



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: July 10, 2019

File No.: 2019-211

Application Type: Amendment to Master Sign Program

General Data:

Applicant: Chick-Fil-A

Owner: TKC CLXXVIII, LLC

Location: 4823 West Atlantic Avenue, Delray Square

PCN: 12-42-46-13-00-000-7140

Property Size: 1.09 Acres

FLUM: GC (General Commercial)

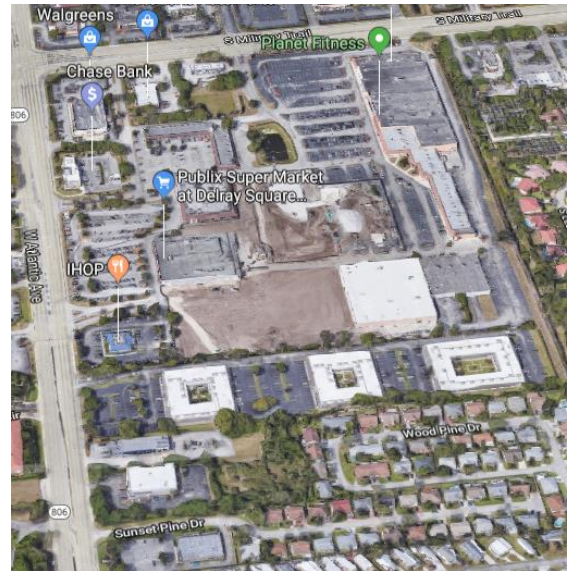
Zoning: PC (Planned Commercial)

Adjacent Zoning: rescheduled

- GC (General Commercial), Agricultural (A) and Single Family Residential (R-1-A) (North)
- PC (West)
- GC & PC (South)
- (POC) Planned Office Center (East)

Existing Land Use: Shopping Center

Proposed Land Use: Restaurant



Item before the Board:

The action before the Board is an amendment to the existing Master Sign Program for Delray Square for the Chick Fil A restaurant.

Optional Board Motions for Action Items:

- A. Move to continue with direction.
- B. Move approval of the Amendment to the Master Sign Program (2019-211) for Chick Fil A located at 4828 W. Atlantic 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 (2019-211) for Chick Fil A located at 4828 W. Atlantic Avenue based upon failure positive findings to LDR Section 4.6.7(F)(2)(b).

Assessment:

The property consists of 1.09 acres and is currently zoned PC (Planned Commercial) in the Four Corners Over Lay District. Most recently the Master Sign Program was amended to accommodate signage for the updated plaza in February of 2018.

When a Master Sign Program exist within a shopping plaza any new establishment to the existing sign program requires an amendment to the sign program or if a program does not exist one would need to be written to accommodate the plaza. In this case, one existed, therefore requiring an amendment to the program.

Chick Fil A is a new restaurant on a parcel under the Master Development Plan for Delray Square which was approved in 2017 and was not written into the original updated amendment to the master Sign Program for Delray Square, therefore requiring a separate amendment.

Project Planner:

Jen Buce, Assistant Planner;

buce@mydelraybeach.com,

561-243-7138

Review Dates:

SPRAB Board:

July 10, 2019

Attachments:

1. Sign renderings

**Background:**

The property consists of 1.09 acres and is currently zoned PC (Planned Commercial) in the Four Corners Over Lay District.

In 2015, a Master Development Plan (MDP) was approved and remains valid. The approval provided for the demolition of the existing Publix and its relocation elsewhere within the property in a new retail building, and the creation of two commercial outbuildings along West Atlantic Avenue, reconfiguration of the interior parking lot area with landscaping upgrades for the improved areas, and a right turn-lane from West Atlantic Avenue as requested by Florida Department of Transportation (FDOT).

In August 2017, a modification to the approved MDP was approved by the Planning and Zoning Board. The modification provided for the construction of a new outbuilding for restaurant use adjacent to South Military Trail, and minor square footage modifications for two retail buildings that were previously approved in 2015.

On June 27, 2018, the Site Plan Review and Appearance Board approved a Class IV Site Plan Modification to construct a 5,086 square foot one story restaurant with drive thru.

Now before the board is a request to amend the existing Master Sign Program to accommodate signage for the restaurant and drive thru.

Project Description:

The applicant is applying for wall signs on the north, south, east, and west elevations, a monument sign on the southwest corner and two drive through menu boards. The signs are described below:

Sign A; Southwest; 14 feet overall and has a sign area of 8.91 x 8.91 for a total of 158 SF (double sided) The sign is 10 ft from the property line and is the Chick Fil A trademark.

Sign B; East elevation; 5 x 11.75 for a total of 58.75 SF. The sign is red channel letters that read Chick Fil A.

Sign C; North elevation; 5 x 9.41 for a total of 47.05 SF. The sign is red channel letters that read Chick Fil A.

Sign D; South elevation 5 x 11.75 for a total of 58.75 SF. The sign is red channel letters that read Chick Fil A.

Sign E; West elevation; 3 x 3 for a total of 9 SF. The sign is the Chick Fil A trademark.

H1/H2 (menu Boards); 5'10' overall height with a canopy structure that fits over the menu board at 9'. The menu board is 6.83 x 4.16 for a total of 28.41 SF.

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.

Pursuant to **LDR 4.6.7(E) Design Standard Matrix;** Only one wall sign per business facing a dedicated street frontage is allowed. The applicant is proposing a wall sign on the north and east elevation which do not face a dedicated street frontage. The sign on the west elevation is on the rear of the building and is allowed by code.

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. The signs that are proposed on the north and east elevations meet the intent of the size pursuant to 4.6.7(E). The sign over the north elevation is over the main entrance while the east elevation faces the main entrance into the plaza. The menu boards are very similar to the size that was recently approved for the Taco Bell located at 5070 W. Atlantic Avenue. The overall height meets the requirement of the allowed size while the sign face is over the allowed size **Pursuant to LDR 4.6.7(F)(3)(d) drive thru windows;** signs used by businesses in conjunction with service at a drive-thru window may be permitted as long as the size of the menu board does not exceed seven feet in height, nor 24 square feet in size and a maximum of two signs per drive thru window. Chick Fil a is proposing a sign area of 28.41 SF. The sign package that is proposed is the typical protocol for Chick Fil A across the nation. The signage will not affect any surrounding neighborhoods as this is interior to the shopping plaza. The sign package is in harmony and good taste.

