

## ORDINANCE NO. C-12-17

AN ORDINANCE AMENDING TEMPORARY SIGN REGULATIONS OF THE UNIFIED LAND DEVELOPMENT REGULATIONS OF THE CITY OF FORT LAUDERDALE, FLORIDA, TO EXTEND THE TIME PERIOD OF THE PILOT PROGRAM TO PERMIT ON A TEMPORARY BASIS BANNERS AND SANDWICH SIGNS; REVISING THE STANDARDS AND CRITERIA; PROVIDING AN EFFECTIVE DATE.

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WHEREAS, pursuant to Ordinance No. C-10-46 adopted on December 7, 2010 the City Commission approved a pilot program to allow banner signs in certain locations within the City subject to specific criteria; and

WHEREAS, this pilot program was approved for a period of twenty (20) months which is scheduled to expire in August, 2012; and

WHEREAS, at the City Commission's direction, staff has reexamined the criteria of the existing banner sign ordinance as well as conducted field research to determine the impacts of expanding the banner sign program and determined that an expansion of the banner sign program is appropriate in the context of the pilot program; and

WHEREAS, the City Commission finds that it is in the best interest of the public to implement staff's recommended expansion of the banner sign program and extend the duration of the Pilot Program for an additional twelve (12) months;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF FORT LAUDERDALE, FLORIDA:

SECTION 1. That during the Pilot Program established by Ordinance No. C-10-46, as amended herein, Section 47-22.3, General regulations, of Section 47-22, Sign Requirements, of the Unified Land Development Regulations (hereinafter referred to as "ULDR") of the City of Fort Lauderdale, Florida, is hereby amended to read as follows:

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## Sec. 47-22.3. General regulations.

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Z. Banner signs. Banner signs shall only be permitted in accordance with the following review process and requirements:

1. *Standards.* Banner signs shall only be permitted within a shopping center with access to a public right-of-way that is a minimum of seventy (70) feet in width. ~~that meets the following criteria:~~
  - a. ~~The development site on which a shopping center is located is no closer than 250 feet from any public right of way that is seventy feet or more in width measured at the closest points of the development site and the right-of-way; and~~
  - b. ~~The development site on which the shopping center is located has a minimum of fifteen (15) acres; and~~
  - c. ~~There are at least ten (10) different tenants or businesses within the shopping center.~~
2. *Location.* Banner signs shall be located on the development site in accordance with the following:
  - a. Shall only be attached to existing light poles contained wholly within the on-site parking facility associated with the development site; and
  - b. Shall be placed a Minimum ~~minimum of~~ twenty (20) feet from all other property lines; and
  - c. No banner sign shall be visible from adjacent residential property.

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3. Number. ~~No more than four (4) light poles per one (1) acre of on-site surface parking lot shall be utilized for the display of banner signs.~~ The number of banner signs located on a development site shall be in accordance with the following:
  - a. A maximum of two (2) banner signs may be attached at opposite sides to any given light pole. Each banner sign attached to a given light pole shall be of equal height and width dimensions and shall be attached to the light pole at an equal height relative to one another.
4. Dimensional requirements. The ~~setbacks~~, height and size width of a banner sign shall be as follows:
  - a. Maximum of ~~forty-eight (48)~~ eighty-four (84) inches in height; and;
  - b. Maximum of thirty (30) inches in width.

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SECTION 2. That the duration of the initial twenty (20) month period of the Pilot Program as described in Sections 2 and 4 of Ordinance No. C-10-46 is hereby extended an additional twelve (12) month from the original expiration date of August 7, 2012.

SECTION 3. That if any clause, section or other part of this Ordinance shall be held invalid or unconstitutional by any court of competent jurisdiction, the remainder of this Ordinance shall not be affected thereby, but shall remain in full force and effect.

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SECTION 4. That all ordinances or parts of ordinances in conflict herewith, be and the same are hereby repealed.

SECTION 5. That this Ordinance shall be in full force and effect ten days from the date of final passage.

PASSED FIRST READING this the 15th day of May, 2012.  
PASSED SECOND READING this the 5th day of June, 2012.

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Mayor  
JOHN P. "JACK" SEILER

ATTEST:

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City Clerk  
JONDA K. JOSEPH

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