



Planning, Zoning and Building Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: Caspian
Project Location: 190 SE 5th Avenue
Request: Establish Master Sign Program
Board: Site Plan Review and Appearance Board
Meeting Date: August 10, 2016

Board Action:

Approved (5-0, Andrew Youngross and Shannon Dawson absent) the request to establish a Master Sign Program for the Caspian (aka Uptown Delray) located at 190 SE 5th Avenue.

Project Description:

The subject property is located between SE 5th Avenue and SE 4th Avenue, along the north side of SE 2nd Street (approximately 2.10 acres) and is zoned (CBD) Central Business District.

The applicant is requesting a total of seven signs (five wall signs, a directional sign and one monument sign). They have also included future signage for the retail/office tenants.

Sign A

Located on the south elevation, SE 2nd Street on the upper SW corner of the building is the Caspian logo "C" in Pantone 123 Yellow internally illuminated, yellow returns and trimcap. The sign is 6' x 5.58' for a total of 33.48 square feet.

Sign B

Located on the east elevation, SE 5th Avenue on the south side the sign is vertical on the building and is the name "Caspian" in Pantone Black 7C with white LED halo illumination. The sign is 27' x 3.25' for a total of 87.75 square feet.

Sign C

Located on the east elevation, SE 5th Avenue recessed on the main entrance is the Caspian logo "C" in Pantone 123 Yellow internally illuminated, yellow returns and trimcap. The sign is 6' x 5.58' for a total of 33.48 square feet.

Sign D

Located on the west elevation, SE 4th Avenue in the middle of the building on the 2nd floor is the Caspian logo "C" in Pantone 123 Yellow internally illuminated, yellow returns and trimcap. The sign is 6' x 5.58' for a total of 33.48 square feet.

Sign E

Located on the west elevation, SE 4th Avenue above the entrance to the parking garage is a directional sign that is 20 square feet that reads "parking".

Appealable Item Report

Sign F

Located on the north elevation on the fifth floor is the Caspian logo "C" in Pantone 123 Yellow internally, illuminated, yellow returns and trimcap. The sign is 4.16' x 3.83' for a total of 15.93 square feet.

Sign G

Located on the south elevation the monument sign is 8 ft. from ground to top with sign dimensions of 3.41' x 5.33' for a total of 18.3 square feet and the setback is 12'. The sign is illuminated and bordered in yellow with the Caspian name and logo in black with directional signage on the bottom. The graphics and copy are to be push thru copy.

Future Tenant Signage

The tenant signage is to be under canopy signs that will hang from the ceiling of the tenant space. The aluminum tube will be pantone 123 yellow with corporate color and logos allowed on the panel. Each panel is 2' x 2' for a total of 4 square feet.

Staff Recommendation:

Approval

Board Comments:

none

Public Comments:

none

Associated Actions:

none

Next Action:

The SPRAB action is final unless appealed by the City Commission.

**SITE PLAN REVIEW AND APPEARANCE BOARD
STAFF REPORT**

Applicant/Agent: Corey Anderson, Denyse Company
Project Name: Caspian
Establish a Master Sign Program
Project Location: 190 SE 5th Avenue

ITEM BEFORE THE BOARD

The item before the Board is consideration of a Master Sign Program pursuant to LDR Section 4.6.7(F)(2)(b) for the property located at 190 SE 5th Avenue.

BACKGROUND AND PROJECT DESCRIPTION

The subject property is located between SE 5th Avenue and SE 4th Avenue, along the north side of SE 2nd Street (approximately 2.10 acres) and is zoned (CBD) Central Business District.

The Site Plan Review and Appearance Board approved the site plan, architectural elevations, and landscape plan for Uptown Delray on November 13, 2013. This is a mixed-use development consisting of two 5-story buildings. The commercial component of the development consists of 3,529 square feet of retail/office. The residential portion of the development includes 146 dwelling units.

Due to the uniqueness of the mixed use of retail/office and the residential component, the project is of such large scale that the normal section of the design aesthetic standards of subsection (D) and (E) respectively will not result in an effective sign program; therefore it is necessary to establish a Master Sign Program.

The applicant is requesting a total of seven signs (five wall signs, a directional sign and one monument sign). They have also included future signage for the retail/office tenants.

Sign A

Located on the south elevation, SE 2nd Street on the upper SW corner of the building is the Caspian logo "C" in Pantone 123 Yellow internally, illuminated, yellow returns and trimcap. The sign is 6 x 5.58 for a total of 33.48 square feet.

Sign B

Located on the east elevation, SE 5th Avenue on the south side the sign is vertical on the building and is the name "Caspian" in Pantone Black 7C with white LED halo illumination. The sign is 27 x 3.25 for a total of 87.75 square feet.

Sign C

Located on the east elevation, SE 5th Avenue recessed in on the main entrance is the Caspian logo "C" in Pantone 123 Yellow internally, illuminated, yellow returns and trimcap. The sign is 6 x 5.58 for a total of 33.48 square feet.

Sign D

Located on the west elevation, SE 4th Avenue in the middle of the building on the 2nd floor is the Caspian logo "C" in Pantone 123 Yellow internally, illuminated, yellow returns and trimcap. The sign is 6 x 5.58 for a total of 33.48 square feet.

Sign E

Located on the west elevation, SE 4th Avenue above the entrance to the parking garage is a directional sign that is 20 square feet that reads "parking".

Sign F

Located on the north elevation on the fifth floor is the Caspian logo "C" in Pantone 123 Yellow internally, illuminated, yellow returns and trimcap. The sign is 4.16 x 3.83 for a total of 15.93 square feet.

Sign G

Located on the south elevation the monument sign is 8 ft. from ground to top with a sign area of 3.41 x 5.33 for a total of 18.3 square feet and the setback is 12'. The sign is illuminated and bordered in yellow with the Caspian name and logo in black with directional signage on the bottom. The graphics and copy are to be push thru copy.

Future Tenant Signage

The tenant signage is to be under canopy signs that will hang from the ceiling of the tenant space. The aluminum tube will be pantone 123 yellow with corporate color and logos allowed on the panel. Each panel is 2 x 2 for a total of 4 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.

A Master Sign Program is appropriate for this application due to the size and scale of the project and the complexity which includes both retail/office and residential components. The sign on the north elevation and the signs on the east elevation are not allowed by code pursuant to LDR 4.6.7(E)(7); Design Standard Matrix. Specifically, the north elevation does not face a dedicated street frontage, only one wall sign as opposed to the two proposed is allowed for each elevation. Pursuant to LDR 4.6.7(F)(b), Master Sign program allows for the automatic granting of waivers and/or adjustments to the provisions of Subsections (D) and (E) provided that the sign code is maintained and the character of the neighborhood is not diminished. The signs on the north and east elevation can be approved under this provision.

The sign on the north elevation (sign F) is requested at half the size of the other requested "C" logo signs at approximately 16 square feet and will capture the traffic traveling south on Federal

Highway and play an important role in first identifying the building. The requested signage on the east elevation (signs B & C) are located on the leasing office and along the retail storefronts this will help navigate potential leasers into the office as well as help potential customers locate the office and retail area along SE 2nd Street.

The remaining wall signs (signs A & D) will identifies the building from respective streets and the monument sign (sign G) is setback 12' from the property line and will be beneficial for vehicular and pedestrian traffic.

The Caspian building is geometrically contemporary influenced style and the signage is fresh and modern and will complement the building. The signage is not overbearing as the frontage for this project is no less than 200' on any side. The signs are proposed in Pantone yellow which will accent the architectural highlights around the balcony. Based on the above, positive findings can be made with respect to LDR Section 4.6.7(F)(2)(b) to establish a Master Sign Program for 190 SE 5th Avenue.

ALTERNATIVE ACTIONS

- A. Postpone with direction.
- B. Move approval of the request to establish a Master Sign Program for the **Caspian (2016-200)** located at **190 SE 5th Avenue**, based upon positive findings to LDR Section 4.6.7(F)(2)(b).
- C. Move denial of the request to establish a Master Sign Program for the **Caspian (2016-200)** located at **190 SE 5th Avenue**, based upon a failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

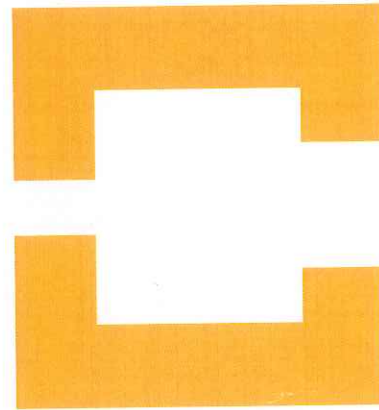
STAFF RECOMMENDATION

Move approval of the request to establish a Master Sign Program for the **Caspian (2016-200)** located at **190 SE 5th Avenue**, based upon positive findings to LDR Section 4.6.7(F)(2)(b).

Report Prepared by: Jennifer Buce, Assistant Planner

Attachments:

Site Plan
Master Sign Program



CASPIAN

MASTER SIGN PLAN

May 25, 2016

Prepared by

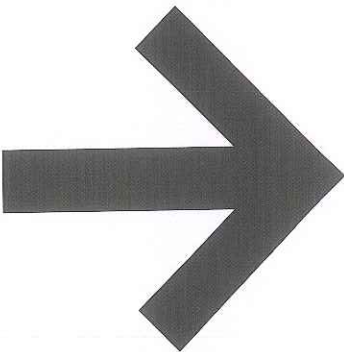
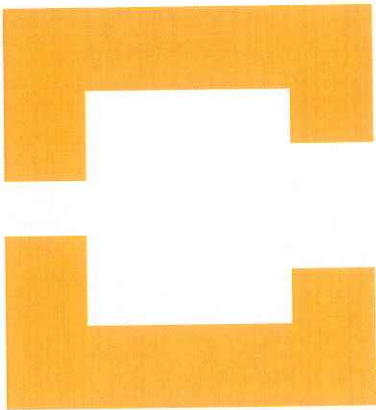
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Logo and Symbols



CASPIAN

Typography

Gotham: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colors and Finishes

Colors shown here may not exactly match manufacturers color chart swatch or actual sample.
Client to either provide samples or specifications for custom colors prior to production or approve
DeNyse color samples or color specifications

- C1  Pantone 123 Yellow
C2  Pantone Black 7C
C3  White

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Management Company
N/A


Property Name & Address
Caspian
Delray Beach, FL

Opportunity Number
2616

DeNyse Representative
Corey Anderson

Designer
ct

Date
03.18.2016

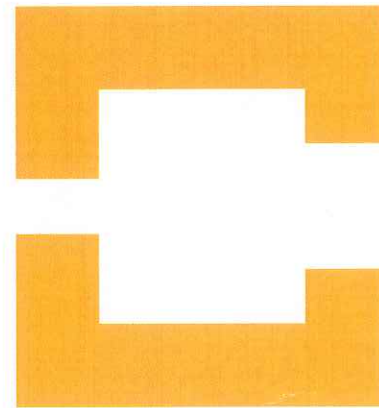
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04.20.2016 ct
05.25.2016 ct

Design Time
13

Customer Approval

Filename
Caspian - Concepts v15

- ☐ Concept
☒ Preliminary
☐ Production



CASPIAN

MASTER SIGN PLAN

May 25, 2016

Prepared by

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www.denyseco.com

Logo and Symbols



Typography

Gotham: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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DeNyse Representative
Corey Anderson

Designer
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03.18.2016

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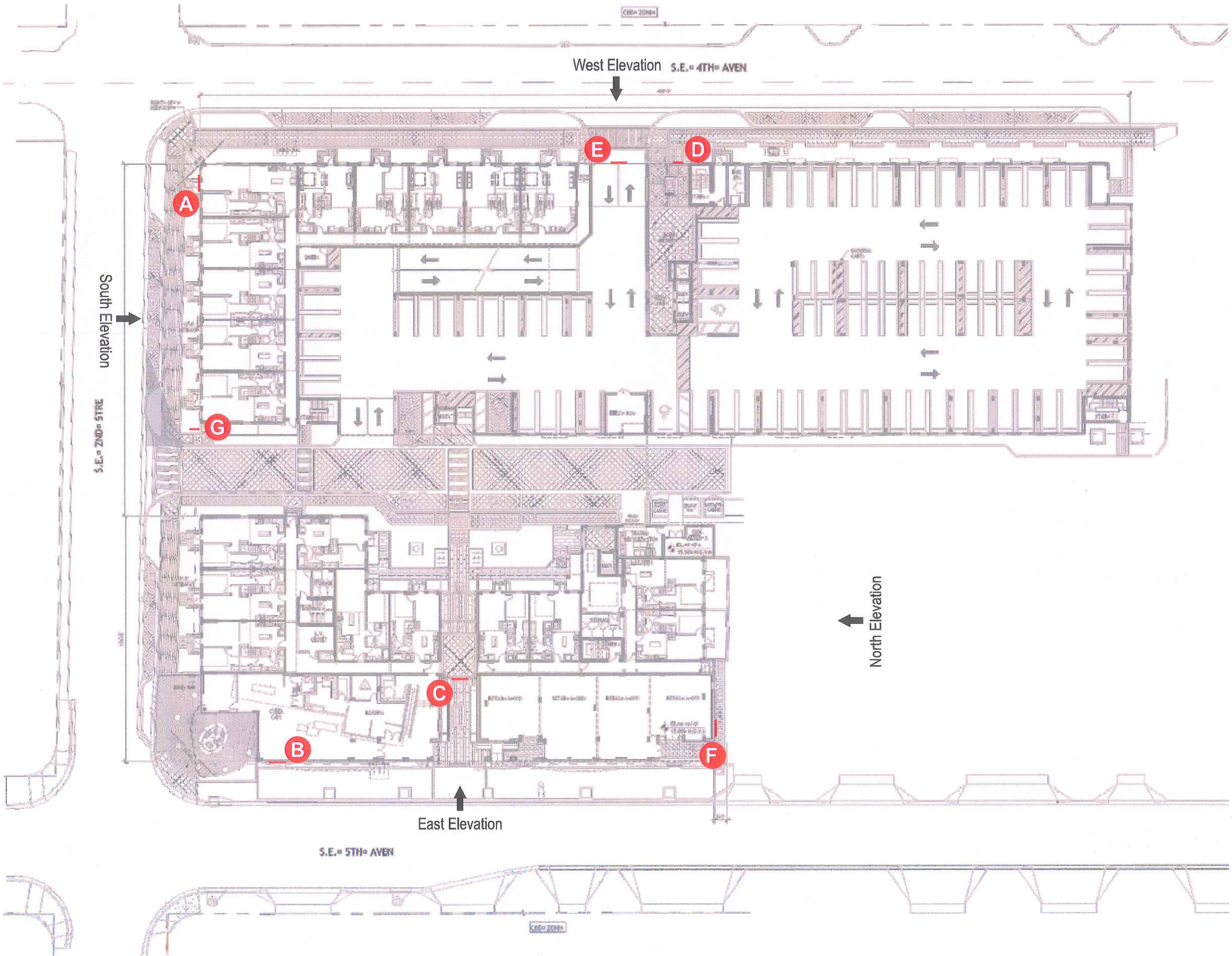
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- C1 Pantone 123 Yellow
- C2 Pantone Black 7C

Construction Specifications

- A Logo to be 5" deep fabricated aluminum with Yellow acrylic faces, internal LED illumination and Yellow returns and trimcap

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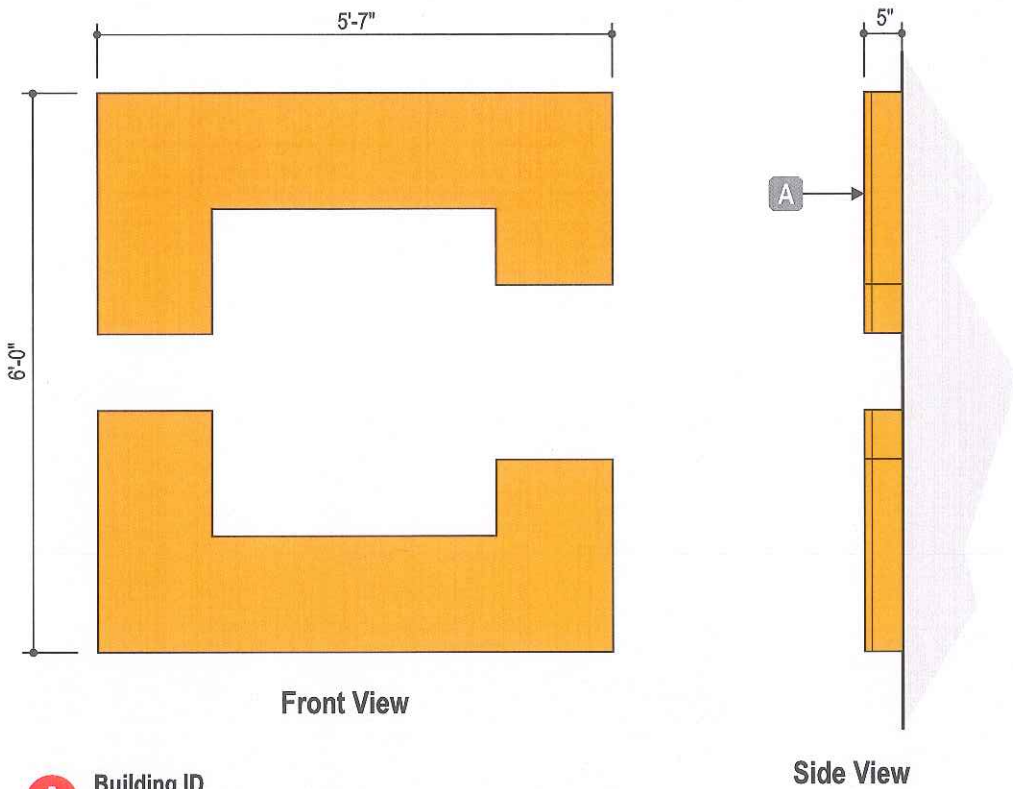
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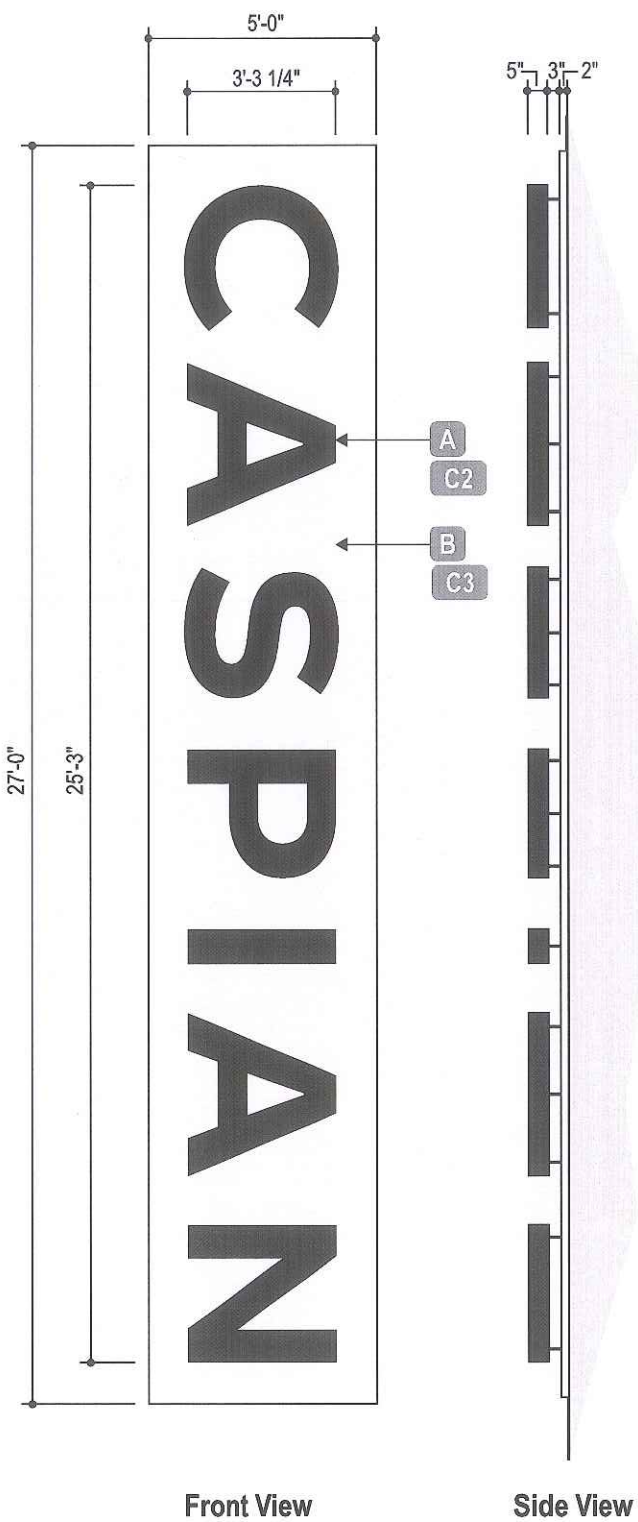


A Building ID
Scale: 1/2" = 1'-0"



South Elevation
Scale: 1:256

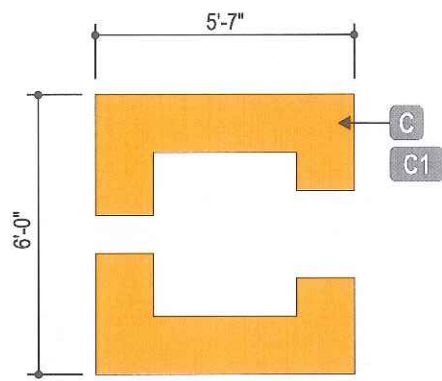
Ground Sign to be perpendicular to road - see pg. 8 for details



B Building ID
Scale: 1/4" = 1'-0"



Address Numbers
Scale: 1" = 1'-0"



C Building ID
Scale: 1/4" = 1'-0"

Colors & Finishes

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- C1 Pantone 123 Yellow
- C2 Pantone Black 7C
- C3 To Match Building (TBD)

Construction Specifications

- A Custom fabricated aluminum letters, 5" deep with White LED halo illumination
- B 2" deep fabricated aluminum raceway painted to match building
- C Logo to be 5" deep fabricated aluminum with Yellow acrylic faces, internal LED illumination and Yellow returns and trimcap
- D 1/4" thk. FCO aluminum plate address numbers



East Elevation
Scale: 1:192

Address numbers to be mounted to column next to recessed entrance area

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Management Company
N/A

Property Name & Address
Caspian
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Opportunity Number
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DeNyse Representative
Corey Anderson

Designer
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- C1  Pantone 123 Yellow
- C2  Pantone Black 7C
- C3  White

Construction Specifications

- A Logo to be 5" deep fabricated aluminum with Yellow acrylic faces, internal LED illumination and Yellow returns and trimcap
- B Parking Entrance ID to be 1" deep fabricated aluminum panel with 1/4" thk. aluminum plate graphics and painted border detail

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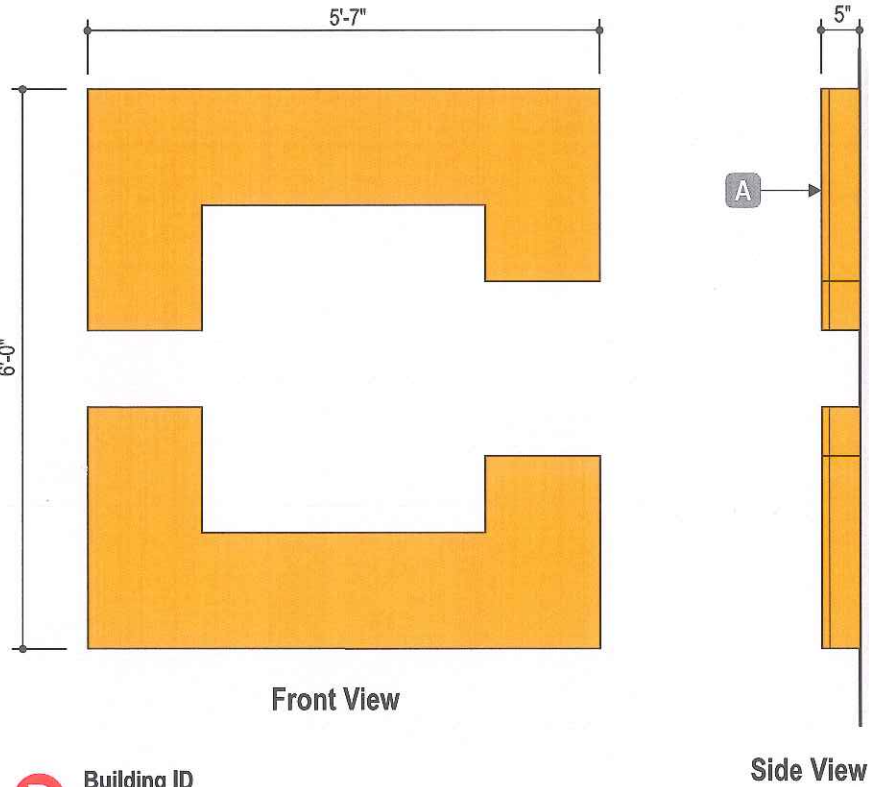
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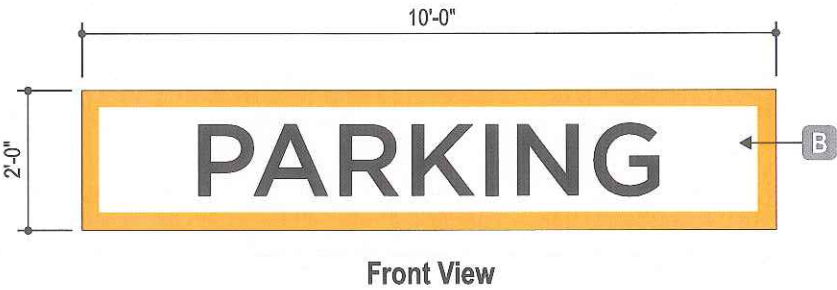
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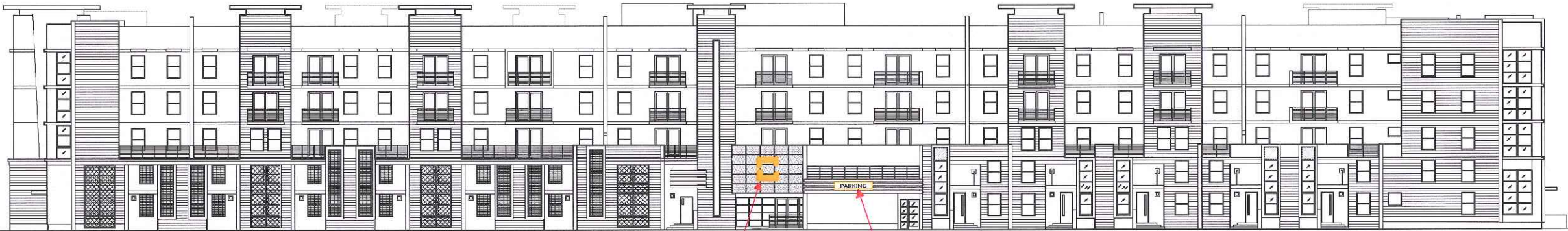
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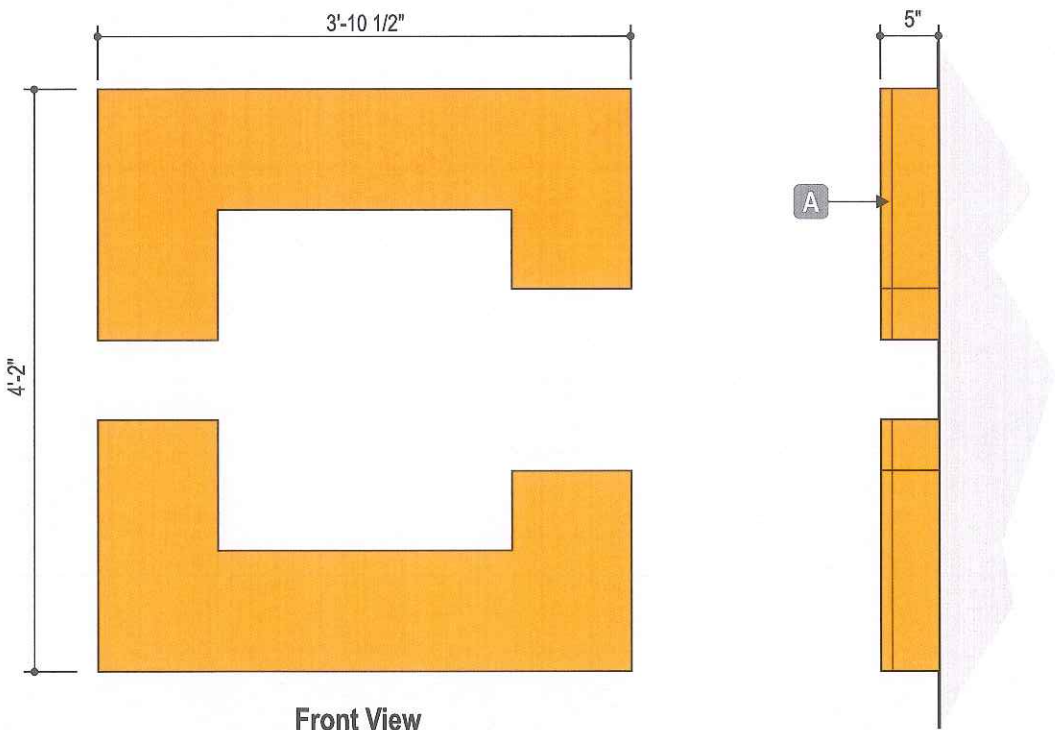
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E Parking Entrance ID
Scale: 3/8" = 1'-0"



West Elevation
Scale: 1:384



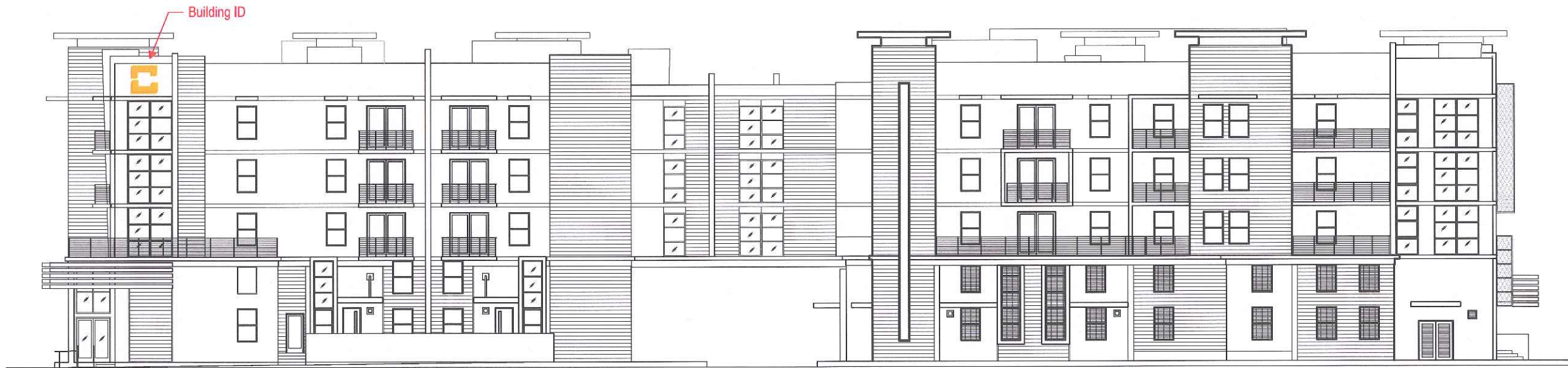
Front View

Side View

F

Building ID

Scale: 3/4" = 1'-0"



North Elevation

Scale: 1:384

Colors & Finishes

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- C1 Pantone 123 Yellow
C2 Pantone Black 7C
C3 White

Construction Specifications

- A Logo to be 5" deep fabricated aluminum with Yellow acrylic faces, internal LED illumination and Yellow returns and trimcap

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Management Company
N/A

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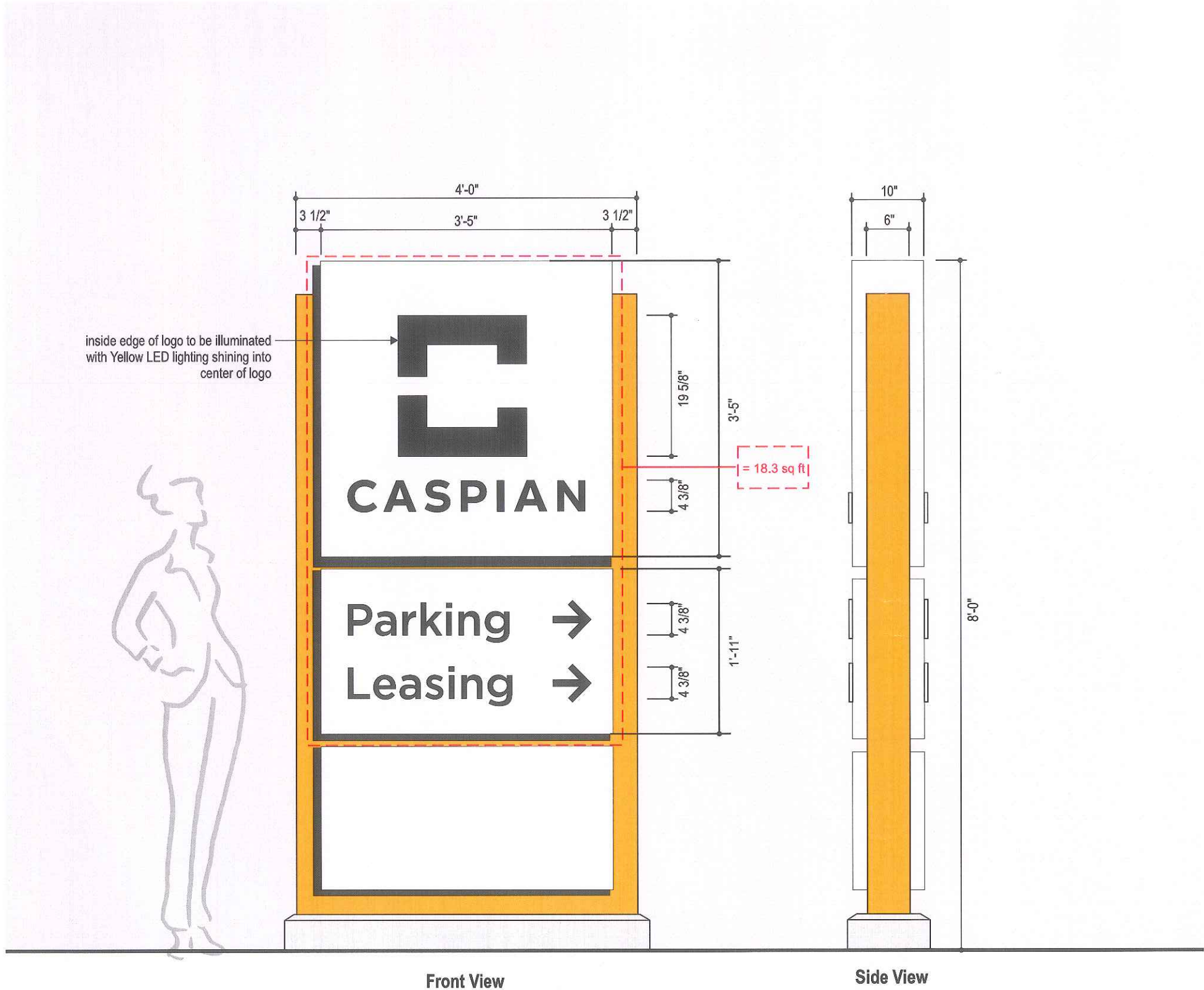
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G Ground Sign
Scale: 3/4" = 1'-0"

Colors & Finishes

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- C1 Pantone 123 Yellow
- C2 Pantone Black 7C
- C3 White

Construction Specifications

- A Custom fabricated aluminum sign cabinet with "C" fabricated as an inset area to expose Yellow "core"
"CASPIAN" graphics to be routed with 1/2" thk. push thru acrylic and translucent vinyl overlay
- B Directional copy to be routed with 1/2" thk. push thru acrylic and translucent vinyl overlay



Simulated Night View

Ground Sign

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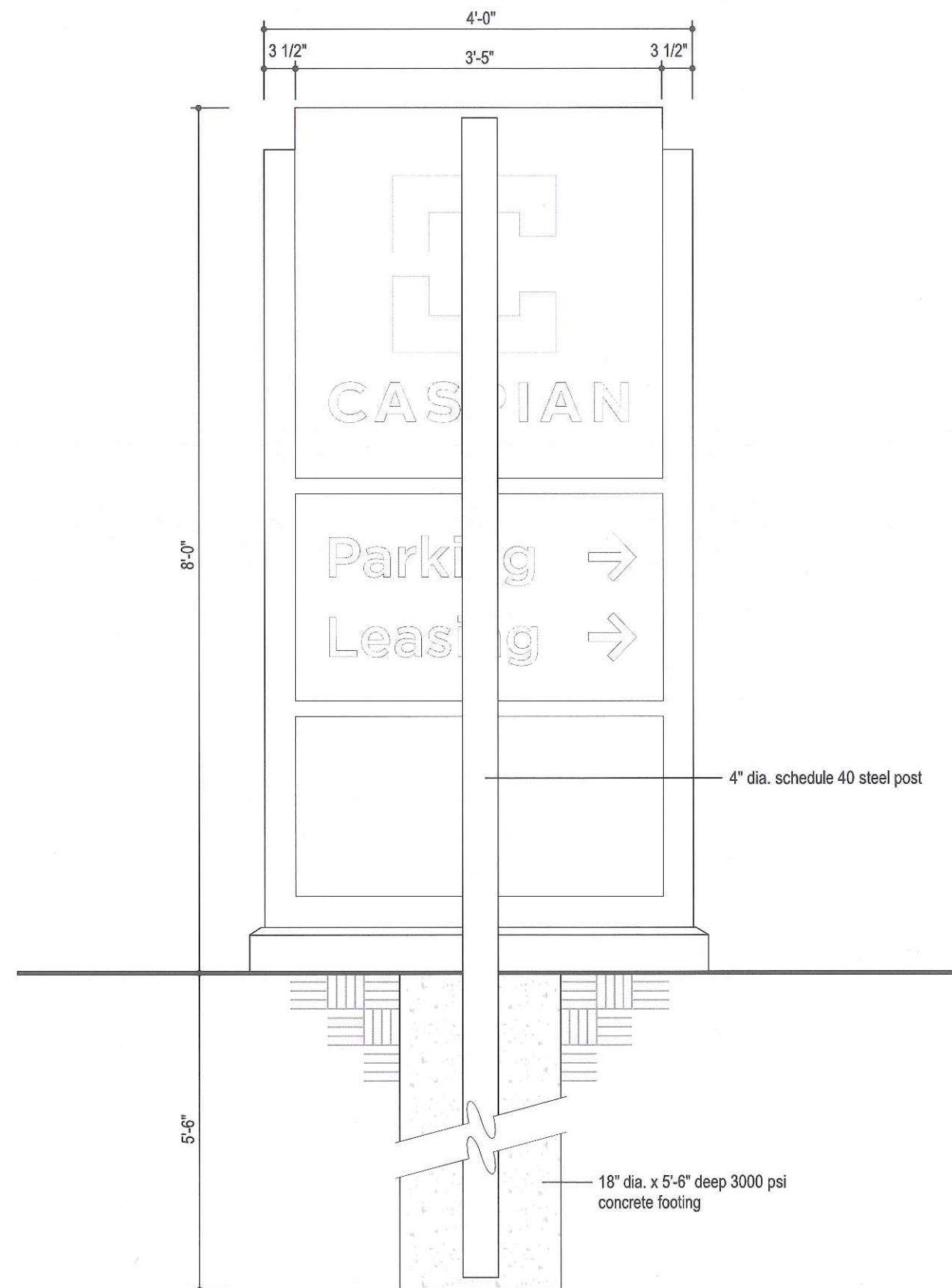
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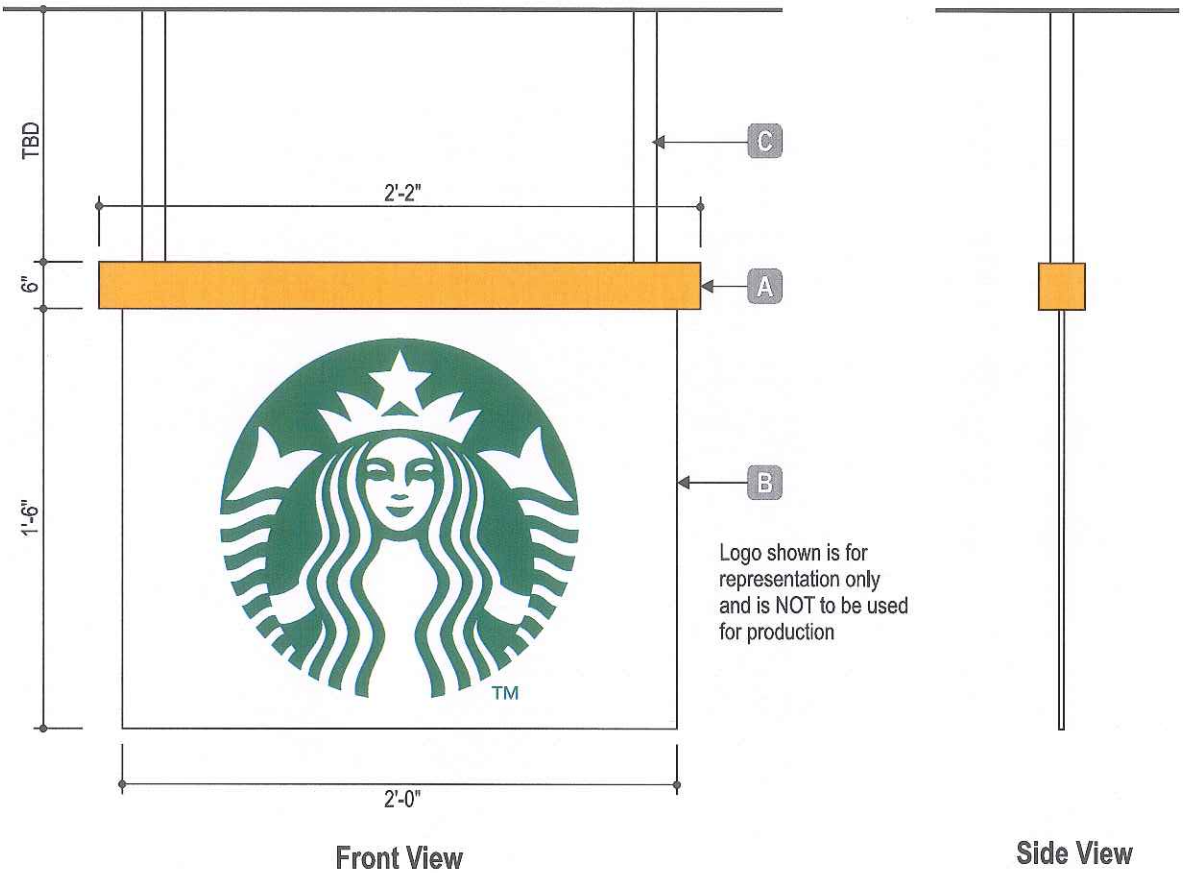
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Ground Sign
Scale: 3/4" = 1'-0"



Retail Sign

Scale: 1/8" = 1"

Colors & Finishes

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- C1 Pantone 123 Yellow
- C2 Pantone Black 7C
- C3 White

Construction Specifications

- A 2" x 2" aluminum tube with slot for panel and end caps
- B 1/4" thk. acrylic panel with vinyl graphics on each side
- C Sign to hang from ceiling with 1" x 1" aluminum tubing

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Date
03.18.2016

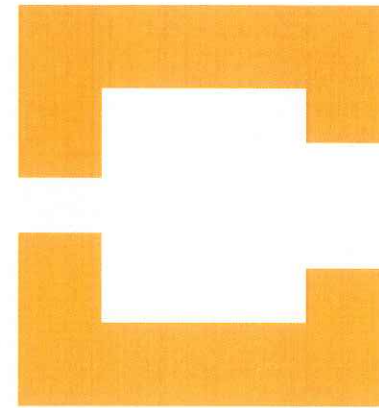
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14	03.22.2016 ct
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Design Time
13

Customer Approval

Filename
Caspian - Concepts v15

- Concept
- Preliminary
- Production



CASPIAN

MASTER SIGN PLAN

May 25, 2016

Prepared by

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