



*Development Services Department*

**BOARD ACTION REPORT – APPEALABLE ITEM**

---

**Project Name:** 110 Building  
**Project Location:** 110 E. Atlantic Avenue  
**Request:** Amendment to the Master Sign Program  
**PCN:** 12-43-46-16-01-077-0010  
**Board:** Site Plan Review and Appearance Board  
**Meeting Date:** January 13, 2021  
**Board Action:** 7-0

**Board Action:**

Approved (7-0)

**Project Description:**

The subject property is located on the south side of East Atlantic Avenue at SE 3rd 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 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.

**Board Comments:**

N/A

**Public Comments:**

A public comment was phoned in and brought up the intensity of the change of use and the height of the building.

**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 1<sup>ST</sup> 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 4.6.7(F)(2)(b).

fF:

### 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 (2021-036) 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:

Jennifer Buce  
buce@mydelraybeach.com  
561-243-7138

### 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**

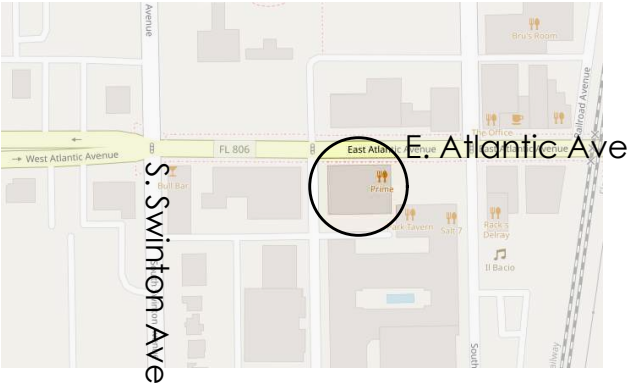
#### **LDR SECTION 4.6.7(F)((2)(b) Master Sign Program**

**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.





M E N I N

110 Building  
Sign Permit Application

307 E Atlantic Avenue  
Delray Beach, FL 33483



14 NE 1st Avenue  
Suite 507  
Miami, FL 33132  
(305) 455 4216

12-03-2020 Revision 1

Drawing: Cover

Project: 110 Building

Project No: 20006

Drawn By: AN, MQ

Issue Date: 10/23/2020

Revision Date:

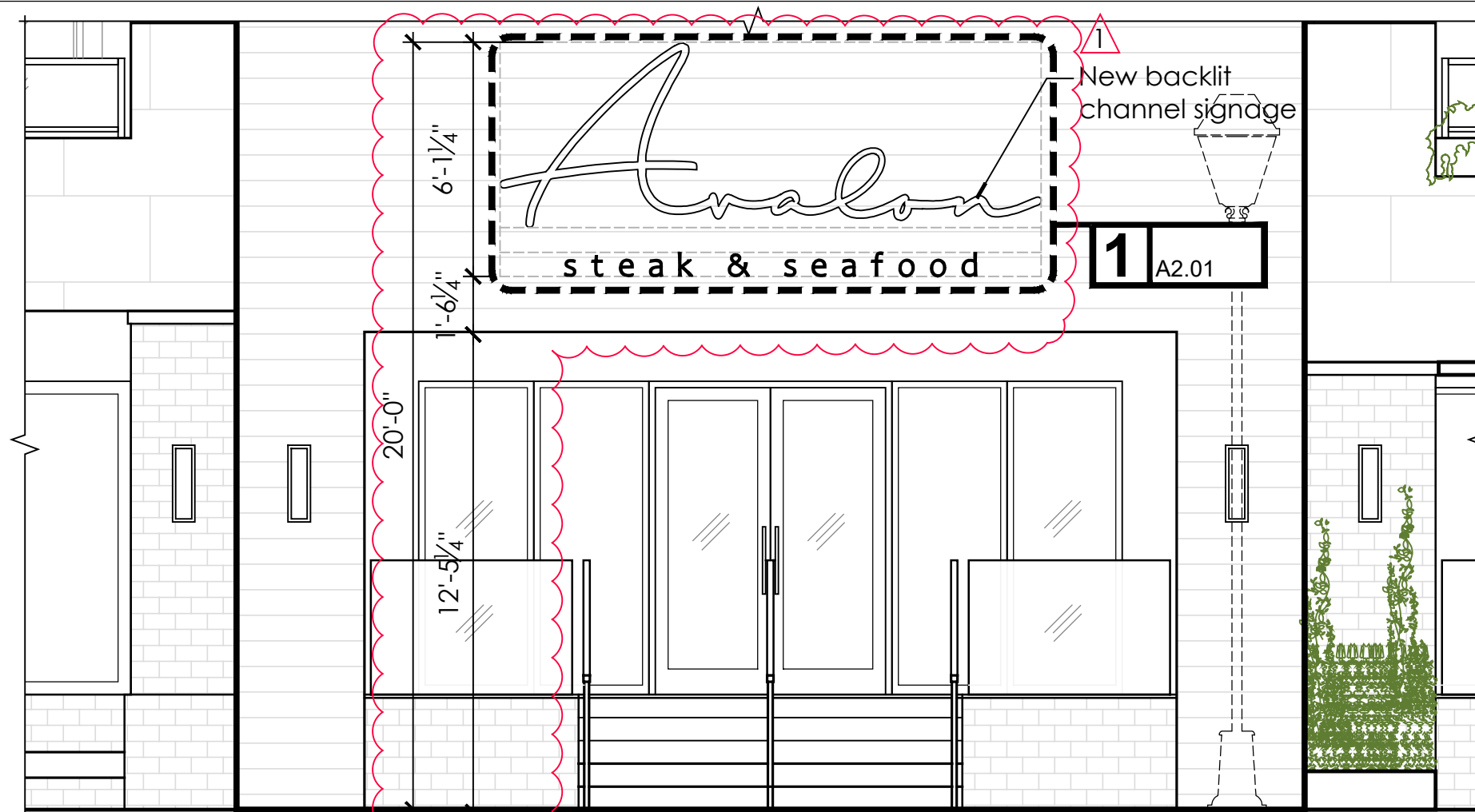
Scale:

Sheet No.:

A0.00



**2** E Atlantic Overall Elevation - Signage Location  
Scale: 1/16"=1'-0"



**2** E Atlantic Enlarged Elevation - Signage Location  
Scale: 1/4"=1'-0"

**M E N I N**

**110 Building**  
Sign Permit Application

307 E Atlantic Avenue  
Delray Beach, FL 33483

**González Architects**  
**Commercial**

14 NE 1st Avenue  
Suite 507  
Miami, FL 33132  
(305) 455 4216

**1** 12-03-2020 Revision 1

Drawing: Elevations:  
Signage Location

Project: 110 Building

Project No: 20006

Drawn By: AN, MQ

Issue Date: 10/23/2020

Revision Date:

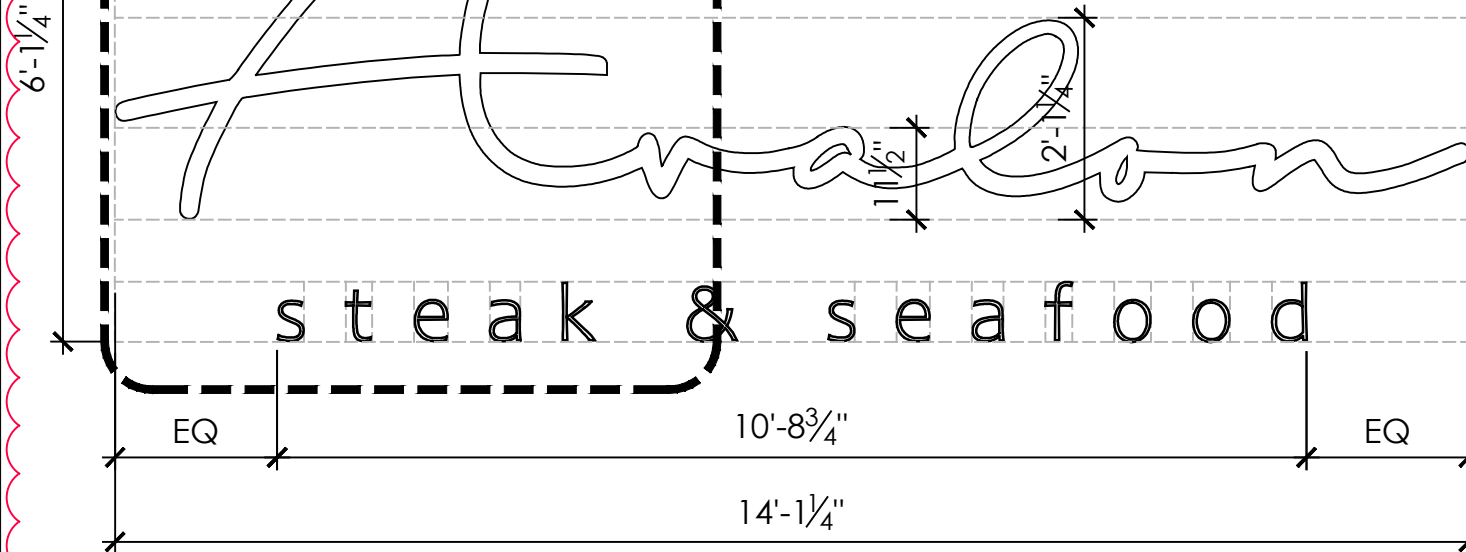
Scale: As Noted

Sheet No.:

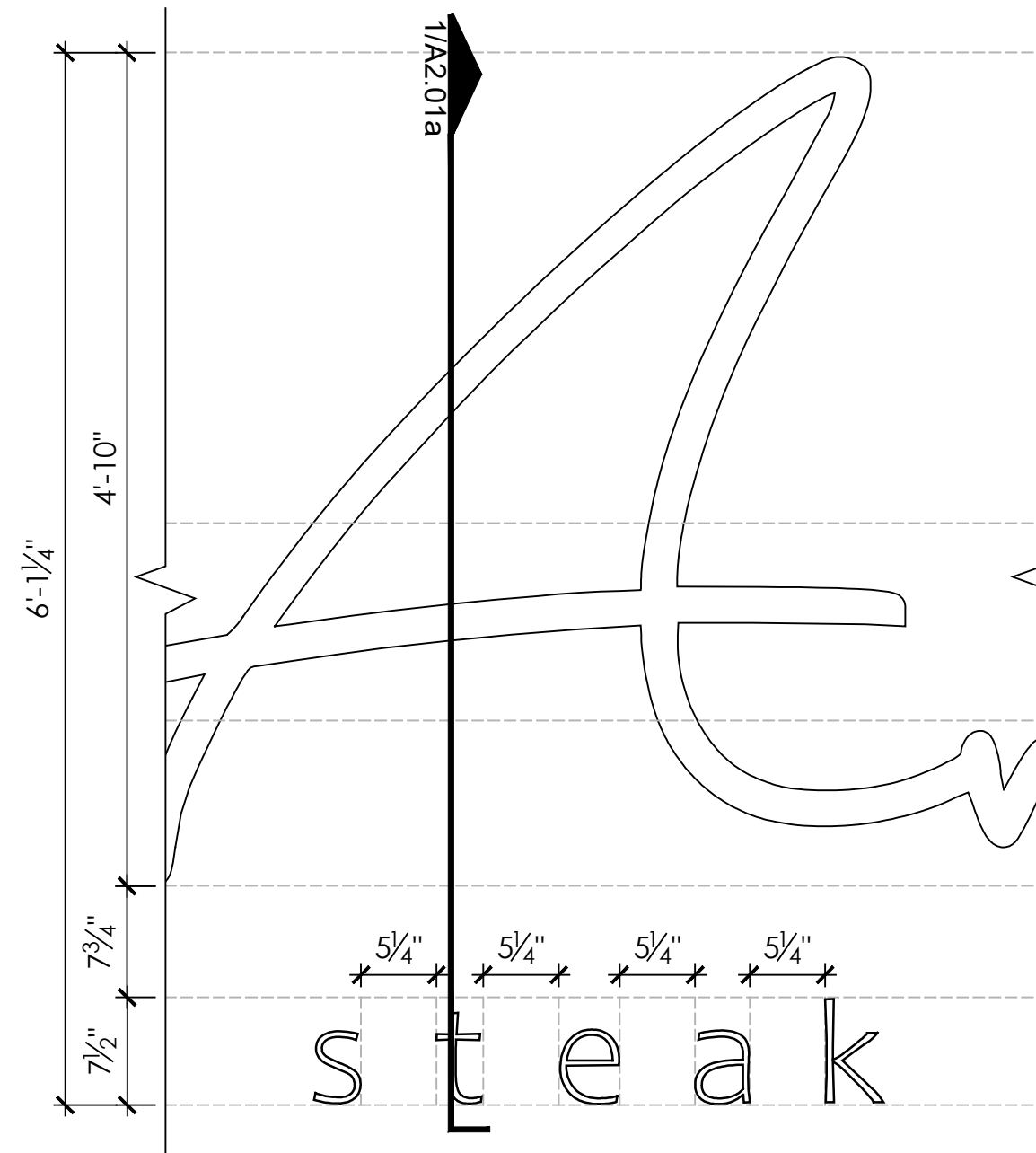
**A1.01**

Dashed area represents  
signage area (14% = 86 SF)

**2** A2.01



**1 Signage Detail**  
Scale: 1/2" = 1'-0"



**2 Enlarged Detail**  
Scale: 1" = 1'-0"

### General Notes

- Sign to have 2 lines of text, with a space of 7  $\frac{3}{4}$ " inches in between lines.
- Upper Row Letters: 4'-10" high, Custom cursive font.
- Lower Row Letters: Lower case, 7  $\frac{1}{2}$ " high with 5  $\frac{1}{4}$ " spacing in between letters of the same word.
- Provide reinforcement as required.
- The purpose of this drawing is to indicate the general design intent.

## 1 Signage Details

Scale: As Noted on Detail

**M E N I N**

**110 Building**  
Sign Permit Application

307 E Atlantic Avenue  
Delray Beach, FL 33483

**González Architects**  
**Commercial**

14 NE 1st Avenue  
Suite 507  
Miami, FL 33132  
(305) 455 4216

**1** 12-03-2020 Revision 1

Drawing: Signage Details

Project: 110 Building

Project No: 20006

Drawn By: AN, MQ

Issue Date: 10/23/2020

Revision Date:

Scale: As Noted

Sheet No.:

**A2.01**



[GC to verify spare circuit]

Exist.  
pnl.

Low voltage  
transformer in exterior  
grade box (per sign  
manufacturer).

110V dedicated line to  
spare on existing panel (GC  
to vfy).

Existing wall with new  
finish

Note:  
- Provide reinforcement as required.  
- The purpose of this drawing is to  
indicate the general design signage  
intent.  
- Submit shop drawings and samples of  
all exposed finish materials prior to  
fabrication.

P.C. backlit channel letters (RAL 9005)  
with translucent white lexan back  
face.

Run conduit behind sheathing where  
required.

Threaded "pins" with strap in  $\frac{1}{2}" \times \frac{3}{8}"$  (vfy)  
standoff - finished to match letters.  
Quantity and placement of standoff  
by sign manufacturer.

Threaded "pins" with strap in  $\frac{1}{2}" \times \frac{3}{8}"$  (vfy)  
standoff - finished to match letters.  
Quantity and placement of standoff  
by sign manufacturer.

P.C. backlit channel letters (RAL 9005)  
with translucent white lexan back  
face.

### Enlarged Section - Anchorage Detail

Scale: 1" = 1'-0"

1

## Signage Details

Scale: As Noted on Detail

M E N I N

## 110 Building

Sign Permit Application

307 E Atlantic Avenue  
Delray Beach, FL 33483



14 NE 1st Avenue  
Suite 507  
Miami, FL 33132  
(305) 455 4216



12-03-2020 Revision 1

Drawing: Signage Details

Project: 110 Building

Project No: 20006

Drawn By: AN, MQ

Issue Date: 10/23/2020

Revision Date:

Scale: As Noted

Sheet No.:

A2.01a

Signing in Central Business District (CBD)					
Type of Sign	Quantity	Area (Max.)	Location	Height	Illumination
Wall	One per business	<div>Required:</div> <div>15% of building face (max. of 12' height, for computational purposes only, times the width) not to exceed 160 SqFt.</div> <div>Proposed:</div> <div>14% (86 Sq.Ft.), 6'-1 ¼"H x 14'-1 ¼" W.</div>	Facing each dedicated street frontage	-	<div>Allowed</div> <div>Proposed:</div> <div>Signage to be backlit channel letters</div>

1 Signage Information



Rocco's Tacos Existing Signage



One 10 Building Existing Signage

2 Signage Relationship with context and other Sign Structures

M E N I N

110 Building  
Sign Permit Application

307 E Atlantic Avenue  
Delray Beach, FL 33483



14 NE 1st Avenue  
Suite 507  
Miami, FL 33132  
(305) 455 4216

12-03-2020 Revision 1

Drawing:  
Sign Information and  
Relationship w/surrounding

Project: 110 Building

Project No: 20006

Drawn By: AN, MQ

Issue Date: 10/23/2020

Revision Date:

Scale: As Noted

Sheet No.:

A2.02