



# SITE PLAN REVIEW AND APPEARANCE BOARD STAFF REPORT

## DEVELOPMENT SERVICES DEPARTMENT

100 NW 1<sup>ST</sup> AVENUE, DELRAY BEACH, FLORIDA 33444

PLANNING & ZONING DIVISION: (561) 243-7040 • BUILDING DIVISION: (561) 243-7200

### SITE PLAN REVIEW AND APPEARANCE BOARD

**Meeting:** March 13, 2019

**File No.:** (2019-119)

**Application Type:** Master Sign Program

**General Data:**

**Agent:** McNeil Signs, Inc

**Owner:** Gunther Motor Co.

**Location:** 2201 N. Federal Hwy

**PCN:** 12-43-46-16-N9-001-0000

**Property Size:** 1.59 Acres

**FLUM:** GC (General Commercial)

**Zoning:** AC (Automotive Commercial)

**Adjacent Zoning:**

- AC (North)
- GC (West)
- GC (South)
- RS-P (Residential Single-Town of Gulfstream)

**Existing Land Use:** Car Dealership



**Item before the Board:**

The action before the Board is for the approval of a Master Sign Program for Gunther Volvo.

**Recommendation**

Move approval of the Master Sign Program for (2019-119) Gunther Volvo located at 2201 N. Federal Hwy., based upon positive findings to LDR Section 4.6.7(F)(2)(b).

**Background:**

The subject property is located on the east side of North Federal Highway, south of Gulfstream Boulevard; a small portion of the property abuts the Place Au Soliel neighborhood located within the Town of Gulfstream. The 4.79-acre property is zoned AC (Automotive Commercial) with a GC (General Commercial) Future Land Use Map (FLUM) designation. The property is also located within the North Federal Highway overlay area.

At its meeting of April 26, 2017, the Site Plan Review and Appearance Board approved a Class V Site Plan (2017-009), Landscape Plan, and Architectural Elevations for Gunther Volvo for the construction of a 31,035 square foot Showroom/Service building, and a three-level parking garage located at 2201 N. Federal Highway.

Now before the board is a Master sign Program to accommodate signage on the new showroom/service building.

Attached is the proposed program.

The west elevation which faces Federal Hwy and will function as the front of the building will have three flat wall signs and the monument. The first sign reads Gunther Delray Beach and is illuminated translucent white acrylic face panels 1'8" x 23'311/16" for a total of 38.60 SF. The second sign reads Volvo and is illuminated translucent acrylic face panels 1'8" x 12'10 1/16" for a total of 21.30 SF. The "service" sign is illuminated wall mounted letters, white faces and is 1' x 4' 8 1/16" for a total of 4.66 SF. The monument sign is setback 10 ft from the property line, 14 feet overall height with a sign area of 52 square feet. The sign on the north elevation reads Volvo and is illuminated translucent acrylic face panels 1'8" x 12'10 1/16" for a total of 21.30 SF there is an identical "Volvo" sign on the south elevation.

**Project Planner:**

Jennifer Buce, Assistant Planner;  
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**Review Dates:**

March 13, 2019

**Attachments:**

1. Sign Attachments



### 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 allows for the automatic granting of waivers and or adjustments to the provisions of Subsection (D) an (E) provided the intent of the sign code is maintained and the character of the community and neighborhood is not diminished. The signs on the north and south elevation do not face a dedicated street frontage and therefore would not be allowed without the approval of the Master Sign Program. In addition, three flat wall signs are proposed on the east elevation, which would also not be permitted without a Master Sign Program. Historically, car dealerships have several wall signs on the front of the building as multiple names could be associated with the main company as well as directory signage for their service area. The building is 250 FT long and can accommodate signage as it would look disproportionate with only one sign on the building. All the proposed signs meet the code for size and will be in harmony with the neighborhood as it will not intrude on any residential areas.

Given the review provided above, Staff recommends approval of the Master Sign Program for Gunther Volvo.

### Alternative Actions

- A. Continue with direction
- B. Move approval of the Master Sign Program (2019-118) for **2201 N. Federal Hwy** based upon positive findings to LDR Section 4.6.7(F)(2)(b).
- C. Move denial of the Master Sign Program (2019-118) for **2201 N. Federal Hwy** based upon failure to make positive finding to LDR Section 4.6.7(F)(2)(b).