



**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>             | June 25, 2020   | <b>Application ID:</b>                   | MSC 2020-08     |
| <b>Project:</b>                 | Madison Reed  | <b>Project Number:</b>                   | N/A             |
| <b>Project Planner:</b>         | Cole Williams, Planner / Zoning Technician  |  |                 |
| <b>Owner:</b>                   | JRA HHF Venture LLC   | <b>Agent:</b>                            | Anthony Fichera |
| <b>Location:</b>                | 14548 SW 5 Street   |  |                 |
| <b>Existing Zoning:</b>         | PCD (Planned Commercial Development)  | <b>Existing Land Use:</b>                | Commercial      |
| <b>Reference Applications:</b>  | MSC 2007-17, SP 2006-27, ZC 2005-04, ZC 2006-07, SP 2005-36, SUB 2005-03, PH 2004-10  |  |                 |
| <b>Applicant Request:</b>       | Modifications to the façade, canopy and signage   |  |                 |
| <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> Planning Administrator: <u></u> |  |                 |

## Project Description / Background

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Anthony Fichera, agent is requesting approval of for architectural, color and sign modifications to the Madison Reed tenant (formerly Portrait Innovations) at the Shops at Pembroke Gardens site, generally located south of Pines Boulevard and west of Southwest 145 Avenue. Madison Reed will be located within building 7000.

The Shops at Pembroke Gardens was approved through SP 2005-36. An amendment was made to the site plan in 2006 (SP 2006-27, Architectural changes). Architectural modifications were last made to the tenant bay in 2007 (MSC 2007-17, Portrait Innovations).

### **BUILDINGS / STRUCTURES:**

The applicant is proposing the following colors and materials for the storefront buildings:

- Main Body: Stamped Concrete (SW 7655)
- Tile Base: Daltile Dignitary Eminence Grey (DR10)

Additionally, the replacement of the 2 existing black awnings with one 24'-4 ¾" wide grey awning (Sunbrella Storm 4636) is proposed.

### **SIGNAGE:**

The following signage is proposed for the tenant bay:

- One 38.77 square foot reverse channel letter wall sign reading, "Madison Reed Color Bar" in purple copy.
- 2.14 square feet of canopy signage to read, "Madison Reed Color Bar" in White Copy.
- One 2.71 square foot internally illuminated blade sign. The proposed sign will be purple and white reading, "Madison Reed Color Bar" in white copy.

The tenant will be bordered by two neutral pier elements (MSC 2007-07) as approved by the Planning and Zoning Board at its February 8, 2007 meeting. Staff has reviewed the proposed changes by the applicant and found them to be in compliance with the approved PCD guidelines.

**Staff has reviewed the proposed changes and finds that the proposal meets all code requirements. Staff therefore recommends approval of this application.**

**Enclosed:** Miscellaneous Plan Application  
Memo from Zoning Administrator, (6/11/20)  
Memo from Planning Division, (6/11/20)  
Memo from Zoning Administrator, (6/3/20)  
Miscellaneous Plan  
Site Aerials

MEMORANDUM

June 11, 2020

To: Cole Williams  
Planning/Zoning Technician

From: Dean A. Piper  
Zoning Administrator

Re: MSC 2020-08 (SPG – Madison Reed)

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All of my comments regarding the above Miscellaneous Plan have been satisfied.

## **PLANNING DIVISION STAFF COMMENTS**

### **Memorandum:**

**Date:** June 11, 2020  
**To:** MSC 2020-07 file  
**From:** Cole Williams, Planner / Zoning Technician  
**Re:** SPG Madison Reed

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**Items which do not conform with the City of Pembroke Pines Code of Ordinances or other Governmental Regulations:**

**PLANNING HAS NOT COMMENTS REGARDING THIS APPLCIATION.**

MEMORANDUM

June 3, 2020

To: Cole Williams  
Planning/Zoning Technician

From: Dean A. Piper  
Zoning Administrator

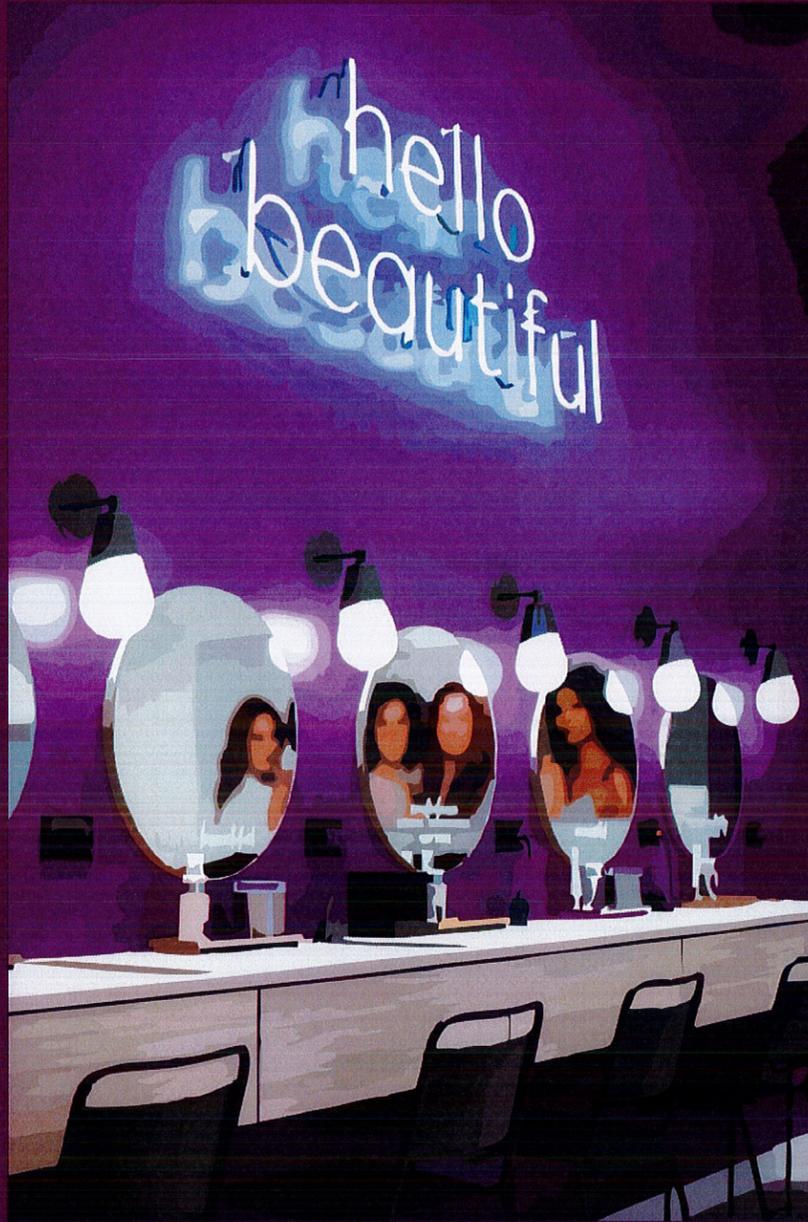
Re: MSC 2020-08 (SPG – Madison Reed)

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The following are my comments regarding the above Miscellaneous Plan:

1. Provide height to bottom of Blade Sign.
2. Provide height to bottom and top of wall sign.
3. Provide sign chart showing dimensions of all signs.
4. Clarify dimension of Blade Sign. Elevation shows 13" overall height for sign, but side view shows 13" "Blade" height and 16" for overall height.

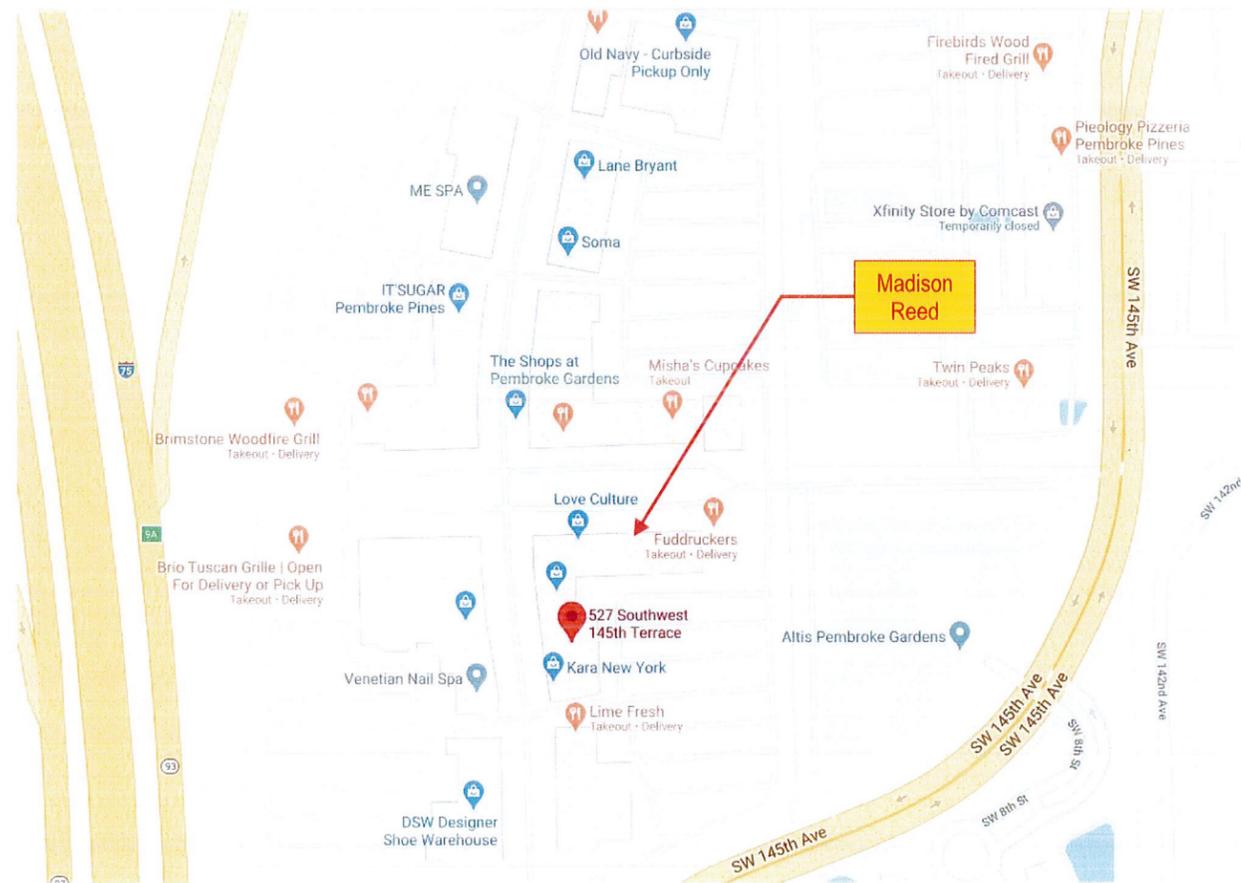
Please contact me with any questions.



# MADISON REED<sup>®</sup>

## COLOR BAR

Pembroke Pine, FL Branding Campaign



N  
**Site Plan**  
 Not to Scale:



N  
**Key Plan**  
 Not to Scale:

Store  
 Frontage  
 Sign #1  
 Sign #2  
 Awning

|           |  |
|-----------|--|
| CLIENT:   | Madison Reed #13616                                  |
| LOCATION: | 14548 SW 5th Street # 7050, Pembroke Pines, FL 33027 |
| DATE:     | 05/26/20   |
| DRAWING # | MReed-Pembroke Pines, FL-101                         |
| DRAWN BY: | WAC  |

THIS DESIGN AND RELATED SPECIFICATIONS ARE SUBMITTED AS PART OF OUR PROPOSAL AND IS TO REMAIN OUR PROPERTY EXCLUSIVELY UNTIL ACCEPTED AND APPROVED BY PURCHASE.

| REV # | DESCRIPTION | DATE | BY |
|-------|-------------|------|----|
|       |             |      |    |
|       |             |      |    |

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND / OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

**CUSTOMER APPROVAL:**  
 SIGNATURE \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 APPROVAL RECEIVED BY UVB \_\_\_\_\_  
 DATE: \_\_\_\_\_

**IMPORTANT:**  
 PERMANENT ACCESS TO THE BACK SIDE OF THE WALL IS REQUIRED FOR INSTALLATION AND WIRING OF THE SIGN. IF IT IS NOT AVAILABLE IT MUST BE PROVIDED BY THE CUSTOMER BEFORE INSTALLATION.



206 Tower Drive  
 Oldsmar, Florida 34677  
[www.uvbrand.com](http://www.uvbrand.com)  
**813-855-3300**

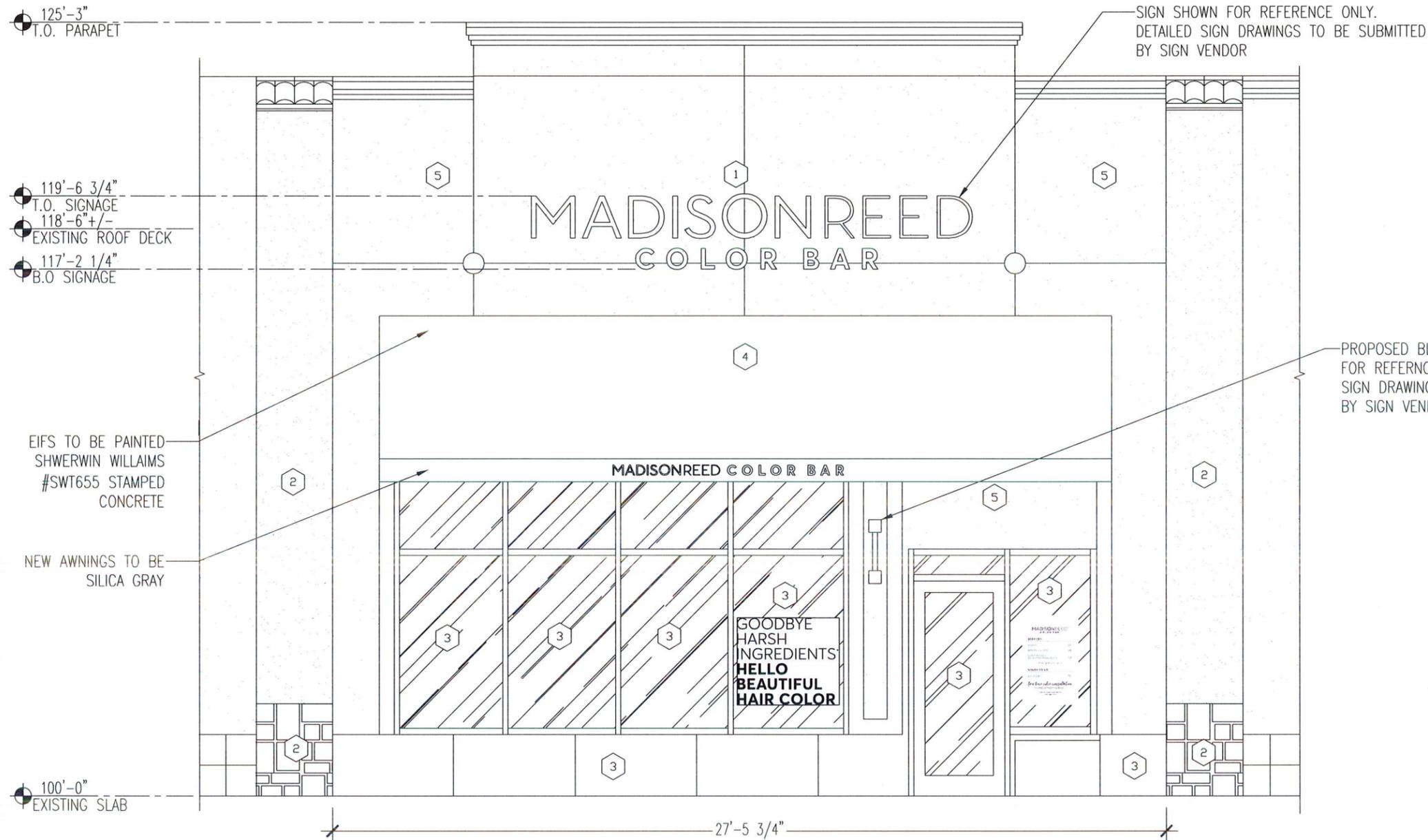
# MADISONREED COLOR BAR

PAGE TITLE:  
**EXTERIOR  
ELEVATION**

LOCATION:  
PEMBROKE PINES  
14548 SW 5TH STREET,  
SPACE #7050  
PEMBROKE PINES, FL 33027

## NOTES

- NO PARKING COUNT REQUIRED
- NO EXTERIOR LIGHTING
- NO LANDSCAPE WORK TO BE DONE



## 01 EXTERIOR ELEVATION

SCALE: 1/4"=1'-0"

## KEY NOTES

1. METAL ILLUMINATED SIGN WITH INDIVIDUAL RAISED LETTERS SUPPLIED BY SIGN VENDOR.
2. EXISTING ADJACENT STOREFRONT TO REMAIN. G.C. TO COORDINATE WITH LANDLORD FOR PATCH & REPAIR AS NECESSARY TO ENSURE LIKE NEW CONDITION.
3. NEW TILE TO BE INSTALLED. NEW TILE IS DALTILE DIGNITARY EMINENCE GREY DR10.
4. EXTERIOR TO RECEIVE NEW AWNING SKINS AND FRAMES.
5. EXISTING STOREFRONT TO REMAIN. G.C. TO PATCH AND REPAIR AS NECESSARY TO LIKE NEW CONDITIONS. TO BE PAINTED SHERWIN WILLIAMS SW7655 STAMPED CONCRETE.

|             |         |             |          |
|-------------|---------|-------------|----------|
| SCALE:      | NONE    | DRAWN BY:   | GJW      |
| MEDIA SIZE: | 11X17   | CHECKED BY: | GJW      |
| PROJECT #:  | 20-1202 | DATE:       | 05/28/20 |

# MADISONREED COLOR BAR

PAGE TITLE:  
**EXTERIOR  
RENDERING**

LOCATION:  
PEMBROKE PINES  
14548 SW 5TH STREET,  
SPACE #7050  
PEMBROKE PINES, FL 33027

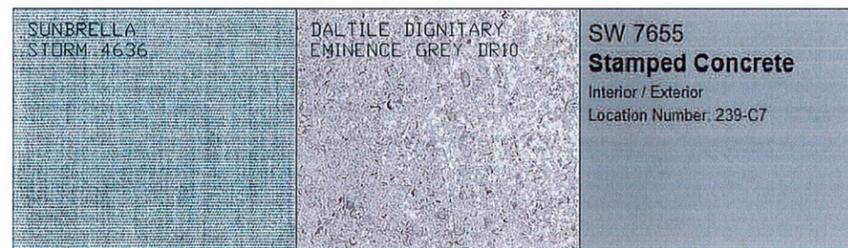
## NOTES

- NO PARKING COUNT REQUIRED
- NO EXTERIOR LIGHTING
- NO LANDSCAPE WORK TO BE DONE



## 01 EXTERIOR RENDERING

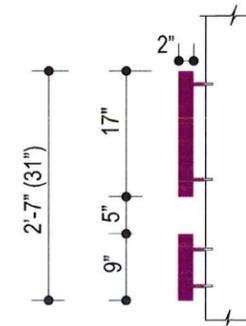
SCALE: 1/4"=1'-0"



## MATERIAL LEGEND

1. CLEAR ANODIZED EXISTING STOREFRONT MATERIAL TO REMAIN.
2. ADJACENT TENANT FINISHES TO REMAIN.
3. EXISTING EIFS MATERIAL TO BE PAINTED SHERWIN WILLIAMS #SW7655 STAMPED CONCRETE. SEE THIS SHEET FOR MATERIAL SAMPLE.
4. NEW AWNING COLOR TO BE SUNBRELLA STORM 4636. SEE THIS SHEET FOR MATERIAL SAMPLE.
5. NEW TILE AT BASE TO BE DALTILE DIGNITARY EMINENCE GREY DR10.

|             |         |             |          |
|-------------|---------|-------------|----------|
| SCALE:      | NONE    | DRAWN BY:   | GJW      |
| MEDIA SIZE: | 11X17   | CHECKED BY: | GJW      |
| PROJECT #:  | 20-1202 | DATE:       | 05/28/20 |



Side View

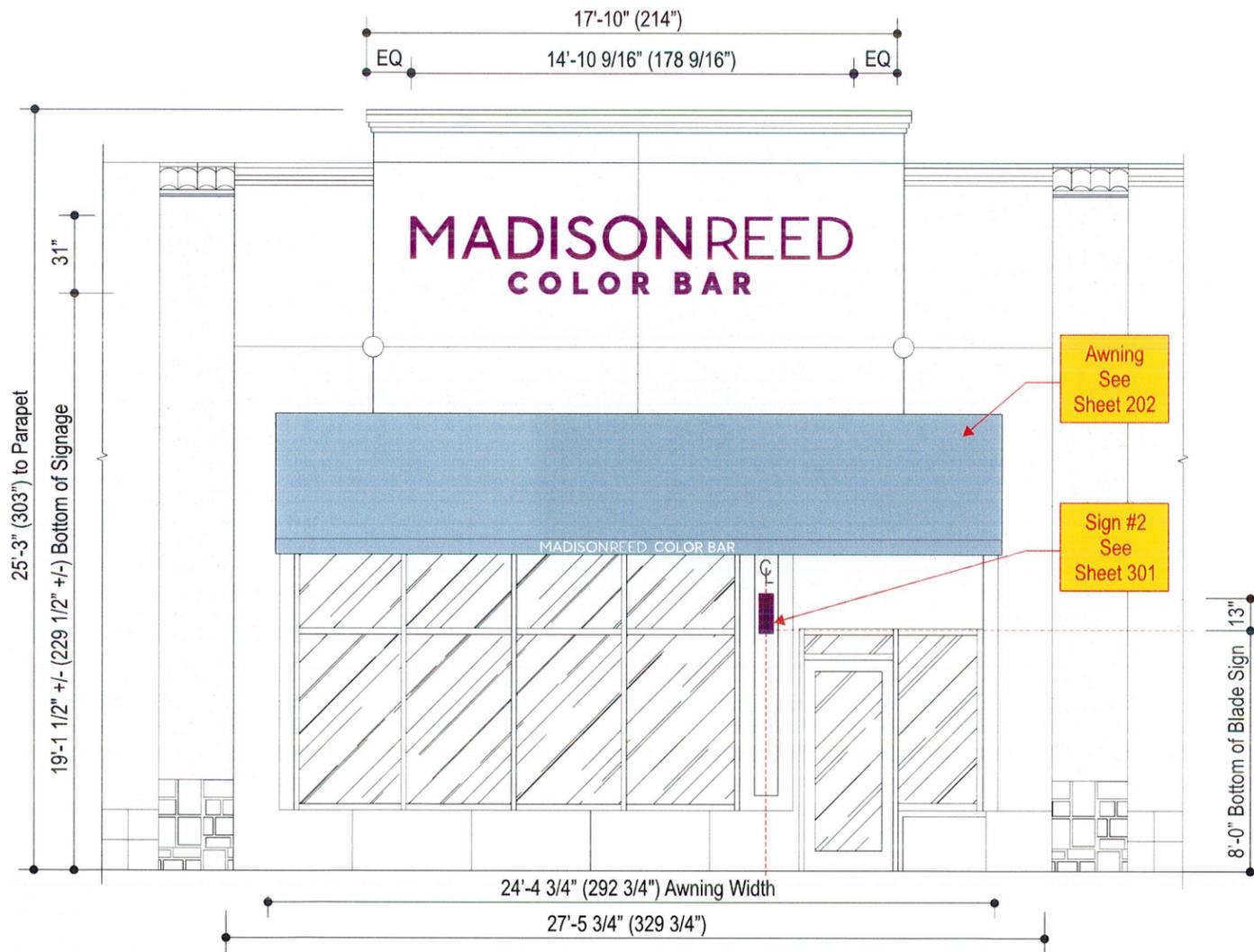
CL ANCHOR SCHEDULE: 1/4" DIA. ANCHORS - AS SHOWN  
ANCHOR QUANTITY: 4 MIN. PER LETTER

| WALL STRUCTURE               | ANCHOR TYPE  |
|------------------------------|--|
| WOOD BLOCKING                | LAG BOLT (3" EMBEDMENT)  |
| EIFS OVER 5/8" PLYWOOD       | LIBERTY TOGGLE BOLT  |
| HOLLOW CONCRETE BLOCK, BRICK | SLEEVE ANCHOR (2" EMBEDMENT)   |
| SOLID CONCRETE               | 1/4" TAPCON  |
| CMU, SOLID CONCRETE, BRICK   | MASONRY SCREW (3" EMBEDMENT)<br>HILTI HIT ROD WITHY-20 ADHESIVE (3 1/2" EMBEDMENT) |

NOTE:  
ALL FASTENERS TO BE NON-FERROUS AND ALL PENETRATIONS TO BE SEALED WATER TIGHT PER LANDLORD REQUIREMENTS  
INSTALLATION CONTRACTOR TO PROVIDE MOUNTING HARDWARE

**Sign #1 Wall Mounted Reverse Channel Letters**

Scale: 1/2" = 1'-0" @ 11 x 17 2'-7"(31") x 14'-10 9/16' (178.5625") = 38.77 Sqft of Allowable 55 Sqft)



**Front Elevation**

Scale: 3/16"=1'-0" @ 11x17



**Rendering Front Elevation**

Scale: 3/16"=1'-0" @ 11x17

|  |
|--|
| <b>Sign #1</b>   |
| 2'-7"(31") x 14'- 10 9/16" (178.5625")<br>= 38.77 SqFt   |
| <b>Paint Specifications</b>  |
| <b>P1</b><br>PMS 262C<br>Purple<br>Gloss   |
| <b>Acrylic Specifications</b>  |
| <b>A2</b><br>Clear<br>Acrylic  |
| <b>Electrical Specifications</b>   |
| Power Supply: 12v/60w<br>Qty Req'd: 3 @ 1.2 Amps Ea  |
| 6500k<br>White LEDs  |
| Max.Amps Req'd: 6.6  |
| Voltage Req'd: 120V-277V   |
| <b>Note: Primary Electrical and Final Electrical Connection by Others. Electrical MUST be Installed Prior to Installation of Sign(s)</b> |

|           |  |
|-----------|--|
| CLIENT:   | Madison Reed #13616                                  |
| LOCATION: | 14548 SW 5th Street # 7050, Pembroke Pines, FL 33027 |
| DATE:     | 05/26/20   |
| DRAWING # | MReed-Pembroke Pines, FL-201                         |
| DRAWN BY: | WAC  |

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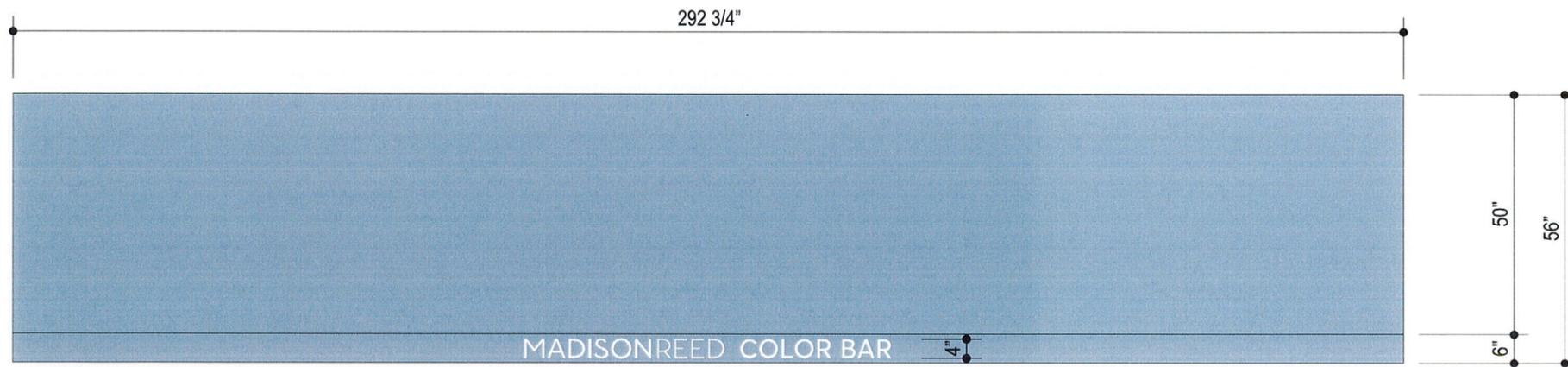
| REV # | DESCRIPTION                               | DATE     | BY  |
|-------|---|----------|-----|
| #3    | Added anchor schedule                     | 06.10.20 | CTT |
| #2    | Revised Sign Size                         | 05/27/20 | WAC |
| #1    | Revised Building Color per Client Request | 05/27/20 | WAC |

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**CUSTOMER APPROVAL:**  
SIGNATURE \_\_\_\_\_  
DATE: \_\_\_\_\_  
APPROVAL RECEIVED BY UVB  
DATE: \_\_\_\_\_

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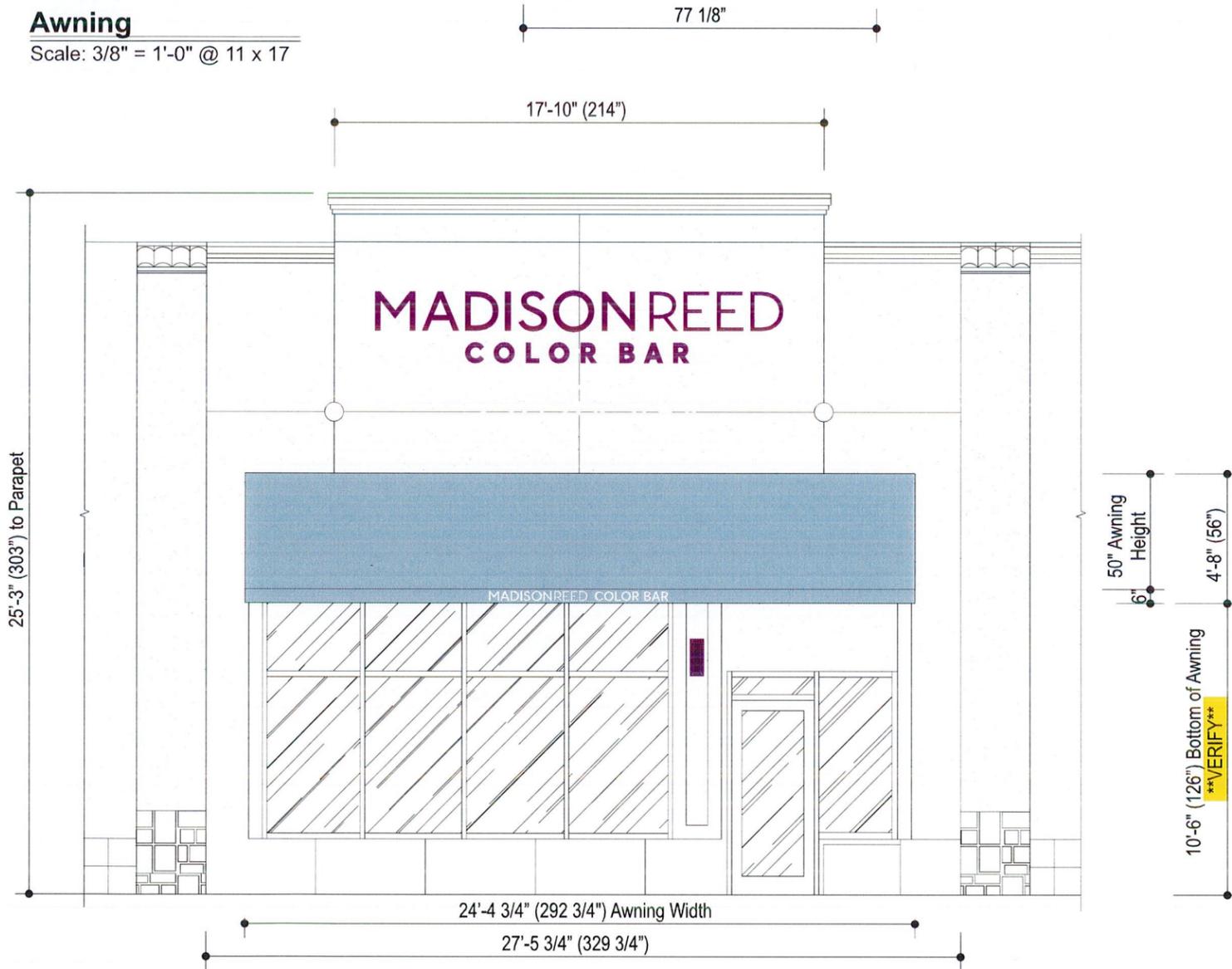
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Oldsmar, Florida 34677  
www.uvbrand.com  
**813-855-3300**



|  |
|--|
| <b>Awning</b>  |
| 4'-8" (56") x 24'-4 3/4" (292.75")   |
| <b>Specifications</b>  |
| <br>Sunbrella<br>#4636<br>Storm |

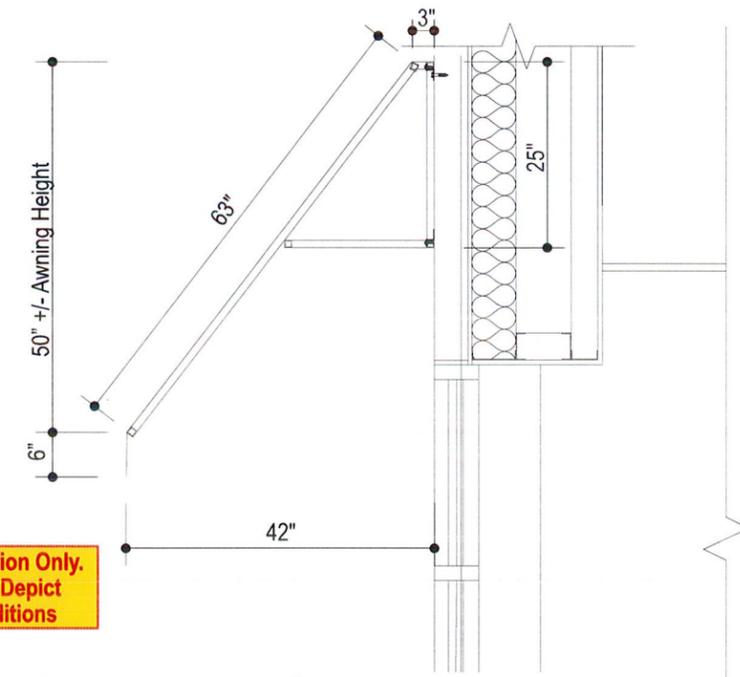
**Awning**

Scale: 3/8" = 1'-0" @ 11 x 17



**Front Elevation**

Scale: 3/16"=1'-0" @ 11x17



**Frame Section Representation**

Scale: 1/2"=1'-0" @ 11x17

**All dimensions, copy and layout are derived from third party sources. As such this drawing, proposals and final fabrication information may be subject to field verification prior to production and/or final proposal.**

|            |  |
|------------|--|
| CLIENT:    | Madison Reed #13616                                  |
| LOCATION:  | 14548 SW 5th Street # 7050, Pembroke Pines, FL 33027 |
| DATE:      | 05/26/20   |
| DRAWING #: | MReed-Pembroke Pines, FL-202                         |
| DRAWN BY:  | WAC  |

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DATE: \_\_\_\_\_

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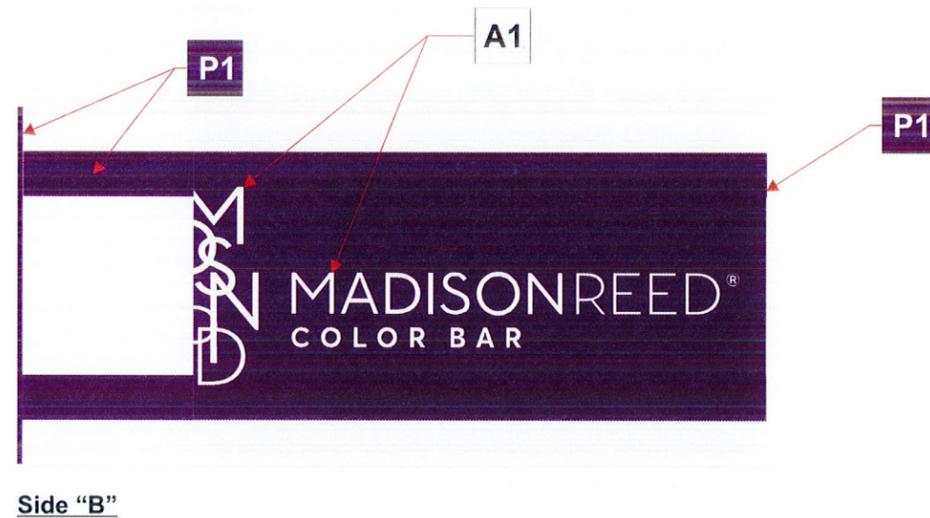
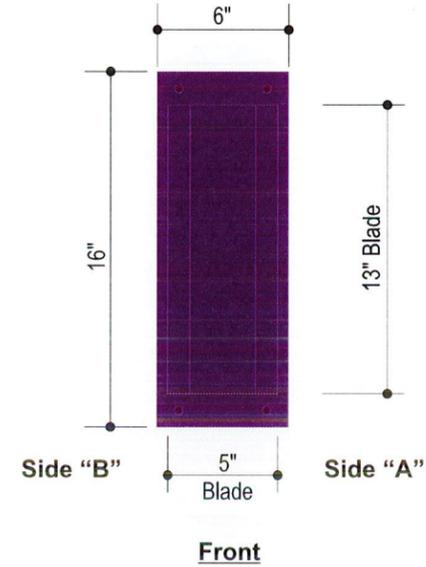
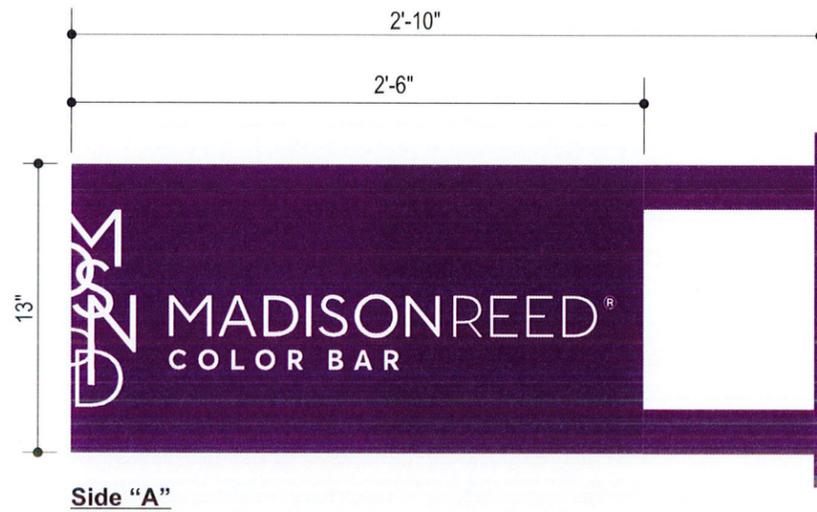
DATE: \_\_\_\_\_

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Oldsmar, Florida 34677  
www.uvbrand.com  
**813-855-3300**



10196Blade2.5SFI: Sign #2

1'-1" (13")x 2'-6"(30") = 2.71 SqFt

**Paint Specifications**

**P1**

PMS 262C  
Purple  
Gloss

**Acrylic Specifications**

**A1**

7328 White

**Electrical Specifications**

Power Supply: **12v/60w**  
Qty Req'd: 1 @ 1.2Amps Ea

**6500k**  
White LEDs

Max.Amps Req'd: **1.2**

Voltage Req'd: **120V-277V**

**Note: Primary Electrical and Final Electrical Connection by Others. Electrical MUST be Installed Prior to Installation of Sign(s)**

**Sign #2 Illuminated DF Projecting Display**

Scale: 1 1/2" = 1'-0" @ 11 x 17

CL ANCHOR SCHEDULE: 1/4" DIA. ANCHORS - AS SHOWN

| ANCHOR QUANTITY: 4 MIN. PER LETTER |   |
|------------------------------------|---|
| WALL STRUCTURE                     | ANCHOR TYPE   |
| WOOD BLOCKING                      | LAG BOLT (3" EMBEDMENT)   |
| EIFS OVER 5/8" PLYWOOD             | LIBERTY TOGGLE BOLT   |
| HOLLOW CONCRETE BLOCK, BRICK       | SLEEVE ANCHOR (2" EMBEDMENT)  |
| SOLID CONCRETE                     | 1/4" TAPCON   |
| CMU, SOLID CONCRETE, BRICK         | MASONRY SCREW (3" EMBEDMENT)<br>HILTI HIT ROD W/HY-20 ADHESIVE (3 1/2" EMBEDMENT) |

**NOTE:**  
ALL FASTENERS TO BE NON-FERROUS AND ALL PENETRATIONS TO BE SEALED WATER TIGHT PER LANDLORD REQUIREMENTS  
INSTALLATION CONTRACTOR TO PROVIDE MOUNTING HARDWARE

|           |  |
|-----------|--|
| CLIENT:   | Madison Reed #13616                                  |
| LOCATION: | 14548 SW 5th Street # 7050, Pembroke Pines, FL 33027 |
| DATE:     | 05/26/20   |
| DRAWING # | MReed-Pembroke Pines, FL-301                         |
| DRAWN BY: | WAC  |

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| REV # | DESCRIPTION           | DATE     | BY  |
|-------|-----------------------|----------|-----|
| #2    | Added anchor schedule | 06.10.20 | CTT |
| #1    | Corrected Sign SqFt   | 06/09/20 | WAC |

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**CUSTOMER APPROVAL:**  
SIGNATURE \_\_\_\_\_  
DATE: \_\_\_\_\_  
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DATE: \_\_\_\_\_

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