

Development Services Department

### **BOARD ACTION REPORT – APPEALABLE ITEM**

Project Name: Delray Oasis Business Park Project Location: 1201 – 1237 N Federal Hwy Request: Master Sign Program PCN: 12-43-46-09-08-001-0060 Board: Site Plan Review and Appearance Board Meeting Date: April 24, 2019

### **Board Action:**

Approved (5-0 Annie Adkins-Roof and Vlad Dumitrescu absent) with conditions:

- 1. Font on monument be the same
- 2. Colors of building sign all be white
- 3. Any deviation from the proposed signs the SPRAB board must approve.

#### **Project Description:**

The subject property is located on unified lots at addresses 1201, 1203, 1205, 1235, and 1237 N. Federal Hwy. The site is located on Lots 1,2,3,4,5,6 and 7 on Block 1 in the Kenmont subdivision, and Lots 6 and 7 Section 9 of the Harry Seemiller subdivision at the northeast corner of N. Federal Hwy and Bond Way. The subject site has a combined square footage 0 75 acres.

Basic Sign Criteria is as follows: Each tenant is allowed one wall sign; Corner units maybe permitted an additional sign if specified by the landlord and City; Sign is limited to tenant's tradename only; Tenant's customary signage or logo hallmark, insignia, or other trade identification may be permitted at the Landlord's discretion; Nationally registered logos and or color that deviate from the criteria may also be permitted.

Signs shall be sand blasted to match the aesthetics of the building. The color of the sign is a Sherwin Williams SW 6069 French Roast. There is specific placement of the signs for each building which is displayed in the attached building. The tenant has three sizes to choose from being Exhibit "A" through Exhibit "C". The sizes are: 7.4 SF, 12.19 SF and 4.8 SF.

Board Comments: N/A

Public Comments: N/A Associated Actions: N/A

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



### 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: April 24, 2019	File No.: (2019-146)	Application Type: Master Sign Program			
General Data: Agent: Signarama, USA Owner: Howard Dean Properties Location: 1201-1237 N Federal Hw PCN: 12-43-46-09-08-001-0060 Property Size: 0.75 Acres FLUM: GC (General Commercial) Zoning: AC (Automotive Commerc Adjacent Zoning: o GC (North) o GC (East) o GC (South) o RL (Multiple Family Reside Existing Land Use: Retail, Office,	ial) ential) (west) and GC				

### Item before the Board:

The action before the Board is for the approval of a Master Sign Program for Delray Oasis.

### Recommendation

Move approval of the Master Sign Program for (2019-146) Delray Oasis located at 1201 N. Federal Hwy, with the condition that any additional signage must be approved through the Site Plan Review and Appearance Board, based upon positive findings to LDR Section 4.6.7(F)(2)(b).

### Background:

The subject property is located on unified lots at addresses 1201, 1203, 1205, 1235, and 1237 N. Federal Hwy. The site is located on Lots 1,2,3,4,5,6 and 7 on Block 1 in the Kenmont subdivision, and Lots 6 and 7 Section 9 of the Harry Seemiller subdivision at the northeast corner of N. Federal Hwy and Bond Way. The subject site has a combined square footage 0 75 acres.

On May 24, 2017, the Site Plan Review and Appearance Board (SPRAB) approved a Class 1 Site Plan modification for façade improvements associated with buildings 1201, 1203, 1205 and 1235 N. Federal Highway.

On January 22, 2018, the Planning and Zoning Board recommended approval to the City Commission for a Conditional Use request to establish a veterinary clinic at the 1235 N. Federal Highway building. On April 3, 2018, the City Commission approved the Conditional Use with conditions.

At its meeting of January 9, 2019, the Site Plan Review and Appearance Board approved a Class III change of use to several existing buildings, a parking lot expansion, landscape improvements, and related site improvements to the unified development.

Now before the board is a Master sign Program to accommodate signage on all of the buildings.

Attached is the proposed program.

-		
Project Planner:	Review Dates:	Attachments:
Jennifer Buce, Assistant Planner; buce@mydelraybeach.com.	<u>April 24, 2019</u>	1. Sign Attachments
561-243-7138		



Basic Sign Criteria is as follows:

- Each tenant is allowed one wall sign.
- Corner units maybe permitted an additional sign if specified by the landlord and City.
- Sign is limited to tenant's tradename only
- Tenant's customary signage or logo hallmark, insignia, or other trade identification may be permitted at the Landlord's discretion.
- Nationally registered logos and or color that deviate from the criteria may also be permitted.

Signs shall be sand blasted to match the aesthetics of the building. The color of the sign is a Sherwin Williams SW 6069 French Roast. There is specific placement of the signs for each building which is displayed in the attached building. The tenant has three sizes to choose from being Exhibit "A" through Exhibit "C". The sizes are: 7.4 SF, 12.19 SF and 4.8 SF. The program also states that additional sizes and colors are permitted at owner's sole discretion. There is also a proposed monument sign. The sign is setback 10' from N. Federal Hwy and is 14 in height. It is an illuminated double-sided tile wood finish, with a black header and a 1" red push though illuminated address letters. There are white acrylic faces proposed with each tenant allowed to have their custom logo in the tenant panel.

#### 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. Delray Beach Oasis is a unique set up of retail, office and commercial space nestled off North Federal Highway. Not all signs proposed face a dedicated street frontage, but as stated above the Master Sign Program allows for the automatic granting of waivers for this provision. All the proposed signs meet the code for size and are in harmony with the surrounding neighborhood. The program does include a statement that additional sizes and colors may be permitted at owner's sole discretion. Staff recommends that the program not include any other additional signs and only allow the three sizes that are shown in the program, any additional signage that is proposed must come back through the board as an amendment to the program. The proposed program is a clean program for the architecture of the building and additional signage to the building may distract from the simplicity of the building style.

Please note: The City granted Dr. Q an administrative approval in February of 2019.

Given the review provided above, staff recommends approval of the Master Sign Program for Delray Beach Oasis with the condition that any additional signage must be approved through the Site Plan Review and Appearance Board.

### Alternative Actions

- A. Continue with direction
- B. Move approval of the Master Sign Program (2019-146) for 1201 N. Federal Hwy with the condition that any additional signage must be approved through the Site Plan Review and Appearance Board based upon positive findings to LDR Section 4.6.7(F)(2)(b).
- C. Move denial of the Master Sign Program (2019-146) for **1201 N. Federal Hwy** based upon failure to make positive finding to LDR Section 4.6.7(F)(2)(b).

#### 3/4/2019

#### MASTER SIGNAGE PLAN The Delray Oasis Business Park, LLC 1201-1237 N Federal Highway Delray Beach, FL 33483

- "CENTER": DELRAY OASIS BUSINESS PARK, LLC DNA Properties Group at Berkshire Hathaway 1201-1237 N Federal Highway Delray Beach, FL 33483
- "LANDLORD": Howard Dean Howard Dean, P.C. H. Dean Properties, LLC <u>http://HDEANPROPERTIES.com</u> 150 White Plains Road, Suite 300 Tarrytown, New York 10591 tel. (914) 631-3000 / cell (914) 419-7166 / fax (914) 631-0363 riverrogue@msn.com

### "CITY OF DELRAY BEACH, FL



### **GENERAL REQUIREMENTS & RESTRICTIONS**

This Master Signage Program has been established for the purpose of ensuring a uniform signage program. Conformity will be strictly enforced for all new signage.

The purpose of this Master Signage Plan is to define and specify criteria for all exterior signage for all shops in the Center. These guidelines will ensure identification of the signage while producing a coordinated, complementary image for the entire Center.

All signs, including additional symbols or logos, must be submitted to Landlord and the City for approval prior to fabrication and installation. Tenant risks removal of the signage if the signage is installed without both Landlord's and City's written approval.

All signs shall be designed, constructed and located in accordance with the following "design criteria"; and shall be subject to the written approval of Landlord and/or Property Manager and the City of Delray Beach.

Each Tenant is allowed one (1) wall sign ("Sign"). Corner units may be permitted an additional sign if specifically authorized by Landlord and the City. The Tenant is to arrange for the design and fabrication of its Sign, in conformance with the restrictions listed herein and the City signage code.

The Sign content shall be limited to the Tenant's trade name only. Tenant's customary signage or logo, hallmark, insignia, or other trade identification may be permitted at Landlord's sole discretion. Nationally registered logos and/or colors that deviate from the criteria set forth may also be permitted at the Landlord's sole discretion and must comply with the City DESIGNER SIGN clause where applicable.

Each tenant shall contract with a sign company ("Company") that is fully licensed and qualified to do business in the City. The Company must have insurance coverage as required by Landlord, naming Landlord as Additional Insured, prior to or in conjunction with the submittal of drawings and specifications to Landlord. Landlord will not approve any signage without first having appropriate insurance coverage in place. Tenant shall be responsible for the operations of the sign Company.

Tenant is responsible to provide a site plan of the plaza, elevations of the façade, set back information from the property line and measurements of the right of way as required by the City. Architectural Elevations to scale, sign drawings and specifications submitted to Landlord, by the Tenant's Company, shall be *professionally drawn*, and shall indicate the location on the building, sizes and layout of all components and design elements, structure and installation method proposed, and colors of all exposed components, including all lettering and graphics, (the "Submittal").

The cost of design, engineering, the Submittal, approvals, permits, fabrication, installation and any remedial work required, of each Sign, shall be the sole responsibility of the Tenant.

The Tenant is solely responsible for maintaining the Sign in a proper working order.

### **ELEVATION KEY**

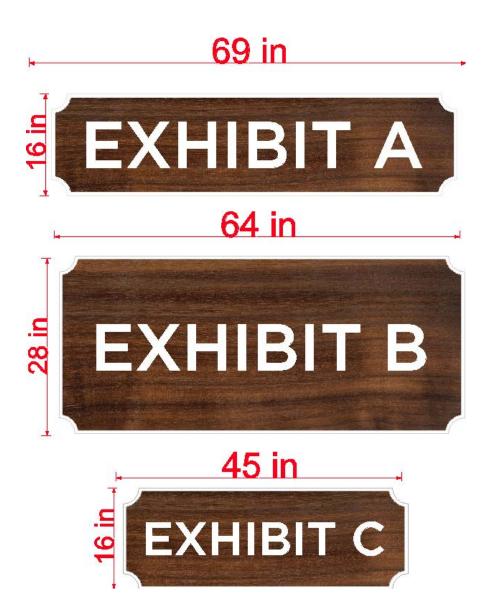
#### SIGN MOUNTING LOCATIONS (EXHIBIT A, B AND C) AND SIGN STANDARDS:

Each tenant has a unique frontage at Delray Oasis Business Park and are required to use "SIGN LOCATION" indicated on each picture as shown in Master Sign Program. Sign height standards shall fit within each area as indicated.

Signs shall be sandblasted to match aesthetics of the building and color to be used on background of signs is: Sherwin Williams - SW 6069 French Roast. Each tenant can use their custom Logo's as approved by the Landlord.

Construction: All signage must confirm to City and South Florida building codes. All signage must be UL Listed.

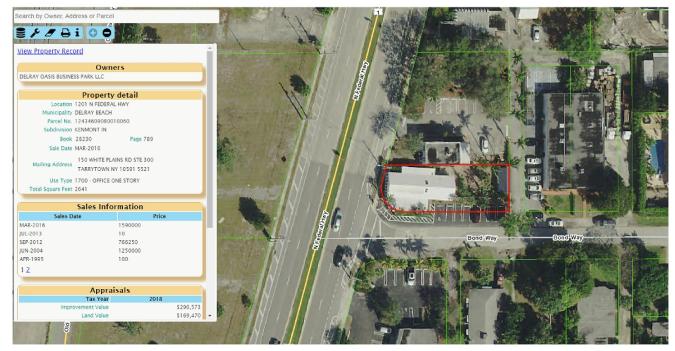
Additional Sizes, colors may be permitted, at owner's sole discretion, and must comply with the City code and DESIGNER SIGN CODE requirements where applicable.



Dr. Q's Pet Vet at 1235 N Federal Highway has been approved by the City of Delray Beach and has set the sign standards.



## 1201 N FEDERAL HWY ALLOWED SIGNAGE: EXHIBIT A OR EXHIBIT B



### **EXISTING**





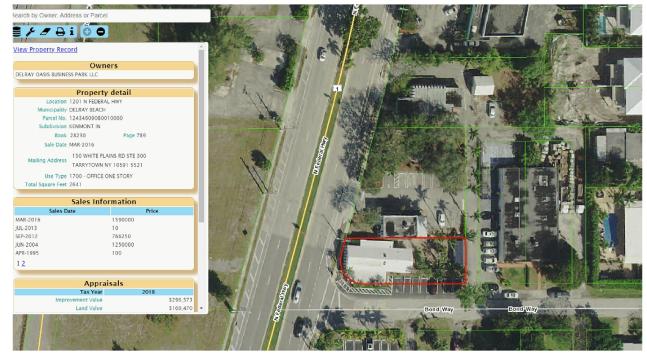


## **EXISTING**





# 1203 N FEDERAL HWY ALLOWED SIGNAGE: EXHIBIT A OR EXHIBIT B



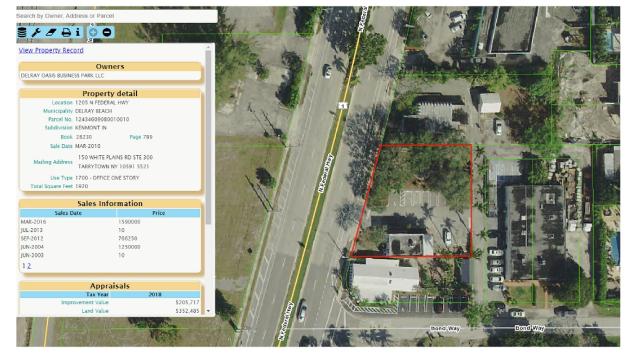
## EXISTING





# 1205 N FEDERAL HWY

### ALLOWED SIGNAGE: EXHIBIT A

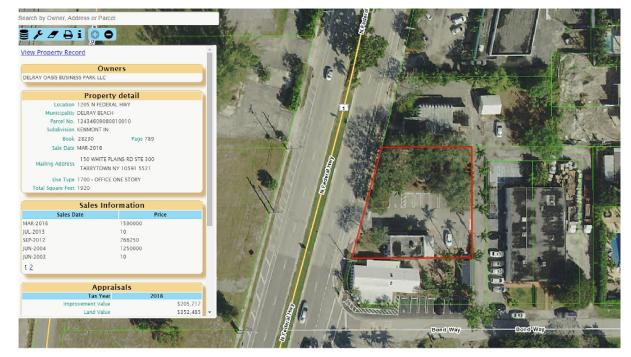


## EXISTING

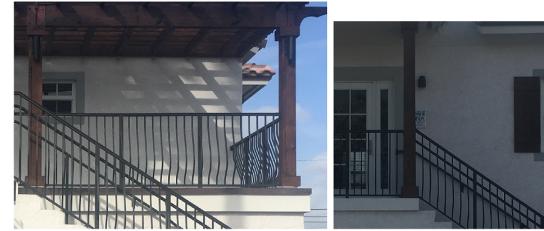




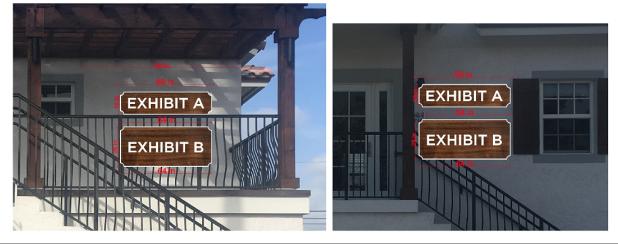
1205 N FEDERAL HWY SUITE 200 ALLOWED SIGNAGE: EXHIBIT A OR EXHIBIT B



## EXISTING



### **PROPOSED SIGN LOCATION OPTIONS**



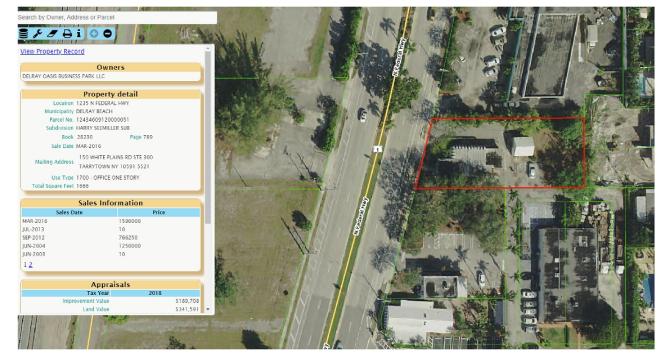


# EXISTING

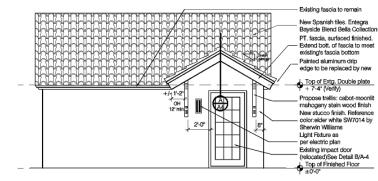




### 1237 N FEDERAL HWY ALLOWED SIGNAGE: EXHIBIT A, EXHIBIT B, OR EXHIBIT C

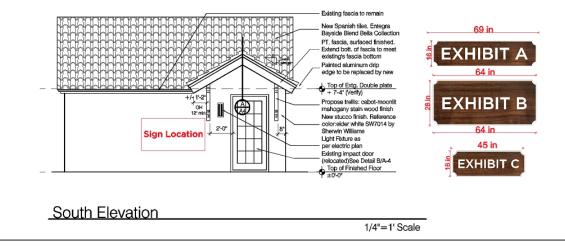


## PROPOSED CONSTRUCTION



South Elevation

1/4"=1' Scale



### **ELEVATION KEY FOR MONUMENT**

#### SIGN MOUNTING LOCATION (EXHIBIT D) AND SIGN STANDARDS:

There is a unique frontage at Delray Oasis Business Park and the monument sign will be in the "SIGN LOCATION" indicated on the picture as shown in Master Sign Program.

#### **DESCRIPTION OF DOUBLE SIDED MONUMENT SIGN:**

Illuminated double sided aluminum monument with a tile wood look finish. The header will be black with 1" red push through illuminated letters and address numbers. The white acrylic faces will be illuminated and have individual horizontal faces with a retainer frame around each row and if additional dividers are required, this can be done with vinyl.

The setback will be the minimum 10' standard. Sign height standards shall be 14' maximum and the vinyl will be applied to each face and fit within each area as indicated.

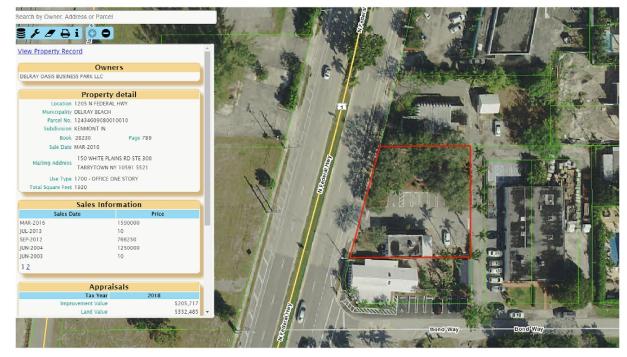
Cabinet of sign shall match aesthetics of the building and the tile wood look finish color to be used on cabinet will be close to the building signs color of: Sherwin Williams - SW 6069 French Roast. Each tenant can use their custom Logo's as approved by the Landlord.

Construction: All signage must confirm to City and South Florida building codes. All signage must be UL Listed.

Additional Sizes, colors may be permitted, at owner's sole discretion, and must comply with the City code and DESIGNER SIGN CODE requirements where applicable.

### 1205 N FEDERAL HWY

### ALLOWED SIGNAGE: MONUMENT



### EXISTING



#### PROPOSED SIGN LOCATION

	DELRAY BUSINESS PA		K
	Dr. 💓 VETERINARIAN		200
SPEED 25	Tenant 2		A. De China
	Tenant 3		16810
	Tenant 4		
	Tenant 5		
	Tenant 6	Tenant 7	
	South Elevation		
		2	



### South Elevation



South Elevation

### **CONSTRUCTION / INSTALLATION REQUIRMENTS**

Installation must be performed in accordance with all architecturally accepted methods and meet wind load requirements as designated by code and certified by a State of Florida engineer.

The Contractors shall install the Sign in strict accordance with the approved Submittal.

The contractors shall immediately repair any damage caused by its work within five (5) days of occurrence and shall be financially responsible for any damage caused by its work. If, within five (5) days the Contractor or Tenant has not made the necessary repairs to Landlord's satisfaction, landlord will repair the damage and Tenant shall reimburse Landlord for all expenses incurred. Contractor shall use Landlord's roofing contractor for any roof repairs.

