



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 19, 2020

File No.: (2021-019)

Application Type: Establish Master Sign Program

General Data:

Agent: Michael Norton

Applicant: Karen Wilson

Owner: MFREVF II- Sofa LLC

Location: 151 SE 3rd Ave

PCN: 12-43-46-16-N1-001-0000

Property Size: 1.8 Acres

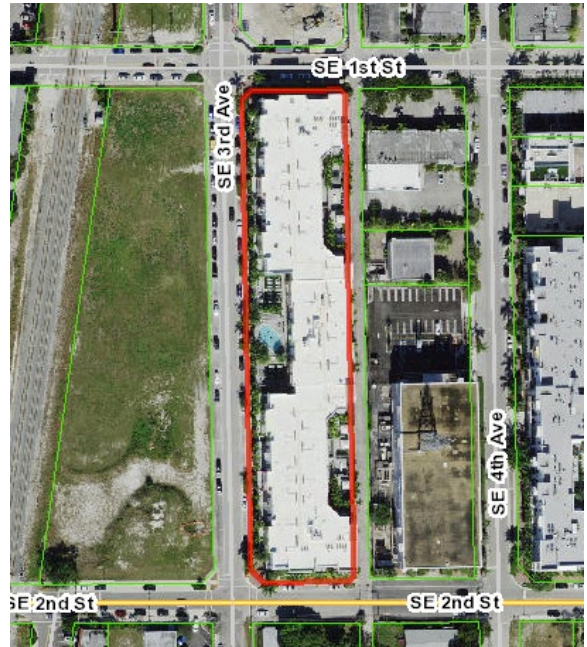
LUM: CC (Commercial Core)

Zoning: CBD (Central Business District)

Adjacent Zoning:

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

Existing Land Use: Multi Family



Item before the Board:

The action before the Board is for the approval of the establishment of a Master Sign Program for Sofa located at 151 SE 3rd Avenue.

Optional Board Motions for Action Items:

- A. Move to continue with direction.
- B. Move approval of the establishment of the Master Sign Program (2021-019) for Sofa located at 151 SE 3rd Avenue based upon positive findings to LDR Section 4.6.7(F)(2)(b).
- C. Move denial of the establishment of the Master Sign Program (2021-019) for Sofa located at 151 SE 3rd Avenue based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

Background:

The subject property is located on SE 3rd Avenue between SE 1st Street and SE 2nd Street. The site consists of approximately 1.8 acres, and contains a four-story building with, 117 multi-family residential unit in the Central Business District.

In 2012, SPRAB approved a Class V Site Plan for the four story mutli family residential development. In 2015, signs were submitted through the building department and approved administratively for the north and east elevation. The signs are illuminated brushed aluminum at 3.5 x 7.68 for a total of 26.81 square feet. There are also two directional signs that did not require permits as they are exempt per LDR 4.6.7(H)(2). They are located on the west side directing patrons into the parking garage. At the time, a Master sign program was not necessary due to the requested number of signs.

Now before the board is the establishment of a Master Sign Program which will include the above previously approved signage and a request for a projecting sign. The sign is proposed on the corner of SE 1st Street and SE 3rd Avenue above the existing

Project Planner:

Jennifer Buce, Planner;
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Review Dates:

11/18/20

Attachments:

1. Sign Attachments



wall sign. The sign is 11'4" x 2'2" for a total of 49 SF. The sign is an aluminum fabricated cabinet with routed and backed face, with translucent acrylic face, internally illuminated with LED. The sign is Black semi-gloss with shades of alabaster and white.

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 a Master Sign Program as the development is of such scale and character that a 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. This is a standalone multifamily residential building at a large scale and sign specific. In 2015, two wall signs that met the LDR section 4.6.7(E)(7) were applied for and approved and at the time did not cause the need for the establishment of a Master Sign Program. The result of the new proposed projecting sign which is over the allowed 30 SF limit and any new future signage for the building sets the parameters to establish the Master Sign Program. The proposed projecting sign is 11'4" x 2'2" for a total of 49 SF. A Master Sign Program allows for the automatic granting of waivers to allow the signage to be approved from section 4.6.7(E)(7). Therefore, the size of the proposed sign can be approved as presented.