



CITY OF FORT PIERCE

PLANNING DEPARTMENT

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

APRIL 20TH, 2015

Agenda Item 7B

Owner

RFMD Investments LLC

Applicant

Mark Floyd
Subway

Representative

Michael Waldrop
Innovation Contracting LLC.

Location

116 N 2nd Street

Parcel

2410-503-0070-000-0

Historic Status

Non-contributing

Requested Action

Placement of two (2) exterior channel letter wall signs for a Subway Restaurant, coupled with a reduction in awning size to accommodate the size of the proposed front façade sign.

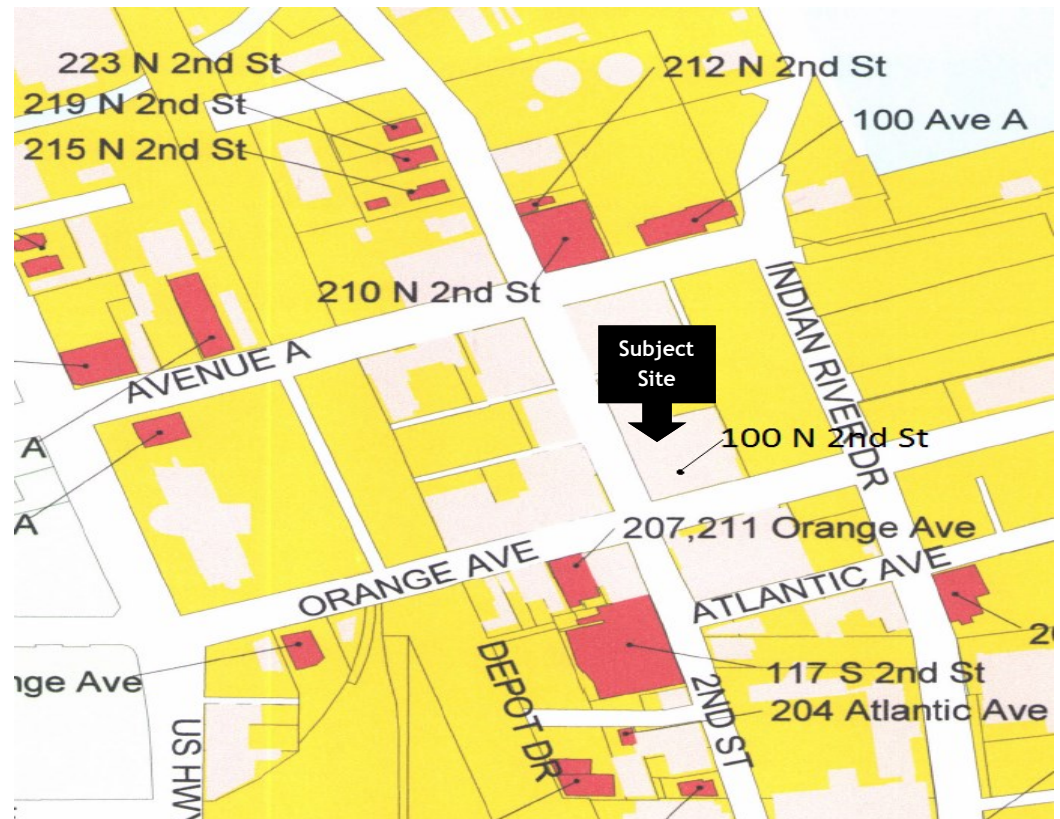
Recommendation

Denial

Staff

Kori Benton
Historic Preservation Officer

HISTORIC PRESERVATION BOARD : PUBLIC HEARING



Location Map



Contributing



Non-Contributing



Subject Site

HISTORY

- 1959 Existing structure was built.
- 1997 Structure was extensively remodeled
- 2001 Downtown Historic District adopted by the City Commission
- 2004 Structure underwent additional exterior renovations.
- 2015 Applicant completed interior renovations to establish a Subway Restaurant

Staff Analysis

Request:

The applicant is proposing to place two (2) exterior wall signs to advertise a new Subway Restaurant located within the southern suite of the subject structure.

The proposed sign for the principal façade, fronting North 2nd Street is 38 inches in overall height, with a total area of 35.52 sq. ft. The proposed sign for the rear façade, fronting the City Parking Lot (JC Penny) and North Indian River Drive to the west, is 48 inches in overall height, & total area of 56.33 sq. ft.

The request to place the front façade sign is coupled with a request to reduce the height and size of the lower awning to accommodate the proposed sign.

The proposed signs presented are internally illuminated LED Channel Letters, with an accompanying LED “Halo” illuminated aluminum backer or border. The color scheme presents the traditional Subway color selection of white and yellow letters, with the border in green. The sign fixtures would project approximately 9.5 inches from façade based upon the style of assembly and installation method.

The request for the placement of the rear sign further incorporates a Variance request to deviate from City Code Sections 15-6 (b)(1)c. and 15-8 (5) a. 2. in order to exceed the allowable sign area for a sign on another wall face. The request is approximately 43.95 sq. ft. larger than the allowable sign for the rear façade, based upon the presented principal wall sign and wall area declared.

Secretary of Interior Standards for Consideration

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
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.

Existing Conditions:

The Subway restaurant is the sole tenant within the structure at this time, however interior renovations have been initiated for an upstairs office. The front façade of the structure features modern storefront windows and doors on the first floor, and a series of windows accenting the second story. Two variable size awnings are presented in a cohesive design to enhance the façade and provide shade.



Existing – Front Façade

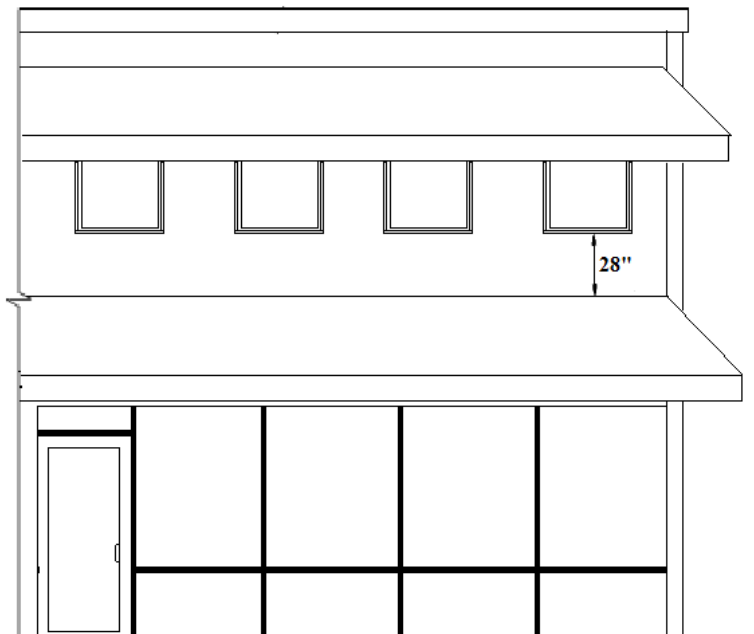
The rear façade features modern storefront windows and a rear access to the via a small stair case and a single door. The rear also features a series of windows and awnings to accent the second story



Existing – Rear Façade

Compatibility:

The existing façade provides approximately 28” between the second floor windows, and top line of the canvas awning, as it exists. The proposed 38” by 134-5/8” sign for the front façade requires the alteration, and reduction in size of the first floor awning presented on the façade. The proposed reduction in awning height is presented as approximately 12”. This proposed alteration affects the established design, spacing, and proportions of the established façade, which conflicts with Secretary of Interior Standard 2.



Conceptual Elevation – Existing Front Façade
*Prepared by Staff



Conceptual Elevation – Proposed Front Façade & Sign
*Prepared by Staff

Secretary of Interior Standard 9 further guides that exterior alterations shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment. The proposed sign necessitates the notable adjustment to established architectural features on the façade, and is not compatible in size or scale to the existing façade, and other signs along 2nd Street.

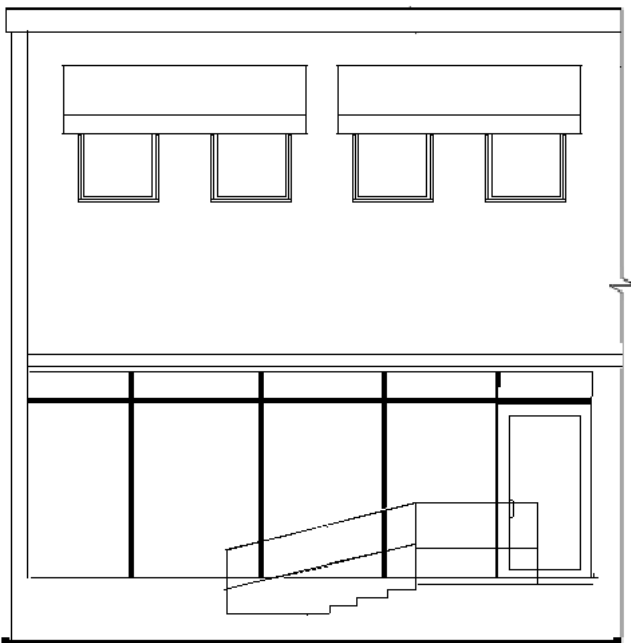
The applicant should revise the primary façade size to minimize interference with the established awning by selection of a wall sign that does not exceed 24” in overall height. Furthermore, the reduction in sign size on the primary façade will allow a greater allowance for the placement of a sign on the rear façade, that meets the City Code requirements.

The applicant may also consider an alternative sign style that assimilates with the established design and character of the structure and North 2nd Street such as the use of reverse channel letters, illumination by cantilever lights.

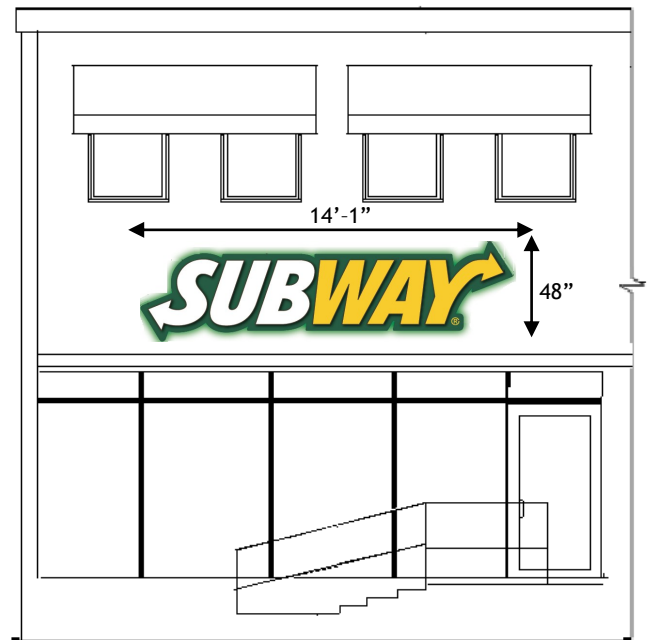
Variance Request:

The City of Fort Pierce Sign Code derives the allowable sign area for an establishment based upon the wall area of the main façade. Pursuant to City Code Section 15-6. (b)(1)c., the allowable sign area shall be located on the main street wall face of the establishment or building they identify, with the exception that up to fifty (50) per cent of such permitted sign area may be located on other wall faces.

The cumulative sign area allowed for the subject location, based upon the figures provided by the applicant, is 48 sq. ft., of which 24 sq. ft. is permitted on alternative wall faces. The proposed sign for the front façade is 35.52 sq. ft., which provides a balance of 12.48 sq. ft. for the rear sign. The proposed sign for the rear façade is 56.33 sq. ft., exceeding the allowable area for the entire establishment.



Conceptual Elevation – Existing Rear Façade
*Prepared by Staff



Conceptual Elevation – Proposed Rear Façade & Sign
*Prepared by Staff

The rear façade features a greater wall area for the placement of a sign which is compatible with the established features and proportion, however as it is not the primary entrance the sign is intended to accent the establishment and façade. The reduction of the front sign size, will allow for greater flexibility for increasing the rear sign, to a maximum of 24 sq. ft.

Staff Recommendation:

The presented alteration and signs are not consistent with Secretary of Interior Standard 2 and 9, or City sign regulations based upon the presented sizes, scale, and design, therefore Staff Recommends that the Historic Preservation Board deny the proposed alteration, sign, and variance, as requested.

Recommended Front Elevation



Recommended Rear Elevation

