



# SITE PLAN REVIEW AND APPEARANCE BOARD STAFF REPORT

## DEVELOPMENT SERVICES DEPARTMENT

100 NW 1<sup>ST</sup> AVENUE, DELRAY BEACH, FLORIDA 33444

PLANNING & ZONING DIVISION: (561) 243-7040 • BUILDING DIVISION: (561) 243-7200

### SITE PLAN REVIEW AND APPEARANCE BOARD

Meeting: February 12, 2020

File No.: 2020-083

Application Type: Master Sign Program

#### General Data:

**Applicant:** The Marks Development Company

**Agent:** Signarama USA

**Address:** 925 Linton Blvd

**PCN:** 12-43-46-29-24-001-0000

**Property Size:** 9 Acres

**FLUM:** General Commercial (GC)

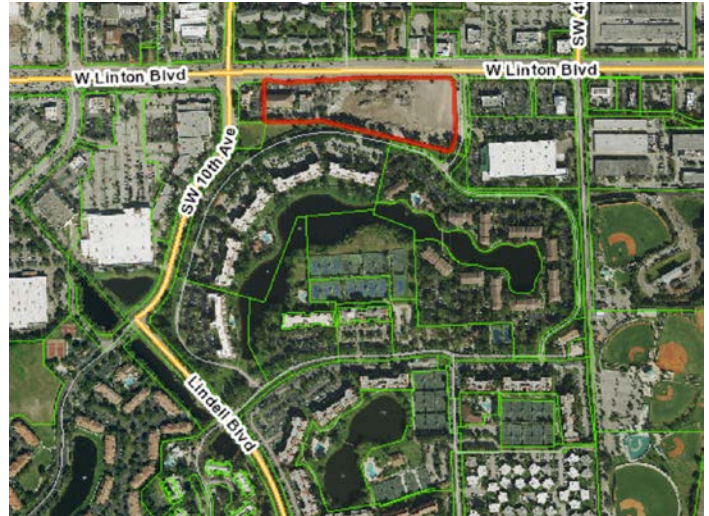
**Zoning:** Planned Commercial (PC)

#### Adjacent Zoning:

- North: RM (Multi-family Residential, Medium Density), CF (Community Facilities), and GC
- East: (PC)
- South: SAD (Special Activities District)
- West: GC

**Existing Land Use:** Commercial Use

**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 (2020-083) for Seed Workspace located at 925 Linton Blvd 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 (2020-083) for Seed Workspace located at 925 Linton Blvd and finding that the request does not meet the applicable criteria in the Land Development Regulations.

#### Background:

The subject property is located on Tract "A" of the Lavers International Plaza Plat 2, which consists of approximately 9 acres. Tract "A" consists of two parcels; the parcel to the west contains 0.80 acres and is zoned General Commercial (GC), while the parcel to the east contains 7.67 acres and is zoned Planned Commercial (PC).

In 2017, a Class IV Site Plan Modification, Landscape Plan and Architectural Elevations were approved for the redevelopment of Lavers International Plaza. The new development, Delray Beach Plaza, includes the demolition of three commercial and office buildings, and modifications to the two-story building (referred to as Building 900). The proposed signage for "Seed Workspace" is in the 900 building.

At its meeting of March 28, 2018, the Site Plan Review and Appearance Board approved an amendment to the Master Sign Program which included a complete update of their monument signs and wall signs for the plaza. The sign program does not include signage for the 2<sup>nd</sup> floor tenants nor does it include signage for the rear.

#### Project Planner:

Jennifer Buce, Planner

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#### Review Dates:

SPRAB Board: February 12, 2020

#### Attachments:

Master Sign Program



**Project Description:**

The proposed amendment is to allow signage for a new tenant "Seed Workspace" which will occupy the entire second floor the signage is over the front entrance as well as over the entrance in the rear. The Current Master Sign Program does not allow for signage for the second-floor tenant and no rear signage. The applicant is proposing the signage on the north elevation (front) face lit flush mounted LED channel letters which include dual color which appears black during the day and illuminated white at night. The sign is two lines of copy at 12.6 square feet x 2.58 square feet for a total of 32.7 square feet. The sign on the south elevation (rear) is low voltage, LED illuminated, reverse, halo lit channel letters, green and grey faces, white LED's and is 5.1 square feet x 2.75 square feet for a total of 14.2 square feet.

**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. Although the proposed signs meet the size requirements allowed in the Master Sign Program and pursuant to the land development regulation 4.6.7(E)(7) Design Standard Matrix, it does not specify for signage for second floor tenants or rear signage. The Master Sign Program does include a rear service door sign which will be installed by the Landlord. The sign will be white letters and numerals on a black background. Letters to be a maximum height of 3" and entire sign plaque will not exceed 2 square feet. Typically, signage is not approved for second floor tenants above the commercial use as there are several businesses within the second floor. A directory sign would be more appropriate for this use. The "Seed Workspace" is a coworking office space. If the sign is approved, no other business signs for the several businesses within the building should be allowed as the existing structure and architecture of the building would not allow for the additional signage. Pursuant to LDR 4.6.7(E)(7) the allowable size for rear wall sign is 9 square feet. The Master Sign Program does allow for the automatic granting of waivers to allow for larger signs if necessary. The proposed rear sign could set a precedent as no other tenants in the plaza have rear signage except for the rear service door sign which is uniform throughout the plaza.