



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

THROUGH: Rebeca A. Guerra, AICP, LEED-AP, CPD, Interim Planning Director

FROM: Vennis Gilmore, Planner

RE: **Application for Variances**
Publix Signs - Increase in allowable wall signage & an additional pylon sign
1889 N. US Highway 1

BOARD DATE: June 27, 2019

STAFF REPORT

Owner: Real Sub LLC
3300 Publix Corporate Parkway
Lakeland, FL 33811

Representative: Gregory Davis, Thomas Sign & Awning Co.
4590 118th Avenue N
Clearwater, FL 33762

Requested Action: The request seeks to deviate from Sections 15-6 and 15-7; in order to increase the allowable wall signs to include the words "Pharmacy Drive Thru" at 24.44 sq. ft. on the East (front) elevation and one additional multi-tenant pylon sign at the South end of the property.

Location: 1889 N. US Highway 1

Parcel ID: 1433-440-0005-000-0

Current Zoning: C-3, General Commercial Zone

Future Land Use: GC, General Commercial

Lot Size: 9.82 acres

Staff Analysis:

Variance Request

In accordance with Article VIII of Section 22 of the City Code, the property owner is requesting the Board of Adjustment approve two variances to deviate from Sections 15-6 and 15-7; in order to increase the allowable wall signs to include the words "Pharmacy Drive Thru" at 24.44 sq. ft. on the East (front) elevation and one additional multi-tenant pylon sign at the South end of the property. The subject parcel is zoned C-3, General Commercial with a future land use of GC, General Commercial.

Existing Conditions

The subject 9.82 acre site located on N. US Highway 1; just south of Sandridge Road and west of N. Causeway Drive. The subject site is currently home to the Taylor Creek Commons commercial plaza. The 60,233 gross square foot commercial plaza was constructed in 1990. The property owner was granted approval by the City Commission to demolish and reconstruct the Publix at Taylor Creek Plaza. The reconstruction of the commercial plaza is currently in action. The original Publix was 32,104 square feet in size and the reconstructed Publix is 46,013 square feet in size. This would represent an increase of 13,909 square feet for the brand new Publix. The approved project has also demolished a 3,479 square foot section that once was the storage area for West Marine. The approved project construction also includes the addition of a drive-thru pharmacy, a façade facelift, much needed site improvements to the parking lot, landscaping, and extra lighting for the parking lot.

Proposal

The applicant seeks to deviate from Sections 15-6 and 15-7; in order to increase the allowable wall signs to include the words "Pharmacy Drive Thru" at 24.44 sq. ft. on the East (front) elevation and one additional multi-tenant pylon sign at the South end of the property. Both variances are for the visibility of this location and to provide signage for the seven existing tenants and any future tenants.

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 provisions 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; and

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; in the attached application and supporting documents have provided a response to the criteria.

The applicant maintains that the variance is not detrimental to the neighbors.

Property Owner Response

A total of nine (9) notifications were mailed to abutting property owners. As of the preparation of this memorandum, no responses have been received. An updated recording of responses will be provided to the Board at the hearing.

Staff Recommendation

The recommendation of Staff is to grant approval of the requested variance s to increase the allowable wall signs to include the words “Pharmacy Drive Thru” at 24.44 sq. ft. on the East (front) elevation and one additional multi-tenant pylon sign at the South end of the property, based upon the justification presented by the applicant with respect to the criteria for granting a Variance specified in Section 22 -108.