



*Planning, Zoning and Building Department*

**BOARD ACTION REPORT – APPEALABLE ITEM**

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**Project Name:** Delray Medical Center  
**Project Location:** 5352 Linton Blvd  
**Request:** Establish Master Sign Program  
**Board:** Site Plan Review and Appearance Board  
**Meeting Date:** March 22, 2017

**Board Action:**

Approved (5-0, Shannon Dawson and Linda Purdo-Enochs absent) for the establishment of the Master Sign Program with the conditions that the bar sign does not flash or show text.

**Project Description:**

The subject property is an unplatted parcel of land located in Township 46 South, Range 42 East, Section 26 and measures 36.179 acres and is zoned CF (Community Facilities).

On February 12, 2003, the Site Plan Review and Appearance Board approved a Master Sign Program which included tenant wall signs and the freestanding plaza identification sign.

Since the property was annexed into the City in 2005, a Master Sign Program was never developed. Due to the recent expansion of the parking garage, hospital wing and the Proton building it is appropriate to establish a Master Sign Program in order to approve signage administratively moving forward.

There are six signs that are in the current request which include one monument and five wall signs that are all internal to the campus. The Master Sign Program is being established in order to accommodate any future signs for the Delray Medical Center Campus. It should be noted that if staff has any concerns with signage, staff reserves the right to bring the said signs to the board for approval.

**Staff Recommendation:**

Approve

**Board Comments:**

none

**Public Comments:**

A question was asked where the monument sign was located as it is a difficult campus to navigate.

**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:** March 22, 2017

**ITEM:** Delray Medical Center (2017-107) – Establish a Master Sign Program for Delray Medical Center located at 5352 Linton Blvd.

**RECOMMENDATION:** Approval

#### GENERAL DATA:

Applicant/Owner..... Tenet Healthcare Corporation

Agent..... Tom Biaso – Baron Signs

Location..... South side of Linton Boulevard, approximately 1,230 feet west of Military Trail (5270 Linton Boulevard).

Property Size..... 36.179 Acres

Future Land Use Map..... CF (Community Facilities)

Current Zoning..... CF (Community Facilities)

Adjacent Zoning.....North: RM (Multiple Family – Palm Beach County)  
East: CG (Commercial General - Palm Beach County) & PC (Planned Commercial)  
South: RS (Residential Single Family - Palm Beach County)  
West: RM (Medium Density Residential – Palm Beach County) & CF

Existing Land Use..... Hospital



## ITEM BEFORE THE BOARD

The item before the Board is to establish a Master Sign Program for Delray Medical Center located at 5352 Linton Blvd, pursuant to LDR Section 4.6.7(F)(2)(b).

## BACKGROUND & PROJECT DESCRIPTION

The subject property is an unplatted parcel of land located in Township 46 South, Range 42 East, Section 26 and measures 36.179 acres. The property contains 301,773 square feet of floor area within the existing Delray Medical Center, Pinecrest Rehabilitation Hospital, and the Fairoaks Pavilion. The hospital was constructed in 1982 under Palm Beach County's jurisdiction and City water and sewer facilities were extended to the development at that time. The hospital has been expanded over the years.

At its meeting of September 20, 2005, the City Commission approved the annexation of the hospital and assigned the CF (Community Facilities) zoning designation to the subject property. A master plan was approved under the County's jurisdiction that indicates that a total of 559,407 square feet was approved for the hospital. Future expansions of the Emergency Department and Radiology Department were noted on this master plan.

At its meeting of January 28, 2014, the Site Plan Review and Appearance Board approved a class IV site plan modification for a new hospital wing that contains 144 private patient rooms and parking garage. The buildings are currently under construction.

At its meeting of August 10, 2016, the Site Plan Review and Appearance Board approved a class IV site plan modification for a new 38,520 square foot medical office for radiation therapy on the east side of the existing hospital.

Since the property was annexed into the City, a Master Sign Program was never developed. Due to the recent expansion of the parking garage, hospital wing and the Proton building it is appropriate to establish a Master Sign Program in order to approve signage administratively moving forward.

## 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.

Attached is the current request. Please note that signs **P1S1 – P1S3** were previously approved in 2016.

### **P1S1**

Single face internally illuminated wall sign, white acrylic push through copy with translucent teal vinyl overlay located on the north side of the parking garage that reads “parking” the size of the sign is 2’ x 13’ for a total of 26’.

### **P1S2**

Internally led illuminated channel letters, mounted onto a raceway, then installed above the entrance of the parking garage on the west side of the building. The sign is 1.25’ x 19’2” for a total of 24’ with teal vinyl applied to white acrylic faces, with teal trim-caps and white returns.

### **P1S3**

Double sided aluminum diamond grade white reflective background and red transparent text and arrow. The overall height of the sign is 4’ and while the dimensions of the sign are 5’ x 7 ½” for a total of 3.1’. The directional sign is exempt from obtaining a permit per LDR 4.6.7(H)(2).

### **P2S1**

The monument sign will be located within the campus to help navigate the visitors to the right building location. It is aluminum fabricated double faced internally led illuminated with detachable routed faces with push thru acrylic text. The logo is translucent vinyl overly to match the logo bar only. The signs overall height is 12’ while the sign area is 22’1” x 7’58” for a total of 167’5” square feet. The proposed for double sided sign contains 334’82” square feet. ( 167’5” x 2 = 334.82 sq. ft.), whereas only 160 square feet total is allowed.

### **P2S2**

Single face internally led illuminated wall sign with routed faces with push thru copy and black perforated translucent vinyl overly. The sign is a teal cabinet with the “Trauma Center” in red translucent vinyl. The sign is 18’5” x 9’ for a total of 166.5 square feet.

### **P2S3**

Led illuminated flush mounted channel letters, mounted to face of new soffit extension located on the north side of the building. The sign is 2’ x 45’ for a total of 90 square feet.

### **P2S4**

Single face internally illuminated cabinet with pan formed white translucent polycarbonate face. The default color of the sign will be teal. The sign will have the capability to change colors for monthly medical awareness such as breast cancer awareness (pink), heart awareness (red) and leukemia awareness (orange). The sign is 35’ x 4’5” for a total of 157.5 square feet.

The applicant has included the approved fonts and colors which are the corporate colors and logos of the hospital.

Pursuant to LDR 4.6.7(E)(7) Design Standard Matrix, one monument sign per street frontage is allowed by code at 14 ft. maximum height and 160 square feet of sign area. Staff has no issues with the placement of the sign, as it is very important to direct the visitors to a hospital and its adjoining facilities. Although the overall height meets code requirements, the sign area exceeds the allowable of 160 square feet. A Master Sign Program may include the automatic granting of waivers and/or adjustments to the provisions of Subsections (D) and (E) provided that the intent of the sign code is maintained and the character of the neighborhood is not diminished. Since the sign is internal to the campus and is considered a directional sign for several other facilities throughout, staff has no concerns with the size.

Pursuant to LDR 4.6.7(E)(7), wall signs are not to exceed a maximum of 160 square feet. The wall sign **P2S2** exceeds this by 6'5" square feet. Again staff has no concerns with the size of the sign as it is on the top floor of a 200 ft. building.

The Master Sign Program is being established in order to accommodate any future signs for the Delray Medical Center Campus. It should be noted that if staff has any concerns with signage, staff reserves the right to bring the said signs to the board for approval.

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 Delray Medical.

#### ALTERNATIVE ACTIONS

- A. Postpone with direction.
- B. Move approval of the request for consideration of a Master Sign Program for **Delray Medical Center** located at 5352 Linton Blvd based upon positive findings to LDR Section 4.6.7(F)(2)(b).
- C. Move denial of the request for consideration of a Master Sign Program for **Delray Medical Center** located at 5352 Linton Blvd based upon failure to make positive findings to LDR Section 4.6.7(F)(2)(b).

#### STAFF RECOMMENDATIONS

Move approval of the request for consideration of a Master Sign Program for **Delray Medical Center** located at 5352 Linton Blvd based upon positive findings to LDR Section 4.6.7(F)(2)(b).

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

Attachments:  
Master Sign Program

RECEIVED BY

FEB 23 2017

City of Delray Beach  
Planning & Zoning

# DELRAY Medical Center

## MASTER SIGN PROGRAM

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900 13th Street West, Riviera Beach, FL 33404  
[www.baronsign.com](http://www.baronsign.com)



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Design & Manufacturing  
Interior / Exterior

TYPOGRAPHY

Arial  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Swis721 BT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

PROJECT ARROWS



PAINT, FINISHES & MATERIALS

- ☐ WHITE TRANSLUCENT ACRYLIC
- ☐ WHITE SATIN FINISH PAINT
- ☒ PMS 321C PAINT
- ☐ REFLECTIVE WHITE
- ☒ 3M TRANSPARENT RED
- ☒ 3M BLACK PERFORATED VINYL
- ☒ RED SATIN FINISH PAINT
- ☒ BLACK SATIN FINISH
- ☒ TRANSLUCENT RED ACRYLIC
- ☒ AVERY 9619-TU NIGHT TIDE

- ALUMINUM
- STEEL
- ACRYLIC
- PLASTIC
- MASONRY

BARON

SIGN

MANUFACTURING

900 13th Street West  
Riviera Beach, FL 33404  
Tel: (561) 863-7446  
Fax: (561) 848-2270



CLIENT

DELRAY

Medical Center

PROJECT

Master Sign Plan  
5352 Linton Blvd.  
Delray Beach, FL 33458

SALES/PROJECT MGR: Tom			
DESIGNER: HQ		DATE: 02/01/2017	
DESIGN TIME : 03 H 30 M			
REVISIONS	TIME	DATE	INTLS.



**DELRAY**  
Medical Center

PROJECT

## Master Sign Plan

5352 Linton Blvd.  
Delray Beach, FL 33458

**SALES/PROJECT MGR: Tom**

DESIGNER: HQ	DATE: 02/01/2017
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DESIGN TIME : 03 H 30 M

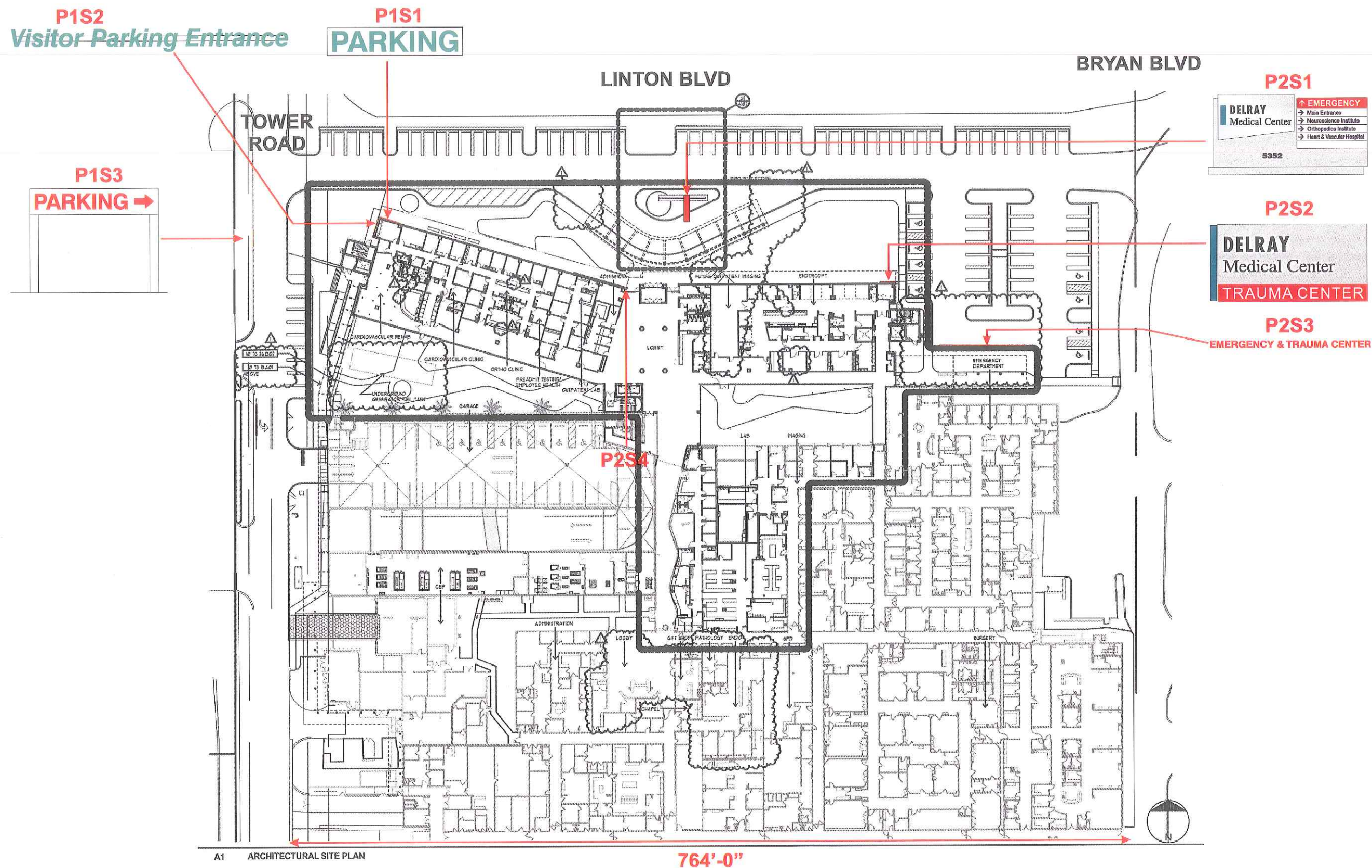
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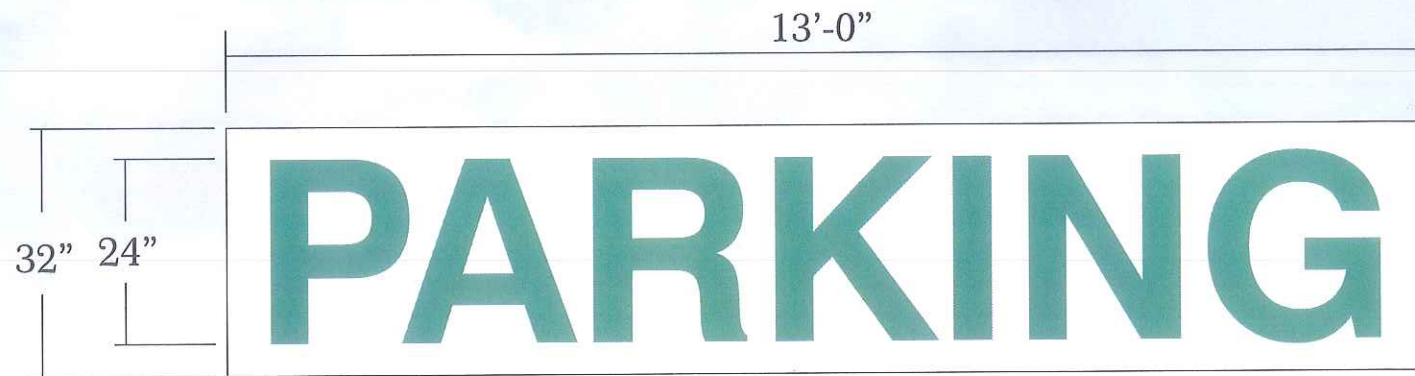
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PAGE:

3



**P1S1**



## DETAIL ELEVATION

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

SIGN - 1

SPECIFICATIONS:

One single face internally illuminated  
Wall sign, with routed face and 3/4" thick  
white acrylic push thru copy with translucent  
teal vinyl overlay.

Photocell required

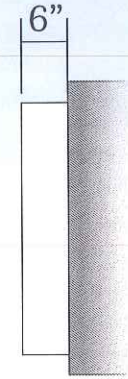
## Led's for illumination

## Colors and materials per client Specs

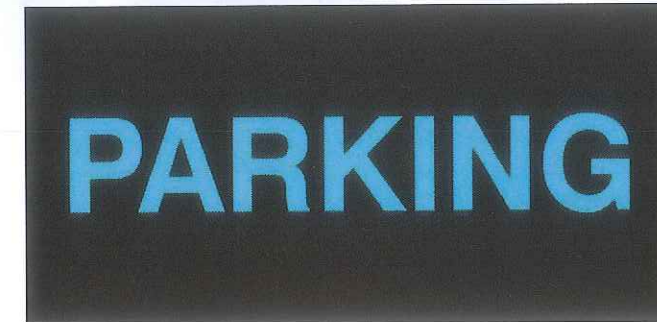
**Note:**

General contractor to provide primary power on external facade.  
Baron Sign Manufacturing to provide electrical requirements.

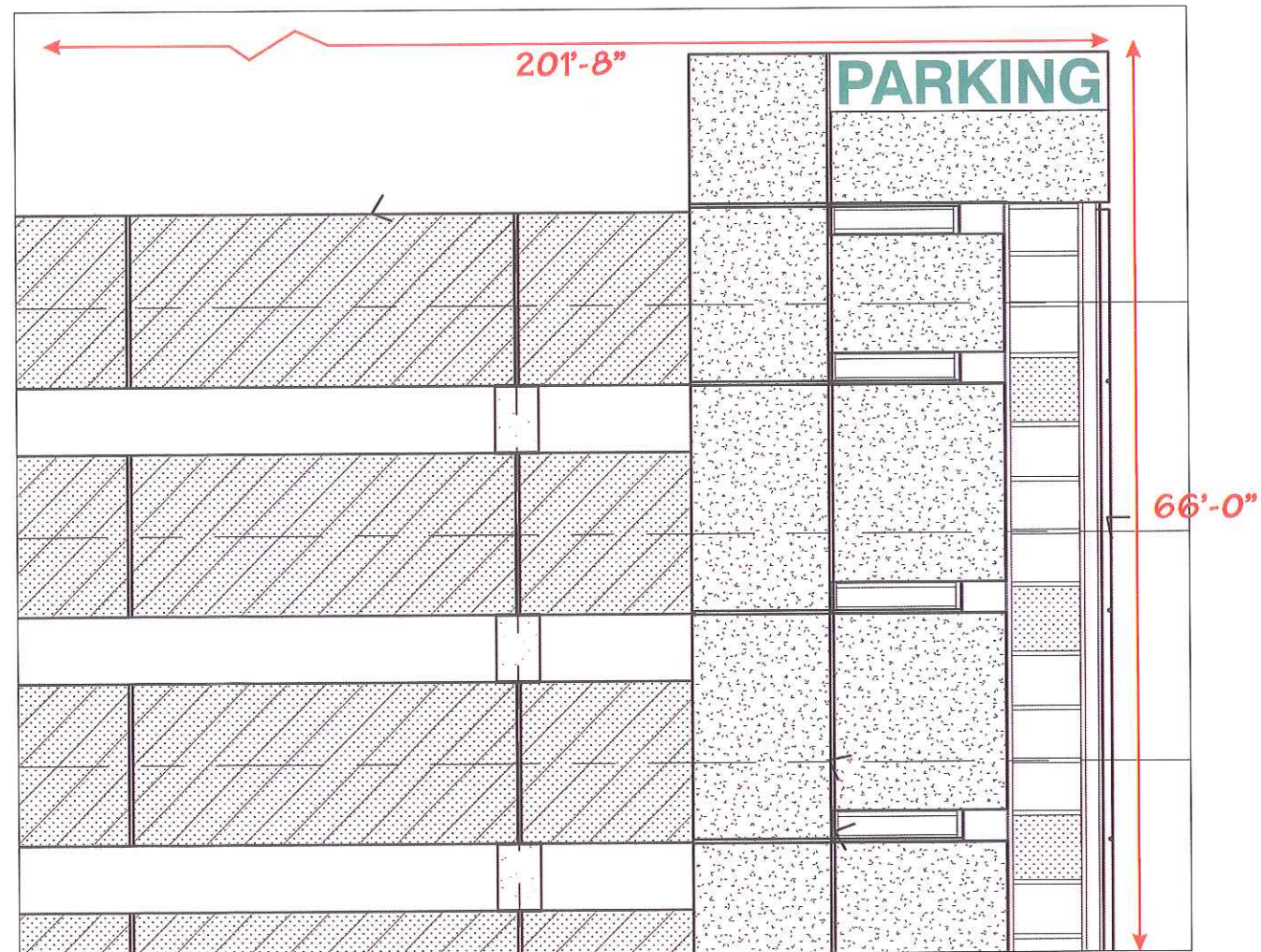
Qty.(1) 20amp circuit required.



## END VIEW



## NIGHT VIEW



900 13th Street West  
Riviera Beach, FL 33404  
Tel: (561) 863-7446  
Fax: (561) 848-2270



## CLIENT

**DELRAY**  
Medical Center

## PROJECT

## Master Sign Plan

5352 Linton Blvd.  
Delray Beach, FL 33458

SALES/PROJECT MGR: Tom

DESIGNER: HQ	DATE: 02/01/2017
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**DESIGN TIME : 03 H 30 M**

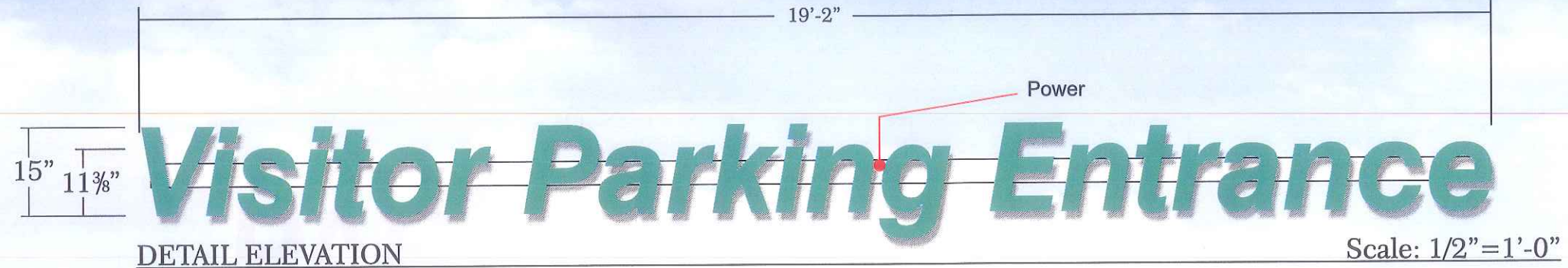
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SIGN - 2

Specifications:

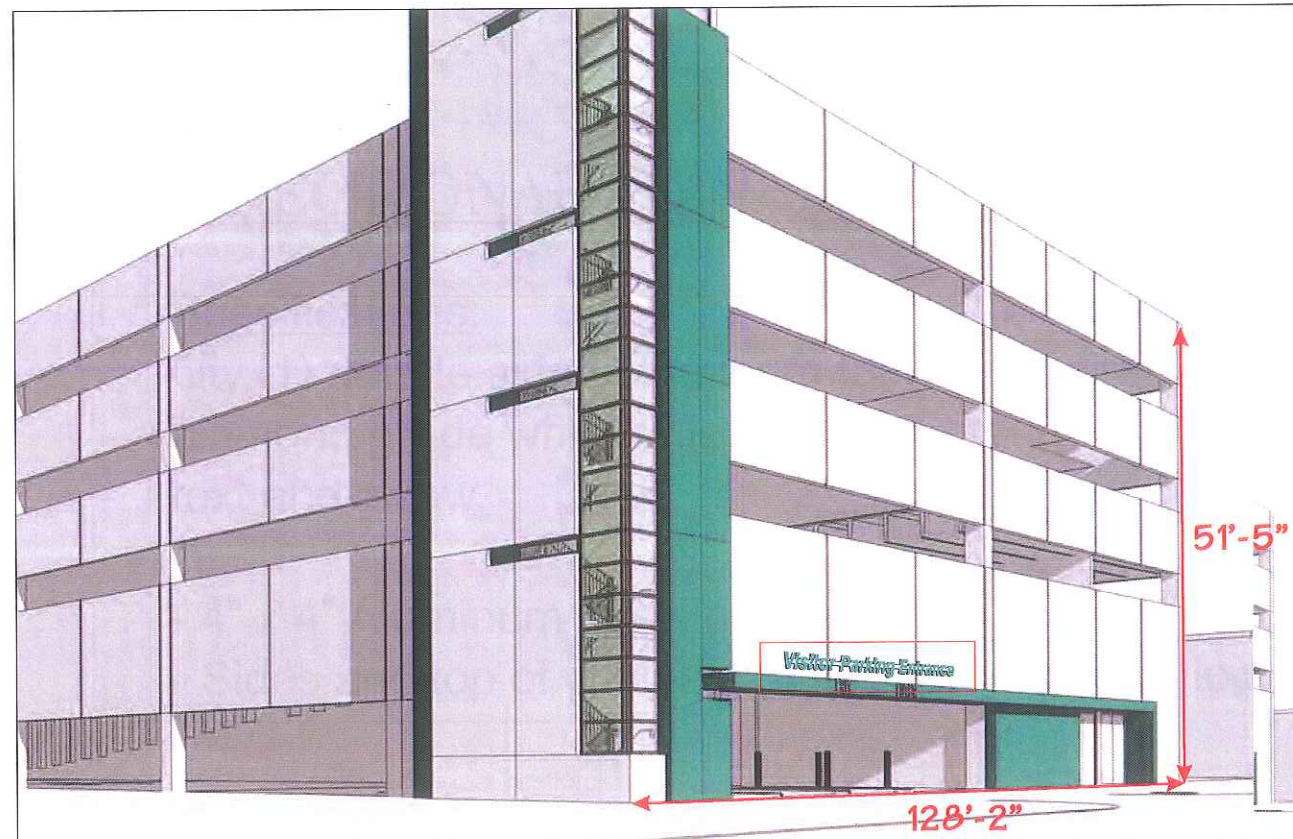
One set of internally led illuminated channel letters,  
mounted onto a raceway, then installed above entrance to parking garage.  
Teal vinyl applied to white acrylic faces, with teal trim-caps  
and white returns.  
Paint raceway to match fascia.  
Photocell required

QTY (1) Set of LED Channel Letters  
3/16" White Acrylic Faces  
with teal vinyl applied 1st surface  
1" Teal Trim-Cap  
4" White Returns  
Paint raceway to match fascia.  
Colors and materials to be determined  
Per client specifications

**Note:**

General contractor to provide primary power to center of facade.  
Baron Sign Manufacturing to provide electrical requirements.

Qty.(1) 20amp circuit required.



## CONTEXT ELEVATION

Not to Scale



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## CLIENT

**DELRAY**  
Medical Center

## PROJECT

## Master Sign Plan

5352 Linton Blvd.  
Delray Beach, FL 33458

SALES/PROJECT MGR: Tom

DESIGNER: HQ	DATE: 02/01/2017
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**DESIGN TIME : 03 H 30 M**

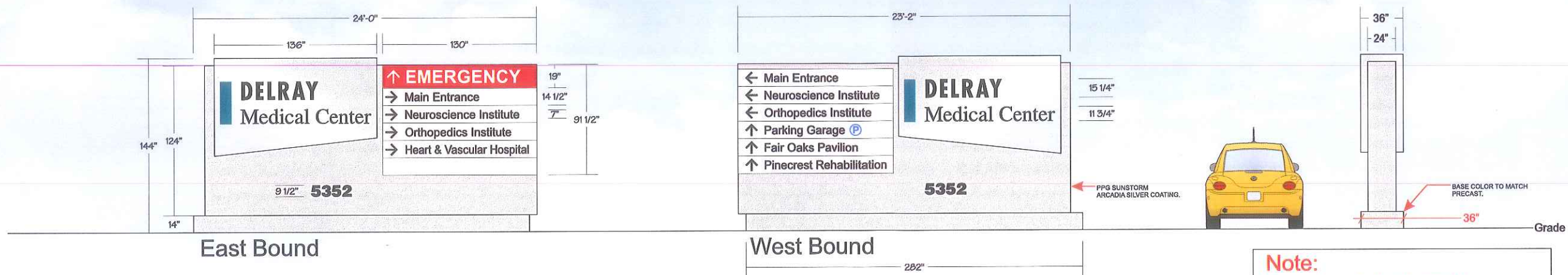
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# SIGN - 1

SPECIFICATIONS:

Aluminum fabricated, double face internally led illuminated monument sign, with detachable routed faces & 3/4" push thru acrylic text. Logo with translucent vinyl overlay to match PMS 321c for logo bar only. 1/4" aluminum flat cut out address numbers.

Text & arrows with black perforated vinyl

Emergency panel to be 3/16" acrylic face with translucent vinyl overlay for text, arrow and 1 1/2" retainer.  
• retainers to be painted red.

## Stucco surface

Photocell required.

Logo cabinet with edge glow as shown on night view.



## CONTEXT ELEVATION

Not to Scale



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## CLIENT

**DELRAY**  
Medical Center

PROJECT

## Master Sign Plan

5352 Linton Blvd.  
Delray Beach, FL 33458

SALES/PROJECT MGR: Tom

DESIGNER: HQ	DATE: 02/01/2017
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**DESIGN TIME : 03 H 30 M**

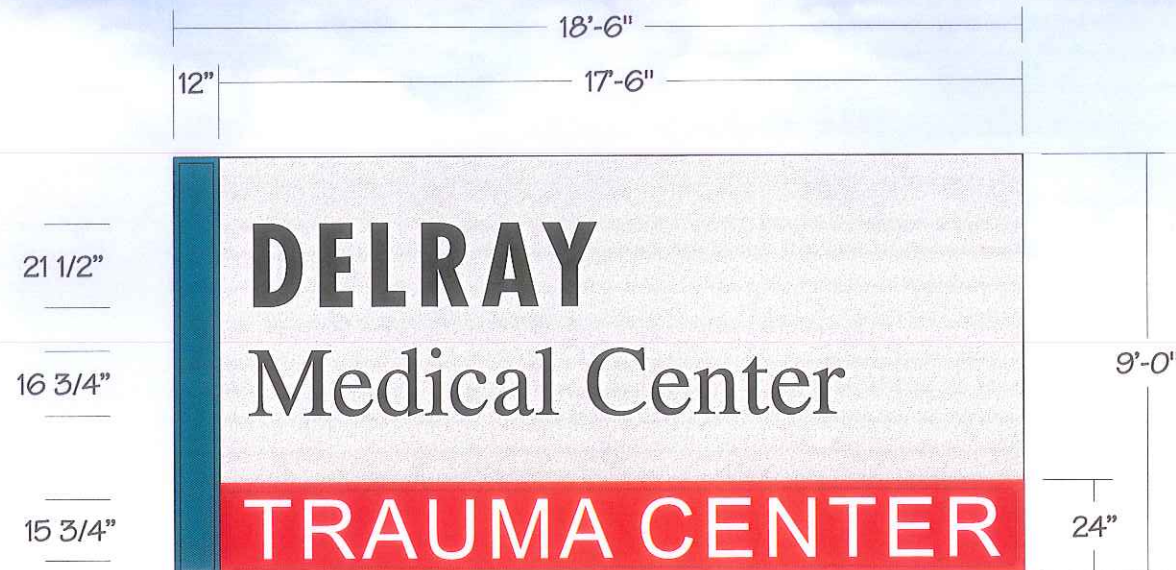
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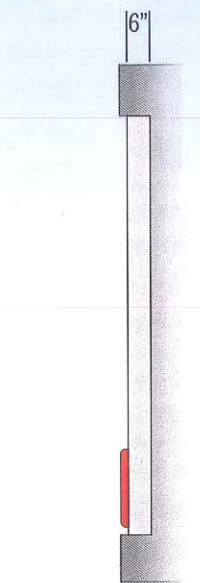
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7



### DETAIL ELEVATION

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



## END VIEW

**SIGN - 2** (Subject to change based on survey)

**SPECIFICATIONS:**

One single face internally led illuminated wall sign with routed faces and 3/4" thick push thru copy and black perforated translucent vinyl overlay.

Trauma center portion to be pan & embossed with red translucent vinyl overlay.

Teal cabinet sign to be illuminated on 3 sides  
face, bottom & back side. and will overhang 12"  
with translucent vinyl overlay to match PMS 321c.

Photocell required.

Background color to match building color.

**Note:**

General contractor to provide primary power (whip in center of sign location, internal cut-off switch).

Qty.(1) 20amp circuit required.



## CONTEXT ELEVATION

Not to Scale



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## CLIENT

**DELRAY**  
Medical Center

PROJECT

## Master Sign Plan

5352 Linton Blvd.  
Delray Beach, FL 33458

SALES/PROJECT MGR: Tom

DESIGNER: HQ	DATE: 02/01/2017
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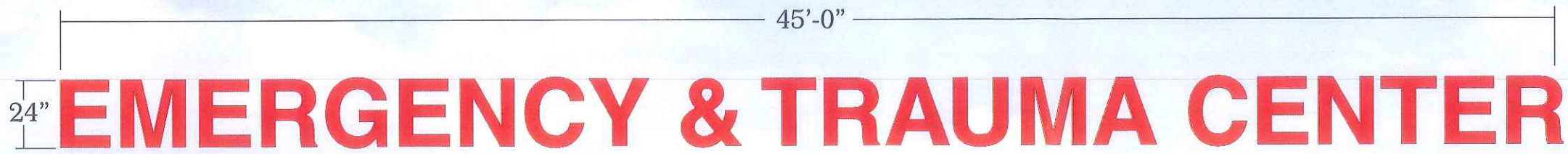
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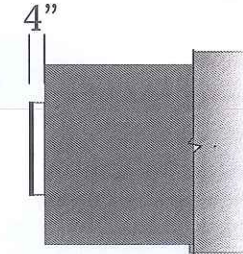
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### DETAIL ELEVATION

Scale:  $\frac{1}{4}" = 1'-0"$



### END VIEW

Mounting Detail

# SIGN - 3

**SPECIFICATIONS:**

Remove existing channel letters and store on site.

One set of led illuminated channel letters, mounted to face of new soffit extension, as depicted.

Client is extending existing canopy during renovations.

Letters to be flush mounted on wall.

QTY (1) Set of led Channel Letters

3/16" Red acrylic faces

1" Black trim-cap

4" Black returns

Photocell required.

**Note:**

General contractor to provide intermittent access panels and primary power (whip in center of sign location, internal cut-off switch).

Qty.(1) 20amp circuit required.



## CONTEXT ELEVATION

Not to Scale



## EXISTING SIGNAGE

Not to Scale



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## CLIENT

**DELRAY**  
Medical Center

PROJECT

## Master Sign Plan

5352 Linton Blvd.  
Delray Beach, FL 33458

SALES/PROJECT MGR: Tom

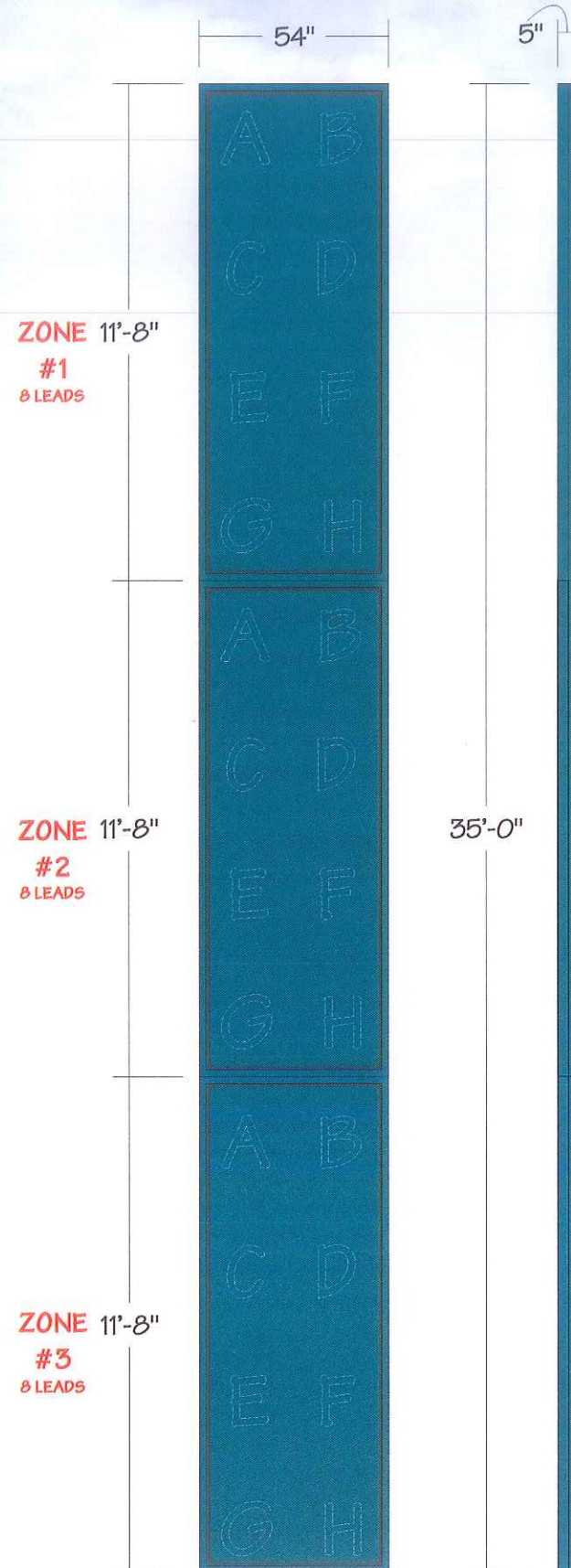
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# SIGN - 4

SPECIFICATIONS:

Single face internally led illuminated cabinet signs with pan formed white translucent polycarbonate face.

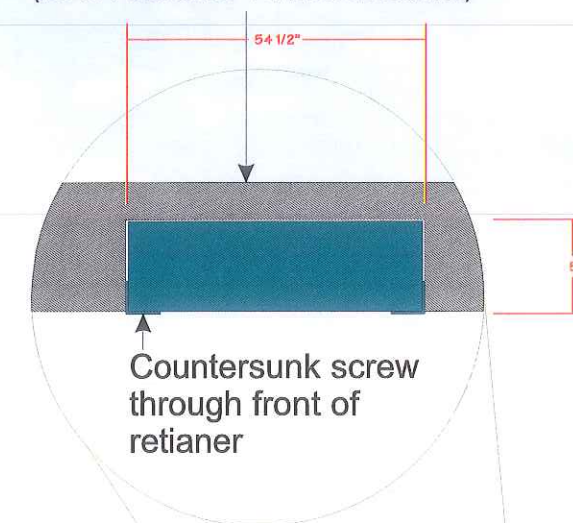
- 5" Deep cabinets with 2" retainers.
- Countersunk screws through front of retainer.
- RGB led's lighting for variable color illumination.
- Default color for illumination to be teal.
- Qty.(3) illuminated cabinets.
- Returns & retainers painted to match pms 321c teal.
- Photocell required.
- WIFI controlled.

**Note:**

General contractor to supply primary power and 24 low voltage wires and housings. (4 wires in each end, Positive-Black, Blue, Red, Green)

Each cabinet will be independent and controlled separately with one hand held remote controller.

Recessed wall.  
(GC TO PROVIDE 3/4" PLYWOOD BLOCKING)



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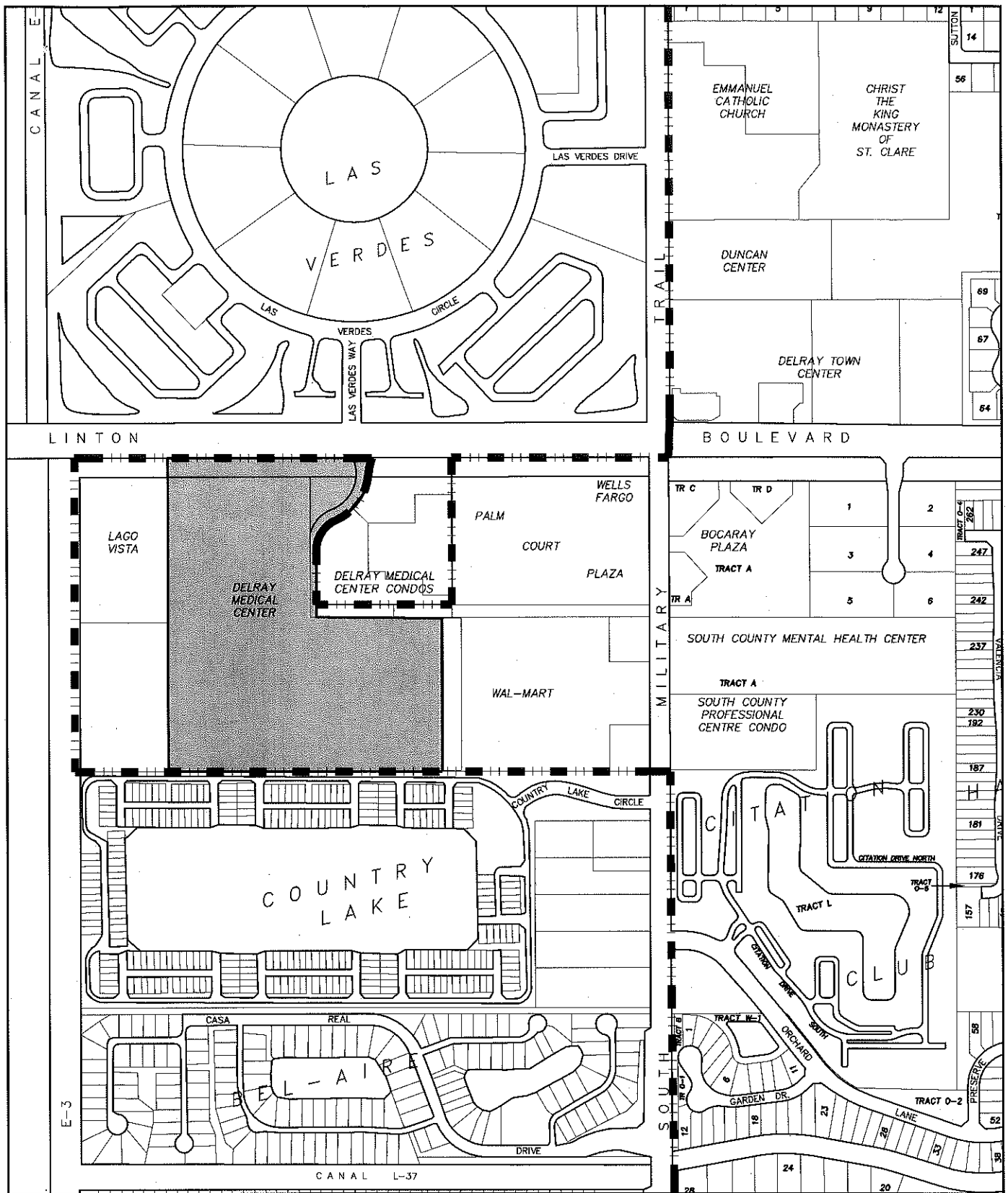
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 PLANNING AND ZONING  
 DEPARTMENT

SUBJECT  
 PROPERTY

MUNICIPAL  
 BOUNDARY

**DELRAY MEDICAL CENTER**

**LOCATION MAP**

-- DIGITAL BASE MAP SYSTEM --

MAP REF: S:\Planning & Zoning\DBMS\File-Cab\Z-LM 500-1000\LM940c\_Delray Medical Center