

Staff Report

File #: LN-730

ARCHITECTURAL APPEARANCE COMMITTEE

Meeting Date: NOVEMBER 4, 2025

POMPANO PLAZA MASTER SIGN REVISION

Request: Master Sign Program
P&Z# 25-30000002
Owner: Pompano Plaza LLC
Project Location: 1401-1405 S Federal Highway
Folio Number: 494201000880
Land Use Designation: C (Commercial)
Zoning District: B-3 (General Business)
Commission District: 1 (Audrey Fesik)
Agent: Joseph Tassone (jtassone@echorealty.com)
Project Planner: Diego Guevara (954-786-4310 / diego.guevara@copbfl.com)

Summary:

The applicant is requesting approval for an amendment to the approved Master Sign Program. The subject Master Sign Program was reviewed and approved by the Architectural Appearance Committee (AAC) on July 1, 2025. The proposed amendment must be reviewed and approved by the AAC before a Zoning Compliance Permit is approved.

There are only two sheets that are new or revised in the submittal. Drawing "Sheet 02 - MSP Sign Criteria", which is modified to allow the location of the proposed sign to be off a horizontal center of the tenant's façade; and "Sheet 22B - MSP Building 7, Elevation B", which provides wall sign size and location information, consistent with the other signs already permitted on the property.

The amendment to the Master Sign Program proposes the addition of a new sign with any combination of sign dimensions up to the allowable maximum square footage of 200 Sf. meeting the maximum allowed by the Sign Code. The drawing provided illustrate a sample of the proposed tenant sign (3.5 x30.0 feet = 105 Sf.). The subject sign will be located on the east elevation of building No. 7. The street facing façade of the corner tenant of Building No.7 does not have public access or fenestration on this elevation, and there are no existing signs on this building facade. This amendment would allow the second sign for a façade with no public access or fenestration at this commercial plaza. The location and characteristics of the sign must be consistent with the parameters established in the subject master sign program and shall comply with the City's Sign Code.

The subject property is located at the northwest corner of East McNab Road and South Federal Highway.

The proposed sign must comply with the same characteristics as the other wall signs included in the master sign program, such as internally illuminated channel letters and acrylic faces with logo in Arial, Arial Bold, Proxima Nova, Proxima Nova Bold, or Bebas Neue Bold font styles.

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

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.

Zoning | Existing Uses

- A. Subject property (Zoning | Existing Use): B-3 (General Business) | Pompano Plaza (Shopping Center-Neighborhood)
- B. Surrounding Properties (Zoning District | Existing Use):
 - a. North - B-3 (General Business) | Service Station (with small convenience store), Retail, Restaurant, Office.
 - b. South - B-3 (General Business)- CVS Pharmacy Drug Store - free standing, not attached | PCD (Planned Commercial/Industrial) Retail, Restaurant, and Self-Storage Facility.
 - c. East - B-3 (General Business) | Auto Dealership Sales, Auto Body Paint Shop, Auto Rental.
 - d. West - CF (Community Facilities) | Place of Worship.

Staff Conditions:

The Planning and Zoning Division has reviewed and evaluated the Master Sign Program submitted to the City of Pompano to determine its conformity with applicable City codes and requirements. 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.
2. In the event of a conflict between the Master Sign Program and the City of Pompano Beach Sign Code, the stricter of the two must prevail.
3. The sign on the east elevation of Building No. 7 may not exceed the maximum area allowed (200 Sf.) by the Master Sign Program and the Sign Code, Chapter 156.

