

Deviation Justification

1. Deviation 1 seeks relief from LDC Section 4.06.02, Buffer Requirements, which requires a 15' wide Type 'B' landscape buffer between commercial and residential (Estates zoned) parcels, to allow a 10' wide Type 'A' buffer.

Justification:

This deviation is requested along the southern property line where the PUD abuts an existing developed parcel containing a charter school.

2. Deviation 2 seeks relief from LDC Section 5.05.05.C.2.b., Canopy Sign Area, which limits the maximum sign area for the canopy to one twelve (12) square foot corporate logo to allow one fifty (50) square foot corporate logo on the north canopy front façade facing Golden Gate Parkway and two thirty (30) square foot corporate logo signs on the side facades facing east to Santa Barbara Boulevard and west facing the adjacent commercial parcel, if convenience store with fuel pumps is developed on the easternmost tract within the PUD.

Justification:

RaceTrac Petroleum, Inc. does not have a corporate logo similar to some other corporate gas station companies. The corporate logo for RaceTrac is their name and by limiting their logo to the allowed twelve (12) square feet results in an 8.4' wide sign with 1.4' high letters. With their letter size reduced the sign would be difficult to read on the canopy and possibly unrecognizable, if convenience store with fuel pumps is developed on the easternmost tract within the PUD.

In addition, RaceTrac wishes to have a recognizable appearance in Collier County. Color banding is prohibited; therefore, it is important that their logo on the fuel canopy to be recognizable. This recognition is important for motorist traveling on Golden Gate Parkway and Santa Barbara Boulevard who wish to enter the RaceTrac. The signage needs to be recognizable from a distance so drivers can safely maneuver as needed to enter the Project. Both roadways in front of the project are 6-lane major arterial roadways. With speeds under green light conditions approaching 50 MPH, vehicles travel nearly 75 feet per second. Allowing the drivers to recognize the destination in time to safely maneuver to the needed turning movements is a critical element of the canopy signage.



Deviation Justification

3. Deviation 3 seeks relief from LDC Section 5.05.05.C.2.b, Canopy Sign Location, which only allows canopy signs on the canopy face that is adjacent to a right-of-way to allow a canopy sign on the west side of the fuel canopy not adjacent to a right-of-way.

Justification:

RaceTrac Petroleum, Inc. has frontage on both Golden Gate Parkway to the north and Santa Barbara Boulevard to the east. Canopy signage is proposed along each of these rights-of-way and a canopy sign is also proposed on the west side of the fuel canopy. Although the west side of the fuel canopy is not adjacent to a right-of-way, the wide Golden Gate Parkway right-of-way and larger buffer required for facilities with fuel pumps limits the view to potential east-bound customers on Golden Gate Parkway until they are close to passing the site. In addition, RaceTrac is not allowed a color band on the fuel canopy and the proposed sign on the west-facing canopy allows potential customers to see the store sooner giving them more time to make necessary lane changes to safely enter the site.

The front canopy signage is relatively close and parallel to the roadway. In this alignment the motorist's view, detecting and reading a sign is generally restricted to quick sideways glances as the sign is approached and the angle of view becomes more constricted. The proposed signs on the ends of the canopy are to allow the preferred perpendicular signage, which can be recognized much easier by drivers.

