



CITY OF FORT PIERCE

PLANNING DEPARTMENT

COMPREHENSIVE PLANNING ♦ DEVELOPMENT REVIEW
HISTORIC PRESERVATION ♦ URBAN DESIGN ♦ URBAN FORESTRY ♦ ZONING

MAY 27TH, 2014

Agenda Item 5A

Owner/Applicant

Hoyt C Murphy Jr.

Representative

Rachel Heddings
Big Brothers Big Sisters

Location

403 N US HWY 1

Parcel

2410-603-0017-000-8

Historic Status

Non-contributing Structure within the Avenue D Historic District

Requested Action

Construct a second ground sign at the subject site

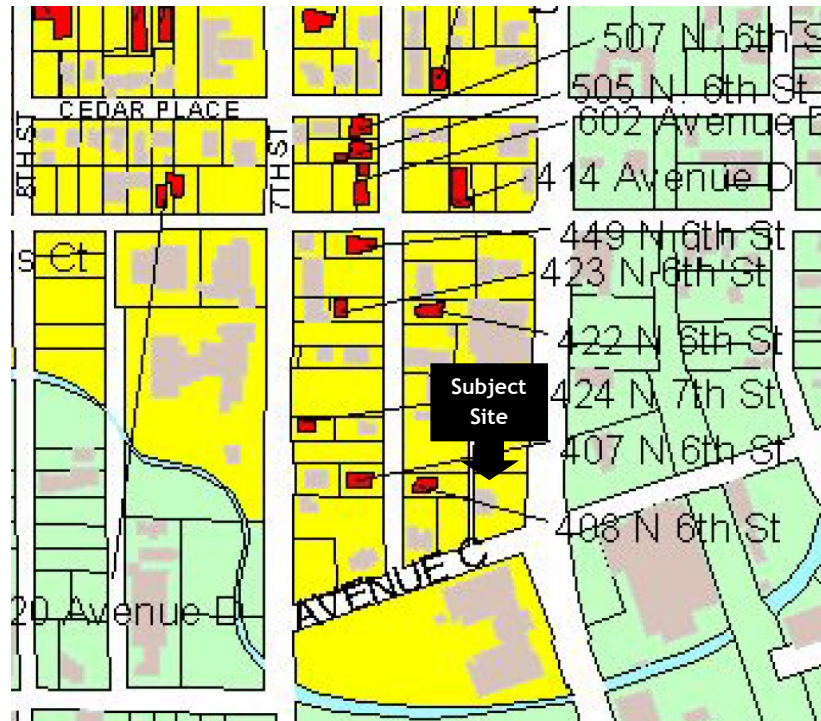
Recommendation

Approval with Conditions

Staff

Kori Benton
Historic Preservation Officer

HISTORIC PRESERVATION BOARD : PUBLIC HEARING



Location Map



Contributing



Non-Contributing



Subject Site

HISTORY

- 1911—Saunders house constructed.
- 1924—House re-oriented on same lot
- 1984— Structure extensively remodeling, eliminating most of the historical integrity of the structure
- 1989—Further additions completed
- 2001—The City of Fort Pierce Commission adopted Resolution , creating the Avenue D historic district, establishing this structure as a non-contributing resource.
- 2005—Roof shingles replaced and shutters installed
- 2005—Existing monument sign constructed
- 2013—Administrative COA granted to install ADA lift system

STAFF ANALYSIS

Historical Significance

Constructed in 1911, the Saunders House was built for the honorable D.H. "Banty" Saunders, who served Florida as a State Representative from 1946 to 1952. Originally facing the southeast, this structure was re-oriented on its lot around 1924. Threatened with demolition, the approximately 2,000 square foot house was converted into the real estate office of Hoyt c. Murphy in 1984. During the renovation to the building, roughly 2,000 square feet of space, aluminum siding, metal windows, and a full height portico was added to the original structure. The recent changes to the building eliminated much of the historical integrity of the original house.

Architectural Significance

This two-story wood frame commercial building is located features neoclassical styling is expressed by a gable roof, overhead balustrade, symmetrical facade, center entrance, and a full height portico. Fenestration consists of 6/9 and 9/9 double-hung sash windows. The exterior wall fabric is aluminum siding. The Neoclassical style appearance of this building is the result of significant alteration to the original structure. The historic character, integrity, and appearance of the original dwelling house has been lost.

Request

The applicant is seeking to construct a second ground sign on-site for Big Brothers, Big Sisters, the new tenant of the structure. The request is coupled with a variance request to deviate from City Code Section 15-8(5)a. 3. to permit a second ground sign where the Code only permits one sign.

The existing monument sign was constructed in 2005 after hurricanes Frances & Jeanne destroyed the signs previously on-site. The existing sign which has a sign area of approximately 68 sq. ft. was erected between the 403 N US Highway 1 & 411 N US Highway 1, to advertise Hoyt C. Murphy Realty (Currently Coldwell Banker) which previously occupied the adjoining sites. The site features main street frontage on US Highway 1 totaling 118' and 116' of secondary frontage on Avenue C. The existing spatial relationship of neighboring structure, elevation change, and bend of US Highway 1 at the intersection of US Highway 1 and Avenue C present various obstacles in achieving visibility for the existing facility without a designated ground sign.

The existing ground sign, although technically off the premises of the Coldwell Banker offices immediately to the north, has been *guaranteed* in Coldwell Banker for advertising purposes. The existing ground sign, independent of this indicated arrangement, could be refaced for advertising benefit of Big Brothers, Big Sisters. This action is strongly encouraged by Staff, to provide greater advertising capacity for the new tenant of 403 N US Highway 1, however the request is to place a second ground sign on-site exclusively for their use.

The proposed sign is approximately nineteen (19) sq. ft., represented by a principal face totaling sixteen (16) sq. ft. and an interchangeable sign at the bottom totaling three (3) sq. ft. The overall height is approximately seven and one-half (7-1/2) ft. The proposed materials have not been determined, however the design is indicative of wood construction or a faux wood composite. The sign is located towards the center of the parking lot, setback five (5) ft. from the right-of-way. The sign would necessitate the removal of a small portion of existing concrete and the installation of 3 ft. of landscaping around the base. The proposed sign increases visibility for traffic upon US Highway 1, however, as noted the existing site characteristics and setback distance of the sign limit the presence of the sign.

Secretary of Interior Standards for Consideration

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction will be undertaken in a such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

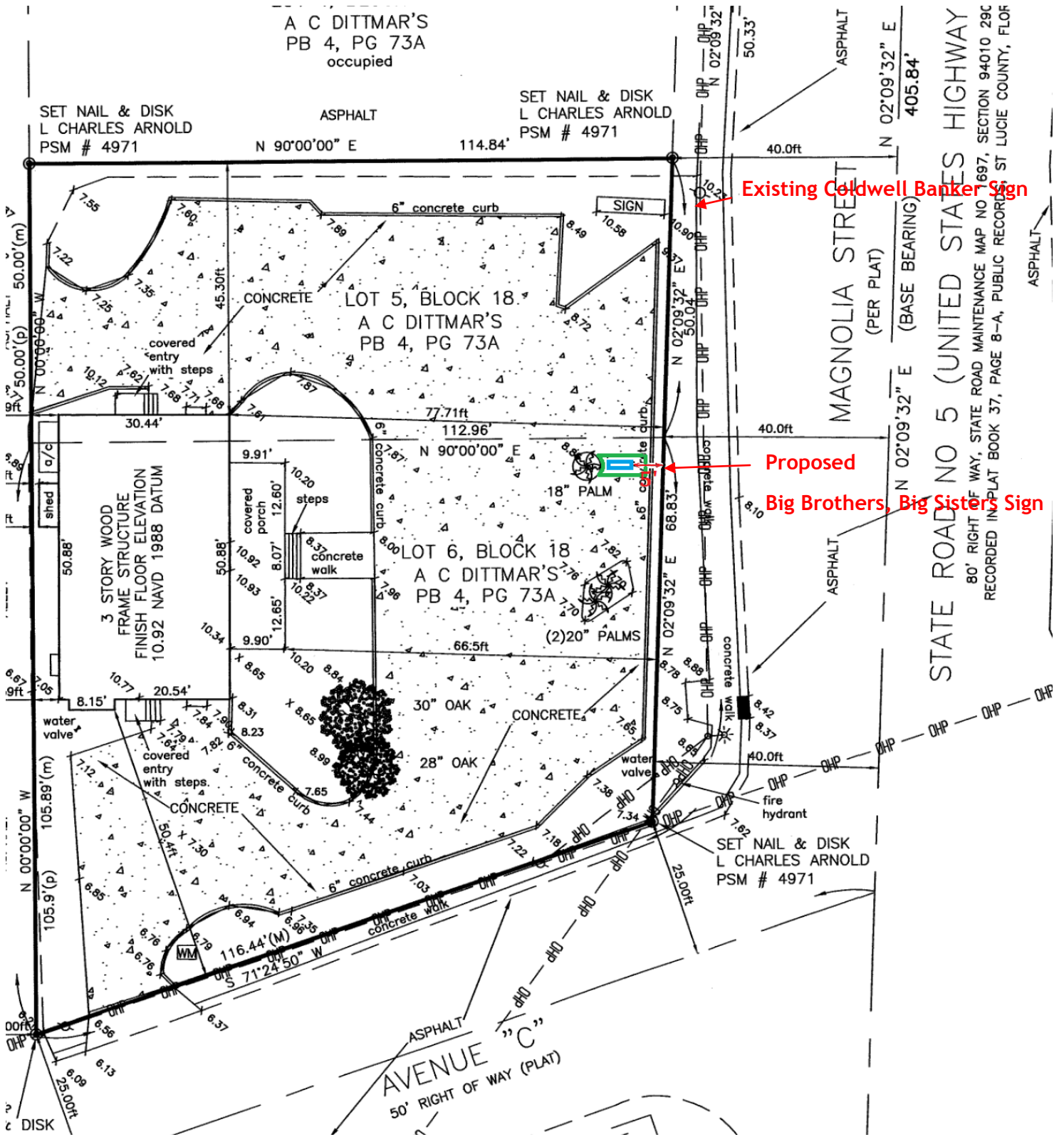
STAFF RECOMMENDATION

The request incorporates numerous factors which present hardship for the new tenants of this site. The present proposal is consistent with Secretary of Interior Standards 9 & 10 as the new addition does not destroy historic materials that characterize the property, is compatible with the massing, size, scale, and architectural features on site, if the sign is removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired. Staff recommends that the Historic Preservation Board grant approval of the requested construction and variance in order to provide limited advertising capacity for the tenant of the structure with the condition that the sign is removed if Coldwell Banker relinquishes use of the existing monument sign at the site.

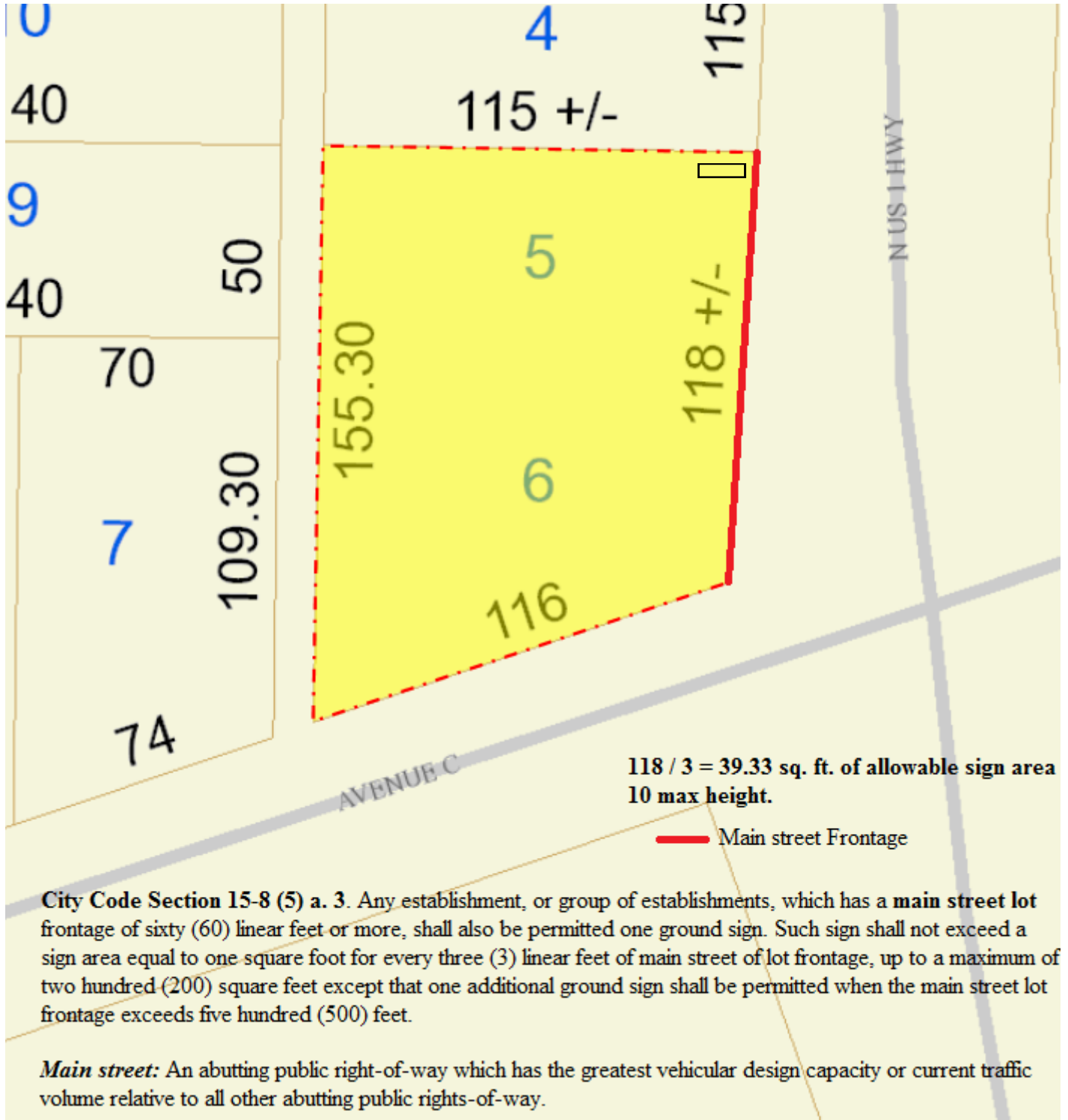
Proposed Sign



Existing Site & Proposed Sign Location



Sign Allowance & Variance Request



Variance Request: Deviation from City Code Section 15-8 (5)a. 3. in order to place a second ground sign on a lot which does not feature the required minimum main street frontage for the placement of a second ground sign. The proposed second sign is a total of nineteen (19) square feet.

Existing Signs Along the Corridor



Site Photos



Facing Northwest

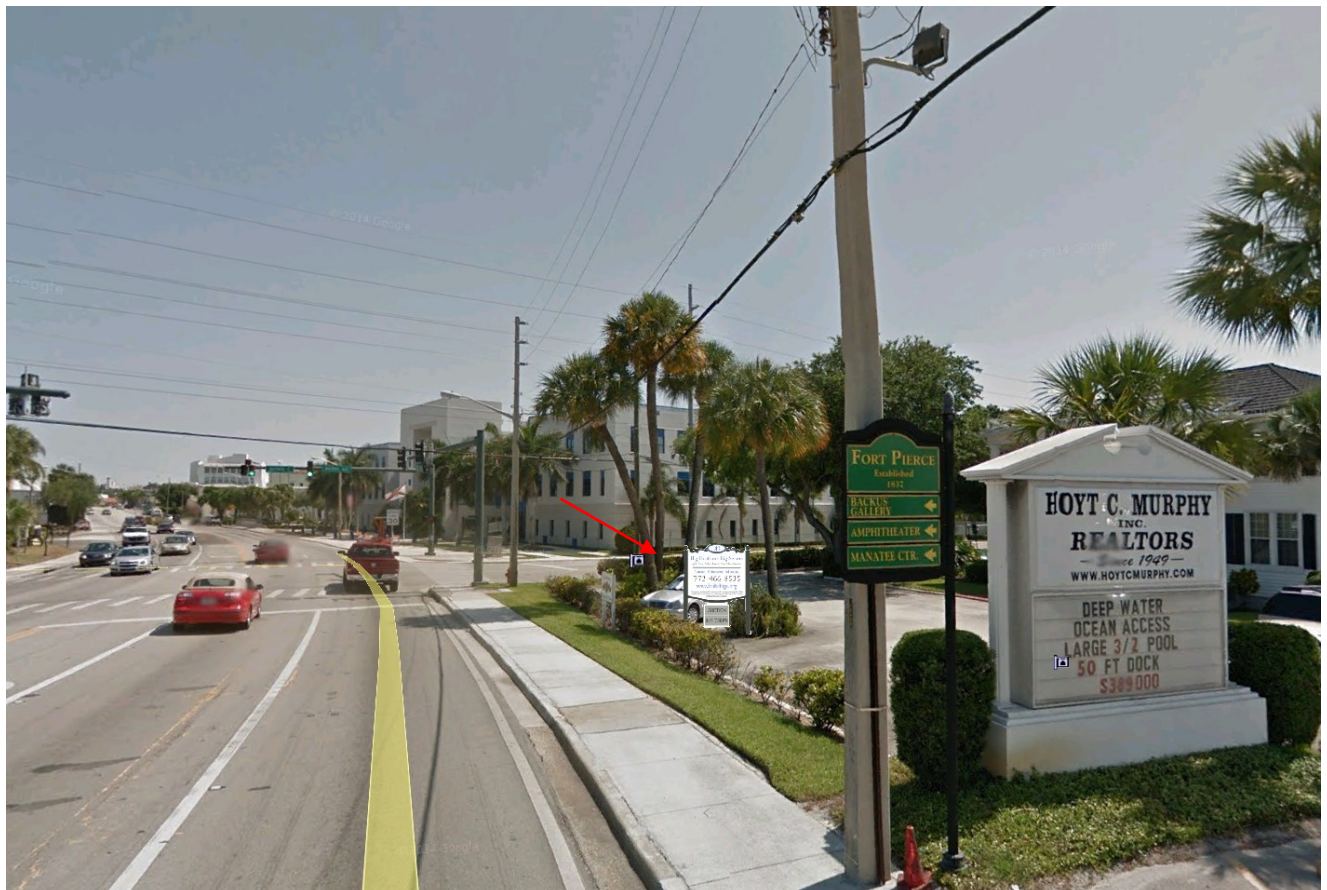


Facing North

Conceptual Exhibits



Facing North



South Bound View