



PLANNING AND ZONING STAFF REPORT
January 6, 2025, Planning and Zoning Board Meeting

MidFlorida Credit Union
Façade Sign Variance
Project No. P25-206



SUMMARY

Applicant's Request:	A variance from Section 155.08(E)(2)(a)(1) of the Land Development Code to allow 58.07 SF more façade signage than allowed.
Application Type:	Variance, Quasi-Judicial
Applicant:	Gina Penney, Altas Sign Industries
Property Owner:	MidFlorida Credit Union
Location:	Southeast corner of SW Gatlin and SW Rosser Boulevards
Project Planner:	Marissa Da Breo-Latchman, Environmental Planner II

Project Description

The City of Port St. Lucie has received a request from Gina Penney, Atlas Sign Industries, agent for the property owner, MidFlorida Credit Union, to grant a variance of 58.07 SF from Section 155.08(E)(2)(a)(1) of the Land Development Code to allow an additional façade sign totaling 75.63 SF. The property is allowed 152 SF of facade signage based on the linear frontage of the structure (100') along Gatlin Boulevard. Currently, there is 134.44 SF of façade signage on the north and western sides of the building, therefore, a total of 17.56 SF of additional signage is allowed.

The property is legally described as Lots 18, 19, 20, 23, 24, and 25, Block 1355, Port St. Lucie Section 14, and that part of vacated Merrick Street according to the map or plat thereof as recorded in the Plat Book 13, Page 5, Public Records of St. Lucie County, Florida.

Review Criteria

An application for a variance is reviewed for consistency with Article XV of the Zoning Code, Sections 158.295 through 158.299. Final action on the application (approval or denial) is in the form of an Order of the Planning and Zoning Board following a quasi-judicial public hearing. A vote of approval by five (5) members of the Planning and Zoning Board is required to grant a variance.

Public Notice Requirements (Section 158.298 (B))

Public notice was mailed to owners within 750 feet on December 23, 2025, and the file was included in the ad for the Planning & Zoning Board's agenda.

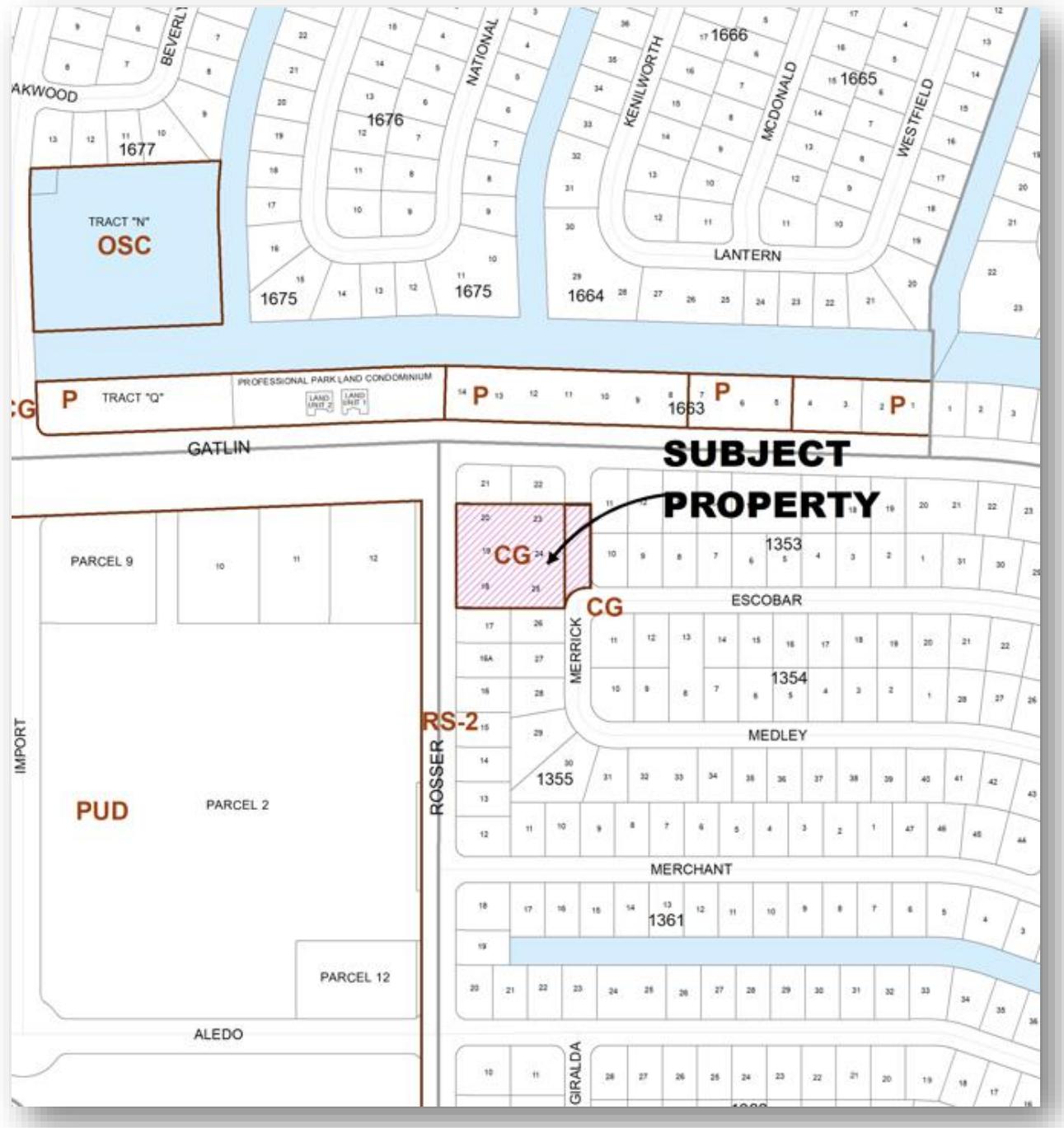
Location and Site Information

Parcel Number:	3420-565-0083-000-0
Property Size:	1.65 acres
Legal Description:	Lots 18, 19, 20, 23, 24, and 25, Block 1355, Port St. Lucie Section 14, and that part of vacated Merrick Street according to the map or plat thereof as recorded in the Plat Book 13, Page 5, Public Records of St. Lucie County, Florida.
Address:	1692 SW Gatlin Blvd
Future Land Use:	CG
Existing Zoning:	CG (General Commercial)
Existing Use:	Credit Union

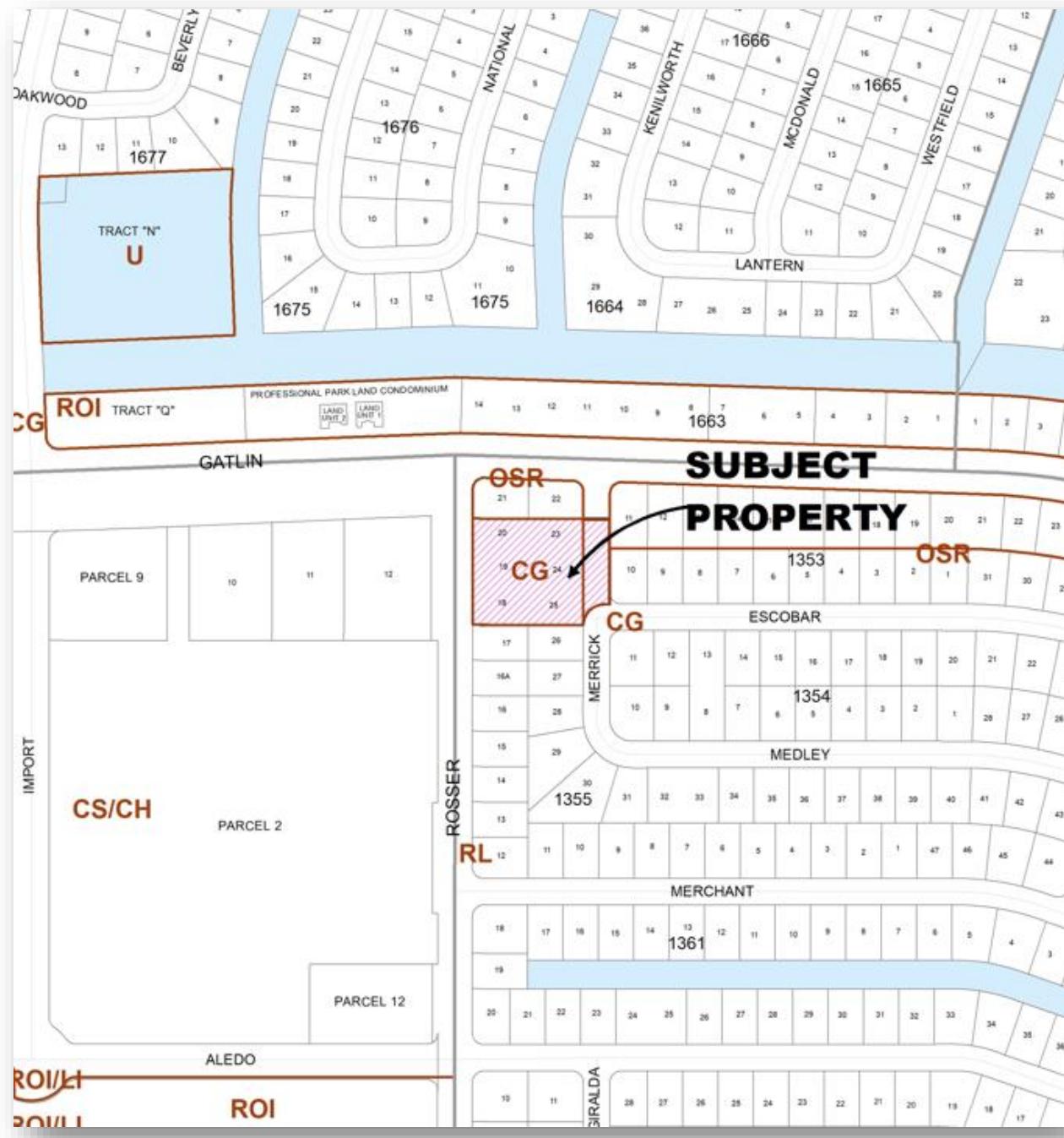
Surrounding Uses

Direction	Future Land Use	Zoning	Existing Use
North	ROI	Professional	SW Gatlin Blvd, medical offices
South	RL	Residential	Single-family residential
East	RL	Residential	Single-family residential
West	CS/CH	PUD	SW Rosser, Chase Bank, commercial uses

ROI-Residential office institutional, RL-Low Density Residential, CS/CH-Service Commercial/Highway Commercial



Zoning Map



IMPACTS AND FINDINGS

Section 158.295 (B) of the Zoning Code establishes the duties of the Planning and Zoning Board in authorizing a variance. The Planning and Zoning Board may authorize a variance from the provisions of the Zoning Code as will not be contrary to the public interest when, owing to special conditions, a literal enforcement of the provisions will result in unnecessary and undue hardship. Pursuant to Section 158.296, a variance is authorized only for height, area, and size of structure, yard size, building setback, lot size requirements, and other applicable development regulations, excluding use. To authorize a variance, the Planning and Zoning Board should consider the criteria listed under Section 158.295 (B) (1) through (7) of the Zoning Code. The applicant's response to this criterion is attached to the application. Staff's review is provided below:

Compatibility with variance criteria Section 158:295 (B).

- 1) That 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.

- *Applicant's Response: This commercial property has a large retaining wall and landscape buffer that hinders vehicular visibility from traffic heading north on SW Rosser Blvd.*

Staff Findings: There are special conditions and circumstances peculiar to this property. Commercial properties located adjacent to residential land use or uses are required to have a 6-foot- high masonry wall and landscaping per Sec 154.035.a of the City Code. Due to the fact that the property has greater than 240 feet of frontage along SW Gatlin Boulevard, an additional monument sign is allowed. A monument sign along SW Rosser Boulevard (south of the driveway) will require a 10-foot setback from the property line. This area is constrained by the existing buffer wall, parking, drainage retention, electrical poles, utility lines and equipment, an ADA sidewalk access, site lighting and landscaping.

- 2) That the special conditions and circumstances do not result from any action of the applicant.

- *Applicant's Response: The retaining wall was not a result of actions by the applicant.*

- *Staff Findings: See the response to criteria No. 1 above. The code requires the buffer wall that exists along the southern property boundary because of the adjacent residential land use and zoning. The code also requires the landscaping adjacent to the wall and elsewhere on the site.*

- 3) That granting the variance requested will not confer on the applicant any special privilege that is denied by this chapter to other lands, buildings, or structures, in the same zoning district.

- *Applicant's Response: This property is allowed to have an additional ground sign on SW Rosser but because of the retaining wall and landscape buffer the allowed ground sign would not be visible therefore my client is requesting additional wall sign sq. ft. in lieu of the allowed monument to capture vehicular traffic heading northbound on Rosser.*

- *Staff Findings: Granting the variance requested will confer on the applicant special privilege that is denied to other lands, buildings, or structures, in the General Commercial zoning district, however the site is constrained in that there is no opportunity to install the monument signage allowed along Rosser, therefore allowances for additional façade signage seems reasonable. The property is allowed 152 SF of facade signage based on the*

linear frontage of the structure (100') along Gatlin Boulevard. The building has available façade area on the southern wall to place a sign but based on the allowances, only have an additional 17.56 SF of signage allowed. The request is for an additional 58.07 SF of signage above what is allowed.

Due to the fact that the property has greater than 240 feet along SW Gatlin Boulevard, an additional monument sign is allowed. A monument sign along SW Rosser Boulevard will require a 10-foot setback from the property line. This area is constrained by existing stormwater retention, parking, electrical poles, utility lines and equipment, an ADA sidewalk access, site lighting and landscaping.

- 4) That literal interpretation of the provisions of the chapter would deprive the applicant of rights commonly enjoyed by other properties in the same zoning district under the terms of the chapter and would work unnecessary and undue hardship on the applicant.
 - *Applicant's Response: The literal interpretation of code would restrict business identification for traffic traveling north on SW Rosser to a monument sign that would not be visible due to visual obstructions.*
 - *Staff Findings: The literal interpretation of the provisions of the chapter would not deprive the applicant of rights commonly enjoyed by other properties in the same zoning district and would work unnecessary and undue hardship on the applicant. Signs can be located on any façade as long as the allowances are not exceeded.*
- 5) That the variance granted is the minimum variance that will make possible the reasonable use of the land, building, or structure.
 - *Applicant's Response: We are requesting an additional 58.37 square feet in exchange for the allowed Monument sign. This is the minimum possible request for traffic travel north on SW Rosser.*
 - *Staff Findings: The applicant is requesting 58.07 SF more façade signage than is allowed by Chapter 155, so that a 75.63 SF façade sign can be installed on the south facing wall of the structure. This will provide identification of the building from Rosser Boulevard.*
- 6) That the granting of the variance will be in harmony with the general intent and purpose of the chapter and that the variance will not be injurious to the area involved or otherwise detrimental to the public welfare.
 - *Applicant's Response: This variance request is in harmony with the intent of the LDC. We are proposing to reduce sign clutter by adding one sign on the south elevation in place of a monument sign. The wall sign will be more visible allowing customers to keep eyes on the road instead of searching for the banks location, this will reduce the risk of possible accident.*
 - *Staff Findings: The variance will be in harmony with the general intent and purpose of the chapter and will not be injurious to the area involved or otherwise detrimental to the public welfare. The proposed location of the sign is on the southern side of the building and it will face residential property. Façade signs facing residentially zoned property are not allowed to be illuminated per Sec 15511(G)Table D. This will eliminate the impact on the adjacent properties. Additionally, existing trees in the landscape buffer will block some views of the sign from the adjacent residential properties.*

7) That there will be full compliance with any additional conditions and safeguards which the Planning and Zoning Board or Zoning Administrator may prescribe, including but not limited to reasonable time limits within which the action for which variance is required shall be begun or completed, or both.

- *Applicant's Response: There will be full compliance with any additional conditions and safeguards prescribed by the planning and zoning board or zoning administrator.*
- *Staff Findings: Acknowledged.*

PLANNING AND ZONING BOARD ACTION OPTIONS

The Board may choose to approve, deny or table the proposed variance. If the Board finds that the variance application is consistent with the criteria as listed in Section 158.295 (B) (1) through (7) of the City code (listed above), then the Board may make a:

- Motion to approve
- Motion to approve with conditions

If the Board finds that the variance application is inconsistent with the criteria as listed in Section 158.295 (B) (1) through (7) of the City code, then the Board may make a:

- Motion to deny

Should the Board need further clarification or information from either the applicant and/or staff, the Board may make a:

- Motion to table or continue the hearing or review to a future meeting

(NOTE TO APPLICANTS: Any request for a variance that is denied by the Planning and Zoning Board may be appealed to the Board of Zoning Appeals. Appeal applications are made through the City Clerk's office and must be submitted within 15 days after the Planning and Zoning Board hearing).