



*Planning, Zoning and Building Department*

**BOARD ACTION REPORT – APPEALABLE ITEM**

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**Project Name:** Alta Historic Delray  
**Project Location:** 225 Depot Avenue  
**Request:** Amendment to Master Sign Program  
**Board:** Site Plan Review and Appearance Board  
**Meeting Date:** February 22, 2017

**Board Action:**

Approved (5-0, Jim Chard and Fred Kaub absent) for the amendment to the Master Sign Program.

**Project Description:**

The subject property is located between the CSX Railroad and Interstate 95 rights-of-way, and is zoned MIC (Mixed Industrial and Commercial).

At its meeting of August 13, 2014 the Board approved the Master Sign Program and waiver request for the off premise sign

Due to a change in color and design of the an amendment to the Master Sign Program is required.

Staff has no concerns with the signs as the placement of the signs has not changed from the original approval. The size of the signs is approximately the same size and the colors are compatible with the surrounding neighborhood. The only change in the wall sign is that the applicant has elected two lines of copy instead of one. As previously noted, the size of the sign is slightly reduced.

**Staff Recommendation:**

Approve

**Board Comments:**

none

**Public Comments:**

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:** February 22, 2017

**ITEM:** Alta Delray Station (2017-081) – The item before the Board is to Amend the Master Sign Program for Alta Delray Station formally known as Depot Square located at 225 Depot Avenue pursuant to LDR Section 4.6.7(F)(2)(b).

**RECOMMENDATION:** Approval

**GENERAL DATA:**

Agent..... Charles Putman

Owner/Applicant..... Alta Delray Station, LLC

Location..... The subject property is located between the CSX Railroad and Interstate 95 rights-of-way, south of Lake Ida Right.

Property Size..... 12.34 Acres

Future Land Use Map..... CMR (Commerce)

Current Zoning..... MIC (Mixed Industrial and Commercial), and within the Interstate 95/CSX Railroad Corridor Overlay District.

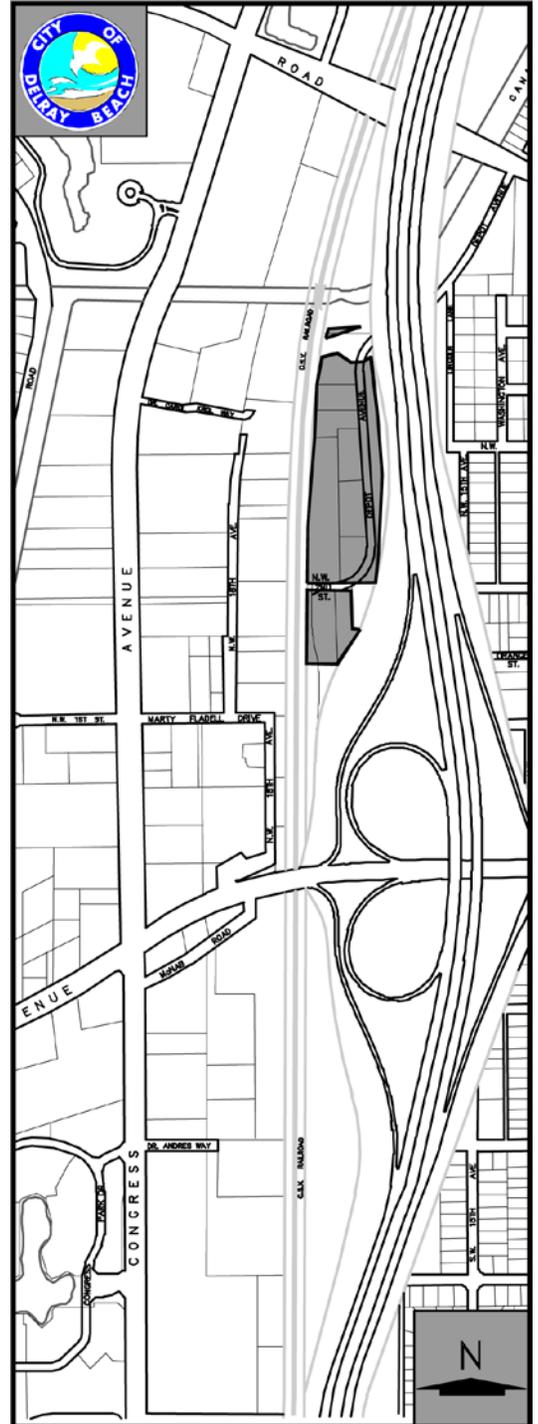
Adjacent Zoning..... North: MIC  
 South: MIC  
 East: R-1-A (Single Family Residential)  
 West: MIC

Existing Land Use..... (Under Construction)

Proposed Land Use..... Multiple Family Project Known as Depot Square Apartments to Allow 284 Dwelling Units.

Water Service..... Existing on site

Sewer Service..... Existing on site



## ITEM BEFORE THE BOARD

The item before the Board is to amend the Master Sign Program for Alta Delray Station formally known as Depot Square located at 225 Depot Avenue, pursuant to LDR Section 4.6.7(F)(2)(b).

## BACKGROUND AND PROJECT DESCRIPTION

The subject property is located between the CSX Railroad and Interstate 95 rights-of-way, and is zoned MIC (Mixed Industrial and Commercial).

At its meeting of June 25, 2014 the SPRAB Board approved the site plan for the project, which consists of 284 dwelling units.

At its meeting of August 13, 2014 the Board approved the Master Sign Program and waiver request for the off premise sign. The approval consisted of the following:

### **Entry Feature Monument Sign (Entrance Roundabout)**

The monument sign is 5'2" in height with a sign area of 6'1" x 3'8" for a total of 23'64" square feet. The sign is non illuminated with only ground lighting and the colors are creamy beige and honest blue with black lettering and reads "Historic Depot Square Alta Depot Square Apartment Homes".

### **Monument Sign (Lake Ida Road and Depot Road)**

The monument sign, 7' in height with a sign area of 5'3" x 8' for a total of 42'22" square feet. The color is creamy beige and honest blue with black lettering and reads "Historic Depot Square" on the top and "Alta Depot Square Apartment Homes" Delray Beach Seaboard Air Line Railway Station below. This verbiage was added as the property is on the United States National Register of Historical Places, September 4, 1986." Ground lighting will be used.

### **Wall Sign**

The wall sign is located on the east elevation of Building 5 facing I-95 between the 2nd and 3rd level and is internally illuminated channel letters with logo. The sign is 1'66" x 20'93" for a total of 34'74" square feet. The sign has black letters during the day and white illuminated letters during the night and reads "Alta Depot Square."

*Due to the change of the color and design of the signs resulted in the amendment to the Master Sign Program. Attached is the original approval along with the proposed program.*

### **Entry Feature Monument Sign**

The monument sign is 5' in height with a sign area of 1.39' x 7.75' for a total of 10.77' square feet. The sign is double sided in honest blue, umber, white and black lettering. The sign is located at the entrance roundabout in a landscaped curbed area.

### **Monument Sign (Lake Ida Road and Depot Road)**

The location of the off premise sign at the southwest corner of Lake Ida Road and Depot Avenue will remain the same as it was approved by the City Commission by a waiver request at its meeting of September 16, 2014. The monument sign is 7' height with a sign area of 3.83' x 7.8' for a total of 29.64'. The sign is double sided in a honest blue, extra white and black lettering and reads "Historic Delray Station, Delray Station Apartment Homes, Delray Beach

Seaboard Air Line Railway Station added to the United States Register of Historic Places, September 4, 1986.”

### **Wall Sign**

The wall sign will remain on building five on the east elevation facing I-95 between the second and 3<sup>rd</sup> level and is LED illuminated raceway mounted black channel letters. The sign is two lines of copy 4' x 7.79' for a total of 31.16 square feet. Staff supports the new design and reduction of the wall sign.

## **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.

Staff has no concerns with the monument signs as the placement of the signs have not changed from the original approval. The size of the signs is approximately the same size and the colors are compatible with the surrounding neighborhood. The only change in the wall sign is that the applicant has elected two lines of copy instead of one. As previously noted, the size of the sign is slightly reduced. Staff recommends that a revision to the previously approved copy for the purpose of consistency when referring to the train depot's historic designation which would be "Listed on the National Register of Historic Places on September 4, 1986.”

Based on the above, positive findings can be made with respect to LDR Section 4.6.7(F)(2)(b) to amend the Master Sign Program for Alta Delray Station located at 225 Depot Avenue, as proposed with the suggested copy revision.

## **ALTERNATIVE ACTIONS**

- A. Postpone with direction.
- B. Move approval of the request for an amendment to the Master Sign Program for Alta Delray Station located at 225 Depot Avenue, based upon positive findings to LDR Section 4.6.7(F)(2)(b).
- C. Move denial of the request for an amendment to the Master Sign Program for Alta Delray Station located at 225 Depot Avenue, based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

## **STAFF RECOMMENDATION**

Move approval of the request for an amendment to the Master Sign Program for Alta Delray Station located at 225 Depot Avenue, based upon positive findings to LDR Section 4.6.7(F)(2)(b).

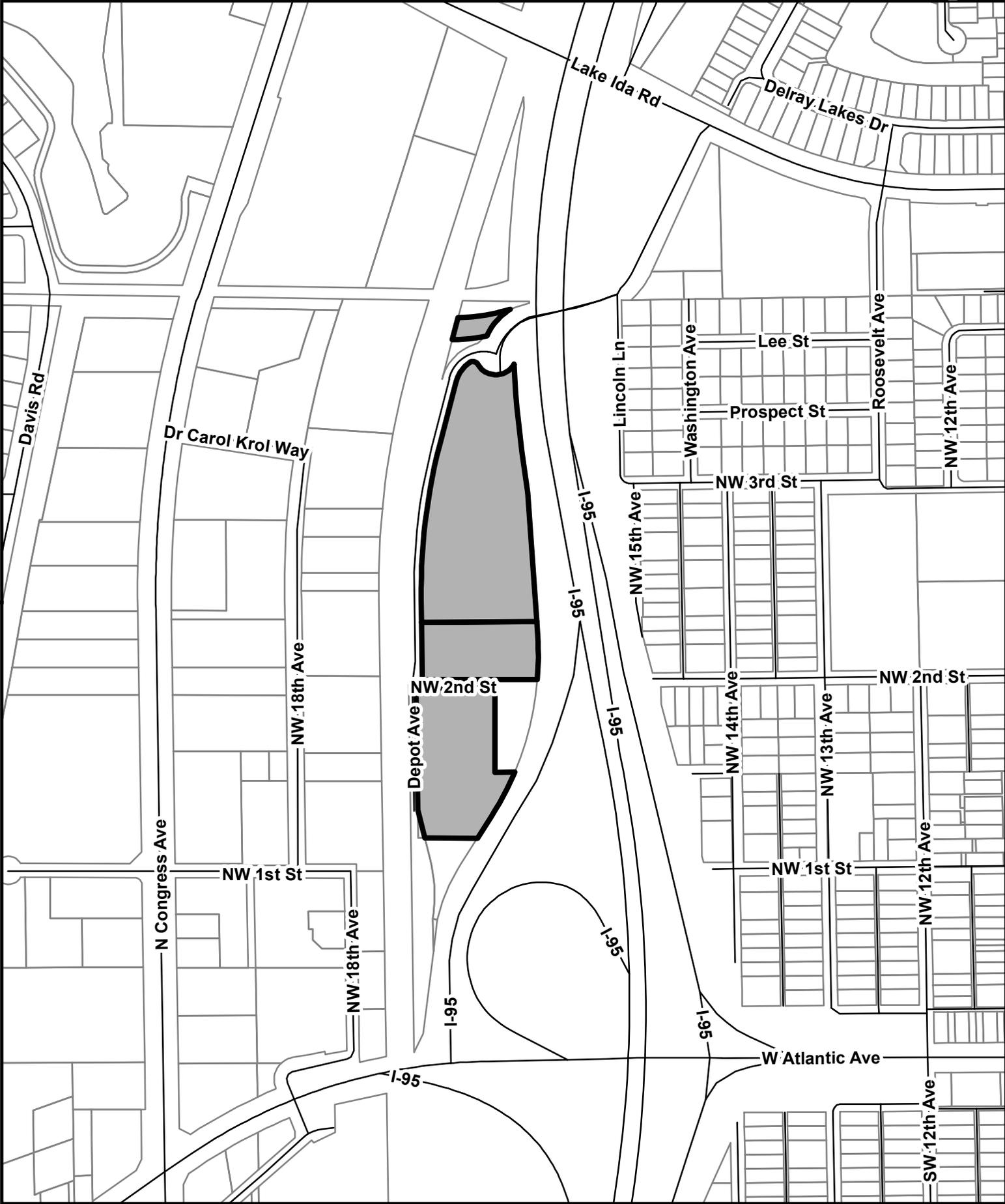
**Report Prepared by:** Jennifer Buce, Assistant Planner

Attachments:

Current Master Sign Program

Proposed Master Sign Program

# Alta Depot Square Apartments

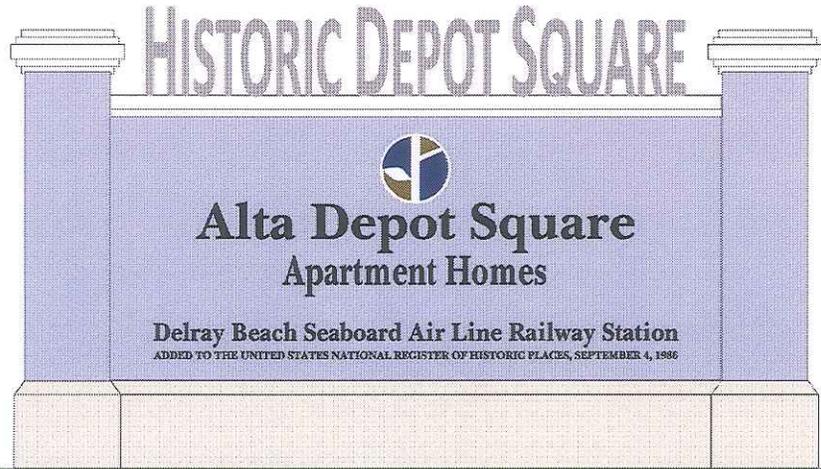


Approved 2014

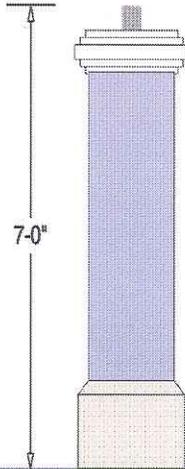
DOUBLE SIDED COMMUNITY MONUMENT  
AT LAKE IDA ROAD & DEPOT AVENUE

Front View

144 in



End View



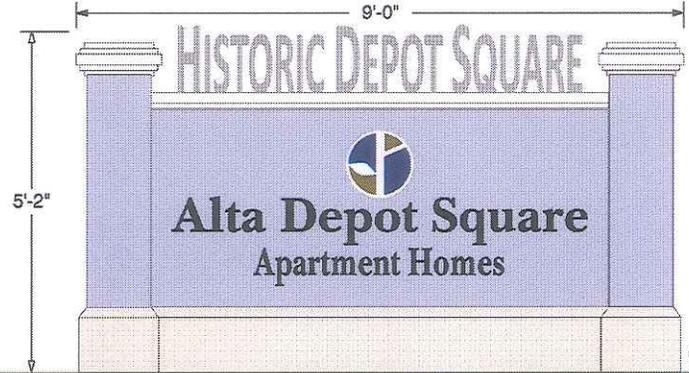
End View



SINGLE SIDED ENTRY FEATURE MONUMENT  
AT ENTRANCE CIRCLE TO THE PROPERTY

Front View

9'-0"



HIGH DENSITY URETHANE FOAM WITH A 1.5# HIGH DENSITY CORE AND A HARD COAT FINISH

**Signarama**  
2001 F. Kopylov Ave. Ste 2  
2001 F. Kopylov Ave. Ste 2  
Delray Beach, FL 33483  
Phone: 561-271-1111  
www.signarama.com

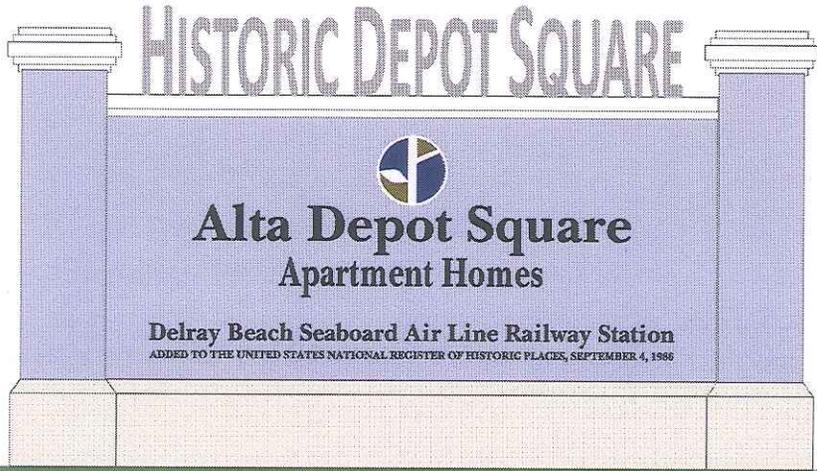


Approved 2014

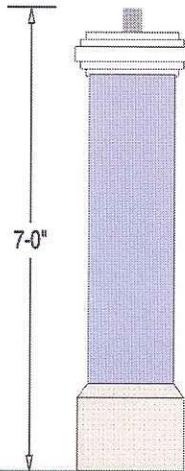
### DOUBLE SIDED COMMUNITY MONUMENT AT LAKE IDA ROAD & DEPOT AVENUE

Front View

144 in



End View



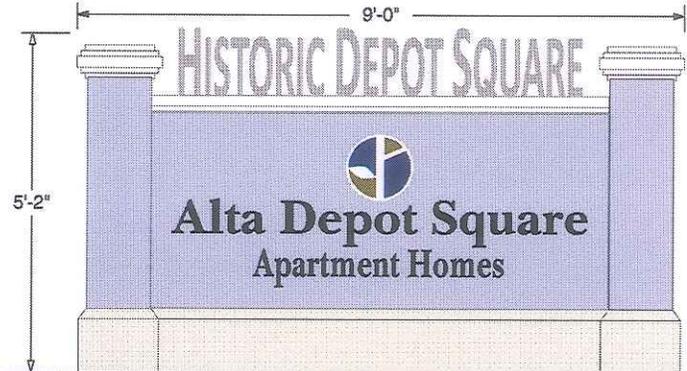
End View



### SINGLE SIDED ENTRY FEATURE MONUMENT AT ENTRANCE CIRCLE TO THE PROPERTY

Front View

9'-0"



GRADE

HIGH DENSITY URETHANE FOAM WITH A 1.5# HIGH DENSITY CORE AND A HARD COAT FINISH

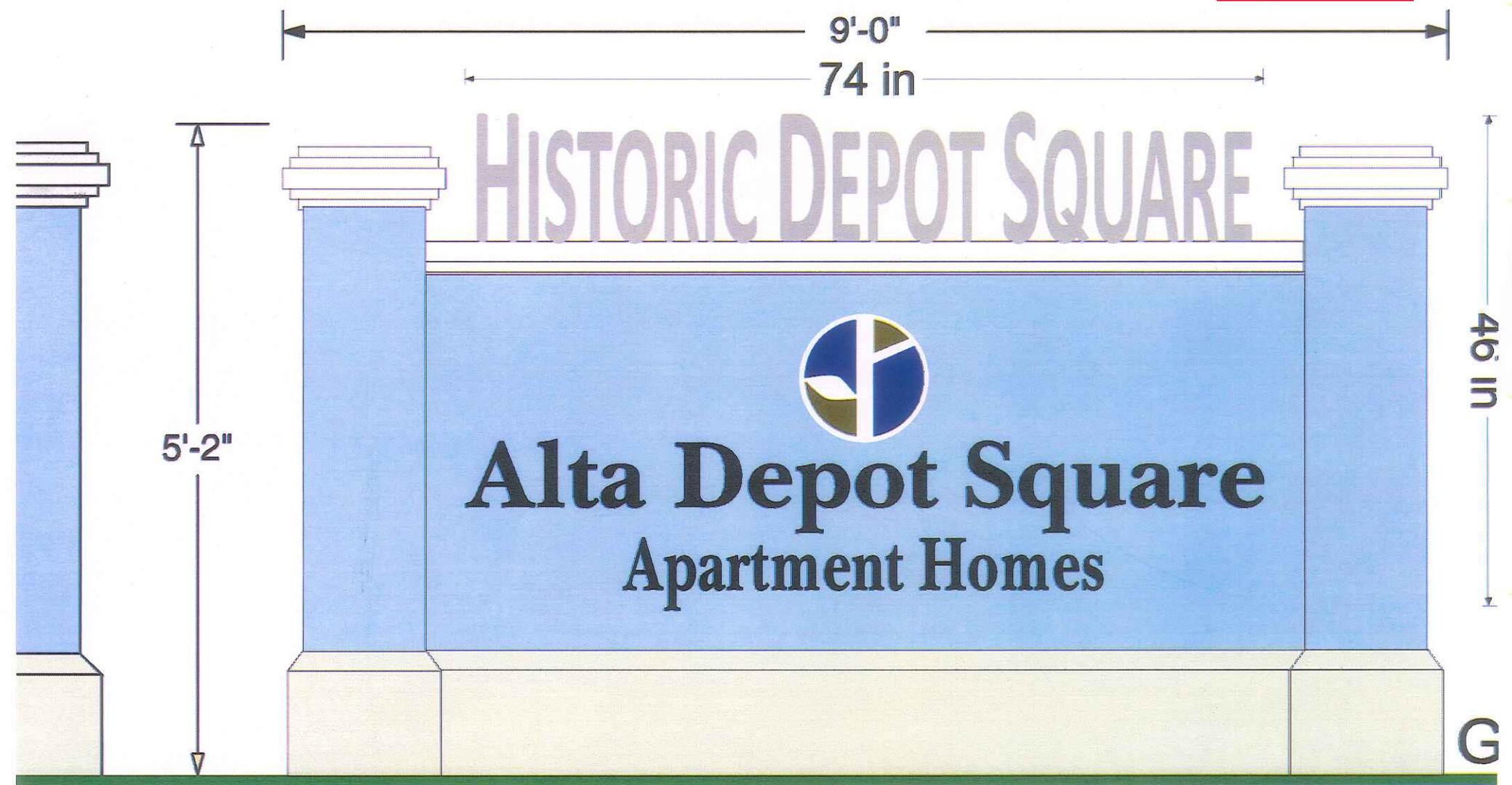


# SINGLE SIDED ENTRY FEATURE MONUMENT AT ENTRANCE CIRCLE TO THE PROPERTY

View

Front View

Approved 2014



DENSITY URETHANE FOAM WITH A 1.5# HIGH DENSITY CORE AND A HARD CO,  
RED OUT" SIGNAGE AREA = 74"X 46" = 23.64 SQUARE FEET

IS ARE WHITE, SW7012 CREAMY BEIGE & SW6520 HONEST BLUE.



# DOUBLE SIDED COMMUNITY MONUMENT AT LAKE IDA ROAD & DEPOT AVENUE

Approved 2014

Front View

End View

144 in

95 in

HISTORIC DEPOT SQUARE



**Alta Depot Square**  
Apartment Homes

**Delray Beach Seaboard Air Line Railway Station**

ADDED TO THE UNITED STATES NATIONAL REGISTER OF HISTORIC PLACES, SEPTEMBER 4, 1986

7-0"

HIGH DENSITY URETHANE FOAM WITH A 1.5# HIGH DENSITY CORE AND A HARD COAT FINISH  
"SQUARED OUT" SIGNAGE AREA = 95"X 64" = 42.22 SQUARE FEET  
COLORS ARE WHITE, SW7012 CREAMY BEIGE & SW6520 HONEST BLUE.

Approved 2014

20.93 ft

20 in

# ALTA DEPOT SQUARE

ACRYLIC FACE, LED ILLUMINATED, CHANNEL LETTERS, 20" TALL, RACEWAY MOUNTED. WHITE FACES SHEETED WITH BLACK PERFORATED VINYL, GIVING THE APPEARANCE OF BLACK FACES DURING THE DAY AND, WHEN THE LED'S ARE ILLUMINATED, WHITE FACES AT NIGHT. BLACK TRIM, WITH THE LETTER RETURNS AND THE RACEWAY PAINTED TO MATCH THE BUILDING COLOR. WHITE LED ILLUMINATION.

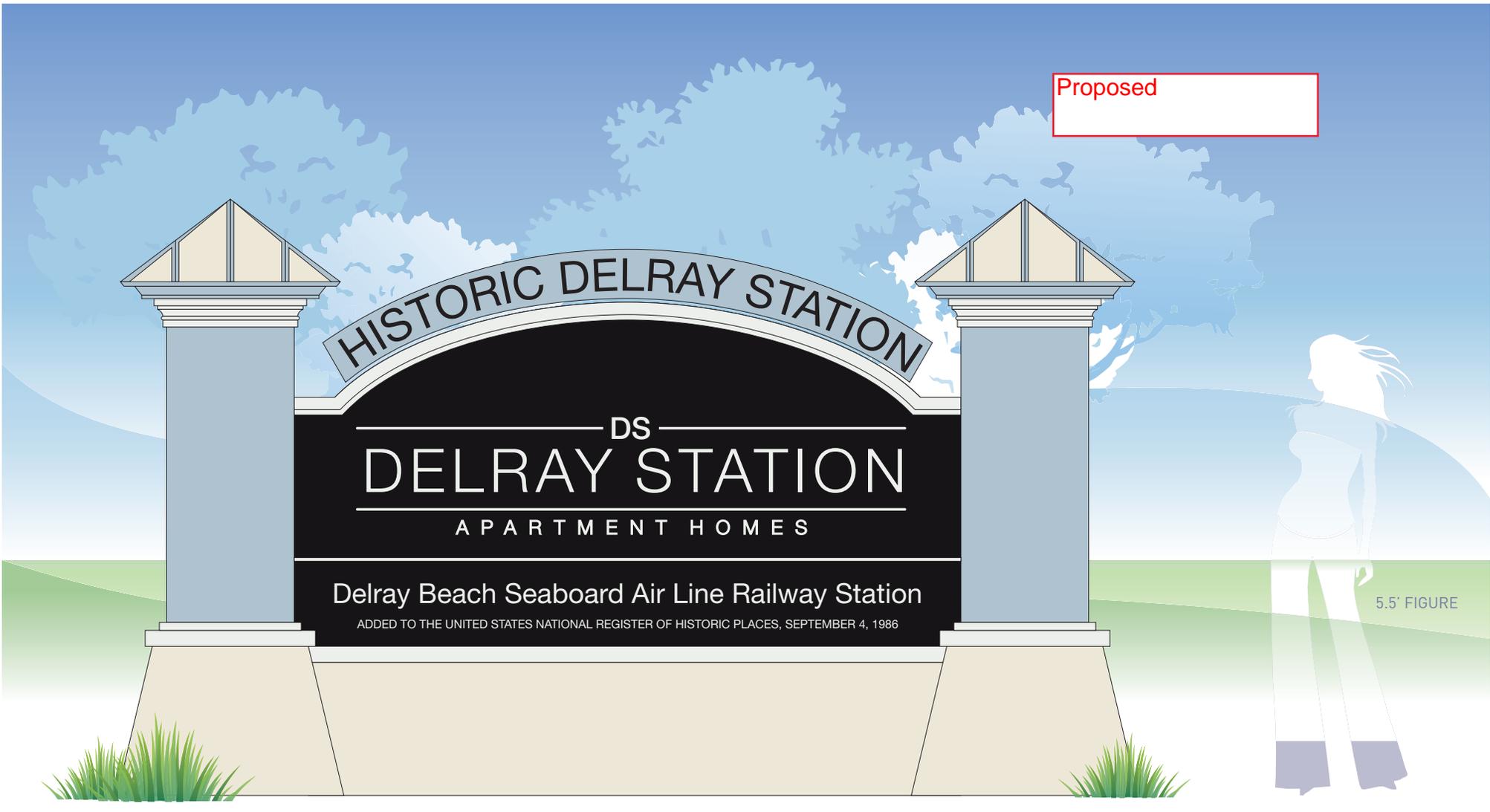
35 SQUARE FEET



2005 S. Congress Ave., Bay E  
Delray Beach, FL 33445  
561-278-7446  
www.signsdb.com



Proposed



MAIN ENTRY MONUMENT - PREVIEW



**OAKHURST SIGNS**

QUALITY.  
CONSISTENT.  
SMART.

PROPERTY: ALTA AT DELRAY STATION

FILE ID: SIGN PACKAGE

SALES: AMBER KRAMER DATE: 11/29/16

DESIGN: JO SCALE: 1" = 20" PAGE: 1

WWW.OAKHURSTSIGNS.COM • T: 727.532.8255 • F: 727.532.4334  
12445 62ND ST N SUITE 305 • LARGO, FL 33773

THESE SIGN DESIGNS ARE THE SOLE PROPERTY OF OAKHURST SIGNS AND MAY NOT BE USED FOR BIDDING PURPOSES. THE OWNERSHIP OF THESE DESIGNS WILL BE TRANSFERRED TO THE LISTED CUSTOMER IN THE EVENT THAT SIGNS ARE PURCHASED FROM OAKHURST SIGNS.

IF THIS ARTWORK IS USED WITHOUT OUR CONSENT, YOU WILL BE INVOICED FOR THE DESIGN FEE. THESE TYPICALLY RANGE BETWEEN \$275-\$750.

**CUSTOMER APPROVAL**

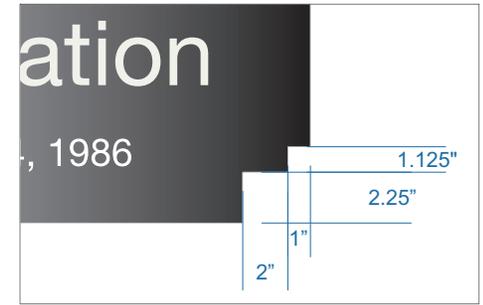
SIGNATURE \_\_\_\_\_

PRINT NAME \_\_\_\_\_

DATE \_\_\_\_\_

Proposed

CUSTOMER PROVIDED STRUCTURE  
DOUBLE-SIDED



ALUMINUM PLAQUE

86" x 6.375" x 1.5" ROUTED and PAINTED SIGN FOAM  
11.5" H ARC  
4.5" H - "HISTORIC DELRAY STATION"  
DOUBLE-SIDED  
(CONFIRM MOUNTING WITH ENGINEERING)

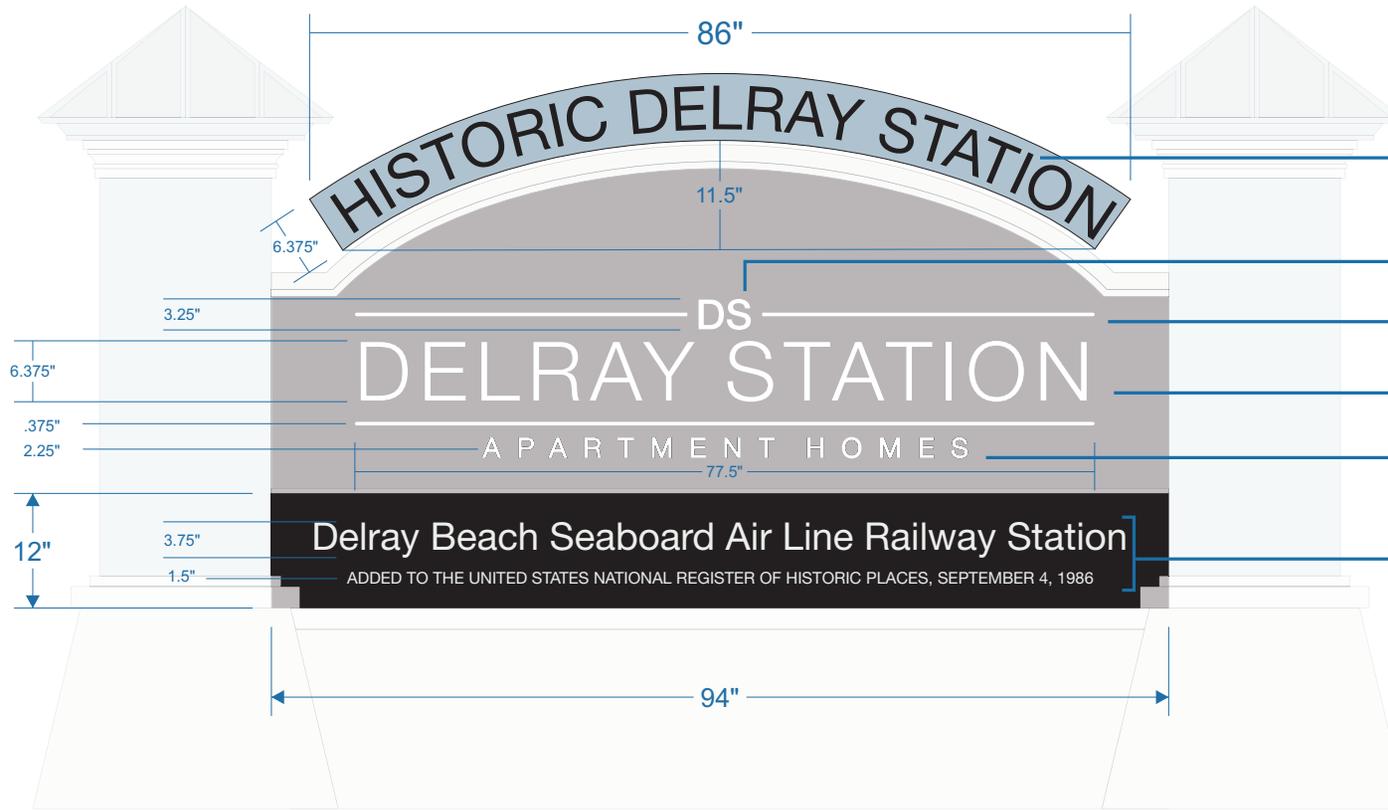
1/2" CONTOUR CUT PVC  
3.25" H - "DS"  
(FLUSH MOUNT)

77.5" x .375" - ALUMINUM LINES  
(FLUSH MOUNT)

1" CONTOUR CUT PVC  
6.375" H - "DELRAY STATION"  
(FLUSH MOUNT)

3/8" CONTOUR CUT PVC  
2.25" H - "APARTMENT HOMES"  
(FLUSH MOUNT)

94" x 12" - .080" ALUMINUM PLAQUE



SW 6520 HONEST BLUE    SW 7006 EXTRA WHITE    SW 6258 TRICORN BLACK

MAIN ENTRY MONUMENT - SPECIFICATIONS



**OAKHURST  
SIGNS**

QUALITY.  
CONSISTENT.  
SMART.

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FILE ID: SIGN PACKAGE

SALES: AMBER KRAMER    DATE: 11/29/16

DESIGN: JO    SCALE: 1" = 20"    PAGE: 2

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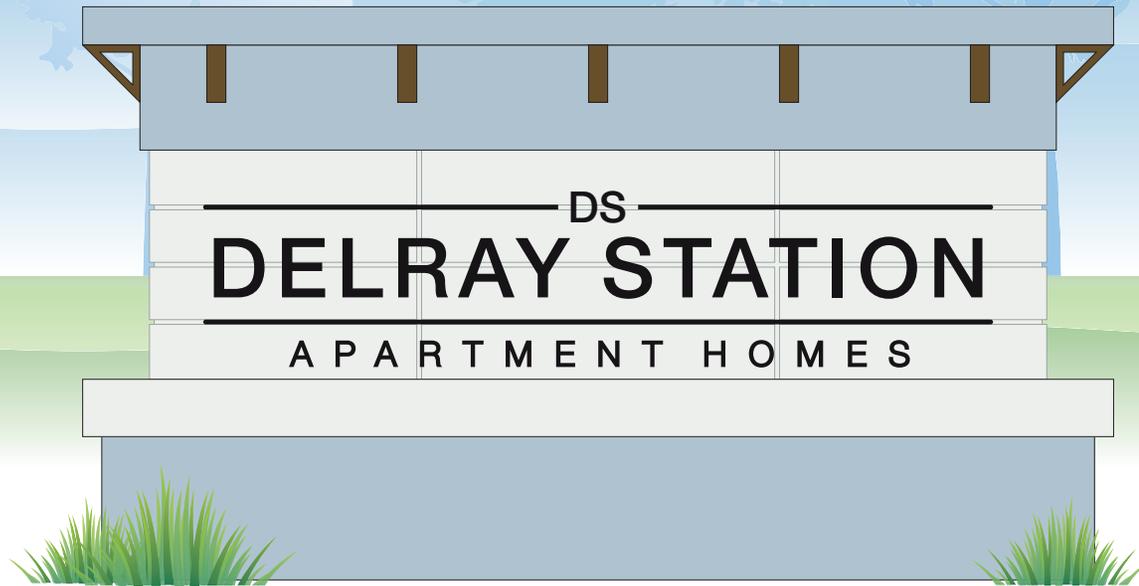
**CUSTOMER APPROVAL**

SIGNATURE \_\_\_\_\_

PRINT NAME \_\_\_\_\_

DATE \_\_\_\_\_

Proposed



5.5' FIGURE

ROUND-A-BOUT MONUMENT - PREVIEW



**OAKHURST  
SIGNS**

QUALITY.  
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SMART.

PROPERTY: ALTA AT DELRAY STATION

FILE ID: SIGN PACKAGE

SALES: AMBER KRAMER DATE: 11/29/16

DESIGN: JO SCALE: 1" = 20" PAGE: 3

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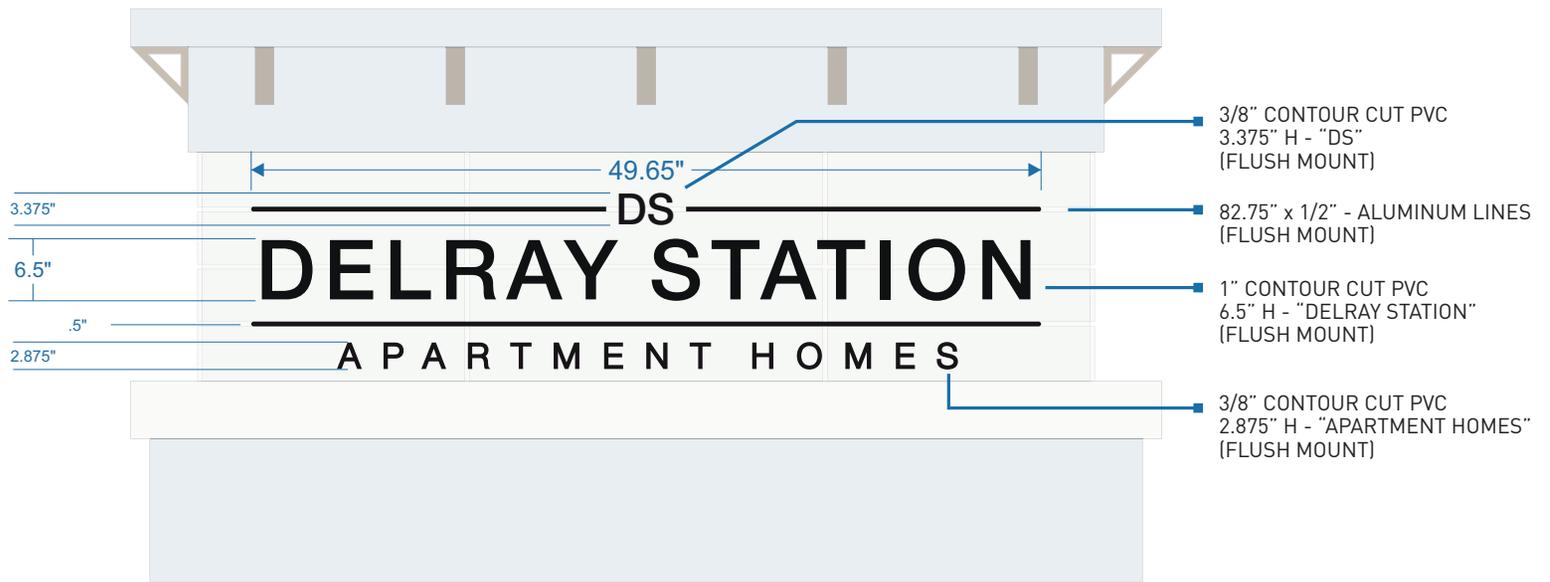
SIGNATURE \_\_\_\_\_

PRINT NAME \_\_\_\_\_

DATE \_\_\_\_\_

Proposed

CUSTOMER PROVIDED STRUCTURE  
DOUBLE-SIDED



- SW 6146 UMBER
- SW 6520 HONEST BLUE
- SW 7006 EXTRA WHITE
- SW 6258 TRICORN BLACK

ROUND-A-BOUT MONUMENT - PREVIEW



**OAKHURST  
SIGNS**

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CONSISTENT.  
SMART.

PROPERTY: ALTA AT DELRAY STATION

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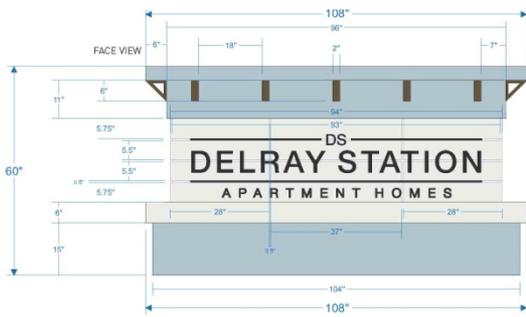
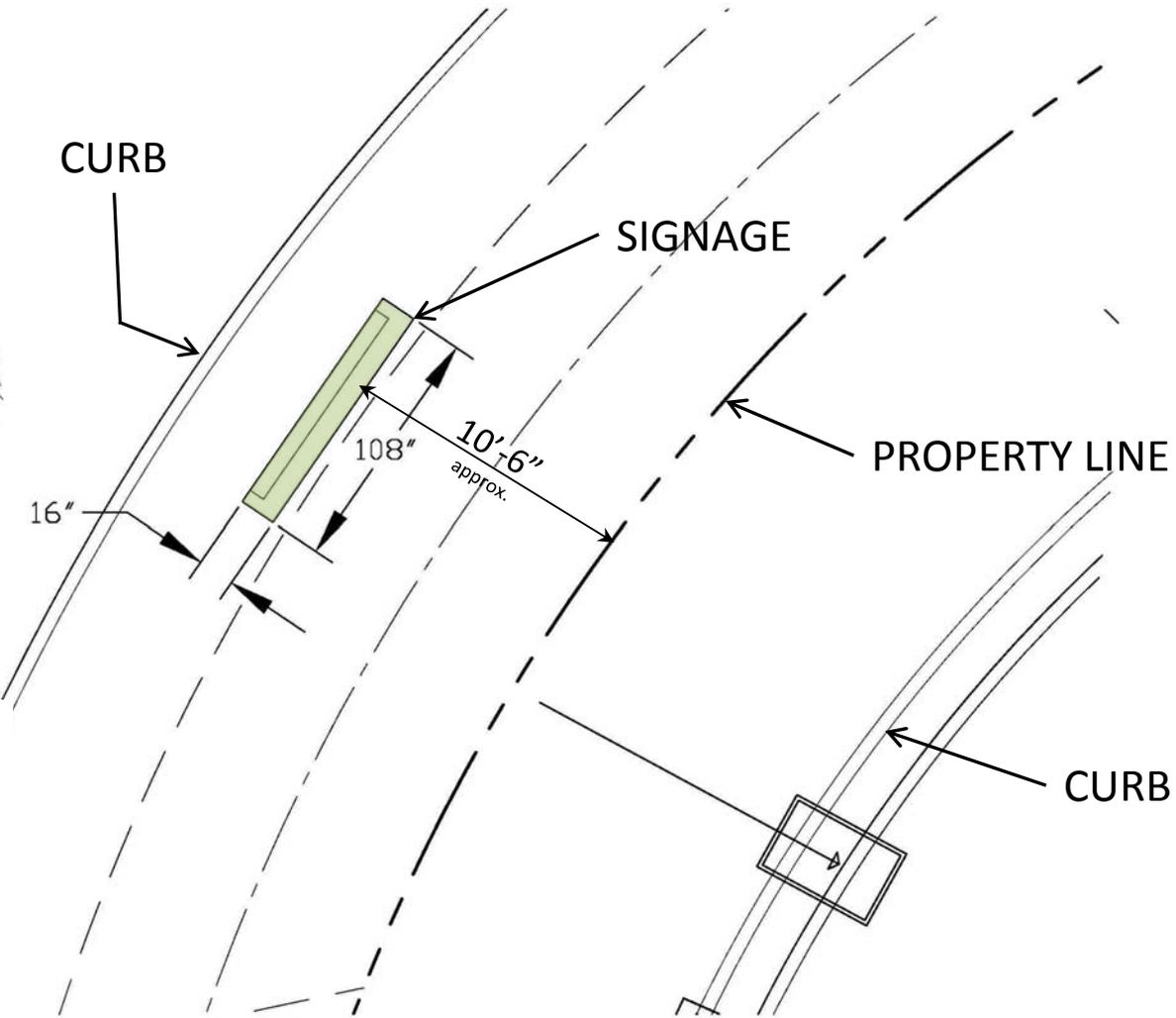
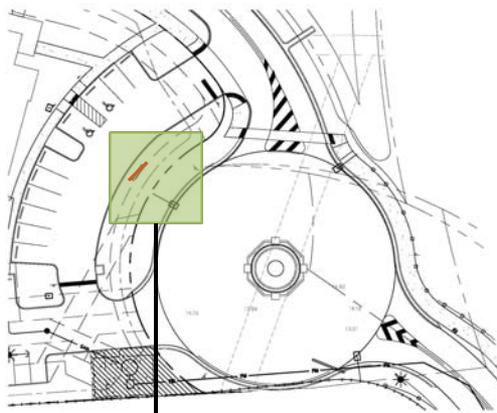
**CUSTOMER APPROVAL**

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SIGNATURE \_\_\_\_\_

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PRINT NAME \_\_\_\_\_ DATE \_\_\_\_\_



**DELRAY STATION SIGNAGE @ ROUNDABOUT**



*Charles Putman & Associates, Inc.*

Land Planning Services  
PLANNING - ZONING - PERMITTING

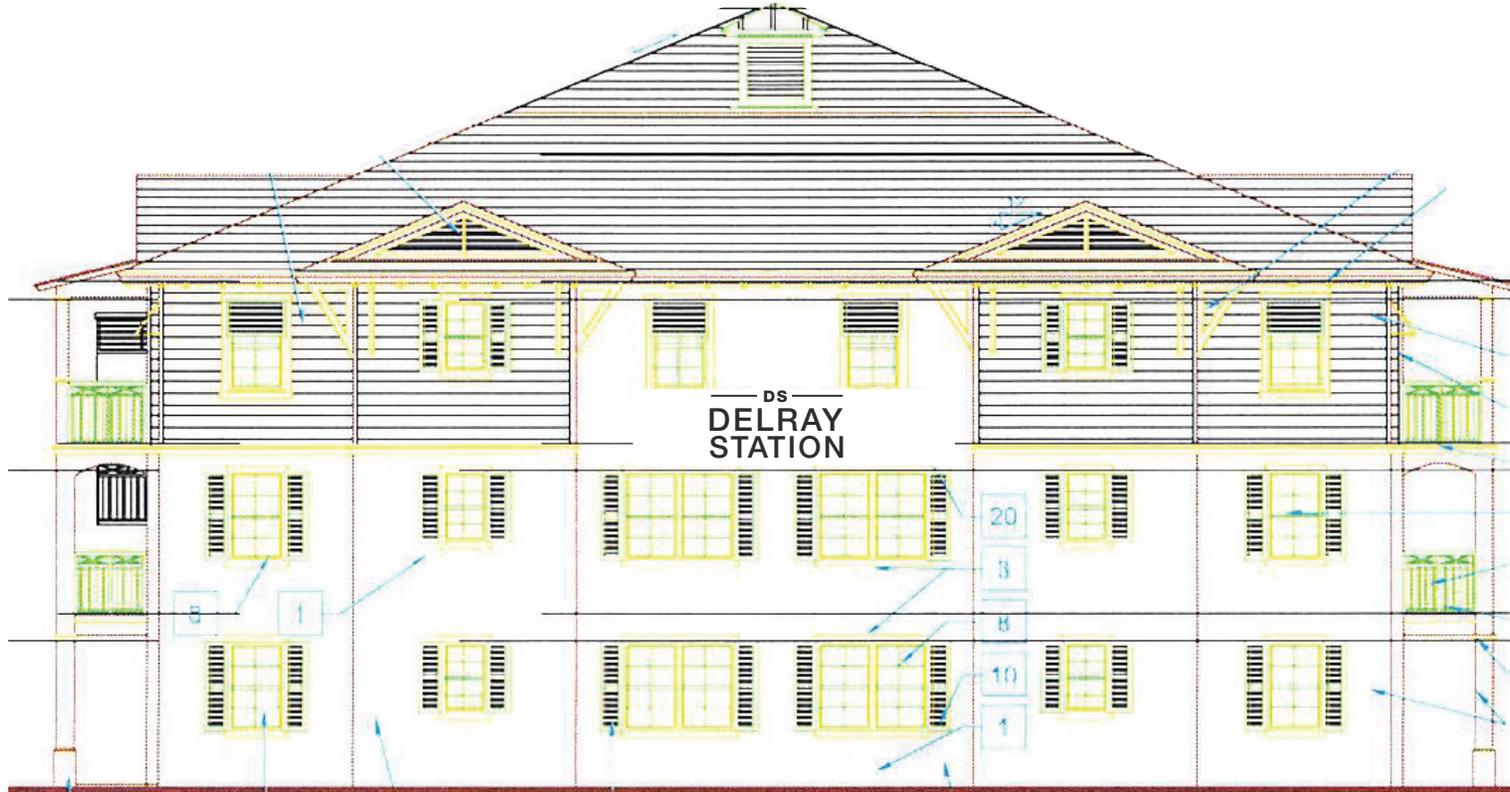
**EXHIBIT 2**



# DS DELRAY STATION

93.5" x 48"

Proposed



CHANNEL LETTERS - PREVIEW



**OAKHURST  
SIGNS**

QUALITY.  
CONSISTENT.  
SMART.

PROPERTY: ALTA AT DELRAY STATION

FILE ID: SIGN PACKAGE

SALES: AMBER KRAMER DATE: 11/29/16

DESIGN: JO SCALE: \_\_\_\_\_ PAGE: 5

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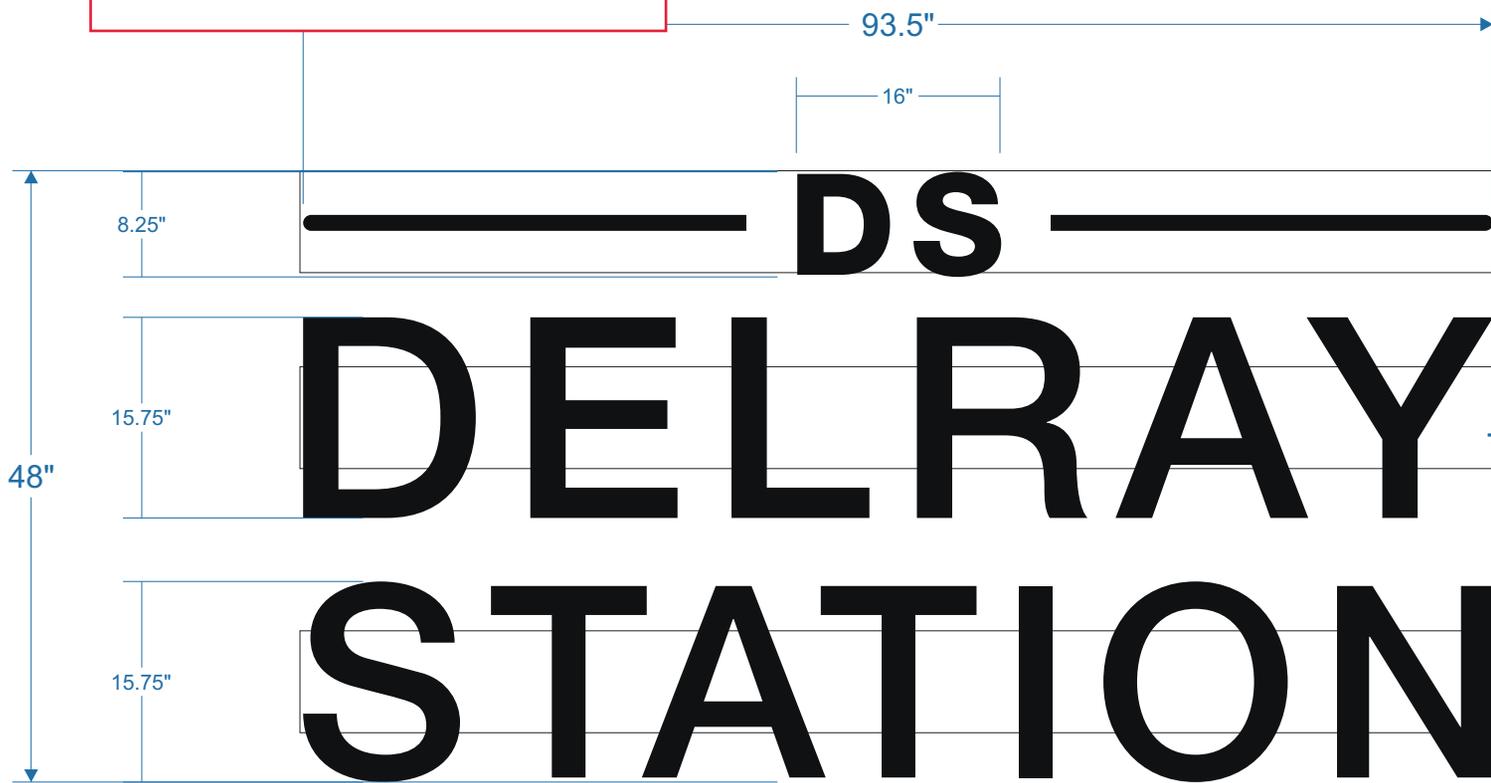
## CUSTOMER APPROVAL

SIGNATURE \_\_\_\_\_

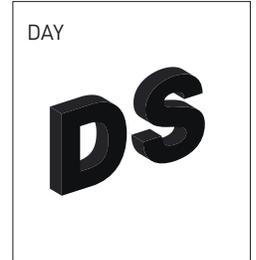
PRINT NAME \_\_\_\_\_

DATE \_\_\_\_\_

Proposed



RACEWAY  
QTY: 3  
(CONFIRM DIMENSIONS)



93.5" x 48"  
LED Illuminated  
Acrylic face channel letters  
Laminated with perforated vinyl  
(Raceway mounted)

BLACK

CHANNEL LETTERS - SPECIFICATIONS



**OAKHURST  
SIGNS**

QUALITY.  
CONSISTENT.  
SMART.

PROPERTY: ALTA AT DELRAY STATION

FILE ID: SIGN PACKAGE

SALES: AMBER KRAMER DATE: 11/29/16

DESIGN: JO SCALE: 1" = 15" PAGE: 6

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**CUSTOMER APPROVAL**

SIGNATURE \_\_\_\_\_

PRINT NAME \_\_\_\_\_

DATE \_\_\_\_\_