



## Staff Report

**File #:** LN-493

ARCHITECTURAL APPEARANCE COMMITTEE

Meeting Date: MAY 7, 2024

### RIVERSIDE PROMENADE MASTER SIGN PROGRAM

**Request:** Master Sign Program  
**P&Z#** 23-30000003  
**Owner:** Tsatas Acquisitions, LLC  
**Project Location:** 3100-3200 E. Atlantic Blvd.  
**Folio Number:** 494306110041  
**Land Use Designation:** C (Commercial)  
**Zoning District:** B-3/AOD (General Business/Atlantic Overlay District)  
**Commission District:** 1 (Andrea McGee)  
**Agent:** Angela Ryan (973-668-0722 / [aryan@bergensign.com](mailto:aryan@bergensign.com))  
**Project Planner:** Diego Guevara (954-786-4310 / [diego.guevara@copbfl.com](mailto:diego.guevara@copbfl.com))

#### Summary:

The applicant is requesting approval for a Master Sign Program. The proposal is for wall signs, and window signs. The Riverside Promenade project received approval from the AAC on **October 22, 2015** to develop one new retail building (Building A) and two new two-story restaurants in the Intracoastal Waterway (Buildings B and C). The structures have frontages on one or more roadways, specifically along East Atlantic Boulevard, South Riverside Drive, Hibiscus Blvd, and the Intracoastal Waterway (waterfront). Each wall sign will consist of channel letters painted in the individual business corporate branded colors. The maximum letter height is limited to 24 inches pursuant to Section 156.08.A.2.b [Overlay Districts], and the total square footage is limited per the size of each bay, outlined in the Master Sign Program elevations. Building B includes two proposed sign locations, one on the east elevation and the second on the west elevation (Intracoastal Waterway frontage). Building C has three proposed sign locations, one on east, north and south elevations; however, for tenants in a stand-alone building, on the end of a row of tenants, or a tenant occupying a corner unit may be permitted a maximum of one sign on up to two building facades. When applying for the building permit for the sign, the applicant must choose two of the proposed sign locations for Building C.

The property is located on the south side of East Atlantic Boulevard, between the Intracoastal Waterway and Hibiscus Avenue.

Pursuant to §155.2416, [Master Sign Program], all multi-tenant mixed-use or multi-tenant nonresidential developments which exceed 5,000 square feet and which 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.

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/AOD (General Business / Atlantic Overlay District) | Riverside Promenade (Restaurants and retail stores).
  
- B. Surrounding Properties (Zoning District | Existing Use):
  - a. North - B-3/AOD (General Business / Atlantic Overlay District) | Retail Plaza (multiple stores, including Barber, clothing, beauty salon, etc.).
  - b. South - RM-45/AOD (Multiple- Family Residence 45 / Atlantic Overlay District)| Multi-family |B-2/AOD (General Business)/Atlantic Overlay District | Riverside Resort (Apartment hotel).
  - c. East - B-3/PCD/AOD General Business/Planned Commercial District / Atlantic Overlay District) Office and retail stores, drugstore and vacant lot.
  - d. West - Intracoastal Waterway | EOD (East Overlay District)/ Vacant house of worship.

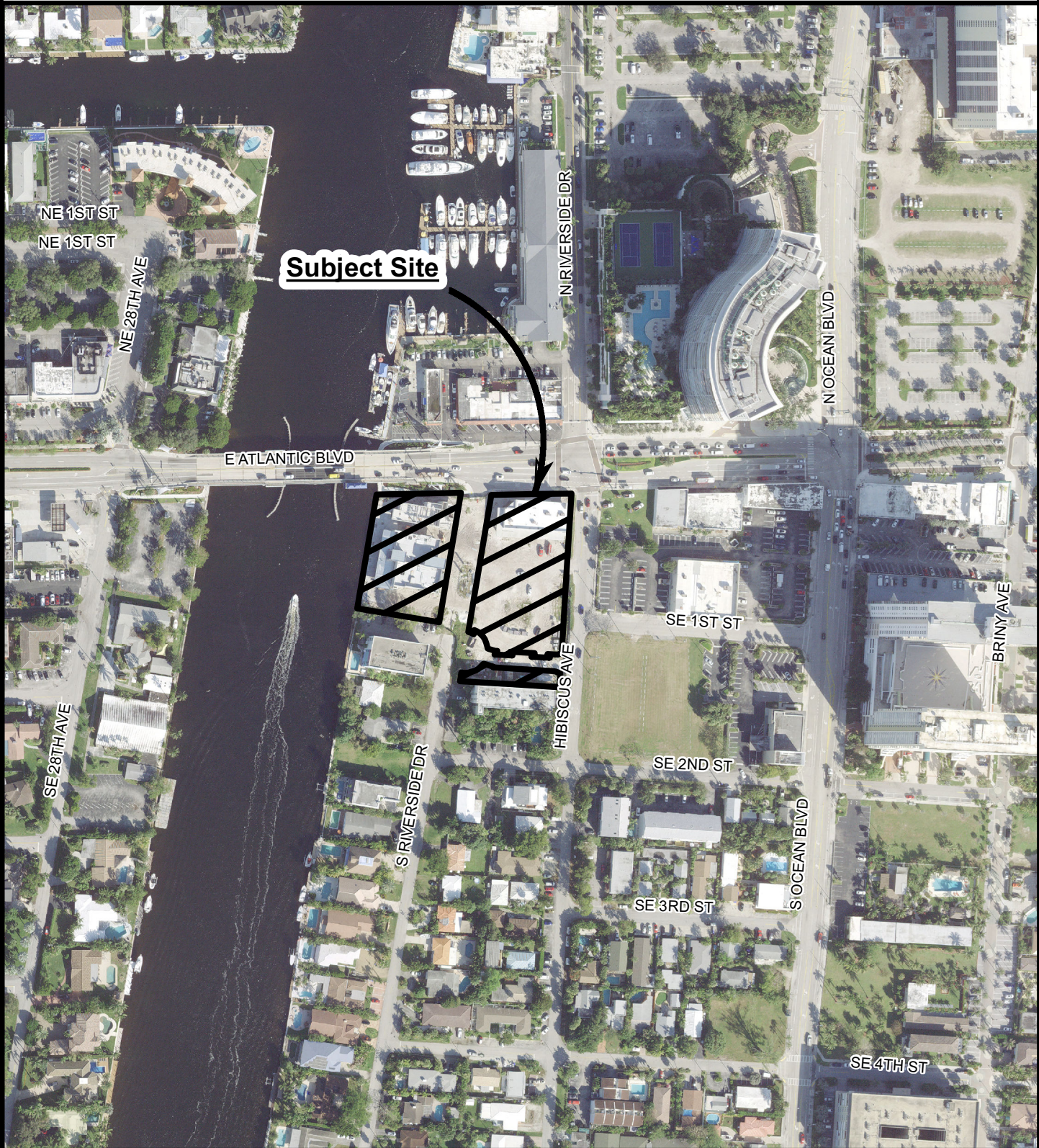
**Staff Conditions:**

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. On Building C, the applicant must select two of the three proposed locations for the signs. The Code allows a maximum of one sign on up to two building facades.
2. The proposed sign program must include language clarifying that the sign program must follow and comply with the Code requirements for the Atlantic Overlay District (AOD) designated area and follow the guidelines established by the property owner and the sign program proposed if approved.
3. The approval of a Sign Code Compliance Permit must be obtained before or concurrently with a building permit for each sign.
4. The use of any other sign type not included on this Master Sign Program will required the amendment of the master sign program and a new review and approval by the AAC. No projecting signs or free-standing signs are allowed by this Master Sign Program.



CITY OF POMPANO BEACH  
AERIAL MAP



1 in = 250 ft

8/9/2023

SkoRya

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PREPARED BY:  
DEPARTMENT OF  
DEVELOPMENT SERVICES

PZ23-30000003  
05/07/2024