



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: December 9, 2020

File No.: 2021-036 SPF-SPR-CLI

Application Type: Amendment to Master Sign Program

General Data:

Owner: Rosebud 110, LLC

Location: 110 E. Atlantic Avenue

PCN: 12-43-46-16-01-077-0010

Property Size: 0.457 Acres

FLUM: CC (Commercial Core)

Zoning: CBD (Central Business District)

Adjacent Zoning:

- North: CBD
- South: CBD
- East: CBD
- West: OSSHAD (Old School Square Historic Arts District)

Existing Land Use: Restaurant, Retail and Office

Proposed Land Use: Restaurant, Retail, Office



Item before the Board:

The action before the Board is the consideration of an Amendment to the existing sign program for **110 Building** for the restaurant **Avalon** located at **110 E. Atlantic Avenue** pursuant to LDR Section 2.4.5 (G), including:

Optional Board Motions for Action Items:

1. Move to continue with direction.
2. Move approval of the Amendment to the Master Sign Program (2021-036) for the sign at Avalon located at 110 E Atlantic Avenue based upon positive findings to LDR Section 4.6.7(F)(2)(b).
3. Move denial of the Amendment to the Master Sign Program (2021-36 for the sign at Avalon located at 110 E Atlantic Avenue based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

Background:

The subject property is located at the SE corner of East Atlantic Avenue and SE 1st Avenue within the Central Business District (CBD) and consists of Lots 1-3 and Lots 7-9, Block 77, Town of Delray. The property contains a four-story office building with underground parking and was formally known as the GRIP Building originally built in 1976. The property has an extensive land use history. The following are the most recent land use actions that relate to the property:

On February 24, 2016 a Class III Site Plan Modification, Landscape Plan and Architectural Elevations (2015-244) with a waiver request for the porch depth was approved for 5' where 8' is required.

Project Planner:
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Review Dates:
December 9, 2020

Attachments:
1. Sign Renderings



On August 28, 2019, a Class I Site Plan Modification was approved for the installation of retractable awnings on the north and west elevations for the existing restaurants Rocco's Tacos and L 'Aqua. The awnings were approved at Rocco's Taco's at 37' x 8'3" and at L 'Aqua 22' x 8'3" and on the west elevation at 19' x 8'3". A hold harmless agreement was recorded for the north elevation awnings as they encroach in the public right of way.

On October 28, 2020, a Class I Site Plan Modification was approved for the architectural elevations that will accommodate the new restaurant Avalon.

On August 16, 2000, the Site Plan Review and Appearance Board reviewed a flat wall sign for "Join Us on Line" which was proposed to be placed on the fourth-floor east elevation of the building facing SE 1st Avenue. The sign was denied based on aesthetic qualifications and standards, and requested the applicant submit a Blanket Sign Program.

The current Blanket Sign Program was established in 2005 and consists of a building identification sign, projecting sign and two wall signs. In 2013, the sign program was amended to allow additional signage for the restaurant Carpe Diem. In 2014, the Rocco's Tacos signs were approved administratively. The applicant is now before the board to replace the existing Blanket Sign program with a Master Sign Program. The Master Sign Program is more appropriate for this building due to the size of the building and amount of signage that is being requested.

On May 23, 2018, the Site Plan Review and Appearance Board approved an amendment to the Master Sign Program to allow an additional flat wall on the west elevation to accommodate signage for the "office entrance" to the building.

Now before the board is an amendment to the Master Sign Program to accommodate signage for the new restaurant Avalon.

The current approved Master Sign Program is attached.

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 sign is on the north elevation and is two lines of copy over the main entrance and are new back lit black channel letters; 6'1 1/4" x 14' -11/4" for a total of 86 SF. The size does meet the requirement pursuant to LDR requirement 4.6.7(E)(7) which would allow a 109.8 square foot sign (61 feet of tenant space x 12 feet x 15% = 109.8 SF.) An amendment to a sign program is necessary when new signs are introduced that deviate from the current program in size, color and location.

The sign is proposed in a new location as the new architectural elevations have moved the main entrance of the restaurant. In addition, the proposed size and color deviate from the current program as well as the size which is a maximum of 24" in white or aluminum. The new approved elevations are introducing lighter paint colors that will be complimentary to the proposed black back lit channel letters.