

ADMINISTRATIVE MEMORANDUM NO. 25-053

TO: Mayor and City Commission
Greg Harrison, City Manager
VIA: David L. Recor, ICMA-CM, Director of Development Services
FROM: Jean E. Dolan, AICP, CFM, Principal Planner
SUBJECT: Shopper's Haven Application for Landmark Sign Designation
DATE: August 11, 2025

Summary of Request:

Miskal Backman, LLP, the agent for the owners of the Shopper's Haven Shopping Center, are requesting the designation of two nonconforming signs at the Shopper's Haven Shopping Center as "Landmark Signs" under Sign Code Section 156.17 (E):

(E) *Grandfathered signs.* The following sign types are not subject to the requirements in subsections (A), (B), and (C) above. They may be altered, repaired, or restored regardless of the standards of the Sign Code.

(1) *Landmark signs.*

(a) Notwithstanding the provisions of this chapter, a sign owner may request designation from the City Commission as a landmark sign for certain signs, providing all of the following criteria are met:

1. The sign and use to which it pertains have been in continuous existence for not fewer than 25 years, or the sign is integrated into the architecture of the building.
2. The sign relates to a use which is or was located on the same property.
3. The sign is structurally safe or is capable of being made so without altering its historical significance.
4. The sign is unique.

(b) An applicant for a landmark sign shall attach a statement to their application explaining the manner in which the sign is unique and otherwise meets the requirements of this section.

(c) A landmark sign, approved and designated by the City Commission, shall be exempt from all other requirements of this chapter but shall not be altered or moved in any way which increases its non-compliance with this chapter.

Staff Recommendation:

The Applicant's narrative providing the evidence that the two subject signs (image attached) meet the above standards is attached. Staff is in general agreement with the narrative and the use of the Landmark Sign approach to enable the two nonconforming signs to remain at the subject property indefinitely. Should the City Commission approve this designation, the Applicant will revise the Master Sign Program for the Shopper's Haven Shopping Center showing these two nonconforming signs as Landmark Signs.

Shopper's Haven Shopping Center Landmark Sign Narrative

In accordance with Section 156.17, Nonconforming Signs, of the City Code, the Shoppers Haven Property Owner LLC (Stiles Corporation), is requesting to designate Sign B (Federal Highway) and Sign C (NE 33rd Street) on the attached exhibit as Landmark Signs, as each meet the four criteria for such designation outlined in the City Code as follows:

(E) *Grandfathered signs*. The following sign types are not subject to the requirements in subsections (A), (B), and (C) above. They may be altered, repaired, or restored regardless of the standards of the Sign Code.

(1) *Landmark signs*.

(a) *Notwithstanding the provisions of this chapter, a sign owner may request designation from the City Commission as a landmark sign for certain signs, providing all of the following criteria are met:*

1. *The sign and use to which it pertains have been in continuous existence for not fewer than 25 years, or the sign is integrated into the architecture of the building.*

Response: The Shopper's Haven Shopping Center and referenced signs were constructed in the 1960's.

2. *The sign relates to a use which is or was located on the same property.*

Response: Both signs are reflective of the multiple retail and restaurant users occupying the shopping center.

3. *The sign is structurally safe or is capable of being made so without altering its historical significance.*

Response: Both signs are structurally safe.

4. *The sign is unique.*

Response: The two signs shown in the attached exhibit — Sign B (Federal Highway) and Sign C (NE 33rd Street) — are unique for several distinct reasons, especially when considered in the context of their location at a 1960's-era shopping center in the City of Pompano Beach.

(b) *An applicant for a landmark sign shall attach a statement to their application explaining the manner in which the sign is unique and otherwise meets the requirements of this section.*

Response: The manner in which these signs are unique and qualify as Landmark Signs include:

Mid-Century Modern Architectural Influence

Both signs reflect architectural and design trends from the mid-20th century, particularly:

- Sign B has a striking design with stylized arched columns and a bold, layered sign structure. These arches are a hallmark of mid-century modern design, remnant of commercial strip malls / centers between the 1950's and 1970's.
- The structure emphasizes height and symmetry, which were common in signage meant to be visible from long distances during the early days of the car-centric shopping culture.

Legacy Retail Identity

- These signs retain brand panels from national and local tenants that have evolved over decades.

Historical Context of the Shopping Center

- The fact that both signs are still standing and in use is a reminder of important visual and cultural landmarks in the area.

Dual Entrance Signage

- Having two distinct entrance signs on separate streets (Federal Highway and NE 33rd Street) is a holdover from when malls were designed to be visible from multiple major thoroughfares.
- This suggests that the shopping center was designed with significant regional traffic in mind and speaks to the scale and ambition of its original construction.

Visual Contrast Between Signs

- Sign B is more architecturally expressive (arches, layered design), representing a more iconic identity for the mall from the main highway.
- Sign C is simpler and more utilitarian, clearly intended for secondary street traffic.

In Summary:

These signs are unique because they are historic remnants of 1960's commercial design, still actively serving their purpose today. Their architectural styling, tenant mix, and visibility strategy reflect a bygone era of retail development, making them rare and culturally valuable components of Pompano Beach's urban fabric.

(c) A landmark sign, approved and designated by the City Commission, shall be exempt from all other requirements of this chapter but shall not be altered or moved in any way which increases its non-compliance with this chapter.

Response: The Applicant acknowledges that once designated landmarks signs, these signs will not be altered or moved in any way which increases its non-compliance with this chapter

Sign A - East Sample Road



Sign B - Federal Highway



Sign C - NE 33rd Street



Nonconforming on-premises signs shall be removed or brought into compliance with the standards of the Sign Code when at least one of the following conditions occur:

- More than 50% of the sign structure is destroyed or damaged, regardless of replacement value
- There is a change of business which would require a change in a business tax receipt or certificate of occupancy
- The sign has structural inadequacies that affect its aesthetic appearance or purpose
- The business or building has been abandoned
- There is a change in ownership in the business
- The applicable amortization period has expired.
- There is a change of tenant in the business

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