

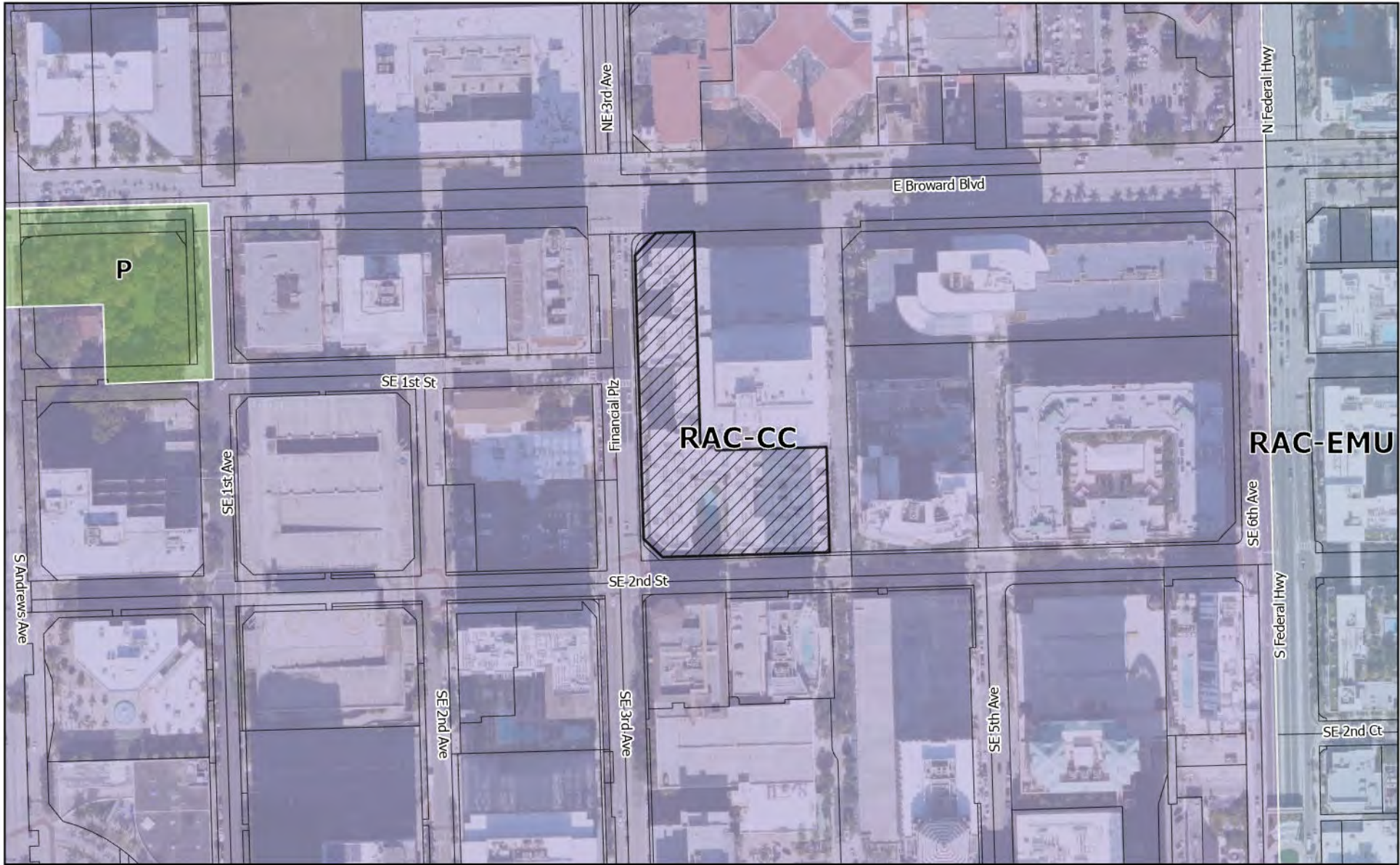
CITY OF FORT LAUDERDALE

DEVELOPMENT REVIEW COMMITTEE



CASE COMMENT REPORT

CASE NO. UDP-RS26002




UDP-RS26002

Legend

-  Subject Site
-  Fort Lauderdale Municipal Boundary Line

300 Feet

GRAPHIC SCALE



Date Exported: 4/1/2026 10:35 AM

CASE INFORMATION

CASE	UDP-RS26002
PROJECT NAME	Regions Bank Signage
APPLICATION TYPE	Regional Activity Center (RAC) Signage
APPROVAL LEVEL	Development Review Committee (DRC)
REQUEST	Additional Signage: One (1) Projecting Sign and One (1) Monument Sign
APPLICANT	Fairfield OFP LLC
AGENT	David William Clark - Southeastern Marketing Solutions, Inc.
PROPERTY ADDRESS	150 SE 3 Avenue
ABBREVIATED LEGAL DESCRIPTION	One Financial Plaza 182-46 B A Por of Parcel "A"
ZONING DISTRICT	Regional Activity Center - City Center (RAC-CC) District
EXISTING LAND USE	Downtown Regional Activity Center
COMMISSION DISTRICT	4 - Ben Sorensen
NEIGHBORHOOD ASSOCIATION	Downtown Fort Lauderdale Civic Association
SUBMITTED	February 16, 2026
COMPLETENESS ISSUED	March 13, 2026
STATE STATUTE 166.033 EXPIRATION	July 18, 2026 (120 Days)
CASE PLANNER	Jonathan D'Angelo, Urban Planner I

REVIEWER CONTACT INFORMATION

URBAN DESIGN AND PLANNING	Jonathan D'Angelo	jdangelo@fortlauderdale.gov	954-828-5193
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RESUBMITTAL STEPS AND INSTRUCTIONS

RESUBMITTAL	All resubmittals must be conducted through LauderBuild Plans must be flattened and reduced in file size Sheet numbers must be consistent for each version Only upload sheets containing changes
RESPONSES	Applicants must provide a written response to each issue Responses must specify revisions and sheet
ADDITIONAL DOCUMENTS	Must be provided at time of resubmittal
QUESTIONS	Please contact the case planner

Urban Design & Planning Review

Case: UDP-RS26002

Project Name: Regions Bank Signage

Property Address: 150 SE 3 Ave, Fort Lauderdale, FL. 33301

Discipline	Comments	Attached To	Created By	Modifications Required
Urban Design and Planning	1. General Comments All files must be renamed and reuploaded to be consistent with the City's File Naming Convention requirements.		Jonathan D'Angelo	Yes
Urban Design and Planning	1. General Comments The proposed development application is subject to a fifteen (15) day review period by the City Commission. The applicant will be required to pay separate fees 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 forty-eight (48) hours' notice prior to a Commission meeting if a computer presentation is planned, i.e. Power Point, to be provided on a flash drive and a copy submitted to the City Clerk, contact the project planner for more information (954-828-5193).		Jonathan D'Angelo	Yes
Urban Design and Planning	1. General Comments The applicant is strongly encouraged to contact neighbors adjacent to, as well as condominium and neighborhood associations located within 300 feet 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/government/departments-a-h/city-manager-s-office/office-of-neighbor-support/neighborhood-associations and a map of neighborhood associations may be found at: https://gis.fortlauderdale.gov/PropertyReporter/?extent=-8928594%2C3010560%2C-8910249%2C3018338%2C102100 . Please provide acknowledgement and/or documentation of any public outreach.		Jonathan D'Angelo	Yes
Urban Design and Planning	1. General Comments Pursuant to State Statute 166.033(1) the application must be deemed approved, approved with conditions, or denied within 180 days of completeness determination, 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.		Jonathan D'Angelo	Yes
Urban Design and Planning	2. Plans and Elevations Provide additional clarification regarding the ground floor tenant space and if any additional tenants are anticipated. Confirm that only the single tenant utilizes both signage proposed displays.		Jonathan D'Angelo	Yes

Discipline	Comments	Attached To	Created By	Modifications Required
Urban Design and Planning	<p>2. Plans and Elevations Ground Sign. Below are comments related to the ground sign that must be addressed.</p> <ul style="list-style-type: none"> - Pursuant to Section 47-22.4.C.13.c Ground signs shall be setback five (5) feet from property line and not within five (5) feet of the edge of any pavement or sidewalk. - Provide the dimension from the face of the Monument sign to the edge of the sidewalk. - Clarify the wall height for the monument sign. 		Jonathan D'Angelo	Yes
Urban Design and Planning	<p>2. Plans and Elevations Blade Sign. Below are comments related to the blade sign that must be addressed.</p> <ul style="list-style-type: none"> - Pursuant to ULDR section 47-22.3.M Projecting signs, all projecting signs shall be installed or erected in such a manner that there shall be no visible support structures such as angle irons, guy wires or braces. - The narrative states that the proposal is for two (2) blade signs, however one is shown in the plans. Update the narrative to reflect the accurate number of blade signs. 		Jonathan D'Angelo	Yes
Urban Design and Planning	<p>2. Plans and Elevations Provide an enlarged site plan showing the location of the proposed signs with dimensions.</p>		Jonathan D'Angelo	Yes
Urban Design and Planning	<p>2. Plans and Elevations 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.</p> <p>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.</p> <p>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, placement, style, and sizing that bears no relation to the adjacent building's architecture.</p> <p>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. Explain</p>		Jonathan D'Angelo	Yes

Discipline	Comments	Attached To	Created By	Modifications Required
	<p>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.[TL2.1] As proposed, the placement of two (2) signs at the corner of SE 3 Avenue and Broward Boulevard creates sign clutter. Provide justification for the need for the two signs.</p>			
<p>Urban Design and Planning</p>	<p>3. Advisory Comments Additional comments may be forthcoming after next review of new plans and written comment responses.</p>		<p>Jonathan D'Angelo</p>	<p>Yes</p>