

REPORT OF THE PLANNING DEPARTMENT**APPLICATION FOR SIGN WAIVER 2026-0020 (SW-25-07)****FEBRUARY 3, 2026**

Location: 11307 Main Street N, located between the corner of US Hwy 17 (N Main St) and Baisen Rd

Real Estate Number: 109468-0000

Waiver Sought: Reduce Minimum Setback from 10 feet to 0 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 2

Applicant /Agent: Raymond Pollitt
Aluminum Plus
750 E. International Speedway Blvd
Deland, FL 32724

Owner: RK2GEN, LLC
380 Commerce Parkway
Rockledge, FL 32955

Staff Recommendation: **APPROVE**

GENERAL INFORMATION

Application for Sign Waiver **Ordinance 2026-0020 (SW-25-07)** seeks to reduce the minimum setback for a sign from 10 feet required to 0 feet for an existing pole sign which does not meet the setbacks required by the City of Jacksonville Code of Ordinance. The 0.53-acre site was developed in 1965 and features an Aluminum Plus gas station and convenience store. The site is located at the corner of Main St N (US Hwy 17), an FDOT Principle Arterial Roadway and Baisden Road, a local roadway. The property is zoned Commercial Community General (CCG)-1, which already permits gas stations. The owner does not intend to change the use of the property; rather, they are seeking this waiver to bring the existing pole sign into compliance.

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 commercial properties to be connected through driveway access; the existing sign will allow this access to be retained.

- (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 current 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 does not diminish property values in or negatively alter the aesthetic character of the area surrounding the site, in that the sign will promote commercial viability of the area through interconnectivity.

- (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 would not have an adverse effect on vehicular traffic off site as the site will not be changing, nor will the sign be moved.

- (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 public health, safety, or welfare, nor will it result in additional public expense, creation of nuisances, or cause conflict with any other applicable law.

- (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. There would be a significant financial burden placed on the applicant if the sign were to be moved. Furthermore, there would be a burden on the property because the new placement which would meet the setback requirements will likely be located within a traffic 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 on a desire to reduce the costs associated with compliance. Rather, the request is due to limiting additional construction of the site and impacting the land.

- (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's 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 and driveway space would need to be removed to

move the access point further back. The removal of spaces could become a traffic hazard on the property.

SUPPLEMENTARY INFORMATION

Upon visual inspection of the subject property on **January 12, 2025**, the Planning Department staff noticed that the required Notice of Public Hearing sign was posted.

Figure A:



RECOMMENDATION

Based on the foregoing, it is the recommendation of the Planning Department that Application Sign Waiver 2026-0020 (SW-25-07) be **APPROVED**.

Figure B:



Source: JAXGIS, 2025

Aerial View of Subject Property, Facing North

Figure C:



Source: Planning Department, 1/12/26

View of Subject Property from Main Street N, Facing East

Figure D:



Source: Planning Department, 1/12/26

View of Existing Sign on Subject Property From Blaisden Road, Facing North

Figure E: Legal Map

