REPORT OF THE PLANNING AND DEVELOPMENT DEPARTMENT

APPLICATION FOR SIGN WAIVER SW-17-09

September 19, 2017

Location: 8441 Phillips highway

Real Estate Number: 152690-0050 and 152690-0080

Waiver Sought: Increase maximum size of sign from 16 square feet

to 20 square feet.

Current Zoning District: Planned Unit Development (PUD)

Current Land Use Category: Community General Commercial (CGC)

Planning District: Southeast – District 3

Applicant / Agent: Brian Thornton/Racetrac Petroleum, Inc.

3225 Cumberland Boulevard, Suite 100

Atlanta, GA 30339

Owner: Same as Applicant

Staff Recommendation: APPROVE

GENERAL INFORMATION

Application for Sign Waiver Ordinance 2017-0560 (SW-17-09) seeks to allow an increase in the allowed square footage of a sign on a gas station canopy from 16 square feet allowed to 20 square feet. The signs will be located in a Planned Unit Development established in 2016 pursuant to Ordinance 2016-0256-E with the purpose of constructing the gas station. The site is currently under construction.

NOTICE TO OWNER / AGENT

Section 656.1310, Ordinance Code, sets forth procedures and criteria for evaluating waivers of the Part 13 sign regulations. Section 656.1310 of the Ordinance Code defines a sign as "a painting, structure or device which is placed, erected, or constructed or maintained on or in the ground, or on or outside of an enclosed building or other object or structure or affixed or painted on or inside an exterior window of a building for the purpose of displaying information, advertisement or attraction of the attention of persons, including posters, pictures, pictorial or reading matter and a letter, word, model, device or representation used in the nature of an advertisement, announcement, attraction or direction".

STANDARDS, CRITERIA AND FINDINGS

Pursuant to Section 656.1310(a)(i) through (x), Ordinance Code, provides that, with respect to action upon Applications for Sign Waivers, the Planning Commission shall grant a waiver only if substantial competent evidence exists to support a positive finding based on each of the following criteria as applicable:

- (i) Will the effect of the sign waiver be compatible with the existing contiguous signage or zoning and consistent with the general character of the area considering population, density, scale, and orientation of the structures in the area?
 - Yes, the effect of the sign waiver will be consistent with existing contiguous zoning, in that the general character of the area is industrial and commercial with large warehousing developments and wall signage.
- (ii) Would the result detract from the specific intent of the zoning ordinance by promoting the continued existence of nonconforming signs that exist in the vicinity?
 - No, the result of the proposed size increase would not promote the continued existence of nonconforming signs that exist in the vicinity. During the course of the site visit conducted by planning department staff, there were no obviously unconforming wall signs in the vicinity of the subject properties.
- (iii) Could the effect of the proposed waiver diminish property values in, or negatively alter the aesthetic character of the area surrounding the site, and could such waiver substantially interfere with or injure the rights of others whose property would be affected by the same?
 - The effect of the proposed waiver is unlikely to diminish property values or negatively alter the aesthetic character of the area surrounding the site, which is largely industrial in nature. The proposed size increase is also unlikely to substantially interfere with the rights of others.
- (iv) Would the waiver have a detrimental effect on vehicular traffic or parking conditions, or result in the creation of objectionable or excessive light, glare, shadows or other effects, taking into account existing uses and zoning in the vicinity?
 - The proposed waiver is unlikely to have a detrimental effect on vehicular traffic and parking conditions. To the contrary, the increased signage will allow more time for drivers along Phillips Highway to safely exit the roadway by increasing visibility of the signs at a distance.
- (v) Is the proposed waiver detrimental to the public health, safety or welfare, or could such

waiver result in additional public expense, creation of nuisances, or cause conflict with any other applicable law?

The proposed waiver is unlikely to have a detrimental effect on public health or welfare, and may even increase safety by increasing visibility of the signs to incidental visitors to the gas station. The proposed waiver is also unlikely to create any public expense, nuisance, or legal conflict.

(vi) Does the subject property exhibit specific physical limitations or characteristics, which could be unique to the site and which would make imposition of the strict letter of the regulation unduly burdensome?

No, the subject property does not exhibit specific limitations or physical characteristics which would make the strict regulation of the code unduly burdensome.

(vii) Is the request based exclusively upon a desire to reduce the costs associated with compliance and is the request the minimum necessary to obtain a reasonable communication of one's message?

No, the request is not based exclusively upon a desire to reduce the costs of compliance and the request is not the minimum necessary to obtain a reasonable communication of the message.

(viii) Is the request the result of violation that has existed for a considerable length of time without receiving a citation and if so, is the violation that exists a result of construction that occurred prior to the applicants acquiring the property, not being a direct result of the actions of the current owner?

No, there are currently no violations on the property.

Does the request accomplish a compelling public interest, such as, for example, furthering the preservation of natural resources by saving a tree or trees?

The Planning and Development department has not identified result of the proposed sign waiver in the public interest.

(x) Would strict compliance with the regulation create a substantial financial burden when considering the cost of compliance?

No, strict compliance with the regulation would not create a substantial financial burden.

SUPPLEMENTARY INFORMATION

Upon visual inspection of the subject property on August 31, 2017 by the Planning and Development Department, the required Notice of Public Hearing signs were not posted.

RECOMMENDATION

Based on the foregoing, it is the recommendation of the Planning and Development Department that Application Sign Waiver SW-17-09 (Ordinance 2017-0560) be APPROVED.



Subject site from corner of Phillips Highway and Freedom Crossing Trail, facing North



Location for proposed sign on the Southeast canopy face



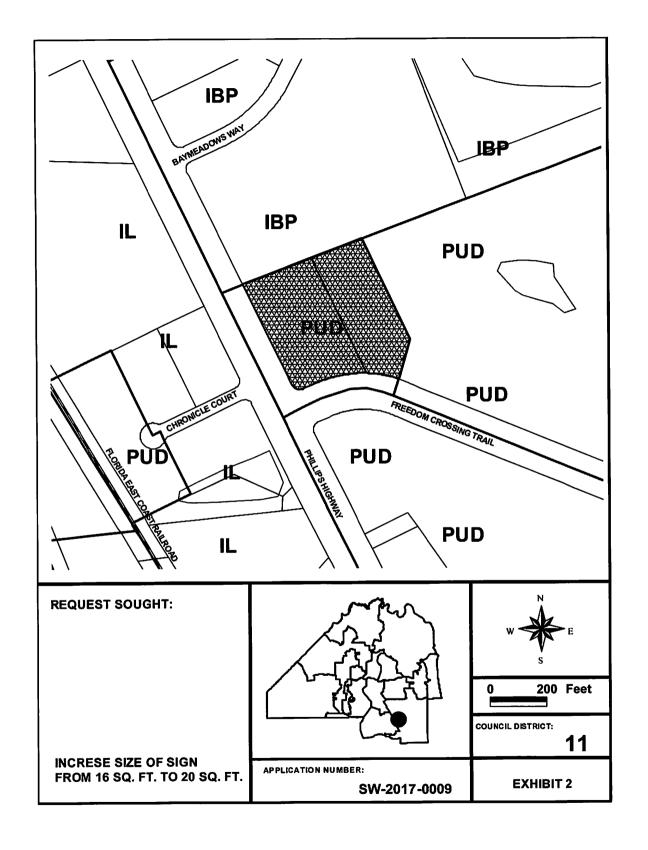
Location for proposed sign on the Northwest canopy face



Neighboring business park and buffer area, which will face the Northwest sign



Neighboring undeveloped commercial property to the Southeast, across Freedom Crossing Trail



Date Submitted: Date Filed:

Application Number: 4-17-0	9
Public Hearing:	(

Application for Sign Waiver

City of Jacksonville, Florida **Planning and Development Department**

Please type or print in ink. Instructions regarding the completion and submittal of this application are located at the end of this form. For additional information, please contact the Planning and Development Department at (904) 255-7865.

	For Official Use Only						
	Council District: 2016 - 256	Current Land Use Category: CGC					
	Council District:	Planning District:					
	Previous Zoning Applications Filed (provide applications Filed)	on numbers):					
	Applicable Section of Ordinance Code:						
	Notice of Violation(s):						
	Neighborhood Associations: BETTER DAYMERDOWS, WE BAYMENDOWS COMMUNITY COURSE						
Overlay:							
LUZ Public Hearing Date: City Council Public Hearing		City Council Public Hearing Date:					
	Number of Signs to Post: 3 Amount of Fee	Zoning Asst. Initials:					
	PROPERTY INFORMATION						
	1. Complete Property Address:	2. Real Estate Number:					
	8441 ใหน /S Highway, Jacksonville, FL 32256	152690-0050 and 152690-0080					
	3. Land Area (Acres):	4. Date Lot was Recorded:					
.5	2.5 Acres	N/A					
	5. Property Located Between Streets:	6. Utility Services Provider:					
	Freedom Crossing Trail	City Water / City Sewer					
	Baymadows why	Well / Septic					

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7. Waiver Cought:					
7. Waiver Sought:					
Increase maximum height of sign from to feet (maximum request 20% or 5 ft. in					
height, whichever is less). *Nate – Per Section 656.1310, no waiver shall be granted which would permit a					
sign in excess of 40 feet in height in any zoning dist	rict.				
Increase maximum size of sign from $\frac{16}{100}$ sq. ft. to $\frac{20}{100}$ sq. ft. (maximum request 25% or					
10 sq. ft., whichever is less)					
Increase number of signs from to (not to exceed maximum square feet allowed)					
	•				
Allow for illumination or change from external to internal lighting					
Reduce minimum setback from feet to feet (less than 1 ft. may be granted					
administratively)					
8. In whose name will the Waiver be granted? Brian Thornton					
9. Is transferability requested? If approved, the waive	r is transferred with the property.				
Yes 🗸					
No					
OWNER'S INFORMATION (please attach separ	ate sheet if more than one owner)				
10. Name:	11. E-mail:				
Brian Thornton	sabdulhafiz@racetrac.com				
12. Address (including city, state, zip):	13. Preferred Telephone:				
3225 Cumberland Blvd Suite 100, Atlanta, GA 30339	770-431-7600				
APPLICANT'S INFORMATION (if different from	owner)				
14. Name:	15. E-mail:				
Same as above					
16. Address (including city, state, zip):	17. Preferred Telephone:				
	1				

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last update: 1/12/2017

CRITERIA

Section 656.1310, Ordinance Code, sets forth procedures and criteria for evaluating waivers of the Part 13 sign regulations. Section 656.1302 of the Ordinance Code defines a sign as "a painting, structure, projected image or device which is placed, erected, constructed or maintained on or in the ground or water, or on or outside of an enclosed building, boat, ship, vessel or other object or structure or affixed or painted on or inside an exterior window of a building for the purpose of display, information, advertisement or attraction of the attention of persons, including posters, pictures, pictorial or reading matter and a letter, word, model, device or representation used in the nature of an advertisement, announcement, attraction or direction."

Section 656.133(c)1 through 10, Ordinance Code, provides that, with respect to action upon Applications for Sign Waivers, the City Council shall grant a waiver only if substantial competent evidence exists to support a positive finding based on each of the following criteria as applicable:

- 1. Will the effect of the sign waiver be compatible with the existing contiguous signage or zoning and consistent with the general character of the area considering population, density, scale, and orientation of the structures in the area?
- 2. Would the result detract from the specific intent of the zoning ordinance by promoting the continued existence of nonconforming signs that exist in the vicinity?
- 3. Could the effect of the proposed waiver diminish property values in, or negatively alter the aesthetic character of the area surrounding the site, and could such waiver substantially interfere with or injure the rights of others whose property would be affected by the same?
- 4. Would the waiver have a detrimental effect on vehicular traffic or parking conditions, or result in the creation of objectionable or excessive light, glare, shadows or other effects, taking into account existing uses and zoning in the vicinity?
- 5. Is the proposed waiver detrimental to the public health, safety or welfare, or could such waiver result in additional public expense, creation of nuisances, or cause conflict with any other applicable law?
- 6. Does the subject property exhibit specific physical limitations or characteristics, which would be unique to the site and which would make imposition of the strict letter of the regulation unduly burdensome?
- 7. Is the request based exclusively upon a desire to reduce the costs associated with compliance and is the request the minimum necessary to obtain a reasonable communication of one's message?
- 8. Is the request the result of a violation that has existed for a considerable length of time without receiving a citation and if so, is the violation that exists a result of construction that occurred prior to the applicant's acquiring the property, not being a direct result of the actions of the current owner?
- 9. Does the request accomplish a compelling public interest such as, for example, furthering the preservation of natural resources by saving a tree or trees?
- 10. Would strict compliance with the regulation create a substantial financial burden when considering the cost of compliance?

18. Given the above definition of a "sign" and the aforementioned criteria by which the request will be reviewed against, please describe the reason that the waiver is being sought. Provide as much
information as you can; you may attach a separate sheet if necessary. Please note that failure by the
applicant to adequately substantiate the need for the request and to meet the criteria set forth may
result in a denial.
We currently have 4 other stores in Jacksonville with Canopy signage larger than what current code allows. Due to the nature of our logo, our actual name "Racetrac" is much smaller than the face it sits upon. By increasing our allowable signage on the sides, this will provide the visibility needed to read our name and provide our customers ample time to locate us. With better visibility, motorists will have more time to get in the appropriate turning lanes with less risk of an accident.

last update: 1/12/2017

ATTACHMENTS						
The following attachments must accompany each copy of the application.						
Survey						
Site Plan – two (2) copies on 8 ½ x	Site Plan – two (2) copies on 8 ½ x 11 and two (2) copies on 11 x 17 or larger					
Property Ownership Affidavit (Exhi	Property Ownership Affidavit (Exhibit A)					
Agent Authorization if application i	s made by any person other	than the property owner (Exhibit B)				
Legal Description – may be written as either lot and block, or metes and bounds (Exhibit 1)						
Proof of property ownership — may be print-out of property appraiser record card if individual						
owner, http://apps.coi.net/pao_propertySearch/Basic/Search.aspx , or print-out of entry from the						
Florida Department of State Divisio	Florida Department of State Division of Corporations if a corporate owner,					
http://search.sunbiz.org/Inquiry/Co	orporationSearch/ByName.					
Photographs of sign structure show	ving nonconforming nature a	and physical impediments to				
compliance.						
If waiver is based on economic hard	dship, applicant must submi	t the following:				
- Two (2) estimates from licensed	contractors stating the cost	of bringing the sign structure into				
compliance; and						
- Any other information the applic	ant wished to have conside	red in connection to the waiver				
request.	request.					
*Applications filed to correct existing zoning violations are subject to a double fee.						
Applications fried to correct existing zoning violations are subject to a double ree.						
Base Fee	Public Notices	<u>Advertisement</u>				
Residential Districts: \$1,161.00	\$7.00 per Addressee	Billed directly to owner/agent				

NOTE: City Council may, as a condition of the waiver, specify a time period within which the sign structure shall be required to conform to the requirements of the City's sign regulations.

Non-residential Districts: \$1,173.00

AUTHORIZATION

Please review your application. No application will be accepted until all of the requested information has been supplied and the required fee has been paid. The acceptance of an application as being complete does not guarantee its approval by the City Council. The owner and/or authorized agent must be present at the public hearing.

The required public notice signs must be posted on the property within five (5) working days after the filing of this application. Sign(s) must remain posted and maintained until a final determination has been made on the application.

t hereby certify that I have read and understand the information contained in this application, that I am the owner or authorized agent for the owner with authority to make this application, and that all of the information contained in this application, including the attachments, is true and correct to the best of my knowledge.

t (if different than owner)
zation letter is required if the e by any person other than the

SUBMITTAL

This application must be typed or printed in ink and submitted along with three (3) copies for a total of four (4) applications. Each application must include all required attachments.

Submit applications to:

Planning and Development Department, Zoning Section 214 North Hogan Street, 2nd Floor Jacksonville, Florida 32202 (904) 255-8300

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EXHIBIT A

Property Ownership Affidavit - Corporation

Date: 4/18/1-7
City of Jacksonville
Planning and Development Department
214 North Hogan Street, Suite 300,
Jacksonville, Florida 32202
Re: Property Owner Affidavit for the following site location in Jacksonville, Florida: Address: 8441 Phillips Huy RE#(s): 152690-0050 and 152690-0080
To Whom it May Concern:
1 Brian Thornton as UP of Real Estate and Engineering
Recetrac Petroleum, Inc. a corporation organized under the laws of the state of Georgia
hereby certify that said corporation is the Owner of the property described in Exhibit 1 in connection
with filling application(s) for <u>Sign Uprion ce</u> submitted to the Jacksonville Planning and
Development Department
(signature)
(print name) Brian Thoraton
Please provide documentation illustrating that signatory is an authorized representative of the corporation; this may be shown through corporate resolution, power of attorney, printout from sunbiz.org, etc. STATE OF FLORIDA GEOGIA COUNTY OF DUVAL ROCKDOIC Sworn to and subscribed and acknowledged before me this
April 2017 by Brian Thomton as
Vice President of Pacetrac Patroleum Inc. a Granice
corporation, who is personally known to me or who has produced
as identification and who took an oath.
(Signature of NOTARY PUBLIC)
Voiet al 10/1000
ALISTIN L VVIISON
(Printed name of NOTARY PUBLIC) Geographic
State of Florida at Large.
My commission expires: 8-110-19
MOSTINI WILSON

G:\JOINT\Applications\Exhibits\Ownership AffidavitForm Corporation.docx

last update: 1/12/2017

KRISTIN L WILSON
NOTARY PUBLIC
ROCKDALE COUNTY
STATE OF GEORGIA
Commission Expires August 16, 2019

EXHIBIT 1

Legal Description

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PARCEL 1:
A PORTION OF THE FRANCIS RICHARD CRANT, SECTION SS AND A PORTION OF THE J. SUBMERAL GRANT, SECTION ST, ALL LYING IN TOWNSHIP 3 SOUTH, RANGE 27 EAST, DUBL COUNTY, TLORIDA BONG HORR PARTICULARLY DESCRIBED AS FOLIDIES.
COMMENCE AT THE INTERSECTION OF THE SOUTHERLY UNE OF SAD SECTION SS AND THE DISTRILY RICHT OF WAY LINE OF ILS. HIGHWAY MO. I
(A 150 FOOT RICHT OF BRY AS MOW ESTADLISHED); THENCE MORTH 25-14/35" WEST, ALONG SAD RICHT OF WAY LINE, BLB.01 FEET TO THE POINT OF BEGINNERS; THENCE MORTH BESTSTED; THENCE WORTH 25-14/35" WEST, ALONG SAD RICHT OF WAY LINE, BLB.01 FEET TO THE POINT OF BESTSTED FROM SOUTHWESTERLY LINE OF SAD J. SUBMERAL, GRANT, SECTION ST AND A WESTERLY PROJECTION THEREOTY, 392,78 FEET, THENCE SOUTH BESTSTED SALT SALT SAD ARC BEING SUBJECTED BY A CHORD GENERAL WAD DISTANCE OF SOUTH BESTSTON WHITH A CLEVE, THENCE SOUTH BESTSTED TO THE POINT OF DIRECTOR OF SAD CHERGE SOUTH BY 15'DS WEST, 14,00 FEET TO THE POINT OF DIRECTOR ALONG AND ARRINGO THE ARC OF SAD CHIVE BEING CONCINE NORTHENSESTED WAS A CHROLING THE ARC OF SAD CHIVE BEING CONCINE NORTHENSESTED THE POINT OF THEODY ALONG AND ARRINGO THE ARC OF SAD CHIVE BEING CONCINE NORTHERSTELLY AND HARRE OF A CURRY DEET AN ARC DISTANCE OF THE TOTAL DISTANCE OF THE DISTANCE OF THE DISTANCE OF THE TOTAL DISTANCE OF THE TOTAL DISTANCE OF THE TOTAL DISTANCE OF THE POINT OF BESTMENCE.

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                              AARCO 1
                            ALSO KNOWN AS:

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SECTION 37, TORNSHIP 3 SOUTH, RANGE 27 CLST, OLYM, COUNTY, FLOREDA
SECTION 37, TORNSHIP 3 SOUTH, RANGE 27 CLST, OLYM, COUNTY, FLOREDA
SECTION 37, TORNSHIP 3 SOUTH, RANGE 27 CLST, OLYM, COUNTY, FLOREDA
COMMERCE AT THE INTERSECTION OF THE SOUTHERY FOR SAID SECTION 38 AND THE EASTERLY RIGHT OF THAY LINE OF PROPERTY THE ATTEMPT OF THE POINT, THENCE SOUTH STREAMS, SAID POINT BERG OR THE MISTERLY EXTREMENT OF THE ACTIVITY OF THE ATTEMPT OF T
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