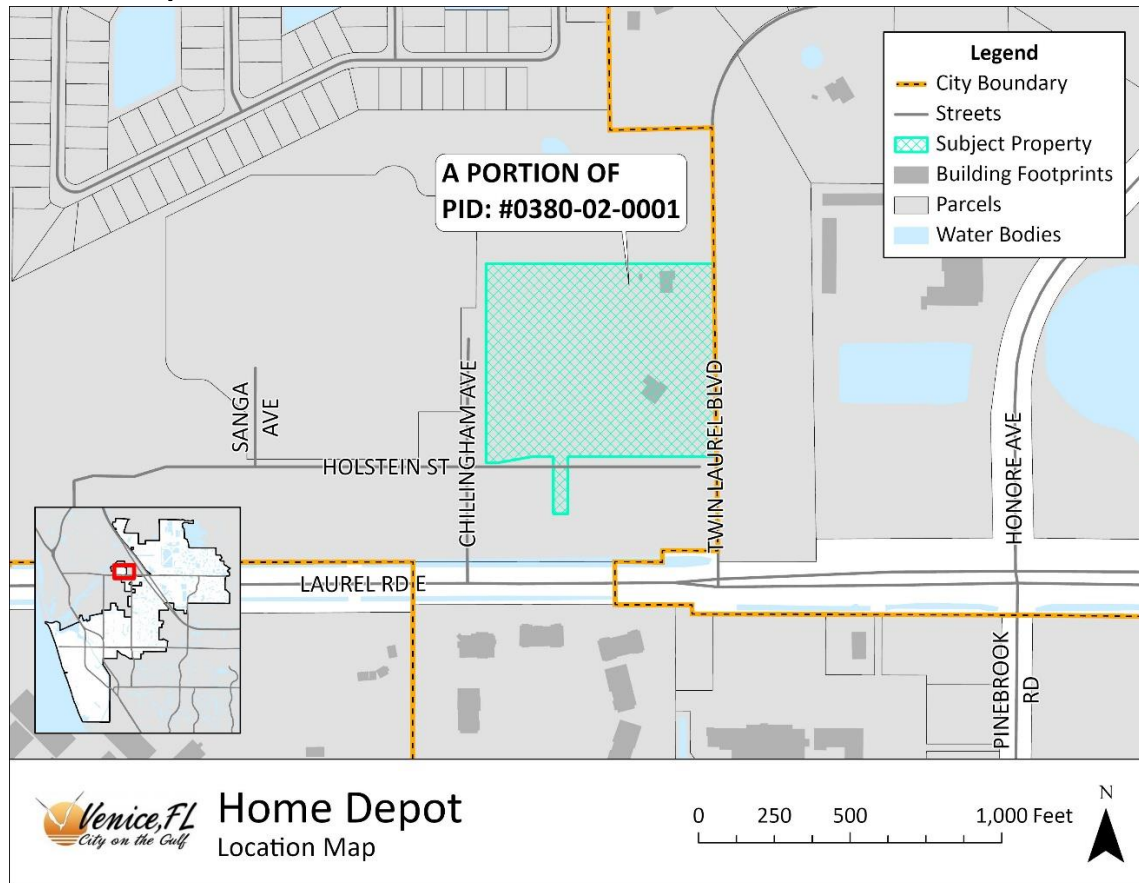


25-53DA Home Depot Staff Report



General Information

Address:	204 Chillingham Ave
Request:	Request for relief from Chapter 87 Sec. 3.5.3.B.5 for wall sign standards, Chapter 87 Sec. 3.7.5.C.2 for divider median landscaping, and Chapter 87 Sec. 3.9.3.8 for lighting pole height
Owner:	2001 Laurel LLC
Applicant:	Home Depot USA, Inc.
Agent:	Jackson R. Boone, Esq., Boone Law Firm
Parcel ID:	0380-02-0001
Parcel Size:	±11.29 acres
Future Land Use:	Mixed Use Corridor
Zoning:	Commercial General
Comprehensive Plan Neighborhood:	Laurel Road
Application Date:	August 6, 2025
Associated Petition:	25-51SP and 25-52CU

I. BACKGROUND AND EXISTING CONDITIONS

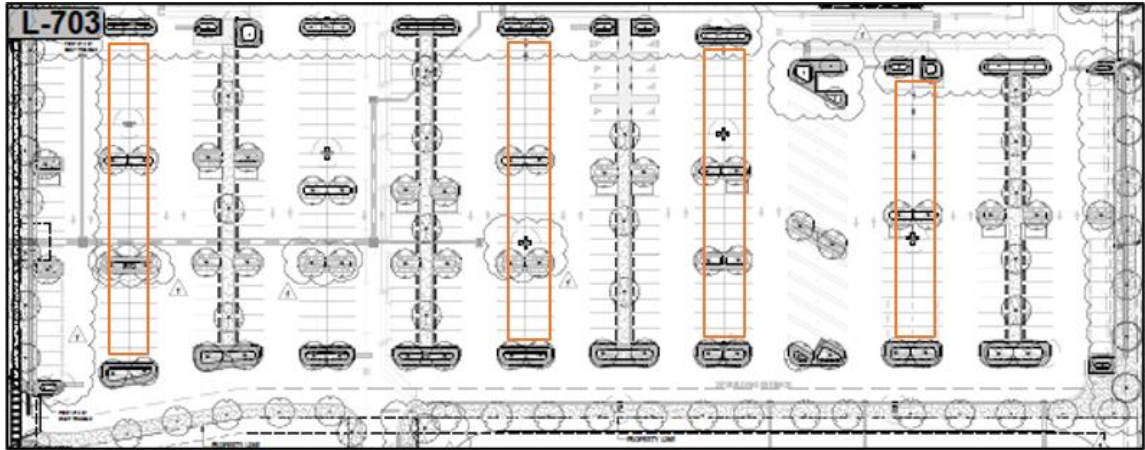
The subject property is a ±11.29 acre parcel within Venice Crossing (approved Preliminary Plat 25-16PP), located north of Laurel Road and west of Twin Laurel Boulevard. The property is located within the Laurel Road Neighborhood of the Comprehensive Plan, and it has a Future Land Use designation of Mixed Use Corridor (MUC). The requested design alternative is running concurrently with a Site and Development Plan and Conditional Use, Petitions 25-51SP and 25-52CU.

The applicant proposes three (3) design alternatives, all related to the unique nature of the proposed use. They include alternatives to Chapter 87 Section 3.5.3.B.5. Wall Signs, Chapter 87 Section 3.7.5.C.2 Landscape Divider Medians, and Chapter 87 Section 3.9.3.8. Parking Area Lighting. The applicant provided the following narrative justifications. Additionally clips from the relevant plans, along with outlining where needed, have been provided by staff.

- Chapter 87 Section 3.5.3.B.5. limits wall signage to 400 square feet. Due to the scale of the proposed use and the need to provide directional information to the public regarding location of the different services (i.e., garden center, lumber, equipment rental) a design alternative to allow wall signage up to 579 square feet is proposed. The proposed design alternative will provide necessary information to the public to direct them onsite in a safe and convenient manner to the services they are seeking while maintaining signage which is in scale with the proposed building.

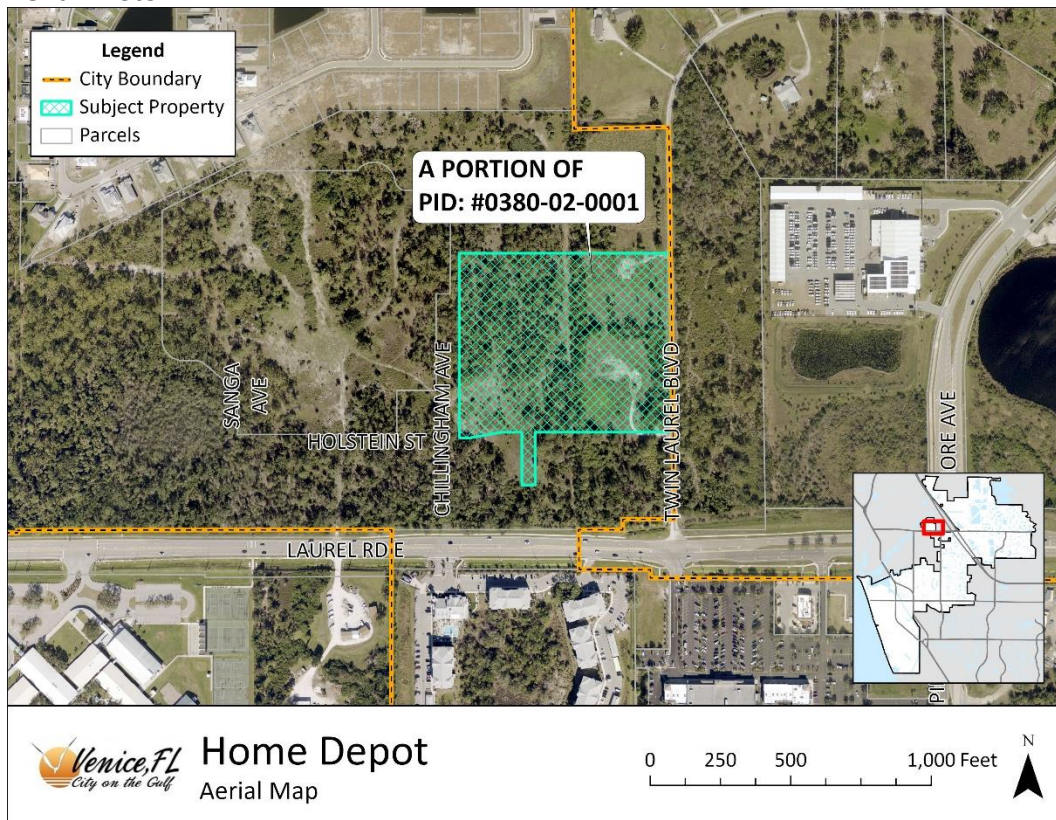


- Chapter 87 Section 3.7.5.C.2. requires landscape divider medians for all abutting rows of parking. While landscape divider medians are provided for many of the abutting rows of parking, a design alternative is requested for relief from the requirement due to the unique nature of services provided within the parking areas including a seasonal sales area, pro parking area, and rental vehicle area, Note: these areas are located within the parking lot and therefore affect the design of the parking, including the provision of divider medians, but they are provided in addition to the minimum parking requirements. For instance, landscape divider medians would be provided for every other row of parking in the main parking lot fronting the building; however, one is not provided in the angled row of parking designed to accommodate vehicles pulling trailers, which is an efficiency and safety design feature for the parking lot.



- Chapter 87 Section 3.9.3.8. limits light fixture height to thirty (30) feet within the center of a parking area, decreasing in height to a range of twelve (12) to fifteen (15) feet at the perimeter of the parking area. While light fixture heights are limited to a code compliant maximum of 30 feet, a design alternative is proposed to allow light fixture heights in excess of the 15 foot limit at the perimeter of the parking area. The proposed alternative will meet the intent of minimizing adverse impacts to adjacent properties, and the lights on the northern side of the property, where closest to the residential uses to the north although separated by the stormwater pond and wetland area, will be limited to a total of three fixtures 20 feet in height. In all other instances, where lights exceed 15 feet at the perimeter, they are adjacent to roadways serving the commercial center or other commercial parcels where they will not have adverse impacts.

Aerial Photo



II. PLANNING ANALYSIS

Staff reviewed the design alternative application to evaluate consistency with the City of Venice 2017-2027 Comprehensive Plan and compliance with the Land Development Code.

Consistency with the Comprehensive Plan

The following strategy is applicable to the petition for Design Alternative:

Strategy LU 1.2.9.c – Corridor

This strategy supports mixed use both horizontal and vertical. Non-residential uses are limited to Commercial and Institutional Professional. Except for Laurel Road Corridor, in which this project is located, large-scale, single use commercial buildings and uses including those requiring outdoor display of goods are not permitted within the Corridor (MUC).

Conclusions/Findings of Fact (Comprehensive Plan): *Analysis has been provided to determine consistency with Land Use Element strategies, the Laurel Road Neighborhood strategies, and other plan elements. As previously indicated, no inconsistencies have been identified. This analysis should be taken into consideration upon determining Comprehensive Plan consistency.*

Land Development Code

The subject petition has been processed with the procedural requirements for a design alternative. In addition, the petition has been reviewed by the Technical Review Committee.

1.11.3. Decision Criteria

Proposed design alternatives may be approved or denied separately or have stipulations imposed deemed appropriate for the request. The reviewing body shall consider the following criteria in making its determination:

1. Whether the design alternative is consistent with the stated purpose and intent of this LDR and with the Comprehensive Plan;

Applicant Response: The design alternatives are consistent with the intent of the LDR to provide high quality commercial development to serve the needs of the community in a safe and convenient manner.

2. Whether the design alternative will have a material negative impact on adjacent uses, and if so, whether the applicant proposes to mitigate the negative impact to be created by the proposed design alternative;

Applicant Response: The design alternatives will not have any negative impact on adjacent uses.

3. Whether the design alternative will permit superior design, efficiency, and performance;

Applicant Response: The design alternatives will allow for superior design efficiency and performance.

4. If applicable, whether the design alternative is necessary to preserve or enhance significant existing environmental or cultural features, such as trees, scenic areas, historic or archeological sites, public facilities, or similar; and

Applicant Response: Not applicable.

5. Whether the design alternative will result in a negative impact to the adopted level of service of public facilities.

Applicant Response: The design alternatives will not have a negative impact on adopted levels of service.

Summary Staff Comment: *The requested design alternatives are typical of the type of development requested.*

Conclusions/Findings of Fact (Compliance with the Land Development Code): *The proposed design alternative has all the required information for a decision to be made.*

III. CONCLUSION

Upon review of the petition and associated documents, Comprehensive Plan, Land Development Code, staff report and analysis, and testimony provided during the public hearing, there is sufficient information on the record to make a decision on Design Alternative Petition No. 25-53DA.