



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: June 23, 2021

File No.: 2021-153 MSP-SPR

Application Type: Amendment to Master Sign Program

General Data:

Owner: Seneca Group, LLC

Location: 1300 SW 10th St, 1450 SW 10th St, 1065 SW 10th St, 1055 SW 15th St, 1085, SW 15th Ave, 1305 Poinsettia Dr, 1405 Poinsettia Dr, 1505 Poinsettia Dr.

PCN: 12-43-46-20-37-000-0010 & 12-43-46-20-45-001-0000

Property Size: 0.457 Acres

FLUM: IND Industrial)

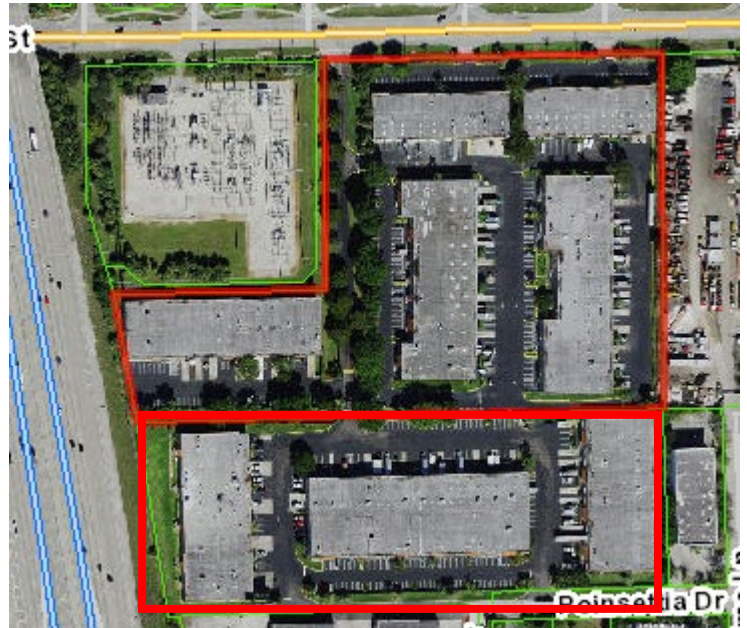
Zoning: I (Industrial)

Adjacent Zoning:

- North: LI (Light Industrial)
- South: I and MIC (Mixed Industrial & Commercial)
- East: I and MIC (Mixed Industrial & Commercial)
- West: I and I-95

Existing Land Use: Warehouse and Distribution

Proposed Land Use: Warehouse and Distribution



Item before the Board:

The action before the Board is the consideration of an Amendment to the existing sign program for **Park Ten** located at 1300 SW 10th St, 1450 SW 10th St, 1065 SW 10th St, 1055 SW 15th St, 1085, SW 15th Ave, 1305 Poinsettia Dr, 1405 Poinsettia Dr, 1505 Poinsettia Dr. 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 (2021-153) for the sign located at Park Ten based upon positive findings to LDR Section 4.6.7(F)(2)(b).
3. Move denial of the Amendment to the Master Sign Program (2021-153) for the sign located at Park Ten based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

Background:

The subject property is located on the south side of SW 10th Street east of I-95 in the Industrial zoning district and consists of a warehouse and distribution center with two different parcel numbers and buildings A thru H. Buildings A thru E were constructed in 1981 while Buildings F- H were constructed in 1986.

Project Planner:

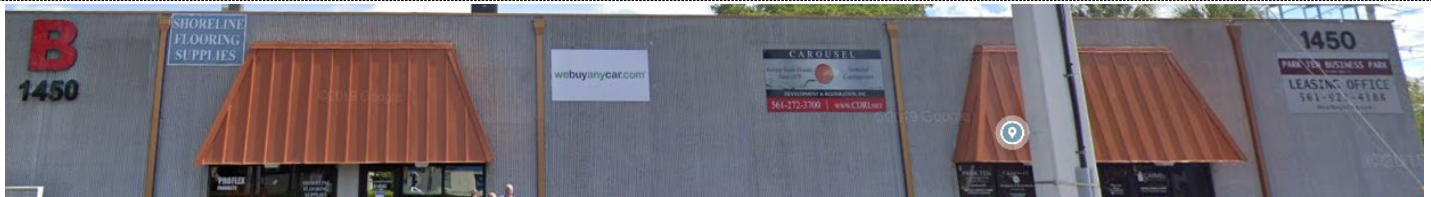
Jennifer Buce
buce@mydelraybeach.com
561-243-7138

Review Dates:

June 23, 2021

Attachments:

1. Sign Program
2. Site Plan



A Master Sign was established in 1990 for the free-standing sign and tenant wall signs. The sign program was simple but limiting and outdated to the tenants. Buildings A and B were allowed a non-illuminating 4 x 8 sign, flush mounted and made of metal, aluminum, or a composite. The sign colors were restricted to have a gray-blue background with copy of black or white. Accent colors/logos were allowed with owners and staff approval. Buildings C, D, F, G were also the same sign of 4 x 8 made from the same material but were allowed a variety of colors in copy and background as they are internal to the site. Buildings E and F that face I-95; there is one existing non-conforming sign "Tamiami Tile which is a cabinet style, any future style signs would need to be consistent on the I-95 corridor as channel letters on raceways; all faces must be red.



The sign program was amended throughout the years to accommodate signage that was not allowed in the program. Hurricane Proof amended the program in 2012 to allow for their Channel letters on building "H" to be their logo colors which are blues and Coastal Supply for building "D" for the size and color.

The current approved Master Sign Program is attached for more detail.

Now before the board is an amendment to the Master Sign Program to allow the tenants some flexibility and exposure for deliveries and customers.

The sign program will allow for tenants to use their company logos and trademarks and only consists of wall signs. Signs may be illuminated or non-illuminated and may use a variety of colors. Signs may be metal, aluminum or sign composite as well as front lit or flat nonilluminated channel letters. The wall signs are one per business of every 2,400 square feet of leased tenant space and one facing I-95. The signs are not to exceed the City's requirement of 15% of the building face (maximum of 12' height, for computational purposes only, times the width of the width) not to exceed 160 square feet.

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 program has been simplified and brought up to date to allow for the tenants to use illuminated channel letters. The complex is industrial and most of the buildings are internal to the site. The Master Sign Program allows for the automatic granting of waivers which will allow for the internal wall signs to be approved as they must face a dedicated street frontage. The signage will help navigate customers and distributors to the tenant's bay with no confusion. Per the site plan, there is no defining rear or front, as the large trucks use the bays to pick up and drop of materials while customers go through the office area, therefore rear signage is restrictive to the sign program and should be removed so that the tenants can have full signage on both sides. The signage will not affect the neighborhood adversely as the only buildings that are seen from the public view are one side of Building H and E that face I-95 and Building A and B that face SW 10th St. Signage along I-95 is very common and permitted by code.