

MASTER SIGN PROGRAM

MARKETPLACE OF DELRAY

OVERVIEW:

The Marketplace of Delray is a 240,789 square foot community retail shopping center which currently consists of three anchor tenants in excess of 20,000 square feet, six junior anchor tenants of 5,000 to 15,000 square feet, eight outbuildings, and approximately 29 "shops" under 5,000 square feet. The Marketplace at Delray is located on 30.27 acres and is bounded by Military Trail to the east and West Atlantic Avenue to the south.

SIGN PROGRAM:

TENANT FLAT WALL SIGNS FOR MAIN PLAZA

Unless otherwise approved in this Master Sign Program, in-line tenants with less than 5,000 square feet shall have red faced [#2283 red acrylic], individual channel letters raceway mounted with black trim-caps and returns. Internally illuminated colored logos or a single color feature is also allowed. The maximum letter height allowed is 21" for 1-line of copy with a logo maximum height of 30". For 2-lines of copy, the maximum letter height is 18" for a total overall height of the sign of 40" and 4-ft maximum logo height. Corporate colors and logos are allowed with property owner and staff approval.

As to Space B-100 highlighted on the attached Exhibit "A," in recognition of the recessed nature of this space from the adjoining inline uses, coupled with the additional setbacks from the main parking field and public right-of-way, Space B-100 shall be allowed a maximum letter height of 2'-10 3/4" for 1-line of copy with a maximum height of any logo of 3'-7". In no event shall the overall size of the sign for Space B-100 measure from the top of the sign to the bottom most portion and measured right to left exceed 160 square feet.

Anchors and Junior Anchors are allowed to have taller flat wall signs with property owner and staff approval no greater than 15% of the square footage of the respective store front. Wall signs must have 20% to 25% from side to side and top to bottom. Corporate colors and logos are allowed. The only in-line tenants that may have two (2) flat wall signs are those located at the main "corners" of the Plaza as identified in the attached Exhibit "A" and currently occupied by AAA Auto Club, MetroPCS, Bealls, Dr. Richard Stein (Dentist) and Winn Dixie. [BJ's will be allowed an additional sign on the front elevation for the Spirit Shop and an additional sign on the side for Curbside Pick-up for a total of \(4\) wall signs.](#)

Under-Canopy Signs are allowed. All under canopy signs shall be two-sided, non-illuminated signs with white copy on ~~a teal [Real Teal HP 700-715 or 3145C]~~ [SW 7046](#) background. Corporate logos are permitted with property owner and staff approval. Maximum size of any under canopy sign is 4 square foot or the maximum size allowed per the sign code.

FREE STANDING SIGNS

Three (3) Free Standing Plaza Identification Signs with Tenant Panels: Two (2) free standing tenant identification signs shall be located along Atlantic Avenue and one (1) free standing tenant identification sign shall be located along Military Trail at the main entrance into the Plaza. Two (2) of the free standing tenant identification signs shall be two-sided pylon style with a maximum height of 32 feet with no more than 15 tenant panels per side. All panels shall be internally illuminated. There shall be allowed an additional free standing tenant identification sign located at the western entrance from Atlantic Avenue with a maximum height of 21'-1" feet and with no more than ~~seven (7)~~ nine (9) tenant panels per side. All tenant panels shall have a white background; however corporate logos, colors and font style are allowed. As certain tenant panels have already been installed pursuant to existing Lease Agreements prior to the annexation of the Plaza into the City and which are nonconforming with the Master Signage Program, the property owner acknowledges and agrees to use commercially reasonable efforts to update the existing signage as allowed under its existing lease agreements, in connection with the replacement of the tenant within the Plaza, or as part of the execution of a new lease. All (3) signs will have center's name at the top of the signs with Duranodic Bronze aluminum panel with white push-thru copy.

Internal Directional Signage: Internal directional signage will be allowed at the locations identified on the attached Exhibit "A." Two different types of directional signs shall be allowed. Two (2) freestanding non-illuminated directional signs with a maximum height of eight (8') feet with a sign face of 5'-8" x 3'-8" for a total sign face of 20.7 square feet ("Type A") and two (2) non-illuminated freestanding directional signs with a maximum height of 6'-8" with a sign face of 4'-5" x 3'-1" with a total sign face of 13.6 ("Type B"). The locations for the Type A and Type B directional signs are reflected on the attached Exhibit "A".

For signage relating to the out-parcel buildings located within the Plaza, please see next section.

OUT-PARCEL BUILDINGS

Outparcels located within the Plaza shall be allowed to utilize corporate colors and logos. Except as otherwise provided below, upon redevelopment, each outparcel shall be allowed two wall signs with a total square footage no greater than 15% of the square footage of the respective elevation on which the sign is proposed to be located. One of the permitted wall signs must face a dedicated right-of-way. If the secondary sign is proposed on the rear of the building facing the internal parking lot for the Plaza, a maximum of nine (9) square feet is allowed. Freestanding signs are allowed with a maximum height of fourteen (14') feet and a total square footage of 160 feet. Freestanding signs shall be internally illuminated with landscaping provided at the base of the sign.

"POLLO TROPICAL". 14683 S. Military Trail. On April 9, 2014, SPRAB approved the following signs for Pollo Tropical: Three free standing signs including (a) an illuminated monument sign facing Atlantic Avenue which reads "Pollo Tropical - Chicken on the Grill" in corporate colors of green, yellow, red and white with a total height of eight (8') feet and a total sign face of 4' 5" x 7' 8" for a total square footage of 31.69"; (b) an illuminated preview menu board sign with black, ryegrass, jersey cream and black colors with a total height of seven (7') feet with a sign face of 4'58" x 5'16" for a total sign face of 23'63" square feet; and (c) an illuminated menu board sign with black, ryegrass, jersey cream and black colors with a total

height of seven (7') feet with a sign face of 4'58" x 5'16" for a total sign face of 23'63" square feet. Three wall signs including: (a) two wall signs on the south and east elevations of the porte-cochere which are 3'9" x 10'3" for a total of 37'5" square feet both of which are illuminated channel letters reading "Pollo Tropical;" and (b) a wall sign on the north elevation measuring 2' x 5'33" for a total of 10'66 square feet and comprised of illuminated channel letters reading "Pollo Tropical". Any color band is to be removed above the signs located on the porte-cochere with 12' clearance on either side of the signs to the edge of the porte-cochere.

Document comparison by Workshare Compare on Thursday, April 14, 2016 12:13:30 PM

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Document 2 ID	interwovenSite://HKDMS/Active/28734608/6
Description	#28734608v6<Active> - Exhibit A - Revised Master Sign Program - Marketplace of Delray DOCX
Rendering set	Standard

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Deletion	
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