



**GROWTH MANAGEMENT DEPARTMENT STAFF REPORT**  
**VILANO BEACH TOWN CENTER OVERLAY DISTRICT**  
**December 14, 2022 Public Meeting**  
**VBTCDR 2022-09 Vilano Beach Townhomes**

**To:** North Coastal Design Review Board  
**Staff:** Sloane Stephens, Planner  
**Date:** December 1, 2022

**Applicant:** Russ Ervin  
ELM, Inc.  
Jacksonville, FL 32207

**Location:** 145 Vilano Road  
**FLUM:** Town Center Mixed Use (TCMU)  
**Zoning:** TCMU

**Applicable Land Development Code Standards:** Part 3.10.00: Vilano Beach Town Center Overlay  
Section 3.10.05.B – Building Height  
Section 3.10.05.G – Architectural Standards

**Summary of Request:** Request for design approval of the vertical development of 49 townhomes in the "Florida Vernacular Style", revised from VBTCDR 2021-03.

**Staff Review**

**Planning Division:** This proposal is to make alterations to the previously approved architectural design of the Vilano Beach Townhomes project. These changes include the window style, wrap-around porch on the ground floor, and roof structure appearance. Such changes appear to be consistent with LDC Section 3.10.05.G. Please see images below providing a comparison of the previously approved architectural design, to the newly proposed design. Staff notes the color palette has not changed from the previously approved VBTCDR 2021-03.

The applicant has provided two conceptual site plan options regarding height. The first option can be seen on Sheet 4 of the drawings. The roof of the three story building is at a height of 37'6", with rooftop structures 10' above the roof, at a total height of 47'6". This option is in compliance with LDC Section 3.10.05.B8, stating, structures for rooftop uses shall be exempt from the height limit provided however that such structures do not extend over ten (10) feet in height above the roof nor cover more than twenty-five (25%) of the roof area.

The second height option, seen on Sheet 5, shall require approval from the DRB. Per LDC Section 3.10.05.B6, for Florida vernacular design structures, the peak of the highest point of the roof shall not exceed 10 feet above the eave of the roof without approval of the Design Review Board. In this option, the height of the roof remains the same at 37'6", and proposes rooftop structures 10'5" above the roof, with the total height being 47'11".

### Previously Approved Design Features



### New Proposed Design Features



### LDC Section 3.10.05.B – Building Height

1. Buildings shall be a maximum of three (3) stories above grade, and have a maximum height of 40 feet.
2. Buildings shall be a minimum of two stories above grade at the frontage line.
3. Where first floor residential uses are allowed and proposed, the first floor shall be raised above grade a minimum of 18”, with the building entrance accessed by a stoop, raised porch or raised or raised arcade.
4. The maximum height of a building shall be measured as the vertical distance from the lowest point of the established grade surrounding the perimeter of the building up to the top plate for the Florida Vernacular design structure or the roofline for Art deco design structures.
5. The height limitations for Art Deco and Art Moderne design structures do not apply to parapet walls provided that such walls do not exceed 10 feet above the roof.
6. For Florida vernacular design structures, the peak of the highest point of the roof shall not exceed 10 feet above the eave of the roof without approval of the Design Review Board. *Applicant is seeking DRB approval for a design option with the highest point of the roof exceeding 10 feet above the eave of the roof, at 10’ 5”.*
7. Height limitations shall not apply to any roof structures for housing elevators, stairways, tanks, ventilating fans, solar energy collectors or similar equipment required to operate and maintain the building (provided that such structures shall not cover more than twenty percent (20%) of roof area or extend over ten (10) feet in height. Height limitations shall not apply to decorative vertical projections such as monuments, spires, cupolas, clock towers and observation towers as long as the tower is appropriately proportioned to the scale of the building, less than 225 sq. ft. in area, and the highest point of the tower does not exceed 60 feet above grade. *Applicant is seeking DRB approval for a design option with the highest point of the roof exceeding 10 feet above the eave of the roof, at 10’ 5”.*
8. Structures for rooftop uses shall be exempt from the height limit provided however that such structures do not extend over ten (10) feet in height above the roof nor cover more than twenty-five (25%) of the roof area. *Applicant is seeking DRB approval for a design option with the highest point of the roof exceeding 10 feet above the eave of the roof, at 10’ 5”.*
9. The ground floor story shall be no less than 12 feet in height from finished floor to finished ceiling.
10. Parking garages shall be measured in levels, with each level being counted as a story. Any parking garage levels that are fully concealed by a habitable story and use for a minimum depth of 20 feet from the frontage line are not restricted in the number of levels, provided that the overall height of the garage does not exceed the overall height of the habitable stories at the frontage line. *Not applicable, there is no proposed parking garage with this application.*

### LDC Section 3.10.05.G. – Architectural Standards

1. The architectural styles of new buildings within the VBTC shall be authentic representations of one of three styles: Art Deco, Art Moderne, or “Florida Vernacular”, also known as, “Old Florida Beach”. The proposed architectural style of all new buildings and renovations to existing buildings must be approved by the Design Review Board. The Design Review Board shall base its determination of conformance to accepted style standards on: 1.) expert testimony regarding the authenticity of the proposed architectural design, 2.) documented patterns for Art Deco, Art Moderne or Florida Vernacular, 3.) the aesthetics of the proposed building or renovation, and 4.) its contribution to the objectives of the VBTC Overlay District.
2. Additions or expansions to existing buildings which are of a Spanish/Mediterranean architectural style will not be required to be reflective of Art Deco, Art Moderne or Florida Vernacular, but must be architecturally compatible with the existing building style, be authentic representations of the documented Spanish/Mediterranean architectural style and be approved by the Design Review Board.

3. All buildings constructed within Town Center Mixed Use District shall have a minimum ground floor, floor to ceiling height of 12 feet. *Submitted drawings show ground floor height is 12 feet.*
4. A building's main entrance shall face the main roadway. Buildings located at street corners shall have entrances at the corner or one entrance on each street frontage.
5. Exterior finish materials shall be appropriate for the style of the building, and shall be limited to light colored, stone, brick, stucco, pre-cast concrete, clear glass, clapboard siding, or wood shingles. Walls shall be of no more than two materials, and shall change material along a horizontal line, with the heavier material below the lighter material. *Please see provided drawings/color pallette for exterior finish materials.*
6. Building finishes, design, and architectural detailing shall be consistent and of the same quality for all sides of the building, whereby all outside walls of the building shall be finished with the same materials and chosen style as the front. *Exterior finishes appear consistent on all sides of the building.*
7. The void to solid ratio of the frontage includes fenestration (windows, porches, arcades, loggias and balconies). The minimum requirement for fenestration on facades shall be 25 percent. *The north elevation of the building appears to include fenestration on at least 25% of the façade.*
8. Porches, arcades and loggias may have high localized void to solid ratios, however a continuous series of these elements can undermine the solidity of a façade and should be avoided.
9. Balconies shall be used in moderation and shall be integrated into the overall composition of the façade. Balconies shall not be implemented in a monotonous or repetitive configuration. This pertains to both indented balconies (loggias) and to cantilevered ones.
10. Balconies and porches may be of decorative metal, wood, carved stone, concrete or stucco, and shall extend no more than 3 feet from the facade of the building.
11. Pitched roofs are allowed and where used shall be of silver colored metal. Flat roofs shall be enclosed by parapets no less than forty two (42) inches high, or as required to enclose equipment. *Where roofs are pitched, it appears proposed material is silver colored metal.*
12. Windows shall be recessed a minimum of two (2) inches and shall be vertical or square in proportions.
13. The glazed area and all other openings of a façade shall be at least 25 percent and shall not exceed 45 percent of the total area of each façade, with each façade calculated separately.
14. Openings in upper stories shall be centered directly above openings in the first story. Openings on the gable ends must be centered. Openings shall be a minimum of two (2) feet from building corners unless building has rounded corners as appropriate to style.
15. If shutters are used, they must be operable, sized to match the opening, and provided for all windows on a given wall.
16. All exterior doors, except garage doors, shall be hinged. All windows, except storefront windows shall be operable.
17. Storefronts, retail and office uses are required to face the frontage line, and shall be directly accessible from the sidewalk, or raised porch, arcade or plaza. Each storefront, and all Building Type I structures, must have clear glazed areas, equal to a minimum of seventy (70) percent of its first floor street facing façade length, between two (2) and eight (8) feet from the ground.
18. All awnings shall be sympathetic to the buildings architecture and designed as an integral component of the overall signage package. All awnings on the street level shall project a minimum of four (4) feet from the building façade. All awnings on stories above the first floor shall project a minimum of three (3) feet from the building façade. Variances may be granted administratively in the event that existing site features, such as, but not limited

to, narrow sidewalks, utility line poles, and street trees restrict the applicant from full compliance with these regulations. All awnings shall be sloped 30 degrees from horizontal and shed awnings shall have both ends open.

19. All awnings at street level shall have an eight (8) inch vertical valance along the front of the awning. The valance must be provided with concealed weight to prevent excessive movement in high winds. Internally illuminated or vinyl awnings are prohibited.

20. Blank walls facing Vilano Road, Coastal Way or Poplar Avenue shall not be permitted. No parking garages shall be allowed to face Vilano Road or Coastal Highway. No off-street parking lots shall front on Vilano Road or Coastal Highway. No Street facing walls within the VBTC boundaries shall be used as service entrances. The use of entranceways and display windows shall be used to create business and storefronts that are festive and inviting to the pedestrian and customers.

21. Long monotonous façade designs including, but not limited to, those characterized by unrelieved repetition of shape, form, design, or by unbroken extension of line, shall be avoided.

22. Outdoor pedestrian seating areas are strongly encouraged, and similarly outdoor cafes, rooftop uses, balconies and porches for seating are encouraged.

23. Roof top uses consistent with or compatible with interior uses shall be allowed. Any structures located on the rooftop to support roof top uses shall not exceed 25 percent of the roof top area of the building.

LDC 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  
Drawings

#### **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 **VBTC DR 2022-09 Vilano Beach Townhomes**, as described within the application, provided:

1. The request complies with Section 3.10 of the St. Johns County Land Development Code, and is consistent with the intent and purpose of the Overlay District.

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

The Design Review Board may consider a motion to deny **VBTC DR 2022-09 Vilano Beach Townhomes**, provided:

1. The request does not comply with Section 3.10 of the St. Johns County Land Development Code.



**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:   
*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)

Vilano Beach Townhomes is an infill development of forty-nine (49) townhomes located in Vilano Beach Town Center on 3.37 acres at the intersection of Loja Street and Vilano Road. The overall site plan has a full set of approved/permitted civil engineer documents developed by Matthews Design Group. This is a request for design approval of the vertical development of three (3) townhomes composed within one (1) building in the "Florida Vernacular Style"; the balance of the development will be submitted subsequently with another application. Earlier submitted under VBTCR2021000003 on June 4, 2021 for the request for design approval of the vertical development of 49 (forty-nine) townhomes [composed within ten (10) buildings] in the "Florida Vernacular Style". The Board of County Commissioners approved VBTCR 2019-04 VBTC Townhomes and NZVAR 2019-07 VBTC Townhomes on September 23, 2019 and October 9, 2019.

I HEREBY CERTIFY THAT ALL INFORMATION IS CORRECT:  
 Signature of owner or person authorized to represent this application:

 11-16-22  
 Signed By \_\_\_\_\_

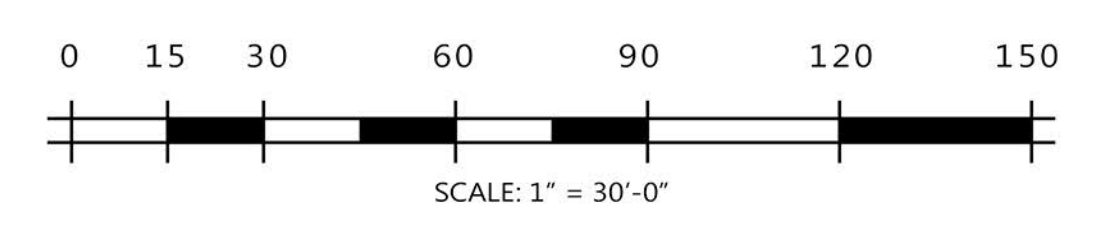
Printed or typed name(s)

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 TOWNHOMES

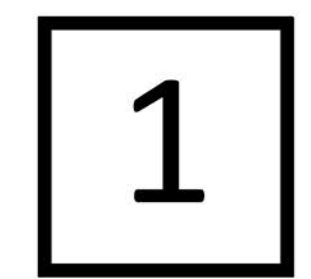
BLAKE COMMUNITIES

November 17, 2022

## Conceptual Site Plan

THIS MATERIAL REPRESENTS DEVELOPMENT CONCEPTS AND ARCHITECTURAL AND OTHER DESIGN CONCEPTS BEING CONSIDERED AT THE TIME IT WAS PRODUCED. THIS INFORMATION IS SUBJECT TO REVISIONS AND MODIFICATIONS WITHOUT NOTICE. ALL ORAL AND WRITTEN INFORMATION, DESCRIPTIONS, PLANS, COPY, GRAPHICS, PHOTOGRAPHY, CHARTS, GRAPHS AND RENDERINGS MAY BE MODIFIED AT ANY TIME AND SHOULD NOT BE RELIED UPON AS FINAL.

planning  
architecture  
landscape architecture  
urban design  
visual communication

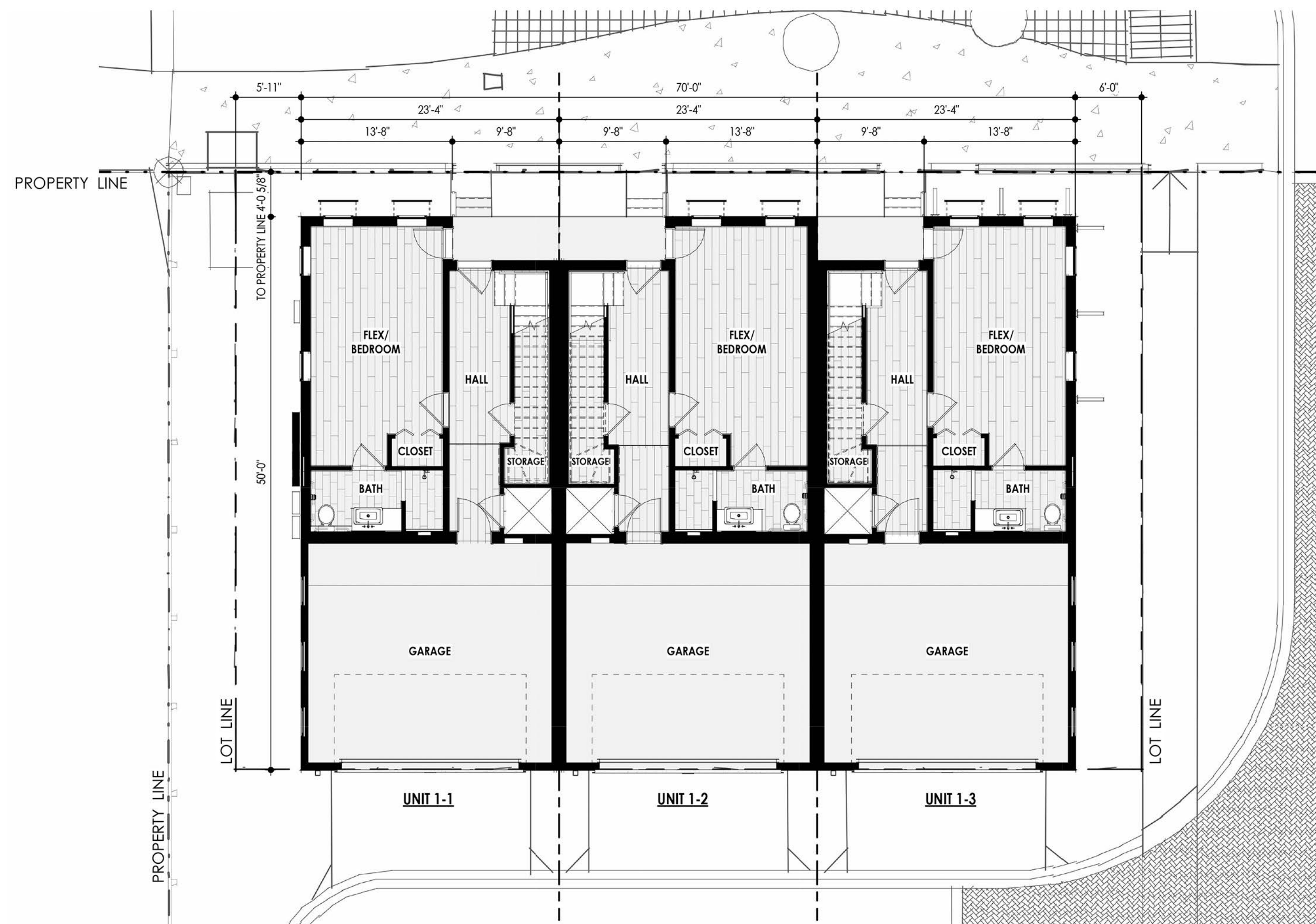




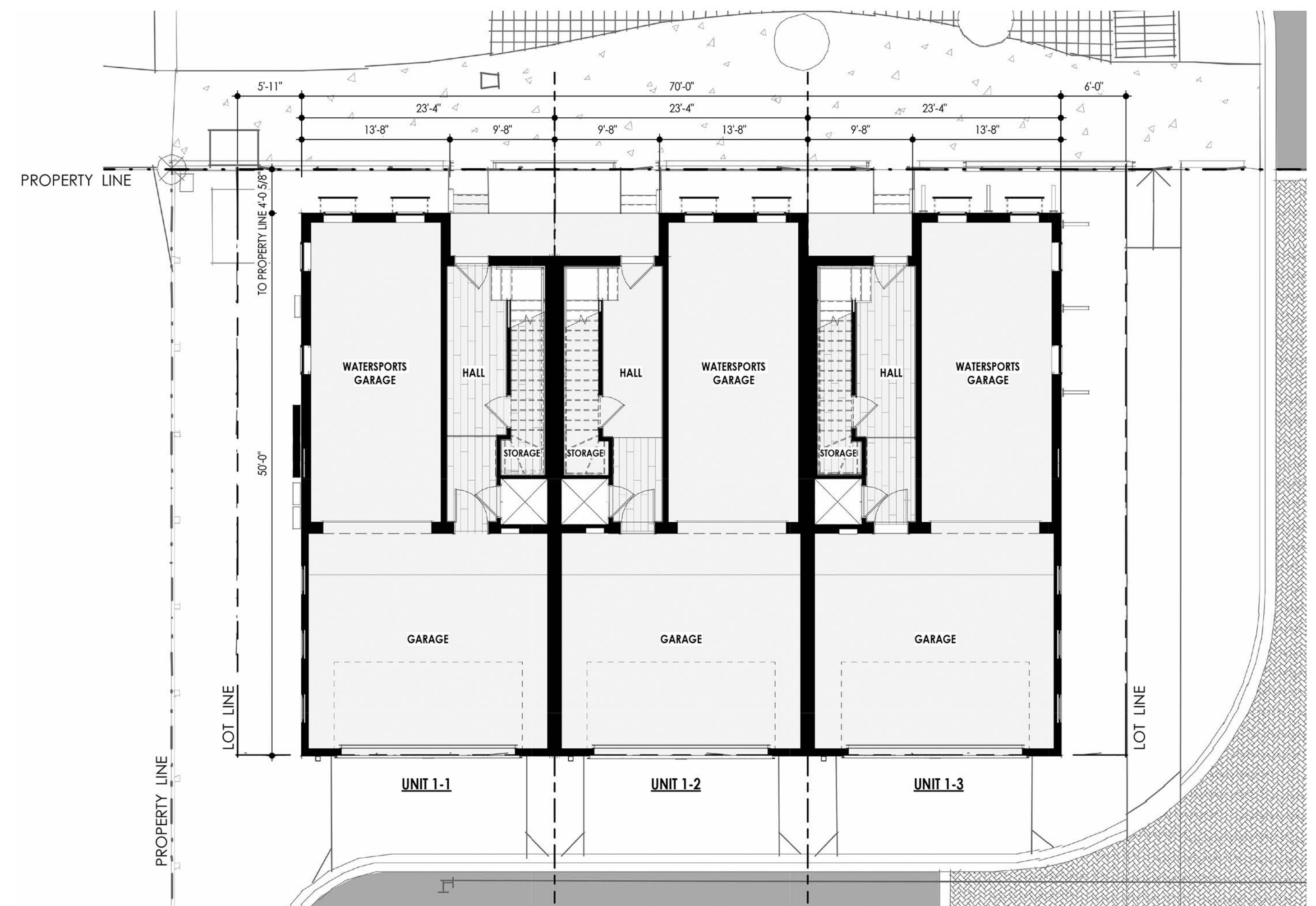
Second Floor - Alternate



Second Floor - Typical

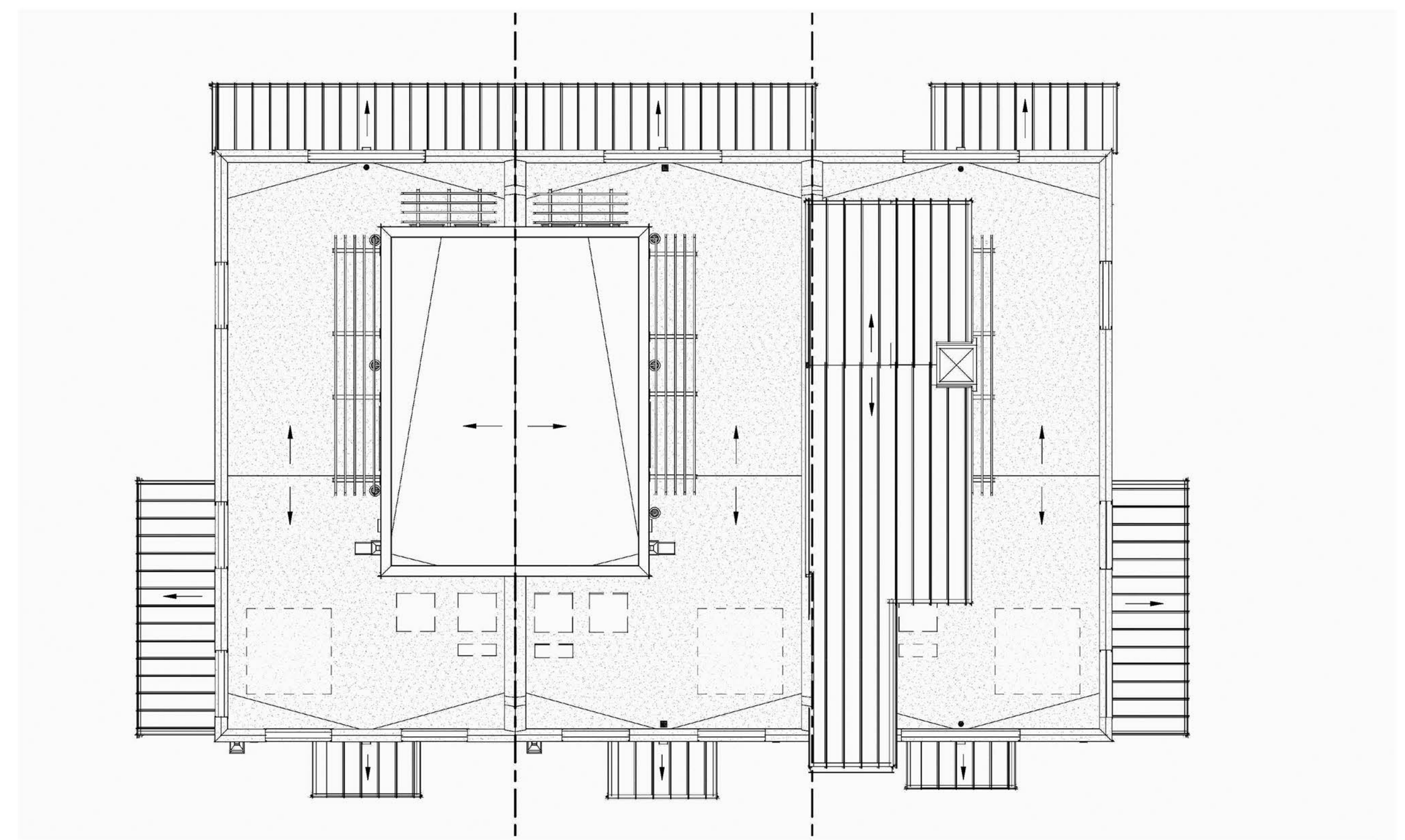


First Floor - Alternate

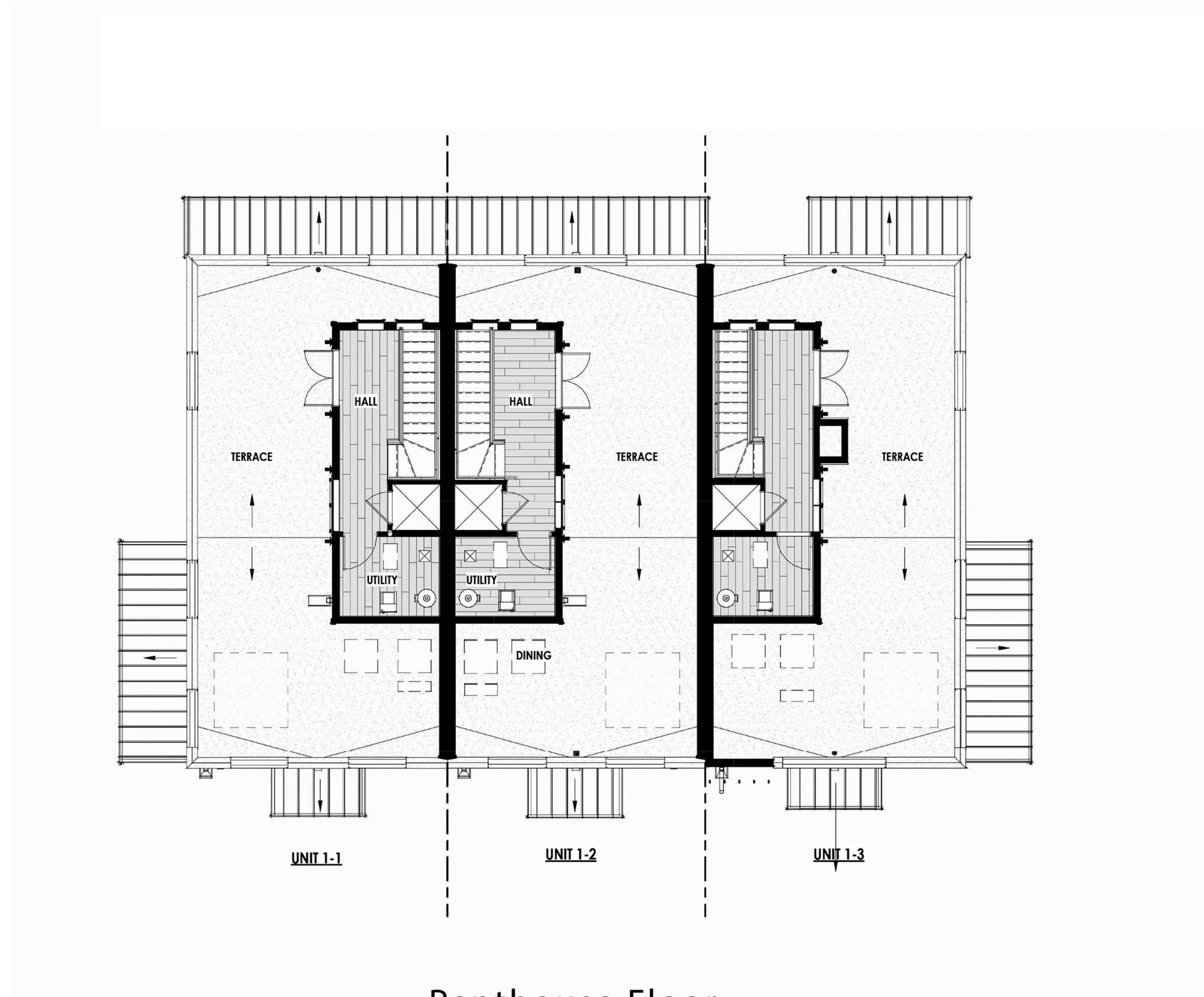


First Floor - Typical

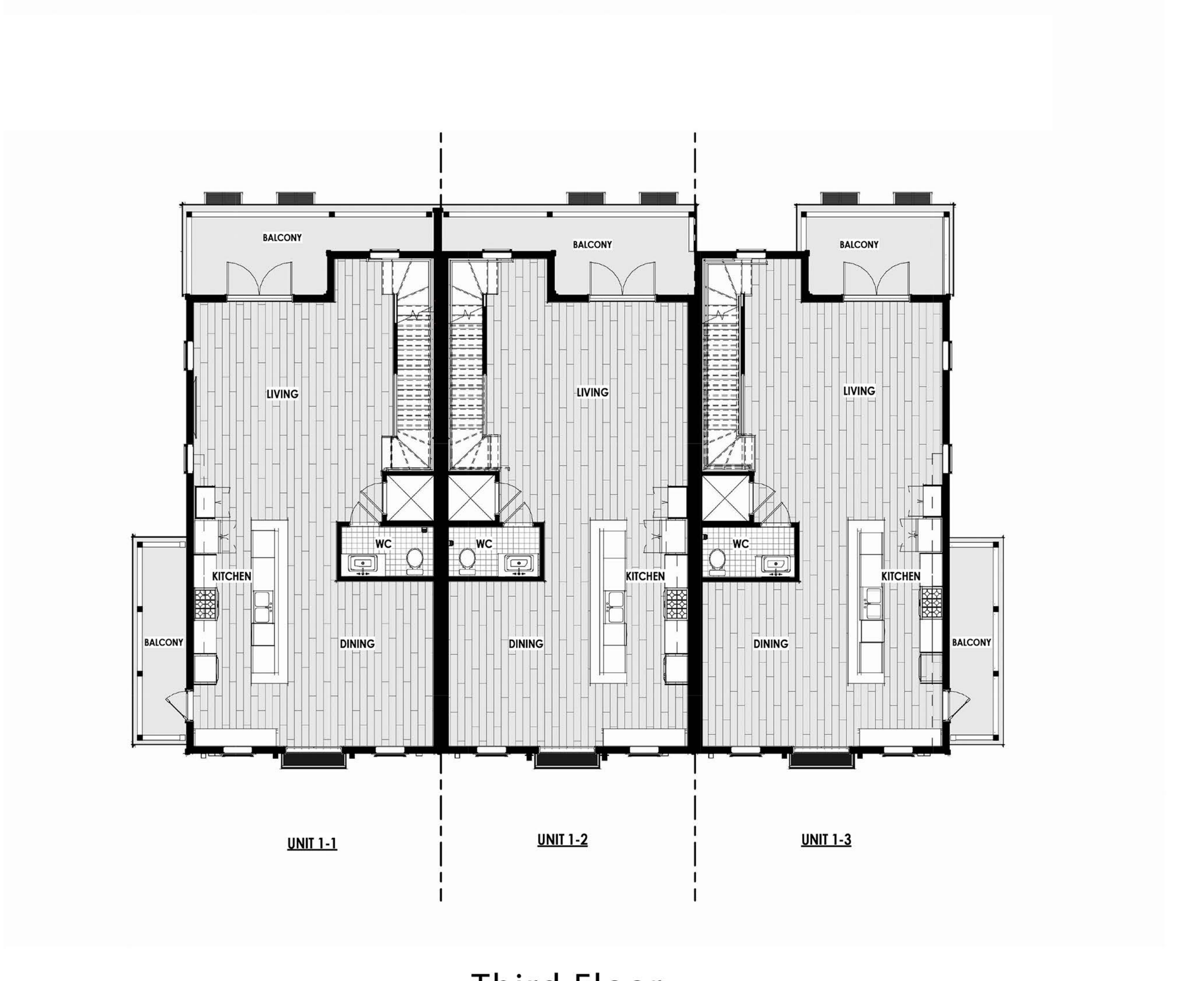




Roof Plan



Penthouse Floor



Third Floor

# VILANO BEACH TOWNHOMES

## Conceptual Building Floor Plans



North Elevation



South Elevation



West Elevation



East Elevation



North Elevation



South Elevation



West Elevation



East Elevation

# MATERIAL AND COLOR PALETTE LEGEND

<p>① <b>Raised Seam Metal Roof:</b> Berridge Preweathered Galvalume</p>	<p>② <b>Stucco or Horizontal Siding:</b> Benjamin Moore 2140-70 Winter White</p>	<p>③ <b>Decorative Handrails:</b> Dark Bronze</p>	<p>④ <b>Bahama &amp; Decorative Shutters:</b> Benjamin Moore 2136-50 Colorado Grey Option 1</p>	<p>⑬ <b>Garage Doors:</b> Brown Wood Paint Option 1</p>
<p>⑥ <b>Windows:</b> Aluminium Clad or Vinyl Dark Bronze</p>	<p>⑦ <b>Chimneys (Optional):</b> Benjamin Moore 2140-70 Winter White</p>	<p>⑧ <b>Rooftop Trellis (Optional):</b> Benjamin Moore CSP-30 Espresso Bean</p>	<p>⑤ <b>Bahama &amp; Decorative Shutters:</b> Benjamin Moore 2144-30 Rosemary Sprig Option 2</p>	<p>⑭ <b>Garage Doors:</b> Painted Match Shutter Color Option 2</p>
<p>⑨ <b>Decorative Beams / Brackets:</b> Benjamin Moore CSP-30 Espresso Bean</p>	<p>⑩ <b>Sailcloth / Drapery (Optional):</b> TBD</p>	<p>⑪ <b>Decorative Front Doors:</b> Fiberglass Option 1</p>	<p>⑥ <b>Bahama &amp; Decorative Shutters:</b> Benjamin Moore 2150-40 Spring Dust Option 3</p>	<p>⑮ <b>Garage Doors:</b> Dark Bronze Option 3</p>
<p>⑫ <b>Patio Doors:</b> Aluminium Clad or Vinyl Dark Bronze</p>	<p>⑬ <b>Precast Stone Caps:</b></p>	<p>⑫ <b>Decorative Front Doors:</b> Painted Match Shutter Color Option 2</p>	<p>⑦ <b>Bahama &amp; Decorative Shutters:</b> Benjamin Moore 2144-20 Eucalyptus Leaf Option 4</p>	
<p>⑭ <b>Decorative Columns:</b> Benjamin Moore CSP-30 Espresso Bean</p>	<p>⑮ <b>Fascia:</b> Benjamin Moore CSP-30 Espresso Bean</p>	<p>⑬ <b>Decorative Front Doors:</b> Dark Bronze Option 3</p>	<p>⑧ <b>Bahama &amp; Decorative Shutters:</b> Benjamin Moore 2140-10 Fatigue Green Option 5</p>	