



*Planning, Zoning and Building Department*

**BOARD ACTION REPORT – APPEALABLE ITEM**

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**Project Name:** Aloft Appealable  
**Project Location:** 202 SE 5<sup>th</sup> Avenue  
**Request:** Master Sign Program  
**Board:** Site Plan Review and Appearance Board  
**Meeting Date:** September 26, 2018

**Board Action:**

Approved (7-0) for a Master Sign Program for the Aloft Hotel located at 202 SE 5<sup>th</sup> Avenue.

**Project Description:**

The property is located on the west side of SE 5th Avenue, between SE 2nd St and SE 3rd St and is zoned Central Business District (CBD).

The subject request is for a Master Sign Program to accommodate signage for Aloft Hotel. The proposed Master Sign Program is designed to accommodate signage for all aspects of the development. The comprehensive sign program is attached.

**Staff Recommendation:**

N/A

**Board Comments:**

none

**Public Comments:**

none

**Associated Actions:**

N/A

**Next Action:**

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

# SITE PLAN REVIEW AND APPEARANCE BOARD

## CITY OF DELRAY BEACH

### ---STAFF REPORT---

**MEETING DATE:** August 26, 2018

**ITEM:** **Aloft Hotel** –(2018-136) Master Sign Program for Aloft Hotel, located at 202 SE 5th Avenue.

**RECOMMENDATION** Approve

#### GENERAL DATA:

Owner/Applicant..... Samar 202 Florida, LLC

Agent..... Baron Signs

Location..... West side of SE 5<sup>th</sup> Avenue,  
between SE 2<sup>nd</sup> Street and  
SE 3<sup>rd</sup> Street (202 SE 5<sup>th</sup> Avenue)

Property Size..... 1.78 acres (77,925 sq. ft.)

Future Land Use Map..... CC (Central Core)

Current Zoning..... CBD (Central Business District)

Adjacent Zoning.....North: CBD  
East: CBD  
South: GC (General Commercial)  
West: R-1-A (Single Family Residential)  
& RM (Multiple Family Residential)



## ITEM BEFORE THE BOARD

The item before the Board is a Master Sign Program for Aloft Hotel, located at 202 SE 5<sup>th</sup> Avenue.

## BACKGROUND & PROJECT DESCRIPTION

The 1.788 acre property is located on the west side of SE 5<sup>th</sup> Avenue, between SE 2<sup>nd</sup> St and SE 3<sup>rd</sup> St and is zoned Central Business District (CBD).

In 2015, a Class V Site Plan, Landscape Plan and Architectural elevations were approved to demolish all existing buildings on site and construct a mixed-use development containing a 122-room hotel with a restaurant, lounge and meeting rooms, 35 condominium units and 6,280 square feet of retail space.

The subject request is for a Master Sign Program to accommodate signage for Aloft Hotel. The proposed Master Sign Program is designed to accommodate signage for all aspects of the development. The comprehensive sign program is attached; the details of the proposed sign program include:

### **Sign A (Tenant Signs)**

Tenants may be allowed one wall sign per elevation. Legally registered & recognized logos, trademarks or letter styles and colors are allowed; Internally lit channel letters (plexi faced or reverse channel) and routed or push thru copy illuminated cabinet sign. One line of copy maximum height is 24" and Minimum is 15"; two lines of copy maximum letter height 16" and minimum 12". Suggested font palette and colors are included in the sign program.

### **Sign B**

The sign is located on SE 5<sup>th</sup> Ave, near the vehicular entrance (east elevation) on an existing architectural feature. The sign is 8" deep non illuminated aluminum channel letters, painted metallic silver; 89 ½" x 186" for a total of 115 square feet.

### **Sign C**

The sign is located on the east elevation and is push thru logo 3" deep aluminum cabinet sign with ¾" thick push thru copy and translucent vinyl overlay; metallic silver painted face with translucent blue vinyl on push thru copy. The sign is 36" x 97" for 24 square feet.

### **Sign D**

The sign is located on the east elevation on the south end and is aluminum letters mounted on a canopy structure in satin black finish and is 12" x 178 ½" for a total of 15 square feet and reads "236 Fifth Avenue".

### **Sign E**

The sign is located on the east elevation on the north end and is aluminum cut out letters in satin black finish and is 12" x 24 ¾" for a total of 24 square feet and reads "202".

### **Sign F through I**

The signs are located throughout the building and are considered directional signage for visiting guest, general public and are aluminum cut out letters in satin black finish.

### **Sign J**

The sign is face lit channel letters located on the architectural feature of the building. The sign is illuminated and is 7' x 20'4" for a total of 142 square feet.

<b>MASTER SIGN ANALYSIS</b>
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### **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 signage proposed for the Aloft Hotel is consistent with the intent of the Master Sign Program criteria identified above. The applicant is requesting signage for the proposed retail bays, the Hotel and wayfinding for the parking garage, which is very crucial in the navigation of pedestrians and vehicle traffic.

The proposed "sign B" for the identification of the Hotel is considered a wall sign as it is attached to a concrete structure. The concrete structure was approved with the site plan in 2015.

The sign that is above the roofline will be approved administratively and is not up for discussion as part of the Master Sign Program. The sign was approved based upon Florida Statute 553.79(20)(a) which states "A political subdivision of this state may not adopt or enforce any ordinance or impose any building permit or other development order regulation that: 1. Contains any building, construction, or aesthetic requirement or condition which conflicts with or impairs...Improvements thereon used in activities conducted under chapter 526 or in carrying out business activities defined as a franchise by Federal Trade Commission regulations in 16 C.F.R ss.436.1 et. Seq. or"

The applicant has provided documentation to the Planning, Zoning and Building Department indicating that Aloft Hotel is a franchise of the Marriott Corporation and that the referenced sign is required as a part of the agreement of the franchise. Therefore, the City of Delray Beach is preempted from enforcing the restrictions of LDR 4.6.7 Signs regarding roof signs.

The Master Sign Program for Aloft Hotel will provide consistency between the retail bays and the hotel. The wayfinding will provide safety and clear direction for its patrons.

Given the review provided above, staff recommends approval of the Master Sign Program for Aloft Hotel.

<b>ALTERNATIVE ACTIONS</b>
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- A. Postpone with direction.
- B. Move approval of the Master Sign Program (2018-136) for **Aloft Hotel**, located at **202 SE 5<sup>th</sup> Avenue** based upon positive findings to LDR Section 4.6.7(F)(2)(b) with the following conditions:
- C. Move denial of the Master Sign Program (2018-136) for **Aloft Hotel** located at **202 SE 5<sup>th</sup> Ave** based upon a failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

<b>STAFF RECOMMENDATIONS</b>
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Move approval of the request to the Master Sign Program (2018-136) for **Aloft Hotel** located at **202 SE 5<sup>th</sup> Avenue**, based upon positive findings to LDR Section 4.6.7(F)(2)(b).

**Report Prepared by:** Jennifer Buce, Assistant Planner

**Attachments:** Sign Program

An architectural rendering of a modern, multi-story mixed-use building. The building features a prominent rainbow-colored roofline that follows the contour of the roof. The facade is composed of light-colored panels and large glass windows. The building is situated on a street corner with palm trees and other landscaping in the foreground. The sky is blue with scattered white clouds.

# MASTER SIGN PROGRAM

## SAMAR 202 MIXED USE PROJECT

202 SE 5TH AVENUE  
DELRAY BEACH, FL



**SIGNAGE DRAFT:**

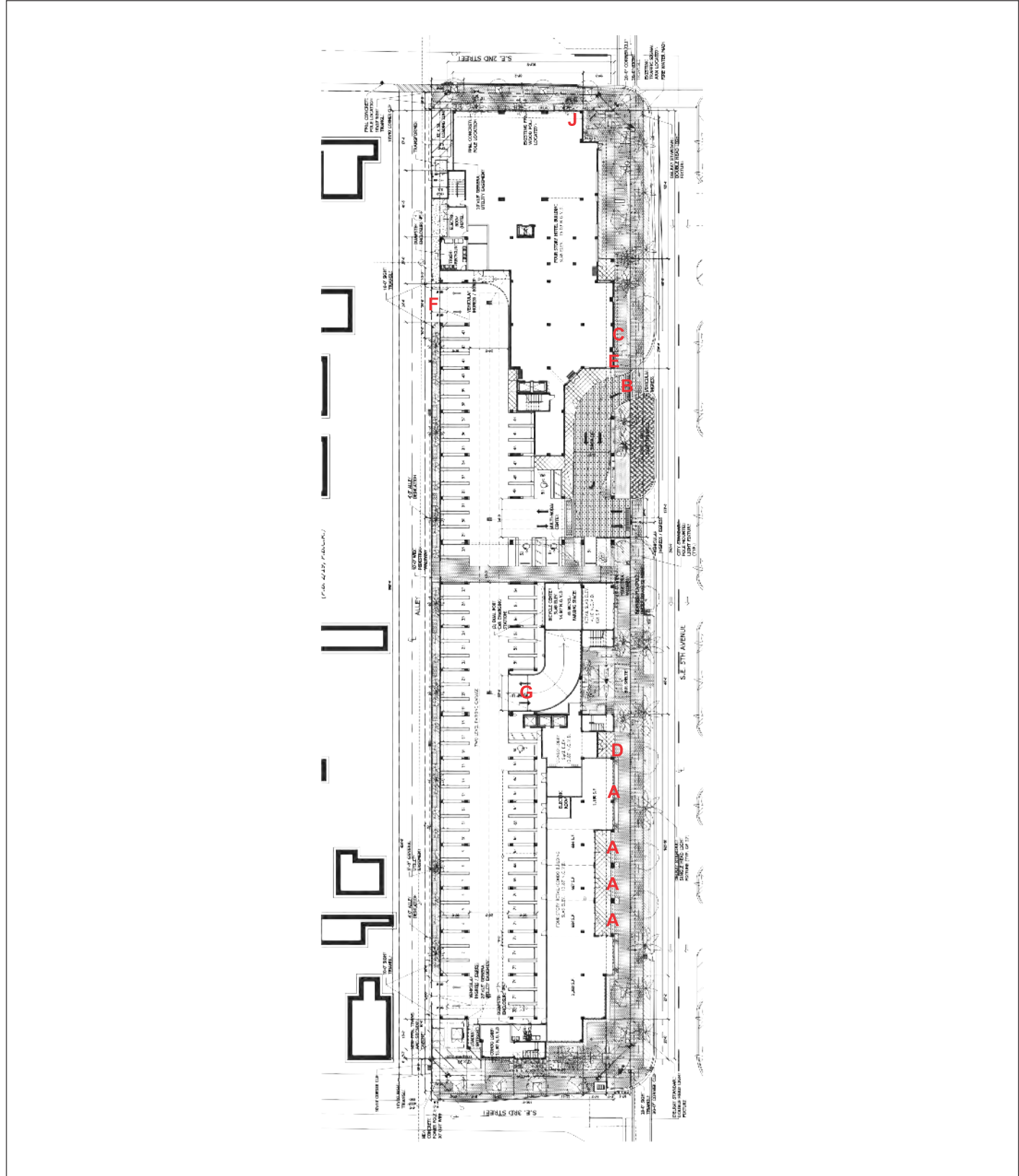
- SIGN TYPE A:** **TENANT SIGN;** INTERNALLY LIT CHANNEL LETTERS (PLEXI FACED OR REVERSE CHANNEL) AND ROUTED OR PUSH THRU COPY ILLUMINATED CABINET SIGN.  
1 LINE COPY MAXIMUM HEIGHT 24” & MINIMUM 15”     -     2 LINES COPY MAXIMUM HEIGHT 16” & MINIMUM 12”.    QUANTITY: FOUR
- SIGN TYPE B:** **LOGO ON EXISTING CONCRETE STRUCTURE;** 8” DEEP, NON-ILLUMINATED ALUMINUM CHANNEL LETTERS. PAINTED METALLIC SILVER  
89 1/2” H x 186” W.    QUANTITY: ONE
- SIGN TYPE C:** **PUSH-THRU LOGO;** 3” DEEP ALUMINUM CABINET SIGN WITH 3/4” THICK PUSH THRU COPY AND TRANSLUCENT VINYL OVERLAY. METALLIC SILVER PAINTED FACE WITH  
TRANSLUCENT BLUE VINYL ON PUSH-THRU COPY FACES.    36” H x 97” W.    QUANTITY: ONE
- SIGN TYPE D:** **CANOPY ADDRESS;** 1” DEEP FABRICATED ALUMINUM LETTERS MOUNTED ON CANOPY STRUCTURE ON AN ALUMINUM STRUCTURE. SATIN BLACK FINISH.  
12” H x 178 1/2” W.    QUANTITY: ONE
- SIGN TYPE E:** **FCO ADDRESS NUMBERS;** 1/4” THICK ALUMINUM FLAT CUT OUT ADDRESS NUMBERS. SATIN BLACK FINISH.  
12” H x 24 3/4” W.    QUANTITY: ONE
- SIGN TYPE F:** **FCO LETTER SETS;** 1/4” THICK ALUMINUM FLAT CUT OUT LETTERS. SATIN BLACK FINISH.  
5 1/4” H x 16” W, 10 1/4”H x 63 1/2”W, 5 1/4”H x 23”W.    QUANTITY: ONE EACH
- SIGN TYPE G:** **FCO LETTER SETS;** 1/4” THICK ALUMINUM FLAT CUT OUT LETTERS. SATIN BLACK FINISH.  
5 1/4” H x 16” W, 10 1/4”H x 63 1/2”W, 5 1/4”H x 23”W.    QUANTITY: ONE EACH
- SIGN TYPE H:**    **FCO LETTER SET;** 1/4” THICK ALUMINUM FLAT CUT OUT LETTERS. SATIN BLACK FINISH.  
6” H x 45 3/4” W.    QUANTITY: ONE
- SIGN TYPE I:** **FCO LETTER SET;** 1/4” THICK ALUMINUM FLAT CUT OUT LETTERS. SATIN BLACK FINISH.  
6” H x 98 1/2” W.    QUANTITY: ONE
- SIGN TYPE J:**    FACE LIT CHANNEL LETTERS; 8” DEEP, FACE ILLUMINATED CHANNEL LETTERS, 3/16” THICK ACRYLIC FACES  
AND ILLUMINATED WITH WHITE LED’s. FLSUH MOUNTED TO WALL

CLIENT

Samar 202  
Florida, LLC

PROJECT

SAMAR 202 FLORIDA  
MIXED USE PROJECT  
202 SE 5th Ave  
Delray Beach, FL 33483



SIGN CRITERIA

THIS EXHIBIT OUTLINES THE TENANT SIGN CRITERIA FOR THE RETAIL TENANT SPACES AT ALOFT HOTELS LOCATED AT 202 SE 5TH AVENUE, DELRAY BEACH FLORIDA 33483. TENANTS SHALL BE REQUIRED TO SUBMIT DETAILED AND DIMENSIONED DRAWINGS INDICATING GRAPHIC CONTENT, COLORS, LETTER STYLES, CONSTRUCTION METHODS AND FASTENING DETAILS TO THE CITY OF DELRAY BEACH AND THE LANDLORD FOR PRIOR APPROVAL.

THE SUBMITTED SIGN DOCUMENTS WILL HAVE TO BE APPROVED BY THE CITY OF DELRAY BEACH, PRIOR TO INSTALLATION.

THE SIGN SHALL BE CENTERED BOTH VERTICALLY & HORIZONTALLY ON THE SIGN BAND ABOVE DEMISE PREMISES. SEE ATTACHED SHEET. ALL SIGNS SHALL BE FABRICATED AND INSTALLED BY A LICENSED ELECTRICAL SIGN CONTRACTOR ACCORDING TO THE REQUIREMENTS OF LOCAL, STATE AND NATIONAL CODES. NO SIGN SUBMITTALS FOR APPROVAL WILL BE ACCEPTED FROM SIGN BROKERS, PROOF OF LICENSE WILL BE REQUIRED.

SIGNS UTILIZING LEGALLY REGISTERED & RECOGNIZED LOGOS, TRADEMARKS OR LETTER STYLES AND COLORS THAT DIFFER FROM ALOFT HOTELS SIGN CRITERIA GUIDELINES MAY BE ALLOWED SUBJECT TO APPROVAL BY THE PLANNING AND ZONING DEPARTMENT OF DELRAY BEACH AND THE LANDLORD.

WALL SIGN, FLUSH MOUNTED TO WALL, SHALL NOT PROJECT MORE THAN 8” FROM THE WALL SURFACE.  
1 LINE COPY MAXIMUM HEIGHT 24” & MINIMUM 15”      -      2 LINES COPY MAXIMUM HEIGHT 16” & MINIMUM 12”

**NUMBER OF SIGNS:** ONE (1) PER TENANT  
**TYPICAL SIGN TYPE:** INTERNALLY LIT CHANNEL LETTERS (PLEXI FACED OR REVERSE CHANNEL) AND ROUTED OR PUSH THRU COPY ILLUMINATED CABINET SIGN.  
**METHOD OF ILLUMINATION:** ALL SIGNS MUST BE LED INTERNALLY ILLUMINATED.

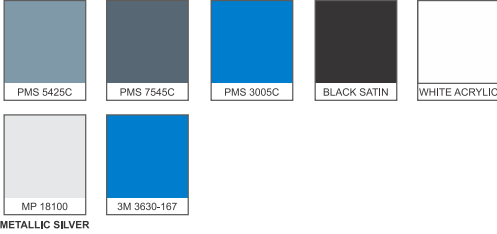
FONT PALETTE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
FONT: TRANSIT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
FONT: TIMES SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
FONT: LAO UI

SUGGESTED COLORS



TENANT AREA



FACE LIT CHANNEL LETTER EXAMPLE



REVERSE LIT CHANNEL LETTER EXAMPLE



CABINET SIGN WITH ROUTED FACES EXAMPLE

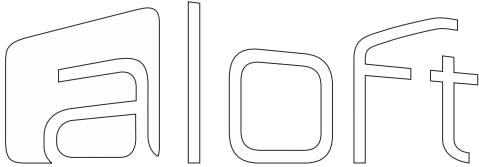
SIGN “B”



SIGN “C”



SIGN “J”



CLIENT

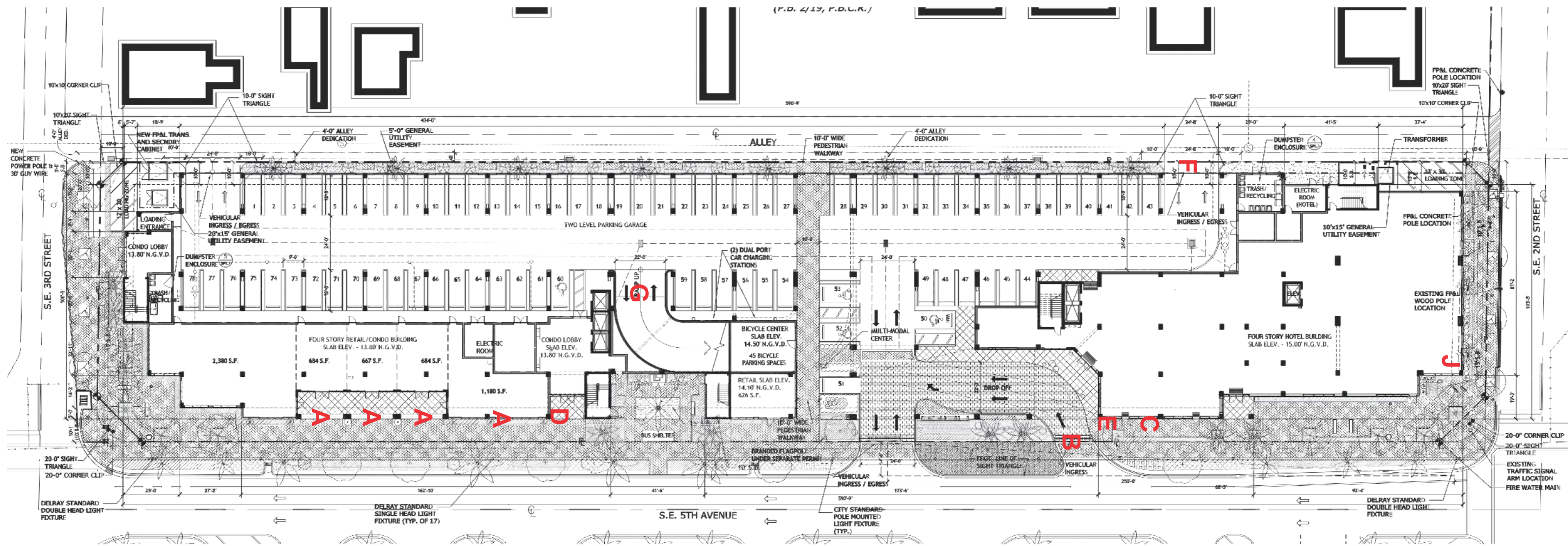
Samar 202  
Florida, LLC

PROJECT

SAMAR 202 FLORIDA  
MIXED USE PROJECT  
202 SE 5th Ave  
Delray Beach, FL 33483



SITE PLAN



CLIENT

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Florida, LLC

PROJECT

SAMAR 202 FLORIDA  
MIXED USE PROJECT  
202 SE 5th Ave  
Delray Beach, FL 33483

**SIGN “B”**



**SPECIFICATIONS:**

8" DEEP NON-ILLUMINATED FABRICATED CHANNEL LETTERS, MOUNTED TO EXISTING CONCRETE STRUCTURE.

- QTY: (1) SET
- PROPOSED SQUARE FOOTAGE: 160 S.F.
- SURVEY NEEDED PRIOR TO PRODUCTION
- **"HOTELS" LETTERS:** 4" DEEP FABRICATED CHANNEL LETTERS, FLUSH MOUNTED TO CONCRETE BASE.

**COLOR SCHEDULE:**

- FACE COLOR: PAINTED METALLIC SILVER MP 18100
- RETURN COLOR: PAINTED METALLIC SILVER MP 18100
- BACK COLOR: PAINTED METALLIC SILVER MP 18100

**SIGN “C”**



**SPECIFICATIONS:**

3” DEEP CABINET SIGN WITH 3/4” THICK PUSH THRU COPY AND TRANSLUCENT VINYL OVERLAY. FLUSH MOUNTED TO WALL.

- PROPOSED SQUARE FOOTAGE: 17.5 S.F.

QTY.(1)

**COLOR SCHEDULE:**

-  FACE COLOR: PAINTED METALLIC SILVER MP 18100
-  VINYL COLOR: BLUE VINYL 3M # 3630-167

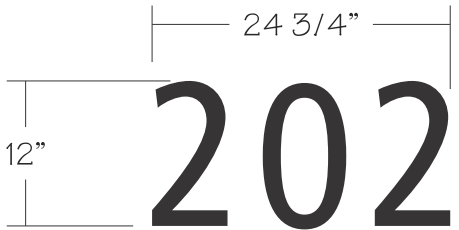
**SIGN “D”**



1” DEEP FABRICATED STAINLESS STEEL LETTERS  
MOUNTED ON CANOPY STRUCTURE ON A ALUMINUM STRUCTURE.

- BACK SIDE OF LETTERS WILL BE CLOSED.
- COLOR OF LETTERS: BLACK.
- BASE COLOR: TBD

**SIGN “E”**



1/4” THICK ALUMINUM FLAT CUT OUT  
ADDRESS NUMBERS.  
QTY.(1) SET.  
PAINTED BLACK SATIN FINISH

**SIGN “F”**



1/4” THICK ALUMINUM FLAT CUT OUT  
LETTERS.  
QTY.(1) SET OF EACH.  
PAINTED BLACK SATIN FINISH

**SIGN “G”**



1/4” THICK ALUMINUM FLAT CUT OUT  
LETTERS.  
QTY.(1) SET OF EACH.  
PAINTED BLACK SATIN FINISH

**SIGN “H”**

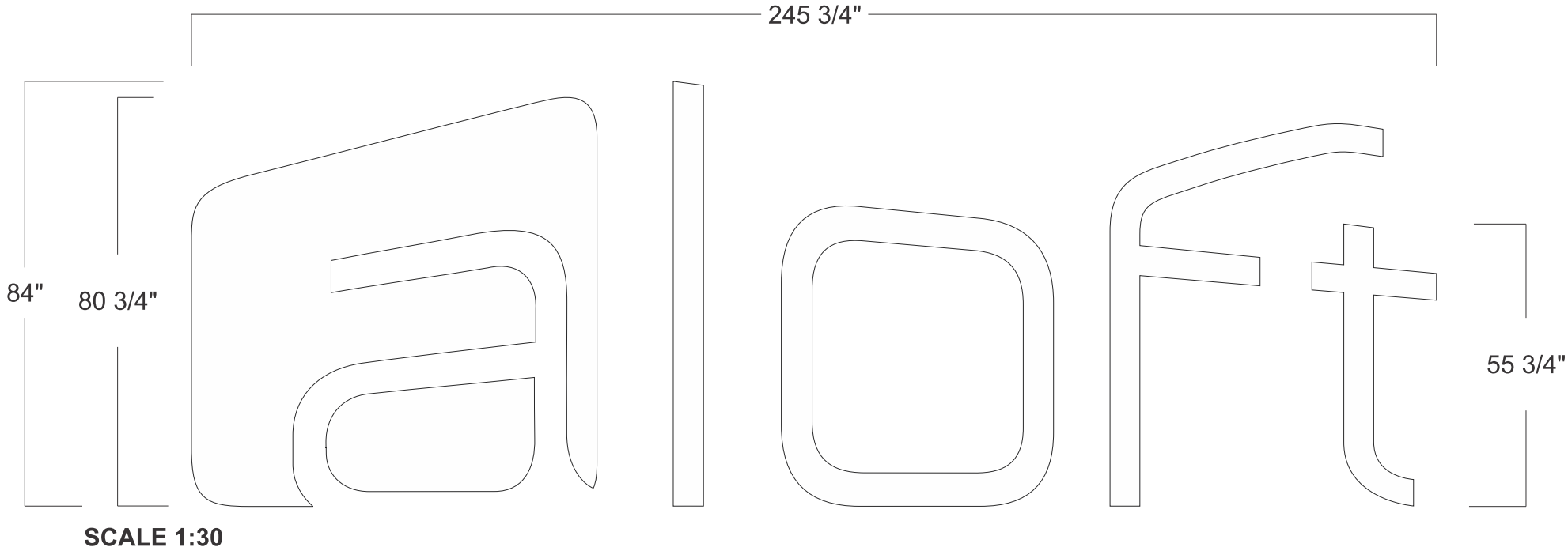


**SIGN “I”**



1/4” THICK ALUMINUM FLAT CUT OUT  
LETTERS.  
QTY.(1) SET OF EACH.  
PAINTED BLACK SATIN FINISH

CLIENT
Samar 202 Florida, LLC
PROJECT
SAMAR 202 FLORIDA MIXED USE PROJECT 202 SE 5th Ave Delray Beach, FL 33483







**SPECIFICATIONS:**

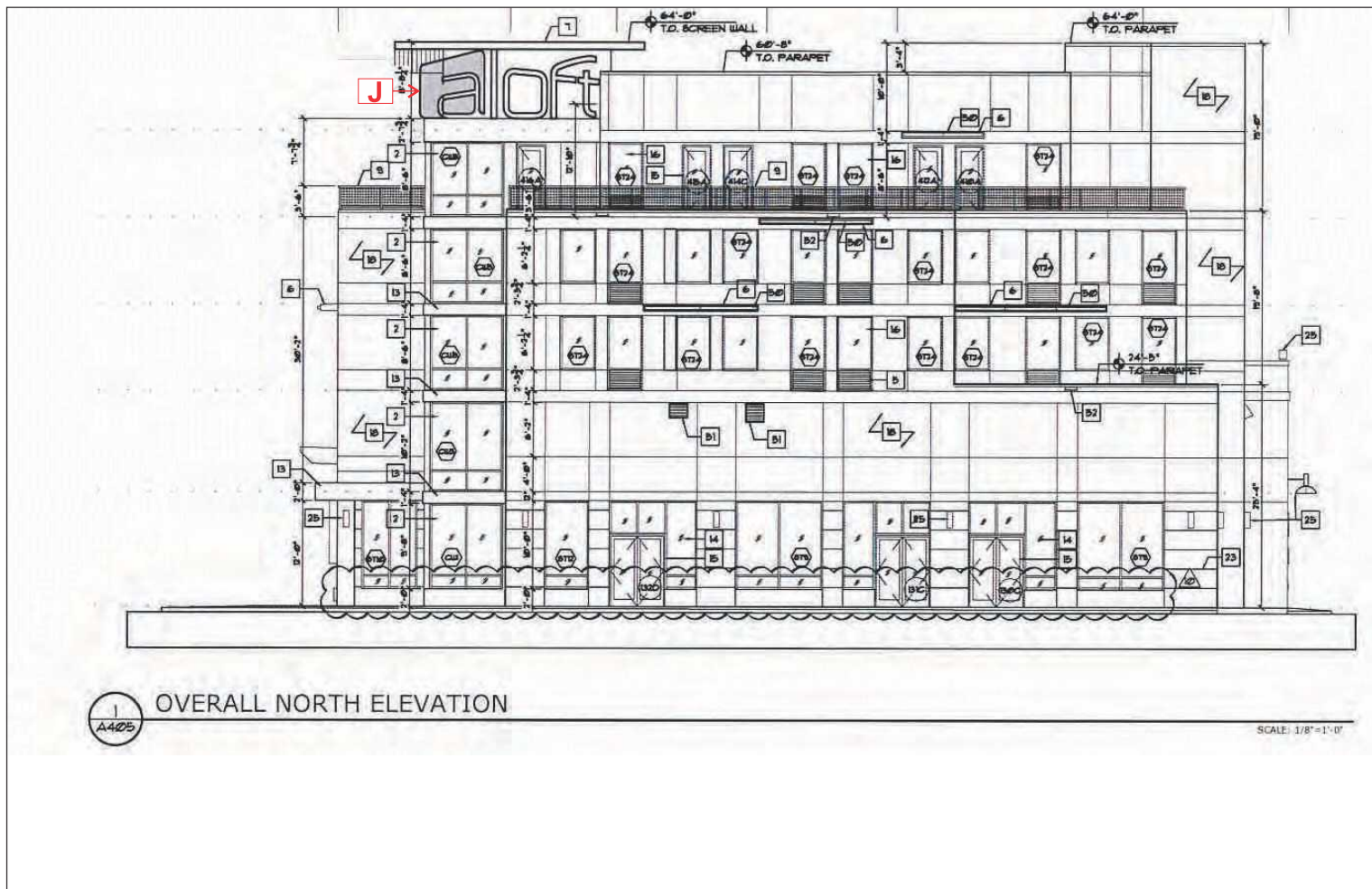
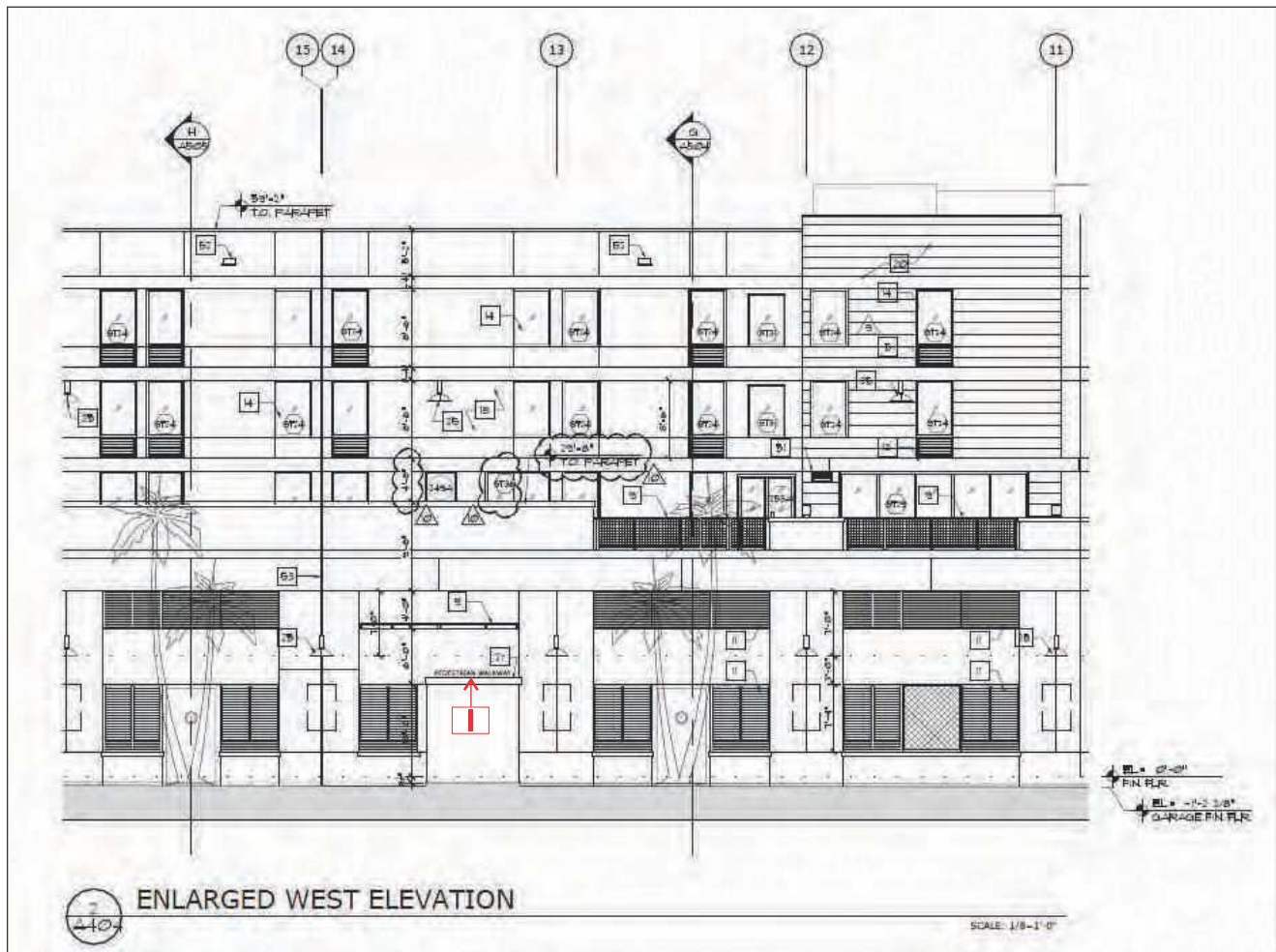
8” DEEP FACE ILLUMINATED CHANNEL LETTERS WITH WHITE ACRYLIC FACES ILLUMINATED WITH LED’s

- QTY: (1) SET
- 3/16” THICK ACRYLIC FACE WITH 1” TRIMCAP
- PROPOSED SQUARE FOOTAGE: 143.35 S.F.
- SURVEY NEEDED PRIOR TO PRODUCTION

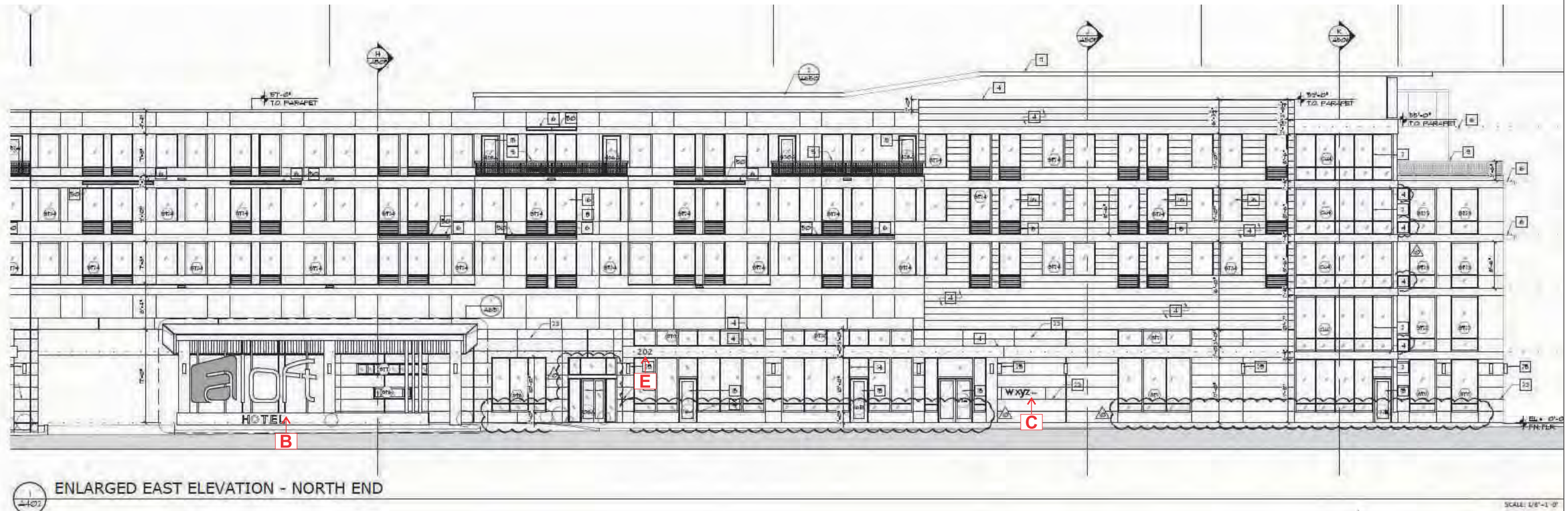
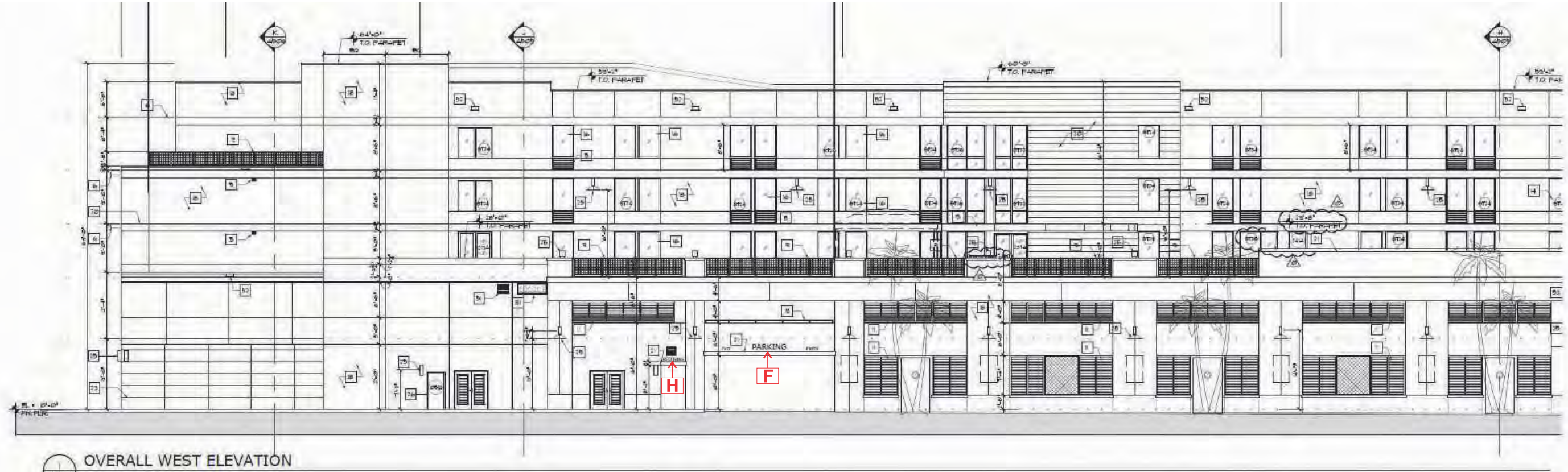
**COLOR SCHEDULE:**

-  FACE COLOR :WHITE ACRYLIC
-  RETURN COLOR: PAINTED METALLIC SILVER MP 18100
-  TRIMPCAP COLOR: TO MATCH RETURN COLOR
-  LED’s COLOR: WHITE













CLIENT

**Samar 202  
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PROJECT

**SAMAR 202 FLORIDA  
MIXED USE PROJECT**

202 SE 5th Ave  
Delray Beach, FL 33483

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EAST ELEVATION (SE 5TH AVE)



WEST ELEVATION (ALLEY)



SOUTH ELEVATION (SE 3RD STREET)



NORTH ELEVATION (SE 2ND STREET)

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Aloft Hotel  
Delray Beach



05-21-18

CLIENT

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PAGE:

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CLIENT

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