



## Legislation Text

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**File #:** 20-0490, **Version:** 1

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**MSC 2020-08, SPG -Madison Reed**, 14548 SW 5 Street, miscellaneous façade and signage changes, miscellaneous application. (Cole)

### **SUMMARY EXPLANATION AND BACKGROUND: PROJECT DESCRIPTION / BACKGROUND**

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 <sup>3</sup>/<sub>4</sub>" 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 RECOMMENDATION:**

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