



AUGUST 28, 2017

COA 17-54

Owner

GKS Holdings of St Lucie LLC

Applicant

Owner

Location

118 N 2nd Street

Parcel

2410-503-0068-010-6

Historic Status

Non-contributing Structure located in the Downtown Historic District.

Requested Action

1. Consideration of an approval for the painting of new façade signs.
2. Variance from sign ordinance Sec. 15-8 (5)a(2) permitting only one wall sign on the front façade.

Recommendation

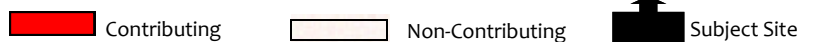
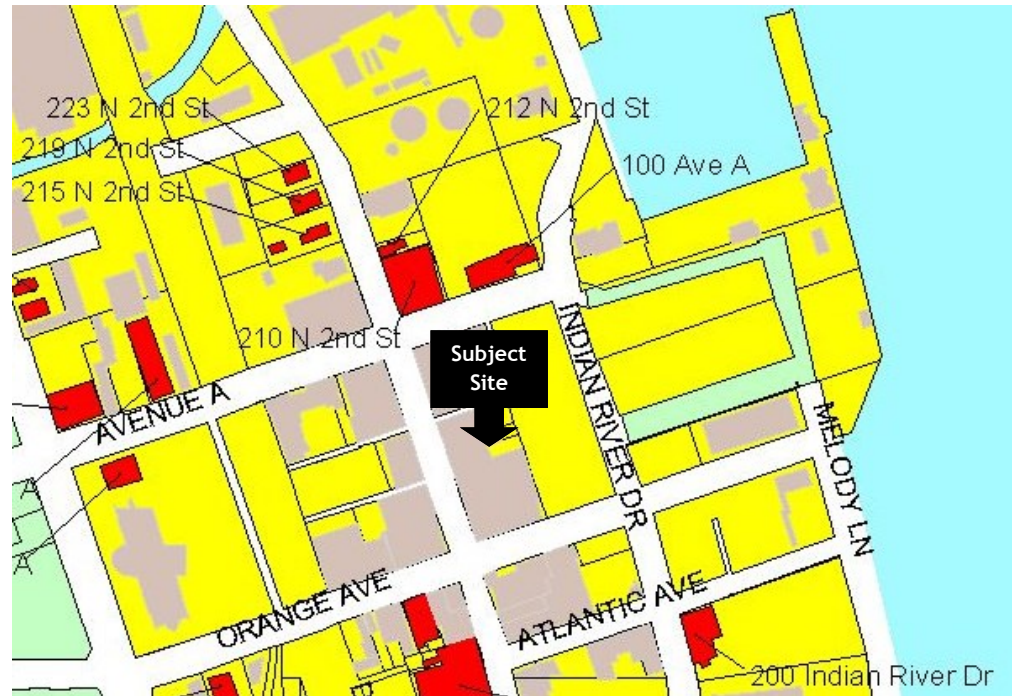
Approval with conditions

Staff

Maria Lewicka, AICP
Historic Preservation Planner

Kori Benton
Senior Planner

HISTORIC PRESERVATION BOARD : PUBLIC HEARING



BACKGROUND

This one-story commercial building is a non-contributing structure in the Downtown Historic District. The St. Lucie County Property Appraiser's Property Record Card indicates the year of construction as 1926.

REQUESTS

1. Consideration of an approval for installation of following signs:

- Signs proposed for the principal façade fronting North 2nd Street :
4' x 21' - "The Hideaway, Private Party Rooms" (84 sq. ft.) and
Two 52" x 59" - "2nd Street Bistro" Logos (total 42.61 sq. ft.)
- Signs proposed for the rear façade fronting the City Parking Lot and North Indian River Drive:
3' x 20' - "2nd Street Bistro, Take-out Pick up" (total 60 sq. ft.)

2. Consideration of an approval of the Variance from Sec. 15-8.(5)a. 2. City of Fort Pierce Code of Ordinances :

"One wall sign or one projecting sign per tenant, which shall not exceed a sign area equal to twenty (20) per cent of the total face area fronting on the main street."

The applicant is requesting a variance from this section in order to paint three (3) signs on a 2nd Street Bistro "Hideaway" restaurant front façade.



2nd Street view



Existing front elevation

NO SUBSTRATE INSTALLED - HAND PAINTED LETTERING ONLY ON WALL



TOTAL MEASUREMENTS FOR FRONT OF BUILDINGS: 22' X 53'



Front elevation with the proposed Signs



Existing Sign



Proposed sign 3' High x 20' Wide

STAFF ANALYSIS AND RECOMMENDATIONS

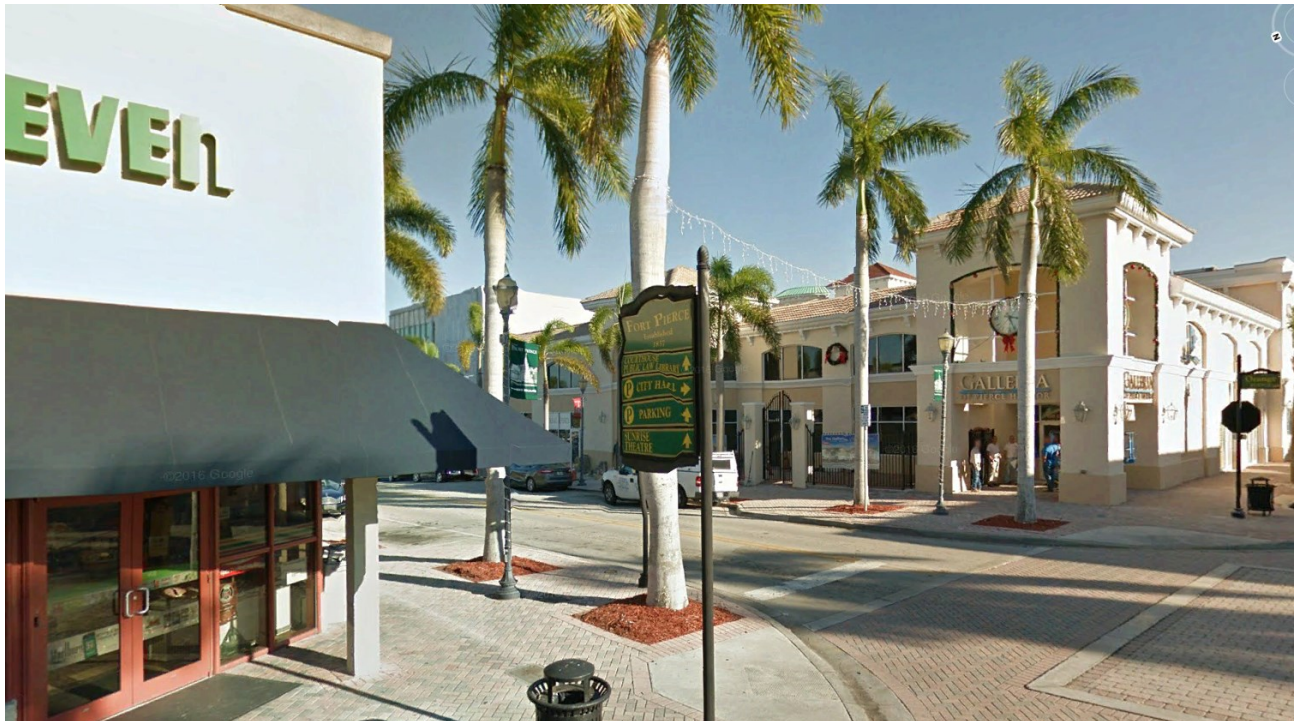
1. Consideration of an approval for the installation of new façade signs.

Secretary of Interior Standard 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.

Recommendations

The signs proposed for the front and back façade are notably consistent and compatible in size, scale and design to the existing signs along 2nd Street and Downtown area. They meet the requirements of the Secretary of Interior Standard 9, and City sign regulations therefore Staff Recommends that the Historic Preservation Board approve the proposed signs as requested.



Signs in Downtown Historic District

2. Variance from sign ordinance Sec. 15-8 (5)a(2) permitting only one wall sign on the front façade.

Applicable Standards/Criteria

Section 23-61:

The Historic Preservation Board shall have the authority to waive, with or without conditions, the setback, off-street parking, height, signage, density and floor-area ratio requirements of the underlying zoning district of those properties designated by the City Commission as historic sites, either individual sites or buildings within historic districts, where it is deemed appropriate for the continued preservation of the historic site or historic district. The Board shall only grant variances when an application for a Certificate of Appropriateness has been issued to promote preservation, rehabilitation or restoration. In carrying out this responsibility the Historic Preservation Board must follow the same procedures specified for the board of adjustment in Article VIII of chapter 22 of the Code of Ordinances.

Analysis

The applicant has proposed three (3) separate signs on the front façade of this establishment.

If granted the variance, the applicant will be permitted to place in addition to the main sign, two business logos of identical design and size on opposite ends of the front façade sign.

City code allows one sign on the main façade. The dimensions of the signage meet the requirements of the Code, as they do not exceed area equal to twenty (20) per cent of the total wall face area, but exceed limitation to one sign per façade .

A typical concern for public space is the proliferation of signage and visual clutter. This concern is the rationale behind allowing only one sign per façade.

Staff finds that this proposal does not have a negative impact for the following reasons:

1. The signage is professionally rendered and visually interesting; and
2. The signage enlivens this portion of Second Street; and
3. The design of the facade will be complimented by the symmetrical signage.

Recommendations

Staff Recommends approval of the variance from Sec. 15-8 (5)a(2)