

RIVIERA BEACH CRA PROJECT STATUS UPDATE OCTOBER 2020



PROJECTS FACILITATED BY TREASURE COAST REGIONAL PLANNING COUNCIL

TASK 2: CRA CORE GATEWAY SIGNAGE PROJECT

Process

- Information Gathering & Due Diligence
 - Existing Context
 - Code Review
- Community Outreach
 - Mail
 - Survey
 - Interviews
- Design Recommendation Development
 - Review of Best Practices
 - Community Outreach Input
- Grant Program Development
 - Selection criteria
- Applying Recommendations
 - Pilot Program Business Signs
 - Wayfinding Program

CRA CORE GATEWAY SIGNAGE PROJECT: Due Diligence



CRA CORE GATEWAY SIGNAGE PROJECT: OUTREACH

Approximately **100 Postcards** sent on to Blue Heron Blvd & Broadway Avenue business in addition to direct mail to approximately **35 businesses** which may qualify as Pilot Project locations.

Now is the time to enhance commercial property with great signage.

Eligibility Requirements:

- ✓ The program is for commercial properties located in the CRA District located on Blue Heron Boulevard and Broadway Avenue.
- ✓ Residentially zoned properties are excluded.
- ✓ All proposed improvements must meet the CRA's Guidelines and be approved by the CRA Board.
- ✓ Applications will be ranked based on the CRA Selection and Ranking Criteria.
- ✓ All work must be done in compliance with applicable City of Riviera Beach Building Codes and Land Development Regulations.
- ✓ All contractors must be licensed in Riviera Beach or Palm Beach County.

If you own or lease property within the CRA along Blue Heron Boulevard or Broadway Avenue and are interested in improving the signage at your business,

visit: www.rbcr.com/Signage-Grant
or call: 561-844-3408



The Riviera Beach CRA is launching a Business Signage Improvement Grant Program!

The Community Redevelopment Agency wants to hear from business owners along Broadway Avenue and Blue Heron Boulevard about how signage can be improved in the Riviera Beach CRA District.

For more information, visit:
www.rbcr.com/Signage-Grant
or call: 561-844-3408

Riviera Beach CRA District Business Owners:

BOOST YOUR COMMERCIAL BUILDING'S CURB APPEAL



The Signage Grant Program will be developed to provide commercial properties with financial assistance (grant) to improve the existing signage along our major right-of-way corridors in the CRA District. Attractive signage not only improves the appearance of our neighborhood, but benefits the visibility of businesses in our community.

CRA CORE GATEWAY SIGNAGE PROJECT: OUTREACH

An online public input survey was distributed through CRA social media including Facebook & Instagram for 5 days and received **71 responses**.



Take the Public Input Survey

RIVIERA BEACH CRA

Your Input Matters

RIVIERA BEACH
COMMUNITY
REDEVELOPMENT
AGENCY

Demographics:

Most responses identified as **living in Riviera Beach**.

The most common mode of travel identified was by **car (63)** or **walking (45)**.

Bike was reported high use as well with **33** respondents' frequently or sometimes biking.

CRA CORE GATEWAY SIGNAGE PROJECT: OUTREACH

The survey solicited feedback on visual preference for sign types & fact-finding regarding wayfinding needs with a mix of closed & open-ended questions.

How often do you use the following: *




	Frequently	Sometimes	Rarely
Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car (including Uber or Lyft)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus (Palm Tran)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What are the special places, attractions, and amenities in Downtown Riviera Beach that should be identified with wayfinding signage? Rank the top three.

- Marina Village
- Ocean Walk
- Port of Palm Beach
- Bicentennial Park
- Municipal Beach
- Other: _____

If there was a theme to be used as a concept for Riviera Beach signage, what should it be? *

Which types of projecting or hanging business sign do you find most attractive? Rank the images below from 1 to 3. (1 being most attractive) *

	FIXED PROJECTING SIGN	HANGING PROJECTION SIGN	HANGING SIGN
			
	A	1	2
	B	<input type="radio"/>	<input type="radio"/>
	C	<input type="radio"/>	<input type="radio"/>





What about the signs above do you like most?

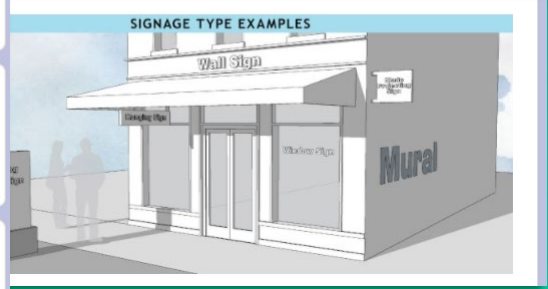
Your answer _____

What about the signs above do you dislike?

Your answer _____

Which types of business signs do you find most attractive? Rank the images from 1 to 4 (1 being least attractive) *

	EQUAL LETTERS & HALO LIT	CUSTOM CABINET & FACE ILLUMINATED
		
	B	
	PAINTED	INDIVIDUAL LETTERS ON WIREWAY
		
		D



CRA CORE GATEWAY SIGNAGE PROJECT: OUTREACH

Survey Results reflected top destinations...



Ocean Walk was mentioned 59 times followed by Marina Village with 56 mentions.

CRA CORE GATEWAY SIGNAGE PROJECT: OUTREACH

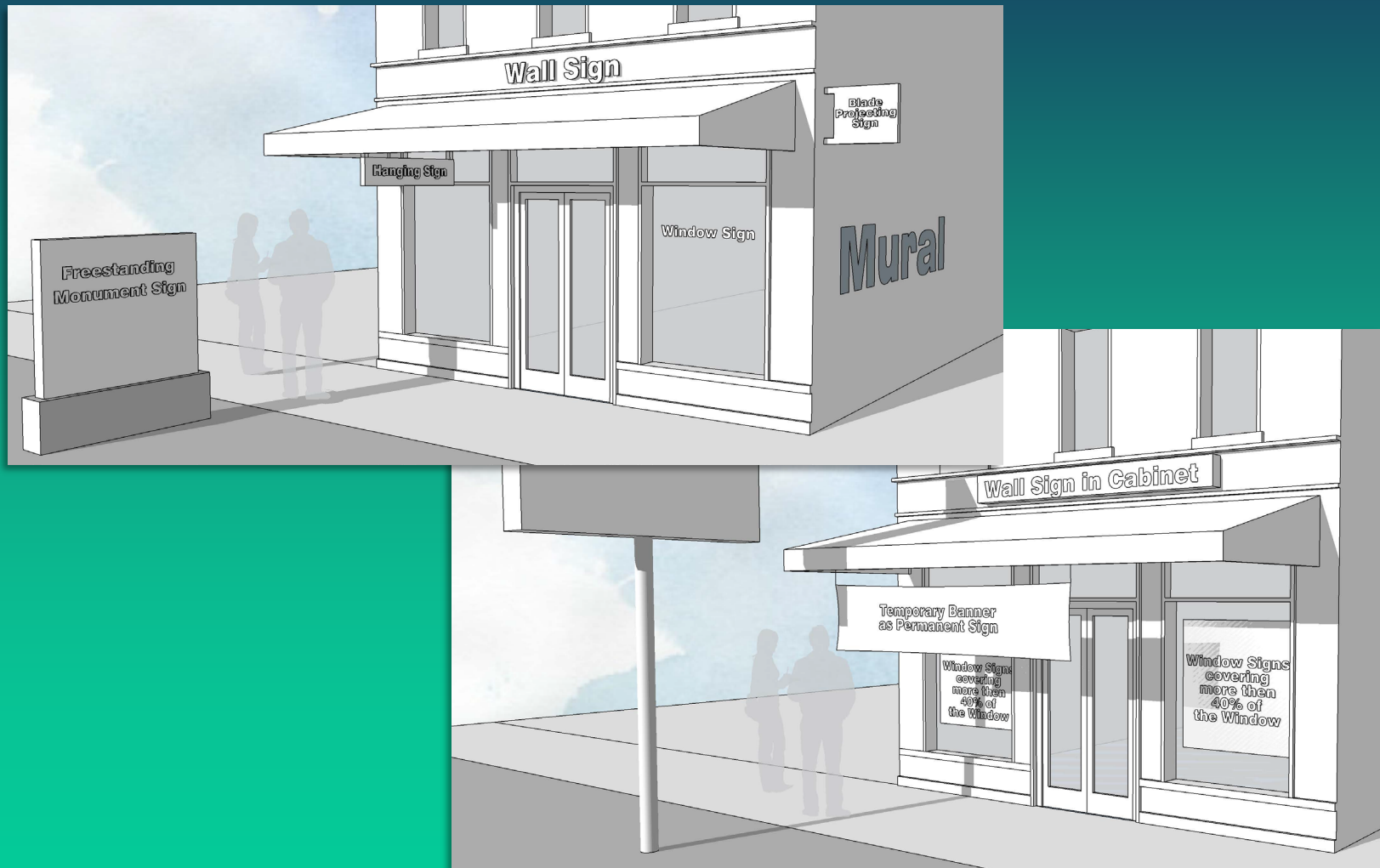
Survey Results reflected aesthetic preferences...



Words: elegant, color mentioned the most followed by clean line, readability, simple, design, & easy.

CRA CORE GATEWAY SIGNAGE PROJECT: DESIGN

Standardizing language & reference visuals for common understanding of signage components and terms.



CRA CORE GATEWAY SIGNAGE PROJECT: DESIGN

Standardizing language & reference visuals for common understanding of signage components and terms.

POWER LOCATION FOR INDIVIDUAL LETTERS



Figure 3 Reverse illuminated channel letters on concealed raceway



Figure 4 Face illuminated channel letters mounted on wireway



Figure 5 Face illuminated channel letters mounted on raceway

CABINET



Figure 14 Cabinet side with push through or routed copy



Figure 6 Cabinet sign with push through or routed copy



Figure 7 Face illuminated cabinet sign

FREESTANDING



Figure 8 Monument sign



Figure 9 Double post

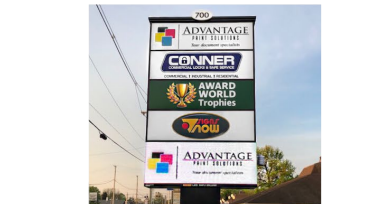


Figure 10 Single pole & pylon signs

HANGING

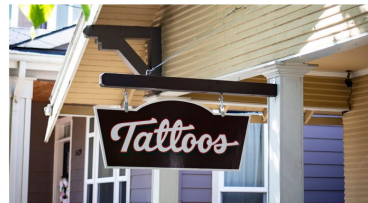


Figure 11 Pedestrian blade sign projection



Figure 12 Suspended or under canopy



Figure 13 Banner

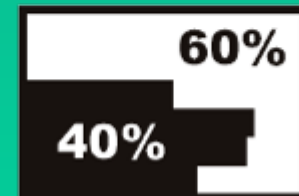
CRA CORE GATEWAY SIGNAGE PROJECT: DESIGN

**Research & data-based recommendations for effective signs.
For example:**

A normal reader requires 0.7 seconds of observation time per word to adequately comprehend a message so limiting the number of words in a sign can increase visibility and viewer recall.

Based on the speed of vehicles on Blue Heron Blvd & Broadway **letters should be no smaller than 7" with 9"** for legibility.

Despite the desire to fill up available signage space – industry standard provides that signs are more effective when 60% are blank space and that letters, logos and images should only take up 40% of the sign.



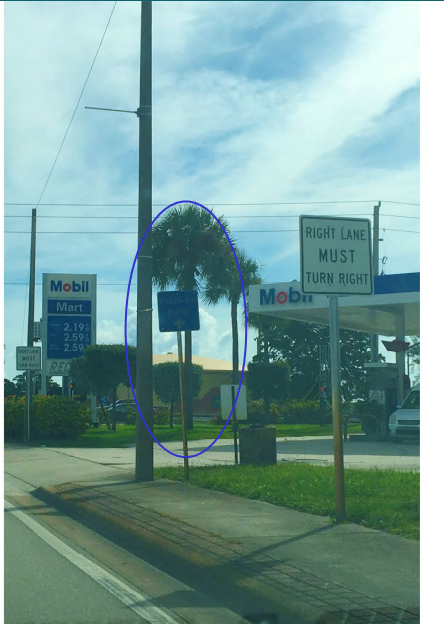
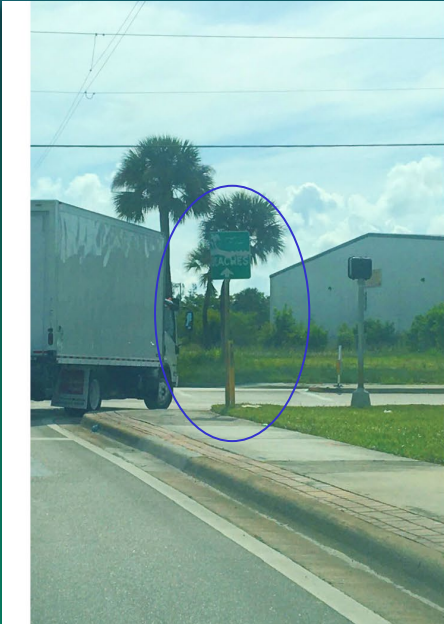
CRA CORE GATEWAY SIGNAGE PROJECT: GRANT PROGRAM

PROPOSED SIGN PROGRAM EVALUATION CRITERIA

Category	Description	Measure
Location	Only properties fronting Broadway or Blue Heron Boulevard will be considered.	Not applicable.
Visual Impact	Unsuccessful signage as described in Section 2 will not be considered.	Not applicable.
Grant Leverage	Property Improvement Grant funding	If property is also awarded and participating in Property Improvement Grant funding 10 pts are awarded.
Tenure	Length of Property Ownership or Lease Agreement	Tenants have a lease of 30 year or more.
Efficiency	Number of Tenants. All tenants in property must agree to participate.	Each participating tenant within a single property is worth 10 pts.
Code Compliance	Degree of Nonconformity of Existing Signage	Removal of each nonconforming sign would be worth 5 pts.
Net Improvement	Condition of Existing Signage	Removal or improvement of each poor condition sign, sign infrastructure (i.e. pedestal, poles, or raceways) would be worth 5 pts.
Economic Impact	Benefits a locally owned Business or Franchise.	Each locally owned Business or Franchise within a single property is worth 15 pts.
Effective Age	Age of Existing Signage	Installed prior to 2005

CRA CORE GATEWAY SIGNAGE PROJECT: WAYFINDING

Examples of what is out there today on Blue Heron Blvd...



CRA CORE GATEWAY SIGNAGE PROJECT: WAYFINDING

Signage can build from an existing pool of iconography.



Port of Palm
Beach



Marina
Village



Municipal
Beach



Ocean
Walk

CRA CORE GATEWAY SIGNAGE PROJECT: WAYFINDING

Proposed options for the future....



OPTION "A"



OPTION "B"



OPTION "C"



OPTION "D"

TASK 2: CRA CORE GATEWAY SIGNAGE PROJECT

ACTIONS UNDERWAY

- ✓ Surveyed Blue Heron & Broadway Corridors to assess conditions
- ✓ Developed typical cost estimates with sign company for potential signage improvement candidates
- ✓ Initiated “gateway” business signage concept with sign company
- ✓ Developed preliminary Signage Grant Program selection criteria
- ✓ In production of illustrative graphics
- ✓ Study of “Wayfinding Destinations” and determination of best locations for Wayfinding Signage
- ✓ In production of “Wayfinding Destinations”
- ✓ Initiated Outreach to property owners with mail and direct contact and engaged in scheduled interviews
- ✓ Initiated Outreach to public with Online survey

TASK 2: CRA CORE GATEWAY SIGNAGE PROJECT

NEXT STEPS

- Complete outreach by Interviews to potential Pilot Projects
- Complete Core Signage Gateway Draft

TASKS	ESTIMATED TIMEFRAME
Presentation of Recommended Program to CRA Board	November

FOR MORE INFORMATION:

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