



October 10, 2018

Rebecca Grohall
Planning Director
Planning Department
City of Fort Pierce
P.O. Box 1480
Fort Pierce, FL 34954

RE: DakDigital – Proposed Digital Off-Premises Billboard Sign - 2701 South US Highway 1, Fort Pierce, Florida, 34982

Dear Ms. Grohall,

Further to our meeting July 13, 2018 please find attached a Variance application in support of the request to install a digital billboard at the above-mentioned property. The subject property is located at 2711 S US Highway 1, on the corner of US1 and Wisteria Avenue, identified by Parcel ID 2422-602-0239-000-4. The property is currently operating as a car sales business. The Future Land Use Designation is General Commercial and the property is zoned C-3, General Commercial, in which off-premise signage is a permitted use.

The proposal is to erect an electronic billboard sign measuring 36ft. horizontally and 11.1 ft. vertically, with a total height of 35 ft. The site plan included as part of the variance application details the proposal with regards to Section 15-6.C. Fort Pierce sign code. A variance is required to address the proposed height of the sign being 35 ft. whereby Sec. 15-6. – Regulation. Subsection (c)(4) requires a maximum height of 25 feet. Additionally, Subsection (c)(5) b. requires a minimum distance between any two off-premises signs of five thousand feet where both signs are more than one hundred square feet in off-premise sign area.

The proposed off-premises sign will be located 2,815 ft away from an existing off-premises billboard sign located on the corner of US Highway 1 and Edwards Road. Locating an additional off-premises billboard sign on the subject property will satisfy the purpose and intent of Sec. 15-2. Sign Code. The signage will enhance the welfare of the citizens of the City of Fort Pierce and the traveling public by providing instant access to PSAs such as Amber Alerts, Silver Alerts and hurricane evacuation information. The proposed off-premises sign will not detract from the existing appearance of surrounding properties in this



predominantly commercially established area adjacent to US Highway 1. The proposed signage is considered to be at a scale and distance from existing billboard signage, sufficient to avoid a proliferation of signage in this part of Fort Pierce. The separation proposed achieves a distance in compliance with Florida Department of Transportations', State of Florida and St. Lucie County minimum separation distance of 1,500 ft. requirement. As such, we respectfully request approval of the variance application.

Yours Sincerely,

Mr. Donald J. Cuzzo
772 485 1600



Description of Request

DakDigital L.L.C., is requesting to construct a new digital billboard along US 1 in the City of Fort Pierce. If approved this would be the first digital billboard constructed in the City. Digital billboard are much more appealing than traditional static boards. Digital boards always are clean and sharp never faded and or tattered. They can be used for instant PSA's such as Amber and Silver Alerts.



Reason for Request

DakDigital, L.L.C. , is requesting a variance from the requirement that a Off-premises sign must be separated from another Off-premises sign of more than one hundred (100) square feet by 5000 feet. There is an existing Off-premises sign to the south of this request at the corner of US1 and Edwards Road 2,815 feet away, (see enclosed survey). The request meets the requirement to the north. Therefore DakDigital is requesting relief from this provision of the code a 2,185 feet variance.

Additionally, DakDigital is requesting relief from the height requirement that an Off-premises sign cannot exceed twenty five feet, (25 feet) above finished grade. DakDigital is requesting the that the proposed sign not exceed thirty five, (35 feet) above finished grade a ten foot variance.



Criteria

1. The current code requires that there be a separation of 5000 feet between billboards in the City. This requirement eliminates this parcel from consideration for a digital billboard. The requirement eliminates all parcels in the City from the ability to allow a digital billboard. Digital billboards are the third fastest growing forum of digital advertizing. Digital billboards offer instant access to PSA's and other public service notifications not available on existing static boards. Digital boards always look good and are never faded and or tattered.
2. The separation requirement is a special condition and or circumstance that is not the result of DakDigital. The requirement of a 5000 foot separation is 3500 feet or 30% more than the State of Florida, FDOT and St Lucie County and the most stringent we have found in other applications we are processing in numerous other states. Our request still exceeds the State requirement by 1315 feet or 53%. We are requesting a 10 foot variance from the maximum height requirement above finished grade of 25 feet to 35 feet above finished grade. The site is currently being used as vehicle sales facility and we want to be sure to provide clearance below the board for any vehicles that may come on to the site. Buildings on the site can be 65 feet high therefore the request is well within the height restrictions and the 25 foot requirement would place a undue hardship on this request
3. This commercial zoning district allows Billboards but one can not be built on this site due to the 5000 foot separation requirements. The 5000 foot separation is an undue hardship for the reasons stated above. The requirement of a maximum 25 foot high sign above the finished grade is also an undue hardship for the reasons stated above.
4. The minimum variance request to give a reasonable use of the property is 2815 foot separation to the sign to the south and 10 foot increase in height above finished grade.
5. The current zoning allows a building structure of 65 feet. Buildings of that height would have a much greater impact to the visual impact of the traveling public along US 1 than a 35 high digital billboard. Additionally the traveling public would be hard pressed to determine the separation of this board from the board to the south

at Edwards Road. If asked the traveling public would have difficulty telling the difference between a 5000 foot separation and a 2815 foot separation. The proposed 2815 foot separation helps the City maintain its goal of preventing the proliferation of billboard along US 1. The construction of the digital billboard will enhance the welfare of the citizens of the City Of Fort Pierce as well as the traveling public by providing instant access to PSA's such as Amber Alerts, Silver Alerts and hurricane evacuation information.