

4

AGENDA ITEM
Palm Valley / Ponte Vedra Architectural Review Board

Meeting

10/22/2025

MEETING DATE

TO: Michael Roberson Director of Growth Management

DATE: October 9, 2025

FROM: Jackie Williams, Overlay Planner

PHONE: 904 209-0693

SUBJECT OR TITLE: ARCCC 2025-22 Fidelity Investments

AGENDA TYPE: Appointment, Order, Report

PRESENTER: J. Charley Schalloil, SES

BACKGROUND INFORMATION:

Requesting design approval from the Palm Valley ARCCC for an internally illuminated wall sign and tenant sign(s), located at 822 A1A North.

SUGGESTED MOTION/RECOMMENDATION/ACTION:

APPROVAL: The request complies with the St. Johns County Land Development Code and the Unified Sign Plan (2018-37) relating to design standards and is consistent with the intent and purpose of the Palm Valley Zoning and Overlay Regulations.

DENY: The request does not comply with the St. Johns County Land Development Code and/or the Unified Sign Plan (2018-37), the proposed design standards are not compatible with the purpose and intent of the Palm Valley Zoning and Overlay Regulations.



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
PALM VALLEY OVERLAY DISTRICT
October 22, 2025 Public Meeting
ARCCC 2025-22 Fidelity Investments

To: Architectural Review Committee
Staff: Jackie Williams, Overlay Planner
Date: October 8, 2025

Applicant: J. Charley Schalloil, SES
6001 Mimitz Parkway
South Bend, IN 46628

Location: 822 A1A N
FLUM: Caballos del Mar DRI
Zoning: PUD (1975-15)

Summary of Request: Applicant is requesting design approval for the relocation of one (1) west facing wall sign to an adjacent tenant space within the Veranda development, Building C, which is a part of the Players Club PUD, add a new illuminated northwest facing wall sign, entry door graphics, and an enlarged tenant panel on both sides of the monument sign along A1A N.

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



STAFF REVIEW

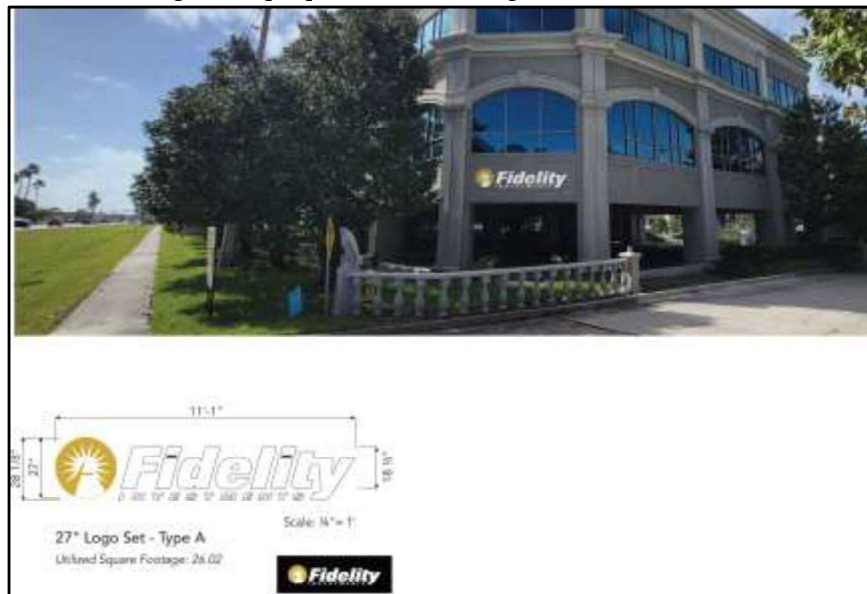
Planning Division: The applicant is requesting design approval for the relocation of one (1) west facing wall sign to an adjacent tenant space within the Veranda development, Building C, which is a part of the Players Club PUD, add a new illuminated northeast facing wall sign, entry door window graphics, temporary window graphs, and an enlarged tenant panel on both sides of the monument sign along A1A N. The subject property has a Unified Sign Plan, which can be found within Ordinance 2018-37, and is attached to this Staff Report for your reference within the SUPPORTING DOCUMENTS section.

***Wall signage.** Staff research shows the proposed wall signs does not appear to be in conflict with the Unified Sign Plan. The size, colors, placement, and materials appear to be consistent with the Unified Sign Plan found in Ordinance 2018-37. The wall sign specifics can also be found in the SUPPORTING DOCUMENTS section of the Staff Report.

Figure 2: Rendering of the existing relocated wall sign on the west elevation, provided by the applicant.

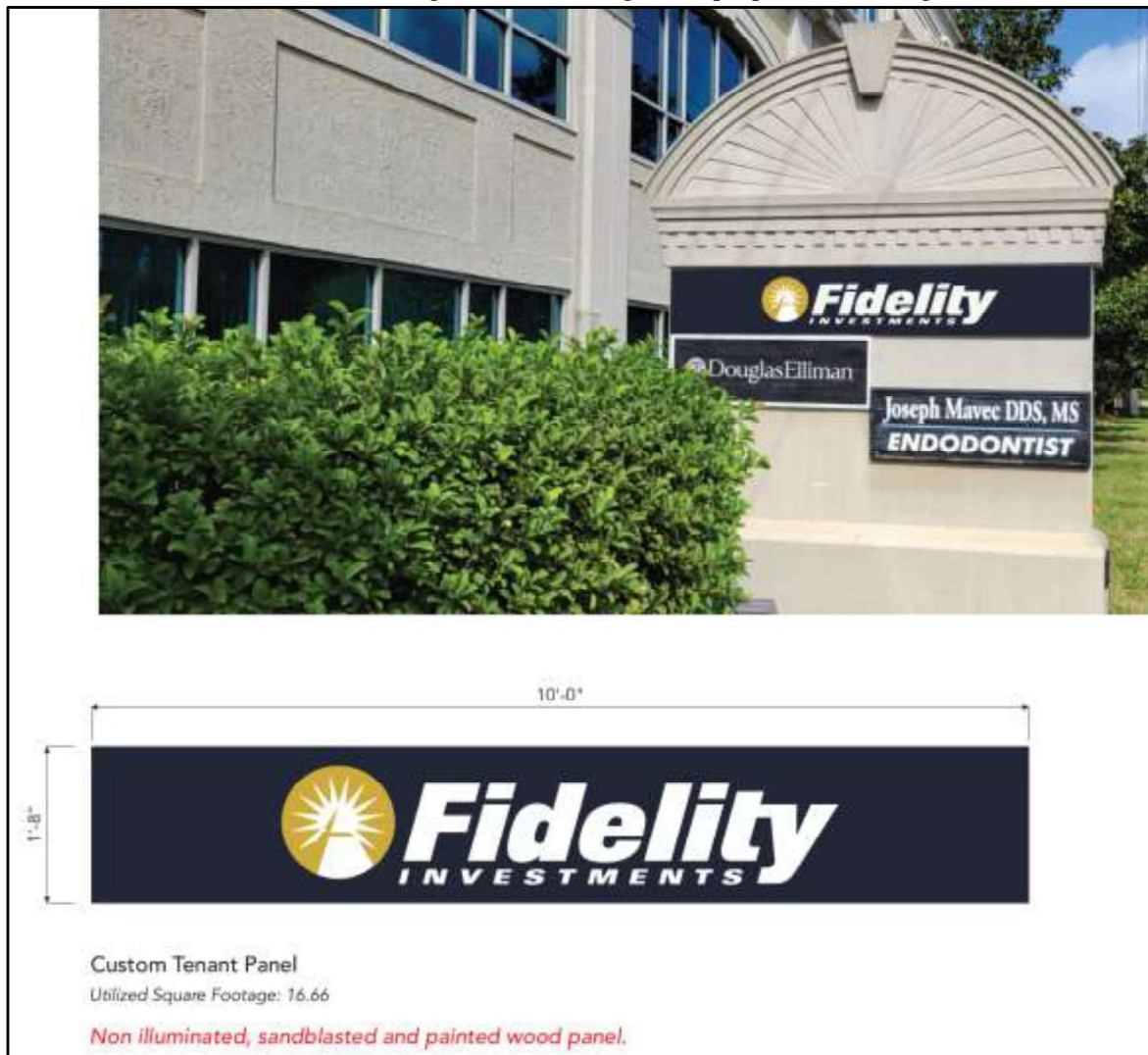


Figure 3: Rendering of the proposed new wall sign for the northeast corner elevation.



***Tenant Signage.** Staff research shows the proposed tenant signs does not appear to be in conflict with the Unified Sign Plan in terms of color and design. However, Staff does have concerns about the size of the tenant sign, as it is shown on the rendering, page 5, to be 16.66 square feet each and the allotment mentioned in the United Sign Plan is a maximum of 12 square feet. The tenant sign specifics can also be found in the SUPPORTING DOCUMENTS section of the Staff Report. The applicant explained the larger size of the tenant sign is justified as *Fidelity Investments is taking a much larger tenant space within the subject building and will be one of the very few tenants within this space that actually has clients that visit this location. The additional size on the monument sign will be a reflection of the space taken within the building and a much-needed way finding tool for clients seeking to find this destination.*

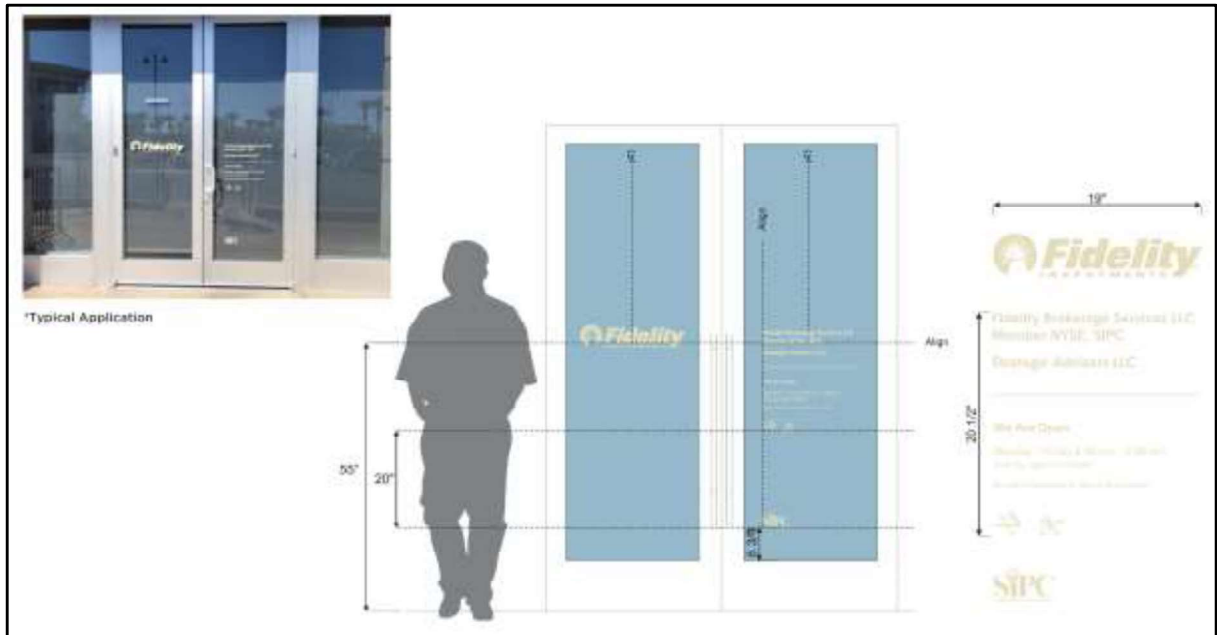
Figure 4: Rendering of the proposed tenant sign



***Window Signs.** The United Sign Plan does not mention Window Signs, therefore, the standards for this type of sign must comply with the Palm Valley Overlay's standards. According to the Palm Valley Overlay, Section 3.06.09.C.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.* Therefore, looking at the Palm Valley Overlay window signs are only allowed when substituted with a wall sign. The applicant explained, *the only window sign that we are requesting is the "Hours of Operations" vinyl and other compliance related vinyl that we are mandated to display on the entry doors into the space. This tenant space is unique in that this is one of the very few spaces that has a direct entry*

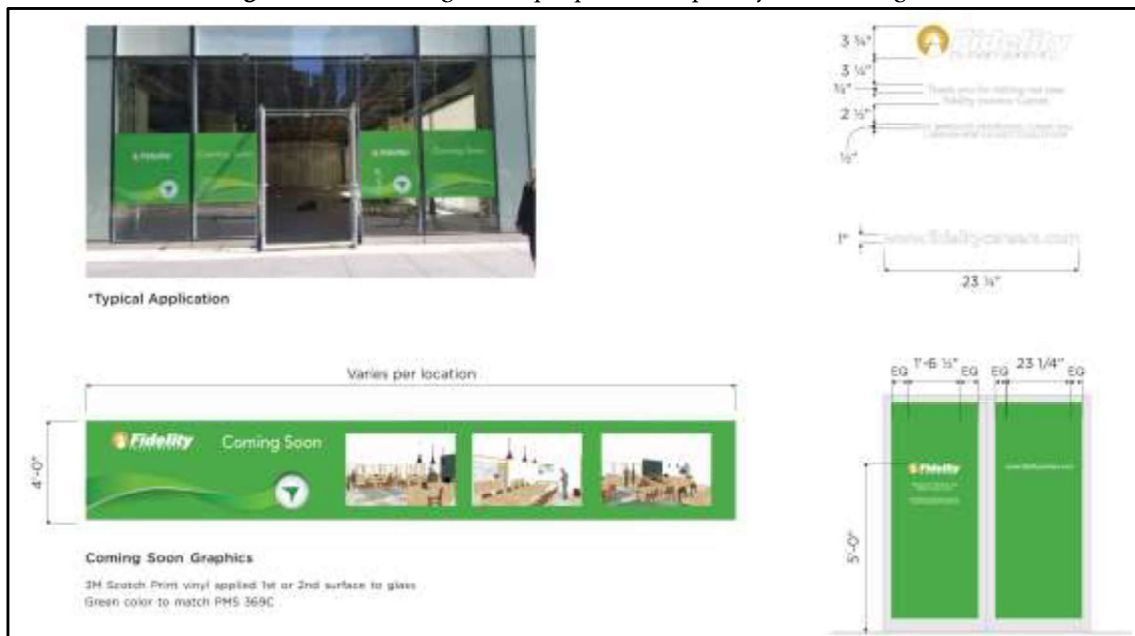
into the space from the exterior and not through a common lobby. We are seeking the consideration to be allowed this non-illuminated vinyl (would be willing to install second surface if allowed) as it is required in order for this tenant to conduct business.

Figure 5: Rendering of the proposed window signs



***Temporary Window Signs.** The United Sign Plan does not mention Window Signs, therefore, the standards for this type of sign must comply with the Palm Valley Overlay's standards. According to the Palm Valley Overlay, Section 3.06.09.C.11, temporary window signs, for the purpose of advertising a particular type of services, products, or events shall (1) be temporary and may be attached or applied to the inside surface of the window, (2) the total window Sign coverage is limited to fifteen percent (15%) of the total window space, and (3) a temporary window sign must be removed within thirty (30) days of installation. The applicant agreed to the 15% coverage regulation for the temporary signage at this site, but did not verbalize agreeing to the other two (2) requirements.

Figure 6: Rendering of the proposed temporary window signs



APPLICABLE STANDARDS**Unified Sign Plan (Ordinance 2018-37)****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 facade 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.

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.

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	

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.

LDC Palm Valley Overlay, Section 3.06.09.C.11

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.

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
Site Plan
Renderings
Ordinance 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 2025-22 Fidelity Investments**, as described within the application, provided:

1. The request complies with the St. Johns County Land Development Code and the Unified Sign Plan (2018-37) 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 2025-22 Fidelity Investments**, provided:

1. The request does not comply with the St. Johns County Land Development Code and/or the Unified Sign Plan (2018-37); the proposed design standards are not compatible with the purpose and intent of the Palm Valley 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 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)

Fidelity Investments is moving from their existing first floor tenant space within "Building C" to a new space that is the former drive-thru portion of the building that is being enclosed and will house the larger Fidelity Investments tenant space. With this move, Fidelity Investments is looking to move their existing West facing facade sign over to their new adjacent tenant space. This sign will remain the same size (46.3 sqft), shape, illumination (internal), and color. In addition to this sign, and since the new space is a corner space, Fidelity Investments is looking to add a 26.02 sqft sign that is similar in presentation and illumination as the West sign on the Northeast corner of the building along the entry drive into the center. Also, Fidelity Investments will have entry door graphics with hours of operations information on their entry doors and an enlarged monument panel on the monument sign along A1A. The panel will be the same on the North and South elevations of the monument sign.

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:



INVESTOR CENTER | MUNICIPAL REVIEW

822 N US HWY A1A

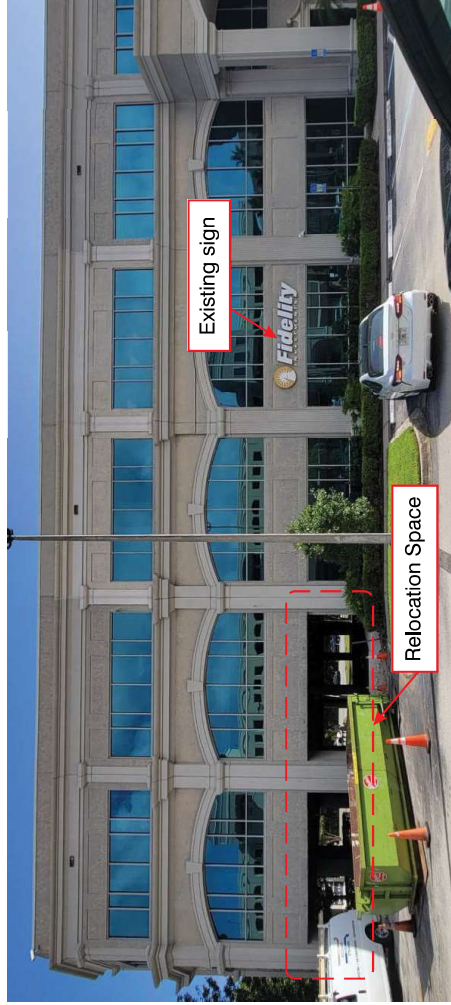
Suite 109

Ponte Vedra Beach, FL

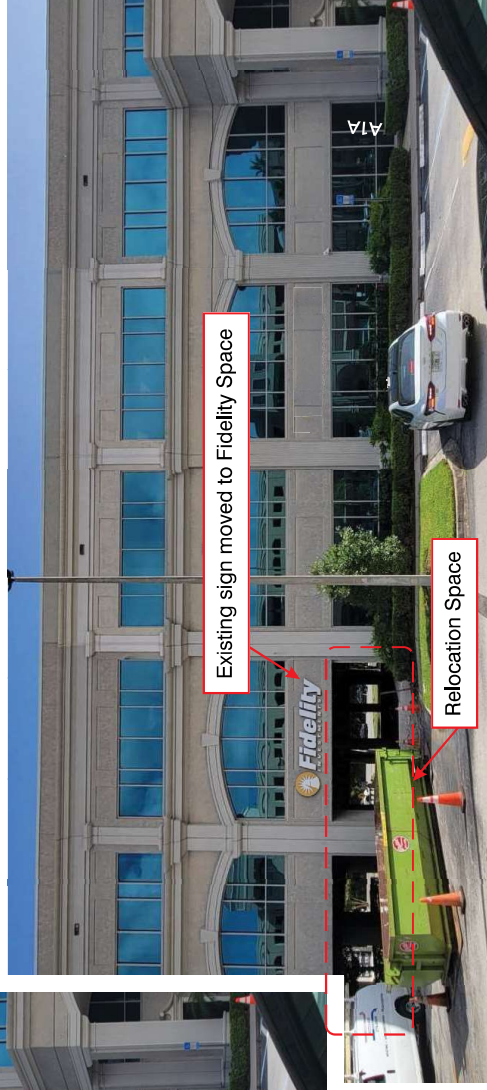
August 27, 2025



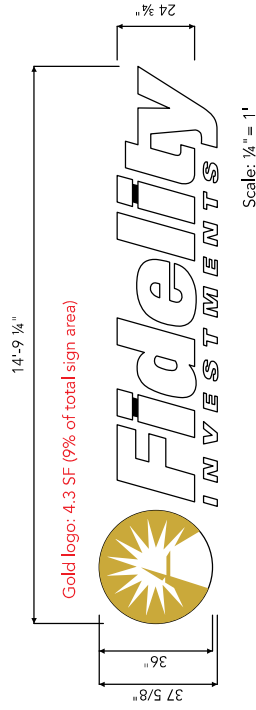
6001 Nimitz Pkwy
South Bend, IN 46628
phone 888.276.7107
fax 574.237.6166



EXISTING



PROPOSED RELOCATION

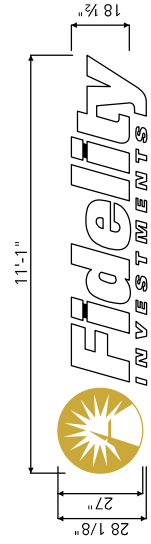


36" Logo Set - Type A
Utilized Square Footage: 46.3



*Nighttime Illumination





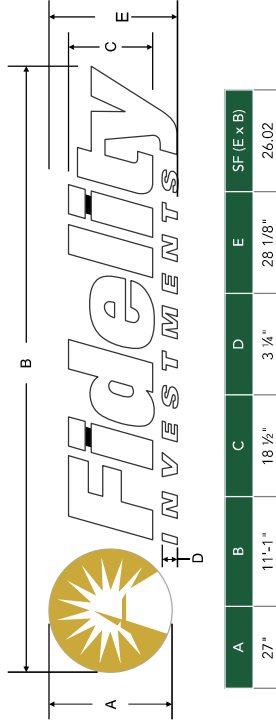
Scale: 1/4" = 1'

27" Logo Set - Type A
Utilized Square Footage: 26.02

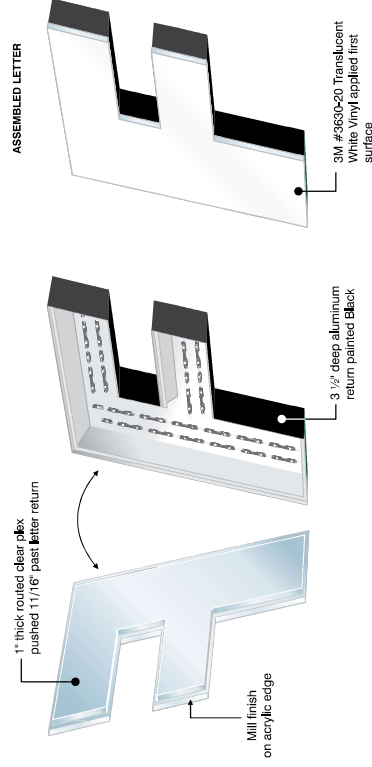
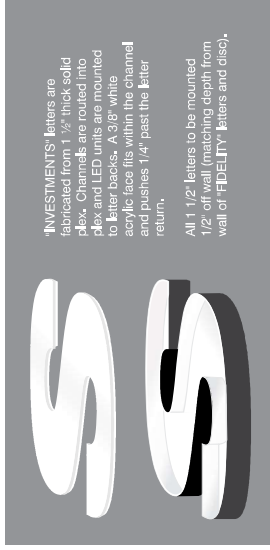


*Nighttime Illumination



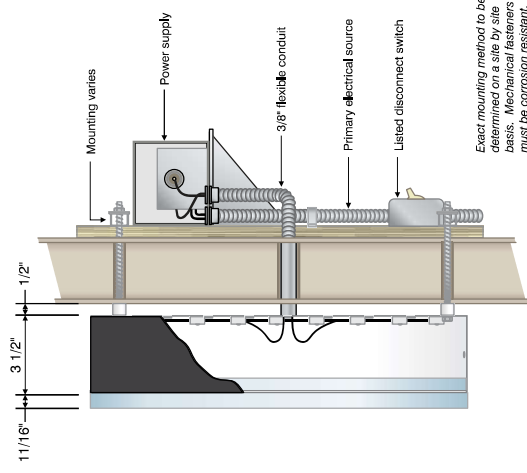


Sign components to be in strict accordance with UL standards.

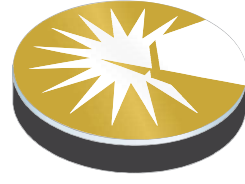


Note: LED patterns shown in letters and logo are for representational purposes only. Exact LED arrays to be per GEB recommendation and to provide even illumination across faces without visible hot spots or shadows.

Sign is intended to be installed in accordance with the UL listing. See E600000 for UL E600000 Code and/or applicable local codes. This includes proper grounding and bonding of the sign.



ASSEMBLED LOGO



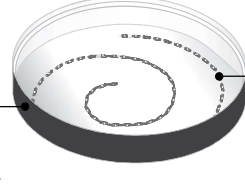
3M Gold Nugget vinyl



Mill finish on acrylic edge



3 1/2" deep aluminum return painted Black



**Light diffuser film to be utilized as required for proper illumination

3M 3630-22 Translucent White Vinyl

1" thick routed clear plex pushed 11/16" past return

GE White Tetra Max LED unit

SITE ENHANCEMENT SERVICES | 6001 Nimtz Pkwy | South Bend, IN 46628 | phone 888.660.8338 | fax 574.237.6166

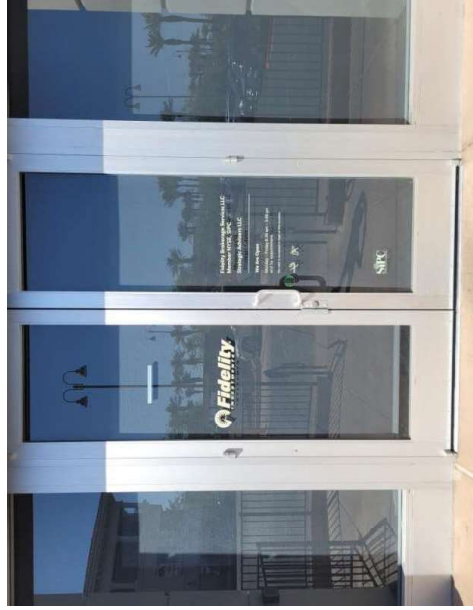


Custom Tenant Panel

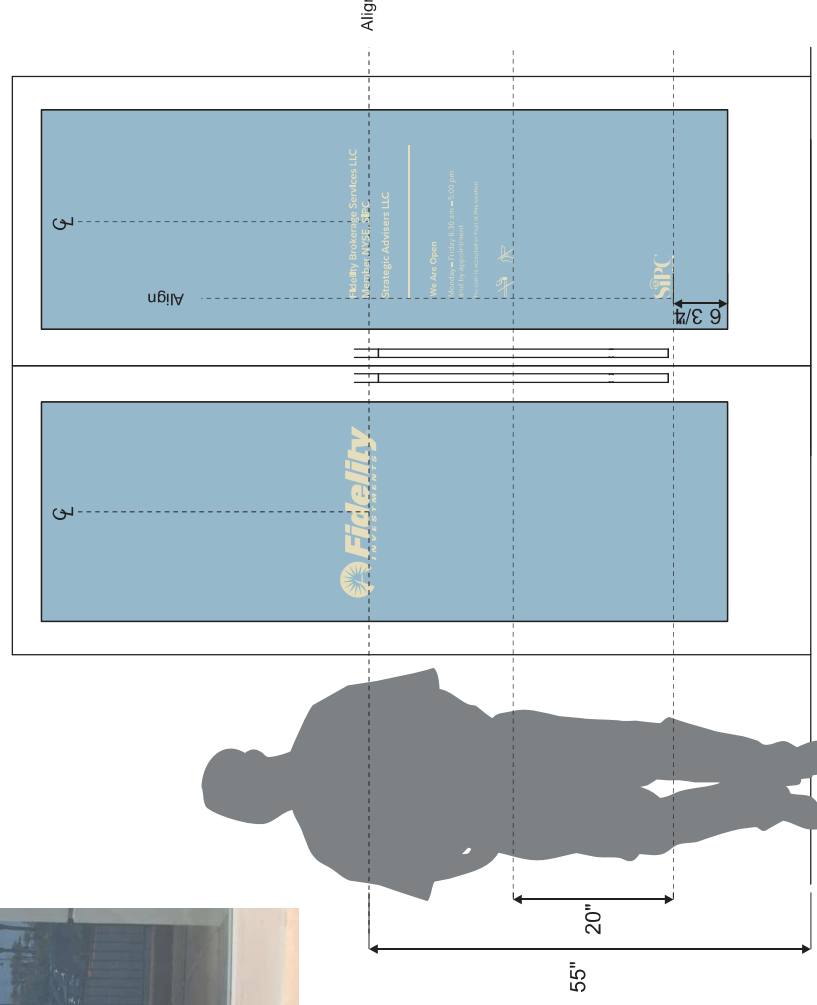
Utilized Square Footage: 16.66

Non illuminated, sandblasted and painted wood panel.





*Typical Application



19"



Fidelity Brokerage Services LLC
Member NYSE, SIPC
Strategic Advisers LLC

We Are Open

Monday - Friday 8:30 am - 5:00 pm
and by appointment.

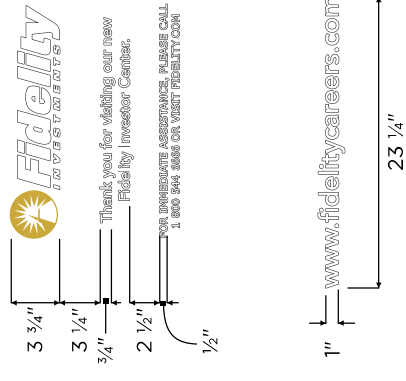
No cash is accepted or kept at this location.



20 1/2"



***Typical Application**

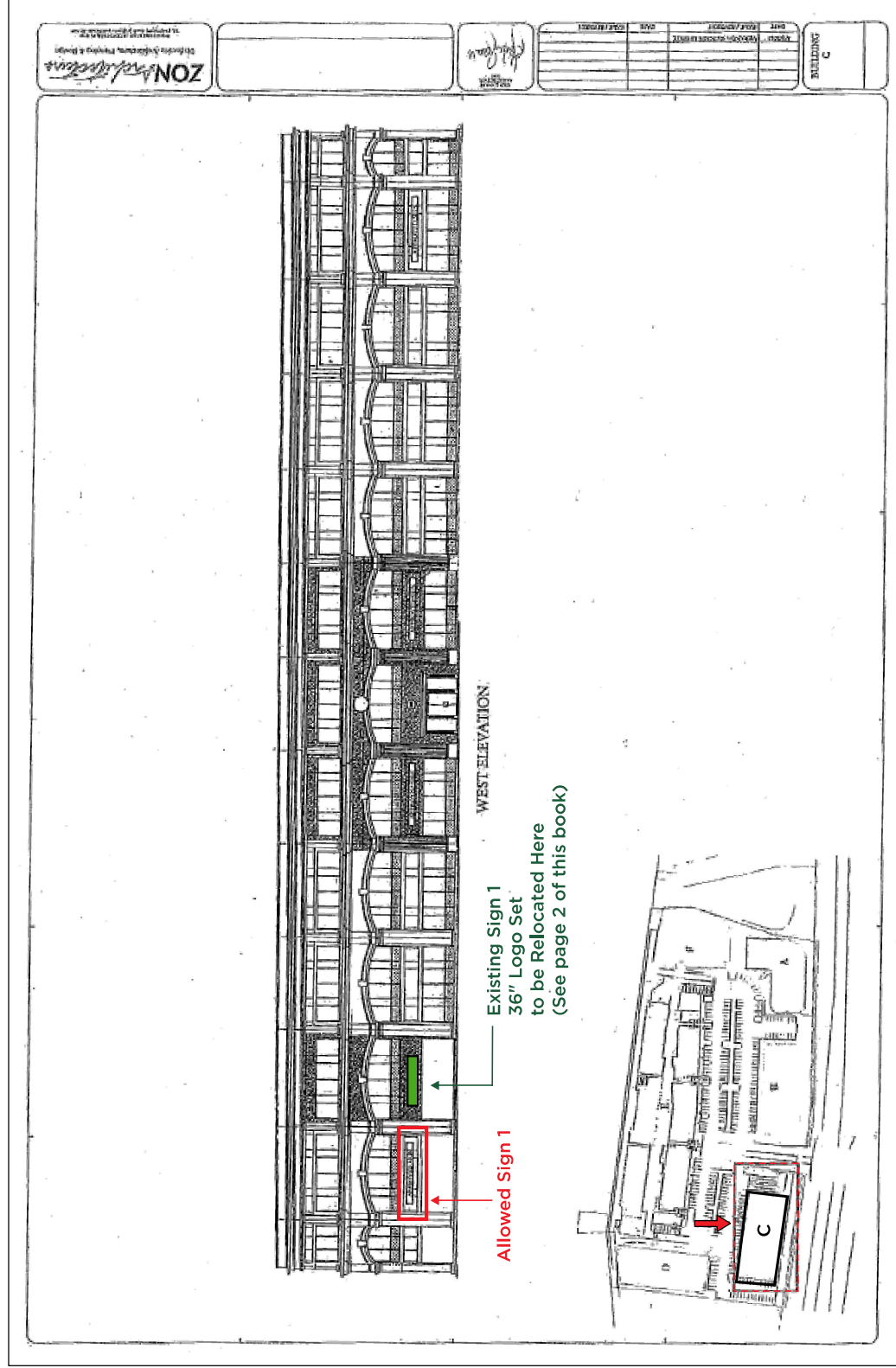


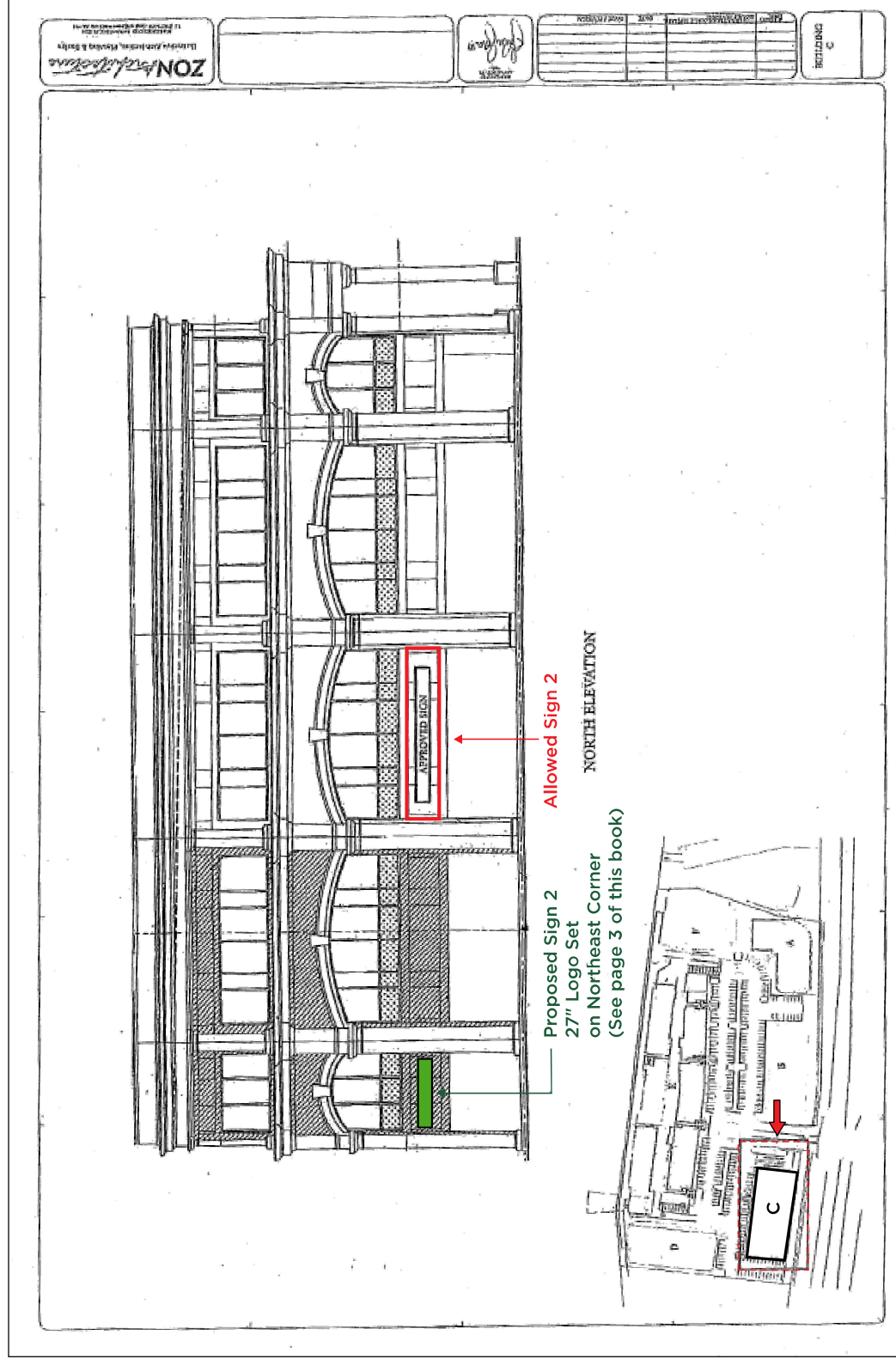
Varies per location



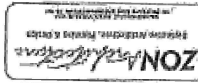
Coming Soon Graphics

3M Scotch Print vinyl applied 1st or 2nd surface to glass
Green color to match PMS 369C









ORDINANCE NUMBER 2018 - 37

AN ORDINANCE OF THE COUNTY OF ST. JOHNS, STATE OF FLORIDA, APPROVING A MAJOR MODIFICATION TO THE PLAYERS CLUB (PUD), ORDINANCE NO. 1975-15 AND FDP 1996-224 THE VERANDA PROPERTY; CONSOLIDATING AND AMENDING THE CHANGES MADE BY ORDINANCE 2006-140 (VERANDA DEVELOPMENT) AND ORDINANCE 2008-28 (VERANDA USP) AS AMENDED; MAKING FINDINGS OF FACT; PROVIDING A SAVINGS CLAUSE; REQUIRING RECORDATION; AND PROVIDING AN EFFECTIVE DATE.

BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA:

WHEREAS, the development of the lands within this Major Modification shall proceed in accordance with the application, dated November 3, 2015, in addition to supporting documents and statements from the applicant which are a part of **Zoning File MAJMOD 2015-25** for a Major Modification to the Players Club PUD, Ordinance Number 1975-15 and FDP 1996-224 The Veranda Property, as amended and as approved by the Board of County Commissioners, and incorporated by reference into and made part hereof this Ordinance. In the case of conflict between the application, the supporting documents, and the below described special provisions of this Ordinance, the below described provisions shall prevail.

SECTION 1. That development of lands within the Players Club PUD described in the attached Exhibit A, shall proceed in accordance with Ordinance Number 1975-15 and FDP 1996-24 The Veranda Property, as amended, including the Application for Major Modification and attached hereto and made a part hereof as Exhibit B and Exhibit C.

SECTION 2. That the need and justification for modification of the Players Club PUD, Ordinance Number 1975-15 and FDP 1996-24 The Veranda Property, as amended, has been considered in accordance with Section 5.03.05.C of the St. Johns County Land Development Code and the St. Johns County Comprehensive Plan, whereby:

1. The request for a Major Modification has been fully considered after public hearing with legal notice duly published as required by law.
2. As modified, the PUD is consistent with the goals, objectives and policies of the 2025 St. Johns County Comprehensive Plan.
3. As modified, the PUD is consistent with Part 5.03.05.C of the St. Johns County Land Development Code, which provides conditions for Major Modifications to approved PUDs/PRDs.

4. As modified, the PUD is consistent with Part 5.03.00 of the St. Johns County Land Development Code, which provides standards for Planned Unit Developments and with the General Standards of Section 5.03.02 with respect to (B) location; (C) minimum size, (D) compatibility, and (E) adequacy of facilities.
5. The Master Development Plan Map and Text for the PUD meet all requirements of Section 5.03.02.G of the St. Johns County Land Development Code.
6. As modified, the PUD does not adversely affect the orderly development of St. Johns County and is compatible and consistent with the development trends of the surrounding area.

SECTION 3. That all other provisions of Ordinance 1975-15 and FDP 1996-24 The Veranda Property, as amended, not in conflict with the provision of this Ordinance shall remain in full force and effect.

SECTION 4. Except to the extent that they conflict with specific provisions of the approved development plan or PUD Ordinance, all building code, zoning ordinance, and other land use and development regulations of St. Johns County, including, without limitation, the Concurrency Management Ordinance and the St. Johns County Comprehensive Plan, as may be amended from time to time shall be applicable to this development, except modification to approved development plans by variance or special use shall be prohibited except where allowed by the Land Development Code. Notwithstanding any provision of this ordinance, no portion of any impact fee ordinance, concurrency provision, building code, comprehensive plan or any non-Land Development Code ordinance or regulation shall be deemed waived or varied by any provision herein. Notwithstanding any provision of this ordinance, no portion of any use restriction, title conditions, restriction or covenant shall be deemed waived or varied by any provision herein.

SECTION 5. That the terms of this modification to the PUD shall take effect immediately upon receipt of this Ordinance by the Secretary of State.

SECTION 6. This Ordinance shall be recorded in a book kept and maintained by the Clerk of the Board of County Commissioners of St. Johns County, Florida, in accordance with Section 125.68, Florida Statutes.

PASSED AND ENACTED BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA, THIS 17th **DAY OF** July **2018.**

**BOARD OF COUNTY COMMISSIONERS
OF ST. JOHNS COUNTY, FLORIDA**

BY: Paul M. Waldron
Paul M. Waldron, Vice Chairman

RENDITION DATE JUL 19 2018

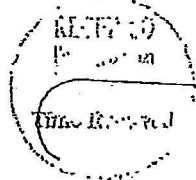
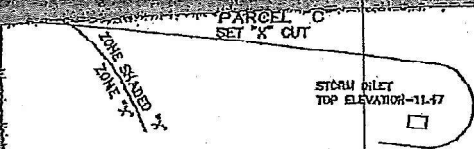
ATTEST: Hunter S. Conrad, Clerk

BY: Wendee King
Deputy Clerk

EFFECTIVE DATE: JUL 26 2018



Legal Description Ordinance Exhibit "A"



ST

PARCEL C

A PORTION OF SECTION 34, AND A PORTION OF THE HILL OR FITCH OR SANCHEZ GRANT, SECTION 52, AND A PORTION OF THE CHRISTINA OR FITCH GRANT, SECTION 51, AND A PORTION OF SEBASTIAN ESPINOSA GRANT, SECTION 42, ALL LYING IN TOWNSHIP 3 SOUTH, RANGE 29 EAST, ST. JOHNS COUNTY, FLORIDA; AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS: COMMENCE AT THE INTERSECTION OF THE SOUTHERLY RIGHT-OF-WAY LINE OF T.P.C. BOULEVARD AS PLATTED AS PARCEL "A" OF WATER OAK SUBDIVISION, AS RECORDED IN MAP BOOK 14, PAGES 51 THROUGH 54 INCLUSIVE OF THE PUBLIC RECORDS OF SAID COUNTY WITH THE WESTERLY RIGHT-OF-WAY OF STATE ROAD A-1-A (A 200 FOOT RIGHT-OF-WAY AS NOW ESTABLISHED); THENCE SOUTH 00 DEGREES 40 MINUTES 10 SECONDS WEST ALONG SAID WESTERLY RIGHT-OF-WAY LINE 863.72 FEET TO AN ANGLE POINT IN SAID RIGHT-OF-WAY LINE; THENCE SOUTH 07 DEGREES 09 MINUTES 54 SECONDS WEST ALONG SAID WESTERLY RIGHT-OF-WAY LINE 162.16 FEET TO THE POINT OF BEGINNING; THENCE CONTINUE SOUTH 07 DEGREES 09 MINUTES 54 SECONDS WEST ALONG SAID WESTERLY RIGHT-OF-WAY LINE 316.77 FEET; THENCE NORTH 82 DEGREES 50 MINUTES 06 SECONDS WEST 57.04 FEET; THENCE NORTH 07 DEGREES 09 MINUTES 54 SECONDS EAST 16.12 FEET; THENCE NORTH 82 DEGREES 50 MINUTES 06 SECONDS WEST 65.68 FEET; THENCE NORTH 07 DEGREES 09 MINUTES 54 SECONDS EAST 298.65 FEET; THENCE SOUTH 82 DEGREES 50 MINUTES 06 SECONDS EAST 123.50 FEET TO THE POINT OF BEGINNING.

LANDS THUS DESCRIBED CONTAIN 0.871 ACRES MORE OR LESS.

PARCEL D

A PORTION OF SECTION 34, AND A PORTION OF THE HILL OR FITCH OR SANCHEZ GRANT, SECTION 52, AND A PORTION OF THE CHRISTINA OR FITCH GRANT, SECTION 51, AND A PORTION OF SEBASTIAN ESPINOSA GRANT, SECTION 42, ALL LYING IN TOWNSHIP 3 SOUTH, RANGE 29 EAST, ST. JOHNS COUNTY, FLORIDA; AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS: COMMENCE AT THE INTERSECTION OF THE SOUTHERLY RIGHT-OF-WAY LINE OF T.P.C. BOULEVARD AS PLATTED AS PARCEL "A" OF WATER OAK SUBDIVISION, AS RECORDED IN MAP BOOK 14, PAGES 51 THROUGH 54 INCLUSIVE OF THE PUBLIC RECORDS OF SAID COUNTY WITH THE WESTERLY RIGHT-OF-WAY LINE OF STATE ROAD A-1-A (A 200 FOOT RIGHT-OF-WAY AS NOW ESTABLISHED); THENCE SOUTH 00 DEGREES 40 MINUTES 10 SECONDS WEST ALONG THE AFOREMENTIONED WESTERLY RIGHT-OF-WAY OF STATE ROAD A-1-A 863.72 FEET TO AN ANGLE POINT IN SAID RIGHT-OF-WAY LINE; THENCE CONTINUE ALONG SAID RIGHT-OF-WAY SOUTH 07 DEGREES 09 MINUTES 54 SECONDS WEST 526.58 FEET; THENCE DEPARTING FROM SAID RIGHT-OF-WAY NORTH 82 DEGREES 50 MINUTES 06 SECONDS WEST 169.14 FEET TO THE POINT OF BEGINNING; THENCE CONTINUE ALONG SAID BEARING NORTH 82 DEGREES 50 MINUTES 06 SECONDS WEST 215.97 FEET; THENCE NORTH 04 DEGREES 20 MINUTES 17 SECONDS WEST 88.67 FEET TO A POINT OF CURVATURE (NON TANGENT TO PREVIOUS COURSE); THENCE ALONG AND AROUND THE ARC OF A CURVE CONCAVE SOUTHEASTERLY AND HAVING A RADIUS OF 29.00 FEET AND A CHORD BEARING AND DISTANCE OF NORTH 44 DEGREES 28 MINUTES 16 SECONDS EAST 32.20 FEET TO THE POINT OF TANGENCY OF SAID CURVE; THENCE NORTH 78 DEGREES 11 MINUTES 25 SECONDS EAST 29.63 FEET TO A POINT OF CURVATURE; THENCE ALONG AND AROUND THE ARC OF A CURVE CONCAVE SOUTHERLY AND HAVING A RADIUS OF 29.00 FEET AND A CHORD BEARING AND DISTANCE OF NORTH 87 DEGREES 41 MINUTES 21 SECONDS EAST 9.57 FEET TO THE POINT OF TANGENCY OF SAID CURVE; THENCE SOUTH 82 DEGREES 48 MINUTES 44 SECONDS EAST 3.65 FEET; THENCE SOUTH 07 DEGREES 11 MINUTES 16 SECONDS WEST 4.00 FEET; THENCE SOUTH 82 DEGREES 48 MINUTES 44 SECONDS EAST 113.15 FEET TO A POINT OF CURVATURE; THENCE ALONG AND AROUND THE ARC OF A CURVE CONCAVE NORTHERLY AND HAVING A RADIUS OF 47.00 FEET AND A CHORD BEARING AND DISTANCE OF NORTH 89 DEGREES 00 MINUTES 11 SECONDS EAST 13.38 FEET TO THE POINT OF TANGENCY OF SAID CURVE; THENCE NORTH 80 DEGREES 49 MINUTES 08 SECONDS EAST 22.77 FEET TO A POINT OF CURVATURE; THENCE ALONG AND AROUND THE ARC OF A CURVE CONCAVE SOUTHERLY HAVING A RADIUS OF 40.10 FEET AND A CHORD BEARING AND DISTANCE OF SOUTH 81 DEGREES 22 MINUTES 12 SECONDS EAST 24.53 FEET; THENCE (NON TANGENT TO PREVIOUS COURSE) SOUTH 05 DEGREES 45 MINUTES 23 SECONDS WEST A DISTANCE OF 126.41 FEET TO THE POINT OF BEGINNING.

LANDS THUS DESCRIBED CONTAIN 0.817 ACRES MORE OR LESS.

PARCEL J

A PORTION OF SECTION 42, ALL IN PARTICULAR T.P.C. BOULEVARD AS PLATTED AS PARCEL "A" OF WATER OAK SUBDIVISION, AS RECORDED IN MAP BOOK 14, PAGES 51 THROUGH 54 INCLUSIVE OF THE PUBLIC RECORDS OF SAID COUNTY WITH THE WESTERLY RIGHT-OF-WAY LINE OF STATE ROAD A-1-A (A 200 FOOT RIGHT-OF-WAY AS NOW ESTABLISHED); THENCE SOUTH 00 DEGREES 40 MINUTES 10 SECONDS WEST ALONG SAID WESTERLY RIGHT-OF-WAY LINE 863.72 FEET TO AN ANGLE POINT IN SAID RIGHT-OF-WAY LINE; THENCE SOUTH 07 DEGREES 09 MINUTES 54 SECONDS WEST ALONG SAID WESTERLY RIGHT-OF-WAY LINE 162.16 FEET TO THE POINT OF BEGINNING; THENCE CONTINUE SOUTH 07 DEGREES 09 MINUTES 54 SECONDS WEST ALONG SAID WESTERLY RIGHT-OF-WAY LINE 316.77 FEET; THENCE NORTH 82 DEGREES 50 MINUTES 06 SECONDS WEST 57.04 FEET; THENCE NORTH 07 DEGREES 09 MINUTES 54 SECONDS EAST 16.12 FEET; THENCE NORTH 82 DEGREES 50 MINUTES 06 SECONDS WEST 65.68 FEET; THENCE NORTH 07 DEGREES 09 MINUTES 54 SECONDS EAST 298.65 FEET; THENCE SOUTH 82 DEGREES 50 MINUTES 06 SECONDS EAST 123.50 FEET TO THE POINT OF BEGINNING.

STANDARD NOTES:

1. BY GRAPHIC PLOTTING ONLY THE CAPTIONED LANDS LIE WITHIN FLOOD ZONE "X & SHADED X" AS SHOWN ON THE NATIONAL FLOOD INSURANCE RATE MAP DATED 8/16/89 FOR THE CITY OF JACKSONVILLE, COMMUNITY No. 125147, PANEL No. 0095 H
2. NOTE: BEARING STRUCTURE BASED ON THE ASSUMED BEARING OF S 00°40'10" W ALONG THE WEST RIGHT OF WAY LINE OF STATE ROAD A-1-A

FDP and USP Text
Ordinance Exhibit "B"

VERANDA

Final Development Plan

Veranda Owners Association of Ponte Vedra Beach, Veranda I Partners, Ltd., Veranda II Partners, Ltd., Veranda III Partners, Ltd., Veranda IV Partners, Ltd., Veranda V Partners, Ltd., and Veranda VI Partners, Ltd., owners of the Property, hereby submit for approval by the St. Johns County Planning and Zoning Agency and the Board of County Commissioners of St. Johns County, a Final Development Plan (the "Final Development Plan" or "FDP") for the Veranda Property (the "Property"). The Final Development Plan consists of legal descriptions identified as Exhibit A, a one page map identified as Exhibit B to the Resolution (the "Revised Final Development Plan Map" or "FDP Map"), and this text identified as Exhibit C to the Resolution (the "Narrative"). The area encompassed by this Final Development Plan is located along the west side of State Road A1A, at the southwest intersection of TPC Boulevard and SR A1A. It occupies parcel 32 as shown on the Master Plan. Development of this land is consistent with the Master Plan Map and all other requirements of the DRI/PUD.

At the time of application for this modified Final Development Plan, the Property has been fully built out with the exception of the last building to be constructed (Building D), which is now fully permitted and the construction has commenced. Therefore, a waiver is requested to the requirement in Sec. 5.03.02.G.1 to restate the FDP Text to conform to the current Land Development Code Planned Unit Development ("PUD") Text format requirements. Specific details of development will be in conformance with the approved FDP and FDP Map, as modified herein, and as contained in Sec. 8-4-3 below.

Permanent construction under this FDP may commence when the applicant has obtained the necessary local, state, and federal permits, and has obtained Development Services Department approval of signed and sealed construction plans, as required. Construction may be approved in phases subject to the condition that all local, state and federal permits or approvals required for the stage of development sought to be commenced have been obtained. Specifically, the Development Services Department may approve filling and grading of portions of the property subject to the approval of construction plans for such activity. Such filling and grading shall include the removal of unsuitable soils (including the stockpiling of such soils on-site), as well as plans for such activity. Further, when the approval of permanent or vertical construction is requested, the existing Property conditions, prior to the filling and grading, will be used to establish pre-development condition for drainage analysis. Permanent construction on this Property may be phased, provided that the total development is not exceeded, and applicable County and permit requirements can be met at each phase of development. This Property may also be subdivided, provided all successors and assigns are obligated to the conditions and requirements of this FDP.

The applicant had committed to the preservation of the area in the extreme northwest corner of the Property, north of the drainage lake. However, the Planning and Zoning Agency, at a hearing for a previous modification to the FDP, agreed to permit the owner to construct a walkway from the

project though this open space area to TPC Boulevard. The walkway will allow individuals to walk between the Property and other commercial areas within Sawgrass. The owner also has the right to maintain and underbrush this area in order to maintain its appearance. This amendment was verbally proposed and approved by the Planning and Zoning Agency and its meeting on September 4, 1997.

In an evaluation of the proposed parking for the project, it was observed that the number of parking spaces required by the County's land development regulations for office uses was excessive. Subsequently, Genesis Group was hired in 2001 to perform a traffic and parking count analysis for the existing development, Buildings A and B. Based on the results of the empirical data collected on-site, a shared parking analysis conducted by County staff for this project, and recognized professional standards, Genesis Group prepared a Parking Study which recommends that a ratio of 2.2 parking spaces per 1000 square feet (SF) be applied to all office uses in the project. Due to inverse operational time periods, square footage associated with restaurant uses is not included in the calculations (i.e., parking for restaurants is considered to be shared parking). Office, retail, restaurant and nightclub/bar uses are the only uses being considered for this project at this time, and the proposed 2.2 ratio will only apply to office uses. In the event other uses are proposed (as approved by the PUD), parking shall be provided in the accordance with the County's land development regulations for that respective use. This amendment was verbally proposed and approved by the Planning and Zoning Agency at its meeting on June 20, 2002.

8-4-1 Density of Development

The Final Development Plan Map depicts the general configuration and location of buildings, driveways, and parking areas to be constructed on this Property. Development on this +/- 13 acre site may include Commercial, Office and Lodging uses, as allowed under the PUD/DRI. The square footage and proposed uses indicated on the FDP Map are approximations and intended uses, respectively, and may be modified without further modification of the FDP so long as the maximum square footage of the FDP is not exceeded and so long the uses are consistent with those of specified for this parcel in the PUD. Furthermore, the configuration and location of buildings, driveways and parking area may be modified without further modification to the FDP, so long as all other requirements of the PUD and FDP are complied with, and such adjustments are approved by Development Services and Planning Department staff. An additional 6,500 square feet is added to the maximum square footage of development on the site, which shall be limited to 416,500 square feet of commercial, office and lodging improvements. The additional 6,500 square feet of development shall be limited to 4,000 square feet within the existing atrium area or other areas of Building E, which may or may not be roofed. There will be no change in the existing footprint of Building E as a result of the additional 4,000 square feet of development area. The other 2,500 square feet may be added to Building B, which will not change or intrude upon the setback required for the building. The existing under roof drive-thru lanes located on the northern end of Building C have already been included within the existing development calculations and may be enclosed without the need for any additional development area. The impervious surface ratio for the Property shall not exceed 75%.

8-4-2 Open Space

There is no open space identified on this commercial property.

8-4-3 Waiver of Yard, Dwelling Unit, Frontage Criteria, and Use Restrictions

Except as otherwise provided for the DRI and PUD, all development which is to occur on this Property will comply with the spirit and intent of the Zoning Ordinance.

Specific Development Criteria:

<u>Impervious Surface Ratio (ISR)*:</u>	75%
<u>Building Height:</u>	46 feet
<u>Setbacks**:</u>	
North:	0 feet
South:	10 feet
East:	0 feet
West:	10 feet
Between buildings and From parking areas:	10 feet
<u>Buffers:</u>	none

*Consistent with prior approvals, the ISR for Veranda is calculated by counting pond/retention areas as pervious surface.

**Building D is the only remaining building to be completed; all other buildings within Veranda have already been constructed.

The construction of Building D has commenced and is anticipated to be completed within five years after the date of commencement. Commencement of Building D is defined as approval of construction plans; and completion of Building D is defined as approval of the as-builts by St. Johns County.

Temporary construction trailers may be used within this development during the construction period. Construction trailers are to be removed no later than 30 days after the buildings or improvements are completed and approved by St. Johns County.

Consistent with previous approvals of the Veranda FDP, the Project is vested from all requirements of the Ponte Vedra/Palm Valley Coastal Corridor Overlay District (the "Overlay") except for the Overlay as it relates to signage.

Signs may be located along SR A1A and along internal drives; locations and dimensions will be determined at the time of permitting. Sign elements will be placed a minimum of five (5) feet from the outside edge of travel lanes. Signs may be landscaped and lighted. Traffic control signs will be

shown on the construction plans. The signs shall comply with the Unified Sign Plan approved under Ordinance 2008-28, as amended by this FDP. Project signage on A1A will be limited to 20' in height and 300 square feet maximum.

The height limitations within this Final Development Plan will be in accordance with DRI/PUD. Any building above 35 feet will require sprinklers unless such requirement is waived by the Fire Marshal or Board of County Commissioners.

Outdoor sales and seating including, but not limited to, outdoor restaurant, retail and bar/nightclub sales and seating, shall be allowed within the Property. Such outdoor sales shall include, but are not limited to, sidewalk retail sales; as well as the sale of food and beverages, including alcoholic beverages provided the establishment obtains any necessary licensing. In addition to the above, up to 4,000 square feet of outdoor tables and seating are allowed within the atrium area of Building E, with awnings or other suitable overhead materials to provide protection from the elements, but there will be no change in the exterior footprint or outside appearance of Building E.

A bar/nightclub shall be a permitted use within the Property. Such bar/nightclub, as well as restaurant, shall include, but is not limited to, the sale of food and beverages, including alcoholic beverages (provided the establishment obtains any necessary licensing). Any such bar/nightclub, and/or restaurant, shall also be permitted to have outdoor entertainment. The St. Johns County Noise Ordinance (Ordinance 1988-37, as previously amended) shall be the controlling ordinance for outdoor entertainment, which shall be permitted until 9:00 p.m. Sunday through Thursday, and until 11:00 p.m. on Friday and Saturday.

8-4-4 Project Size

The Final Development Plan consists of +/- 13 acres.

8-4-5 Support Legal Documents for Open Space

The open space is described in Section 8-4-2.

8-4-6 Access

Access to the site will be via an existing driveway entering and exiting to/from SR A1A. This driveway is shown on the Map.

8-4-7 Privacy

No residential development is included on this Property. Fences, walks and landscaping shall be provided for the protection and aesthetic enhancement of the Property. Landscaping shall be in accordance with the Landscape Ordinance.

8-4-8 Community Facilities

- a. All utility facilities proposed for dedication to St. Johns County must be acceptable by the County as to the size, shape, and location, and shown by the applicant to be of benefit to the general public.
- b. Requirements for the off-street parking and loading are addressed specifically in Sections 9-1-1 through 9-4-1 of this text.
- c. The Map illustrates the anticipated traffic flow pattern. Sufficient space has been allowed to permit access for firefighting equipment, furniture moving vans, fuel trucks, refuse collection, deliveries and debris removal. Locations of the fire hydrants serving the Property shall be depicted on the signed and sealed construction plans. The fire hydrants to be installed pursuant to this Final Development Plan shall meet County standards and must be approved by the County Fire Coordinator prior to issuance of certificates for occupancy for any structure to be served by such hydrants.
- d. All utilities serving the Property, including telephone, power, cable television, and sewer and water lines, will be installed underground. The signed and sealed construction plans shall show the location and design of the storm facilities serving the Property and the grading and topography of the site. The storm sewer facilities shall comply with all applicable requirements of law including, but not limited to, the requirements of Ordinance 96-40, and shall facilitate the proper drainage of storm waters and prevent erosion and the formation of dust.
- e. Specifications for all streets and roadways depicted on the Map shall conform to the rules and regulations adopted by the St. Johns County Board of County Commissioners in Ordinance 96-40, as amended.

9-1-1 Drainage

The existing lake is part of the permitted Sawgrass Players Club master storm water system. Drainage design for this Property shall conform to the requirements of Ordinance 96-40, as amended, and the SJRWMD MSSW Permit, and shall be included in the construction plans. The lake shall be excavated in like amounts in instances where it is permanently filled.

9-1-2 Separation from Walkway and Street

Off street parking and loading facilities shall be separated from walkways, sidewalks, streets, or alleys by a wall, fence, curbing, landscaping, earthen mounds, or other approved screening device.

9-1-3 Entrances and Exits

The location and design of the entrances and/or exits to all streets will be in accordance with County specifications.

9-1-4 Interior Drives

Minimum width of interior drives shall conform to the requirements in Ordinance 96-40.

9-1-5 Marking of Parking Spaces

Parking spaces shall be marked by painted lines or curbs or other means to indicate individual spaces. Accessible parking spaces shall be designed and constructed in conformance with the Florida Accessibility Code. Signs or Markers shall be used as necessary to ensure efficient traffic operation of the lots.

9-1-6 Lighting

Adequate lighting shall be provided if off-street parking or loading facilities are to be used at night. The lighting shall be designed and installed to minimize glare on adjacent property.

9-1-7 Screening

There are no off-street parking spaces for ten or more automobiles located closer than 40 feet to a lot zoned residential.

9-2 Location

The required off-street parking facilities, as indicated in the FDP, will be provided on the Property. The location shown on the FDP may be modified on the construction plans subject to the Development Services Department approval.

9-3-1 Off-Street Parking: Number Required

Parking spaces for office uses will be provided in accordance with the FDP Map and this Narrative. Minimum parking requirements for this project are based on the results of a Parking Study prepared by the Genesis Group in 2001. The Study, which considered the results of empirical data collected on-site, a shared parking analysis conducted by County staff for this project, and recognized professional standards, recommended that a ratio of 2.2 parking spaces per 1000 square feet (SF) be applied to all office uses in the project. Due to inverse operational time periods, square footage associated with restaurant or nightclub/bar uses is not included in the calculation (i.e., parking for restaurants or nightclub/bars is considered to be shared parking.) Office, retail, restaurant, and nightclub/bar uses are the only uses being considered for this project at this time, and the proposed 2.2 ratio will only apply to office uses. A waiver request has been added to this FDP to allow up to 30% of the parking spaces provided as allowed under the LDC to be small (compact) car spaces and will be clearly designated with signs. The small parking spaces shall be a minimum of eight (8) feet in width with stall depths a minimum of sixteen (16) feet, and may be angled.

Retail uses will be required to comply with the parking requirements of the County's Land Development Code. A multi-level parking structure, having retail and other permissible uses on

the ground level, together with surface parking, will provide the required parking for all uses within the project.

Waivers Requested:

1. Applicant requests a waiver to Section 5.03.02.G.1 of the LDC (PUD Text Formatting) to not be required to restate the FDP in the current LDC PUD Text format requirements. This waiver would allow the Application to be processed without the need to restate and reformat the Text of the FDP to conform to the current Land Development Code PUD Text format requirements for a PUD. This waiver is justified because the Veranda Project is nearly built out in accordance with its approved plan of development, except for construction of Building D, which is the last remaining building to be constructed and is currently fully-permitted and under construction. The Revised FDP Map identified as Exhibit "B" to the Resolution now includes Building D, which will be constructed in accordance with the development criteria of this FDP.
2. Applicant requests a waiver to Section 6.05.02.H.7 of the Land Development Code (parking) to allow up to 30% of the spaces provided on site to be compact parking spaces as allowable under the LDC to be angled. This waiver is justified because it will allow the maximum allowable number of compact spaces to be realized and will also allow for a more efficient parking scheme that maximizes the number of spaces that can be safely provided on the site, particularly within the parking garage. More spaces onsite will allow the developer to attract higher end tenants, some of which require greater parking commitments. Angled parking spaces tend to be easier for drivers to use and allow vehicles to make less sharp of a turn when parking thereby making it easier for cars to move in and out of parking spaces and lessening the likelihood of a collision or incident with pedestrians.



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 5th 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

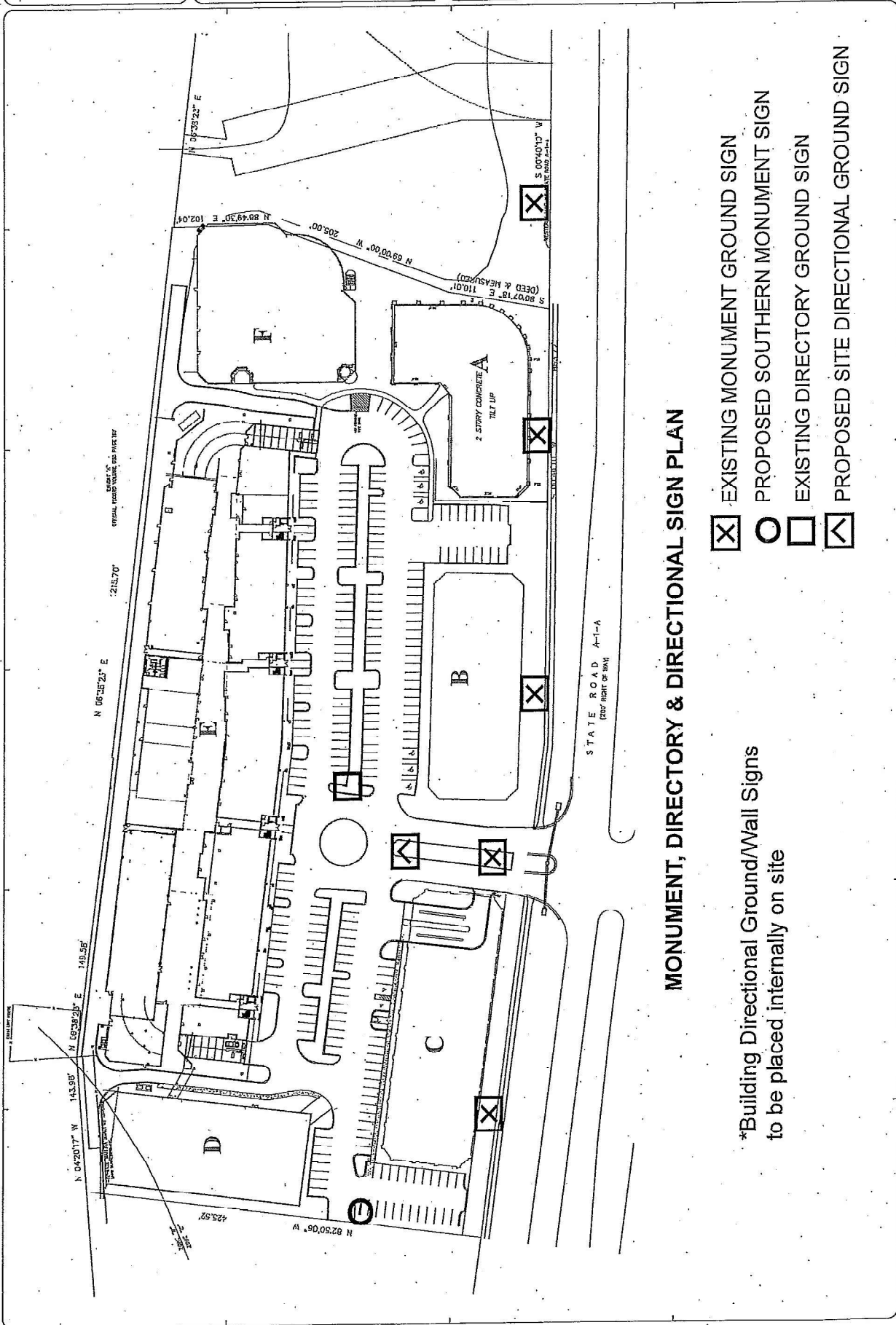
		Monument/Ground Signs			
		NUMBER	SF EACH	SF TOTAL	
Main Monument		1	100 sf	100 sf	
Building Monuments		4	50 sf	200 sf	
Directory Sign		1	60 sf	60 sf	
Monument Sign - South Entrance		1	60 sf	60 sf	

Table USP-2

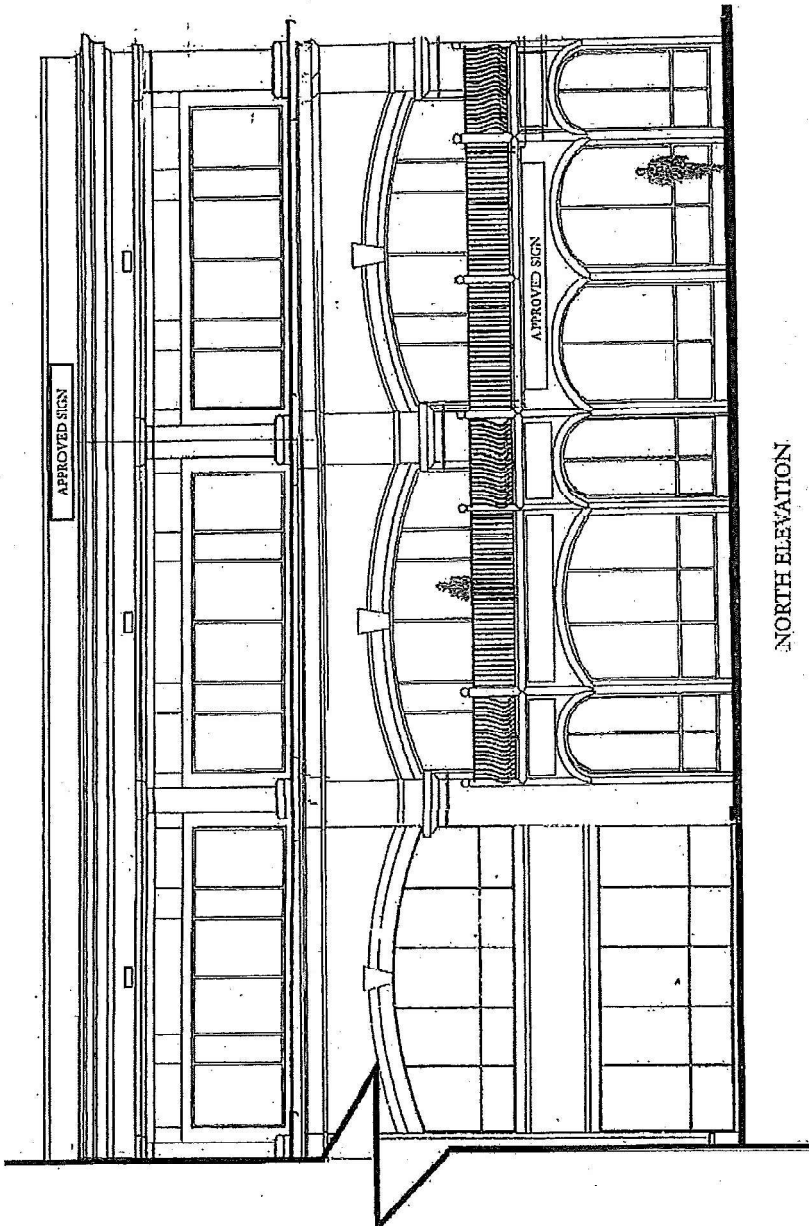
		Wall Signs and/or Awning/Canopy/Signs			
		North	South	East	West
<u>VERANDA</u>					
A		2	2	2	2
B		0	1	3	5
C		1	2	4	4
D		6	0	5	0
**E					
F		4	6	0	0

* 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.

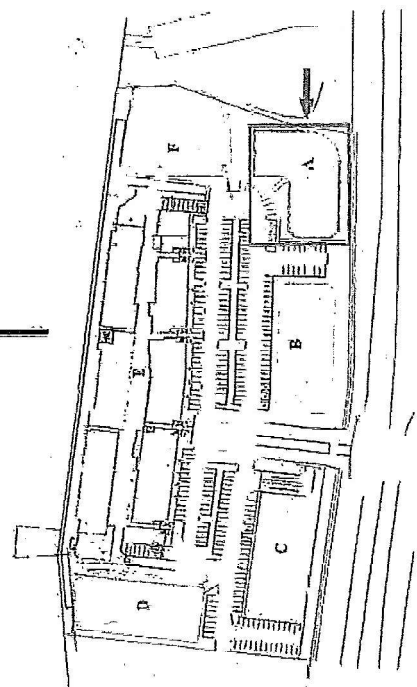
**Building E may have individual tenant signs for each tenant with direct entrances into parking areas consistent with the criteria for Wall and Awning/Canopy signs as specified above in the General Criteria section of this USP. In addition, tenants in the rear and interior of Building E may have Tower 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



NOZ Professional Architecture, Planning & Design 10000 10th Avenue, Suite 100 Denver, CO 80231 Tel: 303.733.1000		APPROVED BY  David M. Ziegler	DATE: _____ SCALE: _____ DRAWN BY: _____ CHECKED BY: _____ DATE: _____ SCALE: _____ DRAWN BY: _____ CHECKED BY: _____	BUILDING A
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NORTH ELEVATION



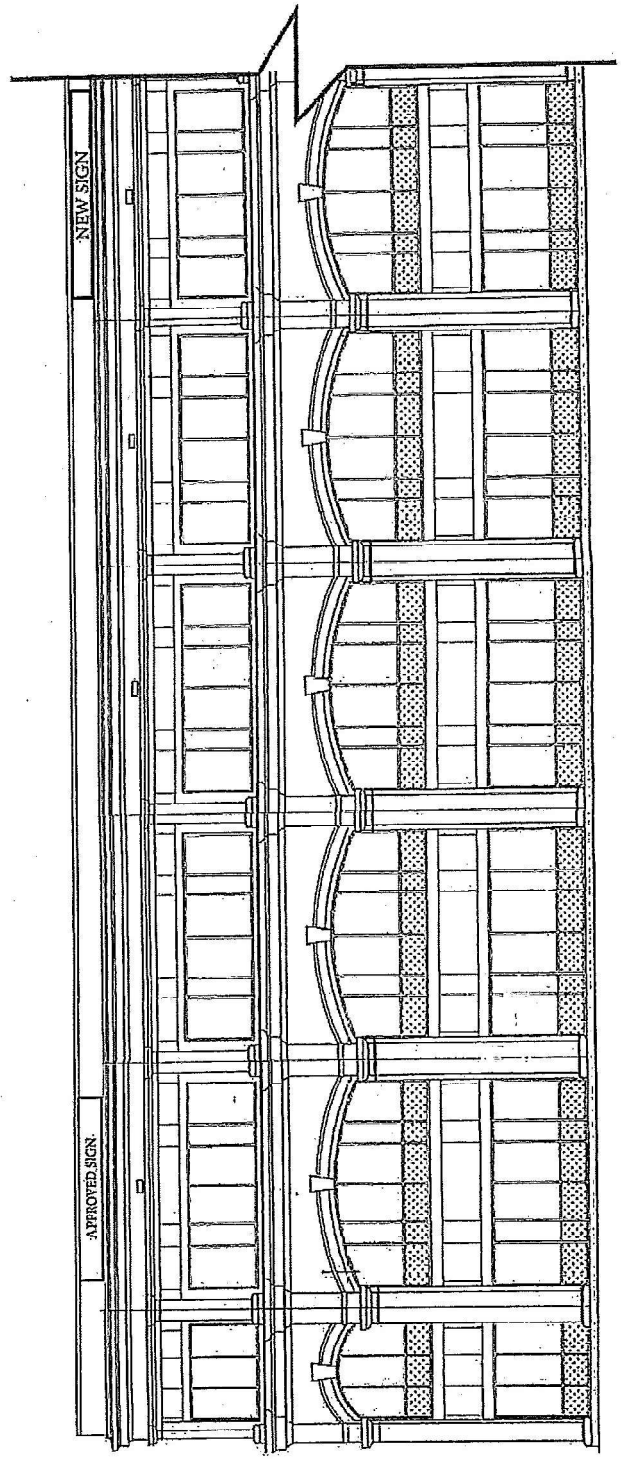
ZONA
 Distinctive Architecture, Planning & Design
 10000 15th Avenue NE
 Seattle, WA 98105
 Tel: 206.325.1234

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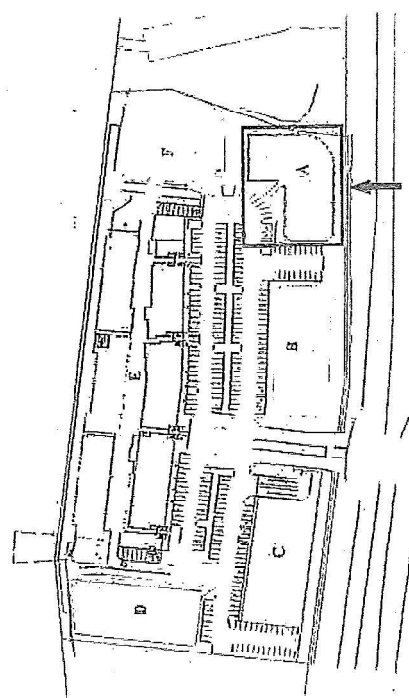
APPROVED
 DATE: 11/10/11
 BY: [Signature]

DATE	REVISION / REVISION

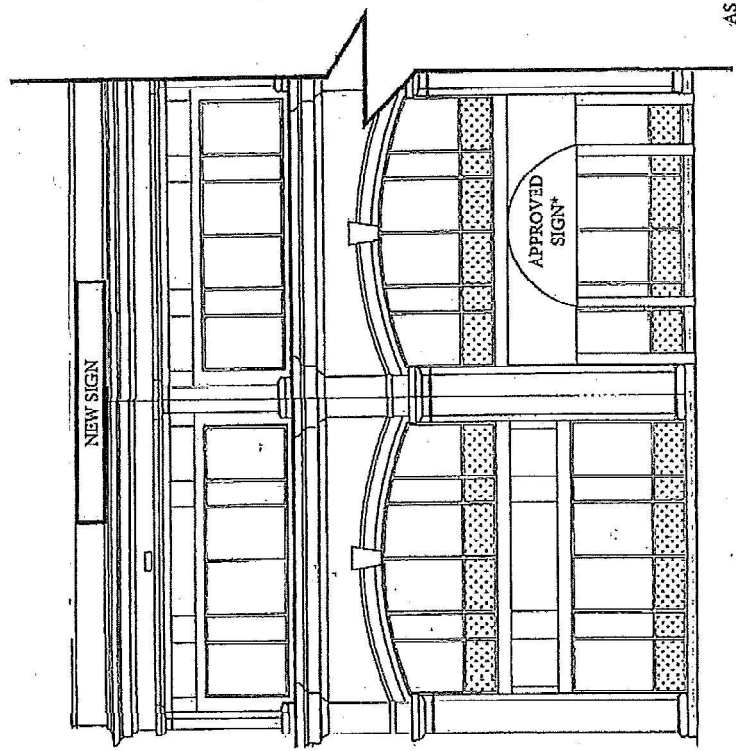
BUILDING
 A



EAST ELEVATION

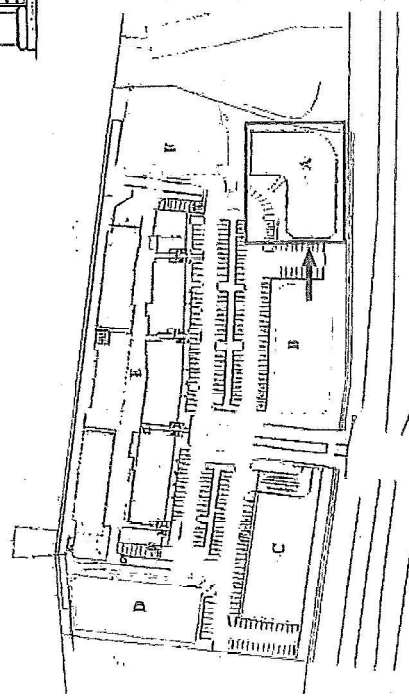


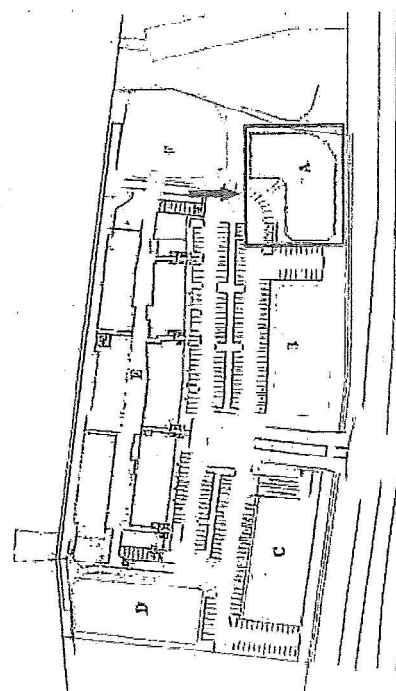
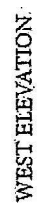
NOZ Distinctive Architecture, Planning & Design 74 EASTERN BLVD. SUITE 200 NEWTON, MA 02459-1000		APPROVED 08/22/11 [Signature]	ISSUED / REVISION DATE 11/15/11 11/15/11 11/15/11 11/15/11 11/15/11	BUILDING A
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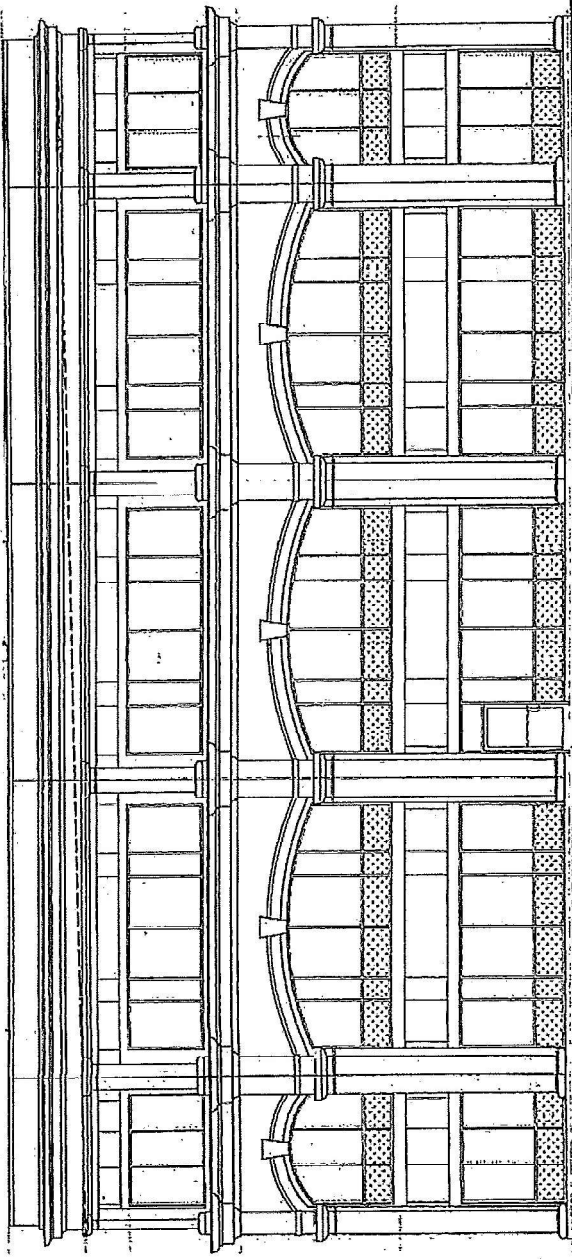
*APPROVED
AS AWNING OR WALL SIGN

SOUTH ELEVATION

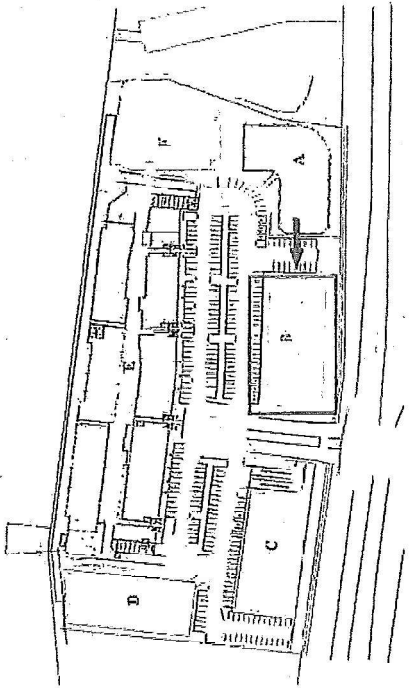




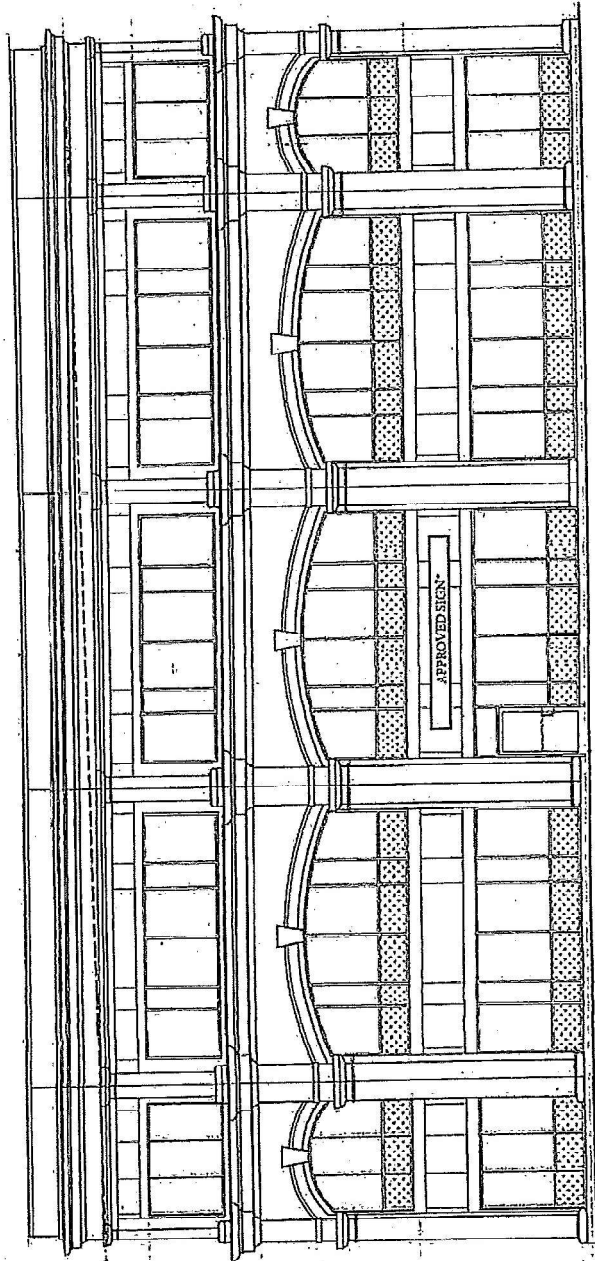
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02/01/2023	SCHEMATIC DESIGN	02/01/2023	SCHEMATIC DESIGN
03/01/2023	CONCEPT DESIGN	03/01/2023	CONCEPT DESIGN
04/01/2023	PRELIMINARY DESIGN	04/01/2023	PRELIMINARY DESIGN
05/01/2023	SCHEMATIC DESIGN	05/01/2023	SCHEMATIC DESIGN
06/01/2023	CONCEPT DESIGN	06/01/2023	CONCEPT DESIGN
07/01/2023	PRELIMINARY DESIGN	07/01/2023	PRELIMINARY DESIGN
08/01/2023	SCHEMATIC DESIGN	08/01/2023	SCHEMATIC DESIGN
09/01/2023	CONCEPT DESIGN	09/01/2023	CONCEPT DESIGN
10/01/2023	PRELIMINARY DESIGN	10/01/2023	PRELIMINARY DESIGN
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12/01/2023	CONCEPT DESIGN	12/01/2023	CONCEPT DESIGN



NORTH ELEVATION

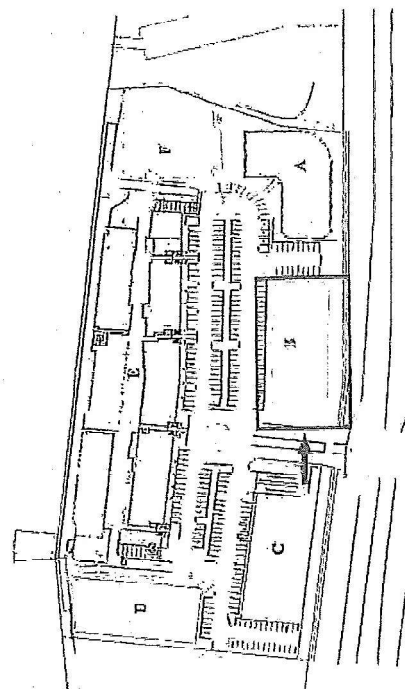


ZON ZONING & PLANNING 10000 10th Avenue, Suite 100 Denver, CO 80231 Tel: 303.733.1000 Fax: 303.733.1001		APPROVED BY DATE	REVIEWED BY DATE	BUILDING B
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SOUTH ELEVATION

*APPROVED AS AWNING
 *OR WALL SIGN



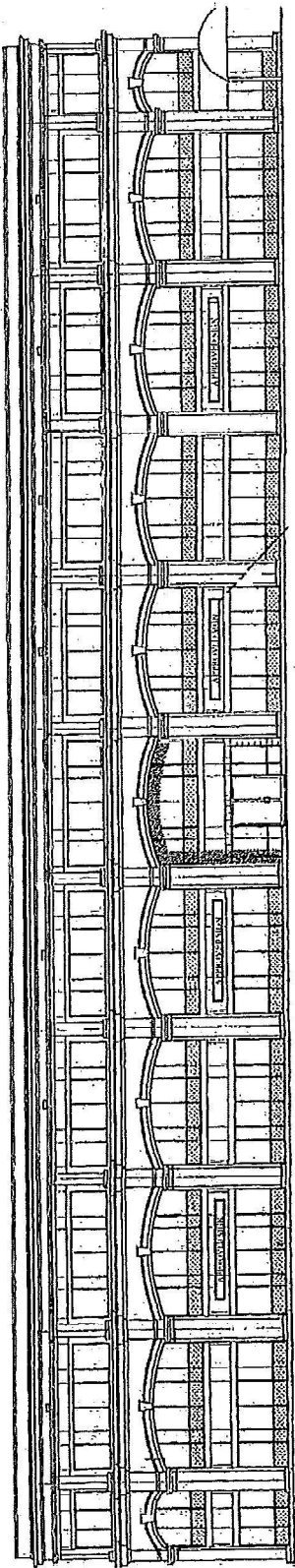
ZONING
 Division of Architecture, Planning & Design
 14 South Street, 14th Floor
 New York, NY 10038

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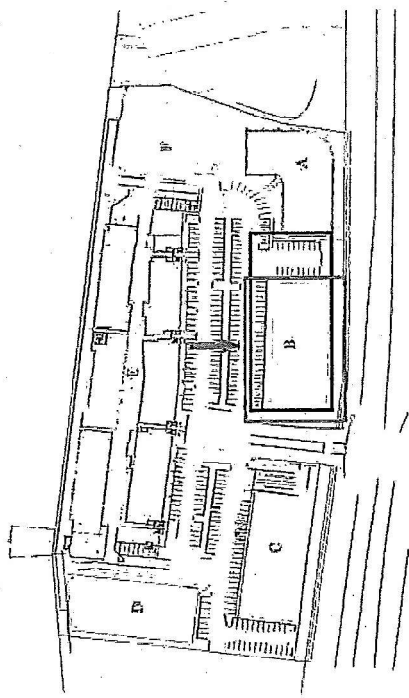
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DATE	REVISION	DATE	REVISION

BUILDING
 F.



WEST ELEVATION



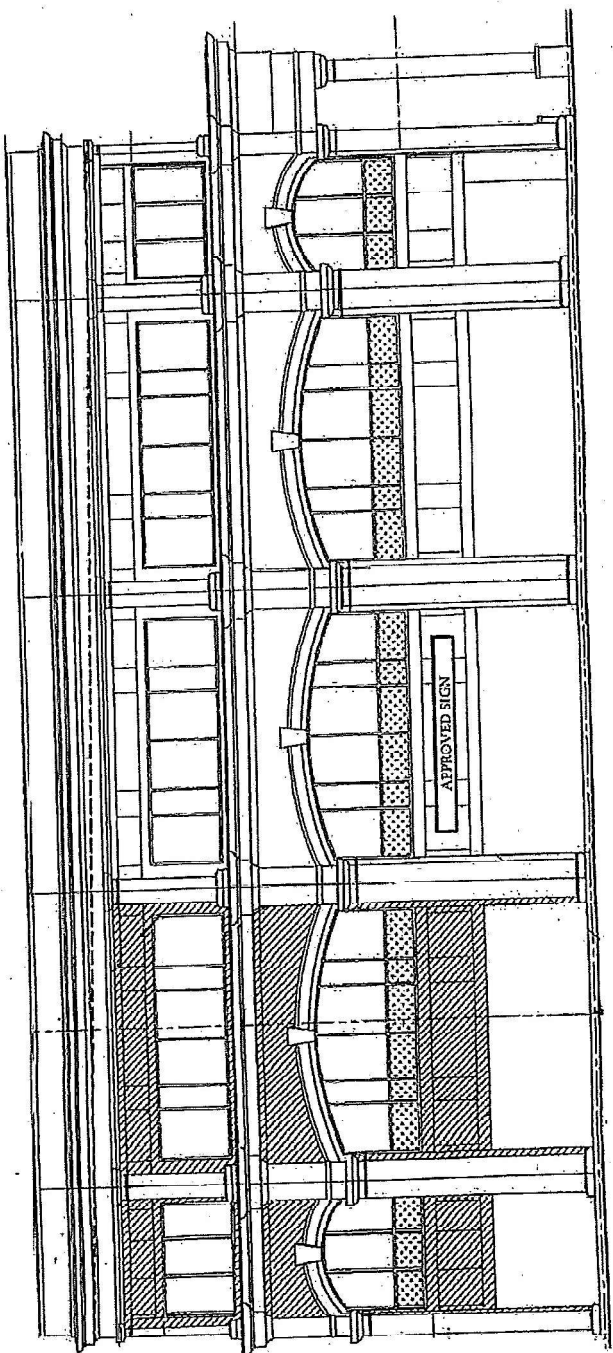
ZON
 DIVINITY ARCHITECTURE, PLANNING & DESIGN
 11010 15TH AVE S.W.
 SEATTLE, WA 98148
 TEL: 206.461.1101
 FAX: 206.461.1102

PROJECT NO. _____
 DATE _____
 DRAWN BY _____
 CHECKED BY _____
 APPROVED BY _____

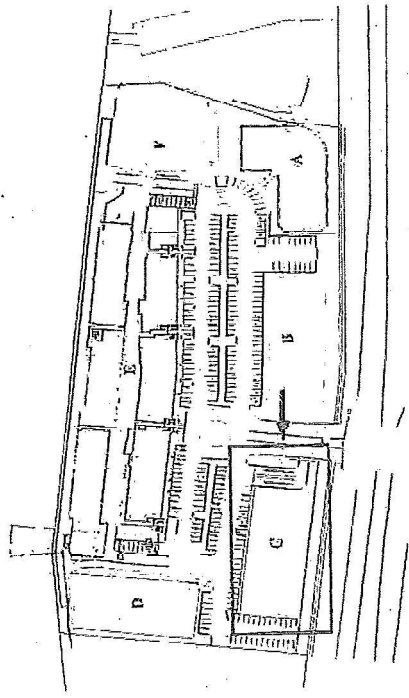
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 DATE _____

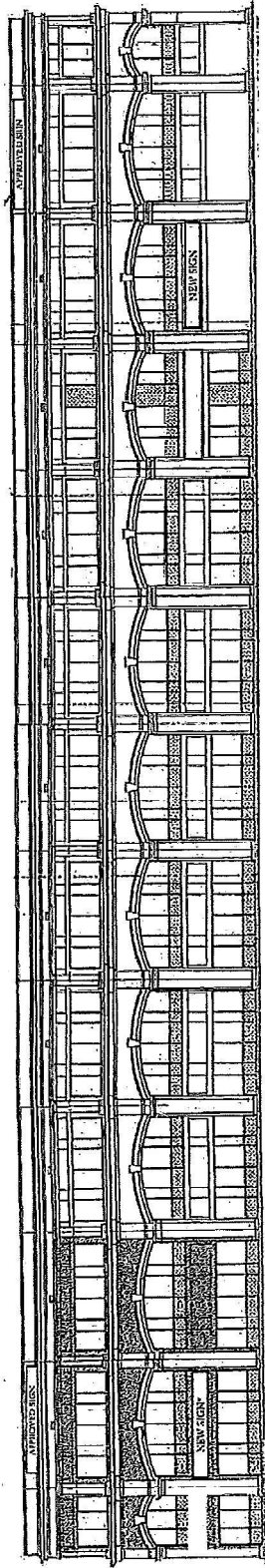
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BUILDING
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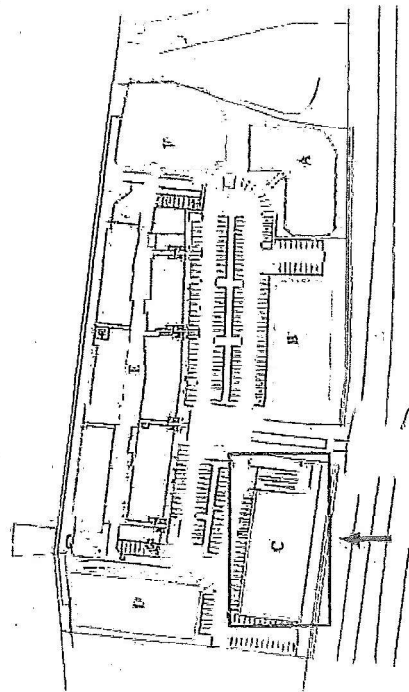
NORTH ELEVATION





EAST ELEVATION

* ALTERNATE LOCATION ON ADJACENT
 PANEL TO THE SOUTH

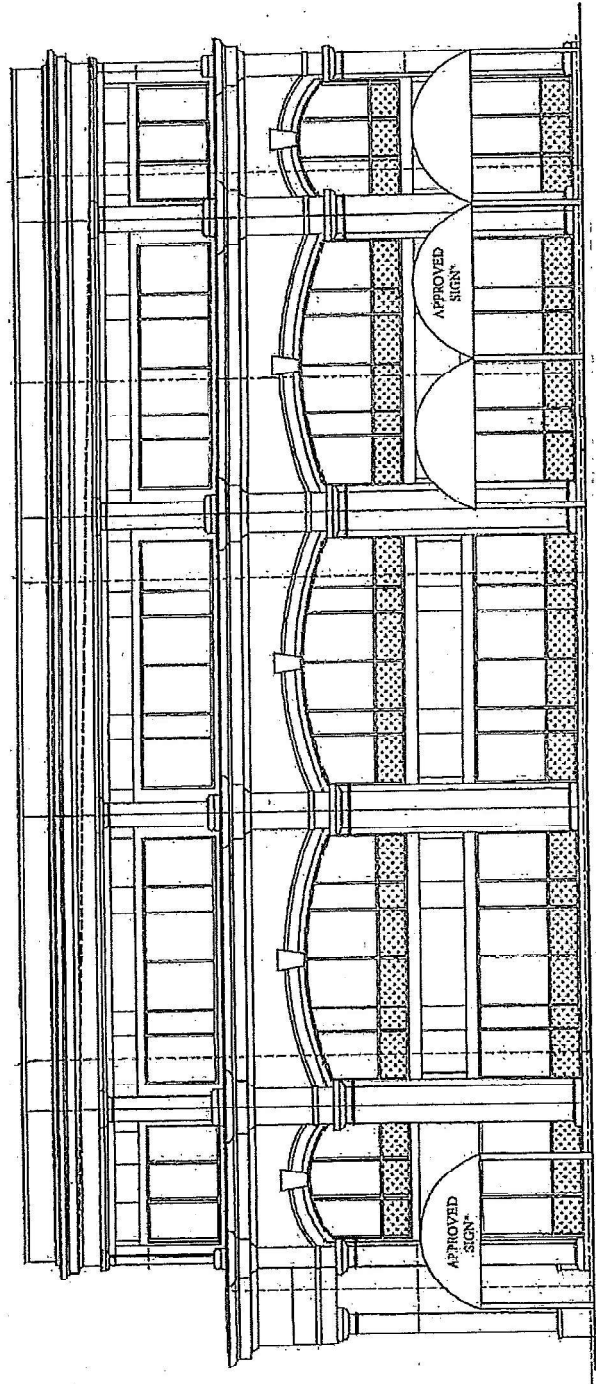


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 BY: _____
 TITLE: _____

APPROVED
 [Signature]
 DATE: _____

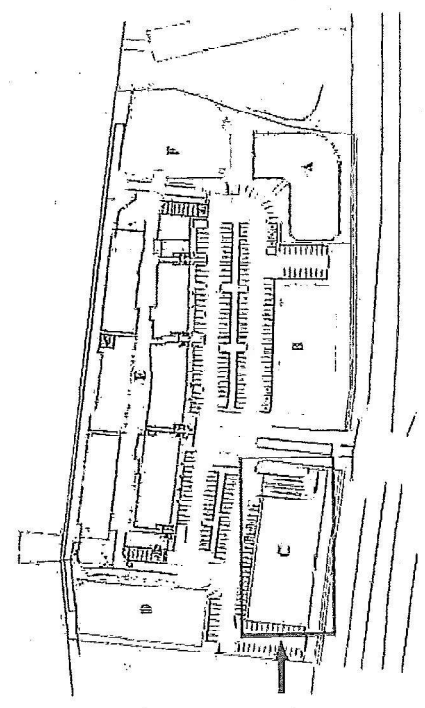
DATE	BY	TITLE

BUILDING
C



*APPROVED
 AS AWNING OR WALL SIGN

SOUTH ELEVATION



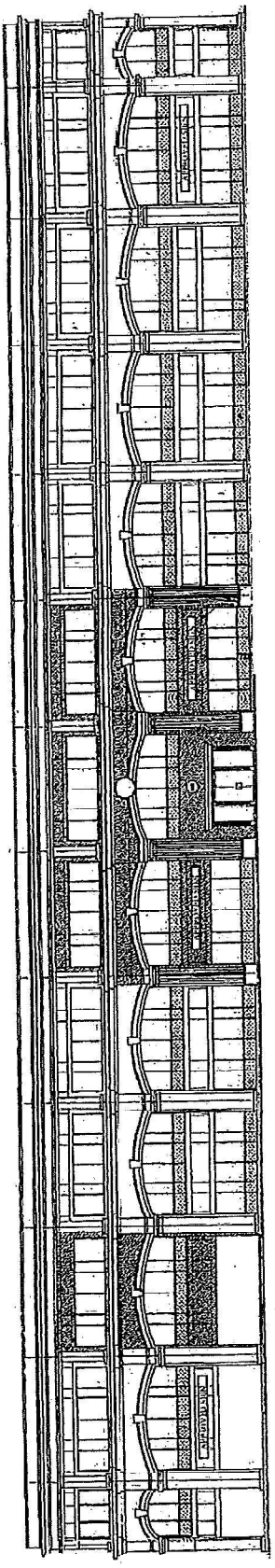
NOZ
 Division of Building, Planning & Design
 12, Pershing Drive, Springfield, MA 01103

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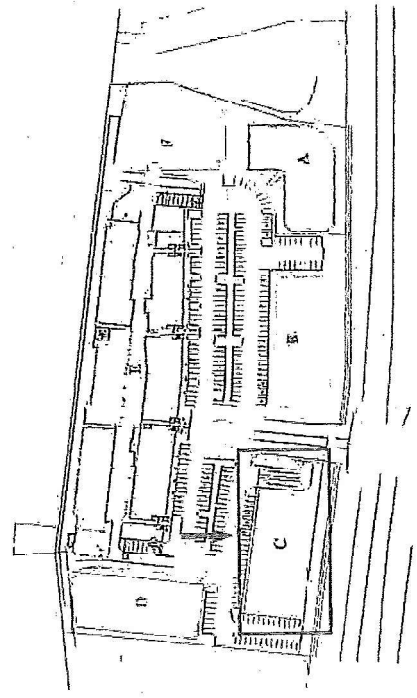
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DATE	REVISION / APPROVAL

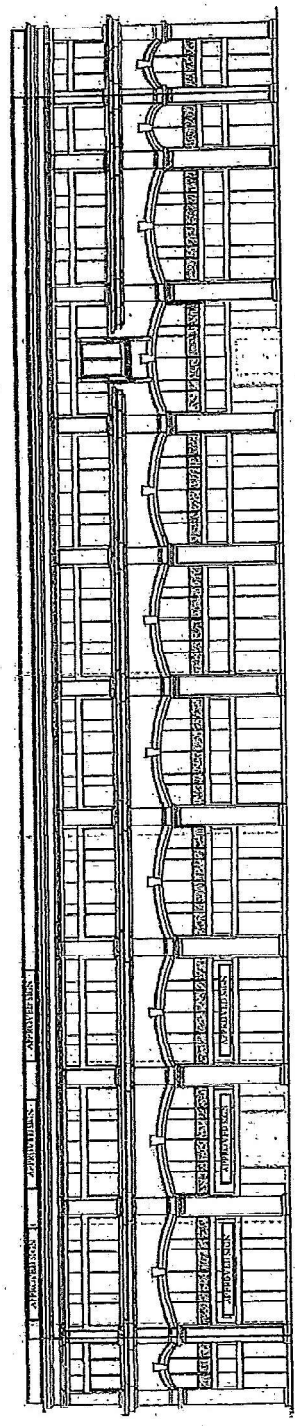
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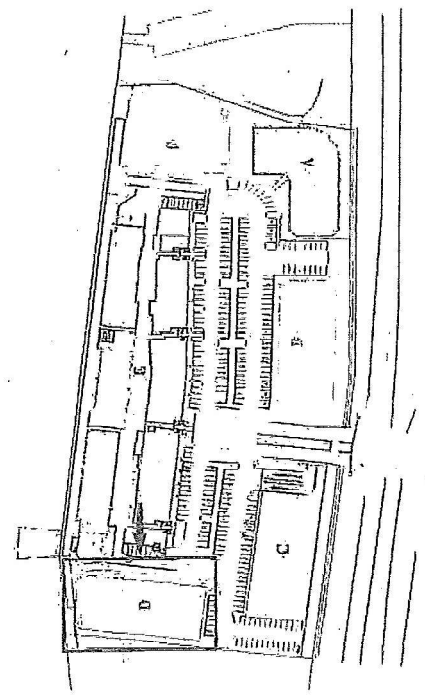
WEST ELEVATION



NOZ Drafting & Design 10000 10th Avenue, Suite 100 Denver, CO 80202 Tel: 303.733.1111 Fax: 303.733.1112	 David J. Ziegler Architect	DATE: 05/17/2000 BY: J. ZIEGLER		BUILDING D
		PROJECT: 00-000000-0000-0000	SHEET: 00-000000-0000-0000	



NORTH ELEVATION



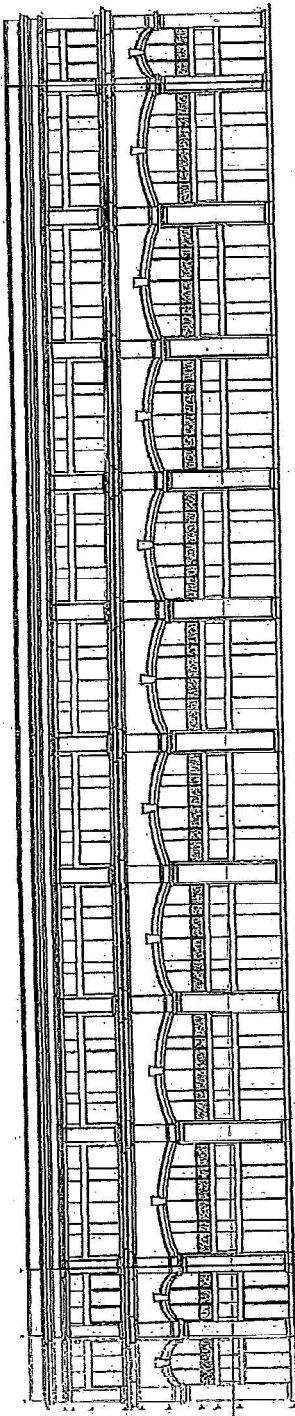
ZON
 Drafting, Engineering, Planning & Design
 14000 14th Avenue, Suite 100
 Denver, Colorado 80202
 Tel: 303.733.1111

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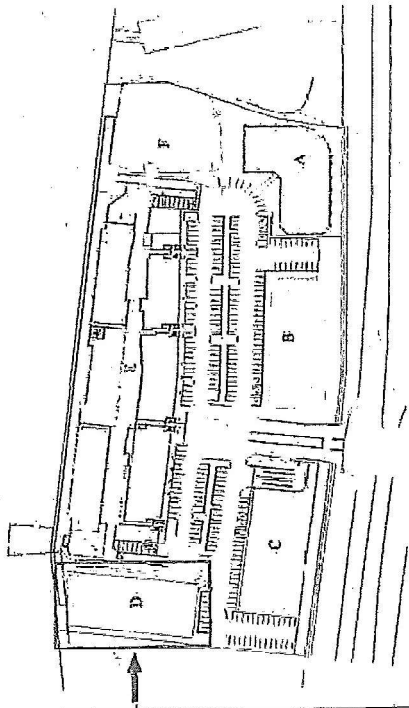
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DATE	ISSUE / REVISION
11/11/11	ISSUE / REVISION

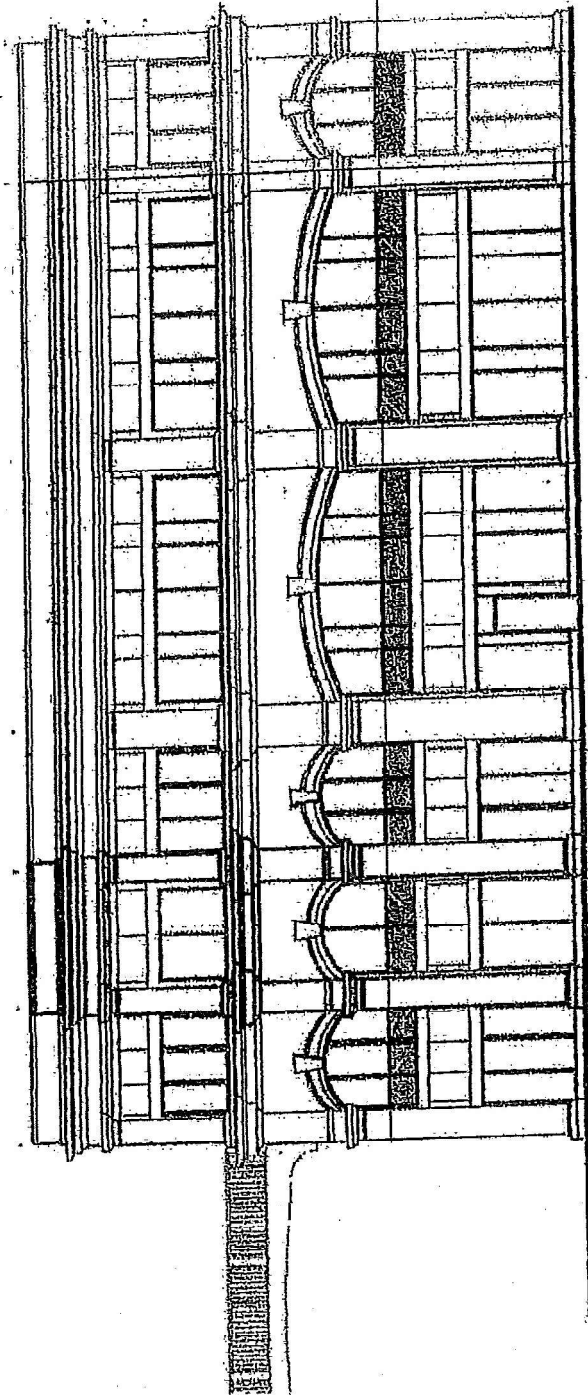
BUILDING
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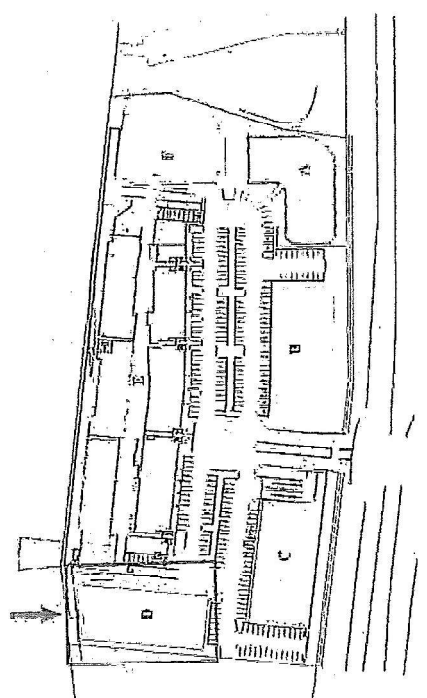
SOUTH ELEVATION



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WEST ELEVATION



ZONING
 Districts, Architectural, Planning & Design
 1000 10th St, Suite 100, San Francisco, CA 94103
 Tel: 415.398.1234 Fax: 415.398.1235

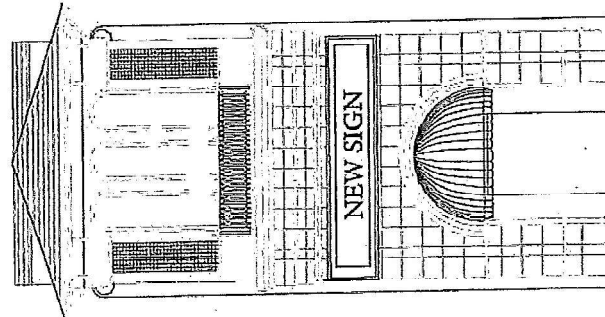
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DATE	BY	REVISION

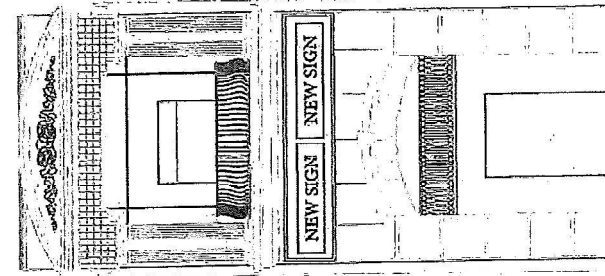
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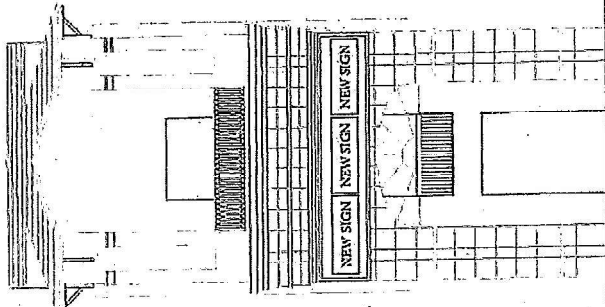
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SIGN OPTION 2



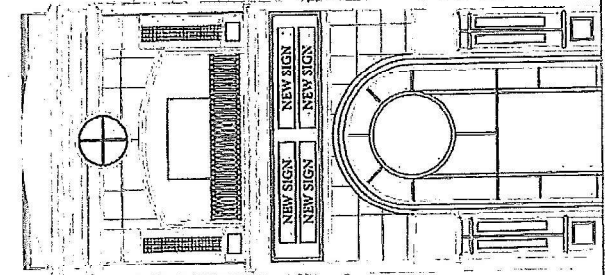
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SIGN OPTION 3

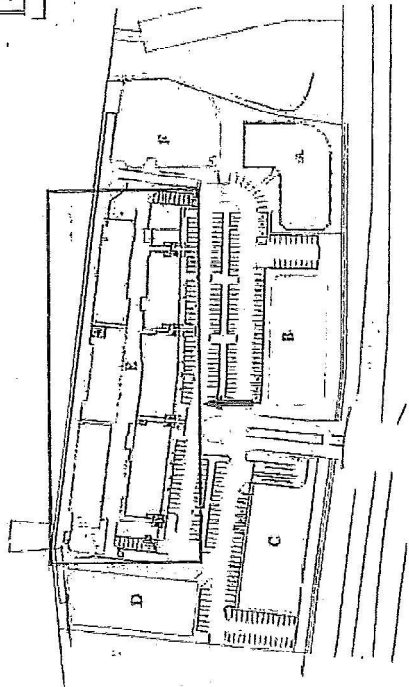
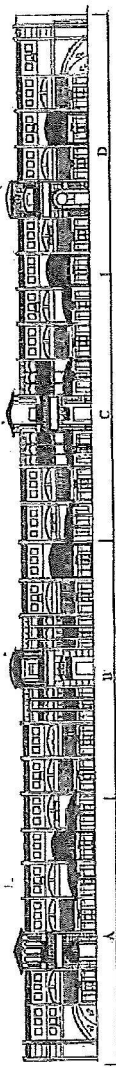


ENLARGED TOWER 'C'

SIGN OPTION 4



ENLARGED TOWER 'D'



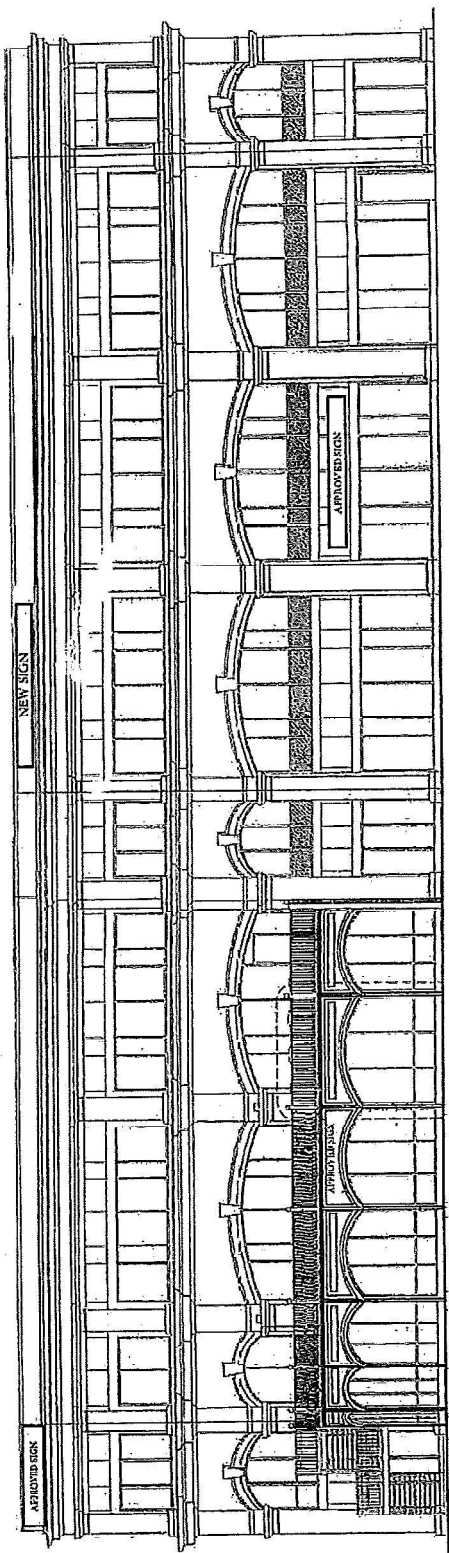
- SIGN OPTION 1- MAX 48 SQ. FT. IN A 3' X 22' AREA
- SIGN OPTION 2- MAX 44 SQ. FT. IN 4' X 11' AREA PER SIGN
- SIGN OPTION 3- MAX 28 SQ. FT. IN 4' X 7' AREA PER SIGN
- SIGN OPTION 4- MAX 16.5 SQ. FT. IN 1.5' X 11' AREA PER SIGN

NOZ
 Planning Architecture, Engineering & Construction
 14000 14th Avenue, Suite 100
 Denver, Colorado 80202
 Tel: 303.733.1111
 Fax: 303.733.1112
 Email: info@noz.com

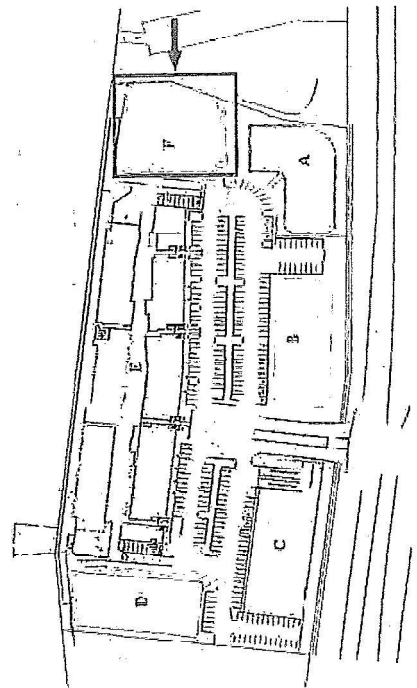
APPROVED
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 DATE: 11/11/11

DATE	ISSUE / REVISION	BY	DATE

BUILDING
F



NORTH ELEVATION



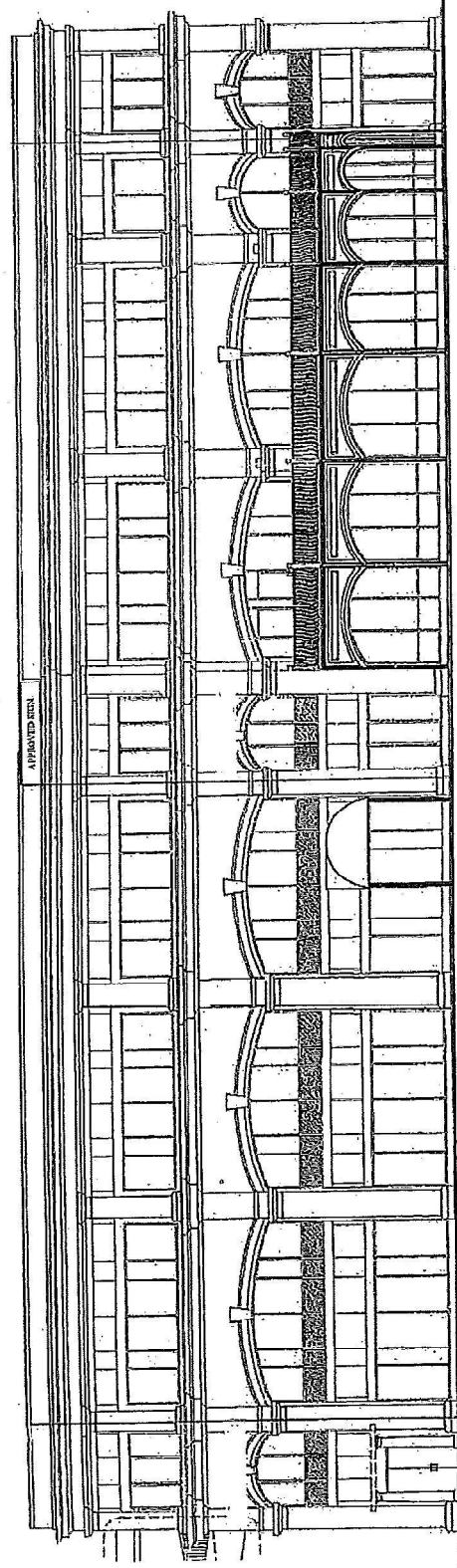
ZON
 Planning & Architecture, Planning & Design
 11000 1st Avenue, Suite 100
 Seattle, WA 98106
 Tel: 206.461.1234
 Fax: 206.461.1235
 Email: info@zon.com

APPROVED BY	
DATE	

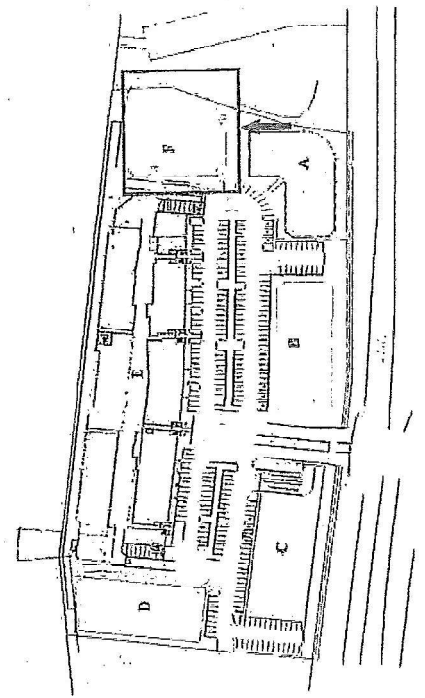
John H. H. H.
 John H. H. H.
 11000 1st Avenue, Suite 100
 Seattle, WA 98106
 Tel: 206.461.1234
 Fax: 206.461.1235
 Email: info@zon.com

DATE	REVISION / REVISION
11/2015	VERANDA SCREENS UPDATE

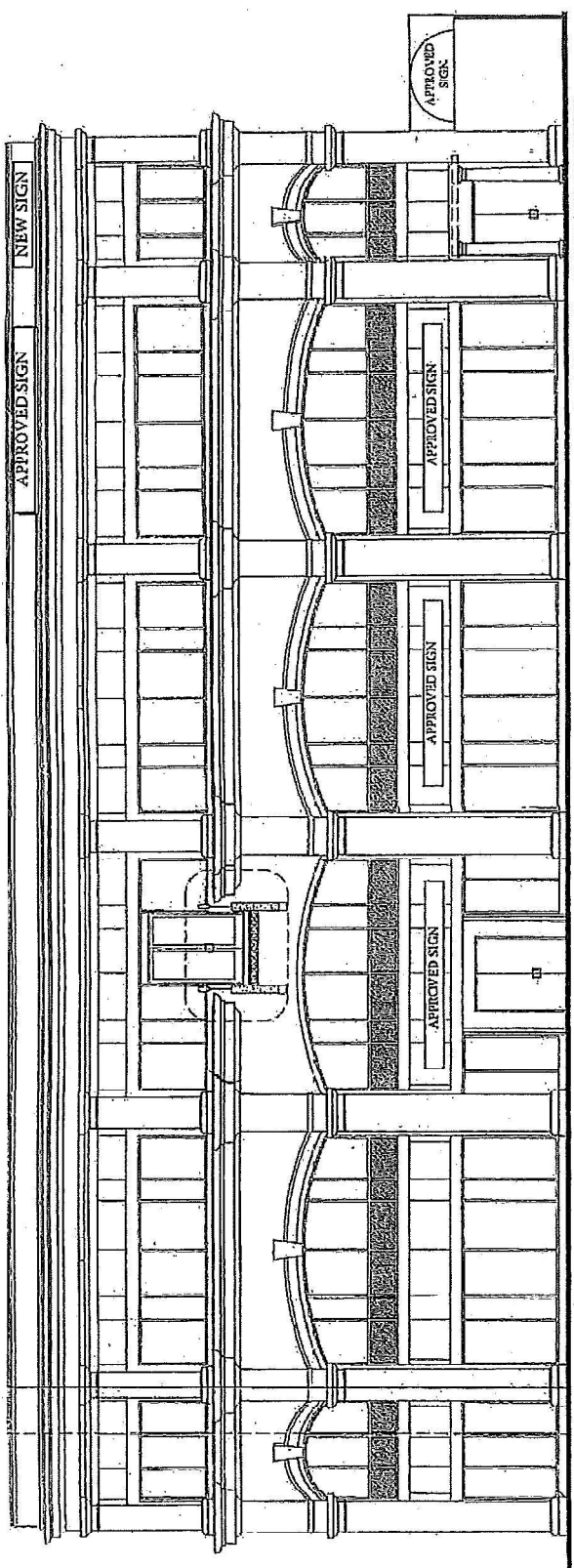
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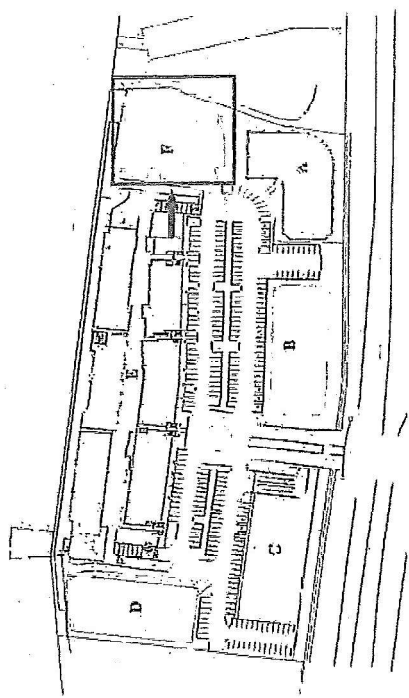
EAST ELEVATION



DATE	BY	FOR	DATE	BY	FOR



SOUTH ELEVATION



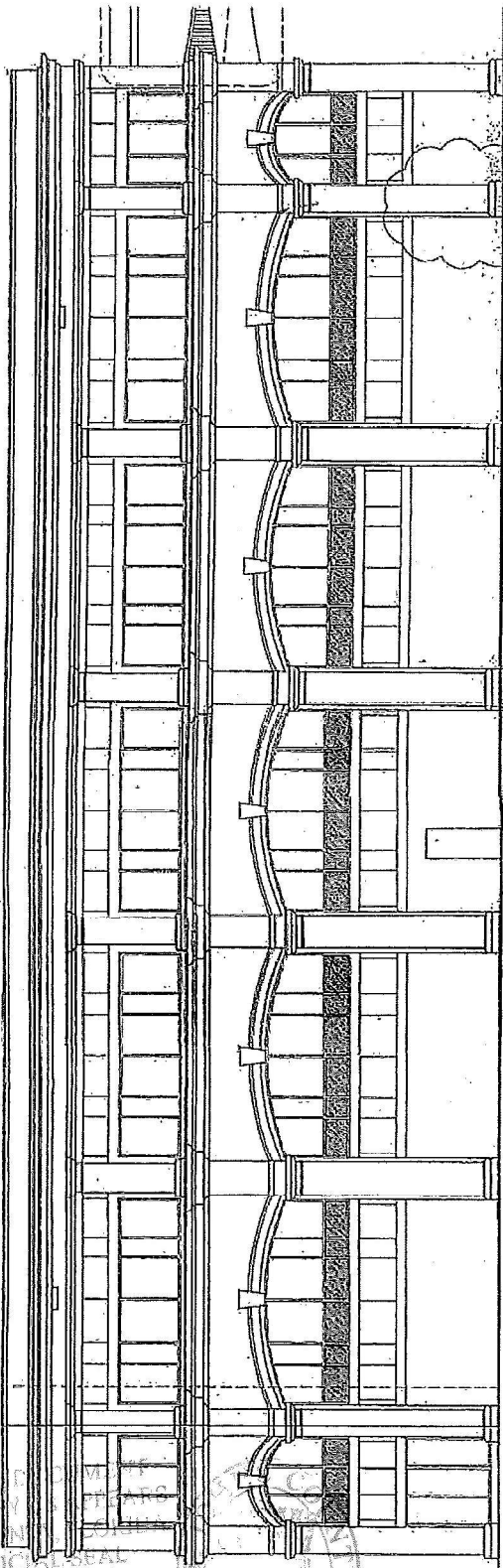
ZONA
 ZONA Architecture, Planning & Design
 2400 N. W. 11th Ave., Suite 100
 Fort Lauderdale, FL 33304
 Tel: 754.561.1234
 Fax: 754.561.1235
 Email: info@zona.com

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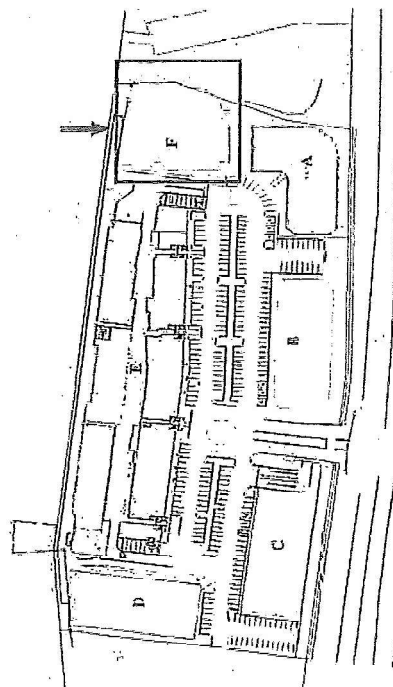
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DATE	ISSUE / REVISION	APPROVAL / SIGNATURE

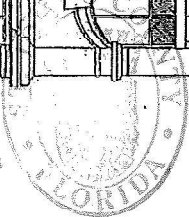
BUILDING
F



WEST ELEVATION



I HEREBY CERTIFY THAT THIS DOCUMENT
 IS A TRUE AND CORRECT COPY OF THE
 ON RECORD IN ST. JOHNS COUNTY
 WITNESS MY HAND AND OFFICIAL SEAL
 THIS 28th DAY OF August 2018
 ST. JOHNS COUNTY CLERK OF COURT
 Ex-Officio Clerk of the Board of County Commissioners



BY: Wanda King D.C.

THE ST. AUGUSTINE RECORD
Affidavit of Publication

WHITTINGTON LAW, PLLC
236 SAN MARCO AVENUE
ROOM 400
SAINT AUGUSTINE, FL 32084

ACCT: 18934
AD# 0003051131-01
PO#

PUBLISHED EVERY MORNING SUNDAY THROUGH SATURDAY
ST. AUGUSTINE AND ST. JOHNS COUNTY, FLORIDA

STATE OF FLORIDA
COUNTY OF ST. JOHNS

Before the undersigned authority personally appeared JAMIE WILLIAMS who on oath says he/she is an Employee of the St. Augustine Record, a daily newspaper published at St. Augustine in St. Johns County, Florida; that the attached copy of advertisement being a **NOTICE OF HEARING** in the matter of **MAJMOD-2015000025** was published in said newspaper on **06/06/2018**.

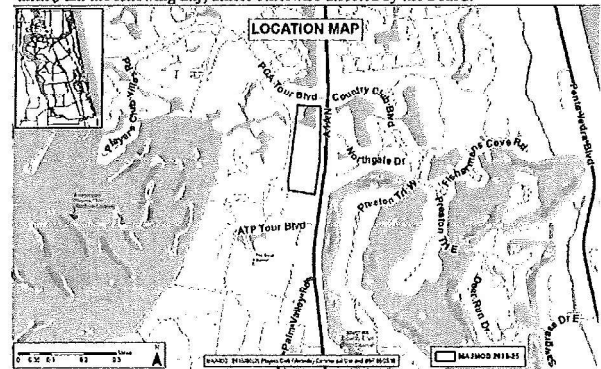
Affiant further says that the St. Augustine Record is a newspaper published at St. Augustine, in St. Johns County, Florida, and that the said newspaper heretofore has been continuously published in said St. Johns County, Florida each day and has been entered as second class mail matter at the post office in the City of St. Augustine, in said St. Johns County, Florida for a period of one year preceding the first publication of the attached copy of advertisement; and affiant further says the he/she has neither paid nor promised any person, firm or corporation any discount, rebate, commission, or refund for the purpose of securing this advertisement for publication in said newspaper.

NOTICE OF A PROPOSED MAJOR MODIFICATION

NOTICE IS HEREBY GIVEN that a public hearing will be held on **Thursday, 6/21/2018 at 1:30 pm** before the Planning and Zoning Agency in the St. Johns County Auditorium located at 500 San Sebastian View, St. Augustine, Florida and on **Tuesday, 7/17/2018 at 9:00 am** before the Board of County Commissioners in the St. Johns County Auditorium located at 500 San Sebastian View, St. Augustine, Florida to consider a request for a Major Modification to, among other changes 1) modify the FDP to increase the commercial square footage from 410,000 sf to 416,500 sf. and 2) modify the USP to include additional signs and increase the size of signs.

AN ORDINANCE OF THE COUNTY OF ST. JOHNS, STATE OF FLORIDA, APPROVING A MAJOR MODIFICATION TO THE PLAYERS CLUB (FUD), ORDINANCE NO. 1975-15 AND FDP 1996-224 THE VERANDA PROPERTY; CONSOLIDATING AND AMENDING THE CHANGES MADE BY ORDINANCE 2006-140 (VERANDA DEVELOPMENT) AND ORDINANCE 2008-28 (VERANDA USP) AS AMENDED; MAKING FINDINGS OF FACT; PROVIDING A SAVINGS CLAUSE; REQUIRING RECORDATION; AND PROVIDING AN EFFECTIVE DATE.

The subject property is 810 A1A N. See attached map (Exhibit A). This file and the proposed ordinance are maintained in the Planning and Zoning Section of the Growth Management Department located at the St. Johns County Permit Center, 4040 Lewis Speedway, St. Augustine, Florida 32084 and may be inspected by interested parties prior to said public hearing. Items not heard by 6 pm shall automatically be continued until 9 am the following day, unless otherwise directed by the Board.



Interested parties may appear at the meeting and be heard with respect to the proposed ordinance.

If a person decides to appeal any decision made with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

This matter is subject to court imposed quasi-judicial rules of procedure. Interested parties should limit contact with the Board of County Commissioners or the Planning and Zoning Agency members on this topic, except in compliance with Resolution 95-126, to properly noticed public hearings or to written communication, care of SJC Planning and Zoning Section, 4040 Lewis Speedway, St. Augustine, Florida, 32084.

NOTICE TO PERSONS NEEDING SPECIAL ACCOMMODATIONS AND TO ALL HEARING IMPAIRED PERSONS: In accordance with the Americans with Disabilities Act, persons needing special accommodations or an interpreter to participate in this proceeding should contact the County's ADA Coordinator at (904) 209-0650 or at the County Administration Building, 500 Sebastian View, St. Augustine, Florida, 32084. Hearing impaired persons, call Florida Relay Service (1 800 955 8770), no later than 5 days prior to the meeting.

PLANNING AND ZONING AGENCY BOARD OF COUNTY COMMISSIONERS
ST. JOHNS COUNTY, FLORIDA ST. JOHNS COUNTY, FLORIDA
MIKE KOPPENHAFFER, CHAIR HENRY DEAN, CHAIR
FILE NUMBER: MAJMOD-2015000025
PROJECT NAME: Players Club (Veranda) - Commercial Use and USP

0003051131 June 6, 2018

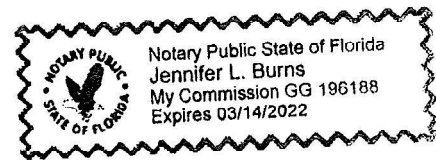
THE ST. AUGUSTINE RECORD
Affidavit of Publication

WHITTINGTON LAW, PLLC
236 SAN MARCO AVENUE
ROOM 400
SAINT AUGUSTINE, FL 32084

ACCT: 18934

Sworn to and subscribed before me this _____ day of JUN 06 2018

by *James Williams* who is personally known to me
or who has produced as identification



Jennifer L. Burns
(Signature of Notary Public)

(Seal)



FLORIDA DEPARTMENT of STATE

RICK SCOTT
Governor

KEN DETZNER
Secretary of State

July 26, 2018

Honorable Hunter S. Conrad
Clerk of Court
St. Johns County
500 San Sebastian View
St. Augustine, Florida 32084

Attention: Ms. Yvonne King

Dear Mr. Conrad:

Pursuant to the provisions of Section 125.66, Florida Statutes, this will acknowledge receipt of your electronic copy of St. Johns Ordinance No. 2018-37, which was filed in this office on July 26, 2018.

Sincerely,

Ernest L. Reddick
Program Administrator

ELR/lb

FILED JUL 26 2018
ST. JOHNS COUNTY
CLERK OF COURT
Yvonne King
DEPUTY CLERK