



Planning, Zoning and Building Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: Linton Square
Project Location: 1425 – 1585 S. Congress Avenue
Request: Amendment to the Blanket Sign Program for “Rainbow”

Board: Site Plan Review and Appearance Board
Meeting Date: May 25, 2016

Board Action:

Approved (5-0, Jim Knight absent) an Amendment to the Blanket Sign Program for 1425 – 1585 S. Congress Avenue for the tenant Rainbow.

Project Description:

The project is located at 1425 – 1585 S. Congress Avenue. The subject property (Linton Square) is located at the northeast corner of Congress Avenue and Linton Boulevard and contains 105,775 sq. ft. which consists of various retail, restaurant, office and medical uses. The site was constructed in 1985.

On July 24, 1985, the SPRAB approved a blanket sign program for Linton Square which included flat wall signs, flush mounted, white faces, bronze trim and returns, 1-line of copy with a 24” maximum, except for large tenants (junior anchors), which can have a 36” maximum. The anchor store, which was a Winn Dixie at the time of conception, and the outparcel building, were allowed to use their corporate colors. In 2012, Dr. G’s Urgent Care, was approved for the addition of a red cross and an increase in height.

The current request is to amend the Blanket Sign Program for Linton Square for the tenant known as Rainbow to allow their corporate color and to exceed the allowable height of 36” to 48”.

Staff Recommendation:

Approval

Board Comments:

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: Gator Linton Partners
Sammy Salem

Project Name: Linton Square (Rainbow – Tenant)
Amendment to the Blanket Sign Program

Project Location: 1425 – 1585 S. Congress Avenue

ITEM BEFORE THE BOARD

The item before the Board is consideration of a an Amendment to the Blanket Sign Program for the tenant known as Rainbow at the property located at 1425 – 1585 S. Congress Avenue, pursuant to LDR Section 4.6.7(F)(2)(a).

BACKGROUND AND PROJECT DESCRIPTION

The subject property (Linton Square) is located at the northeast corner of Congress Avenue and Linton Boulevard and contains 105,775 sq. ft. which consists of various retail, restaurant, office and medical uses. The site was constructed in 1985.

On July 24, 1985, the SPRAB approved a blanket sign program for Linton Square which included flat wall signs, flush mounted, white faces, bronze trim and returns, 1-line of copy with a 24" maximum, except for large tenants (junior anchors), which can have a 36" maximum. The anchor store, which was a Winn Dixie at the time of conception, and the outparcel building, were allowed to use their corporate colors. In 2012, Dr. G's Urgent Care, was approved for the addition of a red cross and an increase in height.

The current request is to amend the Blanket Sign Program for Linton Square for the tenant known as Rainbow to allow their corporate color and to exceed the allowable height of 36" to 48".

ARCHITECTURAL ELEVATIONS ANALYSIS

LDR SECTION 4.6.7(F)(2)(a) Blanket Sign Program

A Blanket Sign Program may be required for a commercial property establishing the font, color, size and locations of signs on a multiple tenant building. A Blanket Sign Program shall be approved by the Site Plan Review and Appearance Board. After approval of a Blanket Sign Program, individual signs consistent therewith shall be approved administratively.

The proposed wall sign is to be 4' high x 17'5" wide for a total of 68'6" square feet. The sign is illuminated oracal blue channel letters. Rainbow will occupy a junior anchor tenant space.

The size of the sign can be supported as the applicant is well under the allowable size of 106 square feet. The first letter of the sign is the only letter that is 48" high while the remaining letters are approximately 24" high. The reduction to meet the current sign criteria of 36" high would make the sign look disproportionate on the bay space.

In addition, corporate colors and logos in recent years have been approved in both large and small shopping centers through amendments of various sign programs throughout the City of Delray Beach. The owner of the property is representing the tenant and requesting that the corporate colors be allowed. However, it should be noted that the shopping plaza has remained consistence since 1985 with their sign program even with nationally known chains such as Little Ceaser's Pizza, Family Dollar, and Rent A Center with the white face, bronze trim return flat wall signs.

Based on the above, positive findings can be made with respect to LDR Section 4.6.7(F)(2)(a) to amend the Blanket Sign Program for Linton Square for the tenant Rainbow to use their corporate color of Oracal blue and to exceed the height limitation of 36".

ALTERNATIVE ACTIONS

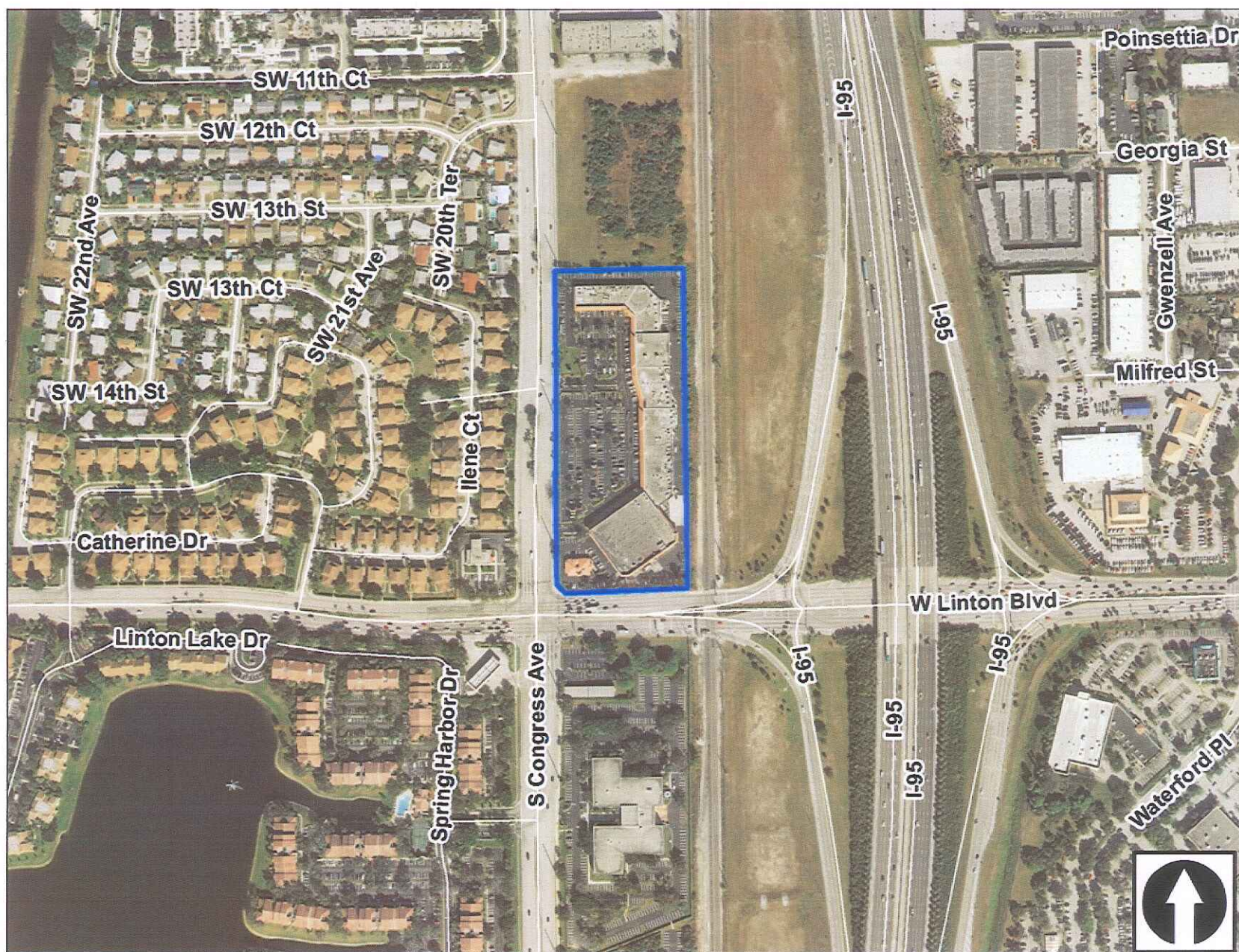
- A. Postpone with direction.
- B. Move approval of the request for consideration of an Amendment to the Blanket Sign Program for 1425 – 1585 S. Congress Avenue for the tenant Rainbow based upon positive findings to LDR Section 4.6.7(F)(2)(a).
- C. Move denial of the request for consideration of an Amendment to the Blanket Sign Program for 1425 – 1585 S. Congress Avenue for the tenant Rainbow based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(a).

STAFF RECOMMENDATION

Move approval of the request for consideration of an Amendment to the Blanket Sign Program for 1425 – 1585 S. Congress Avenue for the tenant Rainbow based upon positive findings to LDR Section 4.6.7(F)(2)(a).

Report Prepared by: Jennifer Buce, Assistant Planner

Attachments:
Sign Elevation
Photos
Authorization letter
Trademark papers



Allowable 106 sqft
Sign 68.6 sqft

205.6 in

48 in

Rainbow



A Front - Lit Acrylic Face Channel Letters

Colors:

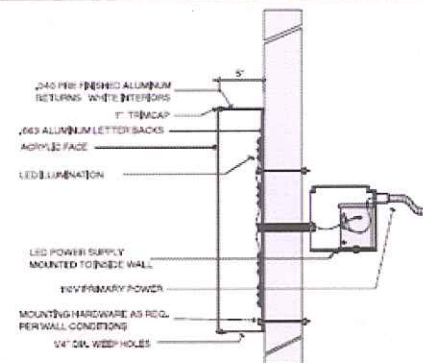
Returns: Black

Face: Oracal 003 Blue

Trimcap: Blue

Illumination: White LED

CHANNEL LETTER - TYPICAL SECTION - FRONT-LIT PLASTIC FACE



LED ILLUMINATED CHANNEL LETTER SECTION NOT TO SCALE



ELECTRICAL NOTES

Sign Company DOES NOT provide primary electrical to sign.
Power to the sign must be done by a licensed electrical contractor or licensed electrician.
Each sign must have: 1. A minimum of one dedicated 120V 20A circuit
2. Junction box installed within 6 feet of sign
3. Three wires: Line, Ground, Neutral



CLIENT:

Rainbow 1099

LOCATION:

#1099 Linton Sq.
Delray Beach, FL

DRAWING #:

03169727

DATE:

04/12/2016

REP:

- RFR

DSR:

- RJR

CLIENT APPROVAL:

DATE: _____

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