



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: September 22, 2021	File No.: 2021-230-MSP-SPR	Application Type: Master Sign Program
------------------------------------	-----------------------------------	--

General Data:
Agent: Mark Gregory
Applicant/Owner: Edwards Atlantic Avenue, LLC
Location: 615 E. Atlantic Avenue
PCN: 12-43-46-16-P7-001-0010
Property Size: 9.22 acres
FLUM: Commercial Core (CC)
Zoning: Central Business District (CBD)
Adjacent Zoning:

- North: Medium Density Residential (RM) / CBD
- South: CBD
- East: CBD
- West: CBD

Existing Land Use: Vacant
Proposed Land Use: Mixed Use



Item before the Board:
 The action before the Board is the approval of a Master Sign Program for Buildings one, three and six of the Atlantic Crossing Project.

Optional Board Motions for Action Items:

1. Move to continue with direction.
2. Move approval of a Master Sign Program (2021-230) for **Atlantic Crossing** located at 615 E. Atlantic Avenue based upon positive finding to LDR Section 4.6.7(F)(2)(b).
3. Move denial of a Master Sign Program (2021-230) for **Atlantic Crossing** located at 615 E. Atlantic Avenue based upon a failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

Project Planner: Jennifer Buce, Planner buce@mydelraybeach.com 243-7138	Review Dates: SPRAB Board: September 22, 2021	Attachments 1. Master Sign Program
---	--	--



Background:

The Class V site plan for Atlantic Crossing was approved by the City Commission on an appeal of the December 18, 2013, approval granted by the SPRAB. The site plan consists of a mixed-use project that contains 37,642 square feet of retail floor area, 39,434 square feet of restaurant floor area (including 1,443 square feet of outdoor dining area), 83,462 square feet of office floor area and 343 dwelling units.

At its meeting of March 1, 2017, the City Commission approved the following four waivers for the subject property:

1. A waiver to LDR Section 5.3.1(D)(2), which requires a minimum right-of-way width of 60 feet for the new east/west road between NE 6th Avenue and NE 7th Avenue where 30 feet is proposed.
2. A waiver to LDR Section 6.1.3(B)(1)(f), which requires an 8-foot-wide sidewalk, whereas 6 feet is proposed along the north side of the new east/west road between NE 6th Avenue and NE 7th Avenue.
3. A waiver to LDR Section 4.4.13(F)(4), which requires minimum and maximum building setbacks for the buildings and frontages along the new east/west road between NE 6th Avenue and NE 7th Avenue.
4. A waiver to LDR Section 4.6.18(B)(14)(iv)(2), which requires a minimum wall transparency on the ground floor of 75%, whereas 37.5% is proposed, for the building on the south side of the new east/west road between NE 6th Avenue and NE 7th Avenue.

Additional approvals associated with Atlantic include the following:

- April 12, 2017: The City Commission approved a settlement agreement with the applicant of the project which includes the processing obligations and stipulations that a new two-way east/west surface road will connect NE 6th Avenue to the public access easement (formerly NE 7th Avenue right-of-way).
- May 24, 2017: The SPRAB approved a Class II Site Plan Modification for the two-way surface road identified in the Settlement Agreement.
- October 16, 2019: The SPRAB approved a Class II Site Plan Modification associated with the reconfiguration of the pedestrian plaza area between Buildings I and III at the southwest corner of the development. The modification included a trellis over the surface road between Buildings III and IV.
- August 25, 2021: The SPRAB approved a Class I Site Plan Modification associated with exterior architectural modifications to Building I and III.

Now before the creation of a Master Sign Program for Buildings One, Three and Six for the retail, restaurant, and parking garage component.

Description of Proposal:

The proposed Master Sign Program for Atlantic Crossing will be completed in four phases. The first phase will include signage on Buildings one, three and six for retail and restaurants on the first floor, Bank of America on the upper floors and a Parking Garage Sign. The sign program includes projecting, wall, and awning signs. Corporate colors and logos are allowed, unique design and shapes are encouraged.

Typical Tenants

Tenants on corners to be allowed a sign on each frontage. Tenants with exposure to the street and internally to the site shall be allowed signage on both frontages. Smaller retail tenants with internal exposure to be allowed a flat wall sign or a projecting sign with window lettering. Flat wall signs to be centered with a minimum of 12" margin for the sides and 3" margin for top and bottom. The projecting signs will be 39" wide by 36" tall and an overall projection not to exceed 42". Wall signs and window lettering will be governed by the sign code in 4.6.7.





Unique Tenants

Bank of America has naming rights to Building one. The proposal is for two wall signs on the west and south elevations at 40 SF. The signs are illuminated channel letters in their corporate red and blue colors.

Le Colonial

The proposed restaurant is in building one on the corner of E. Atlantic Avenue and Federal Hwy. The proposed signage consists of two flat wall signs on the west elevation (24.5 SF and 6.8 SF) and one flat wall sign on the south elevation (15.6 SF). In addition, the awnings along E. Atlantic Avenue will have the logo of the name of the restaurant.

Hampton Social

The proposed restaurant is in building three facing Federal Hwy and interior to building IV. The proposed signage for Hampton Social consists of a projecting sign on Federal Hwy 15'2" by 4'10" for a total of 73.22 SF. The projecting sign is double sided for a total of 146.44 SF. There is also a proposed projecting sign internal facing building IV 36" x 74" for a total of 18.4 SF. The sign is double sided for a total of 37 SF. An awning sign is also proposed internally over an entrance that is 22.5 SF. In addition, all awnings to have the "H" insignias. The Bar Dorado which is the outdoor bar internal to the site is proposing wall signs on the south and west elevations (10.5 SF)

Chicos

The proposed retail store is in building one facing Atlantic Avenue. One wall sign is proposed at 27.66 SF and one projecting sign is proposed at 7.54 SF.

Parking Garage

The proposed sign is at building VI facing the east elevation. The proposed sign is 10.9 SF. The sign is double sided for a total of 21.9 SF.

The complete Master Sign Program is provided as an attachment.

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.

Given the size and scale of Atlantic Crossing, a Master Sign Program is required. The Master Sign Program allows for automatic granting of waivers from Subsection (D) which is Aesthetic Qualities which includes scale, design and location: signs shall be appropriate in size, scale, and design for the neighborhood or streetscape where it is to be located and signs placed on structures shall be proportionate in size and scale to the building facade, designed consistently with the building architecture, and positioned harmoniously with building features; architectural features shall not be provided solely for the purpose of accommodating signage, but shall relate to building location, function, and use.

Subsection (E) Sign Standards also allows for the automatic granting of waivers which includes the type of signs that a building may have such as a wall sign, under canopy, projecting and a free standing, the number of signs, the size and location allowed on the building. However, the Master Sign Program does not give "carte blanche" as limitations on signage is needed as not to cause a negative impact to adjacent surroundings and to continue to achieve visual harmony to surrounding residentially zoned areas. In this case, directly north of Atlantic Crossing is Medium Density Residential (RM). In addition, the signage in a Master Sign Program, should be considerate of how many additional signs are included, the size of the signs and location of what would normally be allowed if it were being reviewed through straight code. Are the number of signs, size, and locations appropriate for each building?

According to the Delray Beach Shopability Analysis from 2018, the downtown area should have more unique and non-uniform signage. The proposed Master Signage demonstrates the unique signage with offering different types of wall signs (standing letters or flat wall) and different shapes of projecting signs. Although a Master Sign Program allows for additional signage and larger signs, consideration of the character of the City's downtown and its functionality to its surrounding areas should be taken into consideration.



Pursuant to LDR Section 4.6.7(E) Sign Standards allowable signage without a Master Sign Program for the Central Business District is as follows.

- Wall Sign: One per business facing each dedicated street frontage. The SF is computed by 15% of the building face x 12 feet height times the width of the tenant space. That SF is not to exceed that SF number or exceed 160 SF. A wall sign is defined as a sign flush mounted or hand painted. Such may be applied to a canopy/awning, mansard, or building face.
- Directory: One per building at a maximum of 24 square feet
- Projecting: one per business; maximum of 30 SF from building or under canopy
- Under Canopy – one per business 4 SF

Phase One Proposal

Bank of America has naming rights to Building One. Typically, signage is discouraged above the first floor for businesses especially in the downtown area. Naming Rights is a financial transaction whereby a corporation purchases the right to name a facility, location etc., for a defined period. In this case, Bank of America occupies the entire third floor. The Bank of America signs would be allowed under the sign code regardless of the sign program as each sign faces a dedicated street frontage and is only 40 SF. Signage has been approved throughout Delray for the upper floors for naming rights of the building such as Bank of America on Federal Highway and Women's Cancer Care located at SW 4th Avenue and Linton Blvd.

The Signage for **Hampton Social** consist of two projecting signs one of which is located on the second-floor residential living space and is proposed at almost five times the allowed size (30 SF) at 146.44 SF. The sign location and size should be taken into consideration as normal protocol is for the sign to be located at the tenant space which would be on the first floor. The upper floors are all living space and the illumination of a large sign could be a nuisance to the residents. Hampton Social is proposing a second projecting sign internal to the site facing Building VI at 37 SF. The wall signs include all the awnings which also includes the main entrance. The main entrance reads "The Hampton Social" while all the remaining awnings associated with Hampton Social capture the insignia logo.

Le Colonial is proposing two wall signs on the west elevation (S. Federal Hwy) and one wall sign on the south elevation (E Atlantic Ave). In addition, awning signs are proposed on the south elevation. The definition of a wall sign is flush mounted, or hand painted. such a sign may be applied to a canopy/awning, mansard, or building face. Therefore, more than two wall signs are proposed on the south elevation. A typical sign application would allow either the building face or an awning sign, not both.

The **typical tenant** per the sign program will be allowed signage on the Atlantic Avenue and the internal or "mall frontage" Each tenant will be allowed either one flat wall sign or one projecting sign on either frontage or must follow the sign code set forth in LDR section 4.6.7(E).

The signs proposed for Chico's is within the limitations of what would be allowed under review during a sign application process.

The parking garage sign is necessary for residents and visitors alike. More wayfinding signage on site and along East Atlantic Avenue, NE 6th Avenue and NE 1st Street could be advantageous to direct traffic to the parking garage and the shops.

There are two additional tenants (Suite 115 and 211) on the southeast corner (Bounce and Ora); the current sign program before the Site Plan Review and Appearance Board is recommending a "three" potential frontage signage.

The Proposed Master Sign Program is consistent with the Gibbs Shopability Analysis as they are all "unique" signs for each tenant. The amount of signage, size and location for each tenant is what shall be considered for this program. As stated above under the allowed code one wall sign per street frontage is allowed and one projecting sign is allowed. Several signs for the larger tenants are proposed and should be considered while reviewing the program.

There is no information for additional tenants (Bounce and Ora) except that signs on three frontages shall be taken into consideration. There is not enough information to include Suites 115 and 211 into the Sign Program, and the applicant will need to return to SPRAB for approval of signage for the tenant spaces.



Review(s) by others:

On September 13, 2021, the Downtown Development Authority (DDA) was not in support of the Master Sign Program. The DDA had concerns with the lack of wayfinding and parking signage to the garage, amount of signage for each tenant that is being proposed and the size of signage. There is a concern that the Master Sign Program is not with in character of the downtown vision and maintains the character of the downtown.