



3705 North Federal Highway
Delray Beach, Florida 33483
T.561.733.2225 AA26000726
info@hnm-architecture.com
www.hnm-architecture.com

Dear Historic Preservation Board,

Now that the property at 143 S Swinton Ave is being repurposed as commercial office space, we would like to propose the addition of (2) wall signs, that would be mounted on the West and South facades of the new addition's structure, and not on the original structure, facing S Swinton Avenue and SE 2nd Street.

The scale of the signs is proportional to the building and to the wall it is being mounted. With a sign area of less than 20 square feet (10 square feet under the permissible amount set forth by the LDRs), the proposed signage will not detract from the building's architectural style or call attention to itself.

The colors will directly relate to the appearance of the structure (white trim with dark gray accents). An aluminum build will ensure the signage retains a presentable appearance over time.

The type of style is both historically significance and significant to our company's reputation. This has served as our logo for years and is important for brand recognition. Using our logo is not intended to act as advertising but rather as a wayfinding sign for customers. The font used is "century gothic" which was influenced by the sans serif style. Sans serif font design dates to the post Victorian design revolution of the 1920 and 1930s. Sans serif fonts are used in other historically significant buildings wall signs including the Cornell Art Museum and the Crest Theater.

Wall signs are a familiar sight to the OSSHAD district; many nearby buildings, such as the Crest Theater/School (for which this district is named after), and the Cornell Museum have tastefully implemented wall signs on their facades (see attached pages for examples). We propose a similar approach: to tastefully represent the structure's use, while respecting the historic significance and aesthetic appearance of the neighborhood.

The suggestion of the city is to utilize a free-standing sign instead of a wall sign. Out site plan does not allow for a free-standing sign to be placed in a non-obtrusive location. Additionally, matching the sign to the material of the building (cedar shakes) will be difficult to accomplish without compromising the design. Although the idea of uniformity in materials can be beautifully executed this is not one of those times. It is important to have a juxtaposition of the materials when one material already has a busy pattern (both 2 dimensional in the natural wood marking and 3 dimensional in the overlapping of shingles). In other words, using a free-standing sign would not allow more opportunity to match original materials than a wall sign. There is no parapet style to complement as suggested in the Delray Beach Historic Preservation Design Guidelines.

Recent Signage Precedent

On April 3, 2019, the historic board approved a COA for a flat wall sign at Elisabetta's restaurant. The request was approved on the basis that neon was not visible and instead illuminated from the interior. It is suggested in the Delray Beach Historic Preservation Design Guidelines that signs be lit using indirect lighting but because it did not take away from the architectural design of the building it was approved. Additionally, the colors, material and type were not consistent with the style or historical period of the building. Similar decisions were made on March 6, 2019, for Tapas 35 restaurant, and on November 7, 2018 for Tin Roof. These are relevant because we are not asking for the sign to be illuminated from the interior as it is not the suggestion of The Delray Beach Historic Preservation Design Guidelines. Other suggestions in The Delray Beach Historic Preservation Design Guidelines that are consistent with our proposal include the following:

- Place signage so significant architectural detail is not obscured.
- Use indirect lighting when illuminating the sign.
- 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.

Justification Statement -Compliance with Visual Compatibility Standards LDR Section 4.5.1(E)(7)

1. Height: N/A
2. Front facade proportion: The signs are proportional to the other design elements on the façade. Both signs are to be horizontally centered between windows with an equal proportion vertically to the windows.

3. Proportion of openings (windows and doors): N/A
4. Rhythm of solids to voids: N/A
5. Rhythm of buildings on streets: N/A
6. Rhythm of entrance and/or porch projections: N/A
7. Relationship of materials, texture, and color: The signs are to have a flat, smooth texture. This juxtaposition is the overwhelming texture of the shake shingles covering every façade of the building. Although the idea of keeping the materials/textures continuous is visually appealing in some contexts this project is an exception. With the shingles having 3-dimensional texture they also have 2-dimensional texture in the form of natural wood markings. Adding more wood to the façade will create a chaotic relationship. This is why we chose to use colored aluminum. To keep the consistency between the sign and building the two colors of the sign are already used in the project.
8. Roof shapes: N/A
9. Walls of continuity: N/A
10. Scale of a building: The scale of the signs is to be proportional to the other façade elements. The area of each sign is less than 20 square feet, so as not to distract from the architectural style of the building.
11. Directional expression of front elevation: The signs are to be street facing which is consistent with all other building signage across the historic district.
12. Architectural style: The signs are designed to not distract from the architectural style of the building or bring attention away from other features of the building. The signs will blend in seamlessly.
13. Additions to individually designated properties and contributing structures in all historic districts: N/A

Sincerely,

The HNM Architecture team









3705 North Federal Highway
Delray Beach, Florida 33483
T.561.733.2225 AA26000726
info@hnm-architecture.com
www.hnm-architecture.com





Not in OSSHAD, but is directly adjacent to it.