

Item Cover Page

PLANNING COMMISSION MEETING AGENDA ITEM REPORT

DATE: August 19, 2026

SUBMITTED BY: Jake Arjona, Planning & Community Development

ITEM TYPE: Resolution

AGENDA SECTION: **AGENDA ITEMS**

SUBJECT:

Quasi-Judicial: FINAL ORDER PLN-VAR-26-0007 -
PUBLIC HEARING

FINAL ORDER OF THE PLANNING COMMISSION FOR THE CITY OF BRADENTON, FLORIDA, APPROVING VARIANCE NO. PLN-VAR-26-0007 TO ALLOW FOR REPLACEMENT OF AN EXISTING PERMANENT OFF-SITE STATIC MESSAGING GROUND SIGN WITH A PERMANENT OFF-SITE DIGITAL MESSAGING GROUND SIGN, MEASURING 38 FEET 4 INCHES IN OVERALL HEIGHT, A TOTAL SIGN FACE AREA MEASURING 11 FEET 4 INCHES HIGH BY 41 FEET 4 INCHES WIDE (468.44 SQ FT), A LIVE AREA DISPLAY MEASURING 10 FEET HIGH BY 40 FEET WIDE (400 SQ FT.), AND 100 PERCENT CHANGEABLE COPY; FOR PROPERTY LOCATED AT 2115 9TH STREET EAST (PARCEL ID 4687900059), AS MORE PARTICULARLY DESCRIBED HEREIN; PROVIDING FOR SEVERABILITY; PROVIDING FOR RECORDATION; AND PROVIDING FOR AN EFFECTIVE DATE.

SUGGESTED ACTION: Motion to either approve or deny Final Order PLN-VAR-26-0007. If the action is to recommend approval, staff recommends the following stipulations be applied to the approval:

1. Sign shall be double sided and shall not exceed

- 38'-4" in height, with sign panels being 11'-4" x 41'-4" in size, and the live area being 10' x 40' in size.
2. Transition between advertisements shall occur no more frequently than once every 15 seconds to ensure minimal visual distraction.
 3. Messaging shall not contain any video or animation.
 4. Illumination and flashing shall meet current city regulations or FDOT regulations, whichever is more stringent.
 5. Applicant shall obtain all city permits prior to conversion of the sign.
 6. Applicant shall obtain all required FDOT permits prior to replacement of the sign, if applicable.

Is this item Quasi-Judicial?

Yes

Does this item require a public hearing?

Yes

EXPLANATION:

The applicant is requesting a variance to convert an existing single permanent off-site ground sign from static message to electronic message. The proposed sign would maintain the same size, height, and location on the property as the existing static billboard. Specifically, the sign will be 38'-4" in height, with the sign panel being 11'-4" x 41'-4", with a 10' x 40' live area on each side, and both sides will be digital.

FINANCIAL IMPACT:

N/A

ATTORNEY REVIEW/RECOMMENDATION:

Reviewed by City Attorney Rudacille.

SUGGESTED MOTION:

Motion to either approve or deny Final Order PLN-VAR-25-0007, with the stipulations recommended by staff.

ATTACHMENTS:

[Final Order PLN-VAR-25-0007](#)

[Staff Report](#)

[Application](#)