



Planning, Zoning and Building Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: The Grove
Project Location: 233 – 279 NE 2nd Avenue
Request: Amendment to Master Sign Program
Board: Site Plan Review and Appearance Board
Meeting Date: March 22, 2017

Board Action:

Approved (5-0, Shannon Dawson and Linda Purdo-Enochs absent) for the amendment to the Master Sign Program.

Project Description:

The property is located on the east side of NE 2nd Avenue in between NE 2nd Street and NE 3rd Street in the Central Business District (CBD).

On February 12, 2003, the Site Plan Review and Appearance Board approved a Master Sign Program which included tenant wall signs and the freestanding plaza identification sign.

At its meeting of February 22, 2017 SPRAB approved a Class III Site Plan Modification to update the architectural elevations therefore the amendment for the Master Sign Program for the plaza is crucial.

The wall signs are to be channel letters, which must be contained within the 3' x 11'6" rectangular space assigned for signage. Nationally registered logos and trademark, or private business logo approved by owner are allowed otherwise powder coat backlit channel letters are required (RAL 9010). A maximum of two lines of copy up to 16 characters including spaces are allowed; an 8" space is required between the two lines. All letters are required to be 12". A 1" space between letters and a 6" space between words are required.

Staff Recommendation:

Approve

Board Comments:

none

Public Comments:

None

Next Action:

The SPRAB action is final unless appealed by the City Commission.

ITEM BEFORE THE BOARD

The item before the Board is consideration to amend the Master Sign Program for the property located at 233 – 279 NE 2nd Avenue pursuant to LDR Section 4.6.7(F)(2)(b).

BACKGROUND AND PROJECT DESCRIPTION

The property is located on the east side of NE 2nd Avenue in between NE 2nd Street and NE 3rd Street in the Central Business District (CBD). The one-story retail building was constructed in 1954 and is a multi-tenant building with approximately 32,511 square feet.

On February 12, 2003, the Site Plan Review and Appearance Board approved a Master Sign Program which included tenant wall signs and the freestanding plaza identification sign. The tenant wall signs are cabinet style centered over each tenant entrance, maximum height for the aluminum cabinets are 4'6" with a foam framing mounted flush to the building face. The maximum sign copy is 2'6" in height, the signs are illuminated white with dark green letters on an ivory colored translucent plexiglass with letter style Goudy or Palatino. No corporate colors or logos to be allowed.

In March, 2004, the Site Plan Review and Appearance Board amended the Master Sign Program to allow a little flexibility to the tenant signs and approved to incorporate the variable typefaces and the use of corporate colors and logos with staff approval.

At its meeting of February 22, 2017 SPRAB approved a Class III Site Plan Modification to update the architectural elevations therefore the amendment for the Master Sign Program for the plaza is crucial.

ARCHITECTURAL ELEVATIONS ANALYSIS

LDR SECTION 4.6.7(F)(2)(b) Master Sign Program

A Master Sign Program is to be used when the development of a project is of such a scale or character that the normal application of the design and/or aesthetic standards of Subsections (D) and (E), respectfully, will not result in an effective sign program and signing more permissive than said standards is necessary. Approval of a Master Sign Program may include the automatic granting of waivers and or adjustments to the provisions of Subsections (D) and (E) provided the intent of the sign code is maintained and the character of the community and neighborhood is not diminished.

The proposed Master Sign Program is attached and consists of tenant wall signs.

The wall signs are to be channel letters, which must be contained within the 3' x 11'6" rectangular space assigned for signage. Nationally registered logos and trademark, or private business logo approved by owner are allowed otherwise powder coat backlit

channel letters are required (RAL 9010). A maximum of two lines of copy up to 16 characters including spaces are allowed; an 8” space is required between the two lines. All letters are required to be 12”. A 1” space between letters and a 6” space between words are required.

It should be noted that all capital letters must be 1’ tall and small caps (lower case body) are 9 3/8” with an addition of 3 1/4” for the ascender and/or 3” for the descender tail.

The Grove – Esplanade is undergoing architectural elevation changes to update the look to a masonry modern with wood finishes and brown accents. The current cabinet signs will be updated with channel letter signs that will add to the more modern look and give the plaza a clean sleek look.

Based on the above, positive findings can be made with respect to LDR Section 4.6.7(F)(2)(b).

REVIEW BY OTHERS

At its meeting of November 14, 2016, the Downtown Development Agency (DDA) reviewed the proposed sign program. Motion was approved unanimously.

ALTERNATIVE ACTIONS

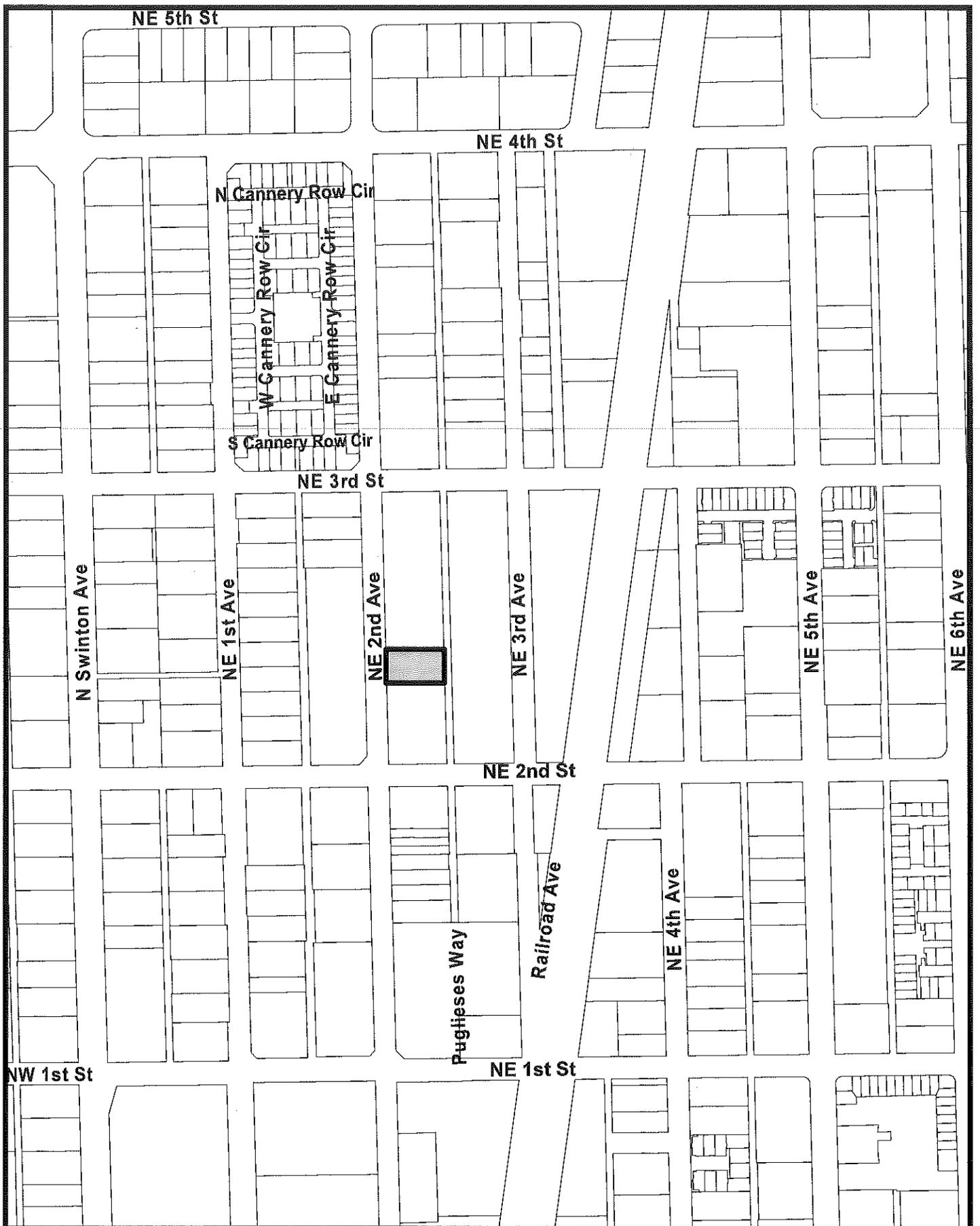
- A. Postpone with direction.
- B. Move approval of the request for consideration to amend the Master Sign Program for **The Grove – Esplanade, 233 – 279 NE 2nd Avenue**, based upon positive findings to LDR Section 4.6.7(F)(2)(b).
- C. Move denial of the request for consideration to amend the Master Sign Program for **The Grove – Esplanade, 233 – 279 NE 2nd Avenue**, based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

STAFF RECOMMENDATION

Move approval of the request for consideration to amend the Master Sign Program for The Grove – Esplanade, 233 – 279 NE 2nd Avenue, based upon positive findings to LDR Section 4.6.7(F)(2)(b).

Report Prepared by: Jennifer Buce, Assistant Planner

Attachments:
Location Map
Sign Program



The Esplanade LOCATION MAP

 Subject Property

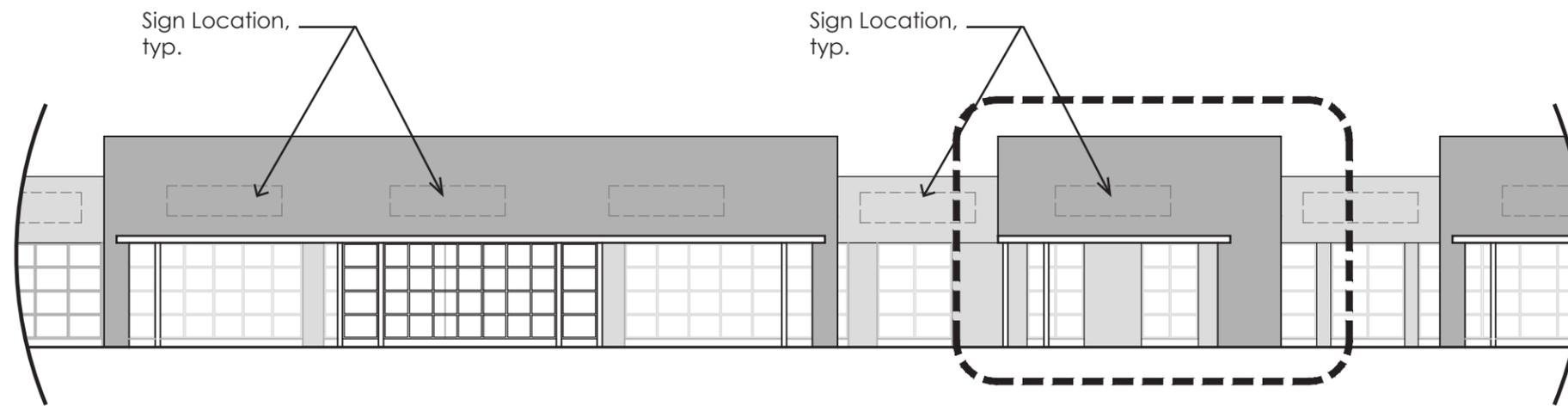
The Neighborhood Coffee Shop



SIGN PERMIT APPLICATION

THE GROVE
DELRAY BEACH, FL

González Architects



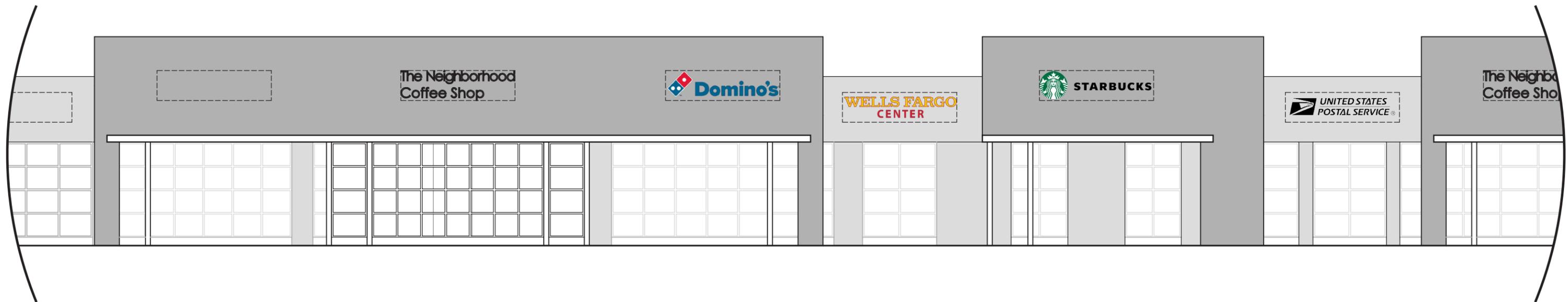
West Elevation
Scale 1/16" = 1'-0"



Enlarged West Elevation (Tenant Name for Example Only)
Scale 1/8" = 1'-0"

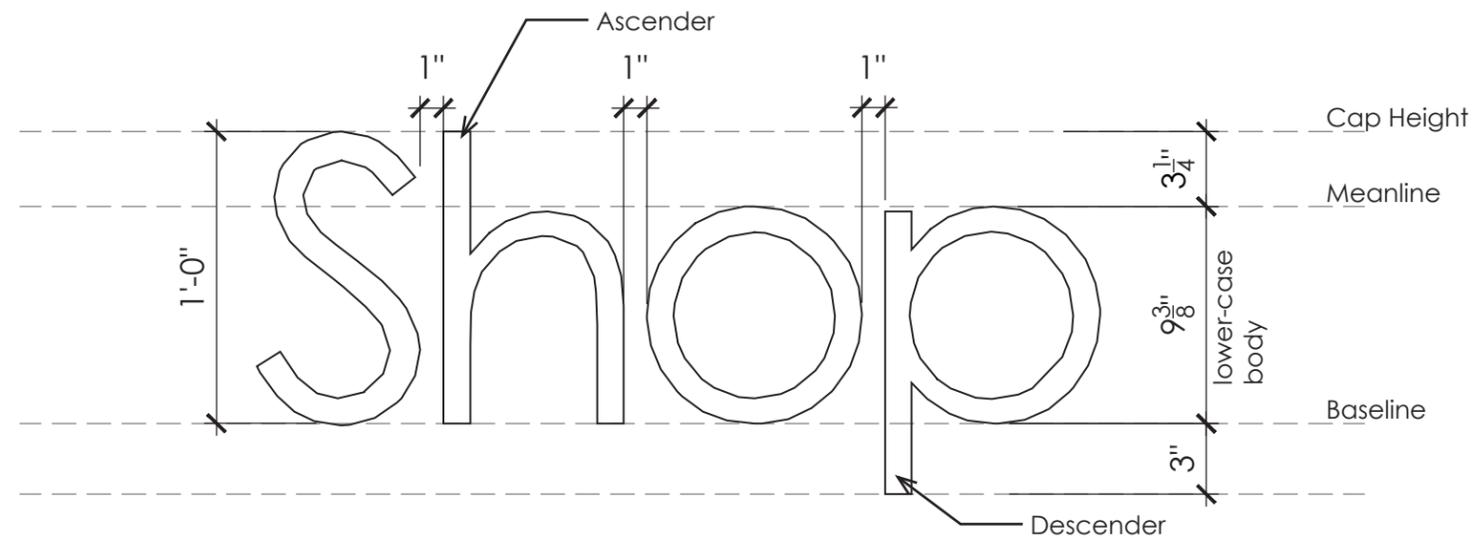
General Notes:

- New sign must be contained within the 3' x 11'-6" rectangular space assigned for signage.
- Logos/signages must be from a National registered trademark, or private business logo approved by owner before installation. If not, signage must follow tenant's given standards.



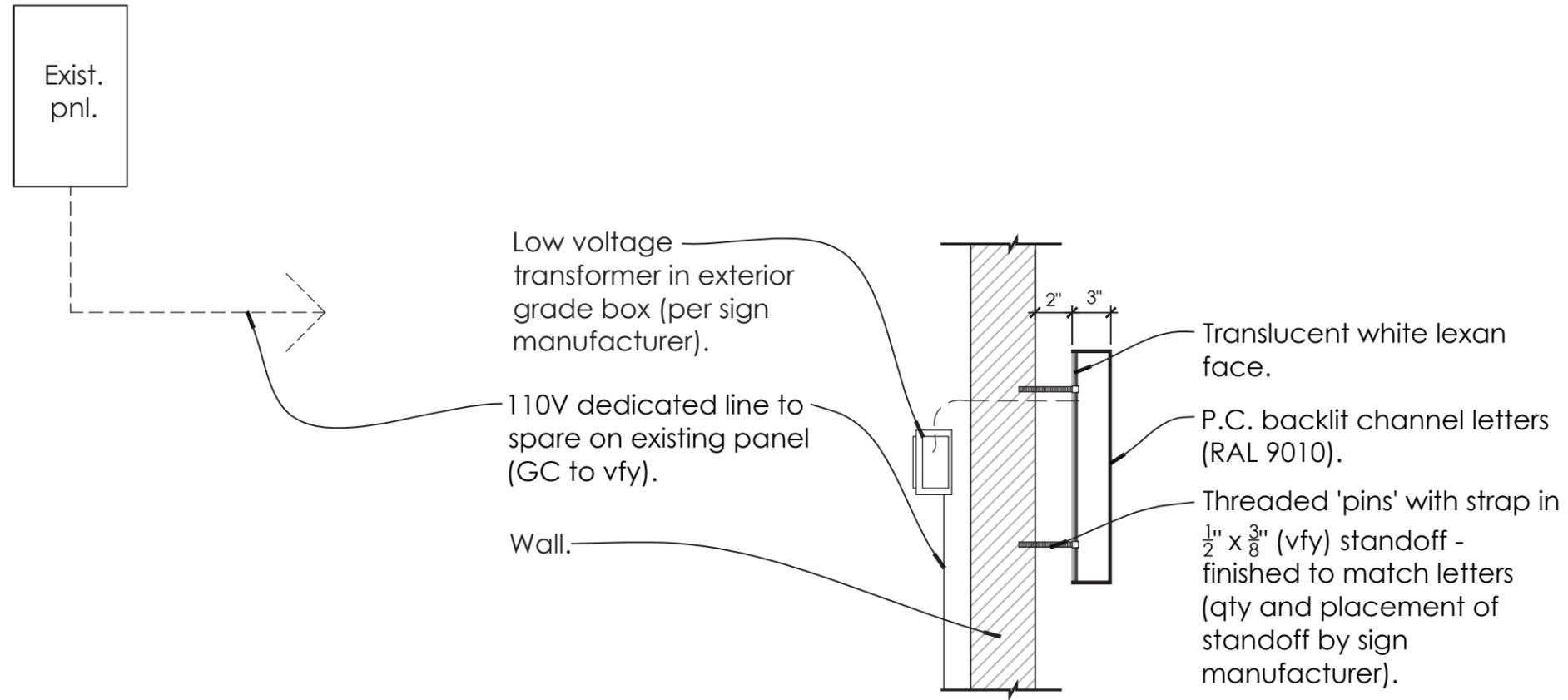
General Notes:

- All Cap letters must be 1'-0" tall, and small cap (lower-case body) 9 3/8", with an addition of 3 1/4" for the ascender, and/or 3" for the descender or tail.



Enlarged Sign Detail (Tenant Name for Example Only)
Scale 1 1/2" = 1'-0"

[GC to verify
spare circuit]



Note:

- Provide reinforcement as required.
- The purpose of this drawing is to indicate the general design signage intent. Each Tenant will submit individually for specific permit.

Sign Anchorage Detail

Scale 1" = 1'-0"



EXISTING SIGNS ON SITES

THE GROVE
DELRAY BEACH, FL

González Architects



EXISTING SIGNS ON SITES

THE GROVE

DELRAY BEACH, FL

González Architects

two fat cookies
BAKE SHOP

♿
HANDICAPPED
PARKING ONLY

HANDICAPPED
♿
PARKING
ONLY

MENIN

EXISTING SIGNS ON SITES

THE GROVE
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THE
GROVE

The Neighborhood
Coffee Shop



PROPOSED SIGN - EXAMPLE

THE GROVE
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The Neighborhood
Coffee Shop



PROPOSED SIGN - EXAMPLE

THE GROVE
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The Neighborhood
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PROPOSED SIGN - EXAMPLE

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