

126 S. 7th AVENUE
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April 7, 2025

To: City Commission

From: Kyle Long, Community Development Director

RE: 915 N 6TH AVE
Parcel # 04-34-25-0350-0000B-0002
Billboard Application

This report is being made to provide further guidance to the City Commission regarding the above referenced request made by The Lamar Company, LLC.

The applicant, The Lamar Company, LLC, would like to construct a 300 sq. ft. Electronic Billboard on property owned by Joon Investments, LLC located at 915 N 6th Avenue. This C-2 (Highway Commercial) zoned parcel currently contains a 2,727 sq ft commercial building and fronts N 7th Avenue to the West and Bell Street to the North.

According to the Unified Land Development Code (ULDC), a billboard is a permitted use in this zoning district. The regulations are as follows:

4.04.00(C) Billboards.

- (1) *Attached Billboards, as defined in Article 9, must be designed by a professional engineer for safety reasons. The sealed engineering plans must accompany the request for a permit. All attached billboards must have approval of the City Commission.*
- (2) *Freestanding billboards as defined in Article 9 shall not be permitted in a P-1 Professional/Neighborhood Commercial or HC-1 Historic Downtown Commercial district; and shall not be permitted on any lot that is surrounded by residential dwelling units. Freestanding billboards shall only be permitted within other non-residential districts at such locations and in such a manner as will not constitute a traffic hazard or eyesore. Freestanding billboards must be designed by a professional engineer for safety reasons. The sealed engineering plans must accompany the request for a permit. All billboards must have approval of the City Commission;*

Billboard, freestanding: A freestanding sign composed of a flat, continuous, and uninterrupted surface (including cut-outs) that measures 200 square feet in aggregate sign area or more, exceeds 25 feet in height, and can be a primary use of a property.

City staff has worked closely with both the Hardee County Building Official and Hardee County Fire Marshal on this project. Other than a few engineering and structural questions, they did not have any objections to the location. It should be noted that if the Billboard were to be approved, the applicant must meet numerous requirements through the State as well as FDOT.

The City Commission will need to review the criteria listed above and determine whether or not this request meets those considerations.

