

## **EXHIBIT W**

### **Sign Regulations for LIVE! Resorts Pompano PCD**

#### **1) General Requirements**

- a) Purpose: The intent of the sign regulations of this exhibit and the resulting Master Sign Programs are to create vibrant, clear, attractive signage and graphics that enhances the LIVE! Resorts Pompano PCD (the PCD) while aiding in navigation for the residents and visitors within the mixed-use development. To achieve this objective, these signage regulations encourage the use of innovative, animated, cutting-edge signage solutions that bring a unique and distinctive character to the PCD.
- b) Objectives:
  - i) To create a lively and active atmosphere appropriate for a place where thousands of people gather for entertainment.
  - ii) To renovate the existing casino signage and plan for future expansion & uses.
  - iii) To identify and promote special events and activities in the area.
  - iv) To encourage the use of signs that are innovative, animated, cutting edge, and entertaining, and that bring a unique and distinctive character to the area.
  - v) To encourage signs that are appropriate for the planned uses and architecture within the PCD, and that are appropriate for a high density and mixed-use master planned development.
  - vi) To encourage signs with a design, orientation, and location that take into consideration the high number of visitors anticipated in the development.
  - vii) To communicate clear directions for pedestrians and vehicles within the PCD, and to provide consistency in the design of wayfinding signage in the development.
  - viii) Unify the PCD Sign Plan so that Office Buildings, Hotel Buildings, Residential Buildings & Entertainment Buildings have a unified signage plan and are clearly identified for both pedestrians & vehicles from a distance (Including Rooftop Signs, Identity & Direction Signs).
- c) Permitted Signs. All Signs defined, herein, which are not otherwise allowed in the Pompano Beach Sign Code, shall be permitted, as set forth in this Sign Regulations exhibit.
- d) Sign Code Compliance Permits required.
  - i) Sign Code Compliance Permits are required, in accordance with Chapter 156, Code of Ordinances, except as provided herein. It shall be unlawful for any person or firm to post,

- display, repair, change, paint, or erect any sign or sign structure without first obtaining a Sign Code Compliance Permit.
- ii) The primary intent of these sign regulations is to regulate signs designed to be viewed from, or legible from, a vehicle or pedestrian within a public rights-of-way.
  - iii) All signs or sign structures within any single Development Parcel within the PCD may be permitted with a single Sign Code Compliance Permit.
- e) Master Sign Program required.
- i) Prior to issuance of any permit for any sign within a Development Parcel, a Master Sign Program for the Development Parcel, shall be approved by the Architectural Appearance Committee ("AAC"), as applicable.
  - ii) Prior to issuance of any permit for any sign within common areas of the PCD, i.e. Streets and/or Open Spaces, a Master Sign Program for the common areas of the PCD shall be approved by the AAC.
  - iii) Development Parcels that include off-premise commercial messaging such as a Billboard, General Advertising Sign, or Sponsorship Sign shall be required to obtain a Master Sign Program approval, regardless of Master Sign Program applicability.

## 2) PCD Signage Zones

- a) Areas within the PCD are separated into two zones: **Exterior Frontage Zones** and the **Interior Zone**
- i) Exterior Frontage Zones includes all signs and sign structures that are within 25'-0" of Powerline Rd, Racetrack Rd & the railroad tracks to the East of the PCD and 300 ft from the South property line of the PCD.
  - ii) Exterior Frontage Zones also includes signs and structures that are within a 50'-0" width x 50'-0" depth setback at each vehicular entry into the PCD.
- b) See Appendix B for diagram outlining the area of the Exterior Frontage Zone & Interior Zone.
- c) See Appendix D for diagram identifying proposed public rights of way where these signage regulations will govern signage within the Interior Zone.

## 3) Definitions

- a) **Address Sign.** A sign which is either illuminated or non-illuminated with letter height a minimum of 6" tall.
- b) **Advertising Message.** The message displayed on a commercial sign.
- c) **A-Frame Sign.** A temporary or permanent sign that is supported by its own frame forming the cross-sectional shape of an A and oriented for pedestrians. (*See Appendix A - Figure 1*)

- d) **Animated Sign.** A sign visible from a public right-of-way with action or motion including, but not limited to, swinging, rotating, revolving, flashing, blinking, twinkling, chasing, or scintillating. Any sign which has alterations or variations in color, motion, copy, characters, illumination, illumination intensity, or any other image change more frequently than once every 12 seconds. The action or motion may be caused by electrical energy, electronic or manufactured sources of supply, or wind activated elements. The sign may be exterior or interior signs. Content on signs to be monitored – explicit content and/or violent messages are prohibited. (See Appendix A - Figure 2)
- e) **Art, Amenities, Environmental Graphics & Storytelling.** Sculptures, murals, pavement medallions, pavement treatments, follies and artistic landmarks integrated into the exterior streetscape. Environmental graphics that provide education, information and identification to the PCD, destinations and/or sponsorship identification & information. (See Appendix A - Figures 3 & 14)
- f) **Attention-Gaining Devices.** Any device, structure, fixture, or object without lettering used to attract the attention of the public to a specific location for the purposes of identifying or advertising any establishment, product, goods or service. This definition shall include, but not be limited to, spotlights, spinning and/or whirling devices, devices that emit sound, smoke or bubbles; mannequins, pennants, streamers, rotating or fluttering devices; balloons and other air-filled or gas-filled figures or shapes.
- g) **Awning Sign.** Any sign painted, stamped, perforated, or stitched onto the surface area of an architectural awning. (See Appendix A - Figure 4)
- h) **Banner.** A temporary sign which is made of cloth, canvas, vinyl or metal. Banners may be attached to light poles, freestanding poles or buildings and are limited to 12 months of use before being changed out. (See Appendix A - Figure 5)
- i) **Billboards and General Advertising Signs.** An off-premise commercial sign or framework installed for the purpose of advertising merchandise, services, entertainment, events or destinations, for hire that is sold, produced, manufactured, or furnished at a place other than the location of the sign or framework. (See Appendix A - Figure 6)
- j) **Blade/Projecting Sign.** A projecting sign which is suspended from a mounting attached directly to the building wall, canopy or awning and hangs perpendicular to the building wall and identifies a building tenant. (See Appendix A - Figures 7, 13 & 22)
- k) **Building.** Any structure having a roof supported by columns or by walls and intended for the shelter, housing, or enclosure of persons, animals or chattel.
- l) **Building Façade.** That portion of any exterior elevation of a building extending from grade to the top of the parapet wall or eaves and the entire width of the business establishment frontage.
- m) **Cabinet Sign.** A flat sign that contains all text and symbols within a single enclosed box and may or may not be illuminated. (See Appendix A - Figure 8)

- n) **Case Sign.** A wall mounted, manual or digital changeable copy flat sign whose placement is at a height and copy is at a size to convey a message to an adjacent pedestrian.
- o) **Canopy Sign.** Any sign integrated into an architectural canopy mounted parallel to a road, pedestrian sidewalk or pathway. *(See Appendix A - Figure 9)*
- p) **Changeable Copy Sign, Manual.** A sign on which copy is changed manually in the field through the use of attached letters, numbers, symbols, or similar characters, or changeable pictorial panels. *(See Appendix A - Figure 10)*
- q) **Changeable Copy Sign, Automatic.** A sign on which copy is changed through an automatic and/or remotely controlled process and that shall not change copy more frequently than 12 seconds. (Five changes per minute) and shall not be operated as an animated sign. *(See Appendix A - Figures 10 & 11)*
- r) **Channel Letter Sign.** A flat sign comprising individual letters that are independently mounted to a wall or other surface with a covered or open face, which may be internally illuminated. *(See Appendix A - Figure 12)*
- s) **Commercial Flag.** A piece of fabric with a color, pattern or copy that represents a commercial entity or idea.
- t) **Commercial Sign.** Any sign which identifies or directs attention to a commercial product, place, activity, persons, institution, business, service, or other entertainment.
- u) **Construction Fence Graphics.** Digitally printed or painted graphics applied to a fence or wall integrating district branding or on-premise coming soon messages. Construction Fence Graphics are temporary in nature and to be utilized while construction is in process.
- v) **Development Parcel.** A portion of the land area comprising the PCD for which site plan approval is being sought or has been obtained.
- w) **Direction / Wayfinding Sign.** A sign that is freestanding, wall mounted, attached to or suspended from a building structure that directs either vehicular or pedestrian traffic to destinations throughout the PCD. Direction / Wayfinding signs are not included in maximum signage square footage calculations. *(See Appendix A - Figure 13)*
- x) **Double-Faced Sign.** A sign with two faces which are parallel to each other and back-to-back.
- y) **Dynamic/Electronic Sign.** Sign which features digital content including changeable copy and/or video.
- z) **Flag.** A piece of fabric with a color, pattern or copy that represents a non-commercial entity or idea or institution such as a government or civic club.
- aa) **Flashing Sign.** Any sign visible from the public right of way, used for identification, directional, advertising or promotional purposes, that includes lighting fixtures which flash, blink, cut on and off intermittently, whether interior or exterior.

- bb) **Flat Sign.** A sign attached to and erected parallel to the face of, or erected or painted on the outside wall of a building and supported throughout its length by the wall or building or any sign in any way applied flat against a wall. May also be referred to as a wall sign.
- cc) **Freestanding Sign.** A sign supported by one or more columns, uprights, or braces in or on the ground, independent of any building for support. Pylon Signs, Monument Signs, Processional Elements, Gateway Signs and Banners (if not attached to a building or existing structure) are all considered Freestanding Signs. (See Appendix A - Figure 15)
- dd) **Frontage.** Those portions of a development parcel abutting Powerline Road, Racetrack Road and the 300' Exterior Frontage Zone along the South property line of the PCD.
- ee) **Gateway Sign.** Any sign connected to a structure which spans a public or private roadway or sidewalk. Sign may be illuminated or non-illuminated and integrate static and/or dynamic signage. (See Appendix A - Figure 16)
- ff) **Grandfathered Sign.** A sign which does not comply with the standards of this chapter, but is not required to be removed or brought into compliance with the standards of this chapter pursuant to the requirements of 156.17(E).
- gg) **Item of information.** A word, an initial, a logo, an abbreviation, a number, a symbol or a geometric shape.
- hh) **Landmark Sign.** A sign meeting the requirements of 156.17(E) for designation as a landmark sign.
- ii) **Marquee Sign.** Any sign attached to or supported from or on a marquee. Sign may or may not extend above the roof line or parapet. (See Appendix A - Figure 17)
- jj) **Message.** Text, letters, characters, symbol, icons and/or logos that are featured on a sign.
- kk) **Monument Sign.** A ground mounted free-standing sign where the supporting structure of the sign face is architecturally and aesthetically integrated into the overall design of the sign. The base of the supporting structure is embellished to conceal all structural or support members. Perimeter of the monument may or may not be landscaped to enhance the area adjacent to the sign. (See Appendix A - Figure 18)
- i) **Horizontal Monument Sign.** A monument sign whose width is greater than its height.
- ii) **Vertical Monument Sign.** A monument sign whose height is greater than its width.
- ll) **Non-Commercial Sign.** Any sign other than a sign containing a commercial message. Any non-commercial sign shall be deemed to be an on-premises sign and shall not constitute an off-premises message.
- mm) **Outdoor Entertainment & Advertising Signs.** Programmed within the PCD, Outdoor Entertainment Displays & Advertising Signs can be integrated into the building façade, above the rooftop / parapet or be on a freestanding structure. These signs may contain sponsorship and/or on-premises advertising and contain digital dynamic signs.
- nn) **Painted Sign.** A flat sign which is painted directly on a wall. (See Appendix A - Figure 19)

- oo) **Parapet.** A false front or wall extending above the roof line.
- pp) **Perimeter Fence or Perimeter Wall Sign.** A permanent flat sign attached to and erected parallel to the face of, erected on, or painted on a perimeter fence or perimeter wall, and supported throughout its length by the fence or wall; or any sign in any way applied flat against a perimeter fence or perimeter wall.
- qq) **Pole Sign.** A free-standing permanent sign, usually double-faced, mounted to a round pole, square tube or other fabricated member without any type of secondary support. (See Appendix A - Figure 20)
- rr) **Pylon Sign.** A freestanding sign with a visible support structure which is at least 50% of the width of the sign face, and which support structure may or may not be enclosed by the sign of pole cover. (See Appendix A – Figures 10, 11 & 23)
- ss) **Roof Sign.** A sign or structure, installed, constructed, or maintained on or above the roof line or parapet of any building. (See Appendix A - Figure 24)
- tt) **Sign area.**
- i) Projecting and freestanding. The area of a freestanding or projecting sign shall have only one face (the largest one) of any double-faced sign counted in its area. The area of the sign shall be calculated as follows:
    - (1) The area around and enclosing the perimeter of each module shall be summed and then totaled to determine total area. The perimeter of measurable area shall not include architectural embellishments such as pole covers, framing, decorative roofing, art and the like, provided there is no text on the architectural embellishments.
    - (2) If the sign is composed of more than two sign modules, the area enclosing the entire perimeter of all modules within a single geometric figure shall be the area of the sign.
  - ii) Flat. On a flat sign that is applied directly to a wall, within one module, or a marquee sign, the area shall be within a single continuous perimeter composed of any straight-line geometric figure(s) which encloses the extreme limit of the message. Where a sign is composed of individual letters, characters or symbols applied directly to a building, canopy, marquee, mansard, fascia, façade, parapet, or awning the area of the sign shall be the smallest continuous geometric shape which will enclose all of the letters, characters or symbols.
- uu) **Sign Band.** A horizontal area above a multi-tenant building's entrance, architecturally designed to accommodate signage.
- vv) **Sign Face.** The part of the sign, including trim & background, which contains the message or informative content.
- ww) **Sign Height.** The height shall be measured from the existing average finished grade level of the premises where the sign is located to the highest point of the sign structure.

- xx) **Sponsorship Sign.** A sign which integrates Sponsorship information and may be integrated into freestanding signs, roof signs, wall signs, art and amenities throughout the PCD. Sponsorship Signs may include on-premises and/or off premises messages. (See Appendix A - Figure 25)
- yy) **Window Sign.** A sign installed or maintained inside a window or glass door located within 18 inches of the window surface or a sign attached to, printed on or affixed by any method directly on the window surface oriented to viewing from a direct right-of-way. (See Appendix A - Figure 26)

### **Signage Regulations** (see Appendix C for District Signage Design--Illustrative)

#### 1) *Freestanding Signs.*

- a) Freestanding signs including Pylon Signs, Monument Signs, Gateway Signs, Processional Elements and Banners (if not attached to a building or existing structure) are allowed within the Exterior Frontage Zones within the PCD
- i) Pylon Sign
- (1) 2 locations permitted at each entry to the PCD from a public road.
  - (2) Maximum height 50'-0".
  - (3) Maximum signage square footage is 800 sq.ft. per side per location.
  - (4) Pylon signs may integrate static or digital messages including sponsorship signs.
  - (5) Pylon signs may be internally and/or externally illuminated.
  - (6) Maximum 4 locations along Powerline Rd and a maximum of 2 locations along Racetrack Rd within the Exterior Frontage Zone. Unlimited number of locations within Interior Zone.
- ii) Monument Signs
- (1) Sign is integrated into the landscape or hardscape or streetscape.
  - (2) Sign may have static messages.
  - (3) Sign may be exterior or internally illuminated.
  - (4) Maximum height 20'-0".
  - (5) Maximum square footage is 300 sq.ft. per location.
  - (6) Maximum 8 locations along Powerline Rd and 8 locations along Racetrack Rd within the Exterior Frontage Zone. Unlimited number of locations within Interior Zones.
- iii) Gateway Sign
- (1) Sign is allowed to extend over a public or private road as long as clearance above road is 14'-6".
  - (2) Maximum height 30'-0".
  - (3) Maximum Square footage is 300 sq.ft. per location.
  - (4) Maximum 2 locations along Powerline Rd and 2 locations along Racetrack Rd within the Exterior Frontage Zone. Unlimited number of locations within Interior Zones.



- (5) Gateway signs can incorporate static messages.
- (6) Sign may be illuminated or non-illuminated.
- b) A freestanding sign shall not be constructed or erected closer than 4'-0" to any right-of-way or 10' of any property line adjacent to the PCD. Elements shall not encroach upon a 10'-0" site visibility triangle at the intersection of two public or private streets to ensure that all intersections have unobstructed visibility in all directions.
  - i) Existing Freestanding signs (prior to the adoption of this Ordinance) must retro-fit the structure to be concealed within the sign or finish the pole so that it matches sign finishes approved as a result of these Sign Regulations.
  - ii) Landscaping elements may be integrated around the base of freestanding signs but are not required. General intent is for the freestanding signs to integrate into the landscape or hardscape.
  - iii) Freestanding signs with tenant identity may incorporate the Building Address message but it is not required.
  - i) Along the property line of a public road, 1 freestanding sign per 100 linear feet of frontage is allowed unless located at an entry to the PCD from a public road – in which 2 freestanding signs may be located on either side of the entry to the PCD from the public road. Reference Exhibit B.
  - ii) Maximum square footage for freestanding signs is 2 sq.ft. per linear foot of frontage per building on a development parcel.
- 2) *Additional Allowable Sign Types.* In addition to Freestanding Signs, the following Sign Types are allowed within the Exterior Frontage Zone:
  - a) Blade / Projecting Signs
    - i) Maximum sign area per sign is 100 sq.ft.
    - ii) Maximum of 3 projecting signs per building facade.
    - iii) Projecting signs may be static or digital and incorporate advertising messages.
  - b) A-Frame Signs
    - i) Maximum square footage 10 sq. ft.
    - ii) Maximum 2 signs per tenant.
    - iii) Signs should not obstruct pedestrian circulation.
  - c) Art, Amenities, Environmental Graphics & Storytelling
    - i) Including sculpture, murals (painted or digitally printed), pavement medallions, pavement treatments, follies and artistic landmarks. Environmental graphics that provide education, information and identification of the PCD, destinations and/or sponsorship identification & information.
    - ii) Art & Amenities do not count towards maximum square footage.



- iii) Art & Amenities may contain sponsor identity and/or information as long as sponsorship information is no more than 10% of total square footage.
- d) Awning Signs
  - i) 50% of awning area can be dedicated for signage, messages & identity.
- e) Banners (attached to building, existing freestanding pole, freestanding sign or hardscape structure)
  - i) 1 location for each 20'-0" of frontage.
  - ii) Individual banners will not exceed 50 sq.ft.
  - iii) Banners should be considered temporary & changeable and be integrated no longer than a 12-month duration in accordance with the master sign program of the development parcel or common area of the PCD.
- f) Sponsorship and General Advertising Signs
  - i) No individual sign would be bigger than 500 sq ft per building façade.
  - ii) May be either static / non-electronic signage or digital/electronic signage.
- g) Canopy Sign
  - i) Must be individual letters integrated into canopy.
  - ii) Maximum 4 signs per canopy.
  - iii) Maximum square footage 200 sq. ft. per tenant unless tenant is an event space or cinema which requires a Marquee. Maximum square footage for event space or cinema shall be 500 sq.ft.
- h) Direction / Wayfinding Signs
  - i) Unlimited quantity allowed.
  - ii) Maximum height: 12'-0". Maximum square footage: 50 sq.ft.
  - iii) Do not count towards maximum square footage allowed.
  - iv) Must direct to destinations within the PCD.
- i) Flat Sign
  - i) Maximum of 4 signs per tenant per building façade.
  - ii) Flat signs may be static or dynamic.
  - iii) Maximum sign area to be 35% of tenants' building façade; maximum 250 sq. ft. per sign.
- j) Perimeter fence or Wall Sign
  - i) Graphic treatment can be applied to 10% of fence or wall façade.
- k) Roof Sign
  - i) One roof sign per building façade with maximum signage square footage of 500 sq. ft.
  - ii) Roof signs may extend above the roof line or parapet of the building but shall not exceed the overall heights as permitted by the district.
- l) Window Signs
  - i) 50% of the gross window area allowed for signage per tenant's frontage.

- m) Neon Signs
  - i) Sign illumination within the PCD can include Neon Tube Signs which are otherwise prohibited in the Pompano Beach Sign Code.
- 3) Building Signage Standards – Multi-Tenant Building – The following shall apply to each building:
  - a) Maximum number of signs to be 10 per building per street frontage along Powerline Rd & Racetrack Rd.
  - b) Maximum individual sign to be 25% of building façade; maximum 2500 sq. ft allowed per building facade.
  - c) Signs may be static or digital.
- 4) Prohibited Signs in the Cypress Bend Buffer Zone (300 ft buffer zone from the South property line of the PCD)
  - a) Only the following sign types are permitted:
    - i) Monument Signs
    - ii) Direction / Wayfinding Signs
    - iii) Banners
    - iv) Art & Amenities
  - b) All other sign types are prohibited.
  - c) No digital signage components.
  - d) Freestanding signs used predominantly for Billboards, Sponsorship, or General Advertising signs are prohibited

## APPENDIX A – Sign Types – Illustrative



Figure 1: A-Frame Sign



Figure 2: Animated Sign



Figure 3: Art & Amenities



Figure 4: Awning Sign



Figure 5: Banner Sign



Figure 6: Sponsorship & General Advertising Sign



Figure 7: Blade/Projecting Sign





Figure 8: Directional/Pylon Sign



Figure 9: Canopy Sign



Figure 10: Pylon Sign with Changeable Copy Sign, Manual



Figure 11: Pylon Sign with Changeable Copy Sign, Digital



Figure 12: Flat or Building Sign, Channel Letter Sign



Figure 13: Blade / Projecting Sign



Figure 14: Art, Amenities, Environmental Graphics & Storytelling



Figure 15: Directional Freestanding Sign



Figure 16: Gateway Sign

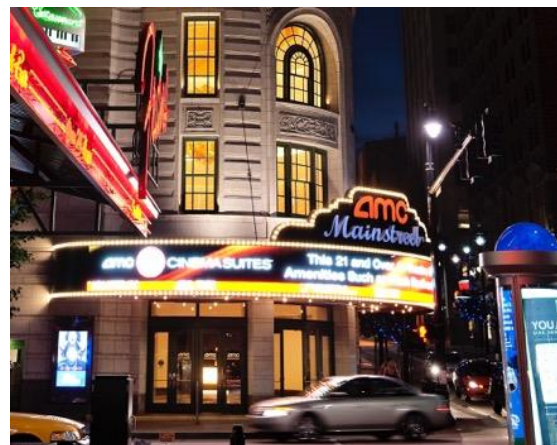


Figure 17: Canopy / Marquee Sign





Figure 18: Monument Sign



Figure 19: Painted Building Sign



Figure 20: Pole Sign



Figure 22: Blade / Projecting Sign



Figure 23: Pylon Sign



Figure 24a: Roof Sign



Figure 24b: Roof Sign



Figure 25: Sponsorship Sign



Figure 26: Window Sign



## APPENDIX B – Exterior & Interior Signage Zones



## APPENDIX C – District Signage Design – Illustrative



Figure 27: District Pylon Sign

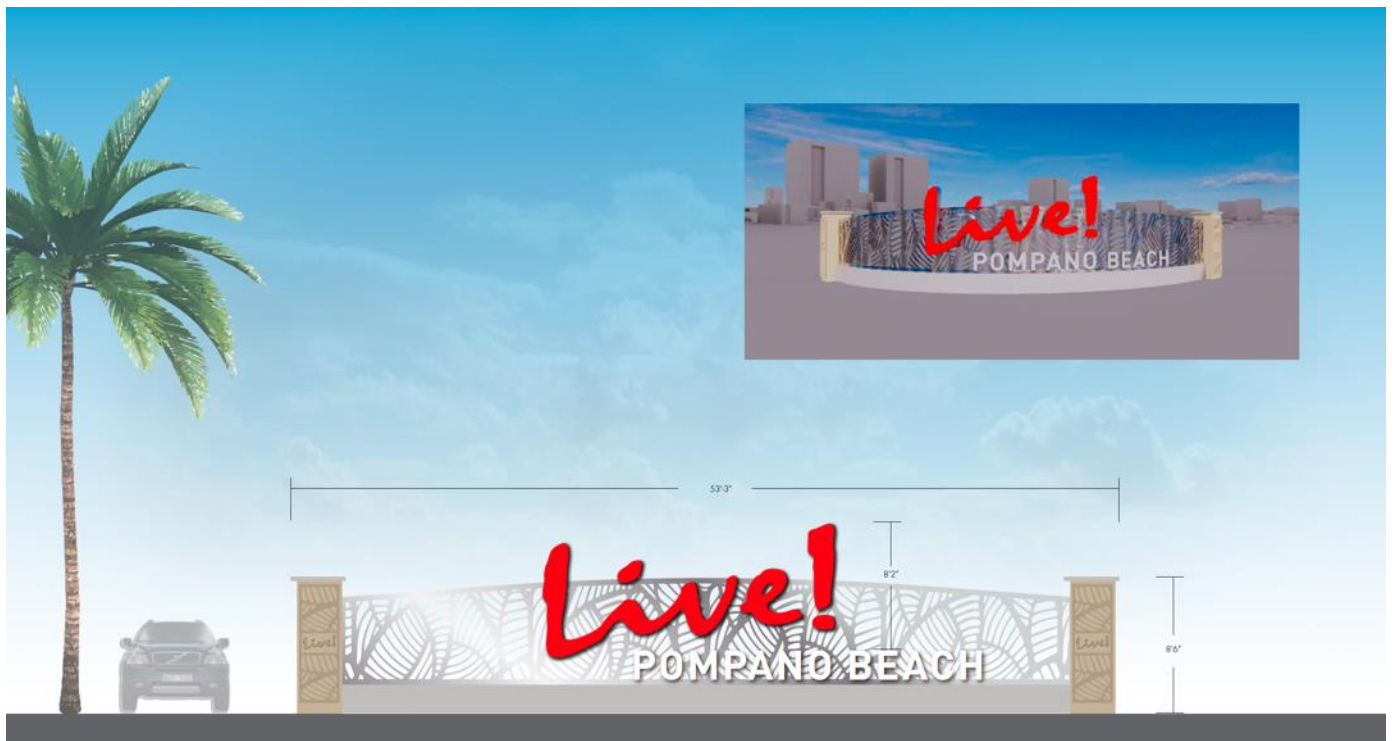


Figure 28: Primary District Monument Sign





Figure 29: Secondary District Monument Sign

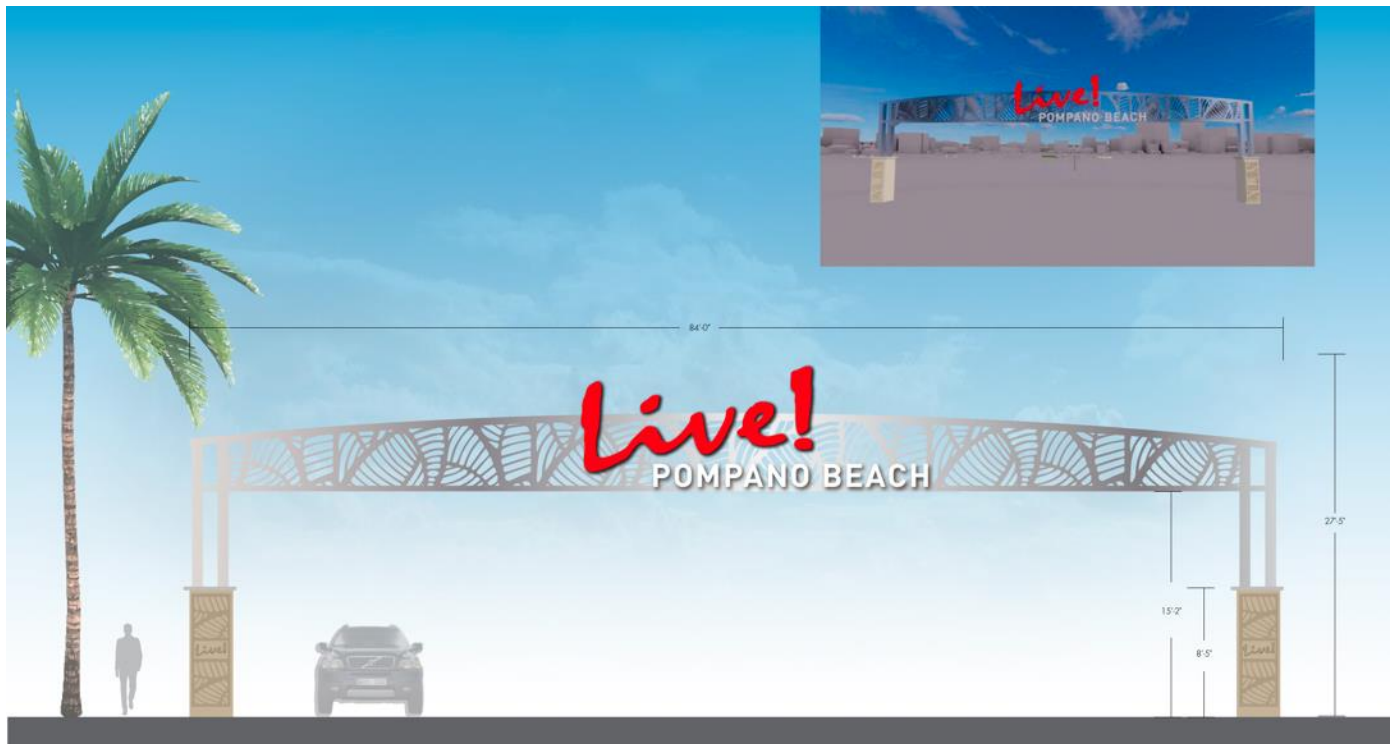
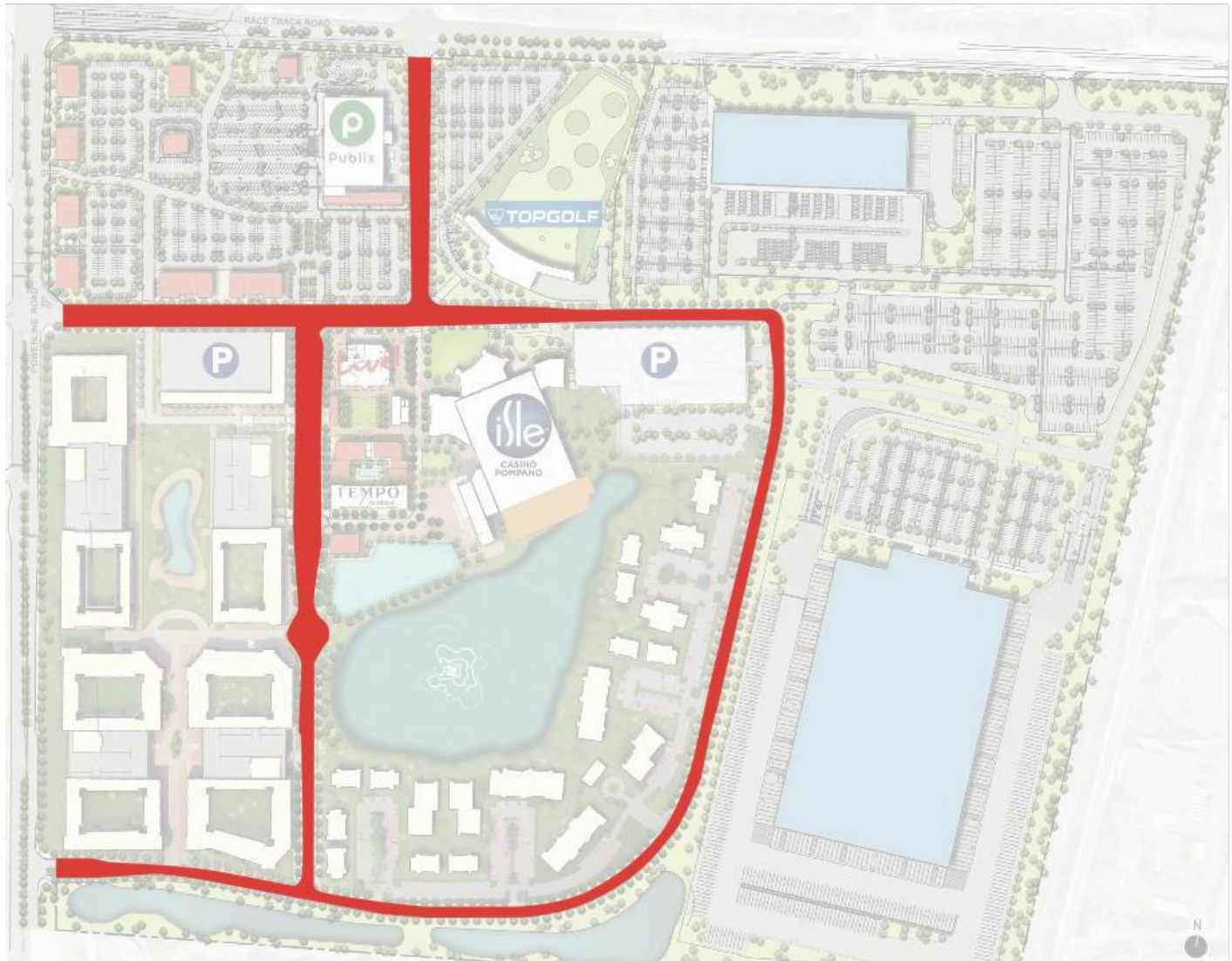


Figure 30: District Gateway Sign



Figure 32: District Direction / Wayfinding

## APPENDIX D – Interior Zone Public Rights-of-Way



Roadways identified in red indicate proposed public rights-of-way where these signage regulations will govern signage within the Interior Zone.