

Master Signage Plan

For:

Palm-Aire Marketplace

281-299 SW Pompano Parkway

City of Pompano Beach, FL

May 16, 2024

On behalf of the property owner, Pompano Realty USA LLC, 2GHO, Inc. is submitting an application for Master Sign Plan approval for the existing and proposed signs at the Palm-Aire Marketplace property located on SW Pompano Parkway (Powerline Road/SW 26th Avenue); bounded on the north by Atlantic Boulevard; on the south by North Course Drive; and on the west by SW 27th Avenue.

General Information: The Palm-Aire Marketplace is an existing commercial shopping center, located on approximately 18.6 ac., providing a mix of commercial uses, such as: commercial goods, grocery, restaurants, banking, medical and personal services. The shopping center consists of 8 buildings, 150,259 s.f. and 30+/- individual tenants. The 8 individual commercial structures were constructed over the course of 23 years, beginning in 1980 up until 2003. In addition to the 30+/- tenant wall signs, the shopping center also provides 8 free-standing tenant signs, installed throughout the last 43 years since the shopping center initiated its construction in 1980.

Based on the city's new Sign Code, a Master Sign Plan (MSP) application is required to be submitted and reviewed/approved by the Architectural Appearance Committee (AAC). The MSP documents include the existing signage for the center. The MSP documents also include the design guidelines for the signage for the center, these design guidelines will provide information and direction for future tenants to the center and what the property owner will allow at Palm-Aire Marketplace; the MSP is designed to encourage diversity and creativity for the tenants.