



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
PONTE VEDRA OVERLAY DISTRICT
3/23 2022 Public Meeting
PGA Tour Digital Media Center - ARCCC22-3

To: Ponte Vedra Architectural Review Committee
From: Jacob F. Smith, Senior Supervising Planner
Applicant: Bill Schilling
Kimley-Horn
12740 Gran Bay Parkway West
Jacksonville, FL 32258
Location: PGA Tour Blvd
Zoning / FLUM: PUD/CABA
Standards: Land Development Code 3.06 – Palm Valley Overlay District

ARCCC22-3 PGA Tour Digital Media Center

Summary: The Applicant requests design approval for the Digital Media Center on the PGA TOUR's Global Home campus, including building design, landscaping, lighting, and signage.

LDC Section 3.06 provides for the requirements and limitations of site development within the Palm Valley Overlay.

Waivers – Staff notes that the PGA Tour Parcel includes two *previously approved waivers* relevant to this Application regarding Palm Valley Overlay Regulations; these waivers are provided below:

- a. *Section 3.06.04.A.1 – Flat roof lines, or the appearance of flat roof lines, are not allowed. Pitched roofs, or the appearance of pitched roofs, with a minimum slope of 5/12 are required.*
- b. *Section 3.06.04.A.8 – The maximum length of Buildings parallel, or within 45 degrees parallel, to any Palm Valley Overlay District Delineated Roadway shall be one hundred twenty (120) ft.*

Staff Comments

Staff finds that the proposed Digital Media Center and associated site design appear consistent with the existing PGA Tour facility, previously approved as *ARCCC2018-6 Global Home of the PGA Tour*. Staff further finds that the building, landscaping, site configuration, and signage appear compatible with the surrounding area and consistent with the intent of the Palm Valley Overlay. The submitted Application and materials appear to meet the Palm Valley Overlay District requirements per LDC 3.06.

ACTION - ARCCC22-2 PGA Tour Digital Media Center

ACTION TO APPROVE

The Architectural Review Committee may consider a motion to approve **ARCCC22-3 PGA Tour Digital Media Center**, as described within the Application, provided:

1. The request complies with Sections 3.06 LDC; the site design, landscaping, lighting, and building are compatible with the purpose and intent of the Palm Valley Overlay Regulations.

ACTION TO DENY

The Architectural Review Committee may consider a motion to deny **ARCCC22-3 PGA Tour Digital Media Center**, as described within the Application, provided:

1. The request does not comply with Sections 3.06 LDC; the site design, landscaping, lighting, and building are not compatible with the purpose and intent of the Palm Valley Overlay Regulations

ATTACHMENTS: Application, Drawings, Site plans, landscaping

II. Application



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:

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)

Proposed project includes construction of approximately 165,000 SF new Digital Media Center building on the PGA TOUR's Global Home campus that will include parking, water and sewer utility, stormwater management, lighting and signage improvements. This project is eligible for expedited permitting.

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

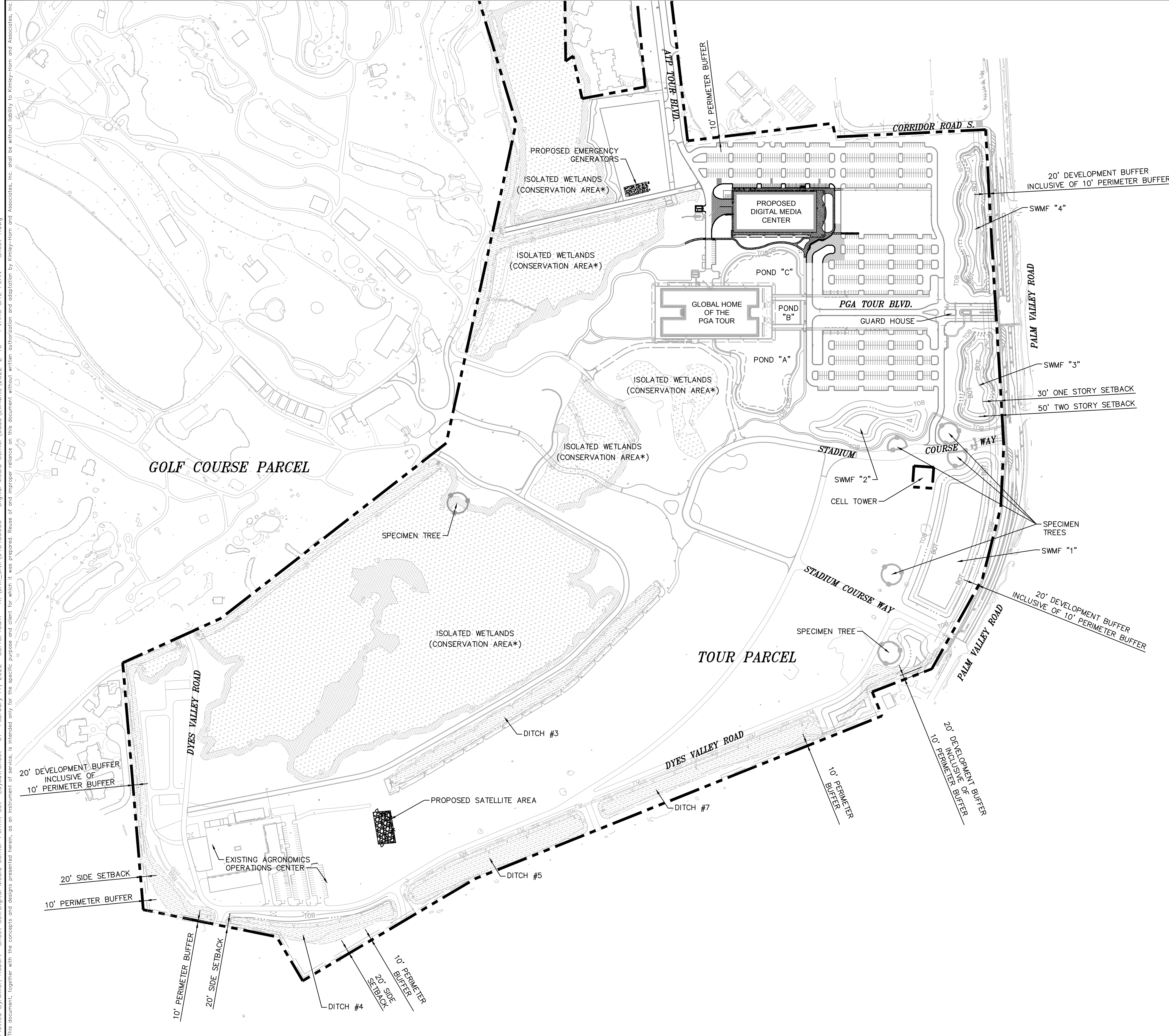
Please notify the Planning and Zoning Section at 904.209.0675 if you need any special assistance or accommodations to attend the meeting or if you have any questions concerning this application.

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:

V. Site Plan



Plotted By: Miller, Robert Sheet Set: Digital Media Center Permit Set Layout: Sheet-01 February 17, 2022 08:18:45am K:\JAX_CIV\045480006 - Digital Media Center\Exhibits\2022-2-10 - PVARC SITE PLAN - Sheet 1.dwg
 This document, together with the concepts and designs presented herein, is an instrument of service, is intended only for the specific purpose and client for which it was prepared. Reuse of and improper reliance on this document without written authorization and adaptation by Kimley-Horn and Associates, Inc. shall be without liability to Kimley-Horn and Associates, Inc.



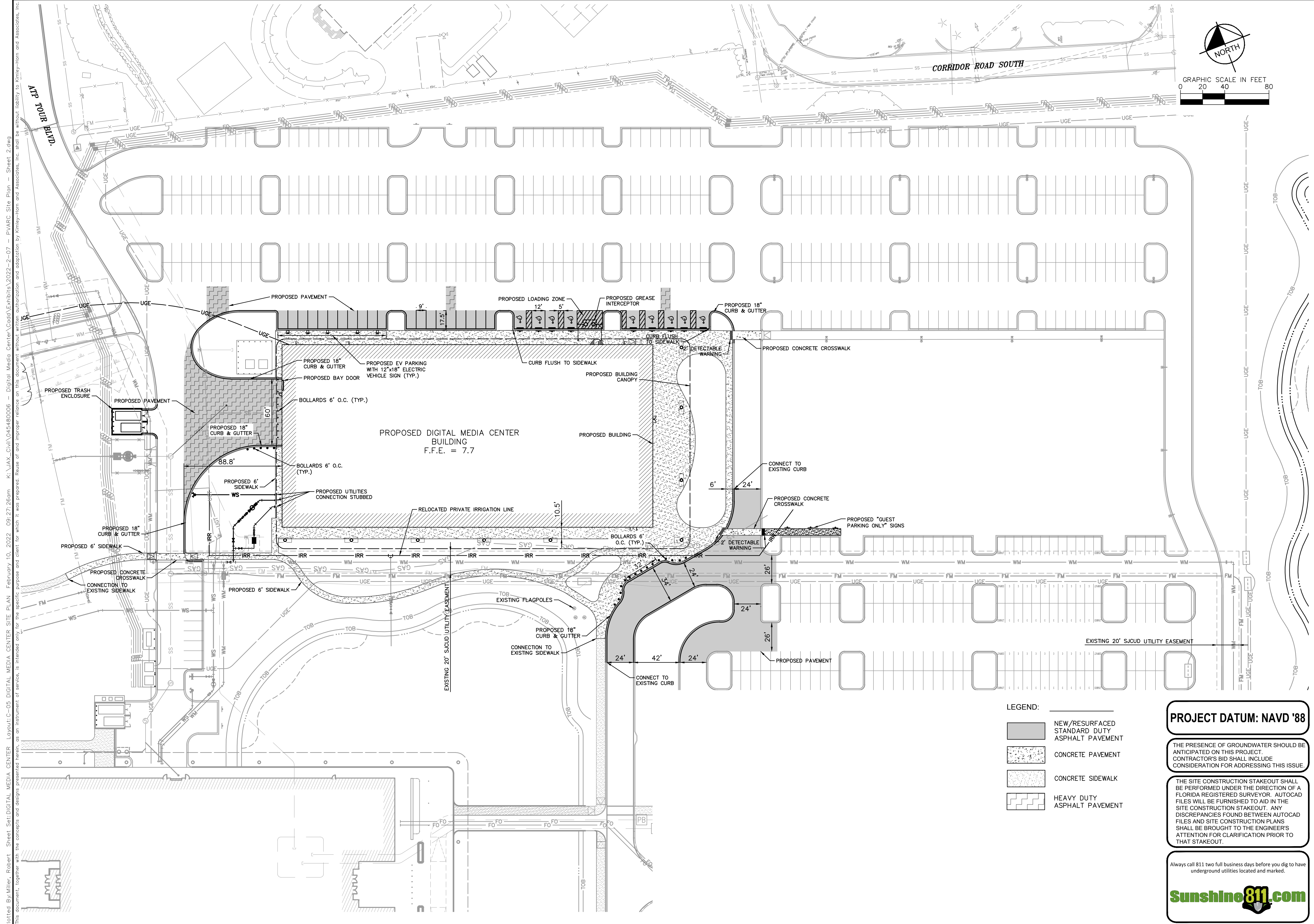
SITE DATA TABLE:

PARCEL ID NUMBERS:	062130-0020 062130-0030 062130-0060 062230-0000 066200-0000 066208-0000 069800-0000 069800-0010
DIGITAL MEDIA CENTER: AREA MAX. HEIGHT	165,000 SF 75'
DIGITAL MEDIA CENTER REQUIRED PARKING: SJC LAND DEVELOPMENT CODE 6.05.02.E (TABLE 6.17) RADIO OR TELEVISION BROADCASTING OFFICE OR STUDIO: 1 SPACE/500 SF	330 SPACES
TOTAL PARKING REQUIRED (INCLUDING ADA) ADA SPACES REQUIRED (2%) MIN ELECTRIC VEHICLE SPACES (2%)	330 SPACES 7 SPACES 7 SPACES
GLOBAL HOME REQUIRED PARKING: SJC LAND DEVELOPMENT CODE 6.05.02.E (TABLE 6.17) PROFESSIONAL & BUSINESS OFFICES: 1 SPACE/ 300 SF	626 SPACES
TOTAL PARKING REQUIRED (INCLUDING ADA) ADA SPACES REQUIRED (2%) MIN ELECTRIC VEHICLE SPACES (2%) GRAND TOTAL PARKING REQUIRED	626 SPACES 13 SPACES 13 SPACES 956 SPACES
TOTAL PROVIDED SPACES: REGULAR SPACES ADA SPACES ELECTRIC VEHICLE SPACES COMPACT SPACES GRAND TOTAL PARKING PROVIDED	799 SPACES 23 SPACES 39 SPACES 197 SPACES 1058 SPACES

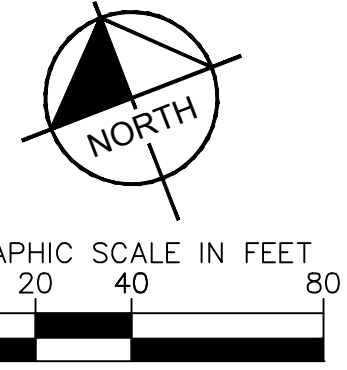
CALL 48 HOURS BEFORE YOU DIG
 IT'S THE LAW! DIAL 811
 Know what's below. Call before you dig.
 SUNSHINE STATE ONE CALL OF FLORIDA, INC.

PROJECT DATUM: NAVD'88

OVERALL SITE PLAN		KHA PROJECT 045480006		LICENSED PROFESSIONAL	
DIGITAL MEDIA CENTER		DATE FEBRUARY 2022		JOSH W. COOKRIEL, P.E.	
PREPARED FOR PGA TOUR, INC.		SCALE AS SHOWN		FLORIDA LICENSE NUMBER 86636	
ST. JOHNS COUNTY		DRAWN BY JWC		DATE: FEBRUARY, 2022	
SHEET NUMBER SHEET-01		CHECKED BY JWC		REVISIONS	
				No.	
				DATE	
				BT	



Plotted By: Miller, Robert Sheet Set: DIGITAL MEDIA CENTER - LAYOUT C-05 DIGITAL MEDIA CENTER SITE PLAN February 10, 2022 09:27:26am K:\VAX-Civil\045480006 - Digital Media Center\Cadd\Exhibits\022-2-07 - PVARC Site Plan - Sheet 2.dwg
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- LEGEND:**
- NEW/RESURFACED STANDARD DUTY ASPHALT PAVEMENT
 - CONCRETE PAVEMENT
 - CONCRETE SIDEWALK
 - HEAVY DUTY ASPHALT PAVEMENT

PROJECT DATUM: NAVD '88

THE PRESENCE OF GROUNDWATER SHOULD BE ANTICIPATED ON THIS PROJECT. CONTRACTOR'S BID SHALL INCLUDE CONSIDERATION FOR ADDRESSING THIS ISSUE.

THE SITE CONSTRUCTION STAKEOUT SHALL BE PERFORMED UNDER THE DIRECTION OF A FLORIDA REGISTERED SURVEYOR. AUTOCAD FILES WILL BE FURNISHED TO AID IN THE SITE CONSTRUCTION STAKEOUT. ANY DISCREPANCIES FOUND BETWEEN AUTOCAD FILES AND SITE CONSTRUCTION PLANS SHALL BE BROUGHT TO THE ENGINEER'S ATTENTION FOR CLARIFICATION PRIOR TO THAT STAKEOUT.

Always call 811 two full business days before you dig to have underground utilities located and marked.



No.	REVISIONS	DATE	BY

Kimley-Horn
 © 2022 KIMLEY-HORN AND ASSOCIATES, INC.
 12740 GRACEMANOR DRIVE, SUITE 2350
 JACKSONVILLE, FLORIDA 32256
 PHONE: 904-828-3900
 WWW.KIMLEY-HORN.COM REGISTRY No. 35106

LICENSED PROFESSIONAL
 JOSH W. COCKRIEL, P.E.
 FLORIDA LICENSE NUMBER 86636
 DATE: FEBRUARY 2022

KHA PROJECT 045480006
 DATE FEBRUARY 2022
 SCALE AS SHOWN
 DESIGNED BY JWC
 DRAWN BY RCM
 CHECKED BY JWC

DIGITAL MEDIA CENTER SITE PLAN
DIGITAL MEDIA CENTER
 PREPARED FOR
PGA TOUR, INC.

FLORIDA
 ST. JOHNS COUNTY

SHEET NUMBER
SHEET-02

VI. Building Renderings

Building Conception

The new PGA TOUR Digital Media Center draws on the aesthetics of the recently completed Global Home of the PGA TOUR to create a “campus” that embodies the relationship between the buildings and the iconic landscape within which they sit.

The new building is sited adjacent to the Global Home, and careful consideration has been given to the internal planning; studios and black-box spaces are set within the center of the plan and along the north and west façades, while the workspace and social spaces front the lake to the south in order to maximize views and access to natural daylight.

The roof oversails the building massing on two sides, providing a covered colonnade and shade along the southern façade, along with a generous shaded exterior social space to the east.

A series of pathways and connections through the iconic landscapes link the buildings within the campus bringing the TOUR together on a single site.







VII. Building Elevations





IX. Landscape Plan



VIII. Material Selection

Material Selection

Building in the Landscape

The material selection for the Digital Media Center reinforces the idea of a “campus”, drawing on the natural context and echoing the material palette of the Global Home. Glazing to the southern and eastern façades reflect the lake and surrounding landscape, setting the building within its site. Meanwhile, the opaque elements of the façade comprise a warmer champagne tone, referencing the warm wood and champagne tones of both the Global Home and the lush setting beyond.

The white metal panel roof floats above the massing of the building, grounded by a series of white columns along its southern and eastern edges. At the ground level, the exterior coquina and white river rock lined pathways transition to interior terrazzo of a similar tonal palette, comprised of crushed local stone and seashells.



Material Selection

Building Exteriors

- Concrete Walkway Edge
- Exposed Aggregate Paving
- Curtainwall Glass Facade
- Extruded Aluminum Mullion Caps
- Backpainted Glass Spandrel
- Metal-Framed Facade Transition
- Exterior Wallboard Roof Soffit
- Metal Panel Roof Edge
- Metal Clad Columns
- Planted Edge



Material Selection

Building Exteriors

- Concrete Walkway Edge
- Exposed Aggregate Paving
- Champagne Stucco Cladding
- Horizontal Cladding Reveal
- Extruded Aluminum Spandrel Edge
- Metal-Framed Facade Transition
- Exterior Wallboard Roof Soffit
- Metal Panel Roof Edge
- Metal Clad Columns
- Planted Edge





1. Landscape
Soft planted edges



2. Exterior pavement
Exposed aggregate conc.



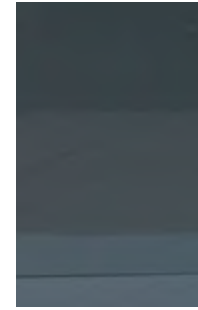
3. Exterior pavement
Exposed aggregate coquina



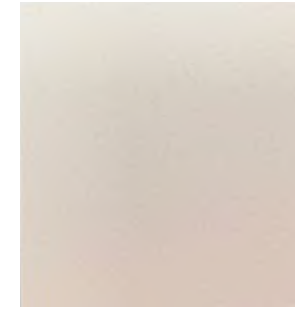
4. Facade framing
Powder-coated aluminum



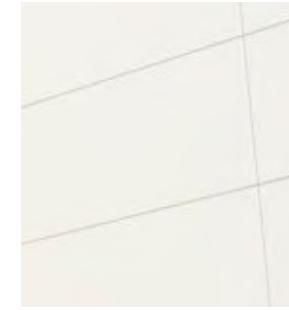
5. Curtainwall glazing
Vision glass



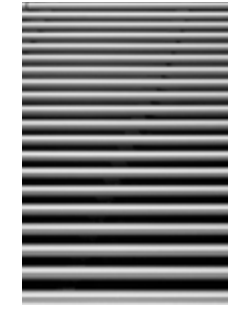
6. Curtainwall spandrel
Backpainted glass



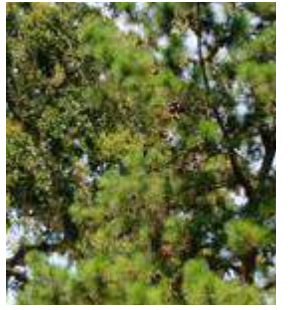
7. Solid facade
Smooth-finish stucco



8. Roof edge + megacolumns
Metal panel



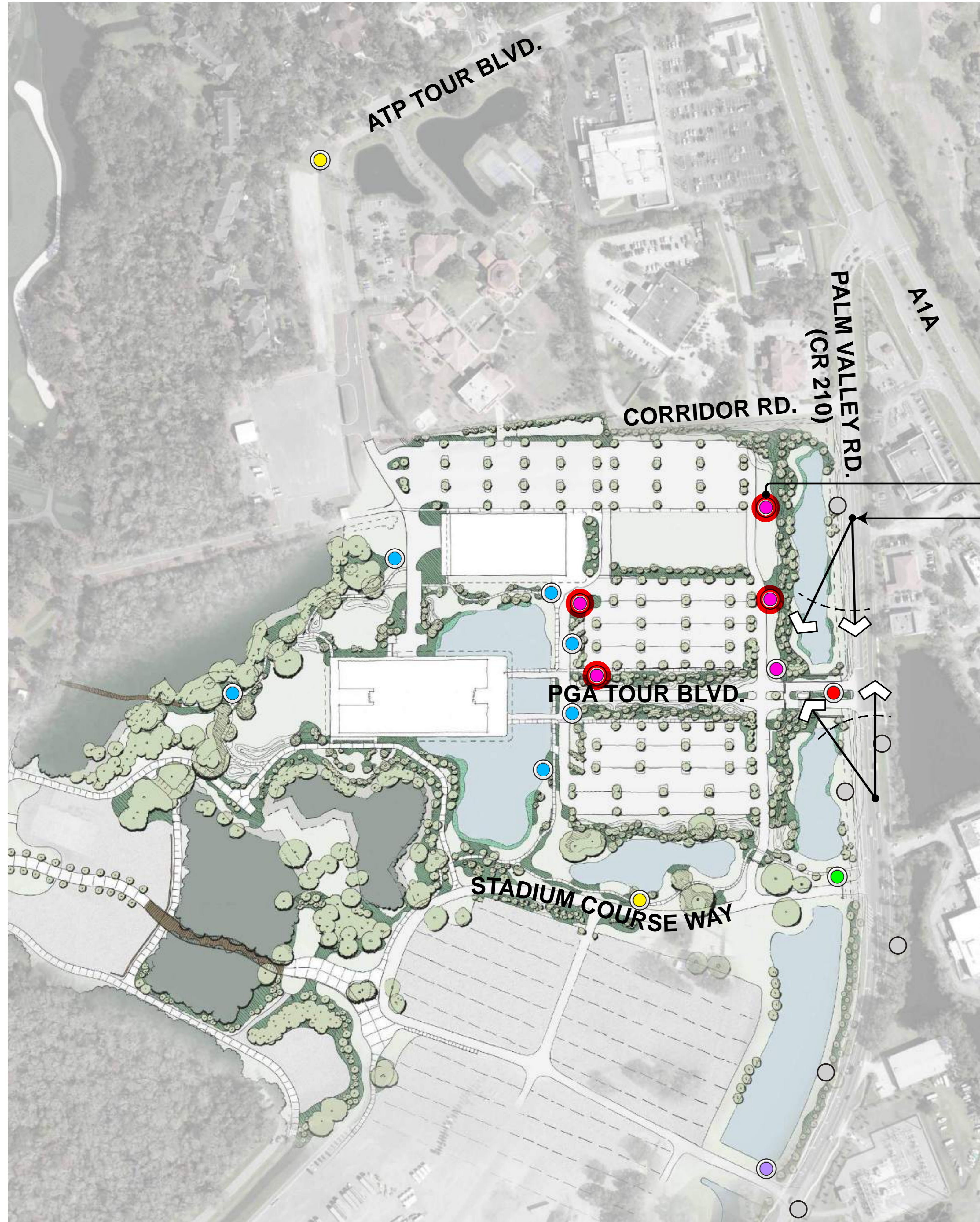
9. Roof screen
Screening enclosure



10. Context
Existing oaks + foliage



X. Signage and Lighting Plan



Legend

- - Primary I.D. Signs
- - Vehicular Wayfinding
- - Pedestrian Wayfinding
- - Controlled/Maintenance Access Signage

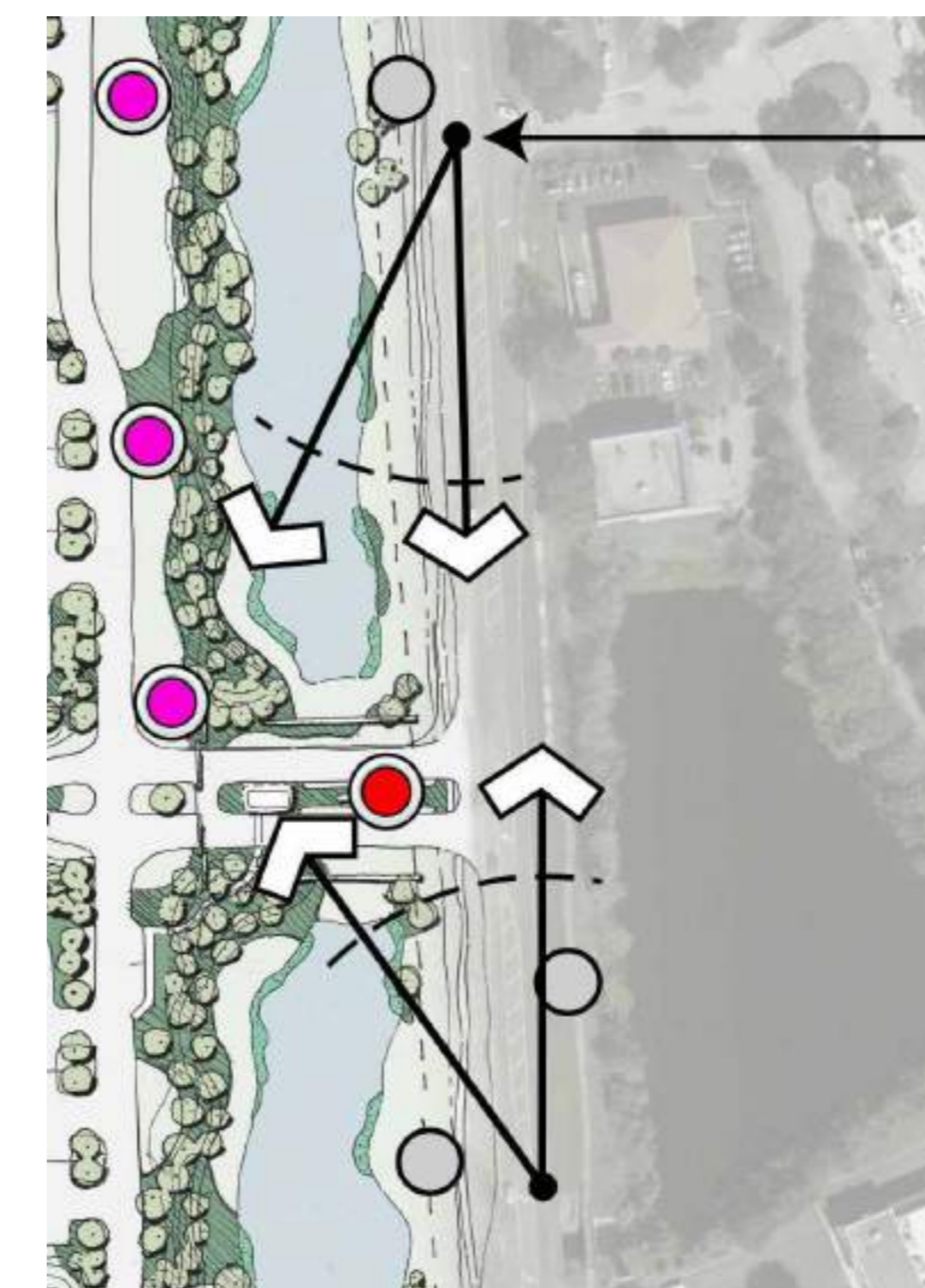
Others

- - Secondary I.D. Signage (AOC)
- - Potential Tournament Entry Signage
- - Palm Valley Vehicular Wayfinding

○ (4) Additional Signage for Digital Media Center

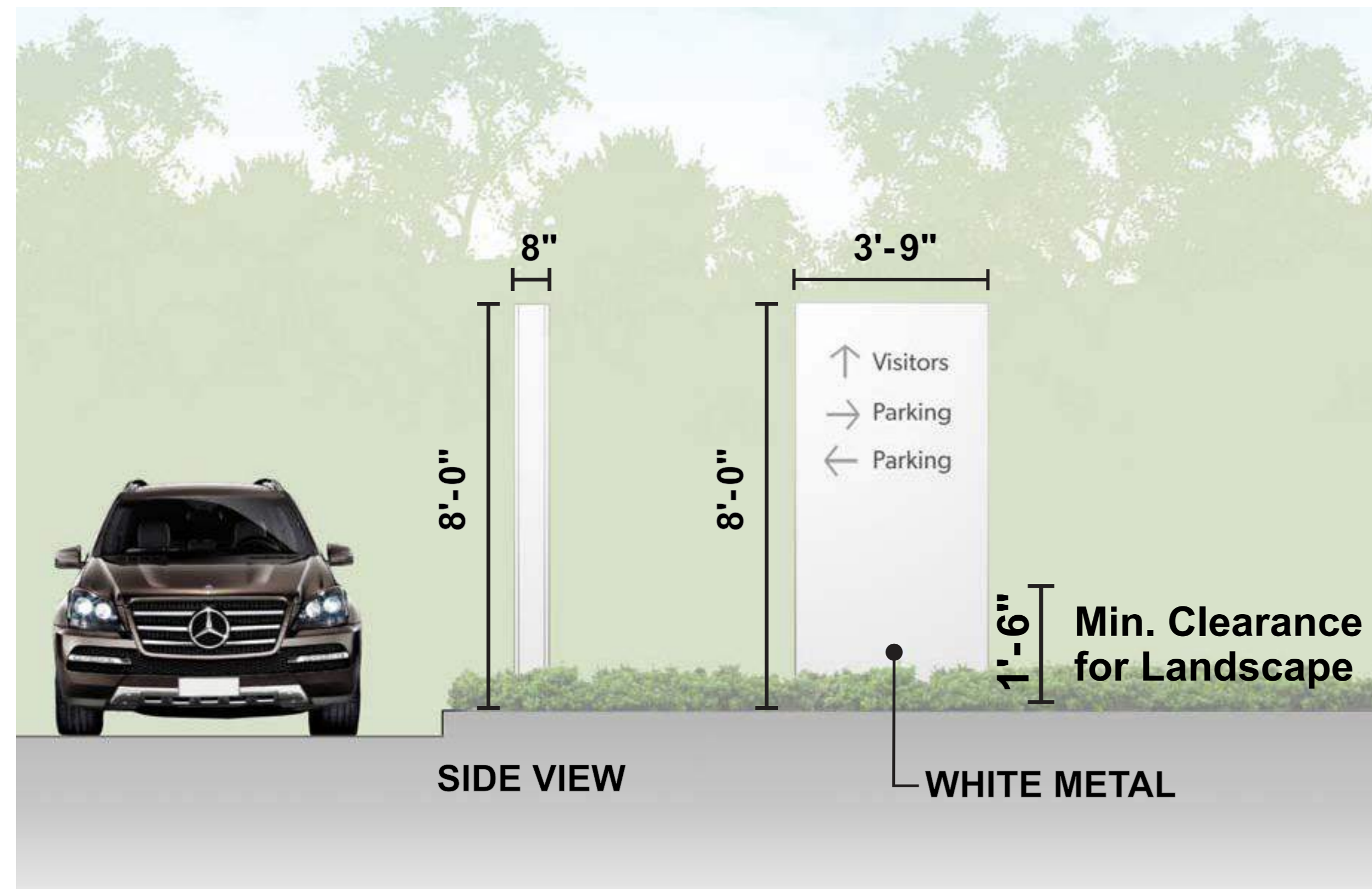
**SIGN LEGIBILITY
VIEWPOINT
(410 ft - 8 sec @ 35 mph)**

NOTE: ALL PROPOSED VEHICULAR
WAYFINDING SIGNAGE TO MATCH EXISTING.
ACTUAL VERBIAGE ARE SUBJECT TO CHANGE
AND STAFF REVIEW APPROVAL FOR FINAL
INSTALLATION.



**SIGN LEGIBILITY
VIEWPOINT
(410 ft - 8 sec @ 35 mph)**

Masterplan
Campus Vehicular Wayfinding










○ (4) Additional Signage for Digital Media Center

NOTE: ALL PROPOSED VEHICULAR WAYFINDING SIGNAGE TO MATCH EXISTING. ACTUAL VERBIAGE ARE SUBJECT TO CHANGE AND STAFF REVIEW APPROVAL FOR FINAL INSTALLATION.



Masterplan
Lighting Scheme

 Digital Media Center Project Limits
(Added (15) E01 Parking Lot Fixtures,
(40) E10 In-Grade Column Fixtures,
and (2) E06 Tree Up-Lighting Fixtures)

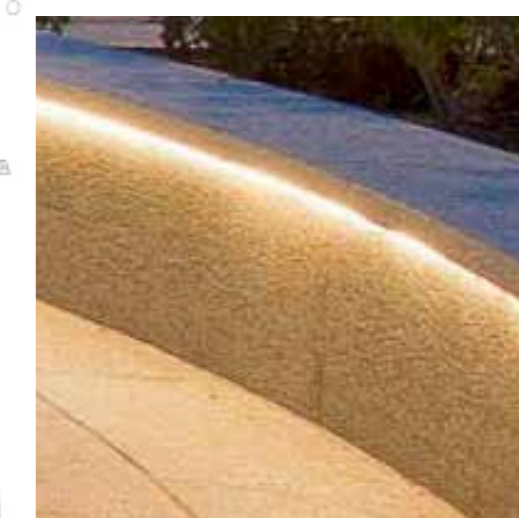
-  E01 Parking Lots (69)
-  E02 Access & Entry Roads (29)
-  E03 Bollards (19)
-  E04 Recess Curb Light Strip (122)
-  E06 Tree Up-Lighting (122)
-  E10 Flagpoles / Columns (46)



E01

E02

E03



E04

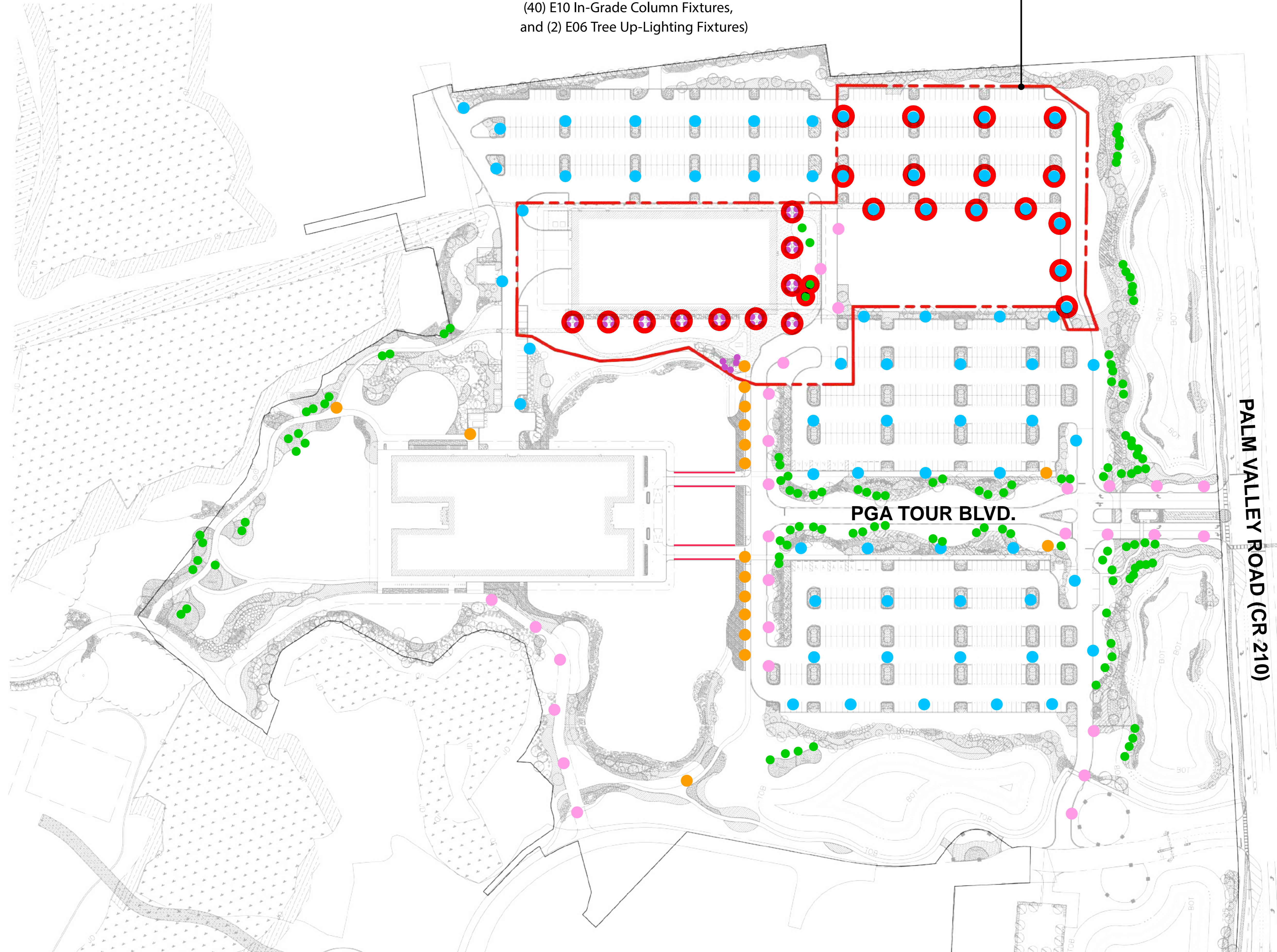


E06

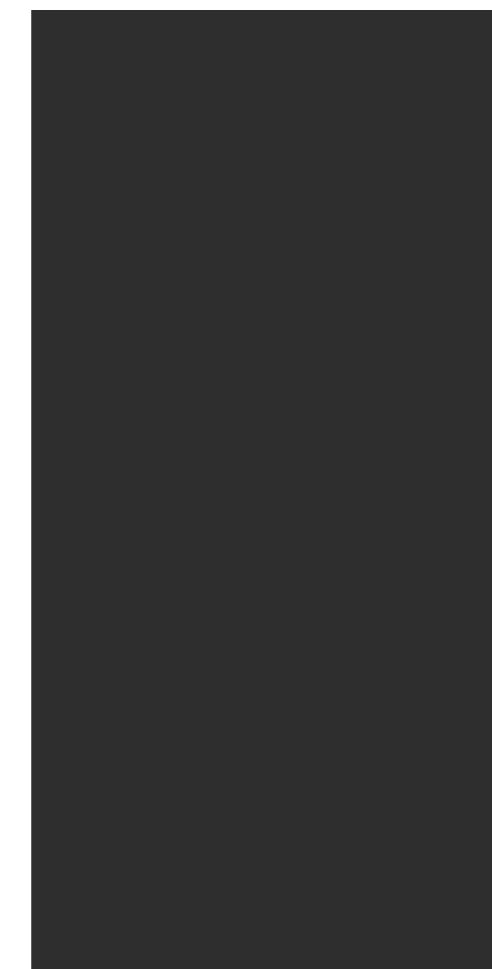


E10

NOTE: ALL PROPOSED LIGHTING FIXTURES TO MATCH EXISTING PREVIOUSLY APPROVED PLANS.



● E01 Parking Lots (69)



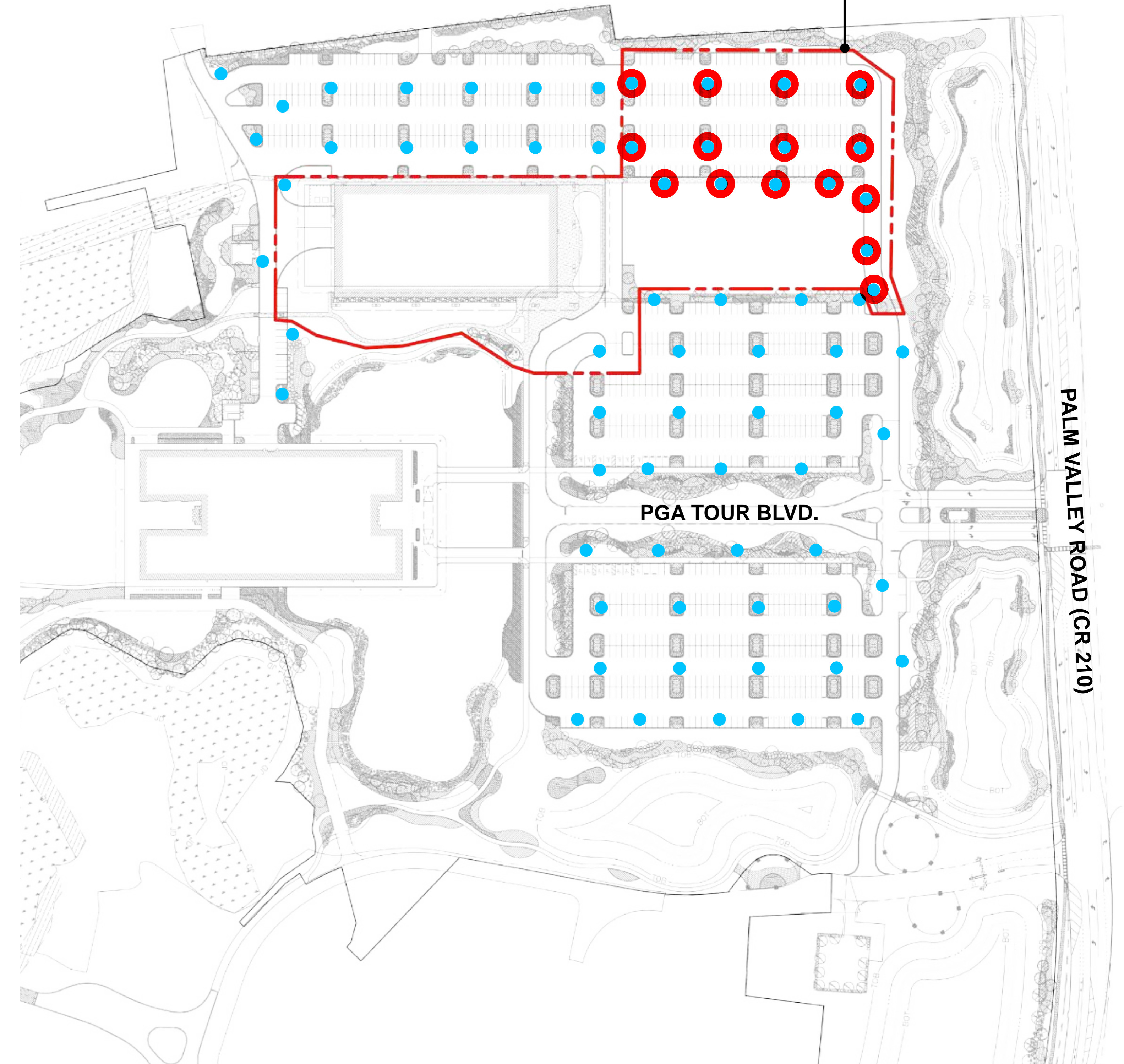
Painted Metal
Semi-Matte Black



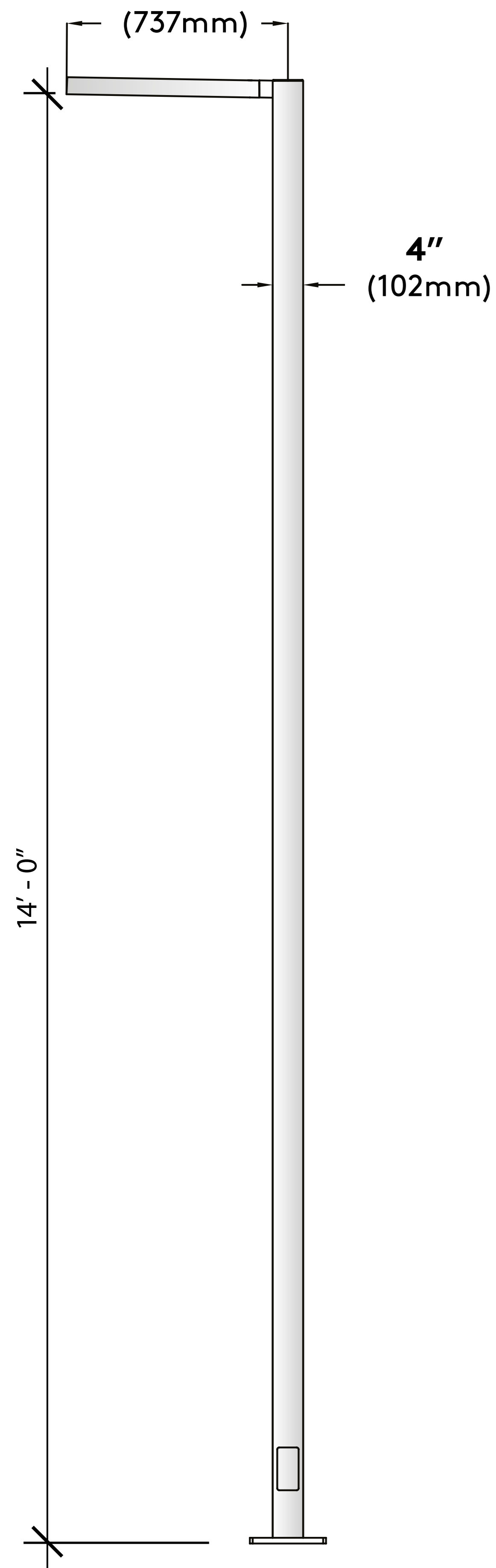
E01

NOTE: ALL PROPOSED LIGHTING FIXTURES TO MATCH EXISTING PREVIOUSLY APPROVED PLANS.

○ Digital Media Center Project Limits
(Added (15) E01 Parking Lot Fixtures)



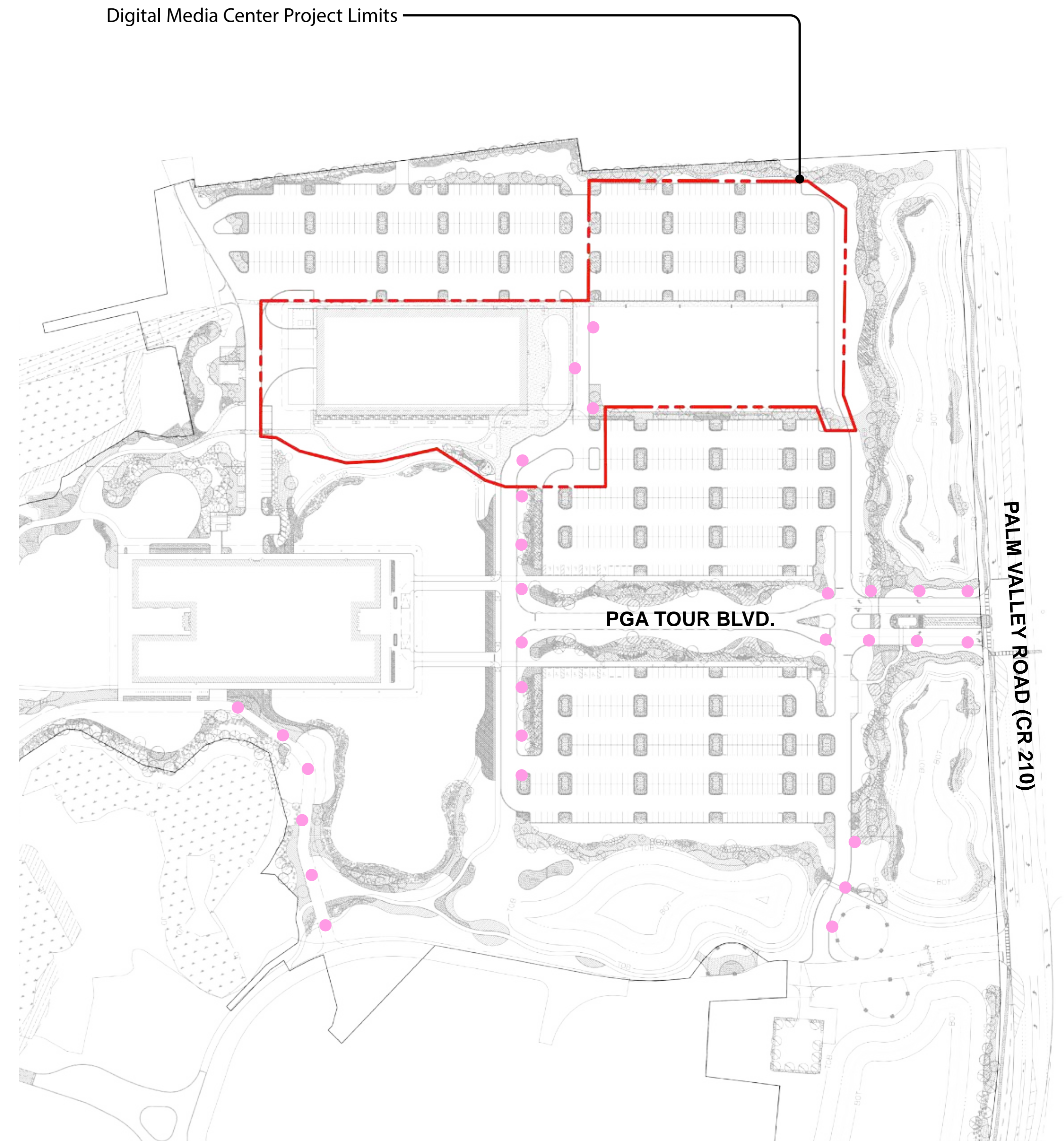
● E02 Access & Entry Roads (29)

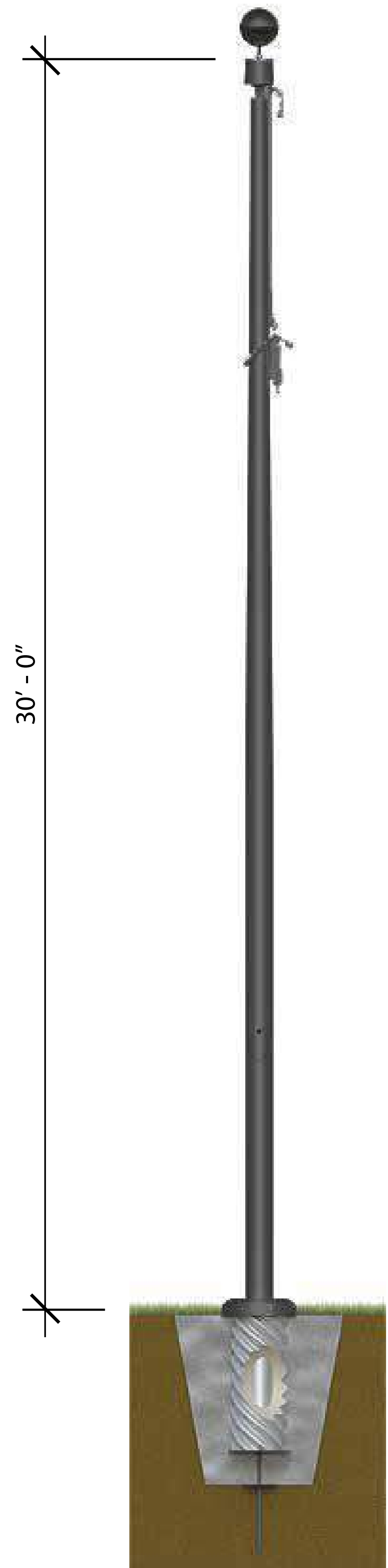


Painted Metal
Semi-Matte Black

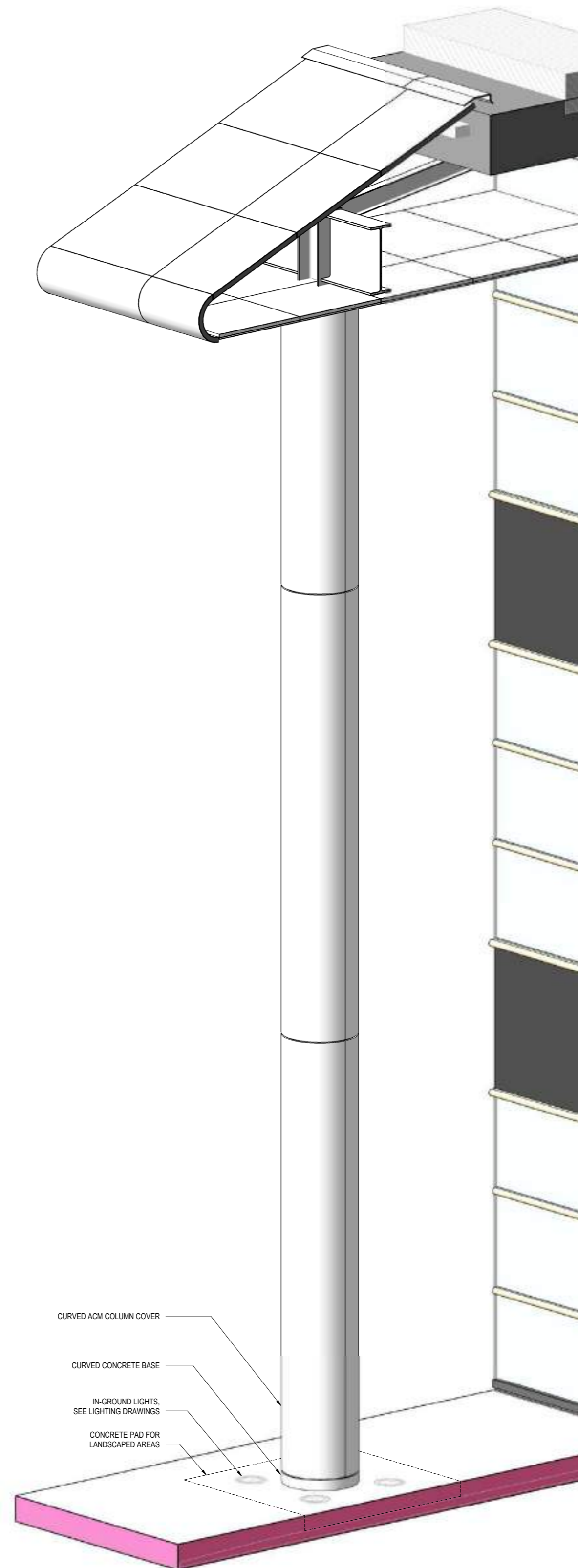
E02

NOTE: ALL PROPOSED LIGHTING FIXTURES
TO MATCH EXISTING PREVIOUSLY APPROVED
PLANS.





• E10 Flagpoles / Columns (46)



Painted Aluminum
Anodized Black



E10

NOTE: ALL PROPOSED LIGHTING FIXTURES TO MATCH EXISTING PREVIOUSLY APPROVED PLANS.

Digital Media Center Project Limits

