



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: February 10, 2021

File No.: (2021-063)

Application Type: Amendment to Master Sign Program

General Data:

Agent: Lori Bennet

Applicant: Donnie Bennet, Lighting Maintenance Company

Owner: Lsra, Delray JV, LLC

Location: 14540 S. Military Trail

PCN: 12-43-46-13-35-001-0010

Property Size: 15.1773 Acres

FLUM: GC (General Commercial)

Zoning: PC (Planned Commercial)

Adjacent Zoning:

- GC, Agricultural (A) & Single Family Residential (R-1-A)
- PC (West)
- GC & PC (South)
- Planned Office Center (POC) (East)

Existing Land Use: Shopping Center

Proposed Land Use: Shopping Center



Item before the Board:

The action before the Board is the consideration of an Amendment to the existing Master Sign Program for Ollie's located at 14530 S. Military Trail 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 the Amendment to the Master Sign Program (2021-063) for the sign at Ollie's located at 14530 S. Military Trail based upon positive findings to LDR Section 4.6.7(F)(2)(b).
3. Move denial of the Amendment to the Master Sign Program (2021-063) for the sign at Ollie's located at 14530 S. Military Trail based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

Background:

The 15.1773-acre property is located on the north side of West Atlantic Avenue, east of South Military Trail and is zoned Planned Commercial (PC), subject to the Four Corners Overlay District regulations. The Delray Square Plaza was annexed into the City of Delray Beach in 1998 and consists of two sections, Phase I on the south, 4751 W. Atlantic Avenue and Phase II, 14530 S. Military Trail, to the north.

In 2015, a Master Development Plan (MDP) was approved and remains valid. In 2017, a Class IV Site Plan Modification was approved for the construction of a 4,950 square foot, one story outbuilding for a new restaurant, Chili's, adjacent to South Military Trail as presented.

Project Planner:

Rachel Falcone, Planner
FalconeR@mydelraybeach.com

Review Dates:

February 10, 2021

Attachments:

1. Sign Attachments



In February 2018, Delray Square, 4751 W. Atlantic Avenue (Phase I) amended their Master Sign Program to accommodate signage for the updated elevation storefronts, outparcels and the new anchor tenant Publix. However, Phase II has not been amended since it was originally established in 1990. The Master Sign Program for Phase II established individual tenant wall signs and two existing free-standing signs located on Military Trail. The wall signs consisted of flush mounted channel letter, no raceways, red faces with gold trim cap and bronze returns. The walls signs may be illuminated but it is not required and have a maximum letter height of 24" for one line of copy or logo sign.

Now before the board is the request for an amendment to the Master Sign Program for Delray Square II (Phase II) (14350 S. Military Trail) to accommodate signage for the new retail store, Ollie's.

Master Sign Analysis

LDR SECTION 4.6.7(F)((2)(b), 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 signage proposed is consistent with the intent of the Master Sign criteria identified above. Pursuant to LDR 4.6.7(F)(2)(b) automatic granting of waivers or adjustments to the provisions of Subsection (D) and (E) are allowed provided the intent of the sign code is maintained and the character of the neighborhood is not diminished.

The amendment to the Master Sign Program requests one wall sign for the tenant space. The proposed sign will consist of two lines of text, "Ollie's" and "Good Stuff Cheap." The proposed signage is consistent with the branding of Ollie's nationwide; with the color palette of Red, White, and Black.

The Ollie's signage is proposed raceway mounted illuminated letters. The "Ollie's" sign is approximately 26'-5 1/2" x 6'-3" and the "Good Stuff Cheap" sign is approximately 14'-8 3/4" x 1' 6". The total square footage of the proposed "Ollie's Good Stuff Cheap" sign is 242.84 sq. ft. Pursuant to LDR Sec. 4.6.7(E)(7), wall signage is allowed to cover 15% of the building face but to not exceed 160 square feet. Due to the large storefront, 15% of the building face would allow for a sign over 400 square feet, however, the proposed sign is only 242.84 square feet. Although the proposed signage size does not meet the intent of the LDRs, it is symmetrical and proportional to the façade.