



# 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 9, 2019

File No.: (2019-077)

Application Type: Amendment to Master Sign Program

### General Data:

Agent: Mark Gregory

Applicant: The Wine Room Kitchen

Owner: Love 411 LLC & Love LLC

Location: 411 E. Atlantic Avenue

PCN: 12-43-46-13-01-100-0020

Property Size: 0.3 Acres

FLUM: CC (Central Core)

Zoning: CBD (Central Business District)

### Adjacent Zoning:

- CBD (North)
- CBD (West)
- CBD (South)
- CBD (East)

Existing Land Use: Restaurant

Proposed Land Use: Restaurant

### Item before the Board:

The action before the Board is for the approval of an amendment to the Blanket Sign Program for 411 E. Atlantic Avenue.



### Recommendation

Move approval of the Amendment to the Blanket Sign Program for (2019-077) 411 E. Atlantic Avenue to include signage for The Wine Room, based upon positive findings to LDR Section 4.6.7(F)(2)(a).

### Background:

The subject site measures 0.31 acres (13,503 sq. ft.) and is zoned CBD (Central Business District).

At its meeting of August 23, 2006, a Class I Site Plan Modification was approved by the Site Plan Review and Appearance Board (SPRAB) for the removal of the existing glass/aluminum storefront to restore the arched opening (restaurant entrance) to its original building design.

At its meeting of February 25, 2015, a Blanket Sign Program was approved by the Site Plan Review and Appearance Board.

At its meeting of May 13, 2015, an Amendment to the Blanket Sign Program was approved by the Site Plan Review and Appearance Board.

At its meeting of June 27, 2018, a Class I Site Plan Modification was approved by the Site Plan Review and Appearance Board for architectural elevation changes to the front (south) façade and north (rear) elevation.

At its meeting of September 26, 2018, a Class I Site Plan Modification associated with architectural elevation changes to install a new fabric awning above the entrance was tabled to a date certain.

### Project Planner:

Jennifer Buce, Assistant Planner;  
[buce@mydelraybeach.com](mailto:buce@mydelraybeach.com),  
561-243-7138

### Review Dates:

January 9, 2018

### Attachments:

1. Sign Attachments



Now before the board is the request for an amendment to the Blanket Sign Program to accommodate signage for the new restaurant, The Wine Room, on the awning over the main entrance, a rear wall sign and a change in material on the approved projecting signs.

The current program consists of the following: (1) one wall sign per tenant space internally illuminated reverse channel letters with white LEDS and are polished chrome with a maximum letter height of 15". One line of copy will be permitted, and all signs shall be placed on the same plane on the centerline of the building. The projecting signs are bright aluminum finish and are 13" x 38", illuminated with push thru copy. The signs will be installed in the center line below the wall sconces. In May of 2015, the amendment to the Blanket Sign Program allowed Café Martier to move their sign to the middle of the bay and to have a colored logo score underneath the sign.

The proposed amendment is off-white lettering on the proposed awning above the main entrance 10" by 19' for a total of 15.77 SF that reads "The Wine Room Kitchen and Bar"; and a rear sign, white push through copy with a black veneer, 10" by 84" for a total of 5.81 SF that reads Speakeasy. The change to the projecting sign is from bright aluminum finish to white copy with black lettering with the edges and base to have a polished aluminum finish.

### Blanket Sign Analysis

#### LDR SECTION 4.6.7(F)(2)(a) Blanket Sign Program

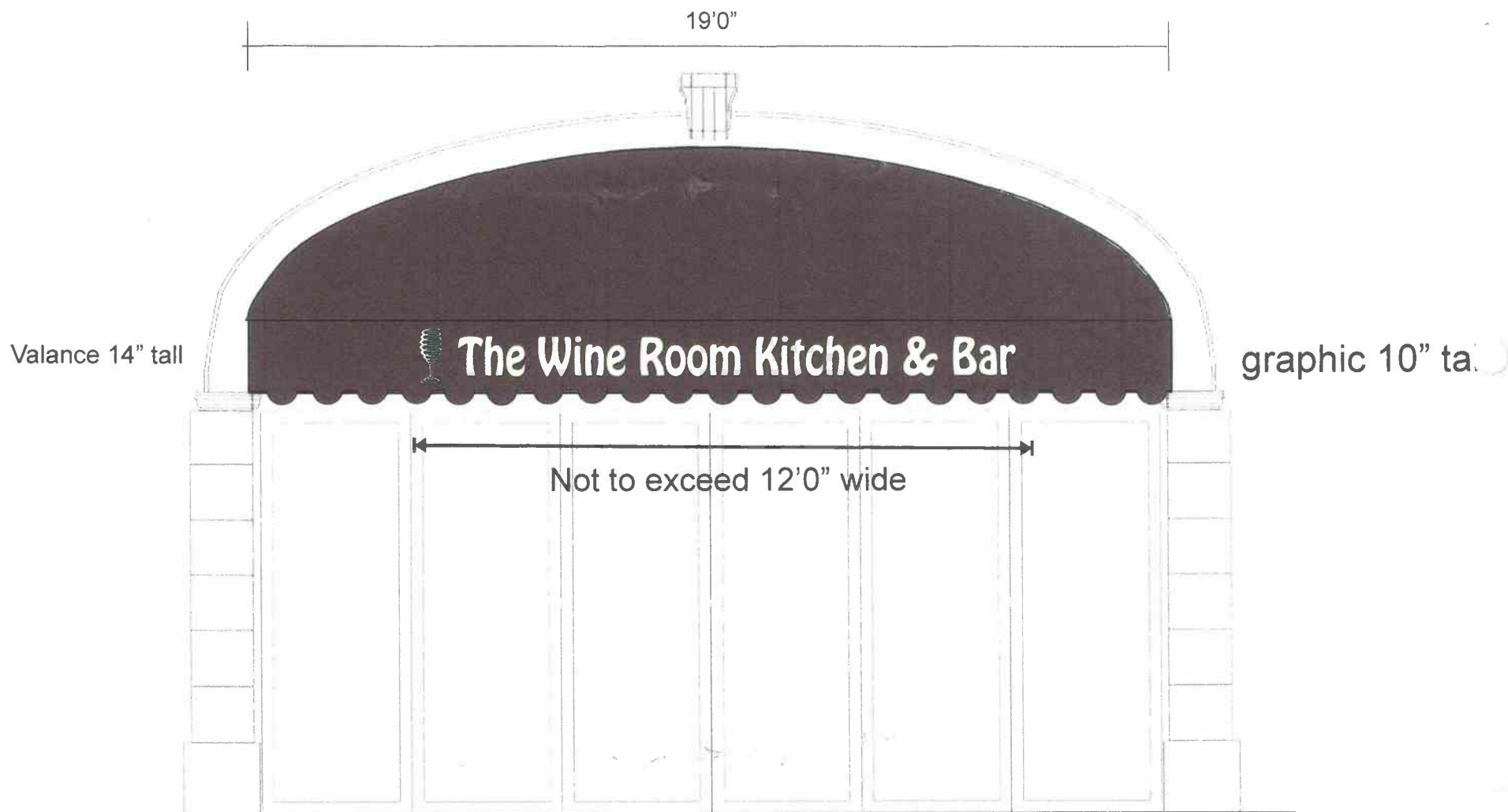
**Blanket Sign Program.** A Blanket Sign Program may be required for a commercial property establishing the font, color, size and locations of signs on a multiple tenant building. A Blanket Sign Program shall be approved by the Site Plan Review and Appearance Board or the Historic Preservation Board if the project is in a historic district or historically designated site. After approval of a Blanket Sign Program, individual signs consistent therewith shall be administratively approved.

The signage proposed is consistent with the intent of the Blanket Sign criteria identified above. Pursuant to LDR 4.6.7(F)(2)(a). Any deviation from the existing program results in amending the current program which are the signs identified above. The proposed signage is consistent with the existing sign program and is in harmony with the architecture of the building. The applicant has provided photographs to show the proposed awning sign is very similar to what was provided on the original awning and restaurant.

Given the review provided above, Staff recommends approval of the amendment to the Blanket Sign Program for 411 E. Atlantic Avenue.

### Alternative Actions

- A. Continue with direction
- B. Move approval of the amendment to the Blanket Sign Program (2019-077) for **411 E. Atlantic Avenue** based upon positive findings to LDR Section 4.6.7(F)(2)(a).
- C. Move denial of the amendment to the Blanket Sign Program (2019-77) for **411 E. Atlantic Avenue** based upon failure to make positive finding to LDR Section 4.6.7(F)(2)(a).



Off White lettering on existing brown awning

PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

Mark Gregory ES 12-001050  
Sign Specialist  
561-716-4531  
gregorymg1@aol.com

COLORS

White lettering on a brown awning

CUSTOMER:  
LOCATION:  
CONTACT:  
PHONE / FAX:  
EMAIL:

Please review your Name  
text & spelling---This is the  
way it will appear on the  
finished product

Approved By:

DATE

SCALE NTS

DATE 12/3/18

REVISED

DRAWING NO.

The Wine Room - Delray Beach Awning

DRAWN BY

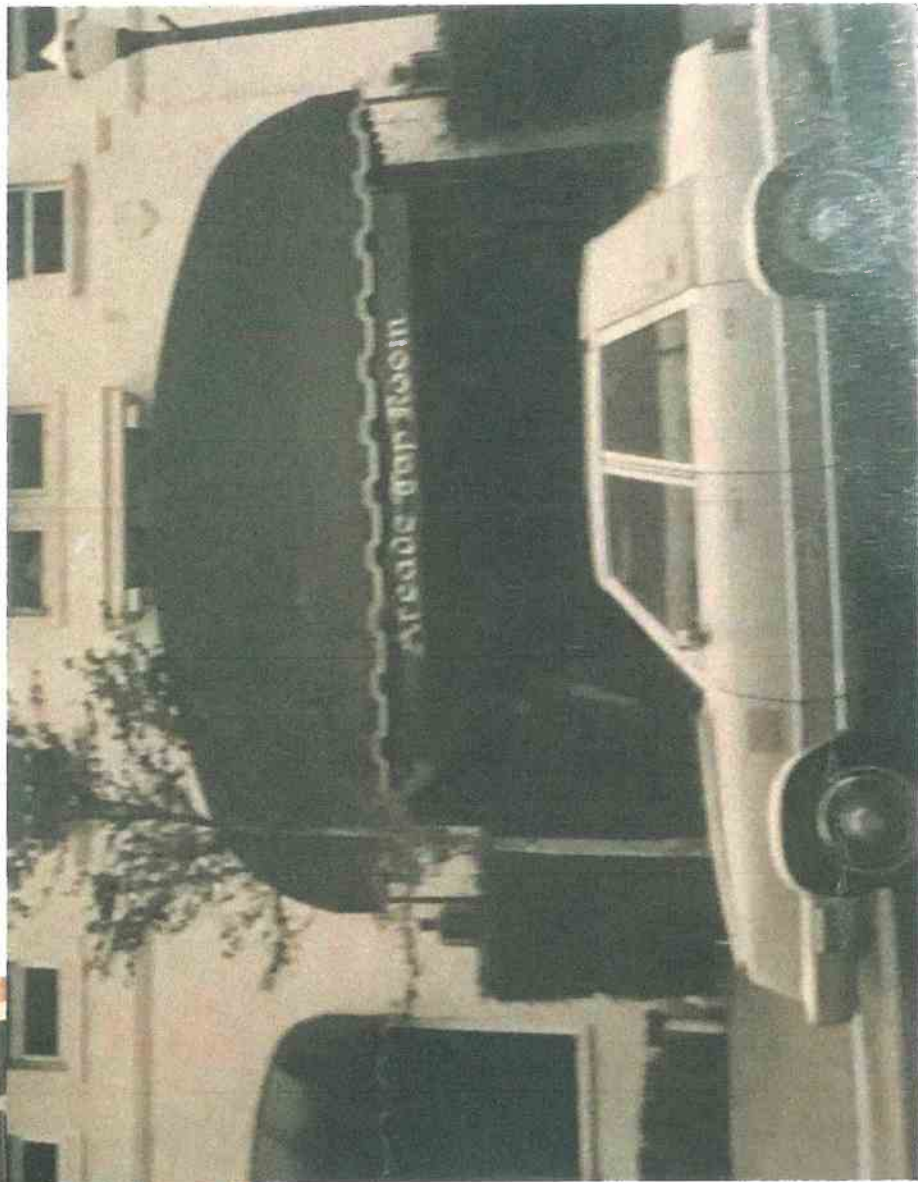
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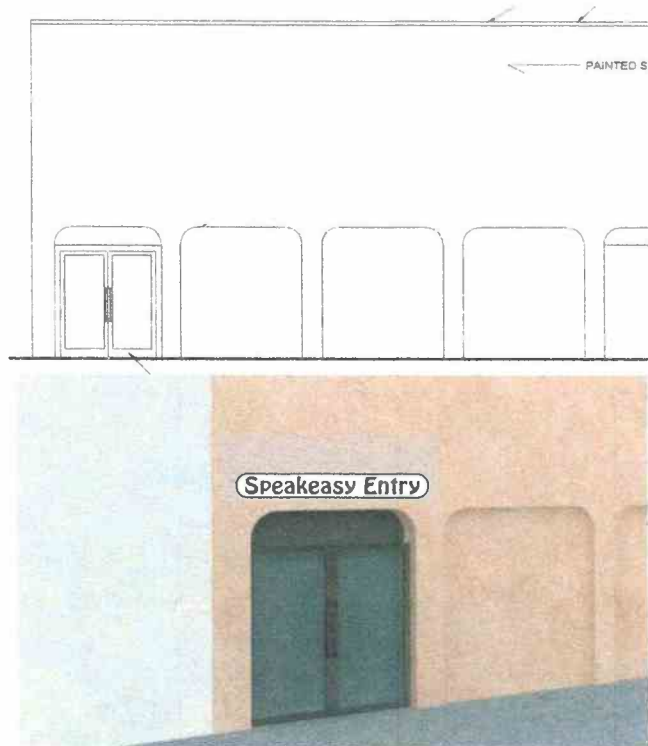
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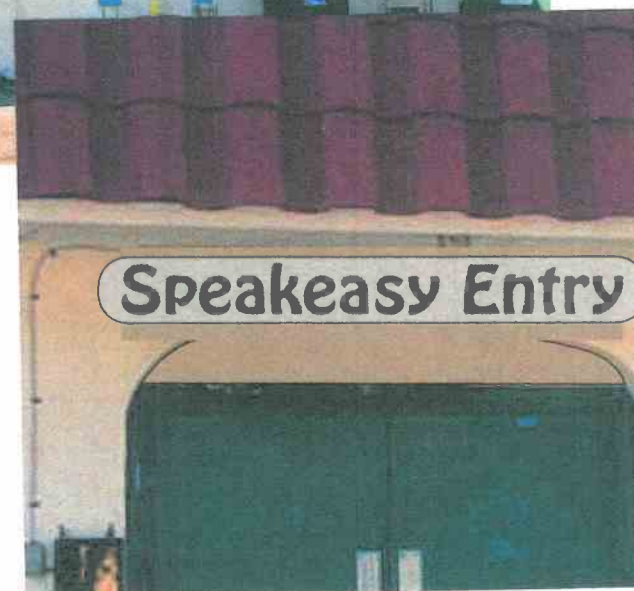
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Existing Speakeasy Sign  
Neon



84"  
10" - **Speakeasy Entry**

PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

Mark Gregory ES 12-001050  
Sign Specialist  
561-716-4531  
gregorymg1@aol.com

**COLORS**  
White push through copy with  
a Black veneer  
Exposed metal to be painted  
wall color

**CUSTOMER:**  
**LOCATION:**  
**CONTACT:**  
**PHONE / FAX:**  
**EMAIL:**

*Please review your Name  
text & spelling---This is the  
way it will appear on the  
finished product*

Approved By: \_\_\_\_\_ DATE: \_\_\_\_\_

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SCALE NTS

DATE 12/3/18

REVISED

DRAWING NO.

Speakeasy - Delray Beach WS

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MG

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## Clarification addendum to submittal 12/10/18



Edges and base to have a polished aluminum finish



Mark Gregory  
Sign Specialist  
MG Concepts, LLC  
ES 12-001050  
561-716-4531  
Mgreg01@Comcast.net



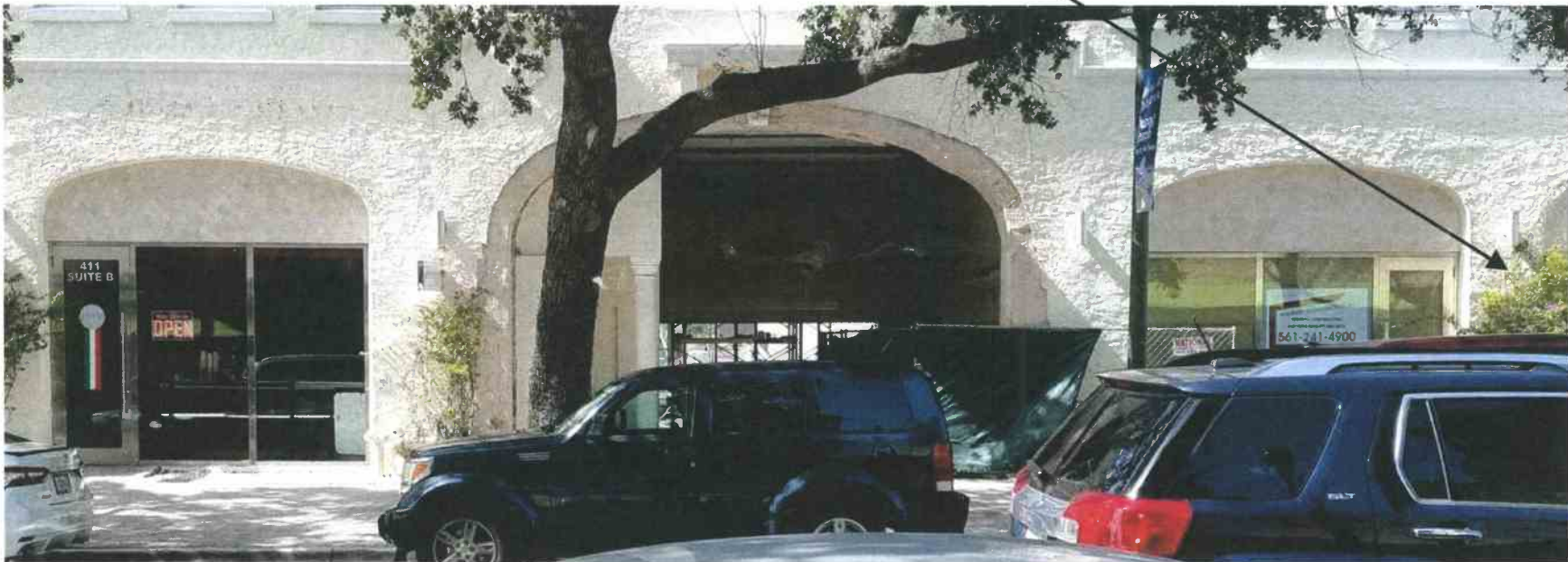
13" --

38"

# Wine & Cheese Shop

This document has been digitally signed and sealed by Christian Langley, PE on the date noted in this digital signature. Printed copies of this document are not considered signed & sealed, & the signature must be verified on any electronic copies.  
Serial: 4575 9K 0010 80 43 20 10 80 BC 02

Digitally signed  
by Christian  
Langley  
Date: 2018.12.05  
12:08:04 -05'00'



Projecting sign LED illuminated light boxes  
with flat faces black copy and white background

## PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

## LED Illuminated projecting sign

Mark Gregory ES 12-001050  
Sign Specialist  
561-716-4531  
gregorymg1@aol.com

**COLORS**  
White push through copy with  
a Black veneer  
Exposed metal to be painted  
wall color

**CUSTOMER:**  
**LOCATION:**  
**CONTACT:**  
**PHONE / FAX:**  
**EMAIL:**

*Please review your Name  
text & spelling---This is the  
way it will appear on the  
finished product*

Approved By: \_\_\_\_\_

DATE \_\_\_\_\_

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Wine & Cheese Shop - Delray Beach PS

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13" --

38"



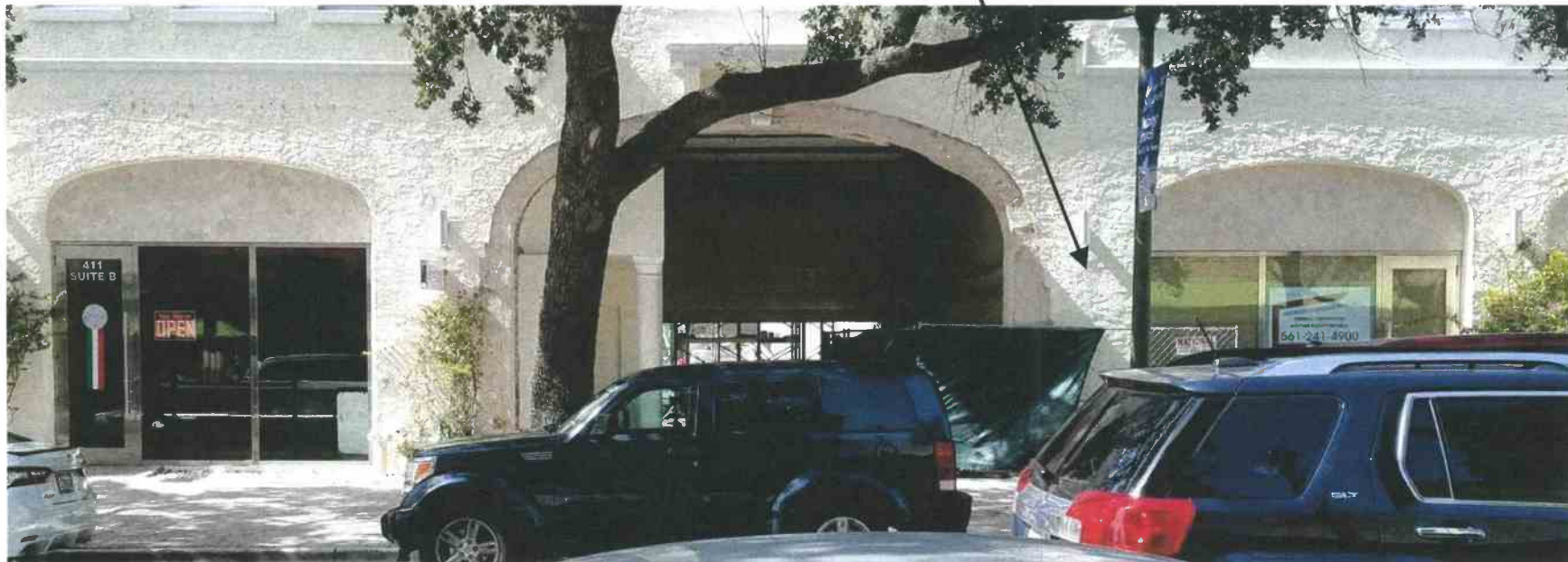
**The Wine Room  
Kitchen & Bar**

This document has been digitally signed and sealed by Christian Langley, PE on the date noted in this digital signature. Printed copies of this document are not considered signed & sealed, & the signature must be verified on any electronic copies.  
Serial: 4575 PE 00 F0 8043 20 10 88 BC 07

Digitally signed  
by Christian  
Langley  
Date: 2018.12.05  
12:07:46 -05'00'



**Easy  
Seals**  
DEC  
04  
2018  
Christian Langley  
Florida PE #67382  
Cert of Auth #31124



Projecting sign LED illuminated light boxes  
with flat faces black copy and white print background

Wall components & cladding:  
• Zone 4: ± 40.8 psf  
• Zone 5: ± 51.9 psf

• Sign Height - 30 ft max  
• Kzt=1.0, Kd=0.85, G=0.85  
• ASD Load Coeff = 0.6

**ASCE 7-10 WIND LOADS:**  
• V=170 mph • Exposure C  
• Risk Category 2 Structure

PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

**LED Illuminated projecting sign**

Mark Gregory ES 12-001050  
Sign Specialist  
561-716-4531  
gregorymg1@aol.com

**COLORS**  
Flat plexiglass face with a  
printed veneer  
Exposed metal to be painted  
Silver

**CUSTOMER:**  
**LOCATION:**  
**CONTACT:**  
**PHONE / FAX:**  
**EMAIL:**

*Please review your Name  
text & spelling---This is the  
way it will appear on the  
finished product*

Approved By: \_\_\_\_\_ DATE \_\_\_\_\_

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The Wine Room - Delray Beach PS	
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