



City of Pompano Beach Planning & Zoning Board

Commission Chambers
100 West Atlantic Blvd.
Pompano Beach, FL
33060

1st Draft Minutes

Wednesday, June 22, 2022

6:00 PM

(10:05)

A. CALL TO ORDER

The meeting was called to order by Chairman Fred Stacer at 6:10 PM

(10:14)

B. ROLL CALL

Joan Kovac
Richard Klosiewicz
Tobi Aycock
Marianne Edge
Maria McLamore
Fred Stacer

Also in Attendance:

James Saunders, Assistant City Attorney
Maggie Barszewski
Lauren Gratzner
Pamela Stanton
Max Wemyss
Elizabeth Tsouroukdissian
Dennis Mele
Matthew Scott
Ann De Veaux
Ryan Thomas
Michael Vonder Meulen
Michael Amodio
Debbie Orshefsky
John Lutz

(10:55)

F. NEW BUSINESS

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(3:01:02)

9. LN-307

TEXT AMENDMENT - LIVE! RESORTS POMPANO

Request:	Text Amendment
P&Z#	22-81000001
Owner:	Pompano Park JV Northwest Corner LLC & Pompano Park JV Land Holdings LLC

Project Location:	777 Isle of Capri Circle
Folio Number:	Multiple Folios
Land Use Designation:	RAC (Regional Activity Center)
Zoning District:	B-3/PCD (Planned Commercial Development)
Agent:	Michael Amodio
Project Planner:	Max Wemyss

Mr. Wemyss introduced himself to the Board and stated the applicant, represented by Debbie Orshefsky of Holland & Knight, is requesting approval of a text amendment of the approved Planned Development, amending the Master Sign Plan as allowed by Section § 155.3604, PLANNED COMMERCIAL/INDUSTRIAL (PCD) of the City's Zoning Code.

The applicant/owner is the Live! Resorts Pompano PCD Master Developer, for the unified parcels generally located around 777 Isle of Capri Circle. The PCD Master Plan Zoning and Regional Activity Center Land Use are unique districts established for the Live! Resorts development. The reason for the proposed text amendment is to provide a modified Sign Code for the Live! Resorts Pompano PCD (Ordinance 2021-02) to reflect the scale and intensity of the variety of developments and uses of the district, distinguish the unique character of the district, and provide visitors, residents, or businesses within the district safe and clear signage regulation.

The amendment proposes a new exhibit (Sign Regulations) to the PCD Master Plan document and updates the table of contents. Given the information provided to the Board, as the finder of fact, the Development Services Department provides the following recommendation, and alternative motions, which may be revised or modified at the Board's discretion:

- Alternative Motion I: Recommend approval of the text amendment to the City Commission for their consideration.
- Alternative Motion II: Table this application for additional information as requested by the Board.
- Alternative Motion III: Recommend denial as the Board finds that the request is not consistent with the Future Land Use Goals, Objectives and Policies, or does not address the review standards for a code amendment as listed in this report.

Staff recommends Alternative Motion I.

Ms. Orshefsky reintroduced herself to the Board on behalf of the applicant. She said the current City code does not cover all the signage opportunities for the development to realize its vision. She said the goal is for the signage to have a consistent theme. She shared examples of signage in other Live! developments projects. She stated the current code regulates signage that can be seen from a public right-of-way. Ms. Orshefsky described the proposed signage regulations for the project's exterior frontage zone and the interior zone. She presented renderings of signage.

Mr. John Lutz (205 North Michigan Avenue, Chicago, IL), of Selbert Perkins Design, introduced himself to the Board. He described the holistic approach to wayfinding for the project. He outlined marketing opportunities on the digital signage for tenants and events. He reviewed examples of other branded signage.

Ms. Aycock asked about the large signage on Powerline. Mr. Lutz confirmed it would be set back 25 feet from the Powerline and it is appropriately sized for the road.

Ms. Edge asked about driver safety and distraction with dynamic signage on major roads. Mr. Lutz clarified that live video would not be shown on Powerline signage. It would be more like a slideshow. He confirmed they adhere to best practices for signage intensity. Ms. Orshefsky added that Powerline is a State road with specific regulations.

Mr. Wemyss confirmed there is not currently a standard that regulates the frequency of images changing on a sign or the brightness. There are standards that regulate the types of signs and where they can occur and at what frequency.

Ms. Orshefsky said they are willing to add to the proposal that any submission which goes to the AAC is required to include an analysis of brightness and speed of dynamic signage.

Mr. Stacer noted the signage permitted and not permitted within City under current code and asked for more details. Mr. Lutz provided additional information on each of the proposed signs.

Ms. Orshefsky asked Mr. Long to calculate the project frontage. She noted the large size of the parcel and reiterated the signage being discussed is not just the perimeter but includes the interior signage.

Mr. Stacer asked about the 25% calculation on page 8 of the staff report. Mr. Wemyss clarified the 25% is a maximum calculation of all signs permitted on a building façade and not a single signage.

Ms. Edge proposed additional language in the amendment. Under Section 1e she recommended adding that “Master sign programs must include specific identification of dynamic elements (such as frequency of change, flashing, illumination) of any signs within that master sign program.”

Mr. Saunders asked if staff will be bringing back an updated text for the Board to review again. Mr. Wemyss said no but they would include the recommended language edits proposed by the Board and outline it in a memo. He confirmed staff would incorporate the recommendations by the Board and amend the text prior to taking it to City Commission.

Mr. Stacer asked if anyone from the public wished to speak on this item. Mr. Stacer closed the public hearing.

(3:58:15)

MOTION by Marianne Edge and seconded by Richard Klosiewicz that the Board find that competent, substantial evidence has been presented for the Text Amendment that satisfies the review criteria, and that approval is granted, subjected to the additional recommended language about dynamic signage. All voted in favor, with the exception of Fred Stacer who voted no. The motion was approved.

Richard Klosiewicz temporarily departed the meeting.

(4:00:46)

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