



Planning & Zoning Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: Brighton Beach Bagel & Bakery
Project Location: 14587 S. Military Trail
Request: Amendment to the Master Sign Program to allow the use of corporate colors and increase the height of the flat wall sign.
Board: SPRAB
Meeting Date: March 23, 2016

Board Action:

Approved (5 to 1) (Andrew Youngross dissenting and Jose Aguila absent) to amend the Master Sign Program with the following conditions:

1. Reduce the corporate logo to 30" high
2. Reduce channel letters to 21" high
3. That the sign be maintained at a 103 square feet limit unless or until the applicant returns to modify the Master Sign Program to accommodate the square footage of the sign.

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 at Delray".

The applicant is in a 4,004 square foot bay and is requesting a flat wall sign that is 2.75' high x 44.25' wide for a total of 121.68 square feet. Per LDR 4.6.7(E)(7) Design Standard Matrix, the maximum area of a flat wall sign is measured by 15% of the building face with a maximum height of 12' times the width of the building for computational purposes. The bay width is 57.41', which calculates an area of 103.3 square feet (57.41' x 12' x 15%). The sign exceeds the allowable square footage for the bay by 18.38 square feet. The applicant is also requesting a logo 4 feet high and the maximum is 30".

The size of the sign does not meet the requirements of the Master Sign Program. Furthermore, staff has concerns with the number of colors in the sign as the applicant is also applying for architectural elevation changes which involve painting the building a Trusty Tan and the addition of an awning that is eggshell with green accents. It is recommended that the applicant be allowed to maintain the "corporate" logo at 30", reduce the sign letters to 21" and use no more than two colors in their signage to help maintain consistency throughout the plaza.

Board comments:

The board removed the condition to reduce the amount of sign colors to two and agreed with the corporate colors. The board also understood that the sign submitted was over the

Appealable Item Report

allowable size per Land Development Regulations but also agreed that the sign needed to be visually symmetrical for the tenant space proposed. The board recommended that the applicant return with a modified Master Sign Program that would allow for a larger sign for just this bay.

Public Comments

There were no public comments.

Associated Actions:

There were no associated actions.

Next Action:

There are no next actions.

Attachments:

- SPRAB Report
- Site Plan
- Sign Elevation
- Site Location

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

Applicant: Art Signs
Denise Williams

Project Name: Brighton Beach Bagel & Bakery
Amend Master Sign Program

Project Location: 14587 S. Military Trail

ITEM BEFORE THE BOARD

The item before the Board is the 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 (Brighton Beach Bagel & Bakery) to use their corporate colors and increase the height of their flat wall sign.

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 at Delray".

The Marketplace at 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 approximately 29 retail spaces within the plaza under 5,000 square feet. Corporate colors and logos are allowed for national tenants with property owner and staff approval under the current Master Sign Program; regardless of bay size. At this time, there are few bays under 5,000 square feet that have incorporated the use of trademark logos and colors; Weight Watchers, Pinch-A-Penny, Access Medical and Metro PC. Weight Watchers logo is three colors and Metro PC and Access Medical has a maximum of a two color use. In addition the Junior Anchor and Anchor tenant's signs are all of a single color. The intent of a Master Sign Program is to create more consistency throughout the plaza.

The applicant is in a 4,004 square foot bay and requesting a flat wall sign that is 2.75' high x 44.25' wide for a total of 121.68 square feet. Per LDR 4.6.7(E)(7) Design Standard Matrix, the maximum area of a flat wall sign is measured by 15% of the building face with a maximum of 12' height times the width of the building for computational purposes. The bay width is 57.41' x 12' (height) x 15% = 103.3 square feet. The sign exceeds the allowable square footage for the

bay. The applicant is also requesting a logo 4 feet high. Each of these requests requires an amendment to the Master Sign Program. The applicant has also submitted trademark papers as of February 9, 2016, acknowledging their application for corporate branding, but it should be noted that they have not received official use of the trademark from the corporation.

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 size of the sign does not meet the requirements of the Master Sign Program. Furthermore, staff has concerns with the number of colors in the sign as the applicant is also applying for architectural elevation changes which involve painting the building a Trusty Tan and the addition of an awning that is eggshell with green accents. It is recommended that the applicant be allowed to maintain the "corporate" logo at 30", reduce the sign letters to 21" and use no more than two colors in their signage to help maintain consistency throughout the plaza.

Based on the above, positive findings can be made with respect to LDR Sections 4.6.7(F)(2)(b) with the following conditions:

1. Reduce the "corporate" logo to 30" high
2. Reduce channel letters to 21" high
3. Reduce the amount of sign colors to two

ALTERNATIVE ACTIONS

- A. Postpone with direction.
- B. Move approval of the request to amend the Master Sign Program for Brighton Beach Bagel & Bakery, 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 Brighton Beach Bagel & Bakery, 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 Brighton Beach Bagel & Bakery, 14587 S. Military Trail, based upon positive findings to LDR Section 4.6.7(F)(2)(b) with the following conditions:

1. Reduce the "corporate" logo to 30" high
2. Reduce channel letters to 21" high
3. Reduce the amount of sign colors to two

Report Prepared by: Jennifer Buce, Assistant Planner

Attachments:

Sign Design
Site Plan
Consent letter
Trade Mark Papers
Current Master Sign Program



SUBJECT PROPERTY



MARKETPLACE AT DELRAY

LOCATION MAP

-- DIGITAL BASE MAP SYSTEM --

MAP REF: S:\Planning & Zoning\DBM5\File-Cob\Z-LM 1001-1500\LM1190A_Marketplace of Delft

INTERNALLY ILLUMINATED CHANNEL LETTERS AND LOGO

COLORS SHOWN ON DRAWING ARE FOR PRESENTATION PURPOSES.
ALL COLORS MUST BE CONFIRMED AND INITIALED BY PROJECT MANAGER BEFORE PAINTING.

Brighton Beach

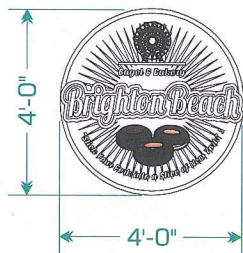


Bagel & Bakery

NTS

Brighton Beach

17'-1"



4'-0"

4'-0"

Bagel & Bakery

17'-7 3/4"

2'-0 1/2"

2'-9"

Scale: 1/4" = 1'-0"
Square footage: 41.28
16.00
+42.64
99.92

Beach

NTS



YELLOW



BLUE



RED

Letter color: Yellow and Blue
Returns: Yellow
Trimcap: Yellow.
Letter depth: 5
Letter style: Logotype
LEDs: White
Allowed sq. ft.: 103.0
Proposed sq. ft.: 99.92

6'-8"



57'-5"

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



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CLIENT APPROVAL

Brighton Beach Bagel
14587 S. Military Tr. Delray Beach, FL

INTERNALLY ILLUMINATED PLEX FACE CHANNEL LETTERS AND LOGO

Revisions: 12/07/15

SALES REP: SHARI Drawn by: Carlos
DATE: 11/19/2015 Page: 1

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