



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
PONTE VEDRA OVERLAY DISTRICT
2/23 2022 Public Meeting
Sparrow Salon - ARCCC22-1

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

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

Location: 830 A1A N
Zoning / FLUM: PUD/CABA
Standards: Land Development Code Article III – Part 3.06

ARCCC22-1 Sparrow Salon

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

LDC Section 3.06 provides the following related to signage:

Sec. 3.06.09 Signage

All multi-family and commercial Signs shall be permitted in the Palm Valley Overlay District only in accordance with the provisions of this Section.

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

1. All ground signs shall be a wide-based monument style. Pylon signs are only permitted when monument styles cannot be adequately located due to site constraints as determined by the ARC. The tops of ground Signs shall not be more than twelve (12) feet above the adjacent highway grade or eight (8) feet above the site grade, whichever is less.
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
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.
5. New Ground Signs and alterations to existing Ground Signs requiring an ARC review shall be externally illuminated with downward facing fixtures and hours of illumination must cease no later than 30 minutes after business closing, unless additional time is approved by the ARC.

C. Number and size of Signs permitted for Commercial properties

1. For all Uses permitted in the Multi-family Zoning Districts the same regulations as in the Multi-family Zoning Districts shall apply in the Commercial Zoning Districts of the Palm Valley Overlay District.
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.
4. 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. Either sign shall not exceed twenty-four (24) square feet in advertising display area.

Staff Comments

The proposed sign rebranding appears consistent and compatible with the Palm Valley Overlay requirements.

ACTION - ARCCC22-1 Sparrow Salon

ACTION TO APPROVE

The Architectural Review Committee may consider a motion to approve ARCCC22-1 Sparrow Salon as described within the Application, provided:

1. The request complies with Sections 3.06 LDC; the proposed signage is 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 ARCCC22-1 Sparrow Salon, as described within the Application, provided:

1. The request does not comply with Sections 3.06 LDC; the proposed signage is not compatible with the purpose and intent of the Palm Valley Overlay Regulations

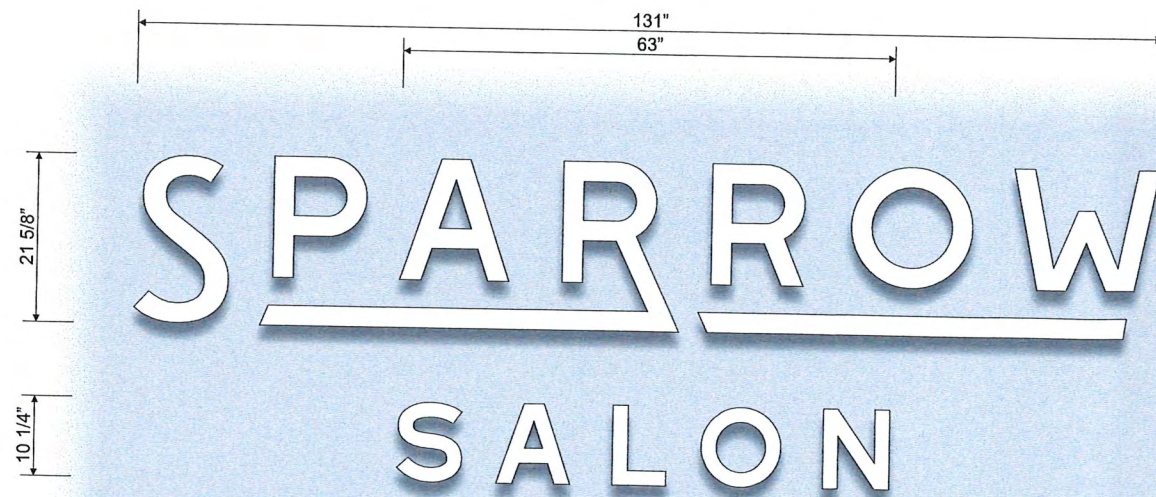
ATTACHMENTS: Drawings



Photo Overlay - Internally Illuminated Letters

1/8" = 1'-0"

QTY: 1



Manufacture and install one (1) set of internally illuminated channel letters and channel cans. Letters and cans 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 cans mounted flush to existing building fascia.

1

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:
Sparrow Salon
830 A1A N, Suite 3
Ponte Vedra Beach, FL
32082
Date: 12.21.21

DWG NAME:
SPS100-00 PERMIT

Allowed Sq. Ft.: 24
Proposed Sq. Ft.: 24

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

© COPYRIGHT NOTICE THIS DRAWING AND ALL REPRODUCTIONS THEREOF, ARE SOLE PROPERTY OF HERITAGE SIGNS, INC. THIS DRAWING MAY NOT BE REPRODUCED OR MODIFIED IN ANY WAY WITHOUT PRIOR WRITTEN CONSENT.

WIND DESIGN CRITERIA	
WIND VELOCITY	140 MPH
RISK CATEGORY	II
EXPOSURE CATEGORY (MMRF)	C
INTERNAL PRESSURE COEFFICIENT	+0 -0
COMPONENT & CLADDING PRESSURES	50.2 PSF
FORCE COEFFICIENT	1.9

1. CONFORMS TO THE REQUIREMENTS OF THE 7TH EDITION (2020) OF THE FLORIDA BUILDING CODE SECTIONS 1609 AND 3107 AND CHAPTER 30 OF ASCE 7-16.
2. BOLTS: ASTM A307 1/4" DIA. X 4" LAG BOLT ANCHORS FASTENING THRU AWP INTO WOOD FASCIA.

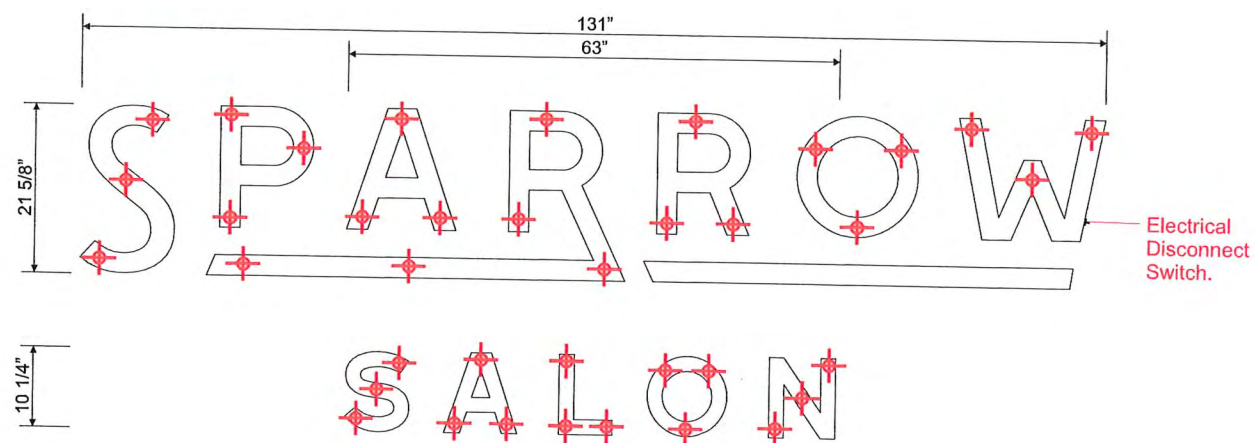
General Notes and Specifications

Construction: aluminum back and returns with plastic face and trim. **White LED illumination.**
Service and Installation Access: thru faces & raceway
Electrical Requirements: 120 volt 60 hz
One 20 amp dedicated sign circuit required
Sign to bear listing mark and be installed in accordance w/ the National Electric Code and County ordinances.
FINAL ELECTRICAL TO BE MADE TO EXISTING LIGHTING CIRCUIT.

24 SQ. FT. ALLOWED

SIGNAGE:
"SPARROW": 131" X 21.625" = 19.6 SQ. FT.
"SALON": 63" X 10.25" = 4.4 SQ. FT.
19.6 + 4.4 = 24 SQ. FT.

TOTAL SIGNAGE = 24 SQ. FT.

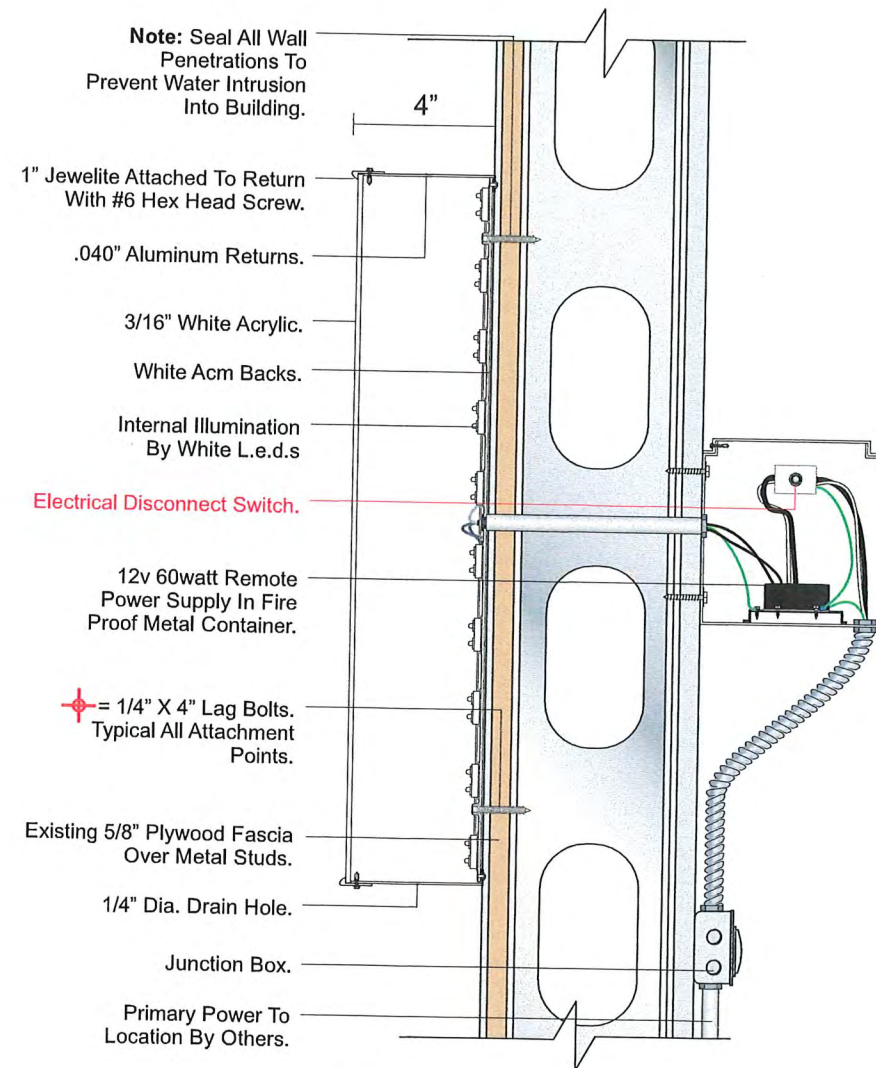


Manufacture and install one (1) set of internally illuminated channel letters and channel cans. Letters and cans to have 3/16" white acrylic faces. 4" deep black aluminum returns with 1" black trimcap face retainers. Internally illuminated by white I.e.d. Modules. Letters and cans mounted flush to existing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

Attachment Location Elevation - Internally Illuminated Letters

1/2" = 1'-0"

QTY: 1



TYPICAL LETTER / CHANNEL CAN SECTION VIEW NTS



1282 Energy Cove Ct.
Green Cove Springs, FL 32043

904-529-7446
904-529-1567 fax

Client:
Sparrow Salon
830 A1A N, Suite 3
Ponte Vedra Beach, FL
32082
Date: 12.21.21

DWG NAME:
SPS100-00 PERMIT

Allowed Sq. Ft.: 24
Proposed Sq. Ft.: 24

Salesperson: C. Knight
Drawn By: T. Beach

X
Client Approval/Date: _____

X
Landlord Approval/Date: _____

Notes: _____



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

© COPYRIGHT NOTICE
THIS DRAWING AND ALL REPRODUCTIONS THEREOF, ARE SOLE PROPERTY OF HERITAGE SIGNS, INC. THIS DRAWING MAY NOT BE REPRODUCED OR MODIFIED IN ANY WAY WITHOUT PRIOR WRITTEN CONSENT.