



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: November 13, 2019

File No.: 2020-017

Application Type: Amendment to Master Sign

General Data:

Applicant: KHO Space

Owner: 555 SE 5th Ave, LLC, c/o Azure Development

Location: 530 SE 6th Ave

PCN: 12-43-46-21-85-000-0020

Property Size: 0.5 Acres

FLUM: GC (General Commercial)

Zoning: GC (General Commercial)

Adjacent Zoning:

- GC (General Commercial) (North)
- GC (West)
- GC (South)
- RM (Multiple Family Residential) and
POD (Professional Office District) (East)

Existing Land Use: Medical Building



Item before the Board:

The action before the Board is an amendment to the existing Master Sign Program for Downtown Professional Center located at 530 SE 6th Avenue.

Optional Board Motions for Action Items:

- A. Move to continue with direction.
- B. Move approval of the Amendment to the Master Sign Program (2020-017) for Downtown Professional Center located at 530 SE 6th 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 (2020-017) for Downtown Professional Center located at 530 SE 6th Avenue based upon failure positive findings to LDR Section 4.6.7(F)(2)(b).

Assessment and Summary:

The property measures 0.957 acre and is zoned (GC) General Commercial. and is located on the north side of SE 6th Street between SE 5th Avenue and SE 6th Avenue. The Master Sign Program was approved by the Site Plan Review and Appearance Board in January of 2017.

When a Master Sign Program exist, any new signage introduced to the site that does not meet the current requirements to the existing sign program requires an amendment to the sign program.

KHO is requesting signage that does not meet the current sign program.

Now before the board is an amendment to two wall signs on the north and south elevations.

Project Planner:

Jen Buce, Assistant Planner;

buce@mydelraybeach.com,

561-243-7138

Review Dates:

SPRAB Board:

November 13, 2019

Attachments:

1. Sign renderings



Background:

The subject parcel, also known as a Downtown Delray Professional Centre LT 2. Downtown Professional Centre is an 0.957-acre multi-tenant center.

On December 11, 2013, SPRAB approved with conditions a Class V site plan, landscape plan and architectural elevation plan for Downtown Delray Medical Centre associated with the construction of two one-story 6,500 square foot buildings (totaling 13,000 sq. ft.).

On December 14, 2016, SPRAB approved a Class II Site Plan, Landscape Plan and Architectural Elevations associated with a proposed generator with enclosure, aluminum canopy, equipment screening and roof on Building #2, modified sidewalk configuration between buildings and minor storefront changes.

On January 27, 2017 The Site Plan Review and Appearance Board approved the Master Sign Program for the Downtown Professional Center.

Now before the board is a request to amend the existing Master Sign Program to accommodate signage for the tenant KHO on the north and south elevations.

Project Description:

The current Master Sign Program allows 24" maximum letter height, in ¼ in thick aluminum plate or illuminated reverse channel letters or standalone letters in dark bronze as well as nationally trademarked logos. Tenants may also use their company fonts. In addition, there are two monument signs located northbound and southbound Federal Hwy. The approved sign program is attached.

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 proposed sign partially meets the required Master Sign Criteria. The national trademark and the use of reverse channel letters is allowed in the program. The applicant is requesting an increase in letter size which is 26" and the use of a dark blue backplate at 40". The signage that is existing on the building meets the current sign program as they are non-illuminated channel letters either in trademark colors or the bronze at the 24 inches allowed. If the amendment of allowing the 40" back plate and 26 " letters is granted, the symmetry on the buildings will change with dynamics to signage as this is a small building with limited signage where it could disrupt the clean lines and simple geometry created with the simple contemporary architectural style.