

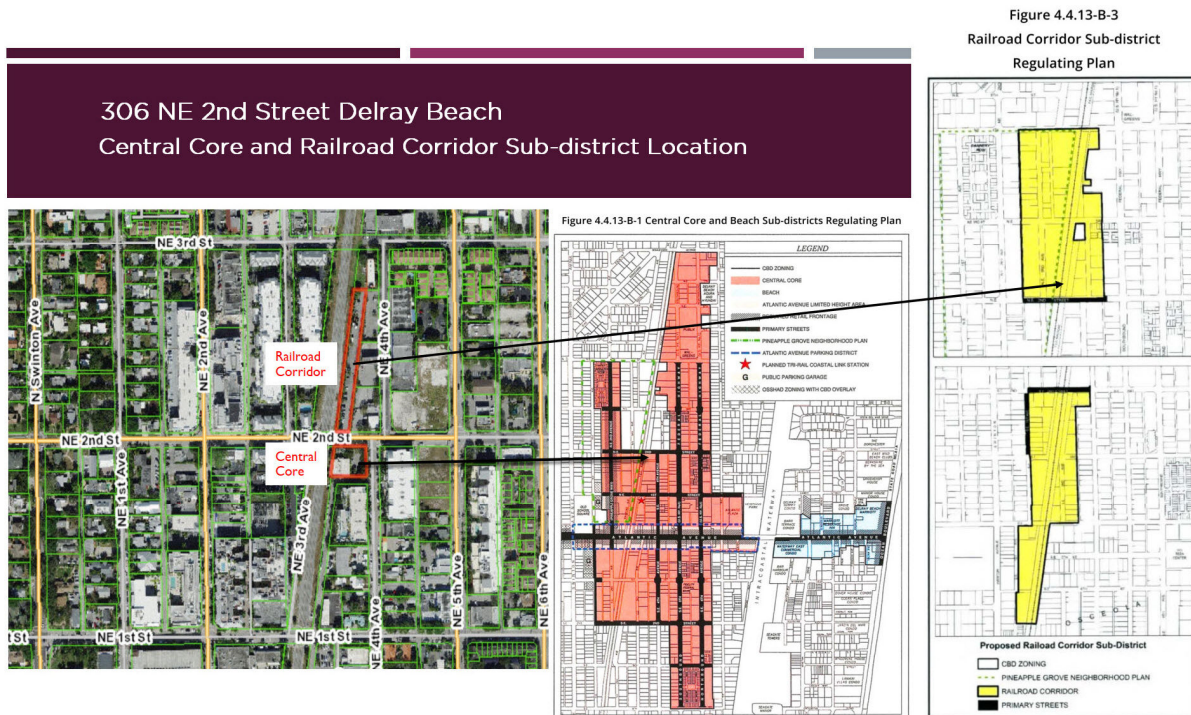
May 10, 2024

Justification Statement – Proposed Art Deco Building, 306 NE 2nd Street, Delray Beach

Brief History of Ordinance No. 12-23 and the subject site and proposed development

Ordinance No. 12-23 was passed by the Commission on March 20, 2023 pursuant to staff and Planning and Zoning Board recommendations that require developments in the Masonry Modern and Art Deco styles to be reviewed by SPRAB and City Commission prior to approval. The intent behind the Ordinance was to 1) to encourage the use of other styles and 2) to elevate the quality of development proposals employing the Art Deco style.

This Ordinance was extensively discussed at the Planning and Zoning meeting, also on March 20, 2023. Expressing concerns about some poorly designed art deco-style buildings, members of the then P&Z board discussed the Ordinance after a presentation by Anthea Gianniotis, Director of Development. Some key elements in that presentation were references to the City Comprehensive Plan, specifically CP Goal NDC 1 which suggests that the theme of “live-work-play” be considered for approval of any designs. Additionally, CP Goal NDC 2 seeks to transform underutilized and blighted comprehensive areas into attractive ...and thriving neighborhoods. CP Objective 2.2 of the Comprehensive Plan directs developments to enhance “The Village By The Sea”. Director Gianniotis further emphasized at that meeting that the process is designed to allow the public the opportunity to comment. During the Planning and Zoning meeting, Board member Chris Brown cautioned his fellow Board members to remember that “...design is sensitive.” Board member Christina Morrison stated that she was in favor of more creativity in the design process.





This subject property is the former site of the Crossroads Club and is located in the Central Business District bisected by NE 2nd Street. The northern half of the property is located in the Railroad Corridor Sub-district and the southern half is in the Central Core Sub-district. The City Attorney unified the title to the two parcels in 2001. The current owner was persuaded to purchase the site and relocate the Club to its current address on Lake Ida Road, thus removing a use of the property that many felt was not desirable in the burgeoning downtown area. The property was remodeled into Santa Fe Suites and Salon in 2007 and has been in continuous operation since reopening. The building, built in 1948, is now out of date and the property is underutilized (CP Goal NDC-2). The owner and the architect began working on the redevelopment design in September of 2021, long before the Ordinance was proposed.



Elevation of the Art Deco Style

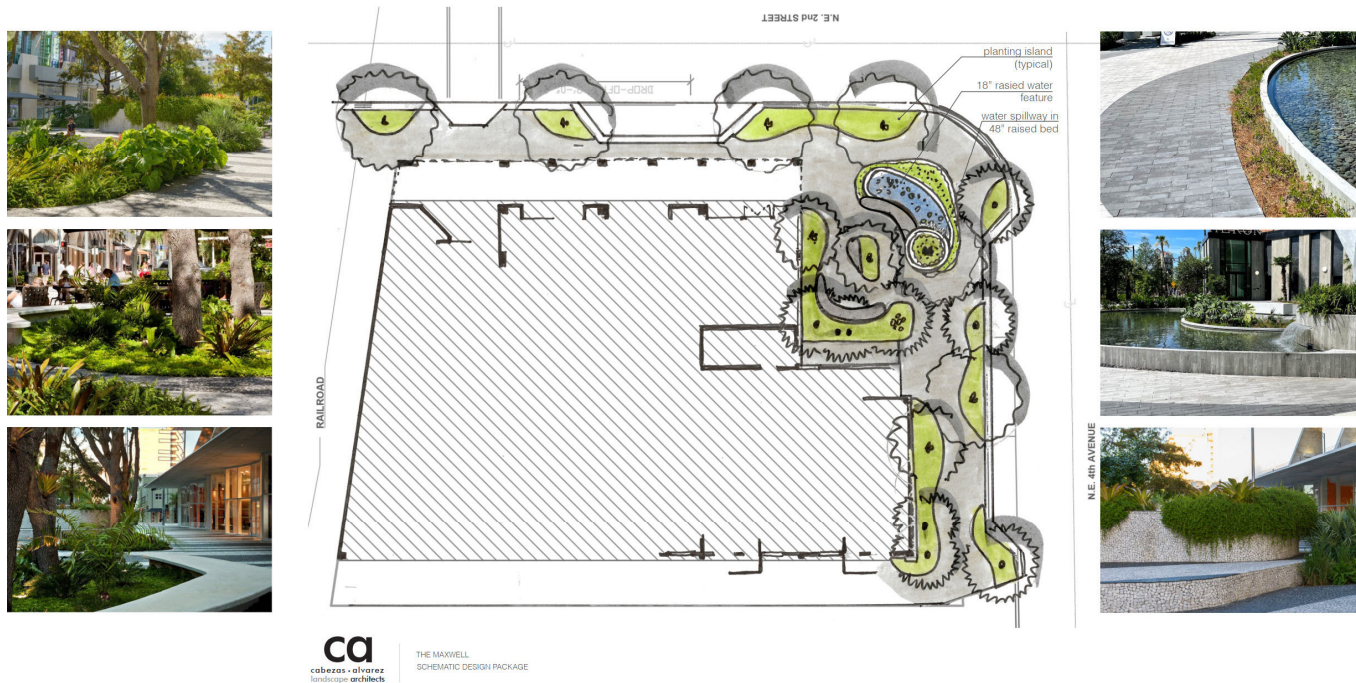
Delray Beach, “The Village By The Sea”, is a picturesque coastal town known for its charming streets and vibrant atmosphere. The developer believes that this building will bring a fresh and dynamic element to the surrounding area. The art deco style is known for its geometric shapes and intricate details which adds visual interest to the building and makes it stand out among the more traditional structures in the area. The art deco style has a rich history and cultural significance, making it a valuable addition to the community. It is a symbol of the roaring 20’s, a time of economic prosperity and cultural diversity. By incorporating this style into the design of the building, the developer is paying homage to the past while also embracing modernity. The art deco style is known for its bold and striking appearance which will help the building stand out and become a landmark in the community and add a unique element to the skyline. The tripartite composition façade, with its clear division of base, middle and top sections creates a sense of balance and harmony. This design element is not only aesthetically pleasing but also functional as it allows for natural light to enter the building, creating a comfortable living environment for the residents. The deep terraces, recessed windows and cantilevered eyebrows help define the solidity of the building. The style has been carefully designed to complement and enhance the existing buildings in the area. It takes into consideration the scale, proportion and materials used in neighboring structures, ensuring a harmonious blend with the surrounding environment.



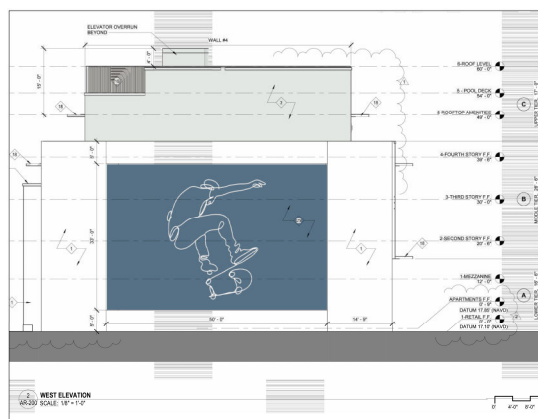
The new building will showcase a façade that tastefully incorporates modern elements. By adopting a harmonious color palate and spectacular terraces, the exterior design will preserve the authenticity of Delray Beach's historic charm. This integration ensures that the new building is not only visually compatible with its neighbors, but also emotionally and culturally rooted within the downtown community. The rooftop amenities are hidden behind extensive vegetation and a detailed surround which provides a pleasing roof sight line. Although this design represents the hallmark characteristics of art deco, the inclusion of an open civic space articulated around the intersection of two primary streets integrates the building and site with the neighborhood and community. The indented entrances along the south side bring scale and dimension to the building and the aluminum reliefs along 4th Avenue add additional architectural interest at street level.



The building's civic space will serve as a pedestrian-friendly, noise buffering haven that embraces the bustling energy of the adjacent railroad corridor (CP Objective 2.2). Recognizing the importance of creating a pedestrian-friendly environment, there is a covered arcade over the storefronts. Beautifully landscaped sidewalks studded with street trees create a welcoming atmosphere where both locals and visitors can meander leisurely. Additionally, by providing storefronts, foot traffic from surrounding areas is encouraged which fosters community engagement. The style has been elevated and softened with the addition of the arcade and curved planting beds. The civic space includes built-in benches and a rounded water feature which are central to the theme of the building and provide a calm place to relax and enjoy. Additionally, residents of the building will not need to use vehicles to access all the attractions of downtown Delray as it is two blocks north of 'The Avenue' and less than one mile from the beach, which further reduces its impact on the community and enhancing the "live-work-play" theme of Delray Beach (CP Goal NDC 1).



With the railroad corridor serving as a backdrop to downtown, mitigating noise pollution has become paramount. Employing innovative techniques such as specially engineered windows and insulation, the new building will act as a noise buffer to neighborhoods located to the east. The building is one block from the Pineapple Grove Arts District and boasts a large public art mural on its west wall that fronts the railroad tracks (which, by Florida Building Code, may not have windows or other penetrations). Delray Beach's artistic community is at the heart of its identity and the design allows the mural to add to the flavor of Delray.



The Maxwell's good proportions, elegant detailing, and sensitivity to the site and surrounding streets will produce a beautiful street composition and elevate the architectural expression of the area.