



Development Services Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: Sharp Business Center
Project Location: 1395 NW 17th Avenue
Request: Amendment to Master Sign Program
PCN: 12-43-46-07-31-008-0000
Board: Site Plan Review and Appearance Board
Meeting Date: May 22, 2019

Board Action:

Approved (6-0 John Brewer absent) as presented.

Project Description:

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.

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.

Board Comments:

N/A

Public Comments:

A gentleman from the public spoke in support of the sign.

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 1ST 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 17th 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 17th 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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Jen Buce, Assistant Planner;
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561-243-7138

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 17th 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 17th 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 17th Avenue based upon failure positive findings to LDR Section 4.6.7(F)(2)(b).

SHARP®

SHARP BUSINESS SYSTEMS

Loc#: 004

1395 NW 17TH Ave, Ste 115
Delray Beach, FL 33445

icon

Site Plan



Drawing prepared by:

ICON

Location:
1395 NW 17TH Ave, Ste 115
Delray Beach, FL 33445

Proj #: 4879 Loc #: 004 Order #: 1129556

File Path: Active\ACCOUNTS\S\SHARP\Locations\4879_004_Delray Beach_FL_R1.cdr

Drawing prepared for:

SHARP

SHARP BUSINESS SYSTEMS

Revision #:	Req. #:	Date:	Artist:	Revision #:	Req. #:	Date:	Artist:	Revision #:	Req. #:	Date:	Artist:
Original	306100	11/16/18	TI	Rev 6	000000	00/00/00	XXX	Rev 12	000000	00/00/00	XXX
Rev 1	311766	04/15/19	TI	Rev 7	000000	00/00/00	XXX	Rev 13	000000	00/00/00	XXX
Rev 2	000000	00/00/00	XXX	Rev 8	000000	00/00/00	XXX	Rev 14	000000	00/00/00	XXX
Rev 3	000000	00/00/00	XXX	Rev 9	000000	00/00/00	XXX	Rev 15	000000	00/00/00	XXX
Rev 4	000000	00/00/00	XXX	Rev 10	000000	00/00/00	XXX	Rev 16	000000	00/00/00	XXX
Rev 5	000000	00/00/00	XXX	Rev 11	000000	00/00/00	XXX	Rev 17	000000	00/00/00	XXX

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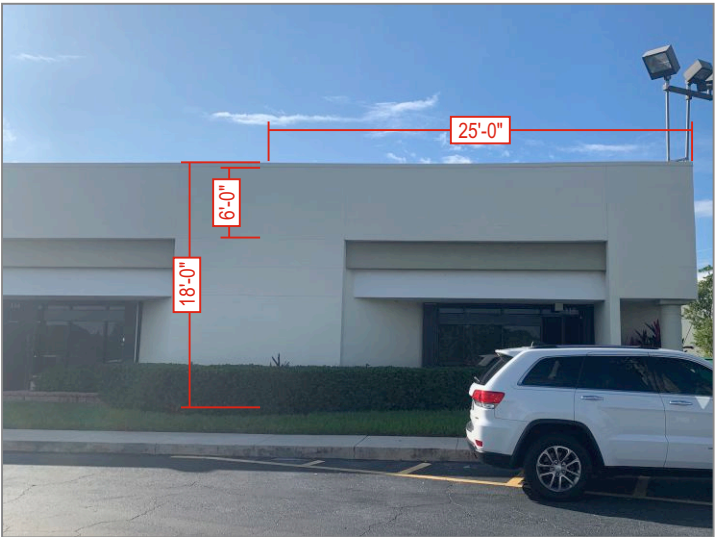
Proposed Signage

Sign #	Qty.	Description	Sq. Ft.
1	1	IL-18-SBS-R/B Illuminated Channel Letters - Flush Mount	30.28



TYPE	A	B	C	D	SQ.FT.
IL-18-SBS-R/B	18"	5 1/2"	32 7/16"	134 7/16"	30.28

- RED #2793 ACRYLIC FACES
- TRIMCAP & RETURNS PAINTED TO MATCH HUNTER RED



Existing



Proposed





