

Pompano Beach FL Costco

Superior Materials Justification

The proposed exterior material palette and façade composition for the Costco Wholesale at Powerline Rd. & Racetrack Rd. represent a *superior design alternative* that meets and exceeds the intent of the City of Pompano Beach's architectural standards. This justification is based on the project's use of durable, high-quality materials; an articulated façade; and a cohesive color and massing strategy that elevates the building's architectural character while ensuring compatibility with the South Florida context.

1. Use of High-Quality, Long-Life, Non-Reflective Materials

The building incorporates a mix of high-durability materials with appropriate textures, profiles, and finishes, as shown on the Material Board (Sheet A302) :

- Embossed insulated metal panels ("Sandstone")
 - Provide a clean, contemporary finish with shadow relief that mimics higher-cost masonry systems while offering superior performance in coastal environments.
- Split-face CMU base
 - Adds texture and human-scale materiality at the pedestrian level.
- Butler Rib II vertical metal panels ("Metallic Silver")
 - Create a non-glare surface appropriate for large-format architecture.
- Concrete stem wall ("Natural")
 - Provides a layer of durability, protecting the façade from impact and moisture.
- Clear anodized aluminum storefront and sectional doors
 - Provide transparency and reinforce a high-quality commercial aesthetic.
- Perforated Metal Design Panels
 - Introduce visual depth and architectural articulation through transparency and shadow, helping to break down larger façade areas and screen service or back-of-house elements. The panels are fabricated from aluminum with a powder coat finish suitable for coastal conditions, ensuring long-term durability with minimal maintenance.



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This palette demonstrates material richness, durability, and compatibility with local climatic demands, meeting the code’s intent for “superior materials” and avoidance of monotonous or low-quality wall systems.

2. Enhanced Massing, Vertical Modulation, and Façade Articulation

Across all elevations (A302 – East, South, West, and North façades), and reinforced by the renderings (GI Renderings, pgs. 1–2), the design employs:

- Vertical and horizontal modulation through panel changes, color shifts, and architectural reveals.
- Clear massing breaks, especially at the main entry tower, creating hierarchy and visual interest.
- A distinct entry element featuring the perforated metal Costco sign canopy, which introduces transparency, layering, and contemporary detailing.
- Color transitions (such as “Charcoal,” “Sandstone,” “Metallic Silver,” and accent “Safety Red”) that break up the building mass and avoid visual monotony.
- Integrated bracing elements (“Medium Brown”) that add structural expression and visual rhythm.

These elements collectively provide architectural articulation beyond what is typically required for large retail buildings, fulfilling the code’s criteria for façade relief, shadow lines, and enhanced streetscape presence.

3. Human-Scale Detailing at the Entry & Pedestrian Zones

The primary entry sequence—visible in the perspective rendering (GI Renderings pg. 2) — creates a comfortable, scaled environment through:

- A deep entry canopy supported by accent braces.
- Pedestrian-oriented materials at the base, including textured CMU and storefront glazing.
- Protected walkways and shade conditions that improve comfort in the South Florida climate.
- Architectural screening above the entry, adding detail and transparency while concealing mechanical elements.

This approach meets the city's objective of creating a pedestrian-friendly interface and elevating the architectural character of large-format retail.

4. Cohesive Architectural Theme Consistent with Surroundings

The neutral, coastal-appropriate palette—grays, warm putty tones, natural concrete, and crisp whites—paired with controlled use of Costco red accenting, creates a modern, understated building that integrates seamlessly with Pompano Beach's evolving architectural character. As shown on all elevations (A302):

- The colors avoid high contrast or glare.
- Natural and textured materials reduce the sense of scale.
- The façade vocabulary is consistent on all four sides, meeting the city's requirement for full perimetric architectural consistency.

This approach provides a superior aesthetic outcome and ensures long-term compatibility with future neighboring developments.

5. Landscape-Screened Architecture

The building elevations embedded with the landscape context show extensive canopy tree placement and layered landscaping that interact with the articulated façade. This further enhances the visual quality of the building and supports the code's intent for integrated, softened edges around large structures. In addition, superior landscape design has been applied along Racetrack road in the form of a 4' tall hedge, 10-12' understory trees, and 14-16' canopy trees. This layering of materials provide an effective screen from Racetrack Road to the north building facade tire center door.

WARE MALCOMB

ARCHITECTURE

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BRANDING

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BUILDING MEASUREMENT

The Pompano Costco's material system, architectural detailing, massing strategy, and landscape screening collectively exceed the baseline requirements of the City's design standards. The proposed palette uses durable, high-quality, and visually rich materials applied in a way that creates façade articulation, pedestrian comfort, and a cohesive architectural expression appropriate for a prominent corner site. These attributes clearly qualify the project as a superior design alternative under the city's architectural code.

AAC

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Material and Landscaping Percentages Chart

	NORTH	SOUTH	EAST	WEST	CORNER
EMBOSSSED INSULATED METAL PANEL	27%	18%	25%	38%	29%
BUTLER RIB II METAL PANEL	34%	21%	21%	15%	9%
SPLIT FACE PRECISION BLOCK	15%	15%	20%	23%	25%
T10 HORIZONTAL METAL PANEL	-	30%	5%	14%	
DECORATIVE CUSTOM METAL	12%	10%	10%	7%	12%
DOORS	4%	5%	5%	2%	7%
GLAZING	3%	-	1%	-	-
CONCRETE	2%	1%	9%	1%	6%
OVERHANG ROOF	3%	-	4%	-	12%
MATERIAL PERCENTAGES					

LANDSCAPE PERCENTAGE					
	NORTH	SOUTH	EAST	WEST	CORNER
APPROX BUILDING SHOWN					
APPROX LANDSCAPING COVERAGE					