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MEMO TO: Planning & Zoning Board of Directors

DATE: September 13, 2021

ITEM – 615 E. Atlantic Avenue – Atlantic Crossing Master Sign Program Phase One

Dear Board Members:

This concerns the Planning & Zoning item, 615 E. Atlantic Avenue – Atlantic Crossing Master Sign Program Phase One, which came before the Delray Beach Downtown Development Authority at the September 13, 2021 Board meeting. Ensued discussion regarding why this particular project is allowed to apply for a waiver for the size of the signage, while all the projects that came forward, previously, were required to fulfill the LDR's rules on this matter. Discussion on the size and amount of signs allowed throughout the project, along with the proximity to residential areas. It is the DDA Board consensus that all businesses should follow the same rules as per signage, so that it meets and blends into the fabric of the Downtown area streetscape.

ACTION – Motion to deny the 615 E. Atlantic Avenue – Atlantic Crossing Master Sign Program Phase One as presented.

Motion: M. Benson 2nd: A. Costilo. **Motion withdrawn.**

Motion to deny the 615 E. Atlantic Avenue – Atlantic Crossing Master Sign Program Phase One since the signs are not in accordance with the Delray Beach LDR's rules as other businesses on Atlantic Avenue were/are required to.

Motion: A. Costilo 2nd: M. Benson. **Motion carried 6-0. Rocco Mangel not present.**

Please take the DDA's review into consideration on final review and trust that we send this information to assist you in making your decisions as they affect the DDA District of Downtown Delray Beach.

Sincerely,

Peter Arts, Chairman

Mayor and City Commission
DDA Board of Directors, Laura Simon, Executive Director