



AUGUST 27, 2018

COA 18-57

Owner/Applicant

Galleria at Downtown
 Fort Pierce LLC

Location

100 S 2nd Street, St 106

Parcel

2410-503-0108-000-6

Historic Status

Non-Contributing

Requested Action

Installation of a new projecting sign.

Recommendation

Approval

Staff

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
- 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.
- 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 alternations and courtyard seating for future restaurant.
- 7/2016 Historic Preservation Board approved COA Application for installation of nine (9) blue flags.

Existing Conditions:



Corner of Orange Avenue
and 2nd Street



2nd Street Elevation

Staff Analysis

Request:

The applicant is asking for consideration of approval of a new projecting sign on the west side of the building (after the fact, sign has been already installed).

Visual Layout (Already Installed)



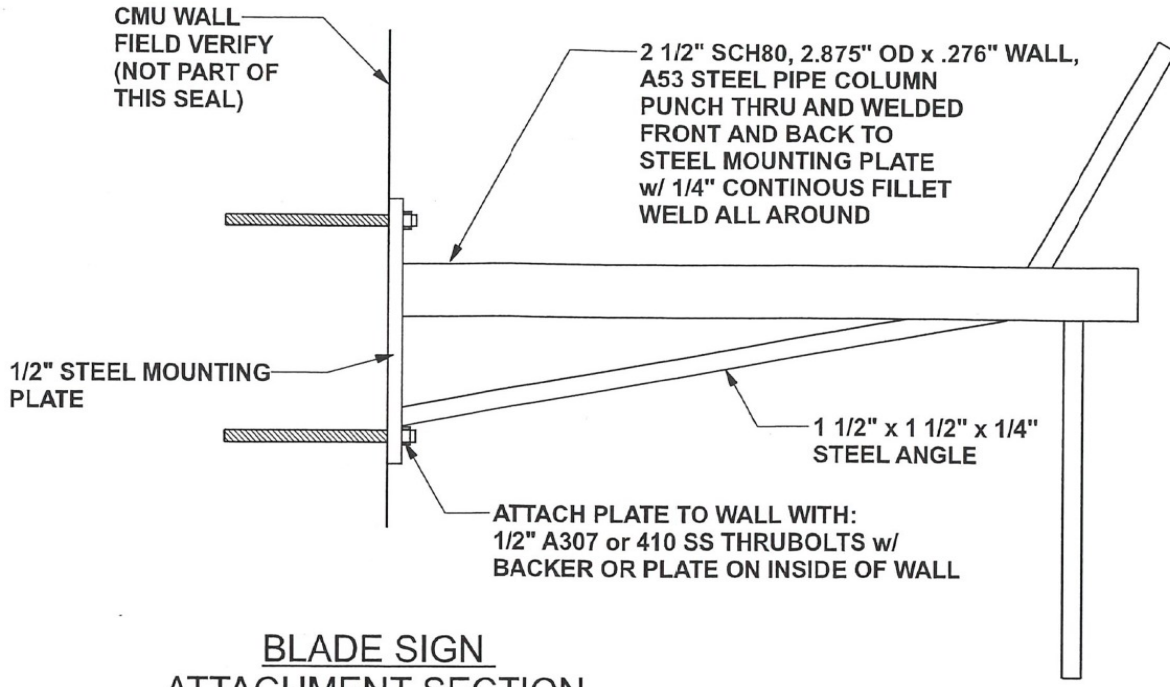
Dimensions of the sign



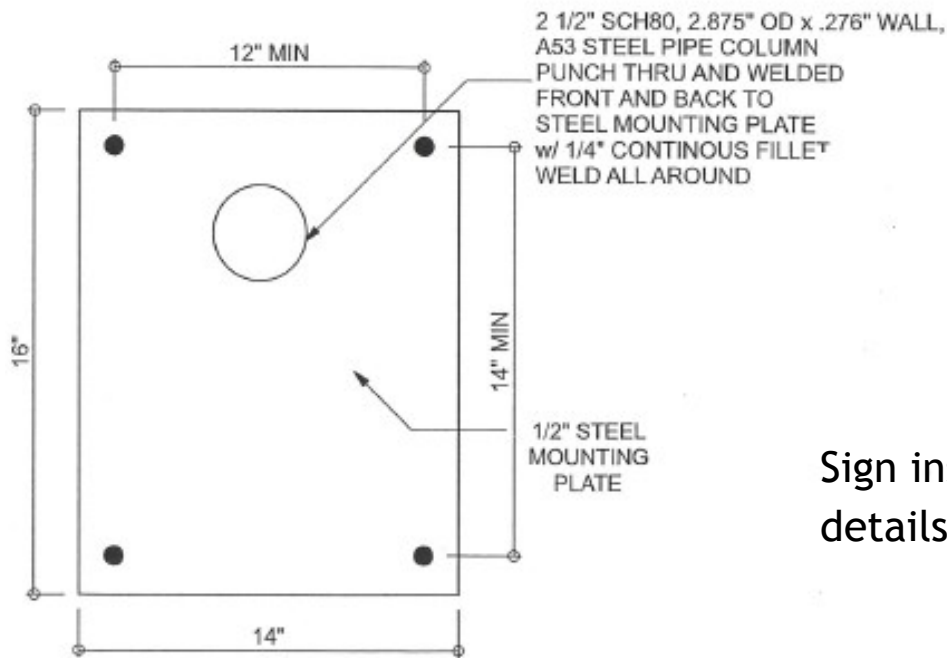
Side view of the sign



Front view of the proposed sign



BLADE SIGN
ATTACHMENT SECTION



MOUNTING PLATE DETAIL
FOR (4) BOLT ATTACHMENT

Sign installation
details

Secretary of Interior's Standards for Consideration:

9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials features, size, scale and proportions, and massing, to protect the integrity of the property and its environment.



Buildings cross the street



Staff Recommendations:

The proposed “sign” is a full size replica of the front half of a steer protruding from the façade of the commercial building. Intended to provide recognition of and guidance to the Bradford Steakhouse located in the building, the “sign” bears no information, graphics or other reference to the business.

The proposed “sign” is a secondary design element placed on noncontributing commercial structure. It is one of many new elements of the evolving character of the Downtown area. The overall visual impact of the sign on the street scape is moderated by the existing landscape.

The overall proposal and design are consistent with the Secretary of Interior Standard 9. Staff recommends that the Historic Preservation Board approve the request with the recommendation that the applicant consider modification of the sign to achieve a more artistic and aesthetic visual affect.

