



# CITY OF FORT PIERCE

## PLANNING DEPARTMENT

REBECCA GROHALL, AICP, PLANNING MANAGER  
COMPREHENSIVE PLANNING ♦ DEVELOPMENT REVIEW  
HISTORIC PRESERVATION ♦ URBAN DESIGN ♦ URBAN FORESTRY ♦ ZONING

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**TO:** Members of the City of Fort Pierce Board of Adjustment

**THROUGH:** Rebecca Grohall, AICP, Planning Manager

**FROM:** Clarissa Davis, Planner

**SUBJECT:** Application for Variance  
7001 Okeechobee Road

**DATE:** May 2, 2014

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### STAFF REPORT

**Owner:** Mc Donald's Corporation  
10150 Highland Manor Drive  
Tampa, FL 33620

**Representative:** Kim Binkley-Seyer; The Seyer Group  
7321 Merchant Court  
Sarasota, FL 34240

**Requested Action:** Approval of a Variance to deviate from City Code Section 15-8(5)(a)3 to exceed the allowed sign area and utilize a sign with the calculated area of 156.5 square feet.

**Location:** 7001 Okeechobee Road, Fort Pierce, FL

**Current Zoning:** C-3, General Commercial

#### Staff Analysis:

In accordance with Chapter 22, Article VIII of the City Code, the applicant is requesting that the Board of Adjustment approve a variance to deviate from Section 15-8(5)(a)3 to exceed the allowed sign area and utilize a sign with the calculated area of 156.5 square feet.

Currently, this site displays a sign that is 33 feet tall with a sign area of 213.61 square feet. The applicant is looking to replace this with a sign whose calculated sign area is 156.5 square feet and 50 feet in height. The proposed sign is smaller in size and area when compared to the existing signage and features a newer open design.

City Code Section 15-8(5)(a)3 states the following: "Any establishment, or group of establishments, which has a main street lot frontage of sixty (60) linear feet or more, shall also be permitted one ground sign. Such sign shall not exceed a sign area equal to one square foot for every three (3) linear feet of main street of lot frontage, up to a maximum of two hundred (200) square feet".

This property currently has a main street frontage of 171.75 linear feet. In accordance with the aforementioned code section, the applicant is able to construct a sign with a maximum sign area of 57.25 square feet. The proposed sign exceeds this by 99.25 square feet and will display a calculated 156.6 square feet in area. The proposed height of 50 feet is permissible within the designated C-3, General Commercial zoning district.

The following five (5) criteria, as specified in Section 22-108 of the City Code, must be satisfied in order for a variance to be granted:

1. Special conditions and circumstances exist which are peculiar to the land, structure or building involved and which are not applicable to other lands, structures or buildings in the same zoning district;
2. The special conditions and circumstances do not result from the actions of the applicant;
3. The literal interpretation of the provision of the zoning ordinance would deprive the applicant of rights commonly enjoyed by other properties in the same zoning district under the terms of the ordinance and would result in unnecessary and undue hardship on the applicant;
4. The variance granted is the minimum variance that will make possible the reasonable use of the land, building or structure;
5. The granting of the variance will be in harmony with the general intent and purpose of the ordinance and such variance will not be injurious to the area involved or otherwise detrimental to the public welfare.

The applicant has provided a narrative in response to each of the five (5) criteria.

**Staff Recommendation:**

As the criteria specified in Section 22-108 of the City Code appears to have been met, Staff recommends **approval** of the requested Variance.