



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 – Expanded Lot
4801 S US Highway 1**

DATE: March 19th, 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 proposed the construction of an 84 sq. ft. sign, twenty (12) ft. in height.

Location: 4801 S US Highway 1

Parcel ID: 3403-502-0028-000-9

Zoning: C-3, General Commercial

Surrounding Zoning:

North	East	South	West
C-3	C-3	C-3	C-3

Future Land Use: GC, General Commercial

Parcel Size: .8 acres

Staff Analysis:

In accordance with Article VIII of Section 22 of the City Code, the applicant is requesting the Board of Adjustment 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 subject site located to the south of the primary dealership for Treasure Coast Jaguar & Land Rover. The site was the previous home to South Florida Aluminum Products, however it was purchased by the applicants in 2014. The site features a pre-existing, two part, pole sign with an approximate sign area of 115 sq. ft. (including the support pole), and height of twenty (22) feet.

The application proposes to relocate the existing monument sign from the primary dealership located at 4771 S US Highway 1, to the subject property. The existing sign is 84 sq. ft. in area and twelve (12) ft. in height. The subject site is .80 acres in size, and features 121.5 linear feet of frontage upon US Highway 1.

The City Code allows a sign of 43.5 sq. ft. and 10 ft. in height for the subject property, based upon the noted frontage and land area of less than three (3) acres. The requested deviation exceeds the allowable sign area by 40.5 sq. ft. and two (2) ft. in height, however the reduction of size in comparison to the existing sign is approximately 34 sq. ft. of area, and 8 ft. less in height.

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:

	Height	Area
Existing Sign	22ft.*	115 sq. ft.
Sign Allowed	10 ft.	43.5 sq. ft.
Requested Sign	12 ft.	84 sq. ft.

*Estimated Height

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, as noted with the other variance request 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. This variance request further cites the removal of a non-conforming sign, with a monument sign with a reduction in the current height and size, further meeting the design review guidelines as presented in Section 22-59 of the City Code.

Property Owner Response Summary:

A total of 6 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 and existing non-conforming sign cited in 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 grant **approval** of the requested variance to permit a sign 84 sq. ft. in area and twelve (12) ft. in height, based upon the presented characteristics and special circumstances unique to the site, the existing sign present on site, and the prospects of reuse of the established sign at the primary dealership.