



DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

SITE PLAN REVIEW AND APPEARANCE BOARD STAFF REPORT

Delray Landing Shopping Plaza

Meeting	File No.	Application Type
September 28, 2022	2022-261-SPF-MSP-SPR	Amendment to the Master Sign Program
Property Owner	Applicant	Agent
KP Delray LLC and PEBB Manager, LLC	American/Interstate Signcrafters/	Robin Intoppa

Request

Consideration of an amendment to the Master Sign Program for the **Delray Landing Shopping Plaza** located at **5026 West Atlantic Avenue**.

General Data

Location: 5026 West Atlantic Avenue
PCN: 12-42-46-14-24-001-0000
Property Size: 7.21 Acres
LUM: GC (General Commercial)
Zoning: PC (Planned Commercial), Four Corners Overlay District
Adjacent Zoning:

- o North, East, & West: PC
- o South: RM – 8 (multiple family residential)

Existing Use: Shopping Center with a mix of uses including restaurant and retail establishments.



Background

Delray Landing (fka Delray Commons) was developed in 1981 as Delray Pines Plaza under Palm Beach County's jurisdiction, prior to its annexation into the municipal boundary of Delray Beach in 1991 via Ordinance No. 07-91. The most recent development requests and actions are outlined below:

2018: Planning and Zoning Board approved a Master Development Plan Modification (MDPM) for Delray Landing, as well as a waiver request for the minimum structure size required for the proposed restaurant. The Master Development Plan consists of the current Tract 1 site layout within the shopping center and the proposed Taco Bell site plan for Tract 2. Concurrently, the Site Plan Review and Appearance Board approved a Class IV site plan modification for a Taco Bell on Tract 2 at Delray Landing.

2021: Site Plan Review and Appearance Board approved a Class III Site Plan Modification for Tract 1. This was for improvements to the entire site including parking and landscaping and the anchor tenant, Sprouts.

The Master Sign Program for Delray Landing was originally created in 1998 and has been amended several times to accommodate the anchor tenant and include Tract 1 for Taco Bell. When any deviation or additions to the approved program are desired, an

amendment to the program must be obtained. In addition, signage programs are typically updated when a commercial development is undergoing renovations or significant modifications to the elevations.

Description of Proposal

The proposed modifications to the approved Delray Landing master sign program is for tenant wall signage, refurbishing of the monument signs, entrance door and window signage, and rear door.

Sign Types and Lighting –

- Internally illuminated channel letters directly mounted
- Pin-mounted halo lit signs
- Pin-mounted internally illuminated signs

Tenant Signage - The tenant signage may include registered logos and trademark logos or colors. The colors for signs, if not registered logos, is green, black, or blue. Signage returns and trim caps must be white or bronze.

Anchor Tenant and tenants over 5,000 SF – The anchor tenant (Sprouts) is allowed a maximum of four additional supplementary wall signs. Maximum letter height for tenants over 5,000 square feet is 48 inches and a minimum of 24 inches.

Tenants under 5,000 SF – Maximum letter size is 27 inches, with all upper case and 30 inches upper case with corresponding lower case, a minimum sign height of 12 inches.



Monument Signs – the existing monument signs located at the entrances from South Military Trail and West Atlantic Avenue will be refurbished.

Entrance Door and Window Signage – Door signage shall include the tenant bay number (suite) and street address, if applicable; window signage is not to exceed 10% of the total storefront window area.

Rear door – Bay number in 6-inch vinyl letters and business name in 4 inch vinyl letters.

The complete details, including any provided graphics and illustrations, are part of the attachments on the agenda.

Review and Analysis: Master Sign Program Amendment

LDR Section 4.6.7(F)(2)(b), Signs requiring permits: Master sign and blanket sign programs

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), respectively, 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 that the intent of the sign code is maintained, and the character of the community and neighborhood is not diminished. A Master Sign Program shall be approved by the Site Plan Review and Appearance Board or if the project is in a historic district or historically designated site, by the Historic Preservation Board. After approval of a Master Sign Program, individual signs consistent therewith shall be administratively approved.

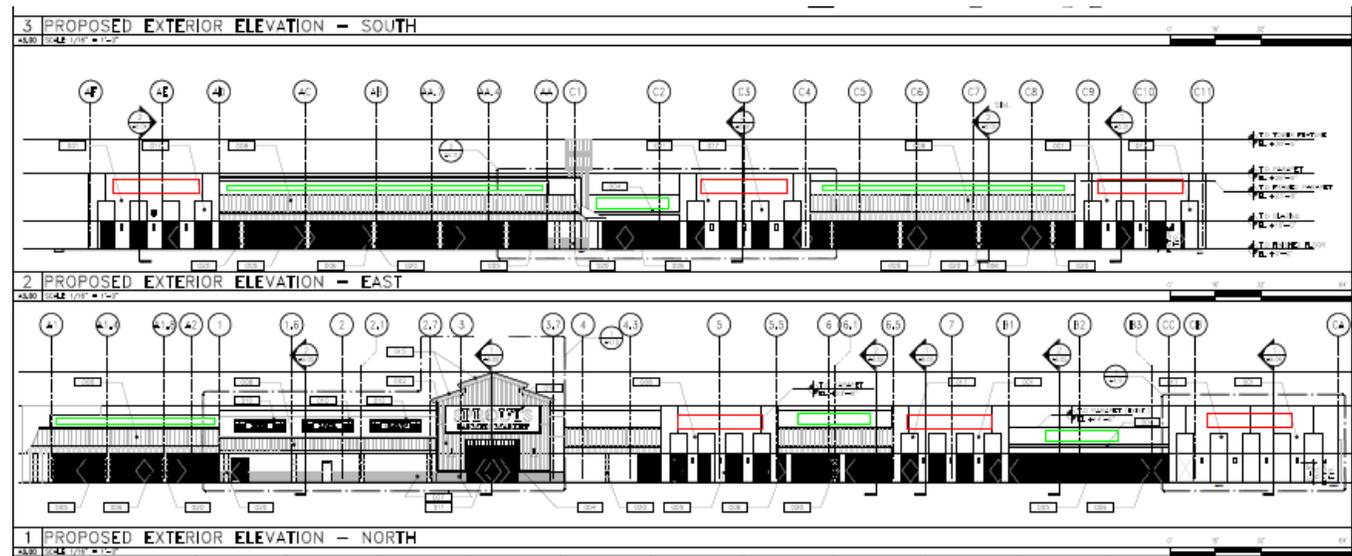
Pursuant to LDR Section 4.6.7(F)(2)(c), Signs requiring permits: Master sign and blanket sign programs, nothing contained herein shall prevent diversity and creativity of individual signs in the Master Sign Program.

Pursuant to **LDR Section 4.6.7(D)(2), Aesthetic qualifications: Basis**, the aesthetic quality of a building, or of an entire neighborhood, is materially affected by achieving visual harmony of the sign on or about a structure as it relates to the architecture or the building or the adjacent surroundings. In addition to the limitations on signs imposed in Subsections (E) and (K), the following aesthetic considerations must be met.

- (a) *Garishness.* The overall effect of the lettering, configuration or color of a sign shall not be garish. "Garish" signs are those that are too bright or gaudy, showy, glaring, and/or cheaply brilliant or involving excessive ornamentation. Garish signs are not in harmony with and are not compatible with the building or adjacent surroundings.
- (b) *Scale, design, and location.*
 - 1. Signs shall be appropriate in size, scale, and design for the neighborhood or streetscape where it is to be located.
 - 2. Signs placed on structures shall be proportionate in size and scale to the building facade, designed consistently with the building architecture, and positioned harmoniously with building features; architectural features shall not be provided solely for the purpose of accommodating signage, but shall relate to building location, function, and use.
- (c) *Quality.* All signs shall have a professional appearance that enhances the visual aesthetics of the area.

The overall sign package submitted are in size and scale to the building façade and are positioned harmoniously with the building features and will not have an impact on the surrounding area. The proposed signage will complement the new elevations and bring a balanced look throughout the plaza. The proposed wall signs are appropriately placed on the building façade, while the rear signage that faces a neighborhood are visible for deliveries only.

The two monument signs located at the West Atlantic Avenue and South Military Trail entrances are to be refurbished. While the current LDR allows a maximum height of 14 feet for monument signs, the monument signs at Delray Landing were constructed under the Palm Beach County Sign Code in 1991 and are taller than the maximum allowed by the LDR. As a result, the monument signs are considered an existing non-conformity, yet may be refurbished and remain as long as the nonconformity is not increased or altered.. The refurbishing of both signs will add to the streetscape and complete the new renovations and updates to the plaza.



Board Action Options

- A. Move approval of the amendment to the Master Sign Program (2022-261) for Delray Landing located at **5026 West Atlantic Avenue**, by finding that the request meets the criteria set forth in the Land Development Regulations.
- B. Move denial of the amendment to the Master Sign Program (2022-261) for Delray Landing located at **5026 West Atlantic Avenue**, by finding that the request does not meet the criteria set forth in the Land Development Regulations.
- C. Move to **continue with direction**.