



Legislation Text

File #: 20-0453, **Version:** 1

SN 2019-10, Pembroke Plaza, generally located north of Pines Boulevard and west of 76 Avenue, sign application. (Cole)

SUMMARY EXPLANATION AND BACKGROUND: PROJECT DESCRIPTION / BACKGROUND:

Shan Shiekh, agent, is requesting to remove an existing nonconforming pole sign and install a shopping center monument sign for Pembroke Plaza, generally located north of Pines Boulevard and west of 76 Avenue.

Pembroke Plaza was constructed in the late 1960s. A uniform sign plan was approved for the shopping center in 2006 via SP 2006-35

The City Code Compliance Department cited the property owner for modifications to the existing pole sign without proper approval (code case #19030002). With the current sign being existing nonconforming, no modifications can be approved for the sign. As a result new monument sign is being proposed. If this application is approved, the existing sign must be removed to fully resolve the case.

SIGNAGE:

The proposed monument sign will be located between the eastern and western entrances of the shopping center along Pines Boulevard. An existing parking space will be converted into a landscape island in order to accommodate the sign. City Code requires 70 parking spaces on site, currently there are 74 spaces. Therefore, with the removal of a space the site will still meet code requirements.

The 46.5 square foot (9' x 5'-2") double sided monument sign will have 4 tenant panels. The

sign will be internally illuminated with push-thru letters. The following colors are proposed for the signs:

- Main Body: SW 6068 (Brevity Brown)
- Tenant Panels: SW 6106 (Kilim Beige)
- Text: 2283 Red Acrylic

Green Island Ficus will be planted around the base of the sign.

Additionally, the applicant is proposing to update the uniform sign plan. The criteria is as follows:

- Sign Type: Individual channel letters on raceway
- Font: Helvetica
- Face Color: Red
- Trim Cap / Return: Black

No other site modifications are being proposed at this time

STAFF RECOMMENDATION:

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