

Item Coa

From: HOUSE&DESIGNS
Sent: Monday, January 27, 2020 5:27 PM
To: Jennifer Hofmeister; Maria Lewicka
Cc: Jhonattan Osorio; Emily Fingerhut; dale Derlugt
Subject: 2nd Street Barber Shop - COA Signage

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Hi Jennifer and Maria -

I was talking to Gus and Jhon and they wanted to bring up the following for you to review, in regards to the COA Meeting tonight. Gus and Jhon note that:

- a) As a landlord we are trying to recruit businesses to downtown Fort Pierce. It is already a hardship at times with the lack of traffic. Therefore we need to do everything possible to assist these businesses, including signage.
- b) The City needs to help attract businesses and help to eliminate hardships and give more support.
- c) We are in no way interested in helping 1 business and harming the other. We want for both the Braford Steakhouse and 2nd Street Barber to thrive.
- d) Each business has a different address. There are 2 Stories. The Braford Steakhouse is on the 1st floor and the 2nd Street Barber is on the second floor.
- e) The Barber Shop that is on the 2nd floor is a legal independent business that has a right to have signage for their store front. They need some sort of identification or sign so people know that they are there. If they don't get exposure (a sign) we might lose them as a tenant and we will then have the same problem with the next tenant - and it will continue being in issue.
- f) The Braford Awning on the first floor will have signage lettering on the banding. Nothing to do with the area above the 2nd floor window. It could make sense to be confusing if the Barber Shop sign were going on the BOTTOM of the 2nd floor window, but it is not – it is going **ABOVE** the second floor window.
- g) We are simply asking for the City to have Empathy for the Barber Shop and permit them to have signage to help promote their business.

Thank you both.