



**GROWTH MANAGEMENT DEPARTMENT STAFF REPORT**  
**PALM VALLEY OVERLAY DISTRICT**  
**November 6, 2023 Public Meeting**  
**ARCC 2023-11 Veranda**

**To:** Architectural Review Committee  
**Staff:** Brandon Tirado, Planner  
**Date:** October 26, 2023

**Applicant:** Cindy MacDonald  
814 A1A N, Suite 304  
Ponte Vedra, FL 32082

**Location:** 814 A1A N  
**FLUM:** Caballos del Mar DRI  
**Zoning:** PUD (Players Club)

**Applicable Standards:** Ordinance 2018-37  
St. Johns County Land Development Code, Section 3.06

**Summary of Request:** Applicant is requesting design approval for the relocation of two east facing wall signs within the Veranda development, which is a part of the Players Club PUD. Currently, Buildings B and C have approved signage locations along the east side of the buildings, which face A1A North. The Unified Sign Plan for Veranda can be found within Ordinance 2018-37 and is attached to this Staff Report for your reference. Staff notes it does not appear that this change would increase the overall number of wall signs.

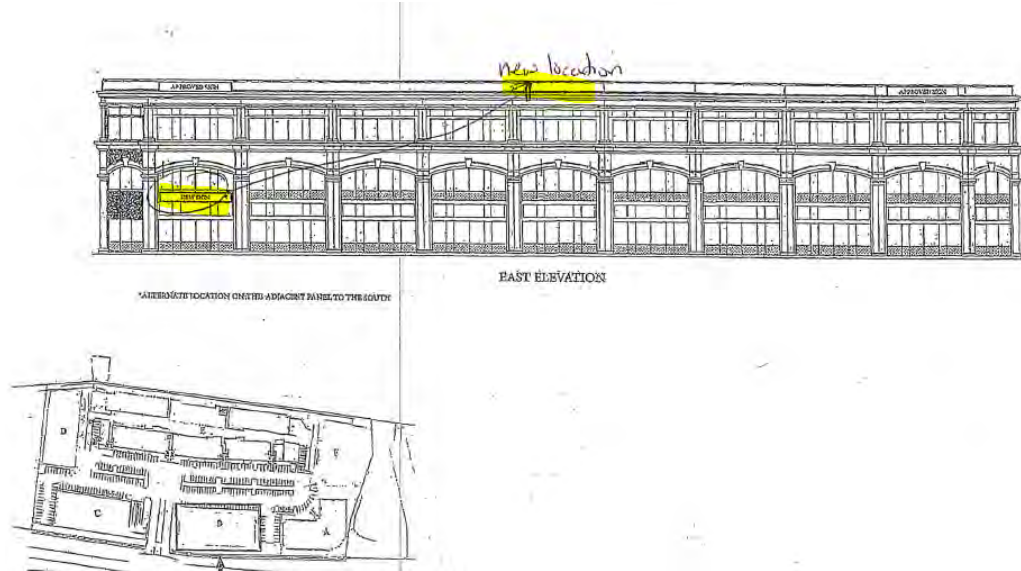
**Staff Review**

**Planning Division:** The Veranda property is located west of A1A North, just north of ATP Tour Blvd. The location of the proposed sign location changes are indicated with a red X on the map below:

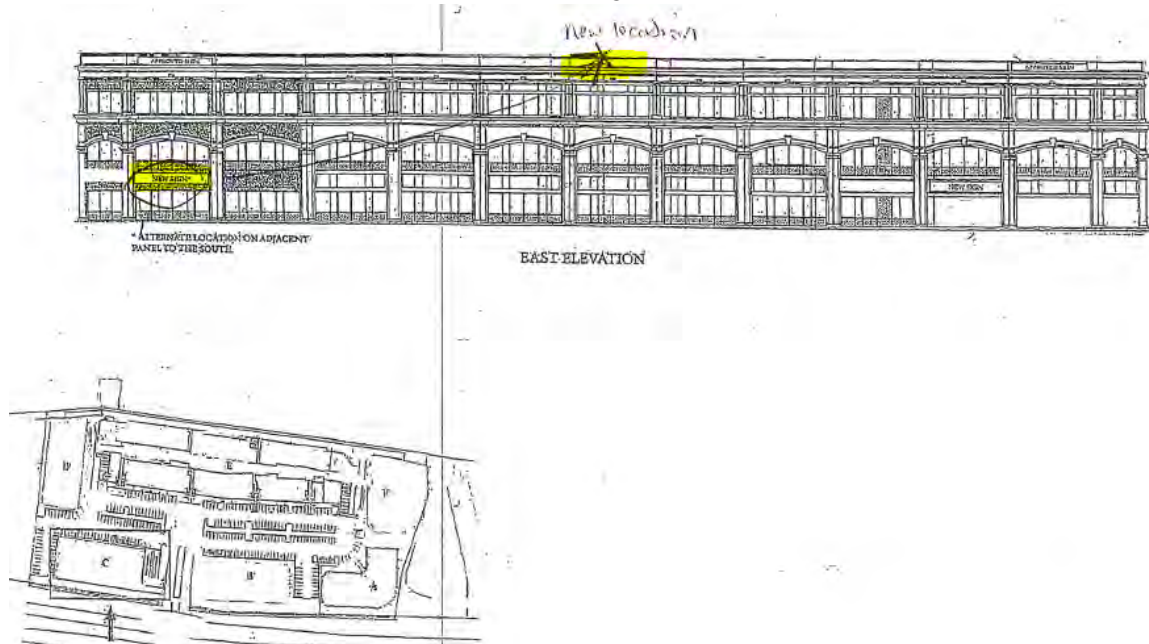


Ordinance 2018-37 currently depicts signage allowances on the buildings of Veranda. Below are screenshots of the USP with indication showing where the Applicant is proposing to relocate the wall signs to:

### Building B



### Building C



The Applicant has also provided renderings for review, to depict what the building facades would look like with the signage in the new location:

Building B:



Building C:



If approved, this would change the location of the wall sign on the façade of Buildings B and C, from the mid-point/end of the buildings, to the top/middle of the buildings. Staff notes that the process for approval of sign re-faces at this new location would remain the same – it would still require an ARCCC application, which would be eligible for administrative approval pursuant to the Veranda Unified Sign Plan.

Staff review shows there are no open comments on this application. A Pre-application Meeting was not held with the Planning Division. This item has been continued from the 8/26/23, 9/27/23, and 10/18/23 PVARC hearing due to a lack of quorum. Attached for consideration are:

- Application
- Site Plan
- Renderings
- Ord 2018-37 USP

### **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 **ARCCC 2023-11 Veranda**, as described within the application, provided:

1. The request complies with the St. Johns County Land Development Code relating to design standards and is consistent with the intent and purpose of the Palm Valley Zoning and Overlay Regulations.

### **SUGGESTED ACTION TO DENY**

The Design Review Board may consider a motion to deny **ARCCC 2023-11 Veranda**, provided:

1. The request does not comply with the St. Johns County Land Development Code; the proposed design standards are not compatible with the purpose and intent of the Palm Valley Zoning and Overlay Regulations.



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 6/29/23 Overlay District  Property ID No (Strap)

Applicant Cindy Macdonald Phone Number 904-285-700 X 104

Address 814 AIA No. Suite 304 Fax Number

City Port St. John State FL Zip Code 32082 E-mail c.macdonald@centre.com

Project Name Veranda

Project Address & Location 814 AIA No. Port St. John, FL 32082

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)

To change the location of two east facing wall signs for Buildings B and C from a previously approved location to the top of the buildings. See attached.

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

Cindy Macdonald  
 Signed By

Printed or typed name(s) Cindy Macdonald

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:



Regis

FUTURE TENANT

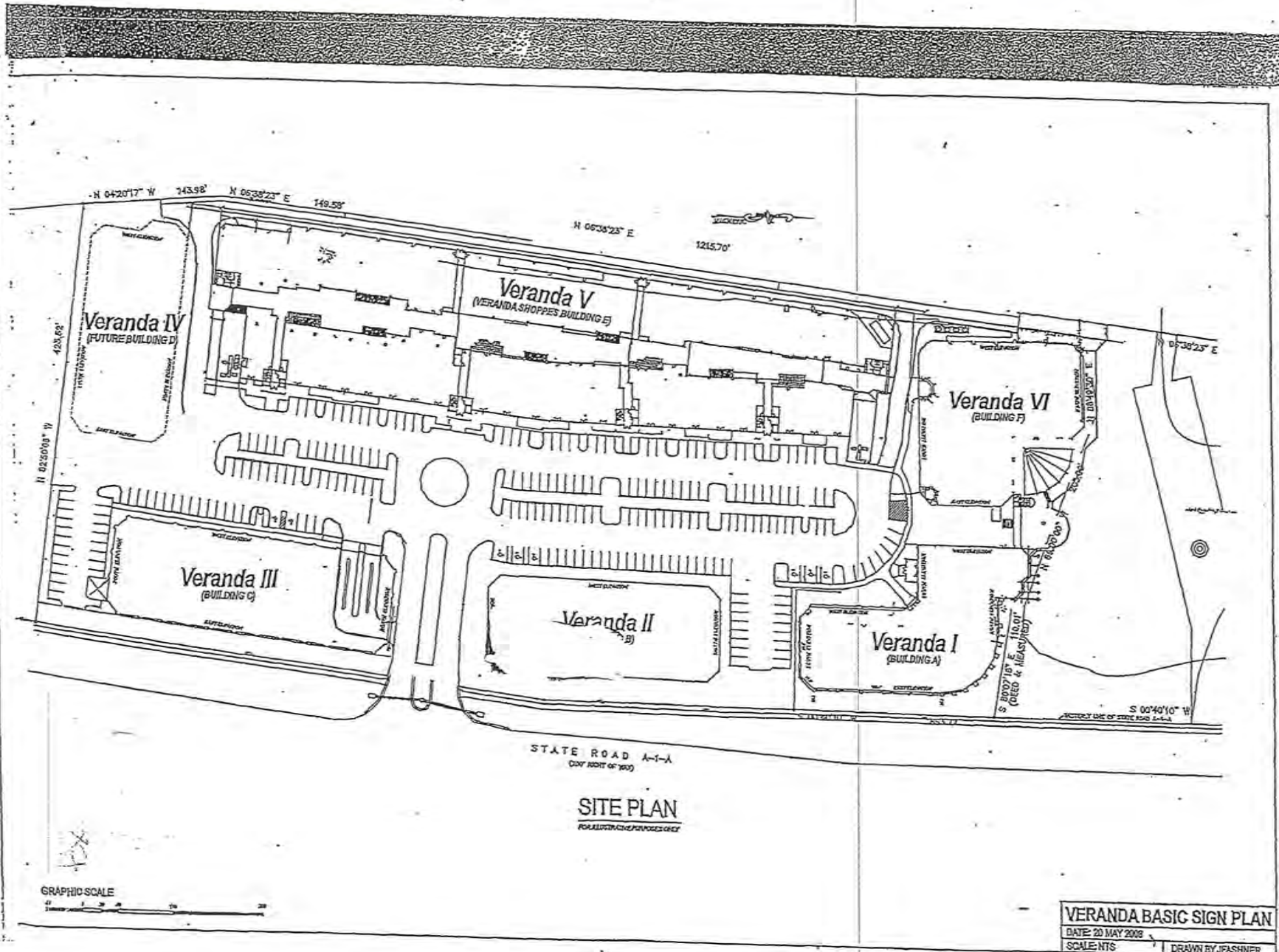
822

RAYMOND JAMES

FUTURE TENANT

WELLS FARGO ADVISORS





N 04°20'17" W 143.92' N 06°38'23" E 149.55'

N 06°35'25" E 1215.70'

Veranda IV  
(FUTURE BUILDING D)

Veranda V  
(VERANDA SHOPPES BUILDING E)

Veranda VI  
(BUILDING F)

Veranda III  
(BUILDING C)

Veranda II  
(BUILDING B)

Veranda I  
(BUILDING A)

STATE ROAD A-T-A  
(CITY RIGHT OF WAY)

SITE PLAN  
FOR ALL UTILITIES PURPOSES ONLY



**VERANDA BASIC SIGN PLAN**  
 DATE: 20 MAY 2008  
 SCALE: NTS DRAWN BY: JFASHER



## **Exhibit “D” to the Ordinance**

### **Unified Sign Plan for Veranda**

Veranda is a commercial project located at 814-824 SR A1A, in Ponte Vedra Beach, consisting of five existing buildings and one additional building that is currently under construction.

The Unified Sign Plan for Veranda of four (4) existing multi-story, multi-business, commercial buildings, respectively identified as Veranda A, Veranda B, Veranda C, and Veranda F, and an additional 5<sup>th</sup> permitted multi-story, multi-business, commercial building (Veranda D) that is currently under construction. Additionally, there is an existing integrated parking facility and commercial building known as the Shoppes of Veranda (Veranda E).

Veranda was approved prior to the Ponte Vedra/Palm Valley Coastal Corridor Overlay District and prior to the Land Development Code (the “LDC”) provisions for Unified Sign Plans. The applicant is requesting approval of a Unified Sign Plan to incorporate all six multi-story, multi-business commercial buildings (A, B, C, D, E, and F) into one comprehensive and esthetically pleasing signage plan. The Unified Sign Plan will provide for certainty in the issuance of sign permits, and definitiveness in the application of specific criteria to this project. The Unified Sign Plan will also support the public policy of the county in limiting the proliferation of disparate signage, while providing for adequate signage for identification and visibility of those business for members of the public. In addition, the implementation of a Unified Sign Plan will more clearly provide criteria for multi-story commercial buildings within the Overlay District than is currently provided for in the LDC’s general regulations.

In order to effectuate these purposes, and to provide clear guidance and certainty with regard to past, current, and future signs in Veranda, the applicant is proposing the following textual limitations and attached conceptual sign plan criteria (“Conceptual Sign Plan”) incorporated herein by reference as Attachment 1. The general location of the buildings and ground/monument signage within the Veranda complex is as shown on the Monument, Directory & Directional Sign Plan included with the Conceptual Sign Plan, and the specific criteria of all signs is set forth below in Table USP-1 (Monument/Ground Signs) and Table USP-2 (Wall Signs and/or Awning/Canopy Signs).

**General criteria:**

**Wall and/or Awning/Canopy Signs:**

Signs are proposed to be white channel letters with black returns with internal illumination. However, up to 15% of each wall and monument sign within the project may be color without ARC approval. Individual tenant signs will be allowed to vary in style and font. For signs on the top band of Buildings A-C, where adjacent to A1A, signs will not exceed 36 square feet or a maximum Advertising Display Area ("ADA") of 1.5 square feet per linear foot of perimeter occupancy frontage, whichever is less. For other signs on Buildings A-C, where adjacent to A1A, signs will not exceed 24 square feet or a maximum ADA of 1.5 square feet per linear foot of perimeter occupancy frontage, whichever is less. All other individual tenant signs will not exceed 48 square feet or a maximum ADA of 1.5 square feet per linear foot of perimeter occupancy frontage, whichever is less. This will be consistent with other signs approved in the Sawgrass project within the Player's Club PUD and is likewise consistent with other signage in the overlay district. The signs will be consistent with the style of the existing Veranda signs (monument, awning, and the approved directory sign), each being predominately white letters against a black background, but up to 15% of each individual sign may be color.

Tenants may have either a wall sign or awning/canopy sign or multiple wall or awning/canopy signs spread over multiple panels, along the tenant's façade frontage; however, in no case will the aggregate signage area for any individual tenant exceed the total allowable signage specified above. The wall, and awning/canopy signs allowed within Veranda are in accordance with this Conceptual Sign Plan and Table USP-2 below. Tenants with existing signs may apply for new signs in accordance with this Unified Sign Plan. Wall signs on each elevation shall be uniform dimensions throughout that elevation, or as approved by the ARC pursuant to an individual sign application, as requested and consented to by the individual applicant(s). Each individual wall or awning/canopy sign shall consist of white letters with black returns. The incorporated Conceptual Sign Plan allows for both wall and awning/canopy signs for some business units, as depicted in the Conceptual Sign Plan and in accordance with Table USP-2 below. An individual business unit may have both wall and awning/canopy signs, provided that the two types of signs for that individual business unit are located on different building elevations.

**Tower Signs (Building E):**

Each tower sign for Building E shall be designed in accordance with the Building E Tower Sign conceptual renderings attached to this Unified Sign Plan. Owner may use any of the four options for each tower, none of which option will exceed forty-eight (48) square feet or a maximum ADA of 1.5 square feet per linear foot of perimeter occupancy frontage, whichever is less, in total for each tower.

**Building Directional Ground/Wall Signs:**

Each building may have one Directional Sign directing patrons to its entrance, not to exceed 30 square feet. Each Sign may contain advertising for each of the tenants in the building.

**Site Directional Ground Sign:**

One single-sided Directional Ground Sign not to exceed 12 square feet may be located as depicted on the Monument, Directory and Directional Sign Plan contained within the Conceptual Sign Plan.

**Directory Ground Sign:**

The only Directory Ground Sign for the project will be the existing and approved sign which is depicted on the Monument, Directory and Directional Sign Plan contained within the Conceptual Sign Plan.

**Monument Signs**

There are five existing, approved Monument Signs located along A1A in the general location shown on the Monument, Directory & Directional Sign Plan included in the Conceptual Sign Plan and as set forth in Table USP-1 below. In addition to these existing Monument Signs, a new single-sided Monument Sign not more than 8' above grade may be placed near the south entrance to the project at its interconnection with the adjacent property to the south as depicted on the Monument, Directory & Directional Sign Plan attached to the USP. The Monument Sign at this entrance may not exceed 60 square feet ADA or 8 feet in height.

The specific business names and dimensions shown on the incorporated Conceptual Sign Plan are for illustrative purposes only. Specific individual sign applications shall be reviewed by the ARC for consistency with this Unified Signage Plan. If consistent, the specific individual sign application shall be approved.

Individual sign applications may request an alternative to the criteria of this Unified Signage Plan, and shall be reviewed for compliance with the LDC. Alternative individual sign applications may include the use of logos or colors other than specified in the Unified Signage Plan. The ARC, may approve accent colors other than black and white; logos, and trademarks, pursuant to an individual sign application, as requested and consented to by the individual applicant(s). Logo and/or signage colors other than white are allowed but would require review and approval of the ARC. However, up to 15% of each monument sign within the project may be color without ARC approval. The Unified Sign Plan is created for both current and future tenants and must have flexibility in order to provide tenants with trademarked or other logos and colors, with approval from the ARC. Tenant logos and/or other colors on existing awnings/canopies, or signs are allowed to remain without any further approval.

Sign lighting shall be allowed pursuant to the Lighting Criteria of the LDC.

All other criteria as found in the incorporated Conceptual Sign Plan; whether textual or graphic shall be allowed pursuant to this Unified Sign Plan. The incorporated site plan depicts with specificity the details and locations of signs. The ARC may approve to by the individual applicant(s). Individual signs will submit sign permit applications complete with specific dimensioned measurements and locations for review of compliance with the criteria in this Unified Sign Plan and with the LDC.

**Waivers:**

In order to create this Unified Sign Plan, the following waivers to provisions of the LDC are needed, and shall be substituted by the general criteria of this Unified Sign Plan and by the incorporated Conceptual Sign Plan:

An overall justification for the requested waivers lies in the language of the code itself. The criteria was intended to apply to a typical "strip center" with linear businesses, and does not address a multi-floor, multi-tenant complex consisting of numerous separate but related buildings with Class A-type tenants. The Unified Sign Plan and related waivers balance the project tenant's need to attract customers and allow them to remain in business, with the desire of many Ponte Vedra residents to maintain a casually elegant coastal community. The Veranda Unified Sign Plan is designed to make the project competitive with other similar commercial projects in Ponte Vedra. The project requires additional signage to allow the owner of this multi-business commercial project to attract new tenants and to maintain existing tenants. The extra signage is particularly important to this center due to the fact that many tenants have little or no visibility from A1A.

**3.06.09.C.2.** (Wall Signs upon the front elevation of the Building, and wall Signs upon the side street elevation of the Building, including total cumulative wall Sign area):

The specific number, location, and Sign area of wall Signs shall instead be controlled as provided in the general criteria of this and incorporated Conceptual Site Plan of the USP.

Specific Justification: Again, the groupings of the existing buildings with multiple stories, and multiple tenants, as well as the relative separation of the building from PGA Boulevard and relative proximity and poor visibility traveling south down A1A to view signage on the north elevation justifies the requested waiver.

**3.06.09.C.3.** (Wall Signs for units of several businesses, hanging Signs, and maximum dimensions):

The specific number, location, and Sign area of wall Signs and hanging Signs shall instead be controlled as provided in the general criteria and the incorporated Conceptual Sign Plan of the USP.

Specific Justification: As mentioned above, the existing criteria is not responsive to vertical multi-tenant structures and businesses. The overall Uniform Sign Plan will limit the allowable

number of signs to cumulatively less than one sign per business unit, as some tenants of the buildings will not have any outside wall signage, while providing some flexibility for signage for other tenants (i.e.: allowing for a ground floor tenant to have a sign on the wall vertically from its actual leased space). This is responsive to the fact that the code did not contemplate vertical multi-tenant buildings. It is needed to accommodate and preserve existing landscaping, as well as, to provide for a visually appealing appearance for the limited number of signs pursuant to this Uniform Sign Plan. It is also consistent with other approved signs in the area, where an exterior wall sign has been placed above the physical area occupied by a tenant. It fulfills the dual goals of the code: to minimize the overall number of signs, and to provide for an esthetically pleasing overall appearance on a large multi-story building.

**3.06.09.C.4.** (Awning Signs and Window Identification Signs):

The specific number, location, and Sign area of awning and window identification Signs shall instead be controlled as provided in the general criteria and incorporated Conceptual Sign Plan of the USP, and as set forth in Table USP-2 below.

Specific Justification: The proposed Unified Sign Plan clearly limits the awning signs to those allowable under the criteria of this Unified Sign Plan and in accordance with Table USP-2 and as depicted in the incorporated Conceptual Sign Plan limiting the total possible ADA combination and reducing overall signage on the site. Allowing a mixture of awning and wall signs with limited additional ADA area will add vibrancy to the project and provide adequate signage that is necessary in light of the multi-building configuration of the project which limits, and in some cases prohibits, visibility from A1A. The additional signage requested is required for the project to be competitive and attract and retain tenants to the project.

**3.06.09.C.6** (Multiple Ground/Monument Signs):

In addition to the existing Monument Signs on A1A, an additional single-sided Monument sign not more than 8' above grade with a maximum of 60 square feet ADA may be placed near the south entrance to the project at the interconnection to the adjacent commercial development.

Specific Justification: Many of the tenants within the multi-building center have no visibility whatsoever from A1A North. Because of the configuration of the multi-use, multi-tenant buildings and the lack of visibility from A1A, it is necessary for the project to have an additional Monument Sign from its south entrance to direct customers from the adjacent commerce center to the businesses within Veranda.

**3.06.09.C.11** (Directional Ground Signs):

Directional Ground Signs within property lines will be single sided, not to exceed 30 square feet.

Specific Justification: This waiver is requested in order to provide a Directional Sign which meets the needs of the project's multiple building, multiple tenant arrangement. Many of the businesses are not visible from A1A, and a Directional Sign is needed to direct traffic within the parking lot and the commercial/parking garage structure, which is an uncommon feature not

contemplated in the general LDC and Ponte Vedra Overlay provisions. The applicant has limited the request to a single multi-tenant sign to avoid the numerous smaller signs allowed under the LDC.

### Signage Tables

**Table USP-1**

		Monument/Ground Signs		
		NUMBER	SF EACH	SF TOTAL
Main Monument		1	100 sf	100 sf
Building Monuments		4	50 sf	200 sf
Directory Sign		1	60 sf	60 sf
Monument Sign - South Entrance		1	60 sf	60 sf

**Table USP-2**

		Wall Signs and/or Awning/Canopy/Signs			
		North	South	East	West
<u>VERANDA</u>					
A		2	2	2	2
B		0	1	3	5
C		1	2	4	4
D		6	0	5	0
**E					
F		4	6	0	0

\* Although the existing awning for Building F is graphically depicted on both the East Elevation and South Elevation of Building F, the actual type face is visible only from the South Elevation. Therefore, the awning or monument sign is accounted for above in the Building F South Elevation.

\*\*Building E may have individual tenant signs for each tenant with direct entrances into parking areas consistent with the criteria for Wall and Awning/Canopy signs as specified above in the General Criteria section of this USP. In addition, tenants in the rear and interior of Building E may have Tower Signs for identification as specified above in the General Criteria section of this USP and as conceptually depicted on the Building E Tower Sign conceptual renderings attached to this Unified Sign Plan



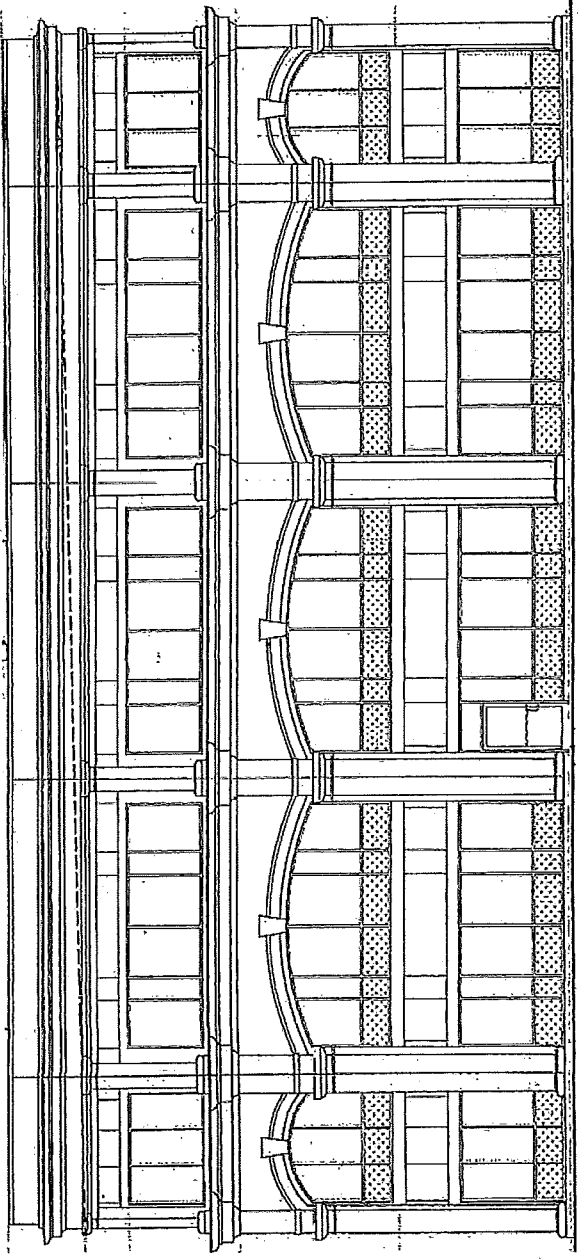


**ZON Architects**  
 Architects, Planners & Engineers  
 1000 West 10th Street, Suite 100  
 Anchorage, Alaska 99501  
 Phone: (907) 562-1234  
 Fax: (907) 562-1235  
 Email: info@zonarchitects.com

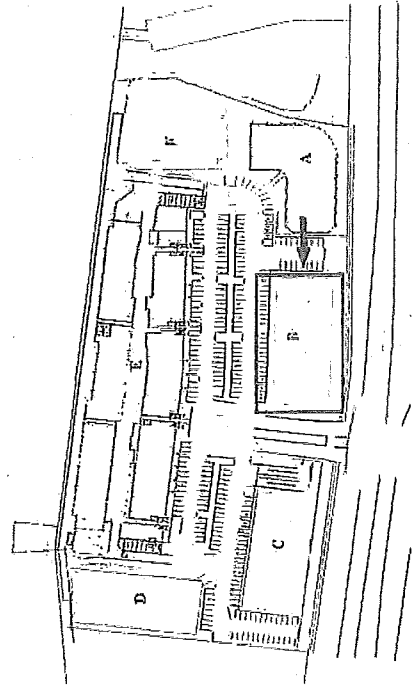
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 PROJECT ARCHITECT

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**BUILDING B**



NORTH ELEVATION

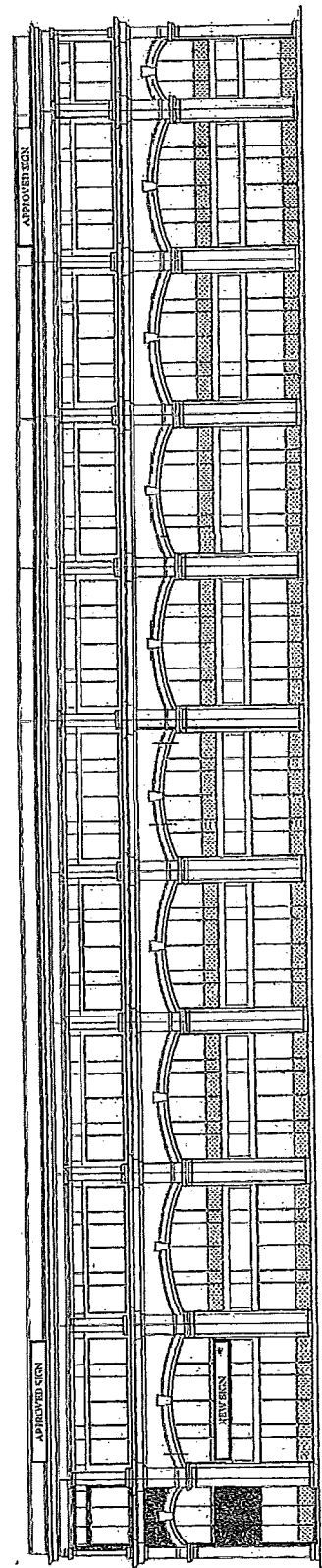


**ZONA**  
 Drafter: Architecture, Planning & Design  
 3000 West 10th Street, Suite 100  
 Denver, CO 80202

APPROVED BY  
*[Signature]*  
 DATE

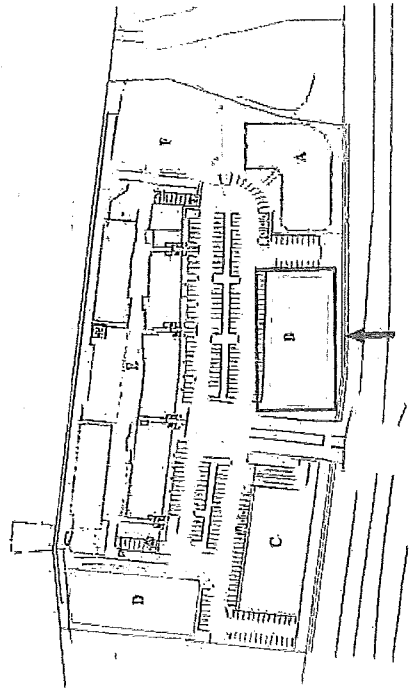
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BUILDING  
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EAST ELEVATION

\*ALTERNATE INDICATION ON THE ADJACENT PANEL TO THE SOUTH



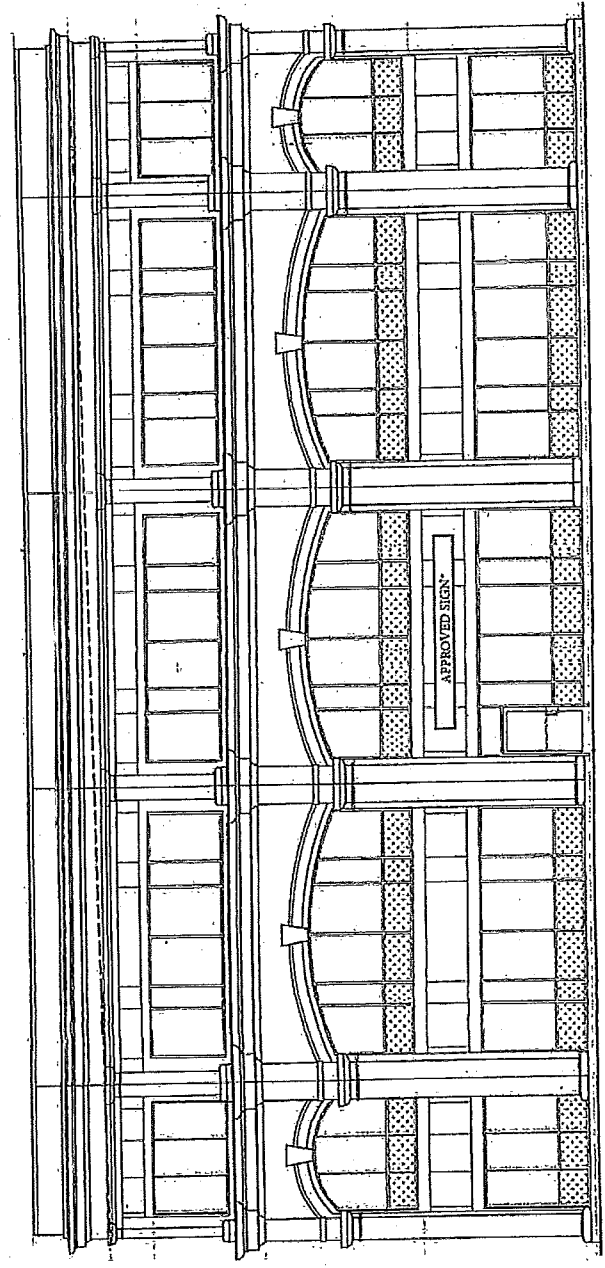
**ZON Architecture**  
 Creative Architecture, Planning & Design  
 10000 17th Avenue, Suite 100  
 Denver, Colorado 80202

APPROVED FOR THE CITY OF DENVER  
 DATE: \_\_\_\_\_  
 BY: \_\_\_\_\_

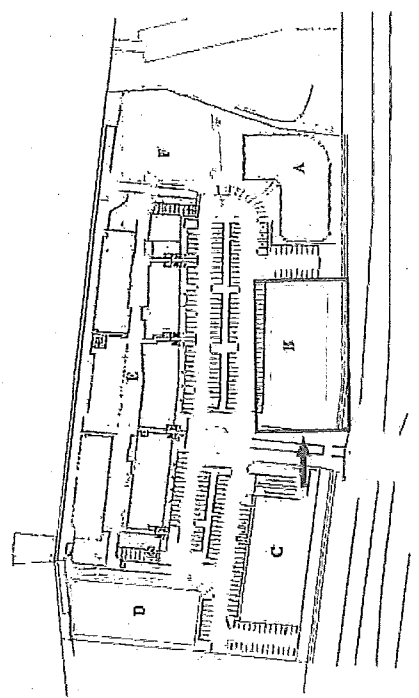
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 DATE: \_\_\_\_\_  
 BY: \_\_\_\_\_

DATE	BY	REVISION

**BUILDING B**



**SOUTH ELEVATION**  
 \*APPROVED AS ANYTHING  
 \*OR WALL SIGN



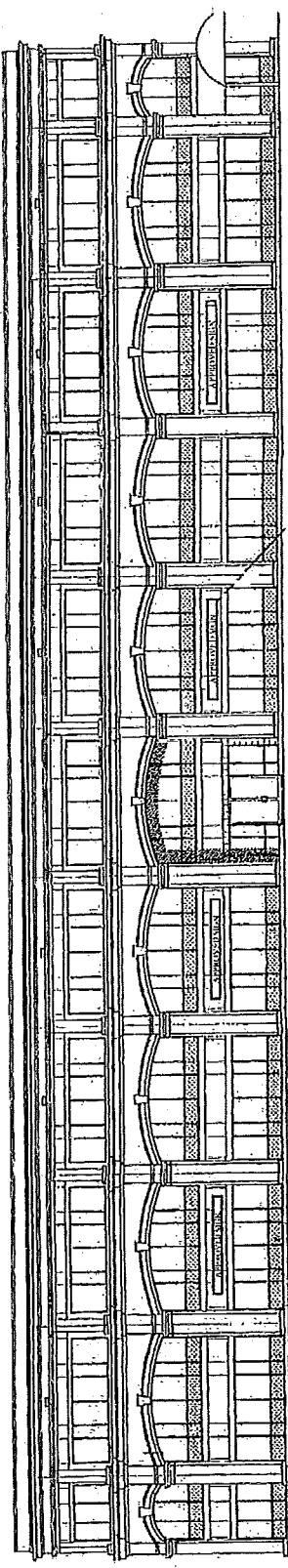
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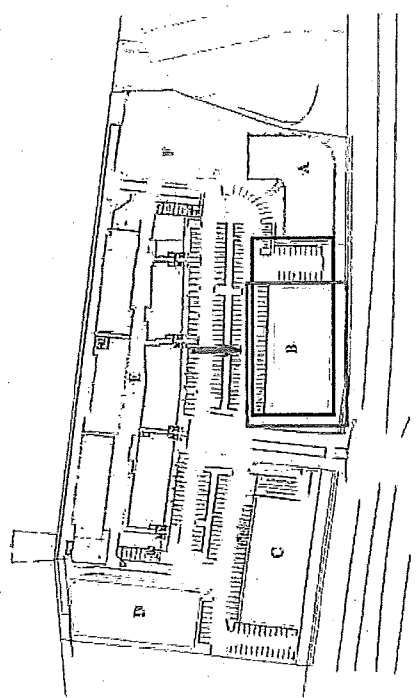
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BUILDING  
 B.



WEST ELEVATION



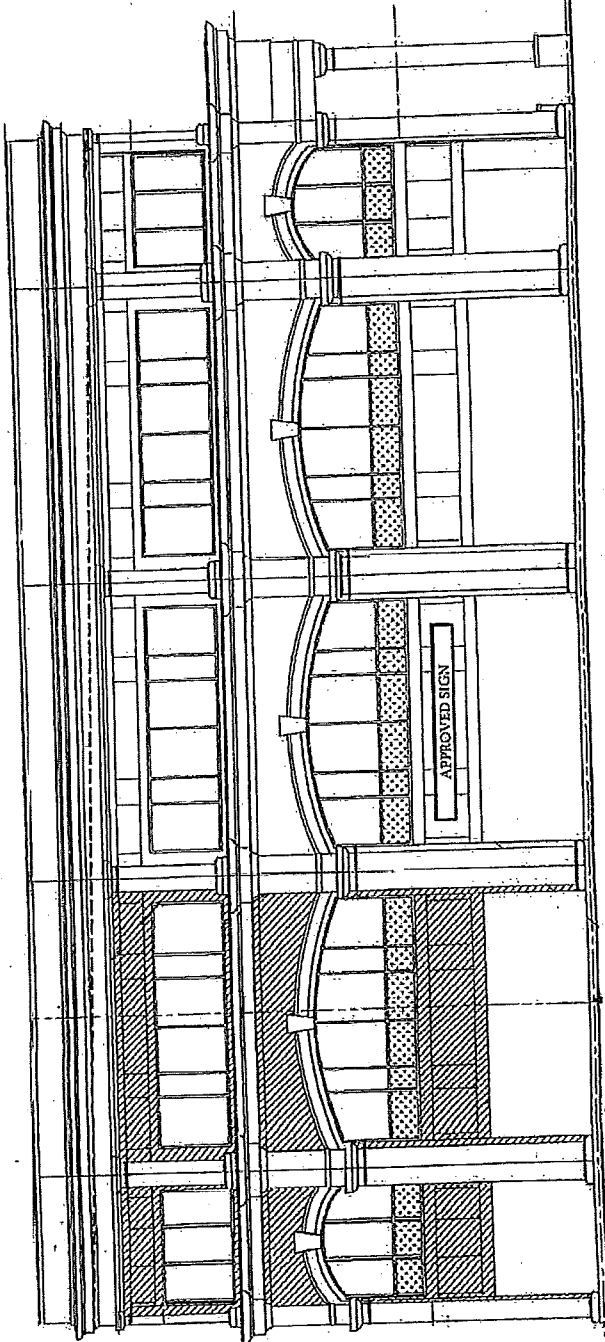
**ZON**  
 Architecture, Planning & Design  
 11000 1st Avenue, Suite 200  
 San Diego, CA 92121  
 (619) 594-1100

PROJECT NO. \_\_\_\_\_  
 SHEET NO. \_\_\_\_\_

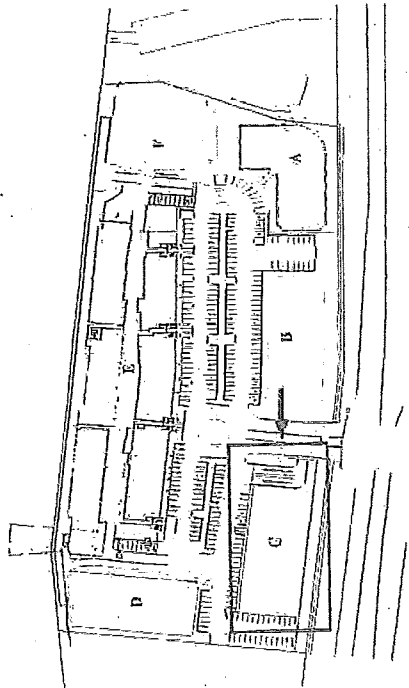
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BUILDING  
 C



NORTH ELEVATION



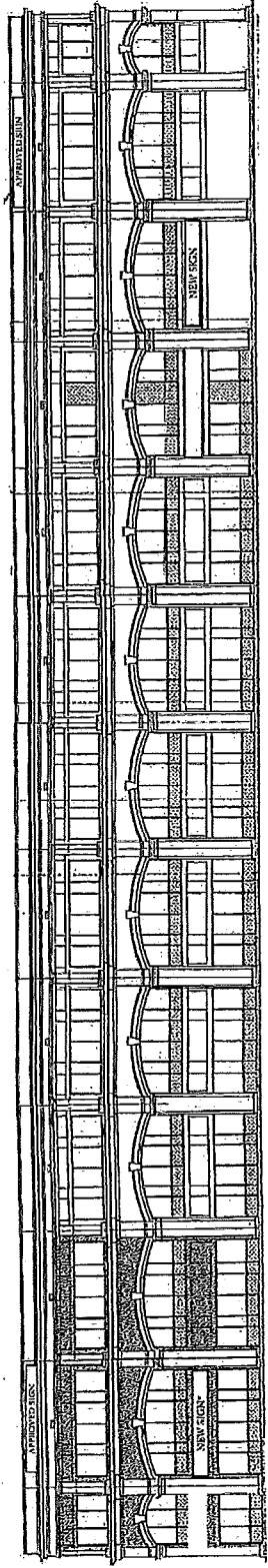
**ZON**  
 ZON Architects  
 Architects, Planners & Design  
 1400 15th Street, NW  
 Washington, DC 20004  
 Tel: 202-462-1000

DATE: \_\_\_\_\_  
 ISSUE / REVISION: \_\_\_\_\_

PROJECT: \_\_\_\_\_  
 DRAWN BY: \_\_\_\_\_  
 CHECKED BY: \_\_\_\_\_

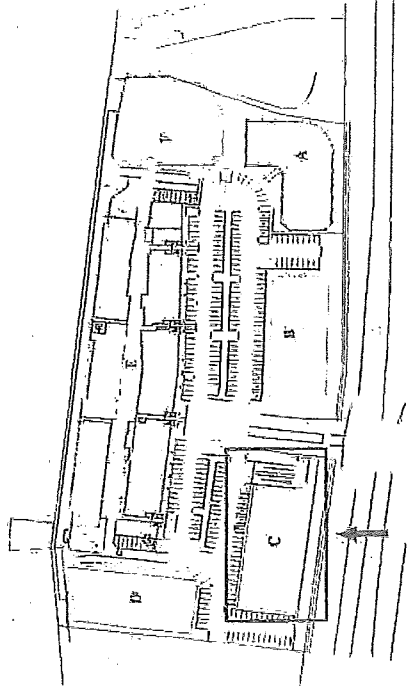
DATE	ISSUE / REVISION

BUILDING  
**C**



EAST ELEVATION

\* ALTERNATE LOCATION ON ADJACENT PANEL TO THE SOUTH



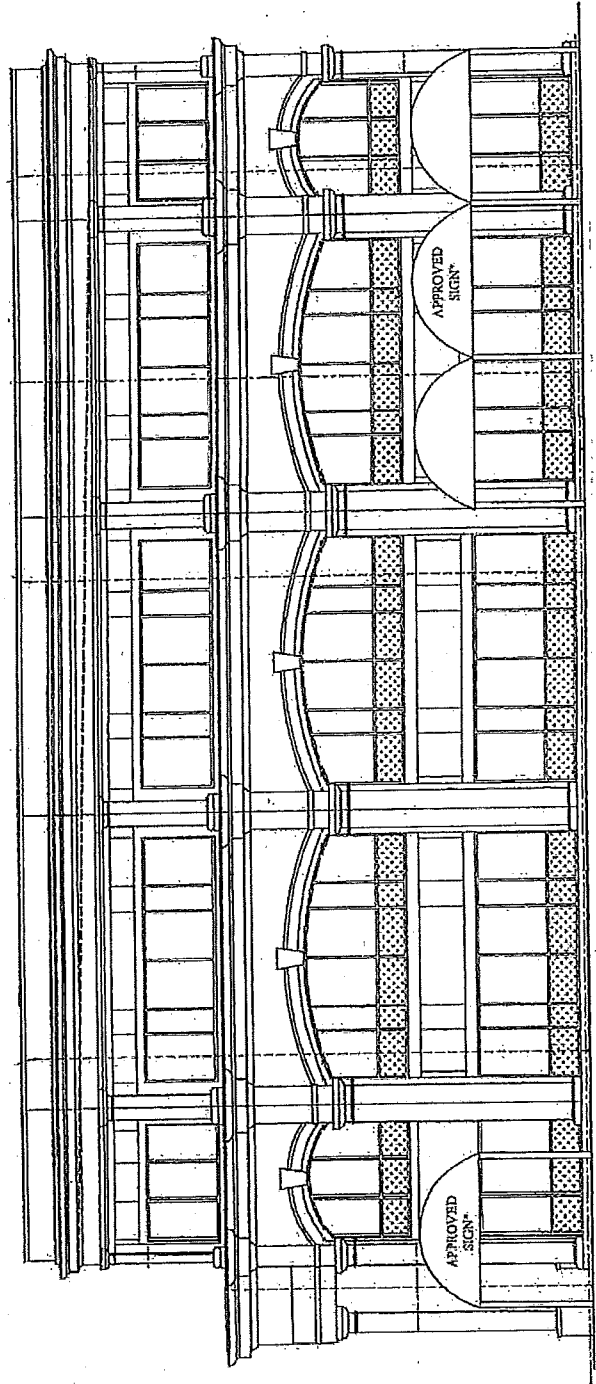
**ZONING**  
 Zoning Ordinance, Planning & Design  
 1000 1st Street, Suite 100  
 San Francisco, CA 94104  
 Tel: 415.398.1234

APPROVED  
 12/20/17

*[Signature]*

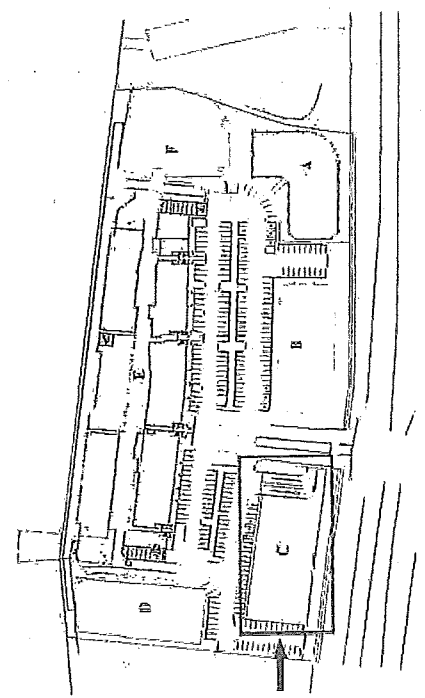
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BUILDING  
**C**



\*APPROVED  
 AS AWNING OR WALL SIGN

SOUTH ELEVATION

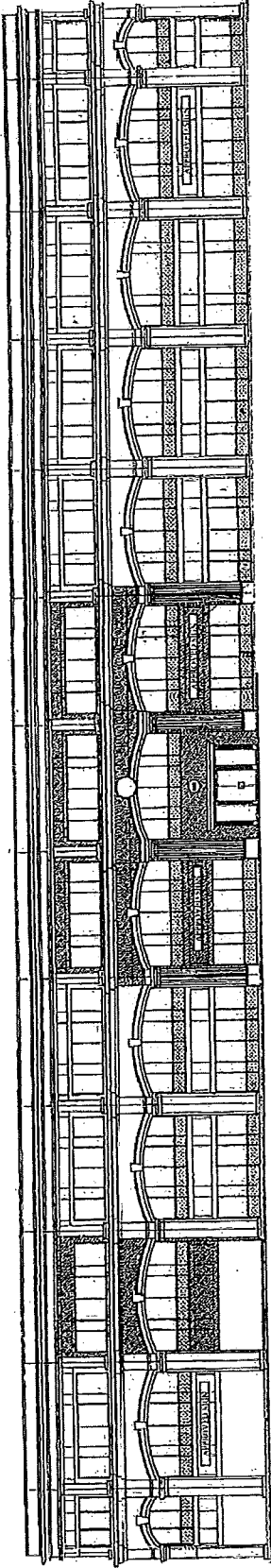


**NOZ**  
 Architects, Engineers, Planners & Interiors  
 11111 1st Street, Suite 100, San Diego, CA 92161  
 Tel: (619) 594-1111 Fax: (619) 594-1112

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 SCALE: \_\_\_\_\_

DATE	SCALE / REVISION

**BUILDING C**



WEST ELEVATION

