

October 8, 2024

City of Pompano Beach
100 W Atlantic Blvd.
Pompano Beach, FL
33060

Re: Racetrack Logistics Pompano - District Signage

On behalf of Racetrack Logistics Pompano, Selbert Perkins Design (SPD) is pleased to submit our master district signage for the Racetrack Logistics Pompano site.

Please find project narrative on subsequent page.

Best regards,



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Project Narrative

Racetrack Logistics Pompano

In collaboration with The Cordish Companies, Selbert Perkins Design previously developed a comprehensive Master Sign Plan for the Planned Commercial/Industrial District (PCD) which has been branded as The Pomp.

Phase 1 of the Master Sign Plan was previously approved by the AAC on August 1, 2023.

Phase 2 of the Master Sign Plan was previously approved by the AAC on June 4th, 2024.

The Racetrack Logistics Pompano is part of the PCD and follows the approved City Ordinance No. 2022-58. This project integrates additional Monument Signs and Vehicle Direction signs defined within that ordinance.

The signs within the Racetrack Logistics Pompano project utilize the same design, materials & details that were previously approved as a part of Phase 1 & Phase 2.

Phase 2 signs include:

- Monument Sign (Sign Type A01)
 - Quantity: 1
 - 1 located on Racetrack Rd.
- Monument Sign (Sign Type A02)
 - 16 signs total
 - 2 locations on the North side of Building 1. (Internal to the district)
 - 2 locations on the South side of Building 2. (Internal to the district)
 - 2 locations on the North side of Building 3. (Internal to the district)
 - 2 locations on the South side of Building 4. (Internal to the district)
 - 2 locations on the North side of Building 5. (Internal to the district)
 - 2 locations on the South side of Building 6. (Internal to the district)
 - 2 locations on the North side of Building 7. (Internal to the district)
 - 2 locations on the North side of Building 8. (Internal to the district)
- Flat Sign (Sign Type A16)
 - 8 signs total - 1 for each building. (Internal to the district)
- Vehicle Direction Sign (Sign Type B02)
 - 16 total - located at decision points internal to the district.

AAC²

PZ24-30000010

11/05/2024

The design of the district signage reflects the materials & finishes of the site design components planned for the district including utilizing a project pattern language that manifests itself in a variety of design elements throughout the district including the architectural facades and light fixtures.

Sign Type A01 - Monument Signs are double-sided and integrate illuminated sign letters identifying the Racetrack Logistics Pompano identity. These signs integrate the district pattern language and are integrated into the landscape where the sign meets the ground.

Sign Type A02 - Monument Signs are double-sided and integrate illuminated sign letters identifying the buildings within the district and the five tenants within the building being identified (tenant names TBD). These signs integrate the district pattern language and are integrated into the landscape where the sign meets the ground.

Sign Type A16 - Flat Signs are individual aluminum channel letters that are mounted directly to the facade of the building. These signs are halo-illuminated off the building facade.

Sign Type B02 - Vehicle Direction Signs provide critical wayfinding information to get visitors to their various destinations around the district. These signs feature internally illuminated direction messages as well as an illuminated fin which has color changing capabilities to tie to events within the district.

The comprehensive Master Sign Plan has been developed so that as the development within the district evolves, the signs can be easily updated and expanded into locations for new development. It is critical that the signs have a cohesive design and are functional to create ease of navigation when approaching the district and circulating within the district.

In Response to the standards outlined in section 155.51003, the development team presents the following responses.

- A. The design and materials used in the proposed addition district signage is of high quality to match the design intent of the surrounding master planned development. The mixed use nature of the master plan features commercial entertainment-type uses such as the ones featured within the LIVE Venue.

The district signage design, materials, and color scheme used are compatible with existing architecture and facades, as well as designs associated with proposed projects anticipated to enter construction in the near future. The intent is to create consistency throughout the master planned development.

The district signage has been coordinated with site landscape designs throughout the various projects within the LIVE Master Planned Development and comply with the overall PCD District requirements.

- B. Locations of the proposed district signage will follow the same principles of the signs installed as part of the phase I & 2 approval and adhere to the requirements within the sign code of the approved PCD Ordinance. These locations promote a safe and efficient way for motorists and pedestrians to navigate the master planned site. Proposed locations take into consideration existing and future signage on neighboring properties because it is a master planned property with multiple mix of uses and developments within itself.
- C. The proposed signage will feature internal illumination direction messages as well as an illuminated fin which has color changing capabilities to tie to special event themes within the district. Illumination will follow guidelines set within the approved PCD Ordinance.