



Legislation Text

File #: 19-0333, **Version:** 1

MSC 2019-04, Shops at Pembroke Gardens, addition of two (2) trellis seating areas and removal of sign criteria from creating a master sign plan, miscellaneous request. (Cole)

SUMMARY EXPLANATION AND BACKGROUND: PROJECT DESCRIPTION / BACKGROUND

Annette Alvarez, agent for Shops at Pembroke Gardens submitted an application requesting approval for 2 trellises and corresponding seating. Additionally, the applicant is requesting approval for the creation of a 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. A related application (ZC 2018-03) will be heard concurrently at tonight's meeting. ZC 2018-03 amends the current PCD guidelines allowing for the creation of a Master Sign Plan for the Shops of Pembroke Gardens.

BUILDINGS / STRUCTURES:

The applicant is proposing 2 trellises, located on the northeast and northwest corner of the SW 145th Terrace and SW 5th Street intersection.

The 8'-8" tall 8'-6" x 18' Trellises will have seating placed beneath them. Additionally, around the side and rear of the trellis will be a 2' edge of green island ficus. The trellis itself will be covered with 10' - 15' of bougainvillea, providing instant coverage at installation.

SIGNAGE:

The applicant is requesting the approval of a master sign plan. The existing sign criteria in the PCD guidelines has been migrated into the new Master Sign Plan. In addition, the following new sign criteria is being proposed:

- Permanent Signage
 - Primary, Secondary, Project and Monument
 - Monument - I-75 Monument sign
 - Allowance of 2 future digital message centers to be located on the I-75 Monument Tower.

- There shall be one digital message center facing north and the second facing south.
 - The images will be static and rotating per FDOT and City regulations.
- Monument - Hotel (*Provision for Future Development / Redevelopment*)
 - A potential future hotel, shall be permitted one freestanding monument sign along I-75.
- Directory Signage
 - Formally permit up to 15 directory signs, of which some digital directory signs have already been installed.
 - Signage may be either static or digital (recently installed).
- Retailer Signage
 - Permit attached building signage on the rear of tenant bays, where an active entrance exists. This signage shall be classified as secondary signage.
- Entry Arches with Signs
 - 4 Aluminum arches located at intersections throughout the center
 - Archways may include LED accent lighting
- Murals and Super Graphics
 - The size of murals and super graphics shall be appropriate to the architectural elevation to which they are placed on.
 - Mural and super graphics cannot include any branding, logos, text or other form of advertising or identity for a specific tenant or brand.
 - Murals and super graphics shall not exceed 80% of the total façade area.
 - Murals and super graphics may be created in a pictorial or graphic manner.
- Exterior Menu Boards at Restaurants
 - Number of signs: One freestanding, double faced menu board
 - Must be located within 6' of the tenants front entrance
 - Maximum height: 3'-6"
 - Maximum Width: 2'-0"
 - Menu boards can be incorporated into the storefront and shall not exceed 6 square feet.
- Time Limited Parking Signs

- Signs shall be 1.5 square feet in size.
- Temporary Signage
 - Wall Signage
 - Seasonal Store / Pop up store
 - For tenants with a lease term up to 6 months.
 - Signage shall consist of temporary foam FCO individually mounted letters
 - Maximum size: 2 square feet per linear foot of store frontage.
 - Banners
 - Shall conform with the Pembroke Pines City Code of Ordinances
 - Construction Barricade and Wraps
 - All tenants under constructions must install a construction barricade or full storefront wrap.
 - Height: Minimum of 4', Maximum of 8'
 - A minimum of 2' x 2' clear opening must be left on the door for security purposes.
 - Event / Brand Banners
 - Location: On street light poles throughout the center determined by the landlord/owner
 - Seasonal and project banners may be installed by the landlord which will take precedent over tenant banners
 - Maximum size: 24" wide x 31" tall
 - Duration: no more than 30 days per tenant.
- Prohibited Signage
 - Under canopy signage attached to the underside of the awning or canopy
 - Animated moving or signs with moving or flashing lights, strobes, lights races.
 - Fluorescently illuminated signs
 - Cloth, wood paper or cardboard signs, stickers, decals, handwritten, or temporary painted signs.
 - Signs utilizing a sound or noise making devices
 - Vehicle and/or trailer mounted signs driven around or through The Shops at Pembroke Gardens

- Exposed Neon
- Advertising devices using a hot air balloon, inflatable signs or object, or any aerial device, illuminated or non-illuminated.
- Sandblasting, etching or other permanent application of a window graphic.

No other site modifications are being proposed at this time.

STAFF RECOMMENDATION:

Recommendation

- 1. Approval of trellises and corresponding seating.**
- 2. Approval of the Master Sign Plan, subject to the adoption of ZC 2018-03 which allows for the creation of a Master Sign Plan.**