



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

SITE PLAN REVIEW AND APPEARANCE BOARD

Meeting: December 8, 2021	File No.: 2021-230-MSP-SPR	Application Type: Master Sign Program
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General Data:
Agent: Mark Gregory
Applicant/Owner: Edwards Atlantic Avenue, LLC
Location: 615 E. Atlantic Avenue
PCN: 12-43-46-16-P7-001-0010
Property Size: 9.22 acres
FLUM: Commercial Core (CC)
Zoning: Central Business District (CBD)
Adjacent Zoning:

- North: Medium Density Residential (RM) / CBD
- South: CBD
- East: CBD
- West: CBD

Existing Land Use: Vacant
Proposed Land Use: Mixed Use

Item before the Board:
 The action before the Board is the reconsideration of a Master Sign Program for Buildings one, three and six of the Atlantic Crossing Project.



Optional Board Motions for Action Items:

1. Move to continue with direction.
2. Move approval of a Master Sign Program (2021-230) for **Atlantic Crossing** located at 615 E. Atlantic Avenue based upon positive finding to LDR Section 4.6.7(F)(2)(b).
3. Move denial of a Master Sign Program (2021-230) for **Atlantic Crossing** located at 615 E. Atlantic Avenue based upon a failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

Project Planner: Jennifer Buce, Planner buce@mydelraybeach.com 243-7138	Review Dates: SPRAB Board: December 8, 2021	Attachments 1. Master Sign Program
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**Background:**

On September 22, 2021, the Site Plan Review and Appearance Board postponed the approval of the Master Sign Program due to the size, location and the amount of signage proposed in Phase One. Most of the concerns from the board were raised about the Hampton Social signage to the size and scale of the projecting sign and the affects it could have on the residents on the floors above. In addition, both Le Colonial and Hampton Circle had excessive awning signage. The board also suggested that the parking garage have additional wayfinding signage to direct patrons to the garage.

The applicant is returning to the board with a modified Master Sign Program. The Hampton Social is removed from the Phase One of the Master Sign Program.

Description of Proposal:

The proposed Master Sign Program for Atlantic Crossing will be completed in four phases. The first phase will include signage on Buildings one, three (which include the retail tenants only) and six for retail and restaurants on the first floor, Bank of America on the upper floors and a Parking Garage Sign. The sign program includes projecting, wall, and awning signs. Corporate colors and logos are allowed, unique design and shapes are encouraged.

Typical Tenants

Tenants on corners are allowed a sign on each frontage. Tenants with front and rear exposure to be allowed signs on both frontages. Smaller retail tenants with internal exposure to be allowed a flat wall sign or a projecting sign with window lettering. The projecting signs will be 39" wide by 39" tall and an overall projection not to exceed 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 one. The proposal is for two wall signs on the west and south elevations at 40 SF. The signs are illuminated channel letters in their corporate red and blue colors. There were no changes made to these signs.

Le Colonial

The proposed restaurant is in building one at the corner of E. Atlantic Avenue and Federal Hwy. The proposed signage consists of two flat wall signs on the west elevation (6 SF and 6.7 SF) and awning signage on the north and west elevation internal to the site and the south elevation facing Atlantic Avenue. The awning signage has been reduced to one awning on the north, west and south elevations. The north and west elevations are interior to the site and the south elevation faces Atlantic Avenue,

Bar Doraado

The signage is proposed on the south and west elevations. The signs are proposed at 5 SF.

Chicos

The proposed retail store is in building one facing Atlantic Avenue. One wall sign is proposed at 16.92 SF and one projecting sign is proposed at 7.54 SF. This remains the same.

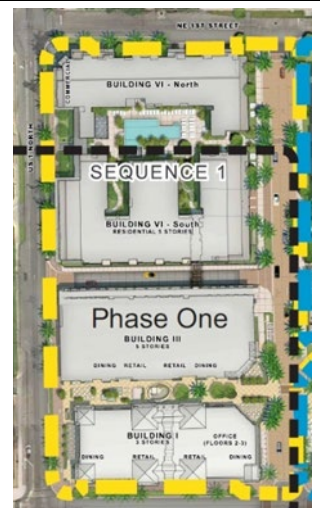
Parking Garage

There were no changes made to the parking garage signage. The proposed sign is at building VI facing the east elevation. The proposed sign is 11.5 SF. The sign is double sided for a total of 23.1 SF.

The complete Master Sign Program is provided as an attachment as well as the original submittal from the September meeting.

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.

Given the size and scale of Atlantic Crossing, a Master Sign Program is required. The Master Sign Program allows for automatic granting of waivers from Subsection (D) which is Aesthetic Qualities which includes scale, design and location: signs shall be appropriate in size, scale, and design for the neighborhood or streetscape where it is to be located and 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.

Subsection (E) Sign Standards also allows for the automatic granting of waivers which includes the type of signs that a building may have such as a wall sign, under canopy, projecting and a free standing, the number of signs, the size and location allowed on the building. In addition, the signage in a Master Sign Program, should be considerate of how many additional signs are included, the size of the signs and location of what would normally be allowed if it were being reviewed through straight code.

According to the Delray Beach Shopability Analysis from 2018, the downtown area should have more unique and non-uniform signage. The proposed Master Signage demonstrates the unique signage with offering different types of wall signs (standing letters or flat wall) and different shapes of projecting signs. Although a Master Sign Program allows for additional signage and larger signs, consideration of the character of the City's downtown and its functionality to its surrounding areas should be taken into consideration. Pursuant to LDR Section 4.6.7(E) Sign Standards allowable signage without a Master Sign Program for the Central Business District is as follows.

- Wall Sign: One per business facing each dedicated street frontage. The SF is computed by 15% of the building face x 12 feet height times the width of the tenant space. That SF is not to exceed that SF number or exceed 160 SF. A wall sign is defined as a sign flush mounted or hand painted. Such may be applied to a canopy/awning, mansard, or building face.
- Directory: One per building at a maximum of 24 square feet
- Projecting: one per business; maximum of 30 SF from building or under canopy
- Under Canopy – one per business 4 SF

Phase One Proposal

The signage proposed for the first Phase of Master Sign Program for Atlantic Crossing mostly follows what would be allowed by the City sign code and could be approved administratively. The internal wall signs proposed to the mall area and on the west elevation signage for Le Colonial would require a waiver to the sign code if it was not under a Master Sign Program. Pursuant to LDR 4.6.7(E)(7) only one wall sign per street frontage is allowed. However, the granting of automatic waivers to subsection (D) and (E) are allowed through the Master Sign Program if the signage is of appropriate size, scale, and design.

Building VI is residential with the parking garage. The DDA and the SPRAB board highly recommended that additional wayfinding signage be added to help navigate patrons to the garage. The applicant did not add any additional signage for the parking garage. In experience with a Master Sign Program when a parking garage is part of the program, the applicant has returned more than once on occasion to include more signage for the parking garage to help navigate visiting patrons.

The Proposed Master Sign Program is consistent with the Gibbs Shopability Analysis as they are all “unique” signs for each tenant. The applicant did consider some of the recommendations and reduced the amount of signage that was proposed from the initial submittal and removed tenants that are not ready for Phase One.

Any new signage in the future will need to return to the board for approval for an amendment to the Master Sign Program for Atlantic Crossing.