



# CITY OF FORT PIERCE

## PLANNING DEPARTMENT

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

FEBRUARY 22, 2016

COA 16-01

### Owner

One Eleven Orange , LLC

### Applicant

Steven Tarr

### Location

111 Orange Ave

### Parcel

2410-509-0002-000-1

### Historic Status

Non-contributing in Downtown Historic District

### Requested Action

Placement of an art display on the exterior wall of the building.

### Recommendation

Approval

### Staff

Kori Benton  
Senior Planner

Maria Lewicka  
Historic Preservation Planner

## HISTORIC PRESERVATION BOARD : PUBLIC HEARING



### HISTORY

- 1960's Estimated construction date based on design.
- 2001 Downtown Historic District adopted by the City Commission
- October 2009 "Anytime Fitness" sign approved
- November 2009 "Art Mundo" sign approved
- June 2015 "111 Orange" signs and shatters approved

### Existing Conditions:

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 an accurate construction date for this structure. Staff would estimate its construction date in the 1960's based on design.

## Staff Analysis

### Request:

Applicant is requesting approval to install posts on the façade of the structure for exterior art displays on the north and east sides of the building, as well as the painting of two murals on an existing accessory structure present in the parking area (applicant letter attached).

### Applicable Standards/Criteria:

#### Section 23-3. Purpose

*“It is the purpose of this chapter to strengthen the economy of the city by stabilizing and improving property values in historic areas, combat urban decay through rehabilitation and revitalization, and to encourage quality new construction and developments that are harmonious with neighboring historic structures”.*

#### Section 23-45. Guidelines for review and issuance

*“In adopting these guidelines, it is the intent of this chapter to promote...compatible contemporary designs which are harmonious with the exterior architectural and landscape features of neighboring buildings, sites and streetscapes”.*



Orange Avenue



Existing Building - Orange Avenue View



Existing Parking Accessory Structure - S Indian River Drive View



Proposed Display — S Indian River Drive Facade



Proposed Display — Orange Avenue Facade



Proposed Display — Orange Avenue Facade



Proposed Display — S Indian River Drive View

**Staff Recommendation:**

The future revitalization and preservation of a historic district is a primary goal of the Historic Preservation program. It is vital to the economic success of our historic downtown that the options in the downtown attract a wide range of people and keep them there with a wide range of services including art.

The proposed display including murals will promote the non-profit Art Mundo organization with 40 studio artists which will draw people to the exhibits inside the building and attract them to Downtown historic district.

Furthermore, this is one of the more appropriate downtown locations for a placement of such display. These buildings are of modern design. The display design issue would be more controversial on a historic, contributing buildings of the specific style.

In conclusion, since the request for a placement of an art display presents no conflict with Section 23-3 and Section 23-54 of the City Code, staff recommends the approval of the proposed application.



February 3, 2016

Maria Lewicka  
City of Fort Pierce  
Planning Department  
100 North US 1  
Fort Pierce, FL 34950

Re: Condition of Appropriateness for 111 Orange Ave.

Dear Ms. Lewicka,

As a major property owner in the City of Fort Pierce, Florida, we believe that the rehabilitation of the area is enhanced by a strong art presence. We recently purchased The OneEleven Building which is home to the non-profit Art Mundo organization and 40 studio artists. In less than a year, we have made great strides in improving the building as an art destination place. The main drawback we see is that the building remains looking like an office building. To remedy this, we would like to display art on the exterior of the building. This will serve two main purposes. First, it will act like 'art in public places' which is now popular in many cities. And, more importantly, it will attract the eye to the building as an 'art facility' to those passing by on foot or by car.

We are currently working with a local artist to get this started but have not selected the art to be displayed yet. Any art displayed:

1. Will be created by local artists.
2. Will contain content that relates to Fort Pierce history (i.e. citrus, fishing, etc.).
3. Will not contain any profanity, nudity, etc.
4. Will be changed periodically to create continued interest.
5. Will be easily removed in the event of a pending storm.

Please feel free to contact me by phone at (561) 622-3386 if you have any questions.

Sincerely,

*Steven Tarr*

Steven Tarr  
Managing Partner