



# CITY OF FORT PIERCE

## PLANNING DEPARTMENT

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

JANUARY 11, 2016

COA 15-53

**Owner**

Bestoff LLC

**Applicant**

Brister Signs

**Location**

302 S 2nd Street

**Parcel**

2410-808-0002-010-2

**Historic Status**

Non-contributing

**Requested Action**

Placement of one exterior wall sign, coupled with a variance request to deviate from City Code Section 15-6. (b)(1)c. and Section 15-8(3) a.2. ) which allow the side wall sign to be maximum twelve (12) square feet, whereas the proposed sign is thirty two (32) square feet, 20 feet more than what is allowed.

**Recommendation**

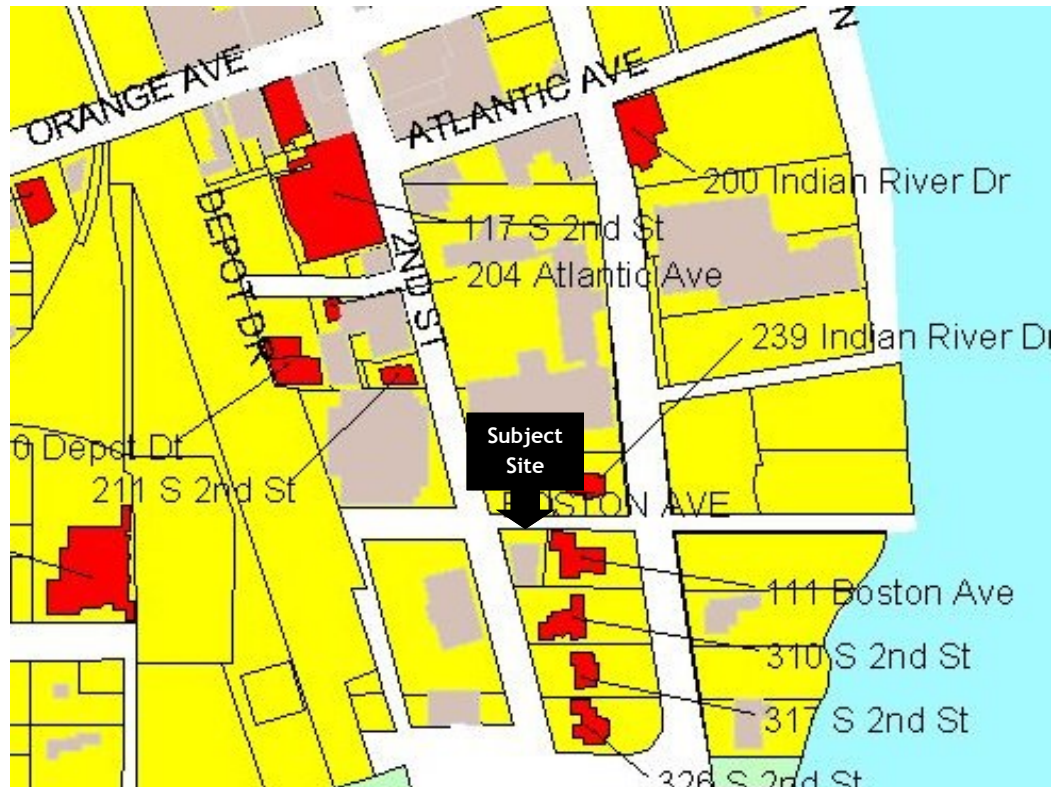
Approval with conditions

**Staff**

Kori Benton  
Senior Planner

Maria Lewicka  
Historic Preservation Planner

### HISTORIC PRESERVATION BOARD : PUBLIC HEARING



Location Map



Contributing



Non-Contributing



Subject Site

### HISTORY

- 1954 Existing structure was built.
- 2001 Downtown Historic District adopted by the City Commission
- 2009 Structure was extensively remodeled, Storm Shutters were added.
- 2015 Structure underwent additional remodeling.
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### Existing Conditions:

Hoskins Turco Lloyd & Lloyd currently occupies the structure. The façades of the structure feature modern storefront windows and doors on the first floor, and a series of windows with Bahama shutters on the second floor.

## Staff Analysis

### Request:

There is existing “Hoskins Turco Lloyd & Lloyd” signage on the principal façade of the building fronting South 2nd Street. The applicant is proposing to remove the existing sign and place one (1) exterior wall sign on the side façade of the building to further advertise The Hoskins Turco Lloyd & Lloyd office located within the subject structure and the services provided by the firm.

The proposed sign is an electric box mounted to the wall, 8 feet wide by 4 feet high with total area of 32 sq. ft. The sign fixtures would project approximately 12 inches from façade.

The proposed sign requires granting of the variance to deviate from City Code Section 15-6.(b)(1)c. and Section 15-8(3)a.2. ) which allow the side wall sign to be maximum 12 square feet, whereas the proposed sign is 32 square feet, 20 square feet more than what is allowed.

### 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.



Existing Sign



**Compatibility:**

The proposed sign is in harmony with design of the established façade. The green and white colors compose well with the existing pallet of green painted building, dark green front façade sign and white shutters.

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 design of the proposed sign composes well with the established architectural features of the façade and existing signage.

**Staff Recommendation:**

The proposed sign is consistent with the colors and design of the building, however it is not consistent in size and scale with the overall signature found in the C-1 Office commercial zoning district (C-1). Also the size of the sign does not conform with the City's sign regulations. Therefore, staff recommends that the Historic Preservation Board approve the overall design of the proposed sign with the condition that the bottom section of the sign advertising services be removed and the size of the sign reduced to 12 square feet.



Staff Recommendation