



Planning, Zoning and Building Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: Delray Place (Harvest Seasonal Grill)
Project Location: 1811 S. Federal Hwy
Request: Approval of a Amendment to Master Sign Program
Board: Site Plan Review and Appearance Board
Meeting Date: November 29, 2017

Board Action:

Postponed (6-0, Nancy Senelier absent) for the amendment to the Master Sign Program for Harvest Season Grill & Wine Bar (Building 400), to add the wheat logo on the south, east, and west elevations of the tower feature. The three additional wall signs proposed on the south and east elevations are 72” (6 ft.) and on the west elevation is 96” (8 ft.).

Project Description:

The subject property is located at the southeast corner of Linton Boulevard and South Federal Highway. The existing shopping center, Delray Place, consists of nine commercial buildings and site improvements. The development, which was approved in 2013 was completed in 2015.

The proposed amendment does not meet the approved Master Sign Program for building 400. At the time of sign submittal in August of 2016, staff recommended that the wheat logo be incorporated into the signage as the proposed wheat logo on the tower does not meet the Master Sign Program criteria. In addition, the size of the wheat logo exceeds the allowable maximum height of a sign on this tenant space. Approval of the request would be for additional wall signs applicable to future tenants as well. It is noted that, Another Broken Egg applied for a similar request in July of 2015 to allow their logo on the tower of building 900, which only allows one wall sign. The Site Plan Review and Appearance Board denied the request unanimously. Another Broken Egg later applied to incorporate its logo with the existing wall sign; this request was approved administratively.

Staff Recommendation:

Denial

Board Comments:

none

Public Comments:

none

Associated Actions:

N/A

Next Action:

Reconsideration of the item due to postponement of the item.

SITE PLAN REVIEW AND APPEARANCE BOARD

CITY OF DELRAY BEACH

---STAFF REPORT---

MEETING

DATE:

ITEM:

Delray Place: (2017-258) Amendment to the Master Sign Program located at 1811 S. Federal Hwy. (Delray Place) for the restaurant Harvest Seasonal Grill.

RECOMMENDATION:

Approve

GENERAL DATA:

Agent..... Mark Gregory

Location..... Southeast corner of Linton Boulevard and Federal Highway (1801 and 1845 South Federal Highway)

Property Size..... 9.95 acres

Existing FLUM..... TRN (Transitional)

Current Zoning..... SAD (Special Activities District)

Adjacent Zoning.....North: PC (Planned Commercial) and RM (Multiple Family Residential - Medium Density)

East: R-1-AA-B (Single Family Residential) And CD (Conservation District)

South: PC (Planned Commercial); RM (Multiple Family Residential-Medium Density); R-1-AA-B (Single Family Residential).

West: PC (Planned Commercial)



ITEM BEFORE THE BOARD

The item before the Board is an Amendment to the Master Sign Program for the restaurant Harvest Seasonal Grill at Delray Place, located at 1811 South Federal Highway.

BACKGROUND & PROJECT DESCRIPTION

The subject property is located at the southeast corner of Linton Boulevard and South Federal Highway. The existing shopping center, Delray Place, consists of nine commercial buildings and site improvements. The development, which was approved in 2013 was completed in 2015.

The Site Plan Review and Appearance Board approved the original Master Sign Program on July 9, 2014. A description of the approved Master Sign Program is provided within the report. On July 8, 2015, the Board denied an amendment to the Master Sign Program to allow a logo for “Another Broken Egg” in the tower feature. The sign was denied on the basis that the Master Sign Program only allows for one wall sign for buildings (600 – 900) and that the logo could be incorporated into the existing wall sign for “Another Broken Egg”.

The subject request is for an amendment to the Master Sign Program for Harvest Season Grill & Wine Bar (Building 400), to add the wheat logo on the south, east, and west elevations of the tower feature. The three additional wall signs proposed on the south and east elevations are 72” (6 ft.) and on the west elevation is 96” (8 ft.).

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 approved wall sign criteria for the Master Sign Program at Delray Place consist of the following:

- Buildings 100 -400: two wall signs with a maximum height of one line of copy at 36" or two lines of copy at 4' 6" with the exception of building 400 to be allowed a third wall sign on the south elevation not to exceed 24" letter height.
- Building 500: allowed one flat wall sign; corner tenant (Trader Joe's) may have two wall signs. Maximum height is permitted by section 4.6.7(E)(7), signs.
- Buildings 600-900: one wall sign on primary front façade with one line of copy maximum height of 36" or two lines of copy of 4'6".

The proposed amendment does not meet the approved Master Sign Program for building 400. At the time of sign submittal in August of 2016, staff recommended that the wheat logo be incorporated into the signage as the proposed wheat logo on the tower does not meet the Master Sign Program criteria. In addition, the size of the wheat logo exceeds the allowable maximum height of a sign on this tenant space. Approval of the request would be for additional wall signs applicable to future tenants as well. It is noted that, Another Broken Egg applied for a similar request in July of 2015 to allow their logo on the tower of building 900, which only allows one wall sign. The Site Plan Review and Appearance Board denied the request unanimously. Another Broken Egg later applied to incorporate its logo with the existing wall sign; this request was approved administratively.

In consideration of the Master Sign Program intent, the approved program has resulted in an effective sign program for the center with its visibility to motorists and pedestrians without causing sign pollution.

Based on the above, staff recommends that the signage be incorporated into the existing signage that was previously approved administratively for Harvest Season Grill & Wine Bar and maintain the limits of the existing Master Sign Program.

ALTERNATIVE ACTIONS

- A. Postpone with direction.
- B. Move approval of the amendment to the Master Sign Program for **Harvest Season Grill & Wine Bar** located at **Delray Place, 1811 S. Federal Hwy** based upon positive findings to LDR Section 4.6.7(F)(2)(b).
- C. Move denial of the amendment to the Master Sign Program for **Harvest Season Grill & Wine Bar** located at **Delray Place, 1811 S. Federal Hwy** based upon positive findings to LDR Section 4.6.7(F)(2)(b).

STAFF RECOMMENDATIONS

Move denial of the request the amendment to the Master Sign Program for additional wall signs in the tower of the east, west, and south elevations for **Harvest Season Grill**

& Wine Bar located at Delray Place, 1811 S. Federal Hwy based upon positive findings to LDR Section 4.6.7(F)(2)(b).

Report Prepared by: Jennifer Buce, Assistant Planner

Attachments:
Master Sign Program

REVISION TO MASTER SIGN PROGRAM

RECEIVED BY

OCT 11 2017

City of Delray Beach
Planning & Zoning

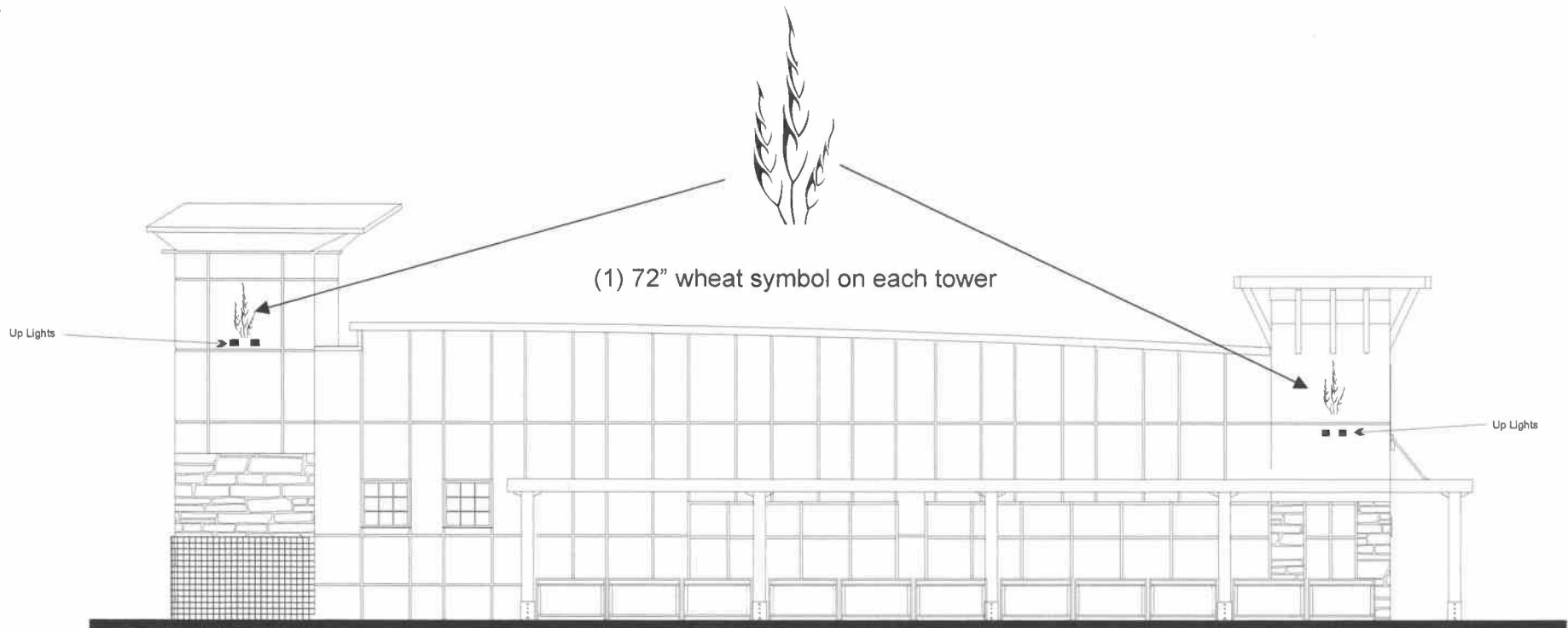
**DELRAY PLACE
SOUTHEAST CORNER of LINTON Blvd AND Federal Hwy
Delray Beach, Florida 33483**



Owner & Landlord: Delray Place, LLC
c/o Retail Property Group
Contact: Lease Administration
101 Plaza Real South, Suite 200
Boca Raton, FL 33432
Phone: (561) 961-1730 Fax: (561)-961-1744
EMAIL: leaseadmin@rpg123.com

**THE REQUEST IS TO ADD HARVESTS WHEAT symbol
TO THE TOWER FEATURES AT HARVESTS RESTAURANT**





BLDG 400

SOUTH ELEVATION



PRELIMINARY DESIGN FOR CUSTOMER APPROVAL

Conceptual Design Illuminated channel letters

Mark Gregory ES 12-001050
Sign Specialist
561-716-4531
gregorymg1@aol.com

COLORS
Beige

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

ARTWORK SHOWN IS PROPERTY OF MG CONCEPTS LLC UNAUTHORIZED USE OR REPRODUCTION WILL RESULT IN LEGAL ACTIONS. EXACT COLORS OF THE MATERIALS USED MAY NOT BE CORRECTLY REPRESENTED, DUE TO VARIATIONS IN PRINTERS & INKS.

SCALE NTS

DATE 2/18/16

REVISED 9/28/17

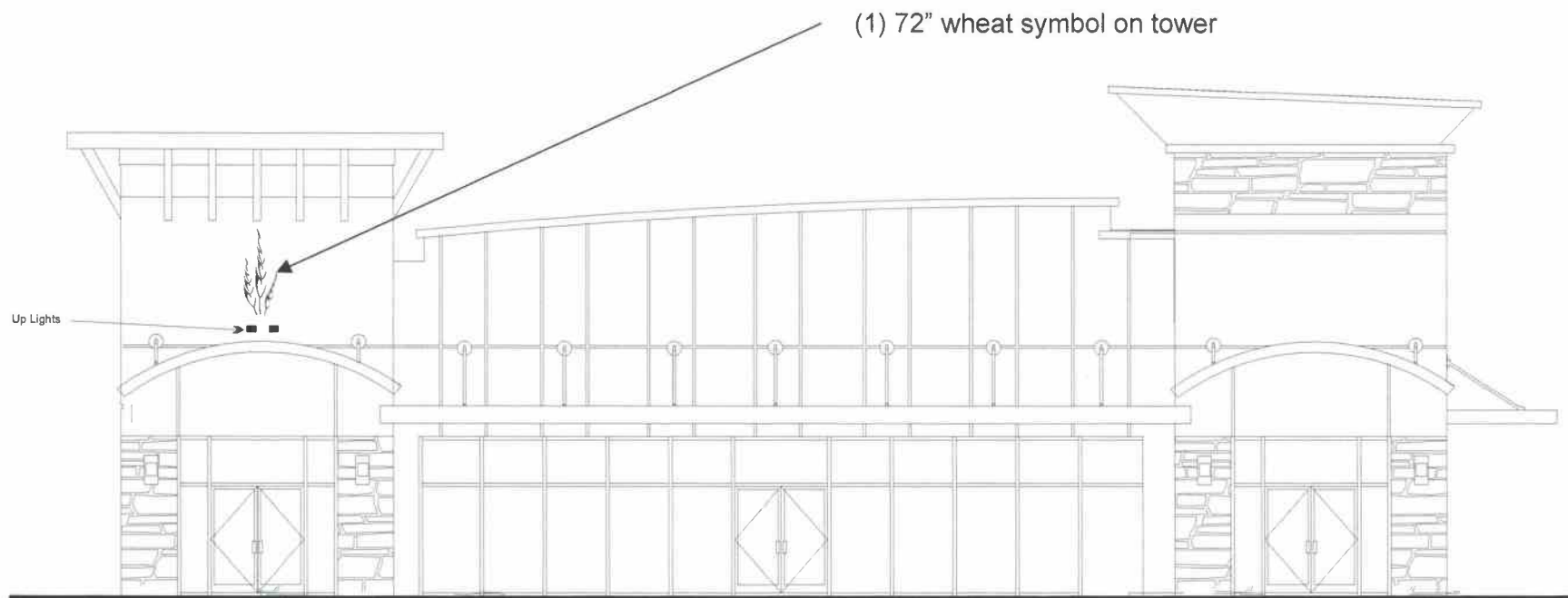
DRAWING NO.

HARVEST Delray Place - Wheat

DRAWN BY

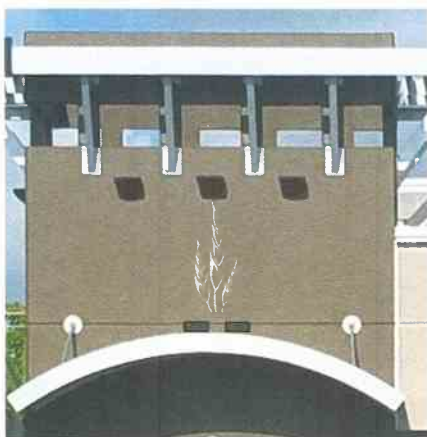
PAGE 1

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BLDG 400

EAST ELEVATION .



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*Please review your Name
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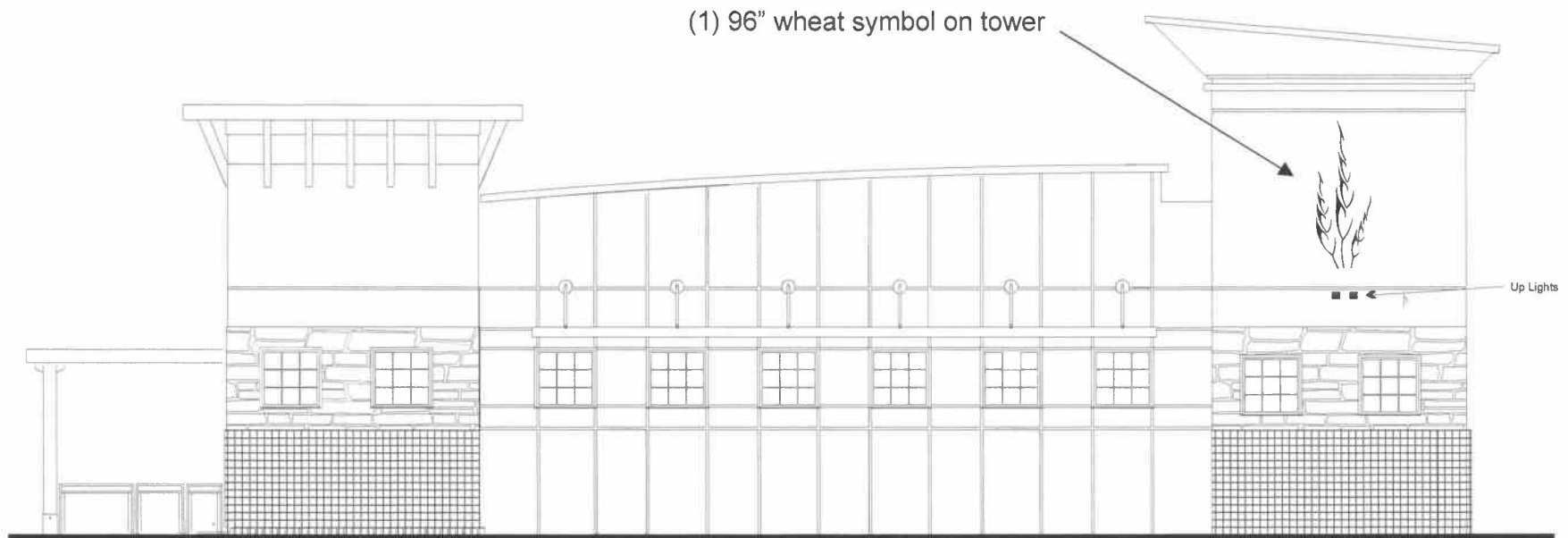
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BLDG 400

WEST ELEVATION .



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HARVEST Delray Place - Wheat

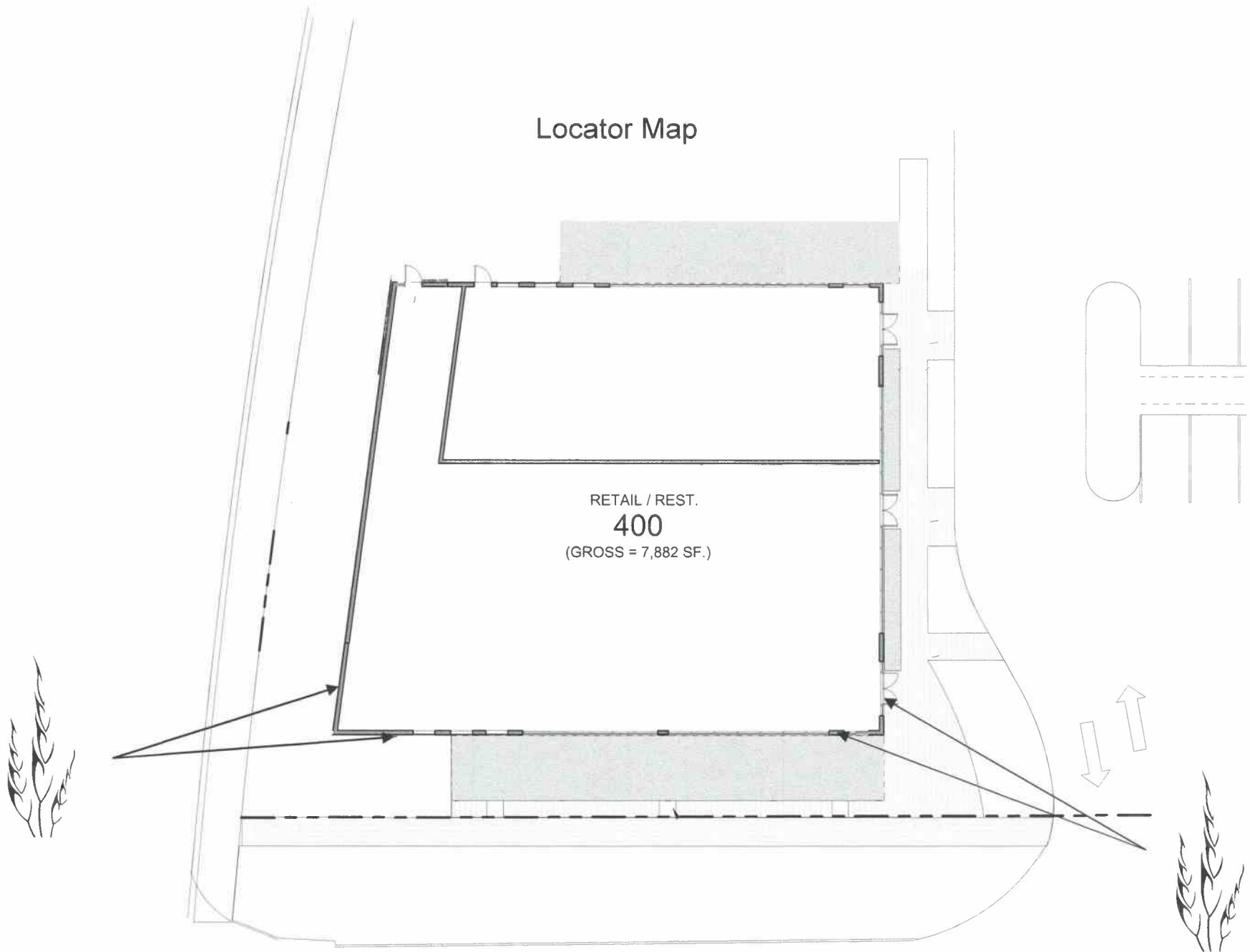
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Locator Map



2
A-7

BLDG 400 - SIDEWALK CAFE/ FLOOR PLAN
1/16" = 1'-0"



WHEAT ARCHITECTURAL PRESENTATION AT OTHER HARVEST LOCATIONS

