

Staff Report

File #: LN-292

ARCHITECTURAL APPEARANCE COMMITTEE

Meeting Date: March 7, 2023

401 N FEDERAL HIGHWAY - MASTER SIGN PROGRAM

Request: Master Sign Program Amendment
P&Z# 22-30000003
Owner: 401 Federal Investments LLC 401
Project Location: N. Federal Highway
Folio Number: 484236000450
Land Use Designation: ETOC (East Transit Oriented Corridor)
Zoning District: TO-EOD (Transit Oriented - East Overlay District)
Commission District: 1 (Andrea McGee)
Agent: Glen Welden (864-353-8026)
Project Planner: Lauren Gratzer (954-545-7792 / lauren.gratzer@copbfl.com)

Summary:

The applicant is requesting approval for a revised Master Sign Program for the shopping plaza located at 401-435 N Federal Highway. Pursuant to §155.2416, [Master Sign Program], all multi-tenant mixed-use or multi-tenant nonresidential developments which exceed 5,000 square feet and which are located along a designated arterial or collector road(s) as defined by the Broward County Trafficways Plan are required to obtain Master Sign Program approval. The Master Sign Program must be reviewed and approved by the Architectural Appearance Committee (AAC), prior to Zoning Compliance Permit approval.

The submittal of this Master Sign Program is a revision to the submittal previously approved at the August 2, 2022 AAC meeting and from the original approval at the June 7, 2022 AAC meeting. Since the August 2022 approval, the property owner has determined that the tenant space shown on the elevations as the PETSMAST unit is the plaza's anchor tenant and therefore would like to be reviewed as a "Building Sign" rather than an individual tenant's "Wall Sign" pursuant to Sign Code Section 156.08. for Overlay Districts. "Building Signs" are permitted on multi-tenant nonresidential or multi-tenant mixed used buildings with a maximum of 60 square feet for each sign permitted, and lettering shall be a maximum of 36 inches in height. Generally, one "Building Sign" is permitted per building for buildings with more than one tenant with a public entrance on the first floor. Buildings on a corner lot may be permitted one "Building Sign" per street frontage. This differs from tenant "Wall Signs", in which are permitted for each business within the plaza and are generally smaller in size. This submittal includes those narrative changes and the revised proposed

elevations to include the anchor Building Sign on elevation sheet 6.

The remainder of the proposal is consistent with the previous approval and includes wall signs on the building façade and window signs on tenant entrance doors. The renderings and elevations included in this proposal are based on facade renovations that are under construction at this time. Each wall sign will consist of channel letters painted either the individual business corporate branded colors or the default color for the plaza, white. The maximum letter height is limited to 24 inches for the tenant wall sign or 36 inches for the anchor Building Sign, per § 156.08.A.2.b [Overlay Districts], and the total square footage is limited per the size of each bay, outlined in the Master Sign Program elevations. There are two alternative sign locations shown on the elevation sheets 4 & 7 (to the right of Trek and the right of Pet Supermarket). This is in order to provide sign location options for the tenants in the interior of the plaza. The property has an existing legally nonconforming monument sign that is included in this Master Sign Program. However, no changes are proposed for this monument sign and the plans include a note stating that the sign will come into full compliance pursuant to the standards of the Code if any changes are proposed in the future.

The property is located on the northwest corner of North Federal Highway and NE 4 Street.

Pursuant to Section 155.2205, Code of Ordinances, the Architectural Appearance Committee may require such changes in plans and specifications as, in its judgment may be requisite and appropriate to ensure that the exterior appearance of buildings and structures enhances the aesthetic character of the surrounding development by complying with the architectural appearance standards of this Code and approved design guidelines.

Zoning | Existing Uses

A. Subject property (Zoning | Existing Use):

TO-EOD (Transit Oriented within the East Overlay District) | Commercial shopping plaza

B. Surrounding Properties (Zoning District | Existing Use):

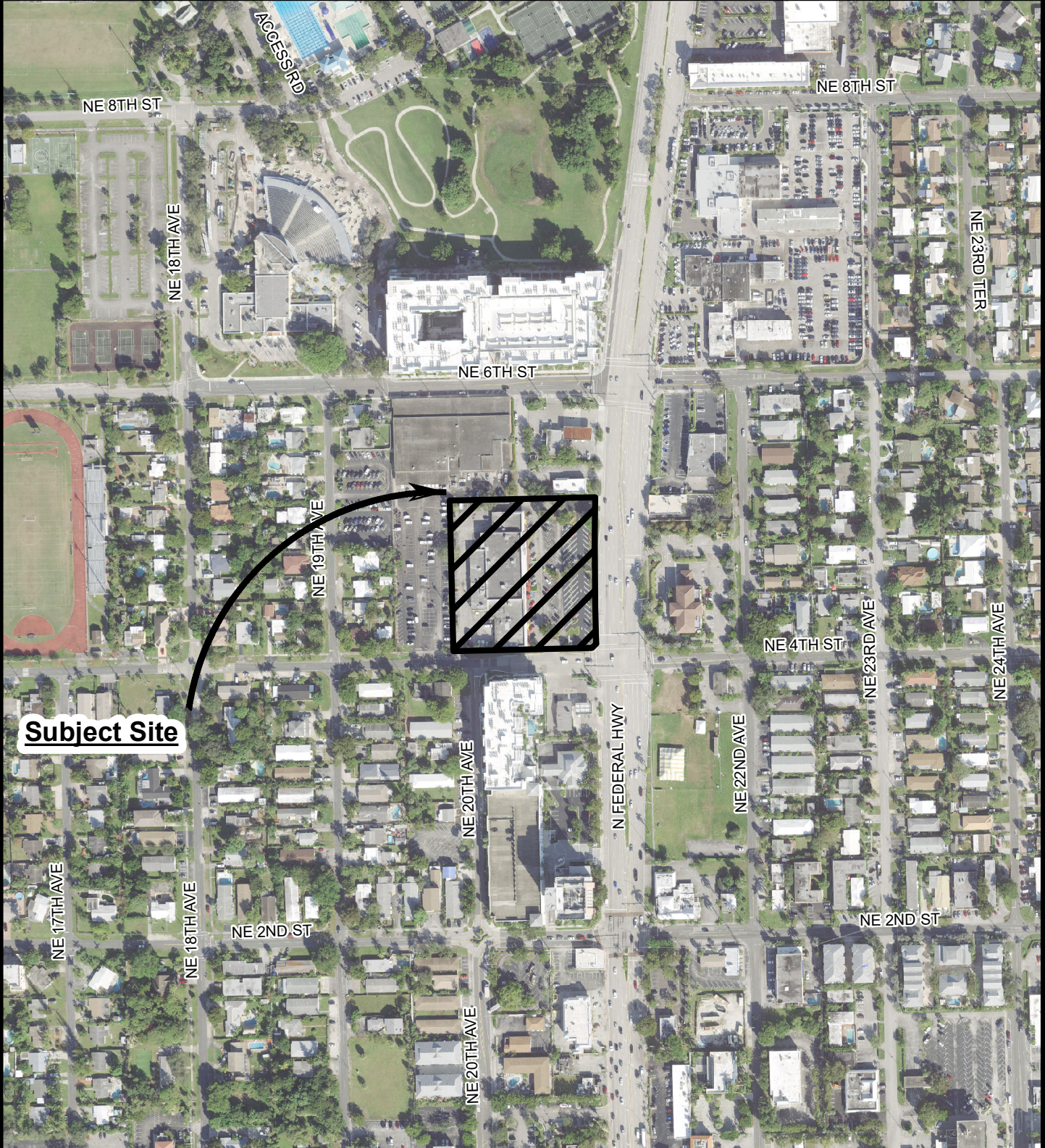
- 1) North - TO-EOD (Transit Oriented within the East Overlay District) | Vacant commercial building
- 2) South - TO-EOD (Transit Oriented within the East Overlay District) | Gas station & residential apartments
- 3) East - TO-EOD (Transit Oriented within the East Overlay District) | Bank building
- 4) West - TO-EOD (Transit Oriented within the East Overlay District) | Private parking lot

Staff Conditions:

The Planning and Zoning Division has reviewed and evaluated the Master Sign Program submitted to the City of Pompano to determine its conformity with applicable City codes and requirements. If approved by the Architectural Appearance Committee, staff recommends including the following conditions:

1. The approval of a Sign Code Compliance Permit must be obtained before or concurrently with a building permit for each sign.

CITY OF POMPANO BEACH AERIAL MAP



Subject Site

1 in = 333 ft

401 N FEDERAL HIGHWAY

PREPARED BY:
DEPARTMENT OF
DEVELOPMENT SERVICES