



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: January 8, 2019

File No.: 2020-055

Application Type: Master Sign Program

General Data:

Applicant: Armen Batmasian

Agent: Glen Welden

Address: 885 SE 6th Avenue

Location: East Side of SE 6th Ave. between SE 8th St. and SE 9th St.

PCN: 12-43-46-21-44-001-0000

Property Size: 0.61 Acres

FLUM: General Commercial (GC)

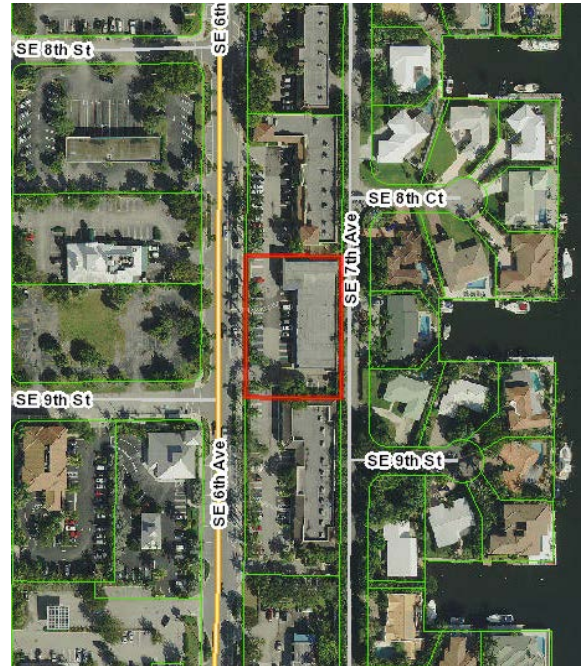
Zoning: GC

Adjacent Zoning:

- North: GC
- East: Single Family Residential (R-1-AA)
- South: GC
- West: GC

Existing Land Use: Commercial Building/ Retail and Personal Services

Proposed Land Use: No change



Item before the Board:

Consideration of an Amendment to the Current Blanket Sign Program with a change to a Master Sign Program.

Optional Board Motions for Action Items:

- A. Move to continue with direction.
- B. Move approval of the Amendment to the Master Sign Program (2020-055) for Mayfair Federal Plaza located at 885 SE 6th Avenue and finding that the request meets the applicable criteria in the Land Development Regulations.
- C. Move denial of the Amendment to the Master Sign Program (2020-055) for Mayfair Federal Plaza located at 885 SE 6th Avenue and find that the request does not meet the applicable criteria in the Land Development Regulations.

Background:

The subject property, known as the Mayfair Federal Plaza, is located on the east side of SE 6th Avenue between SE 8th Street and SE 9th Street. The property is located in the General Commercial (GC) District and has a GC Future Land Use Map (FLUM) designation. The property is described as Mayfair All of Plat, according to the plat recorded in Plat Book 46 Page 22 of the Palm Beach County. The one-story, 8,216 sf commercial building was constructed in 1984. The existing uses include retail and personal services uses. In April of 2019, the Site Plan Review and Appearance Board approved a Class I Site Plan Modification that consisted of an update of its architectural elevations.

The current sign program is a Blanket Sign Program which accommodates flat wall signs with a white background, white cabinets and blue vinyl copy, and allows for one monument sign.

Project Description:

A Blanket Sign Program currently exists for the subject property and the applicant is requesting to change to a Master Sign Program. A Blanket Sign Program may be required for a commercial property establishing the font, color, size and locations of signs on a multiple tenant building. A Master Sign Program is to be used when the development of a project is of such a scale or character that

Project Planner:

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Review Dates:

SPRAB Board: January 8, 2019

Attachments:

Master Sign Program



the normal application of the design and/or aesthetic standards of Subsections (D) and (E), respectively, 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 that the intent of the sign code is maintained, and the character of the community and neighborhood is not diminished. In this case, a Master Sign Program is more appropriate for the size of the plaza.

The proposed Master Sign Program includes:

- One illuminated sign per tenant elevation corner elevations; may be granted two signs.
- Tier two tenants (as shown on table 4 of the proposed sign program) shall be limited to the designated signage area of 3 feet 9 inches; letter height is a minimum of 10 inches and a maximum of 36 inches for all capital letters; smaller copy may encapsulate the message within a geometric shape (logo).
- Tier one tenants (as shown on table 4 of the proposed sign program) shall be limited to a minimum of 10 inches and a maximum of 36 inches for all capital letters; smaller copy may encapsulate the message within a geometric shape (logo);
- Signs may utilize no more than 75 percent of the vertical height, width and area between the tenants demising partitions for multi tenant buildings;
- Tenants shall be allowed to use their corporate branding; if tenants do not have corporate colors, tenants shall use the colors selected in the Master Sign Program. (Black Day time/White Evening, Red Acrylic, Metallic Silver, Satin metallic Silver and "They Call it Mellow")
- A 7-foot free standing sign is proposed at a 10-foot setback with the availability of 8 tenant spaces with push thru copy.
- Window signage is restricted to 20 percent of the aggregate glass which is allowed pursuant to 4.6.7 (H)(9).
- Rear signage is limited to suite address identification

Attached is the complete Master Sign Program.

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 signage is a complete detail package that will complement the new architectural features. The proposed sizes and new colors for signage will bring consistency to the plaza. The signs that are proposed meet the criteria set forth in a Master Sign Program.