



JULY 22, 2019

COA 19-46

Owner

One Eleven Orange, LLC

Applicant

Plates

Location

111 Orange Ave, Suite 300

Parcel

2410-509-0002-000-1

Historic Status

Non-Contributing

Requested Action

Door and window alterations, new signs, and new paint.

Recommendation

Approval with condition

Staff

Maria Lewicka, AICP
 Historic Preservation Planner

HISTORIC PRESERVATION BOARD : PUBLIC HEARING



Location Map



Contributing



Non-Contributing



Subject Site

BACKGROUND

This three-story commercial building is a non-contributing structure in Downtown Historic District. The design is commercial modern, expressed by a flat roof, and 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 accurate information for this structure. Staff estimates its construction date in the 1960's based on design.



BUILDING LOCATION/AERIAL PHOTO

APPLICANT REQUEST

The applicant is asking for consideration of approval for alteration of the existing window to accommodate a service window, replacement of the existing window on 2nd Street elevation with a door, new signage on 2nd Street and Orange Avenue elevations and new paint on three sides of the building.



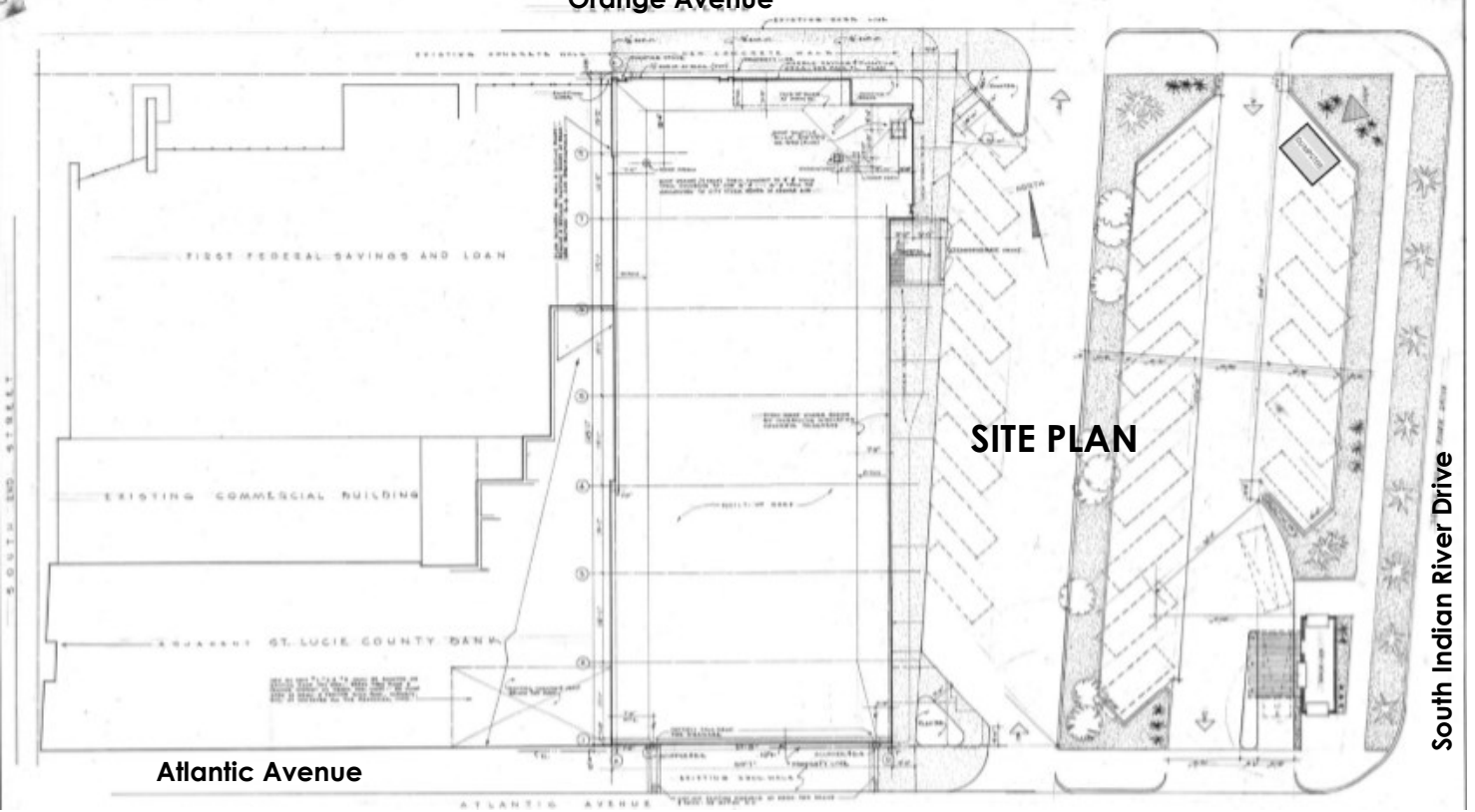
EXISTING NORTH ELEVATION



PROPOSED NORTH ELEVATION

Orange Avenue

South 2nd Street



SITE PLAN

South Indian River Drive

Atlantic Avenue

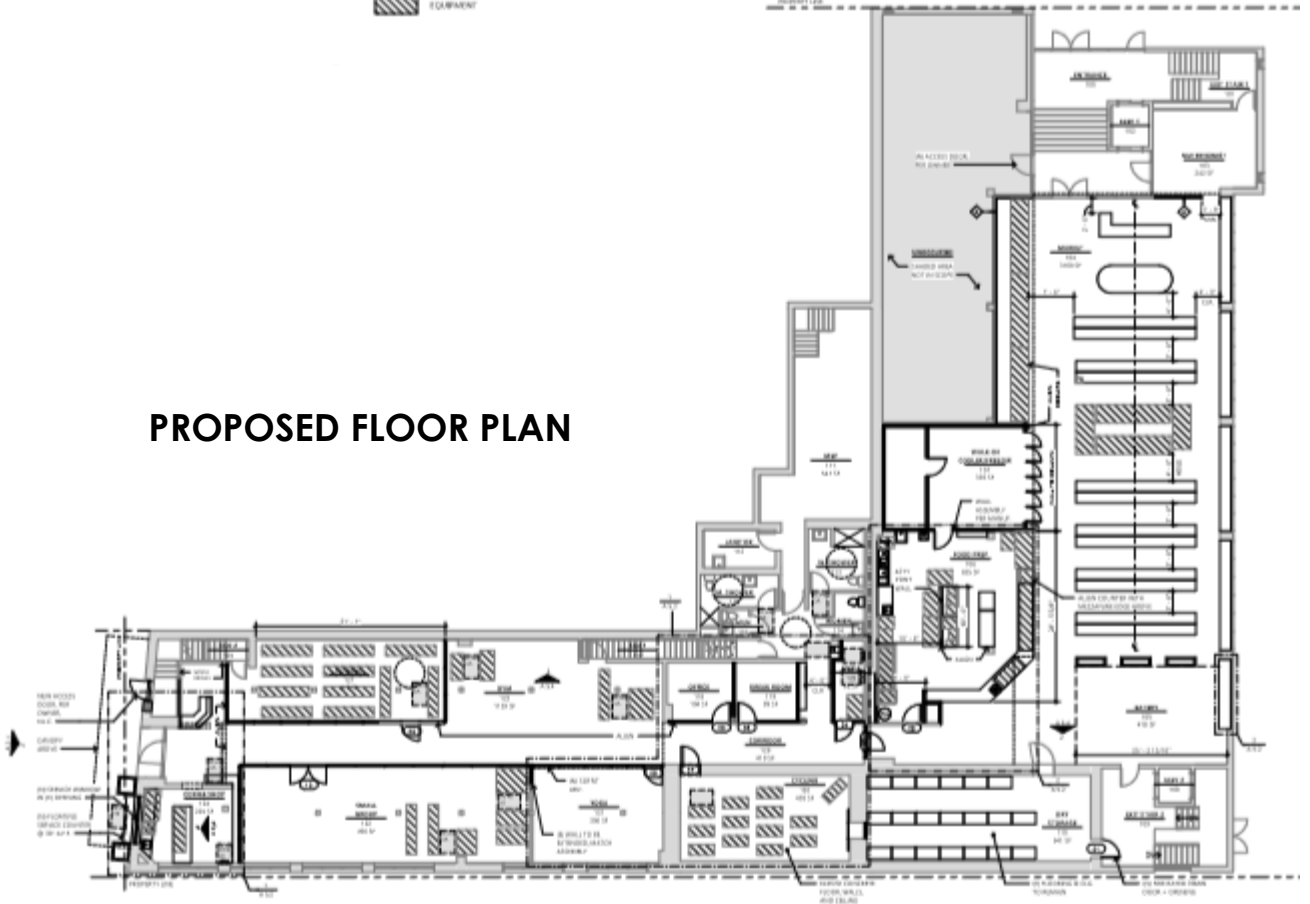
NOTES

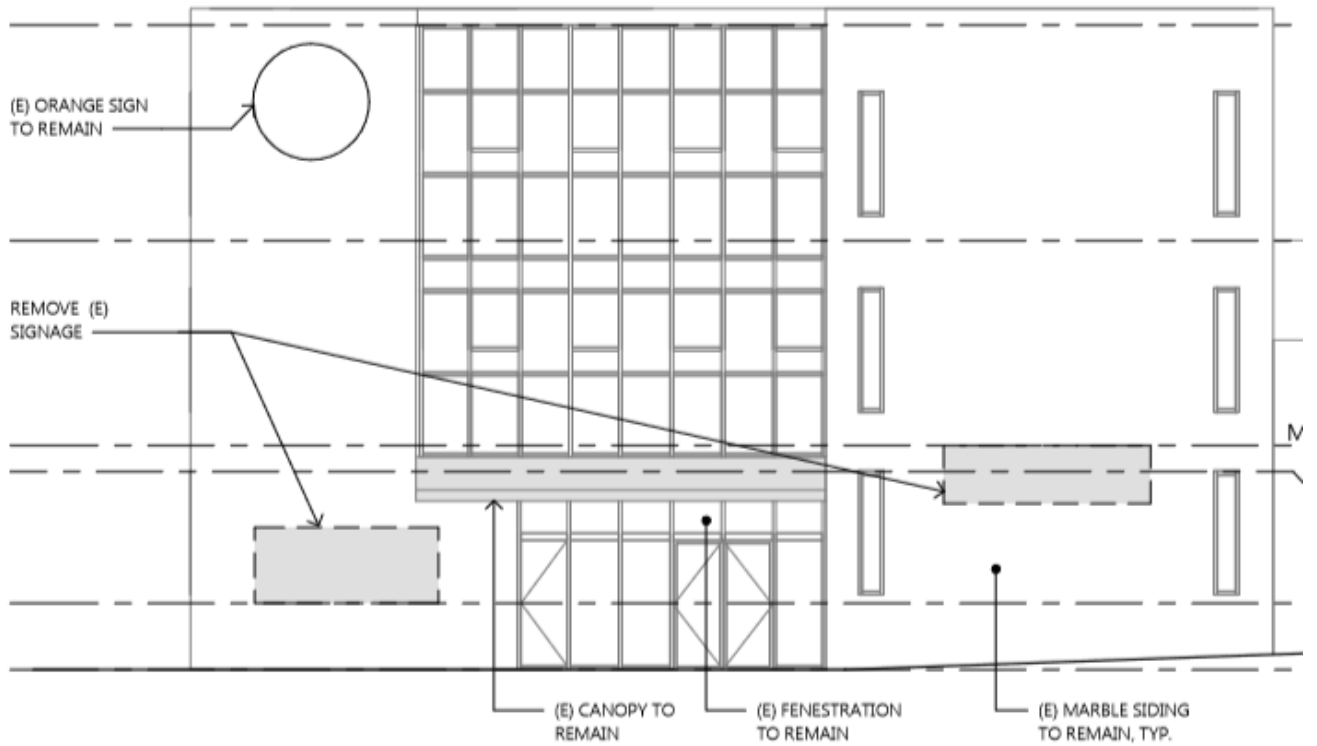
1. S.C. TO PROVIDE RECORDS FOR WALL FINISH, DOORS, ELEVATIONS, AND AS NOTED

LEGEND

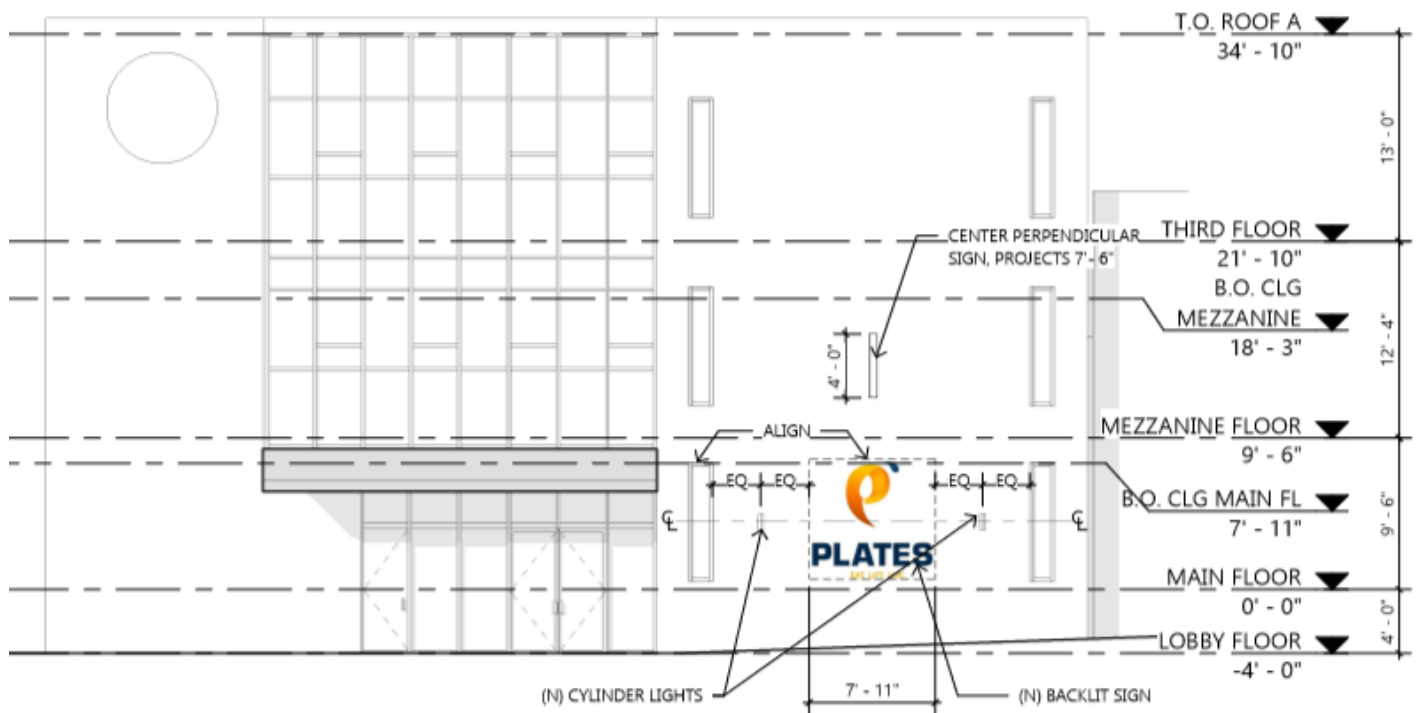
-  EXISTING TO REMAIN
-  NEW CONSTRUCTION
-  EQUIPMENT

PROPOSED FLOOR PLAN

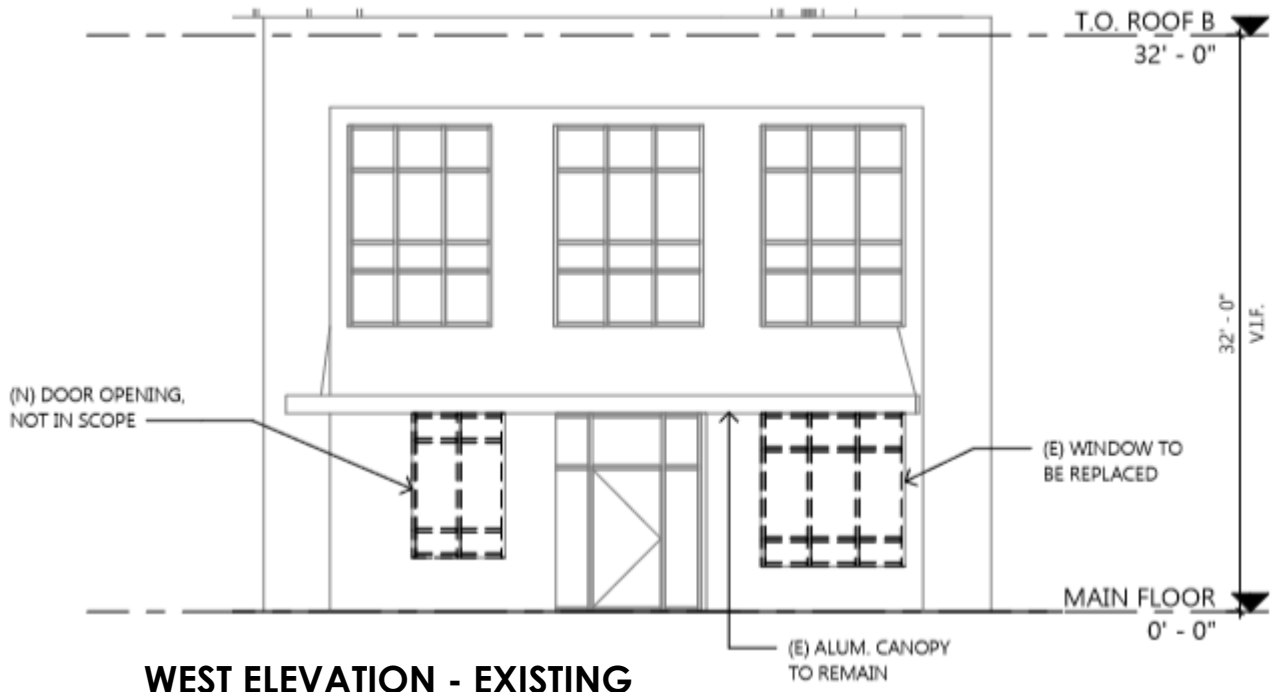




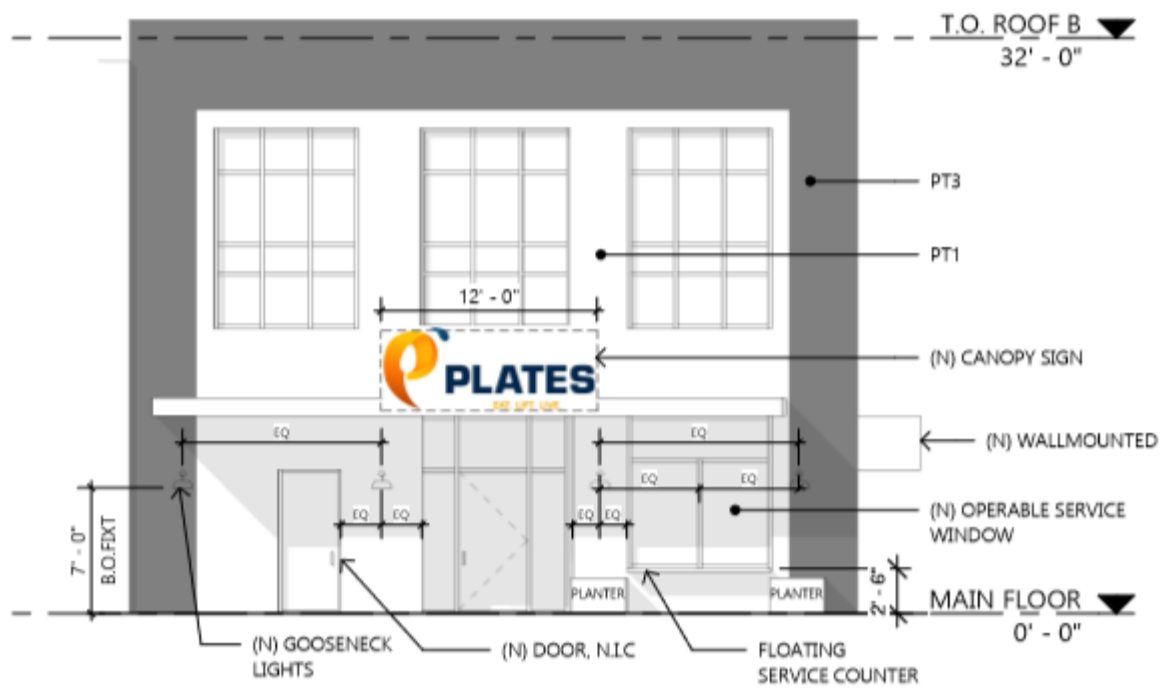
NORTH ELEVATION—EXISTING



NORTH ELEVATION—PROPOSED



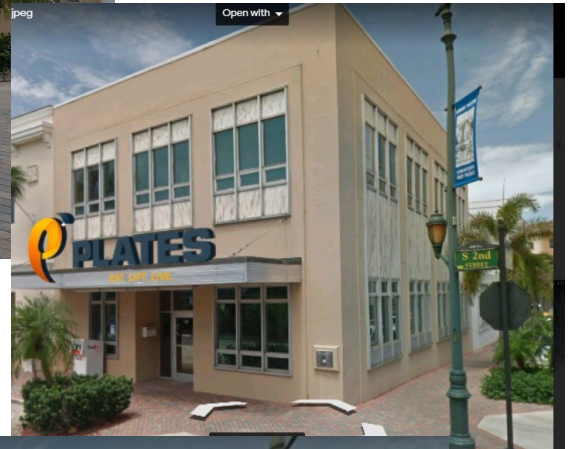
WEST ELEVATION - EXISTING



WEST ELEVATION—PROPOSED



**EXISTING ELEVATION
S 2ND STREET &
ATLANTIC AVENUE**



**EXISTING ELEVATION WITH
THE PROPOSED SIGN**



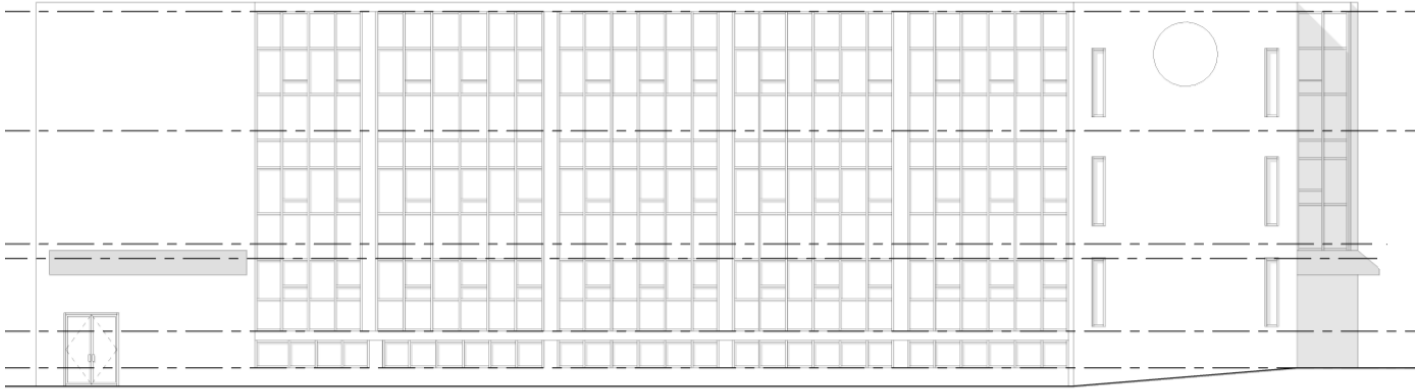
PROPOSED ELEVATION



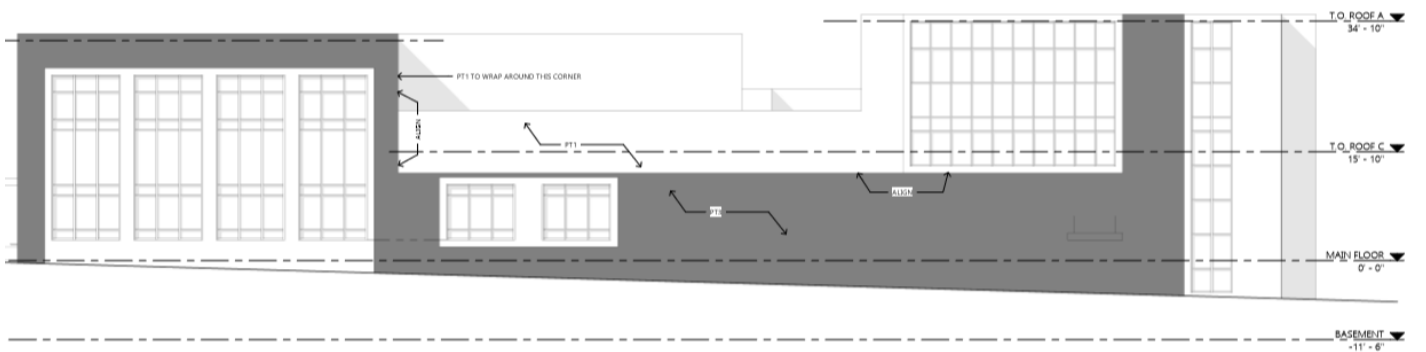
EXISTING SOUTH-EAST CORNER EL



EXISTING EAST ELEVATION



EAST ELEVATION



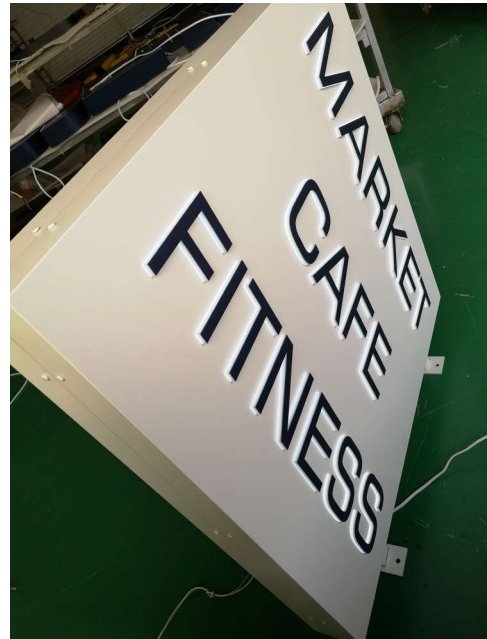
**SOUTH ELEVATION
STUCCO SIDING
TO BE RE-PAINTED**



GENTELMAN'S GRAY



SWISS COFFEE



PROPOSED SIGNS

APPLICABLE STANDARDS/CRITERIA

SECRETARY OF INTERIOR'S STANDARDS FOR CONSIDERATION

2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

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.

Section 23-45:

In adopting these guidelines, it is the intent of this chapter to promote the proper maintenance, restoration, preservation, rehabilitation, or reconstruction appropriate to the property, and compatible contemporary designs which are harmonious with the exterior architectural and landscape features of neighboring buildings, sites and streetscapes.

STAFF ANALYSIS

The future revitalization and preservation of a historic district is the ultimate goal of the Historic Preservation program. While the applicant's building is a 'non-contributing' structure of Modern Design in the Downtown Historic District, it is appropriate to discuss the proposed modifications as they should blend with the surrounding district environment, while providing unique appearance of the business' contribution to a vibrant downtown which attracts people for any number of different reasons: shopping, working, living, entertainment, and personal services.

This particular location is in need of an anchor tenant, as the departure of Anytime Fitness created an unhealthy "vacuum" very close to the core of the downtown. The applicant's Plates gym with market, eatery, lounge and kitchen will provide an excellent service to draw people to downtown and eliminate the vacancy problem in this large building.

The applicant's proposed functional alterations to door and window openings will not change the design or character of the building. The proposed paint schemes for the entire building will compose well with the surroundings.

The proposed signage does raise cause for concern. This applicant has an independent business with specific primary signage, including a set logo and letters of modern design to be mounted above the Second Street entrance canopy and on Orange Avenue wall. While not historically proper or harmonious with the character of the Downtown Historic District, the primary signs' dimensions meet the requirements of the Code as they do not exceed an area equal to twenty (20) per cent of the total wall face area.

However, the applicant is also proposing a second projecting wall sign which exceeds the limitation of one sign per façade as designed. Staff suggests that, if the information on the second sign is relevant to the business, it might be adjusted to qualify as a "directional sign" allowed by code as long as it does not exceed six (6) total square feet in sign area and is displayed at or close to the business entrance.

STAFF RECOMMENDATION

The proposed changes to the door and window openings and signs addition are to accommodate the proposed use which will have a beneficial effect on the redevelopment and preservation of the Downtown Historic District, and the overall proposal and design are consistent with the Secretary of Interior Standard 9 and 10 and, except for the proposed projecting wall sign, the City's sign code.

Staff recommends that the Historic Preservation Board **Approve** the proposed openings alterations and signage, subject to one (1) Condition of Approval:

The projecting sign shall not exceed six (6) square feet in total sign area and shall be adjusted to qualify as a 'directional sign' displayed at or close to the business' entrance.



PROPOSED EATERY MARKET