



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, 2020

File No.: 2020-067

Application Type: Master Sign Program

General Data:

Applicant: Cannatelli Builders, Inc.

Agent: Cannatelli Builders, Inc. (Caspian)

Address: 190 SE 5th Avenue

PCN: 12-43-46-16-N3-001-0000

Property Size: 2.09 Acres

FLUM: Central Core (CC)

Zoning: Central Business District (CBD)

Adjacent Zoning:

- North: CBD
- East: CBD
- South: CBD & RM (Multiple Family Residential)
- West: CBD

Existing Land Use: Mixed use of Commercial & Residential Multi Family

Proposed Land Use: No change

Item before the Board:

Consideration of an Amendment to the Current 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 (2020-067) for 190 SE 5th Avenue (Caspian), finding that the request meets the applicable criteria in the Land Development Regulations.
- C. Move denial of the Amendment to the Master Sign Program (2020-067) for 190 SE 5th Avenue (Caspian) and finding that the request does not meet the applicable criteria in the Land Development Regulations.

Background:

The property is located on the westside of SE 5th Avenue between SE 1st St and SE 2nd Street and is described as Uptown Delray TR A in the Central Business District (CBD).

On November 13, 2013, the Site Plan Review and Appearance Board approved a Class V Site Plan for Uptown Delray now named Caspian. The development consists of two 5-story mixed-use buildings; the commercial component contains 3,529 square feet of retail and office on the ground floor and the residential portion of 46 dwellings units.

Due to the uniqueness of the mix uses of retail, office and residential and the size and scale of the development, the Site Plan Review and Appearance Board approved a Master Sign Program for the development on August 10, 2016.

The program consists of wall signs, direction sign and one monument sign for the building. The program also included future signage for the retail/office component of the building. The under-canopy signs are aluminum tube pantone 123 yellow with corporate color and logos allowed on the panel. Each panel is 2 x 2 for a total of 4 SF. The applicant is proposing a projecting sign on the east elevation, a wall sign on the north elevation and a tenant panel in the existing monument sign, therefore requiring an



Project Planner:

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Review Dates:

SPRAB Board: January 8, 2020

Attachments:

Master Sign Program



amendment to the sign program.

Project Description:

The proposed amendment is to allow signage for a new tenant "Frankie Beans" which will occupy the remaining commercial space on the ground floor. The Current Master Sign Program only allows for small under canopy signs for the commercial/retail components of the Caspian. The applicant is acquiring the remaining retail bays; Chewy Paws occupies the first bay. The applicant is proposing a projecting sign, wall sign and a tenant panel in the existing monument sign. The projecting sign faces the east elevation and is 4' x 4' illuminated Corporate brown color satin and reads "Frankie Beans Coffee Experience" for a total of 16 SF. The sign is double sided for 32 SF. The wall sign faces the north elevation and is internally illuminated Black Satin, mustard yellow and Corporate Brown and reads "Frankie and Beans parking in the Rear" 2.41 x 7.41 for a total of 17.9 SF. The tenant panel is 1'91 x 4 for a total of 7.64 SF. Double sided for (15.28 SF). Attached is the proposed sign amendment.

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.

Once a sign program has been established, staff can approve signs at the location if they meet the criteria that was set forth in the program. If signage is submitted that does not meet the current criteria, the applicant must receive the board process for approval. The projecting sign is 2 SF over the allowable size requirement and the wall sign on the north elevation is not facing a dedicated street frontage. In addition, the signs proposed are corporate trademarks. The Master Sign Program allows for the automatic granting of waivers to subsection (D) and (E) of the Design Standard Matrix, thus allowing the size of the projecting sign to exceed the 30 SF and the wall sign to be placed on the north elevation. The signage proposed is within scale and conformity of the building and will help patrons navigate to the parking available on site.