



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
VILANO BEACH TOWN CENTER OVERLAY DISTRICT

October 12, 2022 Public Meeting

VBTCDR 2022-07 Vilano Beach Gateway Feature Mosaic Beautification

To: North Coastal Design Review Board
Staff: Sloane Stephens, Planner
Date: October 3, 2022

Applicant: Vilano Beach Main Street, Inc.
P.O. Box 6 (3101 First St.)
St. Augustine, FL 32084

Location: Corner of Coastal Highway and A1A
FLUM: Town Center Mixed Use (TCMU)
Zoning: TCMU

Applicable Standards: Land Development Code (LDC) Section 3.10.00 North Coastal Overlay District: Vilano Beach Town Center Overlay, Section 3.10.05.I – Signage Standards

Summary of Request: Request design approval for the proposed enhancement to the gateway feature into the Vilano Beach Town Center. Applicant proposes a new simple sign, “Vilano Beach” to be mounted on the north side of the tile monument structure. The enhancement also includes the placement of the Mosaics that were preserved from the Poplar Road Fountain onto the Gateway Structure. There are 10 mosaic tiles, each measuring 24” x 24”. The original message marquee on the south face of the monument sign was temporarily removed for pressure washing, and will be replaced as originally installed.

Proposed Enhancements (Northern Face)



Staff Review

Planning Division: LDC Section 3.10.00 North Coastal Overlay District: Vilano Beach Town Center Overlay, Section 3.10.05.I – Signage Standards:

Section 3.10.05.I Signage Standards

- a. The colors and materials of Signs shall be similar to and compatible with the architectural style and colors and materials of the related commercial or multi-family building. *Not applicable, this signage does not relate to a specific commercial or multi-family building.*
- b. Signs must be professionally designed, lettered and constructed.
- c. Wall Signs shall be mounted directly upon wall surfaces, and shall not be mounted upon raceways or other protrusions from the wall surface. *Rendering shows “Vilano Beach” lettering shall be mounted directly on the face of the monument sign.*
- d. In construing the provisions of this Section, messages upon doors or windows, which do not exceed six (6) inches in height, and do not occupy more than 20 percent of the window area shall not be counted as a sign and shall not be subject to review. *Not applicable, sign is not upon door or window.*
- e. Signs may be illuminated as provided by Article VII of this Code, however when Signs use exterior lighting, such lighting must be concealed and shielded with hours of illumination to cease no later than 30 minutes after business closing, unless additional time is approved by the DRB. *Supporting document states up lighting will be provided at a future date. Please note: if lighting is proposed in the future, the DRB may want an opportunity to approve.*
- f. Molded vinyl or plastic internally illuminated signs, iridescent signs, audible, flashing action, paper signs, and internally illuminated box signs are prohibited. No signs with visible backs are permitted. Exposed raceways, transformers, ballasts and electrical wiring are not allowed. *Not applicable, proposed sign enhancement does not appear to have internal illumination.*
- g. LED and neon signs shall be allowed if approved by the Design Review Board. *Not applicable, proposed sign does not contain LED or neon elements.*
- h. All installation components or hanging devices such as, but not limited to, fasteners, clips, bolts, etc. shall be of a non –corrosive, stainless steel, aluminum, brass or bronze; carbon bearing steel shall be of non-ferrous metal of quality material and finish. All fasteners shall be concealed. All black iron materials shall be finished to withstand corrosion. All penetrations to the fascia shall be neatly sealed in a watertight manner using a single component silicon sealant. All signage shall have an individual circuit and be controlled by a time clock. Exposed conduit or electrical wiring is prohibited.
- i. For Signs that contain Federally registered trademarks or service marks, documentation of such registration shall be provided with the application for review. *Not applicable, proposed sign enhancements do not contain trademarks or service marks.*
- j. In addition to approved business signs indicated below, the sidewalk café may have the following advertising signs: menu boards on the tables and logos upon table umbrellas. *Not applicable, this signage is not located within a sidewalk café.*
- k. Signage other than the types provided for in this section shall not be allowed within the Vilano Beach Town Center Overlay District. However, signage shall be allowed in accordance with Article VII Special Use Signs, and Special Event Signs.

Section 3.10.08. Administrative Requirements. 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
Pictures and Photos
Location Map
Supporting Documents – Fact Sheet

CORRESPONDENCE

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

SUGGESTED ACTION TO APPROVE

The Design Review Board may consider a motion to approve **VBTCDR 2022-07 Vilano Beach Gateway Feature Mosaic Beautification**, as described within the application, provided:

1. The request complies with Section 3.10.05.I of the St. Johns County Land Development Code and is consistent with the intent and purpose of the Overlay District.

Subject to the following conditions:

1. Signs must be professionally designed, lettered and constructed.
2. All installation components or hanging devices such as, but not limited to, fasteners, clips, bolts, etc. shall be of a non –corrosive, stainless steel, aluminum, brass or bronze; carbon bearing steel shall be of non-ferrous metal of quality material and finish. All fasteners shall be concealed. All black iron materials shall be finished to withstand corrosion. All penetrations to the fascia shall be neatly sealed in a watertight manner using a single component silicon sealant. All signage shall have an individual circuit and be controlled by a time clock. Exposed conduit or electrical wiring is prohibited.

SUGGESTED ACTION TO DENY

The Design Review Board may consider a motion to deny **VBTCDR 2022-07 Vilano Beach Gateway Feature Mosaic Beautification**, provided:

1. The request does not comply with Section 3.10.05.I of the St. Johns County Land Development Code.

ATTACHMENT 1
APPLICATION AND SUPPORTING
DOCUMENTS



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

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:
 Check all that apply
 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)

Beautification of the Gateway Feature into the Vilano Beach Town Center.
 This includes placement of the Mosaics from the Poplar Road Fountain onto the gateway structure. (10 tiles measuring 24 x 24)

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.

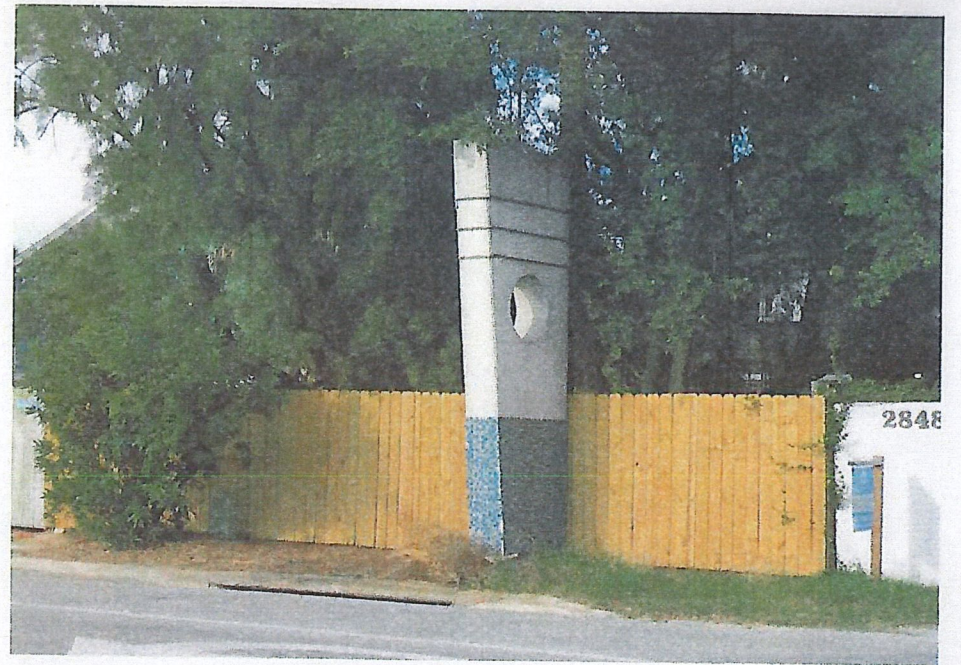
Please list any applications currently under review or recently approved which may assist in the review of this application including the name of the PUD/PRD:



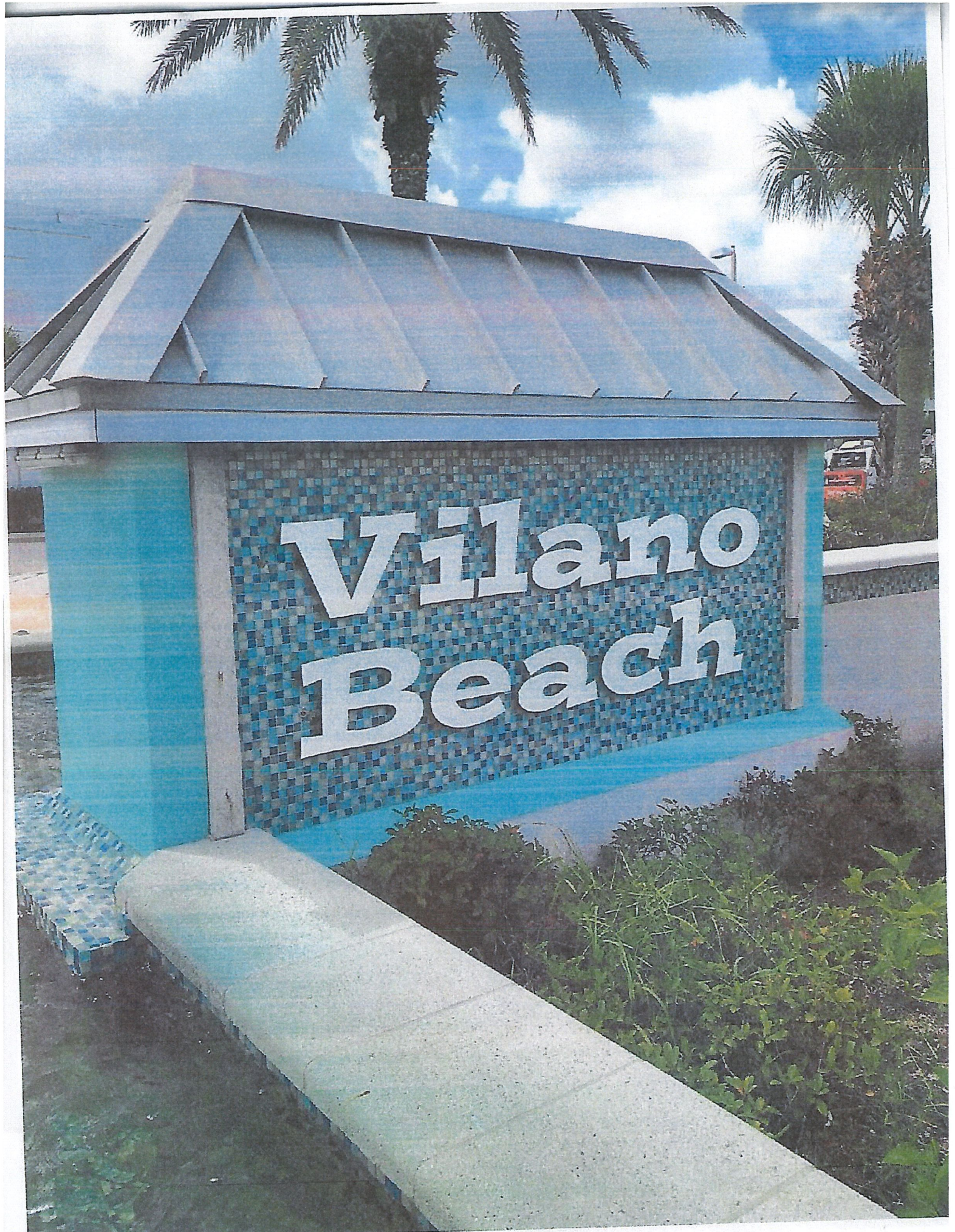
Vilano
Beach

Publix
FOOD & PHARMACY







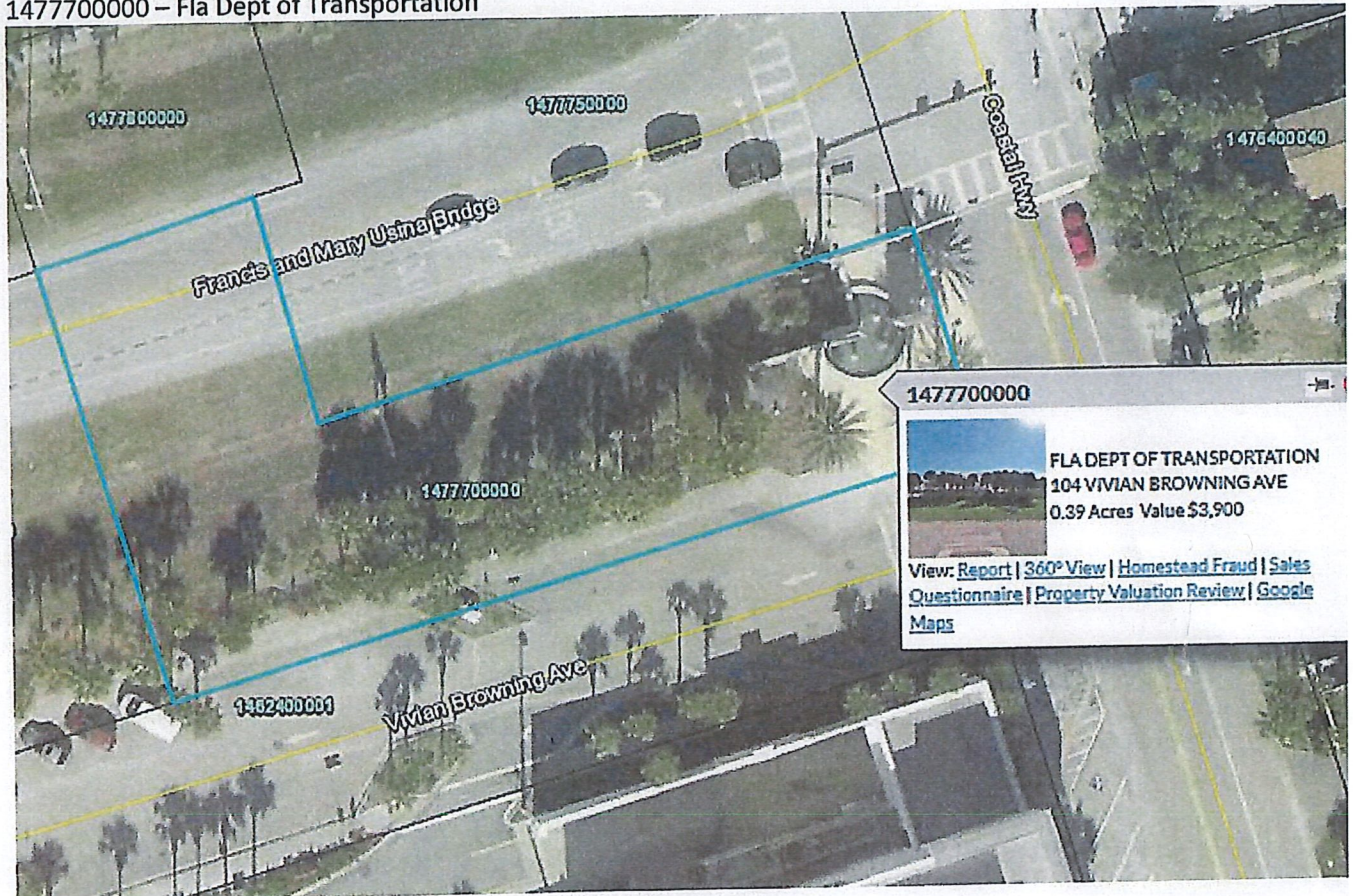


Wilano
Beach

sallie_ohara@vilanobeachfl.com

From: sallie_ohara@vilanobeachfl.com
Sent: Monday, August 8, 2022 11:11 AM
To: 'Adam Howington'
Subject: RE: Mural

The fountain / gateway feature is in the ROW of the Town Center. There is no physical address.
1477700000 – Fla Dept of Transportation



Sallie O'Hara, Executive Director
Vilano Beach Main Street, Inc.
904-540-0402 (c) ; 904-827-7411 (o)
Sallie_ohara@vilanobeachfl.com
tarahillspecialties@gmail.com





Vilano Beach Main Street, Inc.
P.O. Box 6 (3101 1st St., St. Augustine, FL 32084)
St. Augustine, FL 32085
[Sallie Ohara@vilanobeachfl.com](mailto:Sallie_Ohara@vilanobeachfl.com)

Economic Vitality Fact Sheet

Project: Vilano Beach Town Center Gateway Feature & Mosaic Signage

Project Description: Infrastructure Improvements

The Mission of Vilano Beach Main Street is to preserve, maintain and improve the historic Vilano Beach community while protecting the small-town beach vibe.

Infrastructure Improvements – Community Need:

The objective of economic revitalization is to transform downtown space into a vibrant business district attracting destination tourists and residents. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Mosaics are a consistent art theme throughout the Town Center. In 2012 the Nature Board Walk was improved with a grant funded mosaic art project updating the boardwalk with nature themed mosaics. In 2016 another grant projects funded the Poplar Public Fountain historic mosaic project depicting Vilano Beach history.

With the ongoing growth and passing of nearly 20 years since the pavilions, gateway features and streetscape infrastructure projects were completed, the community of Vilano has expressed an immediate need (via community survey) to refresh some elements – specifically the Gateway Feature at the entrance to the Town Center. The dilapidated signage has been removed, fountain pressure washed and repaired. The structure now needs replacement signage.

The Poplar Fountain historic mosaics are proposed to be moved to the Gateway Feature and a new simple sign for “Vilano Beach” inserted on the tile monument structure. Up lighting will be provided at a future date.

Property Use:

The Gateway Town Center feature located by the fountain is on public property at the corner of Coastal Highway and A1A near the traffic light. The original neon sign has been removed after 20 years of use. The Poplar Fountain mosaics were removed from the structure now demolished for the future Town Home development underway. The original message marquee on the south side of the monument was temporarily removed for pressure washing and will be replaced as originally installed.

Expenditures:

The CRA has no funds budgeted for this improvement. Minimal expenses are associated with the move of the tiles to the gateway structure. A permitting fee of \$88 has been paid by VBMS and cost of installation on the new letters for the sign will be under \$1000, cost of which to be deferred by a developer donation.

Community Contact, Location

President, Linda LaCerva, Vilano Beach Main Street – 614.582.7885 linda_lacerva@vilanobeachfl.com
Executive Director, 3101 1st Street, St. Augustine, FL 32084. Cell: 904-540-0402.

Budget: \$88 permit fee and additional \$1000 for sign letters.