



## Staff Report

**File #:** LN-655

ARCHITECTURAL APPEARANCE COMMITTEE

Meeting Date: NOVEMBER 5, 2024

### INDUSTRIAL PARCEL MASTER SIGN

**Request:** Master Sign Program  
**P&Z#** 24-30000010  
**Owner:** Rock Hill Management  
**Project Location:** 300 Loop Rd  
**Folio Number:** 494203410070, 494203410073, 494203410074  
**Land Use Designation:** RAC (Regional Activity Center)  
**Zoning District:** PCD (Planned Development)  
**Commission District:** 5 (Barry Moss)  
**Agent:** Mike Amodio (954-788-3400 / mamodio@keithteam.com)  
**Project Planner:** Max Wemyss (954-786-4671 / Max.Wemyss@copbfl.com)

### Summary:

The applicant is requesting approval for a Master Sign Program for the Live! Industrial Parcel Development within the Live! District. The subject property is located on the east side of Powerline Road (AKA: SW 26 Avenue), just west of the Tri-Rail train tracks, south of Racetrack Road (AKA: SW 3 Street), and north of the Cypress Bend community. The subject site generally occupies the eastern third of the Live! District.

In 2020, the City Commission approved Land Use Plan Amendment and a Rezoning application for the Planned Development establishing the Live! District Master Plan (Ordinance 2019-107, amended with Ordinance 2021-02). As part of the Planned Development, the applicant received approval from the City Commission to propose modified standards and distinct sign requirements for this development. The sign guidelines were adopted as an exhibit to the Master Plan by Ordinance (Ordinance 2022-58). A copy of the Ordinance has been included with this report for reference.

This will be the second multi-tenant development tied to a site plan that must obtain a Master Sign Program within this Planned Development District. Prior approvals for Master Sign Programs within the District have been for the common areas controlled and developed by the Master Developer of the overall project and for the Live! @ the Pomp Development. Consistent with the Ordinance, the Live! Industrial Parcel Development must also obtain a Master Sign Program for this subject site.

The applicant is proposing a variety of sign types, compliant with the standards adopted by

Ordinance 2022-56. This application includes one Monument Sign along Racetrack Road and 16 Monument Signs internal to the development, eight Flat Wall Address Signs, 16 Directional Signs, all of which are defined by and have standards provided in those modified sign standards of Ordinance 2022-58. Again, for reference, this Ordinance is provided within the backup. Additionally, the free-standing sign designs are consistent with the design of the other Master Sign Programs within the district. What is not provided by the Master Sign Program are the locations and design parameters for any Flat Tenant Wall Signs. Should any future tenant wish to install a flat wall sign on the wall above their façade, a revision to the Master Sign Program will first be required.

Pursuant to Section 155.2205, Code of Ordinances, the Architectural Appearance Committee may require such changes in plans and specifications as, in its judgment, may be requisite 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.

Subject property:

- Planned Commercial Development (PCD) | Live! Industrial Parcel

Surrounding Properties:

- North: I-1/PCI | Warehouse/Distribution
- South: RM-45 | Cypress Bend Condo Development
- East: I-1 | Variety of industrial/warehouse uses
- West: RM-45/Dashed-Line | Palm Aire Development

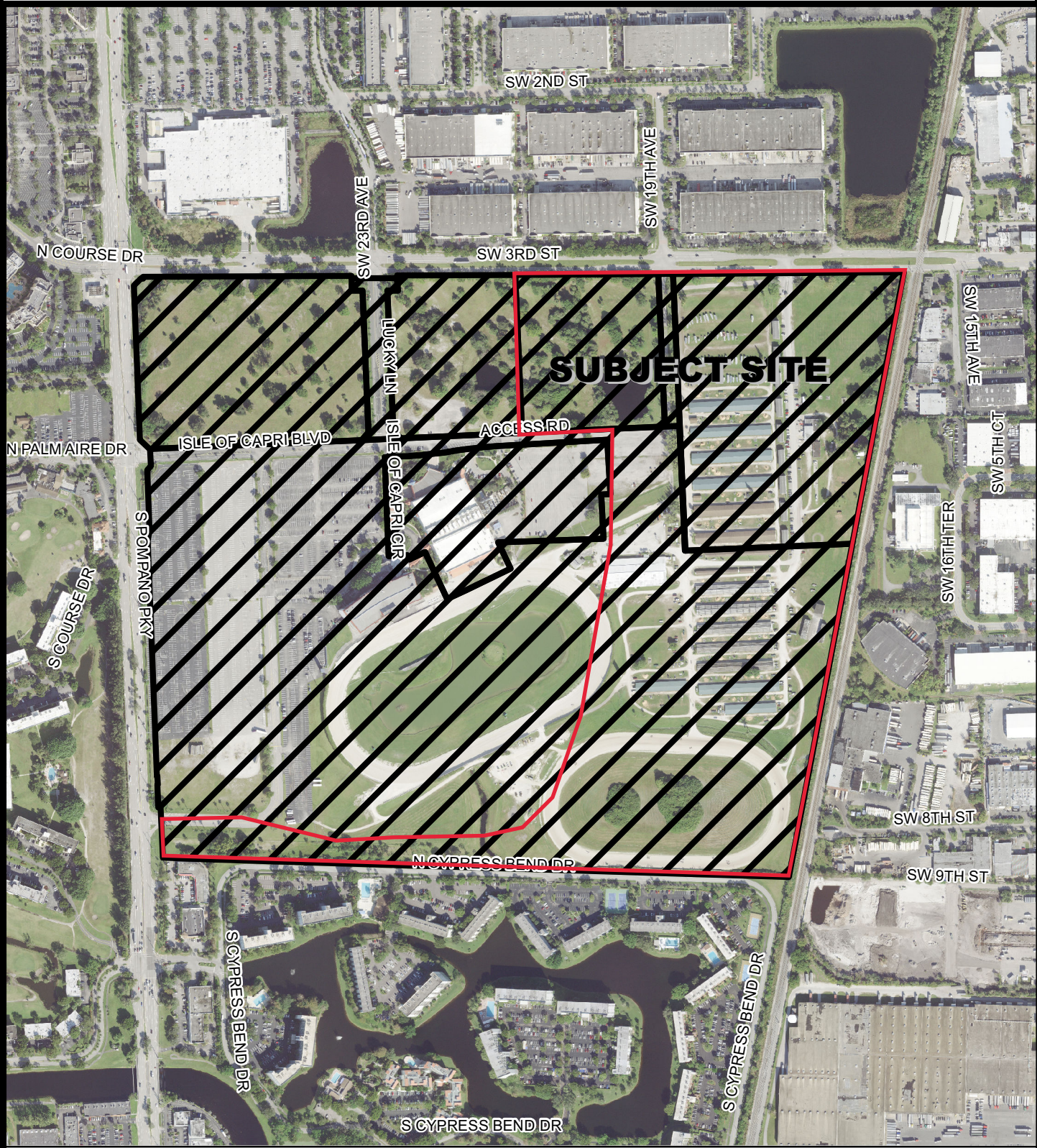
**Staff Conditions:**

If approved by the Architectural Appearance Committee, staff recommends including the following conditions:

1. A Sign Code Compliance Permit must be obtained before or concurrently with a building permit for all signs. At the applicant's preference, all signs or sign structures within any single Development Parcel within the PCD may be permitted with a single Sign Code Compliance Permit.
2. The Master Sign Program for this site must be amended, subject to the approval of the Architectural Appearance Committee, prior to the approval of any building-mounted tenant sign or any other sign type not approved for the subject site by this Master Sign Program application.



CITY OF POMPANO BEACH  
AERIAL MAP



1 in = 667 ft

3/22/2022

UmaSau

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PREPARED BY:  
DEPARTMENT OF  
DEVELOPMENT SERVICES

PZ24-30000010  
11/05/2024