



# DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

## SITE PLAN REVIEW AND APPEARANCE BOARD STAFF REPORT

### Wells Fargo Bank

Meeting	File No.	Application Type
July 23, 2025	2025-190-COL-LV1	Level 1 Site Plan
Property Owner		Authorized Agent
FLA Palm Court Limited Partnership		Jayson Coutts

### Request

Consideration of a Level 1 Site Plan Application for a color change from a soft yellow to a minimalist dark color palette consisting of the following: Sherwin Williams (SW) Gray Dovetail for the trim, SW Dorian Gray for the base building, SW Original White for underneath side of exterior soffits, SW Gauntlet Gray for the exterior soffits, and SW Black Magic for the existing storefront windows and door frames.

### Site Data & Information

**Location:** 5030 Linton Boulevard.

**PCN:** 12-42-46-26-00-000-1180

**Property Size:** 0.37 acres

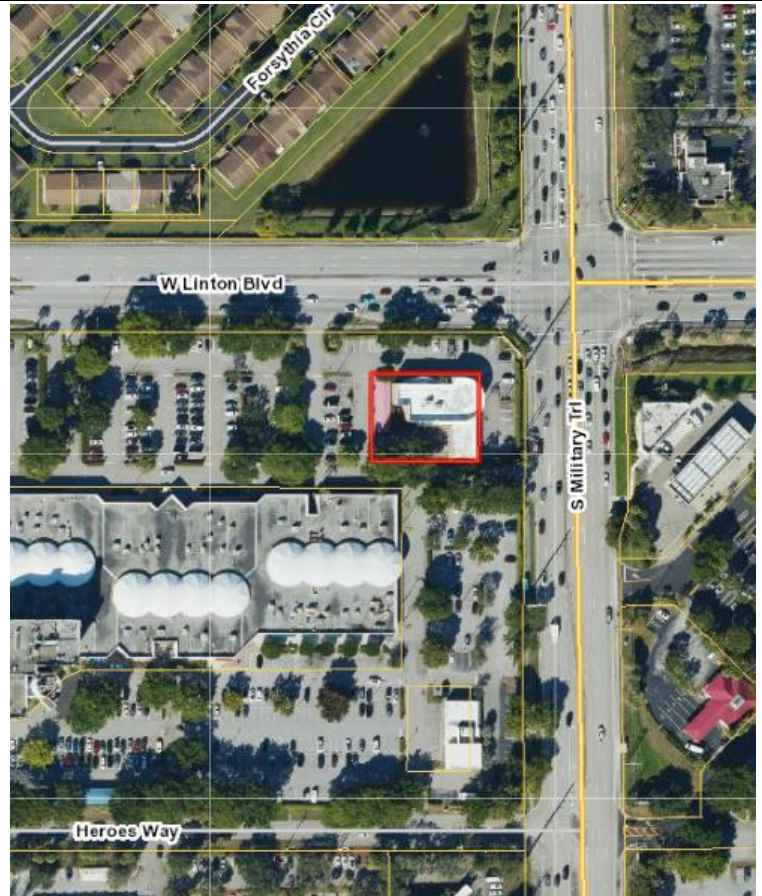
**LUM:** General Commercial (GC)

**Zoning:** Planned Commercial (PC)

#### Adjacent Zoning:

- North – Unincorporated: Multi-Family Residential (Medium Density) (RM)
- South, West, East - Planned Commercial (PC).

**Existing Use:** Branch Bank.



#### Project Planner:

Alessio Macpherson, Planner in Training  
[MacPhersonA@mydelraybeach.com](mailto:MacPhersonA@mydelraybeach.com)



## Background

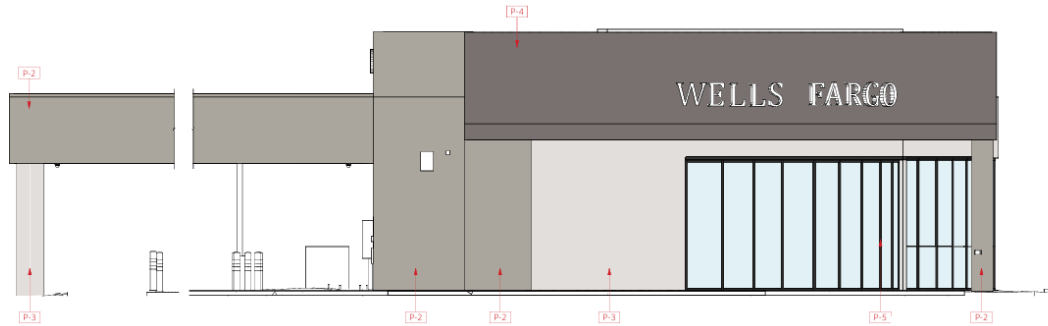
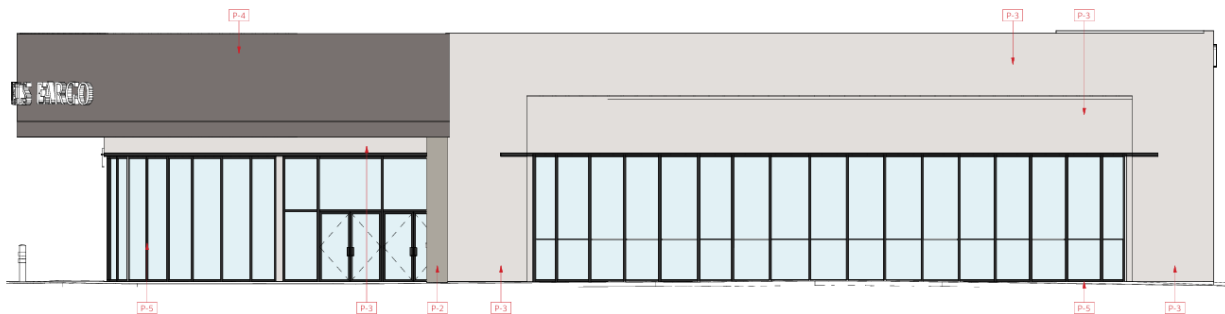
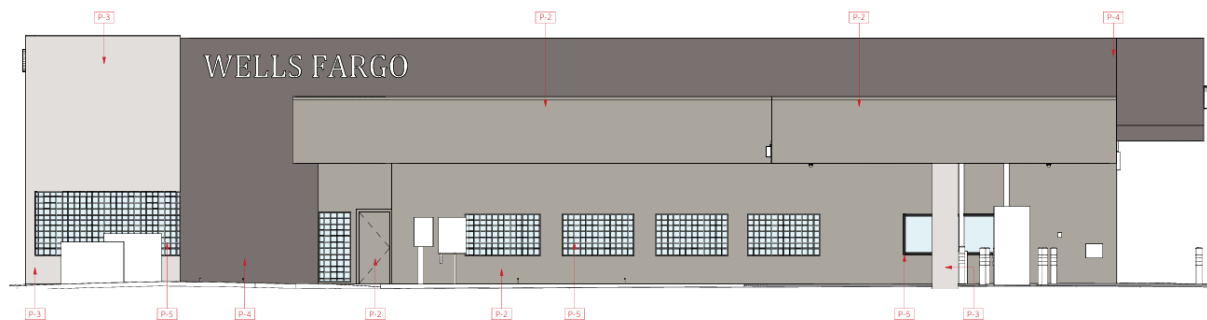
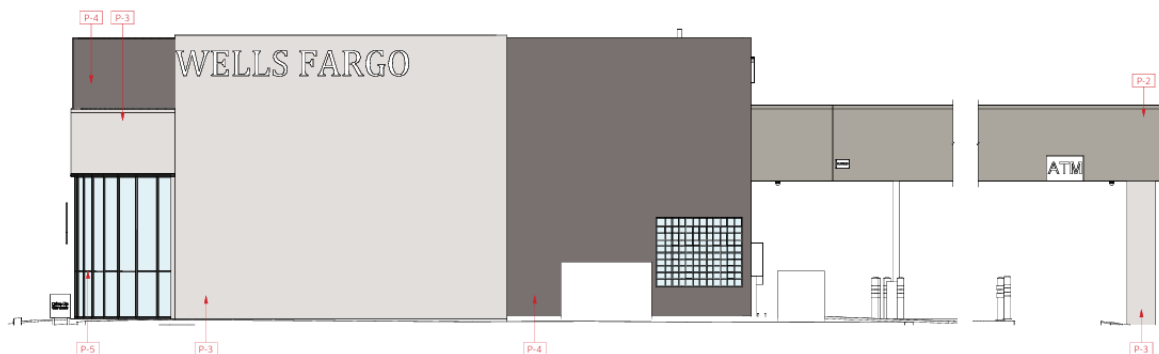
The subject property contains a 3,450 square foot single story branch bank building, originally constructed in 2018. The building is currently occupied by Wells Fargo Bank.



**Existing Colors**

**Description of Proposal**

The applicant is requesting approval of a color change from a soft yellow to Sherwin Williams Gray Dovetail for the trim, SW Dorian Gray to base building, SW Original White to underneath side of exterior soffits, SW Gauntlet Gray to exterior soffits and SW Black Magic to existing storefront windows and door frames.

**Proposed Elevation East View****Proposed Elevation North View****Proposed Elevation South View****Proposed Elevation West View****Proposed Colors**



**Review & Analysis****LDR Section 2.4.10(A)(1)(a), Level 1.**

*Level 1 Site Plan applications include improvements or modifications to existing development that do not increase building square footage and are generally limited to landscaping, hardscaping, architectural elevations, materials, and colors.*

Based on the scope of work, the subject application is classified as a Level 1 Site Plan.

**LDR Section 2.1.1(B), Director:** *Responsibilities of the Director include, but are not limited to, the following:*

- (4) *Approving Level 1 and Level 2 Site Plan applications and Zoning Certificates of Use, with the sole discretion to elevate applications to board review with a written determination for the action.*

**LDR Section 2.1.6(E)(1), Board Action:** *The SPRAB has the authority to take action on the following items pursuant to the procedures and standards of the LDR, except where authority is granted to the Historic Preservation Board:*

- (c) *Appeal of an administrative interpretation or decision associated with the following:*

1. *Section 4.6.7, Signs*
2. *Section 4.6.16, Landscape Regulations*
3. *Level 1 Site Plan Applications*
4. *Level 2 Site Plan Applications*

Level 1 Site Plan Applications are typically subject to administrative review; however, pursuant to the Land Development Regulations (LDR) Section 2.1.1(B), the Director retains the authority to elevate such applications to Board review. While branding is recognized as an important aspect of design, the overall aesthetic including color and materials should reflect and enhance the character of the building's location in Delray Beach, rather than closely resembling other branches located outside the city. The Board has previously expressed concerns regarding the "Graying of Delray." In this case, the Director has determined that the proposed color change to **dark color palette** is inconsistent with the surrounding context and fails to maintain harmony with the vibrant green, red and blue colors of the adjacent plaza. Therefore, the Site Plan Review and Appearance Board will review and make a final decision on the application.

**Northeast View****LDR Section 2.4.10(A)(3)(d), Findings**

*Architectural Elevations, including modifications to existing building facades, require an overall determination of consistency with the objectives and standards of Section 4.6.18, Architectural Elevations and Aesthetics, and any adopted architectural design guidelines and standards, as applicable.*

**LDR Section 4.6.18, Architectural Elevations and Aesthetics****(B) Minimum Requirements**

1. *Buildings or structures which are a part of a present or future group or complex shall have a unity of character and design. The relationship of forms and the use, texture, and color of materials shall be such as to create a harmonious whole. When the area involved forms an integral part of, is immediately adjacent to, or otherwise clearly affects the future of any established section of the City, the design, scale and location on the site shall enhance rather than detract from the character, value, and attractiveness of the surroundings.*
2. *Buildings or structures located along strips of land or on single sites, and not a part of a unified multi-building complex, shall strive to achieve visual harmony with the surroundings. If they are built in undeveloped areas, the three primary requirements shall be met: express honest design construction, show proper design concepts, and be appropriate to the City.*
3. *All facades visible to public or adjacent property shall be designed to create a harmonious whole. Materials shall express their function clearly and not appear as a material foreign to the rest of the building.*
4. *To be harmonious, it is not to be inferred that buildings must look alike or be of the same style. Harmony can be achieved through the proper consideration of scale, proportion, site planning, landscaping, materials, and color.*

While the façade is intended to remain unchanged, the proposed dark color palette contrasts sharply with the vibrant green, red and blue colors of the adjacent plaza. As a result, it lacks harmony and fails to appropriately reflect the 'Delray Village by the Sea' aesthetic.

**(E), Criteria for board action**

*The following criteria shall be considered, by the Site Plan Review and Appearance Board or Historic Preservation Board, in the review of plans for building permits. If the following criteria are not met, the application shall be disapproved.*

- 1. The plan or the proposed structure, is in conformity with good taste, good design, and in general contributes to the image of the City as a place of beauty, spaciousness, harmony, taste, fitness, broad vistas, and high quality.*
- 2. The proposed structure, or project, is in its exterior design and appearance of quality such as not to cause the nature of the local environment or evolving environment to materially depreciate in appearance and value.*
- 3. The proposed structure, or project, is in harmony with the proposed developments in the general area, with the Comprehensive Plan, and with the supplemental criteria which may be set forth for the Board from time to time.*

The proposed façade features a dark color palette, with dark gray serving as the primary base color. The extensive application of the dark gray across the entire facade creates a strong contrast with the character of the adjacent plaza. The prevailing vibrant green, red and blue colored tones stand in a strong contrast to the proposed gray tones, which may result in a visual disconnect with the area. Therefore, the Board should consider whether the heavy use of dark gray is appropriate within the area. Although a minimalist, modern aesthetic featuring dark tones are not prohibited, such design choices must be carefully integrated into the surrounding architectural context to maintain Delray Beach's distinctive character and avoid contributing to the broader concern of the "Graying of Delray."

The use of gray in this proposal appears intended to create a strong visual contrast and distancing from the adjacent buildings and plaza. However, the relationship among materials, textures, and colors does not achieve a unified or "harmonious whole," as required by Section 4.6.18(B) of the Land Development Regulations.

Due to the existing composition of the building and the exhibit of a softer color palette, the Board should consider whether the proposed colors are appropriate given the context of its surroundings or if the site would benefit utilizing more vibrant color tones as shown in the adjacent plaza.







**Adjacent Plaza North Façade**



**Adjacent Plaza Northeast Façade**

Understanding that Wells Fargo is a growing institute and looking to expand across the nation with a signature style, Staff highly recommends that the proposed bank incorporates some of Delray Beach's aesthetic. The overall design, inclusive of materials, finishes, and colors should exemplify the building's location in Delray Beach, as opposed to appearing too similar to other branches outside of Delray Beach. The design should be compatible with the existing shopping center.



### Optional Board Motions

- A. Move **approval** of the Level 1 Site Plan Application **(2025-190)** for a color change from soft yellow to a minimalist dark color palette consisting of the following: Sherwin Williams (SW) Gray Dovetail for the trim, SW Dorian Gray for the base building, SW Original White for underneath side of exterior soffits, SW Gauntlet Gray for the exterior soffits, and SW Black Magic for the existing storefront windows and door frames, located at **5030 Linton Boulevard** by finding that the request is consistent with the Comprehensive Plan and meets criteria set forth in the Land Development Regulations.
- B. Move **approval, as amended**, of the Level 1 Site Plan Application **(2025-190)** for a color change from soft yellow to a minimalist dark color palette consisting of the following: Sherwin Williams (SW) Gray Dovetail for the trim, SW Dorian Gray for the base building, SW Original White for underneath side of exterior soffits, SW Gauntlet Gray for the exterior soffits, and SW Black Magic for the existing storefront windows and door frames, located at **5030 Linton Boulevard**, by finding that the request is consistent with the Comprehensive Plan and meets criteria set forth in the Land Development Regulations.
- C. Move **denial** of the Level 1 Site Plan Application **(2025-190)** for a color change from a soft yellow to a minimalist dark color palette consisting of the following: Sherwin Williams (SW) Gray Dovetail for the trim, SW Dorian Gray for the base building, SW Original White for underneath side of exterior soffits, SW Gauntlet Gray for the exterior soffits, and SW Black Magic for the existing storefront windows and door frames, located at **5030 Linton Boulevard**, by finding that the request is inconsistent with the Comprehensive Plan and does not meet criteria set forth in the Land Development Regulations.
- D. Move to **continue with direction**.