



City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	File No.:	Item Type:		1 st Reading	2 nd Reading
9/29/2025	25-367	<input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input type="checkbox"/> Other	Ordinance Reading	N/A	N/A
			Public Hearing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			Advertising Required	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			Quasi-Judicial:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fiscal Impact (\$):	Account Balance (\$):		Funding Source:	Project Number:	
N/A	N/A		N/A	N/A	
Contract Required:	P.O. Required:	RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	N/A	Vanessa Leroy	Sustainable Development	
Strategic Plan Focus Areas:					
<input type="checkbox"/> Fiscal Stability	<input type="checkbox"/> Resident Services	<input type="checkbox"/> Public Safety	<input type="checkbox"/> Infrastructure & Mobility	<input checked="" type="checkbox"/> Economic Development & Affordable Housing	
Implementation Timeline:					
Estimated Start Date: 9/29/2025			Estimated End Date: 9/29/2025		

SHORT TITLE:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, CONSIDERING THE REQUEST OF GULFSTREAM PARK RACING ASSOCIATION INC., FOR APPROVAL OF AN AMENDED SIGNAGE MASTER PLAN FOR THE VILLAGE OF GULFSTREAM PARK; AND PROVIDING AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

Gulfstream Park Racing Association, Inc. is requesting approval of an amended Signage Master Plan for the Village at Gulfstream Park. The proposed amendment includes updates to identification, directional, informational, and placemaking signage throughout the property.

Staff recommends that the City Commission review the proposed resolution and consider approval of the amended Signage Master Plan.

Background:

On November 6, 2006, the City Commission approved comprehensive plan amendments, rezoning, and a Development of Regional Impact (DRI) for the Village at Gulfstream Park. The approved development includes:

- 1,500 residential units
- A 2,500-seat cinema
- 140,000 sq. ft. of office space
- A 500-room hotel
- 750,000 sq. ft. of commercial space

On April 18, 2007, the City Commission approved Application #07-06-DB, submitted by Forest City Enterprises, for Phase 1 of the development, which included:

- 355,814 sq. ft. of retail space
- 75,000 sq. ft. of office space
- A total of 430,814 sq. ft. of gross floor area

As a condition of approval, the developer was required to submit a Signage Plan consistent with the adopted Design Guidelines prior to the issuance of building permits. The Master Signage Plan was submitted on March 9, 2009, and approved administratively. All existing signage complies with this approved plan.

Current Situation:

The Gulfstream Park property spans 2 distinct zoning districts:

1. CR-A, Commercial Recreation Active, District.
2. PLAC (Planned Local Activity Center) District - The western portion, also known as Village at Gulfstream Park, is the only property in the City currently zoned PLAC as depicted on the map below.



Pursuant to Section 32-171(g)(3) of the Zoning and Land Development Code, development within the PLAC District must comply with specific Design Guidelines addressing circulation, architecture, landscaping, signage, lighting, parking, and other site elements. All development is required to meet minimum code standards unless otherwise modified by these Design Guidelines.

The amended Signage Master Plan remains generally consistent with the previously approved plan. While certain signs are proposed at slightly larger dimensions, others are being reduced in size.

A detailed comparison of existing and proposed signage is provided in the attached chart, Exhibit 5.

Why Action is Necessary:

Under Section 32-171(g)(6) of the Zoning and Land Development Code, properties within the PLAC District are required to have Design Guidelines approved by the City Commission.

Additionally, under Section 32-171(i), since the original Major Development Plan for the Village at Gulfstream Park was approved by the City Commission, any amendments to the Master Signage Plan that are not considered minor also require review and approval by the Commission.

Cost Benefit:

There is no financial cost to the City associated with the proposed amendments.

STAFF RECOMMENDATIONS:

Staff recommends that the City Commission consider approval of the amended Signage Master Plan for the Village at Gulfstream Park, subject to the following condition:

Any new LED signage facing South Federal Highway or Hallandale Beach Boulevard must comply with the City Code regulations for LED signs, as well as all applicable Florida Department of Transportation (FDOT) signage requirements.

PROPOSED ACTION:

The City Commission considers the attached Resolution.

ATTACHMENT(S):

Exhibit 1 – Resolution
Exhibit 1A - Proposed Signage Master Plan
Exhibit 2 - Applicant's Letters
Exhibit 3 - Existing Signage Master Plan
Exhibit 4 - Signage Comparison Chart
Exhibit 5 - Presentation

Prepared By: Christy Dominguez
Christy Dominguez
Planning and Zoning Manager

Reviewed By: Steven Williams
Steven Williams
DSD Assistant Director

Reviewed By: Vanessa Leroy
Vanessa Leroy
DSD Director

Reviewed By: Noemy Sandoval
Noemy Sandoval
Assistant City Manager