

GROWTH MANAGEMENT DEPARTMENT STAFF REPORT PALM VALLEY OVERLAY DISTRICT

May 16, 2024 Public Meeting ARCCC 2024-05 Rita's Italian Ice

To: Architectural Review Committee

Staff: Brandon Tirado, Planner

Date: May 16, 2024

Applicant: Crystal Scroggins

McNeill Signs, Inc. 27 Enterprise Dr. Bunnell FL, 32110

Location: 840 A1A N. Suite 150 **FLUM:** Caballos Del Mar DRI

Zoning: Planned Unit Development, Ordinance 1975-15, as amended

Applicable Standards: St. Johns County Land Development Code, Section 3.06

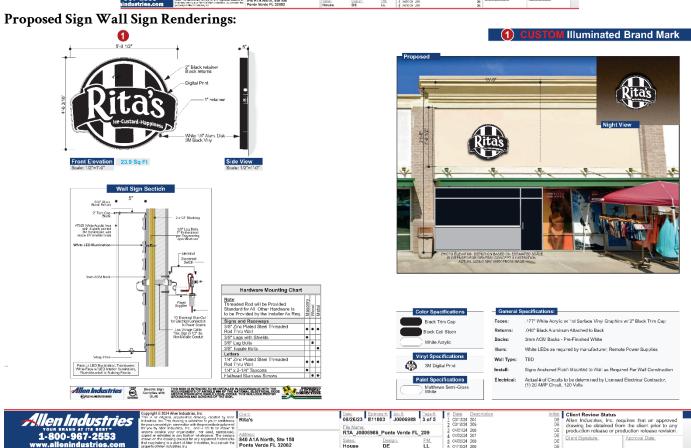
Summary of Request: Applicant is requesting design approval for a proposed 23.9 square foot wall sign for a Rita's Italian Ice, located specifically at 840 A1A N., Suite 150 within the Corridors Shopping Plaza.

Staff Review

Planning Division: The newly proposed Rita's Italian Ice is located within the Corridors Shopping Plaza on the west side of State Road A1A N., approximately 0.05 miles north of the intersection of Palm Valley Road and SR A1A N. Staff is bringing this sign to the ARC due to the color combination, utilizing both black and white channel lettering with black returns, as opposed to the standard white channel lettering with black returns, which is more commonly seen throughout the plaza. Section 3.06.09.A.12.b states, "Any Wall, Awning or Window Sign reface up to twenty-four (24) square feet or any Hanging sign up to eight (8) square feet or portion thereof in size provided the colors closely match any colors associated with the Building and text type and sizes are similar to other ARC approved signage located on existing Wall Signs on the same Building."

Proposed Site Location:





Proposed Monument Sign Renderings:



Monument Tenant Vinyl Graphics





Applicable Standards:

LDC Section 3.06.09.A in parts & C- Signage

All multi-family and commercial Signs shall be permitted in the Palm Valley Overlay District only in accordance with the provisions of this Section.

A. General provisions applying to all subject signage in the Palm Valley Overlay District

- 1. All ground signs shall be a wide-based monument style. Pylon signs are only permitted when monument styles cannot be adequately located due to site constraints as determined by the ARC. The tops of ground Signs shall not be more than twelve (12) feet above the adjacent highway grade or eight (8) feet above the site grade, whichever is less.
- 2. Where a single Building, or group of related Buildings contains more than one (1) store or business front, all wall Signs shall be of similar style and shall be compatible and uniform in terms of size, color and any lighting.
- 3. The color and materials of Signs shall be compatible with the architectural style, color and materials of the related commercial or multi-family Building. Any icons that are not similar to and compatible with the architectural style, color, and materials of the related commercial and multi-family building shall be restricted to a maximum fifteen percent (15%) of the advertising display area of the sign, unless additional area is approved by the ARC.
- 4. The location and dimensions of Wall Signs shall maintain compatibility with architectural materials, finishes and features of the Building.
- 5. New Ground Signs and alterations to existing Ground Signs requiring an ARC review shall be externally illuminated with downward facing fixtures and hours of illumination must cease no later than 30 minutes after business closing, unless additional time is approved by the ARC.

- 6. In construing the provisions of this Section, messages not exceeding six (6) inches in height erected within or upon doors and windows shall not be counted in computing the number of Signs.
- 7. Exterior exposed neon tubing in any fashion shall be prohibited. All other interior Window Signs shall be subject to the provisions set forth in Section 3.06.09.C.12 of this Code.
- 8. Wall Signs shall be mounted directly upon wall surfaces, and shall not be mounted upon raceways or other protrusions from the wall surface.
- 9. Where feasible, as determined by the approval authority, all ground signs shall use shrubs that are twenty-four (24) inches in height at the time of planting around the base of the sign. These shall be planted within thirty (30) days of sign installation approval by the County.
- 10. Any lighting shall be white in color for all signs, unless different lighting is required by the County for purposes of protecting turtles. Signs using external lighting must conceal and shield the lighting.
- 12. Administrative Approval of Specific Signage
 - a. Any ground sign reface thirty-two (32) square feet in size or portion thereof, provided the colors closely match any colors associated with the building and text type/sizes are similar to other ARC approved signage located on the ground sign face.
 - b. Any Wall, Awning or Window Sign reface up to twenty-four (24) square feet or any Hanging sign up to eight (8) square feet or portion thereof in size provided the colors closely match any colors associated with the Building and text type and sizes are similar to other ARC approved signage located on existing Wall Signs on the same Building.
 - c. Any Directional ground sign two (2) square feet or less in size.
 - d. Any wall, awning, ground, hanging, and/or window identification sign within a Unified Sign Plan that is approved by the ARC.
- C. Number and size of Signs permitted for Commercial properties
 - 1. For all Uses permitted in the Multi-family Zoning Districts the same regulations as in the Multi-family Zoning Districts shall apply in the Commercial Zoning Districts of the Palm Valley Overlay District.
 - 2. In addition to the above Signs, a commercial use is allowed one permanent wall Sign not to exceed twenty-four (24) square feet and may be allowed on each street side of the Building.
 - 3. Where a Building is divided into units for several businesses, one permanent (1) wall Sign as specified above is authorized for each such business, not to exceed twenty-four (24) square feet in advertising display area. 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.
 - 4. One (1) awning Sign may be substituted, on the front elevation of the Building, for a wall Sign. A window identification Sign may be substituted for a wall Sign. Either sign shall not exceed twenty-four (24) square feet in advertising display area.
 - 5. One (1) on-site ground Sign of the following maximum sizes, in addition to wall Signs, may be installed when used in connection with a business conducted on the premises, and shall be on-site. Said Sign may be double-faced and shall not create a traffic hazard or endanger the public safety.
 - a. For Uses occupying five (5) acres or less, one (1) On-Site Sign, not to exceed thirty-two (32) square feet per Sign face, may be located on each street frontage.
 - b. For shopping/office centers occupying more than five (5) acres, one (1) On-Site Sign not to exceed sixty (60) square feet per Sign Face, may be located on each street frontage.
 - 6. For office and professional Buildings with multiple tenants, one (1) additional sign which may be used for directory purposes not exceeding fifteen (15) square feet per face area.
 - 7. Signs installed with molded letters shall be measured at the most extreme limits of length and width and the area shall be computed from these measurements for conformance to the face area limitations.

- 8. On-premise Temporary Signs may be installed in addition to the above limits provided the face surface of the Sign shall not be greater than sixteen (16) square feet and limited to one (1) Sign per Parcel of land, store or office Building. Temporary Signs must be removed within 5 days from the date the event or project has ended.
- 9. Signs may be supported by foundations, the height of which may not exceed four (4) feet. Use of dirt, sand or other material to elevate the height of the Sign on a mound is prohibited. The maximum height to the top of the Sign or mounting surface for molded letters shall be eight (8) feet.
- 10. For traffic safety purposes on-site Directional ground Signs within property lines shall be limited to two (2) square feet per Sign.
- 11. Temporary Window Signs

Signs for the purpose of advertising a particular type of services, products, or events shall be regulated as follows:

- a. The Sign or Signs shall be temporary and may be attached or applied to the inside surface of the window. Any Sign within two (2) feet of the glass is considered a window Sign.
- b. The total window Sign coverage is limited to fifteen percent (15%) of the total window space.
- c. A temporary window Sign must be removed within thirty (30) days of installation.
- 12. When Construction or modification of a Building commences, one (1) Sign may be erected on the street side of the property, but shall be a temporary Sign and shall be removed when the Building has been completed. Such Sign shall not exceed one (1) square foot of face area.

Warning Signs for safety are to be temporary and removed once the danger period has passed. Such Signs shall not exceed one (1) square foot of face area.

Staff review shows there are no open comments on this application.

Attached for consideration are:

Application Owners Authorization Renderings

CORRESPONDENCE

Staff has not received any phone calls or emails 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 2024-05 Rita's Italian Ice,** as described within the application, provided:

1. The request complies with Section 3.06.00 of 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 2024-05 Rita's Italian Ice, provided:

1. The request does not comply with Section 3.06.00 of 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 1-31-2024 Overlay District Palm Valley	Property ID No (Strap) 0619400000
Applicant McNeill Signs, Inc	Phone Number 386-586-7100
Address 27 Enterprise Dr	Fax Number
City Bunnell State FL Zip Code 32110	cscroggins@mcneillsigns.com
Project Name Rita's Italian Ice	
Project Address & Location 840 A1A N Suite 150 Ponte Vedra Beach, FL 32082	
Type of Review	
The Project Involves New Building Changes to an existing Building Check all that apply Unified Sign Plan Fences / Walls Parking /	
Other:	
Describe Project and work proposed to be done (Provide addition	nal information by attachment as needed)
Install illuminated wall sign. Connect to existing electric.	
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) Richard Ricks agent McNeill Signs, Inc.	
Contact Information of person to receive all correspondence if different than a	
	E-mail
Postal Address	Name
City State Zip Code	
Please notify the Planning and Zoning Section at 904.209.0675 if you need any meeting or if you have any questions concerning this application.	special assistance or accommodations to attend the
Please list any applications currently under review or recently approved which the name of the PUD/PRD:	may assist in the review of this application including
Revised January 3, 2013	



Owner's Authorization Form

Daniel Scroggins/DBA McNeill Signs, Inc.		is hereby authorized TO ACT ON BEHALF OF
NNN Ponte Vedra DL	Owner LP 100%	the owners(s) of those lands described within
may be required, in applying to 5	St. Johns County, F	ttached deed or other such proof of ownership as lorida, for an application related to a development
Permit or other action pursuant to	a: application for:	Overlay District Review
By signing, I affirm that all legal owners	(s), as listed on the Red	corded Warranty Deed on file with the St. Johns County Clerk of Courts
or otherwise stated (), have been no	tified of the proposed sign
(Identify what docu	ment)	
	e information provided	on this form may lead to revocation of permits, termination of
development actifity.		\
Signature of Owner	Do	1 0
Print Name	Don HA	nilton As Alcent
Signature of Owner		
Print Name		
Telephone Number	904 (577 6177
TATE OF FLORIDA SOUNTY OF ST. JOHNS		
he foregoing instrument was acknown day of FEBRUA	wiedged before me 20 for NNN Pontr	by means of the physical presence or online notarization, this by Don Hamilton as
Notary Public State of Florida Brittany Zenni My Commission HH 222445 Exp. 1/31/2026	Name: <u>Br</u> My Commi	Dic, State of Florida 1+tony Zenni ssion Expires: 01/31/2026 ssion Number is: HH222445
Personally Known X_OR Produced	Identification	
ype of Identification Produced Revised August 30, 2011		<u></u> :



Application for Sign Permit

St. Johns County Permitting Center 4040 Lewis Speedway St. Augustine, FL 32084

For Building: 904.827.6800; Fax: 904.827.6849; E-mail: bldcodes@sjcfl.us For Planning: 904.209.0675; Fax: 904.209.0576; E-mail: plandept@sjcfl.us

Note: A separate clearance sheet is required for each ground sign

Date	1-5-202	4 Cont	ractor's License	Number ES12001	744	Overlay District			
Please		uation of and Mate	Proposed Sign rials)	ege\$ 1652	Prop	erty ID Number	06194000	000	
Prope	Property Owner(s) NnnPonte Vedra FL Owner LP 100% Phone								
Addre	ess 42	0 S OF	RANGE AVE	STE 400	Fax		سنيد شبيطين بأريد فعشد يدارياس		
City [ORLAN	DO	State F	L Zip Code 328	01 Phone				
Are th	ere any ov	vners not	t listed N	Yes If yes	olease list on sep	arate sheet to be	included wit	h your application	
Applic	ant DAI	VIEL S	CROGGINS	ODBA MCNEILL	SIGNS INCOM	e (386) 586	-7100		
Addre	ss 27 E	NTER	PRISE DR		Fax				
City	BUNNEL	L	State FL	Zip Code 32110	E-mai	cscroggins	@mcneillsi	gns.com	
Job A	ddress [840 A1	IAN SUITE	150 PONTE VE	DRA BEACH	I FL 32082			
Name	of Busine	ss RIT	A'S ITALIA	N ICE	/		1100		
Please	list below	L		ıtly under review or re	cently approved	which may assis	t in the reviev	v of this application	
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2							-	Yes No	
3								☐ Yes ☐ No	
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5				- Andrews and the processor of the second				☐ Yes ☐ No	
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8								Yes No	
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10		П	П					☐ Yes ☐ No	
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NA						
Provide National Recognized	d Testing Lab (NR	TL) Number:	A12 0034	51; A12 003452		
Owner's Affidavit: I certify th aws regulating construction	nat all forgone inf	ormation is ac	curate and th	at all work will be done	in compliance v	rith all applicable
Warning to Owner: Your factor of the Your factor of	ailure to record tend to obtain f	a "Notice of Ci inancing, cons	ommenceme sult with you	ent" may result in you Ir lender or attorney f	paying twice for pefore recording	r improvement your "Notice o
Owner's Signature				McNeill Signs Print Company's		
By Owner's Agent (if any) (in	cluding Contract	or) 1	- Q	Owner's Signatur		512001744
	Cen	tractor's Signa	ture		² Li	cense Number
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C. Alexander	My Comm. Expires Feb led through National No	O. LUE! H	iviy Com	Bon	ded through National N	S. O. CULI
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	Signed	<u>Date</u>
Incomplete Application		
Complete Application		
Zoning & Comp. Plan		
Approved / Disapproved		

	Signed	<u>Date</u>
Incomplete Plans and Drawings		
Complete Plans and Drawings		
Approved		

FINAL APPROVAL:

Signature, Authorized County Official

Notice: Should the provisions of St. Johns County Ordinance No. 99-51, as amended, relating to the regulations of signage or sign permitting be found unconstitutional by a court of competent jurisdiction, this St. Johns county Sign Permit Application shall immediately revert to and become a BUILDING PERMIT under the State Minimum Building Codes, Chapter 553, Florida Statutes, as amended, and as duly adopted by St. Johns County through Ordinance enactment.

Revised December 29, 2011



Rita's 840 A1A North, Ste 150 Ponte Verde FL April 10, 2024

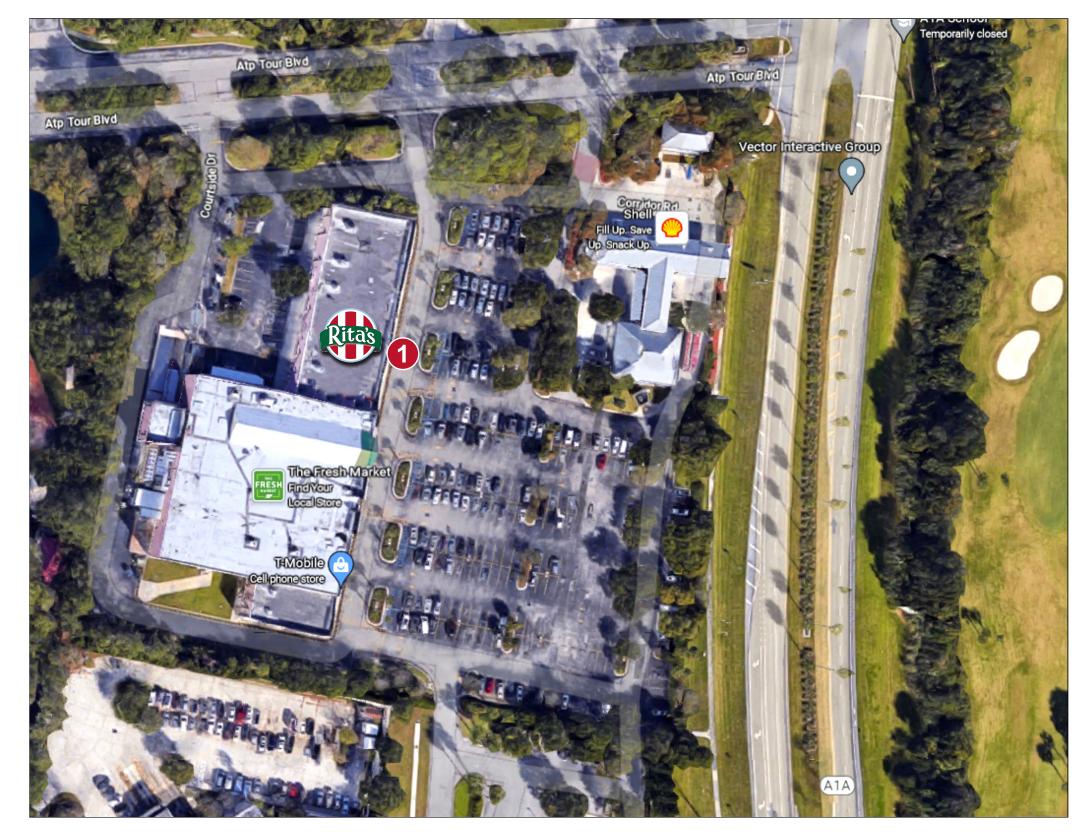


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Customer Approval / Signature	
Signature:	Date:

Proposed



Custom Illuminated Brand Mark



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Client:	Date:	Estimate #:	Job #:	Page #:	#
Rita's	09/26/23	E11803	J0006988	2 of 5	1
Address:	File Name: RTA_J00	te Verde FL	_209	$\frac{2}{3}$	
840 A1A North, Ste 150	Sales:	Des	sign:	PM:	5
Ponte Verde FL 32082	House	DE		LL	6

<u>:</u>	#	Date	Description
5	<u>1</u>	03/13/24	204
	2	03/18/24	205
	3	04/01/24	206
	4	04/02/24	207
	5	04/05/24	208
	6	04/10/24	209

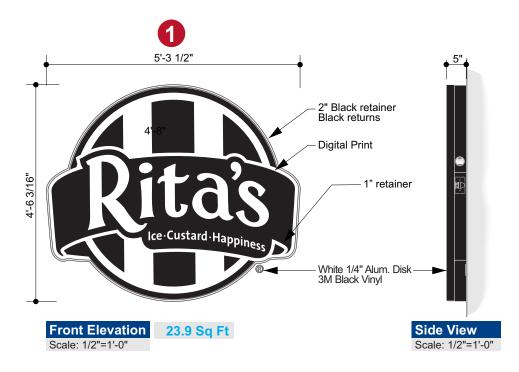
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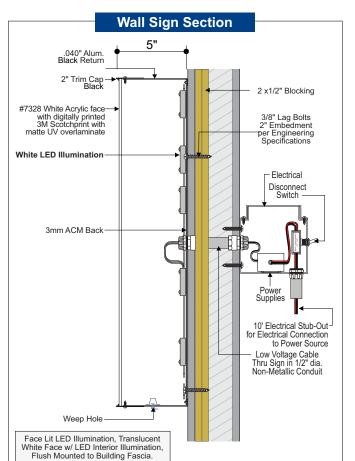
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Client Signature: Approval Date:

1 CUSTOM Illuminated Brand Mark





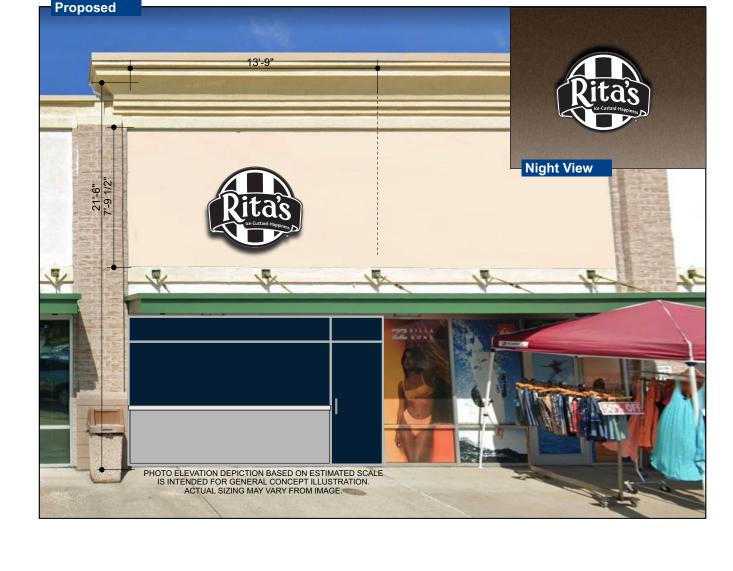
Hardware Mounting Chart			
Note: Threaded Rod will be Provided Standard for All. Other Hardware Is to be Provided by the Installer As Req.	Masonry	Wood	Metal
Signs and Raceways			
3/8" Zinc Plated Steel Threaded Rod Thru Wall	•	•	•
3/8" Lags with Shields	•		
3/8" Lag Bolts		•	
3/8" Toggle Bolts			•
Letters			
1/4" Zinc Plated Steel Threaded Rod Thru Wall	•	•	•
1/4" x 2-1/4" Tapcons	•		
Flathead Stainless Screws		•	•



Listed Electr MET Compl

Electric Sign Complies with UL48 THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.







Black Coil Stock

White Acrylic

Vinyl Specifications

3M Digital Print

Paint Specifications

Matthews Semi-Gloss
White

Date

03/13/24 204

2 03/18/24 205

3 04/01/24 206

4 04/02/24 207

5 04/05/24 208

6 04/10/24 209

Description

General Specifications:

Faces: .177" White Acrylic w/ 1st Surface Vinyl Graphics w/ 2" Black Trim Cap

Returns: .040" Black Aluminum Attached to Back

Backs: 3mm ACM Backs - Pre-Finished White

Illum: White LEDs as required by manufacturer; Remote Power Supplies

Wall Type: TBD

Install: Signs Anchored Flush Mounted to Wall as Required Per Wall Construction

Electrical: Actual # of Circuits to be determined by Licensed Electrical Contractor,

(1) 20 AMP Circuit, 120 Volts

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Client:	<u>Date:</u>	Estimate #:	Job #:	Page #:		
Rita's	09/26/23	E11803	J0006988	3 of 5		
Address:	File Name: RTA_J0006988_Ponte Verde FL_209					
340 A1A North, Ste 150	Sales:	Des	sign:	PM:		
Ponte Verde FL 32082	House	DE		LL		

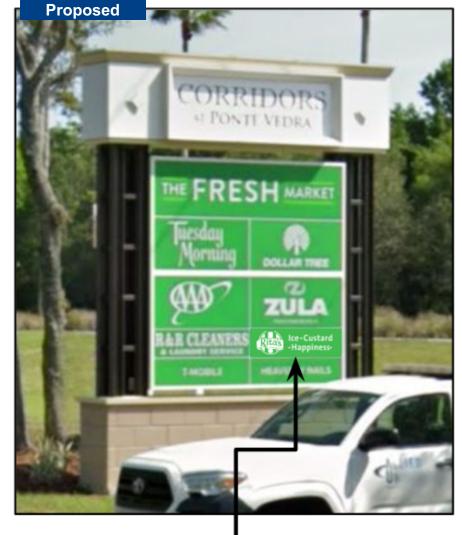
Client Review Status

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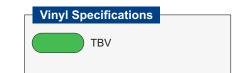
Client Signature: Approval Date:

Monument Tenant Vinyl Graphics









General Specifications:

Face: 1st Surface 3M Vinyl film on .150 White Polycarbonate

Quantity: 2

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Client:	<u>Date:</u> 09/26/23	Estimate #:	Job #:	Page #:	
Rita's		E11803	J0006988	4 of 5	
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840 A1A North, Ste 150	Sales:	Des	sign:	PM:	
Ponte Verde FL 32082	House	DE		LL	

#	Date	Description
1	03/13/24	204
2	03/18/24	205
	04/01/24	
4	04/02/24	207
5	04/05/24	208
6	04/10/24	209

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Client Signature: Approval Date: