

REPORT OF THE PLANNING AND DEVELOPMENT DEPARTMENT
APPLICATION FOR SIGN WAIVER SW-18-02 (ORDINANCE 2018-0534)

SEPTEMBER 18, 2018

Location: 2490 Monument Road
Between Oak Water Drive and McCormick Road.

Real Estate Number: 167447-0110

Waiver Sought: Reduce minimum setback from 10 feet to 3 feet

Current Zoning District: Planned Unit Development (PUD-1990-0448)
Planned Unit Development (PUD-2017-0221)
Planned Unit Development (PUD-2009-0750)

Current Land Use Category: Conservation (CSV)
Residential-Professional-Institutional (RPI)

Planning District: 2, Greater Arlington/Beaches

Applicant /Agent: Taylor Sign and Design, Inc.
4162 St. Augustine Road.
Jacksonville, Florida. 32207

Owner: Watson Realty Corporation
7821 Deercreek Club Road. #200
Jacksonville, Florida. 32256

Staff Recommendation: **DENY**

GENERAL INFORMATION

Application for Sign Waiver **Ordinance 2018-0534 (SW-18-05)** seeks to allow for the reduced setback of a monument sign located along Monument Road. The waiver is being applied for to accommodate for a shared drive way between Watson Realty Group and a new Wawa Filling Station. According to the applicant, the new filling station will have a number of Tanker/Semi Trucks, and delivery trucks visiting the property. In order to ensure that the large vehicles do not hit the sign, the applicant is proposing the sign to be moved to the first parking space by the driveway. According to the applicant, the sign will need to be placed 3 feet from the property line for the sight line inside the parking lot, and thus the waiver is required to accomplish the applicant's goal.

The subject property is located along Monument Road near the intersection with McCormick Road. The subject property is 38.6 acres, but the majority of the property is Conservation Land or Wetlands. The new location of the sign will be on the north-east corner of the property, approximately 380+/- feet from the intersection of Monument Road and McCormick Road.

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?*

No. Although the same exact sign would be used in the relocation, the new location would be out of character with the surrounding area. The proposed reduction in the overall setback will detract from the general character of the area by setting a precedent that the required 10 foot setback does not need to be met.

- (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?*

Yes. The result of the proposed sign would detract from the specific intent of the zoning ordinance by allowing for a current conforming sign to be moved to a non-conforming location. Allowing this change would set the precedent that any sign in the area would be able to be moved to a non-conforming area if the sign owner were to have issues with a neighboring property.

- (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?*

Yes. The effect of the proposed waivers would negatively affect the aesthetic character of the area surrounding the site. As aforementioned, the signage in the surrounding areas conforms to the 10 foot setback requirement. If the proposed sign is moved closer to Monument Road it would affect the overall aesthetic features of the area.

- (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?*

No. The waiver would allow for a wider shared driveway between the Watson property and the Wawa filling properties. This would not have a detrimental impact on traffic, and may improve traffic flow for any larger trucks or trailers that will be visiting the filling station.

- (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?*

No. The proposed waiver is not detrimental to the public health, safety, or welfare. The new location could potentially benefit the public's health and safety as it would allow for better access onto the two properties by any large vehicles. The proposed location of the sign does not affect any sight lines along Monument Road, nor does the current sign at a 10 foot setback affect any sightlines within the vehicle use area. If the sign were to be moved to the proposed location, and meet the 10 foot setback it would have the same impact on site lines as the current sign location. The proposed waiver would not impact any other applicable laws outside of the setback.

- (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?*

Yes. The shared driveway currently has an island between the two vehicle directions. The applicant has stated that the new filling station next-door will be visited by Tanker/ Semi Trucks that will need to access the property from Monument Road on occasions. This island between the two vehicle directions is seen as a physical limitation on the two properties as it could be damaged by the larger vehicles. To accommodate for this Watson Realty has applied for the waiver to move the current sign to the closest parking space by the driveway.

- (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 on a desire to reduce the costs associated with compliance. The request is based on the desire to allow for better access onto the two properties for larger vehicles, as well as reducing the cost of potential damages from the signs current

location.

- (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, the request is not the result of any cited violations.

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

No. While the relocation of the sign from the current location might be of the public's best interest for the traffic flow on the property, it will not be of the public's best interest to allow for the reduced setback as it will change the character of the surrounding area.

- (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 financial burden on the property owner when considering the cost of compliance. The relocation of the sign to the proposed location, but meeting the 10 foot setback would have the same relative cost as locating the sign 3 feet from the property line. A similarly proposed sign island could be built with the sign in the proper location.

SUPPLEMENTARY INFORMATION

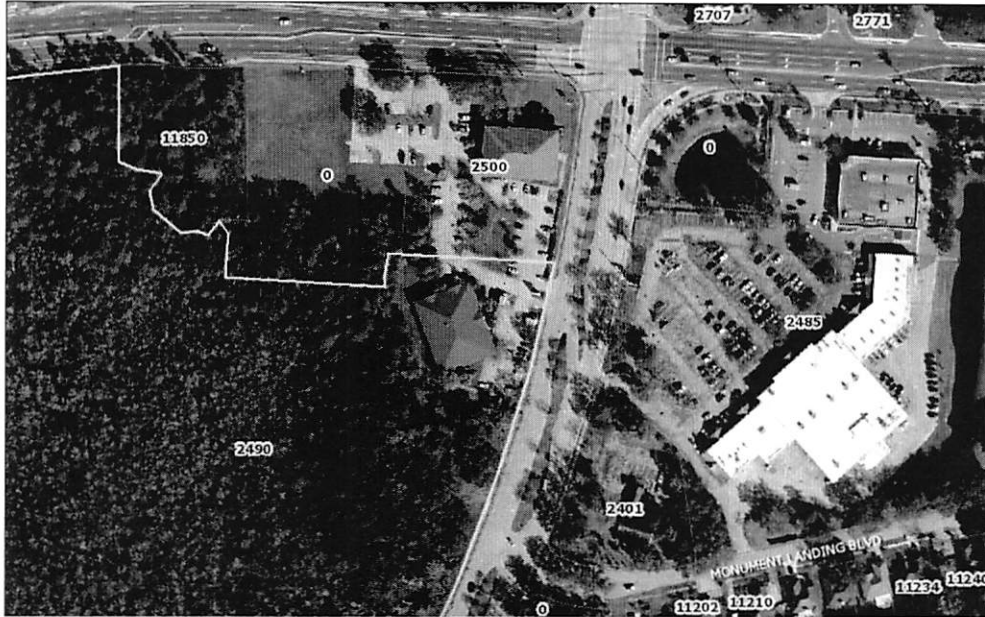
Upon visual inspection of the subject property on **September 6, 2018**, by the Planning and Development Department, the Notice of Public Hearing signs **was** posted.



Source: Planning and Development Department
Date: September 6th, 2018

RECOMMENDATION

Based on the foregoing, it is the recommendation of the Planning and Development Department that Application Sign Waiver SW-18-05 (**Ordinance 2018-0534**) be **DENIED**



Aerial View

Source: JaxGIS
Date: September 7, 2018



View of the current sign and its location on the terminal island of the shared ingress and egress point.

Source: Planning and Development Department

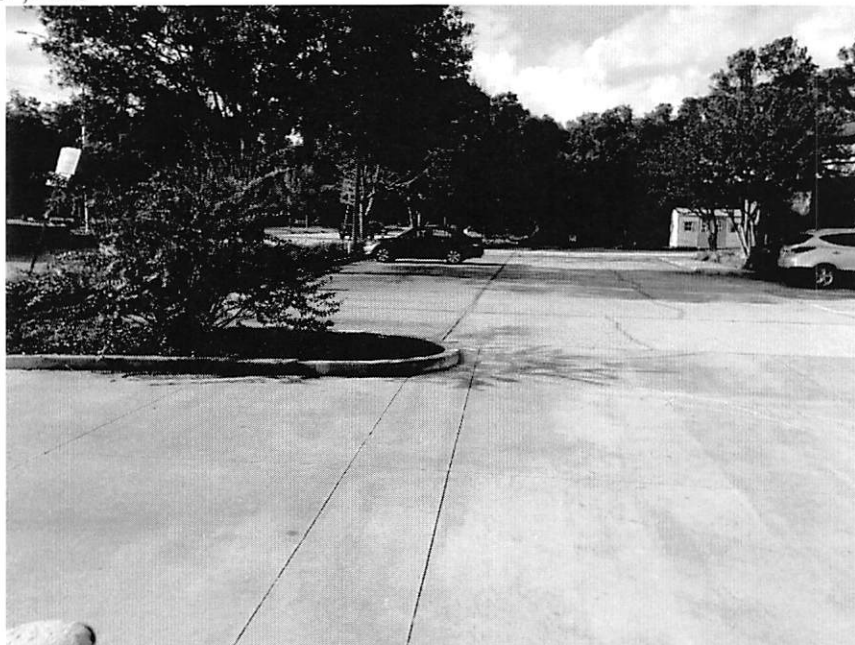
Date: September 6th, 2018



View of the proposed location of the new sign and the general view of Monument Road from its location.

Source: Planning and Development Department

Date: September 6th, 2018



View of the current sight line at the end of the terminal island looking towards the proposed location of the new sign.

Source: Planning and Development Department

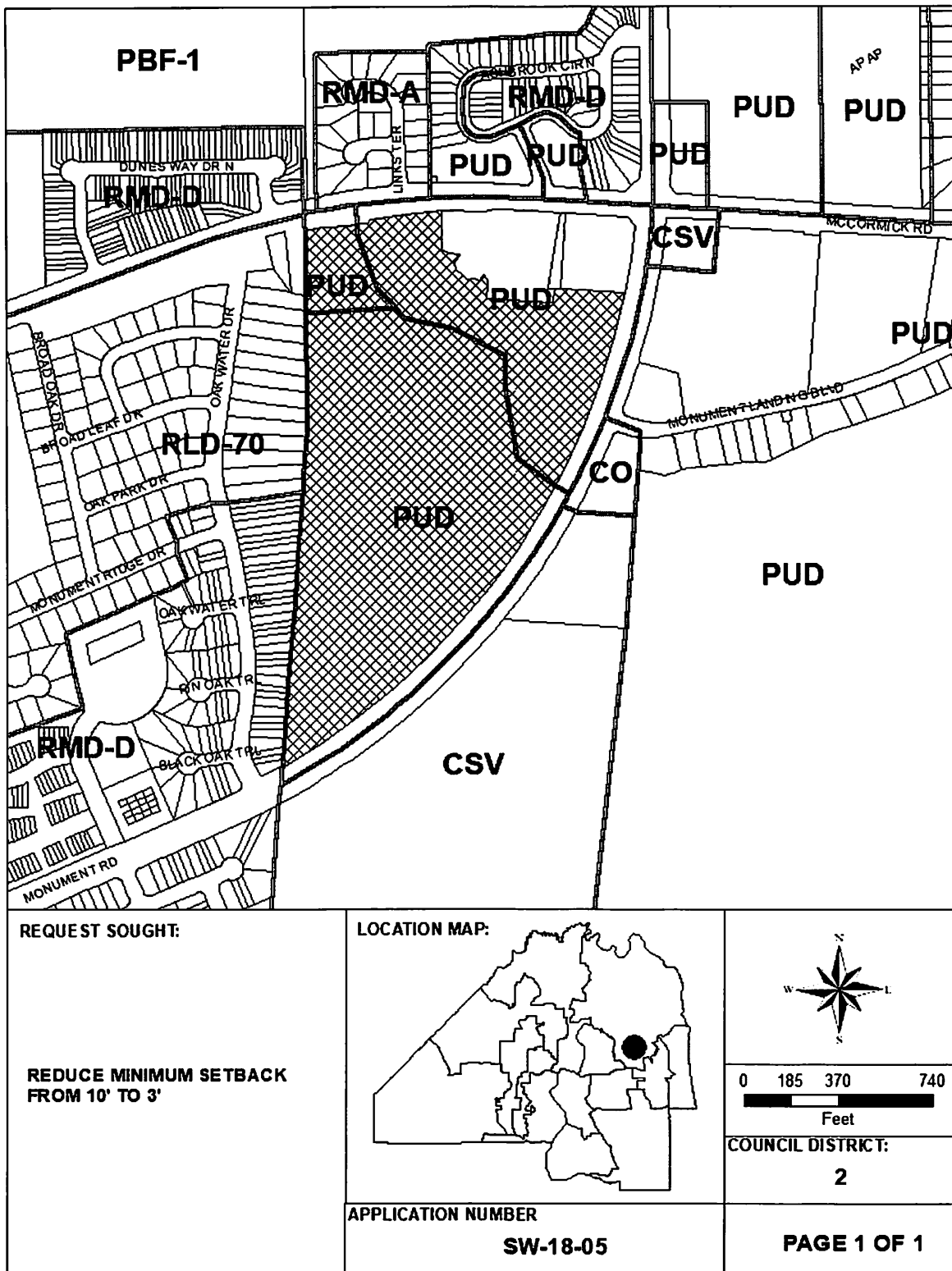
Date: September 6th, 2018



View from the current driveway of the proposed Wawa Filling Station.

Source: Planning and Development Department

Date: September 6th, 2018



Legal Map

Source: JaxGIS
Date: September 7, 2018

Date Submitted:	6-28-18
Date Filed:	7-12-18

Application Number:	SW-18-05
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			
Current Zoning District:	PUD	Current Land Use Category:	RPI
Council District:	2	Planning District:	2
Previous Zoning Applications Filed (provide application numbers): NONE			
Applicable Section of Ordinance Code: 656.1303(i)(2)			
Notice of Violation(s):			
Neighborhood Associations: RIVER POINT / MONUMENT LANDING HOA, PAROLEE COVE OWNERS ASSOC, KERNAN BL Community Coalition COMMUNITIES OF EAST ARLINGTON, GREATER ARLINGTON CIV. COUN.			
Overlay:			
LUZ Public Hearing Date:		City Council Public Hearing Date:	
Number of Signs to Post:	2	Amount of Fee:	2,153. ⁰⁰
		Zoning Asst. Initials:	

PROPERTY INFORMATION	
1. Complete Property Address: 2490 Monument Rd. Jacksonville, FL 32225	2. Real Estate Number: 1674470110
3. Land Area (Acres): 38.6	4. Date Lot was Recorded: 3/1/1985
5. Property Located Between Streets: McCormick Rd. N Kernan Blvd. N	6. Utility Services Provider: City Water / City Sewer <input checked="" type="checkbox"/> Well / Septic <input type="checkbox"/>

7. Waiver Sought:

- Increase maximum height of sign from N/A to N/A feet (maximum request 20% or 5 ft. in height, whichever is less). *Note - Per Section 656.1310, no waiver shall be granted which would permit a sign in excess of 40 feet in height in any zoning district.
- Increase maximum size of sign from N/A sq. ft. to N/A sq. ft. (maximum request 25% or 10 sq. ft., whichever is less)
- Increase number of signs from N/A to N/A (not to exceed maximum square feet allowed)
- Allow for illumination or change from N/A external to N/A internal lighting
- Reduce minimum setback from 10' feet to 3' feet (less than 1 ft. may be granted administratively)

8. In whose name will the Waiver be granted?

Watson Realty

9. Is transferability requested? *If approved, the waiver is transferred with the property.*

Yes

No

OWNER'S INFORMATION (please attach separate sheet if more than one owner)

10. Name:

Watson Realty Corp.

11. E-mail:

wwatsonjr@watsonrealtycorp.com

12. Address (including city, state, zip):

7821 Deer Creek Club Rd.
#200 Jacksonville, FL
32256

13. Preferred Telephone:

904-596-5963

APPLICANT'S INFORMATION (if different from owner)

14. Name:

Taylor Sign & Design, Inc.

15. E-mail:

kvarn@taylorsignco.com

16. Address (including city, state, zip):

4162 St. Augustine Rd.
Jacksonville, FL 32207

17. Preferred Telephone:

904-396-4162

AUTHORIZATION	
<p>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.</p> <p>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.</p> <p><u>I hereby certify that I have read and understand</u> 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.</p>	
<p>Owner(s) Print name: <u>WATSON REALTY CORP</u> <u>William A Watson, Jr</u> Signature: <u>William A Watson</u> <u>Chairman of the Board</u></p>	<p>Applicant or Agent (if different than owner) Print name: <u>Kelly Varn</u> Signature: <u>[Signature]</u></p> <p><i>*An agent authorization letter is required if the application is made by any person other than the property owner.</i></p>
<p>Owner(s) Print name: _____ Signature: _____</p>	

SUBMITTAL
<p>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.</p> <p><u>Submit applications to:</u> Planning and Development Department, Zoning Section 214 North Hogan Street, 2nd Floor Jacksonville, Florida 32202 (904) 255-8300</p>

LETTER OF AUTHORIZATION

Affidavit

To Whom It May Concern:

This letter authorizes **Taylor Sign & Design, Inc.** (or their Agents or Subcontractors) to act as Agent, to secure permits or variances required by the local governing body, and to perform sign or awning installations, removals, or maintenance at the property located at:

Property Address: 2490 Monument Road, Jacksonville, FL 32225

Company Name: Watson Realty Corp Phone Number: 904-596-5963

Name: William A. Watson, Jr. Title: Chairman of the Board

Address: 7821 Deercreek Club Road, Suite 200 Jacksonville, FL 32256

William A. Watson
SIGNATURE OF PROPERTY OWNER/AGENT

STATE OF FL

COUNTY OF Duval

Sworn to and subscribed before me this 25 day of May, 2018.

Penny Melese Groom
Signature of Notary State of Florida

Penny Melese Groom
Print or Type Commissioned Name of Notary Public

Personally Known () OR Produced Identification ()

Type of Identification Produced: _____ Commission Expires _____

(Notary Stamp or Seal Required)



PENNY MELESE GROOM
MY COMMISSION # FF 121992
EXPIRES: September 11, 2018
Bonded Thru Budget Notary Services

WATSON REALTY CORP
7821 DEERCREEK CLUB RD STE 200
JACKSONVILLE, FL 32256-3698

Primary Site Address
2490 MONUMENT RD
Jacksonville FL 32225

Official Record Book/Page
10939-02126

Title #
8404

2490 MONUMENT RD
Property Detail

RE #	167447-0110
Tax District	G5
Property Use	1700 Office 1-2 Story
# of Buildings	1
Legal Desc.	For full legal description see Land & Legal section below
Subdivision	00000 SECTION LAND
Total Area	1681349

Value Summary

	2017 Certified	2018 In Progress
Value Method	Income	Income
Total Building Value	\$0.00	\$0.00
Extra Feature Value	\$0.00	\$0.00
Land Value (Market)	\$0.00	\$860,849.00
Land Value (Agric.)	\$0.00	\$0.00
Just (Market) Value	\$0.00	\$1,132,400.00
Assessed Value	\$0.00	\$1,044,829.00
Cap Diff/Portability Amt	\$0.00 / \$0.00	\$87,571.00 / \$0.00
Exemptions	\$0.00	See below
Taxable Value	\$0.00	See below

The sale of this property may result in higher property taxes. For more information go to [Save Our Homes](#) and our [Property Tax Estimator](#). 'In Progress' property values, exemptions and other supporting information on this page are part of the working tax roll and are subject to change. Certified values listed in the Value Summary are those certified in October, but may include any official changes made after certification. [Learn how the Property Appraiser's Office values property.](#)

Taxable Values and Exemptions - In Progress

If there are no exemptions applicable to a taxing authority, the Taxable Value is the same as the Assessed Value listed above in the Value Summary box.

County/Municipal Taxable Value
No applicable exemptions

SJRWMD/FIND Taxable Value
No applicable exemptions

School Taxable Value
No applicable exemptions

Sales History

Book/Page	Sale Date	Sale Price	Deed Instrument Type Code	Qualified/Unqualified	Vacant/Improved
10939-02126	12/30/2002	\$100.00	RW - Right of Way	Unqualified	Vacant
10852-01708	12/30/2002	\$100.00	MS - Miscellaneous	Unqualified	Vacant
05925-01349	3/1/1985	\$504,400.00	WD - Warranty Deed	Unqualified	Vacant

Extra Features

LN	Feature Code	Feature Description	Bldg.	Length	Width	Total Units	Value
1	LPMC1	Light Pole Metal	1	0	0	1.00	\$389.00
2	LITC1	Lighting Fixtures	1	0	0	2.00	\$391.00
3	PVCC1	Paving Concrete	1	0	0	13,333.00	\$16,133.00
4	WMBC1	Wall Masonry/Brick	1	0	0	108.00	\$417.00

Land & Legal

Land

LN	Code	Use Description	Zoning	Front	Depth	Category	Land Units	Land Type	Land Value
1	1700	OFFICE	PUD	0.00	0.00	Common	106,243.00	Square Footage	\$849,944.00
2	9602	SWAMP	PUD	0.00	0.00	Common	36.35	Acreage	\$10,905.00

Legal

LN	Legal Description
1	39-2S-28E 38.79
2	PT F RICHARD GRANT, PT SEC 4
3	RECD O/R 5925-1349(EX PT RECD
4	O/RS 5925-1356,6291-524,18025-810,
5	PT RW RECD O/R 10939-2126)

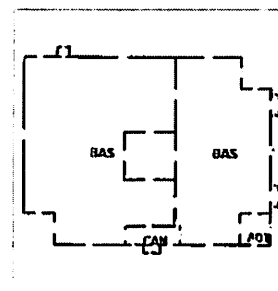
Buildings

Building 1

Building 1 Site Address
2490 MONUMENT RD Unit
Jacksonville FL 32225

Building Type	1701 - OFFICE 1-2 STY
Year Built	1996
Building Value	\$445,960.00

Element	Code	Detail
Exterior Wall	20	20 Face Brick
Roof Struct	4	4 Wood Truss
Roofing Cover	3	3 Asph/Comp Shng
Interior Wall	5	5 Drywall
Int Flooring	14	14 Carpet
Int Flooring	11	11 Cer Clay Tile
Heating Fuel	4	4 Electric



Type	Gross Area	Heated Area	Effective Area

EXHIBIT 1

Legal Description

39-28-28E 38.79 PT F RICHARD
GRANT, PT SEC 4


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?*

TAYLOR
Sign & Design. Inc.



June 27, 2018

RE: Watson Realty Sign Waiver – 2490 Monument Rd Jacksonville, FL 32225

To Whom It May Concern:

Mr. William Watson sold 2500 Monument Rd Jacksonville, FL 32225 in June 2017, which is located directly to the right of Watson Realty at 2490 Monument Rd. Wawa is taking over the site at 2500 Monument Rd. The properties have a shared ingress and egress with an island in the middle. The Watson Realty monument sign is currently located in the middle of this island.

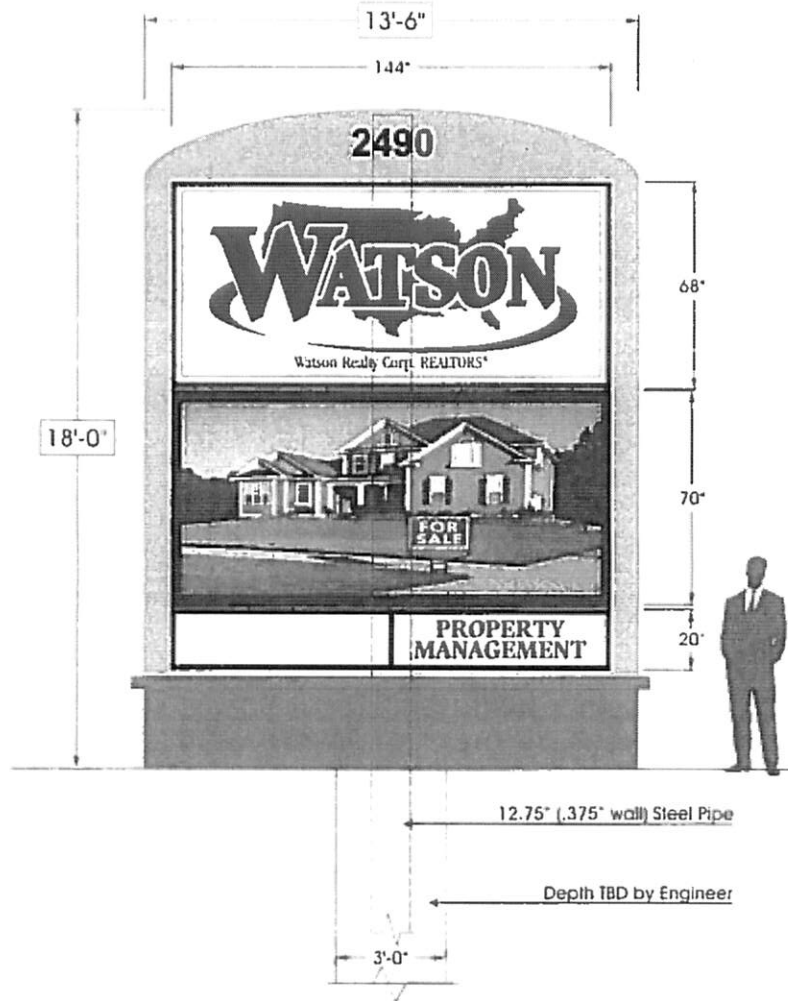
Due to the shared ingress and egress the monument sign is vulnerable to damage created by tanker trucks, semi-trucks, and delivery box trucks that will be using that access to enter/exit Wawa. We propose to move the sign to the first parking spot as pictured on the site plan. The parking spot will also be converted into one large curbed island. The island where the sign is currently located will be paved over with striping for easy vehicular access. In order to meet the 6-foot sight parking triangle and to maintain a clear path for the drive isles, the new location of the sign will be subject to a 3-foot setback from the property line. The 3-foot setback will not interfere with any sightlines of oncoming traffic in any direction.



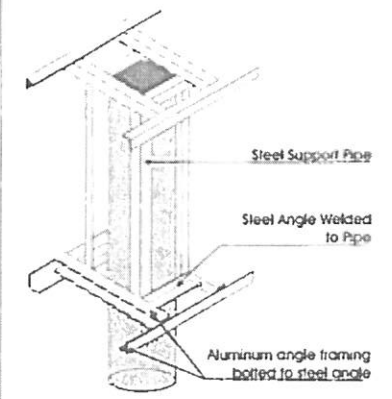
1 Existing Sign Location and Proposed New location
 Island to be built out by Watson Maintenance



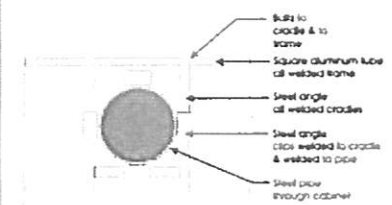
2 Proposed New location of Sign



Saddle Mount Detail NTS



Cradle Section NTS



Materials:
 All joints to be welded all around
 Grade A36 Steel Shapes
 Grade 6061-T6 Aluminum Shapes
 Grade 153 B Steel Pipe
 Grade A325 Fastener Bolts

TAYLOR
Sign & Design, Inc.
 COMMERCIAL SIGN TECHNOLOGIES

State Certified # ES12000117
 www.TaylorSignCo.com
 4162 St. Augustine Rd. Jacksonville, FL 32207
 Phone: 904/396 4652 • Fax 904/396 3777

COMPANY:



CONTACT: Bill Watson ADDRESS: 2490 Monument Rd
 PHONE XXX-XXX-XXXX Jacksonville, FL 32225
 EMAIL www.watsonj.com/watsonrealtors.com

DATE: 04/30/2018
 REVISIONS: R1

SALES PERSON: Randy Taylor
 DESIGNER: Rick Smith

ZONING: Maximum Copy Area. = 150 sf
 SAVED AS:
 Watson_2490 Monument Rd - Sign Relocation.CDR

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 © 2018 Taylor Sign & Design, Inc.
 This sign meets or exceeds 132 mph wind zone requirements as per 2017 Florida Building Code



1 Proposed Sign location
 Island to be built out by Watson Maintenance



2 Existing sign in new location

TAYLOR
 Sign & Design, Inc.
 COMMERCIAL SIGN TECHNOLOGIES
 State Certified # ES12000117

www.TaylorSignCo.com
 4162 St. Augustine Rd. Jacksonville, FL 32207
 Phone: 904/396 4652 • Fax 904/396 3777

COMPANY:



CONTACT: Bill Watson ADDRESS: 2490 Monument Rd
 PHONE XXX-XXX-XXXX Jacksonville, FL 32225
 EMAIL w.watson@watsonrealtycorp.com

DATE: 04/30/2018 SALES PERSON: Randy Taylor
 REVISIONS: R1 DESIGNER: Rick Smith

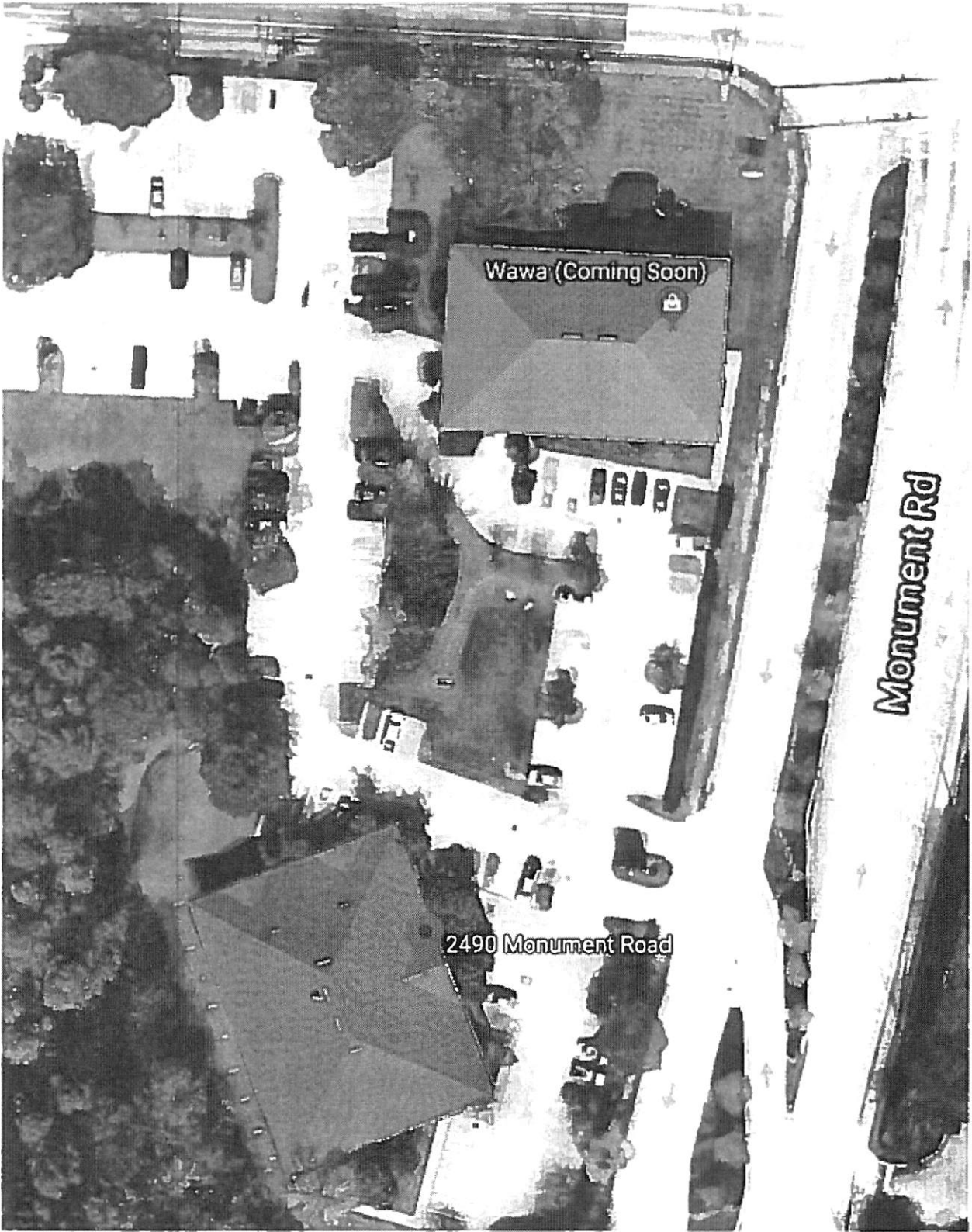
ZONING: Maximum Copy Area: = 150 sf
 SAVED AS:
 Watson_2490 Monument Rd - Sign Relocation.CDR

This artwork protected under copyright law and is the property of Taylor Sign & Design, Inc. And is not to be duplicated, reproduced, or distributed without written permission.

© 2018 Taylor Sign & Design, Inc.
 This sign meets or exceeds 132 mph wind zone requirements as per 2017 Florida Building Code

PLEASE ENSURE ALL COLORS, DIMENSIONS, VERBIAGE, LAYOUT ETC ARE CORRECT BEFORE APPROVING RENDERING. COLOR NOT MATCH FINAL PRODUCT DUE TO THE DIFFERENCE BETWEEN DIGITAL AND PIGMENTED COLOR. ARTWORK IS APPROVED. TAYLOR SIGN & DESIGN, INC. WILL BE RESPONSIBLE FOR 1/2 THE RE-MAKE COST SHOULD ANY PROBLEMS BE FOUND AFTER INSTALLATION.

APPROVED BY _____ DATE _____



Wawa (Coming Soon)

2490 Monument Road

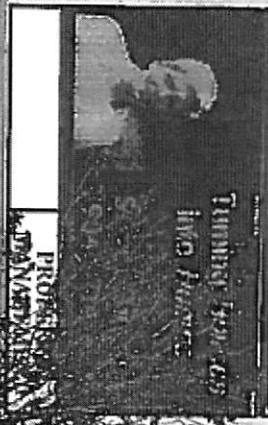
Monument Rd



2490

WATSON

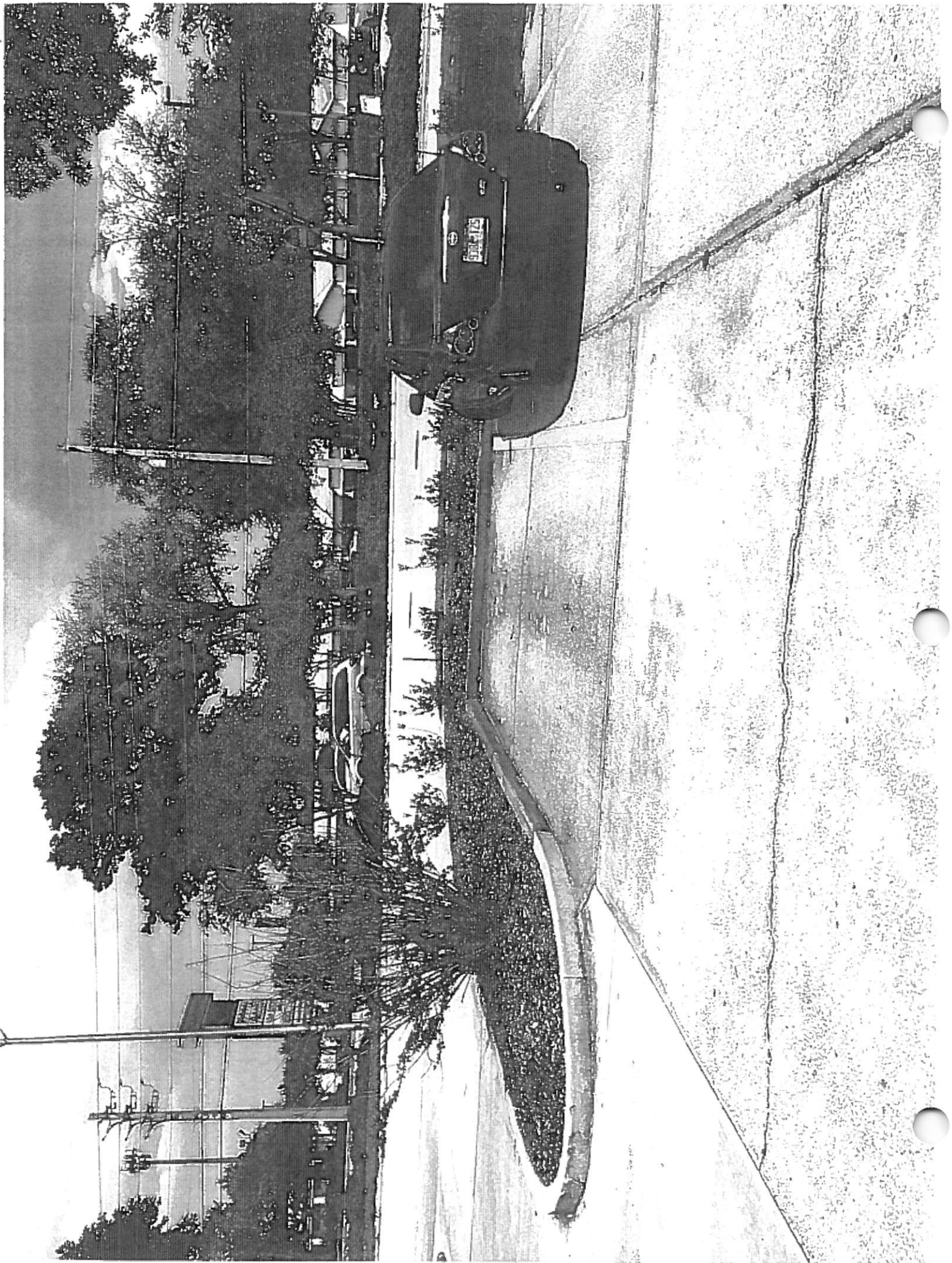
Watson Health Care REPTONS

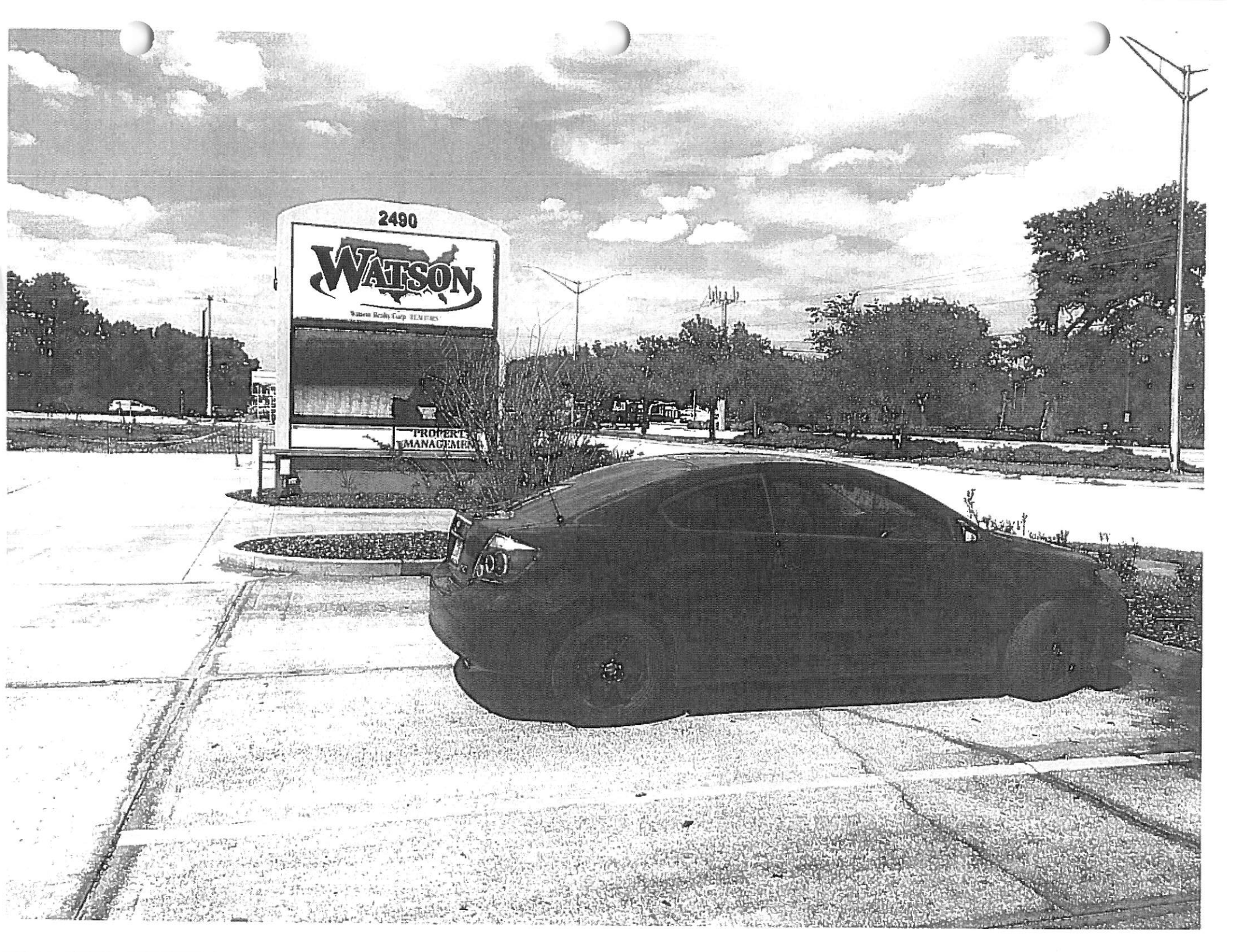


Turning 50? 49? 48?
It's a Party!

PROFESSIONAL
DEVELOPMENT







2490

WATSON

Watson Realty Corp. MEMPHIS

PROPERTY
MANAGEMENT