



## Cover Memorandum/Staff Report

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**File #:** 18-0366 CRA

**Agenda Date:** 6/11/2019

**Item #:**

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**TO:** CRA Board of Commissioners  
**FROM:** DJ Lee, Property/ Project Manager  
**THROUGH:** Jeff Costello, CRA Executive Director  
**DATE:** June 11, 2019

### UPDATE - NORTHWEST/SOUTHWEST NEIGHBORHOOD IDENTIFICATION SIGNS

#### **Recommended Action:**

Board direction.

#### **Background:**

In the early 2000s, the City coordinated with the various neighborhood associations in the Northwest/Southwest (NW/SW) Neighborhoods to install free-standing neighborhood identification signs for each association, which typically corresponded with the associate subdivision plat of the area. Overtime, the existing signs have deteriorated, and they need to be replaced.

At the August 15, 2018 CRA Board meeting, CRA Staff presented a design option for new neighborhood monument identification signs in the Northwest/Southwest neighborhoods prepared by the design consultant, Currie Sowards Agulia Architect ("Architect"). The sign design was a poured in place concrete model with an estimated cost of \$7,000. As an alternative a foam material was also explored, the cost estimate for which was \$6,000. Approximately 22 signs would be installed, totaling approximately \$165,000. The Board reviewed the design and suggested an alternative material as coquina in-lieu of the stone finish. Additional discussion ensued that suggested alternatives that are more consistent with the free-standing identification signs that are being replaced.

Based on the input received, the Architects prepared four (4) design concepts which were presented to the Board at the November 13, 2018 Board meeting with cost estimates ranging from \$3,700-\$6,300. The Board voted to table the item pending a public meeting to gain feedback on the designs from the community members.

Thereafter, the signs were presented at the following meetings: Elder's Breakfast on November 29, 2018, the NW/SW Neighborhood Alliance on December 17, 2018, and a Community Meeting at Pompey Park on January 22, 2019 coordinated by the CRA. In general, the comments included the preference to proceed with the original design and to include The Set logo. Also, if an alternative design sign is considered, it should include The Set logo.

At the February 12, 2019 CRA Board meeting the item was tabled with direction for staff to further meet with the Board separately to obtain feedback, which provided below:

- Concerned with the size and character of the proposed monument signs.
- Could support the scale was reduced.
- Branding logo should be embossed within the actually sign.

- Freestanding signs would be more in keeping with the historic character of Delray Beach.
- Monument sign are more appropriate at the entrance of a much larger development.
- Installation of signs should occur concurrently with the installation of neighborhood infrastructure to improvements to ensure there are no conflicts and would not be out of place.

Neighborhood identification signs can also be incorporated into the street signage similar to street signage in many historic districts. Neighborhood identification via street signage is also proposed as part of the Osceola Park neighborhood improvements project. This type of signage can be included with the NW/SW Neighborhood capital improvements projects. It is noted, if desired, monument style identification signs signifying the entrance or gateways to the Northwest and Southwest Neighborhoods may also be considered as a future phase as part of the proposed Citywide wayfinding signage program that is in progress.

Attachment(s): Exhibit A - DRAFT Powerpoint Presentation

**CRA Attorney Review:**

N/A

**Finance Review:**

N/A

**Funding Source/Financial Impact:**

Funding in the amount is \$170,000 has been allocated in GL# 5640- NW/SW Neighborhood Identification Signs

**Timing of Request:**

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