



**HISTORIC PRESERVATION BOARD MEMORANDUM**

**10 SE 1<sup>ST</sup> Avenue**

Meeting	File No.	Application Type
February 5, 2025	2025-026	Certificate of Appropriateness and Amendment to the Master Sign Program

**REQUEST**

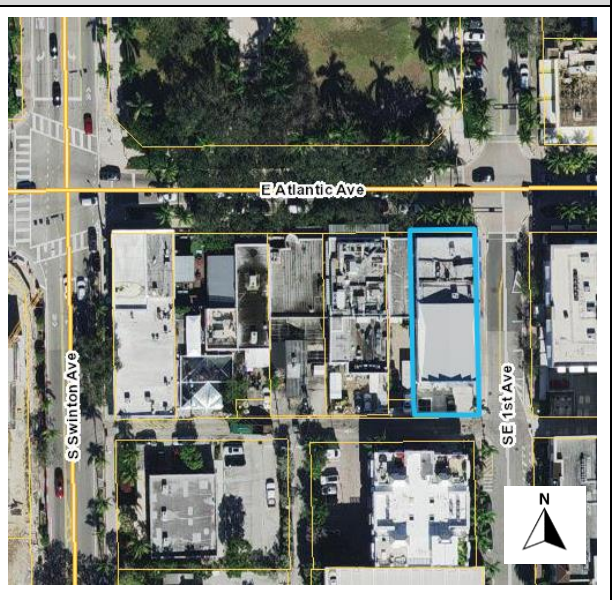
The item before the Board is consideration of an after-the fact Certificate of Appropriateness and amendment to the existing Master Sign Program (2025-026) associated with the installation of a wall sign, located at **10 SE 1<sup>ST</sup> Avenue, Old School Square Historic District.**

**GENERAL DATA**

**Owner:** Jetport LLC  
**Applicant:** Delray Orthodontics  
**Location:** 10 SE 1<sup>ST</sup> 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.

The complete project history can be found in the December 4, 2024, HPB Staff report.

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 1<sup>ST</sup> Avenue. A Certificate of Appropriateness application was subsequently submitted on October 17, 2024.

<p><b>Project Planner:</b>          Katherina Paliwoda, Senior Planner, paliwodak@mydelraybeach.com          Michelle Hoyland, Principal Planner, hoylandm@mydelraybeach.com</p>	<p><b>Review Dates:</b>          HPB: February 5, 2025</p>	<p><b>Attachments:</b></p> <ol style="list-style-type: none"> <li>1. Sign Documentation</li> <li>2. Photographs</li> </ol>
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At their December 4, 2024, meeting the Historic Preservation Board reviewed the request and ultimately continued the COA with concerns over the Land Development Regulations requirements and the existing Master Sign Program. The board also asked for a history of sign approvals relating to the Haagen Dazs and Andre Dupree businesses, which is as follows:

In February of 2019, a building permit was submitted for Haagen Dazs signage. The submittal was administratively approved as the proposal was deemed consistent with the Master Sign Program for the building.

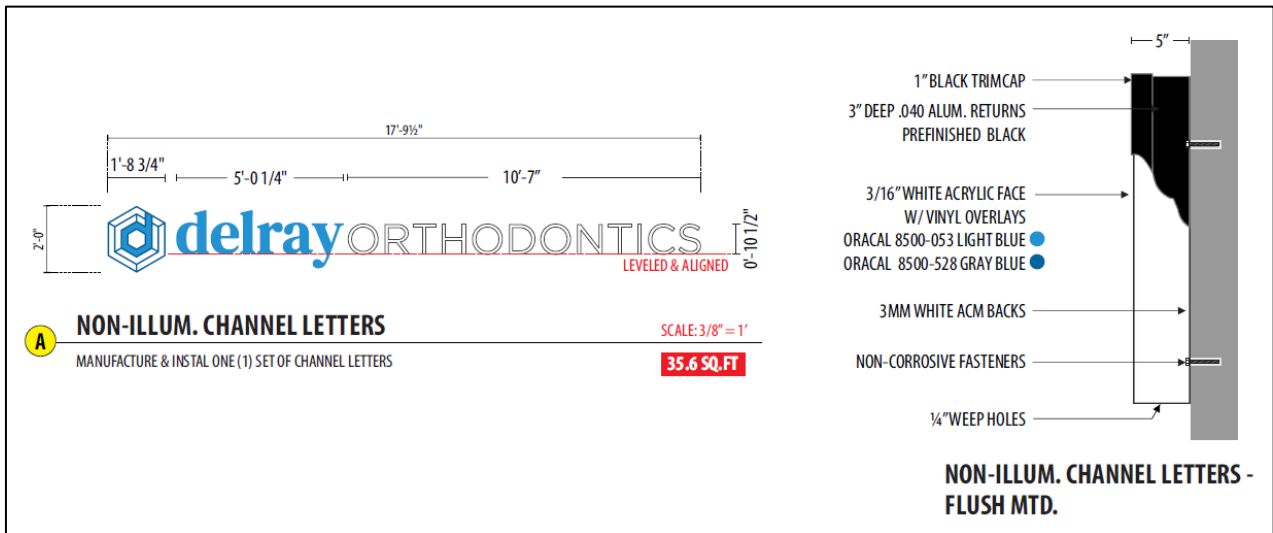
On November 25, 2019, two wall signs for Andre Dupre were administratively approved via the building permit process, also deemed consistent with the Master Sign Program. The approved signs were each 18.25 sq. ft., non-illuminated, red & black wall signs. The signs were to be located on the north and east sides of the building.

It is noted that processing the review of signage that is compliant with an approved Master Sign Program is typically reviewed in association with a building permit. This process ensures streamlining and efficiency since the initial Master Sign Program approval rests with the board.

The request was scheduled for review by the HPB at their meeting of January 15, 2025. However, the request was continued as the applicant made changes to the proposed sign, which we included in their presentation, but did not submit the changes to staff for review prior to publication of the board's agenda. Staff has reviewed the proposed changes and the modified request is now before the board for review.

### PROJECT DESCRIPTION

The request before the board is a Certificate of Appropriateness for an amendment to the Master Sign Program in relation to a sign that was installed without approval or a building permit. Following the Historic Preservation Boards initial review of the installed 49.22 sq. ft. sign at their December 4, 2024, meeting, the applicant has made modifications to the design of the sign. The revised proposal includes an overall square footage reduction of 13.5 sq. ft to a proposed 35.6 sq. ft., removal of the black backplate, and removal of the electrical component for the internally lit letters. The same acrylic & vinyl material will continue to be utilized, however the color palette has been modified to only include two shades of blue: Oracal 8500-03 Light Blue & Oracal 8500-528 Gray Blue, and the white. The letters are now independent rather than a box/cabinet sign.





## 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 amendment to an existing Master Sign Program for a single tenant. The amendment request is to allow modification of an 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.

The installed signage utilizes acrylic and vinyl, and the newly proposed modified signage will also utilize the same materials. Generally, vinyl material has been utilized throughout Historic Districts within the City, however, materials should be compatible with the construction material of the building. In many cases, vinyl material will be manufactured to have a wood grain appearance. The applicant has since modified their request to remove the integrated electrical component for the illuminated letters, thus eliminating the concern with the internally lit letters. To remedy the modern appearance of the signage, the installed black backplate is proposed to be removed. This will leave only applied letters and the business logo on the building's façade; a compatible application for wall signage within historic districts. There are no proposed methods of illuminating the sign with the new proposal at this moment. However, examples of indirect lighting would include a gooseneck style light that shines onto the sign.

## **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 3, and 5 are applicable. The request involves new signage along SE 1<sup>st</sup> Avenue for a dental office. Regarding **Standard 3**, there was concern that the installed box/cabinet sign 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. The applicant has revised the proposal by removing the black box/cabinet backplate, which weighed heavily in the modern appearance of the signage, and the overall square footage of the sign has been reduced. Finally, regarding **Standard 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. The revised proposal will continue to utilize the acrylic and vinyl materials; however, the electrical component that is currently installed is proposed to be removed. This will allow for other indirect lighting options to be applied at a later date, which can be administratively reviewed at the staff level.

**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. The revised proposal retains the use of acrylic/vinyl signage material, however the overall appearance of the sign with the removed backplate can be considered more compatible with the existing architectural style and similar signs on the building.

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 & adjustments to Subsections (D) and (E), thereby safeguarding the intrinsic principles of the sign code & 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. Below is the required, installed, & proposed sign information. The maximum permitted signage area is 30 sq. ft. per sign, where the proposed signage is 35.6 sq. ft. Additionally, the proposed sign would be the 4<sup>th</sup> sign on the building where only 2 signs are permitted per lot. The request is to allow more signs on the building than the code permits and to allow the sign to exceed the maximum area limitations.

OSSHAD	Type of Sign	Quantity	Area (max.) per sign	Location	Height
Permitted	Wall	2 per lot, parcel or development	30 sq. ft.	On building face	No max.
Installed	Wall	4 <sup>th</sup> sign on the building (currently 3 on the building)	49.22 sq. ft.	On building face	10'8" from the ground
Proposed	Wall	4 <sup>th</sup> sign on the building (currently 3 on the building)	35.6 sq. ft.	On building face	11' from the ground

The installed sign faces SE 1<sup>st</sup> Avenue and is a wall mounted box/cabinet sign with the ability to have internal illumination. The revised proposal involves removal of the black backplate and internal illumination component. 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. The new proposed signage is more in-line with the Andre Dupree Designer Handbags signage, as the backplate is proposed to be removed. Given the fact that there is a potential for additional signage to be placed along the structure for other businesses, if approved as installed the proposal could become a basis for other applicants to exceed the code regulations via the Master Sign Program process. The proposed signage is substantially closer in size and appearance to other approved signs on the structure than what was installed.

As previously mentioned, there was concern with the material and design of the installed signage as it pertained to appropriateness of the existing historic structure. The revised proposal reduces this concern by eliminating the black backplate which made the sign appear modern while scaling the overall appearance down. Additionally, the revised design results in a reduction of the overall size of the sign. Finally, the installed electrical component will also be removed. The applicant could chose to install indirect lighting, which would be compatible and harmonious with the historic structure and district. 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 a 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 1<sup>st</sup> 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 1<sup>st</sup> 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 1<sup>st</sup> 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 (1/29/25), 5 working days prior to the meeting.
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