

## Staff Report

---

**File #:** LN-706

---

### ARCHITECTURAL APPEARANCE COMMITTEE

Meeting Date: MAY 6, 2025

### PUBLIX SUPER MARKET

**Request:** Building Design  
**P&Z#** 07-12000011  
**Owner:** Publix Super Markets Inc  
**Project Location:** 2511 E Atlantic Blvd  
**Folio Number:** 484331040010  
**Land Use Designation:** TO (Transit Oriented)  
**Zoning District:** TO-EOD (Transit Oriented - East Overlay District)  
**Commission District:** 1 (Audrey Fesik)  
**Agent:** Edward Vinas  
**Project Planner:** Pamela Stanton (Pamela.Stanton@copbfl.com / 954-786-5561)

### Summary:

This item is for the reconsideration of a condition that this Committee placed upon the approval for the exterior building color scheme change for the Publix at 2511 East Atlantic Blvd, associated parking structure and commercial storefronts at that location. The color scheme change was presented to and approved by this Committee on December 3, 2024 with the following condition:

- *Add frames to the area beneath the framed faux windows to match the existing frames on the north elevation at the east and west corners, shown on Publix Paint Colors - Page 5 of the AAC submittal package.*

The applicant has provided a narrative with a description of the negative impact the condition may have on the appearance of the building based on the original architectural intent if the faux window frames are installed. Specifically, the applicant has stated "Installing faux window frames between these column features would disrupt the cohesive design and could potentially compromise the visual harmony that the columns provide. The columns are designed to act as pillars carrying the elements of the faux windows on the second floor. Any alterations could detract from the intended design." The complete narrative is attached hereto and has been uploaded to the AAC Documents folder for your reference.

### Staff Conditions:

Staff has no conditions and supports the removal of the AAC condition.

# ARCHITECTURAL APPEARANCE COMMITTEE

MEMORANDUM #25-007

**DATE:** December 12, 2024  
**TO:** David Recor, Director of Development Services  
**FROM:** Architectural Appearance Committee  
**SUBJECT:** REVISED COLOR PALETTE – PUBLIX SUPER MARKET  
Planning and Zoning No. 07-12000011

---

At the meeting of the Architectural Appearance Committee held on December 3, 2024, the Committee reviewed the REVISED COLOR PALETTE submitted by ANDRE OGEERALLY on behalf of PUBLIX SUPER MARKETS INC for the existing two-story Publix at Pompano Beach facility located at 2511 E Atlantic Blvd.

The Committee approved the REVISED COLOR PALETTE with the following condition:

1. Add frames to the area beneath the framed faux windows to match the existing frames on the north elevation at the east and west corners, shown on Publix Paint Colors - Page 5 of the AAC submittal package.

---

ROBERT H. ZBIKOWSKI  
Chairman  
Architectural Appearance Committee

LB  
12/12/24



March 17, 2025

Pompano Shopping Center  
2511 E Atlantic Blvd.  
Pompano Beach, FL 33062 (Publix #1393)

To the City Board and Council,

My name is Edward Vinas and I am the Property Manager for our Publix owned Pompano Shopping Center (2511 E Atlantic Blvd., Pompano Beach, FL 33062). In my role, I am responsible for overseeing and making decisions regarding the exterior aspects and appeal of this property.

After a thorough review of the architectural design and structural elements of the Pompano Shopping Center building, it has come to our attention that the proposed installation of faux window framing between the column features is not advisable. The column design on the first-floor elevation is integral to the architectural theme of the building and we ask that you reconsider the stipulation to alter the look of the area on the NW portion of the building.

Installing faux window frames between these column features would disrupt the cohesive design and could potentially compromise the visual harmony that the columns provide. The columns are designed to act as pillars carrying the elements of the faux windows on the second floor. Any alterations could detract from the intended design.

We ask the board and council that they consider our suggestion to keep the existing faux window features as second-floor elements, where they currently favor in the building's design. This placement aligns with the architectural vision and maintains the integrity of the overall aesthetic.

Sincerely,  
Publix Super Markets, Inc.

Edward Vinas  
Regional Property Manager

•Publix Super Markets Inc | Attn: REAL ESTATE | PO BOX 407, LAKE LAND, FL 33802•  
•Edward Vinas | [Edward.Vinas@Publix.com](mailto:Edward.Vinas@Publix.com) | 863-688-1188 x54229• **AAC**



STATE OF FLORIDA

COUNTY OF POLK

The foregoing instrument was signed and acknowledged before me this 17<sup>th</sup> day of March 2025 by Edward Vinas, Regional Property Manager of Publix Super Markets Inc., both Florida corporations, on behalf of said corporation, who is personally known to me.

NOTARY:



VICKI BREKKE  
Commission # HH 608727  
Expires December 26, 2028

SEAL:

**Vicki Brekke**

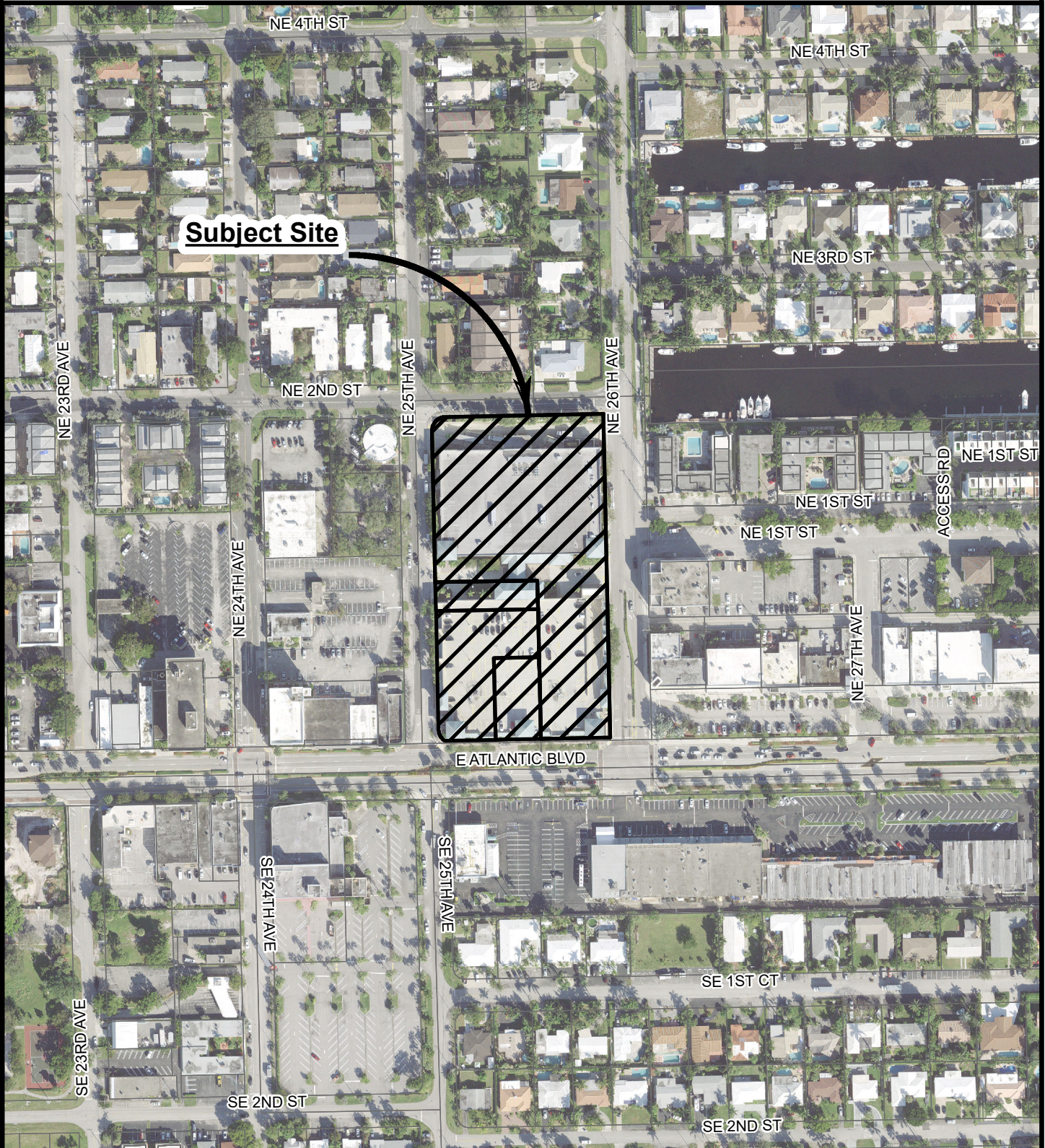
Printed Name of Notary

Commission No. and Expiration Date

•Publix Super Markets Inc | Attn: REAL ESTATE | PO BOX 407, LAKELAND, FL 33802•  
•Edward Vinas | [Edward.Vinas@Publix.com](mailto:Edward.Vinas@Publix.com) | 863-688-1188 x54229• **AAC**



# CITY OF POMPANO BEACH AERIAL MAP



1 in = 250 ft

11/20/2024

AdkBob

\\pwgishosting\directories\arcgis\Planning\All\_Maps\Notice Maps\2024\pz07-12000011\_Aerial Map.mxd

PREPARED BY:  
**AAC** DEPARTMENT OF  
DEVELOPMENT SERVICES

PZ07-12000011

12/03/2024