



# CITY OF FORT PIERCE

## PLANNING DEPARTMENT

REBECCA GROHALL, AICP, PLANNING AND FPRA DIRECTOR  
COMPREHENSIVE PLANNING ♦ DEVELOPMENT REVIEW  
HISTORIC PRESERVATION ♦ URBAN DESIGN ♦ ZONING

JUNE 27, 2016

COA 16-30

### Owner

Galleria at Downtown Fort Pierce LLC

### Applicant

Gustavo Gutierrez

### Location

100 S 2nd Street

### Parcel

2410-503-0108-000-6

### Historic Status

Non-Contributing

### Requested Action

Installation of nine (9) poles with blue flags.

### Recommendation

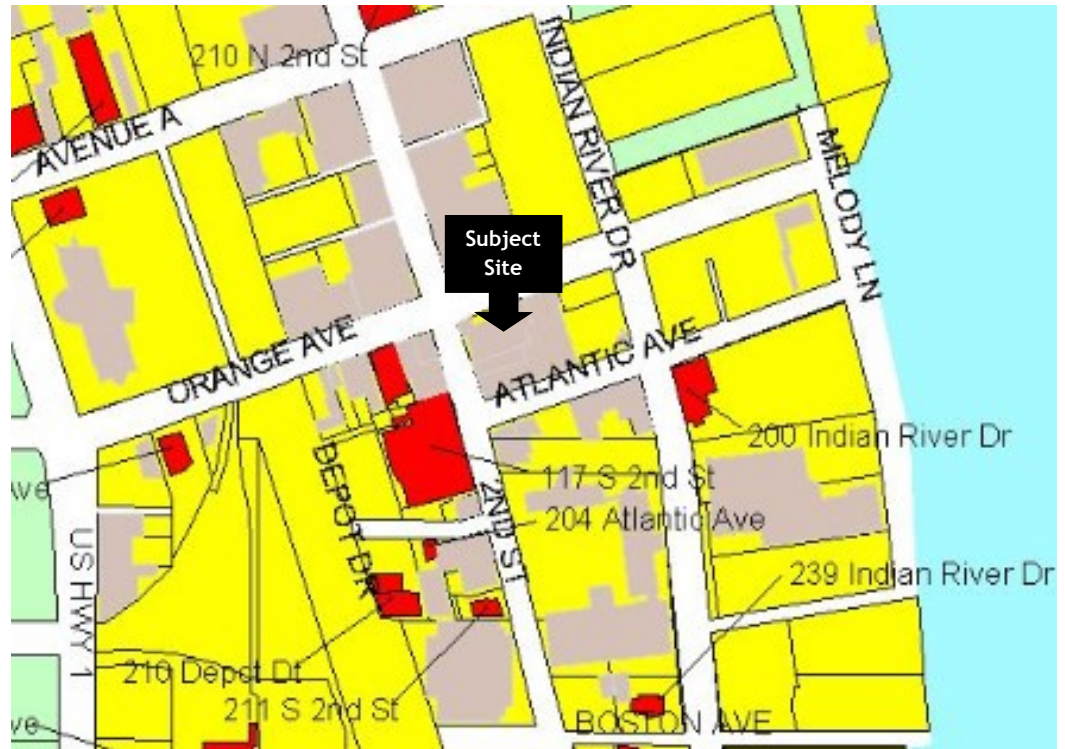
Approval

### Staff

Kori Benton  
Senior Planner

Maria Lewicka, AICP  
Historic Preservation Planner

## HISTORIC PRESERVATION BOARD : PUBLIC HEARING



Location Map



Contributing



Non-Contributing



Subject Site

## HISTORY

- 1957 Structure was built.
- 1999 Structure was extensively remodeled
- 1999 City Commission Designated the Downtown District as the Historic Downtown District.
- 2000 Additional improvements were completed.
- 2001 Downtown Historic District reauthorized, designating the structure as a non-contributing Structure
- 2007 HPB delegated review authority to the Historic Preservation Officer for exterior signs.
- 2009 ATM Awning Installed.
- 2013 PNC terminated their operations in this structure
- 9/2014 The Historic Preservation Board approved COA 14-32, to allow exterior alterations, including new store front systems, signs, etc.
- 1/2015 The Historic preservation Board approved COA 14-39, to allow additional exterior alternations and courtyard seating for future restaurant.
- 6/2016 Historic Preservation Board denied COA Application for installation of nine (9) blue flags.

**Existing Conditions:**



**Orange Avenue Elevation**

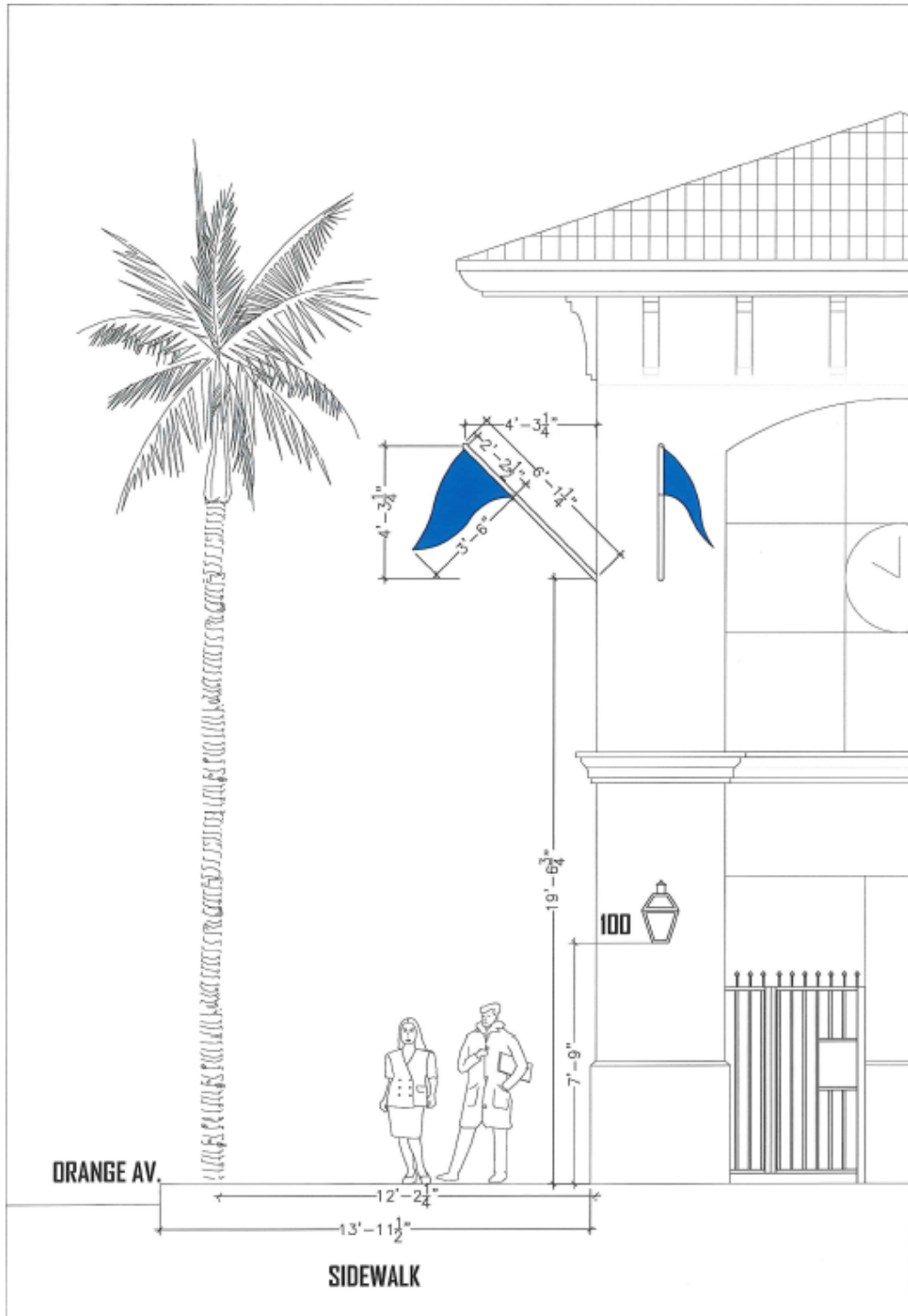


**2nd Street Elevation**

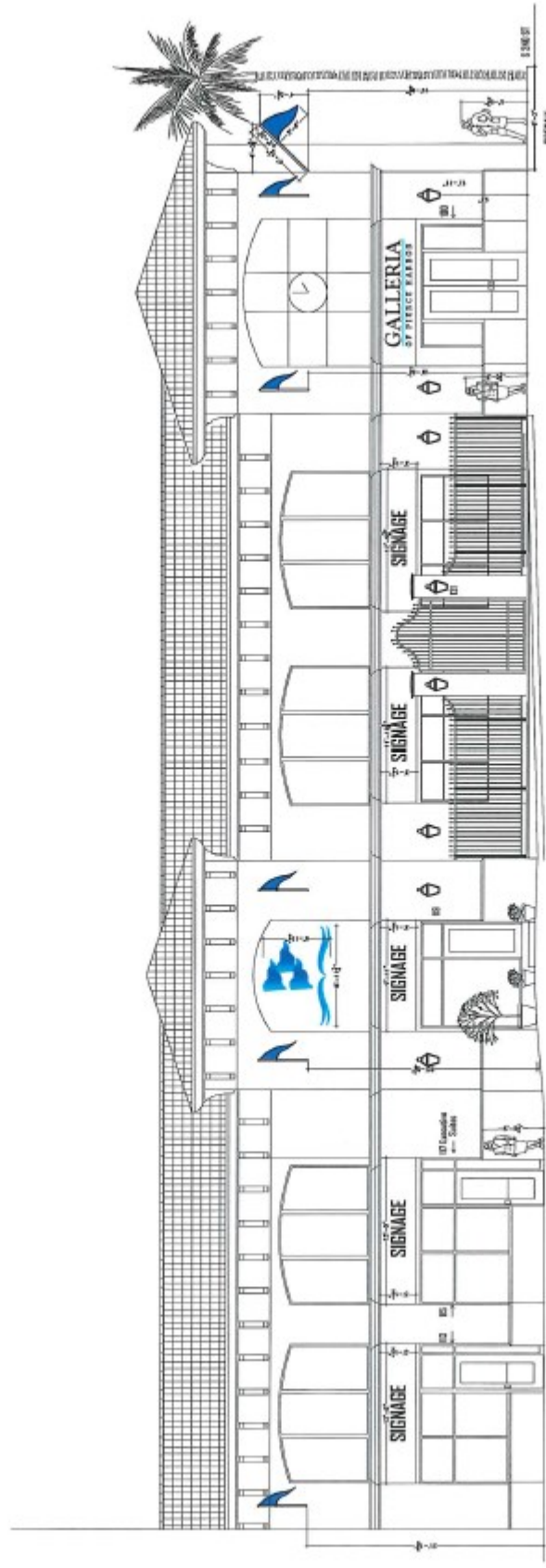
### Staff Analysis

#### Request:

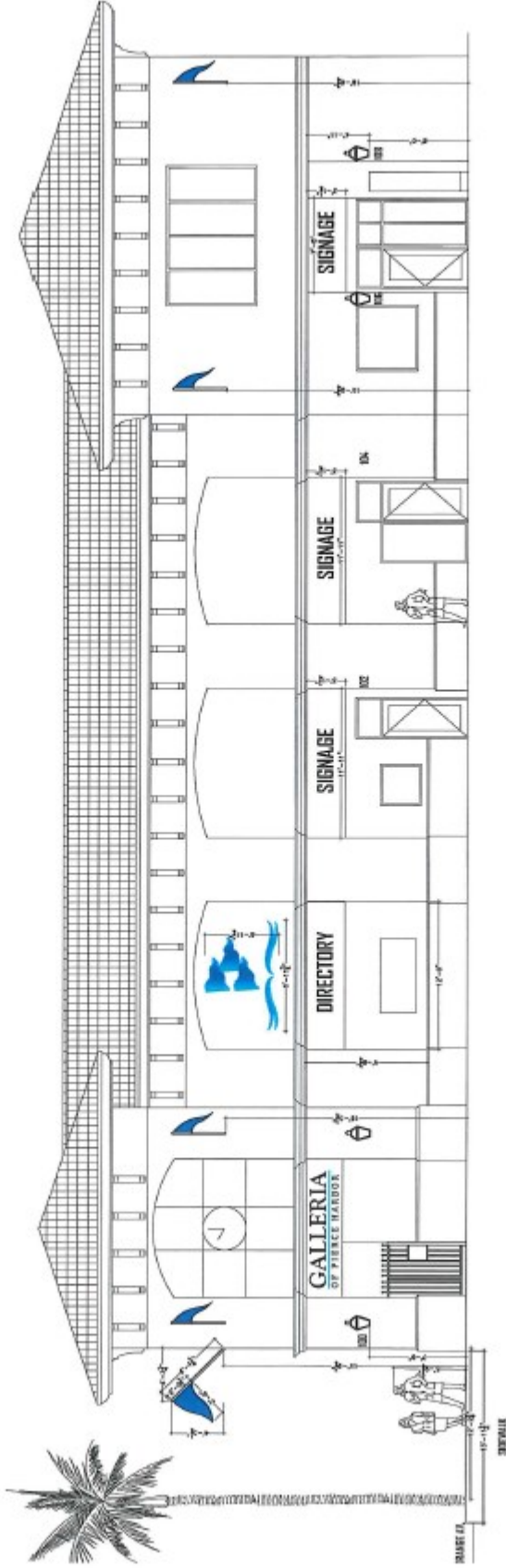
The applicant is proposing to install nine poles with flags on the second floor of the north and west façade of the building. The proposed poles are 6'-1¼" long and encroach 4'-3¼" into the area over sidewalk. Flags will be 2'-2½" wide by 3'-6" long. The color of the flags will be blue to match the Pierce Harbor Galleria logo. The poles will be mounted on the second floor, 19'-6¾" from the sidewalk (ground level).



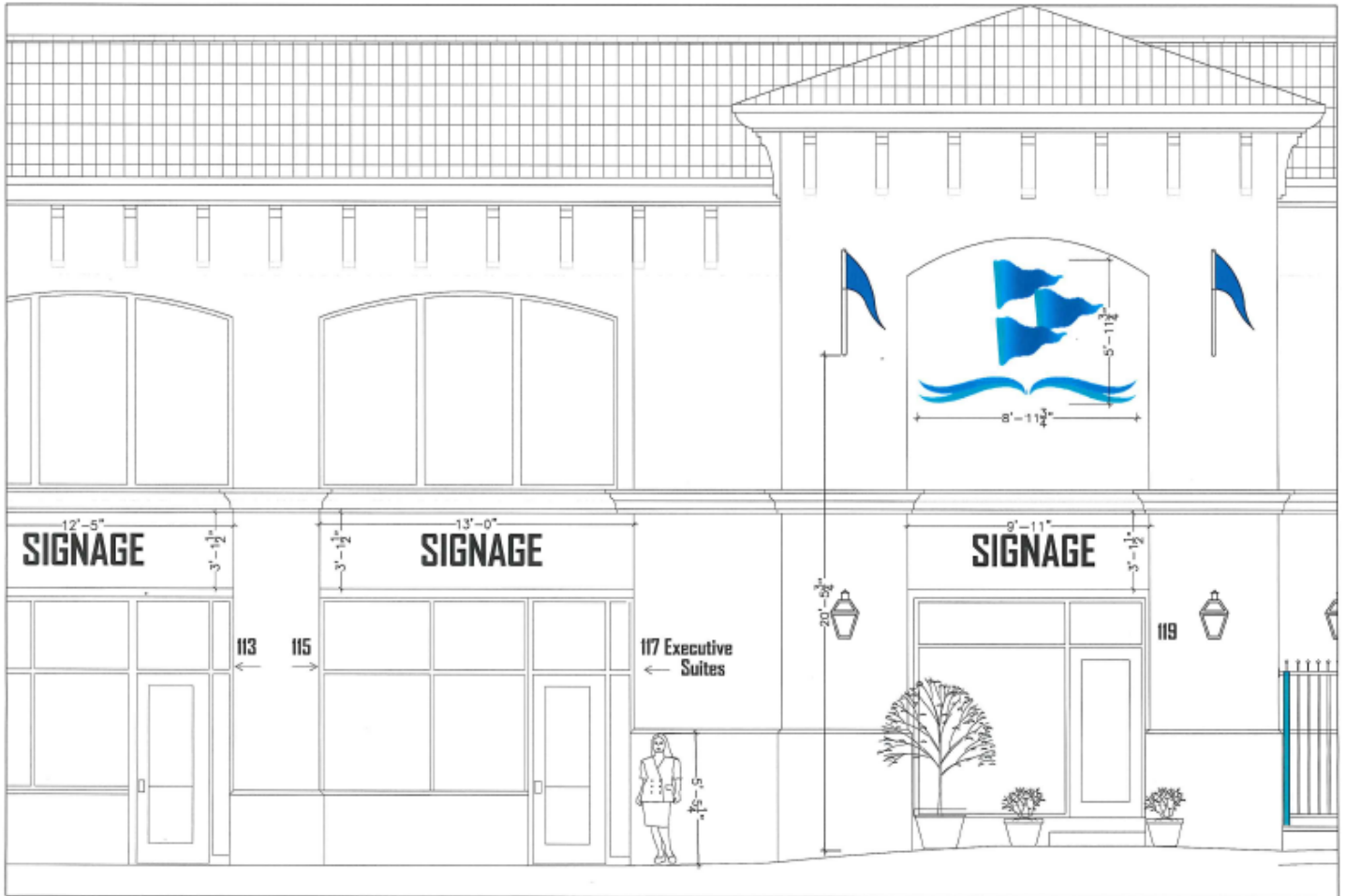
Detail of the proposed flag



PROPOSED NORTH ELEVATION (ORANGE AVENUE)



PROPOSED WEST ELEVATION (SECOND STREET)



Orange Avenue Entrance

**Secretary of Interior's 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.
10. New additions and adjacent or related new construction will be undertaken in a such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

The proposed flags are in harmony with design of the established façade. The flags as a secondary design element are kept as simple as possible. The proposed blue color composes well with the existing pallet of the building and previously approved blue signs.

**Staff Recommendations:**

This is the applicant's second request . Although, in the current proposal the number of the proposed flags has not been changed, new drawings have been provided showing detailed dimensions, scale and overall visual impact of the flags on the façade of the building.

Staff recommends approval of the installation of nine (9) poles with blue flags and finds the overall proposal and design are consistent with the Secretary of Interior Standard 9 and 10.