

Date Submitted: **11-16-20**
 Date Filed: **6-2-21**

Application Number: **SW-21-03**
 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: CRD	Current Land Use Category: RPI	
Council District: 14	Planning District: 1	
Previous Zoning Applications Filed (provide application numbers): V-15-16 / AD-15-69		
Applicable Section of Ordinance Code: PART 13-656.1303(c)(1)iii / 656.1310(b)3		
Notice of Violation(s): NA		
Neighborhood Associations: RIVERSIDE AVONDALE PRESERVATION		
Overlay: RIVERSIDE AVONDALE - UTA		
LUZ Public Hearing Date:	City Council Public Hearing Date:	
Number of Signs to Post: 4	Amount of Fee: 1,243.00	Zoning Asst. Initials: [Signature]

PROPERTY INFORMATION	
1. Complete Property Address: 806 RIVERSIDE AVE	2. Real Estate Number: 090206-0010
3. Land Area (Acres): .86 AC	4. Date Lot was Recorded: 1972
5. Property Located Between Streets: RIVERSIDE PARK PLACE & POST ST.	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 _____ to _____ 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 _____ sq. ft. to _____ sq. ft. (maximum request 25% or 10 sq. ft., whichever is less)

Increase number of signs from 1 to 30 (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?
MC Harden III Revocable Trust

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: <u>Marvin W. Harden</u>	11. E-mail:
12. Address (including city, state, zip): <u>501 Riverside Ave Ste 1000 Jacksonville, FL 32202</u>	13. Preferred Telephone: <u>904-421-5325</u>

APPLICANT'S INFORMATION (if different from owner)

14. Name: <u>Taylor Sign & Design, Inc</u>	15. E-mail: <u>Kvarn@taylorsignco.com</u>
16. Address (including city, state, zip): <u>4162 St. Augustine Rd. Jacksonville, FL 32207</u>	17. Preferred Telephone: <u>904-396-4652</u>

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.

Owner(s) Print name: _____ Signature: _____	Applicant or Agent (if different than owner) Print name: <u>Kelly Varn</u> Signature: <u>[Handwritten Signature]</u>
Owner(s) 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, 2nd Floor
Jacksonville, Florida 32202
(904) 255-8300

EXHIBIT A

Property Ownership Affidavit - Individual

Date: 10/23/2020

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: 806 RIVERSIDE AVE RE#(s): 0902060010

To Whom It May Concern:

I M C HARDEN III hereby certify that I am the Owner of the property described in Exhibit 1 in connection with filing application(s) for a sign waiver submitted to the Jacksonville Planning and Development Department.

By [Signature]

Print Name: M. C. HARDEN III

STATE OF FLORIDA
COUNTY OF DUVAL

Sworn to and subscribed and acknowledged before me this 23rd day of October 2020 by Mc Harden, who is personally known to me or who has produced [Signature] as identification and who took an oath.

[Signature]
(Signature of NOTARY PUBLIC)

Howell Ruehl
(Printed name of NOTARY PUBLIC)



State of Florida at Large.

My commission expires: _____

EXHIBIT B

Agent Authorization - Individual

Date: 10/23/2020

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: 806 RIVERSIDE AVE RE#(s): 0902060010

To Whom it May Concern:

You are hereby advised that M C HARDEN III, as TRUSTEE of M C HARDEN III LIVING TRUST, hereby certify that said undersigned is the Owner of the property described in Exhibit 1. Said owner hereby authorizes and empowers TAILOR 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.

By [Signature]

Print Name: M.C. HARDEN III

STATE OF FLORIDA
COUNTY OF DUVAL

Sworn to and subscribed and acknowledged before me this 23rd day of October 2020
by M.C. Harden, who is personally known to me or who has produced
as identification and who took an oath.



[Signature]
(Signature of NOTARY PUBLIC)

Howell Ruehl
(Printed name of NOTARY PUBLIC)

State of Florida at Large.
My commission expires: _____

M C HARDEN III REVOCABLE TRUST
 501 RIVERSIDE AVE STE 1000
 JACKSONVILLE, FL 32202
HARDEN MARVIN C III

Primary Site Address
 806 RIVERSIDE AVE
 Jacksonville FL 32204-

Official Record Book/Page
 15368-02021

File #
 6423

806 RIVERSIDE AVE

Property Detail

RE #	090206-0010
Tax District	USD1
Property Use	1200 Mixed Use Res/Store/Off
# of Buildings	1
Legal Desc.	For full legal description see Land & Legal section below
Subdivision	01556 RIVERSIDE
Total Area	37662

Value Summary

Value Description	2020 Certified	2021 In Progress
Value Method	Income	Income
Total Building Value	\$0.00	\$0.00
Extra Feature Value	\$0.00	\$0.00
Land Value (Market)	\$936,550.00	\$936,550.00
Land Value (Agric.)	\$0.00	\$0.00
Just (Market) Value	\$1,124,600.00	\$1,127,100.00
Assessed Value	\$1,124,600.00	\$1,127,100.00
Cap Diff/Portability Amt	\$0.00 / \$0.00	\$0.00 / \$0.00
Exemptions	\$0.00	See below
Taxable Value	\$1,124,600.00	See below

The sale of this property may result in higher property taxes. For more information go to [Save Our Homes](#) and our [Property Tax Estimator](#). 'In Progress' property values, exemptions and other supporting information on this page are part of the working tax roll and are subject to change. Certified values listed in the Value Summary are those certified in October, but may include any official changes made after certification. [Learn how the Property Appraiser's Office values property.](#)

Taxable Values and Exemptions – In Progress

If there are no exemptions applicable to a taxing authority, the Taxable Value is the same as the Assessed Value listed above in the Value Summary box.

County/Municipal Taxable Value
 No applicable exemptions

SJRWD/FIND Taxable Value
 No applicable exemptions

School Taxable Value
 No applicable exemptions

Sales History

Book/Page	Sale Date	Sale Price	Deed Instrument Type Code	Qualified/Unqualified	Vacant/Improved
15368-02021	9/10/2010	\$117,500.00	SW - Special Warranty	Unqualified	Vacant
10409-02366	3/14/2002	\$100.00	QC - Quit Claim	Unqualified	Improved
07339-02145	5/27/1992	\$587,500.00	WD - Warranty Deed	Qualified	Improved
03379-00749	6/30/1972	\$330,000.00	WD - Warranty Deed	Unqualified	Improved

Extra Features

LN	Feature Code	Feature Description	Bldg.	Length	Width	Total Units	Value
1	PVAC1	Paving Asphalt	1	0	0	10,400.00	\$7,093.00
2	PVAC1	Paving Asphalt	1	0	0	11,147.00	\$7,602.00
3	LPMC1	Light Pole Metal	1	0	0	2.00	\$2,978.00
4	LITC1	Lighting Fixtures	1	0	0	4.00	\$2,406.00
5	FWDC1	Fence Wood	1	0	0	189.00	\$2,421.00
6	FWDC1	Fence Wood	1	0	0	98.00	\$1,130.00

Land & Legal

Land

LN	Code	Use Description	Zoning Assessment	Front	Depth	Category	Land Units	Land Type	Land Value
1	1200	COMM/RES/OFF	CRO	0.00	0.00	Common	25,000.00	Square Footage	\$625,000.00
2	1200	COMM/RES/OFF	CRO	0.00	0.00	Common	12,462.00	Square Footage	\$311,550.00

Legal

LN	Legal Description
1	1-109 56-25-26E .86
2	RIVERSIDE
3	LOTS 1,9, 10 BLK 10

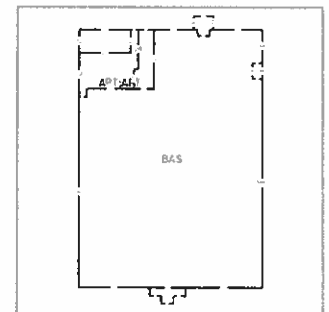
Buildings

Building 1
 Building 1 Site Address
 806 RIVERSIDE AVE Unit
 Jacksonville FL 32204-

Building Type	1701 - OFFICE 1-2 STY
Year Built	1959
Building Value	\$270,316.00

Type	Gross Area	Heated Area	Effective Area
Base Area	10969	10969	10969
Apartment	260	260	208
Apartment	260	260	208
Apartment	584	584	467
Apartment	584	584	467
Unfinished Storage	312	0	125

Element	Code	Detail
Exterior Wall	17	17 C.B. Stucco
Exterior Wall	20	20 Face Brick
Roof Struct	9	9 Rigid Fr/Bar J
Roofing Cover	4	4 Built Up/T&G
Interior Wall	5	5 Drywall
Int Flooring	14	14 Carpet
Int Flooring	11	11 Cer Clay Tile
Heating Fuel	4	4 Electric
Heating Type	4	4 Forced-Ducted
Air Cond	4	4 Packaged Unit
Ceiling Wall Finish	5	5 S Cell Wall Fin
Comm Htg & AC	1	1 Not Zoned
Comm Frame	3	3 C-Masonry



CRITERIA

Section 656.1310, Ordinance Code, sets forth procedures and criteria for evaluating waivers of the Part 13 sign regulations. Section 656.1302 of the Ordinance Code defines a sign as "a painting, structure, projected image or device which is placed, erected, constructed or maintained on or in the ground or water, or on or outside of an enclosed building, boat, ship, vessel or other object or structure or affixed or painted on or inside an exterior window of a building for the purpose of display, 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."

Section 656.133(c)1 through 10, 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:

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 intent of the zoning ordinance by promoting the continued existence of nonconforming signs that exist in the vicinity?*
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?*
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?*
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?*
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?*
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?*
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 applicant's acquiring the property, not being a direct result of the actions of the current owner?*
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?*
10. *Would strict compliance with the regulation create a substantial financial burden when considering the cost of compliance?*

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.

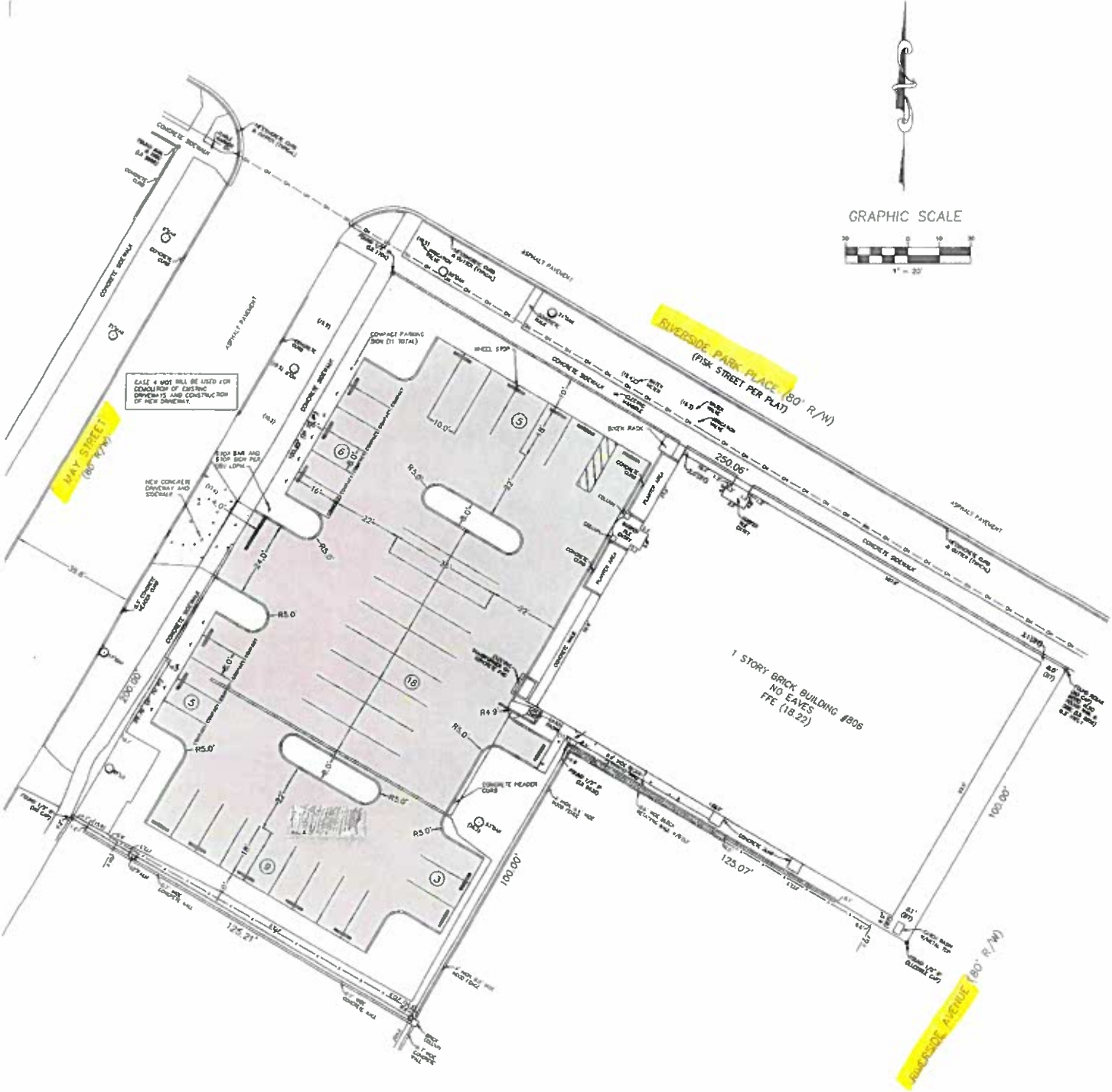
PLANNING AND DEVELOPMENT DEPARTMENT

The building on this property is a multi-tenant office. The (3) non-illuminated wall signs for the tenant, My Eye Doctor, were approved by the historical dept. and permitted in 2016. A new tenant moved into the building and was informed the property is zoned CRO and they can only have (1) wall sign at a maximum of 32 square feet. The limitation hinders the tenant from getting advertising visibility on all 3 streets the property faces – May St., Riverside Park Pl., and Riverside Ave. This can cause confusion for customers trying to locate the office as it blends into the architectural character of the surrounding buildings. For instance, the building can be mistaken to be a part of the neighboring Riverside Presbyterian Day School. Furthermore, the Cummer Museum parking lot is immediately adjacent to the office. The signs on the rear elevation provide a clear indication that this is the parking lot for the occupying tenants. The property owner requests to have (1) wall sign on all 3 elevations not to exceed 32 square feet total.



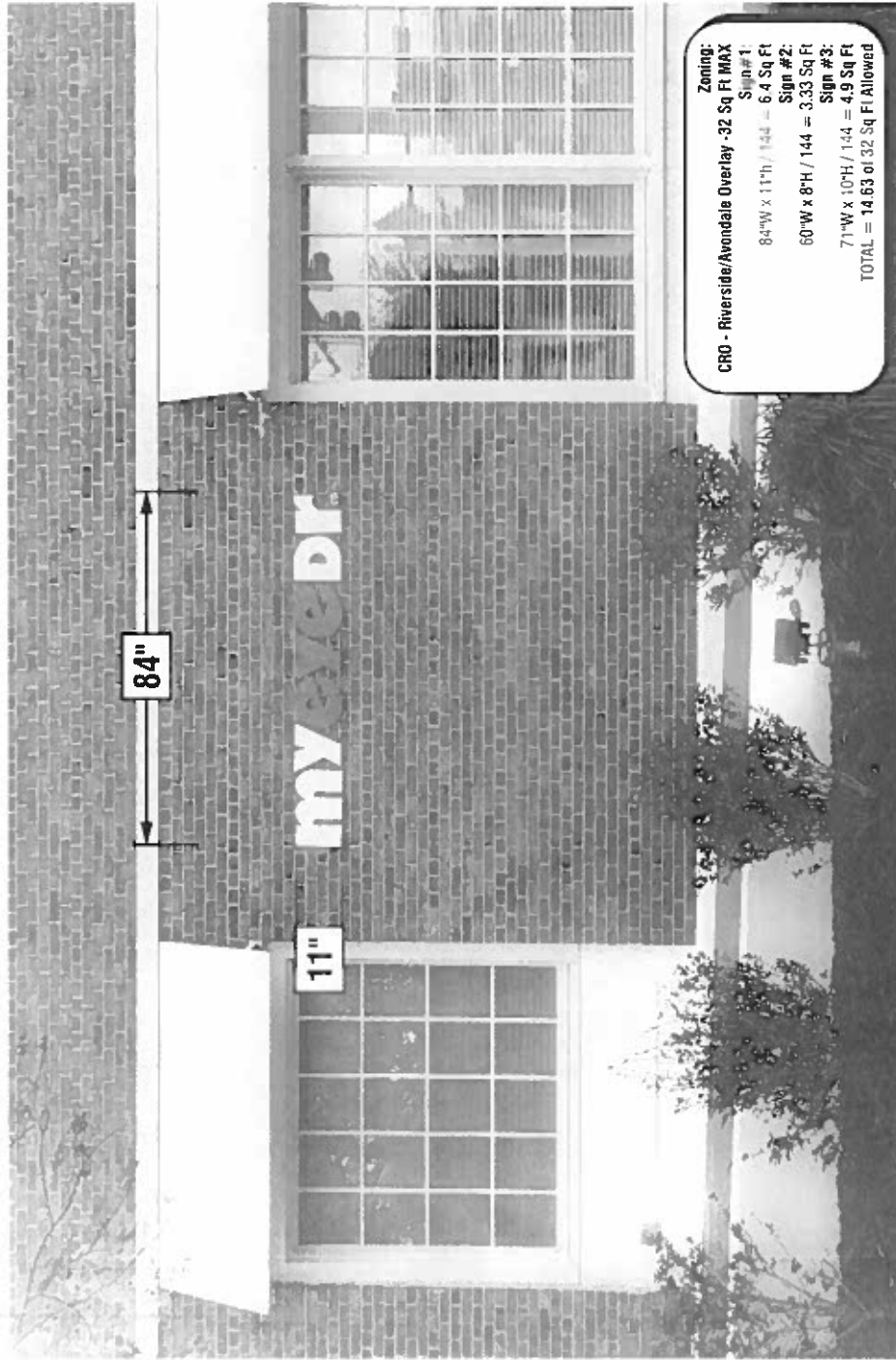






My Eye Dr - Dimensional Rendering - 806 Riverside Ave - Jacksonville, FL 32204

SIGN #1



SIGN AREA = 6.4 Sq Ft



TAYLOR
 Sign & Design, Inc.
 COMMERCIAL SIGN TECHNOLOGIES

State Certified # FS1200117
 www.taylorsignco.com
 4182 SW Ashburnme Rd Jacksonville, FL 32207
 Phone# 904.996.4652 • Fax# 904.396.3777

MY EYE DR

Contact: John Doe
Phone#: 904.
email: @.com

Address: 806 Riverside Ave
 Jacksonville, FL 32204

Date: 11/23/2020
Revisions: R1:

Designer: Rick Smith

Zoning: CRO / Riverside Avondale Overlay
Saved as: myeyedr - dimensional rendering.CDR

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This sign must be erected at 132 mph wind area requirements as per 2017 Florida Building Code

DATE

APPROVED BY

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 of the re-make cost should any problems be found after installation.

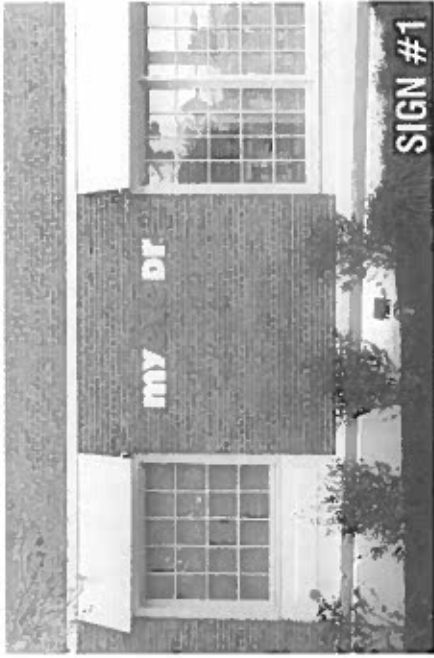
My Eye Dr - Dimensional Rendering - 806 Riverside Ave - Jacksonville, FL 32204

SIGN AREA = 3.33 Sq Ft

SIGN #2



Zoning: CRO Riverside/Avondale Overlay - 32 Sq Ft MAX
 Sign # 1: 8'-0" W x 11'-0" H / 132 = 6.4 Sq Ft
 Sign # 2: 6'-0" W x 8'-0" H / 144 = 3.33 Sq Ft
 Sign # 3: 7'-0" W x 10'-0" H / 144 = 4.9 Sq Ft
 TOTAL = 14.63 or 32 Sq Ft Allowed



SIGN #1



SIGN #3

TAYLOR
 Sign & Design, Inc.
 COMMERCIAL SIGN TECHNOLOGIES

www.taylor-sign.com
 4182 SE Augustine Rd., Jacksonville, FL 32207
 Phone # 904.396.4652 • Fax # 904.396.3777

Contact: John Doe
 Phone #: 904
 email: @.com

Address: 806 Riverside Ave
 Jacksonville, FL 32204

MY EYE DR

Date: 11/23/2020
 Revisions: R1

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Designer: Rick Smith
 Zoning: CRO / Riverside Avondale Overlay
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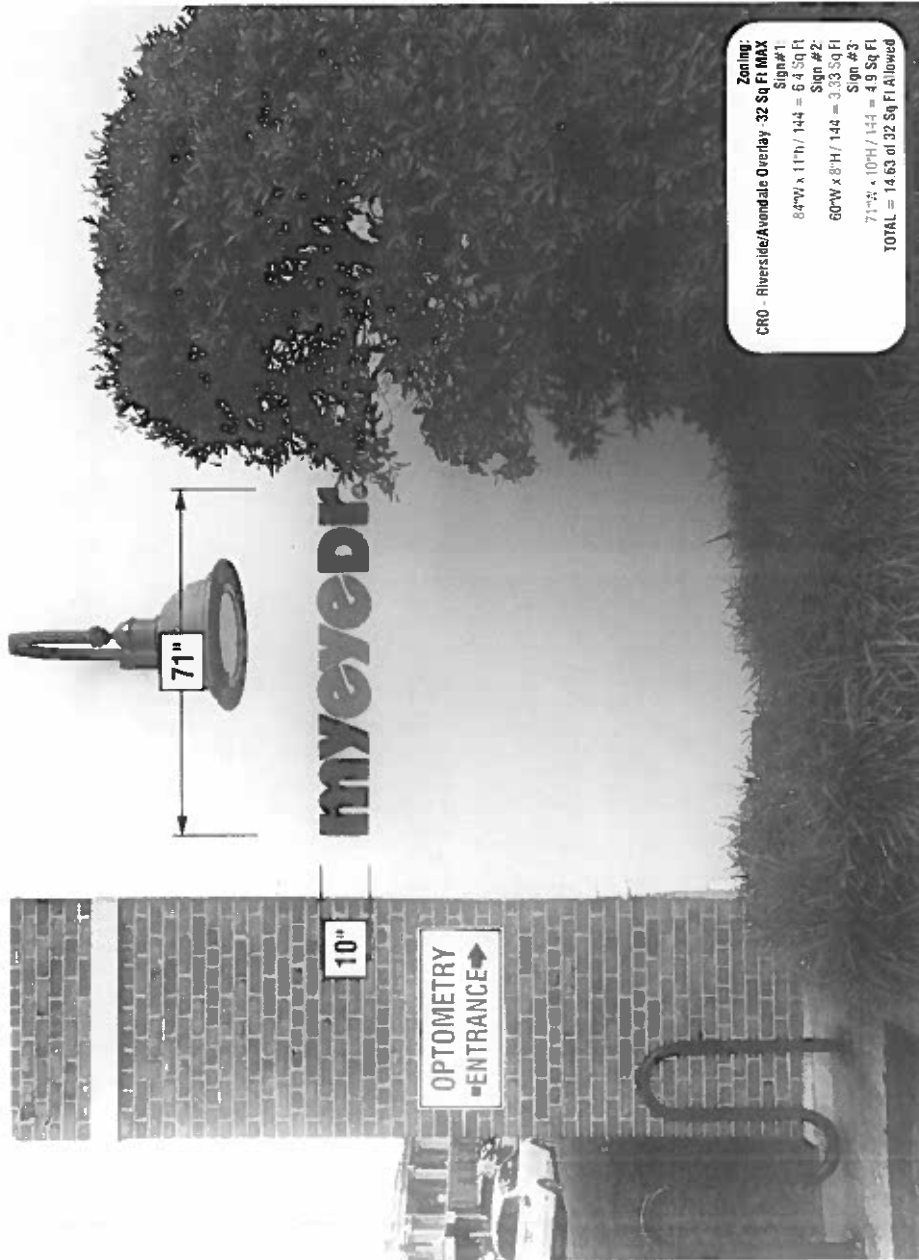
Please ensure all colors, dimensions, verbiage, layout, etc. are correct before approving rendering. Colors portrayed on proof may not match final product due to the difference between digital and pigmented color. Once artwork is approved you will be responsible for 1/2 of the re-make cost should any problems be found after installation.

APPROVED BY _____ **DATE** _____

SIGN AREA = 4.9 Sq Ft

My Eye Dr - Dimensional Rendering - 806 Riverside Ave - Jacksonville, FL 32204

SIGN #3



Zoning: CR0 - Riverside/Avondale Overlay - 32 Sq Ft MAX
 Sign #1: 84"W x 11'H / 144 = 6.4 Sq Ft
 Sign #2: 60"W x 8'H / 144 = 3.33 Sq Ft
 Sign #3: 71"H x 10"W / 141 = 4.9 Sq Ft
 TOTAL = 14.63 of 32 Sq Ft Allowed



SIGN #1



SIGN #2

TAYLOR
 Sign & Design, Inc.
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www.taylorsignco.com
 4107 St Augustine Rd Jacksonville, FL 32207
 Phone # 904.376.4552 • Fax # 904.376.3777

MY EYE DR

Contact: John Doe
 Phone #: 904.
 email: @.com
 Address: 806 Riverside Ave
 Jacksonville, FL 32204

Date: 11/23/2020

Revisions: R1

Zoning: CR0 / Riverside Avondale Overlay
 Saved as: myeyedr - dimensional rendering.CDR

Designer: Rick Smith

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This sign meets or exceeds 132 max vinyl zone requirements as per 2017 Florida Building Code.

we ensure all colors, dimensions, webpage, layout, etc. are correct before approving rendering. Colors portrayed on proof may not match final product due to the printer's color calibration and pigment colors. Once artwork is approved you will be responsible for 1/2 of the re-make cost should any problems be found after installation.

APPROVED BY _____

DATE _____