



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
PALM VALLEY OVERLAY DISTRICT
November 6, 2023 Public Meeting
ARC 2023-14 Rejuvenate Med Spa Sign

To: Architectural Review Committee
Staff: Brandon Tirado, Planner
Date: October 31, 2023

Applicant: Chas Knight
Heritage Sign, Inc.
1282 Energy Cove Ct.
Green Cove Springs, FL 32043

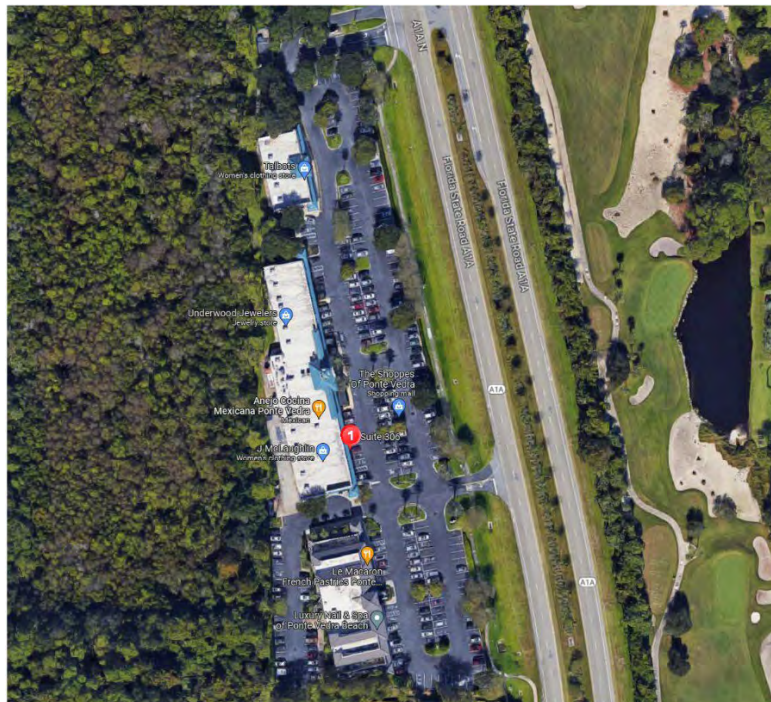
Location: 330 A1A N.
FLUM: Commercial (CM)
Zoning: Commercial District (R-3)

Applicable Standards: [Ponte Vedra Zoning District Regulations, Section VIII.Q & X](#)

Summary of Request: Applicant is requesting design approval for installation of an LED illuminated channel letter wall sign. The applicant has confirmed they will be providing color examples via a presentation for the Board to review at the hearing.

Staff Review

Planning Division: The Rejuvenate Med Spa property is located west side of A1A N. within the commercial shopping center located at 330 N. A1A. This shopping center is approximately .50 miles north of the intersection of A1A N. and Solana Rd.



The Applicant has also provided renderings for review, to depict what the building facades would look like with the proposed signage.

Applicable Standards:

PVZDR Section VIII.Q.5 – Development Standards and Criteria (provided in part)

d. Architectural Design Standards

The pleasing and compatible relationship of architecture along Roads in the Overlay District is of important public concern. The architectural design of Structures and their materials and colors must be visually harmonious with the overall appearance, history, and cultural heritage of Ponte Vedra, and also with natural Land forms and existing vegetation. Compatibility with existing adjacent Structures and other approved development plans must also be considered. The intent of these standards is not to restrain diversity or innovative architecture, but to reduce incompatible and adverse impacts, and to insure an aesthetically pleasing environment. To accomplish this, the following standards shall apply to the review of proposed Buildings, renovations and related site improvements.

- (5) The color and materials of Signs shall be compatible with the architectural style, color and materials of the related commercial or multi-Family Building.
- (6) New ground signs and alterations to existing ground signs requiring an ARC review shall be externally illuminated.

e. Design Elements and Materials

- (5) Exterior colors of paints and stains shall be earth Tones with no more than three colors per building, excluding roof color. All exterior color hues shall be subdued, consistent and compatible with those on existing adjacent properties as well as those throughout the Ponte Vedra Coastal Corridor.

PVZDR Section X.C – Signs for R-3 Zoning District (provided in part)

2a. Shall be limited to one (1) Wall Sign upon the front elevation of the Building. When such Building abuts both on front and side Streets, one (1) Wall Sign may also be located upon the side Street elevation of the Building. The total Wall Sign area for each Building establishment shall not exceed twenty-four (24) square feet per face.

b. Where a Building is divided into units for several businesses, one Wall Sign as specified above is authorized for each such business. 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.

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
- Owner's Authorization
- Warranty Deed
- Lease
- Site Plan
- Renderings

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 **ARC 2023-14 Rejuvenate Med Spa Sign**, 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 **ARC 2023-14 Rejuvenate Med Spa Sign** 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 Overlay District Property ID No (Strap)

Applicant Phone Number

Address Fax Number

City State Zip Code E-mail

Project Name

Project Address & Location

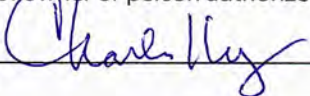
Type of Review Commercial Use Multi-family Use Other:

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)

Install 1 set of LED illuminated channel letters to read "Rejuvenate" and flat cut out letters to read "Med Spa". Overall sign to be 26"x132". Rejuvenate letters to have white faces and black returns. LEDs to light white. MedSpa to be 3/8" black acrylic and to be stud mounted using 1/4" studs. Sign to mounted over main entrance of the front elevation.

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:



Owner's Authorization Form

HERITAGE SIGNS

is hereby authorized TO ACT ON BEHALF OF

Carole Neuman M.D.

the owners(s) of those lands described within

the attached application, and as described in the attached deed or other such proof of ownership as may be required, in applying to St. Johns County, Florida, for an application related to a development Permit or other action pursuant to a: application for:

PVARC and SIGN PERMIT Rejuvenate MedSpa 330 A1A North Suite 306 Ponte Vedra Beach, FL 32082

By signing, I affirm that all legal owners(s), as listed on the Recorded Warranty Deed on file with the St. Johns County Clerk of Courts

or otherwise stated (NA), have been notified of the NA

(Identify what document)

I further understand incomplete or false information provided on this form may lead to revocation of permits, termination of development activity.

Signature of Owner

Carole Neuman MD

Print Name

Carole Neuman M.D.

Signature of Owner

Print Name

Telephone Number

State of Florida County of St. Johns

Signed and sworn before me on this 9 day of October 2023

By Carole Neuman

Identification verified: FL DL N550-112-57-705-0

Oath sworn: Yes No

Notary Signature

[Signature]

My Commission expires: 10/30/2025



2
5

Property Appraiser's I.D. No.:
05 25 00-0010

Public Records of
St. Johns County, FL
Clerk# 01-056738
O.R. 1670 PG 660
03:02PM 11/01/2001
REC \$21.00 SUR \$3.00
Doc Stamps \$55,300.00

PREPARED BY, RECORD AND RETURN TO:
Anthony A. Anderson, Esquire
Rogers, Towers, Bailey, Jones & Gay
1301 Riverplace Boulevard, Suite 1500
Jacksonville, Florida 32207

17014
01031701
24.00
55,300-

SPECIAL WARRANTY DEED
(THE SHOPPES OF PONTE VEDRA)

THIS INDENTURE, made this 18th day of October, 2001, between PV COMMERCIAL PROPERTIES, INC., a Florida corporation, ("Grantor"), and C.X.C. XI, L.L.C., a Florida limited liability company (as to an undivided fifty percent (50%) interest) and S.A.C. XI, L.L.C., a Florida limited liability company (as to an undivided fifty percent (50%) interest) (collectively, "Grantee"), whose address is 17 Kings Lane, P.O. Box 24498, St. Simons Island, Georgia 31522.

WITNESSETH:

That Grantor, for and in consideration of the sum of Ten and No/100 Dollars (\$10.00), to it in hand paid by the Grantee, the receipt and sufficiency of which are hereby acknowledged, has granted, bargained and sold to the Grantee, its successors and assigns forever, the following described land, situate, lying and being in the County of St. Johns, State of Florida, to wit:

See **Exhibit "A"** attached hereto and by reference made a part hereof (hereinafter the "**Property**").

Subject to those matters listed on **Exhibit "B"** attached hereto and by reference made a part hereof.

TO HAVE AND TO HOLD the same together with all and singular the tenements, hereditaments and appurtenances of Grantor thereunto belonging or in anywise appertaining thereto.

And, except for those matters set forth on **Exhibit "B"** attached hereto, Grantor does hereby fully warrant the title to said land, and will defend the same against the lawful claims of all persons claiming by, through or under Grantor, but against none other.

IN WITNESS WHEREOF, Grantor has caused this instrument to be executed by its duly authorized officer all as of the day and year first above written.

Signed, sealed and delivered in the presence of:

Thomas M. Glavin
Name: THOMAS M. GLAVIN

PV COMMERCIAL PROPERTIES, INC.,
a Florida corporation

Anthony A. Anderson
Name: ANTHONY A. ANDERSON

By: *Jack C. Lueders Jr.*
Name: Jack C. Lueders, Jr.
Title: Vice President

Address: 9540 San Jose Blvd.
Jacksonville, Florida 32257

STATE OF FLORIDA

COUNTY OF DUVAL

The foregoing instrument was acknowledged before me this 18th day of October, , 2001, by Jack C. Lueders, Jr., the Vice President of PV Commercial Properties, Inc., a Florida corporation, on behalf of the corporation. He is personally known to me.



Becky Mariotti
Notary Public, State of Florida
Name: _____

My Commission Expires _____
My Commission Number is: _____

Shoppes at Ponte Vedra

Legal Description

A portion of Government Lot 1, Section 21, Township 3 South, Range 29 East, St. Johns County, Florida, being more particularly described as follows:

For a Point of Reference, commence at the Northwesterly corner of Government Lot 16, Section 16, Township and Range aforementioned, and run North 89° 55' 43" East, along the Northerly boundary of said Government Lot 16, a distance of 663.85 feet to a point lying on a curve in the Westerly right of way line of Ponce DeLeon Boulevard (also known as State Road No. A-1-A, a 188 foot right of way, as now established), said point also being the Northeast corner of the lands thus described in Official Records Book 761, page 1690, public records of said county; run thence along said Westerly right of way line, along the boundary of said lands, and along the arc of said curve, concave Northeasterly and having a radius of 2952.93 feet, an arc distance of 247.99 feet to the Southeast corner of said lands, said arc being subtended by a chord bearing and distance of South 08° 51' 51" East, 247.91 feet; thence continue along said Westerly right of way line, the following courses: 1st Course, continue along the arc of said curve, concave Northeasterly and having a radius of 2952.93 feet, an arc distance of 65.27 feet to a point of tangency, said arc being subtended by a chord bearing and distance of South 11° 54' 12" East, 65.27 feet; 2nd Course, South 12° 32' 11" East, a distance of 1397.70 feet to the Point of Beginning.

From the Point of Beginning thus described, 3rd Course, South 12° 32' 11" East, a distance of 734.34 feet to a point of curvature; 4th Course, along the arc of said curve, concave Southwesterly and having a radius of 2776.93 feet, an arc distance of 253.26 feet to the Northeast corner of DeLeon Shores, as recorded in Map Book 11, page 82, said Public Records, said arc being subtended by a chord bearing and distance of South 09° 55' 25" East, 253.18 feet; thence departing from said Westerly right of way line, run North 89° 48' 11" West, along the Northerly line of said DeLeon Shores, a distance of 327.00 feet to a point; thence departing from said Northerly line, run North 01° 52' 20" West, a distance of 930.50 feet to a point; run thence North 77° 11' 39" East, a distance of 158.31 feet to the Point of Beginning.

TOGETHER WITH an easement for stormwater drainage as created in that certain Declaration of Easements and Restrictive Covenants recorded in Official Records Book 1670, Page 640, public records of St. Johns County, Florida, over the following described property:

Stormwater Drainage Easement

A portion of Government Lot 16, Section 16, together with a portion of Government Lot 1, Section 21, Township 3 South, Range 29 East, St. Johns County, Florida, being more particularly described as follows:

For a Point of Reference, commence at the Northwesterly corner of said Government Lot 16, and run North $89^{\circ} 55' 43''$ East, along the Northerly boundary of said Government Lot 16., a distance of 663.85 feet to a point lying on a curve in the Westerly right of way line of Ponce DeLeon Boulevard (also known as State Road No. A-1-A, a 188 foot right of way, as now established), said point also being the Northeast corner of the lands described in Official records Book 761, page 1690, Public Records of said County; run thence along said Westerly right of way line, along the boundary of said lands, and along the arc of said curve, concave Northeasterly, and having a radius of 2952.93 feet, an arc distance of 247.99 feet to the Southeast corner of said lands, said arc being subtended by a chord bearing and distance of South $08^{\circ} 51' 51''$ East, 247.91 feet, thence continue along said Westerly right of way line, the following courses: first course, continue along the arc of said curve, concave Northeasterly, and having a radius of 2952.93 feet, an arc distance of 65.27 feet to a point of tangency, said arc being subtended by a chord bearing and distance of South $11^{\circ} 54' 12''$ East, 65.27 feet; second course, South $12^{\circ} 32' 11''$ East, a distance of 830.47 feet to the Point of Beginning.

From the Point of Beginning thus described, third course, South $12^{\circ} 32' 11''$ East, a distance of 567.23 feet to a point; thence departing from said Westerly right of way line, run South $77^{\circ} 11' 39''$ West, a distance of 158.31 feet to a point; run thence North $01^{\circ} 52' 20''$ West, a distance of 577.96 feet to a point; run thence North $77^{\circ} 27' 49''$ East, a distance of 51.36 feet to the Point of Beginning.

EXHIBIT "B"
PERMITTED EXCEPTIONS LIST

1. Taxes for the year 2001 and any taxes and assessments levied or assessed subsequent to the date hereof.
2. Easement granted to BellSouth Telecommunications, Inc. by instrument recorded on January 28, 1999 in O.R. Book 1381, page 1326, of the Public Records of St. Johns County, Florida.
3. Easement granted to United Water Florida, Inc. by instrument recorded on February 25, 1999 in O.R. Book 1388, page 1457, of the Public Records of St. Johns County, Florida.
4. Subject to Reservation of Easement and Covenants and Restrictions as set out in Special Warranty Deed recorded in O.R. Book 853, page 795, public records of St. Johns County, Florida.
5. Grant of Easement for Electrical Transmission & Distribution Guys recorded in O.R. Book 741, page 152, public records of St. Johns County, Florida.
6. The rights of tenants, as tenants only under unrecorded leases or agreements; and
7. Terms and conditions of that certain Declaration of Easements and Restrictive Covenants recorded in O.R. Book 1670, page 640, public records of St. Johns County, Florida.

LEASE

THE SHOPPES OF PONTE VEDRA

ARTICLE 1: BASIC LEASE PROVISIONS, DEFINITIONS AND IDENTIFICATION OF EXHIBITS

1.1 BASIC LEASE PROVISIONS

A. **SHOPPING CENTER AND ADDRESS:**
The Shoppes of Ponte Vedra
330 A1A North
Ponte Vedra Beach, Florida 32082

B. **LANDLORD AND ADDRESS:**
C.X.C. XI, LLC and S.A.C. XI, LLC
Agent for Landlord: Essex Property Management Inc.
P.O. Box 2690
Palm Beach, Florida 33480

C. **TENANT AND CURRENT ADDRESS:**
DCLN; LLC
200 Settlers Row North, Ponte Vedra Beach, Florida, 32082

D. **DATE OF LEASE:** November 1, 2020

E. **TENANT'S BUSINESS:** Performance of specialized procedures including stem cell and laser for: hair rejuvenation, vaginal rejuvenation, microneedling, stem cell breast lift, incontinence therapy, erectile dysfunction, IV treatments for nutrient imbalance, hydration therapy, and hormone therapy.

F. **TENANT'S TRADE NAME:** ~~Rejuvenation Clinic~~ *To be DETERMINED SHE*
CXC

G. **DEMISED PREMISES:** Those premises erected or hereafter to be erected in the Shopping Center consisting of a store, creating GLA (as such term is hereinafter defined) within the Demised Premises of approximately 1566 square feet, and known as store number 306.

H. **TERM:** Fifty-Four (54) Months

I. **COMMENCEMENT DATE:** November 1, 2020

J. **ANTICIPATED DELIVERY DATE:** November 1, 2020

- K. ACTUAL DELIVERY DATE: November 9th 2020 *CXC 11-9-2020*
- L. EXPIRATION DATE OF TERM: April 30, 2025
- M. MONTHLY BASE RENT: During the first five (5) months the Monthly Rent shall be Zero Dollars (\$0.00). The Monthly Base Rent payable beginning April 1, 2021 through December 31, 2021 shall be Three thousand six hundred fifty four and no/100 Dollars (\$3,654.00) or Twenty-eight and no/100 Dollars per square foot (\$28.00 psf). The Monthly Base Rent shall increase on January 1, 2022 and every January 1st thereafter during the term of this lease by 50¢ cents per square foot (\$0.50 psf).
- N. SECURITY DEPOSIT: \$5,000.00
- O. BROKER: Asset Monetization Partners
- P. CURRENT GLA OF THE BUILDING(S) COMPRISING SHOPPING CENTER: 45,592
- Q. TENANT'S PROPORTIONATE SHARE: 3.4348%
- R. GUARANTOR: Dr. Carole L. Neuman, MD (& spouse if applicable)

1.2 Identification of Exhibits. The exhibits set forth below and attached to this Lease are incorporated in this Lease by this reference and are hereby made a part of this Lease:

- EXHIBIT A - Site Plan of Shopping Center
- EXHIBIT B - Confirmation of Commencement Date and Termination Date
- EXHIBIT C - Rules and Regulations
- EXHIBIT D - Plans and Specifications for Tenant's Work
- EXHIBIT E - Landlord's Work
- EXHIBIT F - Sign Specification and Requirements
- EXHIBIT G - Monthly Base Rent Schedule
- EXHIBIT H - Unconditional Guaranty of Lease
- EXHIBIT I - Sample Rent Bill and Current Operating Budget
- EXHIBIT J - Utilities

1.3 The Shopping Center. The "Shopping Center" means the land described in Exhibit "A" and improvements thereon constituting an integrated retail shopping center, as the same may be modified from time to time. The owners of the Shopping Center may at any time and from time to time change the shape, size, location, number, height and extent of the improvements of the Shopping Center and eliminate or add any

IN WITNESS WHEREOF, Guarantor has caused this instrument to be executed under seal and to be delivered in the state of Florida.

Executed in the presence of:

GUARANTOR:

DR. CAROLE L. NEUMAN, MD

Dr. Carole L. Neuman MD

Social Security No.: 342-44-1299

200 Settlers Row N.

Street Address (No P.O. Box)

Ponte Vedra Beach, FL 32082

City, State, Zip

Initial Here if Unmarried: X

Initial Here if Married: _____

STATE OF Florida

COUNTY OF St. Johns

The foregoing instrument was acknowledged before me this 31st day of October, 2020, by Dr. Carole Neuman

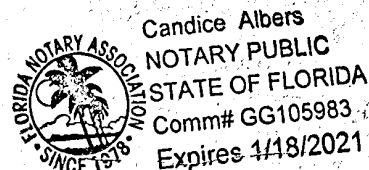
who is personally known to me or who has produced FLDL# N55011257105 as identification and who: to did _____ did not take an oath.

Notary Public Signature [Signature]

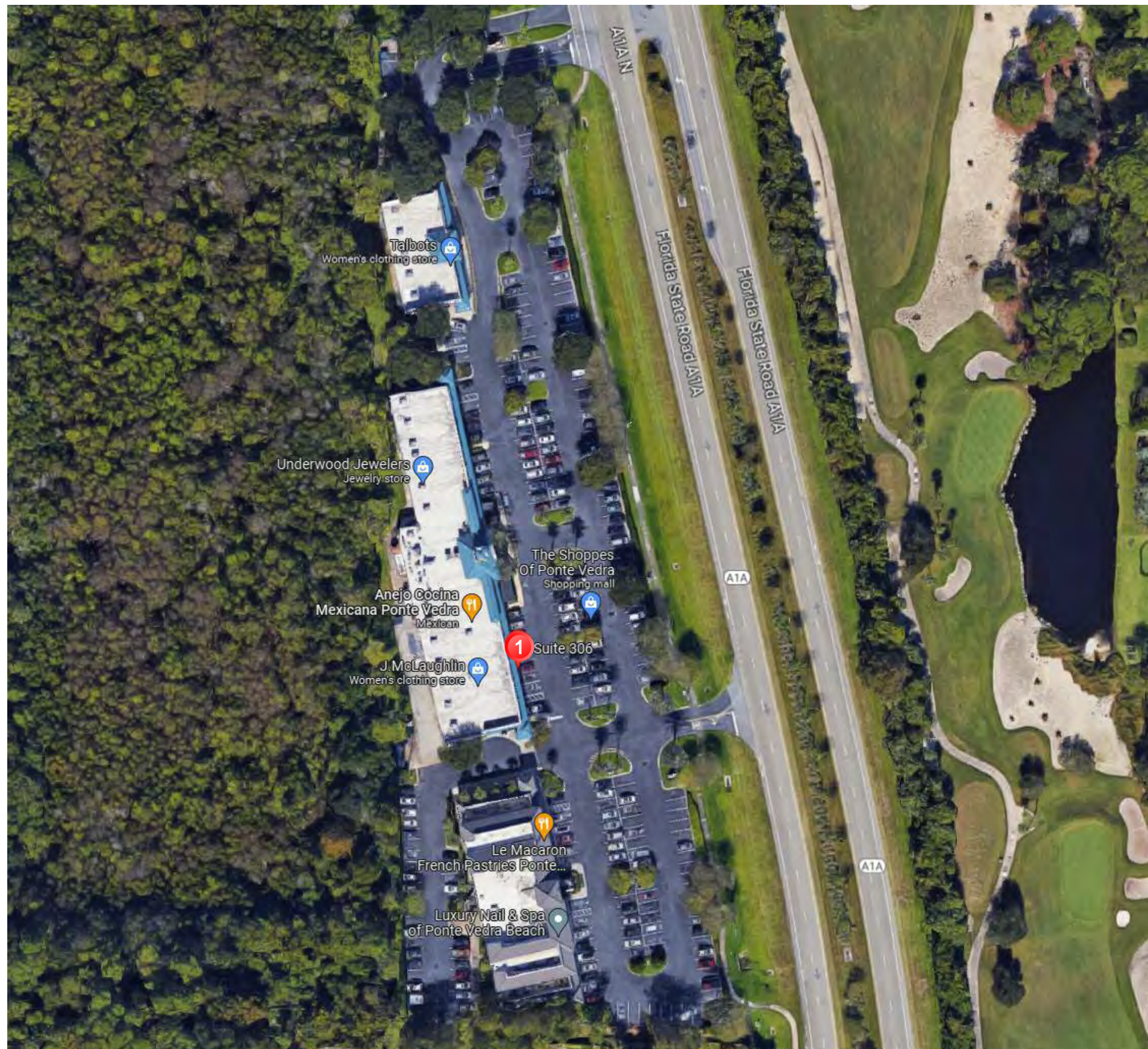
Notary Public, State Florida at Large

My Commission Expires: 01/18/2021

(Notary Seal)



THIS DOCUMENT REQUIRES A NOTARY



Aerial View
NTS



1282 Energy Cove Ct.
Green Cove Springs, FL 32043

904-529-7446
904-529-1567 fax

Client:
Rejuvenate Medi Spa
330 A1A N, Suite 306
Ponte Vedra Beach, FL
32082
Origin Date: 09.12.23

DWG NAME:
RMS100-R1 PERMIT

Revision:
09.12.23 R1 Medi Spa chg

Salesperson: C. Knight

Drawn By: T. Beach

Client Approval/Date:

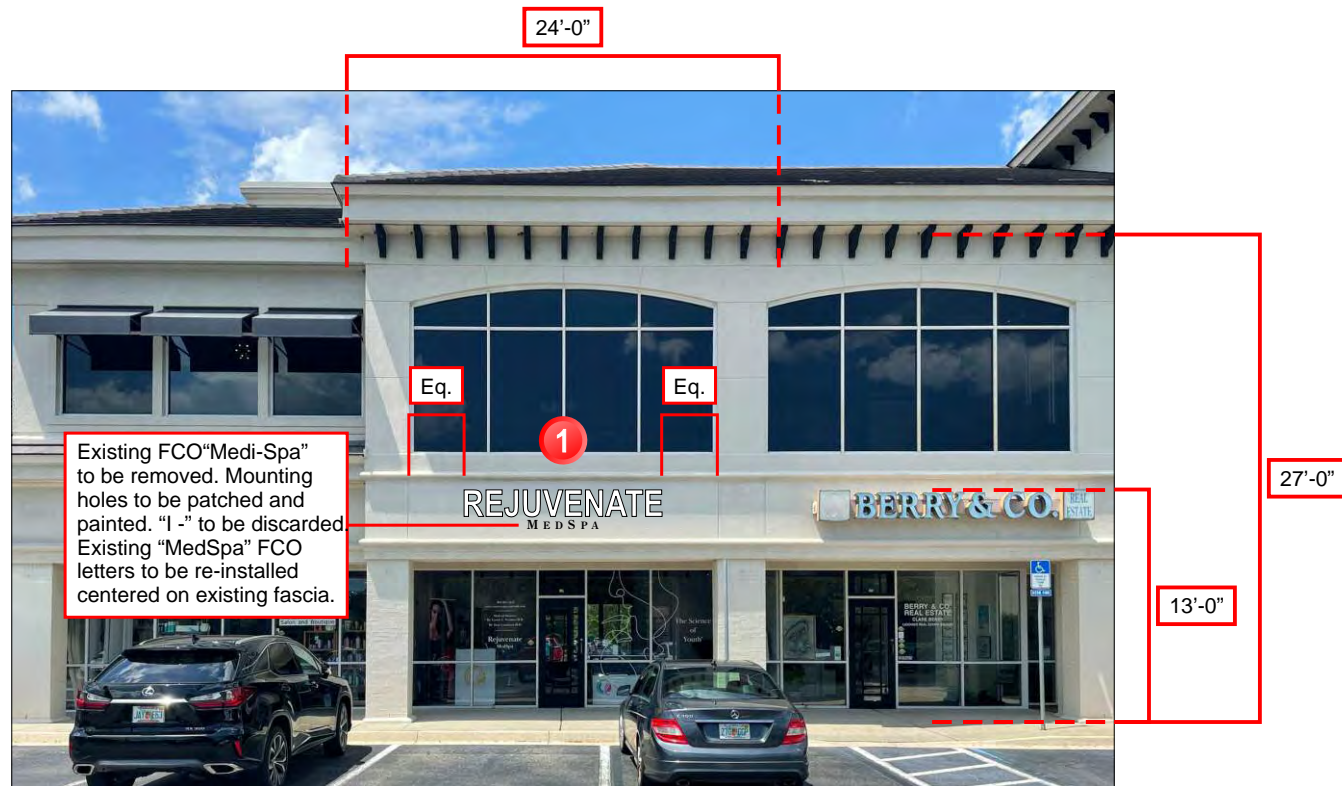
Landlord Approval/Date:

Notes:



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

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HERITAGE SIGNS, INC.
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PRIOR WRITTEN CONSENT.



Existing FCO "Medi-Spa" to be removed. Mounting holes to be patched and painted. "I ." to be discarded. Existing "MedSpa" FCO letters to be re-installed centered on existing fascia.

Photo Overlay - Internally Illuminated Letters

3/32" = 1'-0"

QTY: 1

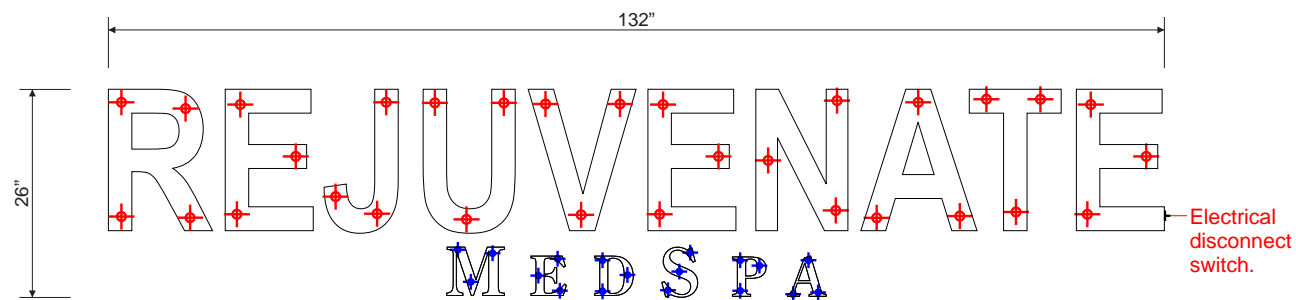


Manufacture and install one (1) set of internally illuminated channel letters. Letters to have 3/16" white acrylic faces. 4" deep black aluminum returns with 1" black trimcap face retainers. Internally illuminated by white L.E.D. modules. Letters installed centered over FCO and flush to existing building fascia.

Front Elevation - Internally Illuminated Letters

1/2" = 1'-0"

QTY: 1



Attachment Location Elevation - Internally Illuminated Letters

1/2" = 1'-0"

QTY: 1



SIMPSON STRONGTIE SET-XP EPOXY

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.

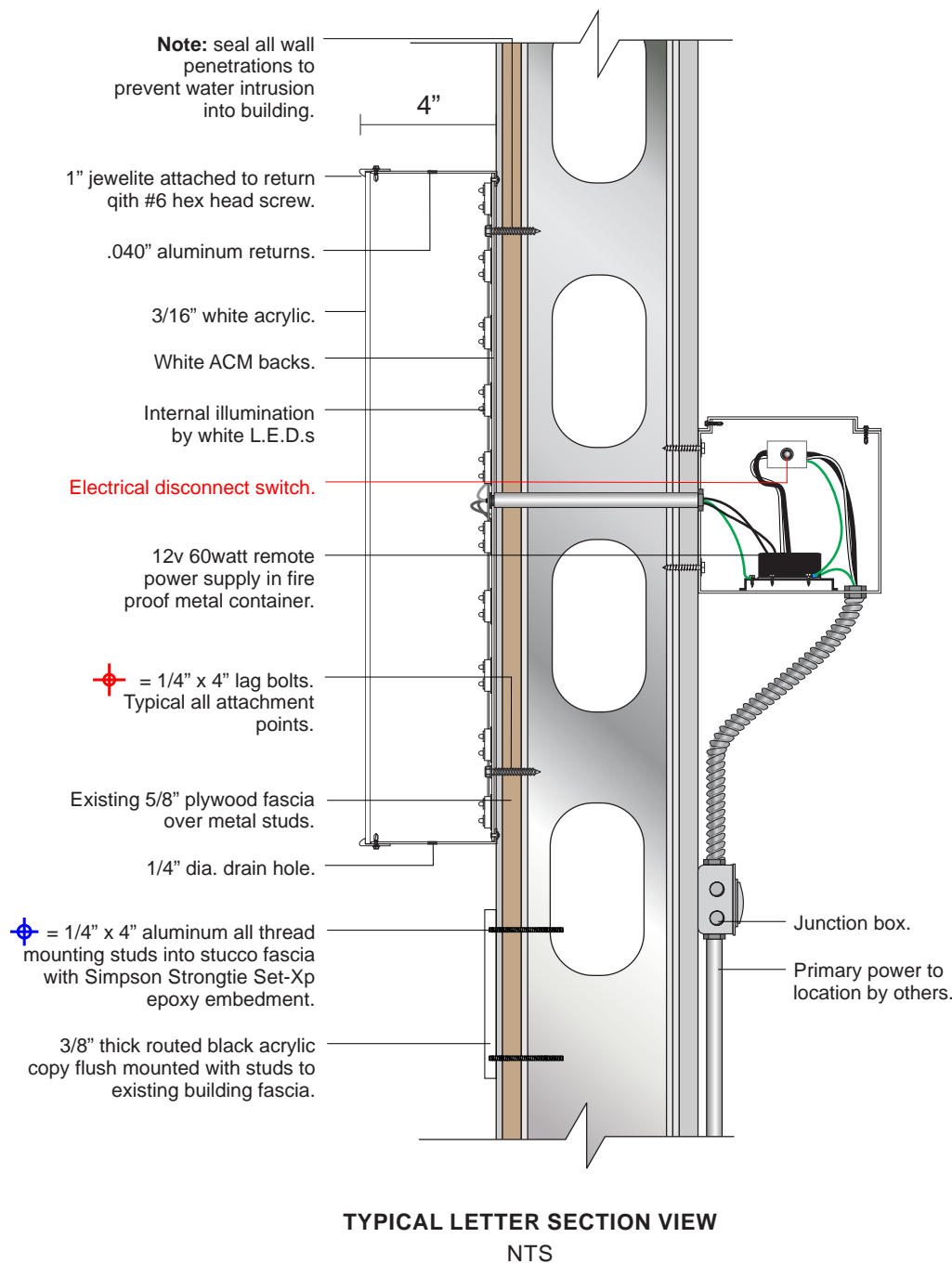
General Notes and Specifications

Construction: aluminum back and returns with plastic face and trim. White LED illumination.
 Service and Installation Access: thru faces
 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

1 SIGNAGE:
 26" x 132" = 23.8 SQ. FT.

TOTAL SIGNAGE = 23.8 SQ. FT.



TYPICAL LETTER SECTION VIEW
 NTS



1282 Energy Cove Ct.
 Green Cove Springs, FL 32043

904-529-7446
 904-529-1567 fax

Client:
 Rejuvenate Medi Spa
 330 A1A N, Suite 306
 Ponte Vedra Beach, FL
 32082
 Origin Date: 09.12.23

DWG NAME:
 RMS100-R2 PERMIT

Revision:
 09.12.23 R1 Medi Spa chg
 10.02.23 R2 size chg

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

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