



DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

SITE PLAN REVIEW AND APPEARANCE BOARD STAFF REPORT

Lisa Building

Meeting	File No.	Application Type
November 9, 2022	2022-252 SPF-SPR-CL1	Establish a Master Sign Program
Property Owner	Applicant	Agent
104 - 106 Delancey Realty LLC	Art Sign Company	Denise Williams

Request

Consider the establishment of a Master Sign Program for the property located at 47 SE 5th Avenue, associated with the multi-tenant building known as the Lisa Building.

General Data

Location: 47 SE 5th Avenue

PCN: 12-43-46-16-01-109-0091

Property Size: 0.30 Acres

Land Use Map Designation: Commercial Core (CC)

Zoning: Central Business District (CBD), Central Core Sub-district

Adjacent Zoning:

- North, South, East, & West: CBD, Central Core Sub-district

Existing / Approved Use: Retail



Background

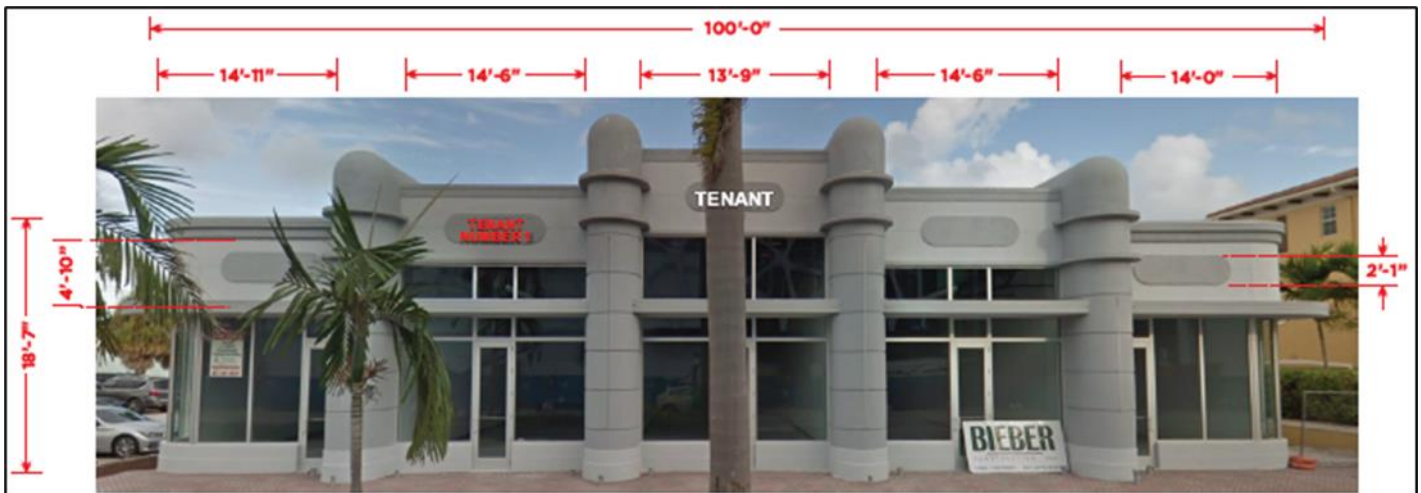
The Lisa Building is located on the east side of SE 5th Avenue, south of East Atlantic Avenue. The 7,249 square foot, one-story building was approved by the Board in 2017. The building was approved in the Art Deco style and developed for retail use within five bays, all which face SE 5th Avenue.



Update

On October 12, 2022, the Board considered the request (in renderings below) and voted 6-0 to continue with direction (Steve Cohen was absent). During the Board's consideration and discussion of the item, concerns were expressed regarding:

- The design and location of the Directory sign on the north elevation.
- The lack of restriction color limitations in the sign program
- The placement of signage on the building, and other more appropriate placements, identified as "missed opportunities".

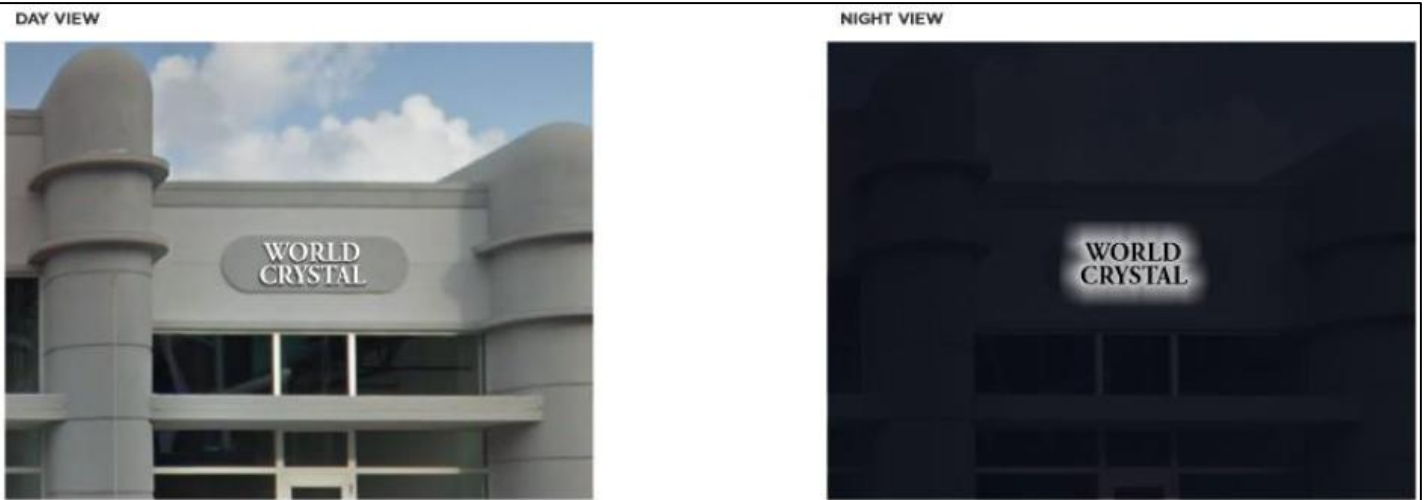


The applicant has adjusted the proposal and provided a revised sign program that is more consistent with the architecture of the building and overall design. The revisions are provided in the description and the Staff Report analyzes and reviews the new submittal.

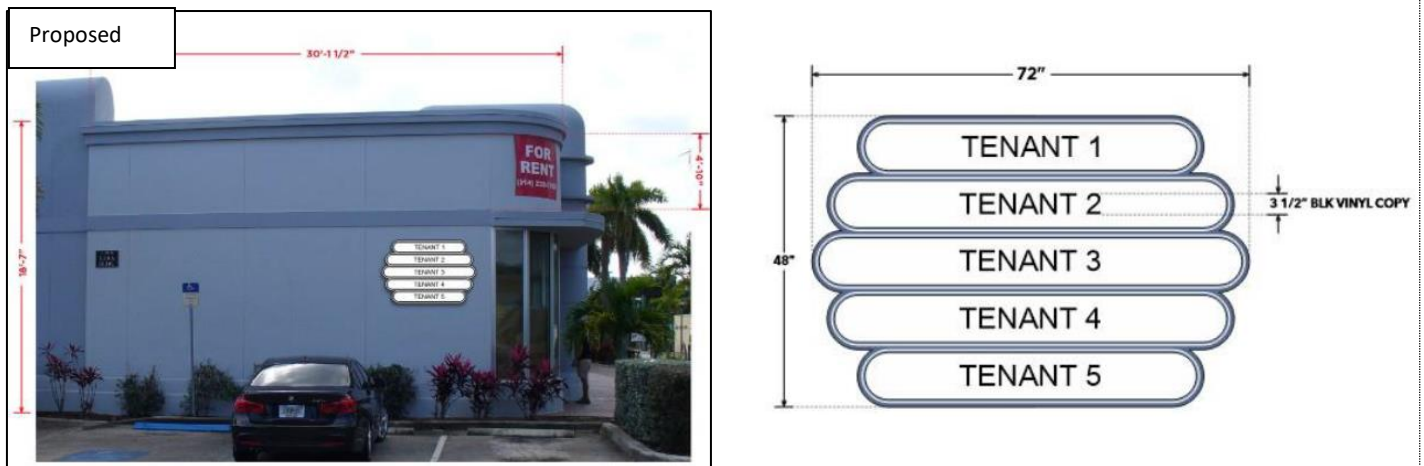
Description of Proposal

The proposed Master Sign Program includes both Building Directory signage and tenant signage for each bay. The tenant signage is located within the space designed for signage above each bay. The fonts are limited to four fonts (Futura Medium, Mont Bold, Adobe Garamond Pro Bold, and Bodoni BT Bold) for the tenant panels and the wall signage, and the colors are limited to any trademark logos, or, if not trademarked, black, red, and white.

Tenant Signage: The program offers the tenants wall signage that consist of channel lettering / logo shapes, reverse channel letters. The dimensional lettering shall be 3-inch thickness, computer routed for an even and consistent finish. Letter height shall be a minimum of 5 inches tall and not exceed 12 inches including capital letters (either one line or two lines of copy).



Directory Sign: The directory sign is proposed on the north elevation below the stucco band bisecting the blank wall and is in view of the vehicular and pedestrian traffic coming from East Atlantic Avenue. The directory sign measures approximately 6 feet by 4 feet for a total of 24 square feet and is internally illuminated behind five white plex tenant panels. The tenant panels have rounded edges.



Review and Analysis: Master Sign Program

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.

A sign program shall be developed whenever there are multiple tenant spaces on a property and/or within a building. The one-story building with five individual tenant bays requires that a Master Sign Program be established. The establishment of a Master Sign Program allows for the administrative processing and approval of future signage provided the intent of the approved program details are met. The program should take into consideration the appropriateness of the style of the signs, including placement, with relationship to the architectural style of the building. While the program should generally allow for diversity and creativity, the aesthetic qualifications for signs should ensure that an overall compatible aesthetic will result.

Pursuant to **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 applicant has limited the wall sign colors and the fonts in the Master Sign Program to incorporate signage that is in harmony with the building aesthetic for the Art Deco architectural style of the building. The Delray Beach Architectural Design Guidelines identify appropriate architectural styles for the downtown, which includes Art Deco. Signage on Art Deco buildings should be "integrated" signage and designed to provide contrast to the building mass. Neon lighting is often a feature of Art Deco signage. The Lisa Building is designed with neon turquoise accents that can be seen at nighttime. The Board should consider whether neon tubing signs would better accentuate the building Art Deco architecture.



A Directory sign is defined by the LDR as "a sign listing the tenants names, locations, buildings, or group of buildings." Directory signs are meant to be centrally located for customers, such as the main lobby of a building, and provide on-site directions for multi-tenant buildings. However, taking the design and purpose of the proposed directory sign, the sign is essentially a wall-mounted monument sign, which is a common sign type found along the side of the road meant to capture the attention of vehicular traffic. The Board should consider if the placements and type is appropriate, or could another method achieve the goal, such as the installation of a monument sign.

Board Considerations

The Board should consider the following modifications to the proposed Program to ensure compatibility with the building:

1. If neon tubing signs would better accentuate the building's Art Deco architecture.
2. If the proposed directory sign is necessary and/or properly placed for a pedestrian-centric downtown location.

Board Action Options

- A. Move **approval** of the establishment of the Master Sign Program (2022-252) for the **Lisa Building** located at **47 SE 5th Avenue**, by finding that the request meets the criteria set forth in the Land Development Regulations.
- B. Move **approval, as amended**, of the establishment of the Master Sign Program (2022-252) for the **Lisa Building** located at **47 SE 5th Avenue**, by finding that the request meets the criteria set forth in the Land Development Regulations.
- C. Move **denial** of the establishment to the Master Sign Program (2022-252) for the Lisa Building located at **47 SE 5th Avenue**, by finding that the request does not meet the criteria set forth in the Land Development Regulations.
- D. Move to **continue with direction**.