





**City of Pembroke Pines**  
**Planning & Economic Development Department**  
**601 City Center Way 3<sup>rd</sup> Floor**  
**Pembroke Pines FL, 33025**

## Summary

<b>Agenda Date:</b>	November 14, 2024	<b>Application ID:</b>	MSC 2024-0007
<b>Project:</b>	Edison Pembroke Master Sign Plan	<b>Project Number:</b>	N/A
<b>Project Planner:</b>	Joseph Yaciuk, Assistant Director		
<b>Owner:</b>	Pembroke Parcel 2 Owner LLC, Pembroke 145 Office LLC	<b>Agent:</b>	Dennis Mele Esq.
<b>Location:</b>	North of Pembroke Road, between I-75 and Southwest 145 Avenue	<b>Commission District:</b>	4
<b>Existing Zoning:</b>	Mixed Use Development (MXD)	<b>Existing Land Use:</b>	Office Park / Irregular Residential 46.1
<b>Reference Applications:</b>	SP 2023-04, SP 2023-09, SP 2021-15, ZC 2021-01, ZC 2022-03, ZC 2022-04, SP 2021-15, PH 2021-02, ZC 2017-03, AM 2005-04, SUB 2008-01, SUB 2007-01, ZC 2007-01, ZC 2008-01		
<b>Applicant Request:</b>	Establishment of a master sign plan for the Edison MXD property.		
<b>Staff Recommendation:</b>	<b>Approval</b>		
<b>Final:</b>	<input checked="" type="checkbox"/> Planning & Zoning Board	<input type="checkbox"/> City Commission	
<b>Reviewed for the Agenda:</b>	Director: <u></u> Assistant Director: <u></u>		

## **Project Description / Background**

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Dennis Mele, agent for owners Pembroke Parcel 2 Owner LLC. and Pembroke 145 Office LLC., is requesting approval for the creation of a Master Sign Plan for the Edison Pembroke MXD, generally located north of Pembroke Road, between I-75 and Southwest 145 Avenue south of Pines Boulevard and west of Palm Avenue. The site currently contains an office building with parking.

The following applications are being heard concurrently on tonight's meeting which are proposed for this property and will be impacted by this proposal:

- SP 2023-04 – Site plan for the development of the Baptist FSER.
- SP 2023-09 – Site plan amendment to the Edison Pembroke Residential site plan.

Future buildings included in the master plan for the Edison MXD include:

- A future parking garage (building 2)
- A future hotel (building 5)
- A future bank/office building (building 6)

These future buildings have not been submitted at this time.

Staff notes that the October 10, 2024 Planning and Zoning Board meeting was canceled due to the closure of city hall due to Hurricane Milton. This item was placed on tonight's agenda for consideration.

Edison MXD design guidelines require the submittal of a Master Sign Plan for the site. The applicant is requesting approval of the attached Master Sign Plan which indicates the following sign allowances and restrictions:

### **Temporary Sign Standards**

#### General Office Leasing Signage

- I-75 Leasing Signage
  - One (1) single-faced ground-mounted leasing sign for the existing office building shall be permitted displayed facing I-75. The maximum sign area shall be 200 sf.
  - I-75 leasing signage shall be permitted until building occupancy reaches 90%, after which the sign shall be removed. Should building occupancy drop below 90%, the sign may be permitted and reinstalled.
- S.W. 145<sup>th</sup> Avenue Leasing Signage
  - One (1) ground-mounted V-shaped leasing sign having two faces shall be permitted facing S.W. 145<sup>th</sup> Avenue for each general office building with a Certificate of Occupancy. The maximum sign area shall be 32 sf.
  - Leasing signage shall be permitted for an initial period of 6 months following issuance of a Certificate of Occupancy. If after 6 months, the property is not 100% occupied, then the leasing signage shall be permitted to remain for another 6 months. If after 12 months, the property is not 100% occupied, the property Owner may apply for a permit extension or new temporary sign permit.

- Multifamily Leasing Signage
  - One (1) ground-mounted “v” shaped “Now Leasing” sign having two faces shall be allowed facing S.W. 145 Avenue
  - Such sign shall be permitted for 12 months following receipt of the Certificate of Occupancy.
- New Building Announcing Signage (Reference Exhibit 1)
  - For new buildings within the MXD, a vinyl banner with digitally printed images and/or graphic information announcing the facility, attached to the construction fence shall be permitted around all four of the perimeter sides of a new project while construction is underway. The text area of the banner shall not exceed 25% of the total area of any one elevation of the fence.

### **Permanent Sign Standards**

#### **Project Entry Monument Signage**

- One project entry sign shall be permitted at each entry point into the site and shall comply with the following:
  - The project entry sign shall contain the name of the development, the buildings utilizing each entry, and the names of a maximum of (5) tenants per side, as well as the street address, with the numbers being not less than four (4) inches and no more than nine (9) inches in height.
  - Entry signage shall be constructed of fabricated aluminum or concrete and may include stone, tile, or other architectural veneer consistent with the architecture within the MXD. Internal illumination of entry monument signage is permitted. The maximum height shall be 6 feet. The maximum permitted length shall be 18 feet. The maximum sign area shall not exceed 200 square feet.
  - Entry monument signage cannot impede vehicle lines of sight.
  - Entry monument signage shall have a setback from the ROW of no less than 10 feet, in compliance with City code.

#### **Medical Facility Tower Sign (Reference Plan Sheet S-303)**

- The medical facility will include a freestanding vertical architectural feature along Interstate 75, complemented by a landscaped plaza at its base to create a distinct sense of place within the surrounding area. This feature is designed to serve as an iconic landmark, clearly marking the facility's location and enhancing the visibility of its clinical emergency services. The structure will be both sculptural and functional, using materials from the main building in an artistic composition while incorporating subtle signage with a hint of strategically placed illumination. Standing approximately 68 feet tall with a 10-by-10-foot footprint, the feature's height aligns with that of the proposed medical building, ensuring a cohesive visual relationship between the two elements.

#### **Wall Signage**

- Future Hotel
  - The future hotel building within the MXD shall be permitted wall signage on each elevation provided that such signage complies with the following:

- The total square footage of wall signage shall not exceed 600 square feet. The total permitted square footage may be allocated to more than one (1) sign. Maximum sign area of any individual wall sign shall not exceed 200 square feet. There shall be a maximum of two (2) signs permitted per elevation.
  - Hotel signage plan shall be consistent with the standards outlined in this document and shall be designed and approved at the time of site plan approval.
- Future Office
  - The future office building within the MXD shall be permitted wall signage on each elevation provided that such signage comply with the following:
    - The total square footage of wall signage shall not exceed 400 square feet. The total permitted square footage may be allocated to more than one (1) sign. Maximum sign area of any individual wall sign shall not exceed 200 square feet. There shall be a maximum of two (2) signs permitted per elevation.
    - Future office signage plan shall be consistent with the standards outlined in this document and shall be designed and approved at the time of site plan approval.
- Existing Office
  - All existing office buildings within the MXD shall be permitted wall signage on each elevation provided that such signage comply with the following:
    - Building Identification Signage
      - For the main buildings, the total square footage of building identification wall signage on each building shall not exceed 400 square feet per building. The total permitted square footage may be allocated to more than one (1) sign and more than (1) wall. Maximum sign area of any individual wall sign shall not exceed 200 square feet. There shall be a maximum of one (1) sign permitted per elevation.
    - Tenant Identification Signage
      - For the main buildings, the total square footage of tenant identification wall signage on each building shall not exceed 1,000 square feet per building. The total permitted square footage may be allocated to more than one (1) sign and more than (1) wall provided that a minimum of fifty percent (50%) of the total square footage is allocated to the elevation facing I-75. Maximum sign area of any individual wall sign shall not exceed 200 square feet. There shall be a maximum of four (4) signs permitted per elevation.
- Future Parking Garage
  - The parking garage to the north of the existing office building intended to serve the existing office building at the time when the hotel and future office are developed shall be permitted to have

tenant identification signage facing I-75. A maximum of two (2) tenant identification signs shall be permitted on either end of the parking garage, or in locations mutually acceptable to the property Owner and City, facing I-75. The maximum sign area of any individual wall sign shall not exceed 200 square feet. Signage on the parking deck shall be permitted for tenants leasing greater than 15% of the office building square footage. The parking garage signage shall only be allowed for tenants of the general office buildings.

- Medical Facility (Reference Plan Sheets S-100, S-200, S-301, S-302)
  - All medical facility buildings within the MXD shall be permitted wall signage on each elevation provided that such signage comply with the following:
    - For the main buildings, the total square footage of wall signage on each building shall not exceed 700 square feet per building. The total permitted square footage may be allocated to more than one (1) sign. Maximum sign area of any individual wall sign shall not exceed 200 square feet. There shall be a maximum of four (4) signs permitted per elevation.
    - Architectural elements that do not contain letters or text shall not count against the building signage square footage. Such architectural features located on building walls will not be internally illuminated.

Multifamily Residential (Reference Plan Sheets 2-9)

- The multifamily residential building within the MXD shall be permitted wall signage on each elevation provided that such signage comply with the following:
  - The total square footage of wall signage shall not exceed 400 square feet. The total permitted square footage may be allocated to more than one (1) sign. Maximum sign area of any individual wall sign shall not exceed 100 square feet. There shall be a maximum of three (4) signs permitted per elevation.

Vehicular Directional Signage (Reference Plan Sheets 10-15, S-100, S-300, S-302)

- Directional signage shall be permitted as necessary to safely direct vehicular traffic throughout the development and throughout each individual site. Individual sites may utilize their individual brand and signage standards to differentiate the individual sites. Vehicular Directional signage on individual sites may be internally illuminated as dictated by individual site tenants' brand and signage standards.

Illuminated Signs

- All sign structures shall be ground-lighted or internally lighted.
- Visually or physically exposed outdoor neon signs and flashing or moving lighted signs are prohibited.
- Lighting fixtures shall comply with the overall design theme for the development.
- Wall signs shall be internally illuminated.
- Lighting shall comply with Section 155.685 of the City of Pembroke Pines Code.

The applicant also provides a map of the conceptual building plan for this site as well as details of all existing and proposed signs on this site. Only signs complying with the master sign plan will be permitted. The proposed Master Sign Plan has been reviewed by City staff and found to be compatible with the Edison MXD master plan.

**Staff Recommendation: Approval.**

**Enclosed:** Unified Development Application  
Memo from Zoning Division (10/3/2024)  
Site Plan  
Subject Site Aerial Photo



**City of Pembroke Pines  
Planning and Economic Development Department  
Unified Development Application**

Planning and Economic Development  
Building- B, Third Floor  
10100 Pines Boulevard  
Pembroke Pines, FL 33026  
Phone: (954) 435-6513  
Fax: (954) 435-6546  
<http://www.ppines.com>

*Prior to the submission of this application, the applicant must have a pre-application meeting with Planning Division staff to review the proposed project submittal and processing requirements.*

Pre Application Meeting Date: \_\_\_\_\_

# Plans for DRC \_\_\_\_\_ Planner: \_\_\_\_\_

Indicate the type of application you are applying for:

- |   |   |
|---|---|
| <input type="checkbox"/> Appeal*                      | <input checked="" type="checkbox"/> Sign Plan                     |
| <input type="checkbox"/> Comprehensive Plan Amendment | <input type="checkbox"/> Site Plan*                               |
| <input type="checkbox"/> Delegation Request           | <input type="checkbox"/> Site Plan Amendment*                     |
| <input type="checkbox"/> DRI*                         | <input type="checkbox"/> Special Exception*                       |
| <input type="checkbox"/> DRI Amendment (NOPC)*        | <input type="checkbox"/> Variance (Homeowner Residential)         |
| <input type="checkbox"/> Flexibility Allocation       | <input type="checkbox"/> Variance (Multifamily, Non-residential)* |
| <input type="checkbox"/> Interpretation*              | <input type="checkbox"/> Zoning Change (Map or PUD)*              |
| <input type="checkbox"/> Land Use Plan Map Amendment* | <input type="checkbox"/> Zoning Change (Text)                     |
| <input type="checkbox"/> Miscellaneous                | <input type="checkbox"/> Zoning Exception*                        |
| <input type="checkbox"/> Plat*                        | <input type="checkbox"/> Deed Restriction                         |

**INSTRUCTIONS:**

- All questions must be completed on this application. If not mark **N/A**.
- Include all submittal requirements / attachments with this application.
- All applicable fees are due when the application is submitted (Fees adjusted annually).
- Include mailing labels of all property owners within a 500 feet radius of affected site with signed affidavit (Applications types marked with \*).
- All plans must be submitted no later than noon on Thursday to be considered for Development Review Committee (DRC) review the following week.
- Adjacent Homeowners Associations need to be noticed after issuance of a project number and a minimum of 30 days before hearing. (Applications types marked with \*).
- The applicant is responsible for addressing staff review comments in a timely manner. Any application which remains inactive for over 6 months will be removed from staff review. A new, updated, application will be required with applicable fees.
- Applicants presenting demonstration boards or architectural renderings to the City Commission must have an electronic copy (PDF) of each board submitted to Planning Division no later than the Monday preceding the meeting.

**Staff Use Only**

**Project Planner:** \_\_\_\_\_ **Project #:** PRJ 20\_\_\_\_ - \_\_\_\_ **Application #:** \_\_\_\_\_  
**Date Submitted:** \_\_\_\_/\_\_\_\_/\_\_\_\_ **Posted Signs Required:** (\_\_\_\_) **Fees:** \$ \_\_\_\_\_

**SECTION 1-PROJECT INFORMATION:**

Project Name: Edison Pembroke Master Sign Plan

Project Address: 1200 SW 145 Avenue

Location / Shopping Center: North of Pembroke Road, between SW 145 Avenue and I-75

Acreage of Property: 25 ac

Building Square Feet: To Be Determined

Flexibility Zone: N/A

Folio Number(s): 5140 22 07 0010  
5140 22 07 0011, 5140 15 07 0011, and  
5140 22 07 0012

Plat Name: Duke Pembroke B 179-100 Traffic Analysis Zone (TAZ): 835  
and a portion of Duke Pembroke A 178-142

Legal Description:

Please see attached sketch/legal description of property.

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Has this project been previously submitted?  Yes  No

Describe previous applications on property (Approved Variances, Deed Restrictions, etc...) Include previous application numbers and any conditions of approval.

Date	Application	Request	Action	Resolution / Ordinance #	Conditions of Approval
2/7/18	Rezoning	Modifying PCD	Approved	Ordinance 1893	
5/17/17	Plat Note Amendment	Note Amendment to Duke Pembroke B Plat	Approved	Proposed Resolution 2017-R-20	
6/9/21	Land Use Plan Amendment	Office Park to Irregular Residential (46.1)	Approved	Ordinance 2021-13	
6/15/22	Rezoning	PCD to MXD	Approved	Ordinance 2022-04	
9/21/22	Site Plan	Site Plan for 350 apartment units	Approved		



**SECTION 2 - APPLICANT I OWNER / AGENT INFORMATION**

Owner’s Name: Pembroke Parcel 2 Owner LLC and Pembroke 145 Office LLC

Owner’s Address: 1776 Peachtree Street NW, Suite 100, Atlanta, GA 30309-2306

Owner’s Email Address: twakefield@tpa-grp.com

Owner’s Phone: (770) 436-6016                      Owner’s Fax: N/A

Agent: Greenspoon Marder LLP

Contact Person: Dennis D. Mele, Esq.; cc: Cynthia A. Pasch, AICP

Agent’s Address: 200 East Broward Blvd., Suite 1800, Ft. Lauderdale, FL 33301

Agent’s Email Address: dennis.mele@gmlaw.com and cynthia.pasch@gmlaw.com

Agent’s Phone: (954) 527-2409                      Agent’s Fax: (954) 333-4266

*All staff comments will be sent directly to agent unless otherwise instructed in writing from the owner.*

**SECTION 3- LAND USE AND ZONING INFORMATION:**

<b>EXISTING</b>	<b>PROPOSED</b>
Zoning: MXD	Zoning: MXD
Land Use / Density: Office Park/Irregular (46.1) Residential	Land Use / Density: Office Park/Irregular (46.1) Residential
Use: Vacant/Office	Use: 350 Multifamily Residential Units, Office, Hotel and Bank
Plat Name: Duke Pembroke B 179-100 Duke Pembroke A 178-142	Plat Name: Duke Pembroke B 179-100 Duke Pembroke A 178-142
Plat Restrictive Note: See attached	Plat Restrictive Note: See attached

<b>ADJACENT ZONING</b>	<b>ADJACENT LAND USE PLAN</b>
North: PCD	North: Office Park
South: B-2	South: Commercial
East: R-4	East: Commercial
West: PUD	West: Low-Medium (5-10) du/acre)

-This page is for Variance, Zoning Appeal, Interpretation and Land Use applications only-

**SECTION 4 — VARIANCE • ZONING APPEAL • INTERPRETATION ONLY**

Application Type (Circle One):       Variance       Zoning Appeal       Interpretation

Related Applications: \_\_\_\_\_

Code Section: \_\_\_\_\_

Required: \_\_\_\_\_

Request: \_\_\_\_\_

Details of Variance, Zoning Appeal, Interpretation Request:

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**SECTION 5 - LAND USE PLAN AMENDMENT APPLICATION ONLY**

City Amendment Only                       City and County Amendment

Existing City Land Use: \_\_\_\_\_

Requested City Land Use: \_\_\_\_\_

Existing County Land Use: \_\_\_\_\_

Requested County Land Use: \_\_\_\_\_

**SECTION 6 - DESCRIPTION OF PROJECT** (attach additional pages if necessary)

The applicant is requesting approval of a master sign plan for the Edison Pembroke MXD.

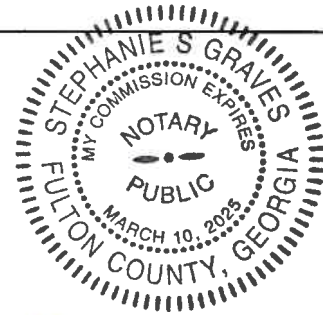
**SECTION 7- PROJECT AUTHORIZATION**

**OWNER CERTIFICATION** Pembroke 2 Owner LLC and Pembroke 145 Office LLC

This is to certify that I am the owner of the property described in this application and that all information supplied herein is true and correct to the best of my knowledge.

[Signature] 3/18/2024  
Signature of Owner Date

Sworn and Subscribed before me this 18 day  
of March, 2024



[Signature] March 10, 2025  
Fee Paid Signature of Notary Public My Commission Expires

**AGENT CERTIFICATION**

This is to certify that I am the agent of the property owner described in this application and that all information supplied herein is true and correct to the best of my knowledge.

[Signature]  
Signature of Agent Date

Sworn and Subscribed before me this 20<sup>th</sup> day  
of March, 2023



Susana Iser  
Comm.: HH 398085  
Expires: Jul. 1, 2027  
Notary Public - State of Florida

[Signature]  
Fee Paid Signature of Notary Public My Commission Expires

