



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
PONTE VEDRA OVERLAY DISTRICT
5/25 2022 Public Meeting
Watson Realty - ARC21-6

To: Architectural Review Committee
From: Jacob F. Smith, Senior Supervising Planner

Applicant: Jill Riley
Harbinger Signs
5300 Shad Rd.
Jacksonville, FL

Location: 615 A1A N
Zoning / FLUM: R-3/Commercial
Standards: PVZDR – PartVIII.Q & X

ARC21-6 Watson Realty

Summary of Request: Request for design approval for monument and wall sign reface.

PVZDR Section VIII.Q.d(4&5); Regulations related to sign colors within the Ponte Vedra Overlay are provided below (in part):

- (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.
- (6) New Ground Signs and alterations to existing Ground Signs requiring an ARC review shall be externally illuminated.

PVZDR Section X; Regulations related to Signage In R-3 Zoning are provided below (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.

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.

Staff Comments

This item was previously heard the the Ponte Vedra ARC on November 24th, 2021. The item was labeled in order to allow the applicant to revise their proposed signage.

Staff finds that the proposed sign dimensions appear consistent with the requirements of the Ponte Vedra Overlay Regulations. Staff further finds that the proposed color of the signage appears consistent with the intent of the Overlay regulations.

ACTION – ARC21-6 Watson Realty

ACTION TO APPROVE

The Architectural Review Committee may consider a motion to approve **ARC21-6 Watson Realty**, as described within the Application, provided:

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

ACTION TO DENY

The Architectural Review Committee may consider a motion to deny **ARC21-6 Watson Realty**, as described within the Application, provided:

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

ATTACHMENTS: Applications and Supporting Documents



S1

D/F Non-Illuminated Monument Cabinet

Remove non-illuminated sign from existing base. Replace with new non-illuminated cabinet with aluminum construction & aluminum 1/4" flat cut aluminum graphics. Paint sign in colors noted.

Construction drawing required for mounting specifications.



existing internal pipes (4.65" OD, 84" OC); cut to height in field

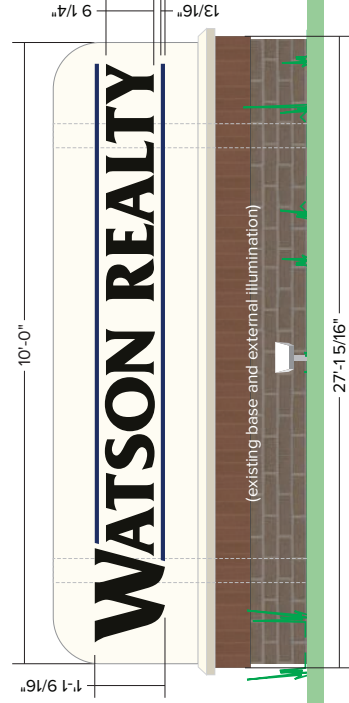
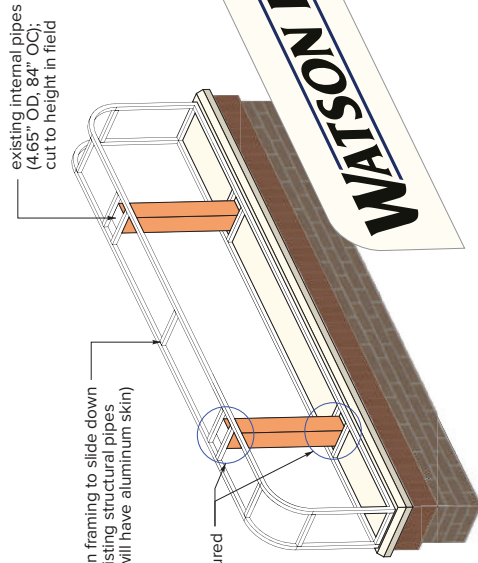
new sign framing to slide down over existing structural pipes (frame will have aluminum skin)

new framing to be secured to existing structure

Paint faces & returns PMS 7499 Cream

Paint PMS 281c

Paint black, satin finish



Scale: 1/2" = 1'-0" | sf = 21.7

Drawing # **C70144**
OE **143425**

Address: 615 Florida AIA
City/ST: Ponte Vedra Beach, FL

Date: 12/14/21
Designer: PB PM: LB

File Location: STND CSTM X
Draw/Client/ AS CR EN

Revisions:
Selected option LPV L12122
X
X
X
X

Underwriters Laboratories, Inc.
Sign components to be in strict UL compliance.

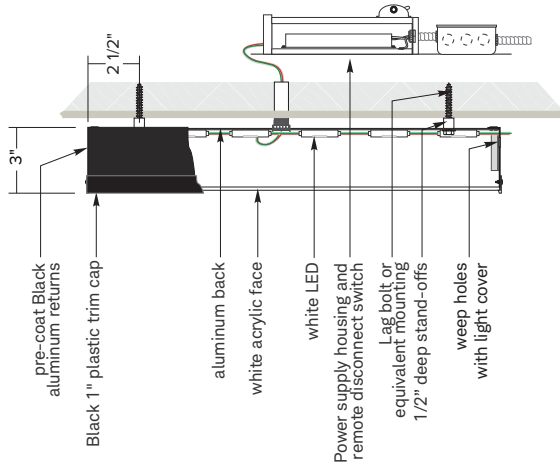
All dimensions are imperial unless specified metric. Items are scaled as noted when printed on an 11x17 sheet.



S2

Replacement Illuminated Letterset

Remove existing letterset, patch and paint fascia to like-new condition. Replace with new internally illuminated remote wired letterset.



18'-0 7/16"

WATSON REALTY

Scale: 3/4" = 1'-0" | sf = 28.56

Drawing # **C70144**
 OE **143425**

Address: 615 Florida AIA
 City/ST: Ponte Vedra Beach, FL

Date: 07/19/21
 Designer: PB PM: LB

File Location:
 Drive/Client/ AS CR EN

Revisions:
 Added option - KE-12, 29, 21
 Selected option, added "W" art I/PV/11/21/22

X	X
X	X
X	X
X	X



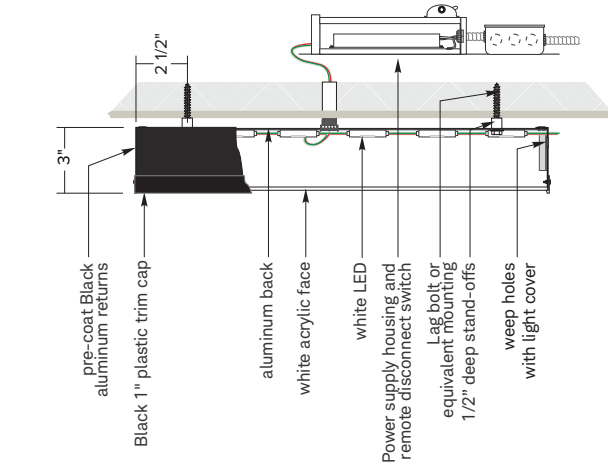
Underwriters Laboratories, Inc.
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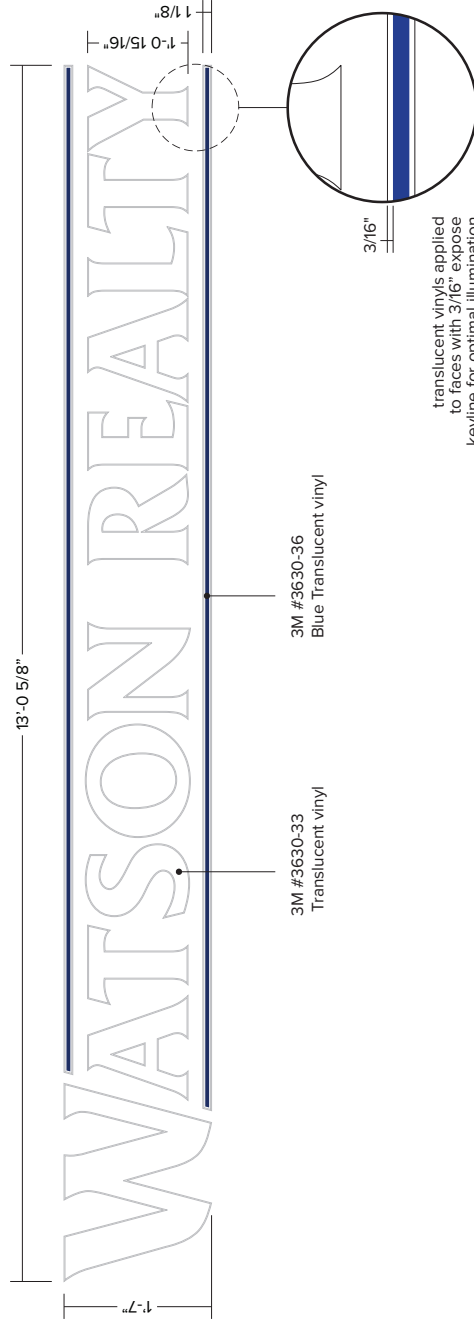


S3 Replacement Illuminated Letterset

Remove existing letterset and repair as required. Replace with new internally illuminated remote wired letterset.



42 1/2"



Scale: 3/4" = 1'-0" | sf = 20.6

Drawing # **C70144**
OE 143425

Address: 615 Florida AIA
City/ST: Ponte Vedra Beach, FL

Date: 07/19/21
Designer: PB PM: LB

File Location: Drive/Client/ STND CSTM
 AS CR EN

Revisions:

Selected option LPV L12122	X
	X
	X
	X

	X
	X
	X
	X

UL Underwriters Laboratories, Inc. Sign components to be in strict UL compliance.

All dimensions are imperial unless specified metric. Items are scaled as noted when printed on an 11x17 sheet.

