

3

AGENDA ITEM
Palm Valley / Ponte Vedra Architectural Review Board

Meeting

10/22/2025

MEETING DATE

TO: Michael Roberson Director of Growth Management

DATE: October 3, 2025

FROM: Jackie Williams, Overlay Planner

PHONE: 904 209-0693

SUBJECT OR TITLE: NZVAR 2025-19 Le Petit Paris French Cafe

AGENDA TYPE: Appointment, Order, Report

PRESENTER: Kelly Varn, Taylor Sign & Design, Inc

BACKGROUND INFORMATION:

Request for a Non-Zoning Variance to Section 3.06.09.C of the Land Development Code to allow for an Advertising Display Area (ADA) of 37.8 square feet in lieu of the required maximum of 24 square feet for a proposed commercial wall sign located within the Palm Valley Overlay District, at 830 A1A North.

SUGGESTED MOTION/RECOMMENDATION/ACTION:

APPROVE: The ARC may consider a motion to approve NZVAR 2025-19 Le Petit Paris French Café, as described within the application and supporting documents based on the following five (5) conditions and seven (7) findings.

DENY: The ARC may consider a motion to deny NZVAR 2025-19 Le Petit Paris French Café, as described within the application and supporting documents based on the following six (6) findings.



GROWTH MANAGEMENT DEPARTMENT STAFF REPORT
PALM VALLEY OVERLAY DISTRICT
October 22, 2025 Public Meeting
NZVAR 2025-19 Le Petit Paris French Cafe

To: Architectural Review Committee
Staff: Jackie Williams, Overlay Planner
Date: October 3, 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)

Applicable Standards: [St. Johns County Land Development Code, Section 3.06.](#)

Summary of Request: The applicant is requesting a Non-Zoning Variance to Section 3.06.09.C of the Land Development Code to allow for an Advertising Display Area (ADA) of 37.8 square feet in lieu of the required maximum of 24 square feet for a proposed commercial wall sign located within the Palm Valley Overlay District.

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 is requesting a Non-Zoning Variance to Section 3.06.09.C of the Land Development Code, regarding the size of the proposed wall sign permitted for commercial properties located within the Palm Valley Overlay District. Please refer to the SUPPORTING DOCUMENTS section of the Staff Report, all documents provided by the applicant.

Figure 2: Proposed Wall Sign Rendering



Wall Signage— Staff initially evaluated the proposed wall sign through a companion overlay application (ARCCC 2025-18) and found the wall sign to be in conflict with the Palm Valley Overlay regarding the Advertising Display Area (ADA). The design, materials, and location of the proposed wall does comply with the Palm Valley Overlay. The applicant was informed that an approved Non-Zoning Variance from the PVARC was needed for the larger area of the proposed wall sign, as LDC Section 3.06.9.C.2 states “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 proposed wall sign is 37.8 square feet in area.

Applicable Standards:

LDC Section 3.06.09.C (in part)

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.*

ATTACHMENTS FOR CONSIDERATION

Application

Site Plan

Wall Signage Rendering

ARCCC 2024-10

SUGGESTED ACTION TO APPROVE

The ARC may consider a motion to approve **NZVAR 2025-19 Le Petit Paris French Café**, as described within the application and supporting documents based on the following five (5) conditions and seven (7) findings.

SUGGESTED CONDITIONS:

1. The Non-Zoning Variance will be non-transferable.
2. Approval of the Non-Zoning Variance does not release the project from compliance with all relevant requirements of the St. Johns County Land Development Code, Comprehensive Land Use Plan, or any other Agency having jurisdiction.
3. The Non-Zoning Variance shall commence within one (1) year of the signing of the Final Order. Failure to commence within the prescribed time shall render the Order invalid and all rights granted herein shall become null and void. Commencement shall be defined as issuance of a Development Permit by the St. Johns County Development Review Division.
4. The application, supporting documents, conditions and limitations offered within the application and at the public hearing by the applicant (or representative) will be incorporated herein and shall become part of the Final Order, except as may be modified by preceding conditions and limitations.
5. The Non-Zoning Variance is limited to the requested relief from the specific provisions of the Land Development Code. Approval of this request shall not operate as approval or waiver of any other provision of the Land Development Code or Comprehensive Plan. Representations and depictions within the application materials shall assist Staff in the interpretation of the requested relief but shall not operate as approval of, or as a determination of compliance with, any other provision of the Land Development Code or Comprehensive Plan.

SUGGESTED FINDINGS:

1. The request for the Non-Zoning Variance has been fully considered after public hearing with legal notice duly published as required by law.
2. There are practical difficulties in carrying out the strict letter of the regulation.
3. The Variance request is not based exclusively upon a desire to reduce the cost of developing the site.
4. The proposed Variance will not substantially increase congestion on surrounding public streets, the danger of fire, or other hazard to the public.
5. The proposed Variance will not substantially diminish property values in, nor alter the essential character of, the area surrounding the site.
6. The effect of the proposed Variance is in harmony with the general intent of this Code and the specific intent of the relevant subject area(s) of the Code.
7. The applicant, at the public hearing, has stated no objections to the proposed conditions.

SUGGESTED ACTION TO DENY

The ARC may consider a motion to deny **NZVAR 2025-19 Le Petit Paris French Café**, as described within the application and supporting documents based on the following six (6) findings.

SUGGESTED FINDINGS:

1. The request for the Non-Zoning Variance has been fully considered after public hearing with legal notice duly published as required by law.
2. There are no practical difficulties in carrying out the strict letter of the regulation.
3. The Variance request is based exclusively upon a desire to reduce the cost of developing the site.

4. The proposed Variance will substantially increase congestion on surrounding public streets, the danger of fire, or other hazard to the public.
5. The proposed Variance will substantially diminish property values in, nor alter the essential character of, the area surrounding the site.
6. The effect of the proposed Variance is not in harmony with the general intent of this Code and the specific intent of the relevant subject area(s) of the Code.

APPLICATION AND SUPPORTING DOCUMENTS



St. Johns County Growth Management Department

Application for:

Date

Property Tax ID No

Project Name

Property Owner(s)

Phone Number

Address

Fax Number

City

State

Zip Code

e-mail

Are there any owners not listed?

☒ No

☐ Yes

If yes please provide information on separate sheet.

Applicant/Representative

Phone Number

Address

Fax Number

City

State

Zip Code

e-mail

Property Location

Major Access

Size of Property

Cleared Acres (if applicable)

Zoning Class

No. of lots (if applicable)

Overlay District (if applicable)

Water & Sewer Provider

Future Land Use Designation

Present Use of Property

Proposed Bldg. S.F.

Project Description (use separate sheet if necessary)

INSTALLATION OF ILLUMINATED WALL SIGN "LE PETIT PARIS FRENCH CAFE" 37.8 SQ. FT.

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:

I understand that reasonable inspections of the subject property may be made as part of the application review process. I understand that any material misrepresentations or errors contained in this application or supporting documents may void an approved application, at the reasonable determination of the County considering the Land Development Code, Comprehensive Plan, and other applicable regulations.

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)

Revised August 24, 2015

EXHIBIT A

4-6 PT OF GL 4 & 9 SEC 34 & PT OF SEC 42 LYING W OF A1A 440FT ON W R/W OF
A1A OR1369/644 &1375/499(Q/C)

EXHIBIT A

A portion of Section 34, 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 A1A (a 200 foot right-of-way as now established); thence South $00^{\circ}04'10''$ West along said westerly right-of-way line 863.72 feet to an angle point in said right-of-way line; thence South $07^{\circ}09'54''$ West along said westerly right-of-way line 526.58 feet to the Point of Beginning, thence continue South $07^{\circ}09'54''$ West along said westerly right-of-way line 440.00 feet to the northerly line of those lands known as T.P.A. Parking Area, described as Parcel "B" in Official Records Book 405, page 304 of the Public Records of said County; thence South $85^{\circ}39'43''$ West along last said line 329.23 feet to the easterly line of the 20 acre exception to the lands described in Parcel 2 of Official Records Book 502, page 765; thence North $04^{\circ}20'17''$ West along last said line 516.02 feet; thence South $82^{\circ}50'06''$ East 425.52 feet to the Point of Beginning.

RE Parcel No. 61940-0060

COPY



SLEIMAN ENTERPRISES

TOURNAMENT PLAZA LAND TRUST

July 14, 2025

St. Johns County Building Department
4040 Lewis Speedway
St. Augustine, Florida 32806

Re: 830 State Road A1A South, Suite 4-6, Ponte Vedra Beach, Florida 32082
Real Estate Parcel Number: 0619400060

Ladies and Gentlemen:

This letter will authorize the following contractor to obtain a permit for the improvements indicated:

Contractor: Taylor Sign & Design, Inc., a Florida corporation

License Number: ES12000117

Address: 4162 St. Augustine Road, Jacksonville, Florida 32207

Telephone: (904) 396-4652

Proposed improvements: Tenant installation of façade and signage

Owner of improvements: My Paris Ponte Vedra, LLC, a Florida limited liability company
d/b/a Le Petit Paris Café

830 State Road A1A North, Suite 4-6, Ponte Vedra Beach, Florida 32082
Telephone: (904) 629-8189

*Owner's interest in
property:*

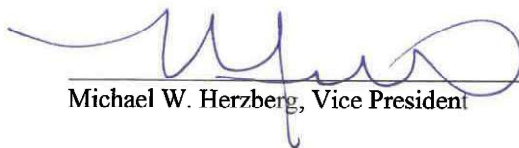
Leasehold

*Fee simple title holder
(If other than Owner):*

Property Management Support, Inc., a Florida corporation,
as Trustee of Tournament Plaza Land Trust u/t/a dated June 24, 1997
1 Sleiman Parkway, Suite 270, Jacksonville, Florida 32216
Telephone: (904) 731-8806

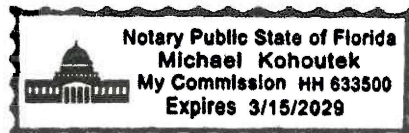
Please contact the undersigned if further information is needed about this authorization.

Very truly yours,


Michael W. Herzberg, Vice President

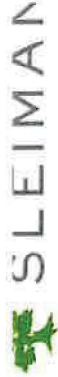
STATE OF FLORIDA
COUNTY OF DUVAL

The foregoing instrument was acknowledged before me in person this 14th day of July, 2025 by Michael W. Herzberg, as Vice President of Property Management Support, Inc., a Florida corporation, on behalf of the corporation, as Trustee of Tournament Plaza Land Trust, who is personally known to me and who is physically present.


Notary Public, State of Florida

Tournament Plaza

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



LOCATION ZONE: Beaches



SITE SUMMARY			
TENANT	ADDRESS	SIZE	
TROPICAL SMOOTHIE	830-01	1,750 s	
SPARROW SALON	830-03	1,084 s	
LE PETIT PARIS CAFÉ	830-04&06	2,846 s	
DOG BEACH INN & CLUB	830-10	13,145 s	
UPS STORE	830-13	1,500 s	
MILLIE'S HOMEMADE ICE CREAM	830-16	1,149 s	
POPPY'S ITALIANO	832-01	2,500 s	
LUXUARY FOR LESS	832-02	3,000 s	
BAPTIST PRIMARY CARE	832-05	5,600 s	
SPRING PILATES	832-10	1,265 s	
SEANAIL	832-14	980 s	
JERSEY MIKE'S SUBS	832-15	1,150 s	
FIRST-CITIZENS BANK & TRUST	832-16	2,265 s	

SLEIMAN
Office: 904-731-8801
Fax: 904-731-1252

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

Le Petit Paris

10'-7"

Substrate / Sign: ○ 3/16" white acrylic face ● black trimcap & returns

FRENCH CAFE

10'-0"

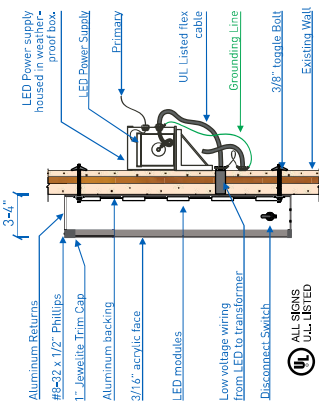
Substrate / Sign: ○ 3/16" white acrylic face ● black trimcap & returns

Zoning:
PVB - 1:1 w/ 24 Sq Ft Max / 15% Color
Front Elevation:
38' frontage = 24 Sq Ft. **Allowed**
Signage:
(31.5"x127")+(12"x120") / 144 =
37.8 Sq Ft. **Proposed**

WIND DESIGN CRITERIA	
WIND VELOCITY	132 MPH
RISK CATEGORY	II
EXPOSURE CATEGORY (MMRF)	C
INTERNAL PRESSURE COEFFICIENT	+0
COMPONENT & CLADDING PRESSURES	36.8 PSF
FORCE COEFFICIENT	1.7

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

Flush-Mount Channel Letters (LED)



TAYLOR
Sign & Design, Inc.
COMMERCIAL SIGN TECHNOLOGIES

State Certified # EST2000117
www.taylorlogo.com
4162 St. Augustine Rd - Jacksonville, FL 32207
Phone# 904.396.4652 • Fax# 904.396.3777

Le Petit Paris

Contact: Alex
Phone#: 904.629.8189
Email: myparisjax@gmail.com
Address: 830 A1A Blvd #4-6,
Ponte Vedra Beach, FL
32082

Date: 06.16.2025
Options: OPT 3

Salesperson: Chris Taylor
Designer: Signe Grozier

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



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

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

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

APPROVED BY

DATE

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

TAYLOR
Sign & Design, Inc.
COMMERCIAL SIGN TECHNOLOGIES

State Certified # EST2000117
www.taylorlogo.com
4162 St. Augustine Rd - Jacksonville, FL 32207
Phone# 904.396.4652 • Fax# 904.396.3777

Le Petit Paris

Contact: Alex
Phone#: 904.629.8189
Email: myparisjax@gmail.com
Address: 830 A1A Blvd #4-6,
Ponte Vedra Beach, FL
32082

Date: 06.16.2025
Options: OPT 3

Salesperson: Chris Taylor
Designer: Signe Grozier

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



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

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

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

APPROVED BY _____

DATE _____