



JULY 22, 2019

COA 19-46 Variance

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

Variance approval for a new directional sign.

Recommendation

Approval

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 the 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 to be sometime in the 1960's, based on the structure's design.



BUILDING LOCATION/AERIAL PHOTO

APPLICANT REQUEST

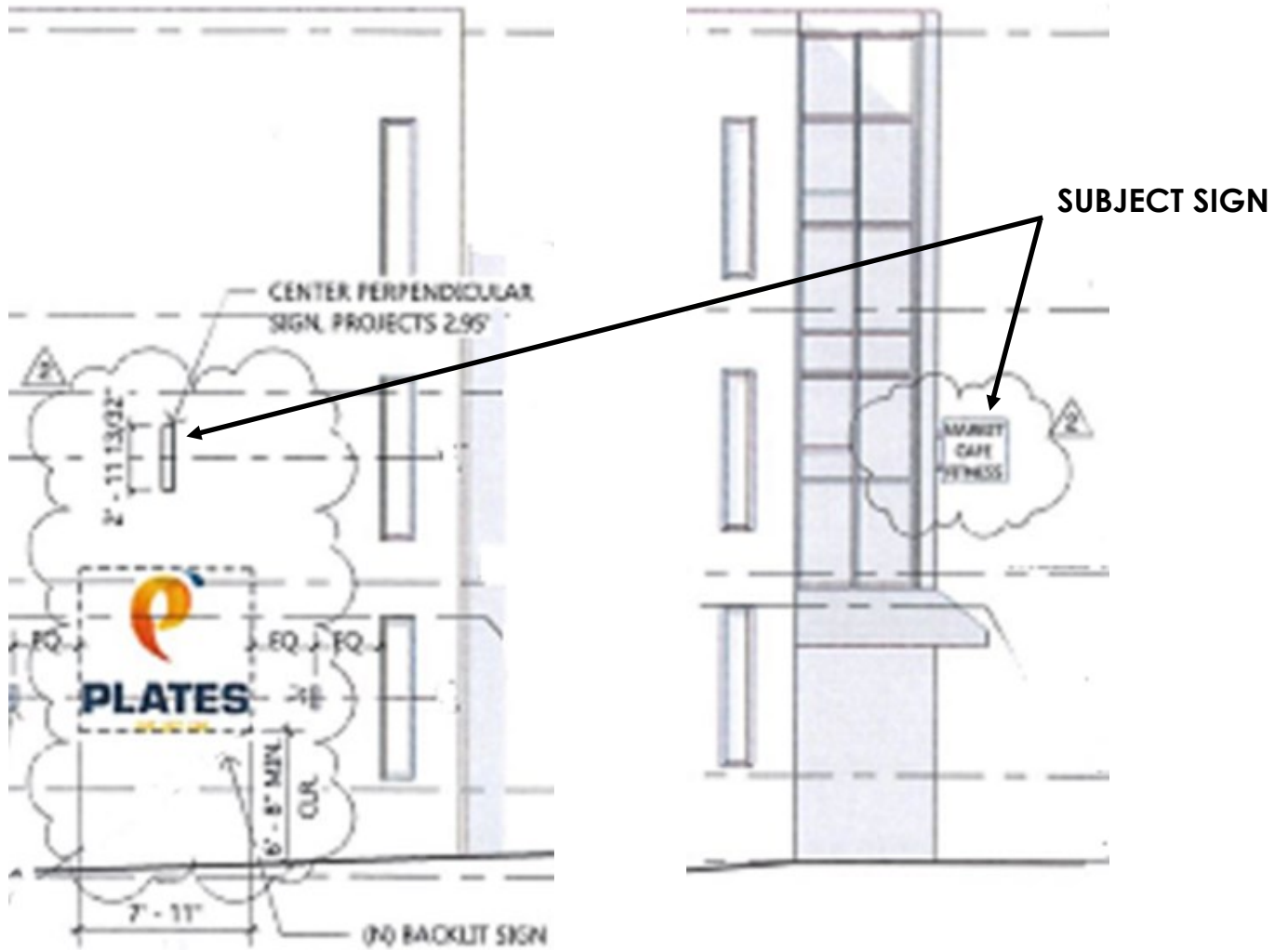
The applicant is requesting approval to install a Directional Sign on a building located within a designated historic site at 111 Orange Avenue. This sign requires approval of a variance since it would deviate from City Code Section 15-7(5)a7 which allows for the maximum size of a directional sign area to be six (6) square feet, whereas the proposed size of the directional sign is 8.75 square feet.



EXISTING NORTH ELEVATION



PROPOSED NORTH ELEVATION



ORANGE AVENUE FACAD—SIGN LOCATION



PROPOSED SIGN

APPLICABLE STANDARDS/CRITERIA

CITY CODE SECTION FOR CONSIDERATION

Section 15-7.(5)a.7.

Directional signs, which shall not exceed six (6) square feet in sign area, may be installed as needed.

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.

VARIANCE CRITERIA/APPLICANT RESPONSE

In order to determine whether request for Variance meets all the criteria in Section 22-108 of the City Code. The **applicant** has provided answers to the following questions:

1. Describe those conditions peculiar to the specific property and not applicable to other lands, structures, or buildings in the same zoning district.

111 Orange Ave is a 3 story building and has an elevation face on all 4 Roads (2nd St, Orange Ave, Indian River Dr, Atlantic Ave). It's a large multi-tenant building.

2. Do special conditions or circumstances result from actions other than that of yours? Please explain.

Multiple business tenants with their individual signage needs restricts what each tenant may want to do to meet codes.

3. Identify any undue hardships or deprivation of commonly enjoyed property rights that would result in the interpretation of the code for the zoning district.

By denying the variance, PLATES would be unable to show potential customers what services are being offered.

4. What is the minimum variance that would give the reasonable use of the land, building or structure?

The current code allows directional signs to be 6 sq. ft. We are requesting a variance to allow our sign that has already been constructed of 8.75 sq. ft.

5. Explain how the variance request would not impair the intent of the zoning ordinance or be detrimental to the general public welfare.

The requested sign is well above foot traffic so it won't pose a threat. It is still small enough to not be a distraction to vehicular traffic, while also promoting better public safety for drivers with easier to read letters. 111 Orange Ave is one of the larger buildings in the Downtown district and adding the additional sq. ft to the sign will not make the sign an eyesore.

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 ANALYSIS

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, as part of this variance, the applicant is proposing a directional sign which is allowed by code as long as it does not exceed six (6) total square feet in sign area. Since the proposed size of the directional sign is 8.75 square feet, it requires approval of variance.

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

1. The signage will direct and inform downtown visitors and locals about the uses.
2. The signage is professionally rendered of quality materials.
3. The design is complimentary to all other signage and composes well with the façade.
4. The slightly larger than allowed size of the sign will not appear to be out of scale.

STAFF RECOMMENDATION

Staff recommends approval of the proposed sign as it meets Secretary's Standard #9, and approval of the proposed variance, per City Code Section 22-108.