



March 11, 2020

Michelle Hoyland, Principal Planner
Development Services Department
City of Delray Beach
100 NW 1st Avenue
Delray Beach, Florida 33444

RE: HPB CONCEPT REVIEW FOR DIGITAL SIGNAGE AT OLD SCHOOL SQUARE

Dear Ms. Hoyland,

Old School Square is seeking a Concept Review from the Historic Preservation Board to install digital signage on our campus. With 5 venues that host more than 3,600 events per year the need to modernize our marketing is imperative. We believe that programable electronic signage is a necessary mechanism to provide both residents and visitors with event information for our facility. In the past we have used banners on a limited basis with limited success. The banners are inefficient, ineffective and tend to be unsightly. While OSS is arguably the epicenter of the downtown, we have always struggled to take advantage of our highly visible location due to the lack of signage.

The proposed digital signage would allow us to rotate multiple messages from a single compact location. The images would be static and would rotate on no less than a 20 second interval. Initially we will be requesting our first sign to be located on Old School Square property along Atlantic Avenue. It would be readable for cars and pedestrians approaching from both the east and west directions. The current design is two sided with a proposed display area not to exceed 32 square feet (see attached rendering). In the future we would like to place an additional smaller sign near the corner of the Old School Square Garage and NE 1st St. Though at this time we are only pursuing the proposed sign along Atlantic Avenue. An additional benefit to electronic signage will be the ability for the City of Delray Beach to use it to message residents and visitors when there is a state of emergency, such as evacuation or boil water notices.

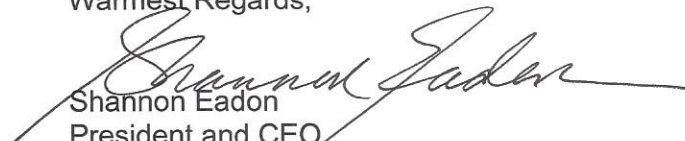
We believe the best way to facilitate this change would be to amend the LDR's to allow for digital signage in "Nationally Designated Historic Sites in the Old School Square Historic Arts District." This would ensure that this site was the only property in our city where digital signage is permitted.

We have attached a site plan for Old School Square. The location of the proposed sign along Atlantic Avenue is shown. We have verified that this location, as well as the future location near the garage, work with the Old School Square Master Plan (March 29, 2017).

We have also attached a detailed rendering of the proposed signage. This concept is from the late Robert Currie and is intentionally minimalist in design. The screen size is 4'H x 8'W and is double sided. The base is 3'H x 10'W with 12"H to 18"H perimeter planting.

We look forward to meeting with HPB and hope that this current design meets with their approval.

Warmest Regards,


Shannon Eadon
President and CEO
Old School Square