



Staff Report

File #: LN-759

ARCHITECTURAL APPEARANCE COMMITTEE

Meeting Date: OCTOBER 7, 2025

ATLANTIC SQUARE

Request: Master Sign Program
P&Z# 25-30000004
Owner: Amkin Atlantic Square LLC
Project Location: 2500-2780 East Atlantic Blvd
Folio Number: 494306010030
Land Use Designation: ETOC (East Transit Overlay Corridor)
Zoning District: TO-EOD (Transit Oriented - East Overlay District)
Commission District: 1 (Audrey Fesik)
Agent: Denise Williams (denisewilliams123@att.net)
Project Planner: Hellena Lahens (hellena.lahens@copbfl.com / 954-786-5554)

Summary:

The applicant is requesting approval for a Master Sign Program. 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), prior to Zoning Compliance Permit approval.

The proposed Master Sign Program addresses future changes to the existing Free-Standing/Monument Signs, Tenant Wall, Blade/Bracket, and Window signs.

The proposal outlines signage plans for Free-Standing/Monument Sign, Tenant Wall signs, Blade / Bracket signs, and Window signs. The plan includes internally-illuminated channel letter acrylic faces, a red or white color scheme in Helvetica Neue LT Pro Bold font style. The existing freestanding sign is nonconforming and is proposed to be replaced by a new externally illuminated freestanding sign. The new sign will be 8 feet tall, and will incorporate IMPACT font style, with a color scheme of 3M 360 Bright Blue, and landscaping around the sign base.

The property is located south of East Atlantic Blvd, between SE 25 Avenue and SE 28 Avenue.

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

AAC

guidelines.

Zoning | Existing Uses

A. Subject property (Zoning | Existing Use): TO-EOD (Transit Oriented- East Overlay District) | Shopping Center

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

- a. North - TO-EOD (Transit Oriented- East Overlay District) | City Parking Lot and Shopping Center (Harbor Village)
- b. South - RS-2 (Single- Family Residence 2) | Duplexes and Multi-Family Residential
- c. East - TO-EOD (Transit Oriented- East Overlay District) | Restaurant
- d. West - TO-EOD (Transit Oriented- East Overlay District) | Financial Institution

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 proposed sign program must include language regarding the maximum number of free-standing signs: one sign per 200 lineal feet of frontage or major fraction thereof. Signs must be separated by at least 10 feet.
2. A Sign Code Compliance Permit must be approved before or concurrently with a building permit for each sign.
3. In the event of a conflict between the Master Sign Program and the City of Pompano Beach Sign Code, the stricter of the two will apply.



CITY OF POMPANO BEACH

AERIAL MAP



Folio: 494306010030
Area: 5.77 Acres

Legend

-  Pompano Beach City Limits
-  Applicant Parcel



Scale:
1:3,250

AMKIN ATLANTIC SQUARE LLC
2500-2780 E Atlantic Blvd

AAC

PZ25-30000004
Department of
Development Services

