REPORT OF THE PLANNING AND DEVELOPMENT DEPARTMENT

APPLICATION FOR SIGN WAIVER SW-13-10

OCTOBER 1, 2013

Location: 2325 Park Street

Northwest side of Park Street between Osceola

Street and Stockton Street

Real Estate Number: 090942-0000

Waiver Sought: Reduce minimum setback from 10 feet to 1 foot

for a new monument sign

Current Zoning District: Commercial Residential Office (CRO)

Current Land Use Category: Residential Professional Institutional (RPI)

Planning District: Northwest, District 5

City Council Representative: The Honorable Jim Love, District 14

Applicant / Agent: Same as Owner

Owner: Edie Williams

Edie Williams, LLC 2325 Park Street

Jacksonville, Florida 32204

Staff Recommendation: APPROVE

GENERAL INFORMATION

Application for Sign Waiver **Ordinance 2013-0571** (SW-13-10) seeks to allow for a reduction in the minimum setback for the construction of a new monument sign at 2325 Park Street. The subject property is located within the Office Character Area of the Riverside Avondale Zoning Overlay. This area is developed primarily with offices, with some apartments in the area. The Overlay does have provisions for signage, however the Overlay defers to the conventional Zoning Code when it comes to the setback of signage, regulating primarily lighting, size, and height. The proposed sign will measure approximately 23.6 square feet and 4.58 feet in height. The proposed sign and height fall within the limitations of the Overlay. The applicant is requesting a reduction in the required minimum setback for the

monument sign under this waiver application.

The current building constructed in approximately 1916, is listed as a contributing structure in the Riverside Avondale Historic District. The area was developed in the early 1900s and the setbacks are much smaller than those found elsewhere in the City. With the historic development pattern established in the area and existing landscaping, a sign setback a minimum of ten (10) feet would not be visible from the road due to the smaller setbacks, existing landscaping and residential nature of the area. Additionally, the residential structure turned office, and its neighbors, do not have vehicular access from Park Street. There is onstreet 90 degree parking in the right-of-way along this section of Park Street. The sign as proposed will not present a safety issue if it doesn't meet the standard required ten (10) foot setback as it will not block any visibility from pedestrians, bicyclists or motor vehicles. Thus as the sign presents no safety issues, relates to the pedestrian nature of the area and is in keeping with all other aspects of the Code, staff is recommending approval of the request.

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. There are existing signs similar to what the applicant is proposing. The area has a mixture of wall and monument signs. These signs are smaller in size and on a pedestrian level versus the more traditional larger monument and wall signs that were installed prior to the Overlay throughout the Overlay boundaries. The historic residential turned office structures have smaller signage primarily due to the fact that they are zoned CRO, which has smaller limitations than sites zoned CCG or CN. These smaller signs lend their way to the character of the area, and historic office signs that would be found in the area. This area does not have driveways and thus a

reduced setback for a monument sign would not block any visibility or create safety problems. It would increase visibility for a business and thus increase viability of the business while retaining the historic character of the area.

(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 approval of the proposed sign would be consistent with the Overlay and overall character of the area. The existing signs in the area are a mixture of wall and ground signs. The majority of signs in the area appear to confirm with the requirements of the Zoning Code as there are no known or reported violations. The reduction of the setback would allow for a small 23.6 sqft sign to be positioned in a visible location versus up against the steps of the structure.

(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?

No. The applicant seeks to install a monument sign that is of an appropriate scale for the area, is consistent with the surrounding uses and character of the area. As proposed, the sign will have no impact on the surrounding uses, doesn't remove landscaping, trees, parking spaces or block access to the structure. The proposed sign meets all other aspects of code and thus is in keeping with the nature of the Overlay area and the Historic District.

(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 nature, size and location of the existing sign are similar to other signs in the area, and does not create any visibility impediment, traffic or vehicular parking problem. The sign as proposed is smaller than what is allowed per the Overlay and CRO signage allotments in Part 13 of the Zoning Code. The site is accessed via the alley or through patrons walking up after parking at one of the on-street 90 depree parking spaces along this section of Park Street. The reduction of the setback would not impact any safety of access to the site or safety of pedestrians.

(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 will not have a detrimental effect on vehicular or pedestrian traffic or parking conditions, or result in the creation of objectionable or excessive light, glare, shadows, or other effects, when taking into account existing uses and zoning in the vicinity. It does not create or contribute to visual obstructions'

along this corridor and does not limit vehicular access to the site as access is either via the alley way or through on-street 90 degree parking. Approval of this waiver will benefit the public by maintaining the existing character of the area and providing identification of a business.

(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 property is located within the Office Character Area of the Riverside Avondale Zoning Overlay. The structure was built circa 1912 and currently there is on-street 90 degree parking. The signage placement is limited by the current on-street parking, historic setback of the existing structure and existing area landscaping. The alteration of the historic structure or removal of on-street parking, which provides the area with much needed parking, is not conducive to supporting businesses or maintaining the character of the area. The request seeks to allow a ground sign to be constructed with minimal impact to the existing character of the area.

(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 upon a desire to reduce the costs associated with compliance, but rather the strict enforcement of the regulation would severely alter the existing historic structure, landscaping and character of the area. The applicant is proposing to locate the sign one (1) foot back from the sidewalk, behind the on-street parking and sidewalk as well as maintaining existing landscaping and tress on the property. The applicant would be required to take out a sidewalk, landscaping and potentially alter the historic structure to meet the required setback. This is not in keeping with the Overlay, nor the District Design Regulations of the Historic District. Maintaining the character of the structure and the area, at any cost is highly valued and supports the applicant's request.

(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, this is not a violation.

(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?

Yes. The preservation of existing character of the area through preservation of landscaping and the existing structure are in the public interest. The granting of the waiver would allow for visibility and identification of the business and thus maintain

businesses in an area that has some vacancies due to lack of identification.

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

Yes. Strict compliance would create a sign that would have to be up against the steps of the primary structure which would not provide for adequate identification of the business from the street. As this area has parking on street, the introduction of a sign with a reduced setback would not cause safety issues but rather increase visibility and proper identification of the parcel from Park Street while maintaining the character of the area with a sign that meets all other aspects of Code.

SUPPLEMENTARY INFORMATION

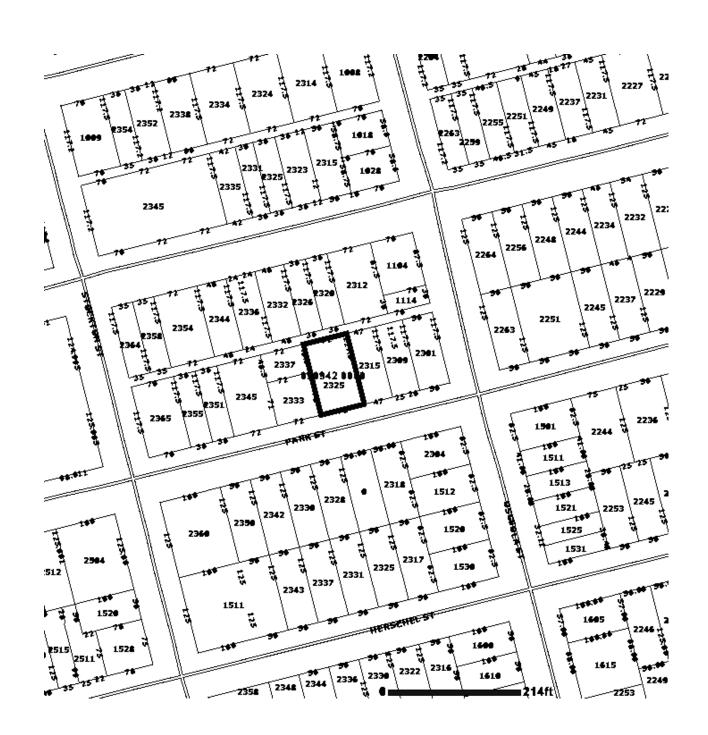
Upon visual inspection of the subject property on September 24, 2013 by the Planning and Development Department, the required Notice of Public Hearing sign **was posted**.

RECOMMENDATION

Based on the foregoing, it is the recommendation of the Planning and Development Department that Application Sign Waiver SW-13-10 (Ordinance 2013-0571) be APPROVED.



Subject property



APPLICATION FOR SIGN WAIVER

This application must be typed or printed in black and submitted in person with three (3) other copies for a total of four (4) copies.

Ordinance Number:	2013-	- 57	- Augustina
Application Number:	sw-13-	10	
Notice of Violation:			

Planning and Development Department, Zoning Section Ed Ball Building 214 North Hogan Street, 2ndFloor Jacksonville, Florida 32202

FOR INFORMATION REGARDING THIS FORM, CALL: (904) 255-7865.

TO BE COMPLETED BY PLANNING AND DEVELOPMENT DEPARTMENT ONLY					
1. Date Submitted:	2. Date Filed:	3. Curren	4.7	4. Future Land Use	5. Applicable
		District(s)	•	Ма	Section of
				Category	Ordinance Code:
				(FLUMs):	656.1303
3-26-13	7-30-13	CF	₹ <i>0</i>	RPI	(i)(z)
6. LUZ Public Hearing Date: 10/1/13 7. City Council Public Hearing Date: 9/24/13					
8. Neighborhood Association	n (If Applicable):				
	. 1				
9. Number of Signs To Be Po	osted:	*****			
TO BE COMPLETED BY APPLICANT					
222-2 16 Jan a Ctart to					
10. Complete Property Address: 2325 Park St 13. Between Streets: Stock ton					
Jacksonville, Fz 32204 and Osceula					
11. Real Estate Number: 090942 -0000					
12. Date lot was recorded:					
14. Application being sought:					
Increase maximum height of sign from to ft. (Not to Exceed 20% or 5 ft. in height, whichever is less.).					
Increase maximum size of sign from SF to SF (Maximum request 25% or 10 Sq. Ft., whichever is less).					
Increase number of si	gns from	to	(Not t	o exceed maximum sq	uare feet allowed).
Allow for illumination or change from external to internal lighting:					
X Reduce minimum set back from 1 ft. (Less than 1 ft. may be granted administratively).					

16 I I I I I I I I I I I I I I I I I I I	Falia Willi	ams State	Farin Age	
15. In whose name will the waiver be granted?		The state of the s	 	
Is transferability being requested? Yes:	No:			
15 Ford Awa(1/100 Agrae):	17. Utility	17. Utility Services Provider		
16. Land Area(1/100 Acres): * * NOTICE TO OW!	Well:	City Wate	r: JEA	
* * NOTICE TO OW	Septic Tan	k: City Sewe	er: July	
Section 656.1310, Ordinance Code, sets forth pro regulations. Section 656.1310 of the Ordinance C placed, erected, constructed or maintained on or object or structure or affixed or painted on or installiplaying, information, advertisement or attraction pictorial or reading matter and a letter, word, mo advertisement, announcement, attraction or direction.	Code defines a sign as in the ground, or on or ide an exterior window on of the attention of podel, device or represen	"a painting, structure outside of an enclose of a building for the p ersons, including post	or device which is d building or other ourpose of ers, pictures,	
Section 656.1310(a)(i) through (x), 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:				
18. Provide answers to the following questions pe sheet if necessary. (Please note that failure by t waiver and to meet the criteria set forth below	he applicant to adequ	ately substantiate the		
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 in existence of nonconforming signs that exist in t		inance by promoting	the continued	
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.				
no				
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?				
NO				

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?
NO
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?
NO
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?
NO
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 applicants acquiring the property, not being a direct result of the actions of the current owner?
N 2
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?
No
10. Would strict compliance with the regulation create a substantial financial burden when considering the
cost of compliance? $\mathcal{N} \mathcal{O}$
19. Attachments - One of each of the following should be included in each copy of the application, providing for four (4) complete copies. All copies, with the exception of the 2 required large site plans, should be on 8 1/2" x 11" paper.
Survey
Site Plan as required per instructions. (All copies on 8 ½ x 11 and 2 copies on 11 x 17 or larger)
Letter of Authorization for Agent is required if any person other than the property owner makes the application.
Legal description may be either lot and block, including book and page numbers, or metes and bounds descriptions; and either shall include real estate assessment number(s) of the subject property.
Note: Sign cannot At into lufout setbook.

I 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.

PLEASE PRINT:

Name and address of Owner(s)	Name and address of Authorized Agent(s)
Name: Edil Williams	Name:
Address: 1325 Park Stree	Address:
Stehsmorters	
city: Jacksonulle	City:
State: [7 Zip: 32]04	State: Zip:
Email: Colie & edicuillium	NS · Email:
Daytime Telephone 904-943-1195	Daytime Telephone:
Alle Ullier.	The state of the s
	SIGNATURE OF AUTHORIZED AGENT(S) The Agent's letter of authorization must be attached if

application is not signed by the owner of record

EXHIBIT A

Property Ownership Affidavit

Date: 3/22/13	
City of Jacksonville City Council / Planning and Development Department 117 West Duval Street, 4th Floor / Ed Ball Building, 214 N Jacksonville, Florida 32202	Jorth Hogan Street, Suite 300,
Re: Ownership Certification	
Gentleman:	
1, Edie Wilhams	hereby certify that I am
the Owner of the property described in the attached legal	description, Exhibit 1 in
connection with filing application(s) for	Park St
July mylle, FL, submitted to the Ja	
Development Department. (Owner's Signature)	
STATE OF FLORIDA COUNTY OF DUVAL	
The foregoing affidavit was sworn and subscribed before	me this 26 day of
maich (month), 2013 (year) by	
Edie Williams who is per	sonally known to me os has
produced	as identification.
(Motary Signature)	THOMAS LAY MY COMMISSION # EE112262 EXPERISON 14, 2015

ORDINANCE	
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Legal Description

SHOWING A SPECIFIC PURPOSE SURVEY

TO SHOW

ELEVATIONS ALONG A 15' ALLEY WAY

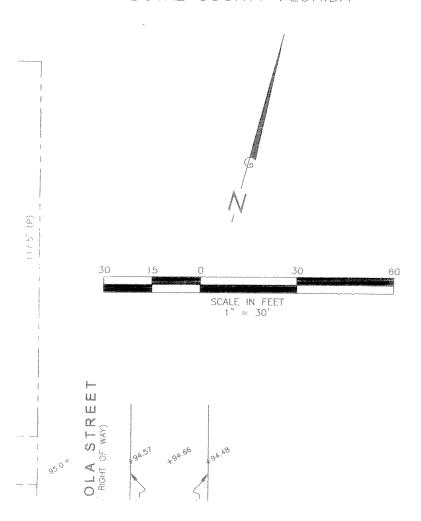
AND WITHIN

LOT 3, BLOCK 67

AS SHOWN ON MAP OF

RIVERSIDE

A SUBDIVISION AS RECORDED IN PLAT BOOK 2, PAGE 24 OF THE CURRENT PUBLIC RECORDS OF DUVAL COUNTY FLORIDA





B LDING INSPECTION DIVIS N CITY OF JACKSONVILLE, FLORIDA

SIGN PERMIT: S-13-543949.000

DATE ISSUED: 02/12/2013 **PERMIT FEE:** \$ 115.00

CONTRACTOR: NES-1 - RONALD BOWKER D.B.A.: River City Advertising

FOR: EDIE WILLIAMS LLC, INC. DBA STATE FARM INSURAL AT: 2325 PARK Street

LOT: LOT 3 BLOCK: LOT 3 BLI SUBDIVISION: RIVERSIDE

CITY INSPECTOR: Ricks, Jeri Phone: 904-255-8377 **JOB COST:** \$2018.00

SIGN CLASS: MONUMENT OTHER:

ILLUMINATION: None UL/ET:

REMAIN UNCONNECTED: NO

FACE SHAPE: DOUBLE HEIGHT: 5 NUM POLES: 2

SIGN SIZE: 16 SETBACK: 10

OTHER SPECS:

COMMENTS: Non-electrical.

ACTUAL WORDING: State Farm, Edie Williams, 425-4054, Providing Insurance and Financial Services

TO SCHEDULE AN INSPECTION CALL 630-1100

- OR -

http://buildinginspections.coj.net

THE WORK DESCRIBED HEREIN SHALL BE ACCOMPLISHED IN ACCORDANCE WITH THE FLORIDA BUILDING CODE, LOCAL ZONING CODE, AND OTHER APPLICABLE REGULATIONS OF THE CITY OF JACKSONVILLE, STATE OF FLORIDA, AND FEDERAL GOVERNMENT. IN ADDITION TO THE REQUIREMENTS OF THIS PERMIT, THERE MAY BE ADDITIONAL RESTRICTIONS APPLICABLE TO THE PROPERTY THAT MAY BE FOUND IN THE PUBLIC RECORD OF THE COUNTY (CITY), AND THERE MAY BE ADDITIONAL PERMITS REQUIRED. IF NO WORK IS DONE ON THE PERMIT DURING A SIX MONTH PERIOD, PERMIT MAYBECOME VOID. THE PERMIT HOLDER MUST CONTACT CALL SUNSHINE (1-800-432-4770) PRIOR TO COMMENCING ANY EXACAVATION OR SITE CLEARING. A SEPARATE PERMIT IS REQUIRED TO WORK IN THE CITY'S RIGHT OF WAY OR EASEMENT, CONTACT THE DEVELEOPMENT MANAGEMENT GROUP, 630-1105. THE PERMIT HOLDER SHALL DELIVER A COPY OF THIS PERMIT AND ALL FORMS RECEIVED WITH THIS PERMIT TO THE REAL PROPERTY OWNER.

COPIES OF THIS PERMIT, A SET OF APPROVED PLANS (IF ANY), MUST BE POSTED IN A CONSIPICUOUS PLACE ON THE JOB SITE FOR VERIFICATION BY OUR INSPECTORS.

BELOW IS A LIST OF THE MINIMUM REQUIRED INSPECTIONS FOR THIS PERMIT ONLY. THERE MAY BE OTHER INSPECTIONS REQUIRED. FAILURE OF THIS LIST TO INCLUDE A REQUIRED INSPECTION DOES NOT GRANT YOU PERMISSION TO PROCEED WITHOUT OBTAINING INSPECTIONS REQUIRED BY THE FLORIDA BUILDING CODE. THIS LIST DOES NOT INCLUDE REQUIRED INSPECTIONS FOR SUBCONTRACTOR'S ASSOCIATED PERMITS. IF THIS IS A BUILDING PERMIT, THE LIST WILL INCLUDE A LISTING OF OTHER REQUIRED PERMITS. REQUIRED INSPECTIONS FOR THOSE PERMITS WILL BE LISTED ON THOSE INDIVIDUAL PERMITS. THE ORDER IN WHICH THE INSPECTIONS ARE LISTED ARE NOT NECESSARILY THE ORDER THEY NEED TO BE REQUESTED.

(X) 08 FOOTING

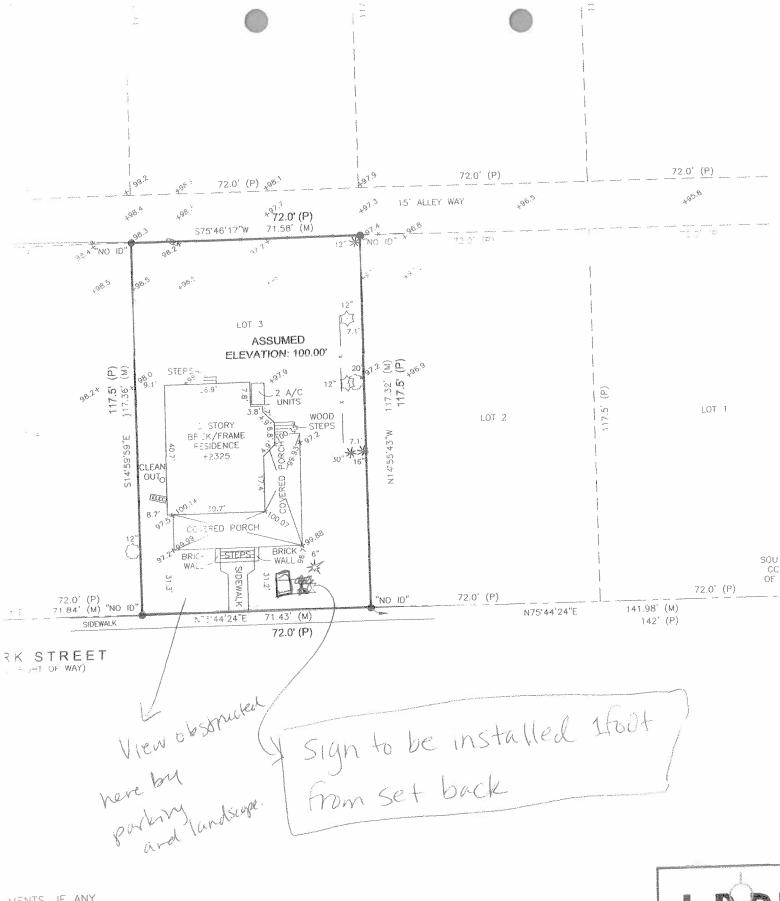
(X) 09 FINAL

() 59 FILL CELL

() 15 CONSULTATION

Public Right-of-Way requires a separate permit by the Division of Development Services. Provide a min. 3' clearance from the edge of driveways to any structure such as inlets, transformers, poles, etc., in the right-of-way easement. ZOUNG RMD-B OCCUPANCY SHOLE FAMLY RESCENTAL ALLEY 774 Yr 735 CODE SUMMARY SOME CE OCCUPANCY ALLIN- FAMLY RESIDENTAL LST ? ENT REVI is feet buch from OFFICE RENOVATION 255 TAK SIRET SITE, LANDSCAPE PLNS, PARK STREET PREW SITE PLAN 1. DO NOT MADE MY PIDNETS TO FORM MODI LADDILLING. 2. IMMEDIATELT SOM COTA TARRA 3. IMMEDIATELT SOM COTA SAGE OF THE TIME SAGE. 8. DO NOT BREM THE COURSELS. PLANT SCHEDULE 30k A TO HAVE BUT MORE (JAY SHOODS HOSE) WINE I THE STOD DOLOUT TRANS TO CE !

NOTE: All work performed within an easement or a



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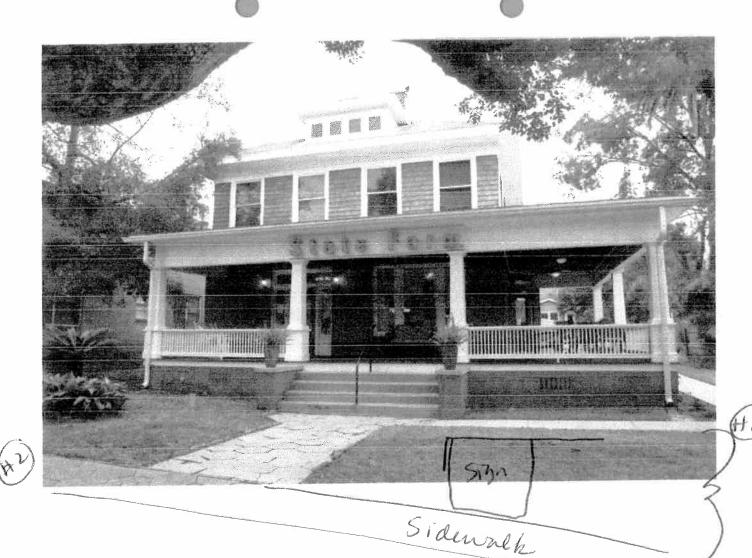
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ATH RIGHT OF

IN FLOOR OF

AND MADDED NO 6547

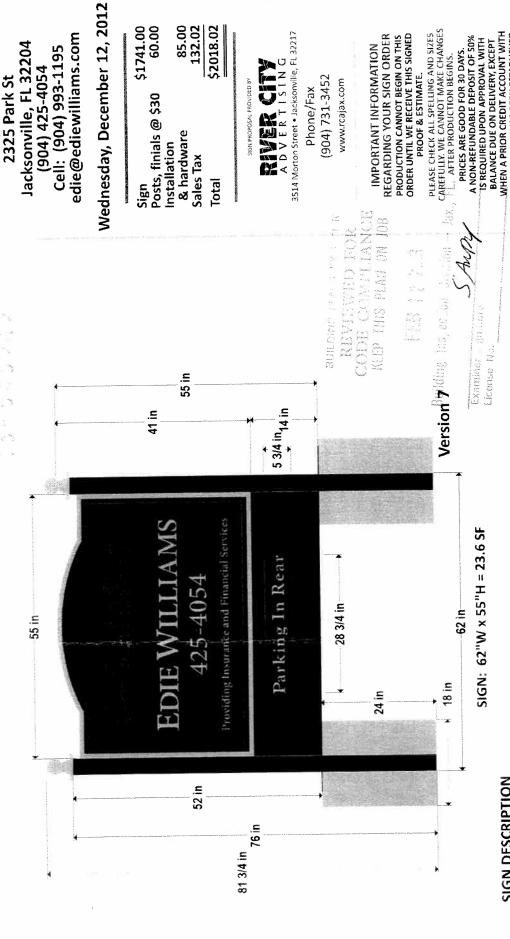
W O. NO.: 200



i) Sign to go I to front of office because

it is a sided. It will not fit within bofoot Setback. Need approval for 2 foot setback.

2) The other side of the Front yard has reduced visibility due to parking and landsrogery



Edie Williams, State Farm Agent

SIGN DESCRIPTION

GROUND SIGN

2-sided skirt panel, composite aluminum 55"W x 14"H, with vinyl backgrounds and lettering Sign requires two 4" x 4" x 76" PT posts with ball finials, installed 24" in ground with 2-sided sandblasted 1-1/2" HDU 55"W x 41"H, blasted with regular blast.

18" square concrete footings.

Customer responsible for any permit issues and to provide all permits.

Approved

THIS COMPANY HAS BEEN ESTABLISHED.

ALL ORIGINAL ARTWORK

NOT SUPPLIED BY THE CUSTOMER

PROPERTY OF RIVER CITY ADVERTISING

REMAINS THE SOLE INTELLECTUAL

AND IS SUBJECT TO COPYRIGHT LAW.

State Farm.Edie Williams.cdl

Date