs, numerous small signs, signs containing a clutter of letters or messages, all compete for the public's attention and readability of the sign itself. Other common issues include quality of fabrication (materials such as plastic or vinyl are not high-quality materials), poor selection of 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. The narrative indicates that the property does not have any pedestrian level signage, making it difficult to attract tenants, yet this application is not proposing any pedestrian level



signage. All of the proposed signage is 38 feet to 110 feet above the public realm. Explain in the narrative how these proposed locations would align with the intent of the Downtown Master Plan with specific emphasis on how the signs establish a stronger human-scale relationship to the public realm. At this time, applicant has not provided justification for additional signage.

5. Per the ULDR Section 47-22.4, for multiple tenant office buildings, building identification signs are allowed on each street frontage, a ground sign with the building identification, street number and address is allowed, and a wall directory is permitted not exceeding 8 square feet. A multiple tenant office building with ground level stores is permitted to have one sign for each individual store, shop or bay per street/vehicular travelway.
 - a. The request, through 47-22.C.13, is to exceed the number and type of signs allowed at the property and deviate from the tenant sign location requirements. At this time, applicant has not provided justification for additional signage.
6. The ULDR was amended creating Section 47-22.8.1, New River Special Sign District, , a special signage district encompassing this parcel, which was specifically created to allow an additional ground sign advertising those businesses within the New River Center and City's Riverwalk Linear Park. The subject property contains numerous signs including two monument signs listing all tenants in the building, building identification signs on all sides of the building and the additional ground sign pursuant to Section 47-22.8.1. The four proposed tenant signs above the first level of the building, result in sign clutter inconsistent with the vision and intent of the downtown master plan, as indicated in comment #4. At this time, the applicant has not provided justification for additional signage.
7. There are existing signs not shown in the master sign package. Provide an overall master sign plan showing the locations and type of all the existing and proposed signage on the site and building. Please include the 200 E Las Olas wall sign, and the tenant sign at the northeast corner of the building, along with any other existing signs, and update the narrative numbers.



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Legend

-  Fort Lauderdale Municipal Boundary Line
-  Subject Site

