



AUGUST 26, 2019

COA 19-52

Owner/Applicant

Galleria at Downtown
Fort Pierce LLC

Location

100 S 2nd Street

Parcel

2410-503-0108-000-6

Historic Status

Non-Contributing

Requested Action

Installation of a new sign
with separate logo

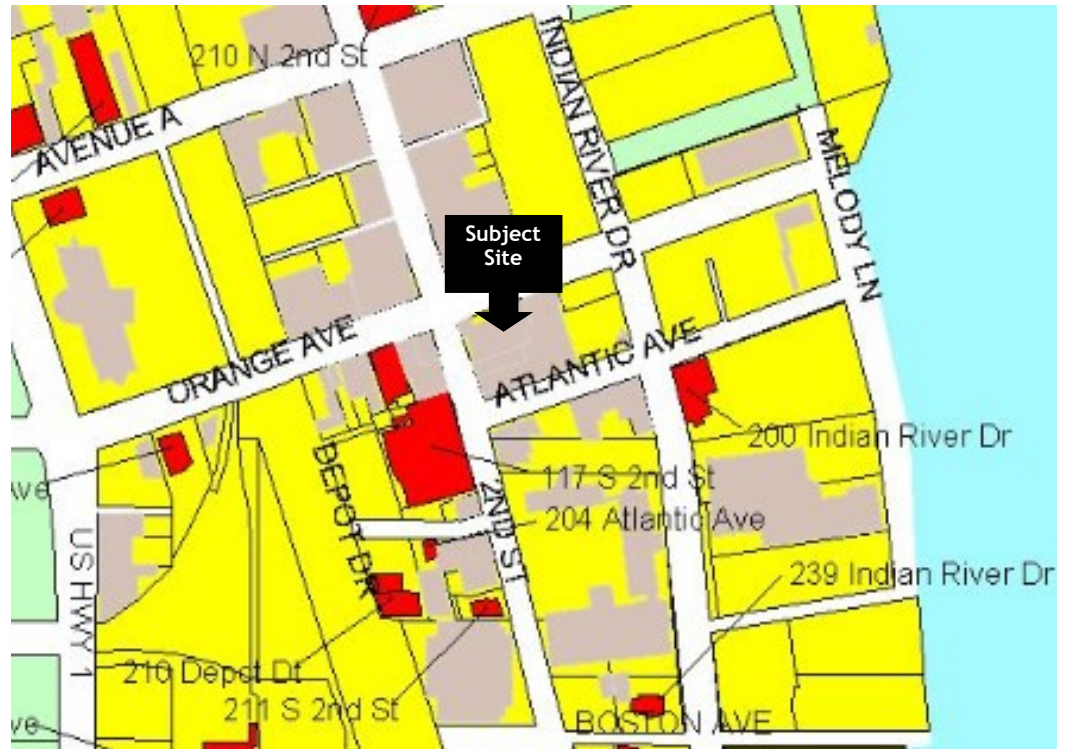
Recommendation

Approval with recommen-
dation to remove barber-
shop logo

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 The Historic Preservation Board approved COA Application for installation of nine (9) blue flags.
- 8/2018 The Historic Preservation Board approved COA Application for installation of a new sign for the Bradford Steakhouse.

Request:

The applicant is asking for consideration of approval of a new sign above the second story window. The sign will consist of 1" thick and 9" tall dimensional letters and a barber pool logo.



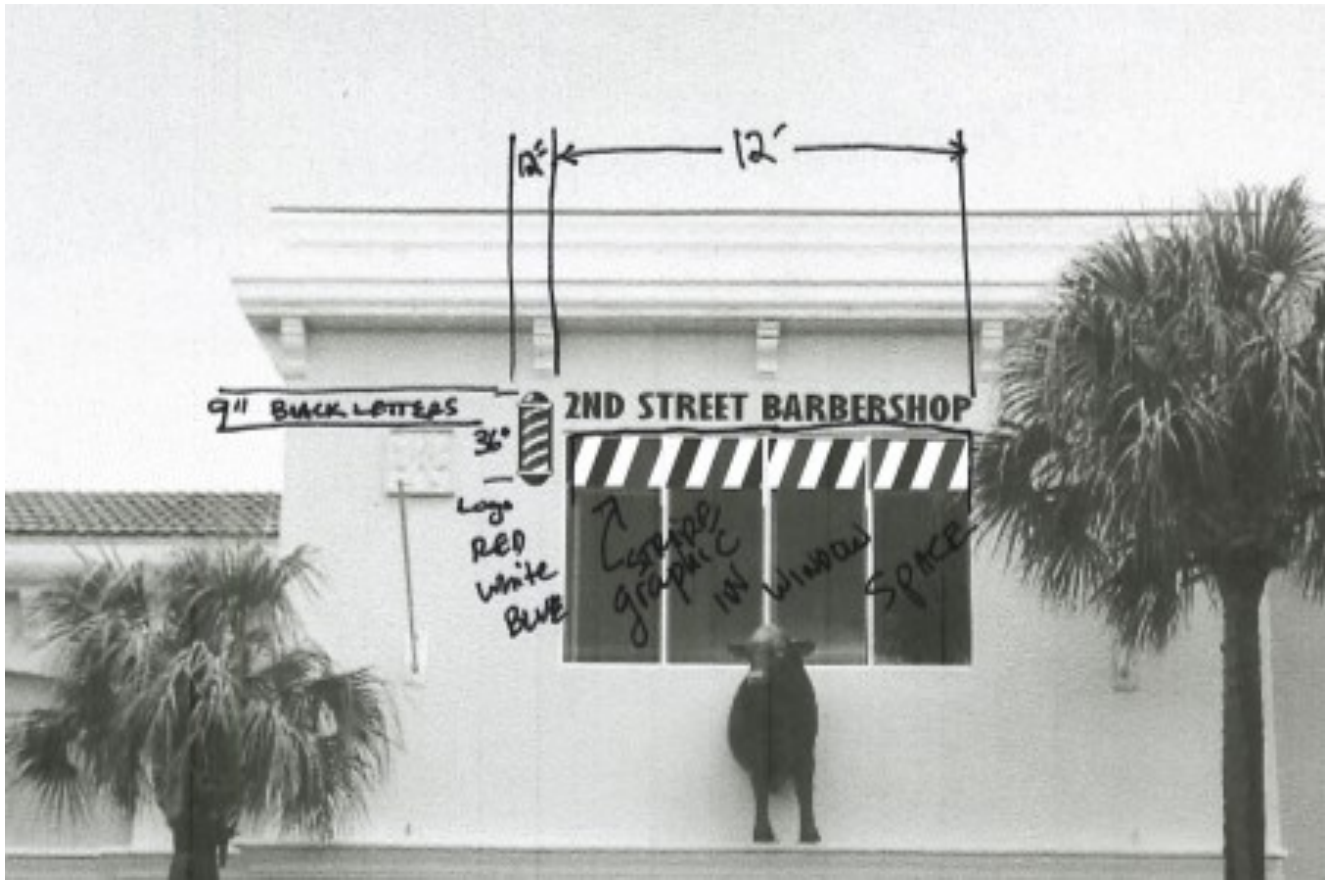
Front view with the existing sign



Proposed sign

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.



Staff Recommendations:

The proposed sign is placed above recently approved full size replica of the front half of a steer protruding from the façade of the building.

The existing sign represents very uncommon and strong design element which is difficult to match with traditional signage. Although the proposed black lettering of the barbershop sign itself is neutral and understated, the red, blue, and white barbershop logo, however, represents an odd design element which would appear to be completely out of character with the existing sign. The existing and proposed signs are vastly different in style and create an overall chaotic visual impact. Further, the significance off the existing sign is diminished and its exclusive design disappears.

Although 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 barbershop logo be removed in order to achieve a more artistic and aesthetic visual affect.