



*Development Services Department*

**BOARD ACTION REPORT – APPEALABLE ITEM**

**Project Name: Mayfair Federal Plaza**

**Project Location: 885 SE 6<sup>th</sup> Avenue**

**Request: Consideration of an Amendment to the Current Blanket Sign Program with a change to a Master Sign Program**

**PCN: 12-43-46-21-44-001-0000**

**Board: Site Plan Review and Appearance Board**

**Meeting Date: January 8, 2020**

**Board Vote: (7-0)**

**Board Action:**

Approved (7-0)

**Project Description:**

The subject property, known as the Mayfair Federal Plaza, is located on the east side of SE 6th Avenue between SE 8th Street and SE 9th Street. The property is in the General Commercial (GC) District and has a GC Future Land Use Map (FLUM) designation. The property is described as Mayfair All of Plat, according to the plat recorded in Plat Book 46 Page 22 of the Palm Beach County.

The one-story, 8,216 sf commercial building was constructed in 1984. The existing uses include retail and personal services uses. In April of 2019, the Site Plan Review and Appearance Board approved a Class I Site Plan Modification that consisted of an update of its architectural elevations.

The proposed Master Sign Program includes:

- One illuminated sign per tenant elevation corner elevations; may be granted two signs.
- Tier two tenants (as shown on table 4 of the proposed sign program) shall be limited to the designated signage area of 3 feet 9 inches; letter height is a minimum of 10 inches and a maximum of 36 inches for all capital letters; smaller copy may encapsulate the message within a geometric shape (logo).
- Tier one tenants (as shown on table 4 of the proposed sign program) shall be limited to a minimum of 10 inches and a maximum of 36 inches for all capital letters; smaller copy may encapsulate the message within a geometric shape (logo);
- Signs may utilize no more than 75 percent of the vertical height, width and area between the tenants demising partitions for mutli tenant buildings;
- Tenants shall be allowed to use their corporate branding; if tenants do not have corporate colors, tenants shall use the colors selected in the Master Sign Program. (Black Day time/White Evening, Red Acrylic, Metallic Silver, Satin metallic Silver and “They Call it Mellow”
- A 7-foot free standing sign is proposed at a 10-foot setback with the availability of 8 tenant spaces with push thru copy.

Appealable Item Report

- Window signage is restricted to 20 percent of the aggregate glass which is allowed pursuant to 4.6.7 (H)(9).
- Rear signage is limited to suite address identification

**Board Comments:**

N/A

**Public Comments:**

N/A

**Associated Actions:**

N/A

**Next Action:** The SPRAB action is final unless appealed by the City Commission.



# SITE PLAN REVIEW AND APPEARANCE BOARD STAFF REPORT

DEVELOPMENT SERVICES DEPARTMENT

100 NW 1<sup>ST</sup> AVENUE, DELRAY BEACH, FLORIDA 33444

PLANNING & ZONING DIVISION: (561) 243-7040 • BUILDING DIVISION: (561) 243-7200

## SITE PLAN REVIEW AND APPEARANCE BOARD

Meeting: January 8, 2019

File No.:2020-055

Application Type: Master Sign Program

### General Data:

**Applicant:** Armen Batmasian

**Agent** Glen Welden

**Address:** 885 SE 6<sup>th</sup> Avenue

**Location:** East Side of SE 6<sup>th</sup> Ave. between SE 8<sup>th</sup> St. and SE 9<sup>th</sup> St.

**PCN:** 12-43-46-21-44-001-0000

**Property Size:** 0.61 Acres

**FLUM:** General Commercial (GC)

**Zoning:** GC

### Adjacent Zoning:

- North: GC
- East: Single Family Residential (R-1-AA)
- South: GC
- West: GC

**Existing Land Use:** Commercial Building/ Retail and Personal Services

**Proposed Land Use:** No change



### Item before the Board:

Consideration of an Amendment to the Current Blanket Sign Program with a change to a Master Sign Program.

### Optional Board Motions for Action Items:

- A. Move to continue with direction.
- B. Move approval of the Amendment to the Master Sign Program (2020-055) for Mayfair Federal Plaza located at 885 SE 6<sup>th</sup> Avenue and finding that the request meets the applicable criteria in the Land Development Regulations.
- C. Move denial of the Amendment to the Master Sign Program (2020-055) for Mayfair Federal Plaza located at 885 SE 6<sup>th</sup> Avenue and find that the request does not meet the applicable criteria in the Land Development Regulations.

### Background:

The subject property, known as the Mayfair Federal Plaza, is located on the east side of SE 6<sup>th</sup> Avenue between SE 8<sup>th</sup> Street and SE 9<sup>th</sup> Street. The property is located in the General Commercial (GC) District and has a GC Future Land Use Map (FLUM) designation. The property is described as Mayfair All of Plat, according to the plat recorded in Plat Book 46 Page 22 of the Palm Beach County. The one-story, 8,216 sf commercial building was constructed in 1984. The existing uses include retail and personal services uses. In April of 2019, the Site Plan Review and Appearance Board approved a Class I Site Plan Modification that consisted of an update of its architectural elevations.

The current sign program is a Blanket Sign Program which accommodates flat wall signs with a white background, white cabinets and blue vinyl copy, and allows for one monument sign.

### Project Description:

A Blanket Sign Program currently exists for the subject property and the applicant is requesting to change to a Master Sign Program. A Blanket Sign Program may be required for a commercial property establishing the font, color, size and locations of signs on a multiple tenant building. A Master Sign Program is to be used when the development of a project is of such a scale or character that

Project Planner:

Jennifer Buce, Planner

[buce@mydelraybeach.com](mailto:buce@mydelraybeach.com)

561-243-7138

Review Dates:

SPRAB Board: January 8, 2019

Attachments:

Master Sign Program



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. In this case, a Master Sign Program is more appropriate for the size of the plaza.

The proposed Master Sign Program includes:

- One illuminated sign per tenant elevation corner elevations; may be granted two signs.
- Tier two tenants (as shown on table 4 of the proposed sign program) shall be limited to the designated signage area of 3 feet 9 inches; letter height is a minimum of 10 inches and a maximum of 36 inches for all capital letters; smaller copy may encapsulate the message within a geometric shape (logo).
- Tier one tenants (as shown on table 4 of the proposed sign program) shall be limited to a minimum of 10 inches and a maximum of 36 inches for all capital letters; smaller copy may encapsulate the message within a geometric shape (logo);
- Signs may utilize no more than 75 percent of the vertical height, width and area between the tenants demising partitions for mutli tenant buildings;
- Tenants shall be allowed to use their corporate branding; if tenants do not have corporate colors, tenants shall use the colors selected in the Master Sign Program. (Black Day time/White Evening, Red Acrylic, Metallic Silver, Satin metallic Silver and "They Call it Mellow"
- A 7-foot free standing sign is proposed at a 10-foot setback with the availability of 8 tenant spaces with push thru copy.
- Window signage is restricted to 20 percent of the aggregate glass which is allowed pursuant to 4.6.7 (H)(9).
- Rear signage is limited to suite address identification

Attached is the complete Master Sign Program.

#### 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 proposed signage is a complete detail package that will complement the new architectural features. The proposed sizes and new colors for signage will bring consistency to the plaza. The signs that are proposed meet the criteria set forth in a Master Sign Program.



## 885Sixth Master Sign Plan

**885 Sixth**

885 SE 6th Avenue, Delray Beach Florida 33431



CLIENT:  
**INVESTMENTS LTD**  
215 NORTH FEDERAL HIGHWAY  
BOCA RATON, FLORIDA 33432



**GLEN WELDEN & ASSOCIATES, LLC**  
AWARD WINNING ENVIRONMENTAL GRAPHIC DESIGN SINCE 1977  
saint petersburg, florida 33710 864-353-8026  
gwadesign@gmail.com

03 10 19



# 885Sixth Master Sign Plan

Key:

Page 1: Table 1) Master Sign Plan Details and Specifications

Page 2: Table 2) Section Detail Channel Fabrication  
Table 3) Font Type

Pages 3, 4, 5: Tables 4, 4a, 4b) Signage Allowances  
depicting Font Types / Tenant layout Options

Page 6: Table 5) Freestanding Building Identity Display

Page 7: Table 6) Permanent Message Window Signs

Page 8: Table 7) Criteria for Delivery / Rear Access Doors

Page 9: Table 8) Project Site Plan with Monument Sign Placement

Page 10: Table 9) Existing Conditions

## TABLE 1) Master Sign Plan

### Section 4.6.7-F-2(b) - Master Sign Plan

A Master Signage Plan shall contain the following information:

#### 1) Sign Location:

All tenant signage shall be centered vertically and horizontally within designated signage band area, as indicted on Tables 4, 4a, 4b, Pages 3,4 and 5, Elevation. **Tier Two** tenants shall be limited to the 3'-9" horizontal facade band area. **Tier One** tenants shall be allowed identification onto the decorative architectural Facade features as depicted on Tables 4, 4a, 4b, Pages 3,4 and 5,Elevation. All Tenant signage subject to landlord approval and must conform to the guidelines as defined in the approved Master Signage Plan for this property.

#### 2) Number of Signs:

All tenant signage shall be limited to one illuminated sign per tenant elevation as depicted on Tables 4, 4a, 4b, Pages 3,4 and 5, Elevation. Exception: Tenants with multiple / corner elevations shall be granted identity on additional elevations  
Corner tenants: Combined square foot of all signage NTE max allowable of primary frontage signage  
In addition, tenant may be allowed identification onto the existing freestanding sign, subject to landlord approval and must follow guidelines as defined in the approved Master Signage Plan for this property.

#### 3) Sign Height:(sign structure and sign text) Tier One / Tier Two Tenants

**Tier Two** tenants shall be limited to the designated message area as depicted on Tables 4, 4a, 4b, Pages 3,4 and 5,Elevation and, as such, tenant letter heights shall be restricted to a minimum of 10" and a maximum of 28" for all capital character. Tenants with smaller copy may encapsulate the message within a fabricated channel geometric shape, similar to the example shown on Table 3, Tier Two Tenant Bay 6 "Wellbox".

**Tier One** Tenants shall be limited to the designated message area as depicted on Tables 4 & 5, Pages 3 & 4,Elevation and, as such, tenant letter heights shall be restricted to a minimum of 10" and a maximum of 36" for all capital character. Tenants with smaller copy may encapsulate the message within a fabricated channel geometric shape, similiar to the example shown on Table 3, Tier Two Tenant Bay 6 "Wellbox".

#### 4) Sign Structure Area:

For the sign structure area, the facade background shall be considered in determining the size of the sign as well as the heights of the allowable text. Signs may utilize no more than 75 percent of the vertical height of the facade background, where the sign is located, and no more than 75 percent of the width of any facade background space on which the sign is located, or for retail tenant space no more than 75 percent of the area between the tenants demising partitions for multi tenant buildings.  
Refer to Tables 4, 4a, 4b, Pages 3,4 and 5 for percentage values and allowable square footage.  
Tenant Signage calculated NTE 15% of the tenant building face using 12'-0" tall as the maximum allowable height for calculation purposes times the tenant building width. Refer to Table 3 for examples of calculated square footage for typical tenant spaces.

#### 5) Sign Face Area: Tier 1 / Tier Two Tenants

**Tier Two** tenants shall be limited to the horizontal facade band as depicted for each tenant on Tables 4, 4a, 4b, Pages 3,4 and 5, Elevation.  
**Tier One** Tenants shall be allowed to use the decorative architectural facade feature, as depicted on Tables 4, 4a, 4b, Pages 3,4 and 5,Elevation.  
Sign Face Area for Tier two tenants shall not exceed 75% of the vertical and horizontal plain of the designated Tenant Facade Band.  
Tenant Sign subject to landlord approval and must follow guidelines as defined in the approved Master Signage Plan for this property.

#### 6) Sign Type: Tier One / Tier Two Tenants

All tenant signage shall be individual internally illuminated channel manufactured lettering, 5" deep, mounted flush to tenant facade.  
Tenant Sign subject to landlord approval and must follow guidelines as defined in the approved Master Signage Plan for this property.  
Refer to Tables 2 and 3, Page 2 for details and specifications.

#### 7) Font Type: All Tenants

The purpose of this Master Signage Plan is to encourage and promote diversity and creativity for signage within this property.  
Tenants shall be allowed to use their corporate branded / regional marketing / national letter / logo / font style, subject to landlord approval and must follow guidelines for fabrication, trim cap and letter return / backs and illumination method as defined in the approved Master Signage Plan for this property.  
Refer to Table 3, Page 2 and Tables 4, 4a, 4b, Pages 3,4 and 5, for examples of corporate / national letter / logo / font style

#### 7a) Font Type: Designated (Default) Style

Should a tenant not have a selected font style, the tenant shall use the Designated (Default) Style of **Arial Narrow Bold** in either all capital or capital and lower case and combinations thereof.  
Refer to Table 3, Page 2 and Table 4a, Page 4, for examples of the Designated Font Style

#### 7b) Logo Use:

All Tenants shall be allowed the use of a logo icon / element in conjunction with their channel identity. Logo area heights for **Tier Two** tenants logos shall not be taller than the maximum allowable vertical dimension of 33". **Tier One:** 60" tall. Logos may be multi-color in nature, may be shaped in a number of geometric or non geometric shapes.  
Tenant logos shall be subject to landlord approval and must follow guidelines for fabrication, trim cap and letter return / backs, raceways and illumination method, as defined in the approved Master Signage Plan for this property.  
Refer to Tables 4, 4a, 4b, Pages 3,4 and 5, for typical logo placement options. Refer to Tables 4, 4a, 4b, Pages 3,4 and 5, for examples of logo image usage.

#### 8) Colors: Channel Letter Face, Return, Trim Cap, Raceway:

Tenants with a corporate branded / regional marketing / national letter / logo / font style, shall use their chosen color theme for letter faces..  
Color themes shall include solid translucent acrylic faces or translucent vinyl applications onto white acrylic faces.  
Channel Letter faces shall be 3/16" thick.  
Channel returns and backs shall be finished in a satin Pre-Finished Satin Metallic Silver color.  
Channel letter trim caps shall be Wagner Brand "Metallic Silver", 1" wide.  
All tenant letter / logo forms shall be center mounted on an extruded wiring raceway, 7" tall x 4 1/2" deep. Wiring raceways finished in a satin color to match building facade, SW 9015 "They Call it Mellow"

Should a tenant not have a selected font color, the tenant shall use the Designated Tenant channel letter face color of #7328 Translucent White Acrylic with 3M 3630-222 Black Perforated vinyl (First Surface application) and / or #2793 Red Translucent Acrylic.  
Refer to Table 4a, Page 4, for Channel Letter Section Detail, Font Usage and Color Palette. All letter / logo returns / backs / trim cap per MSP

#### 9) Sign Materials:

All Tenant Channel Faces shall be manufactured using 3/16" thick acrylic with 1" Wagner Metallic Silver Trim Cap  
All Tenant Channel Returns shall be manufactured using pre-finished Satin Metallic Silver exterior coated .050 aluminum with white pre-finished interior coatings.  
All Tenant Channel backs shall be manufactured using pre-finished Satin Metallic Silver exterior coated .050 aluminum with white pre-finished interior coatings.  
Refer to Tables 2 & 3, Page 2, for Channel Letter Section Detail and Color Palette.

All tenant letter / logo forms shall be center mounted on an extruded wiring raceway, 7" tall x 4 1/2" deep. Wiring raceways finished in a satin color to match building facade, SW 9015 "They Call it Mellow"

Refer to Table 2, Page 2 for details & specifications.

#### 10-11) Method of Illumination and Illumination Color:

Tenant Channel message components shall be internally illuminated with low voltage, energy efficient white 6500Kelvin LED's for all Tenant Channel fabrication using white acrylic faces or white acrylic faces with translucent vinyl color overlays.  
Tenants with solid translucent color acrylic faces such as Red, Blue, Green shall use color matching LED's.  
Example: Red Channel letter faces shall use RED LED's. Green Channel letter faces shall use GREEN LED's.  
Blue Channel letter faces shall use BLUE LED's.  
Refer to Table 2, Page 2 for LED details for Designated Channel Letter construction.

#### 12) Mounting Details:

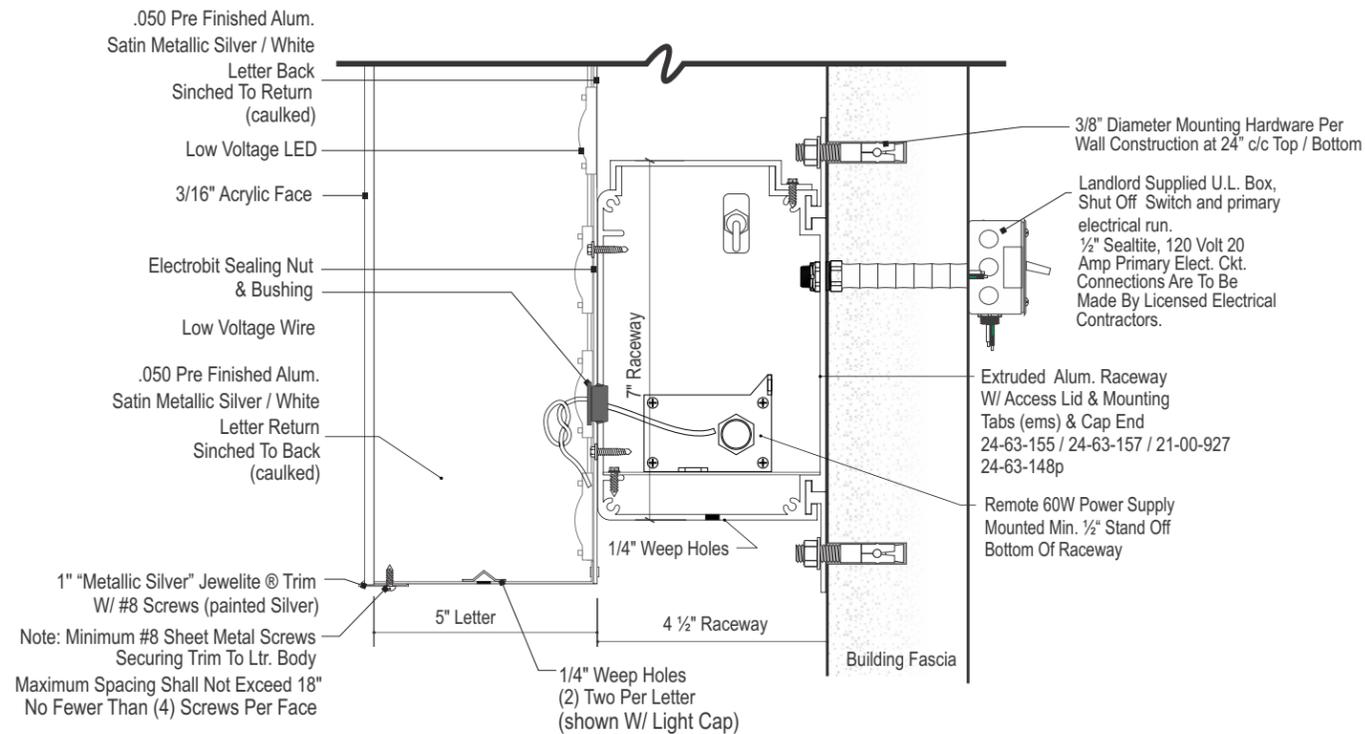
All tenant letter / logo forms shall be center mounted on an extruded wiring raceway, 7" tall x 4 1/2" deep. Wiring raceways finished in a satin color to match building facade,SW 9015 "They Call it Mellow"  
Refer to Table 2, Page 2 for details.

TABLE 2) Section Detail: Channel Fabrication

Illuminated Channel Letters

8) Colors: Channel Letter Face, Return, Trim Cap, Wiring Raceways:

Tenants with a corporate branded / regional marketing / national letter / logo / font style, shall use their chosen color theme. Color themes shall include solid translucent acrylic faces or translucent vinyl applications onto white acrylic faces. Channel Letter faces shall be 3/16" thick. Channel returns and backs shall be finished in a satin Pre-Finished Satin Metallic Silver color. Channel letter trim caps shall be Wagner Brand "Metallic Silver", 1" wide. All tenant letter / logo forms shall be center mounted on an extruded wiring raceway, 7" tall x 4 1/2" deep. Wiring raceways finished in a satin color to match building facade, SW 0036 Buckram Binding. Should a tenant not have a selected font color, the tenant shall use the Designated Tenant channel letter face color of #7328 Translucent White Acrylic and / or #2793 Red. Refer to Tables 2 and Pages 2 and 3, for Channel Letter Section Detail, Font Usage and Color Palette.



9) Sign Materials:

All Tenant Channel Faces shall be manufactured using 3/16" thick acrylic with 1" Wagner Metallic Silver Trim Cap. All Tenant Channel Returns shall be manufactured using pre-finished Satin Metallic Silver exterior coated .050 aluminum with white pre-finished interior coatings. All Tenant Channel backs shall be manufactured using pre-finished Satin Metallic Silver exterior coated .050 aluminum with white pre-finished interior coatings. All tenant letter / logo forms shall be center mounted on an extruded wiring raceway, 7" tall x 4 1/2" deep. Wiring raceways finished in a satin color to match building facade, SW 9015 "They Call it Mellow".

Refer to Tables 2 & 3, Page 2, for Channel Letter Section Detail and Color Palette.

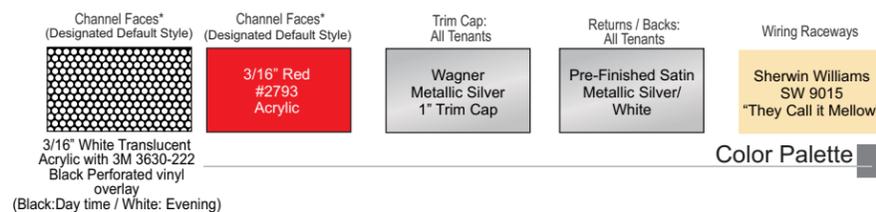


TABLE 3) Font Type

7) Font Type: All Tenants

The purpose of this Master Signage Plan is to encourage and promote diversity and creativity for signage within this property. Tenants shall be allowed to use their corporate branded / regional marketing / national letter / logo / font style, subject to landlord approval and must follow guidelines for fabrication, trim cap and letter return / backs and illumination method as defined in the approved Master Signage Plan for this property.

7a) Font Type: Designated (Default) Style

Should a tenant not have a selected font style, the tenant shall use the Designated (Default) Style of **Arial Narrow Bold** in either all capital or capital and lower case and combinations thereof.

Examples of corporate branded / regional marketing / national letter / logo / font style. Branding shown as a general representation.

**BEAUTIFUL NAILS & SPA** Example of Designated (Default) font style of **Arial Narrow Bold**

ABCDEFGHIJKLMNO abcdefghijklmnopqr  
 PQRSTUVWXYZ stuvwxyz  
 1234567890

Arial Narrow Bold Letter Style

**1) Sign Location:**

All tenant signage shall be centered vertically and horizontally within designated signage band area, as indicated on Tables 4 & 5, Pages 3 & 4, Elevation. **Tier Two** tenants shall be limited to the 3'-9" horizontal facade band area. **Tier One** tenants shall be allowed identification onto the decorative architectural Facade features as depicted on Tables 4, 4a, 4b, Pages 3,4,5,Elevation. All Tenant signage subject to landlord approval and must conform to the guidelines as defined in the approved Master Signage Plan for this property.

**2) Number of Signs:**

All tenant signage shall be limited to one illuminated sign per tenant elevation as depicted on Tables 4, 4a, 4b, Pages 3,4,5, Elevation. Exception: Tenants with multiple / corner elevations shall be granted identity on additional elevations.

Corner tenants: Combined square foot of all signage NTE max allowable of primary frontage signage  
In addition, tenant may be allowed identification onto the existing freestanding sign, subject to landlord approval and must follow guidelines as defined in the approved Master Signage Plan for this property.

**Tier Two** tenants shall be limited to the designated message area as depicted on Tables 4, 4a, 4b, Pages 3,4,5, Elevation and, as such, tenant letter heights shall be restricted to a minimum of 10" and a maximum of 24" for all capital character. Tenants with smaller copy may encapsulate the message within a fabricated channel geometric shape, similar to the example shown on Table 3, Tier Two Tenant Bay 6 "Wellbox". All manufacturing standards for channel letter fabrication to be applied.

**Tier One** Tenants shall be limited to the designated message area as depicted on Tables 4, 4a, 4b, Pages 3,4,5,Elevation and, as such, tenant letter heights shall be restricted to a minimum of 10" and a maximum of 36" for all capital character. Tenants with smaller copy may encapsulate the message within a fabricated channel geometric shape, similar to the example shown on Table 3, Tier Two Tenant Bay 6 "Wellbox".

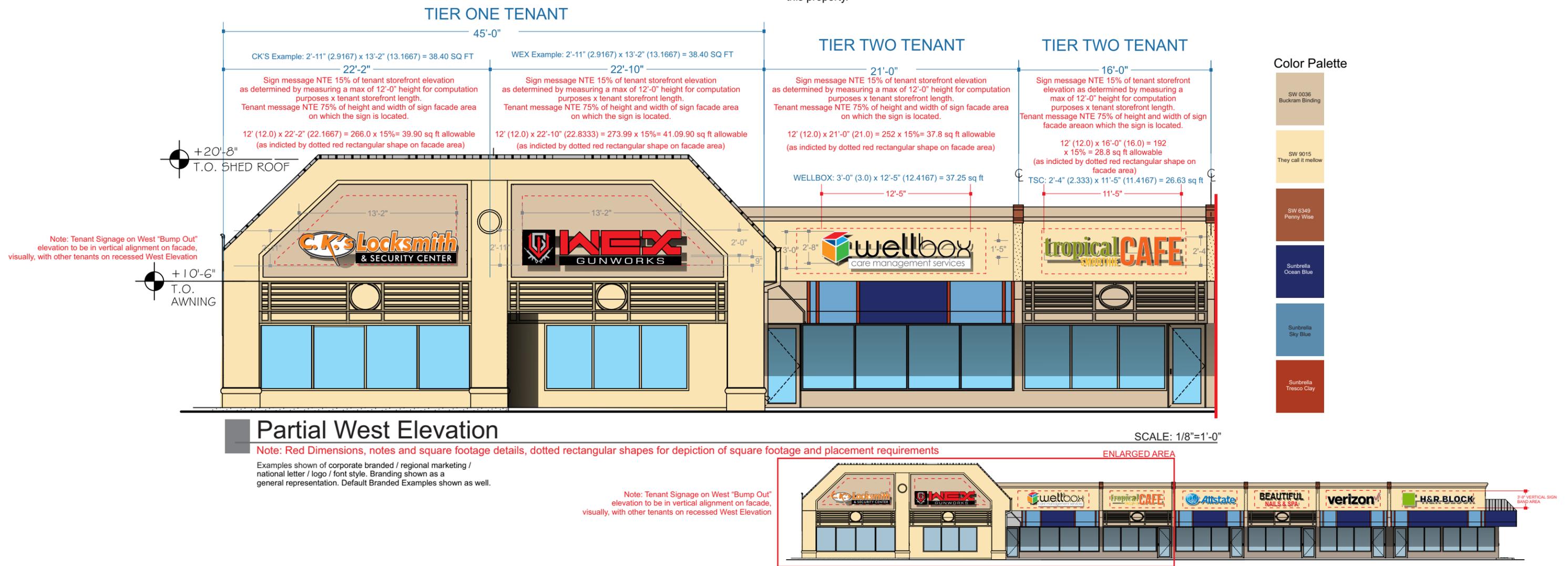
**4) Sign Structure Area:**

For the sign structure area, the facade background shall be considered in determining the size of the sign as well as the heights of the allowable text. Signs may utilize no more than 75 percent of the vertical height of the facade background, where the sign is located, and no more than 75 percent of the width of any facade background space on which the sign is located, or for retail tenant space no more than 75 percent of the area between the tenants demising partitions for multi tenant buildings. Refer to Tables 4 & 5, Pages 3 & 4, for percentage values and allowable square footage.

Tenant Signage calculated NTE 15% of the tenant building face using 12'-0" tall as the maximum allowable height for calculation purposes times the tenant building width. Refer to Table 3 for examples of calculated square footage for typical tenant spaces.

**5) Sign Face Area: Tier 1 / Tier Two Tenants**

**Tier Two** tenants shall be limited to the horizontal facade band as depicted for each tenant on Tables 4, 4a, 4b, Pages 3,4,5,Elevation. **Tier One** Tenants shall be allowed to use the decorative architectural facade feature, as depicted on Tables 4, 4a, 4b, Pages 3,4,5,Elevation. Sign Face Area for Tier two tenants shall not exceed 75% of the vertical and horizontal plain of the designated Tenant Facade Band. Tenant Sign subject to landlord approval and must follow guidelines as defined in the approved Master Signage Plan for this property.



**1) Sign Location:**

All tenant signage shall be centered vertically and horizontally within designated signage band area, as indicated on Tables 4 & 5, Pages 3 & 4, Elevation. **Tier Two** tenants shall be limited to the 3'-9" horizontal facade band area. **Tier One** tenants shall be allowed identification onto the decorative architectural Facade features as depicted on Tables 4, 4a, 4b, Pages 3,4,5,Elevation. All Tenant signage subject to landlord approval and must conform to the guidelines as defined in the approved Master Signage Plan for this property.

**2) Number of Signs:**

All tenant signage shall be limited to one illuminated sign per tenant elevation as depicted on Tables 4, 4a, 4b, Pages 3,4,5, Elevation. Exception: Tenants with multiple / corner elevations shall be granted identity on additional elevations.

Corner tenants: Combined square foot of all signage NTE max allowable of primary frontage signage  
In addition, tenant may be allowed identification onto the existing freestanding sign, subject to landlord approval and must follow guidelines as defined in the approved Master Signage Plan for this property.

**Tier Two** tenants shall be limited to the designated message area as depicted on Tables 4, 4a, 4b, Pages 3,4,5, Elevation and, as such, tenant letter heights shall be restricted to a minimum of 10" and a maximum of 24" for all capital character. Tenants with smaller copy may encapsulate the message within a fabricated channel geometric shape, similar to the example shown on Table 3, Tier Two Tenant Bay 6 "Wellbox". All manufacturing standards for channel letter fabrication to be applied.

**Tier One** Tenants shall be limited to the designated message area as depicted on Tables 4, 4a, 4b, Pages 3,4,5,Elevation and, as such, tenant letter heights shall be restricted to a minimum of 10" and a maximum of 36" for all capital character. Tenants with smaller copy may encapsulate the message within a fabricated channel geometric shape, similar to the example shown on Table 3, Tier Two Tenant Bay 6 "Wellbox".

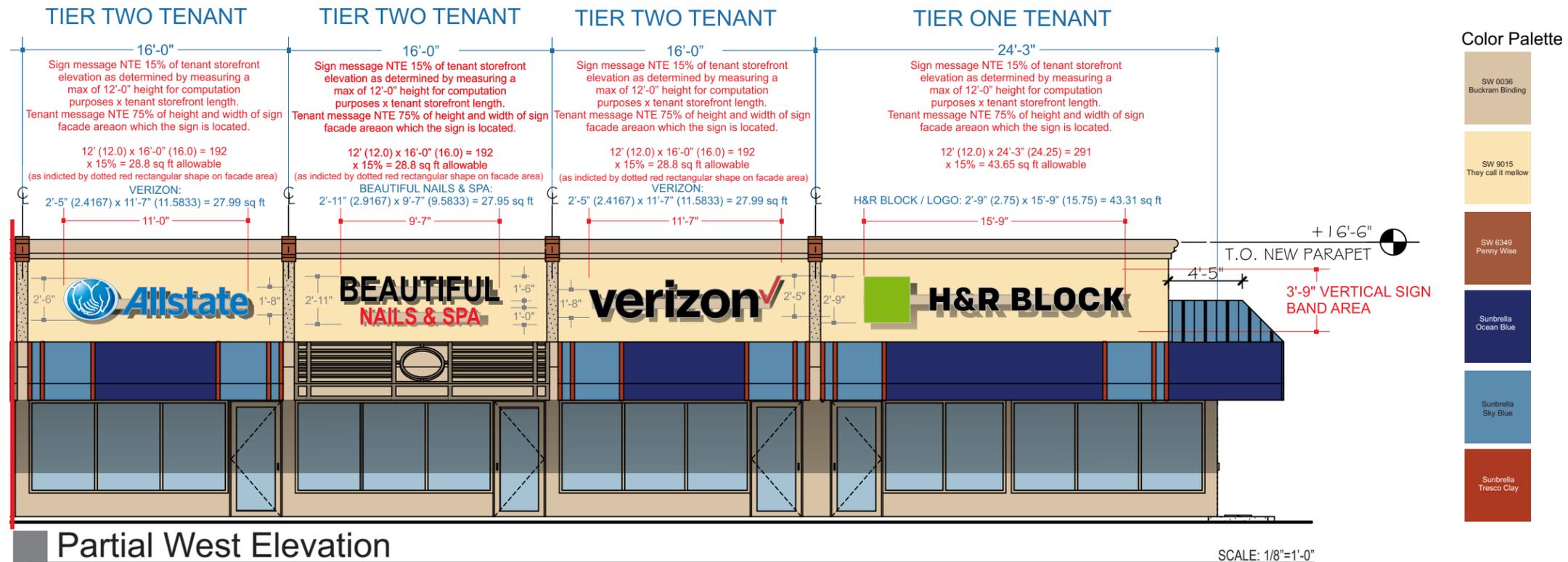
**4) Sign Structure Area:**

For the sign structure area, the facade background shall be considered in determining the size of the sign as well as the heights of the allowable text. Signs may utilize no more than 75 percent of the vertical height of the facade background, where the sign is located, and no more than 75 percent of the width of any facade background space on which the sign is located, or for retail tenant space no more than 75 percent of the area between the tenants demising partitions for multi tenant buildings. Refer to Tables 4 & 5, Pages 3 & 4, for percentage values and allowable square footage.

Tenant Signage calculated NTE 15% of the tenant building face using 12'-0" tall as the maximum allowable height for calculation purposes times the tenant building width. Refer to Table 3 for examples of calculated square footage for typical tenant spaces.

**5) Sign Face Area: Tier 1 / Tier Two Tenants**

**Tier Two** tenants shall be limited to the horizontal facade band as depicted for each tenant on Tables 4, 4a, 4b, Pages 3,4,5,Elevation. **Tier One** Tenants shall be allowed to use the decorative architectural facade feature, as depicted on Tables 4, 4a, 4b, Pages 3,4,5,Elevation. Sign Face Area for Tier two tenants shall not exceed 75% of the vertical and horizontal plain of the designated Tenant Facade Band. Tenant Sign subject to landlord approval and must follow guidelines as defined in the approved Master Signage Plan for this property.



Note: Red Dimensions, notes and square footage details, dotted rectangular shapes for depiction of square footage and placement requirements

Examples shown of corporate branded / regional marketing / national letter / logo / font style. Branding shown as a general representation. Default Branded Examples shown as well.

Note: Tenant Signage on West "Bump Out" elevation to be in vertical alignment on facade, visually, with other tenants on recessed West Elevation



**1) Sign Location:**

All tenant signage shall be centered vertically and horizontally within designated signage band area, as indicated on Tables 4 & 5, Pages 3 & 4, Elevation. **Tier Two** tenants shall be limited to the 3'-9" horizontal facade band area. **Tier One** tenants shall be allowed identification onto the decorative architectural Facade features as depicted on Tables 4, 4a, 4b, Pages 3,4,5,Elevation. All Tenant signage subject to landlord approval and must conform to the guidelines as defined in the approved Master Signage Plan for this property.

**2) Number of Signs:**

All tenant signage shall be limited to one illuminated sign per tenant elevation as depicted on Tables 4, 4a, 4b, Pages 3,4,5, Elevation. Exception: Tenants with multiple / corner elevations shall be granted identity on additional elevations.

Corner tenants: Combined square foot of all signage NTE max allowable of primary frontage signage  
In addition, tenant may be allowed identification onto the existing freestanding sign, subject to landlord approval and must follow guidelines as defined in the approved Master Signage Plan for this property.

**Tier Two** tenants shall be limited to the designated message area as depicted on Tables 4, 4a, 4b, Pages 3,4,5, Elevation and, as such, tenant letter heights shall be restricted to a minimum of 10" and a maximum of 24" for all capital character. Tenants with smaller copy may encapsulate the message within a fabricated channel geometric shape, similar to the example shown on Table 3, Tier Two Tenant Bay 6 "Wellbox". All manufacturing standards for channel letter fabrication to be applied.

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**4) Sign Structure Area:**

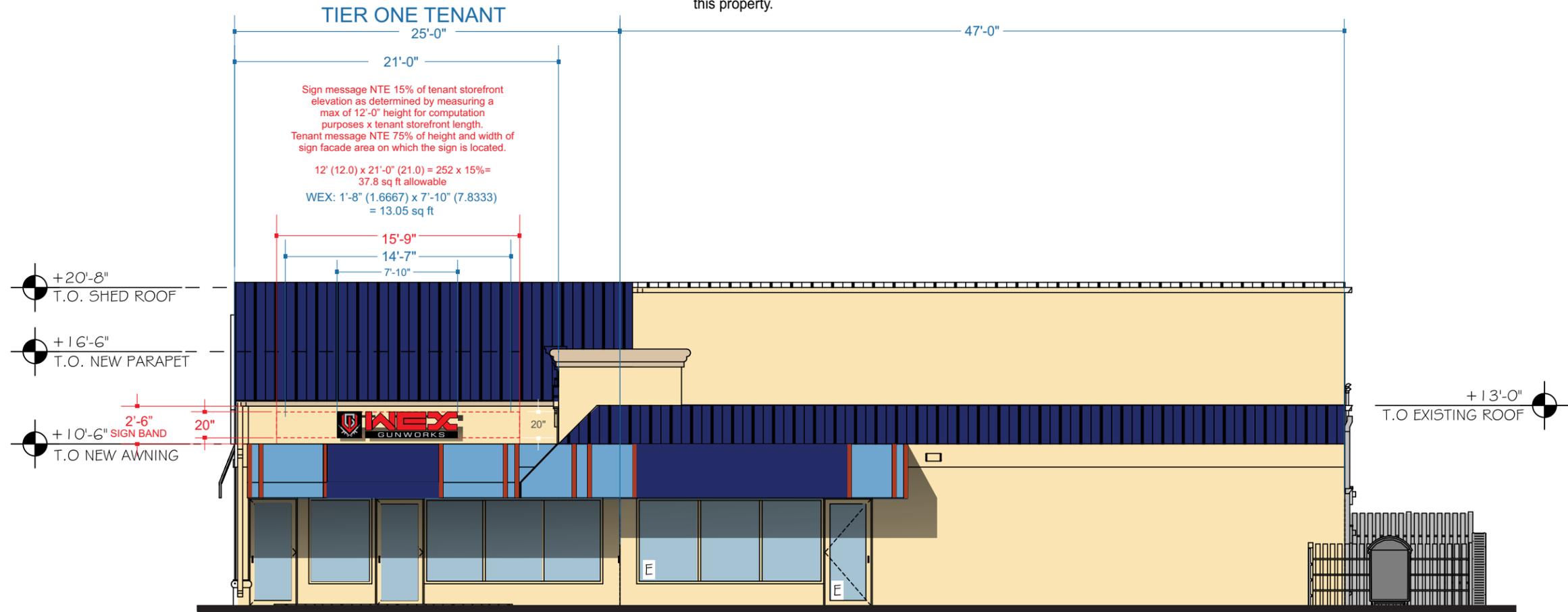
For the sign structure area, the facade background shall be considered in determining the size of the sign as well as the heights of the allowable text. Signs may utilize no more than 75 percent of the vertical height of the facade background, where the sign is located, and no more than 75 percent of the width of any facade background space on which the sign is located, or for retail tenant space no more than 75 percent of the area between the tenants demising partitions for multi tenant buildings. Refer to Tables 4 & 5, Pages 3 & 4, for percentage values and allowable square footage.

Tenant Signage calculated NTE 15% of the tenant building face using 12'-0" tall as the maximum allowable height for calculation purposes times the tenant building width. Refer to Table 3 for examples of calculated square footage for typical tenant spaces.

**5) Sign Face Area: Tier 1 / Tier Two Tenants**

**Tier Two** tenants shall be limited to the horizontal facade band as depicted for each tenant on Tables 4, 4a, 4b, Pages 3,4,5,Elevation. **Tier One** Tenants shall be allowed to use the decorative architectural facade feature, as depicted on Tables 4, 4a, 4b, Pages 3,4,5,Elevation. Sign Face Area for Tier two tenants shall not exceed 75% of the vertical and horizontal plain of the designated Tenant Facade Band. Tenant Sign subject to landlord approval and must follow guidelines as defined in the approved Master Signage Plan for this property.

**Color Palette**



**South Elevation**

Examples shown of corporate branded / regional marketing / national letter / logo / font style. Branding shown as a general representation. Default Branded Examples shown as well.

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



Existing Display Location

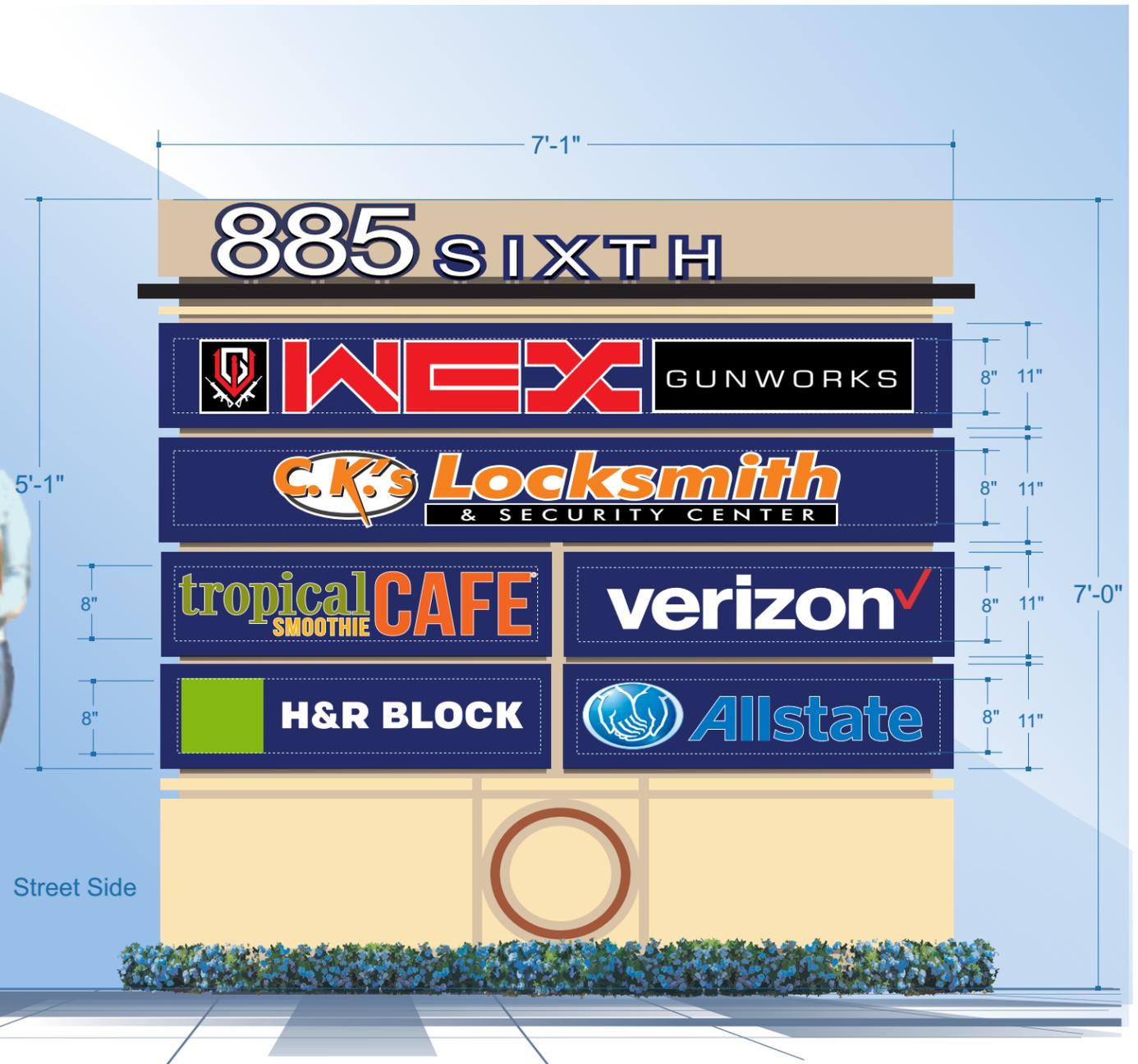
Color Palette

- Satin Finish to match SW 0036 Buckram Binding
- Satin Finish to match SW 9015 They call it mellow
- Satin Finish to match SW 6349 Penny Wise
- Satin Finish to match Sunbrella Ocean Blue
- Satin Finish Black
- Clear Acrylic with 3M 3630-20 White Translucent Vinyl 1st Surface, 3M 3635-70 White Diffuser 2nd Surface



**Section 4.6.7-3a**  
**Setback Requirements:**  
 Basic Setback Determinants: The setback for a free standing sign shall be ten feet from the ultimate right-of-way line unless there is a special setback or special landscaping area designated for the street pursuant to Section 4.3.4(H)(6).  
 The setback is measured from the closest portion of the sign to the right-of-way.

Examples shown of corporate branded / regional marketing / national letter / logo / font style. Branding shown as a general representation.



Freestanding Building Identity Display

SCALE: 3/4"=1'-0"

Freestanding Building Identity Display includes individual, "free floating" primary identity from a fabricated channel type letter forms with aluminum border and routed push-thru style illuminated detailing. Internal LED illumination from 6500K white LED.  
 Display depicts provisions for 7 tenants with each tenant panel fabricated as a 2" deep pan including 3/4" push-thru style clear acrylic identity forms. Identity forms feature 3M translucent vinyl full color applications. Tenant Message restricted to 8" tall visible message area (as indicated by white dotted line) with overall message length NTE the horizontal white dotted line area in order to produce a 1.5" inset from ends of tenant panel. Internal 6500K Led illumination.

TABLE 6) Section 102-8 (3) Permanent Message Window Signs

Section 4.6.7-(9) Window Signs

4.6.7(9) Window Signs

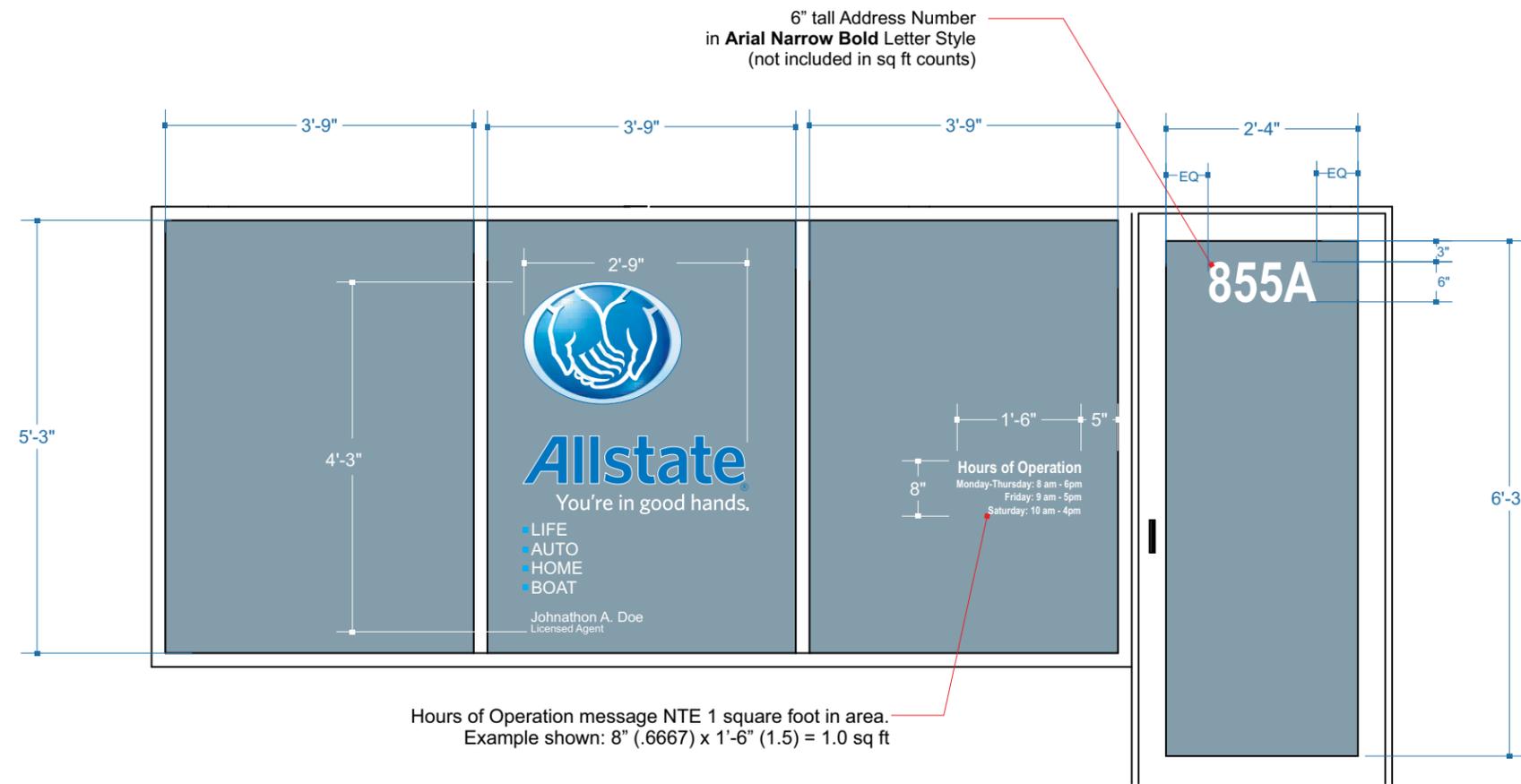
(a) Plastic or painted signs may be placed upon windows when limited to 20 percent of the aggregate glass area, per tenant space or main use.

(b) Paper signs displays two feet or more from the inside of the glass but which are visible from the outside shall be limited to 20 percent of the aggregate window area, per tenant space (Amd. Ord. 14-07 5/1/07)

(4)

Hours of operation signs.

Signs denoting hours of operation shall be non-illuminated, have a face of not more than one square foot and be located close to the entry of the business.



Criteria for Window Signs

- 1) Tenants may choose to use the Designated Font Style of **Arial Narrow Bold**. Designated Color for tenant graphics to be 3M #7125-12 White Vinyl, applied first surface to glass area. Refer to Table 2, Page 2 for **Arial Narrow Bold** Family Letter style.
- 2) Tenants may use either single color or multi-color vinyl applications of vinyl graphics for their logo identity as well as Tenant Identity. Maximum allowable sizes for window graphics not to exceed 20 square foot of total aggregate window glass area. Refer to Table 5 for example of calculated window graphics. All applications of vinyl graphics to be installed onto the first surface of the window area.
- 3) Tenants are not restricted to a specific area of placement of window graphics, with exception of the center transom glass area where address numbers are located. Tenants must conform to the City of Delray Beach Sign Code 4.6.7-(9) as outlined above, for tenant graphic square footage allowances.

Example: Window Signage

SCALE: 1/2"=1'-0"

Typical Example shown depicting application of window identity within code allowances

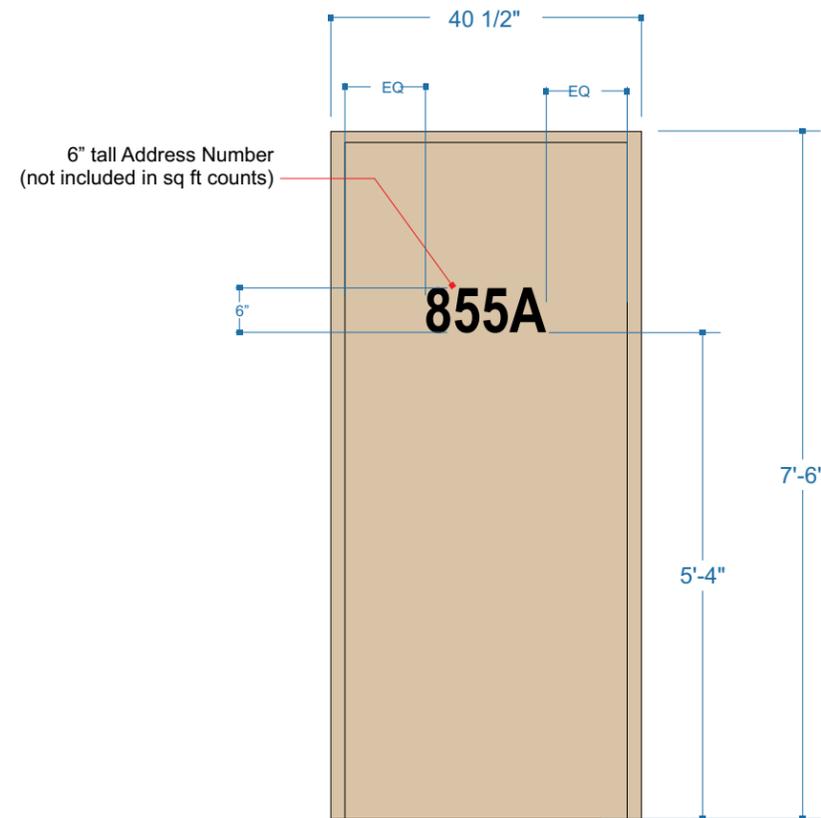
Total Aggregate Window Glass area:  
 A) Window Glass: 5'-3" (5.25) x 3'-9" (3.75) = 19.68 x 3 = 59.06 sq ft  
 B) Door Glass: 2'-4" (2.3333) x 6'-3" (6.25) = 14.58

Combined A & B = 73.64 x 20% = 14.728 sq ft total allowable

Vinyl Graphics Shown: 4'-3" (4.25) x 2'-9" (2.75) = 11.68 sq ft + Hours of Operation at 1.0 Sq ft  
 TOTAL Graphics: 12.68 (within code limits) .

Criteria for Delivery / Rear Access Doors

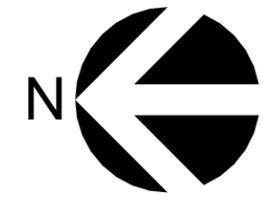
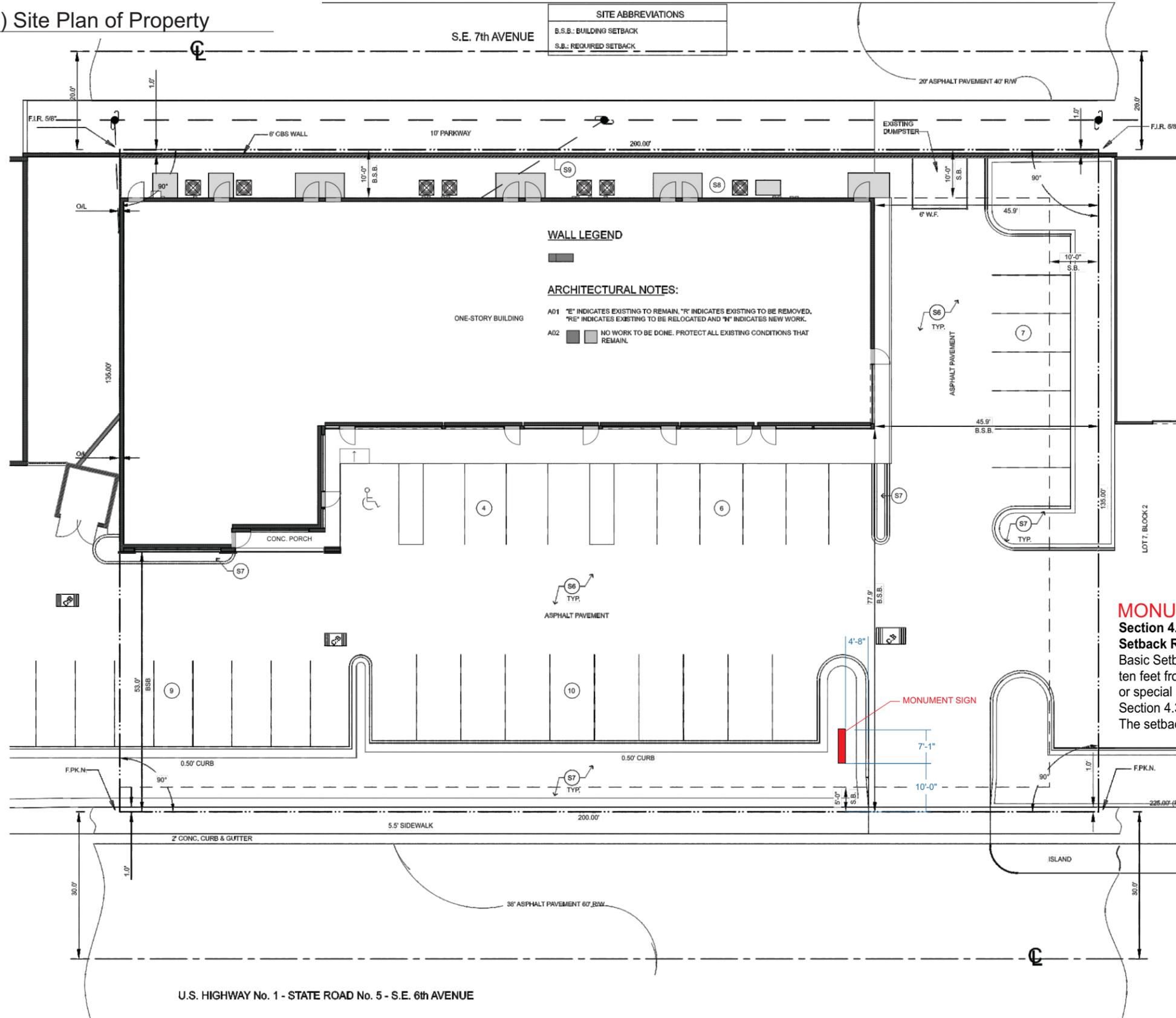
- 1) Tenants are limited to the suite address identification only.  
 Address numbers will use the Designated Font Style of Arial Bold. Maximum address number height is 6".  
 Designated Color for tenant graphics to be 3M #7125-12 Black Vinyl, applied first surface to solid metal door area.  
 Refer to Table 2, Page 2 for **Arial Narrow Bold** Family Letter style.
- 2) No other letter styles, fonts, logo icons, characters, art allowed.



Example: Delivery / Rear Access Door  
 SCALE: 1/2"=1'-0"

Typical Example shown using Designated Font Style  
 No other letter styles, fonts, logo icons, characters, art allowed.

TABLE 8) Site Plan of Property



**MONUMENT SIGN PLACEMENT**  
**Section 4.6.7-3a**  
**Setback Requirements:**  
 Basic Setback Determinants: The setback for a free standing sign shall be ten feet from the ultimate right-of-way line unless there is a special setback or special landscaping area designated for the street pursuant to Section 4.3.4(H)(6).  
 The setback is measured from the closest portion of the sign to the right-of-way.

