



# DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

## SITE PLAN REVIEW AND APPEARANCE BOARD STAFF REPORT

### Delray Place South

Meeting	File No.	Application Type
September 28, 2022	2022-229-SPF-SPR-CL1	Amendment to the Master Sign Program
Property Owner	Applicant	Agent
Delray Place South, LLC	Delray Place South, LLC	Mark Gregory

#### Request

Consideration of an amendment to the Master Sign Program for **Delray Place South** located at **1911 South Federal Highway**.

#### General Data

**Location:** 1911 South Federal Highway

**PCN:** 12-43-46-28-06-001-0010

**Property Size:** 1.8 Acres

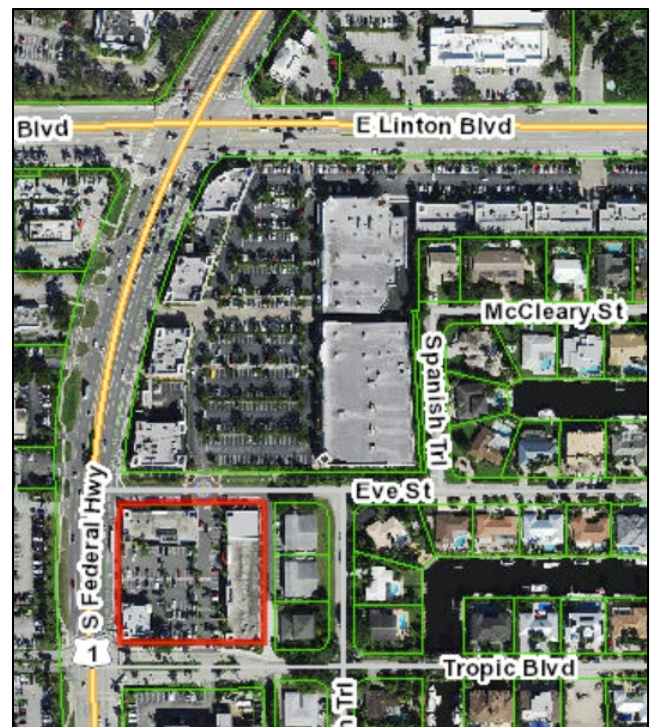
**LUM:** GC (General Commercial)

**Zoning:** PC (Planned Commercial)

#### Adjacent Zoning:

- North: SAD (Special Activities District)
- South: AC (Automotive District)
- East: RM (Medium Density Residential)
- West: AC

**Existing Use:** Shopping Center



## Background

The Delray Place South Shopping Center formerly known as “Gateway Shopping Center” was developed in 1977 and has gone through several transformations through the years. As redevelopment occurred the name of the plaza changed to “Tropic Square”, which was appropriate as the neighborhood of Tropic Isle is directly behind and to the east the shopping plaza.

In 2013, Delray Place was developed north of the subject property, and in 2016, the subject shopping center was approved for significant improvements to the site that allowed a more direct connection between the two commercial developments. At that time, the name was changed to Delray Place South.



The Master Sign Program for the shopping center was approved by the Board in 2000. The approved Program set the parameters for all future tenant signs with the size, color, and type of channel letter. The approved Program also included two monument signs: (1) At South Federal Highway, set back two-feet from the property line with 14-foot height maximum; and (2) Corner of Federal Highway and Tropic Boulevard at seven feet tall. The original Master Sign Program was amended in 2015 to provide for a new refurbished monument sign along South Federal Highway, which was damaged in 2013 due to a car accident and deemed an unsafe structure.

## Description of Proposal

The amendment to the sign program will accommodate signage on the architecture features and/or towers for the three major tenants (Suite #108, 206, and 212) and the secondary tenants. The details of the proposed signage, which includes wall signs, under canopy signs, and monument signs, are provided below:

### Letter Height

- Major tenants allowed a maximum of 48 inches for a single and double line of copy.
- Secondary tenants allowed maximum height 36 inches for a single and double line of copy. National and state registered logos and trademark logos allowed. Secondary tenants may be allowed a logo at a larger size with landlord approval. Logos may not exceed defined sign area. Building sign area to be calculated per LDR Section 4.6.7(E), storefront width x 12 feet x .15%.

### Colors:

- Cardinal Red, Standard White, and Night Day Plex Grey (appears black during the day and off white at night).

### Wall Signs

- Tenant signs shall not encroach closer than 3 inches to the top and bottom edge with a 3-inch margin side to side.
- Adjacent tenant signs shall have a 2-foot separation.
- Backerboard (sign is panel that the sign is placed upon similar to a sign panel which is also allowed).
- Signs do not need to be centered over lease lines and can go over other separate lease lines, signs do not need to be above tenant façade and can be placed on tower feature next to tenant.
- Font type families are Brushed Script, Avant Grade Times New Roman. Fonts of similar character and nature to be considered and allowed by the owner.





### Under Canopy Signs

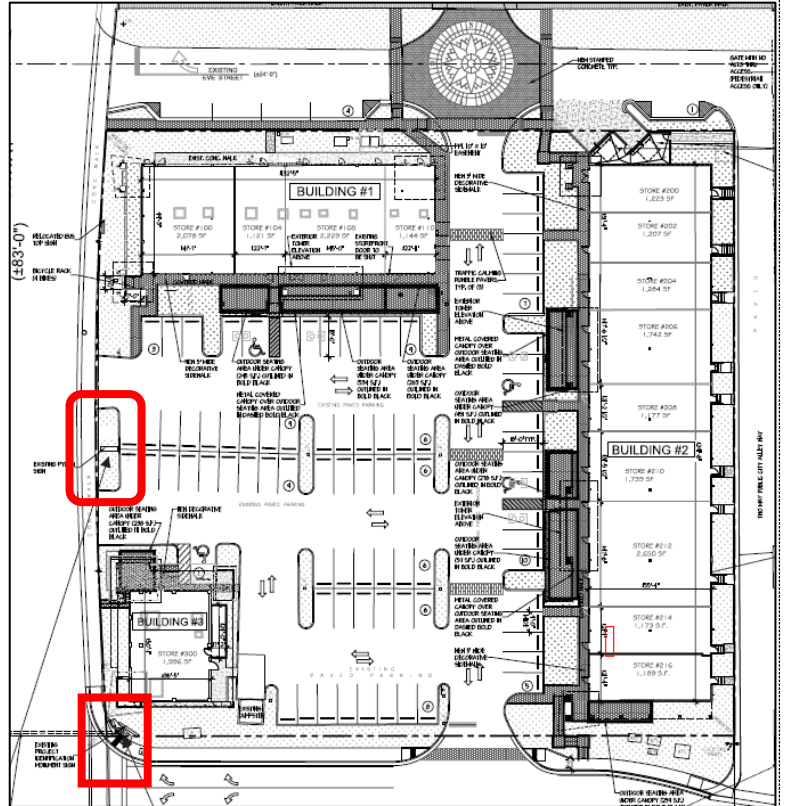
- Signs shall all look the same.
- Size: 48 inches x 12 inches
- Colors: Modern White, Van Dyke Brown, Robust Orange, and Satin Aluminum. Trademark or registered logo on a White background. Nonregistered Taupe on White background.



### Monument Signs

There are two existing monument signs that exist on site. The monument that is on South Federal Highway was approved in 2015 and no additional work is proposed. The sign meets the height requirement of 14 feet and 160 Square feet of sign area. The setback is at one foot, which is an existing nonconformity.

The sign on the corner of South Federal Highway and Tropic Boulevard is proposed to be refurbished in printed stone veneer on the base and free-floating illuminated channel letter on top.



### Review and Analysis: Amendment to a Master Sign Program

#### **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.

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 amendment to the master sign program for Delray Place South mostly mimics the sign program in place for Delray Place. The signs are in harmony with the neighborhood to the east and are in size and scale for the streetscape. The Anchor tenants are allowed a larger sign, which is a common detail for shopping centers with multiple anchor tenants as the leased space is larger. The signs are designed to be positioned harmoniously with the building's architectural features. However, the signs do not need to be centered over the lease lines and can go over other separate tenant lease lines. Tenant signage is calculated by the tenant bay size x 12-foot height x 15% (the calculation of 12 feet x 15% is standard for all signs per LDR 4.6.7(E)(7) not to exceed 160 SF. Allowing signs to cross over into other lease space and not centered over their tenant space could disrupt the harmony of the architecture of the building by having signage either to close together or too far apart. The corner tenants are allowed two wall signs as they have exposure to the street and internal to the shopping plaza. The placement of the monument signs is an existing nonconformity and may remain. The sign on South Federal Highway requires no additional changes and the corner monument sign is using the existing foundation; therefore, allowing the structure to remain. The overall sign program is not anticipated to pose a detriment to the surrounding commercial corridor or have an impact on the adjacent neighborhood.

#### Board Action Options

- A. Move approval of the amendment to the Master Sign Program (2022-229) for **Delray Place South** located at **1911 South Federal Highway**, by finding that the request meets the criteria set forth in the Land Development Regulations.
- B. Move denial of the amendment to the Master Sign Program (2022-229) for **Delray Place South** located at **1911 South Federal Highway**, by finding that the request does not meet the criteria set forth in the Land Development Regulations.
- C. Move to **continue with direction**