



*Planning, Zoning and Building Department*

**BOARD ACTION REPORT – APPEALABLE ITEM**

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**Project Name:** Master Sign Program (110 E. Atlantic)  
**Project Location:** 110 E. Atlantic  
**Request:** Approval of a Master Sign Program  
**Board:** Site Plan Review and Appearance Board  
**Meeting Date:** October 11, 2017

**Board Action:**

Approved (6-0, one seat vacant) to establish a Master Sign Program for 110 E. Atlantic Avenue with condition not to support the upper wall signs on the west elevation (D,E,F).

**Project Description:**

The subject property is located at the southeast corner of East Atlantic Avenue and SE 1st Avenue (110 East Atlantic Avenue) and is located in the Central Business District (CBD) and contains approximately 0.46 acres. The current uses are restaurant, commercial and office on the second floor.

On February 24, 2016, a Class III Site Plan Modification was approved by the Site Plan and Review and Appearance Board which included a Landscape Plan, Architectural Elevations and waiver request associated with interior and exterior renovations including enclosing the main lobby area, removal of stairs and installation of an elevator serving all floors, construction of a porch along SE 1st Avenue, and relocation of existing exterior dumpster enclosure areas.

The current Blanket Sign Program was established in 2005 and consists of a building identification sign, projecting sign and two wall signs. In 2013, the sign program was amended to allow additional signage for the restaurant Carpe Diem. In 2014, the Rocco's Tacos signs were approved administratively. The applicant is now before the board to replace the existing Blanket Sign program with a Master Sign Program. The Master Sign Program is more appropriate for this building due to the size of the building and amount of signage that is being requested.

**Staff Recommendation:**

Approval with the condition that the proposed office signage on the upper floor should be removed.

**Board Comments:**

Board approved with staff recommendation of no upper wall signage.

**Public Comments: none**

**Associated Actions:**

On September 28, 2017, the Downtown Development Authority made a motion to approve the master sign program without the wall signs on the west elevations.

Appealable Item Report

**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:** September 27, 2017

**ITEM:** **110 Building** – (2017-233) Replace the existing Blanket Sign Program for the 110 Building which was formally known as the Sopra Centre with a Master Sign Program located at 110 E. Atlantic Avenue.

**RECOMMENDATION:** **Approve with Conditions**

**GENERAL DATA:**

Owner/Applicant..... RMS Properties IX LLC

Agent..... Mark Gregory

Location..... Southeast corner of East Atlantic Avenue and SE 1<sup>st</sup> Avenue

Address..... 110 East Atlantic Avenue

Property Size..... 0.46 Acres

Future Land Use Map..... Commercial Core (CC)

Current Zoning..... Central Business District (CBD)

Adjacent Zoning..... North: (CBD)  
 South: (CBD)  
 East: (CBD)  
 West: Old School Square Historic Arts District (OSSHAD)



## ITEM BEFORE THE BOARD

The item before the Board is to replace the existing Blanket Sign Program for the 110 Building which was formally known as the Sopra Centre and update it with a Master Sign Program located at 110 E. Atlantic Avenue, pursuant to LDR Section 4.6.7(F)(2)(b).

## BACKGROUND & PROJECT DESCRIPTION

The subject property is located at the southeast corner of East Atlantic Avenue and SE 1st Avenue (110 East Atlantic Avenue) and is located in the Central Business District (CBD) and contains approximately 0.46 acres. The current uses are restaurant, commercial and office on the second floor.

On February 24, 2016, a Class III Site Plan Modification was approved by the Site Plan and Review and Appearance Board which included a Landscape Plan, Architectural Elevations and waiver request associated with interior and exterior renovations including enclosing the main lobby area, removal of stairs and installation of an elevator serving all floors, construction of a porch along SE 1st Avenue, and relocation of existing exterior dumpster enclosure areas.

On August 16, 2000, the Site Plan Review and Appearance Board reviewed a flat wall sign for "Join Us on Line" which was proposed to be placed on the fourth floor east elevation of the building facing SE 1<sup>st</sup> Avenue. The sign was denied based on aesthetic qualifications and standards, and requested the applicant submit a Blanket Sign Program.

The current Blanket Sign Program was established in 2005 and consists of a building identification sign, projecting sign and two wall signs. In 2013, the sign program was amended to allow additional signage for the restaurant Carpe Diem. In 2014, the Rocco's Tacos signs were approved administratively. The applicant is now before the board to replace the existing Blanket Sign program with a Master Sign Program. The Master Sign Program is more appropriate for this building due to the size of the building and amount of signage that is being requested.

## 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.**

The Master Sign Program consists of the following:

The letter color is to be white or aluminum. Recommended fonts are Futura Medium and Roman Classic. Tenants may use their company fonts in the center's colors. Registered trademark logos, type styles and color presentations are allowed. All flat wall signs are to be LED reverse channel letters.

**North Elevation**

Sign A - Existing projecting sign which reads "Rocco's Taco's"

Sign B – Existing wall sign that reads "Rocco's Taco's"

Sign C – 24" maximum letter height with a 24" minimum margin on each side of the sign.

Sign D – 24" maximum letter height with a 24" minimum margin on each side of the sign.

Sign E – Flat wall Building ID, 30" maximum letters by 14'.

Sign F – Projecting Sign corner tenant with raised lettering 1'9" x 8'.

**West Elevation**

Sign A – Flat wall Building ID, 30" maximum letters by 14'.

Sign B – Flat wall sign corner tenant Stand alone on Canopy maximum letter height 18" with a minimum 24" side margins.

Sign C – Flat wall sign rear tenant stand alone on canopy maximum letter height 18" with a minimum 24" side margins.

Sign D, E, F – maximum letter height 24" with a 12" side margin, multiple lines are allowed with 12" margin top and bottom of sign area.

The Master Sign Program is simple, tasteful and in harmony with the surrounding area. The signs are in scale with the size of the building. However, staff has concerns with the proposed Signs D, E, and F on the west elevation which are the office signs. Historically upper floor office signage has not been supported. As noted in the background section of this report the subject building was previously denied a wall sign for the upper floors on August 16, 2000. In November of 2016, the building at 400 E.

Atlantic Avenue was denied upper floor signage for their office spaces. Typically the building itself has name recognition as 110 is proposing (Sign E on the north elevation and Sign A on the west elevation). Elevations and a directory sign is often used as well for identification for the office space typically located interior to the building near the entrance. The office signage could set a precedent for future signage for the Central Business District. Thus attached as a condition of approval the proposed office signage on the upper floor should be removed.

Based on the above, positive findings can be made with respect to LDR Section 4.6.7(F)(2)(b) to establish a Master Sign Program for the 110 Building subject to the condition of approval.

### REVIEWED BY OTHERS

At its meeting of September 18, 2017, the **Downtown Development Agency (DDA)** reviewed the proposed Master Sign Program and the consensus was to recommend approval with the condition that the office signage on the west elevation be removed.

### ALTERNATIVE ACTIONS

- A. Postpone with direction.
- B. Move approval of the request for consideration of a Master Sign Program for the **110 Building** located at 110 East Atlantic Avenue based upon positive findings to LDR Section 4.6.7(F)(2)(b) with condition the office signage is removed (signs D, E, and F on the West Elevation).
- C. Move denial of the request for consideration of a Master Sign Program for **the 110 Building** located at 110 East Atlantic Avenue based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

### STAFF RECOMMENDATIONS

Move approval of the request for consideration of a Master Sign Program for the **110 Building** located at 110 East Atlantic Avenue based upon positive findings to LDR Section 4.6.7(F)(2)(b) with the condition that the office signage is removed (signs D, E, and F on the West Elevation).

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

Attachments:  
Master Sign Program

# Master Sign Program 110 BUILDING



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ES 12001050  
Sign Specialist  
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gregorymg1@aol.com

8-10-17  
8-31-17 REV

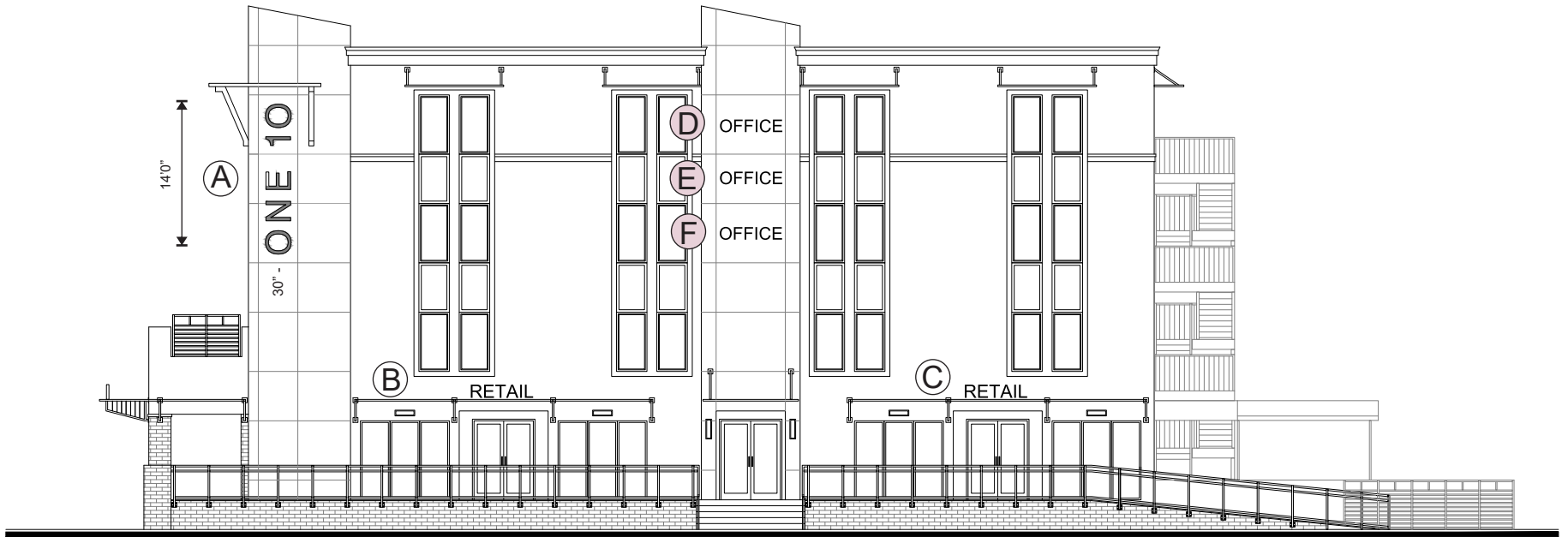


Proposed North Elevation

## Sign Inventory

- (A) Projecting Sign Rocko's Taco's (EXISTING) Neon Cabinet
- (B) Flat Wall Sign Rocko's Taco's (EXISTING) Neon Letters
- (C) Flat Wall Sign Center Tenant (Proposed) LED Reverse channel letters 24" tall letters maximum with a 24" minimum margin on each side of the sign
- (D) Flat Wall Sign Corner Tenant (Proposed) LED Reverse channel letters 24" tall letters maximum with a 24" minimum margin on each side of the sign
- (E) Flat Wall Building ID (Proposed) LED Reverse channel letters 30" tall letters by 14'0"
- (F) Projecting Sign Corner Tenant (Proposed) with raised lettering 1'9" wide by 8'0" tall (double faced) end maybe used similar to Roccas projecting sign

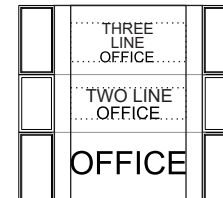




# Sign Inventory

## Proposed West Elevation

- Ⓐ Flat Wall Building ID (Proposed) LED Reverse channel letters 30" tall letters by 14'0"
- Ⓑ Flat Wall Sign Corner Tenant (Proposed) LED Reverse channel letters Stand Alone on Canopy Max letter height 18" with a minimum 24" side margins
- Ⓒ Flat Wall Sign Rear Tenant (Proposed) LED Reverse channel letters Stand Alone on Canopy Max letter height 18" with a minimum 24" side margins
- Ⓓ Flat Wall Sign Second Floor Tenants (Proposed) LED channel letters
- Ⓔ Flat Wall Sign Second Floor Tenants (Proposed) LED channel letters
- Ⓕ Flat Wall Sign Second Floor Tenants (Proposed) LED channel letters



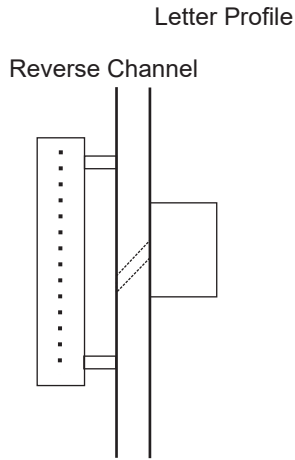
D,E & F with have a Max letter height 24" tall with a 12" side margins, multiple lines are allowed with 12" margin top and bottom of sign area

# Aerial of site

North

West





LED reverse channel letters  
 Typical letters to have white  
 LED illumination.  
 Letter color to be white or aluminum

All signs needs landlord approval.

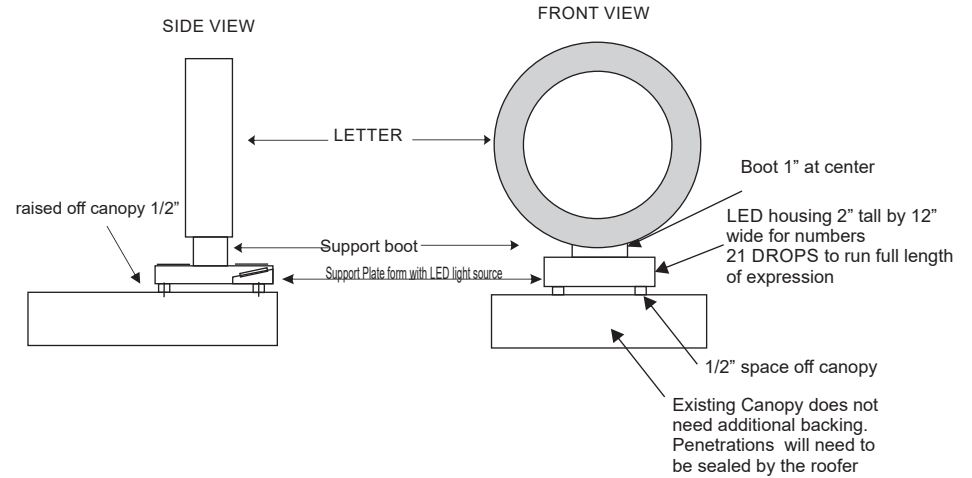
Recommended Type Fonts

**Futura Medium**

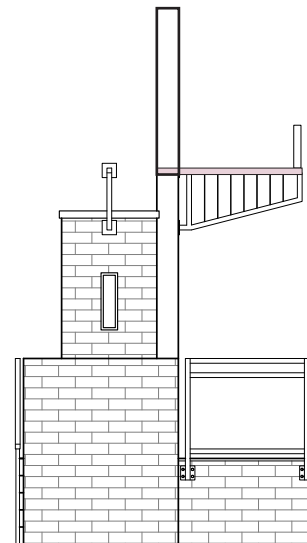
abcdefghijklmnopqrstuvwxy 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Roman Classic**

abcdefghijklmnopqrstuvwxy 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ



Illuminated Cross Section



Example



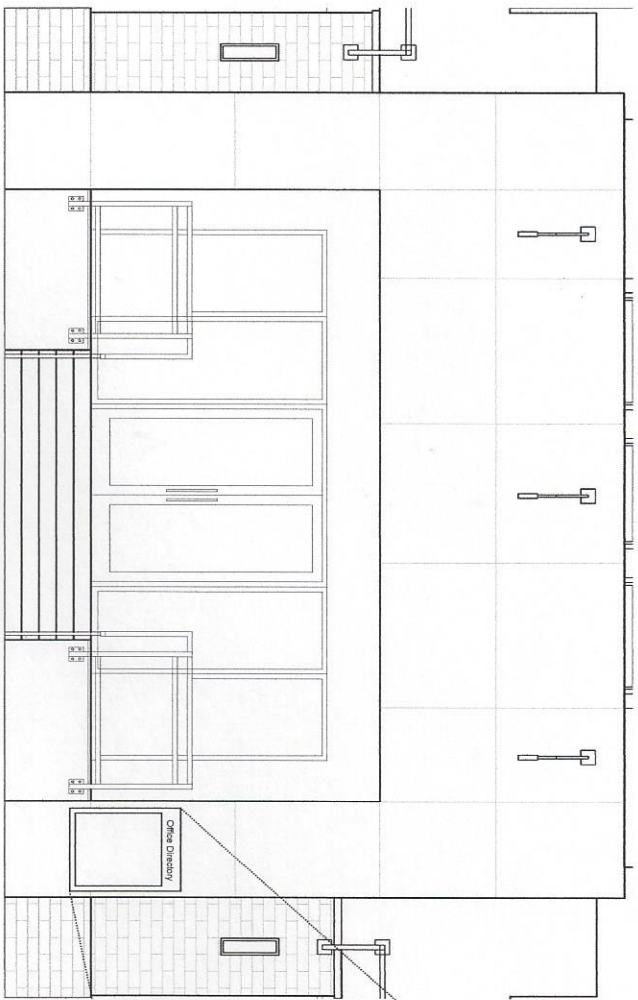
Stand Alone letters

Tenants may use their company fonts in centers colors.  
 Registered trademark logos, logo, type styles and color presentations allowed.

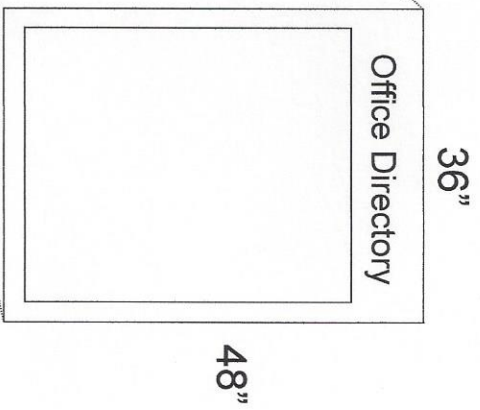
# Pictures of existing signs



# Directory For the Offices



Front Entry



Video Directory