



City of Fort Pierce

Planning Department

Comprehensive Planning ♦ Development Review
Historic Preservation ♦ Urban Design ♦ Urban Forestry ♦ Zoning

June 22nd, 2015

Agenda Item 7C

Owner

Chalbaud Investment Group LLC

Applicant

Creative Sign Designs

Representative

Luke Minton

Location(s)

130 S Indian River Drive

Parcels

2410-511-0012-000-1

Historic Status

Non-contributing

Requested Action

Placement of two (2) wall signs for second floor tenant at the Renaissance Financial Center.

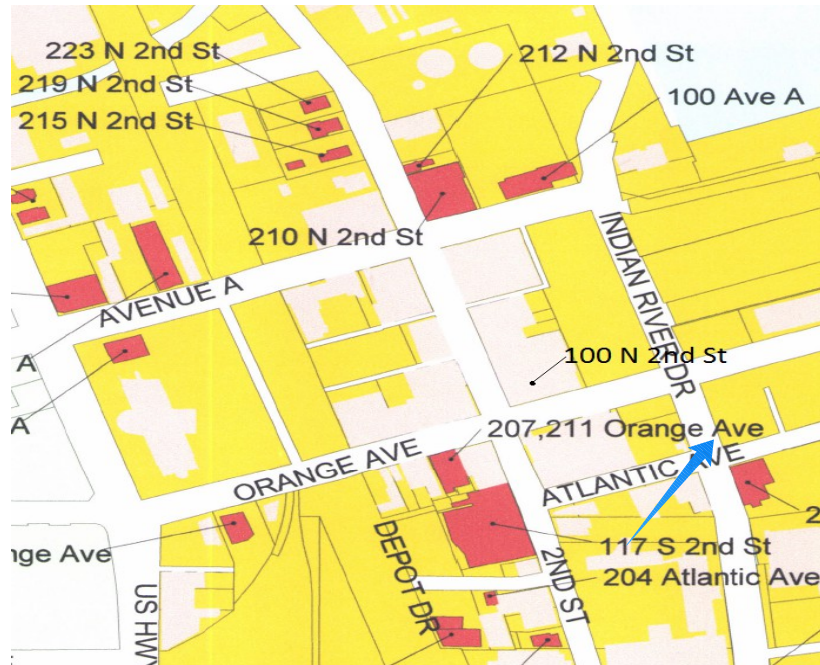
Recommendation

Denial

Staff

Kori Benton
Senior Planner
Historic Preservation Officer

Historic Preservation Board : Public Hearing



Location Map



Contributing



Non-Contributing



Subject Site

History

- 2001 Downtown Historic District adopted by the City Commission
- 2008 Renaissance Financial Center Constructed

Architecture

This five-story mixed use building is a non-contributing structure in the Downtown Historic District. The design is of modern Mediterranean architecture expressed through a s-tile roof, variable heights and pitches, eclectic fenestration, and accenting balconies, arcades, and corner entrances. The subject "site" is a second floor suite within the overall center constructed in 2008.

Staff Analysis

The applicant is proposing to install two (2) matching, illuminated, signs at the south east corner of the center to provide signage on the building for vehicular traffic. The proposed signs are for a new, full floor tenant, "Regus", similar in design and scale to the existing "SunTrust" signs, on the north west corner of the center. The "Regus" letters as proposed, would appear blue during the day, and transition into an illuminated white at night. The applicant's representative has presented additional comments related to the proposal for consideration by the Board.

The proposed signs style assimilates well with the overall appearance and architecture of the Renaissance building, however an inherent concern lies with the location of the sign, with regards to the location of the tenant it identifies and design intent of the subject mixed-use structure. The signs are proposed at the south west corner of the center, over designed arches which provide access to a first floor, commercial, suite. The first floor commercial suite, immediately below the proposed sign location, features storefront windows, and center entrance, specific for the first floor suite. The signs presented would represent a second floor, office tenant, proposed to occupy nearly 8,000 sq. ft. to provide efficiency office spaces for professionals and other businesses.

The proposed configuration may detract from the pedestrian oriented objectives, and overall design of the center, as the sign does not represent the entrance to the advertised tenant, and may mislead pedestrians seeking the proposed office suites. Furthermore, the proposed sign would limit the advertising opportunity of a prospective first floor tenant, which may rely heavily upon the traditional configuration of a sign directly above the sole entrance. It is noted that access to upper floors within the center is provided through defined entrances, exclusive of the intended retail or first floor suites. An internal directory is provided for each of the office, or professional business suites, in upper floors, within these noted entrances.

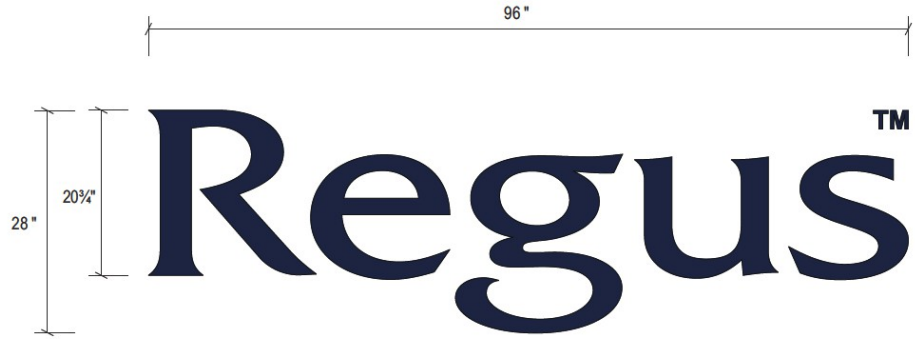
Secretary of Interior Standards for Consideration

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 denial of the request as presented, based upon the concerns of placing signs for a second floor tenant, upon a facade with a design intent of providing a display area for a first floor suite directly catering to the pedestrian. It is noted that the existing first floor suite at this corner of the center is currently vacant, and the placement of a sign by a second floor tenant may deter interest in this suite. The Board may consider, if the applicant and Condominium Association is amendable, granting conditional approval that allows for the placement of the requested signs until a COA is applied for and issued for replacement signage intended for the first floor (future) tenant. Furthermore, the Board may provide further guidance as to whether exterior signs, representing upper story tenants, is appropriate within the Downtown Historic District.

Proposed Sign - Proposed to Advertise 2nd Floor Commercial Suites



A ILLUMINATED ID SIGN (18.6 S.F.)
SCALE: 3/4" = 12"



Proposed Sign - Night Representation

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IMAGE NOT TO SCALE



Florida Broader Photo of Renaissance Center, noting the absence of signs for upper story commercial businesses.
View - May 2011



Photo of the Raulerson Building, noting the absence of signs for upper story commercial businesses.



Photo of the "New Fort Pierce Hotel", noting the absence of signs for upper story commercial businesses.



Photo of the PP Cobb Building, noting the absence of signs for upper story commercial businesses.