

REPORT OF THE PLANNING DEPARTMENT**APPLICATION FOR SIGN WAIVER 2025-0637 (SW-25-04)****SEPTEMBER 16, 2025**

Location: 2416 Dunn Avenue

Real Estate Number: 020530-0000

Waiver Sought: Reduce Minimum Setback from 10 feet to 1 foot

Current Zoning District: Commercial Community General-1 (CCG-1)

Current Land Use Category: Community General Commercial (CGC)

Planning District: District 6 – North

Council District: District 8

Applicant /Agent: Chuck Knight
Heritage Signs Inc.
PO Box 236
Green Cove Springs, Florida. 32043

Owner: 2416 Dunn Avenue Holdings, LLC
35 Harvard Street
Garden City, New York. 11530

Staff Recommendation: **APPROVE**

GENERAL INFORMATION

Application for Sign Waiver **Ordinance 2025-0637** (SW-25-04) seeks to reduce the minimum setback for a sign from 10 feet required to 1 foot for the current sign to be moved so a cross connection accessway can be built between the subject site and the neighboring site at 2386 Dunn Avenue. The Code of Subdivisions requires the site to come into compliance and provide new cross access points between both neighboring commercial sites under Chapter 654.115(f)(1)(E)(ii), due to a new proposed 4,000 square foot building on site. While the proposed location of the access does not line up with the vehicle use are of the neighboring site today, it does provide a point for the neighboring property to line up with in the future when they are required to provide their own.

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 compatible with the existing contiguous zoning and general character of the area, if approved. The code requires for commercial properties to be connected through driveway accesses, the proposed movement of the sign will allow this access to be achieved.

- (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 sign waiver will not detract from the specific intent of the zoning ordinance, in that the new sign location will allow for the access point.

- (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 effect of the proposed sign waiver not diminish property values in, or negatively alter the aesthetic character of the area surrounding the site, in that the sign will promote to commercial viability of the area through inter connectivity.

- (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. If approved, the waiver likely would not have an affect on vehicular traffic off site as

there is an existing landscaped area between the property line and the sidewalk within the right of way.

- (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 intent of the waiver is to allow cross access to be built between two properties, which is in the public's best interest as to alleviate traffic conditions along Dunn Avenue.

- (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 applicant provided engineered drawings reviewed by the Traffic Engineer, showing the access point in this specific location.

- (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.

- (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 violation, but rather due to code requirements.

- (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?*

The Planning Department has not identified any result of the request that is against the public best interest at this time.

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

Yes. Strict compliance with the regulation would create a financial burden on the applicant for setbacks as existing parking spaces would need to be removed to move the access point further back. The removal of spaces could require additional applications to be applied for in order for the site to meet their parking requirements.

SUPPLEMENTARY INFORMATION

Upon visual inspection of the subject property on September 9, 2025, the Planning Department staff noticed that the required Notice of Public Hearing sign **was** posted.



RECOMMENDATION

Based on the foregoing, it is the recommendation of the Planning Department that Application Sign Waiver **2025-0637 (SW-25-04)** be **APPROVED**.



Aerial Map

Source: JaxGIS 2025



View of the existing sign on site

Source: JPD 2025



Source: Application

