



# CITY OF FORT PIERCE

## PLANNING DEPARTMENT

REBECCA GROHALL, AICP, PLANNING MANAGER  
COMPREHENSIVE PLANNING ♦ DEVELOPMENT REVIEW  
HISTORIC PRESERVATION ♦ URBAN DESIGN ♦ URBAN FORESTRY ♦ ZONING

TO: Robert J. Bradshaw, City Manager

THROUGH: Rebecca Grohall, AICP, Planning Manager

FROM: Kori Benton, Senior Planner

RE: Request to Replace Ground Sign on City Property  
A.E. Backus Museum & Gallery  
500 North Indian River Drive

DATE: October 9, 2015

### STAFF REPORT

Owner: City of Fort Pierce  
100 N US Highway 1  
Fort Pierce, FL 34950

Applicant: Kathleen Piowaty Fredrick  
Executive Director  
A.E. Backus Museum & Gallery, Inc.  
500 N. Indian River Drive  
Fort Pierce, FL 34950

Requested Action: Approval to reconstruct one ground sign located on City owned property pursuant to Section 15-5 of the City Code.

Location: 500 North Indian River Drive

Parcel ID: 2403-801-0026-000-0

Zoning: General and Recreational Open Space Zone (OS-1).

Surrounding Zoning

North	East	South	West
OS-1	A-2	C-4	R-5

Future Land Use: COS, Conservation & Open Space

Leased Area: 2.1 acres

Utilities: Located within the FPUA Retail Service Area

### Staff Analysis:

In accordance with Sections 15-5 of the City Code, the applicant is requesting approval to construct one ground sign on City owned property pursuant to Section 15-5 of the City Code.

The proposed sign is proposed to replace the existing advertising sign for the Backus Museum, located towards the north side of the entrance to the Moore's Creek and Manatee Center parking area. The existing sign will be removed, and the new sign placed a few feet to the north adjacent to the existing pedestrian way. The presented location is outside of the designated area under lease by the Museum, therefore approval of the sign must be granted by the City Commission, pursuant to City Code Section 15-5.

The proposal encompasses the commission of a sculpture, by artist Pat Cochran titled "Sabal Sentinels, to augment the advertising structure for the Backus Museum. The sculpture will feature an electronic display sign to create a hybrid sign, integrated within the sculpture.

The sculpture, and therefore sign, design features two palms, constructed of cast concrete and crafted aluminum to emulate the Backus brand, and embrace an "old Florida Theme" to enhance the recreational park and adjacent public amenities. The proposal seeks to create a landmark for the entire Veterans Park area through the two, 20 foot tall sabal palms. The sculpture will feature soft up-lighting to illuminate the canopy and a bench suitable for use by visitors.

The applicant has provided a commitment to the City of Fort Pierce to provide occasional use of the display sign to feature City events or valuable public information.

### Staff Recommendation:

The proposal has been reviewed and approved by affected departments and does not adversely affect the public health, safety, convenience and general welfare of the community therefore; Staff recommends approval of the request.