



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
PONTE VEDRA OVERLAY DISTRICT
November 30, 2022 Public Meeting
ARC 2022-10 Engel & Volkers

To: Architectural Review Committee
Staff: Sloane Stephens, Planner
Date: November 17, 2022

Applicant: Kelly Varn
 Taylor Sign & Design, Inc.
 4162 St. Augustine Road
 Jacksonville, FL 32207

Location: 190 A1A N.
FLUM: Res-C
Zoning: PUD (Ponte Vedra Lakes Office Park South PUD)

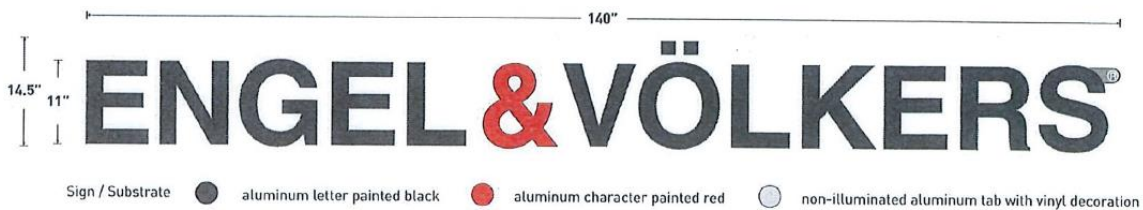
Applicable Ponte Vedra Zoning District Regulations: The Ponte Vedra Lakes Office Park South PUD text enacted through [Ordinance 2010-40](#) states that all signage shall be in compliance with the Ponte Vedra Zoning Regulations.

Section VIII.Q – Ponte Vedra Overlay District

The applicable standards and criteria shall apply to: (a) new projects; (b) certain exterior additions, remodeling and renovations to existing structures; and (c) certain changes to landscaping, buffers, signage and parking lots. The ARC shall be charged with determining compliance with the Development Standards and Criteria of Section Q.5.d Architectural Design Standards and Section Q.5.e, Design Elements and Materials.

Section X – Signs

Summary of Request: Applicant is requesting design approval for a new illuminated flush mount wall sign. Proposed sign is 14.1 square feet, with black and red lettering as pictured below:



[Type here]

Staff Review

Planning Division: The proposed signage complies with size requirements per PVZDR Section X.C.2a. The proposed white backlighting complies with PVZDR Section VII.Q.5d.4. In addition, PVZDR Section VII.Q.5d.4 also states, “Where a single Building, or group of related Buildings contains more than one (1) store or business front, all Wall Signs shall be of similar style and shall be compatible and uniform in terms of size, color and any lighting.”

Provided below is an image of the shared building’s neighboring business front for reference:



In addition, the following signs have previously been approved at this location:



[Type here]

PVZDR Section VIII.Q.5 – Development Standards and Criteria (provided in part)

d. Architectural Design Standards

The pleasing and compatible relationship of architecture along Roads in the Overlay District is of important public concern. The architectural design of Structures and their materials and colors must be visually harmonious with the overall appearance, history and cultural heritage of Ponte Vedra, and also with natural Land forms and existing vegetation. Compatibility with existing adjacent Structures and other approved development plans must also be considered. The intent of these standards is not to restrain diversity or innovative architecture, but to reduce incompatible and adverse impacts, and to insure an aesthetically pleasing environment. To accomplish this, the following standards shall apply to the review of proposed Buildings, renovations and related site improvements.

(4) Where a single Building, or group of related Buildings contains more than one (1) store or business front, all Wall Signs shall be of similar style and shall be compatible and uniform in terms of size, color and any lighting. Any back-lighting or appearance of lighting shall be white in color.

(5) The color and materials of Signs shall be compatible with the architectural style, color and materials of the related commercial or multi-Family Building.

PVZDR Section X.C.2 – Number and Size of Signs Permitted (provided in part)

- a. Shall be limited to one (1) Wall Sign upon the front elevation of the Building. When such Building abuts both on front and side Streets, one (1) Wall Sign may also be located upon the side Street elevation of the Building. The total Wall Sign area for each Building establishment shall not exceed twenty-four (24) square feet per face.
- b. Where a Building is divided into units for several businesses, one Wall Sign as specified above is authorized for each such business. In addition, each business located therein may have one double-faced hanging Sign under covered walkways with maximum dimensions two (2) feet vertical by four (4) feet horizontal.
- c. One (1) Awning Sign may be substituted, on the front elevation of the Building, for a Wall Sign. A window identification Sign may be substituted for a Wall Sign
- d. In construing the provisions of this section, Signs erected within or upon show windows, display windows or doors containing letters not exceeding six (6) inches in height shall not be counted in computing the number of Wall or Hanging Signs.
- e. One (1) Ground Sign of the following maximum sizes, in addition to Wall Signs, may be installed when used in connection with a business conducted on the premises, and shall be on-site. Said Sign may be double-faced and shall not create a traffic hazard or endanger the public safety.
 - i. For uses occupying five (5) acres or less, the total Ground Sign Face Area shall not exceed thirty-two (32) square feet per Sign face. For uses occupying more than two (2) acres, one such Sign is authorized for each Street Frontage.
 - ii. For shopping/office centers occupying more than five (5) acres, the total area per face may not exceed eighty (80) square feet, and one such Sign is authorized for each Street Frontage. The provisions of the Overlay District shall apply.
- f. For office and professional Buildings with multiple tenants, one (1) directory Sign containing the names of individuals, organizations or businesses occupying the Building not exceeding fifteen (15) square feet per face area.
- g. Signs installed with molded letters shall be measured at the most extreme limits of length and width and the area shall be computed from these measurements for conformance to the face area limitations.

[Type here]

Staff review shows there are no open comments on this application. A Pre-application Meeting was not held with the Planning Division. Attached for consideration are:

Application
Site Plan
Drawings & Renderings

CORRESPONDENCE

No correspondence has been received since the writing of this report.

SUGGESTED ACTION TO APPROVE

The Design Review Board may consider a motion to approve **ARC 2022-10 Engel & Volkers**, as described within the application, provided:

1. The request complies with the Ponte Vedra Zoning District Regulations relating to design standards and is consistent with the intent and purpose of the Ponte Vedra Zoning and Overlay Regulations.

SUGGESTED ACTION TO DENY

The Design Review Board may consider a motion to deny **ARC 2022-10 Engel & Volkers** provided:

1. The request does not comply with the Ponte Vedra Zoning District Regulations; the proposed design standards are not compatible with the purpose and intent of the Ponte Vedra Zoning and Overlay Regulations.



Application for Overlay District Review
 Growth Management Department
 Planning and Zoning Section
 4040 Lewis Speedway, St. Augustine, FL 32084
 Phone: 904.209.0675; Fax: 904.209-0576

Date 10/18/22 Overlay District PV Property ID No (Strap) 0511600000

Applicant Taylor sign & design, Inc. Phone Number 904-396-4652

Address 4162 St. Augustine Rd. Fax Number

City Jax State FL Zip Code 32207 E-mail kvarn@taylorsignco.com

Project Name Engel & Volkers

Project Address & Location 190 AIA N ponte vedra, FL 32082

Type of Review Commercial Use Multi-family Use Other:
 Check all that apply

The Project Involves New Building Changes to an existing Building Exterior Repainting Signage (Individual)
 Check all that apply
 Unified Sign Plan Fences / Walls Parking / Lighting Landscaping / Buffers
 Other:

Describe Project and work proposed to be done (Provide additional information by attachment as needed)

Installation of flush mount wall sign
"Engel & Volkers" 140" (W) x 14.5" (H) = 14.1 #
15% color allowed = 2.12
Red "4" = 11.5" (W) x 10" (H) = .8 #

I HEREBY CERTIFY THAT ALL INFORMATION IS CORRECT:
 Signature of owner or person authorized to represent this application:

K. Varn
 Signed By

Printed or typed name(s) Kelly Varn

Contact Information of person to receive all correspondence if different than applicant:
 Phone Number Fax Number E-mail
 Postal Address Name
 City State Zip Code

Please notify the Planning and Zoning Section at 904.209.0675 if you need any special assistance or accommodations to attend the meeting or if you have any questions concerning this application.

Please list any applications currently under review or recently approved which may assist in the review of this application including the name of the PUD/PRD:

LETTER OF AUTHORIZATION

Affidavit

To Whom It May Concern:

This letter authorizes **Taylor Sign & Design, Inc.** (or their Agents or Subcontractors) to act as Agent, to secure permits or variances required by the local governing body, and to perform sign or awning installations, removals, or maintenance at the property located at:

Property Address: **190 US Highway A1A N, Ponte Vedra Beach, FL**

Company Name: **Ardell Marina, Inc.** Phone Number: **949-642-1626**

Name: **Sam Pavoni** Title: **CFO**

Address: **567 San Nicolas Drive, Suite 220**

Newport Beach, CA 92660

SIGNATURE OF PROPERTY OWNER/AGENT

STATE OF California

COUNTY OF Orange

Sworn to and subscribed before me this 23 day of AUGUST 2022.

Signature of Notary State of _____

Print or Type Commissioned Name of Notary Public _____

Personally Known () OR Produced Identification ()

Type of Identification Produced: _____ Commission Expires _____

(Notary Stamp or Seal Required)

*See attached
CA Jurat*

CALIFORNIA JURAT WITH AFFIANT STATEMENT

GOVERNMENT CODE § 8202

- See Attached Document (Notary to cross out lines 1-6 below)
- See Statement Below (Lines 1-6 to be completed only by document signer[s], not Notary)

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

Signature of Document Signer No. 1

Signature of Document Signer No. 2 (if any)

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California

County of Orange

Subscribed and sworn to (or affirmed) before me

on this 23 day of Aug., 2022
by Sam Pavoni
Date Month Year

(1) Sam Pavoni

(and (2) _____),
Name(s) of Signer(s)

proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

Signature Susan W. Manrow
Signature of Notary Public



Place Notary Seal and/or Stamp Above

OPTIONAL

Completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: Letter of Authorization

Document Date: 8/23/2022 Number of Pages: _____

Signer(s) Other Than Named Above: _____

wall sign



A1A N



A

Chase Mortgage
Chase Bank



Gate Gas Station

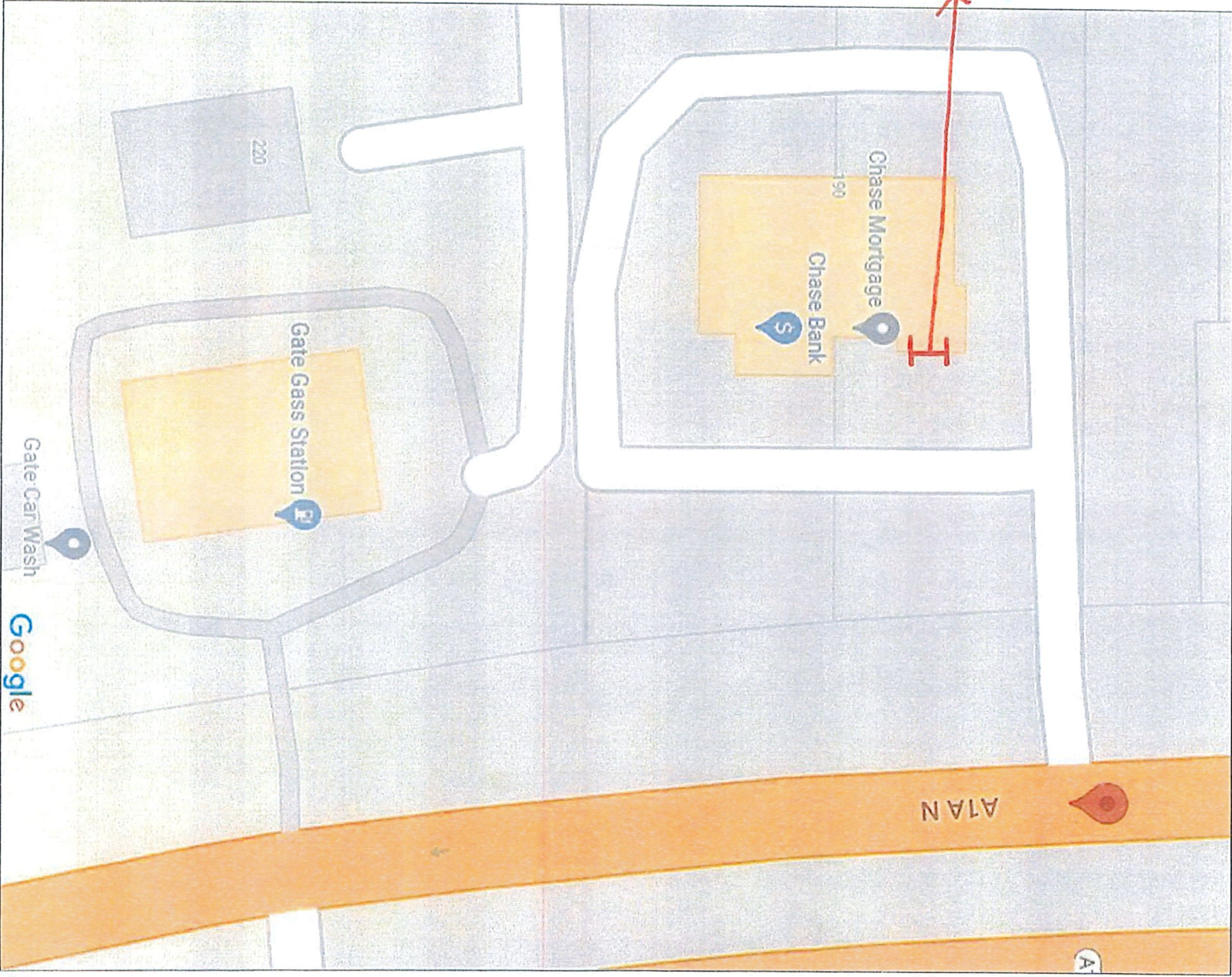


Gate Car Wash



220

Google



ENGEL & VÖLKERS - CHANNEL LETTER - 190 A1A N, PVB

Proposed Signage



Existing Conditions

TAYLOR
Sign & Design, Inc.
COMMERCIAL SIGN TECHNOLOGIES
State Certified # ES12000117
www.taylorSignCo.com
4162 St. Augustine Rd - Jacksonville, FL 32207
Phone# 904.396.4652 • Fax# 904.396.3777

ENGEL & VÖLKERS

Contact: Corey Hastings
Phone#: 904.731.8806
Email: corey.hasting@evrealestate.com

Address: 190 A1A N,
Ponte Vedra Beach, FL
32082

Date: 08.02.2022
Options: OPT 3
SO #:

Zoning: PV Overlay - 24 sq ft max / 10% color
Saved as: EV - PVB - V3.PDF

Salesperson: Chris Taylor
Designer: Signe Grozier

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This sign meets or exceeds 132 mph wind zone requirements as per 2020 Florida Building Code.

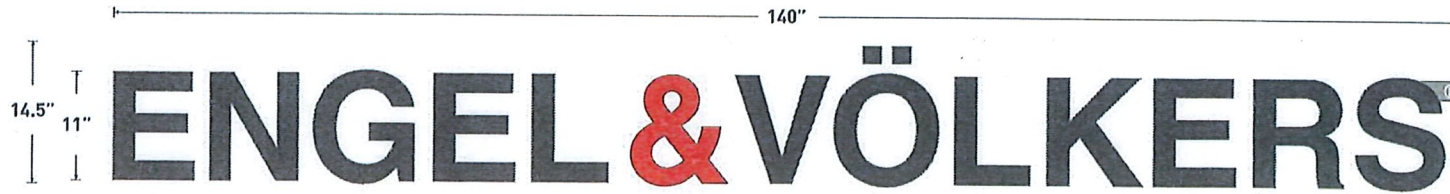
Please ensure all colors, dimensions, verbiage, layout, etc. are correct before approving rendering. Colors portrayed on proof may not match final product due to the difference between digital and pigmented colors. Once artwork is approved, you will be responsible for 1/2 of the re-make cost should any problems be found after installation.

APPROVED BY _____

DATE _____

ENGEL & VOLKERS - CHANNEL LETTER - 190 A1A N, PVB

Proposed Signage



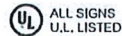
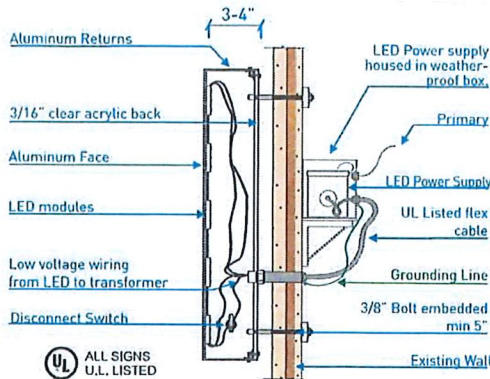
Sign / Substrate ● aluminum letter painted black ● aluminum character painted red ● non-illuminated aluminum tab with vinyl decoration

Zoning:
PVB - 24 sq ft max / 15% color
Building:
42' x 17.5' = 24 Sq Ft. Allowed
Sign:
140" x 14.5" / 144 = 14.1 Sq Ft. Proposed
"&" - 11.5" x 10" - 0.8 sq ft // 5.7% color

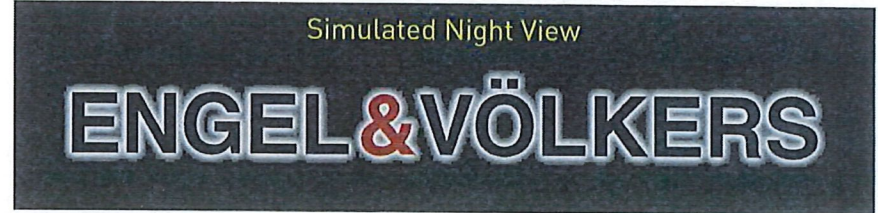
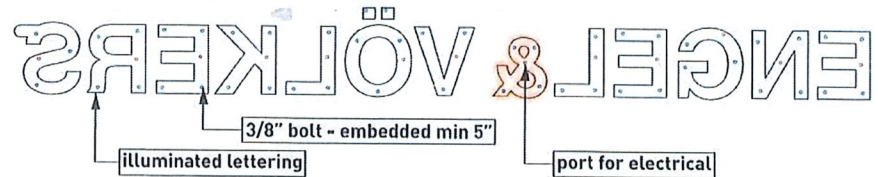
WIND DESIGN CRITERIA	
WIND VELOCITY	132 MPH
RISK CATEGORY	II
EXPOSURE CATEGORY (MMRF)	C
INTERNAL PRESSURE COEFFICIENT	+0 -0
COMPONENT & CLADDING PRESSURES	30.8 PSF
FORCE COEFFICIENT	1.7

1. Design wind pressure in conformance w/ FBC-2020 Ed Ref. ASCE7. See chart for design criteria per ASCE7-16.

Illuminated Channel Letters (LED)



REAR VIEW



TAYLOR
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COMMERCIAL SIGN TECHNOLOGIES
State Certified # E:SI2000117
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Phone# 904.396.4652 • Fax# 904.396.3777

ENGEL & VOLKERS

Contact: Corey Hastings
Phone#: 904.731.8806
Email: corey.hasting@evrealestate.com
Address: 190 A1A N,
Ponte Vedra Beach, FL
32082

Date: 08.02.2022
Options: OPT 3
SO #:
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This sign meets or exceeds 132 mph wind zone requirements as per 2020 Florida Building Code.

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