

1 Introduced by the Land Use and Zoning Committee:
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4 **ORDINANCE 2023-174**

5 AN ORDINANCE APPROVING SIGN WAIVER APPLICATION
6 SW-23-02 FOR A SIGN LOCATED IN COUNCIL DISTRICT
7 2 AT 3500 ZOO PARKWAY, BETWEEN AUGUST DRIVE AND
8 NEW BERLIN ROAD (R.E. NO. 108828-0310), AS
9 DESCRIBED HEREIN, OWNED BY JACKSONVILLE PORT
10 AUTHORITY, REQUESTING TO REDUCE THE MINIMUM
11 SETBACK FROM TEN FEET TO ZERO FEET IN ZONING
12 DISTRICT INDUSTRIAL WATER (IW), AS DEFINED AND
13 CLASSIFIED UNDER THE ZONING CODE; PROVIDING FOR
14 NOTICE; PROVIDING A DISCLAIMER THAT THE WAIVER
15 GRANTED HEREIN SHALL NOT BE CONSTRUED AS AN
16 EXEMPTION FROM ANY OTHER APPLICABLE LAWS;
17 PROVIDING AN EFFECTIVE DATE.
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19 **WHEREAS**, an application for a waiver of requirements for signs,
20 **On File** with the City Council Legislative Services Division, was
21 filed by Jacksonville Port Authority, the owner of property located
22 in Council District 2 at 3500 Zoo Parkway, between August Drive and
23 New Berlin Road (R.E. No. 108828-0310) (the "Subject Property"),
24 requesting to reduce the minimum setback from ten feet to zero feet
25 in Zoning District Industrial Water (IW); and

26 **WHEREAS**, the Planning and Development Department has considered
27 the application and all attachments thereto and has rendered an
28 advisory recommendation (the "Staff Report"); and

29 **WHEREAS**, the Land Use and Zoning Committee, after due notice
30 held a public hearing and having duly considered both the testimonial
31 and documentary evidence presented at the public hearing, has made

1 its recommendation to the Council; and

2 **WHEREAS**, taking into consideration the above recommendations and
3 all other evidence entered into the record and testimony taken at the
4 public hearings, the Council has considered the criteria for sign
5 waivers pursuant to Sec. 656.113(c), *Ordinance Code*, and finds that
6 the request is in harmony with the spirit and intent of the Zoning
7 Code and should be approved; now, therefore

8 **BE IT ORDAINED** by the Council of the City of Jacksonville:

9 **Section 1. Sign Waiver Approved.** The Council has considered
10 the sign waiver criteria pursuant to Sec. 656.133(c), *Ordinance Code*,
11 the recommendation of the Land Use and Zoning Committee, and has
12 reviewed the Staff Report of the Planning and Development Department
13 concerning sign waiver Application SW-23-02 and finds that the waiver
14 is in harmony with the spirit and intent of the Zoning Code,
15 considering the following criteria, as applicable:

16 (1) The effect of the sign waiver is compatible with the
17 existing contiguous signage or zoning and consistent with the general
18 character of the area considering population, density, scale and
19 orientation of the structures in the area;

20 (2) The result will not detract from the specific intent of
21 the Zoning Code by promoting the continued existence of nonconforming
22 signs that exist in the vicinity;

23 (3) The effect of the proposed waiver will not diminish
24 property values in, or negatively alter the aesthetic character of
25 the area surrounding the site, and will not substantially interfere
26 with or injure the rights of others whose property would be affected
27 by the same;

28 (4) The proposed waiver will not have a detrimental effect on
29 vehicular or pedestrian traffic or parking conditions, or result in
30 the creation of objectionable or excessive light, glare, shadows, or
31 other effects, taking into account existing uses and zoning in the

1 vicinity;

2 (5) The proposed waiver will not be detrimental to the public
3 health, safety or welfare, and will not result in additional public
4 expense, creation of nuisances, or cause conflict with any other
5 applicable law;

6 (6) The Subject Property exhibits specific physical
7 limitations or characteristics which are unique to the site and which
8 would make imposition of the strict letter of the regulation unduly
9 burdensome;

10 (7) The request is not based exclusively upon a desire to
11 reduce the costs associated with compliance and is the minimum
12 necessary to obtain a reasonable communication of one's message;

13 (8) If the request is the result of a violation that has existed
14 for a considerable length of time without receiving a citation,
15 whether the violation that exists is a result of construction that
16 occurred prior to the owner's acquisition of the Subject Property,
17 and not as a direct result of the actions of the current owner;

18 (9) The request accomplishes a compelling public interest, such
19 as, for example, furthering the preservation of natural resources by
20 saving a tree or trees; and

21 (10) Strict compliance with the regulation will create a
22 substantial financial burden when considering cost of compliance.

23 Therefore, Sign Waiver Application SW-23-02, is hereby approved.

24 **Section 2. Owner, Property and Sign Description.** The
25 Subject Property is owned by Jacksonville Port Authority and is
26 legally described in **Exhibit 1**, attached hereto, dated June 30, 2021,
27 and graphically depicted in **Exhibit 2**, attached hereto. A graphic
28 depiction of the sign is attached hereto as **Exhibit 3**. The applicant
29 is Jacksonville Port Authority, 2831 Talleyrand Avenue, Jacksonville,
30 Florida 32226; (904) 357-3082.

31 **Section 3. Notice.** Legislative Services is hereby directed

