

Planning, Zoning and Building Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: Marketplace of Delray
Project Location: 14587 S. Military Trail
Request: Amendment to the Master Sign Program for the Marketplace of Delray

Board: Site Plan Review and Appearance Board
Meeting Date: May 25, 2016

Board Action:

Approved (5-0, Jim Knight absent) an Amendment to the Master Sign Program for 14587 S. Military Trail for Marketplace of Delray.

Project Description:

The subject property is located at the northwest corner of Military Trail and Atlantic Avenue. The property consists of approximately 240,789 square feet of retail space and is located on 30.27 acres zoned Planned Commercial (PC) with eight outparcel buildings. The subject property is known as the "Marketplace of Delray".

The applicant is requesting several changes to the Master Sign Program which include the following:

- A. Tenant flat wall Signage: space B-100 (Brighton Beach Bagel & Bakery), the tenant shall be allowed a maximum letter height of 2'10 ¾" 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 exceed 160 square feet.
- B. Free standing signs - the free standing sign on Military Trail will be modernized to include seven tenant panels (7), molding will be added and the background will be changed to SW6115 Totally Tan. The sign will maintain an overall height of 21'1".
- C. Internal directional signs - the existing internal directional signs will also be updated for a more modernized look in an aluminum cabinet sign with white slide in tenant panels made of acrylic with vinyl black letters. The cornice and base to be stucco/painted finish Porter Paints – Light Brown (PP519/05) to match existing shopping center. The signs are non-illuminated and 8' high with a 20'7" sign face. The existing directional signs are located to the south of Winn Dixie (exhibit "A"). The request of two additional internal directional signs is non-illuminated with a maximum height of 6'8" with a sign face of 13'6". The sign is metal and the poles will be painted black with Mathews Enamel Paint. The sign insert is aluminum composite with vinyl graphics. The locations are at the northern most entrance off of Atlantic Avenue and just east of the other existing directional signs. These locations can be seen as exhibit "B".

Appealable Item Report

Staff Recommendation:

Approval

Board Comments:

The board added two conditions to the approval. On page two of the Master Sign Program Freestanding Signs – each tenant space line (7 spaces) will be reserved for one tenant and cannot be combined. Internal Directional Signs – all tenant panels shall have a white background with black vinyl letters with no corporate colors or logos.

Public Comments:

none

Associated Actions:

none

Next Action:

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

**SITE PLAN REVIEW AND APPEARANCE BOARD
STAFF REPORT**

Applicant/Agent: Janna Lhota Esq., Holland & Knight
Project Name: Marketplace of Delray
Amendment to the Master Sign Program
Project Location: 14587 S. Military Trail

ITEM BEFORE THE BOARD

The item before the Board is consideration of an Amendment to the Master Sign Program pursuant to LDR Section 4.6.7(F)(2)(b) for the property at 14587 S. Military Trail.

BACKGROUND AND PROJECT DESCRIPTION

The subject property is located at the northwest corner of Military Trail and Atlantic Avenue. The property consists of approximately 240,789 square feet of retail space and is located on 30.27 acres zoned Planned Commercial (PC) with eight outparcel buildings. The subject property is known as the "Marketplace of Delray".

The Marketplace of Delray was annexed on December 14, 2010. At the time of annexation, the plaza did not have a Master Sign Program. The Site Plan Review and Appearance Board approved a Master Sign Program on October 22, 2014.

Under the current Master Sign Program, tenants with less than 5,000 square feet shall have red faced, individual channel letters raceway mounted with black tri-caps and returns. Internally illuminated colored logos or a single color feature is allowed. The maximum letter height is 21 inches for one line of copy with a logo maximum of 30 inches.

There are three existing free standing plaza identification signs with tenant panels: two of the free standing signs are located along Atlantic Avenue and one is located on Military Trail. The free standing sign on Military Trail currently does not have tenant panels. There are also two existing internal directional signs identified as exhibit "A" that are located just to the south of the Winn Dixie.

The applicant is now requesting several changes to the Master Sign Program which include the following:

- A. **Tenant flat wall Signage:** space B-100 (Brighton Beach Bagel & Bakery), the tenant 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 exceed 160 square feet.
- B. **Free standing signs** - the free standing sign on Military Trail will be modernized to include seven tenant panels (7), molding will be added and the background will be changed to SW6115 Totally Tan. The sign will maintain an overall height of 21'1".

- C. **Internal directional signs** - the existing internal directional signs will also be updated for a more modernized look in an aluminum cabinet sign with white slide in tenant panels made of acrylic with vinyl black letters. The cornice and base to be stucco/painted finish Porter Paints – Light Brown (PP519/05) to match existing shopping center. The signs are non-illuminated and 8' high with a 20'7" sign face. The existing directional signs are located to the south of Winn Dixie (exhibit "A"). The request of two additional internal directional signs is non-illuminated with a maximum height of 6'8" with a sign face of 13'6". The sign is metal and the poles will be painted black with Mathews Enamel Paint. The sign insert is aluminum composite with vinyl graphics. The locations are at the northern most entrance off of Atlantic Avenue and just east of the other existing directional signs. These locations can be seen as exhibit "B".

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 Marketplace of Delray has steadily been making improvements in the last couple of years. As the plaza continues to make improvements the Master Sign Program will continue to evolve and develop. The improvement and modernization to the free standing and internal directional signage is to achieve visual harmony with its surrounding areas. By adding the crown molding on the free standing sign and the painting of both the existing and free standing sign to a light tan, this will bring an aesthetic pleasing look to the plaza and its surrounding area. The two additional directional signs will help customers navigate through the uniquely shaped plaza as well as accommodate the growing needs of exposure for the tenants.

The change for the flat wall signage is to accommodate the tenant "Brighton Beach Bagel & Bakery" which was before the board on March 23, 2016. Staff recommended that the sign maintain the requirements set forth by the current Master Sign Program which is for any bay less than 5,000 square feet; maximum letter height is 21" and logo height is 30" corporate colors and logos are acceptable, but staff did have concerns with the amount of colors in the logo. The applicant's argument at the time of the meeting was that the bay is uniquely set back and the additional exposure of a larger sign is needed. The board approved the sign 5 to 1 (Andrew Youngross dissenting and Jose Aguila absent) with the following conditions: that the corporate logo be reduce to 30", that the channel letters be reduced to 21", and that the sign be maintained at a 103 square feet limit unless or until the applicant return to modify the Master Sign Program to accommodate the square footage of the sign. The applicant is currently seeking a sign that is 3'7" x 44'7 3/4" which is just under 160 square feet, which is the maximum limit for a wall sign. If approved as part of the amendment, this will be maintained as part of the Master Sign Program and any further deviation from the wall sign criteria will require board approval.

Based on the above, positive findings can be made with respect to LDR Section 4.6.7(F)(2)(b) to amend the Master Sign Program for the Marketplace of Delray.

ALTERNATIVE ACTIONS

- A. Postpone with direction.
- B. Move approval of the request to amend the Master Sign Program for Marketplace at Delray, 14587 S. Military Trail, based upon positive findings to LDR Section 4.6.7(F)(2)(b).
- C. Move denial of the request to amend the Master Sign Program for Marketplace at Delray, 14587 S. Military Trail, based upon a failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

STAFF RECOMMENDATION

Move approval of the request to amend the Master Sign Program for Marketplace at Delray, 14587 S. Military Trail, based upon positive findings to LDR Section 4.6.7(F)(2)(b).

Report Prepared by: Jennifer Buce, Assistant Planner

Attachments:

Sign Design
Site Plan
Master Sign Program

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

Tenants (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 in-line 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 3'-10 1/2" 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.

Anchor 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.

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] 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 ~~one~~ (17) 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.

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.



Marketplace of Delray

Master Signage Program

**Site Plan Review and Appearance Board
City of Delray Beach**

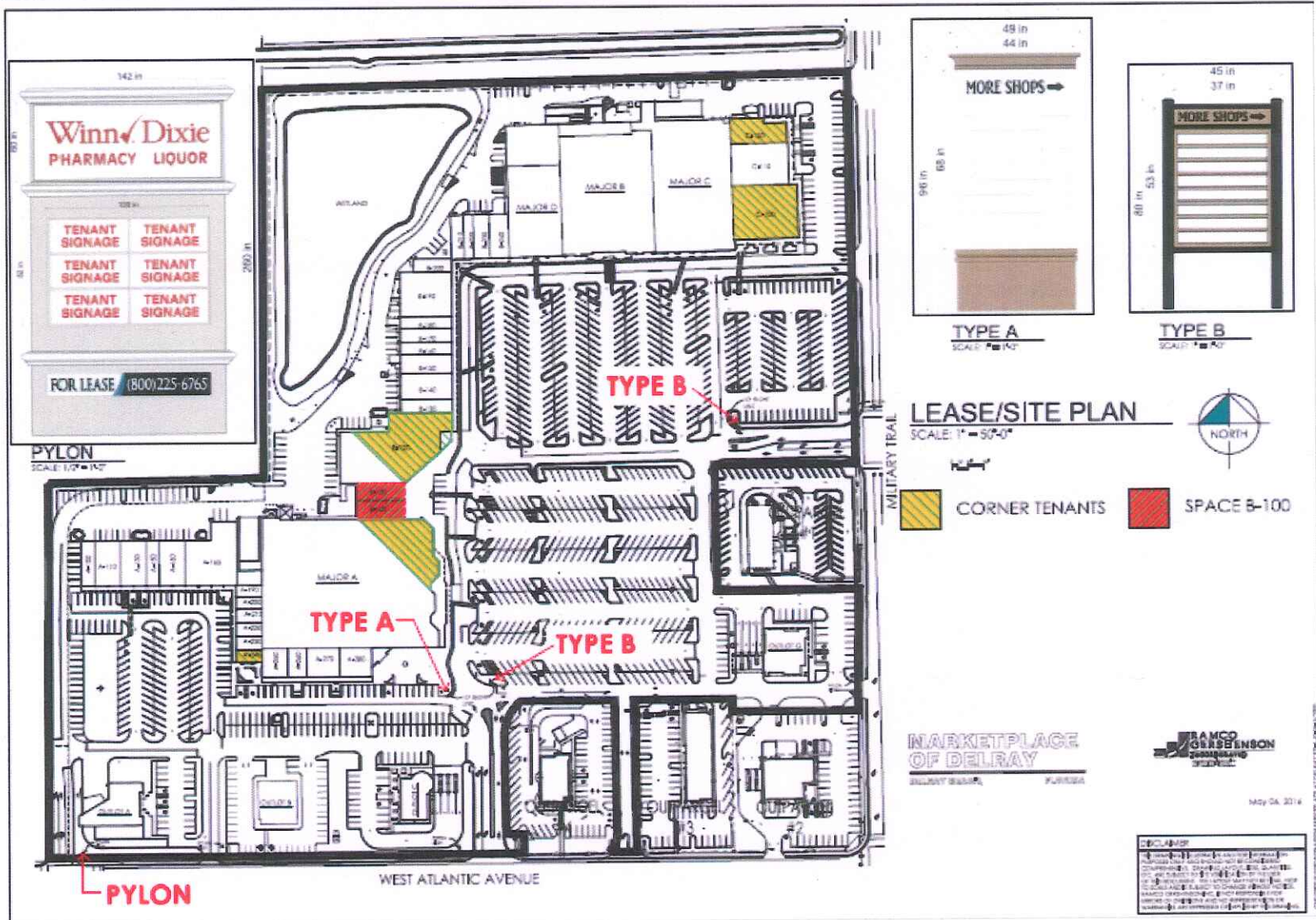
May 25, 2016

Holland & Knight

Proposed Signage

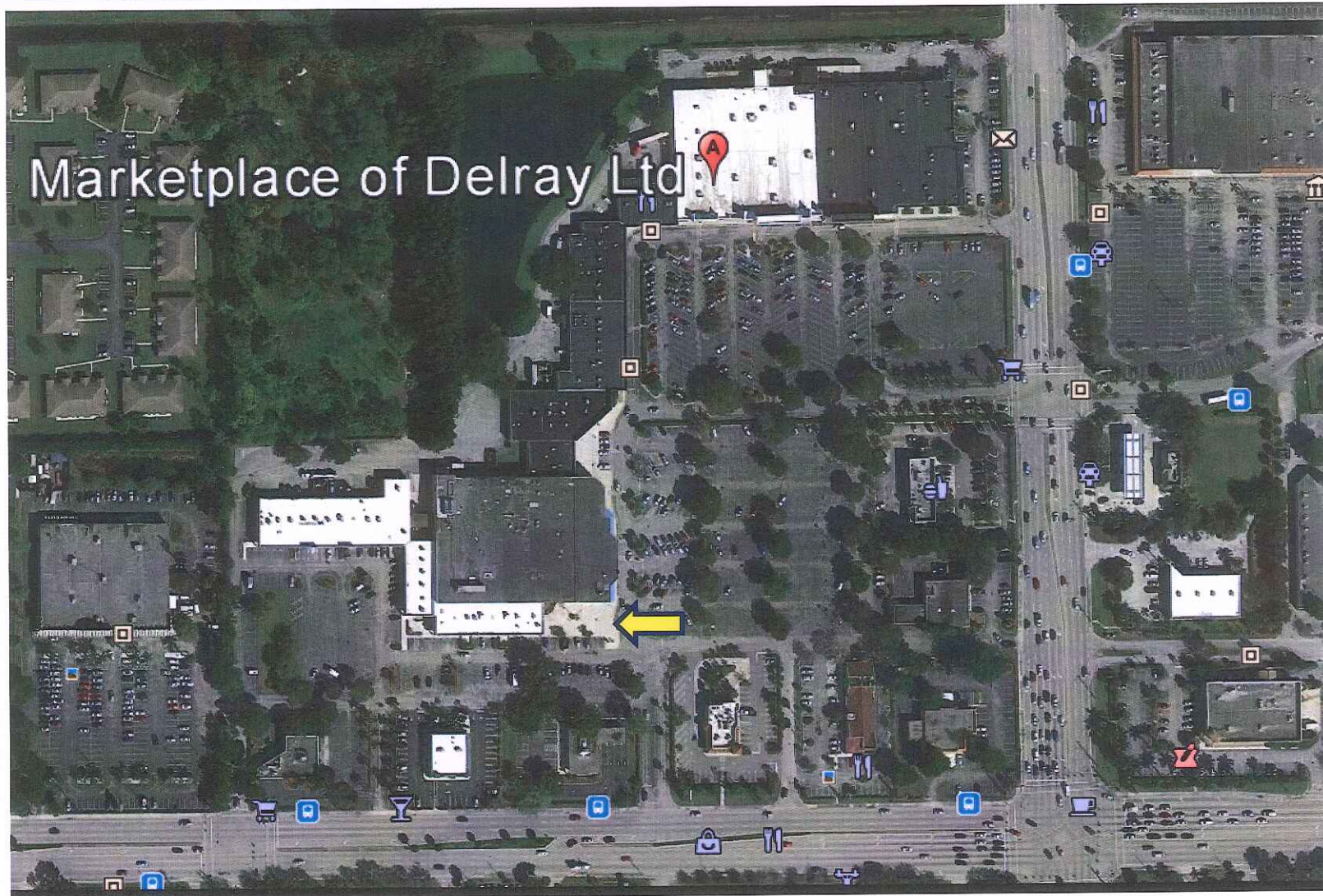
- New and Updated Directional Signage
- Modifications to Existing Winn-Dixie Sign
- Modification to allow larger wall signage for Brighton Beach Bagel & Bakery

Site Plan



Holland & Knight

Aerial – Existing Directional Signage



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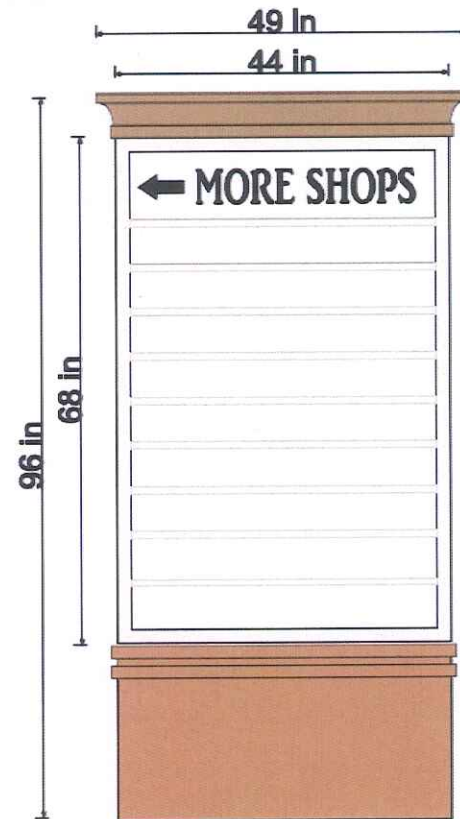
Directional Signage

Existing

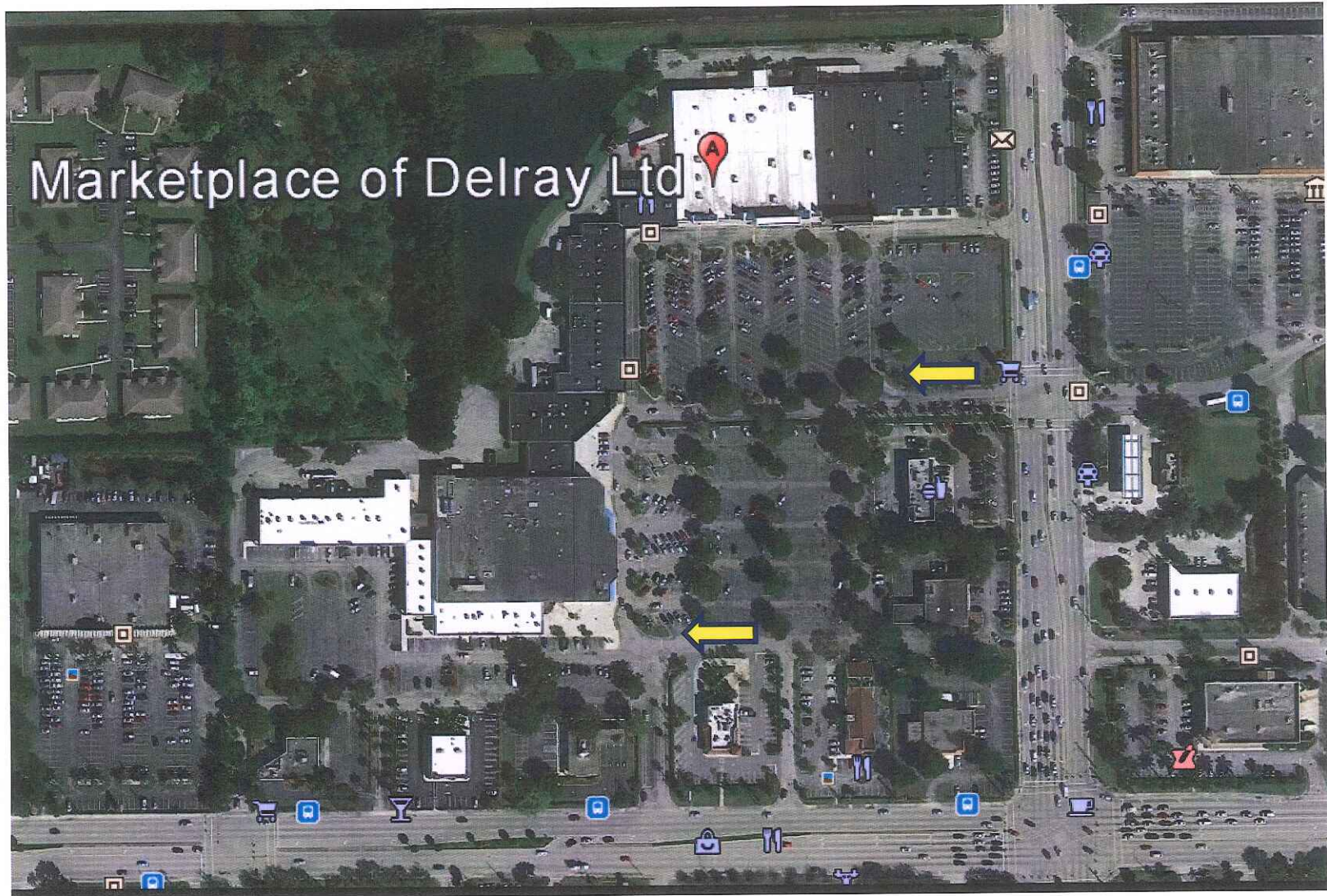


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Proposed

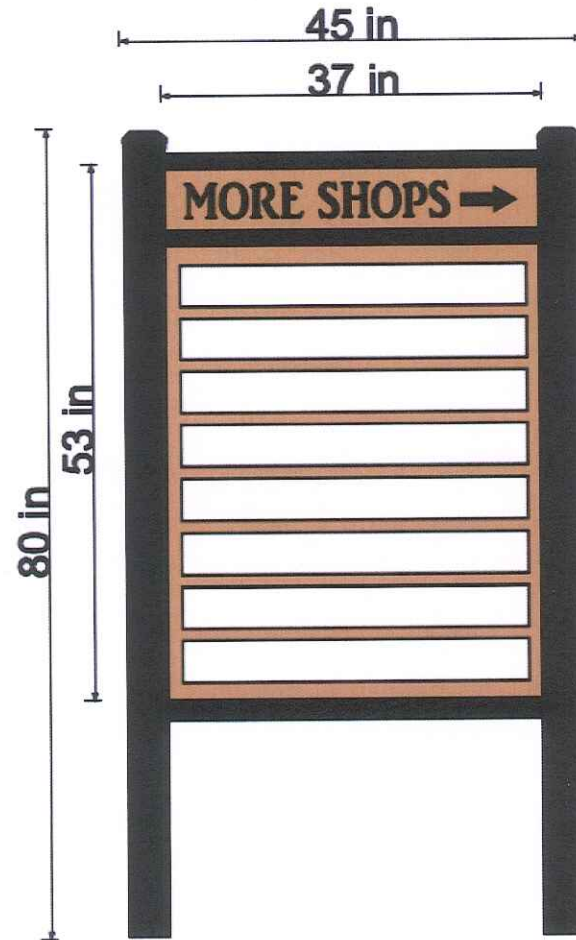


Aerial – New Directional Signage



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Proposed New Directional Signage



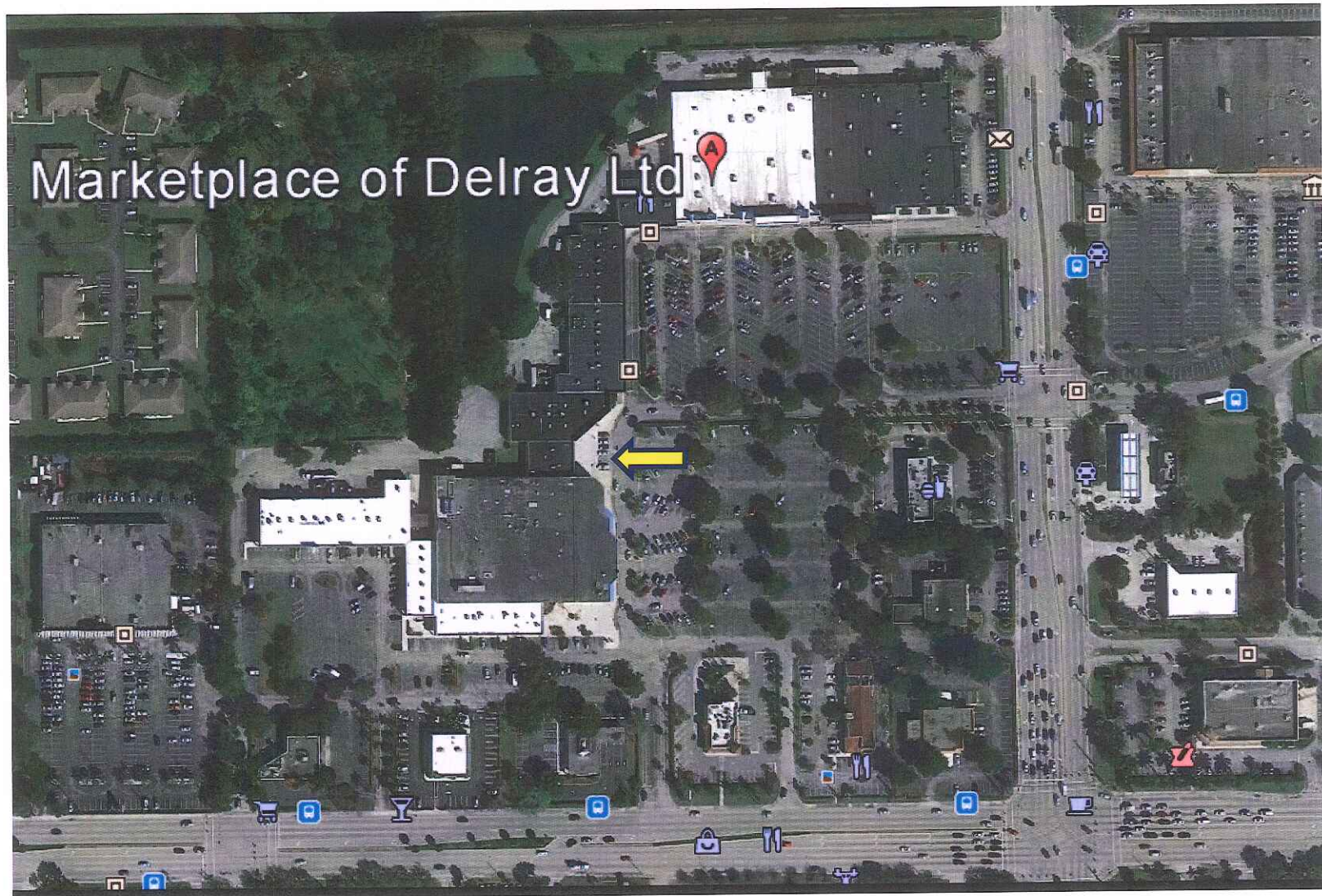
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Aerial – Winn Dixie Freestanding Sign



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Aerial



Marketplace of Delray Ltd

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Existing Elevation



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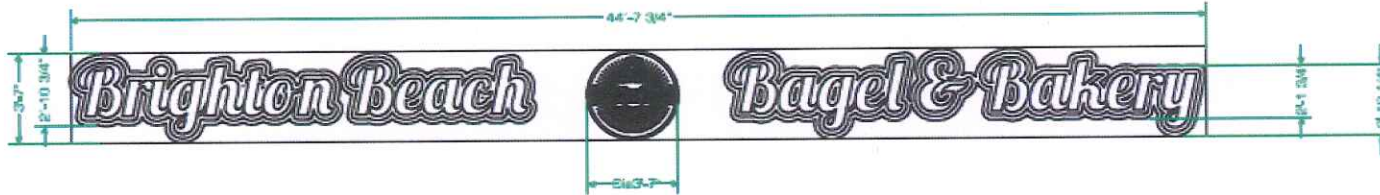
Proposed Signage – 160 SF

Brighton Beach



Bagel & Bakery

NTS



Scale: 1/4" = 1'-0"
Square footage: 160



YELLOW



BLUE



RED

Letter color: Yellow and Blue
 Returns: Yellow
 Trims: Yellow
 Letter depth: 5
 Letter style: Logotype
 LEDs: White
 Allowed sq. ft.: 160
 Proposed sq. ft.: 160

Beach

NTS



Scale: 1/8" = 1'-0"



Marketplace of Delray

Master Signage Program

**Site Plan Review and Appearance Board
City of Delray Beach**

May 25, 2016

Holland & Knight