



CITY OF FORT PIERCE

PLANNING DEPARTMENT

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

JANUARY 6TH, 2015

Agenda Item 5C

Owner

Orchid Island Juice Co.

Applicant

Frank Tranchila, CFO

Location

325 Avenue C (330 N US Hwy 1)

Parcel ID

2410-504-0001-000-9

Requested Action

Installation of a fabric wall sign on the main (western) façade.

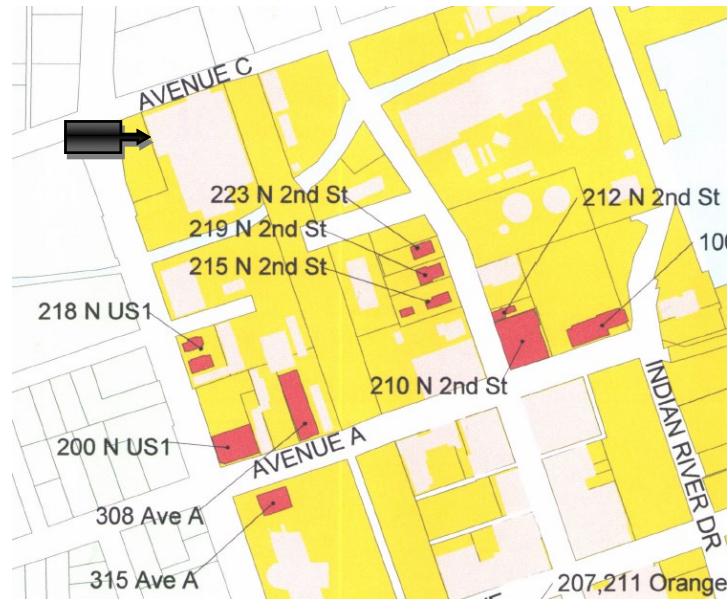
Recommendation

Conditional Approval

Staff

Kori Benton
Historic Preservation Officer

HISTORIC PRESERVATION BOARD : PUBLIC HEARING



Location Map



Contributing



Non-Contributing



Subject Site

HISTORY

- 1929—Building Constructed
- 1997—Variance granted to construct a canvas awning within the northern setback.
- 2001—Structure extensively rehabilitated.
- 3/18/2002—City Commission adopts the Downtown Historic District. This structure is listed as a non-contributing historic structure.
- 12/8/2014—Staff administratively approved the placement of the sign for 30 days, pending an extension from the Historic Preservation Board.

REQUESTED ACTION

The applicant is requesting approval to retain a 200 square foot fabric wall sign on the western façade of the structure to commemorate twenty-five years of operations and service to the customer, beyond the administrative approval of 30 days.

City Code Section 15-8. - (5) a. 2. allows for businesses within the C-3 zone the capacity to place one wall sign or one projecting sign per tenant, not to exceed a sign area equal to twenty (20) per cent of the total wall face area fronting on the main street. Further, City Code Section 15-6 (b)(1) allows for up to fifty (50) per cent of such allowable sign area to be distributed to other wall faces.

The current proposal seeks to overlay a fabric sign, which is temporary in nature, upon the existing wall sign facing US Highway 1 for a period of 12 months. The proposed sign meets the code allowance for sign area, however, as the proposed material is more appropriate as a special event sign, staff has only approved the sign for a period of thirty (30) days.

Staff is concerned about the durability of the sign material, more specifically the potential for fading, tearing, or other affects from long term weathering. The overall appearance and presentation are appropriate as the sign is not proposed for permanent use, therefore conditional approval is suggested, with close monitoring of the appearance and condition.

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 submitted request is consistent with the Secretary of Interior Standards as the sign is proposed for temporary use, and represents a successful adaptive reuse of the subject structure, however due to concerns of durability staff recommends **approval** for twelve (12) months with the requirement that the condition of the sign is monitored to ensure that the appearance does not detract from the structure.

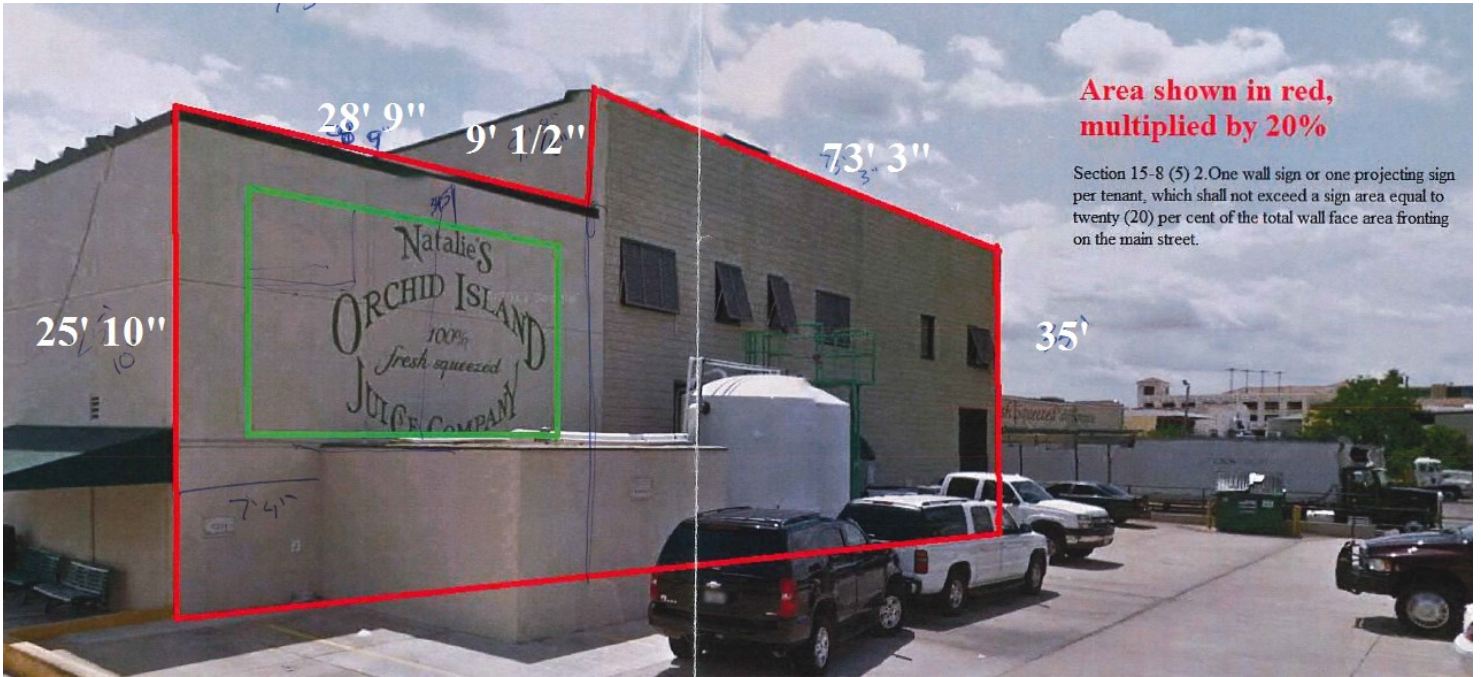
Existing Wall Sign



Proposed Wall Sign



Façade Measurements



**Area shown in red,
multiplied by 20%**

Section 15-8 (5) 2. One wall sign or one projecting sign per tenant, which shall not exceed a sign area equal to twenty (20) per cent of the total wall face area fronting on the main street.