

**ADMINISTRATIVE MEMORANDUM NO. 20-063**

**TO:** Architectural Appearance Committee  
**VIA:** Pamela Stanton, Urban Designer Planner *PS*  
**FROM:** Matt Edge, CNU-A, Planner *ME*  
**SUBJECT:** The Plaza at Oceanside, Master Sign Program | 1 N Ocean Boulevard  
**DATE:** February 18, 2020 for March 3<sup>rd</sup> Meeting  
P&Z #19-30000007

The following is a brief summary of information on the proposed development and surrounding properties. The applicant is requesting approval for a Master Sign Program for the Plaza at Oceanside located at 1 N 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 E Atlantic Boulevard and N 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, 14" for the top line of a sign with two lines of text, 8" for the bottom line of a sign with two lines 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 property is located north of E Atlantic Boulevard, between N Riverside Drive and N Ocean Boulevard (A-1-A).

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.

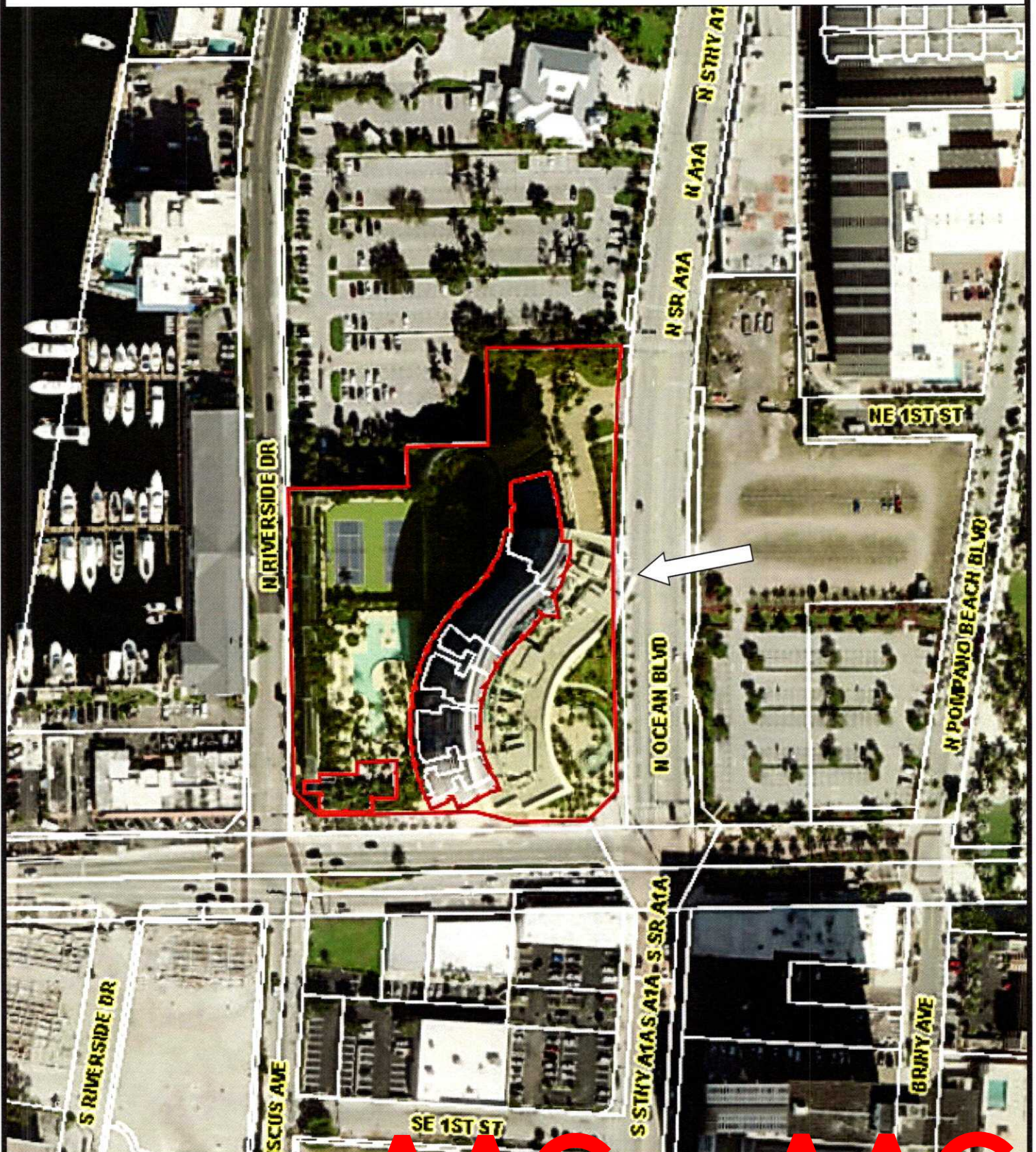
**1. Zoning / Existing Uses**

- 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

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EXCERPT FROM THE BROWARD COUNTY PROPERTY APPRAISER  
AERIAL MAP



NTS

AAC

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**ARCHITECTURAL APPEARANCE COMMITTEE  
REVIEW COMMENTS FOR  
03/03/2020**

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 entitled:

**The Plaza at Oceanside, Master Sign Program  
PZ# 19-13000007**

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Reviewer: Matt Edge (954-786-5554)

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. Signs shall not exceed one square foot of sign area per one linear foot of tenant frontage.