

## Staff Report

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**File #:** LN-698

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### ARCHITECTURAL APPEARANCE COMMITTEE

Meeting Date: JANUARY 6, 2026

#### 2101 W Atlantic Blvd

**Request:** Master Sign Program  
**P&Z#** 24-30000012  
**Owner:** West Atlantic Holdings LLC  
**Project Location:** 2099 W Atlantic Blvd; 2101 W Atlantic Blvd  
**Folio Number:** 484234140010; 484233260010  
**Land Use Designation:** C (Commercial)  
**Zoning District:** B-3 (General Business)  
**Commission District:** 4 (Beverly Perkins)  
**Agent:** Gustavo Cala  
**Project Planner:** Diego Guevara (Diego.Guevara@copbfl.com/ 954-786-4310)

#### Summary:

The applicant is requesting approval for a Master Sign Program for the existing West Atlantic Holding properties, located at 2099 and 2101 West Atlantic Boulevard. The proposed Master Sign Program regulates wall signs on the existing building facades and future modifications to the existing monument signs.

The West Atlantic Holdings property comprises four buildings with multiple tenants, situated on the east and west sides of the intersection of NW 21 Avenue and West Atlantic Boulevard. The east property includes three structures, and the west parcel has one building.

The two parcels each have an existing monument sign. The existing monument signs will not change in size or location at this time. However, if the monument signs are modified in the future, they shall be updated to comply with the Sign Code requirements. In such a case, they will be replaced by free-standing signs or modified to comply with the Sign Code. Selected tenants will be allowed to add their business name to the existing monument sign.

Pursuant to §155.2416, [Master Sign Program], all multi-tenant mixed-use or multi-tenant nonresidential developments that exceed 5,000 square feet and that 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) before a Building Permit application for the sign installation can be approved.

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): B-3 (General Business) | Retail plaza (Building A Retail stores: Tattoo Parlor, Smoke Shop, Furniture Store, Beauty Spa, and Appliance Store; Building B: warehouse units; Building C Retail Stores: Chiropractor Office, Tax preparation, vacant space)
- B. Surrounding Properties (Zoning District | Existing Use):
- a. North - RM-12 (Multiple Family Residence 12) | Eagle Pointe Apartments, and single-family homes.
  - b. South - B-3/PCI (General Business/Planned Commercial- Industrial) | Prologis Warehouse complex | Restaurant (vacant), Chipotle Restaurant, Wells Fargo Bank.
  - c. East - RM-12 (Multiple Family Residence 12) | Eagle Pointe Apartments.
  - d. West - B-3 (General Business) | Retail Plaza | Fiberbuilt, Pool and Patio Depot, Broward Design Center, New York Quartz, Atlantic Wallpaper & Deco, The Selection Center (TSC), etc.

**Staff Conditions:**

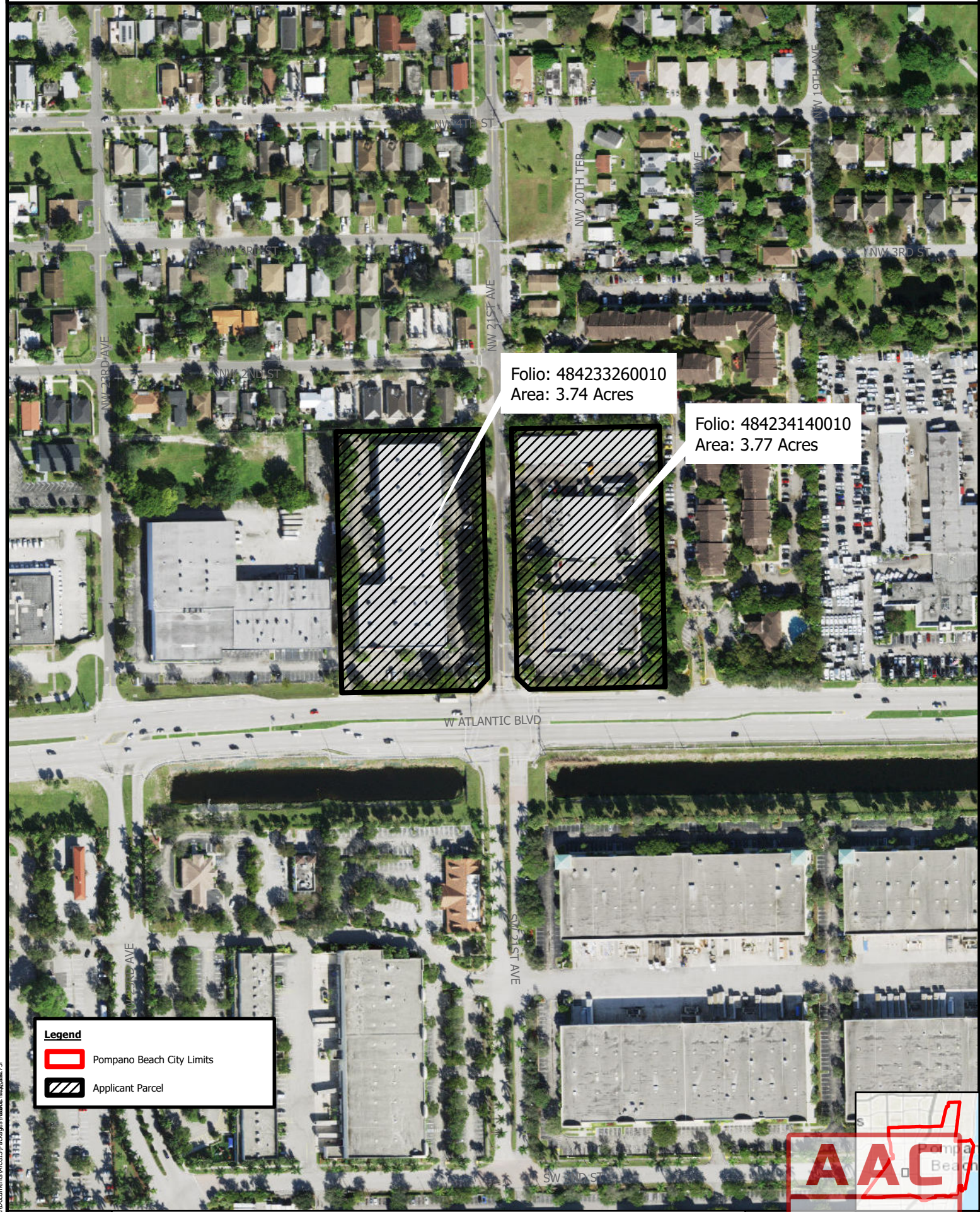
The Planning and Zoning Division has reviewed and evaluated the Master Sign Program submitted to the City of Pompano to determine its conformity with applicable City codes and requirements. If approved by the Architectural Appearance Committee, staff recommends including the following conditions:

1. The approval of a Sign Code Compliance Permit must be obtained before or concurrently with a building permit for each sign.
2. If a conflict is found between the Master Sign Program and Chapter 156, Sign Code, the more restrictive regulation or standard will govern.
3. The existing monument signs are legally nonconforming. To obtain approval for any modification to the legal nonconforming monument signs, they must be brought into compliance with current standards for free-standing signs. Alternatively, the signs may be replaced with a new free-standing sign to comply with Chapter 156, Sign Code, and Section 155.51003, Design Standards for Sign Structures.



# CITY OF POMPANO BEACH

## AERIAL MAP



Folio: 484233260010  
Area: 3.74 Acres

Folio: 484234140010  
Area: 3.77 Acres

**Legend**



Pompano Beach City Limits



Applicant Parcel

Scale:  
1:3,000

WEST ATLANTIC HOLDINGS LLC

2101 and 2099 W ATLANTIC BLVD

**AAC**

PZ24-30000012  
01/06/2026



Created by:  
Department of  
Development Services