



HISTORIC PRESERVATION BOARD STAFF REPORT

10 SE 1st Avenue

Meeting	File No.	Application Type
December 4, 2024	2025-026	Certificate of Appropriateness and Amendment to the Master Sign Program

REQUEST

The item before the Board is consideration of an after-the fact Certificate of Appropriateness and amendment to the existing Master Sign Program (2025-026) associated with the installation of a wall sign, located at **10 SE 1st Avenue, Old School Square Historic District.**

GENERAL DATA

Owner: Jetport LLC
Applicant: Delray Orthodontics
Location: 10 SE 1st Avenue
PCN: 12-43-46-16-01-069-0010
Project Size: 0.157 Acres
Project Zoning: OSSHAD w/ CBD Overlay
LUM: HMU (Historic Mixed Use)
Historic District: Old School Square Historic District
Adjacent Zoning:

- North: OSSHAD w/ CBD Overlay
- East: CBD
- South: OSSHAD w/ CBD Overlay
- West: OSSHAD w, CBD Overlay

Existing Land Use: Commercial
Proposed Land Use: Commercial



BACKGROUND

The subject property is located at the southwest corner of E. Atlantic Avenue and SE 1st Avenue within the Locally and Nationally Designated Old School Square Historic District and is within the OSSHAD (Old School Square Historic Arts District) zoning district with CBD Overlay. The contributing building was constructed in 1924 as a two-story, Masonry Vernacular-style commercial building with stucco exterior, it was the home of the Delray Lodge of the Free and Accepted Masons. The building currently contains a mix of retail, office and restaurant uses.

In 1997, the HPB approved plans to renovate the building, which included the removal of the brick veneer on the exterior, restoration of the building’s stucco exterior, exposing and recapping the parapet, replacing the storefronts and second floor windows, adding stucco banding to the parapet, and adding stucco lintels and sills. Subsequently, the CRA recorded a historic façade easement in 1998 which ensured additional review and required written approval by the CRA for any proposed exterior changes.

<p>Project Planner: Katherina Paliwoda, Historic Planner, paliwodak@mydelraybeach.com Michelle Hoyland, Principal Planner, hoylandm@mydelraybeach.com</p>	<p>Review Dates: HPB: December 4, 2024</p>	<p>Attachments:</p> <ol style="list-style-type: none"> 1. Sign Documentation 2. Photographs
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The property owner received a \$45,000 façade easement grant for the approved renovation plans. The purpose of the easement was “to assure the preservation and maintenance of the historic structure.” In 2001, the HPB approved a COA request involving elevation changes that included a gate for the side entry along SE 1st Avenue, full length doors on Atlantic Avenue, and the striped bell canopy. This approval was not executed, and in 2002 the Board reviewed and approved a COA for additional elevation changes primarily relating to the installation of awnings, window replacement, and door replacement. A condition of approval was that the stucco exterior at the base of the windows (knee wall) on the north elevation be retained and that fixed windows be installed to mirror those which existed on the elevation.

Then, on August 2, 2009, HPB approved the following:

- North Elevation (Front-Facing East Atlantic Avenue)
 - o Replacement of existing fixed-windows adjacent to entry with folding glass doors containing transoms at top, and panels at the base;
 - o Replacement of existing fixed windows at west of elevation with folding glass windows containing transoms at top, with knee wall alterations to replicate panels on new doors;
 - o Installation of cantilevered aluminum canopy above the aforementioned openings; and,
 - o Replacement of existing entry door with single-pane French door.
- East Elevation (Side-Facing SE 1st Avenue)
 - o Replacement of existing fixed-windows adjacent to entry with folding glass doors containing transoms at top, and panels at bottom;
 - o Installation of cantilevered aluminum canopy above the aforementioned opening;
 - o Installation of two (2) new fixed windows with one (1) vertical muntin dividing each window; and,
 - o Painting of existing awnings above retail space located to the rear of the building (see colors below).
- New gooseneck lighting fixtures to be installed on north/front elevation and above arched entry on east/side elevation.
- Colors (All Elevations as applicable): Existing Proposed
 - o Windows: White White
 - o Canopies: N/A Black
 - o Awnings: Green Black (Paint Existing Awning)
 - o Lighting: N/A Black

At its meeting of June 2, 2010, the HPB considered a request to install a purple and cream striped vinyl awning with black, aluminum framing in place of the approved awning noted above, as well as a color change from cream to “Roxbury Caramel.” The awning was proposed to span the entire width of the front window openings. The request was approved with the condition that the awning span the width of the individual window openings as two separate awnings.

In July 2010, an administrative approval was granted to replace the HPB approved folding glass windows in the west opening on the front elevation with similar folding glass doors as those approved for the east opening.

At its meeting of October 20, 2010, the Board approved a two (2) wall signs for “Spot Coffee”, which is the main tenant in the building and faces East Atlantic Avenue. The signs, which are sandblasted and circular, measure 48” in diameter (16 square feet) and are located above the arched entry on both the front (north) and side (east) elevations. The frame is of aluminum and contains cove lighting. The colors of the Spot Coffee logo are shades of brown with purple accents to match the HPB approved purple and cream striped awnings.

At its November 3, 2010, meeting the HPB considered a request to alter the original western window opening by reducing its width by five feet (5’) in order to match the smaller opening to the east. The

existing width of the opening would not permit the full opening of the folding doors given the slope of the sidewalk, necessitating the reduction of the opening.

On July 6, 2012, HPB approved a request for a “Master Sign Program” for additional signage on the building, as follows:

- Projecting Wall Sign: 36” wide, 35” high (8.75 square feet)
 - Location: Centered between rear awnings
 - Double Sided
 - LED Illuminated
 - Raised Graphics: “Naked Hair”
 - Printed Graphics: “Salon & More!”
 - Colors: Black, Green, White
- Wall Plaque: 24” wide, 18” high (3 square feet)
 - Embossed Bronze Material
 - Raised Lettering: “MSW Building, 10 SE 1st Avenue, Originally built in 1924 by the Free and Accepted Masons and Redeveloped by Michael S. Weiner in 1996”
 - Raised Border
 - Sand Grained Burgundy Background
- Directory Sign (Second Floor Tenants): 26” wide, 18” high (3.25 square feet)
 - ½” thick plexiglass with tenant panels
 - All edges beveled
 - Colors: Gold and black

In 2018, administrative approvals were granted for a new aluminum storefront system on the front façade (north) and interior alterations, which separated the existing restaurant into 2 separate restaurants. There was no increase in square footage associated with this modification.

At its meeting of December 4, 2019, the HPB approved COA (2019-192) for exterior modifications, but the alterations were never completed and the approval subsequently expired.

At their meeting of September 7, 2022, the HPB approved COA 2022-221 for a material and color change to the existing awnings from purple and cream striped to solid blue. The application also included a color change to the exterior of the building, that were administratively approved by staff. The following is a list of the approved colors:

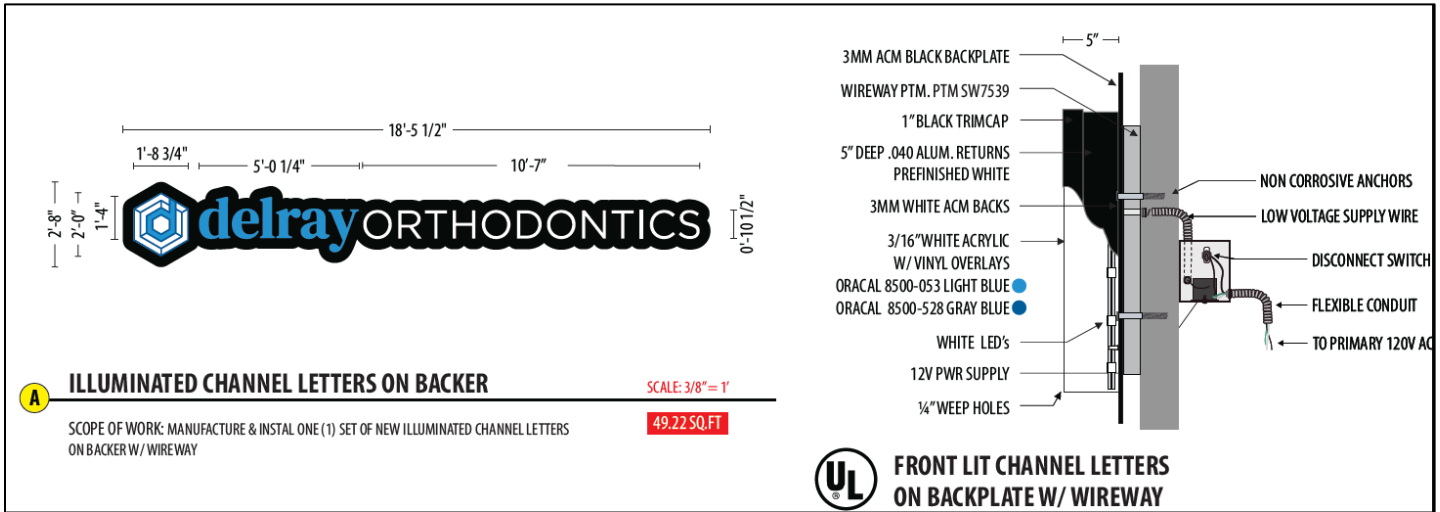
- Benjamin Moore “White Dove” #OC-17 - Stucco Walls
- Benjamin Moore “Sailor Sea Blue” #2063-40- Trim
- Benjamin Moore “Chantilly Lace” #OC-65 -Windows and Doors

On September 6, 2024, a code enforcement violation was issued for the subject property for the installation of a sign without permit (Sign Violation GV-24-00010473). The sign was installed in association with a new tenant occupying the space at 10 SE 1st Avenue. A Certificate of Appropriateness application was subsequently submitted on October 17, 2024, and is before the board for review.

PROJECT DESCRIPTION

The request before the board is an after-the-fact Certificate of Appropriateness for an amendment to the Master Sign Program in relation to a sign that was installed without approval nor a building permit. The installed signage is a 49.22 sq. ft., box cabinet sign. The sign is designed to be internally lit, although the current tenants do not utilize this feature. The color and material palette includes a black

backplate, white acrylic, with vinyl overlays, and two shades of blue: Oracal 8500-03 Light Blue & Oracal 8500-528 Gray Blue.



REVIEW AND ANALYSIS

Pursuant to Land Development Regulation (LDR) Section 2.4.12(A)(5), prior to approval, a finding must be made that any Certificate of Appropriateness is consistent with Historic Preservation purposes pursuant to Objective HPE 1.4 of the Historic Preservation Element of the Comprehensive Plan; the provisions of Section 4.5.1; the Delray Beach Historic Preservation Design Guidelines; and, the Secretary of the Interior’s Standards for Rehabilitation.

LDR SECTION 4.5.1 HISTORIC PRESERVATION

HISTORIC PRESERVATION: DESIGNATED DISTRICTS, SITES, AND BUILDINGS

Pursuant to LDR Section 4.5.1(E), Development Standards, all new development or exterior improvements on individually designated historic properties and/or properties located within historic districts shall, comply with the goals, objectives, and policies of the Comprehensive Plan, the Delray Beach Historic Preservation Design Guidelines, the Secretary of the Interior's Standards for Rehabilitation, and the Development Standards of this Section.

Pursuant to LDR Section 4.5.1(E)(2) – Major and Minor Development.

The subject application is considered "Minor Development" as it involves "the construction, reconstruction, or alteration of a building less than 25 percent of the existing floor area, and all appurtenances".

Pursuant to LDR Section 4.5.1(E)(3) – Buildings, Structures, Appurtenances and Parking: Buildings, structures, appurtenances and parking shall only be moved, reconstructed, altered, or maintained, in accordance with this chapter, in a manner that will preserve the historical and architectural character of the building, structure, site, or district:

Appurtenances: Appurtenances include, but are not limited to, stone walls, fences, light fixtures, steps, paving, sidewalks, signs, and accessory structures.

This request includes an after-the-fact amendment to an existing Master Sign Program for a single tenant. The amendment request is to allow a modification to an already established Master Sign Program, which is designed to allow for the type and numbers of signs to exceed the regulations.

Pursuant to LDR Section 4.5.1(E)(5) - Standards and Guidelines: a historic site, building, structure, improvement, or appurtenance within a historic district shall only be altered, restored, preserved, repaired, relocated, demolished, or otherwise changed in accordance with the Secretary of the Interior's Standards for Rehabilitation, and the Delray Beach Historic Preservation Design Guidelines, as amended from time to time.

The Delray Beach Historic Preservation Design Guidelines lists a series of recommended approaches to signage within historic districts. This includes the following:

- Use materials and sign types that are based on historical precedent. For example, the use of neon tubing was common during the Art Deco period but is inappropriate for buildings of another historical period.
- Place signage so significant architectural detail is not obscured.
- In commercial districts, the valance of an awning is often a visible and unobtrusive location for signage.
- Use indirect lighting when illuminating the sign.
- Avoid cabinet or box signs unless there is historical precedent.
- Ground-mounted signs are appropriate in cases of residential conversions.
- The scale of the signage should relate to the scale and detail of the historic building, and not overwhelm or call attention to the sign.
- The choice of typeface is a recommended way of conveying the period in which the building was constructed. Historic photographs of the period may be consulted to identify some common typestyles.
- The material of the sign need not be identical, but should be compatible with the construction materials of the building.
- For signs that are used in residential conversions, the application materials, of the original and sometimes details, is a recommended approach to sign design. For example,

for a masonry building, a masonry monument sign may be an appropriate choice. If the building possesses a parapet detail, the signage may reflect that detail, tying the two together.

Generally, the proposed vinyl material has been utilized throughout Historic Districts within the City, however, materials should be compatible with the construction material of the building. There is concern, however, with the design and integrated lighting of the sign, as it does not comply with the Delray Beach Historic Preservation Design Guidelines. The request includes a box cabinet sign, which is discouraged as box cabinet signs are more typical with a modern application for newer commercial buildings and may not convey the historic integrity of the structure. Further, such signage is not historically accurate, as such signage did not exist during the era of construction of the building. Finally, box cabinet signage is discouraged for use given the lighting is not indirect. Examples of indirect lighting would include a gooseneck style light that shines onto the sign. While it is noted that the sign is not currently illuminated, it was designed to have the capability to do so and could be turned on later in time. This could create a code enforcement issue in that should the sign be approved and later on illuminated, then the only corrective mechanism would be via a code enforcement violation.

SECRETARY OF THE INTERIOR'S STANDARDS

Standard 1

A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

Standard 2

The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

Standard 3

Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

Standard 4

Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

Standard 5

Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.

Standard 6

Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

Standard 7

Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

Standard 8

Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

Standard 9

New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

Standard 10

New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Standard 1, 3, and 5 are applicable. The proposal involves the after-the-fact installation of a sign along SE 1st Avenue for a dental office. With regards to **Standard 1**, the structure was originally constructed for commercial use, and the appearance of the signage should utilize characteristics of the historic appearance of the masonry structure, where the proposed signage does not appear to be compatible due to its modern design. This could be seen as changing the characteristics of the site and its historic environment.

Regarding **Standard 3**, there is concern that the installed signage could be seen as creating a false sense of historical development through adding conjectural features and architectural elements from other building styles to the masonry structure. Finally, regarding **Standards 5**, consideration should be given to incorporate signage that emulates the materials and appropriate lighting styles on the existing structure to maintain distinctive features and compatibility with the other signs on the structure that comply with the approved Master Sign Program.

Pursuant to LDR Section 4.5.1(E)(7) - Visual Compatibility Standards: new construction and all improvements to both contributing and noncontributing buildings, structures and appurtenances thereto within a designated historic district or on an individually designated property shall be visually compatible. In addition to the Zoning District Regulations, the Historic Preservation Board shall apply the visual compatibility standards provided for in this Section with regard to height, width, mass, scale, façade, openings, rhythm, material, color, texture, roof shape, direction, and other criteria set forth elsewhere in Section 4.5.1. Visual compatibility for minor and major development as referenced in Section 4.5.1(E)(2) shall be determined by utilizing criteria contained in (a)-(m). Visual compatibility for all development on individually designated properties outside the district shall be determined by comparison to other structures within the site.

- g. Relationship of materials, texture, and color. The relationship of materials, texture, and color of the facade of a building and/or hardscaping shall be visually compatible with the predominant materials used in the historic buildings and structures within the subject historic district.**
- i. Architectural Style, all major and minor development shall consist of only one architectural style per structure or property and not introduce elements definitive of another style.**

The installed signage includes the use of vinyl, which can be utilized on a historic structure, however it is most appropriate to utilize similar materials compatible with the masonry structure. Compliance with

this standard can be made by utilizing signage styles with appropriate materials to be visually compatible with the style of the historic structure.

The board will need to make a determination that the proposal is in compliance with the requirements of LDR Section 4.5.1, the Secretary of the Interior's Standards and Guidelines, and the Delray Beach Historic Preservation Design Guidelines.

LDR SECTION 4.6.7 - SIGNS

Pursuant to LDR Section 4.6.7(F)(2)(b), Signs requiring permits: Master sign and blanket sign programs. "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), respectively, 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 that the intent of the sign code is maintained, and the character of the community and neighborhood is not diminished. A Master Sign Program shall be approved by the Site Plan Review and Appearance Board or if the project is in a historic district or historically designated site, by the Historic Preservation Board. After approval of a Master Sign Program, individual signs consistent therewith shall be administratively approved."

LDR Section 4.6.7(F)(2)(c), Signs requiring permits: Master sign and blanket sign programs. "Nothing contained herein shall prevent diversity and creativity of individual signs in the Master Sign Program."

LDR Section 4.6.7(D)(2), Aesthetic qualifications: Basis, "the aesthetic quality of a building, or of an entire neighborhood, is materially affected by achieving visual harmony of the sign on or about a structure as it relates to the architecture or the building or the adjacent surroundings. In addition to the limitations on signs imposed in Subsections (E) and (K), the following aesthetic considerations must be met.

- a) Garishness: The overall effect of the lettering, configuration or color of a sign shall not be garish. "Garish" signs are those that are too bright or gaudy, showy, glaring, and/or cheaply brilliant or involving excessive ornamentation. Garish signs are not in harmony with and are not compatible with the building or adjacent surroundings.**
- b) Scale, design, and location:**
 - 1. Signs shall be appropriate in size, scale, and design for the neighborhood or streetscape where it is to be located.**
 - 2. Signs placed on structures shall be proportionate in size and scale to the building facade, designed consistently with the building architecture, and positioned harmoniously with building features; architectural features shall not be provided solely for the purpose of accommodating signage, but shall relate to building location, function, and use.**
- c) Quality: All signs shall have a professional appearance that enhances the visual aesthetics of the area."**

The Master Sign Program as articulated in LDR Section 4.6.7(F)(2)(b), is to be utilized when the development of a project is of such scale or character that the normal application of the design and/or aesthetic standards of Subsections (D) and (E), respectively, will not result in an effective sign program and can be more permissive than said standards is necessary. The master sign program thoroughly facilitates the automatic granting of waivers and adjustments to Subsections (D) and (E), thereby safeguarding the intrinsic principles of the sign code and the character of the community. Any future modifications or requests for alterations and/or additional signage, including considerations of size,

color, and placement, is considered an amendment to the approved Master Sign Program and may require board approval.

The subject request is for an after-the-fact amendment to the approved Master Sign Program. The sign is a wall mounted box cabinet sign with the ability to have internally illuminated letters. This installed wall sign faces SE 1st Avenue. As this is a multi-tenant site, the board will need to make a determination that the proposed amendment to the Master Sign Program possesses **the aesthetic quality of the building and neighborhood (the Old School Square Historic District) and achieves visual harmony on the structure as it relates to the architecture of the building and adjacent surroundings.** It is noted that the signage which exists on the building received prior approval (Haagen Dazs and Andre Dupree Designer Handbags (no longer in business) and is of a different style to the subject installed sign. Given the fact that there is a potential for additional signage to be placed along the structure, such could use the subject signage as a basis for approval should the request be approved.



As previously mentioned, there is concern with the material and design of the installed signage as it pertains to appropriateness for this specific historic structure. Should the request be approved by the board, it is noted that Master Sign Program will be amended to include signage that is in line with this specific design, provided they align with the surrounding environment in terms of size, scale, design, and appropriateness of location.

LDR Section 4.6.7(H)(9) - Exempt Signs

(9) Window signs.

- (a) Plastic or painted signs may be placed upon windows when limited to 20 percent of the aggregate glass area, per tenant space or per main use**
- (b) Paper signs displayed two feet or more from the inside of the glass but which are visible from the outside shall be limited to 20 percent of the aggregate window area, per tenant space.**

It is noted that there is also signage placed within two of the existing windows, which are considered exempt signs when they are 20% or less of the aggregate glass area per tenant space. The window signs will need to be reduced if they are in excess of this requirement.

COMPREHENSIVE PLAN

Pursuant to the Historic Preservation Element (HPE), Objective 1.4, Historic Preservation Planning: Implement appropriate and compatible design and planning strategies for historic sites and properties within historic districts.

The objective shall be met through continued adherence to the City’s Historic Preservation Ordinance and, where applicable, to architectural design guidelines through the following policies:

HPE Policy 1.4.1 - Continue to require that the Historic Preservation Board make findings that any land use or development application for a historic structure, site or within a historic district, is consistent with the provisions of the Secretary of the Interior’s Standards for Rehabilitation, the Land Development Regulations, and Delray Beach Historic Preservation Design Guidelines.

The proposal is for an after-the-fact Certificate of Appropriateness for an amendment to the existing Master Sign Program for the subject property. The board will need to make a determination that the request can be found to be consistent with the provisions of LDR Section 4.5.1 relating to historic sites and districts as well as the Secretary of the Interior’s Standards and the Delray Beach Historic Preservation Design Guidelines.

ALTERNATIVE ACTIONS

- A. Move to continue with direction.
- B. Approve Certificate of Appropriateness and Amendment to the Master Sign Program (2025-026), for the property located at **10 SE 1st Avenue, Old School Square Historic District**, by finding that the request and approval thereof is consistent with the Comprehensive Plan and meets the criteria set forth in the Land Development Regulations.
- C. Approve Certificate of Appropriateness and Amendment to the Master Sign Program (2025-026), for the property located at **10 SE 1st Avenue, Old School Square Historic District**, by finding that the request and approval thereof is consistent with the Comprehensive Plan and meets the criteria set forth in the Land Development Regulations, subject to the following conditions:
- D. Deny Certificate of Appropriateness and Amendment to the Master Sign Program (2025-026), for the property located at **10 SE 1st Avenue, Old School Square Historic District**, by finding that the request is inconsistent with the Comprehensive Plan and does not meet the criteria set forth in the Land Development Regulations.

PUBLIC AND COURTESY NOTICES

<input checked="" type="checkbox"/> Courtesy Notices are not applicable to this request	<input checked="" type="checkbox"/> Public Notices are not required for this request. <input checked="" type="checkbox"/> Agenda was posted on (11/27/24), 5 working days prior to the meeting.
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