

**2016-V-019**

**Project Name:** "Best Western Navarre"  
**Applicant and/or  
Property Owner:** Sign Service & Installation Inc.,  
**Representative:** Jim Harkins  
**Request:** Variance to increase the maximum  
sign height from 20 feet to 25 feet  
to accommodate a modification to  
the existing freestanding sign  
(LDC 6.05.24.C.8.c)  
**Zoning District:** HCD-HON (Highway Commercial  
Development within the Heart of  
Navarre overlay district)



**Variance 2016-V-019**

**Part I. General Information:**

<b>Project/Applicant:</b>	“Best Western Navarre” / Sign Service & Installation Inc.,
<b>Representative:</b>	Jim Harkins
<b>Location:</b>	8697 Navarre Parkway, Navarre, FL
<b>Parcel(s):</b>	21-2S-26-0000-00119-0000
<b>Zoned:</b>	HCD-HON (Highway Commercial Development within the Heart of Navarre overlay district)
<b>Request:</b>	<b>Variance to increase the maximum sign height from 20 feet to 25 feet to accommodate a modification to the existing freestanding sign (LDC 6.05.24.C.8.c)</b>
<b>District:</b>	Commissioner District #4
<b>Current Conditions:</b>	Existing hotel with freestanding sign compliant with current performance standards

**Part II. Data and Analysis:** (Consistency with the Land Development Code Criteria)

6.05.24 - Heart of Navarre Overlay District

A. General: This district, which is identified in the Navarre Town Center Plan (2004) and shown on Exhibit “A” is designed for the commercial and residential core area of the Community of Navarre. It is intended to improve and preserve the aesthetic integrity of commercial and multi-family development and encourage a lively, walkable community while still allowing development to flourish on the major arterials in the Community.

C. Development Guidelines for the Heart of Navarre Overlay District

8. Signage

- a. No signage lighting should be neon or flashing.
- b. Landscaping shall be required around the base of the sign.
- c. Signs shall be limited to 20 feet in height.
- d. No new billboards shall be permitted in the Heart of Navarre.

**Variance Criteria:**

**2.04.00 SPECIAL EXCEPTIONS, VARIANCES AND CONDITIONAL USES:** The BOA shall have the following duties and powers:

B. No variances shall be authorized under this provision unless the Board finds that all of the following conditions exist:

1. The special circumstances or conditions applying to the building or land in question are peculiar to such property and do not apply generally to other land or buildings in the vicinity.

**Is this criterion met?**

**No**

**Staff Analysis: Staff has determined that there are not special circumstances regarding the land in question, and that this parcel does not possess unique qualities with respect to size or exceptional shallowness that are peculiar to such property and not to other lots within the area.**

**The applicant is seeking relief from the section of the Ordinance which regulates sign height within the Heart of Navarre overlay district. The overlay district plan decreased the maximum allowable height for freestanding signs from 30 feet to 20 feet. The existing sign meets this requirement.**

**The applicant has stated the slope of the driveway and the land has decreased visibility of the existing signage. Staff has determined the existing vegetation which screens the site from Navarre Parkway may hinder visibility of the signage and could be trimmed appropriately.**

2. The variance is necessary for the preservation and enjoyment of a substantial property right and not merely to serve as a convenience to the applicant.

**Is this criterion met?**

**No**

**Staff Analysis: The Variance request to increase the sign height is not necessary for the preservation and enjoyment of a substantial property right and serves merely a convenience to the property owner.**

3. The authorization of the variance will not impair an adequate supply of light and air to adjacent property or unreasonably increase the congestion in public streets, the danger of fire, imperil the public safety, unreasonably diminish or impair established property values within the surrounding area or in any other respect impair the health, safety, comfort, morals or general welfare of the inhabitants of Santa Rosa County.

**Is this criterion met?**

**Yes**

**Staff Analysis: It is not anticipated that the authorization of the Variance will impair an adequate supply of light and air to adjacent property, or unreasonably diminish or impair established property values within the surrounding area.**

4. The variance will not impair the intent of the zoning ordinance or zoning district map.

**Is this criterion met?**

**No**

**Staff Analysis: If authorized, the Variances requested will impair the intent of the zoning ordinance. The Navarre Town Center Plan was developed to create a coherent and distinct set of development standards for the unique community.**

5. To permit the reduction of parking or loading requirements whenever the character or use of a building is such as to render unnecessary the full provision of parking or loading facilities as specified herein or whenever the strict enforcement of such provision would impose an unreasonable hardship as contrasted with merely granting an advantage or convenience.

Additionally, variances from access management connection standards may be granted where the effect of the variance would be to enhance the safety or operation of the roadway.

**Is this criterion met?**

**Not Applicable**

**Staff Analysis: This request does not pertain to parking or loading requirements or access management standards.**

### **Part III. Additional Considerations**

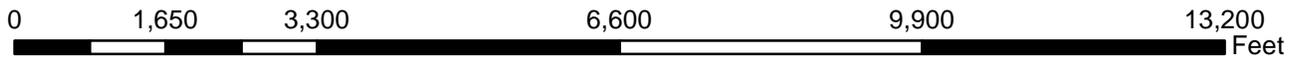
**If the Variance is approved, are there any potential building code issues?**

N/A



# 2016-V-019

## Location



### Legend

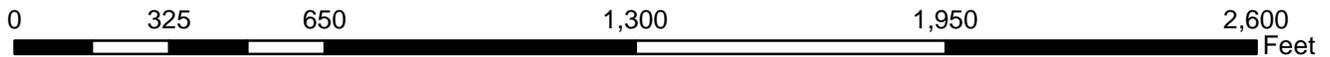
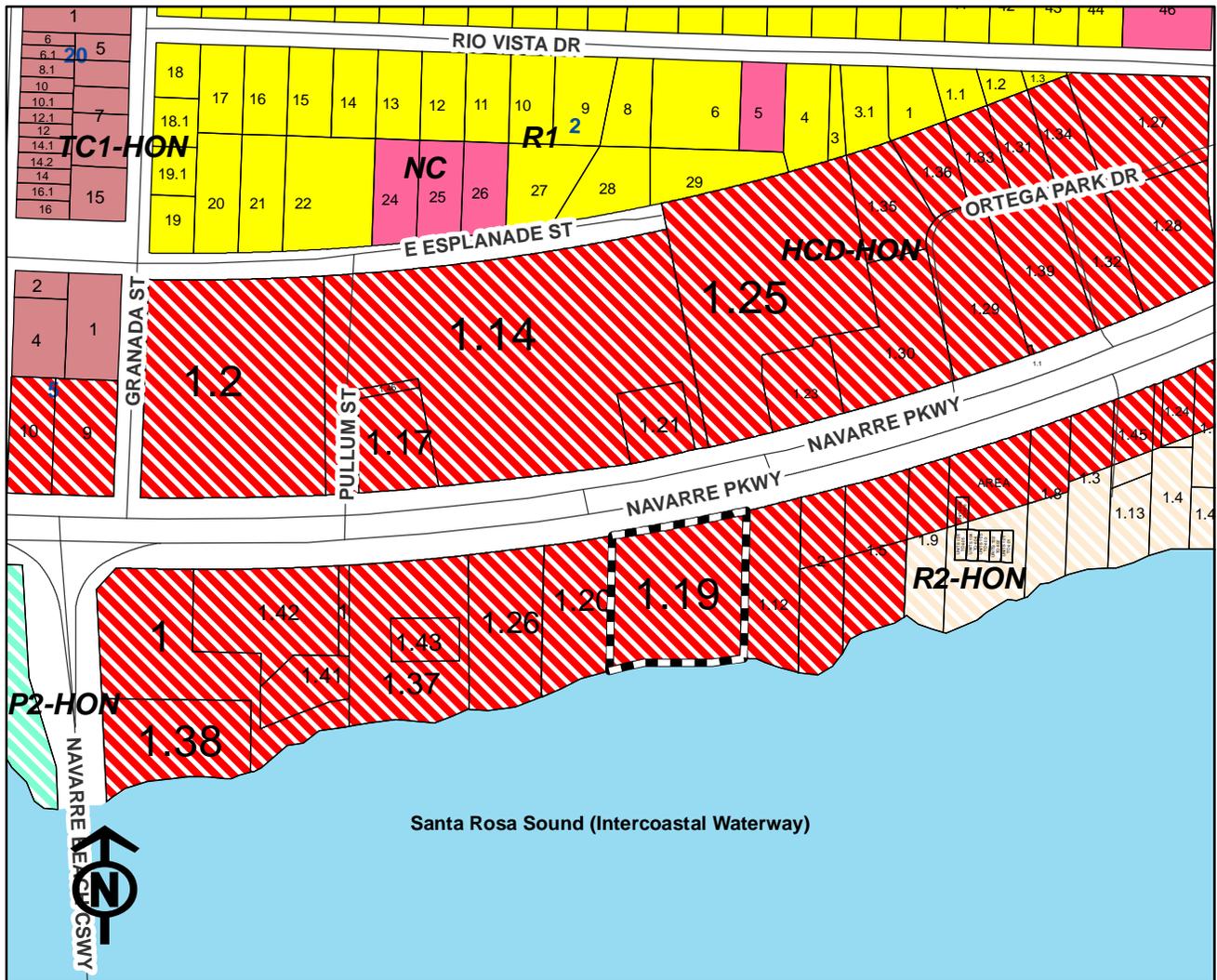
— Streets

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# 2016-V-019 Zoning

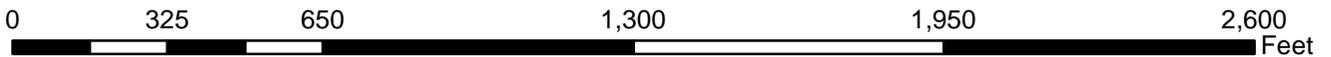
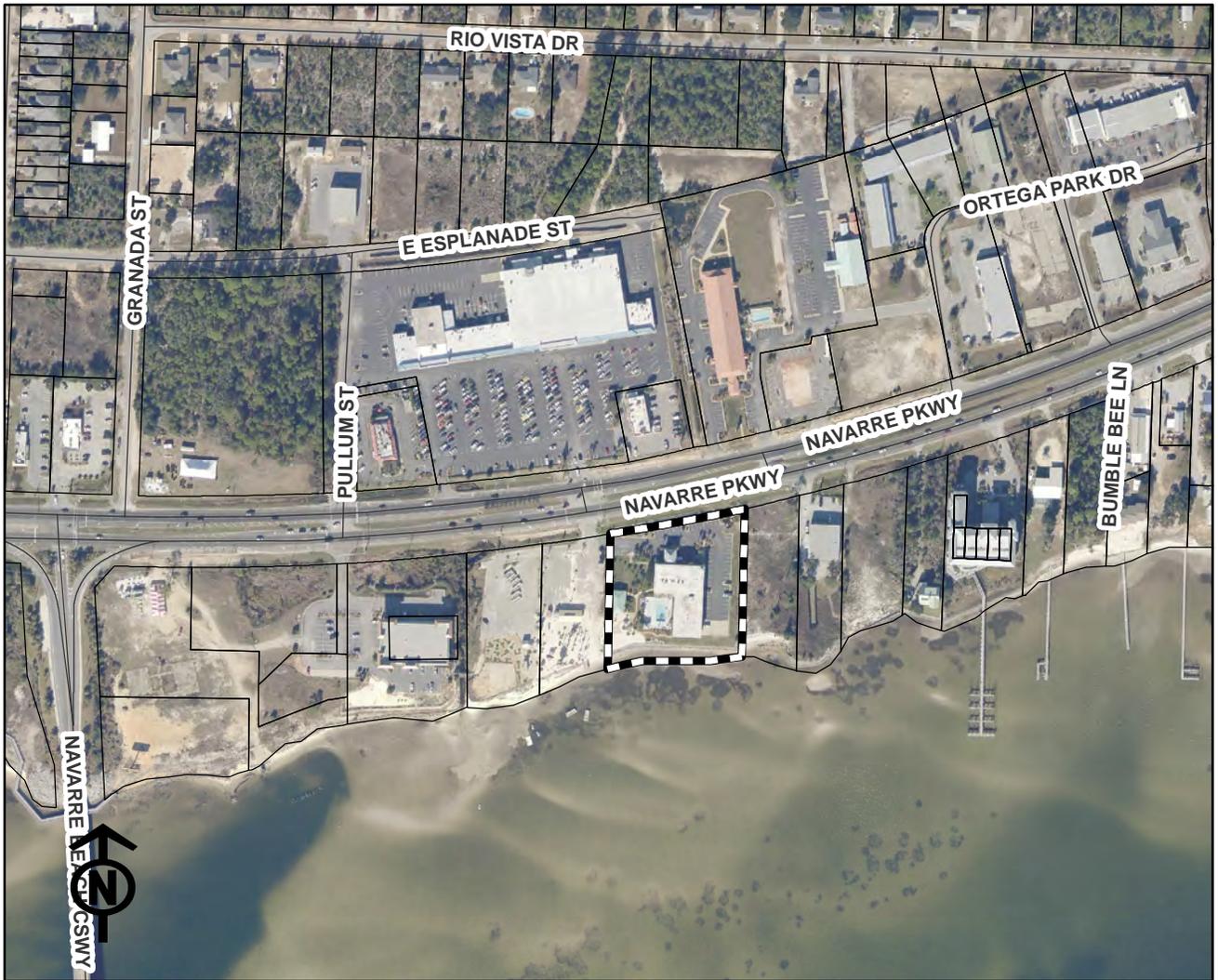


## Legend

Pending Apr ZB	HCD-APZ or CZ	NB-CON/REC	P2-APZ or CZ	R2
Parcel Lines	HCD-HON	NB-HD	P2-HON	R2-APZ or CZ
Streets	HNB	NB-MD	PBD	R2-HON
AG-RR	HR1	NB-MHD	PID	R2M
AG-RR-APZ1; AG-RR-APZ2; AG-RR-CZ	HR2	NB-PMUD	PUD	R2M-APZ or CZ
AG1	M1	NB-SF	R1	R3
AG2	M1-APZ or CZ	NB-U	R1-APZ or CZ	RAIL
AG2-APZ or CZ	M1-HON	NC	R1-HON	RR1
C1M	M2	NC-APZ or CZ	R1A	RR1-APZ or CZ
C2M	M2-APZ or CZ	NC-HON	R1A-HON	STATE
CITY	MID	P1	R1M	STATE-APZ or CZ
HC1	MIL	P1-HON	R1M-APZ or CZ	TC1-HON
HCD	NB-C	P2	R1M-HON	WATER

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2016-V-019  
Aerial

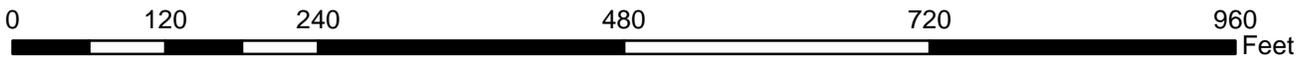


**Legend**

-  Pending Apr ZB
-  Parcel Lines
-  Streets

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2016-V-019  
Aerial, Closer View



**Legend**

-  Pending Apr ZB
-  Parcel Lines
-  Streets

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# Santa Rosa County Development Services



Beckie Cato, AICP  
Planning and Zoning Director

Santa Rosa County Public Service Complex  
6051 Old Bagdad Highway, Suite 202 Milton, Florida 32583  
www.santarosa.fl.gov  
Office: (850) 981-7000

Rhonda C. Royals  
Building Official

## Variance Application

\* Application Instructions begin on Page 5

*April*

** For Official Use Only **	
Application No. <u>2016-V-019</u>	Date Received: <u>2/3/16</u>
Review Fee: <u>\$235+</u>	Receipt No.: <u>29, 59</u>
Zoning District: <u>HCD-HCN</u>	FLUM Designation: <u>comm</u>

± 2.262

VD# 4

**Property  
Owner**

Property Owner Name: Blue Heron of Navarre, Inc.

Address: 8697 Navarre Parkway

Navarre, FL 32566

Phone: 850.939.9400

Fax: 850.939.4040

Email: baker@navarrebestwestern.com

**Applicant**

Check here and skip this section if the applicant is the Property Owner. Otherwise, complete this section and provide authorization from the Property Owner giving the Applicant the authority to pursue variance approvals.

Company: Sign Service & Installation, Inc.

Contact Name: James E. (Jim) Harkins

Address: P.O. Box 6307

Marianna, FL 32447

Phone: 850.526.3301

Fax: 850.482.7446

Email: jeanette.signserviceinc@gmail.com

**Property  
Information**

Parcel ID Number(s): 21-2S-26-0000-00119-0000

**-OR-**

Street Address of property for which the Variance is requested:

8697 Navarre Parkway Acci Navarre, FL 32566

**Variance Request**

What is the present use of the property? Commercial - Motel

Please describe the requested variance, including exact dimensions and purpose of the variance.

Site has a sign that is 10'8" H x 8'6" W with 19'3 OAH

Owner wishes to change to 11'8 3/8" H x 7'8 5/216" W with OAH of 25'

Please describe the special circumstances or conditions that apply to the building or land in questions which necessitate the variance request.

The site of the present sign is on the side of the driveway. Driveway slopes thus dropping the visibility. If sign is raised the visibility will be better.

Are the special conditions or circumstances described above the result of a proposed or prior action of the applicant? Yes \_\_\_\_\_ No X

Pleas explain why the literal enforcement of the provisions of the Land Development Code will result in unnecessary hardship.

Owner is losing revenue due to poor visibility. If sign is raised to 25' it will give greater visibility to potential customers.

**Variance Provisions And Criteria**

Do you currently have a Code Enforcement Violation which pertains to this Variance request?

Yes  No

I understand that all decisions made by the Zoning Board of Adjustment are subject to appeal and that their decision does not become effective until the appeal time has successfully passed.

Yes  No

I understand that approval by the Zoning Board of Adjustments does not authorize construction and/or land clearing to occur on this site and that additional approvals and Building Permits may be required.

Yes  No

I understand that determinations by the Zoning Board of Adjustment are valid for 36 months.

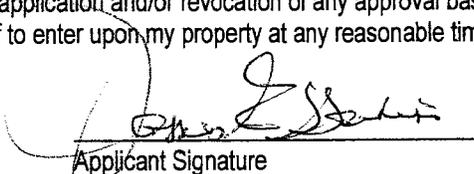
Yes  No

**Certification and Authorization**

By my signature hereto, I do hereby certify that the information contained in this application and the required supplemental materials is true and correct, and understand that deliberate misrepresentation of such information will be grounds for denial or reversal of this application and/or revocation of any approval based upon this application. I do hereby authorize County staff to enter upon my property at any reasonable time for purposes of site inspection.

James E. Harkins  
Applicant Name (Type or Print)

President  
Title (if applicable)

  
Applicant Signature

02/02/16  
Date



**Best  
Western®**

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**Signage Inventory / Recommendation**

B/W Navarre Waterfront  
8697 Navarre Pkwy  
Navarre, FL 32566

Site ID: 10268

December 30, 2015



## Site information

### Location

Name: B/W Navarre Waterfront  
Address: 8697 Navarre Parkway  
Navarre, FL 32566

### Site Contact

Name: C. Baker Clark  
Tel.: 850-939-9400  
Mobile:  
E-mail: baker@navarrebestwestern.com  
Fax: 850-939-4040

## Area Map



## Comments

## Signage Recommendation Contact

Name  
Address

Contact  
Title  
Tel  
Email

## Instructions

## Approvals

Signature

Name

Date

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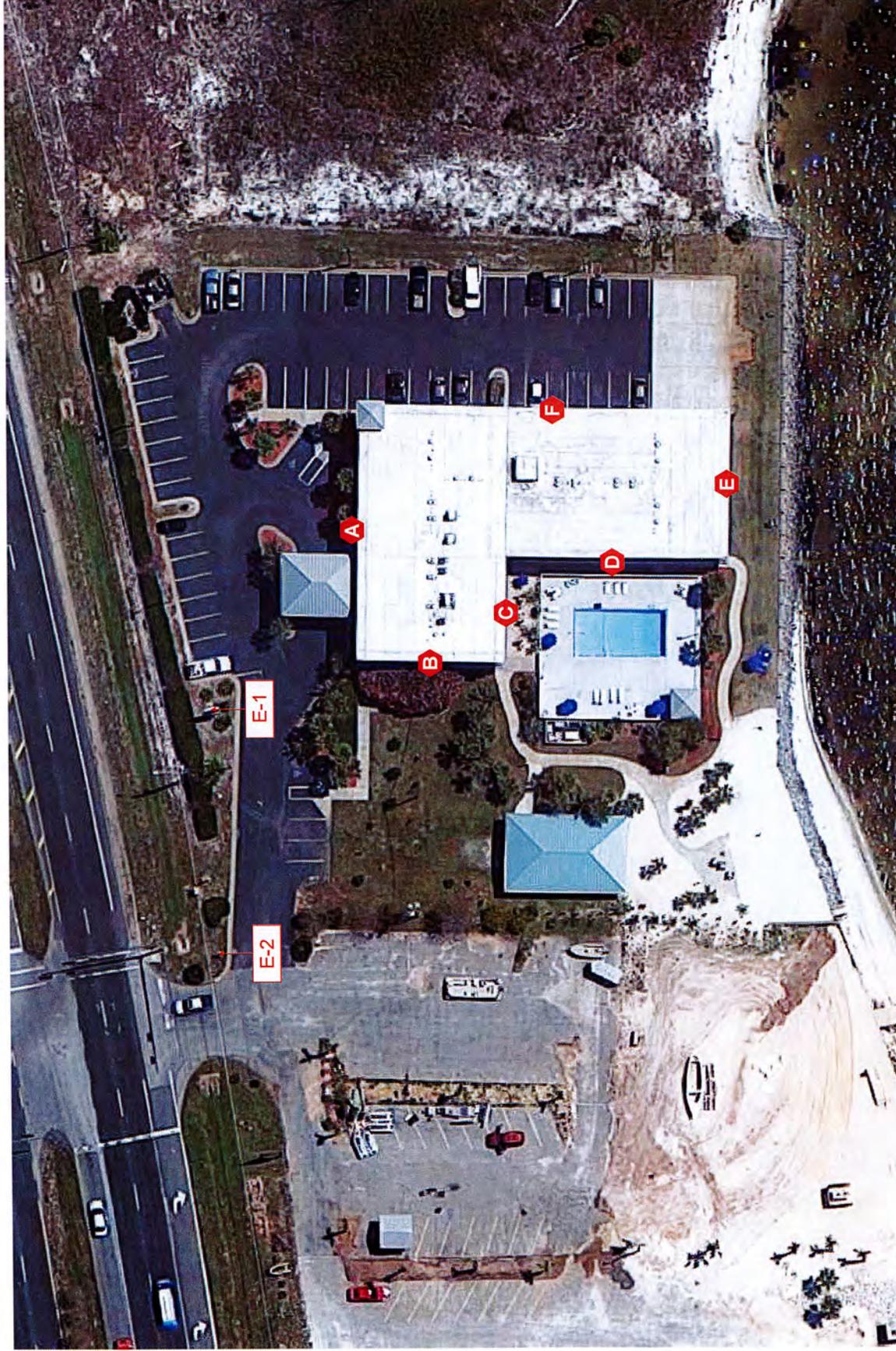
**B/W Navarre Waterfront**  
8697 Navarre Parkway  
Navarre, FL 32566

Site ID#: 10268



Drawn by: E. DeLaney  
Date: October 19, 2015  
Revised by: J. Hochstedler  
Date: December 30, 2015

Site Map / Signs



Legend

A - Elevation

E-1 - Sign

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8697 Navarre Parkway  
Navarre, FL 32566

Site ID#: 10268



Drawn by: E. DeLaney  
Date: October 19, 2015  
Revised by: J. Hochstedler  
Date: December 30, 2015

## Sign Inventory / Recommendation

**Description:** Freestanding Pole Sign (Pylon)  
 Qty of faces: 2 PMS Color: N/A  
 Dimensions: ~10'-8" H x ~8'-6" W x ~19'-3" OAH  
 Attachment Method: Direct Burial  
 Sign Material: Acrylic, Painted Aluminum, Vinyl  
 Illumination: Internally Illuminated  
 Comments:

### Existing

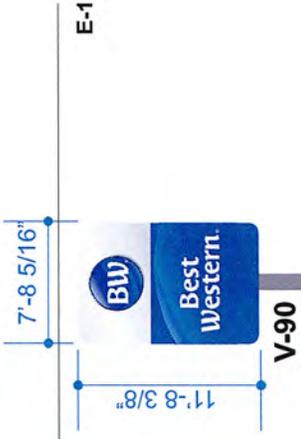


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**B/W Navarre Waterfront**  
 8697 Navarre Parkway  
 Navarre, FL 32566

**Action:** Replace  
**Type:** V-90 Cabinet  
 Qty of faces: 2  
 Dimensions: 11'-8 3/8" H x 7'-8 5/16" W  
 New OAH to be 25'-0"

**Illumination:** Internally Illuminated  
**Comments:**



Drawn by: E. DeLaney  
 Date: October 19, 2015  
 Revised by: J. Hochstedler  
 Date: December 30, 2015



Site ID#: 10268

## Sign Inventory / Recommendation

E-2

Action: Remove Only

**Description:** Directional  
**Qty of faces:** 2 PMS Color: N/A  
**Dimensions:** 2'-9" H x 2'-2" W x 6'-9" OAH  
**Attachment Method:** Direct Burial  
**Sign Material:** Acrylic, Painted Aluminum, Vinyl  
**Illumination:** Internally Illuminated  
**Comments:**

### Existing



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**B/W Navarre Waterfront**  
8697 Navarre Parkway  
Navarre, FL 32566

Site ID#: 10268



Drawn by: E. DeLaney  
Date: October 19, 2015  
Revised by: J. Hochstedler  
Date: December 30, 2015

**Sign Inventory / Recommendation**

**Existing**

Type	Qty
~10'-8" H x ~8'-6" W x ~19'-3" OAH Pylon	1
2'-9" H x 2'-2" W x 6'-9" OAH Directional	1

**Recommended**

Type	Qty
11'-8 3/8" H x 7'-8 5/16" W Cabinet	1
Remove Only	

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**B/W Navarre Waterfront**  
 8697 Navarre Parkway  
 Navarre, FL 32566

Site ID#: 10268



Drawn by: E. DeLaney  
 Date: October 19, 2015  
 Revised by: J. Hochstedler  
 Date: December 30, 2015

# Code Check

## Code Check Form

Customer Name: Best Western Zoning: HCD-HON (Heart of Navarre Overlay District)  
 Project Number: 10268 Jurisdiction: Santa Rosa County  
 Project Name: B/W Navarre Waterfront Contact Name: Jennifer  
 Address: 8697 Navarre Pkwy State: FL Zip: 32566-2162 Phone: 850-981-7000  
 City: Navarre E-Mail: \_\_\_\_\_

### Ground Signs - Pylon (Pole) & Monument

Are ground signs allowed? Yes  No  Minimum frontage to qualify: N/A  
 Pole  Monument  Distance to adjacent ground signs: 100'  
 Number of signs allowed: NTE (1) per street frontage Based on: Street frontage  
 Maximum SF allowed: NTE 100 SF per street frontage Based on: Street frontage  
 Minimum setback: 5' From: any property line Visibility Triangle: Cannot block line of sight  
 Maximum Overall Height: 20' Wind Load: 110 MPH  
 Illumination / Lighting Restrictions: No neon or flashing

Color restrictions: Not restricted  
 How many faces count toward sign area? 1  
 Notes: \_\_\_\_\_  
 Landscaping around the base of the sign is required.

### Wall Signs

Are wall signs allowed? Yes  No  Street frontage  Bulbing frontage  % of wall area   
 Number of signs allowed: NTE (1) Maximum Projection: Not restricted  
 Formula for area calculation: NTE 10% of the wall area or 300 SF, whichever is less  
 Maximum SF allowed: Not restricted Max. Letter Height: Not restricted Max. Logo Height: Not restricted Max. Sign Width: Not restricted  
 Can sign project above roof line? Yes  No  If yes, how much? N/A  
 Lighting Restrictions: No flashing, blinking, glare Is area transferable to another elevation? Yes  No   
 How is area measured: Smallest regular geometric shape Does this elevation require street frontage? Yes  No

Notes: \_\_\_\_\_

### Directionals / Regulatory

Are directionals allowed? Yes  No   
 Are permits required? Yes  No   
 Number of signs allowed? Yes  No   
 Maximum SF allowed: NTE 2 SF  
 Maximum Overall Height: Not restricted  
 Directionals count towards allowed SF? Yes  No   
 Are interior lot directionals restricted? Yes  No   
 Name / Logos allowed? Yes  No   
 Notes: \_\_\_\_\_

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Site ID#: **10268**  
**B/W Navarre Waterfront**  
 8697 Navarre Parkway  
 Navarre, FL 32566



Drawn by: **E. DeLaney**  
 Date: **October 19, 2015**  
 Revised by: **J. Hochstedler**  
 Date: **December 30, 2015**

### Face Replacements

Are permits required? Yes  No  Ave face replacements allowed? Yes  No   
 Can grandfathered status remain if faces are replaced? Yes  No  Ave permits required if remodeling or repainting signage? Yes  No

Notes: \_\_\_\_\_

### Permit Requirements

Permits can be applied for by: Mail  Authorized Agent  In Person  Review Board: Yes  No   
 License Required: Business  Contractors  Contact: N/A  
 Signature Required on Application: Owner  Agent  Phone Number: N/A  
 Documents Required: Site Plan  Elevations  Sign Details  Sealed Engineering  Additional Professional Seals   
 Number of Document Copies: 2  
 Document Size: Full scale Cost of Permit: Ground signs: 0-32 SF: \$60; Over 32 SF: \$120; Wall signs: \$60  
 Length of time to secure permit: 1-2 days Other permit costs / fees: Electrical permit fees  
 If electrical permit is required for ONLY the hook up of the sign, is a licensed electrician required to come in person? Yes  No   
 Are permits required to be obtained in person? If not, what is the process: Yes  
 How long are permits good for: 12 months

Notes: \_\_\_\_\_