

1 Introduced by the Land Use and Zoning Committee:  
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4 **ORDINANCE 2021-537-E**

5 AN ORDINANCE APPROVING SIGN WAIVER APPLICATION  
6 SW-21-03 FOR A SIGN LOCATED IN COUNCIL DISTRICT  
7 14 AT 806 RIVERSIDE AVENUE, BETWEEN RIVERSIDE  
8 PARK PLACE AND POST STREET AS DESCRIBED HEREIN,  
9 OWNED BY M. C. HARDEN, III, AS TRUSTEE FOR THE  
10 M. C. HARDEN, III REVOCABLE TRUST, REQUESTING TO  
11 INCREASE NUMBER OF SIGNS FROM 1 TO 6, IN ZONING  
12 DISTRICT COMMERCIAL, RESIDENTIAL AND OFFICE  
13 (CRO), AS DEFINED AND CLASSIFIED UNDER THE  
14 ZONING CODE; PROVIDING A DISCLAIMER THAT THE  
15 WAIVER GRANTED HEREIN SHALL NOT BE CONSTRUED AS  
16 AN EXEMPTION FROM ANY OTHER APPLICABLE LAWS;  
17 PROVIDING AN EFFECTIVE DATE.  
18

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 Taylor Sign & Design, Inc., on behalf of the owner of  
22 property located in Council District 14 at 806 Riverside Avenue,  
23 between Riverside Park Place and Post Street (the "Subject Property"),  
24 requesting to increase number of signs from 1 to 6, in Zoning District  
25 Commercial, Residential and Office (CRO); and

26 **WHEREAS**, the Planning and Development Department has considered  
27 the application and all the 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. 656.133(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.**       The Council has considered the sign waiver  
10 criteria pursuant to Sec. 656.133(c), *Ordinance Code*, the  
11 recommendation of the Land Use and Zoning Committee, and has reviewed  
12 the Staff Report of the Planning and Development Department concerning  
13 sign waiver Application SW-21-03 and finds that the waiver is in  
14 harmony with the spirit and intent of the Zoning Code, considering  
15 the following criteria, as applicable:

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

20           (2) The result will not detract from the specific intent of the  
21 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 property  
24 values in, or negatively alter the aesthetic character of the area  
25 surrounding the site, and will not substantially interfere with or  
26 injure the rights of others whose property would be affected by the  
27 same;

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

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

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

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

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

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

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

21 Therefore, sign waiver Application SW-21-03 is hereby **approved**.

22 **Section 2. Owner, Property and Sign Description.** The  
23 Subject Property is owned by M. C. Harden, III, as Trustee for the  
24 M. C. Harden, III Revocable Trust and is legally described in **Exhibit**  
25 **1, attached hereto**, dated June 2, 2021, and graphically depicted in  
26 **Exhibit 2, attached hereto**. The locations of the signs are depicted  
27 on the site plan **attached hereto** as **Exhibit 3**, dated June 2, 2021.  
28 The applicant is Taylor Sign & Design, Inc., 4162 St. Augustine Road,  
29 Jacksonville, Florida 32207; (904) 396-4652.

30 **Section 3. Notice.** Legislative Services is hereby directed  
31 to mail a copy of this legislation, as enacted, to the applicant and

1 any other parties to this matter who testified before the Land Use  
2 and Zoning Committee or otherwise filed a qualifying written statement  
3 as defined in Section 656.140(c), *Ordinance Code*.

4       **Section 4. Disclaimer.** The sign waiver granted herein shall  
5 **not** be construed as an exemption from any other applicable local,  
6 state, or federal laws, regulations, requirements, permits or  
7 approvals. All other applicable local, state or federal permits or  
8 approvals shall be obtained before commencement of the development  
9 or use and issuance of this sign waiver is based upon acknowledgement,  
10 representation and confirmation made by the applicant(s), owner(s),  
11 developer(s) and/or any authorized agent(s) or designee(s) that the  
12 subject business, development and/or use will be operated in strict  
13 compliance with all laws. Issuance of this sign waiver does **not**  
14 approve, promote or condone any practice or act that is prohibited  
15 or restricted by any federal, state or local laws.

16       **Section 5. Effective Date.** The enactment of this Ordinance  
17 shall be deemed to constitute a quasi-judicial action of the City  
18 Council and shall become effective upon signature by the Council  
19 President and Council Secretary. Failure to exercise the waiver, if  
20 herein granted, by commencement of the use or action herein approved  
21 within one year of the effective date of this Ordinance shall render  
22 this waiver invalid and all rights arising therefrom shall terminate.

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24 Form Approved:

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26           /s/ Mary E. Staffopoulos          

27 Office of General Counsel

28 Legislation Prepared By: Kaysie Cox

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