



DEVELOPMENT SERVICES

BUILDING | HISTORIC PRESERVATION | PLANNING & ZONING

SITE PLAN REVIEW AND APPEARANCE BOARD STAFF REPORT

Lisa Building

Meeting	File No.	Application Type
September 28, 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 Use: Retail



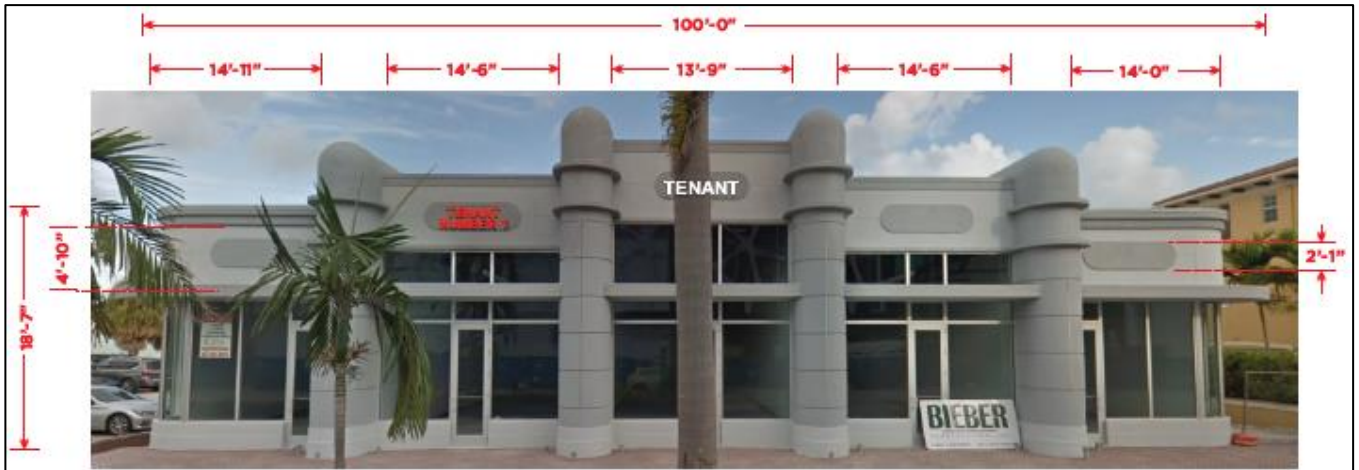
Background

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 of which face SE 5th Avenue.

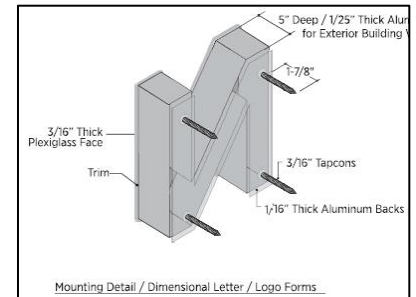


Description of Proposal

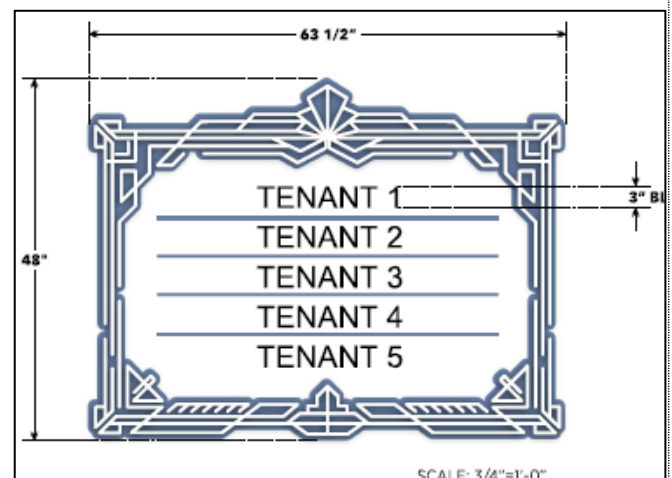
The proposed Master Sign Program includes both Building Directory signage and tenant signage for each bay. The tenant signage is located within the space designed for signage above each bay. The directory sign is proposed on the north elevation, in view of the vehicular and pedestrian traffic coming from East Atlantic Avenue.



Tenant Signage: The program offers the tenants wall signage that consist of channel lettering / logo shapes, internally illuminated. The dimensional lettering shall be 5-inch thickness, computer routed for an even and consistent finish. Letter height shall be a minimum of 5" tall and not exceed 12" including capital letters (either one line or two lines of copy), logo shapes or other forms.; corporate (trademark) logo styles are permitted. The letter font, color, and logo will be at the landlord discretion.



Directory Sign: The directory sign measures approximately 5 feet, by 4 feet for a total of 20 square feet and is internally illuminated behind the five white plex tenant panels. The directory sign is located within the top quarter of the north elevation, between the stucco band and parapet coping.



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.*

To maintain aesthetic appeal, any proposed wall signs shall not extend beyond the decorative, oval sign bands above each tenant bay designed specifically for signage. While the signs themselves may not be considered garish, the Board should consider if the sign designs are in harmony with the building aesthetic or appropriate for the Art Deco architectural style of the building. The Delray Beach Architectural Design Guidelines identify appropriate architectural styles for the downtown – Art Deco being a preferred style. Signage on Art Deco buildings should be “integrated signage with modern font type,” which include Helvetica, Futura, Avenir, and Bodina. While the signage is integrated with the façade, the proposed letter style, however, is not a common or ideal type for an Art Deco building. Art Deco signage is often seen with back lit letters or in neon and take a vintage theatrical look. See examples below.



The Board should consider whether a different style of lettering, signage type (i.e. attached lettering illuminated by accent lighting), or if a specific font would be more harmonious with the building architecture and character of the downtown.

The proposed directory sign is designed to include Art Deco features and grey tone colors complimentary to the building, while providing visual interest to capture the attention of potential customers traveling south on East Atlantic Avenue. However, brightly lit wall signage, is more commonly found in an autocentric area outside of a traditional downtown area. While neon lighting is often a feature of Art Deco signage, it should be considered whether an internally lit directory sign is appropriate and necessary to capture the attention of potential customers walking through the downtown, and whether the proposed internal lighting is consistent with both the character of a traditional downtown and the building's architectural style.



In addition to the consideration of the appropriateness of the design, it is important to note that 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 and provide on-site directions for multi-tenant buildings. Taking the design and purpose of a 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.

Board Considerations

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

1. If the proposed directory sign is necessary and/or properly placed for a pedestrian-centric downtown location.
2. If the wall signs should be revised to a more appropriate style consistent with the architectural style of the building.

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**.