



**GROWTH MANAGEMENT DEPARTMENT STAFF REPORT**  
**PALM VALLEY OVERLAY DISTRICT**  
**January 24, 2024 Public Meeting**  
**ARC 2023-17 The Boathouse**

**To:** Architectural Review Committee  
**Staff:** Brandon Tirado, Planner  
**Date:** January 17, 2024

**Applicant:** Charles Knight  
Heritage Signs, Inc.  
PO Box 236  
Green Cove Springs, FL 32043

**Location:** 240 A1A North  
**FLUM:** Commercial  
**Zoning:** R-3 Commercial District

**Applicable Standards:** Ponte Vedra Zoning District Regulations

**Summary of Request:** Applicant is Requesting design approval to install one (1) set of flush mounted LED lighted channel letters and non-lighted flash cut letters, located at 240 A1A North, within the Merchants Plaza Shopping Center. The applicant has confirmed they will be providing physical color/material samples for the Board to review at the scheduled hearing.

**Staff Review**

**Planning Division:** The subject site is located within the Merchants Plaza Shopping Center, on the west side of A1A North, approximately 0.84 miles north of the intersection of Solana Road and A1A N. The proposed New Boathouse Restaurant will occupy the tenant space of former Zoë's Kitchen location within the Merchants Plaza Shopping Center

The colors and materials of the proposed signage appears to be consistent with PVZDR Section VIII.Q.5.(e). Design Elements and Materials. The proposed design and colors appear subdued and in harmony with the overall expectations of the Ponte Vedra Overlay District. The applicant has proposed the wall sign to be black channel lettering with black returns. The wall sign as proposed may be inconsistent with other signs in neighboring shopping centers. The closes example of a similar sign can be found on the neighboring building wall sign (Brower Financial Group) that features darker colored lettering. Additionally, when lit at night, the channel letter LEDs will illuminate the sign in a white color. Below is the sign details and rendering:

**Figure 1:**



**Applicable Standards:**

PVZDR Section Q.5.a

(7) The location and dimensions of Wall Signs shall maintain compatibility with architectural materials, finishes and features of the Building. Wall signs shall be directly mounted on the surface of the building and shall not be mounted on raceways or other such protrusions from the surface of the building.

PVZDR Section X.C Number and Size of Signs Permitted in R-3 Commercial District and R-4 Recreational District.

1. For all uses permitted in the R-2 Districts, the same Regulations as in the R-2 Districts shall apply (R-3 District Only).
2. All other uses:
  - 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.

(1) 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.

(2) 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.

Staff review shows there are no open comments on this application at the time of writing this staff report. A Pre-application Meeting was not held with the Planning Division.

Attached for consideration are:

- Application
- Renderings

#### **CORRESPONDENCE**

Staff has not received any phone calls or letters regarding the proposal as of the writing of this Staff Report.

#### **SUGGESTED ACTION TO APPROVE**

The Design Review Board may consider a motion to approve **ARC 2023-17 The Boathouse**, 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 2023-17 The Boathouse**, provided:

1. The request does not comply with the Ponte Vedra Zoning District Regulations 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  Overlay District  Property ID No (Strap)

Applicant  Phone Number   
 Address  Fax Number   
 City  State  Zip Code  E-mail

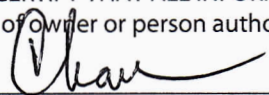
Project Name

Project Address & Location

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)

Provide & install one set of flush mounted LED lighted channel letters to read: "The Boathouse" & non-lighted flat cut out letters to read "Sushi+Seafood+Raw Bar". The (7.5"x12.75"=.6 sq ft) Boathouse (24"x125"=20.8 sq ft) Sushi+Seafood+Raw Bar (4"x97"=2.6 sq ft) Total sq ft=24. Channel letters to have black returns, black trimcap, white faces, and light white. Flat cut out letters to be 3/8" routed black acrylic. Sign to be centered on sign band. Channel letter faces to have black perf vinyl on them and look black during day.

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

Printed or typed name(s)

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:



Proposed Night View - NTS



Photo Overlay - Internally Illuminated Letters

1/8" = 1'-0"

QTY: 1



$.6 + 20.8 + 2.6 = 24 \text{ S.F.}$

Front Elevation and End View - Internally Illuminated Letters

1/2" = 1'-0"

QTY: 1



1282 Energy Cove Ct.  
Green Cove Springs, FL 32043  
904-529-7446  
904-529-1567 fax

Client:  
The Boathouse  
240 A1A North Suite 5  
Ponte Vedra Beach, FL. 32082  
Date: 11.14.23

DWG NAME:  
TBH100-R2

Revision:  
10.24.23 R1  
10.31.23 R2

Salesperson: C. Knight

Drawn By: T. Beach

Client Approval/Date:  
 Landlord Approval/Date:  
Notes:



Burn rate on plastic as measured by ASTM D-635 is 1.8 inches per minute

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