

PUBLIX #1102

FT. PIERCE VARIANCE REQUEST:

- 1) The existing Publix store will be totally demolished and a new store will be rebuilt. The new retail/grocery store will have a drive-thru pharmacy. We are requesting this variance in order to provide proper identification signage and answer our concerns of visibility due to the distance of the store from the roadway and requirement as to the size and height of signs per code. The request for an additional freestanding sign is also for added visibility as well as giving the other tenants visibility on the roadway.
- 2) Publix Supermarkets, Inc., in their effort to always maintain their properties at the highest level, has decided to re-build this store to upgrade its condition and provide the general public and citizens of Ft. Pierce with a drive-thru pharmacy. It should be noted that not all existing Publix stores have the convenience of a drive-thru pharmacy.
- 3) Publix has always been concerned with appearance and presentation and most of all, public safety. The proposed signs in this variance would assist Publix with these concerns by providing the public with signage that is visible, proportional to its location, architecturally pleasing, and compatible with signage in the general area. Our goal here is to eliminate the concerns of visibility of the services offered at this location.
- 4) Our request, if granted, is the minimum needed to address our concern of providing signage that will give the general public the information needed about the services offered. The general public desires convenience and values their time. The wall signs we are requesting would be used as both informational and directional. The freestanding sign would give the shopping center an opportunity to give tenants visibility on the roadway and upgrade the overall appearance of the shopping center.
- 5) The general intent of the sign code is to grant signs that are descriptive in nature, proportional to the location, architecturally pleasing, and provide advertisement that will be beneficial to the general public. The nature of the surrounding properties is retail. Our request will maintain compatibility with surrounding properties, and will not be injurious to the surrounding properties.