



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
VILANO BEACH TOWN CENTER OVERLAY DISTRICT

June 12, 2024 Public Meeting

**VBTCDR 2024-03 – Vilano Coffee Shop Sign located at the Holiday Inn Express
140 Vilano Road**

To: North Coastal Design Review Board (NCDRB)
Staff: Teresa Bishop, AICP, Planning Manager
Date: May 29, 2024

Applicant: Christen Williams
B&S Signs, Inc.
2764 S. Collins Ave.
St. Augustine, FL 32084
christen@bnssigns.com

Location: 140 Vilano Road
FLUM: TCMUD
Zoning: TCMU

Applicable Land Development Code Standards. Section 3.10.05.I – Signage - Vilano Beach Town Center Overlay District.

Summary of Request: Applicant is requesting design approval for the installation of an internally illuminated round 3’ bracketed Blade Sign for a coffee shop, located at the Holiday Inn Express – 140 Vilano Road.

DRB Review: Approval for the installation of an internally illuminated round 3’ bracketed Blade Sign for a coffee shop, located at the Holiday Inn Express – 140 Vilano Road, pursuant to the signage standards of Section 3.10.05.I for signage within the Vilano Beach Town Center.

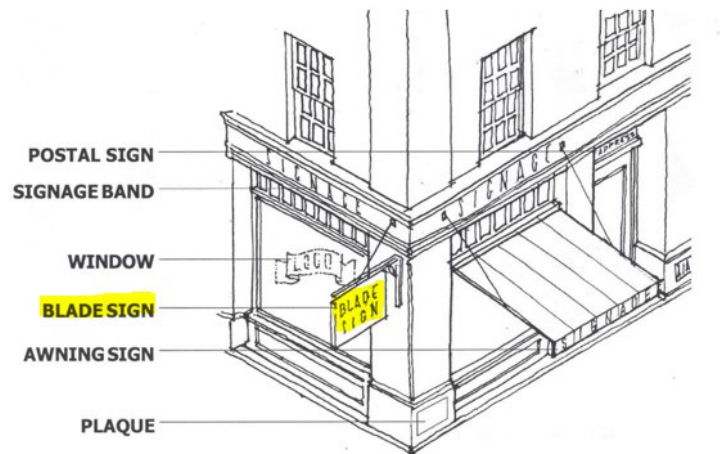
Staff Review

Planning Division: The applicant is requesting approval for the installation of an internally illuminated round 3’ x 3’ bracketed Blade Sign for a coffee shop, at the Holiday Inn Express, located at 140 Vilano Road, pursuant to the signage standards of Section 3.10.05.I for signage within the Vilano Beach Town Center. The Holiday Inn Express was approved by the NCDRB in 2017 and currently has approval for three signs. The coffee shop sign is a bracketed and illuminated Blade Sign, designed to be placed at the entrance of a coffee shop and will hang over the sidewalk.

Section 3.10.05.I – Signage - Vilano Beach Town Center

1. 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.

Staff Response: The colors and materials of the proposed Coffee Shop sign appear consistent with the Vilano Beach Town Center and the Holiday Inn Express. The applicant should provide the individual colors proposed for the sign for inclusion into the Order. The Holiday Inn Express is a Type I building within the Town Center Mixed Use; a Blade Sign is consistent with the Building Type.



b. Signs must be professionally designed, lettered and constructed.

Staff Response: The proposed sign is professionally designed, lettered and constructed by B&S Signs.

c. Wall Signs shall be mounted directly upon wall surfaces, and shall not be mounted upon raceways or other protrusions from the wall surface.

Staff Response: The proposed sign is mounted upon a wall as a bracketed Blade 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.

Staff Response: Not applicable.

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.

Staff Response: Lighting is concealed. The applicant should provide the time the signs will DRB needs

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.

Staff Response: The proposed sign meets this standard.

g. LED and neon signs shall be allowed if approved by the Design Review Board.

Staff Response: LED lighting is proposed. There does not appear to be neon.

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.

Staff Response: It appears the sign complies with this provision.

i., j., k. For Signs that contain Federally registered trademarks or service marks, documentation of such registration shall be provided with the application for review; 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.; 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.

Staff Response: Sections i, j, and k are not applicable to the proposed sign.

In addition, to the general standards provided above, Section 3.10.05.I.2, provides Type I buildings are allowed a Blade Sign that is attached to the building perpendicular to the façade extending up to four feet from the frontage line not exceeding three feet in vertical dimension, including all mounting brackets and hardware, and shall be setback a minimum of two feet from the corner of the building or storefront.

Staff Response: The site plan is unclear on this Section. The applicant should clarify for the Board that the sign and its location meets this standard.

Attachments:

Application

Support Materials

CORRESPONDENCE

Staff has not received any phone calls or letters regarding the proposal as of the writing of this Staff Report.

SUGGESTED ACTION TO APPROVE

The Design Review Board may consider a motion to approve **VBTCDR 2024-03 – Vilano Coffee Shop Sign located at the Holiday Inn Express at 140 Vilano Road**, as described within the application, provided:

- 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.

SUGGESTED ACTION TO DENY

The Design Review Board may consider a motion to deny, **VBTCDR 2024-03 – Vilano Coffee Shop Sign located at the Holiday Inn Express at 140 Vilano Road**, as described within the application, provided:

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

The Board may consider additional conditions and findings.



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

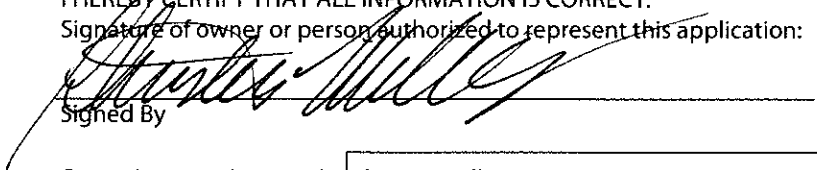
Project Address & Location

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)

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:

Sign Is: 3' x 3' = 9^{sq}

Frontage = 25.41'

Proposed Signage - Vilano Coffee Shop

Job #: 240227



B&S Signs
2764 S. Collins Ave.
St. Augustine, FL 32084
904.824.3323
www.bnssigns.com
State Certified ES 0000312



Vilano Coffee Shop

Contact: FARID ASHDJI
Phone: 904-806-0506
Email: ashdji@gmail.com

Address:
140 Vilano Road
St. Augustine, FL 32084

Date: 3/21/24
Proof # 240227
Zoning:
Saved as:

Sales Person: Ja Jarrard
Project Manager: Shauna Mayer
Designer: Shauna Mayer

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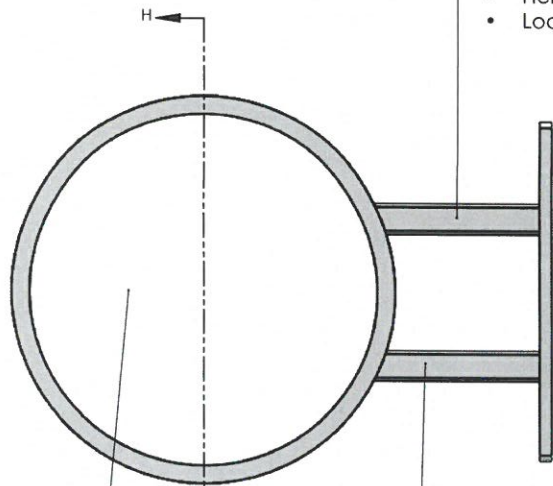
This sign meets or exceeds 132 mph wind zone requirements as per 2020 Florida Building Code.

Please ensure all colors, dimensions, verbiage, layout, etc. are correct before approving rendering. B&S Signs, Inc. will not be held responsible for errors in content after the proof has been approved in writing or digitally. Colors portrayed in this proof may not match final product due to the difference between digital and physical colors.

Approved by: _____ Date: _____

Blade Sign

- Mounting Arms:
- Material: Alum
 - Height 12" to 28": one arm (1.5")
 - Height 28" to 46": Two arms (2")
 - Location: Top / Bottom / Side



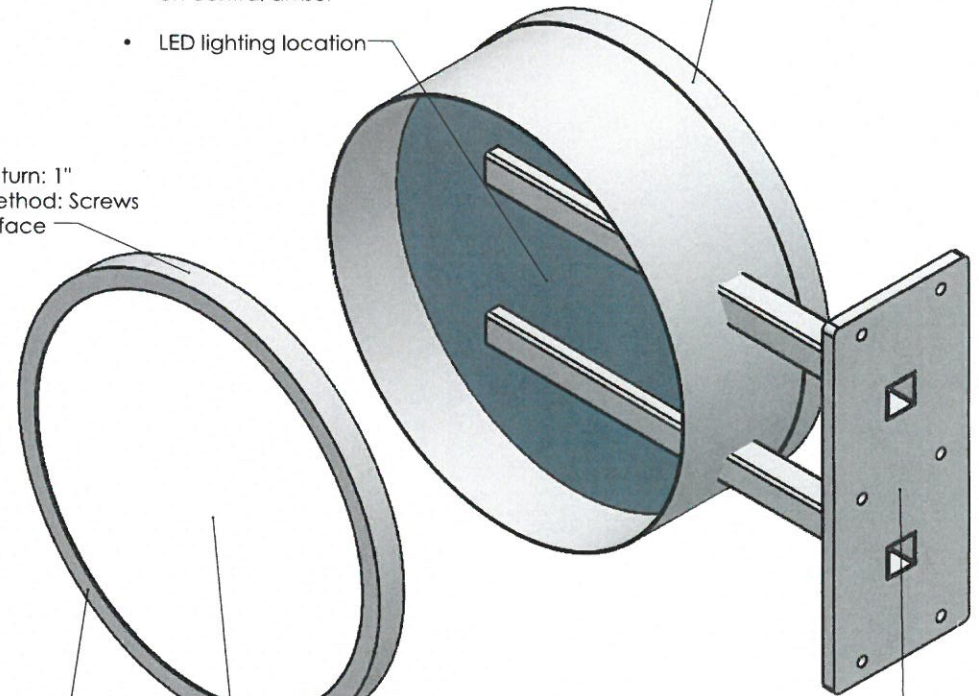
- Height:
- Min: 12"
 - up to: 46"

Arms length:
"4" standard distance from
mounting surface to sign"

- Mounting arms welded on central divisor
- LED lighting location

Assembly Return: 1"
Assembly method: Screws
Removable face

Assembly Return: 1"
Assembly method: Screws
Removable face

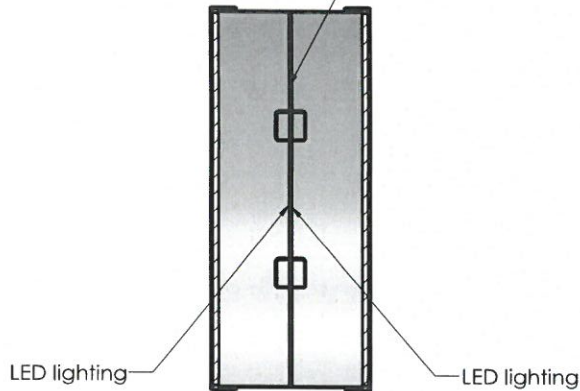


- Mounting plate:
- Height: 75% of overall
 - Length: Same as return
 - Thickness:
Height 12" - 28" | 0.375"
Height 29" - 46" | 0.5"
 - Mounting Holes: 0.375"

Central Divisor

- Outline lip:
- Material: Alum
 - Height 12" - 28" | 1" (Minimum)
 - Height 28" - 46" | 2" (Minimum)

- Acrylic Insert:
- Glued



SECTION H-H



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REPRODUCTION IN PART OR AS A WHOLE
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TITLE: BLADE SIGN (ACRYLIC INSERT)	
MATERIAL: ALUMINUM	PRODUCT TYPE: FABRICATED METAL
DWG NO. F19	12/02/2020
SCALE: AS INDICATED	SHEET 1 OF 1

Site Plan – 140 Vilano Rd – Vilano Coffee Shop

