



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: October 28, 2020

File No.: (2020-279)

Application Type: Amendment to Master Sign Program

General Data:

Agent: Archean Capital LLC

Applicant: Michael S. Weiner, Esq. at Sachs Sax Caplan PL

Owner: Archean Capital LLC

Location: 777 S Congress Avenue

PCN: 12-43-46-19-00-000-1060

Property Size: 4.8 Acres

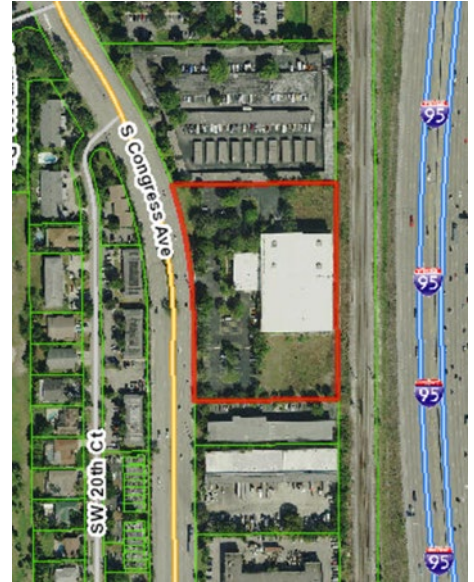
FLUM: CMU (Congress Avenue Mixed Use)

Zoning: SAD Special Activities District)

Adjacent Zoning:

- MROC (Mixed Residential Office and Commercial) (North)
- RM (Multiple Family Residential) (West)
- MROC (South)
- I-95 (East)

Existing Land Use: Private Car Club under Construction



Item before the Board:

The action before the Board is for the approval of an amendment to the Master Sign Program for the Collier Club located at 777 S Congress Avenue.

Optional Board Motions for Action Items:

- A. Move to continue with direction.
- B. Move approval of the Amendment to the Master Sign Program (2020-279) for Collier Club located at 777 S. Congress 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 (2020-279) Collier Club located at 777 S. Congress Avenue based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

Background:

The subject property is located on the east side of South Congress Avenue between West Atlantic Avenue and SE 10th Street. The site consists of approximately 4.8 acres, and contains a large, two-story warehouse with a one-story office on the front. The site was initially developed in 1979 for Kraft Foods as a warehouse and distribution center under the Light Industrial (LI) zoning regulations.

On February 25, 2019, the Planning and Zoning Board recommended approval 7-0 to City Commission for a rezoning from Mixed Residential, Office and Commercial (MROC) to Special Activities District (SAD).

The rezoning was approved to SAD on First reading by the City Commission on March 12, 2019 (5- 0) second reading on April 16th.

Project Planner:

Jennifer Buce, Planner;
buce@mydelraybeach.com,
561-243-7138

Review Dates:

10/28/20

Attachments:

- 1. Sign Attachments



On March 27, 2019, the Site Plan Review and Appearance Board approved a Class III site plan, landscape plan and architectural elevations for 777 S. Congress Avenue.

On August 8, 2001, the City Commission granted a waiver to section 4.6.7(E)(7) to allow the signs on the north and south elevations which do not face a dedicated street frontage. This section of the code states that a flat wall sign is allowed one per building face if it faces a dedicated street frontage. The applicant, ABC Carpets wanted sign exposure along the I-95 corridor. Additional signage was submitted and approved administratively as it met the land development regulations in 4.6.7 and was not included with the waiver. The signs approved administratively included a monument sign, a sign facing I-95 and a flat wall sign on the west elevation.

On December 12, 2012, ABC Carpet returned with a new sign package which included the same elevations as previously approved in 2001 but a new design and minor size adjustments to the signs were proposed. The direction was to proceed as a waiver as previously approved in 2001. The Site Plan Review and Appearance Board voted on the recommendation for a waiver to City Commission with conditions. Before the waiver went to City Commission, direction was changed, and the application returned to the Site Plan Review and Appearance Board as a Master Sign Program. It was approved on February 8, 2012 (4-1 vote) with the condition that the sign letter be the same color of the building to be in more harmony and aesthetically pleasing. Board comments went on to say that this was "an odd application and the tenant would not have any leeway and could not add any additional signage without having to come back before the Board."

Now before the board is a new sign package that includes a sign on the south elevation at 6.75 x 14.5 for a total of 98 SF. The west elevation is proposed as well and administratively approved.

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 before the board as an amendment to the Master Sign Program as this is a unique situation. This is a standalone building at a large scale and sign specific. Although, the placement of the signs has been consistent through the approval history, signage is sign specific in each of the proposals that has come before the board. The sign proposed on the south elevation meets the intent of the sign code for size as it is proposed at 98 SF, the sign code allows up to 160 SF. The Master Sign Program allows for the automatic granting of waivers to allow the signage to be approved from section 4.6.7(E)(7) which states that flat wall signs must face a dedicated street frontage. A future sign for the north elevation will be allowed to be approved administratively in the future if it is consistent with the existing signage and meets the size limitation. Any deviation from what is approved under the amendment will require the applicant and future applicant to amend the Master Sign Program. In addition, if a mural is proposed this is now under a separate application per Ordinance 20-20.