



# CITY OF FORT PIERCE

## PLANNING DEPARTMENT

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

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

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

**FROM:** Kori Benton, Historic Preservation Officer

**RE:** **Variance – Exceed Allowable Sign Area & Height  
Treasure Coast Jaguar & Land Rover  
4771 S US Highway 1**

**DATE:** March 19<sup>th</sup>, 2015

### STAFF REPORT

**Owners/Applicants:** Michael, Dominic, & Robert Grieco  
4771 S. US Highway 1  
Fort Pierce, FL 34982

**Representative:** Bob Rice  
Flamingo Signs  
4444 SE Commerce Ave  
Stuart, FL 34997

**Requested Action:** Approval of a variance to deviate from City Code Sections 15-8. (5) a. 3.; to exceed the allowable sign area of an on-premise ground sign, and 15-6. (b) (3)a.; to exceed the allowable sign height. The application proposes the construction of a 140 sq. ft. sign, twenty (20) ft. in height.

**Location:** 4771 S US Highway 1

**Parcel ID:** 3403-502-0027-010-5

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

**Surrounding Zoning:**

North	East	South	West
C-3	C-3	C-3	OS-1

**Future Land Use:** GC, General Commercial

**Parcel Size:** 4.57 acres

### Staff Analysis:

In accordance with Article VIII of Section 22 of the City Code, the applicant is requesting the Board of Adjustments approve a variance to deviate from City Code Sections 15-8. (5) a. 3.; to exceed the allowable sign area of an on-premise ground sign, and 15-6. (b) (3)a.; to exceed the allowable sign height. The application proposes the construction of a 140 sq. ft. sign, twenty (20) ft. in height, whereas the City Code allows a sign of 62.47 sq. ft. and 12 ft. in height for a property with 187.42 linear feet of frontage, and between three (3) and five (5) acres in size.

The subject site is 4.57 acres in size, and features 187.42 linear feet of frontage upon US Highway 1. The property is uniquely shaped, with most of the land area situated west of other properties fronting US Highway 1. This lot configuration rendered the Treasure Coast Jaguar & Land Rover dealership, completed in 2006, to be relatively long and narrow, in placing the 28,000 sq. ft building and required infrastructure on the subject property.

The existing ground sign was constructed with the completion of the building, and exists at 12 ft. in height, and 84 square feet in area. The applicants have purchased the abutting property to the south to expand vehicle sales operations, and are seeking to revise the signs features across the two sites.

The proposed sign for the principal dealership, to replace the existing sign, is approximately 20 ft. in height, with a sign area (per our City Code definition) of 140 sq. ft., whereas the City Code requires a site have a minimum area of twenty (20) acres, and 420 linear feet of frontage to grant the requested sign parameters.

A comparison of the existing sign present on site, the sign allowance for the property, as well as the requested sign via a variance is provided in the table below:

	<b>Height</b>	<b>Area</b>
<b>Existing Sign</b>	12ft.	84 sq. ft.
<b>Sign Allowed</b>	12ft.	62.47 sq. ft.
<b>Requested Sign</b>	20ft.	140 sq. ft.

### Variance Criteria

The following criteria are specified in Section 22-108 of the City Code, which 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 applicants, in the attached application and supporting documents, cite various factors and explanation with regard to the above-referenced criteria. The concentration of the presented justification is centered upon the limited visibility of the dealership, based upon the configuration of the property, visual clutter along US Highway 1, as well as the width and vehicle travel speeds of US Highway 1.

In reviewing the presented characteristics and special circumstances unique to the site, Staff considered is the maximum parameters for a new monument sign of fifteen (15) feet in height, and 145 sq. ft. in sign area, which the City Code permits for a site in excess of five (5) acres, and main street frontage of 436' (1 sq. ft. of sign area per 3 linear ft. of frontage). These calculated figures are presented through the tabulation of area and main street frontage, without the exclusion of the present "out parcels". This potential review accounts for the limited width of the dealership's façade, and therefore wall sign area, the location and setback distances of neighboring structures, as well as the factors presented in the applicant's submittal.



#### Property Owner Response Summary:

A total of 8 notifications were mailed to abutting property owners. As of March 19, 2015, 1 response has been received. The collected response approved of the applicant's request. An updated recording of responses will be provided to the Board at the hearing.

**Staff Recommendation:**

The characteristics associated with the presented site, orientation of the structure with regards to US Highway 1, and the applicant's application present factors for the Board of Adjustment to consider validation with the criteria specified in Section 22-108 of the City Code, and act accordingly.

The recommendation of Staff is to **approve** a variance to permit a monument sign of fifteen (15) feet in height, and 145 sq. ft. in sign area.