



**CITY OF ST. PETERSBURG, FLORIDA**  
**PLANNING & DEVELOPMENT SERVICES DEPT.**  
**DEVELOPMENT REVIEW SERVICES DIVISION**

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**STAFF REPORT**  
**DEVELOPMENT REVIEW COMMISSION - VARIANCE REQUEST**  
**PUBLIC HEARING**

According to Planning & Development Services Department records, no **Commission member** has a direct or indirect ownership interest in real property located within 1,000 linear feet of real property contained within the application. All other possible conflicts should be declared upon the announcement of the item.

**REPORT TO THE DEVELOPMENT REVIEW COMMISSION FROM DEVELOPMENT REVIEW SERVICES DIVISION, PLANNING & DEVELOPMENT SERVICES DEPARTMENT**, for Public Hearing and Executive Action on **Wednesday, December 7, 2022 at 1:00 P.M.** at Council Chambers, City Hall, located at 175 5<sup>th</sup> Street North, St. Petersburg, Florida. The City's Planning and Development Services Department requests that you visit the City website at [www.stpete.org/meetings](http://www.stpete.org/meetings) for up-to-date information.

CASE NO.: 22-54000068 PLAT SHEET: E-38

REQUEST: Approval of a variance to setbacks for the construction of a freestanding sign.

OWNER: WWS 22 006 4<sup>th</sup> St N LLC  
142 West Platt Street  
Tampa, Florida 33606

AGENT: Creative Sign Designs  
c/o Addie Mentry  
12801 Commodity Place  
Tampa, Florida 33626

ADDRESS: 7141 4<sup>th</sup> Street North

PARCEL ID NO.: 30-30-17-12582-001-0080

LEGAL DESCRIPTION: On File

ZONING: Corridor Commercial Suburban (CCS-1)

Structure	Minimum Setback	Requested	Variance	Magnitude
Freestanding Sign (20 feet in height)	10-feet	3-feet	7-feet	70%

**BACKGROUND:** The subject application requests a variance to reduce the minimum required setback to allow for the installation of a 20-foot tall freestanding sign on the subject property. The Sign Code allows for one freestanding sign on an CCS-1 zoned property up to 20 feet in height or up to two signs if both signs are 10 feet in height or less and there is at least 300 feet of frontage. This application seeks to replace the existing 10-foot tall internally illuminated monument sign on the west side of the property along 4<sup>th</sup> Street North with a new 20-foot tall internally illuminated freestanding sign in the same location.

The minimum required setback for a freestanding sign is dependent on the height of the sign; as the sign gets taller, the required setback increases. While a freestanding sign may be up to 20-feet in height in this Zoning District, the minimum required setback increases to 10-feet if the sign is over 15-feet in height.

**DISCUSSION:** The subject property is a corner property located at the southeast corner of 72nd Avenue North and 4th Street North. The adjacent properties are comprised of both commercial (south, west, and northwest) and residential (north and east) uses. The subject property has 315 feet of street frontage along 4th Street North and 120 feet of frontage along 72nd Avenue North. The current car wash use was established via Special Exception in 2019 (SE # 19-32000005).

The property is located on 4<sup>th</sup> Street and contributes to the commercial corridor. Many signs on this corridor are oversized, encroach into contemporary setback requirements, or both. The Sign Code requires these signs to be removed or be brought to conformance with Code requirements if the property is redeveloped or if the sign is relocated, replaces, repaired or structurally repaired by more than 25% of its depreciated replacement cost.

**CONSISTENCY REVIEW COMMENTS:** The Planning & Development Service Department staff reviewed this application in the context of the following criteria excerpted from the City Code and found that the requested variance is **inconsistent** with these standards. Per City Code Section 16.70.040.1.6 Variances, Generally, the DRC's decision shall be guided by the following factors:

- 1. Special conditions exist which are peculiar to the land, building, or other structures for which the variance is sought and which do not apply generally to lands, buildings, or other structures in the same district. Special conditions to be considered shall include, but not be limited to, the following circumstances:*

- a. *Redevelopment. If the site involves the redevelopment or utilization of an existing developed or partially developed site.*

The site's use as a car wash is unchanged from the previously approved Special Exception.

- b. *Substandard Lot(s). If the site involves the utilization of an existing legal nonconforming lot(s) which is smaller in width, length or area from the minimum lot requirements of the district.*

The subject property is zoned CCS-1 and is a conforming lot classified as a Small Lot being under 1 acre in size with a lot width of at least 100 feet.

- c. *Preservation district. If the site contains a designated preservation district.*

This criterion is not applicable. The subject property does not contain a designated preservation district.

- d. *Historic Resources. If the site contains historical significance.*

This criterion is not applicable. The subject property does not contain any historically significant resources.

- e. *Significant vegetation or natural features. If the site contains significant vegetation or other natural features.*

This criterion is not applicable. The subject property does not contain any significant vegetation or other natural features.

- f. *Neighborhood Character. If the proposed project promotes the established historic or traditional development pattern of a block face, including setbacks, building height, and other dimensional requirements.*

The proposed project does not promote the establish development pattern of the street. While many signs on the 4<sup>th</sup> Street commercial corridor are similar in size to the sign proposed in this application, these signs are either nonconforming due to their location or are located further from the street to meet Code setback requirements. The street the subject property is situated on is a State-owned and FDOT-maintained minor arterial street.

- g. *Public Facilities. If the proposed project involves the development of public parks, public facilities, schools, public utilities or hospitals.*

This criterion is not applicable. The subject property does not involve any public facilities or resources.

2. *The special conditions existing are not the result of the actions of the applicant;*

The variance request is self-imposed by the Applicant. The original car wash development was approved via Special Exception with a 10-foot tall monument sign receiving permit approval in August 2020. A similar sign could replace the existing sign in the same size, height, and location as the existing sign with no variances required.

3. *Owing to the special conditions, a literal enforcement of this Chapter would result in unnecessary hardship;*

The literal enforcement of the Code regulations would not result in unnecessary hardship. The existing conforming monument sign can be repurposed, reconstructed, or refaced for use by the new car wash business.

4. *Strict application of the provisions of this chapter would provide the applicant with no means for reasonable use of the land, buildings, or other structures;*

The denial of the requested variance would not deprive the reasonable use of the land. The request for a taller freestanding sign does not prevent the use of the property as a car wash business.

5. *The variance requested is the minimum variance that will make possible the reasonable use of the land, building, or other structure;*

The variance requested is not the minimum variance that will make possible the reasonable use of the land. The reasonable use of the property as a car wash and the Code-prescribed sign allowance for the property is otherwise unaffected if the variance is not granted.

6. *The granting of the variance will be in harmony with the general purpose and intent of this chapter;*

The granting of the requested variance will not be in harmony with the general purpose and intent of the Sign Code. One of the primary purposes of the Sign Code is to establish the minimum standards necessary to reduce the visual distraction and safety hazards created by sign proliferation along the public rights-of-way. The Sign Code regulations attempt to reduce the visual distraction and potential safety hazards posed by the oversaturation of signage facing thoroughfares. The subject property being situated on a major roadway makes these considerations even more apparent.

7. *The granting of the variance will not be injurious to neighboring properties or otherwise detrimental to the public welfare; and,*

The granting of this variance could be detrimental to the public welfare. The oversaturation of street facing signage in the immediate viewshed of vehicular traffic could be a safety concern.

8. *The reasons set forth in the application justify the granting of a variance;*

The reasons set forth in this application do not justify granting of a variance. The existing sign could be reconstructed to accommodate the new business, other types of signage is available to the business, and the request is not in harmony with the purpose and intent of the Sign Code.

9. *No nonconforming use of neighboring lands, buildings, or other structures, legal or illegal, in the same district, and no permitted use of lands, buildings, or other structures in adjacent districts shall be considered as grounds for issuance of a variance permitting similar uses.*

The existing signage along the 4<sup>th</sup> Street commercial corridor shall not be considered as grounds for issuance of the requested variance. These signs either conform to contemporary Sign Code regulations or are nonconforming. The Sign Code is designed to eliminate nonconforming signs when sites are redeveloped, or the when sign's condition deteriorates and is replaced or removed.

**PUBLIC COMMENTS:** The subject property is adjacent to the Fossil Park Neighborhood Association (located west of 4<sup>th</sup> Street). The city-wide Council of Neighborhood Associations (CONA) have submitted a formal letter of opposition to this application. No other public comment has been received by Staff.

**STAFF RECOMMENDATION:** Based on a review of the application according to the stringent evaluation criteria contained within the City Code, the Planning and Development Services Department Staff recommends **DENIAL** of the requested variance.

**CONDITIONS OF APPROVAL:** If the variance is approved consistent with the site plan submitted with this application, the Planning and Development Services Department Staff recommends that the approval shall be subject to the following:

1. The plans and elevations submitted for permitting should substantially resemble the plans and elevations submitted with this application.
2. This variance approval shall be valid through December 7, 2025. Substantial construction shall commence prior to this expiration date. A request for extension must be filed in writing prior to the expiration date.
3. Approval of this variance does not grant or imply other variances from the City Code or other applicable regulations.

**ATTACHMENTS:** Location Map; Application including Applicant Narrative, Site Plan, Sign Plan; Site Photographs; CONA Letter of Comment

Report Prepared By:

/s/Michael Larimore

11/21/2022

Michael Larimore, Planner II  
Development Review Services Division  
Planning & Development Services Department

Date

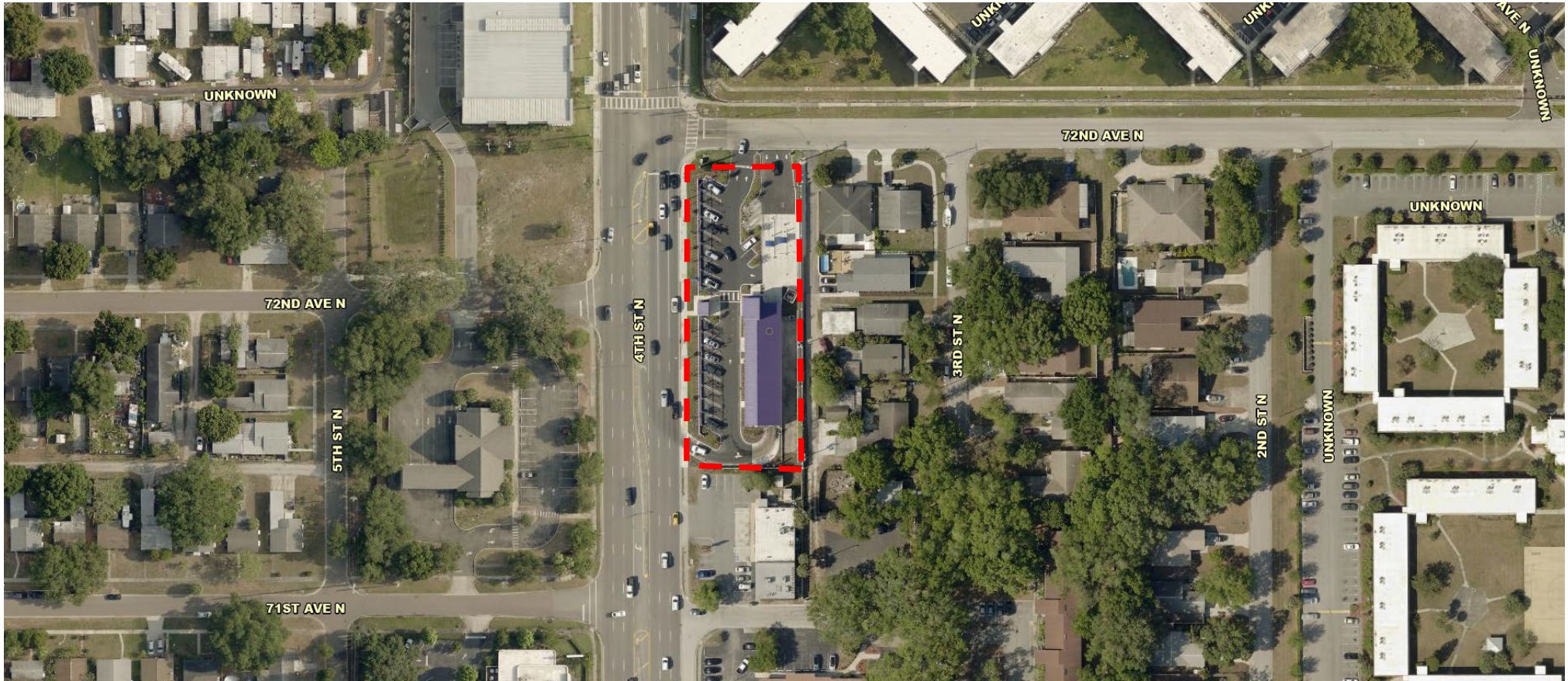
Report Approved By:

/s/ Corey Malyszka

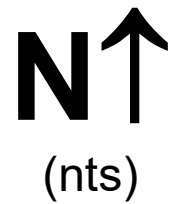
11/21/2022

Corey Malyszka, AICP, Zoning Official (POD)  
Development Review Services Division  
Planning & Development Services Department

Date



Project Location Map  
City of St. Petersburg, Florida  
Planning and Development Services  
Department  
Case No.: 22-54000068  
Address: 7141 4<sup>th</sup> St. N.





# Sign Variance Application

Application No. 22-54000068



## List of Required Submittals

Only complete applications will be accepted:

### Included in this packet:

- Pre-Application Meeting Notes
- Application
- Affidavit to Authorize Agent
- Neighborhood Worksheet
- Public Participation Report

- Completed Sign Variance application and Narrative
- Pre-Application Notes
- Affidavit to Authorize Agent, if Agent signs application
- Application fee payment
- Public Participation Report

### SITE PLAN OR SURVEY:

- To scale on 8.5" x 11" or 11" x 17" paper
- North arrow
- Location of all roads, driveways, sidewalks, buildings, easements, fences, and walls
- Location of all trees with sizes and species noted
- Sign setbacks
- Sight visibility triangles
- Foundation plantings required by city code

### SIGN PLAN:

- To scale: Must include one copy of 8.5" x 11" paper
- Sign dimensions
- Lettering style
- Material composition and colors

### SUPPLEMENTAL MATERIALS (optional, but strongly recommended):

- Neighborhood Worksheet
- Photographs of the subject property and structure(s)

**A Pre-Application Meeting is Required Prior to Submittal.**  
To schedule, please call (727) 892-5498.

Planning and Economic  
Development Department

Development Review  
Services

City of St. Petersburg  
P.O. Box 2842  
St. Petersburg, FL 33731  
(727) 893-7471

UPDATED: 03-24-2020

Completeness review by city staff: 





# SIGN VARIANCE

**RECEIVED**  
 SEP 09 2022  
 DEVELOPMENT REVIEW  
 SERVICES

Application No. 22-54000068

All applications are to be filled out completely and correctly. The application shall be submitted to the City of St. Petersburg's Development Review Services Division, located on the 1<sup>st</sup> floor of the Municipal Services Building, One 4<sup>th</sup> Street North.

GENERAL INFORMATION	
<b>NAME of APPLICANT (Property Owner):</b> WWS 22 006 4TH ST N LLC	
Street Address: 142 W PLATT ST TAMPA FL 33606	
City, State, Zip:	
Telephone No:	Email Address:
<b>NAME of AGENT or REPRESENTATIVE:</b> Creative Sign Designs / Addie Mentry	
Street Address: 12801 Commodity Place	
City, State, Zip: Tampa, FL	
Telephone No: 813.749.8549	Email Address: amentry@creativesigndesigns.com
<b>PROPERTY INFORMATION:</b>	
Street Address or General Location: 7141 4TH ST NST PETERSBURG FL 33702	
Parcel ID#(s): 30-30-17-12582-001-0080	
<b>DESCRIPTION OF REQUEST:</b> Requesting setback variance of ~7' for pylon sign at Woodie's Wash Shack.	
<b>PRE-APPLICATION DATE:</b> 08/23/2022	<b>PLANNER:</b> Mike Larimore

### FEE SCHEDULE

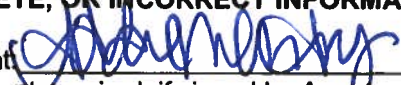
The fee for a sign variance application: \$500.00  
 Cash, credit, and checks made payable to the "City of St. Petersburg"

### AUTHORIZATION

City Staff and the designated Commission may visit the subject property during review of the requested variance. Any Code violations on the property that are noted during the inspections will be referred to the City's Codes Compliance Assistance Department.

The applicant, by filing this application, agrees he or she will comply with the decision(s) regarding this application and conform to all conditions of approval. The applicant's signature affirms that all information contained within this application has been completed, and that the applicant understands that processing this application may involve substantial time and expense. Filing an application does not guarantee approval, and denial or withdrawal of an application does not result in remittance of the application fee.

**NOTE: IT IS INCUMBENT UPON THE APPLICANT TO SUBMIT CORRECT INFORMATION. ANY MISLEADING, DECEPTIVE, INCOMPLETE, OR INCORRECT INFORMATION MAY INVALIDATE YOUR APPROVAL.**

Signature of Owner/Agent:   
 \*Affidavit to Authorize Agent required, if signed by Agent.  
 Typed Name of Signatory: Addie Mentry

Date: 9/9/22



# AFFIDAVIT TO AUTHORIZE AGENT

I am (we are) the owner(s) and record title holder(s) of the property noted herein

Property Owner's Name: WWS 22 006 4TH ST N LLC

This property constitutes the property for which the following request is made

Property Address: 7141 4TH ST NST PETERSBURG FL 33702

Parcel ID NO.: 30-30-17-12582-001-0080

Request: Requesting setback variance for Woodie's Wash Shack pylon sign.

The undersigned has(have) appointed and does(do) appoint the following agent(s) to execute any application(s) or other documentation necessary to effectuate such application(s)

Agent's Name(s): Creative Sign Designs / Addie Mentry

This affidavit has been executed to induce the City of St. Petersburg, Florida, to consider and act on the above described property.

I (we), the undersigned authority, hereby certify that the foregoing is true and correct.

Signature (owner): [Handwritten Signature]

Date: 7-22-22

Sworn to and subscribed on this date: 07/22/22

Identification or personally known: Don Phillips

Notary Signature: [Handwritten Signature]

Date: 07/22/22

Commission Expiration (Stamp or date):





# SIGN VARIANCE

*Applicant Narrative (Page 1)*

All applications for a sign variance must provide justification for the requested variance(s) based on the criteria set forth by the City Code. It is recommended that the following responses be typed. Illegible handwritten responses will not be accepted. Responses may be provided as a separate letter, addressing each of the six criteria.

**ALL OF THE FOLLOWING CRITERIA MUST BE ANSWERED.**

<b>APPLICANT NARRATIVE</b>	
<b>Street Address:</b> 7141 4th St S	<b>Case No.:</b>
<b>Detailed Description of Project and Request:</b> Proposing new pylon sign for Woodie's Was hshack. Requesting a ~ 7' setback for sign location.	
<p><b>1. What is unique about the size, shape, topography, or location of the subject property? How do these unique characteristics justify the requested variance?</b></p> <p>Due to an existing knee wall required for the car wash development, the allowable sign does not have enough room to meet allowable setback. The property line for this site starts directly behind the sidewalk and the knee wall is approximately 10' behind the property line. With the 10' of land between the property line and the knee wall in order for this site to install a pylon sign at the allowable height for this corridor.</p>	
<p><b>2. Are there other properties in the immediate neighborhood that have already been developed or utilized in a similar way? If so, please provide addresses and a description of the specific signs or structures being referenced.</b></p> <p>There are properties along this corridor of 4th St that boast pylon signage. This section of 4th street is dense with commercial properties utilizing the maximum amount and height of signage. Examples of pylon signs within the corridor are as follows: to the immediate South, a pylon sign that advertises for St Pete Bagels. The West a pylon sign that advertises for Care Spot Urgent Care, to the North a pylon sign code Extra Space Storage are a few examples within the multitude of pylons around the site.</p>	
<p><b>3. How is the requested variance not the result of actions of the applicant?</b></p> <p>We do not believe this request is due to the applicant. During title change, the signage records did not come up. It was not until diving into code research that the owner uncovered the issues with the identification. Due to existing knee wall and retaining wall on site there are hinderances for the acceptable identification at the site. The knee wall was required for the conditional use of the site and therefore cannot be removed. Due to this, the allowable signage cannot be installed due to setback requirements.</p>	
<p><b>4. How is the requested variance the minimum necessary to make reasonable use of the property? In what ways will granting the requested variance enhance the character of the neighborhood?</b></p> <p>Due to the space between the property line and knee wall, along with the size of the signage, we believe we are asking for the minimum required variance to ensure the site is concurrent with existing surrounding properties and adds value and identification to Woodie's growing regional branding. We believe the signage will enhance the identification in a modest way and will continue to stay consistent with the intent of the corridor in regard to signage.</p>	
<p><b>5. What other alternatives have been considered that do not require a variance? Why are these alternatives unacceptable?</b></p> <p>Alternatives to our request would be installing a sign that is lower in height. Due to existing structures and landscaping, this would not give the best visibility or identification to the site. With the visibility hinderances we believe travelers would not have the best vantage with a lower monument sign.</p>	



# SIGN VARIANCE

Applicant Narrative (Page 2)

APPLICANT NARRATIVE (Continued)	
6. In what ways will granting the requested variance enhance the character of the neighborhood?	
We believe that removing the existing sign with EMC and replacing it with the Wooide's sign will enhance the property and keep the branding throughout the site. We also believe with a higher sign the visibility will be greater and traffic will not have to focus on the digital EMC board and smaller sign face to ensure they know where the site is.	

SITE DATA		
<b>MAXIMUM AREA, FREE-STANDING SIGNS:</b>		
Square feet of <i>proposed</i> free-standing signs	64	Sq. Ft.
Square feet of <i>existing</i> free-standing signs		Sq. Ft.
Square feet of all <i>existing</i> and <i>proposed</i> free-standing signs	64	Sq. Ft.
Maximum square feet allowed by City Code		Sq. Ft.
<b>Variance</b>	0	Sq. Ft.
<b>MAXIMUM AREA, WALL AND WINDOW SIGNS:</b>		
Square feet of proposed wall and window signs		Sq. Ft.
Square feet of existing wall and window signs		Sq. Ft.
Square feet of all existing and proposed wall and window signs		Sq. Ft.
Maximum square feet allowed by City Code		Sq. Ft.
<b>Variance</b>		Sq. Ft.
<b>MAXIMUM HEIGHT:</b>		
Height of proposed sign (measured from) grade to bottom of sign	8	Sq. Ft.
Height of proposed sign (measured from) grade to highest point	20	Sq. Ft.
Maximum sign height allowed by City Code	10	Sq. Ft.
<b>Variance</b>	10	Sq. Ft.
<b>NUMBER OF SIGNS:</b>		
	Existing	Proposed
Total number of all <i>existing</i> and <i>proposed</i> free-standing signs		1
Total number of all <i>existing</i> and <i>proposed</i> wall and window signs		
Maximum number of signs allowed by City Code		1
<b>Variance</b>		0
<b>LIGHTING:</b>		
Will the sign be illuminated?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, will the sign be lit internally or externally?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Will the sign have lights in motion or animation?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No



# Pre-Application Meeting Notes

Meeting Date: 08/23/2022 Zoning District: CCS-1

Address/Location: 7141 4th Street North

Request: Variance to minimum setback for a proposed 20-ft high freestanding sign from 10-ft to 3-ft

Type of Application: Sign Variance Staff Planner for Pre-App: Mike Larimore

Attendees: Addie Mentry, Mike Larimore

Neighborhood and Business Associations within 300 feet:

Assoc.	Contact Name:	Email:	Phone:
Fossil Park N.A.	True Michaels	truemichaels@icloud.com	--
CONA & FICO	--	--	--

(See Public Participation Report in applicable Application Package for CONA and FICO contacts.)

Notes: Property developed in 2020 as a car wash use via Special Exception process

(SE #20-32000005). Existing sign (P#20-08000070) permitted as 36.8 sqft monument sign with 3-ft setback.

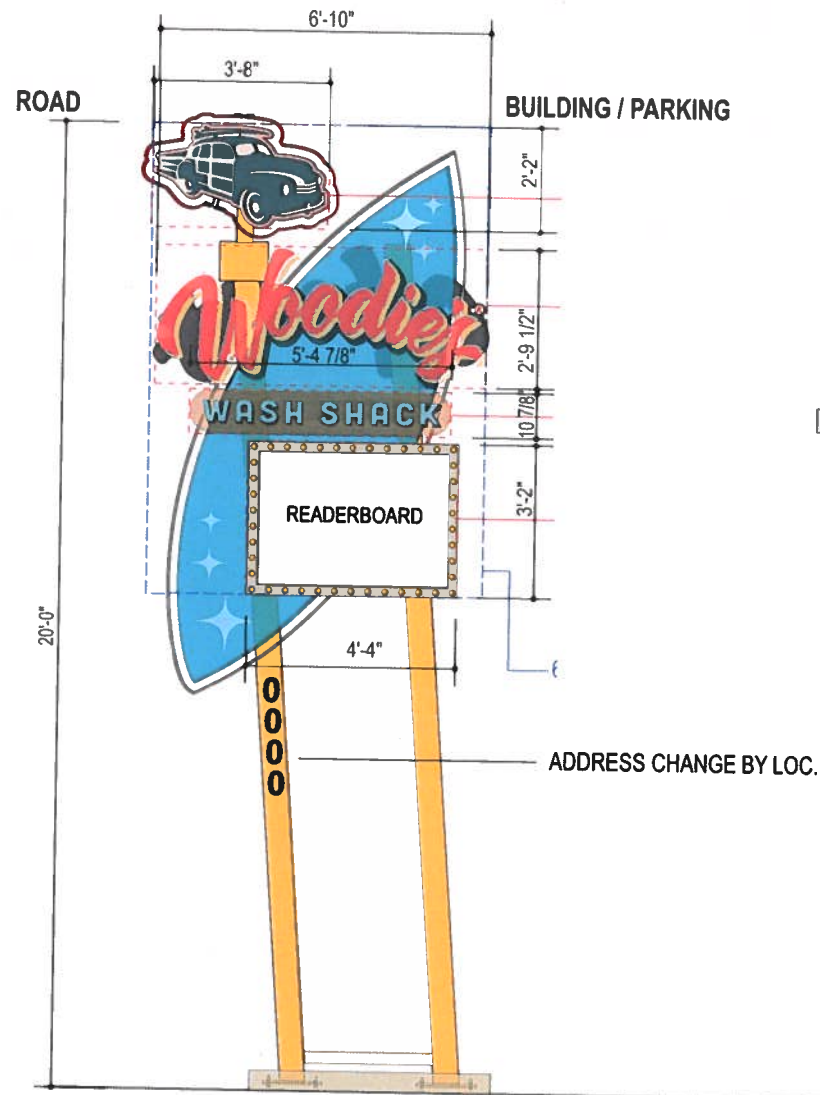
Proposed sign will replace monument sign with a 20-ft tall pylon sign with similar setback in similar location.

Sign visibility and existing conditions along 4th Street are central reasons for request.

Staff support unlikely.



PYL-W-1



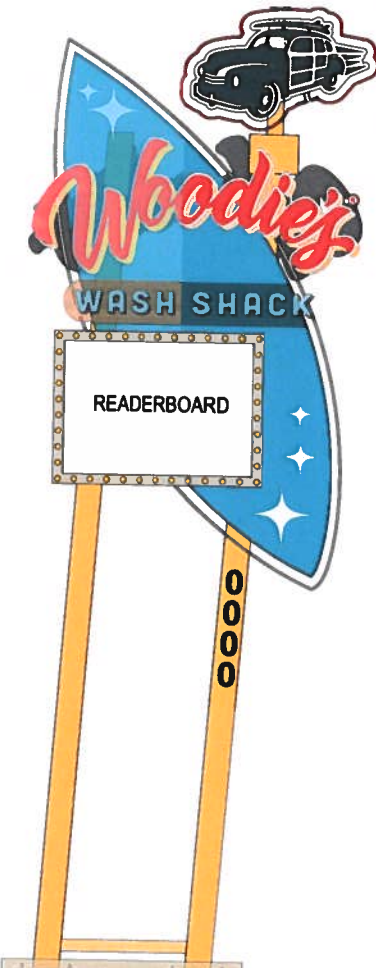
SIDE A

**A** Front View D/F Pylon Sign

Scale: 1/4"=1'-0"



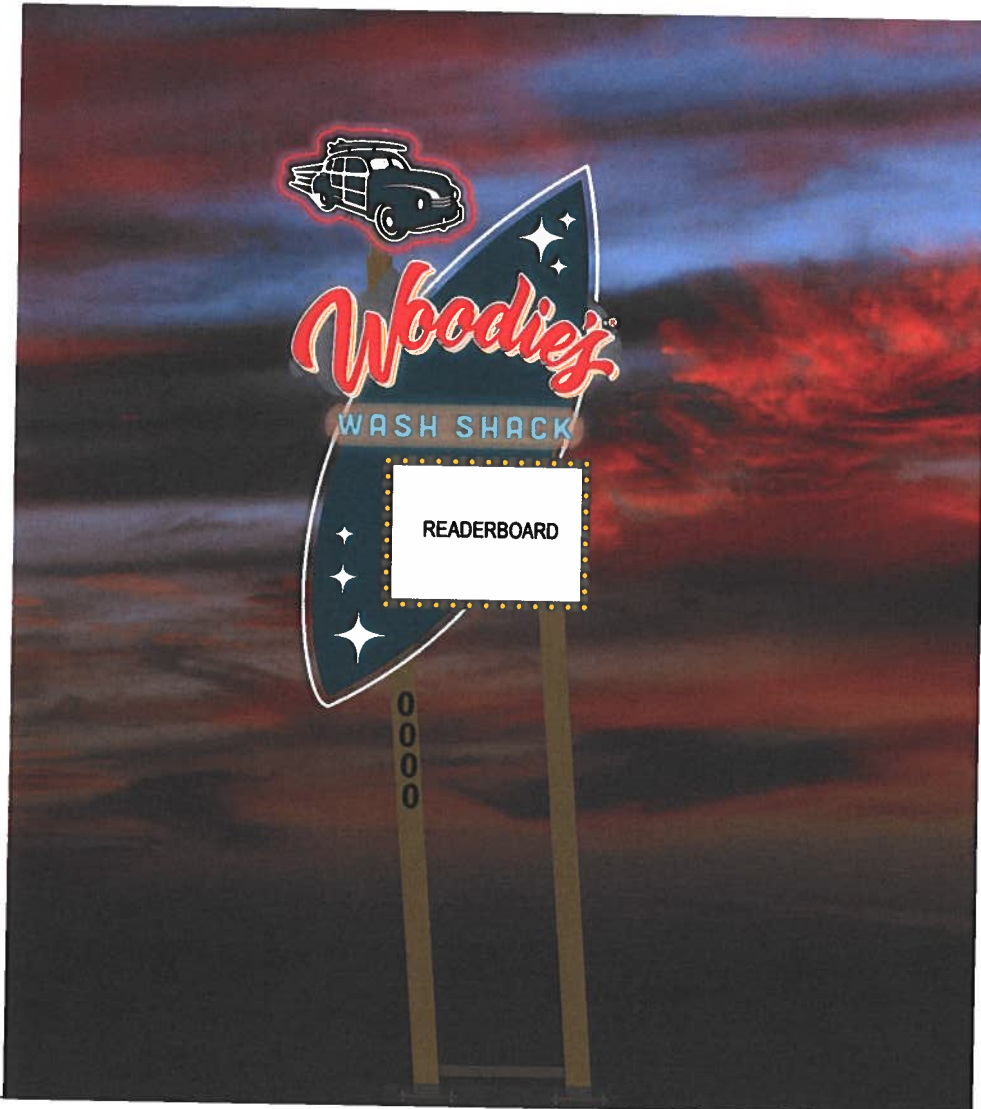
END VIEW



SIDE B

**A** Front View D/F Pylon Sign

Scale: 1/4"=1'-0"



SIDE A

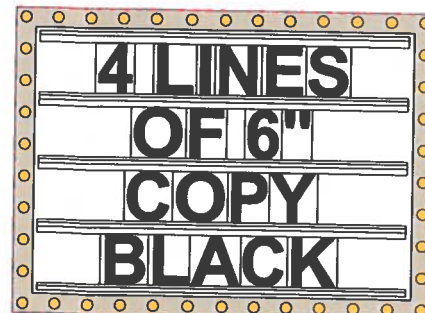
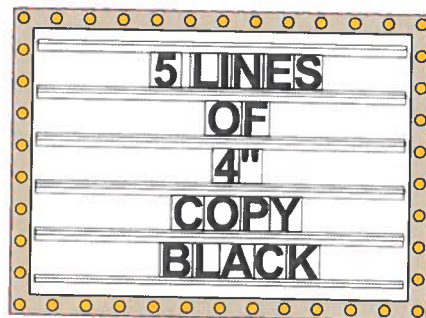
**A** Front View D/F Pylon Sign

Scale: 1/4"=1'-0"

**PRODUCTION NOTES**

- 1) LETTERS "WOODIE'S": 1" JEWELITE TRIM / .040"
- 2) LETTERS "WASH SHACK": FRONT IS 3/16" WHITE PLEX #7328 WITH TRANS VINYL ON 1ST SURFACE 1" JEWELITE TRIM / .040" ALUMINUM RETURN / .063" ALUMINUM BACK
- 3) BACKGROUND "WASH SHACK": FRONT IS 3/16" WHITE PLEX #7328 WITH TRANS WOODGRAIN DIGITAL PRINT ON 1ST SURFACE / 1" JEWELITE TRIM / .040" ALUMINUM RETURN / .063" ALUMINUM BACK
- 4) READER BOARD: FACE WHITE FLAT PLEX 3/16" #7328 / CLEAR ZIP TRACK ACCOMODATE 4" LETTERS BELOW RETAINERS APPLY VINYL TO 1ST SURFACE SIMULATE LIGHT BULBS / RETAINERS TO BE ONE PEACE 2 1/2" X 4 1/2" DEEP OUT OF .080" ALUMINUM / NOTE HOLES IN RETAINER FACE TO SIMULATE BULBS/ INSIDE RETURN AND BACK TO BE .080" ALUMINUM BROKE INTO ONE PIECE
- 5) SURFBOARD: FRAME TO BE 1 1/2" X 1 1/2" ANGLE KERF CUT / FACE TO BE .125" WITH ROUTED OUT TARS 1/2" PUSH-THRU WHITE PLEX #7328 / RETURNS TO BE .063" ALUMINUM ACCESS TO ELECTRIC / BACK TO BE .080 ALUMINUM

MUST HAVE CORPORATE APPROVAL FOR READER BOARD SELECTION



**PAINT NOTES:**

- ALL PAINTED SURFACES TO HAVE SATIN PAINT
- P1) PAINT TO MATCH PMS 311 BLUE
- P2) PAINT TO MATCH WHITE
- P3) PAINT TO MATCH PMS 1788 RED
- P4) PAINT TO MATCH PMS 7527 GREY
- P5) PAINT TO MATCH PMS 309C DK BLUE
- P6) PAINT TO MATCH PMS 120 YELLOW
- P7) PAINT TO MATCH PMS 486C YELLOW

**VINYL NOTES & DIGITAL NOTES:**



12801 Commodity Place  
Tampa, Florida 33626  
Phone: 800-804-4809  
Fax: 813-749-2311  
www.creativesigndesigns.com

PROJECT:  
**WOODIE'S WASH SHACK**  
SITE ADDRESS:  
7141 4TH ST. N.,  
ST. PETERSBURG, FL 33702

CRM / QUOTE:  
**27027-204140**

ACCOUNT MANAGER:  
JOSH SCHOCH  
PROJECT MANAGER / PROJECT LEADER  
JOSH WEBER / JIM DURRELL

DESIGNER: DRF  
DATE: 4/29/2022

NO.	DATE	DESCRIPTION
01	6/21/2022	REV. / DRF
02		
03		
04		



ALL ELECTRICAL COMPONENTS WILL BE UL 48 ELEC SIGNS AND APPROVED AS PER 2014 & 2017 NEC 600.3 AND MARKED AS PER NEC 600.4 THE INSTALLATION OF THE WIRING WILL BE DONE AS PER FBC 4505.4 AND DESIGNATED TO UL 48 ALL SIGNS ARE TO BE GROUNDED AND BONDED PER NEC 600.7 AND 250.122 AN ELECTRICAL DISCONNECT WILL BE PROVIDED PER NEC 600.6 ALL WIRING INSIDE LETTERING WILL BE LOW VOLTAGE UNDER UL SIGN ACCESSORIES MANUAL (SAM) E242084 LISTED AND APPROVED AS PER 2011 NEC 600.3 AND MARKED PER NEC 600.4 PRIMARY ELECTRICAL SOURCE TO BE SUPPLIED BY CUSTOMER WITHIN SIX (6) FEET OF SIGN ALL PRIMARY WIRING WILL BE #12 THWN DRAIN HOLES PER NEC 600.4(G) (1) DEDICATED 20 AMP CIRCUIT PER SIGN PER NEC 600.5

**Approval:**

- Approved
- Approved as noted
- Revise and resubmit

Approved: \_\_\_\_\_  
Date: \_\_\_\_\_

This Drawing and all reproductions thereof are the property of Creative Sign Designs and may not be reproduced, published, changed or used in any way without written consent.

SHEET:

**3**

FILE NAME:  
27027-204140\_WWS\_PERMITTED\_6-21-22



Woodiez  
COMING  
SOON!  
WASH SHACK

Woodiez  
NOW HIRING!  
Woodiez

Care Spot  
URGENT CARE





Woodie's COMING SOON!  
WASH SHACK



NOW HIRING!

ExtraSpace Storage

SECURITY  
24 HOUR  
VIDEO  
SURVEILLANCE  
PLACEMENT



The Council of Neighborhood Associations of South Pinellas County, Inc.  
P.O. Box 13693 • St. Petersburg, Florida • 33733

October 11, 2022

Development Review Commission Members  
175 5<sup>th</sup> Street North  
St. Petersburg, Florida 33701



In re: Woodie's Wash Shack Signage Variance, 7141 4<sup>th</sup> St N, St. Petersburg, FL 33702

Dear Commissioners:

When our city worked with the neighborhoods and others in the community to update our sign code in 2007 it was with the purpose of improving the appearance of our streetscape by reducing the number of oversize signs that blight and blot out views along our roadways. In the CCS-1 zoning district the subject business could by right install a sign by height at the following setbacks below. The applicant is asking for a variance to install a maximum height sign for CCS-1 (20 feet) at a non-conforming setback of 3 feet. They could instead just install a 10-foot sign at the 3-foot setback – as was done by an unrelated business located just across the street.

*(Cite: 16.40.120.5.5 - Freestanding signs—Requirements for placement, area, and height.)*

Setbacks:

- (1) Zero feet for signs that are six feet in height or less.
- (2) Three feet for signs that are ten feet in height or less, but greater than six feet in height.
- (3) Five feet for signs that are 15 feet in height or less, but greater than ten feet in height.
- (4) Ten feet for signs that are greater than 15 feet in height.

One purpose of our sign code is to reduce visual clutter while ensuring that business owners have the ability to communicate the presence of their business to motorists. A 20-foot sign this close to the roadway does not do a better job at this than a 10-foot sign at the same location. All a higher sign does is contribute to clutter and detract from the visual appeal of the area. This is in conflict with the reason for and the intent and prior application of our sign code.

There is no hardship here, nor any valid reason for the city to grant a variance request for an over height or oversize sign at this location. We ask that you deny this variance application.

Best regards,

*Tom Lally*

President

cc: Elizabeth Abernethy  
CONA Executive Committee  
CONA Member Neighborhoods