

TOWN OF DAVIE - Proposed sign on AGRICULTURAL zoned LAND.

CHECKLIST LOCAL BILLS NOT RELATED TO ANNEXATION

☒ **COVER LETTER TO DELEGATION OFFICE**

Make sure the letter includes:

- Brief description of the bill
- Statement why legislation cannot be accomplished at the local level
- Name of Delegation member sponsoring the bill
- Name, address and telephone number of contact person

NOTE: If this local bill was previously filed with the legislature, please include the year the bill was filed and the bill number in your cover letter.

☒ **BILL DRAFT (Word version should be emailed.)**

Make sure that the date is in the upper right-hand corner.

☒ **ECONOMIC IMPACT STATEMENT**

Make sure that there is one form with an original signature. The form can be found on the Florida House site.

☒ **1 ORIGINAL OF THE ABOVE INFORMATION**

☒ **CONFIRMATION LETTER FROM SPONSOR**

**Email packet and copies of supporting documents to
rmayersohn@broward.org**

Wahl vom 2. März 1925 in der Stadtgemeinde Wien

OFFICE OF THE MAYOR AND TOWN COUNCIL

8800 SW 36th Street • Davie, Florida 33328
Office: 954-797-1030 • Fax: 954-797-1182
www.davie-fl.gov

TOWN COUNCIL

October 17, 2025

Judy Paul
Mayor

Robert "Bob" Mayersohn
Executive Director
Broward Delegation Office
115 S. Andrews Avenue, Suite #429
Fort Lauderdale 33301

COUNCILMEMBERS

Michelle Whitman
Councilmember
District 1

RE: Local Bill to authorize a Sign Construction on Town owned Agriculturally Zoned Parcel

Dear Mr. Mayersohn:

Caryl Hattan
Vice Mayor
District 2

The Town of Davie is requesting a special act that would legislatively authorize the Town to install a sign at the Farm Park, a Town owned property. The site is located on the western edge of the Town of Davie, bordering I-75 to the west, Shotgun Road to the east, and SW 36th Street (South Post Road) to the South.

Susan Starkey
Councilmember
District 3

The 80-acre parcel is in the development phase and will celebrate Davie's agricultural history and will include local farming, livestock, an education center, a pavilion, stables, a riding arena, equestrian trails, a farmers' market, playground, and an overlook area.

Marlon Luis
Councilmember
District 4

The Town of Davie is pursuing approval from the Florida Legislature for the installation of a sign at a designated site. Florida Statute 479.024 only authorizes Signs on properties zoned for Commercial and Industrial use. The Farm Park is currently zoned agricultural, and Town does not desire to rezone the property to a commercial or industrial zoning district as it is not compatible with the surrounding area.

As such, the Town is requesting the Florida Legislature to approve the proposed sign installation on land that does not currently permit outdoor advertising, off-premises signage and/or billboards per local, county or state law (Florida Statutes 479).

If approved, it is anticipated that the Town could see revenues of approximately \$300,000 to \$500,000 annually, which will be earmarked solely for the operations at the Farm Park.

The Town firmly believes that this sign will deliver substantial benefits to the community by effectively promoting local activities, disseminating public safety announcements, issuing emergency notifications, and displaying vital weather and amber alerts. We are committed to maintaining high standards and will enforce strict restrictions to prohibit any advertisements that encourage unlawful behavior, contain obscenity, are sexually explicit, promote hate, endorse violence or discrimination, or violate accepted moral standards.


To ensure that residents living within 1,000 feet of the proposed project had a clear opportunity to express their views, the Town successfully hosted a community meeting to gather feedback. Furthermore, the Town provided a comment period to accommodate any further input, objections, or feedback. No comments were received in objection to the local bill.

The Town's proposed local bill is being sponsored by State Representative Michael Gottlieb, District 102. There are no previous legislative requests related to this property or project.

Should you have any questions, or require additional information, please contact Town Administrator Richard J. Lemack, by email at rlemack@davie-fl.gov, by telephone at 954-797-1034 or by mail at 8800 SW 36th Street, Davie, FL 33328. You may also contact Lauren Jackson, Governmental Relations Consultant, Ericks Consultants Inc, by email at lauren@ericksconsultants.com or by phone at 931-265-8999.

Enclosed please find the initial draft local bill and economic impact statement. Thank you for your time and assistance.

Sincerely,



Judy Paul
Mayor

CC: Town Councilmembers
Town Administrator Richard J. Lemack
Deputy Town Administrator Macciano K. Lewis
Assistant Town Administrator Phillip R. Holste
Town Attorney Allan Weinthal
William Ackerman Budget and Finance Director
Development Administrator Leona Henry

1 A bill to be entitled

2 An act relating to the Town of Davie, Broward County;
3 providing an exception to general law; permitting a sign
4 on agriculturally zoned property on I-75
5 within the Town of Davie; providing an exception and
6 applicability; providing an effective date.
7

8 Be It Enacted by the Legislature of the State
9 of Florida:

10 Section 1. The Town of Davie owns real property zoned for
11 agricultural purposes, more particularly described as follows:
12

13 Blackstone Creek, Plat Book 175, Page 82 Block
14 Portion of Tract A described as parcels 1,2 & 4 in
15 Broward County Official Records Book 46669, Page
16 1626, less a Right of Way described in Official
17 Records Book 41139, Page 704, Less a portion
18 described in instrument number 114396648.
19

20 Section 2. Notwithstanding ss. 479.024, Florida Statutes,
21 a sign, as defined in ss. 479.01(19), Florida Statutes, shall be
22 permitted on the Property owned by the Town of Davie described
23 in section 1, provided the sign complies with all other
24 statutory requirements under chapter 479. Nothing herein is
25 intended to approve signs on any other property within the Town
26 of Davie.

27 Section 3. This act shall take effect upon becoming a law.

HOUSE OF REPRESENTATIVES
LOCAL BILL ECONOMIC IMPACT STATEMENT FORM

Read all instructions carefully.

House local bill policy prohibits a local bill from being considered by a committee or subcommittee without an Economic Impact Statement. This form must be prepared by an individual who is qualified to establish fiscal data and impacts and has personal knowledge of the information given (for example, a chief financial officer of a particular local government) and include information for the first two full fiscal years after the effective date of the local bill. Please file this completed form with the Clerk of the House as soon as possible after a bill is filed. Additional pages may be attached as necessary.

BILL #:

SPONSOR(S): House of Representative Michael Gottlieb, District 102

RELATING TO: Town of Davie: Sign Construction on Town owned Agriculturally Zoned Parcel

[Indicate Area Affected (City, County or Special District) and Subject]

☐

Check if this is a revised Economic Impact Statement

I. REVENUES:

These figures are new revenues that would not exist but for the passage of the bill. The term "revenue" contemplates, but is not limited to, taxes, fees, and special assessments. For example, license plate fees may be a revenue source. If the bill will add or remove property or individuals from the tax base, include this information as well.

	<u>First FY</u>	<u>Second FY</u>
Revenue decrease due to bill:	\$ 0	\$ 0
Revenue increase due to bill:	\$ 500,000	\$ 500,000

II. COST:

Include all costs, both direct and indirect, including start-up costs. If the bill repeals the existence of a certain entity, state the related costs, such as satisfying liabilities and distributing assets.

Expenditures for Implementation, Administration, and Enforcement:

<u>First FY</u>	<u>Second FY</u>
\$ 750,000	\$ 40,000

Please include explanations and calculations regarding how each dollar figure was determined in reaching total cost.

The Town of Davie analyzed similar typed signage in other private entities to generate the expenditure cost estimate.

The first year's cost is based on the Infrastructure needed for the implementation; the second year's cost is based on the ongoing maintenance and operation for the equipment including software updates, replacement parts, and other contractual services.

III. FUNDING SOURCE(S):

State the specific sources from which funding will be received, for example, license plate fees, state funds, borrowed funds, or special assessments.

If certain funding changes are anticipated to occur beyond the following two fiscal years, explain the change and at what rate taxes, fees, or assessments will be collected in those years.

	<u>First FY</u>	<u>Second FY</u>
Local:	\$ <u>0</u>	\$ <u>0</u>
State:	\$ <u>0</u>	\$ <u>0</u>
Federal:	\$ <u>0</u>	\$ <u>0</u>

IV. ECONOMIC IMPACT:

Potential Advantages:

Include all possible outcomes linked to the bill, such as increased efficiencies, and positive or negative changes to tax revenue. If an act is being repealed or an entity dissolved, include the increased or decreased efficiencies caused thereby. Include specific figures for anticipated job growth.

1. Advantages to Individuals: Utilized for emergency notification including amber alerts, severe weather alerts, and public safety announcements.
2. Advantages to Businesses: While businesses will have the opportunity to promote their goods and services, the Town will enforce rules related to allowable displays.
3. Advantages to Government: Including the above, generate revenue earmarked for the Farm Park operations and promote Town activities, initiatives and programs. In addition, the Farm Park will have educational components for students throughout Broward County.

Potential Disadvantages:

Include all possible outcomes linked to the bill, such as inefficiencies, shortages, or market changes anticipated. Include reduced business opportunities, such as reduced access to capital or training. State any decreases in tax revenue as a result of the bill.

1. Disadvantages to Individuals: None
2. Disadvantages to Businesses: None

3. Disadvantages to Government:

If this is not approved, the expected revenue will
need to be absorbed by the Town's General Fund.

V. DESCRIBE THE POTENTIAL IMPACT OF THE BILL ON PRESENT GOVERNMENTAL SERVICES:

The potential impacts include generating revenue earmarked for the operations at the Farm Park, promoting Town activities, and displaying public safety announcements, including but not limited to weather and amber alerts.

VI. SPECIFIC DATA USED IN REACHING ESTIMATES:

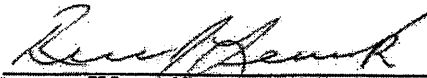
Include the type(s) and source(s) of data used, percentages, dollar figures, all assumptions made, history of the industry/issue affected by the bill, and any audits. Evaluation of industry standards and private entities with similar type projects.

VII. CERTIFICATION BY PREPARER

I hereby certify I am qualified to establish fiscal data and impacts and have personal knowledge of the information given. I have reviewed all available financial information applicable to the substance of the above-stated local bill and confirm the foregoing

Economic Impact Statement is a true and accurate estimate of the economic impact of the bill.

PREPARED BY:



[Must be signed by Preparer]

Print preparer's name:

Richard J. Lemack

October 17, 2025

Date

TITLE (such as Executive Director, Actuary, Chief Accountant, or Budget Director):

Town Administrator

REPRESENTING:

Town of Davie

PHONE:

954-797-1034

E-MAIL ADDRESS:

rlemack@davie-fl.gov



Florida House of Representatives

State Representative Michael Gottlieb

District 102

District Address:
8958 W. State Rd. 84, PMB #302
Davie, FL 33324
District Office: (954) 655-5498
Cell: (954) 682-0999

Tallahassee Address:
402 S. Monroe St
403 HOB
Tallahassee, Florida 32399
Tallahassee Office: (850) 717-5102

Michael.Gottlieb@myfloridahouse.gov

October 16th, 2025

Robert Mayersohn, Executive Director
Broward County Legislative Delegation
115 S. Andrews Avenue, Room 429
Fort Lauderdale, FL 33301

Re: Sponsorship of Town of Davie Local Act to Create an Exemption to General Law to Permit a Sign on a Specific Parcel of Land
Zoned for Agricultural Use

Dear Mr. Mayersohn:

Please accept this letter as confirmation of sponsorship of the attached local bill entitled:

An act relating to the Town of Davie, Broward County; providing an exception to general law; permitting a sign on agriculturally zoned property on I-75 within the Town of Davie; providing an exception and applicability; providing an effective date.

This local bill would create an exemption to general law permitting placement of a billboard sign on specific parcel of land owned by the Town and located alongside I-75, within my district, that is currently zoned for agricultural use. Florida statutes only allow signs to be permitted on land zoned for commercial or industrial use. The Town intends to use the billboard as a diversified revenue source to help fund the operations of an agricultural park initiative and has conducted public outreach on the placement of the billboard on this specific site.

Please feel free to contact me at (954) 682-0999 if you have any additional questions.

Kindest Regards,

State Representative, District 102

Committees

- Judiciary Committee – *Ranking Member*
 - Appropriations Committee
 - Justice Appropriations Subcommittee
 - Local Administration, Federal Affairs & Special Districts Subcommittee
 - Rules Committee – *Ranking Member*
 - Infrastructure Strategies Committee
 - Criminal Justice Subcommittee
- Democratic Floor Leader

MG/ls



Florida House of Representatives

State Representative Michael Gottlieb

District 102

District Address:
8958 W. State Rd. 84, PMB #302
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Tallahassee Address:
402 S. Monroe St
403 HOB
Tallahassee, Florida 32399
Tallahassee Office: (850) 717-5102

Michael.Gottlieb@myfloridahouse.gov

October 16th, 2025

Robert Mayersohn, Executive Director
Broward County Legislative Delegation
115 S. Andrews Avenue, Room 429
Fort Lauderdale, FL 33301

Re: Letter in Support of Town of Davie Local Act to Create an Exemption to General Law to Permit a Sign on a Specific Parcel of Land Zoned for Agricultural Use

Dear Mr. Mayersohn:

Please accept this letter in support of the attached local bill entitled:

An act relating to the Town of Davie, Broward County; providing an exception to general law; permitting a sign on agriculturally zoned property on I-75 within the Town of Davie; providing an exception and applicability; providing an effective date.

This local bill would create an exemption to general law permitting placement of a billboard sign on specific parcel of land owned by the Town and located alongside I-75, within my district, that is currently zoned for agricultural use. Florida statutes only allow signs to be permitted on land zoned for commercial or industrial use. The Town intends to use the billboard as a diversified revenue source to help fund the operations of an agricultural park initiative and has conducted public outreach on the placement of the billboard on this specific site.

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Kindest Regards,

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 - Infrastructure Strategies Committee
 - Criminal Justice Subcommittee
- Democratic Floor Leader

MG/ls



OFFICE OF THE TOWN CLERK
800 SW 36 STREET DAVIE, FLORIDA 33328
PHONE: 954.797.1000 FAX: 954.797.1087 WWW.DAVIE-FL.GOV

TOWN OF DAVIE DOCUMENT CERTIFICATION

I certify that this document is a complete and true copy of the original document on file at the Town of Davie. No. 4 of pages

Witness my hand and official seal of the Town of Davie, Broward County, Florida on this 15th day of October, 2025.



A handwritten signature in dark ink, appearing to read "Evelyn Roig", is written over a horizontal line.

Evelyn Roig, MMC, Town Clerk

DAVIE, FLORIDA

RESOLUTION NO. R 2025-209

A RESOLUTION OF THE TOWN OF DAVIE, FLORIDA, AUTHORIZING THE TOWN ADMINISTRATOR TO SUBMIT A LOCAL BILL TO THE STATE OF FLORIDA LEGISLATURE THROUGH THE BROWARD LEGISLATIVE DELEGATION FOR THE CONSIDERATION AND APPROVAL OF A DOUBLE-FACED DIGITAL BILLBOARD AT THE FARM PARK; PROVIDING FOR CONFLICTS; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Town of Davie is proposing the implementation of a digital billboard at the Farm Park, a Town owned property located on the western edge of the Town of Davie, bordering I-75 on the west, Shotgun Road on the east, and SW 36th Street (South Post Road) on the South;

WHEREAS, the Farm Park is an 80-acre parcel in the development phase that will celebrate Davie's agricultural history and will include local farming, livestock, an education center, a pavilion, stables, a riding arena, equestrian trails, a farmers' market, playground, and an overlook area;

WHEREAS, the digital billboard will be located on the Farm Park expansion property which is a agriculturally zoned;

WHEREAS, the Town does not want to rezone the property to a commercial or industrial zoning district as it is not compatible with the surrounding area;

WHEREAS, the Town of Davie is seeking the State of Florida Legislature's approval for the proposed digital billboard installation on land that does not currently permit outdoor advertising, off-premises signage and/or billboards per local, county or state law (Florida Statutes 479);

WHEREAS, permitting this billboard will not change the restrictions in the Town of Davie's billboard Code of Ordinances that prohibits additional billboards in the Town of Davie;

WHEREAS, the anticipated revenue generated by the billboard will be earmarked for the sole purpose of operations at the Farm Park;

WHEREAS, the Town of Davie envisions this billboard will provide significant benefits for the Town including promoting Town activities, public safety announcements, emergency notifications, displaying weather and amber alerts;

WHEREAS, the Town will impose advertising restrictions that would prohibit advertisement that promotes unlawful activity, contains obscene, sexually explicit, or hate based material, endorses violence or discrimination, or violates moral turpitude;

WHEREAS, the proposed sign will be located over 1,000 feet from any residential property with the sign face directed solely along the I-75 corridor;

WHEREAS, on September 11, 2025, the Town disseminated a community meeting public meeting notice to the residential properties within 1,000 ft of the proposed site of the billboard;

WHEREAS, the community meeting was held on September 30, 2025, to elicit community input;

WHEREAS, after the meeting was held, residents were also afforded an additional seven days to provide comments, objections, and feedback on the proposed billboard;

WHEREAS, no objections were received; and

WHEREAS, the Town of Davie is proceeding with the State Local consideration of the digital billboard at the Farm Park.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF DAVIE, FLORIDA THAT:

Section 1. Legislative Findings/Recitals. The above recitals are hereby adopted by the Town Council of the Town of Davie as its legislative findings relative to the subjects and matters set forth in this Resolution.

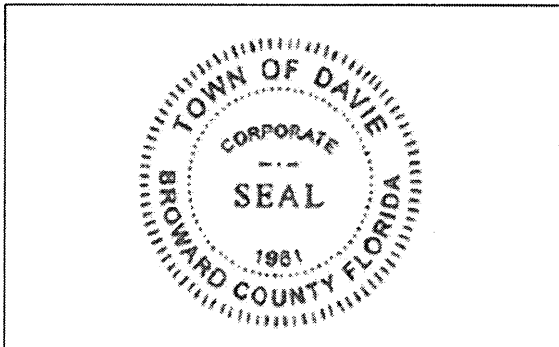
Section 2. The Town Council of the Town of Davie does hereby approve the Town Administrator to submit a local bill to the State of Florida Legislature through the Broward Legislative Delegation for the approval of a double-faced digital billboard at the Farm Park on land that does not currently permit outdoor advertising, off-premises signage and/or billboards per local, county or state law (Florida Statutes 479).

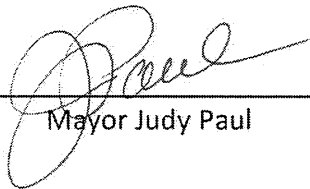
Section 3. Severability. If any provision of this Resolution or the application thereof to any person or circumstance is held invalid, it is the intent of the Town Council that such invalidity shall not affect other provisions or applications of the Resolution which can be given effect without the invalid provision or application and, to this end, the provisions of this Resolution are declared severable.

Section 4. Conflicts. All resolutions or parts of resolutions in conflict with any of the provisions of this Resolution are hereby repealed.

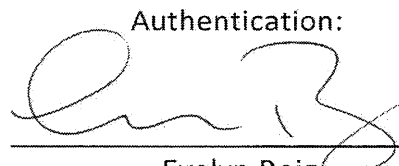
Section 5. Effective Date. This Resolution shall take effect immediately upon its passage and adoption.

PASSED AND DULY ADOPTED by the Town of Davie Town Council on this 15th day of October, 2025.





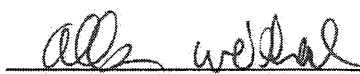
Mayor Judy Paul

Authentication:


Evelyn Roig
Town Clerk

Motion: <i>Councilmember Starkey</i>		
Second: <i>Councilmember Whitman</i>		
<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Approved Subject To		
Vote	Yea	Nay
Mayor Paul	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vice Mayor Hattan	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Councilmember Whitman	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Councilmember Starkey	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Councilmember Luis	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Approved by the Town Attorney
as to form and legal sufficiency:



 Allan T. Weinthal

