

<i>substantially increase the congestion in the public streets, increase the danger of fire, create a hazard to air navigation, endanger the public safety or substantially diminish or impair property values within the neighborhood.</i>	
<i>Applicant:</i>	The requested variances will not impair or injure other property or improvements in the neighborhood in which the subject property is located nor impair an adequate supply of light or air to adjacent property, substantially increase the congestion in the public streets, increase the danger of fire, create a hazard to air navigation, endanger the public safety or substantially diminish or impair property values within the neighborhood. The requested sign variances are intended to increase visibility for drivers , which will increase safety and mitigate traffic congestion.
<i>Staff:</i>	There will be no direct impact on adjacent properties.
<i>(6) The variance requested is the minimum variance that will make possible the reasonable use of the land, building, or structures.</i>	
<i>Applicant:</i>	The applicant has had numerous meetings with City officials to balance the desires of the applicant with the requirements of City regulations. The proposed variances regarding sign size are significantly less than what the applicant would typically place on a development of this type,
<i>Staff:</i>	The variances requested are not minimal.
<i>(7) The requested variance will not be inconsistent with the general spirit and intent of the LDR or the purpose and intent of the Comprehensive Plan.</i>	
<i>Applicant:</i>	Given the unique location of this property off of I-75 and the services that will be provided by the convenience store with diesel fuel, the applicant has tried to work within the parameters of the sign ordinances while also requesting exceptions to such ordinances in an effort to maintain safety, traffic flow, and an overall orderly traffic pattern for a future development that will add to a burgeoning commercial corridor along I-75 and St Augustine Rd. exit. .
<i>Staff:</i>	The request is inconsistent with the Comprehensive Plan.

Relevant Development Standards in the LDR that are “Significant” to the Proposal

Section 230-9 D

(4) Signs in the C-C, C-H, M-1, and M-2 Zoning Districts:

- (a) Signs on individual lots (except for multi-tenant developments, or convenience stores with fuel pumps).
 - i. Freestanding Signs. Each lot containing a building is allowed freestanding signs, as follows:
 - a. Principal street: One sign per 500 feet or fraction thereof, but not to exceed one sign per driveway or 2 signs on the principal street frontage, whichever is less.
 - b. Secondary Street: One sign per secondary street frontage.
 - c. Height and Size Standards: The following standards shall apply to all signs governed by this paragraph with the exception of those on lots located within locally designated historic districts (See Chapter 238) in which freestanding signs shall be no larger than 40 square feet and no taller than 8 feet in height.
 - 1. Maximum sign height: 24 feet.
 - 2. Maximum sign area per sign: 75 square feet.
 - d. Sign Size for Multiple Street Frontages. In the case of multiple street frontages, each freestanding sign on the primary street frontage (as designated by the property owner) shall comply with the maximum sign areas listed in Section 230-9(D)(4)(a).i.c. Freestanding signs on secondary street frontages, when permitted, shall not exceed ½ of the maximum sign area for signs on principal street frontage. Secondary freestanding