

## Staff Report

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**File #:** LN-617

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### ARCHITECTURAL APPEARANCE COMMITTEE

Meeting Date: MAY 6, 2025

### PALM PLAZA

**Request:** Master Sign Program  
**P&Z#** 24-30000006  
**Owner:** Pompano Beach Plaza DK LLC  
**Project Location:** 1400-1450 S Powerline Road  
**Folio Number:** 494203200010  
**Land Use Designation:** C (Commercial)  
**Zoning District:** B-3 (General Business)  
**Commission District:** 5 (Darlene Smith)  
**Agent:** Glen Welden (gwadesign@gmail.com)  
**Project Planner:** Jonathan Cady (954-786-5578 / jonathan.cady@copbfl.com)

### Summary:

The applicant requests approval of a Master Sign Program for signage in an existing multi-building development. The Master Sign Program proposes future changes to existing Free-Standing/Monument Signs, Tenant Wall signs, and Tenant Window signs.

The property is located at the intersection of Gateway Drive and South Powerline Road.

Proposed signs will consist of individual illuminated channel letters, with the option to be made of 3/16" White #7328 Acrylic, #2793 Red Acrylic, 3M 3630-222 Black Perforated Vinyl. All tenant panels must be manufactured from 3/16" thick impact resistant translucent #7328 white modified acrylic with translucent graphics applied first surface. Tenants with a corporate branded/regional marketing/national letter/logo/font style must use their chosen color theme for their tenant faces, subject to landlord approval. Signs can have one or two lines of text, with sizes to match the variations exactly as depicted on the elevations. Logos must be allowed and may not exceed 1.5 times the height of the largest capital letter. Primary/Anchor Tenants on non-extended architectural feature elements must follow the square footage allowances and placement standards per the examples depicted in this Master Sign Plan in accordance with the City of Pompano Beach Sign Code. The designated (default) font is Arial Bold/Arial Bold Italic.

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

**AAC**

such changes in plans and specifications as it deems necessary 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):  
General Business (B-3) | Shopping Center, Outparcels: Restaurant
- B. Surrounding Properties (Zoning District | Existing Use):
  - 1) North - General Business (B-3) | Office Building, Restaurant
  - 2) South - General Business/Planned Commercial Infill (B-4/PU) | Electrical Plant, Gas Station
  - 3) East - General Business/Planned Commercial Infill (RM-45/I-1) | Industrial (Storage Units), Residential Multi-Family
  - 4) West - General Business (B-3) | Office Building, Shopping Center

**Staff Conditions:**

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.