

General RV Inventory and Display Lot (2650 Peters Rd)

Project Signage Justification Statement

The project, located east of Peters Road and west of the I-95 ramp, encompasses 8.12 acres and is designed as a gated, restricted-access RV display and inventory lot. This site serves as an integral component of the broader RV Sales and Service operations within the Kings Highway Commerce Park. Given the prime location off I-95, it is essential to maximize visibility through signage to effectively capture the attention of passing traffic.

Currently, an onsite billboard exists as shown on the site plan and will be demolished. The proposed signage, situated on the east side of the site, will be positioned close to the I-95 Right of Way in the center of the site, replacing the existing billboard. The new sign will stand approximately 50 feet tall, which is below the maximum height allowed under the City of Fort Pierce's zoning code for signage.

As the site lies within the I-95 and Turnpike Interchange District, and in compliance with Chapter 117, Section 117.7 of the Fort Pierce Code (Permitted Signs for the I-95 and Turnpike Interchange District), this project meets the criteria for signage. Specifically, the ordinance allows establishments with at least 60 linear feet of main street frontage to erect one ground sign, with a sign area not exceeding one square foot for every three linear feet of frontage, up to a maximum of 300 square feet. The maximum allowable height for such signage is 65 feet, and the proposed sign height of 50 feet complies with this regulation.

This signage update will ensure enhanced visibility of the RV display and inventory lot, supporting the overall success of the RV Sales and Service operations while remaining compliant with the city's signage codes.