



City of Pompano Beach

100 West Atlantic Blvd.
Pompano Beach, FL 33060

Staff Report

File #: LN-58

Architectural Appearance Committee
Meeting Date: January 5, 2021

PLAZA AT OCEANSIDE

Request: Master Sign Program
P&Z# 19-30000007
Owner: Plaza at Oceanside Property Owners Association Inc,
Project Location: 1 N Ocean Blvd
Folio Number: 484331450020
Land Use Designation: C
Zoning District: B-3/PCD/AOD
Commission District: 1
Agent: James Farrar (754-332-2263)
Project Planner: Matt Edge

Summary:

The applicant is requesting approval for a revised Master Sign Program for the Plaza at Oceanside located at 1 North Ocean Boulevard. Pursuant to §155.2416, [Master Sign Program], all multi-tenant mixed-use or multi-tenant nonresidential developments which exceed 5,000 square feet and which 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. The Master Sign Program must be reviewed and approved by the Architectural Appearance Committee (AAC), prior to Zoning Compliance Permit approval. The proposal is for wall signs on the building façade and free standing signs facing East Atlantic Boulevard and North Ocean Boulevard. Each wall sign will consist of channel letters attached to an architectural feature mounted to the arcade immediately in front of the tenant bay. The size of the letters is limited to 18" for a single line of text and 24" for a logo. All signs may include a bracket along the bottom with additional copy, but this text is included in the sign area allowed.

The Master Sign Program for this property was approved at the August 24, 2020 Architectural Appearance Committee meeting. The changes from that approved Master Sign Program include additional sign locations along East Atlantic Boulevard and revised language/text regarding the letter size of the wall signs.

The property is located north of East Atlantic Boulevard, between North Riverside Drive and North Ocean Boulevard (A1A).

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.

1. Zoning / Existing Uses

A. Subject property (Zoning | Existing Use):

B-3/PCD/AOD (General Business, Planned Commercial Development, Atlantic Overlay District) | Residential and Commercial spaces

B. Surrounding Properties (Zoning District | Existing Use):

- 1) North - PR/AOD (Parks and Recreation/Atlantic Overlay District) | Parking Lot
- 2) South - B-3/PCD/AOD (General Business, Planned Commercial Development, Atlantic Overlay District) | Retail/Office
- 3) East - B-3/PCD/AOD (General Business, Planned Commercial Development, Atlantic Overlay District) | Parking Lot
- 4) West - B-3/AOD (General Business, Atlantic Overlay District) | Restaurant, Marina, Retail, Office

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 and herewith makes the following comments and/or recommendations on the Master Sign Program:

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. All signs must comply with both the Master Sign Program as approved and the Sign Code.

AAC

NORTH

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