



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
PONTE VEDRA OVERLAY DISTRICT
2/23 2022 Public Meeting
State Farm Insurance - ARC22-2

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

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

Location: 330 A1A N
Zoning / FLUM: R-3/Commercial
Standards: PVZDR – PartVIII.Q & X

ARC22-2 State Farm Insurance

Summary of Request: Request for design approval of a 24sqft channel letter wall sign.

PVZDR Section VIII.Q.5.d(4&5&6); 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 VIII.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.**
- 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.**

Staff Comments

Staff finds that the proposed sign dimensions, colors, and design appear consistent with the requirements of the Ponte Vedra Overlay Regulations.

ACTION – ARC22-2 State Farm Insurance

ACTION TO APPROVE

The Architectural Review Committee may consider a motion to approve ARC22-2 State Farm Insurance, 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 ARC22-2 State Farm Insurance, 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 are not compatible with the purpose and intent of the Ponte Vedra Zoning and Overlay Regulations.

ATTACHMENTS: Drawings

Proposed Signage



- Substrate / Sign:
- 3/16" white acrylic
 - black vinyl overlay
 - black trim & returns
 - white LEDs

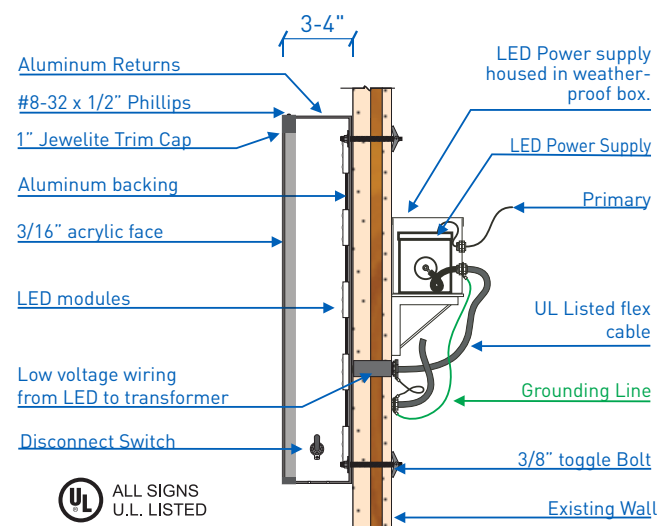
Zoning:
PVB overlay - 24 sq ft max

Sign:
152.5" x 22" / 144 = 23.4 Sq Ft. Proposed

WIND DESIGN CRITERIA	
WIND VELOCITY	132 MPH
RISK CATEGORY	II
EXPOSURE CATEGORY (MMRF)	C
INTERNAL PRESSURE COEFFICIENT	+0 -0
COMPONENT & CLADDING PRESSURES	36.8 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.

Flush-Mount Channel Letters (LED)



TAYLOR
Sign & Design, Inc.
COMMERCIAL SIGN TECHNOLOGIES

State Certified # ES12000117

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STATE FARM

Contact: Edie Williams

Phone#: 904.993.1195

Email: edie@ediewilliams.com

Address: 330 A1A North

Ponte Vedra Beach, FL

Date: 12.28.2021

Options: OPT 2

Salesperson: Chris Taylor

Designer: Signe Grozier

Zoning: PVB Overlay - 24 sq ft max

Saved as: State Farm PVB V2.PDF

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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 _____