



## Legislation Text

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**File #:** 21-0403, **Version:** 1

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**MSC 2021-15, Shops at Pembroke Gardens**, generally located south of Pines Boulevard, between SW 145 Avenue and I-75, Master Sign Plan update, miscellaneous application. (Cole)]

### **SUMMARY EXPLANATION AND BACKGROUND:** **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 RECOMMENDATION:**

Staff recommends approval of this application.