

# EXHIBIT 1

## PROPOSED AMENDMENTS/ UPDATE TO TOWN OF LAUDERDALE-BY-THE-SEA

### ARTICLE VIII - SIGN REGULATIONS

#### User Friendly Code Format Changes

- Renumbering and changing the order of the sign code sections
- Added Purpose and Applicability sections
- Added Definitions section
- Provide for Illustrations of certain sign types and sign regulations
- Clarified language regarding certain sign types
- Clarified language regarding sign design regulations and standards
- Updated lists of exempt signs, temporary signs, permitted and prohibited signs
- Deleted sign types that are not addressed in sign code
- Clarified that signs may not be placed in sight visibility triangles or within utility/ drainage easements
- Corrected scrivener's errors

## Table Summarizing Proposed Changes to Article VIII - Sign Code Regulations

Page 1 of 4

Regulation / Sign Type	Current Code	New Regulation /Proposed Change	More Restrictive(MR) Less Restrictive (LR) Not applicable (N/A)	Reason / Basis for Proposed Change
Administration and Permits	Does not provide a time limit as to when an applicant may respond to changes requested by the Town regarding compliance with sign permit regulations.	Provide two-month time period for applicants to respond to required information in conjunction with an application for a sign permit.	N/A	Prevents lingering applications over long periods of time and ensures compliance with sign code that is in effect at the time the application is submitted.
Amortization of Signs	None provided.  The code currently requires that any existing, previously permitted legal nonconforming sign - which would be a sign that does not conform to the provisions of the sign code as adopted, is to be removed upon new development or redevelopment.	Proposed amortization period has been included to require existing signs to comply with the sign code regulations within 10 years of the adoption of the sign code.	MR	It is recommended that an amortization period be included in the code to provide for compliance of signs as permitted by the sign code over time and not just when a property is redeveloped or new development occurs, as the provisions under the current code may result in existing legal nonconforming signs never being required to come into compliance with the adopted sign code regulations.  Proposed amortization period is to ensure compliance with the sign code regulations over time so as to improve the visual appearance of signs in compliance with the provisions of the code.
Automated Teller Machine (ATM) signs	Does not address ATM signage that is attached to an ATM device that is located outside.	Add language to provide for regulation of ATM signs that are attached to an ATM device that is located outside.	N/A	To update code to address this issue.
Box signs	This is only a description of the shape of a sign, and is not a sign type.	Delete "box sign".	N/A	To update code to address this issue.

**Table Summarizing Proposed Changes to Article VIII - Sign Regulations**

Regulation / Sign Type	Current Code	New Regulation /Proposed Change	More Restrictive(MR) Less Restrictive (LR) Not applicable (N/A)	Reason / Basis for Proposed Change
Definitions	<p>Does not contain certain definitions.</p> <p>-----</p> <p>Clarified existing definitions.</p>	<p>Add definitions including:</p> <ul style="list-style-type: none"> <li>• Adjoining:</li> <li>• Automated Teller Machine (ATM) sign</li> <li>• Electronic sign</li> <li>• Feather sign</li> <li>• Freestanding sign</li> <li>• Mural</li> <li>• Vehicular Use Area</li> </ul> <p>-----</p> <p>Modify definitions including:</p> <ul style="list-style-type: none"> <li>• Banner sign</li> <li>• Hanging sign</li> <li>• Monument sign</li> <li>• Painted signs</li> <li>• Portable advertising signs for uses adjoining a roadway under construction</li> <li>• Pylon sign</li> <li>• Sandwich sign</li> <li>• Vacancy/no vacancy/ rental availability sign</li> <li>• Window sign</li> </ul> <p>-----</p> <p>Deleted the following definitions:</p> <ul style="list-style-type: none"> <li>• Sign size - moved criteria for sign size to sign design criteria</li> </ul>	N/A	To update code.
Hanging signs	<p>Does not address different types of hanging signs, such as projecting signs, and limits the location of signs so that they can only be attached to the underside of a canopy / awning.</p>	<p>Allow different types of hanging signs, including signs that are perpendicular to the building, projecting signs, blade signs, and add to hanging sign definition. Allow these signs to be attached to any portion of the building, with certain standards.</p> <p>-----</p> <p>Allow one hanging sign per business use in a multitenant building and one sign per nonresidential use in a free standing building.</p> <p>-----</p> <p>Change min. height clearance for such signs from 7 feet to 8 feet.</p>	<p>LR</p> <p>-----</p> <p>MR</p>	<p>To address issue as requested by business owners.</p> <p>-----</p> <p>These types of signs are very favorable for pedestrian areas, and will also help in providing alternative commercial signage that can be seen from vehicles traveling east/ west on Commercial Blvd.</p> <p>-----</p> <p>Such signs are encouraged in urban design/main street areas.</p> <p>-----</p> <p>In that it is proposed to allow more of these types of signs at various locations on a building - the minimum height clearance of 8 feet is a standard that is supported by urban design principles for such signage.</p>

**Table Summarizing Proposed Changes to Article VIII - Sign Regulations**

<b>Regulation / Sign Type</b>	<b>Current Code</b>	<b>New Regulation /Proposed Change</b>	<b>More Restrictive(MR) Less Restrictive (LR) Not applicable (N/A)</b>	<b>Reason / Basis for Proposed Change</b>
Holiday Lighting	Does not provide for a time period.	Proposed time period limit: Allow up to 30 days prior to date of a holiday and require removal within 2 weeks following date of a holiday	MR	To address the potential for visual blight that may otherwise result without the proposed regulation.
Maximum letter size	Code allows upper case letters in a sign to be increase in size by 20% and requires in such instances that the lower case lettering be decreased by 20%	Remove the regulation.	MR	The current regulation is not based on a need for such letter size changes and is in opposition to sign letter standards recommended by urban design professionals.
Menu Board signs	Does not address when a menu is attached to a hostess stand.	Added language to address menu board signs attached to a portable hostess stand as a permitted sign, with added criteria.	N/A	To update code to address this issue.
Murals	States that murals are for public art purposes, but allows 5% of mural for commercial content	Remove ability for mural to contain 5% commercial content, thereby any mural with commercial content is a prohibited sign.  Murals without commercial content are exempt from the sign code.	MR	To prohibit murals which contain a commercial message of any type.
Neon Window signs	Limits window neon signs as temporary sign and requires annual license.	Change code to allow window neon signs as permitted signs, removing requirement for annual license.	LR	To address current conditions re this sign type.
No parking, no trespassing and similar signs	Does not limit on number of signs	Proposed limit to allow up to four signs per property.	MR	To address the potential for visual blight that may otherwise result without the proposed regulation.
Number of items of information allowed to be contained within a sign	Code restricts 2 items of information for retail, office, restaurants, lounges, apartment buildings and condominium uses.	Allow 3 items of information per such sign.	LR	To be consistent with the number of items of information allowed for hotels and motels, which permits 3 items of information per sign.

**Table Summarizing Proposed Changes to Article VIII - Sign Regulations -Page 4 of 4**

Regulation / Sign Type	Current Code	New Regulation /Proposed Change	More Restrictive(MR) Less Restrictive (LR) Not applicable (N/A)	Reason / Basis for Proposed Change
Political Candidate /Election Issue signs	Does not provide for limit on number of signs.	Proposed limit of one sign per property per street frontage - per candidate/ election issue.  Change code to require candidate or property owner to remove signs as opposed to person in charge of campaign or company erecting the sign.		To address the potential for visual blight that may otherwise result without the proposed regulation.  To address issue regarding who is responsible for removal of such signs.
Portable advertising signs for use adjoining a roadway under construction		Clarify that these signs are allowed when associated with a nonresidential use when adjacent to a roadway that is under construction.	LR	To update code to address this issue.
Roof signs	Code states that roof signs are permitted but not encouraged.	Delete this statement as it is not enforceable.	N/A	To update code to address this issue.
Stenciled signs, permanent	Code does not allow for stenciled signs.	Allow stenciled signs when used as a permanent sign.	LR	Stenciled signs when used for a permanent sign, can be very attractive, and provide an artistic and unique type of sign. All such signs are required to be professionally applied.
Streamers, spinners and feather signs	Not addressed in code	Add as prohibited sign type and add definition for feather signs.	N/A	To update code to address this issue.
Vacancy, No vacancy signs	Does not address signage for rental availability for apartments.	Add term "rental availability" to this sign type, although they exist throughout the community.	N/A	To address current conditions re this sign type.
Wall signs	In B1A and B1 zoning districts:  Does not allow wall sign on the side of a building face adjoining a private parking/ private vehicular use area.	Allow additional walls in B-1-A and B-1 zoning districts, as follows:  A commercial building located within the B-1-A or B-1 zoning district that has a building wall facing a private vehicular use area located on a side of the building other than its primary lot frontage, may be allowed up to three additional wall signs ("end signs") (no more than one per tenant) provided the building wall is not facing a single or multifamily residential use. End Signs must be for uses within the building. The cumulative total of the End Signs shall not exceed 16 square feet which sign area shall not be included in the total building signage.	LR	To address issue as requested by business owners.
Other changes:		Added language in exempt sign section of the code that signs that are owned, erected, constructed, posted, painted, modified, relocated or maintained by the Town shall be exempt from the provisions of this Article.	N/A	