



# 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

**Meeting:** February 10, 2021

**File No.:** 2021-062-MSP-SPR

**Application Type:** Master Sign Program

### General Data:

**Owner:** City Walk Partners LLC

**Location:** 200 NE 2<sup>nd</sup> Avenue

**PCN:** 12-43-46-16-K5-000-1100

**Property Size:** 0.457 Acres

**FLUM:** CC (Commercial Core)

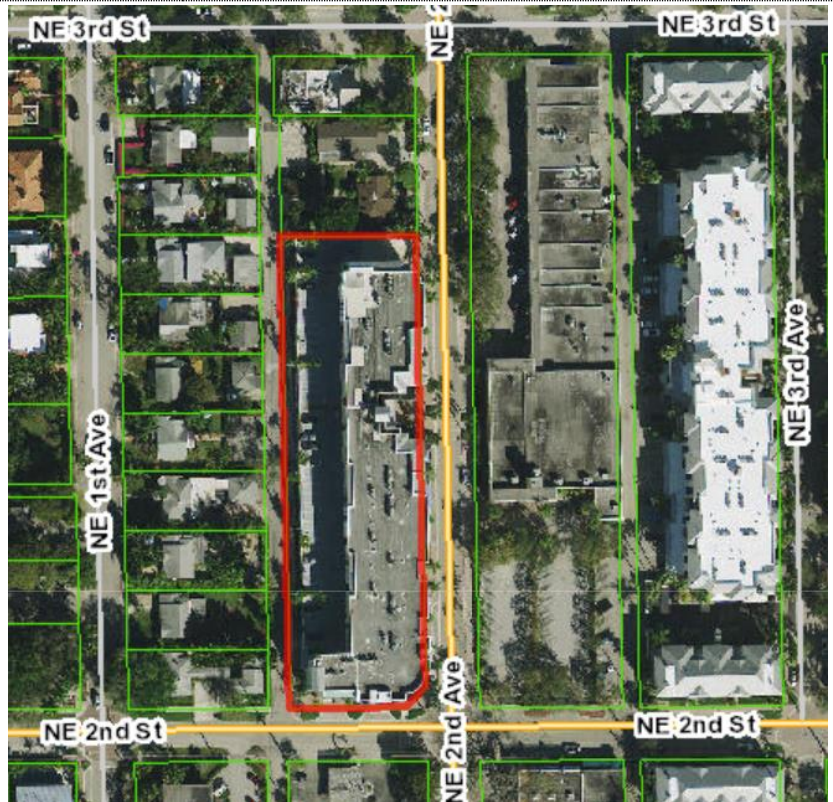
**Zoning:** CBD (Central Business District)

### Adjacent Zoning:

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

**Existing Land Use:** Mixed Use

**Proposed Land Use:** Retail



### Item before the Board:

The action before the Board is the consideration of an Amendment to the existing Master Sign Program for Whit's Frozen Custard located at 200 NE 2<sup>nd</sup> Avenue 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 (2021-062) for the sign at Whit's Frozen Custard located at 200 NE 2<sup>nd</sup> 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 (2021-062) for the sign at Whit's Frozen Custard located at 200 NE 2<sup>nd</sup> 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 corner of NE 2<sup>nd</sup> Street and NE 2<sup>nd</sup> Avenue within the Central Business District (CBD). The property contains a mixed-use development with 40 residential units and retail bays on the ground floor and was formally known as the Pineapple Grove Building built in 2006. The property has an extensive land use history. The following are the most recent land use actions that relate to the property:

On September 13, 2006, the current Blanket Sign Program was approved and consists of five types of exterior signs: one projecting double faced pennant sign banner for parking garage, individual illuminated channel letters over the main building entrance, one bronze address plaque at the main building entrance, one typical tenant sign for each tenant; two to be allowed at the corner location, and window lettering.

### Project Planner:

Rachel Falcone, Planner  
FalconeR@mydelraybeach.com

### Review Dates:

February 10, 2021

### Attachments:

1. Sign Renderings



The proposed signage does not meet the standards of the current Blanket Sign Program; therefore, the applicant has requested a Master Sign Program accommodate signage for the new retail store, Whit's Frozen Custard.

### **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 three lines of copy above the windows of the store and are illuminated channel letters on raceway; 71.31" x 38.57" for a total of 19.10 SF. The size of the proposed sign is smaller than the requirement pursuant to LDR requirement 4.6.7(E)(7) which would allow a 40.32 square foot sign (16 feet of tenant space x 16.8 feet x 15% = 40.32 SF.) Also, the proposed sign does not face a dedicated street frontage, therefore, an amendment to the sign program is necessary when new signs are introduced that deviate from the current program in size, color, and location.

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.