

## VARIANCE CRITERIA ANSWERS

1. SHOWN HERE IS AN AERIAL...THE FRONTAGE IN YELLOW ON U.S. ONE IS 309 FT HOWEVER YOU CAN SEE THE REAR FRONTAGE IS A MUCH LARGE 439 FT. THIS IS NEARLY 5 ACRES.
2. FP&L HAS RECENTLY INSTALLED NEW TALLER AND WIDER POWER POLES, U.S. 1 THAT NOW OBSTRUCT THE PRESENT 12 FT. MONUMENT SIGN. ALSO HIGHWAY U.S. ONE WAS WIDENED TO 6 PLUS LANES OF TRAFFIC WITH A DRIVING SPEED 45 MPH.
3. OTHER BUSINESSES LOCATED ON U.S. 1 NEAR TREASURE COAST MOTORS HAVE OF POLE & MONUMENT SIGNS OF 20 + FEET AND TALLER. ST. LUCIE COUNTY HAS A DIFFERENT SIGN CODE THAN OF FORT PIERCE FOR HIGHWAY U.S. ONE, AND PRESENTLY, THEY HAVE AND WILL... PERMIT SIGNAGE OF FREE STANDING & MONUMENT SIGNS UP TO 30 FEET TALL. \*\*\*
4. A 20 FT. MONUMENT SIGN WOULD LEND ITSELF TO BE THE PROPER SIZE FOR A BUSINESS ON U.S. ONE THIS AMOUNT OF FRONTAGE WITH NEARLY 5 ACRES. ALSO BOTH THE 15 & 20 FT MONUMENTS HAVE THE SAME SQ. FOOTAGE LESS THAN 12 FT. OF SIGNAGE
5. A LARGE NUMBER OF SIGNS...BOTH POLE SIGNS AND MONUMENT SIGNS ALONG U.S. ONE ARE 20 FEET AND MUCH TALLER. WE ARE ASKING THIS COMMITTEE TO GRANT A VARIANCE. AS WE WOULD REPLACE AN OLD AND UGLY 20 FT. TALL AND 14 FOOT WIDE NON-COMPLIANCE POLE SIGN, THAT ALSO HAS A CHANGEABLE COPY BOARD ....WITH A 7 FT. NARROW AND 12 FT. TALL MONOLITH. THAT HAS ARCHITECTURAL DESIGN THAT'S MORE VISUALLY APPEALING AND NOT OBTRUSIVE AS THE OLD POLE SIGN. THIS SIGN IS MORE LIKE A PIECE OF ART.

IN SUMMATION...IF GRANTED A VARIANCE FOR A NEW LARGER MONUMENT SIGN....TREASURE COAST JAGUAR – LAND ROVER DEALERSHIP WILL NOT ONLY WOULD REMOVE THE OLD NON-COMPLIANCE 20 FT. TALL SIGN, BUT REPLACE THE 45 YEAR OLD SOUTH FLORIDA ALUMINIUM CORRUGATED ALUMINIUM BUILDING WITH A BRAND NEW BUILDING. THIS WOULD NOT ONLY IMPROVE THE PROPERTY, BUT INCREASE THE TAX BASE FOR THE CITY OF FT. PIERCE.

GRECIO METRO MOTORS HAS INVESTED IN OVER 7 MILLION DOLLARS IN PROPERTRY IN FORT PIERCE AND PAYS ALMOST ¼ OF A MILLION DOLLARS IN TAXES IN ST. LUCIE COUNTY. THEY LIKE TO BE MORE INVOLVED WITH THE CITY'S STRUCTURAL BUILDING CODES. WE WOULD APPRECIATE THIS COMMITTEE PERMITTING A VARIANCE FOR NEW MONUMENT SIGN, AS WE WOULD ALSO LIKE TO SET A HIGH STANDARD IN BUILDING DESIGN CODES ON HOW A AUTO DEALERSHIP COULD AND SHOULD LOOK LIKE IN THE CITY OF FORT PIERCE.

**\*\*\*Here is a List of Businesses with 20 ft. signs or higher on US 1 within a mile. Across the street Grainer, Total Auto Care, Oil Change, ASAP Auto Center, Mercedes Benz, Hertz, Loudon Pools, Chevy Dealer has 3 over 30 ft. signs.....Burger King, Town Plaza, Walgreens, 7-11 Mobil, Advanced Auto Parts, Auto Zone, Badcock Furniture, Lexus, Buick, Bennett Auto and finally soon to be built sign for RCK Used Cars**