



# 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: April 28, 2021

File No.: 2021-118 SPF-SPR-  
CLI

Application Type: Amendment to Master Sign Program

### General Data:

Owner: Grove Rosebud Two, LLC

Location: 233-279 NE 2<sup>nd</sup> Avenue

PCN: 12-43-46-16-01-082-0010

Property Size: 1.89 Acres

FLUM: CC (Commercial Core)

Zoning: CBD (Central Business District)

### Adjacent Zoning:

- North: CBD
- South: CBD
- East: CBD
- West (CBD)

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 **The Ray Hotel and Shops at The Ray** located at **233-279 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 (2021-118) for **The Ray Hotel and the Shops at The Ray** located at **233-279 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 (2021-118) for **The Ray Hotel and The Shops at The Ray** Shops located at **233-279 NE 2<sup>nd</sup> Avenue** based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

Project Planner:  
Jennifer Buce  
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561-243-7138

Review Dates:  
April 28, 2021

Attachments:  
1. Sign Renderings



### Background:

The property is located on the east side of NE 2nd Avenue in between NE 2nd Street and NE 3rd Street in the Central Business District (CBD). The property consists of 82,762 Square feet and is known as TOWN OF DELRAY LTS 1 TO 12 INC BLK 82.

On February 12, 2003, the Site Plan Review and Appearance Board approved a Master Sign Program which included tenant wall signs and the freestanding plaza identification sign which was on the corner of NE 2nd Avenue and NE 2nd Street. The tenant wall signs were cabinet style centered over each tenant entrance, maximum height for the aluminum cabinets were 4'6" with a foam framing mounted flush to the building face. The maximum sign copy was 2'6" in height, the signs were illuminated white with dark green letters on an ivory-colored translucent plexiglass with letter style Goudy or Palatino. No corporate colors or logos to be allowed.



In March 2004, the Site Plan Review and Appearance Board amended the Master Sign Program to allow a little flexibility to the tenant signs and approved to incorporate the variable typefaces and the use of corporate colors and logos with staff approval.

At its meeting of February 22, 2017 SPRAB approved a Class III Site Plan Modification to update the architectural elevations. On March 8, 2017 the SPRAB approved an amendment to the Master Sign Program that would complement the approved architectural changes to the plaza. The changes consisted of wall signs which were powder coat backlit channel letters, nationally registered logos and trademark, or private business logo approved by owner. The Class III Site Plan Modification expired and was never built. The sign program that was approved in March of 2017 for the channel letters is still in effect today.



On August 26, 2020, the Site Plan Review and Appearance Board approved a Class IV for the Ray Hotel which includes 141 room with retail and restaurant uses in the first story, a two-level parking garage and rooftop amenities. A Class II has been submitted for architectural changes for the Ray shops.

Now before the board is an amendment to the Master Sign Program to accommodate signage to the Ray Hotel and the Shops at the Ray.

### 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 sign proposal consists of the following:

- ☐ **Monument Signage** – One monument sign is proposed at 4'8" x 2'6" with a sign area of 12 Square feet in powder coated white aluminum. The sign is located at the exit of The Ray Shops.
- ☐ **Wall Sign Type A: (The Ray Shops)** Signs may have up to two lines of copy; all letters to be caps, font is Brandon Grotesque, color is Powder Gold or National registered trademark, or private business logo approved by Owner. (10'4" two lines of text with 4.25" between copy and 11'-51/2" one line of copy)
- ☐ **Wall Sign Type B** – Powder coated aluminum letter with milky white acrylic face that read "The Ray" 8 feet x 5 feet 3 and half inches for a total of 42 SF. One sign is located on the upper corner of the south elevation facing NE 2nd Street and at the entrance of the Hotel. The third sign is located on the upper corner (SW) facing NE 2nd Avenue and is 19 SF.



- ☐ **Wall Sign type C** -- located on the wall of the west elevation (northside) in front of the proposed tenant space. The sign is to be open back lit black channel letters that are 16 square feet.
- ☐ **Wall Sign Type D**—One wall sign is proposed for the tenant space (west elevation towards the south end of the facade). The signs are 7 square feet and are open back lit channel letters in green and gold.

Master Sign Programs are established when a project is of such a scale or character that the normal application of the design and or aesthetic cannot be achieved. The Ray Hotel and The Shops at the Ray qualify as a project of this caliber. The signs that are proposed in the program do meet the intent of the code with respect to size. Pursuant to 4.6.7(E)(7) only one wall sign is allowed per dedicated street frontage. The Master Sign Program allows for the automatic granting of waivers. The additional wall signs on the west elevation are designed for the entrance of the hotel, identification of the building and for the proposed restaurant tenant spaces located on the ground floor on the west elevation on the north and south side. The signage proposed throughout The Ray and the Shops at The Ray are cohesive and harmonized.