

**1**

**AGENDA ITEM**  
**Palm Valley / Ponte Vedra Architectural Review Board**

Meeting

10/22/2025

MEETING DATE

TO: Michael Roberson Director of Growth Management

DATE: October 8, 2025

FROM: Jackie Williams, Overlay Planner

PHONE: 904 209-0693

SUBJECT OR TITLE: ARC 2025-08 Christie's International Real Estate

AGENDA TYPE: Appointment, Order, Report

PRESENTER: Kelly Varn, Taylor Sign & Design, Inc.

**BACKGROUND INFORMATION:**

The applicant requests design approval from the Ponte Vedra ARC for the installation of a replacement illuminated wall sign, located at 190 A1A North.

**SUGGESTED MOTION/RECOMMENDATION/ACTION:**

APPROVE: The request complies with Section X of the Ponte Vedra Zoning District Regulations relating to sign design standards and is consistent with the intent and purpose of the Ponte Vedra Zoning and Overlay Regulations.

DENY: The request does not comply with Section X of the Ponte Vedra Zoning District Regulations; the proposed design standards are not compatible with the purpose and intent of the Ponte Vedra Zoning and Overlay Regulations.



**GROWTH MANAGEMENT DEPARTMENT STAFF REPORT**  
**PONTE VEDRA OVERLAY DISTRICT**  
**October 22, 2025 Public Meeting**  
**ARC 2025-08 Christie's International Real Estate**

**To:** Architectural Review Committee  
**From:** Jackie Williams, Overlay Planner

**Applicant:** Kelly Varn, Taylor Sign & Design, Inc.

**Location:** 190 A1A N, Ponte Vedra Beach, FL 32082

**Zoning:** PUD (Ordinance 2010-40)

**FLUM:** Residential-C

**Summary of Request:** The applicant requests design approval from the Ponte Vedra ARC for the installation of a replacement illuminated wall sign.

**Figure 1:** Aerial Map showing the project area, provided by Staff.



**STAFF COMMENTS**

The applicant is requesting ARC approval of an illuminated wall sign, which appears consistent with the Ponte Vedra Zoning District sign standards, Section X.

The proposed illuminated wall sign would have an Advertising Display Area (ADA) measuring 23.5 square footage in area, which is in compliance with the *Ponte Vedra Zoning District Regulations – Section X*. The design and color of the proposed wall sign is typical of signs found within the Ponte Vedra Overlay District. The proposed wall sign is flush-mounted with black acrylic letters and black returns/trim caps.

The subject location has had multiple wall signs that were approved by the Ponte Vedra/Palm Valley Architecture Review Committee (PVARC). The Final Orders for ARC 2022-10 Engel & Volkers and ARC 2020-03 Keller Williams Realty Wall Sign are located in the SUPPORTING DOCUMENTS section.

**Sign Image:****APPLICABLE STANDARDS****Ponte Vedra Zoning District Regulations – Article X Part C.2**

- 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.
- 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.

**CORRESPONDENCE**

Staff have not received any phone calls or emails regarding this application.

**ATTACHMENTS**

Application

Site Plan

Wall Sign Rendering

Final Order ARC 2022-10

Final Order ARC 2020-03

**SUGGESTED ACTION TO APPROVE**

The Architectural Review Committee may consider a motion to approve **ARC 2025-08 Christie's International Real Estate**, as described within the application, provided:

1. The request complies with Section X of the Ponte Vedra Zoning District Regulations relating to sign design standards and is consistent with the intent and purpose of the Ponte Vedra Zoning and Overlay Regulations.

**SUGGESTED ACTION TO DENY**

The Architectural Review Committee may consider a motion to deny **ARC 2025-08 Christie's International Real Estate**, as described within the application, provided:

1. The request does not comply with Section X of the Ponte Vedra Zoning District Regulations; the proposed design standards are not compatible with the purpose and intent of the Ponte Vedra Zoning and Overlay Regulations.



# **APPLICATION AND SUPPORTING DOCUMENTS**



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 8/27/25 Overlay District PV Property ID No (Strap) 0511600000  
Applicant Taylor Sign & Design, Inc Phone Number 396-4652  
Address 4162 St. Augustine Rd Fax Number   
City JAX State FL Zip Code 32207 E-mail kvarn@taylorsignco.com  
Project Name Christie's International Real Estate

Project Address & Location 190 AIA W

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)

Installation of flush mount illuminated channel letters  
26"(H) x 130"(W) = 23.4 #

I HEREBY CERTIFY THAT ALL INFORMATION IS CORRECT:

Signature of owner or person authorized to represent this application:

Kvarn  
Signed By

Printed or typed name(s) Kelly Varn

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:

# LETTER OF AUTHORIZATION

## Affidavit

To Whom It May Concern:

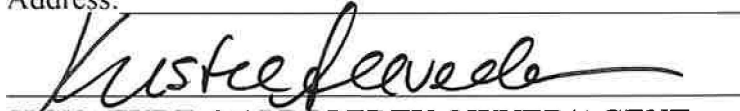
This letter authorizes **Taylor Sign & Design, Inc.** (or their Agents or Subcontractors) to act as Agent, to secure permits or variances required by the local governing body, and to perform sign or awning installations, removals, or maintenance at the property located at:

Property Address: 190 US Highway A1A N, Ponte Vedra Beach, FL

Company Name: Ardell Marina, Inc. C/O M.H. Sherman Company Phone Number: 949-642-1626

Name: Kirstie Acevedo Title: President

Address: 4000 MacArthur Blvd, Suite 105, Newport Beach, CA 92660



**SIGNATURE OF PROPERTY OWNER/AGENT**

STATE OF California

COUNTY OF Orange

Please see attached  
California  
Acknowledgement  
Jurat  
Notary Initials.

Sworn to and subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Signature of Notary State of \_\_\_\_\_

Print or Type Commissioned Name of Notary Public \_\_\_\_\_

Personally Known ( ) OR Produced Identification ( )

Type of Identification Produced: \_\_\_\_\_ Commission Expires \_\_\_\_\_

( Notary Stamp or Seal Required)

**CALIFORNIA JURAT**

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California

County of Orange

Subscribed and sworn to (or affirmed) before me on  
this 25 day of Aug., 2025, by  
Date Month Year

(1) Kirstie Acevedo(and (2) \_\_\_\_\_  
Name(s) of Signer(s)

proved to me on the basis of satisfactory evidence to  
be the person(s) who appeared before me.

Signature Susan W. Gallop  
Signature of Notary Public

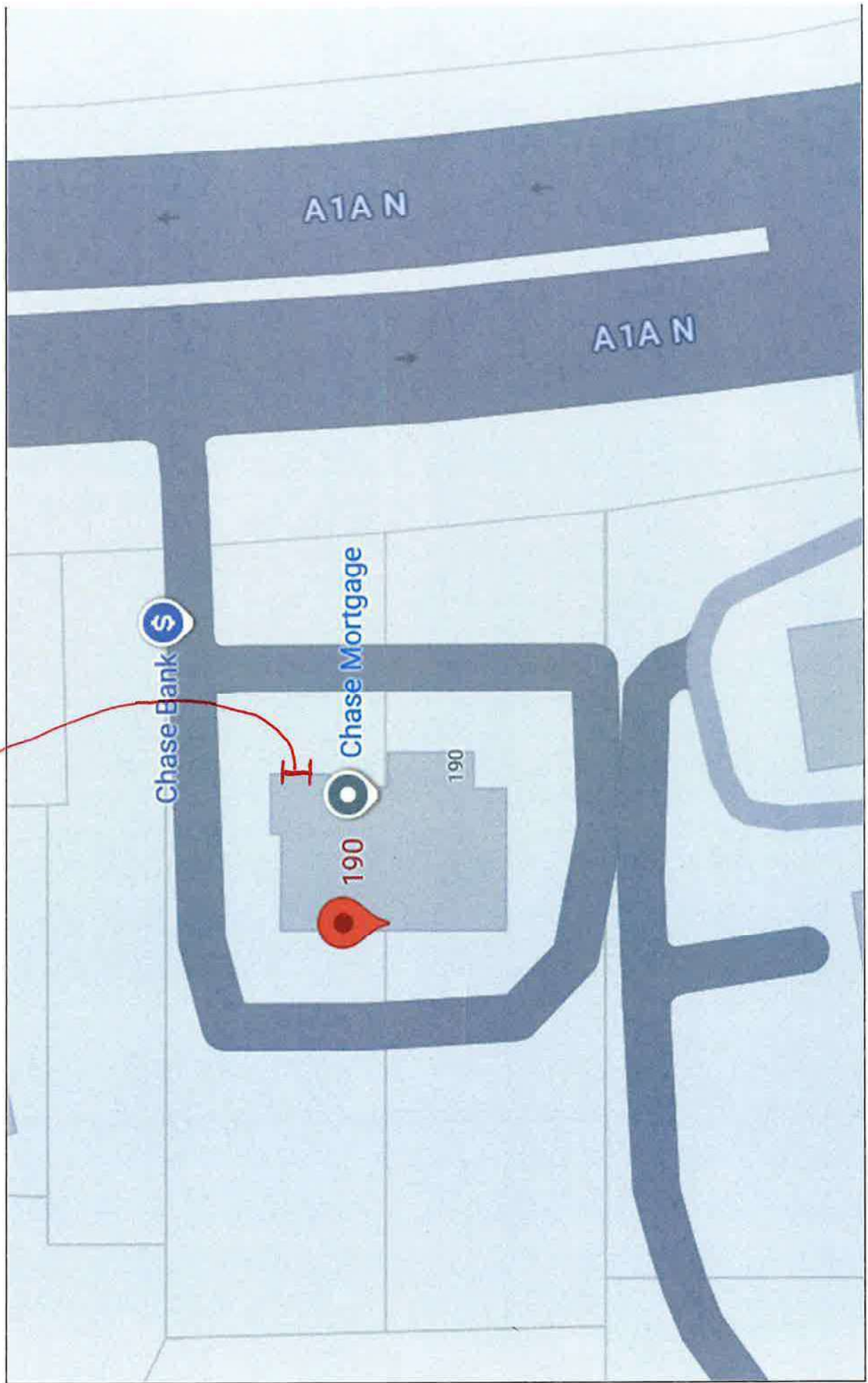
Place Notary Seal and/or Stamp Above

**OPTIONAL**

Completing this information can deter alteration of the document or  
fraudulent reattachment of this form to an unintended document.

**Description of Attached Document**Title or Type of Document: Letter of Authorization AffidavitDocument Date: 8/25/25 Number of Pages: \_\_\_\_\_

Signer(s) Other Than Named Above: \_\_\_\_\_



will sign



Christie's International Real Estate - Individual Letters - 190 A1A N, Ponte Vedra Beach, FL

Sign 1      \*a timer attached to the breaker is required for sign to turn on and off as needed - Taylor Sign does not provide a timer and is not licensed to install one

26"      130"      CHRISTIE'S  
INTERNATIONAL REAL ESTATE

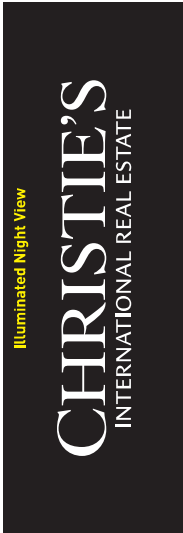
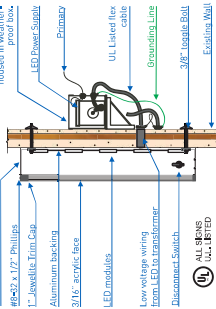
● individual black illuminated letters

Flush-Mount Channel Letters (LED)

Zoning:	PVB - 24 Sq Ft
Sign:	26" x 130" / 144 = 23.5 Sq Ft, Proposed

WIND DESIGN CRITERIA	
WIND VELOCITY	132 MPH
RISK CATEGORY	II
EXPOSURE CATEGORY (MMF)	C
INTERNAL PRESSURE COEFFICIENT	+0
EXTERNAL PRESSURE COEFFICIENT	-0.4
COMBINED LOADING PRESSURES	30.6 PSF
FORCE COEFFICIENT	1.7

1. Design wind pressure in conformance w/ FBC-2023  
Ed Ref. ASCE7. See chart for design criteria per ASCE7-02.



42'

**TAYLOR**  
**Sign & Design, Inc.**  
**COMMERCIAL SIGN TECHNOLOGIES**

State Certified # EST2000117  
www.taylorlogo.com  
4162 St. Augustine Rd - Jacksonville, FL 32207  
Phone# 904.396.4662 • Fax# 904.396.3777

Christie's International Real Estate

Contact: Corey Hasting  
Phone#: 513.406.0528  
Email: corey.hasting@evrealestate.com

Address: 190 A1A N,  
Ponte Vedra Beach, FL  
32082

Date: 08.11.2025  
Options: OPT 2

Salesperson: Chris Taylor  
Designer: Signe Grozier

Zoning: PV Overlay - 24 sq ft max / 10% color  
Saved as: Christies - PVB - Permitting.PDF



This artwork is protected under copyright law and is the property of Taylor Sign & Design, Inc. and is not to be duplicated, reproduced, or distributed without written permission.  
© 2019 Taylor Sign & Design, Inc.

This sign meets or exceeds 132 mph wind zone requirements as per 2023 Florida Building Code.

Please ensure all colors, dimensions, verbiage, layout, etc. are correct before approving rendering. Colors portrayed on proof may not match final product due to the difference between digital and pigmented colors. Once artwork is approved, you will be responsible for 100% of the re-make cost should any problems be found after installation.

**APPROVED BY**

**DATE**



**ORDER OF THE ST. JOHNS COUNTY, FLORIDA**  
**ARCHITECTURAL REVIEW COMMITTEE**  
**OF THE PONTE VEDRA OVERLAY DISTRICT**

Kelly Varn  
Taylor Sign & Design, Inc.  
4162 St. Augustine Road  
Jacksonville, FL 32207

FILE NUMBER: ARC 2022-10 Engel & Volkers  
ADDRESS: 190 A1A North  
DATE OF HEARING: November 30, 2022

**ORDER GRANTING APPROVAL**

The above referenced application for design approval for a new illuminated flush mount wall sign was considered by the Architectural Review Committee (ARC) in a public hearing.

**FINDINGS OF FACT**

Having considered the application, supporting documents, statements made by the Applicant and Staff, and all evidence presented during the public hearing, the Committee made the following Findings of Fact:

1. The request is consistent with Section VIII.Q of the Ponte Vedra Zoning District Regulations.

NOW THEREFORE, based on said Findings of Fact, the ARC hereby approves this application as submitted subject to the following conditions.

1. Sign face shall not exceed 24 square feet.
2. "Engel" and "Volkers" lettering shall be black vinyl with white internal illumination.
3. Red "&" of the sign is not to exceed 15% of the sign face.
4. Any changes will require additional review by the ARC.

This decision may be appealed to the St. Johns County Board of County Commissioners within thirty (30) days of the signing of this Order, pursuant to Section 9.07.04 of the Land Development Code. Deed Restrictions, if any, are not affected by the actions of the ARC or this Order.

All applicable state or federal permits must be obtained before commencement of the development. Issuance of a development permit or development order by a county does not in any way create any rights on the part of the applicant to obtain a permit from a state or federal agency and does not create any liability on the part of the county for issuance of the permit if the applicant fails to obtain requisite approvals or fulfill the obligations imposed by a state or federal agency or undertakes actions that result in a violation of state or federal law.

DATED THIS 4<sup>th</sup> DAY OF January, 2023

ARC FOR THE PALM VALLEY OVERLAY DISTRICT WITHIN ST. JOHNS COUNTY, FLORIDA:

BY: Sean McCall  
Chair/ Vice Chair

The undersigned Clerk of the ARC certifies that the above Order is a true and correct copy of the Order adopted by said Committee as the same appears in the record of the Committee Minutes.

BY: Sloane Stephens  
Clerk: Sloane Stephens, Planner



**ORDER OF THE ST. JOHNS COUNTY, FLORIDA**  
**ARCHITECTURAL REVIEW COMMITTEE**  
**OF THE PONTE VEDRA OVERLAY DISTRICT**

Shark Signs of NE FL Inc.  
5317 Shen Ave  
Jacksonville, Florida 32205

FILE NUMBER: ARC 2020-03 Keller Williams Wall Sign  
PARCEL: 051160-0000  
DATE OF HEARING: June 29, 2020

**ORDER GRANTING APPROVAL**

The above referenced application for design approval for a replacement 23.01sqft wall sign for Keller Williams Realty, 190 A1A N Suite 100, Ponte Vedra Beach, was considered by the Architectural Review Committee (ARC) in a public hearing.

**FINDINGS OF FACT**

Having considered the application, supporting documents, statements made by the Applicant and Staff, and all evidence presented during the public hearing, the Committee made the following Findings of Fact:

1. **The request is consistent with Sections VIII.Q of the Ponte Vedra Zoning District Regulations.**

NOW THEREFORE, based on said Findings of Fact, the ARC hereby approves this application as submitted subject to the following conditions.

1. **Any changes will require additional review by the ARC.**
2. **Illumination of signs shall cease one-half (1/2) hour after business closing no later than 10 PM.**

This decision may be appealed to the St. Johns County Board of County Commissioners within thirty (30) days of the signing of this Order, pursuant to Section VIII.Q.6.c.(3) of the Ponte Vedra Zoning District Regulations. Deed Restrictions, if any, are not affected by the actions of the ARC or this Order.

All applicable state or federal permits must be obtained before commencement of the development. Issuance of a development permit or development order by a county does not in any way create any rights on the part of the applicant to obtain a permit from a state or federal agency and does not create any liability on the part of the county for issuance of the permit if the applicant fails to obtain requisite approvals or fulfill the obligations imposed by a state or federal agency or undertakes actions that result in a violation of state or federal law.

DATED THIS 8<sup>th</sup> DAY OF July, 2020.

**ARC FOR THE PONTE VEDRA OVERLAY DISTRICT WITHIN ST. JOHNS COUNTY, FLORIDA:**

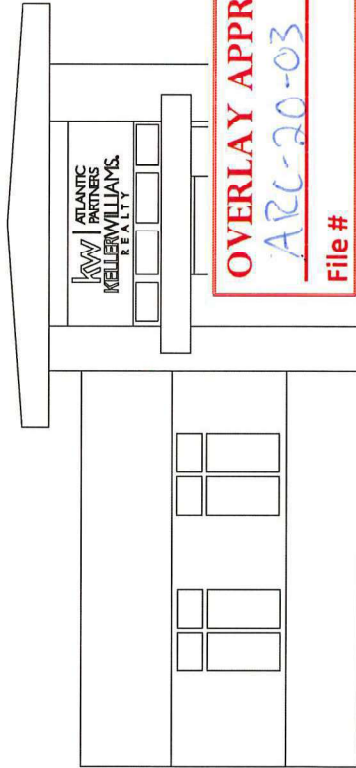
BY: Sean Mullin  
Chair/ Vice Chair

The undersigned Clerk of the ARC certifies that the above Order is a true and correct copy of the Order adopted by said Committee as the same appears in the record of the Committee Minutes.

BY: Jacob F. Smith  
Clerk: Jacob F. Smith, Planner

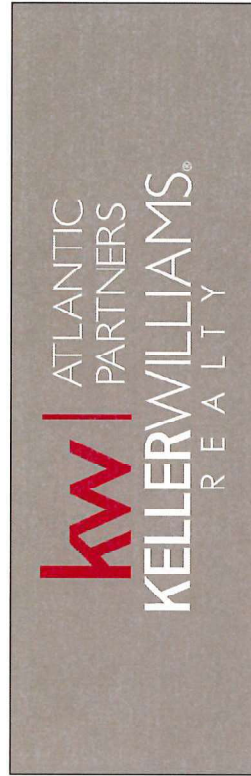
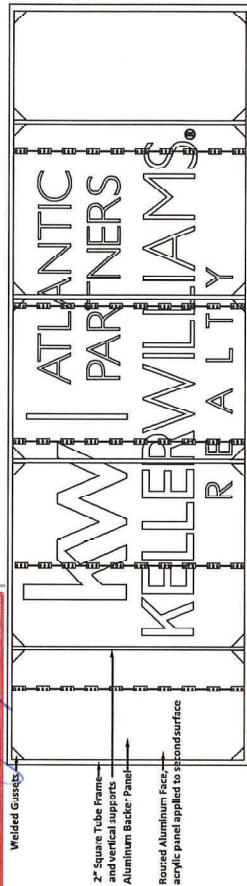
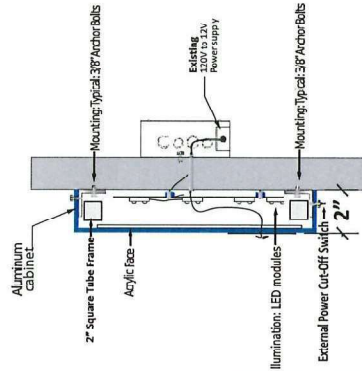
Attachments: Stamped approved drawings





**OVERLAY APPROVED DRAWINGS**  
 ARC-20-03 7/2  
 File #  
 date 7/2  
 staff initials

48.00'



3.00'



7.67'

Keller Williams Realty

190 A1A North Suite 100

Ponte Vedra Beach, FL 32082

Sign Criteria Applied: 1:1 Linear Frontage

Elevation

W: 48.00'

Sign Allowance:

24.00 Sq Ft

Signage: H: 41.2" (3.43') W: 59.80" (8.32')

Panel 48" x 12" 6" Sign Elements 23.01

Signage Sq Ft:

Total: 23.01 Sq Ft

Face Color: White with Facsimile Vinyl Overlay

Jewellite Color: N/A

Return Color: N/A

Panel Color: Fascia Match

Date:

Signature Required

Shark Signs of NE FL, Inc.

5317 38th Avenue, Jacksonville, FL 32205

904-766-6222

chris@sharksignsofnefl.com



E359831

Review layout thoroughly for errors or omissions as the responsibility of the client once layout has been approved and production initiated.

Color appearance on layouts are subject to your computer monitor rendering capability; some colors may not appear as intended and some colors may vary. If specific PMS, Pantone or other color is required rendering will be as close as possible. If a color match is required client MUST provide specific PMS color.

Finished product to be dependent on the quality of artwork provided by client. Rendering scaling is representative of finished product; please allow for minor size variances in production or fabrication.

We do not reproduce trademarks, copyrighted or other proprietary logos or likenesses without proof of permission or reuse.

ALL RENDERINGS & LAYOUTS ARE PROPERTY OF SHARK SIGNS OF NE FL, INC. NO REUSE OR REPRODUCTION WITHOUT EXPRESS PERMISSION.



ARC26-03

7/2

File #

date

**staff initials**