



SITE PLAN REVIEW AND APPEARANCE BOARD STAFF REPORT

Meeting	File No.	Application Type
April 23, 2025	2025-148-MSP-SPR	Master Sign Program
Property Owner		Authorized Agent
Edwards Atlantic Avenue LLC		Ana Manresa & Julia Rojas, Amazing Signs & Services





Background

The Class V site plan for Atlantic Crossing was approved in 2013 and consists of a mixed-use project that contains a large mix of retail, restaurant, office spaces, and residential units throughout multiple buildings within the development. The development is being constructed in two phases with the western block constructed as Phase 1, and the eastern block as Phase 2. The original Master Sign Program for Phase 1 was approved by the Board in 2021, with multiple amendments that have since been approved to accommodate new tenants.

The Master Sign Program was established for Phase One with the following signage:

Typical Tenants

Corner Tenants: One sign on each frontage.

Front & Rear Access: One sign on both frontages.

Internal Tenants: One flat wall sign or a projecting sign with window lettering. Projecting signs can measure up to 39" by 39", with a maximum projection of 42".

Wall signs and window lettering will be governed by the sign code in 4.6.7(E).

Unique Tenants

Bank of America has naming rights to Building I.

Wall Signs: One allowed on both the west and south elevations, maximum 40 SF; illuminated channel letters in the corporate red and blue colors.

Bank of America was later replaced by **Merrill Lynch**.

Le Colonial, Building I

(corner of East Atlantic Avenue and NE 6th Avenue)

Wall Signs: Two allowed on the west elevation at 8.58 SF each.

Awning Signs: One awning per each north and west elevation (internal to the site) and south elevation facing East Atlantic Avenue.

Bar Dorado (Not Built)

(outside bar area associated with Hampton Social, between Buildings I and III)

Wall Signs: South and west elevations, limited to 5 SF.

Chicos (Building I)

(facing East Atlantic Avenue)

Wall Signs: 16.92 SF

Projecting Signs: 7.54 SF.

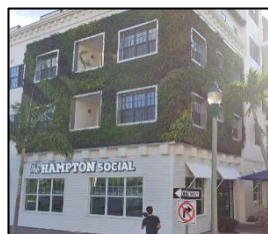
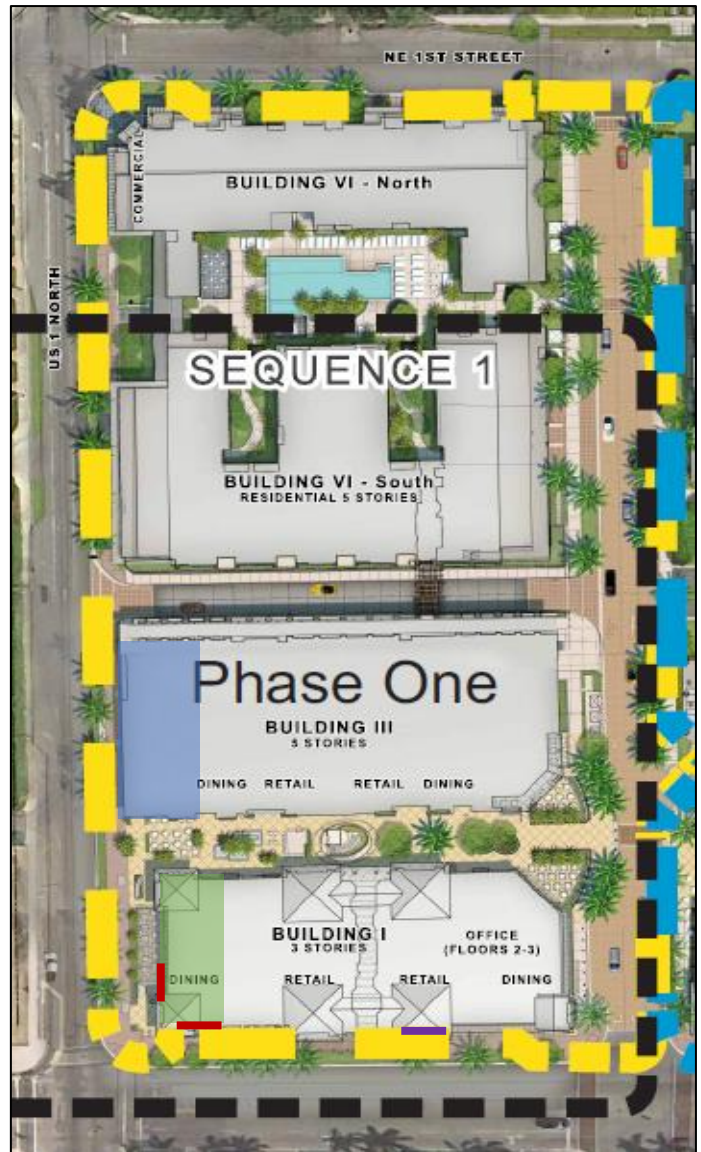
Hampton Social (Building III)

(southwest corner of Building III)

Wall Signs: One allowed on west elevation at maximum of 48 SF, illuminated channel letters with day and night lighting.

Awning Signs: One Main Entrance awning maximum of 13 SF, non-illuminated lettering, white lettering on a blue background.

Projecting Signs: One sign on south elevation maximum of 14 SF, illuminated with day and night lighting.



**Parking Garage (Building VI)**

Projecting Sign: East elevation, 11.5 SF, double sided for a total of 23.1 SF.

Permits

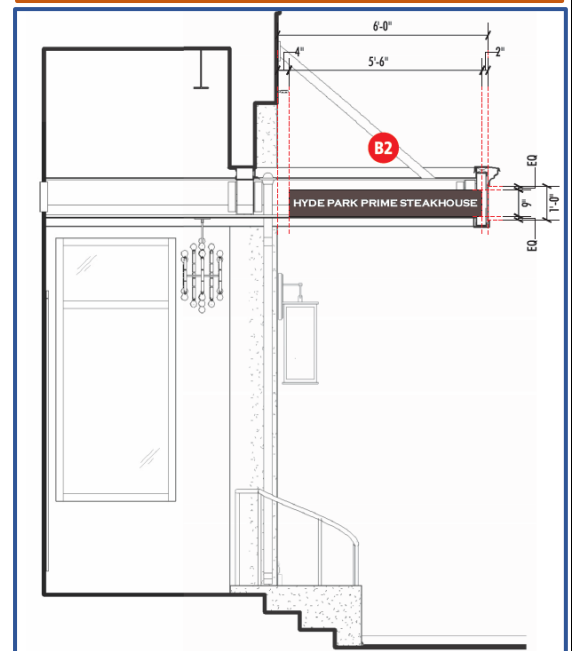
The east tenant for Building I, Hyde Park Prime Steakhouse, has submitted a permit (25-223052 and 25-223031) for two wall signs, one on the south façade facing East Atlantic and one on the east façade facing NE 7th Avenue. As this signage complies with the approved MSP, the permits were approved.

The east tenant for Building III, Gabriella's Modern Italian, has submitted a permit (24-222148) for one wall sign on the southeast corner facade of Building III. As this signage complies with the approved MSP, the permit was approved.

To date, Merrill Lynch, Le Colonial, Chico's, Lilly Pulitzer, Hampton Social, Gabriella's Modern Italian and the parking garage have approved, installed signage.

**Description of Proposal**

The request is for an amendment to the existing Master Sign Program to provide additional signage for the east corner tenants for Building I and III. The additional signage for Hyde Park Prime Steakhouse (Building I) consists of two signages on the aluminum canopy located on the east facade, and the additional signage for Gabriella's Modern Italian (Building III) consists of on blade sign along the internal pedestrian walkway between Building I and III.





Review & Analysis: Site Plan

LDR Section 4.6.7(F)(2)(b), Signs requiring permits: Master sign and blanket sign programs.

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), 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. A Master Sign Program shall be approved by the Site Plan Review and Appearance Board or if the project is in a historic district or historically designated site, by the Historic Preservation Board. After approval of a Master Sign Program, individual signs consistent therewith shall be administratively approved.

LDR Section 4.6.7(F)(2)(c), Signs requiring permits: Master sign and blanket sign programs.

Nothing contained herein shall prevent diversity and creativity of individual signs in the Master Sign Program.

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:

(b) Master Sign Programs and any sign that does not meet the minimum requirements of Section 4.6.7, Signs, and requires relief.

A sign program is required for a mixed development with multiple tenant spaces on a property and/or within a building. The two tenants are part of the Atlantic Crossing development and are requesting approval of additional signage not permitted in the original sign program. The Site Plan Review and Appearance Board (SPRAB) shall take final action on the application.

LDR Section 4.6.7(D)(2), Aesthetic qualifications: Basis, the aesthetic quality of a building, or of an entire neighborhood, is materially affected by achieving visual harmony of the sign on or about a structure as it relates to the architecture or the building or the adjacent surroundings. In addition to the limitations on signs imposed in Subsections (E) and (K), the following aesthetic considerations must be met.

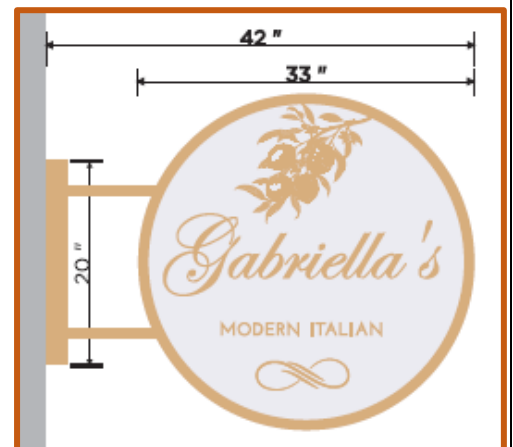
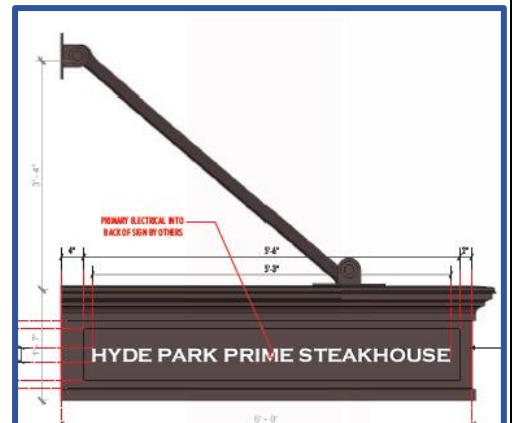
(a) *Garishness.* The overall effect of the lettering, configuration or color of a sign shall not be garish. "Garish" signs are those that are too bright or gaudy, showy, glaring, and/or cheaply brilliant or involving excessive ornamentation. Garish signs are not in harmony with and are not compatible with the building or adjacent surroundings.

(b) *Scale, design, and location.*

1. Signs shall be appropriate in size, scale, and design for the neighborhood or streetscape where it is to be located.
2. Signs placed on structures shall be proportionate in size and scale to the building facade, designed consistently with the building architecture, and positioned harmoniously with building features; architectural features shall not be provided solely for the purpose of accommodating signage, but shall relate to building location, function, and use.

(c) *Quality.* All signs shall have a professional appearance that enhances the visual aesthetics of the area.

The subject property is located within the downtown area on the corner of NE 7th Avenue and East Atlantic Avenue in the Central Core Sub-district of the CBD. Hyde Park Prime Steakhouse is proposing an additional two signs on either side of the approved aluminum canopy along NE 7th Avenue, outlined in blue, each sign 15 square feet (total 30 square feet on the canopy). Gabriella's Modern Italian is proposing an additional blade sign, double sided, along the internal pedestrian walkway, outlined in orange, with each side of the sign totaling to 7.5 square feet. The proposed signages are harmonious with the building features and are in good taste with the rest of Atlantic Crossing signage. While a Master Sign Program creates a uniform standard for signage including size, location and number of signs, the Delray Beach Shopability Analysis from 2018, discusses that Delray Beach downtown should have more unique and non-uniform signage, which Atlantic Crossing is achieving with each phase.



**Optional Board Motions****Building I Amendment (Hyde Park)**

- A. Move approval of the Amendment to the Master Sign Program (2025-148) for Atlantic Crossing, to accommodate the additional two canopy signages on the east façade of the east corner tenant in Building I, Hyde Park Prime Steakhouse, by finding that the request meets the criteria set forth in the Land Development Regulations.
- B. Move approval, as amended, of the Amendment to the Master Sign Program (2025-148) for Atlantic Crossing, to accommodate the additional two canopy signages on the east façade of the east corner tenant in Building I, Hyde Park Prime Steakhouse, by finding that the request meets the criteria set forth in the Land Development Regulations.
- C. Move denial of the Amendment to the Master Sign Program (2025-148) for Atlantic Crossing, to accommodate the additional two canopy signages on the east façade of the east corner tenant in Building I, Hyde Park Prime Steakhouse,, by finding that the request does not meet the criteria set forth in the Land Development Regulations.
- D. Move to continue with direction.

Building III Amendment (Gabriella's)

- A. Move approval of the Amendment to the Master Sign Program (2025-148) for Atlantic Crossing, to accommodate the additional one blade signage on the south façade of the east corner tenant in Building III, Gabriella's Modern Italian, finding that the request meets the criteria set forth in the Land Development Regulations.
- B. Move approval, as amended, of the Amendment to the Master Sign Program (2025-148) for Atlantic Crossing, to accommodate the additional one blade signage on the south façade of the east corner tenant in Building III, Gabriella's Modern Italian, by finding that the request meets the criteria set forth in the Land Development Regulations.
- C. Move denial of the Amendment to the Master Sign Program (2025-148) for Atlantic Crossing, to accommodate the additional one blade signage on the south façade of the east corner tenant in Building III, Gabriella's Modern Italian, by finding that the request does not meet the criteria set forth in the Land Development Regulations.
- D. Move to continue with direction.