



SITE PLAN REVIEW AND APPEARANCE BOARD STAFF REPORT

DEVELOPMENT SERVICES DEPARTMENT

100 NW 1ST AVENUE, DELRAY BEACH, FLORIDA 33444

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

Meeting: December 8, 2021

File No.: 2022-047-MSP-SPR

Application Type: Master Sign Program

General Data:

Owner: Sign Partner

Location: 200 NE 2nd Avenue

PCN: 12-43-46-16-K5-000-1100

Property Size: 0.457 Acres

FLUM: CC (Commercial Core)

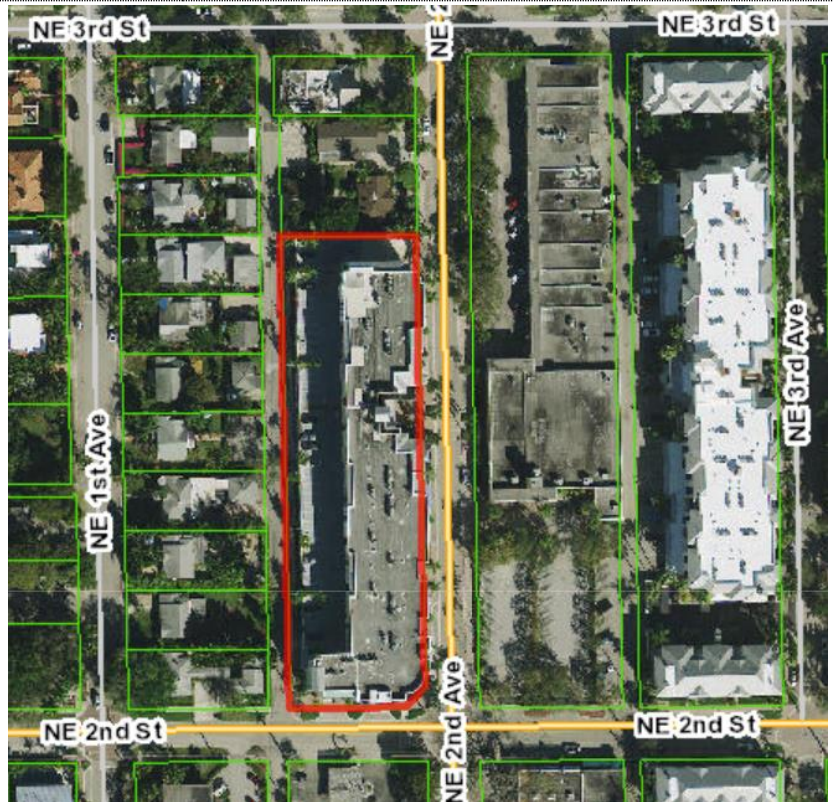
Zoning: CBD (Central Business District)

Adjacent Zoning:

- North: CBD
- South: CBD
- East: CBD
- West: CBD

Existing Land Use: Mixed Use

Proposed Land Use: Personnel Services



Item before the Board:

The action before the Board is the consideration of an Amendment to the existing Master Sign Program for Rove Salon located at 200 NE 2nd Avenue pursuant to LDR Section 4.6.7(F)(2)(b).

Optional Board Motions for Action Items:

1. Move to continue with direction.
2. Move approval of the Amendment to the Master Sign Program (2022-047) for the sign at Rove Salon located at 200 NE 2nd Avenue based upon positive findings to LDR Section 4.6.7(F)(2)(b).
3. Move denial of the Amendment to the Master Sign Program (2022-047) for the sign at Rove Salon located at 200 NE 2nd Avenue based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

Background:

The subject property is located at the corner of NE 2nd Street and NE 2nd Avenue within the Central Business District (CBD). The property contains a mixed-use development with 40 residential units and retail bays on the ground floor and was formally known as the Pineapple Grove Building built in 2006. The development is now known as City Walk.

On September 13, 2006, the current Master Sign Program was approved and consists of five types of exterior signs: one projecting double faced pennant sign banner for parking garage, individual illuminated channel letters over the main building entrance, one bronze address plaque at the main building entrance, one typical tenant sign for each tenant; to be allowed at the corner location, and window lettering. The tenant wall signs are proposed to be internally illuminated cabinets 20" high by 7'6" in length (12.45 SF) with a beveled edge and placed over each business entrance in the specifically designated area. Every sign face will have a sand-colored background that matches the building color and only push through Plexiglas letters to be allowed. Each sign may have

Project Planner:

Rachel Falcone, Planner
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Review Dates:

December 8, 2021

Attachments:

1. Sign Renderings



individual colored logos.

On February 10, 2021, Whit's Frozen Custard amended the sign program to have illuminated channel letters and three lines of copy. The sign met the intent of the sign code and was approved by the SPRAB Board.

Now before the board is illuminated back lit channel letters in black. The size of the sign is 6 x 2'8" for a total of 17 SF.

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 sign is on the east elevation and is two lines of copy above the tenant space. The size of the sign is within the allowable criteria in the Land Development Regulations of 4.6.7(E), which would allow a sign up to 40 SF. The applicant is requesting to deviate from the required cabinet signs and use a more updated look of a back lit channel letter.



The approved cabinet boxes are outdated as the program was written in 2006. For each applicant to be approved for channel letters, the owner of City Walk would need to submit an amendment to update the entire program. As tenants move in, they are amending the program to have the more updated sophisticated look. The applicant is also proposing a material change to the awnings which will accent the signage.