

APPROVED
TOWN OF LAUDERDALE-BY-THE SEA
PLANNING AND ZONING BOARD
MEETING MINUTES
Jarvis Hall - 4505 Ocean Drive
Wednesday, February 5, 2020

1. CALL TO ORDER

Chair Ferrante called the Planning and Zoning (P&Z) Board meeting for the Town of Lauderdale-By-The-Sea (L-B-T-S) to order at approximately 6:00 PM.

2. PLEDGE OF ALLEGIANCE TO THE FLAG

The Pledge of Allegiance was recited.

ROLL CALL

Members present were Chair William Ferrante, Alan Bluestein, Howard Goldberg, Jeffrey Whyte, 1st Alternate Emeline Savidge, and 2nd Alternate Wayne Dillistin. The absentee member was Bernard Petreccia. Also present were Town Attorney James White, Development Services Director Linda Connors, Planner Jhanelle Campbell and Planning Technician Sydney Ramirez. (Note, for this meeting, 2nd Alternate Wayne Dillistin would participate but not vote.)

3. APPROVAL OF MINUTES

a. Previous Meeting Minutes – January 7, 2020

Mr. Whyte made a motion to approve the minutes of the regular P&Z Meeting of January 7, 2020 as presented. The motion was seconded by Mr. Bluestein. The motion carried 5-0.

4. PUBLIC COMMENTS

Chair Ferrante called for general public comments at this time which were not specific to the item on the agenda but there were no members of the public present. The Chair closed this portion of public comments.

5. TOWN PLANNER REPORT

Development Services Director Linda Connors said that the March P&Z Meeting was currently scheduled for March 4, 2020. The election was March 17th and at that time, the board would be dissolved. The Town Commission appoints the new board in April, at their second meeting on April 24, 2020. She explained that there was a property owner who wanted to revise their site plan application, and would prefer not waiting until the April P&Z Meeting. Development Services Director Connors told the property owner that if they submitted their application and the board was available to meet on March 11th and not March 4th, the Town would try to get them on the March agenda. So far, there was one board member with a conflict and she asked the other board members to let Planning Technician Sydney Ramirez know if they could attend on March 11th. She reminded the public that if they were interested in serving on the P&Z Board, they needed to get their application in. Also, the present board members need to let City Clerk Tedra Allen know if they were interested in being considered for reappointment.

6. NEW BUSINESS

a Ordinance 2020-03 Sign Code Amendments

The Chair introduced the agenda item and Development Services Director Linda Connors explained about the proposed Ordinance 2020-03 being presented tonight regarding sign code amendments. She reminded the board that the Town Commission held a workshop in May 2019 to discuss downtown issues such as noise, signs, and sidewalk café regulations. Tonight the board would hear the proposed ordinance to amend the current sign code regulations in two ways. Currently, sandwich signs were prohibited in Town and they asked the P&Z Board to consider allowing them west of A1A or fronting Ocean Drive. It should be one sign per business and placed adjacent to the business ensuring a minimum pedestrian path was maintained. Staff was also recommending regulations including but not limited to the sandwich sign must be removed and placed indoors when storm warnings were issued, placed indoors when the business was closed, not placed in landscape areas, 42" in height and 24" in width size limitation, the sandwich sign cannot be anchored to the sidewalk or chained to structures, and that the Town could remove them if the sandwich sign was not in compliance with the Town's regulations. The other way of amending signs was by maximum sign letter size explaining that size was previously established by the speed someone would pass a wall sign. She explained that the Town Commission suggested a slight amendment for corner properties allowing 18" letters for corner businesses fronting Commercial Boulevard and Ocean Drive. Staff was also requesting that the language in the Code for monument signs should be amended for clarity. The Town should establish a maximum size of 32 sq. ft. north of Pine Avenue and to remove any inconsistencies. We also have an exemption in the Code for Mid-Century Modern signs but it should only be for permanent signs.

Chair Ferrante wanted to know staff's recommendation for sandwich signs east of the beach area and Director Connors answered that the pedestrian path must be maintained, especially in the sidewalk café areas. Chair Ferrante felt, especially on the weekends, a path would be hard to maintain with a sandwich sign there because of heavy foot traffic. Mr. Goldberg concurred that there would be limited space with sandwich signs there but for businesses west of A1A, we have to find a way to keep them part of our vibrant community. Signs have to be there and we must focus on that area. Development Services Director Connors explained the way the proposed ordinance was written now. Mr. Goldberg, as a resident and Chamber of Commerce member, was recommending sandwich signs west of A1A, restricted in the east, and only to the west of A1A fronting Commercial. Ms. Savidge felt that sandwich signs were super helpful and a useful tool for all restaurants and bars. She felt they should be allowed for everyone. Mr. Goldberg felt that businesses in the east already have the advantage of location and we must drive business to the other side. We need bigger signs on the street.

Chair Ferrante said that businesses east of A1A were allowed wall signs that were restricted to a certain size. Mr. Whyte liked Mr. Goldberg's thoughts and suggested maybe a billboard sign installed higher up showing what was in each plaza. Mr. Dillistin felt that signs higher up were needed in the west where his business was located. However, he felt that we should not stop anyone from using a sandwich sign, if they wanted one for their business but it must be off the sidewalk and out of pedestrian areas. Development Services Director Connors explained that all the buildings were built to the property line, so sandwich signs would not be on private property, but rather in the Town right-of-way. Mr. Dillistin suggested placing a sandwich sign on top of a table.

Mr. Goldberg reiterated that they have to find some way to benefit the commercial people on the west. Mr. Whyte felt that if the board wanted to focus on the west, then that was what we should do. Mr. Dillistin said that we need signage out on Commercial by the street, if we want to help businesses in the west. Development Services Director Connors explained that this proposed ordinance was following up on what the Town Commission suggested which was to

consider sandwich signs. She clarified that there was a provision in the Code that allowed a business to post their menu on the wall. Mr. Goldberg spoke about how signs for the Food Market on Sunday in El Prado Park would get more people to attend.

Development Services Director Connors suggested getting the board's consensus on topics discussed tonight. There was board consensus for (1) amending the code for the Mid-Century Modern signage for permanent signs, (2) amending the language for monument signs for consistency in the code, (3) amending the maximum size of a letter on corner property to 18" for consistency in the code, and (4) allowing sandwich board signs in Town. Discussion ensued when Mr. Goldberg suggested allowing sandwich board signs only west of A1A (eliminating them from the east side of Town) for a 90-day test period to try to drive more traffic to the west. Then Mr. Whyte asked about sandwich signs on the east side. Chair Ferrante felt that the east side would probably not put the signs out during the season as there was foot traffic during that time. Maybe they would put them out when the season was over. Development Services Director Connors said that the way the proposed ordinance was written was that sandwich signs were allowed west of A1A on Commercial fronting A1A. Mr. Bluestein asked about other types of signs like permanent signs, not just sandwich board signs, to be allowed for those in the west. Ms. Savidge would like sandwich signs for everyone. Public comments were requested but as there were no members of the public present, public comments were opened and then closed.

Mr. Goldberg made a motion to recommend approval to the Town Commission of the proposed ordinance as written. The motion was seconded by Mr. Bluestein. For discussion, four were in agreement and Ms. Savidge was not in disagreement but only wanted the motion to be more inclusive and proffered that the ordinance should allow everyone, east and west, a sandwich sign and the rest of the ordinance was fine as written. She asked the maker of the motion and the second if they would accept an amended motion in place of theirs that would include sandwich signs (east and west) for everyone and they agreed with no objection. Discussion ensued and Town Attorney James White spoke about their amending the motion.

Ms. Savidge made an amended motion to recommend approval to the Town Commission of the proposed ordinance with only one amendment that sandwich signs would be permitted in both the east and west. The motion was seconded by Mr. Whyte. The motion carried 4-1 (Mr. Bluestein opposed).

Development Services Director Connors read into the record how line 68 of the proposed ordinance would be changed. She said that the proposed ordinance would be brought in front of the Town Commission at their February 25, 2020 meeting.

Development Services Director Connors inquired again about the change of date for the March 2020 P&Z Meeting from March 4th to March 11th. It was determined that there would be enough board members for a March 11, 2020 P&Z Meeting, so the meeting date of March 4 would be changed.

7. OLD BUSINESS

Ms. Savidge said she was absent for the January 2020 P&Z Meeting and asked about the subject of controlling noise level discussed at last month's meeting. Development Services Director Connors said it was suggested that a restaurant's speakers should be positioned so that the patrons in the restaurant could hear the music but the music would not be heard on the street, thus controlling noise level.

8. UPDATES/BOARD MEMBER COMMENT

9. ADJOURNMENT

Mr. Goldberg made a motion to adjourn at approximately 6:40PM. The motion was seconded by Mr. Bluestein. The motion carried 5-0.

Jeffrey
Whyte

Digitally signed by Jeffrey Whyte
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Chair Jeffrey Whyte

ATTEST:

Date Accepted:

05/15/2020

Development Services Director Linda Connors

Linda Connors