



# 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: May 22, 2019

File No.: 2019-181

Application Type: Amendment to Master Sign

#### General Data:

Applicant: SHARP

Agent: Alternative Sign Group

Location: 1395 NW 17<sup>th</sup> Avenue

PCN: 12-43-46-07-31-008-0000

Property Size: 4.67 Acres

FLUM: PCC (Planned Commercial Center)

Zoning: CMR (Commerce)

#### Adjacent Zoning:

- PCC (North)
- PCC (West)
- PCC (South)
- OSR (Open Space Recreation)

Existing Land Use: Service Industry and Light Industrial



#### Item before the Board:

The action before the Board is an amendment to the existing Master Sign Program for Delray North Business Center.

#### Recommendation:

Move approval of the request for an amendment to the Master Sign Program for (2019-181) SHARP business Systems located at Delray North Business Center in Delray Park of Commerce, 1395 NW 17<sup>th</sup> Avenue, based upon positive findings to LDR Section 4.6.7(F)(2)(b).

#### Background:

The subject parcel, known as a Delray Park of Commerce Tracts H & J are part of a group of buildings that make up many tracts with different uses such as service industry, office center, and light industrial. Tracts H and J consists of 4.67 acres and are specific to light industrial and service industry use.

On March 13, 2002, a Master Sign Program was approved with Gothic font, with individual channel letters, illuminated or non-illuminating. All gothic font, "Acrylite plexi blue #2114 faces, aluminum sides and jewelite trim and white neon, single featured logo allowed, corporate colors allowed for logos only. The letter height is proposed as follows: East Elevation: One line of copy: 30-inch maximum letter height; two line of copy; not to exceed 40-inch maximum sign height for two lines of copy, including 4-inches between lines.

Now before the board is a request to amend the existing Master Sign Program to accommodate signage for the SHARP business Systems.

#### 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

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Review Dates:  
SPRAB Board:  
May 22, 2019

Attachments:  
1. Sign renderings



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 sign is 2.6 x 11.16 for a total of 30 SF; illuminated channel letters in red and black. Delray North Business Center Sign Program is a very basic sign program that was developed in the early 2000's that does not deviate from any other color than blue. The sign meets the size requirements set forth in the criteria but does not meet the color blue, therefore requiring board approval.

The Master Sign Program allows for the automatic granting of waivers and or adjustments to the provisions of Subsection (D) and (E) provided the intent of the sign code is maintained and the character of the community and neighborhood is not diminished. Therefore, the sign can be approved through the Master Sign Program to deviate from the approved sign color as it faces I-95 and will not be visible to any neighborhood community.

Given the review provided above, staff recommends approval of the Master Sign Program for SHARP located at Delray Business Center in Delray Park of Commerce located at 1395 NW 17<sup>th</sup> Avenue.

**Alternative Actions:**

- A. Continue with direction.
- B. Move approval of the Amendment to the Master Sign Program (2019-181) for SHARP located at 1395 NW 17<sup>th</sup> Avenue based upon positive findings to LDR Section 4.6.7(F)(2)(b).
- C. Move denial of the Amendment to the Master Sign Program (2019-181) for SHARP located at 1395 NW 17<sup>th</sup> Avenue based upon failure positive findings to LDR Section 4.6.7(F)(2)(b).