

CITY OF FORT LAUDERDALE

DEVELOPMENT REVIEW COMMITTEE



CASE COMMENT REPORT

CASE NO. UDP-RS26001



CITY OF FORT LAUDERDALE



CASE INFORMATION

CASE	UDP-RS26001
PROJECT NAME	Planet Fitness Signage
APPLICATION TYPE	Site Plan Level II (RAC) Signage
APPROVAL LEVEL	City Commission Request for Review
REQUEST	One Additional Projecting Sign in the Downtown RAC
APPLICANT	GV IP 110 Tower Owner, LLC; % Gem Realty Capital
AGENT	William Reicherter, Boca Signs
PROPERTY ADDRESS	110 SE 6 Street
ABBREVIATED LEGAL DESCRIPTION	Sub Of Blk 56 Ft Lauderdale 1-63
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	January 22, 2026
COMPLETENESS ISSUED	January 30, 2026
STATE STATUTE 166.033 EXPIRATION	July 26, 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.
- 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 180 days of completeness determination, on or before July 26, 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. A waiver has been provided.
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 in various prohibited locations of a building are not acceptable. Other solutions may be more appropriate and may be approved on a case-by-case basis. For example, tenant wall signage consistent in height and width, may provide great opportunities with clear visibility of a maximum of one business entry 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.



UDP-RS26001

Legend

-  Subject Site - General location
-  Fort Lauderdale Municipal Boundary Line

300 Feet

GRAPHIC SCALE

