



Planning, Zoning and Building Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: CVS
Project Location: 4970 W. Atlantic Avenue
Request: Amendment to the Master Sign Program
Board: Site Plan Review and Appearance Board
Meeting Date: February 28, 2018

Board Action:

Approved (5-0, Annie Adkins-Roof and Roger Cope absent) as presented.

Project Description:

The subject property is located on the southeast corner of West Atlantic Avenue and South Military Trail as part of the Bed Bath & Beyond Plaza, also known as Delray West Plaza. In May of 2017, a Class IV site plan modification was approved for a CVS pharmacy and drive thru to be built on this site.

The Master Sign Program for Bed Bath and Beyond Plaza was originally created in 1991 and has been amended several times throughout its existence. Originally CVS occupied tenant space within the plaza and was considered an Anchor tenant. Per the Master Sign Program Anchor tenants are allowed to use registered trademarks, corporate fonts, logos and colors, one line of copy maximum letter height of 48” and two lines of copy at 36”.

CVS has now moved to a new outparcel and is amending the Master Sign Program to include the signage for their building. The signage is typical for a CVS pharmacy. The signage includes three wall signs, monument sign and directional signage for the drive thru pharmacy.

The wall signs are 39 1/2” x 371 11/16” for a total of 101.96 FT. They are internally illuminated channel letters in the CVS red and are proposed on the north, west, and south elevations. The monument sign proposed on the west elevation.

Staff Recommendation:

Approve

Board Comments:

none

Public Comments:

Comment from the public this is a very busy intersection and is all the signage necessary.

Associated Actions:

N/A

Next Action:

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

SITE PLAN REVIEW & APPEARANCE BOARD

CITY OF DELRAY BEACH

---STAFF REPORT---

MEETING DATE: February 28, 2018
ITEM: Amendment to the Master Sign Program for Bed Bath & Beyond Plaza for the CVS Pharmacy 2018-021): Amend the Master Sign Program to allow signage for the CVS located at the Bed Bath & Beyond Plaza.
Recommendation: Approve

GENERAL DATA:

Owner..... BBB Plaza Outparcel Associates, LDT & BBB Plaza Associates LTD
 Agent..... Kimley Horn
 Location..... 14802 South Military Trail and 4970 West Atlantic Avenue; Southeast corner of West Atlantic Avenue and South Military Trail
 Property Size..... 9.28 acres
 Future Land Use Map..... General Commercial (GC)
 Current Zoning..... GC and Planned Commercial (PC)
 Adjacent Zoning.....North: PC
 East: PC
 South: GC and Single Family Residential (R-1-A)
 West: GC and PC
 Existing Land Use..... Gas Station and Retail Shopping Center
 Proposed Land Use..... Retail
 Water Service..... Existing on site
 Sewer Service..... Existing on site



ITEM BEFORE THE BOARD

The item before the Board is an amendment to the Master Sign Program for Bed Bath & Beyond Plaza for the CVS Pharmacy, located at 4970 W. Atlantic Avenue.

BACKGROUND & PROJECT DESCRIPTION

The subject property is located on the southeast corner of West Atlantic Avenue and South Military Trail as part of the Bed Bath & Beyond Plaza, also known as Delray West Plaza. The front 0.85 acre parcel was platted as Tract A of the Suarez Delray Mobil plat recorded in 1994, with the gas station completed in 1995. The gas station is zoned General Commercial (GC); the balance of the Plaza, which is located on a separate parcel, is zoned Planned Commercial (PC). Both parcels are located within the Four Corners Overlay District. The parcels are under the same ownership and will be joined via Unity of Title.

In May of 2017, a Class IV site plan modification was approved for a CVS pharmacy and drive thru to be built on this site.

The subject request is for an amendment to the Master Sign Program to accommodate signage for CVS.

The Master Sign Program for Bed Bath and Beyond Plaza was originally created in 1991 and has been amended several times throughout its existence. Originally CVS occupied tenant space within the plaza and was considered an Anchor tenant. Per the Master Sign Program Anchor tenants are allowed to use registered trademarks, corporate fonts, logos and colors, one line of copy maximum letter height of 48" and two lines of copy at 36".

CVS has now moved to a new outparcel and is amending the Master Sign Program to include the signage for their building. The signage is typical for a CVS pharmacy. The signage includes three wall signs, monument sign and directional signage for the drive thru pharmacy.

The wall signs are 39 ½" x 371 11/16" for a total of 101.96 FT. They are internally illuminated channel letters in the CVS red and are proposed on the north, west, and south elevations.

MASTER SIGN 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 wall sign that faces the south elevation faces an interior parking lot. Pursuant to LDR 4.6.7(E)(7), wall signs must face a dedicated street frontage. However, pursuant to LDR 4.6.7(F)(2)(b) 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 signage that the applicant is proposing is the standard prototype for CVS nationwide. The signage is necessary as it is over the front entrance to the storefront and will help guide potential customers to the location. The CVS is located at the four corners of Military Trail and West Atlantic Avenue, where many of the outbuildings contain signage on three sides of their elevations. The Walgreen's across the street contains signage on three elevations as well as directional signage for the pharmacy, and a monument sign.

The monument sign proposed on the west elevation will need to meet the Setback Requirements pursuant to LDR 4.6.7(E)(3)(C); Allowed totally in standard setback. when considered as a part of a site plan approval, or modification to a site plan, a sign may be located totally within the ten-foot setback area provided that: the sign height is not greater than seven feet; the sign area is less than 20 square feet.

The Amendment to the Master Sign Program for Bed Bath and Beyond is an enhancement to the overall plaza. The signage is not overbearing and is the prototype for the national chain CVS.

Based on the above, staff recommends approval of the amendment to the Master Sign program for Bed Bath and Beyond.

ALTERNATIVE ACTIONS

- A. Postpone with direction.
- B. Move approval of the amendment to the Master Sign Program for **Bed Bath Beyond Plaza for the CVS Pharmacy**, located at **4970 W. Atlantic Avenue** based upon positive findings to LDR Section 4.6.7(F)(2)(b).

- C. Move denial of the amendment to the Master Sign Program for **Bed Bath and Beyond Plaza for the CVS Plaza** located at **4970 W. Atlantic Avenue** based upon positive findings to LDR Section 4.6.7(F)(2)(b).

STAFF RECOMMENDATIONS

Move approval of the request of the amendment to the Master Sign Program for **Bed Bath and Beyond for the CVS** located at **4970 W. Atlantic Avenue** based upon positive findings to LDR Section 4.6.7(F)(2)(b).

Report Prepared by: Jennifer Buce, Assistant Planner

Attachments: Sign Program

CS#: 76772
Address: SEC Atlantic Ave & Military Trail
Delray Beach, FL 33484



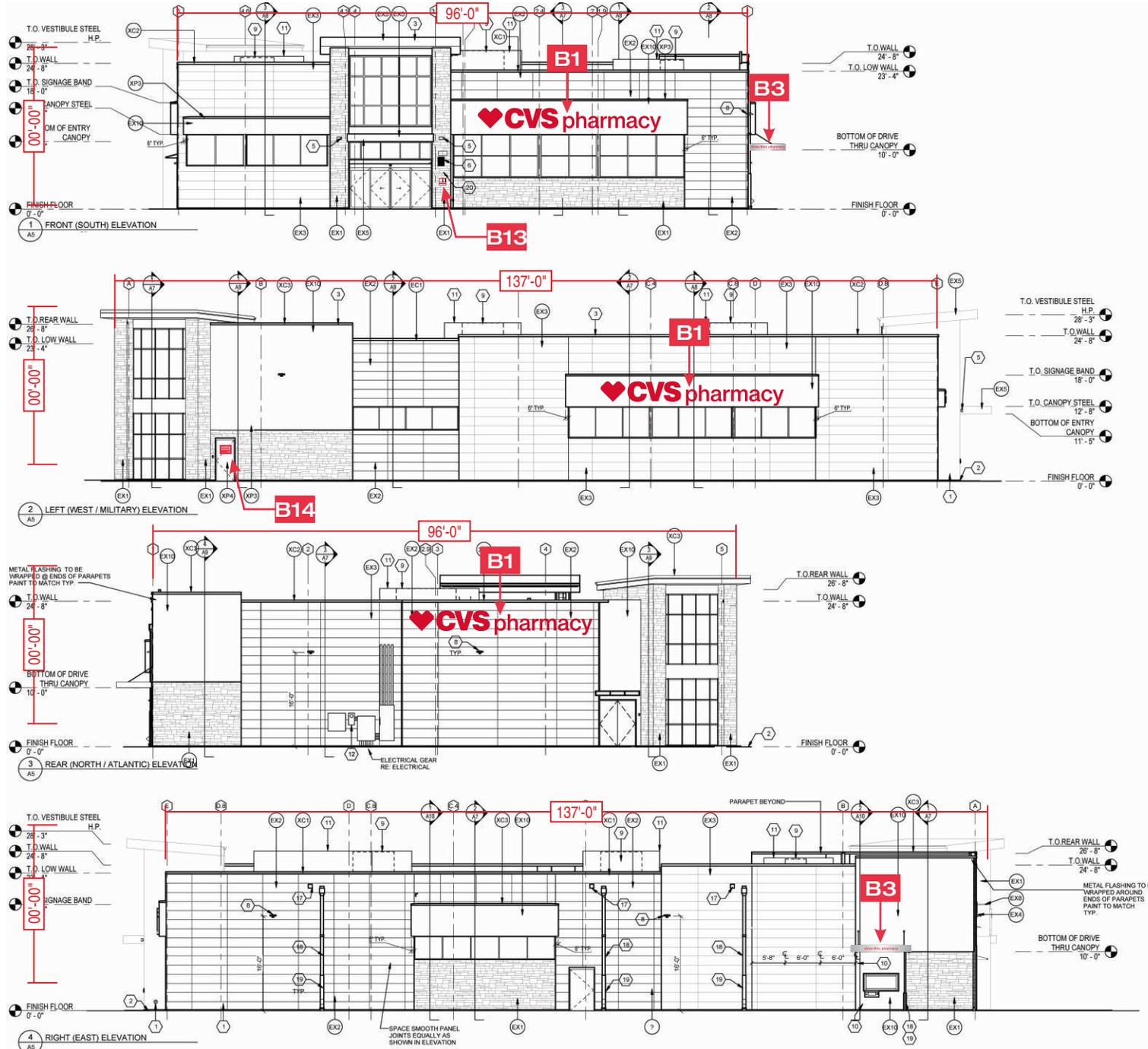
Variance required for wall sign not facing street frontage (South Elevation)

June 26, 2017

File Path: Active\ACCOUNTS\C\CVS pharmacy\Locations 2016\749_New Builds\749_76772_Delray Beach_FL_Permit

Prepared by:





Prepared by:



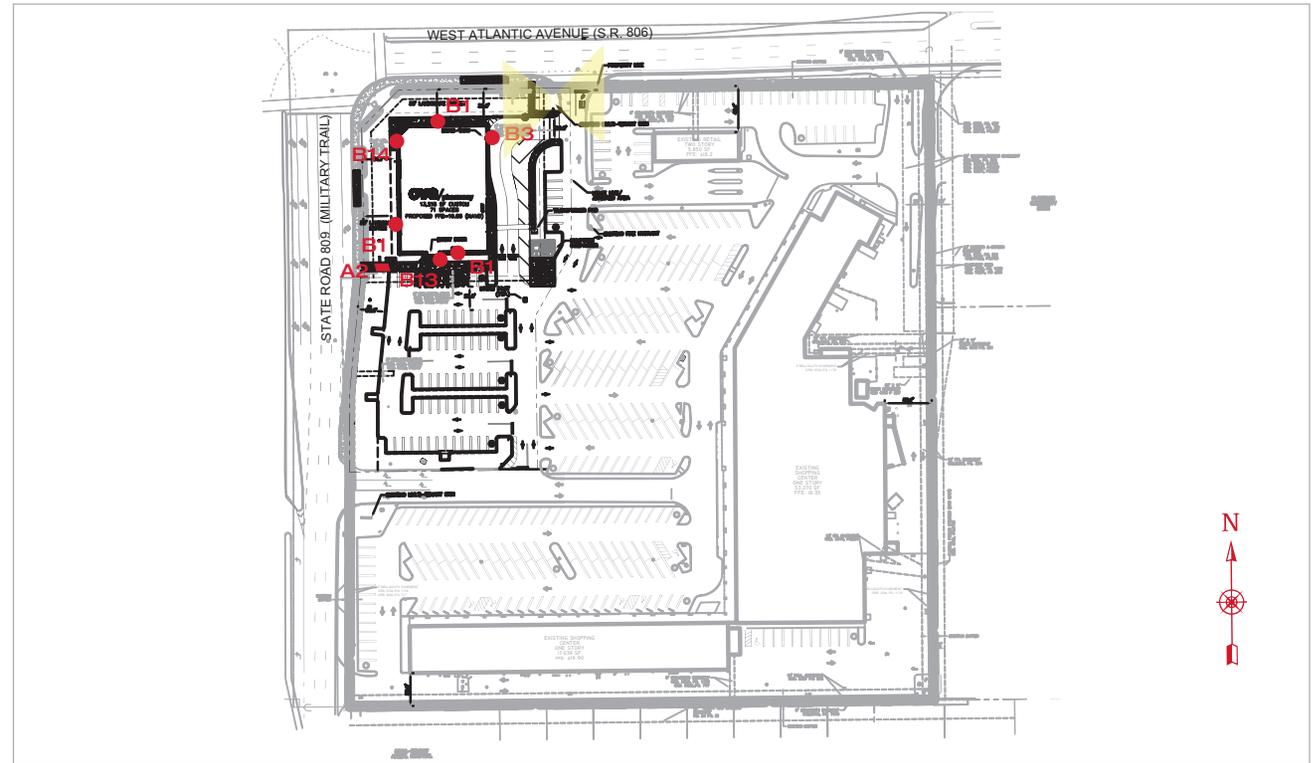
Ground Signs

Monument Sign



Total Proposed = 17.11 Sq Ft

Sign Placement - Site Plan



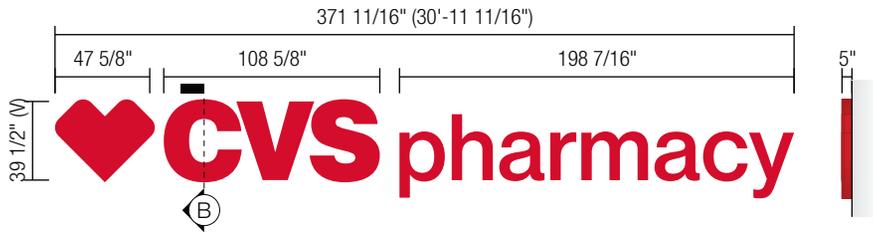
Sign Placement - Sign Key

South Elevation			
B1		39 1/2"H x 371 11/16"W	101.96 SqFt
B13		18 9/16"H x 14 1/2"W	1.87 SqFt
Total Proposed			103.83 SqFt

North Elevation			
B1		39 1/2"H x 371 11/16"W	101.96 SqFt
Total Proposed			101.96 SqFt

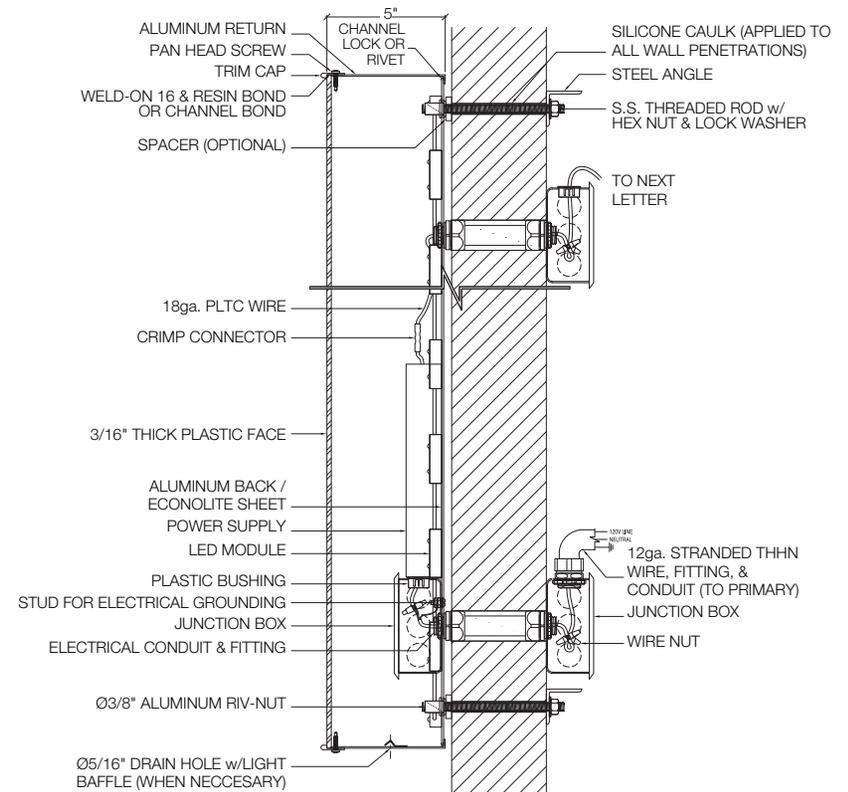
West Elevation			
B1		39 1/2"H x 371 11/16"W	101.96 SqFt
B14		18"H x 24"W	3.0 SqFt
Total Proposed			104.96 SqFt

East Elevation			
B3		12"H x 72"W	6.0 SqFt
B3		12"H x 121"W	10.0 SqFt
Total Proposed			117.96 SqFt



A Sign Elevation | Front & Side View | IL-39-CL-L (Qty. 3) 101.96 SQ.FT.
Scale: 1/8"=1'-0"

Variance required for wall sign not facing street frontage (South Elevation)



B Typical Section - Face Lit Letter - Flush Mounted & Self Contained
Scale: N.T.S.

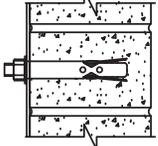
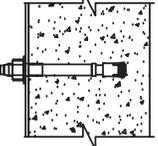
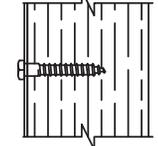
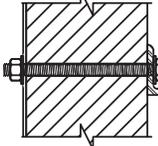
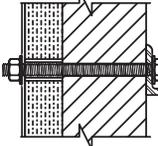
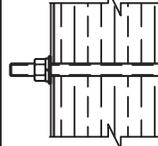
Colors & Materials

- Chemcast Red Acrylic #2793
- Jewelite True Red Trim Cap
- Pre-Finished Hunter Red Returns

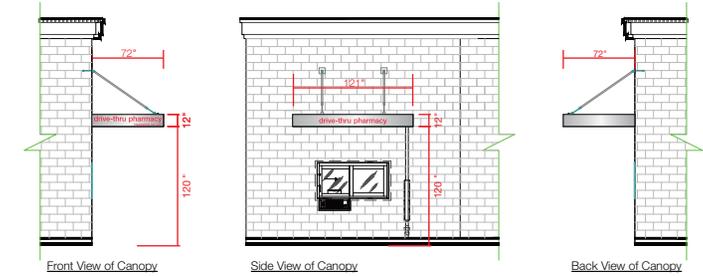
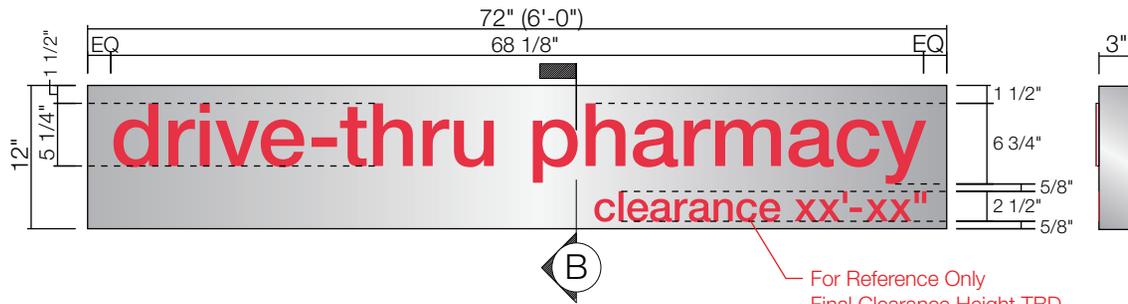
Specifications

Internally Illuminated Channel Letters (Horizontal)

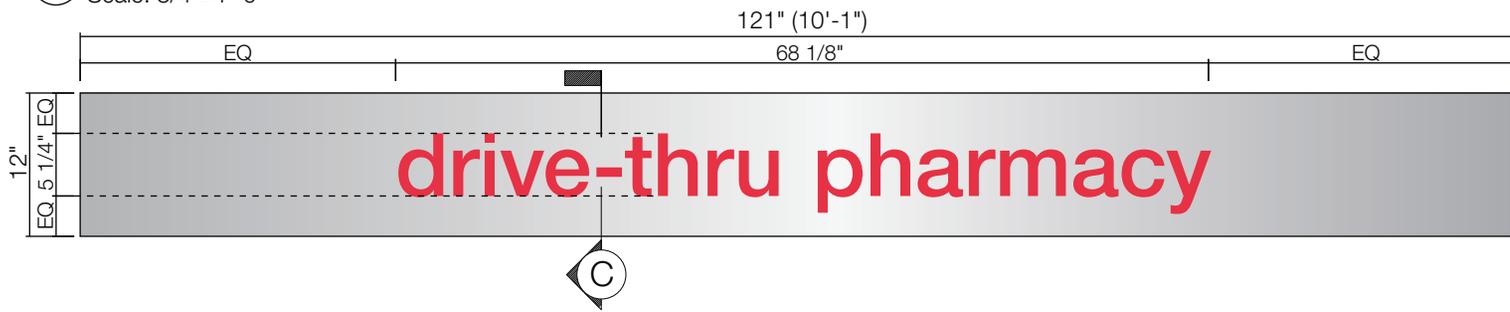
- Chemcast 3/16" Red acrylic faces #2793
- 5" Deep pre-finished Hunter Red returns
- 1" Jewelite True Red trim cap
- *Any channel letter set below 30" to have 3/4" trim cap
- **"Heart" requires 1" trim cap at all times
- Red LED Illumination
- 120V Power Supplies
- Mounted to existing fascia as required

SECTION						
ANCHOR TYPE	Ø1/2" SLEEVE ANCHOR (Ø3/8" BOLT), 2" MINIMUM EMBEDMENT	Ø3/8" EXPANSION ANCHOR, 2 1/2" MINIMUM EMBEDMENT	Ø3/8" LAG BOLT, 3" MINIMUM EMBEDMENT	Ø3/8" THREADED ROD	Ø3/8" THREADED ROD w/ALUMINUM OR PVC COMPRESSION SLEEVE	Ø3/8" PIVOTING TOGGLE BOLT
WALL TYPE	CMU, BRICK	PRE-CAST CONCRETE, CONCRETE	WOOD BLOCKING	WOOD, CONCRETE BLOCK, EIFS WALL SYSTEMS	EIFS WALL w/ FOAM INSULATION	5/8" THICK MIN. PLYWOOD

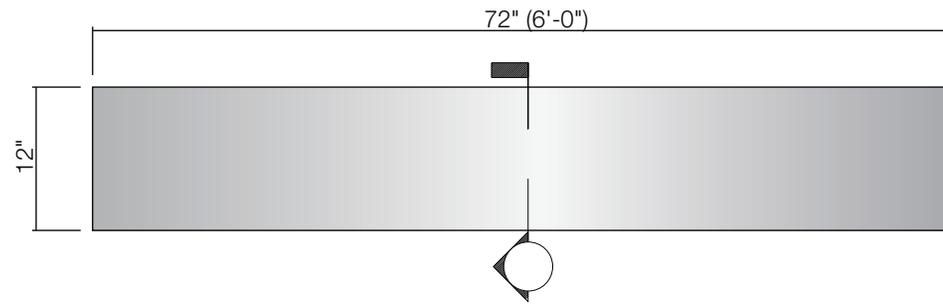
C Mounting Options
Scale: N.T.S.



1 Detail - Front Canopy Sign Layout (6.0 Sq.Ft.)
Scale: 3/4"=1'-0"



2 Detail - Side Canopy Sign Layout (10.0 Sq.Ft.)
Scale: 3/4"=1'-0"



3 Detail - Rear Canopy Sign Layout (6.0 Sq.Ft.)
Scale: 3/4"=1'-0"

Colors & Materials

- Class II Clear Andodized Finish
- 3M #180C-53 Opaque Vinyl
- Light Enhancement Paint
- 3M White Diffuser #3630-20
- 3M #3630-53 Translucent Vinyl
- 1/2" Thick Clear Acrylic

Specifications

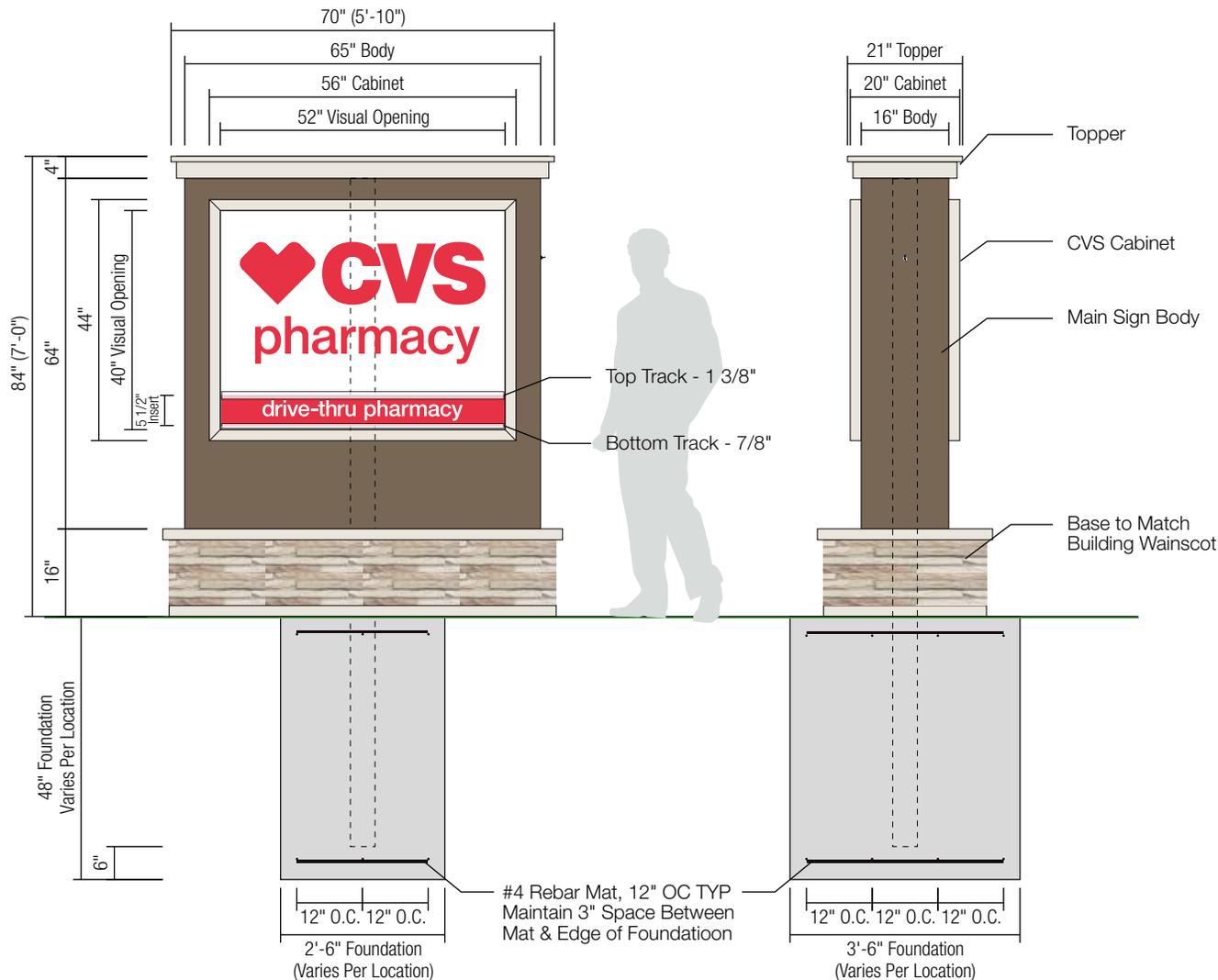
Internally Illuminated S/F Drive-Thru Canopy Cabinet

Front Canopy Sign Cabinet

- .063" Aluminum Sheet, Formed Panel Backs, Interior to be Painted
- Front Canopy to House LED Power Supply
- Red LED Illumination
- Face of Front Canopy Sign to be .090" Pan Formed Routed Aluminum Sheet, Painted White
- Push Thru Letters to be 1/2" Step Routed Clear Acrylic w/ First Surface 3M #3630-53 Translucent Vinyl Decoration
- Use #10 Hex head Tek Screws (May Vary Per Wall Condition) at 16" O.C. Max to Attach Sign to Existing Canopy
- Use #8 C.S. Screw at 16" O.C. Max to Attach Alum. Pan Face to Alum. Back Panel

Side / Rear Canopy Sign Cabinet

- .063" Aluminum Sheet, Formed Panel Backs, Interior to be Painted
- Red LED Illumination
- Face of Canopy Sign to be .090" Pan Formed Routed Aluminum Sheet, Painted White
- Push Thru Letters to be 1/2" Step Routed Clear Acrylic w/ First Surface 3M #3630-53 Translucent Vinyl Decoration
- Use #10 Hex head Tek Screws (May Vary Per Wall Condition) at 16" O.C. Max to Attach Sign to Existing Canopy



A Sign Elevation - Front & Side View
Scale: 3/8"=1'-0"

Colors & Materials

Paint

- TBD; To Match Building Exterior Façade
- TBD; To Match Building Exterior Cornice Cap

Vinyl

- CVS Red - 3M #3630-53 Translucent

Base Material

- TBD; To Match Exterior Building Wainscot

Specifications

Main Cabinet 17.11 Sq Ft

Double Face Internally Illuminated Monument Sign

Topper

- Monument cornice cap style and finish color must match the building exterior cornice cap (reference the store specific exterior elevation for style and finish color).
- Top to be removable

CVS Cabinet

- 20" Deep custom fabricated aluminum angle cabinet w/2" custom bent retainers painted modern white
- Retainers to be mechanically fastened to each side of main sign body to make up CVS cabinet
- White LED illumination
- 3/16" hi impact white lexan faces with acrylic hang bars to top & back side of face
- Tagline to be 1/16" thick clear polycarbonate insert panel w/translucent vinyl applied 1st surface to insert panel (Colors TBD based on Graphics)

* Panel to be mounted to clear Pronto copy track;
Qty: 1 @ 1 3/8"H top track - Width TBD
Qty: 1 @ 7/8"H bottom track - Width TBD

- Copy track to be flush mounted to lexan face as required

Main Sign Body

- Custom fabricated aluminum angle frame; clad alum painted to match the color of the building exterior façade (reference the store specific exterior elevation for finish color).

Sign Base

- Varies per location; Engineering Required
- The masonry base of all Monument signs must be the same material as the building wainscot.

Poles & Foundation - (Engineering TBD Per Location)

- (Qty:1) 4" Dia SCH 40 pipe
- (Qty:1) Foundation: 4'-0"D x 2'-6"W x 3'-6"WL
- #4 Rebar 12"OC top & bottom typ
- *Foundation varies per location

* 120 volts - Site to be staked prior to install

* Electrical sweep to be coordinated with GC on site at time of install

* Engineering needed