

**REPORT OF THE PLANNING AND DEVELOPMENT DEPARTMENT****APPLICATION FOR SIGN WAIVER ORDINANCE 2020-0755 (SW-20-07)****APRIL 6, 2021**

***Location:*** 1620 Naldo Avenue; Southwest Corner of LaSalle Street and Naldo Avenue

***Real Estate Number:*** 080460-0000

***Waiver Sought:*** Increase maximum height of sign from 8 feet to 10 feet; Increase maximum size of sign from 24 square feet to 29 square feet

***Current Zoning District:*** Residential Medium Density-D (RMD-D)

***Current Land Use Category:*** Medium Density Residential (MDR)

***Planning District:*** 3-Southeast

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

***Owner:*** San Marco United Methodist Church, Inc.  
1620 Naldo Avenue  
Jacksonville, Florida 32207

***Staff Recommendation:*** **APPROVE**

**GENERAL INFORMATION**

Application for Sign Waiver **Ordinance 2020-0755 (SW-20-07)** seeks to increase the maximum height of a ground sign from 8 feet to 10 feet and to increase the maximum size from 24 square feet to 29 square feet in the RMD-D Zoning District. Signage for institutional uses in residential zoning districts are limited to 24 square feet in sign area and 8 feet in height when located along local roads. The subject property is also located within the boundaries of the San Marco Overlay.

Due to manufacturing errors, the ground sign was installed to the wrong size requirements. As such, the sign is currently situated along LaSalle Street, a local road, facing parallel to the street (**see Figure D**). The proposed sign will be nonilluminated and will feature changing messages (e.g., readerboard sign).

**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 in that all other signs along LaSalle Street appear to meet the sign regulations for the zoning district. Although approval of the sign waiver may set a precedence for other businesses to apply to enlarge their signs, the four square foot increase in sign area and the two-foot increase is minimal compared to existing signs in 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 intent of the zoning ordinance is to have signage that does not interfere with visibility, but promotes signage that is consistent with that found in the surrounding area. Given the location of the sign in relationship to the established developed pattern of the area, Staff has determined that the requested increase in sign area and height will not detract from the specific intent of the zoning ordinance as it relates to compatibility.

- (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 is unlikely to diminish property values in, or negatively alter the aesthetic character of the area surrounding the site, in that the proposed sign is currently installed on the property, and will not be injurious to the rights of others.

- (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 is unlikely to have a detrimental effect on vehicular traffic or parking conditions. Considering that the proposed ground sign will be nonilluminated, it is unlikely that approval of the waiver will create objectionable light, glare or other effects than what already exists in the area.

- (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 unlikely to be detrimental to the public health, safety, or welfare.

- (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?***

No, the subject property does exhibit specific physical limitations that limit the size and height of the proposed ground sign.

- (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. Staff finds no evidence 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.

- (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. Staff finds no evidence the proposed request will accomplish a result in the public interest nor will it further the preservation of any natural resources.

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

Yes. While the goal of the Zoning Code is not to promote the continued existence of nonconforming signs, maintaining a sign in the specified location significantly outweighs the benefits of complying with the strict letter. Moreover, when considering the rigid limitations of the existing site and the need for directional signage, a substantial burden is imposed in order to reduce the size and height of the sign.

### SUPPLEMENTARY INFORMATION

Upon visual inspection of the subject property on **March 18, 2021**, by the Planning and Development Department, the Notice of Public Hearing signs were posted.



### RECOMMENDATION

Based on the foregoing, it is the recommendation of the Planning and Development Department that Application Sign Waiver **Ordinance 2020-0755 (SW-20-07)** be **APPROVED**.

Figure A:



Source: Planning & Development Dept, 03/19/21

Aerial view of the subject site and proposed location of the ground sign, facing north.

Figure B:



Source: Planning & Development Dept, 03/18/21

View of the subject property's illegally nonconforming sign, facing south.

**Figure C:**



**Source: Planning & Development Dept, 03/18/21**

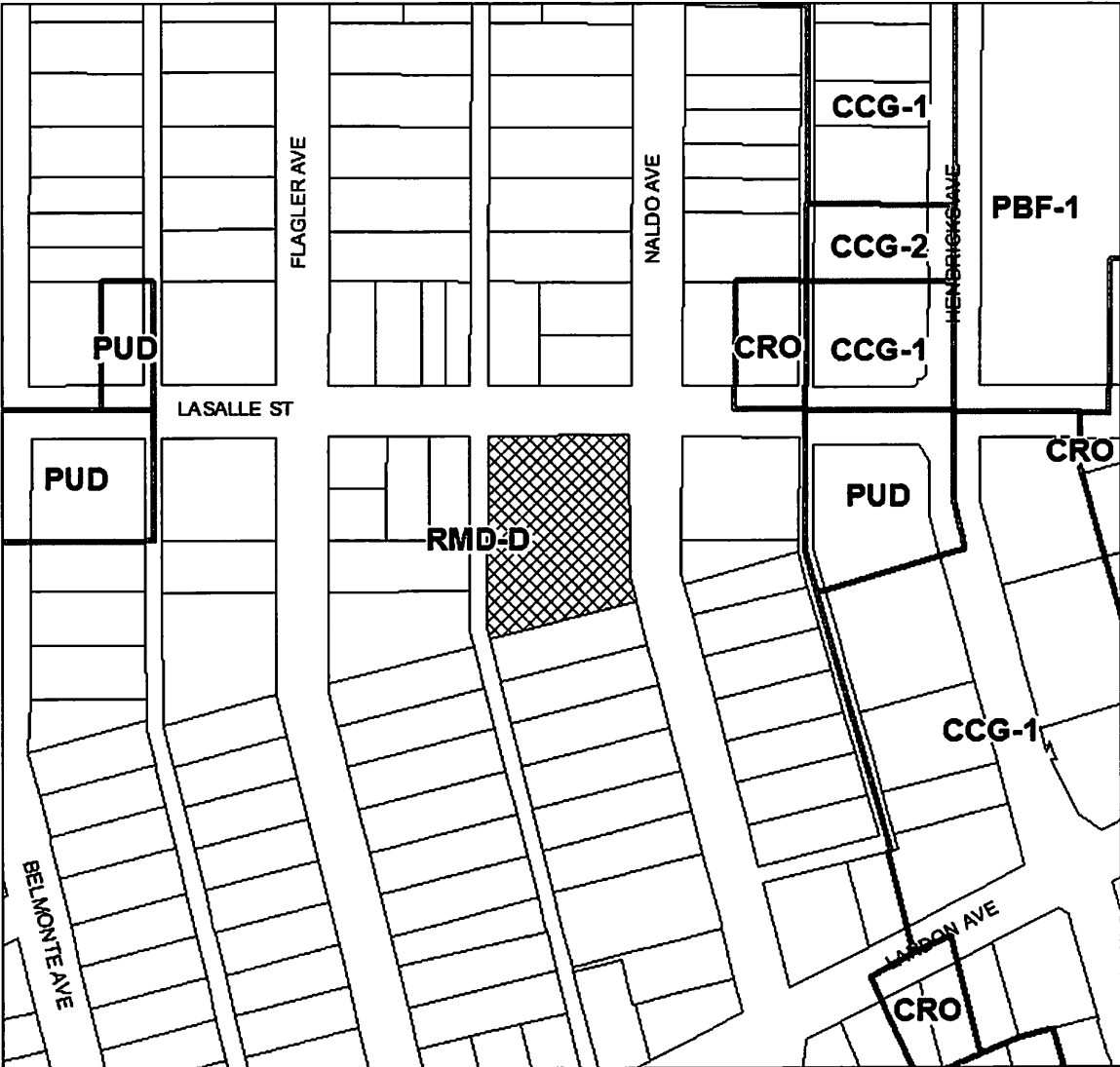
**View of the property at the intersection of LaSalle Street and Naldo Avenue, facing south.**

**Figure D:**



**Source: Planning & Development Dept, 03/18/21**

**View of the subject property and the illegally nonconforming sign, facing east.**

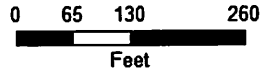
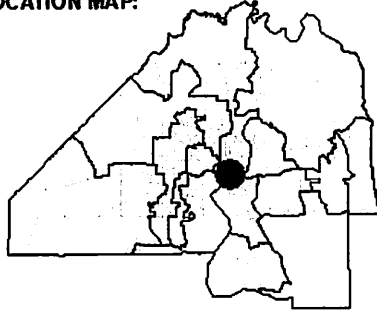


**REQUEST SOUGHT:**

**INCREASE THE MAXIMUM  
 HEIGHT OF SIGN FROM 8 FT  
 TO 10 FT**

**INCREASE THE MAXIMUM  
 SIZE OF SIGN FROM 24 SF TO  
 29 SF**

**LOCATION MAP:**



**COUNCIL DISTRICT:  
 5**

**TRACKING NUMBER**

**SW-20-07**

**EXHIBIT 2  
 PAGE 1 OF 1**

Date Submitted:	10/23
Date Filed:	11/9

Application Number:	SW-20-07
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:	RMO-D	Current Land Use Category: MDR
Council District:	5	Planning District: 3
Previous Zoning Applications Filed (provide application numbers): NONE		
Applicable Section of Ordinance Code: PT 13		
Notice of Violation(s):		
Neighborhood Associations: SAN MARCO PRESERVATION SOCIETY		
Overlay: SAN MARCO OVERLAY		
LUZ Public Hearing Date:		City Council Public Hearing Date:
Number of Signs to Post: 2	Amount of Fee: 0	Zoning Asst. Initials: [Signature]

PROPERTY INFORMATION	
1. Complete Property Address: 1620 NALDO AVE JACKSONVILLE, FL 32207	2. Real Estate Number: 080460-0000
3. Land Area (Acres): 0.82	4. Date Lot was Recorded: 1970
5. Property Located Between Streets: Lasalle St & Landon Ave	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 8 to ≈ 10 <sup>ATW</sup> 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 24 sq. ft. to 34 <sup>ATW</sup> sq. ft. (maximum request 25% or 10 sq. ft., whichever is less)

Increase number of signs from \_\_\_\_\_ to \_\_\_\_\_ (not to exceed maximum square feet allowed)

Allow for illumination or change from \_\_\_\_\_ external to \_\_\_\_\_ internal lighting

Reduce minimum setback from \_\_\_\_\_ feet to \_\_\_\_\_ feet (less than 1 ft. may be granted administratively)

**8. In whose name will the Waiver be granted?**  
San Marco United Methodist Church

**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: San Marco United Methodist Church

11. E-mail: \_\_\_\_\_

12. Address (including city, state, zip):  
1620 Naldo Ave  
Jacksonville, FL 32207

13. Preferred Telephone:  
904-398-3204

**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:  
904-396-4662

18. Given the above definition of a "sign" and the aforementioned criteria by which the request will be reviewed against, please describe the reason that the waiver is being sought. Provide as much information as you can; you may attach a separate sheet if necessary. Please note that failure by the applicant to adequately substantiate the need for the request and to meet the criteria set forth may result in a denial.

see attached

The zoning for the property allows for a 24 sq. ft. ground sign. The existing monument sign is 34 sq. ft. When we submitted for a sign permit, we were made aware the size needed to be reduced to comply with the zoning. However, at the time of install we realized the sign was manufactured to the wrong specs. If the church is made to conform, the readerboard will have to be reduced from 32 square feet to 20 square feet in order to include the church logo as well. This dramatic reduction in size limits the church's ability to make the community aware of special events, display worship times, and spread their religious faith. Attendance has been exceptionally low due to COVID-19 so being able to provide the community with that information is essential.

If the sign was on a collector road, they would be allowed 1 square foot for each 5 linear feet of street frontage to a maximum of 50 square feet. Naldo Ave runs parallel to San Marco Blvd and Hendricks Blvd which are both collectors. If the church was a street over the current size would not be an issue. Additionally, the sign is non-illuminated and does not disrupt the nature of the neighborhood.

**AUTHORIZATION**

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.

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.

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.

<b>Owner(s)</b> Print name: _____ Signature: _____	<b>Applicant or Agent (if different than owner)</b> Print name: <u>Kelly Varn</u> Signature: <u>[Handwritten Signature]</u>
<b>Owner(s)</b> Print name: _____ Signature: _____	<i>*An agent authorization letter is required if the application is made by any person other than the property owner.</i>

**SUBMITTAL**

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.

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

**EXHIBIT 1**  
**Legal Description**

**02-007 44-2S-26E OKLAHOMA (LYONS SURVEY) LOTS 1,2,3,FRACL LOT 4 BLK 3**

**EXHIBIT A**

**Property Ownership Affidavit - Corporation**

Date: 10/19/20

City of Jacksonville  
Planning and Development Department  
214 North Hogan Street, Suite 300,  
Jacksonville, Florida 32202

Re: Property Owner Affidavit for the following site location in Jacksonville, Florida:

Address: 1620 Waldo Ave RE#(s): 080460-0000

To Whom it May Concern:

James Greenwalt, as Trustee of San Marco Methodist Church, a corporation organized under the laws of the state of Florida hereby certify that said corporation is the Owner of the property described in Exhibit 1 in connection with filing application(s) for Sign Waiver submitted to the Jacksonville Planning and Development Department.

(signature) [Signature]  
(print name) James Greenwalt

Please provide documentation illustrating that signatory is an authorized representative of the corporation; this may be shown through corporate resolution, power of attorney, printout from sunbiz.org, etc.

STATE OF FLORIDA  
COUNTY OF DUVAL

Sworn to and subscribed and acknowledged before me this 19<sup>th</sup> day of October 2020, by James Greenwalt as Trustee of San Marco Methodist Church corporation, who is personally known to me or who has produced \_\_\_\_\_ as identification and who took an oath.



[Signature]  
(Signature of NOTARY PUBLIC)  
Howell Rush  
(Printed name of NOTARY PUBLIC)

State of Florida at Large.  
My commission expires: \_\_\_\_\_

**EXHIBIT B**

**Agent Authorization - Corporation**

Date: 10/19/20

City of Jacksonville  
Planning and Development Department  
214 North Hogan Street, Suite 300,  
Jacksonville, Florida 32202

Re: Agent Authorization for the following site location in Jacksonville, Florida:

Address: 1620 Naldo Ave RE#(s): 050460-0000

To Whom it May Concern:

You are hereby advised that James Greenwalt, as trustee of San Marco Methodist Church a corporation organized under the laws of the state of Florida hereby authorizes and empowers Taylor Sign & Design to act as agent to file application(s) for a sign waiver for the above referenced property and in connection with such authorization to file such applications, papers, documents, requests and other matters necessary for such requested change as submitted to the Jacksonville Planning and Development Department.

(signature) [Signature]  
(print name) James Greenwalt

STATE OF FLORIDA  
COUNTY OF DUVAL

Sworn to and subscribed and acknowledged before me this 19<sup>th</sup> day of October 2020, by James Greenwalt, as trustee of San Marco Methodist Church corporation, who is personally known to me or who has produced \_\_\_\_\_ as identification and who took an oath.

[Signature]  
(Signature of NOTARY PUBLIC)  
HARVEY BUEHL  
(Printed name of NOTARY PUBLIC)



State of Florida at Large.  
My commission expires: \_\_\_\_\_



Department of State / Division of Corporations / Search Records / Search by Officer/Registered Agent Name /

## Detail by Officer/Registered Agent Name

Florida Not For Profit Corporation  
SAN MARCO UNITED METHODIST CHURCH, INC.

### Filing Information

**Document Number** 703403  
**FE/EIN Number** 59-0662281  
**Date Filed** 01/04/1962  
**State** FL  
**Status** ACTIVE  
**Last Event** AMENDMENT AND NAME CHANGE  
**Event Date Filed** 12/28/2017  
**Event Effective Date** 01/01/2018

### Principal Address

1620 NALDO AVENUE  
JACKSONVILLE, FL 32207

Changed: 03/17/2009

### Mailing Address

1620 NALDO AVENUE  
JACKSONVILLE, FL 32207

Changed: 03/17/2009

### Registered Agent Name & Address

GREENWALT, JAMES L  
4516 BEDFORD ROAD  
JACKSONVILLE, FL 32207

Name Changed: 12/28/2017

Address Changed: 12/28/2017

### Officer/Director Detail

#### **Name & Address**

Title TR

GREENWALT, JAMES L  
4516 BEDFORD ROAD  
JACKSONVILLE, FL 32207





Lasalle St

Lasalle St

1620 Naldo Avenue

Naldo Ave

Naldo Ave

Naldo Ave

Lasalle St

B



Lasalle St

Lasalle St

1620 Naldo Avenue

Naldo Ave

Naldo Ave

Lasalle St

78.86 ft

50.00 ft

0

Measure distance  
Click on the map to add to your path  
Total distance: 78.86 ft (24.04 m)

San Marco Church

## Wells, Arimus

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**To:** Kelly Varn  
**Subject:** RE: Sign Waiver (SW-20-07) : Hearing Dates

**From:** Kelly Varn <kvarn@taylorsignco.com>  
**Sent:** Tuesday, December 22, 2020 3:28 PM  
**To:** Wells, Arimus <ArimusW@coj.net>  
**Subject:** RE: Sign Waiver (SW-20-07) : Hearing Dates

**EXTERNAL EMAIL:** This email originated from a non-COJ email address. Do not click any links or open any attachments unless you trust the sender and know the content is safe.

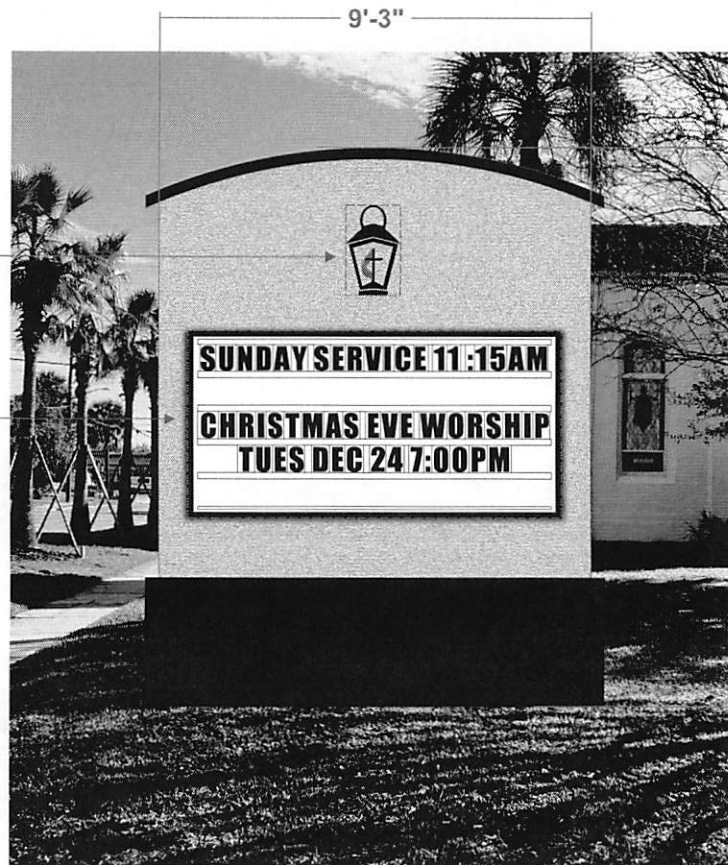
Hi Arimus,

We can make the 10' work for the height. We can remove the sign, cut the top of the pole & the base, then sleeve it back over. Will you please add the 2' height increase on to the waiver?

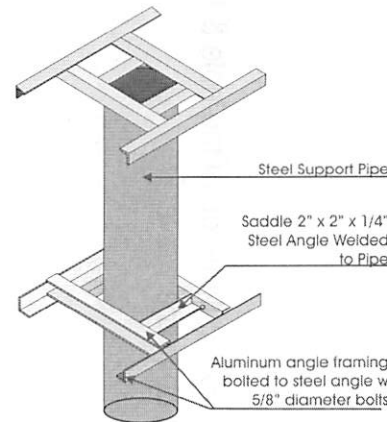
Thank you,

*Kelly Varn*

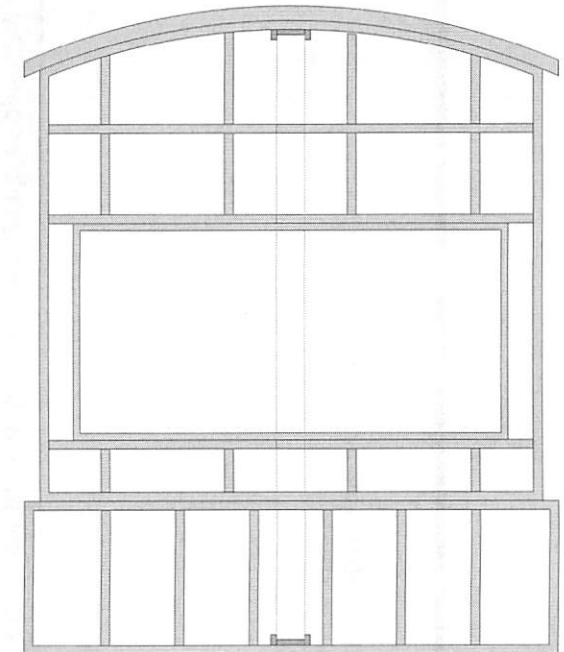
Permit Specialist  
Taylor Sign and Design, Inc.  
4162 St. Augustine Road  
Jacksonville, FL 32207  
(ph)904.396.4652



Saddle Mount Detail



• 0.063" aluminum skin and 2.0" x 2.0" aluminum frame



WIND DESIGN CRITERIA	
WIND VELOCITY	132 MPH
RISK CATEGORY	II
EXPOSURE CATEGORY (MMRF)	C
INTERNAL PRESSURE COEFFICIENT	+0      -0
COMPONENT & CLADDING PRESSURES	36.8 PSF
FORCE COEFFICIENT	1.7

1. Design wind pressure in conformance w/ FBC-2017 Ed Ref. ASCE7. See chart for design criteria per ASCE 7-10.
- 2a. EFIS Wall Attachment:  
ASTM A307 3/8"x3" Hilti togglers fastened into Stucco over plywood fascia, top and bottom as per detail.
- 2b. CMU Wall Attachment:  
3/8"x3" fully embedded Tapcon anchors top and bottom as per detail.

**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:

**SAN MARCO CHURCH**

CONTACT: Steve Painter  
PHONE 904-553-3250  
EMAIL steve.painter@comcast.net

ADDRESS: 1620 Naldo Ave  
Jacksonville, FL 32207

DATE: 12/10/19  
REVISIONS: R1-12/11/19  
R2-12/12/19

SALES PERSON: Chris Taylor  
DESIGNER: Guy Browning

ZONING: RMD-D  
50 sq ft max  
12 ft ht max

SAVED AS: San Marco Church - Monument

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.

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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. COLORS PORTRAYED ON PROOF MAY NOT MATCH FINAL PRODUCT DUE TO THE DIFFERENCE BETWEEN DIGITAL AND PIGMENTED COLORS. ONCE ARTWORK IS APPROVED YOU WILL BE RESPONSIBLE FOR 1/2 THE RE-MAKE COST SHOULD ANY PROBLEMS BE FOUND AFTER INSTALLATION.

APPROVED BY \_\_\_\_\_ DATE \_\_\_\_\_

