

RIVIERA BEACH CRA

CORE GATEWAY SIGNAGE PROJECT

FEBRUARY 2021



PROJECT FACILITATED BY TREASURE COAST REGIONAL PLANNING COUNCIL

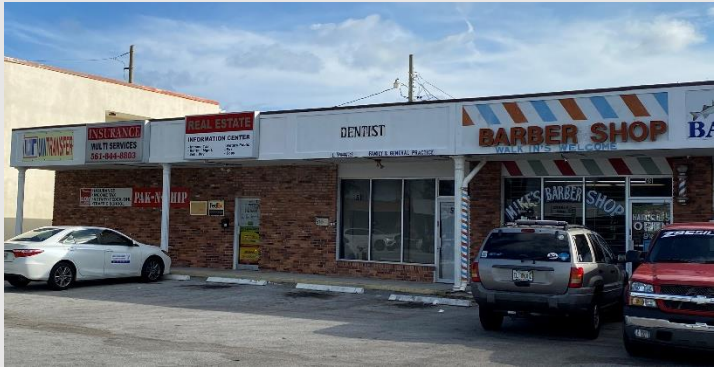


Process

- Information Gathering & Due Diligence
 - Existing Context
 - Code Review
- Community Outreach
 - Mail
 - Survey
 - Interviews
- Design Recommendations
 - Review of Best Practices
 - Community Input
- Recommended Grant Program
 - Public Outreach Approach
 - Pilot Program Business Signs
 - Selection Criteria & Process
- Recommended Wayfinding Program
 - Thematic Concepts
 - Key Destinations



EXISTING CONDITIONS



COMMUNITY OUTREACH

Approximately **100 Postcards** sent 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
commercial properties

Eligibility Requirements:

- ✓ The program is for commercial properties in the CRA District located on Blue Heron Blvd & Broadway Avenue.
- ✓ Residentially zoned properties are not eligible.
- ✓ All proposed improvements must meet the CRA District Guidelines and be approved by the CRA District.
- ✓ Applications will be ranked based on the CRA District Selection and Ranking Criteria.
- ✓ All work must be done in compliance with the City of Riviera Beach Building Code and Development Regulations.
- ✓ All contractors must be licensed in either the City of Riviera Beach or Palm Beach County.

If you own or lease property within the CRA District along Blue Heron Boulevard or Broadway Avenue and are interested in improving the signage on your property, visit: www.rbcra.com/ 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.rbcra.com/Signage-Grant or call: 561-844-3408

Riviera Beach CRA District Business Owners:
BOOST YOUR COMMERCIAL BUILDING'S CURB APPEAL

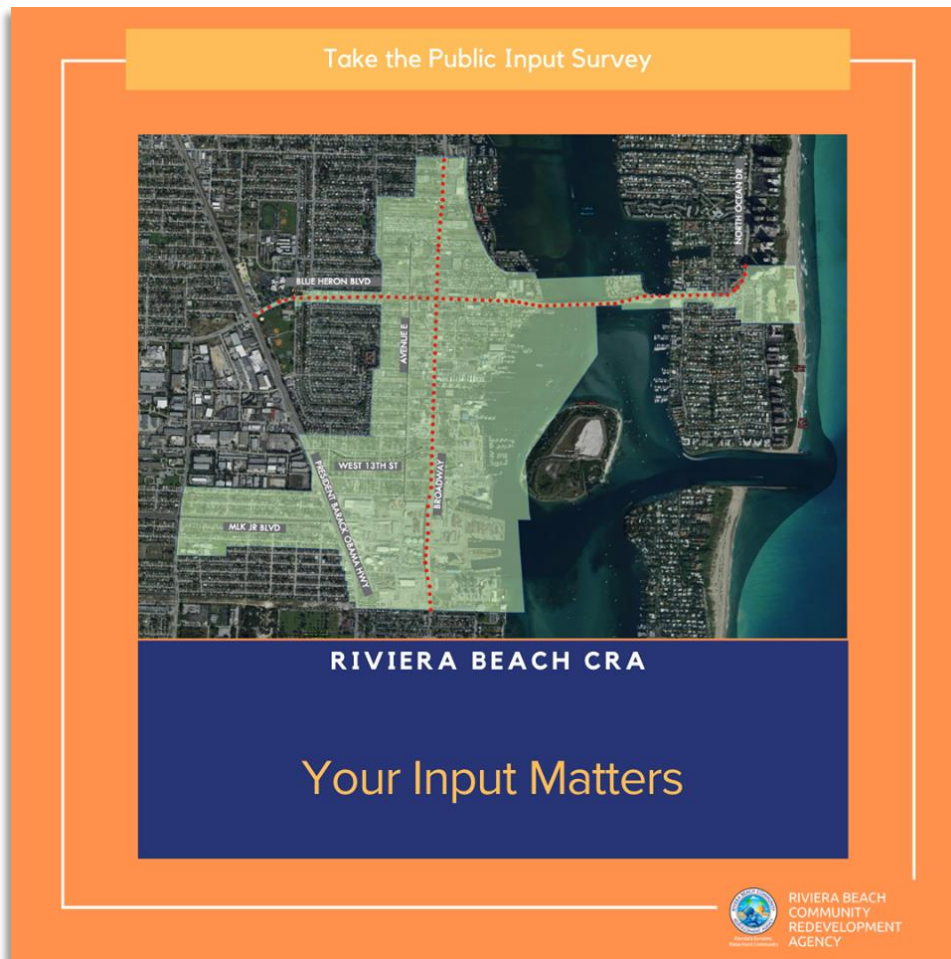


The Signage Grant Program will be developed to provide commercial properties with financial assistance (grant) to improve the existing signage along our major right-of-way corridors in the CRA District. Attractive signage not only improves the appearance of our neighborhood, but benefits the visibility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



COMMUNITY OUTREACH

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



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.



DESIGN CRITERA

Research & data-based recommendations for effective signs.

DESIGN CRITERIA #1: 60% OPEN SPACE

When creating a freestanding sign or a sign where lettering will be placed on a surface 60% of that space should remain blank, and only 40% of the sign should include the copy or words and logos.



Figure 37 The graphic above illustrates 60% blank space of the signage surface and 40% copy (text, graphics, etc.) coverage of the surface.

DESIGN CRITERIA #2: REDUCE THE NUMBER OF WORDS

Using more than five words on most signs is going to be more than what the average consumer can read or recall in a reasonable amount of time.

# of Words	Normal Reader	Non-fluent or Dyslexic
1	0.7 seconds	3-13 seconds
3	2.1 seconds	9-19 seconds
5	3.5 seconds	15-25 seconds
7	4.9 seconds	21-31 seconds

Figure 38 Standard Letter Height Guidelines for Commercial Signage according to speed of driver from Signline issue 51, 2007.

DESIGN CRITERIA #3: USE THE RIGHT SIZE LETTERS

Considering the speed on Blue Heron Boulevard and Broadway the vast majority of a sign's copy directed at vehicles should be no smaller than 7-inches. This applies to wall signs and freestanding signs. Pedestrian-scaled signs, like those on storefront windows or sandwich board signs, may have different dimensions. Blue Heron Boulevard has posted speed limits of 30-mph and 35-mph. Broadway has a posted speed of 35-mph.

Vehicle Speed	Time	MRLD	Min Letter Size
25 mph	37' / second	200'	7 inches
30 mph	44' / second	240'	7 inches
35 mph	51' / second	280'	9 inches
35 mph	59' / second	320'	9 inches

Figure 39 Standard Letter Height Guidelines for Commercial Signage according to speed of driver from Signline issue 51, 2007.



DESIGN CRITERA

DESIGN CRITERIA #4: WINDOW SIGN SHOULD NOT COVER MORE THEN 40% OF THE WINDOW

Window signs are very helpful at a pedestrian scale and often tell patrons the business name, operated hours, or additional details about the business or promotions. However, if window signs consume a window or glazing area, it can have the reverse affect and be perceived as visual clutter. If the business inside cannot be seen and important information is lost, it is a deterrent.

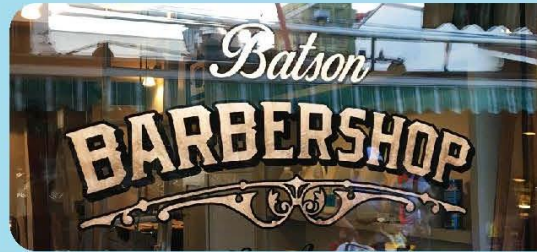


Figure 40 Painted sign by Blue Jacket Sign Company allows the activity inside the business to be seen while still creating an attractive sign to advertise the business.

DESIGN CRITERIA #5: NO MORE THEN FOUR COLORS

Too many colors can become visual clutter. Simplicity while maintaining interest helps to capture the most attention of potential customers.



Figure 42 Image from Winter Park, Florida by Boogich on Getty Images. Image shows that few colors can have a dramatic impact on visibility.

DESIGN CRITERIA #6: LIMIT VARIATION IN MULTI-TENANT PROPERTIES

The type of sign, lighting source, and font sizes should be consistent throughout a building or plaza center. Limiting the palette of colors and font style also helps to create an attractive business storefront and property.



Figure 41 Image of building in Coconut Grove in Miami from Visitors Bureau with multiple tenants and consistent awnings, lighting and letter size. Each tenant uses their own logo or font to create identity but conforms to the standards of the building.

DESIGN CRITERIA #7: FOLLOW THE RECOMMENDATIONS ON THE FOLLOWING PAGES

Follow the guidelines for successful signage types, lighting and materials on the following two pages and avoid what is described in the “unsuccessful” category.



DESIGN CRITERA

SUCCESSFUL



Figure 43 Reverse illuminated channel letters on concealed raceway

SUCCESSFUL



Figure 44 Face illuminated channel letters mounted on wireway

UNSUCCESSFUL



Figure 45 Face illuminated channel letters mounted on raceway

POWER SOURCE

Sign lighting should be integrated into the architectural features of the building. Power sources, raceways and conduits should be concealed to minimize their visual impact.

CABINET

Plastic face box or cabinet signs shall not be allowed. Face changes of existing box or cabinet signs may be acceptable. Instead, use cabinets with three dimensional faces and letters.



Figure 54 Cabinet side with push through or routed copy



Figure 46 Cabinet sign with push through or routed copy



Figure 47 Face illuminated cabinet sign

FREESTANDING

Freestanding signs should be lit with integrated lighting or externally lit by concealed lighting. Monument signs and double post signs are preferred. Single pole or pylon signs are not eligible through the Grant Program.



Figure 48 Monument sign or ground signs



Figure 49 Figure 9 Double post



Figure 50 Figure 10 Single pole & pylon signs

HANGING

Hanging signs are signs that project from a building wall and are supported by metal brackets. These signs can come in all shapes and sizes and are sometimes made in the likeness of objects and symbols associated with an actual type of business.



Figure 51 Pedestrian blade sign projection



Figure 52 Suspended or under canopy



Figure 53 Banner



DESIGN CRITERA

SUCCESSFUL

LIGHTING

Signs should be lit to encourage continuous activity and advertise the business at night. Halo-lit type illumination is encouraged. Halo-lit or reverse channel lit consist of aluminum faces and sides mounted away from the wall and project illumination to the wall surface giving the sign a halo effect.



Figure 55 Reverse channel LED halo-lit letters

SUCCESSFUL



Figure 56 Front-lit LED channel letters with translucent acrylic faces

UNSUCCESSFUL



Figure 57 Florescent lighting, neon

MATERIALS

Sign materials should be high quality, durable and easy to maintain.



Figure 60 Metals, wood, & wood-like materials like high-density-urethane



Figure 58 Well maintained painted signs



Figure 59 Vinyl banners, acrylic and plexiglas

SUCCESSFUL



Figure 62 Activity inside can be seen by those outside the building. The signs are of high quality durable materials. The scale of signage should address both the pedestrian and those traveling by vehicle.

UNSUCCESSFUL



Figure 61 Activity inside is obscured by banners and window coverings. The materials such as plastic face-lit cabinets and banners are not durable and long lasting. The pole sign is too high and contributes to signage clutter and does not address the pedestrian.



SELECTION CRITERIA

PROPOSED SIGN PROGRAM EVALUATION CRITERIA

CATEGORY		MEASURE
1	LOCATION	Fronting Broadway Avenue or Blue Heron Boulevard
2	VISUAL IMPACT	Signage follows guidelines provided
3	GRANT LEVERAGE	Connecting the two Grant Programs
4	TENURE	Length of Property Ownership or Lease Agreement
5	EFFICIENCY	Number of Tenants
6	CODE COMPLIANCE	Degree of Nonconformity of Existing Signage
7	NET IMPROVEMENT	Condition of Existing Signage
8	ECONOMIC IMPACT	Benefits a locally owned Business or Franchise
9	EFFECTIVE AGE	Age of Existing Signage



CRA CORE GATEWAY SIGNAGE PROJECT: PILOT PROJECTS



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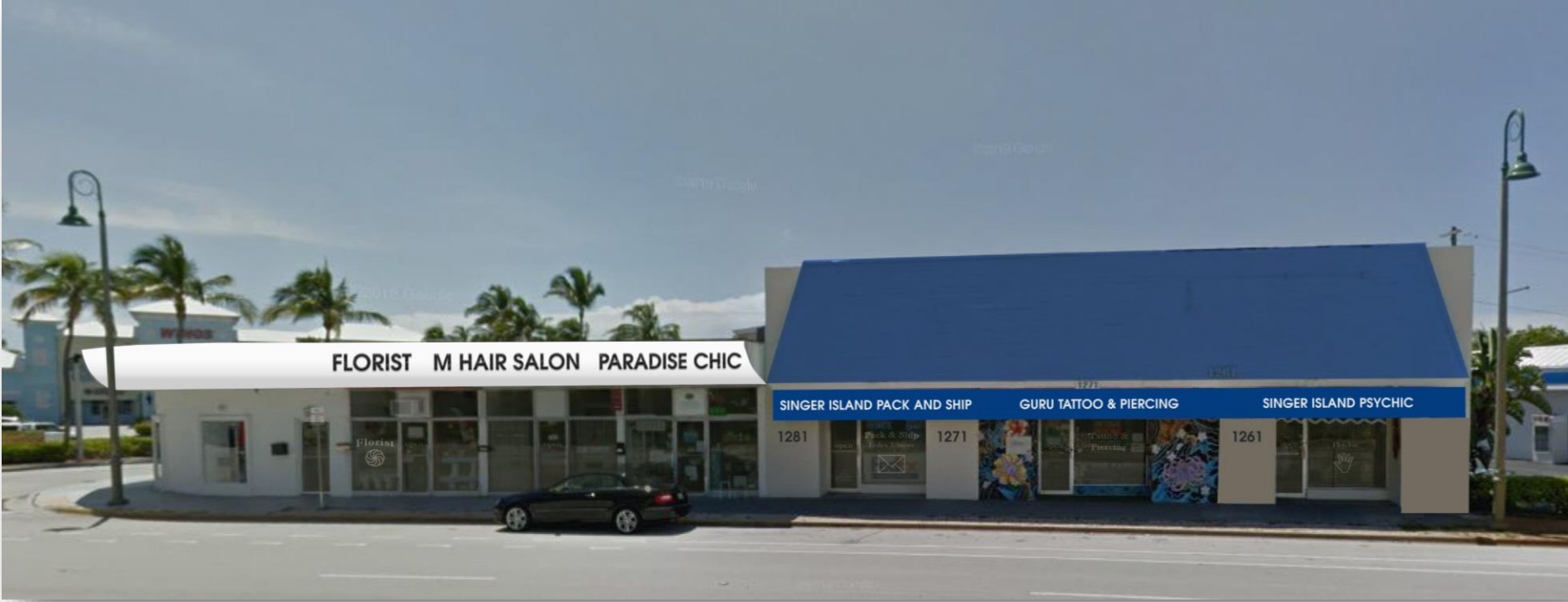
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WAYFINDING PROJECTS

Concepts for future discussion...



ACTIONS COMPLETED

OUTREACH

- ✓ Surveyed Blue Heron & Broadway Corridors to assess conditions
- ✓ Outreach to property owners with mail and interviews
- ✓ Outreach to public with online survey

SIGN CONCEPTS & PROGRAMMING

- ✓ Developed typical sign improvements & cost estimates for corridor properties
- ✓ Produced illustrative graphics of sign concepts for property owner review
- ✓ Developed recommended grant selection criteria
- ✓ Identified wayfinding themes and key destinations
- ✓ Produced illustrative graphics of Wayfinding concepts



NEXT STEPS

- Approval of the Core Gateway Signage Project Draft & Recommendations
- Begin taking Applications for the Signage Grant Program





JESSICA CORTOR SEYMOUR, RA
REGIONAL PLANNER
JSEYMOUR@TCRPC.ORG

TREASURE COAST REGIONAL
PLANNING COUNCIL
772.221.4060