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

Meeting

			10/22/20	25			
		_	MEETING I	DATE			
TO: Micha	el Roberson I	Director of Growth I	Management	DATE:	October	3,2025	
FROM:	Jackie Willi	iams, Overlay Planno	er		PHONE:	904 209-0693	
SUBJECT OR	TITLE:	ARCCC 2025-18 Le	Petite Paris	_			
AGENDA TY	PE:	Appointment, Ord	ler, Report				
PRESENTER:		Kelly Varn, Taylo	r Sign & Design, Inc				
BACKGROUN	ND INFORMA	ATION:					

The applicant requesting design approval from the Palm Valley ARCCC to allow for the installation of an illuminated wall sign and a replacement tenant sign, located at 830 A1A North.

### SUGGESTED MOTION/RECOMMENDATION/ACTION:

APPROVE: The request complies with Section 3.06.00 and of the St. Johns County Land Development Code and is compatible with the intent and purpose of the Palm Valley Overlay.

DENY: The request does not comply with Section 3.06.00 and of the St. Johns County Land Development Code and is compatible with the intent and purpose of the Palm Valley Overlay.



### GROWTH MANAGEMENT DEPARTMENT STAFF REPORT PALM VALLEY OVERLAY DISTRICT

### October 22, 2025 Public Meeting ARCCC 2025-18 Le Petite Paris

To:Architectural Review CommitteeStaff:Jackie Williams, Overlay Planner

Date: September 30, 2025

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

**Location:** 830 A1A North, Suites 4-6, Ponte Vedra Beach, FL 32082

**FLUM:** Carlos Del Mar DRI

**Zoning:** PUD (Ordinance 1975-15)

**Summary of Request:** The applicant requesting design approval from the Palm Valley ARCCC to allow for the installation of an illuminated wall sign and a replacement tenant sign.

**Project Location:** The subject site is located at 830 A1A North, Suites 4-6, north of ATP Tour Boulevard.



Figure 1: General Location of the proposed project.

**Planning Division Review:** The applicant seeks design approval for the installation of an illuminated wall sign and a replacement tenant sign located at 830 A1A North, Suite 4-6, within the Palm Valley Overlay District. The sign rendering shows the proposed wall sign to be 37.8 square feet in area. Please refer to the submitted site plan and wall signs renderings, all provided by the applicant, within the SUPPORTING DOCUMENTS section.

Figure 2: Proposed Wall Signage



**Proposed Wall Sign**—Staff has evaluated the proposed wall sign and finds it to be in conflict with the Palm Valley Overlay. Although the proposed wall sign does comply with the Palm Valley Overlay in terms of design, colors and materials, it does conflict with the Palm Valley Overlay in terms of the square footage. The proposed wall sign has an Advertising Display Area (ADA) of 37.8 square feet, therefore, the proposed wall sign has larger square footage than the allotment found in LDC Sec. 3.06.09.C.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." The applicant has submitted a companion application, requesting a Non-Zoning Variance, NZVAR 2025-19, to Section 3.06.09.C of the Land Development Code to allow for a larger Advertising Display Area (ADA).

Dog Deach dog resort

Baptist Primary Care
First Citizens Bank

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A PH PANS SEA NAIL

Spring Plastes Dad CLEANERS

TRANSMISSION BOOMS Arrived Transmission British Sea Oats Animal Households

Sea Oats Animal Households

Existing Conditions

Existing Conditions

Figure 3: Proposed Tenant Sign

**Proposed Tenant Sign**—Staff has evaluated the proposed refacing tenant sign and finds it to comply with the Palm Valley Overlay when comparing it to the other tenant signs of the monument sign shown above. The provided tenant sign rendering shows the proposed tenant sign is 9" by 58" but it did not give the Advertising Display Area (ADA) of the proposed tenant sign. The proposed tenant sign does match the other tenant signs on the monument sign in terms of size, color, and materials.

### **Applicable Standards:**

Sec. 3.06.09 Signage (in part)

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
  - 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.
  - 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.
  - 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.

### Sec. 3.06.09.C

- C. Number and size of Signs permitted for Commercial properties
  - 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.
  - 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.

### **ATTACHMENTS**

Application Site Plan Wall Sign and Tenant Sign Rendering

### SUGGESTED ACTION TO APPROVE

The ARC may consider a motion to approve ARCCC 2025-18 Le Petite Paris, as described within the application, provided:

The request complies with Section 3.06.00 and of the St. Johns County Land Development Code and is compatible with the intent and purpose of the Palm Valley Overlay.

### SUGGESTED ACTION TO DENY

The ARC may consider a motion to deny ARCCC 2025-18 Le Petite Paris, provided:

The request does not comply with Section 3.06.00 and of the St. Johns County Land Development Code and is compatible with the intent and purpose of the Palm Valley Overlay.

### 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 7/5/25 Overlay District PV Property ID No (Strap) 04/940060
Applicant Taylor Sign & Design Inc Phone Number 904-396-46
Address 4162 F. ANGUSTINE Rd Fax Number
City JUX State F1 Zip Code 32207 E-mail Kvarne + aylorgigh Co. Com
Project Name Le Petit Paris
Project Address & Location 830 AIA N Ac 4-6
Type of Review Commercial Use Multi-family Use Other:  Check all that apply
The Project Involves 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 illuminated flush mount channel letters "Le Petit Paris French (afe" 37.84
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 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:

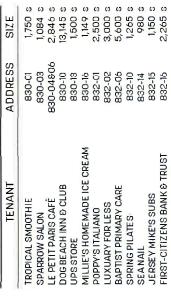


## **Fournament Plaza**

30 State Road A1A North, Ponte Vedra Beach, Fl 32082

LOCATION ZONE: Beaches

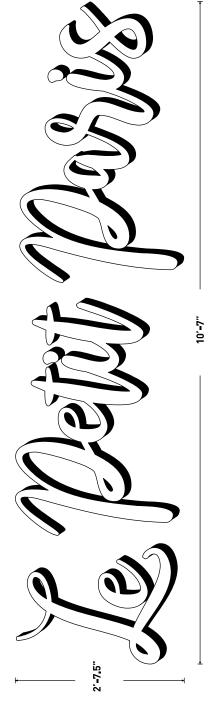






# Le Petit Paris - Flush Mount Channel Letters - 830 A1A Blvd, #4-6, Ponte Vedra Beach, FL

\*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



PVB - 1:1 w/ 24 Sq Ft Max / 15% Color Front Elevation: 38' frontage = 24 Sq Ft. Allowed Signage:  $(31.5"\times127")+(12"\times120")/144 =$ 37,8 Sq Ft. Proposed

WIND DESI	WIND DESIGN CRITERIA
WIND VELOCITY	<b>132</b> MPH
RISK CATEGORY	П
EXPOSURE CATEGORY (MMRF)	C
INTERNAL PRESSURE COEFFICIENT	0+
COMPONET & CLADDING PRESSURES	36.8 PSF
FORCE COEFFICIENT	1.7

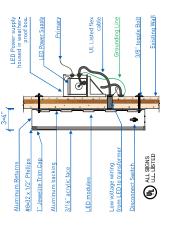
Ed Ref. ASCE7. See chart for design criteria per ASCE7-22. 1. Design wind pressure in conformance w/ FBC-2023

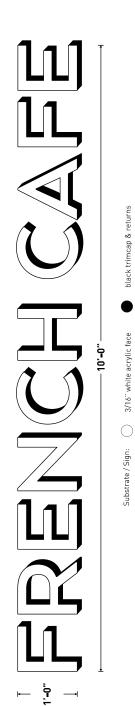
black trimcap & returns

3/16" white acrylic face

Substrate / Sign:

## Flush-Mount Channel Letters (LED)





State Certified # ES12000117

Email: Contact: Phone#: 4162 St. Augustine Rd - Jacksonville, FL 32207 Phone# 904.396.4652 • Fax# 904.396.3777 www.TaylorSignCo.com

Address: 830 A1A Blvd #4-6, Ponte Vedra Beach, FL Petit Paris \_ [e

32082

Date: 06.16.2025

0PT 3

Options:

Le Petit Paris - A1A V3.PDF Zoning: PVB - 24 Sq Ft / 15% Color Saved as:

Designer: Signe Grozier Salesperson: Chris Taylor

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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. 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

myparisjax@gmail.com

904 629 8189

APPROVED BY

# Le Petit Paris - Flush Mount Channel Letters - 830 A1A Blvd, #4-6, Ponte Vedra Beach, FL

### **Proposed Conditions**



\*\*\*Taylor Sign will patch holes from existing signs but we do not resurface or paint fascias - ghosting from previous signage may occur\*\*\*



**Existing Conditions** 

## & Design, Inc.

COMMERCIAL SIGN TECHNOLOGIES State Certified # ES12000117 www.TaylorSignCo.com

4162 St. Augustine Rd - Jacksonville, FL 32207 Phone# 904.396.4652 • Fax# 904.396.3777

Le Petit Paris

Address: 830 A1A Blvd #4-6, Ponte Vedra Beach, FL 32082

Salesperson: Chris Taylor Date: 06.16.2025 Options: OPT 3

Zoning: PVB - 24 Sq Ft / 15% Color

Saved as: Le Petit Paris - A1A V3.PDF

Designer: Signe Grozier

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myparisjax@gmail.com

904 629 8189

Contact: Phone#: Email: APPROVED BY

DATE

## Le Petit Paris - Pylon Graphics - 830 A1A Blvd, #4-6, Ponte Vedra Beach, FL



oracal white vinyl

Substrate / Sign:



**Existing Conditions** 

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Le Petit Paris

Address: 830 A1A Blvd #4-6, Ponte Vedra Beach, FL 32082

Options: OPT 3

Designer: Signe Grozier Salesperson: Chris Taylor

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Contact: Phone#: Email: APPROVED BY

DATE