





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

Summary

Agenda Date:	May 13, 2021	Application ID:	MSC 2021-15
Project:	SPG Master Sign Plan	Project Number:	N/A
Project Planner:	Cole Williams, Planner / Zoning Technician		
Owner:	JRA HHF Venture LLC	Agent:	Annette Alvarez
Location:	South of Pines Boulevard and east of I-75		
Existing Zoning:	PCD (Planned Commercial Development)	Existing Land Use:	Commercial
Reference Applications:	MSC 2019-04, ZC 2018-03, ZC 2015-05, ZC 2009-03, ZC 2005-04, AM 2005-04, ZC 2008-03		
Applicant Request:	Amendment to the existing Shops at Pembroke Gardens Master Sign Plan.		
Staff Recommendation:	Approval		
Final:	<input checked="" type="checkbox"/> Planning & Zoning Board <input type="checkbox"/> City Commission		
Reviewed for the Agenda:	Director: <u></u> Planning Administrator: <u></u>		

Project Description / Background

Annette Alvarez, agent, JRA HHF Venture LLC is requesting to amend the existing Master Sign Plan for the Shops at Pembroke Gardens.

On March 1, 2006, the City Commission adopted Ordinance No. 1539 approving the Planned Commercial Development (PCD) with design guidelines for the Shops at Pembroke Gardens. The PCD design guidelines were later amended by the City Commission pursuant to Ordinance No. 1571 adopted on February 7, 2007, Ordinance No. 1655 adopted on December 9, 2009, and Ordinance 1843 adopted on March 16, 2016. In 2018, ZC 2018-03 removed the signage criteria from the current PCD guidelines allowing for the creation of a Master Sign Plan which was approved in 2019 (MSC 2019-04).

SIGNAGE:

The applicant is requesting the following amendments to the master sign plan:

- Permanent Signage
 - Allowance of externally illuminated signage.
 - Reduction of wall signage minimum mounted height from 15' to 12'.
 - Update of tenant sign regulations to allow secondary sign area to be equal to or less than the primary sign area. The total sign area of both facades cannot exceed the total allowable sign area for the tenant bay. Previously secondary sign square footage was limited to 20% of the total allowable signage.
 - Allowance of projecting signs, which are signs attached to and supported by a building or other structure, which extends at angle therefrom. Projecting signs shall have the following regulations:
 - Permitted only on end caps of buildings and the four corners (Currently Cheesecake Factory, Banana Republic, Lulu Lemon and Love Culture).
 - Projecting sign square footage shall count towards the total allowable wall signage and shall not exceed 50 square feet per elevation.
 - Maximum sign width 5'.
 - Maximum letter height 24".
 - Projecting signs shall be placed between 12' and 30' from the finished floor elevation.
 - Projecting signs shall not extend above the roof line or parapet wall.
 - Projecting signs shall be double sided
 - Projecting signs may be internally or externally illuminated.
 - Projecting signs shall not be in conflict with existing landscaping or other vertical site features.
 - Allowance of murals and super graphics to be externally illuminated via wall wash lighting.
- Temporary Signage
 - Allowance of temporary sign letters to be made of PVC in addition to the allowed foam.

No other modifications are being proposed at this time.

Staff recommends approval of this application.

Enclosed: Miscellaneous Plan Application
 Memo from Planning Division (5/5/21)
 Memo from Zoning Administrator (5/5/21)
 Miscellaneous Plan
 Master Sign Plan
 Site Aerials

PLANNING DIVISION STAFF COMMENTS

Memorandum:

Date: May 5, 2021
To: MSC 2021-14 file
From: Joe Yaciuk for Cole Williams, Planner / Zoning Technician
Re: SPG – Master Sign Plan Update

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

PLANNING HAS NO COMMENTS REGARDING THIS APPLICATION

MEMORANDUM

May 5, 2021

To: Cole Williams
Planning/Zoning Technician

From: Dean A. Piper
Zoning Administrator

Re: MSC 2021-15 (SPG- Master Sign Plan)

Zoning has no comments regarding the above Miscellaneous Plan.