



CITY OF FORT PIERCE

PLANNING DEPARTMENT

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

JUNE 22ND, 2015

Agenda Item 7A

Owner

One Eleven Orange LLC

Applicant

Steve Tarr

Location(s)

111 Orange Avenue &
111 S 2nd Street

Parcels

2410-503-0107-000-9 &
2410-509-0002-000-1

Historic Status

Non-contributing

Requested Action

Placement of canvas awnings, two (2) wall signs for declaring the name of the building, and placement of a sign upon the principal canopy over the main entrance, as well as the relocation and reduction in size an existing tenant sign.

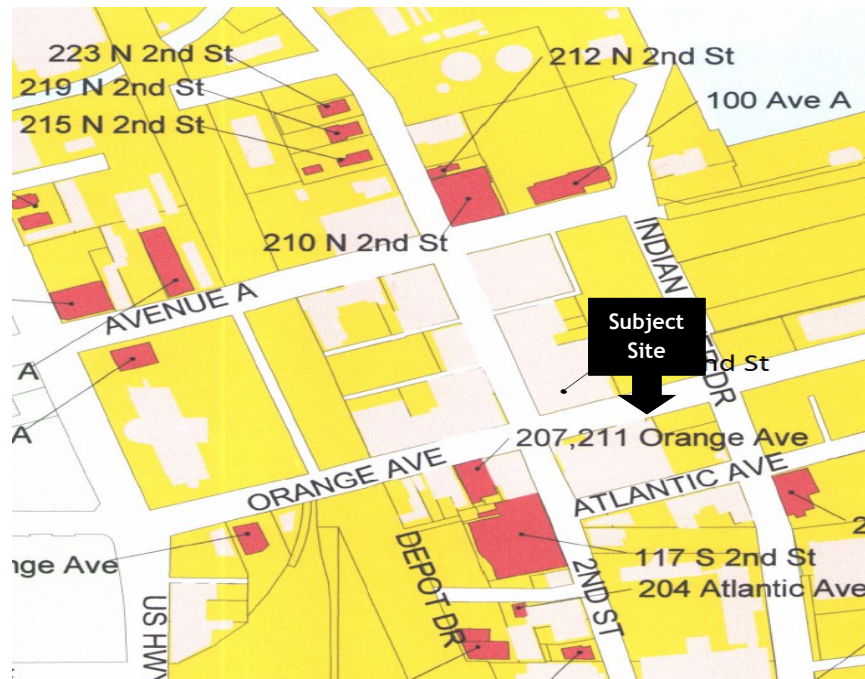
Recommendation

Approval with Conditions

Staff

Kori Benton
Senior Planner
Historic Preservation Officer

HISTORIC PRESERVATION BOARD : PUBLIC HEARING



Location Map



Contributing



Non-Contributing



Subject Site

HISTORY

- 1960c Existing structure built.
- 2001 Downtown Historic District adopted by the City Commission
- 2009 The Historic Preservation Board approved a COA to place a wall sign for Anytime Fitness on the north façade.

Architecture

This three-story commercial building is a non-contributing structure in the Downtown Historic District. The design is commercial modern, and is expressed by a flat roof, gray marble wall fabric in a vertical running bond pattern. There is no Florida Master Site File for this structure, and the Property Appraiser's Record Card does not reflect accurate information for this structure. Staff estimates that it was constructed in the early 1960's, based on design.

Staff Analysis

The applicant is proposing a variety of exterior alterations and improvements in an effort to “brand” the subject structure. The improvements include the placement of four canvas awnings, two wall signs presenting the name of the building, integration of a building logo upon the canopy over the main entrance, as well as, the relocation and reduction in size of the sign for Anytime Fitness.

Awnings

The first component of the request is the placement of four canvas awnings, presented with black sunbrella fabric, upon the eastern and northern facades. The proposal seeks to enhance the architectural features of the structure, while improving visual interest. The extension of a canopy from the northern façade is directly over the main building entrance, further delineating this point of access. A minor logo, representing the building as “One-Eleven Orange” is requested upon this primary canopy to further emphasize the main entrance. The size of this logo should remain minor, and be presented in an appropriate proportion to accent the awning and entrance.

One Eleven Building Signs

The second element posed for the structure is the placement of two wall signs, pronouncing the proposed building label as “One-Eleven Orange”. The proposed signs are similar in style and design, proposed for both the northern and eastern facades, at the north east corner of the structure. The signs are to be elevated towards the third floor of the structure to maximize the presence of the sign(s). The sizes are differentiated based upon the area of the façade, and elevation, in which each are proposed. The northern sign is thirty-six (36) square feet, while the eastern sign is sixty-four (64) square feet. The signs are presented in an extruded aluminum, with a white LED backing for lighting.

Anytime Fitness Sign Replacement

The final request is to remove the existing sixty-eight (68) square foot Anytime Fitness sign present on the upper segment of the northwestern façade, and place a new sign, lower on the façade, closer to the pedestrian walk-way on Orange Avenue. The new sign features a reduced sign area, at twenty and one quarter (20.25) sq. ft., representing a reduced area of nearly 70%. The sign style presented is similar to the existing channel letter sign present for anytime fitness, however as the sign is shifting closer to the pedestrian walk-way, the mechanical components of this sign style are more apparent, and may detract from the presentation of the sign and interaction with the pedestrian. It is recommended that the sign style is amended to reflect a design similar to the proposed “One Eleven Orange”, or the internally lit and self contained sign utilized by Suntrust, across S. Indian River Drive. Otherwise, the proposed amendment to the sign seeks to enhance the presentation of the façade, and better represent the location and entrance for Anytime Fitness within the structure.

Secretary of Interior Standards for Consideration

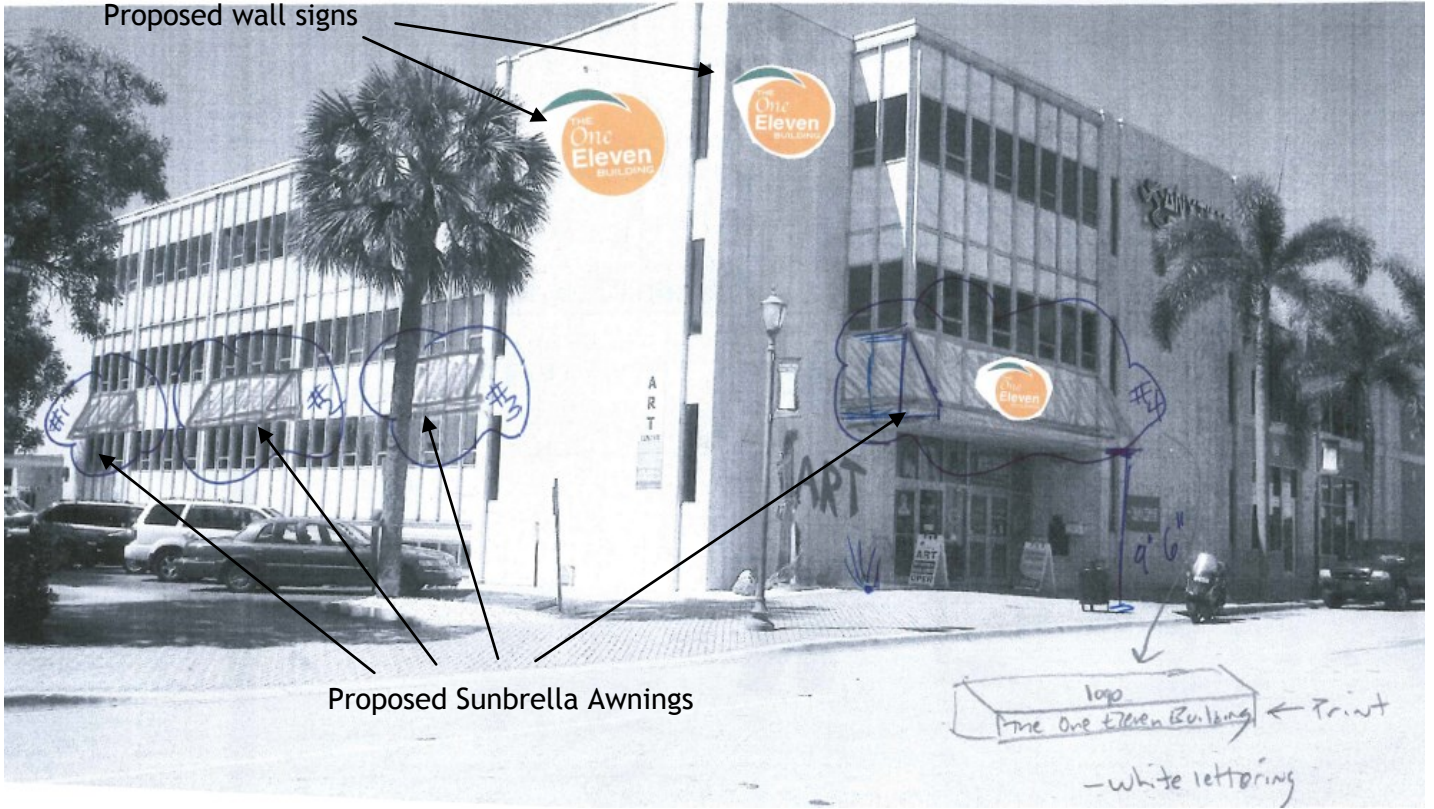
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
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.

Staff Recommendation

Staff recommends approval of the requests, with the following conditions:

- 1) The “One Eleven Orange” logo placed on the Canvas Awning is no larger than 24” in diameter; and
- 2) The sign type, or design, of the proposed Anytime Fitness Sign is amended to reflect a non-raceway channel letter assembly.

Proposed Exterior Improvements



Conceptual Exhibit of the Proposed Awning Additions

*Prepared by Staff

Proposed Exterior Improvements

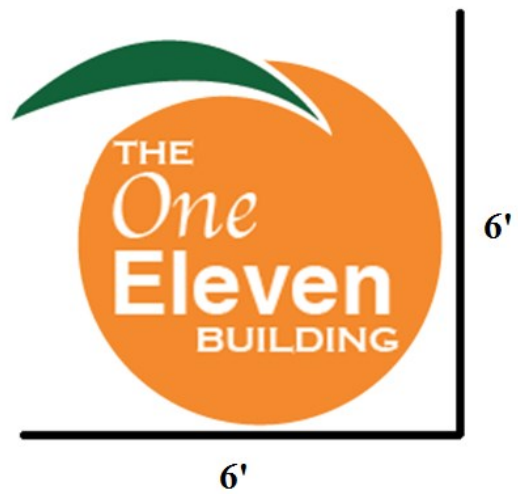


Conceptual Exhibit of proposed Awnings, Wall Signs, and sign applied to front Awning

*Prepared by Staff

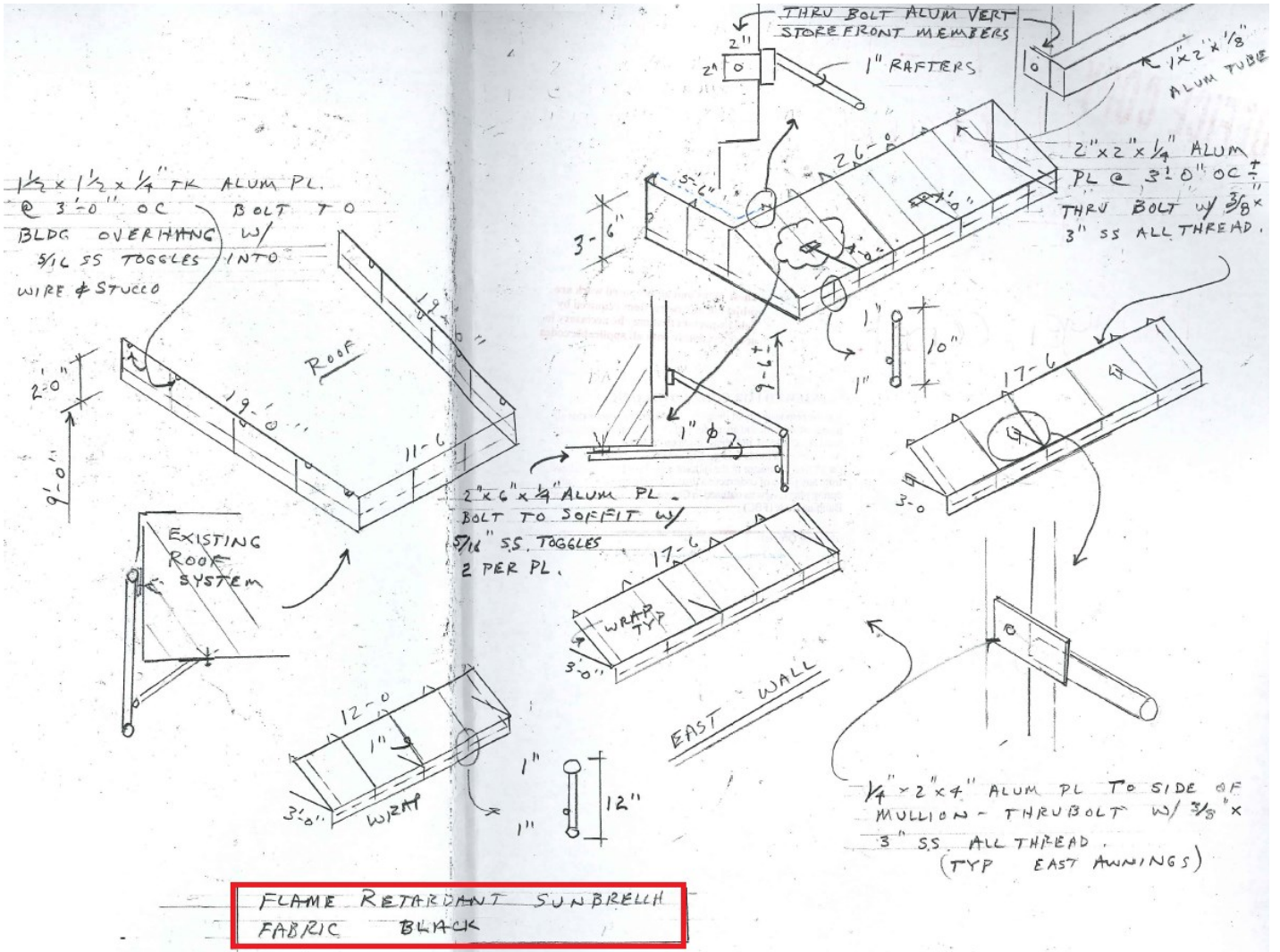


Wall Sign—East Facade



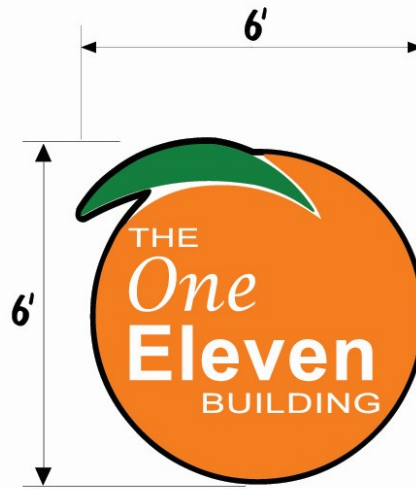
Wall Sign—North Facade

Canvas Awning – Proposed Dimensions





xl Sign Installed per side of building



ELEVATION

Total sign sq. footage: 36'

INSTALLATION DETAIL

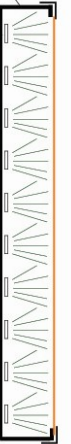
Ø80 Aluminum Extruded Can
Installed directly to flat wall

6" deep Alum. can

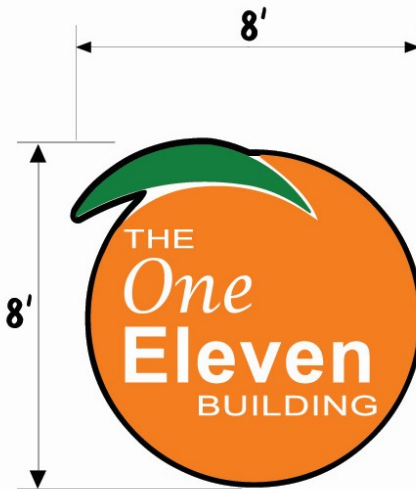
White LED's

Mod. Acrylic Face
to match shape and
can

Mounted Directly
to Wall with
Washers/ Tapcons



xl Sign Installed per side of building



ELEVATION

Total sign sq. footage: 64'

INSTALLATION DETAIL

Ø80 Aluminum Extruded Can
Installed directly to flat wall

6" deep Alum. can

White LED's

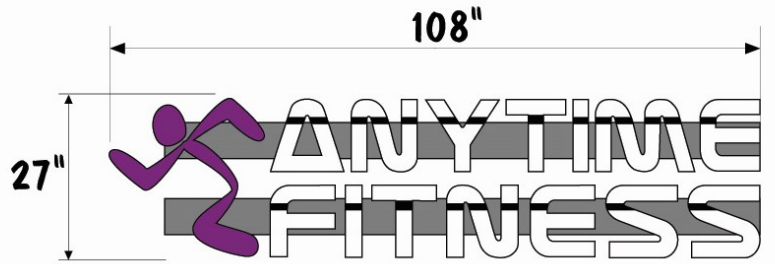
Mod. Acrylic Face
to match shape and
can

Mounted Directly
to Wall with
Washers/ Tapcons



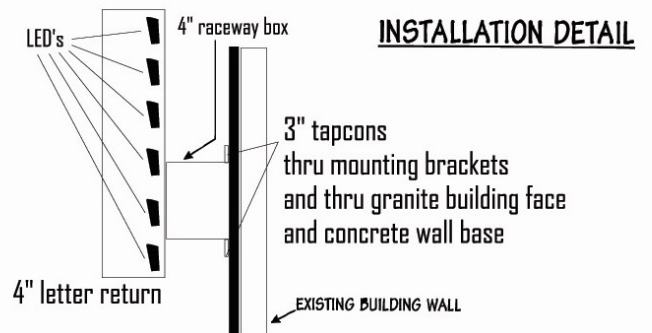


x1 Sign Installed per side of building



LAYOUT FOR ILLUMANATED CHANNEL LETTERS

Installed on (2) 9' x 4" alum raceway
low voltage interior LED board lighting / transformers concealed in raceway



Potential Sign Design & Style



The subject sign type is internally lit, however the design is self contained, and minimizes the projection and exposed mechanical components of the sign.