



Staff Report

File #: LN-826

ARCHITECTURAL APPEARANCE COMMITTEE

Meeting Date: JULY 7, 2026

BEACHWAY PLAZA MASTER SIGN PLAN

**Request:** Master Sign Program  
**P&Z#** 26-30000003  
**Owner:** SELBY OF FLORIDA LLC  
**Project Location:** 800-898 N Federal Highway  
**Folio Number:** 484331230010  
**Land Use Designation:** C (Commercial)  
**Zoning District:** B-3 (General Business)  
**Commission District:** 1 (Audrey Fesik)  
**Agent:** Robert Murdock  
**Project Planner:** Saul Umaña (saul.umana@copbfl.com) / 954-786-4662

Summary:

The applicant is seeking approval for a Master Sign Program for the commercial plaza located at 800-898 North Federal Hwy. Pursuant to §155.2416 of the Pompano Beach Code of Ordinances, multi-tenant developments exceeding 5,000 square feet and located along designated arterial or collector roads are required to obtain Master Sign Program approval from the Architectural Appearance Committee (AAC) prior to obtaining a Zoning Compliance Permit.

The Master Sign Program establishes standards for building signage, including construction and mounting, size and placement, colors, and fonts. Building signs for tenants are generally limited to one sign per tenant frontage, with sign area restricted to the lesser of 10 percent of the tenant façade area or 75 percent of the sign band area. The signs will be illuminated, channel letters, aluminum with 5-inch returns. Text size will be 15”, 24”, or 36” letter heights for single-line signs, and 15” letter heights for two-line signs. Letters will be either white, red, or black, and the font will be either Arial Bold or Helvetica Bold. The signs will be centered within the approved sign band areas. The Program also establishes standards for tenant signage on the one existing free-standing sign.

The property is located on the east side of North Federal Highway, across from the Pompano Beach Community Park.

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):

General Business (B-3) | Commercial Plaza

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

North - General Business (B-3) | Automobile Dealership

South - General Business (B-3) | Automobile Dealership

East - Two-Family Residence (RD-1) | Multi-Family, Single-Family Homes

West - Community Facility (CF) | Pompano Beach Community Park

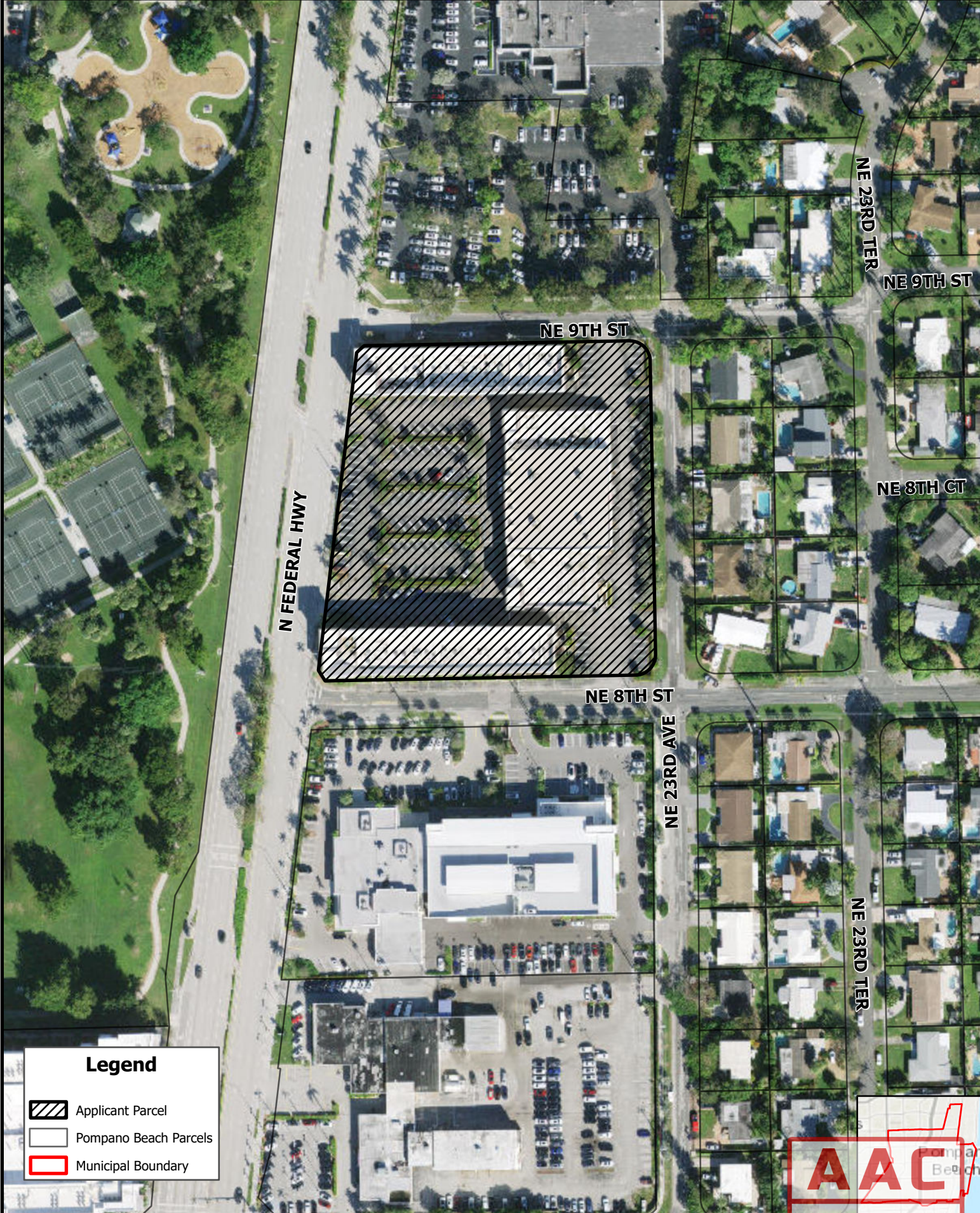
**Staff Conditions:**

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.
2. If an inconsistency or conflict is found between the Master Sign Program and Chapter 156, Sign Code, the more restrictive requirement applies.



# CITY OF POMPANO BEACH AERIAL MAP



**Legend**

-  Applicant Parcel
-  Pompano Beach Parcels
-  Municipal Boundary

Scale:  
1:1,800

Date Exported:  
6/9/2026

800-898 N Federal Hwy - Beachway Plaza  
SELBY OF FLORIDA LLC

**AAC**

PZ26-3000003  
07/07/2026

**Pompano  
beach**  
Florida's Warmest Welcome

Created by:  
Department of  
Development Services