



Development Services Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: Delray Beach Market
Project Location: 33 SE 3rd Avenue
Request: Establish Master Sign Program
PCN: 12434616P30010000
Board: Site Plan Review and Appearance Board
Meeting Date: January 13, 2021
Board Vote: (5-1 Carol Perez dissenting and John Brewer absent)

Board Action:

Approved (5-1; Carol Perez dissenting and John Brewer absent)

Project Description:

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 Future Land Use Map (FLUM) designation of Central Core (CC) and is zoned Central Business District (CBD).

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.

Board Comments:

N/A

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

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
buce@mydelraybeach.com
561-243-7138

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.

M E N I N

DELRAY
BEACH MARKET

33 SE 3rd Ave.
Delray Beach, FL 33483

Master Sign Application



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



Overall West Elevation (SE 3rd Ave.)

Drawing: Cover:
Master Sign Application

Project: Delray Beach Market

Project No: 17032

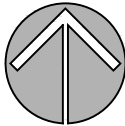
Drawn By: AN, MQ, SZ

Issue Date: 11/13/2020

Revision Date:

Scale:

Sheet No.:



NORTH



DISCIPLINE			Master Sign Application 11.30.2020																	
	SHEET	DESCRIPTION																		
Architectural		Cover	•																	
	A1.00	Index & Project Data	•																	
	A1.01	Rooftop Plan: Signage Location Key Plan	•																	
	A1.02	Sign Information	•																	
	A2.01	Elevations: Signage Location	•																	
	A2.02	Elevations: Signage Location	•																	
	A2.03	Elevations: Signage Location	•																	
	A3.01	Signage Details	•																	
	A3.02	Signage Details	•																	
	A3.03	Signage Details	•																	
	A4.01	Signage Details	•																	
	A4.02	Signage Details	•																	
	A5.01	Renderings Wall Sign Type A	•																	
	A5.02	Renderings Wall Sign Type B	•																	
	A5.03	Renderings Wall Sign Type B	•																	
	A5.04	Renderings Under Canopy Sign Type C	•																	

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DELRAY
BEACH MARKET

33 SE 3rd Ave.
Delray Beach, FL 33483

Master Sign Application



14 NE 1st Avenue
Suite 507
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Drawing:
Index and Vicinity Map

Project: Delray Beach Market

Project No: 17032

Drawn By: AN, MQ, SZ

Issue Date: 11/13/2020

Revision Date:

Scale:

Sheet No.:

A1.00

DELRAY
BEACH MARKET

33 SE 3rd Ave.
Delray Beach, FL 33483

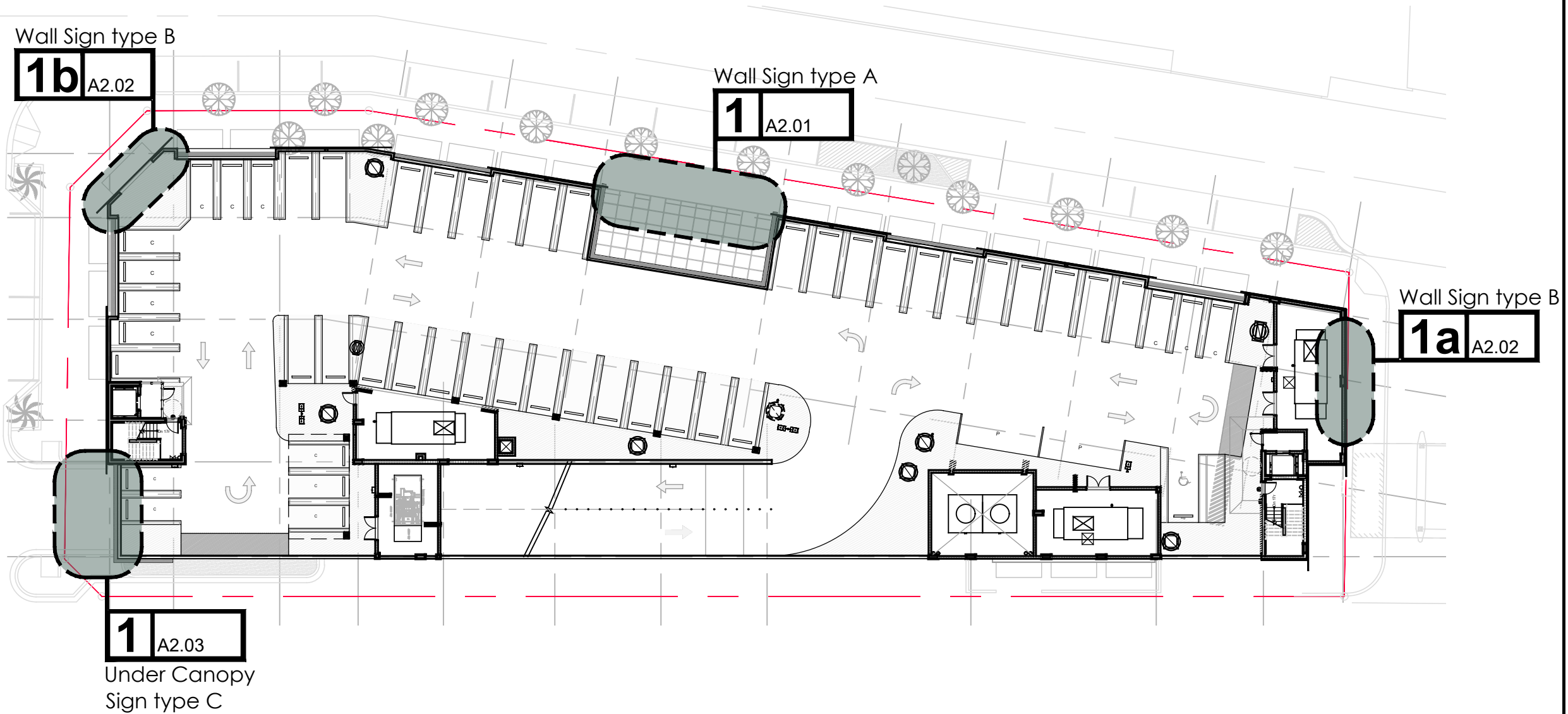
Master Sign Application



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

Drawing: Rooftop Plan:
Signage Location Key Plan
Project: Delray Beach Market
Project No: 17032
Drawn By: AN, MQ, SZ
Issue Date: 11/13/2020
Revision Date:
Scale: As Noted
Sheet No.:

A1.01



Proposed Signage Legend

- A: Wall Sign type A (12'-3" H x 39'-1" W)
"DELRAY BEACH MARKET" LED open face channel letters
"EAT - DRINK - BEACH - REPEAT" LED open face channel letters
Signage supported by structure attached to the building walls
- B: Flat Wall Sign type B (6'-1 1/2" H x 24'-0" W)
"DELRAY BEACH MARKET" LED open face channel letters supported
by an aluminum panel
- C: Under Canopy sign for Parking Entrance (6'-4" H x 16'-0" W)
"DELRAY BEACH MARKET" LED open face channel letters supported
by an aluminum panel
"parking" Pink LED open face channel letters to be powder coat
black

Signing in Central Business District (CBD)

Type of Sign		Quantity	Area (Max.)	Location	Height	Illumination
Type A	Wall	1	<u>Proposed:</u> 18% of Civic Space Facade and 3% of Overall West Facade (479 Sq.Ft.), 12'-3" H x 39'-1" W (13'-2" H x 46'-9" with structure)	Facing each dedicated street frontage At Civic Space Facade	12'-3" (13'-2" with structure) 44'-4" b.o. signage to the finish floor	Allowed <u>Proposed:</u> Signage to be open face lit channel letters
Type B	Wall (at North Elevation)	1	<u>Proposed:</u> 4% (147 Sq.Ft.), 6'-1 ¹ / ₂ " H x 24'-0" W	Facing each dedicated street frontage North Facade/Entrance	6'-1 ¹ / ₂ " 47'-5" b.o. signage to the finish floor	Allowed <u>Proposed:</u> Signage to be open face lit channel letters
	Wall (at S.W. Elevation)	1	<u>Proposed:</u> 12% (147 Sq.Ft.), 6'-1 ¹ / ₂ " H x 24'-0" W	Facing each dedicated street frontage Southwest Facade/Entrance	6'-1 ¹ / ₂ " 39'-4 ¹ / ₂ " b.o. signage to the finish floor	Allowed <u>Proposed:</u> Signage to be open face lit channel letters
Type C	Under Canopy	1	<u>Proposed:</u> 2% (101 Sq.Ft.), 6'-4"H x 16'-0 ¹ / ₄ " W.	At Parking Entrance/Exit (South facade)	6'-4" 8'-0" b.o. signage to the finish floor	Allowed <u>Proposed:</u> Signage to be open face lit channel letters

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DELRAY
BEACH MARKET

33 SE 3rd Ave.
Delray Beach, FL 33483

Master Sign Application



14 NE 1st Avenue
Suite 507
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(305) 455 4216

Drawing: Sign Information

Project: Delray Beach Market

Project No: 17032

Drawn By: AN, MQ, SZ

Issue Date: 11/13/2020

Revision Date:

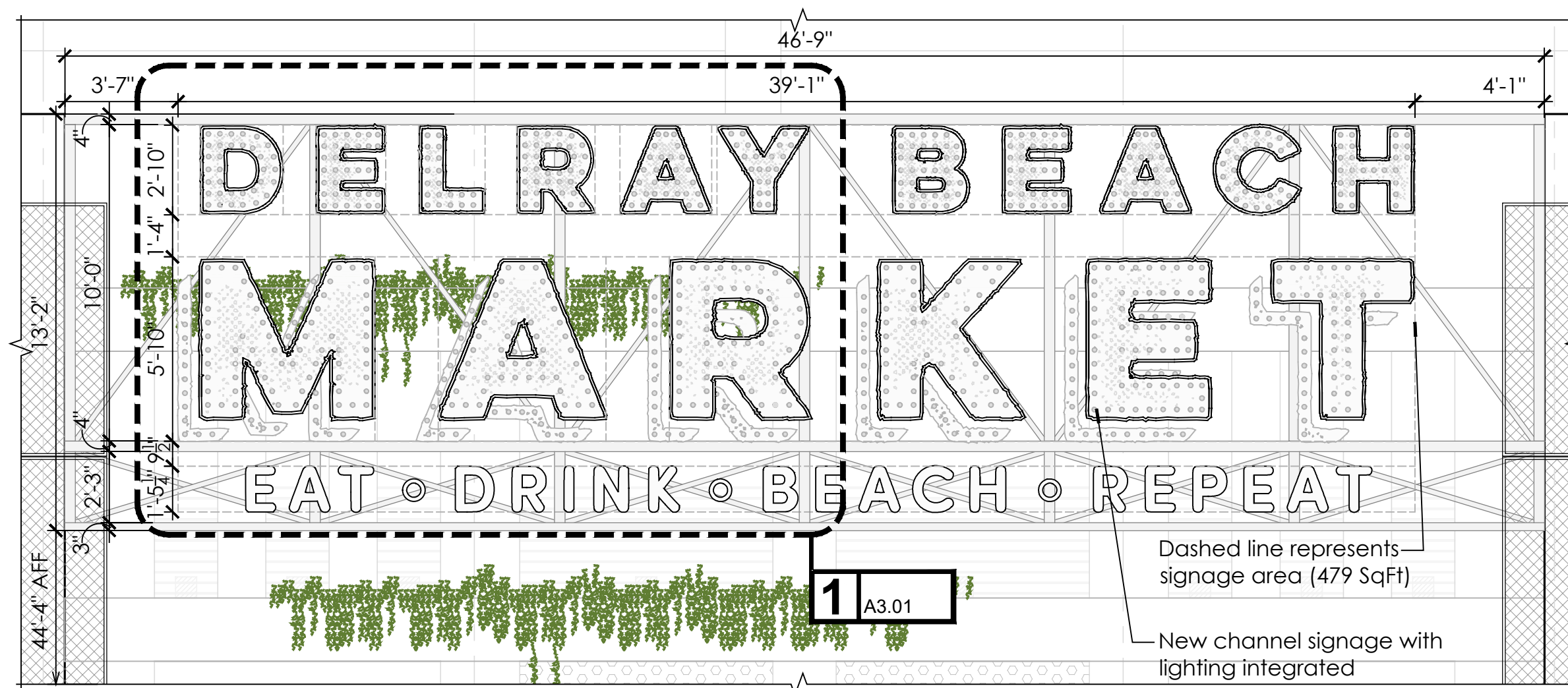
Scale: As Noted

Sheet No.:



1 Overall West Elevation - Signage Location

Scale: 1/32"=1'-0"



2 Wall Sign type A - Signage Dimensions

Scale: 1/4"=1'-0"

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DEL RAY
BEACH MARKET

33 SE 3rd Ave.
Delray Beach, FL 33483

Master Sign Application

 González Architects
Commercial

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

Drawing: Elevations:
Signage Location

Project: Delray Beach Market

Project No: 17032

Drawn By: AN, MQ, SZ

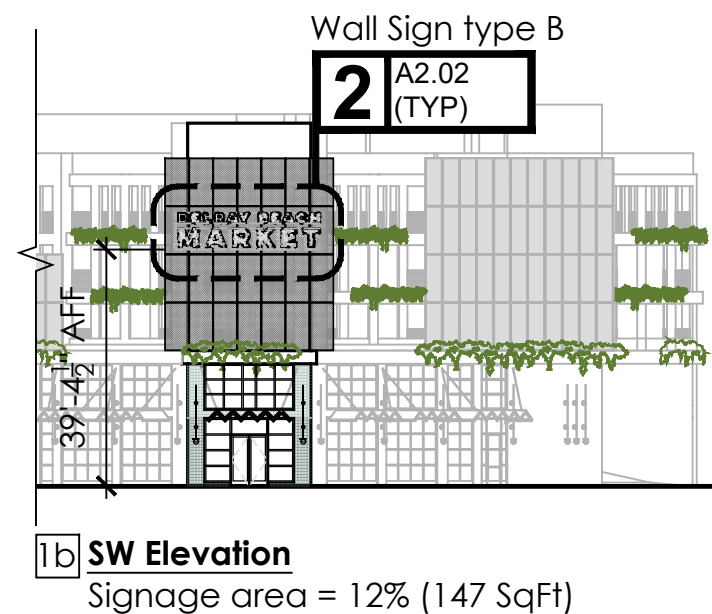
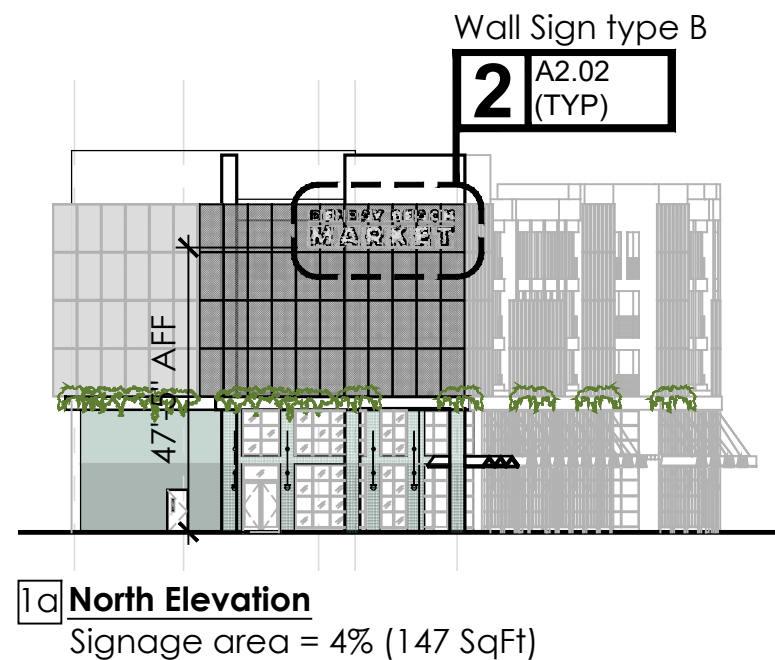
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Revision Date:

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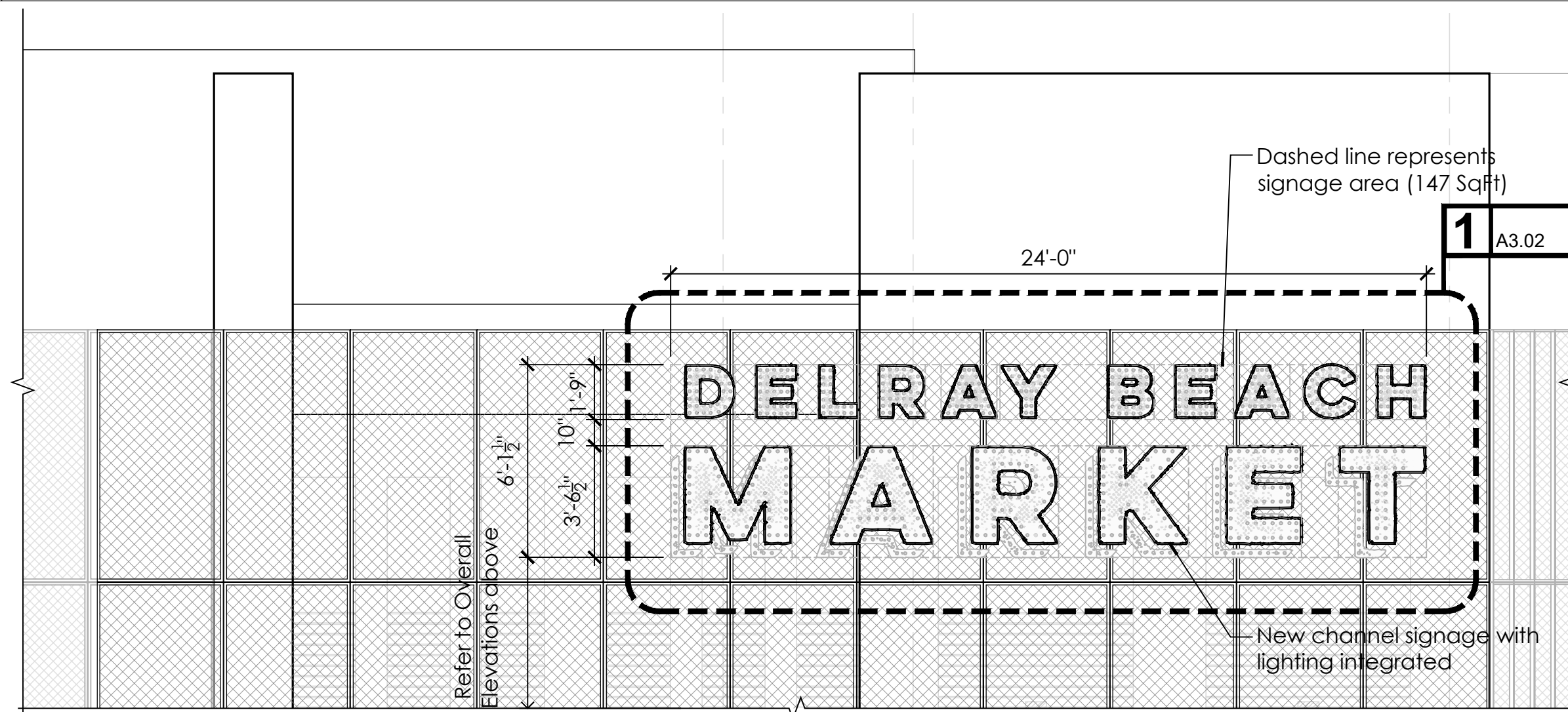
A2.01



1 Overall Elevations - Signage Location

Scale: 1/32"=1'-0"

Note: Signage area calculated in relation to building face (max of 15%)



2 Wall Sign type B - Signage Dimensions

Scale: 1/4"=1'-0"

M E N I N

DELRAY BEACH MARKET

33 SE 3rd Ave.
Delray Beach, FL 33483

Master Sign Application

González Architects Commercial

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

Drawing: Elevations:
Signage Location

Project: Delray Beach Market

Project No: 17032

Drawn By: AN, MQ, SZ

Issue Date: 11/13/2020

Revision Date:

Scale: As Noted

Sheet No.:

A2.02

DELRAY
BEACH MARKET

Master Sign Application



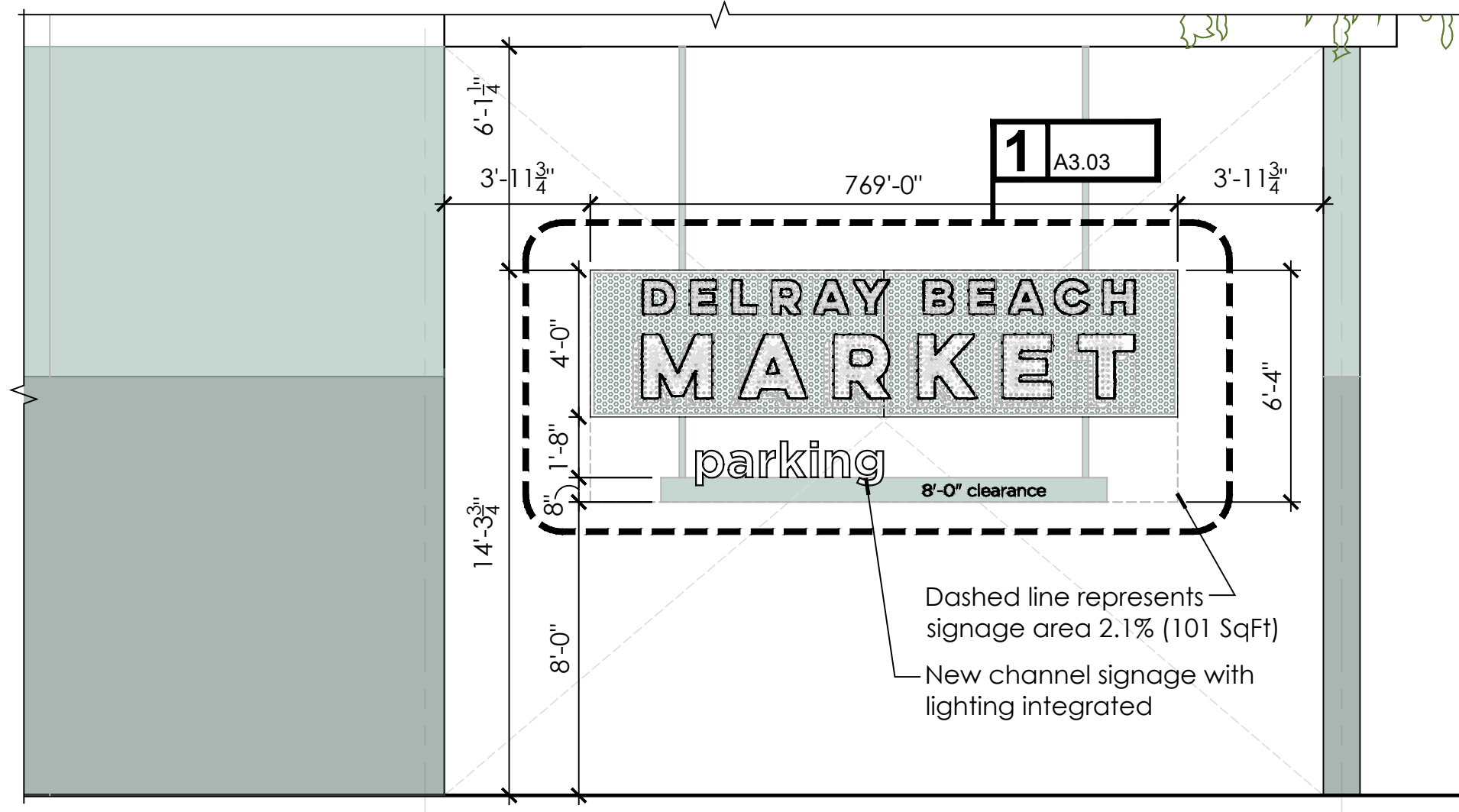
14 NE 1st Avenue
Suite 507
Miami, FL 33132
(305) 455 4216



1 Overall South Elevation - Signage Location

Scale: 1/32"=1'-0"

Scale: $1/32"=1'-0"$



2 Under Canopy Sign type C - Signage Dimensions

Scale: 1/4"=1'-0"

Drawing: Elevations:
Signage Location

Project: Delray Beach Market

Project No: 17032

Drawn By: AN, MQ, SZ

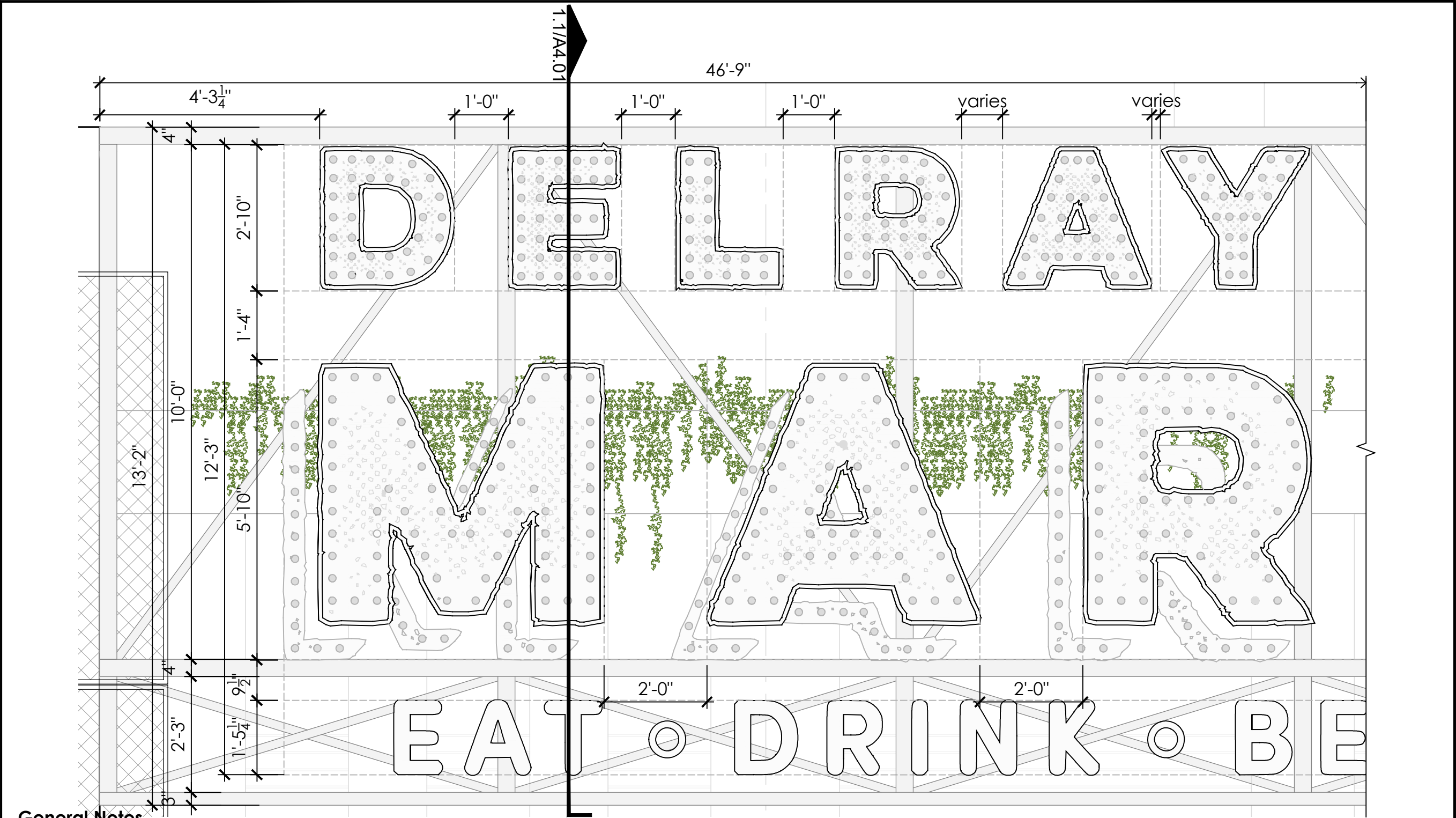
Issue Date: 11/13/2020

Revision Date:

Scale: As Noted

Sheet No.:

A2.03



General Notes

- Sign to have 3 lines of text, with a space of 16" inches (1'-4") in between lines. All letters to be Cap Letters.
- Upper Row Letters: 2'-10" high, with 12" (1'-0") spacing in between letters of the same word, except where there's an "A". Spacing to be adjusted to achieve similar spacing look.
- Middle Row Letters: 5'-10" high, with 24" (2'-0") spacing in between letters.
- Lower Row Letters: 1'-5 1/4" high
- Font: Lulo Two Bold / Color: Powder Coat Black (RAL 9005) and Red (RAL 3001)
- Sign to be supported by a metal structure attached to the building's structure (walls). Provide reinforcement as required. The purpose of this drawing is to indicate the general design intent

1 Wall Sign type A - Details and Specifications
Scale: 1/2" = 1'-0"

M E N I N

DELRAY
BEACH MARKET

33 SE 3rd Ave.
Delray Beach, FL 33483

Master Sign Application



14 NE 1st Avenue
Suite 507
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(305) 455 4216

Drawing: Signage Details

Project: Delray Beach Market

Project No: 17032

Drawn By: AN, MQ, SZ

Issue Date: 11/13/2020

Revision Date:

Scale: As Noted

Sheet No.:

A3.01

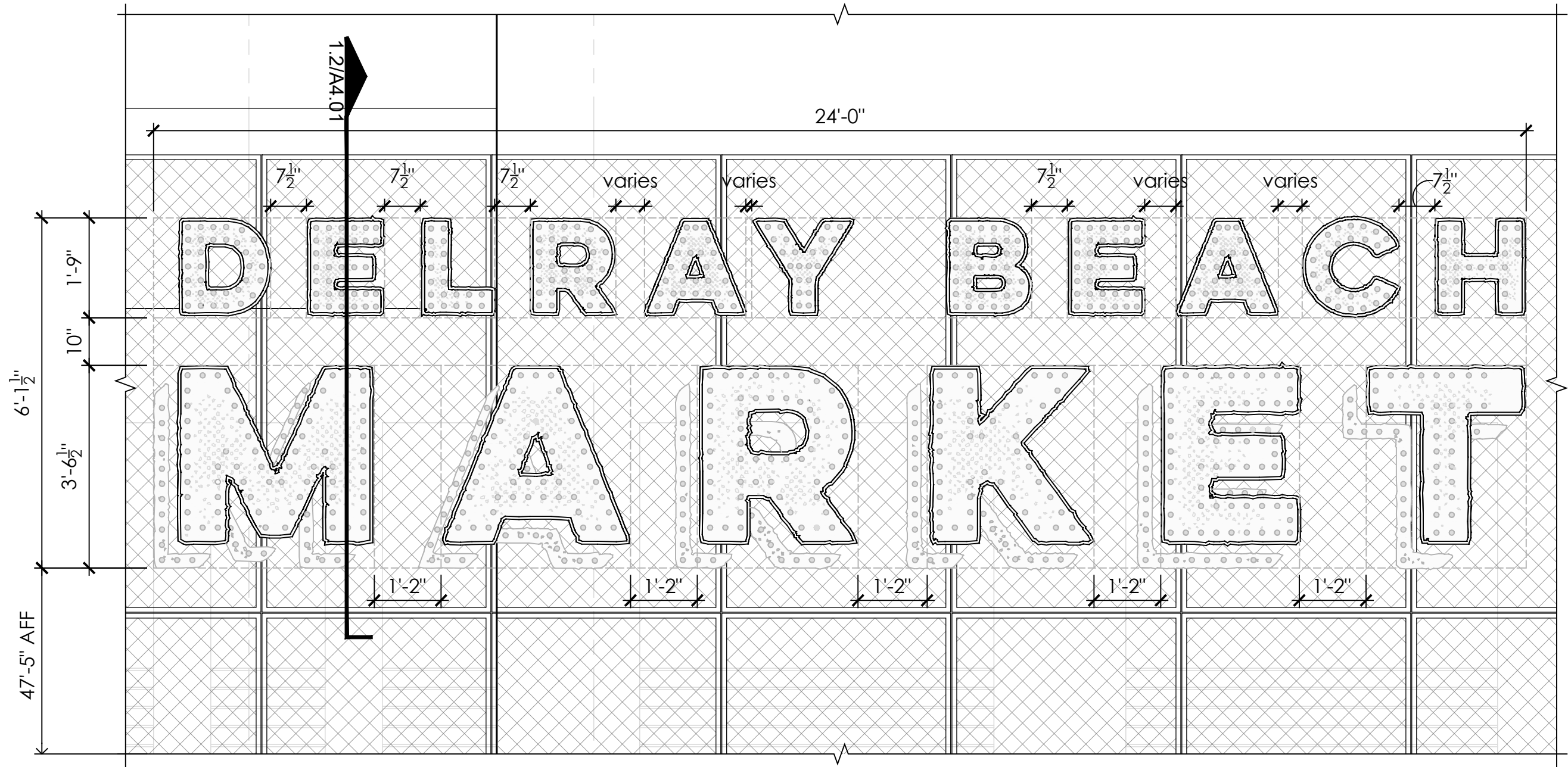
DELRAY
BEACH MARKET

33 SE 3rd Ave.
Delray Beach, FL 33483

Master Sign Application



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



General Notes

- Sign to have 2 lines of text, with a space of 10" inches in between lines.
- All letters to be Cap Letters.
- Upper Row Letters: 1'-9" high, with 7 1/2" spacing in between letters of the same word, except where there's an "A". Spacing to be adjusted to achieve similar spacing look.
- Lower Row Letters: 3'-6 1/2" high, with 14" (1'-2") spacing in between letters.
- Font: Lulo Two Bold / Color: Powder Coat Black (RAL 9005) and Red (RAL 3001)
- Sign to be supported by a powder coated metal mesh, supported to the building's structure. Provide reinforcement as required. The purpose of this drawing is to indicate the general design intent

Drawing: Signage Details

Project: Delray Beach Market

Project No: 17032

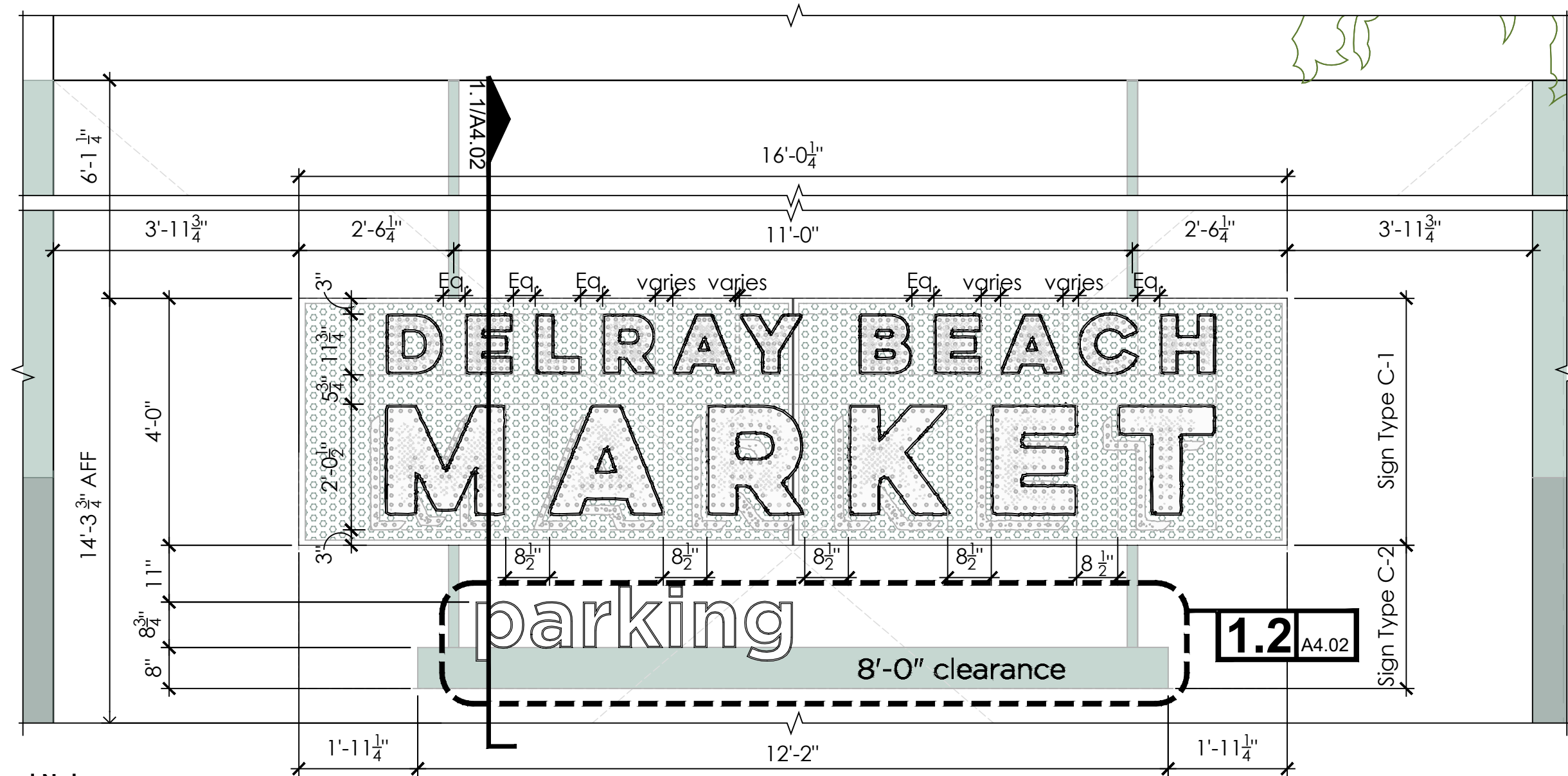
Drawn By: AN, MQ, SZ

Issue Date: 11/13/2020

Revision Date:

Scale: As Noted

Sheet No.:



General Notes

Sign Type C-1

- Sign to have 2 lines of text, with a space of $5\frac{3}{4}$ " in between lines.
- All letters to be Cap Letters.
- Upper Row Letters: $11\frac{3}{4}$ " high, with $4\frac{1}{4}$ " spacing in between letters of the same word, except where there's an "A". Spacing to be adjusted to achieve similar spacing look.
- Lower Row Letters: $2'-0\frac{1}{2}$ " high, with $8\frac{1}{2}$ " spacing in between letters.
- Font: Lulo Two Bold / Color: Powder Coat Black (RAL 9005) and Red (RAL 3001)

Sign Type C-2

- Sign to have 2 lines of text. Refer to detail 1.2/A4.02 for additional height and spacing information.
- All letters to be lower-case Letters.
- Font: Century Gothic / Color: Powder Coat Black (RAL 9005)

- Sign to be supported by a metal structure attached to the building's structure (walls).
Provide reinforcement as required. The purpose of this drawing is to indicate the general design intent

1 Under Canopy Sign type C - Details and Specifications

Scale: $1/2" = 1'-0"$

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DELRAY BEACH MARKET

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Master Sign Application



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Drawing: Signage Details

Project: Delray Beach Market

Project No: 17032

Drawn By: AN, MQ, SZ

Issue Date: 11/13/2020

Revision Date:

Scale: As Noted

Sheet No.:

A3.03

[GC to verify
spare circuit]

Elect
pnl

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

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

Concrete wall
beyond where
structure of
signage is to be
supported

Signage steel
support.

P.C. open face channel
letters (RAL 9005) with LED
bulbs.

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

P.C. open face channel
letters (RAL 9005) with LED
bulbs.

P.C. aluminum letters (RAL
3001) with LED bulbs.

P.C. aluminum channel
letters (RAL 3001) with LED
lighting.

1.1 Wall Sign Type A Section Detail

Scale: 1/2" = 1'-0"

[GC to verify
spare circuit]

Elect
pnl

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

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

Concrete wall
with Perforated
mesh cladding.

P.C. open face channel
letters (RAL 9005) with LED
bulbs.

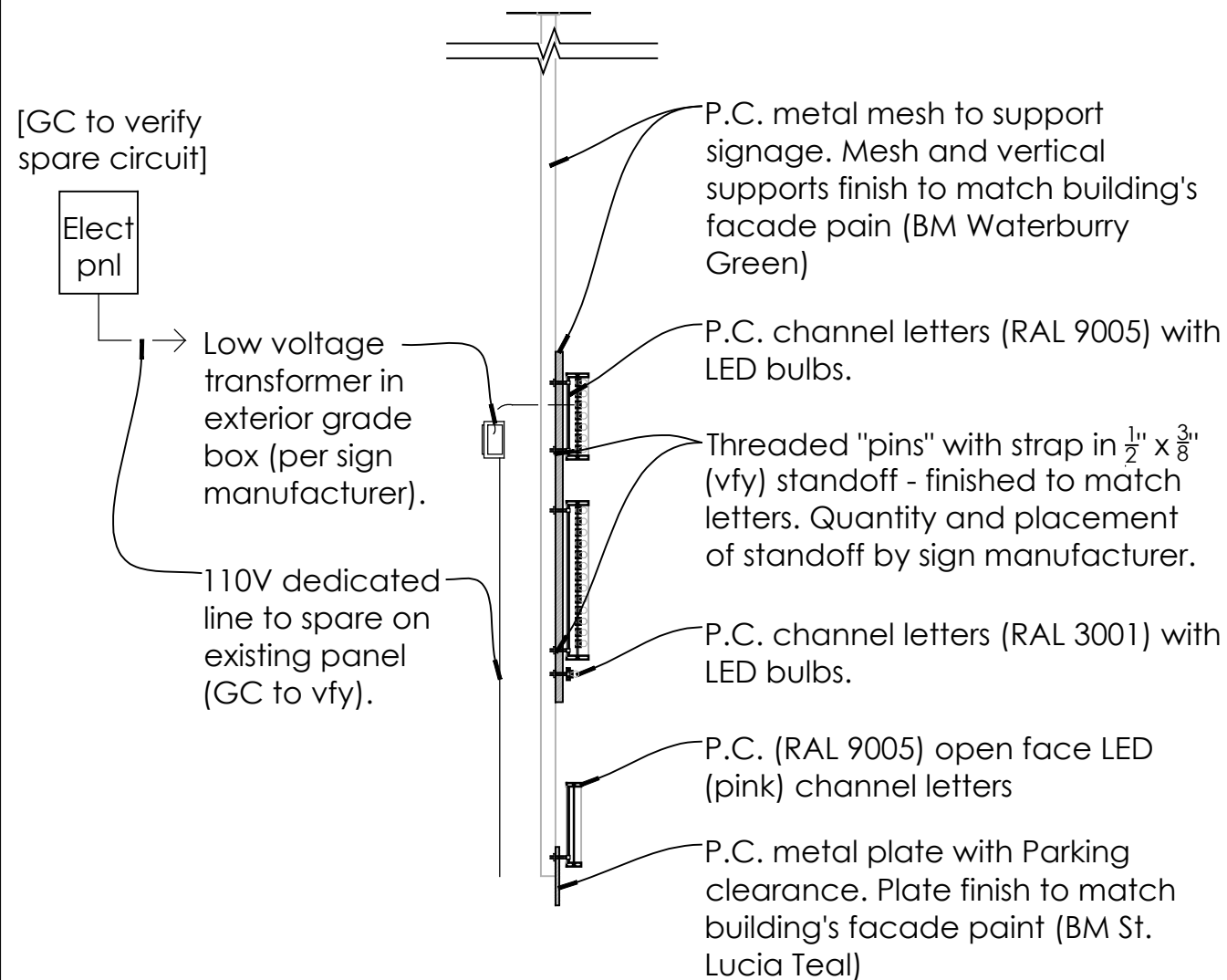
Threaded "pins" with strap
in $\frac{1}{2}$ " x $\frac{3}{8}$ " (vfy) standoff -
finished to match letters.
Quantity and placement
of standoff by sign
manufacturer.

P.C. pen face channel
letters (RAL 9005) with LED
bulbs.

P.C. aluminum letters (RAL
3001) with LED bulbs.

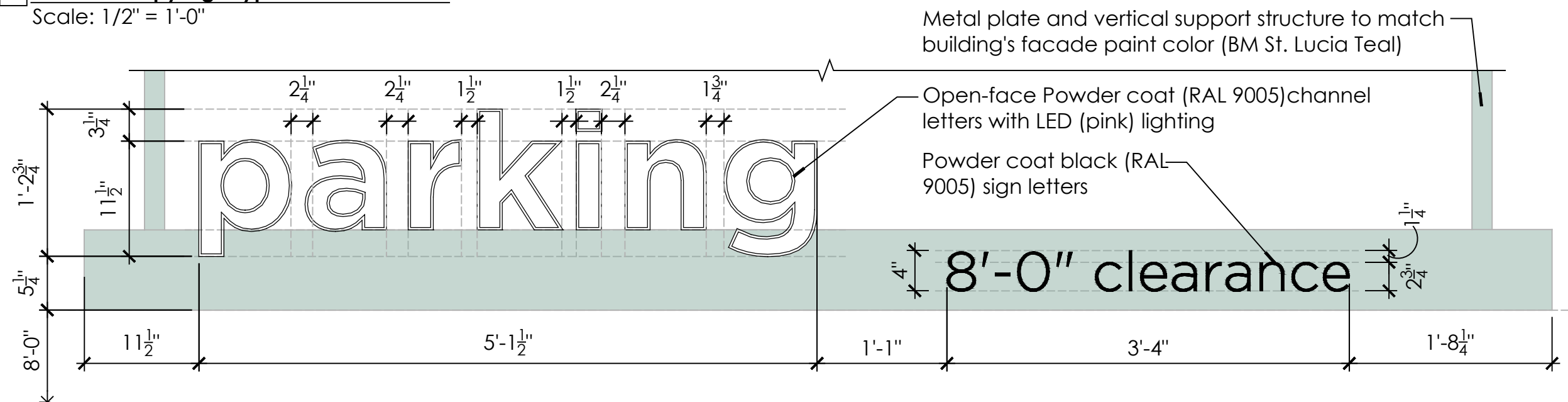
1.2 Wall Sign Type B Section Detail

Scale: 1/2" = 1'-0"



1.1 Under Canopy Sign Type C Section Detail

Scale: $\frac{1}{2}" = 1'-0"$



1.2 Under Canopy Sign Type C Elevation Detail

Scale: $1" = 1'-0"$



1.1 Wall Sign Type A
Overall West Elevation (S.E. 3rd Ave)



1.2 Wall Sign Type A
Enlarged West Elevation (S.E. 3rd Ave, Looking into Civic Space)

1 Renderings - Wall Sign Type A

M E N I N

DELRAY BEACH MARKET

33 SE 3rd Ave.
Delray Beach, FL 33483

Master Sign Application



14 NE 1st Avenue
Suite 507
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(305) 455 4216

Drawing: Renderings
Wall Sign Type A

Project: Delray Beach Market

Project No: 17032

Drawn By: AN, MQ, SZ

Issue Date: 11/13/2020

Revision Date:

Scale: As Noted

Sheet No.:

A5.01



1.1 Wall Sign Type B
Overall N.W. Aerial Elevation (S.E. 3rd Ave)



1.2 Wall Sign Type B
Enlarged North Elevation (corner of Delray Beach Market)



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Drawing: Renderings
Wall Sign Type B

Project: Delray Beach Market

Project No: 17032

Drawn By: AN, MQ, SZ

Issue Date: 11/13/2020

Revision Date:

Scale: As Noted

Sheet No.:

A5.02



1.1 Wall Sign Type B
Overall West Elevation (S.E. 3rd Ave)



1.2 Wall Sign Type B
Enlarged S.W. Elevation (corner of Delray Beach Market, looking into one of the main entrances)

1 Renderings - Wall Sign Type B

M E N I N

DELRAY BEACH MARKET

33 SE 3rd Ave.
Delray Beach, FL 33483

Master Sign Application



14 NE 1st Avenue
Suite 507
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Drawing: Renderings
Wall Sign Type B

Project: Delray Beach Market

Project No: 17032

Drawn By: AN, MQ, SZ

Issue Date: 11/13/2020

Revision Date:

Scale: As Noted

Sheet No.:

A5.03



1.1 Under Canopy Sign Type C (sim)
Overall South Elevation (SE 1st Street)



1.2 Under Canopy Sign Type C (sim)
Enlarged South Elevation (looking into the Parking Entrance)