

SECTION 5: DESIGN INTENT

The design intent of this Master Sign Program is to establish a unified, professional signage environment at 1800 N. Powerline Road while allowing flexibility for tenants to display their individual brand identity. The sign band across all tenant bays provides a consistent horizontal datum for signage placement. The 4-foot sign band creates a clear, dedicated zone for signage that maintains visual cohesion across the shopping center facade.

Channel letter signs - whether internally illuminated, halo-lit, or externally illuminated - are the preferred sign type for the sign band, as they create a clean, dimensional appearance consistent with contemporary commercial standards. Cabinet signs with opaque or translucent faces are permitted where the raceway/cabinet matches the facade color.

Trademarked corporate logos, colors, and fonts are expressly permitted, provided all size and placement standards set forth in Section 2 are met. The program does not restrict corporate brand expression beyond the size, placement, and illumination standards established herein.

SECTION 6: TENANT SIGN REVIEW & APPROVAL PROCESS

Step 1 - Tenant Submits Sign Proposal

The incoming tenant or their sign contractor shall submit to the property owner/manager: (a) a color rendering of the proposed sign with dimensions; (b) sign area calculations; (c) material and color specifications; (d) proposed illumination method.

Step 2 - Owner Review

The property owner (1800 N. Powerline Inc.) shall review the proposed sign for compliance with this Master Sign Program within ten (10) business days of submission. Written approval or comment will be provided.

Step 3 - City Permit Application

Upon owner approval, the tenant or sign contractor shall apply for a Sign Code Compliance Permit from the City of Pompano Beach Building Services Division. A copy of the owner's written approval shall accompany the permit application.

Step 4 - Installation

All signage shall be installed by a licensed sign contractor in accordance with the approved permit documents, Florida Building Code, and this Master Sign Program. No sign shall be installed prior to permit issuance.

