



Planning, Zoning and Building Department

BOARD ACTION REPORT – APPEALABLE ITEM

Project Name: The Guitar Center
Project Location: 510 Linton Blvd
Request: Approval of Amendment to the Master Sign Program
Board: Site Plan Review and Appearance Board
Meeting Date: January 24, 2018

Board Action:

Approved (6-0) Amendment to the Master Sign Program for New Century Commons for the Guitar Center.

Project Description:

The subject property is located on the north side of West Linton Boulevard between SW 4th Avenue and Lavers Circle. The 8.89 acre property consists of Track “A”, Costco Wholesale-Delray Beach and is zoned PC (Planned Commercial).

The Site Plan Review and Appearance Board approved the original Master Sign Program in April of 2008.

The subject request is for an amendment to the Master Sign Program to accommodate signage for the new tenant in Building “A”. The signage consists of two signs. The main sign is in the tower. The letters and guitar are front lit while the pick element is reverse channel lit. The sign is 8.75’ x 11.68’ for a total of 102.2 square feet. The additional sign are the words “instrument...lessons...rentals...repairs...” This sign is front lit channel letters and is 1’ x 44’ for a total of 44 sq. ft.

Staff Recommendation:

Staff recommended that a condition be made to relocate the logo sign from the tower and place it over the entrance to square the sign off to make it one sign. In addition, staff recommended a condition that moving forward future signs could be approved administratively for Building “A” if they are similar in request to the existing Master Sign Program.

Board Comments:

Board approved the Amendment as presented by the applicant with the logo sign over the tower and with the condition that moving forward future signs could be approved administratively for Building “A” if they are similar in request to the existing Master Sign Program.

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: January 24, 2018

ITEM: **Amendment to New Century Commons Master Sign Program (2017-300):** The item before the Board is an Amendment to the Master Sign Program for New Century Commons, located at 510 Linton Blvd.

RECOMMENDATION: Approve with conditions

GENERAL DATA:

Applicant: Interstate Signcrafters

Agent: Jeffrey Peterson

Location: Southwest corner of Linton Boulevard and SW 4th Avenue

Property Size: 8.89 acres

Future Land Use Map: GC (General Commercial)

Current Zoning: PC (Planned Commercial)

Adjacent Zoning:

North:	GC and POD (Professional Office District)
South:	SAD (Special Activities District)
East:	GC and I (Industrial)
West:	PC



ITEM BEFORE THE BOARD

The item before the Board is an Amendment to the Master Sign Program for New Century Commons, located at 510 Linton Blvd.

BACKGROUND & PROJECT DESCRIPTION

The subject property is located on the north side of West Linton Boulevard between SW 4th Avenue and Lavers Circle. The 8.89 acre property consists of Track "A", Costco Wholesale-Delray Beach and is zoned PC (Planned Commercial).

The Site Plan Review and Appearance Board approved the original Master Sign Program in April of 2008. A description of the approved Master Sign Program is provided within the report.

The subject request is for an amendment to the Master Sign Program to accommodate signage for the new tenant in Building "A". The signage consists of two signs. The main sign is in the tower. The letters and guitar are front lit while the pick element is reverse channel lit. The sign is 8.75' x 11.68' for a total of 102.2 square feet. The additional sign are the words "instrument...lessons...rentals...repairs..." This sign is front lit channel letters and is 1' x 44' for a total of 44 sq. ft.

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 approved wall sign criteria for the Master Sign Program at New Century Commons was written specifically for a site plan modification approved in 2007 which consisted of three commercial buildings; Building "A" with two retail bays (PetSmart and Sports Authority), Building "B" with three retail bays and the third building for a single tenant bank building. The sign criteria for Building "A" did not include for additional tenants; therefore requiring the "Guitar Center" to amend the program.

The current criteria for tenant wall signs for Building "A" is as follows:

- Only tenant signs with federally registered names may have logos along with corporate colors and fonts.
- All other tenant signs will have “Lucinda Sans Bold” font, illuminated day/night channel letters in gloss jet black “MP30132.
- PetSmart North Elevation Four Wall Signs are proposed for the north elevation. All are flushed mounted channel letters. “PetSmart will be placed over the entrance doors. It will be 5’7” high by 22’6” in length (125.5 SF), in corporate red PMS 211 and Blue PMS 607. Three additional signs will be placed on fascia: “Petshotel is 1’3” high by 9’6” in length (11.8 SF) with red face letters; Grooming will also be red faced 1’2” high by 9’10” in length (12.28 SF). Banfield and logo will have blue faced letters at 1’8” high by 10’8 in length (17.69 SF). East elevation a 2nd identical “Petsmart” sign is proposed
- Sports Authority: North Elevation one sign is proposed for “Sports Authority” in flush mounted, illuminated channel letters in red #3m 3632-33 faces and returns, and black trim-caps, and placed over the entrance doors. It will be 7’6” high by 23’2 in length (174.37 SF) 5’6” high by 17 ft. in length (174.37 SF) on two lines of copy. West Elevation: A smaller 2nd Sports Authority sign is proposed to be 5’6” high by 17 ft. in length (93.5 SF). It will be identical in color and letter style.

The Guitar Center is proposing two wall signs for their tenant space. Staff recommends as a condition of approval that the signage on the tower be relocated over the front entrance and square the signage off to combine it into one sign. This is consistent with the existing storefronts of “PetSmart and Orchard Supply which has their signage over the front entrance as well. This will help keep harmony and symmetry to the storefronts by not including signage on the tower feature.

Staff also recommends that language be added to the tenant wall signage section for Building “A” to include all tenant spaces. All tenant bays will be allowed one wall sign per tenant space except for the two end bays.

This will be beneficial in moving forward as tenants move out without the specific names of tenants called out in the program. In September of 2017, Orchard Supply signage was approved administratively as a result of replacing the signs in the exact location and the size as well as the size of the signs being compatible to what was approved for Sports Authority.

Based on the above, staff recommends approval of the amendment to the Master Sign program for New Century Commons.

ALTERNATIVE ACTIONS

- A. Postpone with direction.

- B. Move approval of the amendment to the Master Sign Program for **New Century Commons** with the condition of approval, located at **510 Linton Blvd** based upon positive findings to LDR Section 4.6.7(F)(2)(b).
- C. Move denial of the amendment to the Master Sign Program for **New Century Commons** located at **510 Linton Blvd** based upon positive findings to LDR Section 4.6.7(F)(2)(b).

STAFF RECOMMENDATIONS

Move approval of the request of the amendment to the Master Sign Program for **New Century Commons** with the condition of located at **510 Linton Blvd** based upon positive findings to LDR Section 4.6.7(F)(2)(b).

Report Prepared by: Jennifer Buce, Assistant Planner

Attachments:
Sign Elevation



Delray Beach FL



Sales: TG Designer: HY Date: 09.18.2017

171 FREEMAN AVENUE - ISLIP, NY 11751 TEL: (631) 273 - 4800 / FAX: (631) 273 - 5408

130 COMMERCE ROAD - BOYNTON BEACH, FL 33426 TEL: (561) 547-3760 / FAX: (561) 547-3842

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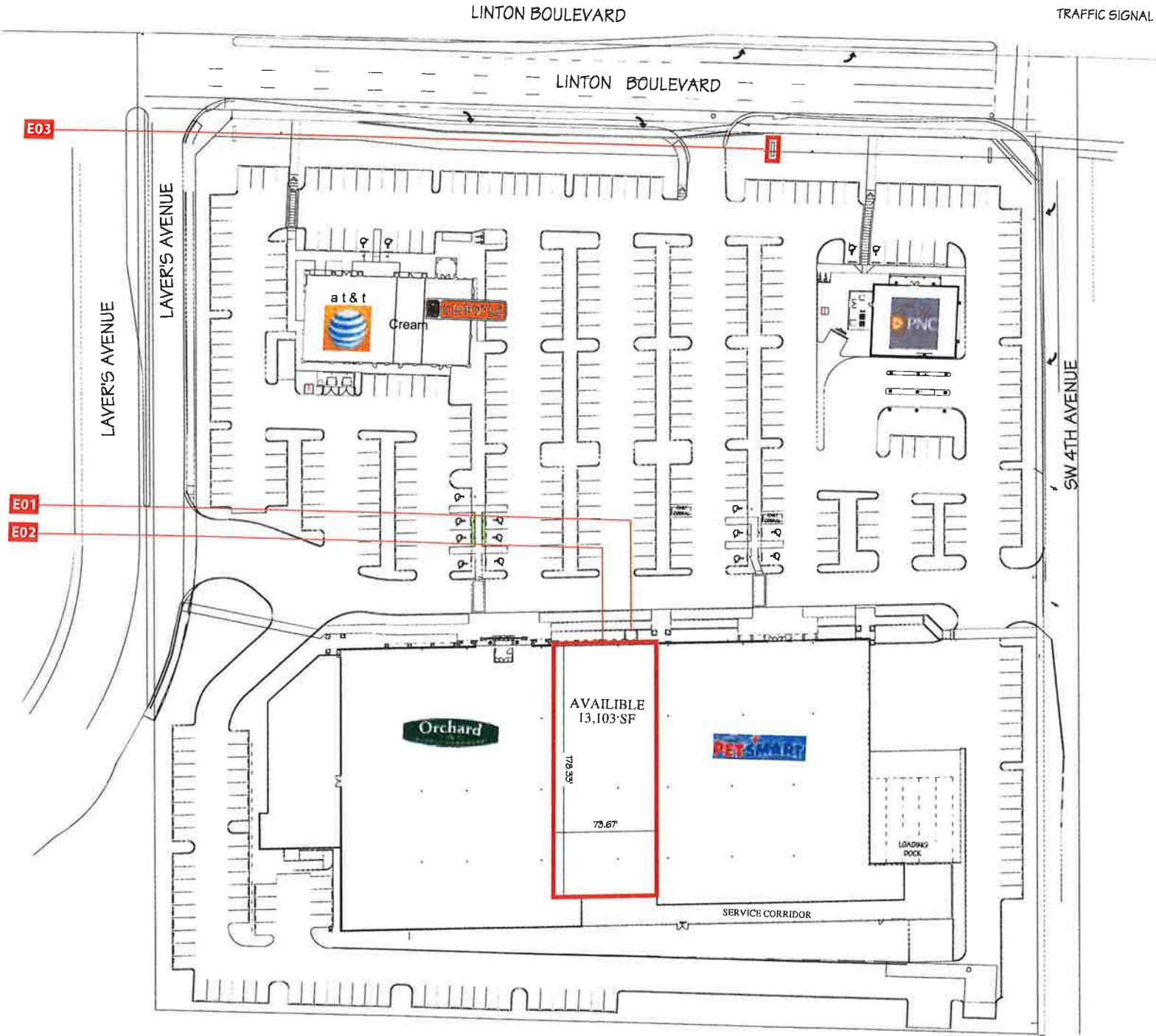
Site Plan

Exterior Signage

E01: Front/Reverse-Lit Logo

E02: Front-Lit Channel Letters

E03: Qty (2) Face Replacements for D/F Monument Sign



Site Plan
NTS

SIGN
130 COMMERCE ROAD - BOYNTON BEACH, FL 33426
Phone: (561) 547-3760 Fax: (561) 547-3642

DRAWING INFO
JOB #62208
DATE: 09.18.2017
SCALE: AS NOTED
SALES REP: TG
DESIGNER: HY



• ALL ELECTRICAL COMPONENTS ARE TO BE U.L. LISTED AND APPROVED AS PER NEC'S 2011
• ALL TRANSFORMERS GROUND FAULT PROTECTED & COMPLY WITH NEC-800-23
• ALL SECONDARY WIRING INSIDE LETTER IS TO BE HIGH TENSION GTO AS PER NEC-600-31
• ALL PRIMARY WIRING TO BE #12 THWNAS PER NEC-80-5
• GROUNDING AND BONDING AS PER NEC 250
• INSTALLATION WILL COMPLY WITH ALL OF THE REQUIREMENTS OF NEC 600 & FBC 505.2.4
SIGNS WILL BE CONTROLLED BY A PHOTOCELL OR ASTRONOMICAL TIME CLOCK.



CUSTOMER



CUSTOMER APPROVAL

(PLEASE VERIFY COLORS, SPELLING AND LAYOUT PRIOR TO SIGNING)

Date: / /

ALLOWABLE SQ. FT.

PROPOSED SQ. FT.

REVISIONS

10-27-17 - BB - New front elevation added with E01-E05
10-31-17 - BB - Slight position change for E01
12-05-17 - BB - Adjustements to E02

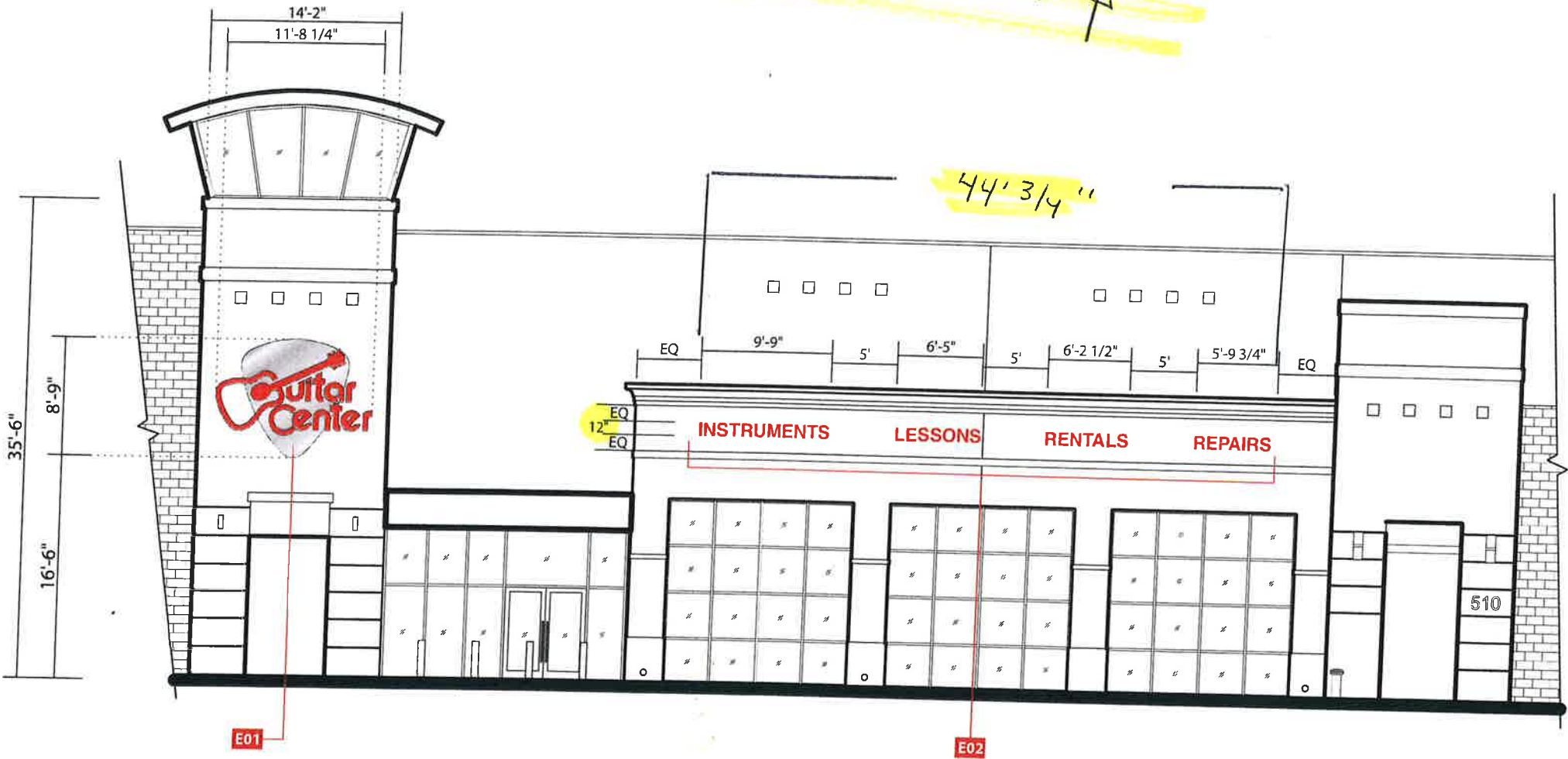
E01-E02

E01: Qty (1) 10'-0" Front/Reverse-Lit Channel Logo

Letters & guitar are front-lit while pick element is reverse-lit.

E02: 12" Front-Lit Channel Letters

Front-lit channel letters flush mounted to fascia.



SIGNATURE
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• ALL PRIMARY WIRING TO BE #12 THWN AS PER NEC-60.5
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Date: / /

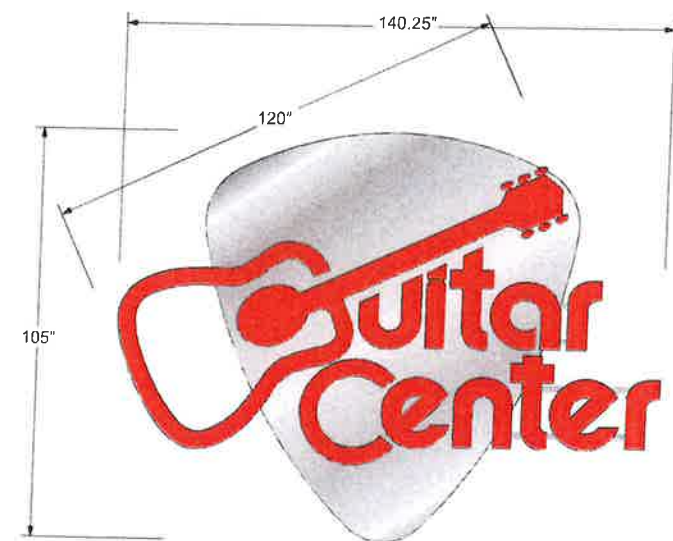
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PROPOSED SQ. FT.

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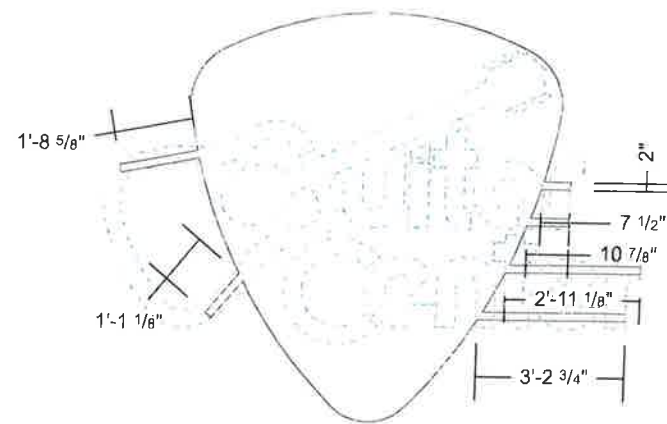
E01 - Description



E01: 10' Pick - Front View

Scale: 1/4"=1'-0"
Sq Ft: 73.5

Letters & guitar to be front-lit; pick element to be reverse-lit.



Detail View

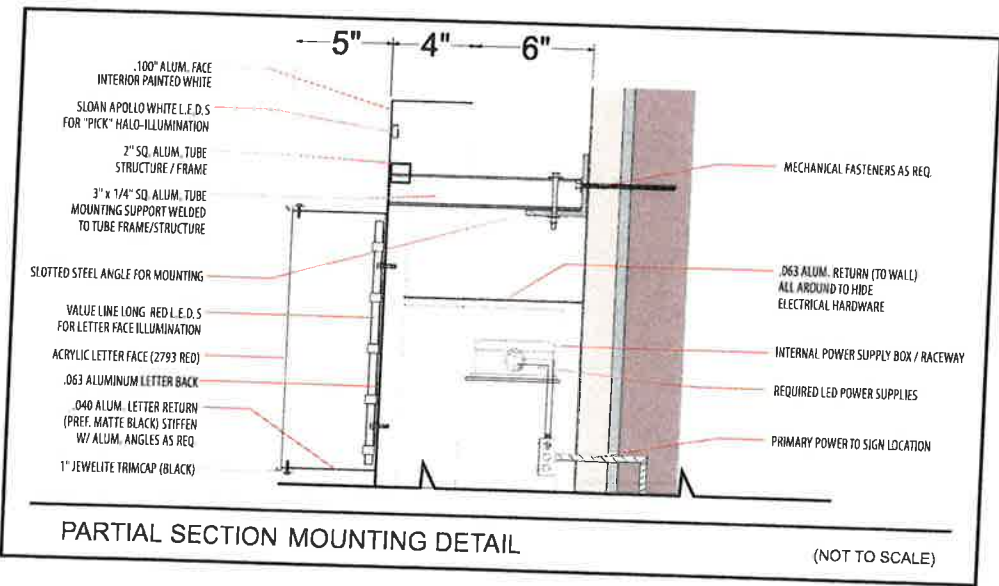
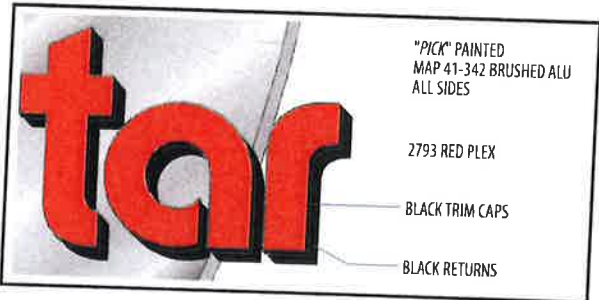
Scale: 1/4"=1'-0"

Pick to have 2" rails integrated for letter mounting.



Side View

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



ELECTRICAL REQUIREMENTS

QTY. TRANS. AMPS

TOTAL AMPS

CIRCUITS REQ'D
VOLTS



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- INSTALLATION WILL COMPLY WITH ALL OF THE REQUIREMENTS OF NEC 600 & FBC 505 2.4
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CUSTOMER



Delray Beach FL

CUSTOMER APPROVAL

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Date: / /

ALLOWABLE SQ. FT.

PROPOSED SQ. FT.

73.35 SQ FT

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