



Development Services Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: Fourth and Fifth
Project Location: 53 SE 4th Avenue
PCN: 12-43-46-16-N9-001-0000
Request: Amendment to the existing Master Sign Program for the IPIC and Fourth and Fifth building.
Board: Site Plan Review and Appearance Board
Meeting Date: November 13, 2019

Board Action:

Approved (5-0 Andrea Sherman absent and Carol Perez stepping down) the amendment to the sign program for 4th and 5th with the condition that Option C is used for the Valet and parking Sign with brown outline and white letters.

Project Description:

The project area consists of portions of Lots 7 and 10, and all of Lots 8 & 9, and 14 through 18, Block 101 Town of Linton, together with a portion of the north/south alley (subsequently abandoned) that has been approved and is subject to conditions.

At its meeting of September 26, 2018, the Site Plan Review and Appearance Board approved a Master Sign Program as presented.

At its meeting of January 9, 2018, the Site Plan Review and Appearance Board approved an amendment to the Master Sign Program which consisted of the removal of the blade signs and the addition of a new blade sign on the north elevation that is illuminated; 32 SF aluminum cube with routed push thru IPIC logo letters, a new 33 SF parking sign and a 25 SF IPIC logo wall sign located internal to the site in the valet area.

Now before the board is a change in the retail signs and the addition of Valet and Parking signs.

Staff Recommendation:

N/A

Board Comments:

Concerns on the placement that the public would have a hard time seeing the parking signs were mentioned by the board.

Public Comments:

none

Associated Actions:

N/A

Next Action:

Appealable Item Report

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



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: November 13, 2019

File No.: (2020-020)

Application Type: Amendment to Master Sign Program

General Data:

Agent: Fourth and Fifth Delray Avenue LLC

Applicant: Fourth and Fifth

Owner: Delray Beach 4th & 5th Avenue, LLC

Location: 53 SE 4th Avenue

PCN: 12-43-46-16-N9-001-0000

Property Size: 1.59 Acres

FLUM: CC (Central Core)

Zoning: CBD (Central Business District)

Adjacent Zoning:

- CBD (North)
- CBD (West)
- CBD (South)
- CBD (East)

Existing Land Use: Movie theater and Retail



Item before the Board:

The action before the Board is for the approval of an amendment to the Master Sign Program for the IPIC and Fourth and Fifth building.

Optional Board Motions for Action Items:

- A. Move to continue with direction.
- B. Move approval of the Amendment to the Master Sign Program (2020-020) for IPC/4th and 5th located at 53 SE 4th Avenue based upon positive findings to LDR Section 4.6.7(F)(2)(b).
- C. Move denial of the Amendment to the Master Sign Program (2020-020) for IPIC/4th and 5th located at 53 SE 4th Avenue based upon failure positive findings to LDR Section 4.6.7(F)(2)(b).

Assessment and Summary:

The property measures 1.6 acres and is zoned (CBD) Central Business District and is located on the west side of SE 5th Avenue in between Atlantic Avenue and SE 1st Street.

When a Master Sign Program exist, any new signage introduced to the site requires an amendment to the sign program.

The applicant is requesting a change to their retail signs and the addition of a valet and parking sign.

Background:

The project area consists of portions of Lots 7 and 10, and all of Lots 8 & 9, and 14 through 18, Block 101 Town of Linton, together with a portion of the north/south alley (subsequently abandoned) that has been approved and is subject to conditions. The

Project Planner:

Jennifer Buce, Assistant Planner;
buce@mydelraybeach.com,
561-243-7138

Review Dates:

11/13/19

Attachments:

1. Sign Attachments



properties contain the IPIC Movie Theatre and retail space.

In 2015, a Class V Site Plan, Landscape Plan and Architectural elevations were approved to demolish all existing buildings on site and construct a commercial development that includes a movie theater, retail, and office space, located between SE 5th Avenue and SE 4th Avenue

At its meeting of September 26, 2018, the Site Plan Review and Appearance Board approved a Master Sign Program as presented.

At its meeting of January 9, 2018, the Site Plan Review and Appearance Board approved an amendment to the Master Sign Program which consisted of the removal of the blade signs and the addition of a new blade sign on the north elevation that is illuminated; 32 SF aluminum cube with routed push thru IPIC logo letters, a new 33 SF parking sign and a 25 SF IPIC logo wall sign located internal to the site in the valet area..

Now before the board is a change in the retail signs and the addition of Valet and Parking signs.

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 proposed signage is for the retail bays along SE 4th Avenue which are under canopy signs that measure 36" x 48" with a black background and white push through copy. The applicant is also proposing one valet sign from the parking garage entry (north elevation) 48" x 70" projecting sign. The sign is double sided for a total of 46.6 SF. There are four color options the applicant is proposing. (see attached) The Parking sign is also a projecting sign (east elevation) proposed at 48" x 78"; double sided for a total of 46.6 SF. The sign is Tangerine with white copy and a dark brown bracket. The parking signs are necessary to help navigate the public to the correct areas of the parking garage.



Layout # 7086-1



4TH & 5TH DELRAY

Drawn by: KC

Date: 9/13/19

File: 7086 - 4th & 5th Delray - Aluminum -
Double-sided Name sign.cdr

**Sign Type: Double-sided
Aluminum Sign & Pushthru Letters**

Overall Size: 36"h x 48"w x 4" deep

Type Style: AvenirBlack

Copy Size: 4-7/8"h

Copy Color: White

Background Color: Black

Material: Ceiling-mounted

4" deep Aluminum Sign
with 1"t White Pushthru Copy
White LEDs

QTY: 1



"The Art of Signage"

3540 NW 56 Street, Suite 201

Ft. Lauderdale, FL 33309

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APPROVED

☐

YES

☐

NO

SIGNATURE OF APPROVAL



Layout # 7086-2

4TH & 5TH DELRAY

Drawn by: KC

Date: 9/13/19

File: 7086 - 4th & 5th Delray - Aluminum -
Double-sided Name sign.cdr



Sign Type: Double-sided Aluminum Sign & Pushthru Letters

Overall Size: 36"h x 48"w x 4" deep

Type Style: AvenirBlack

Copy Size: 4-7/8"h

Copy Color: White

Background Color: Black

Material: Ceiling-mounted

4" deep Aluminum Sign
with 1"t White Pushthru Copy
White LEDs

QTY: 1



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APPROVED

☐ YES

☐ NO

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Layout # 7086-3

4TH & 5TH DELRAY

Drawn by: KC

Date: 9/13/19

File: 7086 - 4th & 5th Delray - Aluminum -
Double-sided Name sign.cdr



Sign Type: Double-sided Aluminum Sign & Pushthru Letters

Overall Size: 36"h x 48" w x 4" deep

Type Style: AvenirBlack

Copy Size: 4-7/8"h

Copy Color: White

Background Color: Black

Material: Ceiling-mounted

4" deep Aluminum Sign
with 1"t White Pushthru Copy
White LEDs

QTY: 1



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APPROVED

☐

YES

☐

NO

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Layout # 7086-4



4TH & 5TH DELRAY

Drawn by: KC

Date: 9/13/19

File: 7086 - 4th & 5th Delray - Aluminum -
Double-sided Name sign.cdr

Sign Type: Double-sided
Aluminum Sign & Pushthru Letters

Overall Size: 36"h x 48"w x 4" deep

Type Style: AvenirBlack

Copy Size: 4-7/8"h

Copy Color: White

Background Color: Black

Material: Ceiling-mounted

4" deep Aluminum Sign
with 1"t White Pushthru Copy
White LEDs

QTY: 1



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APPROVED

☐ YES ☐ NO

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Layout # 6609



4TH & 5TH DELRAY

Drawn by: KC

Date: 3/25/19

Revised: 5/8/19, 8/1/19

File: 6609 - 4th & 5th Delray - Aluminum -
Valet.cdr

Sign Type: Double-sided
Wall Mount Aluminum Cabinet
with Pushthru Copy

Overall Size: 48"h x 70"w

Type Style: AvenirBlack

Copy Size: 12"h

Copy Color: TBD

Background Color: TBD

Material: Projected Wall-mount

4" Deep Double-sided Aluminum

Cabinet with 1" Pushthru Copy

White LEDs

QTY: 1



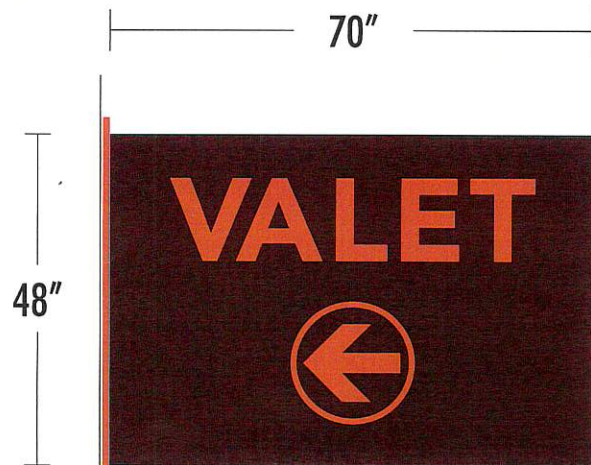
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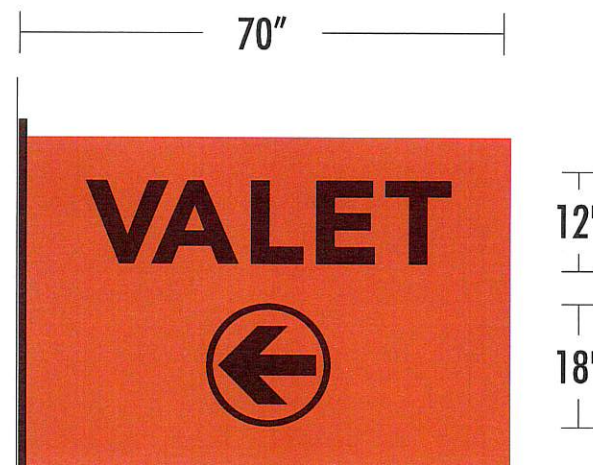
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OPTION A



OPTION B



OPTION C



OPTION C

APPROVED

☐

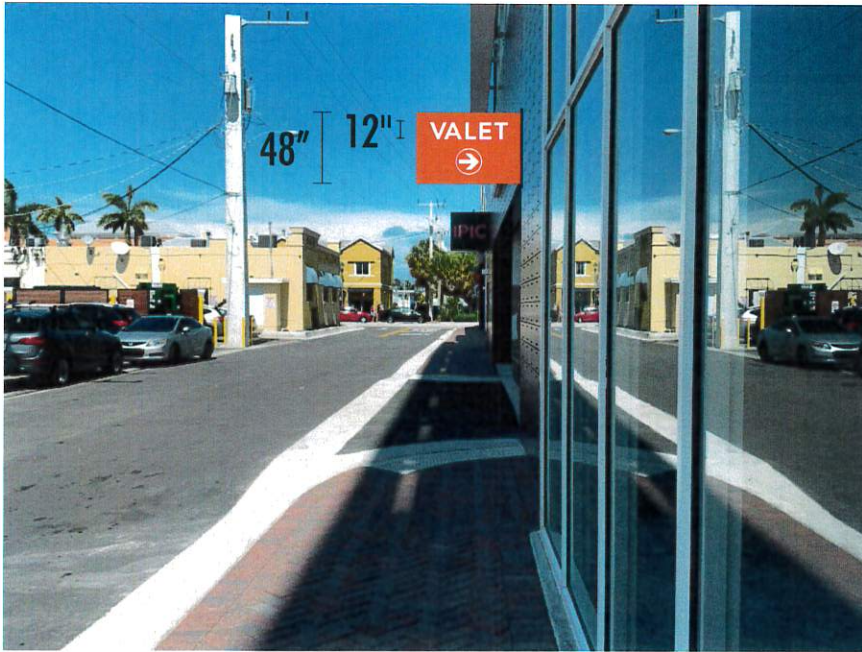
YES

☐

NO

SIGNATURE OF APPROVAL

70"



ITEM 3 - SIDE B

Layout # 6609-3

4TH & 5TH DELRAY
Parking Garage Entry
from Alley



Drawn by: KC

Date: 3/25/19

Revised: 5/15/19, 5/21/19, 5/28/19, 9/18/19

File: 6609 - 4th & 5th Delray - Aluminum -
Valet.cdr

Sign Type: Double-sided
Wall Mount Aluminum Cabinet
with Pushthru Copy

Overall Size: 48"h x 70"w

Type Style: AvenirBlack

Copy Size: 12"h

Copy Color: White

Background Color: Tangerine

Flange Color: Dark Brown

Material: Projected Wall-mount

4" Deep Double-sided Aluminum

Cabinet with 1"t White Pushthru Copy

White LEDs

QTY: 1



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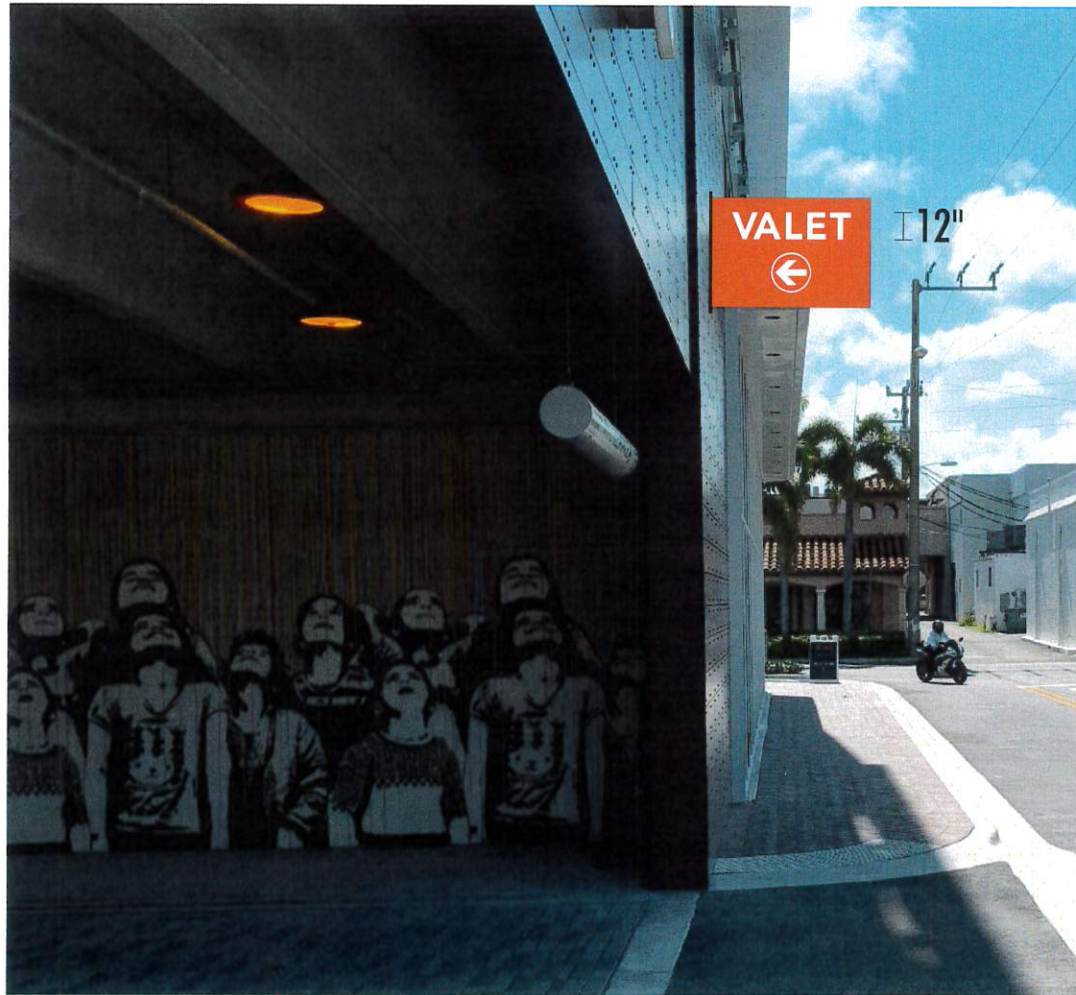
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APPROVED

<input type="checkbox"/>	<input type="checkbox"/>
YES	NO

SIGNATURE OF APPROVAL



ITEM 3 - SIDE A

Layout # 6609-2

4TH & 5TH DELRAY
Parking Garage Entry
from Alley



Drawn by: KC

Date: 3/25/19

Revised: 5/15/19, 5/21/19, 5/28/19, 9/18/19

File: 6609 - 4th & 5th Delray - Aluminum -
Valet.cdr

Sign Type: Double-sided
Wall Mount Aluminum Cabinet
with Pushthru Copy

Overall Size: 48"h x 70"w

Type Style: AvenirBlack

Copy Size: 12"h

Copy Color: White

Background Color: Tangerine

Flange Color: Dark Brown

Material: Projected Wall-mount

4" Deep Double-sided Aluminum

Cabinet with 1"t White Pushthru Copy

White LEDs

QTY: 1



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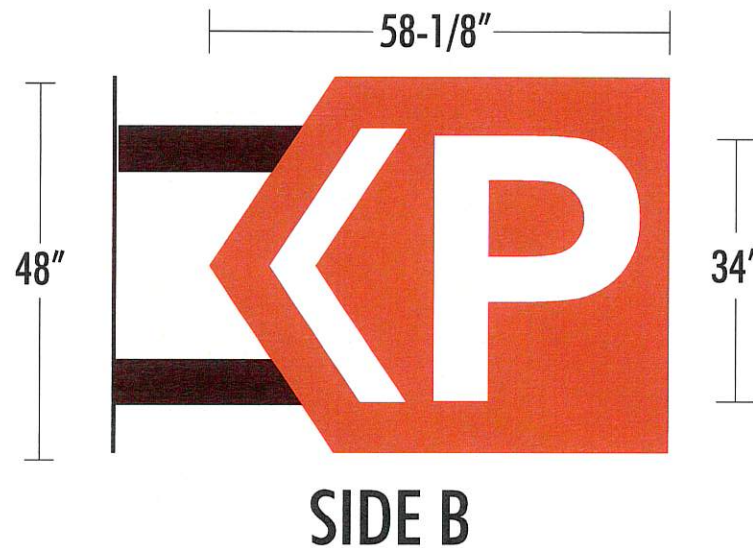
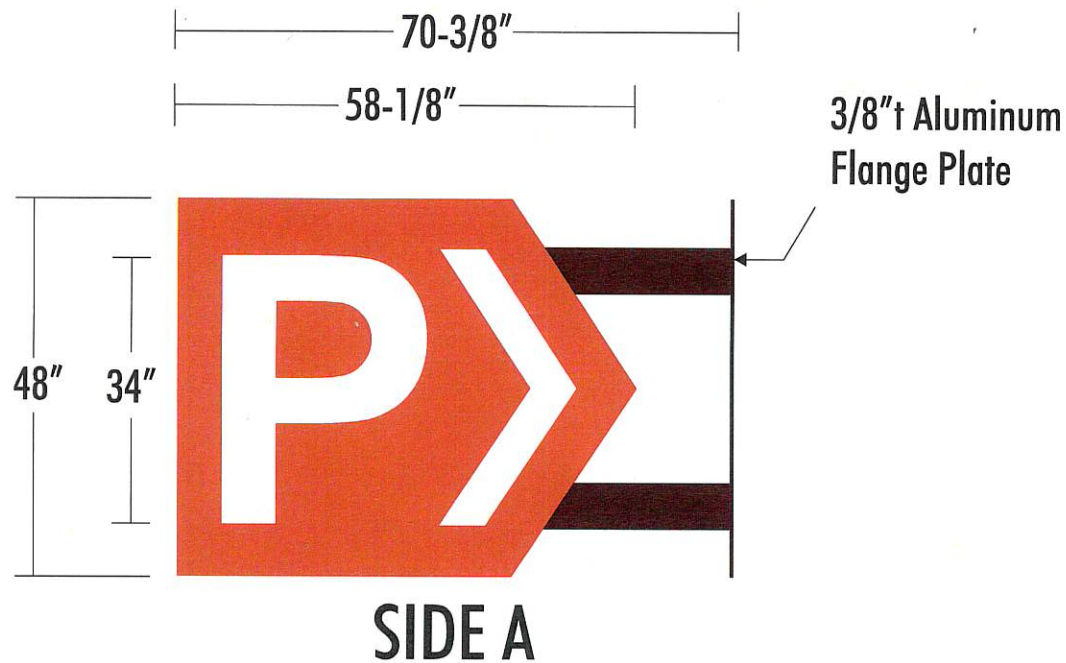
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APPROVED

☐ YES ☐ NO

SIGNATURE OF APPROVAL



Layout # 6860-1

4TH & 5TH DELRAY

Drawn by: KC

Date: 6/27/19

Revised: 6/28/19, 7/9/19

File: 6860 - 4th & 5th Delray - Aluminum - P with Bracket.cdr



**Sign Type: Double-sided
Fabricated Aluminum Sign**

Overall Size: 48"h x 70-3/8"w

Arrow Sign Only: 48"h x 58-1/8"w x 4" deep

Type Style: Helvetica 65 Medium

Copy Size: 34"

Copy Color: White

Background Color: Tangerine

Bracket Color: Dark Brown

Material: Double-sided Fabricated Aluminum Sign

Brackets attached to 3/8" Aluminum Flange Plate

Mounting: Tapcon

White LEDs

QTY: 1



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APPROVED
☐ YES ☐ NO

SIGNATURE OF APPROVAL

48"

70-3/8"



SUPERIMPOSED - SIDE A

Layout # 6860-2



4TH & 5TH DELRAY

Drawn by: KC

Date: 6/27/19

Revised: 6/28/19, 7/9/19

File: 6860 - 4th & 5th Delray - Aluminum - P with Bracket.cdr

**Sign Type: Double-sided
Fabricated Aluminum Sign**

Overall Size: 48"h x 70-3/8"w

Arrow Sign Only: 48"h x 58-1/8"w x 4" deep

Type Style: Helvetica 65 Medium

Copy Size: 34"

Copy Color: White

Background Color: Tangerine

Bracket Color: Dark Brown

Material: Double-sided Fabricated Aluminum Sign

Brackets attached to 3/8" Aluminum Flange Plate

Mounting: Tapcon

White LEDs

QTY: 1



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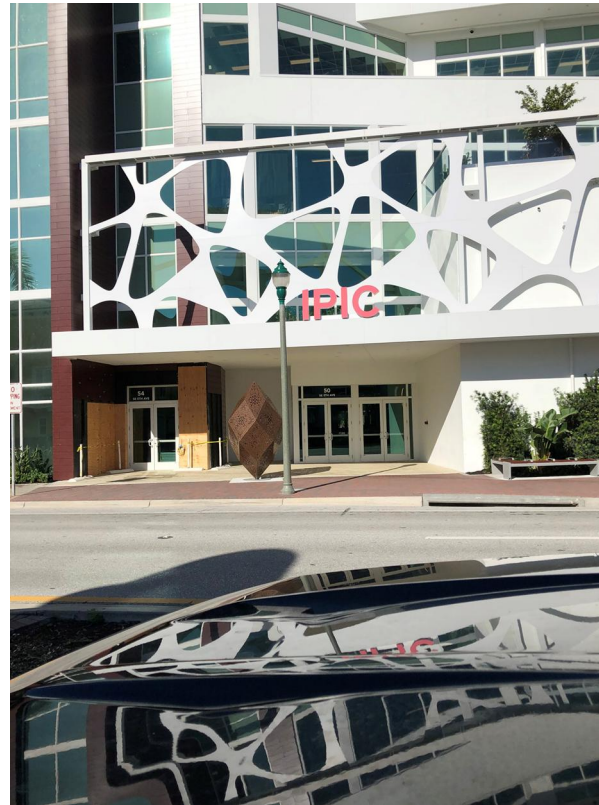
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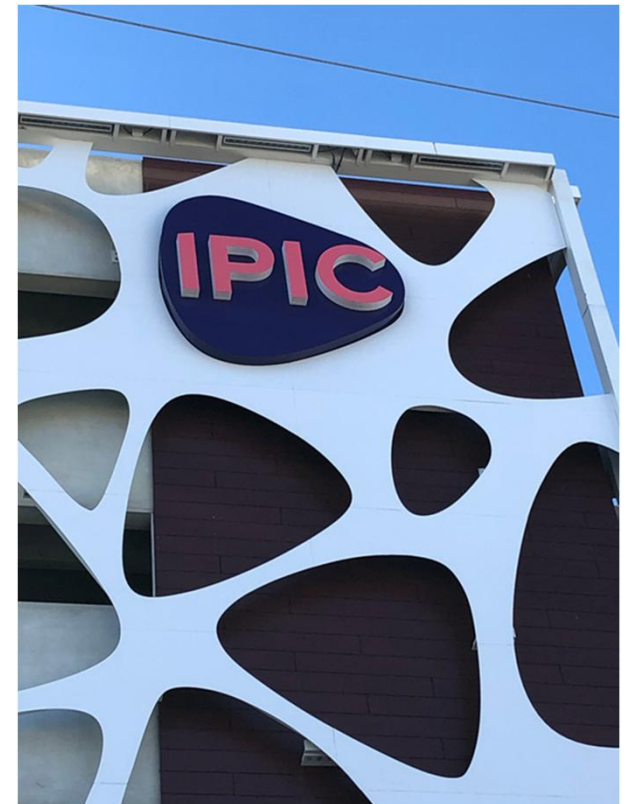
☐ YES ☐ NO

SIGNATURE OF APPROVAL

SE 5th Avenue



North Alley



SE 4th Avenue

