

# **Gulfstream Park Signage Master Plan**

## **901 S. Federal Hwy**

Application No. DB-25-05099



**City Commission**  
September 29, 2025

Department of Sustainable Development (DSD)

# Overview

Applicant:  
**Gulfstream Park Racing Association Inc.**

Project:  
**Master Signage Amendment**

Location:  
**501 S. Federal Hwy**

Zoning:  
**Planned Local Activity Center /  
Commercial Recreation Active District**



Subject Property

N↑

# Request

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The applicant is requesting to amend the previously approved Signage Master.

The proposed amendments include updates to:

- Identification Signage
- Directional Signage
- Informational Signage
- Placemaking Signage

# Background

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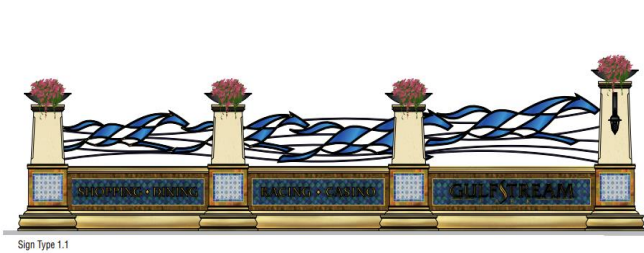
1. **November 6<sup>th</sup>, 2006:** City Commission approved a Development of Regional Impact (DRI) for the Village at Gulfstream Park
2. **April 18<sup>th</sup>, 2007:** City Commission approved Phase 1 of the development which required a signage plan consistent with the adopted Design Guidelines
3. **March 9<sup>th</sup>, 2009:** The master signage plan was submitted and received administrative approval
4. **Pursuant to Section 32-171(g)(6) properties within the PLAC District are required to have Design Guidelines approved by the City Commission**

# Applicant's Proposal (Sign Type 1)

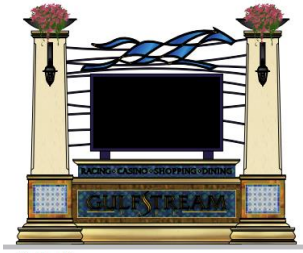


Proposed

Existing



Sign Type 1.1



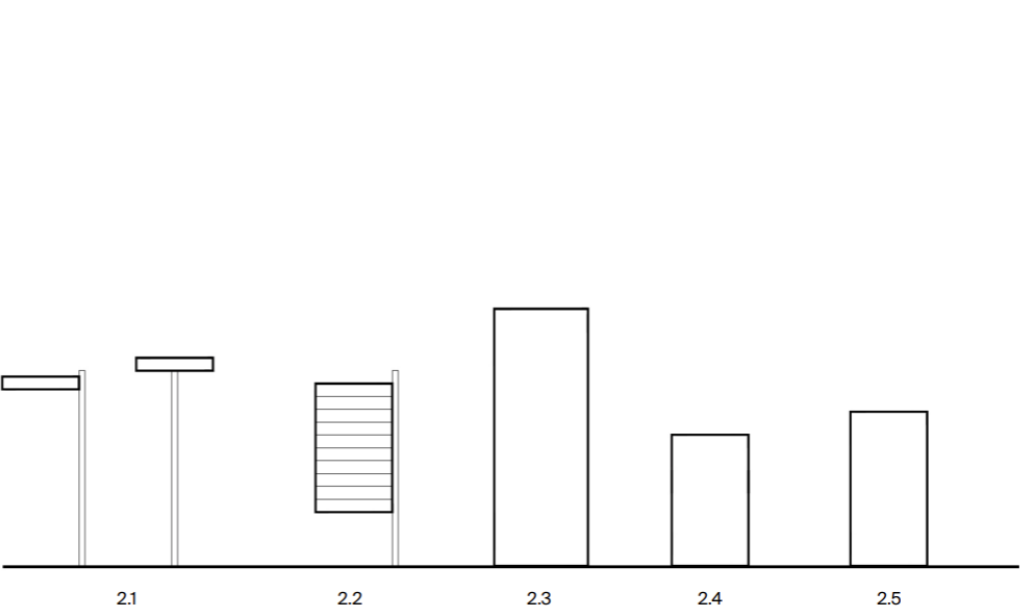
Sign Type 1.2



Sign Type 1.3



# Applicant's Proposal (Sign Type 2)

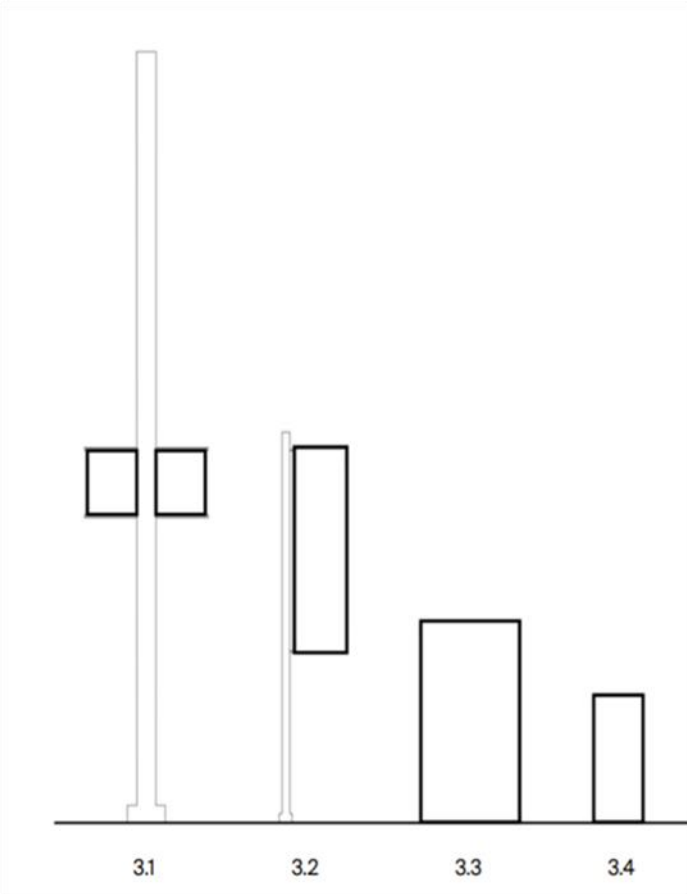


Proposed



Existing

# Applicant's Proposal (Sign Type 3)

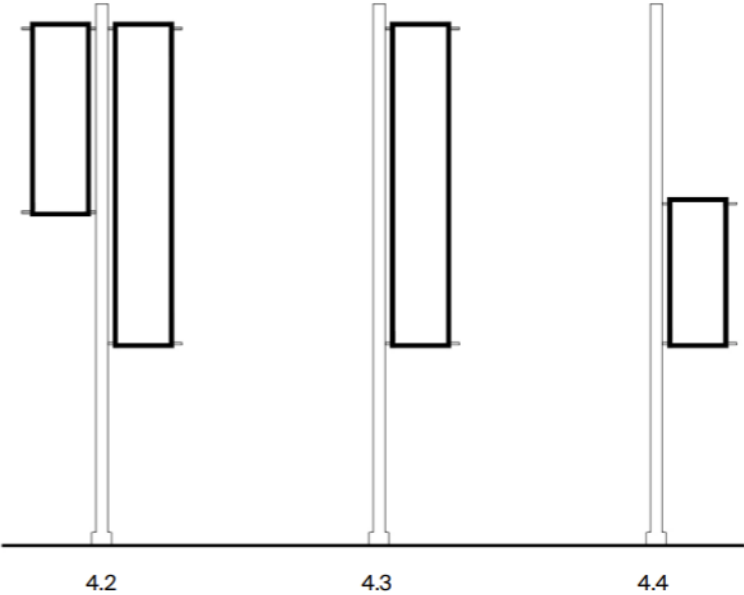


Proposed



Existing

# Applicant's Proposal (Sign Type 4)

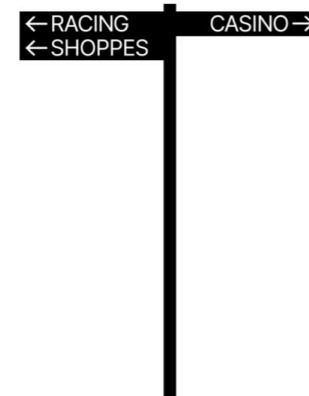


Proposed



Existing

# Proposed Renderings



# Conditions

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1. Any new LED signage facing South Federal Highway or Hallandale Beach Boulevard must comply with the City's LED sign regulations and all applicable Florida Department of Transportation (FDOT) signage regulations.

# Findings

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The amended Signage Master Plan maintains general consistency with the previously approved plan. Staff recommends that the City Commission consider approval of the amended Signage Master Plan for the Village at Gulfstream Park

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