



CITY OF FORT PIERCE

PLANNING DEPARTMENT

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

OCTOBER 26, 2015

Agenda Item 5A

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 wall signs for a Subway Restaurant.

Recommendation

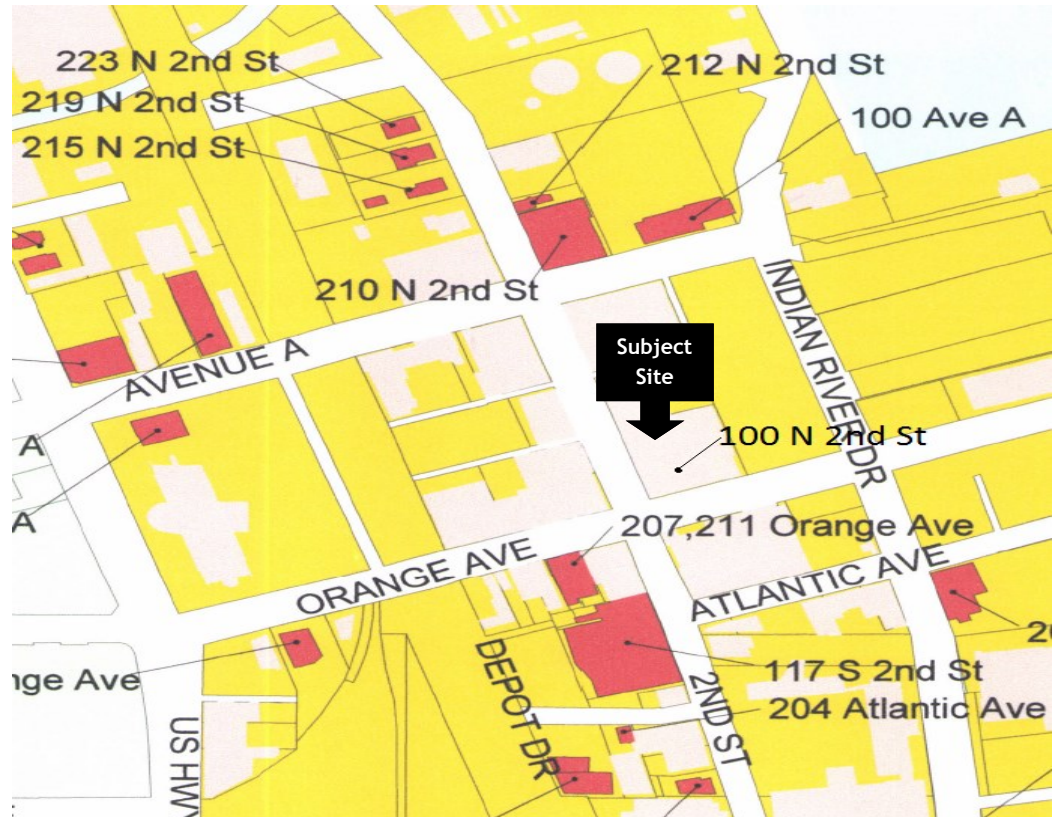
Approval

Staff

Kori Benton
Senior Planner

Maria Lewicka
Historic Preservation Planner

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 front façade is a Standard “Subway” Sign with back light and sign for the rear façade is composed with 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 letters of the proposed sign for the principal façade, fronting North 2nd Street are 18¹/₂ inches in height, with a total area of approximately 12.33 sq. ft. The letters of the proposed sign for the rear façade, fronting the City Parking Lot (JC Penny) and North Indian River Drive to the west, are 24 inches in height, with a total area of approximately 35.52 sq. ft.

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

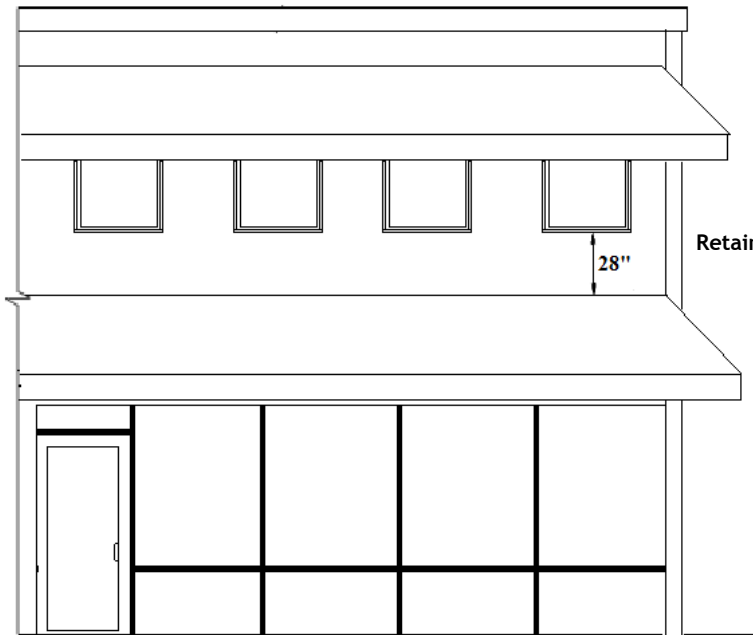
The rear façade features modern storefront windows and a rear access to the via a small stair case and a single door. The rear also features a series of windows and awnings to accent the second story



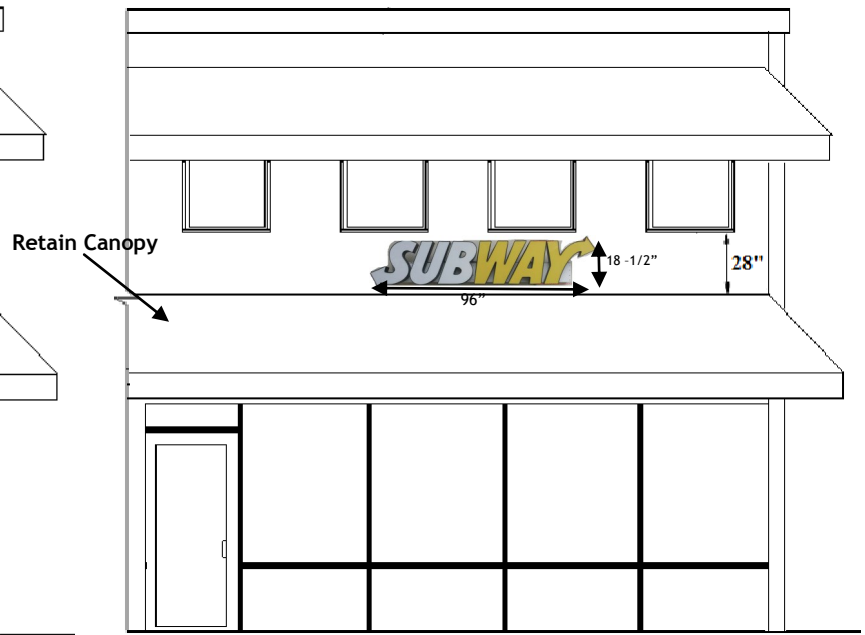
Existing – Rear Façade

Compatibility:

The existing façade provides approximately 28" between the second floor windows, and top line of the canvas awning, as it exists. The proposed approximately 18 1/2" by 96" sign for the front façade is in harmony with design and proportions of the established façade, which conforms with Secretary of Interior Standard 2.



Conceptual Elevation – Existing Front Façade
*Prepared by Staff

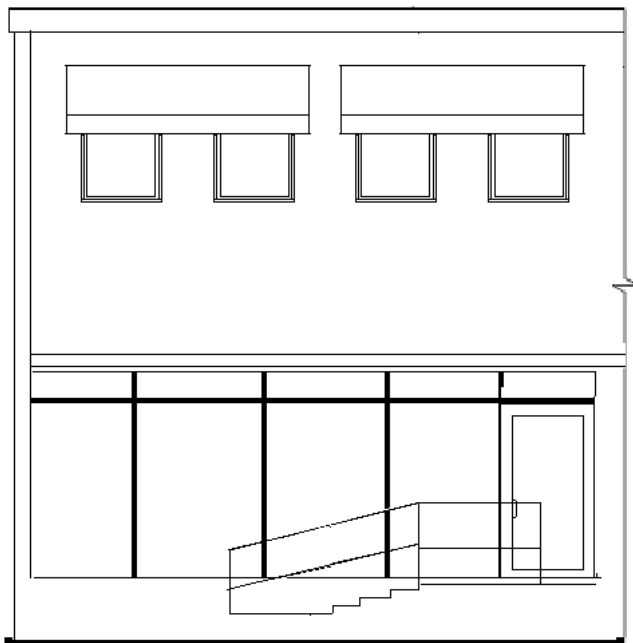


Conceptual Elevation – Proposed Front Façade & Sign
*Prepared by Staff

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 compose well with the established architectural features on the façade, and other signs along 2nd Street.

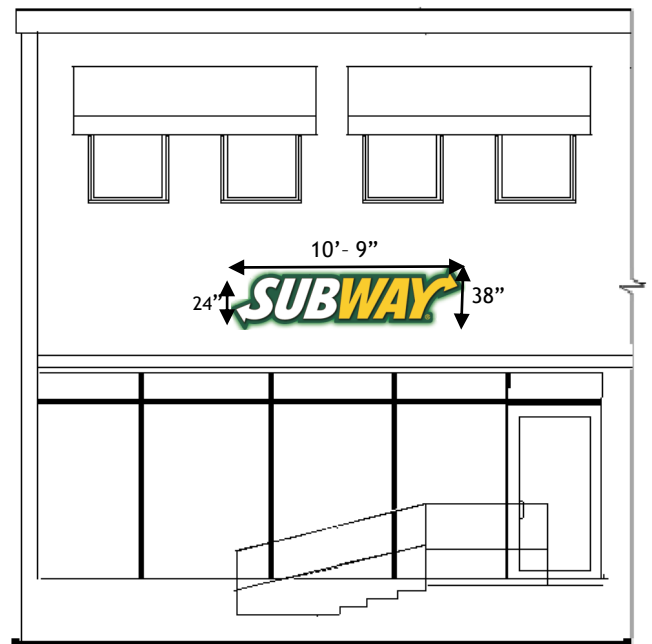
The City of Fort Pierce Sign Code derives the allowable sign area for an establishment based upon the wall area of the main façade. Pursuant to City Code Section 15-6. (b)(1)c., the allowable sign area shall be located on the main street wall face of the establishment or building they identify, with 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 12.33 sq. ft., which provides a balance of 35.67 sq. ft. for the rear sign. The proposed sign for the rear façade is 35.52 sq. ft., not exceeding the allowable area for the entire establishment.



Conceptual Elevation – Existing Rear Façade

*Prepared by Staff



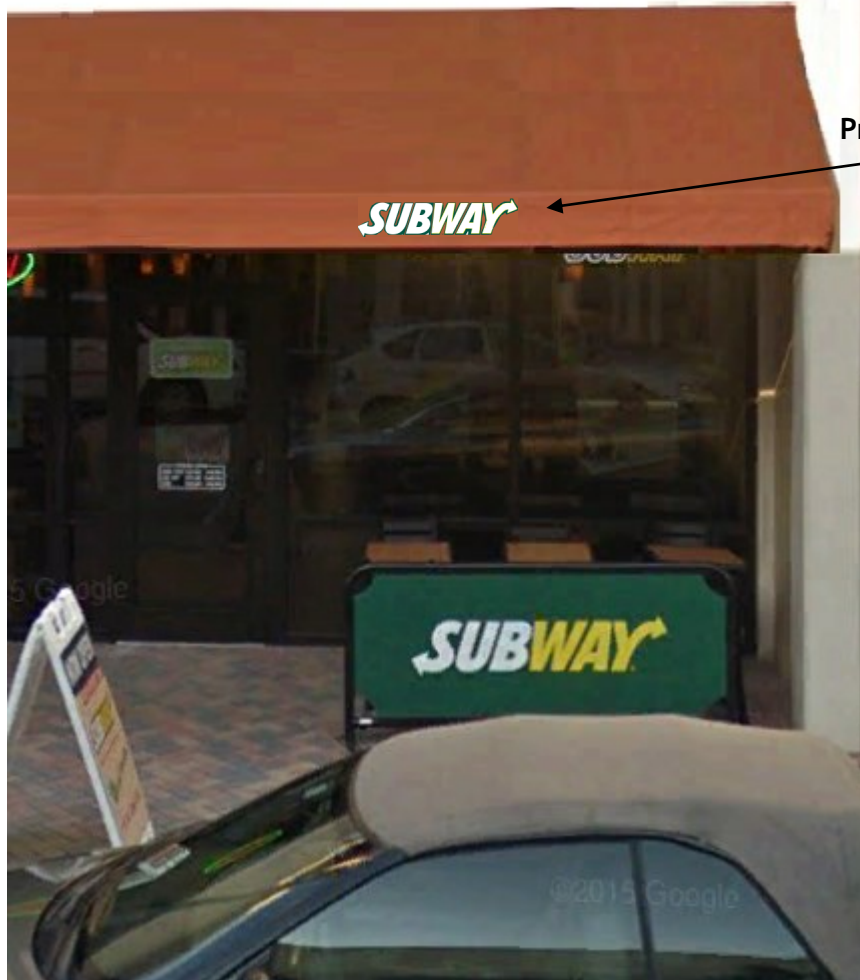
Conceptual Elevation – Proposed Rear Façade & Sign

*Prepared by Staff

Staff Recommendation:

The presented signs are 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 approve the proposed signs as requested.

Proposed Canopy Logo Accents



Proposed Logo on Canopy

SUBWAY

SUBWAY

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