



Development Services Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: Sofa
Project Location: 151 SE 3rd Avenue
Request: Establishment of a Master Sign Program
PCN: 12-43-46-16-N1-001-0000
Board: Site Plan Review and Appearance Board
Meeting Date: November 19, 2020
Board Action: 4-2

Board Action:

Approved (4-2 Andrea Sherman and Dana Adler Post dissenting; Price Patton absent)

Project Description:

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.

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.

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.

Board Comments:

Ms. Adler and Ms. Sherman did not like the color of the sign; while Mr. LHerrou felt the Master Sign Program was appropriate for the size of the building.

Public Comments:

N/A

Associated Actions:

N/A

Next Action: The SPRAB action is final unless appealed by the City Commission.



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

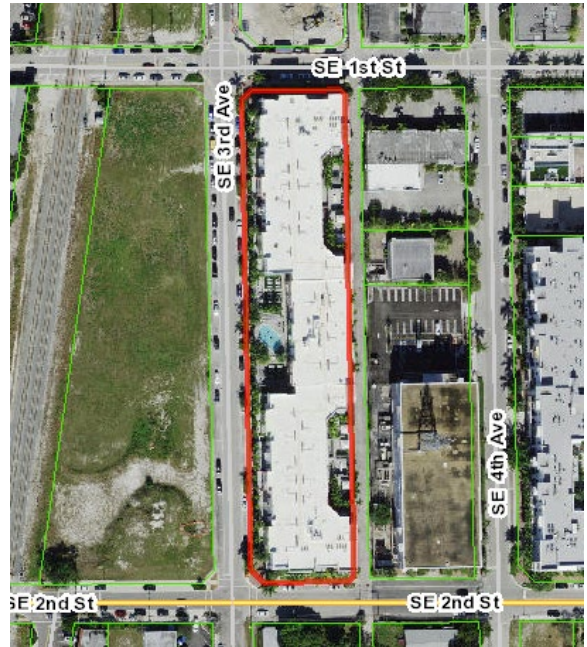
LUM: CC (Commercial Core)

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 administraviley 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;
buce@mydelraybeach.com,
561-243-7138

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.

SofA Delray Beach Apartments

Delray Beach, FL

Blade Sign

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Signs:

3 Existing "Sofa" signs = 80.43 sf total

4 Existing directional signs = 16 sf total

1 Proposed new projecting sign=24 sf /49sf total both faces

Grand Total Sign area = 145.43 sf

Art for Approval

Thank you for your business. Following you will find drawings that have been generated for your review and consent. These drawings represent our interpretations of your request. As the customer you will assume all financial responsibility for products manufactured in compliance with the signed drawings. Please read carefully before signing.

Please inspect these drawings carefully, making sure they are an exact, complete, and accurate reflection of what you are wanting us to build. A mounting detail may also be included. Make certain that it matches the expected conditions of the site and answers any concerns that you or any of your contractors may have. If the drawings meet with your approval please sign them to indicate your approval. If you have any questions or concerns, please contact your DeNyse Representative and they will be more than happy to assist you. If you have changes, please mark up the drawings and get them back to us so that we can make the necessary adjustments.

Upon approval, these drawings will be put into manufacturing and an estimated completion date will be generated and forwarded to you. An estimated completion date is only generated upon receipt of your signed approval. It is important that you approve these drawings in a timely manner to ensure prompt completion of your project.

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Management Company
RAM Partners

Property Name & Address
SofA Delray Beach
151 SE 3rd Ave
Delray Beach FL 33483

Sales Order
18500

DeNyse Representative
Michael Norton

Designer
C.Craig

Date
02.01.2019

Revision Date

08.10.2020 ccraig
08.18.2020 ccraig
08.25.2020 ccraig
09.23.2020 wjb
09.29.2020 wjb
10.08.2020 ccraig

Filepath
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- ☐ Concept
- ☐ Preliminary
- ☒ Production



Proposed Site - Building 1 - 1st Street

Scale
1/8" = 1'-0"



Customer Signature Required

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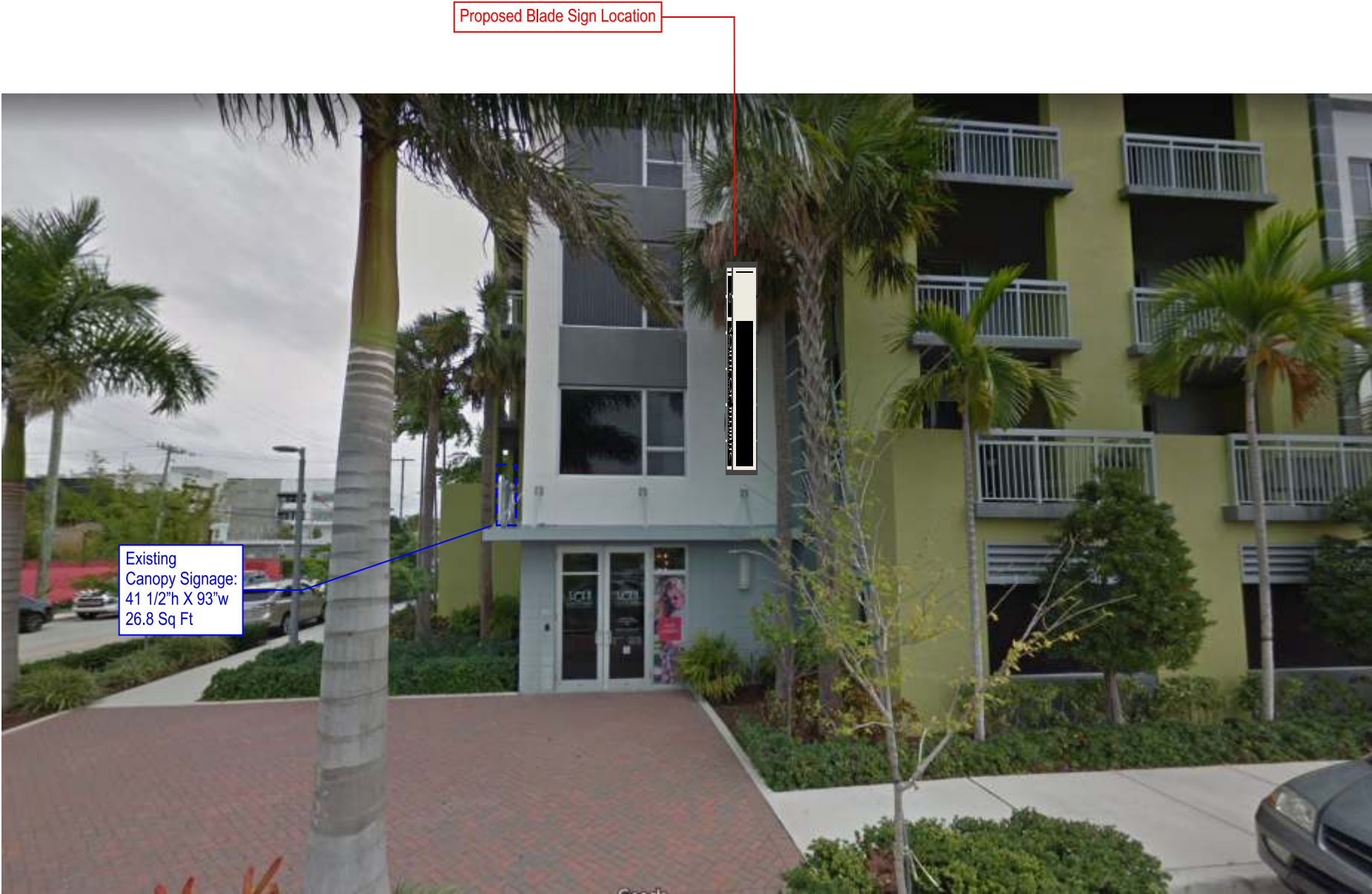
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	08.18.2020 ccraig
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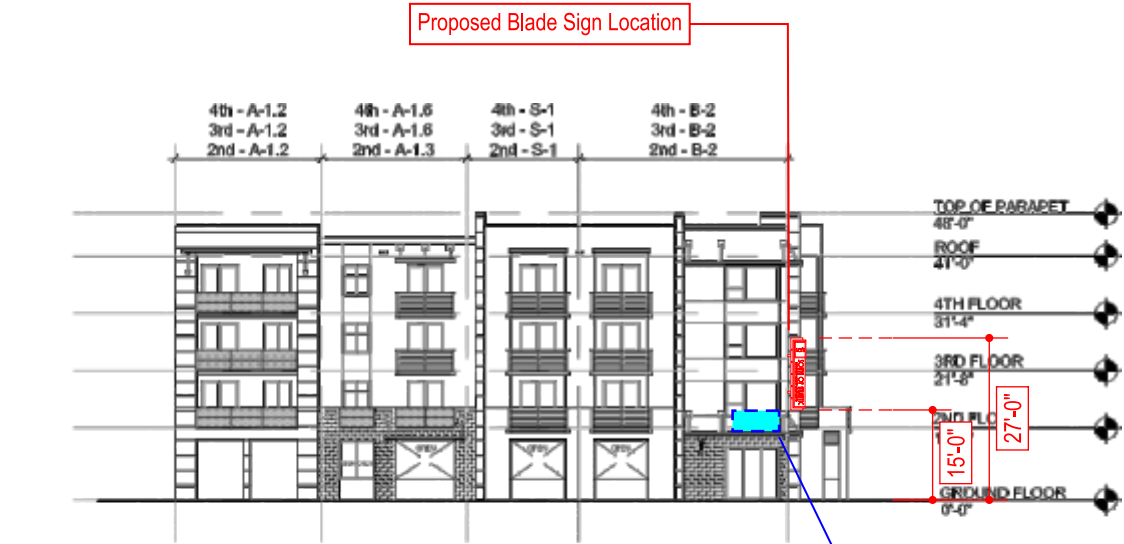
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3 NORTH ELEVATION - OVERALL

Scale
1/32" = 1'-0"

Existing
Canopy Signage:
41 1/2"h X 93"w
26.8 Sq Ft



2 SOUTH ELEVATION - OVERALL

Scale
1/32" = 1'-0"

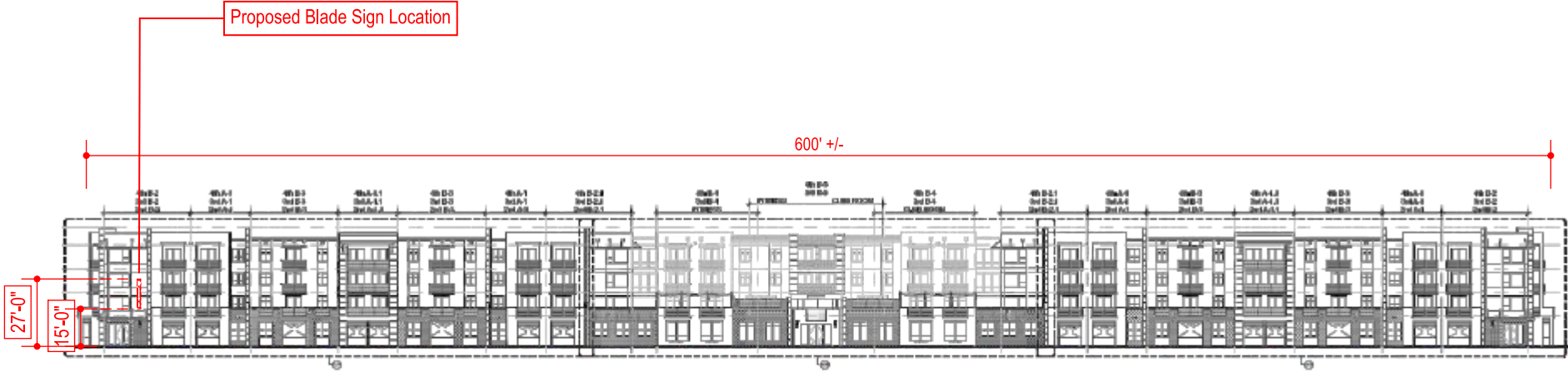
Existing
Canopy Signage:
41 1/2"h X 93"w
26.8 Sq Ft

Existing
Garage Directional:
36"h X 19 1/2"
4 Sq Ft



Scale
Not to Scale

Existing
Canopy Signage:
41 1/2"h X 93"w
26.8 Sq Ft



4 WEST ELEVATION - OVERALL

Scale
1/64" = 1'-0"

West Elevation
← N

Building
height
48'



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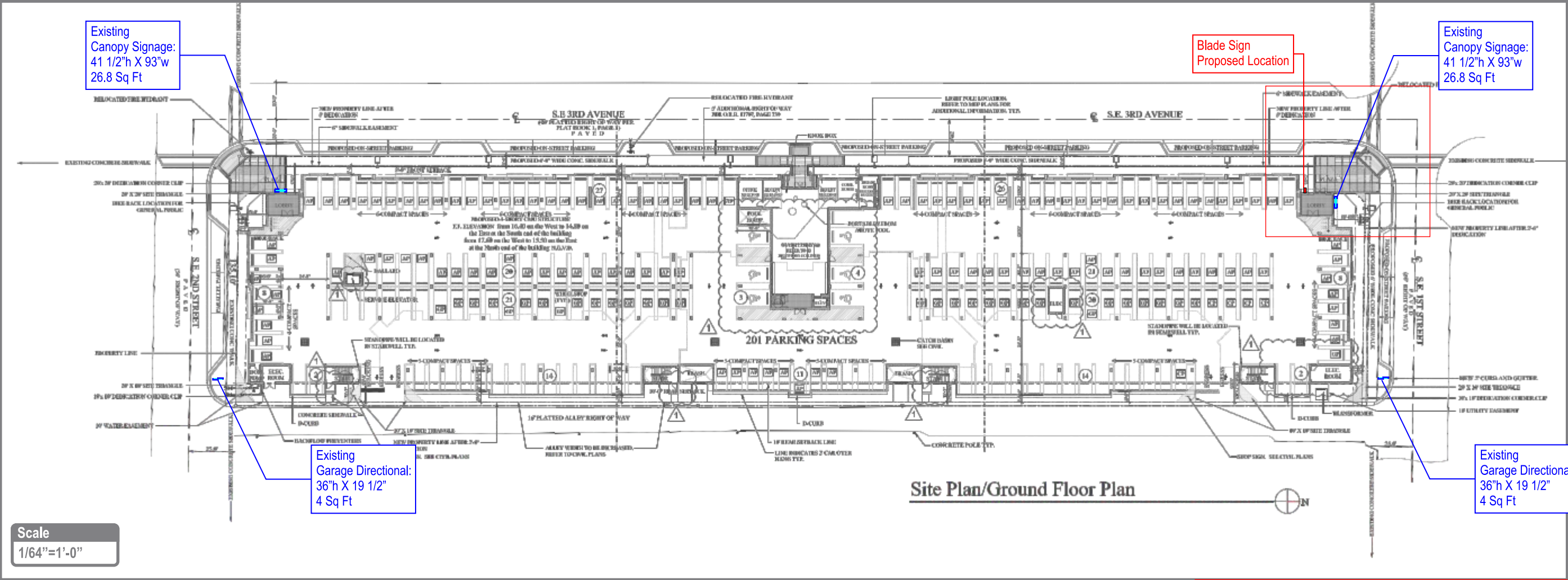
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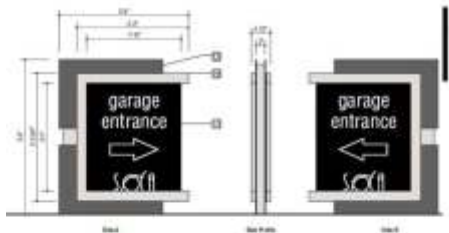
Building 1
1st & 3rd St

EXISTING

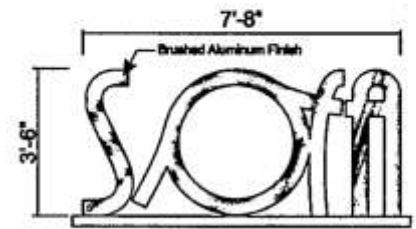


Building 1
2nd & 3rd St

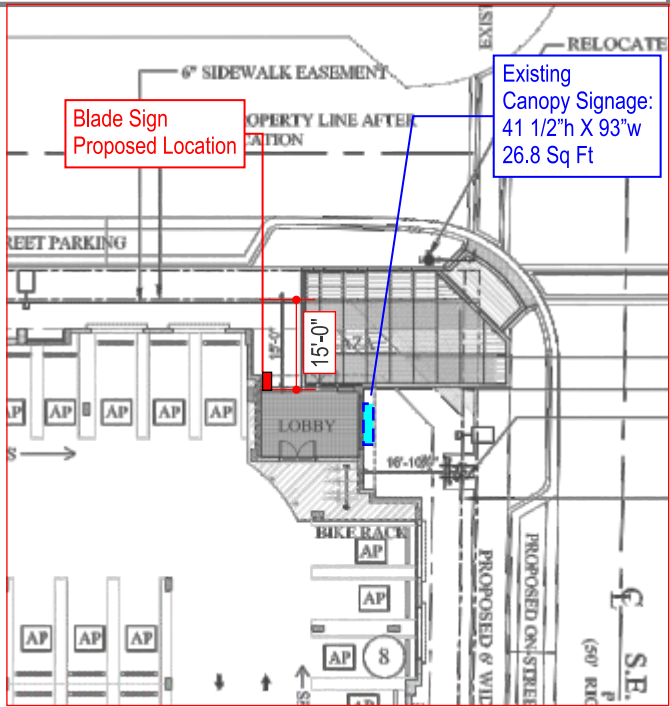
Existing



SIGN TYPE-D
4 Square Feet



SIGN TYPE-C
26.81 Square Feet



Overall Site Plan & Detail - Building 1



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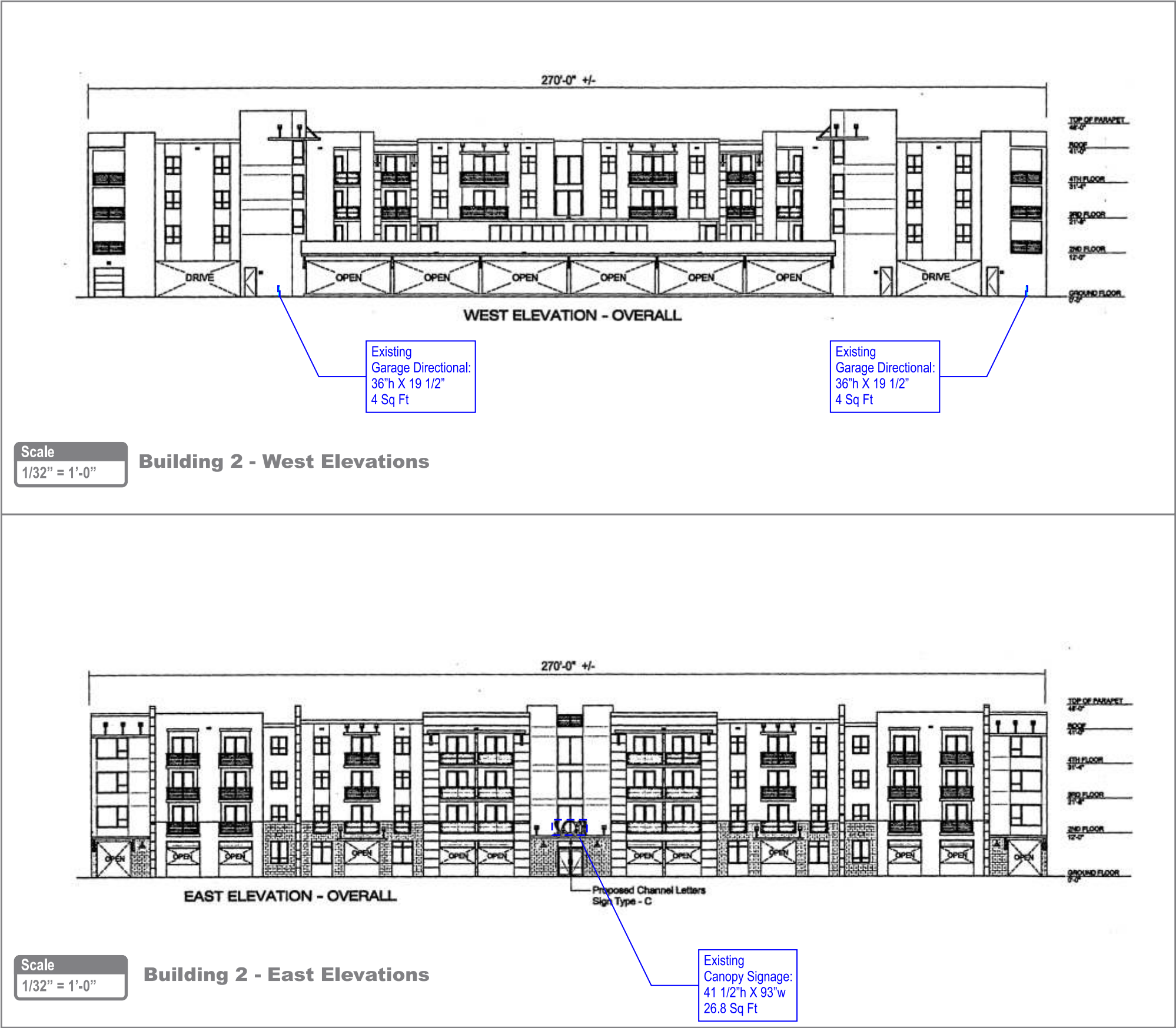
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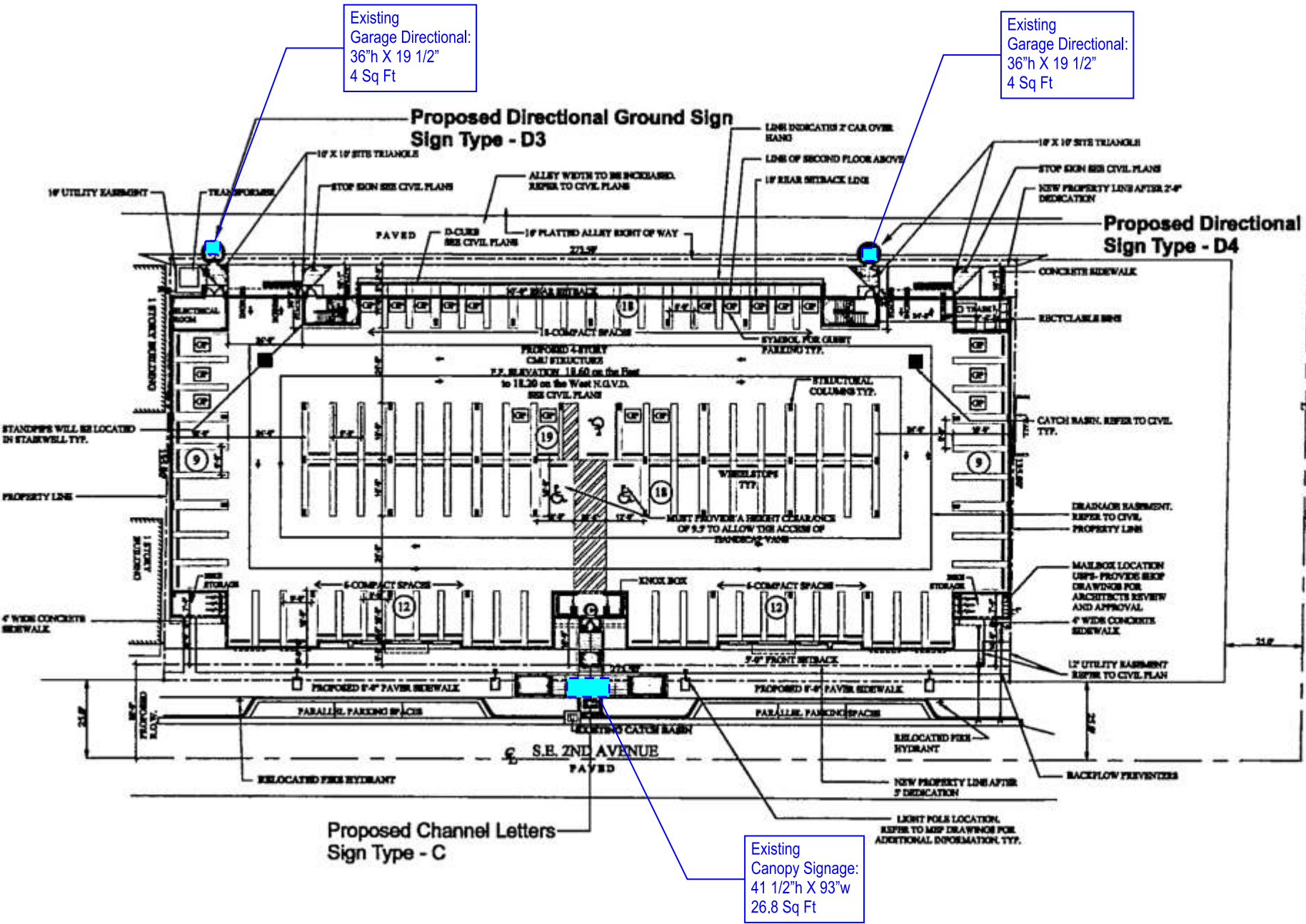
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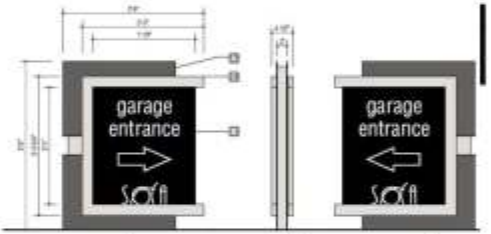
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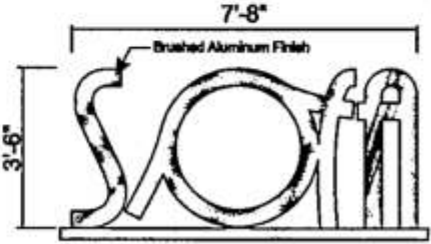


Building 2

Existing



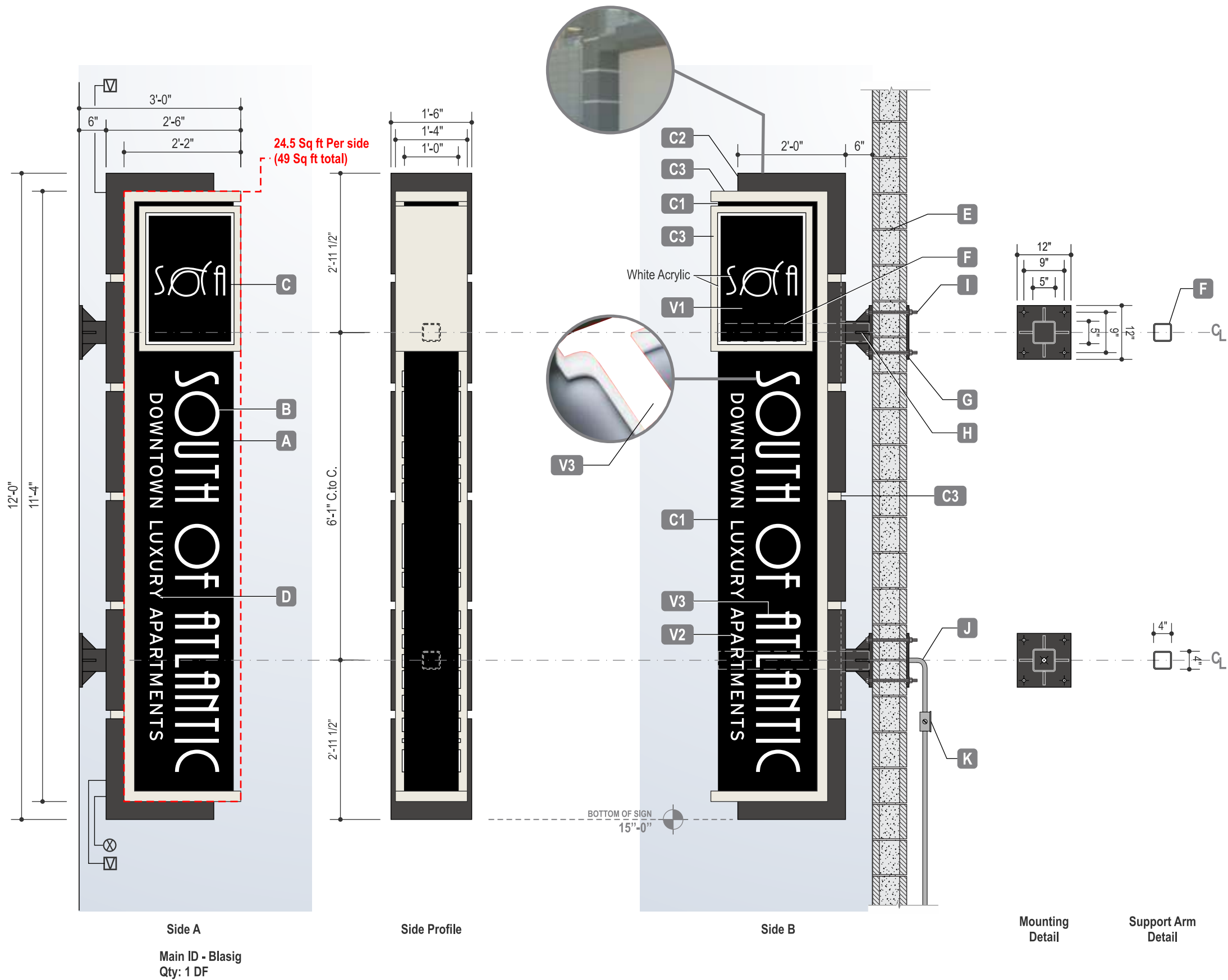
SIGN TYPE-D
4 Square Feet



SIGN TYPE-C
26.81 Square Feet

Scale
1/64"=1'-0"





Colors & Finishes

Colors shown here may not exactly match manufacturers color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve DeNyse color samples or color specifications

- | | | | |
|----|-------------------------------------|----|--------------------------------|
| C1 | Black (Semi Gloss) | C5 | SW 7083 Dark Room (Semi Gloss) |
| C2 | SW 7082 Stunning Shade (Semi Gloss) | V1 | 3M Black 7725-12 Opaque |
| C3 | SW 7008 Alabaster (Semi Gloss) | V2 | 3M White 7725-10 Opaque |
| C4 | White (Semi Gloss) | V3 | 3M White 3630-20 Trans |
| | | L1 | White LEDs |

Construction Specifications

- A Aluminum fabricated cabinet; internally illuminated with LED.
- B 0.75" Thick shoulder-cut routed and push-thru translucent acrylic with second surface vinyl diffuser and first surface applied painted translucent vinyl.
- C Aluminum fabricated cabinet with routed and backed face; with translucent acrylic with second surface vinyl diffuser and first surface applied opaque reverse weeded vinyl.
- D First surface applied contour cut vinyl graphics.
- E Mounting Surface - CMU filled with concrete
- F Support Arm - 4"x 4" x 1/4" HSS, A36, Inside Sign
- G Backing Plate - 12"x12"x 1/2", A36
- H Mounting Receiver - Stub of 5"x 5" x 1/4" HSS, A36 welded to 12"x12"x 3/4", A36 Steel Plate, 3"x3"x1/2", A36 Steel Plate Gussets
- I Mounting Hardware - 5/8" Dia A307 Thru Bolts
- J Electrical Whip - Sealtite 1/2" Dia Conduit Prewired for 3-12 AWG 6' long is typical. Final Connection by Others.
- K Electrical Provision - Brought to site by others within 5' of sign location, Final Connection by Others, Dedicated Branch Circuit(s) to be provided and coordination with Client, GC and Architect may be required.

Electrical Notes

- ⊗ Disconnect switch(s) UL & ID labels ☒ Vent Location

FINAL ELECTRICAL HOOK UP BY OTHERS

Suitable for Wet Location

Electrical Requirements: 120 Volt

Connection Type: permanent continuous operation

Number of Circuits: 1 20 amp Dedicated Branch Circuit(s)

Primary Wire Size: 12 AWG / conduit size: 1/2", Secondary Wire Size: 18 awg

Max. Line Current: Circuit #1: <16 Amps



Inspected and labeled in accordance with UL Standard for Electric Signs Installed using UL listed parts and methods of installation in accordance with Article 600 of the National Electric Code and other applicable local codes. This includes proper grounding and bonding.



This lighted product may contain Fluorescent, Neon, HID lamps or components that use Mercury in them. Dispose of these lamps & components according to the laws of the authority having jurisdiction.

LORD® This sign is fabricated using UL approved LORD® 406/19 Acrylic Adhesive

Code Research

Max Sign Area Allowed: 30 Sq Ft, Max Height: 7'-6" from grade minimum
Max Projection: 3'-0", Wind Load: 170 mph Internal Illumination: Allowed

DeNyse

SIGNAGE &
ARCHITECTURAL
ELEMENTS

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RAM Partners

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Date
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Revision Date

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Blade Id 1v7

- ☐ Concept
- ☐ Preliminary
- ☒ Production



Field Survey Required

All measurements & site conditions are to be field verified prior to production. Patterns may be required for production.

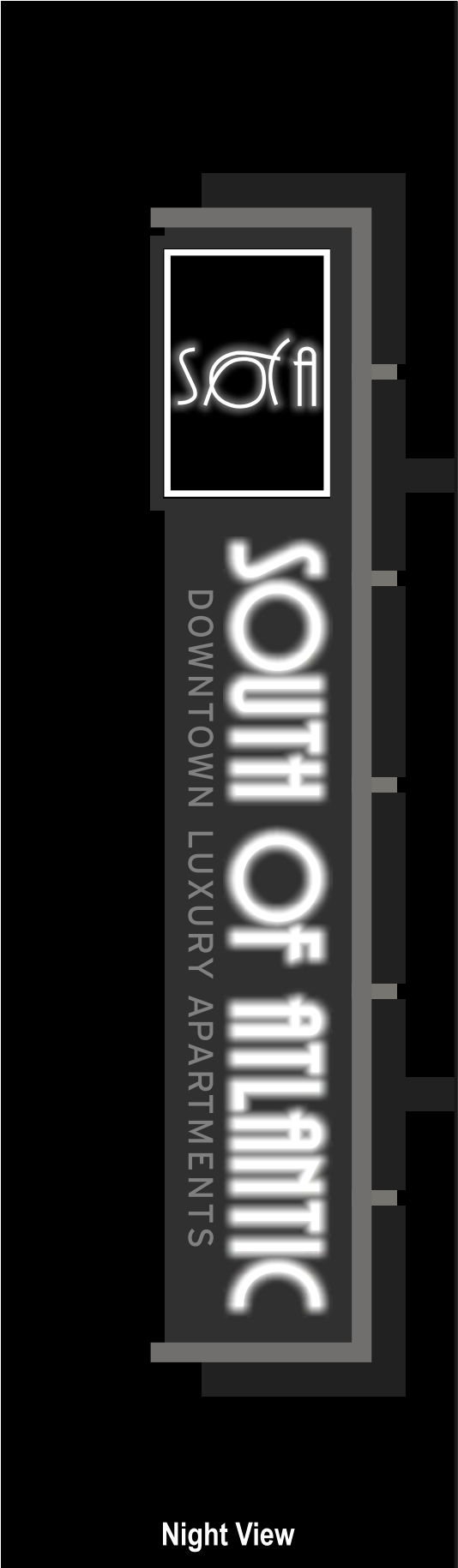
Scale

1/2" = 1'-0"



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Night View



Field Survey Required
All measurements & site conditions are to be field verified prior to production. Patterns may be required for production.

Scale
Not to Scale



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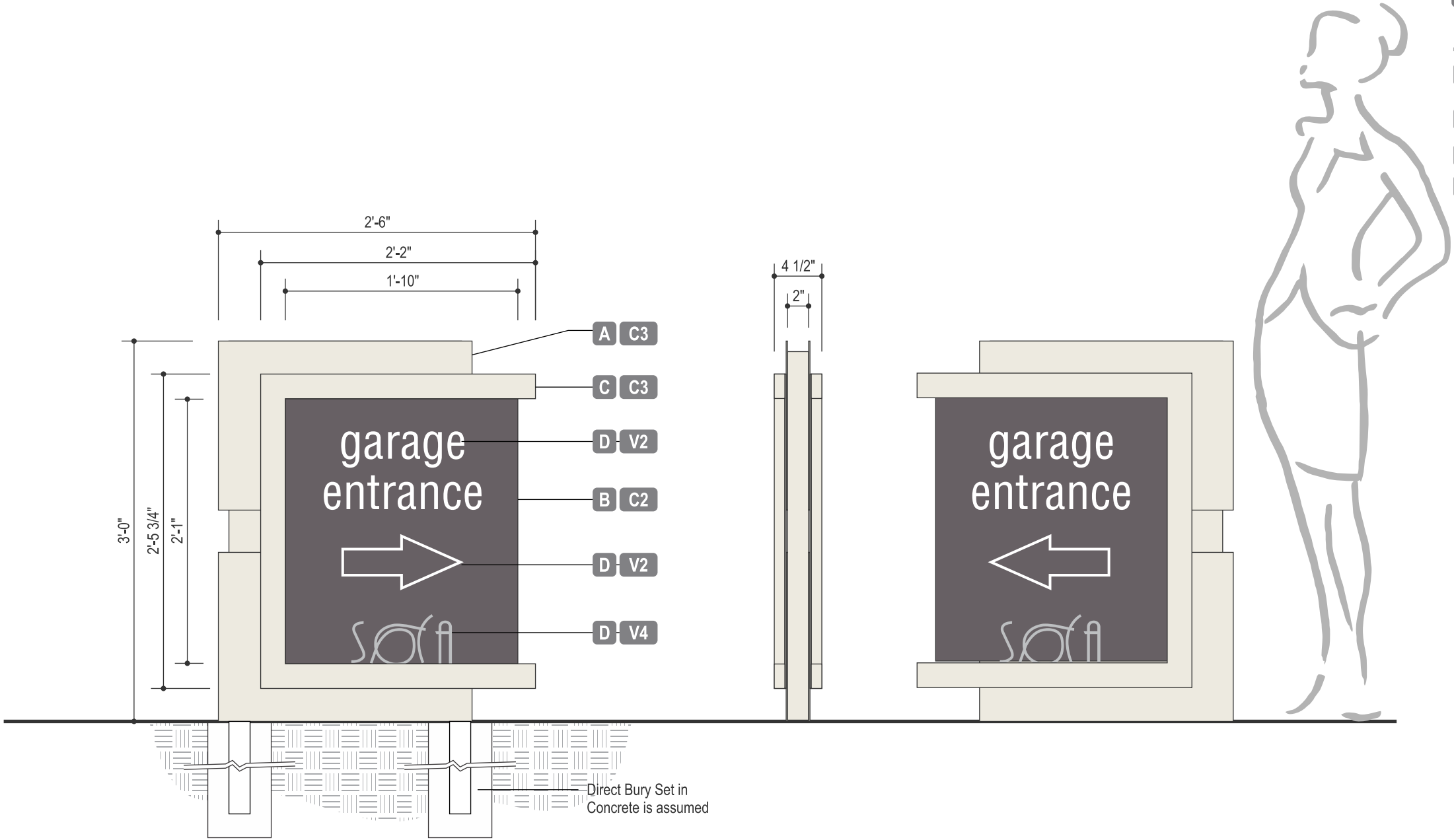
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Side A
Directional - GARLITD
Qty: 4 DF

4 sf

Side Profile

Side B



Existing Directional

Colors & Finishes

Colors shown here may not exactly match manufacturers color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve DeNyse color samples or color specifications

- C2

SW 7082 Stunning Shade (Semi Gloss)
- V2

3M White 7725-10 Opaque
- C3

SW 7008 Alabaster (Semi Gloss)
- V4

3M Med Grey 7725-31

Construction Specifications

- A

Cabinet - Aluminum fabricated cabinet; skinned with 0.090" painted aluminum.
- B

Face - 0.125" thick painted aluminum face
- C

Trim - 1" x 2" Painted aluminum tube.
- D

Graphics - first surface applied contour cut vinyl graphics.

DeNyse

SIGNAGE & ARCHITECTURAL ELEMENTS

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Scale
1" = 1'-0"

