





City of Pembroke Pines
Planning & Economic Development Department
601 City Center Way 3rd Floor
Pembroke Pines FL, 33025

Summary

Agenda Date:	October 10, 2024	Application ID:	MSC 2024-0007
Project:	Edison Pembroke Master Sign Plan	Project Number:	N/A
Project Planner:	Joseph Yaciuk, Assistant Director		
Owner:	Pembroke Parcel 2 Owner LLC, Pembroke 145 Office LLC	Agent:	Dennis Mele Esq.
Location:	North of Pembroke Road, between I-75 and Southwest 145 Avenue	Commission District:	4
Existing Zoning:	Mixed Use Development (MXD)	Existing Land Use:	Office Park / Irregular Residential 46.1
Reference Applications:	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		
Applicant Request:	Establishment of a master sign plan for the Edison MXD property.		
Staff Recommendation:	Approval		
Final:	<input checked="" type="checkbox"/> Planning & Zoning Board		<input type="checkbox"/> City Commission
Reviewed for the Agenda:	Director: 		Assistant Director: 

Project Description / Background

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.

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. 145th Avenue Leasing Signage
 - One (1) ground-mounted V-shaped leasing sign having two faces shall be permitted facing S.W. 145th 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

