



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

Meeting: January 13, 2021

File No.: 2021-063

Application Type: Master Sign Program

General Data:

Owner: Rosebud 3rd Avenue, LLC

Location: 33 SE 3rd Avenue

PCN: 12434616P30010000

Property Size: 0.86 Acres

Land Use Designation: CC (Commercial Core)

Zoning: CBD (Central Business District)

Adjacent Zoning:

- North: CBD
- South: CBD
- East: CBD
- West: CBD

Existing Land Use: Under Construction

Proposed Land Use: Restaurant, Office



Item before the Board:

The action before the Board is the consideration of a Master Sign Program for **Delray Beach Market** located at **33 SE 3rd Avenue** for the Delray Beach Market pursuant to LDR Section 4.6.7(F)(2)(b).

Optional Board Motions for Action Items:

1. Move to continue with direction.
2. Move approval of a Master Sign Program (2021-063) for **Delray Beach Market** located at 33 SE 3rd Avenue based upon positive findings to LDR Section 4.6.7(F)(2)(b).
3. Move denial of a Master Sign Program (2021-063) for **Delray Beach Market** located at 33 SE 3rd Avenue based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

Background:

The subject property consists of Parcel A of Metropolitan at Delray, according to the plat thereof as recorded in Plat Book 123, Page 52 of the records of Palm Beach County, Florida containing 0.86 acres. The parcel has a Land Use Map designation of Central Core (CC) and is zoned Central Business District (CBD).

On October 24, 2018, a Class V Site Plan was approved to construct a 156,818 SF, four-story Masonry Modern-style building with restaurant and retail spaces on the ground floor, offices on the mezzanine, and a parking garage on the upper stories including the rooftop level. The approved development included a civic open space along the front of the building.

On September 23, 2020, a Class III Site Plan Modification was approved by the Board. The request consisted of changes to the building's architectural details, while maintaining the approved style, and changes to the square footage of the food hall, restaurant, and office uses.

Project Planner:

Jennifer Buce
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Review Dates:

January 13, 2021

Attachments:

1. Sign Renderings



Description of Proposal

The proposed Master Sign Program for the Delray Beach Market consists of four signs: one under-canopy sign and three wall signs. The under-canopy sign, which identifies the parking garage entrance, is located on the south elevation and measures six feet, four inches high by 16 feet, 0.25 inches wide for a total of 101SF. The sign consists of open-faced lit channel letters in Powder Coat Black and Red.

The three wall signs are labeled as sign type A or B. Type A is located on the west elevation above the main building entrance and civic open space. The Type A sign consists of open-faced lit channel letters in Powder Coat Black and Red with three lines of copy that read "Delray Beach Market, Eat, Drink, Beach, Repeat". The Type A sign measures 12 feet, three inches high by 39 feet, one inch wide for a total of 479 SF. There are two Type B signs; one is located on the corner of SE 3rd Avenue and SE 1st Street (South Elevation) and the other is located on the North Elevation. The Type B signs consists of open-faced lit channel letters in Powder Coat Black and Red and are six feet, one and a half inches high x 24 feet wide for a total of 147 SF.



Overall West Elevation (SE 3rd Ave.)

The complete Master Sign Program is provided as an attachment.

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.

Given the size and scale of the Delray Beach Market building, the Master Sign Program has been requested. Application of the sign code requirements would require:

- that the Type A wall sign be limited to 160 square feet, whereas 479 SF are proposed. Based on the calculations for wall signs (width of the building x 12 foot height x 15%), the maximum size could be 517sf not considering the 160 sf maximum limitation; and
- approval of a waiver for the location of the Type B wall sign on north elevation as it does not face a dedicated street frontage.

As stated above, the Master Sign Program allows for the automatic granting of waivers to allow for signs that do not meet the code requirements. The Master Sign Program may include these adjustments provided the Board determines that the "intent of the sign code is maintained, and the character of the community and neighborhood is not diminished."



Pursuant to LDR 4.6.7(D)(2)(b); **Scale, design, and location;** *Signs shall be appropriate in size, scale, and design for the neighborhood or streetscape where it is to be located and signs placed on structures shall be proportionate in size and scale to the building facade, designed consistently with the building architecture, and positioned harmoniously with building features; architectural features shall not be provided solely for the purpose of accommodating signage, but shall relate to building location, function, and use.*

The proposed sign program for Delray Beach Market can be considered modest given the overall size of the building and multiple tenants anticipated. The location of the main sign (Type A) over the open space and the main entrance is integrated into and compliments the architecture of the building. Both sign types appear to be more artistic than typical signage installations while expressing the character of the active interior space with the inclusion of "Eat, Drink, Beach, Repeat".

It is noted that the applicant has indicated that individual signage for the tenants will be located on the interior of the building, which do not require Board approval. Any additional exterior signage will require an amendment to the approved Master Sign Program.