

ADMINISTRATIVE MEMORANDUM NO. 20-178

**TO:** Planning and Zoning Board  
**VIA:** David L. Recor, ICMA-CM, Director of Development Services  
Jennifer Gomez, AICP, Assistant Director of Development Services  
**FROM:** Max Wemyss, Planner *MW*  
**SUBJECT:** Text Amendment to Sign Code for Regional Shopping Centers (Chapter 156)  
July 22, 2020 Meeting  
**DATE:** July 13, 2020

---

The Applicant, Pompano Citi Centre represented by Dunay, Miskel & Backman, is requesting to amend the Sign Code (Chapter 156) to increase the size and number of Tenant Flat Signs that may be applied to large retail development.

The Sign Code does not currently provide regulations that are unique to Regional Shopping Centers. The amendments proposes to introduce a definition for Regional Shopping Centers and to create sign standards that allow additional signs and sign area for a Regional Shopping Center. The Sign Code currently allows for one sign per tenant and a second sign for a tenant on a corner. Any wall sign may not exceed 10% of the tenant's frontage along the façade. The proposed allows for tenants of a Regional Shopping Center to have one sign per façade, not to exceed four signs. As proposed, Sign area on a façade will not exceed 20% of the façade area rather than 10%.

The Code amendment proposes changes to Section 156.03 Definitions and Section 156.07 Nonresidential Districts. Additionally, it includes minor changes to provide clarification for current standards and staff interpretations.

The Applicant is representing Pompano Citi Center, who has submitted Site Plans and Building Permits for improvements to the shopping center and new tenants.

Staff does not object to the text amendment as presented.

## CODE AMENDMENT REVIEW STANDARDS

The Planning & Zoning Board must make a recommendation to the City Commission on applications for code amendments based on the competent substantial evidence in the record that the amendment addresses the following standards:

### 155.2402. TEXT AMENDMENT

...

#### C. Text Amendment Review Standards

The advisability of amending the text of this Code is a matter committed to the legislative discretion of the City Commission and is not controlled by any one factor. In determining whether to adopt or deny the proposed amendment, the City Commission shall weigh the relevance of and consider whether and the extent to which the proposed amendment:

1. Is consistent with the comprehensive plan;
2. Does not conflict with any provision of this Code or the Code of Ordinances;
3. Is required by changed conditions;
4. Addresses a demonstrated community need;
5. Is consistent with the purpose and intent of the zoning districts in this Code, or would improve compatibility among uses and would ensure efficient development within the city;
6. Would result in a logical and orderly development pattern; and
7. Would not result in significantly adverse impacts on the natural environment, including but not limited to water, air, noise, storm water management, wildlife, vegetation, wetlands, and the natural functioning of the environment.

## PROPOSED CODE AMENDMENT:

### CHAPTER 156: SIGN CODE

...

#### 156.03 DEFINITIONS.

...

**REGIONAL SHOPPING CENTER.** A shopping center which typically ranges from approximately 300,000 square feet to 1,000,000 square feet or more of gross leasable area and provides a full range of shopping goods, general merchandise, apparel, furniture and home furnishings. Such center is usually built around a full-line department store as the major drawing power. Regional shopping centers are approximately 30 acres in size or larger and generally require a minimum market support population in excess of 150,000 people and a trade area extending 10 to 15 miles or more modified by such factors as competitive facilities and travel time over access highways.

...

#### 156.07 NONRESIDENTIAL DISTRICTS.

Table 156.07 (B): Building Signage Standards			
Sign Type	Maximum Number of Signs	Maximum Sign Area	Additional Standards
...			

<p><b>Nonresidential Tenant Flat Sign</b></p>	<ul style="list-style-type: none"> <li>• One per tenant with a public entrance on the first floor. <u>Tenant may be located on the second floor as long as there is direct public access to the tenant space from a first floor entrance.</u></li> <li>• <del>Tenants in a corner unit may be permitted a maximum of one sign per elevation.</del></li> <li>• <u>Tenants in a stand-alone building, on the end of a row of tenants, or a tenant occupying a corner unit may be permitted a maximum of one sign on up to two building facades.</u></li> <li>• <u>Tenants within a Regional Shopping Center with multiple facades may be permitted a maximum of one sign per building façade, not to exceed four.</u></li> </ul>	<ul style="list-style-type: none"> <li>• 10% of tenant's frontage along building façade; Maximum 200 sq ft, <u>unless modified below.</u></li> <li>• <u>20% of tenant's frontage along building façade for Regional Shopping Centers subject to the following:</u> <ol style="list-style-type: none"> <li>1. <u>Maximum 200 sq. ft. for tenant space less than 10,000 sq. ft.</u></li> <li>2. <u>Maximum 300 sq. ft. for tenant space - 10,000 sq. ft. – 24,999 sq. ft.</u></li> <li>3. <u>Maximum 500 sq. ft. for tenant space – 25,000 sq. ft. or greater</u></li> <li>4. <u>With the submittal of a master sign program the maximum square feet per façade may be pooled and allocated by the Owner provided the total allocated does not exceed 20% of the overall façade.</u></li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>• Frontage is calculated as the height of façade multiplied by the length of the façade</li> </ul>
...			