



# DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

## SITE PLAN REVIEW AND APPEARANCE BOARD STAFF REPORT

### 502 East Atlantic Avenue

Meeting	File No.	Application Type
May 25, 2022	2022-119-SPF-SPR-CL1	Amendment to the Master Sign Program
Property Owner	Applicant	Agent
MROD Realty CORP	MORD Realty CORP	Mark Gregory

#### Request

Consideration of an amendment to the Blanket Sign Program for the property located at **502 East Atlantic Avenue**.

#### General Data

**Location:** 502 East Atlantic Avenue

**PCN:** 12-43-46-16-G6-000-0010

**Property Size:** 0.16 Acres

**Land Use Designation:** CC (Commercial Core)

**Zoning District:** CBD (Central Business District),  
Central Core Sub-district

#### Adjacent Zoning:

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

**Existing Land Use:** retail, restaurant, office



#### Background

The subject property is located on the southeast corner of SE 5<sup>th</sup> Avenue and East Atlantic Avenue and consists of a 12,290 square foot, two-story building with retail and restaurant on the first floor and office use on the second floor. The northeastern corner of the building includes a separate entrance, where several different establishments have existed throughout the years including: Subway, Bar Deli, and Café Gelato, Panni, & Wine Bar.

The approved Blanket Sign Program consists of individual channel letters on a wireway or no wireway, white face, black trim, black returns, or bronze trim or returns, registered trademark and logos allowed and various typefaces. The maximum letter height is 24 inches for one line of copy and two lines of copy may be a combination of 10 inches top line and 10 inches lower line or 15 inches top line and 6 inches lower line. The approved Blanket Sign Program consists of three wall signs located on the west elevation, north elevation, and the northeast elevation and three under canopy signs.

On December 17, 2014, the Site Plan Review and Appearance Board (SPRAB) tabled a consideration for an amendment to the Blanket Sign Program as there were concerns with the placement of the proposed sign, which was to be located over the main entrance of the building at the intersection of Atlantic Avenue and SE 5<sup>th</sup> Avenue. It is noted that the proposed sign was associated with a second-floor business, and the board recommended that the applicant consider a directory sign so that all tenants could have identification.

On January 14, 2015, the applicant returned to SPRAB with a new concept, which included relocating the proposed sign to the north elevation underneath an existing wall sign (504 Office Suites). In addition, the applicant also proposed a directory sign over the

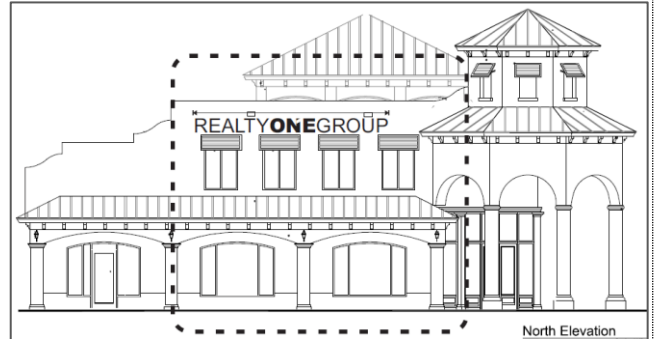
entrance of the building at the intersection of Atlantic Avenue and SE 5<sup>th</sup> Avenue, as well as larger canopy signs. The board postponed the item once again as they did not think the applicant took the direction that was given. The direction was that the signage, which existed on the building, was sufficient and that a directory sign should be considered for the office suites on the second floor.

On November 18, 2021, staff administratively approved the Costa Organic Kitchen sign on the west elevation as it met all the requirements of the sign program for size and placement.

### Update

On March 23, 2022, the SPRAB considered the request and voted 4-0 to continue with direction (Todd L'Herrou, Dana Post Adler and John Brewer absent). During the Board's consideration and discussion of the item, concerns were expressed regarding:

- The second-floor wall sign designated for one tenant where there are multiple tenants on the second floor and that a directory sign should be considered;
- The increase in copy size for both one line of copy and two lines of copy was not in size and scale with the architecture of the building.



The applicant has adjusted the proposal and provided a revised sign program (provided as an attachment) that is appropriate with architecture of the building.

### Description of Proposal

The revised sign program now includes two wall signs, (one on the north elevation and one on the west elevation), two under canopy signs (north elevation walkway), one projecting sign on the west elevation and one directory sign located on the north elevation.

Northeast Signage (Opal & Ore) There were no changes made to the wall sign, which is black reverse channel letters with white LED illumination at 11 feet wide by 17" for the first line of copy and 6.5" for the second line of copy. A new under internally illuminated under canopy sign at 12" x 48".

North Elevation A new proposed Directory sign, which measures 5 feet by 4 feet for a total of 20 square feet.

West Elevation (Costa Organic Kitchen) Approved administratively as it met the perimeters of the Blanket Sign Program and a new projecting sign 3 feet by 1 foot 5 inches for a total of 4 feet 5 inches.



Sign Program Amendment, Size for wall signs One line of copy 24 inches and two lines of copy 30 inches overall height if space on wall area will allow with sufficient margins, top line to 24 inches with lower line up to 20 inches and to allow reverse channel letters.

The full staff report provided to the Board on March 23, 2022, has been amended below to reflect the revised request.

### Review and Analysis

#### Amendment to the Blanket Sign Analysis

Pursuant to **LDR Section 4.6.7(F)(2)(a), Signs requiring permits: Master sign and blanket sign programs**, *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.*

Pursuant to **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.*

Pursuant to **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.

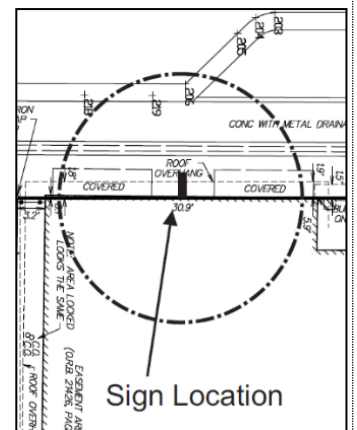
The Blanket Sign Program provides a baseline for approval of signage on smaller multi-tenant buildings. The main difference in a Blanket Sign Program and a Master Sign Program is there are no automatic granting of waivers in a Blanket Sign Program. If the applicant were to propose signage that is not allowed pursuant to Land Development Regulations (LDR) set forth in 4.6.7 that can be waived, the applicant would need to request a waiver with approval from the City Commission.

The Blanket Sign Program allows for some consistency & individuality and limits the amount of signage on the building so the building is not cluttered with signage. The 504 Office Building is unique as it is a two-story building with retail and restaurant on the first floor (each restaurant has its own entrance while the main entrance to the building has an open concept with a retail component with kiosk like separation) and the second floor contains office space with approximately 28 individual offices. The applicant is proposing to increase the size of the wall signs for single and two lines of copy. In the subsections referenced above "Aesthetic Qualifications", the signs shall be proportionate in size and scale with the building façade and the architecture of the building and positioned harmoniously with building features. The approved Costa Organic Kitchen sign is one line of copy at 24 inches. The wall sign measurements have been revised from one line of copy at 30 inches to 24 inches and is now more proportionate and aesthetically appropriate. Signs with two lines of copy up to 24 inches for the top line and up to 10 inches for the lower line are only aesthetically appropriate on the north elevation given the existing architectural details and building features such as the scuppers and awnings.



The proposal removed the second-story wall sign (Realty One Group, 21" tall) and now incorporates an appropriately designed and placed directory sign on the north elevation. The directory sign meets the size requirements allowed by the LDR. The size, which is 60 inches by 48 inches (20 sf), allows the sign to proportionately fit between two existing windows.

The proposed projecting sign on the west elevation (graphic at right) meets the intent of the code pursuant to LDR Section 4.6.7(E), which allows a projecting sign up to 30 SF. However, pursuant to LDR Section 4.6.7(3)(c)(8), when a sign requires a permit and is located within an easement or right-of-way, an



agreement in a form acceptable to the City Attorney shall be executed between the property owner and the City. The agreement shall be executed by the City Manager, or their designee. A performance bond or acceptable substitute guarantee may be required. If the projecting sign is approved, a Hold Harmless agreement will need to be executed prior to permit issuance.

The proposed reverse channel letters are individual letters lit from the back of the letter and shine onto the wall behind providing for a softer glow. This option would be an addition to the approved wireway, which is similar except that the lighting is within the channel letters themselves.

Overall the proposed amendments to the Blanket Sign Program meet the requirements of the LDR and are an improvement to the originally proposed signage. The new signs are appropriate in terms of their overall design aesthetic and will contribute to the success of the building's businesses in the downtown.

### Board Action Options

- A. Move to continue with direction.
- B. Move approval of the amendment to the Blanket Sign Program (2022-119) located at **502 East 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 (2022-119) located at **502 East Atlantic Avenue**, based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(a).