



Planning, Zoning and Building Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: Downtown Delray Professional Center
Project Location: 530 SE 5th Avenue
Request: Approval of a Blanket Sign Program
Board: Site Plan Review and Appearance Board
Meeting Date: January 25, 2017

Board Action:

Approved (7-0) to establish Blanket Sign Program for 530 SE 5th Avenue.

Project Description:

The property is located on the north side of SE 6th Street between SE 5th Avenue and SE 6th Avenue and measures 0.957 acre and is zoned General Commercial (GC).

A sign program is needed for a multi-tenant building to establish consistency with its tenants. The applicant is now before the board to establish the Blanket Sign Program.

The proposed detailed Blanket Sign Program consists of wall signs, two monument signs and address signage.

The monument signs are 7' high and 8' wide, black, bronze and white dimensional with ceramic wood and are illuminated. Tenant names to be dark bronze or national trademark logo. The signs are in a 10' setback; one located on SE 5th Avenue and one located on SE 6th Avenue.

The wall signs are 1/4" thick aluminum plate or illuminated reverse channel letters. Aluminum plate letters to be on threaded studs with 1" spacers color to be MAB dark bronze. Reverse channel letters to be duPont bronze with low voltage LED 6500 white. Nationally trademark logos are allowed.

The wall signs are to have a maximum letter height of 24" and a minimum side margin of 24". The tenant may choose an alternate standalone letter to the traditional flat wall. Tenants may have up to two wall signs (one facing the parking lot and one facing the street) with the end units allowed up to three signs. The address signs are located on both buildings on SE 6th Avenue and are 20" x 72".

Staff Recommendation:

Approval

Board Comments:

No Comments

Public Comments:

No comments

Appealable Item Report

Associated Actions:

none

Next Action:

The SPRAB action is final unless appealed by the City Commission.

SITE PLAN REVIEW AND APPEARANCE BOARD

CITY OF DELRAY BEACH

---STAFF REPORT---

MEETING DATE: January 25, 2017

ITEM:

Downtown Delray Professional Center (2017-058) Consideration of a Blanket Sign Program for the property located at 530 SE 6th Avenue, the Downtown Professional Center Pursuant to LDR Section 4.6.7(F)(2)(a).

RECOMMENDATION: Approval

GENERAL DATA:

Owner..... 555 SE 5th Avenue, LLC

Applicant Mark Gregory

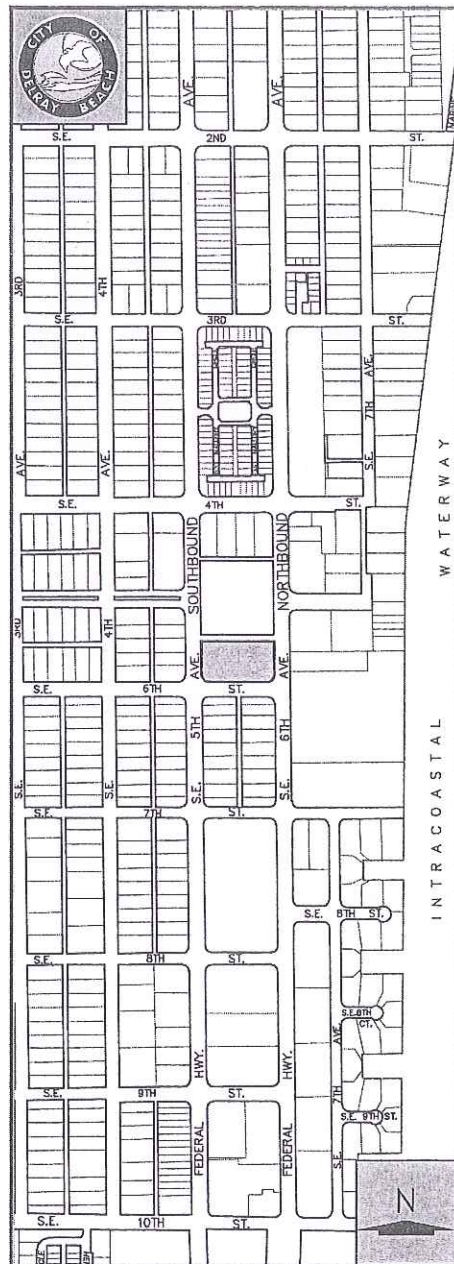
Location..... On the north side of SE 6th Street
between the US1 pairs (SE 5th &
SE 6th Avenues)

Property Size..... 0.952 acres (41,458 sq. ft.)

Future Land Use Map..... GC (General Commercial)

Current Zoning..... GC (General Commercial)

Adjacent Zoning..... North: GC
South: GC
East: POD (Professional Office District)
RM (Multiple Family Residential)
NC (Neighborhood Commercial)
West: GC



**SITE PLAN REVIEW AND APPEARANCE BOARD
STAFF REPORT**

Applicant: MG Concepts
Mark Gregory

Project Name: Downtown Professional Center
Blanket Sign Program

Project Location: 530 SE 6th Avenue

ITEM BEFORE THE BOARD

The item before the Board is the consideration of a Blanket Sign Program for the property located at 530 SE 6th Avenue, the Downtown Professional Center Pursuant to LDR Section 4.6.7(F)(2)(a).

BACKGROUND AND PROJECT DESCRIPTION

The property is located on the north side of SE 6th Street between SE 5th Avenue and SE 6th Avenue and measures 0.957 acre and is zoned General commercial.

On December 11, 2013, SPRAB approved with conditions a Class V site plan, landscape plan and architectural elevation plan for Downtown Delray Medical Centre associated with the construction of two one-story 6,500 square foot buildings (totaling 13,000 sq. ft.).

On December 14, 2016, SPRAB approved a Class II Site Plan, Landscape Plan and Architectural Elevations associated with a proposed generator with enclosure, aluminum canopy, equipment screening and roof on Building #2, modified sidewalk configuration between buildings and minor storefront changes.

A sign program is needed for a multi-tenant building to establish consistency with its tenants. The applicant is now before the board to establish the Blanket Sign Program.

ARCHITECTURAL ELEVATIONS ANALYSIS

LDR SECTION 4.6.7(F)(2)(a) 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. After approval of a Blanket Sign Program, individual signs consistent therewith shall be approved administratively.

The proposed detailed Blanket Sign Program is attached and consists of wall signs, two monument signs and address signage.

The monument signs are 7' high and 8' wide, black, bronze and white dimensional with ceramic wood and are illuminated. Tenant names to be dark bronze or national trademark logo. The signs are in a 10' setback; one located on SE 5th Avenue and one located on SE 6th Avenue.

The wall signs are 1/4" thick aluminum plate or illuminated reverse channel letters. Aluminum plate letters to be on threaded studs with 1" spacers color to be MAB dark bronze. Reverse channel letters to be duromatic bronze with low voltage LED 6500 white. Nationally trademark logos are allowed.

The wall signs are to have a maximum letter height of 24" and a minimum side margin of 24". The tenant may choose an alternate standalone letter to the traditional flat wall. Tenants may have up to two wall signs (one facing the parking lot and one facing the street) with the end units allowed up to three signs. The address signs are located on both buildings on SE 6th Avenue and are 20" x 72".

The Blanket Sign Program sets the criteria and specifies sizes, colors, the number and the placement of the signs while giving some originality and flexibility to the business on their design. The proposed Blanket Sign Program will complement and carry through the architectural style of the building and not adversely affect the surrounding area and will not materially depreciate the neighboring areas.

Based on the above, positive findings can be made with respect to LDR Section 4.6.7(F)(2)(a).

ALTERNATIVE ACTIONS

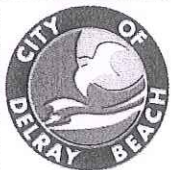
- A. Postpone with direction.
- B. Move approval of the request for consideration of the Blanket Sign Program for 530 SE 6th Avenue, Downtown Professional Center, based upon positive findings to LDR Section 4.6.7(F)(2)(a) with a condition of approval.
- C. Move denial of the request for consideration of the Blanket Sign Program for 530 SE 6th Avenue, Downtown Professional Center, based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(a).

STAFF RECOMMENDATION

Move approval of the request for consideration of the Blanket Sign Program for 530 SE 6th Avenue, Downtown Professional Center, based upon positive findings to LDR Section 4.6.7(F)(2)(a).

Report Prepared by: Jennifer Buce, Assistant Planner

Attachments:
Blanket Sign Program



530 SE 6TH AVENUE LOCATION MAP



Subject Property

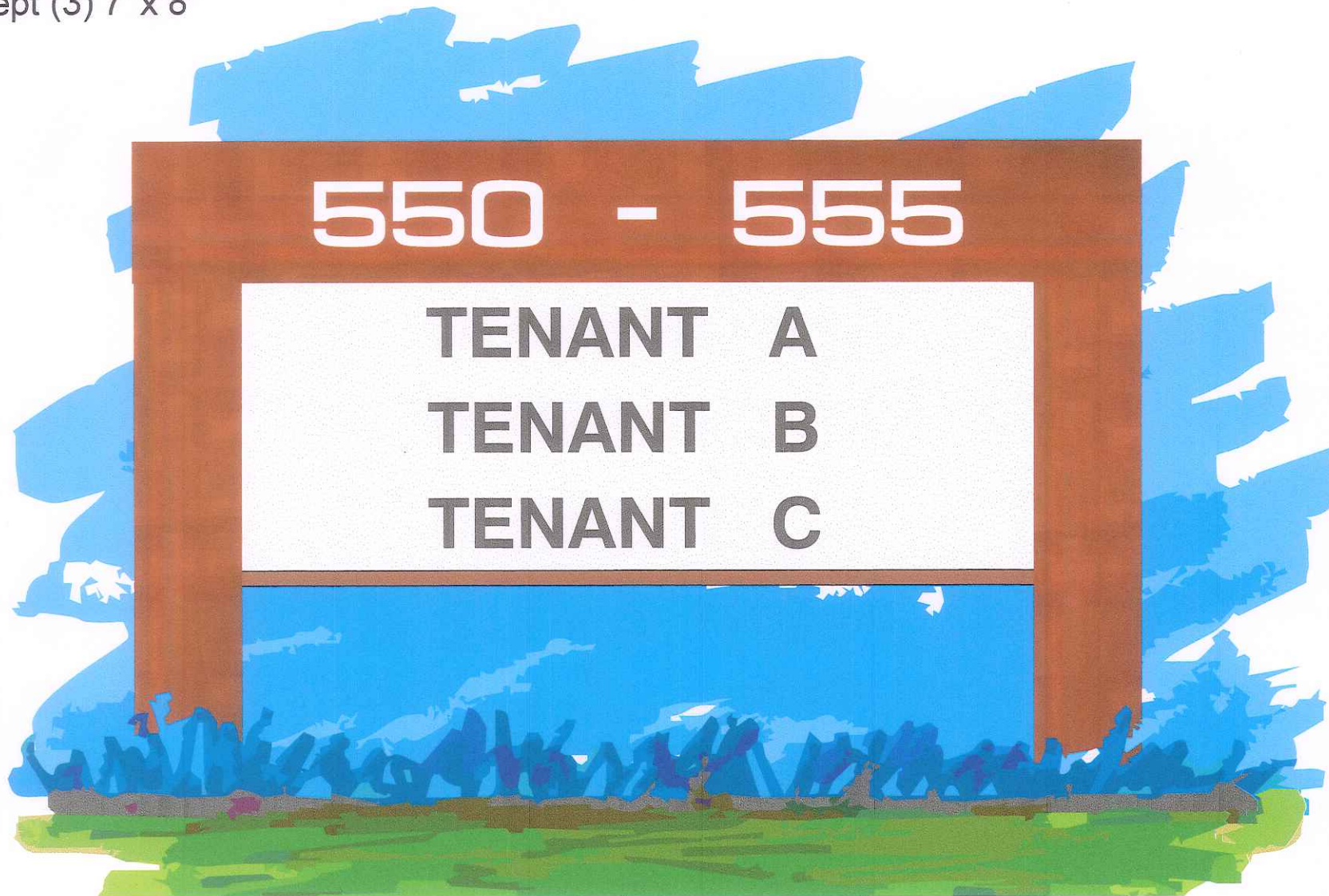
Sign Program Downtown Delray Professional Centre



**Mark Gregory
MG Concepts LLC
ES 12001050
Sign Specialist
561-716-4531
gregorymg1@aol.com**

Revision One 10-31-16

Concept (3) 7' x 8'



PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

Freestanding sign

Mark Gregory ES 12-001050

Sign Specialist

561-716-4531

gregorymg1@aol.com

COLORS

Black, Bronze and White
Dimensional Feature with Wood
Tenant names to be Dark Bronze
or Nationally trade marked logo

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 10/31/16

REVISED 12/28/16

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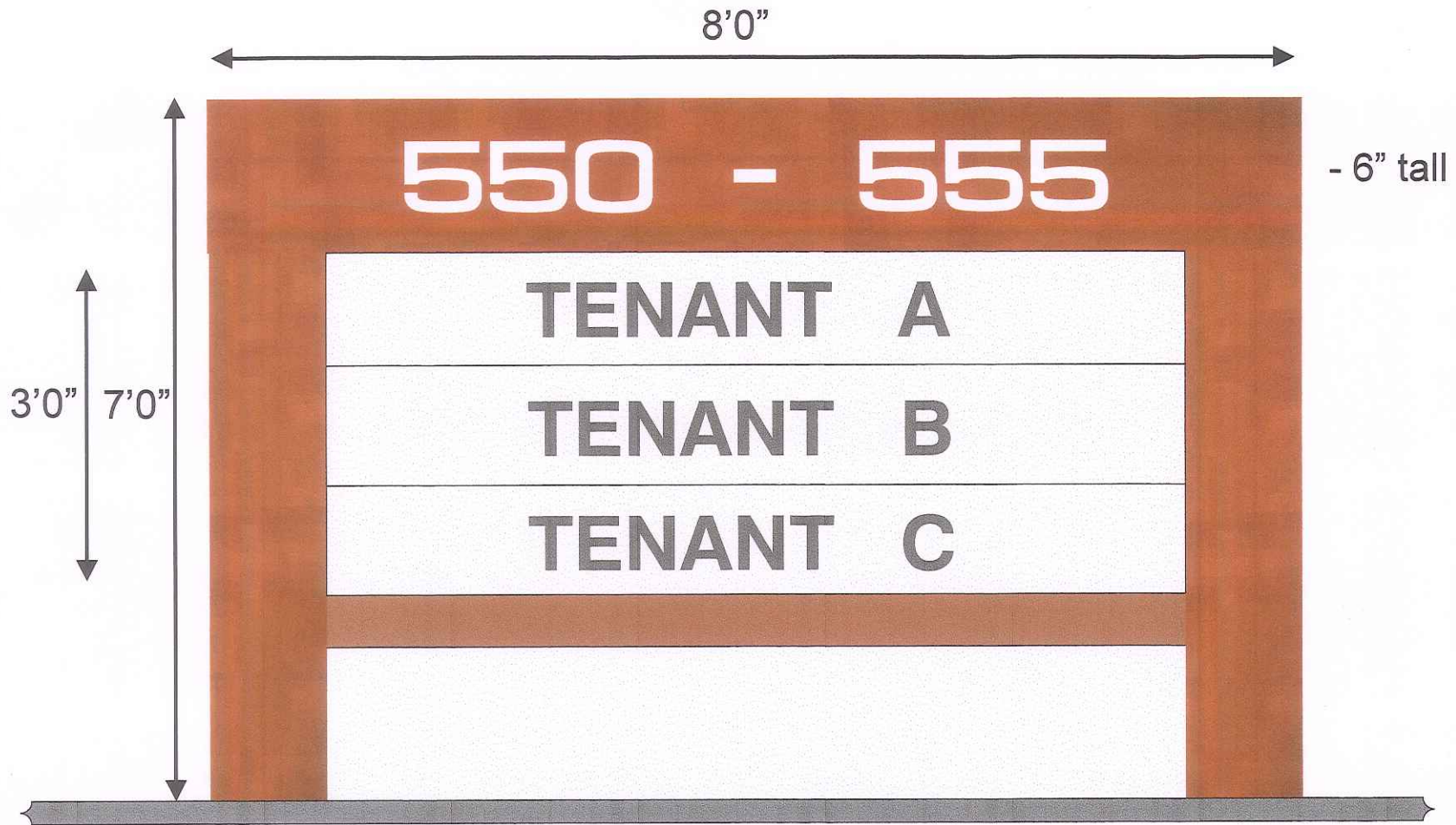
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[illegible]

Concept (3) 7' x 8'



PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

Freestanding sign

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Sign Specialist

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gregorymg1@aol.com

COLORS

Black, Bronze and White
Dimensional Feature with Ceramic Wood
Tenant names to be Dark Bronze
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CUSTOMER:

LOCATION:

CONTACT:

PHONE / FAX:

EMAIL:

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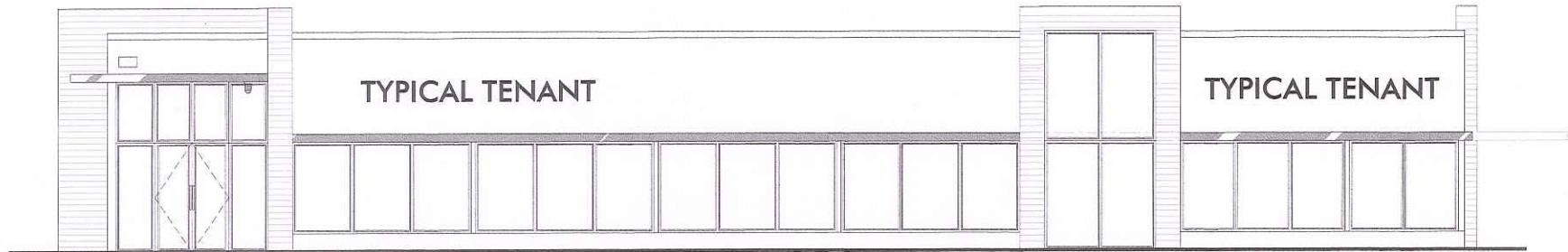
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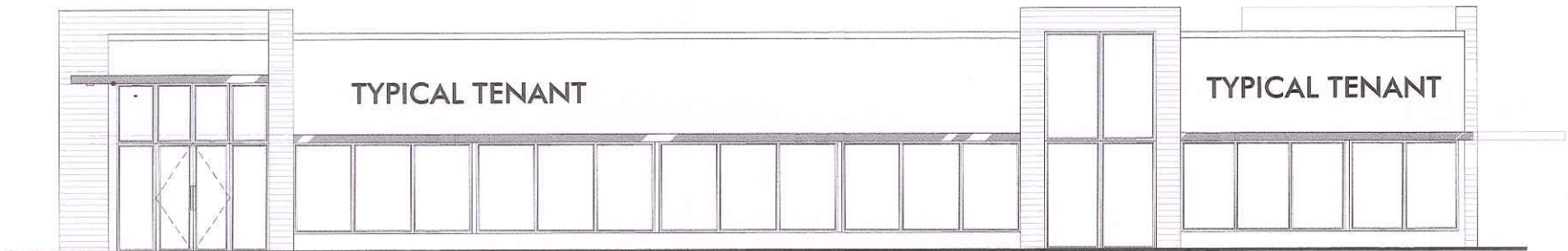
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Typical Building Elevation - Tenant Signs & Address



1 Front Elevation: (South Elevation)
Building Type 1
SE 6th Street View

Scale: 3/16"=1'-0"



2 Rear Elevation: (North Elevation)
Building Type 1
Parking Lot/Alley View

Scale: 3/16"=1'-0"

Building Type 2 Address 555

PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

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561-716-4531

gregorymg1@aol.com

COLORS

Tenant names to be Dark Bronze
or Nationally trade marked logo

CUSTOMER:

LOCATION:

CONTACT:

PHONE / FAX:

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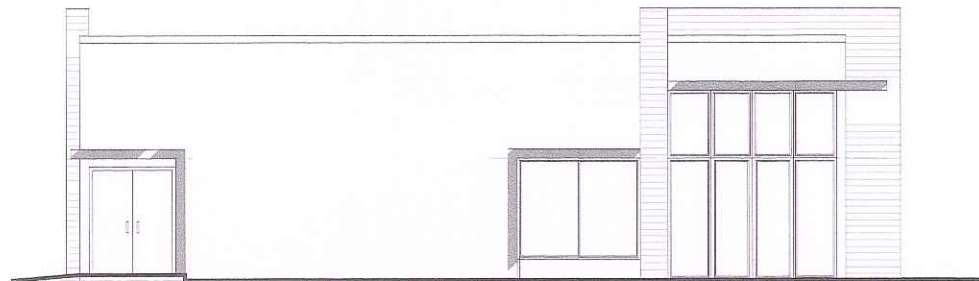
Typical Building Elevation - Tenant Signs



3 Side Elevation (East Elevation)

Building Type 1
SE 6th Avenue View

Scale: 3/16"=1'-0"



4 Side Elevation (West Elevation)

Building Type 1
Courtyard View

Scale: 3/16"=1'-0"

Building Type 2 Address 555

PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

Mark Gregory ES 12-001050

Sign Specialist

561-716-4531

gregorymg1@aol.com

COLORS

Tenant names to be Dark Bronze
or Nationally trade marked logo

CUSTOMER:

LOCATION:

CONTACT:

PHONE / FAX:

EMAIL:

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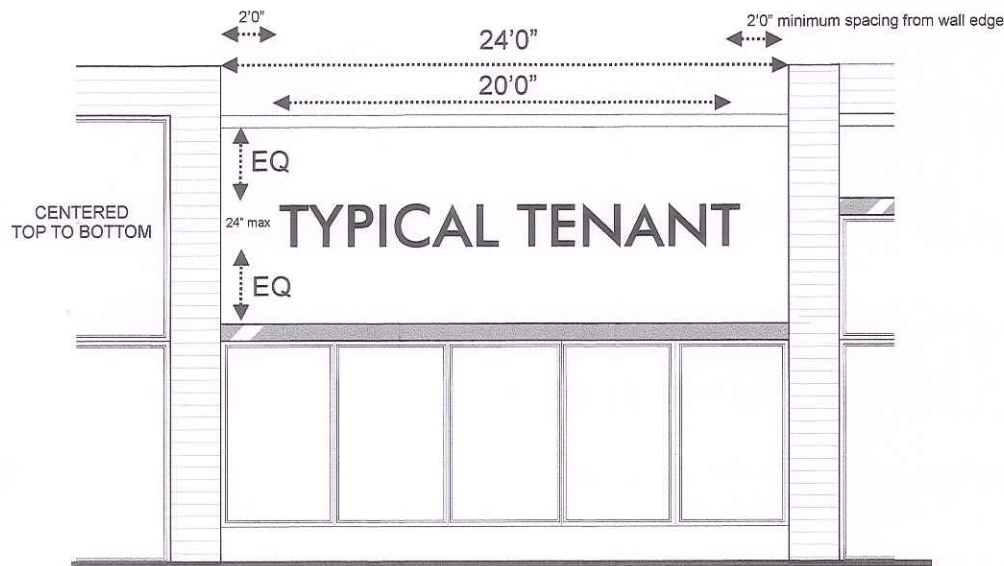
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Typical Building Elevation - Tenant Signs & Address



3 Side Elevation (East Elevation)

Building Type 1
SE 6th Avenue View

Scale: 3/16"=1'-0"

24" max letter height

TYPICAL TENANT

Tenant names to be of 1/4" thick aluminum plate or
illuminated reverse channel letters

Aluminum plate letters to be on threaded studs with 1" spacers
color to be MAB dark duronotic bronze

Reverse channel letters to be duronotic bronze with
low voltage LED 6500 white
Minimum 24" side margins



20" tall - **550**
← 72" →
555

Address to be of 1/4" thick aluminum plate
on threaded studs with 1" spacers
color to be MAB dark duronotic bronze

PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

Mark Gregory ES 12-001050

Sign Specialist

561-716-4531

gregorymg1@aol.com

COLORS

Tenant names to be Dark Bronze
or Nationally trade marked logo

CUSTOMER:

LOCATION:

CONTACT:

PHONE / FAX:

EMAIL:

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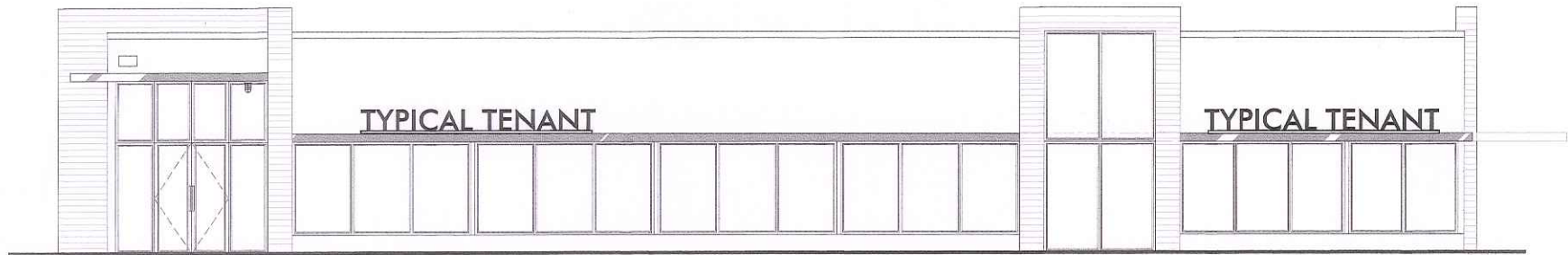
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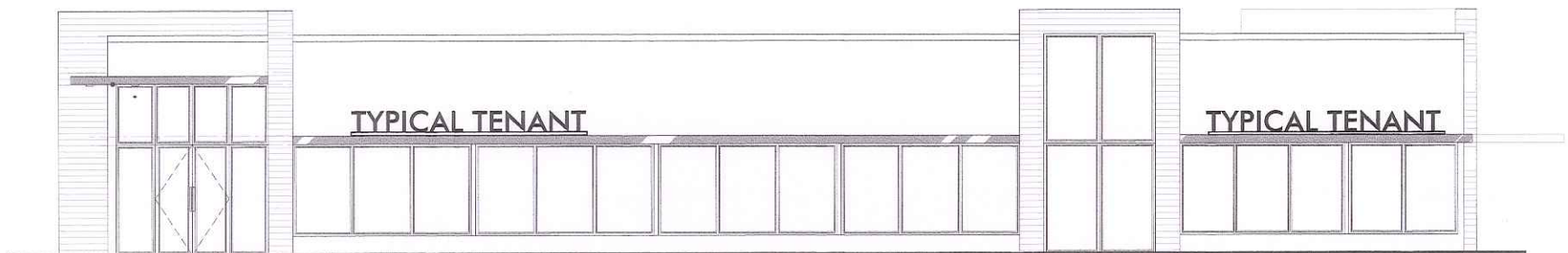
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Typical Building Elevation - Tenant Signs ALTERNATE STAND ALONE LETTERS



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Building Type 1
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Scale: 3/16"=1'-0"



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Scale: 3/16"=1'-0"

Building Type 2 Address 555

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COLORS

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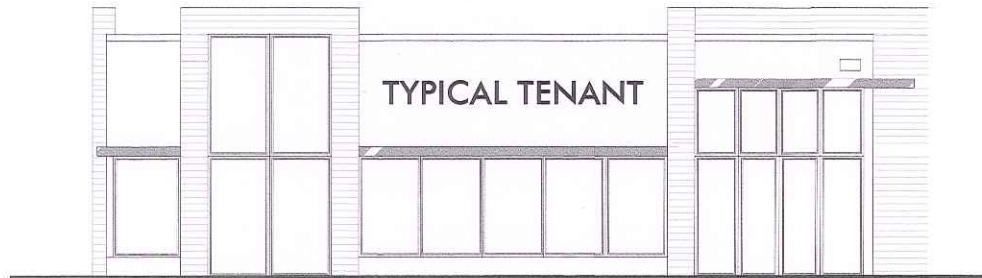
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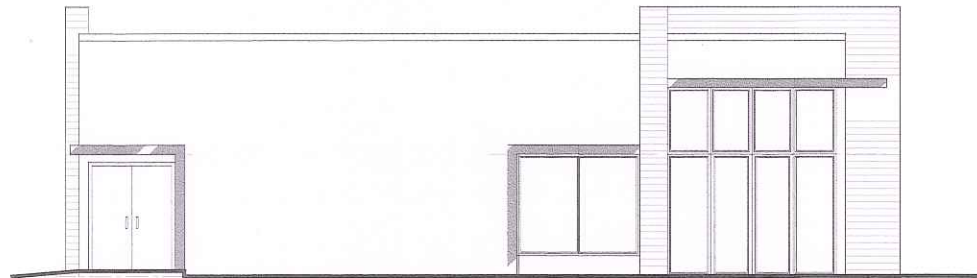
Typical Building Elevation - Tenant Signs ALTERNATE STAND ALONE LETTERS



3 Side Elevation (East Elevation)

Building Type 1
SE 6th Avenue View

Scale: 3/16"=1'-0"



4 Side Elevation (West Elevation)

Building Type 1
Courtyard View

Scale: 3/16"=1'-0"

Building Type 2 Address 555

PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

Mark Gregory ES 12-001050

Sign Specialist

561-716-4531

gregorymg1@aol.com

COLORS

Tenant names to be Dark Bronze
or Nationally trade marked logo

CUSTOMER:

LOCATION:

CONTACT:

PHONE / FAX:

EMAIL:

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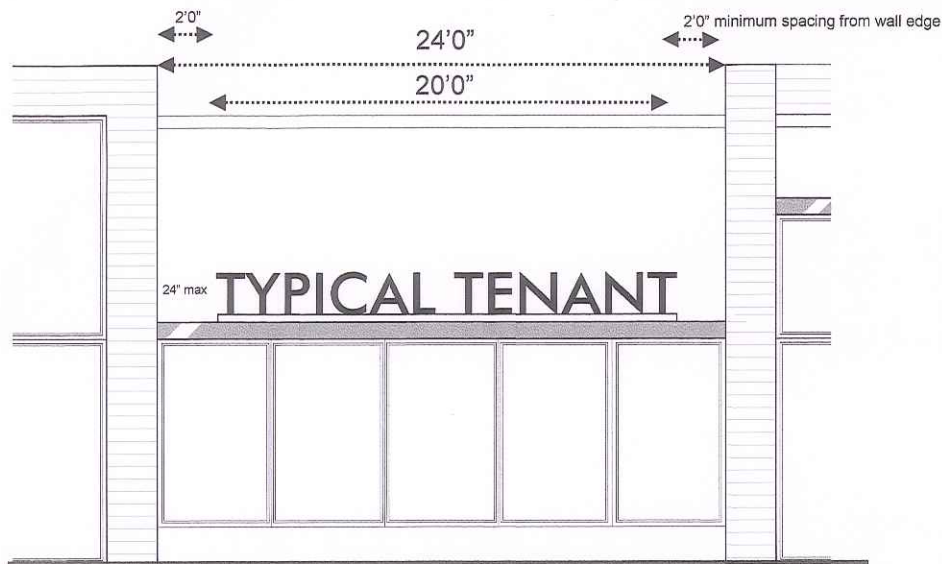
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ALTERNATE STAND ALONE LETTERS



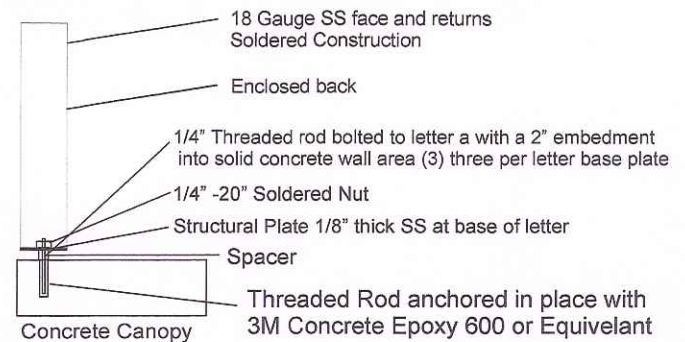
Typical Presentation

24" max letter height **TYPICAL TENANT**

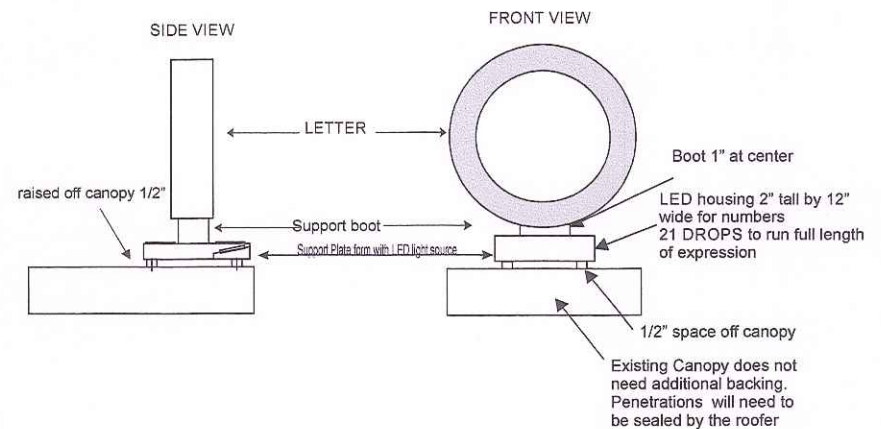
Standalone reverse channel letters
Color to be MAB dark duronotic bronze
Reverse channel letters to be duronotic bronze or a national trademarked logo

Letters maybe illuminated with a low voltage LED 6500 white up light
Minimum 24" side margins

3" deep reverse channel letter on top of concrete wall area



Non illuminated Cross Section



Illuminated Cross Section

PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

Mark Gregory ES 12-001050

Sign Specialist

561-716-4531

gregorymg1@aol.com

COLORS

Tenant names to be Dark Bronze
or Nationally trade marked logo

CUSTOMER:

LOCATION:

CONTACT:

PHONE / FAX:

EMAIL:

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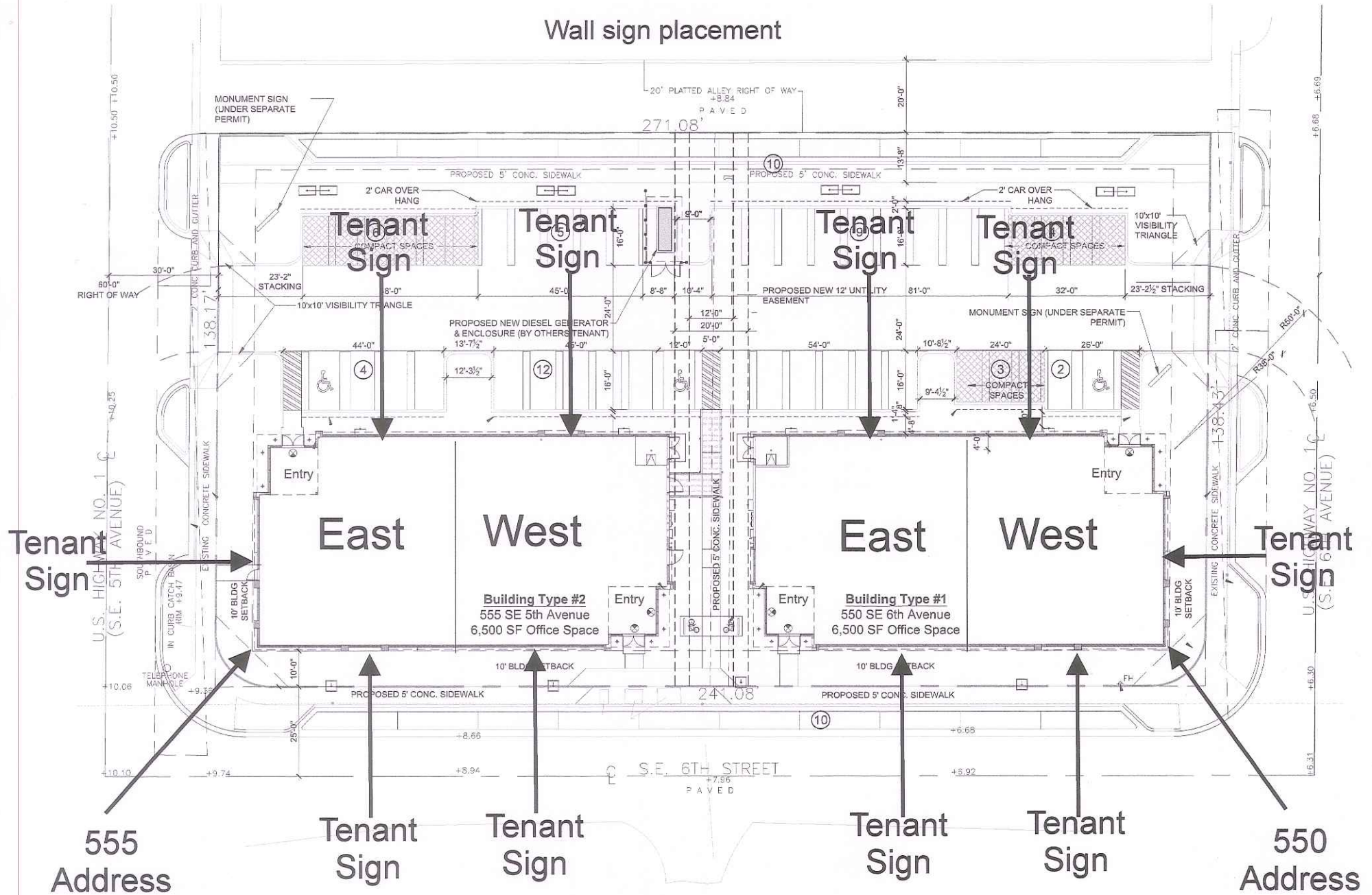
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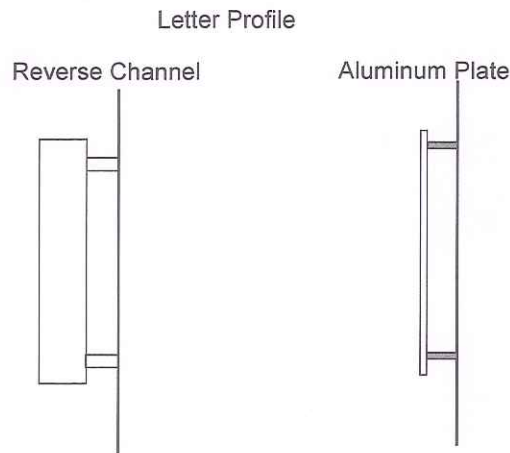
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Wall sign placement



All signs needs landlord approval.



Recommended Type Fonts

Futura Medium

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roman Classic

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Tenants may use their company fonts in centers color
National trade marked logos, type still and colors are allowed.
End units may have three signs. Inner units two signs.
One facing the parking lot and the other facing the street

PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

Tenant Wall Signs

Mark Gregory ES 12-001050

Sign Specialist

561-716-4531

gregorymg1@aol.com

COLORS

Tenant names to be Dark Bronze
or Nationally trade marked logo

CUSTOMER:

LOCATION:

CONTACT:

PHONE / FAX:

EMAIL:

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