



**GROWTH MANAGEMENT DEPARTMENT STAFF REPORT**  
**PALM VALLEY OVERLAY DISTRICT**

**April 26, 2023 Public Meeting**  
**ARCCC 2023-02 & NZVAR 2023-02 Palm Valley Family Dentistry**

**To:** Architectural Review Committee  
**Staff:** Sloane Stephens, Planner  
**Date:** April 18, 2023

**Applicant:** Chuck Knight  
Heritage Signs  
PO Box 235  
Green Cove Springs, FL 32043

**Location:** 3791 Palm Valley Road  
**FLUM:** Commercial (CM)  
**Zoning:** Commercial, General (CG)

**Applicable St. Johns County Land Development Code (LDC) Sections:**

Section 3.06 – Palm Valley Overlay District  
Section 10.04.03 – Non-Zoning Variances

**Summary of Request:** Applicant is requesting design approval for additional signage, and for a Variance to the sign requirements of LDC Section 3.06.09.C to allow for additional signage for a dental office. Staff notes that a previous Variance (PNZVAR 2013-02) was granted in 2014, which allows a second sign to be erected on a side elevation of the multi-tenant building. This Final Order is attached as a reference.

**STAFF REVIEW**

**Planning Division:** The subject property is located 3791 Palm Valley Road. The business currently occupies Suites 203, 204, 205, and 206. There is wall signage currently on the side of the building seen from the roundabout (23.83 square feet, “Palm Valley Family Dentistry”), and wall signage over Suite 204 (19.75 square feet, “FAMILY DENTISTRY”). This applicant seeks wall signage over Suite 205 (15.75 square feet, “PALM VALLEY”) to complete business name.



The proposed additional signage for the front of the business appears to have the same shape, colors, font, and style of the existing signage.



LDC Section 3.06.09 – Signage

A. General provisions applying to all subject signage in the Palm Valley Overlay District

- 2. 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.
- 3. The color and materials of Signs shall be compatible with the architectural style, color and materials of the related commercial or multi-family Building. Any icons that are not similar to and compatible with the architectural style, color, and materials of the related commercial and multi-family building shall be restricted to a maximum fifteen percent (15%) of the advertising display area of the sign, unless additional area is approved by the ARC.
- 4. The location and dimensions of Wall Signs shall maintain compatibility with architectural materials, finishes and features of the Building.
- 8. Wall Signs shall be mounted directly upon wall surfaces, and shall not be mounted upon raceways or other protrusions from the wall surface.
- 10. Any lighting shall be white in color for all signs, unless different lighting is required by the County for purposes of protecting turtles. Signs using external lighting must conceal and shield the lighting.

C. Number and size of signs permitted for commercial properties

- 2. In addition to the above Signs, a commercial use is allowed one permanent wall Sign not to exceed twenty-four (24) square feet and may be allowed on each street side of the Building.
- 3. Where a Building is divided into units for several businesses, one permanent (1) wall Sign as specified above is authorized for each such business, not to exceed twenty-four (24) square feet in advertising display area. 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.

LDC Section 3.06.13 – Lighting Criteria

Architectural lighting shall be recessed under roof overhangs or generated from a concealed light source, or low level light fixtures. Site lighting shall be of low-intensity, shall be of white light which does not distort colors and shall not spill over into adjoining properties, roadways or in any way interfere with the vision of oncoming motorists. Specifically, lighting shall be downward facing full cut-off, no higher than twenty (20) feet and shall have a maximum illumination level of 0.30 footcandles at ground level at the lot line.

LDC Section 10.04.03 – Non-Zoning Variances To Be Considered As Part Of Development Review (provided in part)

A. Recommendation of Approval and Authority

2. If the non-zoning variance involves a deviation from the requirements of Part 3.06 thru Part 3.10 of the Code, the applicable overlay review board shall hear and determine whether to approve the item at a public hearing instead of the BCC. The Overlay review board must use the criteria in Section 10.04.03.B to approve a request to a non-zoning variance to the applicable overlay section. Appeals to overlay decisions may be appealed to the Board of County Commissioners pursuant to Section 9.07.04.

B. Required Findings

1. There are practical difficulties in carrying out the strict letter of the regulation.

*There are practical difficulties in carrying out the strict letter of the regulations because the property is located on a “roundabout” and the front of the building faces the interior of the center and is not visible from the roadway. Additional signage is practical to properly identify the tenant.*

*a. The distance of the front sign from the road is 102'. b. The speed limit on the road is 40 mph decreasing to 20 mph on the roundabout.*

*c. The front sign is not visible from the Palm Valley Road.*

*d. The sign is designed to fit the architecture of the building and to match existing signage.*

2. The Variance request is not based exclusively upon a desire to reduce the cost of developing the site.

*The Variance request is not based exclusively upon a desire to reduce the cost of developing the site. Additional signage would further develop the site and provide visibility for the tenant making the space more desirable.*

3. The proposed Variance will not substantially increase congestion on surrounding public streets, the danger of fire, or other hazard to the public.

*The proposed Variance will not substantially increase congestion on surrounding public streets, the danger of fire, or other hazard to the public.*

4. The proposed Variance will not substantially diminish property values in, nor alter the essential character of, the area surrounding the site.

*The proposed Variance will not substantially diminish property values in, nor alter the essential character of, the area surrounding the site. The sign is designed to fit the character of the surrounding area, to complement the other signage in the center, and to further enhance the property.*

5. The effect of the proposed Variance is in harmony with the general intent of this Code and the specific intent of the relevant subject area(s) of the Code.

*The effect of the proposed Variance is in harmony with the general intent of this Code and the specific intent of the relevant subject area(s) of the Code. The sign meets the criteria for height, area, and color stated in the code. It will also require approval from the overlay district review committee ensuring compliance with the code.*

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  
PNZVAR 2013-02 Final Order

## **CORRESPONDENCE**

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

### **NZVAR 2023-02:**

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

The Design Review Board may consider a motion to approve **NZVAR 2023-02 Palm Valley Family Dentistry**, as described within the application and supporting documents provided:

1. There are practical difficulties in carrying out the strict letter of the regulation.
2. The Variance request is not based exclusively upon a desire to reduce the cost of developing the site.
3. The proposed Variance will not substantially increase congestion on surrounding public streets, the danger of fire, or other hazard to the public.
4. The proposed Variance will not substantially diminish property values in, nor alter the essential character of, the area surrounding the site.
5. The effect of the proposed Variance is in harmony with the general intent of this Code and the specific intent of the relevant subject area(s) of the Code.

#### **SUGGESTED ACTION TO DENY**

The Design Review Board may consider a motion to deny **NZVAR 2023-02 Palm Valley Family Dentistry**, as described within the application and supporting documents provided one or more of the following:

1. There are no practical difficulties in carrying out the strict letter of the regulation.
2. The Variance request is based exclusively upon a desire to reduce the cost of developing the site.
3. The proposed Variance will substantially increase congestion on surrounding public streets, the danger of fire, or other hazard to the public.
4. The proposed Variance will substantially diminish property values in, or alter the essential character of, the area surrounding the site.
5. The effect of the proposed Variance is not in harmony with the general intent of this Code and the specific intent of the relevant subject area(s) of the Code.

### **ARCCC 2023-02:**

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

The Design Review Board may consider a motion to approve **ARCCC 2023-02 Palm Valley Family Dentistry**, as described within the application, provided:

1. The request complies with the St. Johns County Land Development Code relating to design standards and is consistent with the intent and purpose of the Palm Valley Zoning and Overlay Regulations.

#### **SUGGESTED ACTION TO DENY**

The Design Review Board may consider a motion to deny **ARCCC 2023-02 Palm Valley Family Dentistry**, provided:

1. The request does not comply with the St. Johns County Land Development Code; the proposed design standards are not compatible with the purpose and intent of the Palm Valley Zoning and Overlay Regulations.



# St. Johns County Growth Management Department

Application for:

Date

Property Tax ID No

Project Name

Property Owner(s)

Phone Number

Address

Fax Number

City

State

Zip Code

e-mail

Are there any owners not listed?

No

Yes

If yes please provide information on separate sheet.

Applicant/Representative

Phone Number

Address

Fax Number

City

State

Zip Code

e-mail

Property Location

Major Access

Size of Property

Cleared Acres (if applicable)

Zoning Class



No. of lots (if applicable)

Overlay District (if applicable)

Water & Sewer Provider



Future Land Use Designation



Present Use of Property

Proposed Bldg. S.F.

### Project Description (use separate sheet if necessary)

INSTALLATION OF ONE INTERNALLY ILLUMINATED CHANNEL LETTER SIGN READING "PALM VALLEY" 18" X 126" FOR TOTAL OF 15.75 SF TO FRONT ELEVATION OF BUILDING. NEW LETTERS TO BE INSTALLED OVER NEW ENTRANCE TO EXPANDED SPACE. CHANNEL LETTERS HAVE WHITE FACES, 4" DEEP BLACK RETURNS AND BE MOUNTED ON BLACK BACKER PANEL. TEXT TO READ "PALM VALLEY" OVER LEASE SPACE #205. EXISTING SIGNAGE "FAMILY DENTISTRY" IS 18" X 158" = 19.75 SF AND IS OVER LEASE SPACE #204. TENANT NOW OCCUPIES 4 SPACES #203, 204, 205, 206, MAKING UP 80% OF TOTAL LEASE SPACE ON BUILDING FRONT. TENANT ALSO HAS NON LIGHTED WALL SIGN 44" X 78" = 23.83 SF ON SIDE ELEVATION FACING ROUNDABOUT

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:

I understand that reasonable inspections of the subject property may be made as part of the application review process. I understand that any material misrepresentations or errors contained in this application or supporting documents may void an approved application, at the reasonable determination of the County considering the Land Development Code, Comprehensive Plan, and other applicable regulations.

I HEREBY CERTIFY THAT ALL INFORMATION IS CORRECT:

Signature of person authorized to represent this application:

Printed or typed name(s)

Statement of Facts for Requested Changes:

1. There are practical difficulties in carrying out the strict letter of the regulation because the property is located on a “roundabout” and the front of the building faces the interior of the center and is not visible from the roadway. Additional signage is practical to properly identify the tenant.
  - a. The distance of the front sign from the road is 102’.
  - b. The speed limit on the road is 40 mph decreasing to 20 mph on the roundabout.
  - c. The front sign is not visible from the Palm Valley Road.
  - d. The sign is designed to fit the architecture of the building and to match the existing signage.
2. The Variance request is not based exclusively upon a desire to reduce the cost of developing the site. Additional signage would further develop the site and provide visibility for the tenant making the space more desirable.
3. The proposed Variance will not substantially increase congestion on the surrounding public streets, the danger of fire, or another hazard to the public.
4. The proposed Variance will not substantially diminish property values in, nor alter the essential character of the area surrounding site. The sign is designed to fit the character of the surrounding area, to complement the other signage in the center, and to further enhance the property.
5. The effect of the proposed Variance is in harmony with the general intent of this Code and the specific intent of the relevant subject area(s) of the Code. The sign meets the criteria for height, area, and color stated in the code. It will also require approval from the overlay district review committee ensuring compliance with the code.



SITE PLAN  
NTS



1282 Energy Cove Ct.  
Green Cove Springs, FL 32043

904-529-7446  
904-529-1567 fax

**Client:**  
Palm Valley  
Family Dentistry  
3791 Palm Valley Rd  
Suite 204  
Ponte Vedra Beach, FL  
32082  
**Date:** 02.07.23

**DWG NAME:**  
PVFD100-R1 PERMIT  
\\sra-01\projects\palm\_valley\_family\_dentistry\_8-21-22

**Allowed Sq. Ft.:** 00  
**Proposed Sq. Ft.:** 00

**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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Existing signage to be removed and discarded off-site.



Photo Overlay - Internally Illuminated Letters

3/32" = 1'-0"

QTY: 1



Manufacture and install one (1) routed black ACM backer panel with one (1) set of internally illuminated channel letters and channel cans. Letters to have 3/16" white acrylic faces. 4" deep black aluminum returns with 1" black trimcap face retainers. Internally illuminated by white I.e.d. Modules. Letters and backer panel mounted flush to existing building fascia.

1 Front Elevation and End View - Internally Illuminated Letters

3/8" = 1'-0"

QTY: 1



1282 Energy Cove Ct.  
Green Cove Springs, FL 32043

904-529-7446  
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Client:  
Palm Valley  
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3791 Palm Valley Rd  
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Notes: \_\_\_\_\_



Burn rate on plastic  
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Manufacture and install one (1) routed black ACM backer panel with one (1) set of internally illuminated channel letters and channel cans. Letters to have 3/16" white acrylic faces. 4" deep black aluminum returns with 1" black trimcap face retainers. Internally illuminated by white I.e.d. Modules. Letters and backer panel mounted flush to existing building fascia.

Front Elevation and End View - Internally Illuminated Letters

3/8" = 1'-0"

QTY: 1



1282 Energy Cove Ct.  
Green Cove Springs, FL 32043

904-529-7446  
904-529-1567 fax

Client:  
Palm Valley  
Family Dentistry  
3791 Palm Valley Rd  
Suite 204  
Ponte Vedra Beach, FL  
32082  
Date: 12.14.22

DWG NAME:  
PVFD100-R1  
\\sra-01\projects\palm\_valley\_family\_dentistry\_8-31-22

Allowed Sq. Ft.: 00  
Proposed Sq. Ft.: 00

Salesperson: C. Knight  
Drawn By: T. Beach

Client Approval/Date: \_\_\_\_\_

Landlord Approval/Date: \_\_\_\_\_

Notes: \_\_\_\_\_



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**ORDER OF THE BOARD  
OF COUNTY COMMISSIONERS  
OF ST. JOHNS COUNTY, FLORIDA**

Re: Chuck Knight  
Heritage Signs  
1001 Worthington Ave.  
Green Cove Springs, FL 32043

FILE NO: PNZVAR 2013-02 Palm Valley Family Dentistry

2014 MAR 6 AM 8:13

**ORDER APPROVING PLANNING NON-ZONING VARIANCE**

The above referenced applicant seeks a Planning Non-Zoning Variance to Land Development Code Sections 3.06.09.C.2 and 3 to allow a second sign on the side elevation on property specifically located at 3791 Palm Valley Rd., Suite 204-205 and within the Palm Valley Overlay District.

**FINDINGS OF FACT**

Having considered said application for a Planning Non-Zoning Variance, supporting documents, and the evidence presented at the public hearing, the Board of County Commissioners makes the following findings of fact:

1. The requested Non-Zoning Variance has been fully considered after public hearing with legal notice duly published as required by law.
2. There are practical difficulties in carrying out the strict letter of the regulation.
3. The Non-Zoning Variance request is not based exclusively upon a desire to reduce the cost of developing the site.
4. The proposed Non-Zoning Variance will not substantially increase congestion on surrounding public streets, the danger of fire, or other hazards to the public.
5. The proposed Non-Zoning Variance will not substantially diminish property values in, nor alter the essential character of, the area surrounding the site.
6. The effect of the proposed Non-Zoning Variance is in harmony with the general intent of the Code and specific intent of the relevant subject area(s) of the Code.

**FURTHERMORE**, the approval of this Planning Non-Zoning Variance is subject to the following conditions:

1. The Non-Zoning Variance shall be non-transferable and shall not run with title to the property.
2. The requested Non-Zoning Variance shall commence within one (1) year of the signing of the Order, otherwise all rights granted herein shall be null and void. Commencement shall be defined as issuance of a Development Permit by St. Johns County.

**RECEIVED**

**CLERK OF COURTS**

DATE 02-24-14

3. Changes to the site plan, sign design, or appearance relating to the Non-Zoning Variance are permitted without requiring BCC approval if deemed non-substantive by Administration.
4. Approval of the Non-Zoning Variance does not release the project from compliance with all other relevant requirements of the St. Johns County Land Development Code or Comprehensive Land Use Plan, including design review by the Ponte Vedra Architectural Review Committee.
5. All other applicable State and Federal permits will be obtained before development commences.

Any appeal of this decision may be made by filing a petition for writ of certiorari with the Clerk of the Circuit Court of St. Johns County within 30 days.

Date of Commission action: February 18, 2014

BOARD OF COUNTY COMMISSIONERS  
OF ST. JOHNS COUNTY, FLORIDA

By: \_\_\_\_\_

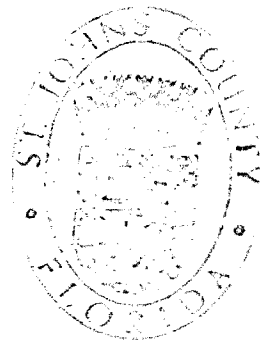
Jay Morris, Chair

Rendition date: 03/06/14

ATTEST: CHERYL STRICKLAND, CLERK

By: \_\_\_\_\_

Gyenne King  
Deputy Clerk



NOTICE OF A PROPOSED PLANNING NON ZONING VARIANCE

NOTICE IS HEREBY GIVEN that a public hearing will be held on Tuesday, February 18, 2014 at 9:00 a.m. by the St. Johns County Board of County Commissioners in the County Auditorium, County Administration Building, 500 San Sebastian View, St. Augustine, Florida, to consider a request for a Planning Non-Zoning Variance to Land Development Code Section 3.06.09.C.2 and 3 to allow a sign on the side elevation.

MS HERITAGE SIGNS  
1001 WORTHINGTON AVE  
GREEN COVE SPRINGS FL 32043

Ref.#: L332-14  
P.O.#: PVDENTISTRY

PUBLISHED EVERY MORNING SUNDAY THRU SATURDAY  
ST. AUGUSTINE AND ST. JOHNS COUNTY, FLORIDA

STATE OF FLORIDA,  
COUNTY OF ST. JOHNS

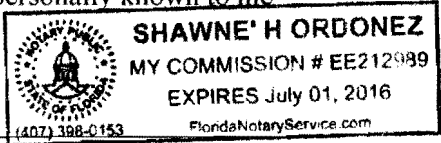
Before the undersigned authority personally appeared **MEGAN BECKEI** who on oath says that he/she is an Employee of the St. Augustine Record, a daily newspaper published at St. Augustine in St. Johns County, Florida: that the attached copy of advertisement being a **NOTICE OF HEARING** In the matter of **PNZVAR2013-02 - HEARING FEB 18, 2014** was published in said newspaper on **02/03/2014**

Affiant further says that the St. Augustine Record is a newspaper published at St. Augustine, in said St. Johns County, Florida, and that the said newspaper heretofore has been continuously published in said St. Johns County, Florida, each day and has been entered as second class mail matter at the post office in the City of St. Augustine, in said St. Johns County, for a period of one year preceding the first publication of the copy of advertisement; and affiant further says that he/she has neither paid nor promised any person, firm or corporation any discount, rebate, commission or refund for the purpose of securing the advertisement for publication in the said newspaper.

Sworn to and subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_  
by \_\_\_\_\_ who is personally known to me  
or who has produced as identification

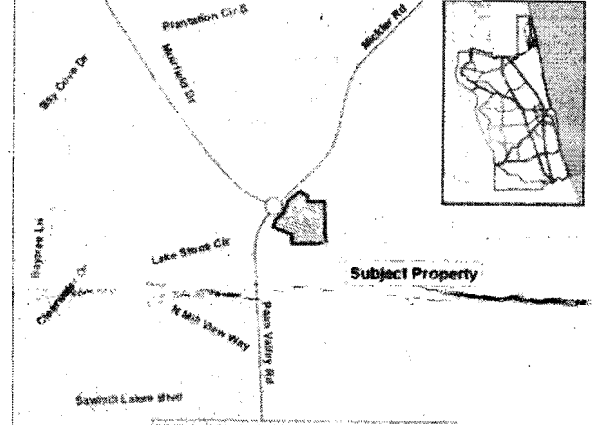
*[Handwritten Signature]*

(Signature of Notary Public)



(Seal)

The subject property is located at 3791 Palm Valley Road, Suite 204 and 205 within St. Johns County, Florida.



This file is maintained in the Planning & Zoning Section of the Growth Management Department, at the Permit Center, 4040 Lewis Speedway, St. Augustine, Florida, and may be examined by interested parties prior to said public hearing.

Interested parties may appear at the meeting and be heard with respect to the proposed request.

**NOTICE TO PERSONS NEEDING SPECIAL ACCOMMODATIONS AND TO ALL HEARING IMPAIRED PERSONS:** In accordance with the Americans with Disabilities Act, persons needing special accommodations or an interpreter to participate in this proceeding should contact the County's ADA Coordinator at (904) 209-0650 or at the County Administration Building, 500 San Sebastian View, St. Augustine, Florida, 32084. For hearing impaired individuals, call Florida Relay Service at 1 800 955 8770, no later than 5 days prior to the date of this meeting.

If a person decides to appeal any decision made with respect to any matter considered at the meeting or hearing, he or she will need a record of the proceedings and for such purpose he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which appeal is to be based.

This matter is subject to court imposed quasi-judicial rules of procedures. It is anticipated that one or more County Commissioners may attend this meeting. Interested parties should limit contact with the Board of County Commissioners or the Planning and Zoning Agency members on this topic, except in compliance with Resolution 95-126, to properly noticed public hearings or to written communication care of St. Johns County Planning & Zoning Section, 4040 Lewis Speedway, St. Augustine, Florida, 32084.

BOARD OF COUNTY COMMISSIONERS  
JOHN H. MORRIS, CHAIR  
FILE NUMBER: PNZVAR 2013-02 Palm Valley Dentistry  
L332-14 Feb 3, 2014